cloudbreakr™

Hong Kong Influencer Marketing Spending Report (2024)

An overview of influencer marketing spending in Hong Kong

Methodology

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

This report tells you the influencer marketing activities and is based on an extensive collection of social media posts on Instagram and Facebook in 2024. Our advanced analytic engine covers over 20,000 influencers and content creators in Hong Kong, providing a comprehensive view of the influencer marketing landscape.

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

How do we identify brand sponsored content?

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

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

How do we calculate the influencer cost?

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

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

cloudbreakr

Definitions of Influencer Tiers

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

Top Influencers: These are typically the most well-known and influential individuals on social media platforms, often with millions of followers. They are usually celebrities or high-profile personalities, and their endorsement can have a significant impact on a brand's visibility and reputation.
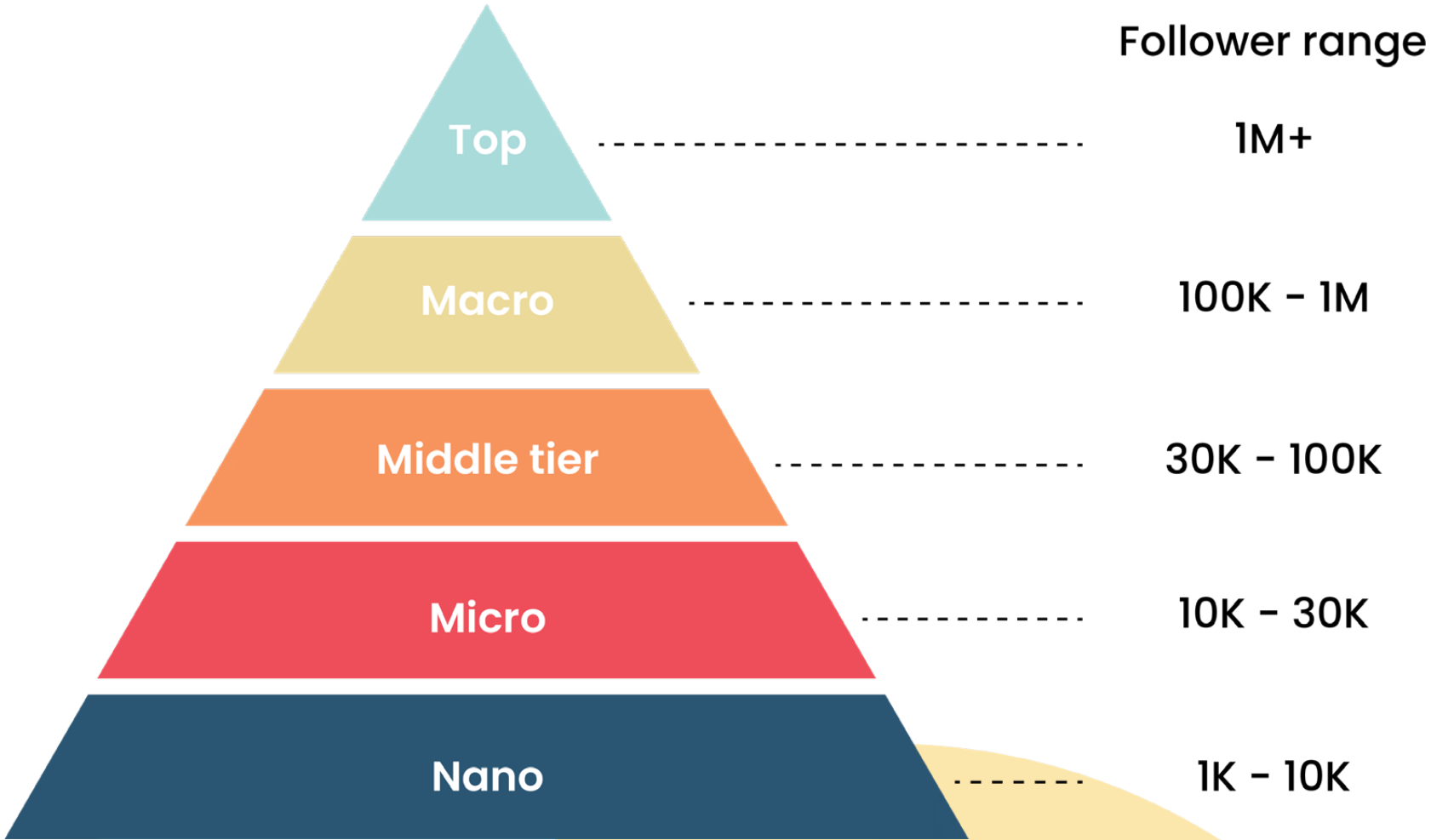
Macro Influencers: These influencers have a large following, typically ranging from 100,000 to 1 million followers. They have a broad reach and can help brands reach a wider audience. They are often industry experts, thought leaders, or social media stars.

Middle-Tier Influencers: These influencers have a following ranging from 30,000 to 100,000 followers. They are often experts in a specific niche and have a dedicated following that is highly engaged with their content.

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

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

Follower range

Tier	Follower range
Top	1M+
Macro	100K – 1M
Middle tier	30K – 100K
Micro	10K – 30K
Nano	1K – 10K

cloudbreakr

In 2024,

HK$531 million (-1%)
Influencer marketing spending

1,637 (-5.3%)
brands engaged Influencers for marketing campaigns

4,720 (-10%)
Influencers are involved

* The percentage change is compared to 2023 data.

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

**This report only covers Instagram and Facebook.

cloudbreakr

Overall spending in 2023 vs 2024

In 2024, the Hong Kong influencer marketing landscape experienced a slight contraction in overall spending, reaching **HK$531 million**, a **1% decrease** compared to 2023. The average monthly expenditure stood at approximately HK$44 million. This reduction in spending coincided with a decrease in the number of brands utilizing influencer marketing, with **1,637 brands** engaging in such activities, representing a 5.3% decline from the previous year. Furthermore, the total number of collaborations between brands and influencers also saw a significant drop of 10%, totaling **4,720 collaborations** in 2024.

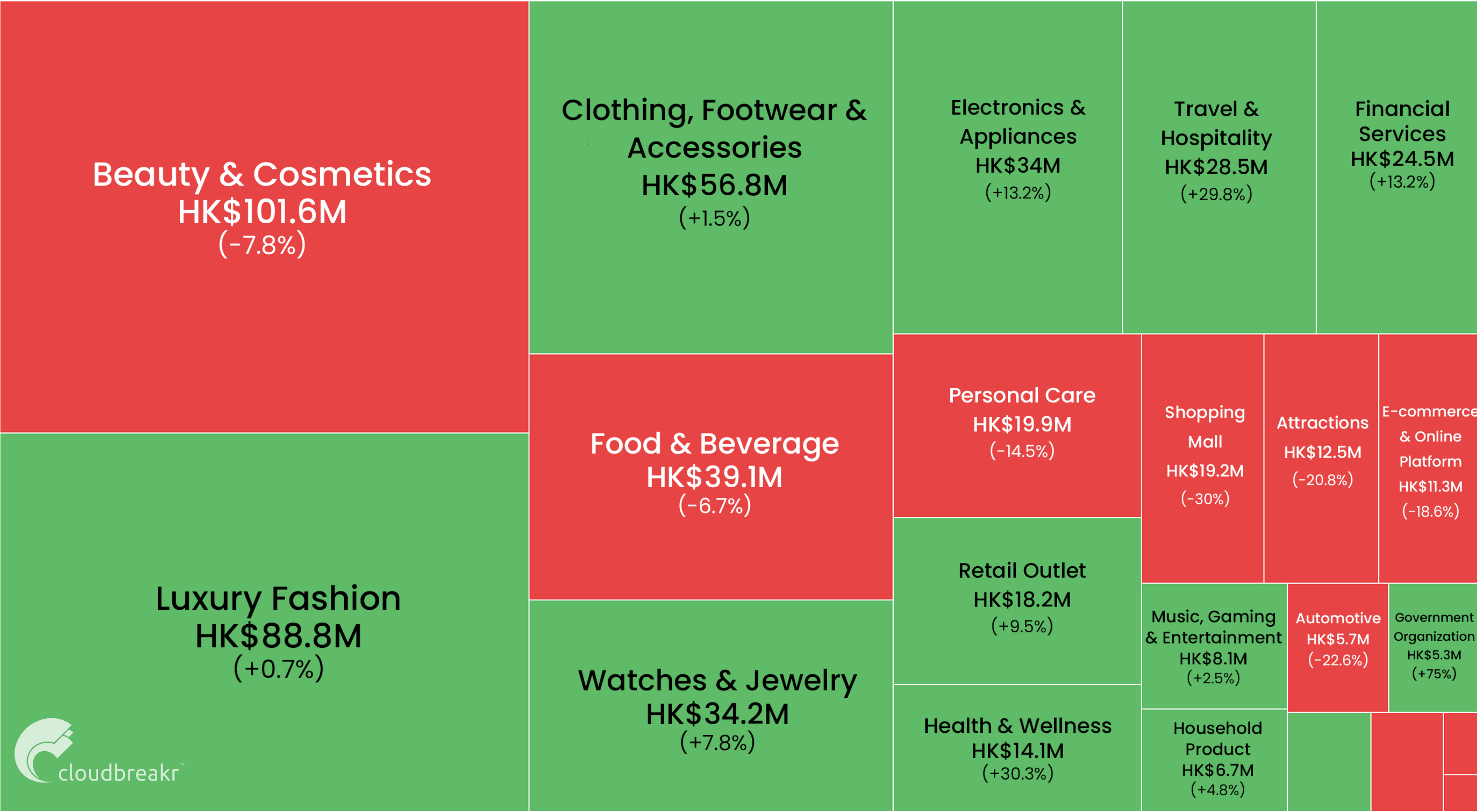**Key Observations and Trends:**

The data indicates a notable **strategic shift** in how brands approach influencer marketing in Hong Kong. A significant trend observed is the move away from large-scale, high-profile collaborations, particularly those involving popular boy band MIRROR, towards engaging a wider network of smaller, potentially more niche-focused influencers.

2023　　2024

2024 Average: HK$44m

2024
$531M

⬇1% of total influencer marketing spending in 2024
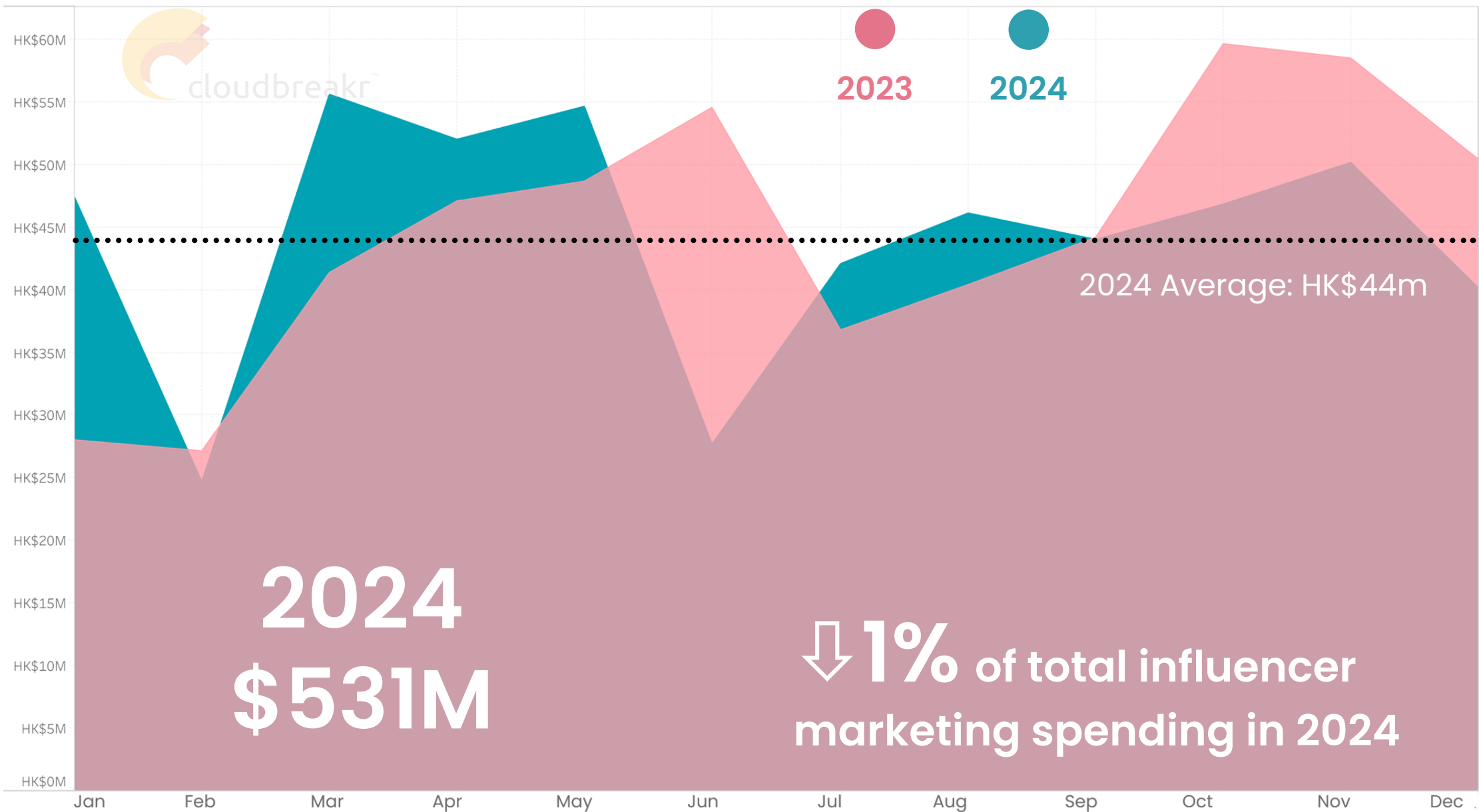
The number of micro-influencers collaborating with brands experienced a significant decrease, falling from 1,649 in 2023 to 729 in 2024. This substantial reduction could be attributed to several factors, including brands consolidating their influencer partnerships or potentially shifting focus towards nano-influencers (those with even smaller, highly engaged audiences) or mid-tier influencers.

The 2024 performance of the influencer marketing sector in Hong Kong reflects a market in transition. While overall spending and engagement numbers have declined, the underlying shift in strategy towards smaller, more targeted influencer collaborations suggests a move towards potentially more efficient and ROI-driven campaigns.

Industry contribution in 2024

Beauty & Cosmetics
HK$101.6M
(-7.8%)

Clothing, Footwear & Accessories
HK$56.8M
(+1.5%)

Electronics & Appliances
HK$34M
(+13.2%)

Travel & Hospitality
HK$28.5M
(+29.8%)

Financial Services
HK$24.5M
(+13.2%)

Luxury Fashion
HK$88.8M
(+0.7%)

Food & Beverage
HK$39.1M
(-6.7%)

Personal Care
HK$19.9M
(-14.5%)

Shopping Mall
HK$19.2M
(-30%)

Attractions
HK$12.5M
(-20.8%)

E-commerce & Online Platform
HK$11.3M
(-18.6%)

Retail Outlet
HK$18.2M
(+9.5%)

Music, Gaming & Entertainment
HK$8.1M
(+2.5%)

Automotive
HK$5.7M
(-22.6%)

Government Organization
HK$5.3M
(+75%)

Watches & Jewelry
HK$34.2M
(+7.8%)

Health & Wellness
HK$14.1M
(+30.3%)

Household Product
HK$6.7M
(+4.8%)

cloudbreakr

* The percentage change is compared to 2023 data.

cloudbreakr

Top 3 key industries in 2024

1. Beauty & Cosmetics

In 2024, Hong Kong's beauty and cosmetic industry saw influencer marketing spending reach **HK$101.6 million**, a 7.8% decrease. Active players included **Chanel Beauty**, **Shiseido**, **La Mer**, **Guerlain**, and **Charlotte Tilbury**. Over 7,643 social media posts featured collaborations with over 1,600 celebrities and influencers. This decline suggests a potential shift towards more strategic influencer selection despite continued strong social media engagement within the sector.


Beauty & Cosmetic Industry Influencer Marketing Spending
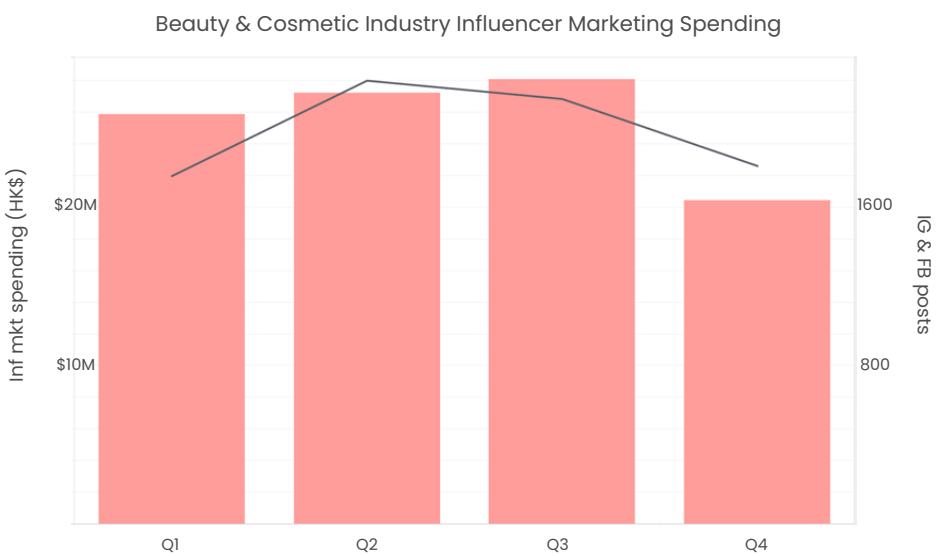
2. Luxury Fashion

In 2024, Hong Kong's luxury fashion industry experienced a slight increase in influencer marketing spending, reaching **HK$88.8 million**, a +0.7% rise from the previous year. Key active brands included **Louis Vuitton**, **Fendi, Burberry**, **Gucci**, and **Maje**. These brands generated 3,512 social media posts through collaborations with over 1,000 celebrities and influencers. This modest growth suggests the continued, albeit cautious, reliance on influencer marketing by luxury brands in the region, utilizing a significant number of collaborations and social media content.


Luxury Fashion Industry Influencer Marketing Spending
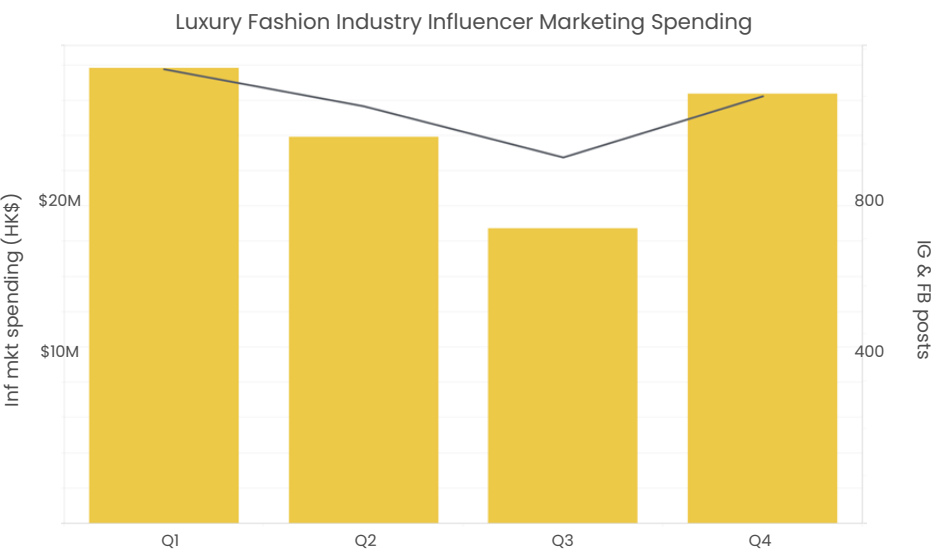
3. Clothing, Footwear & Accessories

The industry saw a slight increase in influencer marketing spending, reaching **HK$56.8 million**, a +1.5% rise compared to the previous year. Key players in this space included **Uniqlo**, **Rimowa**, **MLB**, **Casetify**, and **Adidas**. All brands collectively generated 5,178 social media posts through collaborations with over 1,700 celebrities and influencers. This modest growth, coupled with a significant number of collaborations and social media content, indicates the continued importance of influencer marketing for clothing brands in reaching a wide audience and driving engagement in the Hong Kong market.

Clothing, Footwear & Accessories Industry Influencer Marketing Spending

cloudbreakr
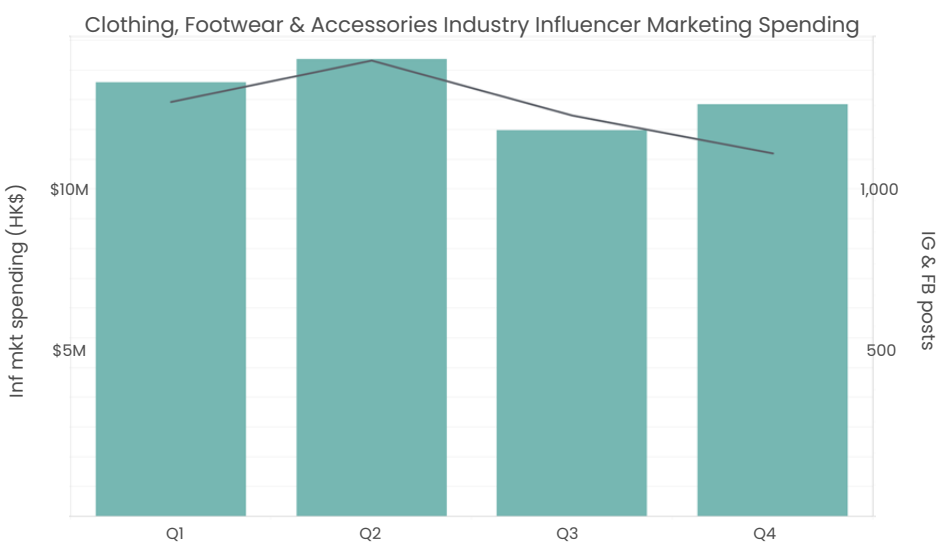
Declining Influencer Participation
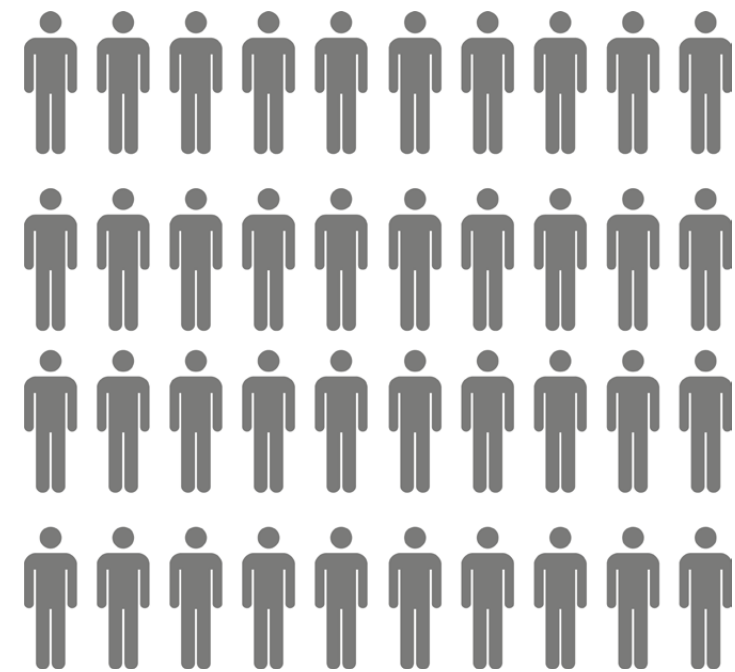
2023

5,247 influencers

2024

4,720 influencers

Tiers	2023	2024
Top	26	26
Macro	669	691
Mid	1,209	1,254
Micro	1,649	729
Nano	3,277	2,682

The huge decrease in micro-influencer participation (from 1,649 to 729) and a substantial drop in nano-influencer participation (from 3,277 to 2,682) strongly suggest that brands are moving away from broad collaborations with a large number of smaller influencers.

Reasons for the Decline:

Focus on ROI and Efficiency: Brands are likely seeking more measurable results and greater impact from their influencer marketing budgets. Managing numerous micro and nano-influencer relationships can be resource-intensive and may not always yield the desired return compared to more focused collaborations with influencers who have a proven track record and engaged audience.

Emphasis on Quality over Quantity: The sheer volume of smaller influencers may not guarantee effective reach or authentic engagement. Brands might be prioritizing influencers with stronger audience demographics alignment, higher engagement rates, and a more professional approach.

Potential Saturation: The market may have become saturated with a large number of micro and nano-influencers, leading brands to seek more differentiated and impactful partnerships.

* Influencer participation: Counted by measuring Instagram and Facebook posts that associated with brand sponsorship or collaboration.

cloudbreakr

2024 Top 30 Most Influential Celebrities

Ranking	Influencer	Influence Power*	IG Followers	IG Engagement	FB Followers	FB Engagement	YT subscribers	YT avg. views
1.	Tyson Yoshi	9.47	521,850	7.6%	25,634	2%	180,000	405,475
2.	魏浚笙	9.42	492,079	5.3%	59,397	2.3%	38,200	1,849,813
3.	蘇雅琳	9.41	363,477	8.9%	–	–	–	–
4.	張天賦	9.39	630,327	6%	19,484	3.2%	264,000	1,470,210
5.	林家謙	9.38	427,355	8.5%	36,772	5%	221,000	1,143,506
6.	陳蕾	9.37	306,016	5.1%	97,430	1.4%	165,000	386,236
7.	陳苡臻	9.37	308,881	6.6%	23,259	2.4%	–	–
8.	903阿正	9.30	329,346	4.6%	49,586	1.7%	–	–
9.	呂爵安	9.30	720,206	6%	88,327	5.3%	185,000	61,128
10.	邱士縉	9.27	299,929	8.2%	6,667	1.2%	–	–
11.	陳卓賢	9.25	618,184	5.5%	–	–	–	–
12.	許軼	9.22	295,397	6.9%	–	–	–	–
13.	王敏奕	9.19	493,006	3%	234,607	0.2%	–	–
14.	劉穎鏇	9.19	429,396	3.8%	307,299	0.9%	–	–
15.	江熚生	9.18	424,218	5.9%	80,713	5.9%	104,000	50,909

The above shows data from January 1 to December 31, 2024 on the Instagram, Facebook, and YouTube platforms. Their latest data could not be reflected here.
*Influence Power is a social media influence indicator developed by Cloudbreakr, scoring from 0 to 10. Combining six major social media metrics, Influence Power comprehensively and objectively reflects the influence of creators within a certain period.

cloudbreakr

2024 Top 30 Most Influential Celebrities

Ranking	Influencer	Influence Power*	IG Followers	IG Engagement	FB Followers	FB Engagement	YT subscribers	YT avg. views
16.	林明禎	9.18	1,555,595	3.7%	1,727,504	0.6%	–	–
17.	連詩雅	9.16	682,288	2.9%	550,764	0.5%	–	–
18.	張敬軒	9.14	1,225,599	2.4%	319,900	0.4%	–	–
19.	盧瀚霆	9.14	1,325,211	4.5%	160,370	3.2%	133,000	124,162
20.	吳家忻	9.13	351,345	4.1%	7,076	1.3%	38,600	25,116
21.	鄧麗欣	9.12	580,632	2.4%	247,922	1.2%	–	–
22.	柳應廷	9.10	414,577	4.8%	84,151	2.8%	–	–
23.	黃偉文	9.10	641,151	1.6%	218,292	2.4%	–	–
24.	袁澧林	9.10	374,623	3.2%	102,478	1.1%	–	–
25.	梁業	9.06	297,597	4.6%	33,465	5%	–	–
26.	佘詩曼	9.06	1,375,888	1.3%	706,750	0.6%	–	–
27.	周星馳	9.05	1,740,396	6.8%	–	–	–	–
28.	鄭裕玲	9.02	469,063	2.1%	–	–	377,000	697,271
29.	姜濤	9.02	1,028,698	3.7%	113,026	7.4%	–	–
30.	衛詩雅	9.01	400,514	1.6%	169,983	0.8%	222,000	209,580

The above shows data from January 1 to December 31, 2024 on the Instagram, Facebook, and YouTube platforms. Their latest data could not be reflected here.
*Influence Power is a social media influence indicator developed by Cloudbreakr, scoring from 0 to 10. Combining six major social media metrics, Influence Power comprehensively and objectively reflects the influence of creators within a certain period.

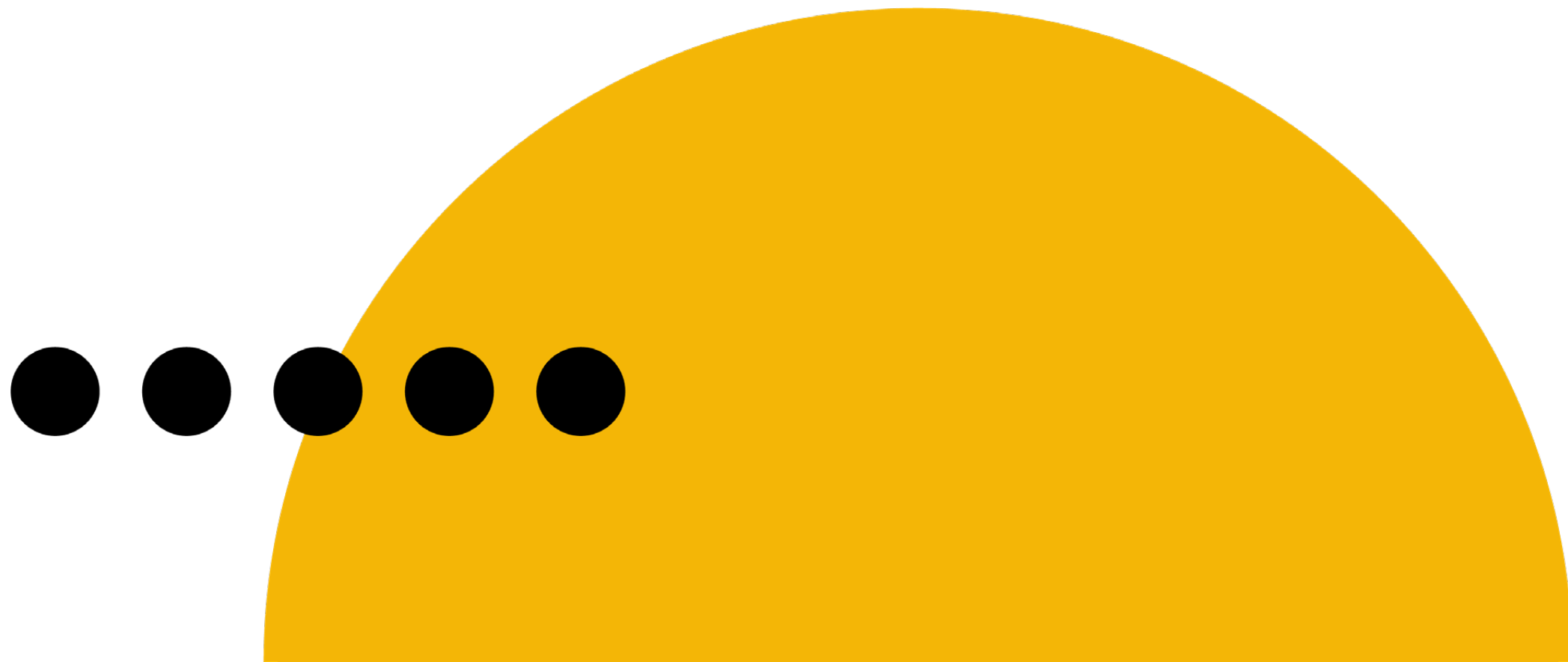cloudbreakr

2024 Top 30 Most Influential Content Creators

Ranking	Influencer	Influence Power*	IG Followers	IG Engagement	FB Followers	FB Engagement	YT subscribers	YT avg. views
1.	Torres Pit	9.42	373,844	8.6%	237,209	1.1%	1,100,000	683,313
2.	李元元 · 李斐斐	9.40	438,961	5.7%	-	-	-	-
3.	Jazzie	9.39	533,007	5.6%	-	-	-	-
4.	試當眞	9.38	414,809	3.8%	105,288	0.7%	545,000	153,440
5.	童童	9.36	327,654	5.7%	90,002	1.5%	82,400	71,692
6.	文健	9.36	633,054	7.5%	-	-	1,950,000	355,907
7.	Taylor R	9.34	786,149	6.4%	790,022	0.2%	1,400,000	570,499
8.	阿冰	9.32	399,574	5.4%	99,303	1.3%	-	-
9.	嘉盈	9.28	326,958	4%	-	-	118,000	105,692
10.	東方昇	9.27	289,542	3.9%	248,272	0.6%	-	-
11.	J Lou	9.24	783,950	4.3%	232,124	0.1%	368,000	96,086
12.	霍哥	9.19	308,024	2.5%	182,531	0.8%	254,000	21,668
13.	麻甩女子祖	9.18	592,655	1.6%	-	-	-	-
14.	Sue Chang	9.14	353,137	2.9%	150,039	0.7%	219,000	124,105
15.	小薯茄	9.13	706,417	1.8%	321,842	0.3%	609,000	176,894

The above shows data from January 1 to December 31, 2024 on the Instagram, Facebook, and YouTube platforms. Their latest data could not be reflected here.
*Influence Power is a social media influence indicator developed by Cloudbreakr, scoring from 0 to 10. Combining six major social media metrics, Influence Power comprehensively and objectively reflects the influence of creators within a certain period.

cloudbreakr

2024 Top 30 Most Influential Content Creators

Ranking	Influencer	Influence Power*	IG Followers	IG Engagement	FB Followers	FB Engagement	YT subscribers	YT avg. views
16.	大大與小妹	9.08	377,439	3.4%	280,146	1.1%	50,000	30,388
17.	Emi wong	9.06	776,009	3.7%	172,655	0.2%	7,030,000	347,459
18.	Jenny Tsang	9.05	482,735	1.2%	-	-	-	-
19.	FHProduction	9.03	391,585	1.9%	253,355	0.1%	763,000	210,073
20.	門小雷	9.02	1,045,922	2.9%	368,341	0..4%	-	-
21.	張家朗	9.00	514,430	6.6%	-	-	-	-
22.	林芊妤	8.94	1,103,658	1.5%	572,134	0.5%	1,790,000	82,361
23.	Jacky Woo	8.84	318,297	2.5%	-	-	-	-
24.	麗英	8.83	290,619	6.1%	27,290	1.0%	137,000	81,730
25.	樂宜	8.79	498,306	1.5%	143,846	0.7%	-	-
26.	Jessie Li	8.78	530,681	1.0%	1,004	1.0%	-	-
27.	Lilian Kan	8.77	290,609	1.1%	40,309	2.2%	-	-
28.	Derek Tang	8.76	555,000	18.1%	1,297	0.8%	47,400	2,802
29.	Giann Chan	8.69	489,762	1.3%	27,382	0.1%	14,800	2,393
30.	Victor Cheng	8.65	309,291	14.6%	-	-	-	-

The above shows data from January 1 to December 31, 2024 on the Instagram, Facebook, and YouTube platforms. Their latest data could not be reflected here.
*Influence Power is a social media influence indicator developed by Cloudbreakr, scoring from 0 to 10. Combining six major social media metrics, Influence Power comprehensively and objectively reflects the influence of creators within a certain period.

cloudbreakr

Key players in the market

cloudbreakr

Beauty & Cosmetics

In 2024, the beauty and cosmetic sector in Hong Kong saw a total influencer marketing spend of HK$101.6 million, a 7.8% decrease. The top three spending brands were **Chanel Beauty** (HK$7.2 million), **Shiseido** (HK$5.68 million), and **La Mer** (HK$5 million).
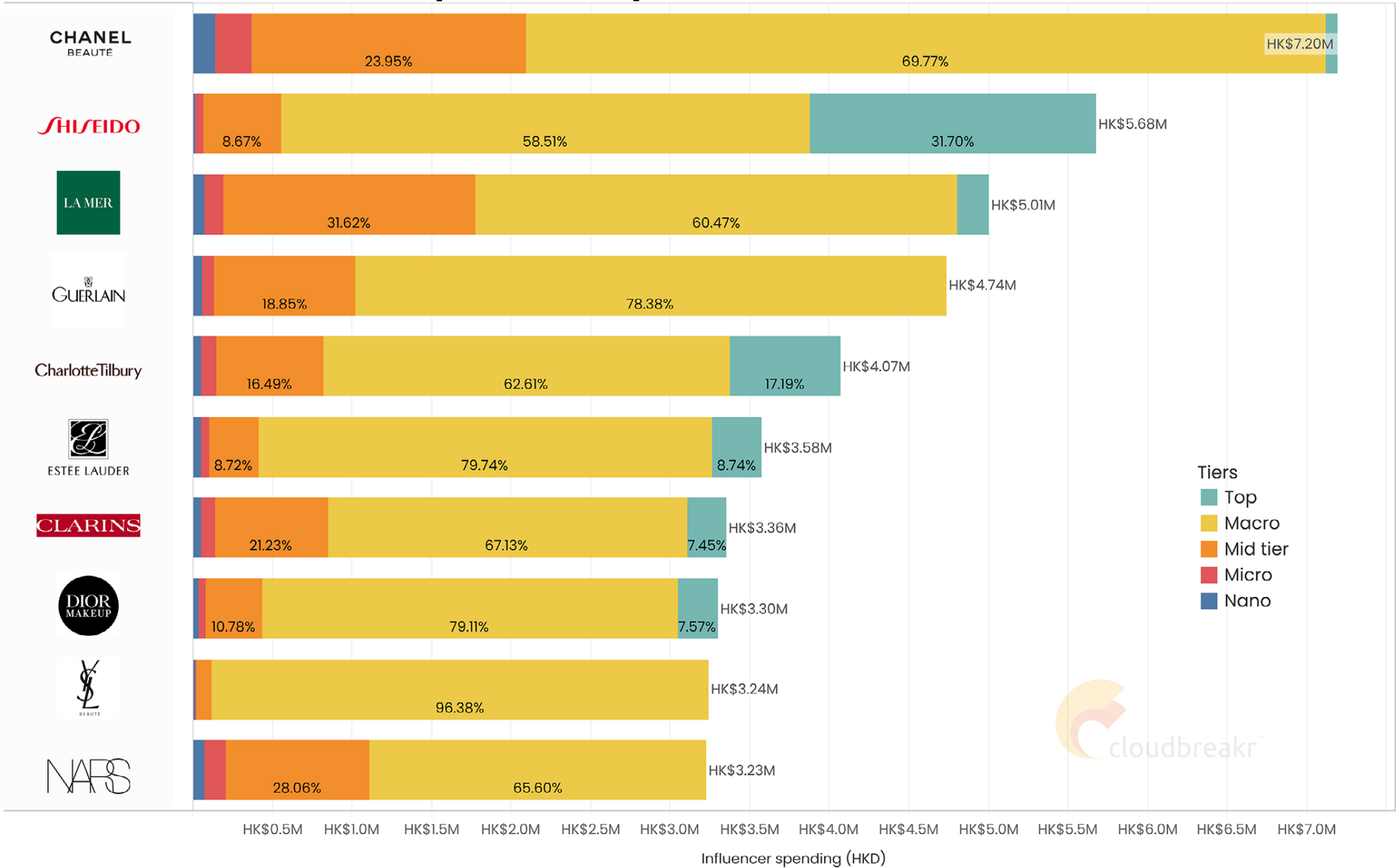
Chanel Beauty collaborated with influencers like Elva Ni, J Lou, Sofiee Ng, and Asha, focusing on campaigns such as *"Chanel integrative beauty"* and *"N°1 DE CHANEL."*

Shiseido partnered with prominent celebrities including Anson Lo, Ian Chan, Keung To, and Edan Lui for their *"SHISEIDO VITAL PERFECTION"* campaign.

La Mer engaged actress Charmaine Sheh and Jennifer Yu for campaigns highlighting *"Genaissance de la Mer™"* and *"La Mer Night Cream."*

These highlights illustrate the continued reliance on both celebrities and influencers by major beauty brands to promote key product lines and reach target consumers in the Hong Kong market, despite an overall reduction in sector spending. The focus on specific campaigns and tailored influencer partnerships is evident.

Top 10 Beauty & Cosmetics brands

Brand	Mid tier	Macro	Top	Total
CHANEL BEAUTÉ	23.95%	69.77%		HK$7.20M
SHISEIDO	8.67%	58.51%	31.70%	HK$5.68M
LA MER	31.62%	60.47%		HK$5.01M
GUERLAIN	18.85%	78.38%		HK$4.74M
Charlotte Tilbury	16.49%	62.61%	17.19%	HK$4.07M
ESTÉE LAUDER	8.72%	79.74%	8.74%	HK$3.58M
CLARINS	21.23%	67.13%	7.45%	HK$3.36M
DIOR MAKEUP	10.78%	79.11%	7.57%	HK$3.30M
YSL BEAUTÉ		96.38%		HK$3.24M
NARS	28.06%	65.60%		HK$3.23M

Tiers
- Top
- Macro
- Mid tier
- Micro
- Nano

Influencer spending (HKD)

cloudbreakr

CHANEL

- 540+ social media posts
- 320+ celebrities and influencers
- 340,500+ engagement

Key Influencer Campaigns

- Nº1 DE CHANEL
- CHANEL Fragrance
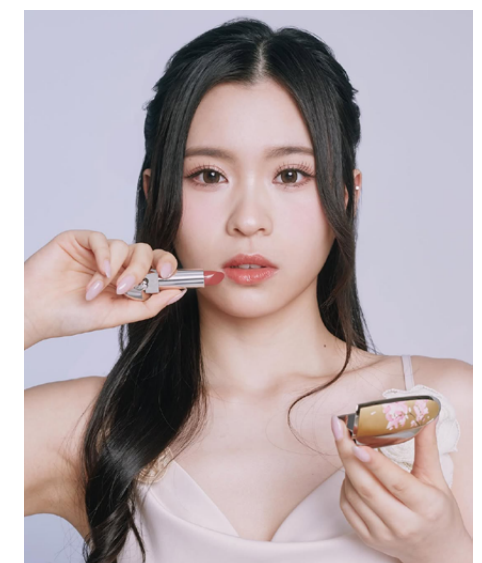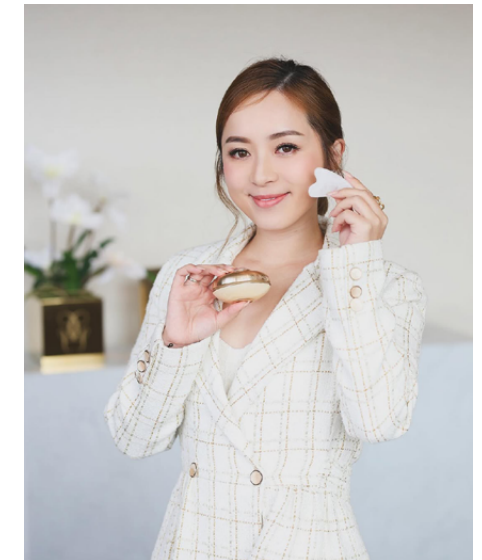- CHANEL High Jewelry

cloudbreakr
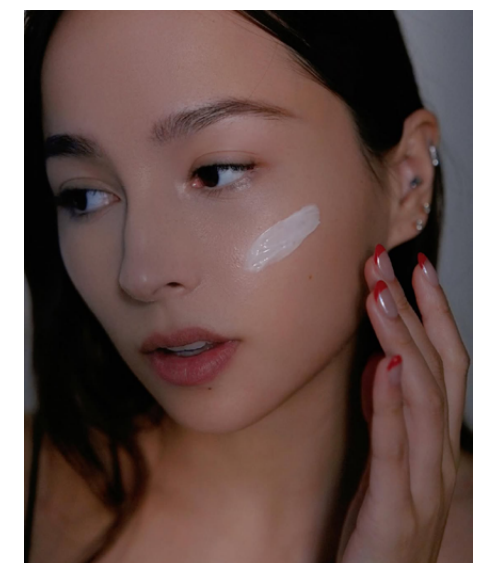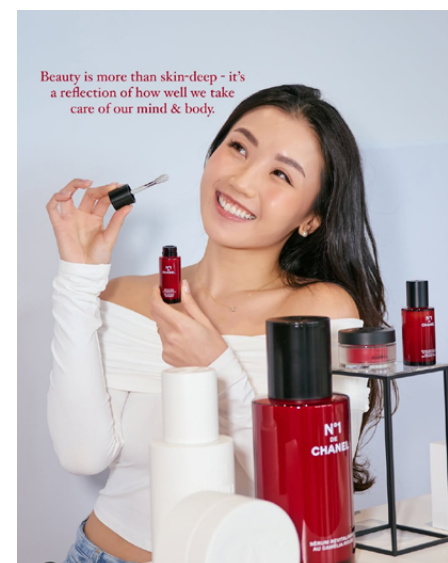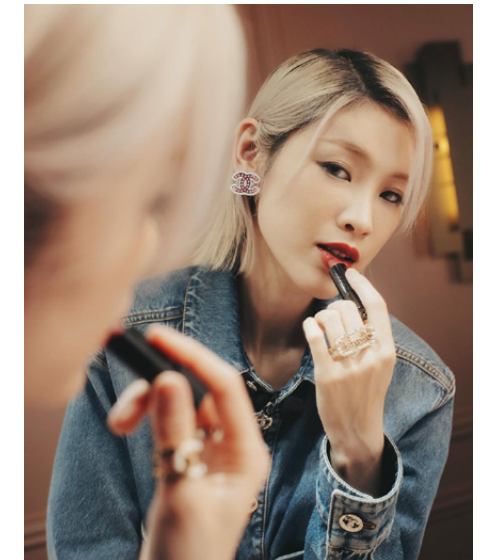
SHISEIDO

Influencer Marketing Snapshot

- 80+ social media posts
- 40+ celebrities and influencers
- 378,000+ engagement

Key Influencer Campaigns

- SHISEIDO EUDERMINE
- FUTURE SOLUTION LX
- SHISEIDO VITAL PERFECTION

cloudbreakr

LA MER

Influencer Marketing Snapshot

- 300+ social media posts
- 140+ celebrities and influencers
- 114,000+ engagement

Key Influencer Campaigns

- La Mer Miracle Night Cream
- La Mer Fresh Off The Press
- La Mer Holiday

Influencer Marketing Snapshot

- 210+ social media posts
- 110+ celebrities and influencers
- 367,000+ engagement

Key Influencer Campaigns

- Guerlain Orchidee Imperiale
- Guerlain Patchouli Paris
- Guerlain Beebeauty secrets

Charlotte Tilbury

Influencer Marketing Snapshot

- 180+ social media posts
- 110+ celebrities and influencers
- 271,000+ engagement

Key Influencer Campaigns

- Flawless Is A Feeling
- Charlotte Tilbury Holiday
- Hollywood Lipsticks
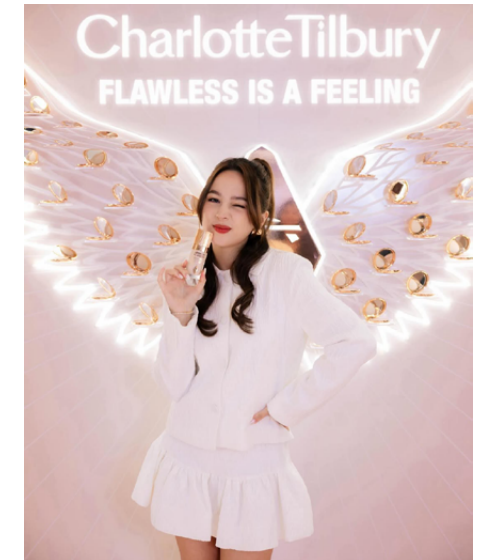
Luxury Fashion

The luxury fashion sector in Hong Kong saw a modest increase in influencer marketing spending in 2024, reaching HK$88.8 million. The top three spending brands were **Louis Vuitton** (HK$8.67 million), **Fendi** (HK$6 million), and **Burberry** (HK$4.82 million).

Louis Vuitton: Focused on high-profile collaborations with celebrities and influencers like Elva Ni, Hins Cheung, and Jeffrey Ngai to promote key items and collections such as the *Hobo bag*, *LV Men SS24*, and *LV FW24*. Their strategy likely aimed to leverage the sophisticated image of these personalities to reach a discerning luxury consumer base.

Fendi: Engaged a mix of trendy celebrities and influencers like Tyson Yoshi, Marf Yau, and Sue Chang. Their campaigns included collaborations like *"Fendi FRGMT Pokemon"* and promotions for Fendi fragrances, suggesting a strategy to tap into both luxury and more contemporary, youthful markets.

Burberry: Notably utilized the popularity of boy band MIRROR members Keung To, Anson Lo, and Stanley Yau. This indicates a strategic move to leverage the strong local fanbase of these idols to drive brand visibility and appeal, particularly to a younger demographic interested in luxury fashion.

These highlights demonstrate diverse approaches within the luxury fashion industry in Hong Kong. Louis Vuitton emphasized established celebrity appeal, Fendi explored collaborations blending luxury with current trends, and Burberry tapped into the powerful influence of local pop culture icons.
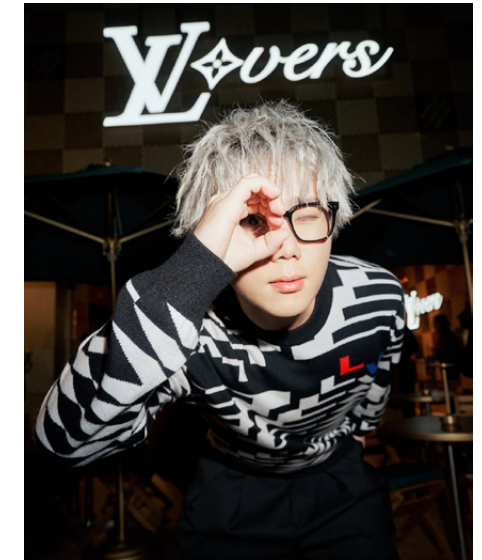
Top 10 Luxury Fashion brands

Influencer spending (HKD)
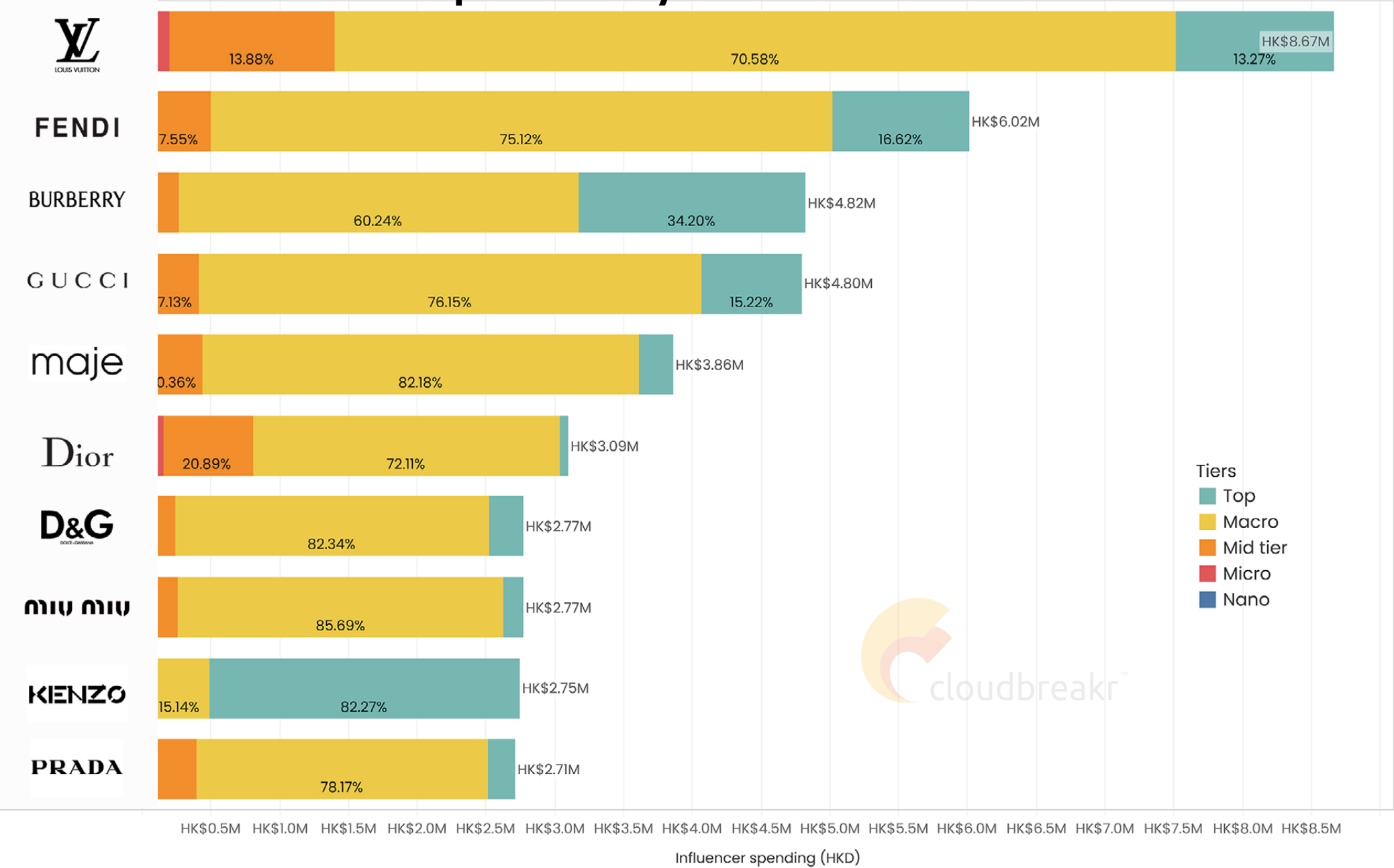
Influencer Marketing Snapshot

- **310+** social media posts
- **140+** celebrities and influencers
- **1,160,000+** engagement

Key Influencer Campaigns

- Neverfull Inside Out
- LV Fine Jewelry
- LV Men SS24

FENDI

Influencer Marketing Snapshot

- 140+ social media posts
- 70+ celebrities and influencers
- 446,000+ engagement

Key Influencer Campaigns

- Fendi FRGMT Pokemon
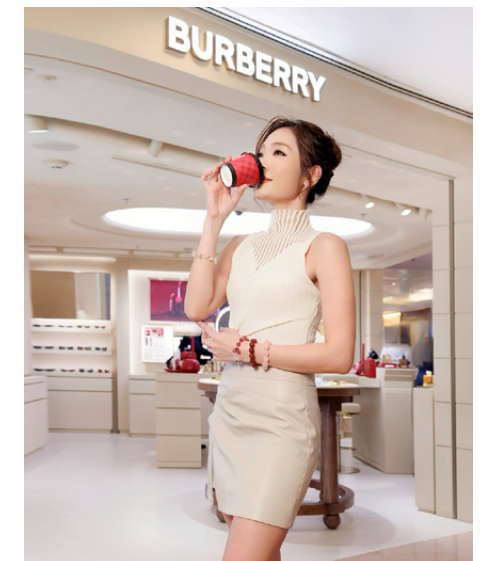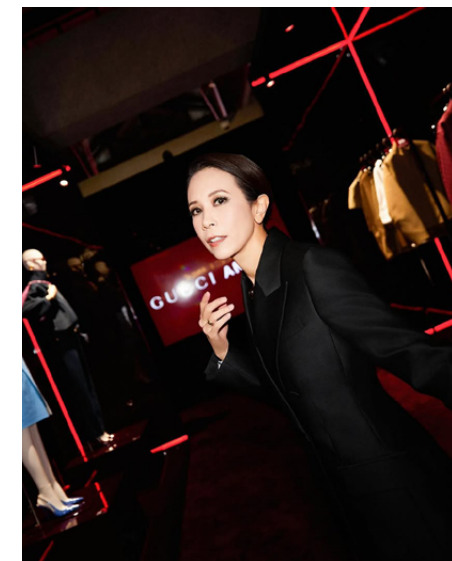- Fendi Summer
- Fendi Peekaboo

Influencer Marketing Snapshot

- **270+** social media posts
- **150+** celebrities and influencers
- **527,000+** engagement

Key Influencer Campaigns

- Rocking Horse
- Burberry Signature

GUCCI

Influencer Marketing Snapshot

- 130+ social media posts
- 80+ celebrities and influencers
- 346,000+ engagement

Key Influencer Campaigns

- Gucci Ancora
- Flora Gorgeous Orchid
- Gucci FW24

cloudbreakr

maje

- 100+ social media posts
- 60+ celebrities and influencers
- 193,000+ engagement

Key Influencer Campaigns

- Maje FW24
- Pamstyle book
- The Visionof Eternity
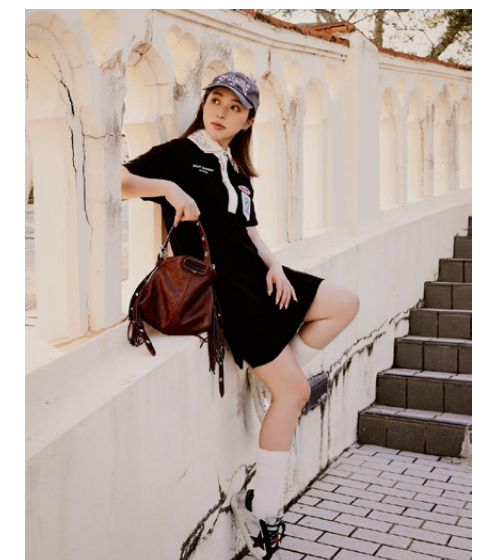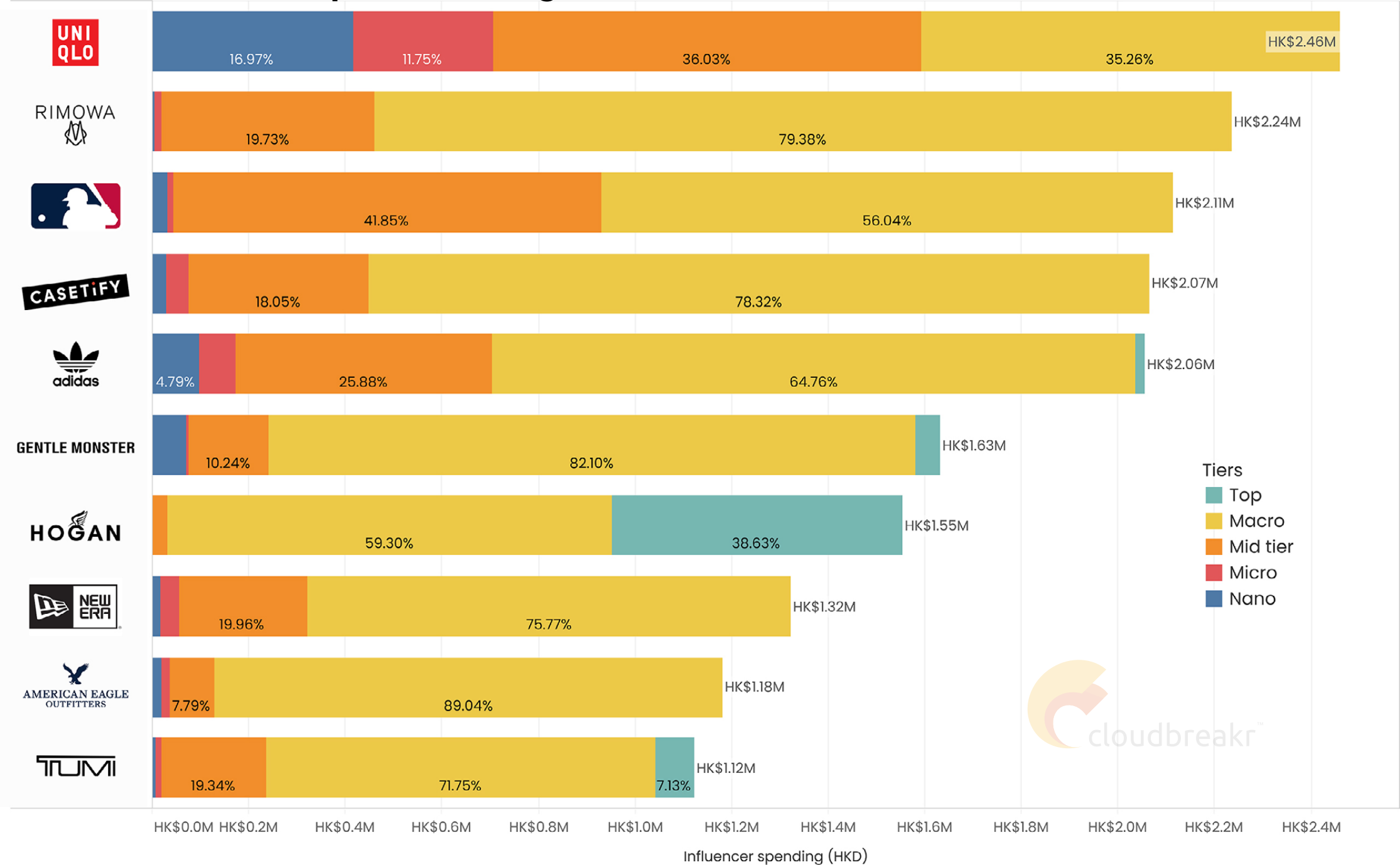
Clothing, Footwear & Accessories

The clothing industry in Hong Kong experienced a slight increase in influencer marketing spending in 2024, reaching HK$56.8 million. The top three spending brands were **Uniqlo** (HK$2.46 million), **Rimowa** (HK$2.24 million), and **MLB** (HK$2.11 million).

Uniqlo: Focused on collaborations with influencers like Lokman Yeung, Mario Hau, and Cloud Wan to promote their *"UNIQLO Core Essential"* line. This suggests a strategy leveraging relatable local personalities to emphasize the everyday practicality and essential nature of their clothing.

Rimowa: Engaged influencers such as Jenny Tsang, Juno Mak, and Cecilia Yeung to showcase their *"RIMOWA Original Bag"* and *"RIMOWA Essential"* collections. This indicates a focus on influencers who align with travel and lifestyle, highlighting the durability and design of their luggage and accessories.

MLB: Partnered with influencers like Jeannie Ng, Jessica Chan, and Kisa Chan for their *"MLB Crew"* campaign. This strategy likely aimed to tap into the popularity of sports and casual wear, leveraging influencers who resonate with a younger, trend-conscious audience interested in streetwear and athletic-inspired fashion

Top 10 Clothing, Footwear & Accessories brands

UNIQLO: 16.97% | 11.75% | 36.03% | 35.26% — HK$2.46M

RIMOWA: 19.73% | 79.38% — HK$2.24M

MLB: 41.85% | 56.04% — HK$2.11M

CASETiFY: 18.05% | 78.32% — HK$2.07M

adidas: 4.79% | 25.88% | 64.76% — HK$2.06M

GENTLE MONSTER: 10.24% | 82.10% — HK$1.63M

HOGAN: 59.30% | 38.63% — HK$1.55M

NEW ERA: 19.96% | 75.77% — HK$1.32M

AMERICAN EAGLE OUTFITTERS: 7.79% | 89.04% — HK$1.18M

TUMI: 19.34% | 71.75% | 7.13% — HK$1.12M

Tiers
- Top
- Macro
- Mid tier
- Micro
- Nano

Influencer spending (HKD)

cloudbreakr

UNIQLO

Influencer Marketing Snapshot

- 630+ social media posts
- 330+ celebrities and influencers
- 304,000+ engagement

Key Influencer Campaigns

- UNIQLO Sweat It Up
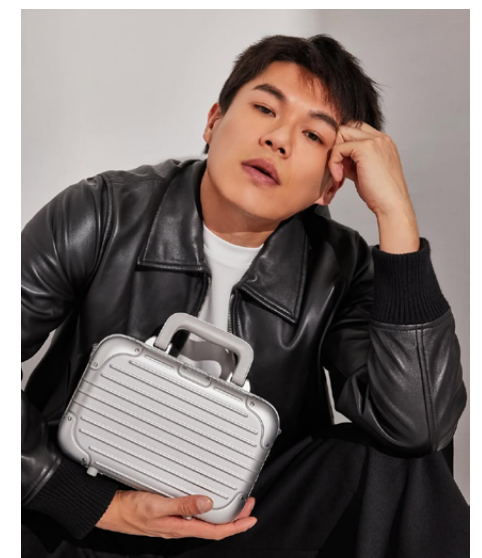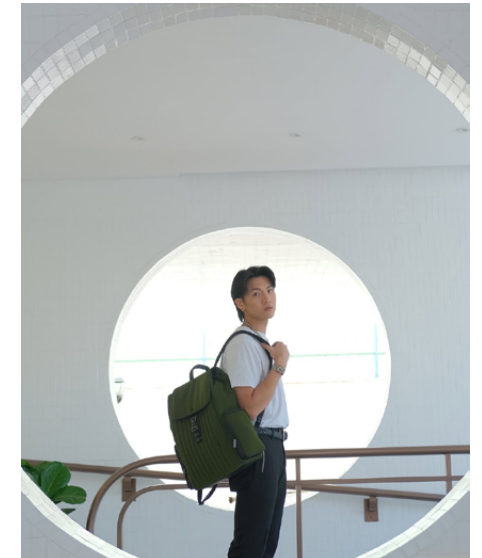- UNIQLO Timeless Tones
- UNIQLO SimpleMadeBetter

cloudbreakr

RIMOWA

- **80+** social media posts
- **50+** celebrities and influencers
- **198,000+** engagement

Key Influencer Campaigns

- RIMOWA Original Bag
- RIMOWA Hybrid
- RIMOWA neverstill

Influencer Marketing Snapshot

- 180+ social media posts
- 70+ celebrities and influencers
- 336,000+ engagement

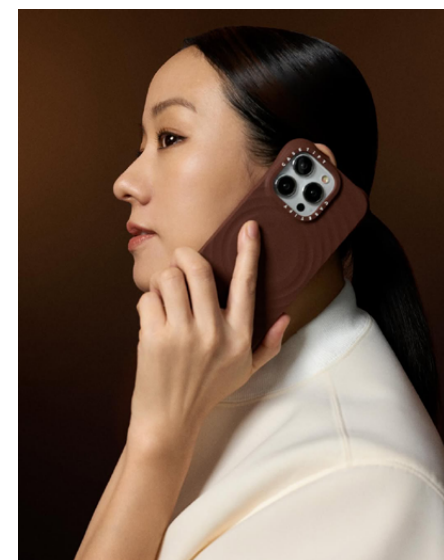*Key Influencer Campaigns*

- MLB KOREA
- MLB crew

cloudbreakr

CASETiFY

Influencer Marketing Snapshot

- 100+ social media posts
- 80+ celebrities and influencers
- 172,000+ engagement

Key Influencer Campaigns

- Essentials by CASETiFY
- HELLO CASETi MART
- ComplexCon

Influencer Marketing Snapshot

- **210+** social media posts
- **100+** celebrities and influencers
- **302,000+** engagement

Key Influencer Campaigns

- Unlock the bes to fadi Club
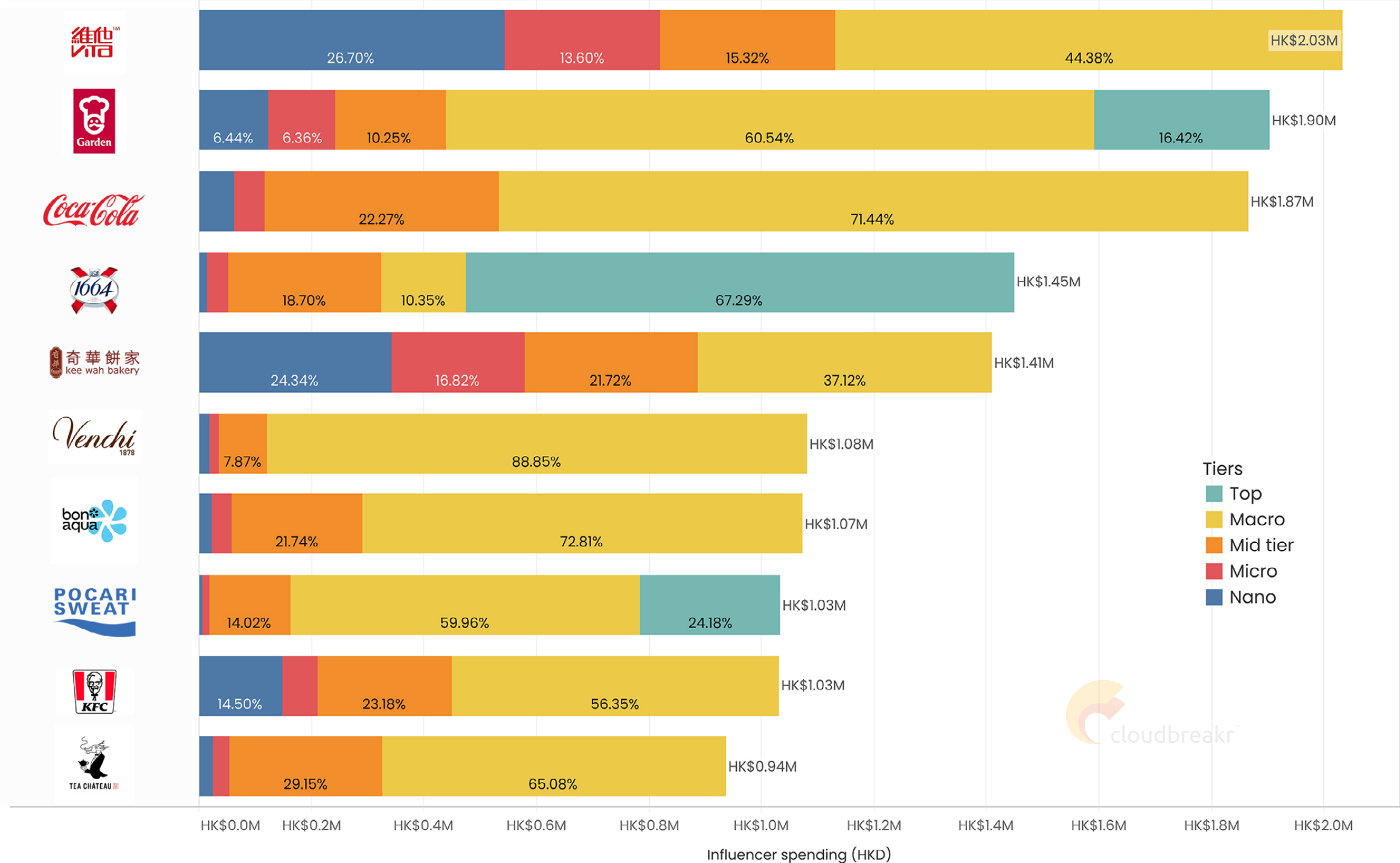- Home of sport
- Adidas runners hongkong

Food & Beverage

In 2024, the food and beverage industry in Hong Kong saw significant engagement with influencer marketing. The top three spending brands were **Vita family** (HK$2.03 million), **Garden 嘉頓** (HK$1.9 million), and **Coca Cola** (HK$1.87 million).

Vita family: Collaborated with personalities like 903 ahjeng, Pomato, and Pak Hung to promote a diverse range of products including *Vita Sparkling*, *Vita soy milk*, and *Calci Plus*. This suggests a strategy leveraging relatable local figures to appeal to a broad consumer base across different beverage categories within their portfolio.

Garden 嘉頓: Partnered with influencers such as Coffee Lam, Grace Chan, and Shirley Sham to highlight products like their 酸種三文治包 *(sourdough sandwich bread)* and 迷你瑞士卷 *(mini Swiss rolls)*. This indicates a focus on influencers who resonate with lifestyle and food enthusiasts, promoting both staple and snack items.

Coca Cola: Engaged influencers like Locker Lam, Boris 波仔, and Funo 灰佬. This likely aimed to connect with a younger demographic and leverage the energetic and popular personas of these individuals to further enhance the brand's appeal and promote their iconic beverage.

Top 10 Food & Beverage brands

Brand	Nano	Micro	Mid tier	Macro	Top	Total
維他	26.70%	13.60%	15.32%	44.38%		HK$2.03M
Garden	6.44%	6.36%	10.25%	60.54%	16.42%	HK$1.90M
Coca-Cola			22.27%	71.44%		HK$1.87M
1664			18.70%	10.35%	67.29%	HK$1.45M
奇華餅家 kee wah bakery	24.34%	16.82%	21.72%	37.12%		HK$1.41M
Venchi			7.87%	88.85%		HK$1.08M
bon aqua			21.74%	72.81%		HK$1.07M
POCARI SWEAT			14.02%	59.96%	24.18%	HK$1.03M
KFC	14.50%		23.18%	56.35%		HK$1.03M
TEA CHATEAU			29.15%	65.08%		HK$0.94M

Tiers: Top, Macro, Mid tier, Micro, Nano

Influencer spending (HKD)

cloudbreakr

- 770+ social media posts
- 280+ celebrities and influencers
- 281,000+ engagement

Key Influencer Campaigns

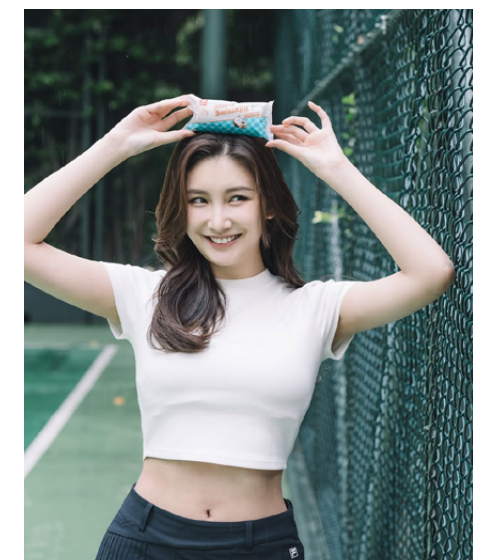- 爲我爲你維他奶
- 有氣至爽
- 維他奶鈣思寶
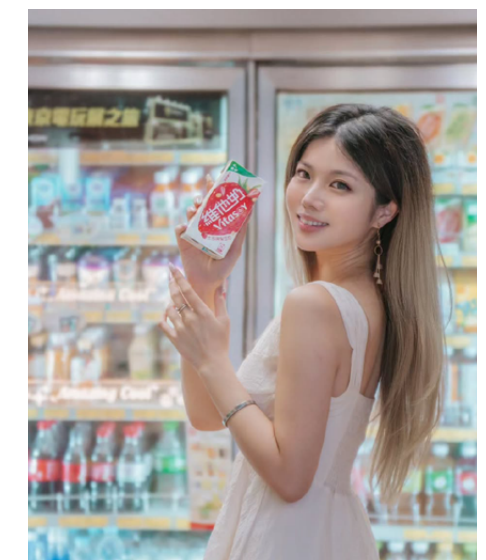
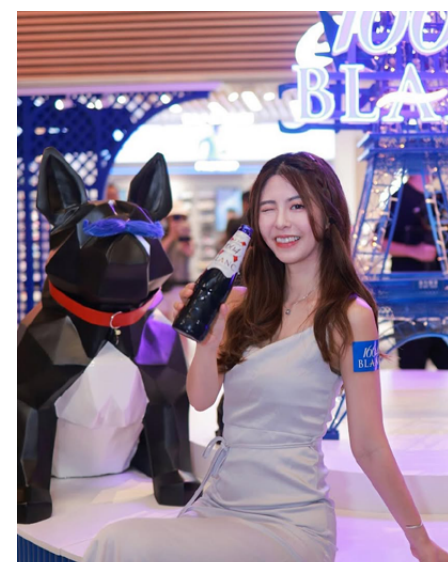## Influencer Marketing Snapshot

- 210+ social media posts
- 140+ celebrities and influencers
- 144,000+ engagement

Key Influencer Campaigns

- 多款格仔無窮配合
- RollOut新鮮感
- 丹麥吐司系列

Influencer Marketing Snapshot

- 150+ social media posts
- 130+ celebrities and influencers
- 89,000+ engagement

Key Influencer Campaigns
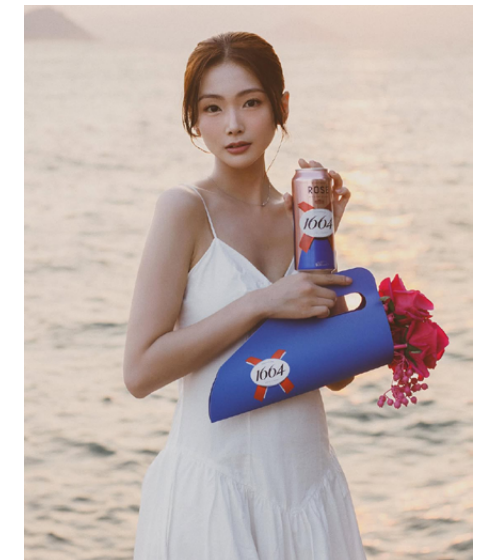
- 人情滋味嚐聚在一起
- 全新聯盟激爽啟動
- 可口可樂滋味組合

Influencer Marketing Snapshot

- 60+ social media posts
- 40+ celebrities and influencers
- 84,000+ engagement

Key Influencer Campaigns

- L'ATELIER 1664限定體驗坊
- 1664 x hk tramways
- 1664 x DEMO x KeungTo

Influencer Marketing Snapshot

- 480+ social media posts
- 210+ celebrities and influencers
- 89,000+ engagement

Key Influencer Campaigns

- 奇華餅家 迪士尼‧彼思系列Sweet Dream
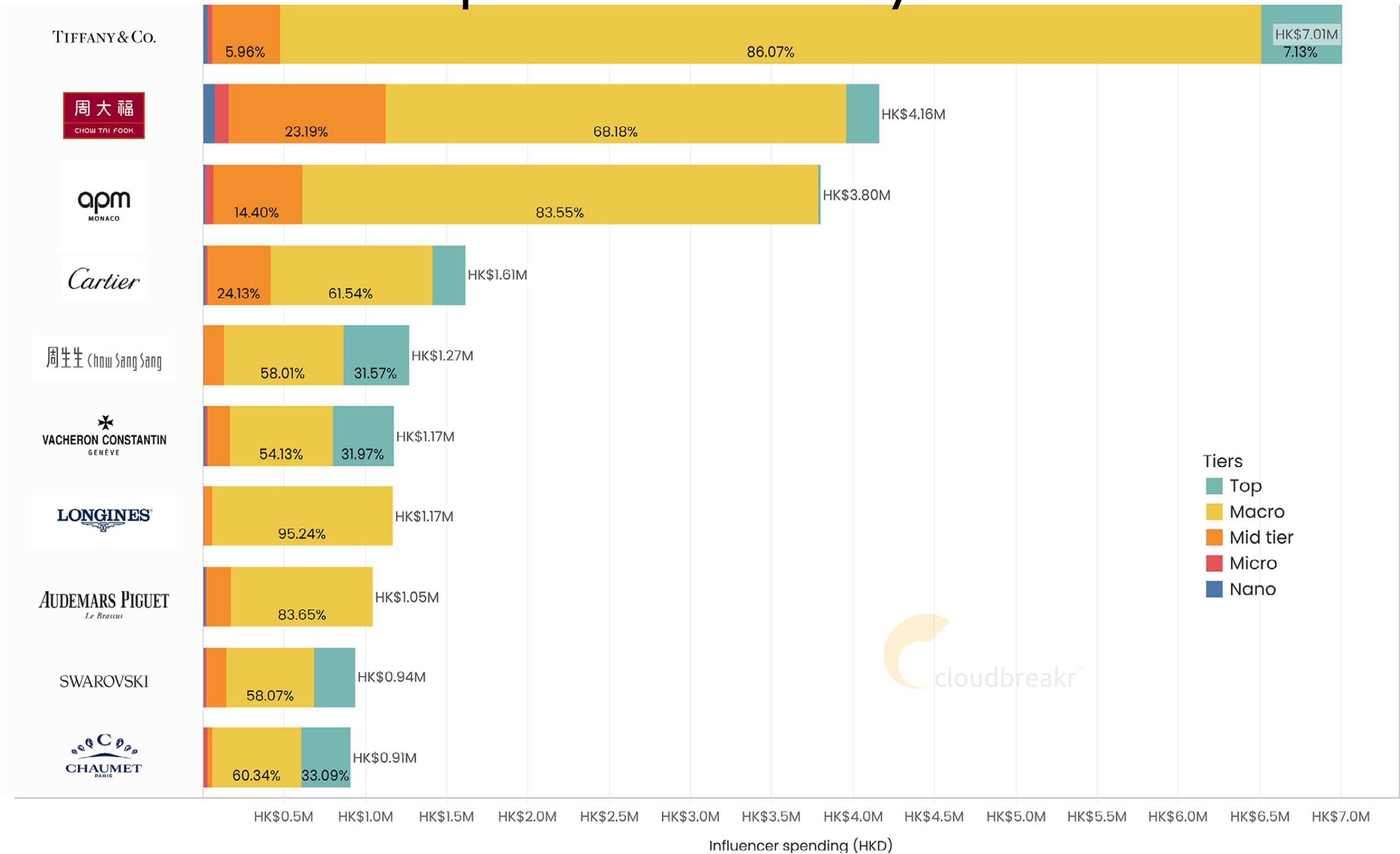- 奇華五月粽
- 奇華工作坊

Watches & Jewelry

In 2024, the watches and jewellery industry in Hong Kong saw significant influencer marketing activity. The top three spending brands were Tiffany & Co. (HK$7.01 million), Chow Tai Fook (HK$4.16 million), and APM Monaco (HK$3.8 million).

Tiffany & Co.: Leveraged a mix of trendy and established celebrities and influencers like Tyson Yoshi, Jeffrey Ngai, Hins Cheung, and MC Cheung to promote key collections such as "Tiffany Icons" and "Tiffany Lock." This strategy aimed to connect with both younger and more established luxury consumers, highlighting the brand's iconic status and contemporary appeal.

Chow Tai Fook: Collaborated with influencers like Denis Kwok, Kaki Sham, and Isabella Chan for campaigns like "CTF Rogue" and "Crafting Memories Creating Legacies." This suggests a focus on showcasing both modern and traditional aspects of the brand, appealing to a broad audience interested in both contemporary designs and heritage craftsmanship.

APM Monaco: Partnered with influencers such as Elva Ni, Crystal Fung, and J Lou. This indicates a strategy to connect with a fashion-forward audience, leveraging the stylish personas of these influencers to promote their contemporary and accessible luxury jewellery.

Top 10 Watches & Jewelry brands

Brand	Key figures
TIFFANY & CO.	5.96% / 86.07% / HK$7.01M 7.13%
CHOW TAI FOOK (周大福)	23.19% / 68.18% / HK$4.16M
apm MONACO	14.40% / 83.55% / HK$3.80M
Cartier	24.13% / 61.54% / HK$1.61M
Chow Sang Sang (周生生)	58.01% / 31.57% / HK$1.27M
VACHERON CONSTANTIN GENÈVE	54.13% / 31.97% / HK$1.17M
LONGINES	95.24% / HK$1.17M
AUDEMARS PIGUET Le Brassus	83.65% / HK$1.05M
SWAROVSKI	58.07% / HK$0.94M
CHAUMET PARIS	60.34% / 33.09% / HK$0.91M

Tiers
- Top
- Macro
- Mid tier
- Micro
- Nano

Influencer spending (HKD)

cloudbreakr

TIFFANY & CO.

Influencer Marketing Snapshot

- 130+ social media posts
- 80+ celebrities and influencers
- 804,000+ engagement

Key Influencer Campaigns
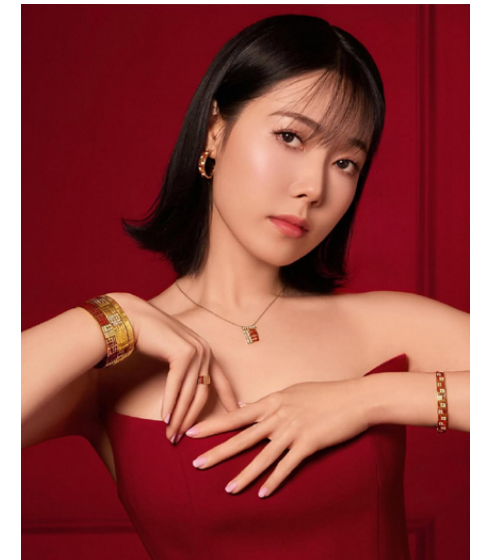
- Tiffany Hard Wear
- Tiffany High Jewelry

cloudbreakr
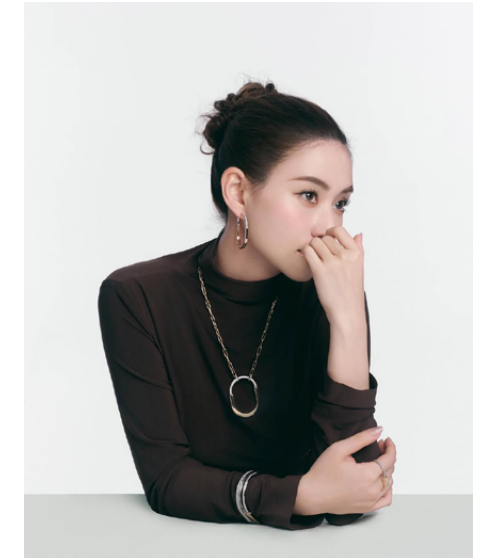
Influencer Marketing Snapshot

- 80+ social media posts
- 160+ celebrities and influencers
- 427,000+ engagement

Key Influencer Campaigns

- 周大福故宮系列
- Creating memories creating legacies
- 周大福傳福系列

Influencer Marketing Snapshot

- 130+ social media posts
- 50+ celebrities and influencers
- 278,000+ engagement

Key Influencer Campaigns

- Collection VALENTINE
- AUTOMNE by APM

Cartier

Influencer Marketing Snapshot

- 70+ social media posts
- 40+ celebrities and influencers
- 11,000+ engagement

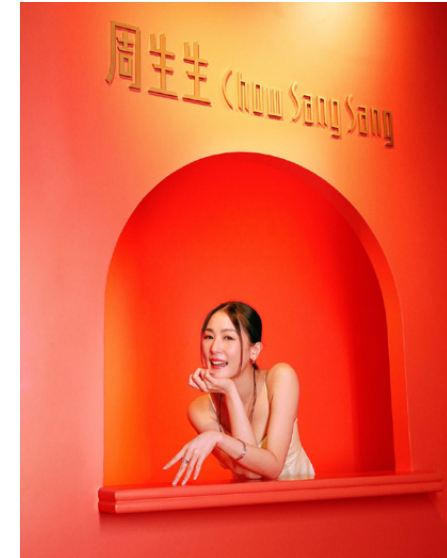## Key Influencer Campaigns

- Cartier watch
- Panthèrede Cartier

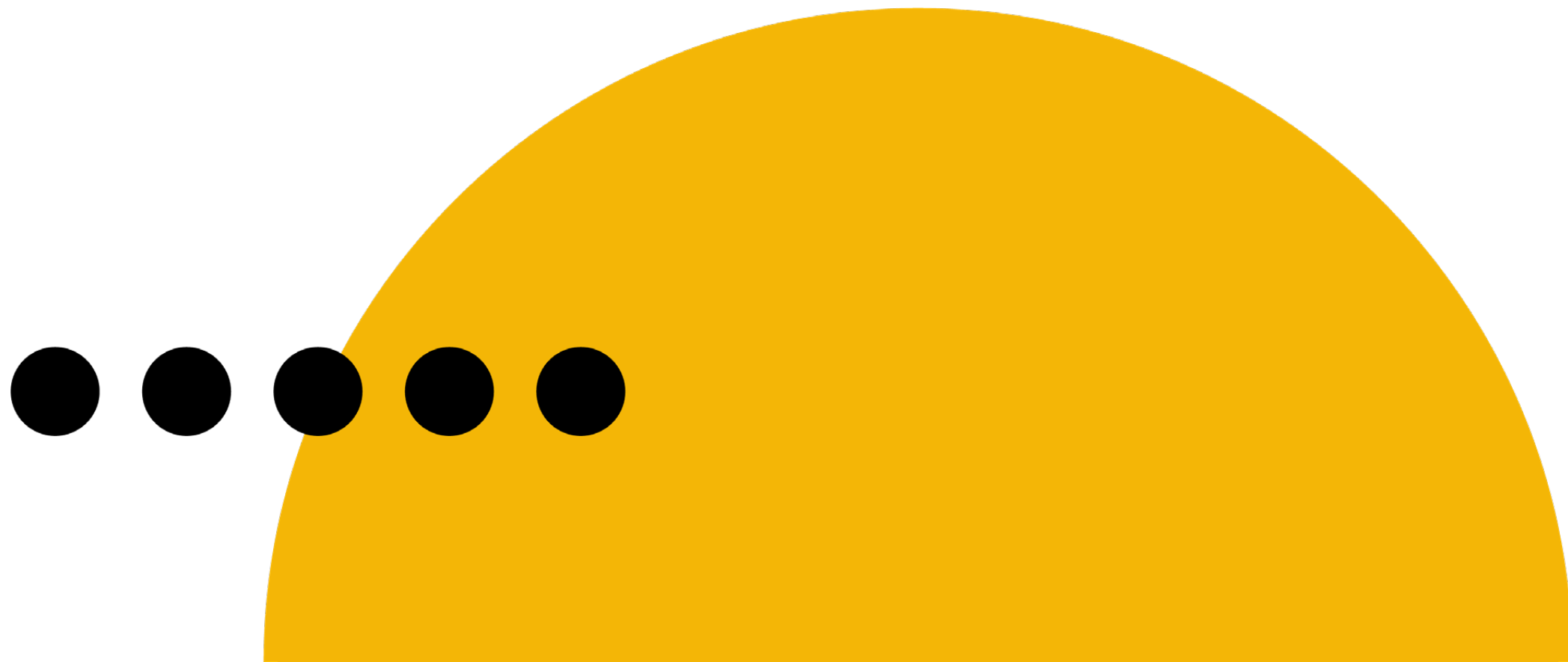周生生 Chow Sang Sang

Influencer Marketing Snapshot

- 20+ social media posts
- 20+ celebrities and influencers
- 101,000+ engagement

Key Influencer Campaigns

- 周生生90周年珠寶故事展

To obtain a full industry analysis or a customized report, please reach out to our data team.

Power up your Influencer marketing strategy

SOV monitoring

Influencer search

Daily social media trends

Influencer campaign management

Influencer profile analysis

Execute your Influencer marketing with data

Contact Us

cloudbreakr

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 provides Influencer marketing strategy services to over 1,000 multi-national companies, advertising agencies and brands.

Media Contact:
Rudy Chan
+852 9746 7070
rudy@cloudbreakr.com

Business Contact:
Leo Siu
+852 6088 5431
leo@cloudbreakr.com