

Social Media: Influencers - UK - 2023

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Use of social media platforms trended over time and who people follow on each platform.
- The impact of the cost-of-living crisis on influencers.
- Launches made by social media platforms and how this will impact influencers.
- Type of content people consume from social media personalities and the topics they cover.
- Attributes of social media personalities people are most engaged with.
- Behaviour in response to social media personalities, including purchasing behaviour.

Social media personalities have become highly valuable to brands and the purchasing process. 47% of those who follow/frequently view social media personalities purchased something promoted by a personality in the three months to October 2022, rising to 55% of Younger Millennials.

The cost-of-living crisis presents a challenging environment for influencers as brands reduce adspend and people become more cautious about spending. However, people will also be seeking more information and validation before buying something, boosting the importance of trusted influencers in the purchasing journey.

Keeping creators happy through effective monetisation options is a challenge for all platforms, and more creator subscription options are being introduced. Brands and influencers must also continue to battle scepticism about the believability of recommendations. New retail platforms that aim to better match brands with appropriate influencers could help persuade consumers that a social media personality genuinely believes in the product they are promoting.



“BeReal’s emergence onto the social media scene and the incorporation of BeReal-esque features into major platforms, should push creators and influencers to create more content focused on authenticity and spontaneity.”

**- Rebecca McGrath,
Associate Director for Media
and Technology**

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Social Media: Influencers - UK - 2023

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The metaverse and associated technologies, such as VR, AR and AI, all present exciting opportunities for the future of influencers as people spend more of their time in virtual social and retail spaces. Mintel's research shows that many are intrigued and will be receptive to such developments in influencer marketing.



What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

EXECUTIVE SUMMARY

- **The five-year outlook for influencers**
Figure 1: Category outlook for social media influencers, 2023-27
- **The market**
- **The cost-of-living crisis will boost use of social media, but influencer marketing will have to adjust**
- **Digital advertising declines put strain on platforms and influencers**
- **Changes in search habits could boost role of influencers**
- **Brands and companies**
- **Retailers introduce new platforms to better utilise influencers**
- **M&S introduces a virtual Influencer**
- **Popularity of BeReal leads to major platforms exploring similar features**
- **The consumer**
- **Gap in the market for Twitter challenger**
Figure 2: Use of social media platforms, 2019-22
Figure 3: Use of social media platforms, 2019-22
- **Social media personalities are a core element of TikTok**
Figure 4: Who users follow on social media, 2022
- **Short video is the most popular type of influencer content**
Figure 5: Content types from social media personalities, 2022
- **Brands need to understand what is driving interest in an influencer**
Figure 6: Characteristics of most viewed social media personality, 2022
- **Viral Pink Sauce highlights the potential impact of TikTok on food**
Figure 7: Social media personality topics, 2022
- **Social media personalities have a significant impact on purchasing behaviour**
Figure 8: Influencers impact on purchasing behaviour, 2022
- **Creator subscriptions are worth pursuing although performance may be hindered by cost-of-living crisis**
Figure 9: Payments to social media personalities, by financial situation, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Belief in the expertise of personalities presents opportunities and risks for brands**

Figure 10: Behaviour in response to social media personalities, 2022

- **Many are interested in virtual reality influencer content**

Figure 11: Interest in virtual reality content from influencers, 2022

ISSUES AND INSIGHTS

- **Mixed reality technology provides new opportunities for influencers**
- **Creators subscriptions are worth pursuing even if the cost-of-living crisis will currently restrict their success**
- **BeReal should drive more spontaneous and authentic influencer promotions**

MARKET DRIVERS

- **Technology developments provide opportunities for influencers**
Figure 12: Category outlook for social media influencers, 2023-27
- **Consumer spending power will be curbed**
- **Cost-of-living crisis will boost use of social media, but influencer marketing will have to adjust**
- **Digital advertising declines put strain on platforms and influencers**
- **Changes in search habits could boost role of influencers**

MARKET SHARE

- **Ronaldo and Messi Instagram's dominance moves up a gear**

Figure 13: Top-10 most followed influencers on Instagram, 2023

- **Elon Musk's takeover sees him rise to second most followed personality on Twitter**

Figure 14: Top-10 most followed influencers on Twitter, 2023

- **MrBeast usurps PewDiePie on YouTube**

Figure 15: Top-10 most followed influencers on YouTube, 2023

- **K-pop rules on YouTube**

Figure 16: Top-5 music acts on YouTube, 2023

- **Khabane Lame has become the most followed person on TikTok**

Figure 17: Top-10 influencers on TikTok, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Major Twitch streamers are looking to broaden their horizons**

Figure 18: Top-10 influencers on Twitch, 2023

LAUNCH ACTIVITY AND INNOVATION

- **Retailers introduce new platforms to better utilise influencers**
- **Klarna**
- **Walmart Creator**
- **Shopify Collabs**
- **Amazon's Inspire to further blur social commerce lines**
- **Instagram adds new monetisation tool for creators**

Figure 19: Instagram Creator Subscriptions

- **Changes to Twitter Blue make life more complicated for influencers**
- **Popularity of BeReal leads to major platforms exploring similar features**
- **BeReal will prompt more authentic influencer marketing**
- **M&S introduces a virtual Influencer**

Figure 20: Marks and Spencer virtual influencer

- **ChatGPT drives interest in AI-created content**

USE OF SOCIAL MEDIA PLATFORMS

- **Gap in the market for Twitter challenger**
- **Younger people are not disregarding older platforms when new ones come onto the scene**

Figure 21: Use of social media platforms, 2019-22

Figure 22: Use of social media platforms, 2019-22

Figure 23: Repertoire of use of social media platforms, by age, 2022

Figure 24: Use of social media platforms among 16-24 year olds, 2021-22

WHO USERS FOLLOW ON SOCIAL MEDIA

- **Twitch introduces Guest Star feature to help influencers create content and build their following**
- **Multi-guest livestreams create opportunities for more group influencer collaborations**
- **Social media personalities are a core element of TikTok, but creators will want better monetisation options**
- **Brands targeting older consumers should also be utilising influencers**

Figure 25: Who users follow on social media, 2022

Figure 26: Who users follow on social media, by age, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

TYPES OF INFLUENCER CONTENT

- **Short video is the most popular type of influencer content**

Figure 27: Content types from social media personalities, 2022

- **Pinterest's Shuffles app shows there can still be creativity with photos and images**
- **Young women are more interested in photos, while young men prefer long videos**

Figure 28: Content types from social media personalities, by age and gender, 2022

- **Diversification of content and platform is important**

Figure 29: Repertoire of type of social media personality content viewed, 2022

INFLUENCER TOPICS

- **Bridging the gap between female gamers and influencers**

Figure 30: Social media personality topics, 2022

Figure 31: Social media personality topics, by gender, 2022

- **Encourage men to engage with fashion/beauty influencers**
- **The story of Pink Sauce highlights the potential impact of TikTok on food**

INFLUENCER CHARACTERISTICS

- **Brands need to understand what is driving interest in an influencer**

Figure 32: Characteristics of most viewed social media personality, 2022

Figure 33: Characteristics of most viewed social media personality, by gender, 2022

- **Few find promotions believable, even from favoured influencers**

BEHAVIOUR IN RESPONSE TO INFLUENCERS

- **Social media personalities have a significant impact on purchasing behaviour**

Figure 34: Influencers' impact on purchasing behaviour, 2022

- **Creator subscriptions are worth pursuing, although performance may be hindered by the cost-of-living crisis**

Figure 35: Payments to social media personalities, by financial situation, 2022

- **Belief in the expertise of personalities presents opportunities and risks for brands**

Figure 36: Behaviour in response to social media personalities, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Many are interested in virtual reality influencer content**
Figure 37: Interest in virtual reality content from influencers, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

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

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.