

Year In Review

Top Spenders on YouTube

2021





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Key Insights

The purpose of this report is to give insight into the growth of the Influencer Marketing Industry in 2021. Here are five key insights into what you will find in this report:



The total IMV of Influencer Marketing on YouTube in 2021 is over \$603.9 Million.



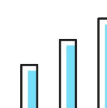
The top spender of 2021 invested \$29 Million into Influencer Marketing on YouTube.



The top ten spenders reached over 14.3 Billion users in 2021, amassing a combined total of 1 Billion views.



The top five industries investing in YouTube Influencer Marketing are Tech, Gaming, Food & Drink, Beauty, and Fashion.



The highest monthly top spender invested \$7.5 Million into Influencer Marketing on YouTube in the month of March.

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AI-Powered Social Media Intelligence for Influencers

Industry leading intelligence for **Instagram**, **TikTok**, and **Youtube**.

Search



A photograph of a desk setup. In the background, a laptop is open with a keyboard and a mouse. The mouse is black with a red light. In the foreground, a smartphone is lying on a wooden desk next to a pen. The pen is black and silver. The lighting is warm, with a yellowish glow.

Research Methodology

The data presented in this report was collected from all sponsored YouTube videos posted during 2021. All of the YouTube influencer data that is contained in this report was captured by the NeoReach Social Intelligence API. Videos were required to comply with proper FTC disclosure regulations. Our analysis included sponsored YouTube videos posted between the months January through December 2021. We further refined this data to target YouTube videos of influencers located in North America, solely in the United States and Canada.

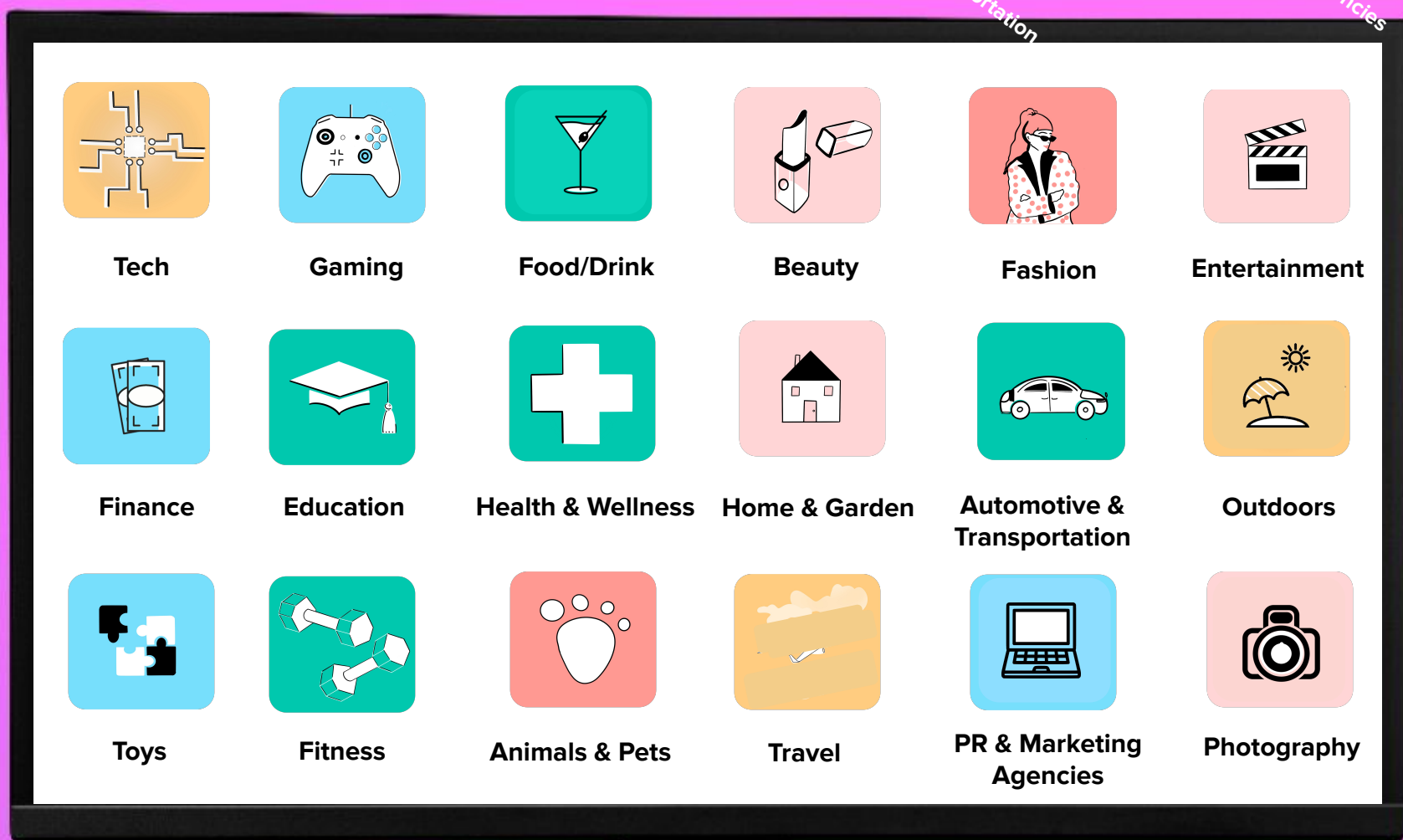
Of the selection of YouTube videos which met these criteria, this report showcases only those brands and companies that activated campaigns with sponsored content achieving at least 10,000 views on YouTube. The resulting data set consisted of over nearly 28,000 YouTube videos.

Therefore, the following report does not include all sponsored content on YouTube during the 2021 calendar year. However, it does include the top spending brands and industries for influencer marketing on YouTube for the entirety of 2021.



Top Industries on YouTube

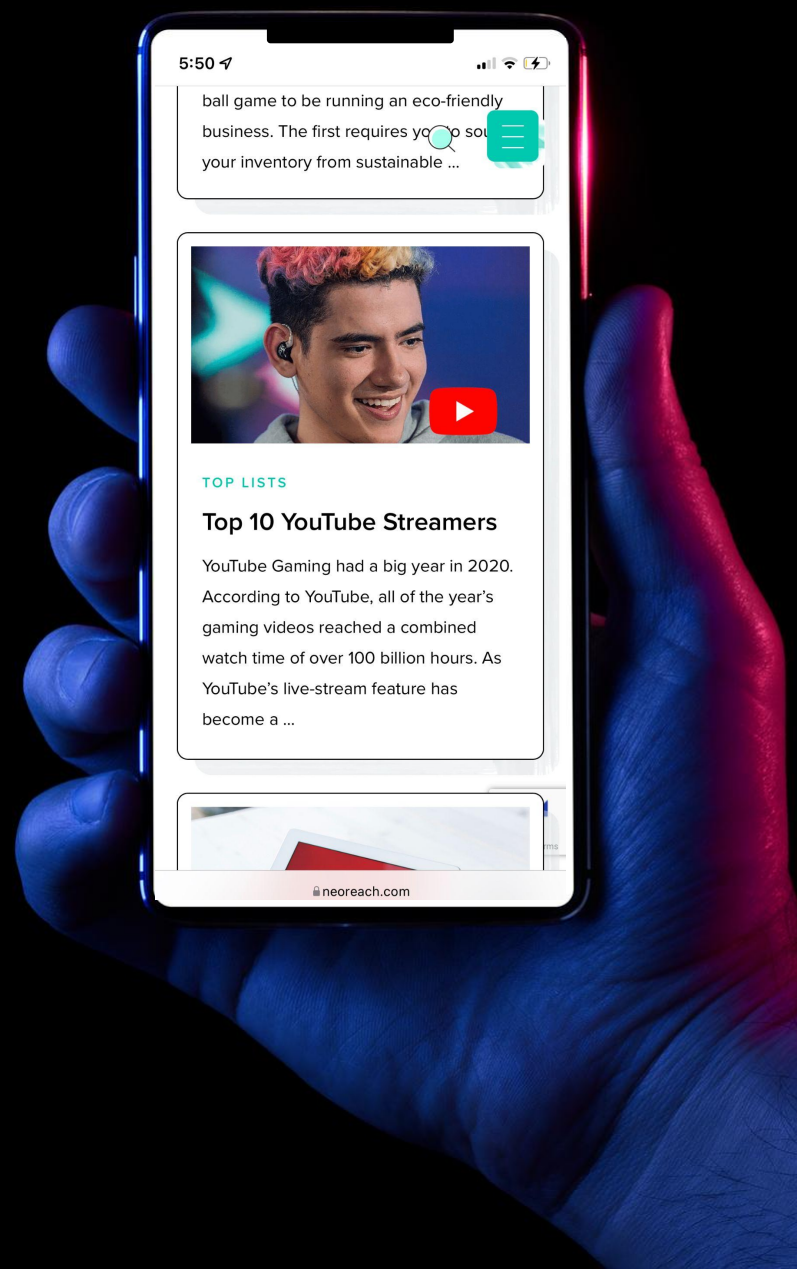
3,387 qualifying brands activated sponsored videos on YouTube in 2021. Brands included in this data were confirmed to use proper FTC disclosure of advertisement in their sponsored influencer marketing videos. NeoReach has compiled all four quarters of 2021 into a holistic year-end review report for in-depth insights from the influencer marketing data on YouTube. This report analyzes the highest spending industries. Below are the top 18 industries in YouTube influencer marketing.





Top 18 Industries Metric Breakdown

Metrics	2021
Total IMV -----	\$603,912,228.10
Total Sponsored Views -----	4,146,444,078
Total Reach -----	44,266,167,384
Total Videos -----	27,917
Total Likes -----	223,658,570
Total Comments -----	20,735,802
Total Engagement -----	244,394,372
Avg. IMV -----	\$21,632.42
Avg. Sponsored Views -----	148,522
Avg. Reach -----	1,585,578.03
Avg. Likes -----	8,011
Avg. Comments -----	762
Total Brands -----	3,387



In 2021, the qualifying brands in the top 18 industries spent a combined total of over **\$603.9 Million**. Amassing over **4 Billion views** and **reaching over 44.2 Billion users**, these top spending industries have certainly made their mark on the platform.

If you read our 2020 Industry Report, you may have noticed that the top 3 spending industries remain Tech, Gaming, and Food & Drink. These three industries continue spending the most on influencer marketing on YouTube.

Out of the 3,387 brands and the 27,917 sponsored videos that qualified for analysis in this data set, **engagements were over 244.3 Million**.





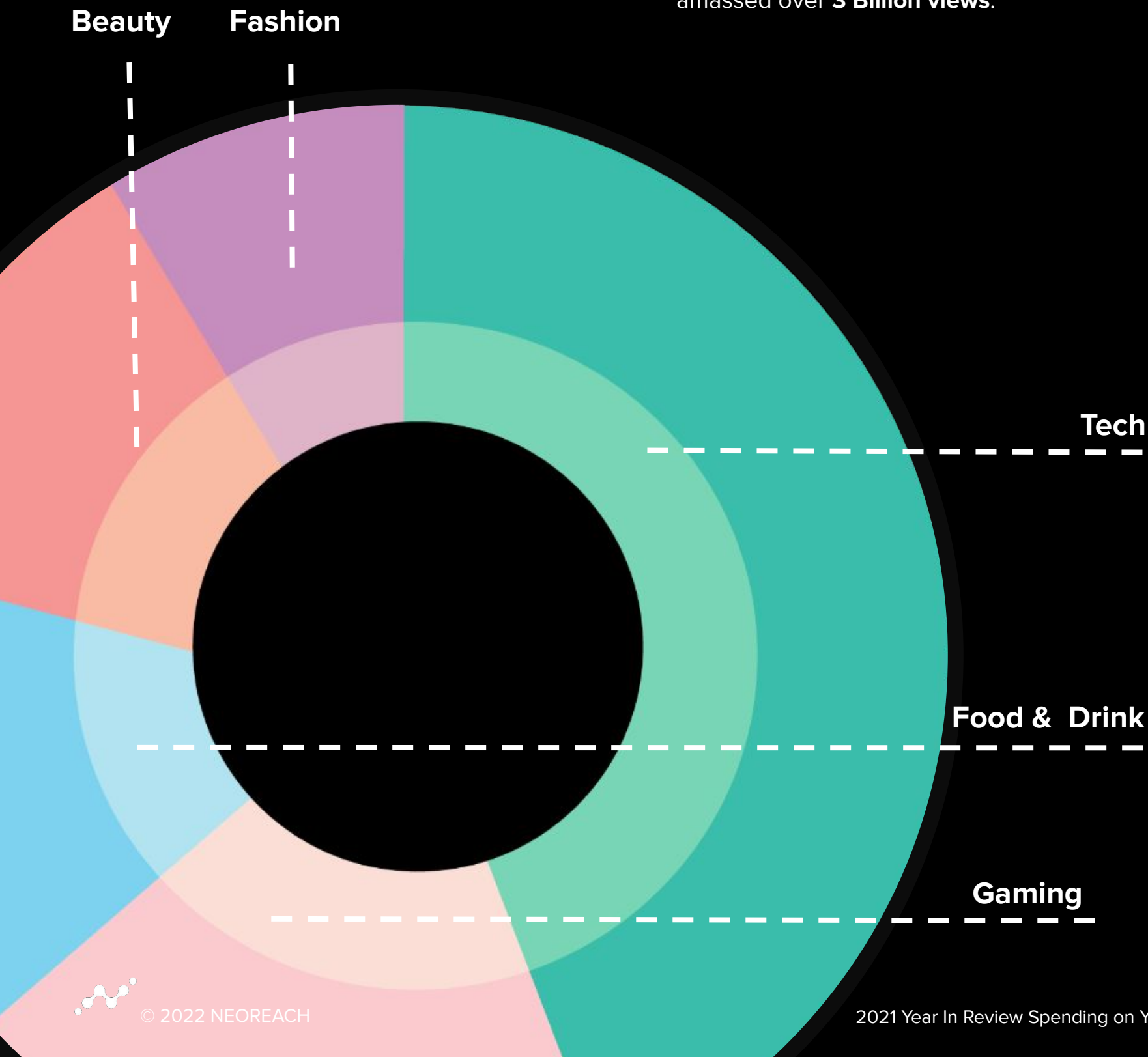
Top Industries on YouTube: Closer Look

3B

Total Views

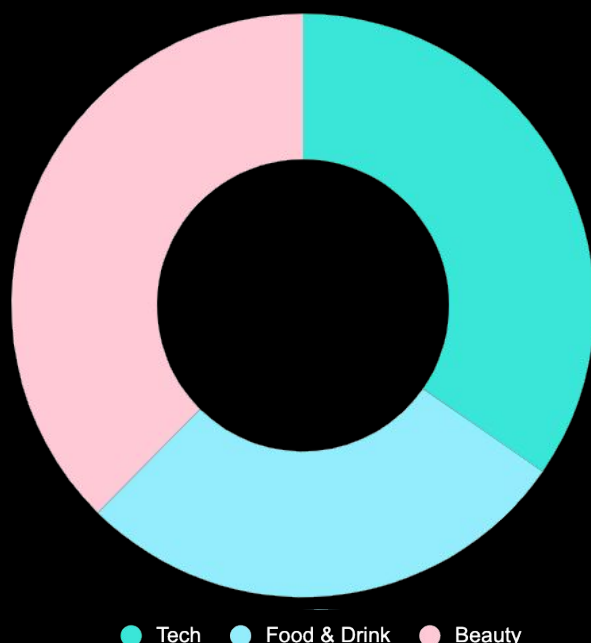
IMV/Spend

Isolating the top 5 industry spenders – Tech, Gaming, Food & Drink, Beauty, and Fashion – Tech, once again, is responsible for just short of half with **44% of the total IMV** this year. Tech spent nearly twice as much as the #2 spot, Gaming. Altogether, these top 5 industries spent **\$442 Million** on YouTube sponsored videos and amassed over **3 Billion views**.

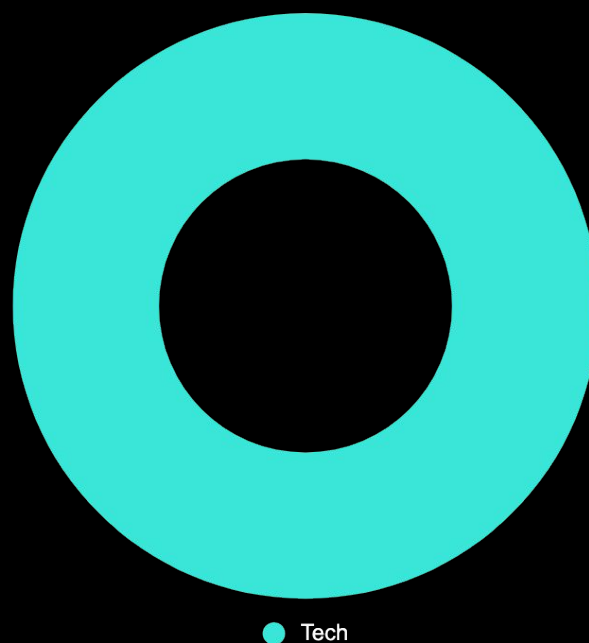


Campaign Objectives

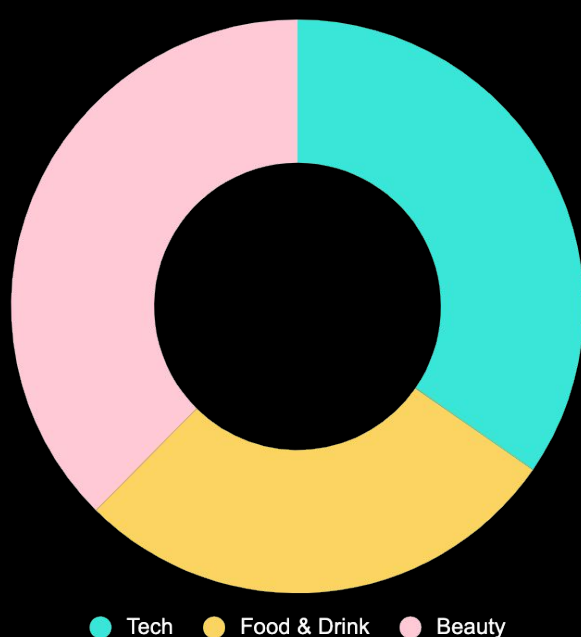
Branding & Awareness



Download or Install



Limited Time Offer



To better analyze influencer marketing campaigns on YouTube, we identified each sponsored video as one of four campaign objectives – (1) Branding and Awareness, (2) Contest/Giveaway, (3) Download or Install, and (4) Limited Time Offer. The data included was from the top 10 brands overall. The **majority of campaigns** were Limited Time Offer and only one video, less than 1% of the total campaigns, were promoting a contest or giveaway.

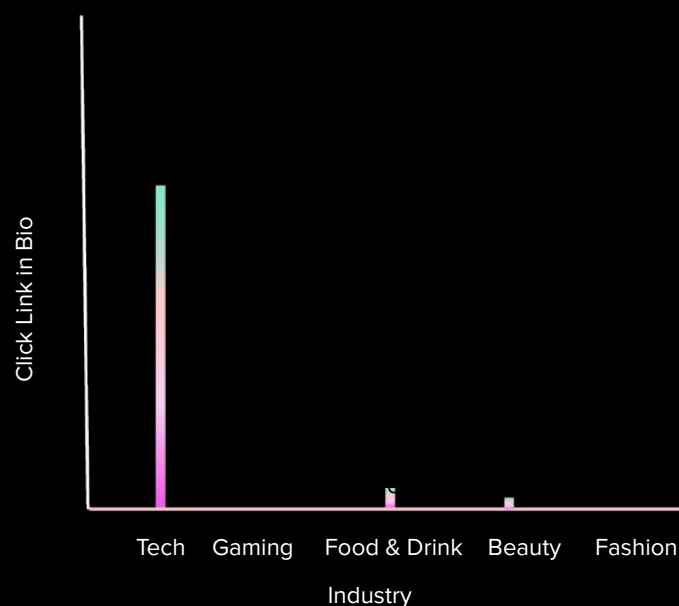
Campaign Objectives	2021	% of Total
Branding and Awareness	497	8.36%
Contest/Giveaway	1	.02%
Download or Install	386	6.49%
Limited Time Offer	5,063	85.14%

Calls to Action

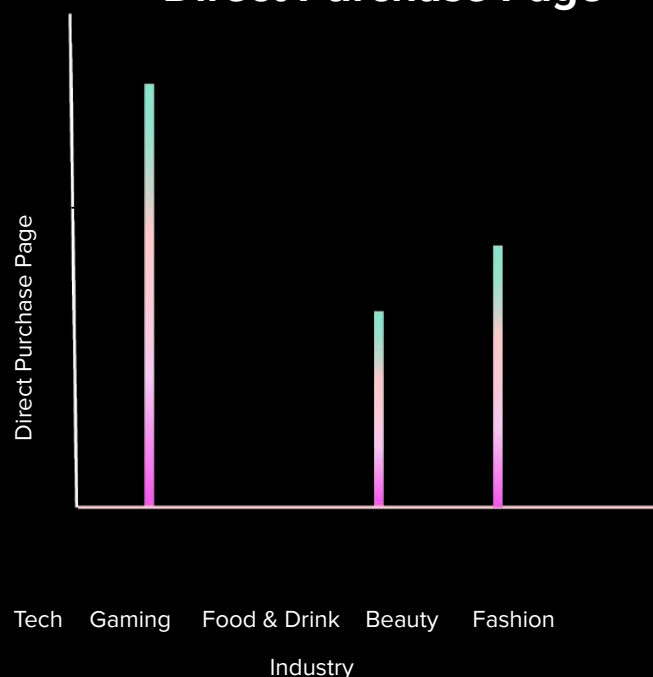
The data for analyzing campaign calls to action was analyzed in the same way as campaign objectives. **100% of sponsored videos** used a call to action of Click Link in Bio or Direct Purchase Page, with the majority preferring a Direct Purchase Page. Inversely, **none** of the analyzed campaign calls to action involved entering a giveaway or filling out a contact form.

Continuing the trend we have identified in past reports, this data supports that idea that brands favor direct calls to action with the ability to track and measure return on investment of influencer marketing on YouTube.

Click Link in Bio



Direct Purchase Page

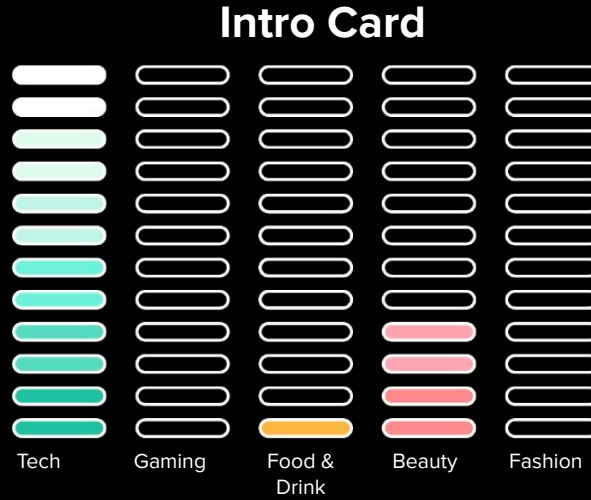
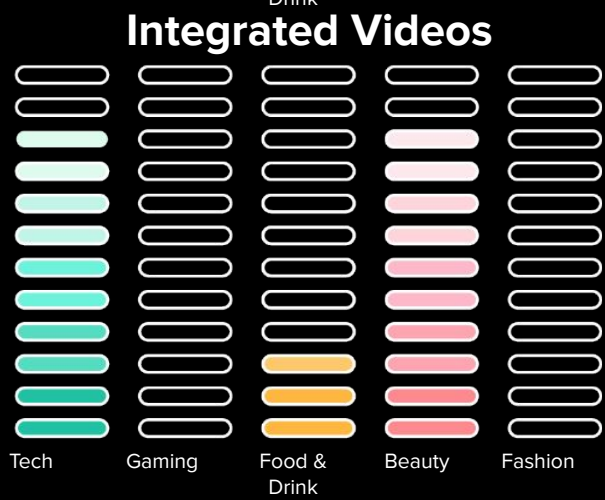
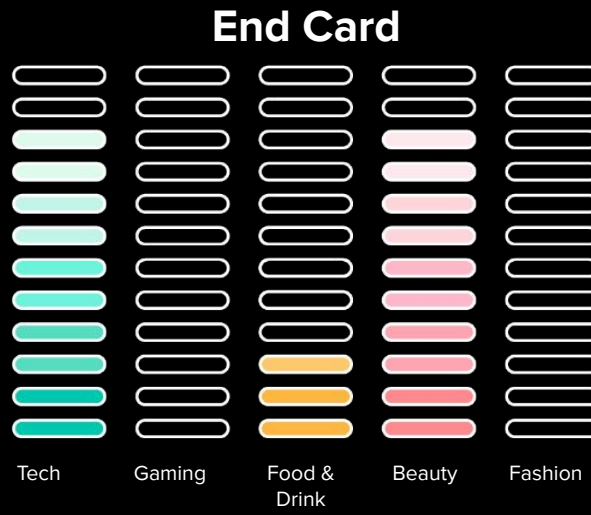


Calls to Action	2021	% of Total
Click Link in Bio	908	15.27%
Direct Purchase Page	5,038	84.73%
Enter Giveaway	0	0%
Fill out Contact Form	0	0%

Content Types

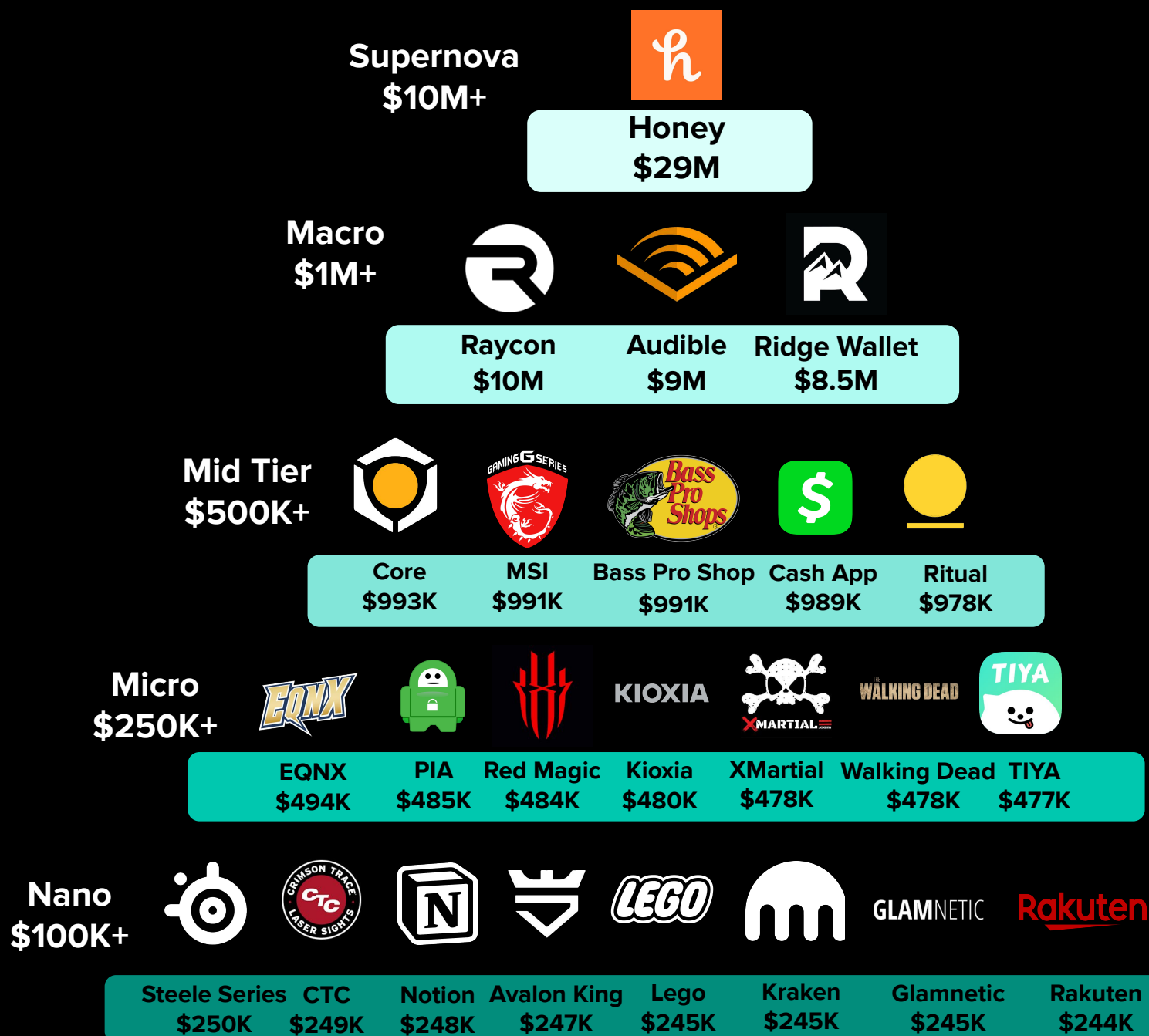
Content Type	2021	% of Total
Dedicated	10	0.20%
End Card	79	1.57%
Integrated	2,292	45.69%
Intro Card	1,641	32.72%
Description Only	994	19.82%

Integrated Videos



Out of the qualifying videos, **integrated content** continues its winning streak as the dominant content type, appearing in **45% of videos** from the top 10 brands in 2021. **Intro cards**, which were once less than half as popular as integrated content, now represent **over 32% of the total**. Similarly, the **description only** content time has also grown to almost **20%** in 2021.

Top Brands Highlight



Influencer Tier	# of Brands	Total Category Spend
Supernova	9	\$154M
Macro	103	\$251M
Mid Tier	80	\$57M
Micro	128	\$44M
Nano	297	\$45M

Ranking in the highest spending category, Supernova, are 16 brands who spent over \$10M in influencer marketing on YouTube in 2021. **617 brands** spent more than \$100K over the course of the year. Each influencer tier contains brands from a variety of industries, proving that influencer marketing is a viable strategy in any economy for everyone.

Top Spenders on YouTube



Honey



Express VPN



G Fuel



Keeps



Nord VPN



Manscaped



Squarespace



Skillshare



Hello Fresh



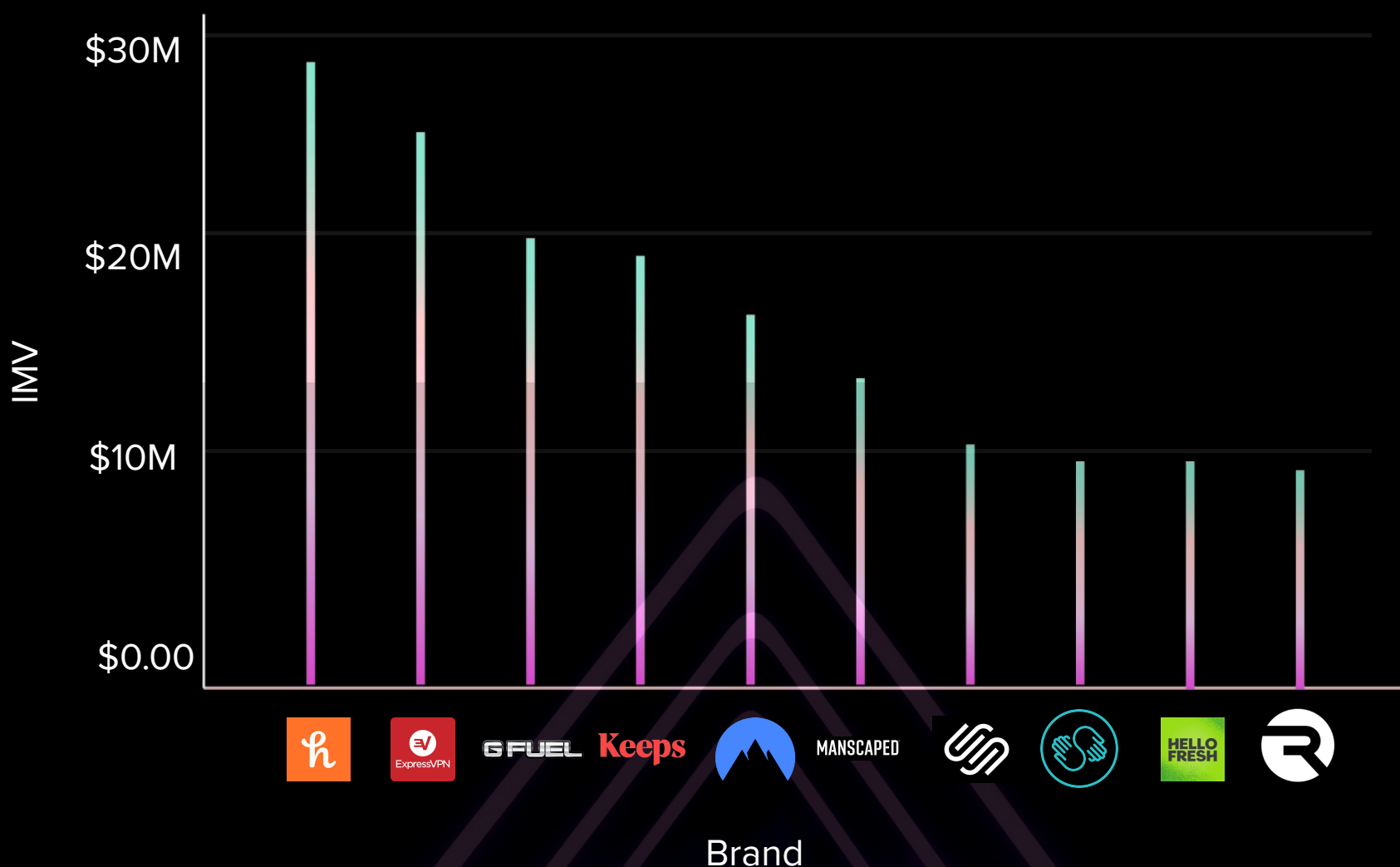
Raycon

Brand	Videos	Influencers	Total Views
Honey	227	127	193,639,519
Express VPN	1100	116	176,457,363
G Fuel	781	79	126,582,848
Keeps	660	324	125,550,360
Nord VPN	259	154	93,420,654
Manscaped	914	267	87,298,004
Squarespace	530	126	72,446,154
Skillshare	926	415	70,933,781
Hello Fresh	390	184	73,277,936
Raycon	160	78	65,300,461

(BY SPONSORED YOUTUBE VIEWS)

The highest spending brands displayed here invested a combined **\$164 Million** in YouTube influencer marketing. The top 10 brands reached **over 14.3 billion** users in 2021. Their sponsored videos amassed **over 1 billion views** from **1,870 influencers** and **5,947 videos**.

Top Spenders on YouTube: Closer Look



At the highest spending spot, Honey invested **\$29.1M** in 2021 on influencer marketing on YouTube. With the top 10 brands spending over \$164M, these heavy hitters only account for **27%** of the total annual spend on YouTube sponsored videos.

If you've been keeping up with our content in 2021, you will recognize certain brands on this list who have been consistent high spenders throughout the year. Most of the brands appearing on this chart are from the top 3 spending industries.

The trend continues to support the positive growth influencer marketing plays for brands. With expertly placed sponsorships and highly targeted audiences from proper influencer selection, brands are skyrocketing in their industries.

Viral Breakdown



Honey



\$3M

IMV



42.2M

Reach



1.5M

Likes



18M

Impressions



Honey



\$2.7M

IMV



42.2M

Reach



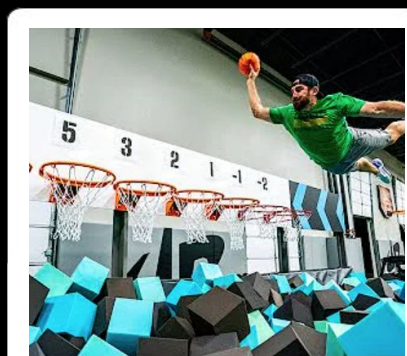
1.2M

Likes



17M

Impressions



**Basketball
Arena**



\$2.6M

IMV



53M

Reach



665K

Likes



23M

Impressions



Honey



\$2.6M

IMV



42.2M

Reach



1.2M

Likes



16M

Impressions



**Lord of
Heroes**



\$1.7M

IMV



53M

Reach



448K

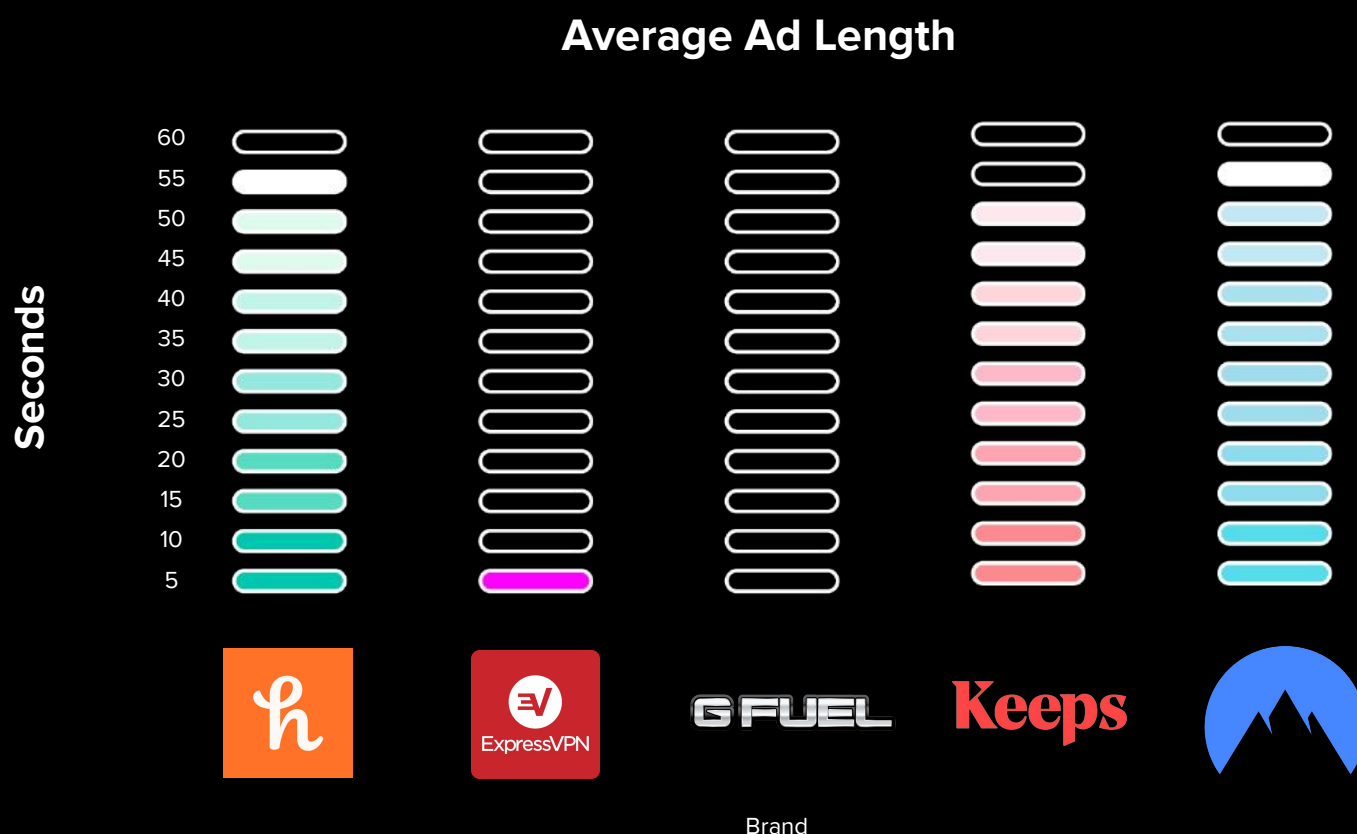
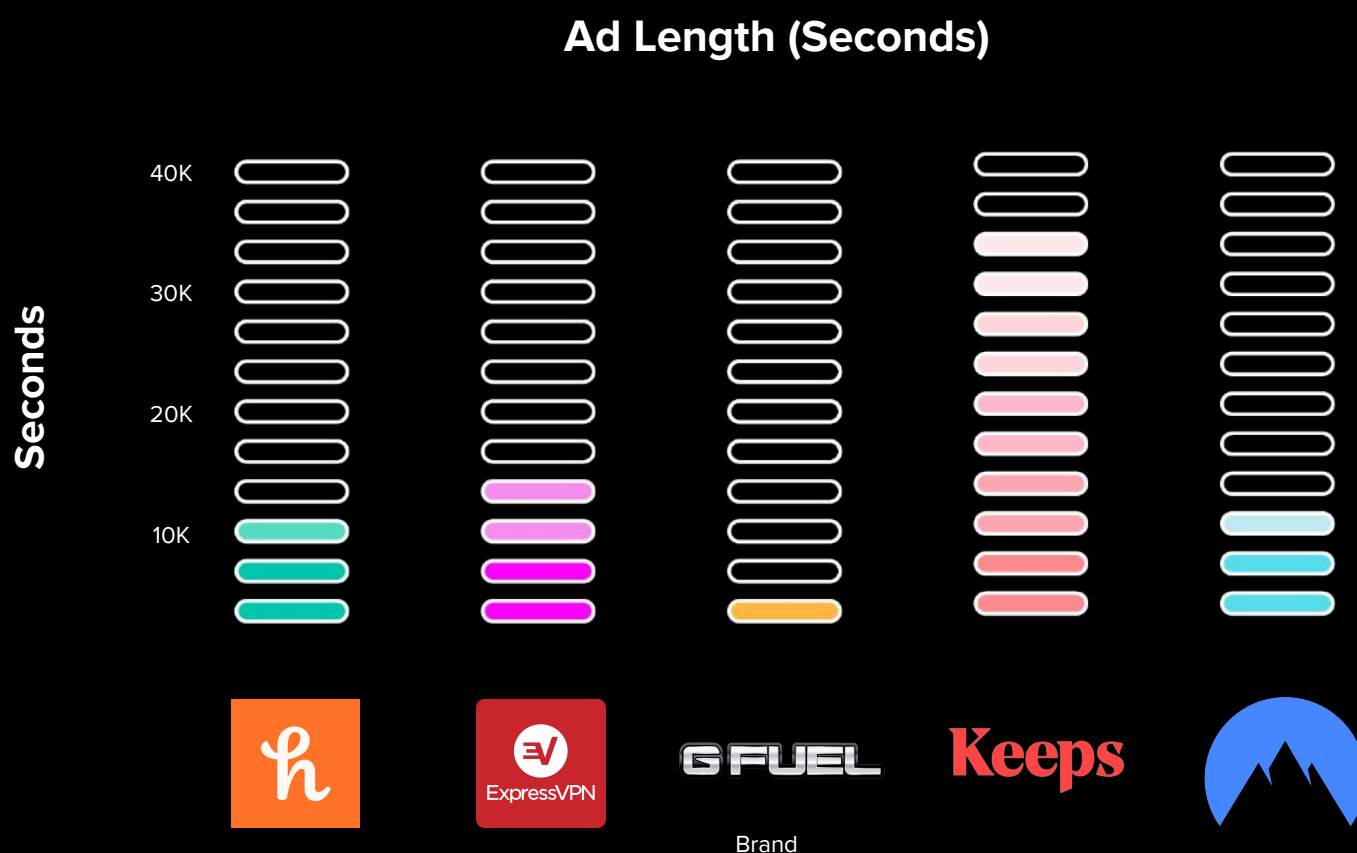
Likes



15M

Impressions

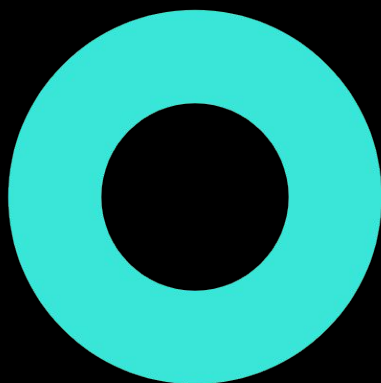
Ad Lengths for Top 5 Spenders



In 2021, Keeps sponsored videos with the longest ad length for a total of **38,828 seconds** in sponsorship content across all of its videos. That makes up almost half of the total ad length of the top 5 spenders of **81,905 seconds**. Although Keeps has the longest overall ad length, the average ad length for Honey, Nord VPN, and Keeps all ranged from **around 55 to 60 seconds**. Express VPN and GFuel, on the other hand, had significantly lower averages.

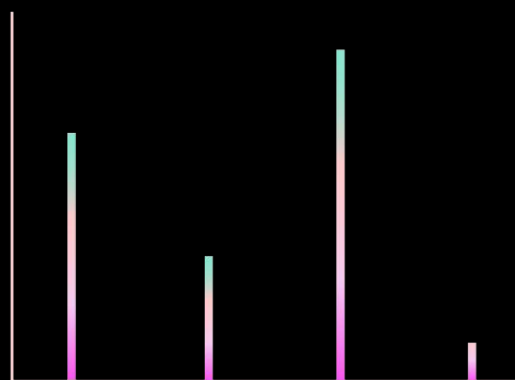
Brand Showcase

Call to Action



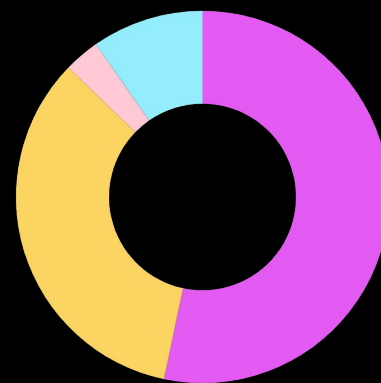
Tech

Campaign Type



Download or Install Limited Time Offer Branding & Awareness Contest/Giveaway

Content Type



Integrated Videos Intro Card End Card Description Only




honey by **PayPal**





Online savings, simplified


Best Performing Integrated Sponsored Video: Honey	2021
Views	18,184,166
Comments	99,095
Likes	1,450,390
Reach	42,200,000
Total IMV	\$8,262,028.34

Breakout Creators








h3podcast

 \$18.6M IMV	 102 Videos
 154M Views	 234M Reach








donutmediatv

 \$17.4M IMV	 147 Videos
 127M Views	 636M Reach








linustechtips

 \$14.6M IMV	 94 Videos
 107M Views	 1.1B Reach







pewdiepie

 \$12.5M IMV	 26 Videos
 76M Views	 2.8B Reach

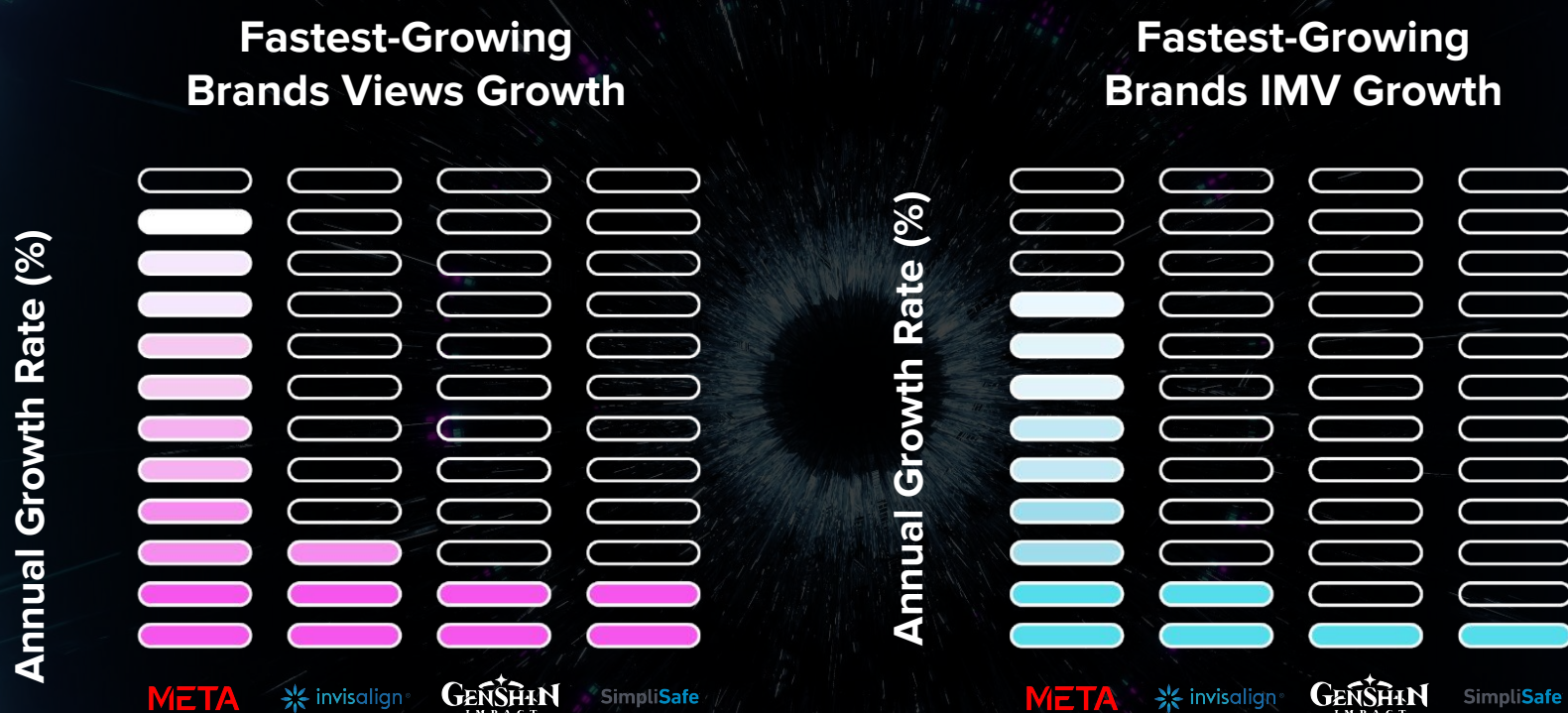


jeromeasf

 \$10.1M IMV	 614 Videos
 76.7M Views	 3.7B Reach

Breakout creators for 2021 participated in multiple YouTube sponsorships with many different brands. They have established a strong name and brand identity among their loyal audiences. These five creators achieved a total of **541M views** on **983 videos** with a reach of over **8 Billion** users. Collectively, the total IMV was **\$73M**.

Brands to Watch in 2022







In our analysis, we identified the top 4 brands that experienced a significantly high growth in IMV and views over 2021: (1) Meta PC, (2) Invisalign, (3) Genshin Impact, and (4) Simplisafe. These are the fastest-growing brands breaking into the influencer marketing space as part of their social media marketing strategy. **Meta PC** had the greatest jump in IMV from Q1 to Q4 2021 with a **9393% increase in spend** and **11665% growth in views** on sponsored content. Each of these brands increased from an IMV of under \$100K to one reaching nearly \$1M or even higher.

Top Sponsored Video of 2021

I BOUGHT THE WORLD'S LARGEST MYSTERY BOX (\$500,00)

@mrbeast6000

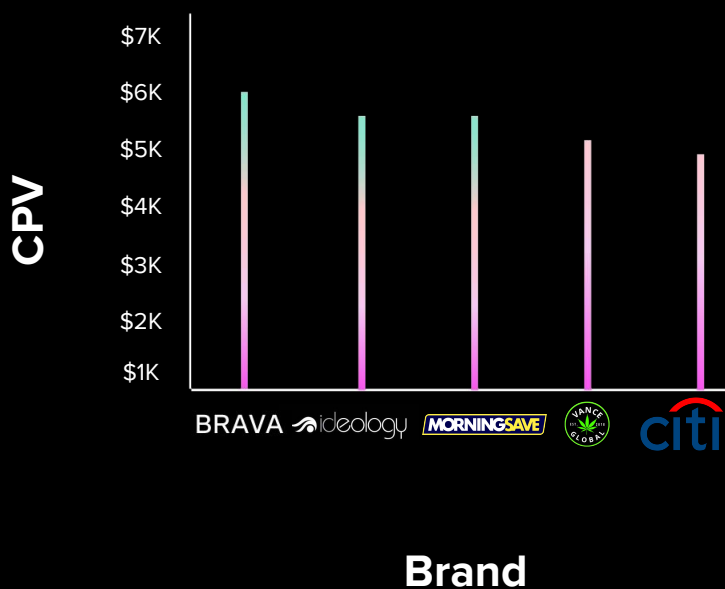


			
42.2M	\$3.1M	18M	1.5M
Reach	IMV	Views	Likes

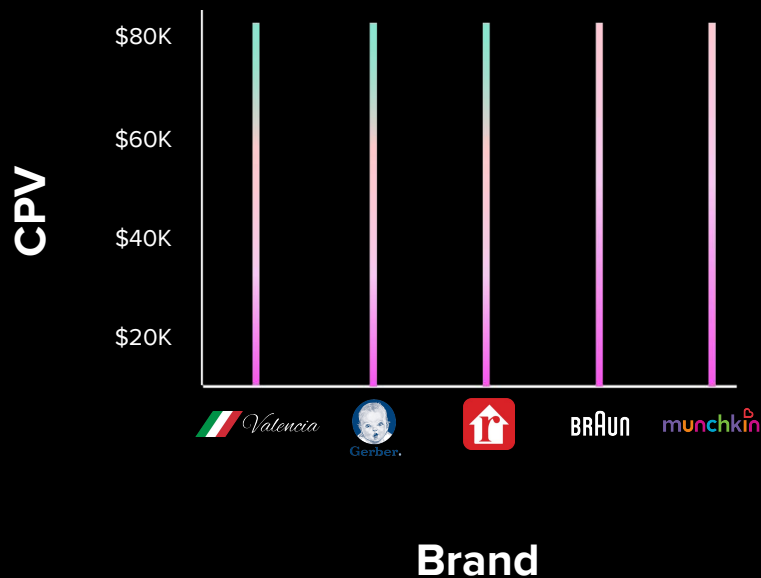
The Top Sponsored Video of 2021 was a video posted by top creator, @mrbeast6000. The video had an IMV of **\$3.1M** and a reach of **42.2M**. The video was sponsored by Honey, the top spending brand of 2021.

CPV Campaign Feature

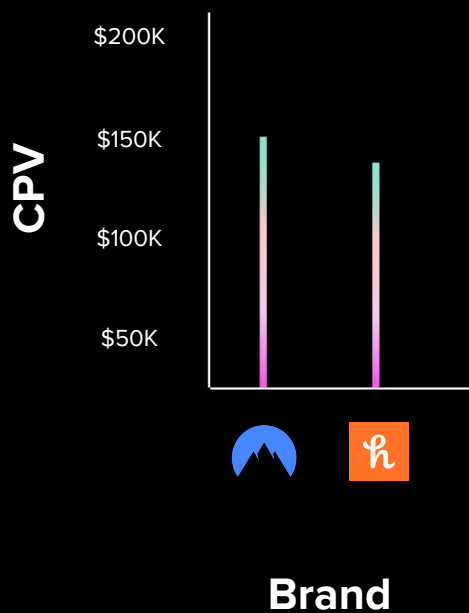
Highest CPV



Lowest CPV

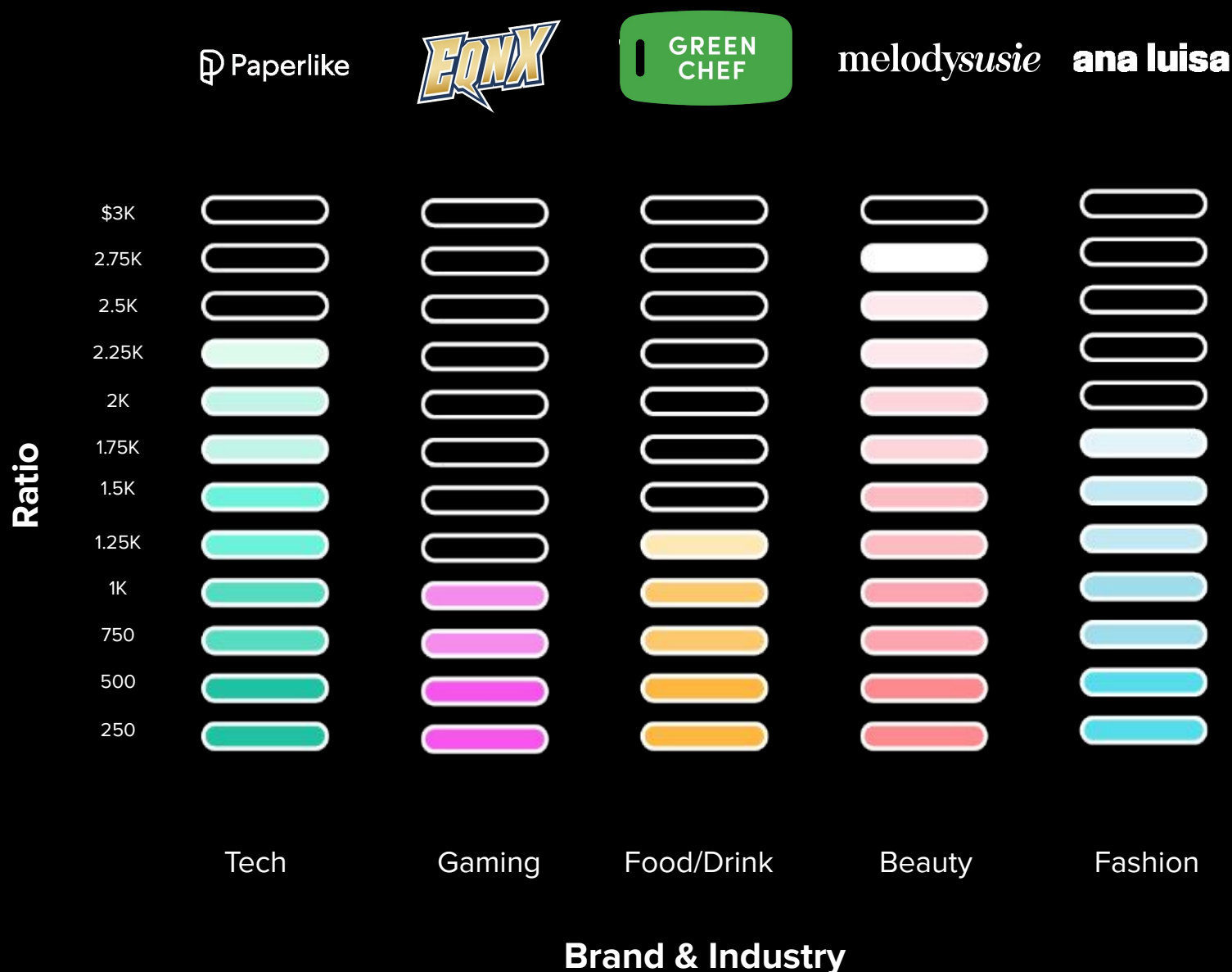


Brands with Low CPV



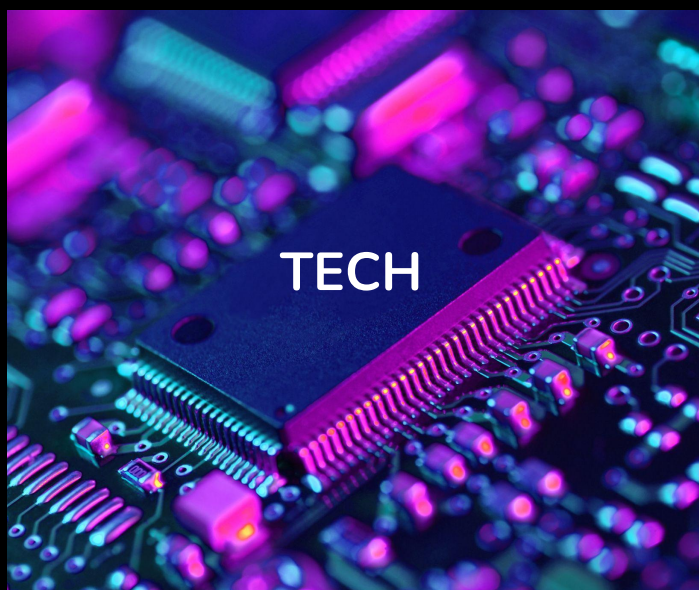
Competing for the top campaign of 2021 spot, we wanted to look into the calculated CPV for brands activating influencers based on our Social Intelligence API's IMV calculation. Displayed are the top 5 and lowest 5 campaigns ranked by **estimated cost per view**. We then calculated the **estimated CPV, cost per 1000 views**. We also included a couple of recognizable brands with extremely low CPV values to compare to the industry average.

Best Brand Sentiment



Which brands had the best response from their audiences? Brand sentiment was determined by taking the average like to dislike ratio for brands in the top 5 industries. **Melody Susie** was the most positively viewed sponsorship with a like to dislike ratio of almost **2900**. **Paperlike** was close behind with a like to dislike ratio of almost **2300**.

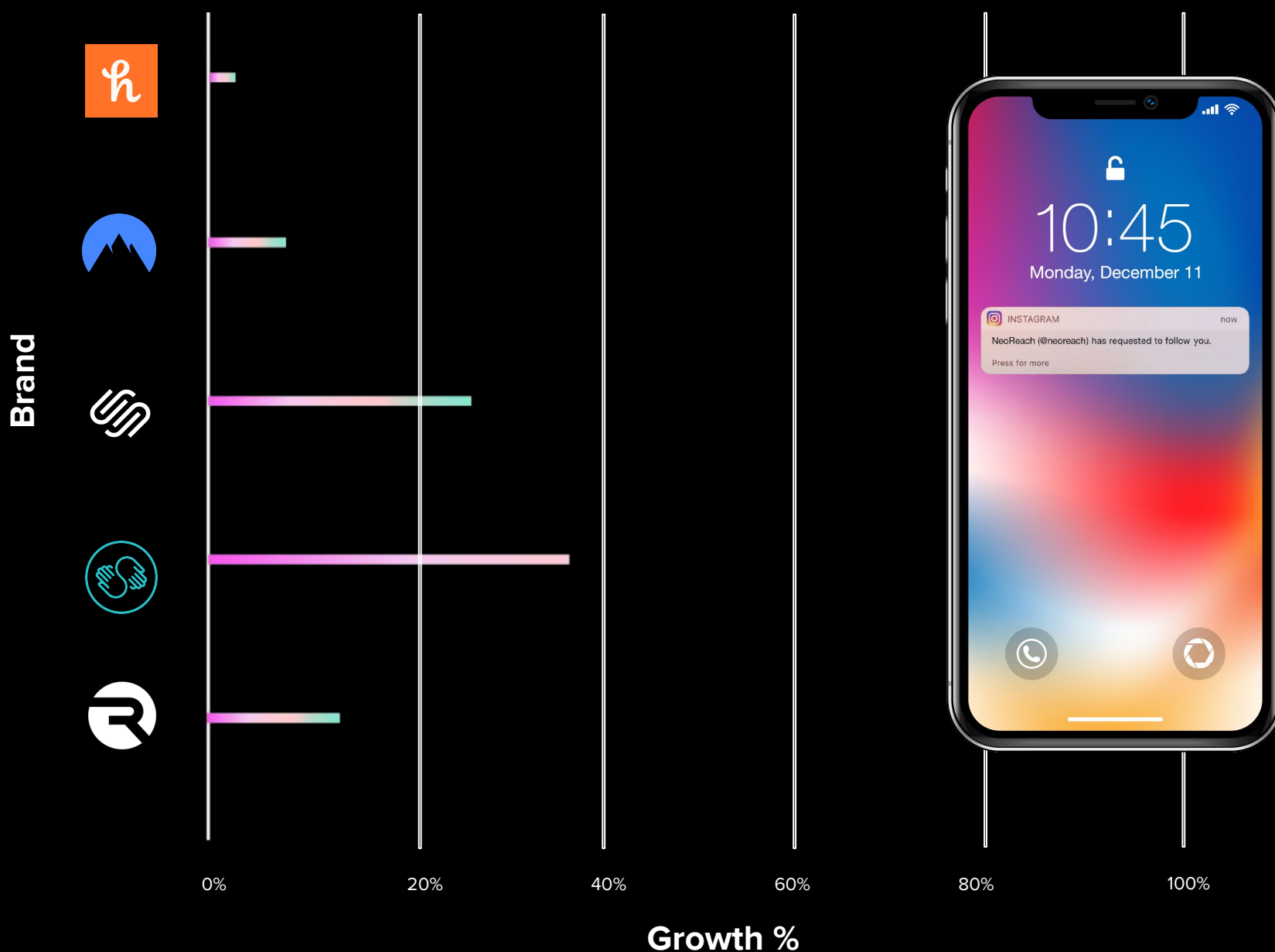
Industry Winner



Of the top 5 industry spenders, which one should be crowned the industry winner for 2021? Expanding on the top five industry data we shared earlier in the report, we are taking a better look at all of the industry metrics side by side to see where the winners break away. Clearly, the Tech Industry takes the crown.

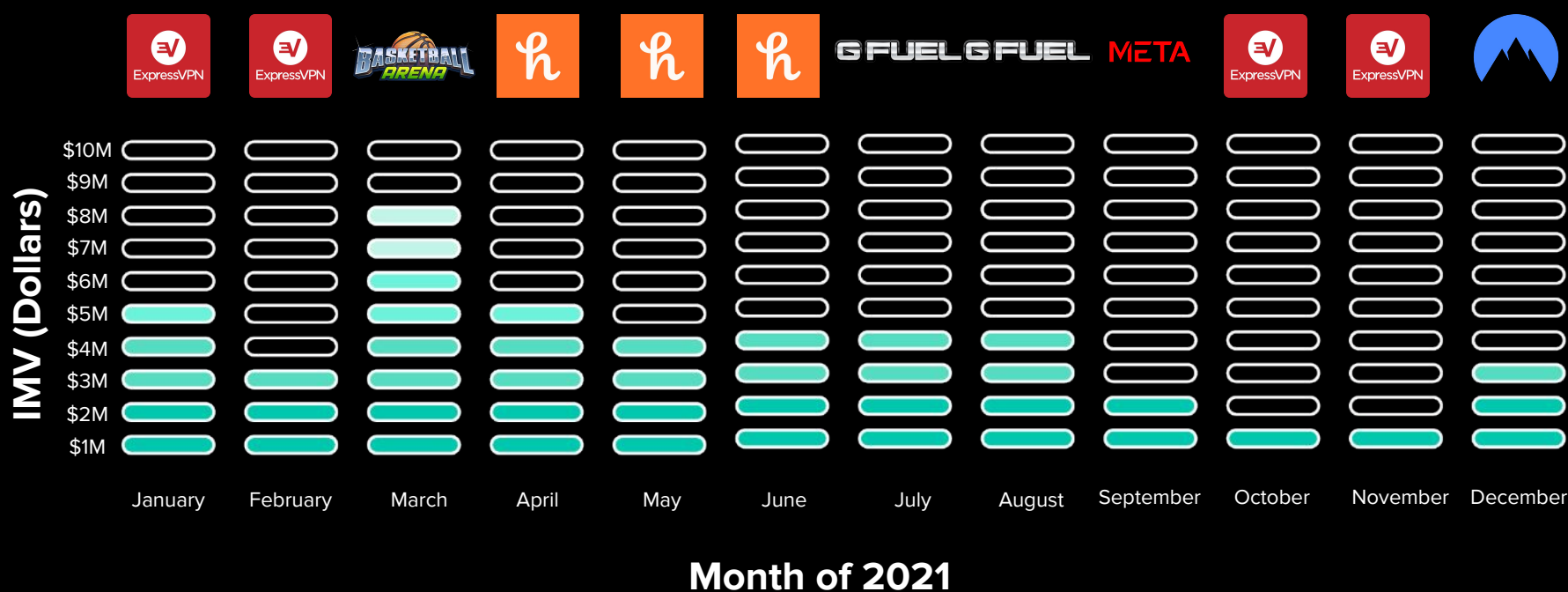
2021 Metrics	Tech	Gaming	Food & Drink	Beauty	Fashion
Total Videos	6,896	3,825	3,343	3,059	2,297
Total IMV	\$196M	\$86.5M	\$67M	\$55M	\$30M
Total Reach	14B	6.3B	8.7B	3.3B	1.9B
Total Views	1.3B	603M	456M	371M	203M
Total Likes	72M	32M	26M	21M	11.4M
Total Comments	7M	2.7M	2M	2M	1M
Like to Dislike Ratio	43.38	46.63	49.96	42.29	38.47
Avg. IMV	\$28K	\$22.6K	\$20K	\$18K	\$13.1K
Avg. Reach	2M	1.6M	2.6M	1M	824K
Avg. Views	194K	158K	136K	121K	89K
Avg. Comments	1,025	721	618	683	466
Avg. Likes	10,440	8,334	7,648	6,805	4,979

Brands' Social Media Growth



Does being a top spender correlate with a rise in followers? Taking our top 10 brands overall, we looked at their social media following growth over the 12 month period from January to December 2021 on Instagram. **Skillshare** experienced the biggest increase with a **58.46%** growth in following. **Squarespace** was close behind with an increase of **36.13%** over the year.

Monthly Top Spenders



NEOREACH



Monthly Top Spenders

NeoReach ranks the Top Spenders on YouTube every week. We've taken that data for all 52 weeks of 2021 and chosen the top spender each month. **Basketball Arena** was the highest monthly top spender with **\$7.5M** spent in the month of March. Following in second is **Honey** with an IMV of **\$6M** in April.

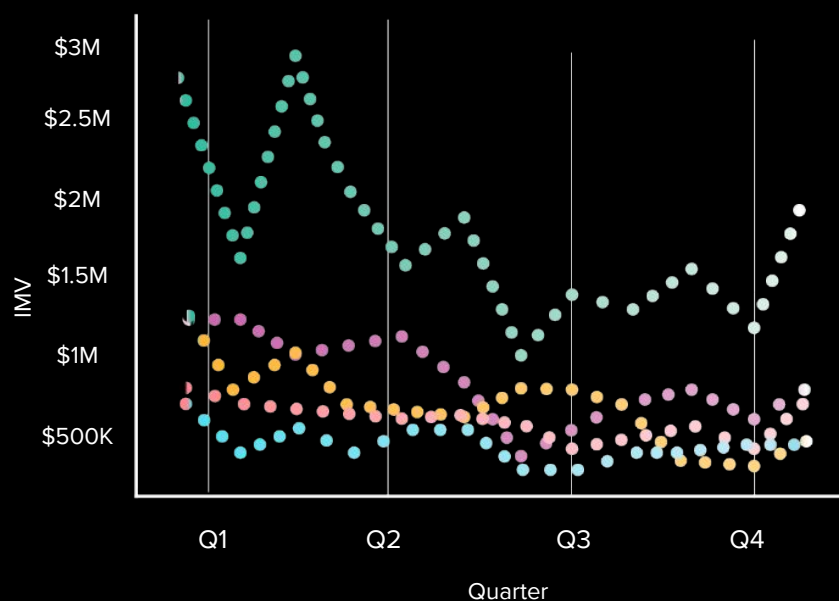
Express VPN topped the list for four total months. Their top month being January with **\$5.1M** and their lowest being November with **\$1.1M**. November was the month with the lowest top spending.



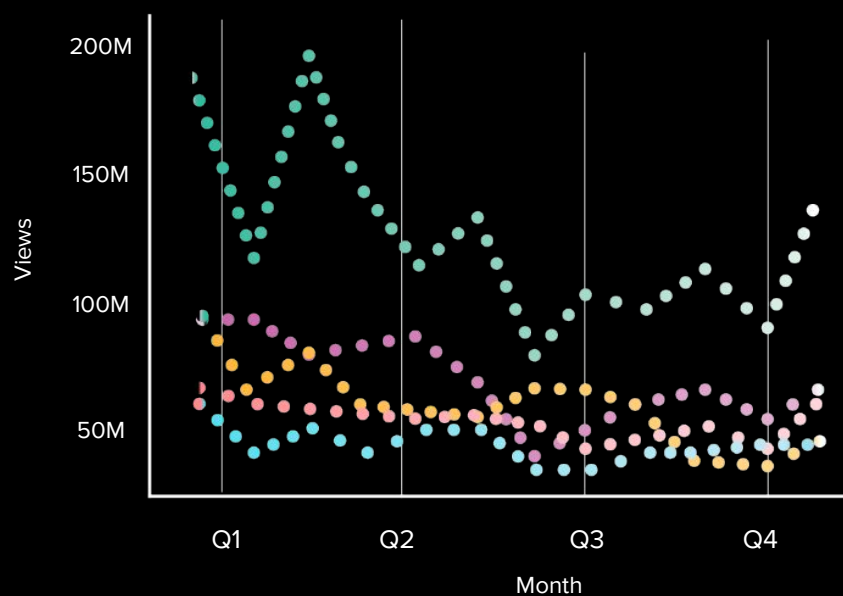


Year in Review

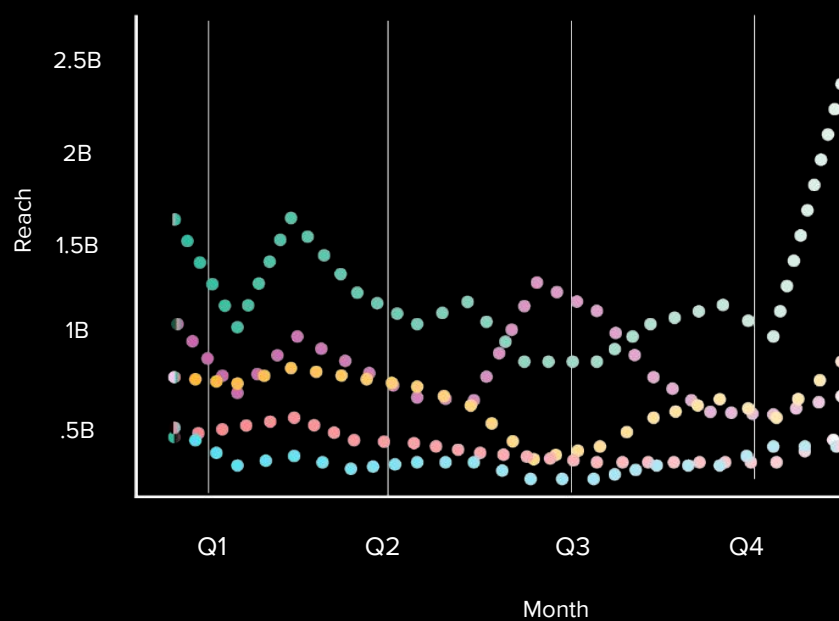
Total IMV



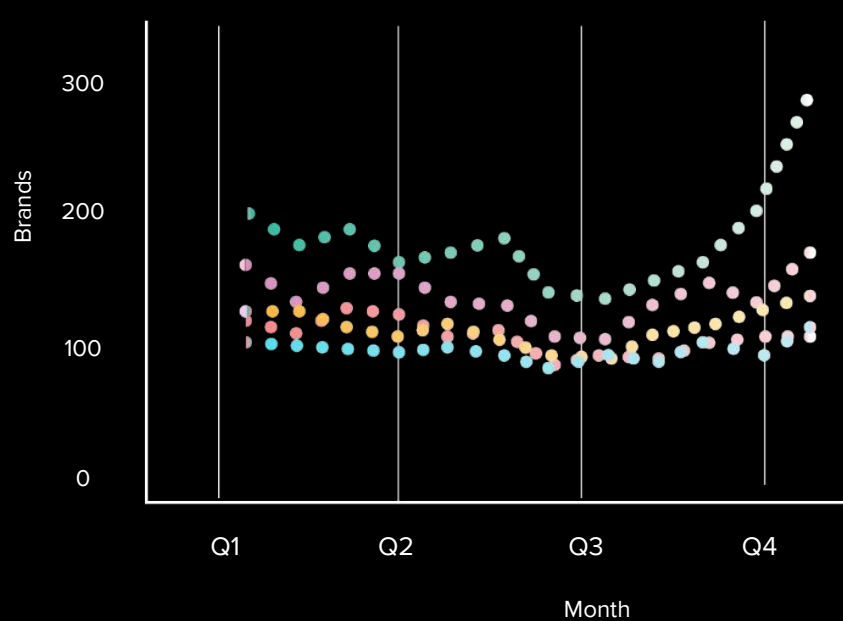
Total Sponsored Views



Total Reach



Total Brands



Among the top 5 industries of 2021, it is no surprise that Tech continues to be the highest spending industry – bringing in the most views, having the greatest reach, and attributing the most brands to activating influencers on YouTube.



Top Recognizable Influencers



@h3podcast



\$18.6M

IMV



@benshapiro



\$9.8M

IMV

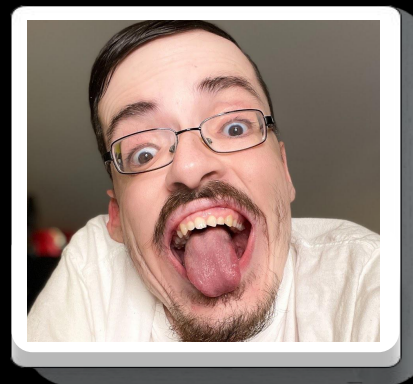


@donutmediatv



\$17.4M

IMV



@dog264svideos



\$9M

IMV



@linustechtips



\$14.6M

IMV

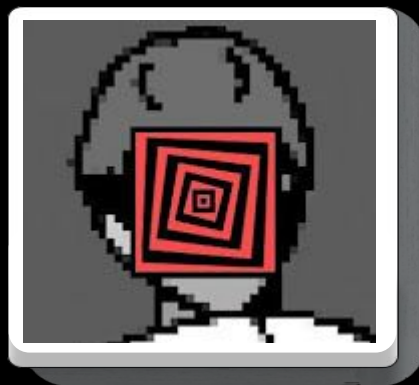


@1veritasium



\$8.6M

IMV



@pewdiepie



\$12.5M

IMV

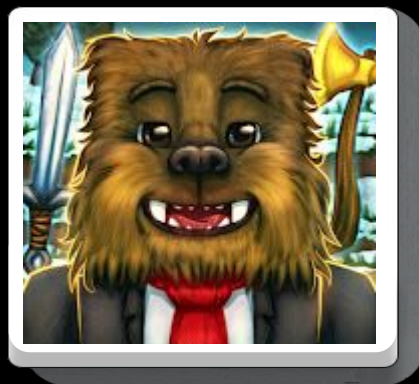


@corycotton



\$8.3M

IMV



@jeromeasf



\$10.1M

IMV

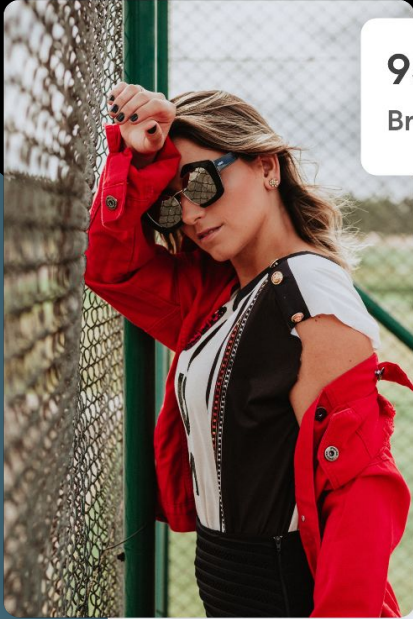


@mrbeast6000



\$8.3M

IMV

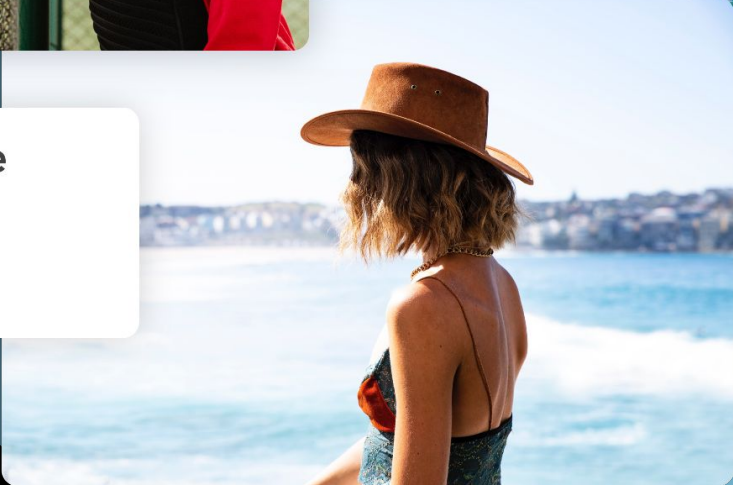


95.5%
Brand Affinity Score

Audience Brand Affinity

- Forever 21
- Apple
- Chipotle

Arizona State
University
University



Want to discover more creators like those?
Go to Tensor Social to claim your 5 FREE reports!

The dashboard shows the following data for MrBeast:

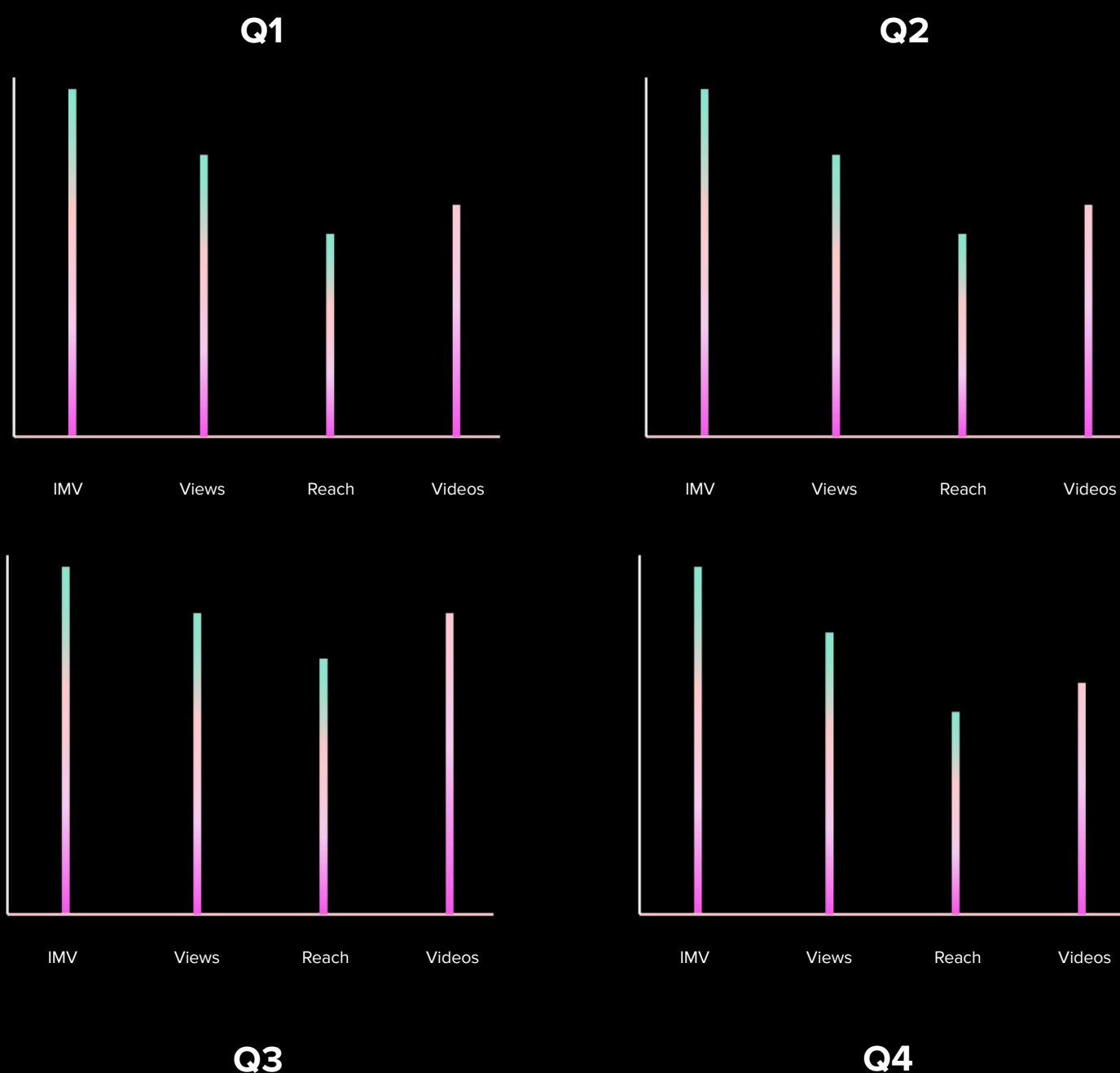
- Influencer brand affinity:** Apple, Balenciaga, Dior Christian Dior, Ferrari
- Relevant Topics:** universalstudio, sunway, annualdinner, redteam, universalstudiosjapan, utp, osaka, roppongi, usj, uniqlo, xxl
- 89.0M** Subscribers (▲ 5.06%)
- 3.7M** Avg Likes (▲ 18.75%)
- United States** Location
- Trending Analysis:** -0.32 (Account is trending down)
- 4.22%** Engagement Rate
- Similar Accounts:** (Visualized as a bar chart)





Quarter Over Quarter Comparison

Analyzing the four quarters of 2021, we can see the total IMV at various different levels. While there was a steady growth in 2020, we saw a different trend in 2021. The highest IMV of the year was in **Q1** at an impressive **\$199M**. As the year progressed, the total IMV decreased significantly before rising up to **\$122M** in **Q4**. Therefore, over the course of 2021, we saw an overall decrease in IMV of about **\$77M**. This trend could also be seen in the total sponsored videos posted during each quarter, as well as the total views and reach.



TECH Industry

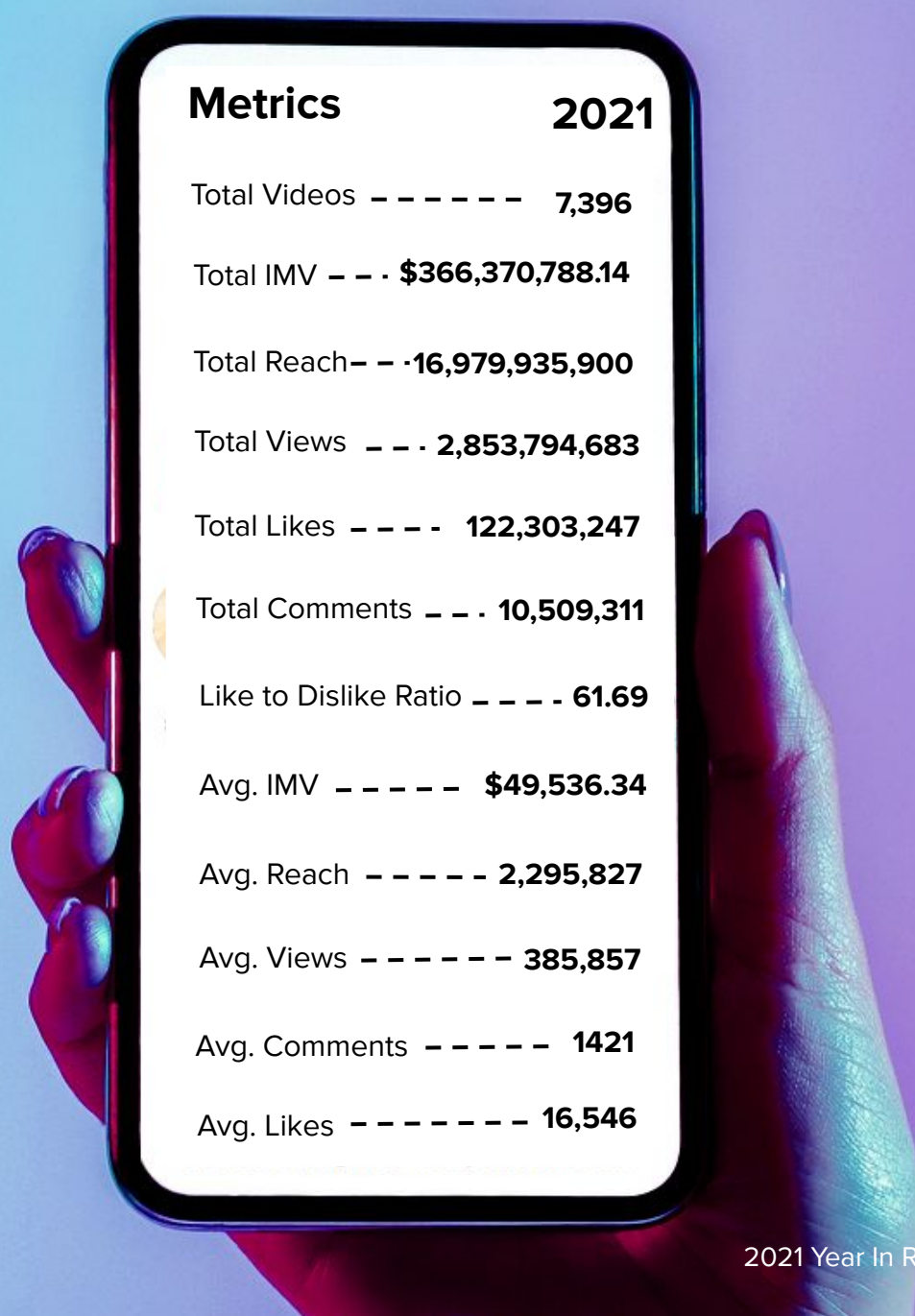


Tech Industry Overview

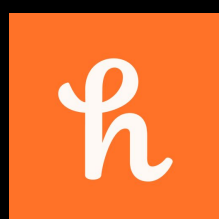
Throughout the year, Tech has held the top spot as the highest spending industry on YouTube influencer marketing with a **total IMV of \$195.2M**. Now, we will take a look at how the 2021 looked for brands in the technology space.

Tech was able to **reach nearly 14 billion users** with **exactly 6,619 sponsored videos**. That equates to an average reach of over 3.3M per video.

Our top industry spender accounts for **nearly one third** of the total IMV on YouTube in 2021, just as it did in 2020. Brands in Tech space and have been consistently investing in influencer marketing, and it is clearly missing out.



Top 5 Tech Spenders on YouTube



Honey



ExpressVPN



NordVPN



Squarespace



Raycon

IMV	\$29M	\$25M	\$15M	\$11M	\$10M
VIEWS	191K	176K	93K	72K	65K

It's likely that these top 5 brands look familiar, they're some of the biggest names in the game. Additionally, they have been featured in multiple of our reports before. Together, these brands invested more than **\$188.7M** in YouTube sponsored videos.

Amassing over **1.3 billion views**, these five brands also account for **over half** of the total Tech industry views. Honey, ExpressVPN, NordVPN, Squarespace, and Raycon are leading the Tech industry, and have been for the past few years. How are they doing it? You've guessed it – Influencer marketing.

VIEWS

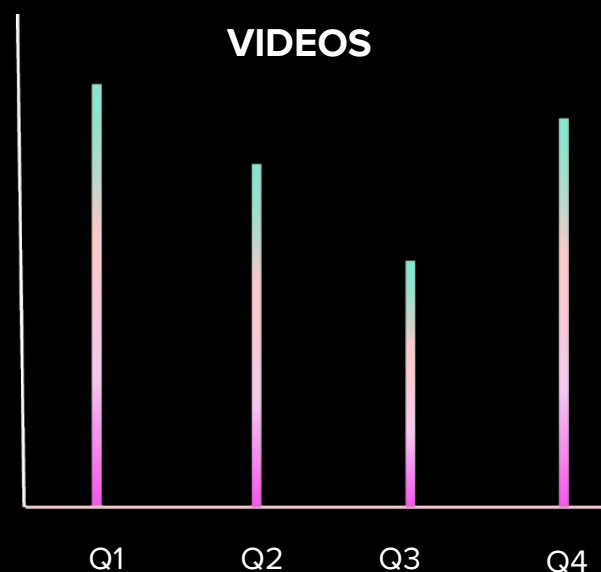
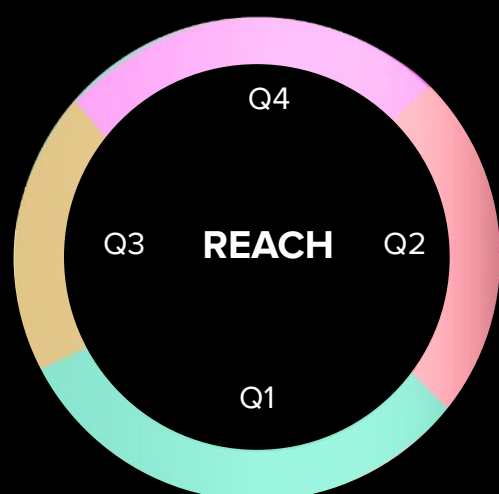
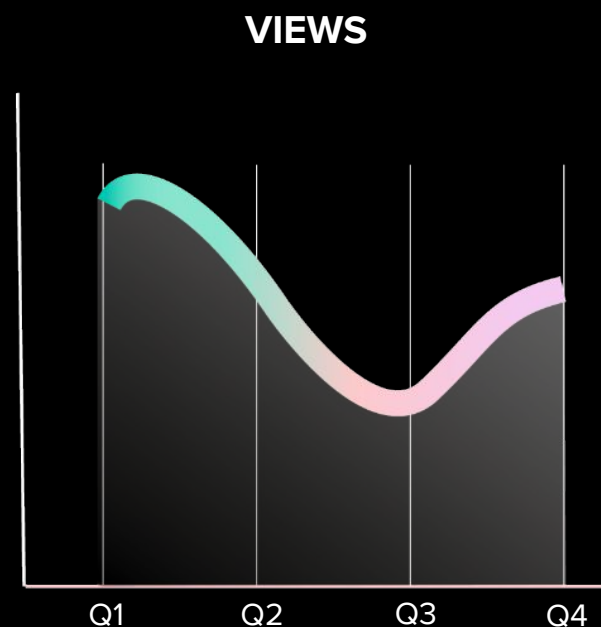
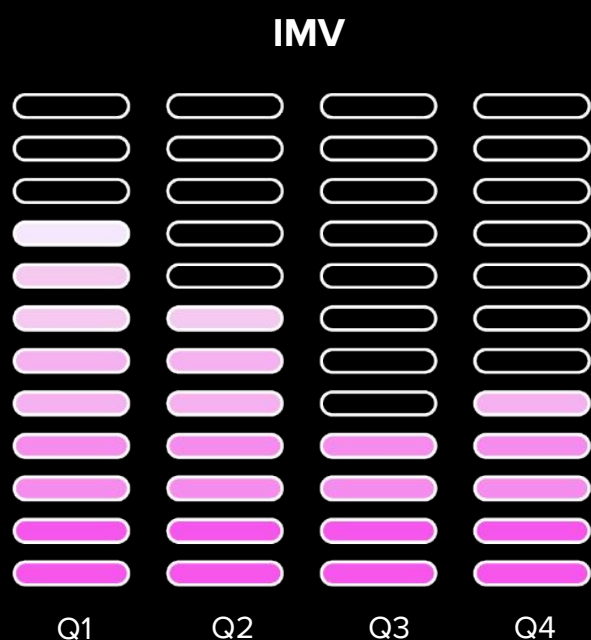




Tech: Compare Q1 - Q4

	Q1	Q2	Q3	Q4
IMV	\$67M	\$50M	\$31M	\$41M
VEWS	483K	341K	220K	291K
REACH	3.8B	3B	2.3B	4B
VIDEOS	2,062	1,612	1,223	1,706

Looking at the Tech industry's success quarter-by-quarter, we can see that the IMV, views, and number of videos created a U shape. But, one area saw a growth by the end of the year that surpassed the Q1 number. Total reach, while also forming a U shape throughout the year, ended at a peak of **4 Billion** in Q4.



Top Tech Spender Spotlight



Once again, Honey is the Tech Brand Spender Spotlight for 2021. Additionally, the brand had the highest overall investment in YouTube influencer marketing during the year. Honey spent **\$28M** on 223 videos. With 14% of the total Tech industry spend, Honey also achieved 14% of the total sponsored views.

223

Videos

770M

Reach

12M

Likes

Metrics

2021

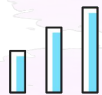



Total Videos	223
Total IMV	\$28,862,707.78
Total Reach	769,542,710
Total Views	191,114,649
Total Likes	11,763,918
Avg. IMV	\$129,429.18
Avg. Views	857,016

If there's a better price, we'll find it

Highest Grossing Tech Video

BRAND: HONEY
 CREATOR: MRBEAST6000



 <p>42M</p>	 <p>\$3M</p>	 <p>18M</p>	 <p>1.5M</p>
<p>Reach</p>	<p>IMV</p>	<p>Impressions</p>	<p>Likes</p>

Top Influencers: Tech Industry



linustechtips

14.2M Subscribers



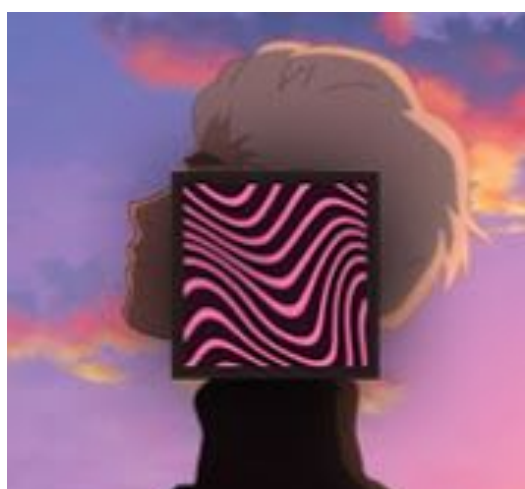
benshapiro

4.1M Subscribers



mrbeast6000

88M Subscribers



pewdiepie

111M Subscribers






unboxtherapy

18.2M Subscribers

In 2021, the Tech industry activated some of the largest creator accounts for its campaigns. These top five influencer YouTube channels have a combined reach of more than **235M**. The total spending on these five creators, alone, was **\$47.2M**

Other Standout Tech Campaigns



Brand	Reach	IMV	Impressions	Likes
1.  BASKETBALL ARENA	15.3M Reach	\$1.5M IMV	13.2M Impressions	405K Likes
2.  iD Tech <small>CAMPS, ACADEMIES & ONLINE</small>	53M Reach	\$1.2M IMV	9.5M Impressions	364K Likes
3.  META	2M Reach	\$1M IMV	7M Impressions	417K Likes





GAMING

Industry



Gaming Industry Overview

Gaming is the second highest industry spender of 2021. Similar to Tech, this is the same spot the Gaming Industry held in 2020. Surpassing **6 billion in reach**, the Gaming industry gained some pretty impressive results.

With an **IMV of \$86.5M**, the Gaming industry accounted for **14%** of the total IMV of YouTube Influencer Marketing. Additionally, Gaming as an industry is solely responsible for around **13%** of the total reach of sponsored videos in 2021.

Metrics	2021
Total Videos	3,850
Total IMV	\$86,511,263.88
Total Reach	6,265,445,884
Total Views	603,287,480
Total Likes	31,877,014
Total Comments	2,691,456
Like to Dislike Ratio	-46.63
Avg. IMV	\$22,617.32
Avg. Reach	1,638,025
Avg. Views	157,722
Avg. Comments	721
Avg. Likes	8,334

Top 5 Gaming Spenders on YouTube



**Bisect
Hosting**



Epic Games



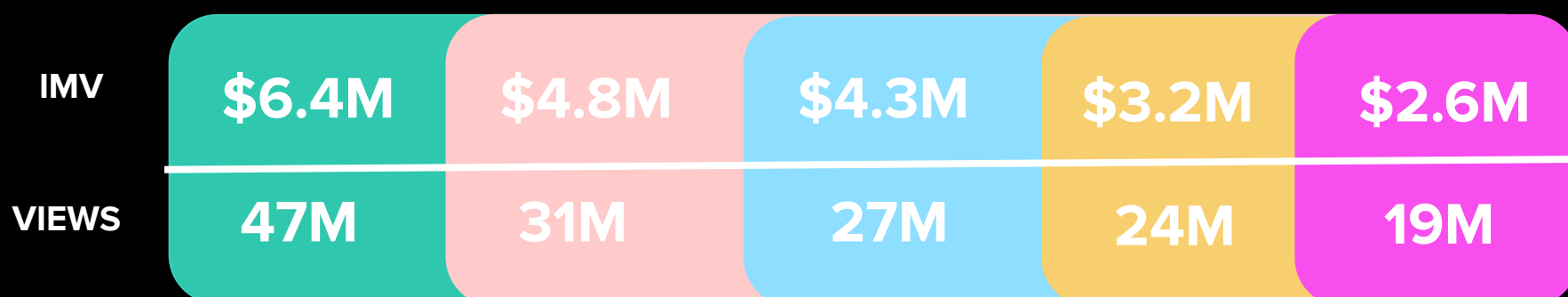
**Raid Shadow
Legends**



Xidax



AFK Arena



These top 5 Gaming brands have consistently been high spenders on YouTube Influencer marketing throughout the year. Together, Bisect Hosting, Epic Games, Raid Shadow Legends, Xidax, and AFK Arena deployed **\$21.2M** on sponsored YouTube videos.

In the top spender spot, Bisect Hosting is responsible for **28%** of that investment. The brand clocks in at a grand total of **over 47M views** and an **IMV of \$6.4M**.

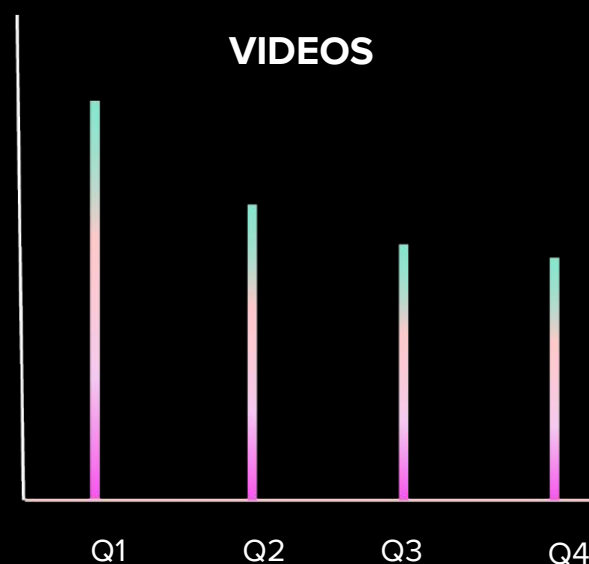
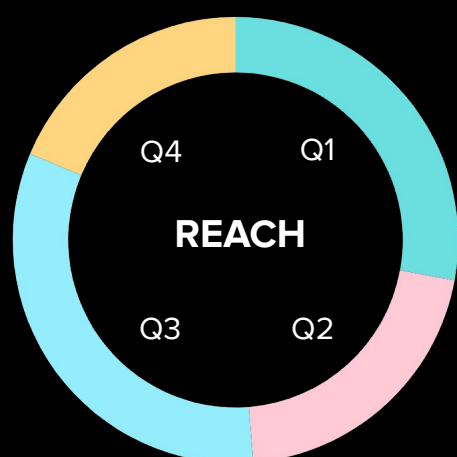
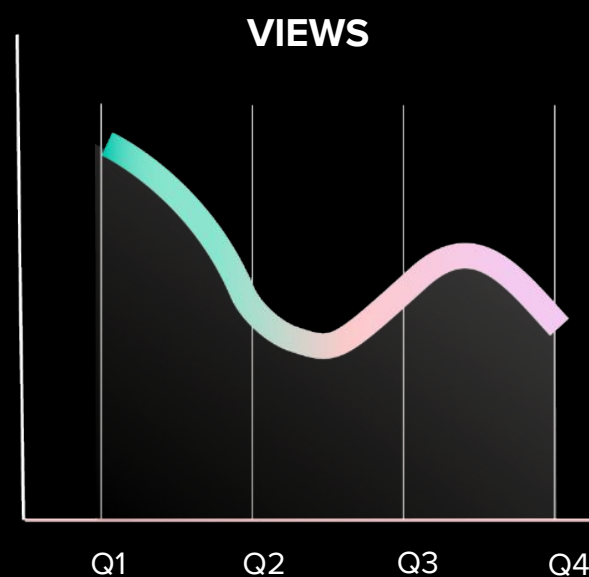
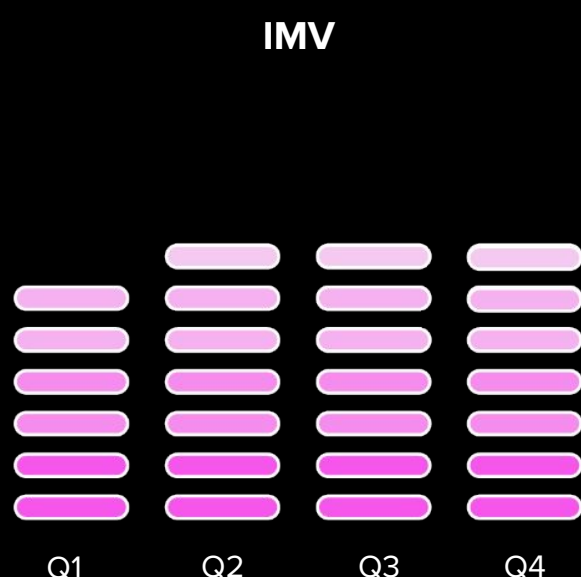
IEWS



Gaming: Compare Q1 - Q4

	Q1	Q2	Q3	Q4
IMV	\$27M	\$32M	\$33M	\$32M
VEWS	207M	242M	228M	214M
REACH	1.8B	2.2B	2.8B	3B
VIDEOS	1,637	1,043	1,431	1,573

By analyzing the Gaming Industry's metrics from Q1-Q4, we can see that there was an overall increase in IMV, views, and reach throughout the quarters. The amount of videos in Q4 were slightly lower than that of Q1, but that is the only overall decrease. In Q4 of 2021, the IMV had increased from Q1 by **\$5M** and the reach by **more than 1 billion**.



Top Gaming Spender Spotlight



Bisect Hosting is the Gaming Brand Spender Spotlight for 2021. Unlike the Tech Industry's top spender, Bisect Hosting was not featured on the top five Gaming brands in 2020. This year, the brand spent **\$6.4M** on only **34** videos. Through those videos, Bisect Hosting gathered a reach of **18M** and an average of almost **1.4M** views per video.

34

Videos

18M

Reach

2.8M

Likes

Metrics

	2021
Total Videos	34
Total IMV	\$6,405,936.78
Total Reach	18,178,000
Total Views	47,166,822
Total Likes	2,738,257
Avg. IMV	\$188,409.91
Avg. Views	1,387,259



Highest Grossing Gaming Video

BRAND: LORD OF HEROES
CREATOR: CORYCOTTON



53M

Reach



\$1.7M

IMV



47M

Impressions



448K

Likes

Top Influencers: Gaming Industry



coryxkenshin

12.5M Subscribers



ssundee

19.9M Subscribers



MegaToadStonie




13.4M Subscribers

Gaming's high scoring YouTube channels have a combined reach of **26.2M users** on the platform. Channels like coryxkenshin, ssundee, and MegaToadStonie not only have a massive reach, but they also drive high views and exceptional engagement among their audiences to drive knockout success for brand partners.



Other Standout Gaming Campaigns



Brand	Reach	IMV	Impressions	Likes
1.  UBISOFT	7M Reach	\$1.3M IMV	4M Impressions	343K Likes
2.  DRAGON CITY	14M Reach	\$660K IMV	4.8M Impressions	260K Likes
3.  ALOK ARENA	7M Reach	\$1.3M IMV	3.2M Impressions	304K Likes





FOOD & DRINK Industry



Food & Drink Industry Overview

The third top spender on YouTube Influencer Marketing in 2021 is Food & Drink. The total IMV stands at **\$66M**, which is almost **11%** of the total 2021 spending.

Although the IMV of the Food & Drink Industry is only **33%** of the Tech industry, brands in the industry continue to make waves through their sponsored videos. The total reach of the Food & Drink Industry in 2021 was over **8.7 billion** with **3,343 videos**.

Metrics	2021
Total Videos	3,343
Total IMV	\$66,655,110.44
Total Reach	8,705,772,150
Total Views	455,763,387
Total Likes	25,566,464
Total Comments	2,013,037
Like to Dislike Ratio	46.96
Avg. IMV	\$19,938.71
Avg. Reach	2,604,179.52
Avg. Views	136,334
Avg. Comments	618
Avg. Likes	7,648

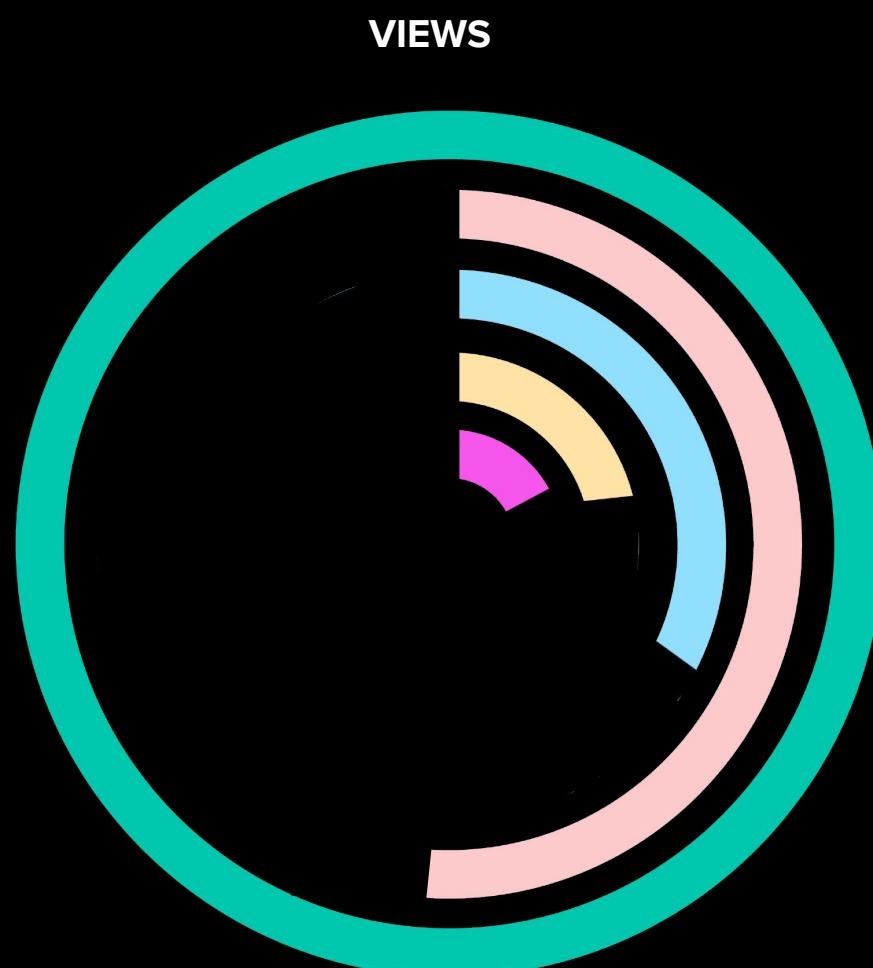
Top 5 Food & Drink Spenders on YouTube



IMV	\$18.5M	\$11M	\$6.8M	\$3M	\$2.8M
IEWS	126K	73K	47K	22K	20K

These 5 brands are were the highest spenders in the Food & Drink Industry in 2021, with a **total IMV of \$42.2M**. The comprises a grand **63%** of the industry IMV.

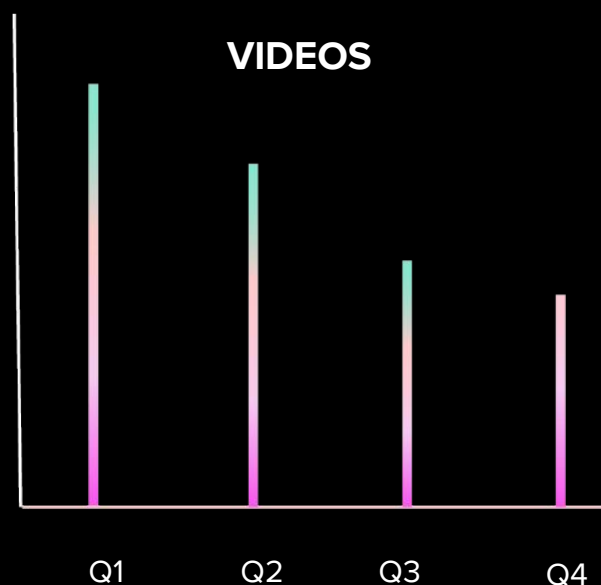
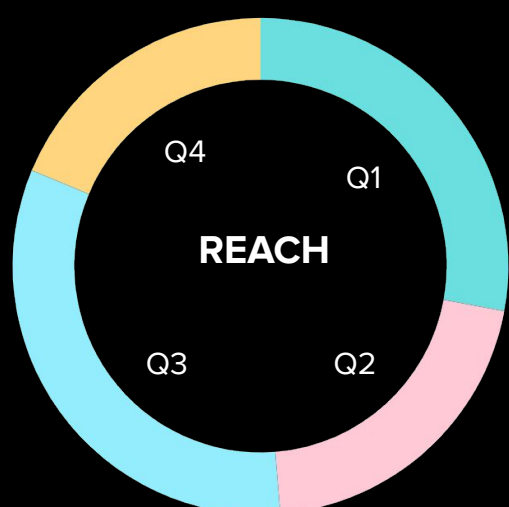
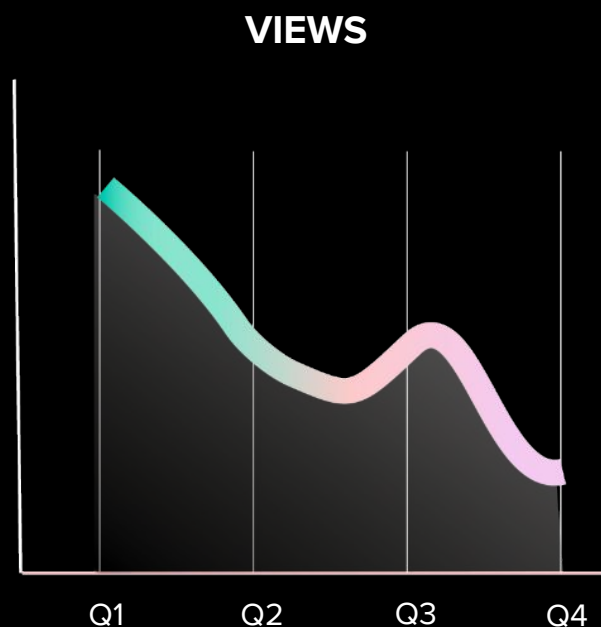
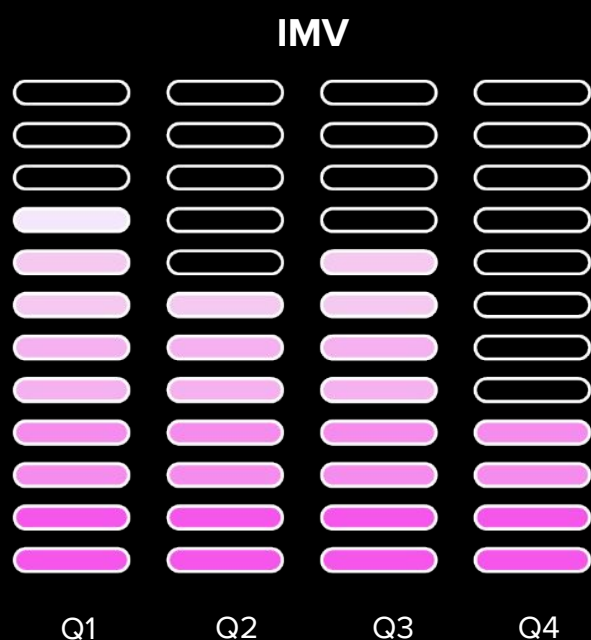
Three out of the top five brand spenders in the Food & Drink industry were in the top five of the 2020 report. Magic Spoon and Built Bar have joined the list in 2021, alongside GFuel, Hello Fresh, and Bang Energy. Together, these 5 brands gathered a total of **288 million views**.



Food & Drink: Compare Q1 - Q4

	Q1	Q2	Q3	Q4
IMV	\$25M	\$14.5M	\$17.5M	\$8M
VEWS	177M	101M	118M	59M
REACH	2.3B	1.8B	2.7B	1.6B
VIDEOS	1,102	807	677	657

Looking at the Food & Drink Industry across quarters, we can see an overall decrease on all fronts. It is clear, with the IMV at its peak in Q1 and at its lowest in Q4, that the brands in the industry utilized influencer marketing less towards the end of 2021. With the decrease in spend, there was also a decrease in views, reach and total videos.



Top Food & Drink Spender Spotlight



Just as it was in 2020, GFuel is the Tech Brand Spender Spotlight for 2021. The brand spent **\$18M** on **781 videos**, reaching an overall audience of **4.9B**. GFuel's IMV constitutes an impressive **27%** of the total IMV for the Food & Drink Industry.

781

Videos

4.9B

Reach

7.4M

Likes

Metrics

2021

Total Videos	781
Total IMV	\$18,548,974.02
Total Reach	4,866,346,650
Total Views	126,582,848
Total Likes	7,366,990
Avg. IMV	\$23,750.29
Avg. Views	162,078



ENERGY FORMULA

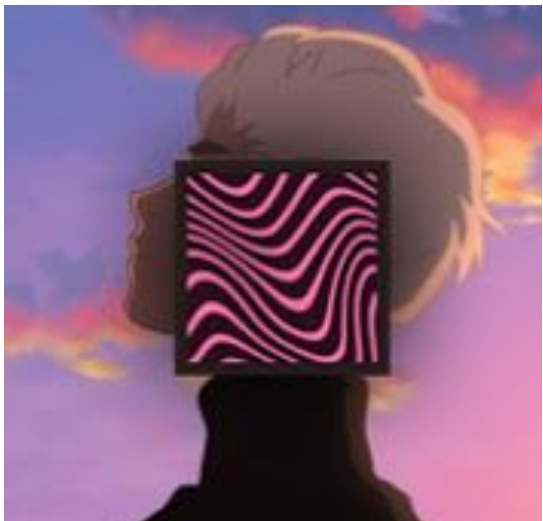
Highest Grossing Food & Drink Video

BRAND: GFUEL
 CREATOR: PEWDIEPIE




<p>106M</p>	<p>\$724K</p>	<p>3.6M</p>	<p>414K</p>
Reach	IMV	Impressions	Likes


Top Influencers: Food & Drink Industry



pewdiepie
106M Subscribers



wwefannation
82.9M Subscribers






theellenshow
37.6M Subscribers

Each of these channels are powerhouse influencers among multiple of the top industries. You've probably heard of one, if not all, of the channels before. These channels comprise a total reach of over **226M**, proving how important they were to the industry in 2021.

Other Standout Food & Drink Campaigns



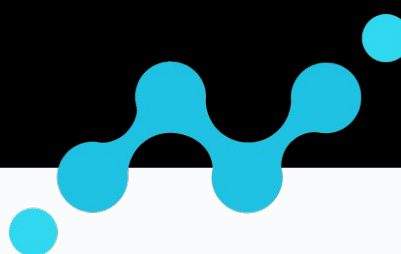
Brand	Reach	IMV	Impressions	Likes
1.  BRIGHT CELLARS	2.1M Reach	\$390K IMV	3.2M Impressions	101K Likes
2. 	3.6M Reach	\$306K IMV	2M Impressions	136K Likes
3.  blendjet	6.4M Reach	\$270K IMV	1.9M Impressions	114K Likes



Get in Touch!

Ready to launch your most lucrative influencer marketing campaign ever? Are you prepared to go viral with your biggest powerhouse influencers on YouTube? Tensor Social has the software and data capabilities for your brand to tap into the most strategic influencer initiatives. Discover how Tensor Social can help your brand reap the benefits of influencer marketing.

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The screenshot displays the 'Discovery' section of the Tensor Social dashboard. On the left is a navigation sidebar with options: Dashboard, Discovery (highlighted), Reports, Campaign Results, and Follower Lists. The main content area features a search bar set to 'TikTok' with a search input field. Below the search bar are filter sections: 'Psychographics' (Lookalikes, Bio), 'Demographics' (Age, Gender, Language), and 'Geographics' (Location). A 'Performance' section includes filters for Followers, Engagements, Last Post, Views, Growth, and Other (Contacts). The results show '57,711,797 results found' and a table of influencers with columns for rank, profile picture, name, followers, and engagement rate. Each row includes a 'View Report' button.

	Followers	Engagements	
1	charlidamelio	134,600,000	1.86%
2	khaby.lame	130,600,000	2.23%
3	bellapoarch	87,800,000	2.56%



Editor's Note

In the past few years, there has been a monumental shift in the marketing industry as a whole. Through this shift, we have seen the rise of the Influencer Marketing industry and the ever-growing Creator Economy. In 2020, we saw an exponential increase in the size of the Creator Economy. More brands than ever before were investing in influencer marketing and the amount of Creators had grown astronomically. Now, after the conclusion of 2021, it is clear that the rapidly expanding Creator Economy will continue to grow for years to come.

This is evident through the data we collected and analyzed in the past year. Not only have we seen the size of industry expand as more brands start investing in the industry, but we have seen more and more brands *continue* investing in Influencer Marketing.

With this, we have seen the rise of the Creator. We have seen how the Creator Economy extends to all ends of the digital sphere, constantly growing and revolutionizing the world we live in. This report is intended to demonstrate the impact and growth of the Influencer Marketing industry in the past year, and the numbers speak for themselves – it is not slowing down anytime soon.



Our Creator Specialists

Meet the people behind the scenes



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