

Cooking is the most popular form of influencer content on social media

Article



Types of Influencer Content Social Media Users Worldwide* Typically Watch, Oct 2023

% of respondents



Note: *Australia, France, Saudi Arabia, UK, and US

Source: Snap Inc. and IPG Magna, "Unleashing Influence: A Marketers' Guide To Influencer's Success," Feb 22, 2024

350923

Insider Intelligence | eMarketer

Key stat: Cooking recipes are the most popular form of influencer-created social media content, according to 51% of worldwide social media users, per a February 2024 report from Snap Inc. and IPG Magna.

Beyond the chart:

- Social media users prefer cooking or lifestyle content over tutorials or product reviews, suggesting that they want to see how products can fit into their everyday lives rather than hearing a list of product attributes.
- Shoppable videos can also help take social content one step further by shortening the time between inspiration and purchase.
- **Retail media networks** may consider partnering with popular cooking or lifestyle creators to help advertiser clients expand their audience reach on social media.

Use this chart:

- Assess **influencer marketing** strategies.

More like this:

- Are brand-led creator communities the next evolution of influencer marketing?
- How to get the most out of working with creators and influencers
- 1 in 3 Gen Zers have bought from an influencer-founded brand in the past year
- Guide to influencer marketing: Trends, tactics, and KPIs

Methodology: Data is from the February 2024 Snap Inc. and IPG Magna report titled "Unleashing Influence: A Marketers' Guide To Influencer's Success." 5,214 weekly social media users ages 16-49 in Australia (n=1,022), France (n=1,005), Saudi Arabia (n=1,005), the UK (n=1,003), and the US (n=1,179) were surveyed online during September-October 2023.