

Global Fashion Influencer Marketing Market Size study, by Influencer Type (Mega influencers, Macro influencers, Micro influencers, Nano influencers), Fashion (Beauty & Cosmetics, Apparel, Jewellery & Accessories) and Regional Forecasts 2020-2027

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Abstracts

Global Fashion Influencer Marketing Market is valued approximately at USD 1.5 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 11.1% over the forecast period 2020-2027. Fashion Influencer Marketing is a form of social media marketing that relies on endorsements and product mentions from influencers who have a large social following and are thought to be experts. The increasing use of internet, decreasing cost of internet services has led the adoption of Fashion Influencer Marketing across the forecast period. For Instance: as per IBEF , India's internet users rose from 445.96 million in 2017 to 829 million in 2021 India had 665.31 million internet subscribers as of June 2019. However, credit card frauds, banking frauds impedes the growth of the market over the forecast period of 2020-2027. Also, with the increasing online shopping websites, social media marketing, the adoption & demand for Fashion Influencer Marketing is likely to increase the market growth during the forecast period.

The regional analysis of global Fashion Influencer Marketing market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading/significant region across the world in terms of market share owing to the cheap rates of internet and promptness & affordability of online shopping and E-Commerce services coupled with the well-established internet infrastructure. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising usage of internet, would create lucrative growth prospects for the Fashion Influencer Marketing market across Asia-Pacific region.

Major market player included in this report are:

AspireIQ
HYPR Brands
InfluencerDB
IZEA
Klear
Launchmetrics
Mavrck
Socially Powerful
Speakr Inc.
Upfluence Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Influencer Type

Megainfluencers
Macroinfluencers
Microinfluencers
Nanoinfluencers

Fashion Type

Beauty & Cosmetics
Apparel
Jewelry & Accessories

By Region:

North America
U.S.
Canada
Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Fashion Influencer Marketing Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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