

South Korea Influencer Marketing Platform Market to Grow at 22.8% CAGR, Reaching US\$ 999.2 Mn by 2031, States CoherentMI

The South Korean influencer marketing industry is rapidly evolving, with new platforms and strategies emerging every year.

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/EINPresswire.com/ -- The latest market intelligence report published by CoherentMI with the title "[South Korea Influencer Marketing Platform Market 2024, Growth Opportunities, and Forecast](#)" provides actionable insights on the Information and Communication Technology industry. The report provides demand analysis, industry insights, competitive intelligence, and customer database.



South Korea Influencer Marketing Platform Market

The Research report on South Korea Influencer Marketing Platform Market presents a complete judgment of the market through strategic insights on future trends, growth factors, supplier landscape, demand landscape, Y-o-Y growth rate, CAGR, pricing analysis. It also provides and a lot of business matrices including Porters Five Forces Analysis, PESTLE Analysis, Value Chain Analysis, 4 Ps' Analysis, Market Attractiveness Analysis, BPS Analysis, Ecosystem Analysis.

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The South Korea Influencer Marketing Platform Market is estimated to be valued at USD 236.9 Mn in 2024 and is expected to reach USD 999.2 Mn by 2031, growing at a CAGR of 22.8% from 2024 to 2031.”

CoherentMI

Market Overview:

Influencer marketing platforms enable brands and companies to identify and partner with social media

influencers in South Korea. These platforms help match brands with the right influencers based on the target audience and campaign goals. They also offer tools for influencer outreach, contract negotiation, campaign management and reporting of key performance metrics.

Market Dynamics:

Rapid digitalization and increasing social media penetration in South Korea have been major drivers for growth of the influencer marketing industry. South Korea ranks among one of the most connected countries globally with over 98% of its population having access to the internet. The number of social media users has grown drastically over the past few years, with platforms like Instagram, YouTube and KakaoStory seeing immense popularity. This widespread adoption of digital and social media in the country provides brands extensive opportunities to target and engage with consumers through influencer marketing campaigns. Furthermore, changes in consumer purchasing behaviors with more people relying on opinions of favorite influencers and social proof for purchasing decisions have pushed companies to include influencer marketing as a part of their promotional strategies.

Click here to get more information: <https://www.coherentmi.com/industry-reports/south-korea-influencer-marketing-platform-market>

Key Growth Opportunities:

1. Rising popularity of live commerce - Livestreaming sales on platforms like Naver Now and YouTube are generating billions in revenue. Brands partnering with top livestreamers can access untapped consumer groups.
2. Emergence of indie influencers - Korean audiences now follow passionate micro-influencers just as closely as celebrities. Targeting niche indie influencers allows brands to authentically engage hard-to-reach demographics.
3. Growth of short-form videos - Fun, bite-sized content on TikTok and Instagram Reels is hugely popular with Gen Z. Leveraging trending hashtags and formats can boost brand awareness cost-effectively.
4. Influencer marketing for B2B - Platforms like Mavive are helping B2B companies utilize influencer campaigns to reach other businesses and professionals. New services like thought leadership partnerships are gaining traction.
5. Expansion of influencer verification - Stricter verification policies by Kakao and WeMakeStars give users more transparency, building trust in the medium. Brands can feel assured partnering with verified influencers.

Detailed Segmentation and Classification of the report (Market Size and Forecast – 2031, Y-o-Y growth rate, and CAGR):

□ By Service

- » Campaign Management
- » Influencer Relationship Management
- » Analytics and Reporting
- » Compliance Management and Fraud Detection
- » Others (Workflow Automation and Time Management, etc.) (Workflow Automation and Time Management, etc.)

□ By Organization Size

- » Large Enterprises
- » Small and Medium-sized Enterprises (SMEs)

□ By End-use

- » Food & Entertainment
- » Sports & Fitness
- » Travel & Holiday
- » Fashion & Lifestyle
- » Others

□ Following are the players analyzed in the report:

- AJ Marketing
- KOLsquare
- Linfluencer
- Mavive
- PostPick
- Socia
- WeMakeStars
- Ppoyogi
- CreatorOS by Kakao
- TikTok Creator Marketplace

Get access to the latest Edition of this Market Study (comprising 150+ pages):

<https://www.coherentmi.com/industry-reports/south-korea-influencer-marketing-platform-market/buynow>

The research provides answers to the following key questions:

1. What is the estimated growth rate of the market for the forecast period 2024-2031? What will be the market size during the estimated period?
2. What are the key driving forces responsible for shaping the fate of the South Korea Influencer

Marketing Platform market during the forecast period?

3. Who are the major market vendors and what are the winning strategies that have helped them occupy a strong foothold in the South Korea Influencer Marketing Platform market?

4. What are the prominent market trends influencing the development of the South Korea Influencer Marketing Platform market across different regions?

5. What are the major threats and challenges likely to act as a barrier in the growth of the South Korea Influencer Marketing Platform market?

6. What are the major opportunities the market leaders can rely on to gain success and profitability?

Key insights provided by the report that could help you take critical strategic decisions?

□ Regional report analysis highlighting the consumption of products/services in a region also shows the factors that influence the market in each region.

□ Reports provide opportunities and threats faced by suppliers in the South Korea Influencer Marketing Platform industry around the world.

□ The report shows regions and sectors with the fastest growth potential.

□ A competitive environment that includes market rankings of major companies, along with new product launches, partnerships, business expansions, and acquisitions.

□ The report provides an extensive corporate profile consisting of company overviews, company insights, product benchmarks, and SWOT analysis for key market participants.

□ This report provides the industry's current and future market outlook on the recent development, growth opportunities, drivers, challenges, and two regional constraints emerging in advanced regions.

Author of this marketing PR:

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About CoherentMI:

At CoherentMI, we are a leading global market intelligence company dedicated to providing comprehensive insights, analysis, and strategic solutions to empower businesses and organizations worldwide. Moreover, CoherentMI is a subsidiary of Coherent Market Insights Pvt Ltd., which is a market intelligence and consulting organization that helps businesses in critical business decisions. With our cutting-edge technology and experienced team of industry experts, we deliver actionable intelligence that helps our clients make informed decisions and stay ahead in today's rapidly changing business landscape.

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