

Social Media: Influencers - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on social media influencers.
- Launches by social media platforms and the implications for influencers.
- Trends in use of social media and who people follow across platforms.
- Consumer behaviour in response to influencer content, including purchasing behaviour.
- Attitudes towards social media personalities.

Discussion of the metaverse is dominating the media landscape and the concept raises questions about the potential future role of virtual influencers. Mintel's research shows there is already significant interest in such influencers, with 45% of consumers who frequently view or follow social media personalities interested in following a virtual/CGI social media personality.

The pandemic has provided a boost to influencer content. The amount of time people have been spending online has led them to seek out more content from social media creators and the acceleration of ecommerce trends has increased the potential impact of influencer content on retail behaviour.

The primary threat to influencer marketing is common negative perceptions of influencers and increasing scepticism about the authenticity of promotions, with consumers having grown more savvy about influencer tactics. Brands can navigate this issue by being more selective about partnerships, prioritising believability and quality over reach, as well as forming closer collaborations with chosen influencers when creating new product lines and collections.

The world of social media is continuously evolving, such as the greater importance of short-form video following the rapid rise of TikTok and the increased popularity of livestreaming. This means influencers and brands have to be very responsive to new trends and features to take advantage of potential opportunities. The incorporation of subscription options into more



"This is an exciting time for social media influencers. As competition in the market continues to ramp up, social media platforms are investing heavily in creator content."

– **Rebecca McGrath,**
Associate Director for Media and Technology, January 2022

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social media platforms is set to provide influencers with an important alternative source of income to advertising.

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Table of Contents

OVERVIEW

- Key issues covered in this Report
- COVID-19: market context
- Economic and other assumptions
- Products covered in this Report

EXECUTIVE SUMMARY

- **Impact of COVID-19 on social media influencers**
Figure 1: Short-, medium- and long-term impact of COVID-19 on social media influencers, 2020-25
- **The Market**
- **Social media has the biggest impact on clothing retailing**
Figure 2: Purchases via social media, 2021
- **The metaverse offers opportunities for virtual influencers**
- **ASA continues crackdown on influencer advertising**
- **Companies and Brands**
- **Creator subscriptions and tipping features introduced across platforms**
- **Platforms make further push into live shopping**
- **YouTube Shorts launches putting short-form video at the heart of platform competition**
- **YouTube continues to sign exclusivity agreements with Twitch streamers**
- **The Consumer**
- **Facebook and YouTube are biggest social media platforms but are not growing**
Figure 3: Use of social media platforms, 2019-21
- **Pinterest has untapped potential for influencers**
Figure 4: Who users follow on social media, 2021
- **Interest in social media personalities grows**
Figure 5: Change in time spent viewing social media personalities, 2021
- **One in five followers are being influenced to buy**
Figure 6: Behaviour in response to influencers, 2021
- **Live shopping can make product recommendations more impactful**
Figure 7: Attitudes towards social media personalities, 2021
- **There is already interest in virtual influencers**
Figure 8: Interest in virtual social media personalities, by gender, 2021
- **People prefer lesser-known influencers**
Figure 9: Attitudes towards social media personalities, 2021

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- **Authenticity increasingly important as consumers grow more savvy**

Figure 10: Influencer advertising, 2021

ISSUES AND INSIGHTS

- **Live shopping is a powerful new influencer tool but need for creativity can't be overlooked**
- **Virtual influencers have huge potential if issues of relatability can be overcome**

MARKET DRIVERS

- **Impact of COVID-19 on social media influencers**
Figure 11: Short-, medium- and long-term impact of COVID-19 on social media influencers, 2020-25
- **Social media has the biggest impact on clothing retailing**
Figure 12: Purchases via social media, 2021
- **The metaverse would set the stage for virtual influencers**
- **Influencers can help promote and explain NFTs**
- **Negative perceptions of influencers present challenges**
- **Highlighting experts to combat influencer aversion**
- **Digital advertising spend increases significantly in 2021**
- **ASA continues crackdown on influencer advertising**

LAUNCH ACTIVITY AND INNOVATION

- **Creator subscriptions and tipping features are introduced**
- **TikTok to move beyond mobile for livestreaming**
- **Platforms make further push into live shopping**
- **YouTube Shorts launches putting short-form video at the heart of platform competition**
- **TikTok takes viral food trends to the next level with delivery service launch**
- **YouTube removes dislikes**
- **LinkedIn presents an alternative type of influencer**

MARKET SHARE

- **Top Instagram celebrities continue to increase follower numbers**
Figure 13: Top 10 most followed influencers on Instagram, 2020 and 2022
- **Ariana Grande deactivates Twitter without warning**
- **Trump's permanent Twitter ban shows platform's harder stance on high-profile figures**
Figure 14: Top 10 most followed influencers on Twitter, 2022
- **MrBeast reaps benefits of big stunts**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 15: Top 10 most subscribed to influencers on YouTube, 2022

- **Blackpink becomes most popular musical act on YouTube**

Figure 16: Top 5 most subscribed to musical acts on YouTube, 2022

- **YouTube continues to sign exclusivity agreements with Twitch streamers**

Figure 17: Top 10 most followed influencers on Twitch, 2022

- **Lame soars to second most followed personality on TikTok**

Figure 18: Top 10 most followed influencers on TikTok, 2022

- **TikTok stars branch out**

USE OF SOCIAL MEDIA

- **Facebook and YouTube are biggest social media platforms but are not growing**
- **Facebook sees drop in Gen Z users**
- **YouTube Shorts introduced to combat TikTok threat**

Figure 19: Use of social media platforms, 2019-21

Figure 20: Use of social media platforms, by generation, 2021

- **TikTok broadens its appeal**

Figure 21: Used TikTok in the last three months, by generation, 2020 and 2021

WHO USERS FOLLOW ON SOCIAL MEDIA

- **Social media personalities dominate on YouTube, Twitch and TikTok**

- **Snapchat invests in creators**

Figure 22: Who users follow on social media, 2021

Figure 23: Who users follow on social media (NET), 2019-21

Figure 24: Who users follow on social media (NET), by generation, 2021

- **Pinterest has considerable untapped potential for influencers**

- **Pinterest sees growth in those following social media personalities**

Figure 25: Used Pinterest in the last 3 months, by gender, 2021

Figure 26: Who Pinterest users follow on Pinterest, by gender, 2021

TIME SPENT VIEWING SOCIAL MEDIA PERSONALITIES

- **Interest in social media personalities grows**
- **Platforms provide financial incentive to creators**

Figure 27: Change in time spent viewing content from social media personalities, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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BEHAVIOUR IN RESPONSE TO INFLUENCERS

- **One in five followers are being influenced to buy**
- **Impact of influencers on purchasing to grow as new features added**

Figure 28: Behaviour in response to influencers, 2021

- **Merchandise sales are good indicator of influence on followers**
- **Moving beyond merchandise**
- **People are already opting to pay influencers**

Figure 29: Behaviour in response to influencers in the last 3 months, by gender, 2021

- **Many are commenting on posts but not necessarily for positive reasons**
- **Creating less toxic environments on social media**

ATTITUDES TOWARDS SOCIAL MEDIA PERSONALITIES

- **People are looking to follow a diverse range of social media personalities**

Figure 30: Attitudes towards social media personalities, 2021

- **Live shopping can make product recommendations more impactful**
- **Need for creativity with live content shouldn't be overlooked**
- **There is already interest in virtual influencers**
- **Virtual influencers will lack relatability**

Figure 31: Interest in virtual social media personalities, by gender, 2021

- **Focusing on person-to-person recommendations leaves personalities less exposed to algorithm changes**
- **People prefer lesser-known influencers**
- **Micro-influencer strategies can be more impactful**

Figure 32: Attitudes towards social media personalities, 2021

INFLUENCER ADVERTISING

- **Authenticity increasingly important as consumers grow more savvy**
- **Incorporating influencers into the creative process increases believability of recommendations**

Figure 33: Influencer advertising, 2021

- **Influencers face scrutiny over ethics of products they promote**
- **Brands can feel confident about partnering with multiple influencers**

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

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Figure 34: Selected as top 3 factor that would most annoy them about a sponsored post, 2021

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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