

# Global Influencer Marketing Platform Market Set For 32.9% Growth, Reaching \$87.87 Billion By 2029

*The Business Research Company's  
Influencer Marketing Platform Global  
Market Report 2025 – Market Size,  
Trends, And Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED  
KINGDOM, May 23, 2025

/EINPresswire.com/ -- The [influencer  
marketing platform market size](#) has

significantly amplified in recent years. It is estimated to grow from \$21.32 billion in 2024 to \$28.2 billion in 2025, charting an impressive compound annual growth rate CAGR of 32.3%. This impressive surge during the historic period can be accredited to the rise of social media channels, the increasing influence of social media influencers, proliferation of data analytics for audience insights, rising demand for authenticity and personalization, and evolving consumer behavior.

Is the Influencer Marketing Platform Market Set to Witness Substantial Growth?

The influencer marketing platform market size is expected to witness another exponential growth in the coming years. Predicted to escalate to \$87.87 billion in 2029 at a robust compound annual growth rate CAGR of 32.9%, key contributing factors include the emergence of new social media platforms, integration of E-commerce features, advanced AI-driven analytics, the rise of micro-influencers, and a focused shift towards long-term relationships. Major trends shaping the future landscape include rise of micro-influencers, AI-powered influencer matching, dominance of video content, ephemeral content and stories, emphasis on authenticity and transparency.

Get Your Free Sample Market Report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=13681&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=13681&type=smp)

What Drives The Influencer Marketing Platform Market Growth?

One of the significant growth drivers in the influencer marketing platform market is the penetration of smartphones. As these devices offer advanced computing capabilities and connectivity, they play a critical role in influencing market development. Influencers extensively leverage their smartphones to create content for their social media platforms. The in-built

The logo for The Business Research Company. It features the company name in a serif font, with "The Business" on the top line and "Research Company" on the bottom line. To the right of the text is a stylized bar chart with four bars of varying heights, colored in a dark teal. Below the chart, the full name "The Business Research Company" is written in a smaller, sans-serif font.

The Business  
Research Company

The Business Research Company

cameras and editing tools on these devices enable influencers to capture and edit high-quality photos and videos for their campaigns, directly propelling the market growth.

Order Your Report Now For A Swift Delivery:

<https://www.thebusinessresearchcompany.com/report/influencer-marketing-platform-global-market-report>

Who Are The Key Players In The Influencer Marketing Platform Market?

Major companies operating in the influencer marketing platform market, as per the report, are Quotient Technology Inc., Hootsuite Inc., Impact Tech Inc., Brandwatch, Launchmetrics, AspireIQ Inc., IZEA Worldwide, Linqia Inc., Traackr Inc., Social Beat Digital Marketing LLP, ExpertVoice Inc., Open Influence, Onalytica, Maverick, JuliusWorks Inc., Lefty, Klear, CreatorIQ, Tagger Media Inc., InfluencerCity, NeoReach, Lumanu Inc., Takumi, Upfluence Inc., GrapeVine Logic Inc., Tidal Labs, and Markerly Inc.

What Are The Emerging Trends In The Influencer Marketing Platform Market?

Major players in the influencer marketing platform market have focused their efforts on innovation, particularly creating tech-powered influencer marketing platforms. These software solutions leverage artificial intelligence, data-driven technologies, and advanced algorithms to assist brands in identifying, connecting with, and managing influencers effectively. Platforms use AI algorithms and databases to identify potential influencers based on factors such as demographics, interests, and audience.

How Is The [Influencer Marketing Platform Market Segmented?](#)

The influencer marketing platform market covered in this report is segmented into several categories:

1 By Component: Solutions, Services

2 By Application: Search and Discovery, Campaign Management, Influencer Relationship Management, Analytics and Reporting, Compliance Management and Fraud Detection, and Other Applications Workflow Automation and Time Management and Third-Party Integration

3 By End User: Fashion and Lifestyle, Agencies and Public Relations, Retail and Consumer Goods, Health and Wellness, Ad-Tech, Banking and Financial Institutes, Travel and Tourism, and Other End Users

Furthermore, the market branches out into subsegments:

1 By Solutions: Influencer Discovery Tools, Campaign Management Solutions, Analytics and Reporting Tools, Payment and Contract Management Solutions

2 By Services: Strategy Development, Content Creation and Management, Influencer Relationship Management, Performance Tracking, and Reporting

What Is The Regional Analysis Of Influencer Marketing Platform Market?

North America held the crown as the largest region in the influencer marketing platform market in 2024. The regions covered in the influencer marketing platform market report are Asia-Pacific,

Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Browse Through More Similar Reports By [The Business Research Company](https://www.thebusinessresearchcompany.com/):

Fitness Platforms for Disabled Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/fitness-platforms-for-disabled-global-market-report>

Customer Data Platforms Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/customer-data-platforms-global-market-report>

Fashion Influencer Marketing Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/fashion-influencer-marketing-global-market-report>

About The Business Research Company

Learn More About The Business Research Company. With over 15000+ reports from 27 industries covering 60+ geographies, The Business Research Company has built a reputation for offering comprehensive, data-rich research and insights. Armed with 1,500,000 datasets, the optimistic contribution of in-depth secondary research, and unique insights from industry leaders, you can get the information you need to stay ahead in the game.

Contact us at:

The Business Research Company: <https://www.thebusinessresearchcompany.com/>

Americas +1 3156230293

Asia +44 2071930708

Europe +44 2071930708

Email us at [info@tbrc.info](mailto:info@tbrc.info)

Follow us on:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

YouTube: [https://www.youtube.com/channel/UC24\\_fI0rV8cR5DxICpgmyFQ](https://www.youtube.com/channel/UC24_fI0rV8cR5DxICpgmyFQ)

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[info@tbrc.info](mailto:info@tbrc.info)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/815410752>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.