

Global B2B Influencer Marketing Agency Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global B2B Influencer Marketing Agency market size was valued at US\$ 2114 million in 2025 and is forecast to a readjusted size of US\$ 4694 million by 2032 with a CAGR of 12.2% during review period.

A B2B Influencer Marketing Agency is a specialized entity that focuses on facilitating business-to-business marketing strategies through the leveraging of influencers. It operates at the intersection of B2B marketing and influencer partnerships, using its expertise in identifying relevant industry experts, thought leaders, and online personalities with significant followings among business professionals. The agency devises and executes campaigns that utilize these influencers to promote products, services, or brands to a targeted B2B audience, aiming to build credibility, drive engagement, and ultimately generate leads and business opportunities within the business ecosystem.

This report is a detailed and comprehensive analysis for global B2B Influencer Marketing Agency market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global B2B Influencer Marketing Agency market size and forecasts, in consumption value (\$ Million), 2021-2032

Global B2B Influencer Marketing Agency market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global B2B Influencer Marketing Agency market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global B2B Influencer Marketing Agency market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for B2B Influencer Marketing Agency

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global B2B Influencer Marketing Agency market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include inBeat, Ninja Promo, Prohibition PR, Leadtail, OST Marketing, Walker Sands, Socially Powerful, IZEA, Thinkers360, Boss Digital, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

B2B Influencer Marketing Agency market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Industry-Specific Agencies

Platform-Specific Agencies

Others

Market segment by Application

Technology

Finance

Travel and Tourism

Medical

Retail and E-commerce

Others

Market segment by players, this report covers

inBeat

Ninja Promo

Prohibition PR

Leadtail

OST Marketing

Walker Sands

Socially Powerful

IZEA

Thinkers360

Boss Digital

TopRank Marketing

HypeFactory

Clickstrike

Influencer Marketing Factory

Sculpt

Delightful Communications

TechGrowth

Team Lewis

Kingfluencers

Ambitious PR

Pearl Lemon Experiences

Skout PR

Techmode

Wadi Digital

Exposure Ninja

AWISEE

BrandRefer

Viral Nation

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe B2B Influencer Marketing Agency product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of B2B Influencer Marketing Agency, with revenue, gross margin, and global market share of B2B Influencer Marketing Agency from 2021 to 2026.

Chapter 3, the B2B Influencer Marketing Agency competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and B2B Influencer Marketing Agency market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of B2B Influencer Marketing Agency.

Chapter 13, to describe B2B Influencer Marketing Agency research findings and conclusion.

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