**Instagram's Influencer Worth Expected to Double to $2B by 2019**

Instagram's influencer business is worth $1 billion and is projected to double by 2019, writes Brett Hershman. The overall influencer market is projected to hit between $5 billion and $10 billion by the end of the decade, with Instagram leading the charge, MediaKix reports.

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<https://www.benzinga.com/news/17/04/9294281/instagram-influencer-market-expected-to-double-by-2019>