



INFLUENCER

INFLUENCER BRAND TANGO

2024

A Story of Evolving Partnerships and
Untapped Potential





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INTRODUCTION

The creator economy in India is booming, driven by the rise of digital platforms, increased disposable income, and a growing population of young, tech-savvy individuals. With the industry expected to grow at 25% per annum, brands today consider influencer marketing an integral part of their marketing strategy. Our report provides a comprehensive overview of the influencer marketing landscape, highlighting key trends and insights into the industry's growth. There's valuable data on how brands and creators can make the most out of their collaborations while also shedding light on the role of data analytics in the influencer marketing industry.

Our survey of **100+ brands** and **500+ creators/ influencers** reveals what makes influencer marketing successful and offers insights into the influencer industry's future.





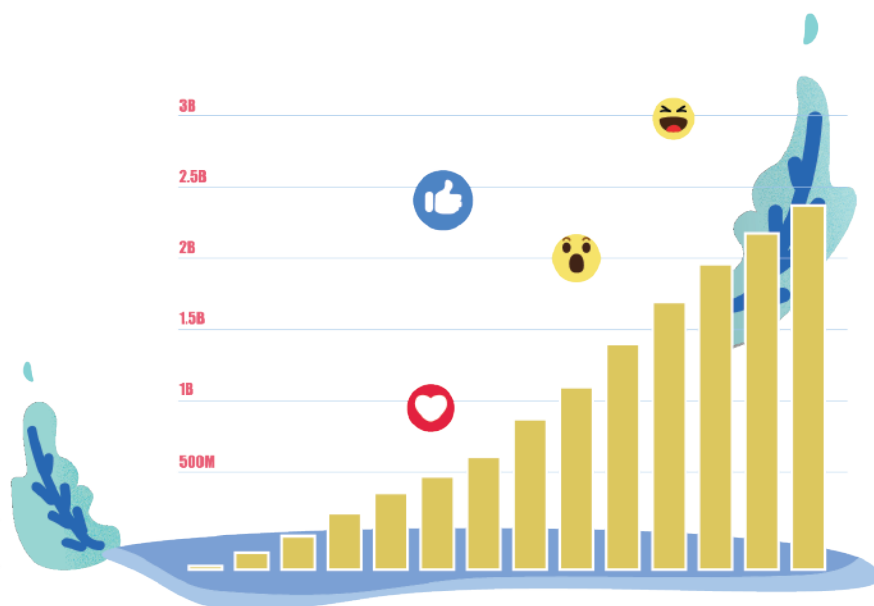
CHAPTER 1

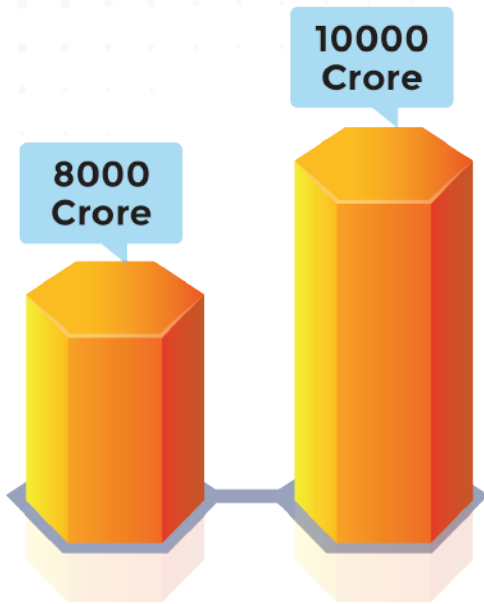
SIZE OF THE INDUSTRY & PROJECTED GROWTH

Top 5 Industry Highlights

- Industry Size (2024 Estimated): **INR 5,500 crores**
- Industry Size Comparison: **11%** of Digital media industry
- Industry growth: **20%** in 2024, expected growth of **25% p.a.** from 2024 to 2026
- By 2028, more than **80%** of brands are expected to allocate up to **30%** of their marketing budgets to influencer marketing
- Brand spends on Influencer Marketing: **40-57%** of brands in categories like FMCG, e-commerce, and automobiles are expected to increase their spending on influencer marketing by **10%** by 2026

Let's examine India's influencer marketing industry and its projected growth in the years to come.





A 10,750 Cr. Industry by 2027

In the past five years, the Indian influencer marketing industry has become an essential part of the marketing mix and is predicted to grow to **INR 6,875 crore by 2025**. This robust growth, driven by an **25%** compounded annual growth rate, reflects how deeply integrated social media has become in the lives of millions of Indians.

And the best part? The journey doesn't stop there - continuing to grow to **INR 10,750 crore by 2027**.

“

Influencer Marketing is here to stay. It can be a great tool for reaching out to a new set of consumers at the Top of the funnel to create awareness and at the same time it can win you customers in the middle & bottom of the funnel. It's also important to try and create differentiated & novel content by playing on the creator's strength & building relevance for the product / brand message. We are a late entrant into influencer marketing but have seen good results and will continue to invest in it over the next few years.”

**Avinash Janjire, Senior Vice President & Head - Marketing
Thomas Cook**

Influencer Marketing Trends in 2024

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Small Town Superstars: Influencers from smaller towns are making waves with content that resonates with local culture and traditions. #DesiSwag



Long-Form Content: Long-form content is making a comeback. Podcasts and in-depth YouTube videos are the new Netflix binges.



Reel Life Rules: Instagram Reels and YouTube Shorts are where the action is. They're the chai and samosa of social media - quick & addictive.



Sustainable Swag: Influencers promoting eco-friendly lifestyles are becoming the next big thing. They're not just influencers; they're planet-savers!

+



CHAPTER 2

THE BRAND STORY IN 2024

“

Content by influencers comes as a slice of their life rather than being scripted. Especially, when the influencers hail from the same industry as the brands they collaborate with, there is a sense of authority and credibility. Via Influencer Marketing, Fortune Foods aims to use the 'Prove instead of Preach' approach when it comes to building deeper connections with consumers and by being the preferred brand of influencers that they admire.

Jignesh Shah, Head - Media & Fortune Brand
Adani Wilmar

Top 5 Industry Highlights

85.0%

of the brands we interviewed said that influencers are an integral part of their digital marketing strategy

64.0%

of the brands allocate anywhere between 5% to 20% of their annual budget to influencer marketing

50.0%

of the brands have increased their influencer marketing spending up to 10X in 2024

58.5%

of brands partner with Mid-tier to Micro-Influencers
While Instagram remains the dominant platform for influencer marketing

90.2%

of brands use influencer marketing. LinkedIn has shown a notable rise, being used by 19.5% of brands now. This indicates a growing influencer marketing trend on more professional and business-oriented platforms, highlighting LinkedIn's increasing relevance





What do Brands want from Influencers?

We asked 100+ brands this question, and this is what they said:

CONTENT QUALITY & THE RIGHT INFLUENCER FIT FOR THE BRAND

Brands are shifting from merely evaluating influencers based on follower count to valuing content quality and authenticity. This shift is also reflected in the growing preference for micro and nano influencers, who often offer more loyal and engaged audiences due to their niche focus and genuine connections.

“

We're just starting out with influencer marketing and are still figuring out how to measure its impact, but we definitely see its value in terms of quality content, authenticity, and broadening our reach. For us, a successful campaign really comes down to strong engagement, getting the most out of our budget, and seeing noticeable lifts in traffic, conversions, and brand awareness. Ultimately, we want to connect with our audience through trusted voices that help build brand recognition and consideration, and over time, we're hopeful this will lead to more conversions.

**Shruti Agrawal, Marketing Director
Tata Img**





CHAPTER 3

WHAT DO INFLUENCERS WANT?

We asked 500+ creators/influencers what they want from brands, and this is what they said:

Long-term partnership | Well-defined briefs | Better monetary incentives

93%



of Influencers increasingly seek long-term partnerships rather than short-term, one-off campaigns. This shift reflects a need for trust-building and sustained interaction.

43%



expect more transparency and accountability from brands, driven by the growing importance of data-driven insights and sophisticated marketing tools.

43%



also expect better budgets and alignment of monetary expectations from the brands to feel valued for their work.





CHAPTER 4

KEY TRENDS IN 2024

The Micro-Influencer Phenomenon

The days of relying solely on mega-influencers with millions of followers is fading. Brands now prefer to work with mid-tier influencers (50K to 500K followers). These influencers from niche communities offer authenticity and engagement, which brands love.



58.5% of brands partner with Mid-tier to Micro-Influencers



75% of brands leverage regional influencers for their marketing needs

Platform Dominance in Influencer Marketing

Creators' Preferred Platforms



93.8% of creators use Instagram



54.4% prefer YouTube



28.1% use Facebook



LinkedIn, Snapchat, and Twitter are used far less frequently

Brands' Preferred Platforms



90.2% brands prefer Instagram



51.2% brands prefer YouTube



19.5% brands prefer LinkedIn



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The LinkedIn Phenomenon

While LinkedIn sees low adoption among creators at **4.4%**, **19.5%** of brands use it for influencer marketing. For brands prioritising LinkedIn, there is an opportunity to educate or onboard creators to this platform, particularly those who can deliver professional or industry-specific content.





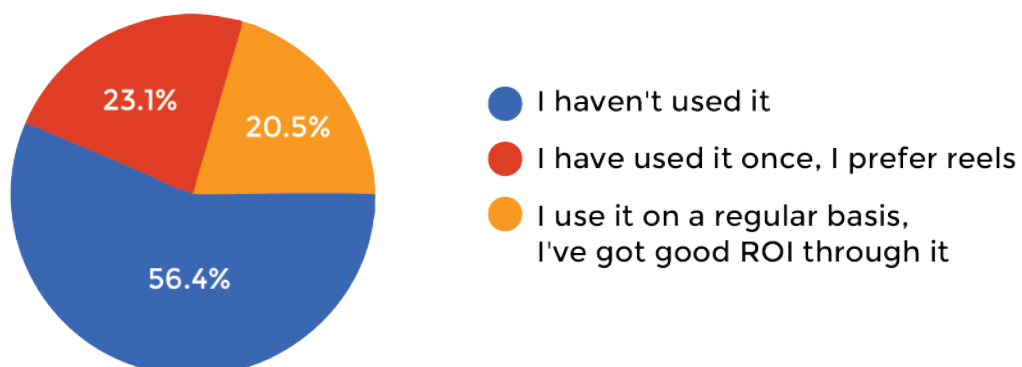
YouTube Shorts being underleveraged by brands

Although YouTube as a platform is one of the key drivers for brands to increase market penetration, it is still predominantly driven by long-form content. Our survey has shown that while 75% of creators use short-form content like Shorts and Reels for engagement, it is interesting to notice that 50% of brands have not explored YouTube Shorts at all. This goes to show that brands need to focus more on creating short-form content through Shorts and Reels to widen their audience reach.

What are the different types of content you create ?



If you have used Youtube Shorts, tell us about your experience & how likely are you to use it again ?





CHAPTER 5

CHALLENGES AND OPPORTUNITIES: WHAT LIES AHEAD?

Challenges for Brands:



Measuring ROI



Establishing Influencer <> Brand Fit



Challenges with budget

Challenges for Creators:



Building a Loyal Audience



Fair compensation & Brand support



Creative freedom

A big challenge today is that while over 40% of brands spend more money than they did on influencer marketing, influencers still feel that brands refuse partnerships due to budget constraints. This shows that brands are keen to spend money on partnerships but prefer to cast a wider net and collaborate with multiple influencers.

Bridge the Gap? But How?

The survey suggests that building this bridge needs a change in perspective from both sides. Brands need to move beyond transactional relationships, recognise the power of creators, and empower them with creative freedom.

Creators, on the other hand, can benefit from understanding and aligning with brand objectives while showcasing their unique value proposition. This collaborative approach can lead to more authentic, engaging campaigns that help both brands and creators in the long run.

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CHAPTER 6

ROLE OF ANALYTICS IN THE INFLUENCER MARKETING INDUSTRY

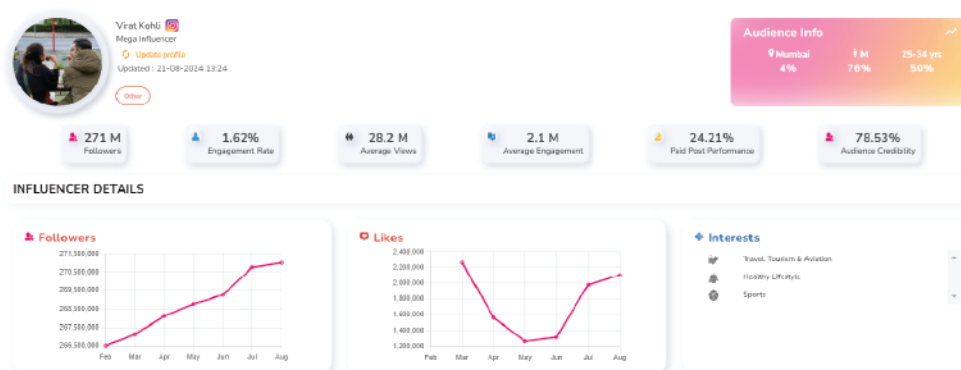
While brands are actively working with influencers, choosing the right influencers and tracking the KPIs, has become the need of the hour.

In the present market, the number of influencers is growing exponentially, and brands must choose the right influencer to drive traffic while fitting their budget and market segment.

Analytics tools such as the one we offer at Influencer.in, help marketers come up with a foolproof pre-launch as well as post-launch strategy for their respective brands. Influencer marketing has evolved so much that while selecting the influencers, it is essential to check key metrics like the location, interests, age, gender & engagement rate, of the influencers, which can lead to a successful campaign.

Insights from Influencer.in Product

Creator Audience Insights



Detailed Demographics

Uncover age, gender, location, and interests of your chosen influencer's audience at country, state and city-level





Engagement Analysis

Analyze likes, comments, and shares by paid and Organic posts to understand content resonance.

Similar Audience			Similar Topics		
Influencer	Engagements	Followers	Influencer	Engagements	Followers
nandramod	1,966,244	91,390,696	sushantofficial	31,548	1,092,662
mahi7781	7,683,045	49,713,632	handikpandya93	2,993,066	34,962,080
sachintendulkar	705,584	49,283,786	sachintendulkar	705,584	49,283,786
anushkasharma	2,903,771	68,519,473	sureshrama3	309,684	27,519,919
			anushkasharma	2,903,771	68,519,473

Influencer Lookalikes

Identify the influencers with similar audience and topics to maximize campaign reach and impact.





TOP CREATORS IN INDIA

Changemakers



Divija Bhasin

IG: @awkwardgoat3 (256K)

YT: @awkwardgoat3 (29.7K)



Trinetra Haldar Gummaraju

IG: @trintrin (403K)



Malhar Kalambe

IG: @kalambemalhar (147K)



Swati Jagdish

IG: @mayas_amma (504K)



Afroz Shah

IG: @afrozshah (35.2K)



Priyanka Paul

IG: @artwhoring (80.1K)



Anuj Ramatri

IG: @anujramatri (98.8K)

YT: @AnujRamatri (366K)



Vani Murthy

IG: @wormrani (348K)

YT: @vanipolis (21.3K)



Laxmi Agarwal

IG: @thelaxmiagarwal (603K)

YT: @LaxmiAggarwalSAA (549K)



Shivya Nath

IG: @shivya (120K)

YT: @TheShootingStarBlog (3.61K)



TOP CREATORS IN INDIA

Travel



Anunay Sood

IG: @anunaysood (1.1M)

YT: @AnunaySood (337K)



Brinda Sharma

IG: @brindasharma (1.1M)

YT: @BrindaSharma (80K)



Auditya Venkatesh

IG: @audiphotography (605K)

YT: @AudiPhotography (12.2K)



Tanya Khanijow

IG: @tanyakhanijow (1M)

YT: @TanyaKhanijow (1.84M)



Aakash Malhotra

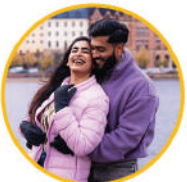
IG: @wanderwithsky (1.2M)

YT: @WanderWithSky (144K)



Navaneeth Unnikrishnan

IG: @navaneeth_unnikrishnan (235K)



Rebecca Roy & Gowthaman Ilambarathi

IG: @odysseyoftwo (308K)

YT: @odysseyoftwo (7.42K)



Aakanksha Monga

IG: @aakanksha.monga (1.1M)

YT: @aakanksha_monga (678K)



Ankit Bhatia

IG: @ankitbhatiafilms (1.4M)

YT: @AnkitBhatiaFilms (1.12M)



Aamir Wani

IG: @kashmirthroughmylens (491K)

*Disclaimer: Creators showcased are based on multiple data points at Influencer.in. The list is only indicative and not exhaustive. Please visit product.influencer.in for more details.



TOP CREATORS IN INDIA

Tech



Rakesh Kumar

IG : @gyantherapy (265K)

YT: @GyanTherapy (3.36M)



Beebom (Kapil Jindal & Devinder Maheshwari)

IG : @beebomco (3.2M)

YT: @beebomco (3.29M)



Manoj Saru

IG : @manojсарu (1.7M)

YT: @TechnologyGyan (14.4M)



Vinay Yenreddy

IG : @techviner (249K)

YT: @vinayyenreddy (1.56K)



Nabeel Nawab

IG : @nawabnabeel (383K)

YT: @nabeelnawab (1.98M)



Shreemani Tripathi

IG : @shreemanitripathi (399K)

YT: @shreemanitripathi (7.48M)



Gaurav Chaudhary

IG : @technicalguruji (5.7M)

YT: @GauravChaudharyOfficial (5.06M)



Somashekhar Malagouda Patil

IG : @techysomz_kannada (359K)

YT: @techysomzkannada (407K)



Yash Tiwari

IG : @mosttechy (691K)

YT: @Mosttechy (234K)



Nandu Patil

IG : @nandupatilofficial (1.4M)

YT: @nandupatiIYT (1.41M)

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TOP CREATORS IN INDIA



Health & Fitness



Digvijay Singh

IG : @digvijaylifestyle (191K)
YT : @digvijaylifestyle (31.8K)



Abhinav Mahajan

IG : @abhinavmahajanlife (598K)
YT : @ABHINAVMAHAJAN (2.18M)



Dr Tanaya Narendra

IG : @dr_cuterus (1.8M)
YT : @dr_cuterus (551K)



Sana Galar

IG : @dropyourkilos (81.4K)
YT : @dropyourkilos (4.91K)



Namarata Purohit

IG : @namratapurohit (525K)
YT : @NamrataPurohitOfficial (54.1K)



Rohit Khatri

IG : @rohitkhatrifitness (1.4M)
YT : @RohitKhatriFitness (5.08M)



Yasmin Karachiwala

IG : @yasminkarachiwala (1M)
YT : @befitwithyasminkarachiwala5322 (104K)



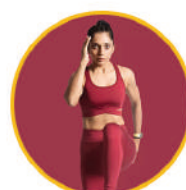
Bani J

IG : @banij (1.4M)
YT : @BaniJ (23.2K)



Radhika Bose

IG : @yogasini (626K)
YT : @Yogasini (74.3K)



Sonali Swami

IG : @sonali_swami (328K)
YT : @SonaliSwami (2K)

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TOP CREATORS IN INDIA

Food



Deeba Rajpal

IG: @passionateaboutbaking (839K)

YT: @passionateaboutbaking (14.4K)



Sneha Singhi Upadhaya

IG: @snehasinghi1 (1M)

YT: @snehasinghi (81.3K)



Shivesh Bhatia

IG: @shivesh17 (2.8M)

YT: @BakeWithShivesh (1.82M)



Natasha Gandhi Grover

IG: @natashaagandhi (1.4M)

YT: @natashaagandhi (156K)



Neha Deepak Shah

IG: @nehadeepakshah (1.7M)

YT: @nehadeepakshah (1.37M)



Guntas Sethi

IG: @chefguntas (990K)

YT: @chefguntas (8.02K)



Yuvarani Mohan

IG: @foodies_findings (941K)

YT: @foodiesfindings (940K)



Sarah Hussain

IG: @zingyzest (703K)

YT: @ZingyZest (160K)



Amar Sirohi

IG: @foodie_incarnate (2.2M)

YT: @FoodieIncarnate (6.1K)



Kirti Bhoutika

IG: @kirtibhoutika (509K)

YT: @KirtiBhoutika (107K)

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TOP CREATORS IN INDIA

Beauty



Malvika Sitlani

IG: @malvikasitlaniofficial (706K)

YT: @thatgirlinvogue (823K)



Parul Garg

IG: @parulgargmakeup (4.9M)

YT: @makeupbyparulgarg (7.01M)



Sarah Sarosh

IG: @sarahsaroshh (206K)

YT: @sarahsarosh (1.44M)



Ankush Bahuguna

IG: @ankushbahuguna (1.1M)

YT: @ankushbahuguna (691K)



Tanya Singh

IG: @itistanyasingh (815K)

YT: @Itstanyasingh (862K)



Tarini Peshawaria

IG: @tarinipeshawaria (718K)

YT: @tarinipeshawaria (861K)



Richa Deb

IG: @_facedecor_ (1M)

YT: @facedecor (379K)



Jovita George

IG: @mrjovitageorge (158K)

YT: @mrjovitageorge (720K)



Shraddha Gurung

IG: @lilmissgurung (257K)

YT: @lilmissgurung (78.2K)



Mrunu

IG: @mrnu (5.4M)

YT: @gujuunicorn (846K)

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TOP CREATORS IN INDIA

Comedy



Dharna Durga

IG: @dharnaaaaa (1.3M)

YT: @dharnadurga (590K)



Apoorva Mukhija

IG: @the.rebel.kid (1.7M)

YT: @the.rebelkid (66.4K)



Raj Grover

IG: @rajgrover_in (1.9M)

YT: @rajgrover005 (13.4M)



Meethika Dwivedi

IG: @the_sound_blaze (2.8M)

YT: @the_sound_blaze (73.6K)



Harshita Gupta

IG: @soharshi_ (1.3M)

YT: @soharshi_ (9.11K)



Karan Sonawane

IG: @focusedindian (1.3M)

YT: @focusedindian (160K)



Niharika NM

IG: @niharika_nm (3.4M)

YT: @niharikanm (2.88M)



Dhruv Shah & Shyam Sharma

IG: @funcho (2.8M)

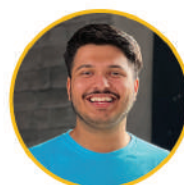
YT: @funcho (3.93M)



Ankita Sehgal

IG: @sahigal.ankita (729K)

YT: @ankitasehgal (12.5K)



Shubham Gaur

IG: @shubhamgaur09 (605K)

YT: @shubhamgaur09 (136K)

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TOP CREATORS IN INDIA

Business



Jay Kapoor

IG: @jaykapoor.24 (613K)

YT: @jaykapoor24 (682K)



Caslynn Qusay Naha

IG: @sasswcass (243K)

YT: @caslynnqusaynaha (814K)



Pranjal Kamra

IG: @pranjalkamraa (940K)

YT: @pranjalkamra (6.22M)



Neha Nagar

IG: @iamnehanagar (1.8M)

YT: @nehanagar (386K)



Aaditya Iyengar

IG: @lordmoneyengar (474K)

YT: @lordmoneyengar (335K)



Raj Shamani

IG: @rajshamani (2.6M)

YT: @rajshamani (4.11M)



Ujjawal Pahwa

IG: @cs.ujjawalpahwa (823K)

YT: @cs.ujjawalpahwa (124K)



Reshi Magada

IG: @reshionbusiness (365K)

YT: @reshionbusinessyt (3.84K)



Lakshya Narula

IG: @learningwithlakshya (503K)



Monica Malik

IG: @prettymuchfinance (1.1M)

YT: @prettymuchfinanceofficial
(358K)

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TOP CREATORS IN INDIA

Fashion & Lifestyle



Siddharth Batra

IG: @siddharth93batra (266K)

YT: @siddharthbatra8491 (228K)



Sourav Joshi

IG: @souravjoshivlogs (6.3M)

YT: @souravjoshivlogs7028 (28.4M)



Komal Pandey

IG: @komalpandeyofficial (1.8M)

YT: @komalpandey3894 (1.36M)



Mridul Sharma

IG: @mridul_sharmaa (221K)

YT: @mridul_sharmaa (848K)



Rashi Prabhakar

IG: @stylewithrashi (417K)

YT: @Rashi223 (185K)



Karron S Dhingra

IG: @theformaledit (2.2M)

YT: @theformaleditofficial (6.1M)



Sanket Mehta

IG: @sankett25 (872K)

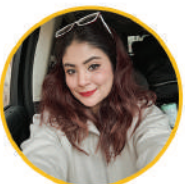
YT: @sankett25 (475K)



Nikhil Sharma

IG: @nikkkhil (1.4M)

YT: @MumbikerNikhil (4.02M)



Shanice Shrestha

IG: @shaniceshrestha (714K)

YT: @shaniceshresthavlog (984K)



Lakshay Thakur

IG: @lakshay_thakur (216K)

YT: @LakshayThakurrr (192K)

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TOP 10 EMERGING CREATORS



Srishti

IG: @srishtttyy (63.1K)

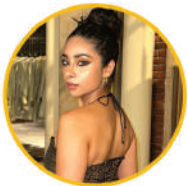
YT: @chitticoded (1.49K)



Shreemayi Reddy

IG: @shreemayireddy (161K)

YT: @shreemayireddy (110K)



Nihareeka Singh

IG: @nihareekasingh (72.5K)



Prannay Joshi

IG: @prannayjoshi (176K)

YT: @prannayjoshi (2.81K)



Sharanya Nambiar

IG: @nambyaar (109K)



Viditha Vishwas

IG: @viditha__ (170K)



Jiggar Thakkar

IG: @thakkarjigar111 (167K)

YT: @thakkarjigar111 (467K)



Nupur Singh

IG: @nupursinghh (122K)

YT: @nupursinghh (2.14K)



Chirag Khanna

IG: @chiragkhannaa (192K)

YT: @chiragkhannaa (3.11K)



San Kalra

IG: @sankalra (170K)

YT: @BeYourBestOfficial (740K)

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CHAPTER 8

CONCLUSION

- Both influencers and brands share the goal of building authentic connections with audiences.
- Influencers seek long-term collaborations to maintain and enhance their credibility and engagement.
- Brands aim to partner with influencers who can deliver high-quality content and align with their brand values, enhancing overall campaign effectiveness.
- There is a mutual aspiration for transparency, accountability, and leveraging emerging opportunities such as influencer analytic tools.
- While challenges persist, from ROI measurement to platform algorithms, the growth opportunities are vast. By embracing trends like the rise of micro-influencers, leveraging dominant platforms like Instagram, YouTube, and LinkedIn and using influencer analytic tools effectively, brands and creators can continue to thrive in this ever-evolving marketing landscape. As we look to the future, the key will be staying adaptable, innovative, and aligned with the values of an increasingly discerning audience.



ABOUT INFLUENCER.IN

Influencer.in is one of the leading influencer marketing platforms in India, and offers end-to-end execution for brands to collaborate with creators across India and select international markets. With award-winning collaborations across Instagram, Youtube, LinkedIn and Snapchat, Influencer.in has worked with over 300+ brands over the last 8 years to drive business outcomes.

With a team of 50+ team members across Bengaluru, Mumbai, NCR and Chennai, Influencer.in offers Creative Strategy, Execution and Analytics to drive successful influencer marketing campaigns. Influencer.in has been awarded as the Best Performance Influencer Agency in 2024 by Entrepreneur India.

Influencer.in inhouse product covers detailed insights for over 150,000 creators including detailed audience insights and allows brands to track competitor influencer activities closely.

Influencer.in is part of Social Beat, an integrated digital partner for brands driving business outcomes at scale. Social Beat is a Premier Google Partner and a Meta Business Partner.

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Industry size and growth rate based on data from Influencer.in combined with estimates for various brands, including local brands and barter campaigns.

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