



# Hong Kong Instagram influencer marketing spending report (2022Q1)

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

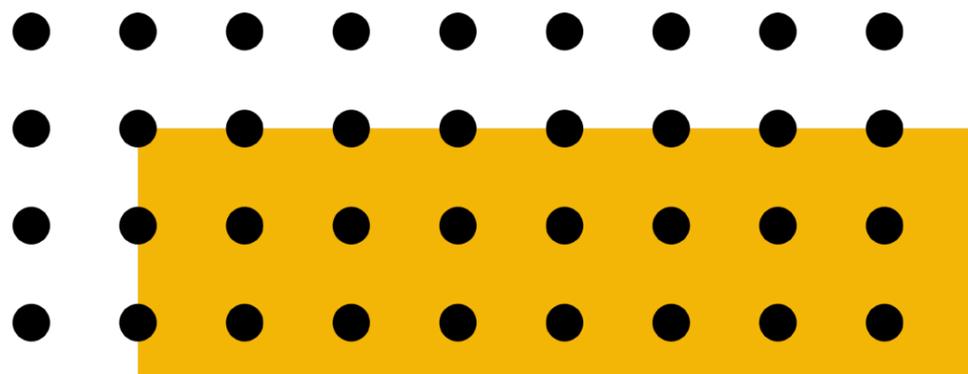
# Methodology

This report analyses the usage of Hong Kong Influencers on Instagram in 2022Q1 (i.e. January to March). All data points are provided by Cloudbreakr analytic engine, collected from respective social media channels.

Over a total of 16,000 social media accounts are being monitored daily in Hong Kong, including 12,000 influencers and 4,000 brand accounts from local and international, which are categorised into 23 industries from Clothing, Footwear & Accessories to Travel & Hospitality, etc. (Full list as shown in the table).

## How do we identify branded content?

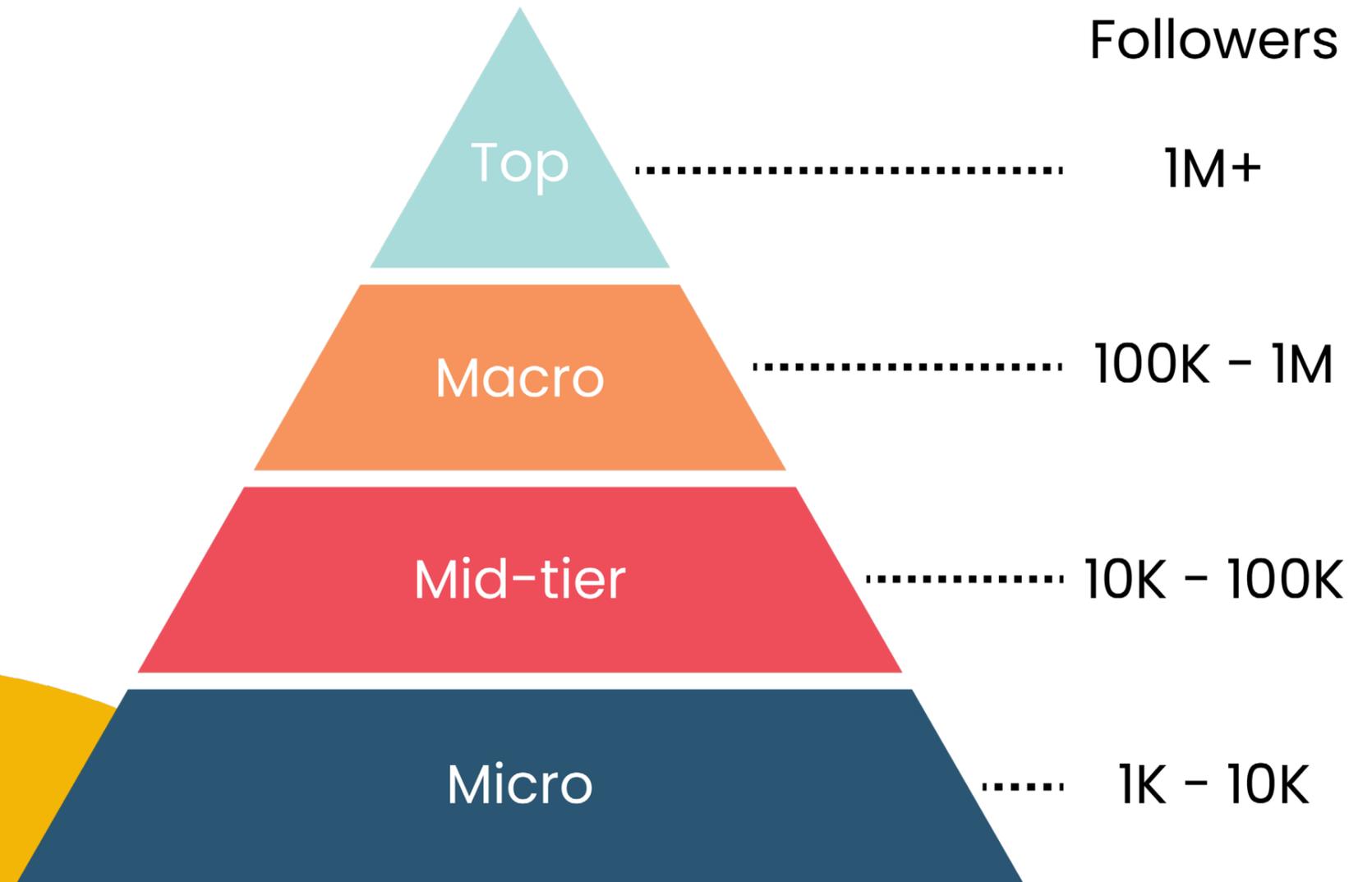
All content which contains hashtags with brand name or brand specific keywords, is considered as branded content.



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

# Definitions of Influencer Tiers

Tiers of Influencers are defined by follower size. They are placed into 4 categories: Top, Macro, Mid-tier, Micro influencers. The followers range of each tier is shown on the right, calculated based on the total followers of a single influencer across all social media platforms.



**HK\$111 million**  
influencer marketing spending

**718**

brands engaged influencers for marketing campaigns

**2,506**

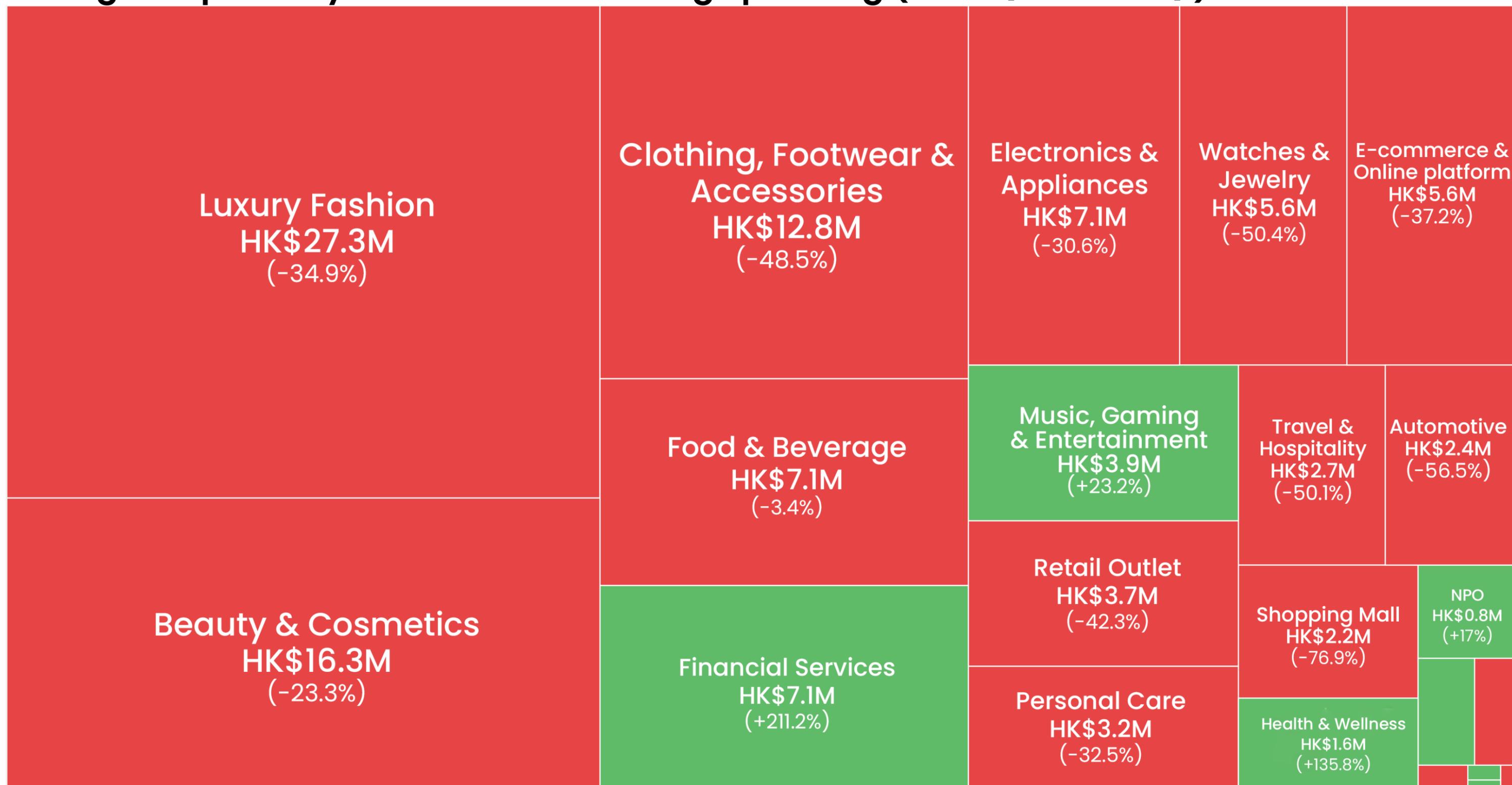
influencers are involved



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

\*\*This report only covers Instagram influencer spending.

# Change in quarterly influencer marketing spending (2022Q1 vs 2021Q1)

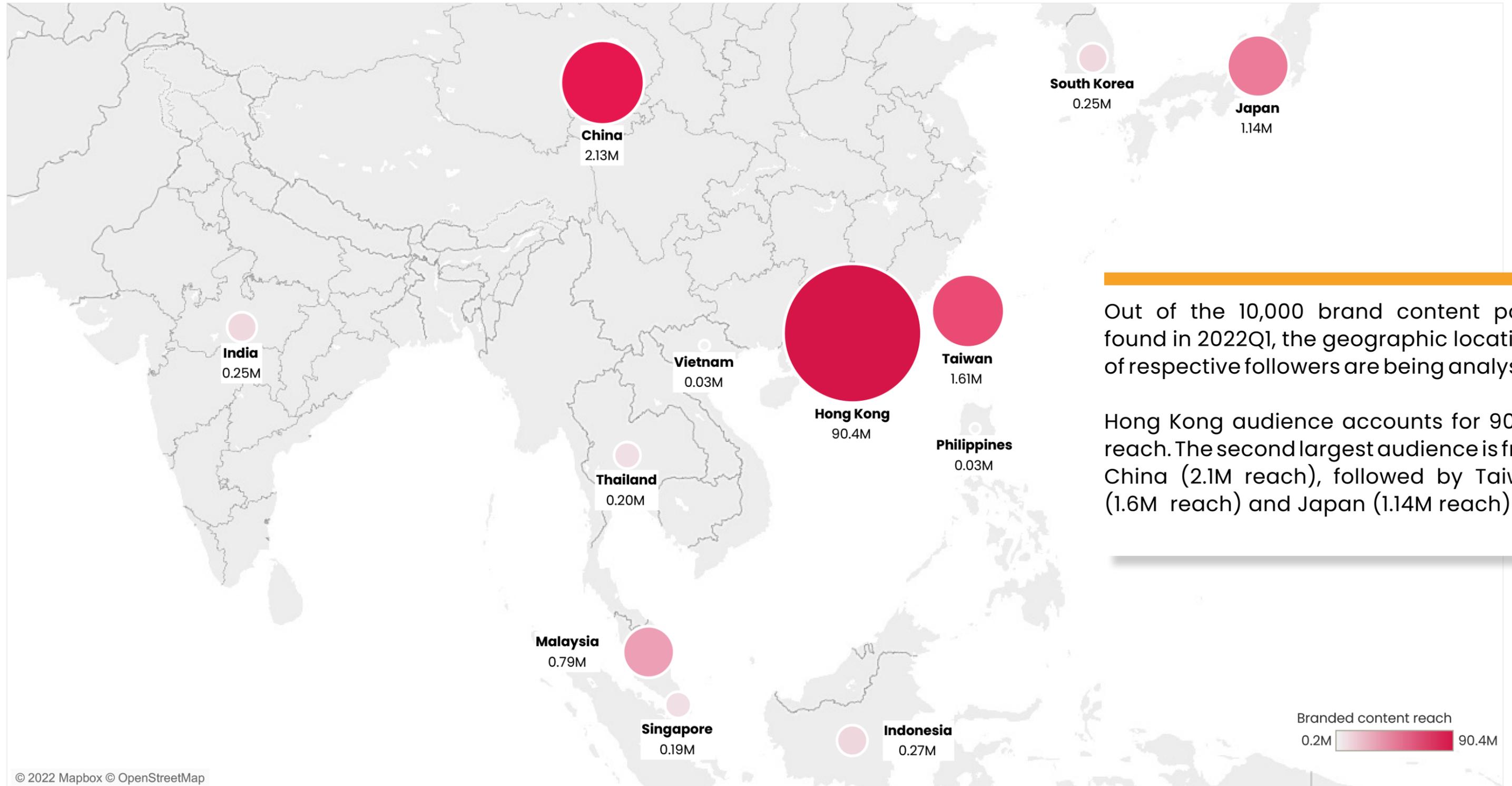


We recorded HK\$111M influencer marketing spending in 2022Q1. Compared to 2021, the overall spending dropped 34.4% (2021Q1: HK\$169M).

Affected by the 5th wave of COVID in Hong Kong, industries such as **Beauty & Cosmetics**, **Travel & Hospitality** and **Shopping Mall** had the greatest cut in influencer marketing budget.

**Financial Services industry**, **Music, Gaming & Entertainment** and **Health & Wellness** recorded an increase of influencer marketing spending in 2022 compared to 2021.

# Target Audience

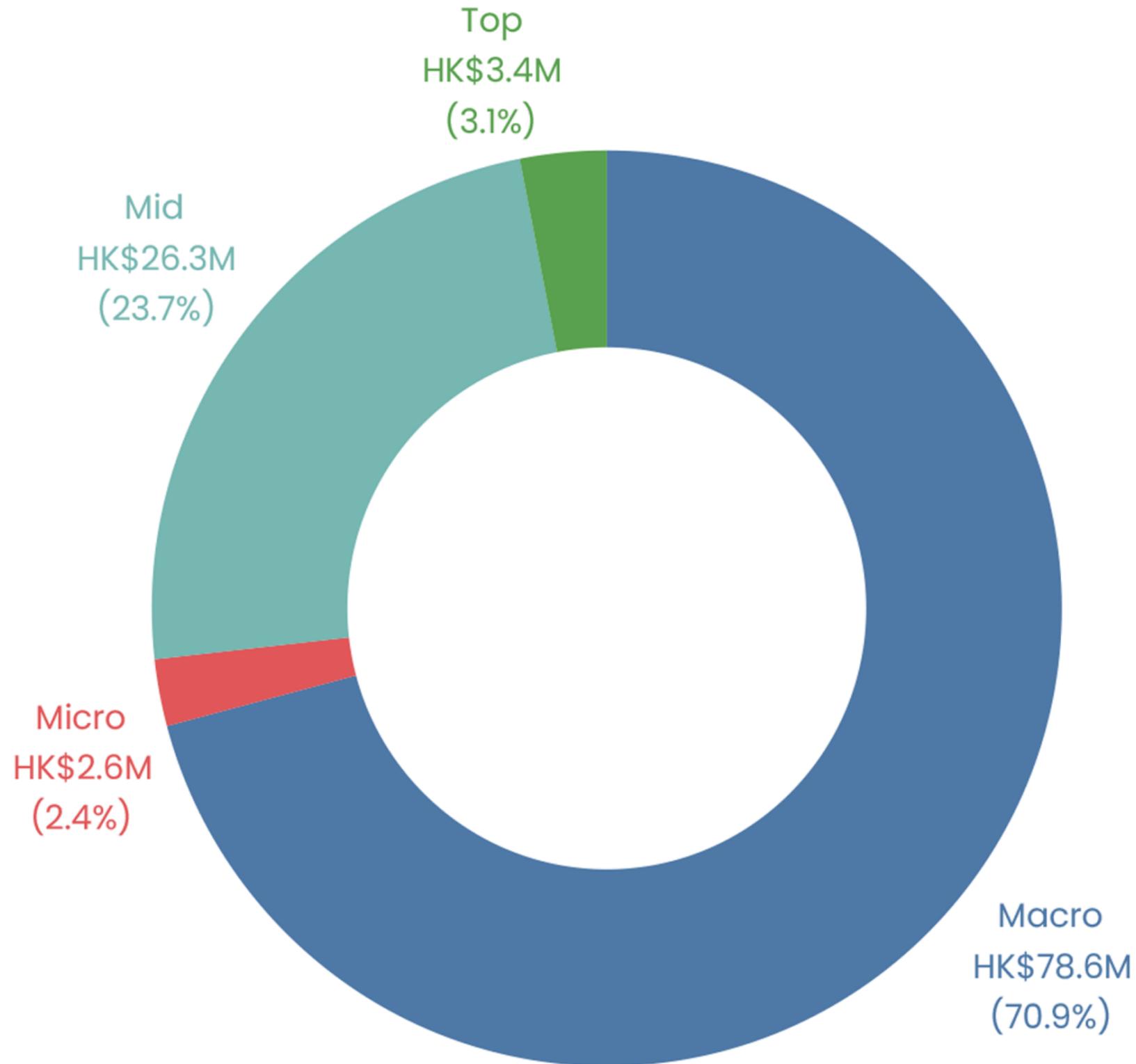


Out of the 10,000 brand content posts found in 2022Q1, the geographic locations of respective followers are being analysed.

Hong Kong audience accounts for 90.4M reach. The second largest audience is from China (2.1M reach), followed by Taiwan (1.6M reach) and Japan (1.14M reach)

\*The calculation has eliminated the fake followers by Cloudbreakr fake follower index. The reach shown above is real Instagram users.

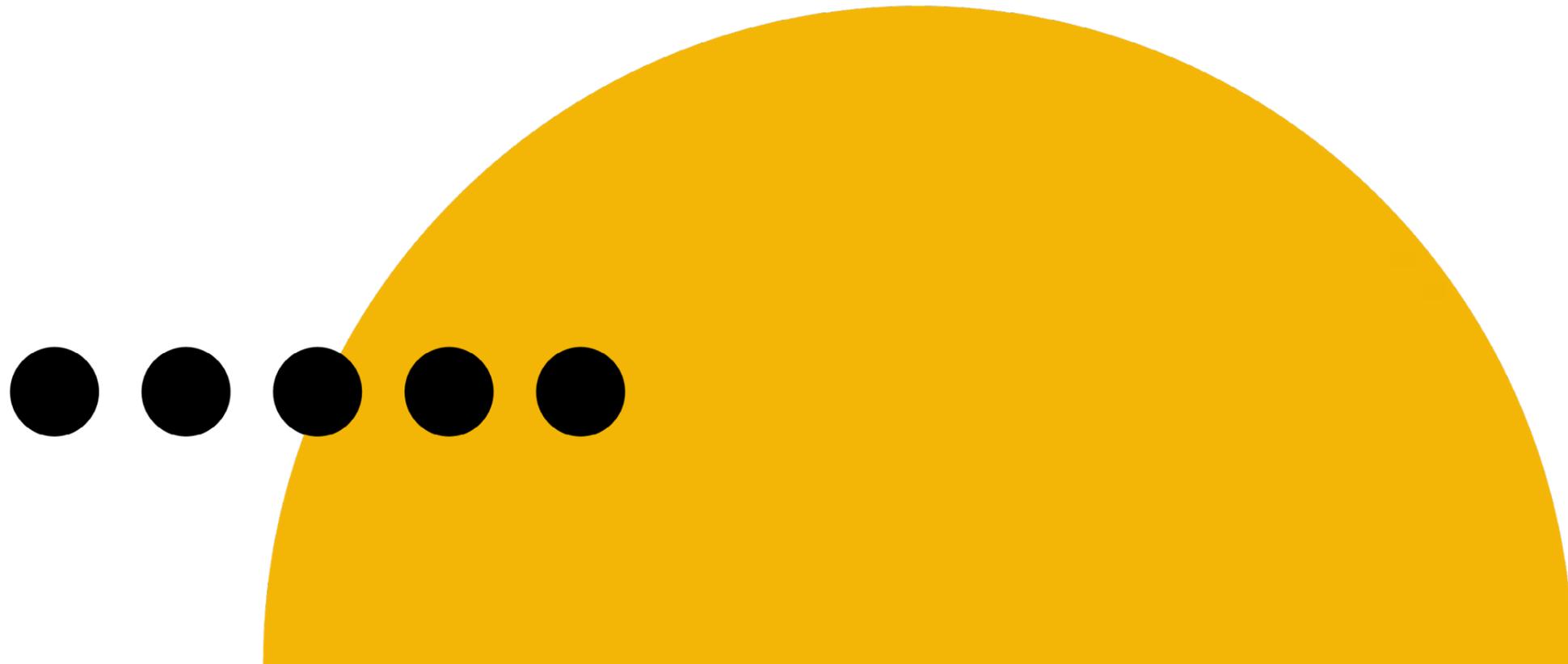
# Spending by influencer tiers



Although macro influencers only make up to 5.4% of the influencer population in Hong Kong, they are accounted for 70.9% (HK\$78.6M) of overall influencer marketing spending in 2022Q1. Some notable macro influencers are Keung To (姜濤), Anson Lo (盧瀚霆), Jeffery Ngai (魏浚笙) and Jeannie Ng (吳家忻).

In 2022Q1, a significant of brand's marketing budget is assigned to macro influencers to create top of mind awareness. Our data shows that there is a great tendency for brands to use macro influencers as brand advocates, in favour of large audience size and professional social media content creation.

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

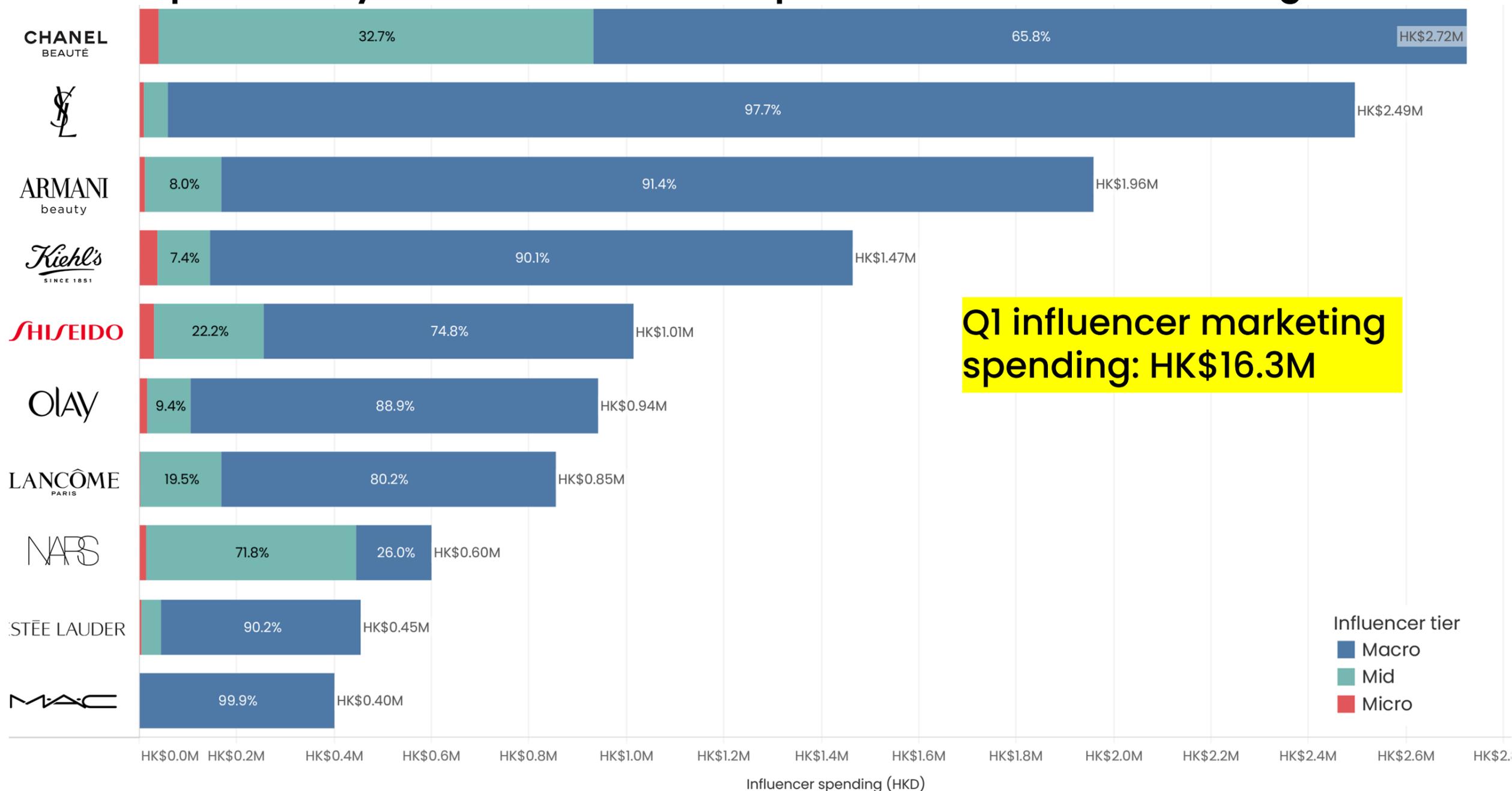


# Beauty & Cosmetics

There is a total of HK\$16.3M influencer marketing spending on Beauty & Cosmetics industry in Q12022. Luxury beauty brand **CHANEL BEAUTÉ** spends the most (HK\$2.7M) followed by YSL beauty (HK\$2.5M).

In general, macro influencers are the major contributors to this industry. Since macro influencers have a large followers base, they are very good at creating brand resonance and spreading out the brand's message. It is worth noting that CHANEL BEAUTÉ used a mix of macro and mid-tier influencers (Macro: 65.8%; Mid-tier: 32.7%) in their influencer marketing strategy. While macro influencers help building brand awareness in the market, mid-tier influencers reinforce the message, share experience and interact with the audience to generate more sales.

## Top 10 beauty & cosmetics brands spent on influencer marketing in Q1

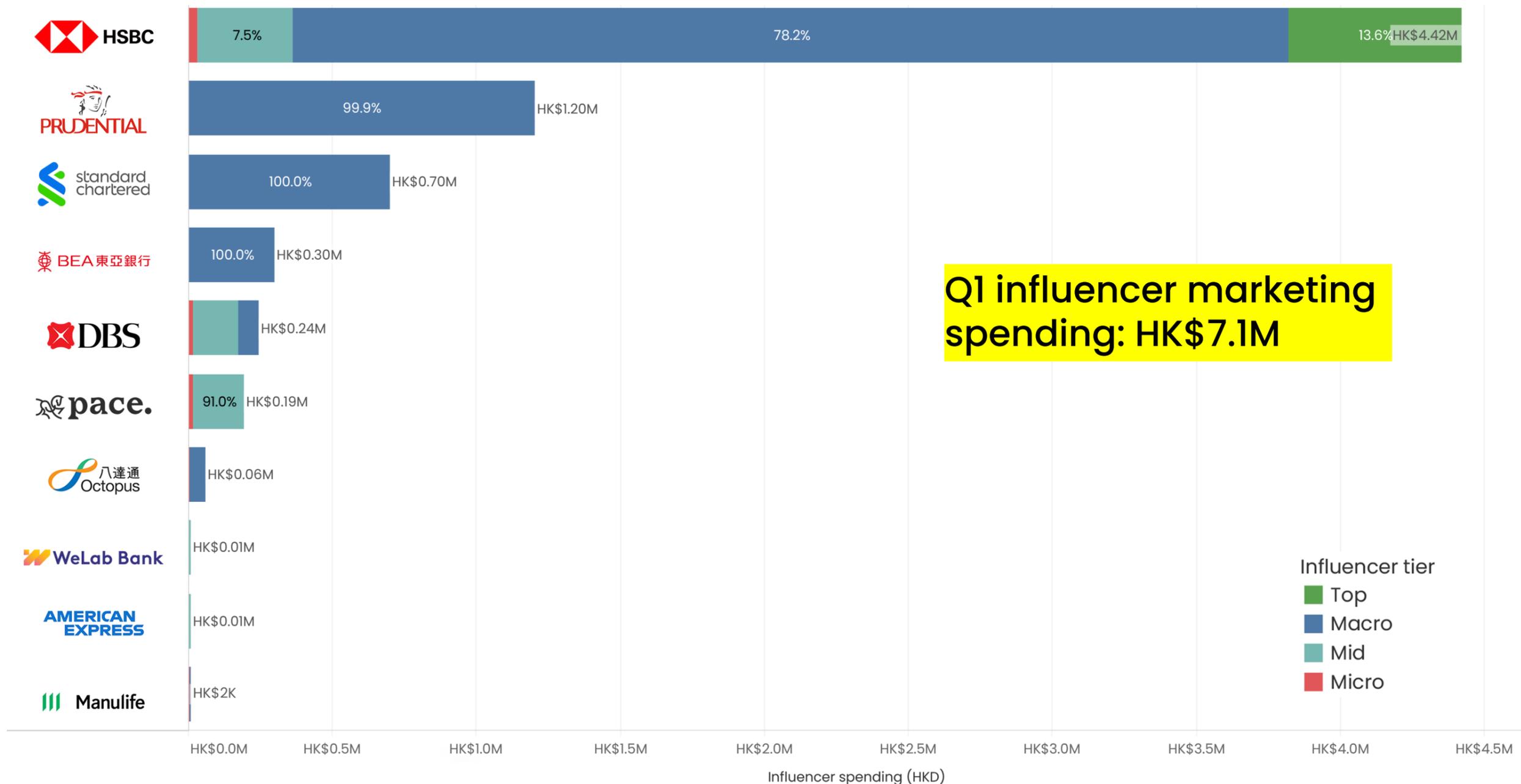


# Financial Services

There is a total of \$7.1M influencer marketing spending on Financial Services industry in Q12022. **HSBC** is the leading company (HK\$4.4M) followed by Prudential Hong Kong (HK\$1.2M).

HSBC has allocated a significant amount of marketing spending on influencers in Q1, targeting **GenZ** via engaging influencers as brand advocates. In February, HSBC's mobile payment platform "Payme" launched a campaign "群組利是", featuring today's macro-influencers and celebrity Keung To (姜濤) and Day (許軼) from Cantopop girl group "Collar". In March, HSBC also collaborated with Cantopop boy band "Error" and influencer Jessica Chan (陳芷臻) from YouTube channel "Trial and Error" to promote their services.

## Top 10 financial services brands spent on influencer marketing in Q1



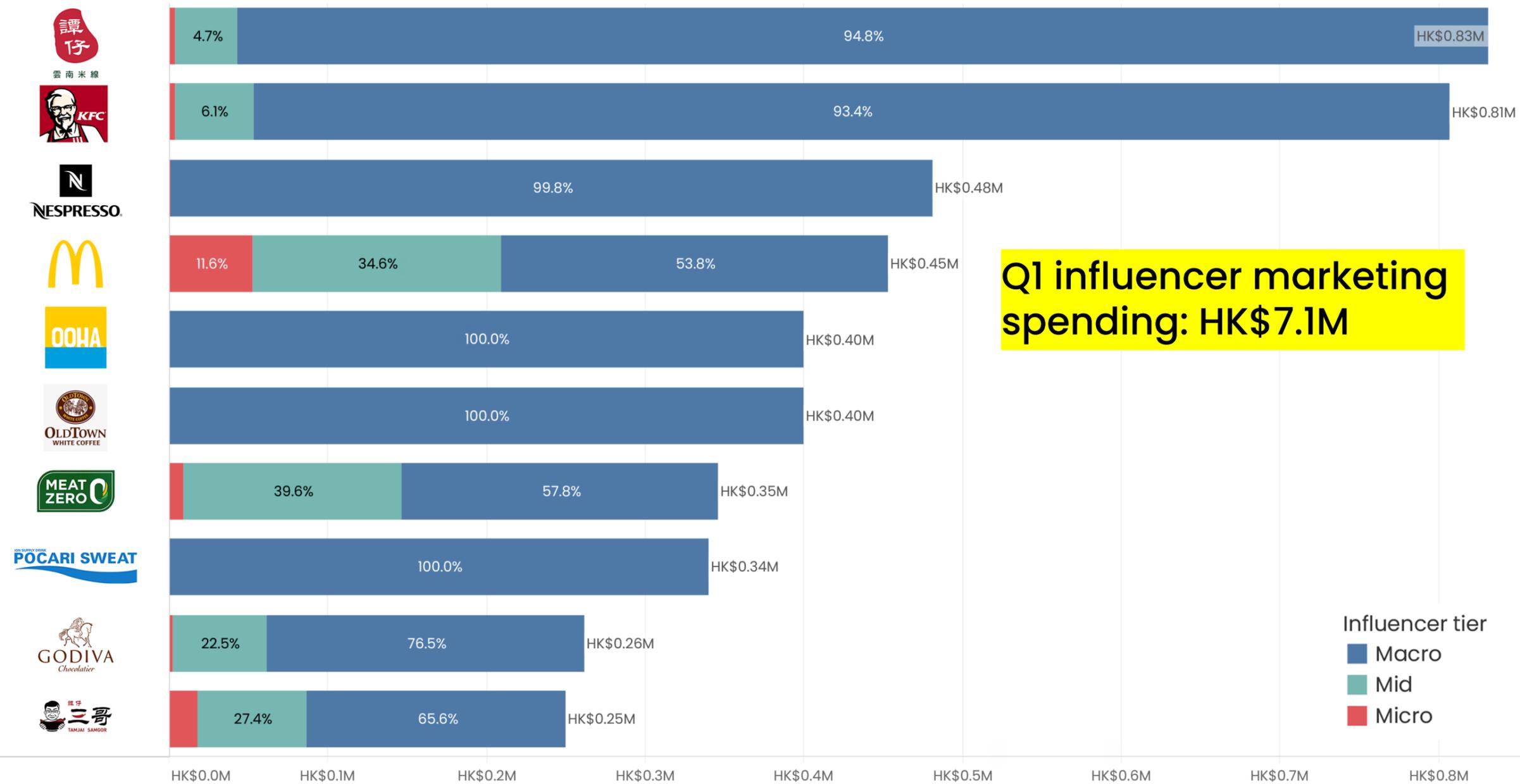
# Food & Beverage

A total of HK\$7.1M influencer marketing spending was recorded in Food & Beverage industry in Q12022. 譚仔雲南米線 and **KFC** are the leading companies which spend the most (HK\$0.8M each).

譚仔雲南米線 has been very active in engaging influencers with their latest campaigns. Influencers who match with their local, fun and playful characteristics such as **903 阿正** and **七仙羽** to promote their food menus. Meanwhile, KFC collaborated with popular Cantopop girl group “Collar” to promote chicken product - 爆脆雞 in February. The 3rd largest spending company, Nespresso also worked with Jeremy Lau (柳應廷) in CNY with hashtag #柳暖花春.

In contrast, McDonald has a different approach on influencer marketing. The company focuses on engaging influencers with smaller followers’ sizes in their latest campaigns. In Q1, McDonald has used more than 100 micro and mid-tier influencers to promote McCafe coffee with not less than \$0.2M marketing budget.

## Top 10 F&B brands spent on influencer marketing in Q1



Q1 influencer marketing spending: HK\$7.1M

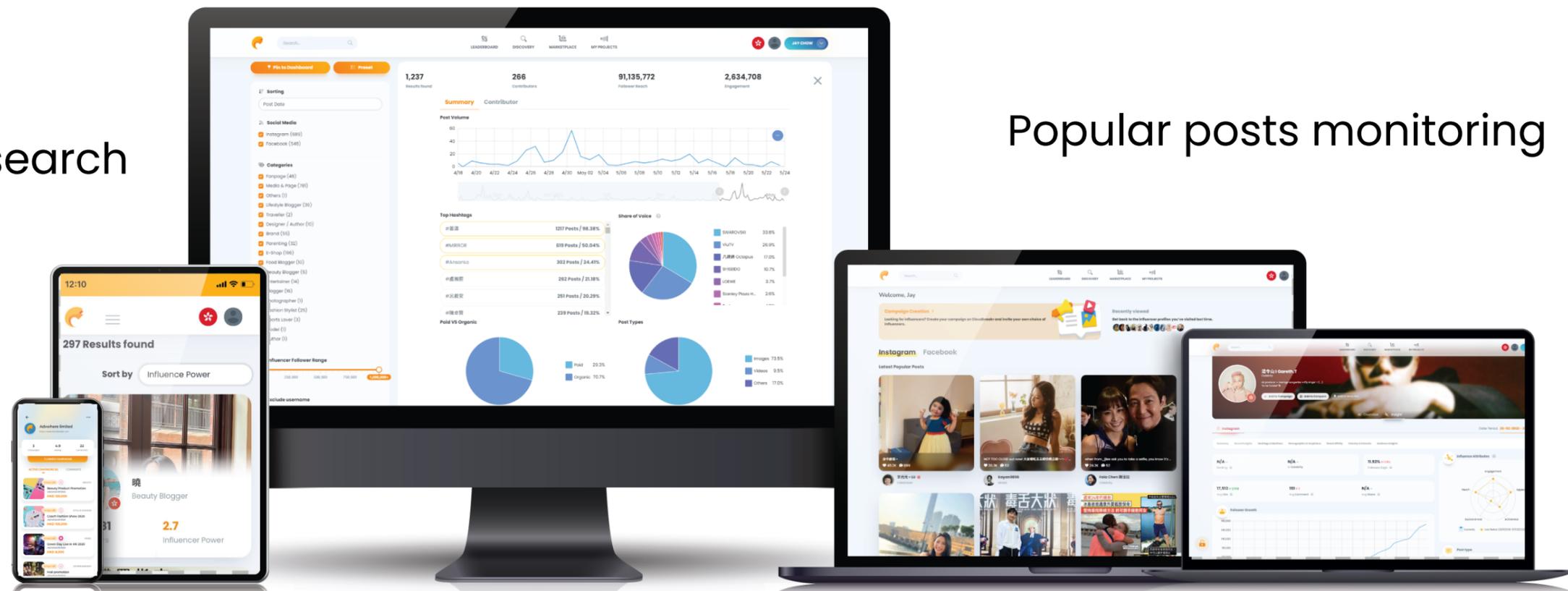
Influencer tier  
 ■ Macro  
 ■ Mid  
 ■ Micro

# Power up your influencer marketing strategy

Social listening

Influencer search

Popular posts monitoring



Influencer campaign management

Influencer profile analysis

Plan and execute your influencer marketing from a different perspective.

Reach out now

## About Cloudbreakr

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

### Media Contact:

Jay Chow

+852 6310 5556

[jay.chow@cloudbreakr.com](mailto:jay.chow@cloudbreakr.com)

### Sales Contact:

Leo Siu

+852 6088 5431

[leo@cloudbreakr.com](mailto:leo@cloudbreakr.com)

