



State of Influencer Marketing 2022

Trends and Performance metrics



DIGITAL IN 2021: NEW CHALLENGES, NEW MILESTONES

The digital and social landscape is evolving so fast that it can be hard to stay abreast of all changes. 2021 was indeed a big year in every sense. Before we share the key findings of our report, let's look at some of the most significant events of the year that affected the influencer marketing environment.

1) 1. Facebook announced new 'Meta' corporate title and dives deeper into VR and AR

- At its Connect 2021 event, Facebook has announced that it's re-naming the company in order to better reflect its emerging focus. From now on, Facebook's overarching company name will be 'Meta'.
- The metaverse will feel like a hybrid of today's online social experiences, sometimes expanded into three dimensions or projected into the physical world. It will let you share immersive experiences with virtual influencers and other people even when you can't be together – and do things together you couldn't do in the physical world.

3) Platforms move further into eCommerce

- **Instagram** added a new 'Drops' product showcase to help boost eCommerce activity.
- **TikTok** expanded its relationship with Shopify to provide more ways for Shopify merchants to promote their products directly to their audience in the app.

5) More protection to young users

- **Instagram** provided more protection for young users with a series of updates, including defaulting teenagers into private accounts and restricting its ad targeting options for younger audiences.
- **TikTok** added new safety center guides to help parents and carers keep their kids safe in the app.
- **YouTube** updated default settings on kids' content, implemented new restrictions on promotions.

2) Social media platforms provide more ways for creators to generate more income

- **Facebook** added more tools to help Instagram creators earn money from their efforts, including creator shops, new Branded Content promotional deal frameworks, and an improved influencer marketplace to connect users and brands.
- **TikTok** continues to expand its creator monetization tools with the addition of video tipping and virtual gifts for regular uploads, in addition to live streams in the app.
- **YouTube** launched a new \$100 million fund for shorts creators.

4) YouTube and Instagram continue to push short-form video content

- In its ongoing effort to slow the rapid growth of **TikTok, Instagram and YouTube** continue to push their own TikTok-like elements.
- **Instagram** officially launched the TikTok-Like remix option for Reels.
- **YouTube** Launched Shorts Beta in All Regions.



CONTENTS

- 4** Key Findings
- 7** Instagram
- 19** Tiktok
- 27** YouTube
- 35** Important Influencer Marketing Trends to Watch Right Now
- 36** Methodology
- 37** Contacts



KEY FINDINGS

Key Finding 1 | page 8

The Instagram Influencer Market is Expected to Grow to USD 22.2 billion by 2025

HypeAuditor conservatively estimates the global influencer marketing market size to grow from USD 13.8 billion in 2021 to USD 22.2 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 12.6% during the forecast period.

Key Finding 2 | page 9

48% of Global Instagram Users are Aged between 25 and 34 Years

48% of global Instagram users are aged between 25 and 34 years (4% higher than last year). Most likely, a part of younger users switched from Instagram to TikTok.

Key Finding 3 | page 15

The Average Percent of Instagram Accounts Impacted by Fraud Decreased by 6.16%

But the number of influencers impacted by fraud is still very high (49.23%). Fake influencers and engagement can cost advertisers millions of dollars each year.

Key Finding 4 | page 20

Two-thirds of TikTok users (66.9%) are under the age of 24 with 39% between 18 and 24, which makes people of this age the largest user group. In this age group, the number of users between the ages of 13 and 17 decreased by 2% compared to the previous year. The female audience grew by 4.14%. In general, the audience has become a little more mature.

Key Finding 5 | page 21

The ER for all tiers of TikTok influencers has decreased compared to 2020

Micro-influencers and Mega-influencers have the highest ER: 13.33% and 13.70% respectively.

Key Finding 6 | page 28






68% of YouTube users are aged between 18 and 34

However, the platform doesn't just appeal to adult audiences. Teenage users are the third-largest group accounting for almost 15% of all YouTube viewers.



TIK TOK AND REDDIT SAW USER GROWTH EXPLODE ADMIT THE PANDEMIC

Percentage change in user growth by platform, as of April 2021

Company	2020	2021
 TikTok	87.1%	18.3%
 Instagram	6.2%	3.7%
 Snapchat	4%	2.6%
 Twitter	4%	0.2%
 Facebook	3.3%	0.8%

Source: eMarketer, Insider Intelligence



INFLUENCER MARKETING MARKET SIZE WILL REACH 22 BILLION BY 2025

Estimated Influencer Marketing Market Growth



\$22.2B



\$13.8B

HypeAuditor conservatively estimates the global influencer marketing market size to grow from \$13.8 billion in 2021 to \$22.2 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 12.6% during the forecast period.

Various factors, such as the rise of social ecommerce, redistribution of the advertising budget from television and offline towards digital advertising, an increase in the adoption of ad-blocking software, are expected to drive the adoption of influencer marketing.



68%

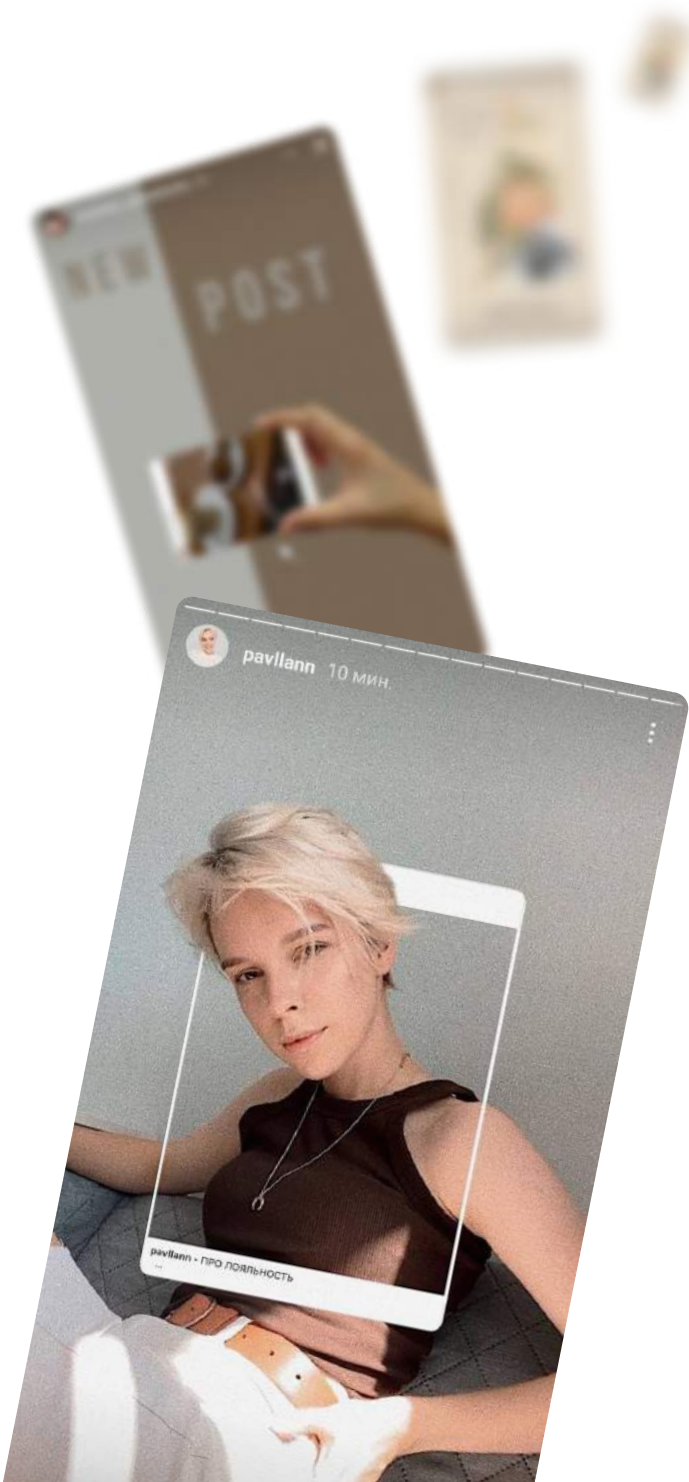
OF MARKETING SPECIALISTS USE INSTAGRAM FOR THEIR INFLUENCER MARKETING CAMPAIGNS

When it comes to influencer marketing, Instagram is a perfect place to reach new audiences and gain direct access to target markets.

Instagram now has more than 2 billion monthly active users worldwide, according to employees with knowledge of the key metric.

Instagram creators open up huge opportunities for businesses looking to market their products and services in an authentic way. 68% of marketing specialists consider Instagram important for their influencer marketing campaigns, which makes it the most popular social media channel for influencer marketing.

This comes as no surprise. Influencer marketing on Instagram removes the barriers of traditional advertising because customers get to know about your brand from someone they trust. And it happens on an authentic platform they use on a daily basis. When a creator recommends a product or service, it comes across as a credible recommendation, and this is a great advantage for brands.





INSTAGRAM UPDATES 2021: REELS, AFFILIATE PROGRAM, LINK STICKERS IN STORIES

Instagram Officially Launched its TikTok-Like Remix Option for Reels and Expanded Reels Up to 60 sec

New Remix option for Reels, which enables Reels creators to add their own take to eligible Reels clips, which can help fuel content trends.

The option is almost the same as TikTok's 'Duets' option, which has proven hugely popular in the app.

Opportunities for Influencer Marketing:

The Remix feature takes sharing to another level and encourages viral content.

Influencers can share brands' videos with their comments, amplifying the reach and potentially making the piece of content go viral.

Instagram has extended Reels to 60 sec

TikTok now enables the upload of longer clips (up to 3 minutes), and YouTube Shorts can also be up to 60 seconds in length, so it was only a matter of time before Instagram followed the trend.

Opportunities for Influencer Marketing:

Additionally, the Remix feature gives brands more time to share their story with the help of influencers.



Instagram REELS

Instagram Announced Affiliate Program and New Stars Options to Help Provide Revenue Options for Creators

Instagram has announced some new monetization options for creators, including a new affiliate marketing program, which will make it easier for creators to earn money from product promotions.

Opportunities for Influencer Marketing:

The new process will enable creators to sign up for the new affiliate program, which will then enable them to choose products available in the app to add to their posts.



INSTAGRAM UPDATES 2021: REELS, AFFILIATE PROGRAM, LINK STICKERS IN STORIES



Instagram Made Link Stickers Available to All Accounts

Instagram has announced that links are now available in Instagram Stories for all users, not just those with 10k followers or verified accounts.

The feature is extremely useful for creators, businesses, and other people in the community, who could use Link Stickers to share information and resources.

Opportunities for Influencer Marketing:

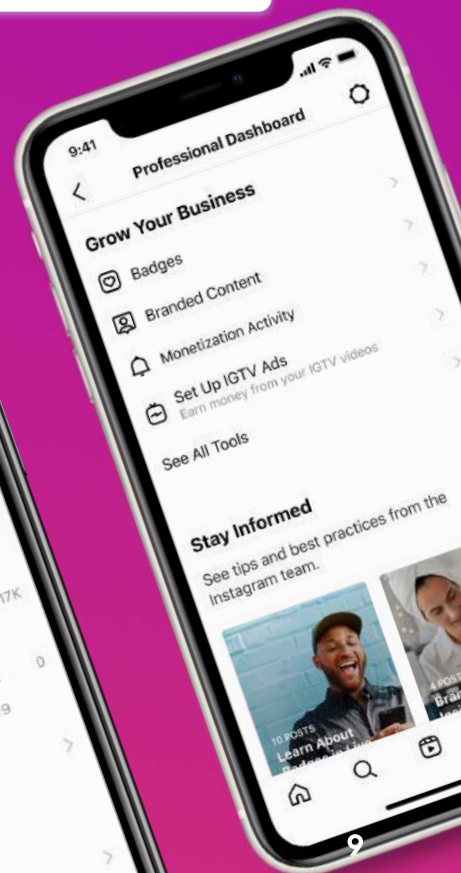
Links in Stories allow you to track ads even among micro-influencers, so anyone can share a link to a product/brand. This means that the role of user-generated content (UGC) will increase and brands can work with ordinary clients as influencers.

Instagram Launches New Professional Dashboard, Helping Creators Make a Living

Instagram has decided to launch its new Professional Dashboard as a support service for creators.

Opportunities for Influencer Marketing:

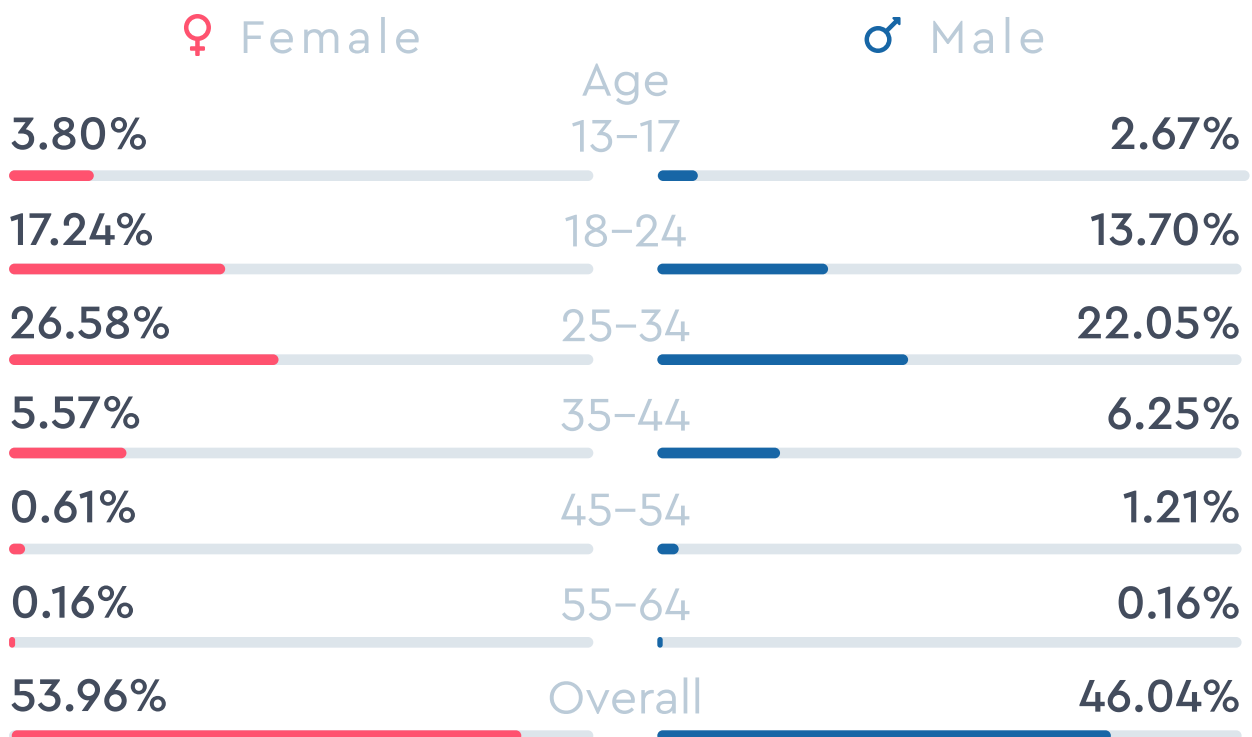
With all the resources and tools that already exist on Instagram, the dashboard helps creators bring all that information together in a centralized "home" location.





48%

OF GLOBAL INSTAGRAM USERS ARE AGED BETWEEN 25 AND 34 YEARS



User demographic data for any social media you work with is an essential element of a successful influencer marketing strategy. Knowing who's on the platform helps businesses and brands better research, analyze, and plan.

The research reveals that:

- 🔥 Around 48% of global Instagram users are aged between 25 and 34 years (4% higher than last year)
- 🔥 26.58% of this age group are female and 22.05% are male
- 🔥 More than half of global audiences (86%) are 34 and younger, which makes Instagram a perfect platform to target this age group.



DISTRIBUTION OF INSTAGRAM INFLUENCERS BY CATEGORIES: LIFESTYLE CONTENT TAKES THE LEAD

Category	2021,%	2020,%	Change in % points	Change in %
Lifestyle	13.80	11.59	2.21	19.03
Beauty	8.56	5.22	3.34	63.99
Music	8.27	6.52	1.75	26.84
Photography	6.64	5.58	1.06	19.02
Family	6.20	4.34	1.86	42.88
Humor, Fun, Happiness	4.91	4.24	0.67	15.76
Shows	4.24	2.93	1.31	44.56
Modeling	3.93	3.28	0.65	19.71
Cinema & Actors	3.81	2.28	1.53	67.17
Fitness & Gym	3.27	2.95	0.32	10.89

Most of the Instagram influencers produce content related to:

Lifestyle 13.7%

Other popular topics include:

Beauty 8.5%

Music 8.2%

Photography 6.6%

The least competitive niches are:

Modeling 3.9%

Cinema & Actors 3.8%

Fitness & Gym 3.2%

If we look at 2020, we'll see that the top category remained the same — **Lifestyle**. However, in 2021, interest in all the categories among creators increased.

The number of influencers who create content about Beauty increased by **63%**, which is the highest percentage.



TRENDING INSTAGRAM TOPICS IN 2021: CINEMA AND ACTORS SHOWED EXPLOSIVE GROWTH

HypeAuditor analyzed Instagram influencers' accounts to see the average yearly growth of followers and the average ER to identify the most trending Instagram categories in 2021.

Category	% of Av. Yearly Growth
Cinema & Actors/ Actresses	37.47
Health & Medicine	24.02
Food & Cooking	22.69
Sweets & Bakery	22.25
Clothing & Outfits	20.45

Category	Average Annual ER, %
Comics & sketches	6.14
Extreme Sports & Outdoor activity	5.17
Sports with a ball	5.15
Racing sports	5.04
Photography	4.95

Head the list in terms of ER:

Comics & sketches	6.14%
Extreme Sports & Outdoor activity	5.17%

The most growth:

Cinema & Actors/actresses	37.4%
Health & Medicine	24%

Arguably, the Instagram audience consumed more entertainment content in 2021 in order to provide some light relief to events going on across the world and at the same time deepen their knowledge in medicine and health topics

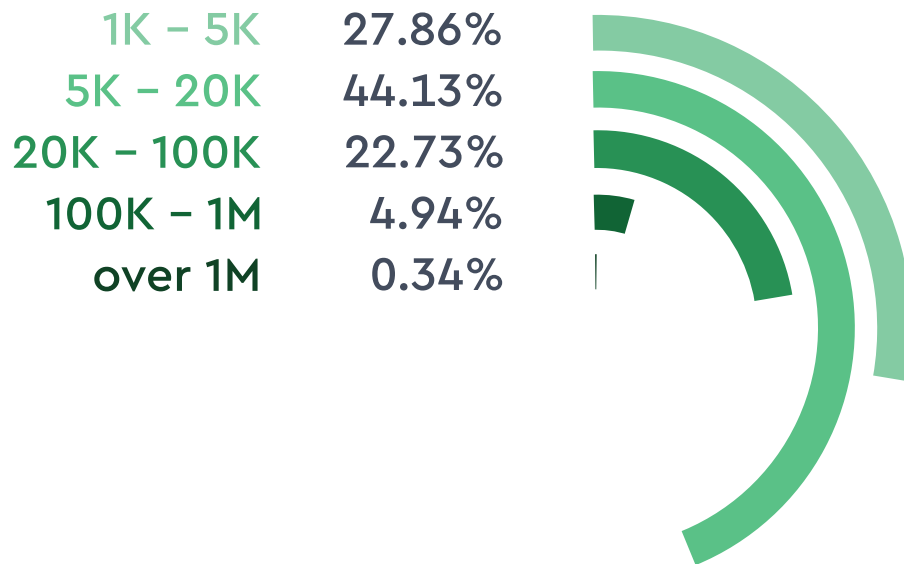


Netflix made a tangible contribution to the growth of this category, with the stars of The Squid Game TV show ([wi_wi_wi](#), [hoooooyeony](#), [leeyoum262](#)) becoming the fastest growing accounts in the world in September 2021.



ALMOST HALF OF INSTAGRAM CREATORS ARE MICRO-INFLUENCERS










We break down Instagram influencers into five main groups (influencer tiers) according to the number of their Instagram followers:



- 🔥 The largest group of creators is Micro-influencers accounting for almost half of all influencers (**44.13%**). This type of creator has between 5,000 and 20,000 subscribers.
- 🔥 The second most popular group is nano-influencers (**27.8%**)
- 🔥 Mid-tier influencers (**26.8%**) with around 20,000–100,000 followers account for **22.73%**.
- 🔥 Macro-influencers and Mega-influencers & Celebrities represent the smallest groups: **4.9%** and **0.3%** respectively.



TOP GROWING INSTAGRAM ACCOUNTS IN 2020: CRISTIANO RONALDO GREW HIS ACCOUNT BY 53%

			2021		
	Account	Instagram Followers	Followers' Growth	Followers' Growth, %	ER (%)
	cristiano	375M	129M	53	2.07
	leomessi	288M	117M	69	2.23
	virat.kohli	172M	88M	105	1.87
	kyliejenner	288M	84M	41	2.78
	selenagomez	278M	81M	41	1.31
	khloekardashian	201M	77M	62	0.7
	therock	282M	76M	37	0.39
	kimkardashian	268M	74M	38	1.08
	arianagrande	280M	70M	33	0.65
	instagram	448M	65M	17	0.07

We looked at the top Instagram accounts, in terms of their follower growth in 2020. In 2021, the fastest-growing accounts remained the same, only the order has changed.



Instagram went down from 1st place to 10th, Leo Messi went up from 9th to 2nd, Kohli — from 7th to 3rd. In general, it is interesting that last year, the top 10 accounts grew by 426 million, and this year by 864 million.



Virat Kohli, an Indian cricketer, took a huge leap in follower growth on Instagram, gaining 88M new subscribers and growing his account by 105% last year.

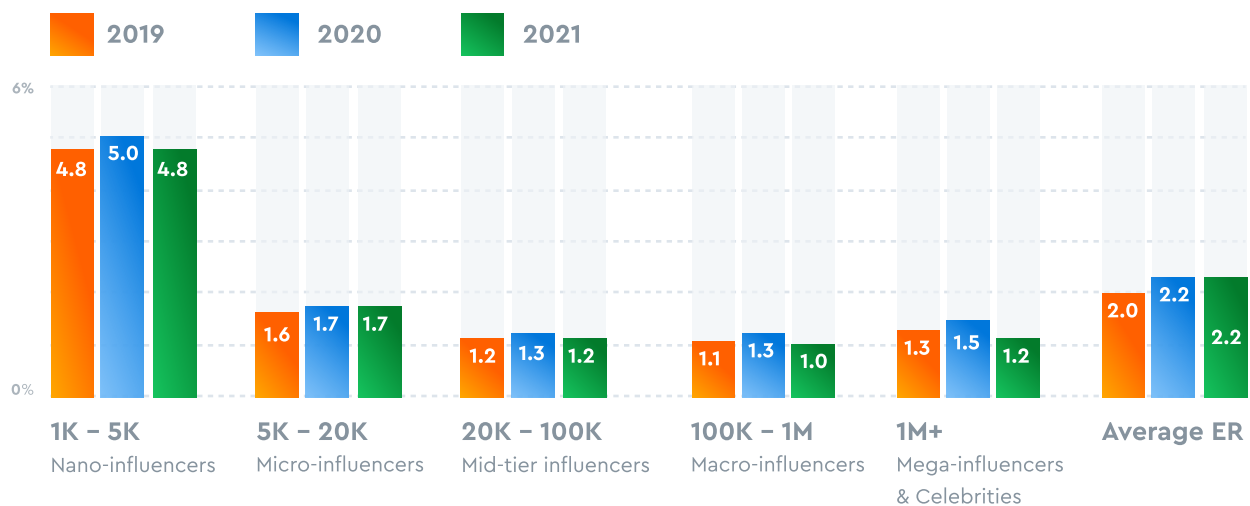


Cristiano Ronaldo, a professional football player (27% follower growth), leads the list with 129M new followers gained in 2021.



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

Engagement Rate or ER is a commonly used benchmark of success on Instagram as it can determine how well an influencer connects with their audience. Highly engaging content with many likes and comments often stands a better chance of organically appearing on an Instagram feed.



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

$$\text{ER (Engagement Rate)} = \frac{\text{Likes} + \text{Comments}}{\text{Followers}} \times 100\%$$

Nano-influencers tend to have stronger connections with their audience. Thus, their ER is higher than the ER of other influencer groups: **4.79%** in 2019, **5%** in 2020, and **4.8%** in 2021.

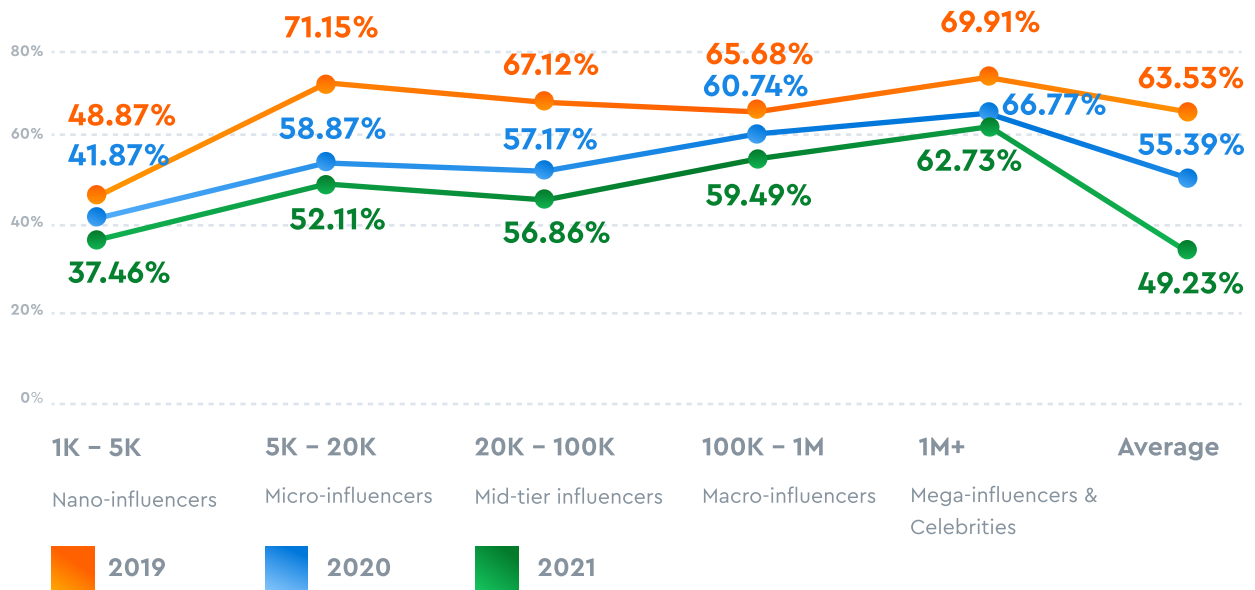
The highest average ER for any influencer tier was achieved in 2018 (**2.92%**). Since then, the average ER has decreased significantly.

ER dropped for all Tiers in 2021. Perhaps this is due to the fact that users began to spend part of their time in Reels and more time in Stories, so the activity on posts has decreased.



THE AVERAGE PERCENT OF INSTAGRAM ACCOUNTS IMPACTED BY FRAUD DECREASED BY 6.16%

Percentage of influencers impacted by fraud by follower number:



Compared to 2020, the average percent of Instagram accounts impacted by fraud decreased by **6.16%**. This is the second year in a row that this number has decreased.

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

This is especially noticeable for micro-influencers and nano-influencers, where the figure decreased by 4.41% and 6.76% respectively.

But the number of influencers impacted by fraud is still very high (49.23%). Fake influencers and engagement could cost advertisers millions of dollars each year.

Among the most popular gray hat tricks are:

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



It is important to understand that not all influencers who are impacted by fraud perform fraudulent actions/violate Instagram guidelines/use gray hat techniques.



THE MOST TALKED ABOUT BRANDS ON INSTAGRAM IN 2021

		Brand username	Mentions	Influencers	Est. Reach
1		zara	301 010	99 839	2 074M
2		nike	150 423	70 090	2 030M
3		hm	161 223	63 723	1 372M
4		instagram	219 714	56 768	2 341M
5		sheinofficial	213 675	56 267	1 818M
6		gucci	82 611	43 496	2 026M
7		dior	80 751	38 504	2 250M
8		spotify	76 554	35 335	2 256M
9		louisvuitton	68 506	34 946	2 049M
10		youtube	91 663	33 931	2 303M
11		target	81 298	32 063	1 243M
12		chanelofficial	72 140	32 030	1 570M
13		prettylittlething	107 941	31 711	2 088M
14		fashionnova	137 139	30 953	8 011M
15		amazon	63 466	29 254	1 007M
16		adidas	50 532	27 748	969M
17		asos	69 246	27 202	595M
18		netflix	47 902	26 818	4 013M
19		prada	47 967	25 898	1 162M
20		tiktok	47 046	23 289	862M

Instagram, with its huge, highly-engaged audiences who consume millions of pictures and videos daily, is a gold nugget for brands and marketers. Most of the brands were on this list last year. The new ones are YouTube, Prada, Louis Vuitton, Chanel official, Asos, Adidas.

The most tagged brand by influencers is Zara. Zara is a Spanish apparel retailer. The company specializes in fast fashion, and products include clothing, accessories, shoes, swimwear, beauty, and perfumes. It is the world's largest apparel retailer.

Almost 15% of Zara mentions are used with hashtag #ootd. An outfit of the day(ootd) is where fashion bloggers show what clothes they wear on a particular day or occasion. Most of these posts are free posts, so Zara can be considered the most popular clothing brand on Instagram.

Of the twenty most mentioned brands, 13 are related to clothes, fashion, and beauty: Zara, Nike, HM, SHEIN, Gucci, Dior, Louis Vuitton, Chanel, Adidas, Asos, PrettyLittleThing, FashionNova, Prada. Spotify was the most talked-about music brand, surpassing Amazon, Netflix, and TikTok, in terms of mentions.



INSTAGRAM INTEGRATION PRICE AND EARNED MEDIA VALUE: THE AVERAGE MIN. AND MAX. FOR EACH INFLUENCER TIER

\$1 → \$4.87

you pay for Instagram Influencers promotion

of Earned Media Value you get on Average

Followers	Av. Post Price from	Av. Post Price to	Av. EMV from	Av. EMV to
1K – 5K	10\$	50\$	9\$	100\$
5K – 20K	15\$	110\$	35\$	450\$
20K – 100K	35\$	350\$	128\$	1,190\$
100K – 1M	185\$	2,500\$	750\$	5 350\$
Over 1M	1 200\$	∞	5,133\$	∞



EMV or **Earned Media Value** is the accepted advertising industry standard for measuring PR activities and influencer marketing campaigns. HypeAuditor EMV is based on a proprietary methodology and shows what it would have cost to gain the same reach through paid social among the audience with similar demographics.



To calculate the price we take into account several components, including the influencer's country, follower number, and ER, and use a machine learning model trained on market values. The actual price may vary, depending on several factors like production complexity, hours needed to produce, and assistant work.



Knowing the EMV of creators you work with can help you to better understand how efficient your influencer marketing efforts have been. On the chart, you can see the average minimum and the average maximum EMV for each influencer tier.



TIKTOK REACHES A BILLION ACTIVE USERS IN 2021

Despite ongoing challenges from rival platforms, along with regulatory concerns, and even restrictions in some regions, TikTok continues to go from strength to strength and has now reached a new milestone of one billion monthly active users.

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Moreover, a new survey from Forrester underlines TikTok's rise versus Instagram as the App of choice among teen users: TikTok has seen a 13-point year-over-year rise in weekly usage, while Instagram has declined 4 points in the same period.

Seeing such success, Instagram and YouTube rushed to develop the short-form video format. While TikTok is consolidating its leadership in this field and experimenting with online translations and social eCommerce.





TIKTOK UPDATES 2021: NEW LIVE-STREAM FEATURES, BRANDED CONTENT, CREATOR PORTAL

The platform is developing new features and functionalities to inspire creativity and help users better engage with content. Here are some major TikTok updates that 2021 brought.

TikTok Rolls Out Q&A Feature to All Creator Accounts

TikTok's looking to prompt more engagement between creators and their fans with the official launch of its [new Q&A option](#), which enabled users to pose questions to creators that can then be answered within live broadcasts, or in future video clips.

Opportunities for Influencer Marketing:

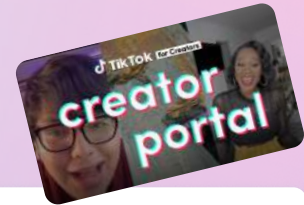
This new feature gives brands and creators new ways to connect directly with their communities bringing them closer together.

TikTok Adds New Live-Stream Features, Including Live Guests and Q&A Panels

TikTok has [added some new elements](#) to its live-streaming options, including scheduled events that you can promote, live Q&A, and a co-streaming option to enhance the experience.

Opportunities for Influencer Marketing:

These features provide more capacity to utilize TikTok live-streams within your process, which, could have specific benefits for brands that are considering new approaches to video engagement.

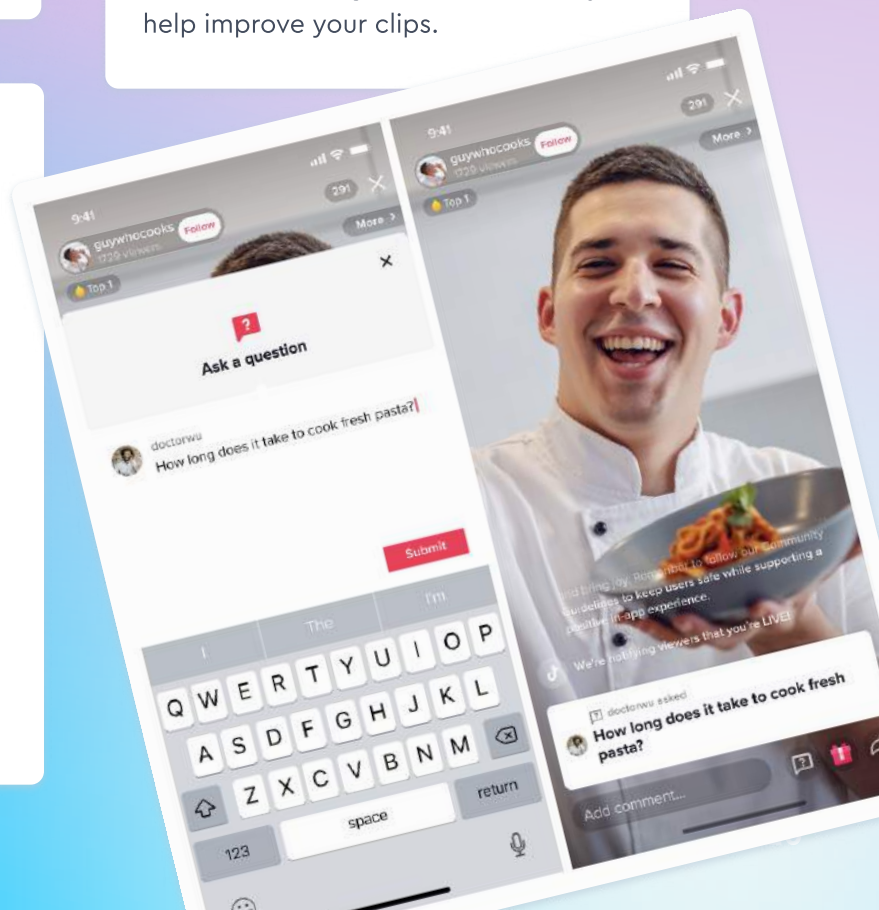


TikTok Launches New 'Creator Portal' Education Platform to Help Creators Maximize Their Efforts

TikTok has launched a new [Creator Portal](#) platform in order to provide additional guidance and tips to help creators maximize their in-app presence.

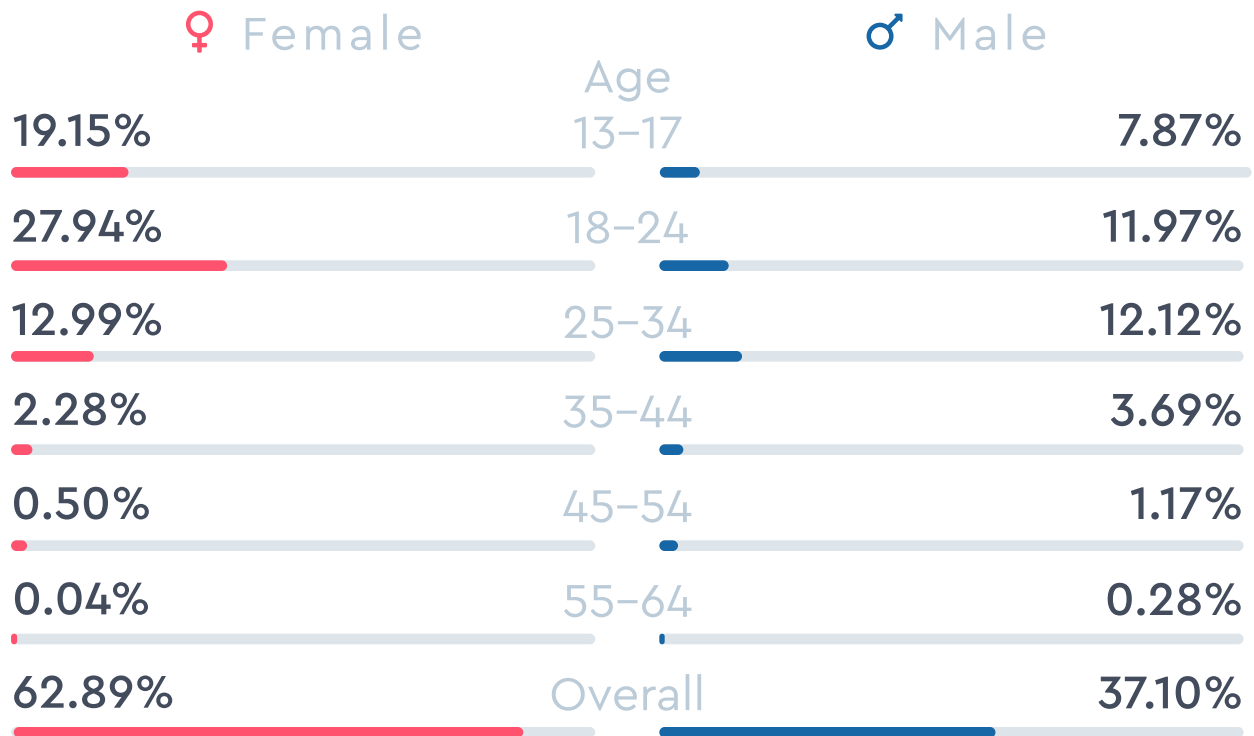
Opportunities for Influencer Marketing:

That could be of particular benefit to brands that are looking to establish an effective presence in the app. If you want to connect with the TikTok audience, these notes and guides will definitely help improve your clips.

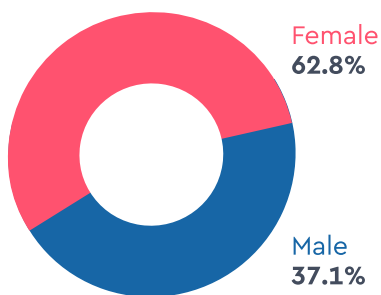




MORE THAN HALF OF TIKTOK USERS ARE UNDER THE AGE OF 24



Two-thirds of TikTok users (66.9%) are under the age of 24 with 39% between 18 and 24, which makes people of this age the largest user group. 28% of users are female of 18-24 years old and 11.97% are male of the same age.



Overall, female TikTok users outnumber male users, accounting for **62.8%** and **37.1%** respectively.

In terms of age, we see a distinct tail off among older users: 45-54-year-old users account for less than **2%**, and users older than 55 account for a mere **0.3%**.

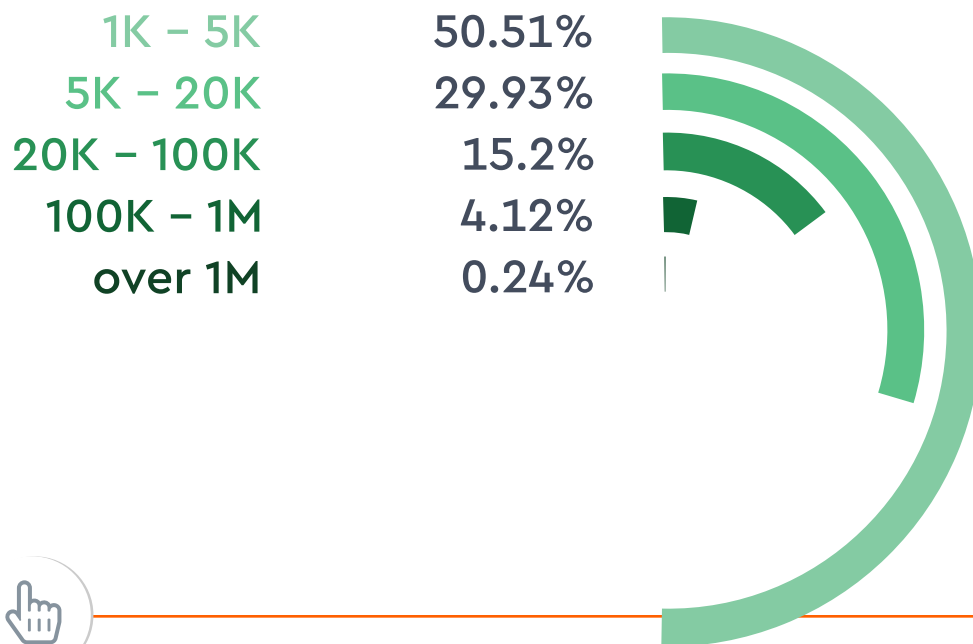
The number of users between the ages of 13 and 17 decreased by **2%** compared to the previous year. The female audience grew by **4.14%**. In general, the audience has become a little more mature.



OVER HALF OF TIKTOK CREATORS ARE NANO-INFLUENCERS WITH 1,000–5,000 SUBSCRIBERS

The TikTok influencer landscape differs from what we see on Instagram. Half of the TikTok creators are **Nano-influencers (50.51%)** who have from 1,000 to 5,000 subscribers.

The second and third largest groups are **Micro-influencers (29.93%)** with 5,000–20,000 followers and **Mid-tier influencers (15.2%)** with 20,000–100,000 followers. There are **4.12% of Macro-influencers** and less than **1% of Mega-influencers & Celebrities** on TikTok.

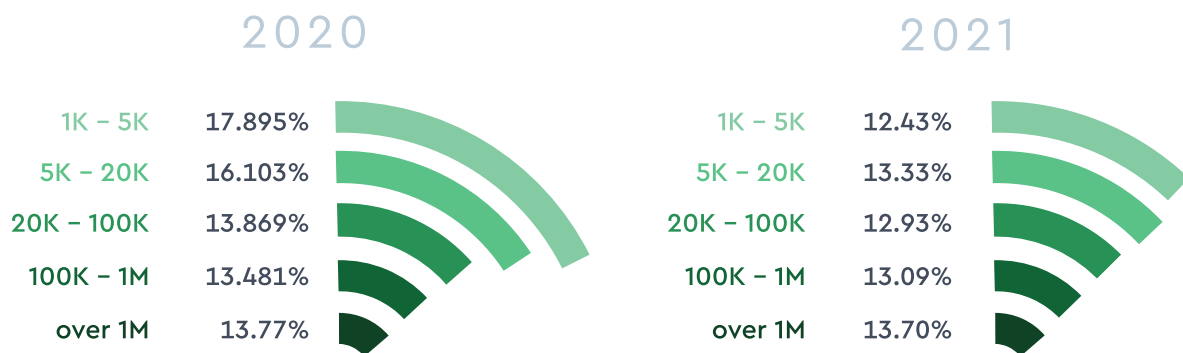


Working with nano- and micro-influencers is a good way to build a brand on TikTok, especially for small and medium businesses. These creators have fewer followers, however, they usually have a more niche audience. Their message better appeals to the audience, as people tend to trust them, while some mainstream influencers have been accused of using their influence to make money.



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

The ER for all tiers of the TikTok influencer has decreased compared to 2020.



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

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

If we look at the ER of TikTok influencers, we'll see that Micro-influencers and Mega-influencers have the highest ER: 13.33% and 13.70% respectively.

The ER of Mir-tier-, and Macro-influencers slightly differs and accounts for around 13%.

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. This encourages them to post videos, like and follow frequently, and increases engagement.



TIKTOK COLLABORATION PRICE: THE AVERAGE MIN. AND MAX. FOR EACH INFLUENCER TIER

Followers	Av. Post Price from	Av. Post Price to	Av. Post Views
1K – 5K	4\$	25\$	5 121
5K – 20K	14\$	50\$	7611
20K – 100K	30\$	145\$	10 244
100K – 1M	151\$	793\$	38 517
Over 1M	1 034\$	∞	329 382

To calculate the price per TikTok integration, we apply several criteria, using machine learning trained on market values, including:

- 🔥 influencer country,
- 🔥 follower number,
- 🔥 ER,
- 🔥 the overall audience quality.



The actual price may vary, depending on other factors like production complexity, hours needed to produce a piece of content, and assistant work.

Even though many influencers charge brands for their talents, creativity, and audience size, integration prices on TikTok vary a lot, even among creators with the same number of subscribers.



TOP GROWING TIKTOK ACCOUNTS IN 2021: KHABY LAME GREW HIS AUDIENCE BY 15,594%

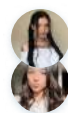
			2021		
	Account	TikTok Followers	Followers' Growth	Followers' Growth, %	ER (%)
	khaby.lame	123M	122M	15.594	11.06
	bellapoarch	86M	38M	80	12.22
	ox_zung	36M	34M	1.826	15.57
	scottsreality	36M	31M	641	5
	anokhinalz	32M	26M	462	14.45
	kallmekris	40M	25M	171	21.1
	homm9k	31M	25M	432	16.85
	kikakiim	25M	25M	7.832	11.63
	charlidamelio	131M	25M	24	16.69
	indiskovar3.0	26M	24M	1.100	9.75



The fastest-growing TikTok user is Khaby Lame. He is a Senegalese-born TikToker based in Chivasso, Italy. He is known for his TikTok videos in which he silently mocks overly complicated life hack videos. As of 2021, Lame is the second most-followed TikToker.

Of the ten fastest-growing TikTok stars, six post content related to dance, lip-sync, and music videos.

The top 10 TikTok accounts this year have grown by 379M subscribers in aggregate, up from 422M last year.



Only two influencers from the 2020 year's top stayed on the list: Charlie D'Amelio and Bella Poarch.



THE MOST TALKED-ABOUT BRANDS ON TIKTOK IN 2021

	Account	Brand	Followers	Total mentions	Influencers number
	netflix	Netflix	21M	7k	4.5k
	mcdonalds	McDonald's	1.9M	4k	3.5k
	fashionnova	FashionNova	3M	11k	2.6k
	starbucks	Starbucks	1.7M	4.5k	2.4k
	adultswim	[adult swim]	3.7M	3.3k	2.4k
	target	target	1.5M	4k	2.3k
	disney	Disney	2.3M	3.6k	2.1k
	barstoolsports	Barstool Sports	15M	2.8k	1.9k
	dunkin	Dunkin'	3M	3.6k	1.8k
	cbsnews	cbsnews	1.9M	2.4k	1.8k



The composition of the most talked-about brands in TikTok has remained practically unchanged since last year. The list still includes Netflix, McDonald's, Fashion Nova, Dunkin' Donuts, Barstool Sports.



Newbies include Cbsnews, Disney, and Adult Swim.



The top three most mentioned brands include Netflix (7.2K mentions), the streaming entertainment service, McDonald's (4.9K mentions), and Fashion Nova (10.9K mentions).

TikTok has become a hub for promoting streaming content. Amazon Prime Video, Netflix, Apple TV Plus, and HBO Max all created original content, bought ads, or ran influencer-marketing campaigns on TikTok in the past couple of years.

Beyond being the top mentioned brand on TikTok, Netflix is the top-performing streaming platform on social media, according to a new study of 87 global companies by the video-analytics firm [Conviva](#).



56% OF MARKETERS NAME YOUTUBE VIDEOS THE MOST IMPORTANT TYPE OF CONTENT FOR INFLUENCER MARKETING

YouTube remains a highly engaging visual medium that boasts a massive viewer count with 2 billion logged-in monthly users. On average, each visitor spends 11 minutes and 24 seconds per day on the platform.

Influencer marketing on YouTube can bring impressive results if done right. Working with creators can help brands and businesses reach out to large audiences: 26,400 YouTube influencers have more than 1 million subscribers.

56% of marketers say that YouTube videos are the most important type of content format for IM.

YouTube creators have more time to genuinely connect with their fans and have their message be heard.





YOUTUBE UPDATES 2021: SHORTS, DISLIKE REMOVAL, AND CREATORS FUND

Keeping up with what's new on YouTube can be quite a challenge. To help you stay up-to-date with the major updates, we put together a list of YouTube features that were launched in 2021.

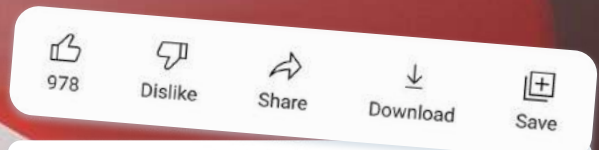
YouTube Launches Shorts in All Regions and Announced New \$100 Million Fund for Shorts Creators, Adds New Creative Tools for Shorts Clips

After announcing the expansion of its TikTok-like 'Shorts' option to all regions, YouTube has announced the next phase in its expanding focus on short-form content, with a new 'Shorts Fund' that will see YouTube pay out \$100 million to top Shorts creators to provide additional support, and motivation, for their efforts.

Opportunities for Influencer Marketing:

Short form video content offers a huge advantage to digital marketers: short-form video content is popular, but still new enough to be less saturated.

The ultra-snappy nature of Shorts allows marketers to funnel bitesize chunks of information to followers, without demanding they watch a long video.



YouTube Announces Removal of Video Dislike Counts in Order to Limit Downvote Brigading

YouTube has announced that it's making a change to the way dislikes are displayed on videos, with the dislike count to be made private, in order to limit misuse of the option.

The change came as a result of attacks on users, where the dislike option has been used to harm a video's performance.

Opportunities for Influencer Marketing:

The ratio of Likes and Dislikes helped brands get a quick idea of other people's reception of content. Therefore, we, like most YouTube users, view this innovation as negative.



YOUTUBE UPDATES 2021: SHORTS, DISLIKE REMOVAL, AND CREATORS FUND

Experiments with Tagging Products

YouTube is currently piloting a new feature with a limited number of eligible creators. Those who are part of this pilot can tag products featured in their videos. When they tag products in their videos, a "View Products" label will show up in the bottom-left corner of the videos. Viewers can click the label to review a list of the products a creator tagged.

Opportunities for Influencer Marketing:

Tagging products will provide brands with more data about how viewers engage with their products and an ability to measure traffic from product pages. Creators will be able to earn money from tagged products

Expanding Community Posts to More Channels

YouTube rolled out Community posts to all channels with over 500 subscribers. For channels that just reached 500 subscribers, it will take up to 1 week to gain access to Community posts. Community posts replaced the Discussion tab.

Opportunities for Influencer Marketing:

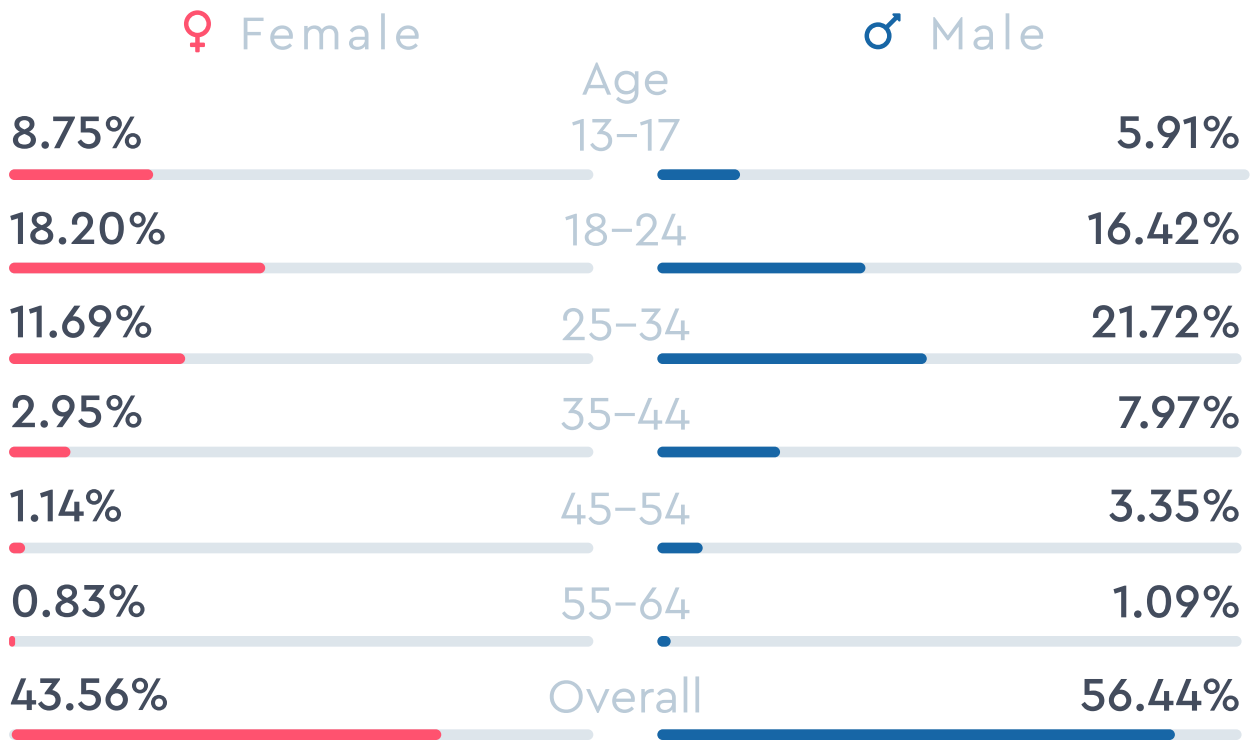
Community posts allows creators to engage with their channel subscribers and visitors beyond just video. Brands and influencers can promote their latest videos, market their products, poll viewers, host a Q&A, and many more.



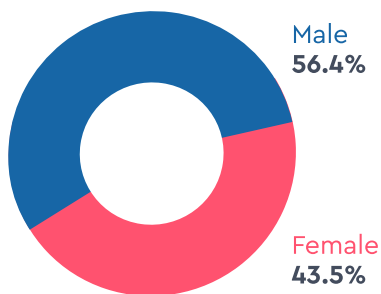


68%

OF YOUTUBE USERS ARE 18-34 y.o.



68% of YouTube users are aged between 18 and 34. However, the platform doesn't just appeal to grown-up audiences. Teenage users are the third-largest group accounting for almost 15% of all YouTube viewers.

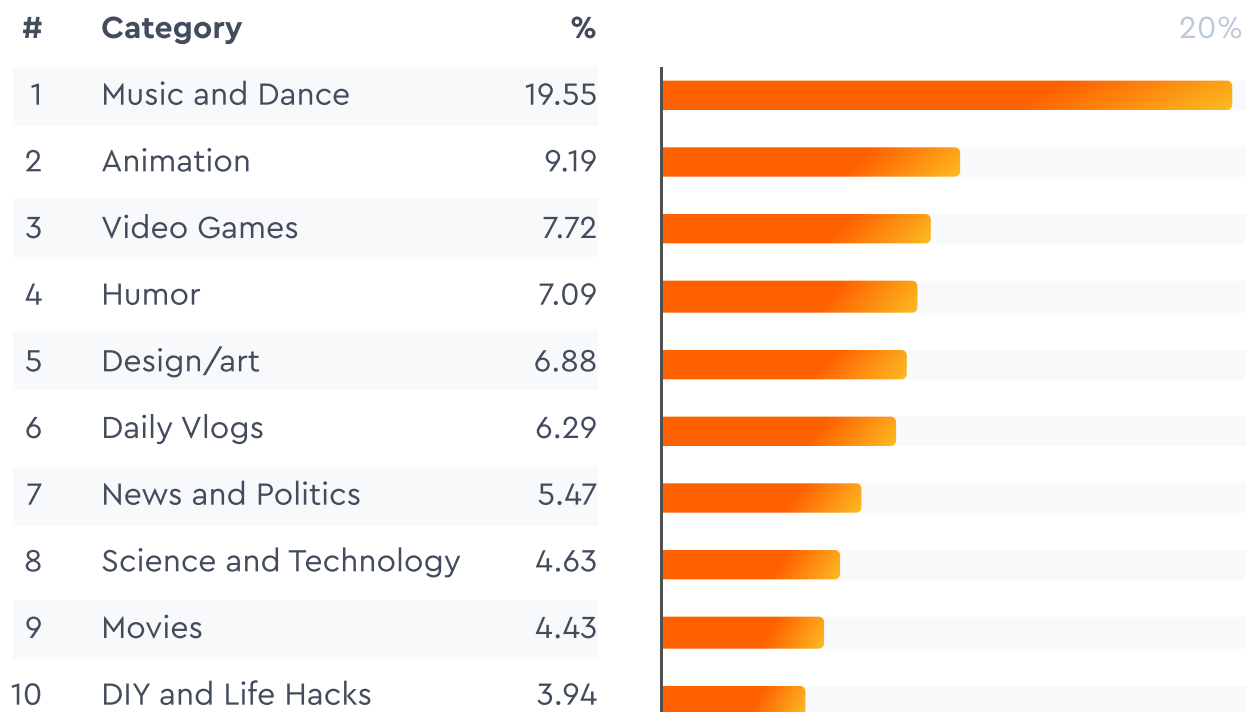


10.92% of all users are aged between 35 and 44. Older groups use the platform less than younger audiences. We see declines in numbers as we climb through the age categories: the 45-54 age bracket accounts for 4.4%, while the 55+ user group accounts for only 1.92%.

The Age and the Gender split of YouTube audience almost remained the same compared to 2020. The gender imbalance is most pronounced in the 25-34 age category: 21.7% male users and 11.6% female users. However, if we look at younger viewer groups, we'll see that YouTube is a bit more dominant among female users: 8.7% versus 5.91% in the 13-17 age group and 18.2% versus 16.4% in the 18-24 age bracket.



DISTRIBUTION OF YOUTUBE INFLUENCERS BY CATEGORY IN 2021



In terms of content topics, the top three most popular categories are **Music and Dance**, **Animation**, and **Video Games**: YouTube creators who post videos related to these topics account for **19.5%**, **9.19%**, and **7.72%** respectively.

The least popular categories are **Science and Technology (4.63%)**, **Movies (4.43%)**, and **DIY and Life Hacks (3.94%)**.



TOP GROWING YOUTUBE ACCOUNTS IN 2021

		2021			
	Account	YouTube Subscribers	Subscribers Growth	Subscribers Growth,%	ER (%)
	MrBeast6000	84M	36M	76	2.76
	setindia	121M	30M	34	1.16
	checkgate	123M	23M	23	0.39
	BANGTANTV	61M	19M	46	18.64
	sabtvtv	60M	18M	44	1.55
	Kids Diana Show	86M	16M	24	3.9
	colorstv	47M	15M	48	1.26
	ibighit	63M	13M	28	16.87
	zeemusiccompany	79M	13M	21	2.36
	WWEFanNation	84M	13M	19	3.12



MrBeast6000 heads the rating with **36M** new subscribers. If we look at the percentage growth, we'll see that its audience grew by **76%**, which makes it the fastest-growing account on the list too.



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 center on expensive stunts.



Among the 10 channels that gained the largest number of subscribers, 2 channels produce children's entertainment content (checkgate, Kids Diana Show) and 4 channels are based in India (setindia, sabtvtv, colorstv, zeemusiccompany).



HOW MUCH DO SPONSORED YOUTUBE VIDEOS COST?

Views	from(\$)	to(\$)
1K-5K	60	850
5K-20K	180	1 240
20K-100K	389	1 859
100K-1M	1 105	6 234
1M+	2 500	∞

To calculate the price we take into account several components, including:

- 🔥 the average video views
- 🔥 audience location
- 🔥 audience attitude
- 🔥 other factors























The actual price may vary, depending on several factors like production complexity, hours needed to produce, and assistant work.



We see that the more followers influencers have the higher the average price. Obviously, **mega-influencers earn much more than nano- and micro-influencers**. Most social media creators charge brands for their creative vision and the size of their audience. However, the final price is a matter of multiple factors. The cost of influencer marketing varies from creator to creator.



THE MOST TALKED-ABOUT BRANDS ON YOUTUBE IN 2021

	Brand username	YouTube Channels	Mentions	Views
1	 steampowered.com	10,081	76,060	165.3M
2	 playstation.com	8,160	41,160	455.3M
3	 aliexpress.com	6,171	53,060	284.3M
4	 etsy.com	6,069	28,820	419M
5	 flipkart.com	5,423	49,040	169.6M
6	 shein.com	3,825	70,060	224.3M
7	 microsoft.com	3,689	14,820	522.3M
8	 roblox.com	3,672	33,160	138.5M
9	 wordpress.com	3,434	13,500	282.1M
10	 skillshare.com	3,332	8,060	109M
11	 itch.io	3,111	16,960	258.7M
12	 turnip.gg	2,941	15,100	199.6M
13	 zoom.us	2,805	19,420	204.8M
14	 ebay.com	2,618	16,640	34M
15	 epicgames.com	2,482	15,300	121.6M
16	 shopee.ph	2,159	20,860	348M
17	 binance.com	2,142	15,220	29.7M
18	 plarium.com	2,142	7,100	21.2M
19	 gamebanana.com	1,972	23,820	27.7M
20	 booyah.live	1,904	26,580	91.1M

YouTube attracts all sorts of brands that aim to promote their business to large audiences. Let's take a look at the brands that made the most of YouTube advertising in 2021.

Video Games is the third top popular category on YouTube with 7.72% of channels making videos about games.



The most mentioned brand of the previous year was **Steam** with **76K** mentions and over 1.1 billion views on YouTube on 10k YouTube channels. Steam is a video game digital distribution service by Valve.



Many creators give direct links to the games they show in videos to the Steam and PlayStation platforms.



PlayStation, a video game company, takes second place getting 41k brand mentions.



Aliexpress, an online retail company, got 53k brand mentions. It has an affiliate program that gives commission for purchases made by the promotion link, so many creators take part in this affiliate program and live their affiliate links under the video.



IMPORTANT INFLUENCER MARKETING TRENDS TO WATCH RIGHT NOW

1 Influencers will have more opportunities to monetize their audience

Influencers have more and more opportunities to make money using their creativity.

We will see more books, more tv shows, more movies with influencers in 2022.

2 Virtual Influencers are here to stay

It is becoming very clear that virtual influencers will play a huge role from brands in view of their accessibility and unlimited creative freedom.

A [new presentation](#) by Mark Zuckerberg at the Connect event showed that Facebook will bet on virtual worlds and intend to invest a lot of resources in attracting programmers and creators who will make content for the metaverse.

Virtual influencers are better suited to the role of the first inhabitants of the metaverse than anyone else.

3 Brand ambassadorships over one-time deals

When influencers have more freedom to choose with whom to work brands should find influencers who align with their values and build long-term relationships with them.

We see brands with ambassadorship programs flourishing during these difficult times, as they are supported by true brand lovers and believers.

Building strong relationships with creators who will become brand advocates now will set up Brand's sustainable success in the future.

4 Rise of social ecommerce

Social platforms want to occupy a larger place in the purchase funnel of goods therefore, they strive to make shopping within the platform as easy as possible.

Previously social commerce was mainly focused on ads, platforms are beginning to provide new and innovative selling solutions that focus on making the customer journey easier for buyers.

5 New categories of influencers are emerging, while standard categories are losing boundaries

We see new categories of influencers are appearing and at the same time, we see how standard good old categories are losing boundaries.

When we talk about new categories we mean such categories as finfluencers, skinfluencers, pertfluencers, granfluencers.

We have noticed a "blurring of lines" across influencer industries. For example, typical beauty influencers are not just posting about beauty – they venture into travel, lifestyle, food, sometimes fitness. Years ago, we used to see influencers remain in their lane. Now, we see the industries overlapping.





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.



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