Public Relations Industry M&A Activity Tracker

Davis+Gilbert has extensive experience in, and involvement with, M&A transactions for the Public Relations and Marketing Communications sector. Each year brings exciting dynamics that influence the M&A activity of the industry. 2024 will be no different; in the charts below, one can see how the first four months of 2024 stacks against the same time period in 2023 when looking at the buyer types, seller revenue range and region of the seller

January - April 2024

36 Completed Deals

Buyer Type		
Independent	19	53%
Private Equity	10	28%
Public	7	19%

Total Number of Different Buyers: 32

Seller Revenue Range		
< $3M*	16	44%
$3M-6M	5	14%
$6M-10M	5	14%
$10M-25M	6	17%
> $25M	4	11%

Region of Seller		
North America	20	47%
Europe	10	43%
Asia	2	6%
Australia	—	—
South America	2	6%
Middle East	2	6%

January - April 2023

40 Completed Deals

Buyer Type		
Independent	20	50%
Private Equity	16	40%
Public	4	10%

Total Number of Different Buyers: 35

Seller Revenue Range		
< $3M	16	40%
$3M-6M	8	20%
$6M-10M	8	20%
$10M-25M	8	20%
> $25M	—	—

Region of Seller		
North America	19	48%
Europe	19	48%
Asia	—	—
Australia	1	2%
South America	1	2%
Middle East	—	—

January - April 2024

36 Completed Deals

Seller Specialties		
Consumer	4	11%
Corporate/Financial	4	11%
Digital/Social Media	2	6%
Healthcare/Life Sciences	7	19%
Integrated/Full Service	13	36%
Public Affairs	1	13%
Technology	4	11%
Travel & Tourism	1	3%
Other	—	—

January - April 2023

40 Completed Deals

Seller Specialties		
Consumer	2	5%
Corporate/Financial	3	7%
Digital/Social Media	8	20%
Healthcare/Life Sciences	7	18%
Integrated/Full Service	9	22%
Public Affairs	7	18%
Technology	3	7%
Travel & Tourism	1	3%
Other	—	—

For More Information

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2023 Public Relations Industry Trends Report

Davis+Gilbert's 11th annual PR industry report shares insightful data and information on the opportunities and challenges facing the PR industry.

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