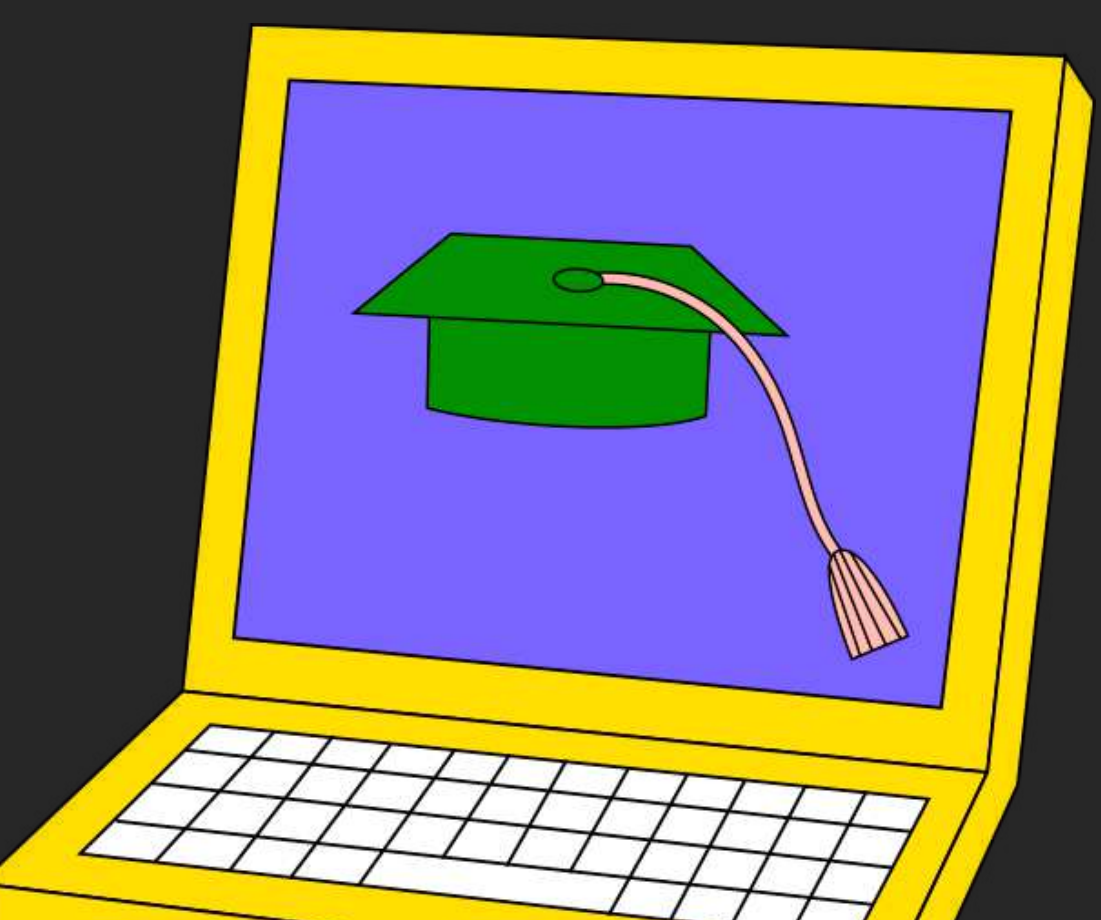


CREATOR TRENDS 2023



a report by



Classplus



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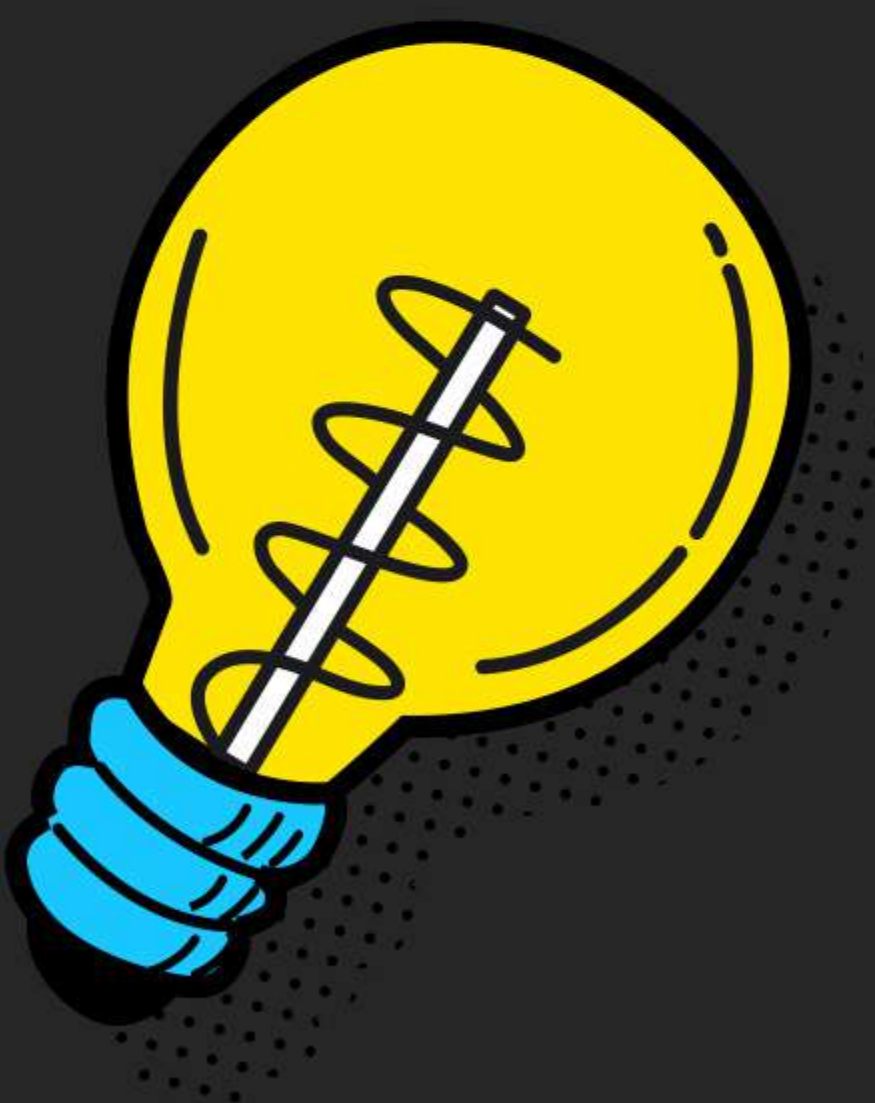
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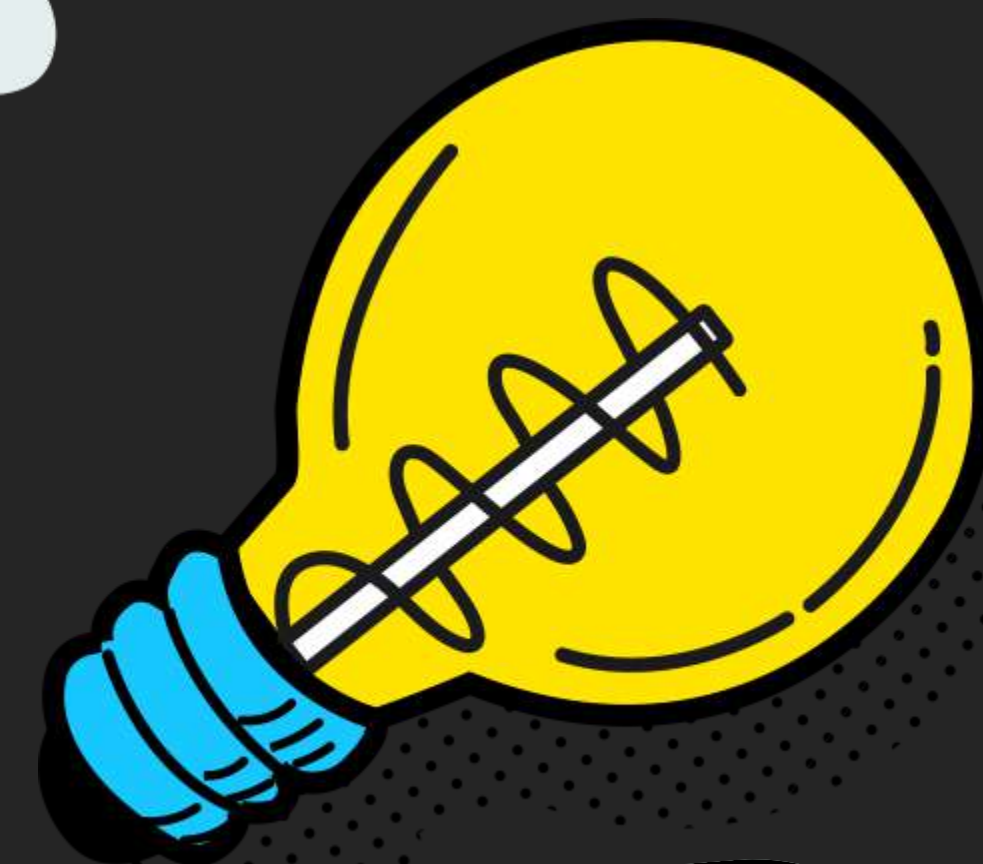
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Section 1

**WHY ARE WE
DOING IT?**



HEAR IT FROM THE HORSE'S MOUTH



Based on our research and data from Classplus users, this report explores the booming creator economy and highlights the emerging trends we've witnessed in 2023. **Currently valued at over \$100 billion and involving around 300 million people worldwide, the industry has shifted gears this year.**¹ A new group of creators, focused on self-expression, and education rather than fame, is increasing.

Many creators are choosing to share knowledge instead of just entertaining or seeking celebrity status, giving rise to a new breed of creators we would like to call - **"creatorpreneurs"** in this report.

At Classplus, we're at the center of this change. Our platform helps creators turn their **skills into profitable online businesses** through content monetization. This report shares insights from the performance and behavior of these **1L+ creators** on Classplus, giving a clear picture of recent trends and what's to come in the **creator economy** space in the future.

WHO IS IT FOR?



This report is for anyone interested in the creator economy, especially those looking to monetize their skills online. It's useful for creators, entrepreneurs, influencers, or professionals looking to understand the creator economy better.

We analyze current trends and future directions in content creation, aiming to update those involved in or curious about this change.



Section 2

ACKNOWLEDGEMENTS





This report, detailing the evolving landscape of the **creator economy and digital learning**, is a result of the collaborative efforts of many.

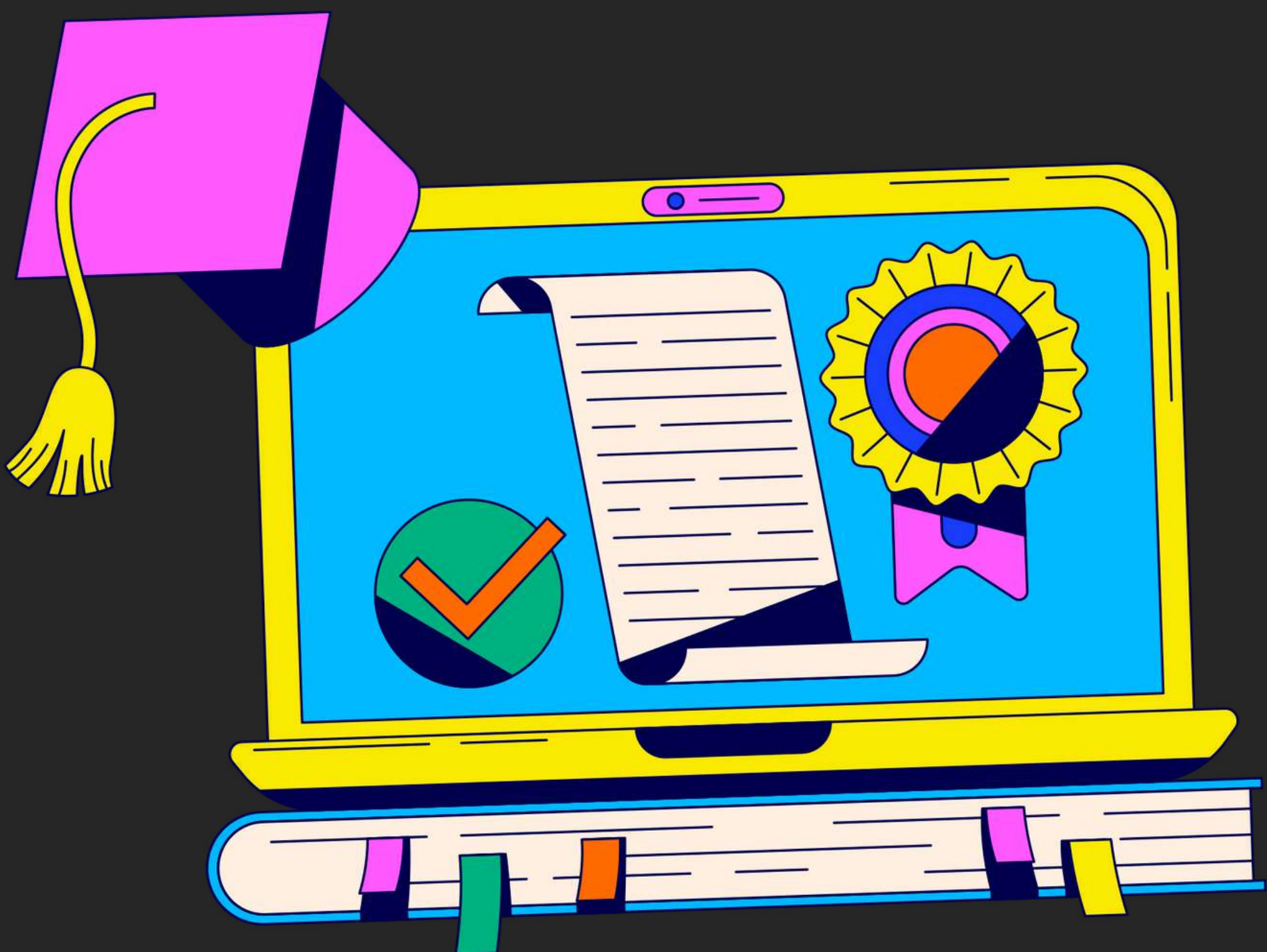
We would like to extend our gratitude to all **1L+ creators** on Classplus. We surveyed over **5000** of them and spoke directly with several successful creators to understand current trends in the creator economy. Their experiences, successes, and challenges have provided us with **real-world insights** into the dynamics of the industry. **Their stories are at the heart of this report.**

Our gratitude also extends to the authors of several industry reports that have provided us with essential data and insights that we've referred to for our research while drafting this report.

Lastly, we thank you, dear reader, for your interest in our research and detailed work.



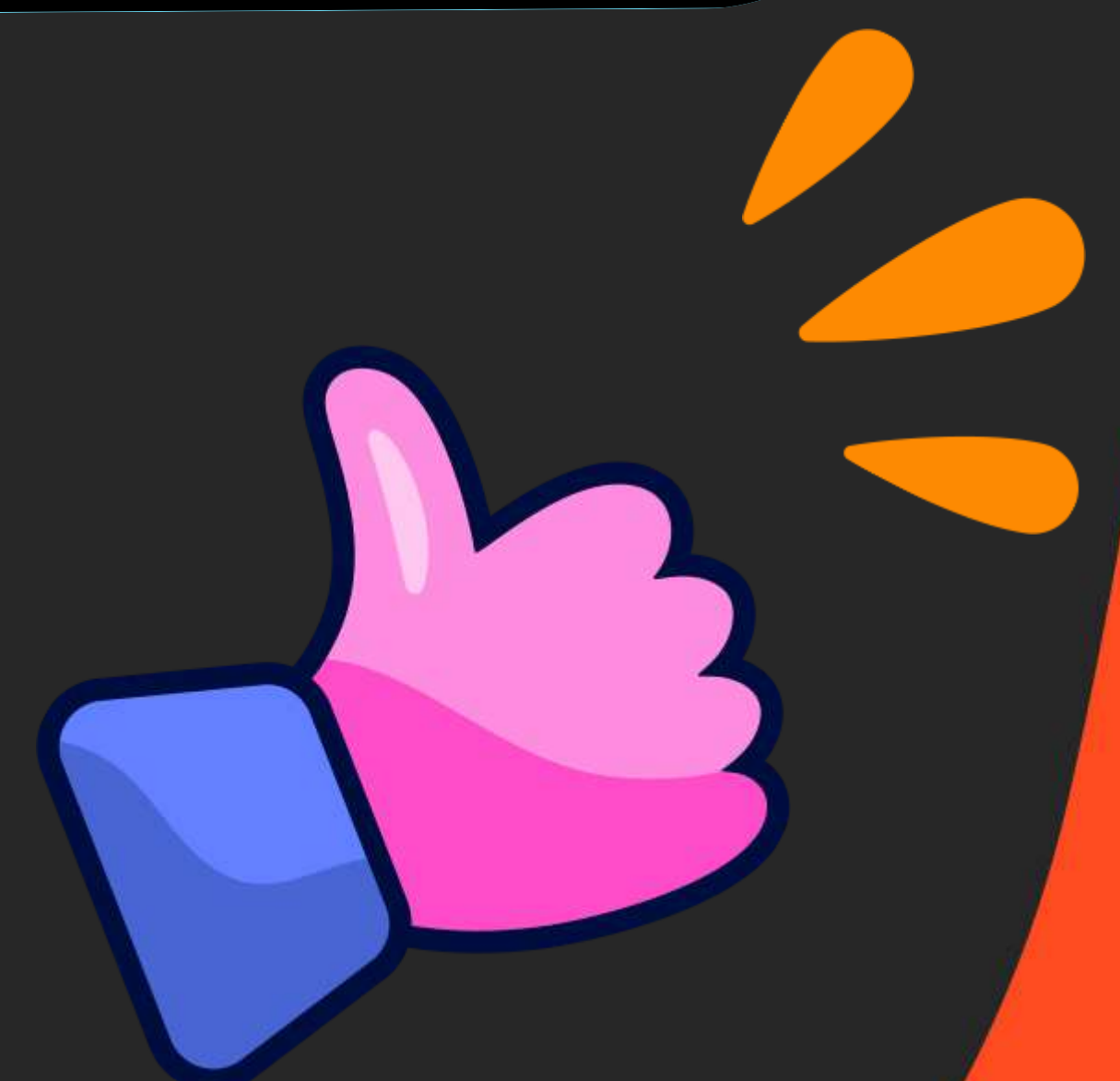
THE KEY TAKEAWAYS



1. The creator economy, now valued at over \$100 billion, is shifting from entertainment to knowledge sharing, with "**creatorpreneurs**" leading the way. Creators are now offering content that genuinely adds tangible value to their audience.

2. Creators are **diversifying** income streams to reduce dependency on social media. They want to insulate their business from external factors and establish platform independent **personal brands**. Creators are now relying on social media as a traffic source, instead of the sole income stream.

3. The rise of **retail investors** has increased the demand for financial literacy and investment know-how, with "**finfluencers**" gaining popularity across social media platforms. They are teaching basic to advanced courses on investments, personal finance, market analysis etc.



4. **Successful small business owners** are creating content to share their expertise, especially with **Tier II+ city audiences**, in fields like farming, makeup art, fashion designing, cooking/catering etc, supporting growth of **micro businesses** in India.
5. Online creator-led courses in **coding, digital marketing, and personality development** have a growing demand since they offer practical alternatives to traditional education. Professionals are also engaging with leaders from major tech companies for **1-on-1 mentorship** and consultations.
6. There's a growing focus on **health and well-being**, with an increase in demand for online content related to **yoga, fitness, and nutrition post-pandemic**.



Section 3

**SHIFT FROM
ENTERTAINER TO
CREATOR/PRENEUR**



INFOTAINMENT V.S. ENTERTAINMENT


The creator economy, once dominated by entertainers, is witnessing a significant shift towards **education and knowledge sharing**. This transition is marked by creators valuing self-expression and education over fame and celebrity status.

Today, **nearly 2X as many creators prefer to establish themselves as sustainable business owners rather than chase celebrity influencer status.**² One big way creators are looking to build sustainable revenue is through digital learning products, which, along with **books and podcasts, have seen the biggest year-over-year growth in creation.**³

GROWTH TREND

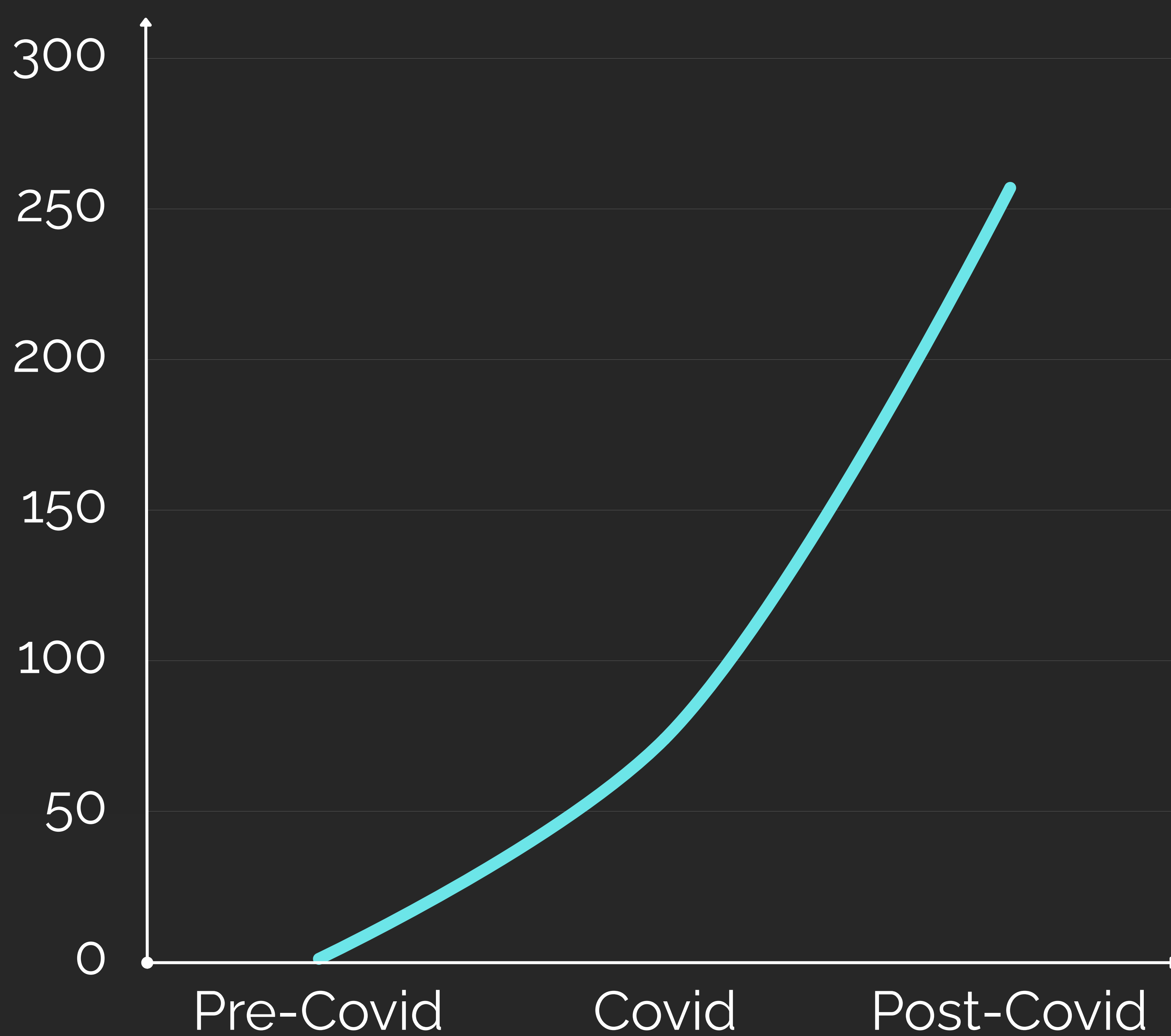


The e-learning industry is projected to exceed **\$460 billion** by 2026, representing a vast opportunity for creators in the educational space.⁴ This growth is driven by the rapid pace of technological innovation, increase in the demand of technical skills at work, and willingness to start a business and attain **financial independence amongst millennials and GenZ.**⁵ This shift requires continuous learning and upskilling, which creatorpreneurs are uniquely positioned to provide through their social media, webinars, 1-on-1 consultation or courses.



On Classplus alone, the earnings of non-academic creators has **increased by 2.5X** from the previous year. As far as the number of creators using the platform is concerned, it has **grown by 300%** from 2021.

Students studying each year from the apps powered by Classplus (in Lakhs)



DIVERSIFICATION LESS DEPENDENCY ON ALGORITHMS

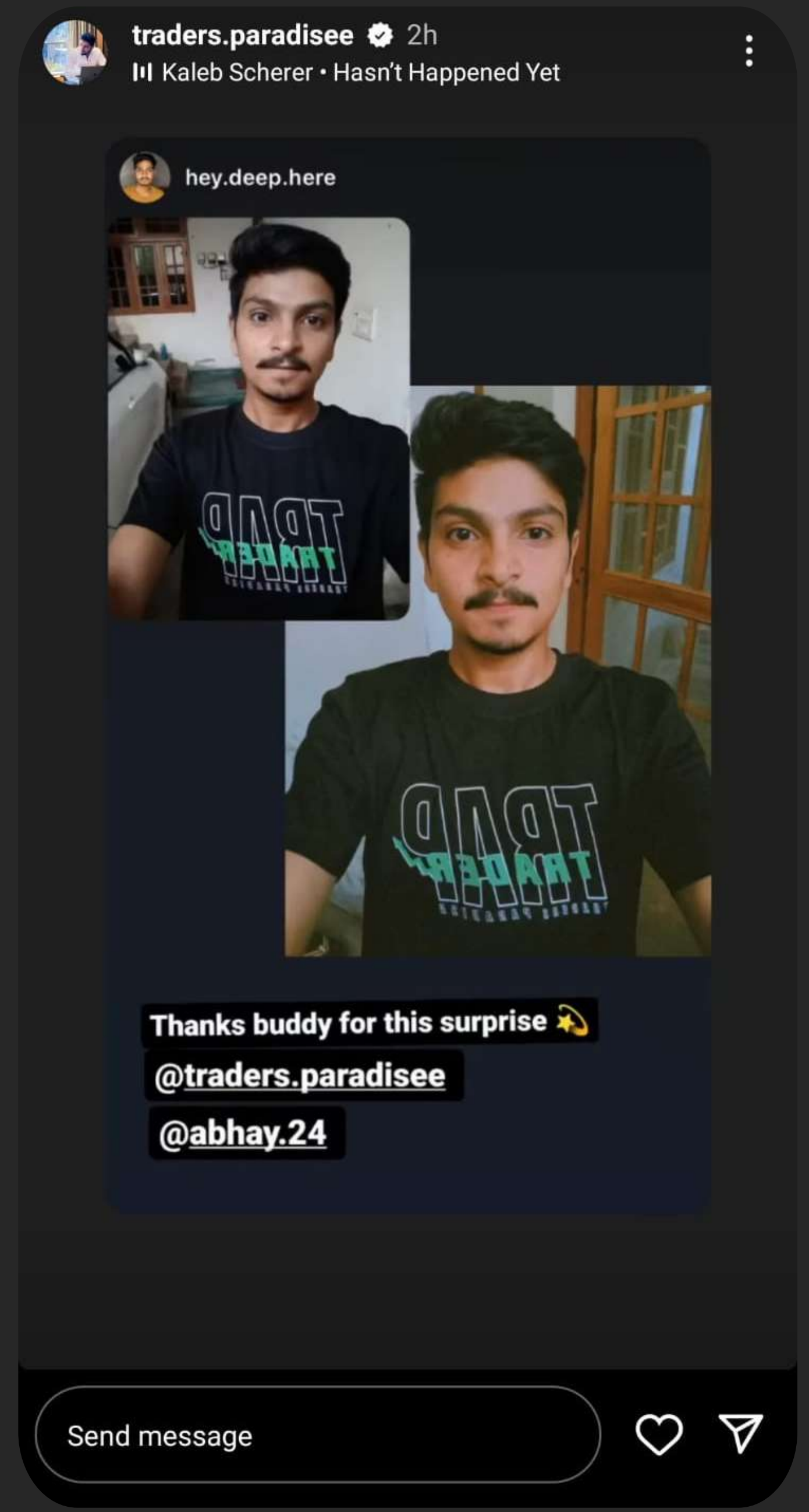
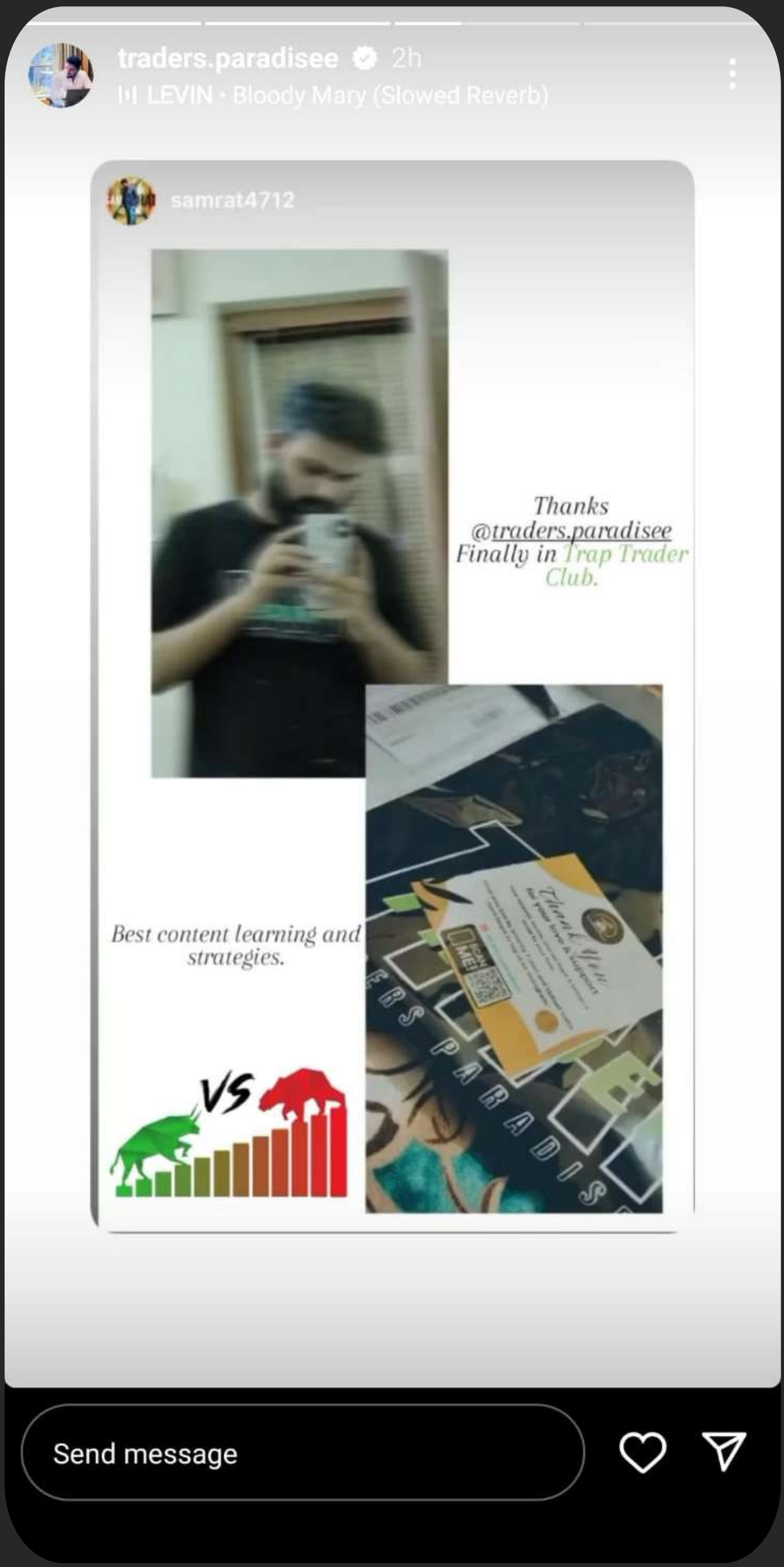
77% of creators said algorithm changes had a moderate-to-significant impact on their audience engagement. Additionally, **25% of creators estimated they've lost \$1,000-\$9,999 in revenue** due to algorithmic changes, and **24% estimated \$10,000-\$49,999 in losses.**⁷

Fearing the unpredictability of ad revenue and seasonal brand deals, creators are diversifying their income streams by **establishing their personal brands and/or offering courses**. Some are also launching their own **merchandise** to boost their personal brand. **4 out of 5 creators** we spoke to don't want to depend on social media for their entire income.

Creators who **focus on value generation** over pure entertainment, engage with their audience in a deeper way, leading to more loyalty. This is their way to find **financial stability and independence** in this ever-evolving and volatile game of algorithms.



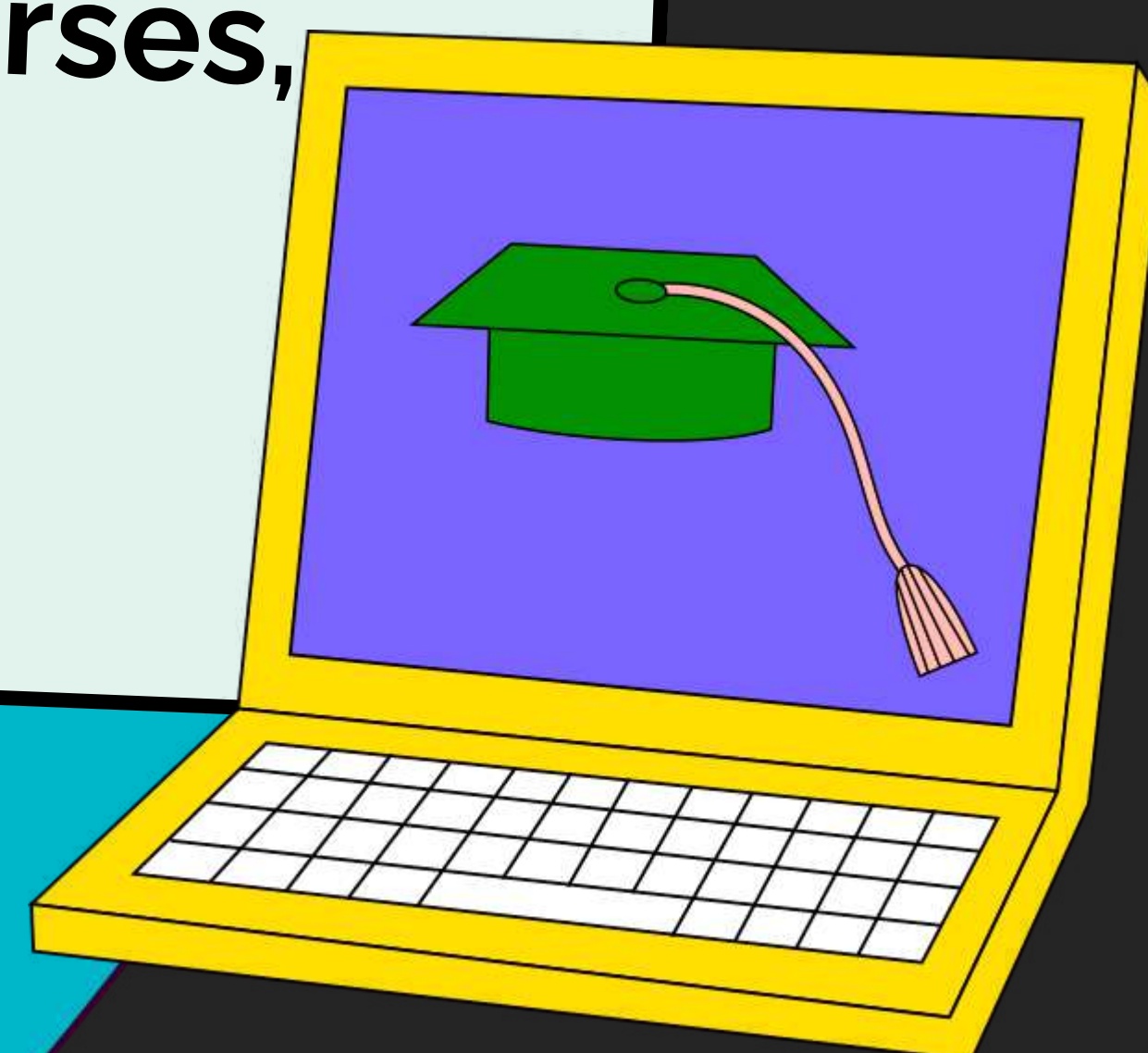
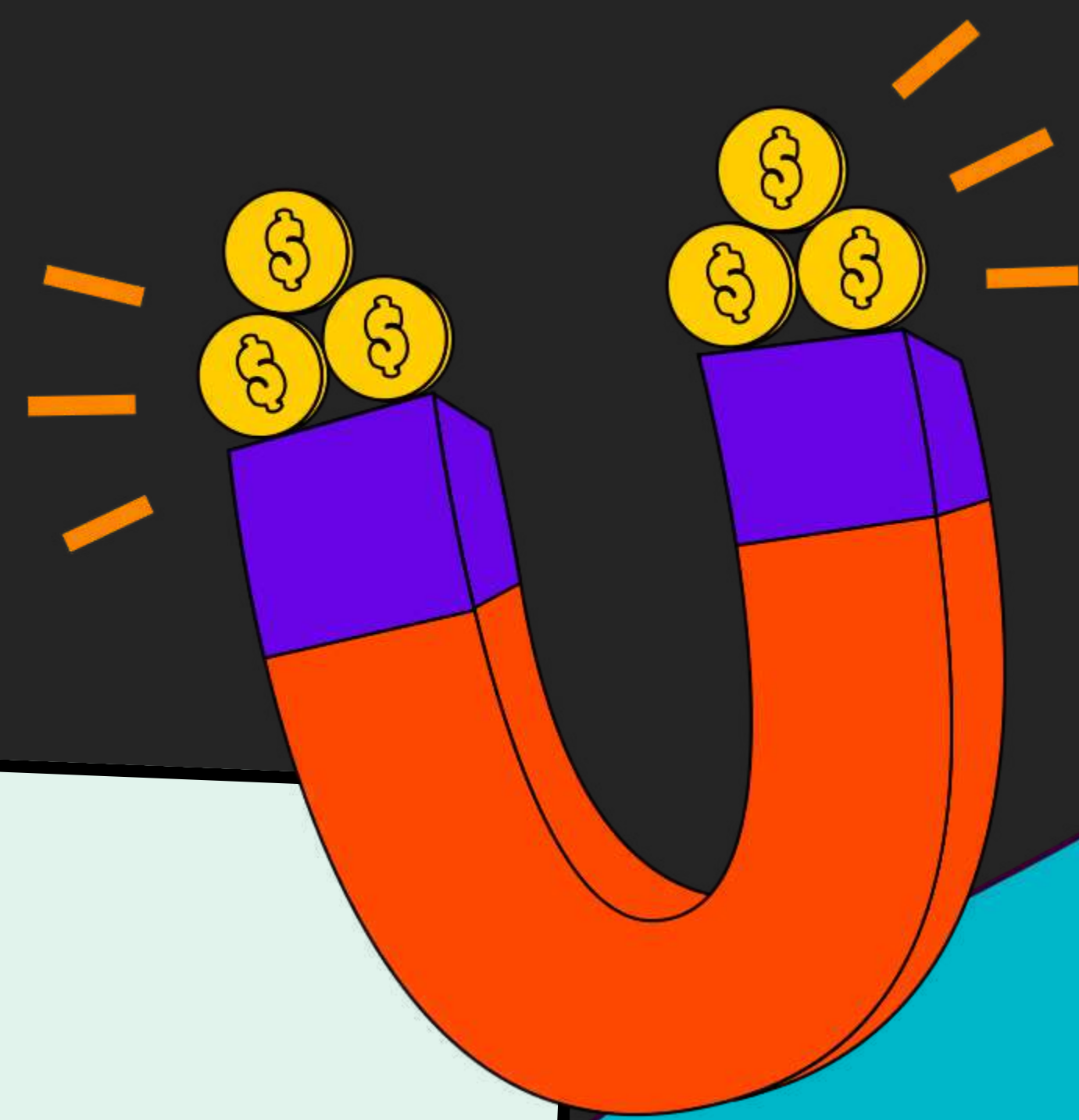
MERCHANDISE

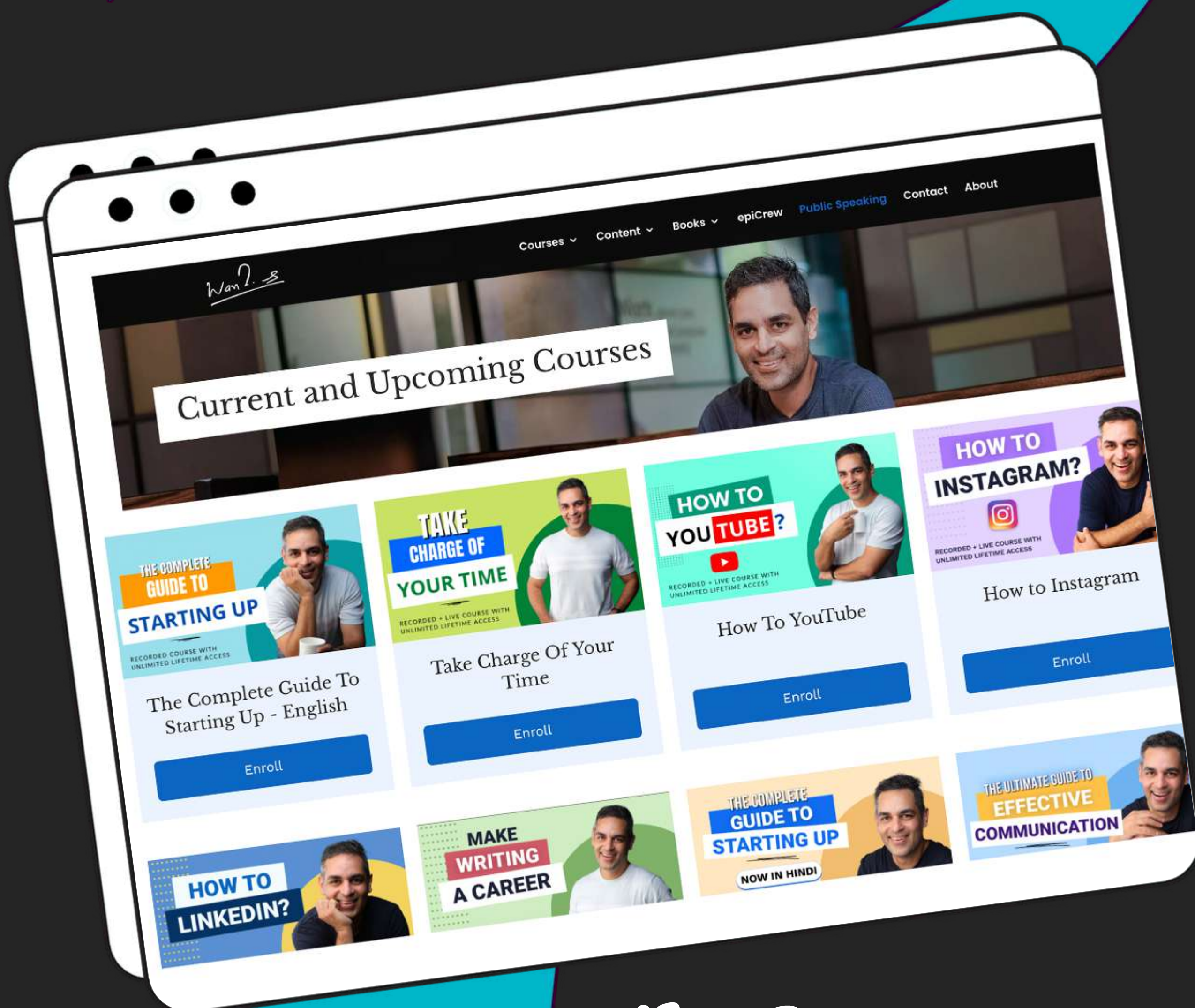


INDUSTRY LEADERS SELLING COURSES

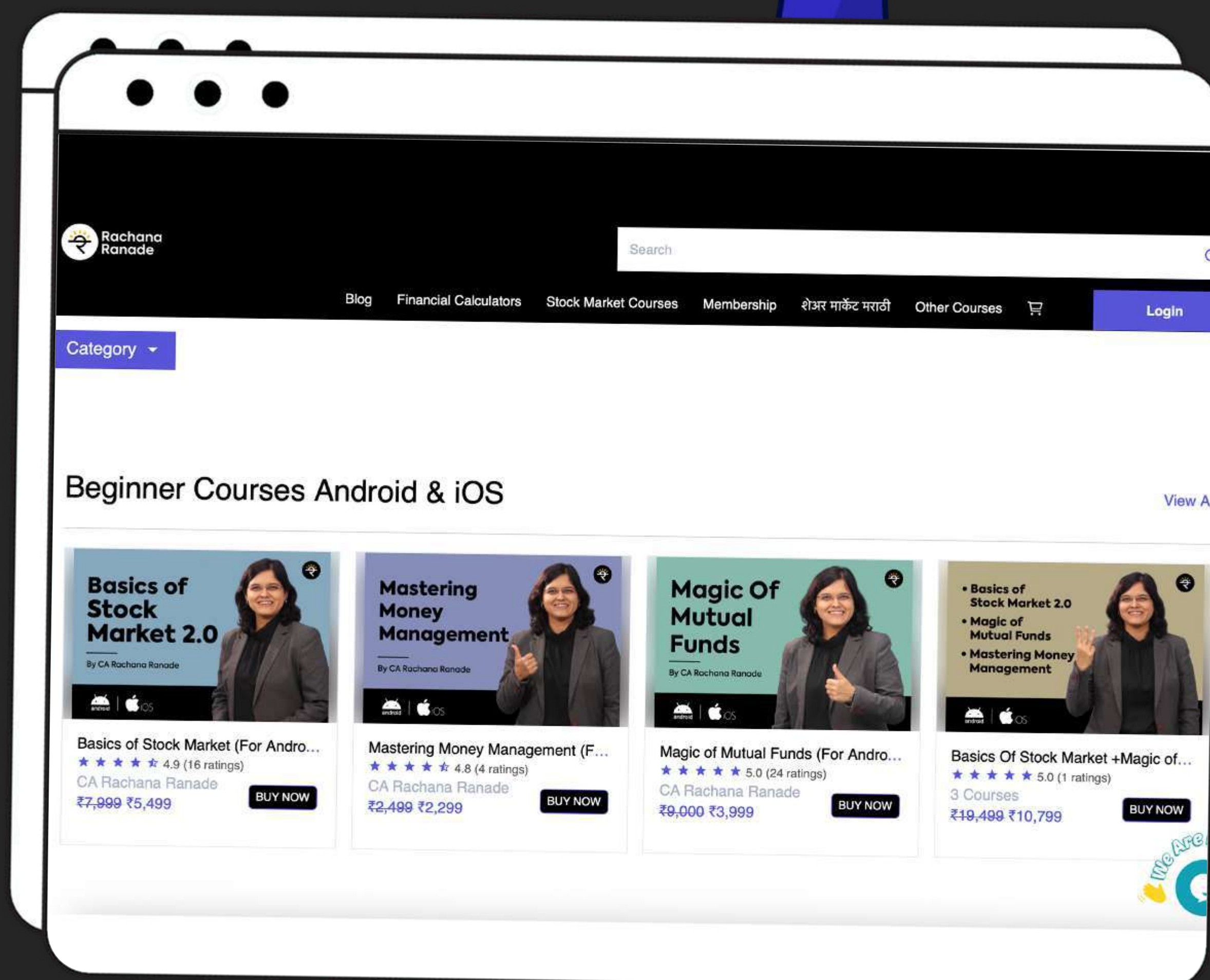
Industry Leaders across various categories are **monetising their social media** presence through online courses, webinars, memberships, etc. Sectors such as personal development, health & fitness, personal finance etc have seen significant growth, indicating a strong demand for **creator-led educational content**.

For instance, Kajabi reports that the creatorpreneurs who have an online community are utilizing their engaged audience and **launching online courses, coaching programs, podcasts, or membership sites.**⁶





Ankur Warikoo



CA Rachana Ranade



CA Sarthak Ahuja



Section 4

**RISE OF
FINFLUENCERS**



INCREASE IN FINANCIAL AWARENESS

The rise of the creator economy has coincided with an increase in financial awareness among retail investors. **The number of investor accounts has surged from 3.93 crore in December 2019 to 13.23 crore by the end of October 2023.**⁸

The growth in retail investors' portfolio has been due to increase in disposable income and the ease of access to investment platforms like, **Zerodha, Groww, Smallcase, etc.** This surge in financial activity has to be supported by an increase in financial literacy, something our education system is not very adept in yet. This leaves a gap that needs bridging.

With more individuals looking to enhance their financial literacy and investment skills, online platforms and creators have become critical in providing accessible and comprehensive financial education.





A **notable trend** in the financial sector is the rise of 'finfluencers' – **influencers who specialize in financial education and advice**. These finfluencers leverage social media to share **insights, trends, and tips**, making financial knowledge more accessible and understandable to a wider audience. Their growing influence indicates the increasing **demand for financial education** in a rapidly evolving economic landscape.





1 SIMPLE STEP TO GET AHEAD OF 99% IN FINANCE

Year	GDP
2012	24.647
2013	31.852
2014	32.120
2015	32.242
2016	31.694
2017	31.349
2018	32.079
2019	31.748
2020	28.959
2021	31.824
2022	36.151

GDP

▶ 93.6K

Akshat Srivastava



AVOID LOSSES DURING INVESTING

▶ 335K

CA Neha Nagar



TATA MOTORS

2000 RS TARGET?

CA Anant Ladha



Section 5

**TEACHING
TRICKS OF
THE TRADE**



“I strongly believe that India has a lot of latent entrepreneurial energy, which needs to be harnessed so that we become a nation of job givers, more than job seekers.”

- PM Narendra Modi



CATEGORIES FOR “BHARAT”



Social Media has become a medium for successful business owners to share their expertise and insights, thereby enabling others to start and grow their own micro-businesses. This trend is significantly empowering individuals, **particularly women in Tier II+ India**, to generate income and start successful ventures. **Around 70% of the audience accessing courses by these creators using Classplus are from Tier II+ cities and towns.**



Organic Farming

Experienced organic farmers are stepping into the role of educators, offering courses that cover the intricacies of **sustainable and organic farming**. These courses not only teach farming techniques but also delve into the business aspects of running a successful farm, such as **marketing produce and managing finances**. This guidance is crucial for aspiring farmers looking to increase their agricultural produce and income.

Khetiyari



Makeup Art

Professional makeup artists are expanding their reach beyond just makeup tutorials. They are now creating comprehensive courses that detail the journey of **becoming a makeup artist**. These courses include aspects like building a **portfolio**, **understanding client needs**, and **managing a makeup artist and hair stylist business**. This has opened doors for many, especially **women in smaller towns and cities**, to pursue a career in this field.



PK Makeup

Jewellery Designing

Jewellery designers are sharing their **craft and business knowledge** through online platforms. These courses teach not just the art of jewellery design but also the nuances of **starting and running a jewelry business**, including sourcing materials, branding, and e-commerce. This democratizes the knowledge once confined to specialized institutions, making it **accessible to a wider audience**.

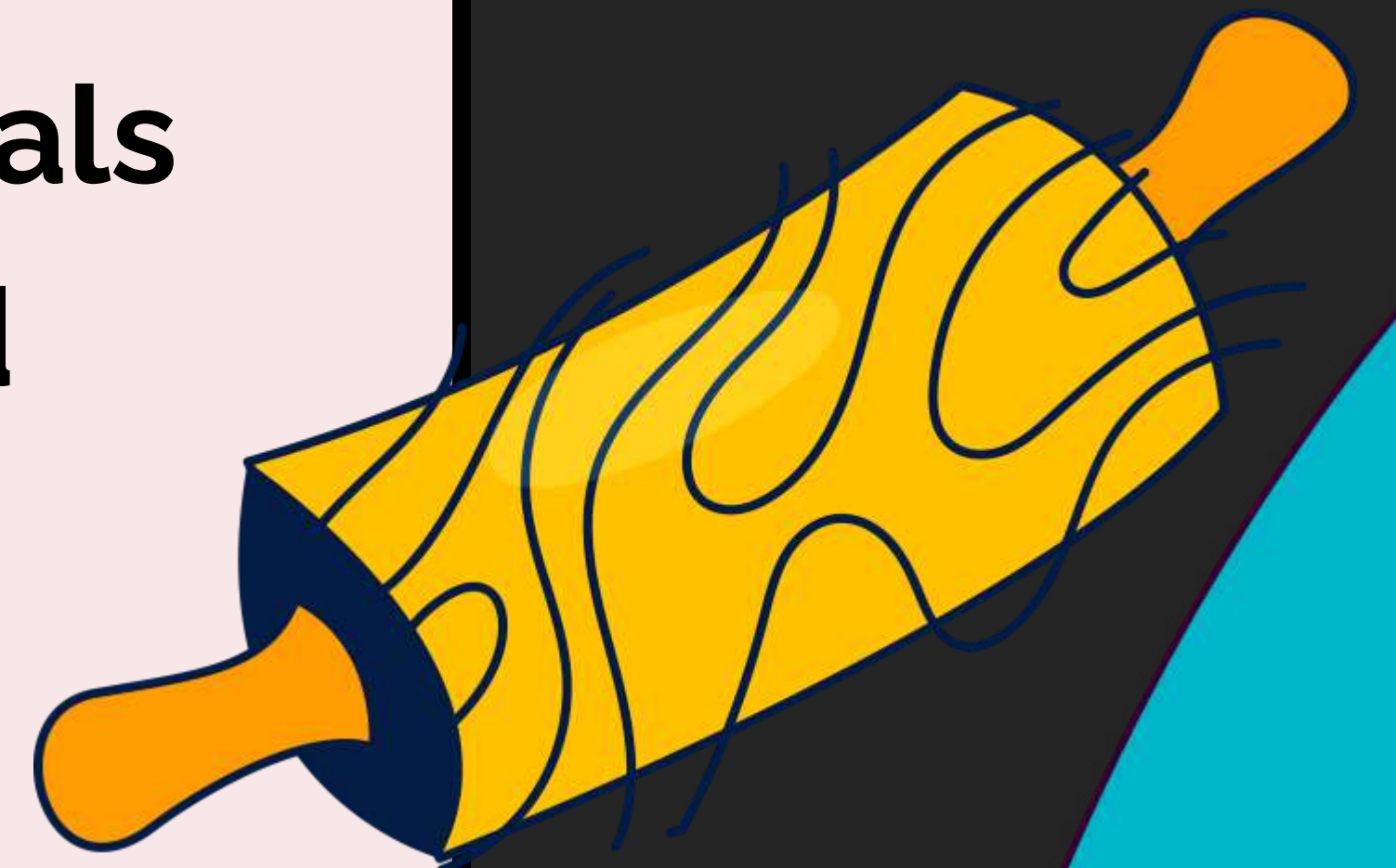


***Divine Gallery
Manju***



Cooking & Catering

Home chefs and culinary experts are transforming into educators, **offering cooking courses** that go beyond recipes. These comprehensive modules cover **culinary techniques, menu planning, and the essentials of managing a successful cloud kitchen, catering service, or restaurant.** Aspiring chefs and bakers benefit not only from honing their cooking skills but also from **insights into the business side of setting up a food business.**



Om Sai Classes



Fashion Designing

Experienced fashion designers and boutique owners are becoming **mentors through online courses**. These programs extend beyond basic sewing skills, delving into the intricacies establishing a fashion business. By providing practical insights into client interactions, pricing, and marketing, these courses empower individuals to **turn their passion for tailoring and fashion designing into a micro business**.



Raja Rani



The trend of **educator-entrepreneurs** in India is particularly transformative for **Tier II and Tier III cities**, which house a significant portion of the country's population.

These regions, often overshadowed by metro cities in terms of educational and economic opportunities, are experiencing a **surge in entrepreneurial activities**.

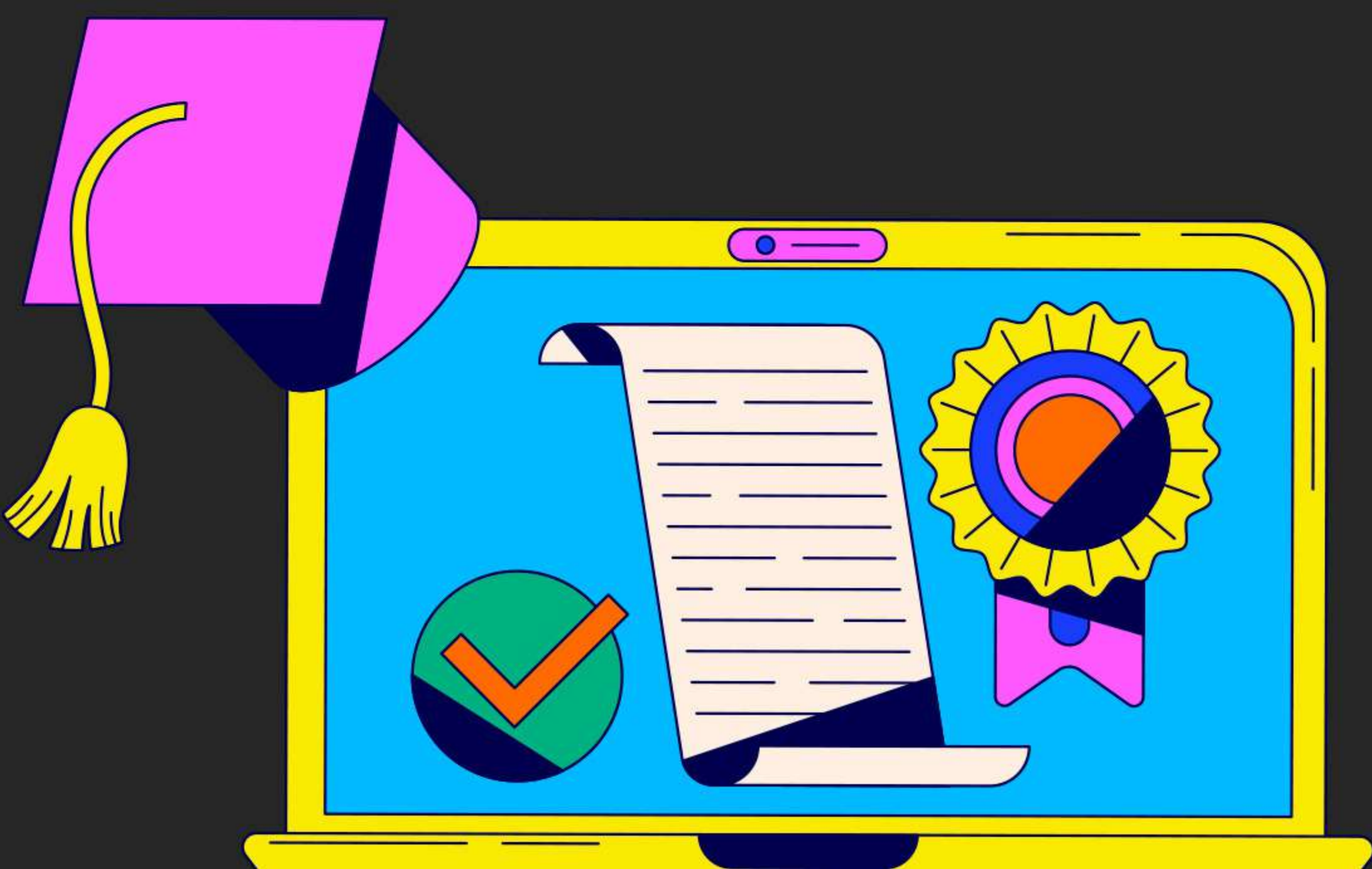
The growth of micro-businesses is pivotal for local economic development. A report from the **Ministry of Micro, Small & Medium Enterprises (MSME)** shows a **7.62% annual growth rate in the number of registered MSMEs in India**, signifying the rise of entrepreneurship.⁹

Creatorpreneurs who are also business owners are igniting a **wave of economic self-sufficiency** by teaching what they know about running a business through their content. Their contribution is critical in making India an inclusive, knowledge-based economy, where the growth is not limited to tier I cities.



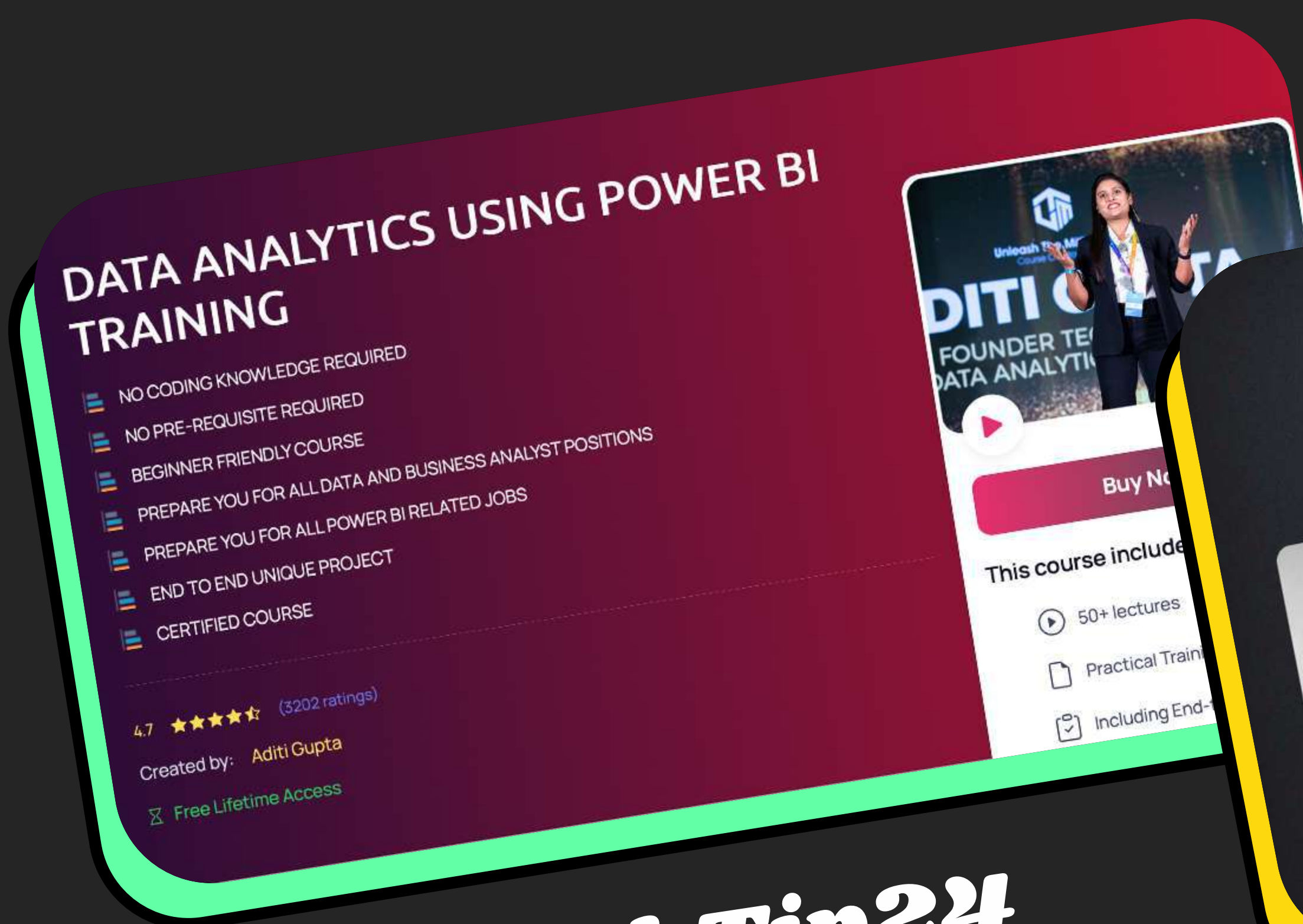
Section 5

**UPSKILLING FOR
PROFESSIONAL
GROWTH**



FASTEST GROWING CATEGORIES

The demand for online creator-led courses is soaring, with **coding, digital marketing, and personality development** witnessing remarkable growth.



DATA ANALYTICS USING POWER BI TRAINING

- NO CODING KNOWLEDGE REQUIRED
- NO PRE-REQUISITE REQUIRED
- BEGINNER FRIENDLY COURSE
- PREPARE YOU FOR ALL DATA AND BUSINESS ANALYST POSITIONS
- PREPARE YOU FOR ALL POWER BI RELATED JOBS
- END TO END UNIQUE PROJECT
- CERTIFIED COURSE

4.7 ★★★★★ (3202 ratings)

Created by: Aditi Gupta

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Divas Gupta

Unlock Your Potential And Transform Words into Impactful Outcomes

2 HOURS LIVE TRAINING + Q&A

MEET DIVAS GUPTA **LIVE**

SUNDAY, 7TH JANUARY
TIMING: 10:00 A.M.

REGISTER NOW

HURRY UP! LIMITED SPOTS REMAINING

Every month, **15 million** learners visit Classplus powered apps of these creators to upskill themselves on skills in **digital marketing, coding, communication, etc.**

ALTERNATIVE TO COLLEGES



Creator-led courses are gaining traction as viable and more affordable alternatives to traditional college education. This shift signifies a recognition of the efficiency and direct applicability of these courses in **meeting career goals**. The appeal of creator-led courses lies in the **flexibility and accessibility** they provide, allowing individuals to upskill at their own pace from anywhere at an affordable cost. The course listings of creators on Classplus typically **range from 1k for bite-sized video courses to 50k INR for certification courses**.

MENTORSHIP FROM INDUSTRY LEADERS

Notably, professionals from major tech companies (MAANGs) are actively providing guidance through **1:1 consultations and webinars**. This collaborative approach enhances the learning experience, as industry insiders share firsthand insights, fostering a sense of mentorship and practical guidance for aspiring professionals.



Meet Kriti Arneja,

experienced marketing leader at Google, skilled in driving startup growth from zero to one, specializing in formulating and executing strategies for client growth, from initial stages to significant milestones.

Career Guidance | Interview Preparation
| Personal Branding

meetpro.club/kritiarneja



Meet Sricharan,

the Founder & CEO of Student Tribe, a student discovery platform empowering students from tier 2 and tier 3 colleges to find opportunities. He has trained more than 150,000+ students till date on soft skills, interview skills and recruitment tests.

Entrepreneurship | Interview Preparation

meetpro.club/sricharan

Section 7

FOCUS ON HEALTH AND WELL-BEING



Around **94 per cent of Indians** are worried about their own and their family's health¹⁰ and feel that lifestyle changes like exercising, yoga and dieting will benefit their health and overall wellbeing. People are spending more on gym memberships, yoga classes, and curated diet plans.



People are turning to online platforms for know-hows. This surge in interest is particularly evident in content categories such as **yoga, mental health, fitness, and nutrition**. As individuals prioritize their physical and mental well-being, online platforms have become invaluable resources for accessible and personalized guidance. Below are two of the **top creators in these categories** from Classplus.



Bodhi School of Yoga

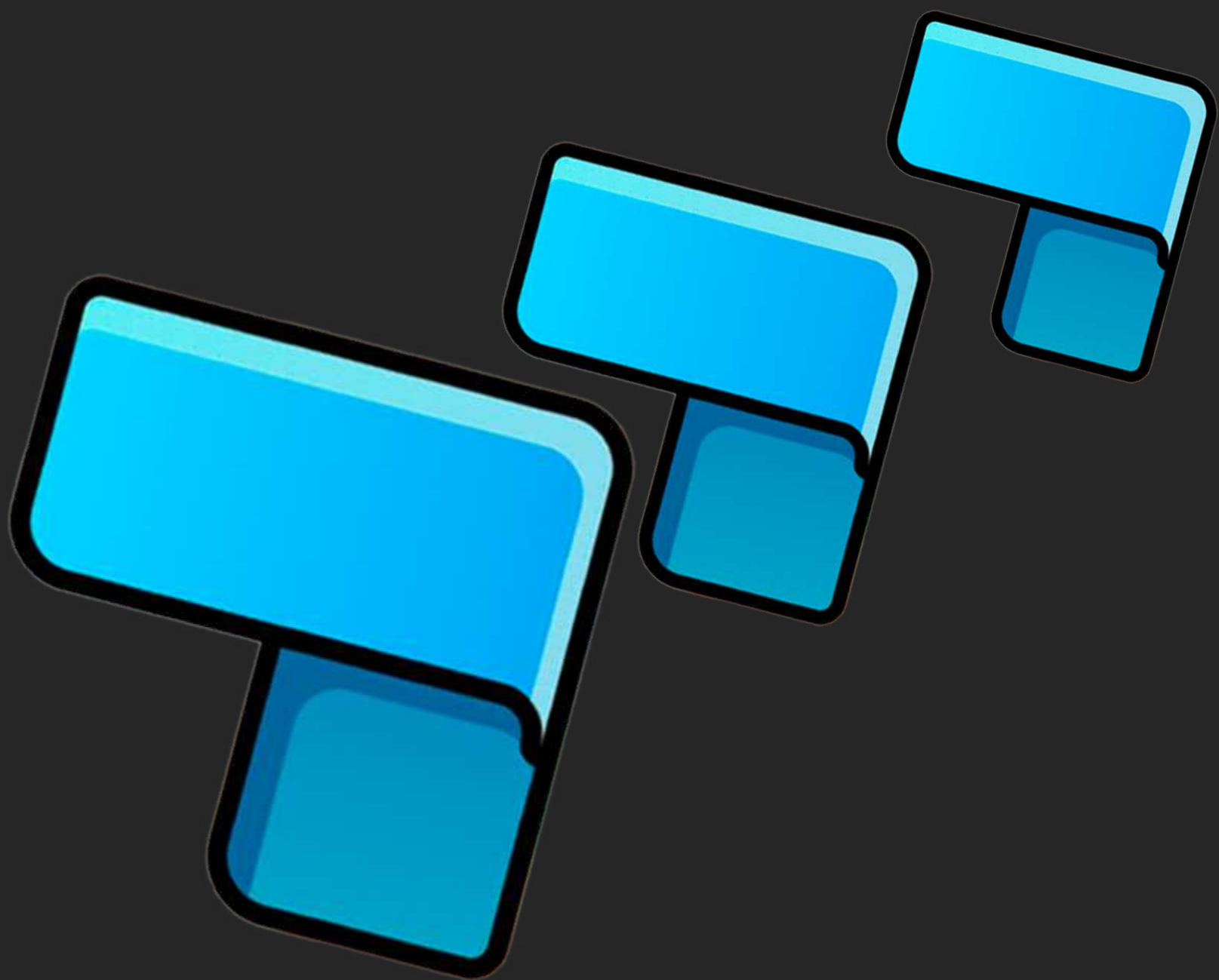


Dance with Deepti





ABOUT CLASSPLUS



Classplus is India's leading B2B edtech startup that helps content creators launch and scale their online coaching businesses.

Classplus has digitized **creators across 3,000+ cities serving 50M+ students**. Classplus creators have conducted **1.5 million live classes in the last 12 months, and have multiplied their earnings 5-6X** by reaching out to students beyond their local geographies. On Classplus, they can launch their **courses, live webinars, 1-on-1 consultations, books and their own merchandise**.

Since inception, we have raised approximately **\$150+ million** from global marquee investors like Tiger Global, AWI, RTP Global, Blume Ventures, Sequoia Capital India's Surge, Spiral Ventures, Strive, Times Internet and Abu Dhabi-based Chimera Ventures.

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