# **Calculation of TAM (Total Addressable Market):**

According to Napoleoncat, there are [**18.6 million Instagram users in Pakistan**](https://napoleoncat.com/stats/instagram-users-in-pakistan/2024/12/).

**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**.](https://github.com/MainFurqan/Survey-Results/blob/main/Survey%20Form.csv) The is result is show below:  
Forms response chart. Question title: 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))     . Number of responses: 21 responses.Forms response chart. Question title: 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)). Number of responses: 21 responses.

Forms response chart. Question title: 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)). Number of responses: 22 responses.Forms response chart. Question title: 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)). Number of responses: 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 × 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**