



PERIOD: YEAR 2025

CELEBRITY ENDORSEMENT REPORT

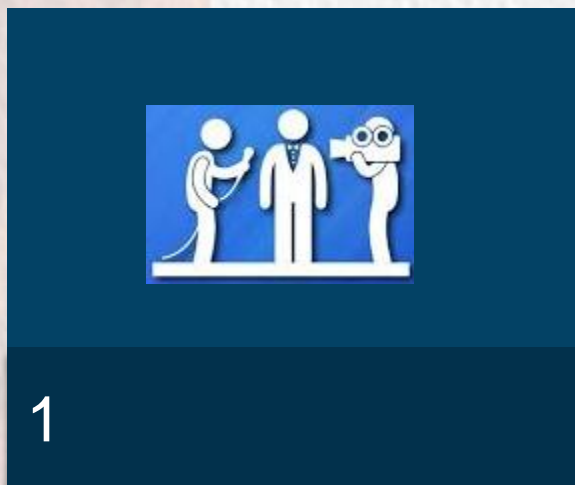
Synopsis of the Report

In India, **celebrity endorsements** have been a prevalent marketing strategy for a long time. However, brands are facing an increasing challenge in capturing people's attention and time. Marketers believe that brand ambassadors provide a higher degree of consumer recall due to the star-struck nature of Indians towards movie stars, sports personalities, TV actors, and actresses.

Using celebrities in advertisements can help in building a better brand image, spreading awareness, emotionally connecting with consumers, creating a unique identity, and increasing product usage.

A report has been compiled on the various aspects of celebrity endorsement on TV in 2025, including the most visible celebrity through endorsement, the quantum of sector, categories and brands endorsed, the ratio of ads with and without celebrity endorsement, monthly and yearly celebrity endorsement trends, and advertising theme appeal differences by age and gender.

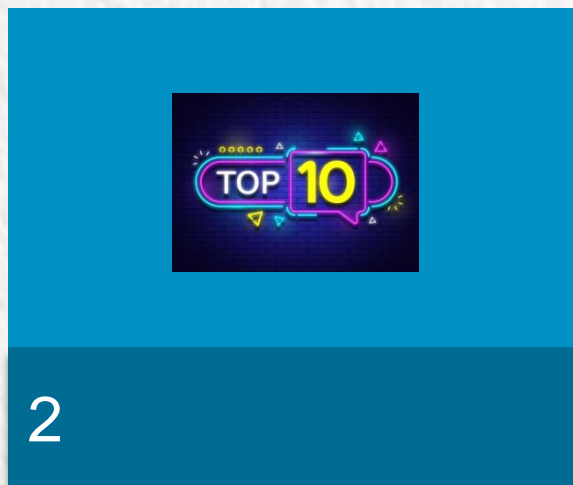
Analysis Key covers ...



1

Celebrity Ads' Scenario
on Television:

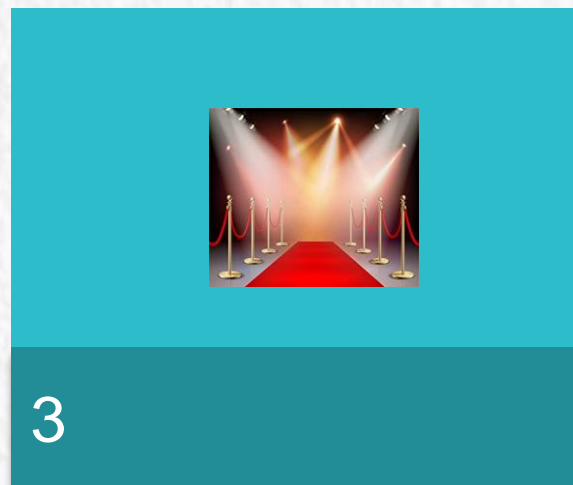
Y 2023 to Y 2025



2

Sector with max. Celebrity
Ads on Television:

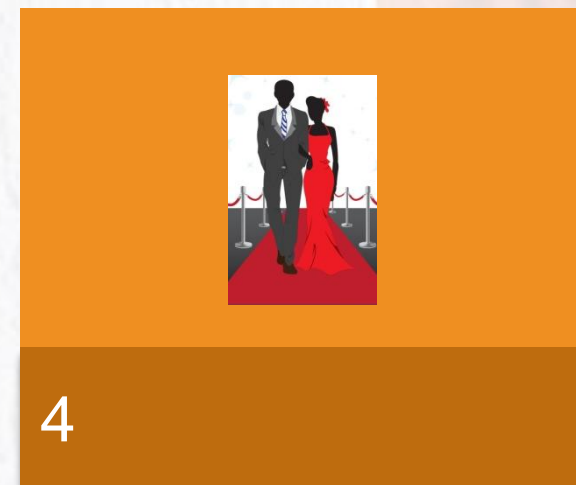
Y 2025



3

Most Visible Celebrity on
Category & Brands:

Y 2024 – Y 2025



4

Age Group & Gender wise
Celebrity Preference:

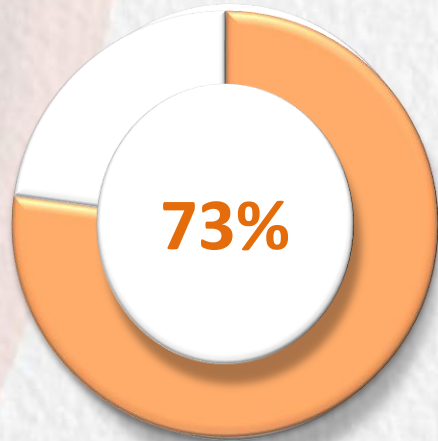
Y 2025

Index

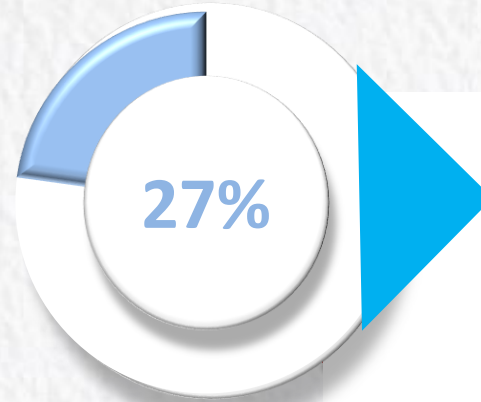
1. Share of Celebrity vs. Non-Celebrity Ads
2. Index Growth of Celebrity Ads for last 3 Yrs
3. Monthly ad volume trends of celebrity endorsed ads: Year 2025
4. Quarterly ad volume trends of celebrity endorsed ads: Year 2024-25
5. Celebrities Endorsed ads by Sector
6. Gender dominance split in Top 2 Sectors
7. Top 10 Category of ads endorsed by Celebrity
8. Top 10 Categories based on number of celebrities endorsing brands under it
9. Top 10 Most visible endorsers in Y 2025
10. Top 10 Celebrity endorsing quantum of brands in Year'25 vs. Year'24
11. Top 10 Celebrity Couples endorsing in Y 2025



1. Celebrity vs. Non Celebrity Ads



Non Celebrities

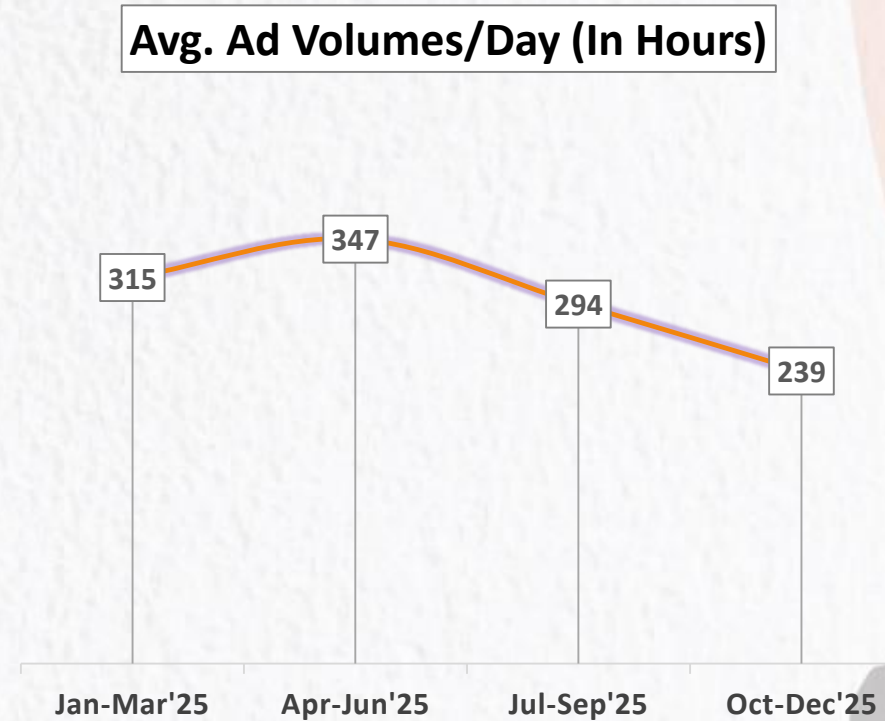
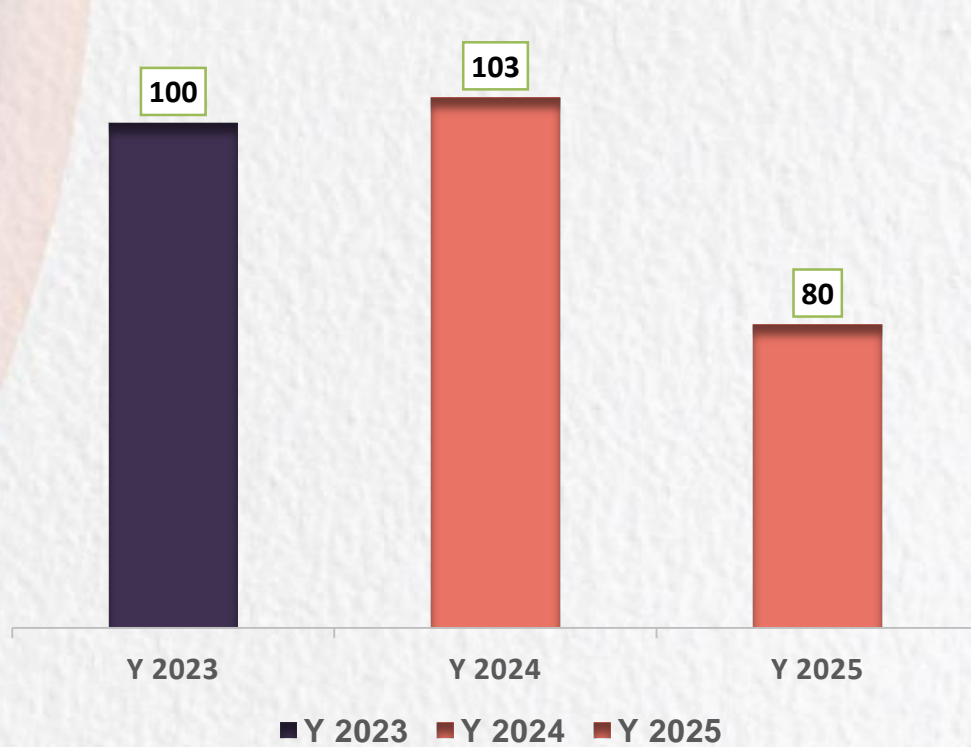


Celebrities

Profession	
Film Actor	• 43%
Film Actress	• 29%
Sports Person	• 20%
TV Actor	• 5%
TV Actress	• 3%

- **Male movie actors** played a significant role in brand endorsements, commanding 43% of the total ad endorsement market.
- Celebrity endorsements emerged as a key driver of television advertising, featuring in more than one-quarter of total ad airings.
- Among the Celebrity professions, Film stars together added 73% share of advertising during Y 2025 followed by Sports person and TV stars that added 20% and 8% share respectively.

2. Index Growth of Celebrity endorsed Ads for last 3 Yrs



- In 2025, ad volumes for celebrity-endorsed commercials saw a de-growth compared to 2023-24.
- The celebrity-endorsed ads witnessed a increase of 3% in 2024 compared to 2023.
- The IPL season significantly boosted advertising activity, making the April–June 2024 quarter the peak period for daily ad volumes (measured in hours).

3. Monthly ad volume trends of celebrity endorsed ads: Year 2025

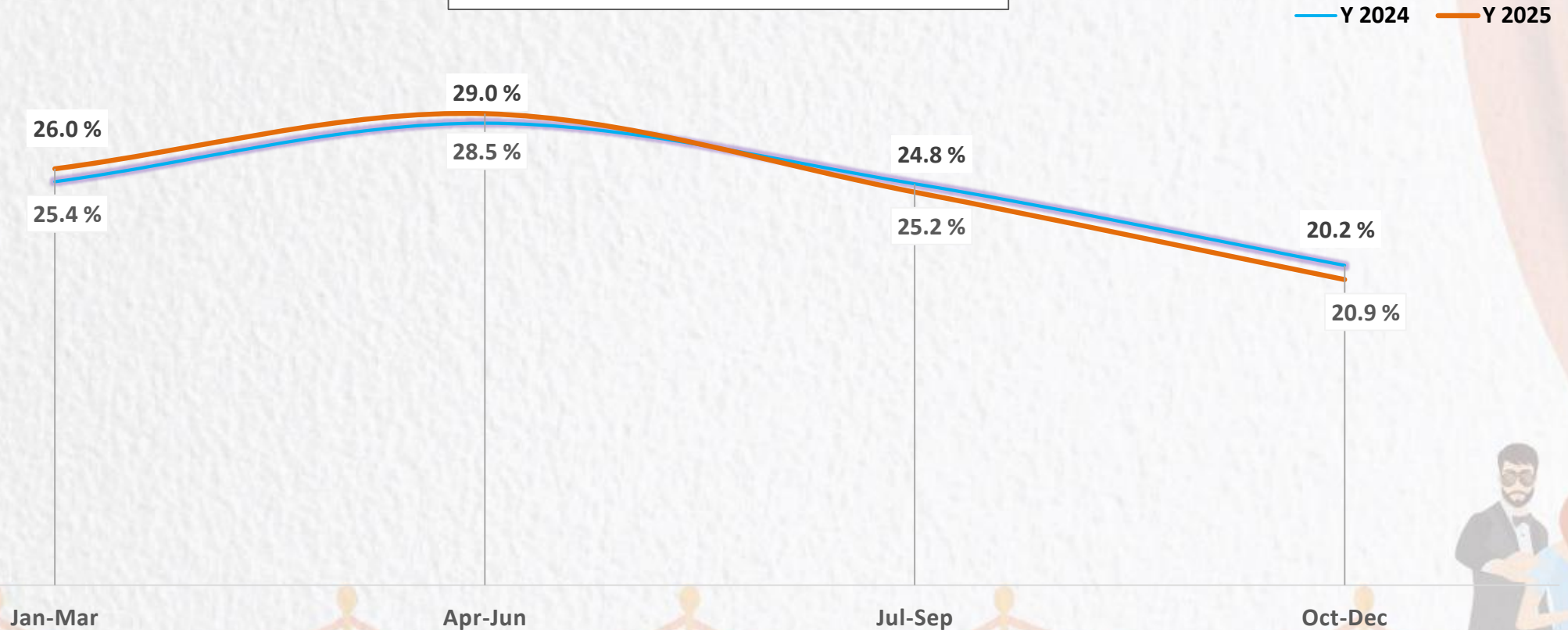
Monthly % Share of Ad Volumes



- Highest Ad Volumes share observed during Mar'25 and lowest share seen during Dec'25.
- The percentage share fluctuates through the months, with noticeable peaks in March, May and September, and lows in November and December.

4. Quarterly ad volume trends of celebrity endorsed ads: Year 2024-25

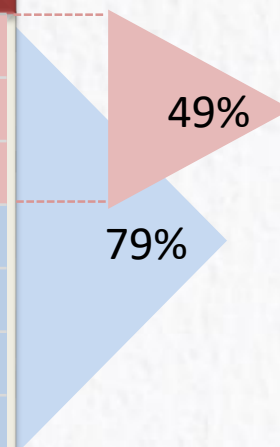
Quarterly % Share of Ad Volumes



- During Apr-Jun, highest Celebrity endorsement ads was seen compared to other three quarters of both the Y 2024-25.
- The analysis indicates a front-loaded performance in Y 2025, with stronger advertising share in the first half, while Y 2024 performed better in the second half.

5. Celebrities Endorsed ads by Sector

Rank	Top 10 Sectors	% Share
1	Food & Beverages	24%
2	Personal Care/Personal Hygiene	16%
3	Household Products	10%
4	Personal Healthcare	8%
5	Building, Industrial & Land Materials/Equipments	8%
6	Services	8%
7	Laundry	7%
8	Hair Care	6%
9	Banking/Finance/Investment	3%
10	Auto	3%



- Nearly 50% of the ads endorsed by celebrities fall under Top 3 sectors and 79% of the ads fall under Top 7 sectors.
- 'F&B' sector had highest share of celebrity ad volumes followed by 'Personal Care/Personal Hygiene'.
- Ranking stability remained strong, with six out of the top ten sectors maintaining their positions year-over-year.

6. Gender dominance split in Top 2 Sectors

1

Food & Beverages

Male Celebrity
64%

Female Celebrity
36%

2

Personal Care/Personal Hygiene

Male Celebrity
39%

Female Celebrity
61%

Top 10 Sector Gender Ratio

- Avg. ad endorsing ratio of Male and Female celebrities for Top 10 sector was 60:40.



67%



33%

- In 2025, the **F&B** sector featured a notable presence of male celebrities in advertisements, while female celebrities primarily endorsed **Personal Care/Personal Hygiene** products, highlighting gender-specific marketing trends in these industries.
- Advertisements in the **Computers, Agriculture, and Media** sectors exclusively featured male celebrity endorsers, highlighting a lack of female representation in these categories.

7. Top 10 Category of ads endorsed by Celebrity

Top 10 Categories added **40%** Share

Top 10 Categories	% Share
1. Toilet/Floor Cleaners	9%
2. Toilet Soaps	5%
3. Washing Powders/Liquids	5%
4. Aerated Soft Drink	5%
5. Paints	4%
6. Building Materials/Systems	3%
7. Digestives	3%
8. Tea	2%
9. Milk Beverages	2%
10. Hair Dyes	2%

- The top 10 advertising categories collectively contributed **40%** of all celebrity-endorsed ads.
- In 2025, '**Toilet/Floor Cleaners**' led with **9%** of celebrity ad volumes, followed by '**Toilet Soaps**' at **5%**, emphasizing the hygiene sector's heavy reliance on celebrity endorsements.

8. Top 10 Categories based on no. of celebrities endorsing brands under it

Top 10 Categories	No of Celebrities
1. Ecom-Gaming	41
2. Ecom-Media/Ent./Social Media	34
3. Building Materials/Systems	32
4. Spices	30
5. Retail Outlets-Jewellers	28
6. Paints	25
7. Properties/Real Estates	23
8. Edible Oil	22
9. Perfumes/Deodorant	19
10. Hosiery	19

➤ **'Ecom-Gaming'** emerged as the most sought-after category, attracting celebrity endorsements from a diverse range of professions, followed by **'Ecom-Media/Ent./Social Media'**.

9. Top 10 Most visible endorsers of Y 2025

Rank	Top Celebrity	% Share	Ad Duration (Hr/Day)
1	Shahrukh Khan	10%	30
2	M S Dhoni	7%	20
3	Ranveer Singh	2%	7
4	Amitabh Bachchan	2%	6.9
5	Akshay Kumar	2%	6.8
6	Rahul Dravid	2%	6.6
7	Ananya Panday	2%	6.3
8	Karan Wahi	2%	5.8
9	Ranbir Kapoor	2%	5.5
10	Vicky Kaushal	2%	5.4
	Others	66%	

- Television advertising in 2025 was led by **Shah Rukh Khan**, who achieved unparalleled visibility with nearly 30 hours of daily presence across channels, establishing him as the most visible celebrity of the year. **M.S. Dhoni** ranked second, with an average daily visibility of around 20 hours.
- The Top 10 most visible celebrities comprised 9 male & only 1 female star (Ananya Panday), showcasing a strong male presence in brand promotions.
- Rahul Dravid, Ananya Panday, Karan Wahi and Vicky Kaushal were new entrants in the 2025 Top 10 list, compared to 2024.

10. Top 10 Celebrity endorsing quantum of brands in Year'25 vs. Year'24

Rank	Celebrity	Count of Brands	
		Year'24	Year'25
1	M S Dhoni	52	59
2	Shahrukh Khan	36	41
3	Amitabh Bachchan	51	38
4	Kareena Kapoor	47	31
5	Madhuri Dixit	30	28
6	Ajay Devgan	25	25
7	Akshay Kumar	34	24
8	Ranbir Kapoor	23	24
9	Hrithik Roshan	16	23
10	Sourav Ganguly	32	22

Ranking of Top 10 Celebrities based on ad volume

- Notably, **M.S. Dhoni** emerged as the most sought-after celebrity, endorsing the highest number of brands in 2025.
- Four celebrities—**M.S. Dhoni, Shahrukh Khan, Ranbir Kapoor,** and **Hrithik Roshan**—expanded their brand associations in 2025, securing more endorsements than in 2024.

11. Top 10 Celebrity Couples endorsing in Y 2025

Rank	Couple Celebrity in Brands	% Share	Count of Brands
1	Ranbir Kapoor/Alia Bhatt	14%	37
2	Anushka Sharma/Virat Kohli	13%	19
3	Deepika Padukone/Ranveer Singh	13%	28
4	Amitabh Bachchan/Jaya Bachchan	10%	38
5	Akshay Kumar/Twinkal Khanna	10%	24
6	Kareena Kapoor/Saif Ali Khan	9%	44
7	Sidharth Malhotra/Kiara Advani	8%	26
8	Vicky Kaushal/Katrina Kaif	8%	21
9	Ajay Devgan/Kajol	7%	30
10	Dharmendra/Hema Malini	2%	11

Note: Couple celebrity endorsing ads include ads done by the couple together as well as individually.

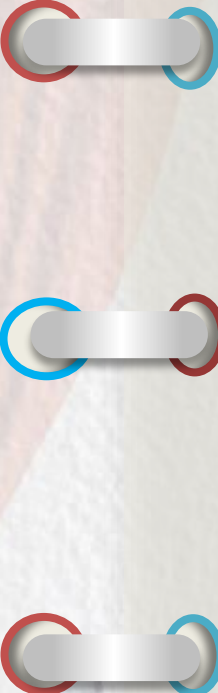
- 50% ads were endorsed by four celebrity couples - **Ranbir Kapoor/Alia Bhatt**, **Anushka Sharma/Virat Kohli**, **Deepika Padukone/Ranveer Singh** and **Amitabh Bachchan/Jaya Bachchan** and the couples had endorsed 37, 19, 28 and 38 brands respectively during Y 2025.

In the nutshell

1. Among celebrity endorsed ads, **Film stars** had the bigger share of ad volume i.e. 73%.
2. In 2025, ad volumes for celebrity-endorsed commercials saw a de-growth compared to 2023-24.
3. The highest ad volumes share registered during March
4. More than 45% of the ads endorsed by celebrities fall under Top 3 sectors and 79% of the ads fall under Top 7 Sectors. – **F&B, Personal Care/Personal Hygiene and Household Products.**
5. The top 2 sectors viz. **F&B** and **Personal Care/Personal Hygiene** were dominated with ads endorsed by Male and Female Celebrities respectively during Y 2025.
6. Top 10 categories contribute 40% share of overall ads carrying celebrity to endorse it

7. **Ecom-Gaming** was the top category for which maximum celebrity from different profession endorsed brands under it
8. With an avg. visibility of 30 hrs/day, **Shahrukh Khan** topped the list of the most visible celebrity through endorsements done on TV
9. **M S Dhoni** was the top Celebrity among all professions to endorse max. no. of brands in both Y 2024-25.
10. 50% ads were endorsed by four celebrity couples - **Ranbir Kapoor/Alia Bhatt, Anushka Sharma/Virat Kohli, Deepika Padukone/Ranveer Singh and Amitabh Bachchan/Jaya Bachchan**
11. **M S Dhoni** was the top visible Sports Person in Y 2025.

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Annexure 1: Inclusion and Exclusion for Analysis of Celebrity Endorsement

Base:

- Celebrities (Actor/Actress) from Hindi – Movies & TV Industry and Sports personalities are considered.
- South Stars (Movies & TV Industry) are not considered.
- Among Sports Personalities from Sri Lanka are not considered.
- Ads during Commercial breaks only



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