

Calculation of TAM (Total Addressable Market):

According to Napoleoncat, there are [18.6 million Instagram users in Pakistan](#).

Breakdown of Instagram accounts:

- **10%** (1.86 million) are professional accounts (companies, brands).
- **90%** (16.74 million) are personal and creator accounts.

Further breakdown of personal and creator accounts:

- **79%** of personal and creator accounts have less than 1,000 followers, representing the general audience.
- **11%** (1.86 million) have more than 1,000 followers, categorized as **influencers**.

Target Market (11% of Personal and Creator Accounts):

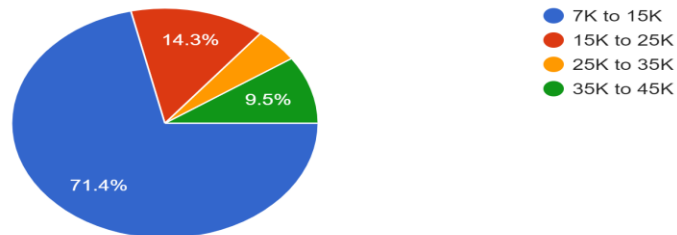
- **Nano-Influencers (1K to 10K followers):** 5% (930,000 accounts).
- **Micro-Influencers (10K to 100K followers):** 3% (558,000 accounts).
- **Macro-Influencers (100K to 1M followers):** 1.5% (279,000 accounts).
- **Mega-Influencers (1M+ followers):** 0.5% (93,000 accounts).

Survey:

I conducted a Survey this is their [Spreadsheet](#). The is result is show below:

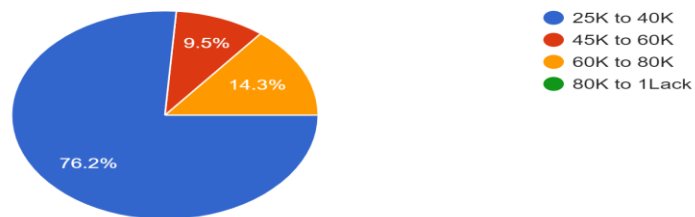
According to you, A Nano-Influencer(1K to 10K Followers), How much money spent on Fashion in a month? Fashion(Clothes, Shoes, Restaurants, Salon(Skin Care, Hair Care))

21 responses

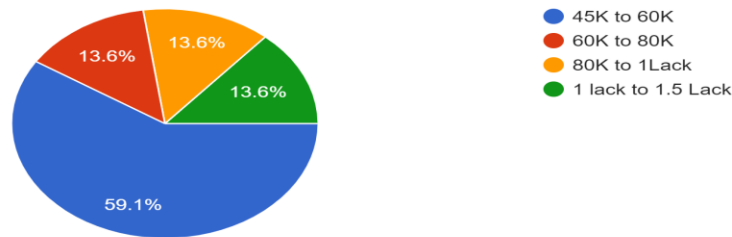


According to you, A Micro-Influencer(10K to 100K(1 Lac) Followers), How much money spent on Fashion in a month? Fashion(Clothes, Shoes, Restaurants, Salon(Skin Care, Hair Care))

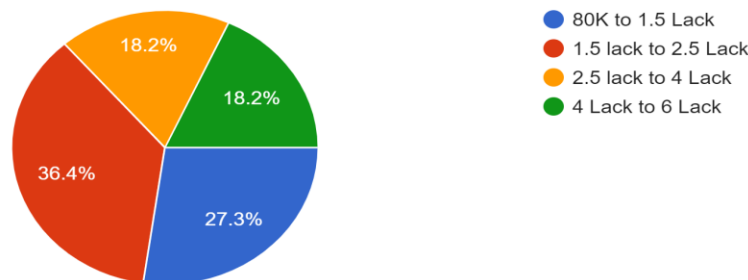
21 responses



According to you, A Macro-Influencer(100K(1 Lac) to 1 Million Followers), How much money spent on Fashion in a month? Fashion(Clothes, Shoes, Restaurants, Salon(Skin Care, Hair Care))
22 responses



According to you, A Mega-Influencer(1 Million Followers to millions), How much money spent on Fashion in a month? Fashion(Clothes, Shoes, Restaurants, Salon(Skin Care, Hair Care))
22 responses



Survey Results:

To estimate spending patterns, a survey was conducted to understand monthly fashion-related expenses (clothes, shoes, restaurants, salons, etc.) for each influencer category:

1. **Nano-Influencers:** PKR 7K to 15K (Mean = PKR 11K)
2. **Micro-Influencers:** PKR 25K to 40K (Mean = PKR 32.5K)
3. **Macro-Influencers:** PKR 40K to 60K (Mean = PKR 50K)
4. **Mega-Influencers:** PKR 1.5L to 2.5L (Mean = PKR 2L)

Market Size Calculation:

1. Nano-Influencers

- Total: 930,000
- Monthly Spend: $930,000 \times \text{PKR } 11\text{K} = \text{PKR } 10.23 \text{ billion}$
- Annual Spend: $\text{PKR } 10.23 \text{ billion} \times 12 = \text{PKR } \mathbf{122.76 \text{ billion}}$

2. Micro-Influencers

- Total: 558,000
- Monthly Spend: $558,000 \times \text{PKR } 32.5\text{K} = \text{PKR } 18.135 \text{ billion}$
- Annual Spend: $\text{PKR } 18.135 \text{ billion} \times 12 = \text{PKR } \mathbf{217.62 \text{ billion}}$

3. Macro-Influencers

- Total: 279,000
- Monthly Spend: $279,000 \times \text{PKR } 50\text{K} = \text{PKR } 13.95 \text{ billion}$
- Annual Spend: $\text{PKR } 13.95 \text{ billion} \times 12 = \text{PKR } \mathbf{167.4 \text{ billion}}$

4. Mega-Influencers

- Total: 93,000
- Monthly Spend: $93,000 \times \text{PKR } 200\text{K} = \text{PKR } 18.6 \text{ billion}$
- Annual Spend: $\text{PKR } 18.6 \text{ billion} \times 12 = \text{PKR } \mathbf{223.2 \text{ billion}}$

Total Annual Spend on Fashion (All Influencers):

= $\text{PKR } 122.76 \text{ billion} + \text{PKR } 217.62 \text{ billion} + \text{PKR } 167.4 \text{ billion} + \text{PKR } 223.2 \text{ billion}$

= **PKR 730.98 billion**

Platform Revenue Potential:

Assuming a **10% affiliate fee** from brands:

= $10\% \times \text{PKR } 730.98 \text{ billion}$

= **PKR 73.098 billion**