



2025

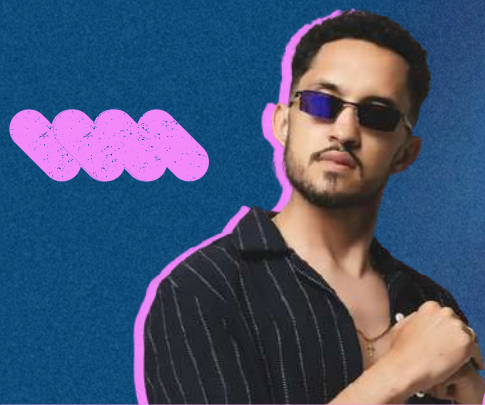
Report



## INTRO DUCTION

From politicians to musicians, models to chefs, the Creator Economy saw a huge amount of growth leading into 2025. Whether creators' fame was skyrocketed by an election cycle, or amounted due to a steady stream of viral content, taking a look at this growth allows us an insight into the trends, interest, and values that build the Creator Economy. Read on for the fastest growing creators of 2025.





Gabriel Ângelo Furtado de Oliveira or Gelo is a Brazilian singer, songwriter, and musician. Gelo launched his career with the single “Só Fé.” His unique blend of hip-hop and Brazilian music captured the attention of listeners, skyrocketing the song to the top of the charts.

2



# Rapid Rise

Since then, his music has soared to the tops of the Brazilian charts, dominating Spotify and Billboard Brazil. Gelo’s talent and authenticity has found him a huge well-deserved fanbase, growing his platform with every release.

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## ELIANO REIJNDERS

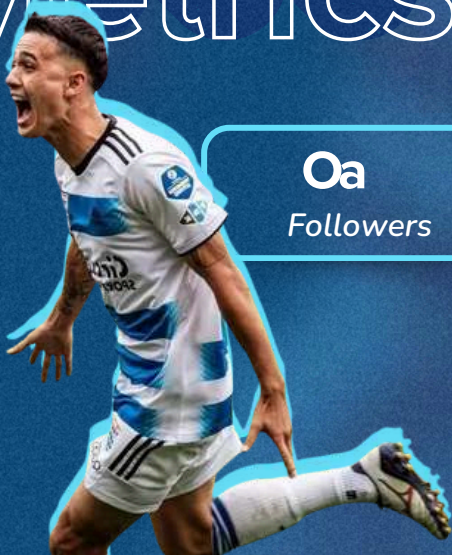
A professional footballer and Finland native, has made big plays for Eredivisie club PEC Zwolle. Throughout 2025, his exceptional performances on the field have fueled significant growth in his following, with the majority of his audience based in the Netherlands.

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## Social Metrics

On Instagram, Eliano shares a mix of game highlights and family-focused content, creating a relatable and engaging presence. His top-tier performances have not only elevated his career but also attracted a large and loyal audience, further establishing him as a growing creator in the sports world.



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## DESTINEE ROSE

Detroit-based hair stylist, braider, and CEO of her own salon, Destinee went viral for not only her skill with hair but her hilarious and heartwarming interactions with clients. She entertains viewers with back-and-forth banter between her and her clients while simultaneously giving them the style and braiding of the century.

2



## Viral Growth

Destinee's love for her clients is palpable; she leaves clients speechless with her braiding talent, sharing the process with her viewers. Her humor, talent, and dedication to her art has charmed and enthralled audiences, skyrocketing her account and making her one of the fastest growing creators on the platform.

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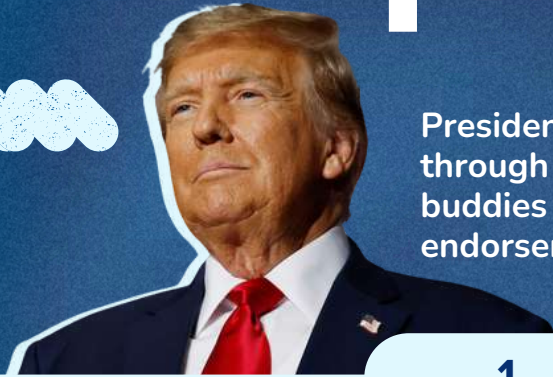
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Account growth



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President Trump's team pushed their campaign through TikTok. Team Trump posted clips of buddies Joe Rogan and Elon Musk, and celebrity endorsements from Logan Paul.

1



# Metric Surge

Team Trump showed the President relating to all his constituents whether by picking up a shift at McDonald's or playing golf with billionaires, encouraging each and every citizen to do their civic duty and vote. Each US election cycle ensures social media success for candidates, ensuring rapid creator growth for their platforms.

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Account growth



Jarren García is rocking our feeds with his aesthetic and iconic modeling career. Whether he's posting styled studio pics or streetwear shots from a night out, every post creates a perfectly curated feed. Before modeling for brands such as Peso and Carl Jan Cruz, Jarren got his start as a reality show contestant on *Big Brother* in the Philippines.

3



Trending  
Up

A multit talented man, Jarren is also a singer and DJ for Filipino music channel MYX. His loyal fans and followers have ensured his rapid growth as a creator.



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Account growth

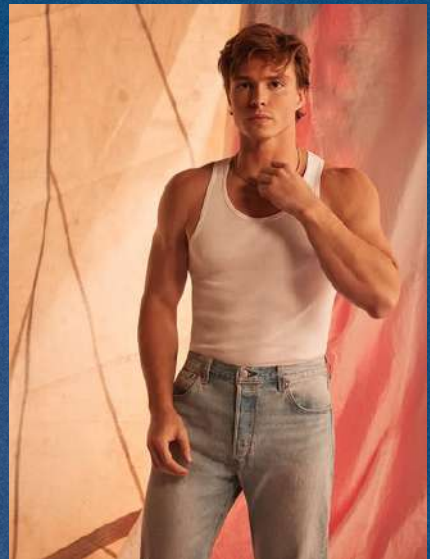




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Nicholas Alexander Chavez is an American actor best known for his role as Spencer on *General Hospital*. He is slated to star in the so-far untitled sequel to *I Know What You Did Last Summer*. Recently, he was featured on the cover of *Men's Health Mexico and Latin America*, in *Behind the Blinds Magazine* and *Schön Magazine*.

3



# Viral Impact

His iconic roles have skyrocketed his following and he has been doing interviews and photoshoots to promote his upcoming roles.

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Account growth



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When it comes to couple goals, Dyce and Ce come to mind. Based in Singapore, Dyce and Ce post funny, cute dances and skits.

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playing with this funny filter



## Social Metrics

Whether it's recreating cutesy games such as Dress to Impress in real life, or experimenting with funny filters, Dyce and Ce are an adorable influencer couple. For fans who are craving longer-form content, Dyce and Ce also post Q&As, challenges, and vlogs on their [YouTube channel](#).



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Account growth



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Minnesota governor Tim Walz has built his platform as not only a politician, but a dad, husband, teacher, coach, and veteran. As Vice President nominee, Tim's Instagram saw much growth, exploding in success as it acted as a hub of information and resources during the 2024 US presidential election.

1



# Metric Surge

Tim is not the only successful creator in his family; Tim's daughter, Hope, keeps in touch with their Gen Z constituents through her TikTok, where she posts inspirational videos, fun get-ready-with-mes and cheery vlogs for an audience of 282,000.

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Account growth



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## SABRINA CARPENTER

TikTok account Team Sabrina is home to all things Sabrina Carpenter. Any and all fans of the *short n'* sweet pop sensation gather to this TikTok account for news. Run by Sabrina Carpenter's team, it acts as an official fan hub.

1



## Explosive Growth

Whether fans are looking for a shot of sun-kissed "Espresso," a jam-out session to "Please Please Please," or dates and locations for the *short n'* sweet tour, Team Sabrina has you covered.

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Account growth







Crowned Miss Grand National 2024, Rachel Gupta is making waves as an actor, entrepreneur, and model.

1



# Rapid Climb

At just 20 years old, Rachel became the first Indian woman to win the Grand National Pageant, beating out contestants from 70 countries. She was also awarded the Grand Pageants Choice Award, officially making her one of the most decorated Indian beauty queens, growing her accounts exponentially.

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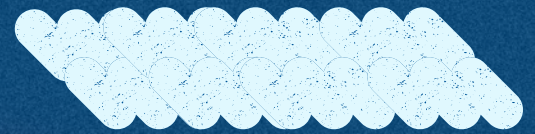
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Account growth





Candace Owens is an American conservative political commentator known for her bold and outspoken perspectives on political and cultural issues.

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# Rapid Rise

Formerly the host of a show with *The Daily Wire*, she now runs her own independent show, where she shares engaging clips, reactions, and thought-provoking takes across platforms like Instagram and TikTok.

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Cute-as-a-button RoRo Bueno has gained a platform from her cooking Instagram and TikTok videos. Based in Madrid, she showcases her mouthwatering dishes from a complicated-looking ginger bread cathedral to delicious-looking homemade pasta.

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# Social Climb

She has partnered with brands such as toy company Mini Verse and Maybelline. RoRo recently starred on Spain's *Next Level Chef*, garnering her even more fans and followers and making her one of the fastest growing creators this year.

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Account growth



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Another bombshell has entered the villa. *Love Island USA* winner Serena Page has made waves ever since her Season 6 debut. With an already successful career in marketing and media, Serena's platform has only grown since her big win.

1



# Rapid Rise

Fans are charmed by her bubbly personality and enamored by her adorable relationship with *Love Island* costar Kordell Beckham. On her TikTok, Serena has collaborated with impressive brands including Neutrogena, Amazon, and Savage x Fenty. With these major collaborations, as well as her iconic social media presence, Serena's platform is sure to continue growing.

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Account growth







Rishab Rikhiram Sharma is an award-winning Sitarist and music producer from New York. He was the first Sitarist invited to the White House to perform solo at the Diwali event hosted by President Biden. He has performed in a stadium of over 60,000. He is also a staunch mental health advocate.

2



# Metric Surge

He is the founder of Sitar for Mental Health, a movement to promote healing methods through Indian music. With his incredible musical abilities and the launch of his mental health movement, Rishab's loyal fans and followers have only grown.

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Account growth







KATSEYE is an LA-based K-pop girl group formed through Hybe Corporation and Geffen Records' 2023 Netflix reality show, *Dream Academy*.

2



# Social Climb

After global auditions, six members—Sophia, Manon, Daniela, Lara, Megan, and Yoonchae—were selected. They debuted with the single "Debut", followed by "Touch", both gaining massive traction. KATSEYE's popularity has soared, securing brand deals with Popsocket and American Eagle while tapping into the global K-pop wave to expand their audience.

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## MADDY HARRIS, TOBY JONES, AND JOSH JONES

After going viral for turning a bus into a fully functioning coffee shop, UK-based friends Maddy, Toby and, Josh have platformed themselves as The Professional Idiots. As a group of mischievous but incredibly talented repairmen (and woman!), they have recently converted a shipping container into a tiny home.

1



# Going Viral

Partnering with brands such as Valspar Paint UK, the friends are leveling up to a double-decker bus that they will use to tour the UK and meet fans. The Professional Idiots have charmed their fans with humor and talent. Now that they are driving their own re-vamped van across the UK, their platform will only grow.



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Account growth



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Leah Kateb quickly became a fan favorite when she entered the villa during Season 6 of *Love Island USA*. Leah was named one of *US Weekly's* Reality Stars of the Year.

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# Rapid Rise

Fans fell in love with her sparkling personality, wit, and funny quips from the show, skyrocketing her to reality-tv-turned-influencer fame. Leah has since enjoyed life as an influencer, attending events and partnering with companies such as Google, L'Oréal, and PUMA.

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Account growth



# 1

American reality tv personality and snake wrangler, Robert Rausch has gained intense popularity after his debut on season 5 and return on season 6 of *Love Island*.

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## Rapid Rise

An affinity for the wild, Robert pursued his passion for reptiles from a young age, becoming a professional snake wrangler. Now a social media star, Robert strikes poses with his serpents, using his platform to educate and showcase his snake-wrangling-work.

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# 1



Self-proclaimed King of Brega Funk, Anderson Neiff is a Brazilian singer, songwriter, and music producer. His unique sound - a blend of jazz, funk, and soul pop - has seen him rise to the top of the charts. Anderson Neiff has seen success since his 2014 EP "The Music From Nowhere."

1



## Metric Surge

For his album, *Volta Pra Mim* was nominated for the Latin Grammy awards. He has performed at some of the biggest Brazilian music festivals, namely Rock in Rio and Lallapalooza Brasil. His incredible music, amazing stage presence and loyal fanbase have skyrocketed his platform, which is now growing faster than ever.

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## KAMALA HARRIS

The US Presidential election defined the latter half of the year. Nicknamed Kamala HQ, the official account of the Harris/Walz campaign exploded in success over the course of the election season.

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# Going Viral

Kamala HQ leaned largely into Harris's Gen Z voter base, embracing "Brat summer" and fact-checked information. Throughout the campaign they interviewed constituents on both sides of the aisle, sharing their celebrity endorsements and inspiring constituents to do their civic duty and vote.



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Account growth



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## **HOW NICHE, TRENDS, AND STRATEGY DRIVE THEIR SUCCESS**

These fast growing creators find their niche and grow within it. The US election led to huge growth in politicians' platforms, as social media has become an integral and increasing part of an election campaign. For politicians, social media allows a chance to connect with constituents and push their own agendas and values.

When it comes to lifestyle, fashion, and even music creators, many creators take advantage of whatever skyrocketed them to fame, then build off that. For example, becoming the favorite on a reality show, or winning an international contest will garner numbers on social media. From then on, connecting with audiences and building a personal brand becomes integral to continued growth.

Collaborations with brands and companies solidify an influencer as an integral part of the online market and Creator Economy. Other creators, those whose springboarded to fame consisted of a viral video or two, were quick to identify their niche. They identified what drew audiences to their videos, whether it was talent, humor, aesthetics, or showmanship. From there, they found their brand, surely growing their fanbase.

These fast-growing creators are greeting the up-and-coming trends of 2025, advancing their influencing careers further than ever before. Yet, the Creator Economy is constantly changing. Fads come and go, and smaller creators may explode into influencer powerhouses, taking on new collaborations and trends within the Creator Economy.

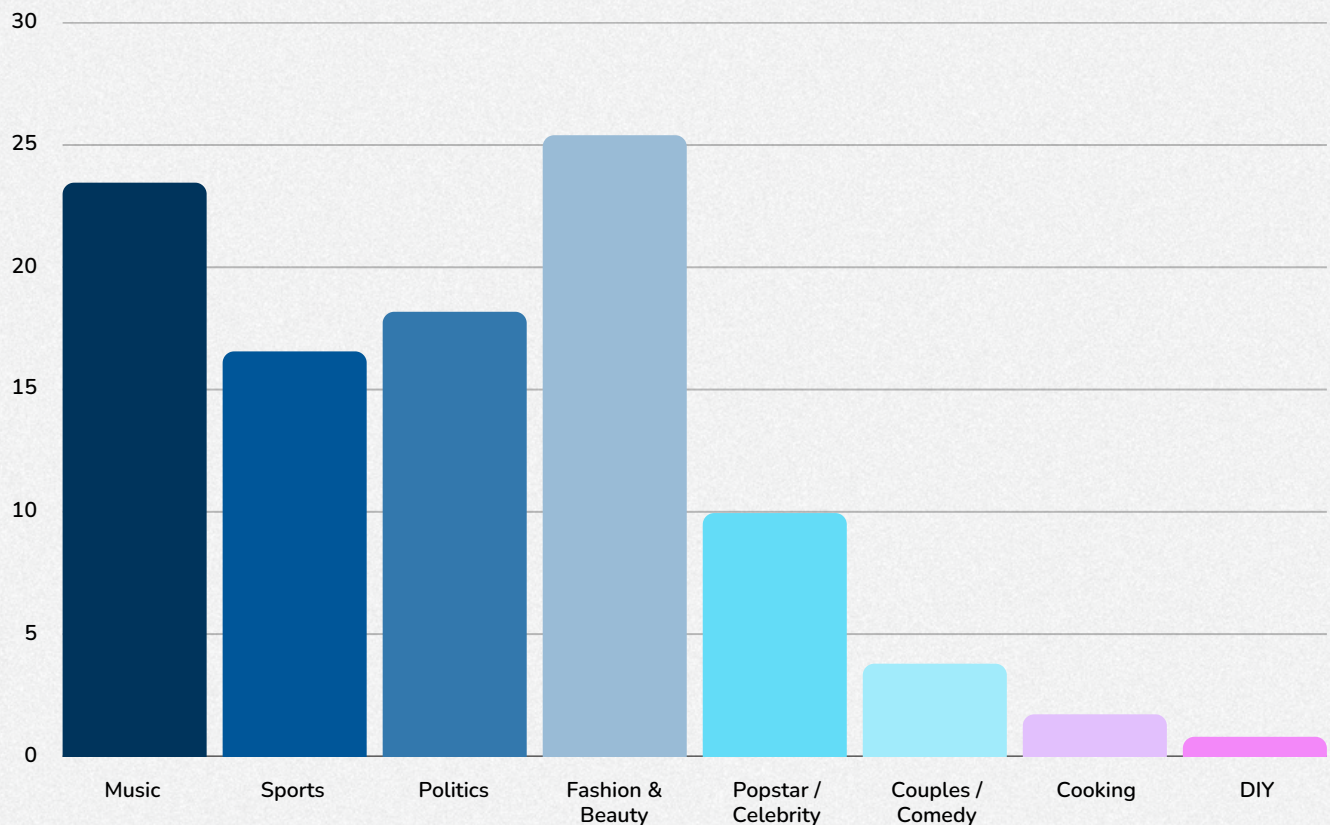




## THE NUMBERS DON'T LIE:

When it comes to growth, the Creator Economy is thriving like never before. Adding up all growth rates together, we're looking at an eye-popping **79,082% overall growth**. That's a staggering figure, and it paints a clear picture of just how much the digital space is evolving.

## OVERALL GROWTH RATE TOTAL AS DIVIDED BY NICHE:





# 2

When we say “content is king,” we’re really talking about entertainment. Music, fashion & beauty, and popstars/celebrities alone account for over half (58.86%) of the total growth rate. This tells us one thing loud and clear: virality thrives where entertainment lives. These niches hold the crown for driving cultural relevance and commanding attention year after year.

It’s no secret that TikTok has redefined the music industry. As the second-largest niche in terms of growth, music’s success is tied directly to TikTok’s power to turn a sound into a sensation. Just look at creators like Grelo, Anderson Neiff, and Sabrina Carpenter—their growth skyrocketed thanks to TikTok’s unique ability to merge music with trends.

Take Sabrina Carpenter, for example. Her viral sounds, “Espresso” and “Please Please Please,” have collectively fueled over 2 million videos on TikTok. This level of engagement shows how TikTok’s algorithm can catapult a track from just another upload to a cultural moment.

Seasonal Growth - Politics saw explosive growth in 2024, and it’s no coincidence—it’s [an election year](#). Political creators and commentators benefited from the intense focus on the U.S. election cycle, which naturally drives controversy, virality, and conversation. While politics as a niche thrives on these cycles, this level of growth likely won’t be sustained outside of an election year. For 2025, though, TikTok emerged as a vital platform for political engagement, proving its relevance in shaping discourse.

Sports - Similarly, the sports niche saw significant growth thanks to seasonal events. When major games or global tournaments roll around, interest in sports content spikes, as fans flock to creators for highlights, commentary, and behind-the-scenes moments. From the Olympics to the World Cup, sports consistently capitalize on high-stakes, high-energy events.

TikTok versus Instagram - When it comes to growth, TikTok reigns supreme, accounting for a whopping 65% of the total growth for the top 20 fastest-growing creators. By comparison, Instagram brought in 35% of growth, demonstrating its strength in community building but not necessarily in virality. TikTok’s short-form content and discovery-driven algorithm give creators unparalleled opportunities to explode onto the scene, making it the go-to platform for rapid audience acquisition.

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Music, fashion & beauty, and popstars/celebrities make up

58.86%

of the total growth rate.

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Viral sounds like “Espresso” and “Please Please Please” by Sabrina Carpenter have fueled over

2 Million

TikTok videos.

2

Politics saw explosive growth in

2024

due to the U.S. election cycle, but this surge likely won’t last beyond the election.

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TikTok drove

65%

of the total growth for the top 20 creators, while Instagram accounted for

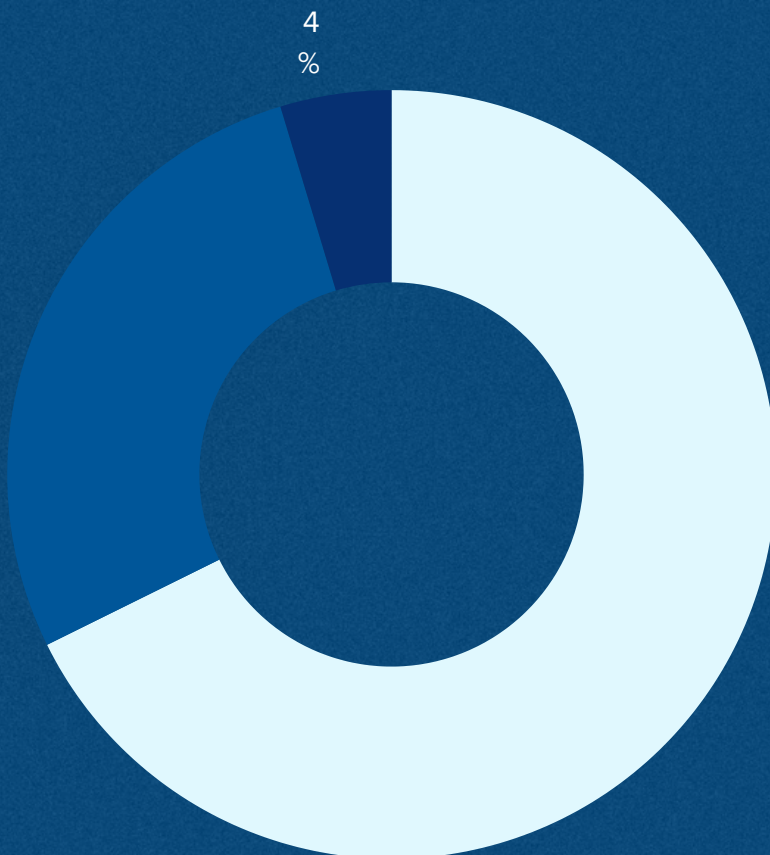
35%,

emphasizing TikTok’s strength in virality.



b

When measuring growth by gender, group accounts featuring more than one person or multiple genders account for only 4.7% of total growth.



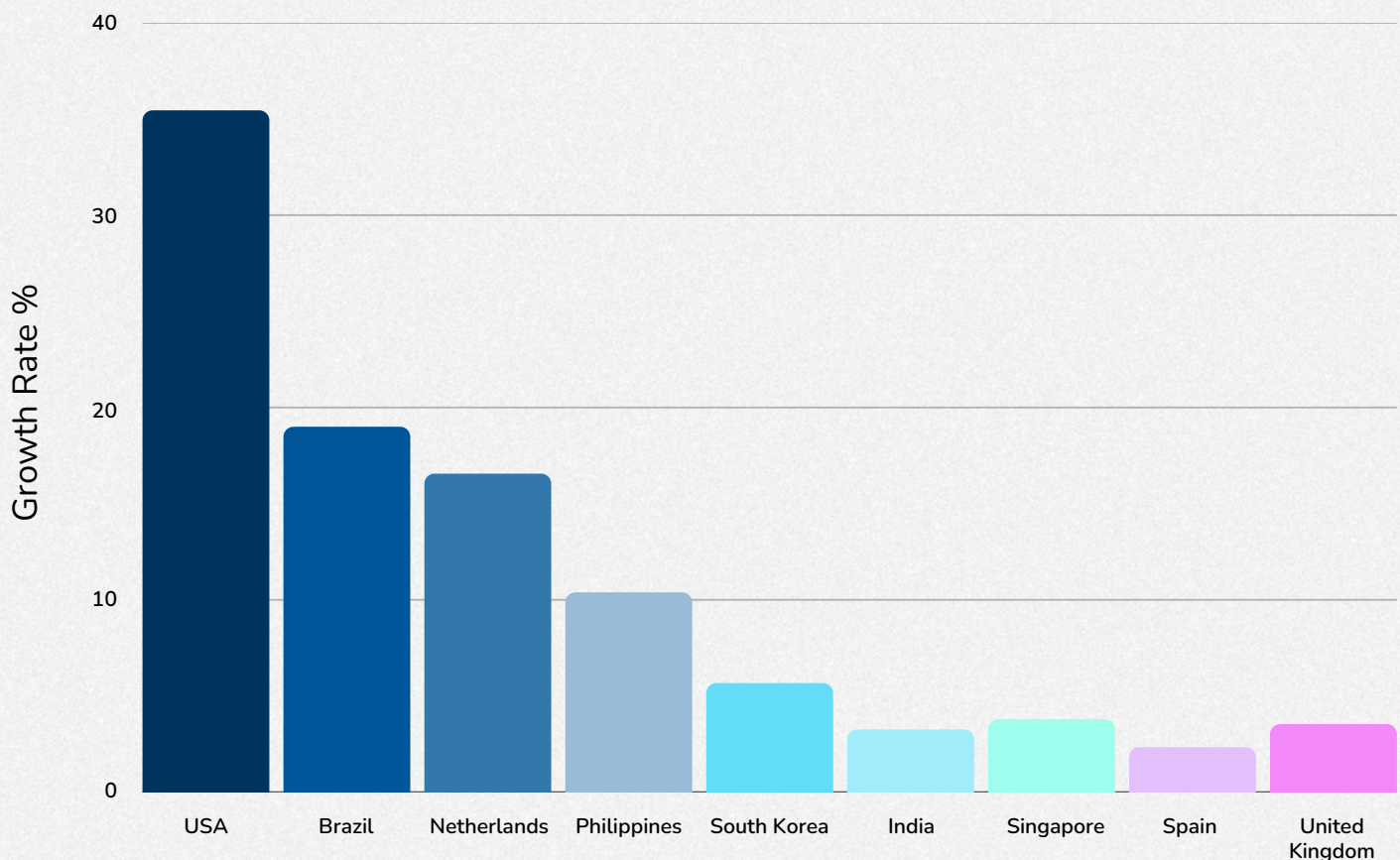
Male creators have dominated the growth charts, accounting for an incredible **68% of viral growth over the past six months**. This translates to **53,530% overall growth** for highlighted male creators, underscoring their outsized influence in this space.



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The U.S. continues to lead the pack in creator growth, contributing over a third of total growth at **35.45%**, but Brazil and the Netherlands are rising stars, claiming the second and third spots. Notably, countries like the Philippines and South Korea also stand out, reflecting the global nature of the Creator Economy and the cultural influence these regions wield.





### ***THE DATA IS CLEAR:***

Entertainment, accessibility, and timing are driving unprecedented growth in the Creator Economy. Platforms like TikTok are leading the charge, shaping how content goes viral, while Instagram continues to hold its ground as a community builder. As 2025 continues, the Creator Economy is only getting bigger, bolder, and more influential.