**Influencer Marketing Spending Poised To Top $34B**

Spending on influencer marketing is on pace to increase 16.9% globally this year and top $34 billion, with the US accounting for more than $26 billion and 17.6% growth, PQ Media reports. The growth will primarily be fueled by macro and microinfluencers touting brands across multiple social platforms that are heavily weighted toward younger consumers and entertainment, fashion and sports.

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[*https://www.mediapost.com/publications/article/389011/influencer-grows-in-influence-set-to-top-34b-in.html*](https://www.mediapost.com/publications/article/389011/influencer-grows-in-influence-set-to-top-34b-in.html)

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[*https://1.bp.blogspot.com/-l\_4m6xU0IDo/YFxcrzRtuwI/AAAAAAAAAEc/0PPA9MjdK94WbTDbzsRvVjvJkWFPfdt3wCLcBGAsYHQ/s940/Influencer-marketing%2B%25281%2529.png*](https://1.bp.blogspot.com/-l_4m6xU0IDo/YFxcrzRtuwI/AAAAAAAAAEc/0PPA9MjdK94WbTDbzsRvVjvJkWFPfdt3wCLcBGAsYHQ/s940/Influencer-marketing%2B%25281%2529.png)