

Global Internet Celebrity Economy Market Growth (Status and Outlook) 2022-2028

<https://marketpublishers.com/r/GD38356BA152EN.html>

Date: November 2022

Pages: 89

Price: US\$ 3,660.00 (Single User License)

ID: GD38356BA152EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The Internet celebrity economy is represented by young and beautiful fashionistas. It is dominated by the taste and vision of celebrities. It selects styles and promotes visuals, gathers popularity on social media, and conducts targeted marketing relying on a huge fan base, so as to attract fans. A process that translates into purchasing power

The global market for Internet Celebrity Economy is estimated to increase from US\$ million in 2021 to reach US\$ million by 2028, exhibiting a CAGR of % during 2022-2028. Keeping in mind the uncertainties of COVID-19 and Russia-Ukraine War, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

The APAC Internet Celebrity Economy market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The United States Internet Celebrity Economy market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The Europe Internet Celebrity Economy market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The China Internet Celebrity Economy market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

Global key Internet Celebrity Economy players cover Alibaba, Tencent, Bilibili, Kuaishou and Xiaohongshu, etc. In terms of revenue, the global largest two companies occupy a share nearly % in 2021.

Report Coverage

This latest report provides a deep insight into the global Internet Celebrity Economy market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, value chain analysis, etc.

This report aims to provide a comprehensive picture of the global Internet Celebrity Economy market, with both quantitative and qualitative data, to help readers understand how the Internet Celebrity Economy market scenario changed across the globe during the pandemic and Russia-Ukraine War.

The base year considered for analyses is 2021, while the market estimates and forecasts are given from 2022 to 2028. The market estimates are provided in terms of revenue in USD millions.

Market Segmentation:

The study segments the Internet Celebrity Economy market and forecasts the market size by Type (E-commerce Influencer, Content Influencer and Other), by Application (Live Streaming, E-commerce and Other,), and region (APAC, Americas, Europe, and Middle East & Africa).

Segmentation by type

E-commerce Influencer

Content Influencer

Other

Segmentation by application

Live Streaming

E-commerce

Other

Segmentation 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

Major companies covered

Alibaba

Tencent

Bilibili

Kuaishou

Xiaohongshu

Alphabet

Bytedance

Meta Platforms

Huya

Chapter Introduction

Chapter 1: Scope of Internet Celebrity Economy, Research Methodology, etc.

Chapter 2: Executive Summary, global Internet Celebrity Economy market size and CAGR, Internet Celebrity Economy market size by region, by type, by application, historical data from 2017 to 2022, and forecast to 2028.

Chapter 3: Internet Celebrity Economy revenue, global market share, and industry ranking by company, 2017-2022

Chapter 4: Global Internet Celebrity Economy revenue by region and by country. Country specific data and market value analysis for the U.S., Canada, Europe, China, Japan, South Korea, Southeast Asia, India, Latin America and Middle East & Africa.

Chapter 5, 6, 7, 8: Americas, APAC, Europe, Middle East & Africa, revenue segment by country, by type, and application.

Chapter 9: Analysis of the current market trends, market forecast, opportunities and economic trends that are affecting the future marketplace

Chapter 10: Manufacturing cost structure analysis

Chapter 11: Sales channel, distributors, and customers

Chapter 12: Global Internet Celebrity Economy market size forecast by region, by country, by type, and application

Chapter 13: Comprehensive company profiles of the leading players, including Alibaba, Tencent, Bilibili, Kuaishou, Xiaohongshu, Alphabet, Bytedance, Meta Platforms and Huya, etc.

Chapter 14: Research Findings and Conclusion

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