

A CASE STUDY: ANALYSING THE CREATOR ECONOMY MARKET IN INDIA (2024)

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INDIAN MARKET ANALYSIS

YouTube India:

- Active Creators: ~35 million
- Monetizable Creators: ~750,000
- Creators with 1,000+ Subscribers: ~2 million
- Major Content Categories: Gaming, Education, Tech, Entertainment, Cooking

Instagram India:

- Active Creators: ~20 million
- Monetizable Creators: ~500,000
- Instagram Reels Creators: 1.5–2 million
- Major Content Categories: Fashion, Beauty, Fitness, Lifestyle, Travel

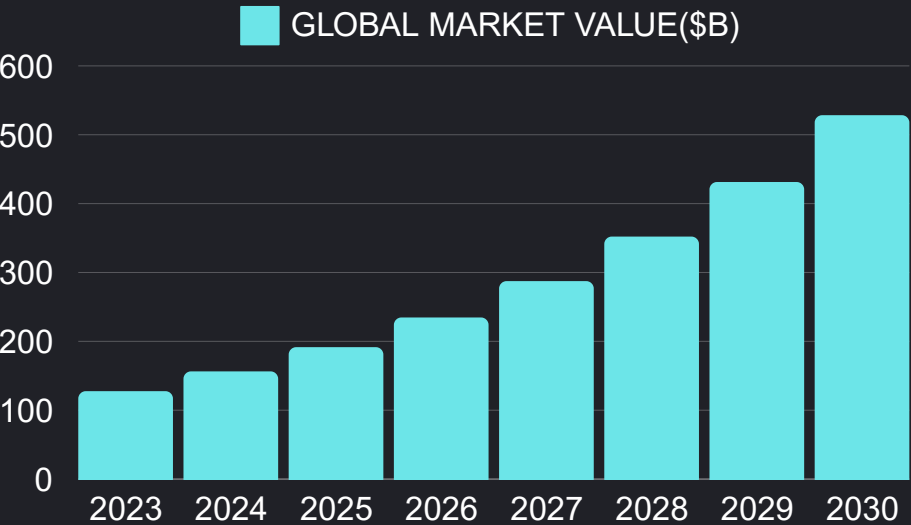
The creator economy or also known as creator marketing and influencer economy, is a software-driven economy that is built around creators who produce and distribute content, products, or services directly to their audience, leveraging social media platforms and AI tools.

GROWTH DRIVERS

- Digital Penetration: India had over 850 million internet users by 2024, with over 600 million accessing social media. Platforms.
- Affordable Data: The availability of cheap data plans continues to fuel online content consumption.
- Regional Language Content: Over 60% of the content consumed in India is now in regional languages.
- Short-form video consumption in YouTube Shorts and Instagram Reels, is projected to account for over 40% of total video consumption in India by 2025.
- Easy Monetization Features
- Brand Collaborations

MARKET OVERVIEW

- The Global Creator Economy market is valued at over **\$155 billion** and expected to be over \$500 billion by 2030.
- India market size was valued at **US\$ 976.0 million in 2023** and is expected to reach US\$ 3,926.2 million by 2030 growing at a compound annual growth rate (CAGR) of **22%**.



BASIS OF CLASSIFICATION OF INDIAN CREATOR ECONOMY MARKET

BY PLATFORM

Video
Audio
Writing
Live Streaming
Gaming

TYPES OF CREATORS

Independent Individual Creators
Commercial/Professional Creators
Influencers Agencies
MultiChannel Networks

END USE

Media and Entertainment
Education
Marketing/Advertising
Consulting
Techn

SUB-SEGMENTS



SOCIAL MEDIA INFLUENCERS

Valued at over ₹1,300 crores (\$175 million) in 2023. Influencer marketing is expected to grow at a CAGR of 25%, reaching ₹2,200 crores (\$300 million) by 2026.

CONTENT CREATORS

India is YouTube’s largest market with 467 million users, and around 3,000 Indian YouTube channels have 1 million+ subscribers. Instagram has more than 200 million active users in India.

LIVE STREAMERS AND GAMERS

This segment, especially driven by gaming (such as BGMI and Free Fire), is expected to grow by 26% CAGR, projected to reach ₹13,600 crore (\$1.8 billion) by 2026.

PODCASTERS

Podcasting has grown substantially in India, with over 90 million active podcast listeners in 2024. Platforms like Spotify, Audible, and Kuku FM dominate the space.

SUBSCRIPTION BASED CREATORS

Platforms like Patreon and Substack are gaining traction. Many creators are moving away from ad-based models toward direct audience support and subscription-based revenue.

EDUCATIONAL CREATORS

The educational creator market in India is rapidly expanding, fueled by the growing demand for online learning, skill development, and exam preparation.

Chosen Sub-Segment: Social Media Influencer

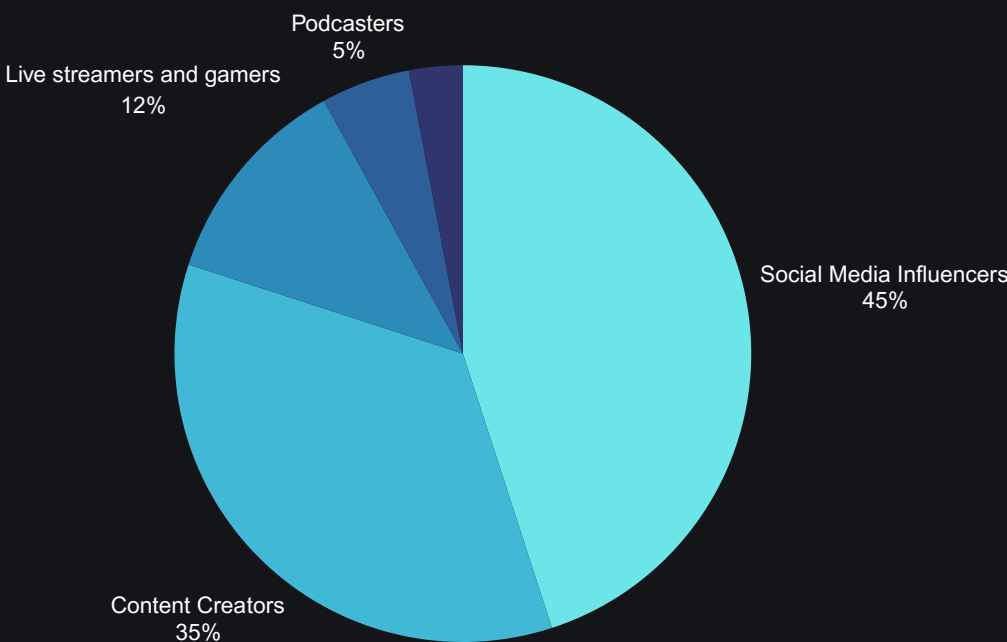
1. Content Creation: Over 60% of creators report spending at least 15-20 hours per week on content creation.

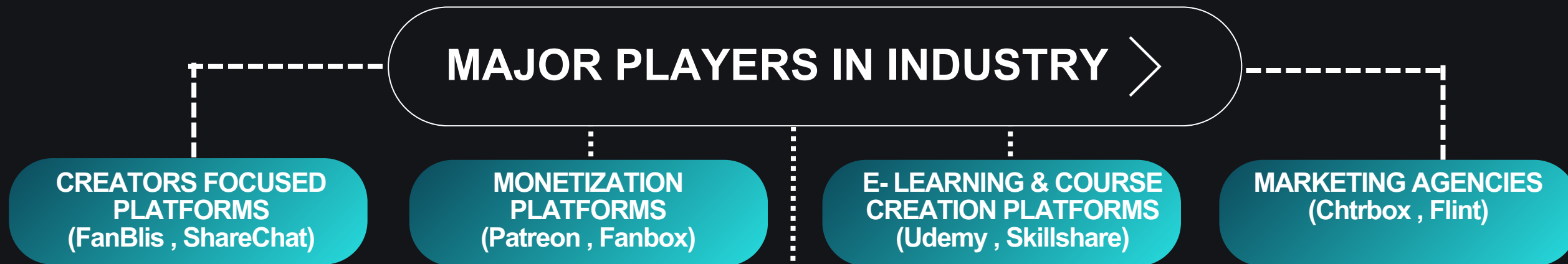
2. Audience Growth: Influencers in India grew by an average of 25% in followers year-on-year, with micro-influencers growing at an even higher rate.

3. Monetization: Indian influencers can earn between ₹5,000-20,000 (\$60-\$250) for each sponsored post at the micro level, and top-tier influencers can command ₹2-5 lakhs (\$2,500-\$6,000) per collaboration.

4. Analytics & Feedback: Tools like Instagram Insights and YouTube Analytics are widely used, with 83% of creators relying on platform-provided insights for growth strategies.

MARKET SHARE OF SUB-SEGMENTS





YOUTUBE

- Overview: India has over 500 million YouTube users (2023), making it the largest video platform.
- Best for video content, global reach.
- Value Proposition:
- Monetization: Ad revenue, Super Chat, memberships.
- Content: Long-form videos, live streaming, diverse niches.

INSTAGRAM

- Overview: Instagram boasts over 240 million users in India (2023).
- Visual, short-form content, brand partnerships.
- Value Proposition:
- Monetization: Sponsored posts, Reels Play Bonus, affiliate marketing.
- Content: Photos, Reels, Stories, IGTV.

SOCIAL MEDIA PLAT FORMS

FACEBOOK (NOW META)

- Overview: With over 400 million users, Facebook remains a strong player in India.
- Community-building, live streaming, cross-platform growth.
- Value Proposition:
- Monetization: Ads, Fan Subscriptions, Creator Studio.
- Content: Groups, Live streaming, sponsored content.

TWITTER (NOW X)

- Overview: Twitter has around 30 million active users in India.
- Real-time engagement, thought leadership.
- Value Proposition:
- Monetization: Super Follows, sponsored tweets.
- Content: Real-time conversations, trends, thought leadership.

KEY VALUE PROPOSITION PARAMETERS

1. Reach and Audience Size
2. Ease of Content Creation
3. Monetization Oppurtunities
4. Engagement Features
5. Community and Support

RECENT TRENDS IN THE MARKET >

Short-form Video Dominance: Content less than 60 seconds is dominating platforms. YouTube Shorts has crossed 50 billion daily views globally, with a substantial contribution from India.

Regional Language Growth: Over 50% of YouTube content consumed in India is in regional languages. Similarly, Instagram is witnessing regional influencers growing by 30% YoY.

Multi-Stream Monetization: Creators in India are moving beyond traditional brand deals and ads, monetizing through a variety of avenues, including subscriptions, merchandise, and courses.

AI-Powered Tools: Generative AI is helping creators with content creation, editing, and personalization.

Rise of Micro-Influencers and Creators: From tier 2 and 3 cities in India is transforming the market by bringing authentic, localized content to the forefront.

MARKET EVOLUTION IN FUTURE >

AI-Powered Content Creation: AI will be essential for personalization and automation, will help creators generate more customized, interactive content based on audience preferences.

Diversification of Income Sources: Multiple new monetization models will emerge, including Direct-to-Consumers, E-Commerce Integration and Decentralized finance models.

Creator-led Brands: Influencers will continue building personal brands and launching their own product lines (e.g., cosmetics, apparel).

Decentralized Platforms: These platforms leveraging blockchain technology will emerge, offering creators more control over their content, ownership rights, and revenue streams.

Niche communities: They are becoming a powerful trend in the Creator Economy, as creators focus on building smaller, highly engaged groups around specific interests or identities.

AI-powered video editing and content creation tools to enable faster content production.

Micro and nano-influencer support, as 60% of India's influencer market is in this category.

**NEW
PRODUCT
FOCUS
POINTS FOR
CREATOR
ECONOMY
MARKET**

Monetization via e-commerce integration, allowing influencers to directly sell products to their followers.

Comprehensive analytics and growth coaching tools to help new and mid-level creators scale their impact and followers.

DIFFERENTIATION FACTORS FOR A NEW ENTRANT IN THIS MARKET

**TECH-DRIVEN
FEATURES**

Offering AI-based content creation tools, analytics, and insights to help creators optimize their work.

**MONETIZATION
FLEXIBILITY**

Enabling multiple revenue streams for creators beyond ads, such as fan donations, paid events, and premium content subscriptions, would stand out.

**NICHE
COMMUNITY
FOCUS**

Building platforms that cater to specific niches (e.g., regional language creators, health and wellness influencers).

**AI-DRIVEN
INSIGHTS**

Providing more advanced AI-powered insights and tools for creators to optimize content could be a key differentiator.

**AFFORDABILITY
AND
ACCESSIBILITY**

Create an affordable, mobile-first platform with low data usage and offline features to cater to creators in regions with limited connectivity.

Thank You.



Analytics and



Consulting Club



NIT ROURKELA