

Influencer Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Influencer Trends and Forecast

The future of the global influencer market looks promising with opportunities in the fashion & lifestyle, retail & consumer good, health & wellness, banking & finance, and travel & tourism markets. The global influencer market is expected to reach an estimated \$38.9 billion by 2030 with a CAGR of 22.4% from 2024 to 2030. The major drivers for this market are growing usage of the internet for marketing, rising need for cost-effective and efficient marketing techniques, and increase in the use of social media.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Influencer by Segment

The study includes a forecast for the global influencer by enterprise size, component, application, end use, and region.

Influencer Market by Enterprise Size [Shipment Analysis by Value from 2018 to 2030]:

Large Enterprises

Small & Medium-Sized Enterprises

Influencer Market by Component [Shipment Analysis by Value from 2018 to 2030]:

Influencer Marketing Platform

Services

Influencer Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Campaign Management

Influencer Relationship Management

Analytics & Reporting

Compliance Management

Others

Influencer Market by End Use [Shipment Analysis by Value from 2018 to 2030]:

Fashion & Lifestyle

Retail & Consumer Goods

Health & Wellness

Banking & Finance

Travel & Tourism

Others

Influencer Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Influencer Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies influencer companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the influencer companies profiled in this report include-

IZEA Worldwide

Quotient Technology

Launchmetrics

Julius Works

Traackr

Upfluence

Klear

Aspire IQ

CreatorIQ

Mavrck

Influencer Market Insights

Lucintel forecasts that small & medium-sized enterprise is expected to witness higher growth over the forecast period.

Within this market, fashion & lifestyle is expected to witness the highest growth over the forecast period.

North America will remain the largest region over the forecast period.

Features of the Global Influencer Market

Market Size Estimates: Influencer market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Influencer market size by various segments, such as by enterprise size, component, application, end use, and region in terms of value (\$B).

Regional Analysis: Influencer market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different enterprise sizes, components, applications, end uses, and regions for the influencer market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the influencer market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the influencer market size?

Answer: The global influencer market is expected to reach an estimated \$38.9 billion by 2030.

Q2. What is the growth forecast for influencer market?

Answer: The global influencer market is expected to grow with a CAGR of 22.4% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the influencer market?

Answer: The major drivers for this market are growing usage of the internet for marketing, rising need for cost-effective and efficient marketing techniques, and increase in the use of social media.

Q4. What are the major segments for influencer market?

Answer: The future of the influencer market looks promising with opportunities in the fashion & lifestyle, retail & consumer good, health & wellness, banking & finance, and travel & tourism markets.

Q5. Who are the key influencer market companies?

Answer: Some of the key influencer companies are as follows:

IZEA Worldwide

Quotient Technology

Launchmetrics

JuliusWorks

Traackr

Upfluence

Klear

Aspire IQ

CreatorIQ

Mavrck

Q6. Which influencer market segment will be the largest in future?

Answer: Lucintel forecasts that small & medium-sized enterprise is expected to witness higher growth over the forecast period.

Q7. In influencer market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region over the forecast period.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the influencer market by enterprise size (large enterprises and small & medium-sized enterprises), component (influencer marketing platform and services), application (campaign management, influencer relationship management, analytics & reporting, compliance management, and others), end use (fashion & lifestyle, retail & consumer goods, health & wellness, banking & finance, travel & tourism, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading

these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Influencer Market, Influencer Market Size, Influencer Market Growth, Influencer Market Analysis, Influencer Market Report, Influencer Market Share, Influencer Market Trends, Influencer Market Forecast, Influencer Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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