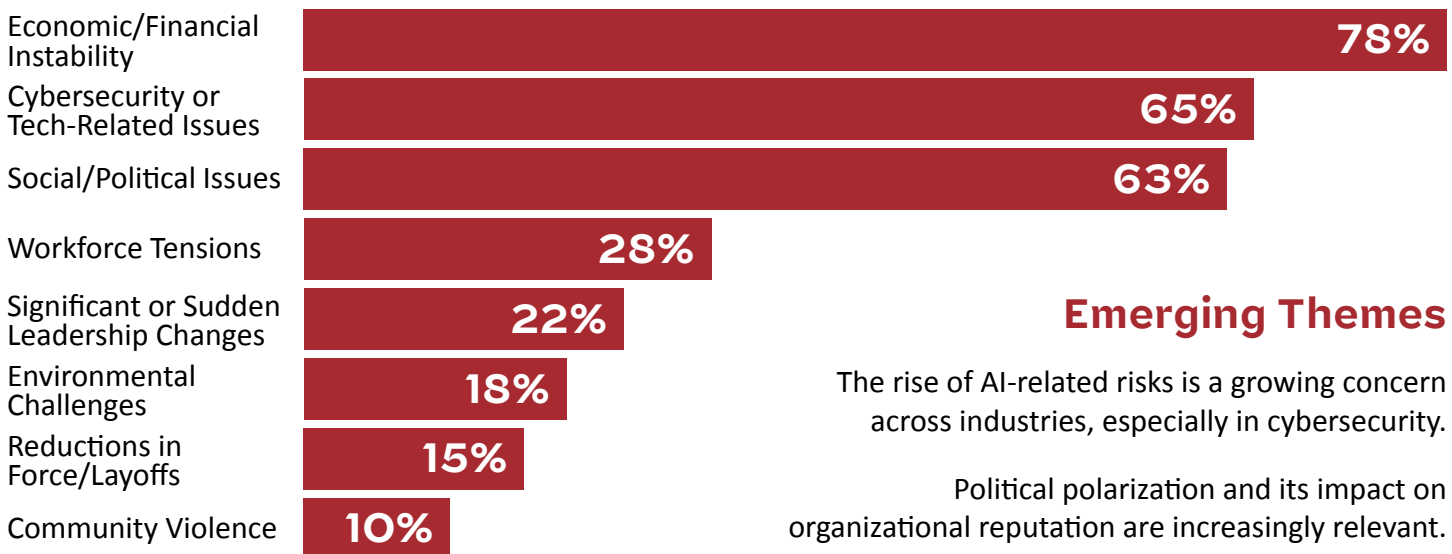


Crisis Communications Concerns in 2025

Based on a collected survey data, this analysis identifies consistent trends across industries and provides an overview of the most common crisis communication concerns for 2025.

Top Crisis Concerns Across Industries



Emerging Themes

The rise of AI-related risks is a growing concern across industries, especially in cybersecurity.

Political polarization and its impact on organizational reputation are increasingly relevant.

Environmental challenges, including weather-related crises, are gaining attention in industries like manufacturing and consumer goods.

Industry-Specific Concerns

EDUCATION

Economic instability, cybersecurity, social or political issues and layoffs

HEALTHCARE

Economic instability, cybersecurity concerns and workforce tensions

MANUFACTURING

Cybersecurity and aging infrastructure concerns

CONSUMER GOODS

Workforce tensions and environmental challenges

FINANCE

Cybersecurity concerns, economic instability and social or political issues

SERVICE SECTOR

Cybersecurity concerns, economic instability and workforce tensions

Organizational Preparedness

54%

respondents indicated they have a crisis communications plan reviewed in the last 12 months.

organizations with <50 employees are less likely to have a reviewed plan compared to larger organizations (>1000 employees).