

2025 Influencer Marketing Predictions: A New Report Highlights Industry Growth and Shifting Trends

Famesters has just released the *Influencer Marketing Report 2025*, packed with the latest trends, stats, and expert insights.

LIMASSOL, CYPRUS, January 31, 2025 /EINPresswire.com/ -- Famesters, a leading influencer marketing agency, has unveiled its latest [Influencer Marketing Report 2025](#). This detailed report explores the key trends, data, and predictions about influencer marketing as brands increasingly turn

to influencers to build trust and drive meaningful engagement with their audiences.

The report is a must-read for businesses aiming to refine their marketing strategies in a digital-first world. It provides a detailed look at influencer marketing budgets, consumer behaviors, platform preferences, and expert predictions for the year ahead.

Key Highlights from the Report:

- **Industry Growth:** The influencer marketing industry grew to \$24 billion in 2024, with a projected 13.7% increase by 2025.
- **Budgets on the Rise:** 59.4% of brands plan to increase their influencer marketing budgets, with 24.2% dedicating over 40% of their total marketing spend to influencers.
- **Nano-Influencers in Demand:** 44% of brands now prefer to work with nano-influencers for their authenticity and deep audience connections.
- **Platform Choices:** TikTok is the top platform for 68.8% of brands, with Instagram at 46.7%, highlighting a shift toward platforms that prioritize engagement and creativity.
- **Consumer Trust:** 83% of Gen Z and 80% of Millennials trust influencer recommendations, showing their influence on purchasing decisions.

The report also addresses the growing role of AI in influencer marketing, with 60.1% of professionals reporting better campaign outcomes using AI tools for identifying influencers, detecting fake engagement, and analyzing campaign results.



Influencer Marketing Report 2025 by Famesters

Famesters experts dwell on the hot topics that continue to form the influencer marketing into its modern state and foresee the future trends that will influence the brands.

“As brands lean more on influencer marketing, the key to success lies in choosing partnerships wisely,” said Pavel Beinia, CEO & Founder of Famesters. “Nano- and micro-influencers are gaining ground because they connect with their audiences on a personal level. In 2025, brands will need to focus on building genuine, long-term relationships and crafting content that reflects what audiences care about. It’s about being relatable, not flashy.”

[Famesters' report](#) goes beyond numbers to provide practical advice for brands. It offers predictions for the future of influencer marketing, including the rise of smaller influencers, the impact of AI, and the growing role of social media platforms like TikTok in crafting consumer behavior.

About Famesters:

Famesters is an influencer marketing agency with expertise in crafting scalable campaigns for industries like Software, Apps, Gaming, and FinTech. With over seven years of experience and a portfolio of more than 1,000 successful collaborations, including brands like Opera, Konami, and Babel, Famesters is a trusted partner for businesses worldwide.

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