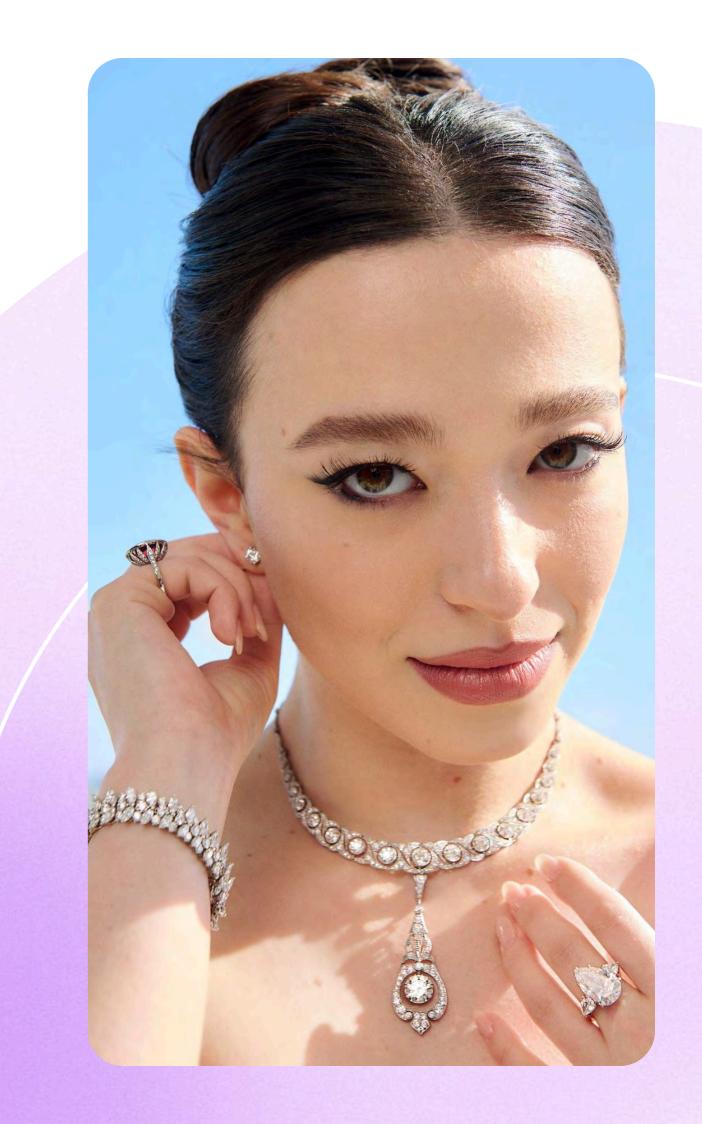


# Social Media Benchmark Report

**Luxury Industry** 















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Cover image: <u>@tiffanyandco</u>



## 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 Luxury Industry**

The luxury industry spans high-end fashion, accessories, cosmetics and services that prioritize craftsmanship and premium quality for discerning 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.

#### **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





#### **Growth Continues Across All Brand Sizes**

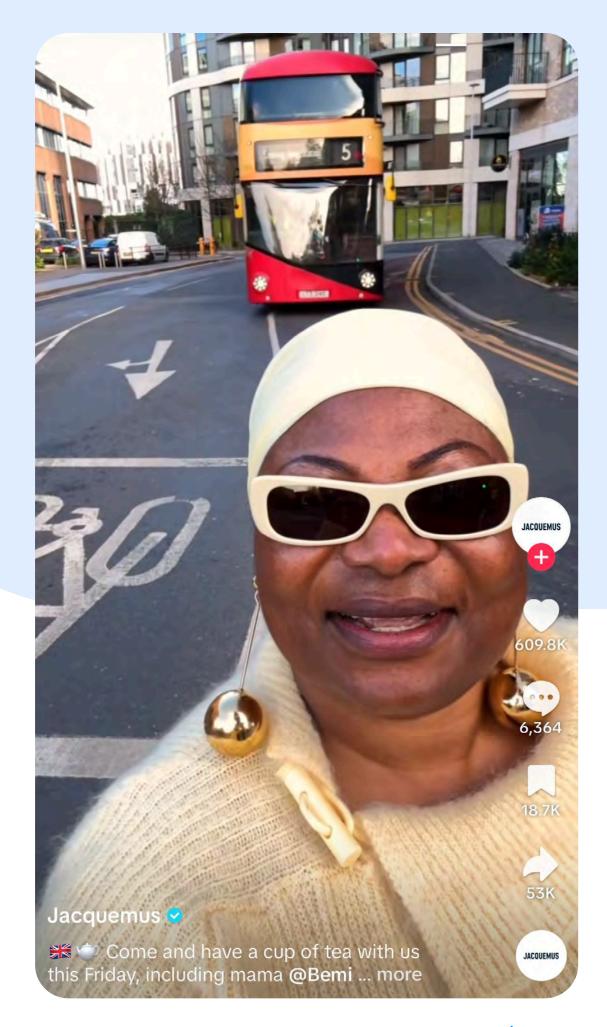
Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

#### 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.



<u>@jacquemus</u>



## O Instagram Trends

#### **Brands Post More Static Content Than Reels**

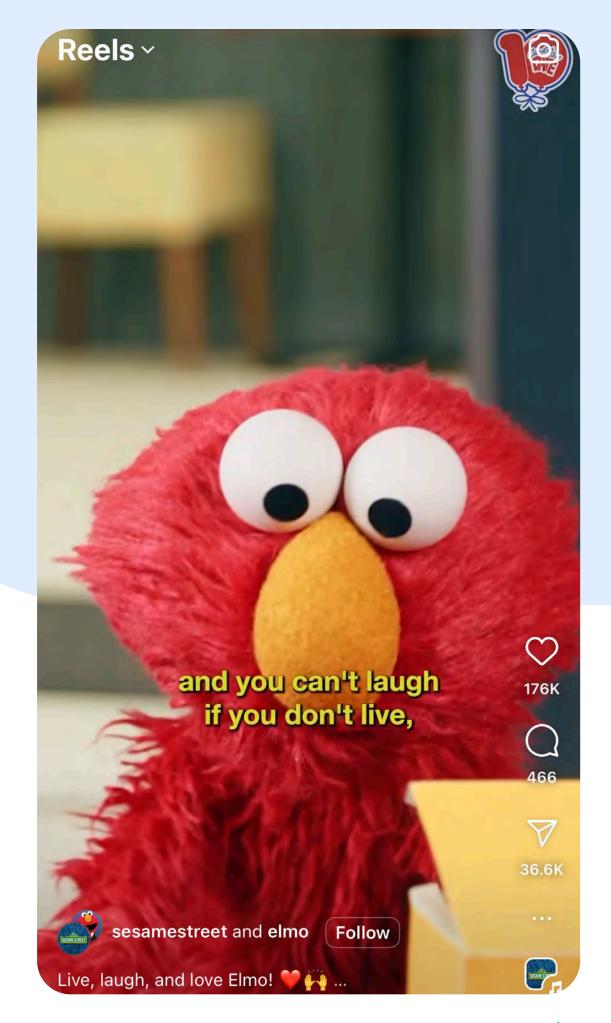
Brands favor static posts over Reels on Instagram, averaging five static posts for every four Reels per week.

#### 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.



<u>@elmo</u>



### YouTube Trends

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

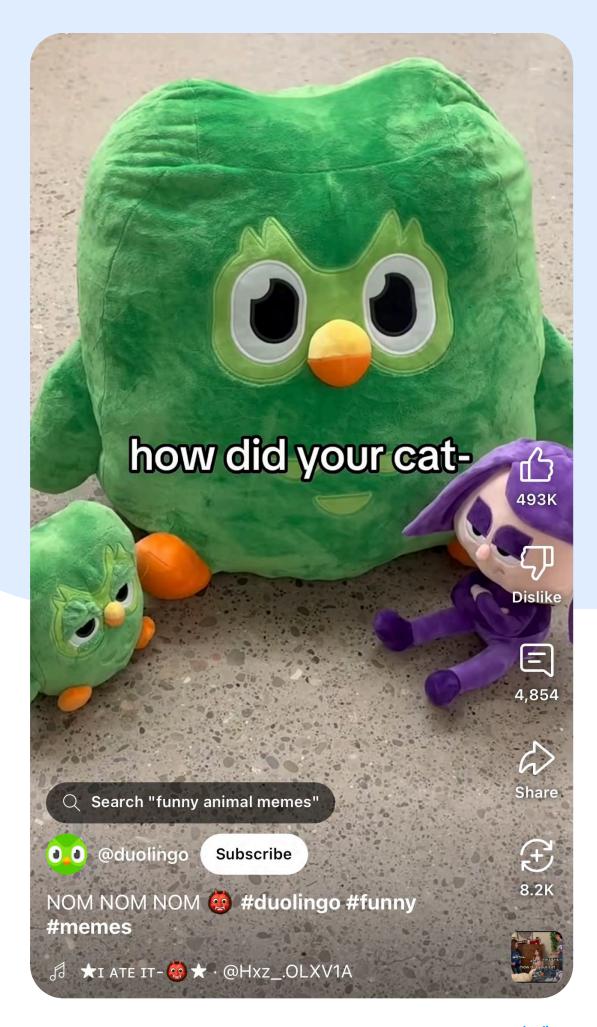
The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

## 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



# Luxury Brands Grow Followers Quickly but Need Stronger Content to Boost Engagement

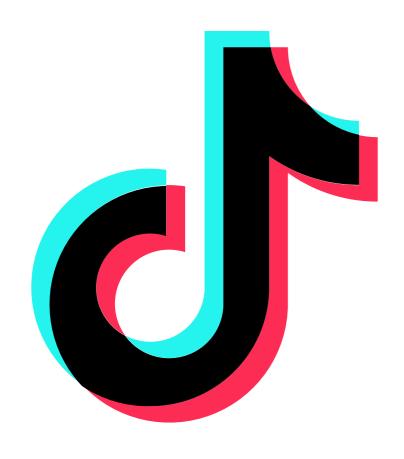
- Luxury brands on TikTok are growing faster, with monthly follower growth rising from 5.8% to 8.1% over six months. A lower Entertainment Score (3.3 average) remains an area for opportunity.
- Despite having the largest follower base (7.4M followers), brands see lower reach (101.4K per post), signaling a need for stronger audience engagement.
- Standard videos (129.4K views per post) outperform Shorts (30.7K), potentially due to the ad spend invested in high production value and campaign-driven content.

## Average Luxury Engagement Rate and Video Views Per Post

H12025

	<b>♂</b> TikTok	O Instagram	<b>▶</b> YouTube
Engagement Rate	<b>3.7%</b> -12%	<b>0.3%</b> -33%	-
Video Views	<b>339.4K</b> +64%	<b>98.5K</b> -10%	<b>79.1K</b> -40%
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%
<b>Growing Brands</b> (0 - 11.5K Followers)	4.3K	2	9.2%	14.9K	11	8.4K	3.3	3.3%
<b>Established Brands</b> (11.5K - 110K Followers)	46.9K	4	4.4%	69.0K	47	40.0K	3.3	3.4%
Large Brands (110K+ Followers)	1.OM	8	2.8%	229.1K	432	164.4K	3.7	4.3%

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



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.



<sup>\*</sup>Customer data only

## Average TikTok Performance By Industry

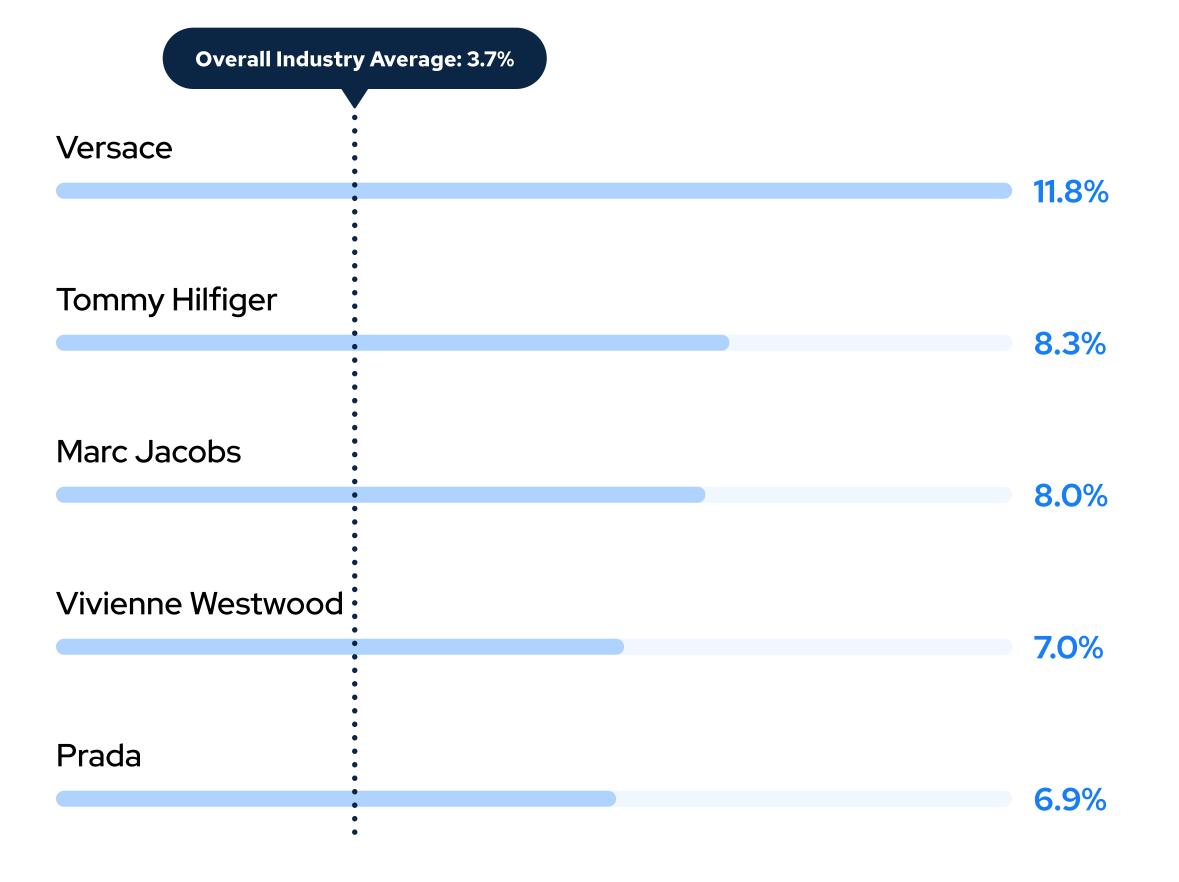
	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
Follower Count	435.7K	451.9K	235.5K	742.3K	153.8K	605.2K	1.2M	577.6K	52.4K	368.5K	258.4K	73.9K
Weekly Posts	6	4	5	2	3	3	14	10	2	4	2	3
Monthly Follower  Growth Rate*	3.0%	3.9%	3.6%	2.9%	10.4%	<b>8.1</b> %	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	<b>75.2K</b>	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%

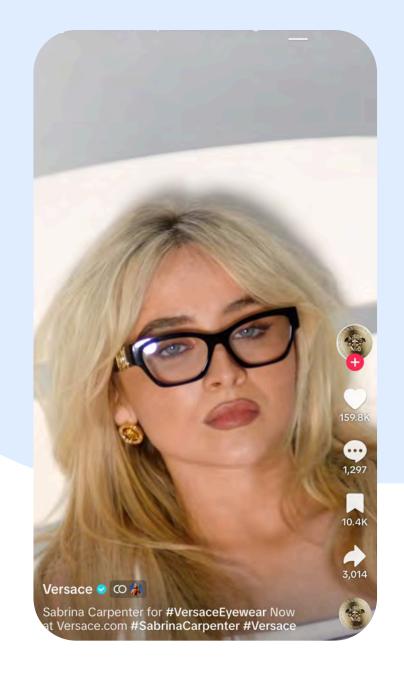
<sup>\*</sup>Customer data only



<sup>\*\*</sup>Limited data available

## Top Luxury Brands by Engagement Rate





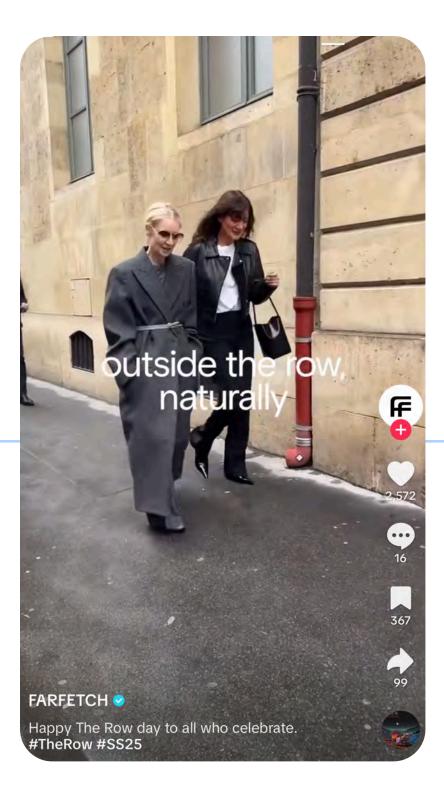


Versace commands attention on TikTok with flashy campaign shoots and runway recaps that showcase the brand's iconic styles. Event footage and backstage model interviews invite viewers to be a part of the show.

Versace outperforms the average Engagement Rate for luxury brands by 219%.



## Winning Formulas for Creating Entertaining TikTok Content



#### **FARFETCH**

Farfetch captivates luxury aficionados by highlighting exclusive designer pieces and curated styling advice. This balance of fashion-forward content and style discovery leads to a high Entertainment Score.

#### **Entertainment Score**

7.6/10

Compared to the luxury industry average of **3.3**, and Farfetch's own average of **6.3**.

#### **Top Luxury Brands by Entertainment Score**

Overall Average	
	3.3
Farfetch	
	6.3
Marc Jacobs	5.1
	J.1
Jacob & Co.	4.5









## O 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%	
<b>Growing Brands</b> (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.

## O Average Instagram Performance By Industry

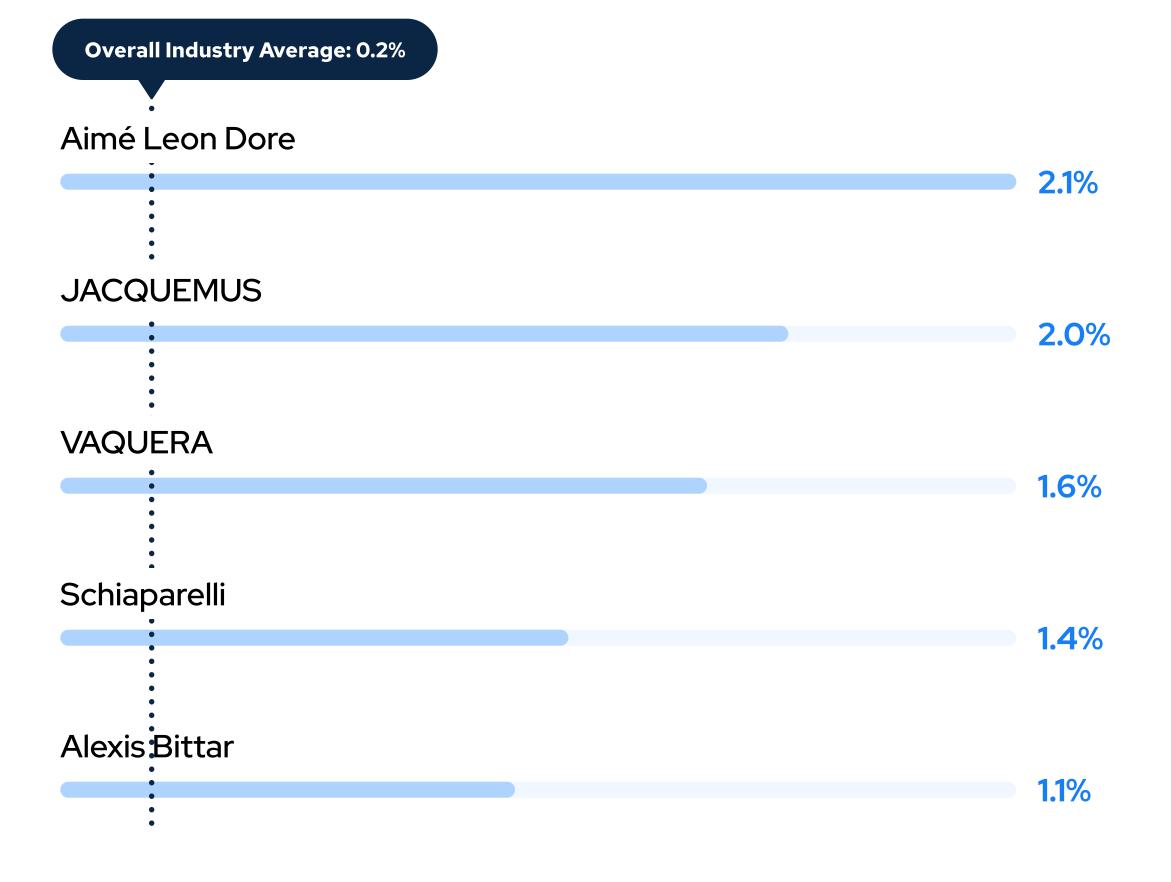
	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Retail	Real Estate	Travel	Wellness
Follower Count	2.4M	2.4M	3.6M	1.6M	998.9K	<b>7.4M</b>	7.1M	5.5M	3.4M	189.2K	1.6M	715.6K
<b>Weekly Posts</b> (Reels)	6	2	3	3	2	2	15	7	4	3	2	2
Weekly Posts (Carousel and Image)	4	2	5	2	4	4	16	17	4	4	3	3
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%	O.1%	0.3%	O.1%	0.2%	0.4%	0.3%	<b>O.1</b> %	0.3%	0.4%	0.2%

<sup>\*</sup>Customer data only

<sup>\*\*</sup>Limited data available



## O Top Luxury Brands by Engagement Rate



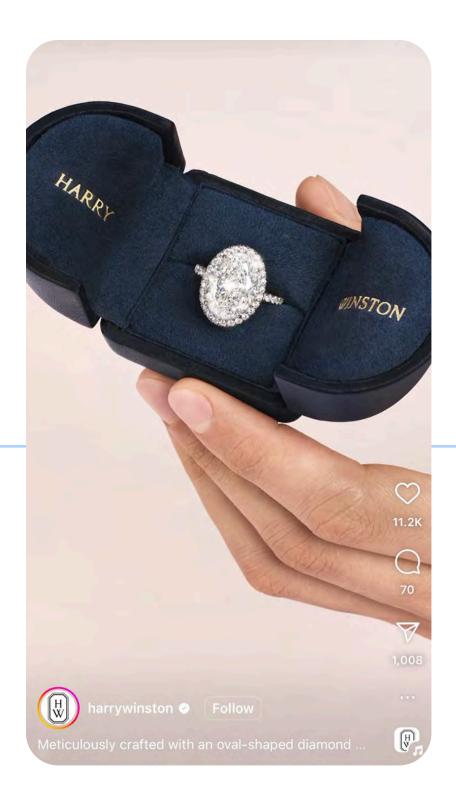


#### Schiaperelli

Schiaparelli captivates Instagram with striking visuals and glamorous designs, carrying on the house's tradition of boundary-pushing fashion. Each post is a feast for the eyes, showcasing intricate runway and awards show look.

Schiaparelli outperforms the average Engagement Rate for luxury brands by 600%.

## Winning Formulas for Creating Entertaining Reels Content



#### HARRY WINSTON

Harry Winston enchants Instagram audiences with stunning imagery of fine jewelry, often showcased in vibrant, cinematic and seasonally appropriate settings. Its video content is flashy, helping it to stand out while still remaining an excellent showcase of its expert craftsmanship.

#### **Entertainment Score**

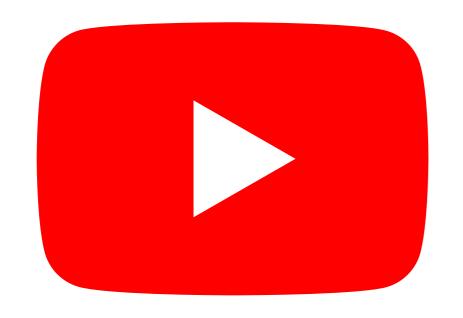
9.2/10

Compared to the luxury industry average of **5.0**, and Harry Winston's own average of **8.4** 

#### **Top Luxury Brands by Entertainment Score**

Overall Average	5.0
Harry Winston	8.4
Tiffany & Co.	
	7.8
Tom Ford	7.6









## 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	<b>1.1M</b>	5	1.9%	1.3K	75	64%	69.4K
<b>Growing Brands</b> (0 – 20K Followers)	6.1K	2	2.9%	95	4	83%	26.4K
Established Brands (20K – 150K Followers)	68.8K	4	<b>1.7</b> %	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

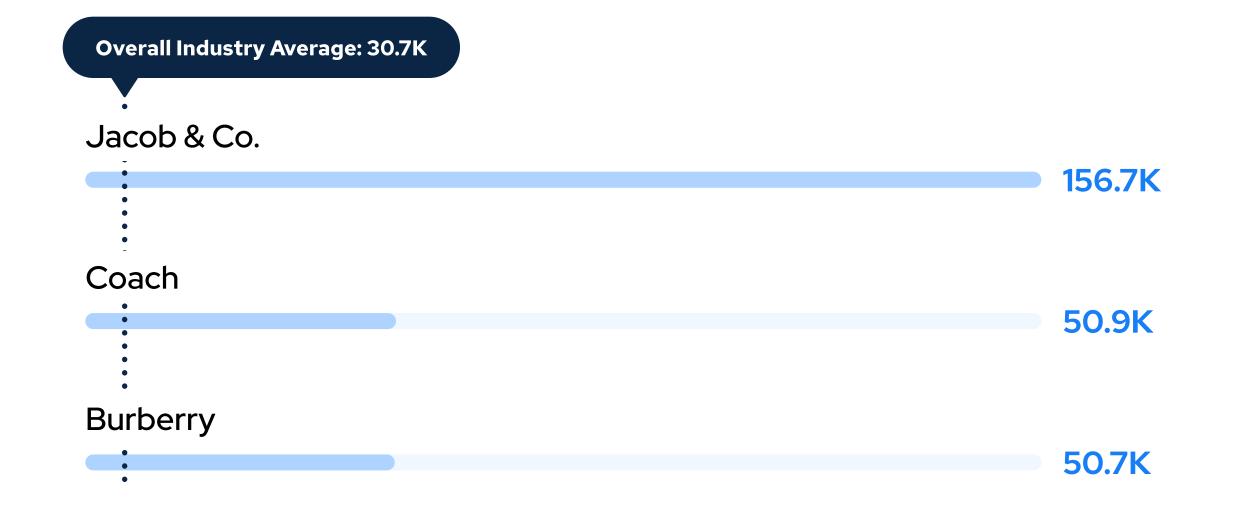
	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
Subscriber Count	123.1K	1.0M	59.4K	270.4K	99.1K	465.4K	5.9M	933.6K	33.0K	487.6K	193.8K	296.8K
Weekly Videos	4	2	5	2	2	2	19	13	1	4	7	2
Monthly Follower Growth Rate	1.9%	3.0%	1.4%	0.6%	3.8%	1.8%	1.2%	<b>1.7</b> %	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%	<b>75</b> %	82%	**	**	**	50%	58%	**	<b>75</b> %	**	**
Video Views Per Post	54.1K	80.5K	54.9K	49.5K	40.5K	<b>79.1K</b>	84.7K	28.0K	33.0K	113.0K	16.6K	<b>79.2K</b>

<sup>\*</sup>Customer data only



<sup>\*\*</sup>Limited data available

## Top Luxury Brands by Shorts Video Views





#### JACOB&CO

Jacob & Co. enthralls watch collectors and casual fans alike with short, high-definition clips of its extravagant timepieces. Highly polished reveals, hypnotic manufacturing videos and celebrity features makes it a luxury standout on YouTube Shorts.

Jacob & Co. outperforms the average video views for luxury brands by 410%.



## What We Can Learn From Luxury Brands' Strategies

#### **Combine Opulence With Accessibility**

Luxury brands benefit from mass audience formats like TikTok or Shorts to pique curiosity and aspiration.

#### **Elevate Visual Storytelling**

Striking imagery and compelling narratives can transform a product spotlight into an entertaining experience.

#### **Maintain Brand Heritage**

While leaning into modern trends, retaining signature elements (iconic motifs, craftsmanship) fosters brand recognition and loyalty.

#### **Featured Dash Social Customers**

TIFFANY & CO.



MARC JACOBS



**FARFETCH** 

HARRY WINSTON



JACOB&CO

CAROLINA HERRERA

DRIES VAN NOTEN

AIMÉ LEON DORE

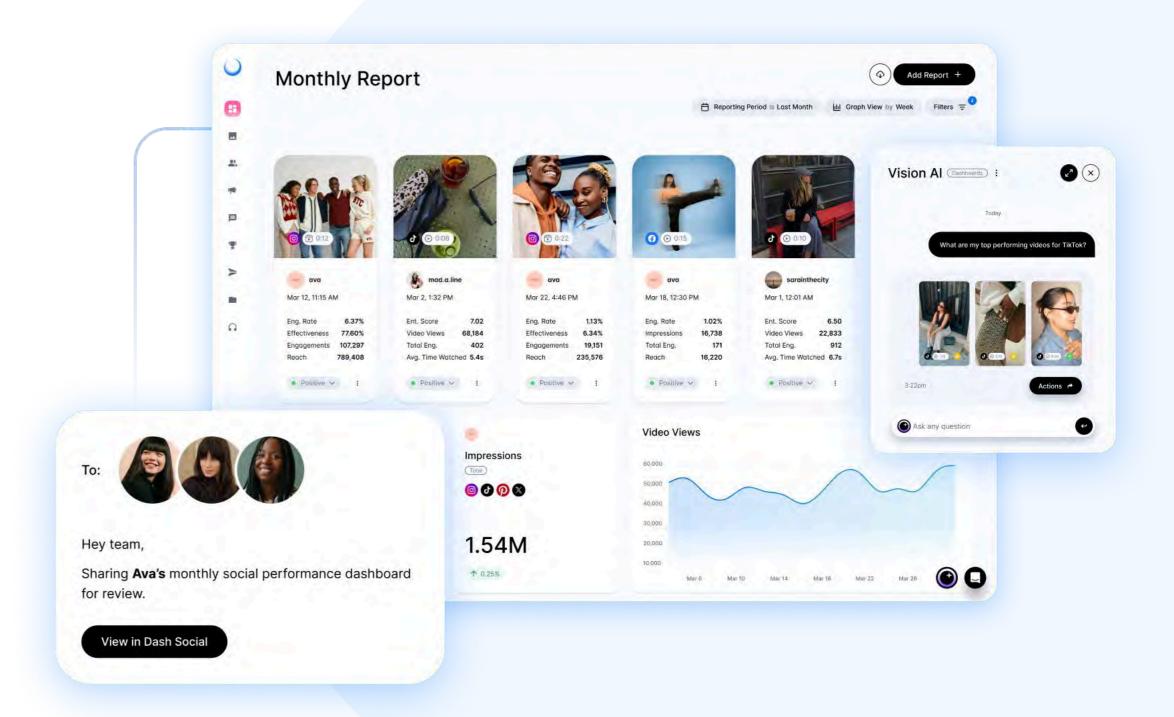




## **Outsmart Social**

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

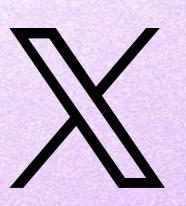


Get a Demo











## Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Engagement Rate*	Effectiveness Rate
Overall	<b>1.1M</b>	28	0.3%	34.8K	4.4%	8.5%
<b>Growing Brands</b> (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%



#### Dash Social Insight

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

<sup>\*</sup>Calculation: (Reactions + Comments + Shares + Post Clicks) / Impressions

## Average Pinterest Performance Across All Industries

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



#### Dash Social Insight

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

<sup>\*</sup>Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions

## in 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%
<b>Growing Brands</b> (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%



#### 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.

<sup>\*</sup>Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions

## X 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%
<b>Growing Brands</b> (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	<b>-0.1</b> %	15.7K	36	231	1.6%



#### 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.

<sup>\*</sup>Calculation: (Reposts + Replies + Likes + Clicks) / Impressions