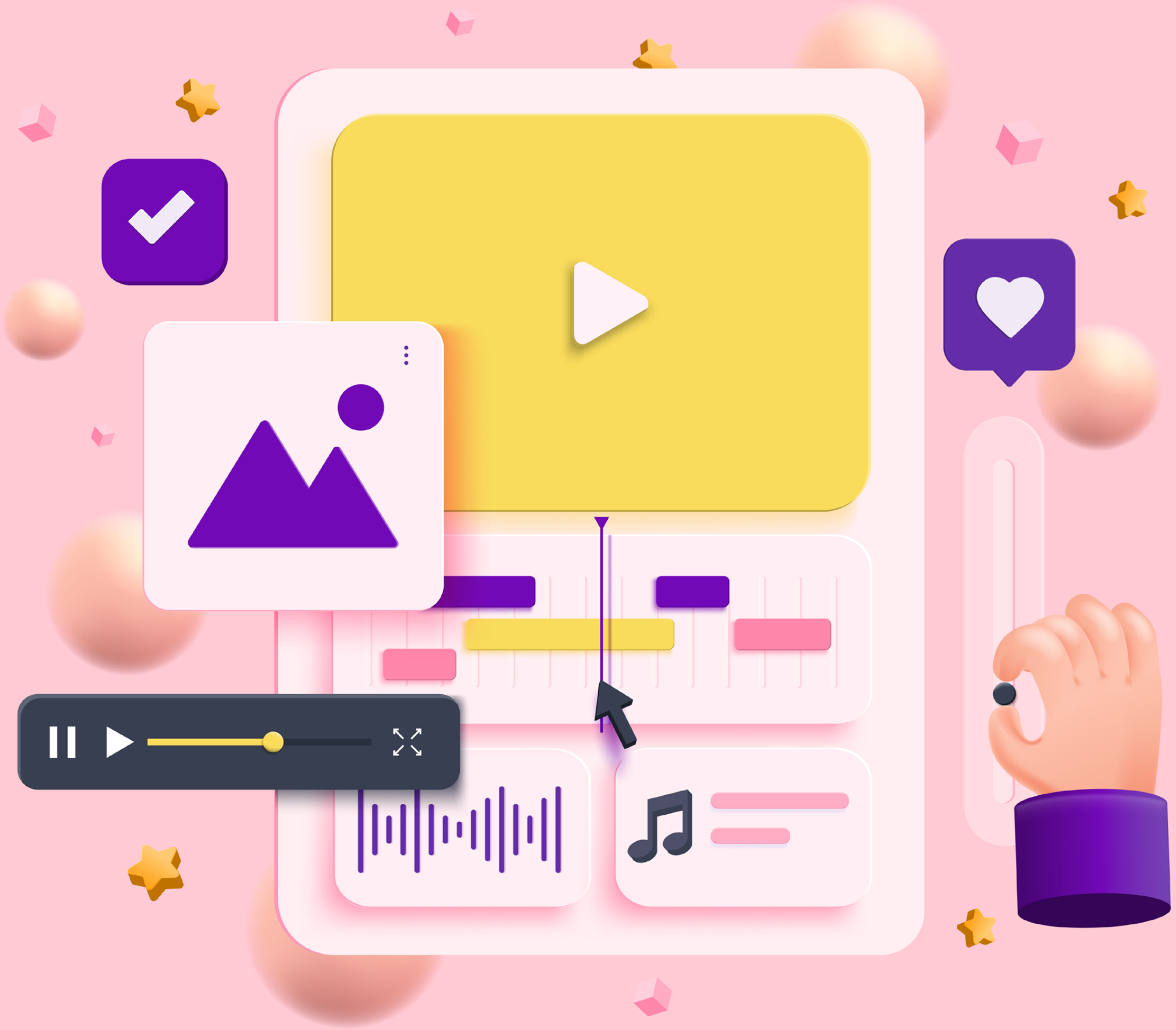


# Hong Kong Influencer Marketing Spending Report (Q2 2024)



# Methodology

This report is brought to you by Cloudbreakr, the leading social media analytic company in ASEAN that empowers enterprises to navigate the world of influencer marketing with precision and efficiency.

This report tells you the influencer marketing activities and is based on an extensive collection of social media posts on Instagram and Facebook, focusing on the 2nd Quarter of 2024. Our advanced analytic engine covers over 30,000 influencers and content creators in Hong Kong, providing a comprehensive view of the influencer marketing landscape.

The engine also monitors over 5,000 brands includes both local and international brands from 22 different industries, ranging from clothing to financial services to food & beverage and luxury fashion (Full list as shown in the table).

## How do we identify brand sponsored content?

Cloudbreakr identifies brand sponsored content by matching brand's unique hashtags and brand-specific keywords.

To avoid irrelevant posts such as #OOTD (Outfit of the Day) when collecting brand sponsored content, we manually screen and verify the posts to ensure that only relevant posts are included in the analysis. This involves having human reviewers carefully evaluate each post to determine its relevancy to the brand.

## How do we calculate the influencer cost?

We consider various types of influencer content, including photo posts, Instagram reels, and video posts, across different social media platforms. To calculate the cost, we compile a pool of rate cards provided by influencers representing diverse tiers. These rate cards serve as a reference only. The actual cost should be referred to the influencer quotation. Worth to note, we solely focus on the influencer fees and do not include production costs or advertising expenses related to the campaigns.

Industry Coverage
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 Tier

The different tiers of influencers are typically defined based on their reach, engagement, and follower count. Here are the general definitions for each tier:

**Top Influencers:** These are typically the most well-known and influential individuals on social media platforms, often with millions of followers. They are usually celebrities or high-profile personalities, and their endorsement can have a significant impact on a brand's visibility and reputation.

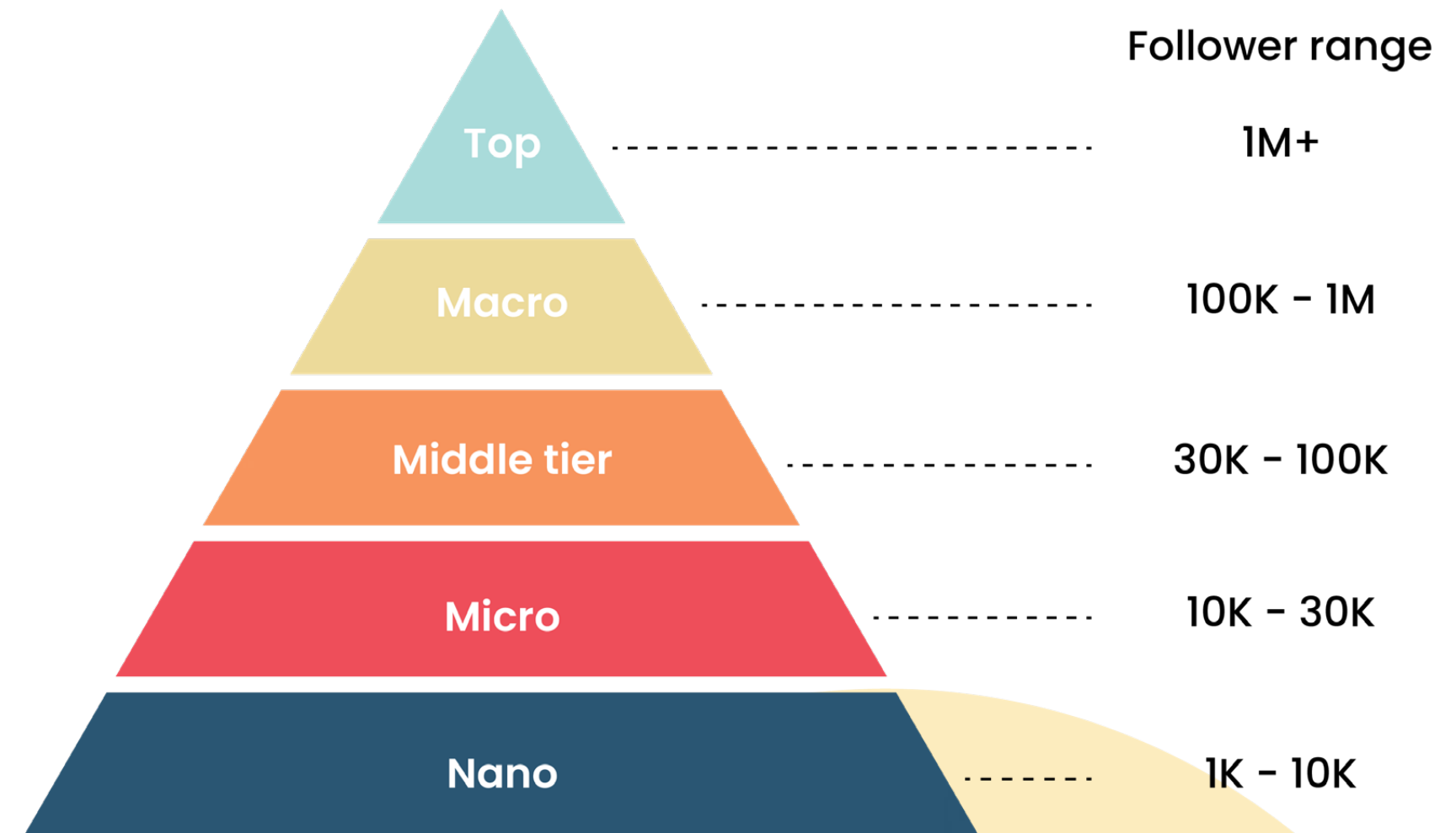
**Macro Influencers:** These influencers have a large following, typically ranging from 100,000 to 1 million followers. They have a broad reach and can help brands reach a wider audience. They are often industry experts, thought leaders, or social media stars.

**Middle-Tier Influencers:** These influencers have a following ranging from 30,000 to 100,000 followers. They are often experts

in a specific niche and have a dedicated following that is highly engaged with their content.

**Micro Influencers:** These influencers have a smaller following than middle-tier influencers, typically ranging from 10,000 to 30,000 followers. They have a highly engaged audience that trusts their opinions and recommendations.

**Nano Influencers:** These influencers have a very small following, typically ranging from 1,000 to 10,000 followers. They are often everyday people who are passionate about a particular topic and have a highly engaged community that values their insights and opinions.



# In Q2 2024,

**HK\$135 million** (-10.2%)<sup>1</sup>  
influencer marketing spending

**1,432** (+27.4%)  
brands engaged Influencers for marketing campaigns

**3,438** (+2.9%)  
Influencers are involved

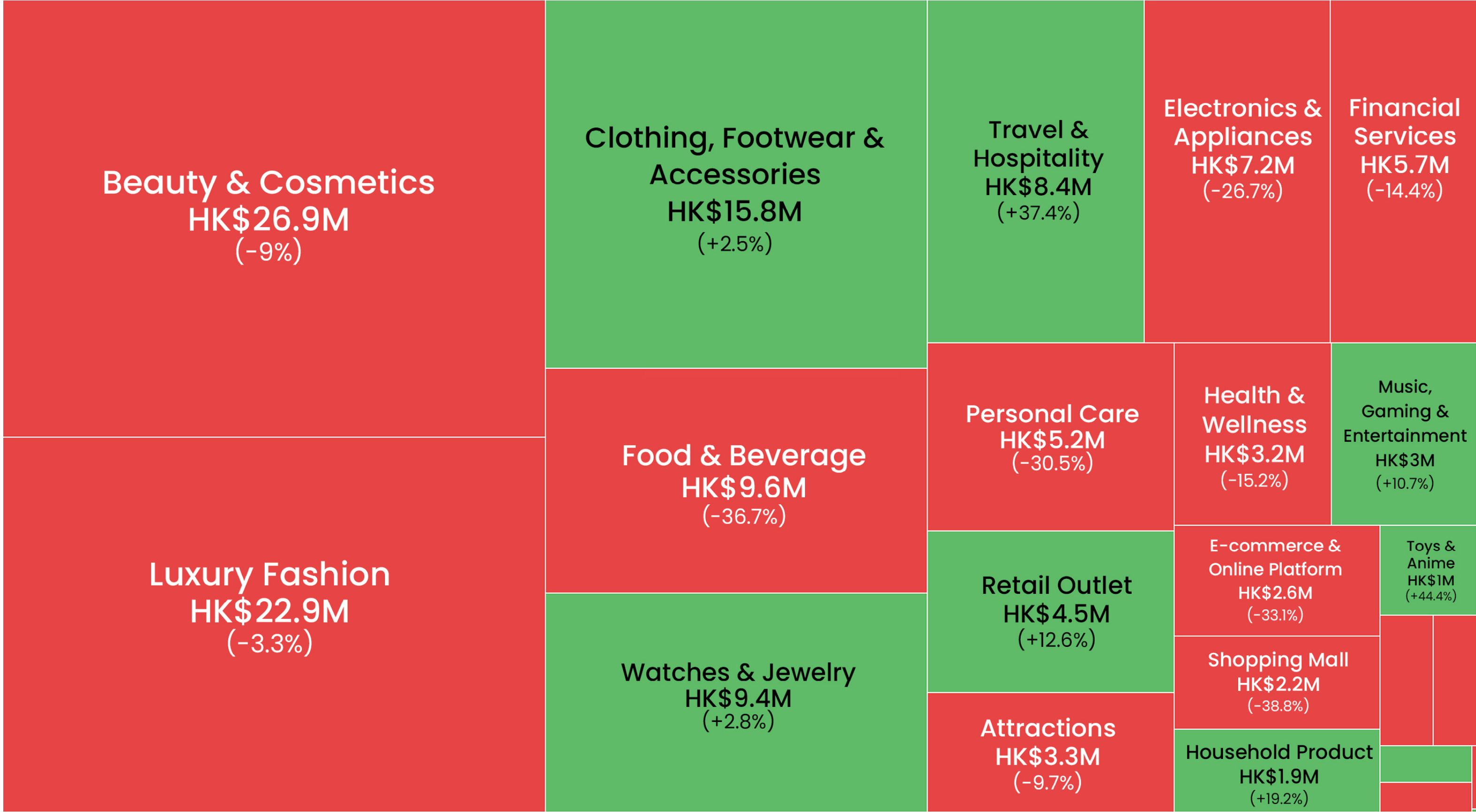


<sup>1</sup> The percentage change is compared to Q2 2023 data.

\*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 and Facebook Influencer spending.

# Industry contribution of influencer marketing spending in Q2 2024



\* The percentage change is compared to Q2 2023



# Market Shift: F&B Influencer Spending Plummetts in Q2 2024

In Q2 2024, the Food & Beverage industry in Hong Kong saw a significant decline in influencer marketing spending compared to the same period in 2023. The total expenditure decreased from HK\$15,2 million in 2023 to HK\$9,6 million in 2024, marking a **36.7% reduction**. This decrease is accompanied by a notable drop in influencer participation, falling from 960 influencers in 2023 to 674 in 2024.

## Key Factors Contributing to the Decline

The **most significant reductions are observed among the participation of Micro and Nano influencers**, which dropped by 73.7% and 23.6% respectively. Top and Macro influencers also saw declines, reflecting a broader industry trend of reduced spending on high-profile campaigns.

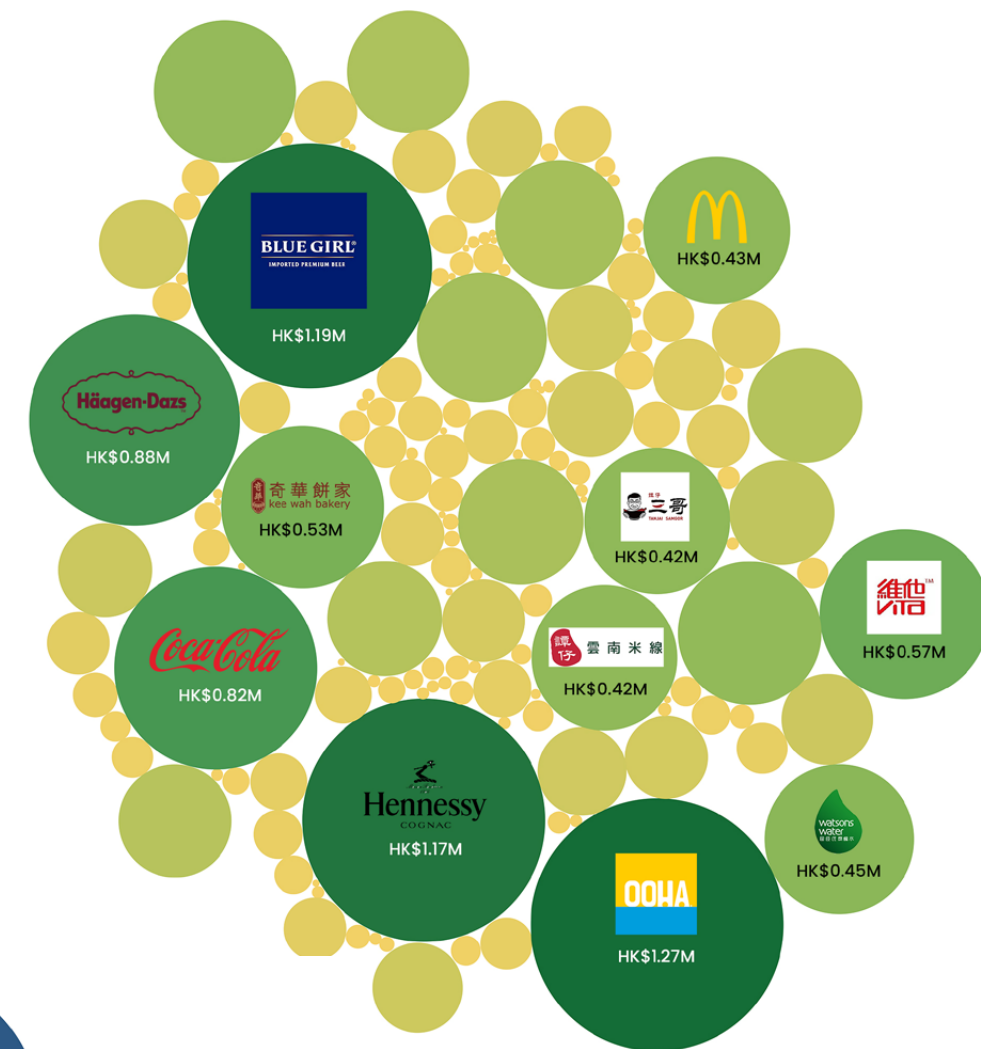
One of the primary reasons for the reduced spending in 2024 is the strategic shift by brands from high-profile collaborations with boy band MIRROR to engaging smaller influencers. For instance, OOHA HK and Blue Girl Beer HK have significantly changed their influencer strategies. OOHA HK, which previously collaborated with MIRROR members like Anson Lo, has now opted for partnerships with smaller influencers. Similarly, Blue Girl Beer HK has transitioned from working with MIRROR's Edan Lui to collaborating with a wider range of smaller influencers. This strategic pivot aims to achieve more targeted and cost-effective campaigns, resulting in a realignment of budgets and overall reduction in spending.

## New Trends and Players

Despite the decline in overall spending, there are new players in the market (Nespresso, Venchi, TEA CHÂTEAU, etc.) who have shifted their focus towards mid to macro influencers, allocating their budgets more strategically. These brands recognize the cost-effectiveness and high engagement rates associated with mid and macro influencers.

## Q2 2023 F&B

- HK\$15.2 million
- Large campaigns: over HK\$1 million



## Q2 2024 F&B

- HK\$9.6 million
- Large campaigns: below HK\$1 million





# Top 20 Influencers in Q2

- |     |   |                            |   |     |   |                         |   |
|-----|---|----------------------------|---|-----|---|-------------------------|---|
| 1.  |    | 倪晨曦<br>@misselvani         |    | 11. |    | 陳凱琳<br>@ghlchan         |    |
| 2.  |    | Tyson Yoshi<br>@tysonyoshi |    | 12. |    | 容祖兒<br>@yungchoyee      |    |
| 3.  |    | 張敬軒<br>@hinscheung         |    | 13. |    | 余詩曼<br>@charmaine_sheh  |    |
| 4.  |    | 王丹妮<br>@l_for_louise       |    | 14. |    | 盧瀚霆<br>@ansonlht        |    |
| 5.  |   | 余香凝<br>@jenniferyuuu       |    | 15. |   | 呂爵安<br>@edanlui         |    |
| 6.  |  | 何超蓮<br>@laurinda_ho        |  | 16. |  | 愛瑪<br>@joyce.h0314      |  |
| 7.  |  | 吳家忻<br>@kayan0906          |  | 17. |  | Sue Chang<br>@suechangg |  |
| 8.  |  | 魏浚笙<br>@jeffreyngai        |  | 18. |  | 謝安琪<br>@kaytse          |  |
| 9.  |  | 林芊妤<br>@coffee89921        |  | 19. |  | 邱彥筒<br>@_marifemarife_  |  |
| 10. |  | J Lou<br>@jlouofficial     |  | 20. |  | 姜濤<br>@keung_show       |  |



## Overview

The influencer landscape in Hong Kong continues to evolve, with significant shifts observed in Q2 2024. Elva Ni, who has maintained her position as the top influencer for several months, continues to lead the rankings. Meanwhile, **several members of the boy band MIRROR have seen a decline in their positions**, while other influencers have risen in popularity.

## Decline of MIRROR Members

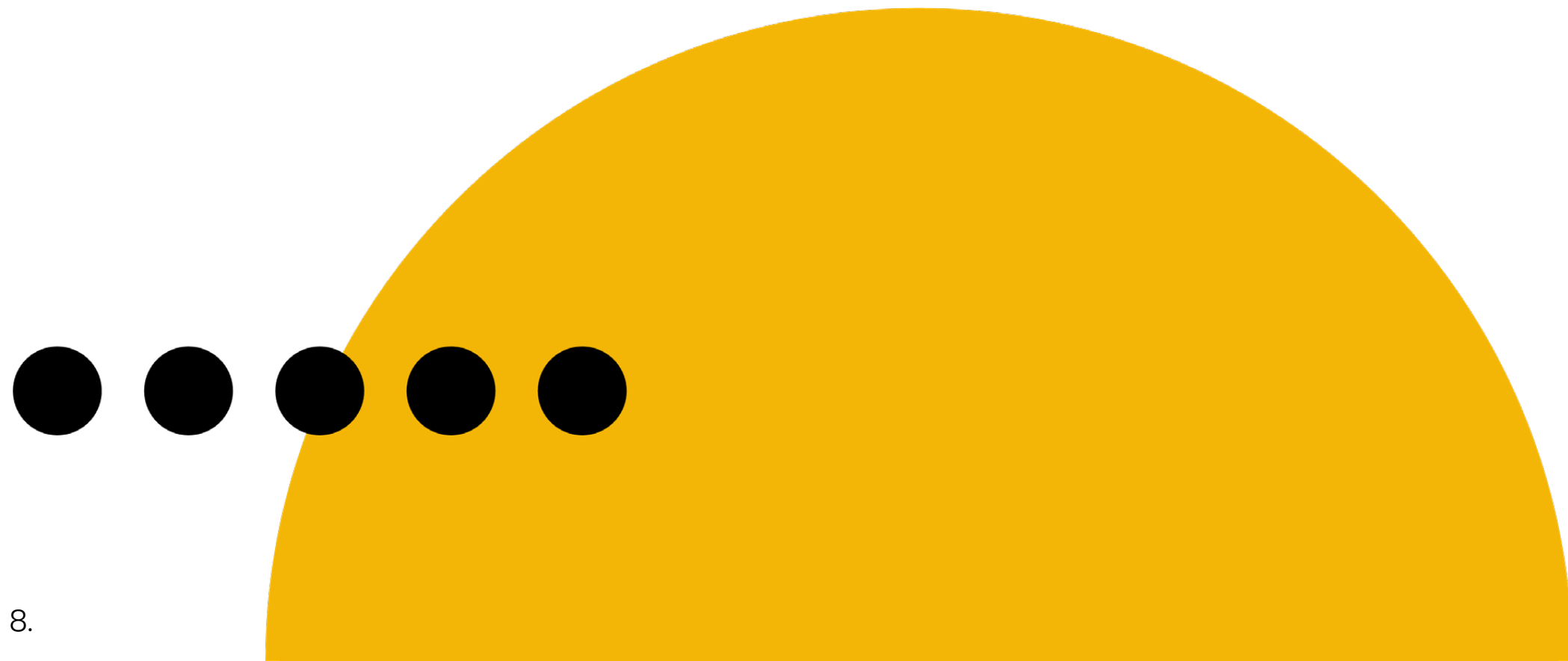
Members of MIRROR, once dominant in the influencer rankings, have experienced significant declines in Q2 2024. This reflects a broader trend of diversification in influencer popularity and possibly changing audience preferences.

Q2 2023 # Brand Collaborations	
Keung To	9
Edan Lui	9
Anson Lo	8
Ian Chan	6

Q2 2024 # Brand Collaborations	
Keung To	2
Edan Lui	3
Anson Lo	4
Ian Chan	1

# INDUSTRY REVIEW:

## Key players and their influencer strategies





# Beauty & Cosmetics

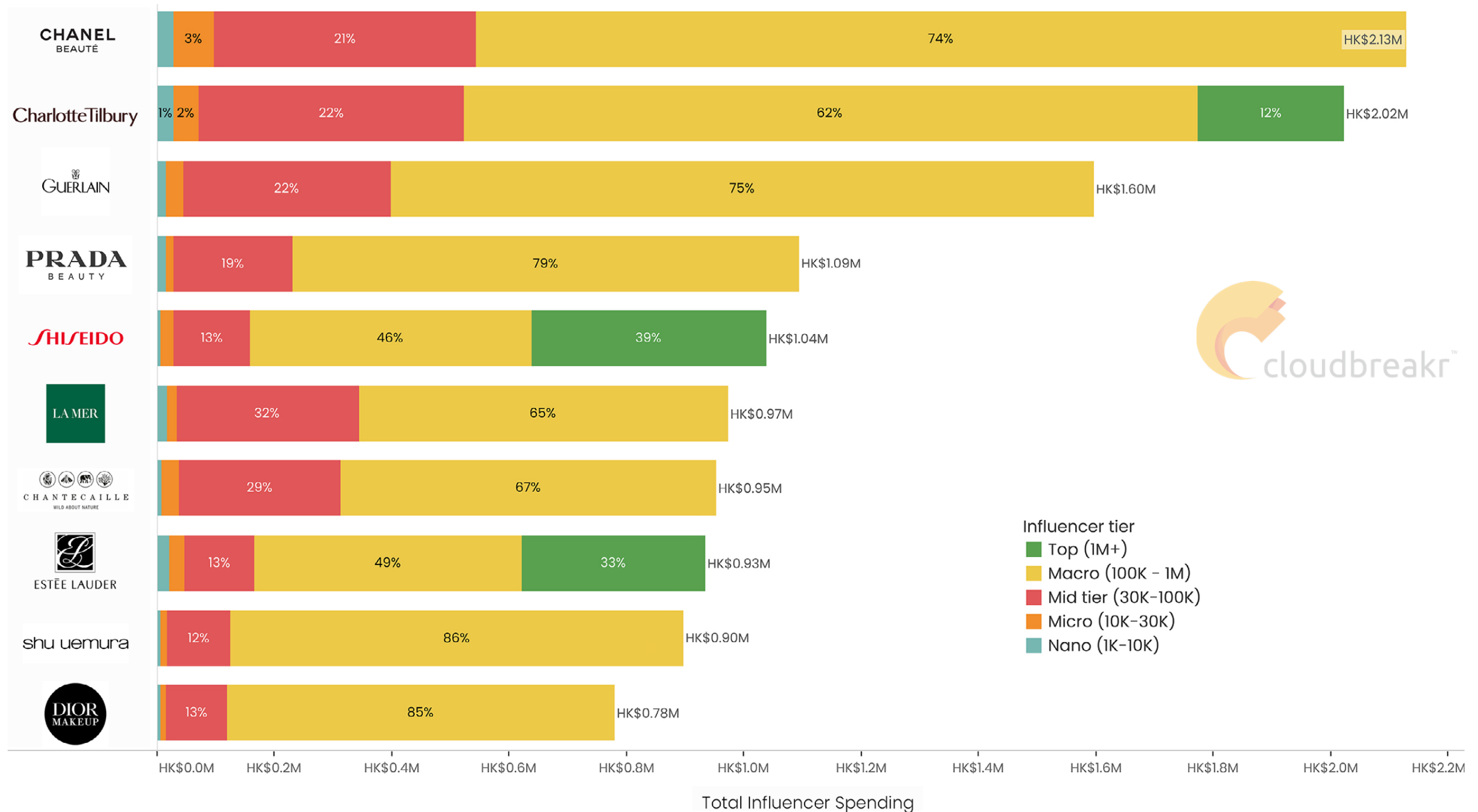
In Q2 2024, the Beauty & Cosmetics industry in Hong Kong spent a total of HK\$26.9 million on influencer marketing. Key players **Chanel Beauty**, **Charlotte Tilbury**, and **Guerlain** executed significant campaigns, contributing to this substantial investment.

Chanel Beauty spent HK\$2.13 million in Q2. In a Mother's Day campaign, Chanel beauty collaborated with influencers [Anjaylia](#), [Sofiee Ng](#), and [Tsang Lok Tung](#). The campaign focused on emotional connections and gift purchases, leveraging personal stories and product showcases.

Charlotte Tilbury invested HK\$2.02 million to promote its Airbrush Flawless product, partnering with top influencers such as [Sammi Cheng](#), [Anson Lo](#), [J Lou](#), and [Taylor R](#). These collaborations boosted the product's visibility and appeal, emphasizing its unique features.

Guerlain allocated HK\$1.6 million to work with macro influencers like [Louise Wong](#), [Jeremy Lee](#), [Jennifer Yu](#), and [Michelle Wai](#). This strategy aimed at extensive reach and high engagement, effectively communicating the brand's luxury values and product quality.

## Top 10 Beauty & Cosmetics brands in Q2



# Household Products

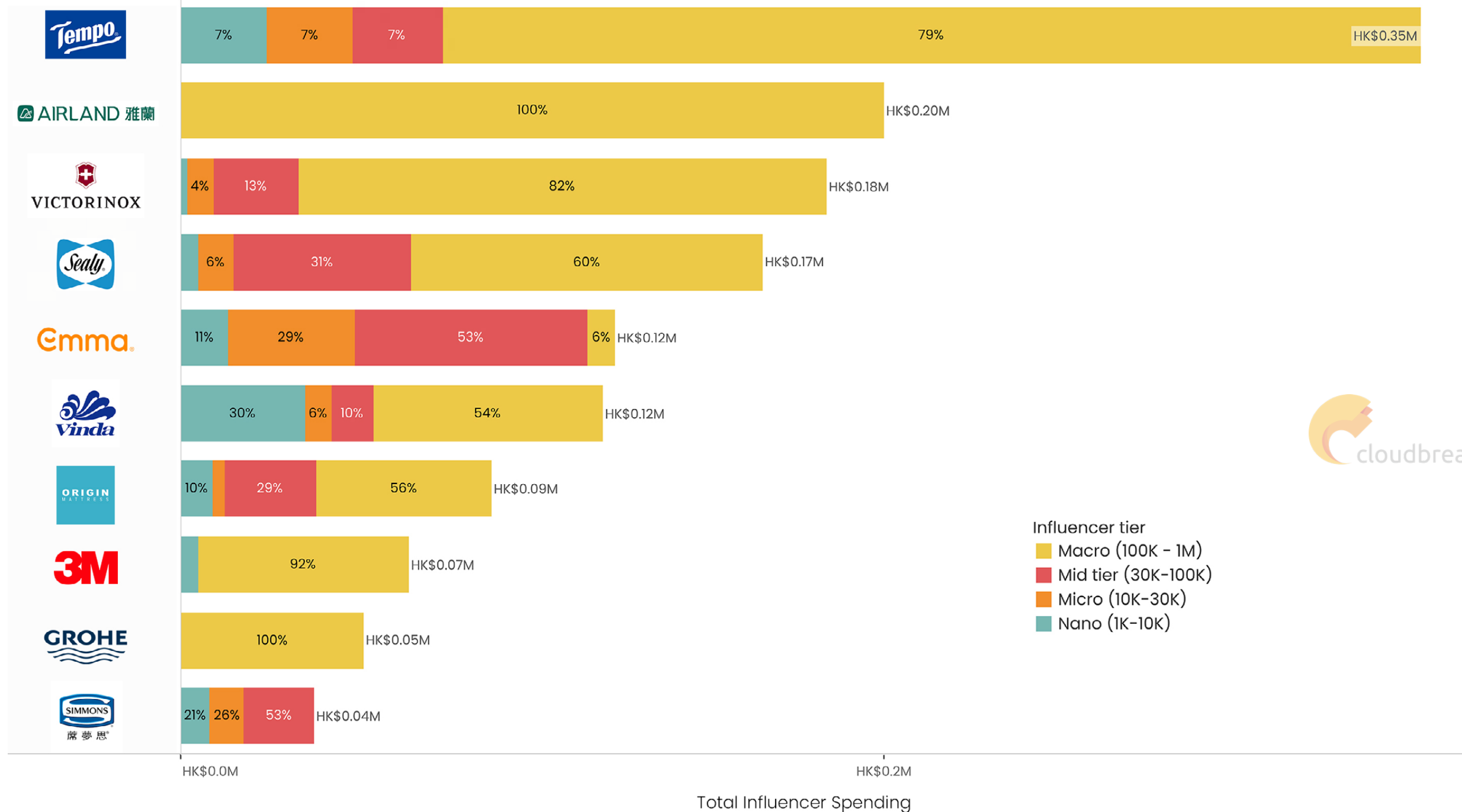
In Q2 2024, the Household Products industry in Hong Kong invested a total of HK\$1.9 million in influencer marketing, with leading brands **Tempo**, **Airland**, and **Victorinox** driving the majority of this spending through targeted influencer collaborations.

Tempo allocated HK\$0.35 million to promote its tissue products through collaborations with macro parenting influencers such as [Snow Suen](#), [Kissty Chan](#), [Baby Elly](#), and [Inez Leong](#). This strategy aimed to leverage the trusted voices of these influencers to reach and engage with parents, highlighting the benefits and features of Tempo's products for children.

Airland spent HK\$0.2 million on a campaign featuring [Kay Tse](#) to promote its mattresses. By partnering with Kay Tse, Airland effectively targeted a broad audience, utilizing her popularity and credibility to emphasize the comfort and quality of their mattresses.

Victorinox invested HK\$0.18 million to promote its latest AIRNOX ADVANCED baggage through collaborations with influencers [Pak Hung](#), [Mandy Chiang](#), and [Louisa Mak](#). This campaign focused on showcasing the innovative features and durability of the baggage, appealing to frequent travelers and lifestyle enthusiasts.

## Top 10 Household Product brands in Q2



# Clothing, Footwear & Accessories

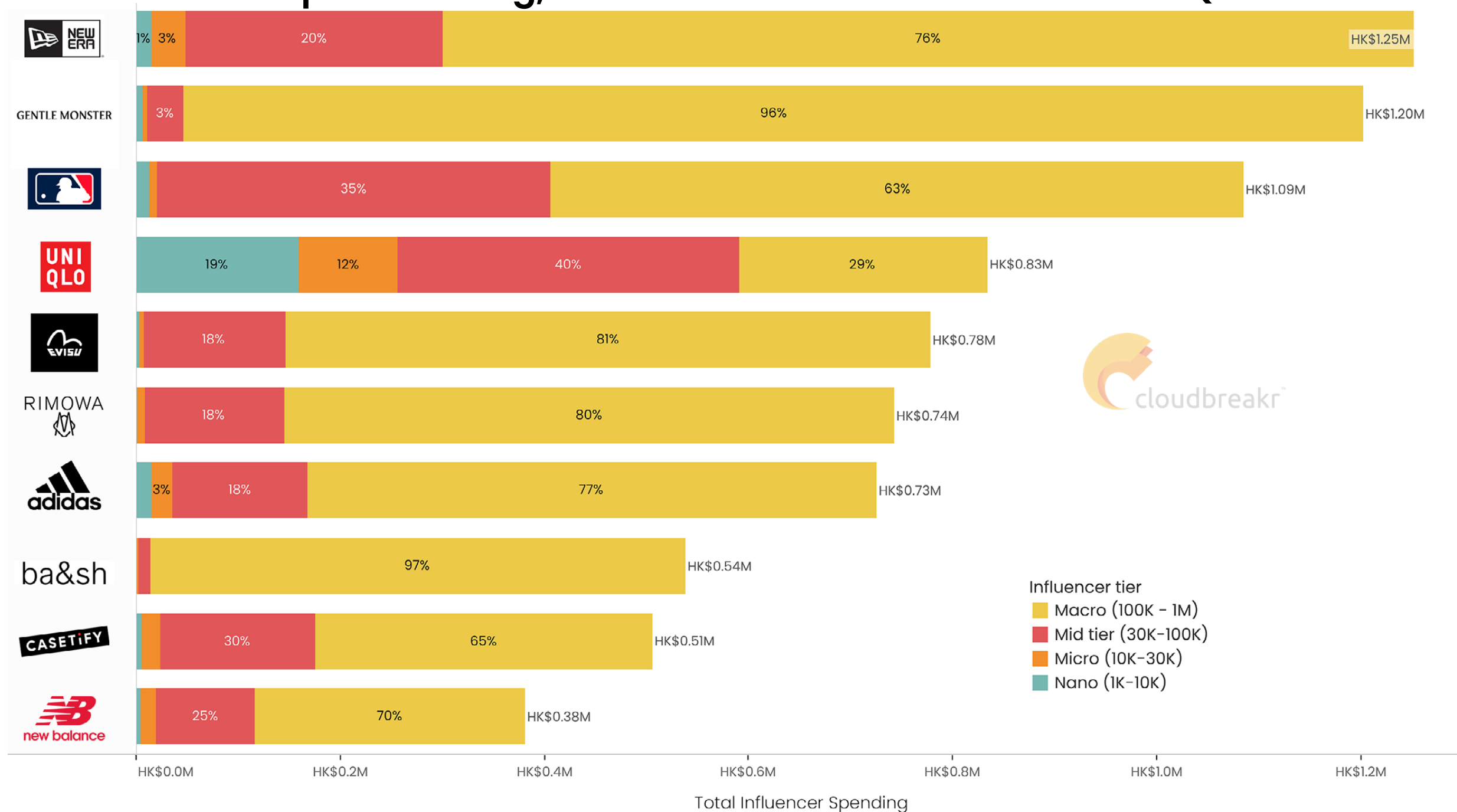
In Q2 2024, the Clothing, Footwear & Accessories industry in Hong Kong invested a total of HK\$15.8 million in influencer marketing. The top three key players—**New Era Cap**, **Gentle Monster**, and **MLB**—led the charge with strategic influencer collaborations to boost brand visibility and engagement.

New Era Cap allocated HK\$1.25 million to an innovative campaign by inviting influencers [Tyson Yoshi](#), [Denis Kwok](#), [Poki Ng](#), [Hana Tam](#), and [Phoebus Ng](#) to the 59FIFTY cap museum. This event leveraged the popularity and reach of these influencers to create buzz around New Era Cap’s iconic headwear, attracting a diverse audience.

Gentle Monster spent HK\$1.2 million on a collaboration with influencers [Jeffrey Ngai](#), [Louise Wong](#), [Emi Wong](#), and [Jessica Chan](#) to promote its crossover with Jennie Kim. This campaign capitalized on the influencers’ strong social media presence and Jennie Kim’s global appeal, driving significant attention and engagement for Gentle Monster’s products.

MLB invested HK\$1.09 million to target the Gen Z female demographic by working with Gen Z idols [Jeannie Ng](#), [Jessica Chan](#), and [Kisa Chan](#). The campaign focused on promoting MLB’s cap and t-shirt items, effectively reaching a younger audience and aligning with their fashion preferences.

## Top 10 Clothing, Footwear & Accessories brands in Q2



# Food & Beverage

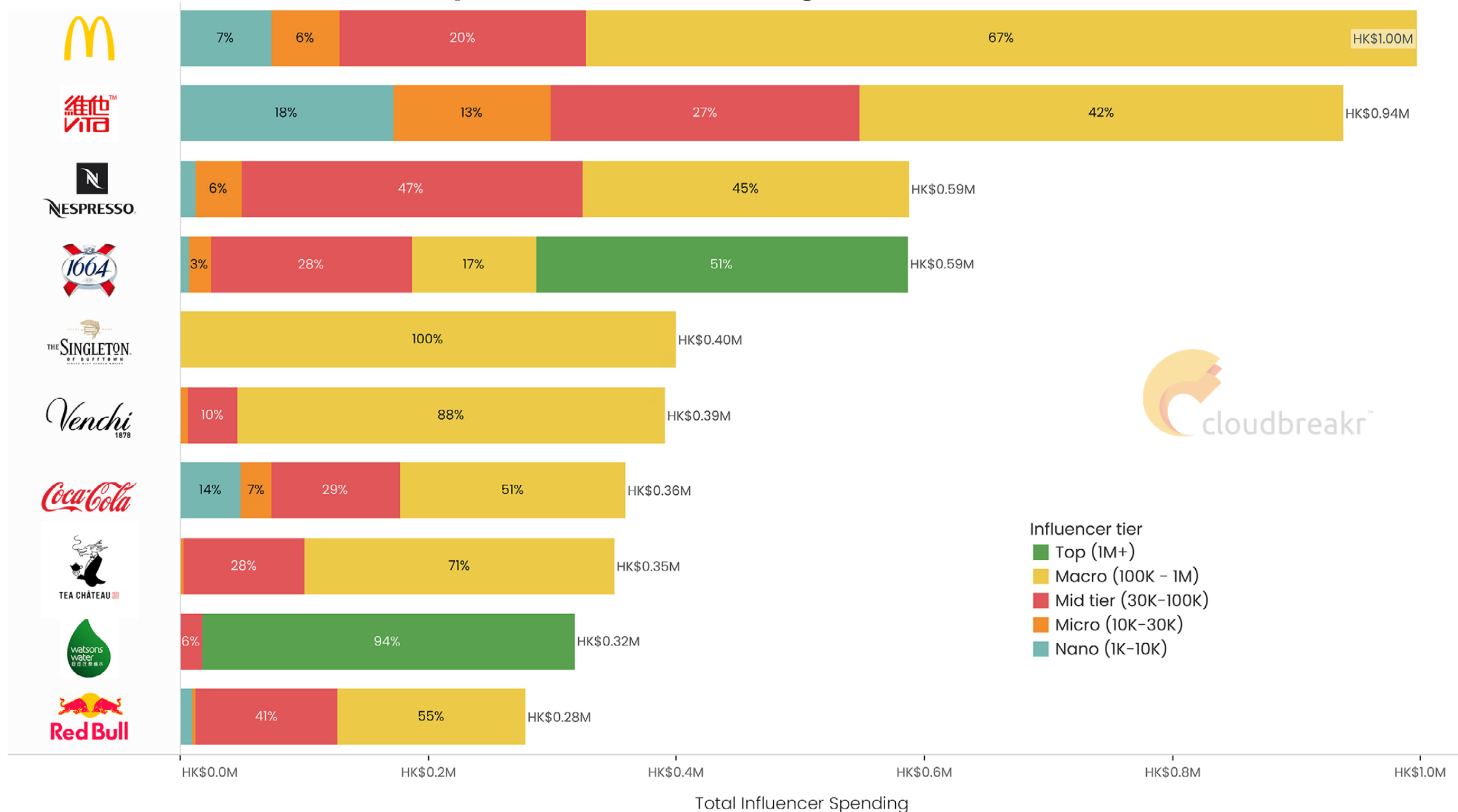
In Q2 2024, the Food & Beverage industry in Hong Kong spent a total of HK\$9.6 million on influencer marketing. The top three key players—**McDonald's**, **Vita Family**, and **Nespresso**—led the way with strategic influencer collaborations to enhance brand visibility and engagement.

McDonald's invested HK\$1 million in a campaign targeting Gen Z influencers. The brand invited [Agnes WYM](#), [Kitkat Ho](#), [Van Wing](#), and [Kwanmoon](#) to the Verdy x McDonald's exhibition, leveraging their influence to invite young audience to the exhibition.

Vita Family spent HK\$0.94 million on collaborations with both macro and mid-tier influencers, including [Michael Chu](#), [Zeno Koo](#), [Alice Hui](#), and [Sica](#). This campaign promoted various drinks products, utilizing the influencers' reach and engagement to drive product awareness and consumer interest.

Nespresso allocated HK\$0.59 million to invite macro and mid-tier influencers to the Nespresso Summer Club at Harbour City. Influencers including: [Cheronna Ng](#), [Yanny Chan](#), [Micmic Chow](#), and [Jennifer Cheng](#) took photos and promoted the Unforgettable Mediterranean Summer coffee series, highlighting the brand's innovative offerings and enhancing its presence in the market.

## Top 10 Food & Beverage brands in Q2



# Electronics & Appliances

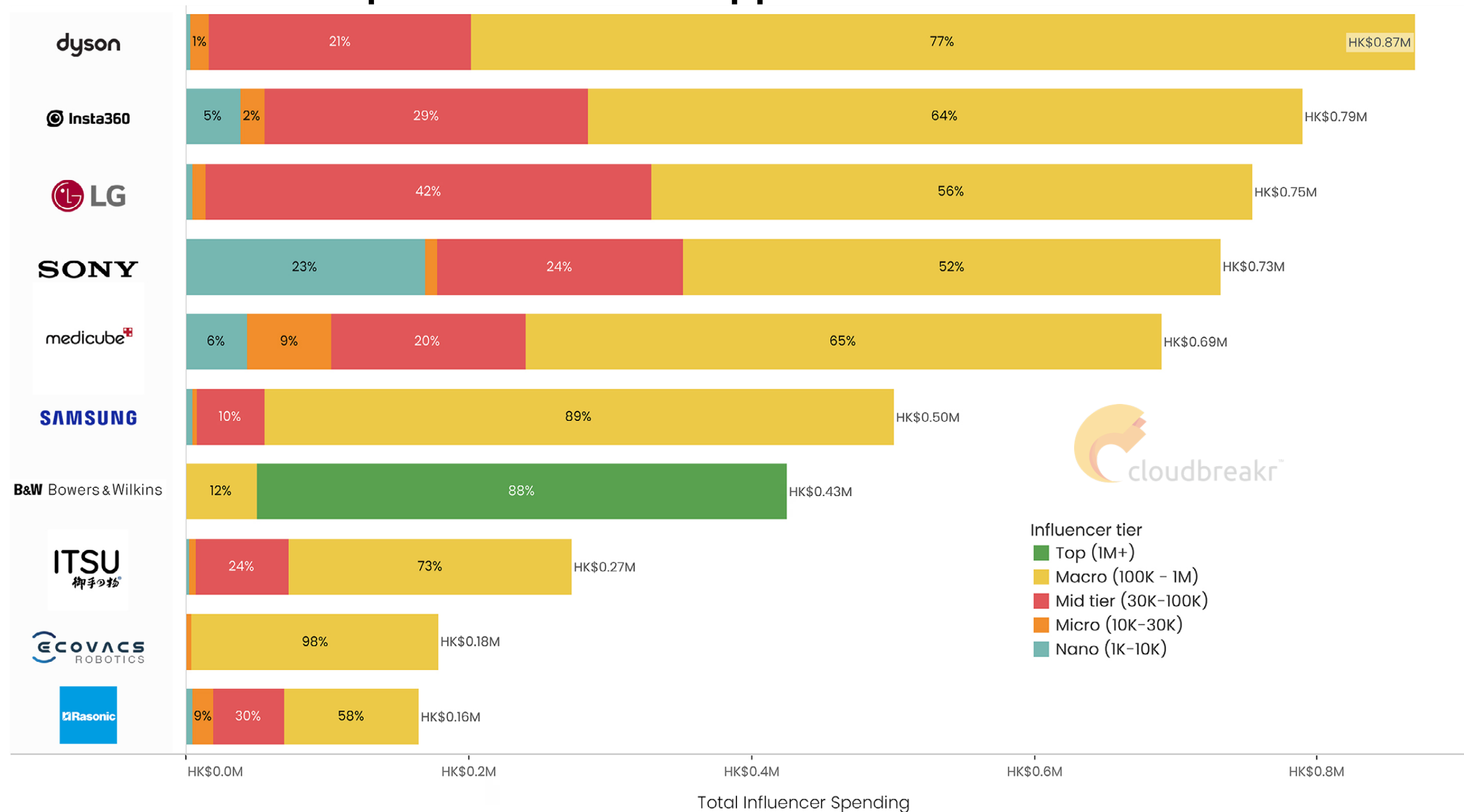
In Q2 2024, the Electronics & Appliances industry in Hong Kong invested a total of HK\$7.2 million in influencer marketing. Leading brands such as **Dyson**, **Insta 360**, and **LG HK** spearheaded this spending with strategic influencer collaborations aimed at enhancing brand awareness and driving product engagement.

Dyson allocated HK\$0.87 million to promote its latest Supersonic Nural hairdryer. The campaign featured female influencers [Sue Chang](#), [Pamela Cheung](#), [Jade Lam](#), and [Sadelle](#). By leveraging these influencers' popularity and reach, Dyson effectively showcased the hairdryer's advanced features and benefits to a broad audience.

Insta 360 invested HK\$0.79 million in collaborations with vloggers and photographers, including [Torres Pit](#), [Victor Cheng](#), [Timmy Lo](#), and [Jacky Woo](#). This campaign targeted content creators to highlight Insta 360's camera products, emphasizing their versatility and high-quality performance through real-life applications and creative usage.

LG HK spent HK\$0.75 million on a campaign involving macro and mid-tier influencers such as [J Lou](#), [Asha](#), and [Rebecca Mo](#). The focus was on promoting LG's latest home appliances, using these influencers to demonstrate the functionality and innovative features of the products, thereby enhancing consumer interest and trust.

## Top 10 Electronics & Appliances brands in Q2

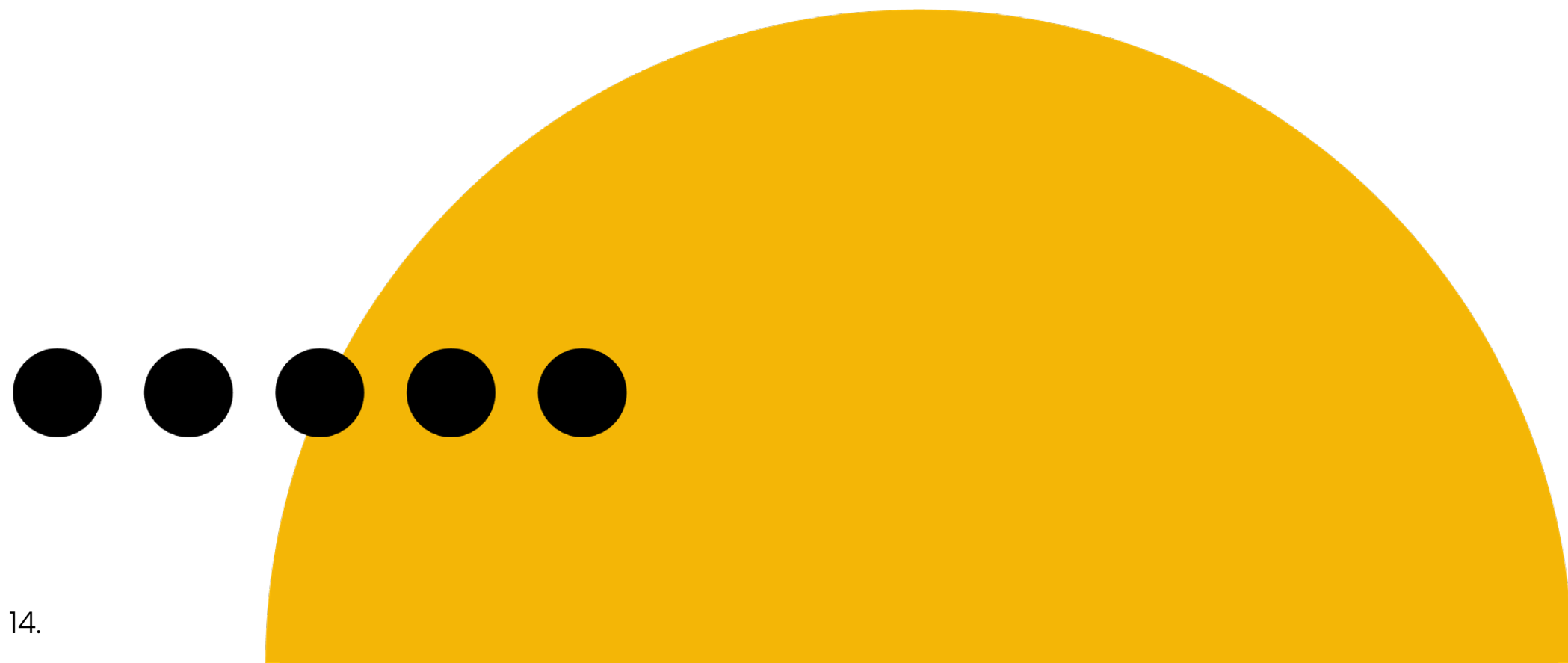


Influencer tier  
 ■ Top (1M+)  
 ■ Macro (100K - 1M)  
 ■ Mid tier (30K-100K)  
 ■ Micro (10K-30K)  
 ■ Nano (1K-10K)





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



# Power up your Influencer marketing strategy

Social media listening

Influencer Discovery

Competitor monitoring and analysis



Influencer campaign management

Influencer profile analysis

Schedule a call 

## 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 analytic & 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, brands and advertising agencies.

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