

Global Influencer Marketing Market Size Study, by Component (Solution, Services), Enterprise Size (Large Enterprise, Small and Medium-sized Enterprises), Application (Campaign Management, Influencer Relationship Management, Analytics and Reporting, Compliance Management, Others), Vertical (Fashion and Lifestyle, Healthcare and Wellness, Ad-tech, Retail and E-commerce, Travel and Tourism, BFSI, Others) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G78A04203594EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G78A04203594EN

Abstracts

Global Influencer Marketing Market is valued approximately at USD 21.22 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 28.60% over the forecast period 2024-2032. Influencer marketing represents a collaboration between brands and individuals with significant online followings, known as influencers. These influencers leverage their authority, credibility, and reach to promote products or services to their audience. This strategic approach capitalizes on the trust and connection influencers have built with their followers, aiming to drive brand awareness, engagement, and ultimately, sales. The effectiveness of this marketing strategy lies in its ability to tap into the authenticity and influence of the personalities people admire and trust in the digital age. The influencer marketing sector is expanding significantly due to a surge in legitimate engagement, digital transformation, and cost-effective marketing strategies. However, the market faces challenges such as regulatory and compliance barriers and concerns regarding authenticity and saturation. Despite these challenges, the market presents lucrative opportunities, particularly in targeted niche markets, which are expected to drive growth during the forecast period.

The influencer marketing ecosystem involves brands working with influencers across various social media platforms, including blogs, YouTube, Instagram, and TikTok. These influencers have loyal fan bases and the power to influence purchasing decisions. The market comprises stakeholders such as brands, agencies, influencers, and digital platforms that facilitate influencer partnerships. Activities in this market include finding influencers, planning and executing campaigns, creating content, managing influencers, measuring results, and tracking performance. The rise of social media has significantly contributed to the growth of influencer marketing, making it a crucial tool for brands to reach their target audiences, enhance brand recognition, increase engagement, and boost revenue.

The market is segmented by component, enterprise size, application, vertical, and region. On the basis of the component, it is categorized into solution and services. On the basis of enterprise size, it is bifurcated into large enterprises and small and medium-sized enterprises (SMEs). On the basis of application, it is divided into campaign management, influencer relationship management, analytics and reporting, compliance management, and others.

A key factor propelling the influencer marketing industry is authentic engagement. Conventional advertising strategies frequently fail to engage today's cynical and tech-savvy consumers. Influencers provide a distinct viewpoint by being real and relatable. With their followers, they have already established credibility and trust, which makes their recommendations more sincere and powerful. When it comes to connecting with their target audience, marketers use this authenticity as a potent tool. Influencers produce material that appeals to their audience and skillfully integrate goods and services into their everyday routines.

Another significant driver propelling the influencer marketing industry is the digitalization of marketing and advertising. Traditional advertising techniques, including print and television, have lost some of their effectiveness as consumers spend more time online. Social media, blogs, YouTube, and other digital spaces are where consumers interact, consume material, and make judgments about what to buy. Influencer marketing takes advantage of this change by utilizing interactive features of digital platforms and vast online audiences. Brands understand that content creators on YouTube or Instagram have a greater opportunity of influencing customers than traditional advertising.

Integration complexities of influencer marketing solutions with existing digital infrastructure components are key constraints for the market's growth. Organizations frequently utilize a range of apps and software using various technologies, making the

integration process complex and challenging. Additionally, data residency and jurisdictional requirements raise concerns when data is stored and processed in different geographic locations, further hindering market growth.

The key regions considered for the global Influencer Marketing Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the market share for influencer marketing, driven by the presence of prominent players such as Oracle Corporation and IBM Corporation. Government initiatives aimed at strengthening digital infrastructure across the region are expected to further drive demand for influencer marketing solutions and services, thereby propelling the market growth. Meanwhile, the Asia-Pacific region is anticipated to exhibit the highest growth during the forecast period. Increased digitalization and higher adoption of advanced technology in this region are expected to provide lucrative growth opportunities for the market.

Major market players included in this report are:

NeoReach

Aspire

SocialEdge, Inc.

Upfluence

Mavrck

IZEA Worldwide, Inc.

Hypetap

Klear

Traackr, Inc

HireInfluence inc

Grin

TapInfluence

CreatorIQ

Influency

Captiv8

The detailed segments and sub-segments of the market are explained below:

By Component:

Solution

Services

By Enterprise Size:

Large Enterprise

Small and Medium-sized Enterprises

By Application:

Search and Discovery

Campaign Management

Influencer Relationship Management

Analytics and Reporting

Compliance Management

Other

By Vertical:

Fashion and Lifestyle

Healthcare and Wellness

Ad-tech

Retail and E-commerce

Travel and Tourism

BFSI

Other

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

RoLA

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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