



# INFLUENCER MARKETING

# 2025

## THE REPORT

KEY STATISTICS

STRATEGIC INSIGHTS

UPCOMING TRENDS

EXPERT PREDICTIONS

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# COMPREHENSIVE INFLUENCER MARKETING

## REPORT TO HELP YOU CRAFT A

## SUCCESSFUL MARKETING STRATEGY

Welcome to the tactical arena of our comprehensive influencer marketing report, presented by the strategists at Famesters agency. This forward-looking document is crafted from extensive global research and detailed analysis by pioneers in the field. It is designed to arm you with critical insights to help you succeed in the world of influencer marketing, where data dominates and innovation leads.

Look into the future with us as we dissect the key statistics shaping the industry in 2024, learn about insights into brand-influencer dynamics and unveil expert predictions that will define the terrain for 2025. This report is your strategic map to mastering the trends that will shape marketing.

### READ ON TO EXPLORE:

- Pivotal influencer marketing industry statistics.
- In-depth insights into the state of brand-influencer collaborations and brands' marketing budgeting.
- Expert analysis of consumer behaviors and their responsiveness to modern advertising strategies.
- Key social media platforms' audience data.
- A forecast of the trends that will dominate influencer marketing in 2025 and beyond.

For further inquiries or assistance with your influencer marketing strategy, feel free to reach out to us at [hey@famesters.com](mailto:hey@famesters.com). Our team is ready to support your endeavors and help steer your campaigns to success. Join us on this journey to the forefront of influencer marketing!

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# HIGHLIGHTS

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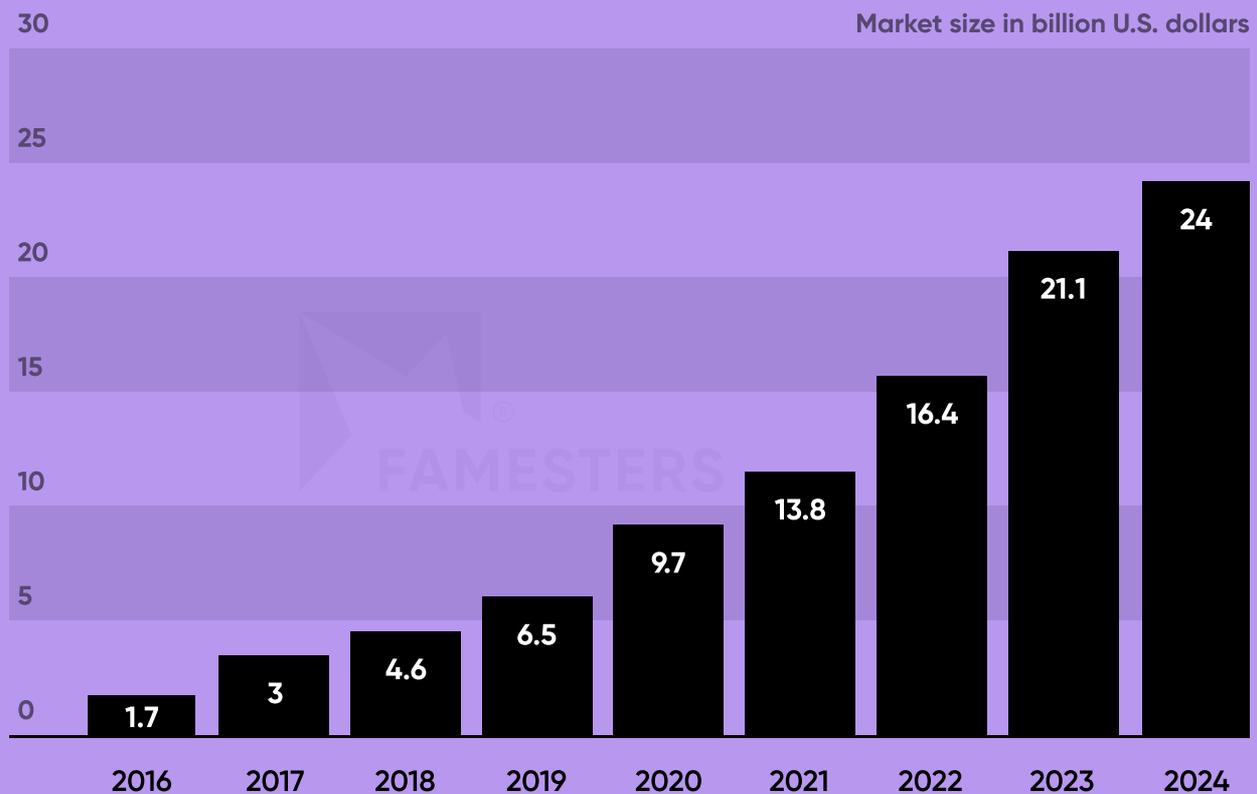
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# INFLUENCER MARKETING INDUSTRY

## OVERVIEW

The influencer marketing industry has been anything but static, exploding from a modest \$1.7 billion in 2016 to a colossal \$16.4 billion by 2022, defying global economic tremors like pandemics and recessions. And in 2024, the influencer marketing market size is estimated at \$24 billion. It's a vivid illustration of an industry that, rather than shrinking under pressure, has thrived on the digital habits shaped by worldwide lockdowns.

### INFLUENCER MARKETING MARKET SIZE WORLDWIDE FROM 2016 TO 2024



# INFLUENCER MARKETING INDUSTRY

## OVERVIEW

In 2019, the market stood at \$6.5 billion, a respectable figure but nowhere near the dizzying heights it would soon reach. Then 2020 hits, a year synonymous with global disruption. Yet, as people clung to their screens for connection, entertainment, and increasingly, for commerce, influencer marketing surged to \$9.7 billion. It's a testament to the adaptability and sheer tenacity of digital marketing strategies that not only weathered the storm but capitalized on it.

Fast forward to 2022, and the numbers speak even louder, with the market at \$16.4 billion. This isn't just growth; it's a seismic shift that underscores the staying power of influencer marketing in a digitized world that continues to blur the lines between virtual interactions and real-world decisions.

The trajectory of influencer marketing's growth reaches an intriguing phase between 2023 and 2024, showcasing a leap in market size from \$21.1 billion to \$24 billion. This phase represents more than just numerical growth; it encapsulates the peak of a trend that has been shaping the marketing landscape dramatically. In 2023, the market achieves a staggering \$21.1 billion, a figure that not only reflects robust growth but also suggests a deepening trust and reliance on influencer marketing strategies by brands worldwide. This year's performance is a clear indicator that the influencer marketing industry has matured, with methodologies and analytics that have been refined to optimize engagement and return on investment.

In 2024, the increase to \$24 billion isn't merely incremental – it's a significant 13.7% jump that signifies not just growth but a consolidation of influencer marketing as an essential part of the marketing mix. This period is seeing influencer marketing tactics becoming even more integrated with emerging technologies such as AI and machine learning, offering more personalized and effective campaigns.

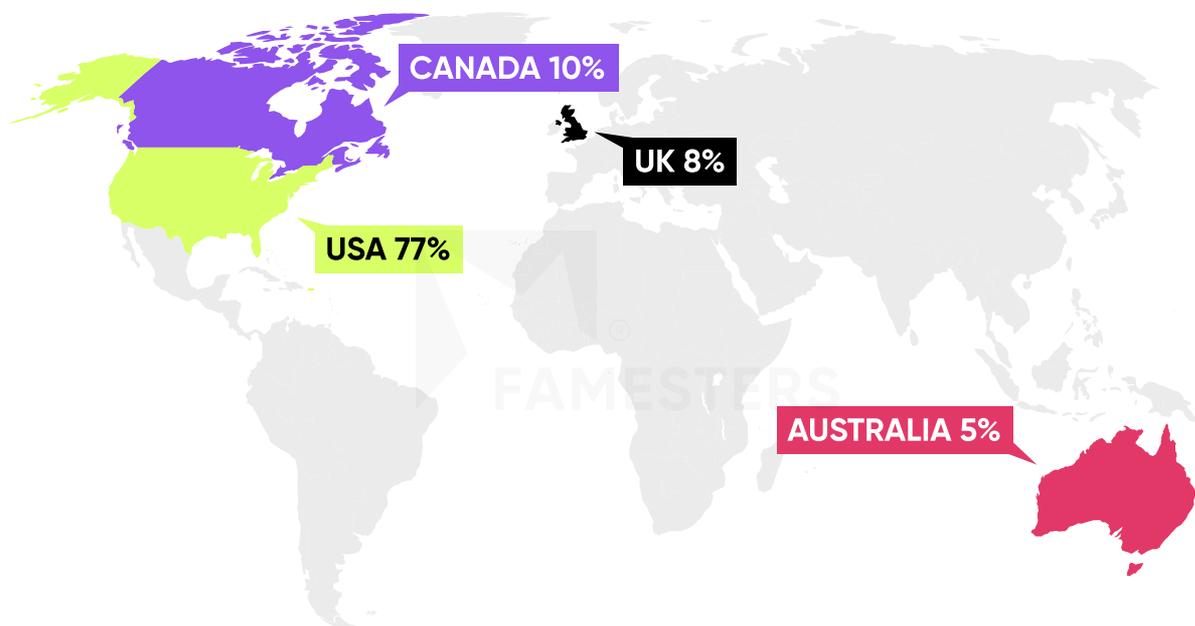
This stretch from 2023 to 2024 does more than round off a decade of growth; it heralds a new era where influencer marketing is setting new standards, redefining engagement metrics, and influencing the broader trajectories of global marketing strategies. In a world that's rewriting the rules, influencer marketing isn't just participating; it's leading the charge. In a digitized, post-pandemic world, this chart illustrates not just growth but the evolution of an industry at the forefront of digital innovation and human connectivity.

# INFLUENCER MARKETING INDUSTRY

## OVERVIEW

The top countries accountable for the most spending on influencer marketing in 2024 are the U.S., Canada, the UK, and Australia.

### INFLUENCER MARKETING SPENDING BY COUNTRY



Dominating the chart, the United States accounts for a substantial 77% of the total influencer marketing spend among the top 4 countries. This highlights the USA's leading role in the influencer marketing industry, reflecting its large market size and high digital advertising spend.

Following the USA, Canada accounts for 10% of the spending on influencer campaigns. Canada's significant share underscores its robust engagement with influencer marketing as a strategy to connect with audiences.

The United Kingdom contributes 8% to the global influencer marketing spend. This represents a strong market within Europe for influencer-driven campaigns, tapping into a diverse and highly connected population. Also, the UK is the leading country in the entire Europe in terms of influencer marketing spending.

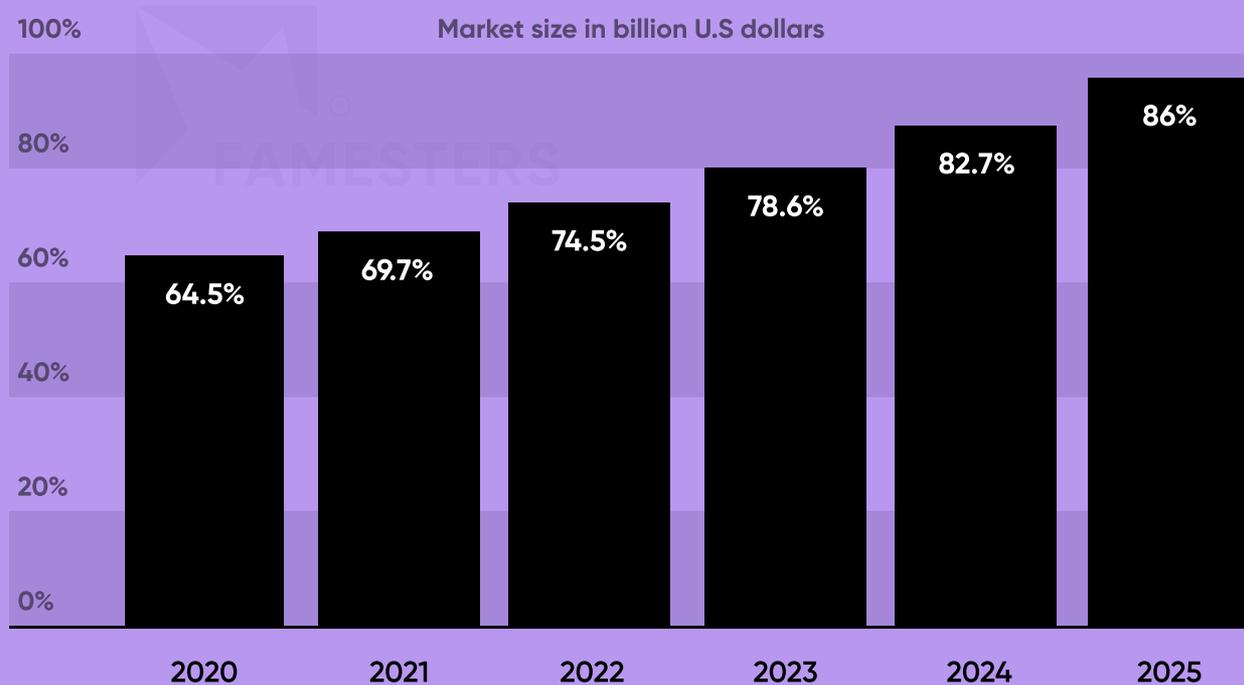
Lastly, Australia holds 5% of the spend, indicating active participation in the influencer marketing space, though on a smaller scale compared to the larger markets.

# INFLUENCER MARKETING INDUSTRY

## OVERVIEW

As we can see, as the global influencer marketing market continues to expand, so does the embrace of influencer marketing among U.S. companies.

### INFLUENCER MARKETING USAGE RATE IN THE UNITED STATES FROM 2020 TO 2025



In 2020, a notable 64.5% of companies were leveraging influencer marketing. This period, marked by the onset of global disruptions, set the stage for digital platforms to capture more of the market's eye. Yet, this was just the beginning. As the world adapted to new normals, the subsequent year saw an uptick to 69.7%, suggesting a growing recognition of influencer marketing's value in reaching quarantined consumers.

The narrative of growth continues through 2022, with 74.5% of companies now onboard, underscoring a trend towards digital-centric marketing strategies. By 2023, the figure reached 78.6%, a testament to influencer marketing's effectiveness in navigating a marketplace where traditional advertising methods faced unprecedented challenges.

# INFLUENCER MARKETING INDUSTRY

## OVERVIEW

In 2024, the share of U.S. brands using influencer marketing reached 82.7%, and by 2025, it is projected to reach an impressive 86%. This forecast isn't just about increasing numbers; it represents a paradigm shift in marketing dynamics. It reflects a deeper, more structural change within U.S. business circles, where digital influence becomes a cornerstone, not just a complementary tactic.

This upward trend from 2020 to 2025 illustrates more than adoption – it showcases a transformation in marketing philosophy. As companies increasingly turn to influencers to connect with consumers on a more personal, relatable level, influencer marketing cements its role not merely as a tool, but as a critical component of modern marketing strategies. In this changing world, influencer marketing is not just growing; it's becoming indispensable, reshaping how companies communicate in an ever-more digital reality.



# BRANDS AND INFLUENCER MARKETING

In 2023, a significant 83% of brands perceived influencer marketing as effective, highlighting its solid role in the marketing strategies of various organizations.

In 2024, this belief in the power of influencer marketing further strengthened: now, 84.8% of brands find influencer marketing effective. This incremental increase, though seemingly modest, signals a deeper, more profound shift in marketing. It suggests not only the growing trust in influencer marketing but also its growing sophistication and integration into core business strategies.

## PERCEIVED EFFECTIVENESS OF INFLUENCER MARKETING (2023-2024)



This trend speaks volumes about the dynamic nature of digital marketing, where influencer marketing continues to carve out a substantial niche. Companies are not just experimenting but are increasingly reliant on influencer engagements to drive their marketing objectives. This rise reflects an industry that is not only adapting to the changes but is also progressively shaping them.

In a broader sense, these numbers represent a narrative of increasing reliance on and confidence in influencer marketing as a crucial tool for business growth and consumer engagement. It underscores the growing perceptions within the corporate sphere, where influencer marketing is being recognized not merely as a supplementary channel but as an essential component of holistic marketing endeavors in a digitally driven marketplace.

Also, brands value the quality of customers they gain from influencer marketing campaigns. While some of these campaigns are aimed at raising brand awareness rather than immediate sales, they often attract customers who tend to buy more expensive products or additional items, which is beneficial for the business. The general sentiment about influencer marketing remains very positive. 83.8% of brands believe that the customers they acquire through influencer marketing are of higher quality compared to those from other marketing methods. This reflects a strong confidence in influencer marketing as a valuable tool for attracting good, solvent customers.

# BRANDS AND INFLUENCER MARKETING

Now we know brands find influencer marketing highly profitable, but how do they measure the success? The distribution of preferences highlights the diverse strategies brands employ in influencer marketing, reflecting different priorities such as expanding reach, fostering engagement, or driving sales, depending on their specific marketing goals. The overall tendency is prioritizing reach over other metrics.

In 2024, **more than a half of brands – 54.3% – prioritize views, reach, or impressions as their primary metric for success.** They focus on the breadth of their campaign's visibility, valuing how far their message spreads across the audience. Compared to 2023, the number of companies measuring the reach of their influencer marketing campaigns has increased by 4.7% from 49.6%: more and more of them find profit in spreading the word and building brand awareness.

**Another 23.5% of brands measure success by engagement,** which includes likes, comments, shares, and the overall interaction that influencers generate with their content. This metric is crucial for brands that value deeper, meaningful interactions, as it often leads to higher brand loyalty and customer retention. This number has slightly declined from 25.5% in 2023.

Finally, **22.1% of brands focus on conversions or sales** as their key success indicator. These brands are most interested in the direct impact of influencer campaigns on their bottom line, emphasizing the importance of turning viewers and interactions into actual sales. Here, we also see a decrease from 2023's 24.9%.

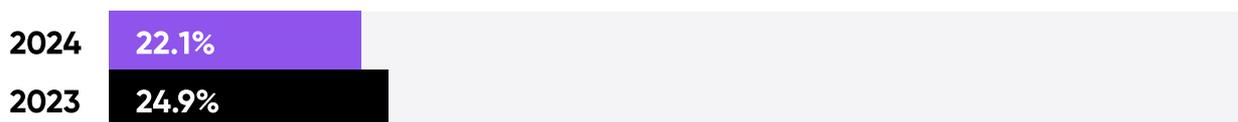
## BY VIEWS / REACH / IMPRESSIONS



## BY ENGAGEMENT



## BY CONVERSIONS / SALES



# BRANDS AND INFLUENCER MARKETING

At the same time, the majority of brands don't abandon the sales metric completely. Nearly **80% of them track sales resulting from their influencer marketing campaigns**. This reflects an increase from last year, where 74% of brands focused on tracking sales. This trend highlights how important sales have become as a goal for influencer campaigns, despite the focus on brand awareness.

Many brands are also changing how they pay influencers, with more and more compensation plans based on the sales an influencer helps generate. As influencer marketing continues to grow, brands are finding new ways to measure its success. They're using specialized tools and the latest updates from platforms like Google Analytics to get a clearer picture of how effectively their campaigns are driving sales.

This shift shows that influencer marketing is increasingly seen not just as a way to promote brand visibility but as a direct way to boost sales and measure marketing success more precisely.



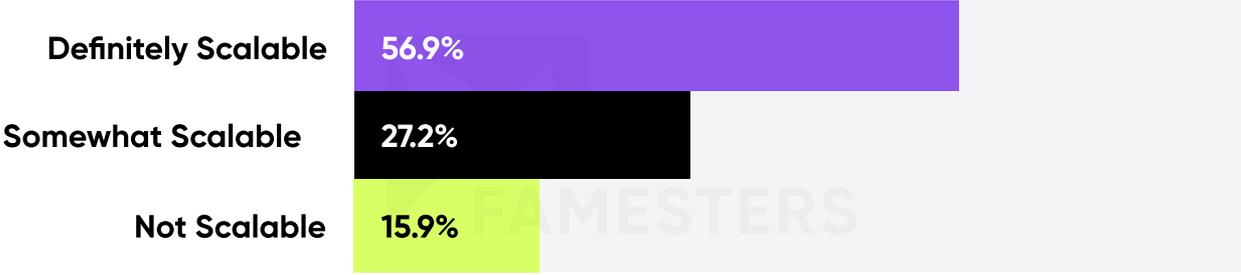
# BRANDS AND INFLUENCER MARKETING

Speaking of expanding, growing, and scaling: **over a half of brands – 56.9% – strongly believe that influencer marketing is definitely scalable** and can grow effectively. Many see it as a flexible approach that can easily adapt and expand as needed.

Another 27.2% think that influencer marketing is “somewhat scalable”, so for them it can scale up but may have some limitations. They seem optimistic but cautious about its ability to grow without facing significant challenges.

The smallest group, 15.9%, don't think influencer marketing is scalable. They might have concerns about the challenges of maintaining effectiveness as the scale of operations increases. Probably, many of them haven't found their perfect influencer marketing agency or crafted a wise strategy yet.

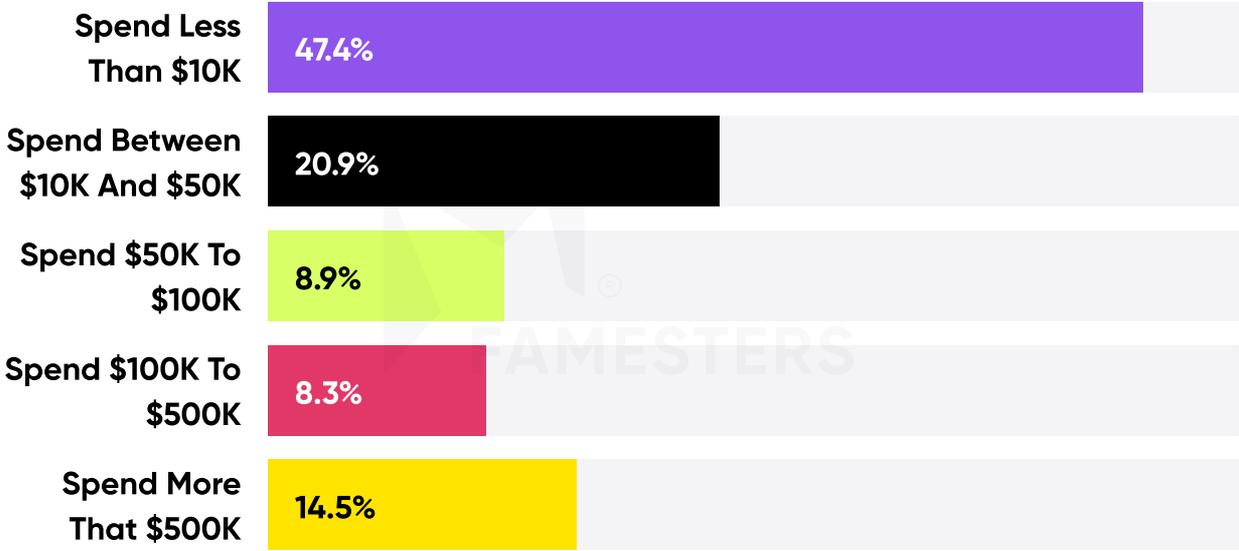
## PERCEIVED SCALABILITY OF INFLUENCER MARKETING IN 2024



# BUDGETING

With the fact that the vast majority of brands select influencer marketing as one of the most effective channels, let's see how much they spend on it. In 2024, 52.6% of companies tend to spend over \$10K on influencer marketing annually. 14.5% of them are going to spend more than \$500K, which can be considered a significant growth from 11% in 2023.

## PERCEIVED SCALABILITY OF INFLUENCER MARKETING IN 2024



# BUDGETING

**Less than \$10K:** 47.4% of brands intend to keep their influencer marketing budgets under \$10K, as many companies prefer cautious, low-risk investment or are just beginning to explore influencer marketing strategies.

**\$10K to \$50K:** 20.9% of brands plan to allocate budgets within this range, indicating a moderate commitment that allows for more substantial campaigns compared to the lowest bracket but still limits extensive financial exposure.

**\$50K to \$100K:** 8.9% of brands aim to spend between \$50K and \$100K, showcasing a readiness to invest more heavily, likely due to positive returns from previous influencer marketing efforts or larger marketing goals.

**\$100K to \$500K:** This range sees 8.3% of brands planning significant investment, enabling more comprehensive influencer campaigns, collaborations, and potentially multi-platform strategies.

**More than \$500K:** 14.5% of brands are preparing to spend over \$500K on influencer marketing, pointing to a high level of confidence in the efficacy of influencer-driven campaigns, typically seen in larger brands or those heavily reliant on digital marketing.

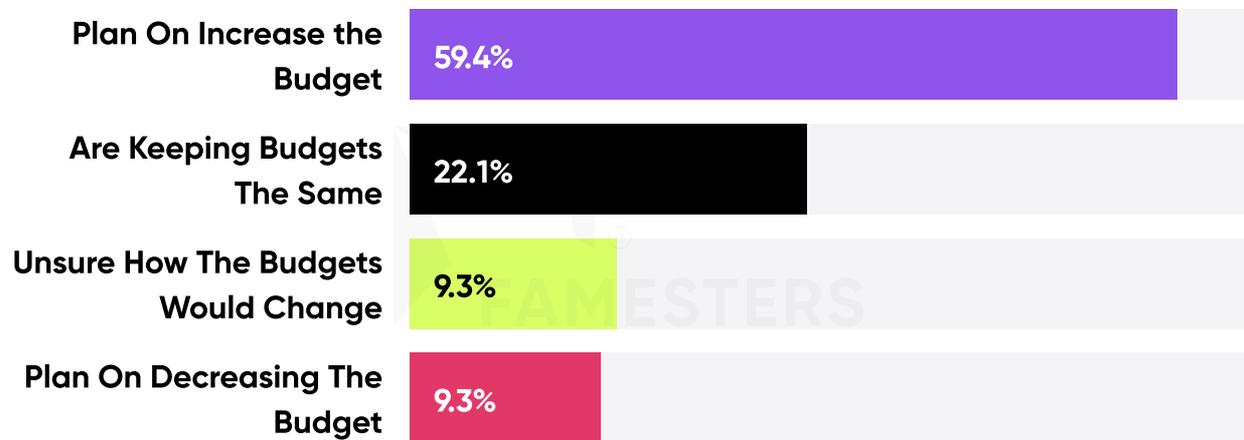
The distribution of budgets for 2024 suggests a varied approach among brands, with many still testing the waters with smaller investments, while a notable percentage are scaling up to more ambitious spending, reflecting a growing trust in influencer marketing as a key component of their overall marketing strategy.



# BUDGETING

Now to the budget allocation. Many companies are gearing up to spend more on marketing, with 59.4% of them planning to increase their budgets. This suggests that these companies are optimistic about the benefits of investing more in marketing efforts to attract customers and grow their sales.

## MARKETING BUDGET ALLOCATION IN 2024



22.1% of companies plan to keep their marketing budgets the same. This indicates that a significant number of businesses are comfortable with their current marketing spending and feel that it meets their needs without additional investment.

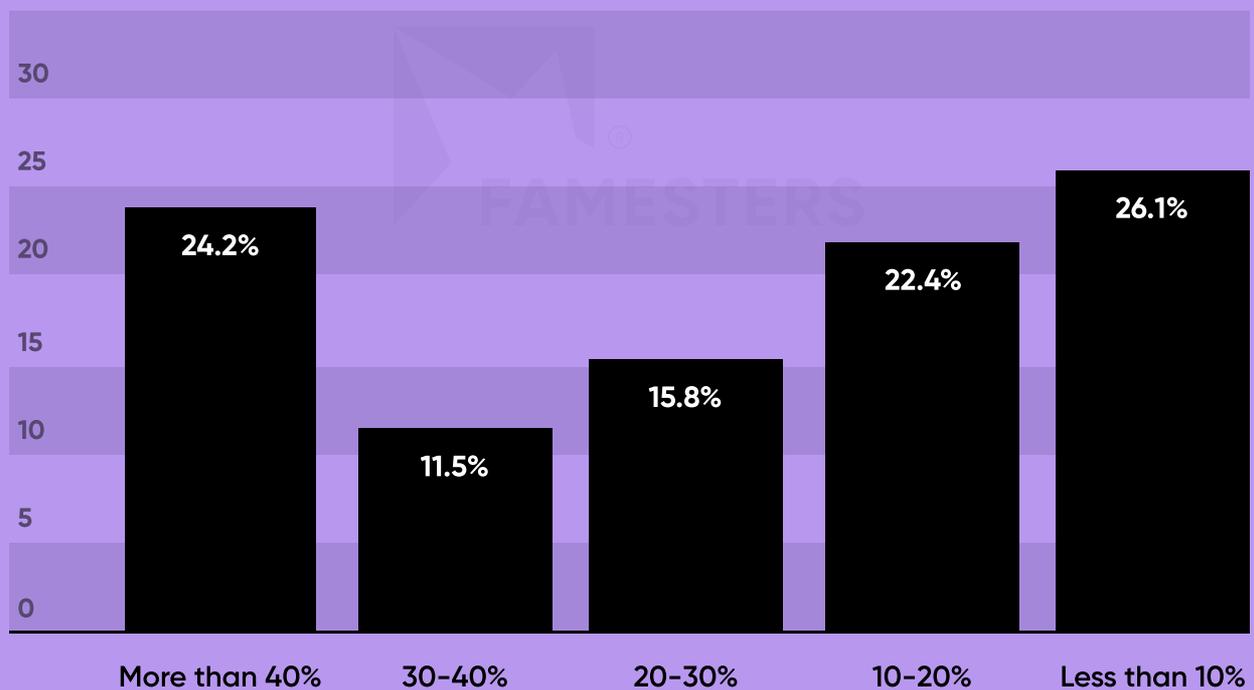
A smaller group, making up only 9.3% of the total, are unsure about how they will adjust their marketing budgets. These companies might be waiting to see how the market conditions change before making a decision. Another 9.3% of companies are planning to cut back on their marketing spending, which could be due to tighter budget constraints or a shift in their business strategies to focus on other areas.

We can conclude that the absolute majority of brands already using influencer marketing are seeing its profits and value the channel very highly – to the point where they decide to spend more and more on it.

# BUDGETING

And here is more about money: 24.2% of brands allocate over 40% of their overall marketing budget specifically to influencer marketing. A vivid demonstration of significant commitment to leveraging influencers as a key component of their marketing strategy. This indicates that for nearly a quarter of brands, influencer marketing is not just an addition but a central pillar of their marketing efforts.

## MARKETING BUDGET ALLOCATION TO INFLUENCER MARKETING IN 2024



The next category sees 11.5% of brands allocating between 30% and 40% of their budget to influencer marketing. This group likely recognizes the effectiveness of influencer campaigns and is looking to maintain or slightly increase their investment to capitalize on this trend.

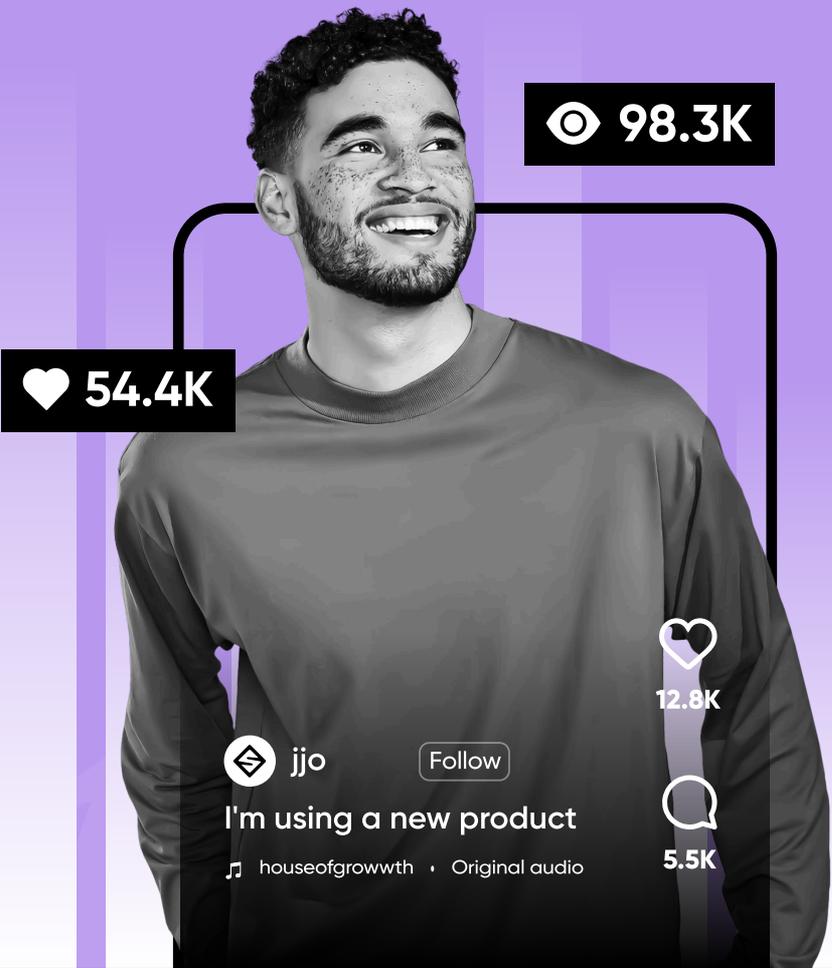
# BUDGETING

15.8% of brands are setting aside 20% to 30% of their budget for influencer marketing, suggesting a balanced approach where influencer marketing forms a significant, but not dominating, part of the marketing mix.

22.4% of brands plan to dedicate 10% to 20% of their budget to influencer marketing. This reflects a cautious yet optimistic investment, indicating that these brands see the value in influencer marketing but also want to allocate resources to other marketing channels.

26.1% of brands intend to spend less than 10% of their marketing budget on influencer marketing. While these brands are engaging with influencer marketing, they are doing so more conservatively, possibly using it to complement other more traditional or digital marketing strategies. Also, the ones that are only testing waters for the first time can also be in this category.

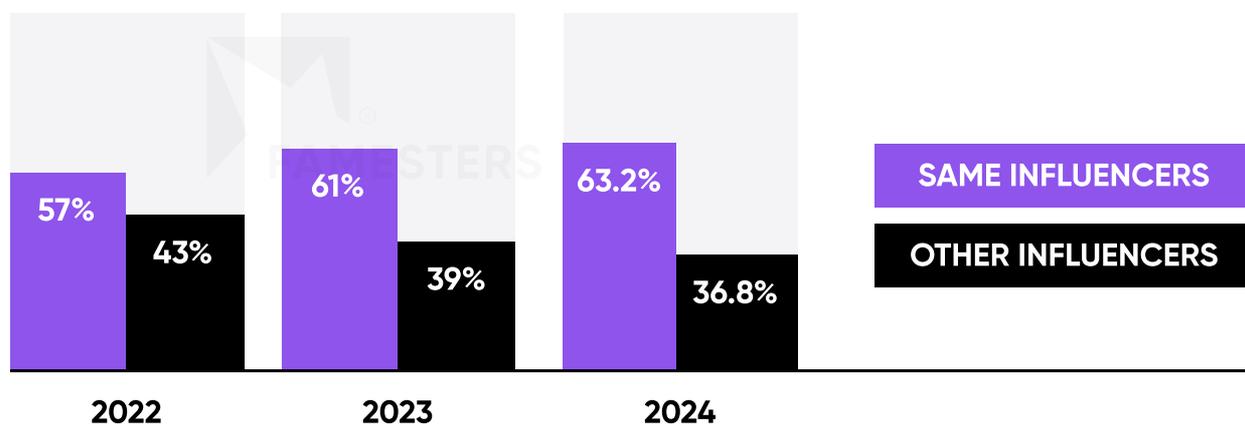
We can see that a significant number of brands are heavily investing in influencer marketing, reflecting its growing importance and perceived effectiveness in reaching target audiences effectively.



# BRANDS WORKING WITH INFLUENCERS

The trend of one-off versus repetitive influencer partnerships from 2022 to 2024 is progressing: more and more brands prefer to work with the same influencers they know (and who perform well) over finding new ones.

## ONE-OFF VS "REPETITIVE" INFLUENCER PARTNERSHIPS



We can see a growing preference for maintaining ongoing relationships with the same influencers. In 2022, 57% of brands chose this approach, and this preference increased to 61% in 2023, and further to 63.2% in 2024. This indicates a strong move towards building

lasting relationships due to the perceived benefits such as more authentic engagement, better ROI, and a deeper understanding between the brand and the influencer.

Conversely, the preference for engaging with different influencers for each campaign has seen a decline. In 2022, 43% of brands preferred this method, which decreased to 39% in 2023 and further to 36.8% in 2024. This shift shows that while there is still a significant market segment that values diversity and fresh perspectives from new influencer collaborations, more brands are recognizing the value of continuity and the cumulative impact of repetitive partnerships.

This pattern highlights a strategic shift in influencer marketing, where brands are increasingly favoring long-term collaborations over one-off projects. This approach helps in nurturing stronger ties and creating more cohesive and impactful marketing campaigns as brands leverage the established trust and rapport that influencers have with their followers.

# BRANDS WORKING WITH INFLUENCERS

## FOR REFERENCE

Nano-influencers have 1,000-10,000 followers on at least one social network

Micro-influencers - 10,000-100,000 followers

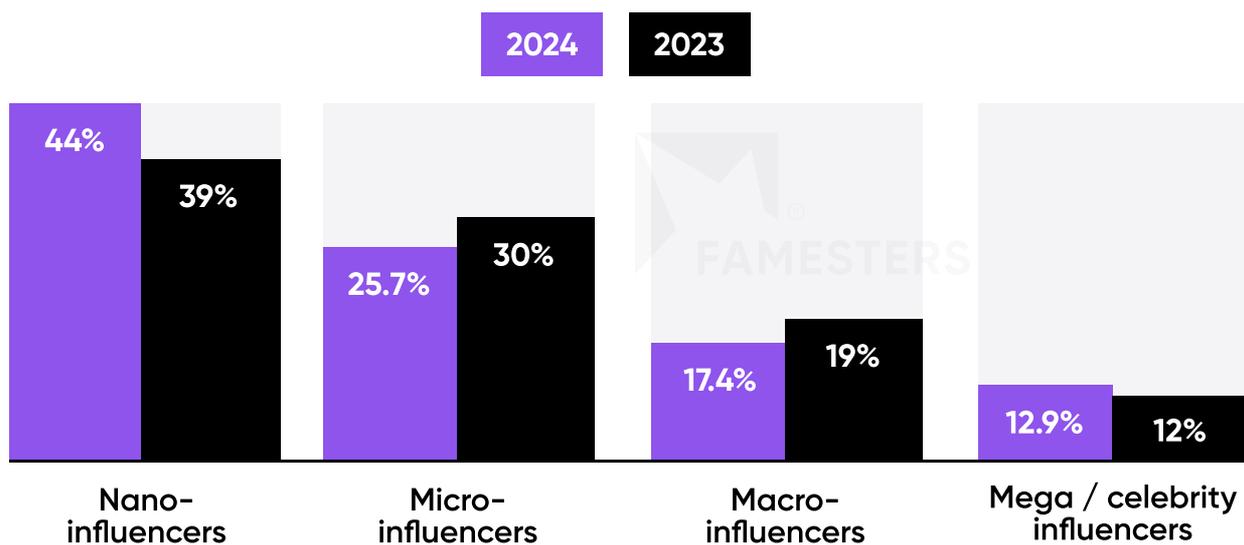
Macro-influencers - 100,000-1,000,000 followers

Mega-influencers - over 1,000,000 followers

The preference for smaller influencers is strong as ever. The industry experts are already used to believing businesses choose micro-influencers for their campaigns, but there is even more than that: now, nano-influencers lead the way, **44% of brands prefer to collaborate with them.**

## INFLUENCER PREFERENCES

What types of influencer will your brand mostly utilise in 2024?



So, 44% of brands want to work with nano-influencers, and it is up from 39% in 2023. Nano-influencers have smaller, highly engaged audiences and are valued for their authentic connections.

Micro-influencers are also popular, not going anywhere soon, with their numbers slightly decreasing from 30% in 2023 to 25.7% in 2024. Micro-influencers have a larger following than nano-influencers but still maintain strong, personal interactions with their audience.

Preference for macro-influencers, who have a broad reach, has also decreased slightly from 17.4% in 2023 to 19% in 2024. They are typically used to get a message out to a large number of people quickly.

# BRANDS WORKING WITH INFLUENCERS

Surprisingly, the interest in working with mega or celebrity influencers has slightly increased, from 12% in 2023 to 12.9% in 2024. Probably, some brands regain some of their belief in celebrity endorsements as personalities like Taylor Swift and LeBron James still get a lot of attention on social media and are trusted. For example, as they both endorsed Kamala Harris before the 2024 U.S. presidential elections, many of their followers decided on voting for Democrats, too, while after that Donald Trump himself stated that he hated Taylor Swift.

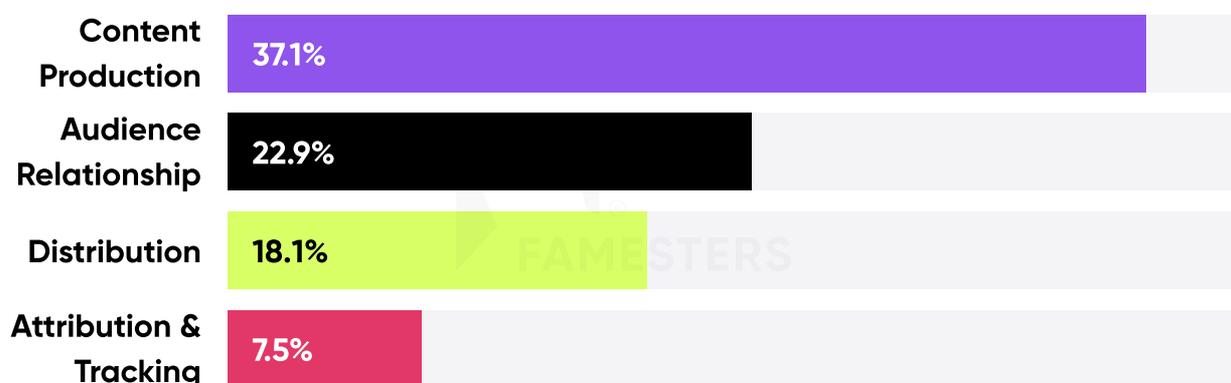


The statistics show that the shift towards influencers who can engage deeply with their followers is only getting stronger, as more brands recognize the value of genuine and authentic interactions.

# BRANDS WORKING WITH INFLUENCERS

When brands select influencers to partner with, multiple factors have to be considered. In 2024, businesses are prioritizing the creative output and relationship-building aspects of influencer partnerships, with a relatively lesser focus on the technicalities of campaign tracking. This points to a strategy that values substance and connection in influencer marketing endeavors.

## IMPORTANCE OF FACTORS WHEN PARTNERING WITH INFLUENCERS IN 2024



The most valued factor, with 37.1% of the emphasis, is **content production**. This indicates that the ability of influencers to create high-quality, engaging content is considered vital by the majority of brands. It reflects a focus on the quality and appeal of the content that influencers produce as a primary driver of successful partnerships. Also, high-quality influencer-generated content can be easily reused on other marketing channels.

The second most important factor, accounting for 22.9%, is the **relationship influencers have with their audience**. This underscores the importance of authenticity and trust between influencers and their followers, suggesting that brands value influencers who can genuinely connect and engage with their audience.

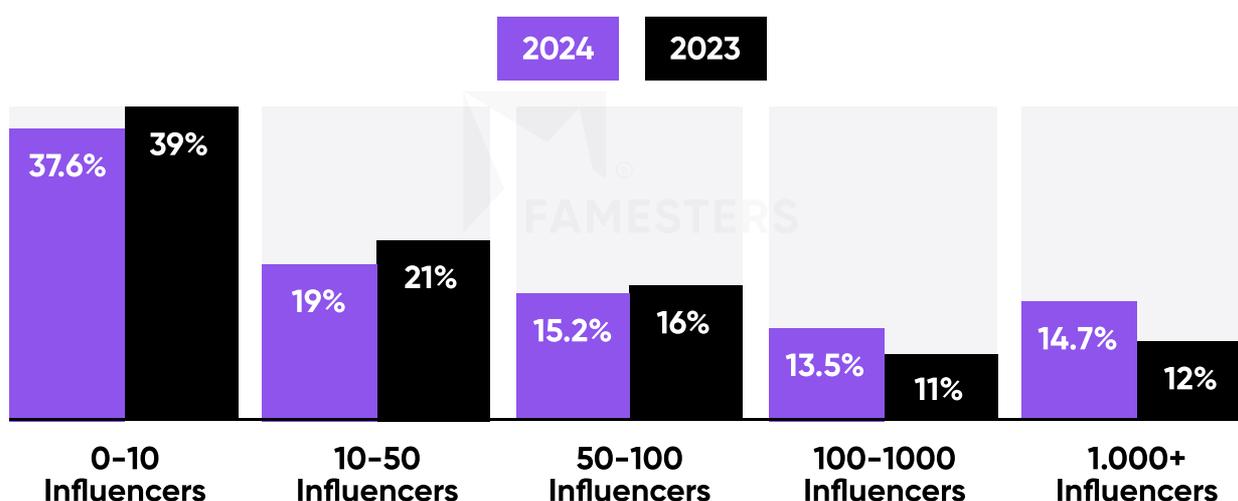
With 18.1% importance, **distribution** highlights the need for content to reach as wide and relevant an audience as possible. This factor focuses on the extent and effectiveness of content dissemination across various platforms.

The least prioritized factor, at 7.5%, is **attribution and tracking**. While still significant, it suggests that while brands are concerned with measuring the impact of influencer campaigns, they may place greater emphasis on the content and relational aspects of influencer marketing.

# BRANDS WORKING WITH INFLUENCERS

In 2024, brands decide on working with more and more influencers. **62.4% partner with more than 10 influencers**, compared to 60% in 2023. While the shift can be small, it clearly shows consistent movement. Here is a clear trend: **brands are increasingly leveraging larger numbers of influencers**. This strategy shift aims to enhance reach, diversify marketing impacts, and tap into broader audience segments, moving away from very small-scale engagements to embrace more expansive influencer collaborations.

## HOW MANY INFLUENCERS DO BRANDS WORK WITH



There is a decrease in brands working with between **0 and 10 influencers**, from 39% in 2023 to 37.6% in 2024. This shift suggests that more brands are expanding their influencer networks beyond the most minimal levels.

In 2023, 21% of brands worked with **10 to 50 influencers**, which decreased to 19% in 2024, also indicating a shift towards significantly larger influencer pools.

The **"50 to 100" influencers** group saw an increase from 16% in 2023 to 15.2% in 2024, showing that a growing number of brands are comfortable managing a moderate-sized network of influencers.

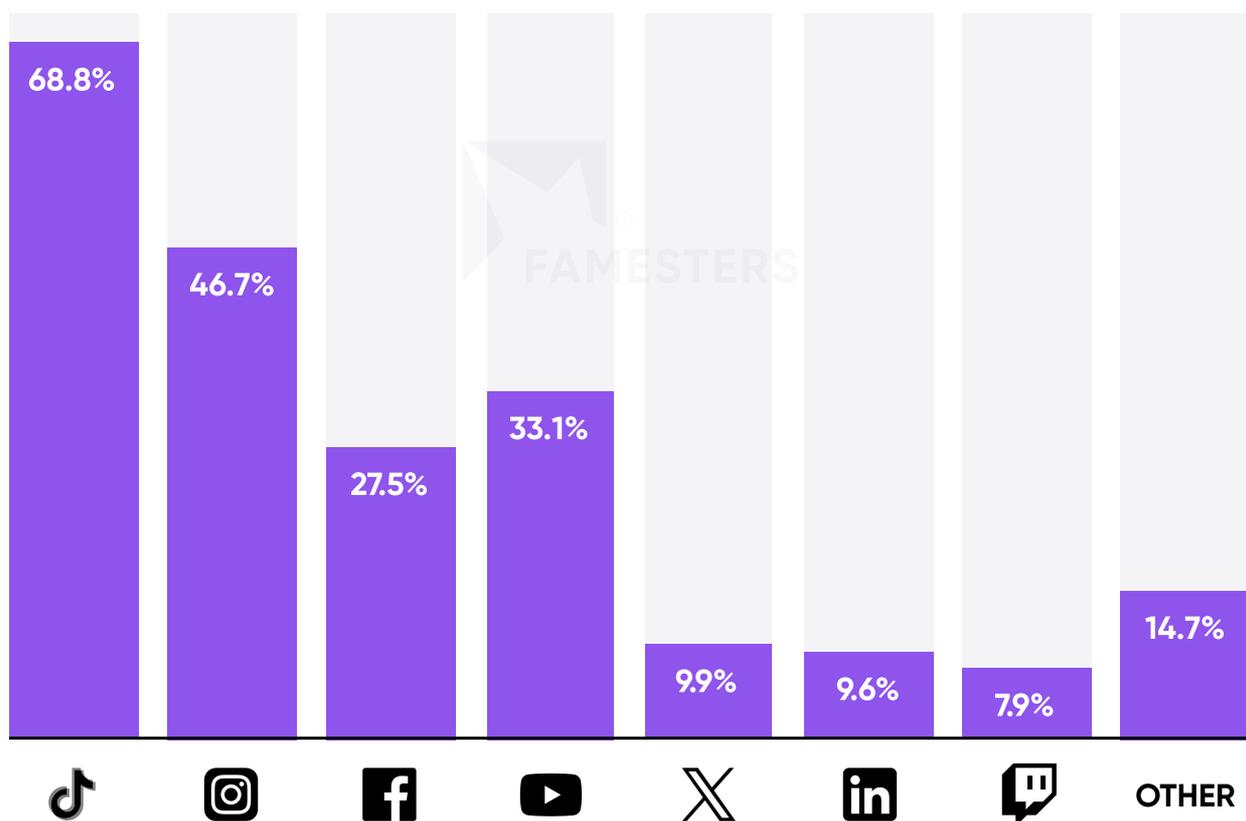
More brands are moving towards larger networks of **100-1000 influencers**, with an increase from 11% in 2023 to 13.5% in 2024. This trend shows an effort to widen reach and impact through a more extensive array of influencer partnerships.

There was also an increase in brands working with over **1,000 influencers**, from 12% in 2023 to 14.7% in 2024, highlighting a significant move towards mass-scale influencer campaigns for potentially maximum market penetration.

# BRANDS WORKING WITH INFLUENCERS

So, where are all those influencers engaged in marketing campaigns? Mostly, on **TikTok: 68.8% of brands choose this platform**, underscoring its vast reach and engagement power, particularly with younger demographics.

## THE MOST COMMON CHANNEL USED BY INFLUENCER MARKETING BRANDS



Following closely, **46.7% of brands engage with audiences on Instagram**. Known for its visual appeal and broad user base, Instagram remains a critical component of many influencer strategies.

Although less dominant than TikTok and Instagram, **Facebook** still plays a significant role, with 27.5% of influencer campaigns taking place here. Its older demographic and vast user base make it a valuable channel for targeted marketing efforts.

## BRANDS WORKING WITH INFLUENCERS

With 33.1% of brands using YouTube, this platform's capacity for longer content and higher engagement rates through video format makes it a favorite for detailed, impactful influencer campaigns.

Although less utilized for influencer marketing, 9.9% of campaigns still occur on X (formerly Twitter), highlighting its use for more direct and timely engagement with audiences. X's usage for influencer marketing has significantly decreased from 14.4% in 2023, and even more from 23% in 2022. Probably, advertisers are not very fond of what is going on on the platform after Elon Musk bought it.

Not typically known for influencer marketing, LinkedIn however sees a share of the activity at 9.6%, focusing on professional and business-related content.

Twitch has a niche but notable presence in influencer marketing with 7.9%, particularly favored for live streaming and engaging directly with the gaming community.

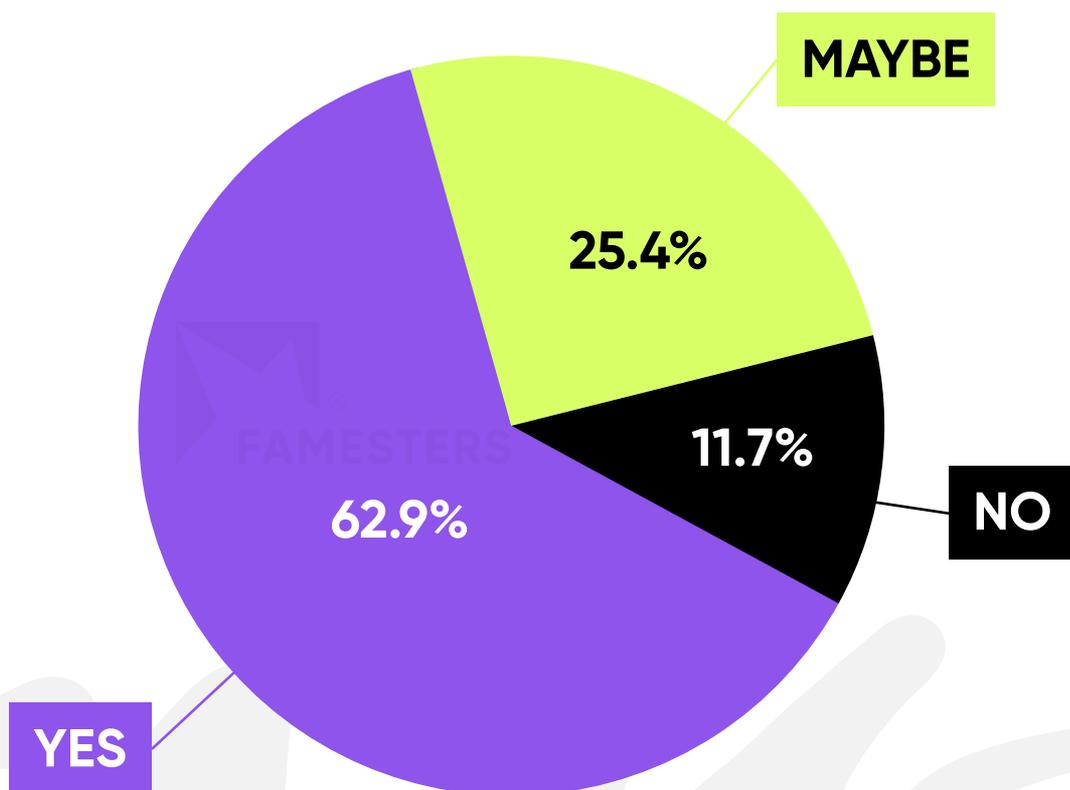
Lastly, 14.7% of influencer marketing campaigns utilize other platforms, which includes newer, less conventional, and specific local channels, which shows that diversity is still valuable.



# AI IN INFLUENCER MARKETING

Influencer marketing is increasingly intertwined with AI: **48.7% of professionals in the industry now regularly use AI technology in their campaigns.** The trend toward adopting AI is growing, with **62.9%** of influencer marketing specialists planning to incorporate AI technologies into their strategies, or at least exploring the possibility. Meanwhile, a small fraction, **11.7%**, have decided against using AI in their operations.

## ARE YOU PLANNING TO USE ARTIFICIAL INTELLIGENCE OR MACHINE LEARNING TO IDENTIFY INFLUENCERS OR CREATE CAMPAIGNS?



# AI IN INFLUENCER MARKETING

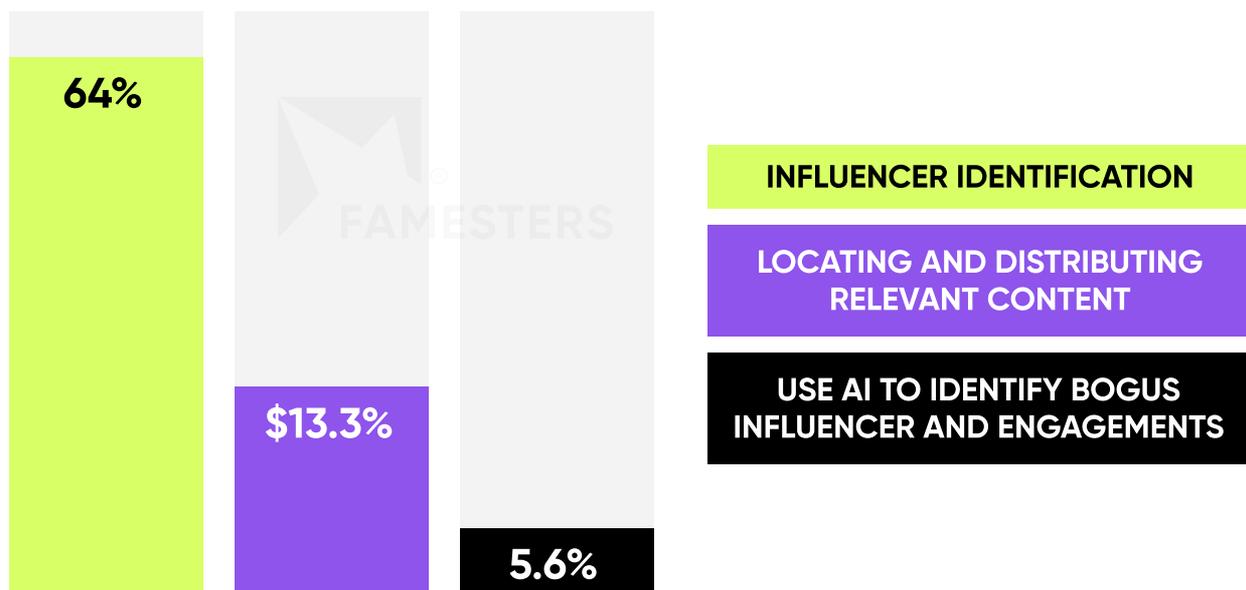
Also, 60.1% of influencer marketing professionals say their outcomes have significantly or at least somewhat improved after they started using AI.

This reflects a significant shift towards more technologically advanced methods in influencer marketing, highlighting both the acceptance and reservations within the industry.

AI software in influencer marketing is mostly used for **influencer identification (64%)**, **locating and distributing relevant content (13.3%)**, and **identifying bogus influencers and engagements (5.6%)**.

For more data and insights into AI's role and usage in influencer marketing, see our detailed "AI + influencer marketing report". [Download it for free.](#)

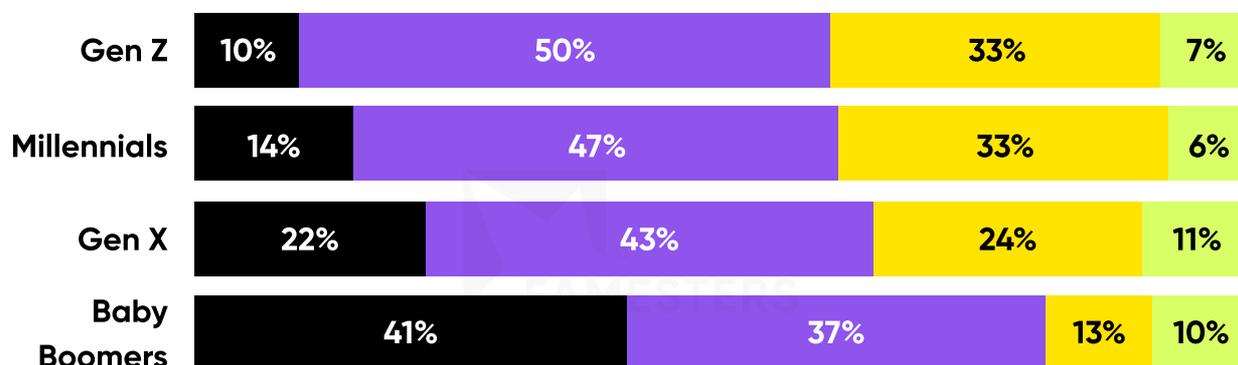
## THE MAIN PURPOSE OF AI / ML



# CONSUMER BEHAVIOUR

First of all, is influencer marketing actually that impactful? The numbers speak for themselves. 83% of Gen Z, 80% of Millennials, 67% of Gen X, and 50% of Baby Boomers trust influencers recommendations.

## TRUST LEVEL IN PRODUCTS AND BRAND RECOMMENDATIONS BY INFLUENCERS



DO NOT TRUST AT ALL

TRUST A LITTLE

TRUST A LOT / COMPLETELY

I DON'T KNOW / NO OPINION

**Gen Z:** This group shows the highest level of trust, with 50% stating they trust influencer recommendations a lot or completely, complemented by 33% who trust a little. Only 10% do not trust at all, reflecting a strong inclination towards valuing influencer endorsements.

**Millennials:** Close to Gen Z in their trust levels, 47% of Millennials trust influencer recommendations a lot or completely, and another 33% trust a little. Skepticism is slightly higher here, with 14% not trusting at all. This shows that Millennials, while influenced by influencers, are slightly more cautious compared to Gen Z.

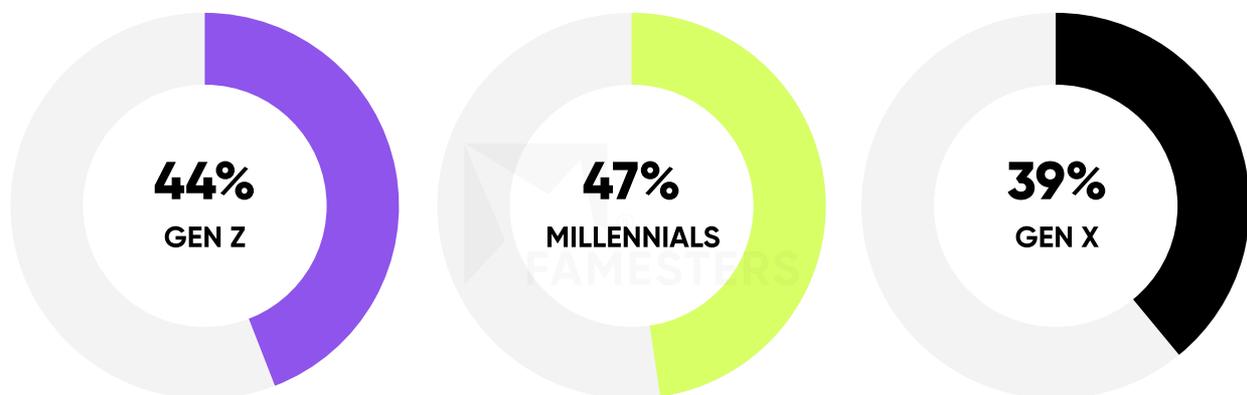
**Gen X:** Trust declines with age, as 43% of Gen Xers trust recommendations a lot or completely, and 24% trust a little. The distrust increases to 22%, indicating more skepticism towards influencer endorsements compared to younger generations.

**Baby Boomers:** The most skeptical group, 37% trust influencer recommendations a lot or completely, and 13% trust a little. Notably, 41% do not trust at all. This highlights significant distrust among Baby Boomers towards influencer recommendations, reflecting generational differences in media consumption and trust. Although Baby Boomers are not trusting influencers as much as their grandchildren, they are still listening, with half of them trusting influencer endorsements nevertheless.

# CONSUMER BEHAVIOUR

Also, there is a trend of **using social media platforms instead of traditional search engines** like Google. Here are statistics that highlight the pervasive role of influencers in shaping purchasing behaviors across different age groups.

## PERCENTAGE OF SOCIAL MEDIA USERS THAT FOLLOW INFLUENCERS TO DISCOVER NEW PRODUCTS



Leading the chart, **47% of Millennial social media users follow influencers for product discovery**. This indicates that Millennials are highly influenced by social media when it comes to finding new products, likely due to their familiarity and engagement with digital platforms.

Representing the younger demographic, **44% of Gen Z users on social media follow influencers to learn about new products**. This high percentage reflects the significant impact influencers have on younger audiences who often look to social media for trends and purchasing decisions.

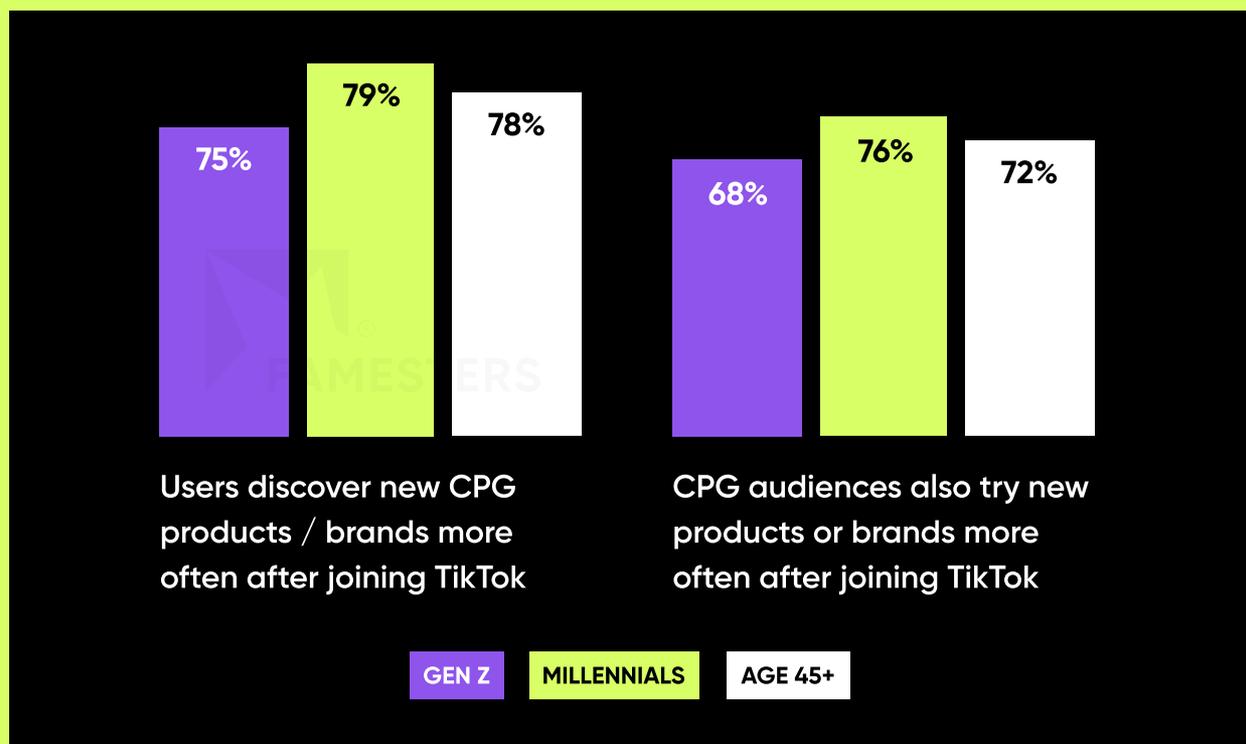
While slightly less engaged than the younger demographics, **39% of Gen X users still follow influencers to discover new products**. This substantial figure underscores the broad appeal of influencer marketing across age groups, showing that even older generations are turning to social media for purchasing insights.

# CONSUMER BEHAVIOUR

The numbers are even higher when we look at TikTok in particular and take the Consumer Packaged Goods vertical as an example.

75% of Gen Z users, 79% of Millennials, and 78% of users over 45 report discovering new CPG products more often after joining TikTok, indicating a significant impact of the platform on their purchasing behavior.

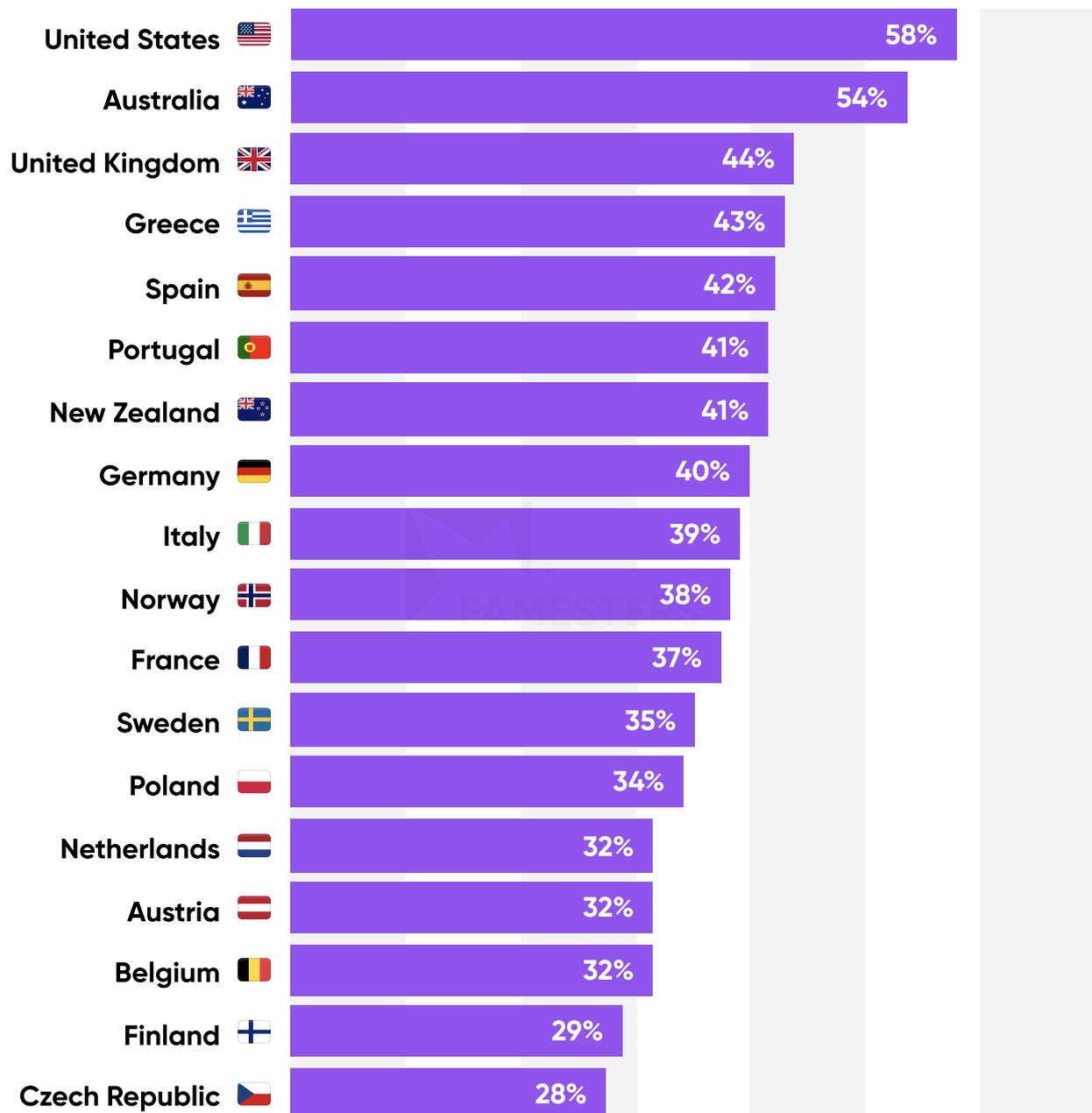
Also, 68% of Gen Z users, 76% of Millennials, and 72% of users over 45 not only discover but also try new CPG products more often after exploring TikTok, underscoring the platform's effectiveness in converting discovery into actual consumer behavior.



# CONSUMER BEHAVIOUR

It is a global trend where a large number of consumers are influenced by social media to make purchasing decisions. In most of the countries, consumers tend to buy something after discovering it on social media. In the U.S. and Australia, over a half of them (58% and 54%) have done so.

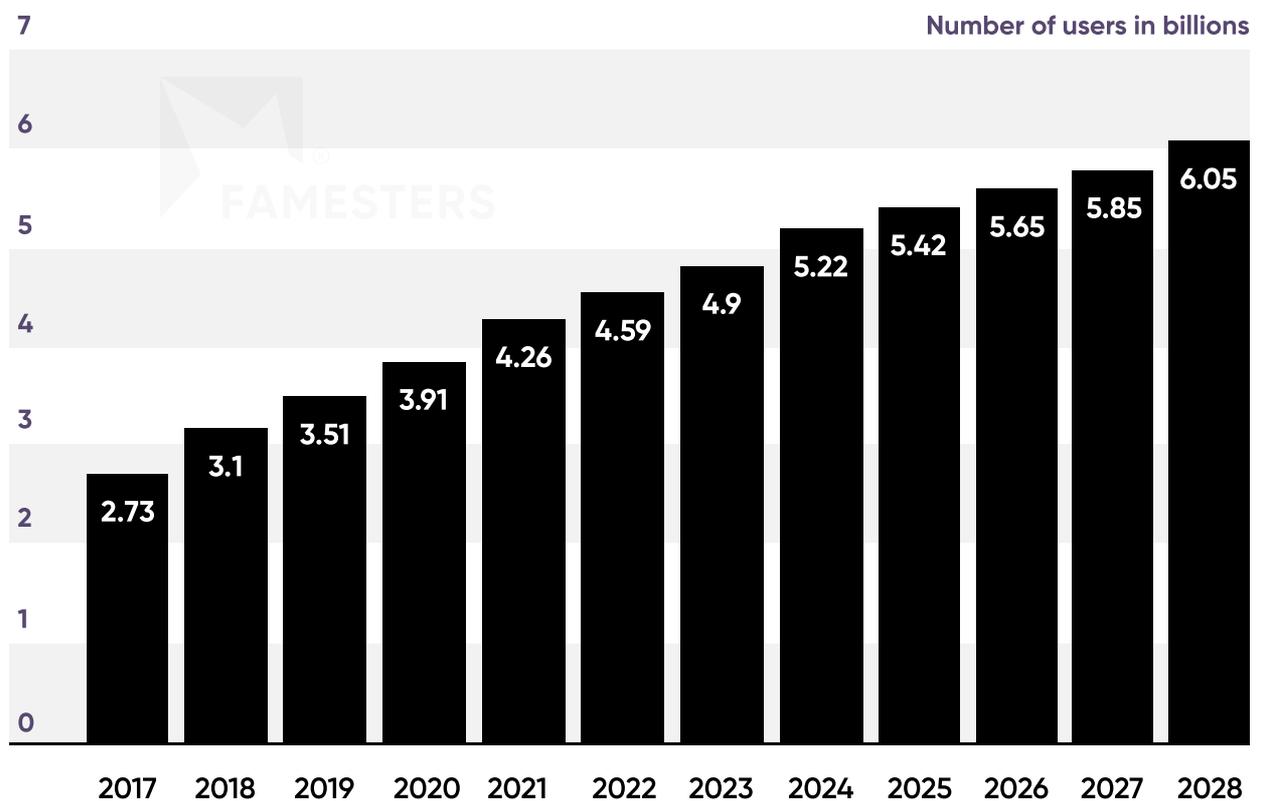
## SHARE OF SHOPPERS THAT PURCHASED A PRODUCT AFTER SEEING IT ON SOCIAL MEDIA



# SOCIAL MEDIA PLATFORMS

In 2023, 61% of the world's population were social media users. In 2024, already 63.8% of people on Earth, or 5.22 billion, use at least one social media network. For comparison:

5.52 billion people use the internet, which is 67.5% of all humans. This means that almost all internet users are also social media users. Also, average time spent on social media daily now reaches 2 hours 19 minutes. With all this, social media platforms simply can't be ignored when it comes to reaching audiences, attracting their attention, and winning their hearts and wallets.



# SOCIAL MEDIA PLATFORMS

Now, let's see where your customers may be. Here are the top 10 most popular social media platforms worldwide. Although note that the largest numbers may not mean that the most of your audience is exactly there. Each platform has its own peculiarities and is loved by different types of people: their age, gender, interests, hobbies, cultural and other crucial characteristics differ. So, first of all you need to know your target audience very well, and then see what social media platform fits them the most.

## TOP 10 MOST POPULAR SOCIAL MEDIA PLATFORMS

	Social media platform	Monthly active users	Monthly organic traffic
1	Facebook	3.06 billion	13,100,000,000
2	YouTube	2.70 billion	73,100,000,000
3	WhatsApp	2.40 billion	3,900,000,000
4	Instagram	2.35 billion	6,700,000,000
5	TikTok	1.67 billion	2,700,000,000
6	WeChat	1.31 billion	6,100,000
7	Messenger	1.10 billion	253,700,000
8	Telegram	900 billion	615,100,000
9	Viber	820 billion	17,300,000
10	Snapchat	800 billion	189,300,000

**Facebook** has been retaining primacy on the list of the largest and most visited platforms for many years already. **In 2024, it is still number one with its 3.06 billion monthly active users.**

With **2.70 billion MAUs**, **YouTube** stands as a dominant force in video streaming, complemented by the highest monthly organic traffic of any platform at 73 billion. This underscores its role as a major source of content consumption.

# SOCIAL MEDIA PLATFORMS

WhatsApp records 2.40 billion MAUs, reflecting its critical role in communication across various demographics. It attracts 3.9 billion visits monthly, highlighting its functional utility and widespread use.

Instagram boasts 2.35 billion MAUs and sees 6.7 billion visits monthly, signaling its strong influence in lifestyle, fashion, and entertainment sectors.

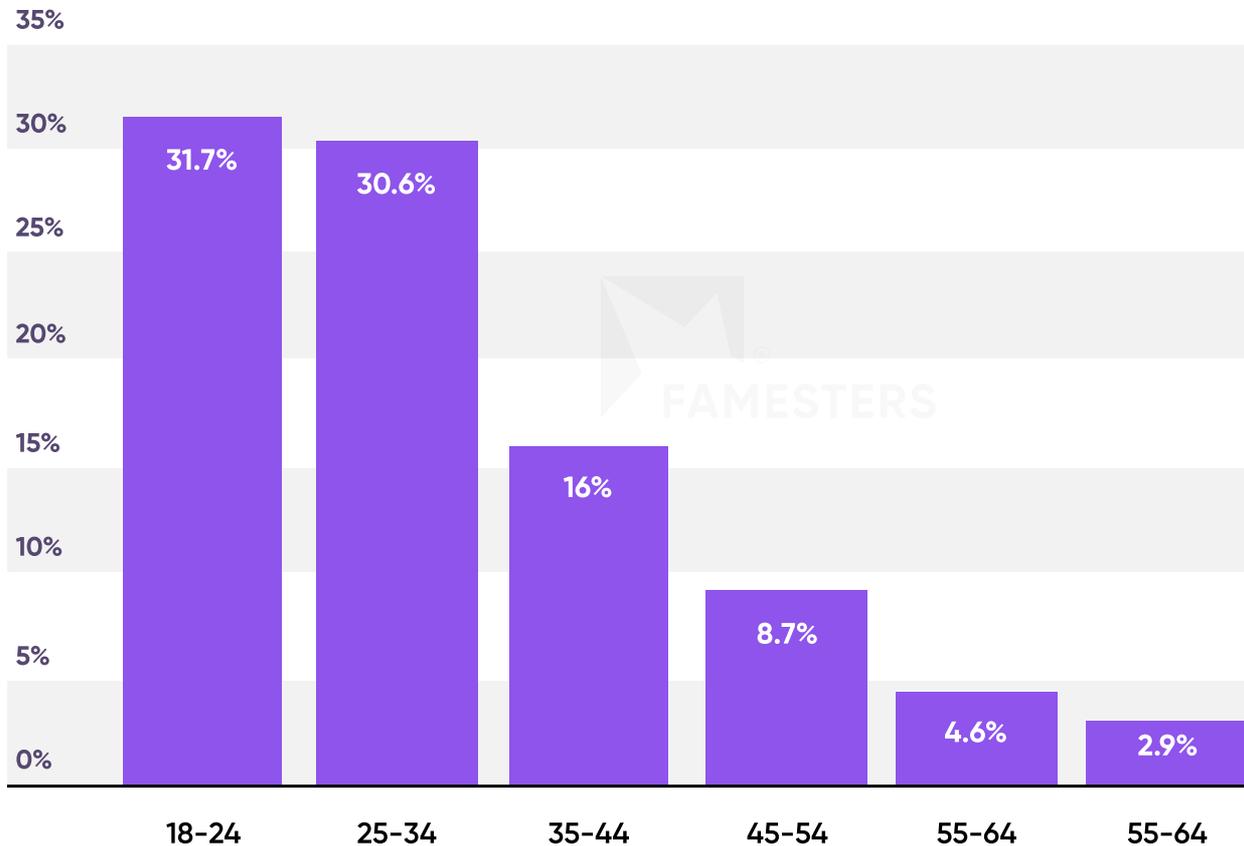
TikTok closes the top 5. Rapidly growing in popularity every year, TikTok has 1.67 billion MAUs and draws 2.7 billion visits monthly, indicating its rising status among younger audiences for short-form video content. Note that the Chinese audience is not considered here as they use a separate app – Douyin.



# INSTAGRAM USERS

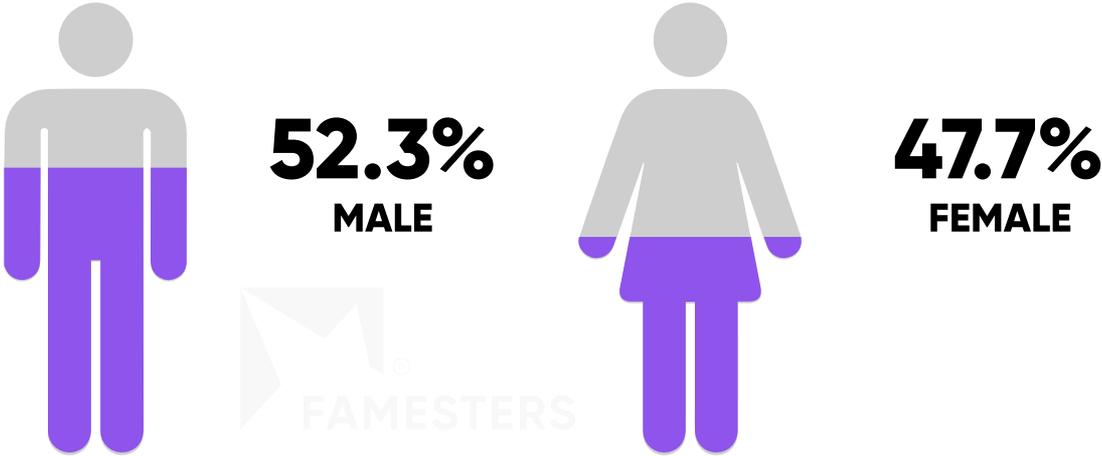
Instagram's audience is mostly young – 62.3% of the platform's users are younger than 34. The largest group is the youngest – those between 18 and 24 years. They are closely followed by 25-34 year olds holding 30.6%.

## INSTAGRAM USERS BY AGE GROUP



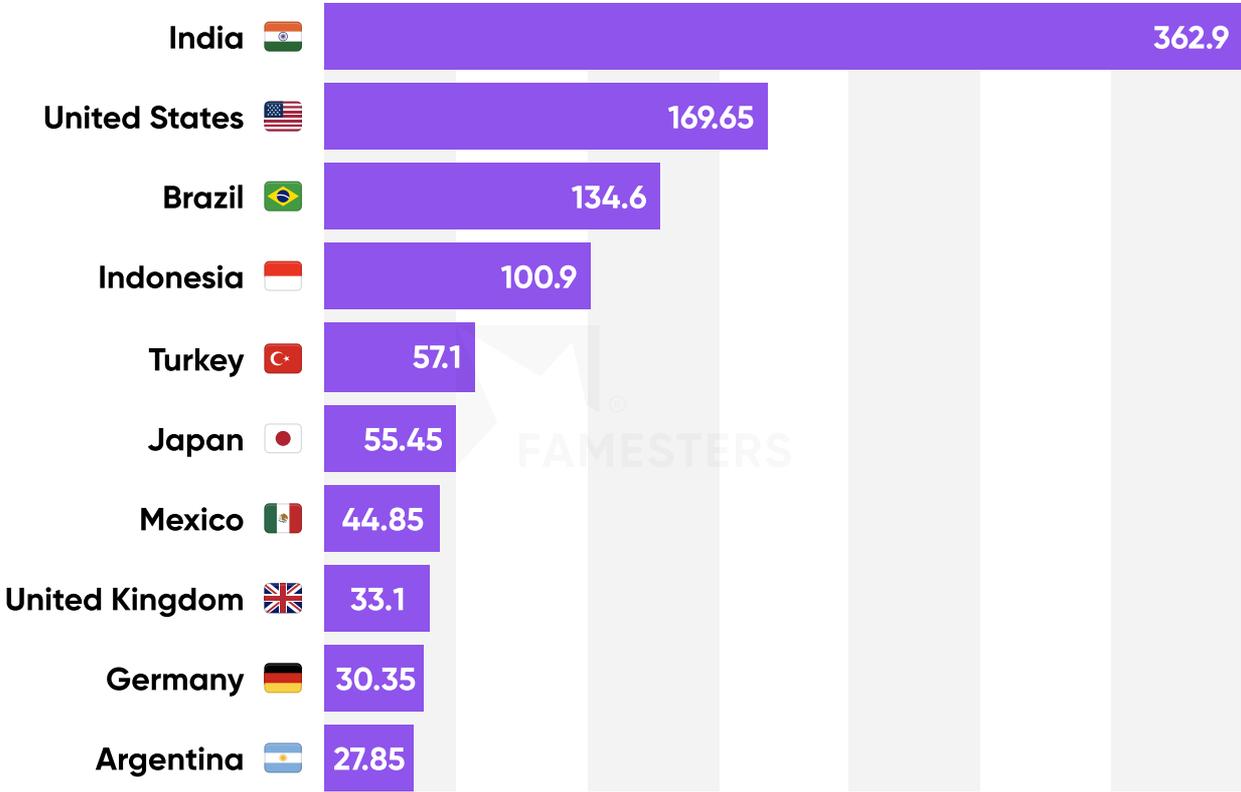
# INSTAGRAM USERS

## INSTAGRAM USERS BY GENDER



Can you guess **what country is the most Instagram-present?** If the U.S. is your answer, you are mistaken as America holds the second place with over 169 million users. And the gold goes to **India!** **362.9 million Instagrammers** are based there – quite impressive. The bronze is for Brazil which has 134.6 million Instagram users.

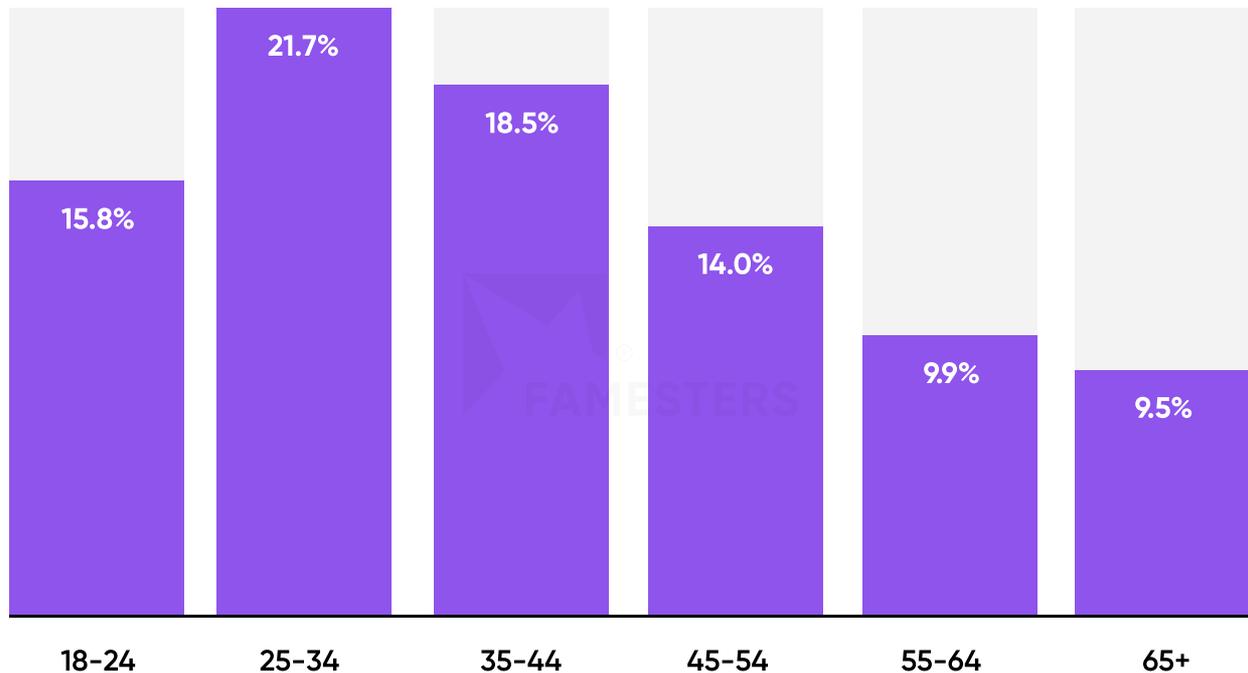
## TOP 10 COUNTRIES BY INSTAGRAM AUDIENCE SIZE



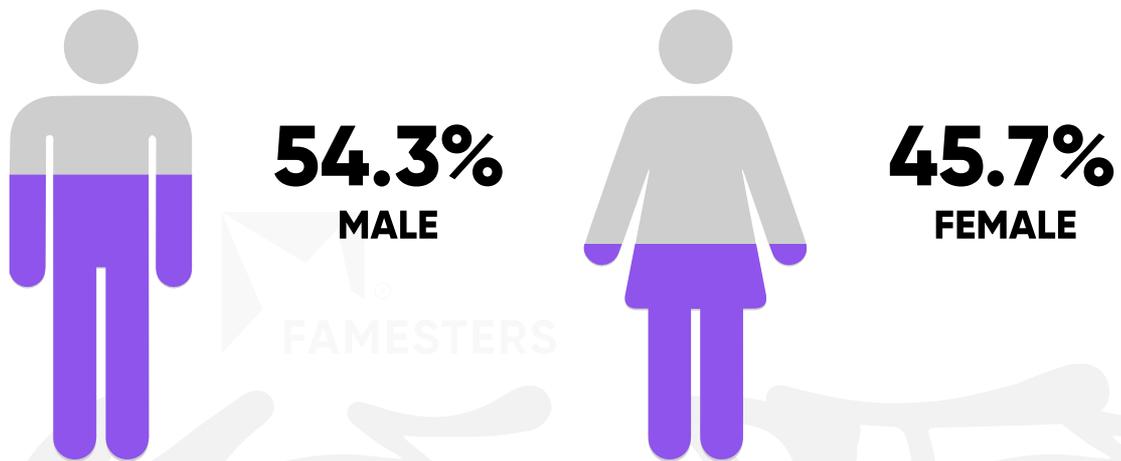
# YOUTUBE USERS

122 million people are watching something on YouTube daily. Most of them are young, but not as young as Instagram's major audience. [On YouTube, the majority of the viewers fall between 25 and 44 – 40.2%](#). Breaking down further, the largest group of users is between 25 and 24, followed by those between 34 and 44. The youngest, between 18 and 24, are only on the third place with 15.8%, and older folks between 45 and 54 follow them closely with 14%

## YOUTUBE USERS BY AGE GROUP



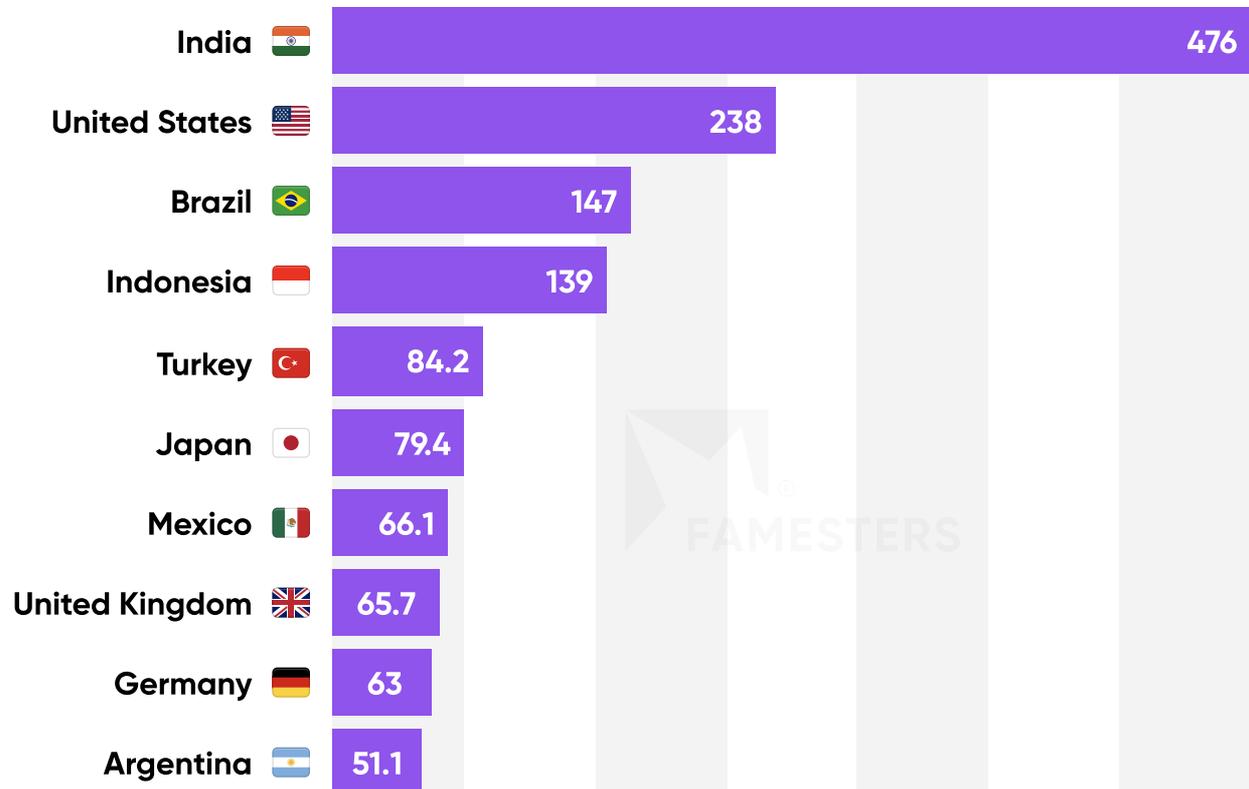
## YOUTUBE USERS BY GENDER



# YOUTUBE USERS

And once again India holds the first place in terms of the largest audience here: **476 million India-based people are YouTube users**. Then, there are 238 million users in the U.S., and Brazil closes the top 3 with 147 million.

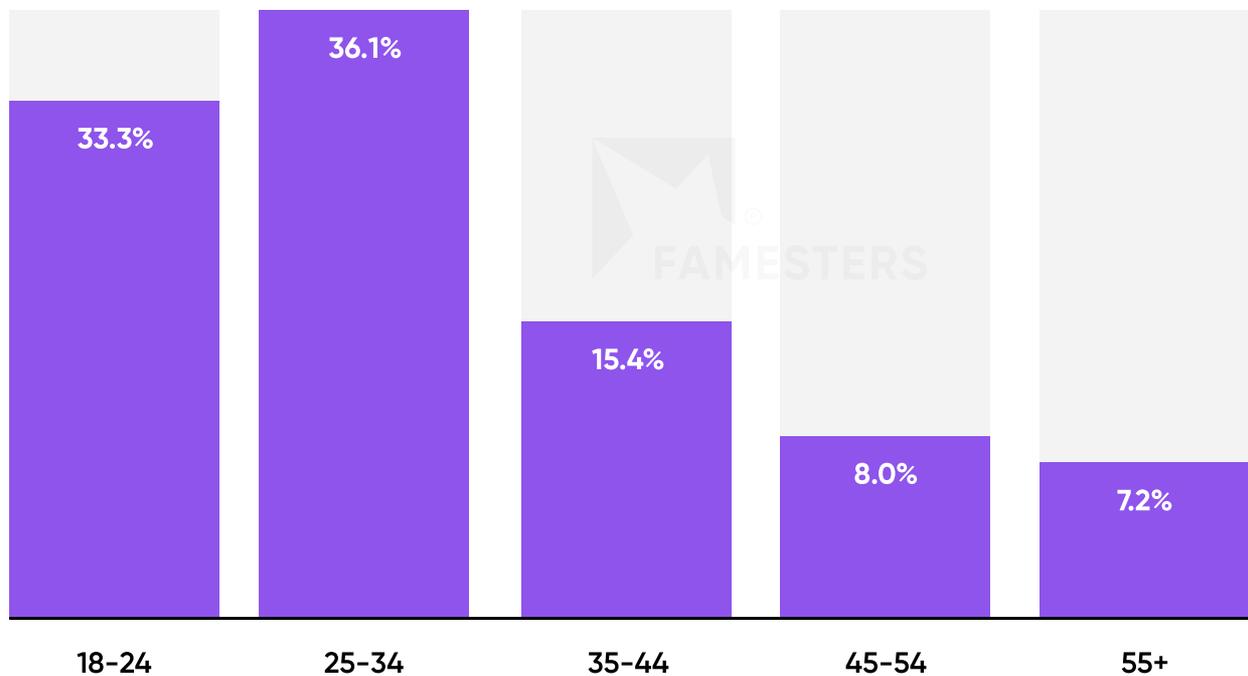
## TOP 10 COUNTRIES BY YOUTUBE AUDIENCE SIZE



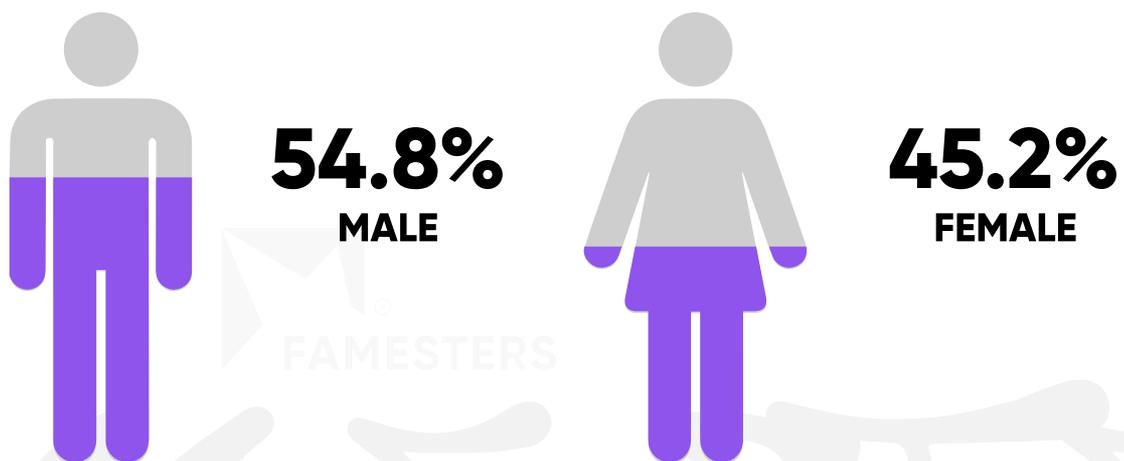
# TIKTOK USERS

And here is yet another platform with the audience that is mostly under 34. **69.4%** of TikTok users fall between 18 and 34, with those between 25 and 34 taking up the largest share – 36.1% of the overall TikTok audience. Youngsters between 18 and 24 follow closely with their 33.3%.

## TIKTOK USERS BY AGE GROUP



## TIKTOK USERS BY GENDER

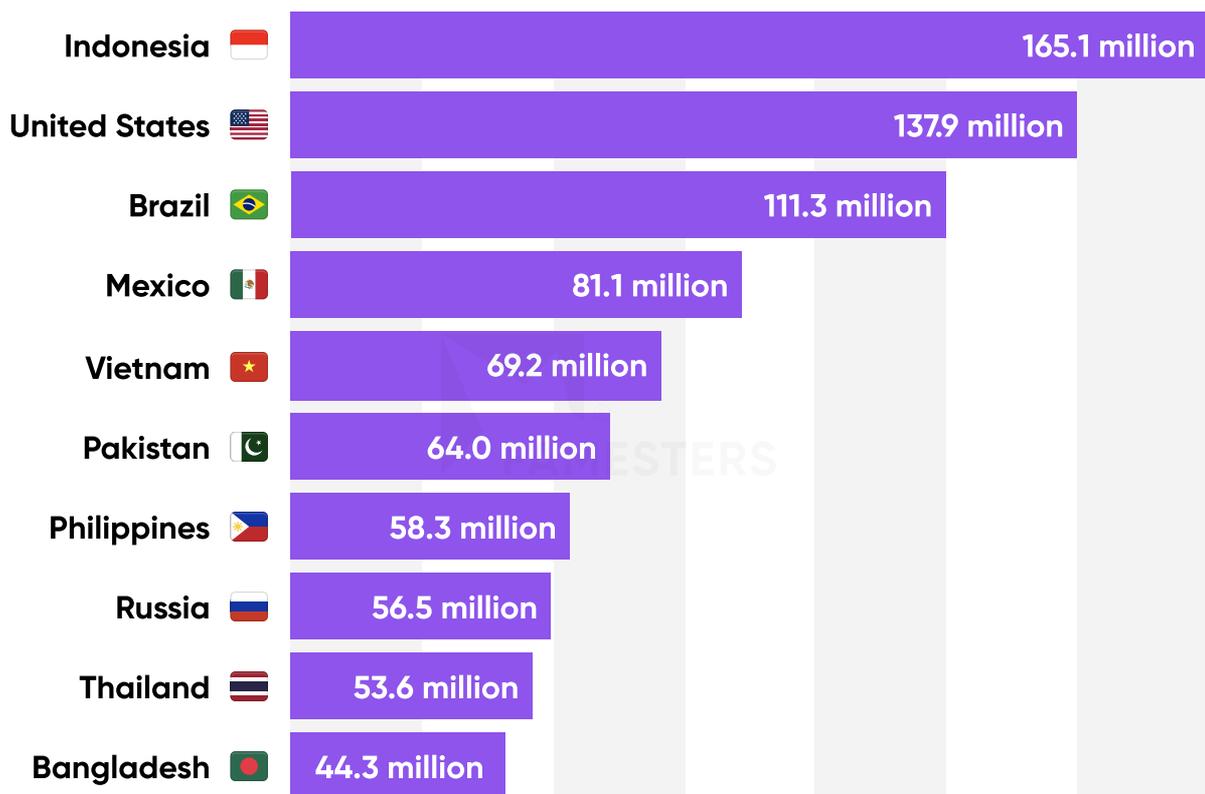


# TIKTOK USERS

You may have anticipated that India would have been the country with the most TikTok users, just as it leads other listings. But TikTok has simply been banned in India since 2020. So, **Indonesia is the country with the largest TikTok audience – 165.1 million**. The U.S. gets yet another silver medal with 137.9 million users, and Brasil is once again the third with 111.3 million TikTok users, no surprises here.

Note that despite China not being on the list, it has Douyin – the twin of TikTok created specifically for the country – and the app has 748 million monthly active users.

## TOP 10 COUNTRIES BY TIKTOK AUDIENCE SIZE



# EXPERT PREDICTIONS AND FUTURE TRENDS

## HERE'S WHAT THE INDUSTRY EXPERTS PREDICT FOR INFLUENCER MARKETING IN 2025. DOMINATING TRENDS INCLUDE:

- **Long-term partnerships replace one-off deals:** Ongoing influencer relationships will become the norm, driving deeper trust and consistent messaging with audiences.
  - **AI tools to enhance influencer selection and performance tracking:** Brands will use AI to identify ideal influencers, monitor campaigns, and optimize results for better ROI.
  - **Micro- and nano-influencers maintain their dominance:** Smaller influencers with highly engaged, loyal followings will remain a top choice due to their authentic connections with their audiences.
  - **Shifting shopping behaviors:** Gen Z and Millennials are increasingly using social media platforms instead of search engines to find products, changing how brands create and distribute content.
  - **Short-form video will continue to lead:** TikTok, Instagram Reels, and YouTube Shorts will remain the most engaging formats, with brands focusing on quick, snackable content.
  - **User-generated content becomes a marketing staple:** UGC will be increasingly leveraged as it provides more authentic, relatable content than traditional ads.
  - **Authenticity and transparency will be key to success:** Consumers demand honest, relatable endorsements, with influencers showing real results rather than relying on polished content.
  - **Shift from vanity metrics to performance-based KPIs:** Brands will focus on engagement, conversions, and sales, using data to measure influencer impact beyond follower count.
- New and niche platforms gain attention:** While TikTok, Instagram, and YouTube remain dominant, niche platforms and communities will provide new opportunities for influencers.

# EXPERT PREDICTIONS AND FUTURE TRENDS



**PAVEL BEINIA**

Founder and CEO of Famesters

[WEBSITE ↗](#)

“The influencer marketing industry in 2025 will see big changes that focus on smarter and more personal connections between brands and influencers. More companies will use tools like AI to find the right influencers, track how well campaigns are working, and improve results. This will make influencer marketing more focused on what really works, like reaching the right people, getting meaningful engagement, driving quality leads and sales.

Brands will keep choosing long-term partnerships with influencers instead of one-time deals. These ongoing relationships build trust with audiences and create consistent messaging. Smaller influencers, like nano- and micro-influencers, will stay popular because their followers feel connected to them and trust their recommendations. Also, their services are a lot more affordable even for small businesses and those who are just starting with their influencer marketing and willing to test things first.

How people shop is also changing. Younger generations like Gen Z and Millennials are using social media instead of search engines to find products. This means brands need to make sure their content fits the strengths of each platform. People also care more about values, so influencers who are open about supporting causes like sustainability or inclusivity will have an edge.

In 2025, the focus will be on honest, relatable content, building long-term connections, and choosing the right platforms to reach the right people. Brands that listen to what audiences want and work with influencers in a real, personal way will thrive.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**NADIA BUBENNIKOVA**

WEBSITE 7

Co-Founder and Chief Business Officer of Famesters

“User behavior in relation to current advertising formats among influencers is one of the factors that will influence the entire industry in 2025. Strong changes in conversion rates will inevitably lead to the emergence of new formats, funnels, and link strategies as brands and influencers strive to adapt to shifting audience preferences.

Another critical factor is the saturation of short video formats on platforms like TikTok, Reels, and YouTube Shorts. TikTok, in particular, stands out as a platform under scrutiny. Many marketers are already releasing podcasts and videos asking the question, “What awaits us in 2025?” They wonder whether TikTok will remain as popular for such a wide range of tasks, including everyday social interactions, consumer advertising, HR branding, internal branding, and audience warm-ups before transferring them to more monetizable platforms like Instagram or YouTube. The platform's versatility is being questioned as saturation looms and user engagement changes.

Legal issues will also play a pivotal role, particularly with updates to FTC regulations. Understanding what will fall under FTC rules and what already does is becoming increasingly important. A controversial example is Selena Gomez's engagement post featuring Taco Bell wrappers, which has sparked a dispute among marketers. Does this post count as advertising, and should her marketing team have labeled it under FTC disclosure rules? This case highlights the growing need for clear guidelines in influencer marketing to avoid regulatory conflicts and ensure transparency.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**MIREIA BORONAT**

Marketing Manager at The Social Shepherd

WEBSITE ↗

“During 2024 we’ve started to see brands investing more in community-led growth off the back of brands like Refy and their broadcast channel or their much-talked-about trip to Mallorca. Brands will nurture consumers through exclusive channels and events to foster tight-knit communities.

EGC (Employee-Generated Content) will also continue to rise and we’ll see more employees shining as authentic brand ambassadors (hello Curry’s & SheerLuxe), humanising brands and building trust.

I also expect to see more freedom on influencer briefs as long as the creator & influencer selection is well thought-through (ensuring they’re a good brand fit & trusting the influencer on content creation).

And let’s be honest, most consumers are fed up with aspirational influencers who are very out-of-touch with reality and to whom they can’t relate to. Therefore, trust, authenticity and transparency will be key in 2025 (from both the brand & influencers they work with).

Also, as a marketer, I must say that going multichannel is the best strategy to make the collaboration/partnership authentic and reach audiences from all angles. This means not only working with one influencer on one platform but collaborating on a wider marketing strategy (several platforms, OOH, print, web, etc.).

However, looking at the current state of platforms, I think TikTok will be the most profitable platform as it’s much more relatable and ‘real’ than Instagram, LinkedIn, and similar, and it also has the potential of going viral and having a higher reach than other platforms.”

## EXPERT PREDICTIONS AND FUTURE TRENDS



**AMIE KITAINIK**

Account Manager at Digital Glue

[WEBSITE ↗](#)

“TikTok is the obvious answer to which social media platform will be the most profitable for brands, but we’re only just starting to see the impact of TikTok Shop and influencers. A lot of brands have been slow to join TikTok Shop, and TikTok in general, thinking that it is just a platform for Gen Z, but 2/3 of users are between 18 and 34.

TikTok Shop empowers the creator by giving them commission on the sales they make. As long as you match the right product to the right creator, you can maximise the ROI. TikTok also gives brands the options to put ad spend behind creator content to increase reach.

Of course there is the looming temporary ban on TikTok in the U.S., the effects of which remain to be seen. However, TikTok is going anywhere just yet.”



**STEVE DIMATTEO**

CEO at Cleveland Vintage Shirts

[WEBSITE ↗](#)

“Influencer marketing is going to undergo a seismic shift should a TikTok ban in the United States come to fruition. One of the foremost channels for influencers and influencer marketers is going away, and the advice I would give brands and marketers is embrace all other social channels in earnest, because it’s impossible to say what will stay, what will go, and what will ultimately rise to take TikTok’s place. The best - and safest - bet is that YouTube will be that choice, as the built-in legacy that YouTube has among creators gives it a sizable advantage. While you should devote time to all social media channels to cast as wide a net as possible, putting the majority of your effort in a channel that is as big and influential as YouTube will pay off.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**KURT UHLIR**

Chief Marketing Officer at ez Home Search

WEBSITE ↗

“Here’s the deal – 2025 is going to be all about trust. Big-name influencers will still pull in massive budgets and dominate headlines, but the real action is going to happen with micro-influencers. These aren’t just content machines with millions of followers; they’re real people with small, highly engaged communities who actually listen to them. It’s about relationships, not reach.

Brands that win in 2025 will stop trying to shove their message into someone’s feed. Instead, they’ll give micro-influencers the tools and freedom to tell their own stories with the product in the background. You’re not the hero in this equation – they are. That authenticity connects on a deeper level than any over-polished campaign ever will.

Platforms like TikTok and niche Instagram communities will be where this plays out. Micro-influencers own these spaces. Their followers see them as friends, not advertisers, and that’s what drives real conversions. Want to crush it in 2025? Let these creators talk about your brand their way, and watch how trust leads to massive ROI. It’s not about going wide; it’s about going deep.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**MARINA ANDERSON**

**WEBSITE 7**

CMO & Co-founder of the dating app RAW

"I think carousels using the storytelling approach are really going to take off. We're already seeing how this format is getting tons of views on TikTok, and it's made its way to Instagram too. When an influencer naturally incorporates a brand into their storytelling, it helps communicate the brand's message more effectively. It's like having a friend explain a product to you in a way that just makes sense.

Speaking of content trends, I should also mention UGC creators and this shift from UGC to EGC, employee-generated content. What's happening is that instead of brands just working with regular influencers and bloggers, they're turning their own employees into content creators. So you have actual company employees making vlogs and sharing behind-the-scenes content. It feels more authentic because these people actually work with the product every day.

Looking ahead to 2025, we're going to see a big change in how video content works. Long and short-form videos are maintaining an equal balance, which is great news for brands as it'll help them pick the right content creators for their specific goals.

Instead of just pushing products, brands will focus on creating long-term relationships with their audience. All hail the long game – building brand recognition and getting people to genuinely love your brand rather than just trying to make a quick buck. What's great about this shift is that it's making marketing more authentic and less 'salesy.' When you build these real connections with your audience, the loyalty just naturally follows.

## EXPERT PREDICTIONS AND FUTURE TRENDS



**MARINA ANDERSON**

CMO & Co-founder of the dating app RAW

WEBSITE ↗

Right now I see vlog-style content turning into 'quiet vlogs', where influencers just share their everyday life. Being flashy or super entertaining is not that important anymore – a lot of influencers are just showing their daily routines, what a typical day looks like, their morning rituals, that kind of stuff.

This is actually a huge change from what we used to see. We're moving away from those purely comedic or entertainment-focused posts to something more authentic and relatable. This is what I think really defines a true 'influencer' versus just being a 'blogger.' These are people whose followers are really interested in their daily lives, not just their content.

This format works so well for brands because when followers watch someone's daily life and routines, they develop this sense of trust and connection. It's like getting advice rather than watching a commercial. The influencer becomes more of a mentor than just someone pushing information or products.

When an influencer recommends a product within this more intimate, day-to-day context, it feels more real and natural. Their recommendations carry more weight because they come from someone viewers feel personally connected to, which naturally drives conversions."

# EXPERT PREDICTIONS AND FUTURE TRENDS



**ANNIE EVERILL**

Digital Marketing Executive at Imaginaire

WEBSITE ↗

“Although social media is still growing and influencer marketing is still an effective strategy, it's important for businesses and creators to grow along with their consumers. Social users are now well aware of ad campaigns and promotions, and naturally, are growing sceptical about whether or not these are reliable, or just a means for a sale.

As of 2025, I think influencer marketing will continue to grow, but in a more niche fashion. Businesses are already tapping into the idea of using micro-influencers to advertise their products, steering away from the obvious choices with a huge following. Social campaigns will become more specific, with certain influencers being used to promote certain things which link directly to their existing content. To put it simply, agencies and businesses will be going for quality over quantity, creating more niche content and connecting with consumers who are high in relevance.

My top piece of advice would be to do consumer research. Not all social campaigns work, especially if you are targeting a specific demographic. Although most businesses presume that younger audiences are social media savvy, we also have to remember that they are switched on in terms of organic and authentic content. Businesses need to do more thorough research into what their audience likes online, what they actually engage with and what methods of promotion are most likely to lead to a sale. This could be carried out through data and analytics, questionnaires and test campaigns.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**ALEXA ROSE CARLIN**

Founder & CEO of A.Rose Media

WEBSITE 71

“The line between influencer and entrepreneur will blur. Expect more creators launching their own brands or exclusive product lines. Performance will shift from vanity metrics to tangible results – creators will act as true business partners driving revenue and brand loyalty.

Influencer marketing will evolve into “community marketing.” Brands won’t just hire influencers for campaigns – they’ll integrate them as long-term collaborators who co-create products, experiences, and even content strategies (something I’ve been trying to stress for years as it goes back to the age old advice, you have to see an ad 7-8 times before being able to recall it! One paid post is not effective in this day and age with the speed of content and consumption). The most successful partnerships will feel like grassroots movements.

Audiences will demand real over polished. Unfiltered, behind-the-scenes content will outperform staged ads. Brands will have to lean into authenticity and allow influencers to share the “messy middle” of their experiences with products to build trust.

We’ve been seeing this with the rise of UGC ads, this will continue to grow rapidly in my opinion.

Here’s my advice for brands and marketers: focus on micro-experiences. Consumers want to feel like part of something exclusive, even within large campaigns. Tap into influencers who build intimate connections with their audiences and create activations that feel personal, even at scale.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**RAIMONDS LAUZUMS**

President and CEO of Poggers.com

WEBSITE ↗

“My expectation for influencer marketing performance in 2025 centers around a significant shift towards demonstrable ROI and a deeper integration with broader marketing strategies. We'll see a decline in vanity metrics like sheer follower count, replaced by a laser focus on engagement rates, conversion data, and ultimately, attributable sales. Brands will demand more sophisticated reporting and analytics, pushing influencers and agencies to refine their measurement techniques beyond simple impressions. This means a greater emphasis on using unique campaign tracking links, identifying specific influencer-driven sales, and implementing rigorous A/B testing to optimize campaign performance. Authenticity remains key, but it will be measured not just through qualitative assessments but through quantifiable results directly linked to business objectives.”

# EXPERT PREDICTIONS AND FUTURE TRENDS



**PETER MURPHY LEWIS**

WEBSITE ↗

Chief Marketing Officer at Strategic Pete

“In 2025, influencer marketing will not be about how many people have viewed your post but how deep the connection will be. Micro and nano influencers are going to be at the front. Why? Because their followers believe in them. They're not fans, they're communities. I've seen brands trade massive celebrity deals for these small-scale partnerships, and the engagement blows the big names out of the water.

E-commerce and influencers? They'll be inseparable. Platforms like TikTok and Instagram are already testing one-click buying features. By 2025, it'll be normal for an influencer to try on a jacket live, and you'll buy it before they finish talking. They're closing the deal in real-time.

Audiences, though, are done with the perfect, polished influencer lifestyle. They want real people, someone who forgets their coffee order or whose dog barks during a livestream. If you're a brand trying to push overly curated content, you'll feel out of touch. People connect with relatable, human moments, and that's where influencer marketing is heading.

AI will play a big role, but not in the way people think. Brands will stop worrying about vanity metrics and use AI to find creators who actually have influence, such as knowing their audience buys what they recommend. On the other hand, creators will use AI to streamline and personalize their content, but the trick will be not losing the human touch. Too much AI, and you risk losing what makes the connection work in the first place.

How will influencer marketing as a traffic channel change? Think private communities on Discord or Patreon where influencers curate access to brands. It's a totally different ecosystem, and that balance is shifting the more traditional traffic sources.

Places like BeReal or specialized apps for particular interests will make their way. Influencers will bring audiences to these new platforms, spreading traffic across a broader ecosystem.

# EXPERT PREDICTIONS AND FUTURE TRENDS



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Chief Marketing Officer at Strategic Pete

Brands collaborating with influencers will have to adopt long-term thinking, positioning them as tunnels leading to pockets of highly loyal audiences that hang on to their every word. The traffic will start fracturing into more personalized and segmented bits, driven by relationships rather than ads.

Instead of having influencers drive traffic to external sites, the purchase will be made right there, within. This means that the "traffic channel" will feel less like a journey and more like one stop. Brands will need to create frictionless buying experiences where influencers can directly connect audiences to their products. The stronger the community, the more valuable the traffic.

Influencers are no longer unapproachable "perfect" icons.

In 2025, consumers just won't buy it if an influencer says so. They would look at each ad to decipher where the element of genuineness is: "Does this influencer actually use the product?"

The audience would want to see receipts. Saying something like "this serum changed my skin" or "these shoes last forever" doesn't work. They'd show real results to the consumers before-and-after shots, raw testimonials, or live demos of the product in action.

The consumers, for instance, will want by 2025 to see ads "for them." For example, an influencer within the space of fitness may use the same advertisement, although in different variations, depending on whether a user is at the gym and looking to gain muscles versus a busy parent only able to work out at home.

Audiences will want to know exactly when something is sponsored, how much the influencers are paid, and if there's any bias in their endorsement. Influencers who are transparent about their partnerships and provide an honest opinion of products, even critical ones, will buy people's loyalty."



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# DISCOVERED SOMETHING USEFUL? WANT TO STAY AHEAD IN INFLUENCER MARKETING?



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WORK. THEN, WE  
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