



Hong Kong Influencer Marketing Spending Report (Q3 2022)

An overview of Instagram
Influencer marketing
spending on industries and
Influencer tiers in Hong Kong.

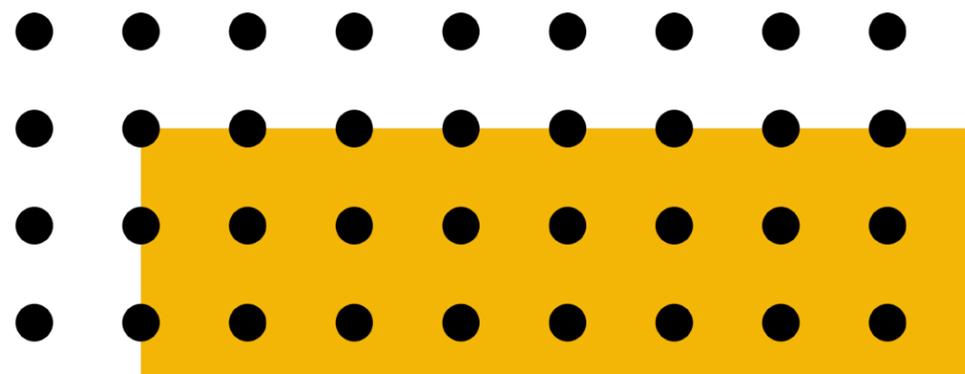
Methodology

This report covers the influencer marketing activities on Instagram in 2022 Q3 (i.e. Jul to Sep). All data points are provided by Cloudbreakr analytic engine, collected from respective social media channels.

Over a total of 16,000 social media accounts are being monitored daily in Hong Kong, including 12,000 Influencers and 4,000 brand accounts from local and international, which are categorised into 22 industries from Clothing, Footwear & Accessories to Travel & Hospitality, etc. (Full list as shown in the table).

How do we identify branded content?

All content which contains hashtags with brand name or brand specific keywords, is considered as branded content.

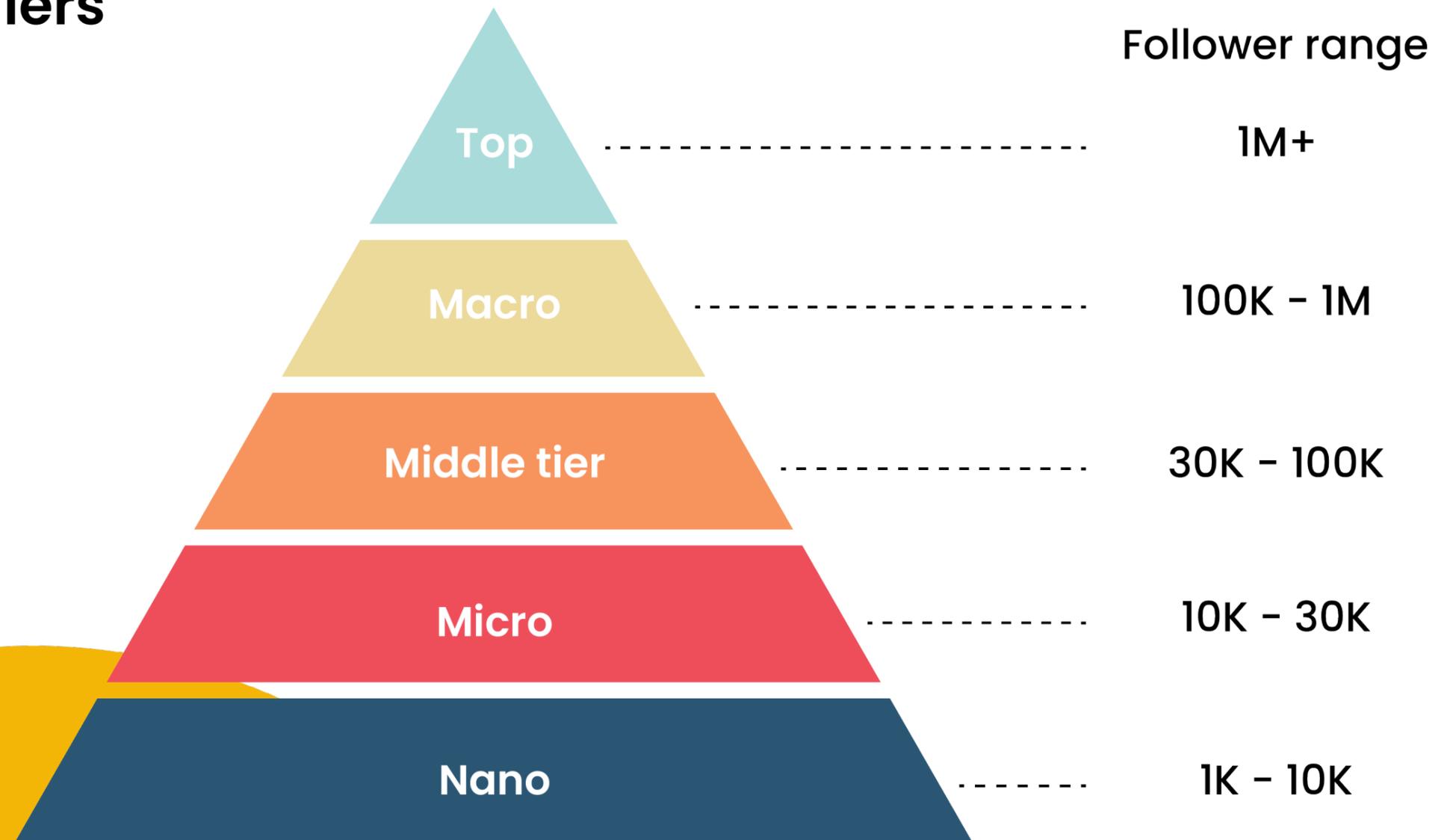


Industry
Attractions
Automotive
Beauty & Cosmetics
Clothing, Footwear & Accessories
E-commerce & Online Platform
Electronics & Appliances
Food & Beverage
Financial Services
Government Organization
Health & Wellness
Household Products
Watches & Jewelry
Luxury Fashion
Music, Gaming & Entertainment
Non Profit Organization
Personal Care
Shopping Mall
Sports Gear & Outdoor Accessories
Retail Outlet
Telecom
Toys & Anime
Travel & Hospitality

Definitions of Influencer Tiers

Tiers of Influencers are defined by follower size. They are placed into 5 categories: Top, Macro, Middle tier, Micro and Nano Influencers.

The followers range of each tier is shown on the right, calculated based on the total followers of a single Influencer across all social media platforms.



In Q3 2022,

HK\$111 million (-5%)¹
Influencer marketing spending

1,586 (+64%)
brands engaged Influencers for marketing campaigns

4,062 (+46%)
Influencers are involved

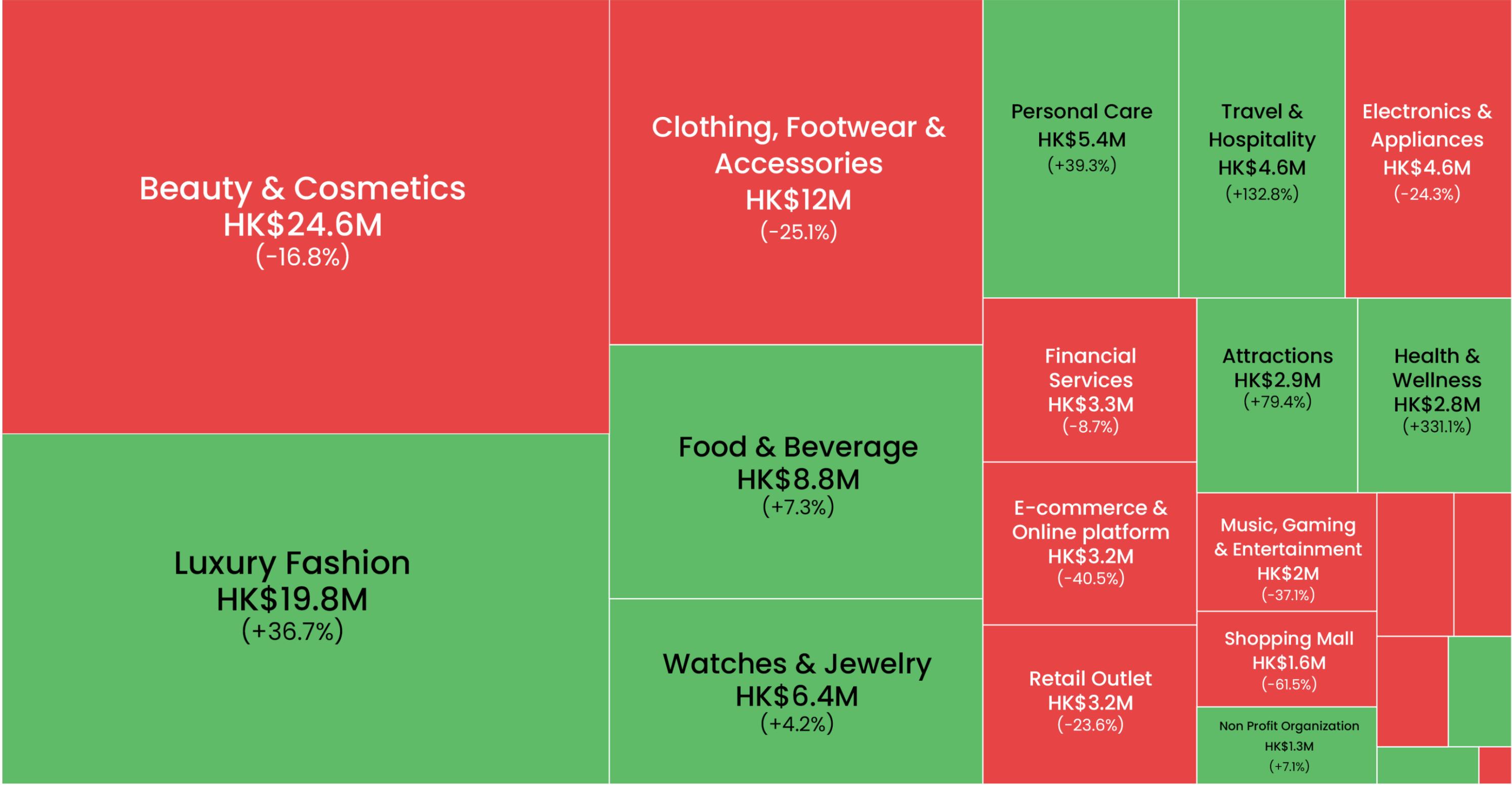


¹ The percentage change is compared to Q3 2021 data.

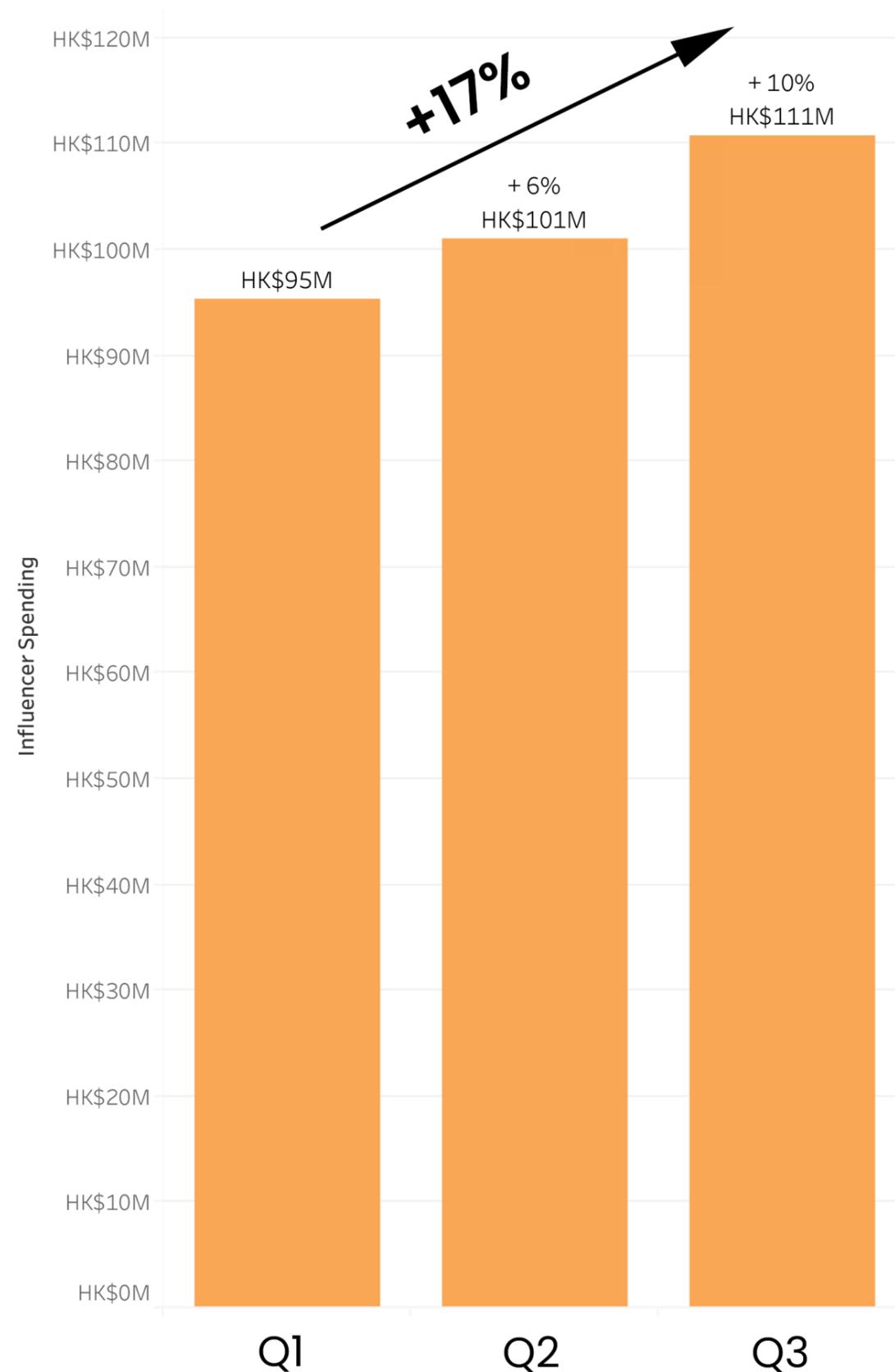
*The overall spending is calculated based on a pool of samples of rate cards provided by Influencers from different tiers.

**This report only covers Instagram Influencer spending.

Change in Influencer marketing spending (Q3 2022 vs Q3 2021)



Influencer marketing spending from Q1 to Q3

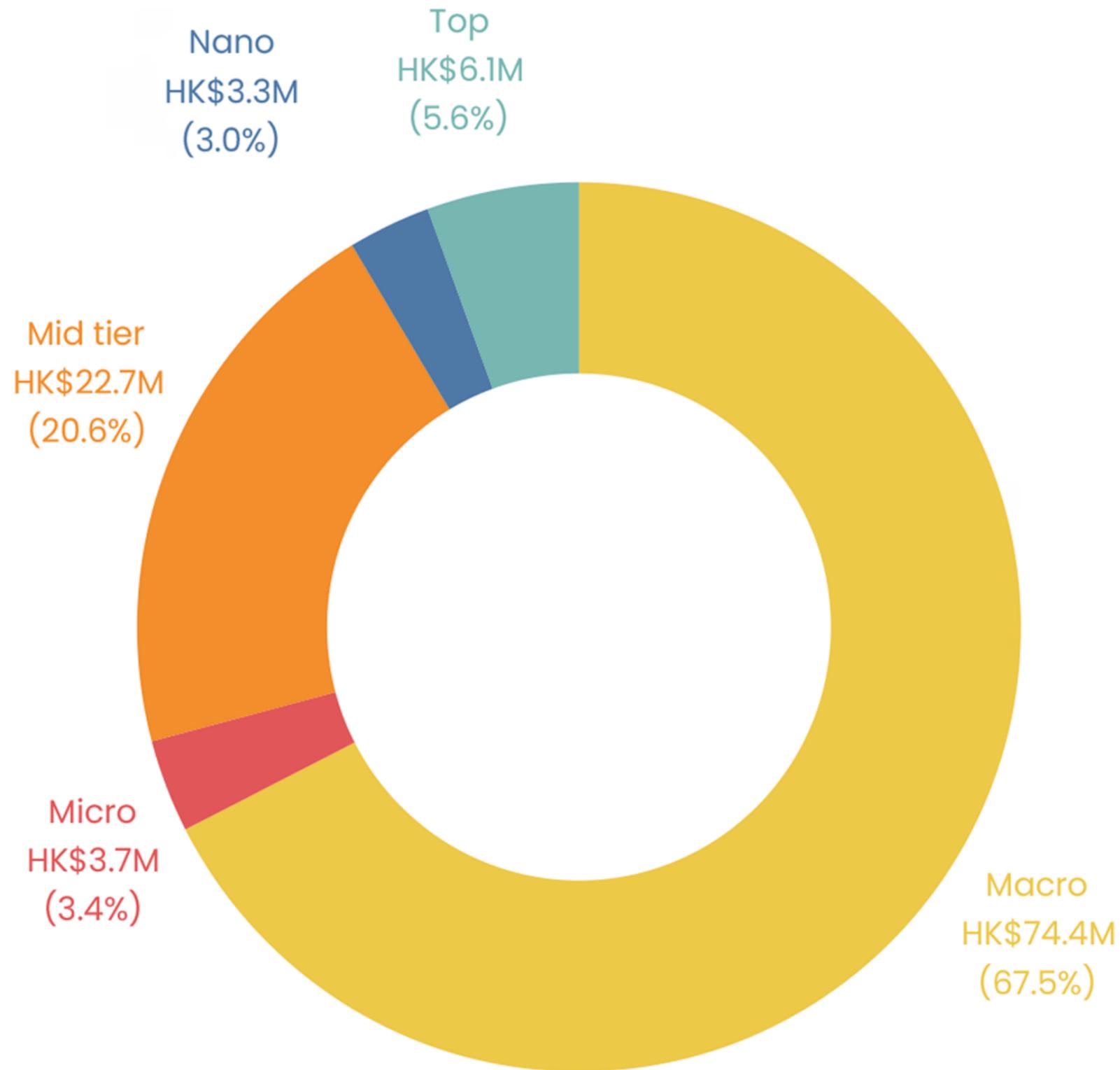


As the industry recovers from the 5th COVID-19 wave in early 2022, we have recorded an QoQ increase in the overall influencer marketing spending in 2022. From Q1 to Q3, total influencer marketing spending has increased by **HK\$16M (+17%)**.

Compared to Q3 2021, there is a 64% increase in brands allocating budget to influencer marketing with a total of **4,062** influencers involved in Q3 2022.

We expect the influencer spending in Q4 will hit a record high for this year as we approach year-end holiday season.

Influencer spending by tiers



In Q3, Macro Influencers are the most used Influencers by brands, with total spending of HK\$74.4M. Some notable Macro Influencers are 張敬軒 (@hinscheung), 張天賦 (@mcheung1201) and 鄭秀文 (@sammi_chengsauman).

Worth to note in Q3, there was only a minimal contribution from boy group – Mirror, which took a 2-month break after the accident and all Mirror-related brand collaborations, advertisements and events were ceased.

Brands' favourite Influencers

Top and Macro
Influencers
(Follower: 100K – 1M+)



@misselvani



@hinscheung



@keung_show



@kayan9896



@ansonlht

Middle tier
Influencers
(Follower: 30K – 100K)



@utahlee



@rikkolee



@jerryctravel



@_jessica.see_



@rubys_doll

Micro Influencers
(Follower: 10K – 20K)



@vinky_wong



@coinsb



@tachoi

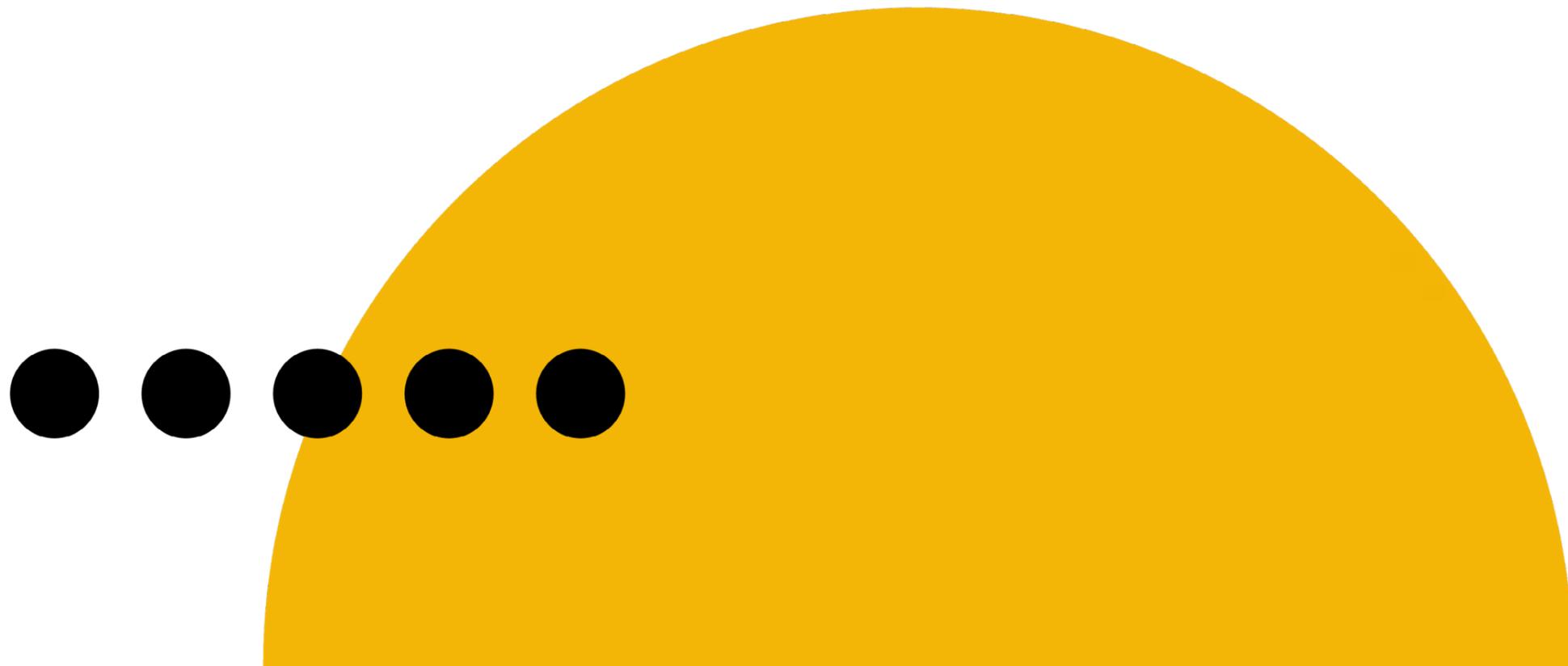


@mynameis.yanki



@joyce.h0314

**We pick 3 industries to look further.
This is what we found..**



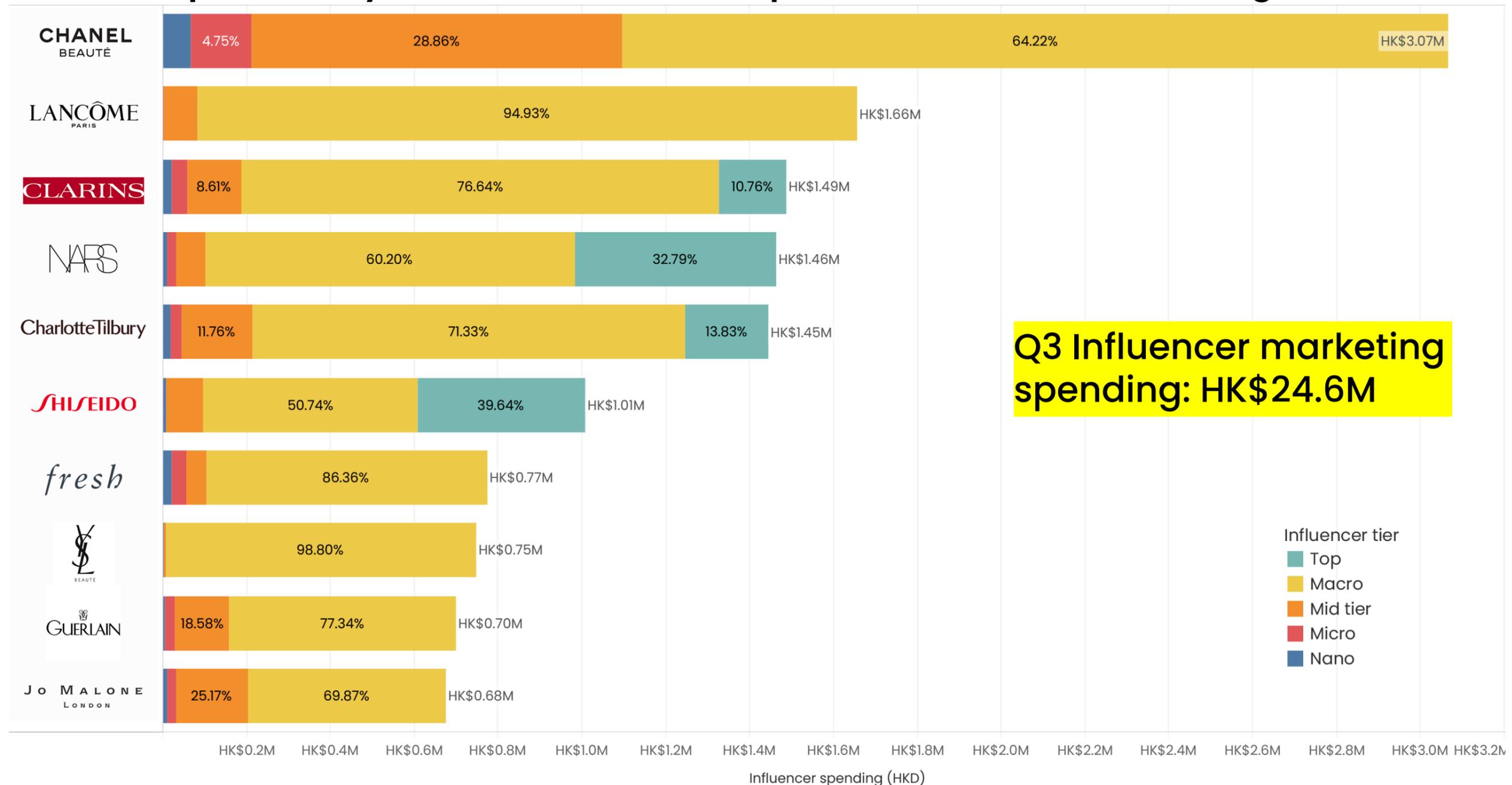
Beauty & Cosmetics

A total of HK\$24.6M has been spent on Influencer in the Beauty & Cosmetics industry in Q3. Luxury beauty brand – **CHANEL BEAUTE** remains at the top in the industry, spending over HK\$3M with more than 60% of budget on Macro Influencers in Q3.

CHANEL BEAUTE has been very busy promoting the new lines in Q3 – “N°1 DE CHANEL” & “LES 4 OMBRES TWEED”. Collaborating with popular beauty Influencers, including: 倪晨曦 (@misselvani), 陳海寧 (@isabellaaaa) and J Lou (@jlouofficial), these campaigns gain more than 200k impression on social media and bring the online traffic to offline.

LANCÔME also collaborated with lots of popular beauty influencers, including: 佩男 (@puinam) and 朱嘉望 (@moonieckm). Not only female influencers, male influencers were also selected by **LANCÔME**, such as 江燦生 (@_kisang_) and 魏浚笙 (@jeffreyingai).

Top 10 Beauty & Cosmetics brands spent on Influencer marketing in Q3

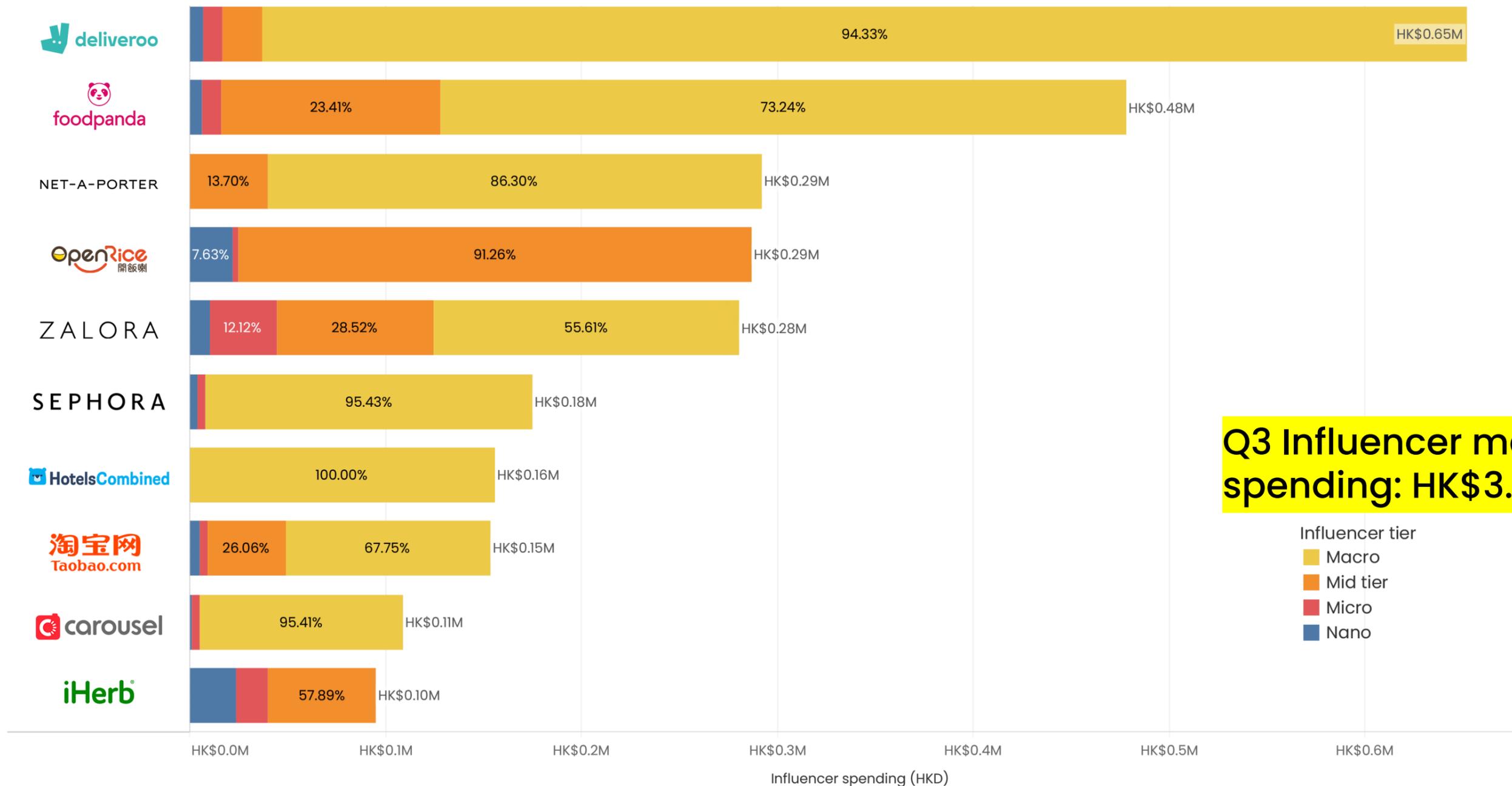


E-commerce & Online Platform

A total of HK\$3.2M Influencer marketing spending has been recorded in the E-commerce & online platform industry in Q3. **DELIVEROO** spent the most (HK\$0.65M) among the others.

DELIVEROO spent HK\$0.65M on Influencers in Q3, collaborating with 古天樂 (@kootinlok_louis), 張天賦 (@mcheung1201), 洪嘉豪 (@hungkaho), and 何啟華 (@deegor_hkwa). On the other hand, **FOODPANDA** also spent a significant amount budget on Influencers in Q3 (HK\$0.48M), collaborating with 謝曬皮 (@tseesaipei), 湯令山 (@gareth_tong) and Dim Cook Guide (@dim_cook_guide) to promote its online grocery store "Pandamart".

Top 10 E-comm & Online platform brands spent on Influencer marketing in Q3



Q3 Influencer marketing spending: HK\$3.2M

Influencer tier
 Macro
 Mid tier
 Micro
 Nano

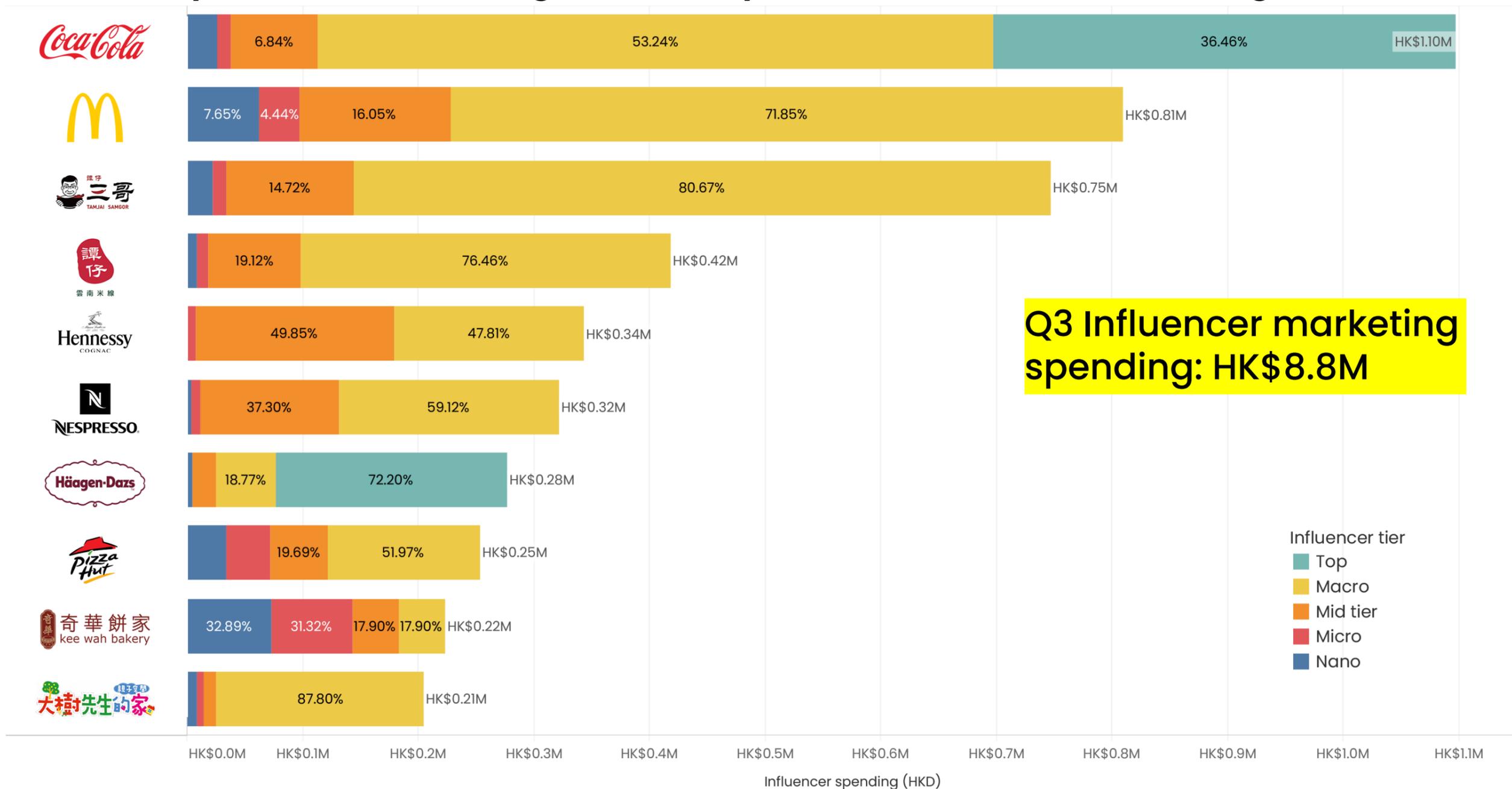
Food & Beverage

A total of HK\$8.8M Influencer spending was recorded in the Food & Beverage industry in Q3. **COCA-COLA** spent the most on Influencer campaigns, approximately HK\$1.1M followed by **MCDONALD'S** with HK\$0.81M.

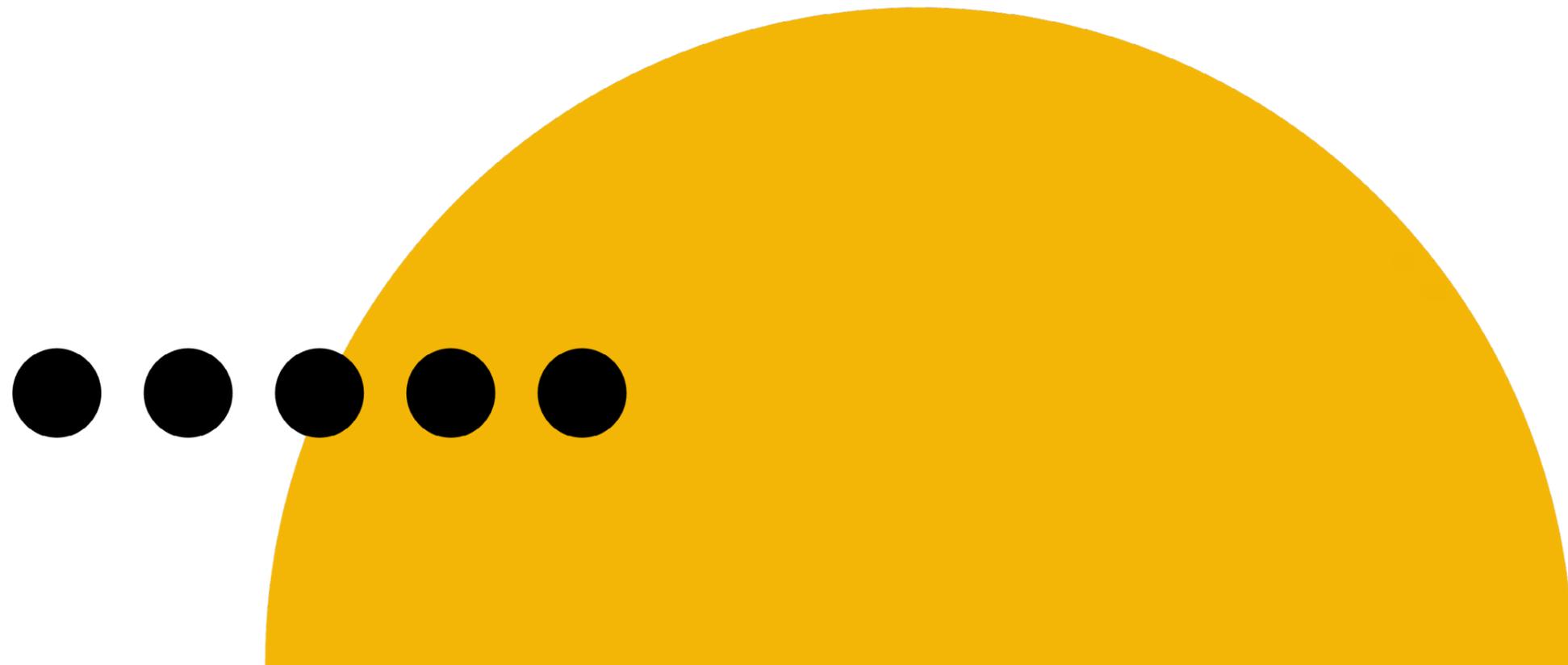
COCA-COLA released a limited packaging that you can scan the QR code to play a virtual game featuring 張敬軒 (@hinscheung), 姜濤 (@keung_show), 葛綽瑤 (@yoyo_kot), 波仔 (@boris1027_) and Cotton Chan (@cotton_ckc).

Instead of collaborating with top and Macro Influencers, **奇華餅家** took a different approach. **奇華餅家** worked with Middle, Micro and Nano Influencers to promote Mid-autumn campaign. The pros of working with small size Influencers is cost efficiency. On a pure CPE (cost per engagement) basis, there is a lot of value in working with Micro Influencers compared to Macro or top Influencer on a similar budget.

Top 10 Food & Beverage brands spent on Influencer marketing in Q3



To obtain a full industry analysis or customized report for your brand, please [reach out](#) to our team.



Power up your Influencer marketing strategy

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About Cloudbreakr

Cloudbreakr is a leading social media & Influencer intelligence company, with business operations in Hong Kong, Taiwan, Malaysia and Thailand. With the in-house advanced analytics & artificial intelligence technology, the company offers Influencer and content discovery tools, customized analysis report and Influencer marketing strategy services to over 1,000 multi-national companies, advertising agencies and brands.

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