



UNDERSTANDING NEW RISKS FOR ENTREPRENEURS

Unique Risks For Evolving Industries

SUMMARY REPORT

boldpenguin.com



Introduction

Bold Penguin is proud to present the *Unique Risks of Evolving Industries 2025 Report*. This year's Report was crafted to help insurance agents navigate the unique risks of six industries that have evolved in a post-pandemic world and now present new growth opportunities for agents and carriers.

In the first half of 2025, we explored one unique industry per month that was significantly and positively changed by the social and economic shifts brought about by COVID-19. Some of the in-depth topics and trends we highlighted and analyzed were the emergence of side-hustle and full-time online retailers and influencers, the explosive socio-economic growth of digital freelancers, and the bright future for online coaches and support services.

Out of this analysis, we were able to identify six industries that are exploding post-COVID and are ripe

with opportunity for agencies; opportunities that can be easily taken advantage of, *if* agents are cognizant of and understand the specific risks inherent in these very specialized spaces. We spotlighted the role engaged, educated agents can play in helping these new entrepreneurs mitigate their risks, bringing impactful value-add to their businesses.

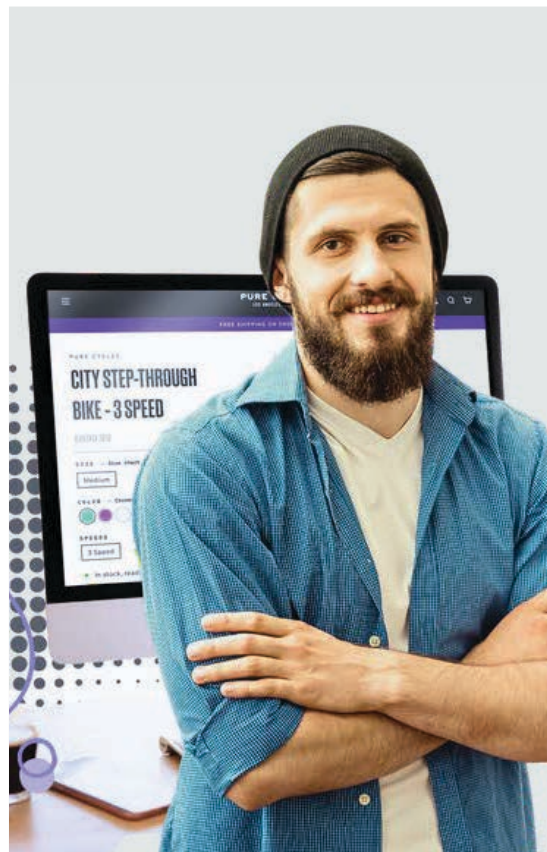
Just as these industries have evolved, so have the coverage solutions that protect them. Each chapter pinpoints coverage options that are now available to protect business owners from the very particular risks that are inherent to these nascent verticals.

The 2025 Report would not be possible without the invaluable subject matter expertise graciously provided by our national and specialty carrier partners. As usual, they provided invaluable insight, helping us help entrepreneurs, and the agents who protect them, with the right protection.



Table of contents

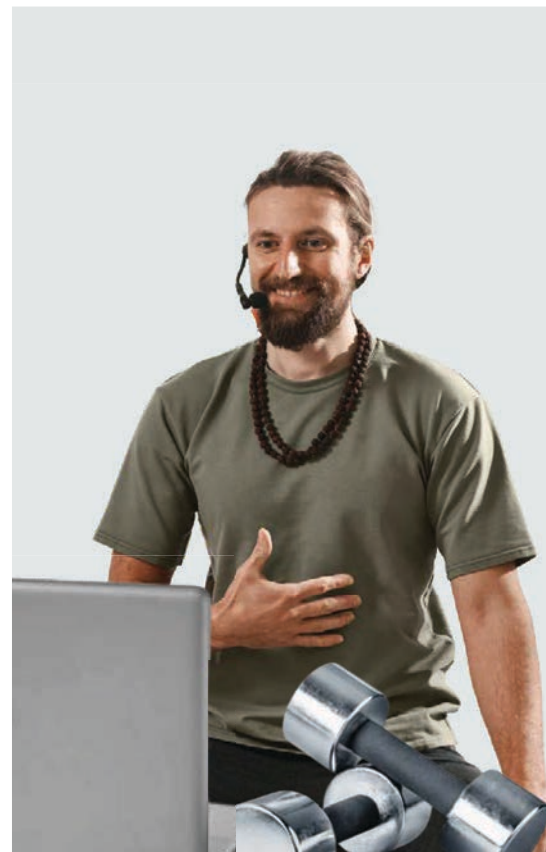
JANUARY



Digital freelancers & online retailers

4 - 6

FEBRUARY



Wellness & self-care

7 - 9

MARCH



Supplemental home care

10 - 12

APRIL



Farm-to-table

13 - 15

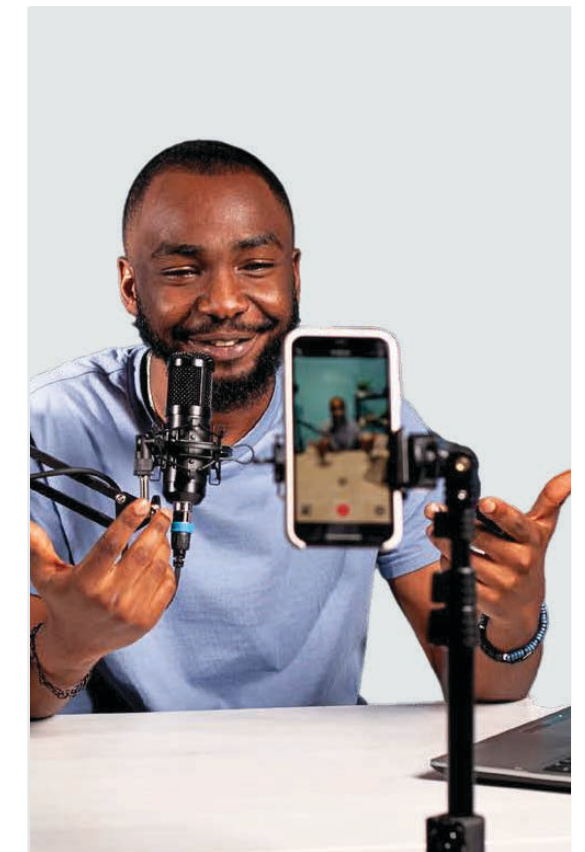
MAY



Online support services

16 - 18

JUNE



Influencers & content creators

19 - 21

- 1
- 2
- 3
- 4
- 5
- 6

BOLD PENGUIN[®]

GROW YOUR BOOK WITH UNTAPPED MARKETS

Digital freelancers & online retailers



UNIQUE RISKS FOR EVOLVING INDUSTRIES SERIES

Unique risks and insurance for freelancers and online retailers

DIGITAL FREELANCERS AND ONLINE RETAILERS ARE MORE POPULAR THAN EVER

New business startups have boomed since 2020, with a record-breaking 5.5 million new business applications in 2023. The pandemic ushered in several socio-economic factors that shaped a business landscape primed for growth and entrepreneurship such as:

- Flexible work styles, enabling entrepreneurs to unlock multiple streams of income.
- Access to technology, giving newcomers the opportunity to compete with larger entities.
- Changed consumer preferences and habits, paving the way for unprecedented e-commerce demand.

The “side hustler” entrepreneur, or the individual who worked for income supplementary to one's primary job, became a household term. For this chapter, we will concentrate on two noteworthy subcategories within the side hustle umbrella: online

retailers (those who opened an e-commerce business) and digital freelancers (those who offer digital services like IT consulting or web design) and how they have experienced extraordinary growth due in part to the factors outlined above.

The historic shift in supply and demand for these side hustlers ushered in new, evolved, associated risks. Regardless of the entrepreneur's motivation to enter the industry, agents and carriers are stepping up to help provide the right insurance coverage for the unique risks they face.

NOTEWORTHY TRENDS, INSIGHTS, AND INSURANCE FOR FREELANCERS AND ONLINE RETAILERS

Online retailers, in particular, experienced incredible growth during the pandemic due to the easy access to e-commerce platforms and tools and an increased demand for convenient online shopping. According to the U.S. Bureau of Labor Statistics, “While the surge in new business applications [in 2020] was ‘uneven



People doing freelancer work in the U.S.

Source: Statista, 2023

“While the surge in new business applications [in 2020] was ‘uneven across sectors,’ the largest increases were in the non-store retail sector (alone accounting for **1 out of every 3 new businesses formed during the pandemic**) and the personal services sector.”

U.S. BUREAU OF LABOR STATISTICS

across sectors,' the largest increases were in the non-store retail sector (alone accounting for 1 out of every 3 new businesses formed during the pandemic) and the personal services sector. This finding reflects another continuation of a trend: the shift toward e-commerce, with small businesses now selling goods and services online instead of renting a storefront."

Freelancers also experienced unprecedented growth during the pandemic. According to [Statista](#), in 2023, there were 64 million people (about twice the population of Texas) doing freelance work in the U.S., up from 53 million in 2013. Even more noteworthy is that "47% of all freelancers provided knowledge services such as computer programming, marketing, IT, and business consulting in 2023," according to [Upwork Research Institute's 2023 Freelance Forward survey](#).

The locations of these new ventures are yet another noteworthy trend. Becky Monfre, Vice President of Digital Distribution with [Coterie](#), shared that "currently at Coterie, we estimate that nearly 30% of the businesses we insure are home-based occupancy or new ventures."

WHY AND HOW COMMERCIAL AGENTS ARE ADAPTING TO THE NEW LANDSCAPE

As trusted advisors to any business owner, regardless of size, agents should start with analysis

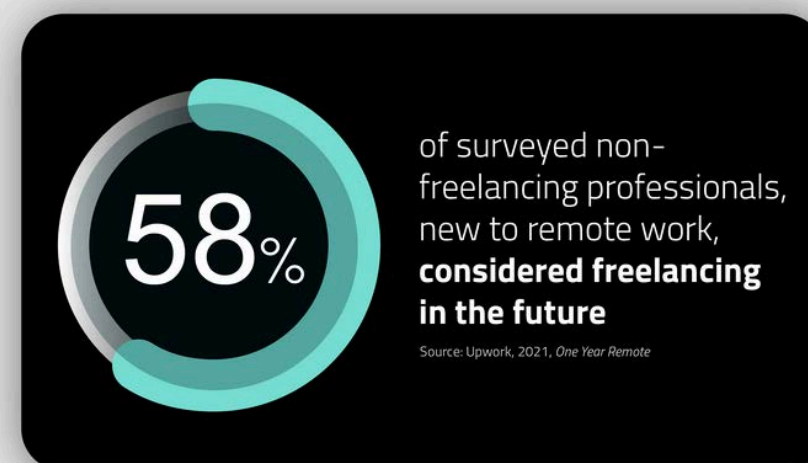
of risks, research, and meaningful conversations. "For any side hustle, the question is: what could go wrong, or what could we be accused of doing wrong (even if we didn't do it wrong)? The answer will often lead the entrepreneur to the risks that need to be protected against and insured," said Paul Spelman, Senior Vice President, Underwriting Management, with [Hiscox USA](#) in a recent interview.

At their core, these entrepreneurs aren't different from many of the other established, larger commercial entities. They are just new to the risks. Addressing the knowledge gap about needs for insurance for freelancers will be a crucial step. Spelman continued, "Anyone selling products/services to others is taking on risk, but often a 'side hustle' business may assume they don't need insurance. That's simply not true."

POTENTIAL RISKS AND COVERAGE SOLUTIONS

For those new to e-commerce, "when you're reselling, relabeling or acting as a distributor for any product, it is important to understand where your core products are coming from and to document the chain of distribution. Your business processes should include documenting the origin of materials and tracking your stock," said Monfre.

When it comes to digital freelancers, Spelman shared



this advice: "Any side hustle that requires professional certifications and offers professionally trained skills/services should consider professional liability coverage (often called Errors & Omissions) to protect themselves in the case they make a mistake." He continued, "Almost all businesses need workers' compensation if they have employees other than the business owner. Similarly, any business that has an automobile used primarily for the business would need commercial auto coverage."

For more information and tips on how to advise freelancers and online retailers, [click here](#).

- 1
- 2
- 3
- 4
- 5
- 6

BOLD PENGUIN®

GROW YOUR BOOK WITH UNTAPPED MARKETS

Entrepreneurs in wellness & self-care

UNIQUE RISKS FOR EVOLVING INDUSTRIES SERIES



The unique risks & insurance for entrepreneurs in the **wellness industry**

THE WELLNESS INDUSTRY IS THRIVING

Few industries have experienced such massive, recent growth as the wellness industry. Fueled by an unprecedented awareness of mental health, an increased interest in esthetics, and a boom in fitness training, global growth continues in the self-care and wellness industry with seemingly relentless momentum. That means increased interest in, need for, and growth of self-employed insurance in this vertical – but we’ll get to that later. First, let’s dig into the trend.

The Global Wellness Institute’s (GWI) Global Wellness Economy Monitor 2024 states, “The research finds that the wellness market grew from \$4.6 trillion in 2020 to \$5.8 trillion in 2022 and reached a record \$6.3 trillion by the end of 2023 (9% annual growth).”

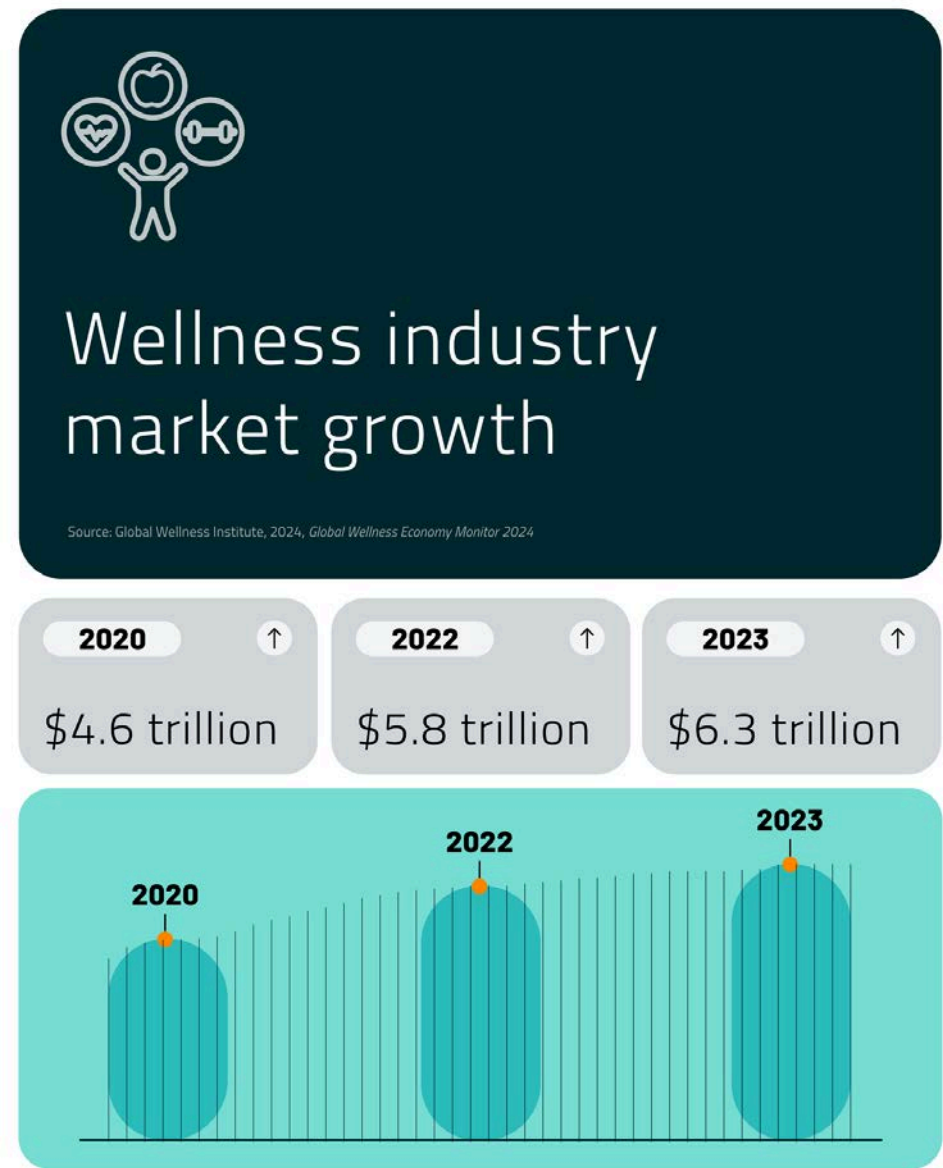
In their report, the Institute reaffirms the wellness industry trend, continuing, “Market sizes in nine of the 11 wellness sectors have well exceeded their

2019 levels. The sectors with the most powerful annual growth rates from 2019 to 2023 are: 1) wellness real estate (18.1%), 2) public health, prevention, and personalized medicine (15.2%), and 3) mental wellness (11.6%).”

This trend is not limited to these industries. Each wellness sector experienced this massive growth. Below, we’ll examine the factors spurring this boom in the wellness space and the huge opportunities it represents for entrepreneurs and the insurance agents that support them with self-employed insurance.

WHY THE WELLNESS BOOM AND WHY NOW?

GWI’s report on the wellness sector shows that an aging population coupled with a renewed pandemic-era focus on health has driven this trend. COVID-19 brought about a material, lasting shift in priorities. People reprioritized, placing a higher degree of importance on community and personal well-being.



GWI continued, “Numerous global surveys have found that wellness matters more to people each year post pandemic.”

A recent Future of Wellness survey by global consulting firm McKinsey reaffirms this, discovering that “Fifty-eight percent of U.S. respondents to our survey said they are prioritizing wellness more now than they did a year ago. [Furthermore consumers] are taking greater control over their health.” McKinsey additionally predicts in The Future of Wellness: Connected and Customized that “Consumers [will] intend to keep spending more on products that improve their health, fitness, nutrition, appearance, sleep, and mindfulness.”

This trend is still on the upswing five years after COVID. While many wellness trends in the past have proven to be fads, the focus on self-care and physical and mental wellness looks to be here to stay. The Institute’s press release states, “because the trends fueling the wellness economy—an aging population, chronic disease, widespread mental unwellness— will only accelerate, the GWI predicts that the industry will grow a rapid 7.3% annually from 2023 to 2028, when it will represent 6.8% of global GDP. The market will reach nearly \$6.8 trillion in 2024 and nearly \$9 trillion in 2028 (nearly double its 2019 size).”

ENTREPRENEURS FILL THE NEED

Wellness matters to people more now than it ever has. Unprecedented growth in demand for services like personal training and therapy, skincare, and mental health is the result. The U.S. Bureau of Labor Statistics projects double-digit growth from 2023 to 2033 (much faster than the average for all occupations) for the following wellness occupations:

- Fitness training: 14% growth.
- Massage therapy: 18% growth.
- Esthetics and skincare specialists: 10.3% growth.
- Mental health, substance abuse, and behavioral disorder counselors: 19% growth.

What’s become clear is that entrepreneurs are perfectly positioned to address the demand for wellness goods and services – but they also must protect themselves. Their journey could have started as part of a personal self-care routine that became a “side hustle” or a sole source of income. It might have started online or in the home, in a rented space, or in a practice facility. Many of these pandemic-born entrepreneurs gravitated to the field because they were passionate about wellness, to earn extra income, or all of the above. Regardless, their investments need insurance protection, and carriers and agents are working together to provide it.

For more information and tips on how to advise wellness and self-care entrepreneurs, [click here](#).



58% of U.S. respondents said they are **prioritizing wellness more** now than they did a year ago.

Source: McKinsey, 2024, Future of Wellness Survey

Projected job growth

2023 - 2033

Source: U.S. Bureau of Labor Statistics, 2024, Occupational Outlook Handbook



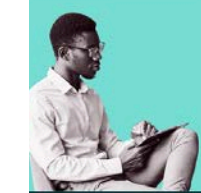
10.3%
Esthetics and
skincare specialists



14%
Fitness
therapy



18%
Massage
therapy



19%
Mental health, substance abuse &
behavioral disorder counselors

- 1
- 2
- 3
- 4
- 5
- 6

BOLD PENGUIN®

GROW YOUR BOOK WITH UNTAPPED MARKETS

Entrepreneurs in supplemental home services

UNIQUE RISKS FOR EVOLVING INDUSTRIES SERIES



The unique risks for service providers in the **supplemental home services** industry

A HOME IS SO MUCH MORE THAN A HOUSE

When the pandemic drove us to spend even more time inside our homes, many of the duties we may have previously outsourced became our own again. But as we resurface post-pandemic, returning to the office and eagerly socializing out of the home, we find ourselves once again looking to supplemental home service providers to help with things like cleaning our house and caring for our new canine companions.

Properly functioning plumbing, electricity, and regular trash removal would be examples of essential services. The term “supplemental home services” refers to additional services that improve the functionality and maintenance of a home beyond its essential needs, usually for a fee.

Examples of such services include cleaning services (such as window cleaning, carpet and upholstery

cleaning, floor care, maid services, etc.), pet care (such as boarding, grooming, training, etc.), and childcare service industries, all of which provide enhancement or upkeep of the house and/or household.

Here are a few noteworthy statistics that highlight the opportunities for entrepreneurs and for agents who support them:

- According to a recent report by [ResearchandMarkets](#), the U.S. pet grooming and boarding market was worth \$10.22 billion in 2023.
- The residential cleaning services industry had a market size of \$13 billion in 2023 ([IBIS World](#)).
- The analysis continued with “There are nearly 1,200,270 cleaning businesses in the US. [in 2023]. These are independent businesses offering janitorial services to their industrial, residential, and commercial clientele.”

U.S. market
value 2023



Pet grooming
and boarding
services

\$10.22 Billion

Source: ResearchAndMarkets.com, 2024, U.S. Pet Grooming & Boarding Market - Focused Insights 2024-2029 Report



Residential
cleaning
services

\$13.00 Billion

Source: IBIS World, 2024, Residential Cleaning Services in the US - Market Research Report (2014-2029)

“**Janitorial services** has been a **fast-growing industry**. A lot of people are returning to the office leaving house chores behind. **Doing said chores during lunch and breaks is no longer an option**. So, it makes sense that janitorial services are a growing industry.”

LILIA SOARES

AVP, Digital Marketing
AmTrust Financial Services

Factors that have contributed to growth

INCREASED FOCUS ON CLEANING SINCE COVID-19

The renewed emphasis on the importance of cleaning and hygiene has fueled the growth of the janitorial industry. Overall, the cleaning processes and standards for hygiene were heightened societally during the pandemic. New behaviors and cleaning practices that were normalized as ways to combat the spread of disease are now continuing post pandemic.

RETURN-TO-OFFICE MANDATE IMPLEMENTATION

Return-to-office (RTO) mandates and policies requiring employees to work in the office rather than remotely are emerging across the country as the pandemic has eased. With more workers returning to the office either part- or full-time, they are reprioritizing how they spend their time at home. The result is that those who might have cleaned the pool or carpet themselves during the pandemic, are now outsourcing this work.

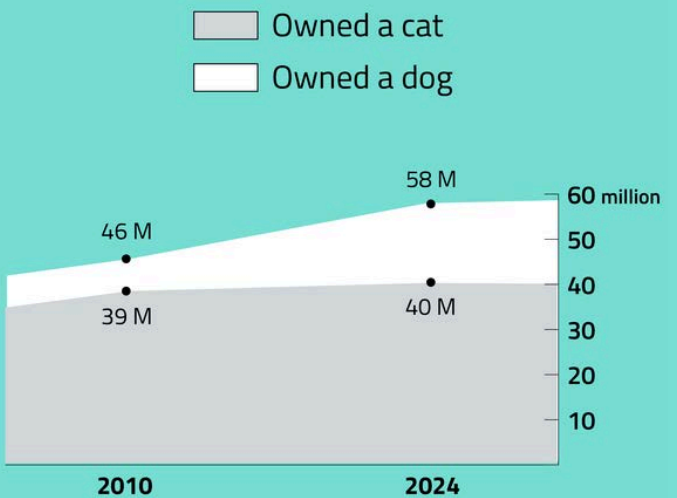
The pet industry is another space that aligns well with the return-to-office trend. Companies that offer

short-term day boarding services stand to benefit particularly well. According to the U.S. Bureau of Labor Statistics, "In 2024, pet boarding services generated the most revenue [within the pet services industry], followed by grooming, sitting and dog walking, and training."

PANDEMIC PET PURCHASES

According to the National Pet Owner Survey, "the overall number of pet-owning U.S. households has increased steadily over time. In 2010 it was estimated that 46 million households owned a dog, [and] 39 million a cat. In 2024, those numbers have increased, 58 million for dogs and 40 million for cats." There are myriad reasons why so many households acquired pets during the pandemic. Whatever the reasons, these new pet owners continue to spend a considerable amount of money on pet goods and services, giving the pet industry a significant economic boost. Pets need training, boarding, grooming, walking, and vet care. This, coupled with socio-economic factors like an increased cultural awareness of animal safety and higher disposable income, makes this industry primed for more growth.

Estimated number of pet-owning U.S. households



Source: American Pet Products Association, 2024, *National Pet Owner Survey*

SIDE HUSTLERS

Many of the entrepreneurs who are now taking advantage of the trends cited might have full-time jobs and maintain supplemental home services businesses as a source of secondary income. And some of the army of new part-time service providers like dog groomers, walkers, and house cleaners have been able to do so because of the increased flexibility of work location and hours that emerged during the pandemic.

Click [here](#) to read more about the projected growth for supplemental home services as well as tips for agents when advising entrepreneurs in this space.

- 1
- 2
- 3
- 4
- 5
- 6

BOLD PENGUIN®

GROW YOUR BOOK WITH UNTAPPED MARKETS

Farm-to-table entrepreneurs

UNIQUE RISKS FOR EVOLVING INDUSTRIES SERIES



The unique risks for farm-to-table entrepreneurs

FARM-TO-TABLE TREND IS RIPE FOR THE PICKING

The business of direct-to-consumer agriculture and locally made food has grown in popularity throughout the 20th century and into the 21st, with a steady increase in the past 25 years and accelerated growth since COVID-19. The current focus on healthier food options and reducing the environmental impact of food choices isn't going anywhere, and neither is the farm-to-table movement.

Entrepreneurs, especially those who love food, are taking advantage of this movement and the resulting increased demand from consumers. In this chapter, we'll identify a few of the drivers and trends that are helping small business owners take advantage of the boom and we'll pinpoint the things that you need to be aware of as an insurance agency in order to meet the needs of this growing category of entrepreneurs.

FOOD BOOM

Entrepreneurs have taken advantage of the locally sourced food boom in a variety of ways.

The new market demand, the opportunities for growth, and the flexibility in terms of building a business model, have contributed to the increase in entrepreneurs and the need for agents to support them. Here are just a few of the farm-to-table trends and drivers:

POPULARITY OF FARMERS MARKETS

Farmers markets were becoming more prevalent and popular in the decades prior to the pandemic, but the thousands of new markets that have opened since COVID-19 have provided a channel to showcase locally sourced produce and food goods. They provide an easy, cost-effective way for entrepreneurs to get a new farm-to-table business off the ground.

The popularity of farmers markets across the U.S. has almost quadrupled from 1994 to 2025, growing from 1,755 to nearly 7,000 registered farmers markets nationwide, according to the [USDA local food directory](#).



Then the pandemic gave farmers markets an unexpected boost. According to the [Associated Press Business Small Business Writer Mae Anderson](#), “Farmers markets gave people something they desperately sought during the pandemic: a place to shop outdoors, and at the same time support smaller, often local businesses. [Small vendors at farmers markets] continue to benefit from swells of regular customers that grew during the pandemic and new vendor stalls that started during the pandemic. Other vendors, many offering goods that go beyond traditional farm table stands, have sprouted up since the pandemic, either because their jobs dried up and they needed a new occupation, or the pandemic caused them to reassess their priorities.”

INCREASE IN FOOD-BASED SIDE HUSTLES AND RELATED FARMERS MARKET INSURANCE NEEDS

The term “farm-to-table” isn’t just about traditional farmers. It means local, fresh, and often made by the person who stands across the table from the person purchasing it. The pandemic gave entrepreneurs the ability to pursue multiple sources of income as a [side hustle](#). For many serious foodies, a side hustle in producing and selling locally sourced food was a natural extension of their lifestyles. A few popular food-based side hustles that are flooding our local markets currently are homemade pet treats, home bakeries, meal kits, and canning.

HOME BAKERIES

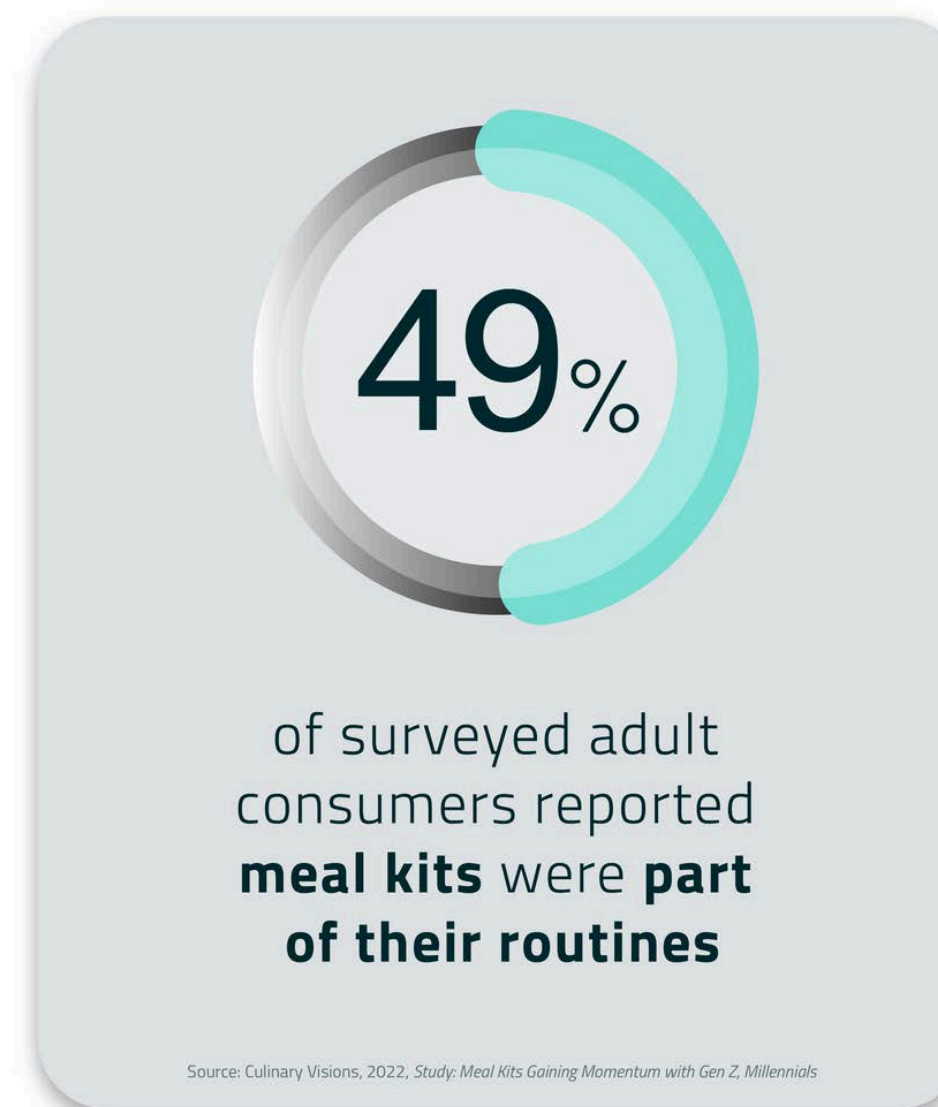
Remember the sourdough fad of 2020? [It isn’t over](#). In fact, it has expanded as handmade loaves have replaced manufactured ones as the bread of choice across American households. Many entrepreneurs who started baking as a hobby during the days of lockdown have now taken it up a notch and started home-based bakeries to make extra income.

CANNING

Home canning became so popular during the pandemic that for a while, [stores were running out of jars and other supplies](#). A [recent VOX article](#) stated, “Interest in canning started to spike in 2020 when a combination of supply chain disruptions, extra time at home, and unrelenting anxiety got locked-down Americans into DIY food.” Those who took up canning can now, five years later, sell their canned goods at local markets or even online.

MEAL KITS, MEAL PREP SERVICES, OR PERSONAL CHEF SERVICES

“A survey of U.S. consumers by a market research firm found that 49% of adult consumers ages 18-34 reported meal kits were part of their routines, with the most interest from households with three or more people,” according to a [Food Institute](#) report. With the demand growing so quickly, it makes sense



that entrepreneurs would rush in to fill the demand, especially from young consumers who are likely to continue using the product as they grow older. Also, as lifestyle demands like return-to-office mandates increase, the convenience of meal kits makes them a natural fit for busy professionals.

For more info and a list of liability considerations for farm-to-table entrepreneurs, click [here](#).

- 1
- 2
- 3
- 4
- 5
- 6

BOLD PENGUIN®

GROW YOUR BOOK WITH UNTAPPED MARKETS

Entrepreneurs in online support services

UNIQUE RISKS FOR EVOLVING INDUSTRIES SERIES



The unique risks for online coach and support services

WHAT ARE ONLINE SUPPORT SERVICES?

First, it's important to define what an online support service provides and how it differs from a direct service. The latter provides a service directly (for example, you pay me to mow your lawn, and I mow it). A support service teaches customers how to accomplish that task themselves (for example, if you teach me how to crochet, I now have that skill forever).

FACTORS THAT CONTRIBUTED TO THE ONLINE COACH AND SUPPORT SERVICES BOOM

Support services like physical training and coaching aren't new. However, online collaboration technologies came along and revolutionized support services. The result was a massive, immediate expansion of the support services industry as these technologies became available to millions of people, globally, delivered virtually.

The ease of online delivery of support services

through video conferencing and communication tools has enabled people to receive guidance, coaching, expertise, and support from anywhere, from any provider, instantaneously. And the market for these support services expanded exponentially.

Opportunities for virtual delivery of support services by providers like an online coach or tutor changed the game for both professionals and the consumers they help. Zoom sessions replaced face-to-face interactions, streamlined and transformed scheduling, and alleviated transportation issues.

Then, another black swan event, COVID-19, further expanded the market for support services. While virtual, collaborative, and remote access tech expanded the reach and availability of online coach offerings, the COVID-19 outbreak escalated the demand for these services when delivered virtually.

In this chapter we will concentrate on online life coaches, virtual health and wellness coaches, and online tutors.



increase in projected annual growth rate in **health & wellness coaching revenue** through 2029

Source: Statista, 2025

\$50.29B

projected **increase** of the **U.S. online tutoring services market** size between 2024-2029

Source: Technavio, January 2025, US Online Tutoring Services Market Analysis - Size and Forecast 2025-2029

ONLINE LIFE COACHES

We are experiencing a growth in demand for niche life coaches as people search for guidance in specific areas such as financial planning or career transitions. The U.S. life coach market is expected to reach a value of \$2.76 billion by 2029 from \$2.07 billion in 2023, growing at a CAGR of 4.95%, according to the [*U.S. Life Coach Market - Focused Insights 2024-2029*](#). This growth is due in part to COVID-19, which made teleconferencing a household term.

ONLINE COACH SERVICES FOCUSED ON HEALTH AND WELLNESS

Since COVID-19, adults are increasingly prioritizing their health, fueling a steady demand for health and wellness coaches. In 2021, there were [*approximately 128,000 health coaches*](#) and health educators whose purpose was to advise clients on healthy lifestyle habits and to help them manage chronic conditions. Because this is not a regulated industry (for now), it follows that as the demand rises, entrepreneurs can likely rush in to fill the need quickly. The lack of regulation, however, means there is susceptibility to additional risks. And for the same reasons outlined above, delivery of these services in an online platform is a natural fit for both client and provider.

A 2024 report on the platform Research And Markets titled [*U.S. Health Coaching Market*](#) states, "Online health coaching represents a transformative force in the U.S. health coaching market, offering a convenient, personalized, and scalable approach to improving health and wellness outcomes. With the ever-changing landscape of healthcare, online health coaching stands poised to play an increasingly important role in shaping the future of health and wellness for generations to come."

ONLINE TUTORS FOR ACADEMIC GUIDANCE

The U.S. (and global) online tutoring services market is another industry poised for continued post-COVID-19 growth. Online tutoring allows for a customized curriculum for a range of students' needs. Online delivery of academic guidance allows students to learn at their own pace, schedule when convenient, and is often more affordable than in-person tutoring.

The flexibility that online tutoring provides, coupled with easy access to video conferencing platforms, facilitates tutoring as a natural [*side hustle*](#) for entrepreneurial teachers, coaches, and other subject matter experts. It's also worth noting that the majority of these teachers-turned-entrepreneurs will

have personal lines of insurance already. Agents who are able to serve both personal and commercial lines to these customers can leverage these opportunities for growth.

To read more about potential coverage gaps when advising online support service providers, click [here](#).

"Businesses created to service a specific need find themselves [needing or wanting to expand](#) into new areas. **[Entrepreneurial] business owners adapt & pivot in ways they may not have expected** when they [first obtained insurance coverage.](#)"

Geneie Andrews
Director of Partnerships
biBERK

- 1
- 2
- 3
- 4
- 5
- 6

BOLD PENGUIN®

GROW YOUR BOOK WITH UNTAPPED MARKETS

Influencers and content creators



UNIQUE RISKS FOR EVOLVING INDUSTRIES SERIES

Navigating the unique risks for influencers and content creators

SOCIAL MEDIA GROWTH IS FUELING THE INFLUENCER & CONTENT CREATOR ECONOMY

Social media has pervaded almost every corner of our society. From finance to fitness, cooking to fashion, and, yes, even insurance, there is an influencer with a digital following. These content creators recommend and share their subject matter expertise across leading and emerging social media platforms.

Social media has created a completely new, lucrative market, and a whole generation of content creators and social media influencers are taking advantage of it. But many of them have not yet considered or secured media liability insurance, leaving them and their businesses vulnerable to unique risks of the industry.

In fact, according to the *Influencer Marketing Benchmark Report 2025*, "In 2024, influencer marketing propelled social media to become the world's largest advertising channel, surpassing paid search with a staggering \$247.3B, reaching

\$266.92B by end of 2025 in global spend, cementing its role as the epicenter of consumer influence and engagement."

Whether these entrepreneurs are pursuing this career as a side hustle with just a few thousand followers or a full-time career with a robust global brand, they need the protection of media liability insurance. Tyler Peterson, SVP, Underwriting Management with Hiscox USA, summarized, "With this increased level of digital connection – particularly with popular online personalities – there's more opportunity to turn engagement into a for-profit business. Even micro-influencers—with under 100,000 followers—may have [several] exposures."

Agents who familiarize themselves with this growing field are in a great position to serve their clients better and grow their own business.

Time spent on social media

Source: Soax, May 2025, What is the average time spent on social media each day?

2013

— 90 mins/day

2024

— 143 mins/day

With great influence, comes great risk.

"While being an influencer may not initially seem like a traditional business model, it does come with some traditional business risks, along with some more unusual ones.

With great influence, comes great risk, and **it's important that influencers have the protection they need** to continue promoting, educating, coaching and inspiring"

Tyler Peterson
SVP, Underwriting Management
Hiscox USA



Becky Monfre, VP Partner Experience at [Coterie](#), states, “Many influencers earn income by leveraging their personal image and platforms to market products or services, often without being fully aware of the associated legal or reputational risks. This is particularly important when they’re not experts in the areas they’re promoting or advising on, such as health, finance, or lifestyle coaching.”

STAY AHEAD OF THE RISK WITH MEDIA LIABILITY INSURANCE COVERAGE

Agents who advise on media liability insurance can help protect from claims related to the content they create, publish, or distribute. While this type of niche coverage is not new, it has become especially important with the explosion in content creation brought on by the internet.

Peterson stated that, “Provided that a content creator doesn’t willfully use another’s IP (intellectual property) without permission, a media liability policy may help appoint specialized lawyers and potentially pay for defense of copyright, trademark, or breach of license claims.”

Here are a few examples of risk scenarios Peterson shared:

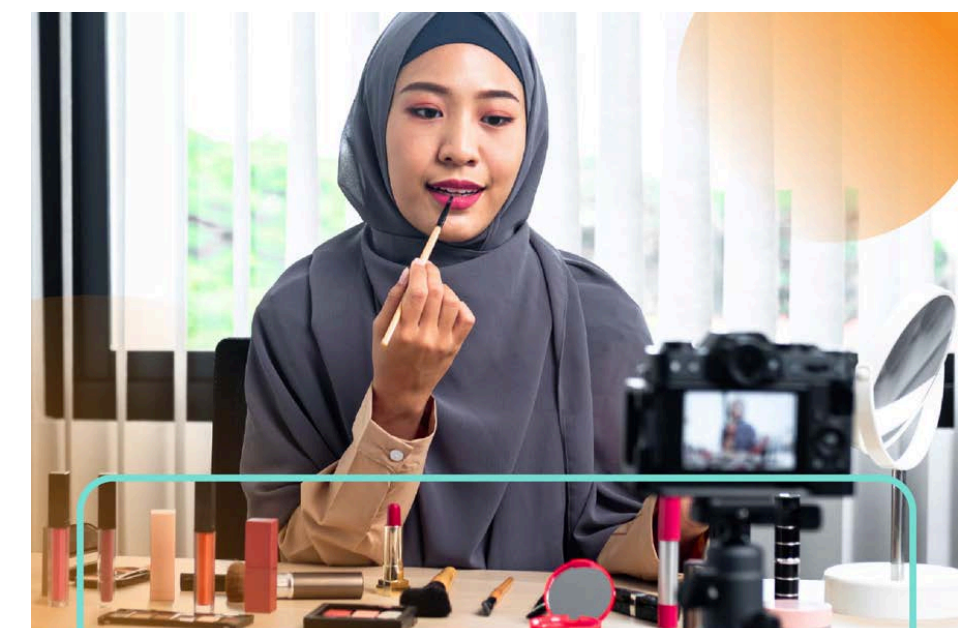
- If an influencer posts a photo owned by a third party, it could be considered IP infringement.

- Posting a product review video with honest but negative comments could lead to a libel or slander claim.
- Dissemination of false or misleading information could lead to negligence claims.
 - *Influencers in the health, finance, and legal space need to be especially mindful of potential negligence claims. Legal disclaimers are not fail-safe.*
- Avoiding negligence and breach of contract claims requires quality and contractual diligence. An influencer hired by a company to promote a brand needs to be confident she can deliver the contracted promotional materials on time, on budget, and at the agreed-upon quality.
- If an influencer has multiple contracts with multiple brands, he needs to be sure there is no conflict between the brands that could lead to conflict of interest claims.

Peterson also pointed out that, “Depending on the size of a content creator’s kit or the production budget for a particular promotion or video, [they] may want to consider placing a Production Package policy with an entertainment insurer. These policies cover the Property and Casualty exposures that are specific to productions and can be tailored based on the type of productions that are filmed (e.g. general liability, technical equipment, props and sets, workers’ comp and commercial auto).”

She also pointed out that influencers in a specific media niche might have additional options, “For a well-rounded package for a health and fitness influencer, [they] could also ask for the Media Liability policy to add bodily injury coverage. This is not standard coverage, but may be considered by a carrier.”

For more information, including foundational insurance products, risks associated with white label products, and tips on how to advise influencers and content creators, click [here](#).



Risks when promoting or endorsing products.

“One of the most significant liability risks influencers and content creators face is personal and advertising injury. This includes issues such as **defamation**, **copyright infringement**, and **misrepresentation**—especially when promoting or endorsing products.”

Becky Monfre
VP, Partner Experience
Coterie

Thank you

Thanks for reading *The Unique Risks For Evolving Industries 2025 Report*. Our team and our contributing partners hope you found it useful and insightful.

We are honored to be a part of your growth journey and to help support your small business community.

Be **Bold**.

ABOUT THE AUTHOR

Nicole Farley is Senior Vice President of Agency and Carrier Operations at Bold Penguin. As SVP of Agency and Carrier Operations, Farley works to streamline the commercial quoting experience for agents and business owners, working closely with several large enterprise partners and carriers to achieve mutual short and long-term goals and objectives.

ABOUT BOLD PENGUIN

Bold Penguin is a leading integrated digital solution platform dedicated to simplifying commercial insurance. Our technology makes the quote and bind process quick, effortless, and profitable for all parties — agents, brokers, and carriers.

