

5 charts showing the creator economy's recent evolution

Article



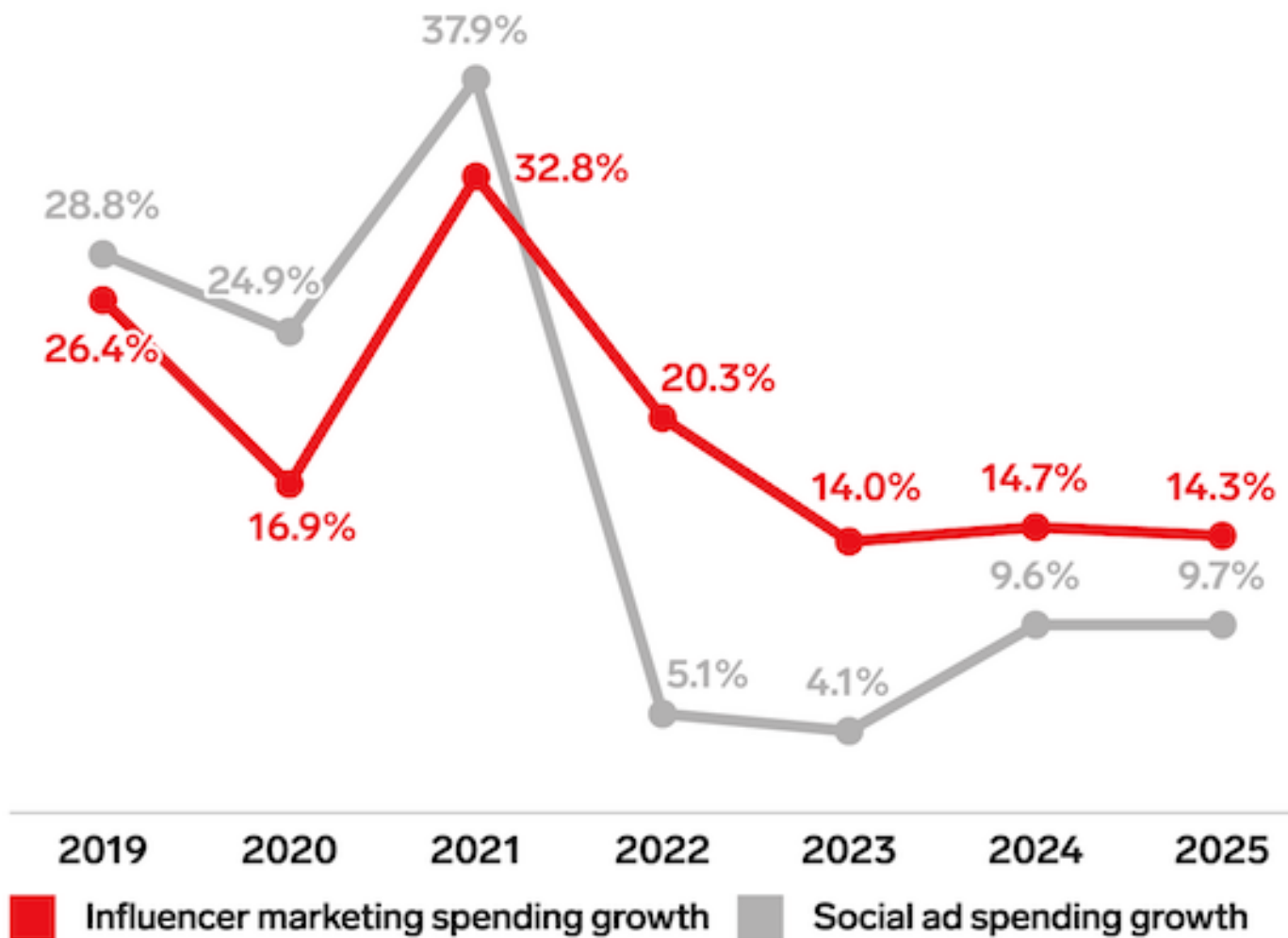
Next year, US influencer marketing spend will hit \$5.89 billion, and 82.7% of marketers will use influencer marketing, according to our forecasts. While that figure is a small portion of the \$75.08 billion going to social network ad spend, influencer marketing is growing at a faster rate.

Influencer marketing gives marketers a unique ability to work with creators to produce engaging, authentic, community-focused content. Here are five charts representing how the creator industry is changing.

1. Influencer marketing spend is growing faster than social ad spend

Influencer Marketing Has Been More Resilient Than Social Ad Spending

% change



Note: social ad spending growth is the combined figure for US social network ad spending and YouTube gross ad revenues; social network ad spending includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms, such as branded content amplified as paid

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Source: Insider Intelligence | eMarketer, July 2023

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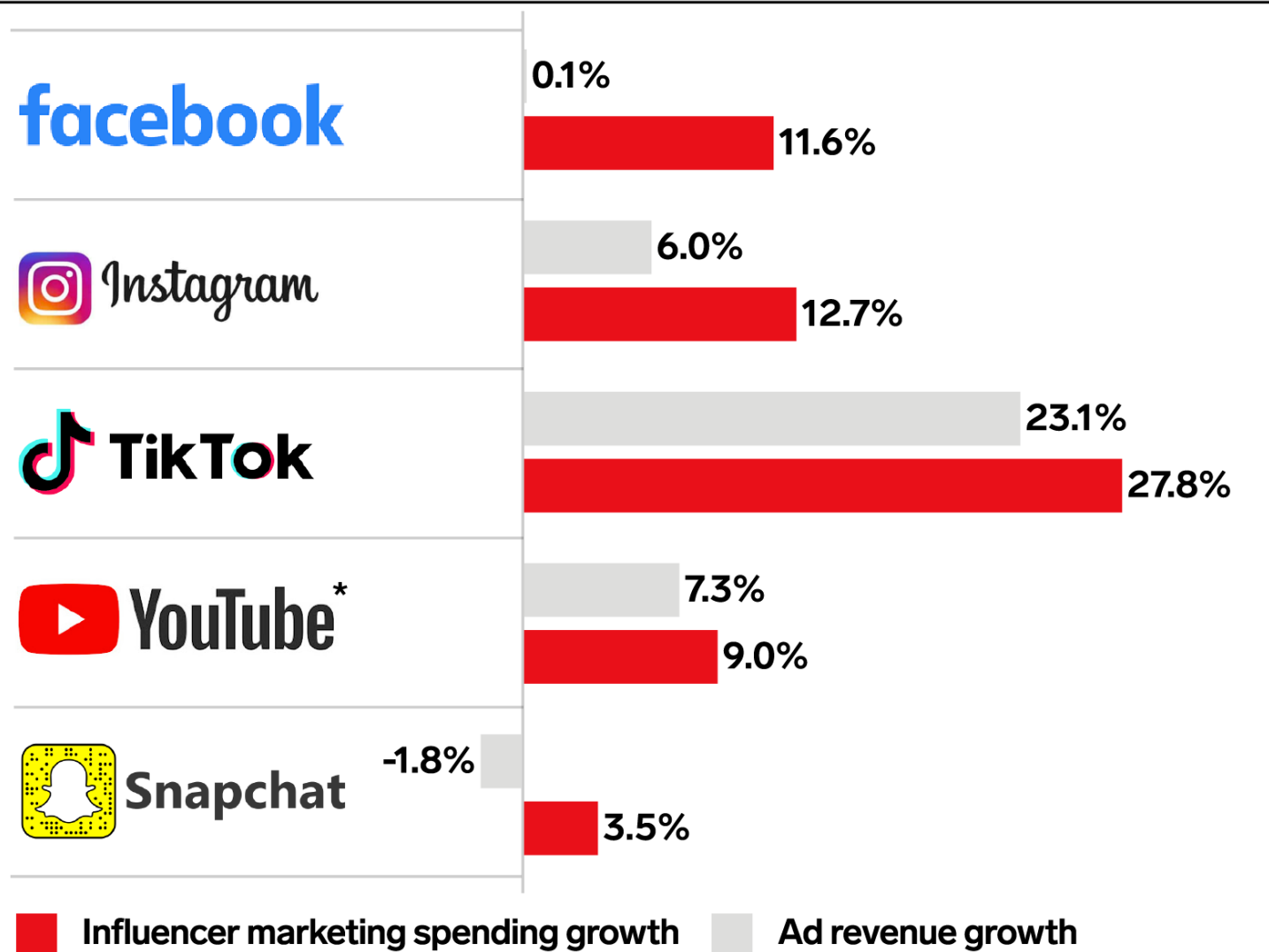
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US influencer marketing spend growth will remain in the double digits through 2025 (the end of our forecast), while social ad spend growth lingers between 4% and 10%, according to our forecast. The creator economy has been more resilient than paid social ad spend, as marketers lean into authenticity. The Hollywood strikes have also helped the creator economy stay healthy, incentivizing advertisers to look beyond TV and creators to build new revenue streams.

2. All major platforms are seeing growth

Influencer Marketing Spending Growth Is Outpacing Ad Revenue Growth on Every Major Social Platform, 2023

% change



Note: influencer marketing includes payments made to influencers or their representatives to promote products and services primarily on social media, excludes noncash payments such as free products or trips and branded content amplified as paid ads; social ad revenues include advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms, such as branded content amplified as paid media; *gross ad revenue; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices

Source: Insider Intelligence | eMarketer, July 2023

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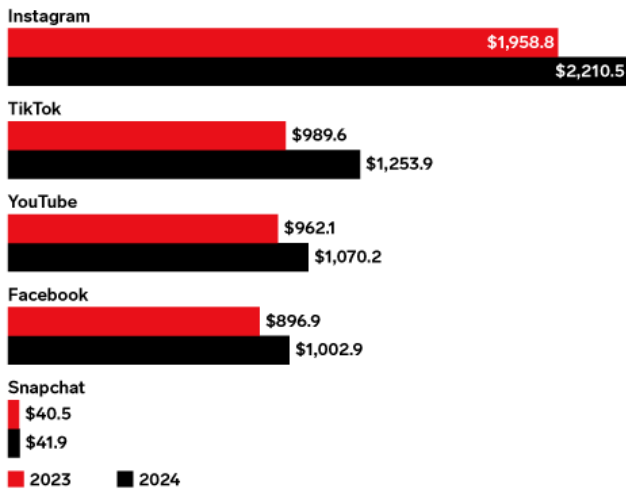
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Influencer marketing spend growth is outpacing paid ads on Facebook, Instagram, TikTok, YouTube, and Snapchat, according to our forecast. And even those paid social ads are often creator content amplified as paid media.

3. Just how much are marketers spending on influencers?

US Influencer Marketing Spending, by Platform, 2023 & 2024

millions



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 | Insider Intelligence, July 2023

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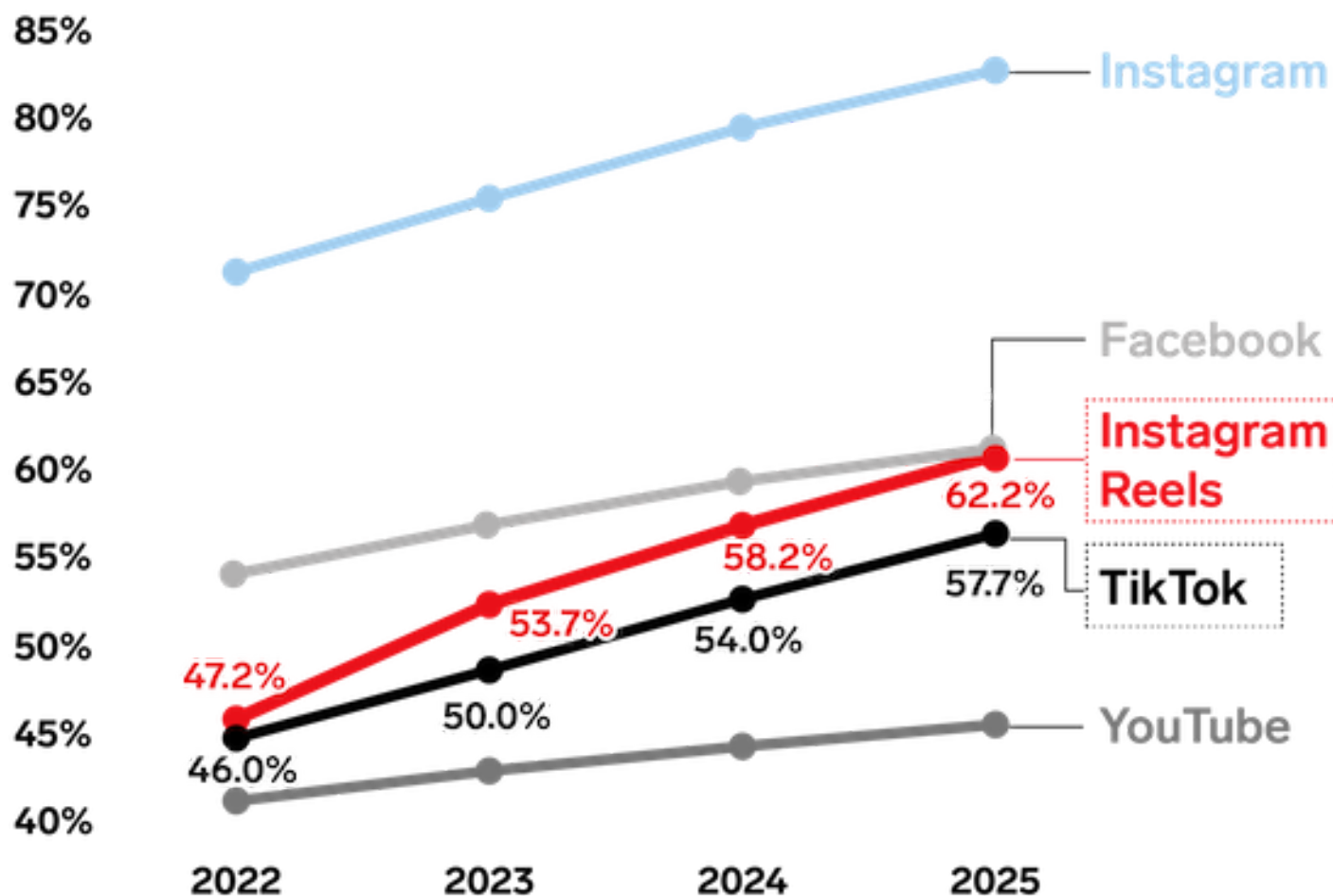
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On Instagram, US influencer marketing spend will pass \$2 billion next year, according to our forecast. On TikTok, YouTube, and Facebook, spend will tick past \$1 billion. **Users are posting less on many of these platforms**, but they're consuming more. Creator content within stories, in-feed, and in smaller community groups are all strong spaces for marketers.

4. Instagram dominates influencer marketing

More US Marketers Use Instagram Reels Than TikTok for Influencer Marketing

% of marketers who use platform for influencer marketing



Note: companies with 100+ employees; includes both paid and unpaid (i.e., noncash compensation such as free products or trips) brand-influencer partnerships

Source: Insider Intelligence | eMarketer, July 2023

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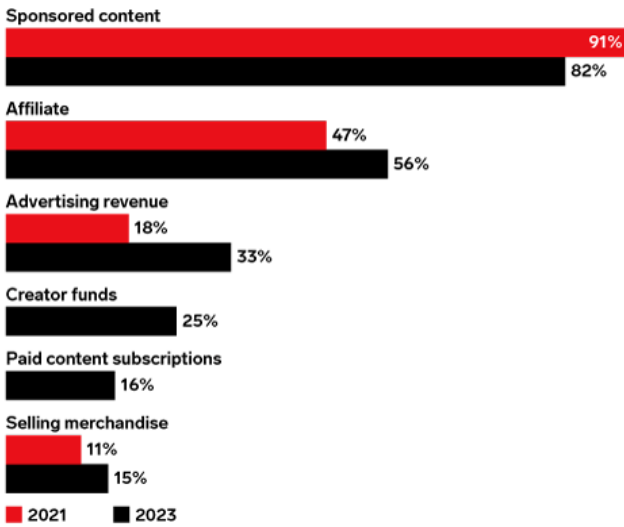
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Instagram will be used by nearly all US marketers this year (97.6%), according to our forecast. Looking specifically at influencer marketing, 58.2% of US marketers will use Reels next year, putting it ahead of TikTok at 54.0%. Marketers should focus on video content that can reach audiences across Instagram, TikTok, and YouTube, rather than a platform-first approach that focuses on a specific channel.

5. Creators function as standalone media channels

How Do US Creators Earn Income?

% of respondents, 2021 & 2023



Source: Mavrck, "Creator Compensation Report," Aug 15, 2023

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Most creators still **earn income from sponsored content** (82%), but other revenue streams like paid content subscriptions (16%) and merchandise (15%) have gained traction, according to Mavrck.

Creators are no longer “Instagram influencers”—they’re just influencers, with communities that **span multiple social platforms** as well as within their own newsletters or Discord channels.

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