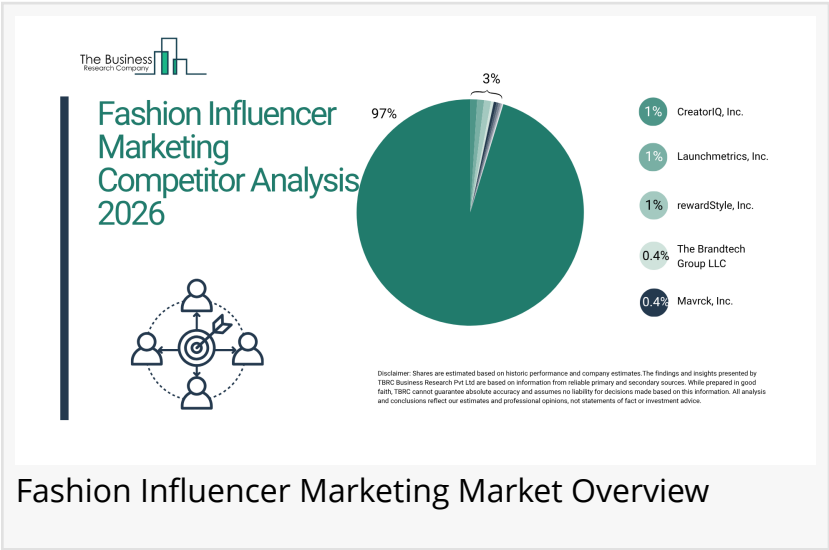


Fashion Influencer Marketing Market Competitive Analysis, Emerging Trends, and Business Opportunities

The Business Research Company's Fashion Influencer Marketing Market Competitive Analysis, Emerging Trends, and Business Opportunities

LONDON, GREATER LONDON, UNITED KINGDOM, July 9, 2026

/EINPresswire.com/ -- "The fashion influencer marketing market is dominated by a mix of influencer marketing platform providers, creator management technology companies, social media analytics firms, and campaign optimization solution providers. Companies are focusing on AI-powered influencer discovery, audience intelligence capabilities, campaign performance measurement, creator relationship management tools, and fraud detection technologies to strengthen market presence and support evolving digital marketing requirements. Emphasis on campaign



Fashion Influencer Marketing Market Overview

transparency, audience authenticity verification, return on investment optimization, regulatory compliance, and scalable influencer collaboration workflows remains central to competitive positioning. Understanding the competitive landscape is essential for stakeholders seeking growth opportunities, platform innovation, and strategic partnerships within the rapidly evolving fashion marketing and creator economy ecosystem.



Expected to grow to \$247.91 billion in 2030 at a compound annual growth rate (CAGR) of 6.6%"

The Business Research Company

Which Market Player Is Leading The Fashion Influencer Marketing Market?

•According to our research, CreatorIQ Inc. led global sales in 2024 with a 0.5% market share. The company's influencer marketing platform, which is directly involved in the fashion influencer marketing market, provides a comprehensive suite of influencer discovery, campaign management, audience analytics, and creator relationship management solutions that support brand visibility, consumer engagement, campaign scalability, and performance optimization

across global fashion, beauty, and lifestyle marketing initiatives.

Who Are The Major Players In The Fashion Influencer Marketing Market?

Major companies operating in the fashion influencer marketing market are CreatorIQ, Inc., Launchmetrics, Inc., rewardStyle, Inc., The Brandtech Group LLC, Mavrck, Inc., Traackr, Inc., AspireIQ, Inc., Upfluence Inc., Captiv8 Inc., Tagger Media, Inc., IZEA Worldwide, Inc., Open Influence Inc., NeoReach, Inc., Klear Technologies Ltd., ShopStyle Collective, Inc., Influencity S.L., Fohr Card, Inc., HYPR Brands, Inc., Curalate, Inc., JuliusWorks LLC, Obvious.ly Inc., Cohley, Inc., Lumanu, Inc., Speakr, Inc., BrandSnob Pty Ltd., Hypetap Pty Ltd., Socially Powerful Group Ltd., Markerly, Inc., influencerDB Tech GmbH, inzpire.me ApS, ZINE Ltd.

How Concentrated Is The Fashion Influencer Marketing Market?

•The market is fragmented, with the top 10 players accounting for 3% of total market revenue in 2024. This level of concentration reflects relatively low entry barriers, driven by the abundance of digital content creators, widespread availability of social media platforms, evolving influencer engagement models, and the accessibility of campaign management and analytics technologies. Leading players such as CreatorIQ, Inc., Launchmetrics, Inc., rewardStyle, Inc., The Brandtech Group LLC, Mavrck, Inc., Traackr, Inc., AspireIQ, Inc., Upfluence Inc., Captiv8 Inc., and Tagger Media, Inc. hold notable market shares through comprehensive influencer management platforms, extensive creator networks, advanced audience intelligence capabilities, and strong relationships with fashion and lifestyle brands. As demand for measurable marketing outcomes, creator-led commerce, audience authenticity verification, and data-driven campaign optimization increases, platform innovation, strategic partnerships, and expansion of influencer ecosystem capabilities are expected to strengthen the competitive positioning of these leading companies in the market.

•Leading companies include:

- oCreatorIQ, Inc. (0.5%)
- oLaunchmetrics, Inc. (0.5%)
- orewardStyle, Inc. (0.5%)
- oThe Brandtech Group LLC (0.4%)
- oMavrck, Inc. (0.4%)
- oTraackr, Inc. (0.3%)
- oAspireIQ, Inc. (0.3%)
- oUpfluence Inc. (0.2%)
- oCaptiv8 Inc. (0.2%)
- oTagger Media, Inc. (0.1%)

Request A Free Sample Of The Fashion Influencer Marketing Market Report

https://www.thebusinessresearchcompany.com/sample_request?id=9794&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jul PR

Who Are The Key Raw Material Suppliers In The Fashion Influencer Marketing Market?

- Major raw material suppliers in the fashion influencer marketing market include Meta Platforms, TikTok, YouTube, Pinterest, Snap Inc., Shopify Inc., Google Analytics, Adobe Inc., Canva Pty Ltd., Sprout Social Inc., HubSpot Inc., Salesforce Inc., Mailchimp, Buffer Inc., Amazon Web Services, Microsoft Corporation, Cloudflare Inc., Vimeo Inc., OpenAI, Midjourney Inc.

Who Are The Major Wholesalers And Distributors In The Fashion Influencer Marketing Market?

- Major wholesalers and distributors in the fashion influencer marketing market include CreatorIQ Inc., Launchmetrics Inc., The Brandtech Group LLC, Traackr Inc., Aspire, Upfluence Inc., Captiv8 Inc., IZEA Worldwide Inc., Open Influence Inc., NeoReach Inc., Klear Technologies Ltd., Influencity S.L., Fohr Card Inc., HYPR Brands Inc., JuliusWorks LLC, Cohley Inc., Lumanu Inc., Whalar Group.

Who Are The Major End Users Of The Fashion Influencer Marketing Market?

- Major end users in the fashion influencer marketing market include LVMH Moët Hennessy Louis Vuitton, Kering SA, Chanel Limited, Hermès International S.A., Prada S.p.A., Burberry Group plc, Inditex S.A. (Zara), H&M Group, Nike Inc., Adidas AG, PUMA SE, PVH Corp. (Calvin Klein / Tommy Hilfiger), Tapestry Inc. (Coach), Capri Holdings Limited (Michael Kors), Estée Lauder Companies Inc., L'Oréal S.A., Shiseido Company Limited, Coty Inc., Pandora A/S, Swarovski AG.

What Are The Major Competitive Trends In The Market?

- Creator-commerce technology platforms are transforming the fashion influencer marketing market by improving influencer-driven sales attribution, strengthening creator monetization opportunities, and enabling brands to optimize performance-based marketing campaigns.
- Example: In January 2025, ShopMy launched a major expansion of its creator-commerce platform following a \$77.5 million Series B funding round, aimed at enhancing influencer marketing capabilities and supporting growth across fashion, beauty, and skincare sectors.
- Its influencer discovery tools, affiliate commerce infrastructure, shoppable link capabilities, and campaign measurement solutions enhance creator-brand collaboration efficiency, improve conversion tracking accuracy, and support data-driven marketing strategies across the fashion influencer marketing ecosystem.

Which Strategies Are Companies Adopting To Stay Ahead?

- AI-Powered Influencer Discovery Enhancing Campaign Targeting Accuracy
- Micro-Influencer Collaborations Driving Higher Audience Engagement Rates
- Social Commerce Integration Accelerating Direct Fashion Product Sales
- Performance-Based Influencer Partnerships Improving Marketing ROI Measurement
- Creator-Led Video Content Expanding Fashion Brand Visibility And Reach

Access The Detailed Fashion Influencer Marketing Market Report Here

https://www.thebusinessresearchcompany.com/report/fashion-influencer-marketing-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jul PR

Our 2026 market reports now feature expanded strategic intelligence through market

attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based dashboards, market hotspots infographics, key technology and future trend analysis, along with updated graphics and tables.

Learn More About The Business Research Company

The Business Research Company (www.thebusinessresearchcompany.com) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We have published over 30,000+ reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more.

Disclaimer: Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: info@tbrc.info

Follow Us On:

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

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.