

# **Fashion Influencer Marketing Market Size, Share & Trends Analysis Report By Influencer Type (Megainfluencers, Macroinfluencers, Nanoinfluencers), By Fashion Type, By Region, And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

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### **Fashion Influencer Marketing Market Growth & Trends**

The global fashion influencer marketing market size is anticipated to reach USD 17.12 billion by 2027, according to a new report by Grand View Research, Inc. It is anticipated to exhibit a CAGR of 35.7% over the forecast period. The growing popularity of social media applications such as TikTok and Instagram Reels is one of the key factors driving market growth. These applications allow users to make shorter and more immersive videos. Short video applications help fashion influencers add special effects to their videos, thus aiding in content creation and guaranteeing higher consumer engagement. In October 2019, TikTok also launched its analytics tool for Pro accounts to offer more detailed insights regarding the performance of the content and audience interaction, allowing fashion influencers to post content that is in sync with their followers' demands.

The rising popularity of influencer incubators offers promising growth opportunities to the industry due to the ability to capture higher engagement rates. Influencer incubators search for key opinion leaders and influencers with high engagement rates and nurture them to produce content coinciding with the brand value of a company. These influencers become a part of the brand, thus helping marketers advertise their products to a familiar and loyal audience. Companies, including Tmall.com, have started

leveraging influencer incubator solutions to boost sales for product categories such as cosmetics and apparel, offering market growth prospects.

The integration of e-commerce with social media is also expected to work well for the growth of the market. This can be attributed to digital payment features on social media platforms and their transition to 'retailtainment' sites. Live-streaming platforms such as Taobao Live and Little Red Book in China have started utilizing social-media, live-streaming, and video capabilities to encourage users to interact, comment, and engage more effectively. Such developments are also expected to enable fashion influencers to effectively advertise their products and brands to foster meaningful relations with their followers.

Developers have also started leveraging Artificial Intelligence (AI) to program virtual influencers, which portray similar content on their feed as fashion influencers. Virtual fashion influencers such as Lil Miquela, Zhi, Margot, and Shudu enable brands and marketers to indulge in more affordable influencer marketing practices and generate more specific, data-driven content. AI helps creators interpret consumer data at various levels and offer specialized content that resonates with audiences the most, thus driving higher engagements. Deploying AI-based content creators also allows brands to enhance creativity and fully-control their marketing campaigns, thus promising higher adoption of virtual fashion influencers.

## Fashion Influencer Marketing Market Report Highlights

In terms of influencer type, the microinfluencers segment is expected to emerge as the fastest-growing segment over the forecast period. The promising growth prospects of the segment can be attributed to the rising demand of fashion brands for amplifying their reach and establishing strong business relations with the customer

In terms of fashion type, the jewelry and accessories segment is envisioned to expand at the highest CAGR over the forecast period, due to the rising demand from jewelry brands to track the impact of investment and normalize the trend of wearing jewelry amongst people

The Asia Pacific region is expected to register the highest CAGR over the forecast period due to the availability of affordable internet and incremental penetration of social media in countries such as India, Vietnam, and China

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope and Assumptions
- 1.3 List of Data Sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Fashion Influencer Marketing Market - Industry Snapshot & Key Buying Criteria, 2016 - 2027

### CHAPTER 3 MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Segmentation
- 3.2 Market Size and Growth Prospects
- 3.3 Penetration & Growth Prospect Mapping
- 3.4 Industry Value Chain Analysis
- 3.5 Market Dynamics
  - 3.5.1 Market driver analysis
    - 3.5.1.1 Increasing proliferation of AI in the fashion influencer marketing industry
    - 3.5.1.2 Advent of social media
  - 3.5.2 Market restraint analysis
    - 3.5.2.1 Privacy regulations in the fashion influencer industry
- 3.6 Penetration & Growth Prospect Mapping
- 3.7 Business Environmental Analysis Tools
  - 3.7.1 Porter's Five Forces Analysis
  - 3.7.2 PEST Analysis

### CHAPTER 4 INFLUENCER TYPE ESTIMATES AND TREND ANALYSIS

- 4.1 Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (USD Million)
- 4.2 Influencer Type Movement Analysis & Market Share, 2019 & 2027
- 4.3 Megainfluencers
  - 4.3.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)
- 4.4 Macroinfluencers
  - 4.4.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)
- 4.5 Microinfluencers

- 4.5.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)
- 4.6 Nanoinfluencers
  - 4.6.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)

## **CHAPTER 5 FASHION TYPE ESTIMATES AND TREND ANALYSIS**

- 5.1 Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (USD Million)
- 5.2 Fashion Type Movement Analysis & Market Share, 2019 & 2027
- 5.3 Beauty & Cosmetics
  - 5.3.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)
- 5.4 Apparel
  - 5.4.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)
- 5.5 Jewelry & Accessories
  - 5.5.1 Market size estimates and forecasts by region, 2016 - 2027 (USD Million)

## **CHAPTER 6 REGIONAL ESTIMATES AND TREND ANALYSIS**

- 6.1 Regional Market Size Estimates & Forecasts, 2016 - 2027 (USD Million)
- 6.2 Regional Movement Analysis & Market Share, 2019 & 2027
- 6.3 North America
  - 6.3.1 North America fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)
  - 6.3.2 North America fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)
  - 6.3.3 U.S.
    - 6.3.3.1 U.S. fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)
    - 6.3.3.2 U.S. fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)
  - 6.3.4 Canada
    - 6.3.4.1 Canada fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)
    - 6.3.4.2 Canada fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)
- 6.4 Europe
  - 6.4.1 Europe fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)
  - 6.4.2 Europe fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

### 6.4.3 Germany

6.4.3.1 Germany fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.4.3.2 Germany fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

### 6.4.4 U.K.

6.4.4.1 U.K. fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.4.4.2 U.K. fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

## 6.5 Asia Pacific

6.5.1 Asia Pacific fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.5.2 Asia Pacific fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

### 6.5.3 China

6.5.3.1 China fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.5.3.2 China fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

### 6.5.4 Japan

6.5.4.1 Japan fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.5.4.2 Japan fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

### 6.5.5 India

6.5.5.1 India fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.5.5.2 India fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

## 6.6 Latin America

6.6.1 Latin America fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.6.2 Latin America fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

### 6.6.3 Brazil

6.6.3.1 Brazil fashion influencer marketing market, by influencer type, 2016 - 2027 (USD Million)

6.6.3.2 Brazil fashion influencer marketing market, by fashion type, 2016 - 2027 (USD Million)

Million)

6.6.4 Mexico

6.6.4.1 Mexico fashion influencer marketing market, by influencer type, 2016 - 2027  
(USD Million)

6.6.4.2 Mexico fashion influencer marketing market, by fashion type, 2016 - 2027  
(USD Million)

6.7 Middle East and Africa (MEA)

6.7.1 MEA fashion influencer marketing market, by influencer type, 2016 - 2027 (USD  
Million)

6.7.2 MEA fashion influencer marketing market, by fashion type, 2016 - 2027 (USD  
Million)

## **CHAPTER 7 COMPETITIVE ANALYSIS**

7.1 Recent Developments & Impact Analysis, By Key Market Participants

7.2 Company/Competition Categorization (Key innovators, Market leaders, Emerging  
Players)

7.3 Vendor Landscape

7.3.1 Key Company Market Share Analysis, 2019

7.4 Public Companies

7.4.1 Company Market Position Analysis

7.5 Private Companies

7.5.1 List of Key Emerging Companies /Technology Disruptors/Innovators

7.5.2 Company Market Position Analysis

## **CHAPTER 8 COMPETITIVE LANDSCAPE**

8.1. AspireIQ

8.1.1. Company Overview

8.1.2. Financial Performance

8.1.3. Product Benchmarking

8.1.4. Recent Developments

8.2. HYPR Brands

8.2.1. Company Overview

8.2.2. Financial Performance

8.2.3. Product Benchmarking

8.2.4. Recent Developments

8.3. InfluencerDB

8.3.1. Company Overview

- 8.3.2. Financial Performance
- 8.3.3. Product Benchmarking
- 8.3.4. Strategic Initiatives
- 8.4. IZEA
  - 8.4.1. Company Overview
  - 8.4.2. Financial Performance
  - 8.4.3. Product Benchmarking
  - 8.4.4. Recent Developments
- 8.5. Klear
  - 8.5.1. Company Overview
  - 8.5.2. Financial Performance
  - 8.5.3. Product Benchmarking
  - 8.5.4. Recent Developments
- 8.6 Launchmetrics
  - 8.6.1. Company Overview
  - 8.6.2. Financial Performance
  - 8.6.3. Product Benchmarking
  - 8.6.4. Recent Developments
- 8.7. Mavrck
  - 8.7.1. Company Overview
  - 8.7.2. Financial Performance
  - 8.7.3. Product Benchmarking
  - 8.7.4. Recent Developments
- 8.8. Socially Powerful
  - 8.8.1. Company Overview
  - 8.8.2. Financial Performance
  - 8.8.3. Product Benchmarking
  - 8.8.4. Recent Developments
- 8.9. Speakr Inc.
  - 8.9.1. Company Overview
  - 8.9.2. Financial Performance
  - 8.9.3. Product Benchmarking
  - 8.9.4. Recent Developments
- 8.10. Upfluence Inc.
  - 8.10.1. Company Overview
  - 8.10.2. Financial Performance
  - 8.10.3. Product Benchmarking
  - 8.10.4. Recent Developments



## List Of Tables

### LIST OF TABLES

- Table 1 Fashion influencer marketing market estimates & forecasts, 2016 - 2027 (USD Million)
- Table 2 Fashion influencer marketing market estimates and forecasts by region, 2016 - 2027 (USD Million)
- Table 3 Fashion influencer marketing market estimates and forecasts by influencer type, 2016 - 2027 (USD Million)
- Table 4 Fashion influencer marketing market estimates and forecasts by fashion type, 2016 - 2027 (USD Million)
- Table 5 Fashion influencer - Key market driver impact
- Table 6 Global fashion influencer marketing market, megainfluencers, 2016 - 2027 (USD Million)
- Table 7 Global fashion influencer marketing market, macroinfluencers, 2016 - 2027 (USD Million)
- Table 8 Global fashion influencer marketing market, microinfluencers, 2016 - 2027 (USD Million)
- Table 9 Global fashion influencer marketing market, nanoinfluencers, 2016 - 2027 (USD Million)
- Table 10 Global fashion influencer marketing market in beauty & cosmetics, 2016 - 2027 (USD Million)
- Table 11 Global fashion influencer marketing market in apparel, 2016 - 2027 (USD Million)
- Table 12 Global fashion influencer marketing market in jewelry & accessories, 2016 - 2027 (USD Million)
- Table 13 North America fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)
- Table 14 North America fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)
- Table 15 U.S. fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)
- Table 16 U.S. fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)
- Table 17 Canada fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)
- Table 18 Canada fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)



Table 19 Europe fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 20 Europe fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 21 Germany fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 22 Germany fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 23 U.K. fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 24 U.K. fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 25 Asia Pacific fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 26 Asia Pacific fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 27 China fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 28 China fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 29 India fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 30 India fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 31 Japan fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 32 Japan fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 33 Latin America fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 34 Latin America fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 35 Brazil fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 36 Brazil fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Table 37 Mexico fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Table 38 Mexico fashion influencer marketing market by fashion type, 2016 - 2027

(USD Million)

Table 39 MEA fashion influencer marketing market by influencer type, 2016 - 2027

(USD Million)

Table 40 MEA fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Industry Snapshot - Fashion influencer marketing market
- Fig. 2 Fashion influencer marketing market: Segmentation & Scope
- Fig. 3 Fashion influencer marketing market: Size and growth prospect
- Fig. 4 Penetration & growth prospect mapping
- Fig. 5 Industry value chain analysis
- Fig. 6 Market dynamics
- Fig. 7 Porter's five forces analysis
- Fig. 8 PEST analysis
- Fig. 9 Fashion influencer marketing market: Influencer type movement analysis
- Fig. 10 Global fashion influencer marketing market, megainfluencers, 2016 - 2027 (USD Million)
- Fig. 11 Global fashion influencer marketing market, macroinfluencers, 2016 - 2027 (USD Million)
- Fig. 12 Global fashion influencer marketing market, microinfluencers, 2016 - 2027 (USD Million)
- Fig. 13 Global fashion influencer marketing market, nanoinfluencers, 2016 - 2027 (USD Million)
- Fig. 14 Fashion influencer marketing market: Fashion type movement analysis
- Fig. 15 Global fashion influencer marketing market, beauty & cosmetics, 2016 - 2027 (USD Million)
- Fig. 16 Global fashion influencer marketing market, apparel, 2016 - 2027 (USD Million)
- Fig. 17 Global fashion influencer marketing market, jewelry & accessories, 2016 - 2027 (USD Million)
- Fig. 18 Regional outlook, 2019 & 2027
- Fig. 19 North America fashion influencer marketing market, 2016 - 2027 (USD Million)
- Fig. 20 North America fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)
- Fig. 21 North America fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)
- Fig. 22 U.S. fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)
- Fig. 23 U.S. fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)
- Fig. 24 Canada fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 25 Canada fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 26 Europe fashion influencer marketing market, 2016 - 2027 (USD Million)

Fig. 27 Europe fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 28 Europe fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 29 Germany fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 30 Germany fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 31 U.K. fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 32 U.K. fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 33 Asia Pacific fashion influencer marketing market, 2016 - 2027 (USD Million)

Fig. 34 Asia Pacific fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 35 Asia Pacific fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 36 China fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 37 China fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 38 India fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 39 India fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 40 Japan fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 41 Japan fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 42 Latin America fashion influencer marketing market, 2016 - 2027 (USD Million)

Fig. 43 Latin America fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 44 Latin America fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 45 Brazil fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 46 Brazil fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 47 Mexico fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 48 Mexico fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 49 MEA fashion influencer marketing market, 2016 - 2027 (USD Million)

Fig. 50 MEA fashion influencer marketing market by influencer type, 2016 - 2027 (USD Million)

Fig. 51 MEA fashion influencer marketing market by fashion type, 2016 - 2027 (USD Million)

Fig. 52 Market share analysis, 2019

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