

INFLUENCERS & SPORTS IN JAPAN





SUMMARY

The number of social media users in Japan is expected to reach 113 million by 2027, meaning the average person will be using more than one social media platform.

As a result, the importance of influencers continues to grow, and their role in shaping consumer behaviour is becoming increasingly significant.

This report outlines recent insights into Japanese influencers and highlights some of the dominant and emerging influencers in the sports landscape.

JAPANESE INFLUENCER INSIGHTS

mega influencer

Over 1 million followers

mid-tier influencer

100k - 1 million followers

micro influencer

10k to 100k followers

nano influencer

1k to 10k followers

Fashion & Beauty: Outfits, cosmetics, skincare, and dieting content

Food & Gourmet: Restaurants, cafés, and recipes

Lifestyle: Daily essentials, interior design, and lifestyle vlogs

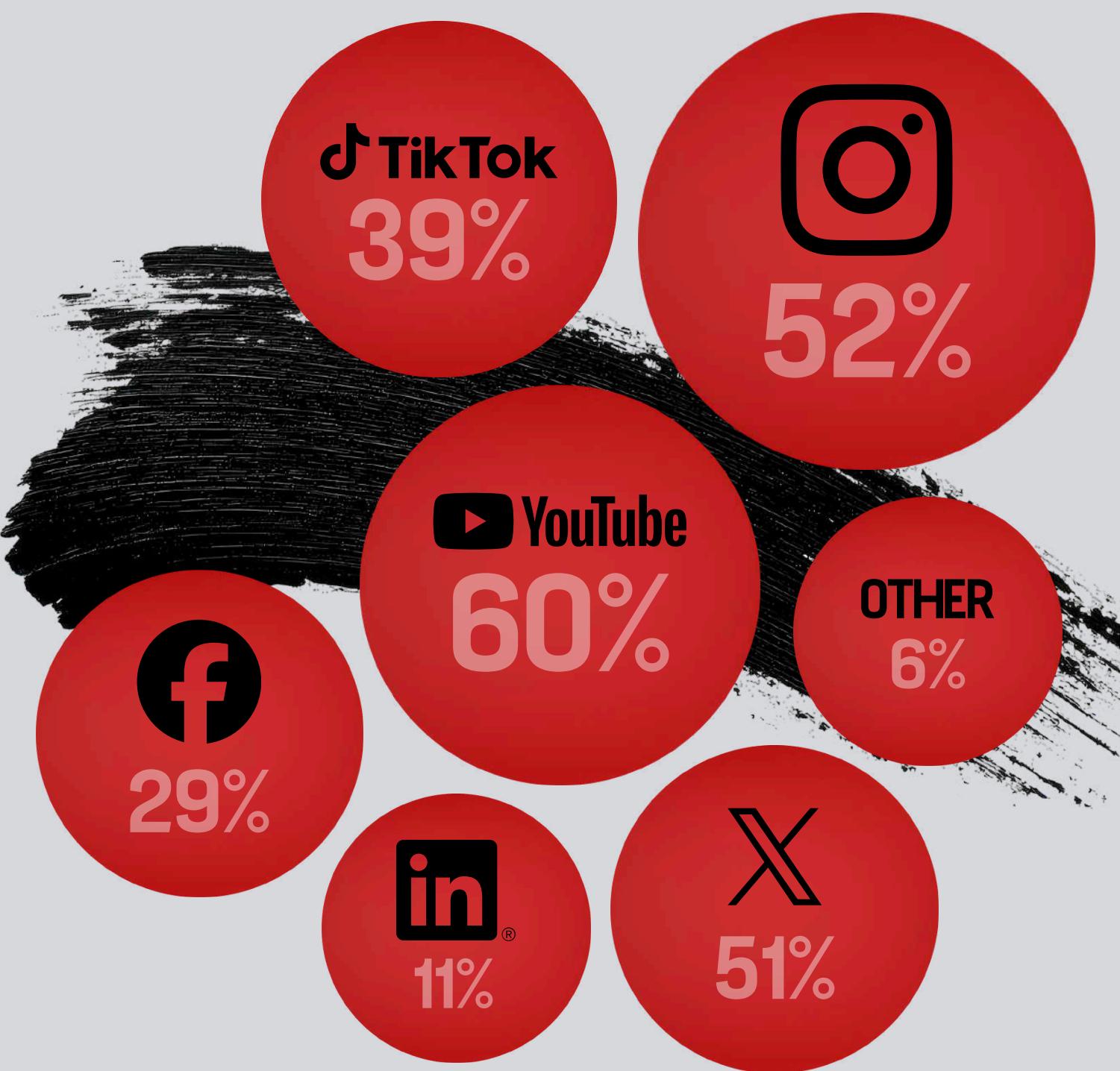
Travel: Domestic and international destinations, hotels, and travel experiences

Fitness & Wellness: Training, yoga, and health-related products

Education & Business: Finance, career development, and self-improvement

Entertainment: Music, gaming, comedy, and other pop culture content

INFLUENCER MARKETING PLATFORMS FOR BUSINESS



ESTIMATED DOMESTIC MARKET SIZE FOR INFLUENCER MARKETING

JAPAN



2022 : 61.5 billion yen

YouTube: 24.0bn | Instagram: 15.5bn
X: 11.0bn | TikTok: 10.0bn | Others: 1.0bn

2023 : 73.9 billion yen

YouTube: 26.4bn | Instagram: 21.0bn
X: 12.0bn | TikTok: 13.5bn | Others: 1.0bn

2024 : 86.0 billion yen

YouTube: 28.0bn | Instagram: 26.0bn
X: 13.5bn | TikTok: 17.5bn | Others: 1.0bn

2025 : 99.5 billion yen

YouTube: 30.5bn | Instagram: 31.0bn
X: 15.0bn | TikTok: 22.0bn | Others: 1.0bn

2026 : 115.0 billion yen

YouTube: 33.0bn | Instagram: 37.0bn
X: 16.5bn | TikTok: 27.0bn | Others: 1.5bn

2027 : 130.5 billion yen

YouTube: 35.5bn | Instagram: 43.0bn
X: 18.0bn | TikTok: 32.0bn | Others: 2.0bn

2028 : 147 billion yen

YouTube: 38.0bn | Instagram: 50.0bn
X: 19.5bn | TikTok: 37.0bn | Others: 2.5bn

2029 : 164.5 billion yen

YouTube: 40.5bn | Instagram: 57.0bn
X: 21.0bn | TikTok: 43.0bn | Others: 3.0bn



JAPANESE SPORT INFLUENCERS



Paulo Junichi Tanaka

socials TikTok (517K) | Instagram (143K)

sport Football

profile Often described as one of the most well-known J League players due to his TikTok presence, particularly popular among teenagers and younger audiences.



taiyo himura

socials TikTok (3.2M) | Instagram (2M)

sport Football

profile One of the most followed football influencers in Japan, with strong influence in Southeast Asia and the Middle East.



yoshio itoi

socials Instagram (788K) | X (279K)

sport Baseball

profile Former professional baseball player.

JAPANESE SPORT INFLUENCERS



shinya

socials TikTok (310K) | Instagram (284K)

sport Rugby

profile Rising rugby influencer with a growing digital presence.



nepa

socials YouTube (785K) | TikTok (374K)

sport Tennis

profile One of the most followed tennis influencers in Japan.



marina takewaki

socials YouTube (4.3M) | Instagram (900K)

sport Fitness

profile Highly influential among female audiences in fitness, training, and diet-related content.