DASH SOCIAL

Social Media Benchmark Report

Fashion Industry

Contents

Cover image: @ugg

Benchmarking Performance

Understanding your brand's social media performance starts with knowing what's typical in your industry. This report explores comprehensive benchmarks across key metrics and social channels, including TikTok, Instagram and YouTube. These insights help set clear goals, strengthen content strategy and support faster audience growth.

About the Data

For the H1 2025 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,170), Instagram (n=2,978), and YouTube (n=644), analyzing their activity between July 1, 2024 – December 31, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include organic, boosted, and promoted content but exclude paid ads. They apply to handles with at least 1K followers, covering both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media, publishing, CPG, food and beverage, retail, home, travel, wellness, and real estate.

Defining the Fashion Industry

The fashion industry includes apparel, footwear, accessories and textiles, driven by trends and cultural influences. We analyzed the following number of fashion brands per platform: TikTok (n=189), Instagram (n=368), and YouTube (n=55).

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.

Average Reach Per Post

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

The average engagement each post receives. Each platform calculates engagement rate differently.

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

Average Effectiveness Rate (Instagram and Facebook)

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

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 week.

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

Average Video Views

The average number of views each video receives, this includes rewatches.

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

Average Shares Per Post

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 Per Post

The average number of comments that each post receives.

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

Cross-Channel Trends

TikTok Is Still the Most Engaging Platform

When measured using the same calculation, TikTok (4.7%) leads Instagram (4.0%) and YouTube (3.6%) in engagement.

Brands Prioritize TikTok for Short-Form Video, and It Drives Strong Views

With 6 posts a week, averaging 166.5K views, brands are prioritizing short-form video—surpassing Instagram Reels (4 posts, 108.9K views) and YouTube Shorts (3 posts, 45K views).

Shares Continue to Increase on TikTok and Instagram

Shares have doubled on TikTok (142 to 289 avg. per post) and increased on Instagram (363 to 552) over six months, solidifying their role in engagement.

@allrecipes

![TikTok logo] # TikTok Trends

Growth Continues Across All Brand Sizes

Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

Brands Are Reaching More People

Compared to six months ago, brands see higher video views (+26%), increased reach (+10%) and more shares (+68%) on average.

More Posts, Higher Engagement — Especially for Large Brands

Large brands post more frequently and see higher engagement rates. Smaller brands post less, which may impact their engagement. Consistent posting could be a key factor in driving interactions.
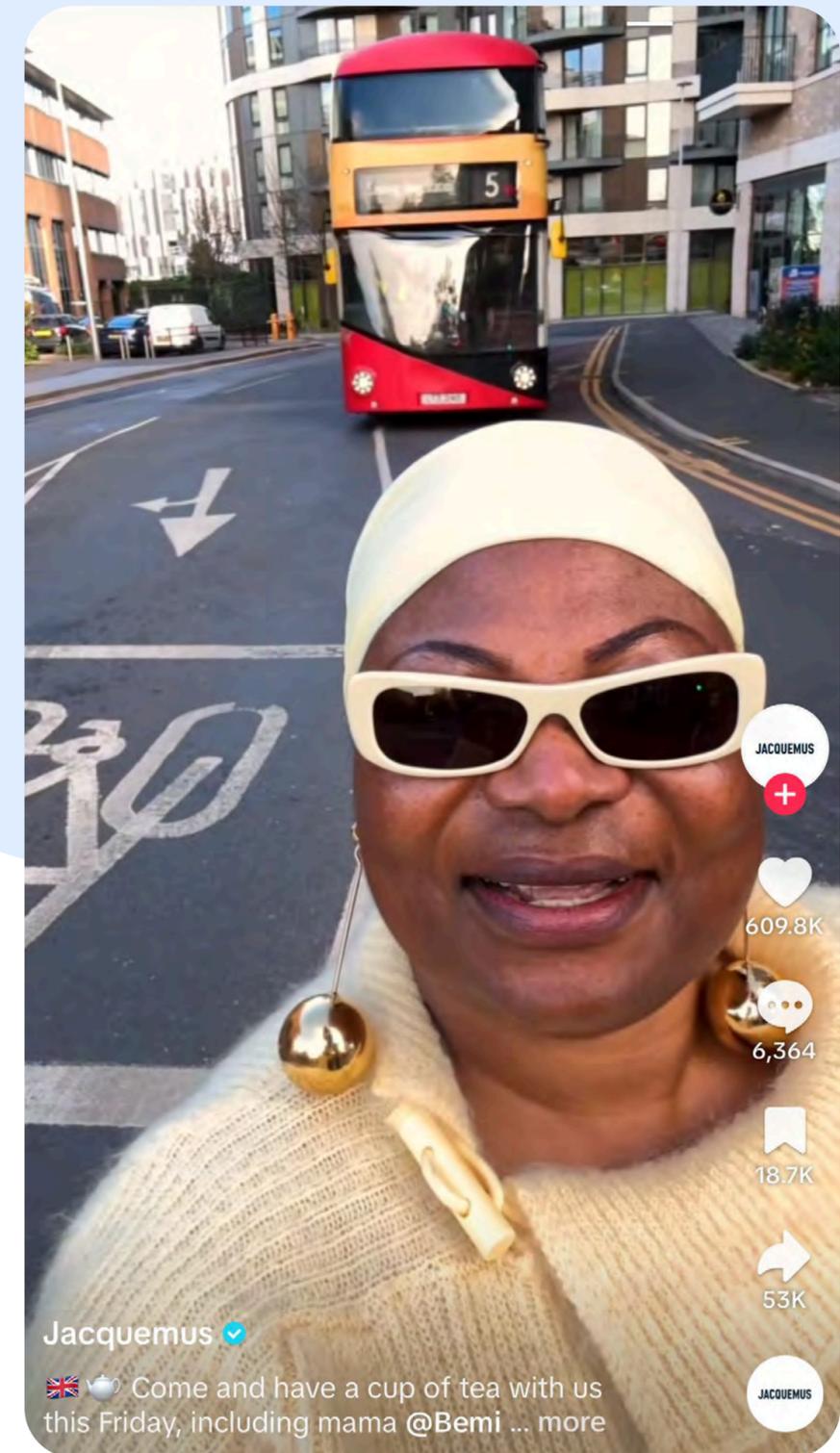
@jacquemus

Instagram Trends

Brands Post More Static Content Than Reels

Brands favor static posts over Reels on Instagram, averaging five static posts for every four Reels per week.

Follower Growth Stalls, Making Engagement Key

With brands seeing just 0.6% monthly follower growth — unchanged over the past year — engagement and impressions have come into focus as the metrics to optimize.

Engagement Rate by Impressions Shows Platform Activity

Measuring engagement based on impressions (4.0%) rather than followers (0.3%) provides a clearer view of audience activity, highlighting an engaged and active platform.

Reels

and you can't laugh
if you don't live,

176K
466
36.6K

sesamestreet and elmo   Follow

Live, laugh, and love Elmo! ❤️ 🙌 ...

@elmo

▶ YouTube Trends

## YouTube Video Views Have Declined Over the Past Six Months, Driven by Shorts

The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

Longform Content Continues To Receive More Views Than Shorts

Longform content drives more views than Shorts, with On-Demand videos averaging 90.7K views compared to 45K for Shorts.

Media Brands Generate the Highest Video Views

Unsurprisingly, the top-ranking brands for video views belong to the media industry, reinforcing YouTube's role as an entertainment platform rather than a hub for brand communities.
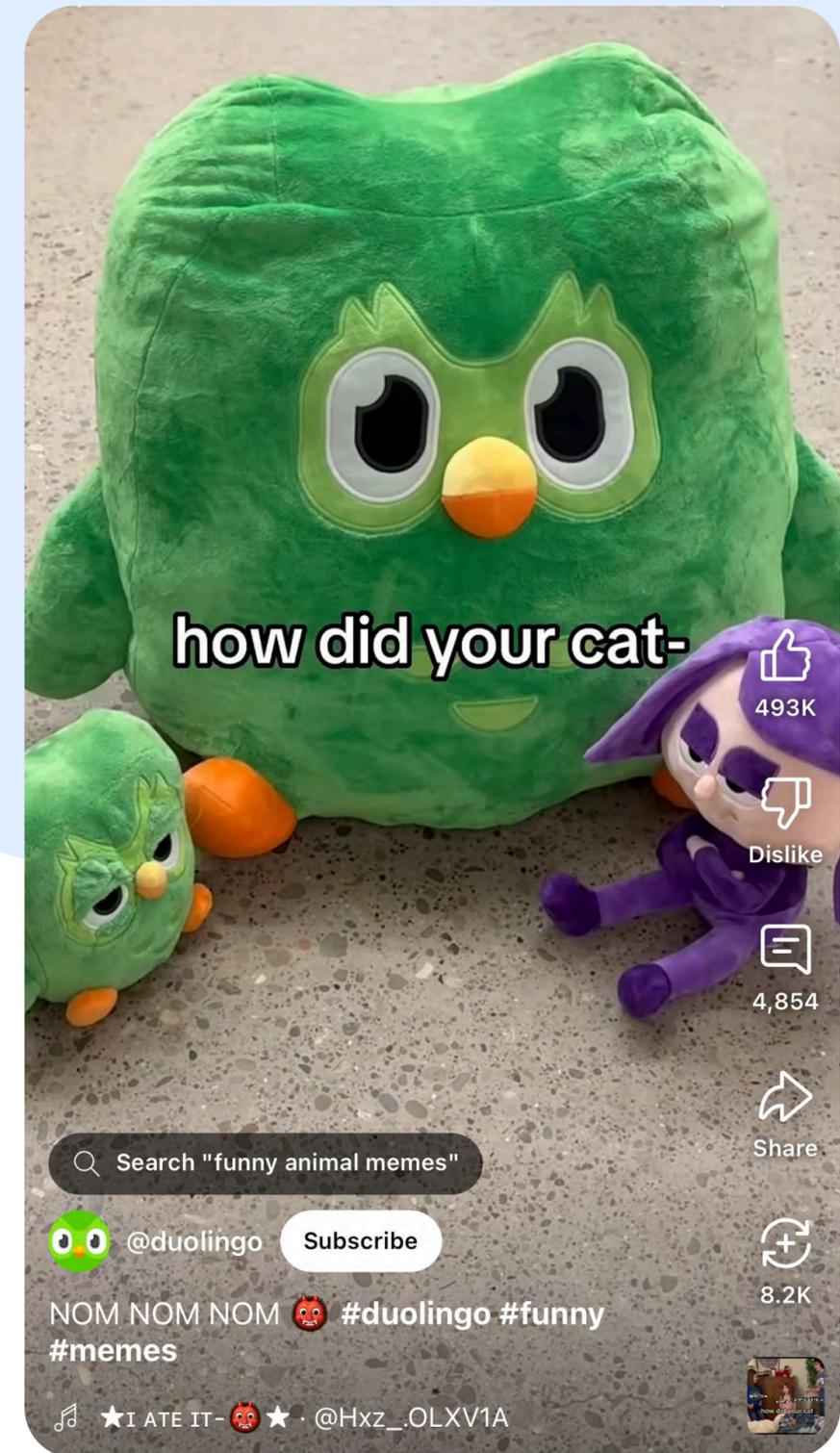
@duolingo

Fashion Brands Face Engagement Challenges but Maintain High Visibility

Fashion brands have lower engagement rates (3.6%) and Entertainment Scores (3.2) than other industries, limiting their reach and shareability.

Brands boast large followings (3.6M followers on average), but their content achieves a modest reach (52.9K per post) compared to other industries.

Fashion brands achieve high viewer retention at 82%. Standard videos (125.3K) drive significantly more views than Shorts (16.6K), likely due to paid promotions or strong SEO strategies.

Average Fashion Engagement Rate and Video Views Per Post

H1 2025

	TikTok	Instagram	YouTube
Engagement Rate	3.2% no change	0.1% -50%	-
Video Views	126.4K +18%	61.2K -14%	54.9K +18%

Compared to H2 2024 benchmark report
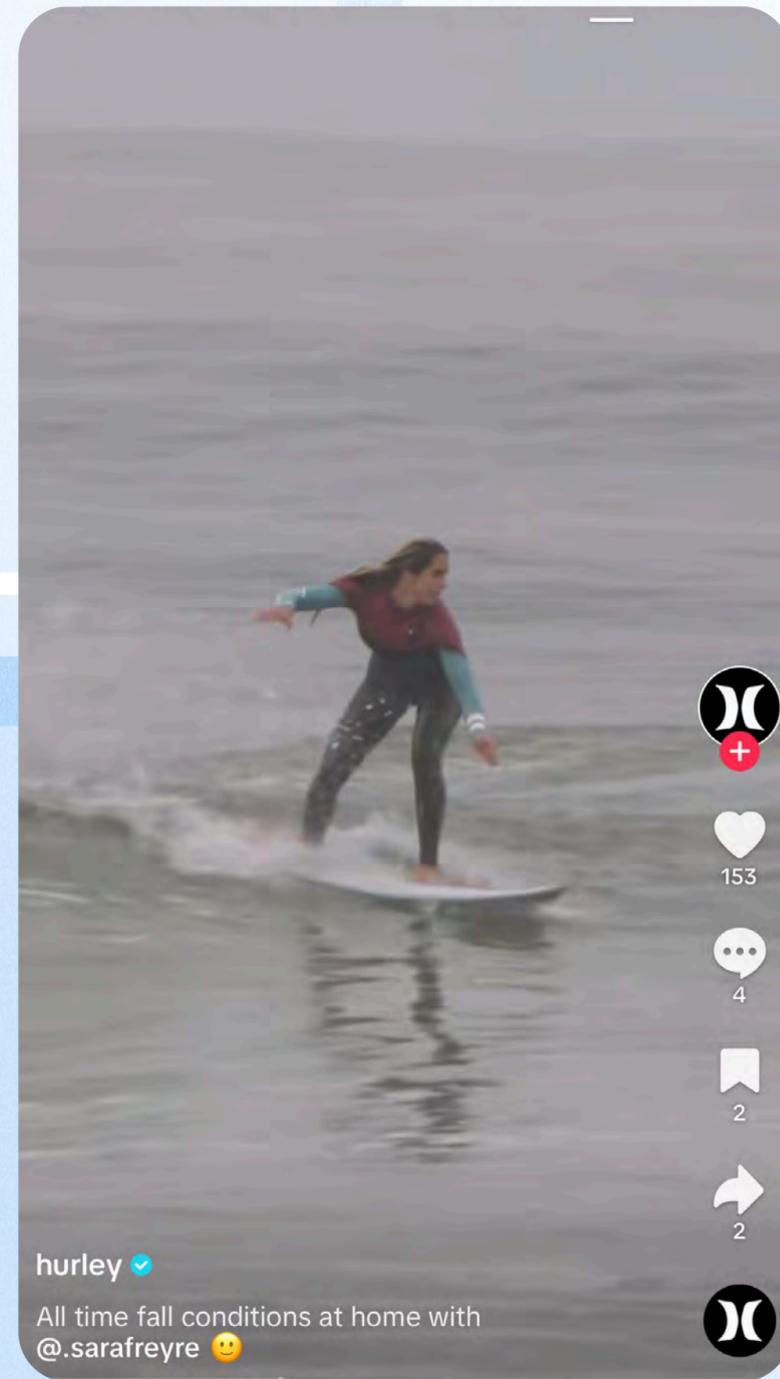
Average TikTok Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate
Overall	**455.2K**	**6**	**4.7%**	**166.5K**	**289**	**116.6K**	**3.6**	**4.0%**
Growing Brands (0 – 11.5K Followers)	4.3K	2	9.2%	14.9K	11	8.4K	3.3	3.3%
Established Brands (11.5K – 110K Followers)	46.9K	4	4.4%	69.0K	47	40.0K	3.3	3.4%
Large Brands (110K+ Followers)	1.0M	8	2.8%	229.1K	432	164.4K	3.7	4.3%

*Customer data only
Engagement Rate = (Likes + Comments + Shares) / Video Views

Dash Social Insight

Brands are growing and reaching more people. Smaller brands grow faster, but large brands post more and see higher engagement. Consistent posting may drive visibility and interactions.

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Average TikTok Performance By Industry

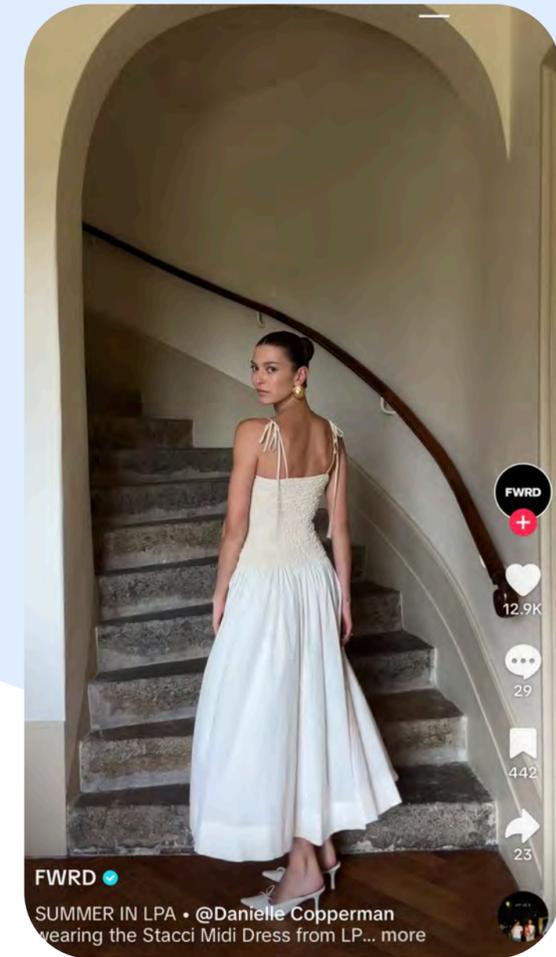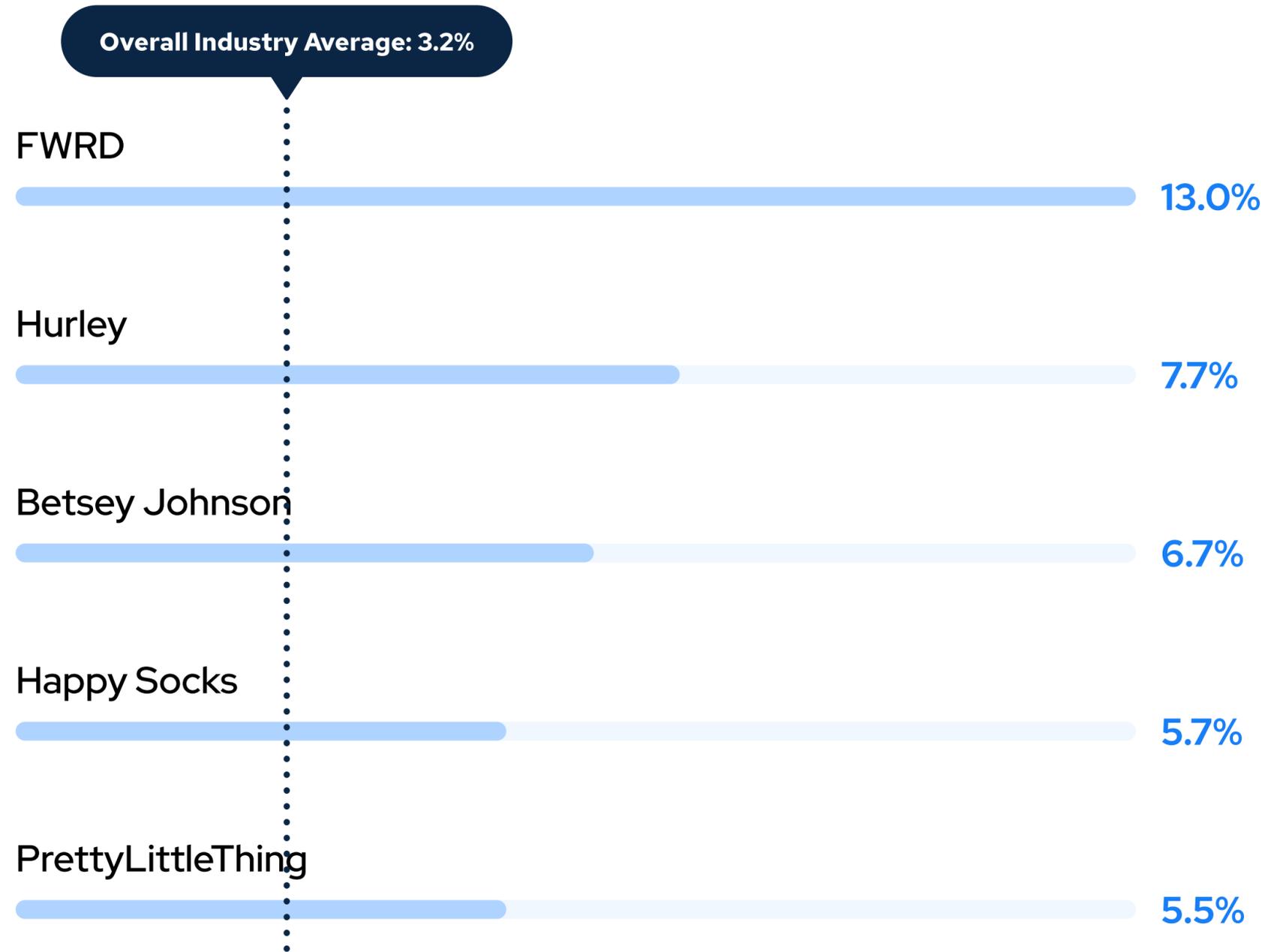|	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
Follower Count	435.7K	451.9K	**235.5K**	742.3K	153.8K	605.2K	1.2M	577.6K	52.4K	368.5K	258.4K	73.9K
Weekly Posts	6	4	**5**	2	3	3	14	10	2	4	2	3
Monthly Follower Growth Rate*	3.0%	3.9%	**3.6%**	2.9%	10.4%	8.1%	6.6%	5.5%	**	6.0%	4.1%	4.0%
Video Views Per Post	113.8K	131.2K	**126.4K**	205.6K	96.2K	339.4K	290.9K	167.0K	99.8K	148.0K	245.9K	53.6K
Shares Per Post	101	187	**100**	340	108	228	810	415	75	123	282	42
Reach Per Post*	71.2K	73.5K	**75.2K**	117.1K	58.4K	154.5K	250.5K	141.5K	**	85.0K	52.9K	33.5K
Entertainment Score*	3.6	3.8	**3.2**	3.5	3.4	3.3	3.6	4.0	**	3.0	3.6	3.3
Engagement Rate	3.9%	3.4%	**3.2%**	3.7%	3.3%	3.7%	4.7%	5.1%	3.1%	3.1%	3.7%	3.1%

*Customer data only
**Limited data available

Average TikTok Performance Across Fashion Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate
Overall	235.5K	5	3.6%	126.4K	100	75.2K	3.2	3.2%
Growing Brands (0 – 11.5K Followers)	4.2K	2	4.5%	12.6K	11	7.8K	3.2	2.9%
Established Brands (11.5K – 110K Followers)	48.5K	5	3.3%	65.1K	25	34.6K	3.1	3.1%
Large Brands (110K+ Followers)	663.7K	9	3.3%	187.2K	165	114.2K	3.3	3.3%

*Customer data only

Top Fashion Brands by Engagement Rate

Overall Industry Average: 3.2%

FWRD
13.0%

Hurley
7.7%

Betsey Johnson
6.7%

Happy Socks
5.7%

PrettyLittleThing
5.5%

FWRD
SUMMER IN LPA • @Danielle Copperman
wearing the Stacci Midi Dress from LP... more

FWRD

FWRD stands out on TikTok by pairing high-end fashion with on-trend styling tips and behind-the-scenes glimpses of editorial shoots. Its content is sleek yet relatable, encouraging followers to comment on looks and share their own fashion inspiration. Frequent collaborations with industry icons further boost FWRD's engagement by keeping its audience immersed in pop culture relevant content.

FWRD outperforms the average Engagement Rate for fashion brands by 306%.

Winning Formulas for Creating Entertaining TikTok Content

that time cher called betsey johnson for sewing advice (1996)

Oh, a classic.

Betsey Johnson ✓

1996 Cher from "Clueless The Series" calling Betsey Johnson on the phone to ask f... more

Betsey Johnson (signature)

Betsey Johnson captivates TikTok audiences with its signature, whimsical flair. Bold prints, playful music and glimpses of the designer's energetic creative process form each video's backbone. By radiating joy, Betsey Johnson scores high Entertainment Scores in its content.
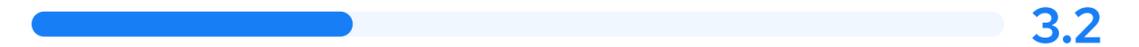
Entertainment Score

8.7/10

Compared to the fashion industry average of **3.2**, and Betsey Johnson's own average of **6.6**.

Top Fashion Brands by Entertainment Score

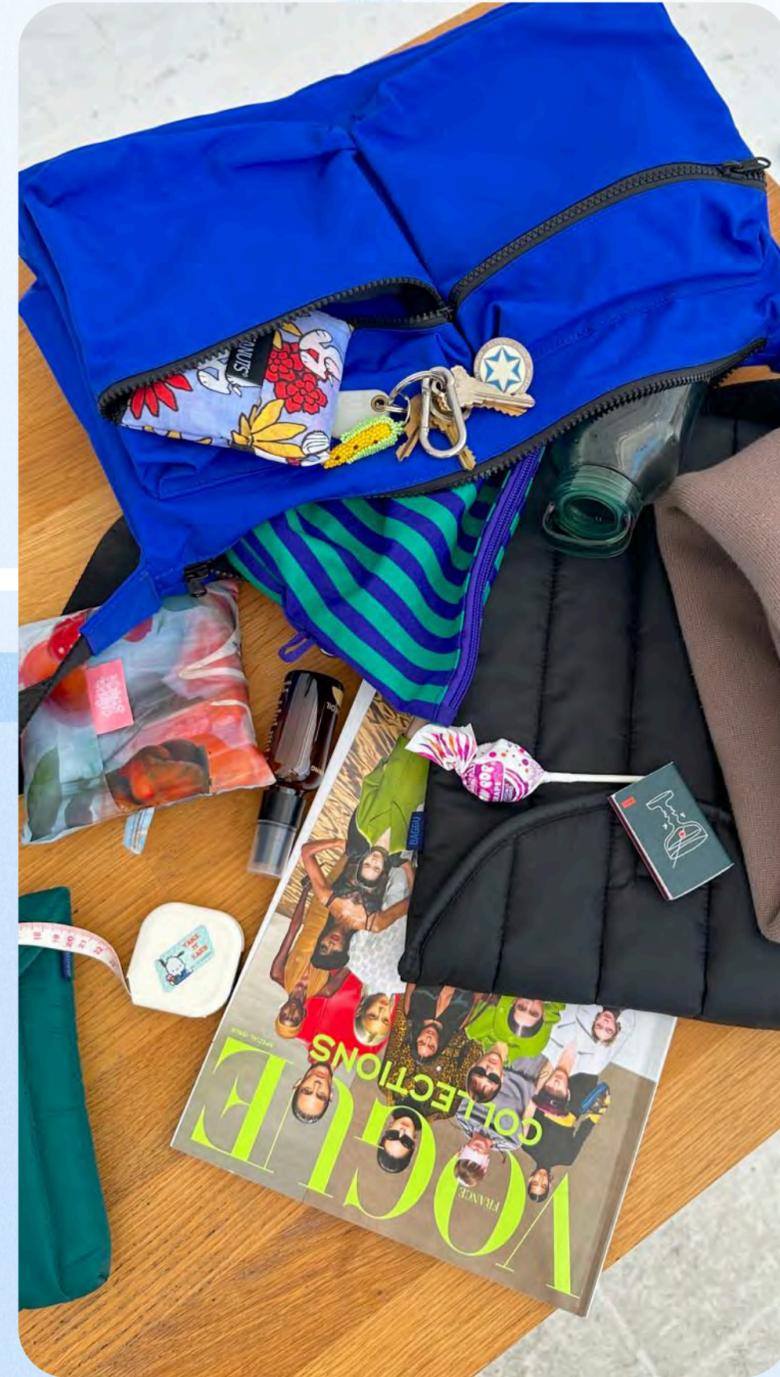Overall Average

3.2

FWRD

7.5

Betsey Johnson

6.6

UGG

6.0

Kendra Scott

5.9

Sophia Webster

5.7

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Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post*	Video Views Per Post* (Reels)	Entertainment Score* (Reels)	Effectiveness Rate*	Engagement Rate
Overall	**2.2M**	**4**	**5**	**0.6%**	**172.9K**	**552**	**108.8K**	**4.6**	**11.6%**	**0.3%**
Growing Brands (0 – 190K Followers)	89.9K	2	2	0.8%	7.6K	31	7.6K	4.4	14.7%	0.3%
Established Brands (190K – 1.1M Followers)	497.9K	3	4	0.6%	37.9K	153	36.5K	4.2	13.6%	0.3%
Established Brands (1.1M+ Followers)	7.3M	7	10	0.5%	326.6K	1.0K	207.5K	5.1	9.1%	0.3%

*Customer data only

Engagement Rate = (Likes + Comments) / Followers

Dash Social Insight

Building community is key as audience growth slows. Brands should prioritize content that sparks engagement.

Average Instagram Performance By Industry

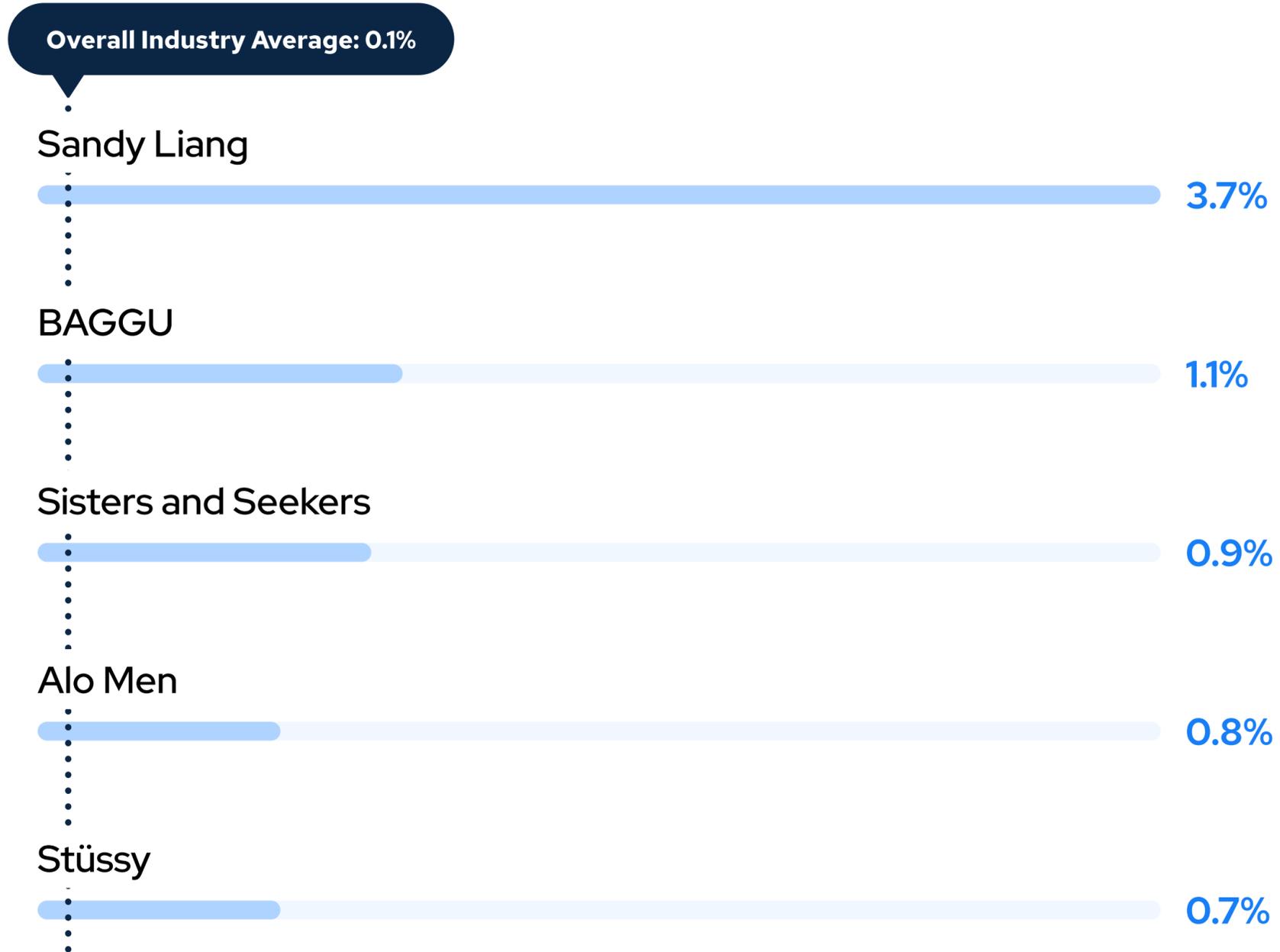|	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Retail	Real Estate	Travel	Wellness
Follower Count	2.4M	2.4M	**3.6M**	1.6M	998.9K	7.4M	7.1M	5.5M	3.4M	189.2K	1.6M	715.6K
Weekly Posts (Reels)	6	2	**3**	3	2	2	15	7	4	3	2	2
Weekly Posts (Carousel and Image)	4	2	**5**	2	4	4	16	17	4	4	3	3
Monthly Follower Growth Rate	0.6%	0.6%	**0.6%**	0.6%	0.6%	0.6%	0.7%	0.5%	0.6%	1.0%	1.0%	0.8%
Shares Per Post*	141	177	**87**	326	153	165	1.6K	656	102	**	301	269
Entertainment Score* (Reels)	4.8	4.8	**3.6**	5.3	4.0	5.0	5.7	4.7	3.5	**	5.3	3.8
Reach Per Post*	75.1K	53.2K	**52.9K**	62.8K	50.4K	101.4K	435.1K	240.6K	55.3K	**	56.5K	41.7K
Effectiveness Rate*	11.3%	13.4%	**8.0%**	13.6%	9.4%	9.4%	15.7%	10.4%	8.5%	**	14.6%	12.4%
Engagement Rate	0.2%	0.3%	**0.1%**	0.3%	0.1%	0.2%	0.4%	0.3%	0.1%	0.3%	0.4%	0.2%

*Customer data only
**Limited data available

Average Instagram Performance Across Fashion Industry

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post* (Reels)	Video Views Per Post* (Reels)	Entertainment Score* (Reels)	Effectiveness Rate	Engagement Rate
Overall	3.6M	3	5	0.6%	52.9K	87	61.2K	3.6	8.0%	0.1%
Growing Brands (0 – 190K Followers)	109.0K	2	4	0.9%	6.2K	13	7.3K	3.4	11.3%	0.1%
Established Brands (190K - 1.1M Followers)	525.5K	3	5	0.5%	22.5K	47	25.2K	3.0	8.3%	0.1%
Established Brands (1.1M+ Followers)	7.7M	5	7	0.4%	100.1K	154	114.2K	4.2	6.6%	0.1%

*Customer data only

Top Fashion Brands by Engagement Rate

Overall Industry Average: 0.1%

Sandy Liang
3.7%

BAGGU
1.1%

Sisters and Seekers
0.9%

Alo Men
0.8%

Stüssy
0.7%

SANDY LIANG

Sandy Liang earns high engagement with its multidimensional feed, showcasing everything from runway looks to candids. Through its standout content, the brand captures an unmistakable essence of authenticity that invites viewers to interact.

Sandy Liang outperforms the average Engagement Rate for fashion brands by 3,600%.

Winning Formulas for Creating Entertaining Reels Content

pov: hollister is just one of the girls

hollister ✓ Follow

View shop

pink is my love language 💗 ...

105K
141
5,849

HOLLISTER

Hollister uses Reels to share glimpses of its fashion in-store, as well as UGC that demonstrates just how versatile its clothing can be. The brand has curated a passionate community of fans who comment and share, driving its Entertainment Score to almost double that of the industry.
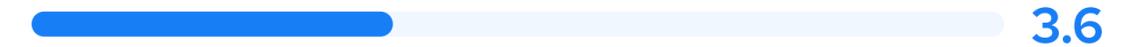
Entertainment Score

9.8/10

Compared to the fashion industry average of **3.6**, and Hollister's own average of **6.9**.

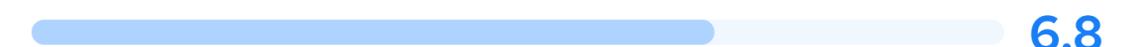## Top Fashion Brands by Entertainment Score

Overall Average

3.6

Honey Birdette

8.4

Hollister

6.9

LAPOINTE
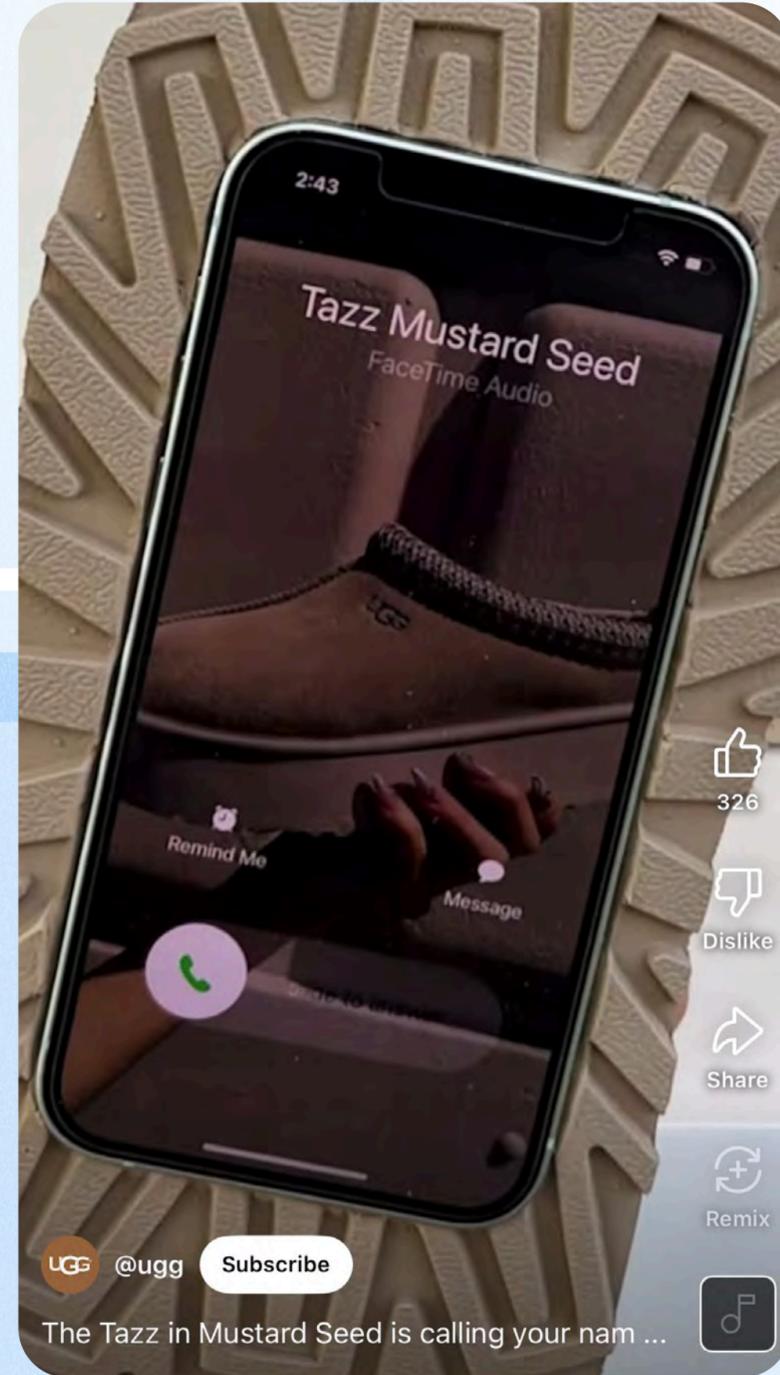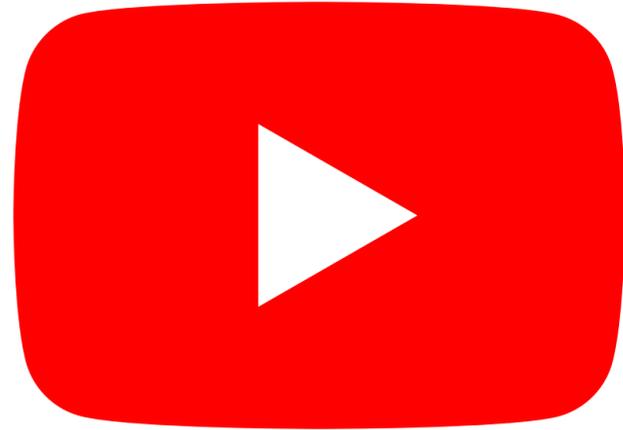
6.8

SKIMS

6.5

J.Crew

6.4

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Average YouTube Performance Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate*	Likes Per Post	Shares Per Post	Percentage Viewed*	Video Views Per Post
Overall	**1.1M**	**5**	**1.9%**	**1.3K**	**75**	**64%**	**69.4K**
Growing Brands (0 – 20K Followers)	6.1K	2	2.9%	95	4	83%	26.4K
Established Brands (20K – 150K Followers)	68.8K	4	1.7%	190	7	59%	35.7K
Large Brands (150K+ Followers)	2.9M	9	1.2%	1.9K	130	61%	91.9K

*Customer data only

Dash Social Insight

Focus on creating high-quality content to maximize video views on YouTube, especially for brands outside the media industry looking to compete in an entertainment-driven platform.

▶ Average YouTube Performance By Industry

|	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
Subscriber Count	123.1K	1.0M	**59.4K**	270.4K	99.1K	465.4K	5.9M	933.6K	33.0K	487.6K	193.8K	296.8K
Weekly Videos	4	4	**5**	2	2	2	2	19	13	2	7	1
Monthly Follower Growth Rate	1.9%	3.0%	**1.4%**	0.6%	3.8%	1.8%	1.2%	1.7%	2.8%	1.4%	1.2%	3.0%
Likes Per Post*	872	791	**175**	299	156	701	1.8K	618	96	338	24	312
Shares Per Post*	18	13	**5**	37	18	32	155	122	2	14	3	15
Percentage Viewed*	92%	**	**82%**	**	**	**	50%	58%	**	75%	**	**
Video Views Per Post	54.1K	80.5K	**54.9K**	49.5K	40.5K	79.1K	84.7K	28.0K	33.0K	113.0K	16.6K	79.2K

*Customer data only
**Limited data available

Average YouTube Performance Across Fashion Industry

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes Per Post	Shares Per Post	Video Views Per Post
Overall	59.4K	5	1.4%	175	5	54.9K
Growing Brands (0 – 20K Followers)	5.2K	3	1.7%	179	3	37.5K
Established Brands (20K – 150K Followers)	73.8K	10	1.1%	163	4	55.8K
Large Brands (150K+ Followers)	340.1K	3	0.5%	295	37	129.3K

*Customer data only

Top Fashion Brands by Shorts Video Views

Overall Industry Average: 16.6K

Tory Burch

127.1K

Ray-Ban

91.3K

UGG

89.8K
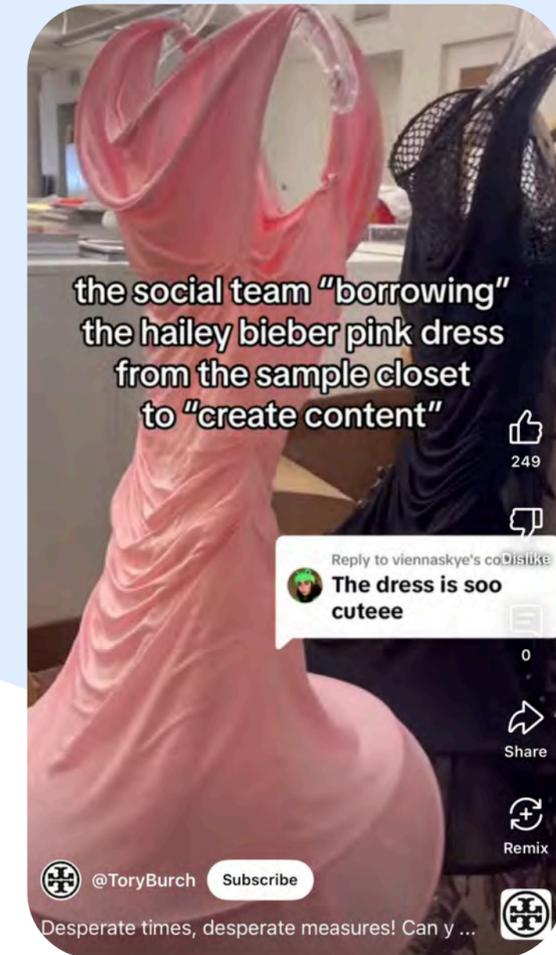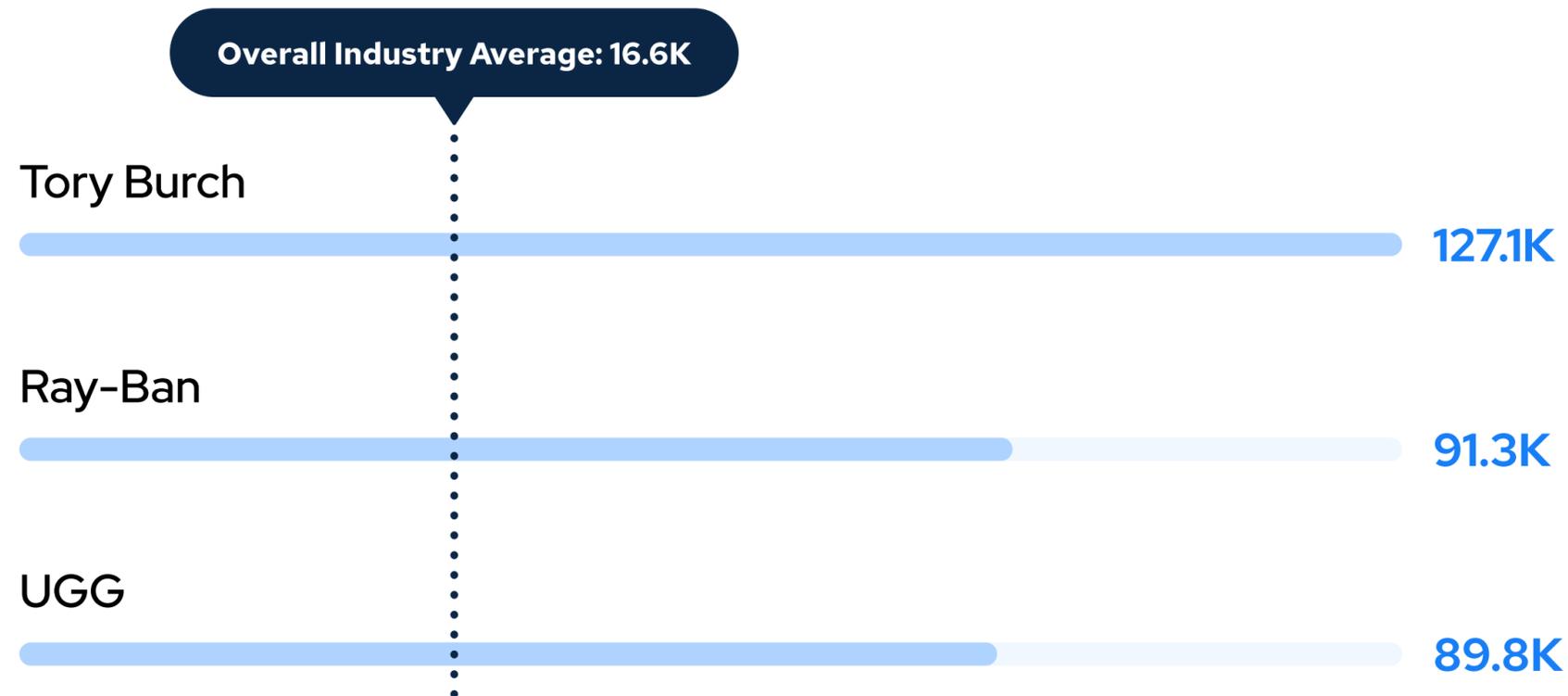
TORY BURCH

Tory Burch takes advantage of YouTube Shorts by distilling runway looks, backstage prep and signature bag reveals into concise, stylish clips. Each short showcases the brand's craftsmanship and design ethos in an instantly digestible format.

Tory Burch outperforms the average video views for fashion brands by 665%.

What We Can Learn From Fashion Brands' Strategies

Stay True to Brand Aesthetics

Whether whimsical, luxurious or fitness-focused, a cohesive look and feel resonate strongly with fans.

Diversify Content Types

From styling videos to behind-the-scenes sneak peeks, varied content keeps audiences engaged and curious.

Leverage Influencer Voices

Partnering with creators or featuring brand ambassadors can amplify reach and appeal, especially on fast-paced platforms like TikTok.

Featured Dash Social Customers

UGG   SKIMS   TORY BURCH

HOLLISTER   Hurley)(KENDRA SCOTT

BETSEY JOHNSON   FWRD   alo

I.AM.GIA   Honey Birdette   LAPOINTE

SOPHIA WEBSTER   ELOQUII   HAPPY SOCKS

Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Engagement Rate*	Effectiveness Rate
Overall	**1.1M**	**28**	**0.3%**	**34.8K**	**4.4%**	**8.5%**
Growing Brands (0 – 100K Followers)	36.8K	4	0.7%	4.0K	3.9%	12.2%
Established Brands (100K – 850K Followers)	346.3K	21	0.2%	14.9K	4.2%	8.0%
Large Brands (850K+ Followers)	3.5M	67	0.03%	45.9K	4.5%	8.4%

*Calculation: (Reactions + Comments + Shares + Post Clicks) / Impressions

Dash Social Insight

Smaller brands grow faster and achieve higher effectiveness with fewer posts, while larger brands maintain reach through higher posting frequency.

Average Pinterest Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate
Overall	**252.8K**	**24**	**0.7%**
Growing Brands (0 – 8K Followers)	2.7K	8	1.4%
Established Brands (8K – 105K Followers)	39.4K	17	0.5%
Large Brands (105K+ Followers)	737.9K	48	0.2%

*Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions

Dash Social Insight

Smaller brands grow faster, while larger brands gain more video views but have lower engagement.

Average LinkedIn Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes	Clicks	Engagement Rate*
Overall	85.0K	2	2.4%	10.7K	127	693	6.0%
Growing Brands (0 – 12K Followers)	4.7K	1	2.4%	1.5K	30	117	8.3%
Established Brands (12K – 50K Followers)	26.5K	2	1.4%	3.2K	46	206	6.3%
Large Brands (50K+ Followers)	222.6K	3	0.9%	16.9K	192	1.1K	5.3%

*Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions

Dash Social Insight

Large brands achieve greater reach on LinkedIn, while smaller brands see stronger engagement, indicating that audience size alone does not determine impact.

Average X Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes	Total Engagements	Engagement Rate*
Overall	**876.1K**	**91**	**-0.2%**	**13.3K**	**32**	**198**	**1.8%**
Growing Brands (0 – 12.5K Followers)	5.8K	8	-0.3%	3.7K	5	16	3.8%
Established Brands (12.5K – 200K Followers)	70.5K	41	-0.2%	3.8K	16	68	2.7%
Large Brands (200K+ Followers)	2.1M	176	-0.1%	15.7K	36	231	1.6%

Calculation: (Reposts + Replies + Likes + Clicks) / Impressions

Dash Social Insight

Brand growth is declining, and impressions remain low relative to audience size. However, engagement rates indicate that the audience reached is interacting with the content.

DASH SOCIAL

Outsmart Social

The social media management platform for owned, earned and paid content, with insights and workflow tools that save time — so you and your team can get back to marketing.

✓ **Manage multiple social media accounts across channels**

✓ **Easily discover, manage and measure influencer partnerships**

✓ **Leverage AI to increase speed and make better decisions**

✓ **Maximize the power of community**

Get a Demo