

# INFLUENCER MARKETING UNBOXED

Annex



December 2025



The European Consumer Organisation (BEUC) is the largest organisation promoting the general interests of Europe's consumers. Founded in 1962, it proudly represents more than 40 independent national consumer organisations from over 30 European countries. Together with our members, we inform EU policies to improve people's lives in a sustainable and fair economy and society.

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The following document is an Annex to the report *Unboxing Influencer Marketing: evidence of how the fast fashion & food sectors hook consumers*. The annex contains additional evidence from consumer organisations, showing the widespread use of influencers' promoting fast fashion and food companies advertising unhealthy foods (HFFS) to children in Europe.

## Methodology

- **Fast fashion sector:** 12 BEUC member organisations from 10 countries (Arbeiterkammer in Austria, Forbrugerrådet Tænk in Denmark, KEPKA and EKPIZO in Greece, Altroconsumo in Italy, Forbrukerrådet in Norway, Federacja Konsumentow in Poland, DECO in Portugal, Zveza Potrošnikov Slovenije in Slovenia, Asufin and OCU in Spain, and Federation Romande des Consommateurs in Switzerland) collected over 350 examples of how influencers promote fast fashion companies on Instagram, TikTok, YouTube and Snapchat between June and September 2025. The evidence was collected both from the platforms' apps and web applications.
- **Food sector:** Five BEUC member organisations (Асоциация Активни потребители in Bulgaria, DECO in Portugal, OCU in Spain, Sveriges Konsumenter in Sweden and Federation Romande des Consommateurs in Switzerland) collected over 300 examples of how influencers promote unhealthy food (especially towards children) on Instagram between March and April 2025. BEUC selected 13 examples of influencer marketing promoting unhealthy foods to children relying on different marketing techniques and submitted them to the complaint mechanism of the self-regulatory EU Pledge, none of which were successful.<sup>1</sup> BEUC members Arbeiterkammer from Austria and Verbraucherzentrale Bundesverband from Germany also submitted some examples of influencer marketing of food supplements.

This evidence-gathering should be considered as a snapshot of current practices from across Europe and not as a scientific assessment. Screenshots are in the Annex accompanying this report.

Examples below are listed alphabetically by country.

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<sup>1</sup> Launched in 2007, the EU Pledge (<https://eu-pledge.eu/>) is a self-regulation initiative of leading food companies in the EU to restrict unhealthy food marketing to children. Since 2008 the initiative allows the public to report potential non-compliance.

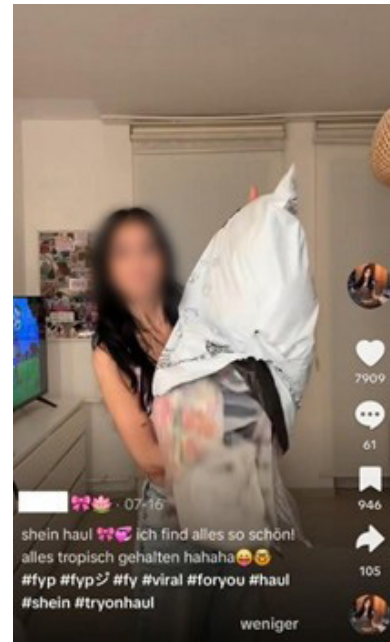
## Example from Arbeiterkammer (Austria)

### Fast fashion

An influencer with 13,100 followers posts a video of her daughter showing products from SHEIN (Instagram, screenshot taken 5 August 2025).



An influencer with 30,000 followers posts a video showing large amounts of clothes from SHEIN, through a try on-haul (TikTok, screenshot taken 20 August 2025).

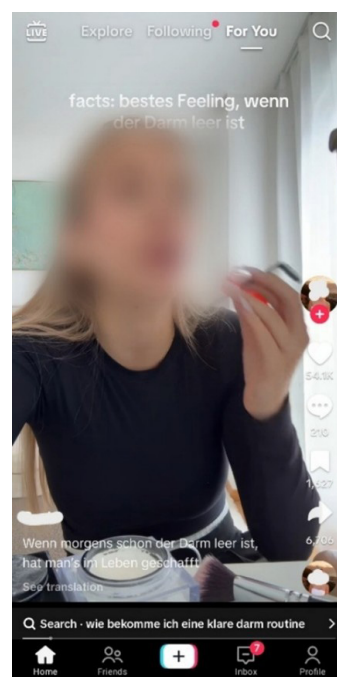


### Food supplements

An influencer almost 100,000 followers on TikTok posts a video from a studio where she gets an “immunity drip”, an intravenous therapy that is supposed to deliver vitamins, minerals and other nutrients (TikTok, screenshot taken 16 October 2025).



An influencer with 636,000 followers regularly posts about gut health and promotes food supplements; caption reads “when your gut is empty in the morning already, you have made it in life” (TikTok, screenshot taken 16 October).



## Example from Bulgarian National Association Active Consumers (Bulgaria)

The influencer (a 21-year-old actress from Bulgaria) with 34,00 followers is posting a series of photos drinking different Coca Cola flavours that she likes integrating "into her routine" (Instagram, screenshot taken 8 August).

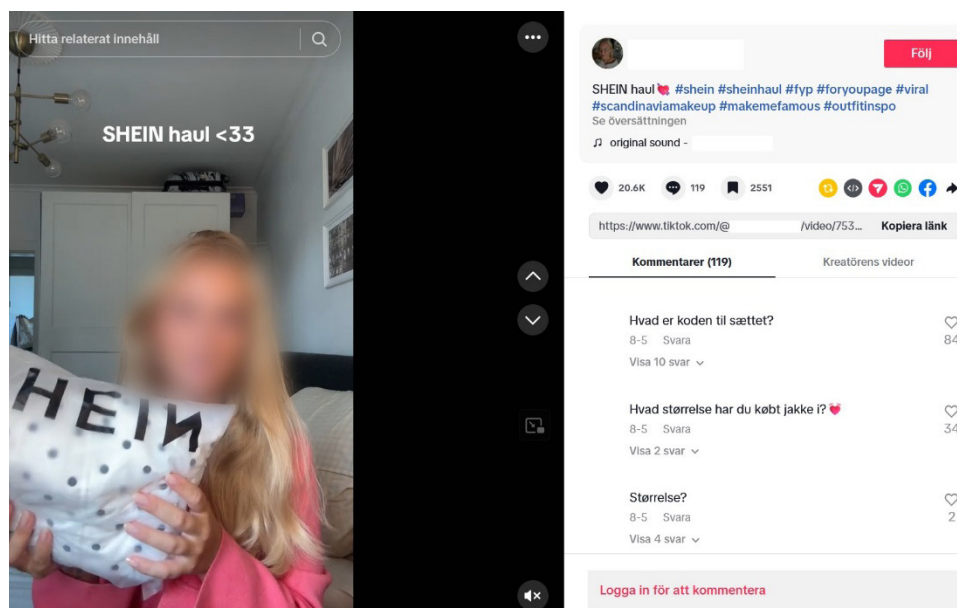


An influencer with 40,000 followers posts an unboxing video of a limited-edition oreo cookie, a collaboration with the Minecraft film, a very popular franchise with children and teenagers (Instagram, screenshot taken 7 August).



## Example from Forbrugerrådet Tænk (Denmark)

### Fast fashion



The influencer with 37,200 followers posts a video showing clothes from SHEIN, mentioning a viral jacket from Zara and explaining that she bought a similar one from SHEIN because it is trendy and she probably will not wear it often (TikTok, screenshot taken 25 August 2025).





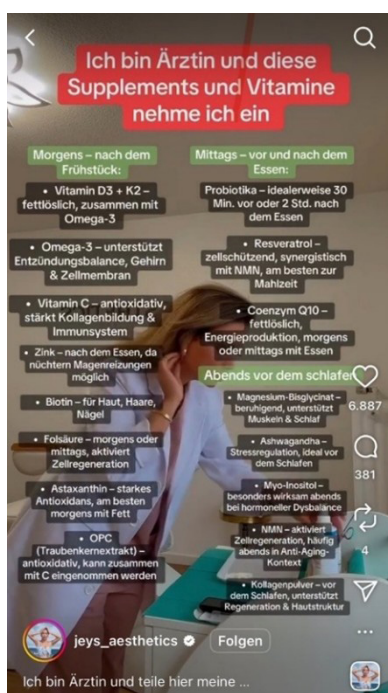
PAKKER FRA SHEIN 🤩 FIA KED AF SIN NYE GALLAKJOLE IGEN 🧑🏻👦

The influencer with 68,000 subscribers posts a video featuring her daughter showcasing products from SHEIN. In the video, the mother says: "You have to remember that these are cheap items we've bought, so the quality might not be the best. But it's fun!" (YouTube, screenshot taken 25 August 2025).

## Examples from Verbraucherzentrale Bundesverband (Germany)

### Food supplements

An influencer doctor with 84,000 followers' posts: "I am a doctor and these are the supplements and vitamins I take daily" with the type of supplement and their promises (Instagram, screenshot taken 16 October 2025).



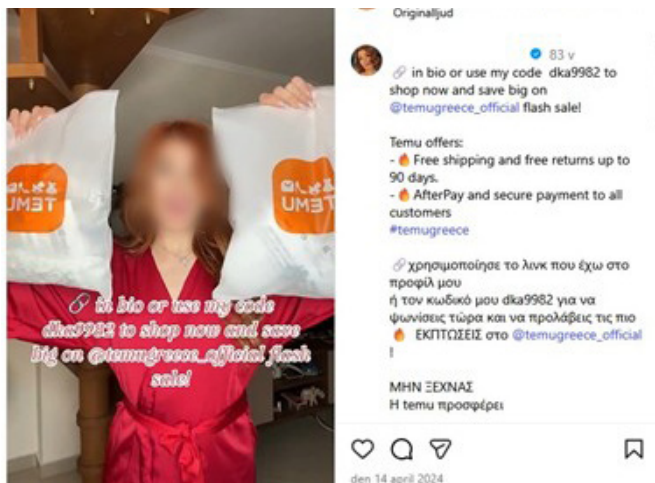
An influencer with 103,000 followers says "comment to receive a list of food supplements that are crucial to stay healthy" and offers courses (Instagram, screenshot taken 14 September 2025).



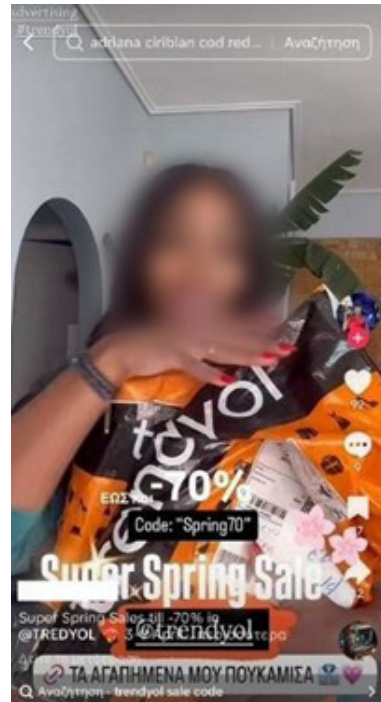
## Example from EKPIZO (Greece)

### Fast fashion

An influencer with 136,000 followers does a try-on haul with clothes from Temu, provides a discount code and encourages her viewers to “save big on @temugreece\_official flash sale!”. The video is marked as paid partnership with Temu (Instagram, screenshot taken 19 November 2025).



The influencer with 11,700 followers posts a video promoting clothes from Trendyol, offering a discount code with up to 70% off (TikTok, screenshot taken 6 April 2025).



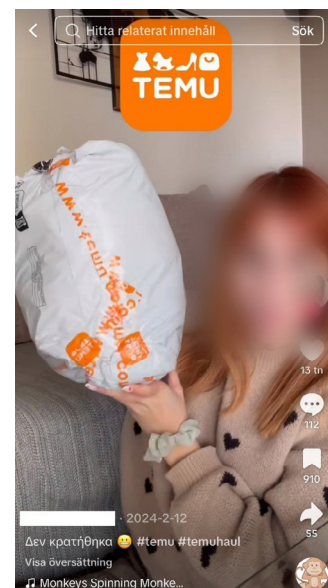
## Example from KEPKA (Greece)

### Fast fashion

An influencer with 167,000 subscribers posts a video showing items she has bought from Temu. She also offers a code to new customers, as well as a voucher of EUR 100 (YouTube, screenshot taken 12 November 2025).



The influencer with 606,000 followers on TikTok shows of clothes and products she has bought from Temu (TikTok, screenshot taken 19 November 2025).



## Example from Altroconsumo (Italy)

### Fast fashion

The influencer with 864,000 followers, in collaboration with SHEIN United Kingdom, posts a series of pictures promoting clothes from Missguided available on SHEIN's platform (Instagram, screenshot taken 31 October 2025).



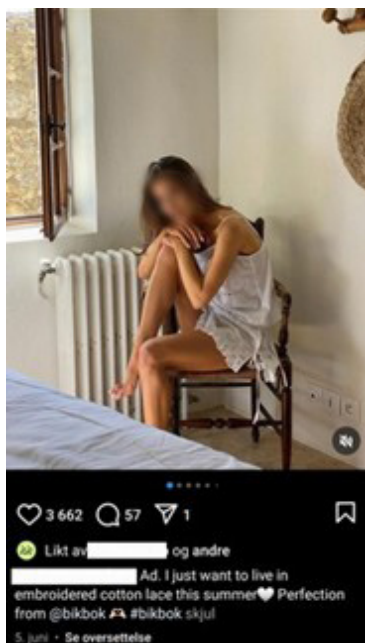
The fast fashion brand Terranova posts a picture together with an influencer with 142,000 followers, with the text *"summer moments hit different in my total Terranova look by @xxx"* (screenshot taken 19 November 2025).



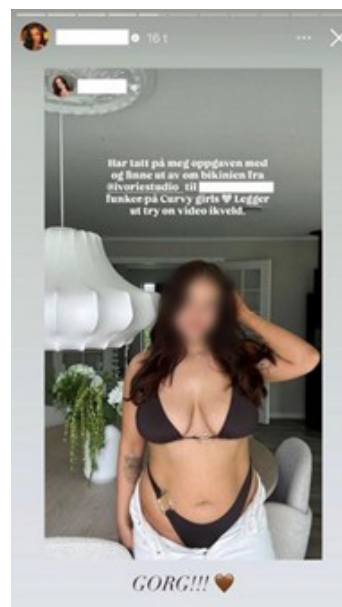
## Example from Forbrukerrådet (Norway)

### Fast fashion

The influencer with 584,000 followers promotes BikBok, using the wording *"I just want to live in embroidered cotton lace this summer. Perfection from BikBok."* This could be considered a form of happy-washing (Instagram, screenshot taken 5 June 2025).



A follower of one of Norway's biggest influencers with 412,000 followers, takes on the roles as advertiser for the influencer's own clothing brand. The follower is looking for clothing items that works for "curvy" girls. The influencer shares the post through her stories with the wording *"GORG!!!"* (Instagram, screenshot taken 3 July 2025).

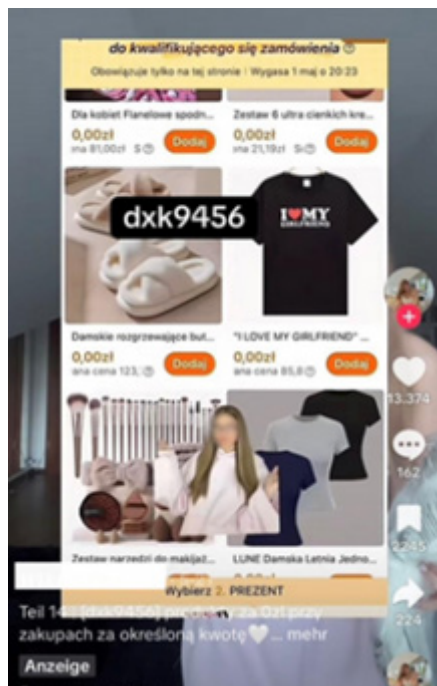




## Example from Federacja Konsumentow (Poland)

### Fast fashion

The influencer with 31,700 followers posts a video promoting clothes from Temu for PLN 0 (EUR 0), when purchasing for a specific amount (TikTok, screenshot taken 9 August 2025).



An influencer with 1 million followers show of clothes from SHEIN through pictures on Instagram. In the text, she includes that it is an advertisement for @sheinpl\_official and provides a 15% discount code (Instagram, screenshot taken 19 November 2025).

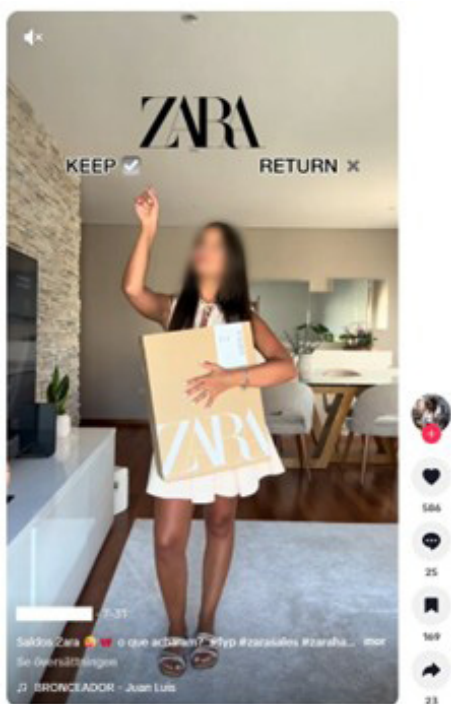


## Example from DECO (Portugal)

### Fast fashion



The influencer with 28,100 followers posts a video promoting clothes from Zara, saying that she has bought a lot of clothes because they were on sale, even though she is aware that some might not fit her. She asks her followers on what clothes to keep and which ones to return, to get a refund (TikTok, screenshot taken 12 November 2025).



The influencer with almost 6,000 followers posts a video promoting clothes from Zara, doing a so called “keep or return”-video (TikTok, screenshot taken 12 November 2025).

## Unhealthy food marketing to children

An influencer (32,000 followers) posting football content in Portugal, popular among young audiences, posts a video promoting a competition from Pepsi to win tickets to a football game, encouraging the audience to buy Pepsi or Leys products and scan a QR code to win (Instagram, screenshot taken 8 August 2025).



This post shows an influencer (236,000 followers) walking through a Minecraft-style fantasy world interacting with animated animals and eating Oreo cookies. The franchise is widely popular with children and teenagers. (Instagram, screenshot taken 5 August 2025).



## Example from Zveza Potrosnikov Slovenije (Slovenia)

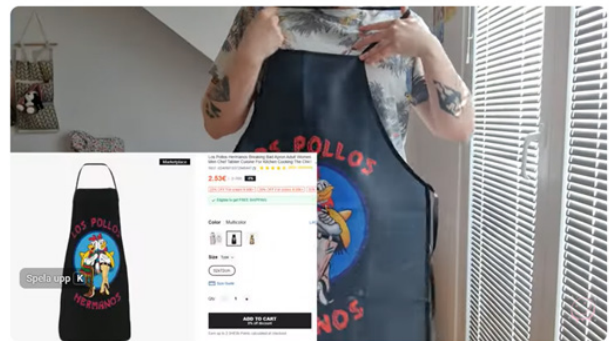
### Fast fashion

The influencers with almost 34,000 subscribers posts a video doing a try-on haul of clothes from SHEIN and Temu (YouTube, screenshot taken 12 November).



OGROMEN Shein in Temu haul | Kaja Kurbas

The influencer with 42,000 subscribers posts a video showing products and clothes from SHEIN, saying she is aware of the negative environmental and social impact of fast fashion, and that she prefers to support second-hand shopping. She says that she only purchases from SHEIN on rare occasions (YouTube, screenshot taken 12 November).



TEYA KUPUJE BEDARIJE NA SHEINU #haul | CIPHERTEYAA x Kaja Kurbas

## Example from Asufin (Spain)

### Fast fashion

An influencer with almost a half million followers posts a video trying on clothes from Temu and shares a coupon offering discounts on Temu purchases (Instagram, screenshot taken 29 August).



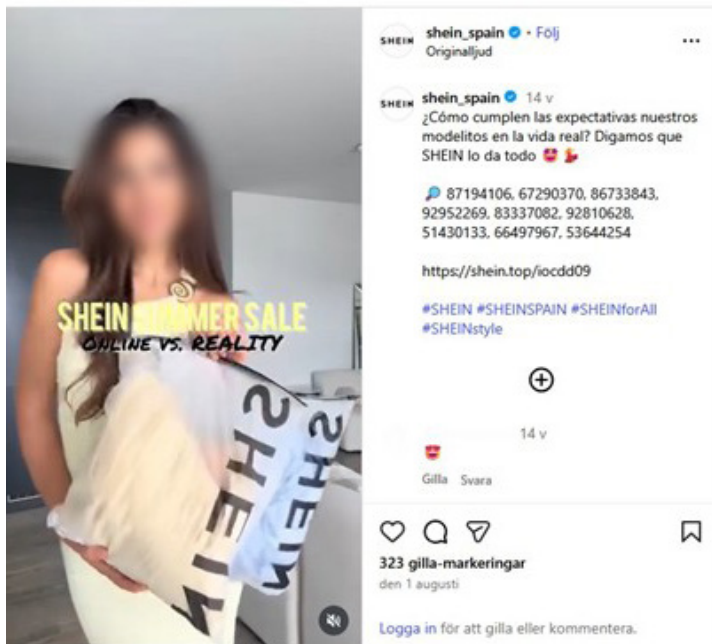
The influencer with 136,000 followers posts a video trying on clothes from Zara (Instagram, screenshot taken 8 September 2025).



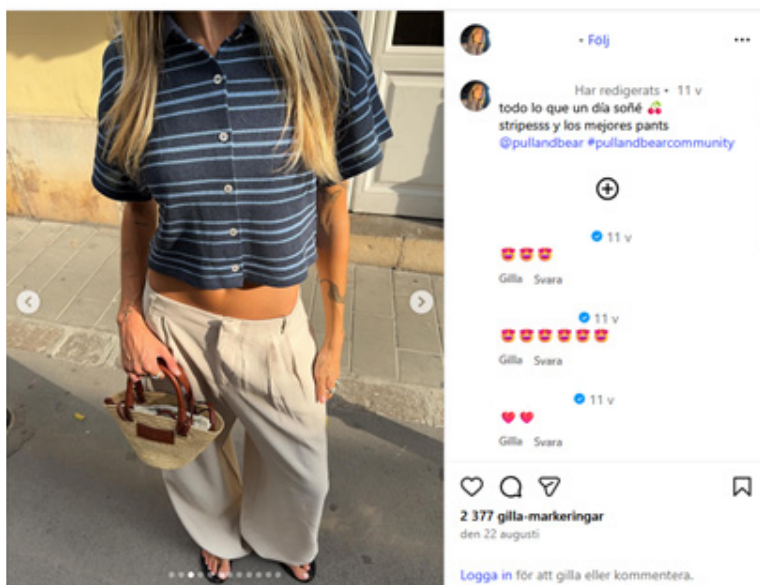


## Example from OCU (Spain)

### Fast fashion



SHEIN's official account of Spain (with 1 million followers) posts a video of an influencer showing summer clothes from SHEIN, comparing how the clothes look online versus in reality (Instagram, screenshot taken 12 November 2025).

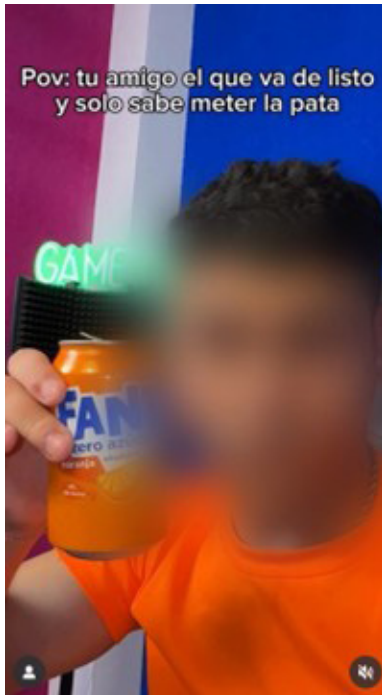


An influencer with 331,000 followers posts a series of pictures, promoting a pair of pants from Pull & Bear, with the phrase "everything I ever dreamed of" (Instagram, screenshot taken on 12 November 2025).



## Unhealthy food marketing to children

A 22-year-old streamer and influencer with 2.5 million followers is trying different Fanta flavours while acting out a scene where a teacher reprimands a student for talking in class (Instagram, screenshot taken 7 August 2025).



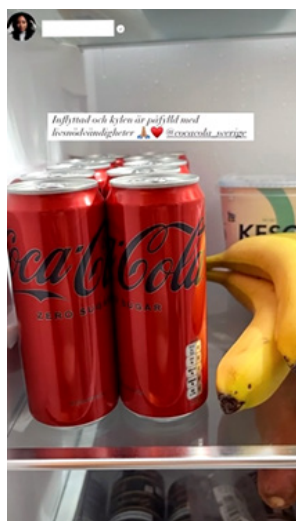
"Esports industry Content creators" (126,000 followers) popular with a young audience advertise Pringles products in a video where they discuss famous footballers' goal statistics (Instagram, screenshot taken 4 August).



## Example from Sveriges Konsumenter (Sweden)

### Unhealthy food marketing to children

24-year-old actress (250,000 followers) from the global Netflix series *Young Royals*, a show with a large teenage and young adult fan base, posts a picture of her fridge with the caption: "Just moved in and the fridge is filled with the necessities of life" (Instagram, screenshot taken 8 August).



23-year-old table tennis player (283 000 followers) and a referee (37 000 followers) and sports influencer are challenging each other to a series of table tennis matches, drinking a popular energy drink (Instagram, screenshot taken 8 August).



## Example from Federation Romande des Consommateurs (Switzerland)

### Fast fashion



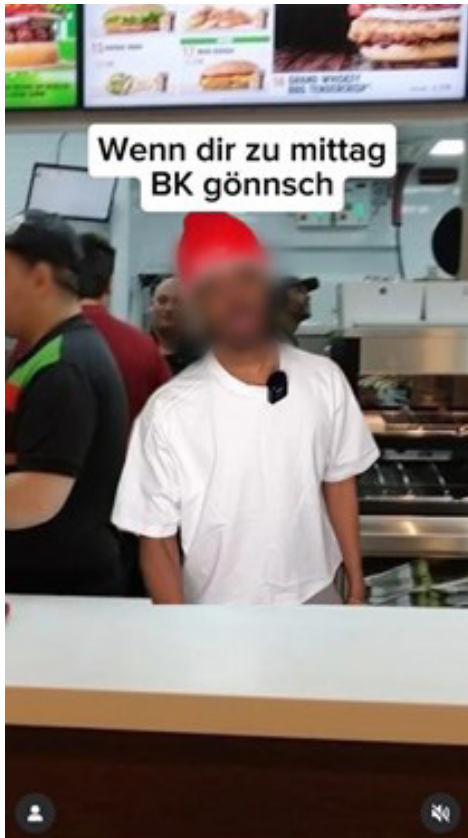
The Swiss fast fashion brand Chicorée Fashion (with 99,400 followers) publishes a video together with an influencer (with 458 000 followers), promoting autumn clothes. The post also says that the collection is only available online for 3 days, creating a sense of urgency (Instagram, screenshot taken 8 September 2025).



The German fast fashion brand Tally Weijl (with 952 000 followers) posts a video together with an influencer (with 40,900 followers) promoting OOTD, 'Outfit of the Day', using hashtags such as #TotallyUnstoppable (Instagram, screenshot taken 13 November 2025).

## Unhealthy food marketing to children

A 24-year-old influencer and comedian (17,000 followers) creates a sketch in a Burger King advertising a Duo Bacon Cheddar Burger (Instagram, screenshot taken 7 August).



A 20-year-old influencer is invited to a festival sponsored by Coca Cola (Instagram, screenshot taken 8 August).

