

MARKETING

Global fashion influencer market worth \$6.82B in 2024: report

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Online shopping is gaining steam in the traditionally brick-and-mortar-oriented luxury space. Image credit: WPP

By ZACH JAMES

Online influencers' role in the luxury scene is growing, according to the latest findings from British advertising agency and holding company WPP.

In its latest report, the firm breaks down the five trends at the forefront of luxury and influencer commerce. With social media creators' reach and advertising power expanding over time, WPP found that 27 percent of U.K. fashion and beauty consumers have bought luxury items directly through platforms such as Instagram and TikTok, potentially signaling a coming surge of online shopping in the space.

"This research demonstrates a remarkable shift in luxury consumer behavior," said Rahul Titus, global head of influence at WPP-owned advertising agency Ogilvy, in a statement.

"The accessibility and convenience of social commerce are redefining how shoppers, particularly younger demographics, engage with and acquire high-end fashion and beauty products," Mr. Titus said. "Brands must adapt to this evolving landscape by prioritizing authentic influencer partnerships and creating seamless shoppable experiences that cater to the on-demand expectations of today's luxury consumers."

For the ["Beyond the Runway: five trends shaping the future of influencer commerce"](#) report, WPP worked alongside Ogilvy and influencer marketing firm The Goat Network to put together a collection of insights on the present and future of social media-driven luxury commerce. WPP also enlisted market researcher YouGov to survey 2,111 U.K.-based adults between Feb. 4 and 5; 479 of the respondents are apparel and beauty shoppers who follow influencer recommendations.

Engaging creators

The global fashion influencer market is booming, as it was worth \$6.82 billion in 2024, and it is expected to sport a growth rate of 38 percent by 2030.

WPP spotlighted five key areas set to dictate the burgeoning luxury arena in the coming years: developing relationships with authentic social media marketing voices, harnessing the power of micro-influencers in luxury niches, creating seamless purchasing avenues on social platforms, partnerships with influential creators and aligning brand values with consumers.

As [#LondonFashionWeek](#) highlights the growing power of fashion influencers, our new playbook, *Beyond the Runway*, developed with [@Ogilvy](#) [@TheGoatAgency](#), explores how brands can leverage this \$6.82 billion market.

Download: <https://t.co/sFLK2XH91q> [#socialcommerce](#) [#influencers](#) pic.twitter.com/nGO9ls3Ufq

WPP (@WPP) February 24, 2025

On the first point, creating genuine engagement is, as always, the leading driver of viewers' luxury sales. Nearly half, 49 percent, of those surveyed purchased an item after watching an in-depth review from a creator they trust, leading all categories, with styling tutorials providing the second-largest sales conversion percentage of 39 percent.

The report's authors point out that brands need to be cautious and selective with the influencers they choose to collaborate with, as picking those who align with the maison's specific style and aesthetic, rather than the largest follower count, will drive the most sales. These specialized voices could hold a greater weight than those of mass-market voices, who will have a more general fan base that is less likely to click "buy."

With more than a quarter of respondents already having opted to purchase luxury items on social media platforms, the importance of streamlining the experience could prove paramount to brand loyalty, especially among the receding younger high-end consumer demographic ([see story](#)), which places speed and on-demand service above all else.



Nearly half of those surveyed trust recommendations from expert reviews, meaning there is still room outside of the digital influencer market. Image credit: Dolce & Gabbana

TikTok, despite a currently volatile operational outlook ([see story](#)), remains a key driver of industry trends, with the platform greatly influencing the overall market, but specifically contributing to consumer desires in high-end fashion resale ([see story](#)) and in global travel ([see story](#)).

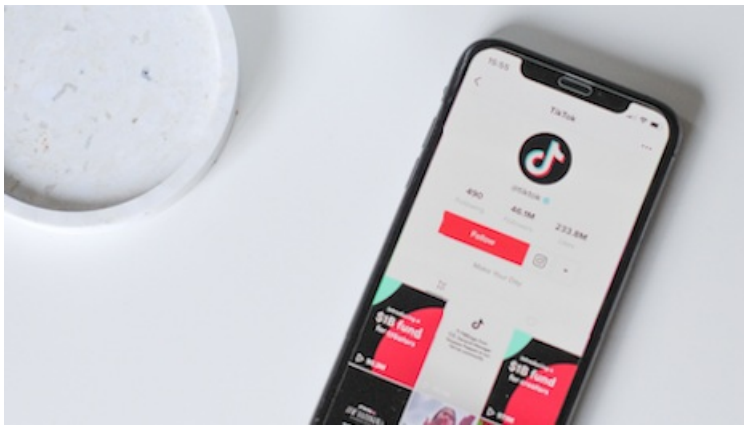
"The rise of social commerce for luxury goods presents an incredible opportunity for brands to connect with new audiences and drive significant growth," said Ellie Hooper, head of client at The Goat Agency, in a statement.

"The key to success lies in understanding the nuances of this evolving landscape," Ms. Hooper said. "By leveraging authentic influencer content, integrating shoppable experiences, and focusing on building trust with discerning consumers, brands can unlock the full potential of social commerce and establish a strong presence in this exciting new market."

Working together

With the influencer market growing, the report's authors state the importance of building lasting relationships with influencers sooner rather than later.

Continued, sustained collaborations will build brand alignment with these individuals and help enhance overall marketing storytelling by engraining these partnerships into the narratives told through campaigns and activations.



Influencer partnerships could open luxury labels up to entirely new demographics of online shoppers. Image credit: Unsplash

Some brands are already doing this, with U.S. beauty group Estée Lauder Companies working directly with TikTok to support up-and-coming creators in the cosmetics niche ([see story](#)) and French luxury fashion resale platform Vestiaire Collective running a sustainability-centered campaign, titled “Change Your Feed, Change the World,” exclusively through influencer partners ([see story](#)).

The latter example closely ties in with WPP’s final point: aligning brand values with the talents chosen to market products. According to the survey, 39 percent of respondents closely consider the creator’s personal and political views before following their recommendation.

Performing the due diligence to pick influencers that mirror the maison’s public personas could prove paramount to the success of the collaboration.

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