

# 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

 TikTok  
39%

  
52%

 YouTube  
60%

OTHER  
6%

  
29%

  
11%

  
51%



# 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 kimura**

**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.



**yashio 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.