

# 10 Leading PR Industry Trends impacting future of communications

## 1. India is an established growth market for PR



The industry grew **13%** in 2022.



The private sector accounted for **83%** of consultancy revenues

## 2. The C-suite is seeking PR's counsel



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Client Leadership team is **involved in PR Plan and Strategy Meetings**

## 3. Fake news is an uncomfortable truth to be dealt with



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Clients had to deal with **fake news in last 12 months**

## 4. Digital & Public Affairs is where the growth is



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Clients **outsourced digital and social media** briefs to PR Consultancies

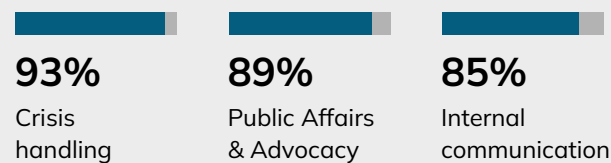
## 5. The role of technology is widening and deepening



75%

Adoption of technology/ automation by PR will bring more efficiency

## 6. Top 3 services that will remain important



## 7. Paid media share is increasing, but media relations remains important



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See increasing share of **paid news across digital media**

## 8. Organic media continues to be important to clients



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Say **Page 1 coverage** is still a **priority** for corporate communicators

## 9. Regional markets will continue their upward march

Share in PR budgets of consultancies



## 10. Sectors driving growth

Sectors like IT, Start-up, Financial Services, Health & Wellness, Pharmaceutical, Education & Ed-tech are driving growth for the PR industry.

