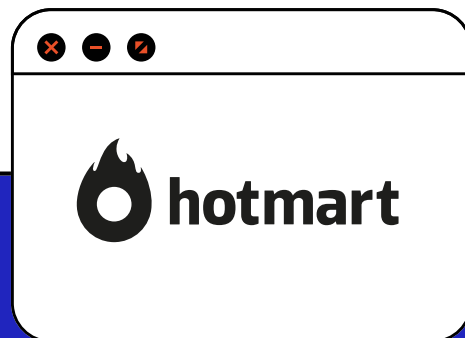
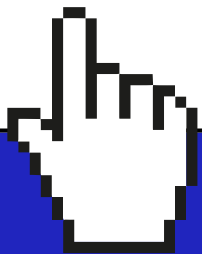


The Socioeconomic Impact of Creator Economy in Brazil



 **FGV COMUNICAÇÃO RIO**

The Socioeconomic Impact of Digital Businesses in the Creator Economy in Brazil

2nd Edition

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Founded in 2011 by entrepreneurs João Pedro Resende and Mateus Bicalho, Hotmart is a global technology company, a leader in digital businesses, and a key player in the Creator Economy. It provides solutions for those who want to create, sell, and scale their digital and physical businesses through content production. The company has over 200,000 active content producers worldwide and 1,900 employees across seven countries in North America, South America, and Europe.

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Summary

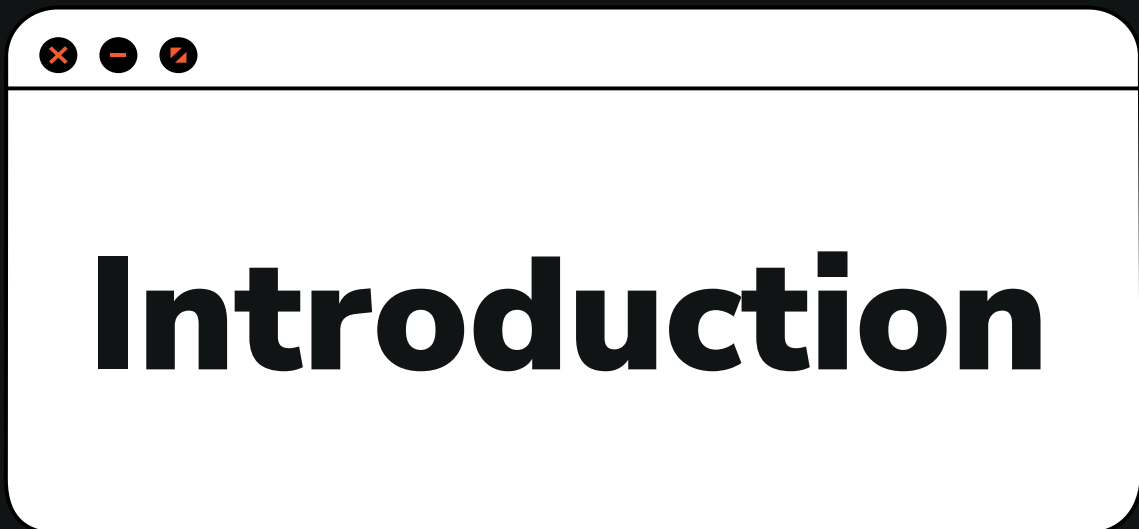
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Executive Summary

- This study aimed to **estimate the socio-economic impact of digital businesses on the income of content producers and job generation in Brazil**, as well as to provide a brief context of the labor market in the Creator Economy in the country;
- The data considered in calculating the socioeconomic impact comes from a **quantitative survey conducted by phone with 612 content producers who sell digital products on Hotmart**, as well as internal company information and market projections;
- The results showed that **the impact of digital businesses by content producers**, measured by the sale of digital products on the platform and in the Brazilian economy, is quite significant, as it **generates income for thousands of producers and their collaborators**;
- Among the 2024 interviewees, **58% are men and 42% are women**;
- **Most content producers (61%) are under 40 years old**. Regarding education, the interviewees in 2024 continue to have a **highly qualified profile**: 59% of producers claim to have completed higher education, and 16% hold a master's degree or doctorate;
- To optimize and enhance their results as producers and co-producers, **more than half (55%) of the interviewees use Artificial Intelligence tools**;
- **The professionalization of content producers has driven the expansion of specialized services in the Creator Economy**, such as the formation of producers agencies, the structuring of sectors in companies to work with them, and the development of new digital business strategies;
- It is estimated that **in 2024, Hotmart was responsible for generating 389,448 direct and indirect jobs**, including both content producers selling through the platform and those providing services to these producers, representing an increase of nearly 30% compared to 2023;
- Clients who primarily focus on selling digital products on Hotmart reported that their income has increased with digital businesses. **For this group, revenue returns are 154% higher**;
- **The average revenue of producers who are legal entities is R\$ 10,007**, while for individuals, it is R\$ 4,987. This can be explained by the fact that those who earn more on the platform tend to formalize as legal entities;
- In summary, **the Creator Economy, driven by Hotmart, has become a significant economic driver in Brazil**, not only due to job generation but also by fostering entrepreneurship and technological innovation;
- This study focuses on the specifics of this case and presents data that contributes to a detailed view of Hotmart's impact on the Brazilian digital market.

1



The Creator Economy has gained economic and social relevance in a digital landscape formed by brands, audiences, content producers, influencers, and platforms. The term “ecosystem,” often used to refer to this economy, helps to understand how brands and organizations work with content producers and influencers and how this interaction is increasingly supported by intermediaries, such as digital platforms.

In 2023, the global Creator Economy was valued at US\$ 127.65 billion, with a projected growth to US\$ 528.39 billion by 2030, reflecting an annual increase of 22.5% (JAGTAP, S., 2023). **In this context, the professionalization of content producers has fostered the expansion of specialized services in the Creator Economy, such as the formation of producers agencies, the establishment of departments in companies to work with them, and the development of new digital business strategies.** The growth of this market is also reflected in the increase in the number of professionals specialized in areas such as digital marketing, graphic design, video editing, social media management, data analysis, among others.

Content producers have the opportunity to turn their skills into income sources and create new jobs and work opportunities, either through partnerships with brands, community management, or the sale of digital products. Furthermore, **the use of Artificial Intelligence has enhanced creation and editing processes, enabling new content formats that optimize the reach of posts.** This new technology contributes to expanding monetization possibilities and helps reduce management costs for producers, making the market more strategic and competitive.

In this context, this study aims to estimate the socioeconomic impact of digital businesses on the income of content producers and job creation in Brazil over the past 12 months, as well as provide a brief overview of the labor market in the Creator Economy in the country.

The study is divided into four sections, in addition to this introduction. The second section presents an overview of the content producer labor market in 2024 based on public data. The third section presents the results of socioeconomic impact research conducted with content producers and co-producers who sell their digital products on Hotmart. The fourth section highlights three success stories of producers who are clients of the platform. Finally, the study concludes with final considerations.

2



**Content
Producers
and the
Job Market**

In recent years, internet access in Brazil has grown significantly, bringing the country closer to the standards of the largest global economies in terms of connectivity (World Population Review, 2024). This progress has led to an increasing number of Brazilians both consuming and producing online content, resulting in new dynamics in media consumption and the commercialization of digital products and services.

Data from 2023 shows that 84% of the Brazilian population accessed the internet in the three months prior to the survey (TIC Domicílios, 2023). **This expansion in accessibility has driven the consumption of various digital content, such as videos, movies, series, music, and news, solidifying the internet as the primary medium for entertainment and information.**

Table 1: Internet Users by Activities Performed, 2023

People who used the internet in the last three months	84%
Activities performed online	%
Played online games	38
Listened to music	75
Listened to podcasts	34
Read newspapers, magazines, or news	55
Watched videos, shows, movies, or series	74
Watched tutorials or video lessons	28
Watched influencers	32
Watched live audio or video streams or broadcasts	48
Purchased products	50

Source: Own elaboration based on TIC Domicílios 2023 data.

Activities such as watching videos, programs, movies, or series (74%) and listening to music online (75%) have become predominant among users, showcasing how the internet shapes the daily lives and consumption habits of the population. Additionally, social media and other digital platforms play a critical role in the distribution and creation of multimedia content tailored to the specific interests of audiences.

A particularly significant data point from 2023 reveals that **32% of internet users in Brazil follow digital influencers**. This highlights the prominence and influence of these professionals in the online landscape, underscoring their key role in promoting brands, products, and services. They also contribute to the popularity of digital products such as online courses, mentorships, and ebooks.

The data also reflects how increased connectivity supports the buying and selling of products and services online. According to TIC Domicílios, **50% of internet users in Brazil made online purchases within the past three months (TIC Domicílios, 2023), a clear indication of the expansion of e-commerce in the country.**

Growing consumer trust and the simplification of transactions are factors driving this trend. Over recent years, the adoption of fast and secure payment methods, such as Pix, virtual credit cards, and digital wallets, has transformed the digital economy. Pix, for example, accounted for one-third of payment transactions in Brazil in 2023 (Central Bank of Brazil, 2023). It enables instant purchases of products and provides sellers, including content producers, with speed and efficiency in receiving payments.

The monetization of digital content has also been facilitated by the implementation of secure payment systems and platforms that allow producers to be directly compensated for audience engagement. These systems enable producers to use monetization programs that display ads on their pages, generating revenue based on the number of views and interactions. The ease of monetization, combined with the security of payment systems, has encouraged more individuals to turn their digital activities into sources of income.

Another noteworthy aspect of the Creator Economy is the growing formalization within this new labor market. As more individuals enter the sector, many are formalizing their activities by registering as individual micro-entrepreneurs (MEI) or establishing small businesses. This process is vital for accessing tax benefits, securing contracts, and building stronger business partnerships. Furthermore, formalization is a natural trend as content producers turn their activities into a regular and reliable income source (Peres et al., 2023).

Table 2: Original Content Created on the Internet, 2023

Purpose	%
Sharing facts or everyday situations	16
Expressing opinions on topics of interest	12
Connecting with people with similar interests	12
Teaching or offering tips based on personal knowledge	11
Promoting one's work	11
Showcasing artistic creations	8
Selling products or services	8
Earning income from posts	3

Source: Own elaboration based on TIC Domicílios 2023 data.

Data from the Annual Social Information Report (RAIS) related to the Brazilian Classification of Occupations (CBO) for digital influencers shows that the number of formal influencers grew from 144 in 2021 to 767 in 2022. **This growth reflects the rising popularity and formalization of the profession, particularly in the state of São Paulo, which accounts for 38% of formalized influencers.** It is followed, at a significant gap, by Santa Catarina, Goiás, Rio Grande do Sul, and Minas Gerais, each with 7%.

Most of these influencers are young, with 44% aged between 18 and 24. The presence of women in the market is striking: 65% of formalized digital influencers are women. However, the growth in formalization has been accompanied by a slight decline in the average remuneration for these professionals, dropping from R\$2,916.10 in 2021 to R\$2,874.40 in 2022. This decrease suggests an increasingly competitive landscape. A notable change from 2021 is the reduction in the percentage of white influencers, from 56% to 42%, which may indicate growing diversity within the influencer market.

Table 3: Digital Influencers in the RAIS

	2021	2022
Characteristics		
Women	63%	65%
Caucasians	56%	42%
Age Group		
5 to 17 years	2%	2%
18 to 24 years	39%	44%
25 to 29 years	30%	30%
30 to 39 years	19%	18%
40 to 49 years	8%	5%
50 to 64 years	2%	1%
Main States		
São Paulo	42%	38%
Santa Catarina	5%	7%
Goiás	1%	7%
Rio Grande do Sul	9%	7%
Minas Gerais	10%	7%
Average Salary (R\$)	2,916.10	2,874.40
Number of People	144	767

Source: Own elaboration based on data from the Annual Social Information Report (RAIS) for 2021 and 2022.

With the advancement of the internet and e-commerce, the Creator Economy in Brazil is expanding. Driven by the ease of online payments and the growing demand for skill development, the sector has created new opportunities for content producers and digital entrepreneurs. This emerging market has proven particularly attractive to young people, who see it as an opportunity to build independent and authentic careers aligned with their personal and professional interests.

However, as a rapidly evolving sector, it is challenging to determine whether the market is in a phase of continuous growth or moving toward stabilization. The adoption of disruptive technologies often leads to cycles of expansion and restructuring, requiring professionals with intermediate and basic qualifications to adapt to the new demands of the digital market (Autor, 2015).

This ever-changing scenario, however, has also fostered the inclusion of diverse profiles in the digital market. **As the sector progresses, it demands professionals with a wide range of skills, such as social media management, content editing, knowledge of automation tools, and artificial intelligence, among others.** Thus, the Creator Economy in Brazil represents a significant evolution in the digital labor market, supported by advances in connectivity and technological innovation.

3



**Socioeconomic
Impact of Hotmart's
Digital Businesses
on the Creator
Economy in Brazil**

In 2024, Hotmart's digital businesses continued to have a profound impact on the Creator Economy in Brazil, solidifying its economic relevance for content producers. The growth observed in the sector compared to 2023 highlights important trends in both income generation and market structure.

Unlike the 2023 study, which aimed to estimate the economic impact of digital businesses on the income and work of content producers and affiliates, the current research focuses on content producers and co-producers. It excludes affiliates—those who monetize through the sale of digital products created by content producers—due to the differing profile of these professionals. It is also important to note that all comparisons between the 2023 and 2024 studies are based on the results of this subset of content producers and co-producers.

Profile of Content Producers and Co-Producers

The 2024 survey, conducted by phone with 612 content producers and co-producers, reveals that the profile of professionals using Hotmart remains diverse in terms of gender, age, and education, with slight differences compared to 2023.

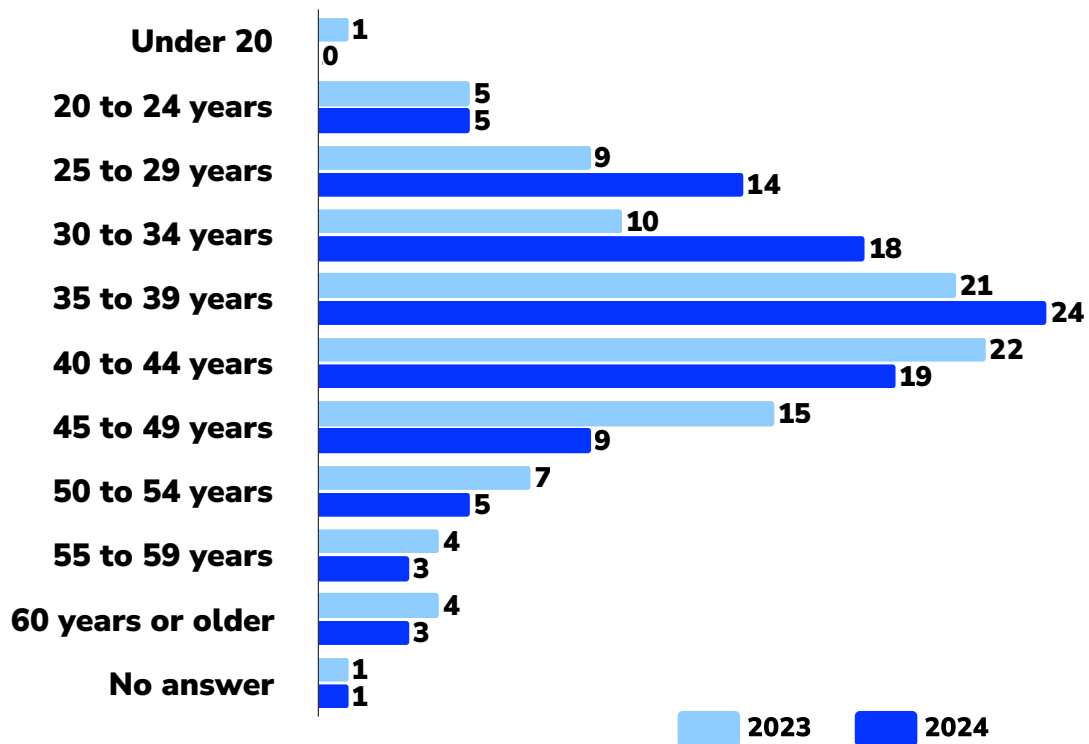
Among the respondents in 2024, 58% are men and 42% women, a small change from the previous year, when the proportion was 52% men and 48% women.

In 2024, the majority of content producers (61%) are under 40 years old. In the previous year, this group represented 46% of respondents. As for the educational level of the respondents, in 2024, **they continue to have a highly qualified profile: 59% of the producers report having completed higher education, and 16% have a master's or doctorate.** In 2023, the percentages were similar: 57% and 19%, respectively.

Also in 2024, 62% of the producers self-identify as white, and 35% as brown or black. The data is also similar to 2023, with the notable increase in the percentage of black producers.

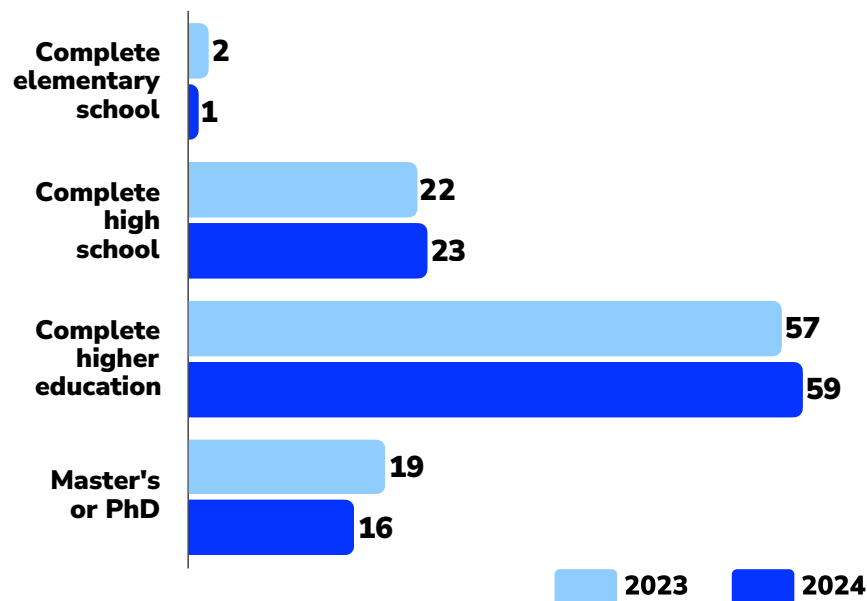
Profile of content producers

Graph 1: Age Group 2023-2024 (%)



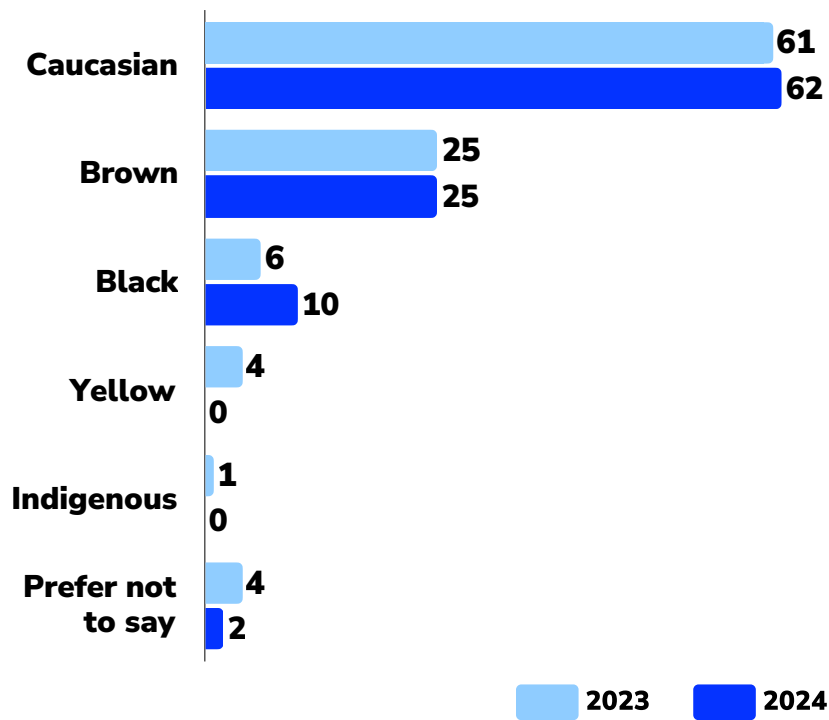
Source: Hotmart | Prepared by: FGV Comunicação Rio.

Graph 2: Education Level 2023-2024 (%)



Source: Hotmart | Prepared by: FGV Comunicação Rio.

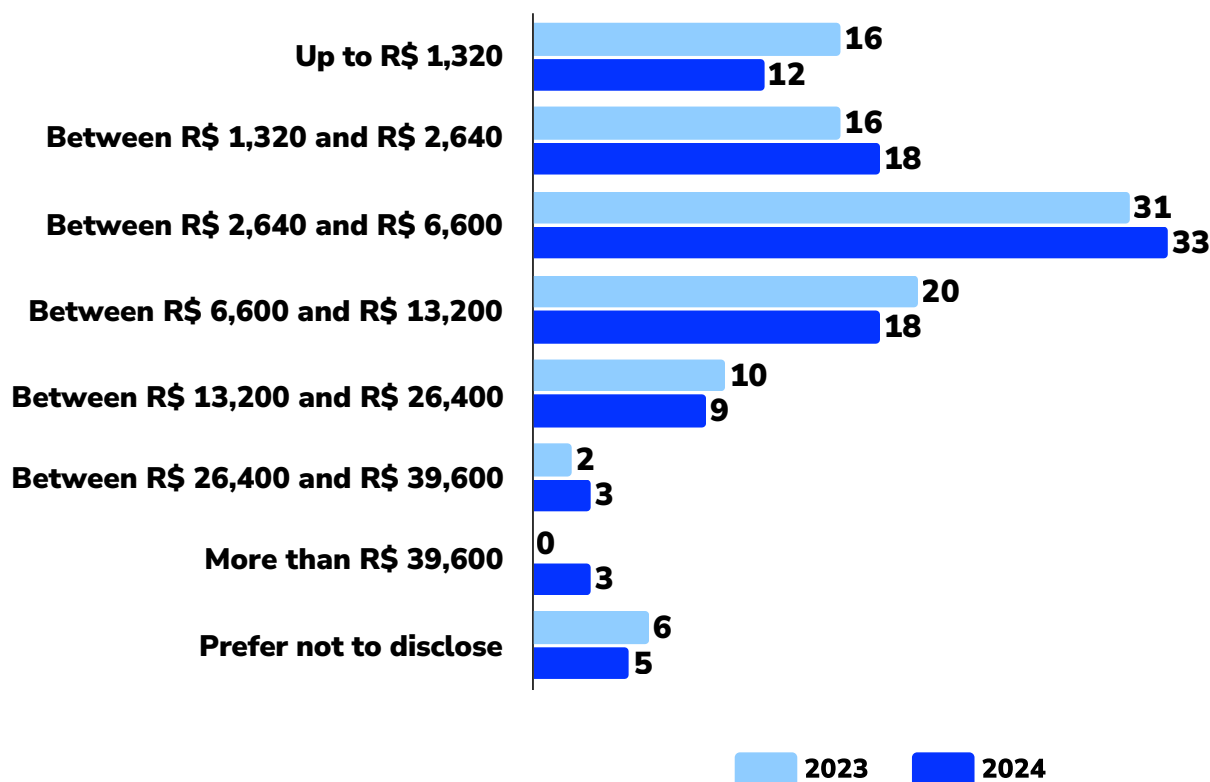
Graph 3: Race or Color 2023-2024 (%)



Source: Hotmart | Prepared by: FGV Comunicação Rio.

According to the survey, the income profile of digital content producers using Hotmart remains heterogeneous. For example, the largest group had a monthly income between R\$ 2,640 and R\$ 6,600 before starting their activities on the platform, both in 2024 (33% of producers) and in 2023 (31%). The slight increase of 2 percentage points in producers within this income range between the two years may reflect the growth in the professionalization of infoproduct producers over the past year.

Graph 4: Average Monthly Earnings of Content Producers Before Activities on Hotmart (%)

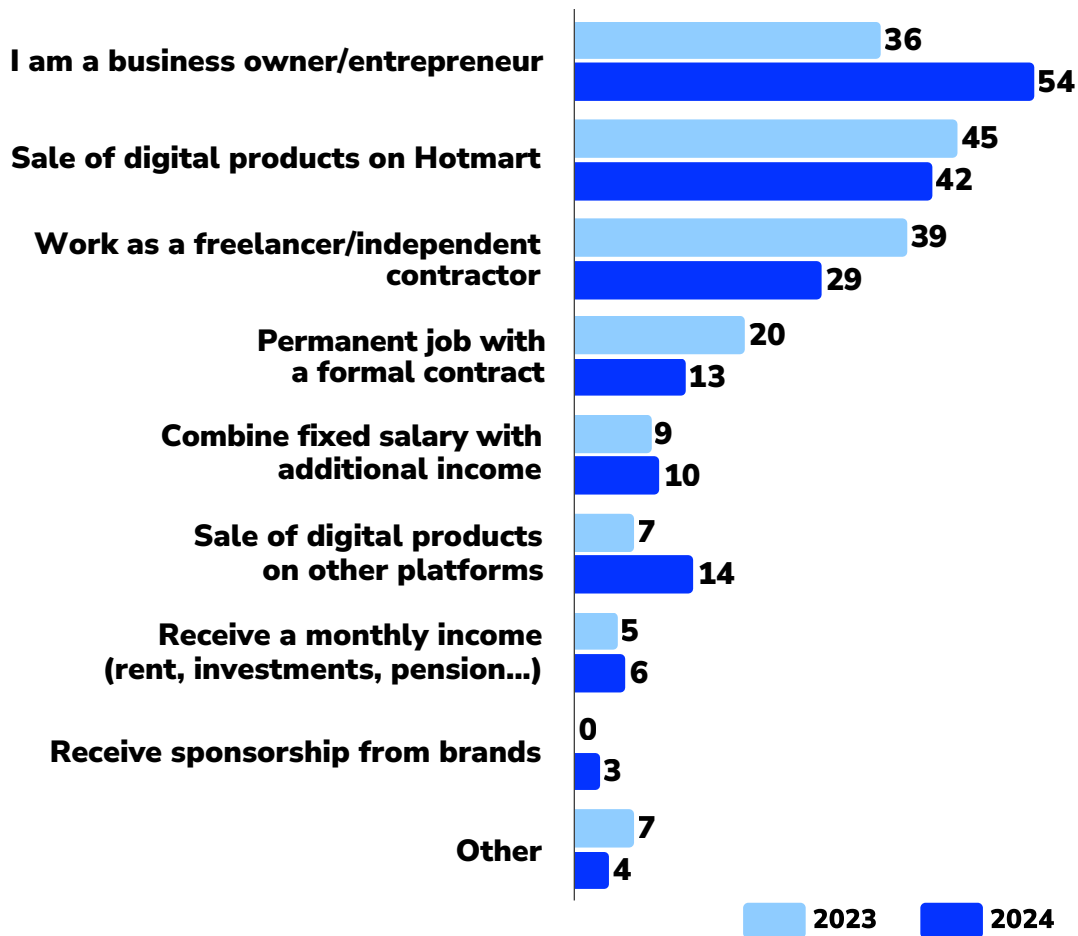


Source: Hotmart | Prepared by: FGV Comunicação Rio.

A more significant change occurred in the main source of monthly income reported by the interviewees. In 2024, 54% of them said their primary income source was their work as a business owner/entrepreneur, 42% stated it was the sale of digital products on Hotmart, while another 29% mentioned working as freelancers/independent contractors. In 2023, these proportions were different, with the largest group (45%) stating that their main income source was sales on Hotmart.

This shift in profile reflects a greater pursuit of independence and entrepreneurship among producers and indicates a maturing of career strategies and diversification of income sources to face competition and enhance earnings. The same trend of decentralizing content producers' income sources was observed in other relevant studies on the Creator Economy, such as YOUPIX, BRUNCH (2024).

Graph 5: Main Sources of Monthly Income (%)



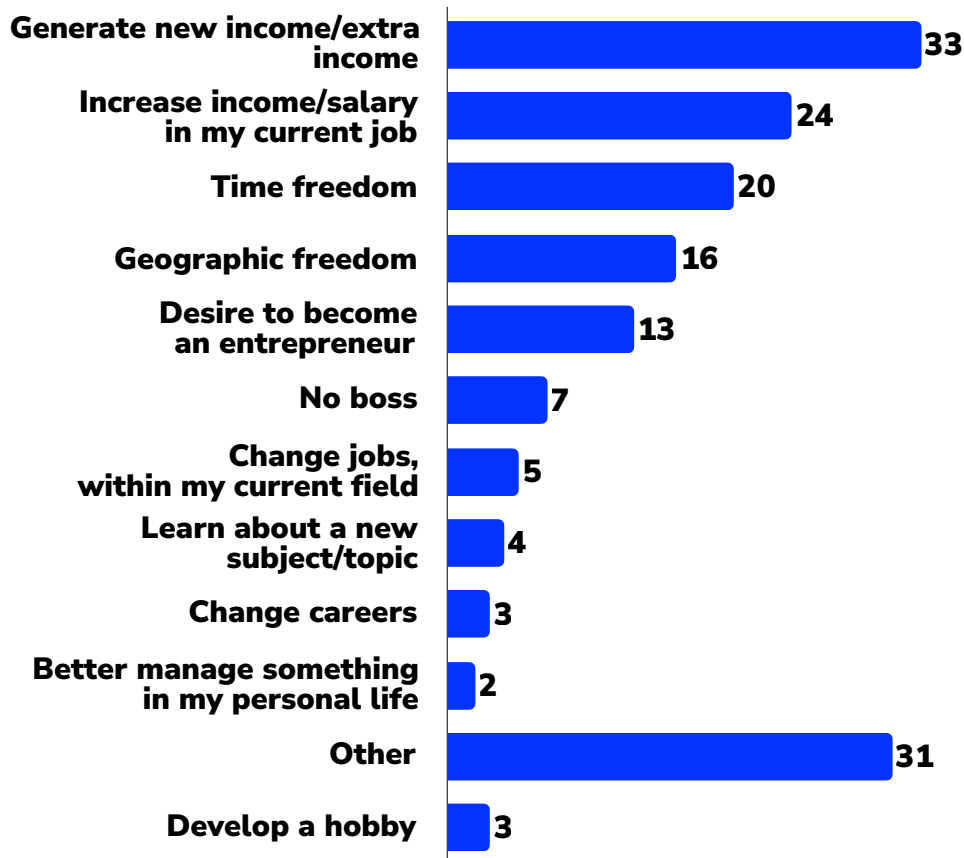
Source: Hotmart | Prepared by: FGV Comunicação Rio.

Structure of Businesses and Growth Strategies

The 2024 survey also provides insights into how digital producers and co-producers have structured their businesses and the strategies they are pursuing to achieve their goals, such as entrepreneurship, increasing income, and having more freedom of time, among others.

According to the respondents, **the main reasons for becoming infoproduct producers are the possibility of generating new income or extra income (33%), increasing income/salary at work (24%),** freedom of time (20%) or geographic freedom (16%), and the desire to become entrepreneurs (13%).

Graph 6: Motivations for Becoming Content Producers (%)

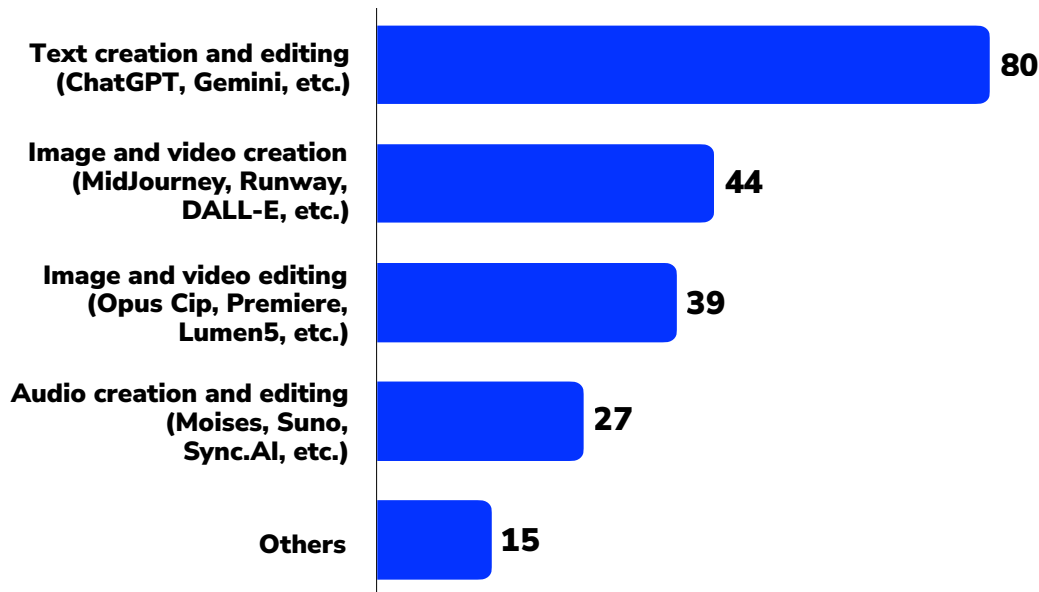


Source: Hotmart | Prepared by: FGV Comunicação Rio.

In another question, **32% of the content producers express interest in expanding their activities to include the sale of physical products, suggesting that the infoproducts market is diversifying.**

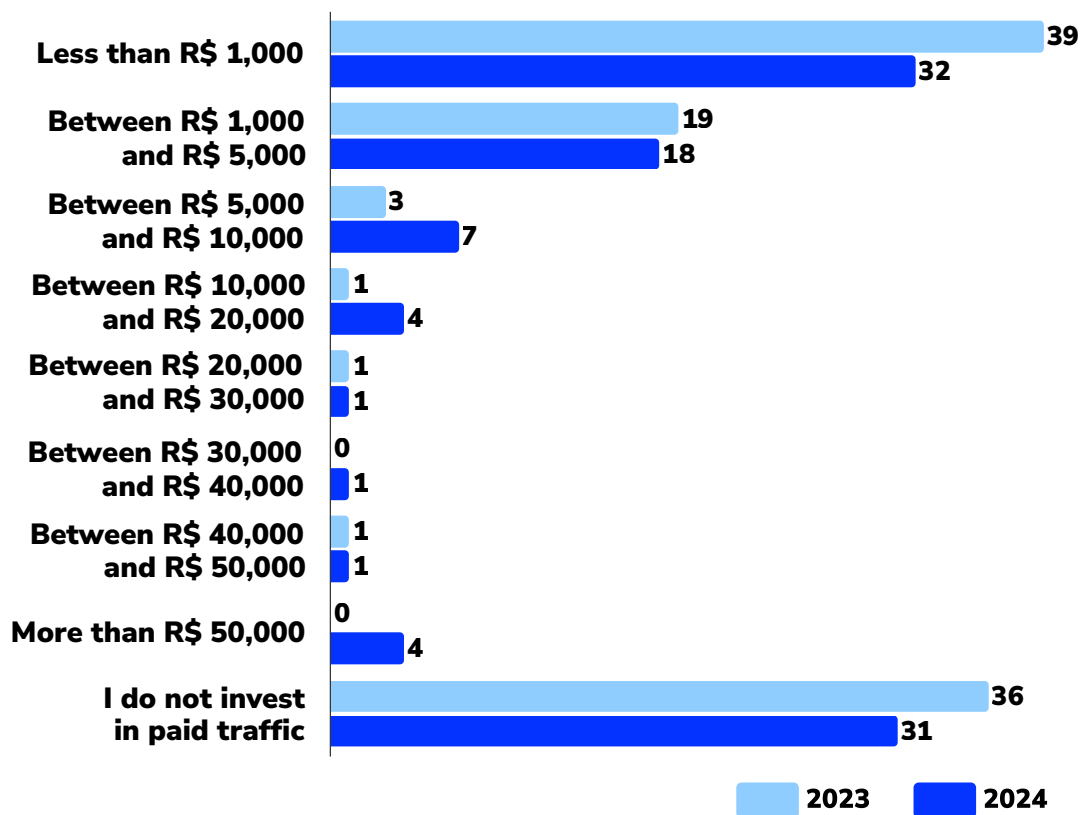
To optimize and enhance their results as content producers and co-producers, more than half **(55%) of the interviewees use Artificial Intelligence (AI) tools.** Among them, 80% use AI for text creation and editing (ChatGPT, Gemini, etc.), 44% for creating images and videos (MidJourney, Runway, DALL-E, etc.), and 39% for editing images and videos (Opus Clip, Premiere, Lumen5, etc.).

Graph 7: Use of Artificial Intelligence Tools (%)



Source: Hotmart | Prepared by: FGV Comunicação Rio.

Graph 8: Average Monthly Investment in Paid Traffic (%)



Source: Hotmart | Prepared by: FGV Comunicação Rio.

In terms of investment in content boosting strategies, the 2024 **data shows that half of the interviewees (50%) allocate up to R\$ 5,000 per month in paid traffic, while 31% state that they do not invest in this area.** In 2023, the proportion that invested up to R\$ 5,000 in this strategy was higher (58%), as was the percentage that did not allocate anything (36%). This slight change indicates that, even with lower amounts, more producers are starting to allocate some funds to paid boosting methods.

The 2024 survey also highlights the continued and significant impact of Hotmart on the income generation of its users, although with slight changes compared to 2023. The average monthly income of producers who have Hotmart as their primary source of revenue decreased slightly, from R\$ 11,431 in 2023 to R\$ 10,786 in 2024¹.

Despite this decrease, the value is still 154% higher than the income of producers who use Hotmart as one of their income sources, but not as the primary one, which was R\$ 4,009 in 2023 and R\$ 4,247 in 2024. This increase suggests a trend of professionalization and consolidation of digital businesses, with many producers seeking to diversify their income sources.

Table 4: Average Monthly Revenue of Content Producers Who Have Hotmart as Their Main Source of Income

	2023*	2024
Main source of income	R\$	R\$
Hotmart	11,431	10,786
Others	4,009	4,247

* the 2023 values were updated by the IPCA to 2024

Source: Hotmart | Prepared by: FGV Comunicação Rio.

The survey also reveals that, among content producers who have Hotmart as their main source of income, the impact of sales on the platform was even more significant in 2024. **This year, 100% of the respondents reported some income increase, and 64% said that the activity greatly boosted their earnings.** These results surpass those of 2023, when 70% reported income growth, and 40% mentioned a significant increase. Among users with more than one year on the platform, all pointed to income growth in both years.

¹ All income values mentioned are deflated to 2024 prices using the IPCA, for comparability purposes.

Table 5: Perception of Income Improvement, by Content Producers Who Have Hotmart as Their Main Source of Income

	2023	2024
Main source of income: Hotmart	%	%
Income increased significantly	40	64
Income increased	70	100
Income increased (users with more than 1 year on the platform)	100	100

Source: Hotmart | Prepared by: FGV Comunicação Rio.

In addition to the direct income generated by producers, Hotmart has a significant influence on the labor market. **In 2024, the platform was responsible for the creation of 389,448 direct and indirect jobs. This number represents a 29% increase compared to 2023, when 302,110 jobs were recorded.** This growth signals how Hotmart has kept pace with the continuous expansion of digital businesses in Brazil and has solidified its role as a driving force in generating employment opportunities, both for content producers and professionals who provide services to these entrepreneurs.

Table 6: Direct and Indirect Jobs Created by Hotmart

	2023	2024
Profile of the person	Quantity	Quantity
Content Producers	217,873	253,829
Team linked to Producers	82,737	134,119
Hotmart Team	1,500	1,500
Total	302,110	389,448

Source: Hotmart | Prepared by: FGV Comunicação Rio.

The impact of digital product sales on the income of the team associated with producers and co-producers was also significant. In 2023, the team had an average income of R\$ 1,210, which increased to R\$ 2,142 in 2024, indicating a higher valuation of support activities such as video editing, design, and social media management. **This increase in the remuneration of support professionals also reinforces the economic relevance of the Creator Economy by generating indirect jobs that help sustain the content production ecosystem.**

Table 7: Average monthly income by type of activity

	2023*	2024
Activity type	R\$	R\$
Content Producers	6,100	6,674
Team liked to Creators	1,210	2,142

* the values for 2023 have been adjusted using the IPCA to reflect 2024 figures

Source: Hotmart | Prepared by: FGV Comunicação Rio.

Regarding the income generated from work on Hotmart, the average income for producers who are legal entities (businesses) is R\$ 10,007, while for those who are individuals (natural persons) it is R\$ 4,987. In both cases, there was an increase compared to the income recorded in 2023 by these segments, which were R\$ 9,670 and R\$ 4,854, respectively. This can be explained by the fact that the producers who earn the most on the platform tend, over time, to formalize as legal entities, and this professionalization, as already observed, is expanding.

Table 8: Average Monthly Income, by Individual and Legal Entity

	2023*	2024
Activity type	R\$	R\$
Legal Entity	9,670	10,007
Individual	4,854	4,987

* the values for 2023 have been adjusted using the IPCA to reflect 2024 figures

Source: Hotmart | Prepared by: FGV Comunicação Rio.

The research confirms that Hotmart continues to play a vital role in the growth of the Creator Economy in Brazil. **The increase in revenue, diversification of income sources, and adoption of new technologies indicate a more robust and promising ecosystem, capable of generating considerable economic impacts for thousands of content producers and co-producers.** The comparison with 2023 data reveals a trajectory of maturation, with visible improvements in financial returns and strategies adopted by infopreneurs.

4



In this section, three success stories of content producers who sell digital products on Hotmart are presented. The impact and business data were provided by the platform itself.



**Gabriel
Salomão**

@larmontessori

City

Fortaleza (CE)

Niche

Early Childhood Education and Family

Impact on Hotmart

About 3,500 students in more than 20 countries

Their digital business

**Online courses on the Montessori method
of education for children**

Year of first sale on Hotmart

2019



I chose to be an entrepreneur because I have the dream of improving the lives of millions of children with the Montessori method. With the digital market, I can fully dedicate myself to this dream and bring Montessori to adults with children who wouldn't have access to such quality education in any other way.





Maria Claudia Brito

@dramariaclaudiabrito

City

Santa Rita do Passa Quatro (SP)

Niche

Education

Impact on Hotmart

Over 7,000 students in 17 countries

Their digital business

Online courses for teachers, caregivers, and professionals dedicated to caring for individuals with Autism Spectrum Disorders

Year of first sale on Hotmart

2017



The digital market in 2017 opened the doors to entrepreneurship for us and allowed us to reach thousands of people who needed the knowledge we had to offer. This has enabled us, and continues to enable us, to help transform the lives of our thousands of students while we grow as a company.





**Débora
Dable**

@deboralibras

City

Curitiba (PR)

Niche

Brazilian Sign Language (Libras)

Impact on Hotmart

Around 8,000 students in more than 10 countries

Their digital business

Online courses, workshops, and study materials on Brazilian Sign Language (Libras)

Year of first sale on Hotmart

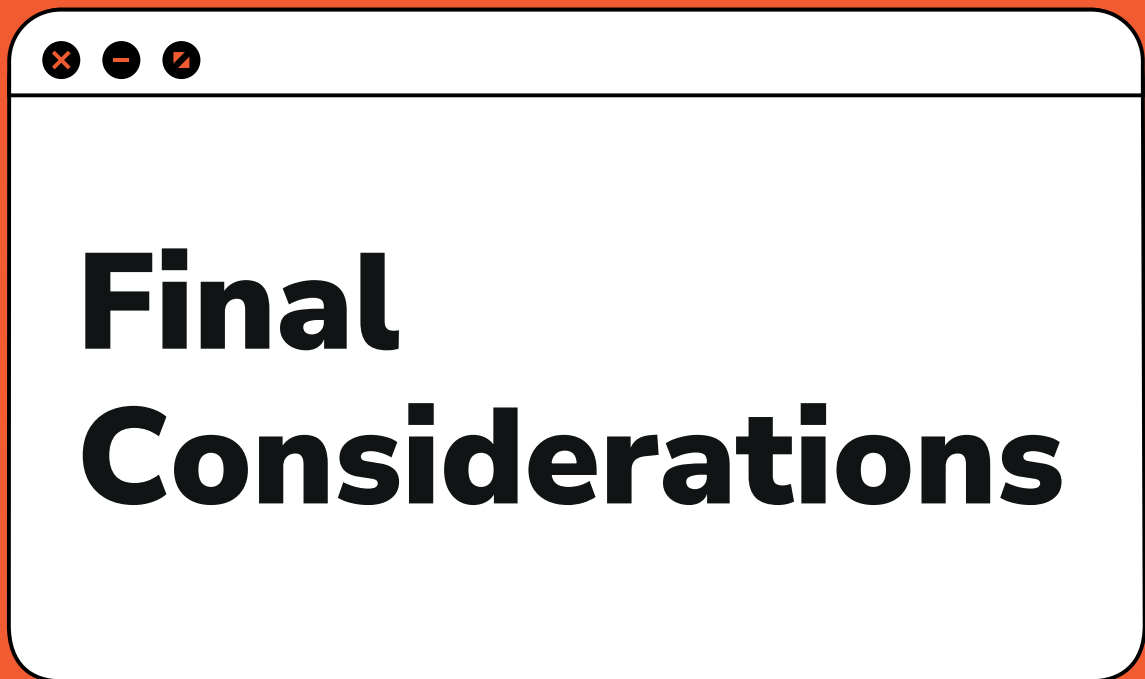
2020



The digital market allowed me to share knowledge that brings linguistic dignity through Libras to the deaf people from all corners of Brazil.



5



**Final
Considerations**

This report aimed to evaluate the impact of Hotmart's digital businesses on the Brazilian Creator Economy in 2024, exploring its role in expanding income opportunities and creating both formal and informal jobs. **Hotmart, a platform that has established itself as one of the leading facilitators of digital businesses in Brazil, was responsible for generating approximately 389,000 jobs, a nearly 30% increase compared to the previous year.** This growth reaffirms the digital ecosystem's ability to absorb and develop talent, as well as provide a viable and competitive income alternative for content producers and digital entrepreneurs.

The research conducted by FGV Comunicação Rio highlighted the transformation in the profile of producers using Hotmart. **In 2024, there was a noticeable diversification in revenue sources and a more strategic use of technological tools such as Artificial Intelligence, which contribute to the sector's professionalization.** In addition to improving their operations, many producers began adopting more structured business practices, registering as legal entities, which facilitates partnerships and formalizes activities.

The data collected underscores the need for public policies and specific sectorial data that would enable a precise and ongoing analysis of the impact of the Creator Economy in Brazil. A robust set of information about digital businesses would not only benefit the understanding of this market but also allow for comparisons with other economies and the development of guidelines that encourage inclusion and sustainable growth within the sector.

In summary, the Creator Economy, driven by Hotmart, has become a significant economic engine in Brazil, both through job creation and by stimulating entrepreneurship and technological innovation. This study focused on the specifics of this case, presenting data that contributes to a detailed understanding of Hotmart's impact on the Brazilian digital market.



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