

State of Influencer Marketing

2025



Trends and Performance Metrics



DIGITAL IN 2024: NEW CHALLENGES, NEW MILESTONES

Brands are spending more on influencer marketing.

The global influencer marketing industry is projected to grow from **USD 19.8 billion in 2024** to **USD 31.2 billion by 2027**. This growth is indicative of brands' increasing confidence in influencer partnerships as a means to drive engagement and sales.

However, economic uncertainties have prompted brands to consider expenditures more carefully. This has led to a heightened focus on performance metrics, with brands prioritizing return on investment (ROI) and conversions over brand awareness alone.

Popular collaboration methods include sponsored posts, user-generated content, gifting, and affiliate marketing. Notably, **64% of marketers** have worked with micro-influencers, recognizing their higher engagement rates and cost-effectiveness.

2024 marked a year of widespread adoption of AI technologies.

Artificial Intelligence (AI) is revolutionizing influencer marketing. A significant **70.6% of marketers believe AI can outperform humans** in key marketing tasks, and nearly **60% fear it could replace their roles**.

AI has played a hand in enhancing influencer discovery, content personalization, and performance analytics.

Platforms like Meta are developing AI personas to assist users across text, images, and videos, fundamentally altering content creation and user interactions.

Additionally, AI-driven tools like HypeAuditor are improving influencer fraud detection, further ensuring authentic engagements.

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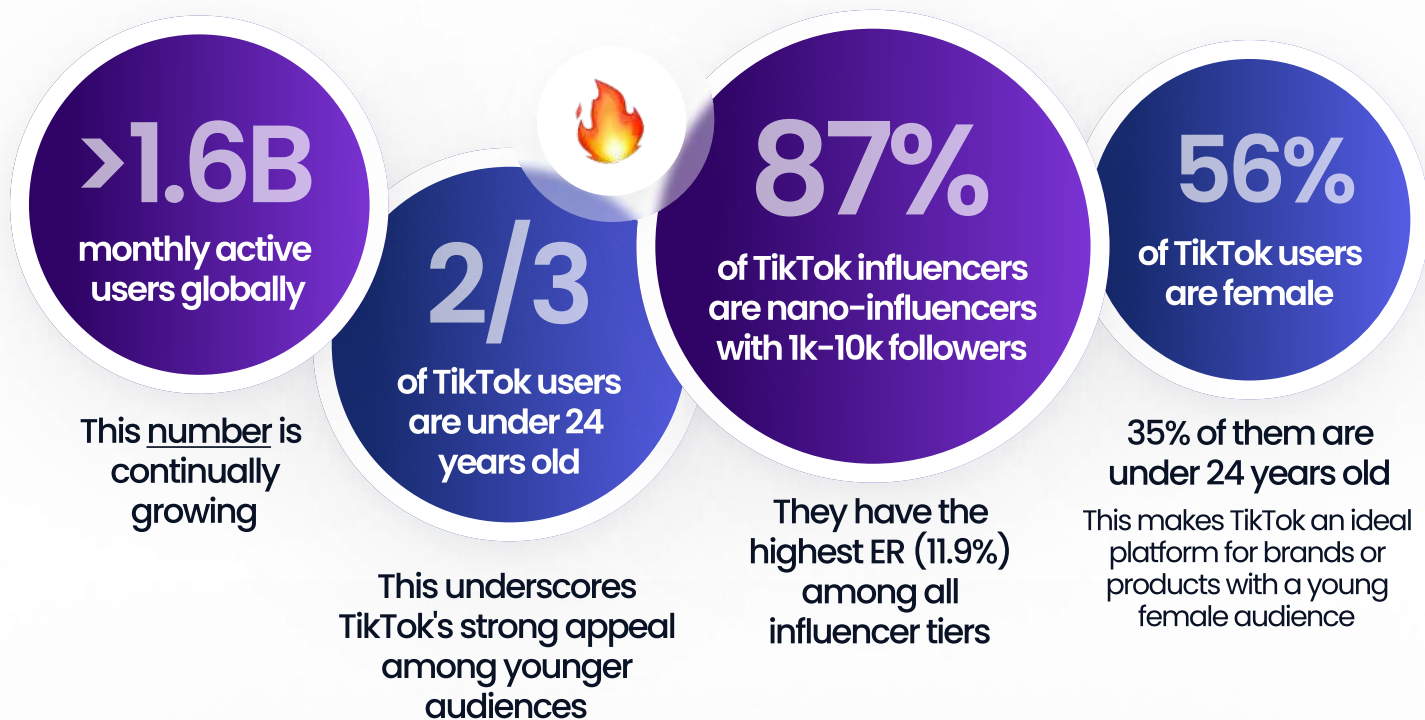
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TIKTOK

TikTok is a leading global platform for short-form video content, boasting over a billion active users who come to share creative ideas, see what's new, and connect with highly engaged communities.

TikTok has become a hub for influencers, brands, and creators looking to reach audiences in innovative ways.



SHEIN SEPHORA Rare Beauty are the most talked about brands on TikTok

YOUTUBE

YouTube continues to hold a prime position in the influencer marketing landscape, enabling brands to create impactful campaigns and enhance brand awareness.

YouTube is the second-most popular search engine globally. This means that content uploaded by influencers on the platform is evergreen, remaining discoverable for an extended period after its initial publication.



>2.7B

total number of
monthly active
users



Music & Dance
Animation
Movies

account for
over 44% of
videos on the
platform

63%

of YouTube users are
between 18 and 34
years old

making it ideal for
targeting this age
group

However, it is still widely
used by those between 35
and 44 years old (15.2%).
YouTube is also more
popular among a male
audience in general.

56%

of marketers
believe that
YouTube videos
are the most
important content
type for influencer
marketing

INSTAGRAM

Key findings

In the world of influencer marketing, Instagram is without a doubt the foremost leader.



>2.1B
monthly active
users globally



This number
is continually
growing

76%
of Instagram
influencers are nano-
influencers with
1k-10k followers

They have the
highest ER (2.19%)
among all
influencer tiers

68%
of marketing
specialists consider
Instagram important
for their influencer
marketing
campaigns

44.7%
of users are
25 to 34
years old

making
Instagram the
perfect platform
to target this
age group

Romantic
Entertainment
Shopping

are the
content topics
most covered
by Instagram
influencers

ZARA

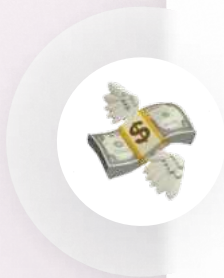
H&M



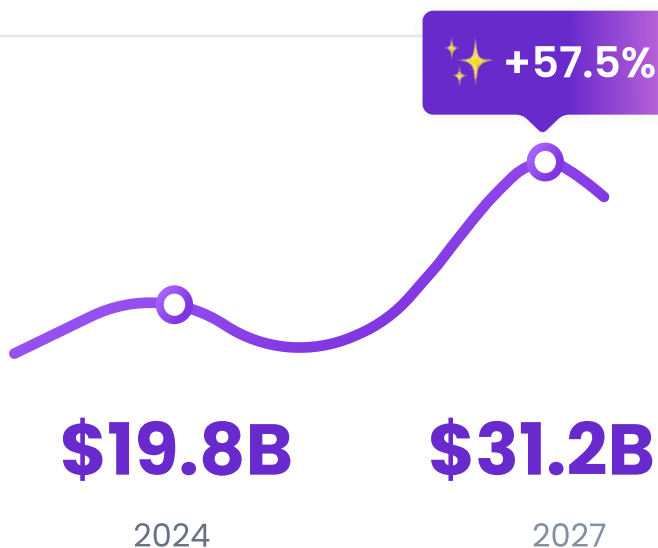
are the most talked about brands on Instagram

Influencer marketing market size will reach \$31 billion by 2027

Estimated influencer marketing market growth



Year	\$B
2023	17.4
2024	19.8
2025	22.2
2026	26.5
2027	31.2



HypeAuditor optimistically projects the global influencer marketing market size to grow from **USD 19.8 billion** in **2023** to **USD 31.2 billion** by **2027**, fueled by accelerated adoption and technological advancements. This scenario assumes a faster-than-expected annual growth rate driven by several key factors:

This market size includes:

- Collaboration costs,
- UGC creation costs,
- Influencer affiliate programs,
- Influencer gifting programs,
- Technology and analytics tools,
- Agency fees.

Key drivers behind influencer marketing's projected rapid growth:

1/4

The rapid integration of social commerce features across platforms like TikTok, Instagram, and YouTube is expected to enable seamless product purchases through influencer content.

2/4

The democratization of influencer tools will attract small and medium-sized enterprises into the space, further expanding the market base.

3/4

Technological innovations, such as AI-powered analytics and automation, will streamline influencer campaigns, making them more scalable and cost-efficient for brands of all sizes.

4/4

Emerging markets, particularly in regions like Asia and Latin America, will also play a critical role as social media usage continue to rise.



Together, these developments position influencer marketing as one of the fastest-growing segments in digital advertising, transforming it into a core strategy for global brands.

Creator economy booms: the 2024 breakdown of influencer marketing and platform revenues

Key financial metrics in digital advertising and creator economy

	\$B
Influencer marketing market size	19.8
Instagram ad revenue	71
TikTok ad revenue	23
YouTube ad revenue	34
Creator economy	250



- **Influencer marketing market size:** Projected at **\$19.8 billion**, reflecting steady growth as brands continue to invest in influencer collaborations.
- **Instagram ad revenue:** Leading platform with ad revenues reaching an impressive **\$71 billion**, driven by features like Reels and social commerce.
- **TikTok ad revenue:** Growing rapidly to **\$23 billion**, fueled by its unique ad formats and high user engagement.
- **YouTube ad revenue:** Generating **\$34 billion**, leveraging its stronghold on long-form video and diverse content offerings.
- **Creator economy market size:** Goldman Sachs estimates that Creator Economy is **\$250 billion** and will grow to nearly **\$500 billion** by 2027



Global ad spending reached approximately **\$1 trillion** in 2024, according to WARC. Despite its rapid growth, influencer marketing, with an estimated market size of **\$19.8 billion**, accounts for just **1.98%** of the total global advertising market.

THE USA IS THE GLOBAL LEADER IN TERMS OF INFLUENCER MARKETING ADOPTION

Country	% of sponsored and likely sponsored posts
USA	23%
Brazil	14.5%
India	6.7%
Indonesia	3.7%
UK	3.4%
Japan	2.7%
Spain	2.3%
Germany	2.1%
Italy	2%
France	2%

Countries by number of sponsored and likely sponsored posts made by influencers in 2024

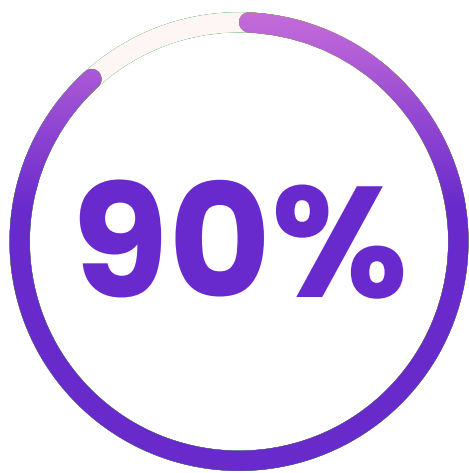
Country	% of influencers
Brazil	15.8%
USA	15.6%
India	8.2%
Iran	5%
Indonesia	3.6%
Turkey	3.1%
UK	3%
Italy	2.7%
Germany	2.1%
France	2.1%

Countries by number of Instagram influencers

In the realm of Instagram influencer marketing, **the United States** unquestionably holds the top position, contributing to **23%** of sponsored and potentially sponsored posts made by influencers in 2024.

Brazil leads in terms of the quantity of Instagram influencer accounts. A total of **15.8%** of influencer accounts worldwide originate from **Brazil**.

INSTAGRAM IS THE TOP INFLUENCER MARKETING PLATFORM **WORLDWIDE**



of brands plan to increase their presence on Instagram in 2025.

This preference is driven by Instagram's extensive user base and the authentic engagement that creators facilitate between brands and consumers.

Collaborations with Instagram influencers allow brands **to present products and services in a genuine manner**, leveraging the trust that creators have established with their audiences.

The impact of influencer marketing on Instagram is significant, with **87% of users taking action after encountering product information on the platform**. These actions include following a brand, visiting a retail store, or making a purchase, highlighting Instagram's effectiveness in driving consumer behavior and generating leads.

These statistics underscore Instagram's pivotal role in influencer marketing strategies, offering brands a powerful avenue to reach and engage potential customers effectively.

INSTAGRAM UPDATES 2024: VIEWS, DM-FILTERS AND AI-CONTENT

Being up-to-date with Instagram trends can give your influencer marketing an extra edge over the competition. Here are the top Instagram updates from 2024.

Views as the primary metric

1/5

Instagram updated its analytics to prioritize "Views" across all content types, shifting focus from follower count and likes to reach and engagement.

Opportunities for influencer marketing

Influencer marketers should prioritize views over follower count when selecting influencers

Removal of hashtag following

2/5

Instagram discontinued the ability to follow hashtags, altering how users discover content.

Opportunities for influencer marketing

Influencers may need to adjust their hashtag strategies, focusing more on direct engagement and other discovery methods to maintain visibility.

Inactive profile removal

3/5

Instagram now highlights inactive and deactivated profiles in your followers, allowing easy removal to optimize audience quality.

Opportunities for influencer marketing

Influencers can improve engagement rates and refine ad targeting by maintaining an active and relevant follower base.

DM Filters for efficient communication

4/5

Instagram introduced advanced messaging filters, enabling creators to sort DM requests by follower count, verified accounts, brand inquiries, and more.

Opportunities for influencer marketing

It simplifies collaborations by helping influencers identify and prioritize brand deals, improving communication efficiency and income opportunities.

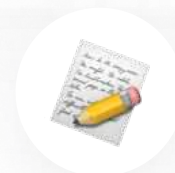
AI-generated content integration

5/5

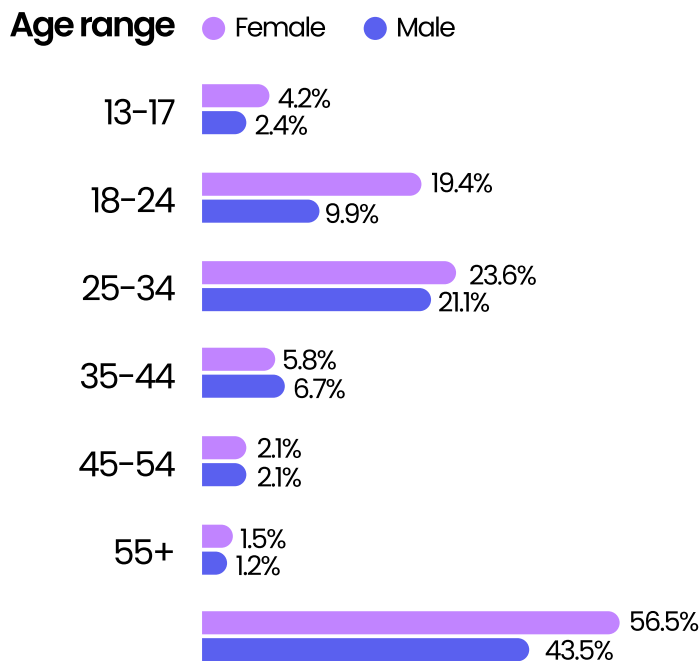
Instagram integrated AI-generated content features, allowing users to incorporate AI-driven elements into their posts.

Opportunities for influencer marketing

Influencers can leverage AI tools to create innovative content, enhancing creativity and engagement with their audience.



45% OF GLOBAL INSTAGRAM USERS ARE IN THE 25-34 AGE RANGE



Approximately **44.7%** of Instagram users globally fall within the **25 to 34 age bracket**, showing a marginal 1% decrease from the previous year.

Within this age group, **23.6% are female, and 21.1% are male.**

Notably, over half of the global audience (**84%**) is aged **34 and younger**, positioning Instagram as the ideal platform for brands aiming to target this age demographic.

Distribution of Instagram Audience by age and gender

This demographic insight is invaluable for influencers and marketers seeking to optimize their engagement and reach on Instagram.



With HypeAuditor you can easily discover influencers with the targeted demographic data at scale.

Audience age
≥55 y.o., ≥10%

DISTRIBUTION OF INSTAGRAM INFLUENCERS BY TOPICS

Romantic & Entertainment content takes the lead

Distribution of Instagram influencers by topics

Topic	Influencers	% of influencers
Romantic Relationships	5.2M	14.4
Entertainment	3.3M	9.2
Shopping & Fashion	2.9M	8.2
Music	2.7M	7.4
Social Issues	2.7M	7.4
Movies & TV Shows	2.7M	7.4
Beauty	2.6M	4.6
Travel	2M	5.7
Politics	2M	5.7
Kids	1.6M	4.6

The chart highlights the most popular content topics among influencers on Instagram. Since influencers often cover multiple topics – on average around five – the total percentages overlap.

Here's a breakdown of the top topics:

Romantic Relationships & Dating is the most popular topic, with **5.2M** influencers (14.4%) creating content in this category.

Entertainment follows with **3.3M** influencers (9.2%), reflecting its broad appeal.

Shopping & Fashion takes third place with **2.9M** influencers (8.2%), in line with the enduring popularity of style and consumer culture.



- Identify influencers in popular niches that align with your brand.
- Explore less competitive niches for unique opportunities.
- Target influencers with active audiences, such as athletes and sports clubs, to maximize engagement.

DISTRIBUTION OF INSTAGRAM INFLUENCERS BY GROWTH RATE

Health-related topics are Instagram's fastest-growing niche

Distribution of Instagram topics by average yearly Influencer's growth

The chart showcases topics experiencing the highest yearly growth in popularity among influencers on Instagram, highlighting trends that are rapidly gaining traction.

Medicine leads with the highest yearly growth rate of **20.5%**, reflecting a growing interest in medical topics, possibly fueled by increasing health awareness and advancements in the healthcare sector.

Healthy Food follows with a growth rate of **17.7%**, emphasizing the rising demand for content on nutrition and wellness.

Medical Education sees significant growth at **16.9%**, indicating more creators are focusing on informative and educational health content.

Niche	% of yearly growth
Medicine	20.5
Healthy Food	17.7
Medical Education	16.9
Calligraphy	16.6
Health	16.4
Pottery	16.1
Entrepreneurship	15.7
Career	15.6
Sales & Marketing	15.0
Health Issues	14.7



Identify Influencers in trending niches that align with your brand

By understanding which categories, like health, wellness, or entrepreneurship, are rapidly growing, you can collaborate with influencers in these spaces to stay relevant and resonate with your target audience.

For example, if your brand promotes sustainable living, partnering with eco-conscious influencers can amplify your message.

DISTRIBUTION OF INSTAGRAM INFLUENCERS BY ENGAGEMENT RATE

Sports and Outdoor topics dominate Instagram engagement in 2024

Topics with highest average ER

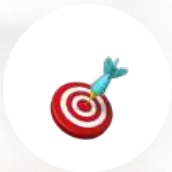
The chart showcases the topics with the highest Engagement Rates (ER) on Instagram, emphasizing the areas where influencers see the most audience interaction relative to their follower counts.

Basketball ranks as the top-performing topic, achieving an ER of **4.5%**, highlighting its strong community and fan engagement.

Mountains content follows with an ER of **4.2%**, appealing to nature enthusiasts and adventure seekers.

Sports, as a broad category, secures an ER of **4.2%**, highlighting the popularity of athletic and fitness-related content.

Topic	ER, %
Basketball	4.5
Mountains	4.2
Sports	4.2
Baseball	4.2
Mountain Biking	4.1
Outdoor Activities	3.9
Hiking & Trekking	3.7
Cricket	3.7
Outdoor Wear	3.7
Football & Soccer	3.7

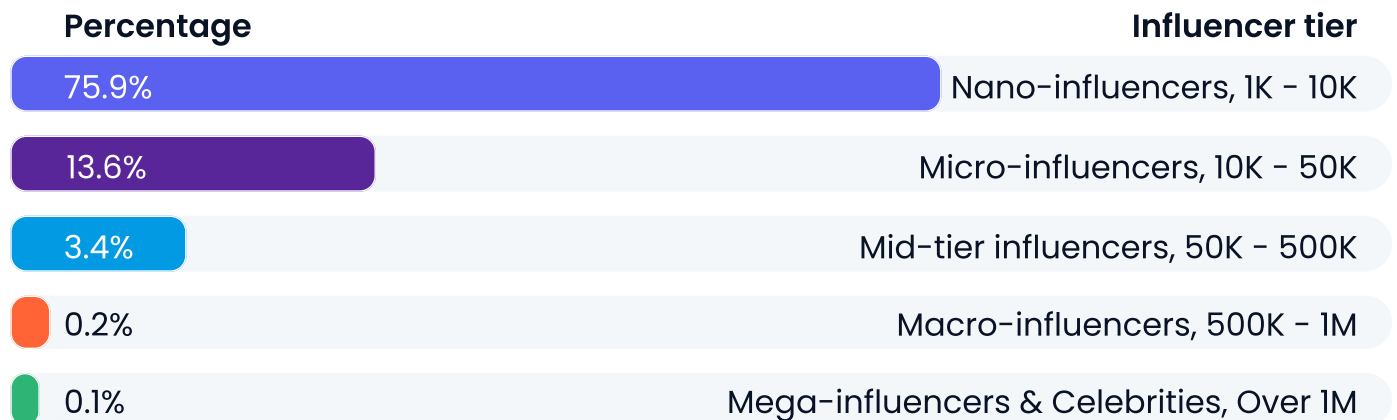


Optimize ROI by targeting passionate audiences

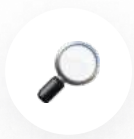
High-ER niches, such as sport or hiking, often feature followers who are passionate and deeply involved. Aligning your campaigns with these influencers ensures better performance metrics, including higher click-through and conversion rates.

OVER HALF OF ALL INSTAGRAM CREATORS ARE **NANO-INFLUENCERS**

When it comes to classification, we break down Instagram influencers into five main groups (influencer tiers) based on their Instagram follower count.



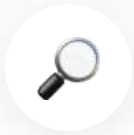
Distribution of Instagram influencers by number of followers



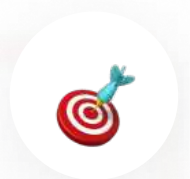
The largest group of creators by far is **Nano-influencers** who account for more than three-quarters of all influencers (**75.9%**), and have between 1,000 and 10,000 followers.



The second most popular group is **Micro-influencers (13.6%)**. **Mid-tier influencers** with around 50,000-500,000 followers account for **3.4%**, coming in third place.



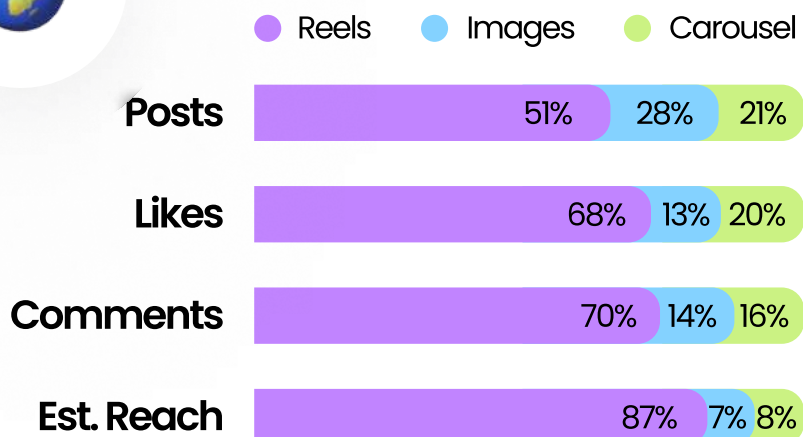
Unsurprisingly, **Macro-influencers** and **Mega-influencers & Celebrities** represent the smallest groups with just **0.2%** and **0.1%** respectively.



When planning an influencer marketing strategy, brands need to consider their objectives, target audience, and budget.

While mega-influencers and celebrities offer massive reach, nano and micro-influencers often provide higher engagement rates and a more authentic connection with their followers. The right influencer tier depends on the specific goals and preferences of the brand's marketing campaign.

INSTAGRAM CONTENT DISTRIBUTION BY TYPE: REELS, IMAGES, AND CAROUSELS



Content published by accounts with more than 1,000 followers

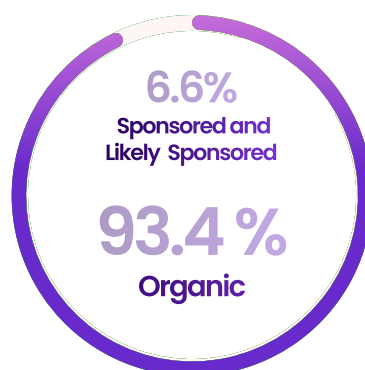
Analysis based on 1.4B posts made by Instagram influencers in 2024

Reels are the most popular content format on Instagram, not only in terms of volume but also engagement and reach. They outperform images and carousels significantly, especially in likes, comments, and estimated reach.











We recommend that brands post more Reels on their own Instagram accounts and also consider Reels as a priority content format when collaborating with influencers.

In 2024, influencers created a staggering **1.4 billion posts** on Instagram, with **93 million** identified as sponsored or likely sponsored content. These collaborations drove a massive **\$236 billion in Earned Media Value (EMV)**, reflecting the incredible impact of influencer marketing on brand visibility and consumer engagement.

Instagram posts: organic vs. sponsored



TOP GROWING INSTAGRAM ACCOUNTS IN 2024: CRISTIANO GREW HIS ACCOUNT BY 29.9M

	Account	Instagram Followers	2024 Followers' Growth	Followers' Growth, %	ER (%)
	cristiano	644.6M	29.9M	5%	1.2%
	mr.thank.you	44.6M	27.6M	163%	0.2%
	jj_mobile_world	31.4M	22.4M	248%	1.4%
	realmadrid	170M	20M	13%	0.2%
	lamineyamal	24.3M	19.7M	431%	14%
	instagram	681M	17.3M	3%	0.01%
	mrbeast	62.8M	16.1M	35%	3%
	itsruyter	21.6M	15.8M	275%	0.04%
	yong.lixx	24.2M	13.8M	132%	13%
	judebellingham	37.7M	13.8M	58%	5.6%













Cristiano Ronaldo is still the most-followed individual on Instagram, with steady growth and solid engagement.



Giveaway campaigns remain an effective strategy for rapid follower growth, as demonstrated by accounts like **Mr. Thank You**, **JJ Mobile World**, and **Its Ruyter**. These accounts achieved significant percentage growth, proving that incentivized audience-building tactics still have a strong impact in 2024. However, the low engagement rates seen in some of these accounts question the quality and long-term value of such motivated audiences.

Marketers should weigh the trade-offs between rapid follower acquisition and meaningful engagement when considering giveaway-driven strategies.

TOP DECLINING INSTAGRAM ACCOUNTS IN 2024: SELENA GOMEZ LOST 6.6M FOLLOWERS

Account	IG followers	2024 follower growth	follower growth	ER (%)
 selenagomez	423M	-6.6M	-1.54%	0.64
 khloekardashian	305.3M	-6.2M	-1.99%	0.05
 beyonce	314M	-5M	-1.57%	0.47
 kimkardashian	359.3M	-4.8M	-1.34%	0.30
 arianagrande	376.6M	-4.2M	-1.12%	0.8
 kendalljenner	290.4M	-4.1M	-1.41%	1.1
 iamcardib	165M	-4.1M	-2.43%	1.13
 kourtneykardash	220.8M	-3.9M	-1.77%	0.54
 zendaya	181M	-3.9M	-1.54%	0.64
 nike	303.2M	-3.6M	-1.99%	0.05

Overall, 35% of accounts showed a decline in followers in 2024

Even top accounts aren't immune to decline, as audience interests and platform dynamics shift over time.

Notably, some accounts from the fastest-growing list today may end up on the declining list tomorrow, highlighting the cyclical nature of social media popularity.

Sustaining engagement is key, as high follower counts alone cannot shield accounts from decline.



NANO-INFLUENCERS HAVE STRONGER CONNECTIONS WITH THEIR AUDIENCE AND HOLD THE HIGHEST ENGAGEMENT RATE



Nano-influencers tend to have stronger connections with their audience, and as such their ER is higher than the ER of other influencer groups: **1.73%**

ER on Instagram is calculated as the total number of likes and comments divided by the total number of followers, multiplied by 100%:

$$\text{ER} = \frac{\text{Likes} + \text{Comments}}{\text{Followers}} \times 100\%$$

Engagement Rate

The Average Engagement Rate (ER) for Instagram brand accounts stands at **0.5%**, a figure **three times lower** than the average ER seen among influencers. This stark contrast underscores the importance for brands to leverage influencers in their marketing strategies, as influencers tend to garner higher engagement rates.

The average ER for all tiers of Instagram influencers has decreased by **0.32 percentage points** compared to 2022:

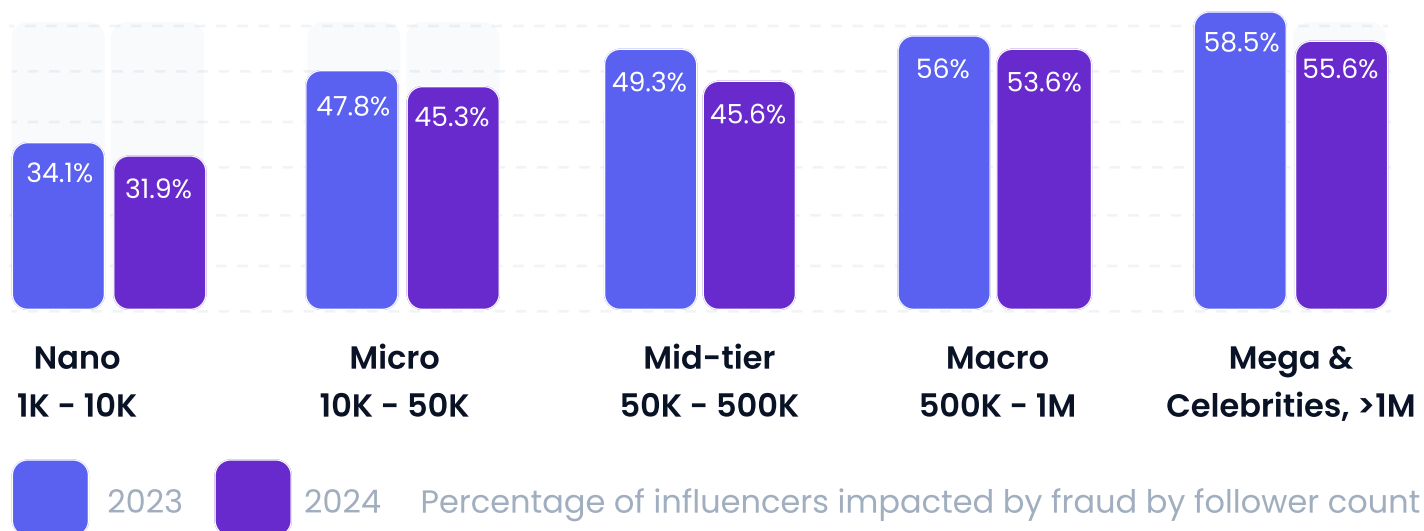
	2022	2023	2024
Av. ER	1.91%	1.85%	1.59%

Preference for Nano-Influencers: Brands aiming for strong audience connections and higher engagement may find value in collaborating with nano-influencers, as they tend to have a more engaged audience on a percentage basis.

Adaptation to Changing Trends: The observed decrease in average ER highlights the need for influencers and brands to adapt their strategies to changing trends and algorithms to maintain or improve engagement levels.



THE AVERAGE PERCENTAGE OF INSTAGRAM ACCOUNTS IMPACTED BY FRAUD DECREASED BY 2.5%



Compared to 2023, the average percent of Instagram accounts impacted by fraud **decreased by 2.5%**, making this the third year in a row that this number has decreased.

This is a **highly positive trend** that shows that Instagram has begun to fight fraud more effectively, and that influencers themselves have realized that fraudulent methods of promotion do not work in the long term.

Unfortunately, the number of influencers impacted by **fraud is still very high (42.7%)**. Fake influencers and engagement could cost advertisers millions of dollars each year.











It is important to understand that not all influencers who are impacted by fraud perform fraudulent actions/violate Instagram guidelines/use gray hat techniques, but rather might be victims of fraud themselves.

Year	Average
2021	49.23%
2022	45.32%
2023	43.17%
2024	42.7%

Among the most popular gray hat tricks are:

- Buying followers
- Buying likes and comments
- Buying stories views
- Comments pods

THE MOST TALKED ABOUT BRANDS ON INSTAGRAM IN 2024

		Brand username	Mentions	Influencers	Est. Impressions
1		zara	274.2K	96.9K	8.5B
2		nike	198K	82.5K	5.9B
3		hm	157.5K	61.7K	6.4B
4		sheinofficial	222.4K	59.2K	6.5B
5		amazon	113.9K	44.4K	6B
6		dior	88.4K	42.8K	6.1B
7		adidas	89.3K	41.6K	3.3B
8		target	99.9K	39.4K	5.9B
9		youtube	99.6K	38.9K	4B
10		maybelline	90.7K	36.2K	5.2B



Instagram has proven itself to be a highly-captivating app, attracting countless users who consume millions of pictures and videos daily – and as such, presents a golden opportunity for brands and marketers wanting to reach wider audiences.



Fast-fashion brands like **Zara**, **Shein**, and **H&M** dominate with high mentions and impressions, showcasing their effective use of influencers.



Despite fewer mentions, luxury brands like **Dior** achieve significant impressions due to high-value collaborations.

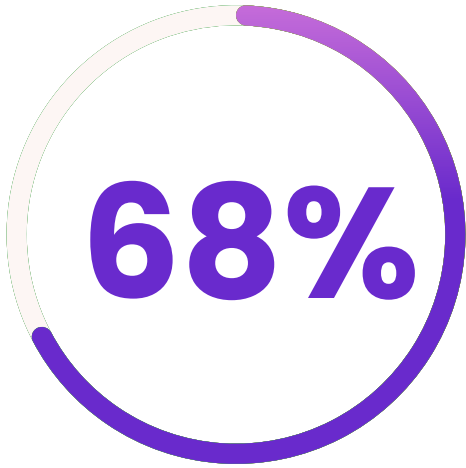


Retail giants **Amazon** and **Target** leverage Instagram effectively, bridging ecommerce and lifestyle audiences.



Sports and activewear brand **Nike** outshines **Adidas** in mentions and impressions, but both remain prominent players in influencer marketing.

TIKTOK TAKES CENTER STAGE IN ENTERTAINMENT FOR 2024



More than two-thirds (**68%**) of adult Gen Zers are inclined to make purchases on TikTok, on par with YouTube and trailing only Instagram, according to a recent survey by Jungle Scout.

In 2024, TikTok's growth continues to soar, with over **170 million users** in the U.S. alone, solidifying its position as one of the fastest-growing social platforms. Projections indicate this number will keep climbing, reaching **over 200 million by 2027**, an indicator of the app's sustained success and influence.



TikTok's immense popularity places it firmly among the top platforms for advertising, rivalling both YouTube and Instagram. For marketers and businesses, understanding user preferences and competitive dynamics on TikTok is essential for crafting impactful marketing strategies.

TIKTOK UPDATES 2024: TIKTOK MINIS, EXPANSION OF SOCIAL COMMERCE, AND POTENTIAL U.S. BAN

TikTok has been developing new features and functionalities to inspire creativity and help users better engage with content. Here are some of the biggest updates that were brought out in 2024.

Potential U.S. ban on TikTok

1/4

A federal appeals court has upheld a law that could ban TikTok in the U.S. unless its Chinese parent company, ByteDance, divests its ownership by January 19, 2025. TikTok plans to appeal to the Supreme Court, arguing that the ban infringes on free speech rights.

Opportunities for influencer marketing

Brands and influencers should prepare for potential shifts by diversifying their presence across multiple platforms to maintain audience engagement and mitigate risks associated with platform-specific disruptions.

Surge in social shopping via TikTok shop

2/4

Since its U.S. launch in September 2023, TikTok Shop has seen substantial growth, achieving \$100 million in sales on Black Friday 2024 alone.

Opportunities for influencer marketing

Leveraging TikTok's ecommerce features allows influencers to drive direct sales through authentic content, enhancing the effectiveness of campaigns and providing measurable ROI for brands.

In-app AI video generation:

3/4

TikTok's Symphony Creative Studio now enables brands and influencers to create AI-driven, trend-aligned video content with ease, making high-quality production accessible.

Opportunities for influencer marketing

Influencers and brands alike can save time and resources by utilizing these AI tools, allowing them to focus on creativity and strategy, ultimately leading to more innovative and engaging content.

Launch of "TikTok Minis":

4/4

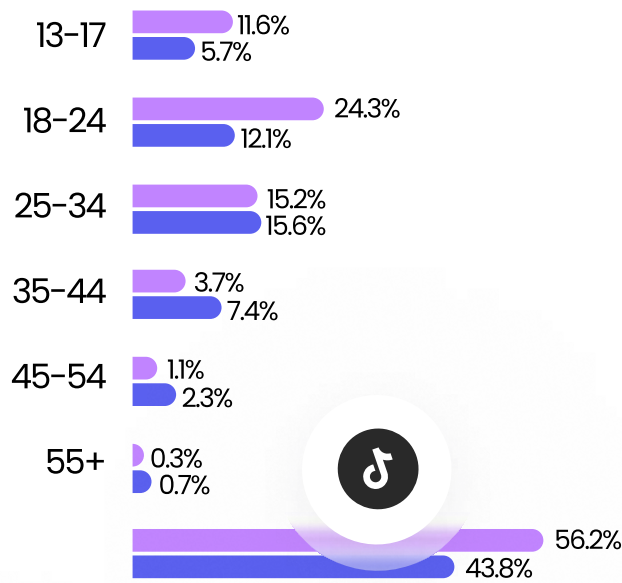
Mini-apps within TikTok are being tested, offering additional functionality such as food ordering and ticket booking. This creates new integration opportunities for influencer campaigns.

Opportunities for influencer marketing

Collaborate with influencers to promote specific mini-app functionalities, such as food ordering or ticket booking, integrated into campaigns. Position your brand as a seamless part of users' daily interactions.

53% OF ALL TIKTOK USERS ARE UNDER THE AGE OF 24

Age range ● Female ● Male



53% of all TikTok users are under the Age of 24

Distribution of TikTok audience by age and gender in 2024



Over half of all TikTok users (**53.7%**) are under the age of 24 with **36%** between 18 and 24, making people of this age the largest user group.

Overall, female TikTok users outnumber male users, accounting for **56.2%** and **43.8%** respectively.



In terms of age, we see a distinct drop off among older users: 45-54-year-old users account for less than **3.4%**, and users older than 55 account for a mere **1%**.



The drop-off in user numbers among older age groups, especially those above 45, implies that influencer marketing on TikTok might be more effective for brands with products or services that align with younger demographics. Influencers who create content relevant to a youthful audience are likely to generate more engagement.

TIKTOK NANO- AND MICRO-INFLUENCERS HAVE THE HIGHEST ENGAGEMENT RATE



If we look at the ER of TikTok influencers, we'll see that **Nano-influencers** have the highest ER: **10.3%**.

To calculate ER on TikTok, we use a slightly different formula than that of Instagram. The total number of likes, comments, and shares is divided by the total number of views, multiplied by 100%:

$$\text{ER} = \frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Views}} \times 100\%$$

Engagement Rate











The ER of **Mid-tier-, Macro and Mega-influencers** slightly differs and accounts for around **7%** for each tier.

High ER can be explained by the fact that user behavior on TikTok differs from how people interact with other platforms. TikTok was built for users to easily create and interact with content, encouraging them to post videos, like, and follow frequently, thereby increasing engagement.

Given TikTok's emphasis on user-generated content and interaction, influencer marketing strategies should prioritize authenticity and foster meaningful interactions. **Content that aligns with TikTok's user behavior and encourages participation is likely to yield higher engagement rates.**

TOP GROWING TIKTOK ACCOUNTS

IN 2024: SABRINA CARPENTER GREW HER AUDIENCE BY 18.8M

	Account	TikTok Followers	2024 Followers' Growth	Followers' Growth, %	ER (%)
	sabinacarpenter	33.7M	18.8M	126%	12.5%
	billieeilish	68.8M	17.7M	35%	13%
	mrbeast	106.5M	14.9M	16%	6.8%
	realmadrid	52.3M	14.5M	39%	11.3%
	omari.to	42.7M	14.2M	50%	5.5%
	omahi.tiktok	29.7M	13M	78%	7.9%
	ishowspeed	36.1M	12.9M	56%	9.9%
	toyotagazooracing.com	12.7M	12.7M	31 639%	8.6%
	williesalim	59.3M	12.6M	27%	4.8%
	billieeilishhome	16.3M	12M	279%	16.7%



Celebrities such as **Sabrina Carpenter**, **Billie Eilish**, and **MrBeast** showcase how established names effectively leverage TikTok's platform to grow their audiences.



Brands like **Toyota Gazoo Racing's** saw astonishing growth, reflecting the potential of viral campaigns in niche categories like motorsports.














Sports teams like **Real Madrid** illustrated how sports brands can engage fans through highlights and interactive content.





Fan accounts such as **@billieeilishhome** underscore the influence of fan-driven content in generating massive engagement.

THE MOST TALKED-ABOUT BRANDS ON TIKTOK IN 2024

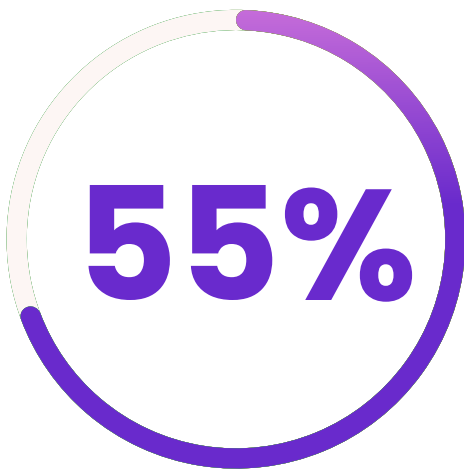
	Brand username	Total mentions	Influencers number	Views
1	 @shein_official	81.3K	20.0K	3.2B
2	 @sephora	34.6K	13.4K	2.5B
3	 @rarebeauty	35.7K	11.8K	1.8B
4	 @elfcosmetics	24.6K	11.3K	846M
5	 @maybelline	28K	11.1K	3.6B
6	 @lorealparis	26.3K	11K	8.3B
7	 @fentybeauty	29.2K	10.6K	1.6B
8	 @maccosmetics	24.5K	9.4K	1.7B
9	 @yslbeauty	24.3K	9.2K	2.4B
10	 @walmart	20.1K	9.1K	2B

 The 2024 TikTok brand landscape is dominated by beauty and fashion, with brands like **Shein**, **Sephora**, and **Rare Beauty** leading in mentions and influencer collaborations.

 **L'Oréal Paris** and **Maybelline** stand out for achieving the highest views, highlighting the effectiveness of their strategies.

 While **Elf Cosmetics** and **Rare Beauty** generate significant buzz, they lag in views, showing room for growth in content impact. **Walmart's** inclusion clearly showcases TikTok's reach beyond beauty, making it a valuable platform for diverse industries. TikTok remains a key space for brands to drive visibility and relevance in 2024.

YOUTUBE REMAINS ESSENTIAL FOR INFLUENCER MARKETING IN 2024



In 2024, **55% of internet users turn to videos** for insights about products or services before making a purchase, underscoring the growing reliance on video content in consumer decision-making.

As the second-most popular platform for influencer marketing, YouTube continues to solidify its importance, with **75% of marketers recognizing it as a crucial component** of their strategies.

Whether through long-form tutorials or trendy, catchy Shorts, YouTube has maintained its status as a powerhouse for influencing consumer behavior and driving sales. Brand looking to elevate their marketing strategy in 2024 could look at establishing a strong presence on YouTube to get a step closer toward deeper consumer trust and higher ROI.



YOUTUBE UPDATES 2024: NEW ECOMMERCE FEATURES, ADVANCED ANALYTICS, AND LOWER BARRIERS FOR PARTNER PROGRAM

Keeping up with what's new on YouTube can be quite a challenge. To help keep you informed of major updates, we put together a list of YouTube features that were introduced in 2024

AI-powered auto-dubbing expansion: 1/4

YouTube expanded its AI-driven auto-dubbing feature to hundreds of thousands of channels, enabling creators to automatically translate their English videos into multiple languages, such as French, German, Hindi, Italian, Spanish, Indonesian, Japanese, and Portuguese.

Opportunities for influencer marketing

Influencers can expand their audience globally by automatically translating their content into multiple languages, making it easier to collaborate with international brands and connect with non-English-speaking audiences.

Introduction of YouTube Hype: 2/4

To support smaller creators, YouTube launched 'Hype,' a feature that allows users to 'hype' videos from channels with fewer than 500,000 subscribers. This system promotes content discovery and aids the growth of emerging influencers by showcasing the most-hyped videos on a leaderboard, thereby increasing their visibility.

Opportunities for influencer marketing

Smaller influencers can gain visibility and attract new brand partnerships by leveraging the 'Hype' feature to showcase their content to a broader audience, including brands scouting for emerging talent.

Enhanced shopping features in YouTube Shorts: 3/4

YouTube integrated shopping functionalities into its Shorts platform, enabling influencers to tag products directly in their short-form videos. This feature facilitates seamless social commerce, allowing viewers to purchase products without leaving the app.

Opportunities for influencer marketing

Influencers can seamlessly integrate product promotions into short-form content, driving direct conversions and creating high-impact campaigns for brands looking to capitalize on social commerce trends.

Expansion of YouTube Partner Program (YPP): 4/4

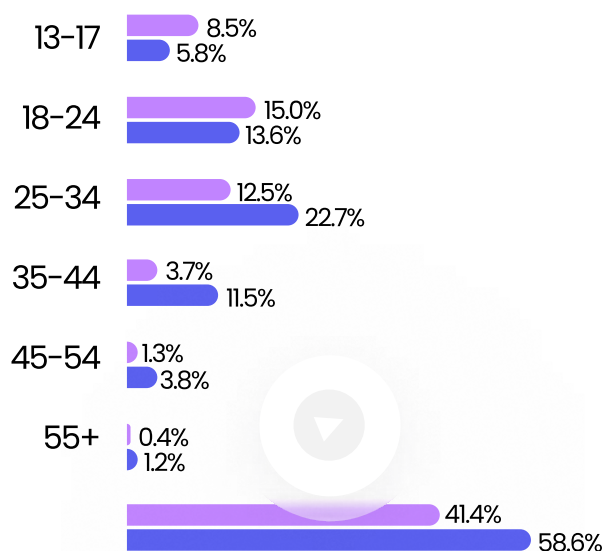
YouTube expanded the YPP, allowing more creators to monetize their content through ads, memberships, and merchandise shelf features. This expansion provides influencers with additional revenue streams and incentives to produce high-quality content.

Opportunities for influencer marketing

New influencers gain easier access to monetization tools, incentivizing them to create content consistently and partner with brands for monetized collaborations across multiple revenue streams.

DISTRIBUTION OF YOUTUBE USERS BY AGE AND GENDER IN 2024

Age range ● Female ● Male



64% of YouTube users are aged between 18 and 34

Distribution of YouTube audience by age and gender in 2024



67% of YouTube users are **aged between 18 and 34**. However, the platform doesn't just appeal to these audiences, with younger teenage users comprising the third-largest group and accounting for almost **14% of all YouTube viewers**.



15.2% of all users are aged between **35 and 44**. Older groups use the platform less than younger audiences, so we can observe a decline in numbers as we climb through the age categories: the **45-54 age bracket** accounts for **5.1%**, while the **55+** user group accounts for just **1.8%**.



In terms of the gender split, male users outnumber female viewers: **58.6%** to **41.4%** respectively. The gender imbalance is most pronounced in the **25-34 age** category: **22.7% male users and 12.5% female users**. However, if we look at younger viewer groups, we can see that female users are more dominant: **8.3% versus 5.8% in the 13-17 age group**.



The Age and the Gender split of YouTube audience remained virtually unchanged compared to 2023.

DISTRIBUTION OF YOUTUBE CHANNELS BY INFLUENCER TIERS AND ER

	Percentage	ER, %
Nano 1k-10k	69.4%	2.1%
Micro 10k-50k	14.8%	2.7%
Mid-tier 50k-500k	6.4%	3.3%
Macro 500k-1M	0.5%	3.5%
Mega over 1M	0.5%	3.5%



The majority of YouTube channels fall into the Nano and Micro influencer categories, indicating that a significant portion of influencers on the platform have subscriber counts ranging from 1,000 to 50,000.

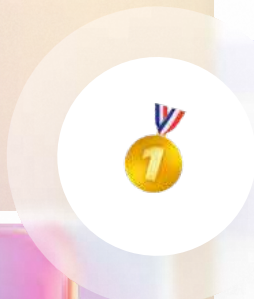
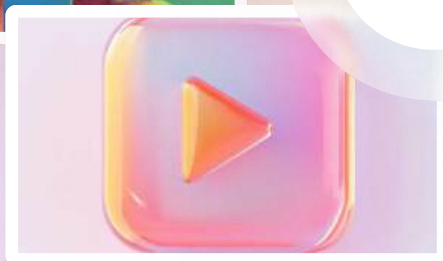
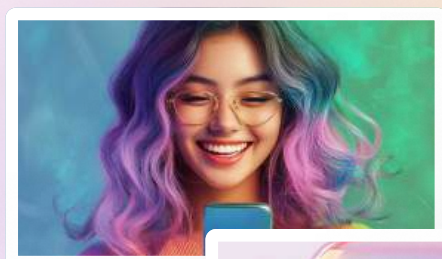
Generally, as the subscriber count increases, the engagement rate (ER) also tends to rise. This trend suggests that influencers with larger followings may have a more engaged audience.

Macro and Mega Influencers: While Macro and Mega influencers (with subscriber counts over 500k) make up a smaller percentage, they still contribute to the overall landscape and maintain relatively high ER.

These insights can be valuable for brands and marketers when strategizing influencer marketing campaigns, as they provide an understanding of the distribution of influencers across different tiers and their corresponding engagement levels.

DISTRIBUTION OF YOUTUBE INFLUENCERS BY CATEGORY IN 2024

Music & Dance
content takes the
lead



Category	%
Music & Dance	16.5
Animation	16.2
Movies	11.8
Video Games	6.1
Humor	5.2
News & Politics	2.7
Health & Self-Help	2.4
Daily Vlogs	2.4
Science & Technology	2.3
Design/Art	2.1

In terms of content topics, the top three most popular categories are **Music & Dance**, **Animation**, and **Movies**: YouTube creators who post videos related to these topics account for **16.5%**, **16.2%**, and **11.8%** of the total respectively.



TOP GROWING YOUTUBE ACCOUNTS IN 2024

Account	YouTube Subscribers	2024 YouTube Subscribers Growth	Subscribers Growth	ER (%)
 MrBeast	336M	117.1M	54%	2.8%
 stokestwins	101M	75.8M	298%	1.1%
 cristiano	71.6M	55.2M	338%	9%
 kimpro828	72M	42.8M	147%	1.9%
 torung	41.8M	34.8M	504%	1.3%
 alanchikinchow	69.5M	33.8M	95%	13%
 markrober	60.6M	31.6M	109%	2.21%
 zamzamelectronicstradingllc	69.2M	29M	72%	6.7%
 anayakandhal	46.9M	28.3M	152%	1.3%
 shriprashant	53.8M	27.9M	108%	0.8%



MrBeast leads the ranking with **117M** new subscribers.

Jimmy Donaldson, better known by his online alias MrBeast, is an American YouTuber, internet personality, businessman, and philanthropist. He has been credited with pioneering a genre of YouTube videos that centers around expensive stunts.



Stokestwins is in second place with **75 million new subscribers**, an annual growth rate of **298%**.

Third place goes to **Cristiano Ronaldo**. The permanent leader of the Instagram growth ratings has also made his mark on YouTube with **55.2M** new subscribers.

IMPORTANT INFLUENCER MARKETING TRENDS TO WATCH **RIGHT NOW**

1/6

AI-driven influencer campaigns

Brands will increasingly use AI tools to identify influencers, predict campaign performance, and personalize messaging for target audiences. Predictive analytics and AI-powered trend spotting will drive hyper-targeted collaborations.

2/6

Rise of digital clones and virtual influencers

The use of digital twins of real influencers and fully virtual influencers will expand. Brands will collaborate with these AI-generated personalities for always-available, customizable promotions.

3/6

Creator-led communities

Influencers will move beyond simple content creation to build dedicated, engaged communities, offering exclusive content, experiences, or products through memberships, Discord groups, or private platforms.

4/6

Social commerce dominance

Influencer-driven social commerce will explode as platforms like Instagram, TikTok, and YouTube refine their shopping tools. Influencers will serve as real-time brand advocates, driving purchases via live-streamed shopping events and shoppable content.

5/6

Niche over mass appeal

The "niche influencer" trend will grow stronger as brands prioritize specific expertise and audience alignment over follower count. Micro- and nano-influencers will dominate campaigns requiring trust and deep engagement.

6/6

Influencer-led product lines

Influencers will increasingly launch their own products and D2C brands, leveraging their built-in audiences to create personalized, scalable revenue streams that compete directly with traditional brands.

METHODOLOGY



The report uses data from a wide variety of sources, including market research agencies, the internet, social media companies, news media, and our internal analysis.

We have collected and aggregated open data from a variety of sources: social platforms, catalogs, websites, crowdsourcing, and many more. After that, we processed the data by anonymizing, sorting and structuring, cleaning and removing any irregularities, and enriching the data.

Then we transformed the data into intelligent estimations by using best-in-class estimation and machine learning algorithms developed by our team of leading data scientists and influencer marketing experts.

The research conducted by HypeAuditor involved the analysis of **76 million Instagram, 13.1 million YouTube, and 104 million TikTok accounts** from internal database.