DASH SOCIAL

Social Media

Benchmark Report

Food and Beverage Industry

Contents

Cover image: @tacobell

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 Food and Beverage Industry

Food and beverage is the broad landscape of packed food and beverage products as well as dining establishments.

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.

DASH SOCIAL

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 Trends

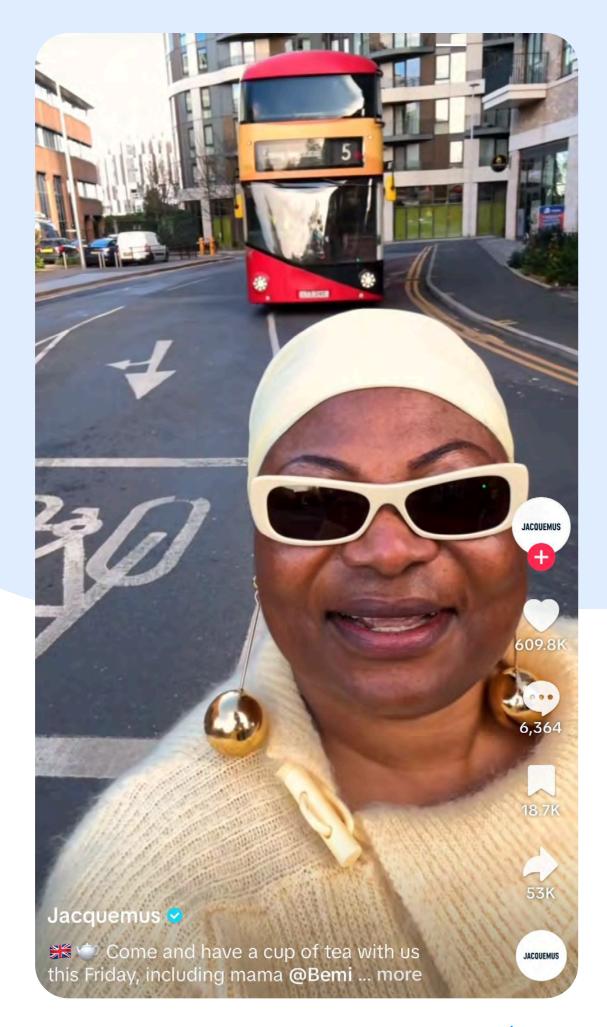## Growth Continues Across All Brand Sizes

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.

609.8K

6,364

18.7K

53K

Jacquemus ✓

🇬🇧 🫖 Come and have a cup of tea with us this Friday, including mama @Bemi … more

@jacquemus

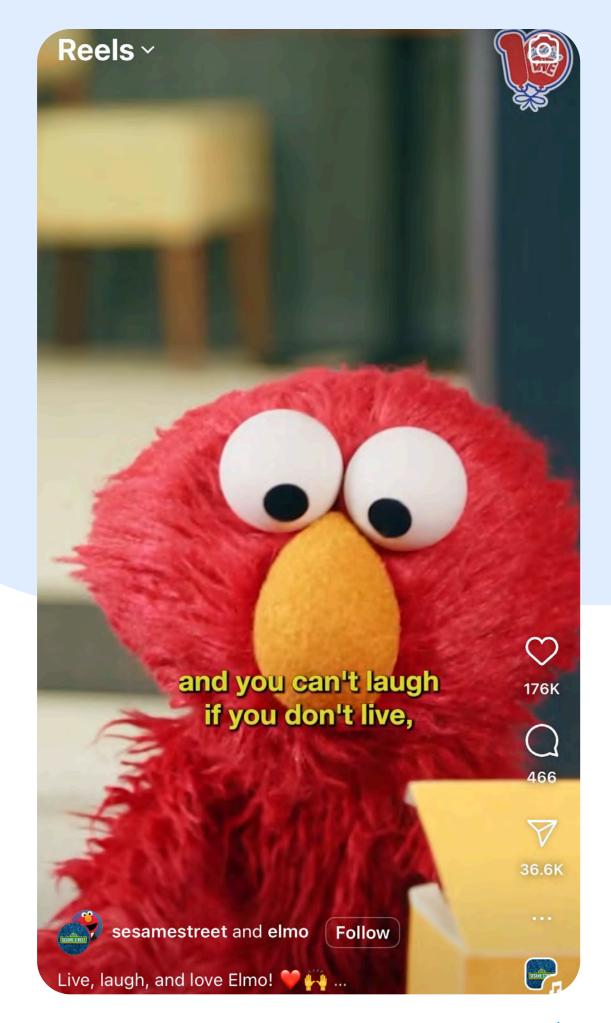# Instagram Trends

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

176K

466

36.6K

sesamestreet and elmo   Follow

Live, laugh, and love Elmo! ❤️ 🙌 ...

@elmo

▶️ YouTube Trends

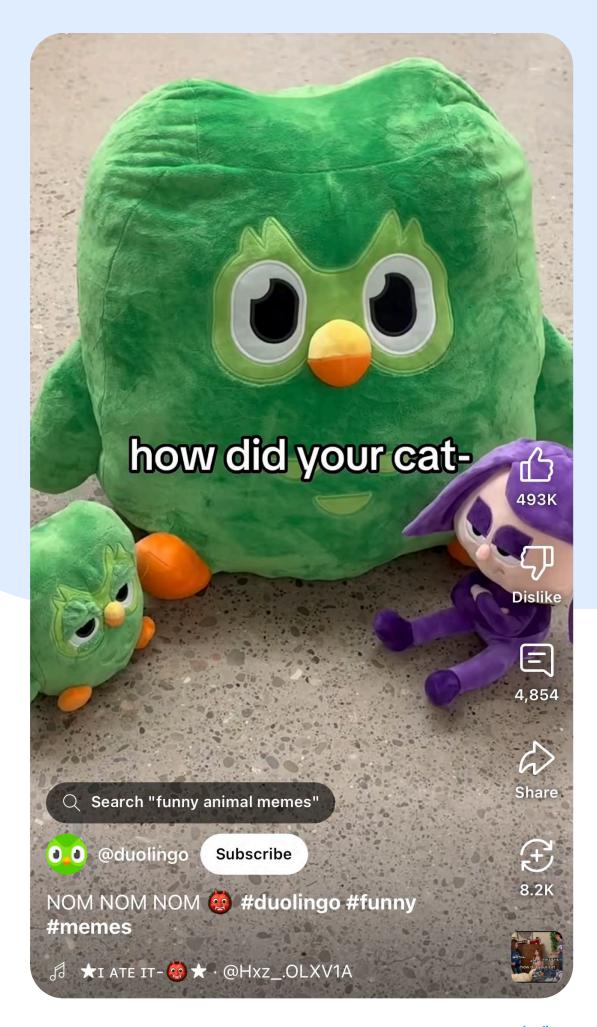## YouTube Video Views Have Declined Over the Past Six Months, Driven by Shorts

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.

how did your cat-

493K

Dislike

4,854

Share

Search "funny animal memes"

@duolingo   Subscribe

NOM NOM NOM 🐞 #duolingo #funny #memes

🎵 ★I ATE IT-🐞★ · @Hxz_.OLXV1A

8.2K

@duolingo

Food and Beverage Brands Thrive With Highly Engaging and Entertaining Content

Despite posting just twice a week, Food and Beverage brands thrive on TikTok, achieving high engagement (3.7%) and building strong followings (742K average followers).

These brands create highly entertaining content, with top-tier Entertainment Scores (5.3), effectiveness rates (13.6%), and shares (326 per post).

Fewer Food and Beverage brands are active on YouTube, but those that are have sizable audiences (265.3K subscribers) and generate more views on standard videos (99.4K) than Shorts (11.6K).
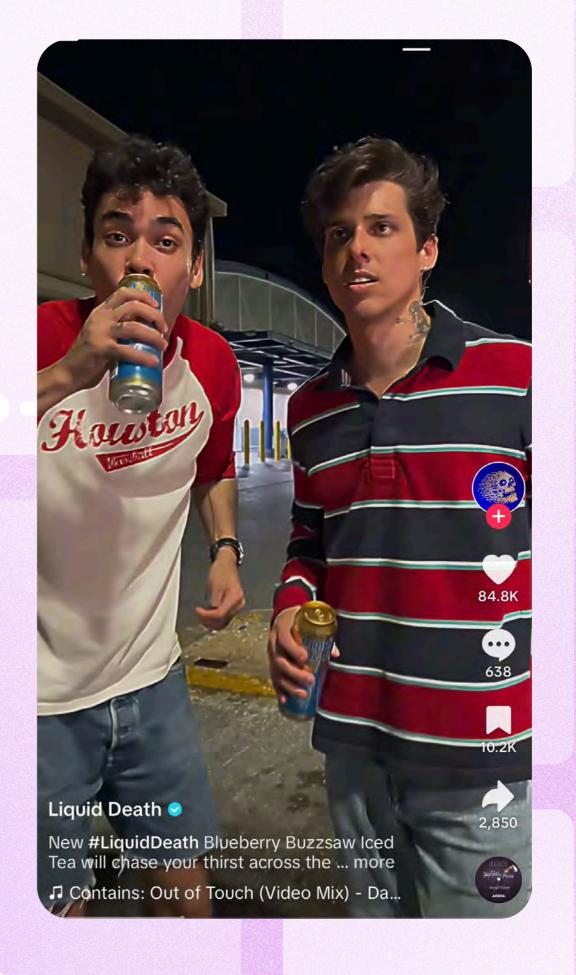
Average Food and Beverage Engagement Rate and Video Views Per Post

H1 2025

	TikTok	Instagram	YouTube
Engagement Rate	3.7% +6%	0.3% no change	-
Video Views	205.6K +27%	69.7K -6%	49.5K -107%

Compared to H2 2024 benchmark report

DASH SOCIAL

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.
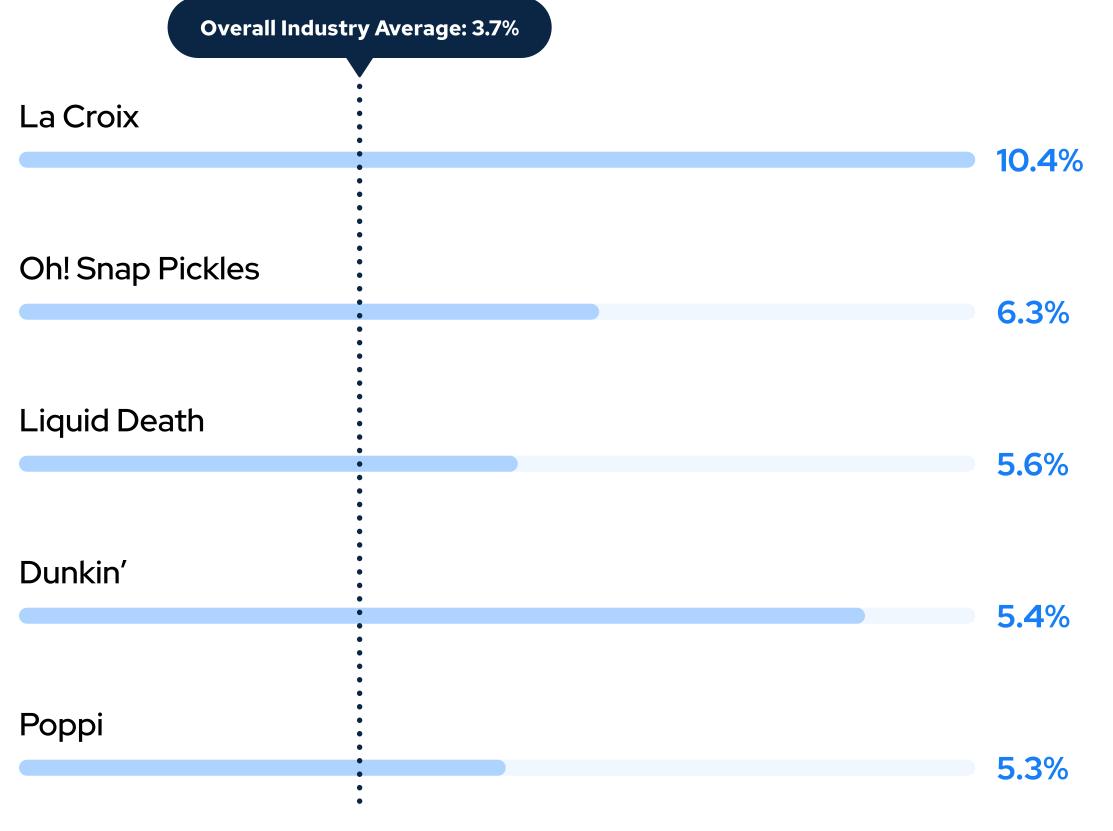
Average TikTok Performance By Industry

	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%
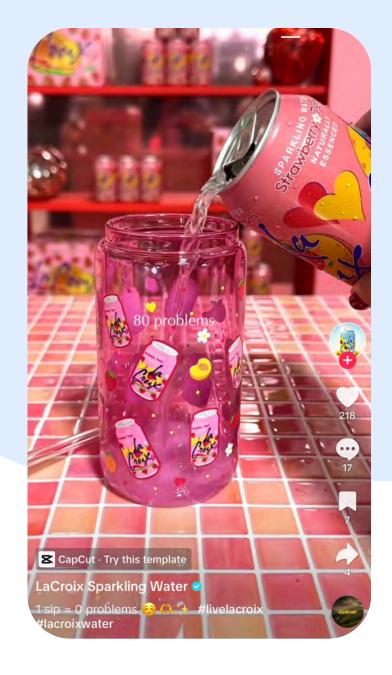
*Customer data only
**Limited data available

Top Food and Beverage Brands by Engagement Rate

Overall Industry Average: 3.7%

La Croix

10.4%

Oh! Snap Pickles

6.3%

Liquid Death

5.6%

Dunkin'

5.4%

Poppi

5.3%

La Croix excites TikTok users with a distinctly colorful aesthetic that cuts through the feed. New drink recipes are frequently showcased, encouraging fans to engage and try them out for themselves.

La Croix outperforms the average Engagement Rate for food and beverage brands by 181%.

Winning Formulas for Creating Entertaining TikTok Content

OH SNAP!

Oh! Snap Pickles entertains viewers with zany, quick-cut videos highlighting the bold taste and whimsical nature of its snack products. The brand's cheeky voice, combined with fun packaging reveals and comedic skits, ensures its TikTok feed never feels repetitive.

Entertainment Score

9.3/10

Compared to the food and beverage industry average of **3.5**, and Oh! Snap Pickles own average of **7.3**.

Top Food and Beverage Brands by Entertainment Score

Overall Average

3.5

Oh! Snap Pickles

7.3

Hellmann's Mayonnaise

6.9

Sweetgreen

4.9

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.

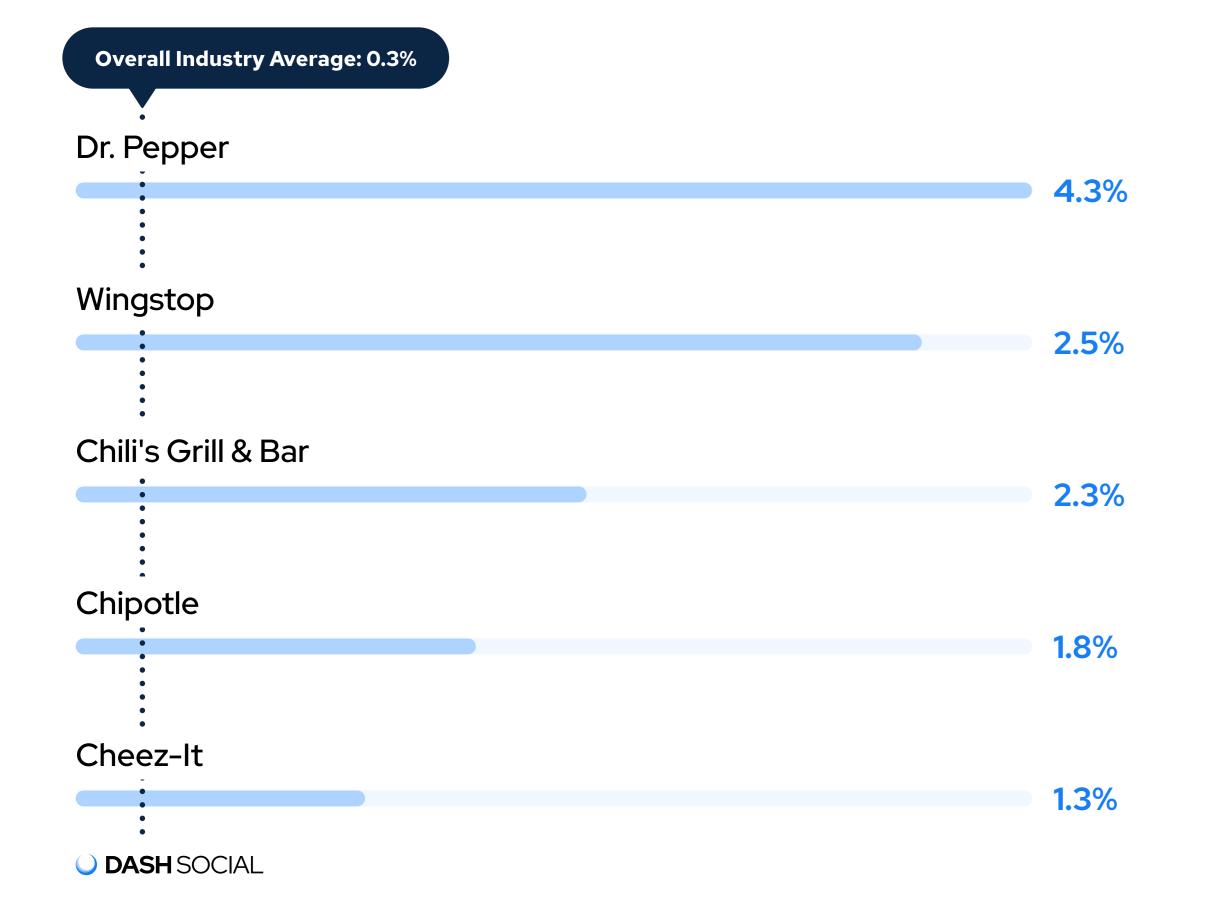DASH SOCIAL

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

![Instagram logo] **Top Food and Beverage Brands by Engagement Rate**

Overall Industry Average: 0.3%

Dr. Pepper
4.3%

Wingstop
2.5%

Chili's Grill & Bar
2.3%

Chipotle
1.8%

Cheez-It
1.3%

DASH SOCIAL

Dr Pepper ✓
@drpepper

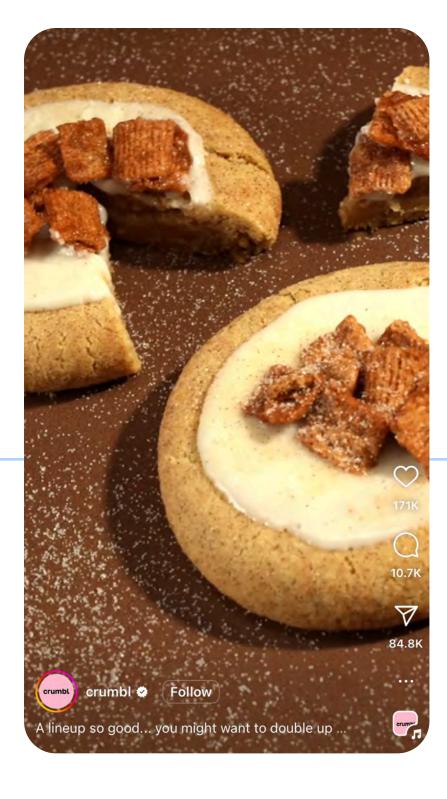you either drinking Dr Pepper with me or drinking Dr Pepper against me

Dr. Pepper brings a humorous twist to Instagram, turning everyday scenarios into comedic posts that resonate with soda lovers. Its memes and pop culture savvy content drives comments, while fan shout-outs maintain a tight-knit community vibe.

Dr. Pepper outperforms the average Engagement Rate for food and beverage brands by 1,333%.

Winning Formulas for Creating Entertaining Reels Content

crumbl

Crumbl keeps dessert lovers endlessly entertained on Instagram with mouthwatering cookie visuals and weekly flavor reveals. Slick Reels featuring drool-worthy close-ups and comedic taste-tests spark excitement and shares. This consistent rollout of creative content helps Crumbl stay top-of-mind.
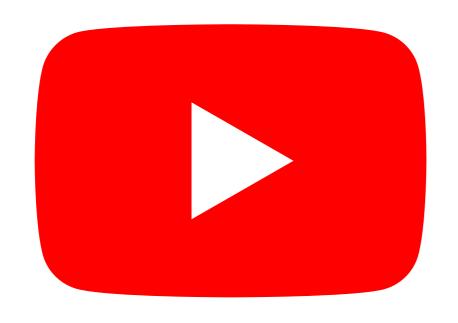
Entertainment Score

9.9/10

Compared to the food and beverage industry average of **5.3**, and Crumbl's own average of **7.6**.

Top Food and Beverage Brands by Entertainment Score

Overall Average

5.3

organicgirl

7.7

Crumbl

7.6

Taco Bell

7.6

DASH SOCIAL

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.
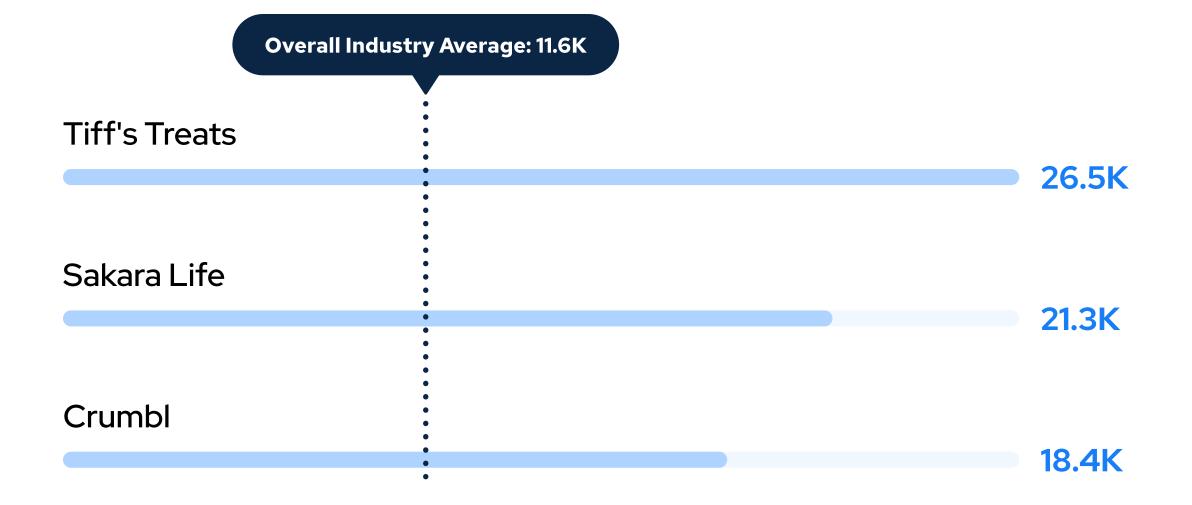
Average YouTube Performance By Industry

	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	2	5	2	2	2	19	13	1	4	7	2
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%	75%	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

Top Food and Beverage Brands by Shorts Video Views

Overall Industry Average: 11.6K

Tiff's Treats
26.5K

Sakara Life
21.3K

Crumbl
18.4K

Tiff's Treats grabs attention on YouTube Shorts by chronicling the delicious journey of its fresh-baked cookies from oven to doorstep. Mouthwatering visuals, relatable celebrations and customer testimonials are compressed into quick, snackable clips.

Tiff's Treats outperforms the average video views for food and beverage brands by 128%.

What We Can Learn From Food and Beverage Brands' Strategies

Tap Into Fun and Playfulness

Food and drink brands that embrace humor and bright visuals enjoy stronger engagement.

Encourage User Participation

Challenges, polls and user-generated content can significantly boost brand visibility and build community.

Use Sensory Appeal

Mouthwatering photography and quick-cut recipe videos are especially effective at driving viewer interest and shares.
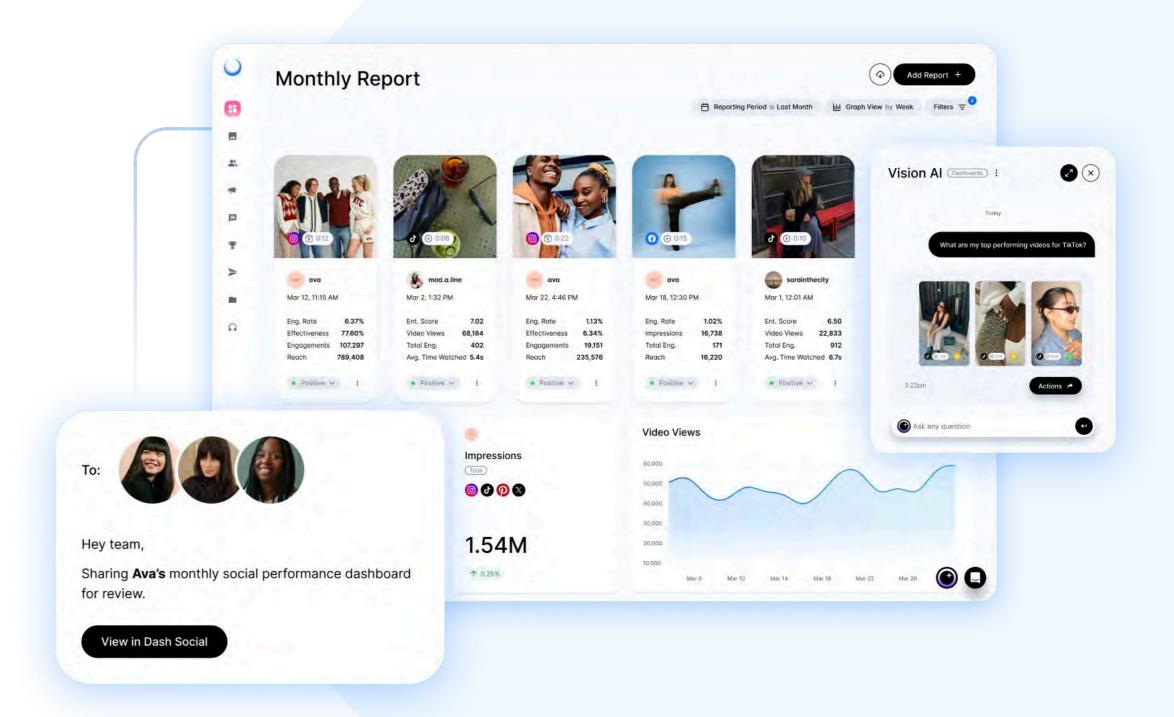
Featured Dash Social Customers

TACO BELL

HELLMANN'S
EST. 1913

crumbl

Tiff's Treats
cookie delivery

poppi

OH SNAP!

SAKARA

organicgirl
good clean greens

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**
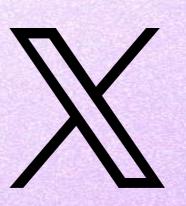
✓ **Maximize the power of community**

Get a Demo

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.