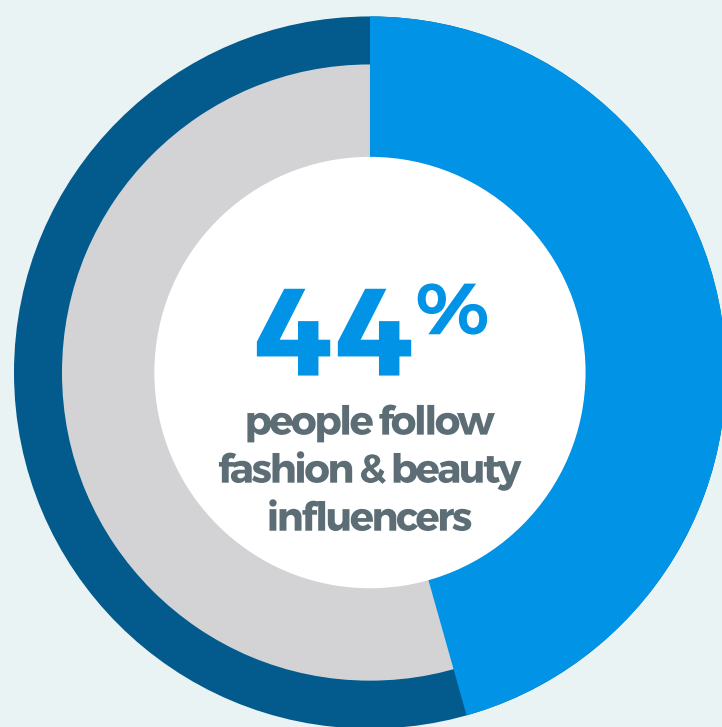


# Social Media Influencers Study with YouGov®



People feel their **purchasing decision** is influenced by fashion & beauty influencers



People feel their **dining decision** is influenced by food influencers



## Top fashion & beauty influencers



Huda Kattan



Joelle Mardinian



Ola Alfares



Amina Shelbaya



Nadya Hassan



Lojain Omran

Most Followed

## Top food influencers



Chef Manal Alalem



Chef Osama



Gordon Ramsay



Sanjeev Kapoor



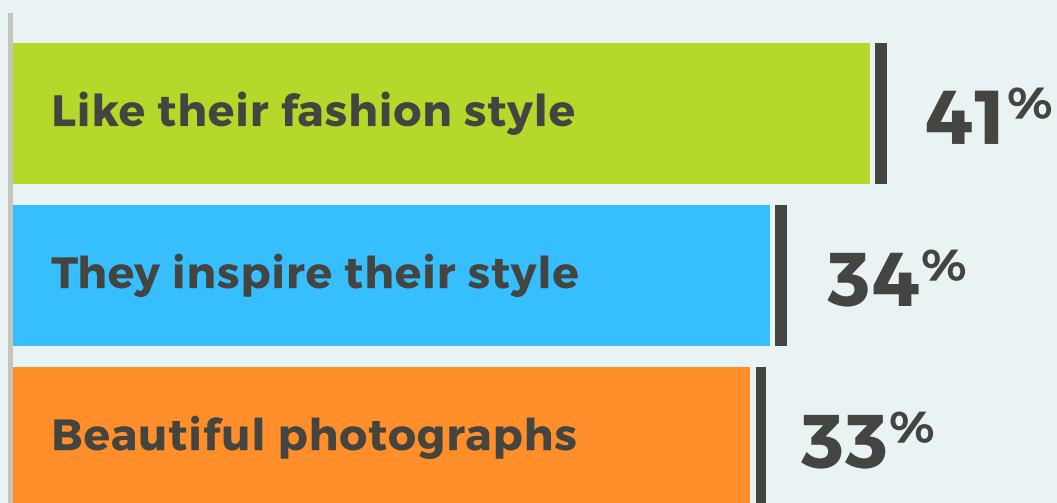
Foodiva



Food Sheikh

Most Followed

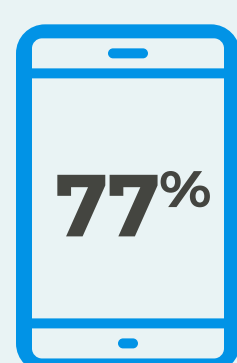
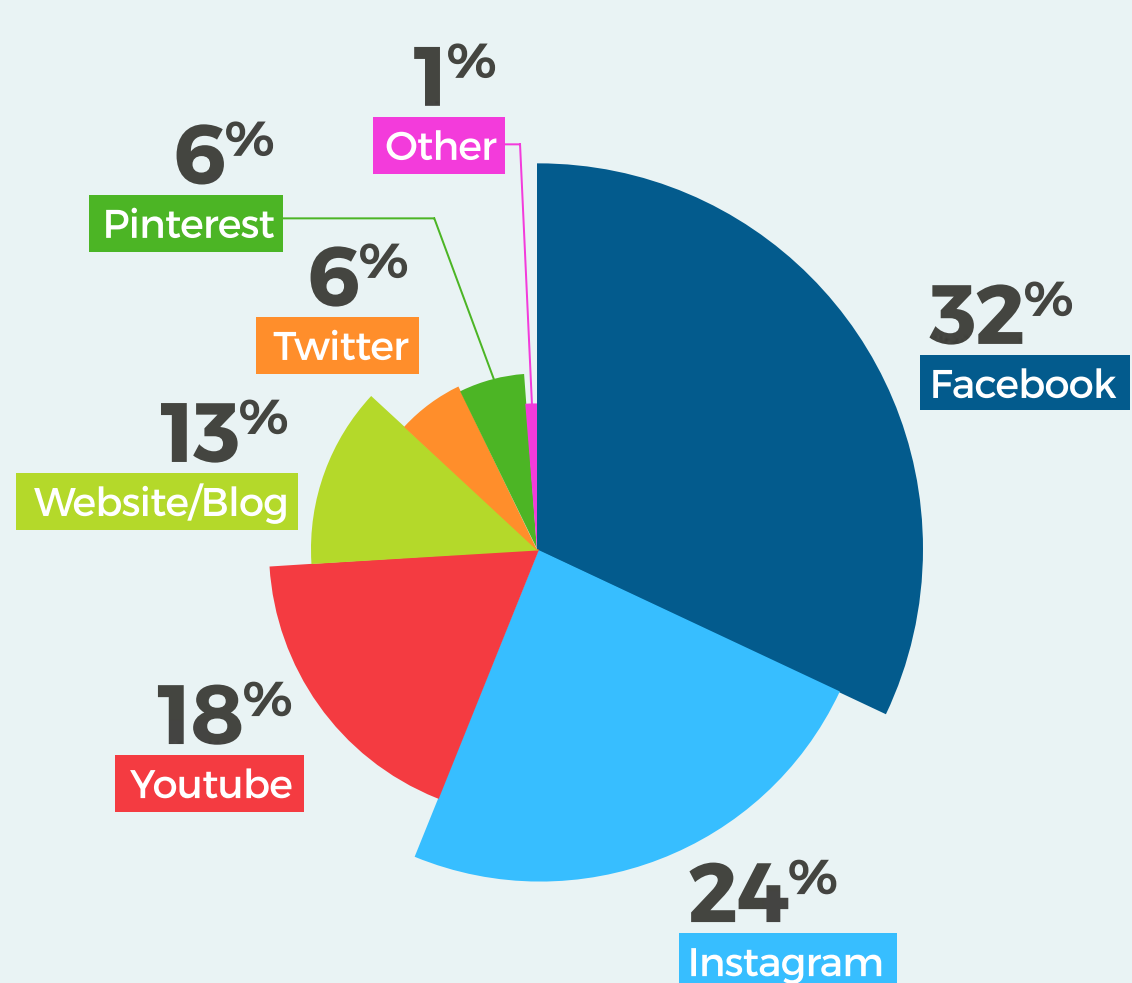
## Why do people follow fashion & beauty influencers



## Why do people follow food influencers

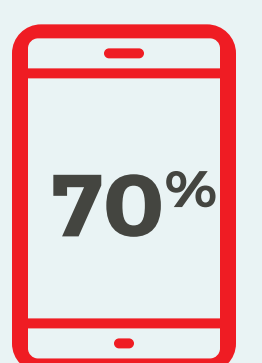
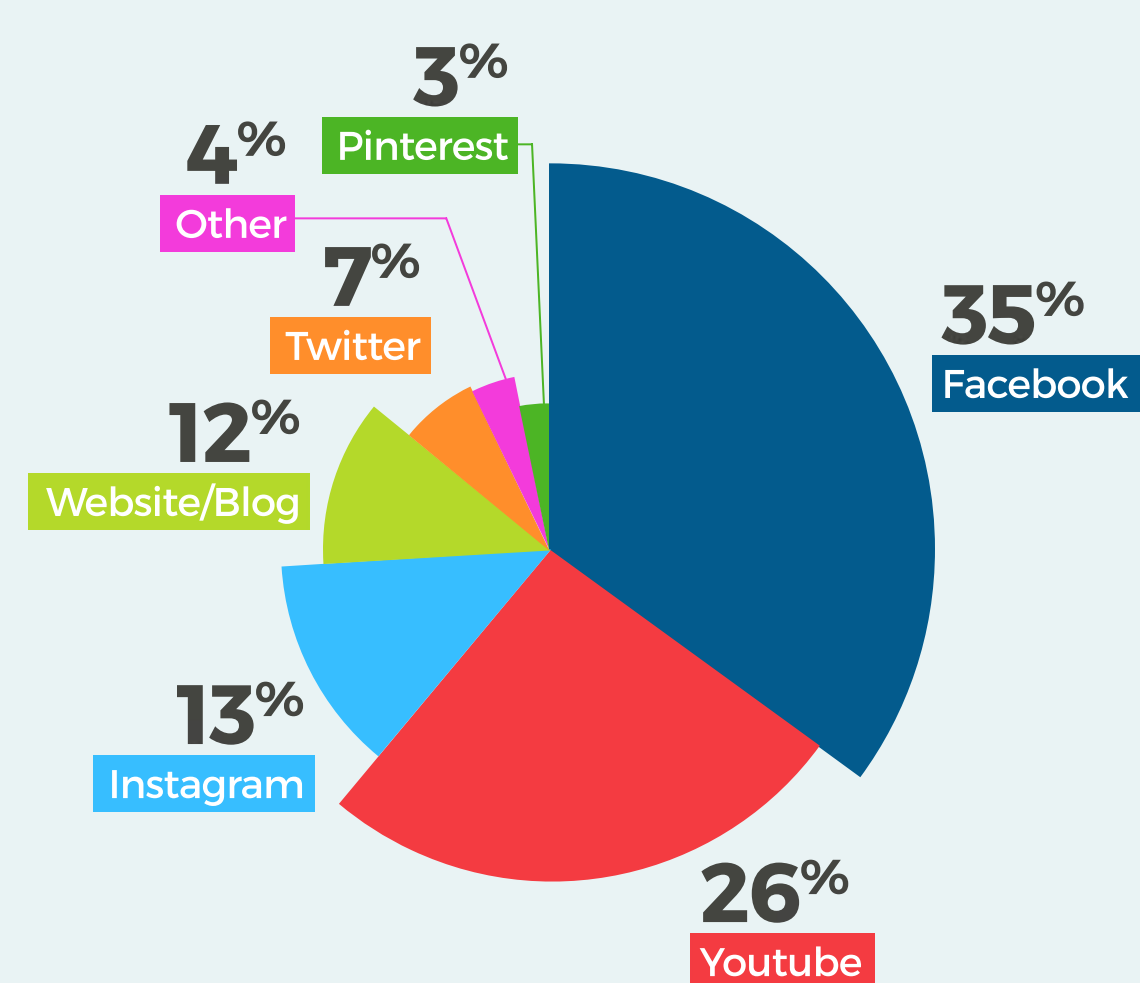


## Channels people use to follow fashion & beauty influencers



People use **smartphone** to follow fashion & beauty influencers

## Channels people use to follow food influencers

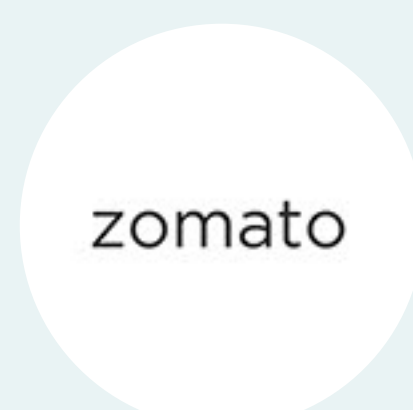


People use **smartphone** to follow food influencers

## Other Findings



According to Cision Point media database, there are currently over 400 listed fashion, beauty and food social media contacts in total in the UAE



Zomato plays the biggest role in determining consumer's dining decision



Chefs are more followed and trusted by consumers