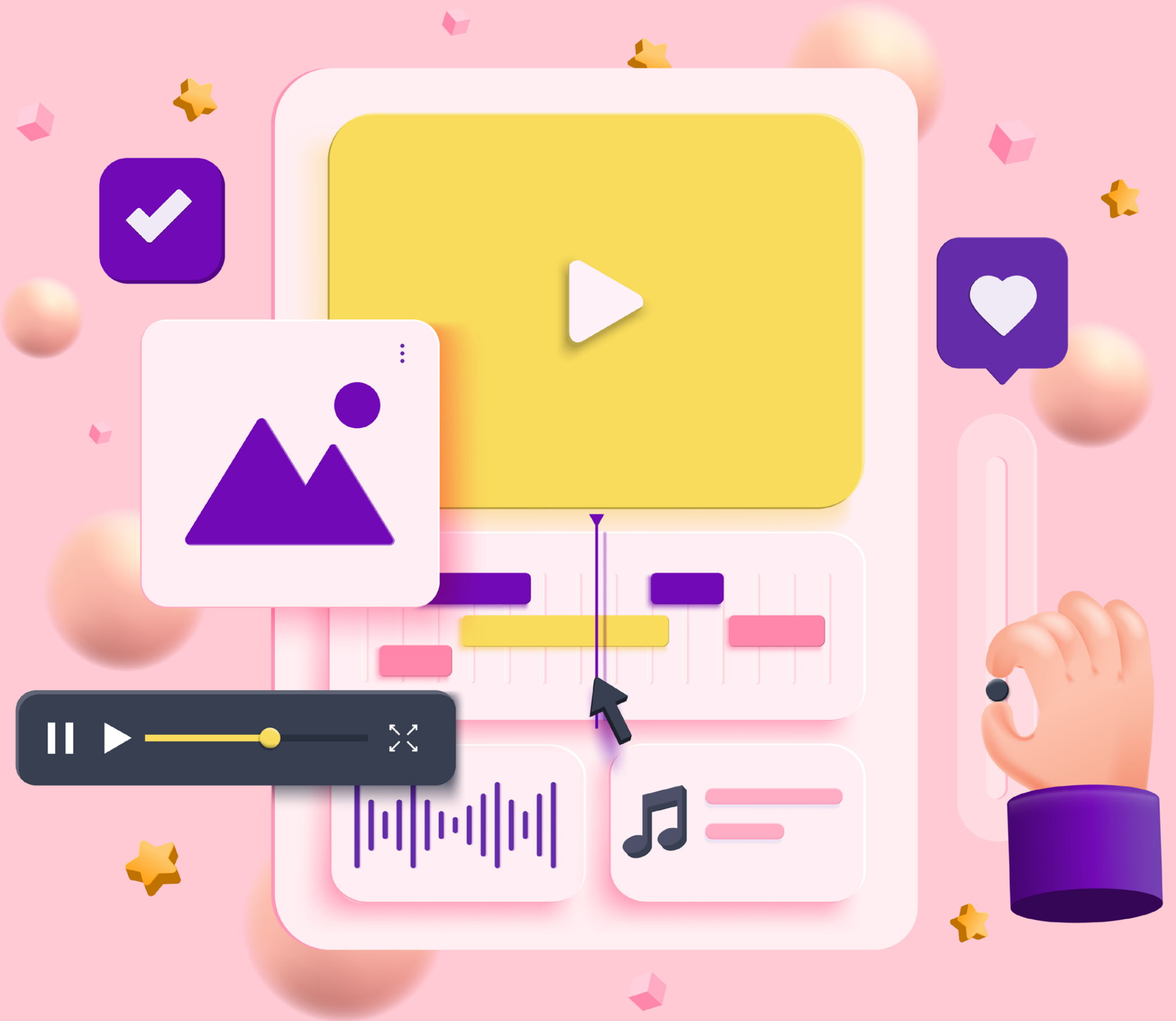# Hong Kong Influencer Marketing Spending Report (Q3 2024)

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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 data and efficiency.

This report tells you the influencer marketing activities and is based on an extensive collection of social media posts on Instagram and Facebook, focusing on the 3rd Quarter of 2024. Our advanced analytic engine covers over 30,000 influencers and content creators in Hong Kong, providing a comprehensive view of the influencer marketing landscape.

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

# How do we identify brand sponsored content?

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

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

How do we calculate the influencer cost?

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

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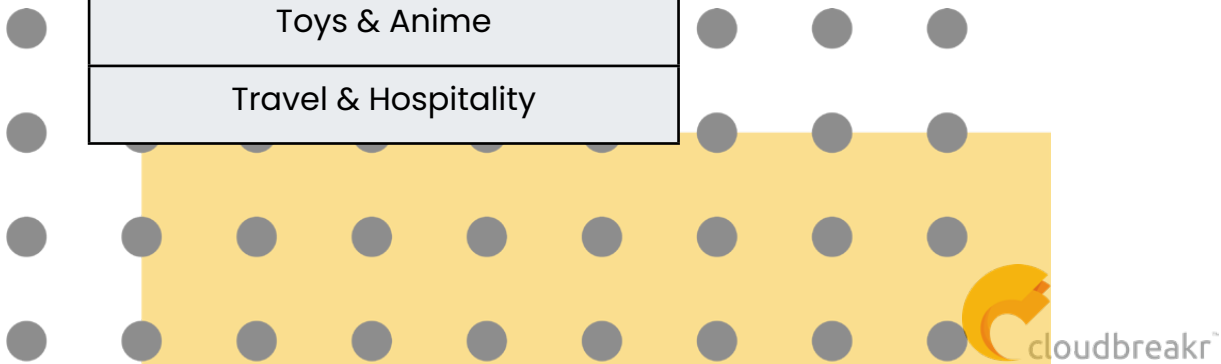
Definitions of Influencer Tier

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

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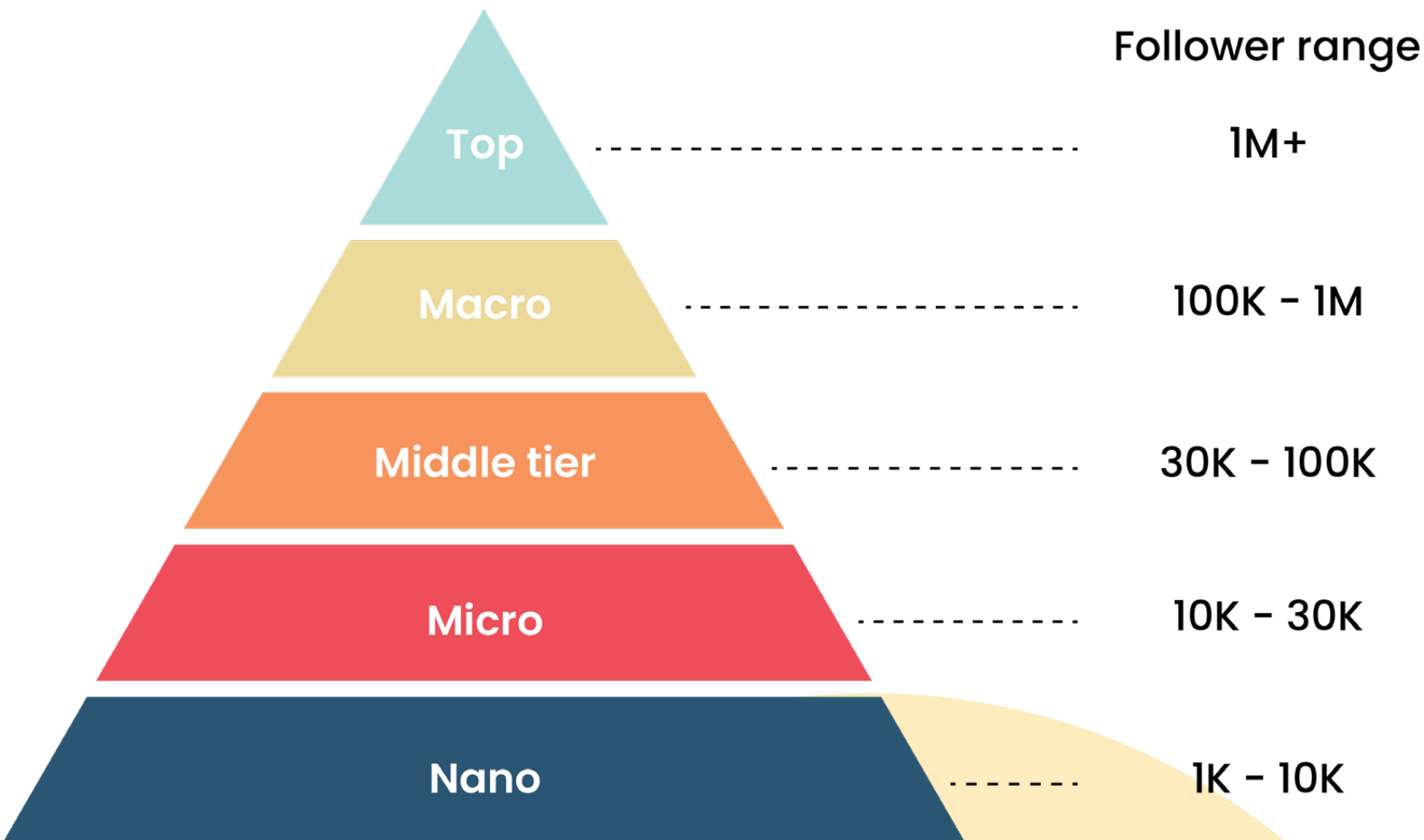
Macro Influencers: These influencers have a large following, typically ranging from 100,000 to 1 million followers. They have a broad reach and can help brands reach a wider audience. They are often industry experts, thought leaders, or social media stars.

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

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

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

Follower range

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

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In Q3 2024,

HK$135 million (+10.4%)[1]
influencer marketing spending

1,042 (-7.8%)
brands engaged Influencers for marketing campaigns
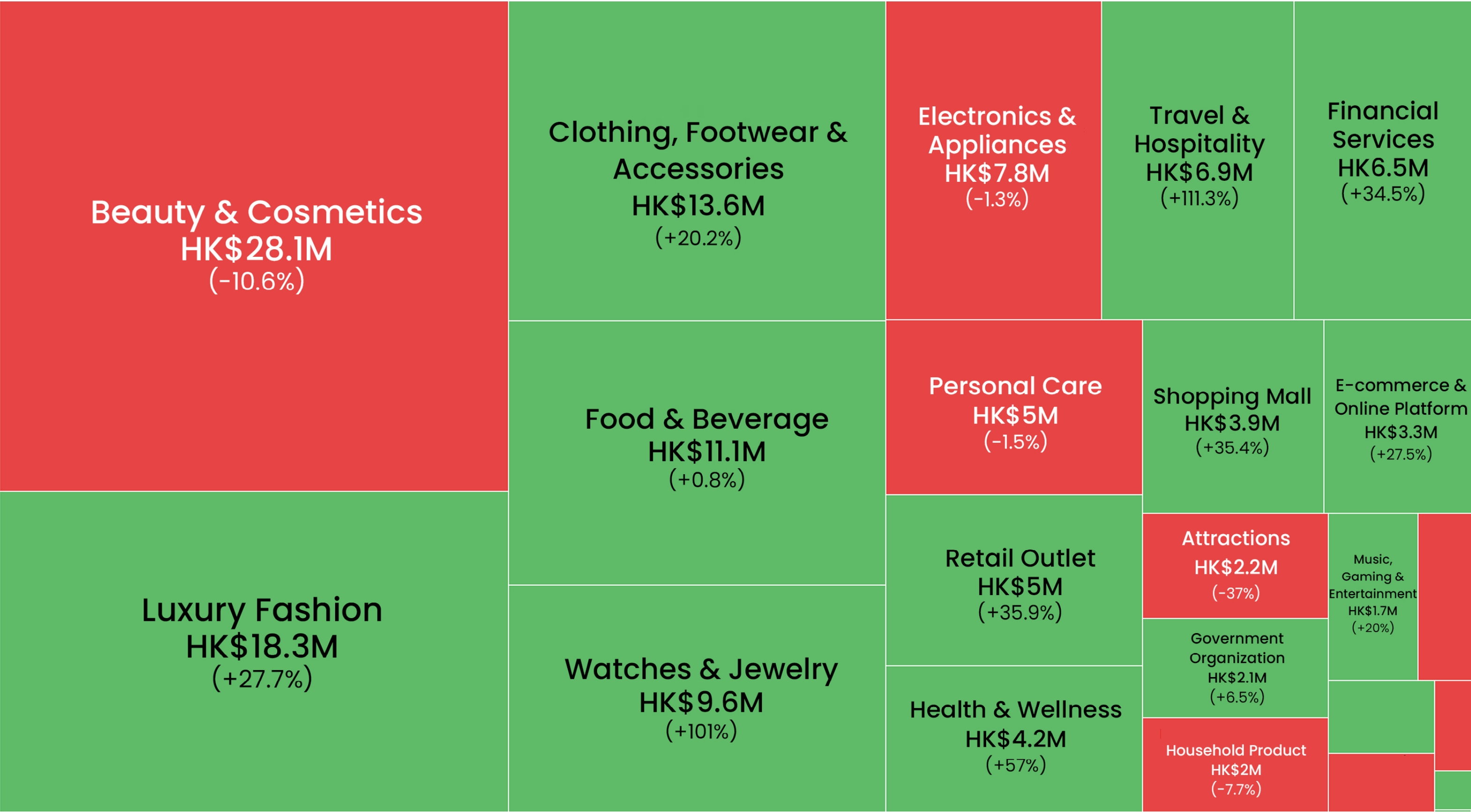
2,881 (-16.9%)
Influencers are involved

[1] The percentage change is compared to Q3 2023 data.

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

**This report only covers Instagram and Facebook Influencer spending.

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Industry contribution of influencer marketing spending in Q3 2024

Beauty & Cosmetics
HK$28.1M
(-10.6%)

Clothing, Footwear & Accessories
HK$13.6M
(+20.2%)

Electronics & Appliances
HK$7.8M
(-1.3%)

Travel & Hospitality
HK$6.9M
(+111.3%)

Financial Services
HK6.5M
(+34.5%)

Food & Beverage
HK$11.1M
(+0.8%)

Personal Care
HK$5M
(-1.5%)

Shopping Mall
HK$3.9M
(+35.4%)

E-commerce & Online Platform
HK$3.3M
(+27.5%)

Luxury Fashion
HK$18.3M
(+27.7%)

Watches & Jewelry
HK$9.6M
(+101%)

Retail Outlet
HK$5M
(+35.9%)

Attractions
HK$2.2M
(-37%)

Music, Gaming & Entertainment
HK$1.7M
(+20%)

Government Organization
HK$2.1M
(+6.5%)

Health & Wellness
HK$4.2M
(+57%)

Household Product
HK$2M
(-7.7%)

* The percentage change is compared to Q3 2023

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Top 20 Influencers in Q3

1. 倪晨曦 @misselvani 👑
2. 魏浚笙 @jeffreyngai ⬆️
3. 佘詩曼 @charmaine_sheh ⬆️
4. 陳凱琳 @ghlchan ⬆️
5. Tyson Yoshi @tysonyoshi ⬇️
6. 呂爵安 @edanlui ⬆️
7. 林芊妤 @coffee89921 ⬆️
8. 容祖兒 @yungchoyee ⬆️
9. 姜濤 @keung_show ⬆️
10. 張敬軒 @hinscheung ⬇️
11. 陳凱詠 @jacechw NEW
12. 吳家忻 @kayan9896 ⬇️
13. 楊文蔚 @cceciliayeung NEW
14. 盧瀚霆 @ansonlht —
15. J Lou @jlouofficial ⬇️
16. PONY PONG @ponypong NEW
17. Christy Lee @c.705 NEW
18. Sue Chang @suechangg ⬇️
19. 古天樂 @kootinlok_louis NEW
20. 陳卓賢 @iancychan NEW

Remarks: The influencer ranking reflects the brand collaborations compared to Q2 2024.
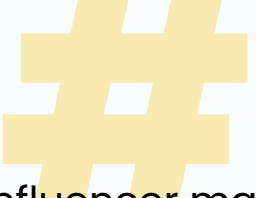
Overview

In Q3 2024, Hong Kong's influencer marketing spending reached HK$135 million, marking a **10.4% increase** compared to the previous year. The top five leading industries—Beauty & Cosmetics, Luxury Fashion, Clothing, Footwear & Accessories, Food & Beverage, and Watches & Jewelry—collectively accounted for nearly 60% of the total expenditure. Beauty & Cosmetics led the pack with HK$28.1 million, followed by Luxury Fashion at HK$18.3 million, Clothing, Footwear & Accessories at HK$13.6 million, Food & Beverage at HK$11.1 million, and Watches & Jewelry at HK$9.6 million.

The top 20 influencers list saw fresh additions like Jace Chan (陳凱詠), Cecilia Yeung (楊文蔚), Pony Pong, and Christy Lee. These influencers formed partnerships with brands across various sectors, including Financial Services, Beauty, and Luxury Fashion, reflecting the dynamic evolution of the influencer landscape.

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INDUSTRY REVIEW:
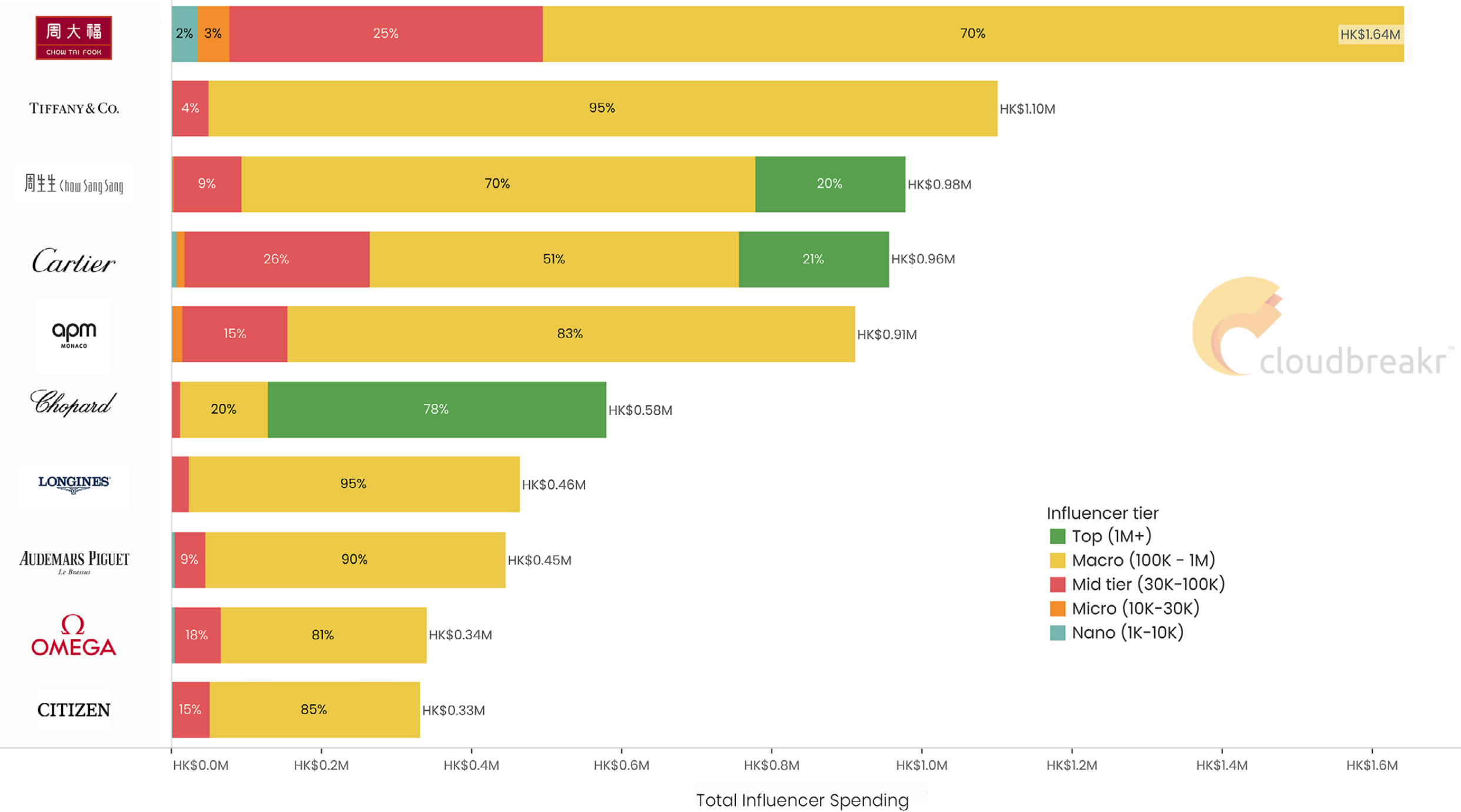# Key players and their influencer strategies
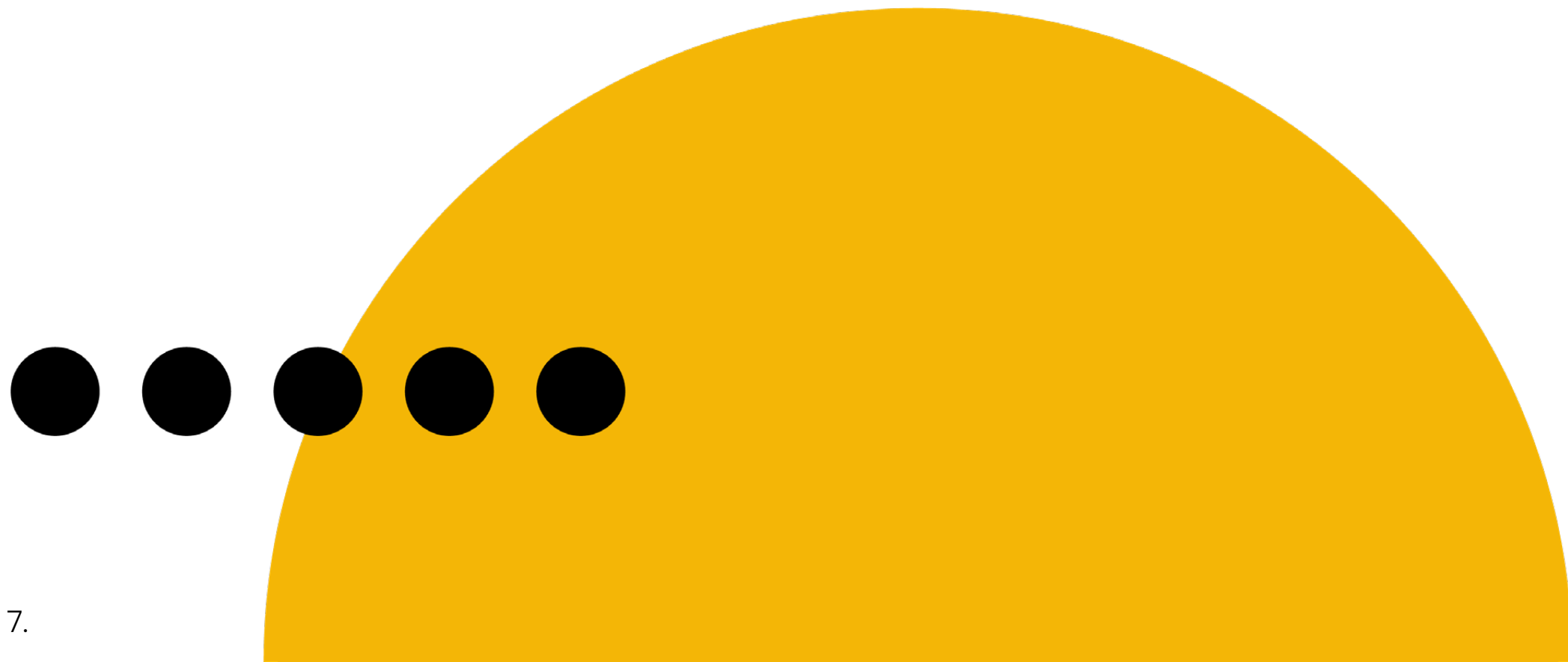
Watches & Jewelry

In Q3, the Watches & Jewelry industry in Hong Kong's influencer marketing sector recorded a total spending of HK$9.6 million. The top three key players—**Chow Tai Fook Jewellery**, **Tiffany & Co.**, and **Chow Sang Sang Jewellery**—dominated the scene.

Chow Tai Fook Jewellery led the spending with HK$1.6 million, promoting its "Palace Museum (故宮系列)" collection through collaborations with influencers like Elva Ni (倪晨曦) and Cecilia Yeung (楊文蔚), while celebrating its 95th anniversary and the opening of a flagship store in Central.

Tiffany & Co. spent HK$1.1 million, engaging popular female influencers such as Elva Ni (倪晨曦), Marife Yau (邱彥筒), Laurinda Ho (何超蓮), Jennifer Yu (余香凝), and Jace Chan (陳凱詠) to spotlight its iconic Tiffany Lock series.

Chow Sang Sang Jewellery invested HK$0.98 million, collaborating with Charmaine Sheh (佘詩曼), Jason Chan (陳柏宇), Serrini, and Pomato (小薯茄) to promote the "Timeless Resonance" exhibition held in Kai Tak.

Top 10 Watches & Jewelry brands in Q3

Chow Tai Fook (周大福): Nano 2%, Micro 3%, Mid tier 25%, Macro 70% — HK$1.64M
Tiffany & Co.: Mid tier 4%, Macro 95% — HK$1.10M
Chow Sang Sang (周生生): Mid tier 9%, Macro 70%, Top 20% — HK$0.98M
Cartier: Mid tier 26%, Macro 51%, Top 21% — HK$0.96M
apm Monaco: Mid tier 15%, Macro 83% — HK$0.91M
Chopard: Mid tier 20%, Top 78% — HK$0.58M
Longines: Macro 95% — HK$0.46M
Audemars Piguet: Mid tier 9%, Macro 90% — HK$0.45M
Omega: Mid tier 18%, Macro 81% — HK$0.34M
Citizen: Mid tier 15%, Macro 85% — HK$0.33M

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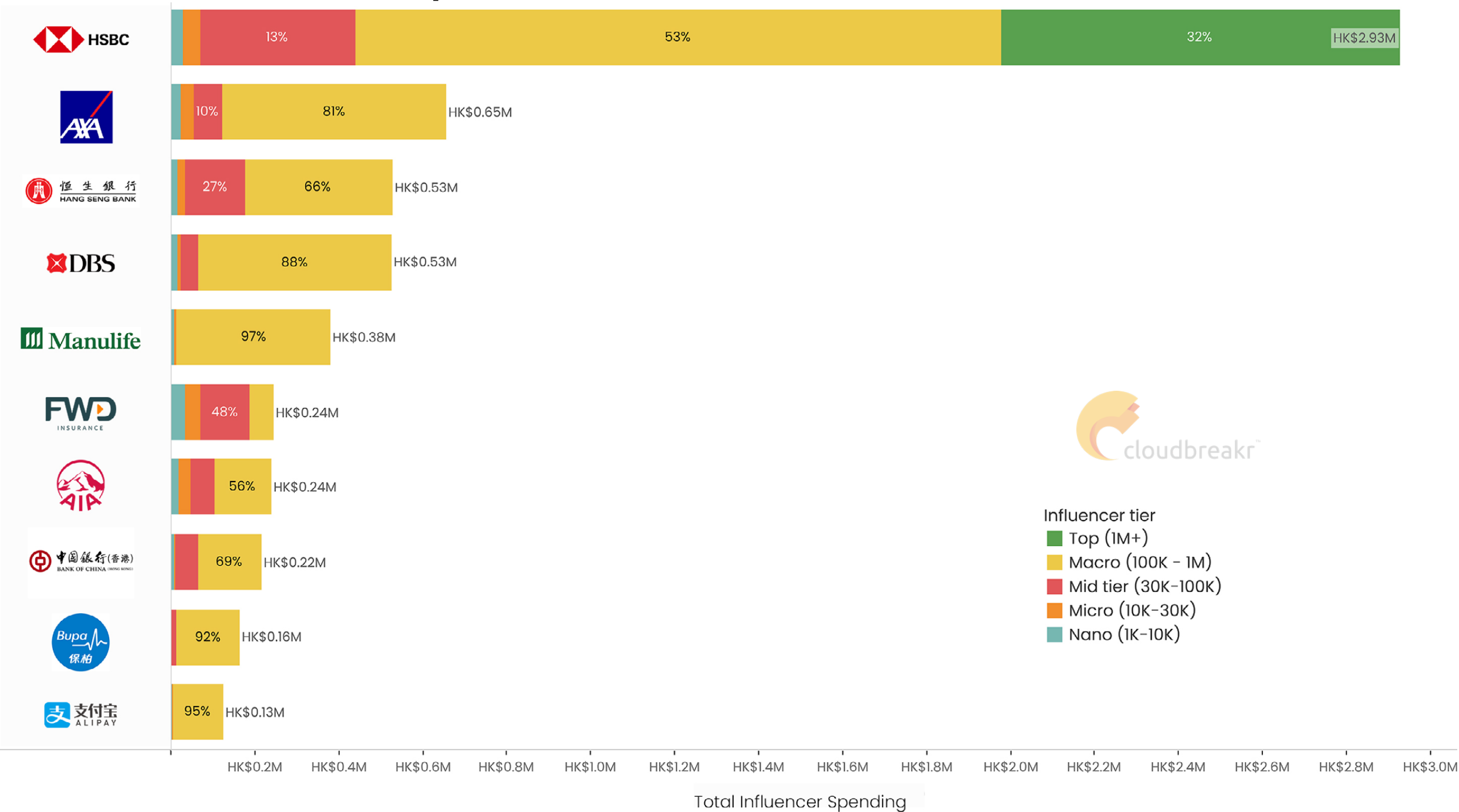- Nano (1K-10K)

Total Influencer Spending

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Financial Services

In Q3, the Financial Services industry in Hong Kong allocated HK$6.5 million to influencer marketing. The top three contributors were **HSBC**, **AXA**, and **Hang Seng Bank**. HSBC led the spending with HK$2.9 million, promoting its products and special offers through collaborations with top and macro influencers such as Charmaine Sheh (佘詩曼), Ali Lee (李佳芯), and Kay Tse (謝安琪). These partnerships aimed to enhance the visibility of HSBC's offerings and connect with a broader audience through well-known public figures.

AXA invested HK$0.7 million, partnering with influencers like Cecilia Yeung(楊文蔚), 東方昇, and Pumpkin Jenn to highlight insurance products tailored for travelers, freelancers, and the self-employed. The collaboration effectively showcased how AXA's insurance solutions can protect these specific groups, making the partnerships a strategic touchpoint for connecting with a niche market.

Hang Seng Bank, with HK$0.5 million, teamed up with Kok Tak Chiu (谷德昭) and Sandra Ng (吳君如) to promote their Prestige and Family+ bank accounts. The campaign focused on how these accounts can simplify and manage banking services for families, positioning Hang Seng Bank as a solution for modern family banking needs.

Top 10 Financial Services brands in Q3

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

Total Influencer Spending

Beauty & Cosmetics
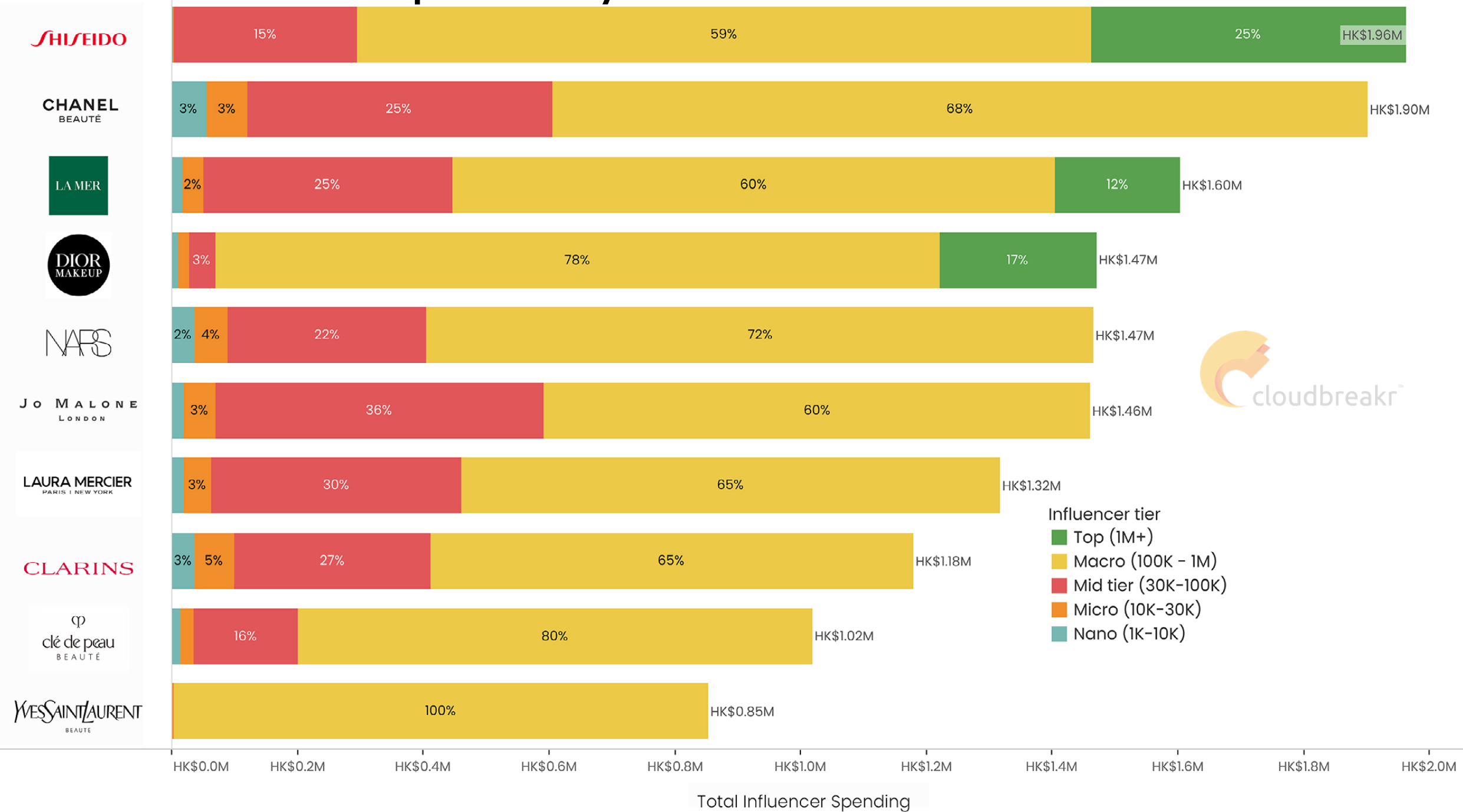
In Q3, the Beauty & Cosmetics industry in Hong Kong saw a total influencer marketing spend of HK$28.1 million, making it one of the most prominent sectors. **SHISEIDO** and **Chanel Beauty** both led the industry with HK$1.9 million in spending each, while **La Mer** followed closely with HK$1.6 million.

SHISEIDO's campaigns involved collaborations with members of the popular boy band Mirror, including Ian Chan (陳卓賢), Anson Lo (盧瀚霆), Keung To (姜濤), and Edan Lui (呂爵安). The strong fan engagement from these influencers' followers translated into significant support for SHISEIDO's promoted products, amplifying the brand's reach and effectiveness.

Chanel Beauty focused on partnering with top beauty influencers, such as Asha (徐淐喬), Sofiee Ng (吳海昕), Emi Wong (王樂婷), and Christy Lee. These influencers helped boost visibility for Chanel Beauty's latest skincare line, driving engagement and product interest among their audiences.

La Mer hosted a "Night with LaMer" event, introducing their NEW Rejuvenating Night Cream. Celebrities and beauty influencers like Charmaine Sheh (佘詩曼), Jennifer Yu (余香凝), Zelia Chung (鍾浠文), and Moonie Chu (朱嘉望) were invited, further elevating the brand's luxury appeal and expanding its influence through these high-profile collaborations.

Top 10 Beauty & Cosmetics brands in Q3

Brand	Nano (1K-10K)	Micro (10K-30K)	Mid tier (30K-100K)	Macro (100K - 1M)	Top (1M+)	Total
SHISEIDO			15%	59%	25%	HK$1.96M
CHANEL BEAUTÉ	3%	3%	25%	68%		HK$1.90M
LA MER	2%		25%	60%	12%	HK$1.60M
DIOR MAKEUP		3%		78%	17%	HK$1.47M
NARS	2%	4%	22%	72%		HK$1.47M
JO MALONE LONDON		3%	36%	60%		HK$1.46M
LAURA MERCIER		3%	30%	65%		HK$1.32M
CLARINS	3%	5%	27%	65%		HK$1.18M
clé de peau BEAUTÉ			16%	80%		HK$1.02M
YVES SAINT LAURENT BEAUTÉ				100%		HK$0.85M

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

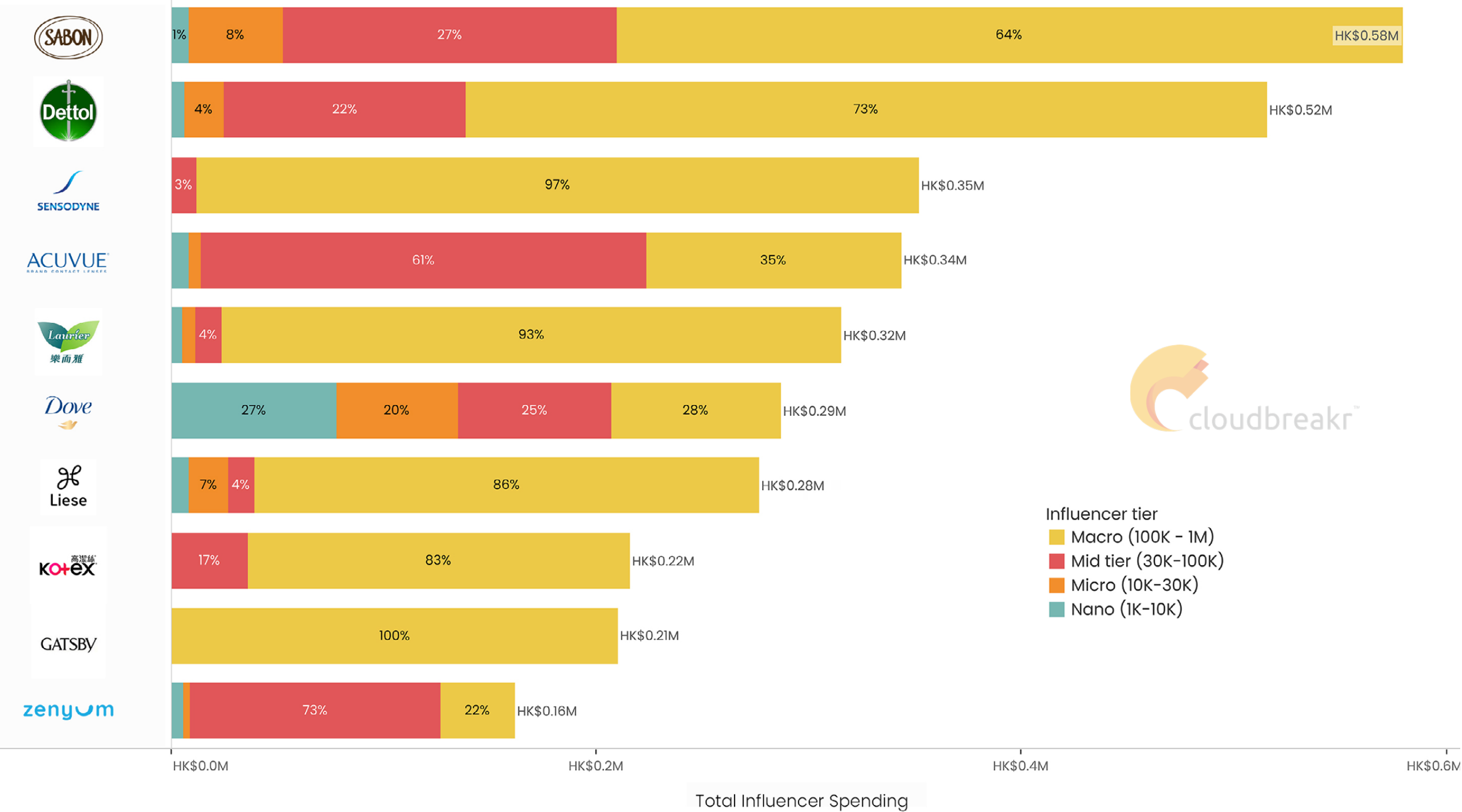Total Influencer Spending

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10.

Personal Care

In Q3, the Personal Care industry in Hong Kong invested a total of HK$5 million in influencer marketing. The top three players—**Sabon**, **Dettol**, and **Sensodyne**—collectively contributed to this spending, leveraging collaborations with both celebrities and influencers to promote their products.

Sabon led with HK$0.6 million, collaborating with Edan Lui (呂爵安) and Hong Kong athletes Calista Lam (林芷煖) and PAKHUNG (張柏鴻) to promote its crossover hair products and the latest Paris series. These partnerships helped Sabon connect with a diverse audience, combining both pop culture and athletic appeal.

Dettol allocated HK$0.5 million, targeting the Gen Z demographic through influencers like Sabrina (阿冰), 東方昇, and Jessica Chan (陳苡臻) to promote its Dettol Profresh shampoo and skincare line. This approach allowed Dettol to engage a younger audience, aligning its brand with modern skincare trends.

Sensodyne, spending HK$0.4 million, partnered with celebrities such as Chloe So (蘇皓兒), Anjaylia Chan (陳嘉寶), and Sarah Song (宋熙年) to promote its toothpaste. These collaborations enhanced Sensodyne's visibility and positioned the brand as a go-to choice for oral care among a broad range of consumers.

Top 10 Personal Care brands in Q3

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

Total Influencer Spending

11.

Food & Beverages

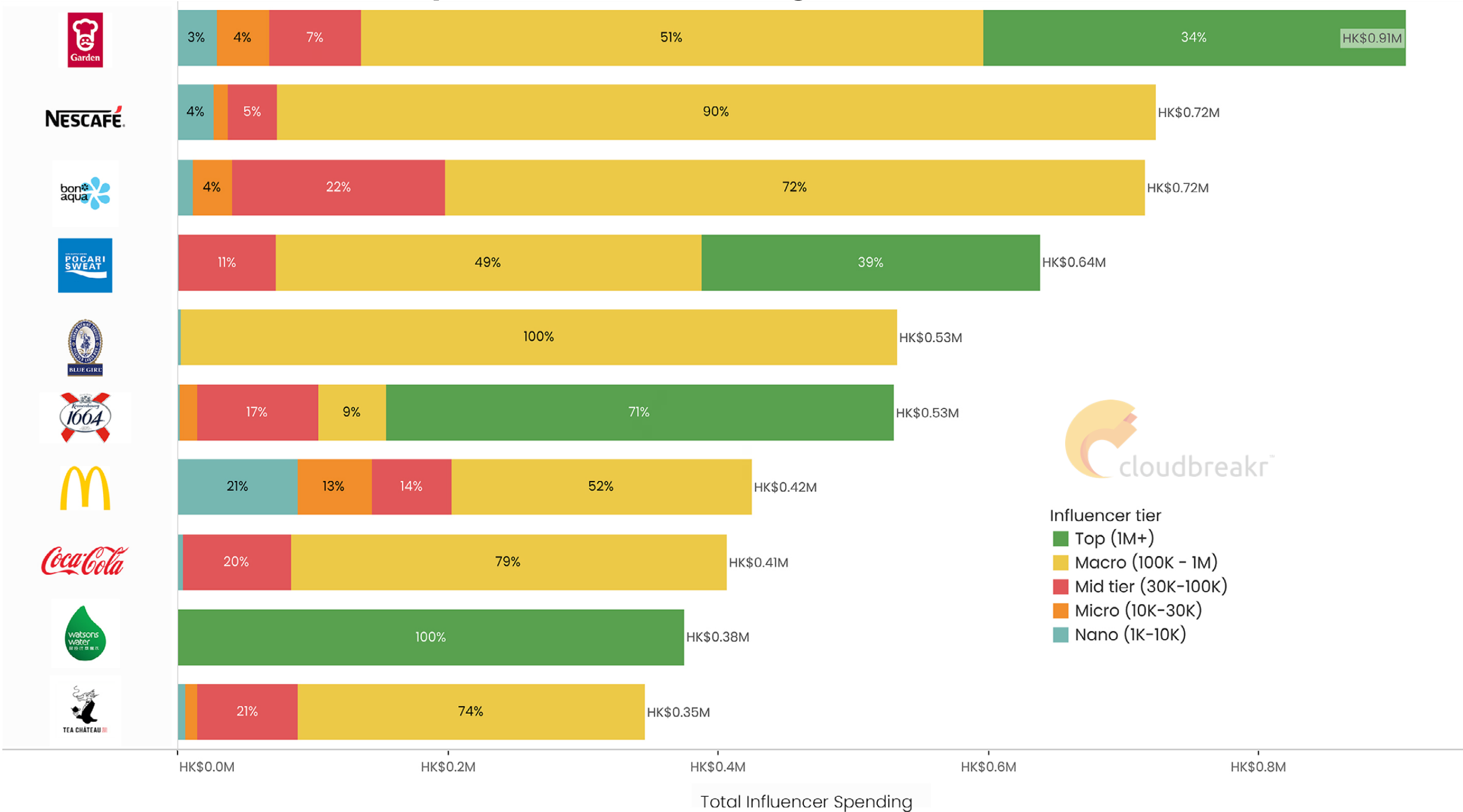In Q3, the Food and Beverage industry in Hong Kong saw a total influencer marketing spend of HK$11.1 million, with **Garden 嘉頓**, **Nescafe**, and **Bonaqua** leading the way.

Garden 嘉頓 invested HK$0.9 million, collaborating with influencers from diverse verticals, including Coffee Lam (林芊妤), Grace Chan (陳凱琳), Kaho Hung (洪嘉豪), and Sica, to promote its latest brown sugar rye bread. Each influencer highlighted different scenarios where Garden's bread could replenish energy, aligning the product with various lifestyles and needs.

Nescafe spent HK$0.7 million on a campaign featuring popular celebrities Tyson Yoshi and Do Do Cheng (鄭裕玲) to promote its coffee made in Korea. The celebrity collaborations helped Nescafe strengthen its brand presence, especially among coffee enthusiasts.

Bonaqua also allocated HK$0.7 million, partnering with top female influencers Ivy So (蘇雅琳), Chloe So (蘇皓兒), and Cecilia Yeung (楊文蔚) to promote its recycling campaign "Choose Less Choose Bonaqua." The campaign aimed to encourage consumers to choose Bonaqua water made with recycled materials, aligning with the growing eco-conscious movement.

Top 10 Food & Beverage brands in Q3

Horizontal stacked bar chart "Top 10 Food & Beverage brands in Q3" showing Total Influencer Spending by influencer tier:

Brand	Nano (1K-10K)	Micro (10K-30K)	Mid tier (30K-100K)	Macro (100K-1M)	Top (1M+)	Total
Garden	3%	4%	7%	51%	34%	HK$0.91M
Nescafe	4%		5%	90%		HK$0.72M
bonaqua		4%	22%	72%		HK$0.72M
Pocari Sweat			11%	49%	39%	HK$0.64M
Blue Girl				100%		HK$0.53M
1664			17%	9%	71%	HK$0.53M
McDonald's	21%	13%	14%	52%		HK$0.42M
Coca-Cola			20%	79%		HK$0.41M
Watsons Water					100%	HK$0.38M
Tea Chateau			21%	74%		HK$0.35M

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

Total Influencer Spending

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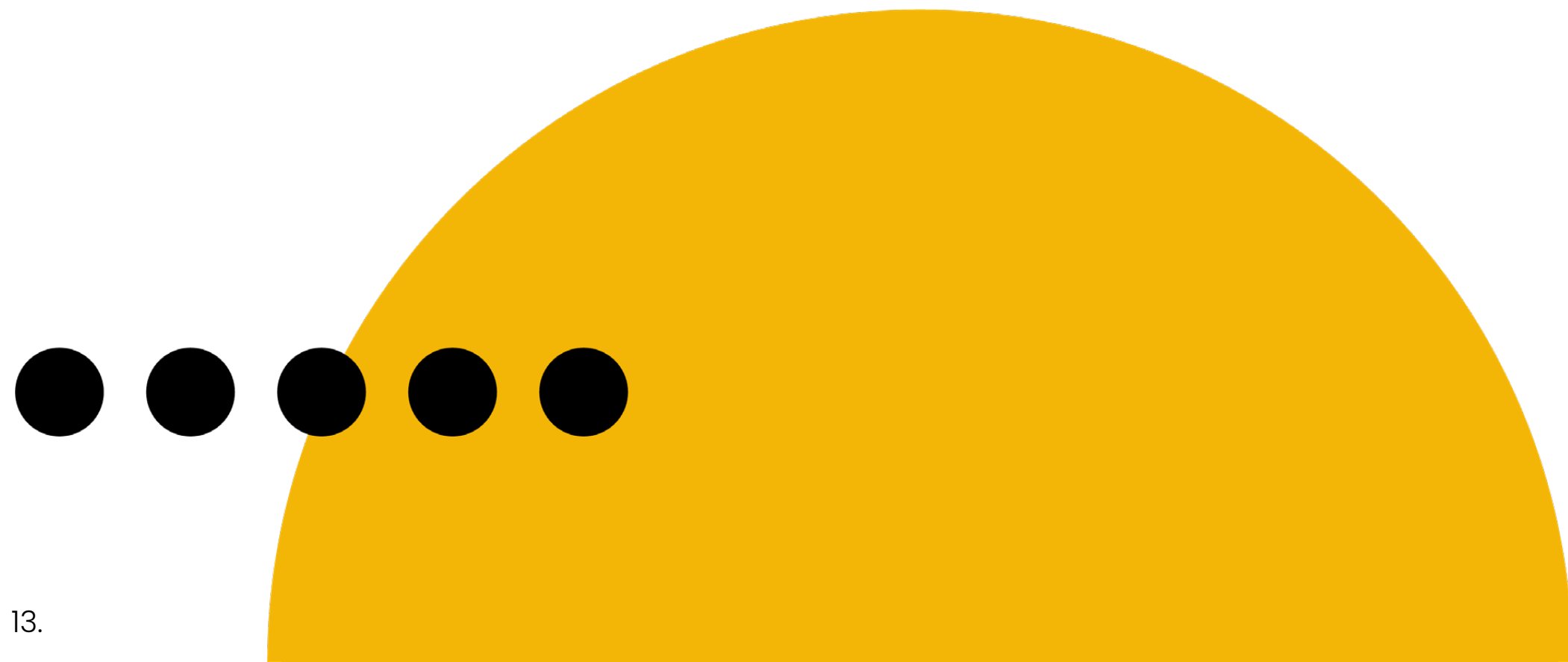
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Power up your Influencer marketing strategy

Social media listening

Influencer Discovery

Competitor monitoring and analysis

Influencer campaign management

Influencer profile analysis

Schedule a call

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About Cloudbreakr

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

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