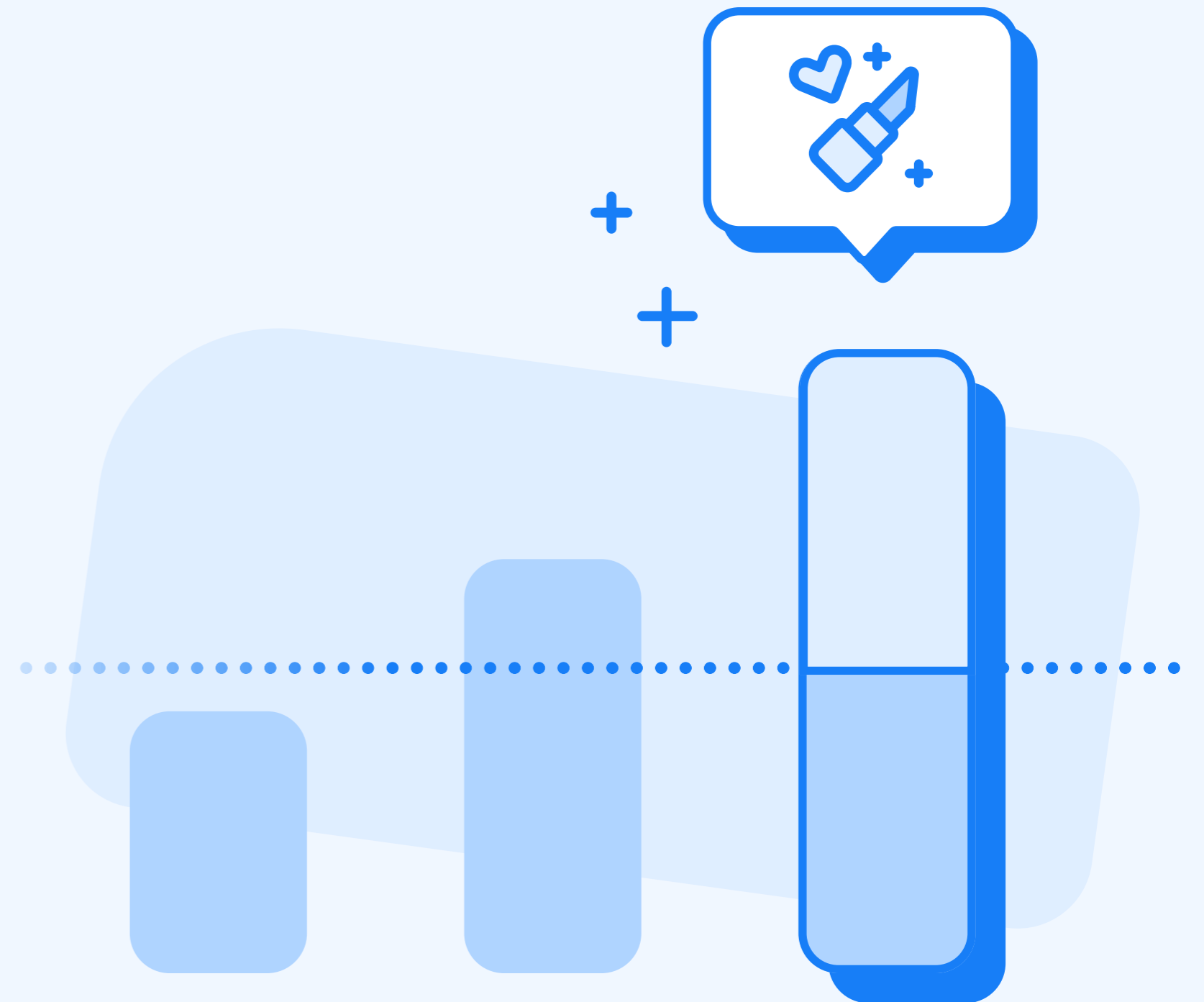




Social Media Benchmark Report

Beauty Industry



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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 2H 2024 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between January 1, 2024 – June 30, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include handles with a minimum of 1K followers, from both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.



Defining the Beauty Industry

The beauty industry encompasses cosmetics, skincare, haircare, fragrance and services targeting aesthetic-driven consumers.

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 helps brands understand the rate at which the industry is growing and how they measure 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 helps brands understand the rate at which the industry is growing and how they measure up.

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)

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 Is Still the Best Platform for Engagement

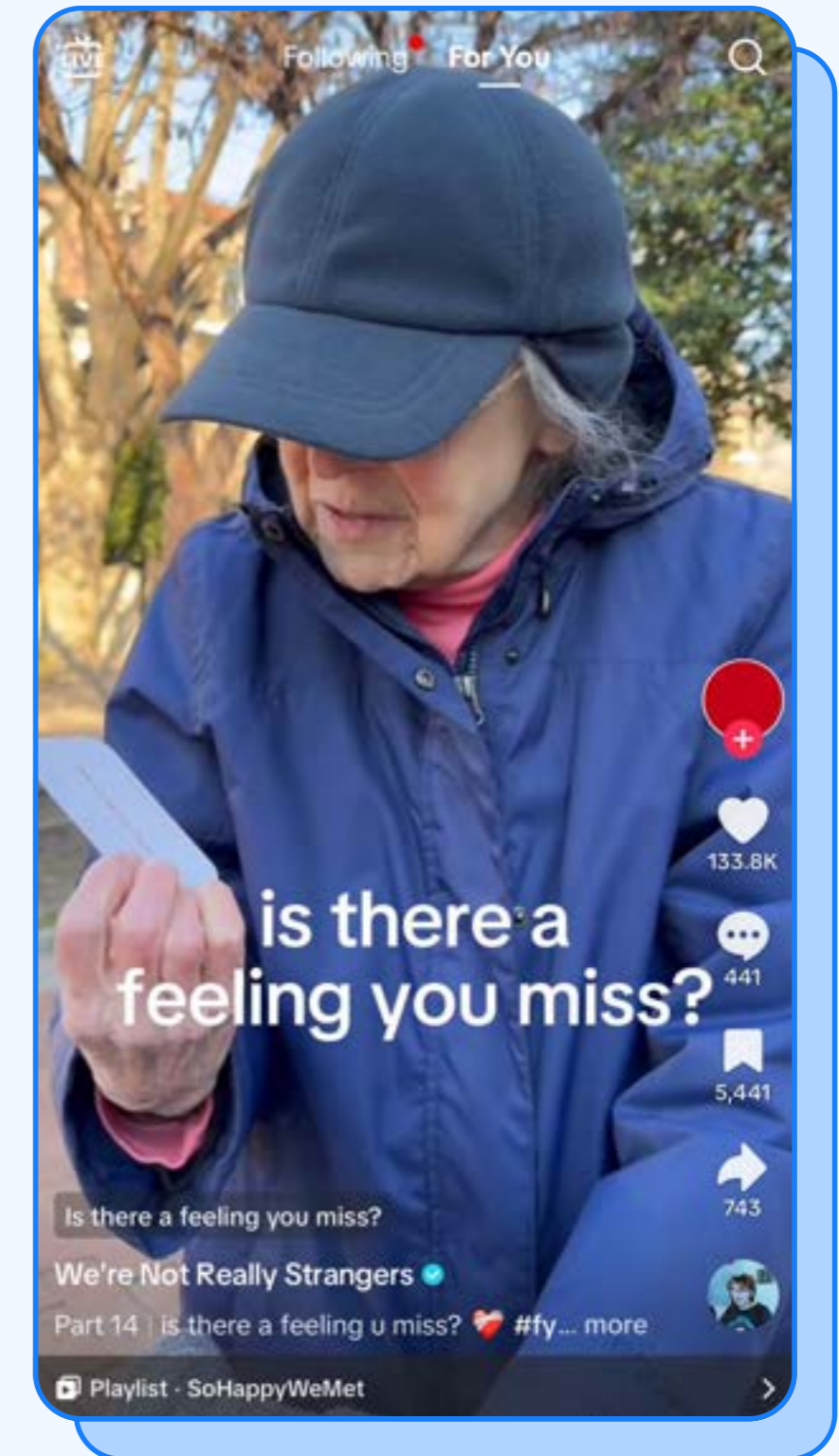
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading at 4.5%, followed by Instagram Reels at 3.6% and YouTube Shorts at 3.4%. These figures underscore TikTok's effectiveness in captivating and engaging its audience, while brands see lower engagement in Reels than Instagram overall.

TikTok Has Caught up to Instagram Reels in Reach

Historically, Instagram Reels has outperformed TikTok due to its seniority and built-in user base. However, this recent analysis shows the gap is narrowing. Instagram now only leads by 4%. This highlights TikTok's growing influence and the strength of its algorithm, especially considering how brands often have fewer followers on TikTok than Instagram.

“Shares” Become the Metric To Watch

All three platforms have seen a significant increase in shares compared to six months ago. This trend underscores the growing importance of creating shareable content as more conversations are moving into direct messages. The rise in shares highlights that regardless of user behavior changing, share-worthy content from brands still sees meaningful engagement.



@werenotreallystrangers

Dash Social Insight

Create highly engaging, shareable content across TikTok, Instagram and YouTube to boost interaction, reach and conversations. Take advantage of each platform's growing engagement and capitalize on trendy content to grow your community.

TikTok Trends

TikTok Continues to Experience Rapid Growth and Widespread Popularity

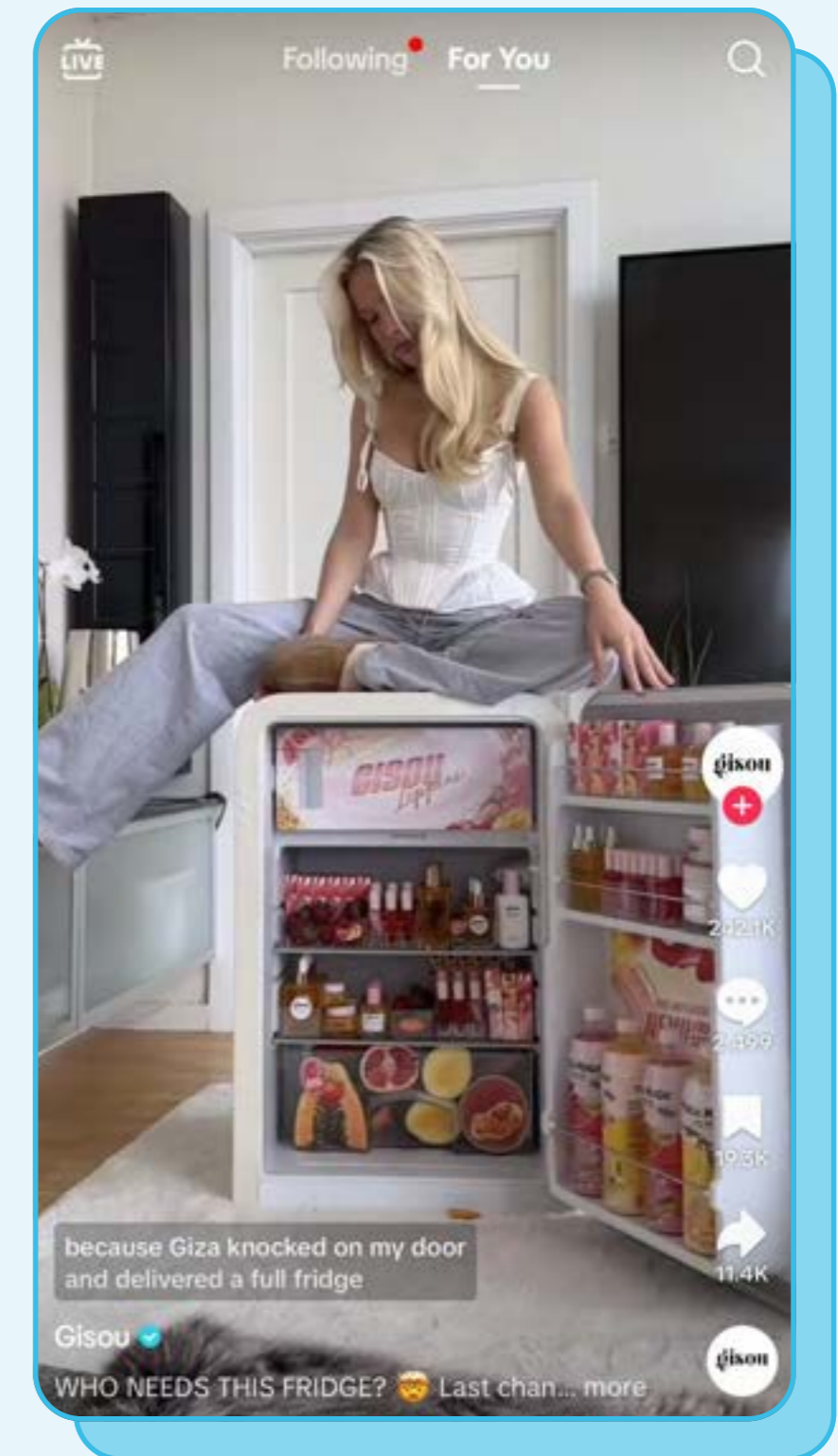
Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key focus for both brands and users.

Brands Are Producing Better Content and Seeing Better Results

Average Entertainment Scores have grown from 3.6 to 3.8, shares from 111 to 146 and overall reach by 5%. Brands have gotten better at creating the entertaining, highly shareable content that users are most likely to engage with, and the algorithm is rewarding them. This also highlights how competition for creating great content is heating up, and brands need to get good at becoming entertainers to grow their social channels.

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 (4.3%) outperform established (3.6%) and growing (3.3%) brands in engagement rate.



@gisou

Dash Social Insight

Brands that post more often have increased Entertainment Scores and shares. Focus on creativity and consistency to maximize reach and audience engagement.

Instagram Trends

Engagement Sees an Uptick While Reach Remains Flat

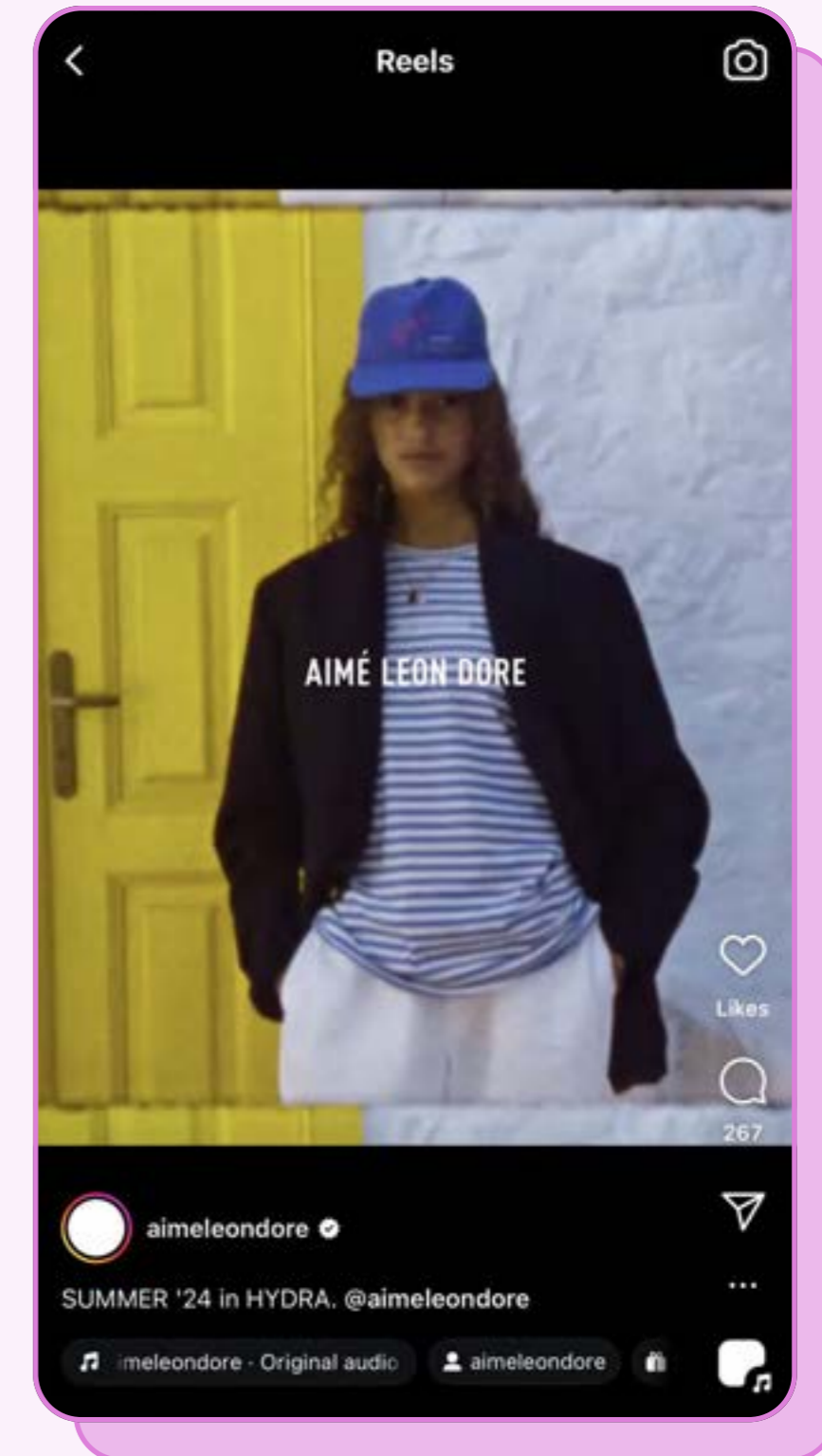
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

Images and Carousels Drive Greater Reach Than Reels

On average, single images (188.6K average reach) and carousel content (149.9K average reach) achieve greater reach than Reels (109.4K average reach).

Instagram Stories Continue to Drive Strong User Engagement

Instagram Stories continue to be a powerful tool for engagement, as demonstrated by impressive reach (14.1K) and completion rates (92%) that are high regardless of follower count. These metrics highlight the effectiveness of Stories in connecting with audiences and driving forward momentum, making them an essential part of any social media strategy.



@aimeleondore

Dash Social Insight

Single images and carousels can drive higher reach, yet Reels and Stories remain crucial tools for brand engagement and visibility.

YouTube Trends

Shorts See Substantial Increase in Views, While On-Demand Declines

Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

Shorts Drive Higher Engagement Compared to On-Demand

YouTube Shorts receive three times more likes than On-Demand, differentiating the format as more engagement-driven. Users' tendency to comment on and participate in whatever they're watching is beneficial to brands looking to build community.

YouTube Has Higher Viewer Retention Compared to TikTok

YouTube's role as a search engine significantly contributes to its higher viewer retention rates, with users completing an average of 67% of videos, compared to TikTok's 25%-30%. Unlike TikTok's infinite scroll, YouTube leverages Google's advanced discoverability tools to help users find content tailored to their interests. For brands, optimizing YouTube content like blog posts ensures it reaches and engages the right audience effectively.






@realmadrid

Dash Social Insight

YouTube Shorts has experienced significant growth in video views yet remains a largely untapped opportunity for brands.




Across All Industries

TikTok, Instagram and YouTube (Average)

	 TikTok	 Instagram	 YouTube
Followers/Subscribers	357K +7%	2.1M -2%	791K +13%
Monthly Follower/Subscriber Growth Rate	5.8%* -25%	0.8% +14%	1.2% No change
Weekly Posts	6 +20%	9 No change	7 +17%
Cross-Channel Engagement Rate	4.5%* -2%	4.0%* +14%	2.8%* -28%
Reach	105K* +5%	158K* -10%	Reach is not available through Dash Social

*Customer data only
Compared to six months prior

TikTok, Reels and Shorts (Average)

	 TikTok	 Instagram Reels	 YouTube Shorts
Weekly Posts	6 +20%	4 No change	4 No change
Cross-Channel Engagement Rate	4.5%* -2%	3.6%* +20%	3.4%* -15%
Video Views	128K -2%	117K* -5%	81K +17%
Reach	105K +5%	109K -7%	Reach is not available through Dash Social
Shares	142 +28%	408 +36%	51 +9%

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

Leading Beauty Brands Dominate Social Media by Mastering Platform-Specific Strategies

Beauty Brands Are Thriving on TikTok by Focusing on Entertainment and Building Community

While TikTok is a saturated space for beauty brands, those prioritizing community and entertainment stand out. With Entertainment Scores rising from 3.7 to 3.9, beauty brands excel at creating engaging content for their community. They build loyalty through giveaways and exclusive merchandise, fostering a strong sense of community as growth stabilizes.

Top-Tier Content Comes From Brands With Bigger Followings

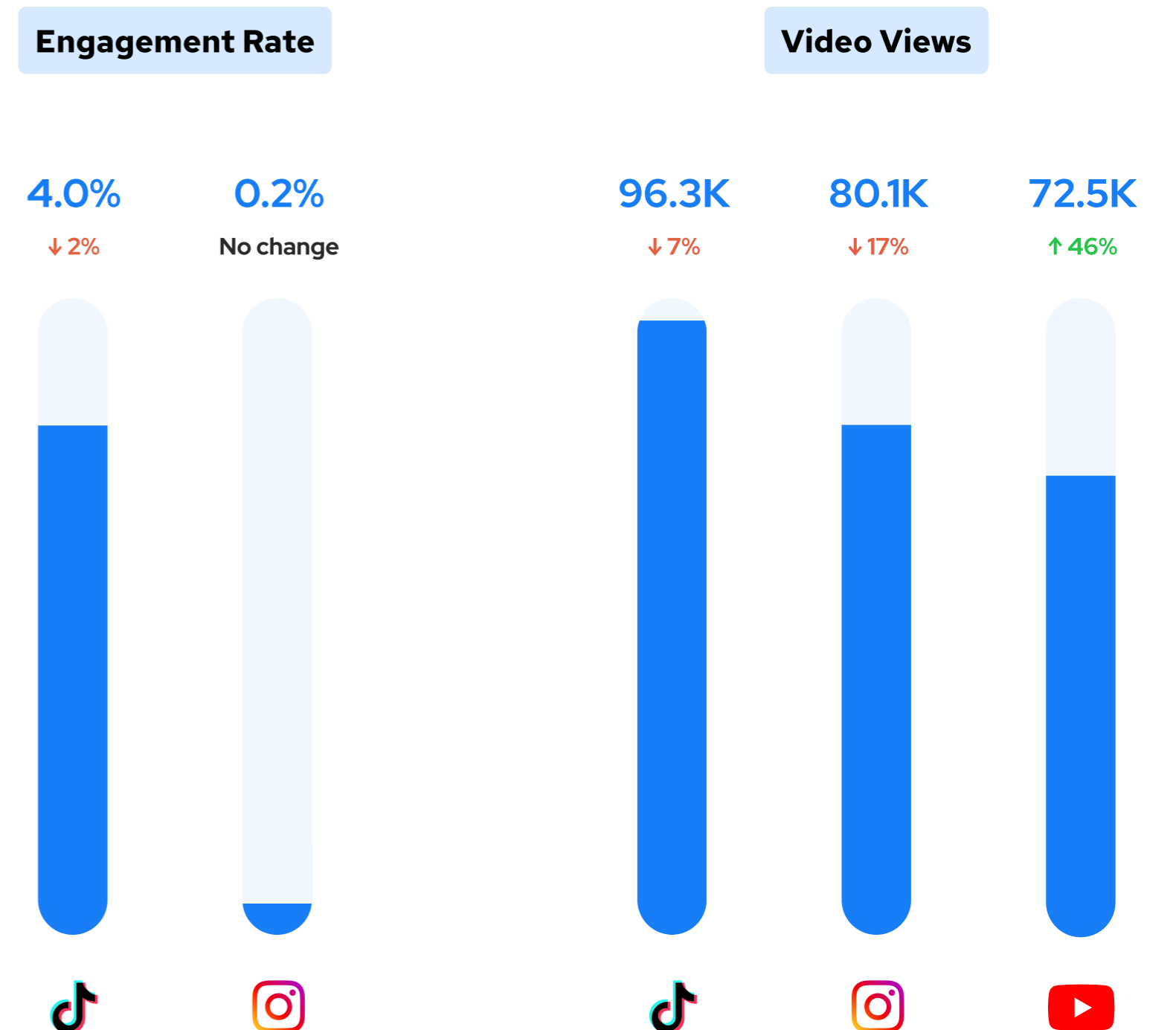
Historically, larger brands struggled with audience engagement on Instagram, but now those with over a million followers, like Sol de Janeiro, Gisou and Starface, are setting Instagram standards, achieving great engagement rates and Entertainment Scores.

YouTube Views Have Doubled, Which Can Be Attributed to Shorts

Video views for beauty brands have doubled, from 49.7K to 96.3K, largely due to the popularity of Shorts. Brands like LANEIGE US, Truly Beauty and Glow Recipe have successfully leveraged this feature to engage audiences with quick tutorials and product showcases, highlighting its impact on viewer engagement.

Average Beauty Engagement Rate and Video Views

H2 2024



Percentage change compared to six prior

TikTok



Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	357K	6	5.8%	128.1K	142	105K	3.8
Growing Brands <small>(0 - 11.5K Followers)</small>	4.1K	3	7.6%	19.3K	9	12.9K	3.4
Established Brands <small>(11.5K - 110K Followers)</small>	44.7K	5	6.8%	61.8K	36	47.4K	3.6
Large Brands <small>(110K+ Followers)</small>	894.6K	9	3.5%	177.8K	216	145.6K	3.9

*Customer data only

Engagement Rate



Engagement Rate: $(Likes + Comments + Shares) / Video Views$

By Industry

	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	339.7K	252.3K	200.6K	514.9K	329.9K	564.5K	121.3K	676.9K	208.2K	193.9K	110K	604.6K	139K
Weekly Posts	6	4	5	4	4	3	3	11	3	8	4	5	3
Monthly Follower Growth Rate*	4.7%	4.0%	4.9%	5.8%	5.1%	5.0%	7.5%	9.3%	4.1%	**	6.8%	**	5.6%
Video Views	96.3K	141K	107.1K	207.2K	146.6K	161.5K	60.7K	159.9K	99.9K	125.3K	66.7K	168.3K	151.7K
Shares	66	71	55	127	121	164	50	269	98	105	47	178	128
Reach	79.3K	107K	86.6K	154.7K	121.4K	120.8K	48.8K	138K	54.9K	**	54K	**	96.3K
Entertainment Score*	3.9	3.4	3.4	3.8	3.9	3.8	3.7	4.0	3.6	**	3.3	**	3.4
Engagement Rate	4.0%	3.3%	3.2%	4.2%	3.6%	3.5%	3.4%	4.7%	3.9%	2.4%	3.3%	5.6%	3.7%

*Customer data only

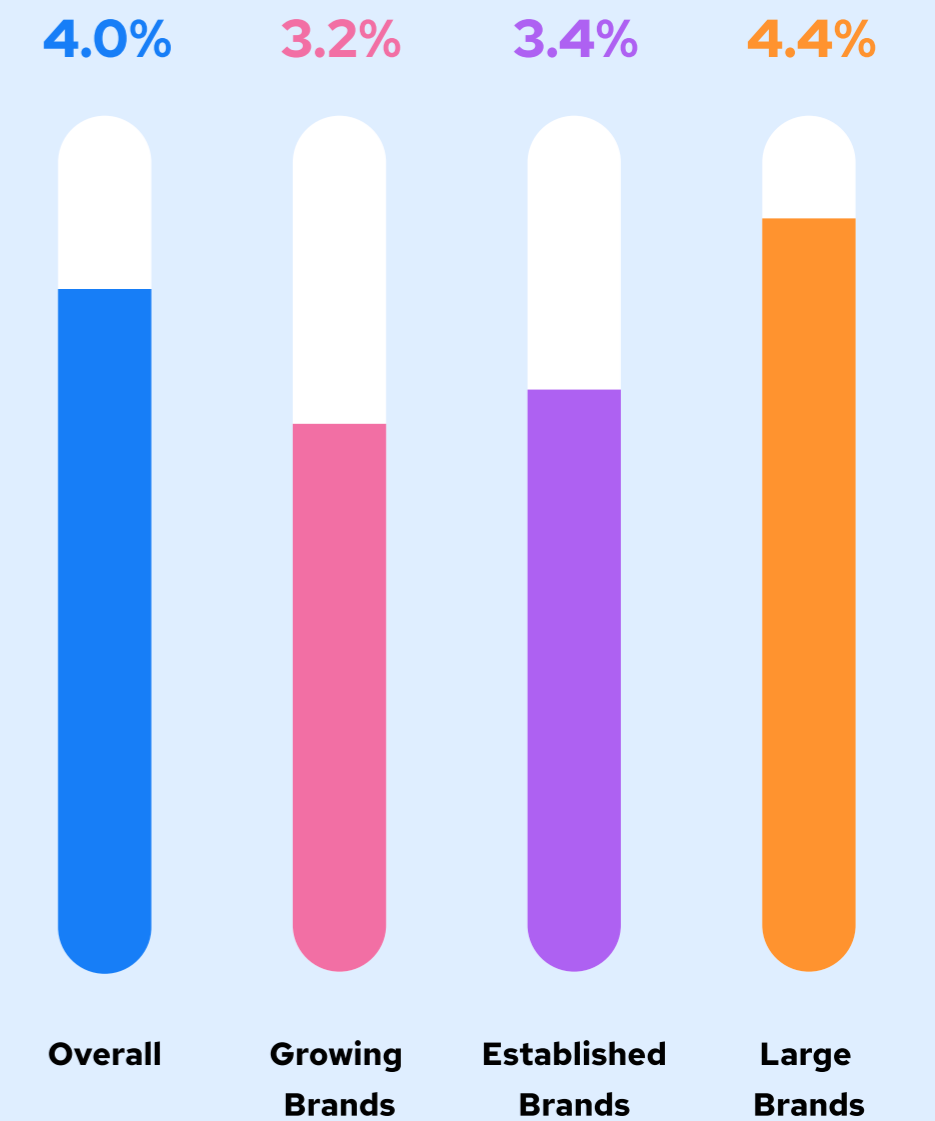
** Limited data available

Beauty Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Beauty Overall	339.7K	6	4.7%	96.3K	66	79.3K	3.9
Growing Brands (0 - 11.5K Followers)	4.5K	3	5.0%	6.9K	2	5.8K	2.8
Established Brands (11.5K - 110K Followers)	45.2K	5	3.6%	41.4K	9	33.8K	3.5
Large Brands (110K+ Followers)	769.5K	8	5.6%	140.4K	109	115.9K	4.3

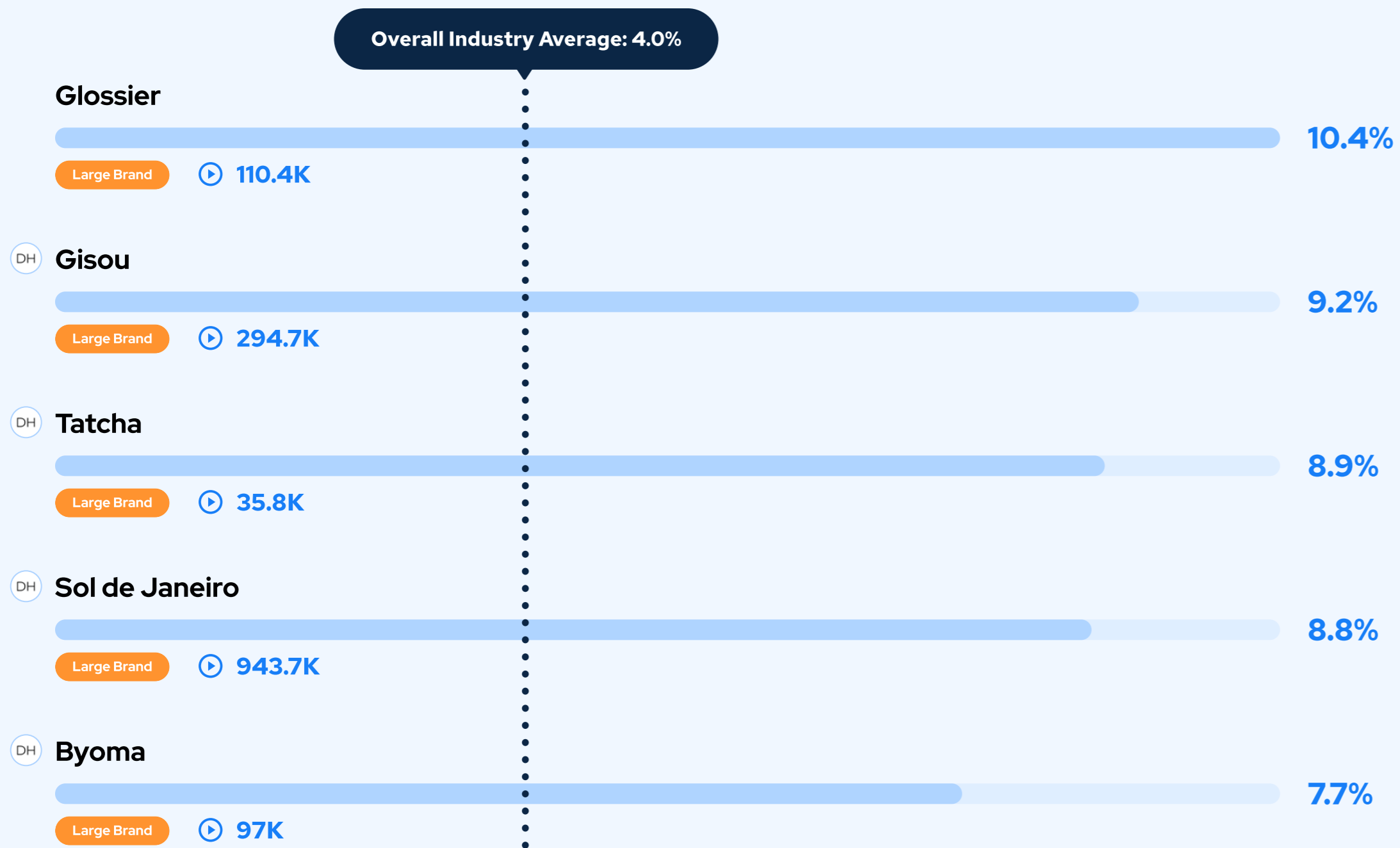
Averages are per post
*Customer data only

Engagement Rate



Engagement Rate: (Likes+Comments+Shares) / Video Views

Top Beauty 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 Beauty Brand

gisou

Gisou continues to earn top TikTok engagement with its visually stunning posts that showcase the benefits of honey-infused hair care. Its tutorials and perspectives from creators deeply resonate with its audience, while its stunning, sunny aesthetic helps it to stand out in a saturated industry.



Gisou outperforms the average Engagement Rate for beauty brands by 79%.

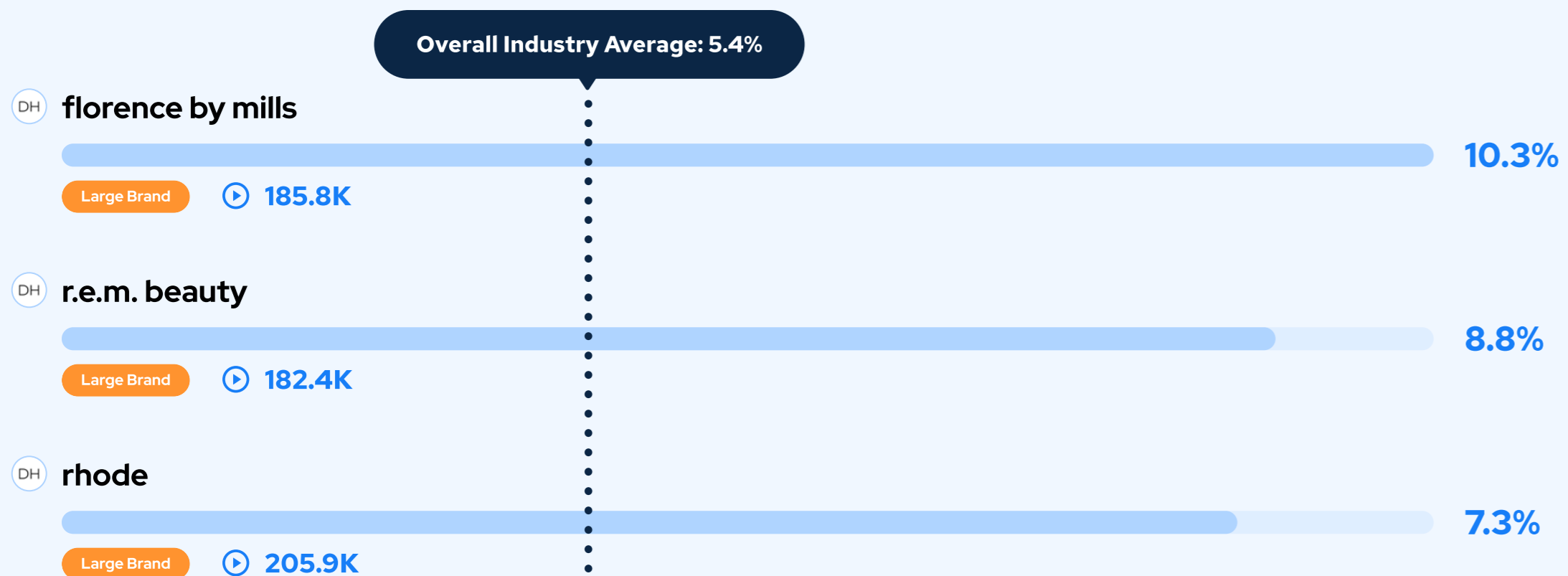


Celebrity Beauty Brands Industry-Wide

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*	Engagement Rate
1.1M	8	2%	233.2K	271	201.2K	4.6	5.4%

Averages are per post
*Customer data only

Top Celebrity Beauty Industry Performers by Engagement Rate

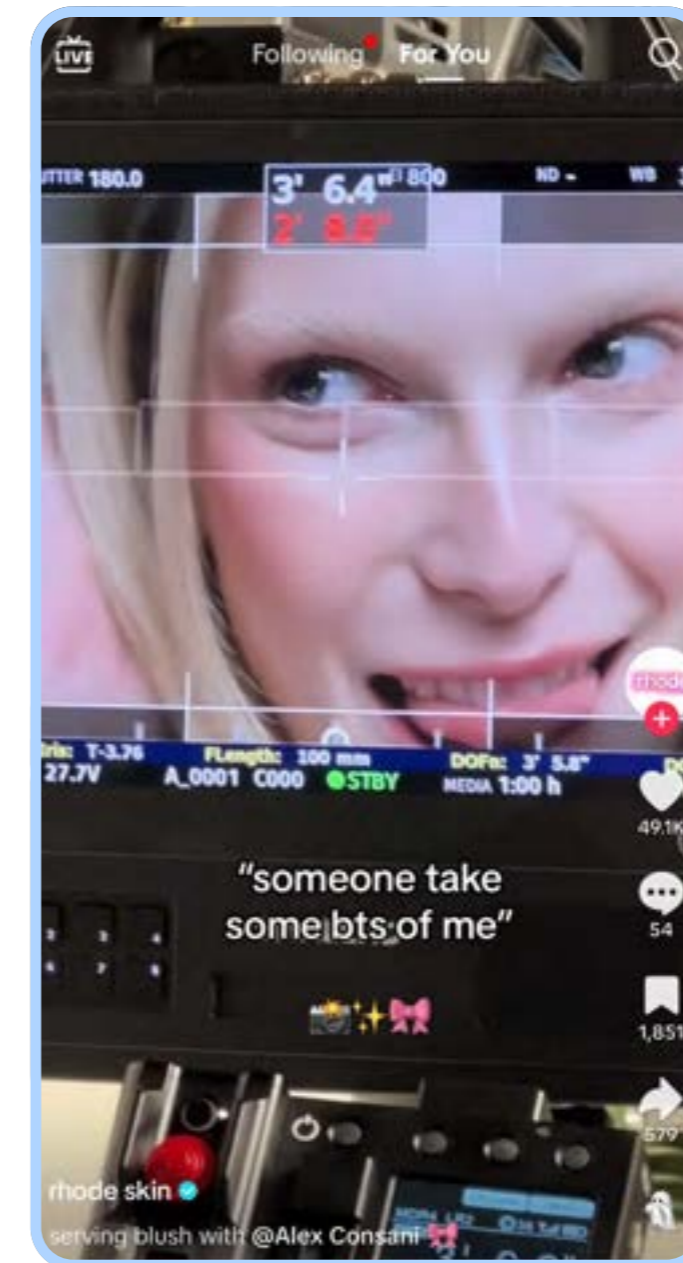


 Average Video Views  Dash Social User  Growing Brand: 0 – 11.5K Followers  Established Brand: 11.5K – 110K Followers  Large Brand: 110K+ Followers

Deep Dive Into Top Performing Celebrity Beauty Brand

rhode

rhode earns high Instagram engagement by focusing on its skincare and beauty routines. Its minimalistic aesthetic helps the brand feel approachable, while its innovative products like the iconic lip case continue to spark interest from audiences.



rhode outperforms the beauty industry by **30%**.



Winning Formulas for Creating Entertaining TikTok Content

TOPICALS

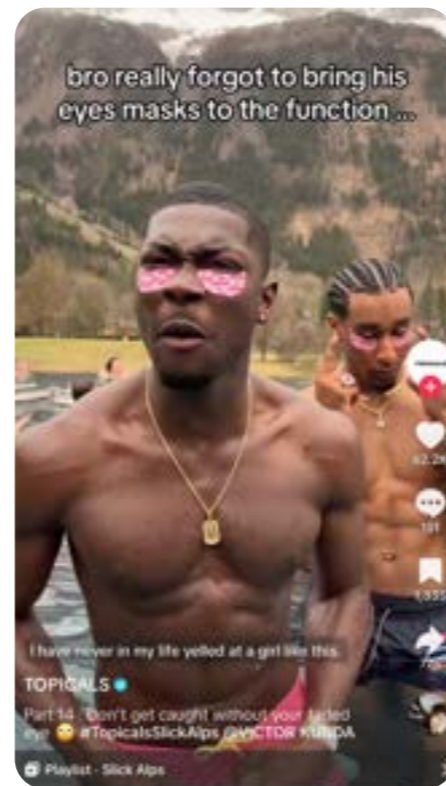
Topicals captivates TikTok users, earning a high Entertainment Score with its relatable perspectives on skincare. The brand posts a mixture of education and fun, including tutorials for common skincare concerns, mixed with exciting launch parties for its new products. The brand's approach helps demystify skincare while keeping it fun.

Entertainment Score: 9.8/10

Compared to the beauty industry average of **3.9**, and Topical's own average of **6.8**.

Retention Rate: 113%

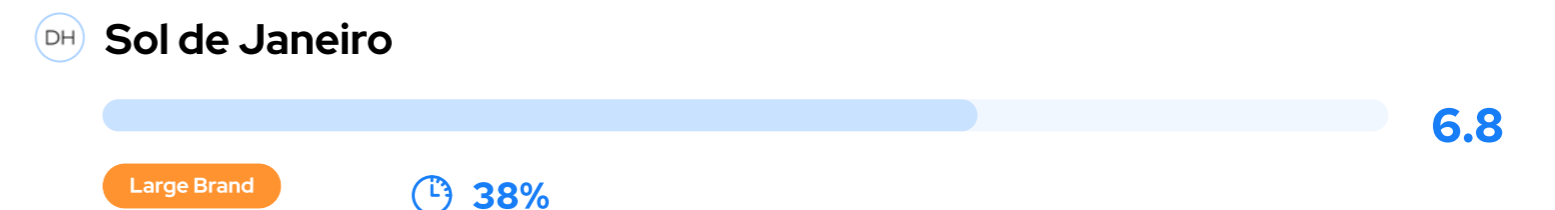
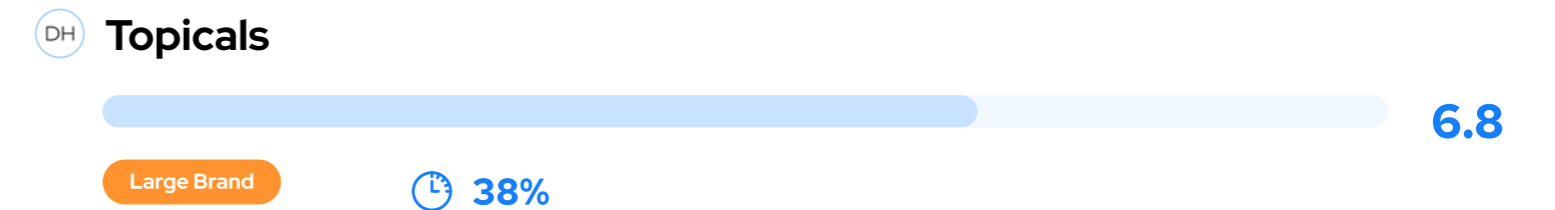
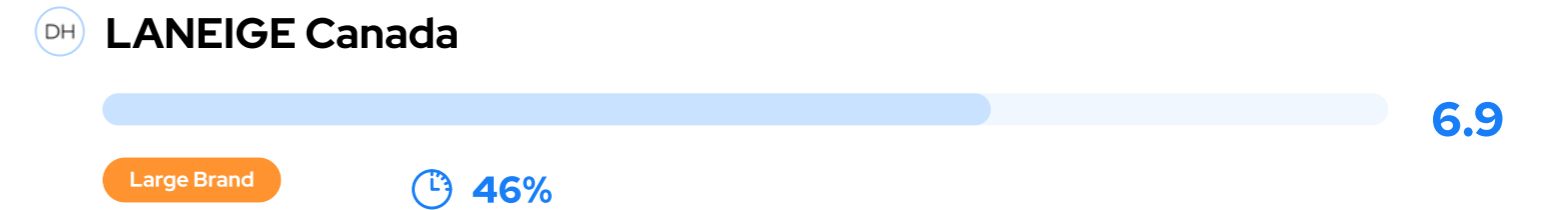
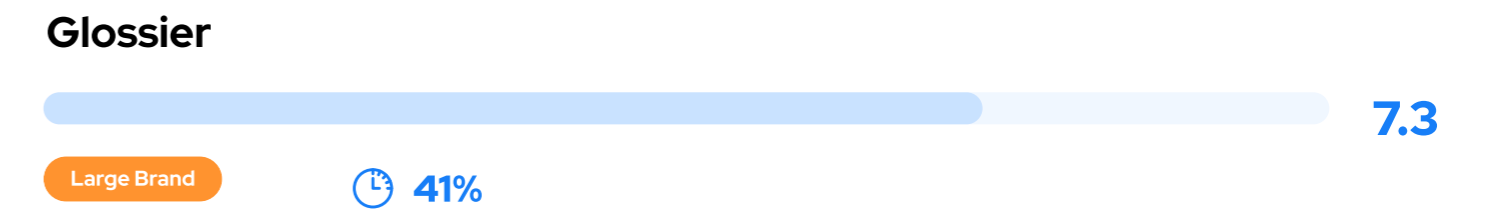
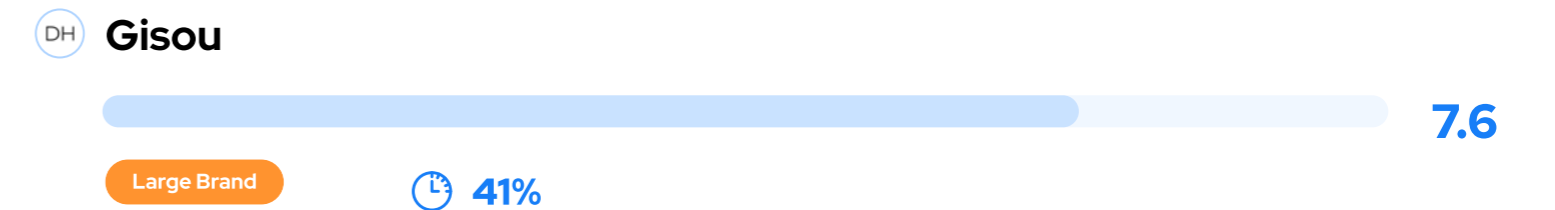
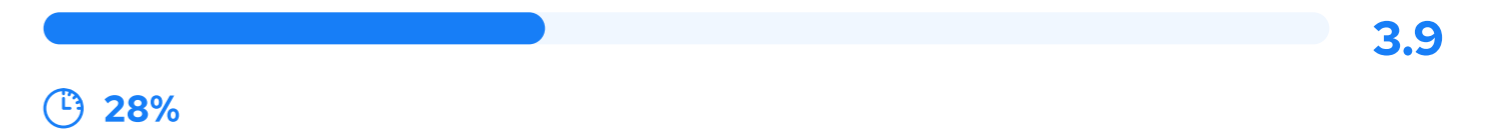
Compared to the beauty industry average of **28%**, and Topical's own average of **38%**.



Top Beauty Industry Performers by Entertainment Score

 Average Retention Rate

Overall Average



Instagram

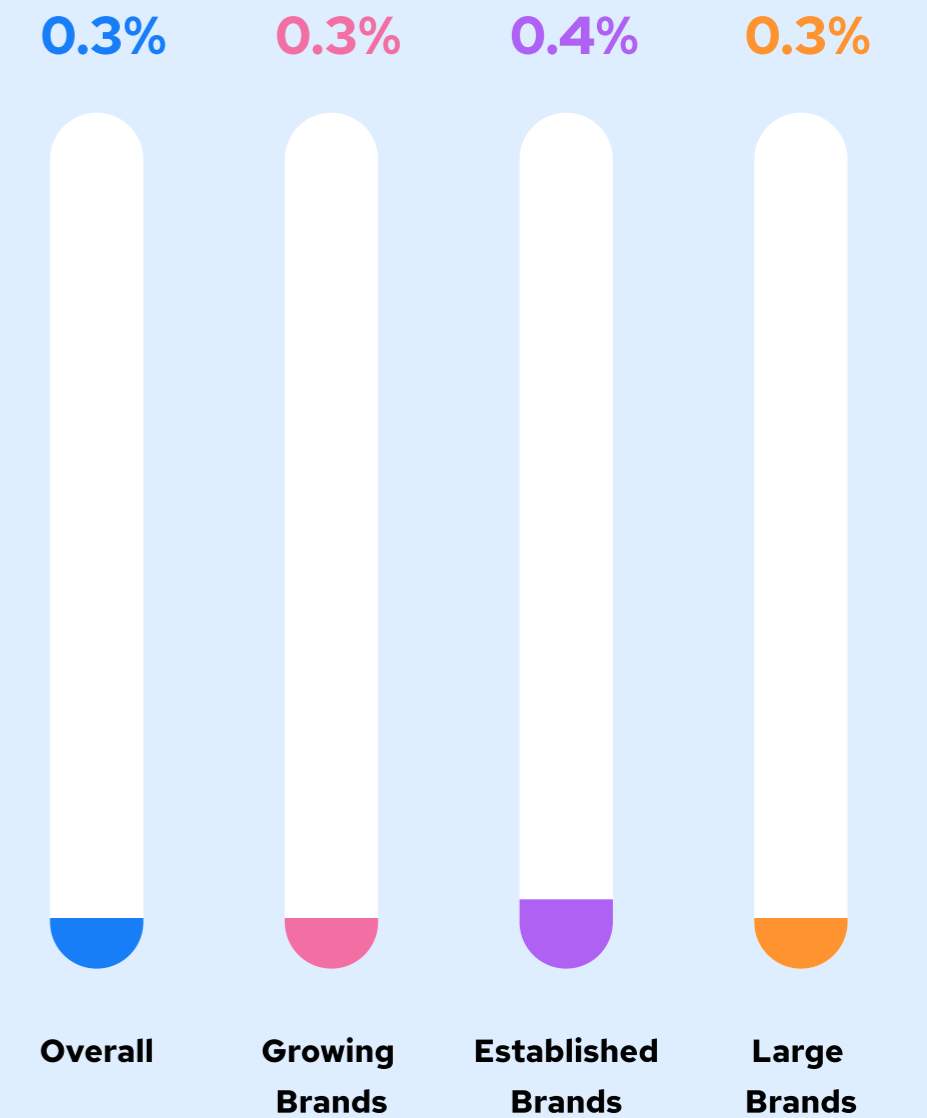


Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares
Overall	2.1M	4	5	0.8%	158.2K	4.6	14.7%	363
Growing Brands (0 - 190K Followers)	87.5K	2	3	1.1%	9.9K	4.5	21.1%	34
Established Brands (190K - 1.1M Followers)	497.3K	3	4	0.7%	40.5K	4.1	16.6%	140
Large Brands (1.1M+ Followers)	7.4M	7	10	0.5%	304.8K	5.1	10.9%	658

*Customer data only

Engagement Rate

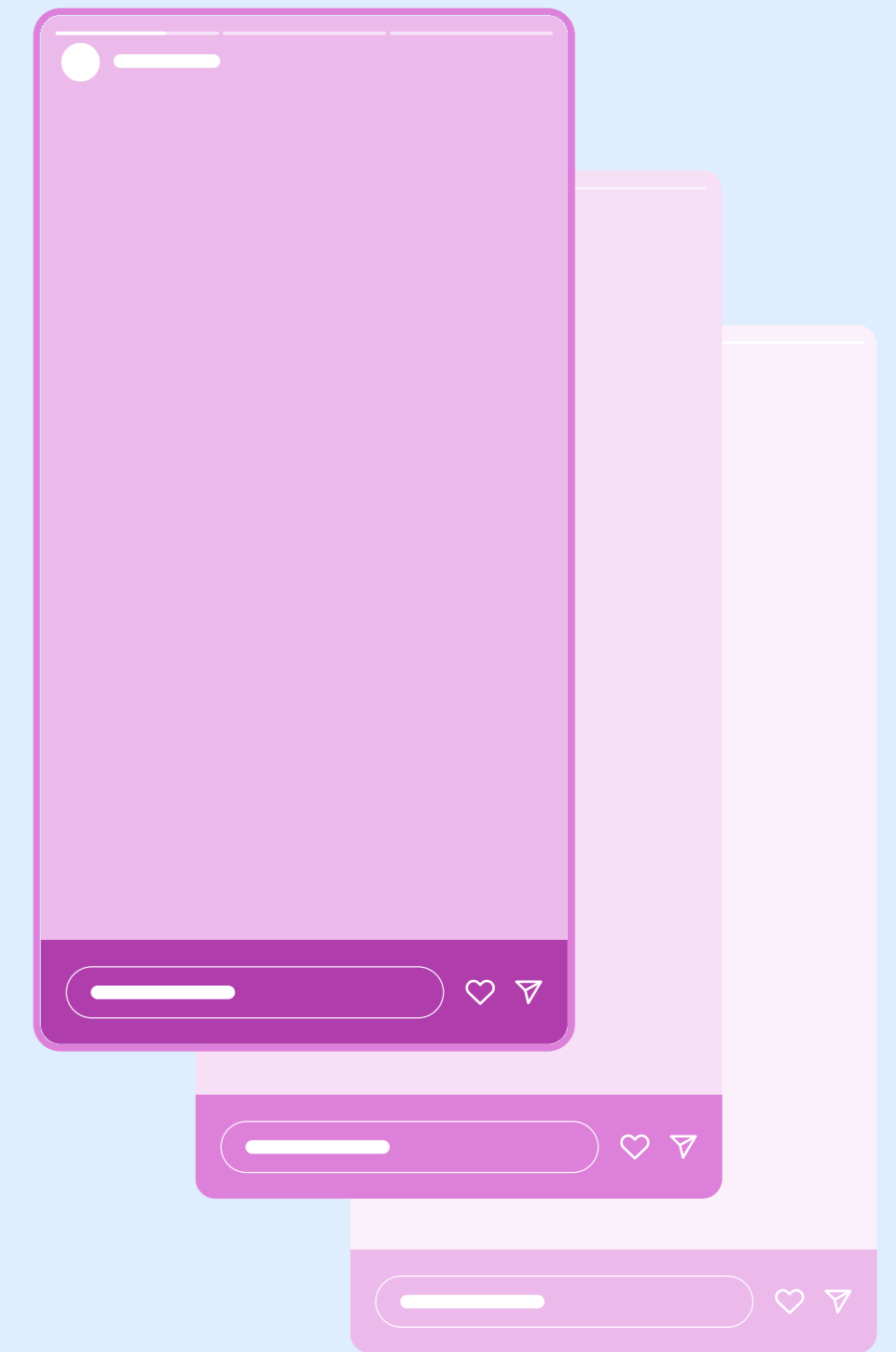


Engagement Rate: (Likes + Comments) / Followers

By Industry

	Daily Posts	Post Completion Rate	Post Exit Rate	Reach	Impressions	Tap Forwards	Tap Backwards
Overall	3	92%	8%	14.1K	14.3K	11.9K	632
Growing Brands (0 - 190K Followers)	2	91%	8%	903	914	772	39
Established Brands (190K - 1.1M Followers)	3	92%	7%	4.1K	4.1K	3.6K	171
Large Brands (1.1M+ Followers)	4	93%	6%	35.8K	35.8K	29.6K	1.6K

*Customer data only



Across All Industries

	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	2.5M	3.2M	3.6M	8M	1.5M	1.6M	1M	6.2M	989.6K	418.1K	680.8K	28.2M	1.5M
Weekly Posts (Reels)	6	4	3	2	2	2	2	12	2	2	3	6	2
Weekly Posts (Carousel and Image)	5	5	6	5	2	3	4	19	3	2	3	12	4
Monthly Follower Growth Rate	0.8%	0.5%	0.6%	0.7%	0.9%	0.9%	0.6%	0.8%	0.7%	1.6%	1.0%	1.1%	1.0%
Shares*	119	79	60	127	165	313	109	688	257	**	198	**	213
Entertainment Score* (Reels)	4.9	3.4	3.6	4.9	4.9	5.4	3.7	5.1	3.6	**	3.6	**	5.3
Reach*	81.2K	64K	68.8K	136.6K	31.3K	72.6K	58K	284.7K	40.5K	**	47.4K	**	60.8K
Effectiveness Rate*	15.6%	9.8%	9.4%	11.4%	19.8%	17.8%	10.2%	15.3%	14.4%	**	16.2%	**	17.5%
Engagement Rate	0.2%	0.1%	0.2%	0.3%	0.4%	0.3%	0.2%	0.4%	0.2%	0.4%	0.2%	0.9%	0.4%

*Customer data only

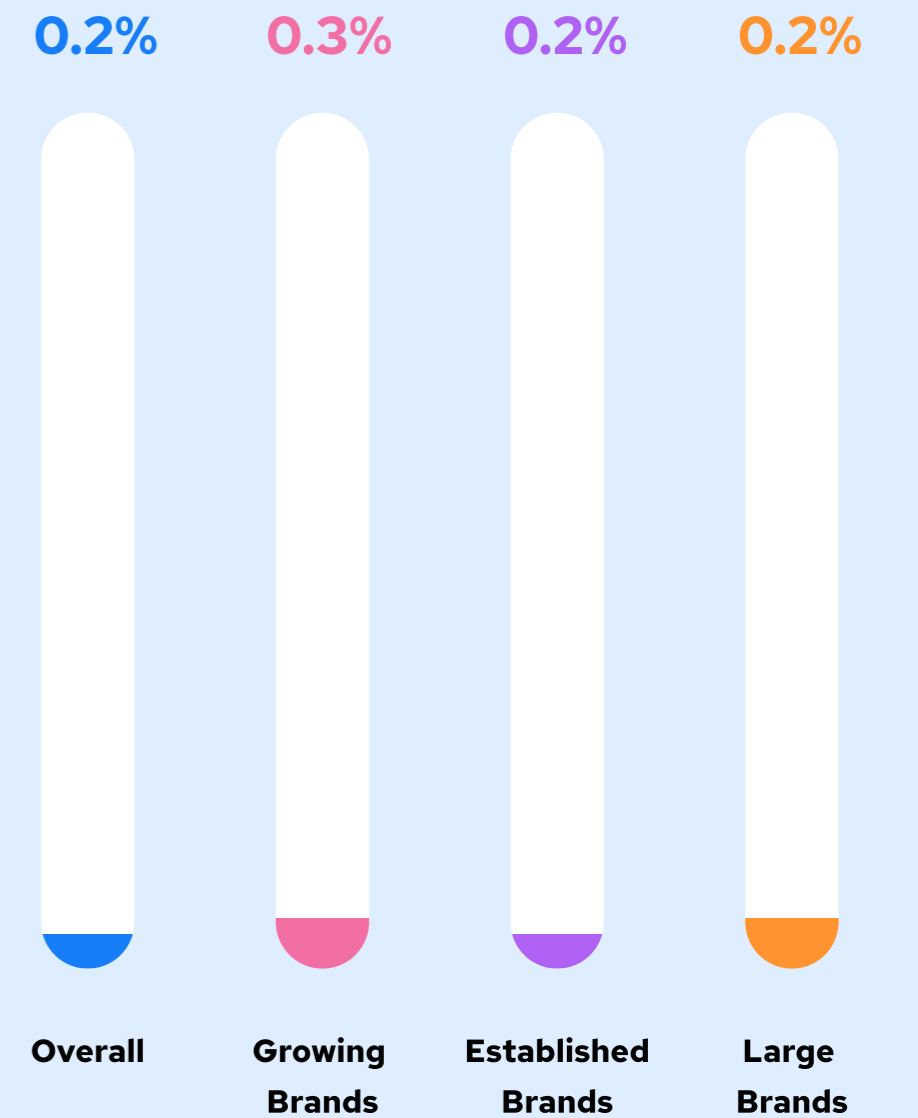
** Limited data available

Beauty Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
Beauty Overall	2.5M	6	5	0.8%	119	4.9	81.2K	15.6%
Growing Brands <small>(0 – 190K Followers)</small>	104.6K	4	3	1.0%	20	4.9	7K	20.6%
Established Brands <small>(190K – 1.1M Followers)</small>	519.3K	7	5	0.8%	68	4.6	27.1K	15.6%
Large Brands <small>(1.1M+ Followers)</small>	6.6M	11	7	0.7%	236	5.2	188.1K	13.0%

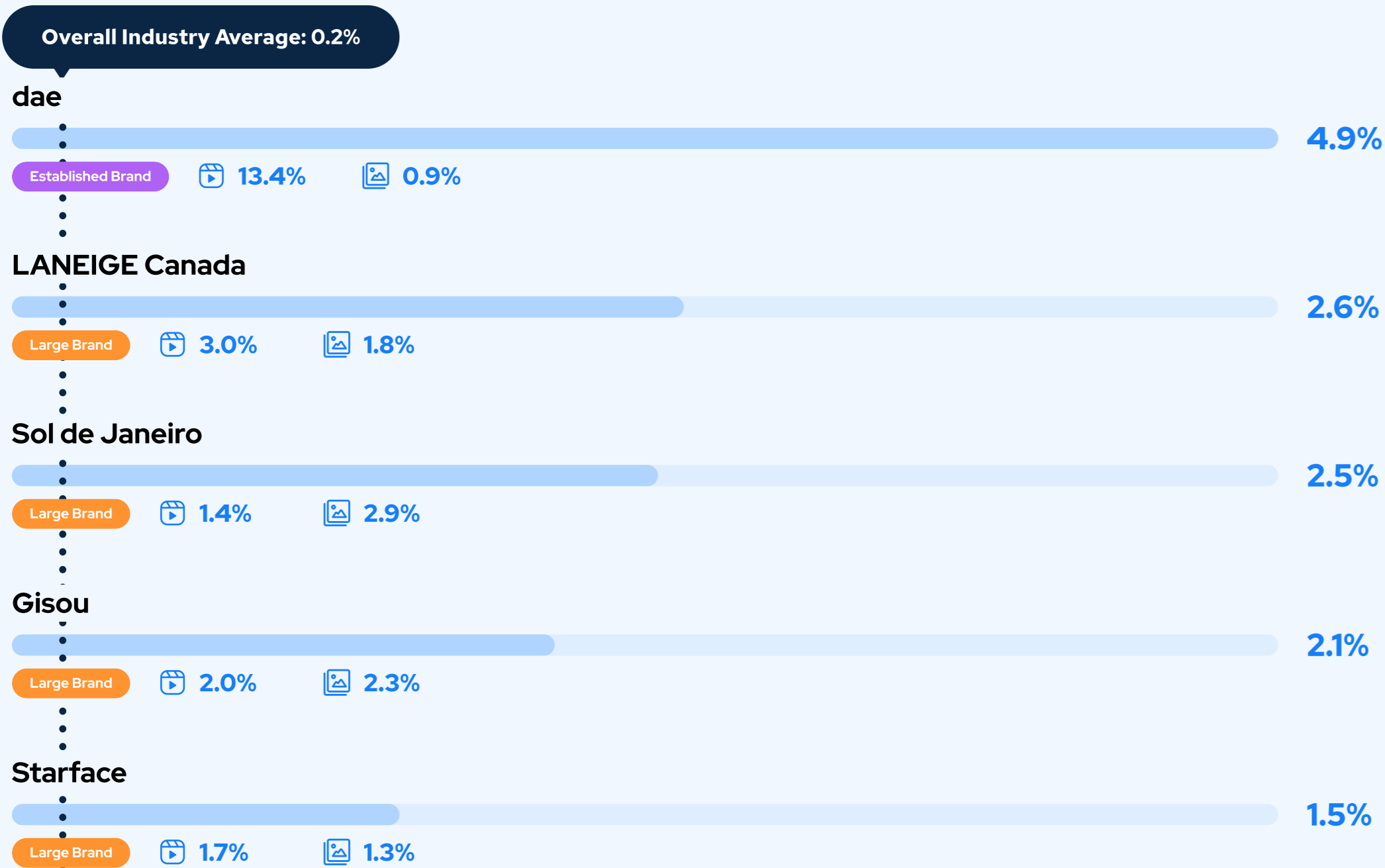
*Customer data only

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Top Beauty Industry Performers by Engagement Rate



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

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

Deep Dive Into Top Performing Beauty Brand

dae

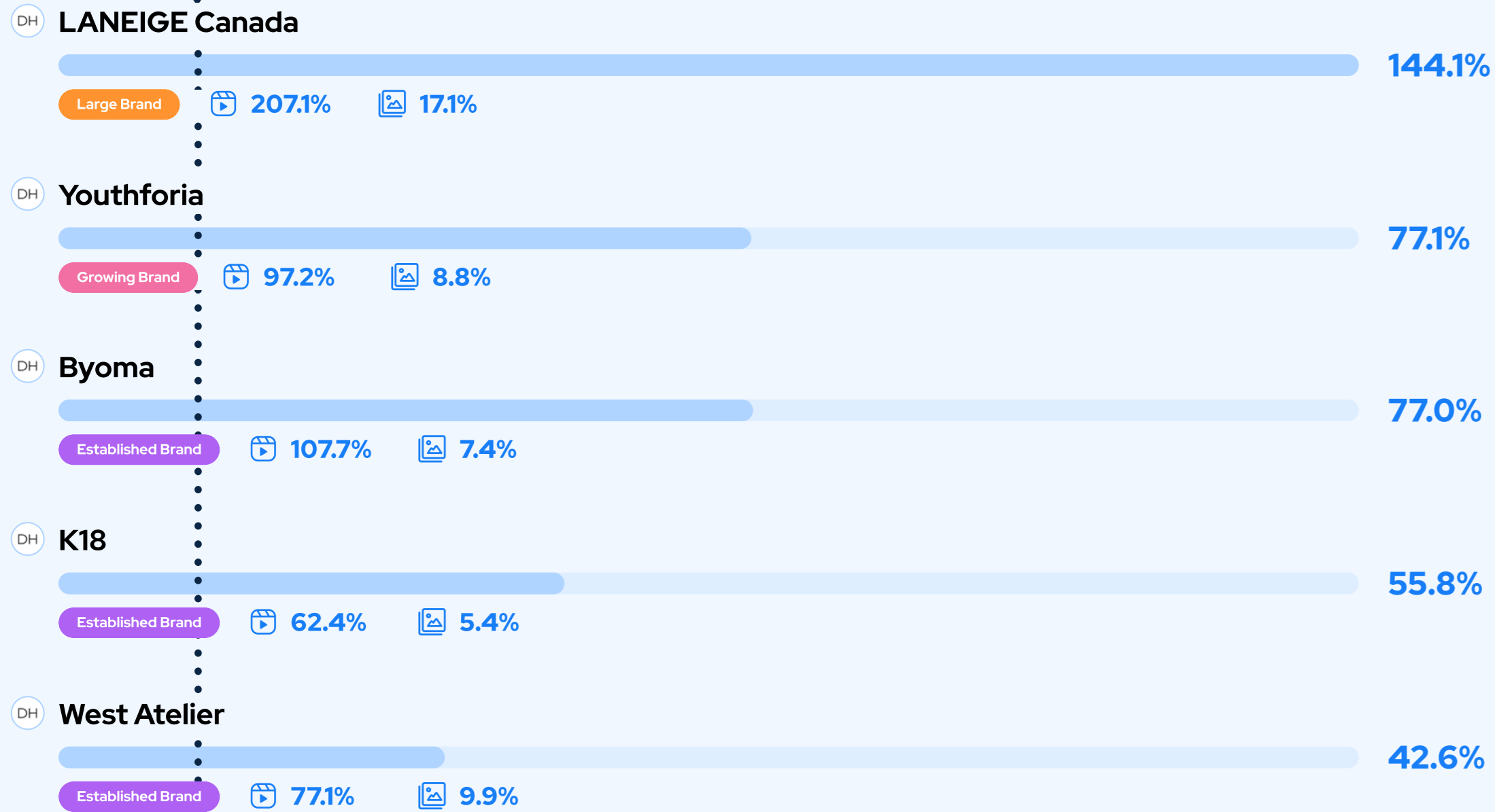
dae uses Instagram to share vibrant, sunny visuals that reflect its desert-inspired haircare line. Its content blends product marketing and resourcefulness, including demonstrations of hair care routines done in cars to show just how easy its products are to use.



dae outperforms the average Engagement Rate for beauty brands by **184%**.

Top Beauty Industry Performers by Effectiveness Rate

Overall Industry Average: 15.6%



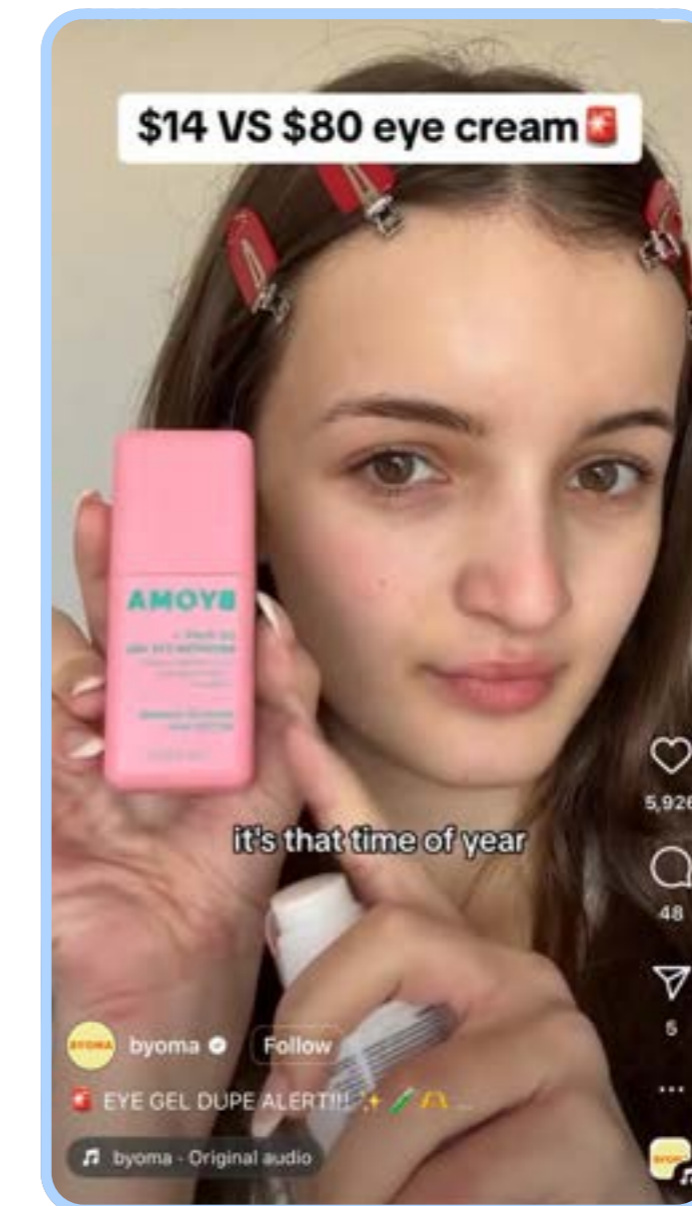
📺 Average Effectiveness Rate (Reels) | Industry Average: 21.6%
🖼️ Average Effectiveness Rate (Static and Carousel) | Industry Average: 7.3%
👤 Dash Social User

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

Deep Dive Into Top Performing Beauty Brand

BYOMA

Byoma excels in Instagram effectiveness with clear, educational content that breaks down skincare science in an accessible way. The brand's content is as vibrant as its product, helping it to stand out in the algorithm.



Byoma outperforms the average Effectiveness Rate for beauty brands by **134%**.

Winning Formulas for Creating Entertaining Reels Content

THE 7 VIRTUES The 7 Virtues maintains a high Instagram Entertainment Score with its high-energy, electric content, regularly featuring founder Barb Stegemann. The founder's enthusiasm is irresistible, and she often personally educates audiences on how to design and layer fragrances.

Entertainment Score: 9/10

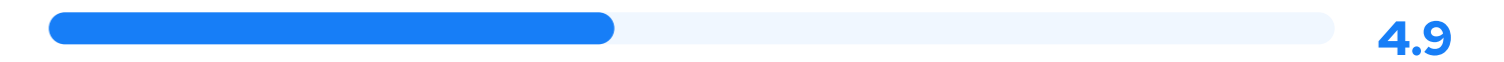
Compared to the beauty industry average of **4.9**, and The 7 Virtues' own average of **8.1**.



Top Beauty Industry Performers by Entertainment Score (Reels)

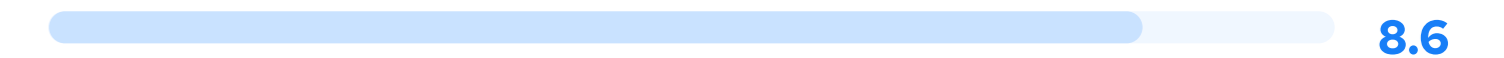
Average Video Views

Overall Average



80.1K

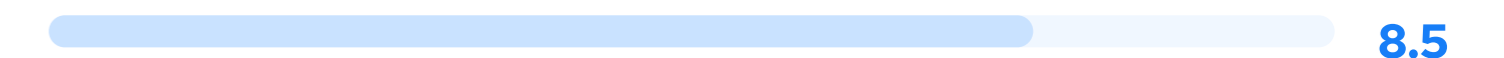
Sol de Janeiro



Large Brand

513.2K

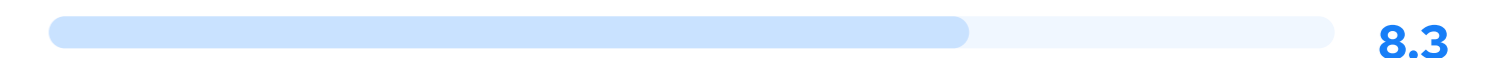
Gisou



Large Brand

443.5K

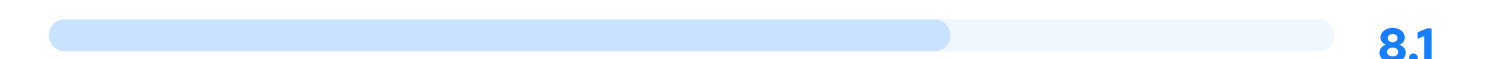
Tree Hut



Established Brand

84.4K

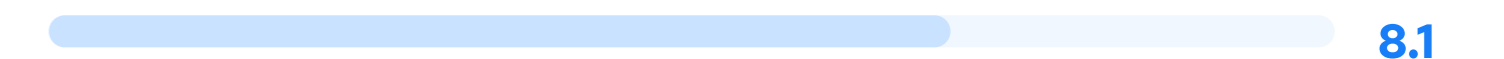
The 7 Virtues



Growing Brand

4.8K

Kinship



Growing Brand

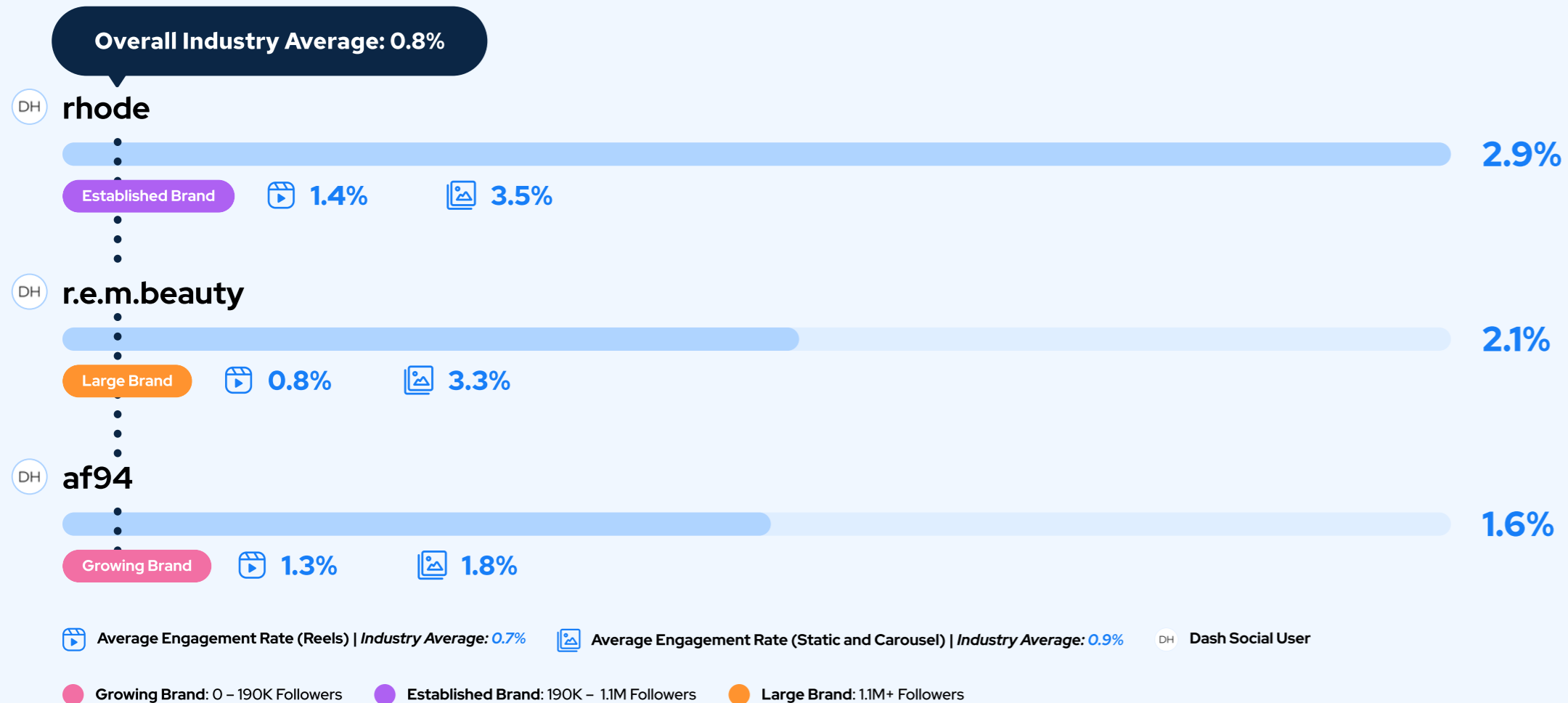
1.5K

Celebrity Beauty Brands Industry-Wide

Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score*	Effectiveness Rate*	Engagement Rate
1.9M	6	5	1.0%	310.6K	5.8	13.7%	0.9%

Averages are per post
*Customer data only

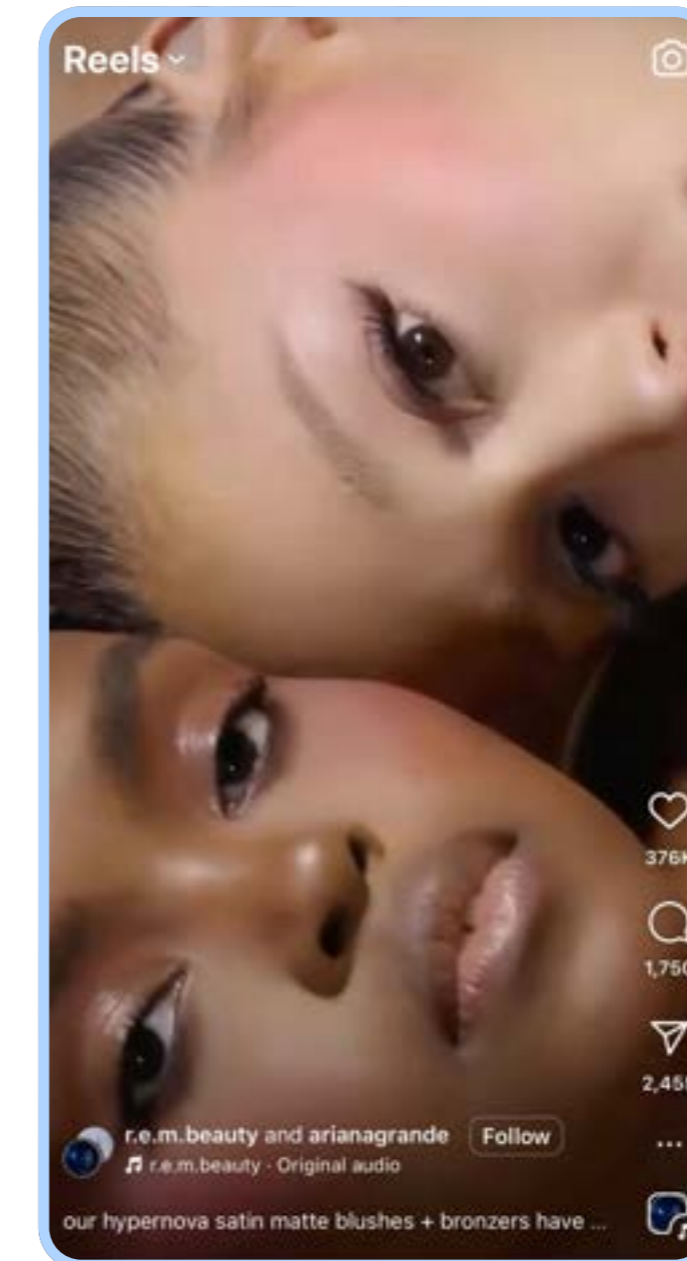
Top Celebrity Beauty Industry Performers by Engagement Rate



Deep Dive Into Top Performing Celebrity Beauty Brand

r.e.m.beauty

r.e.m.beauty achieves a high Instagram engagement rate with visually striking makeup tutorials, as well as spotlights of its product innovation. The brand makes full use of creator collaborations, capturing a diverse range of experiences with its products, and never leaning too hard on its celebrity founder.



r.e.m.beauty outperforms the beauty industry by **80%**.

YouTube



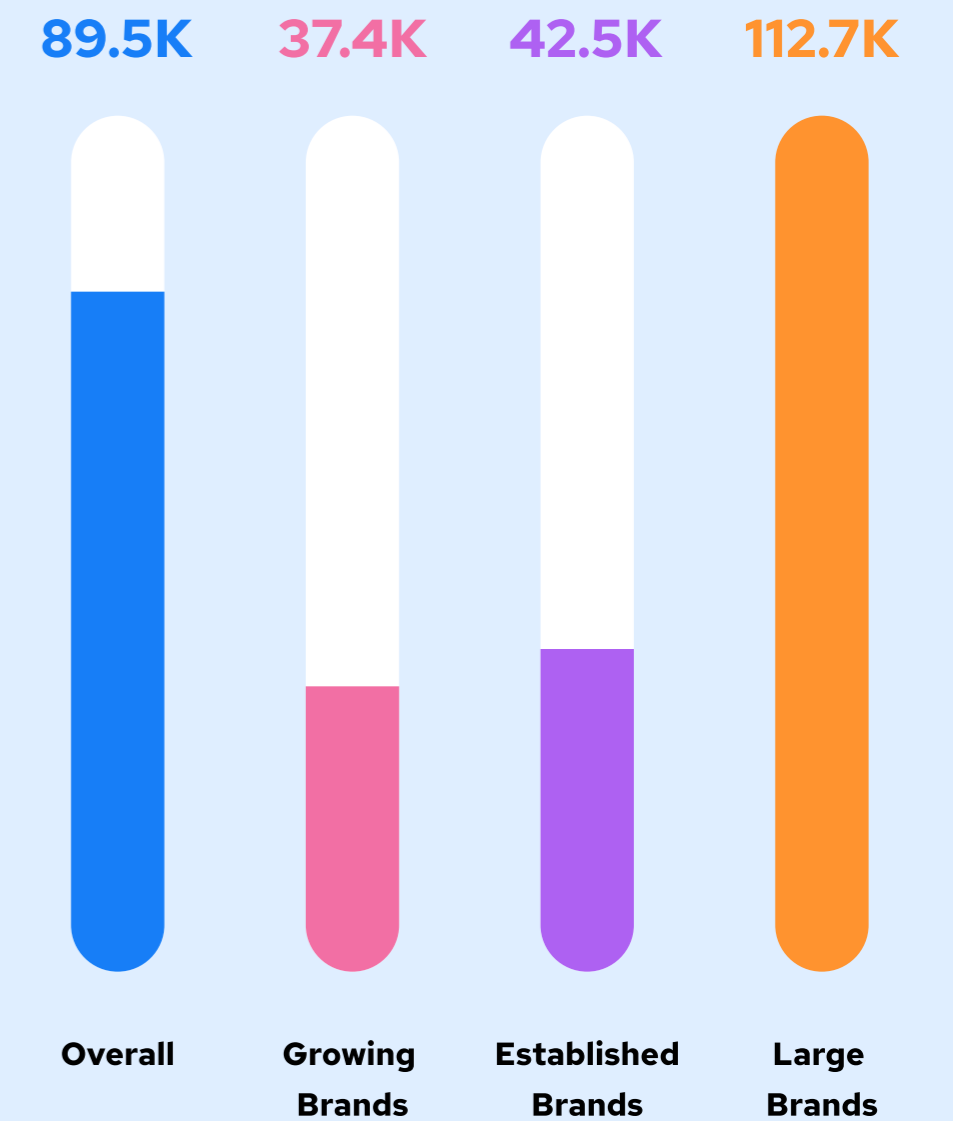
 Average YouTube Performance

Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares	Percentage Viewed
Overall	791.2K	7	1.2%	2.1K	84	67%
Growing Brands (0 – 20K Followers)	5.8K	3	1.6%	201	7	86%
Established Brands (20K – 150K Followers)	70K	5	0.9%	236	8	68%
Large Brands (150K+ Followers)	2.7M	17	0.9%	3K	156	60%

*Customer data only

Overall Video Views



By Industry

	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Subscriber Count	98.2K	343.4K	48.2K	312.6K	714.3K	622.2K	94K	3.7M	335.4K	192.3K	200.1K	1.6M	132.8K
Weekly Videos	8	7	9	4	4	3	3	35	4	3	5	15	6
Monthly Follower Growth Rate	1.3%	0.5%	0.9%	1.1%	1.1%	1.0%	1.4%	1.5%	0.8%	1.4%	1.4%	1.4%	1.6%
Likes*	1.3K	368	247	1.3K	3.2K	3.6K	151	2.4K	592	135	355	4.5K	146
Shares*	34	6	4	36	12	24	15	188	17	2	34	35	6
Percentage Viewed*	88%	59%	68%	100%	64%	64%	74%	57%	73%	**	**	**	**
Overall Video Views	72.5K	77.7K	45.9K	118.8K	163.2K	163.7K	56.8K	90K	55.9K	33.9K	55.8K	135.2K	30.3K

*Customer data only

** Limited data available

 **Average YouTube Performance**

Beauty Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
Beauty Overall	98.2K	6	1.3%	1.3K	34
Growing Brands <small>(0 – 20K Followers)</small>	6K	3	1.6%	156	6
Established Brands <small>(20K – 150K Followers)</small>	61.1K	4	1.0%	353	13
Large Brands <small>(150K+ Followers)</small>	468.9K	10	1.2%	3.6K	83

*Customer data only

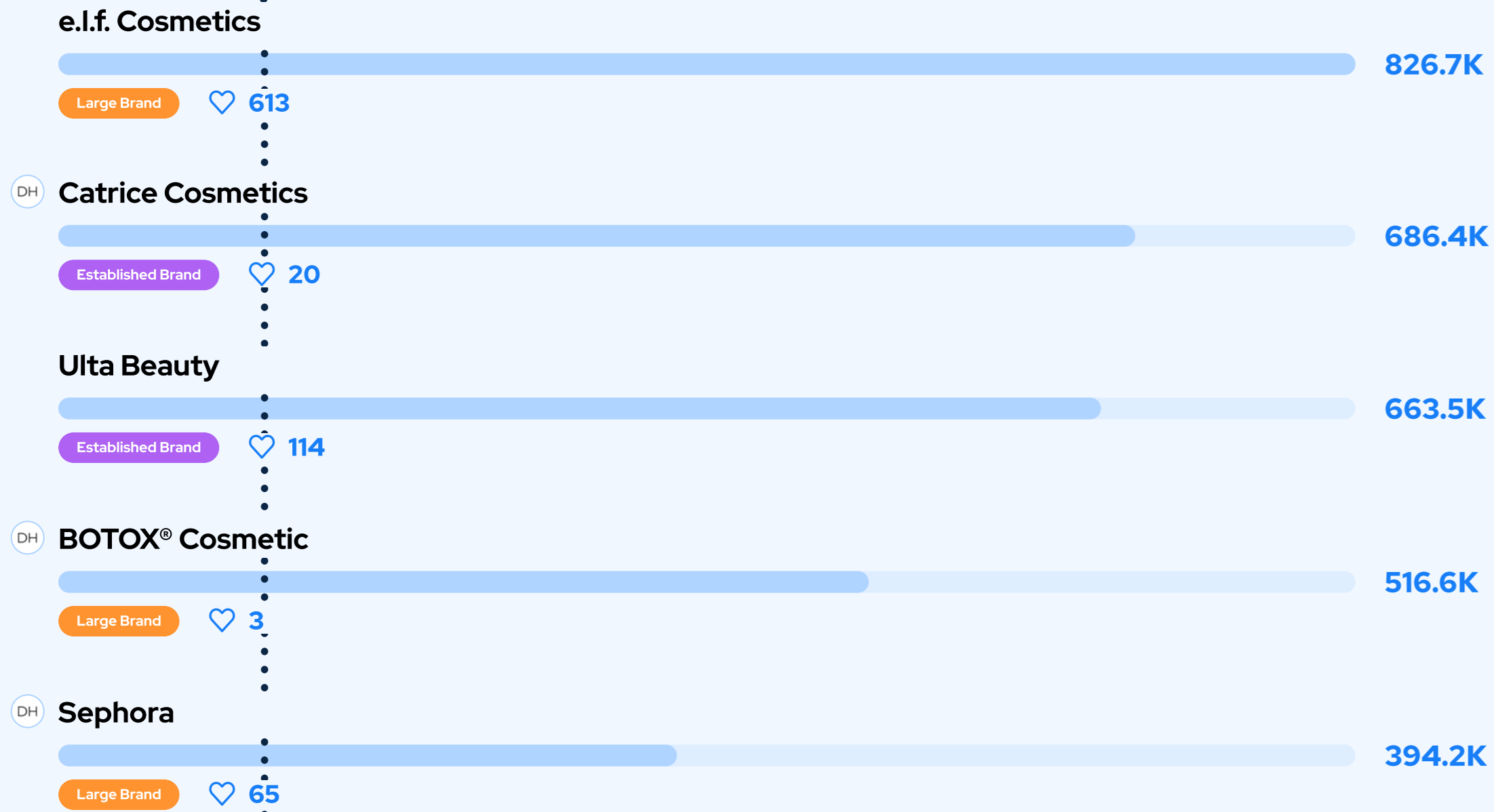
Overall Video Views




 Average On-Demand Video Views and Industry Leaders

Top Beauty Industry Performers by On-Demand Video Views

Overall Industry Average: 132K



 Average Likes | Industry Average: 92  Dash Social User  Growing Brand: 0 – 20K Followers  Established Brand: 20K – 150K Followers  Large Brand: 150K+ Followers

Deep Dive Into Top Performing Beauty Brand



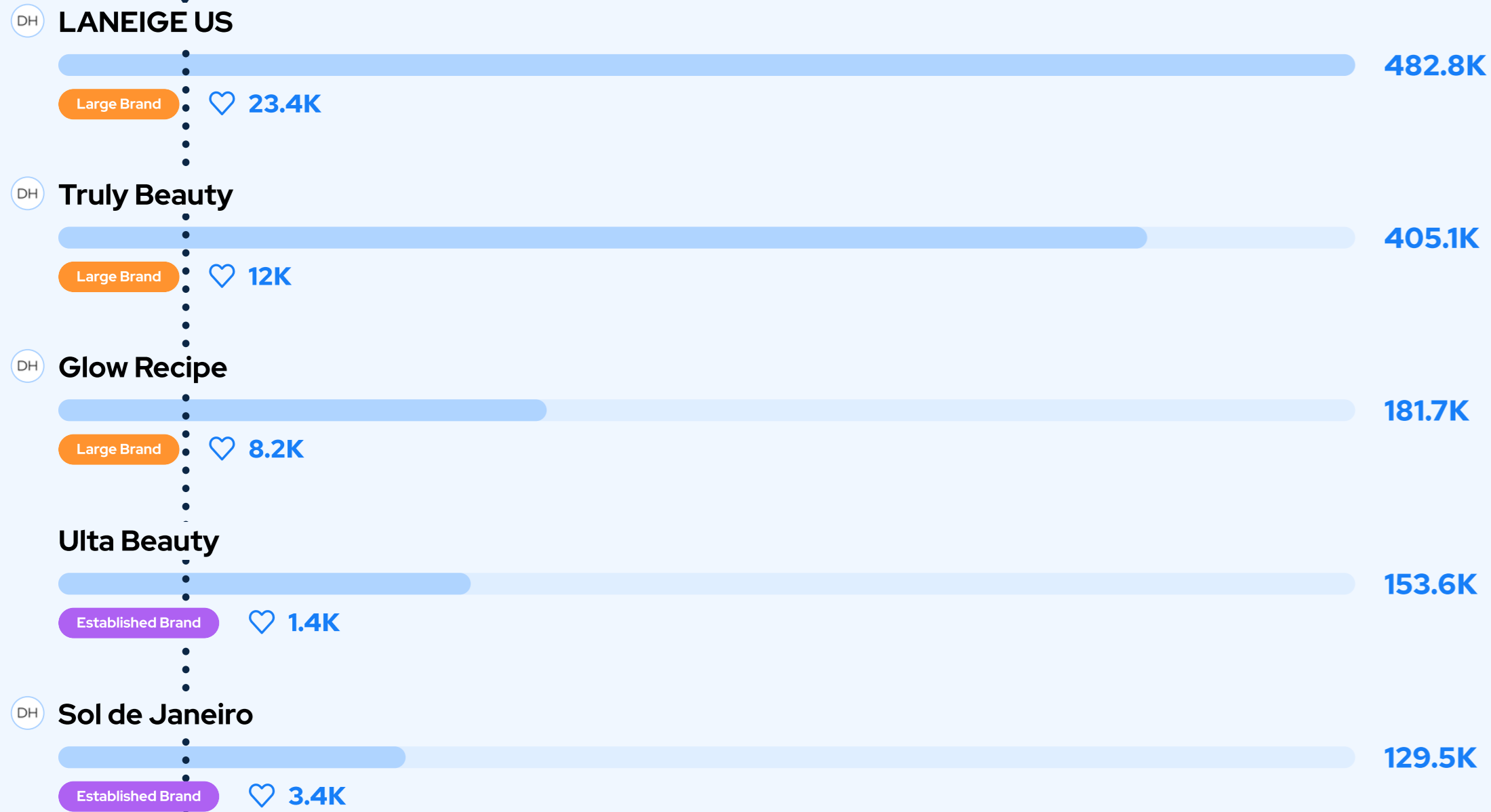
e.l.f. Cosmetics dominates YouTube video views with its wide variety of content, from Roblox collaborations to podcast episodes. Its innovative content strategy and regular use of Shorts uses YouTube to its fullest potential as a channel.

e.l.f. Cosmetics outperforms the average Video Views for beauty brands by **145%**.



Top Beauty Industry Performers by Shorts Video Views

Overall Industry Average: 47.7K



Average Likes | Industry Average: 1.8K | DH Dash Social User

● Growing Brand: 0 - 20K Followers ● Established Brand: 20K - 150K Followers ● Large Brand: 150K+ Followers

Deep Dive Into Top Performing Beauty Brand

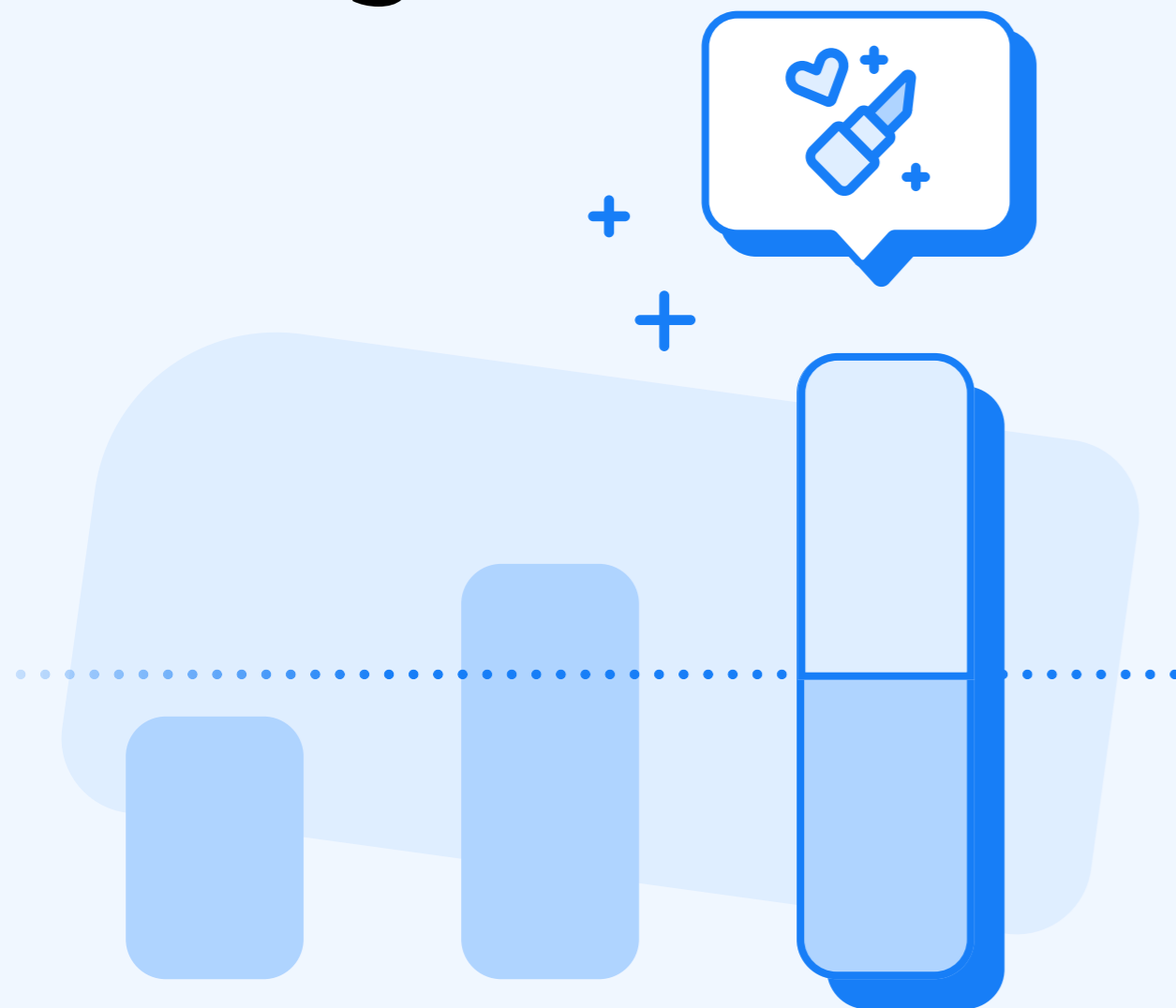
GLOW RECIPE

Glow Recipe captures attention on YouTube Shorts with quick, visually appealing demos of its fruit-powered skincare products. These engaging, bite-sized videos effectively showcase product uses and results, attracting a skincare-savvy audience looking for effective and fun routines.



Glow Recipe outperforms the average Shorts Video Views for beauty brands by 117%.

What We Can Learn From Beauty Brands' Strategies



Showcase Visually Stunning Content

Utilize visually appealing posts that highlight product benefits and tutorials, making your brand stand out in a competitive market.

Blend Education with Entertainment

Mix educational content with fun elements, such as skincare tutorials combined with product launch celebrations, to demystify complex topics while keeping engagement high.

Leverage Diverse Content Strategies

Employ a variety of content strategies, from in-depth tutorials to quick, engaging demos and innovative collaborations, to cater to a broad audience and maximize engagement.

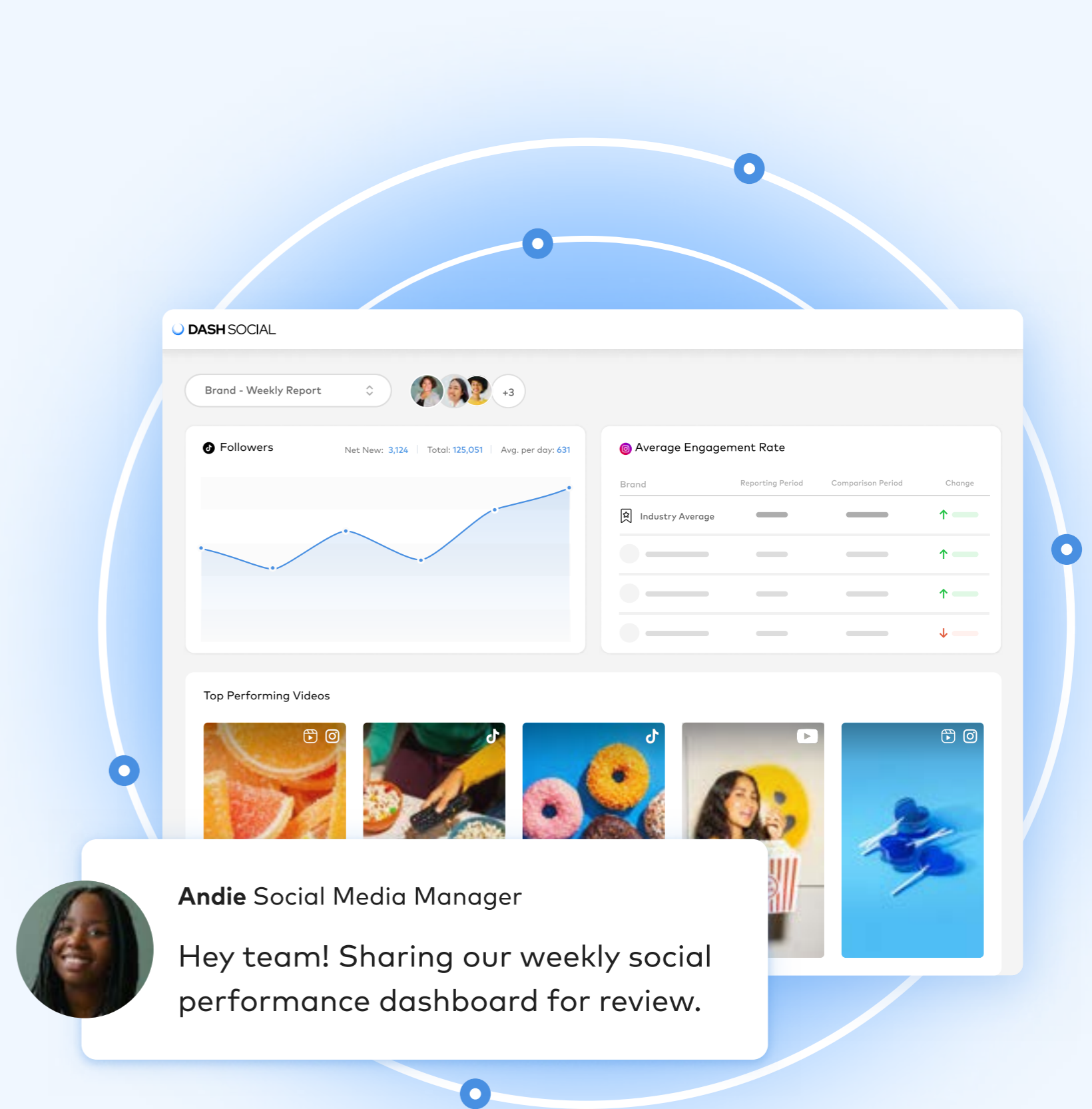


Outsmart Social

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 empowers brands to outsmart social, visit dashsocial.com.



Scan the QR code to sign up for a free demo of Dash Social.



At a Glance

Facebook, Pinterest and X

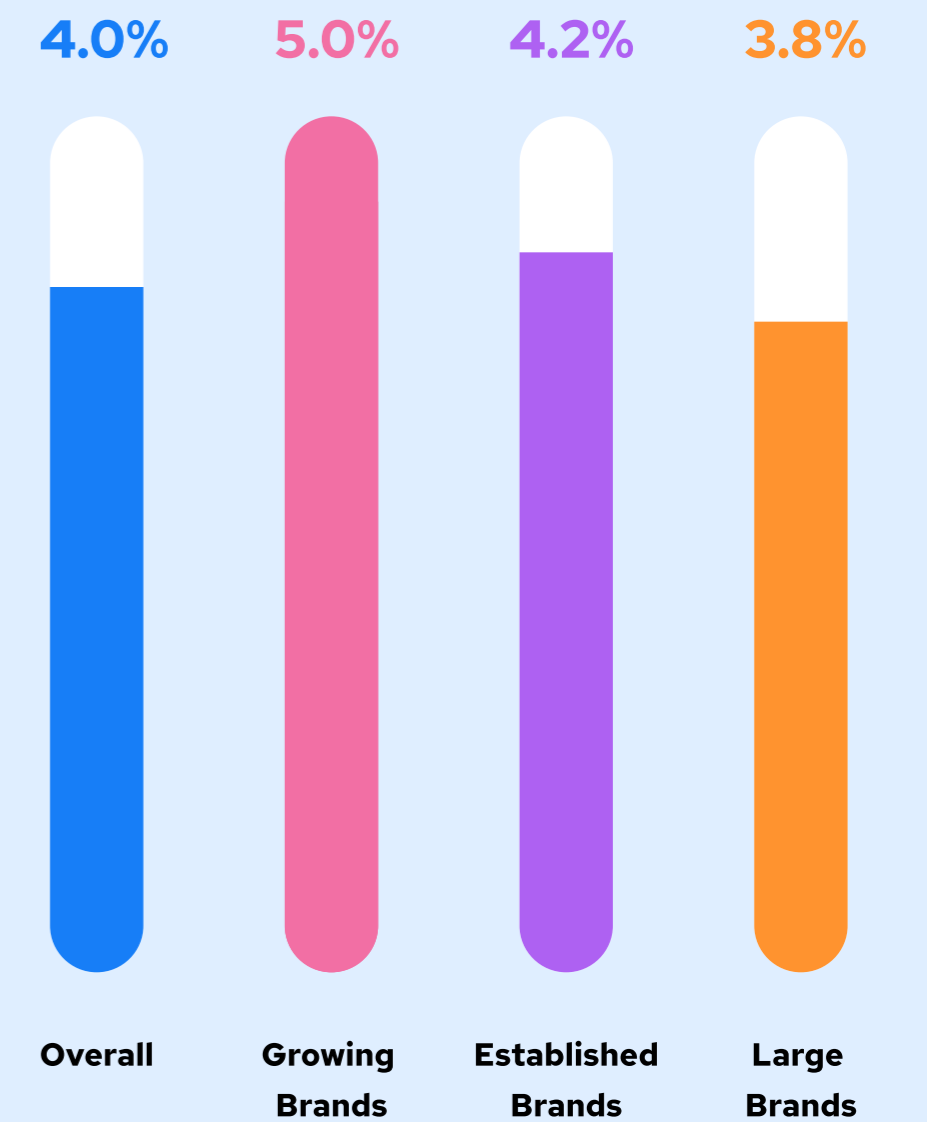


Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	927.1K	8	0.5%	63.5K	9.7%
Growing Brands <small>(0 - 100K Followers)</small>	29.3K	2	1.0%	5.1K	12.3%
Established Brands <small>(100K - 850K Followers)</small>	337.3K	7	0.2%	26.6K	9.1%
Large Brands <small>(850K+ Followers)</small>	3.5M	20	0.1%	89.8K	7.4%

Customer data only

Engagement Rate



Engagement Rate: $(\text{Total Engagements}) / \text{Impressions}$

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Video Views
Overall	235.4K	22	1.3%	845
Growing Brands (0 – 8K Followers)	2.7K	9	2.5%	285
Established Brands (8K – 105K Followers)	37.9K	18	1.1%	850
Large Brands (105K+ Followers)	769.5K	43	0.3%	4.4K

Customer data only

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
Overall	813.1K	48	0.1%	16.4K	38	258	8
Growing Brands <small>(0 – 12.5K Followers)</small>	5.1K	6	0.2%	818	7	23	5
Established Brands <small>(12.5K – 200K Followers)</small>	70K	21	0.04%	3.3K	18	90	6
Large Brands <small>(200K+ Followers)</small>	2.0M	100	-0.03%	17.9K	40	284	10

Customer data only