



2025

the state of
**EVERYDAY
CREATORS**

by **hummingbirds**



why everyday creators matter more than ever

Scroll fatigue is real. Between glossy influencer ads and endless paid partnerships, consumers are tuning out — and tuning into something real: a voice that sounds like them.

Enter the everyday creator — the mom sharing her grocery haul, the friend raving about a clean beauty brand, the neighbor who can't stop talking about their favorite new drink. These are the people fueling the next era of brand discovery.

For years, marketing chased reach. But reach doesn't equal trust — and trust is what moves a product from shelf to cart.

As skepticism toward traditional influencers rises (26% of consumers say they don't trust influencers at all¹), everyday creators have become the antidote.

Small in audience, big in impact.

At Hummingbirds, we see it daily: when real people in real cities share real products, discovery feels organic again — not orchestrated.

“

CREATORS
AREN'T
THE NEW
BILLBOARDS
— THEY'RE
THE NEW
WORD OF
MOUTH.”

THE
HUMMINGBIRDS
POV

THE DATA:



**How Everyday
Creators
Outperform**

the numbers tell a clear story — connection beats clout.

\$32.5 B

The creator economy is maturing — and nano creators are leading

The global creator market hit \$32.5 B in 2025² with nano and micro creators representing the fastest-growing share of partnerships.

Brands can activate 100 everyday creators for the cost of one influencer — and see stronger, more authentic ROI.

Short-form video rules

Short video remains the most engaging format across every platform. HubSpot's 2025 Social Trends Report calls it the #1 ROI driver for marketers³ — especially when powered by everyday creators telling real stories, not scripted ads.



6.9x

UGC beats brand-produced content

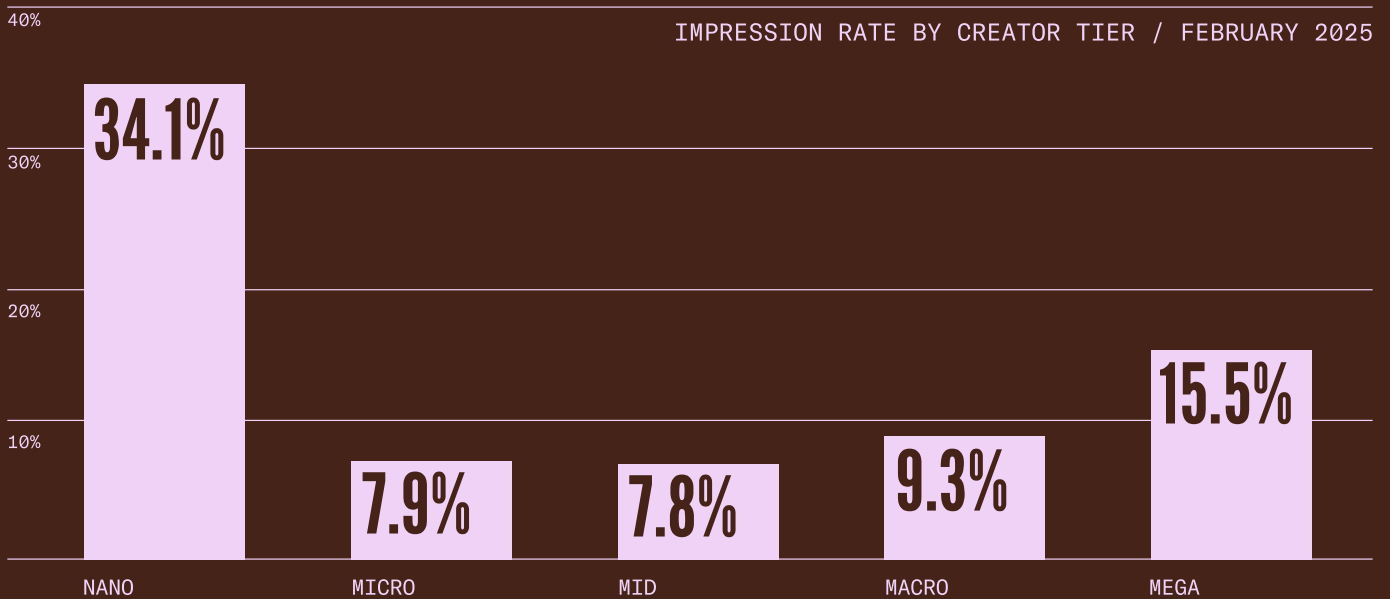
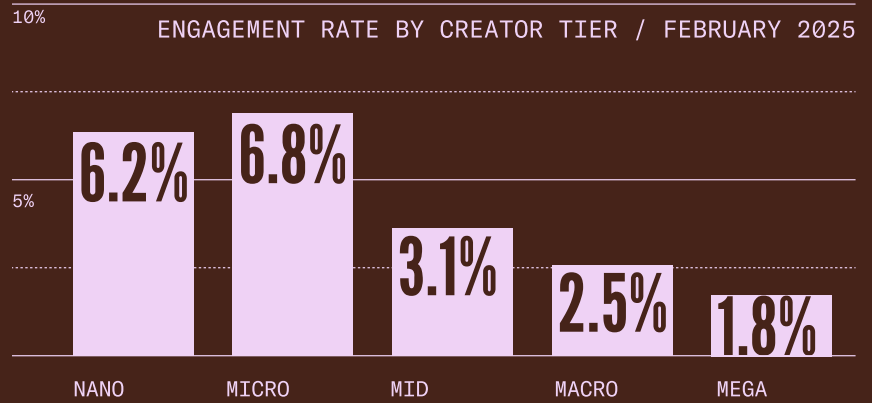
User-generated content drives 6.9x higher engagement than brand-owned posts³, and shoppers are 79% more likely to purchase when UGC appears alongside a product⁴.

Because it's not marketing — it's proof.

Nano creators drive higher engagement

According to Later × eMarketer⁵, nano creators (<10K followers) deliver a 34.1% impression rate — more than double any other influencer tier.

NANO = < 10K FOLLOWERS
MICRO = 10K-99K FOLLOWERS
MID = 100K-499K FOLLOWERS
MACRO = 500K-999K FOLLOWERS
MEGA = 1M-3M FOLLOWERS



THE TRENDS:



What's Working
Now

beauty & wellness

The beauty boom shows no signs of slowing — global beauty is up +10% YoY, with the clean, clinical, and community-driven segments leading the charge⁶.

But what's fueling that momentum? Everyday creators. They're the ones sharing the "GRWM" routines, bathroom-shelf moments, and ingredient breakdowns that make complex beauty feel personal and attainable.



60%

60% of Gen Z say they discover new beauty products through creators and peers, not traditional influencers⁷.

2.4x

"Shelf-to-selfie" storytelling — showing products in real bathrooms, vanities, and gym bags — outperforms polished influencer content by 2.4x on engagement.

▾ WHY IT WORKS

beauty is trust-based. A real person showing real results builds credibility faster than a faceless brand ever could.

food, beverage & better-for-you

The rise of “ritual content” — those small, snackable creator moments (the afternoon pick-me-up, the post-workout sip, the Sunday grocery haul) — is redefining how food and beverage brands grow.



AUTHENTIC > ASPIRATIONAL

Gen Z and Millennials now rank taste and authenticity over aspirational wellness claims when choosing products⁹.

14%

The better-for-you category grew +14% YoY⁸.

35%

UGC featuring “everyday rituals” drives up to 35% higher purchase intent than branded studio content¹⁰.

▣ WHY IT WORKS

it feels spontaneous, not staged — like a friend sharing a snack they actually love, not a paid ad.

grocery, everyday essentials & irl retail rituals

Turns out — it's not just about online anymore. Gen Z and Millennials are leaning back into the in-store experience, creating the perfect bridge for everyday creators to connect digital discovery with physical shelves.



51.9%

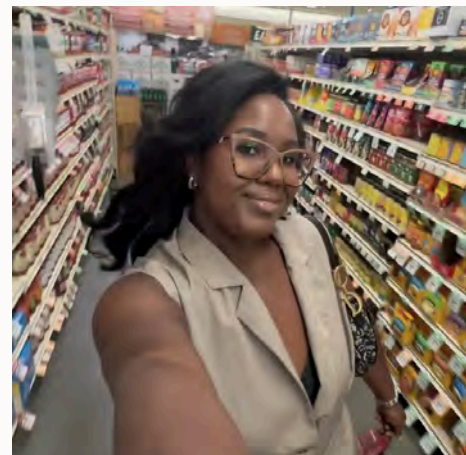
51.9% of Gen Z discover new products in physical stores first¹¹.

64%

About 64% of Gen Z say they prefer shopping in-store rather than online¹².

74%

A significant majority of Millennials (74%) report discovering new products while shopping in-store.



▣ WHY IT WORKS

creators turn the aisle into a stage — showing where to find a product, not just what it is. that bridge from digital → shelf resonates because younger shoppers expect discovery to feel real, tangible, and human.

by season: when everyday creators win

Seasonality is the heartbeat of CPG. Everyday creators help brands show up with authenticity, timing, and speed.



January Wellness

NIQ (2025) reports +15% spend on wellness in January¹³.

Why creators win: approachable habits — simple swaps, sustainable resets.



Summer Holidays

Memorial Day, July 4th, Labor Day = community moments.

Why creators win: they make it feel lived-in — picnic spreads, road-trip coolers, backyard gatherings.



Fall Flavors & Routine Reset

The pumpkin-spice flavor category alone is valued at ~\$1.1 billion, with strong growth ahead¹⁵.

Why creators win: personal storytelling — “what’s on my fall snack shelf.”



Back-to-School

Families reset routines and restock essentials — a \$100 billion+ season¹⁴.

Why creators win: real-life content — lunchbox hauls, first-week snacks, attainable resets.



Holiday & Winter Gifting

Deloitte (2024) forecasts +8% spend YoY¹⁶.

Why creators win: they make gifting feel human — “what I’m gifting my sister,” “snacks for our movie night.”

THE TAKEAWAY

Seasonality isn’t just a calendar — it’s culture. Everyday creators make brands part of it.

by content type

Short-Form Video

Still king. Story-driven, voice-over-led Reels outperform all formats³.



Carousels

Lead in save rate and comment depth¹⁷.
Perfect for education and product discovery.



Static UGC

Still relevant — thoughtful captions and local context keep posts alive long after publishing.

“

CAROUSELS

= SAVE

MAGNETS.

REELS =

REACH

MACHINES.”

— SOCIALINSIDER

what everyday creators want from brands



Everyday creators aren't just content engines — they're collaborators. Inside The Charm, our creator community dedicated to connection and growth, we asked members what matters most — and clear themes emerged:

Perks that feel personal

A small but thoughtful reward drives better content than a large, generic one.

"My favorite campaign was the Vybrance Labs Gummies! I loved it because it perfectly matched my active and healthy lifestyle. It was fun to film and show a product I genuinely use in my daily routine to boost my energy and focus."

— RENATA, MIAMI

Creative freedom > control

Rigid scripts flatten authenticity.

"I love being able to try new products and give a genuine review/feedback on them. Being able to show my creativity in a way that makes me most comfortable."

— ABBEY, DES MOINES



Transparency builds trust

Creators want clarity on timelines, perks, and expectations upfront.

"I think we all can agree that feedback transparency is the biggest crave as a content creator."

— BRANDYCE, ATLANTA

Recognition matters

Reshares and feedback from brands create long-term loyalty.

"I was SO STOKED to see that Good Good reposted the reel I made for them not too long ago! I can tell you it made me feel so good to know they liked it enough to post it on their grid!"

— KATE, CINCINNATI

THE IMPACT:



Real-World
Brand Stories

Provence Beauty × Ulta

50

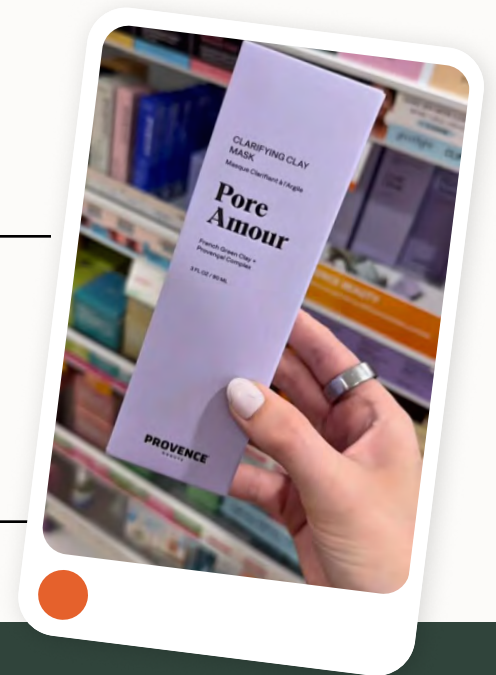
CREATORS

9

CITIES

100+

UGC ASSETS



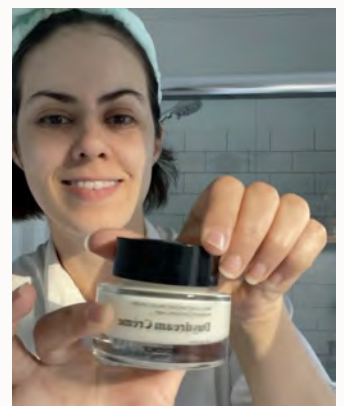
Routine-driven storytelling turned a clean-beauty launch into a community conversation — generating 30k+ reel views and rights-ready Ulta content.

[See Provence Beauty Spotlight →](#)

“EVERY POST FELT LIKE A FRIEND’S SKINCARE ROUTINE — NOT A PAID CAMPAIGN.”

📌 POSITIONING TIP

When working with everyday creators, trade polish for perspective. You’ll lose some control — but gain real relatability.



OLIPOP × Sam's Club



68

CREATORS

26

CITIES

48k+

REEL VIEWS

140+

UGC ASSETS

Creators turned a a new variety pack into a conversation piece — and shoppers into storytellers.

[See OLIPOP Spotlight →](#)



“WHEN CREATORS SHOW REAL MOMENTS OF DISCOVERY, RETAIL AWARENESS FOLLOWS.”

📌 POSITIONING TIP

Everyday creators thrive on context. Show them the store, the shelf, the moment of discovery — not a brief full of rules.

MUSH × Costco

28

CREATORS

2K+

ENGAGEMENTS

56

NEW UGC PIECES



Morning routines met shelf-level storytelling — all pointing to one moment of discovery.

[See MUSH Spotlight →](#)

“WE DIDN’T JUST TELL PEOPLE TO FIND IT AT COSTCO — WE SHOWED THEM HOW IT FITS INTO THEIR LIVES.”

▾ POSITIONING TIP

Everyday creators bring the store experience online — make the retailer part of the story.

what brands are saying

Brands echo a clear realization: everyday creators deliver value beyond metrics.

The logo for MUSH, featuring the word "MUSH" in a bold, white, sans-serif font inside a white circle.

“Hummingbirds regionality is really helpful for us because in the CPG space, sometimes you're available at national retailers, but not every single door. So being able to have these creators inform that this product is available in our community... has been huge to spread that word and just be able to have a partner in that space from creating the briefs, launching the campaigns, working with the creators, helping vet the content and reporting...**having those extra hands has allowed us to scale.**”

ARIANNE DORA, SENIOR SOCIAL MEDIA ASSOCIATE, MUSH

“Because Hummingbirds is hyperlocal, we're finally able to support our retail partners in ways traditional influencer campaigns can't. And yes—we've seen a lift in-store. That's why we keep coming back. Everyone says, 'Thank God we have Hummingbirds.' It's just so easy—so comfortable—for us to hop into. Our campaign lead is always on it, bringing creative ideas without us having to ask. That level of energy and care is a huge differentiator. The quality of content has been incredible. We're seeing fully ad-ready assets from nano creators—something I couldn't say five years ago. What used to be unusable is now showing up in our organic pipeline and genuinely helping us scale.”

MADDIE HOWELL, PARTNERSHIPS MANAGER, THE HONEST KITCHEN

The logo for the honest kitchen, featuring the words "the honest kitchen" in a lowercase, sans-serif font, with a silhouette of a dog and a cat to the right, all inside a white circle.The logo for Thelma's, featuring the word "Thelma's" in a white, cursive script font inside a white circle.

“Hummingbirds makes it so easy to execute authentic, localized influencer marketing. When I'm typically up against months-long lead times for other tactics, Hummingbirds allows our marketing mix to stay fluid and relevant. In a matter of a couple days, Hummingbirds takes us from concept to content that directly reaches key audiences in key markets. Not only does this help us build brand awareness and drive sales, it generates content that has become a crucial part of our social strategy at the brand level.”

NOLA MORRIS, CMO, THELMA'S TREATS

THE INSIGHTS:



What We've
Discovered

everyday products, everyday people



The biggest shift we're seeing? Everyday creators work best with everyday products.

If your product lives in retailers like Target, Costco, Ulta, or Whole Foods — it deserves to be in the hands of the people shopping those aisles every week.

They don't just share products — they use them, love them, and buy them again and again.

That's how discovery turns into loyalty.



"I'm a content creator who loves sharing lifestyle, food, and beauty finds that make everyday life easier and more enjoyable. I create authentic, engaging content that inspires my audience to try new products, recipes, and routines they can trust."

— NOLUTHANDO, DENVER



"Hummingbirds is an approachable way to bring brands I love and ones that I align with to my community. I'll never post content that isn't 100% truthful."

— KELSEY, TWIN CITIES

she's not just the shopper — she's the storyteller.

Women are the heartbeat of everyday discovery — and of Hummingbirds.

Across our platform, **90% of creators identify as women, 75% are ages 24–45, and 50% are parents.** They're the real-life connectors shaping how modern households find, try, and trust new products.

Women exert influence over or control up to ~85% of consumer spending¹⁸.

That means when a female creator shares a snack, skincare favorite, or supplement, she's not just driving engagement — she's driving commerce.

Everyday creators represent the most authentic form of word-of-mouth marketing. And when those creators mirror the very shoppers filling carts and making purchasing decisions, brands gain something algorithms can't replicate: trust at the household level.

▣ THE TAKEAWAY

The female consumer is the everyday creator — and she's redefining how brands grow in 2026 and beyond.



**WOMEN INFLUENCE
OR CONTROL UP TO
85% OF CONSUMER
SPENDING**

2025 look-back → 2026 look-ahead

2025: THE YEAR OF REAL

UGC Outperformed Brand Creative
UGC outperformed branded assets across paid and organic¹⁹.

Creator Trust Surpassed Institutional Trust
Creators became more trusted than media or brands²⁰.

Education-Driven Content Exploded
Tutorial and explainer content drove record engagement.

Short-Form Video Dominated ROI
Reels and TikTok delivered the highest returns³.

2026: THE YEAR OF ALWAYS-ON

UGC > Pro Content in Ad Spend
Creator-led content surpasses studio production¹⁹.

Always-On Creator Programs
Brands move from bursts to ongoing relationships²¹.

Hyperlocal Storytelling
City-based activations become table stakes.

AI-Assisted, Human-Led
Data guides, but creators keep it human²².

Retail Data Integration
Attribution ties creator impact to shelf velocity.



**THE FUTURE ISN'T INFLUENCER
MARKETING. IT'S HUMAN MARKETING —
POWERED BY DATA, GROUNDED IN TRUST.**

THE PLATFORM:



How Brands
Power UGC at
Scale

built for brands, reshaping retail

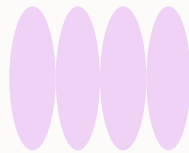
Hummingbirds helps CPG brands drive shelf-level awareness through everyday creators — real people posting authentic content in the cities and stores that matter most.

We're a creator-marketing platform built for retail success:



Retail visibility

Activate creators in the retailers and cities you care about—building real momentum right at the shelf.



Real content, ready to use

Skip the overproduced shoots. Get authentic, brand-right content that's made to reuse across your channels.



Low lift, high impact

Your lean team deserves a break. We make it easy to scale content without stealing time or resources.

**BECAUSE IN 2026,
SUCCESS WON'T COME
FROM THE LOUDEST
CAMPAIGNS — IT'LL COME
FROM THE TRUEST VOICES.**

book a call to see
how this works for
your brand ↗

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