Total Addressable Market (TAM) Calculation

1. Instagram User Base in Pakistan

- Total Instagram users in Pakistan: **18.6 million** (Source: Napoleoncat).

2. Breakdown of Instagram Accounts

- **Professional Accounts (Companies/Brands):** 10% of 18.6 million = **1.86 million**.
- **Personal and Creator Accounts:** 90% of 18.6 million = **16.74 million**.

3. Breakdown of Personal and Creator Accounts

- **General Audience (less than 1,000 followers):** 79% of 16.74 million = **13.22 million**.
- **Influencers (1,000+ followers):** 11% of 16.74 million = **1.86 million**.

4. Influencer Categories

- **Nano-Influencers (1K–10K followers):** 5% of 1.86 million = **930,000 accounts**.
- **Micro-Influencers (10K–100K followers):** 3% of 1.86 million = **558,000 accounts**.
- **Macro-Influencers (100K–1M followers):** 1.5% of 1.86 million = **279,000 accounts**.
- **Mega-Influencers (1M+ followers):** 0.5% of 1.86 million = **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

- 7K to 15K
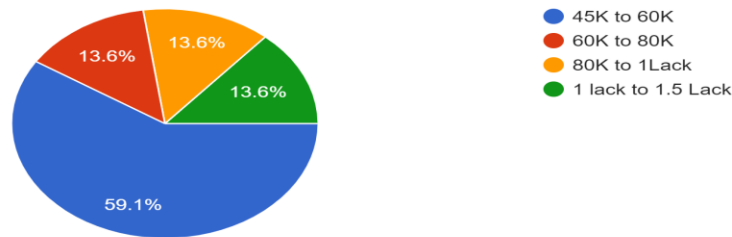- 15K to 25K
- 25K to 35K
- 35K to 45K

14.3%
9.5%
71.4%
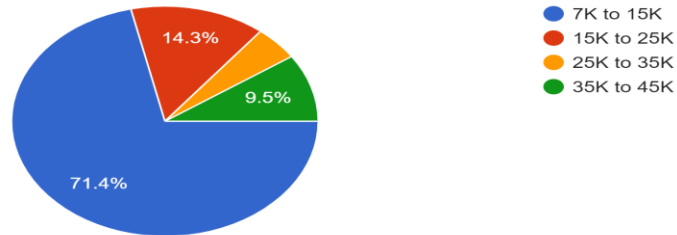
According to you, A Micro-Influencer(10K to 100K(1 Lac) Followers), How much money spent on Fashion in a month? Fashion(Clothes, Shoes, Restaurants, Salon(Skin Care, Hair Care))
21 responses

- 25K to 40K
- 45K to 60K
- 60K to 80K
- 80K to 1Lack

9.5%
14.3%
76.2%
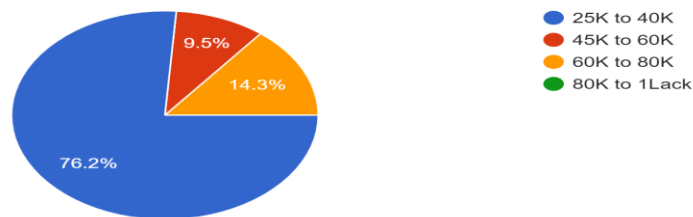
According to you, A Macro-Influencer(100K(1 Lac) to 1 Million Followers), How much money spent on Fashion in a month? Fashion(Clothes, Shoes, Restaurants, Salon(Skin Care, Hair Care))
22 responses

- 45K to 60K
- 60K to 80K
- 80K to 1Lack
- 1 lack to 1.5 Lack

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

- 80K to 1.5 Lack
- 1.5 lack to 2.5 Lack
- 2.5 lack to 4 Lack
- 4 Lack to 6 Lack
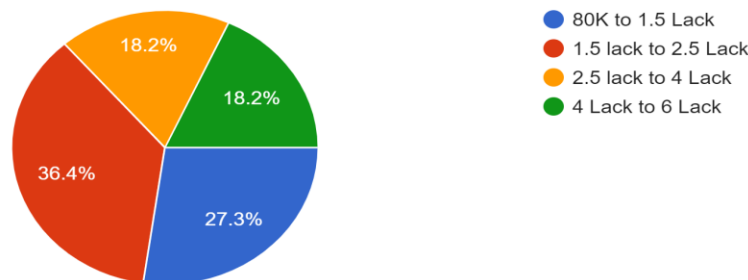
Survey Results: Monthly Fashion-Related Spending

- **Nano-Influencers:** PKR 7K–15K (Mean = **PKR 11K**).
- **Micro-Influencers:** PKR 25K–40K (Mean = **PKR 32.5K**).
- **Macro-Influencers:** PKR 40K–60K (Mean = **PKR 50K**).
- **Mega-Influencers:** PKR 1.5L–2.5L (Mean = **PKR 200K**).

Market Size Calculation
1. Nano-Influencers

- Total: **930,000**.
- Monthly Spend: 930,000 × PKR 11K = **PKR 10.23 billion**.
- Annual Spend: PKR 10.23 billion × 12 = **PKR 122.76 billion**.

2. Micro-Influencers

- Total: **558,000**.

- Monthly Spend: 558,000 × PKR 32.5K = **PKR 18.135 billion**.
- Annual Spend: PKR 18.135 billion × 12 = **PKR 217.62 billion**.

3. Macro-Influencers

- Total: **279,000**.
- Monthly Spend: 279,000 × PKR 50K = **PKR 13.95 billion**.
- Annual Spend: PKR 13.95 billion × 12 = **PKR 167.4 billion**.

4. Mega-Influencers

- Total: **93,000**.
- Monthly Spend: 93,000 × PKR 200K = **PKR 18.6 billion**.
- Annual Spend: PKR 18.6 billion × 12 = **PKR 223.2 billion**.

Total Annual Spend on Fashion (All Influencers)
= PKR 122.76 billion + PKR 217.62 billion + PKR 167.4 billion + PKR 223.2 billion
= **PKR 730.98 billion**.

Platform Revenue Potential

- Assuming a **10% affiliate fee** from brands:
    - 10% × PKR 730.98 billion = **PKR 73.098 billion**.

Revised Market Size Calculation (Adjusted for Platform Adoption)
1. Platform Adoption Rates

- **Nano-Influencers:** 90% of 930,000 = **837,000**.
- **Micro-Influencers:** 70% of 558,000 = **390,600**.
- **Macro-Influencers:** 40% of 279,000 = **111,600**.
- **Mega-Influencers:** 1% of 93,000 = **930**.

2. Revised Annual Spend

- **Nano-Influencers:** 837,000 × PKR 11K × 12 = **PKR 110.484 billion**.
- **Micro-Influencers:** 390,600 × PKR 32.5K × 12 = **PKR 152.154 billion**.
- **Macro-Influencers:** 111,600 × PKR 50K × 12 = **PKR 66.96 billion**.
- **Mega-Influencers:** 930 × PKR 200K × 12 = **PKR 2.232 billion**.

3. Total Revised Annual Spend on Fashion
= PKR 110.484 billion + PKR 152.154 billion + PKR 66.96 billion + PKR 2.232 billion
= **PKR 331.83 billion**.

Revised Platform Revenue Potential

- Assuming a **10% affiliate fee** from brands:
    - 10% × PKR 331.83 billion = **PKR 33.183 billion**.

First and Second Year Projections

- **First Year:** 40% of PKR 33.183 billion = **PKR 13.2732 billion**.
- **Second Year:** 70% of PKR 33.183 billion = **PKR 23.2281 billion**.

Final Results

- **Total Annual Fashion Market (Adjusted):** PKR 331.83 billion.
- **Platform Revenue Potential (10% Affiliate Fee):** PKR 33.183 billion.
- **First Year Projected Revenue:** PKR 13.2732 billion.
- **Second Year Projected Revenue:** PKR 23.2281 billion