

# Global Influencer Marketing Market 2023-2029

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## Abstracts

Influencer marketing has become increasingly popular in recent years, as it allows brands to reach a targeted audience and leverage the influencer's credibility and influence. Brands typically partner with influencers to create sponsored content, such as product reviews, sponsored posts, or branded content that features the product or service. The global influencer marketing market is expected to increase by USD 41.6 billion, at a compound annual growth rate (CAGR) of 25.35% from 2023 to 2029, according to the latest edition of the Global Influencer Marketing Market Report. Influencer marketing can be an effective way to reach a younger demographic, as many social media influencers have a predominantly young audience. It can also be a cost-effective way to promote a product or service, as brands may only need to provide the influencer with a free product or service in exchange for their promotion. Influencer marketing can be an effective way to reach a younger demographic, as many social media influencers have a predominantly young audience. It can also be a cost-effective way to promote a product or service, as brands may only need to provide the influencer with a free product or service in exchange for their promotion.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global influencer marketing market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the component, organization size, end user, and region. The global market for influencer marketing can be segmented by component: solution/platform, services. According to the research, the solution/platform segment had the largest share in the global influencer marketing market. Influencer marketing

market is further segmented by organization size: small & medium enterprise (SME), large enterprise. In 2022, the small & medium enterprise (SME) segment made up the largest share of revenue generated by the influencer marketing market. Based on end user, the influencer marketing market is segmented into: fashion & cosmetics, retail, consumer goods, advertising, food and beverages, travel, automobile, others. Among these, the retail segment was accounted for the highest revenue generator in 2022. On the basis of region, the influencer marketing market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. North America captured the largest share of the market in 2022.

The services market is further segmented into professional services, managed services. The latest analysis indicates that the professional services segment occupied the largest share of this market in 2022 and is expected to draw the highest demand in coming years.

#### Market Segmentation

By component: solution/platform, services

By organization size: small & medium enterprise (SME), large enterprise

By end user: fashion & cosmetics, retail, consumer goods, advertising, food and beverages, travel, automobile, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report also provides analysis of the key companies of the industry and their detailed company profiles including Traackr, Inc., IZEA Worldwide, Inc., Upfluence SASU, Influential Network, Inc., JuliusWorks, Inc., Lumanu Inc., Buzzoole SPA, Quotient Technology Inc., Maverick Inc, AspireIQ, Inc., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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#### Scope of the Report

To analyze and forecast the market size of the global influencer marketing market.

To classify and forecast the global influencer marketing market based on component, organization size, end user, region.

To identify drivers and challenges for the global influencer marketing market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global influencer marketing market.

To identify and analyze the profile of leading players operating in the global influencer

marketing market.

#### Why Choose This Report

Gain a reliable outlook of the global influencer marketing market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Upfluence SASU  
Influential Network, Inc.  
JuliusWorks, Inc.  
Lumanu Inc.  
Buzzoole SPA  
Quotient Technology Inc.  
Maverick Inc  
AspireIQ, Inc.

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