

# **Influencer Marketing Platform Market by Offering, Application (Product Seeding, Influencer Relationship Management), Marketing Type (Content Marketing and Distribution, Event Promotion and Attendance), End User and Region - Global Forecast to 2028**

<https://marketpublishers.com/r/I3851F6141BEN.html>

Date: March 2024

Pages: 330

Price: US\$ 4,950.00 (Single User License)

ID: I3851F6141BEN

## **Abstracts**

The global market for influencer marketing platform is estimated to grow from USD 10.6 billion in 2023 to USD 14.2 billion in 2024 and is forecasted to reach USD 50.3 billion by 2028, at a CAGR of 37.1% during 2024-2028 period. Influencer marketing platforms are essential for brands seeking to harness the influence of social media personalities.

These platforms offer access to a diverse pool of influencers and streamline collaboration processes. With built-in analytics, brands can make data-driven decisions, ensuring optimal campaign performance and ROI. Moreover, influencer marketing is often more cost-effective than traditional advertising channels. By partnering with influencers who authentically connect with the audience, brands can build credibility and forge meaningful relationships. Ultimately, leveraging the right influencer marketing platform enables brands to execute campaigns efficiently, reach their target audience authentically, and achieve marketing objectives with precision.

“The retail & ecommerce is projected to hold the largest market size during the forecast period.”

In the dynamic landscape of retail & ecommerce, influencer marketing platforms serve as vital intermediaries, enabling seamless partnerships between businesses and content creators or influencers. These platforms provide a structured environment where brands can identify, connect with, and collaborate with influencers whose audiences align with their target market. By leveraging the credibility and reach of influencers, businesses effectively promote their products or services to a highly

engaged audience, driving traffic, conversions, and brand awareness. Moreover, influencer marketing platforms often offer tools for campaign management, performance tracking, and analytics, empowering businesses to optimize their influencer marketing strategies for maximum impact and return on investment.

“Among marketing type, content marketing and distribution to account for the largest market during the forecast period.”

Content marketing and distribution play significant roles in the influencer marketing platform market. These platforms serve as hubs where brands can collaborate with influencers to create and distribute compelling content tailored to target audiences. By strategically crafting content that resonates with consumers, businesses can enhance brand awareness, engagement, and ultimately, drive conversions. Influencer marketing platforms offer the infrastructure and tools necessary for efficient content creation, distribution, and performance tracking, optimizing campaign success.

“Among Services, professional services is anticipated to account for the largest market share during the forecast period.”

Professional services play a pivotal role in influencer marketing platforms by providing expertise in areas such as campaign strategy, influencer selection, content creation, and performance analysis. These services help brands identify the most relevant influencers for their target audience, develop compelling campaigns aligned with their marketing objectives, and ensure effective execution and measurement of campaign results. Additionally, professional services may offer guidance on legal and regulatory compliance, negotiation of contracts, and ongoing relationship management with influencers, fostering successful partnerships and maximizing the impact of influencer marketing initiatives.

“North America to account for the largest market size during the forecast period.”

The influencer marketing platform market in North America is witnessing remarkable growth, establishing itself as the top revenue-generating region. This surge is primarily driven by the escalating demand from brands and agencies to forge more profound connections with consumers. Leveraging influencer marketing allows them to extend their reach beyond conventional methods, tapping into the expansive social media landscape where consumers are highly engaged. As brands seek innovative ways to resonate with their target audiences, influencer marketing platforms offer tailored solutions to amplify brand visibility and engagement, contributing to the substantial

growth observed in North America's influencer marketing platform market.

### Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Influencer marketing platform market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level Executives: 35%, Directors: 25%, and Others: 40%

By Region: North America: 30%, Europe: 30%, APAC: 25%, MEA: 10%, Latin America: 5%

Major vendors offering Influencer marketing platform solutions and services across the globe are Izea Worldwide (US), Launchmetrics (US), Triller (US), Traackr (US), Upfluence (US), Meltwater (US), Aspire.io (US), CreatorIQ (US), Later (US), Impact.com (US), Linqia (US), Onalytica (UK), Social Beat (India), GRIN (US), BazaarVoice (US), Pattern (US), Lefty (France), Sprout Social (US), Intellifluence (US), Insense (US), Captiv8 (US), InBeat (Canada), Heepsy (Spain), LTK (US), TRIBE Influencer (Australia), Skeepers (France), Influencity (Spain), Zefmo (India), Afluencer (US), HypeAuditor (US), MagicLinks (US), SocialBook (US), Creator.co (Canada), Glewee (US), and ArabyAds (UAE).

### Research Coverage

The market study covers influencer marketing platform across segments. It aims to estimate the market size and the growth potential across different segments, such as offering, application, marketing type, end user, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market

for influencer marketing platform and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (growing landscape of social media platforms, rising adoption of AI driven solutions boost the growth of market, growth of micro-influencers), restraints (complexity in ROI measurement impedes the growth of market, issues related with fake followers and engagement), opportunities (growing imperative to leverage influencer marketing platforms for deeper consumer connections, rising shift towards OTT platforms and social media channels), and challenges (Lack of credibility and authenticity, Issues in managing influencer relationships).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new software & service launches in the Influencer marketing platform market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the Influencer marketing platform market across varied regions.

**Market Diversification:** Exhaustive information about new solutions & services, untapped geographies, recent developments, and investments in Influencer marketing platform market strategies; the report also helps stakeholders understand the pulse of the Influencer marketing platform market and provides them with information on key market drivers, restraints, challenges, and opportunities.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Izea Worldwide (US), Launchmetrics (US), Triller (US), Traackr (US), Upfluence (US), Meltwater (US), and others in the influencer marketing platform market.

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS & EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 REGIONS COVERED
  - 1.3.3 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATES, 2020–2023
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES
  - 1.6.1 IMPACT OF RECESSION

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 1 INFLUENCER MARKETING PLATFORM MARKET: RESEARCH DESIGN
    - 2.1.1 SECONDARY DATA
    - 2.1.2 PRIMARY DATA
  - TABLE 2 PRIMARY INTERVIEWS
    - 2.1.2.1 Breakup of primary profiles
    - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
  - FIGURE 2 INFLUENCER MARKETING PLATFORM MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
    - 2.2.1 TOP-DOWN APPROACH
    - 2.2.2 BOTTOM-UP APPROACH
  - FIGURE 3 APPROACH 1 — (SUPPLY SIDE): REVENUE OF SOLUTIONS/SERVICES IN INFLUENCER MARKETING PLATFORM MARKET
  - FIGURE 4 APPROACH 2 —BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF SOFTWARE/SERVICES IN MARKET
  - FIGURE 5 APPROACH 3—BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM SOFTWARE/SERVICES OF INFLUENCER MARKETING PLATFORM MARKET
  - FIGURE 6 APPROACH 3—BOTTOM-UP (DEMAND SIDE): SHARE OF INFLUENCER MARKETING PLATFORM MARKET THROUGH OVERALL SPENDING

2.3 DATA TRIANGULATION  
FIGURE 7 DATA TRIANGULATION  
2.4 MARKET FORECAST  
TABLE 3 FACTOR ANALYSIS  
2.5 RESEARCH ASSUMPTIONS  
TABLE 4 RESEARCH ASSUMPTIONS  
2.6 LIMITATIONS OF RESEARCH  
2.7 IMPACT OF RECESSION

### **3 EXECUTIVE SUMMARY**

TABLE 5 INFLUENCER MARKETING PLATFORM MARKET AND GROWTH RATE, 2019–2023 (USD MILLION, Y-O-Y%)  
TABLE 6 INFLUENCER MARKETING PLATFORM MARKET AND GROWTH RATE, 2024–2028 (USD MILLION, Y-O-Y%)  
FIGURE 8 SOFTWARE SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024  
FIGURE 9 WEB-BASED PLATFORM TO ACCOUNT FOR LARGER MARKET SHARE IN 2024  
FIGURE 10 CLOUD DEPLOYMENT TO ACCOUNT FOR LARGER MARKET SHARE IN 2024  
FIGURE 11 PROFESSIONAL SERVICES TO ACCOUNT FOR LARGER MARKET SHARE IN 2024  
FIGURE 12 CONSULTING SERVICES SEGMENT TO HOLD LARGEST MARKET IN 2024  
FIGURE 13 SEARCH & DISCOVERY SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024  
FIGURE 14 LEAD GENERATION & SALES ENABLEMENT SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024  
FIGURE 15 RETAIL & ECOMMERCE TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024  
FIGURE 16 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024

### **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN INFLUENCER MARKETING PLATFORM MARKET  
FIGURE 17 GROWING FOCUS ON FORGING DEEPER BONDS WITH CONSUMERS

TO PROPEL GROWTH OF MARKET

4.2 OVERVIEW OF RECESSION IN INFLUENCER MARKETING PLATFORM MARKET

FIGURE 18 INFLUENCER MARKETING PLATFORM MARKET TO WITNESS MINOR DECLINE IN Y-O-Y GROWTH IN 2024

4.3 INFLUENCER MARKETING PLATFORM MARKET, BY KEY TECHNOLOGIES  
FIGURE 19 SEARCH & DISCOVERY SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2028

4.4 INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING AND KEY END USER

FIGURE 20 SOFTWARE AND RETAIL & ECOMMERCE SEGMENTS TO ACCOUNT FOR SIGNIFICANT MARKET SHARE IN 2024

4.5 INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024

FIGURE 21 NORTH AMERICA DOMINATED INFLUENCER MARKETING PLATFORM MARKET IN 2024

## **5 MARKET OVERVIEW AND INDUSTRY TRENDS**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 22 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN INFLUENCER MARKETING PLATFORM MARKET

5.2.1 DRIVERS

5.2.1.1 Growing landscape of social media platforms

5.2.1.2 Rising adoption of AI-driven solutions

5.2.1.3 Growth of micro-influencers

5.2.2 RESTRAINTS

5.2.2.1 Complexity in RoI measurement

5.2.2.2 Issues related to fake followers and engagement

5.2.3 OPPORTUNITIES

5.2.3.1 Growing imperative to leverage influencer marketing platforms for deeper consumer connections

5.2.3.2 Rising shift toward OTT platforms and social media channels

5.2.4 CHALLENGES

5.2.4.1 Lack of credibility and authenticity

5.2.4.2 Issues in managing influencer relationships

5.3 INFLUENCER MARKETING PLATFORM MARKET: BRIEF HISTORY

FIGURE 23 MILESTONES IN INFLUENCER MARKETING PLATFORM MARKET

5.4 ECOSYSTEM ANALYSIS

## FIGURE 24 KEY PLAYERS IN INFLUENCER MARKETING PLATFORM MARKET ECOSYSTEM

### TABLE 7 ROLE OF PLAYERS IN INFLUENCER MARKETING PLATFORM MARKET

#### 5.5 CASE STUDY ANALYSIS

5.5.1 MCDONALD'S LEVERAGED LINQIA TO BOOST BRAND AWARENESS

5.5.2 IMPACT.COM HELPED BOWLERO COMMUNICATE AN UNFORGETTABLE EXPERIENCE

5.5.3 INTERSTATE BATTERIES OPTED FOR ASPIRE EXPERTISE TO ADDRESS LOWER BRAND AWARENESS

5.5.4 WALMART USED LINQIA INFLUENCER MARKETING PLATFORM TO EXPAND ITS SUBSCRIPTION BASE

5.5.5 GRIN HELPED SCHELL GAMES GENERATE EXCITEMENT AND BOOST SALES

#### 5.6 SUPPLY CHAIN ANALYSIS

### FIGURE 25 INFLUENCER MARKETING PLATFORM MARKET: SUPPLY CHAIN ANALYSIS

#### 5.7 TECHNOLOGY ANALYSIS

##### 5.7.1 KEY TECHNOLOGIES

5.7.1.1 Artificial intelligence

5.7.1.2 Big data & analytics

5.7.1.3 Blockchain

##### 5.7.2 COMPLEMENTARY TECHNOLOGIES

5.7.2.1 Cloud computing

5.7.2.2 AR/VR

5.7.2.3 5G

##### 5.7.3 ADJACENT TECHNOLOGIES

5.7.3.1 Edge computing

5.7.3.2 Internet of things

#### 5.8 PORTER'S FIVE FORCES ANALYSIS

### TABLE 8 IMPACT OF EACH FORCE ON INFLUENCER MARKETING PLATFORM MARKET

### FIGURE 26 PORTER'S FIVE FORCES ANALYSIS

5.8.1 THREAT FROM NEW ENTRANTS

5.8.2 THREAT OF SUBSTITUTES

5.8.3 BARGAINING POWER OF SUPPLIERS

5.8.4 BARGAINING POWER OF BUYERS

5.8.5 INTENSITY OF COMPETITION RIVALRY

#### 5.9 PRICING ANALYSIS

5.9.1 INDICATIVE PRICING ANALYSIS OF INFLUENCER MARKETING PLATFORM,



**BY OFFERING****TABLE 9 INDICATIVE PRICING LEVELS OF INFLUENCER MARKETING PLATFORM, BY OFFERING****5.9.2 AVERAGE SELLING PRICE TREND FOR KEY PLAYERS, BY TOP APPLICATION****FIGURE 27 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY TOP THREE APPLICATION****TABLE 10 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY TOP THREE APPLICATION****5.10 PATENT ANALYSIS****5.10.1 METHODOLOGY****5.10.2 PATENTS FILED, BY DOCUMENT TYPE****TABLE 11 PATENTS FILED, 2013–2023****5.10.3 INNOVATION AND PATENT APPLICATIONS****FIGURE 28 NUMBER OF PATENTS GRANTED IN LAST 10 YEARS, 2013–2023****5.10.3.1 Top 10 applicants in influencer marketing platform market****FIGURE 29 TOP 10 APPLICANTS IN INFLUENCER MARKETING PLATFORM MARKET, 2013–2023****FIGURE 30 REGIONAL ANALYSIS OF PATENTS GRANTED FOR INFLUENCER MARKETING PLATFORM MARKET, 2013 –2023****TABLE 12 TOP 20 PATENT OWNERS IN INFLUENCER MARKETING PLATFORM MARKET, 2013–2023****TABLE 13 PATENTS IN INFLUENCER MARKETING PLATFORM MARKET, 2022–2023****5.11 KEY CONFERENCES & EVENTS, 2024–2025****TABLE 14 CONFERENCES & EVENTS, 2024–2025****5.12 REGULATORY LANDSCAPE****5.12.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 15 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 16 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 17 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 18 MIDDLE EAST & AFRICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS****TABLE 19 LATIN AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS**

## 5.12.2 NORTH AMERICA

### 5.12.2.1 US

5.12.2.1.1 California consumer privacy act (CCPA)

5.12.2.1.2 Health insurance portability and accountability act (HIPAA)

5.12.2.1.3 Federal trade commission guidelines for social media influencers

### 5.12.2.2 Canada

5.12.2.2.1 Public safety Canada regulation

5.12.2.2.2 Canadian code of advertising standard

## 5.12.3 EUROPE

5.12.3.1 General data protection regulation (GDPR)

5.12.3.2 Digital services act (DSA)

5.12.3.3 European advertising standards alliance (EASA)

## 5.12.4 ASIA PACIFIC

5.12.4.1 South Korea

5.12.4.2 China

5.12.4.3 India

5.12.4.4 Singapore

## 5.12.5 MIDDLE EAST & AFRICA

5.12.5.1 UAE

5.12.5.2 Turkey

## 5.12.6 LATIN AMERICA

5.12.6.1 Brazil

5.12.6.2 Mexico

## 5.13 KEY STAKEHOLDERS AND BUYING CRITERIA

### 5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END USERS

TABLE 20 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END USERS

### 5.13.2 BUYING CRITERIA

FIGURE 32 KEY BUYING CRITERIA FOR TOP THREE END USERS

TABLE 21 KEY BUYING CRITERIA FOR TOP THREE END USERS

## 5.14 TRENDS & DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS

FIGURE 33 TRENDS & DISRUPTIONS IMPACTING CUSTOMER'S BUSINESS

## 5.15 BUSINESS MODELS OF INFLUENCER MARKETING PLATFORM MARKET

5.15.1 COMMISSION-BASED MODEL

5.15.2 SUBSCRIPTION-BASED MODEL

5.15.3 SAAS (SOFTWARE AS A SERVICE) MODEL

5.15.4 HYBRID-BASED MODEL

## 5.16 INVESTMENT AND FUNDING SCENARIO

FIGURE 34 INVESTMENT AND FUNDING SCENARIO OF KEY PLAYERS  
INFLUENCER MARKETING PLATFORM MARKET IN LAST FIVE YEARS

## 6 INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING

### 6.1 INTRODUCTION

6.1.1 OFFERING: INFLUENCER MARKETING PLATFORM MARKET DRIVERS  
FIGURE 35 SOFTWARE SEGMENT TO REGISTER HIGHER CAGR DURING  
FORECAST PERIOD

TABLE 22 INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING,  
2019–2023 (USD MILLION)

TABLE 23 INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING,  
2024–2028 (USD MILLION)

### 6.2 SOFTWARE

6.2.1 NEED FOR EFFICIENT CAMPAIGN MANAGEMENT AND OPTIMIZATION TO  
DRIVE MARKET

TABLE 24 SOFTWARE: INFLUENCER MARKETING PLATFORM MARKET, BY  
REGION, 2019–2023 (USD MILLION)

TABLE 25 SOFTWARE: INFLUENCER MARKETING PLATFORM MARKET, BY  
REGION, 2024–2028 (USD MILLION)

#### 6.2.2 SOFTWARE, BY TYPE

TABLE 26 INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE,  
2019–2023 (USD MILLION)

TABLE 27 INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE,  
2024–2028 (USD MILLION)

FIGURE 36 WEB-BASED SEGMENT TO REGISTER HIGHER MARKET SHARE  
DURING FORECAST PERIOD

##### 6.2.2.1 Web-based

TABLE 28 WEB-BASED: INFLUENCER MARKETING PLATFORM MARKET, BY  
REGION, 2019–2023 (USD MILLION)

TABLE 29 WEB-BASED: INFLUENCER MARKETING PLATFORM MARKET, BY  
REGION, 2024–2028 (USD MILLION)

##### 6.2.2.2 Mobile-based

TABLE 30 MOBILE-BASED: INFLUENCER MARKETING PLATFORM MARKET, BY  
REGION, 2019–2023 (USD MILLION)

TABLE 31 MOBILE-BASED INFLUENCER MARKETING PLATFORM MARKET, BY  
REGION, 2024–2028 (USD MILLION)

#### 6.2.3 SOFTWARE MARKET, BY DEPLOYMENT MODE

TABLE 32 INFLUENCER MARKETING PLATFORM MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 33 INFLUENCER MARKETING PLATFORM MARKET, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

FIGURE 37 CLOUD SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

#### 6.2.3.1 Cloud

TABLE 34 CLOUD: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 35 CLOUD: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

#### 6.2.3.2 On-premises

TABLE 36 ON-PREMISES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 37 ON-PREMISES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 6.3 SERVICES

6.3.1 INCREASING DEMAND FOR PERSONALIZED MARKETING TO DRIVE MARKET

FIGURE 38 PROFESSIONAL SERVICES TO REGISTER HIGHER MARKET SHARE DURING FORECAST PERIOD

TABLE 38 INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 39 INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 40 SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 41 SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

#### 6.3.2 PROFESSIONAL SERVICES

FIGURE 39 CONSULTING SEGMENT TO REGISTER HIGHER MARKET SHARE DURING FORECAST PERIOD

TABLE 42 INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 43 INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 44 PROFESSIONAL SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 45 PROFESSIONAL SERVICES: INFLUENCER MARKETING PLATFORM

## MARKET, BY REGION, 2024–2028 (USD MILLION)

### 6.3.2.1 Consulting

TABLE 46 CONSULTING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 47 CONSULTING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 6.3.2.2 Deployment & integration

TABLE 48 DEPLOYMENT & INTEGRATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 49 DEPLOYMENT & INTEGRATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 6.3.2.3 Support & maintenance

TABLE 50 SUPPORT & MAINTENANCE SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 51 SUPPORT & MAINTENANCE SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

## 6.3.3 MANAGED SERVICES

TABLE 52 MANAGED SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 53 MANAGED SERVICES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

## 7 INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION

### 7.1 INTRODUCTION

7.1.1 APPLICATION: INFLUENCER MARKETING PLATFORM MARKET DRIVERS  
FIGURE 40 SEARCH & DISCOVERY SEGMENT TO REGISTER HIGHEST MARKET SHARE DURING FORECAST PERIOD

TABLE 54 INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 55 INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

### 7.2 SEARCH & DISCOVERY

7.2.1 GROWING EMPHASIS ON IMPROVING BRAND VISIBILITY TO DRIVE MARKET

TABLE 56 SEARCH & DISCOVERY: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 57 SEARCH & DISCOVERY: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.3 CAMPAIGN MANAGEMENT

#### 7.3.1 INCREASING COLLABORATION BETWEEN BRANDS AND CONTENT CREATORS TO DRIVE MARKET

TABLE 58 CAMPAIGN MANAGEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 59 CAMPAIGN MANAGEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.4 ANALYTICS & REPORTING

#### 7.4.1 GROWING NEED TO ASSESS CAMPAIGN EFFECTIVENESS AND ROI TO DRIVE MARKET

TABLE 60 REPORTING & ANALYTICS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 61 REPORTING & ANALYTICS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.5 CONTENT CREATION

#### 7.5.1 NEED FOR AUTHENTIC AND COMPELLING CONTENT TO DRIVE MARKET

TABLE 62 CONTENT CREATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 63 CONTENT CREATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.6 INFLUENCER RELATIONSHIP MANAGEMENT

#### 7.6.1 GROWING NEED TO BOLSTER BRAND AWARENESS TO DRIVE MARKET

TABLE 64 INFLUENCER RELATIONSHIP MANAGEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 65 INFLUENCER RELATIONSHIP MANAGEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.7 COMPLIANCE MANAGEMENT

#### 7.7.1 INCREASING NEED TO MAINTAIN TRUST AND TRANSPARENCY TO DRIVE MARKET

TABLE 66 COMPLIANCE MANAGEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 67 COMPLIANCE MANAGEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.8 PAYMENT PROCESSING

#### 7.8.1 GROWING EMPHASIS ON FACILITATING SEAMLESS FINANCIAL TRANSACTIONS TO DRIVE MARKET

TABLE 68 PAYMENT PROCESSING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 69 PAYMENT PROCESSING: INFLUENCER MARKETING PLATFORM

## MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.9 PRODUCT SEEDING

#### 7.9.1 SIMPLIFYING PRODUCT DISTRIBUTION AND TRACKING INFLUENCER INTERACTIONS TO DRIVE MARKET

TABLE 70 PRODUCT SEEDING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 71 PRODUCT SEEDING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.10 SOCIAL LISTENING

#### 7.10.1 GROWING NEED FOR DEEPER UNDERSTANDING OF CUSTOMER SENTIMENT TO DRIVE MARKET

TABLE 72 SOCIAL LISTENING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 73 SOCIAL LISTENING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 7.11 OTHER APPLICATIONS

TABLE 74 OTHER APPLICATIONS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 75 OTHER APPLICATIONS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

## **8 INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE**

### 8.1 INTRODUCTION

#### 8.1.1 MARKETING TYPE: INFLUENCER MARKETING PLATFORM MARKET DRIVERS

FIGURE 41 CONTENT MARKETING AND DISTRIBUTION TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 76 INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2019–2023 (USD MILLION)

TABLE 77 INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2024–2028 (USD MILLION)

### 8.2 THOUGHT LEADERSHIP AND INDUSTRY EXPERTISE

#### 8.2.1 TRUST AND AUTHENTICITY TO DRIVE MARKET

TABLE 78 THOUGHT LEADERSHIP AND INDUSTRY EXPERTISE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 79 THOUGHT LEADERSHIP AND INDUSTRY EXPERTISE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 8.3 CONTENT MARKETING AND DISTRIBUTION

8.3.1 DEMAND FOR AUTHENTIC AND RELATABLE CONTENT TO DRIVE MARKET  
TABLE 80 CONTENT MARKETING AND DISTRIBUTION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 81 CONTENT MARKETING AND DISTRIBUTION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

8.4 EVENT PROMOTION AND ATTENDANCE

8.4.1 PROVIDE VAST AUDIENCE REACH AND BRAND ENGAGEMENT TO DRIVE MARKET

TABLE 82 EVENT PROMOTION AND ATTENDANCE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 83 EVENT PROMOTION AND ATTENDANCE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

8.5 PRODUCT LAUNCHES AND ANNOUNCEMENTS

8.5.1 SHIFT TOWARD DATA-DRIVEN INFLUENCER MARKETING STRATEGIES TO DRIVE MARKET

TABLE 84 PRODUCT LAUNCHES AND ANNOUNCEMENTS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 85 PRODUCT LAUNCHES AND ANNOUNCEMENTS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

8.6 LEAD GENERATION AND SALES ENABLEMENT

8.6.1 INCREASING INFLUENCER COLLABORATIONS TO DRIVE MARKET

TABLE 86 LEAD GENERATION AND SALES ENABLEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 87 LEAD GENERATION AND SALES ENABLEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

8.7 EMPLOYEE ADVOCACY AND BRAND ENDORSEMENT

8.7.1 GROWING NEED TO FOSTER TRUST AND LOYALTY AMONG CONSUMERS TO DRIVE MARKET

TABLE 88 EMPLOYEE ADVOCACY AND BRAND ENDORSEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 89 EMPLOYEE ADVOCACY AND BRAND ENDORSEMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

8.8 OTHER MARKETING TYPES

TABLE 90 OTHER MARKETING TYPES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 91 OTHER MARKETING TYPES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

## **9 INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY**



## 9.1 INTRODUCTION

### 9.1.1 END-USE INDUSTRY: INFLUENCER MARKETING PLATFORM MARKET DRIVERS

FIGURE 42 RETAIL & ECOMMERCE TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 92 INFLUENCER MARKETING PLATFORM MARKET BY END-USE INDUSTRY, 2019–2023 (USD MILLION)

TABLE 93 INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2024–2028 (USD MILLION)

## 9.2 RETAIL & ECOMMERCE

### 9.2.1 INCREASING POPULARITY OF SOCIAL MEDIA AND ONLINE SHOPPING TO DRIVE MARKET

TABLE 94 INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 95 INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 96 RETAIL & ECOMMERCE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 97 RETAIL & ECOMMERCE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.2.2 FASHION & LIFESTYLE

TABLE 98 FASHION & LIFESTYLE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 99 FASHION & LIFESTYLE: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.2.3 HEALTH & WELLNESS

TABLE 100 HEALTH & WELLNESS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 101 HEALTH & WELLNESS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.2.4 SPORTS & FITNESS

TABLE 102 SPORTS & FITNESS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 103 SPORTS & FITNESS: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.2.5 FOOD & BEVERAGES

TABLE 104 FOOD & BEVERAGES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 105 FOOD & BEVERAGES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.2.6 OTHER RETAIL & ECOMMERCE SUBINDUSTRIES

TABLE 106 OTHER RETAIL & ECOMMERCE SUBINDUSTRIES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 107 OTHER RETAIL & ECOMMERCE SUBINDUSTRIES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.3 TRAVEL & HOSPITALITY

9.3.1 GREATER RELIANCE ON SOCIAL MEDIA FOR TRAVEL INSPIRATION AND RECOMMENDATIONS TO DRIVE MARKET

TABLE 108 TRAVEL & HOSPITALITY: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 109 TRAVEL & HOSPITALITY: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.4 MEDIA & ENTERTAINMENT

9.4.1 ABILITY TO REACH TARGETED DEMOGRAPHICS THROUGH INFLUENCERS TO DRIVE MARKET

TABLE 110 INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 111 INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 112 MEDIA & ENTERTAINMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 113 MEDIA & ENTERTAINMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.4.2 GAMING

TABLE 114 GAMING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 115 GAMING: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.4.3 ADVERTISING & MARKETING AGENCIES AND PR

TABLE 116 ADVERTISING & MARKETING AGENCIES AND PR: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 117 ADVERTISING & MARKETING AGENCIES AND PR: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

9.4.4 OTHER MEDIA & ENTERTAINMENT SUBINDUSTRIES

TABLE 118 OTHER MEDIA & ENTERTAINMENT: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 119 OTHER MEDIA & ENTERTAINMENT: INFLUENCER MARKETING

## PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.5 BFSI

#### 9.5.1 INCREASINGLY LEVERAGE INFLUENCER PARTNERSHIPS TO DRIVE MARKET

TABLE 120 BFSI: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 121 BFSI: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.6 AUTOMOTIVE & TRANSPORTATION

#### 9.6.1 AUTHENTIC AND ENGAGING CONTENT CREATION TO DRIVE MARKET

TABLE 122 AUTOMOTIVE & TRANSPORTATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 123 AUTOMOTIVE & TRANSPORTATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.7 EDUCATION

#### 9.7.1 NURTURING INTERACTIVE RELATIONSHIPS TO DRIVE MARKET

TABLE 124 EDUCATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 125 EDUCATION: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.8 HEALTHCARE & LIFE SCIENCES

#### 9.8.1 INCREASING IMPORTANCE OF DIGITAL COMMUNICATION TO DRIVE MARKET

TABLE 126 HEALTHCARE & LIFE SCIENCES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 127 HEALTHCARE & LIFE SCIENCES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

### 9.9 OTHER END-USE INDUSTRIES

TABLE 128 OTHER END-USER INDUSTRIES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 129 OTHER END-USER INDUSTRIES: INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

## 10 INFLUENCER MARKETING PLATFORM MARKET, BY REGION

### 10.1 INTRODUCTION

FIGURE 43 ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 44 INDIA TO WITNESS HIGHEST GROWTH DURING FORECAST PERIOD

TABLE 130 INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 131 INFLUENCER MARKETING PLATFORM MARKET, BY REGION, 2024–2028 (USD MILLION)

## 10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET DRIVERS

10.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 45 NORTH AMERICA: MARKET SNAPSHOT

TABLE 132 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 133 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 134 NORTH AMERICA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE 2019–2023 (USD MILLION)

TABLE 135 NORTH AMERICA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 136 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 137 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 138 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 139 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 140 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICES, 2019–2023 (USD MILLION)

TABLE 141 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 142 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 143 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 144 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2019–2023 (USD MILLION)

TABLE 145 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2024–2028 (USD MILLION)

TABLE 146 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2019–2023 (USD MILLION)

TABLE 147 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2024–2028 (USD MILLION)

TABLE 148 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 149 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 150 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT INDUSTRY, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 151 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT INDUSTRY, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 152 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 153 NORTH AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

#### 10.2.3 US

10.2.3.1 Increasing reliance of consumers on peer reviews to drive market

TABLE 154 US: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 155 US: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 156 US: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 157 US: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 158 US: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 159 US: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 160 US: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 161 US: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.2.4 CANADA

10.2.4.1 Increasing online engagement rates among adults to drive market

TABLE 162 CANADA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 163 CANADA: INFLUENCER MARKETING PLATFORM MARKET, BY

OFFERING, 2024–2028 (USD MILLION)

TABLE 164 CANADA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 165 CANADA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 166 CANADA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 167 CANADA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 168 CANADA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 169 CANADA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

### 10.3 EUROPE

10.3.1 EUROPE: INFLUENCER MARKETING PLATFORM MARKET DRIVERS

10.3.2 EUROPE: RECESSION IMPACT

TABLE 170 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 171 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 172 EUROPE: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 173 EUROPE: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 174 EUROPE: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 175 EUROPE: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 176 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 177 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 178 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICES, 2019–2023 (USD MILLION)

TABLE 179 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 180 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 181 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY

APPLICATION, 2024–2028 (USD MILLION)

TABLE 182 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2019–2023 (USD MILLION)

TABLE 183 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2024–2028 (USD MILLION)

TABLE 184 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2019–2023 (USD MILLION)

TABLE 185 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2024–2028 (USD MILLION)

TABLE 186 EUROPE: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 187 EUROPE: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 188 EUROPE: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT INDUSTRY, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 189 EUROPE: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT INDUSTRY, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 190 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 191 EUROPE: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

### 10.3.3 UK

10.3.3.1 Substantial investments in social media advertising to drive market

TABLE 192 UK: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 193 UK: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 194 UK: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 195 UK: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 196 UK: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 197 UK: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 198 UK: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 199 UK: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.3.4 GERMANY

10.3.4.1 Increasing number of influencers to drive market

TABLE 200 GERMANY: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 201 GERMANY: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 202 GERMANY: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2019–2023 (USD MILLION)

TABLE 203 GERMANY: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2024–2028 (USD MILLION)

TABLE 204 GERMANY: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 205 GERMANY: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 206 GERMANY: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 207 GERMANY: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.3.5 FRANCE

10.3.5.1 Growing focus on fostering fair and transparent digital marketplace to drive market

TABLE 208 FRANCE: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 209 FRANCE: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 210 FRANCE: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 211 FRANCE: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 212 FRANCE: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 213 FRANCE: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 214 FRANCE: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 215 FRANCE: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.3.6 SPAIN

10.3.6.1 Rising demand for personalized, relatable content to drive market



### 10.3.7 ITALY

10.3.7.1 Higher need to foster robust brand-influencer relationships to drive market

### 10.3.8 REST OF EUROPE

## 10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET DRIVERS

10.4.2 ASIA PACIFIC: IMPACT OF RECESSION

FIGURE 46 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 216 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 217 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 218 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2019–2023 (USD MILLION)

TABLE 219 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2024–2028 (USD MILLION)

TABLE 220 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 221 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 222 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 223 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 224 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICES, 2019–2023 (USD MILLION)

TABLE 225 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 226 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 227 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 228 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2019–2023 (USD MILLION)

TABLE 229 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2024–2028 (USD MILLION)

TABLE 230 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2019–2023 (USD MILLION)

TABLE 231 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2024–2028 (USD MILLION)

TABLE 232 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 233 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 234 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 235 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 236 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 237 ASIA PACIFIC: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

#### 10.4.3 CHINA

10.4.3.1 Technological advancements and evolving consumer dynamics to drive market

TABLE 238 CHINA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 239 CHINA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 240 CHINA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 241 CHINA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 242 CHINA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 243 CHINA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 244 CHINA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 245 CHINA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.4.4 JAPAN

10.4.4.1 Government support, tax incentives, and educational initiatives to drive market

TABLE 246 JAPAN: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 247 JAPAN: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 248 JAPAN: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET,

BY TYPE, 2019–2023 (USD MILLION)

TABLE 249 JAPAN: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 250 JAPAN: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 251 JAPAN: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 252 JAPAN: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 253 JAPAN: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.4.5 INDIA

10.4.5.1 Impactful brand storytelling and audience engagement to drive market

TABLE 254 INDIA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 255 INDIA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 256 INDIA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 257 INDIA: INFLUENCER MARKETING PLATFORM SOFTWARE MARKET, BY TYPE, 2024–2028 (USD MILLION)

TABLE 258 INDIA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 259 INDIA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 260 INDIA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 261 INDIA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

#### 10.4.6 SOUTH KOREA

10.4.6.1 Direct engagement between brands and their audience to drive market

#### 10.4.7 ANZ

10.4.7.1 Expanding digital landscape and the rising prominence of influencers to drive market

#### 10.4.8 REST OF ASIA PACIFIC

### 10.5 MIDDLE EAST & AFRICA

10.5.1 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET DRIVERS

10.5.2 MIDDLE EAST & AFRICA: IMPACT OF RECESSION

TABLE 262 MIDDLE EAST & AFRICA: MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 263 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 264 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2019–2023 (USD MILLION)

TABLE 265 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2024–2028 (USD MILLION)

TABLE 266 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 267 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 268 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 269 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 270 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICES, 2019–2023 (USD MILLION)

TABLE 271 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 272 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 273 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 274 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2019–2023 (USD MILLION)

TABLE 275 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2024–2028 (USD MILLION)

TABLE 276 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2019–2023 (USD MILLION)

TABLE 277 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2024–2028 (USD MILLION)

TABLE 278 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY MARKET, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 279 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE INDUSTRY, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 280 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM

MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 281 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 282 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 283 MIDDLE EAST & AFRICA: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

#### 10.5.3 UAE

10.5.3.1 Rising adoption of digital channels for product recommendations and lifestyle inspiration to drive market

#### 10.5.4 SAUDI ARABIA

10.5.4.1 Rising need for social media campaigns to drive market

#### 10.5.5 EGYPT

10.5.5.1 Preference for nano and micro-influencers and integration of AI to drive market

#### 10.5.6 QATAR

10.5.6.1 Increasing adoption of digital marketing strategies to drive market

#### 10.5.7 SOUTH AFRICA

10.5.7.1 Increasing reliance on micro-influencers to target specific niche audiences to drive market

#### 10.5.8 REST OF MIDDLE EAST & AFRICA

### 10.6 LATIN AMERICA

#### 10.6.1 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET

#### DRIVERS

#### 10.6.2 LATIN AMERICA: IMPACT OF RECESSION

TABLE 284 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 285 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY OFFERING, 2024–2028 (USD MILLION)

TABLE 286 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2019–2023 (USD MILLION)

TABLE 287 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY TYPE, 2024–2028 (USD MILLION)

TABLE 288 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 289 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET SOFTWARE, BY DEPLOYMENT MODE, 2024–2028 (USD MILLION)

TABLE 290 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 291 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY SERVICE, 2024–2028 (USD MILLION)

TABLE 292 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICES, 2019–2023 (USD MILLION)

TABLE 293 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY PROFESSIONAL SERVICE, 2024–2028 (USD MILLION)

TABLE 294 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 295 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY APPLICATION, 2024–2028 (USD MILLION)

TABLE 296 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2019–2023 (USD MILLION)

TABLE 297 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY MARKETING TYPE, 2024–2028 (USD MILLION)

TABLE 298 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2019–2023 (USD MILLION)

TABLE 299 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY END-USE INDUSTRY, 2024–2028 (USD MILLION)

TABLE 300 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 301 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET IN RETAIL & ECOMMERCE, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 302 LATIN AMERICA INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2019–2023 (USD MILLION)

TABLE 303 LATIN AMERICA INFLUENCER MARKETING PLATFORM MARKET IN MEDIA & ENTERTAINMENT, BY SUBINDUSTRY, 2024–2028 (USD MILLION)

TABLE 304 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 305 LATIN AMERICA: INFLUENCER MARKETING PLATFORM MARKET, BY COUNTRY, 2024–2028 (USD MILLION)

### 10.6.3 MEXICO

10.6.3.1 Growing focus of brands to connect with their target audiences to drive market

### 10.6.4 BRAZIL

10.6.4.1 Growing investment and comprehensive marketing services to drive market

### 10.6.5 ARGENTINA

10.6.5.1 Increasing demand for amplify brand reach and engagement to drive market

## 10.6.6 REST OF LATIN AMERICA

# 11 COMPETITIVE LANDSCAPE

## 11.1 OVERVIEW

### 11.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 306 OVERVIEW OF STRATEGIES ADOPTED BY KEY INFLUENCER  
MARKETING PLATFORM VENDORS

### 11.3 REVENUE ANALYSIS

FIGURE 47 REVENUE ANALYSIS KEY PLAYERS, 2018–2022 (USD MILLION)

### 11.4 MARKET SHARE ANALYSIS

FIGURE 48 MARKET SHARE ANALYSIS OF KEY PLAYERS, 2023

#### 11.4.1 MARKET RANKING ANALYSIS

TABLE 307 INFLUENCER MARKETING PLATFORM MARKET: DEGREE OF  
COMPETITION

### 11.5 BRAND/PRODUCT COMPARATIVE ANALYSIS

FIGURE 49 BRAND/PRODUCT COMPARATIVE ANALYSIS, BY INFLUENCER  
MARKETING PLATFORM SOFTWARE

### 11.6 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

#### 11.6.1 STARS

#### 11.6.2 EMERGING LEADERS

#### 11.6.3 PERVASIVE PLAYERS

#### 11.6.4 PARTICIPANTS

FIGURE 50 INFLUENCER MARKETING PLATFORM MARKET: COMPANY  
EVALUATION MATRIX (KEY PLAYERS), 2023

#### 11.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023

##### 11.6.5.1 Company footprint

FIGURE 51 COMPANY FOOTPRINT (18 COMPANIES)

##### 11.6.5.2 Region footprint

TABLE 308 REGION FOOTPRINT (18 COMPANIES)

##### 11.6.5.3 End-use industry footprint

TABLE 309 END-USE INDUSTRY FOOTPRINT (18 COMPANIES)

##### 11.6.5.4 Offering footprint

TABLE 310 OFFERING FOOTPRINT (18 COMPANIES)

##### 11.6.5.5 Application footprint

TABLE 311 APPLICATION FOOTPRINT (18 COMPANIES)

### 11.7 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023

#### 11.7.1 PROGRESSIVE COMPANIES

#### 11.7.2 RESPONSIVE COMPANIES

### 11.7.3 DYNAMIC COMPANIES

#### 11.7.4 STARTING BLOCKS

FIGURE 52 INFLUENCER MARKETING PLATFORM MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2023

#### 11.7.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023

TABLE 312 INFLUENCER MARKETING PLATFORM MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 313 INFLUENCER MARKETING PLATFORM MARKET: COMPETITIVE BENCHMARKING OF STARTUPS/SMES PLAYERS, 2023

### 11.8 VALUATION AND FINANCIAL METRICS OF KEY INFLUENCER MARKETING PLATFORM VENDORS

TABLE 314 INFLUENCER MARKETING PLATFORM MARKET: FIRM VALUATION

TABLE 315 INFLUENCER MARKETING PLATFORM MARKET: NUMBER OF ACTIVE USERS

TABLE 316 INFLUENCER MARKETING PLATFORM MARKET: EARNING PER EMPLOYEE

### 11.9 COMPETITIVE SCENARIO AND TRENDS

#### 11.9.1 PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 317 INFLUENCER MARKETING PLATFORM MARKET: PRODUCT LAUNCHES AND ENHANCEMENTS, FEBRUARY 2024–JANUARY 2021

#### 11.9.2 DEALS

TABLE 318 INFLUENCER MARKETING PLATFORM MARKET: DEALS, FEBRUARY 2024– JANUARY 2021

#### 11.9.3 OTHERS

TABLE 319 INFLUENCER MARKETING PLATFORM MARKET: OTHERS, FEBRUARY 2024– JANUARY 2021

## 12 COMPANY PROFILES

### 12.1 INTRODUCTION

(Business overview, Products/Solutions/Services offered, Recent developments & MnM View)\*

### 12.2 KEY PLAYERS

#### 12.2.1 IZEA

TABLE 320 IZEA: BUSINESS OVERVIEW

FIGURE 53 IZEA: COMPANY SNAPSHOT

TABLE 321 IZEA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 322 IZEA: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 323 IZEA: DEALS



TABLE 324 IZEA: OTHERS

12.2.2 LAUNCHMETRICS

TABLE 325 LAUNCHMETRICS: BUSINESS OVERVIEW

TABLE 326 LAUNCHMETRICS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 327 LAUNCHMETRICS: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 328 LAUNCHMETRICS: DEALS

12.2.3 TRILLER

TABLE 329 TRILLER: BUSINESS OVERVIEW

TABLE 330 TRILLER: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 331 TRILLER: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 332 TRILLER: DEALS

12.2.4 IMPACT.COM

TABLE 333 IMPACT.COM: BUSINESS OVERVIEW

TABLE 334 IMPACT.COM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 335 IMPACT.COM: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 336 IMPACT.COM: DEALS

TABLE 337 IMPACT.COM: OTHERS

12.2.5 MELTWATER

TABLE 338 MELTWATER: BUSINESS OVERVIEW

TABLE 339 MELTWATER: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 340 MELTWATER: DEALS

12.2.6 TRAACKR

TABLE 341 TRAACKR: BUSINESS OVERVIEW

TABLE 342 TRAACKR: PRODUCTS/SOLUTIONS /SERVICES OFFERED

TABLE 343 TRAACKR: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 344 TRAACKR: DEALS

12.2.7 ASPIRE.IO

TABLE 345 ASPIRE.IO: BUSINESS OVERVIEW

TABLE 346 ASPIRE.IO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 347 ASPIRE.IO: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 348 ASPIRE.IO: DEALS

12.2.8 CREATORIQ

TABLE 349 CREATORIQ: BUSINESS OVERVIEW

TABLE 350 CREATORIQ: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 351 CREATORIQ: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 352 CREATORIQ: DEALS

TABLE 353 CREATORIQ: OTHERS

12.2.9 LATER

TABLE 354 LATER: BUSINESS OVERVIEW

TABLE 355 LATER: PRODUCTS/SOLUTIONS/ SERVICES OFFERED

TABLE 356 LATER: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 357 LATER: DEALS

TABLE 358 LATER: OTHERS

12.2.10 GRIN

TABLE 359 GRIN: BUSINESS OVERVIEW

TABLE 360 GRIN: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 361 GRIN: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 362 GRIN: DEALS

TABLE 363 GRIN: OTHERS

12.2.11 SPROUT SOCIAL

12.2.12 CAPTIV8

12.2.13 LTK

12.2.14 BRANDWATCH

12.2.15 BAZAARVOICE

12.2.16 PATTERN

12.2.17 UPFLUENCE

12.2.18 ONALYTICA

12.3 STARTUPS/SMES

12.3.1 LEFTY

12.3.2 INTELLIFLUENCE

12.3.3 INSENSE

12.3.4 SOCIAL BEAT

12.3.5 INBEAT

12.3.6 HEEPSY

12.3.7 LINQIA

12.3.8 TRIBE INFLUENCER

12.3.9 SKEEPERS

12.3.10 INFLUENCITY

12.3.11 ZEFMO

12.3.12 AFLUENCER

12.3.13 HYPEAUDITOR

12.3.14 MAGICLINKS

12.3.15 SOCIALBOOK

12.3.16 CREATOR.CO

12.3.17 GLEWEE

12.3.18 ARABYADS

\*Details on Business overview, Products/Solutions/Services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

## 13 ADJACENT AND RELATED MARKETS

### 13.1 INTRODUCTION

### 13.2 SOCIAL MEDIA MANAGEMENT MARKET - GLOBAL FORECAST TO 2027

#### 13.2.1 MARKET DEFINITION

#### 13.2.2 MARKET OVERVIEW

##### 13.2.2.1 Social media management market, by component

TABLE 364 SOCIAL MEDIA MANAGEMENT MARKET, BY COMPONENT, 2018–2021 (USD MILLION)

TABLE 365 SOCIAL MEDIA MANAGEMENT MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

##### 13.2.2.2 Social media management market, by deployment mode

TABLE 366 SOCIAL MEDIA MANAGEMENT MARKET, BY DEPLOYMENT MODE, 2018–2021 (USD MILLION)

TABLE 367 SOCIAL MEDIA MANAGEMENT MARKET, BY DEPLOYMENT MODE, 2022–2027 (USD MILLION)

##### 13.2.2.3 Social media management market, by organization size

TABLE 368 SOCIAL MEDIA MARKET MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2018–2021 (USD MILLION)

TABLE 369 SOCIAL MEDIA MARKET MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2022–2027 (USD MILLION)

##### 13.2.2.4 Social media management market, by application

TABLE 370 SOCIAL MEDIA MANAGEMENT MARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 371 SOCIAL MEDIA MANAGEMENT MARKET, BY APPLICATION, 2022–2027 (USD MILLION)

##### 13.2.2.5 Social media management market, by vertical

TABLE 372 SOCIAL MEDIA MANAGEMENT MARKET, BY VERTICAL, 2018–2021 (USD MILLION)

TABLE 373 SOCIAL MEDIA MANAGEMENT MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

##### 13.2.2.6 Social media management market, by region

TABLE 374 SOCIAL MEDIA MANAGEMENT MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 375 SOCIAL MEDIA MANAGEMENT MARKET, BY REGION, 2022–2027 (USD MILLION)

### 13.3 MARKETING AUTOMATION MARKET

#### 13.3.1 MARKET DEFINITION

### 13.3.2 MARKET OVERVIEW

#### 13.3.2.1 Marketing automation market, by component

TABLE 376 MARKETING AUTOMATION MARKET, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 377 MARKETING AUTOMATION MARKET, BY COMPONENT, 2021–2027 (USD MILLION)

#### 13.3.2.2 Marketing automation market, by deployment type

TABLE 378 MARKETING AUTOMATION MARKET, BY DEPLOYMENT TYPE, 2017–2020 (USD MILLION)

TABLE 379 MARKETING AUTOMATION MARKET, BY DEPLOYMENT TYPE, 2021–2027 (USD MILLION)

#### 13.3.2.3 Marketing automation market, by application

TABLE 380 MARKETING AUTOMATION MARKET, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 381 MARKETING AUTOMATION MARKET, BY APPLICATION, 2021–2027 (USD MILLION)

#### 13.3.2.4 Marketing automation market, by organization size

TABLE 382 MARKETING AUTOMATION MARKET, BY ORGANIZATION SIZE, 2017–2020 (USD MILLION)

TABLE 383 MARKETING AUTOMATION MARKET, BY ORGANIZATION SIZE, 2021–2027 (USD MILLION)

#### 13.3.2.5 Marketing automation market, by vertical

TABLE 384 MARKETING AUTOMATION MARKET, BY VERTICAL, 2017–2020 (USD MILLION)

TABLE 385 MARKETING AUTOMATION MARKET, BY VERTICAL, 2021–2027 (USD MILLION)

#### 13.3.2.6 Marketing automation market, by region

TABLE 386 MARKETING AUTOMATION MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 387 MARKETING AUTOMATION MARKET, BY REGION, 2021–2027 (USD MILLION)

## 14 APPENDIX

### 14.1 DISCUSSION GUIDE

### 14.2 KNOWLEDGESTORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

### 14.3 CUSTOMIZATION OPTIONS

### 14.4 RELATED REPORTS

### 14.5 AUTHOR DETAILS

## I would like to order

Product name: Influencer Marketing Platform Market by Offering, Application (Product Seeding, Influencer Relationship Management), Marketing Type (Content Marketing and Distribution, Event Promotion and Attendance), End User and Region - Global Forecast to 2028

Product link: <https://marketpublishers.com/r/I3851F6141BEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I3851F6141BEN.html>