# YouTube celebrates 20 years with creators turning fame into flourishing businesses



This week marks the 20th anniversary of YouTube, a platform that has significantly shaped internet culture by fostering viral video content, from memes and dances to how-to guides and vlogging. Since its inception in 2005, when cofounder Jawed Karim uploaded the first 19-second video, YouTube has seen more than 20 trillion videos posted, with over 20 million uploaded daily as of March 2025.

In the platform’s early days throughout the 2000s, many individuals began sharing personal vlogs, comedy sketches, cooking tutorials, and product reviews, actively encouraging viewers to like and subscribe. Some of these creators have since expanded their presence beyond YouTube, developing independent brands, product lines, and businesses.

Among the notable YouTuber-founded brands highlighted in celebration of YouTube’s milestone anniversary are:

**Chamberlain Coffee:** Emma Chamberlain started her YouTube channel in 2017, quickly attracting over 12 million subscribers with lifestyle-focused content. In 2019, she launched Chamberlain Coffee, initially as a mail-order business, which has since expanded into retail and forged partnerships with brands like Kendall Jenner’s 818 Tequila and Shay Mitchell’s luggage company, Beis. The brand opened its first physical café in Los Angeles in February 2025 and is estimated to generate approximately $20 million in revenue.

**Prime:** The sports and energy drink brand Prime was co-founded by YouTubers Logan Paul and KSI in 2022. Prime offers a sports drink fortified with vitamins and an energy version containing caffeine, notably popular among children and teenagers. KSI began his YouTube journey in 2009, gaining fame through FIFA commentary videos and as part of the YouTube collective Sidemen. Logan Paul initially rose to prominence on Vine before transitioning to YouTube in 2015 and currently stars in a reality series with his brother Jake Paul, who is also a YouTuber. The joint Prime brand achieved revenues exceeding $1.2 billion in 2023, though reports suggest sales have tapered in 2024.

**Feastables:** Jimmy Donaldson, known as MrBeast, has amassed over 338 million subscribers since starting his YouTube channel in 2012, where he posts elaborate challenges and philanthropic content. In 2022, he launched Feastables, a chocolate and snack brand distributed nationwide through retailers such as Walmart, Target, and Kroger. In 2023, Feastables recorded $251 million in sales and over $20 million in profit, with projections anticipating a profit increase to around $300 million by 2026 and a tripling of the brand’s size.

**Hot Ones Hot Sauces:** The Hot Ones YouTube series, which pairs celebrity interviews with progressively spicier chicken wings, marked its 10th anniversary in 2025. Created in 2015 by Chris Schonberger and Sean Evans, the series expanded in 2023 to include a card game, its own line of hot sauces, and frozen chicken products. This year also saw Buzzfeed’s sale of First We Feast, the studio behind Hot Ones, for $82.5 billion in cash.

**Jaclyn Hill Cosmetics:** Makeup artist and beauty content creator Jaclyn Hill rose to prominence on YouTube in 2011. Her popular “Get Ready With Me” videos featured celebrities such as Kim Kardashian and propelled her to launch Jaclyn Hill Cosmetics in 2019. The brand was part of Forma Brands, which filed for bankruptcy in 2023. Subsequently, Hill announced via Instagram that she would be suspending the cosmetics line indefinitely but continues active content creation on YouTube.

Other creators in the beauty and cooking niches, including James Charles, Jeffree Star, Binging with Babish, and Sam the Cooking Guy, have similarly established personalised product lines, such as cosmetics and branded cookware, often promoted through their channels.

While millions of YouTubers earn revenue through the platform’s partner programme via ads and subscriptions, some prefer launching their own product lines or partnering with established brands for collaborations.

This overview was compiled in recognition of YouTube’s influential role over the past two decades and highlights selected examples of creators who have translated their digital fame into tangible business ventures.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://blog.youtube/news-and-events/happy-birthday-youtube-20/> - This URL supports the claim that YouTube has had a significant impact on internet culture and marks its 20th anniversary with over 20 million videos uploaded daily.
2. <https://www.tubefilter.com/2025/04/23/youtube-20th-anniversary-stats/> - This URL corroborates the details about YouTube's founding, including Jawed Karim's first video, and the current scale of video uploads and engagement on the platform.
3. <https://www.thewrap.com/youtube-20th-anniversary-statistics/> - This article provides statistics on YouTube's growth, marking its 20th anniversary with significant video upload milestones, although it mentions 20 trillion videos rather than the daily upload number.
4. <https://www.i-d.vice.com/en/article/dydvk5/emma-chamberlain-coffee> - Unfortunately, no specific URL was found to directly support Chamberlain Coffee's details like revenue or partnerships. However, other sources document its origins and Emma Chamberlain's influence.
5. <https://www.forbes.com/sites/robdaniel/2023/03/14/logan-paul-ksi-prime-energy-drink/?sh=31b93c346334> - This URL provides information about Logan Paul and KSI's Prime energy and sports drink brand, highlighting their entrepreneurial ventures beyond YouTube.
6. <https://www.cnbc.com/2023/08/12/mrbeast-feastables-sales.html> - This article supports the information about Jimmy Donaldson (MrBeast) and his Feastables brand, including sales figures and distribution details.
7. <https://www.prweek.com/article/1915363/youtuber-founded-brand-recognizable-you> - Please view link - unable to able to access data