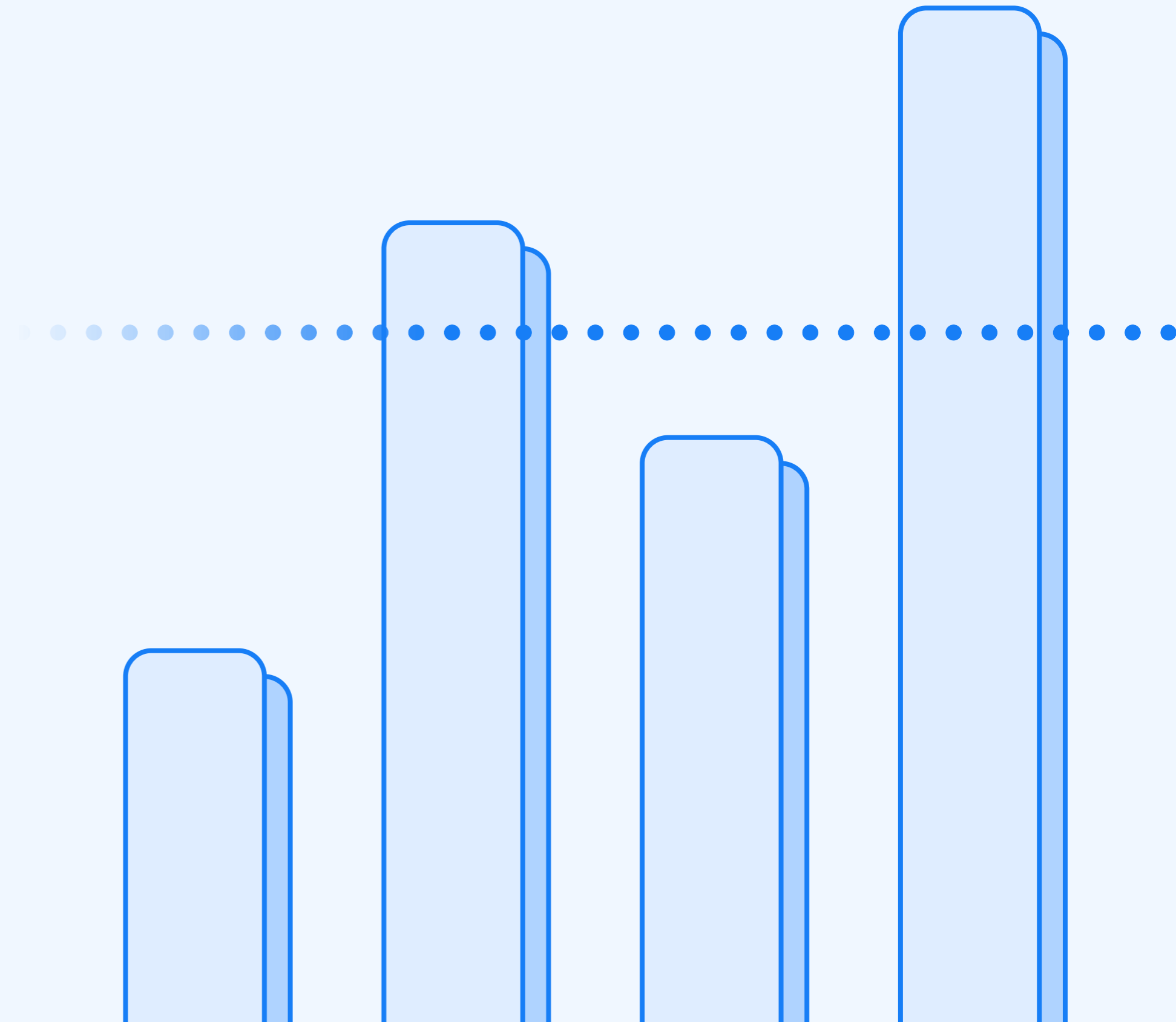
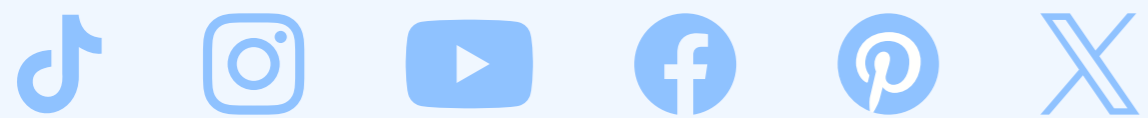


# 2024 Cross-Channel Benchmark Report

Children and Baby Industry



# Contents

<b>Benchmark Performance, Methodology and KPIs</b>	<b>2</b>
<b>Trends</b>	
Cross-Channel	3
TikTok	4
Instagram	5
YouTube	6
<b>Overall Comparison</b>	<b>7</b>
<b>Children and Baby Industry Overview</b>	<b>8</b>
<b>Deep Dives</b>	
TikTok	9
Instagram	15
YouTube	22
<b>What We Can Learn From the Children and Baby Industry</b>	<b>28</b>
<b>Pinterest, Facebook and X at a Glance</b>	<b>29</b>

# Benchmarking Performance

Given the expense and effort required to consistently produce high quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands' social strategy.

## Methodology

For the H1 2024 Cross-Channel Industry Benchmark Reports, Dash Social pulled a sample of global and international companies across TikTok (n=1,073), Instagram (n=2,965) and YouTube (n=685), analyzing their activity between July 1, 2023 – December 31, 2023, to determine average performance against a predetermined set of KPIs. Content analyzed includes paid and organic content. We have included handles with a minimum of 1K followers. The results have been published in separate reports broken down into the following industries: Beauty, Fashion and Luxury, Media and Publishing, CPG, Retail, Home, Children and Baby, Wellness, B2B and Sports.

## Defining the Children and Baby Industry

The Children and Baby market caters to little ones and their caregivers, including everything from clothing to toys.

# KPIs

## Average Monthly Growth Rate

The average number of followers added on a monthly basis.

**Why It Matters:** It helps brands understand the rate at which the industry is growing and how they measure up.

## Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.

TikTok and Instagram:  $(Likes + Comments + Shares) / Reach$ .

YouTube:  $(Likes + Comments + Shares) / Video Views^*$ .

\*As Reach is not an available metric for YouTube, Video Views was used.

**Why It Matters:** It gives an apples-to-apples comparison of how short-form video across each platform stacks up.

## Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

**Why It Matters:** It helps brands understand the number of unique people its message reaches. This is important because it provides insight into brand awareness.

## Average Entertainment Score (TikTok and Instagram Reels)

The Entertainment Score is a proprietary Dash Social metric and is scored against a global database of industry benchmarks.

**Why It Matters:** It helps brands understand how entertained its audience is by a TikTok or Reel.

## Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

TikTok Engagement Rate =  $(Likes + Comments + Shares) / Video Views$ .

Instagram Engagement Rate =  $(Likes + Comments) / Followers$ .

\*This TikTok calculation differs from what is used in Dash Social's platform. Video Views is used instead of Reach in order to include brands that are not customers.

**Why It Matters:** It reveals whether a brand's initiatives are accelerating or slowing in growth.

## Average Effectiveness Rate

A Dash Social metric that includes video views as a way to understand video performance.

Effectiveness Rate =  $(Likes + Comments + Saves + Video Views) / Est. Reach$ .

**Why It Matters:** It helps brands understand how posts were received by those who saw it, rather than the brand's total Followers.

## Average Number of Weekly Posts

The average number of posts brands share per grouping and industry.

**Why It Matters:** It helps determine the right cadence for posting.

## Average Video Views

The average number of views each video receives.

**Why It Matters:** Users watching video more often have a higher likelihood of remembering brand messages or products.

## Average Shares

The average number of times each piece of content is shared.

**Why It Matters:** Shares indicate that content resonates with users and is deemed 'shareable'.

## Average Comments

The average number of comments that each post receives.

**Why It Matters:** Comments signify community and suggest that users connect with the video.

## Retention Rate (TikTok) and Percentage Viewed (YouTube)

The percentage of a video that people watched.

Retention Rate =  $average\ time\ watched / video\ duration$ .

\*This number can be over 100% if viewers rewatch a video.

**Why It Matters:** Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.

# Cross-Channel Trends

## TikTok Remains the Most Engaging, While Instagram Continues To Offer the Greatest Reach

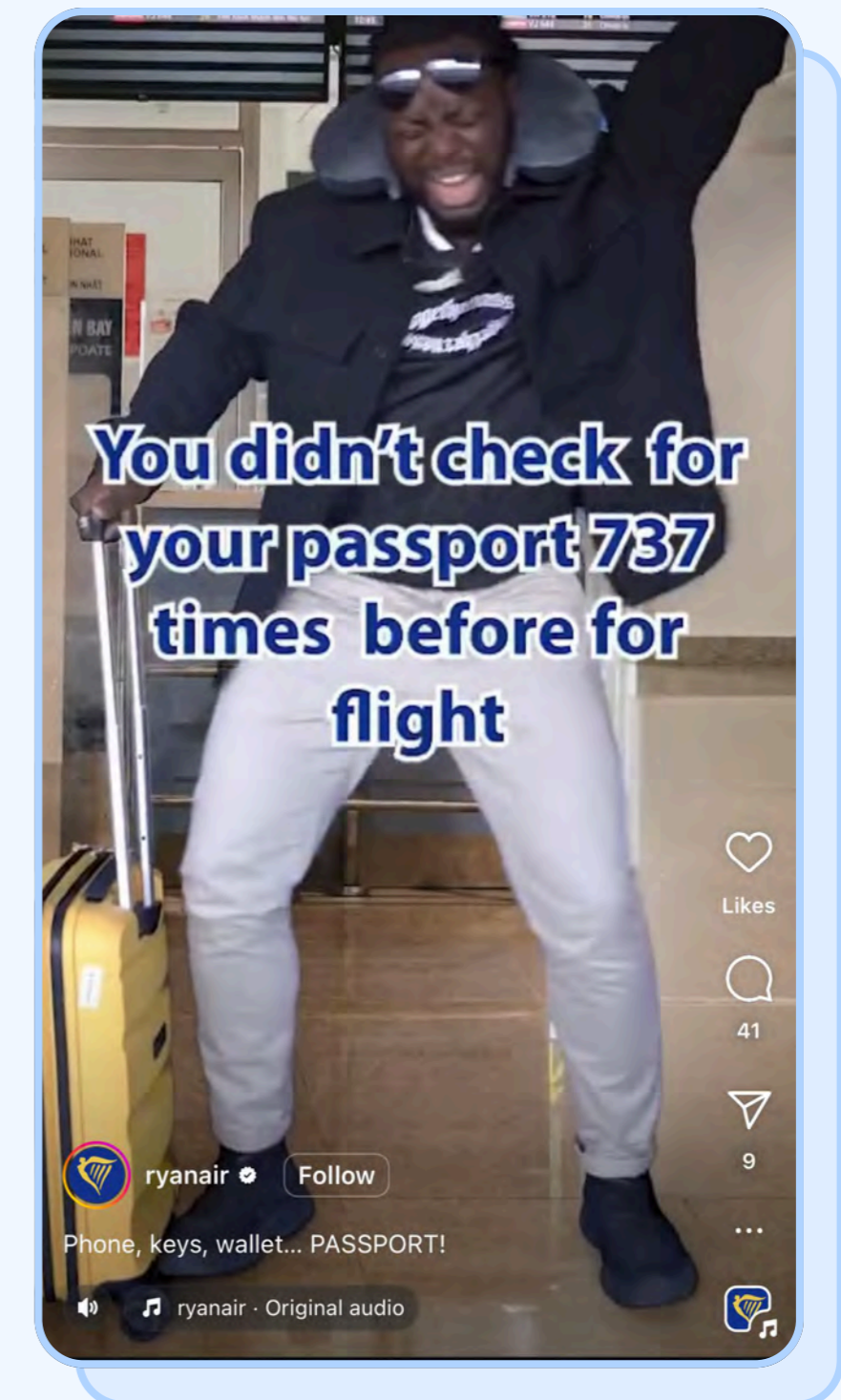
Using the Cross-Channel Engagement Rate for equal comparison, TikTok (4.6%) leads in engagement. This is followed by YouTube (3.9%) and Instagram (3.5%). Instagram continues to be the platform with the broadest reach, reaching +75% more users than TikTok.

## Each Industry Has a Distinct Opportunity for Channels and Content

Marketers should consider the unique opportunity in their industry when planning strategies and identifying KPIs. For instance, Fashion and Luxury brands achieve the highest video views on TikTok (145K), whereas Media and Publishing entities see greater success on Instagram (227K).

## The Greatest Opportunity for Brands Is Activating Niche Communities

On TikTok and Instagram, niche industries such as Children and Baby, Travel and Home have some of the highest growth rates, and their content is shared more despite having fewer followers. This is due to engaged communities around specific interests, which play well with algorithms. In contrast, broader industries like Beauty, Fashion and Retail face higher content saturation and competition, but can better compete by focusing on sub-communities.



@ryanair

### Dash Social INSIGHT

*Maximize impact by aligning with platform strengths: Use TikTok for engagement, especially in niche markets, and Instagram for reach, particularly in broad industries—tailor strategies to these dynamics for better results.*

# TikTok Trends

## TikTok Maintains Strong Brand Growth and Engagement

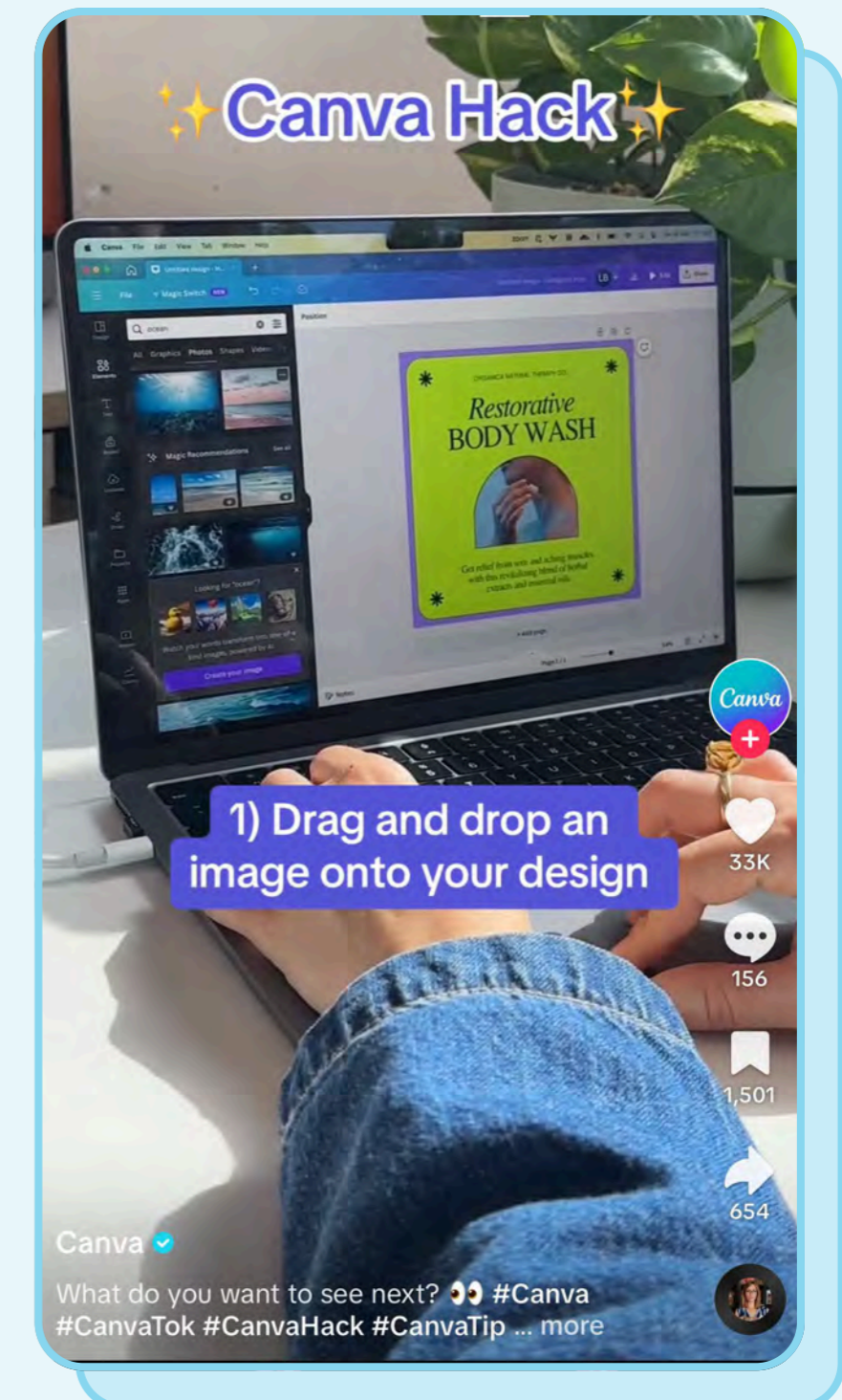
TikTok has been around for more than five years, but it is not slowing down. Brands continue to exhibit robust monthly growth (8%) and sustained engagement rate (4.1%), underscoring its lasting impact and efficacy as a marketing platform for connecting with and captivating audiences.

## Brands With Higher Engagement Rates Attract More Followers

As an algorithm-based platform, the objective for TikTok is to make engaging content, not grow follower count. However, follower growth is one indicator that brands are succeeding. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (4.6%) outperform established (3.4%) and growing (3.4%) brands in engagement rate. Additionally, large brands (172) lead in sharability, with more shares than established (32) and growing (9) brands, highlighting their superior ability to connect with users.

## Sports and Travel Sectors Thrive on TikTok With Rising Popularity

The Sports (213K) and Travel (202K) industries have the highest number of video views, on average. Additionally, Sports (5.7%) has the strongest engagement rate, surpassing Media and Publishing (4.9%). Short-form video is a powerful format for brands focused on marketing entertainment and experiences.



@canva

### Dash Social INSIGHT

Optimize your video content by placing the most important information within the first 30% of the video, as this is the average portion users watch.

# Instagram Trends

## Effectiveness Rate Highlights Brands' Opportunity on Instagram

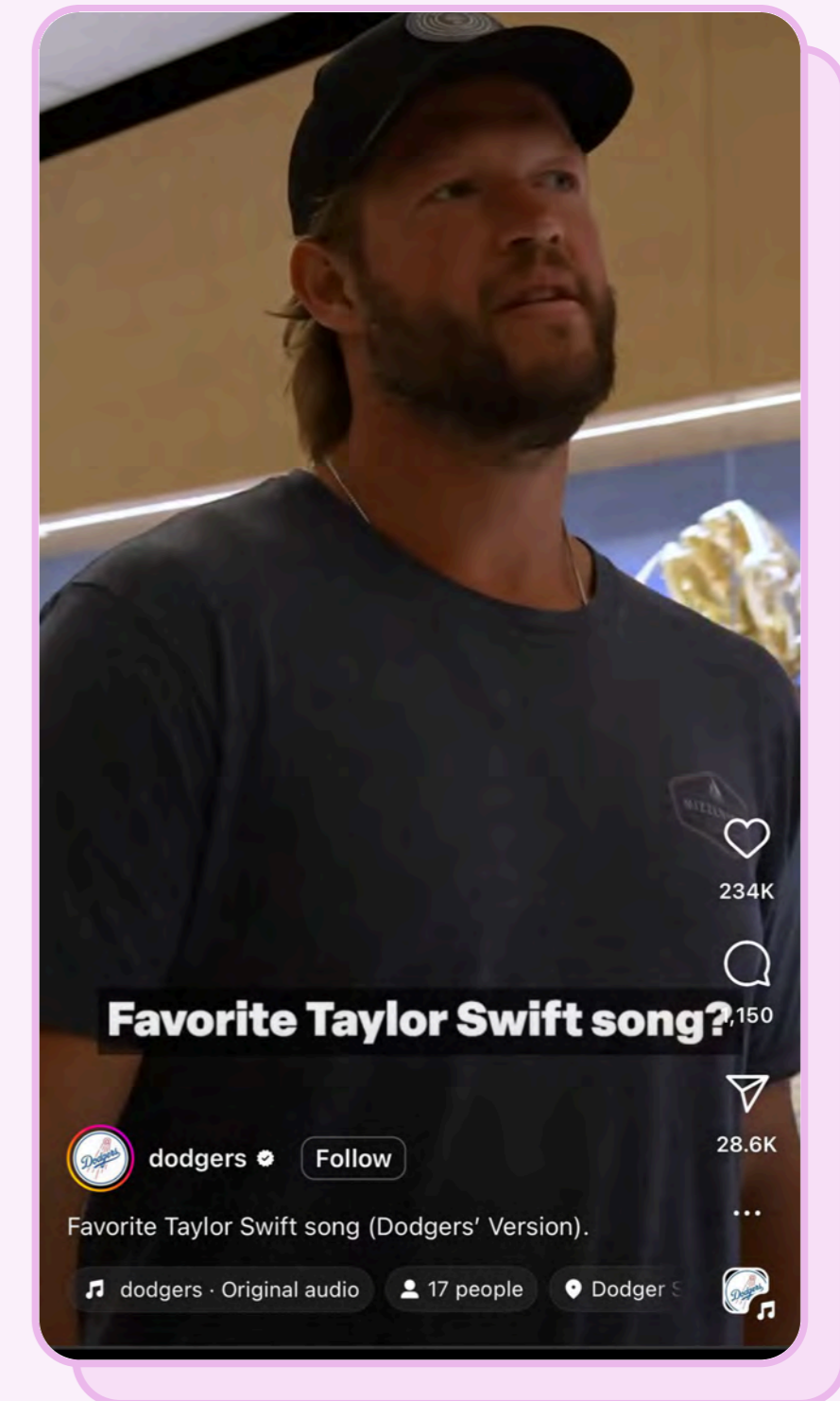
Effectiveness Rate, which captures saves, reach, and video views, reveals that user engagement remains robust, with a 4% increase compared to six months ago, even amidst slowing follower growth rates and engagement rates. The way that audiences engage with brands on Instagram is changing, rather than slowing down.

## Reels Continues to Offer Untapped Potential

Static and carousel content outperform Reels with a +57% higher reach and a slightly better engagement rate (0.4% vs. 0.3%). This suggests that brands are more adept at engaging users through static content. Yet, this also presents an opportunity for brands to delve into the less saturated Reels space, potentially broadening their impact.

## The Sports Industry Surpasses Media and Publishing as the Top-Performing Industry on Instagram

On average, Sports brands dominate across several metrics, including engagement rate (0.9%) and follower size (25.2M). Sports, teams and athletes come with pre-existing fanbases, demonstrating the role community plays in social media success.



@canva

### Dash Social INSIGHT

Dash Social's latest [Social Media Trends](#) report reveals creators drive high engagement, organic content fosters brand loyalty and paid content expands brand awareness—tailor content specifically to the customer lifecycle for maximum impact.

# YouTube Trends

## Posting Regularly Correlates to Subscriber Growth

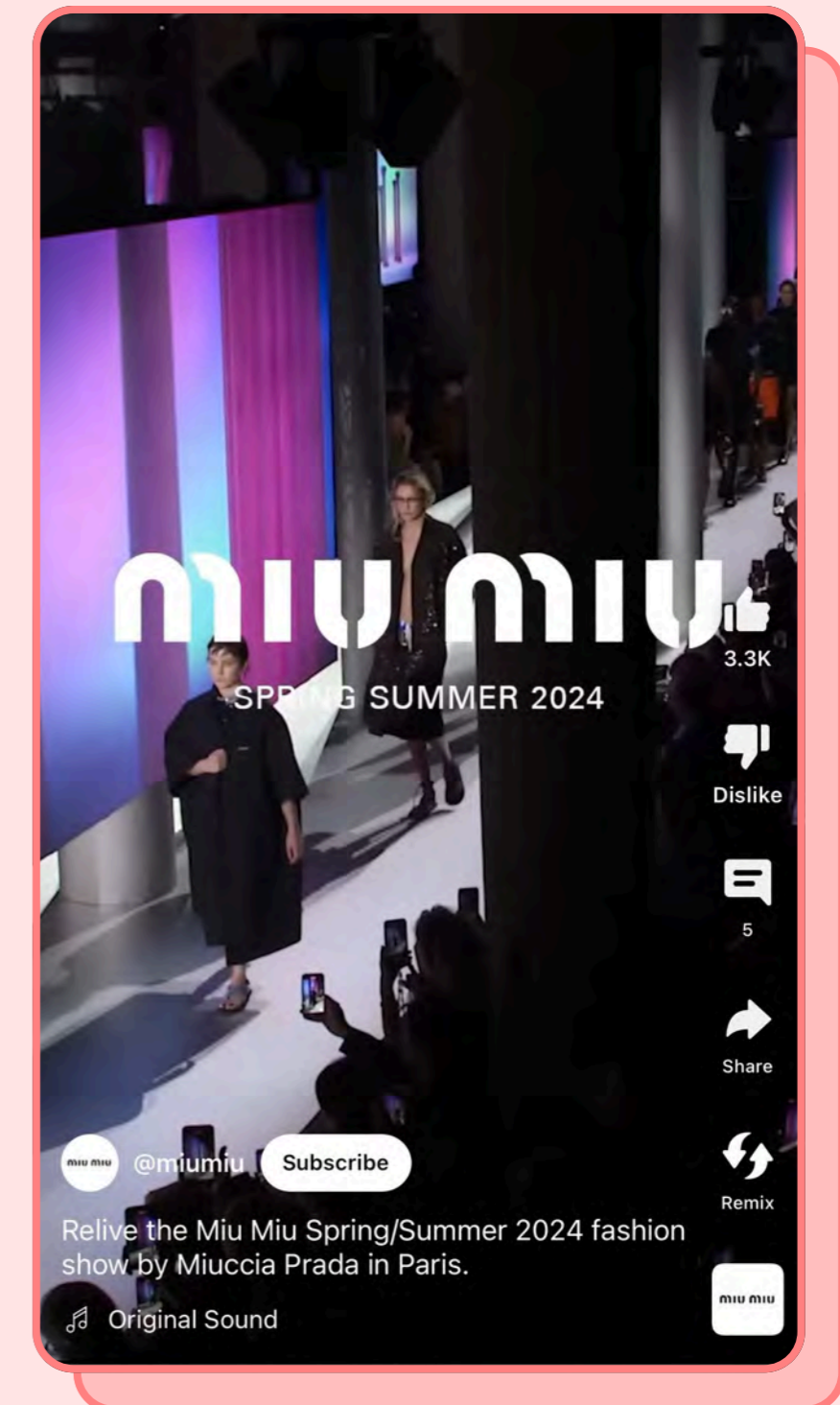
The brands with the highest subscriber counts post much more regularly than smaller brands. This emphasizes how YouTube audiences reward brands that engage with them regularly, and a regular cadence of content plays a key role in sustained growth.

## Long-Form Content Excels in Video Views, Shorts in Engagement

On average, long-form content (On-Demand videos) receives higher video views (+48%), while Shorts receive a higher cross-channel engagement rate (+8%) and a higher number of likes (+89%). This insight helps guide strategy to leverage Shorts for engagement while On-Demand could be better suited for increasing brand visibility.

## The Sports Industry Dominates in YouTube Engagement

The passionate fan base of the sports industry leads to the highest average number of likes on YouTube, with sports channels amassing an average of 3.9K likes per video. Sports exists at the intersection of community and entertainment, and brands from all industries should seek to foster these two engagement patterns to see better results.






@miumiu

### Dash Social INSIGHT

*On average, users watch 73% of YouTube videos. YouTube's format encourages extended watching with detailed content, whereas TikTok's quick snippets foster shorter viewing sessions.*




# Across All Industries

## Overall Comparison of TikTok, Instagram and YouTube

	 TikTok	 Instagram	 YouTube
Avg. Followers/Subscribers	335.3K	2.2M	700.3K
Avg. Monthly Follower/ Subscriber Growth Rate	7.7%* -32%	0.7% -13%	1.2% -52%
Avg. Weekly Posts	5 5	9 9	6 6
Avg. Cross-Channel Engagement Rate	4.6%* -6%	3.5%* +6%	3.9%* +14%
Avg. Reach	99.9K* -11%	174.8K* -4%	Reach is not available through Dash Social

\*Customer data only  
Compared to six months prior

## Overall Comparison of TikTok, Reels and Shorts

	 TikTok	 Instagram Reels	 YouTube Shorts
Avg. Weekly Posts	5 5	4 4	4 3
Avg. Cross-Channel Engagement Rate	4.6%* -6%	3.0%* +7%	4.0%* +3%
Avg. Video Views	130.9K -7%	122.8K* -10%	69.2K -16%
Avg. Reach	99.9K* -11%	117.1K* -10%	Reach is not available through Dash Social
Avg. Shares	111 -25%	301 -4%	47 -4%

**Cross-Channel Engagement Rate** is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram and YouTube by applying the same calculation across all three platforms.  
**Calculation:** TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views



# Children and Baby Content Resonates With Audiences

The Children and Baby industry reports increased video views on TikTok and Instagram. Compared to six months prior, the Children and Baby industry reveals a notable rise in video views on TikTok and Instagram, and a drop on YouTube. While video views have improved, engagement rate has slightly declined on TikTok and remained consistent on Instagram.

## Opportunity to Find Niche Audience on TikTok to Increase Engagement

This niche industry has one of the smaller follower bases (183K) but achieves more than 131,000 video views and the highest viewer retention rate (33%), keeping audiences engaged longer than any other industry. With its 8.2% growth rate, this industry is growing rapidly. However, a lower Entertainment Score (3.4%) and engagement rate (3.5%) suggest that content might not be relevant to all its viewers and could be more targeted to its niche.

## Audiences Are Highly Engaged With Reels

Although Children and Baby brands have the lowest reach among the industries, the industry shows promise through video content and exhibits the third highest number of shares (483) and one of the highest Effectiveness Rates for video (42.9%). While content may reach fewer users, it resonates deeply, prompting those who see it to share it with others. There's potential for these brands to capitalize on this by producing more video content to enhance engagement and presence on Instagram.

## Industry Experiences Growth and Viewer Retention on YouTube

The industry experiences one of the fastest monthly growth rates (2%), indicating strong and expanding audience interest. With an active posting schedule of three times a week, the industry sees significant engagement, particularly with On-Demand content which averages 96K views, far surpassing the 25K views for Shorts. This high level of viewer retention at 76% underscores the effectiveness of the content in captivating its audience.

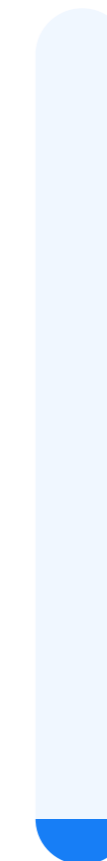
## Average Children and Baby Engagement Rate and Video Views

H1 2024

### Engagement Rate

3.5%  
↓ 20%

0.2%  
No change

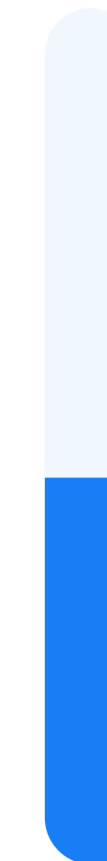


### Video Views

131.6K  
↑ 44%

67.2K  
↑ 12%

55.3K  
↓ 36%



Percentage change compared to six prior

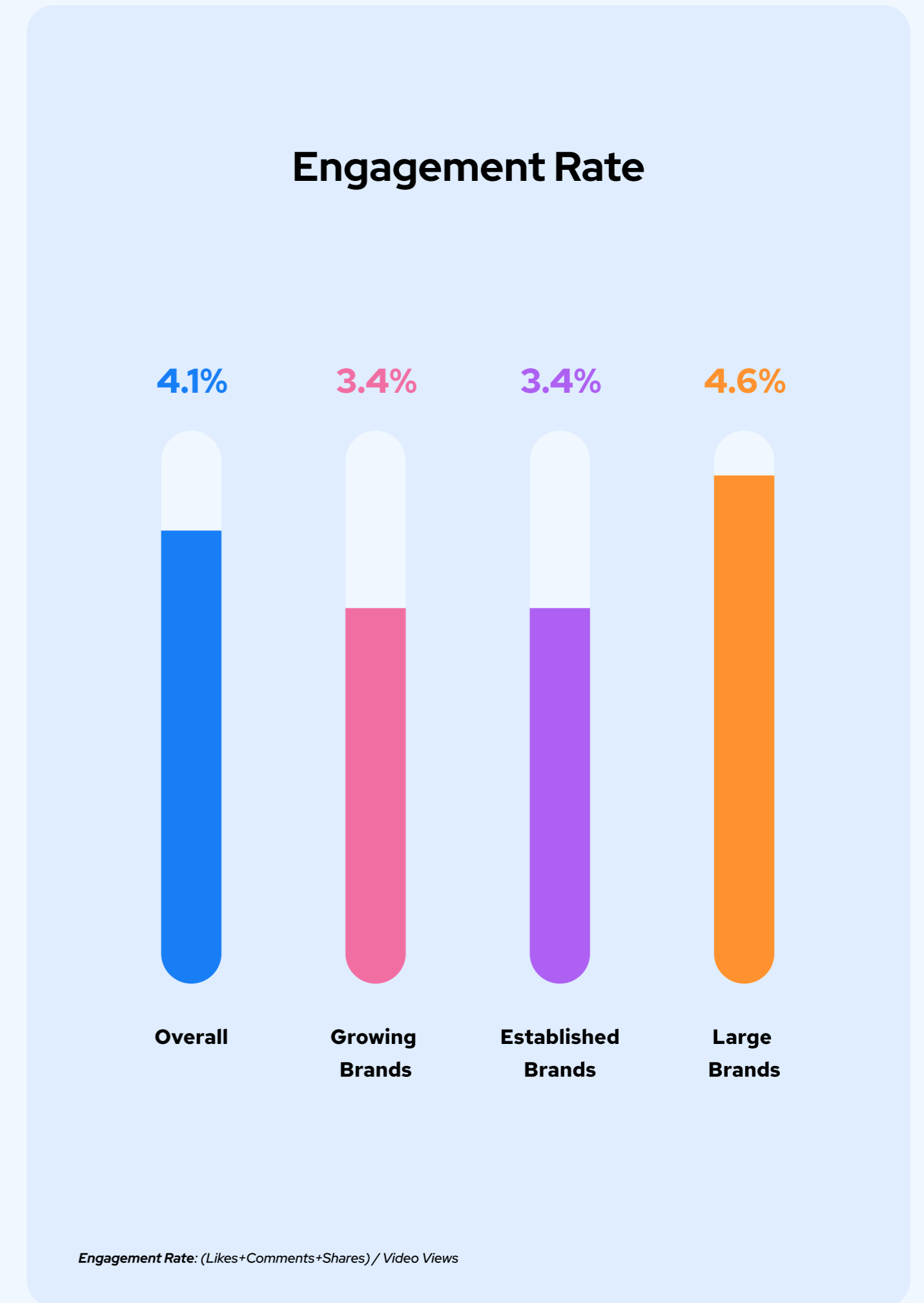
# TikTok



# Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
<b>Overall</b>	<b>335.3K</b>	<b>5</b>	<b>7.7%</b>	<b>130.9K</b>	<b>111</b>	<b>99.9K</b>	<b>3.6</b>
<b>Growing Brands</b> <small>(0 – 11.5K Followers)</small>	<b>4.1K</b>	<b>3</b>	<b>13.1%</b>	<b>12.7K</b>	<b>9</b>	<b>9.7K</b>	<b>3.4</b>
<b>Established Brands</b> <small>(11.5K – 110K Followers)</small>	<b>46.1K</b>	<b>4</b>	<b>7.4%</b>	<b>64.4K</b>	<b>32</b>	<b>45.5K</b>	<b>3.2</b>
<b>Large Brands</b> <small>(110K+ Followers)</small>	<b>804K</b>	<b>7</b>	<b>4.1%</b>	<b>189.1K</b>	<b>172</b>	<b>148.1K</b>	<b>3.9</b>

\*Customer data only



# Across All Industries

	Children and Baby	Beauty	Retail	Fashion and Luxury	CPG	Home	Media and Publishing	B2B	Wellness	Sports	Travel
Follower Count	183.3K	317.5K	216.9K	233.1K	452.7K	131.6K	564.3K	137.1K	127.7K	1.1M	243.2K
Weekly Posts	3	5	5	4	3	3	8	2	4	4	3
Monthly Follower Growth Rate*	8.2%	7.3%	6.1%	6.0%	6.0%	5.9%	11.3%	**	14.6%	**	7.9%
Video Views	131.6K	103.5K	134.3K	144.9K	143.4K	84.4K	145.2K	133.9K	75.4K	212.6K	201.8K
Shares	102	55	58	55	112	85	226	102	38	195	161
Reach	64.1K	85.4K	94.4K	105.3K	116.6K	56.3K	124K	**	36.4K	**	93.2K
Entertainment Score*	3.4	3.7	3.3	3.3	3.7	3.5	3.9	**	3.1	**	3.5
Engagement Rate	3.5%	4.1%	3.3%	3.3%	4.4%	4.1%	4.9%	4.4%	3.3%	5.7%	4.1%

\*Customer data only

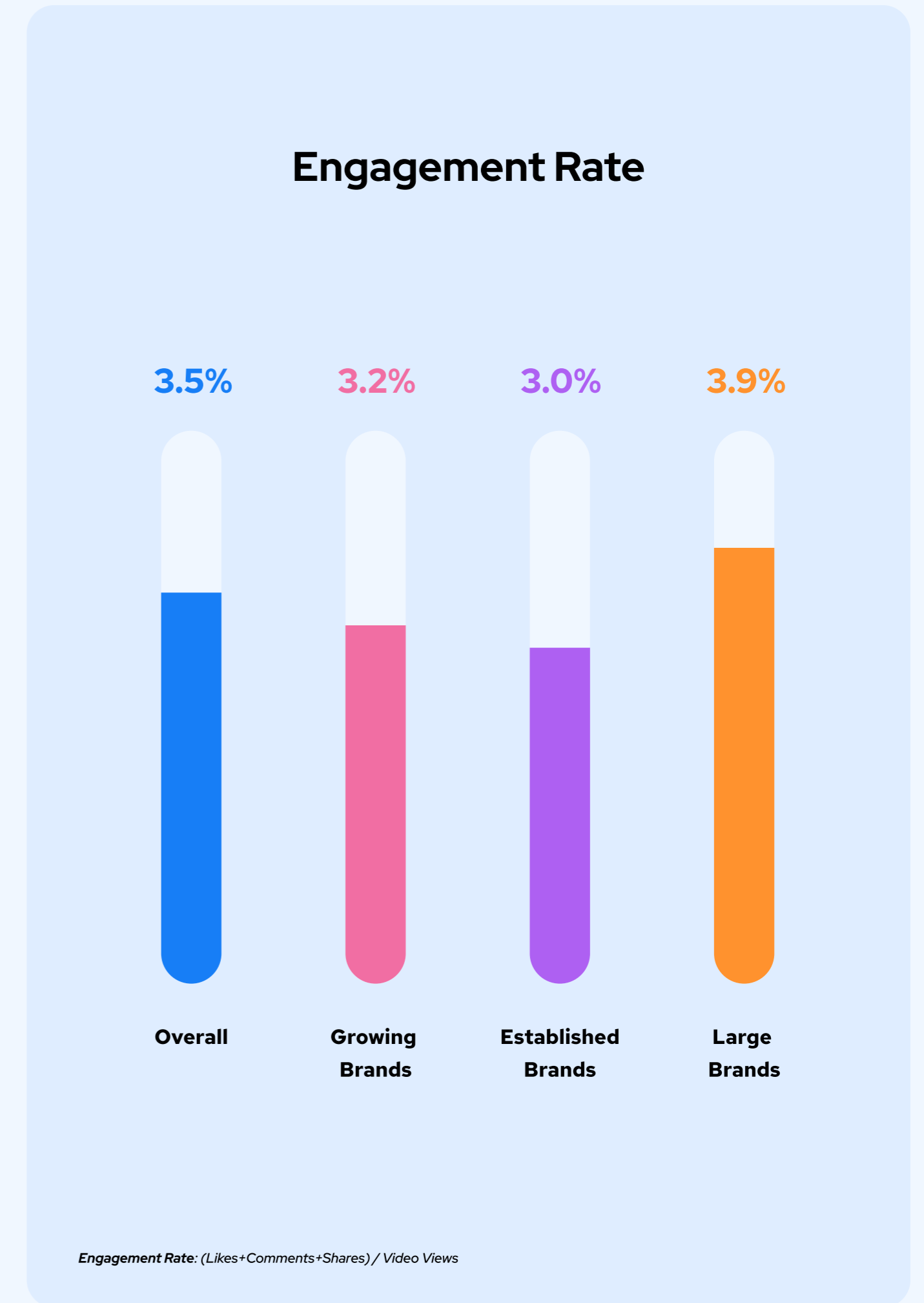
\*\* Limited data available

# Children and Baby Brands

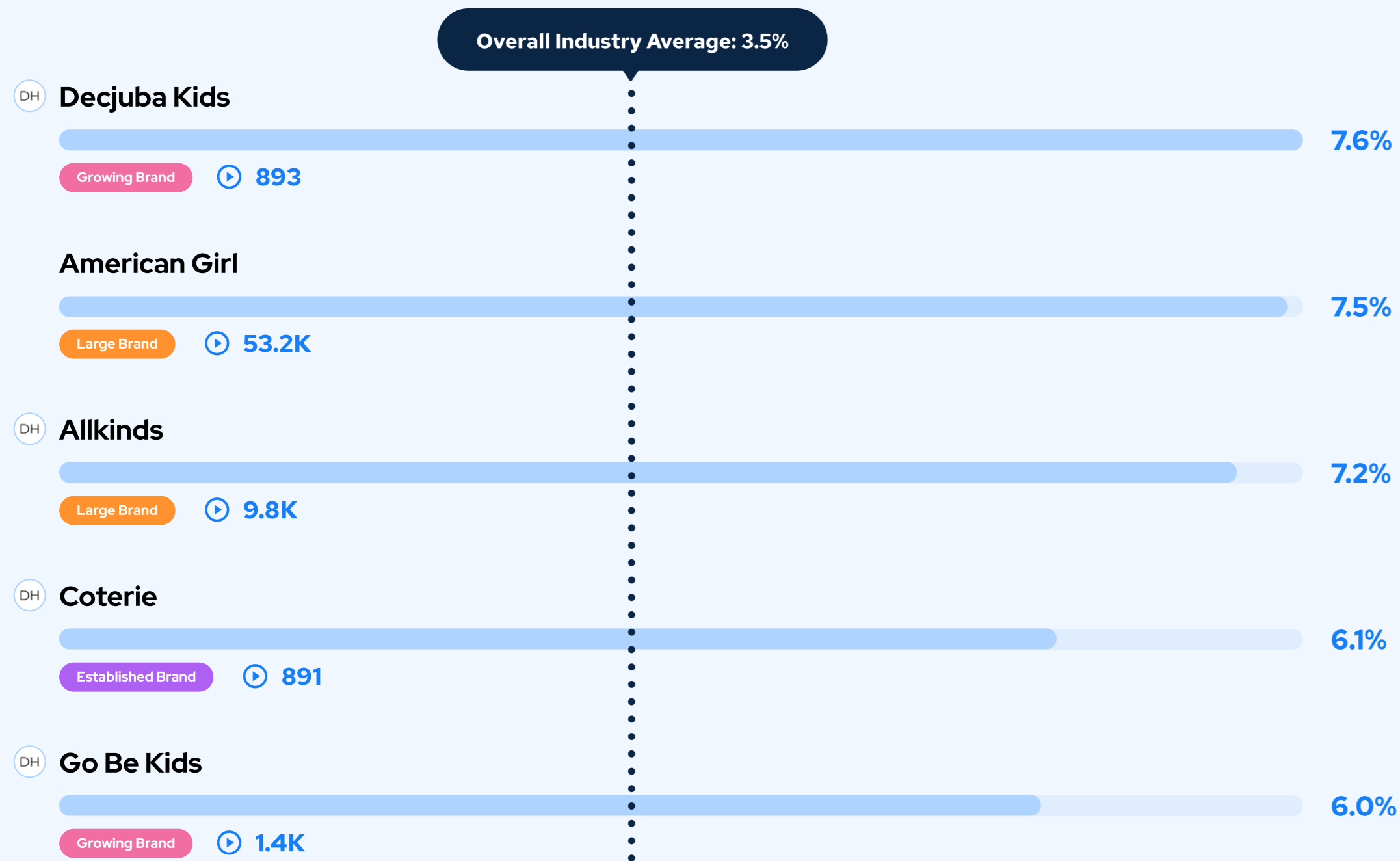
## Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
<b>Children and Baby Overall</b>	<b>183.3K</b>	<b>3</b>	<b>8.2%</b>	<b>131.6K</b>	<b>102</b>	<b>64.1K</b>	<b>3.4</b>
<b>Growing Brands</b> (0 - 11.5K Followers)	<b>4K</b>	<b>2</b>	<b>7.8%</b>	<b>18.3K</b>	<b>22</b>	<b>16.2K</b>	<b>3.0</b>
<b>Established Brands</b> (11.5K - 110K Followers)	<b>33.7K</b>	<b>2</b>	<b>12.9%</b>	<b>239.2K</b>	<b>35</b>	<b>4.2K</b>	<b>3.1</b>
<b>Large Brands</b> (110K+ Followers)	<b>567.4K</b>	<b>5</b>	<b>4.6%</b>	<b>139.5K</b>	<b>171</b>	<b>131.2K</b>	<b>3.8</b>

\*Customer data only



# Top Children and Baby Industry Performers by Engagement Rate

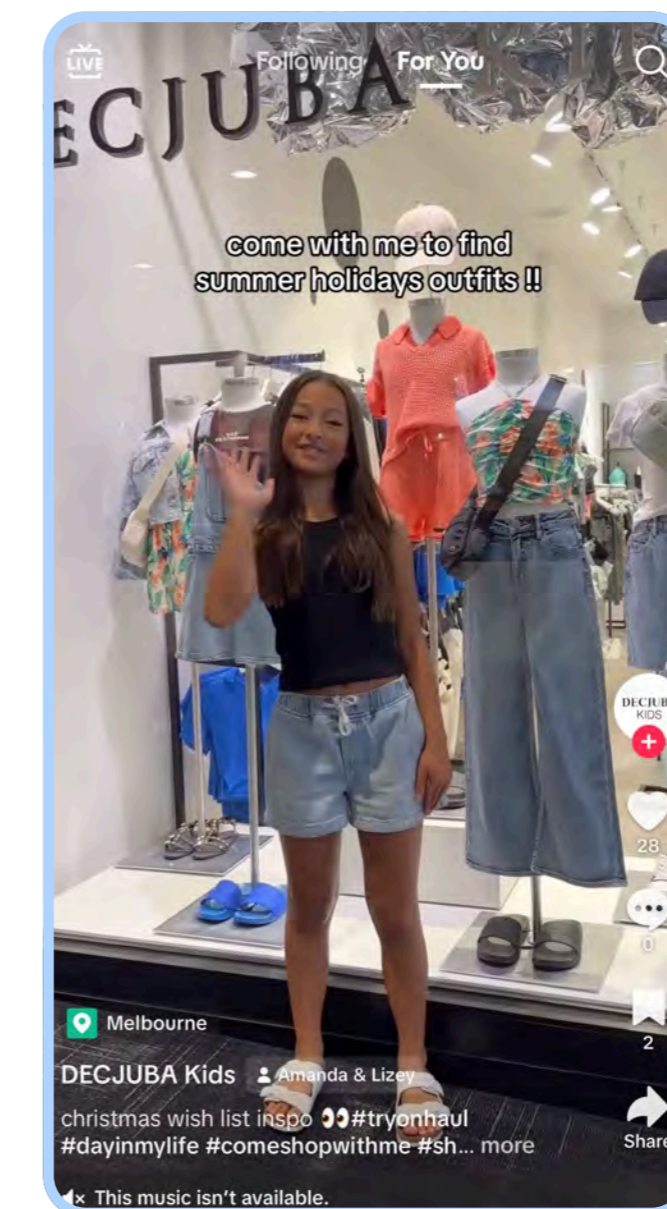


 Average Video Views  Dash Social User  Growing Brand: 0 – 11.5K Followers  Established Brand: 11.5K – 110K Followers  Large Brand: 110K+ Followers

## Deep Dive Into Top Performing Children and Baby Brand

### DECJUBA

Decjuba Kids shines on TikTok by creating content that captures the playful and spirited essence of the Decjuba brand. Its content resonates with families, earning a high engagement rate as a result.



**Decjuba Kids outperforms the average engagement rate for Children and Baby brands by +117.1%.**



# Winning Formulas for Creating Entertaining TikTok Content

**allkinds**

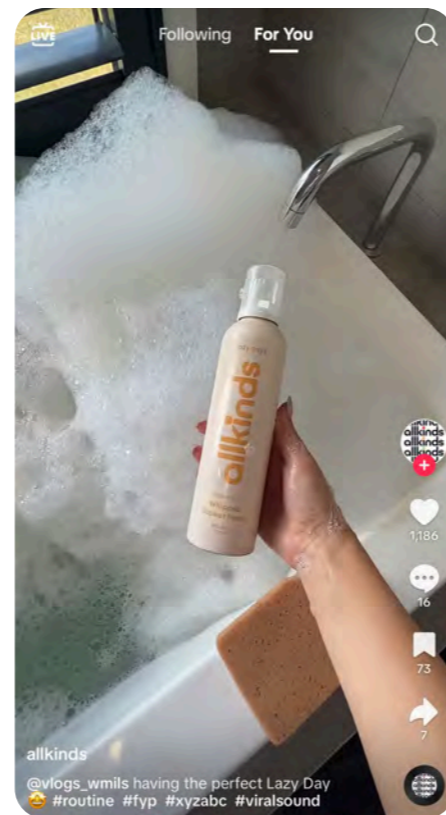
Allkinds stands out on TikTok by showcasing its colorful bath, body and skincare products for kids and teens in a fun and energetic way. This captivating content earns the brand high Entertainment Scores.

**Entertainment Score: 8.5/10**

*Compared to the Children and Baby industry average of 3.4, and Allkinds' own average of 6.6.*

**Retention Rate: 61%**

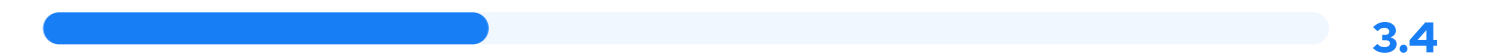
*Compared to the Children and Baby industry average of 33%, and Allkinds' own average of 56%.*



## Top Children and Baby Industry Performers by Entertainment Score

 Average Retention Rate

Overall Average



 33%

Brand	Category	Retention Rate	Entertainment Score
Allkinds	Large Brand	56%	6.6
Decjuba Kids	Growing Brand	40%	5.8
Gerber Childrenswear	Growing Brand	30%	4.8
Go Be Kids	Growing Brand	40%	4.8
Coterie	Established Brand	28%	4.3

# Instagram



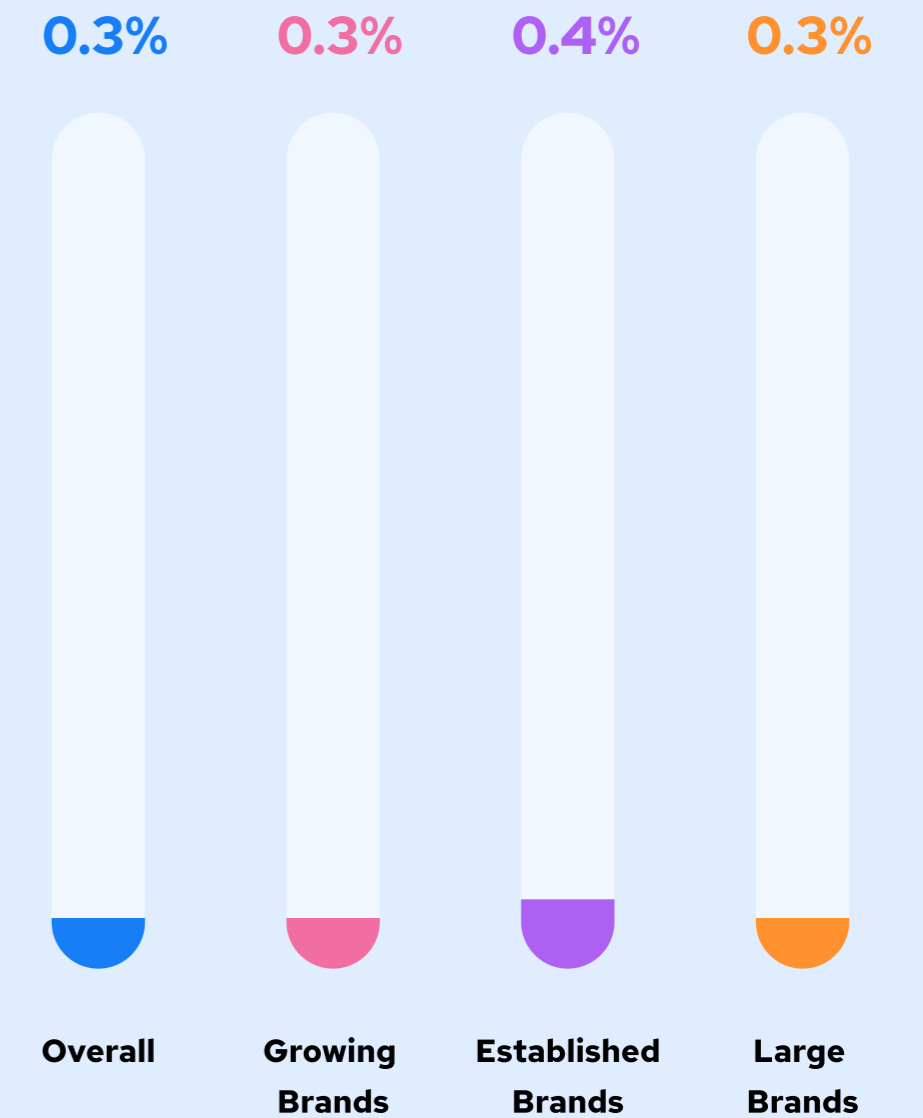


# Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares*
<b>Overall</b>	<b>2.2M</b>	<b>4</b>	<b>5</b>	<b>0.7%</b>	<b>174.8K</b>	<b>3.9</b>	<b>15.3%</b>	<b>301</b>
<b>Growing Brands</b> (0 - 190K Followers)	<b>87.5K</b>	<b>2</b>	<b>3</b>	<b>0.9%</b>	<b>10.2K</b>	<b>3.8</b>	<b>20.4%</b>	<b>34</b>
<b>Established Brands</b> (190K - 1.1M Followers)	<b>496.5K</b>	<b>3</b>	<b>4</b>	<b>0.7%</b>	<b>45K</b>	<b>3.6</b>	<b>19.0%</b>	<b>161</b>
<b>Large Brands</b> (1.1M+ Followers)	<b>7.6M</b>	<b>6</b>	<b>9</b>	<b>0.6%</b>	<b>359.7K</b>	<b>4.4</b>	<b>9.9%</b>	<b>578</b>

\*Customer data only

## Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

# Across All Industries

	Children and Baby	Beauty	Retail	Fashion and Luxury	CPG	Home	Media and Publishing	B2B	Wellness	Sports	Travel
Follower Count	1.1M	2.7M	3.8M	4M	1.8M	966K	6.3M	416.7K	711.7K	25.2M	1.6M
Weekly Posts (Reels)	2	7	4	3	2	2	9	2	3	6	2
Weekly Posts (Carousel and Image)	4	5	5	6	3	4	16	2	3	10	4
Monthly Follower Growth Rate	0.8%	0.8%	0.6%	0.7%	0.7%	0.7%	0.8%	1.2%	0.8%	0.9%	1.0%
Shares* (Reels)	483	113	128	122	214	262	731	**	236	**	376
Entertainment Score* (Reels)	3.0	4.2	3.1	3.4	4.6	3.1	4.5	**	2.9	**	4.8
Reach*	46.1K	83.2K	67.9K	81.2K	63.9K	74K	341.6K	**	50.3K	**	75.6K
Effectiveness Rate*	17.1%	17.0%	12.4%	10.7%	17.8%	13.4%	14.8%	**	18.3%	**	18.6%
Engagement Rate	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.4%	0.2%	0.9%	0.4%

\*Customer data only

\*\* Limited data available

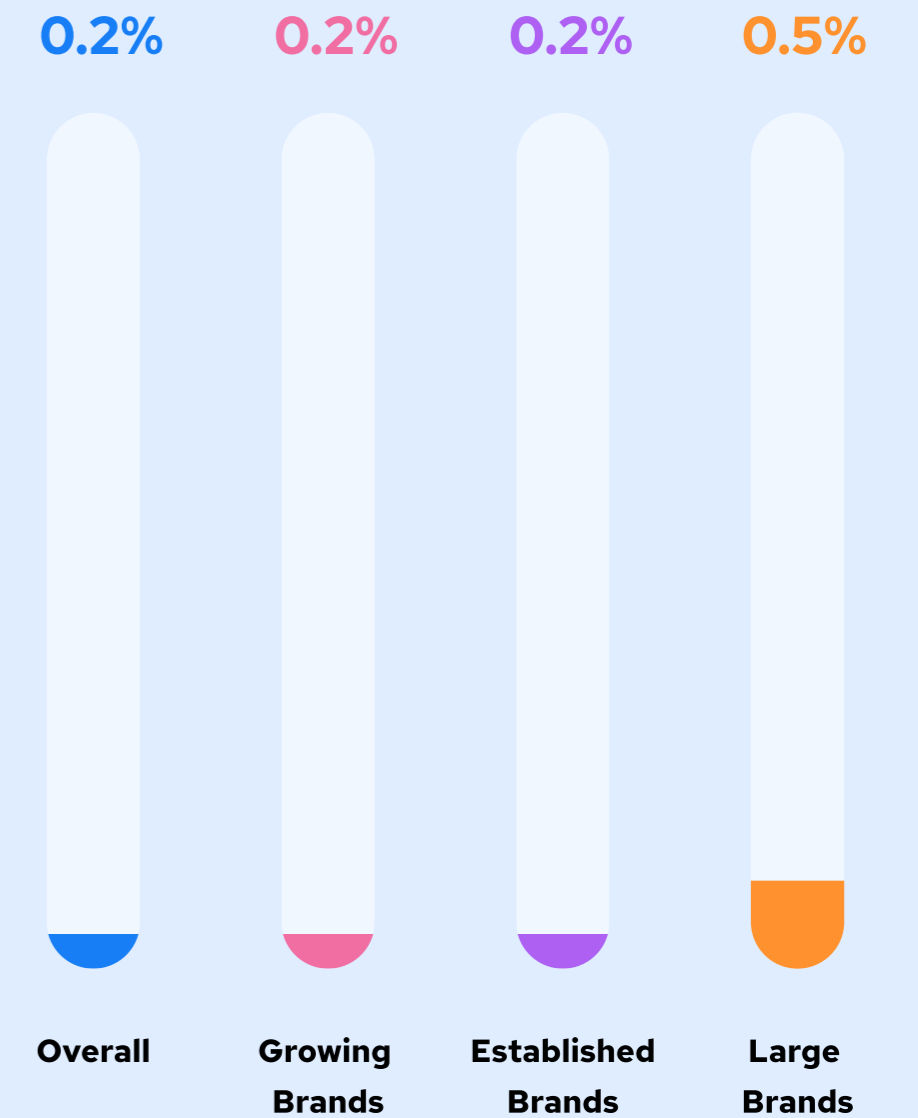
# Children and Baby Brands

## Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
<b>Children and Baby Overall</b>	<b>1.1M</b>	<b>2</b>	<b>4</b>	<b>0.8%</b>	<b>483</b>	<b>3.0</b>	<b>41.6K</b>	<b>17.1%</b>
<b>Growing Brands</b> (0 - 190K Followers)	<b>96.8K</b>	<b>1</b>	<b>3</b>	<b>1.0%</b>	<b>34</b>	<b>2.9</b>	<b>9K</b>	<b>15.7%</b>
<b>Established Brands</b> (190K - 1.1M Followers)	<b>543.7K</b>	<b>3</b>	<b>4</b>	<b>0.6%</b>	<b>313</b>	<b>2.7</b>	<b>38.5K</b>	<b>16.4%</b>
<b>Large Brands</b> (1.1M+ Followers)	<b>5M</b>	<b>4</b>	<b>5</b>	<b>0.9%</b>	<b>1.5K</b>	<b>3.7</b>	<b>144.6K</b>	<b>22.4%</b>

\*Customer data only

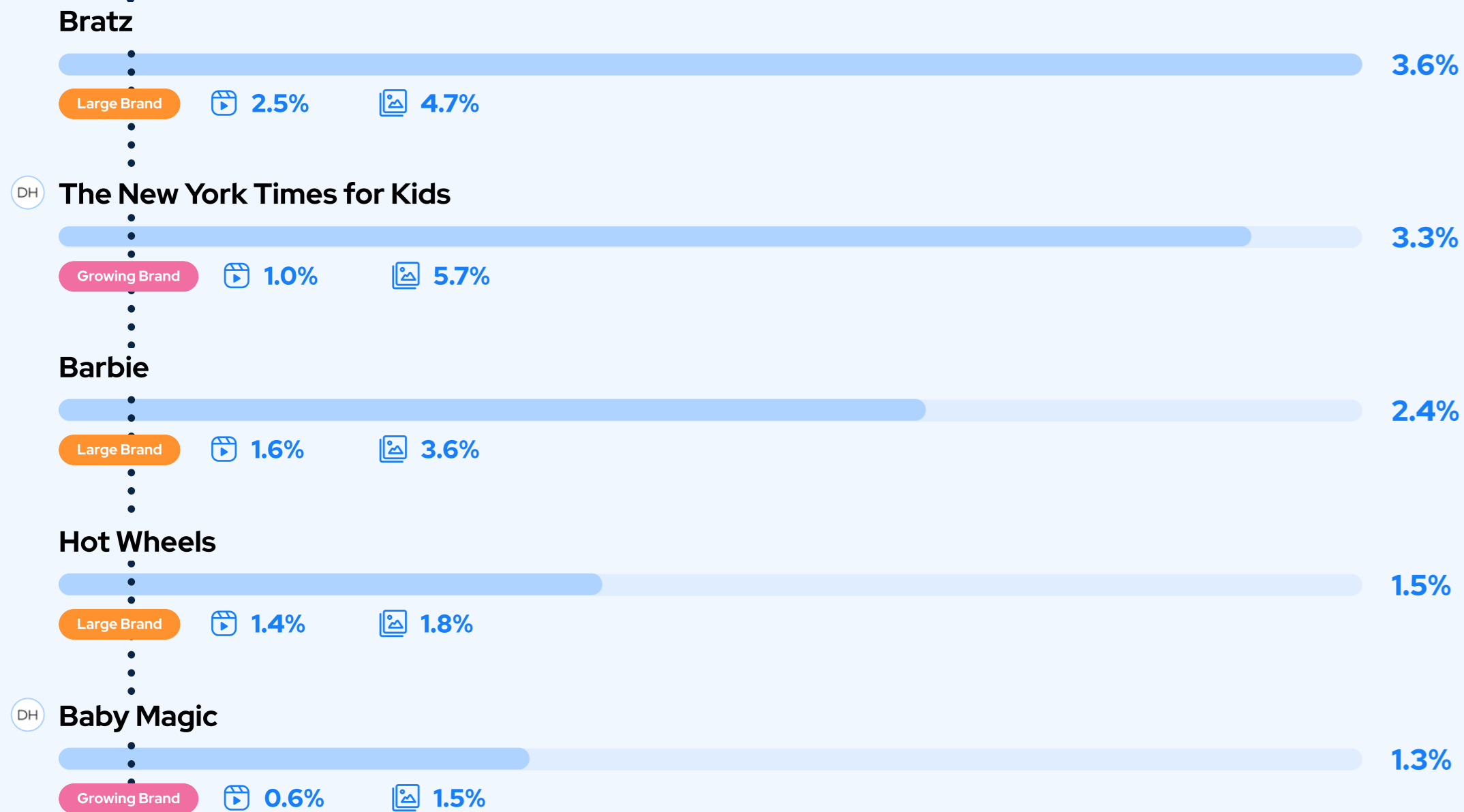
### Engagement Rate




Engagement Rate: (Likes + Comments) / Followers

# Top Children and Baby Industry Performers by Engagement Rate

Overall Industry Average: 0.2%



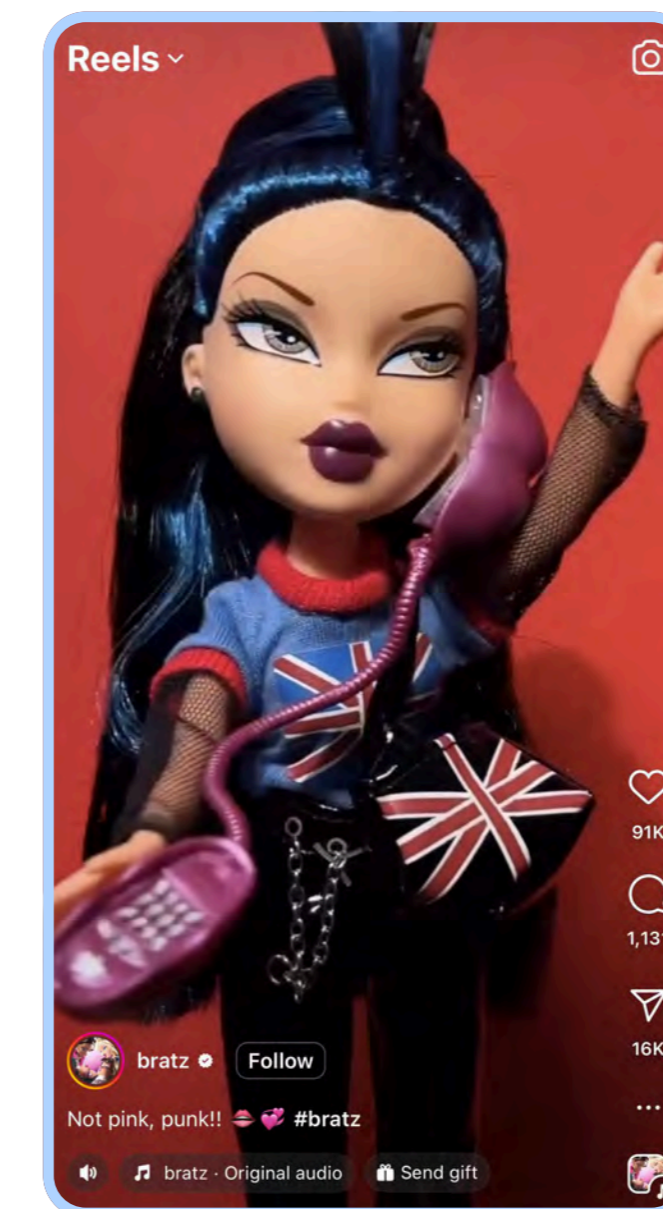
 Average Engagement Rate (Reels) | Industry Average: 0.3%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.2%  DH Dash Social User

 Growing Brand: 0 - 190K Followers  Established Brand: 190K - 1.1M Followers  Large Brand: 1.1M+ Followers

## Deep Dive Into Top Performing Children and Baby Brand

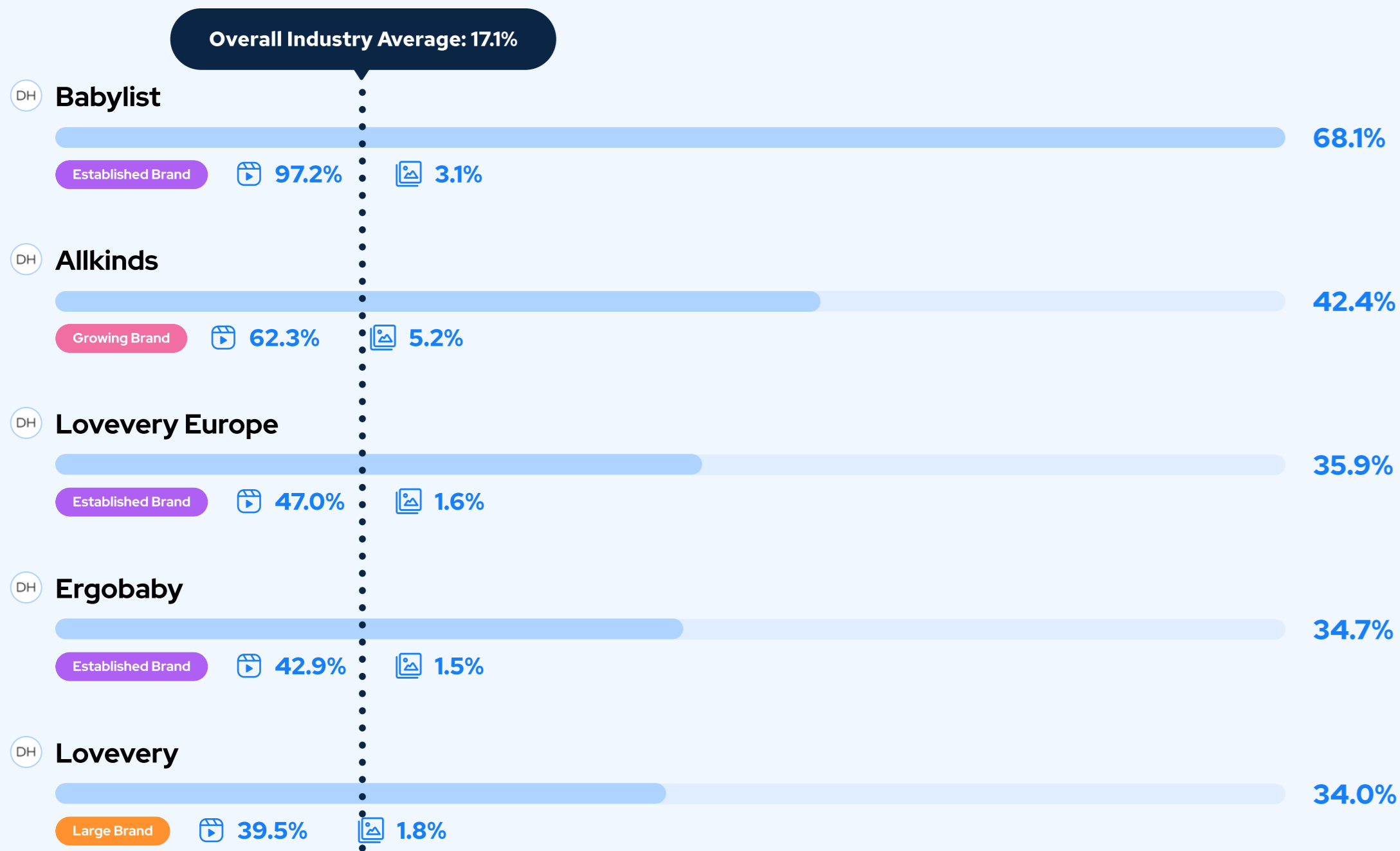


Bratz achieves the highest engagement rates in the industry with its lively imagery and skits, engaging young fans and adults who grew up with the brand alike.



Bratz outperforms the average engagement rate for Children and Baby brands by **+1700%**.

# Top Children and Baby Industry Performers by Effectiveness Rate



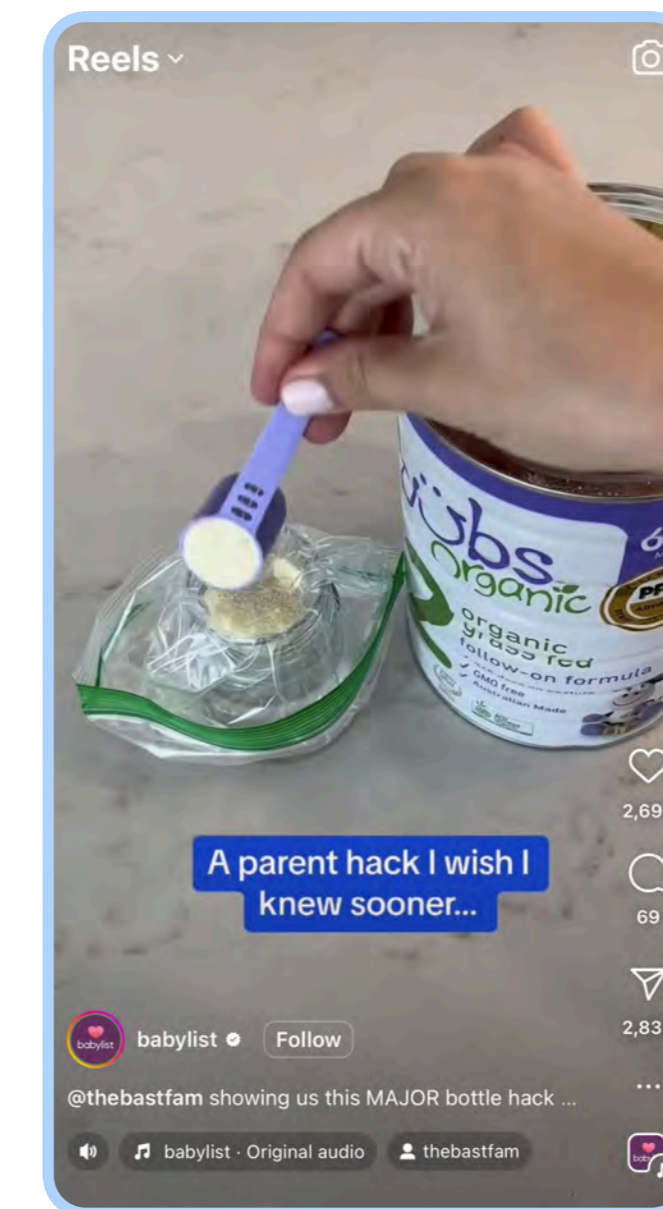
 Average Effectiveness Rate (Reels) | Industry Average: 42.9%  Average Effectiveness Rate (Static and Carousel) | Industry Average: 2.7%  Dash Social User

 Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers

## Deep Dive Into Top Performing Children and Baby Brand



Babylist provides first-time parents with valuable information, product recommendations and relatable content. Its blend of educational and engaging posts resonates well with Instagram's audience of parents seeking guidance and parenting tips.



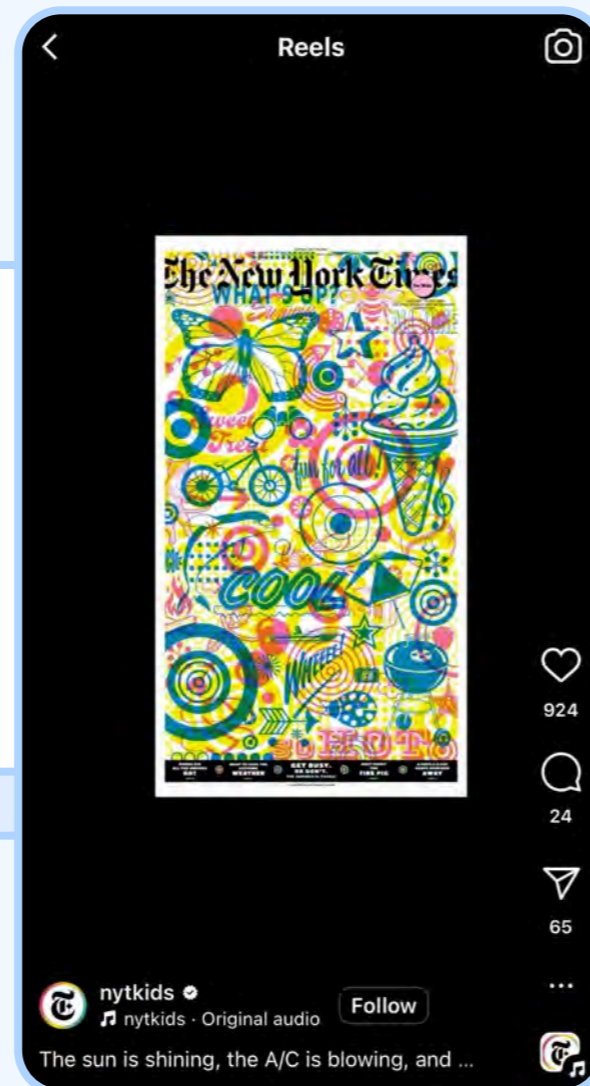
**Babylist outperforms the average Effectiveness Rate for Children and Baby brands by +298%.**

# Winning Formulas for Creating Entertaining Reels Content

**The New York Times** The New York Times for Kids shares interesting facts, puzzles and kid-focused news. This content appeals to audiences looking for both entertainment and education, resulting in high Entertainment Scores.

**Entertainment Score: 8.2/10**

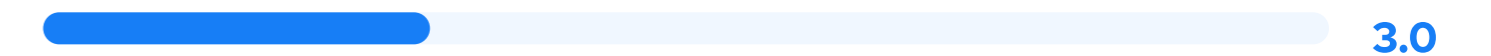
Compared to the Children and Baby industry average of 3.0, and The New York Times for Kids' own average of 8.0.



## Top Children and Baby Industry Performers by Entertainment Score (Reels)

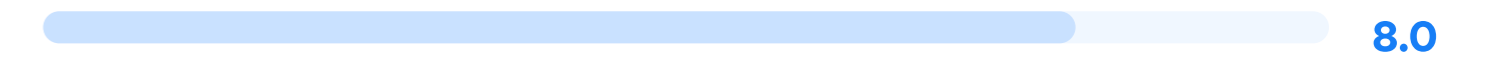
 Average Video Views

Overall Average



 67.2K

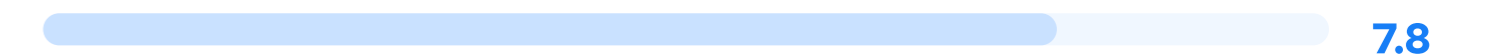
 **The New York Times for Kids**



Growing Brand

 14.5K

 **Baby Magic**



Growing Brand

 615

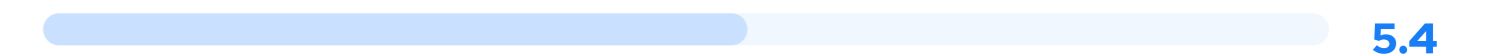
 **Kylie Baby**



Growing Brand

 56K

 **Allkinds**



Growing Brand

 10.5K

 **Babylist**



Established Brand

 170K

# YouTube



# Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*	Percentage Viewed*
<b>Overall</b>	<b>700.3K</b>	<b>6</b>	<b>1.2%</b>	<b>1.8K</b>	<b>76</b>	<b>73%</b>
<b>Growing Brands</b> <small>(0 – 20K Followers)</small>	<b>5.4K</b>	<b>3</b>	<b>1.8%</b>	<b>96</b>	<b>6</b>	<b>83%</b>
<b>Established Brands</b> <small>(20K – 150K Followers)</small>	<b>67.5K</b>	<b>4</b>	<b>0.6%</b>	<b>318</b>	<b>21</b>	<b>79%</b>
<b>Large Brands</b> <small>(150K+ Followers)</small>	<b>2.5M</b>	<b>15</b>	<b>0.8%</b>	<b>2.6K</b>	<b>143</b>	<b>64%</b>

\*Customer data only





# Across All Industries

	Children and Baby	Beauty	Retail	Fashion and Luxury	CPG	Home	Media and Publishing	B2B	Wellness	Sports	Travel
Subscriber Count	461.1K	104.2K	319.8K	160.3K	826.6K	87.7K	3.2M	172.3K	185.4K	1.6M	127K
Weekly Videos	3	8	6	4	4	3	25	3	4	17	3
Monthly Follower Growth Rate	1.8%	1.2%	0.7%	1.4%	1.1%	1.7%	1.0%	0.7%	1.1%	0.6%	2.6%
Likes*	370	565	342	425	2.9K	159	2.2K	211	145	3.9K	115
Shares*	7	17	12	14	39	38	157	2	42	25	20
Percentage Viewed*	76%	86%	76%	86%	62%	73%	58%	**	**	**	**
Video Views	55.3K	49.7K	109.1K	87K	180.4K	70.8K	96.8K	56.2K	43.8K	110.5K	63.1K

\*Customer data only

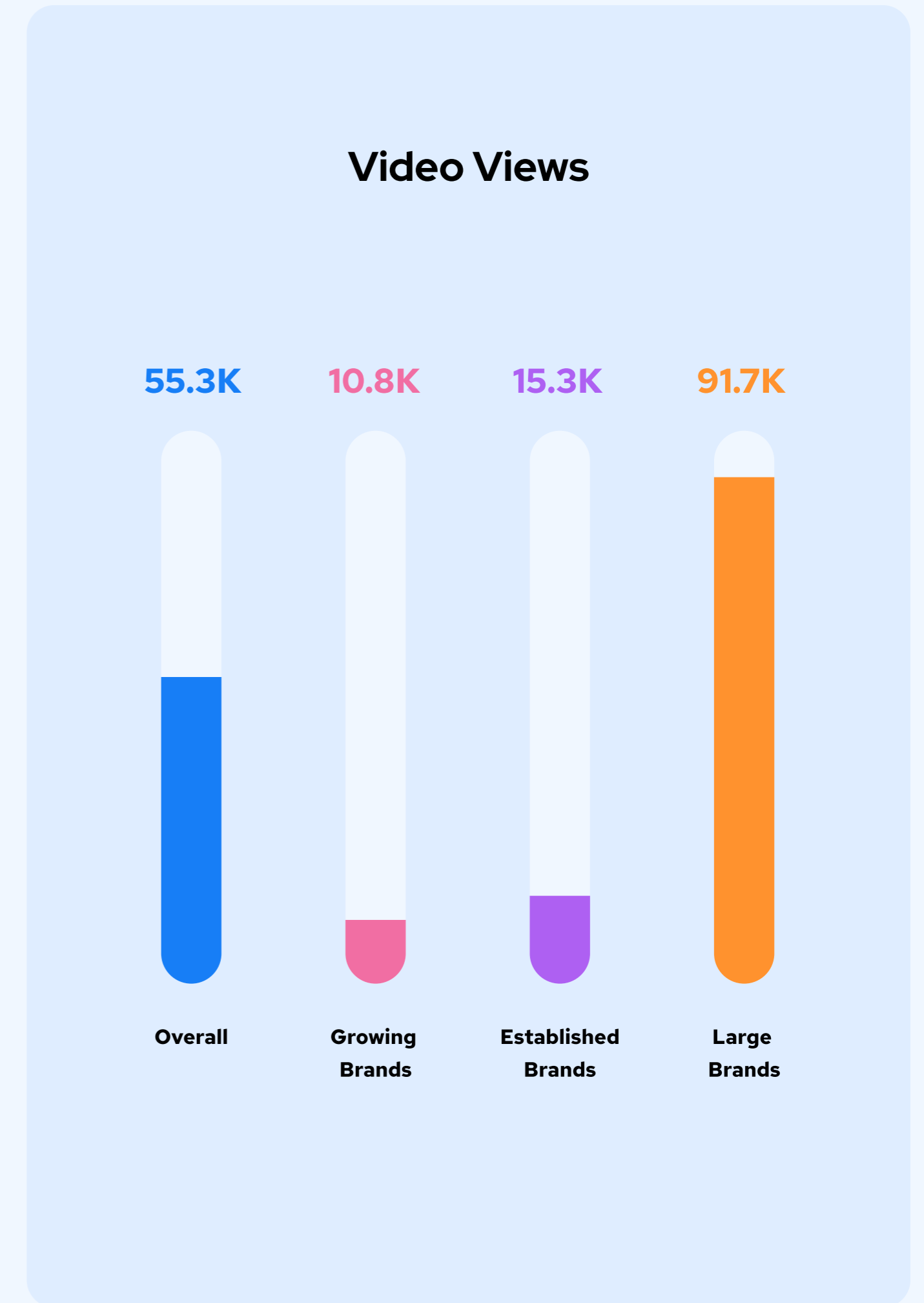
\*\* Limited data available

# Children and Baby Brands

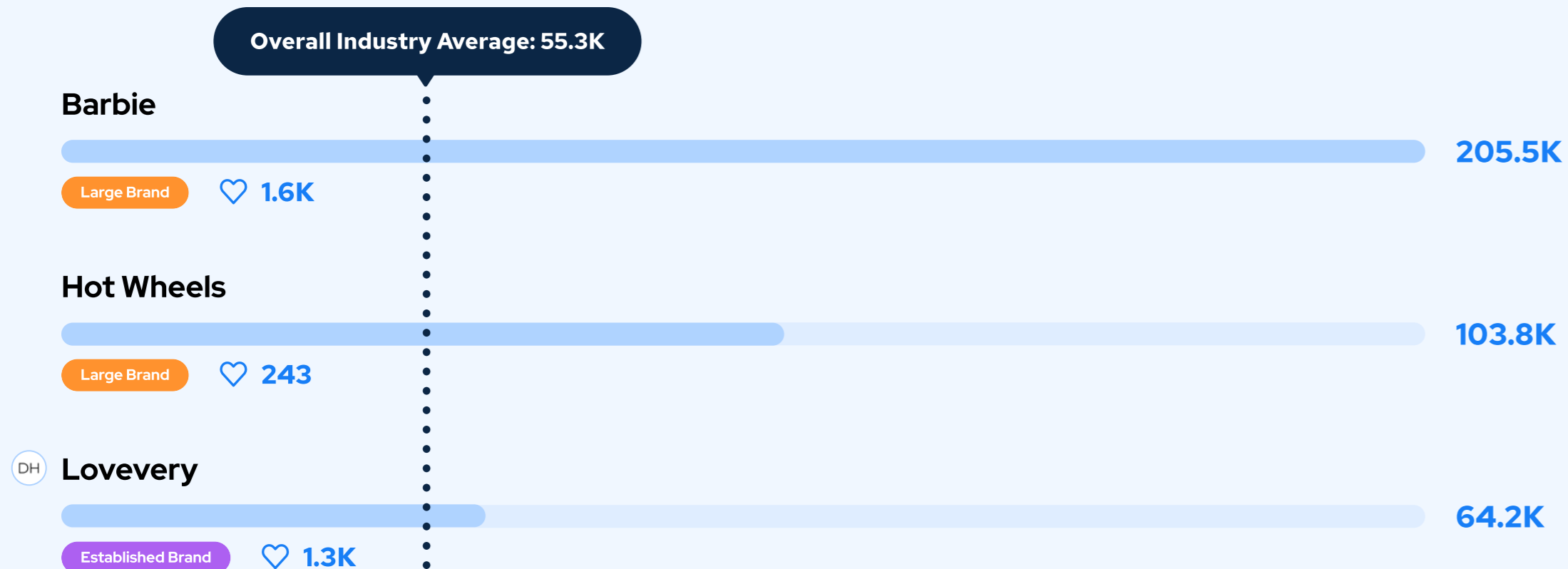
## Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
<b>Children and Baby Overall</b>	<b>461.1K</b>	<b>3</b>	<b>1.8%</b>	<b>370</b>	<b>7</b>
<b>Growing Brands</b> (0 - 20K Followers)	<b>5K</b>	<b>2</b>	<b>5.5%</b>	<b>29</b>	<b>4</b>
<b>Established Brands</b> (20K - 150K Followers)	<b>60.1K</b>	<b>2</b>	<b>0.2%</b>	<b>171</b>	<b>8</b>
<b>Large Brands</b> (150K+ Followers)	<b>1.8M</b>	<b>6</b>	<b>0.6%</b>	<b>599</b>	<b>5</b>

\*Customer data only



# Top Children and Baby Industry Performers by Overall Video Views



 Average Likes | Industry Average: 370  Dash Social User  Growing Brand: 0 – 20K Followers  Established Brand: 20K – 150K Followers  Large Brand: 150K+ Followers

## Deep Dive Into Top Performing Children and Baby Brand

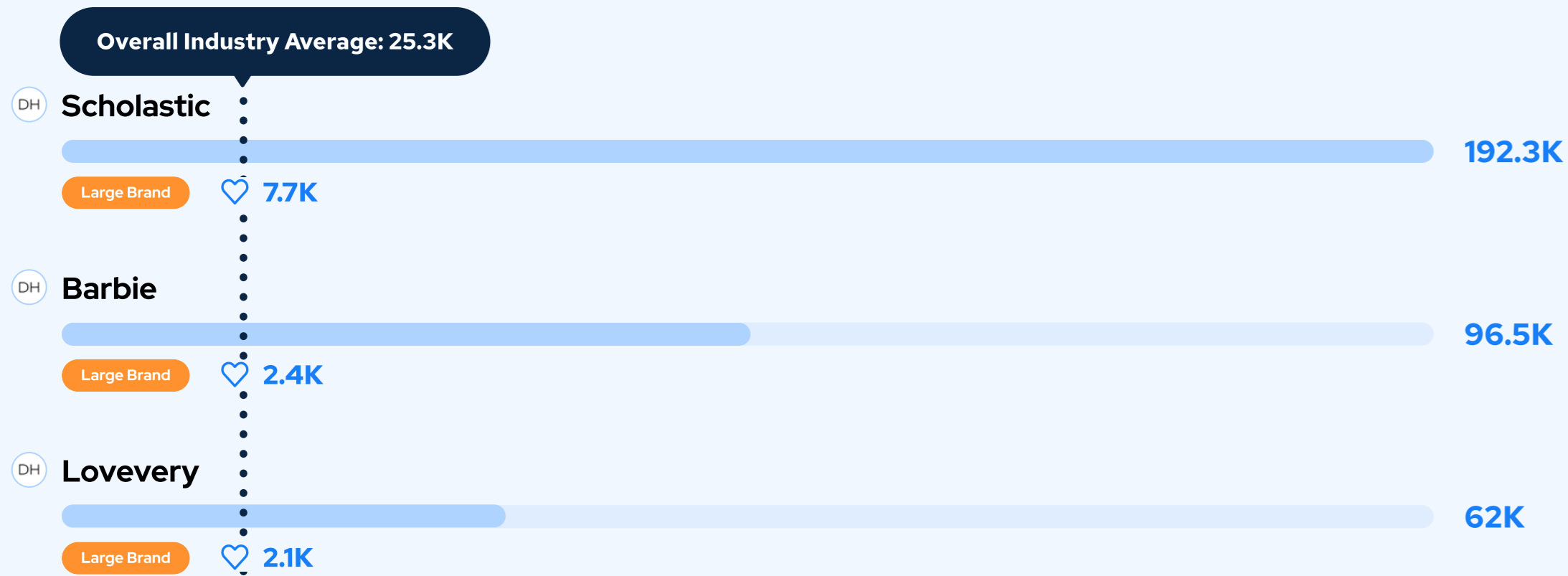
*Barbie*

Barbie achieves high video views on YouTube by creating a diverse range of content – from animated episodes featuring Barbie and her friends in various adventures, to DIY craft videos, to exclusive looks at new dolls and playsets.

**Barbie outperforms the average video views for Children and Baby brands by +272%.**



# Top Children and Baby Industry Performers by Shorts Video Views



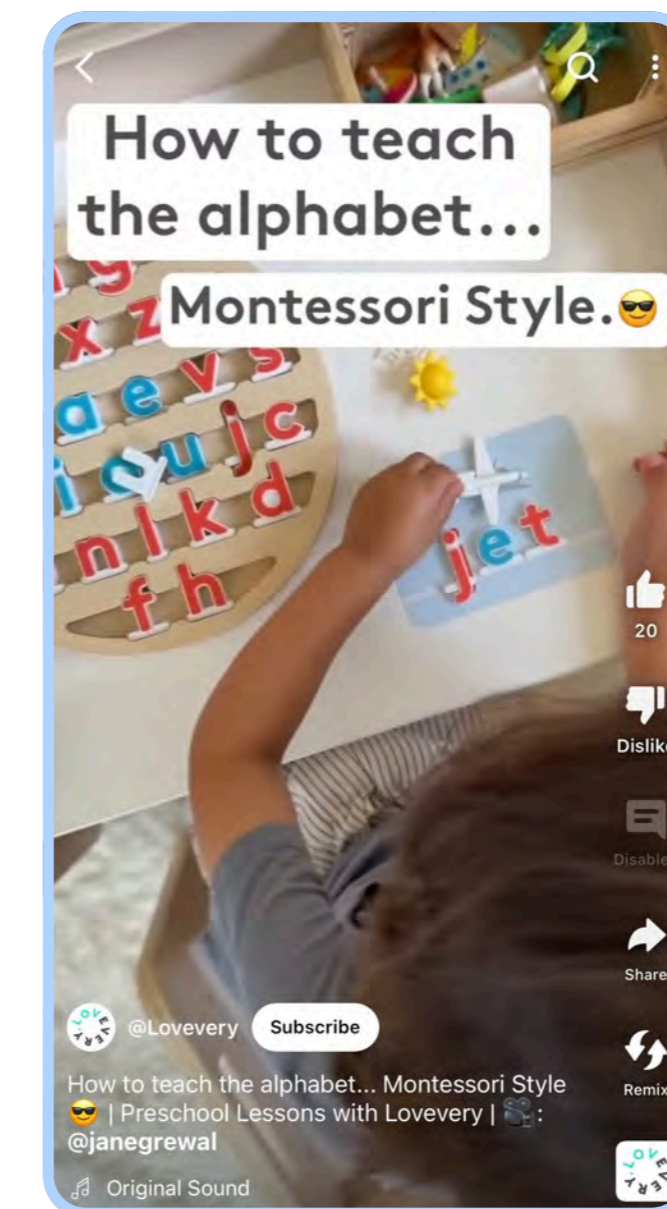
📍 Average Likes | Industry Average: 552
📺 Weekly Shorts | Industry Average: 3
👤 Dash Social User

🟡 Growing Brand: 0 – 20K Followers
🟢 Established Brand: 20K – 150K Followers
🟠 Large Brand: 150K+ Followers

## Deep Dive Into Top Performing Children and Baby Brand

### LOVEVERY®

Lovevery's success with YouTube Shorts is rooted in its ability to create engaging content that resonates with parents and caregivers. On top of its thoughtfully designed toys and activities, the brand also provides valuable insights into children's growth and learning.



Lovevery outperforms the average Shorts video views for Children and Baby brands by **+145%**.

# What We Can Learn From Children and Baby Brands' Strategies

## Leverage the Power of Creators and Celebrities

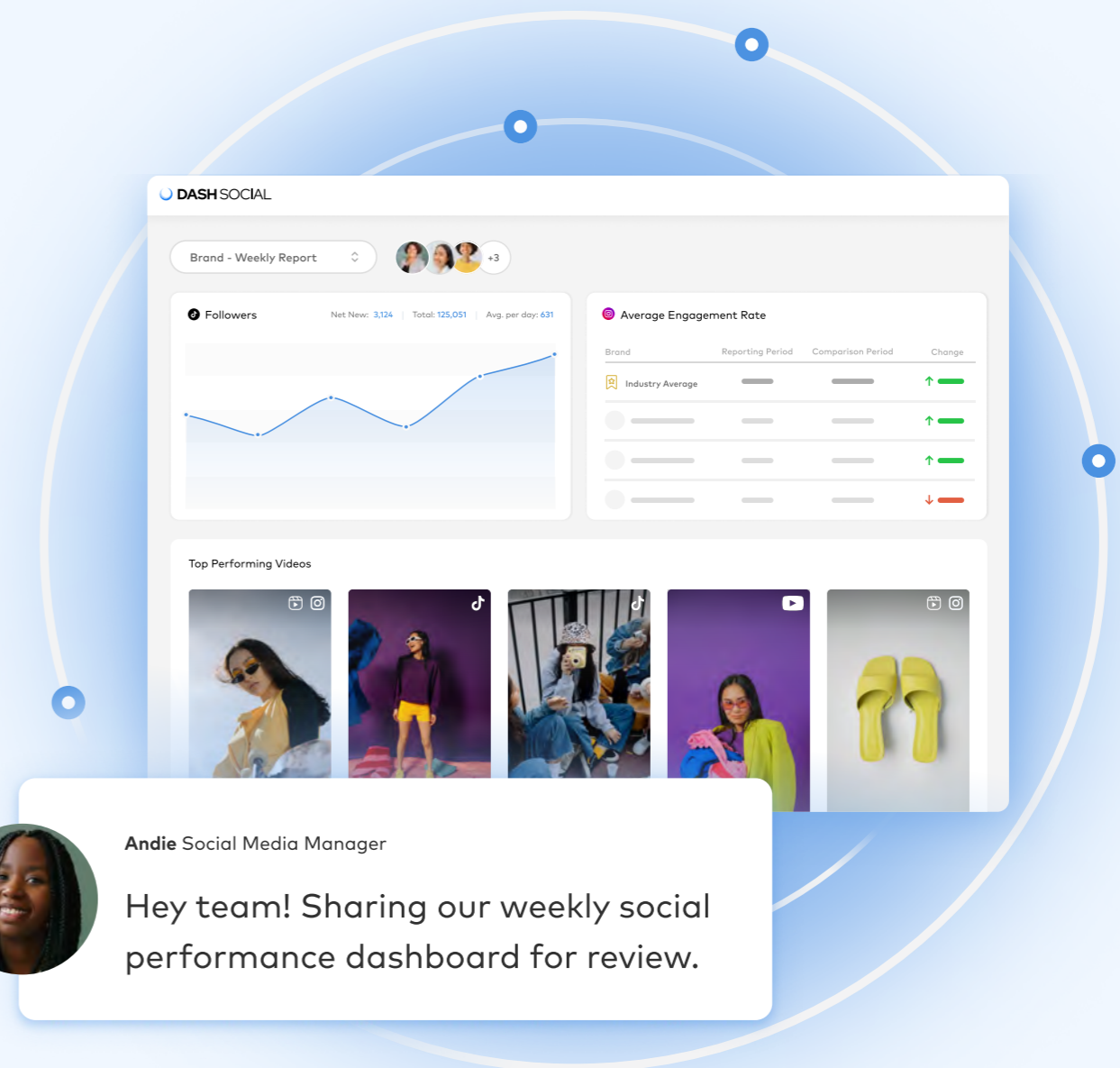
Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

## Embrace Creativity and Authenticity

Stand out by sharing content that can only come from your brand. Simple, lo-fi strategies, as well as partnerships with creators, contribute to building a strong and authentic brand identity on social media.

## Be Inspired By Entertainment

The best way to increase your Engagement Rate is to foster lively conversations amongst your community. Brands that are doing this well are sharing thought-provoking content, turning their feeds into vibrant spaces for engagement and interaction.



 DASH SOCIAL

## Outsmart Social

Dash Social is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Social enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Social is empowering brands to outsmart social, visit [dashsocial.com](https://dashsocial.com).

At a Glance

# Facebook, Pinterest and X

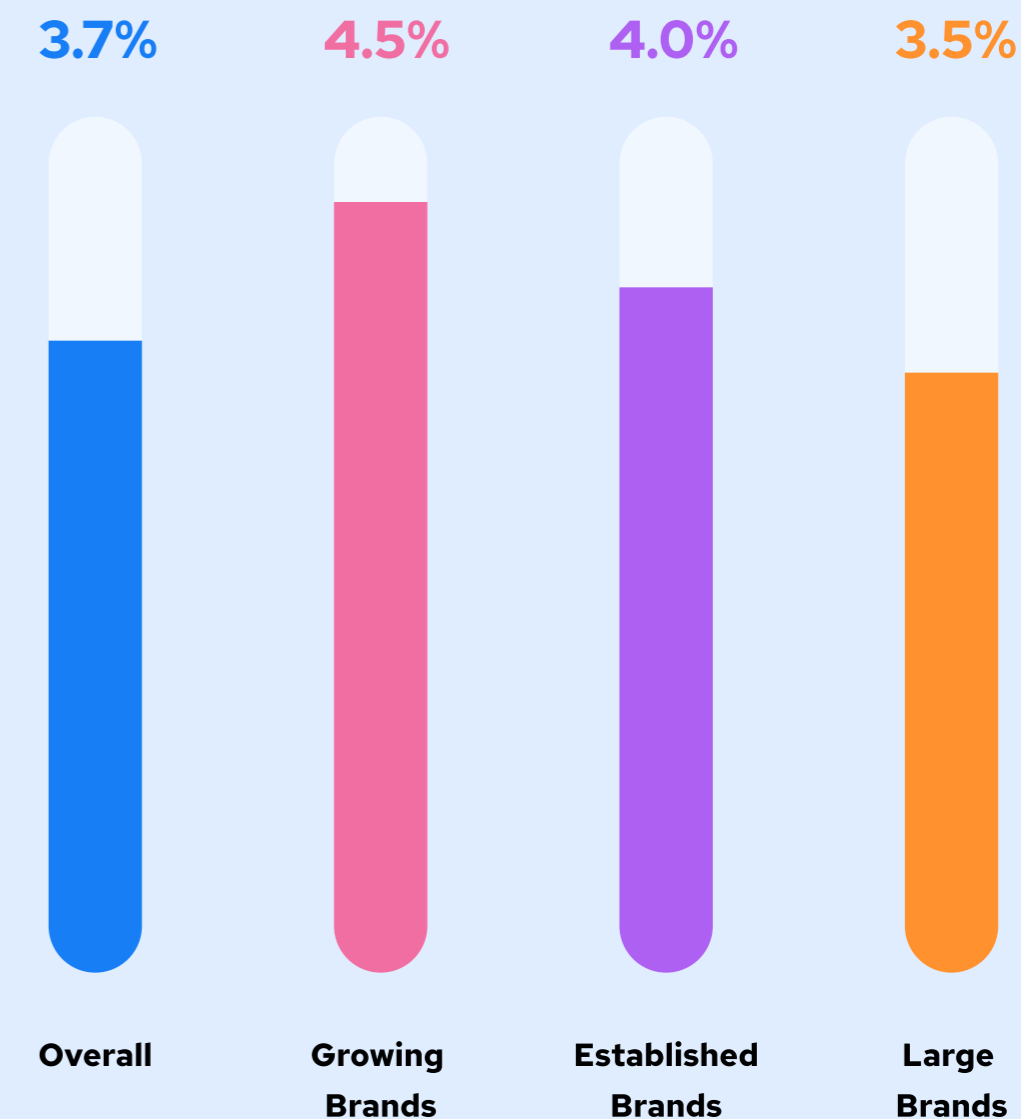


# Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
<b>Overall</b>	<b>956K</b>	<b>9</b>	<b>0.5%</b>	<b>65.2K</b>	<b>8.3%</b>
<b>Growing Brands</b> (0 - 100K Followers)	<b>31.1K</b>	<b>3</b>	<b>1.1%</b>	<b>6K</b>	<b>12.3%</b>
<b>Established Brands</b> (100K - 850K Followers)	<b>326.3K</b>	<b>7</b>	<b>0.3%</b>	<b>26.6K</b>	<b>9.1%</b>
<b>Large Brands</b> (850K+ Followers)	<b>3.6M</b>	<b>22</b>	<b>0.1%</b>	<b>91.1K</b>	<b>7.4%</b>

Customer data only

## Engagement Rate



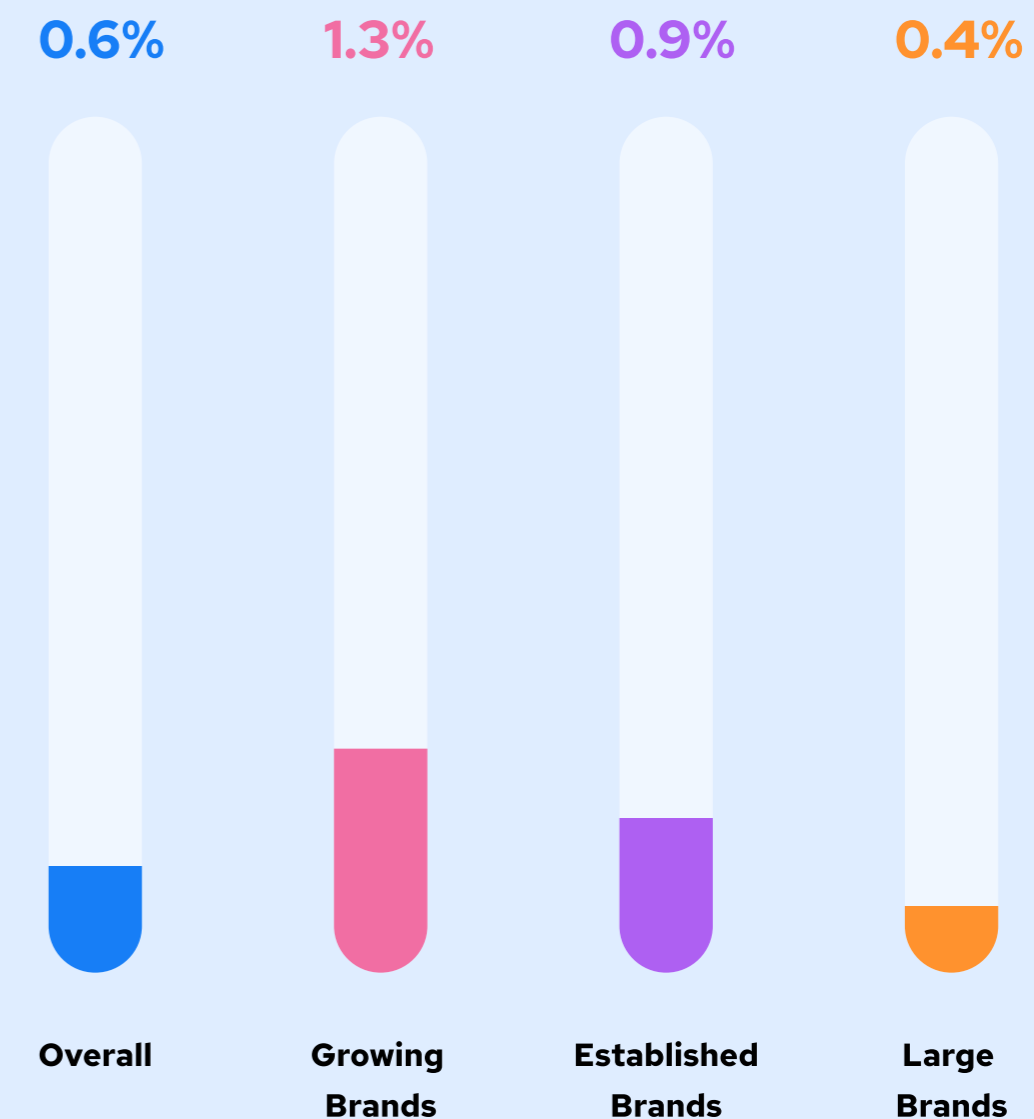
Engagement Rate: (Total Engagements) / Impressions

# Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Video Views
<b>Overall</b>	<b>233.7K</b>	<b>22</b>	<b>1.8%</b>	<b>3.3K</b>	<b>2.7K</b>
<b>Growing Brands</b> (0 – 8K Followers)	<b>2.6K</b>	<b>7</b>	<b>4.3%</b>	<b>1.1K</b>	<b>1K</b>
<b>Established Brands</b> (8K – 105K Followers)	<b>36.3K</b>	<b>14</b>	<b>1.2%</b>	<b>2.4K</b>	<b>2.4K</b>
<b>Large Brands</b> (105K+ Followers)	<b>733.9K</b>	<b>40</b>	<b>0.4%</b>	<b>3.6K</b>	<b>3.9K</b>

Customer data only

## Engagement Rate



*Engagement Rate: (Pin Clicks + Outbound Clicks + Saves) / Impressions*



# Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
<b>Overall</b>	<b>716.1K</b>	<b>51</b>	<b>0.2%</b>	<b>16.7K</b>	<b>41</b>	<b>455</b>	<b>13</b>
<b>Growing Brands</b> (0 - 12.5K Followers)	<b>5K</b>	<b>8</b>	<b>0.5%</b>	<b>648</b>	<b>4</b>	<b>19</b>	<b>2</b>
<b>Established Brands</b> (12.5K - 200K Followers)	<b>68K</b>	<b>23</b>	<b>0.1%</b>	<b>4.4K</b>	<b>27</b>	<b>154</b>	<b>12</b>
<b>Large Brands</b> (200K+ Followers)	<b>2.2M</b>	<b>126</b>	<b>0.1%</b>	<b>21.6K</b>	<b>45</b>	<b>546</b>	<b>13</b>

Customer data only

