
MARKET FACTS!

MARKET FACT #149

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13

**of the top 20 most followed
INSTAGRAM accounts put a focus
on the luxury goods industry.**

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COMMENT: For those who are still stupid enough for using Facebook's social networks an interesting market fact proves that people like to show off on Instagram, and it's backed by Data. Of the 20 most followed Instagram accounts, whether that's business accounts or personal accounts, 13 of them have a focus on showing off luxury goods products. Something that proves that if you own a luxury good product, consumers might like to exhibit it there.

A MESSAGE FOR BRANDS

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