

Influencer Marketing Benchmark Report 2025





○ In 2025, the influencer marketing ecosystem reaches a pivotal point, driven by technological advances, shifting consumer behaviors, and increased accountability. **Social media** is now the largest advertising channel, with **global spending of \$266.92B**, cementing its role in consumer influence and engagement.

Political and economic uncertainties, like a potential US TikTok ban, have disrupted the landscape, leading to a 17.2% drop in investment intentions and emphasizing the need for strategic diversification.

The Influencer Marketing Benchmark Report 2025 provides comprehensive insights and strategies across five key areas, urging brands to innovate and balance technology with authentic human connections for lasting impact in a rapidly evolving market.

Editorial Team's Handpicked Trends And Findings

Leveraging comprehensive research from 315 influencer marketers and insights from over 100 industry leaders, our editorial team presents the most critical findings shaping influencer marketing in 2025:

\$32.55B

is the projected global market size of influencer marketing by 2025

63.8%

of brands confirm plans to partner with influencers in 2025

47%

of experts focus on long-term influencer partnerships

73%

of marketers believe influencer marketing can be largely automated by AI

66.5%

of marketers reported improved campaign outcomes due to AI



Market Dynamics and Growth Trajectory of Influencer Marketing

Get ready to witness the meteoric rise of influencer marketing as it rockets toward a projected \$32.55B by 2025. This section unveils the dynamic forces and explosive growth trends driving the industry to new heights.

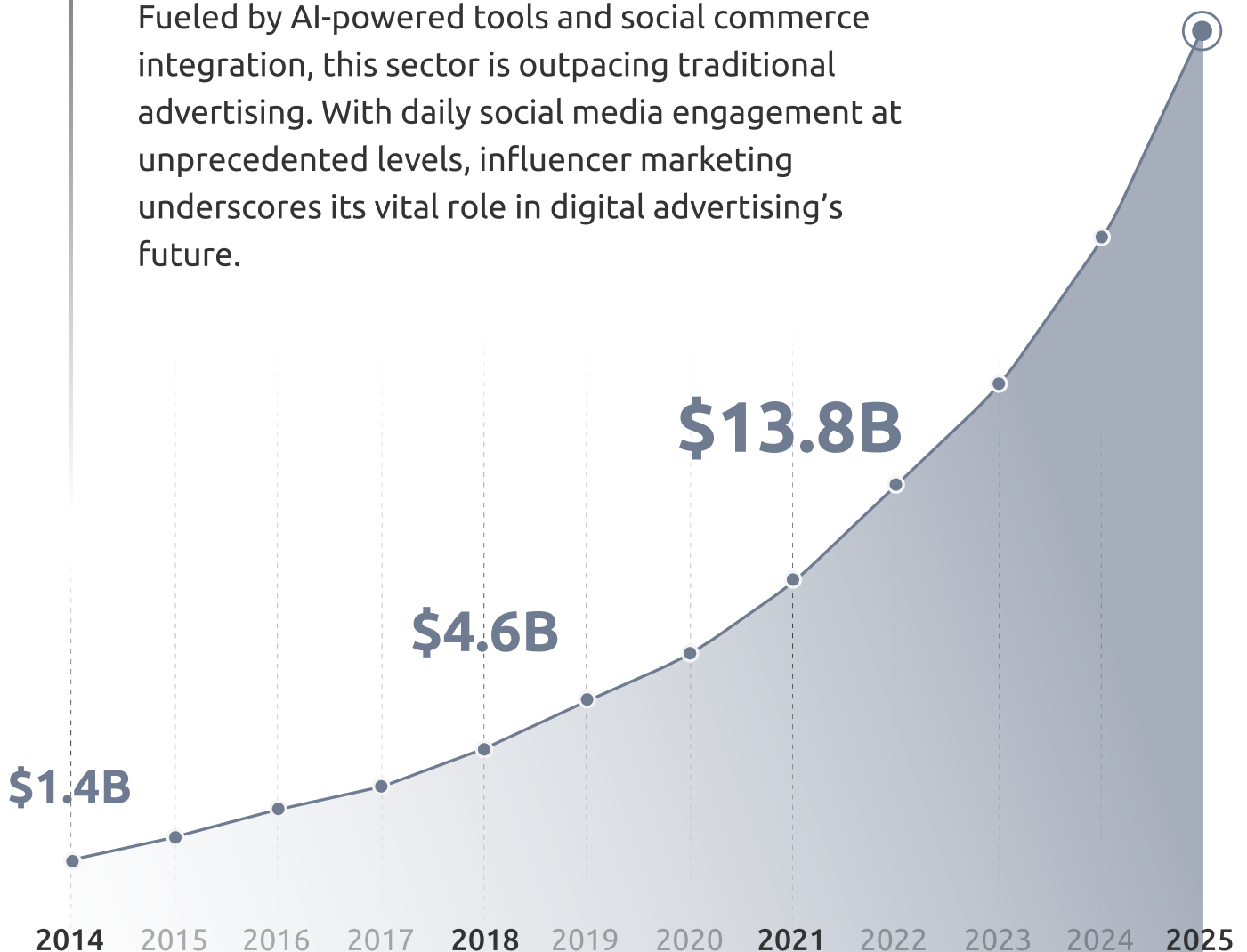


Influencer Marketing's Unstoppable Expansion

Influencer marketing is experiencing an explosive surge, projected to skyrocket to \$32.55 billion by 2025 with a remarkable **35.63% annual growth rate**.

\$32.55B
Estimated value

Fueled by AI-powered tools and social commerce integration, this sector is outpacing traditional advertising. With daily social media engagement at unprecedented levels, influencer marketing underscores its vital role in digital advertising's future.



Social Media Became The World's Largest Advertising Channel

In 2024, social media became the world's largest advertising channel, surpassing paid search, with a staggering **\$247.3 billion in global ad spend**.

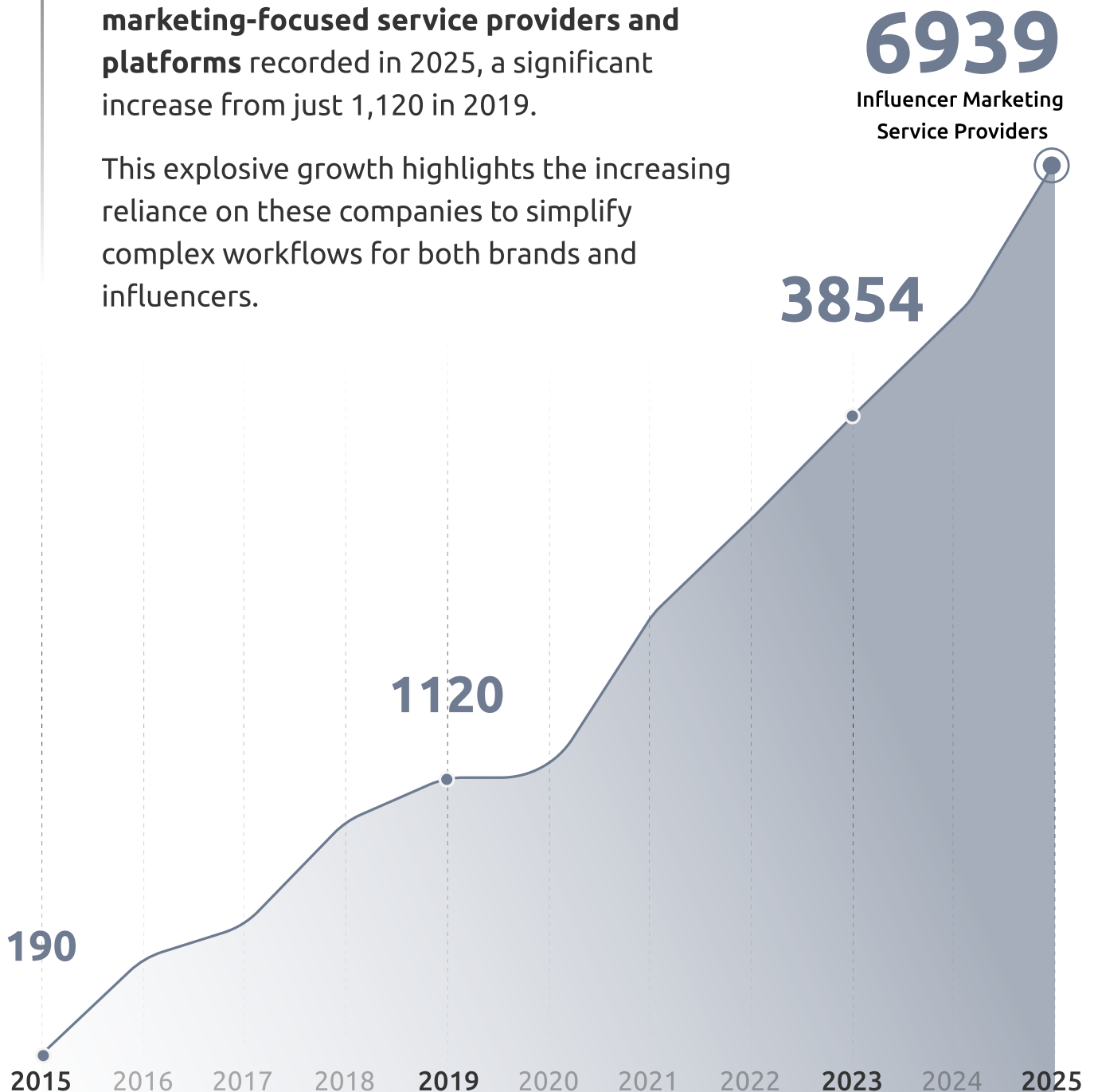
This is expected to grow to **\$266.92 billion in 2025**, driven by increasing investments in influencer collaborations, short-form videos, and live shopping experiences.



The Influencer Marketing Industry is Booming

The influencer marketing ecosystem continues to expand at a rapid pace, with **6939 influencer marketing-focused service providers and platforms** recorded in 2025, a significant increase from just 1,120 in 2019.

This explosive growth highlights the increasing reliance on these companies to simplify complex workflows for both brands and influencers.





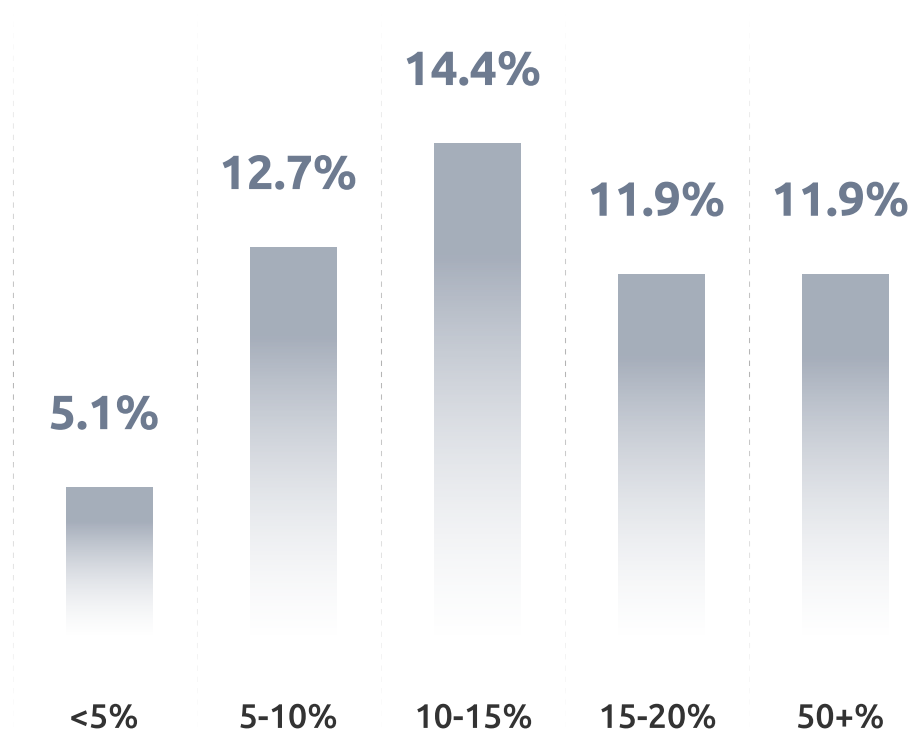
Sentiment Towards Influencer Marketing in 2025

As we enter 2025, influencer marketing continues to be regarded as a cornerstone of digital strategy. In this section, we delve into the latest data and insights to uncover how shifting budgets and evolving strategies are reshaping the industry's future.

Budget Allocation Insights for 2025

The allocation of marketing budgets for influencer marketing in 2025 reflects growing caution amid economic pressures. After rising to 85.8% in 2024, **dedicated budgets have dropped to 75.6% in 2025**, a 10.2% decline.

This shift highlights how inflation and cost concerns are driving brands toward smaller, more targeted collaborations that prioritize efficiency and measurable results.



Percentage of Budget Allocated to Influencer Marketing in 2025

Plans for Creator Partnerships

In 2025, influencer marketing takes a more cautious and strategic approach as brands navigate shifting priorities and external pressures.

Challenges such as demonstrating ROI, selecting the right influencers, and aligning with business objectives lead brands to move away from broad budget increases. Instead, they prioritize focused, data-driven investments that deliver measurable impact and long-term value.

63.8%

plan to partner with influencers in 2025

26.8%

are undecided about influencer partnerships

49.2%

expect to increase budgets, down from **59.4%** in 2024

10.2%

fewer brands plan budget growth in 2025 compared to 2024



AI as The Catalyst of Influencer Marketing's Evolution

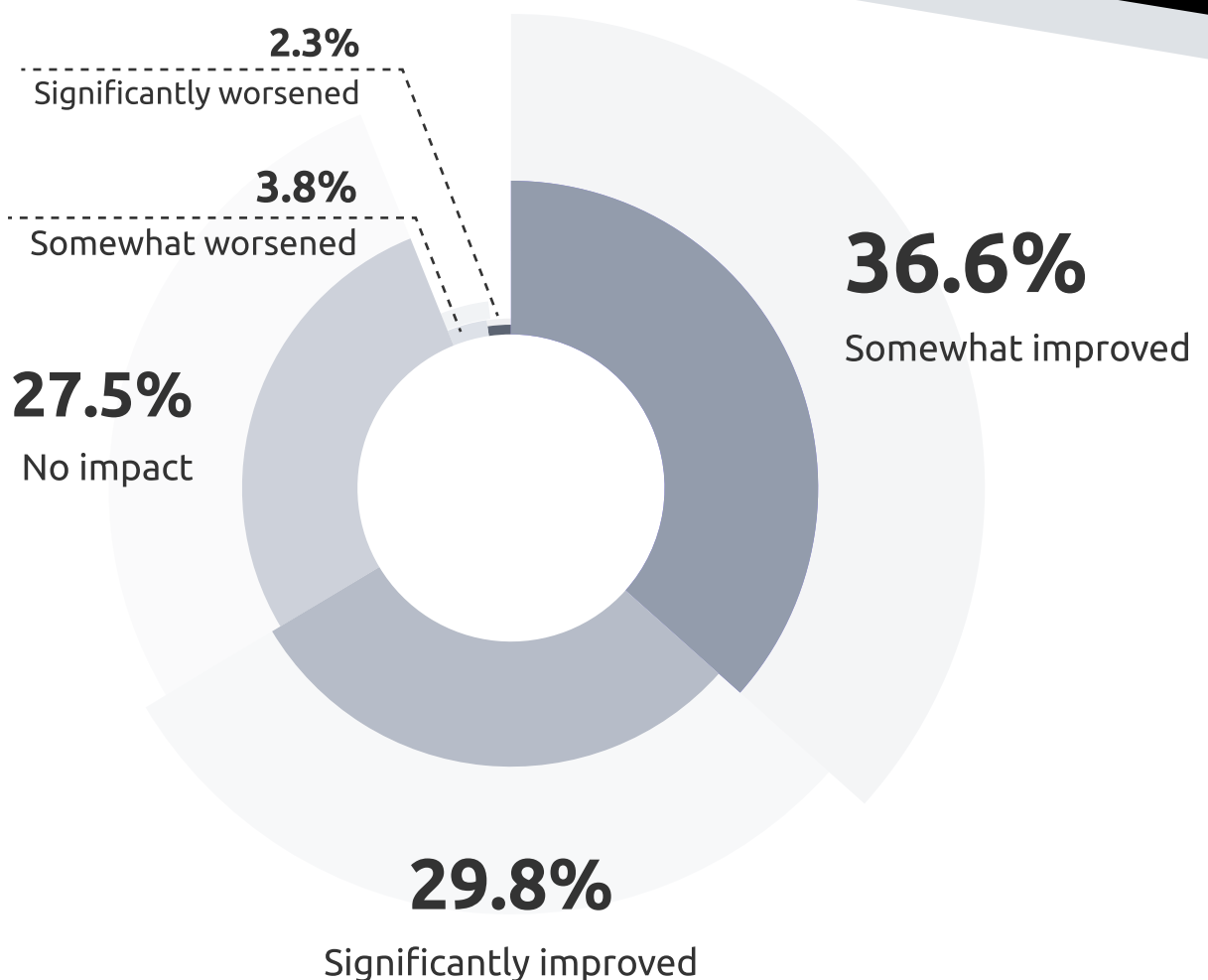
The power of artificial intelligence in influencer marketing cannot be overstated.

In 2025, AI is naturally positioned to redefine the industry, addressing long-standing barriers and unlocking unprecedented efficiencies across all core influencer activities, from identification to campaign optimization.

The Impact of AI on Influencer Marketing Outcomes

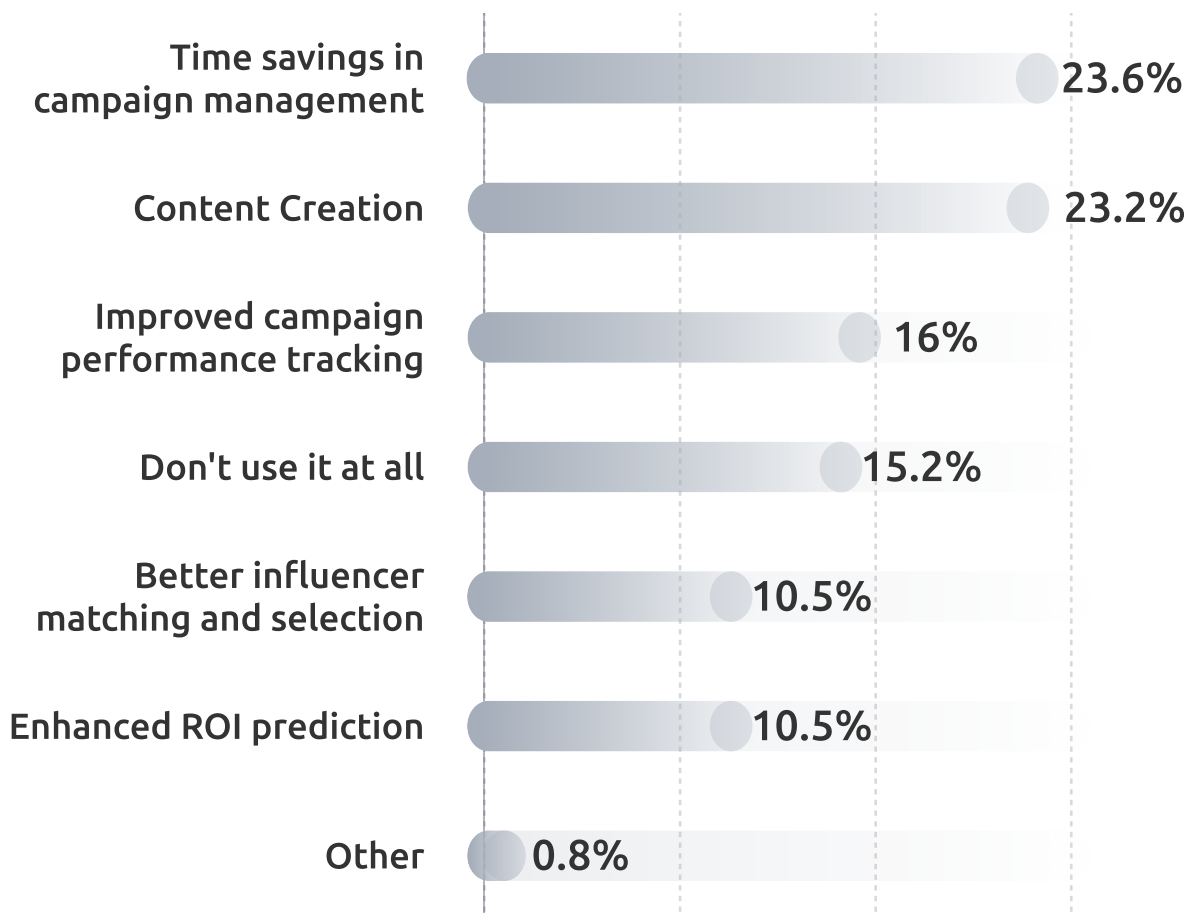
The data reveals a clear trend: AI is already delivering measurable improvements in influencer marketing outcomes for a significant proportion of practitioners, underscoring its ability to enhance existing processes and mitigate inefficiencies that have historically hindered the industry.

With **64 out of 100 thought leaders affirming its impact**, AI is poised to radically transform the influencer marketing landscape in 2025.



Key Benefits Realized Through AI

AI's most significant contributions lie in its ability to streamline operations and deliver value in tangible ways. This year's survey results reinforce its key benefits:



How AI is Enhancing Influencer Marketing Campaigns

Expert Picks for Smarter AI in Influencer Marketing

The evolution of AI in influencer marketing hinges on closing critical gaps identified in user feedback. This year's respondents emphasized the need for tools that go beyond surface-level improvements to deliver impactful outcomes:

19.9%

Better predictive analytics to forecast campaign performance.

19.9%

More streamlined and automated communication between brands and influencers.

17.9%

Improved tools for analyzing and understanding audience sentiment and engagement.

12%

AI-powered recommendation engine for ideal influencer-brand pairing.

8.4%

Enhanced AI-driven content suggestion tailored to specific audiences.

7.6%

Better integration with various social media and advertising platforms.

A young man with short brown hair is shown in profile, looking upwards and to the right. He is wearing a dark blue t-shirt. The background is a blurred digital screen displaying a line graph with a blue line and a red shaded area, set against a purple and blue gradient. The lighting is dramatic, with a strong light source from the right, casting a glow on his hair and face.

○ Influencer Campaign Strategy: Key Statistics and Insights

As the influencer marketing industry matures, campaign strategies have become increasingly nuanced, with brands adopting more data-driven approaches to maximize impact.

This section dissects the critical elements shaping campaign strategy, from primary objectives and preferred channels to the operational models and challenges that influence execution.



Objectives of Influencer Campaigns

Influencer campaigns today aim to strike a balance between driving immediate results and fostering long-term brand loyalty.

This dual focus underscores the evolving role of influencers as both performance drivers and key partners in building enduring brand equity. Below are the most common objectives guiding these campaigns:

Sales

35.6%



Awareness

24.4%



User-Generated Content

18.9%



Community Building

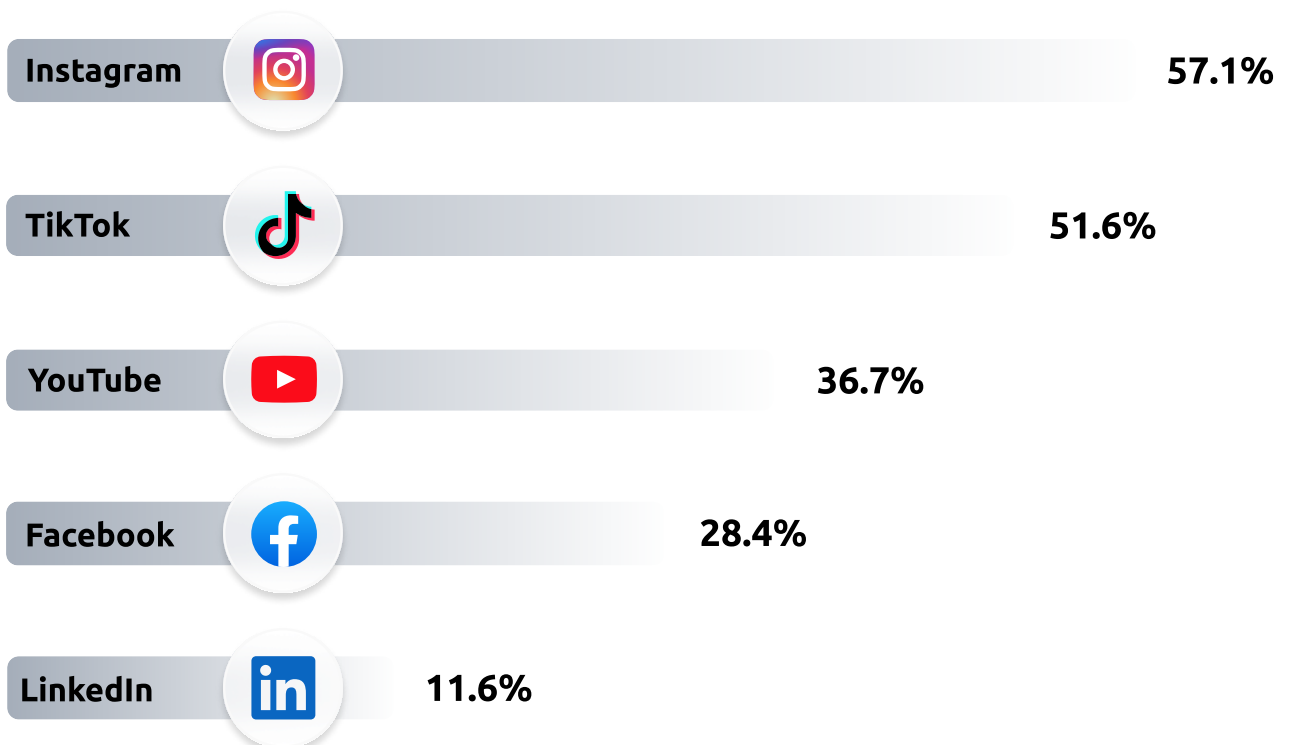
12.4%



Top Platforms for Influencer Campaigns

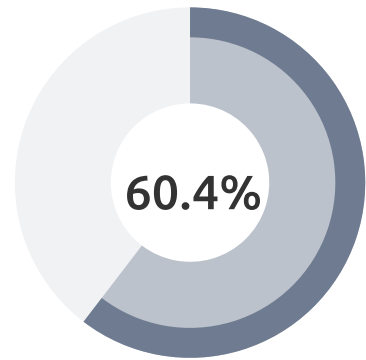
Brands are leveraging a variety of platforms to connect with their audiences, each offering unique strengths and opportunities.

The rise of TikTok, alongside the enduring popularity of Instagram and YouTube, underscores the importance of balancing innovation with proven strategies. Below are the most commonly preferred channels for influencer campaigns:

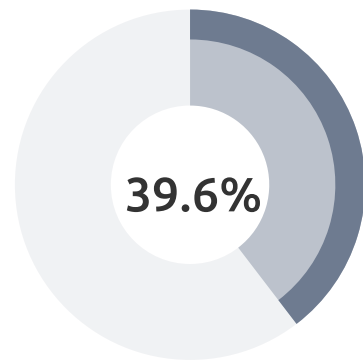


Influencer Campaign Management Models & Frequency

In-house campaign management is gaining traction as brands prioritize cost control, data ownership, and alignment with broader marketing strategies. However, success in this model requires significant investment in talent, technology, and AI tools to streamline operations and drive efficiency.



Manage campaigns internally



Rely on agencies or managed services

37.1%

Monthly campaigns

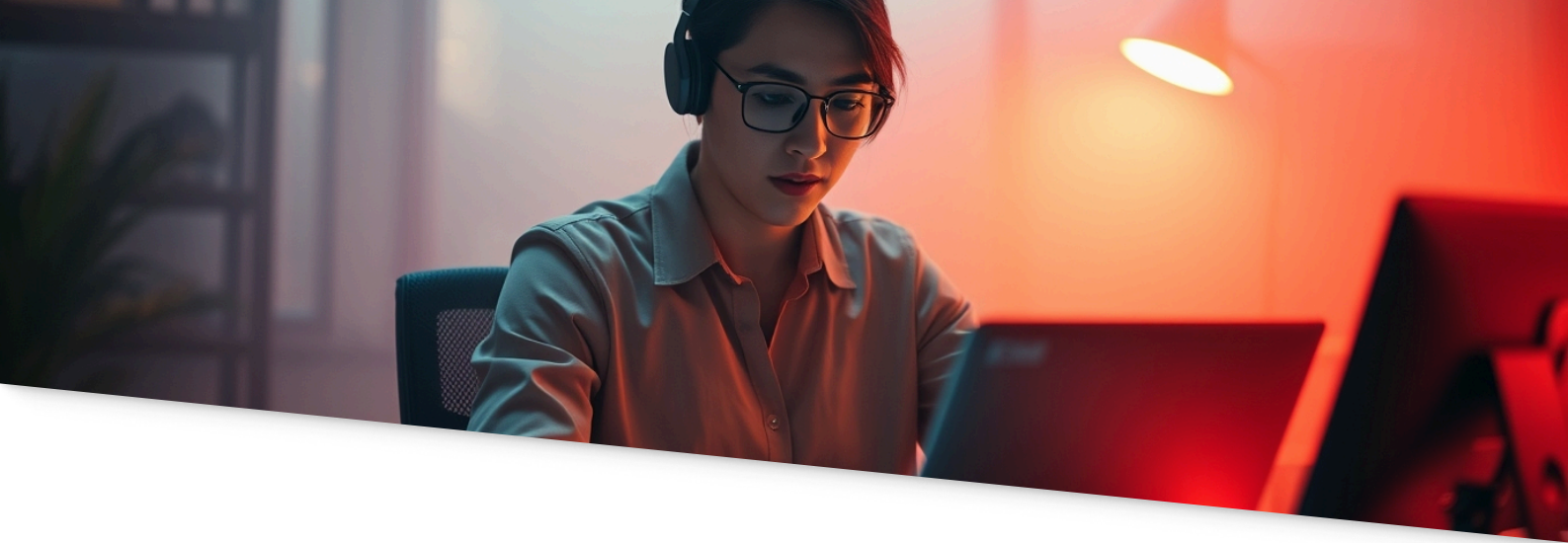
28.7%

Quarterly campaigns

15.6%

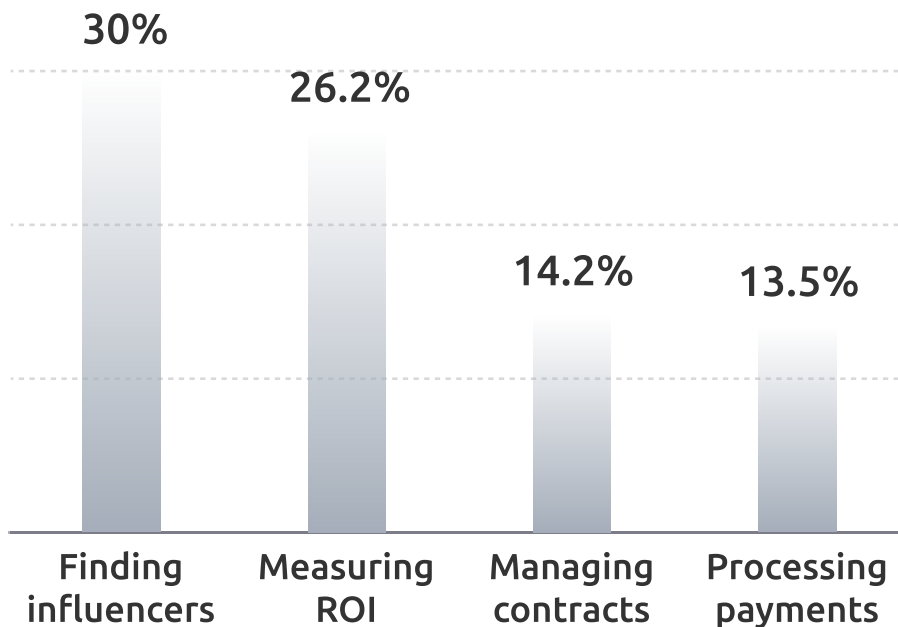
Product launches

Brands are shifting toward smaller, frequent influencer collaborations to foster authentic engagement and maintain cost efficiency. Regular campaigns, often monthly or tied to business milestones, help sustain audience connection while enabling iterative improvements in messaging and strategy.



Top In-House Campaign Challenges

Brands face significant hurdles in managing influencer campaigns, from finding the right creators to measuring ROI effectively. Overcoming these challenges demands AI-driven solutions and streamlined workflows to enhance efficiency and optimize results:



Biggest Hurdles in Managing In-House Influencer Marketing Campaigns

Top Criteria for Evaluating Influencers

Brands prioritize a mix of quantitative metrics and qualitative factors when selecting influencers, aiming to balance performance with strategic alignment. A holistic evaluation framework is essential to ensure influencers contribute to both immediate outcomes and long-term brand storytelling:

25.8%

Engagement or clicks

25.1%

Content type/category

21.8%

Views/reach

20.7

Sales



Multi-Platform Strategies Are Shaping Influencer Marketing

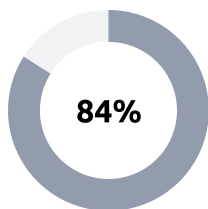
Influencer marketing in 2025 is driven by the interaction between various platforms and influencer tiers, each offering distinct benefits for brands. Using HypeAuditor data, this section shows how marketers respond to changing audience preferences and evolving platform landscapes by adopting a multi-platform strategy to maximize reach and engagement.

By analyzing key platforms like Instagram, TikTok, and YouTube alongside different influencer levels, we demonstrate how strategic decisions can meet diverse objectives and achieve impactful results.

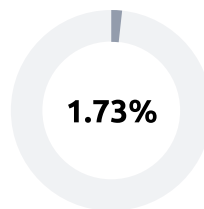
Instagram's Edge in Influencer Campaigns

Instagram remains a leader in influencer marketing by connecting brands with younger, primarily female audiences through engaging nano-influencers and innovative formats like Reels.

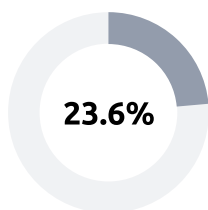
As the platform evolves, marketers leverage its strengths to enhance authenticity and engagement while addressing challenges such as audience saturation and declining engagement rates.



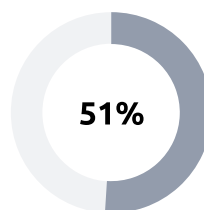
of Instagram users are 34 or younger



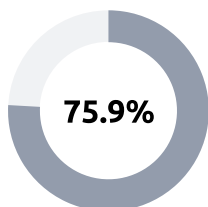
is the average engagement rate of nano-influencers



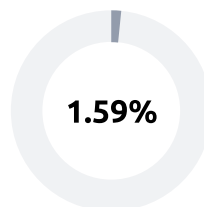
of Instagram users are female



of all posts on Instagram are Reels



of Instagram influencers are nano-influencers



is the average engagement rate on Instagram, declined from 2.18% in 2021

Instagram's Demographics and Content Trends | Powered by HypeAuditor

TikTok Remains King of Social

Despite being banned (for about 13 hours) in the United States, TikTok remains a dominant force in global influencer marketing.

With its unparalleled reach among younger audiences and exceptional engagement rates, TikTok continues to reshape brand strategies and content consumption worldwide.

53.7%

of TikTok users are under 24 years old

1%

of TikTok users are aged 55 and above

56.2%

of TikTok's user base is female

87.68%

of TikTok influencers are nano-influencers

10.3%

is the engagement rate of nano-influencers on TikTok

7.1%

is the engagement rate of mega-influencers on TikTok

TikTok's Audience and Engagement Insights for 2025 | Powered by HypeAuditor



Expert Predictions For Influencer Marketing in 2025

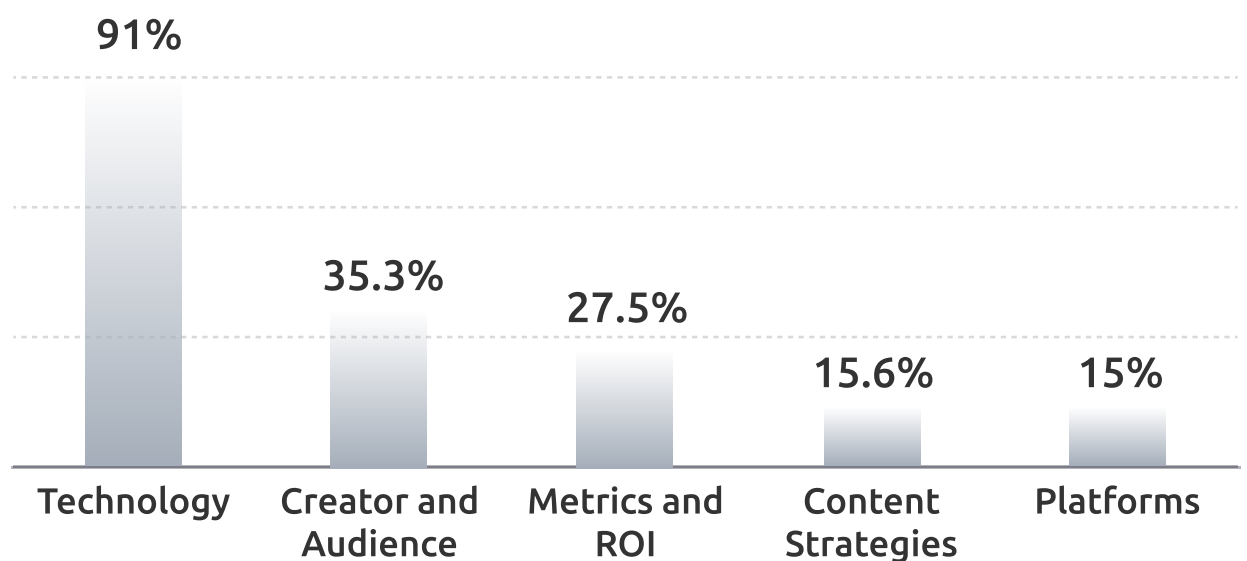
The influencer marketing landscape is transforming through breakthrough technologies, changing audience behaviors, and data-driven strategies.

By analyzing interviews with over 100 industry leaders, we've identified key trends and future predictions for 2025. Explore these insights and discover a strategic roadmap to help brands and creators thrive in this dynamic, rapidly evolving environment.

Technology is Shaping the Future of Influence

Technology, led by AI, is transforming influencer marketing by automating tasks, enabling hyper-personalization, and enhancing precision with tools like predictive analytics and virtual influencers. While **66.4% of marketers report improved outcomes with AI**, many face technical barriers to adoption.

Accessible tools and education are essential to empower teams to fully utilize AI's capabilities. By integrating advanced analytics and audience insights, brands can reduce inefficiencies, target niche audiences, and achieve measurable results, positioning AI as a key catalyst for industry evolution. The following image highlights the most talked-about topics in our influencer marketing community:



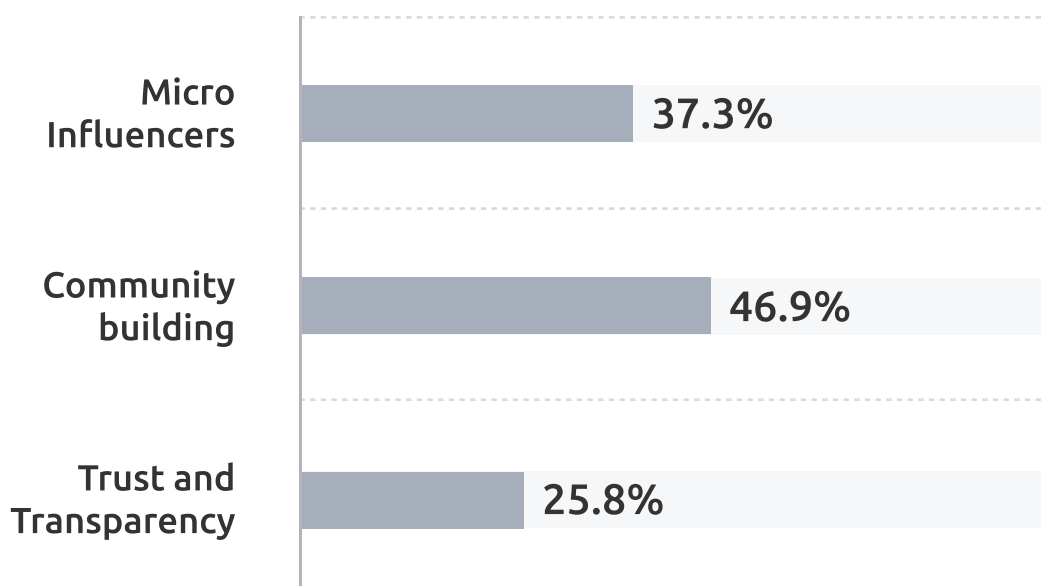
Primary Drivers of Change in Influencer Marketing in 2025 According to Experts



● Redefining Influence Through Trust and Community

The evolving role of influencers emphasizes trust, niche audiences, and community building. Micro- and nano-influencers foster deeper, authentic engagement that larger campaigns often miss.

Experts see a shift from transactional promotions to influencers as community leaders, building loyalty through value-driven relationships. Brands must partner long-term with influencers to co-create resonant narratives, ensuring sustained engagement and meaningful impact.

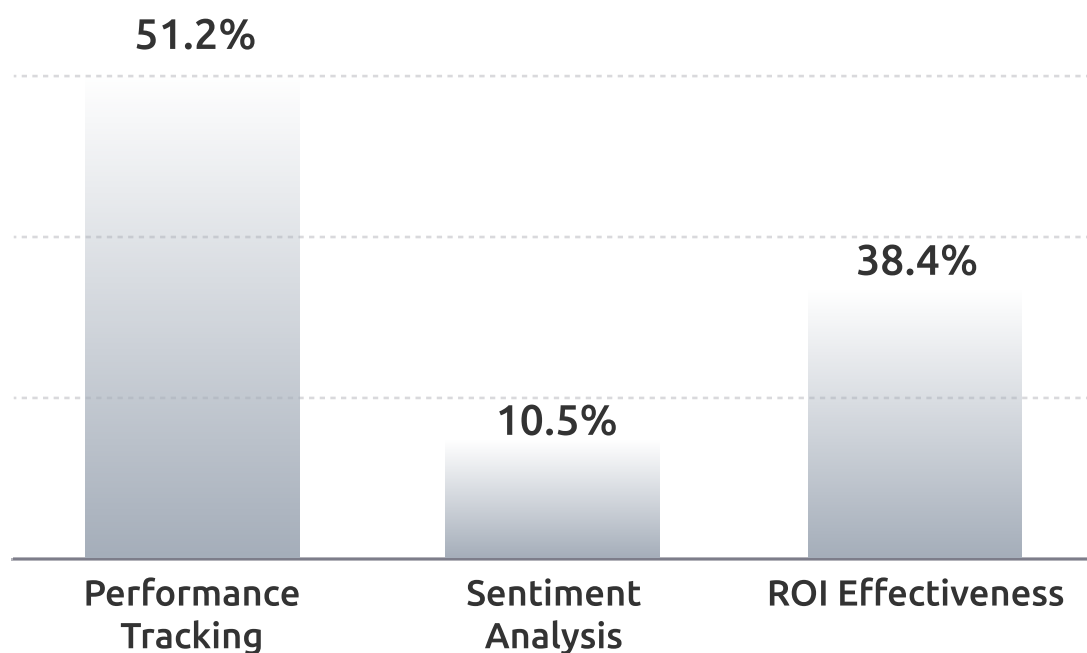


Key Focus Areas in Influencer Marketing for 2025

Shifting Focus to Meaningful ROI Metrics

Metrics and ROI remain a top priority for brands, with growing emphasis on precise tracking and actionable outcomes. Advanced AI tools are transforming how brands measure success, offering real-time insights into engagement, conversions, and audience sentiment.

Experts call for **moving beyond surface-level metrics to focus on tangible results**, such as driving sales, fostering customer loyalty, and building lasting brand trust. Bridging this gap requires adopting advanced performance models that align short-term gains with long-term strategic growth.

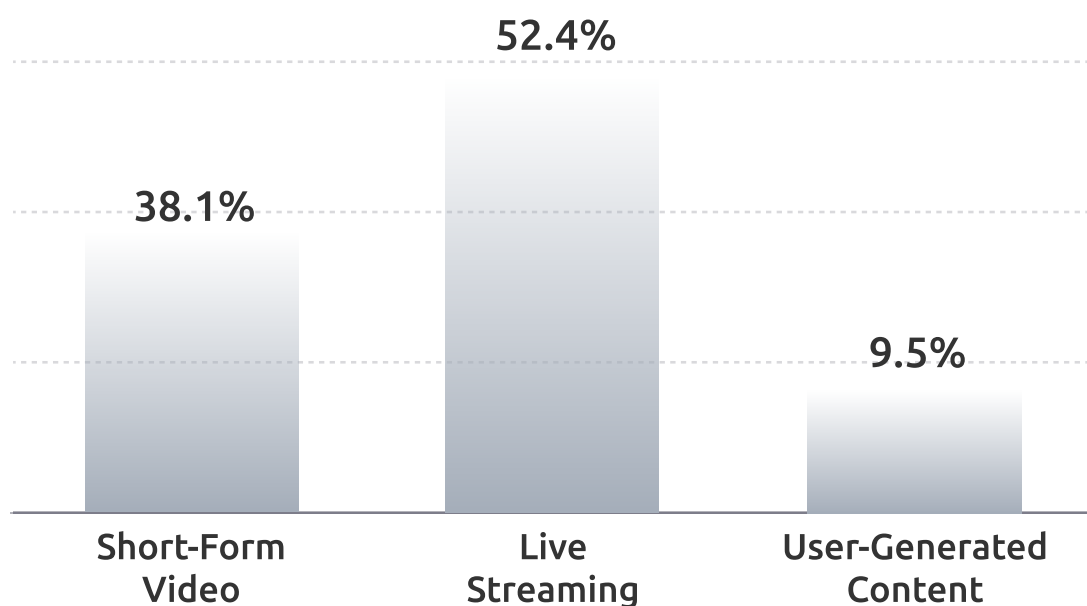


Critical Metrics and ROI Factors in Influencer Marketing

Revolutionizing Content with Live and Short-Form Video

Content strategies are evolving with live streaming and short-form videos leading influencer marketing. Live streaming fosters authenticity and real-time interaction, while live shopping boosts conversions. Short-form videos on TikTok and Instagram Reels capture attention instantly, offering powerful storytelling tools.

However, rising platform saturation requires innovation to maintain engagement. **Experts advocate for immersive formats like AR/VR and personalized content** to stand out, blending entertainment with value and creating interactive experiences for audiences.



Leading Content Strategies in Influencer Marketing for 2025

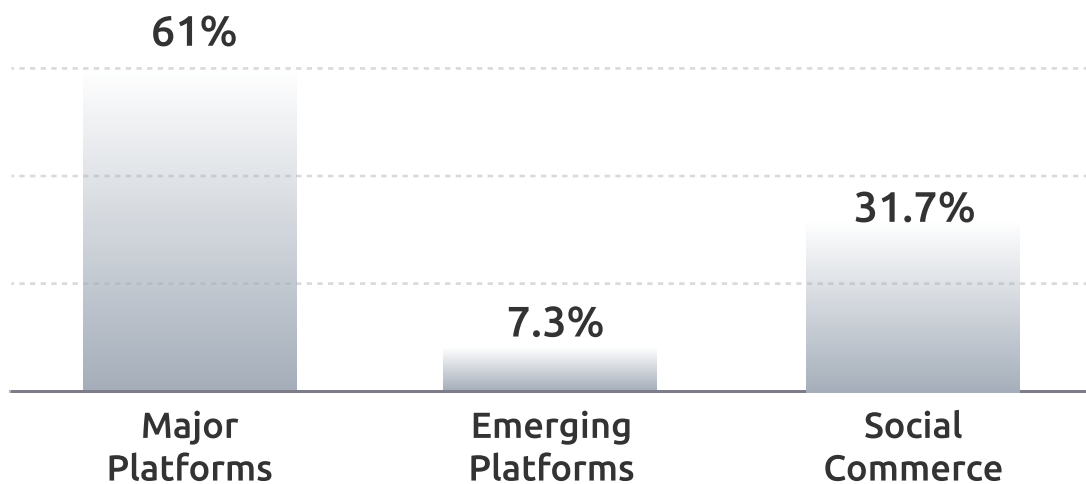


Global Platforms and Localized Opportunities

TikTok, Instagram, and YouTube remain central to influencer marketing, leveraging AI analytics and social commerce for impactful campaigns.

Emerging platforms like Lemon8 and Bluesky enable niche strategies, while growing budgets in LATAM, MENA, and India highlight the need for localized campaigns.

To thrive, brands must combine the scalability of major platforms with the cultural relevance of emerging and regional players.



Influencer Marketing Platform Trends in 2025 According to Experts

Influencer Marketing Hub's Recommendations for Future- Proof Campaigns

Influencer marketing in 2025 thrives by balancing technological advancements with genuine human connections. As the industry navigates rapid changes and increasing competition, strategic adaptation is essential. By implementing these strategic recommendations, brands can navigate the evolving landscape and achieve meaningful, sustainable success.

- ✓ **Leverage AI**
Enhance personalization and efficiency with AI tools.
- ✓ **Invest in Micro-Influencers**
Build authentic engagement with niche creators.
- ✓ **Embrace Multi-Platform**
Utilize diverse channels for broader reach.
- ✓ **Prioritize ROI Tracking**
Use analytics to optimize campaign performance.
- ✓ **Innovate Content**
Adopt interactive formats like live shopping.
- ✓ **Ensure Authenticity**
Focus on genuine storytelling to build trust.



Influencer
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