

Influencer marketing dollars flow to TikTok

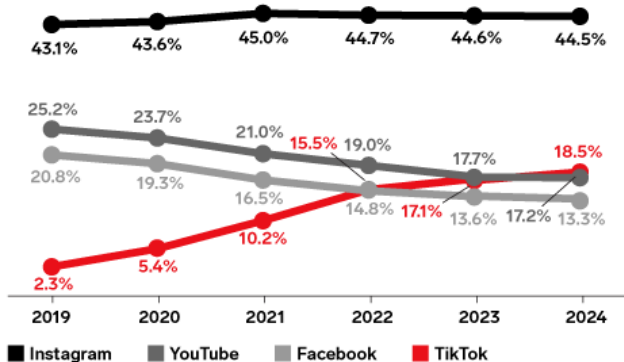
Article

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TikTok's influencer marketing takeover is nothing short of astounding. In 2019, the app accounted for **2.3%** of US spending on creator campaigns. This year, TikTok's share will reach **15.5%**, beating Facebook's **14.8%**. Instagram will remain on top with **44.7%**.

US Influencer Marketing Spending Share, by Platform, 2019-2024

% of total influencer marketing spending



Note: payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content; excludes noncash payments such as free products or trips; excludes paid media
Source: eMarketer, July 2022

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Beyond the chart: This year, TikTok ad revenues will approach **\$6 billion** in the US. They'll surpass **\$11 billion** by the end of 2024. The figures for Instagram are far higher: close to **\$30 billion** this year and more than **\$40 billion** in 2024. Still, TikTok will continue to encroach on its rival's turf as the ByteDance-owned app gets **even more shoppable**.

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Note: An influencer is an individual who can sway the brand preferences, buying decisions, and loyalty of a broader population, regardless of follower count. Examples include celebrities, public figures, YouTube/Instagram/TikTok creators, and subject matter thought leaders/experts.