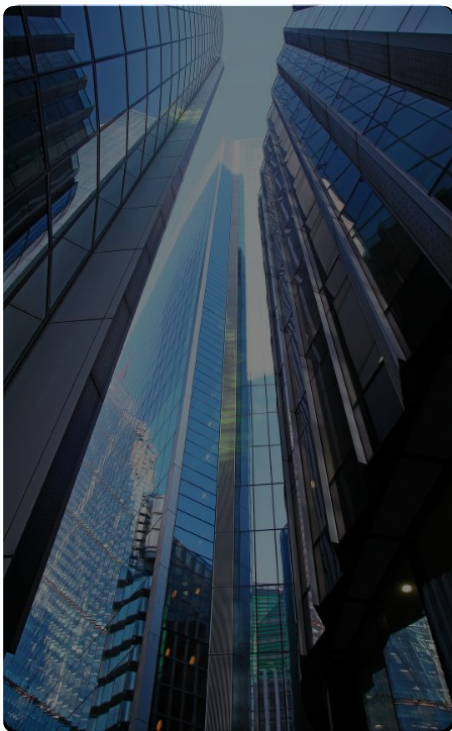




State of Influence in APAC 2026

A deep-dive into the state of influencer marketing and the creator economy in APAC

Executive Summary



Overview

The *AnyMind State of Influence 2026 Report* provides a data-driven analysis of Asia's influencer marketing landscape, powered by first-party insights from the [AnyTag](#) platform.

As the creator economy matures, influencer marketing is evolving from pure brand awareness into a full-funnel driver of commerce and measurable performance.

The Way Forward

To succeed in 2026, brands must adopt a locally informed, platform-aware strategy, balancing TikTok's viral reach with Instagram's visual branding, investing in trusted creator networks, and seamlessly integrating influencers into the commerce journey to drive real business outcomes.

Key Trends

Asia's influencer ecosystem is now defined by performance-driven campaigns, the dominance of Nano- and micro-influencers, and diversification beyond Instagram, with TikTok leading in Southeast Asia and Xiaohongshu rising as a high-intent discovery platform.

Brands are shifting budgets toward lifestyle verticals such as Fashion & Beauty, Food & Drink, and Lifestyle & Home, prioritizing authentic storytelling that resonates with daily consumer habits.

Why This Report Matters

AnyMind Group's State of Influence 2026 Report offers a comprehensive, data-driven overview of the influencer marketing landscape across Asia, India, and MENA over the past three years.

Drawing insights from [AnyTag's](#) platform, which tracks campaign performance, audience engagement, and influencer activity, the report highlights key trends and shifts in the industry.

Alongside regional and local market insights, it features case studies and actionable recommendations for brands planning influencer marketing campaigns in 2026 and beyond, helping them make informed decisions and maximize impact in an ever-evolving landscape.



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Data-driven comparisons of influencer metrics and platform usage across Asian markets

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Cambodia, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, Taiwan, Thailand, Vietnam

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Definition

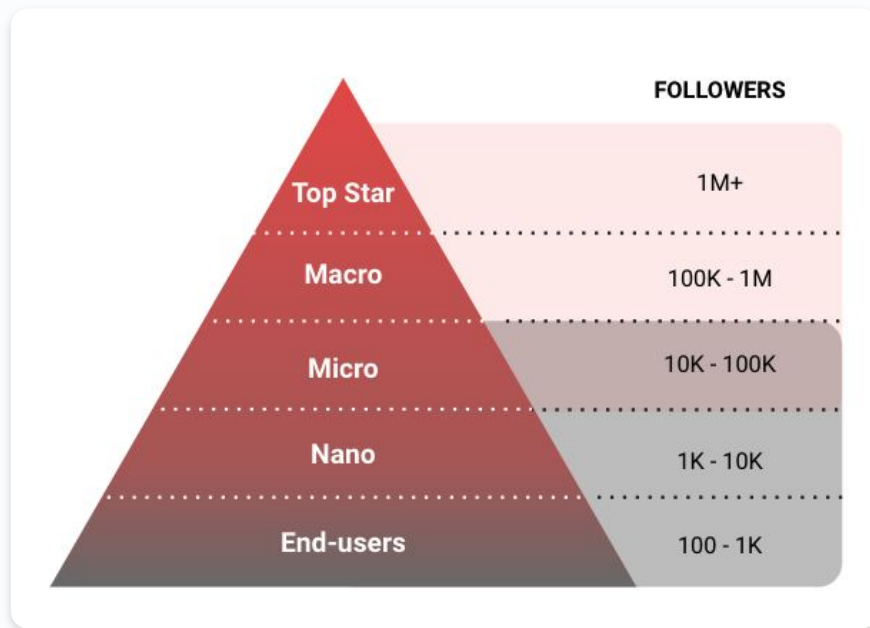
Throughout this report, various influencer verticals are mentioned. Influencers are placed in a vertical based on the type of content that they primarily create. These influencers might have just a single registered social media platform on [AnyTag](#), or hold accounts across social media platforms.

Influencer Categories

For the purpose of clarity, influencers are placed into five categories: top stars, macro-influencers, micro-influencers, Nano-influencers and end-users. The definitions of each influencer category is shown on the right, based on total followers across all platforms.

Data Scope and Source

Data was obtained from influencers through the AnyTag platform, and encompasses influencers across all ages, all major social media platforms (YouTube, Facebook, Instagram, TikTok and X), and all influencer ranges mentioned above.



Definition

Automotive	Business	Careers & HR	Family & Education	Food & Drink	Entertainment (Hobbies & Interests)	Fashion & Beauty	Health & Medicine	Lifestyle & Home	Gadgets	Gaming	Personal Finance	Pets	Fitness	Travel	Real Estate
Automotive	Agriculture / Biotech	Careers / Human Resource	Babies & Pregnancy	Health Food and Supplements	Cigars	Fashion Luxury	Senior Health	Interior Decorating	Cameras & Camcorders	Game Developers & Publishers	Insurance	Cats	Fitness & Sport	Camping & Glamping	Renovation
	Software		Daycare / Pre-School	Alcohol	Comic Books	Fashion	Women's Health	Gardening	Mobile Phones		Investing	Dogs	Sports	Hotels	Rent
	Marketing		Education	Soft drink (non alcohol)	Books & Literature	Jewelry	Medicine & Drugstore	Daily necessities	Audio		Credit Card			Theme Parks	Buying / Selling
			Language / Qualifications	Cafe / Bar	Games	Cosmetics		Home appliances	Accessories					Domestic	
			Marriage	Fast food	Movies	Perfume		Commercial facilities						International	
			Weddings	Restaurant	Music / Podcast	Skin care		Transportation							
				Food	Television / Streaming Video	Aesthetician		Government							
				Confectionery	Dating	Orthopedics		Carrier							
					Smartphone Application	Appliances for beauty		Couponing							
					Gamer										
					Streamer										
					Astronomy										

Overview

High-level overview of the current landscape, analyzing platform distribution, creator demographics, and top-performing content verticals, alongside an examination of emerging influencer marketing campaign trends.



What's trending in the landscape



Strategic Shifts

- More influencer campaigns are performance-focused.
- Creators act as conversion funnels.
- Creator-owned brands are on the rise.
- Audiences want human emotion; some SEA brands are shifting back to creator storytelling.



Influencer Dynamics

- Consumers prefer Nano- and Micro-influencers over mega influencers.
- KOCs and KOS are rising, especially on live commerce.
- Virtual influencers/AI avatars are growing, but trust and ethics remain concerns.
- Sponsored content disclosure is now expected by audiences.



Platform & Tech

- YouTube Shopping is booming; creators tag products to drive sales in SEA.
- YouTube CTV blends commerce with long-form content via smart TVs.
- Short-form video drives discovery; longer niche content grows for monetization.
- AI and affiliate campaigns raise transparency concerns.

Why audiences follow creators



Trust & Authenticity

- Creators feel like trusted friends.
- Followers relate to their real-life experiences.



Utility & Expertise

- Creators guide choices and offer expert tips.
- They simplify decisions and save time.



Entertainment

- Creators provide fun, engaging content.
- Their style or humor keeps audiences coming back.



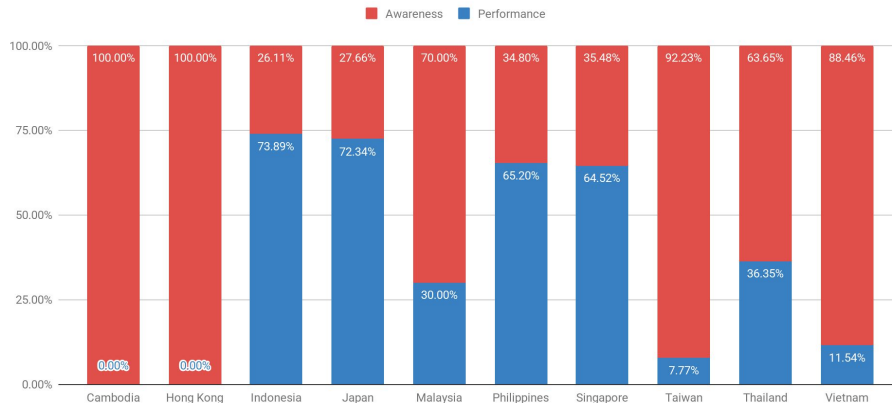
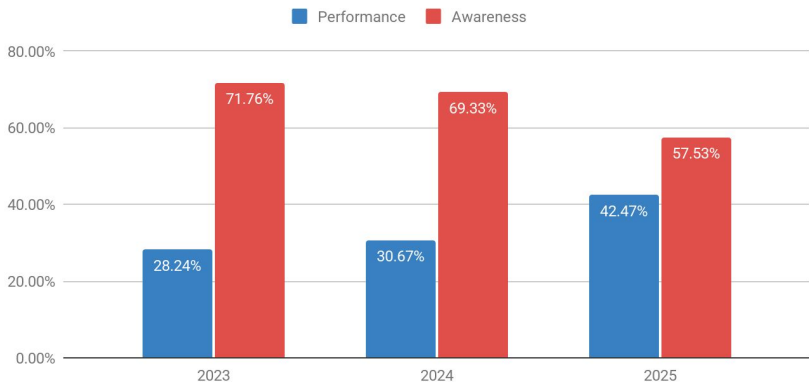
Aspiration & Inspiration

- Followers admire creators' lifestyles and success.
- Communities offer belonging and social value.

A deeper dive into the past year of campaigns

Over the past three years, APAC has seen performance-driven campaigns grow steadily, signaling a strategic shift toward measurable outcomes.

In 2025, the balance between awareness and performance varies significantly by market, with established hubs like Indonesia and Japan leading the region in performance-driven campaign adoption (73.89% and 72.34% respectively), while emerging markets such as Cambodia and Hong Kong remain focused entirely on awareness campaigns.



Definitions

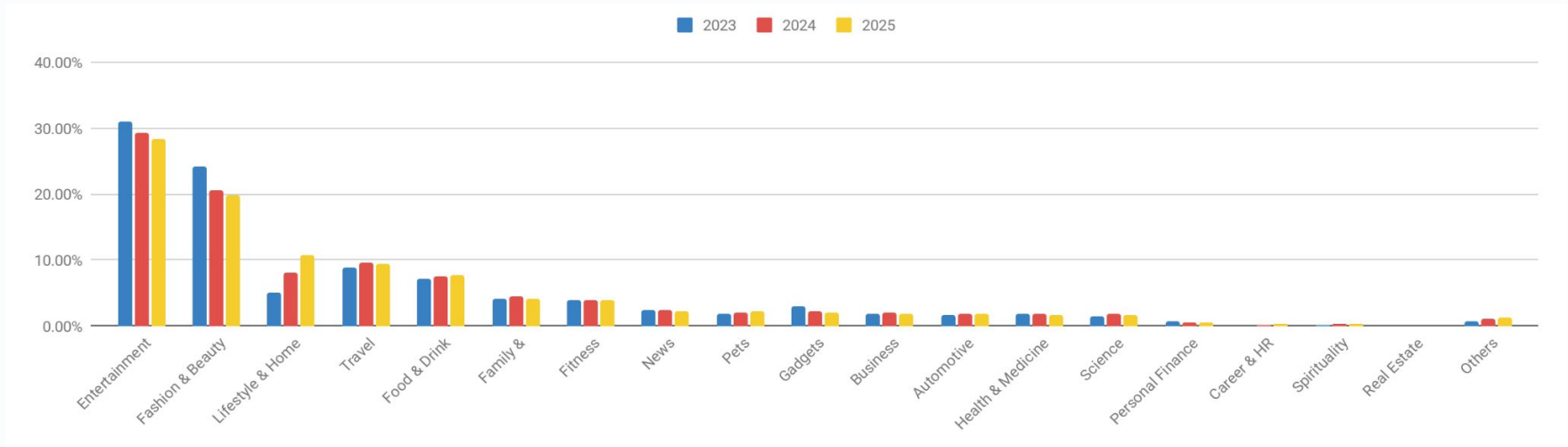
Performance campaigns: Influencer marketing campaigns targeted to meet specific goals such as engagement and clicks.

Awareness campaigns: Influencer marketing campaigns targeted to reach as wide an audience as possible.

What type of content are influencers creating?

Influencers primarily focus on content around Entertainment & Hobbies, Fashion & Beauty, and Lifestyle & Home, which have been the three dominant content categories for the past three years.

While Entertainment and Fashion saw slight declines, categories like Food & Drink and Lifestyle & Home showed steady growth, indicating a shift toward content focused on personal experiences and consumption.

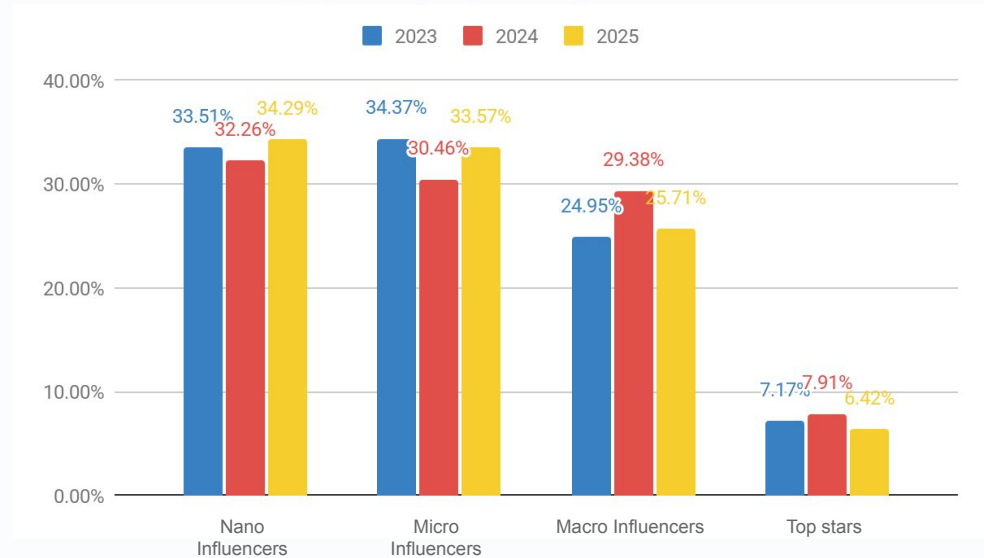


**Influencers are categorized based on the type of content that they primarily create*

How Asia is stacking up

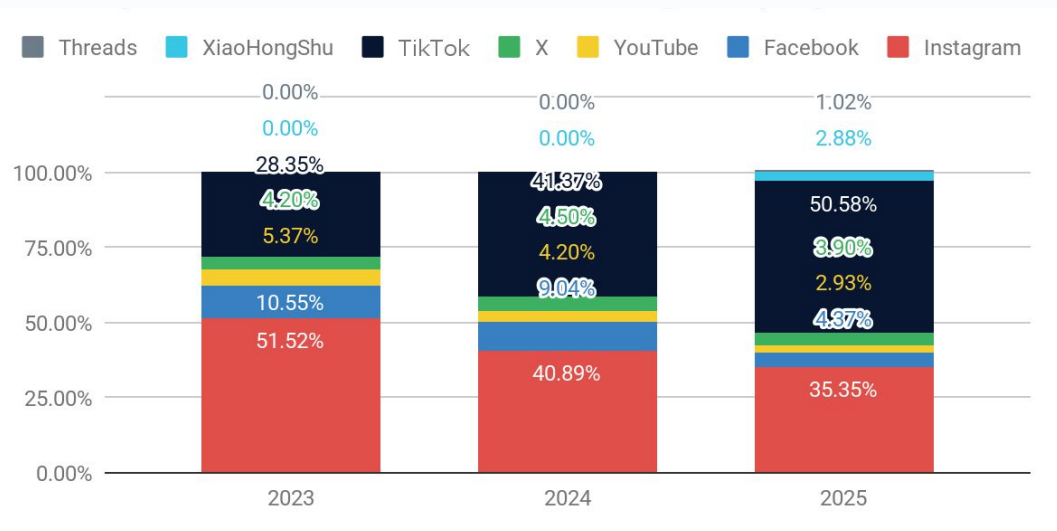
The vast majority of the influencer demographic is concentrated in the Nano and Micro tiers.

This sustained stability confirms the continuous, high strategic value placed on smaller, high-engagement communities for authentic, conversion-focused campaigns.



**Percentages on the chart reflect influencer categorization as a proportion to other influencer categories*

Where do brands run their influencer marketing campaigns?



While Instagram remains a core platform, its dominance is shrinking; campaign share dropped from 51% in 2023 to under 36% in 2025.

This decline creates massive opportunities on platforms like TikTok, which now commands the largest share of campaigns, and on rising niche video platforms like XiaoHongShu, where brands can gain early advantage.

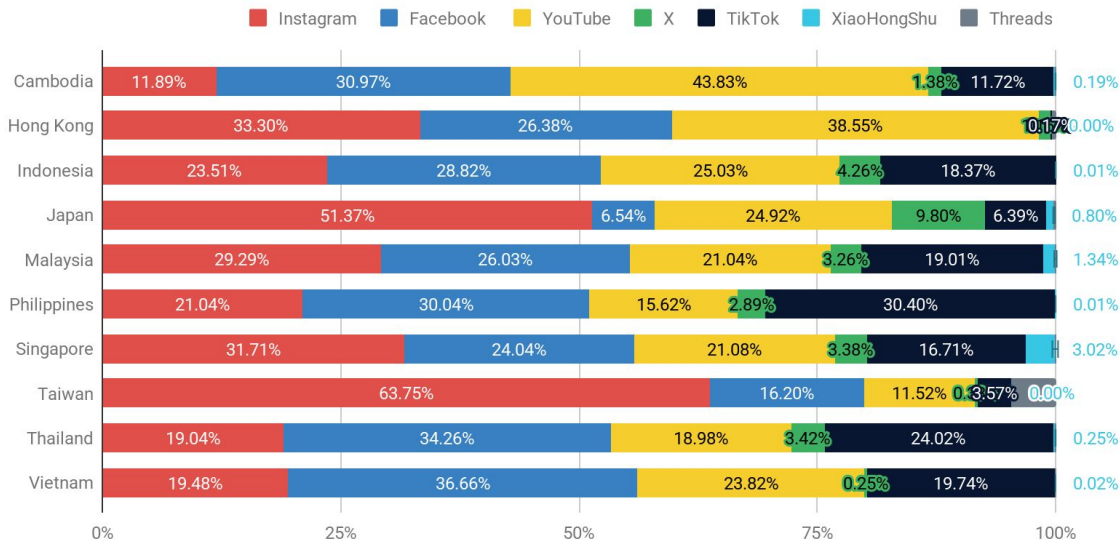
Overall, the distribution of campaigns is becoming more diverse, particularly favoring short-form video platforms.

Key Statistics

Some key stats across markets in Asia and comparison of influencer data across these markets.



What platforms are influencers using?

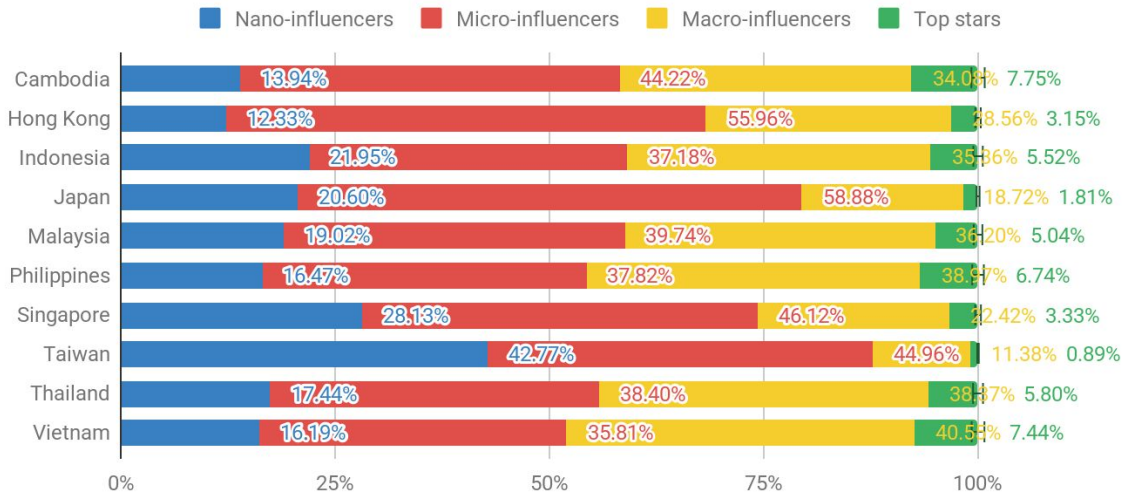


We are starting to see traction of influencers creating content on TikTok, but Instagram and YouTube still hold the majority share of influencer usage.

Interestingly, markets like Hong Kong, Indonesia, Malaysia, and Singapore are already seeing meaningful adoption of Xiaohongshu for influencer campaigns, highlighting an additional platform opportunity beyond the usual social giants.

Despite this growth, there remains significant room for more branded collaborations and consistent content creation on TikTok, especially in countries where its influencer presence is still developing

How does influencer follower volume stack up across markets?



For standardization, influencers across all markets are classified as follows, based on total followers across all social media platforms: Nano-influencers (1k-10k followers), micro-influencers (10k-100k followers), macro-influencers (100k-1M followers), top stars (1M+ followers).

Across almost all Asian markets, Micro-influencers are the single largest demographic by volume, often making up over 40% of the creator pool. Conversely, Top stars are consistently the smallest segment in all countries.

The dominance of Micro-influencers in most Asian markets proves that brands cannot rely on mass reach alone.

The strategic focus must be on developing and scaling hybrid campaigns that leverage the specialized, high-engagement communities of these Micro-creators, ensuring authenticity is prioritized over follower size to drive measurable conversions.

Top industries for influencer marketing spend in 2025

Key Industry Leaders

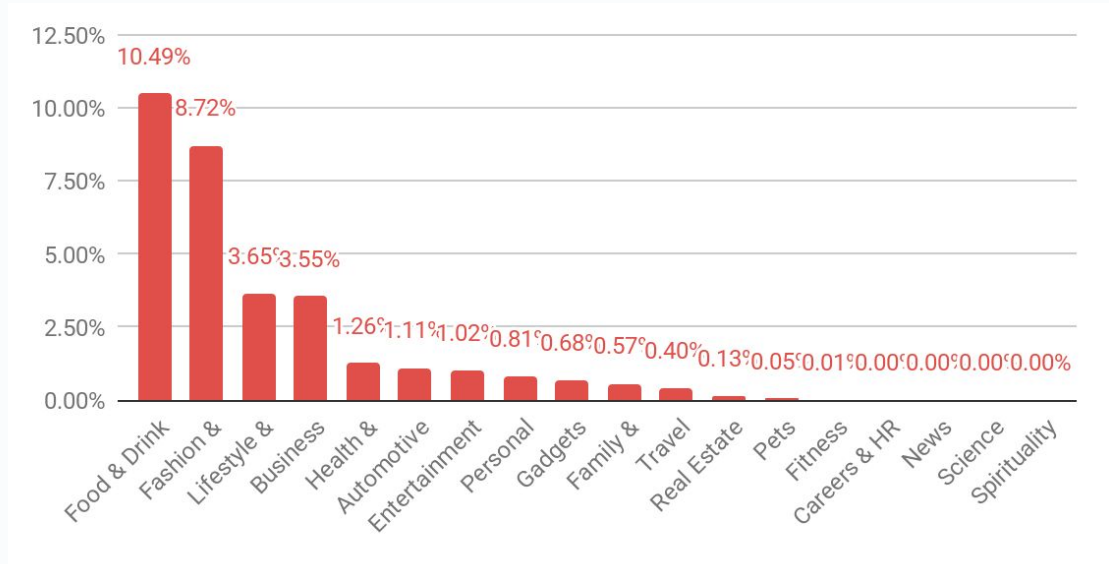
Fashion & Beauty and Food & Drink brands led influencer marketing campaigns across 10 markets on AnyTag.

Regional Highlights

For Fashion & Beauty brands, Japan was the market with the most number of influencer marketing campaigns, followed by Indonesia and Taiwan.

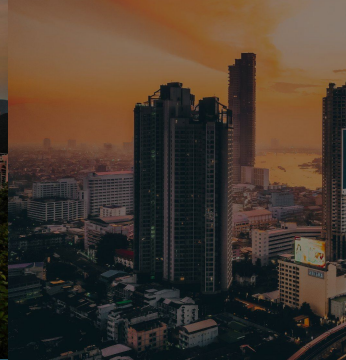
On the other hand, Food & Drink brands were most active for influencer marketing campaigns in Indonesia, Thailand and Vietnam.

Top industries for influencer marketing spend (In the past 1 year)



Market Insights

Localized deep dives into market-specific influencer demographics, platform preferences, top spending industries, and median engagement rates across 10 regions.



Market Insights





Cambodia

Hot takes



TikTok is the Undisputed Master of Mass Awareness

TikTok decisively dominates the market, commanding over 66% of all campaign usage. The core strategy must be TikTok-first to capture mass awareness with short-form, high-velocity video.

TikTok Generates Unmatched Engagement Rates

TikTok is the single most valuable platform for engagement. Nano-influencers on TikTok achieve a massive 13.77% median ER. Brands must allocate their core performance budget to TikTok for viral reach and conversions.

Market Spend is Hyper-Focused on Lifestyle & Home

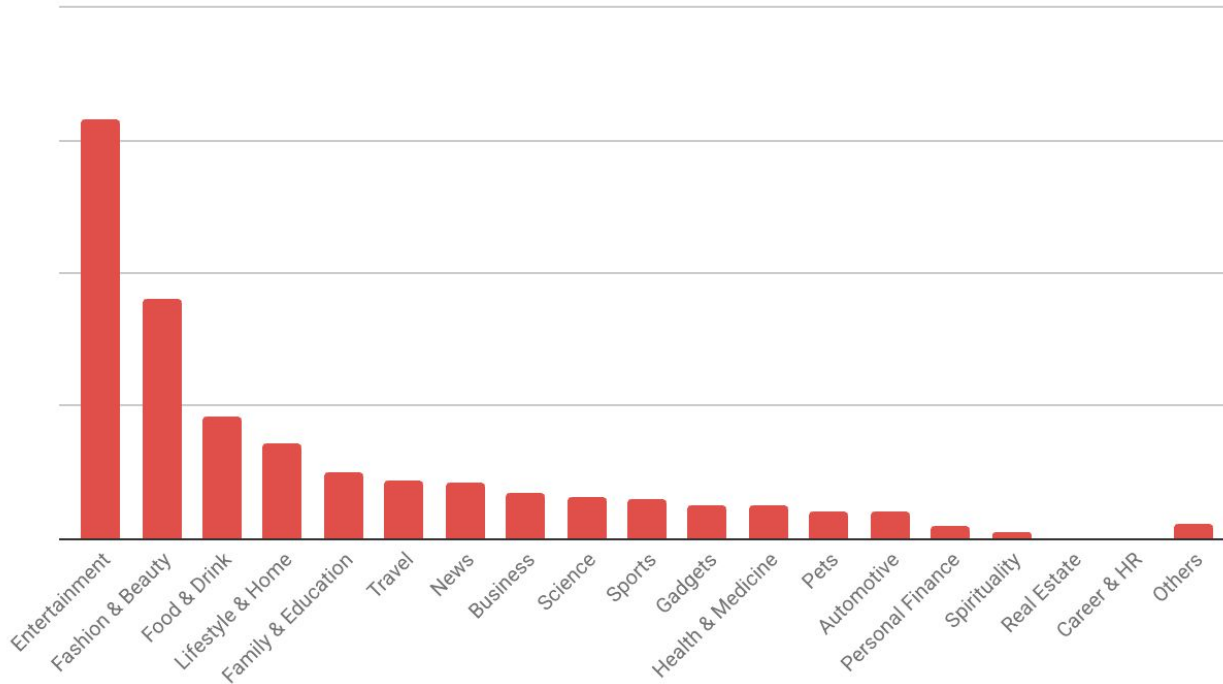
The market's investment is extremely concentrated in the Lifestyle & Home sector. This confirms that influencer marketing is primarily driven by content related to daily living, home goods, and aesthetic improvement.

Creators Are Concentrated in Entertainment

The largest creator pool is in Entertainment. Since Entertainment isn't the top spending vertical, brands can leverage this large talent pool for potentially high-reach, cost-effective partnership opportunities.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
31.51%

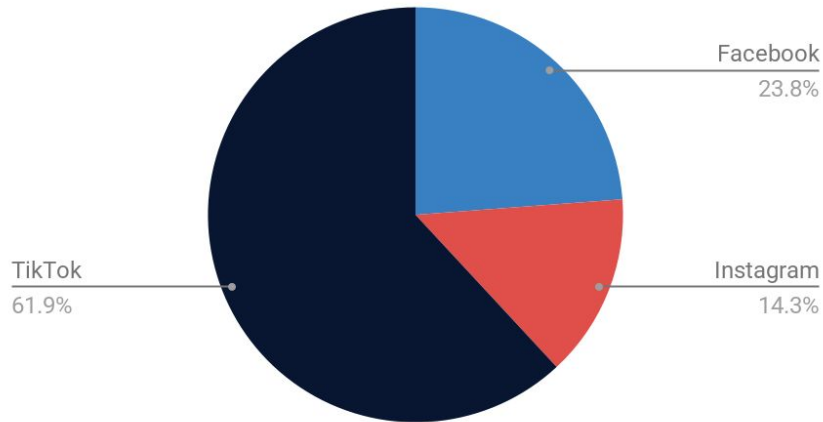
Fashion & Beauty
18.10%

Food & Drink
9.17%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



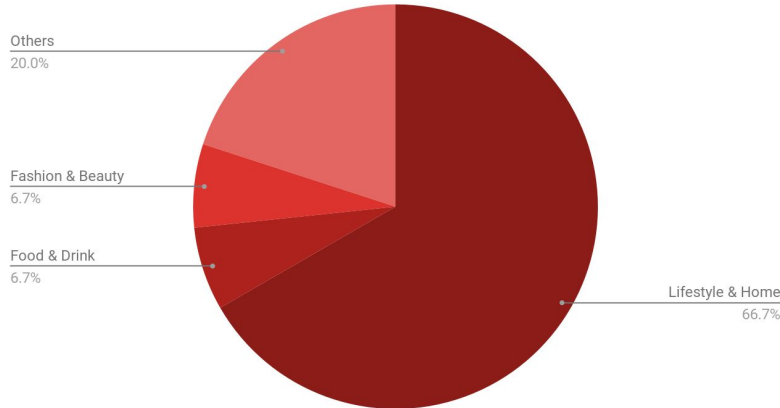
The Cambodian influencer marketing landscape is decisively **dominated by TikTok**. This massive concentration confirms that Cambodia is overwhelmingly prioritized for short-form, high-velocity, and trend-driven video content.

For brands in Cambodia, the strategic focus must be **TikTok-first** to capture mass awareness and performance conversions. While Instagram and Facebook remain important secondary platforms for community-building and aesthetic content, the core budget must be dedicated to mastering TikTok's high-reach format to effectively penetrate the market's highly active mobile consumer base.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

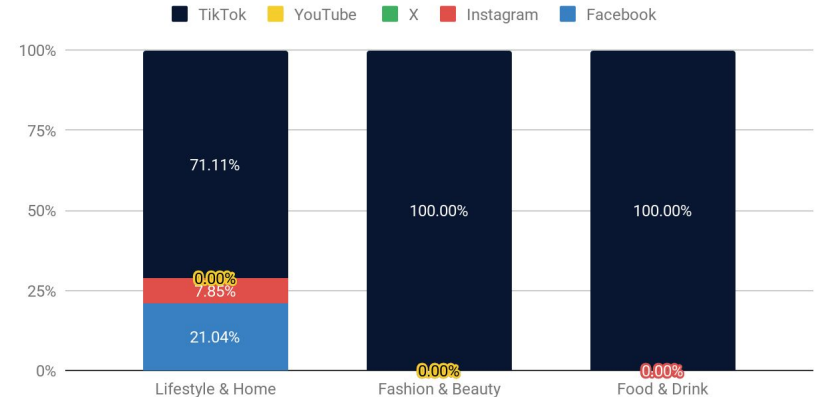


The market's investment is overwhelmingly dominated by the Lifestyle & Home sector (66.7%), followed by Fashion & Beauty (6.7%) and Food & Drink (6.7%).

This confirms that campaigns are primarily focused on daily living and home goods in Cambodia.

03

Top 3 industries and where they spend on influencer marketing



Across all top spending industries, TikTok receives the largest budget share and dominates the top three industries in Cambodia: Lifestyle & Home, Fashion & Beauty, and Food & Drink.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.37%	0.98%	2.88%	0.23%	0.66%	2.27%	0.45%	1.75%	3.08%
Instagram	0.28%	1.41%	3.52%	0.03%	0.36%	1.83%	0.48%	0.48%	1.17%
YouTube	0.09%	0.37%	2.08%	0.05%	0.28%	1.42%	0.18%	0.18%	0.78%
TikTok	5.91%	13.77%	35.06%	3.60%	8.34%	19.78%	3.17%	3.17%	6.76%

**Random sampling of 4k influencers in Cambodia with 1,000 to 1,000,000 followers, across all influencer verticals.*

Across all influencer tiers, **TikTok generates overwhelmingly superior engagement rates (ER)** compared to all other platforms. Nano-influencers on TikTok achieve the highest median ER, while even Macro-influencers on TikTok significantly outperform Nano-influencers on Instagram and Facebook.

TikTok is the single most valuable platform for generating measurable engagement. Brands are recommended to allocate the core of their performance budget to TikTok, prioritizing content that drives interaction and viral reach. While Instagram's median ER is significantly lower than TikTok's, it is the second most engaging platform. Brands should use Instagram for high-quality, aesthetic content and brand-building, while relying on TikTok for sheer performance.

Recommendations for brands

Prioritize a TikTok-First Full-Funnel Strategy

TikTok's fast-paced, algorithm-driven video format makes it the primary platform for Gen Z discovery and entertainment.

Recommendation: Focus most awareness and performance budgets on TikTok and use short-form videos to hook viewers in the first three seconds.

Leverage Nano-Influencers for Superior Engagement ROI

Nano-influencers deliver the highest engagement across platforms.

Recommendation: Prioritize Nano-influencer partnerships to build authentic community trust and achieve more cost-effective engagement.

Recommendations for brands

Utilize a Segmented, Multi-Platform Strategy

TikTok leads reach, while Instagram drives engagement and YouTube supports high-consideration categories.

Recommendation: Use TikTok for viral awareness, Instagram for visual brand trust, and YouTube for in-depth product education.

Strategic Vertical Alignment: "Lifestyle" Focus with "Entertainment" Creators

Investment is hyper-concentrated in the Lifestyle & Home sector, yet the largest talent pool of creators sits in the Entertainment vertical.

Recommendation: Partner with Entertainment creators to deliver relatable, humorous lifestyle content.



Hong Kong



Instagram Leads, XiaoHongShu Moves

Instagram holds the largest share and highest engagement, but XiaoHongShu now captures nearly 30%, turning browsing into researching and becoming a key platform for converting intent into sales.

Nano vs. Macro Engagement Gap

Nano-influencers outperform Macros by 3–8× on Instagram and YouTube. Volume-based Nano-influencer campaigns drive stronger community trust and better ROI than big-name reach.

Lifestyle Overtakes Traditional Retail Giants

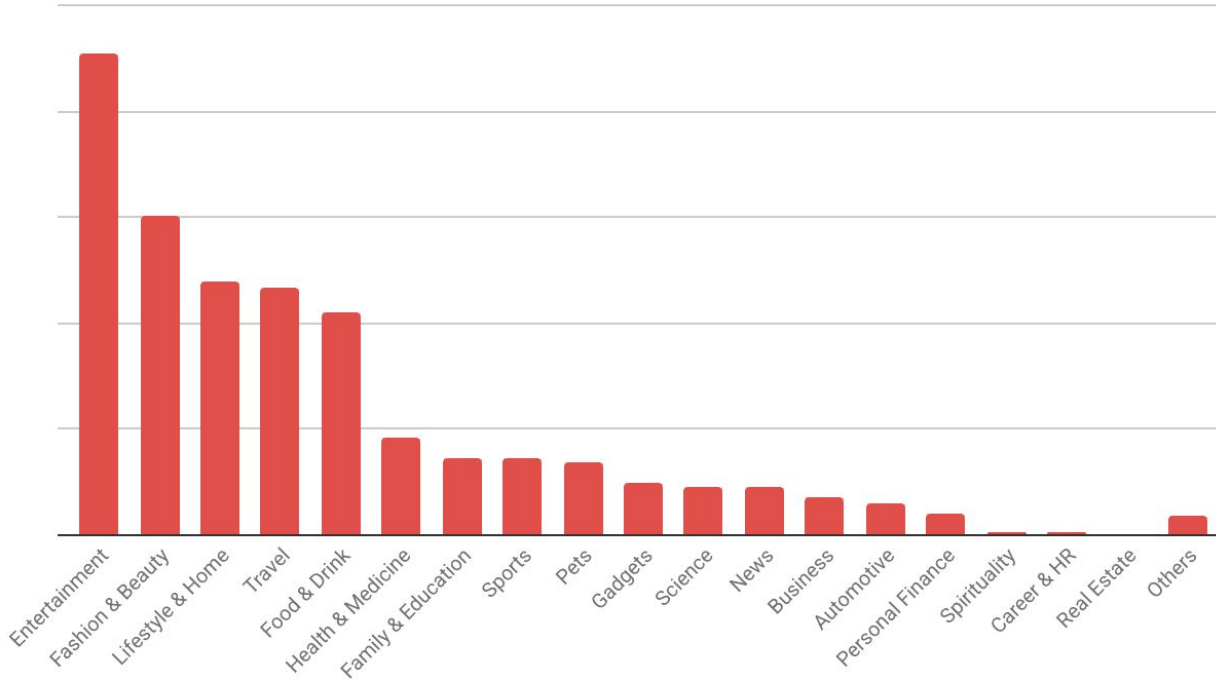
Lifestyle & Home surpasses traditional giants like Fashion & Beauty and Food & Drink, showing audiences now favor practical, daily-living content over purely aesthetic trends.

Omnichannel as the Standard

Sectors like Personal Finance use Instagram for branding and YouTube for education. Focusing on a single platform misses the full cross-channel discovery and validation journey.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
22.80%

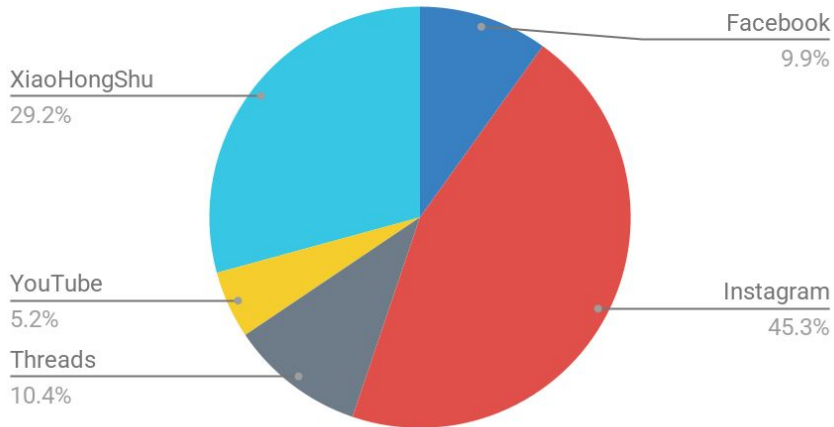
Fashion & Beauty
15.11%

Lifestyle & Home
12.00%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



The Hong Kong influencer marketing landscape is overwhelmingly dominated by **Instagram**, followed by **XiaoHongShu**.

This extreme concentration confirms that the market highly prioritizes **aesthetic, high-quality visual content**, with XiaoHongShu emerging as the significant secondary platform for high-trust product discovery and reviews.

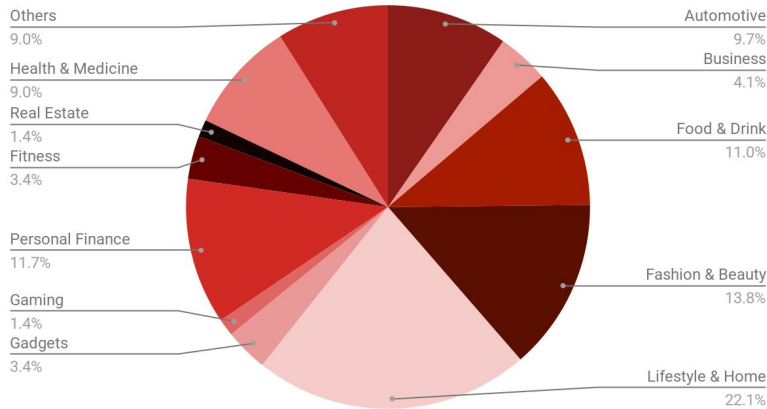
For brands in Hong Kong, the strategic focus must be Instagram mastery for mass reach and brand building. The key opportunity, however, is on XiaoHongShu, which commands a high-intent audience (especially for beauty, fashion, and lifestyle).

Brands should dedicate resources to creating localized, detail-oriented content specifically for XiaoHongShu to convert research into sales, effectively utilizing it as the primary performance channel outside of Instagram.

Influencer marketing

02

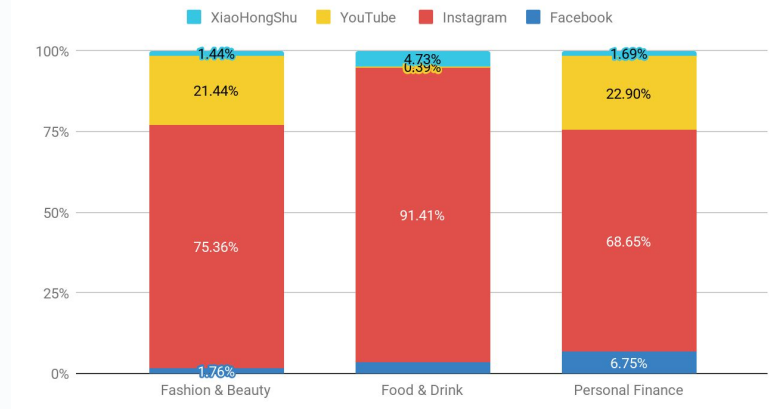
Industries that leverage influencer marketing the most in 2025



The market is led by Lifestyle & Home (22.1%), Fashion & Beauty (13.8%), and Food & Drink (11.0%), while Personal Finance (11.9%) and Business (4.2%) increasingly use creators for trust-driven, detailed content.

03

Top 3 industries and where they spend on influencer marketing



Fashion & Beauty rely on Instagram and YouTube, Food & Drink favors Instagram, while Personal Finance uses Instagram for reach and YouTube for deeper education.

Brands favor Instagram for immediate visual engagement and awareness, turning to YouTube selectively for high-consideration content where detail and trust are key.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.51%	1.20%	3.56%	0.46%	1.08%	2.46%	0.31%	1.42%	2.95%
Instagram	0.75%	2.67%	5.83%	0.04%	0.92%	2.18%	1.01%	1.01%	2.20%
YouTube	0.53%	1.85%	4.77%	0.12%	0.49%	1.76%	0.23%	0.23%	0.89%

**Random sampling of 3k influencers in Hong Kong with 1,000 to 1,000,000 followers, across all influencer verticals.*

Across all social media platforms in Hong Kong, **Nano-influencers** consistently achieve the highest median engagement rates, with **Instagram leading the market at 2.67%**. Engagement tends to decline as follower counts increase, particularly on YouTube, where the median rate drops from 1.85% for Nano-influencers to just 0.23% for Macro-influencers.

Instagram is the clear winner for engagement in Hong Kong, confirming its role as the primary platform for high-value aesthetic and aspirational content. Brands should allocate the core of their performance budget to Instagram, especially when using the Nano-tier, where engagement is highest. **YouTube's** consistently high engagement rates, particularly for Nano-influencers, validate its role as the key secondary channel for long-form, high-trust content, and in-depth reviews. This suggests Hong Kong audiences turn to YouTube for reliable product research.

Recommendations for brands

Prioritize Instagram for Full-Funnel Engagement

Instagram leads influencer marketing in Hong Kong with the highest median engagement rate.

Recommendation: Allocate core budgets to Instagram for discovery and performance, using its high-aesthetic format for all visual storytelling in Fashion & Beauty.

Leverage XiaoHongShu for High-Intent Conversion

XiaoHongShu is a key secondary platform in Hong Kong, excelling in high-trust product discovery and local reviews.

Recommendation: Use XiaoHongShu for lifestyle, beauty, and fashion, creating localized, review-based content to convert high-intent audiences.

Recommendations for brands

Target Nano-Influencers for Maximum ROI

Nano-influencers deliver significantly higher median engagement rates than Macro-influencers on Instagram and YouTube.

Recommendation: Prioritize volume-based Nano-influencer strategy to maximize ROI and build authentic community trust.

Adopt an Omnichannel Strategy for Professional Verticals

Sectors like Business and Personal Finance split budgets between Instagram for brand and YouTube for education, unlike lifestyle brands that focus on one platform.

Recommendation: For high-consideration products, use Instagram for visual engagement and YouTube for in-depth reviews to build trust.



Indonesia

Hot takes



The "Entertainment-to-Food" Funnel is Essential

Brands should use Entertainment creators for mass awareness, but channel performance budgets through Food & Drink and Lifestyle creators to convert attention into purchases with relatable, trend-driven content.

The TikTok/Instagram Duopoly is a Strategic Mandate

Resources should be dedicated to mastering the unique, high-velocity demands of TikTok (for viral awareness and volume) and the aesthetic, high-trust demands of Instagram (for conversions and brand equity).

Nano-Influencers are the Real Performance Engines

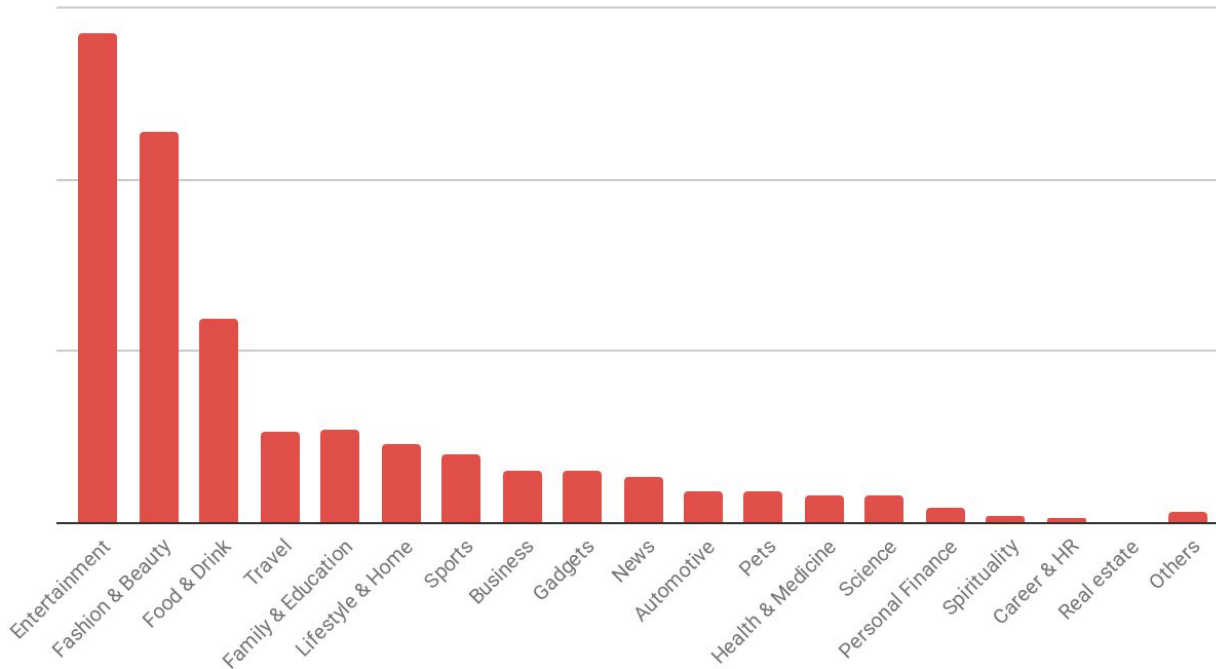
Nano-influencers deliver the highest engagement on Instagram and TikTok, outperforming Macros up to 7x and offering the most cost-effective way to build niche community trust.

Realness Beats Production Quality

Indonesia is shifting from "perfect" to "personal": raw, authentic short-form content outperforms polished ads, as consumers trust relatable creators over celebrity endorsements.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
28.46%

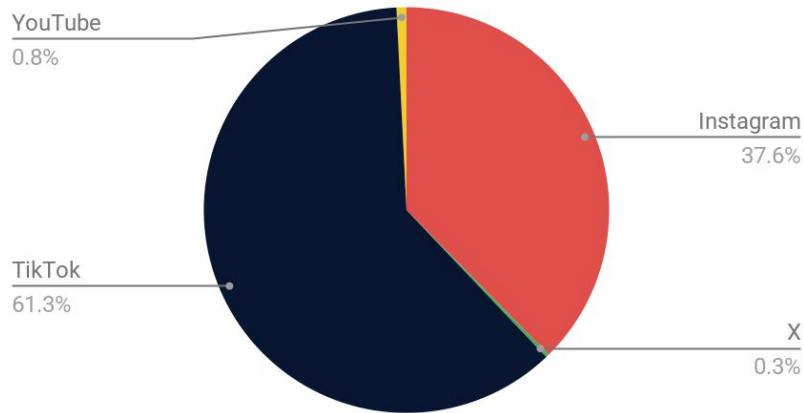
Fashion & Beauty
22.69%

Food & Drink
11.86%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



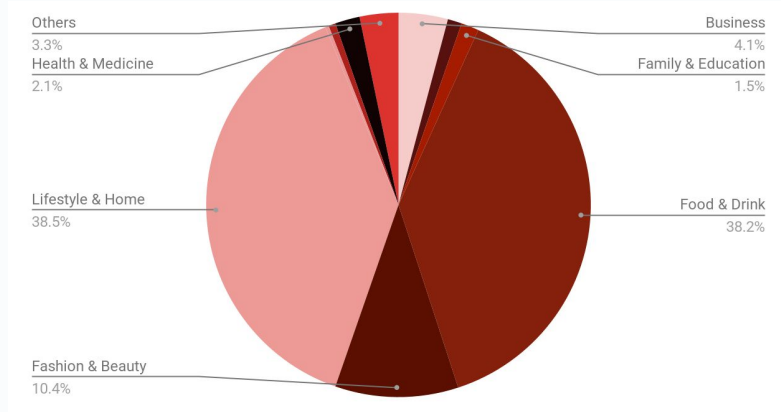
The Indonesian influencer marketing landscape is dominated by a near-equal duopoly: **TikTok (61.3%) and Instagram (37.6%)** collectively account for almost 99% of campaign usage. All other platforms, including YouTube, Facebook, and X, have negligible market share, confirming the overwhelming local preference for **visual and short-form video content**.

Brands are recommended to forego broad platform diversification and instead focus on developing highly customized, platform-native, short-form video strategies for both TikTok and Instagram to effectively penetrate Indonesia's market.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

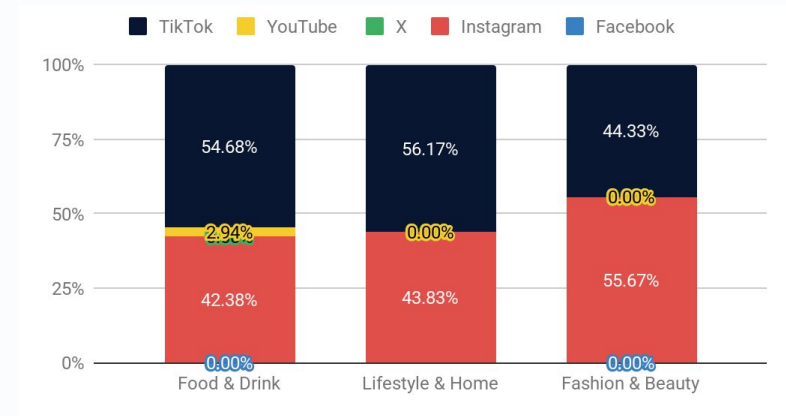


Influencer marketing investment in Indonesia is heavily concentrated in Food & Drink and Lifestyle & Home, which collectively command over 70% of the market.

This dominance confirms that Indonesian consumers are highly receptive to content centered on daily life, personal consumption, and family routines.

03

Top 3 industries and where they spend on influencer marketing



While Instagram dominates overall investment for Lifestyle & Home and Fashion & Beauty, TikTok receives nearly equal investment for Food & Drink.

This indicates that brands view Instagram as the primary aesthetic and aspirational platform, while TikTok is viewed as an essential channel for high-volume, trend-driven, and quick-purchase categories like food.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.36%	0.82%	2.01%	0.48%	1.06%	2.93%	0.40%	1.01%	2.20%
Instagram	0.65%	2.88%	8.03%	0.10%	0.59%	2.06%	0.43%	0.43%	1.32%
YouTube	0.14%	0.45%	2.37%	0.04%	0.16%	0.82%	0.12%	0.12%	0.44%
TikTok	0.78%	1.92%	6.02%	0.23%	0.94%	5.18%	0.44%	0.44%	2.43%

**Random sampling of 4k influencers in Indonesia with 1,000 to 1,000,000 followers, across all influencer verticals.*

Nano-influencers dominate engagement across all categories, achieving the highest median rates, with Instagram peaking at 2.88% and TikTok at 1.92%. Their strong performance highlights the efficiency of smaller creators in building authentic connections with audiences. Engagement consistently declines as follower counts increase. Macro-influencers show the lowest performance, particularly on YouTube, where the median ER drops to just 0.12%. This trend reinforces the value of prioritizing smaller, niche creators for meaningful audience interaction.

Despite TikTok's widespread usage, **Instagram** remains the high-trust platform for aspirational branding. It maintains superior median engagement rates across nearly every influencer tier, making it the go-to platform for brands aiming to build credibility and long-term audience trust.

Recommendations for brands

Prioritize “Entertainment-First Content” for Awareness

Entertainment formats such as humor, skits, POVs, challenges, and candid storytelling are still the most effective for capturing mass attention.

Recommendation: Use entertainment creators to grab attention, but do not expect conversions at this layer.

Use “Category-Relevant Creators” for Conversion

Mom & Kids/ Parenting, Home Living, and Beauty & Personal Care creators deliver the highest conversion in Indonesia. Audiences trust creators who speak from true relevance.

Recommendation: For performance or conversion budgets, prioritize creators aligned with brand’s product category.

Maximize “Relatable & Everyday-Use” Product Storytelling

Audiences respond best to everyday scenarios: parenting, eating, cooking, coffee moments, simple entertainment, home routines.

Recommendation: Keep influencer content grounded, relatable, and scenario-based, avoid overly high-concept ideas.

Combine Top Creators + Mid/Long-tail Creators

Macro & top creators has strong awareness and credibility. Mid & long-tail creators provides higher authenticity, better conversion, lower cost

Recommendation: Use a pyramid approach; ~10 - 30 % budget for anchor creators, ~ 70 - 90% toward mid/long-tail for volume and performance.

Push “Raw, Unfiltered, Low-Effort” Content Style

Indonesian audiences engage more with natural, unpolished content.

Recommendation: Using approach vlog-style shots, real story voice overs, light comedy, and natural reviews.

Strong 3-Second Hook Is Mandatory

Swipe speed is high, winning content hooks immediately with a problem, punchline, or surprising visual.

Recommendation: Build a “Hook Library”: problem-first, humor, ASMR, curiosity hooks, things that make the viewers stay and even leave the engagement.

Double down on Short-Form Video

Short-form content dominates attention in Indonesia. TikTok’s algorithm is the strongest for reaching mass audiences, and TikTok Shop can directly boost conversion. IG Reels are best for aesthetic & mid-funnel credibility.

Recommendation: Diverse the post on these 2 platforms, make a strong 2–3 seconds hook, and relatable storytelling.

Leverage Social Commerce & Live Shopping (ESOL)

Indonesia’s users increasingly watch → trust → buy directly from creator content. So, live shopping and affiliate links are now key conversion channels.

Recommendation: Build structured campaigns by utilizing TikTok Shop creators, Shopee Live, Affiliate links with measurable conversion.

An aerial night view of Tokyo, Japan, featuring the illuminated Tokyo Tower in the foreground. The city is densely packed with skyscrapers and buildings, with lights reflecting on the water in the background. The sky is a deep blue, suggesting dusk or dawn.

Japan

Hot takes



Instagram for Visuals, X for News

The market is uniquely defined by Instagram and X. Brands must master both the high-quality aesthetic content (Instagram) and the text-based, news-driven sharing (X) to cover two distinct consumer mindsets.

Instagram is the Secret Conversion Engine for Key Industries

Instagram is a leading investment channel for Japan's top industries, including Fashion & Beauty and Lifestyle & Home. Use X for timely announcements and trending topics to drive public conversation and sales for key verticals.

TikTok is the Explosive Niche for Engagement Rates

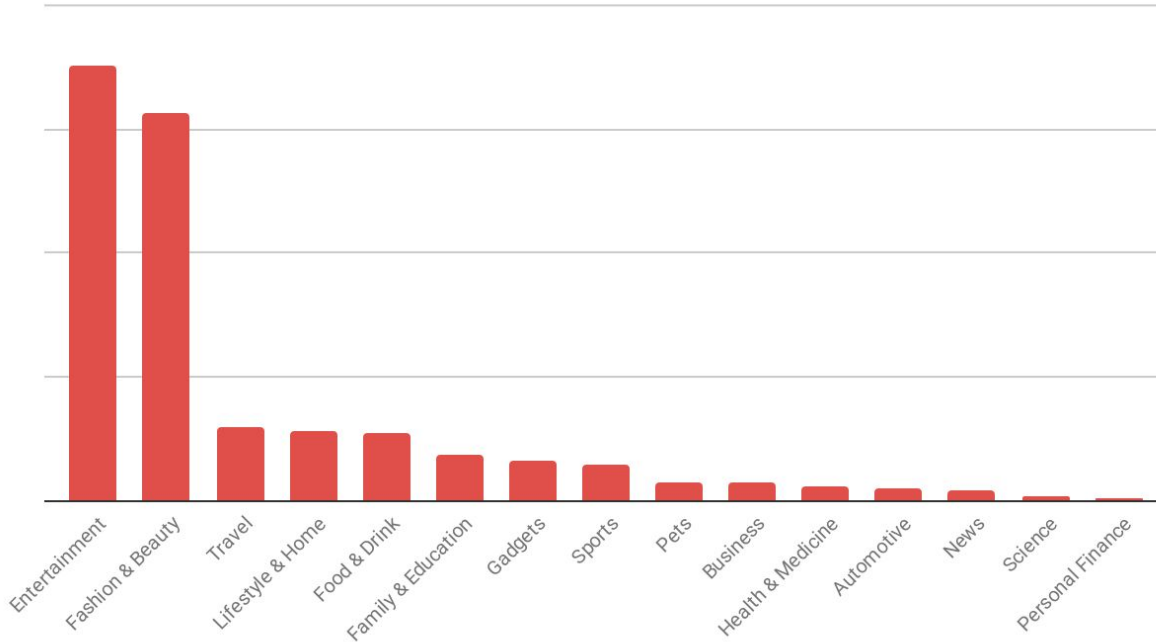
Despite lower usage compared to Instagram and X, TikTok generates massively disproportionate engagement. Dedicate budget to TikTok for highly effective, short-form video momentum to achieve rapid awareness and performance conversions, especially with smaller creators.

Entertainment & Fashion are Saturated; Niche Opportunities Await

Majority of creators are in Entertainment and Fashion & Beauty, suggesting a fierce competition for attention. Explore less saturated, high-potential verticals like Lifestyle & Home for better value and niche community connection.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
35.15%

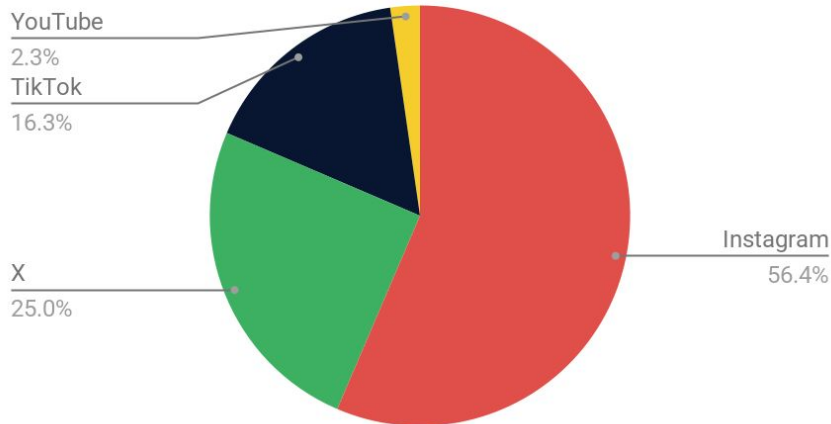
Fashion & Beauty
31.30%

Travel
5.91%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



Japanese influencer market is uniquely defined by the strength of **Instagram** and **X**, which together account for over 3/4 of platform usage.

Although short-form video is growing via TikTok and YouTube, the high usage of X—a platform not dominant in other Southeast Asian markets—highlights Japan's strong **local preference for text-based, news-driven, and high-volume sharing**.

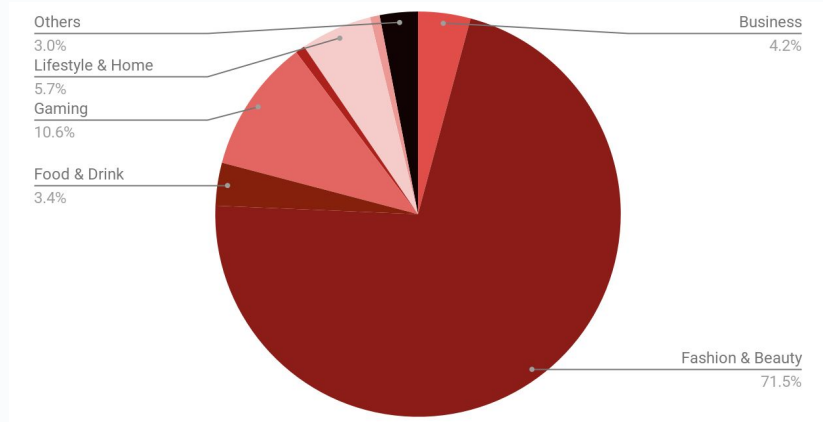
The high engagement on X suggests a significant opportunity to target the conversational and news-sharing segment of the audience, focusing on timely announcements, trending hashtags, and brand discussion over purely visual lifestyle content.

For long-term growth and storytelling, the investment should be split between Instagram's high-quality aesthetic and TikTok/YouTube's video momentum, ensuring a multi-format approach that respects the local media consumption habits.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

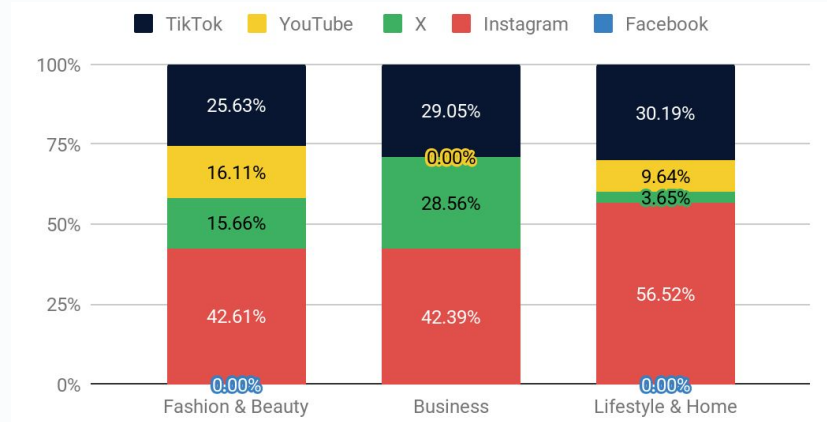


Fashion & Beauty is the undisputed leader in Japan's influencer landscape, commanding 71.50% of all campaigns. This confirms that the market is heavily driven by highly visual, aesthetic, and personal consumption sectors, where creators serve as essential bridges between products and consumers.

**The gaming industry's cross-border expansion is spearheaded by our dedicated AnyMind team in Hong Kong and Mainland China.*

03

Top 3 industries and where they spend on influencer marketing

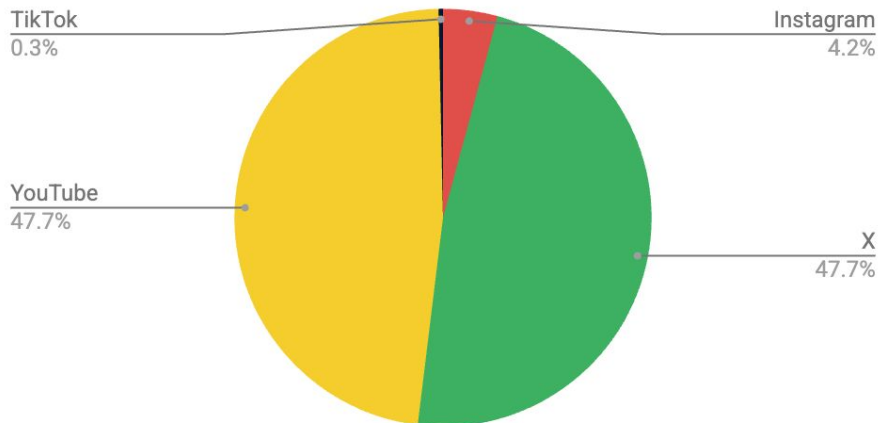


Despite Japan's unique news-driven culture on X, the market is overwhelmingly visual-first for major campaign investments. Brands must prioritize Instagram for high-trust aesthetic storytelling while utilizing TikTok or X selectively to drive viral momentum or real-time professional engagement.

A peek into the gaming industry in Japan*

There is a growing demand from **Chinese game developers** who are aggressively expanding cross-border, with **Japan** as a primary target. Facing a mature and highly regulated domestic market, Chinese studios are now exporting their expertise in high-quality **mobile-first** and **live-service** titles to capture Japan's loyal, high-spending audience.

01 Distribution of total campaign spend across social media platforms

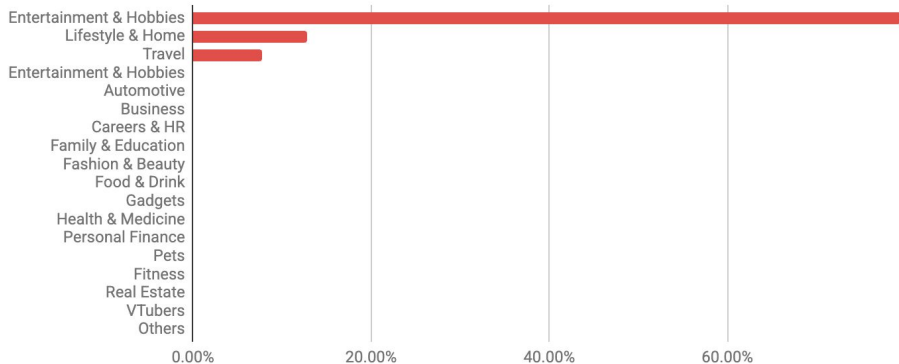


While YouTube (47.7%) and X (42.7%) dominate the investment share, influencers in this sector frequently sync content across both platforms simultaneously to maximize reach.

**The gaming industry's cross-border expansion is spearheaded by our dedicated AnyMind team in Hong Kong and Mainland China.*

A peek into the gaming industry in Japan*

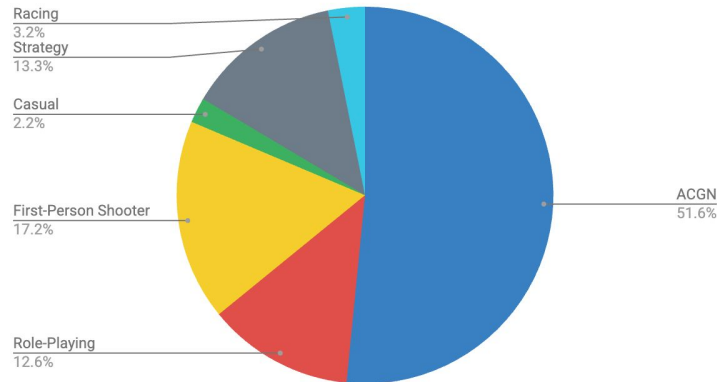
02 Top-tier influencer niches for game promotion



The industry primarily invests in the Entertainment & Hobbies vertical, which significantly outweighs all other influencer niches. While Lifestyle & Home and Travel influencers are also utilized, they represent a much smaller share of the strategic mix compared to entertainment-focused creators.

**The gaming industry's cross-border expansion is spearheaded by our dedicated AnyMind team in Hong Kong and Mainland China.*

03 Distribution of spend across game categories



The ACGN (Anime, Comic, Game, and Novel) category overwhelmingly dominates influencer marketing investment, accounting for 51.6% of the total spend.

The remaining budget is led by First-Person Shooters (17.2%), Strategy (13.3%), and RPGs (12.6%), highlighting a strong consumer preference for character-driven narratives and competitive titles.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Instagram	0.83%	2.51%	5.97%	0.20%	0.93%	2.71%	0.81%	0.81%	2.64%
YouTube	0.37%	1.27%	3.71%	0.27%	0.84%	2.85%	0.54%	0.54%	1.48%
TikTok	3.86%	13.14%	42.22%	2.73%	8.74%	22.47%	3.78%	3.78%	10.11%
X	0.15%	0.22%	1.13%	0.05%	0.12%	0.35%	0.02%	0.08%	0.13%

*Random sampling of 4k influencers in Japan with 1,000 to 1,000,000 followers, across all influencer verticals.

TikTok leads median engagement rates across all influencer tiers in Japan, with **Nano-influencers** hitting 13.14%. **Instagram** and **YouTube** remain key for aesthetic branding and long-form trust, while **X** drives unique, measurable engagement thanks to Japan's preference for pseudonymous, real-time discussion.

Strong engagement on Instagram (2.51% for Nano-influencers) and YouTube (1.27% for Nano-influencers) underscores the need for a **multi-platform strategy**. Brands should use Instagram for refined visual storytelling, YouTube for in-depth reviews and credibility, TikTok for fast short-form momentum, and X to spark timely buzz and trending conversations.

Recommendations for brands

Allocate Performance Budget to TikTok

Despite having lower overall usage, TikTok generates massively disproportionate median engagement rates (ER) across all tiers.

Recommendations: Dedicate performance budget to TikTok for highly effective, short-form video momentum to achieve rapid awareness and performance conversions.

Use Instagram as the Core Conversion Channel

Why: Instagram receives the largest investment across Japan's key industries (Fashion & Beauty, Lifestyle & Home, and Business) and drives high-trust engagement.

Recommendation: Prioritize Instagram for sales and conversions in Fashion & Beauty and Lifestyle & Home.

Recommendations for brands

Leverage Entertainment Creators for Scale

Entertainment and Fashion & Beauty hold the largest creator supply, enabling high reach.
Recommendation: Use the massive Entertainment creator pool to drive high-volume reach. Focus on creators who can integrate product content into engaging, trending formats to cut through the saturation.

Use YouTube for Long-Form Trust Building

YouTube excels at long-form content and sustained engagement for complex products.
Recommendation: Use YouTube for deep product demos, educational content, and high-trust product reviews.

Malaysia

A nighttime aerial view of the Kuala Lumpur skyline. The Petronas Twin Towers are the central focus, illuminated with warm lights. To their right stands the dark, slender PNB Financial Centre. The surrounding city is filled with other lit-up buildings, and a bridge connects the two towers. The sky is a deep twilight blue.

Hot takes



Instagram and TikTok Form a Perfect Duopoly

Instagram and TikTok dominate Malaysia, with campaigns nearly evenly split. Instagram builds brand equity, TikTok drives viral trends and mass awareness, while XiaoHongShu offers growing opportunities for authentic, review-driven lifestyle content.

Creators Are Concentrated, But Niche Opportunities Remain

Most influencers are in Fashion & Beauty, Entertainment, and Food & Drink, creating a competitive market. Brands should explore less crowded segments like Lifestyle & Home and Sports for better value and niche alignment.

Fashion & Beauty Rules All

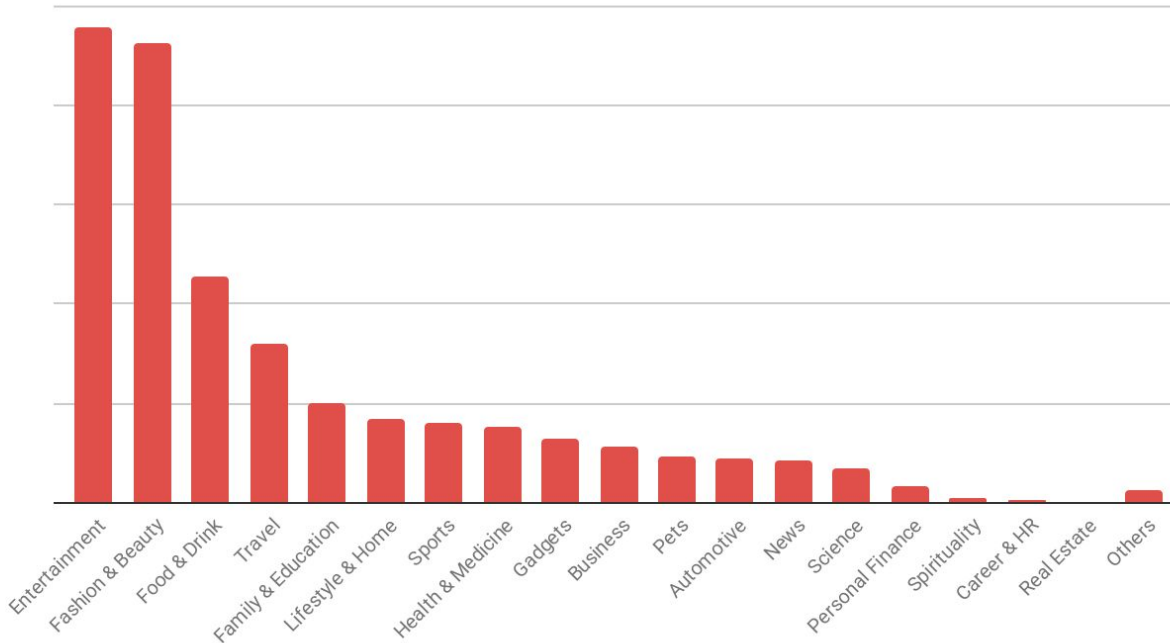
Investment is concentrated in Fashion & Beauty, Lifestyle & Home, and Food & Drink, highlighting a visually driven market. Instagram leads primary budgets, while TikTok secures a large secondary share for mass reach and virality.

Nano-Influencers on TikTok are the Absolute Engagement Champions

High-volume campaigns with smaller creators are most effective. They deliver the highest engagement across platforms, helping brands build authentic trust on TikTok and achieve cost-effective conversions.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
23.90%

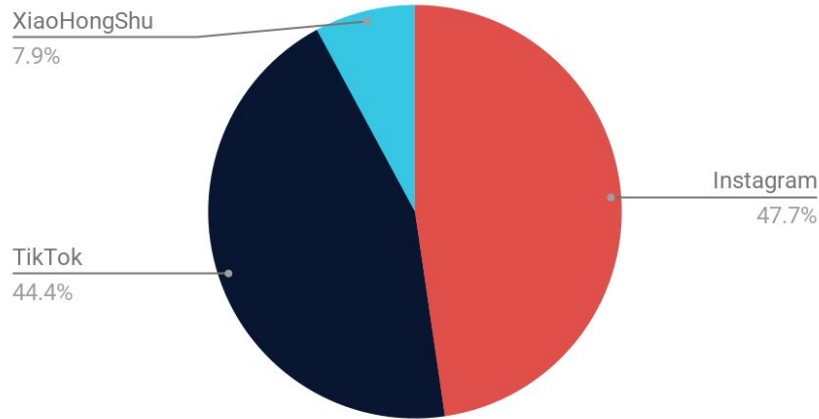
Fashion & Beauty
23.17%

Food & Drink
14.88%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



The Malaysian influencer market is a dominant duopoly between **TikTok** and **Instagram**. This distribution requires a dual-platform strategy that pairs Instagram's **aspirational lifestyle visuals** with TikTok's trend-driven, **viral video consumption**. Notably, **XiaoHongShu** has emerged as a specialized third player, significantly outpacing legacy platforms like Facebook.

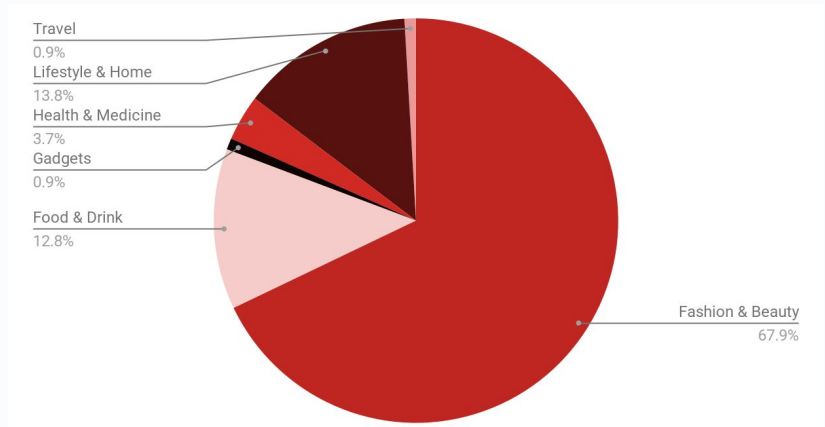
This distribution necessitates a unified budget allocation that prioritizes the two giants while leveraging XiaoHongShu for high-intent community marketing.

To maximize impact, brands should use these platforms complementarity: Instagram for **long-term brand building**, TikTok for **mass awareness, viral velocity, and short-term trend participation**, and XiaoHongShu for **credible, review-based "lifestyle seeding" to influence purchase decisions**.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

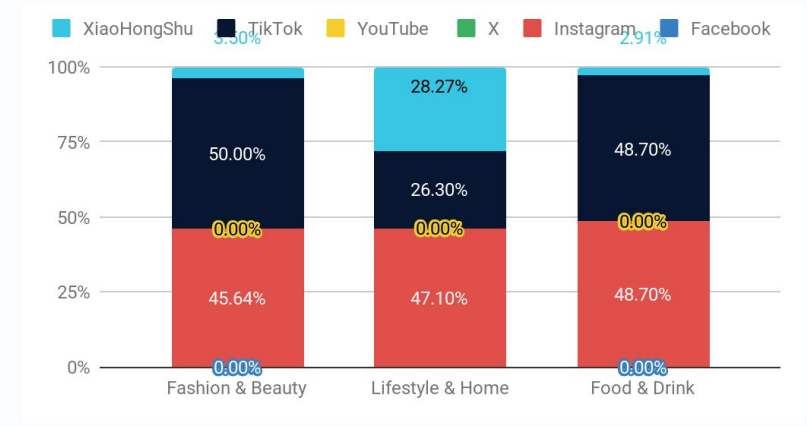


Influencer marketing investment in Malaysia is overwhelmingly dominated by the Fashion & Beauty (67.9%) sector, followed by Lifestyle & Home (13.8%) and Food & Drink (12.8%).

This extreme concentration confirms that the Malaysian market is highly driven by visual, aesthetic, and personal consumption content, reflecting a mature, trend-focused consumer base.

03

Top 3 industries and where they spend on influencer marketing



TikTok and Instagram fiercely compete for campaign budgets. Instagram leads in Lifestyle & Home (49.81%) and Food & Drink (50.46%), while TikTok dominates Fashion & Beauty with 51.98%. Brands favor TikTok for trend-driven, high-velocity campaigns in visual sectors, while Instagram anchors lifestyle storytelling. XiaoHongShu is emerging as a third pillar, capturing 28.27% of spend in Lifestyle & Home.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.35%	0.83%	1.92%	0.59%	1.20%	2.78%	0.50%	1.24%	2.99%
Instagram	0.56%	2.73%	5.93%	0.11%	0.88%	2.53%	0.80%	0.80%	2.03%
YouTube	0.24%	1.24%	5.46%	0.09%	0.46%	1.98%	0.22%	0.22%	0.72%
TikTok	1.36%	4.08%	13.09%	0.59%	2.30%	9.10%	0.91%	0.91%	3.07%
XiaoHongShu	1.12%	2.42%	4.17%	0.49%	1.03%	2.14%	0.39%	0.39%	0.87%

**Random sampling of 5k influencers in Malaysia with 1,000 to 1,000,000 followers, across all influencer verticals.*

TikTok generates the highest median engagement rates across all influencer tiers. **Instagram** and **XiaoHongShu** are the next most engaging platforms, forming a "Trio of Engagement" that significantly outperforms YouTube and Facebook. The strong performance of **TikTok**, **Instagram**, and **XiaoHongShu** validates a multi-platform strategy that prioritizes short-form, visual content. Brands must use TikTok for performance and viral reach, Instagram for aesthetic branding, and XiaoHongShu for high-intent product research and niche community building.

The **Nano-influencer** tier delivers the highest median ER on all platforms, confirming that the most effective and reliable strategy in Malaysia is a high-volume campaign targeting Nano and Micro-creators to ensure deep community trust and cost-effective conversions.

Recommendations for brands

Secure First-Mover Advantage on XiaoHongShu

XiaoHongShu adoption is rising, but brand competition remains low ahead of the full Shop function rollout.

Recommendation: Start an always-on seeding and niche engagement strategy now to build early awareness and trust before the function roll out.

Diversify Creator Selection on TikTok for Shoppertainment

TikTok's shoppertainment ecosystem is expanding, attracting higher-spending and diverse audiences.

Recommendation: Diversify creator selection across ethnic segments (Chinese, Indian, and others) to maximize live selling and TikTok Shop performance.

Recommendations for brands

Elevate Instagram Strategy to Trust-Driven Partnerships

Audiences increasingly favor authentic, story-led content over pure reach.

Recommendation: Focus on long-term micro-influencer partnerships using Reels and carousels.

Treat Influence as an Always-On Strategic Investment

Malaysian consumers respond better to consistent brand presence than campaign bursts.

Recommendation: Shift budget from seasonal campaigns to an always-on influence engine across TikTok and Instagram.

Develop Platform-Specific Brand Personas

Each platform has distinct user behaviors and content norms.

Recommendation: Build tailored brand personas and formats for TikTok, Instagram, and XiaoHongShu.



Philippines

Hot takes



TikTok/Instagram Duopoly Demands Dual-Platform Mastery

Single-platform strategies forfeit half the market. Success requires TikTok for viral reach and trends, and Instagram for high-trust aesthetic content and conversions.

TikTok: The Awareness Engine with Conversion Power

TikTok dominates the Philippines, capturing 64.3% of campaigns versus Instagram's 24.6%. Beyond awareness, it now drives both high-velocity reach and trend-driven sales. Treating TikTok as just a discovery channel misses its key conversion potential.

Nano-influencers are Engagement Champions

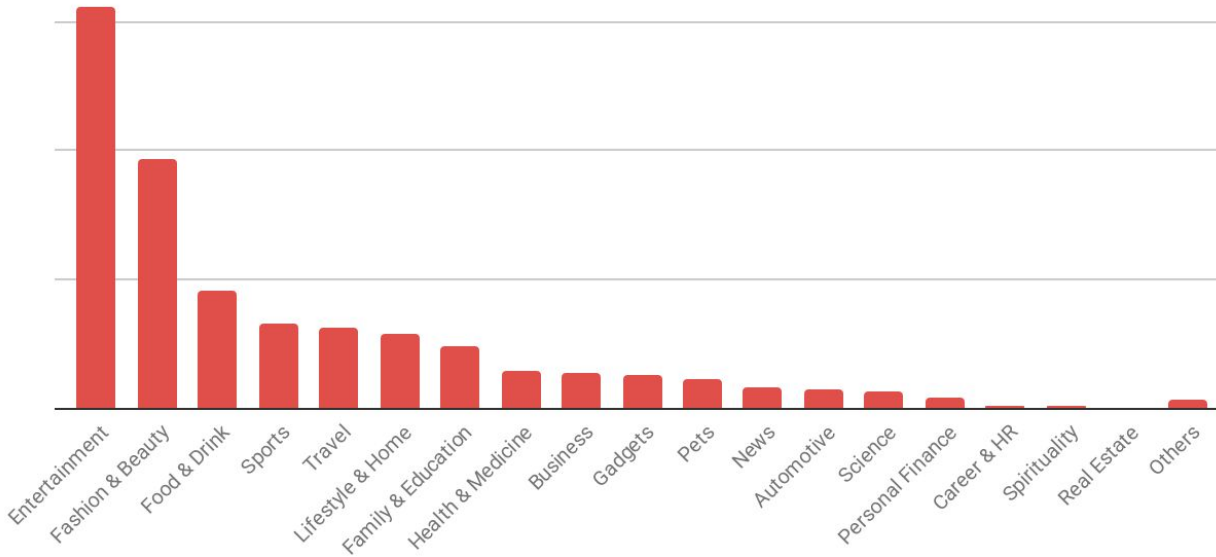
Nano-influencers deliver the highest engagement across platforms in the Philippines, far outperforming Macros. Volume-based Nano strategies build community trust more efficiently than single celebrity placements.

Entertainment Is the Gateway

Entertainment creators drive awareness but not conversions. Brands should capture attention with them, then transition audiences to Food & Drink or Lifestyle influencers for reviews and high-intent sales.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
31.11%

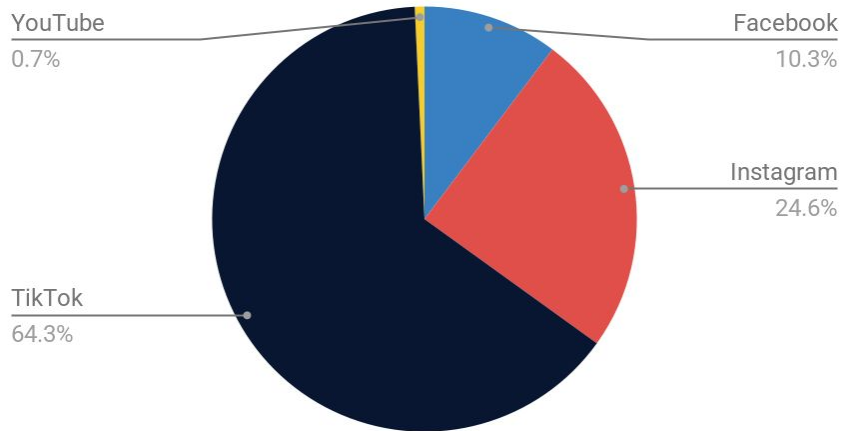
Fashion & Beauty
19.37%

Food & Drink
9.20%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



The Philippines influencer marketing landscape is overwhelmingly dominated by **TikTok**, claiming over half of all campaign usage. This massive concentration, followed by **Instagram** and **Facebook**, confirms that the market is highly prioritized for **short-form, viral video content and high-volume digital consumption** driven by mobile and social commerce trends.

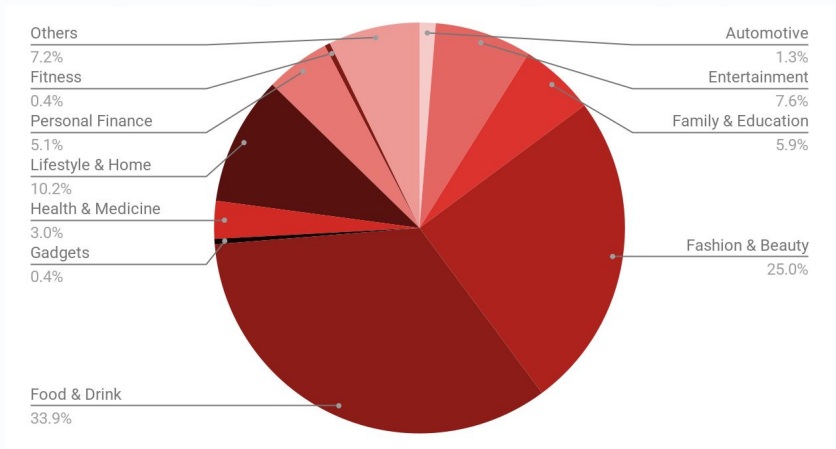
For brands in the Philippines, a **TikTok-first** strategy is non-negotiable. The high percentage suggests that the fastest way to achieve mass awareness and generate trend-driven sales is by investing heavily in platform-native, authentic short videos.

However, since Facebook retains a significant role, brands should also use that platform to **target older demographics or focus on community-building and longer-form educational content** to nurture trust and loyalty beyond quick viral hits.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

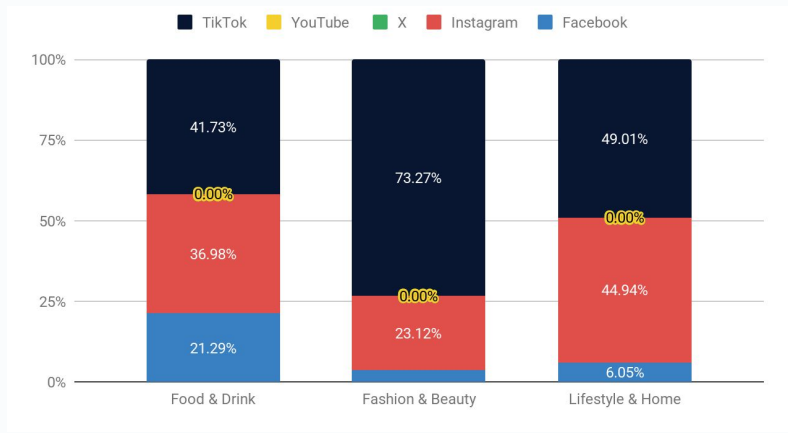


Influencer marketing investment in the Philippines is heavily concentrated in the Food & Drink and Fashion & Beauty sectors, which collectively command over half of all spending.

This indicates a high market priority on daily consumption and aesthetic/aspirational content.

03

Top 3 industries and where they spend on influencer marketing



The TikTok platform dominates campaign investment in two of the top three industries. However, Instagram still receives the majority of budget for the Fashion & Beauty sector. This highlights a strategic divide where TikTok is prioritized for mass consumption and high-volume lifestyle products, while Instagram remains the core platform for aesthetic, high-value visual brands.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.45%	1.16%	2.77%	0.30%	0.94%	2.53%	0.38%	1.24%	3.13%
Instagram	0.20%	0.92%	3.36%	0.04%	0.23%	1.18%	0.32%	0.32%	1.45%
YouTube	0.25%	1.28%	4.77%	0.06%	0.29%	1.58%	0.21%	0.21%	0.76%
TikTok	0.77%	2.56%	14.62%	0.20%	0.97%	7.99%	0.41%	0.41%	2.67%

**Random sampling of 4k influencers in Philippines with 1,000 to 1,000,000 followers, across all influencer verticals.*

The Philippines market is dominated by **TikTok**, which generates the highest median engagement rates across all influencer tiers. **YouTube** is the second most engaging platform, while **Instagram** shows significantly lower median engagement, particularly for Micro and Macro-influencers.

The Nano-influencer tier delivers the highest median ER across all platforms, but particularly notable for TikTok and YouTube. This validates a strategy of using high-volume Nano-influencer campaigns for reliable, cost-effective performance and authentic connection within niche communities.

Recommendations for brands

Go TikTok-First, Instagram-Second

TikTok delivers the highest ER, especially for fast-moving categories.

Recommendation:

- Use TikTok for awareness, reach, and trends.
- Use Instagram for demos, storytelling, and conversion.

Prioritize Nano & Micro Creators

Nano creators drive the highest engagement and authenticity.

Recommendation:

- Run always-on Nano campaigns for scale and trust.
- Add micro creators for expertise and reach.
- Use macro creators only for launches or hero moments

Recommendations for brands

Focus on High-Trust Verticals

Family, health, and finance drive high-consideration decisions but remain underused.

Recommendation:

- Partner with trusted creators for sensitive or complex products.
- Segment by life stage (parents, students, young professionals).
- Use explainers, reviews, and educational content.

Move Early in Underserved Verticals

Business, gadgets, and real estate have low creator saturation.

Recommendation:

- Build long-term ambassador programs early.
- Develop niche expert creators.
- Start with Nano and micro creators to own share of voice.

Recommendations for brands

Set KPIs Using ER Benchmarks

Engagement varies by platform and creator tier.

Recommendation:

- Set ER targets by platform and tier.
- Don't compare TikTok and Instagram ER directly.
- Use benchmark ranges, not single averages.

Build Niche Creator Communities

Niche content consistently outperforms broad content.

Recommendation:

- Create interest-based creator clusters.
- Activate group collaborations, not one-off posts.
- Turn micro communities into conversion funnels.

A panoramic view of the Singapore skyline at dusk. The Marina Bay Sands hotel is the central focus, with its three towers and the SkyPark on top. To the right, the Esplanade - Theatres on the Bay is visible, along with the Singapore Flyer. The city is illuminated by the warm glow of the setting sun, and the water of Marina Bay reflects the lights. A bridge spans across the water in the foreground.

Singapore

Hot takes



Instagram Dominates Investment, But TikTok Rules Engagement

Instagram captures 87.8% of investment for brand aesthetics, while TikTok drives the highest median engagement across all tiers. Brands should use Instagram for visual equity and TikTok for performance.

Instagram for Aesthetics, TikTok for Conversion

Investment is led by Lifestyle & Home and Food & Drink, confirming Singapore as an aesthetic market. Brands should use Instagram for brand building, and TikTok and XiaoHongShu for mass awareness, youth reach, and high-intent conversions.

Nano and Micro-Creators on TikTok Are the Conversion Goldmine

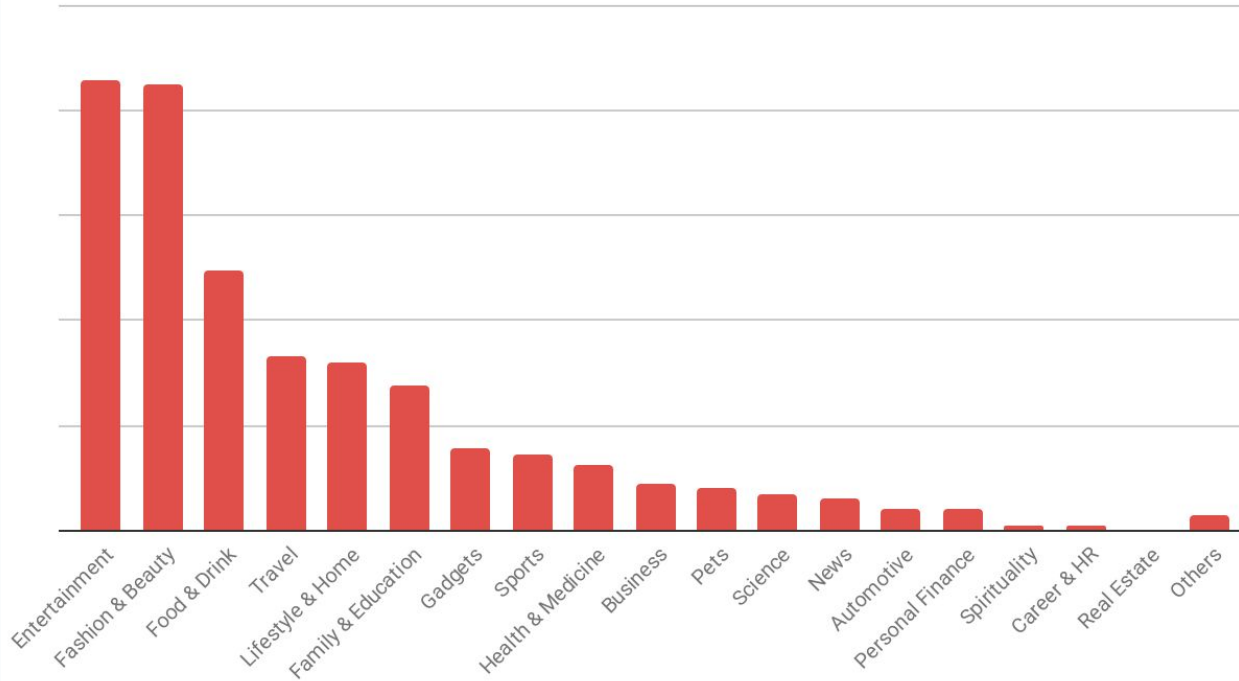
Engagement rates are highest among smaller creators. Nano-influencers on TikTok significantly outperform Macro-influencers on all platforms. Brands should prioritize Nano and Micro-creators on TikTok to maximize core performance and reach Singapore's mobile-first audience.

Entertainment and Beauty Verticals are Saturated

Entertainment and Fashion & Beauty are the most popular influencer verticals, indicating a high concentration of creators. However this saturation makes it challenging for new brands to gain visibility. Lifestyle & Home may offer better, high-potential value.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
21.40%

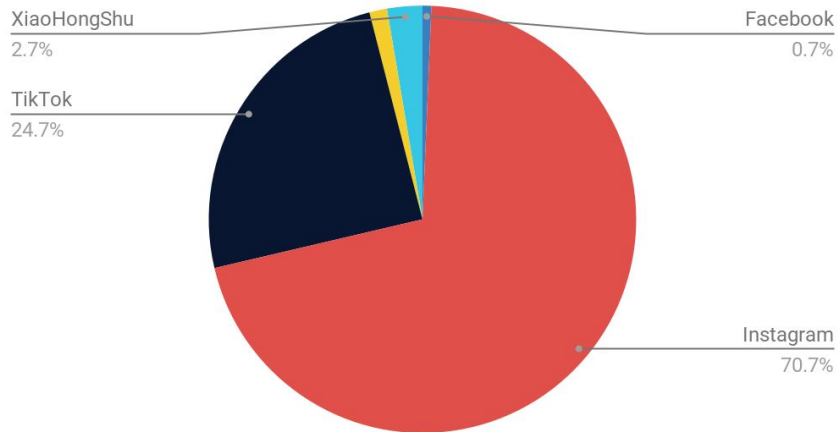
Fashion & Beauty
21.28%

Food & Drink
12.36%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



Singapore's influencer landscape is dominated by **Instagram** and **TikTok**. Instagram leads in **visual storytelling and branding**, while TikTok drives **viral, short-form discovery** among younger audiences.

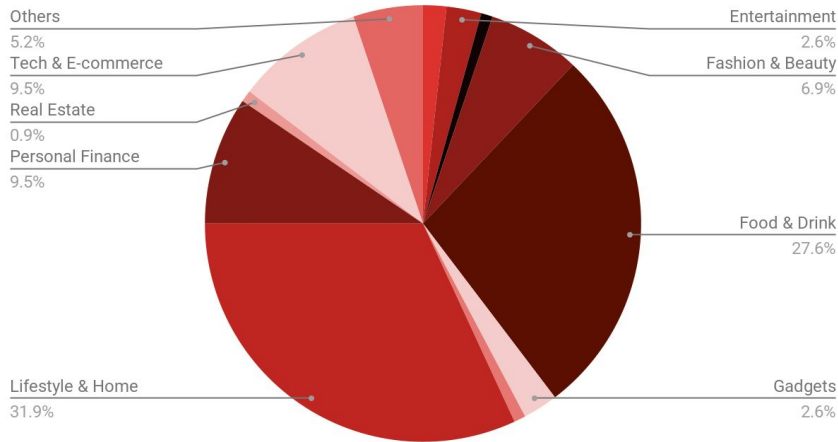
The market is seeing strategic growth on **XiaoHongShu**, which is becoming a key platform for **authentic, review-based "lifestyle seeding"**. Older platforms like Facebook have become nearly obsolete for influencer campaigns, now holding a marginal 0.7% market share.

For brands, this calls for a platform-first strategy: prioritize Instagram for awareness and TikTok for high-energy engagement. Brands should also leverage XiaoHongShu for community-led recommendations to drive high-intent conversions.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

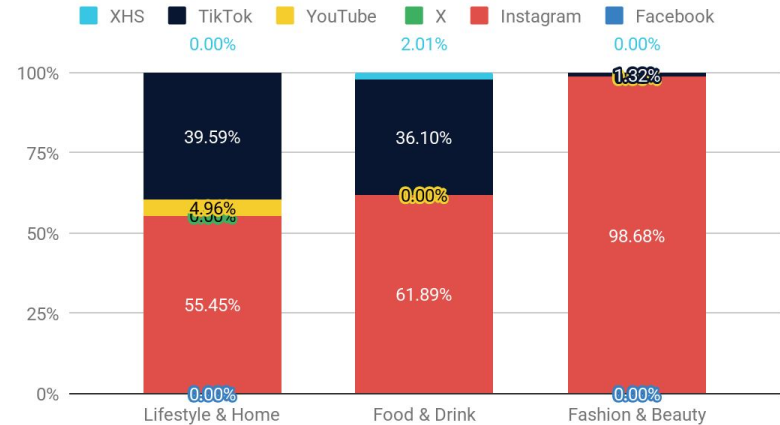


Influencer marketing investment in Singapore is primarily focused on Lifestyle & Home (31.9%), Food & Drink (27.6%), and Fashion & Beauty (6.9%).

This distribution confirms Singapore's status as a mature market with a high propensity for digital consumption across daily living and aesthetic lifestyle products.

03

Top 3 industries and where they spend on influencer marketing



The Fashion & Beauty industry invests exclusively in Instagram, while the Food & Drink and Lifestyle & Home industries divide their social media ad spend primarily between Instagram and TikTok.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.33%	0.95%	2.66%	0.42%	1.02%	2.77%	0.96%	1.85%	4.56%
Instagram	0.74%	2.77%	6.11%	0.14%	0.75%	2.15%	0.59%	0.59%	1.21%
YouTube	0.14%	0.86%	3.37%	0.06%	0.34%	1.78%	0.18%	0.18%	0.76%
TikTok	1.51%	4.72%	20.04%	0.91%	3.35%	12.21%	1.32%	1.32%	5.24%
XiaoHongShu	0.52%	1.18%	3.10%	0.24%	0.65%	1.59%	0.58%	0.58%	1.18%

*Random sampling of 5k influencers in Singapore with 1,000 to 1,000,000 followers, across all influencer verticals.

TikTok generates the highest median engagement rates across all influencer tiers. **Instagram** and **XiaoHongShu** are the next most engaging platforms, forming a "Trio of Engagement" that significantly outperforms YouTube and Facebook. TikTok's dramatically higher median ER confirms it as the most effective channel for generating immediate, measurable engagement in Singapore. Brands must dedicate their core performance budget to TikTok, especially by prioritizing Nano and Micro-creators where engagement remains strong.

The strong performance of Instagram and XiaoHongShu validates a segmented content strategy. Brands should use Instagram for aesthetic branding and premium feel, and XiaoHongShu to target high-intent audiences who are actively researching products before purchase.

Recommendations for brands

Dual-Platform Performance Allocation

Instagram dominates usage and investment, but TikTok delivers overwhelmingly superior engagement rates (ER) across all tiers.

Recommendation: Use Instagram for long-term brand equity and dedicate core performance budgets to TikTok to maximize measurable conversions and reach.

Build a "Trio of Engagement" Strategy with XiaoHongShu

Instagram, TikTok, and XiaoHongShu form a "Trio of Engagement". XiaoHongShu is strong for audiences conducting detailed product research.

Recommendation: Incorporate XiaoHongShu for detailed product reviews and high-intent conversions, complementing Instagram's visuals and TikTok's mass reach.

Recommendations for brands

Prioritize Lifestyle & Home and Niche Growth

Lifestyle & Home is the leading investing industry and is projected to show the most significant growth trajectory up to 2025.

Recommendation: Increase investment in Lifestyle & Home sector and capture consumers focused on daily living.

Leverage Nano and Micro-Creators for Cost-Effectiveness

Engagement rates are highest among smaller creators.

Recommendation: Partner with more Nano- and micro-influencers to maximize reach and results.

Recommendations for brands

Seek Untapped Value in Saturated Verticals

Entertainment and Beauty have the largest, and most competitive creator pools.

Recommendation: Leverage the large Entertainment and Fashion & Beauty creator pool, but focus on niche sub-verticals or unique content angles to find high-value, less-competitive partnership opportunities.



Taiwan

Hot takes



Instagram Dominates Discovery while Facebook Retains Community Utility

Instagram is the primary platform for influencer marketing in Taiwan. It is the lead channel for visual branding and reaching Gen Z/Millennials through Reels. In contrast, Facebook remains essential for targeting older demographics.

Threads has Achieved Rapid Market Penetration

Threads has quickly become a significant player in the Taiwanese market. With [6.65 million users](#), it is the fifth most popular social platform in Taiwan, offering a unique text-based alternative for real-time engagement that is increasingly being adopted by lifestyle and beauty brands.

Nano-Influencers Yield the Highest Engagement Rates

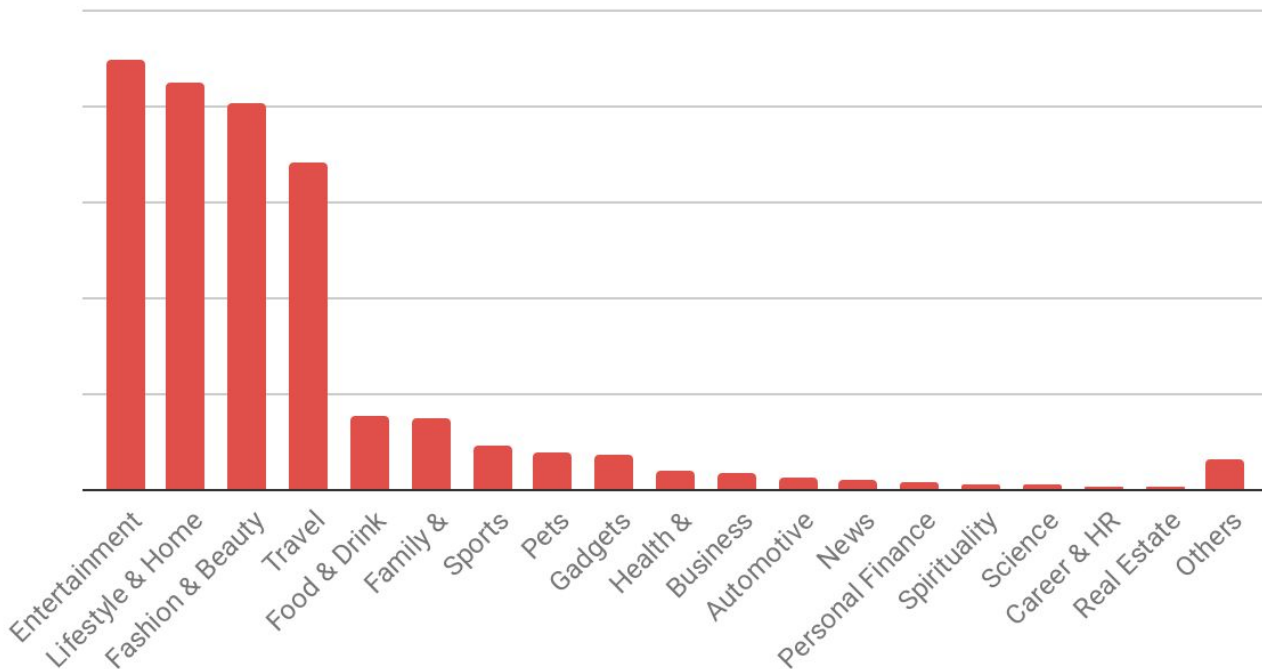
Nano-influencers deliver the most efficient engagement. On Instagram, they achieve a 3.82% median engagement rate, outperforming Macro-influencers at 0.98%. A similar pattern appears on YouTube, where Nano-creators post 1.45% median engagement versus 0.29% for Macros.

Market Activity is Heavily Concentrated in Three Verticals

Over 60% of influencer content in Taiwan comes from Entertainment, Lifestyle & Home, and Fashion & Beauty. While these dominate content volume, sectors like Food & Drink and Fashion & Beauty attract the highest spend, signaling intense competition for attention.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
22.41%

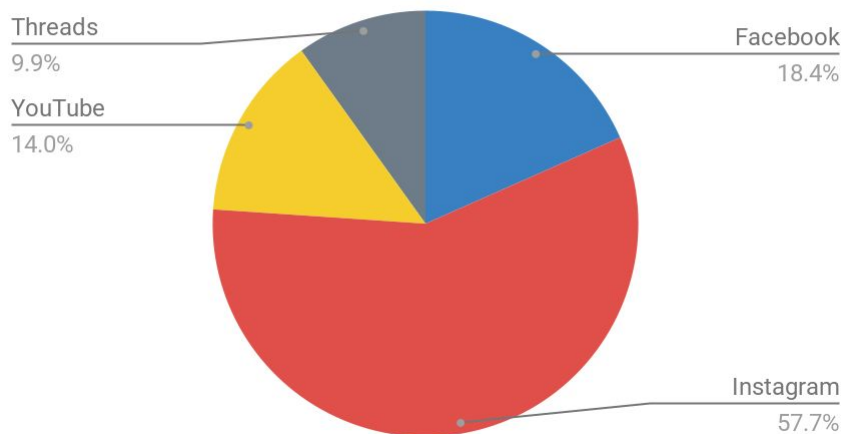
Lifestyle & Home
21.22%

Fashion & Beauty
20.13%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



The market is dominated by **Instagram**, reflecting a strong preference for **visual and interactive brand discovery** driven by **short-form video and aesthetic storytelling**.

In Taiwan, platform distribution points to a multi-layered strategy that balances fast visual impact with deeper content credibility. **Instagram** leads with **57.7%** of influencer marketing activity, fueled by Gen Z and younger Millennials drawn to aspirational, shoppable Reels.

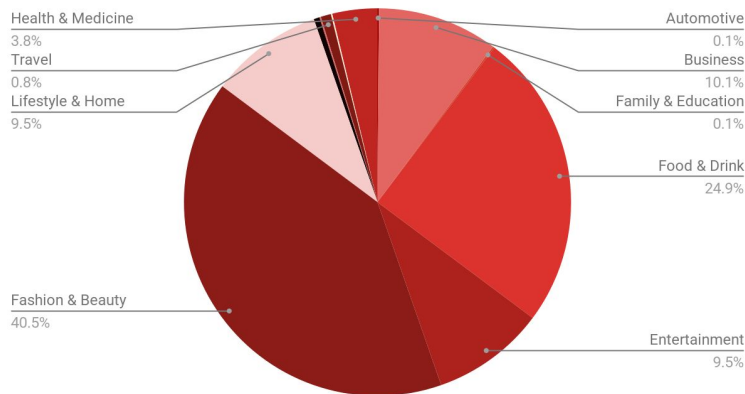
Facebook remains key for **direct commerce and community-led engagement** among more established audiences, while **YouTube** anchors **long-form education, reviews, and trust-building**. **Threads** is also gaining momentum as a space for **real-time, text-based influencer interaction**.

Strategically, brands should use Instagram for awareness and visual branding, while leveraging Facebook's community trust to drive conversion—highlighting a dual-platform behavior unique to Taiwan.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

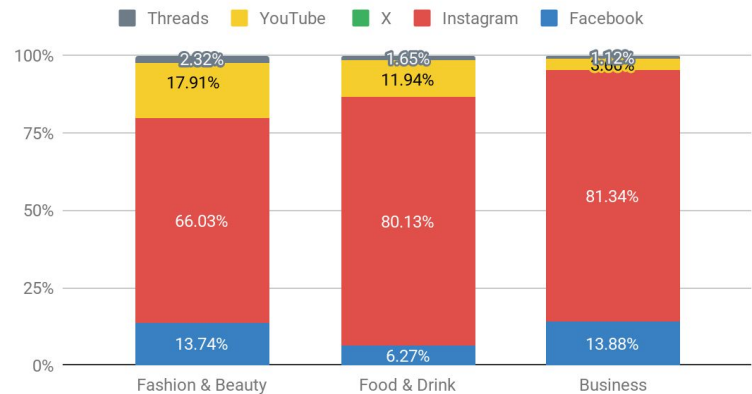


Influencer marketing investment in Taiwan is dominated by Fashion & Beauty and Food & Drink, which together account for almost 65% of the market spend.

This strong concentration confirms Taiwan's high consumer engagement in aesthetic, personal consumption, and lifestyle products.

03

Top 3 industries and where they spend on influencer marketing



Across the top three investing industries, Instagram consistently receives the overwhelming majority of investment, with its share exceeding 80% in the Food & Drink and Business sectors. This extreme concentration confirms that Instagram is the undisputed primary platform for building high-trust, aesthetic, and aspirational brand equity in Taiwan.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.89%	1.93%	4.38%	0.62%	1.10%	2.63%	0.56%	1.28%	2.78%
Instagram	1.09%	3.82%	8.26%	0.11%	0.85%	2.36%	0.98%	0.98%	2.31%
YouTube	0.47%	1.45%	4.31%	0.15%	0.50%	1.68%	0.29%	0.29%	0.81%

**Random sampling of 3k influencers in Taiwan with 1,000 to 1,000,000 followers, across all influencer verticals.*

Instagram generates the highest median engagement rates (ER) across all influencer tiers in Taiwan, with **Nano-influencers** achieving a leading **3.82% ER**. **Facebook** ranks as the second most engaging platform for the **Nano (1.93% ER)** and **Macro (1.28% ER)** tiers, while **YouTube** follows with more moderate engagement, peaking at **1.45% ER** for Nano-creators.

Despite lower median rates in the larger creator tiers, **YouTube** remains a valuable secondary platform for brands. Its strength lies in its capacity for high-trust storytelling, making it a key channel for long-form videos, in-depth unboxings, and detailed brand narratives that drive deeper audience connection.

Recommendations for brands

Adopt an Omnichannel Social Strategy

Audiences no longer engage on a single platform. Each social channel—Instagram, Threads, forums, and YouTube—serves a different role, from sparking discussion to building long-term influence.

Recommendation: Activate creators across multiple platforms and tailor content to each channel's strengths to maximize visibility and memorability.

Repurpose Content to Maximize ROI

Creating new content for every platform is costly and inefficient, especially under limited budgets.

Recommendation: Plan modular content assets that can be adapted into multiple formats (e.g., YouTube long-form, Shorts, IG Reels, Stories, and Threads) to extend reach and performance.

Recommendations for brands

Expand Reach Through Cross-Community Collaborations

Working only within the same creator categories limits audience growth and leads to content fatigue.

Recommendation: Partner with creators across different interests, storytelling styles, and platforms to reach new audience segments and unlock incremental growth.

Thailand

An aerial photograph of Bangkok, Thailand, during sunset. The sky is a mix of orange, yellow, and dark grey clouds. The city is filled with numerous high-rise buildings, some of which are illuminated. A prominent feature is a tall, dark skyscraper on the left side. In the center, a large building has a blue billboard on its facade. The Chao Phraya River is visible in the middle ground, winding through the city. In the foreground, there are smaller buildings, a road with traffic, and a bridge. The word "Thailand" is written in large, white, sans-serif font across the middle of the image.

Hot takes



Thailand is a True TikTok-First Market

TikTok decisively dominates campaign usage, commanding nearly two-thirds. The core strategy must be TikTok-first to capture mass awareness and performance conversions with high-velocity video.

Investment is on TikTok; Creators are in Entertainment & Fashion

The largest creator pool is in Entertainment and Fashion & Beauty. Crucially, the top investing industries are overwhelmingly dominated by TikTok budget share. Leverage the Entertainment talent pool, but ensure campaigns are optimized for TikTok's format.

TikTok Has Superior Engagement, But X Is a Key Performer

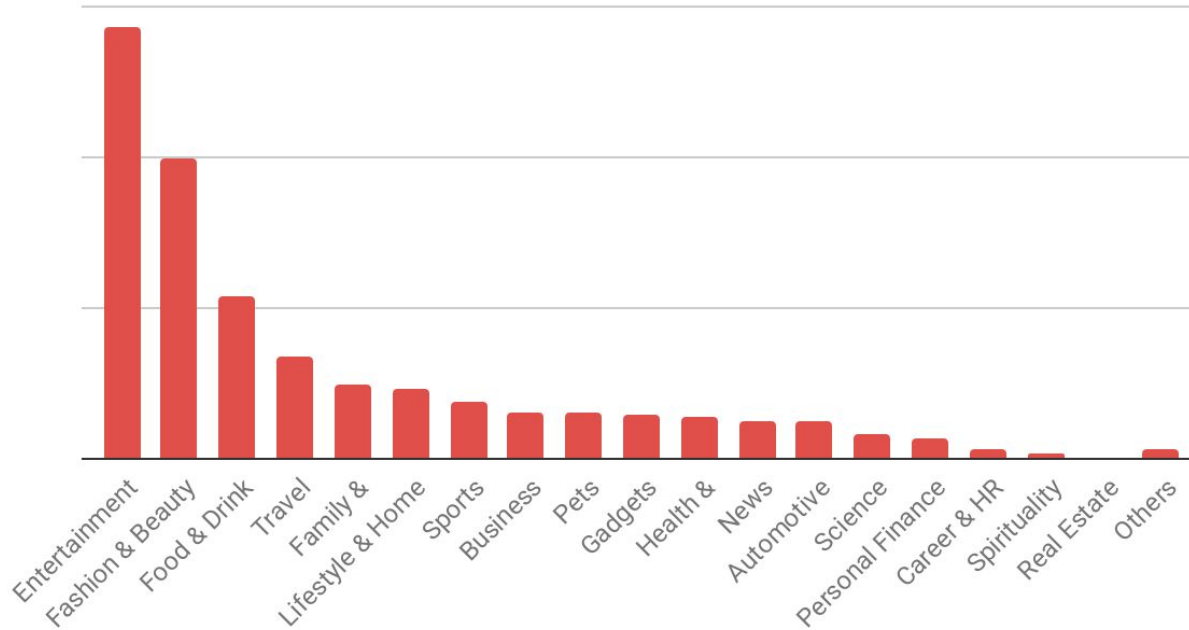
TikTok generates the highest median engagement rates (ER). However, X maintains a significant performance edge over Facebook and YouTube. Use TikTok for core performance and high-volume Nano-influencer campaigns.

Food & Drink and Fashion & Beauty Drive Half the Spending

Food & Drink and Fashion & Beauty account for roughly 50% of total influencer marketing spend, highlighting a market focus on high-volume consumption and visually-driven, aspirational content.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
28.62%

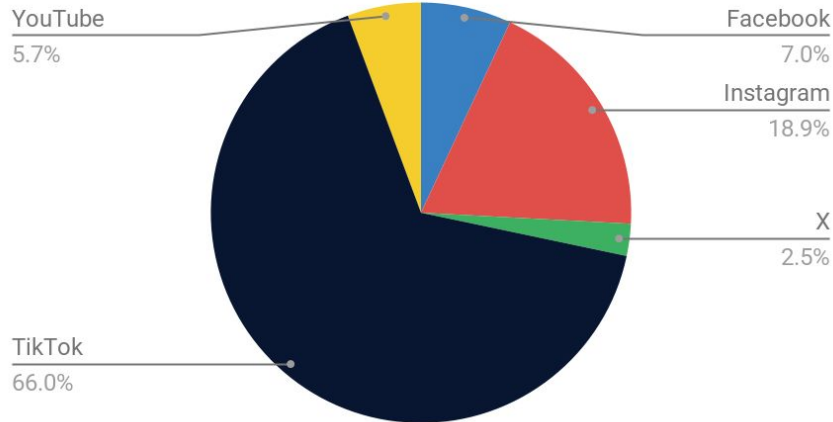
Fashion & Beauty
19.85%

Food & Drink
10.72%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



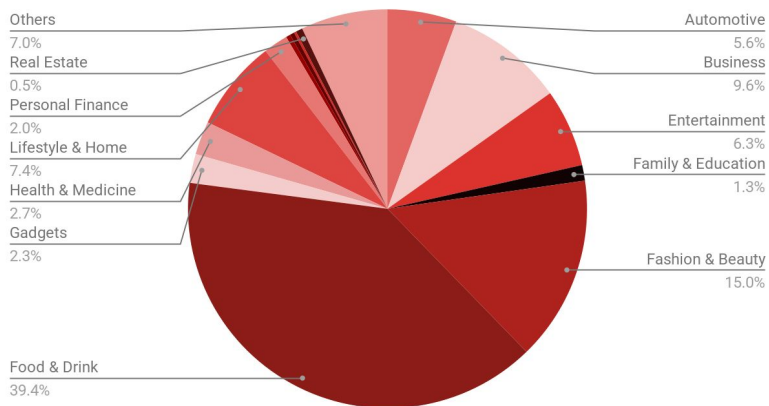
The Thai influencer marketing landscape is decisively dominated by **TikTok**, which commands nearly two-thirds of all campaign usage. While **Instagram** and **Facebook** maintain a measurable presence, the market clearly prioritizes **short-form, high-velocity, and trend-driven video content**.

For brands in Thailand, the strategic focus must be **TikTok-first** to capture mass awareness and performance conversions. The core budget must be dedicated to mastering TikTok's high-reach format. However, Instagram serves as a vital secondary channel for aspirational content and high-trust visuals, while YouTube should be used for supplementary long-form, review-based content.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

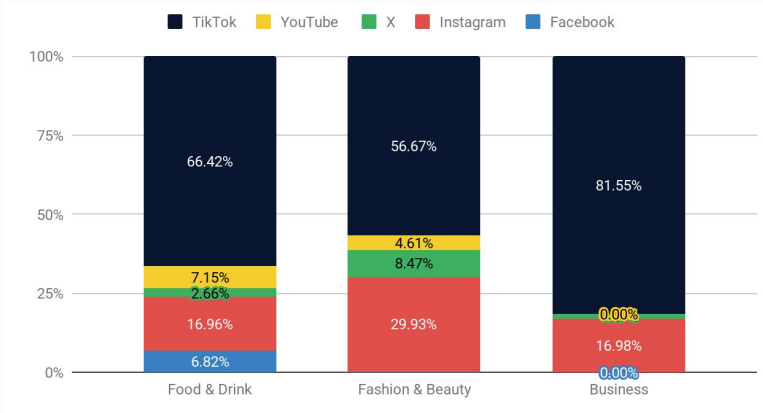


Influencer marketing investment in Thailand is overwhelmingly driven by Food & Drink (39.4%) and Fashion & Beauty (15.0%), which together account for half of the market spend.

This confirms Thailand's dual focus on high-volume, quick-consumption categories and visually-driven, aspirational content.

03

Top 3 industries and where they spend on influencer marketing



Investment across Thailand's top three industries is overwhelmingly dominated by TikTok, which commands the largest budget share in Food & Drink, Fashion & Beauty, and Business. This confirms that the Thai market has firmly prioritized TikTok as the single most essential channel for achieving mass reach, performance marketing, and high-velocity trend participation.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	0.54%	1.44%	4.12%	0.36%	0.86%	1.98%	0.31%	1.17%	3.28%
Instagram	0.32%	1.87%	5.54%	0.06%	0.53%	2.30%	0.51%	0.51%	2.11%
YouTube	0.17%	0.82%	3.33%	0.07%	0.32%	1.72%	0.17%	0.17%	0.61%
TikTok	1.65%	6.77%	37.93%	1.44%	6.26%	22.82%	1.14%	1.14%	4.41%
X	0.26%	4.10%	96.85%	0.37%	3.45%	16.68%	0.69%	0.69%	2.00%

*Random sampling of 5k influencers in Thailand with 1,000 to 1,000,000 followers, across all influencer verticals.

TikTok generates the highest median engagement rates across all influencer tiers. **X** and **Instagram** are the next most engaging platforms. Notably, **X** maintains a significant performance edge, while **YouTube** shows comparatively lower organic utility.

The **Nano-influencer tier** delivers the highest median ER on all platforms. This validates a strategy of using high-volume Nano-influencer campaigns for reliable, cost-effective performance and deeper community trust in the Thai market.

Recommendations for brands

Performance-Led, Authenticity-Driven KOL Landscape

Short-form video, led by TikTok, dominates discovery and engagement, while Instagram supports credibility and conversion.

Recommendation: Prioritize TikTok for scale and engagement, with Instagram reinforcing trust and conversion.

Beauty Vertical as a High-Conversion KOL Category

Beauty remains highly competitive yet high-performing, with trust-based creators outperforming celebrity activations.

Recommendation: Prioritize spend on credible Nano- and micro-KOLs with strong product affinity.

Recommendations for brands

Local & Blue-Collar KOLs as Trust Multipliers

Local and blue-collar creators strongly influence mass and mid-market audiences through authenticity and relatability.

Recommendation: Recruit and scale local and blue-collar creator segments to strengthen trust, relevance, and penetration within price-sensitive and everyday consumer categories.

Tier- and Platform-Specific Performance Benchmarking

KOL performance varies significantly by platform and creator tier, making single average metrics insufficient for accurate evaluation across campaigns.

Recommendation: Evaluate performance using qualitative benchmark ranges segmented by platform and creator tier.

Recommendations for brands

Network-Led Creator Activation Strategy

Individual KOL activations limit scale, while creator networks drive sustained engagement and performance.

Recommendation: Invest in creator networks or niche communities to drive stronger and more sustainable performance.

Full-Funnel KOL Synergy Planning

KOL activities often underperform when executed individually from lower-funnel objectives, reducing measurable business impact.

Recommendation: KOL activities must be designed with full-funnel synergy, ensuring clear impact on lower-funnel performance.

Vietnam

A nighttime photograph of a modern city skyline, likely Ho Chi Minh City, Vietnam. The scene is dominated by several tall skyscrapers, some of which are illuminated with blue and white lights. The most prominent building is the Bitexco Financial Tower, which has a distinctive curved top and is lit up. Other buildings of varying heights and architectural styles are visible, some with their windows glowing. In the foreground, there is a body of water, possibly a river or bay, which reflects the city lights. The sky is a deep twilight blue. The word "Vietnam" is overlaid in large, white, sans-serif font across the center of the image.

Hot takes



TikTok & Facebook: Dominating the Landscape

The market is dominated by TikTok and Facebook. Brands should focus on multi-channel synergy, utilizing TikTok's shoppertainment alongside Facebook's diverse formats and community. This ensures a consistent brand presence across all key touchpoints, from first discovery to final purchase.

Fashion & Beauty Industry Drives Almost Half of Investment

The Fashion & Beauty sector dominates with nearly 50% of total influencer spend, with TikTok commanding the largest budget share. This reflects a consumer base that demands a mix of visual inspiration and authentic creator validation.

TikTok Leads Overall Engagement Rates; Facebook Nano-Influencers Stand Out

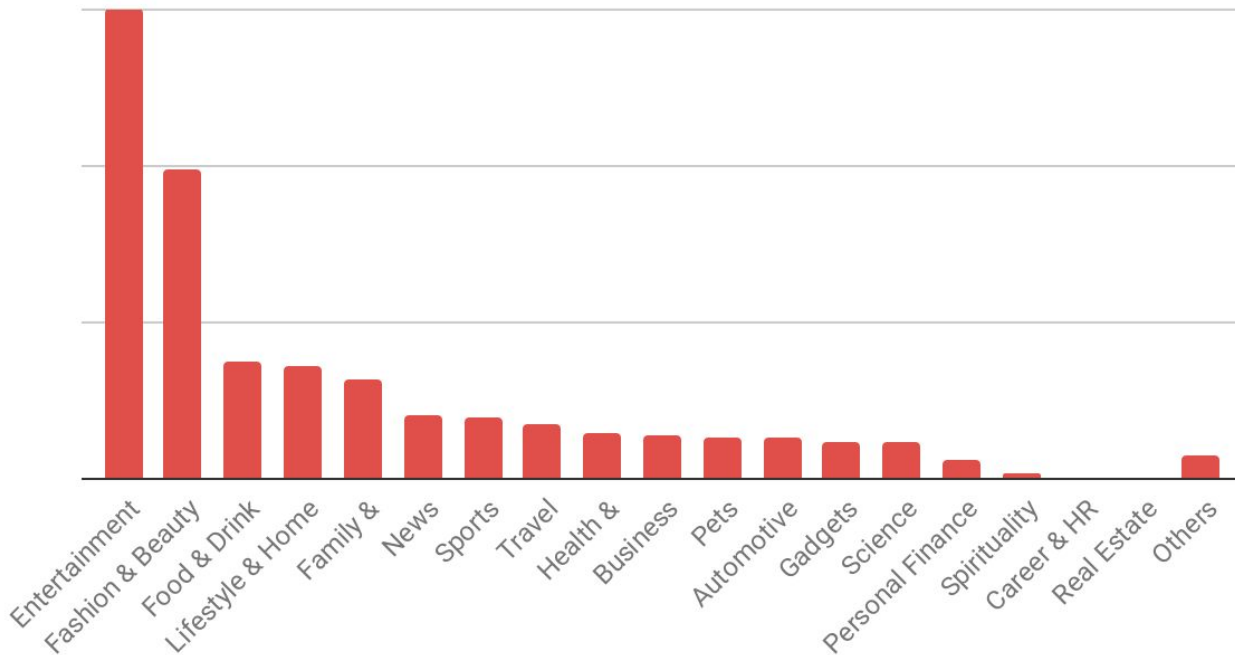
TikTok delivers the highest engagement across every influencer level. On Facebook, nano-influencers' engagement rate outperform other tiers on the platform, driven by deep personal connections and direct conversations.

Creators are Concentrated in Entertainment and Fashion & Beauty

The largest creator pool is in Entertainment and Fashion & Beauty. The strategy is to bridge the gap between lifestyle storytelling and conversion performance. Brands should partner with creators who can seamlessly integrate products into their daily narratives, transforming awareness into sales.

Influencer vertical breakdown

Most popular content verticals among influencers



Top 3 verticals

Entertainment
29.99%

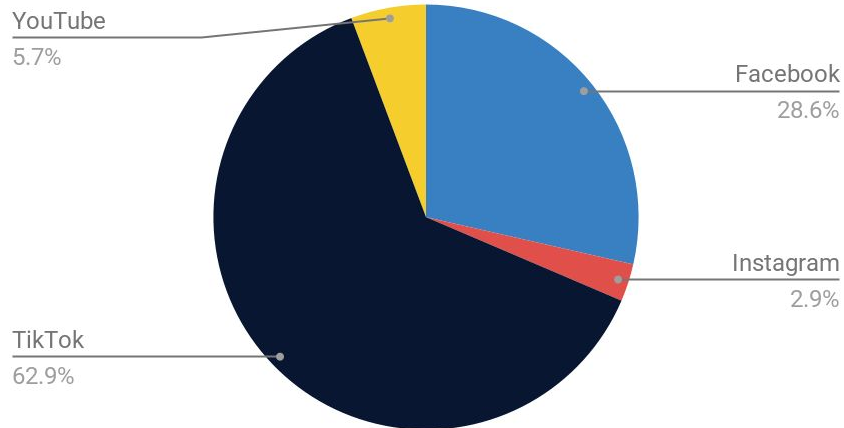
Fashion & Beauty
19.69%

Food & Drink
7.39%

Influencer marketing

01

Social media platforms mostly used for influencer marketing in 2025



The Vietnamese influencer marketing landscape is decisively dominated by **TikTok** and **Facebook**, which together account for **over 90% of campaign usage**. This high concentration confirms that the market prioritizes fast-paced, authentic, trend-centric, and community-driven content alongside a seamless 'discovery-to-purchase' journey.

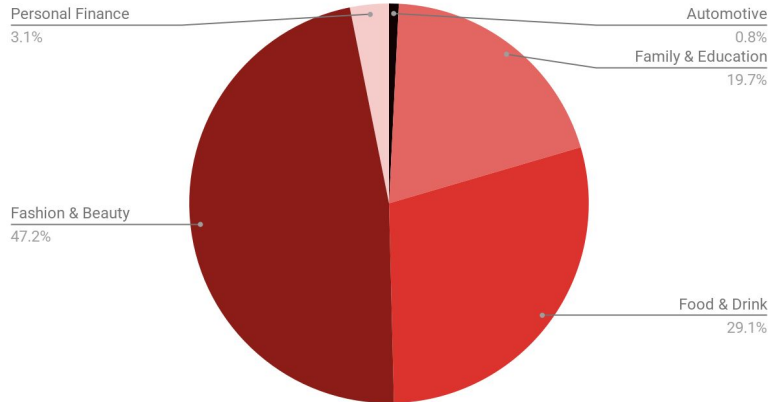
For brands in Vietnam, the strategic focus must be a multi-channel approach, with TikTok and Facebook as the most active platforms due to their scale, creator availability, and evolving media and commerce capabilities. Brands can utilize these platforms flexibly to influence the full-funnel consumer journey. On Facebook, communities can spark massive virality and influencers can build deep trust through detailed storytelling and social proof. Similarly, TikTok has moved beyond entertainment; it is now a high-trust ecosystem where authentic reviews and 'shoppertainment' drive immediate sales.

YouTube and Instagram can be selectively activated to complement core channels, adding format diversity, deeper storytelling, or targeted reach for specific audience segments.

Influencer marketing

02

Industries that leverage influencer marketing the most in 2025

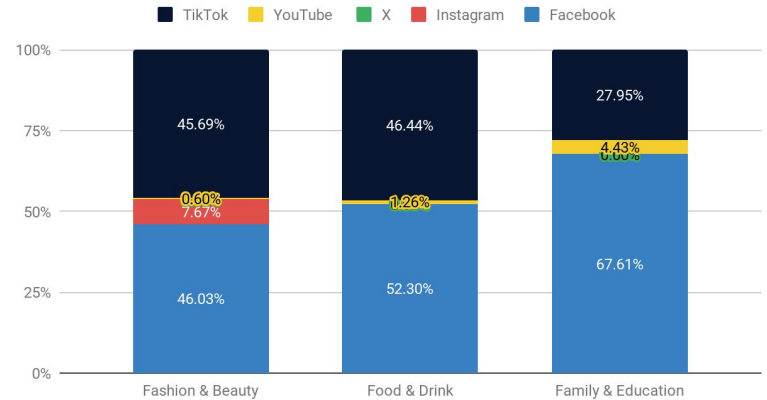


Over 90% of Vietnam's influencer marketing investment is concentrated in the Fashion & Beauty, Food & Drink (FMCG), and Family & Education (Mom & Baby) sectors.

This indicates that Vietnamese consumers prioritize authentic reviews and peer validation in daily essentials and lifestyle categories, positioning influencer reviews as a critical trust-building touchpoint that supports conversion.

03

Top 3 industries and where they spend on influencer marketing



The distribution of campaign investment is heavily led by TikTok and Facebook, which commands the largest budget share in all three top industries. Their popularity is driven by their effectiveness as all-in-one platforms supporting the full consumer journey, enabling brands to stay present where audiences are most active and shorten the path from discovery to purchase.

Median engagement rates on social media

	Nano-influencers (1k-10k followers)			Micro-influencers (10k-100k followers)			Macro-influencers (100k-1M followers)		
	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile	1st Quartile	Median	3rd Quartile
Facebook	2.73%	9.24%	27.18%	0.88%	1.60%	2.39%	0.70%	1.07%	1.62%
Instagram	0.21%	1.92%	4.71%	0.05%	0.91%	2.69%	1.03%	1.03%	2.30%
YouTube	0.24%	0.99%	5.07%	0.08%	0.36%	1.61%	0.13%	0.13%	0.54%
TikTok	2.55%	16.18%	78.15%	0.43%	2.90%	14.46%	2.38%	2.38%	6.95%

**Random sampling of 4k influencers in Vietnam with 1,000 to 1,000,000 followers, across all influencer verticals.*

TikTok leads the market with superior median engagement rates (ER) across all influencer tiers. Facebook remains the only other platform with strong engagement, creating a unique dual-platform dynamic in Vietnam.

In particular, Facebook **Nano-influencers** achieve high engagement because they operate on a personal, high-trust level. Unlike larger creators, Nano-influencers often have direct connections with their followers - typically friends or community members - resulting in more meaningful two-way conversations and 'real-life' validation.

Recommendations for brands

Build long-term KOL partnerships, not one-off campaigns

Vietnam is a community-driven market where trust is built through repeated exposure and familiarity. Long-term KOL partnerships allow brands to embed consistently within creator communities, turning influence into accumulated trust and conversion rather than one-off attention.

Recommendation:

- Offer exclusive partnership and support to retain creators and improve content quality
- Shift KOLs from “reviewers” to brand advocates

Design multi-touchpoint, cross-channel journeys

In Vietnam, consumer decisions are rarely made on a single platform. They can discover products on TikTok and convert through Facebook. This makes creators critical not only for awareness, but as continuous drivers across the consumer journey.

Recommendation:

- Strategically deploy different creator types across the funnel
- Connect multi-touchpoints into a seamless flow

Recommendations for brands

Deploy hyper-personalized, platform-native content

Performance depends on both platform fit and audience relevance. Customers engage and convert when the content matches their persona, habit, interest. Hyper-personalization allows brands to preserve creator authenticity while maximizing performance across TikTok's fast discovery environment and Facebook's trust-driven communities.

Recommendation:

- Personalize messaging by creator type and platform role
- Scale impact via content repurposing, paid amplification, and commerce integration

Continuously optimize via trend-led experimentation

Vietnam's social platforms move in short cycles, where trends, formats, and creator momentum shift quickly.

Recommendation:

- Run weekly trend analysis
- Evolve the creator mix dynamically to sustain relevance and efficiency

Key Takeaways

Future consumer habits and platform trends
shaping 2026 success.



Key takeaways

TikTok for Reach, Instagram for Brand Equity

TikTok is now Southeast Asia's primary awareness engine, dominating reach and delivering the highest engagement rates across markets. Instagram remains the core platform for brand equity and aesthetic storytelling, leading influencer activity in mature markets.

Nano and Micro-Influencer are the Primary Drivers of Performance

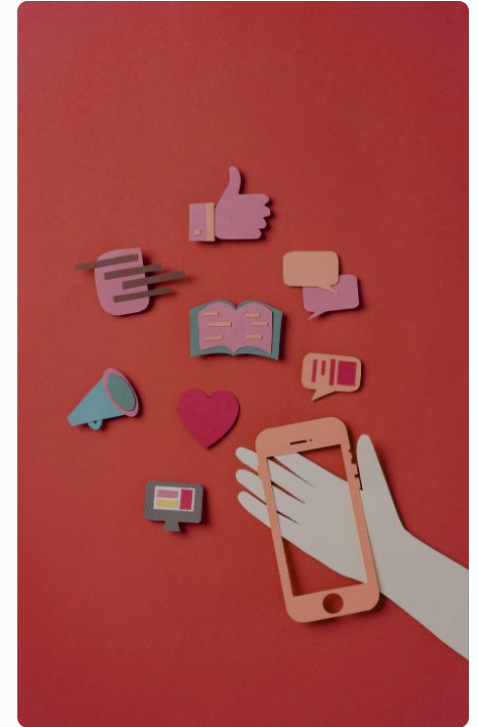
Nano and Micro-influencers lead performance, consistently outperforming Macro and celebrity tiers through higher engagement and community trust.

Platform Ecosystems are Market-Specific

APAC markets operate on distinct platform ecosystems. For example, Malaysia and Singapore are seeing XHS emerge as a key channel for high-intent lifestyle research, while Vietnam remains largely dominated by Facebook.

Investment is on TikTok; Creators are in Entertainment & Fashion

APAC is moving toward performance-first influencer marketing. Markets like Indonesia, Japan, Vietnam, and Malaysia now prioritize measurable outcomes, driven by the rise of social commerce and affiliate-led sales.



Case Study

Discover how leading brands leveraged AnyTag's data-driven insights to execute award-winning campaigns.



Dove's Pinktober #BeautyBeyondMirror

Malaysia



Objective

Raise breast health awareness among Malaysian women and strengthen Dove's brand connection to self-care.

Execution Strategy



20 Creators

Activated Nano-, Micro- & Macro-influencers via AnyTag



Content Format

Personal stories, self-care, and breast health content on Instagram, TikTok & XHS



Offline Activation

Partnered with BCWA Murni mobile clinic for free clinical breast exams



Online Contest

100 free mammograms offered to audiences selected by creators



RESULTS

208K+

TOTAL VIEWS

137K+

TOTAL REACH

6K+

ENGAGEMENTS

22.59%

ENGAGEMENT RATE

459

CONTEST ENTRIES

GOOD BOY has it all. Now streaming on Prime Video

Philippines



Objective

Build regional awareness and anticipation for GOOD BOY's launch across the Philippines, Thailand, and Indonesia through K-drama-relevant influencers and real-time event coverage. Sustain post-launch momentum with episodic reactions and exclusive content to drive viewership and strengthen Prime Video platform affinity through strong CTAs and consistent branding.

Execution Strategy



12 Creators & Celebrities

Activated influencers & celebrities via AnyTag



Content Format

IG Story & Reels, TikTok videos, event coverage, reactions, interviews, PR articles



Cross-Border Engagement

Creators & celebrities from Thailand, Philippines and Indonesia



RESULTS

43.1M+

TOTAL VIEWS

2747.35%

ROI

(Total Values Achieved/EXT Rate) x 100

Dove "Friyay" Campaign

Singapore



Objective

- Boost awareness of Dove 2-step body care regime - foam & scrub as a pampering ritual.
- Drive product usage by owning "Friyay" Fridays as a weekly Dove self-care ritual.

Execution Strategy



4 Creators

Activated 2 Micro- & 2 Macro-influencers via AnyTag



Custom Jingle

Produced by local artist, Benjamin Kheng



Content Format

Authentic lifestyle content on Instagram & TikTok



Campaign Management

Real-time tracking & campaign management



RESULTS

980K+

TOTAL VIEWS

276.6%

USERS REACH

9K+

ENGAGEMENTS

**Micro
Creators
Achieved**

500K+

TOTAL VIEWS

3K+

ENGAGEMENTS

Lazada's Epic Birthday Sale 2025

Singapore



Objective

Generate buzz & emotional connection during a major e-commerce event.

Execution Strategy



133 Creators

Activated Nano- & Macro-influencers via AnyTag



Surprise Giveaway

2,000 hippo coin banks giveaway + \$500 cash prize incentive



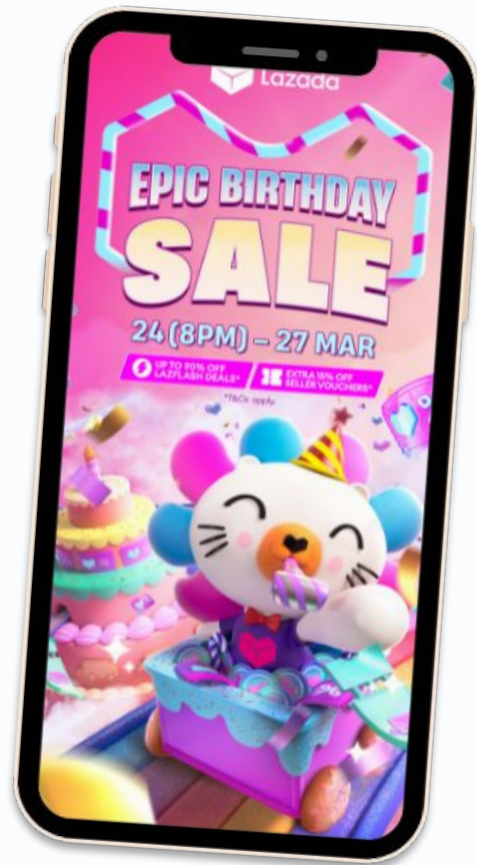
Content Format

Authentic unboxing videos on Instagram & TikTok



Branded Hashtags

#LazadaSGBdaySale and #DontBreakTheBank



RESULTS

158K+

TOTAL VIEWS

138K+

TOTAL REACH

13K+

ENGAGEMENTS

Canon PowerShot V10 #CanonCompanion

Singapore



Objective

Drive awareness & sales among young, lifestyle audiences.

Execution Strategy



6 Creators

Activated influencers via AnyTag



Twitch Live Stream

One streamer showcasing the product



Content Format

Creators posting daily vlog content



TikTok Shop Live

One influencer promoted the product during live

**This campaign was selected as the Bronze winner in the Influencer Marketing category at the 13th annual edition of the Marketing Excellence Awards.*

RESULTS

54.39%

ORGANIC REACH

8K+

ENGAGEMENTS

\$S44K

+

GMV

70+

PURCHASES



Get fresh. Beat the hangover with HANGster.

Thailand



Objective

- Brand repositioning to build a clear brand image.
- Expanding product awareness within a broader target group under a limited budget.
- Increasing understanding of product benefits and driving purchase decisions.

Execution Strategy



50+ Creators

Activated via AnyTag platform; with interests in entertainment, music, food & beverage, and etc



Real, Authentic Content

Creators tried & showcased real product benefits in their own style, encouraging trial at the right moment.



Data-Driven Influencer

Leveraged AI-powered KOL search and audience insights to identify creators aligned with the product and target consumers



One Dashboard Performance

Centralized performance data into one dashboard, enabling real-time monitoring and optimization

RESULTS

7M+

TOTAL REACH

430K+

ENGAGEMENTS

> \$0.01

CPR



Cetaphil "3-Layer Moisture Coat" Campaign

Vietnam



Objective

Position Cetaphil Moisturiser as a Gen Z winter essential by increasing awareness, engagement, penetration, and Q4 2024 sales during the peak moisturizing season.

Execution Strategy



30+ Communities & 100+ KOLs/HCPs

Leveraged multi-layered creator storytelling & educational touchpoints to drive full-funnel impact via AnyTag



Connecting with Gen-Z's culture

Leveraged Gen Z's diverse passions in fashion, travel, and makeup to build a ritual of moisturizing care.



Insight & Big Idea

Translated 3-layer moisturizing system into "3-Layer Moisture Coat" based on "clothing-layering" Gen-Z's insight



Cross-Industry Collaboration

- Drove product trial and conversion through Uniqlo "Buy a Coat, Get a Moisture Coat"
- Traveloka Travel-Shoppertainment Mega Live



RESULTS

+159%

SALES UPLIFT
In Q4 2024 vs Q4 2023

8M+

TOTAL VIEWS

250K+

ENGAGEMENTS

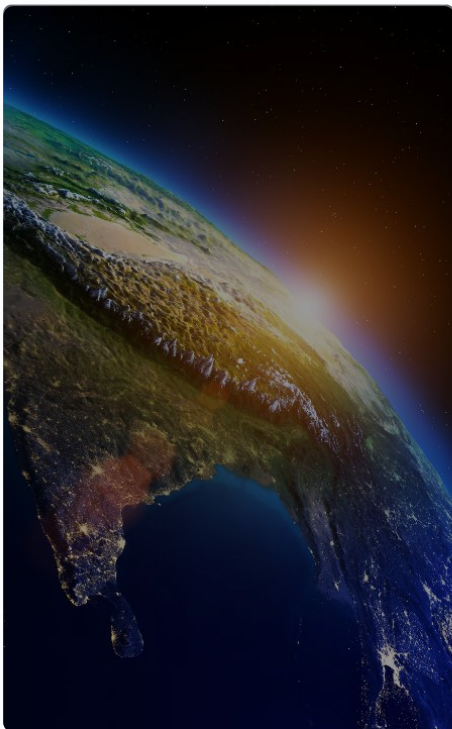
+5.9ppt

AD RECALL

+2.4ppt

BRAND ASSOCIATION

Future Outlook



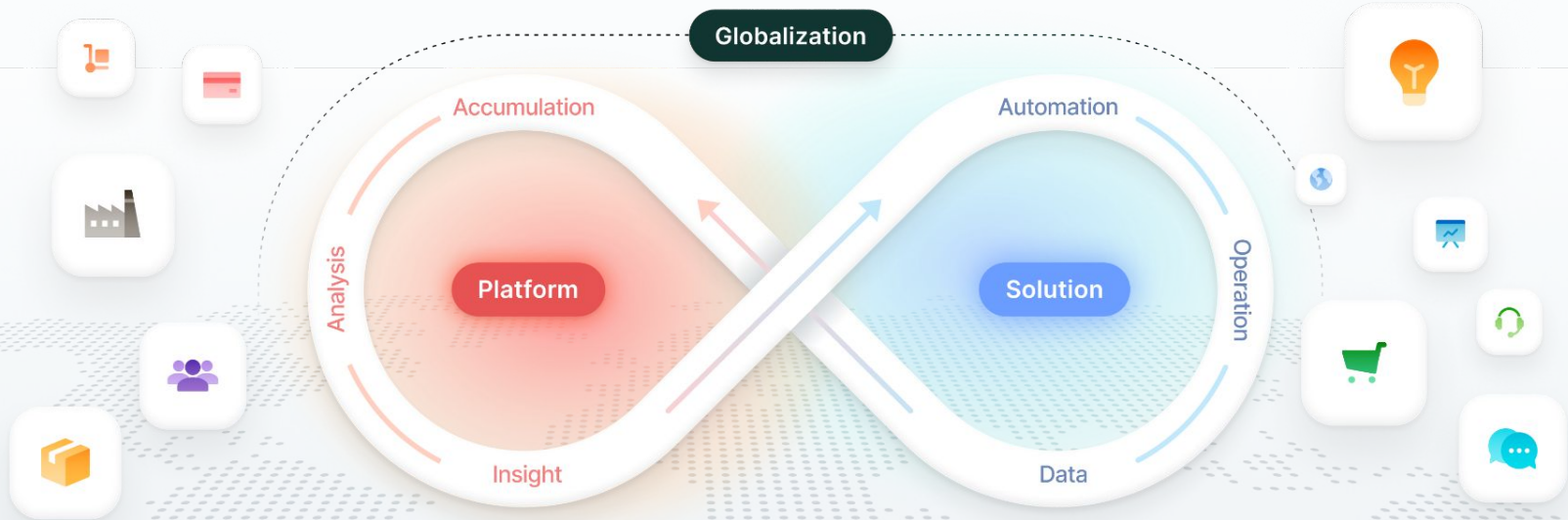
Influencer marketing in Asia is rapidly integrating into the commerce ecosystem. Moving forward, success will depend on long-term creator partnerships over one-off campaigns, with a focus on Nano and Micro creators who drive trust and conversions within niche communities. Live commerce and shoppable content will mature, especially on TikTok Shop and Xiaohongshu, making social platforms direct sales channels.

AI will enhance content creation but not replace human authenticity, which remains critical in high-consideration verticals. Brands will need modular, cross-platform content strategies, adapting core assets for Reels, Shorts, and emerging formats, to maximize reach efficiently. Xiaohongshu will solidify its role as a high-intent discovery platform beyond its current strongholds.

Metrics will shift from engagement to revenue-linked KPIs, tying influencer activity directly to sales and ROI. In short, influence is becoming transactional, and brands that build integrated, locally nuanced creator ecosystems will lead in 2026 and beyond.

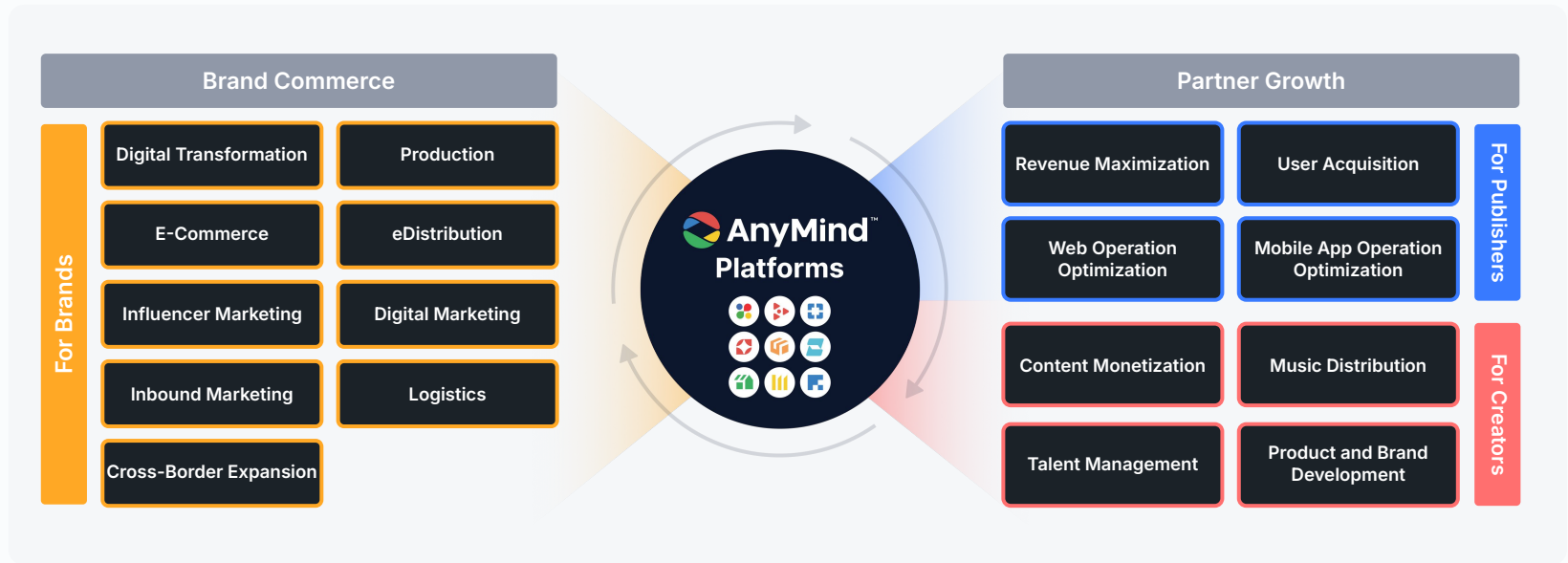
Supporting enterprise growth through BPaaS

BPaaS provides an additional layer of value on top of SaaS (software-centric) and BPO (operations-centric), by providing greater flexibility, scalability and automation to the entire business process lifecycle.



Solutions powered by proprietary technology

Enterprises, publishers and creators can leverage synergistic networks and data.





Thank you.

Contact Us

Learn more about the entirety of our offerings, or specific platforms that suit your needs through the QR code on your right. Reach out today to our team to receive a consultation catered for your business.

<https://anymindgroup.com/>



*Our team will get back to you as soon as possible.