

Global B2B Influencer Marketing Agency Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global B2B Influencer Marketing Agency market size is predicted to grow from US\$ 2010 million in 2025 to US\$ 4648 million in 2032; it is expected to grow at a CAGR of 13.0% from 2026 to 2032.

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.

United States market for B2B Influencer Marketing Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for B2B Influencer Marketing Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for B2B Influencer Marketing Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key B2B Influencer Marketing Agency players cover inBeat, Ninja Promo, Prohibition PR, Leadtail, OST Marketing, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'B2B Influencer Marketing Agency Industry Forecast' looks at past sales and reviews total world B2B Influencer Marketing Agency sales in 2025, providing a comprehensive analysis by region and market sector of projected B2B Influencer Marketing Agency sales for 2026 through 2032. With B2B Influencer Marketing Agency sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world B2B Influencer Marketing Agency industry.

This Insight Report provides a comprehensive analysis of the global B2B Influencer Marketing Agency landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on B2B Influencer Marketing Agency portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global B2B Influencer Marketing Agency market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for B2B Influencer Marketing Agency and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global B2B Influencer Marketing Agency.

This report presents a comprehensive overview, market shares, and growth opportunities of B2B Influencer Marketing Agency market by product type, application, key players and key regions and countries.

Segmentation by Type:

Industry-Specific Agencies

Platform-Specific Agencies

Others

Segmentation by Application:

Technology

Finance

Travel and Tourism

Medical

Retail and E-commerce

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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