**US Influencer Spending To Surpass $3 Billion In 2021**

According to our inaugural forecast on US influencer marketing spending, the category will exceed $3 billion in 2021 and will surpass $4 billion next year. We define influencer marketing spending as payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content. It excludes non-cash payments such as free products or trips and paid media.

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[*https://www.emarketer.com/content/us-influencer-spending-surpass-3-billion-2021?ecid=NL1001*](https://www.emarketer.com/content/us-influencer-spending-surpass-3-billion-2021?ecid=NL1001)

*Image credit:*

[*https://www.hallaminternet.com/wp-content/uploads/2020/04/influencer-marketing-coronavirus-1600x1068.jpg*](https://www.hallaminternet.com/wp-content/uploads/2020/04/influencer-marketing-coronavirus-1600x1068.jpg)