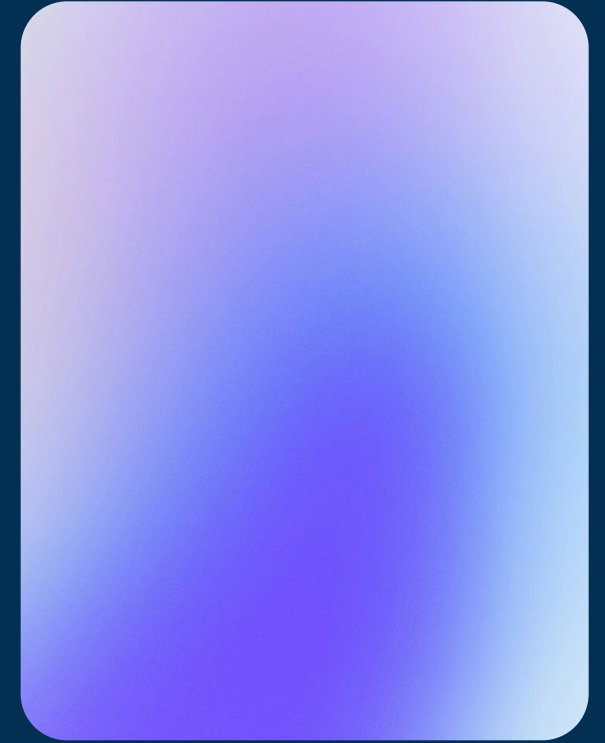
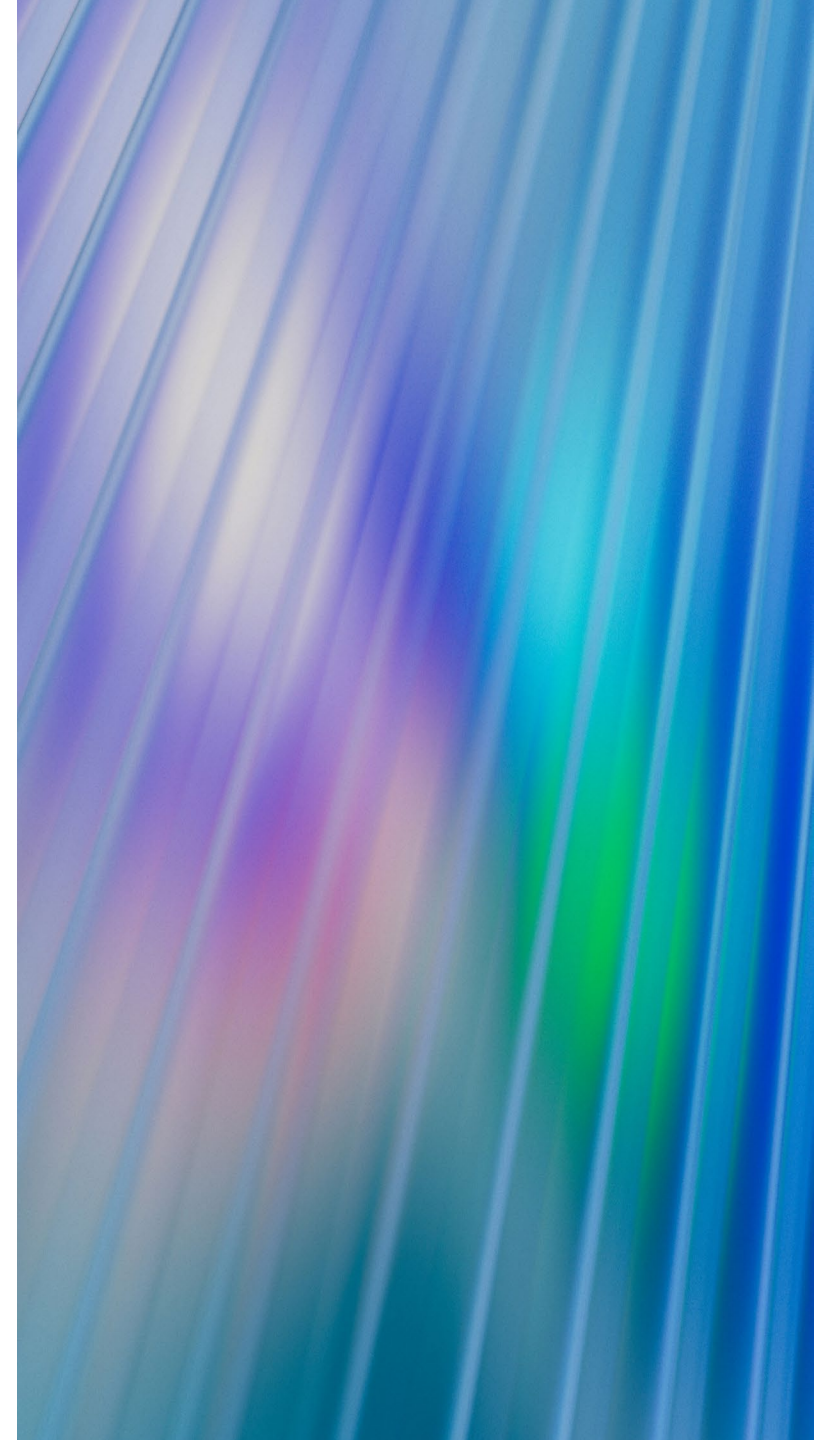




Creator Economy Industry Report 2025

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Creator Economy Industry Report 2025

The creator economy generated \$250 billion in 2023 and is on track to more than double by 2030. Beyond the numbers, we saw that this isn't just growth, but a fundamental shift, marking a turning point - and growth opportunities- for every creator.

What worked yesterday now just creates noise. But for those ready to adapt, that noise is an advantage. The market has stopped rewarding the loudest voice and started rewarding the most precise one. Being ready to pivot in this season means you'll be in good shape to ride the winds of change and find the clearest path to growth, no matter the industry.

This report gives you the clarity to navigate that shift. It's your guide to building a smarter, more resilient business that will thrive in 2025 and beyond.

These three forces are restructuring the creator economy in 2025:

1. Specialization becomes mandatory

Personal development creators targeting micro-niches like "productivity for ADHD entrepreneurs" command 3-5x higher rates than generalists. The \$48.4 billion personal development market (Grand View Research, 2024) increasingly rewards ultra-specific expertise while broad-appeal creators fight for scraps.

2. Corporate money demands proven ROI

Corporate training spending fell 3.7% to \$98 billion in 2024, yet external learning solutions

jumped 23% (Training Magazine, 2024). Companies want turnkey solutions from established experts, not experiments. This fundamentally changes who gets paid.

3. Technology creates massive skill gaps

With 39% of workplace skills becoming outdated by 2030 (World Economic Forum, 2025) and only 9% of companies making real progress on digital transformation (Deloitte, 2024), the gap between need and capability has never been wider. AI adoption by 81% of legal professionals (Upland Software, 2024) shows how fast entire industries are changing.

”

For creators, the future is likely a mixed bag. It's great to have the wind at your back and monetization tools and models should continue to improve. The offset is that competition is near infinite, power laws are merciless, and the ranks of losers will outnumber the winners by many orders of magnitude.

Creatives will face a perpetual question of when and whether it is better to disintermediate traditional intermediaries and go direct. For many creatives, they have not historically thought like owners, but ownership of their output—and creative control—will be an increasingly viable option.



Doug Shapiro, Senior Advisor,
Boston Consulting Group

Why 2025 marks a turning point

With consumer spending growing just 1.4% in 2025 (Deloitte, 2025), creators face unprecedented pressure. When budgets tighten, “nice-to-have” content gets cut first. Meanwhile, AI-generated content floods every market segment, forcing creators to prove value beyond traditional content models.

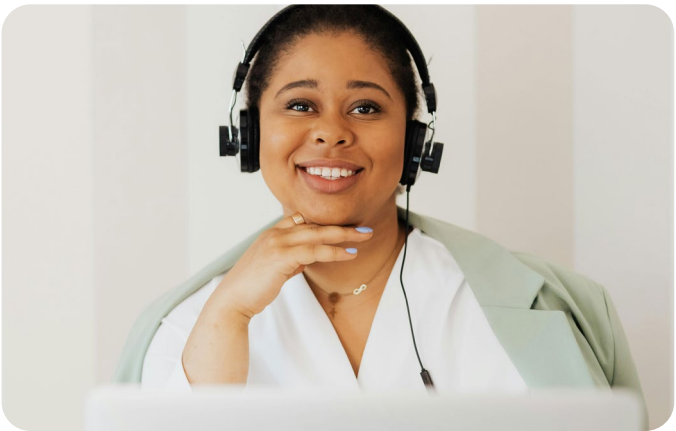
After examining ten of the creator economy’s most promising sectors, we’ve discovered that even in these high-growth industries, success increasingly concentrates among creators who understand the new rules. While these sectors offer real opportunity, the gap between those who thrive and those who struggle continues to widen dramatically.

The new rules of creator economics

Success in 2025’s creator economy requires three things:



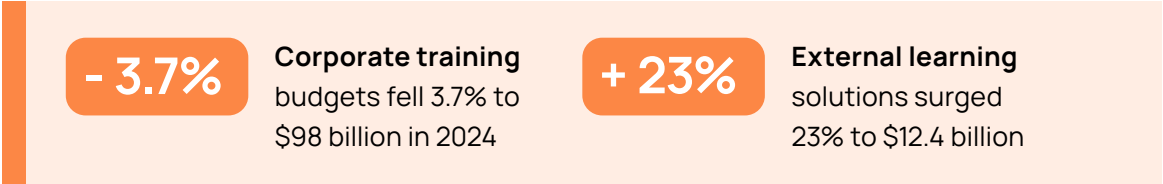
The days of general advice and inspirational content are ending. The market now rewards creators who solve specific problems with measurable outcomes.



1 • Professional development

External learning surge despite budget cuts

Corporate training budgets fell 3.7% to \$98 billion in 2024, yet external learning solutions surged 23% to \$12.4 billion. What this means for content creators is that valuable professional skills are being taught by individual practitioners, not corporate training departments. Large corporations are moving away from solely relying on in-house training and becoming more open to working with individual subject matter experts to help employees reach their full potential.



Companies slash budgets and hours while dramatically increasing external spending—signaling demand for immediate results over long-term capability building.

Companies pay more for systematic approaches

Organizations increasingly seek proven methodologies that deliver measurable results. Six Sigma practitioners teaching process improvement command \$65,000-\$130,000+ salaries, while certified professionals create lucrative education businesses around their expertise. Over 160 independent Six Sigma courses exist on different teaching platforms, priced \$30-\$500.

The Agile revolution demonstrates creator opportunity at scale. With 85% of companies preferring certified Scrum professionals and Scrum Master roles growing 24% annually through 2026, individual creators teaching Agile implementation capture premium markets. Independent Agile courses average \$70-\$160, while comprehensive bootcamps reach \$1,500—proving professionals will pay for practical expertise over theoretical training.

Major employers including J.P. Morgan, Goldman Sachs, and Capital One explicitly require Six Sigma, Lean, and Agile credentials in job postings. This corporate demand creates sustained opportunity for creators who can teach these methodologies with real-world application rather than academic theory.



Individual expertise commands premium pricing

The creator advantage lies in practical experience over institutional credentials. A Six Sigma Black Belt who has implemented process improvements across multiple industries provides more valuable instruction than corporate trainers reading standardized materials. This expertise gap explains why independent creators successfully compete with formal certification programs.

Project management creators demonstrate this premium positioning. Independent PMP prep courses range from \$350-\$1,500, while specialized Kanban and Agile training commands \$69-\$159 per course. Creators succeed because they teach implementation strategies learned through actual project delivery, not textbook theory.

Soft skills gaps create measurable damage

While 85% of job success stems from soft skills, 53% of employers cite “determining soft skills” as their hardest hiring challenge. TestGorilla’s 2025 data reveals the cost: 44% of companies face collaboration challenges, 42% experience increased turnover, and 41% see decreased productivity when technical hires lack emotional intelligence.

Research from Harvard University, Carnegie Foundation, and Stanford Research Center confirms 85% of job success stems from well-developed soft skills, with only 15% from technical expertise (1918 study, widely cited). Furthermore, 94% of recruiting professionals believe stronger soft skills trump experience for promotion potential (iCIMS, 2017).

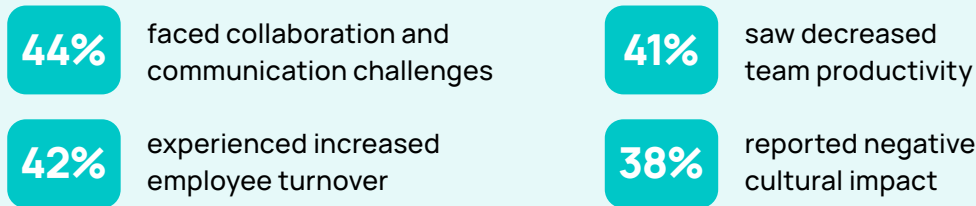
TestGorilla’s 2025 data reveals the cost of ignoring this reality: 78% of employers hired candidates with strong technical skills who failed due to poor soft skills or cultural fit. The consequences prove severe:

Employers surveyed on hardest part of hiring process



Source | Test Gorilla • The State of Skills-Based Hiring 2025

This hard data transforms soft skills from nice-to-have into business-critical capabilities.



Workplace transformation drives outsourcing

Training Magazine reveals returning in-person preferences: management/supervisory training (41%) and onboarding (40%) lead the shift back to face-to-face formats. Meanwhile, technical skills migrate online. Organizations increasingly rely on external expertise for rapid adaptation rather than building internal programs.

Automation reshapes delivery models

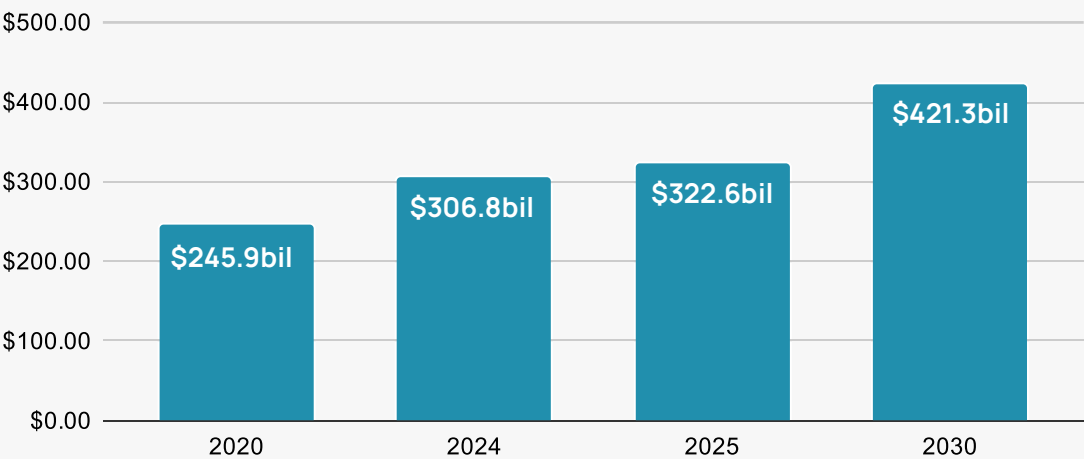
Current outsourcing levels show technology's impact:

- **Instruction/facilitation:** 56% external, 44% internal
- **LMS operations:** 27% outsourced (up from 23%)
- **L&D teams:** 57% maintained current headcount

External providers and technology platforms enable expanded reach without staff growth.

Global outsourcing market growth projections

Compound annual growth rate (CAGR) of approximately 5.48%.



The verdict: ROI requirements intensify

The 23% surge in external spending during budget cuts proves organizations pay premium rates for proven methodologies and measurable outcomes. With Six Sigma demand rising across industries and Agile philosophy becoming “business as usual,” creators who can teach systematic implementation outperform traditional corporate training.

Individual practitioners consistently command higher engagement because they teach

what they’ve actually implemented, not what they’ve read about. The market rewards creators who can demonstrate specific skill acquisition through trackable behavioral changes, whether in Six Sigma process improvement, Agile team management, or soft skills development. As corporate training budgets shrink, the creator-led skills revolution accelerates, positioning individual experts as the preferred source for professional development that delivers immediate business impact.

2 • Digital skills

Outdated skills fuel 22% annual growth

The global digital transformation market projects explosive growth from \$2.226 trillion in 2024 to \$10.945 trillion by 2032, exhibiting a 22% CAGR—one of the highest growth rates across all industries (Fortune Business Insights, 2024).

This expansion coincides with massive workforce disruption: 39% of current workplace skills will become outdated by 2030, while 60% of employers expect digital transformation to reshape their industries by 2032 (World Economic Forum, 2025).

Top skills expected to increase in importance and use by 2030 compared to 2025 (ranked by employers)

Net Increase	Top skills expected to increase in importance and use	Net Increase	Top skills expected to increase in importance and use
87	AI and big data	58	Leadership and social influence
70	Networks and cybersecurity	58	Talent management
68	Technological literacy	55	Analytical thinking
66	Creative thinking	53	Environmental stewardship
66	Resilience, flexibility and agility	51	Systems thinking
61	Curiosity and lifelong learning	47	Motivation & self-awareness

Source | World Economic Forum • Future of Jobs Report 2025 • Skills on the rise, 2025-2030

Skills gap creates workforce crisis

Critical mismatches emerge:

- **Market growth:** 22% annually through 2032 (Fortune Business Insights, 2024)
- **Skills becoming outdated:** 39% of core skills by 2030 (World Economic Forum, 2025)
- **Industry transformation:** 60% of employers expect major changes by 2032 (World Economic Forum, 2025)
- **Implementation barriers:** 63% cite skills gaps as top challenge (World Economic Forum, 2025)

This 5x market growth represents massive opportunity, yet skills shortages threaten growth potential.

Possible outdated roles by 2030

- Data Entry Clerks
- Cashiers and Ticket Clerks
- Bank Tellers
- Telemarketers
- Postal Service Clerks
- Administrative Assistants
- Executive Secretaries
- Printing and Publishing Workers
- Material-Recording and Stock-Keeping Clerks
- Transportation Attendants and Conductors
- Graphic Designers
- Routine Manufacturing Workers
- Travel Agents
- Manual Assembly Line Workers

Demand focuses on key areas

World Economic Forum 2025 data reveals priorities:



AI and big data:
Fastest-growing
skill requirement



**Networks and
cybersecurity:**
Second priority



Tech literacy:
Third across industries



Analytical thinking:
70% consider essential

Digital transformation shifts from optional to mandatory for business survival.

The AI skills opportunity

Universities meet only 0.2% of AI learning demand (Inside Hirer Ed, 2025), yet 57 million people in the US are interested in learning AI-based skills. Only 8.7 million of those interested are currently learning how to leverage these powerful tools. (Inside Hirer Ed)

While credit-based academic institutions are integrating AI-based learning in their programs, these higher education organizations, ample opportunities lie for content creators to bridge the gap between working professionals and competency in AI-based tools.

In April 2025, an Ahrefs study analyzed 900,000 new webpages and found



74.2%

contained AI-generated content



71.7%

of these were a blend of human and
AI content, with different degrees of AI input



Based on the data, there was sizable existing interest and demand for professional and workplace education and training in AI and AI-related areas, but we probably haven't seen anything yet.



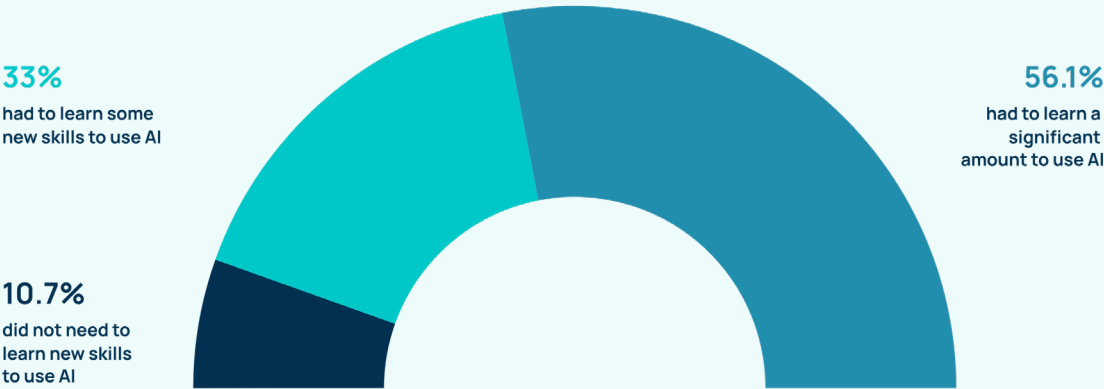
Brady Colby, Head of Market Research
Validated Insights

Prompt engineering becomes core business skill

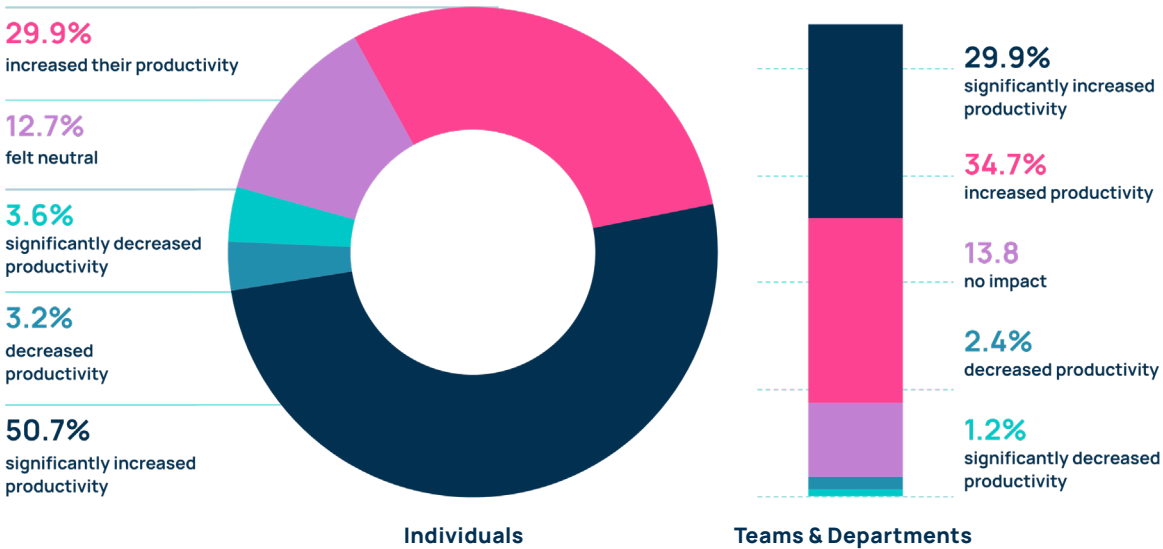
Studies indicate that the fastest-growing AI skill requirement isn't coding—it's prompt engineering (ArXIV.org). LinkedIn job postings for prompt engineering have increased 434% in the last year, with salaries ranging as high as \$258,000 for specialist roles at top companies. The market indicates that knowing how to manipulate powerful generative AI tools is just as important as learning how to code, if not more.

While everyone can't be a Prompt Engineer earning such wages, the trend is clear that businesses will integrate AI in the workforce. In fact, a recent Piktochart survey found that half of the workforce is "extremely optimistic" about the increased productivity gains as a result of AI. However, Over 52% of employees felt their companies could do more in preparing staff for leveraging AI. (Piktochart)

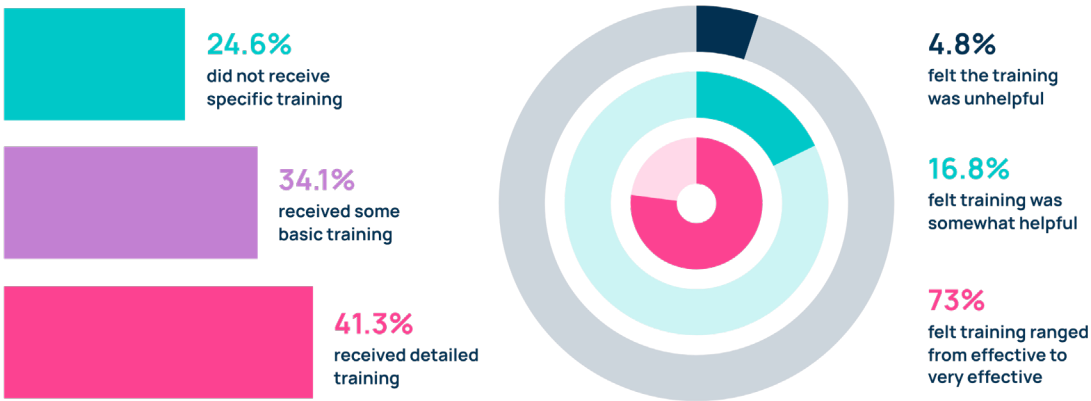
How many people needed to upskill to use AI

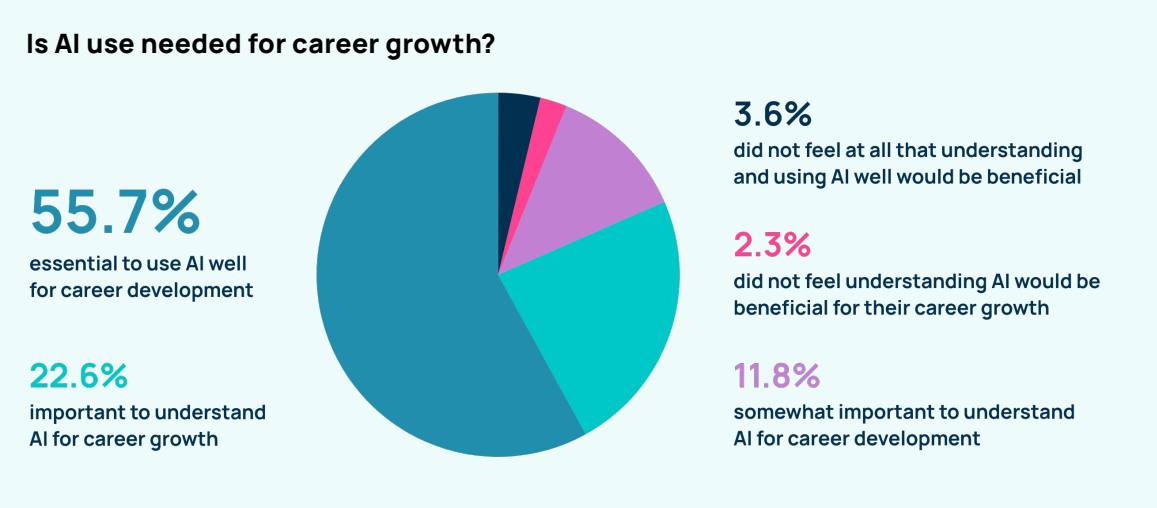


Has AI made people more productive?



How effective is training for AI?





Content creators teaching systematic approaches to AI interaction, workflow automation, and content generation strategies could command premium pricing in an underserved market. (Prompt Engineer: Analyzing Skill Requirements in the AI Job Market, arXiv)

Cybersecurity education expands beyond enterprise

Cyberattacks affect 1 in 3 Americans each year, and ransomware incidents increased by 85% when comparing 2023 to 2025 (CompTia, 2025). It’s no wonder that the need for cybersecurity education is increasing globally, as seen by cybersecurity training market projects growth from \$5.6 billion in 2024 to \$13.3 billion by 2029. Yet the majority of this training targets large enterprises. (CompTIA)

Creators teaching cybersecurity for the average user or how to protect a business’s digital

presence address genuine market gaps. There are few mainstream programs that offer hands-on training for everyday device security, social engineering defense, personal privacy management, or protecting personal business assets.

Content saturation threatens creator differentiation

An April 2025 Ahrefs study analyzed 900,000 new webpages and found 74.2% contained AI-generated content, with 71.7% blending human and AI input. This “dead internet theory” risk forces creators to differentiate human expertise in AI-saturated markets. Success requires teaching strategic thinking and implementation frameworks that AI cannot replicate.

The verdict: Urgency drives premium pricing in 2025

The combination of explosive growth (22% CAGR) and rapid skill expiration (39% by 2030) creates rare conditions where urgency trumps cost. Organizations facing transformation deadlines pay premiums for rapid capability building. The World Economic Forum shows 77% of employers plan workforce training, while 41% expect job cuts from AI automation—splitting the market between those who adapt quickly and those displaced.

Success increasingly depends on teaching lasting principles while delivering timely tool-specific training. Static technical education ends as continuous adaptation becomes baseline survival.

3 • Health & wellness

Consumer priority status drives trillion-dollar expansion

The health and wellness space is moving away from simple product promotion to skill teaching and empowering individuals to regain control of their journey. We see this in action as Thrivecart’s most successful content creators in this niche are building sustainable businesses around evidence-based wellness education rather than affiliate marketing and product endorsements.

Overall, we’re seeing this niche growing year on year. The global wellness industry reached \$6.3 trillion in 2023, growing 9% year-over-year and projecting 7.3% annual growth to reach \$9 trillion by 2028. In the US alone, the consumer wellness market stands at \$480 billion, with 82% of consumers calling wellness a top priority—transforming health from discretionary spending to essential budget allocation (Global Wellness Institute, 2023; McKinsey, 2024).

The global wellness industry

2023 • \$6.3 trillion

\$6.3 trillion in 2023,
growing 9% year-over-year

2028 • \$9 trillion



Projecting 7.3% annual growth
to reach \$9 trillion by 2028

Mental Health and Stress Management Lead Demand

Content creators teaching practical mental wellness skills see the highest engagement and completion rates. Mindfulness courses achieve 58% completion rates, while creators specializing in anxiety management, stress reduction techniques, and life transition support report 42% higher engagement than general wellness content. (Brigham Young University, 2024)

Courses from established organizations charge upwards of \$199, which allows content creators to provide equal or better value at a lower cost. The key opportunity lies in teaching coping strategies and self-care practices without crossing into clinical therapy territory.

Market data also reveals specific preferences:



Mental wellness

Fastest-growing segment at 12% CAGR (Global Wellness Institute, 2023)



Sufficient Sleep

Ranks as second-highest consumer priority with most unmet needs (McKinsey, 2024)



Personalized nutrition

44% of consumers willing to pay 20% premium for customization (Ingredion, 2024)

Sleep Optimization Represents Untapped Opportunity

Sleep coaching has emerged as a high-completion, accessible niche for creators. A 2025 Future of Wellness industry trends survey indicates sleep is one of the two highest consumer priorities after mental health, and also an area with significant unmet needs. Sleep optimization, better rest quality, and solutions for sleep anxiety are now central consumer demands in wellness markets

Creators teaching sleep hygiene protocols, circadian rhythm optimization, and sleep tracking interpretation achieve 51% completion rates.

Holistic health integration appeals to broader audiences

Creators teaching integrated approaches—combining nutrition, movement, mental health, and lifestyle factors—can command higher pricing because they address multiple wellness dimensions. This includes prenatal wellness, men's health, senior fitness, and recovery techniques that address the needs of the whole person rather than isolated health aspects.

Barriers: Credibility without clinical credentials

Wellness creators face increasing scrutiny around health claims and must carefully position themselves as educators rather than healthcare providers. Platform restrictions on health-related content force creators to build direct audience relationships, while the demand for evidence-based content requires citing research and demonstrating measurable outcomes without formal medical credentials.

Demographics fuel sustained growth

Market data reveals generational divides in spending behavior and priorities:



Younger generations overspend their demographic weight: Gen Z and millennials comprise 36% of US adult population but drive 41% of annual wellness spending (McKinsey, 2024)



Older consumers underspend relative to size: Adults 58+ represent 35% of population but only 28% of spend on wellness, suggesting untapped market potential (McKinsey, 2024)



Priority shifts accelerate: Gen Z places higher priority on appearance (third-most important dimension in 2024, up from sixth in 2023), with younger consumers increasingly seeking “preventative” anti-aging treatments (McKinsey, 2024)

The verdict: Teach implementation, not just information

Successful wellness creators focus on practical skill development—sleep protocols, stress management techniques, nutrition planning systems, fitness routines—rather than general wellness inspiration. The market rewards creators who can demonstrate specific behavior change and measurable outcomes over those offering motivational content or product recommendations. Bear in mind that customers are asking for proof of measurable outcomes instead of motivational messaging.

4 • Business fundamentals

SMB optimism drives outsourced solutions boom

With over 70% of US small businesses reporting positive revenue outlooks, the demand for core operational support is surging. These profitable companies are actively seeking external advice and are accelerating their adoption of digital tools, creating a prime market for creators specializing in business fundamentals.

Budget reallocation exposes efficiency mandate

The data reveals a clear mandate for creators in this niche:

- **A Healthy Market:** 70% of SMBs are profitable and optimistic, meaning they have the budget to solve problems.
- **The Core Need:** Demand is high for foundational services in accounting, operations, and strategic advice.
- **The ROI Challenge:** Businesses cite demonstrating return on investment (ROI) as a primary challenge, signaling a need for solutions with clear, measurable outcomes.
- **The Spending Shift:** While overall corporate spending sits at \$98 billion, the critical insight is the 23% jump in spending on outside vendors.

We're seeing a strategic shift in procurement. SMBs are no longer just investing in abstract "skills.", but hiring external experts to implement foundational systems to deliver tangible

results. The 23% surge in outsourcing proves they are willing to pay a premium for specialists who can solve the ROI puzzle for them.

Digital transformation drives knowledge gaps

The efficiency crisis data reveals opportunity (Formstack and Mantis Research, 2022):



51% of workers spend **2+ hours daily on repetitive manual tasks**



Average cost per employee: **\$13,345 annually in lost productivity**



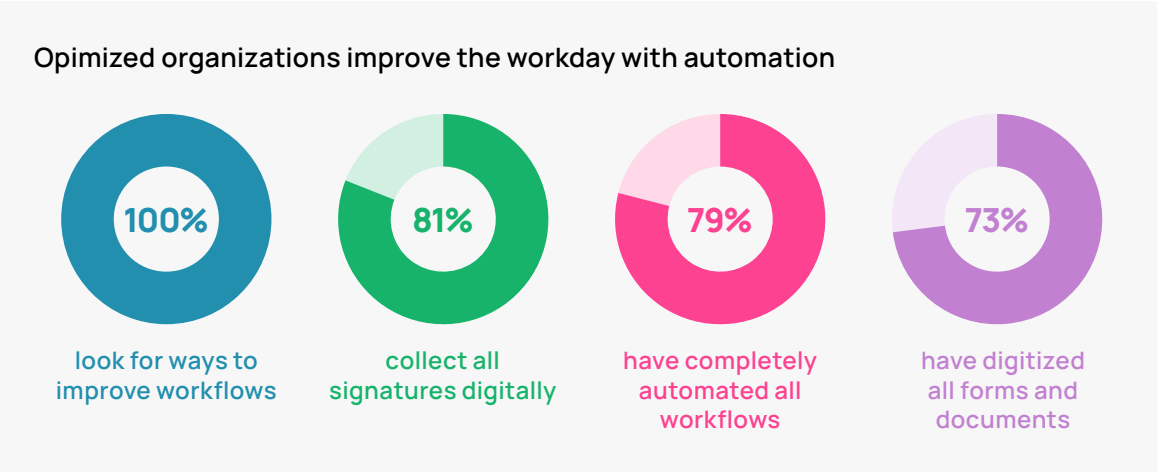
Only 4% of organizations reached full digital maturity by 2022



Organizations tracking inefficiencies:

80% of digitally mature vs. 22% of laggards

This widespread inefficiency creates demand for systematized solutions and templates that bridge the gap between tool availability and practical implementation.



Template economy demonstrates market reality

Notion template creators reveal digital product economics:

Top performers	Easlo earned over \$500,000 from template sales (Kajabi, 2024)
Mid-tier success	Multiple creators report \$20,000-\$80,000 annual revenue (Various sources, 2023-2024)
Entry level	Creators earning \$1,000-\$3,000 monthly are common (Nick Lafferty, 2023)
Passive income model	Templates created once, sold repeatedly

The template market validates demand for ready-to-implement business systems over custom development.

Critical challenges remain

Despite opportunities, creators face obstacles:

- Market saturation in popular template categories
- Price competition as more creators enter the space
- Differentiation requires superior design or niche focus
- Platform dependency on marketplaces like Gumroad

The verdict: Implementation over education

The 23% external spending increase despite budget cuts confirms businesses seek execution, not education. Winners deliver measurable efficiency gains through systematic solutions that eliminate the \$1.3 million annual drain from inefficient processes.

5 • Specialized professional

Digital transformation reshapes expertise delivery

The professional services sector generated \$72.61 billion globally in 2024, growing 5.62% annually with projections to reach \$95.44 billion by 2029 (Statista, 2024; Upland Software, 2024). Beneath steady growth lies sector transformation as firms fundamentally restructure service delivery models.

Data Series	Mar. 2025	Apr. 2025	May 2025	Jun. 2025
Employment (in thousands)				
Employment, all employees (seasonally adjusted)	22,583	22,610	22,610	22,603
Employment, production and nonsupervisory employees (seasonally adjusted)	17,714	17,754	17,753	17,755
Unemployment				
Unemployment rate	4.30%	3.60%	3.40%	3.60%
Job openings, hires, and separations (in thousands)				
Job openings	1,195	1,462	1,158	1,348
Hires	1,036	1,270	1,168	991
Separations	927	1,090	1,011	954

Source | U.S. Bureau of Labor Statistics • Industries at a Glance • Workforce Statistics

Subsector performance reveals divergence

Market data shows varying growth trajectories (Upland Software, 2024):



Business/management consulting: 29.6% of market share



Legal services: \$790 billion global market driven by data privacy demands



IT consulting: Second largest segment globally



HR consulting: Growing from \$73.75 billion to \$104.02 billion by 2029 (7.12% CAGR)

The largest firms demonstrate scale advantages, with Deloitte reporting \$2,314.5 million in HR consulting revenue alone.

Technology adoption accelerates but remains incomplete

Digital maturity varies significantly:

- Only 4% of organizations reached full digital maturity by 2022 (Formstack and Mantis Research, 2022)
- 60% of professional services organizations miss optimized maturity targets (TSIA, per Upland Software, 2024)

- Legal tech market projected to reach \$6.7 billion by 2027

This digital transformation gap creates opportunities for firms that successfully bridge traditional expertise with technology-enabled delivery.

Talent and compliance challenges compound

The sector confronts multiple headwinds:



1.53 million job openings
in professional services as of September 2024
(Upland Software, 2024)



Average annual wage: \$86,000
across professional services (Runn, 2024)



70% of sector’s staff have finished higher education, compared to 15% who completed high-school level qualifications (Office of National Statistics, ONS)



Regulatory complexity increasing,
especially in data privacy (Upland Software, 2024)

These challenges benefit firms offering scalable, compliant digital solutions.

Regardless of one’s background in their professional training, recent data shows that all specialized professionals continuously look for ways to improve and upskill, especially in the domain of AI and machine learning.

78% of legal professionals	believe upskilling is essential to stay competitive
71% of employees	express desire for more frequent skill set updates
78% of people	are interested in upskilling due to AI rise at work (89% for ages 25-34)
1,158% increase in enrollment	for GenAI-focused courses across professional services on learning management platforms

Source | Zipdo, Gitnux, McKinsey, Financial Services Skills Commission

The verdict: Scale and specialization diverge

Market dynamics create two distinct paths:

1. Large firms leverage scale for comprehensive solutions
2. Specialized firms capture premium pricing in niche expertise

The gap between digitally mature firms and those falling behind continues widening, with technology adoption determining competitive positioning rather than traditional credentials alone.

6 • Entrepreneurship

Record startup activity meets harsh funding reality

New business applications average 430,000 monthly in 2024—50% above 2019 levels—yet this entrepreneurial surge masks critical market tensions. While 70% of small business owners report positive revenue outlooks, tight credit conditions and elevated operating costs create a knowledge gap that entrepreneurship educators are rushing to fill (US Treasury, 2024).

Market dynamics reveal opportunity-risk paradox

The verified data shows:

- **Startup explosion:** 430,000 new applications monthly
- **Business optimism:** 70% report positive revenue outlooks
- **Credit crunch:** Tight credit conditions challenge new ventures
- **Cost pressure:** High operating costs burden small firms

This environment drives demand for practical business education. Corporate training expenditures reached \$98 billion in 2024 (down 3.7% from 2023), yet spending on external learning solutions jumped 23%—signaling a shift toward outsourced expertise (Training Magazine, 2024).

Demographic shifts reshape the market

Women now represent 43% of self-employed individuals, broadening the entrepreneurship education market beyond traditional demographics. This shift creates opportunities for creators addressing previously underserved segments (US Treasury, 2024).

Cohort-based model demonstrates premium economics

Maven, a leading cohort-based course platform, reveals education economics:

Average instructor earnings	\$20,000 per cohort
Courses priced \$950+	Generate 50-100% more revenue per visitor
Completion rates	75-90% versus 5-10% for traditional online courses
Top performers	Some instructors earn \$150,000+ annually
Platform economics	Instructors keep 90% of revenue minus payment processing

The data confirms that direct instructor access commands premium pricing over self-paced alternatives.

Technology accelerates market consolidation

Market evolution creates clear segments:

- **External training** captures growing budget share (+23%) (Training Magazine, 2024)
- **Traditional in-house training** loses ground (down 3.7% overall) (Training Magazine, 2024)
- Shift indicates companies **prefer outsourced expertise over internal programs**

Maven platform data also demonstrates cohort model economics:



Completion rates:
75-90% for cohort-based courses



Platform attribution: 30% of enrollments
come from marketplace discovery



The verdict: Volume masks quality gap

Three realities shape the market:

1. **Volume masks quality:** Record startup rates create demand but not sophistication
2. **Experience premium widens:** Proven results justify higher prices
3. **Distribution matters:** Platform discovery drives 30% of cohort enrollments

The gap between entrepreneurial optimism and operational capability continues widening, creating sustained demand for practical education.

7 • Educational development

Digital spending surge meets infrastructure gap

Global education spending approaches \$7.3 trillion by 2025, yet only 4% goes to technology—revealing massive untapped potential. Digital education spending projects growth from \$227 billion in 2020 to \$404 billion by 2025, while traditional education infrastructure remains largely analog (HoloniQ, 2025).

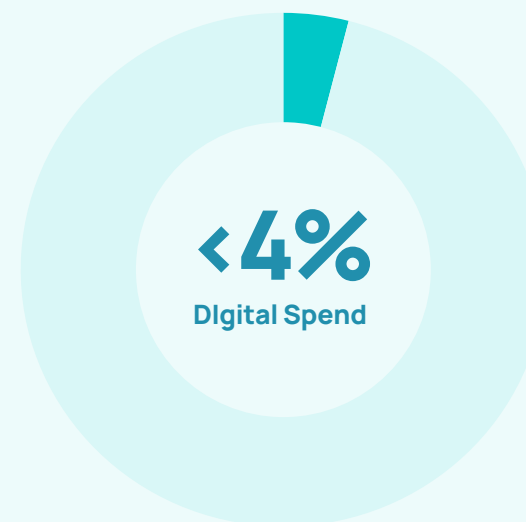
Underdigitization creates arbitrage opportunity

The data exposes striking inefficiency:

- **Total spending:** ~\$7.3 trillion globally by 2025
- **Tech allocation:** Only 4% of total budget
- **Digital growth:** \$227B (2020) to \$404B (2025)
- **Implied gap:** 96% of education spending remains non-digital

This 4% technology allocation versus other sectors averaging 20-30% represents one of the largest digitization opportunities across all industries.

Less than 4% Digital Spend in Education & Training



\$227B Education Technology Spend (3.6%): The amount spent on Hardware, Software, and Technology-Enabled Services.

\$6.2T Non-Digital Spend (96.4%): This amount covers traditional education costs like Labor (teachers' salaries), Physical Equipment (desks, whiteboards), Analogue Content (physical textbooks), Real Estate & Building Works (school buildings, maintenance), Utilities, etc.

Source | HoloniQ • Education Technology in 10 Charts

Technology adoption accelerates post-pandemic

Key trends reshape delivery:

- **Blended learning:** Remote and hybrid classrooms become permanent
- **AI integration:** Tutors and AR/VR simulations enter mainstream
- **Vocational focus:** Career-technical programs expand rapidly
- **Lifelong learning:** Skills training drives adult education growth

Global AI market in education



The shift from emergency remote learning to strategic digital transformation fundamentally alters education economics.

Structural barriers persist

Despite opportunities, challenges remain:

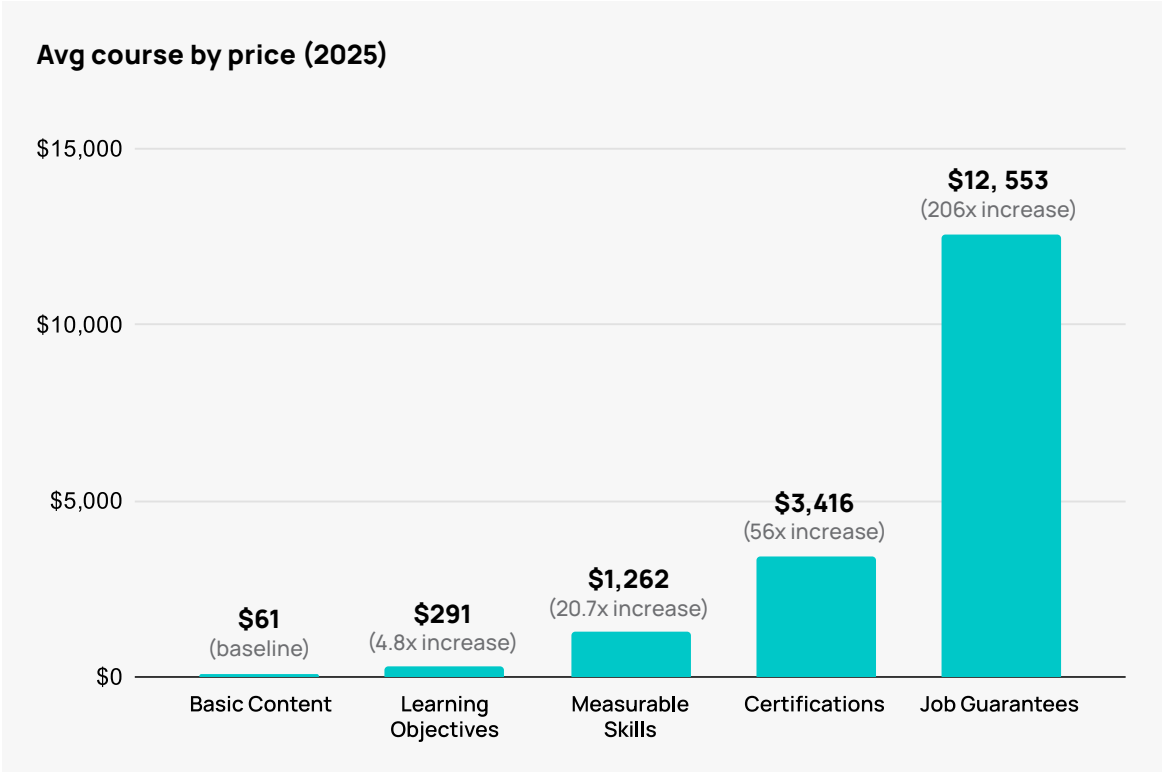
- **Digital divide:** Access inequality limits market reach
- **Funding constraints:** Public budgets face pressure
- **Teacher resistance:** Technology adoption requires training
- **Quality concerns:** Online learning outcomes face scrutiny

These barriers create opportunities for creators who can demonstrate measurable learning outcomes and bridge access gaps.

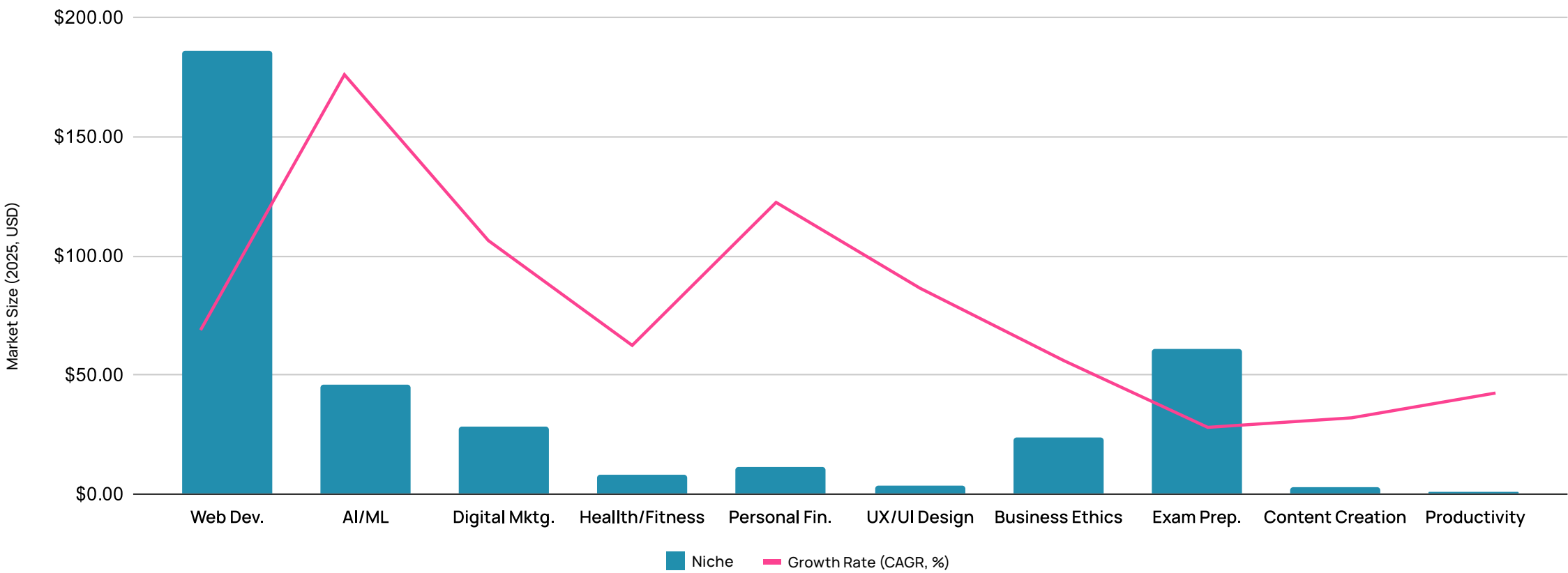
Market dynamics favor specialized creators

Three factors drive creator success:

- 1. Outcome focus:** Measurable results command premium pricing
- 2. Niche expertise:** Specialized knowledge outperforms general content
- 3. Implementation support:** Hands-on guidance differentiates offerings



These figures represent market averages compiled from a wide range of published sources, course platforms, and industry reports. Actual pricing and outcomes may vary significantly between providers, course types, and over time.



The verdict: Quality over quantity

The market rewards creators who combine pedagogical expertise with technological innovation. Winners will prove learning outcomes through data, address specific skill gaps with targeted content, and build communities that support implementation. Success requires moving beyond content delivery to measurable transformation.

8 • Personal growth:

Micro-specialization yields 3-5x revenue premiums

The global personal development market reached \$48.4 billion in 2024 and projects growth to \$67.21 billion by 2030, representing a 5.7% CAGR (Grand View Research, 2024). This steady expansion masks a fundamental restructuring: generalist self-help approaches lose ground while micro-specialization captures premium economics.

Market fragmentation creates winner-take-most dynamics

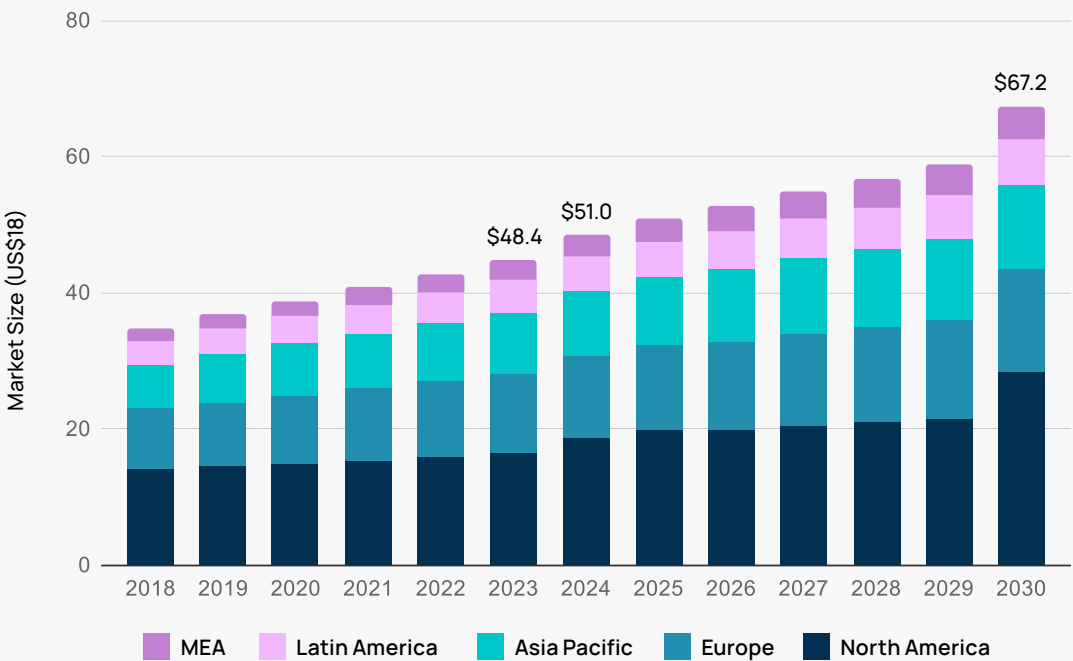
The 2024 data reveals dramatic performance gaps across segments:

- **Skillset enhancement:** 37% market share (largest segment)
- **Self-awareness:** Fastest growing at 7%+ CAGR through 2030
- **Personal coaching/training:** 37% of market share by instrument
- **Books segment:** Projected 7%+ CAGR growth despite digital disruption (Grand View Research, 2024)

Market fragmentation accelerates profitability gaps. Micro-niches targeting specific demographics and conditions—"productivity for ADHD entrepreneurs," "leadership for introverts," "burnout recovery for healthcare workers"—report engagement rates 47% higher than generalist content and command premium pricing unavailable to broader approaches.

Personal Development Market | Size, by Region, 2018 - 2030

Source | Grand View Research • Market Analysis Report



Corporate partnerships transform unit economics



Overall corporate training budgets decreased to \$98 billion in 2024 (down 3.7%)



Spending on external learning solutions jumped 23%
(Training Magazine, 2024).

This shift fundamentally alters creator economics in personal development.

The 2024 dat Miss Excel demonstrates the opportunity:

- Generated \$50,000 in 24 hours from single webinar (Thinkific, 2024)
- Achieves regular six-figure months through webinar launches
- **Success formula:** One specific skill (Excel) + engaging delivery method
- **Bundle strategy:** 9 courses for price of 1.5 drives 80% of total sales

The pattern holds across specializations: corporate clients pay substantial premiums for targeted expertise over general personal development content.

Technology adoption reshapes competitive landscape

Growth accelerators gaining traction:

- **Mobile applications:** Enable daily micro-learning habits at scale
- **Virtual coaching platforms:** Remove geographic constraints on premium pricing
- **AI-driven personalization:** Early adopters report improved engagement metrics
- **Books segment resilience:** 7%+ CAGR suggests hybrid digital/physical strategies win

Market risks intensifying:

- **Scale limitations:** Ultra-specific niches face smaller addressable markets
- **Platform dependency:** Most creators rely heavily on single discovery channels
- **ROI measurement:** Personal development outcomes remain subjective, limiting B2B sales
- **Market saturation:** Growing number of creators compete for attention

The verdict: Narrow expertise and broad reach define market winners

The data reveals clear market dynamics: profitable micro-niches within growing segments capture disproportionate value, corporate buyers pay multiples for specialized expertise, and platform concentration creates existential risk. Winners combine narrow expertise with broad distribution, B2B revenue models with B2C community building, and technology leverage with human connection.

9 • Lifestyle development

Slow spending growth conceals personalization premiums

US real consumer spending projects only 1.4% growth in 2025 (Deloitte, 2025), constraining discretionary budgets for lifestyle purchases. Yet this modest growth masks significant opportunities in personalization and platform-specific engagement strategies.

Platform dynamics reveal five-fold engagement gap

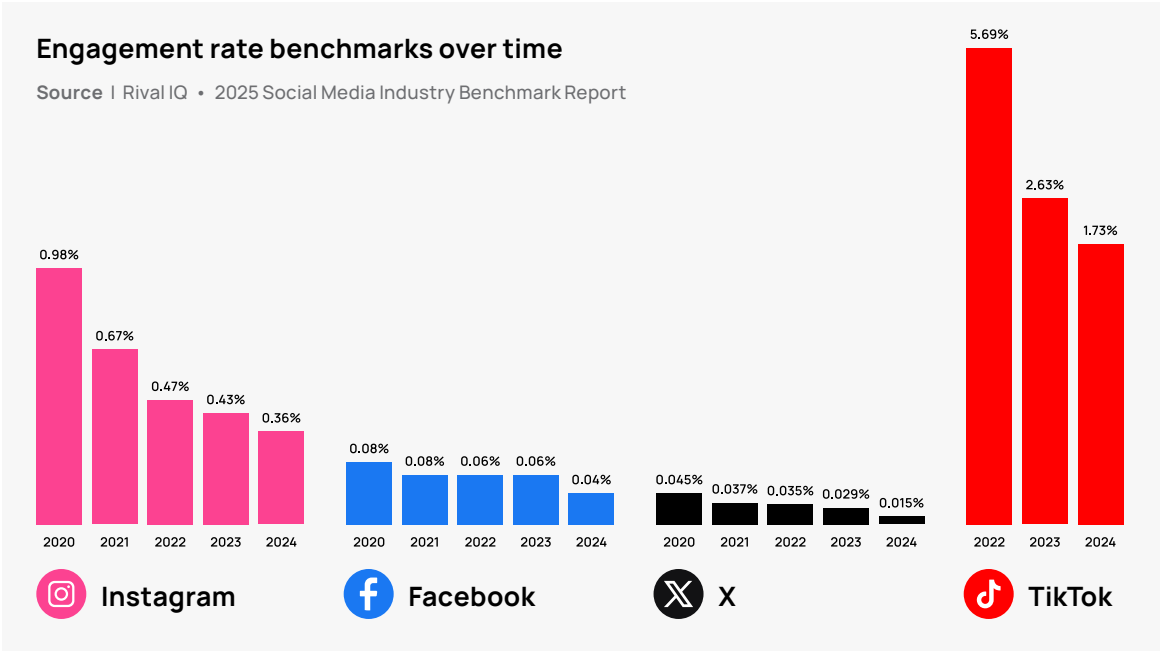
Instagram engagement dropped 28% year-over-year to 0.50% average in 2025, while TikTok maintains 2.50% engagement rates (Social Insider, 2025). This five-fold difference fundamentally alters content strategy requirements.

Platform-specific performance data (Social Insider, 2025):

- **TikTok:** 3,092 average likes per post, 66 comments (73% increase YoY)
- **Instagram:** 395 average likes per post, 24 comments (33% increase YoY)
- **Impressions:** Instagram up 13% YoY despite engagement decline
- **Shares:** TikTok doubled shares per post year-over-year

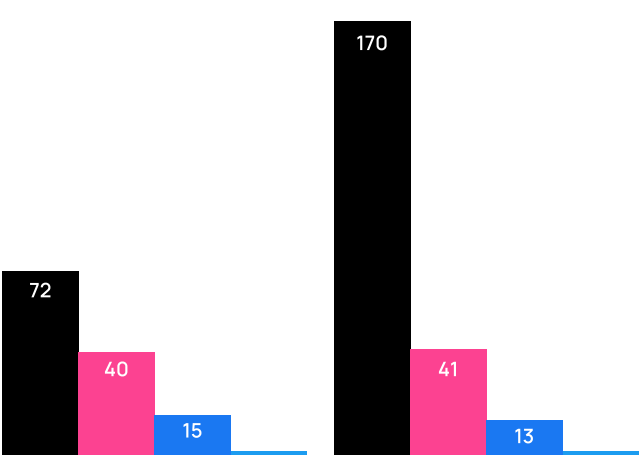
Content format performance varies:

- **Instagram carousels:** 0.55% engagement rate (highest on platform)
- **Instagram Reels:** 0.50% engagement rate
- **Instagram images:** 0.45% engagement rate
- **TikTok:** All video formats significantly outperform Instagram equivalents

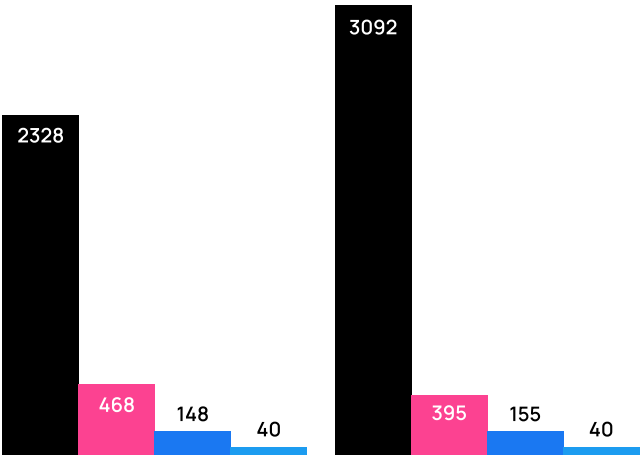


Average shares accross platforms

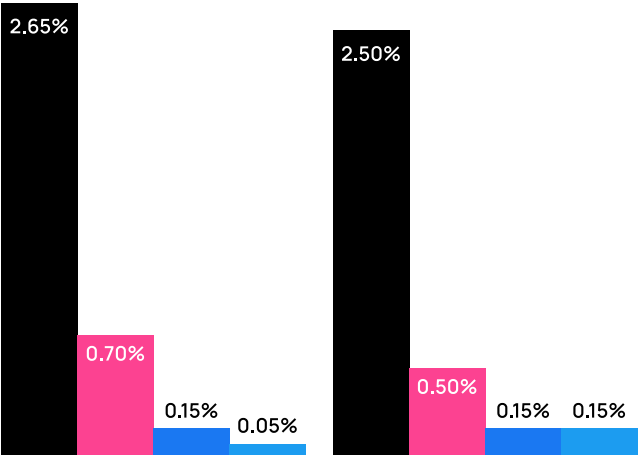
Year	Avg Shares per post TikTok	Avg Shares per post Instagram	Avg Shares per post Facebook	Avg Shares per post X
2023	72	40	15	1
2024	170	41	13	1



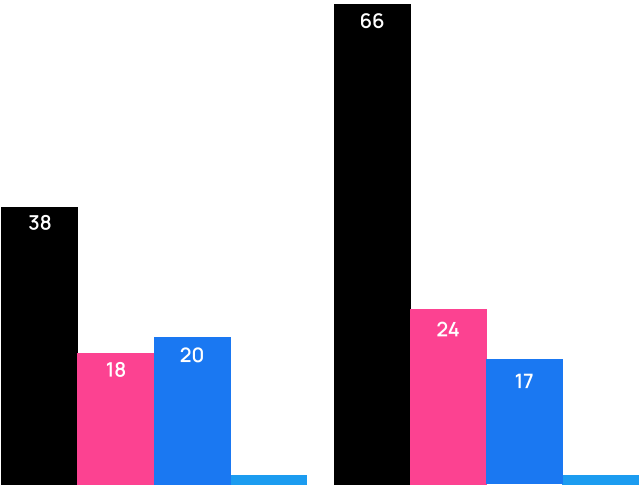
Average Shares by Platform



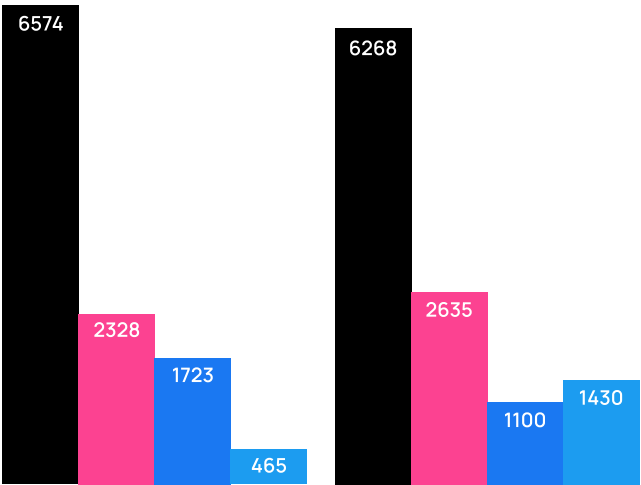
Average Likes by Platforms



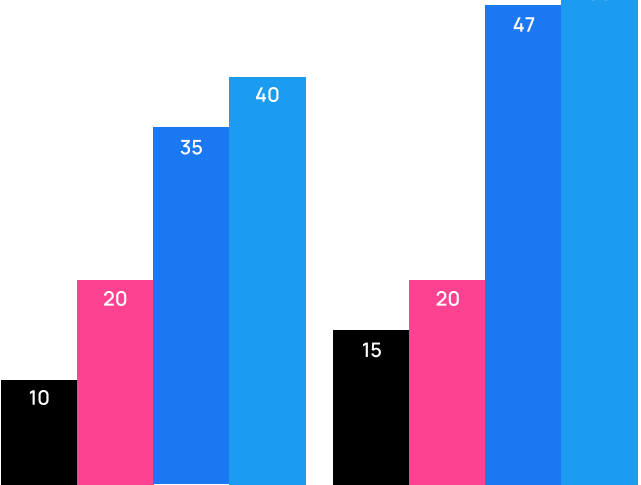
2025 Social Media Benchmarks (Engagement Rates)



Average Comments by Platform



2025 Impressions Benchmarks



Average Posts per Month

Retail sector struggles reveal broader challenges

Retail brands experienced the sharpest declines, with Instagram engagement falling over 50% despite increased posting frequency (Rival IQ, 2025). This suggests volume strategies no longer compensate for algorithmic changes.

Here are more industry-specific insights (Rival IQ, 2025):

- **Fashion, Food & Beverage, Health & Beauty:** All reduced posting frequency
- **Home Decor:** Nearly 30% engagement decline on Instagram
- **Sports Teams:** Rare exception, increased posting activity

The data suggests volume strategies no longer compensate for algorithmic changes favoring reach over engagement.

Technology disruption accelerates commoditization

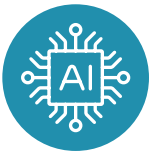
Market evolution creates clear segments:



Virtual try-on and AR:
Becoming baseline expectations



Automated recommendations: Replacing basic consultation services



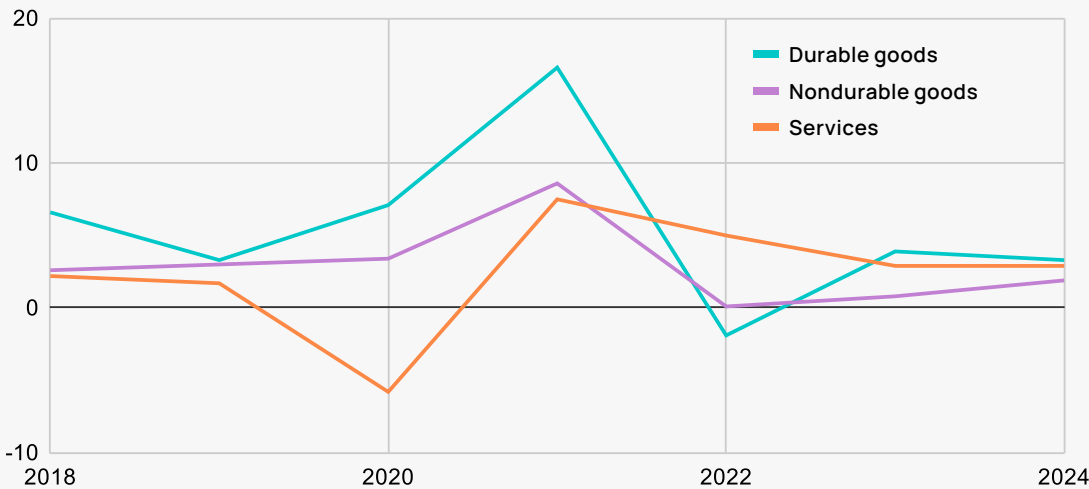
AI-generated design:
Flooding market with low-cost alternatives



Human expertise:
Valued primarily for complex implementation

Consumer Spending Growth

Source | Deloitte analysis



The verdict: Platform leaders pull away

Platform concentration intensifies. TikTok's 5x engagement advantage over Instagram creates parallel content requirements rather than cross-posting opportunities. Retail sector struggles indicate broader lifestyle category challenges, while technology commoditization pushes value toward high-touch services. The gap between platform leaders and laggards continues widening.

10 • Creative visual arts

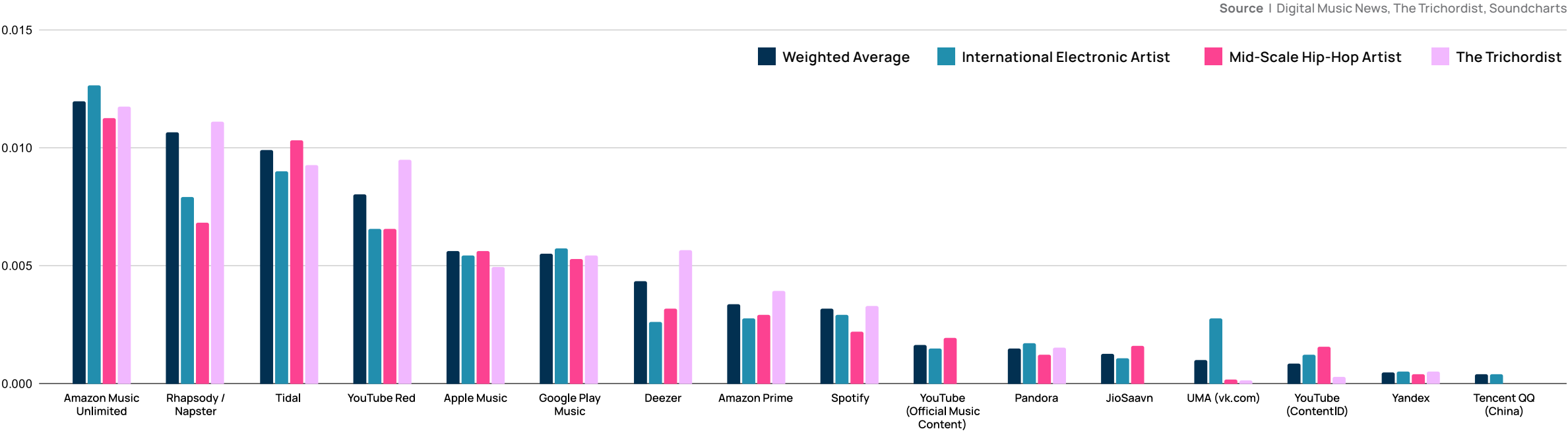
Platform economics undercut individual success

The creative arts sector demonstrates robust growth at the macro level. The UK’s creative industries contributed £115.9 billion in 2023 (Gross Value Added), growing faster than the overall economy (Economic Observatory, 2024). Globally, creative industries are recognized as key drivers of economic growth.

Digital transformation creates winner-take-all dynamics

Digital platforms have fundamentally transformed creative distribution. While streaming services and online marketplaces enable global reach, they simultaneously compress creator revenues through low payouts and platform fees. This shift creates a fundamental tension: broader audience access comes at the cost of sustainable individual income.

Average Per-Stream Payout Rate, by Source and Platform, USD



Three critical challenges define the landscape



Monetization difficulties plague individual creators despite expanded reach. Platform algorithms and payment structures ensure most value flows to intermediaries rather than content creators. Even successful artists struggle to convert audience size into living wages from creative output alone.



Copyright enforcement becomes increasingly complex in digital ecosystems. Creators must navigate platform-specific rules while defending against unauthorized use across global networks, often without resources for legal protection.



Competition from AI-generated art poses an existential threat. Artificial intelligence tools now produce commercial-grade creative content at near-zero marginal cost, forcing human creators to justify premium pricing in an increasingly commoditized market.

New formats offer limited relief

While NFTs and digital commissions represent potential revenue streams, these remain niche

markets compared to traditional income sources. The fundamental economic challenge persists: platform control over distribution ensures value capture by intermediaries.

NFT Market Size:



The verdict: Industry growth masks individual struggles

The disconnect between aggregate success (£115.9 billion contribution, faster than economic growth) and individual creator economics defines 2025's creative landscape. While the industry thrives on macro measures, technological innovation expands possibilities even as economic structures ensure most creators face increasingly difficult paths to sustainable income.

Platforms will likely increase revenue shares as creator oversupply strengthens their negotiating position. Success increasingly depends on building direct audience relationships outside platform ecosystems.

Looking ahead

The creator economy generated

2023 generated \$250 billion

2030 will reach \$600 billion

The creator economy generated \$250 billion in 2023 and will reach \$600 billion by 2030. But this growth tells only half the story—success now concentrates among creators who understand the market's new dynamics.

Our analysis across ten industries reveals what separates thriving creators from the struggling majority.

- **Specialists now earn 3-5x more than generalists.** Personal development creators targeting “ADHD entrepreneurs” or “burnout recovery for nurses” command premium rates. Companies cut training budgets by 3.7% but increased external specialist spending by 23%. They want proven expertise, not experiments.
- **Results matter more than inspiration.** The wellness industry shifted dramatically—50% of consumers now demand clinical proof versus only 20% caring about “natural” ingredients. Corporate buyers require measurable outcomes. Even creative sectors face pressure to prove value beyond aesthetics.

- **Platform changes reshape businesses overnight.** Instagram engagement dropped 28% while TikTok maintains 5x higher rates. Algorithm updates can eliminate years of audience building instantly. Creative industries worth £115.9 billion collectively see individual creators compete as platforms control distribution.

The numbers reveal opportunity: 39% of workplace skills become outdated by 2030. Digital transformation grows from \$2.2 trillion to \$10.9 trillion, creating massive demand. Yet 430,000 new businesses start monthly, intensifying competition in every niche.

Success in 2025 requires three things:

- Ultra-specific expertise in growing markets
- Proven outcomes that justify premium pricing
- Direct audience relationships beyond platform dependency

The days of general advice and motivational content are ending. The market now rewards creators who solve specific problems with measurable results. Those who adapt to these new rules will capture extraordinary value in a rapidly expanding market.

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