DASH SOCIAL

Social Media Benchmark Report

Children and Baby Industry

Contents

Cover image: @coterie

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 Issue 2 2025 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=970), Instagram (n=2,967), and YouTube (n=630), analyzing their activity between January 1, 2025 – June 30, 2025, 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, CPG, children and baby, fashion, food and beverage, health and wellness, home, luxury, media and entertainment, publishing, retail, and travel and hospitality.

Defining the Children and Baby Industry

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

KPIs

Average Monthly Growth Rate

The average number of followers added on a monthly basis.

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

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 / 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 Leads in Engagement.

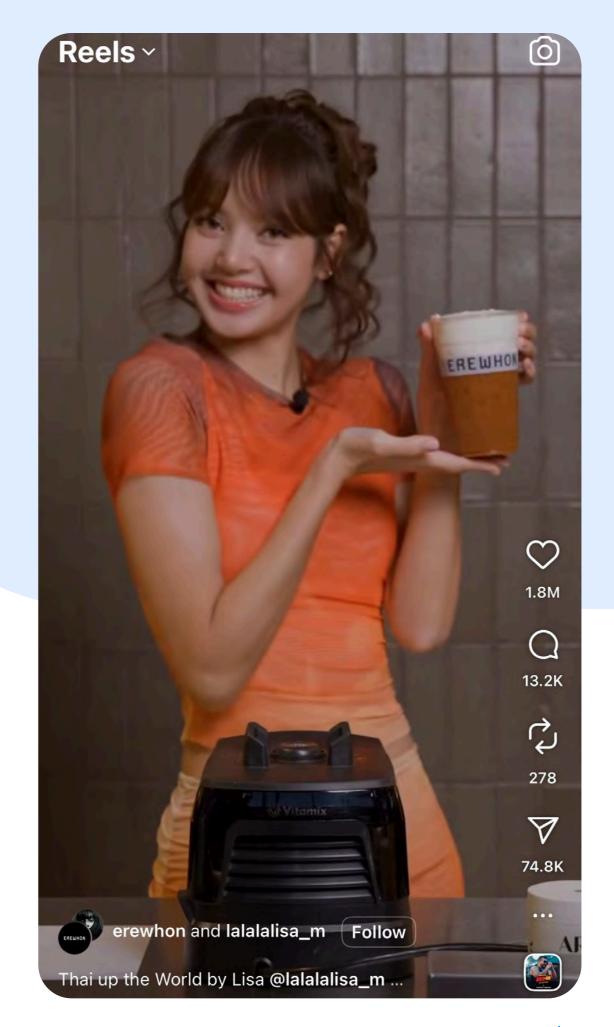Using the same engagement rate calculation, TikTok (5.0%) leads Instagram (3.6%) and YouTube (3.4%) in engagement.

Engagement Rate is calculated using (Likes+Comments+Shares)/Reach for TikTok and Instagram, and Video Views for YouTube.

Instagram Drives the Greatest Reach.

On average, Instagram drives +42% more reach than TikTok.

YouTube Has a Strong Subscriber Base but Lower Engagement.

YouTube has a large audience (1.2M average) but lower engagement and views than other channels, especially for Shorts.

Reels

1.8M
13.2K
278
74.8K

erewhon and lalalalisa_m   Follow

Thai up the World by Lisa @lalalalisa_m ...

@erewhon

TikTok Trends

Viewership Is Trending Up.
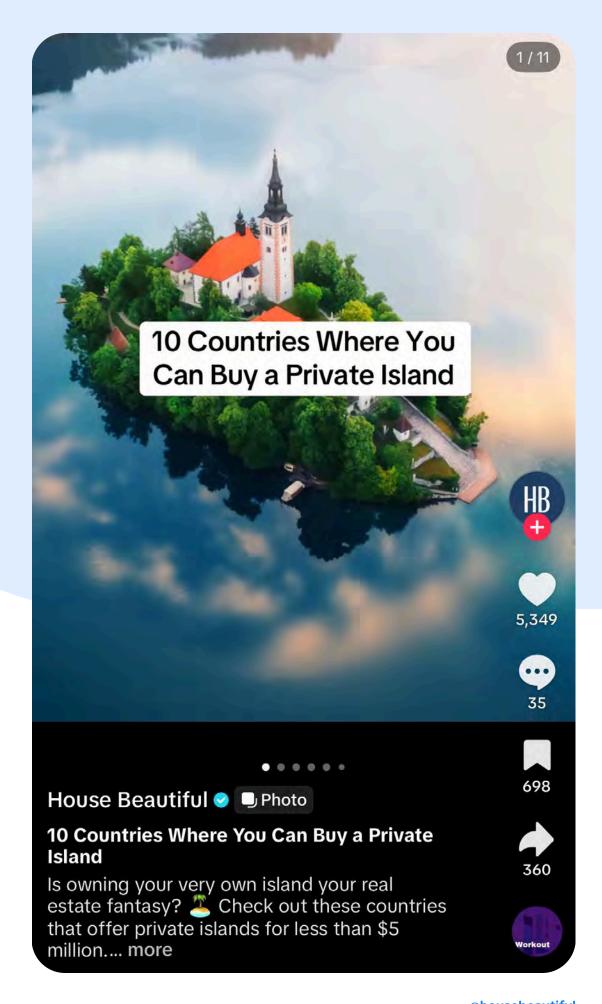
Despite uncertainty around TikTok's future in the United States, viewership continues to grow. Over the past six months, reach grew +25%, shares +31%, and views +26%, signaling stronger audience interaction.

Follower Growth Slows, Indicating Shift in Behavior.

Brands grew at an average rate of +3.4% per month, the slowest rate since tracking began. The slowdown could reflect changing user behavior and a move away from following accounts.

Most Users Do Not Finish Videos.

On average, only 10% of users watch a full TikTok. Viewers typically consume about 30% of a video, suggesting shorter, higher-impact content may better capture attention.

@housebeautiful

Instagram Trends

Carousels Lead in Both Reach and Engagement.
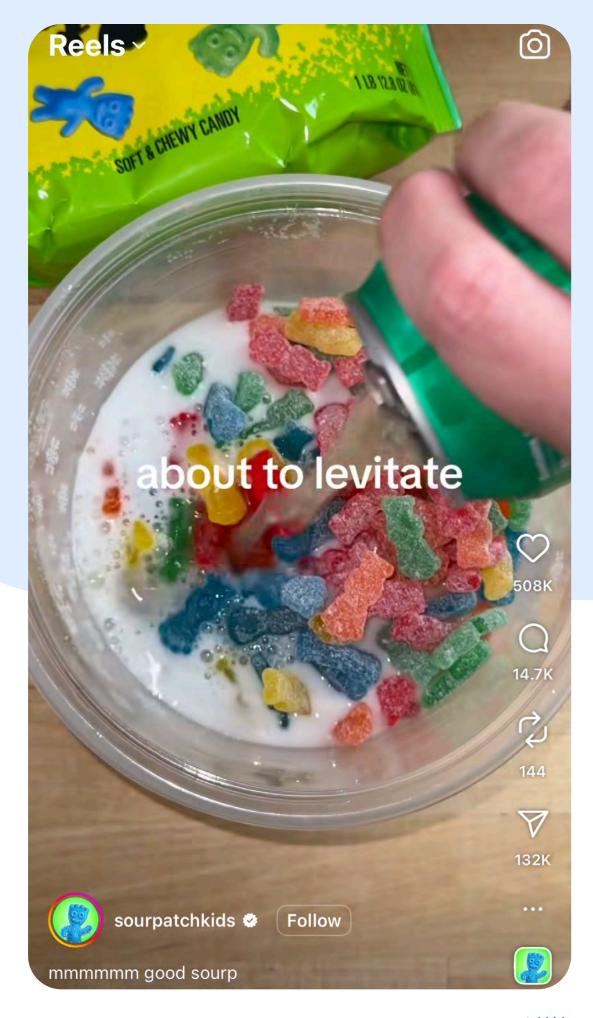
Carousels deliver the strongest results across formats (2.9%, 363.3K per post), outperforming single images (2.3%, 337.3K) and Reels (2.7%, 289.5K).

Shares Have Doubled.

The average number of shares per post has increased by +86% in six months, showing that shareable content fuels interaction and is one of the main ways people engage on Instagram.

Quality Over Quantity.

Reach and views are rising while engagement remains steady, demonstrating that posting more does not make audiences more engaged. Brands like Elmo and Sour Patch Kids post two to three times a week yet achieve stronger results with higher-quality, engaging content.

Reels

about to levitate

508K

14.7K

144

132K

sourpatchkids ✔   Follow

mmmmmm good sourp

@sourpatchkids

▶ YouTube Trends

On-Demand Video Views Rise, Shorts Decline.
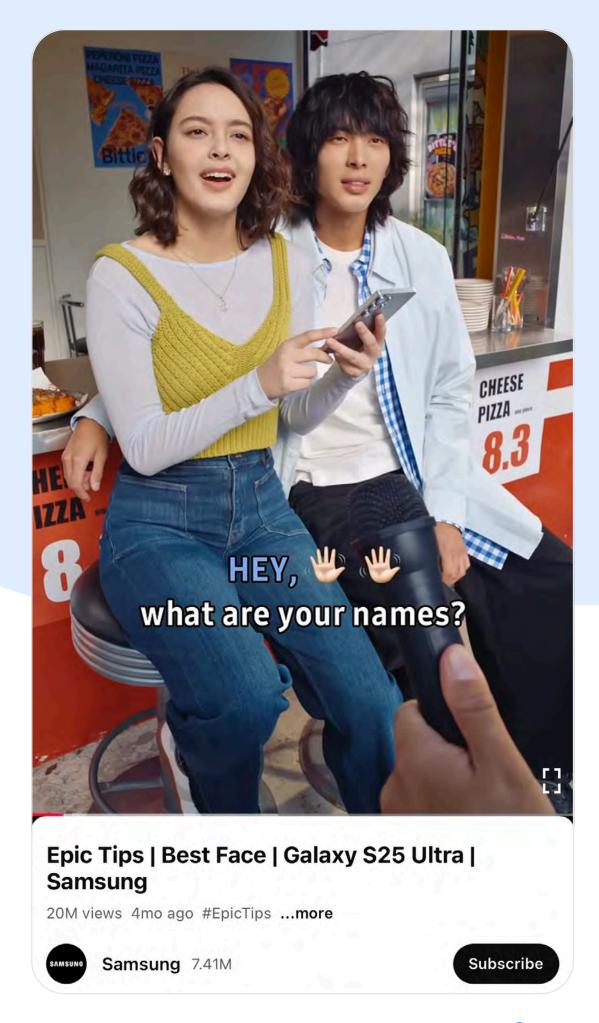
Average views per post are up +121% for On-Demand video and down -20% for Shorts compared to six months ago.

Users Are Watching Longer.

Average watch time per video has increased from 64% to 86%, with retention at 99% for Shorts and 65% for On-Demand.

On-Demand Drives Reach, Shorts Drive Engagement.

On-Demand videos generate nearly six times more views than Shorts. While Shorts see fewer views but significantly more likes, comments, and shares.

Epic Tips | Best Face | Galaxy S25 Ultra | Samsung

20M views 4mo ago #EpicTips **...more**

SAMSUNG **Samsung** 7.41M   Subscribe

@Samsung

High Reels Engagement but TikTok Declines

Engagement rate holds steady at 3.2%, while video views are down –47% versus six months ago.

Reels average a 2.4% engagement rate and 70.9K views per post, reflecting a highly engaged niche audience.

Posting once a week or less, brands average about 11K views per post. On-Demand leads Shorts, 25K versus 4K.

Dash Social Insight

Engagement is currently soft. Use content that earns high saves and shares as signals of content pillars that perform well, and then scale up the volume.
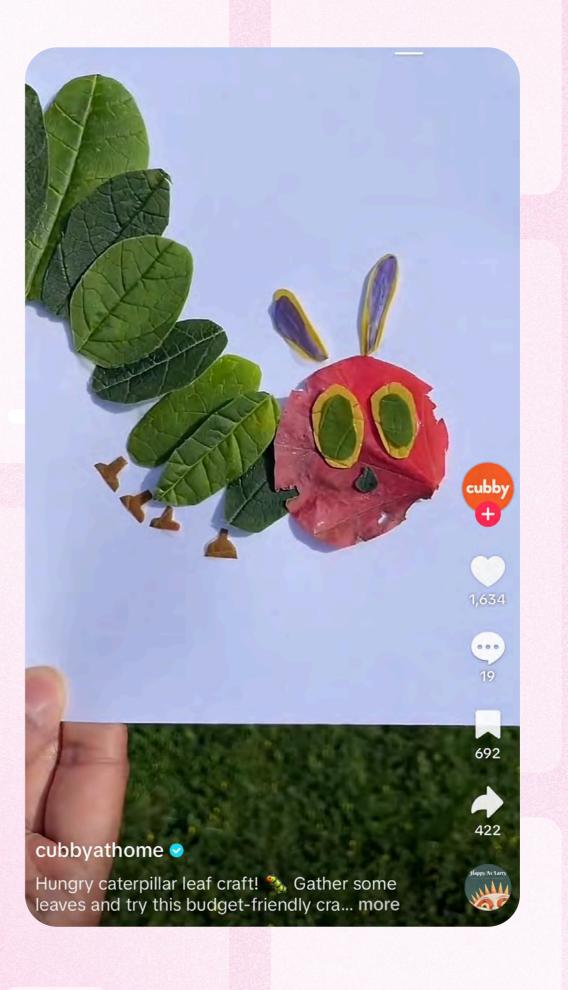
Average Children and Baby Engagement Rate and Video Views Per Post

H2 2025

	TikTok	Instagram	YouTube
Engagement Rate	**3.2%** –17%	**2.2%** no tracking available	**-**
Video Views	**71.3K** –43%	**70.9K** no tracking available	**10.6K** –91%

Compared to H2 2024 benchmark report

Engagement Rate Formulas
TikTok: Engagements/Video Views | **Instagram**: Engagements/Views

Average TikTok Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Engagements Per Post	Entertainment Score	Engagement Rate
Overall	498.4K	6	3.4%	209.7K	380	145.2K	8.5K	3.7	4.0%
Growing Brands (0 – 40K Followers)	13.6K	3	5.6%	31.1K	32	18.2K	439	3.4	3.3%
Established Brands (40K – 230K Followers)	109.0K	5	2.8%	104.9K	82	61.1K	1.6K	3.3	3.3%
Large Brands (230K+ Followers)	1.4M	11	1.6%	306.0K	612	219.4K	13.8K	4.0	4.5%

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

Dash Social Insight

User behavior is evolving: engagement is on the rise, growth is slower, and completion rates are low. To keep making an impact, brands need to adapt with stronger hooks, punchier content, and focus on quality over volume.

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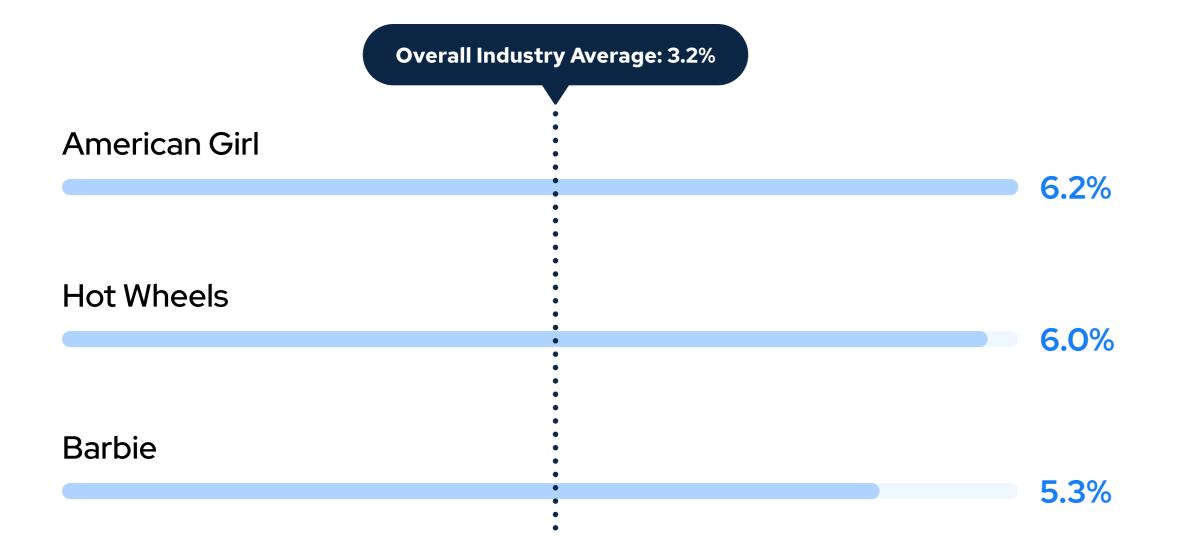
Average TikTok Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	489.4K	176.9K	534.4K	269.9K	609.0K	85.0K	171.1K	647.7K	1.4M	566.3K	411.6K	237.8K
Weekly Posts	6	4	4	5	3	3	3	3	20	11	5	3
Monthly Follower Growth Rate*	1.7%	4.5%	4.2%	3.4%	2.2%	2.6%	5.0%	4.7%	2.7%	4.6%	4.5%	4.6%
Video Views Per Post	171.5K	71.3K	159.2K	168.1K	220.8K	74.1K	96.1K	502.7K	284.2K	220.8K	175.7K	182.8K
Shares Per Post	139	172	230	117	218	73	125	343	832	606	108	266
Reach Per Post*	105.2K	43.9K	101.2K	96.2K	132.9K	42.7K	55.0K	241.7K	244.7K	186.8K	93.0K	64.8K
Engagements Per Post	3.5K	1.7K	3.9K	2.6K	2.5K	685	1.1K	9.6K	17.0K	15.8K	1.9K	3.5K
Entertainment Score*	3.6	3.4	3.7	3.1	3.2	3.6	3.0	3.2	3.9	4.4	2.8	3.4
Engagement Rate	3.9%	3.2%	3.4%	3.0%	3.2%	3.3%	2.7%	3.6%	4.5%	5.2%	2.7%	3.5%

*Customer data only
Engagements = Likes + Comments + Shares
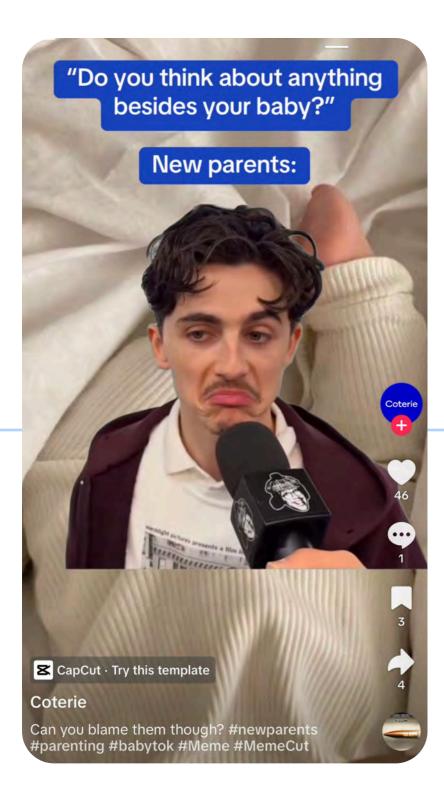
Top Children and Baby Brands by Engagement Rate

Overall Industry Average: 3.2%

American Girl

6.2%

Hot Wheels

6.0%

Barbie

5.3%

★ AmericanGirl®

American Girl charms TikTok audiences with nostalgic storytelling and playful skits that bring its dolls to life. Behind-the-scenes peeks and TikToks that call for fan interactions keep the content feeling both timeless and in step with modern TikTok culture.

Winning Formulas for Creating Entertaining TikTok Content

Coterie

Coterie Baby leads on TikTok with thoughtful parenting tips that resonate with modern caregivers. Product moments are woven seamlessly into relatable scenarios, creating a calm yet engaging feed that earns high Entertainment Scores.

Entertainment Score

7.0/10

Compared to the children and baby industry average of **3.4**, and Coterie Baby's own average of **6.7**.

Top Children and Baby Brands by Entertainment Score

Overall Average

3.4

Coterie Baby

6.7

Allkind

4.7

American Girl

4.7

Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post*	Saves Per Post*	Effectiveness Rate*	Entertainment Score* (Reels)	Engagement Rate / Views*	Engagement Rate / Followers
Overall	2.3M	9	0.6%	222.6K	1.0K	521	3.9%	4.7	2.7%	0.3%
Growing Brands (0 – 190K Followers)	93.4K	4	0.8%	12.0K	88	48	4.3%	4.3	2.9%	0.5%
Established Brands (190K - 1.1M Followers)	499.8K	7	0.6%	47.4K	247	168	4.0%	4.1	2.7%	0.4%
Established Brands (1.1M+ Followers)	7.3M	17	0.5%	376.1K	1.7K	843	3.8%	5.2	2.6%	0.3%

*Customer data only
Engagement Rate (Followers) = (Likes + Comments) / Followers
Engagement Rate (Views) = (Likes + Comments + Saves + Shares) – (Unlikes + Unsaves + Deleted Comments) / Views

Content Format Performance

	Engagement Rate / Views*	Views Per Post*
Image	2.3%	337.3K
Reels	2.7%	289.5K
Carousel	2.9%	363.3K

◯ Dash Social Insight

While carousels earn similar views to other formats, they consistently deliver more engagement. Format choice and content quality matter more than posting frequency.
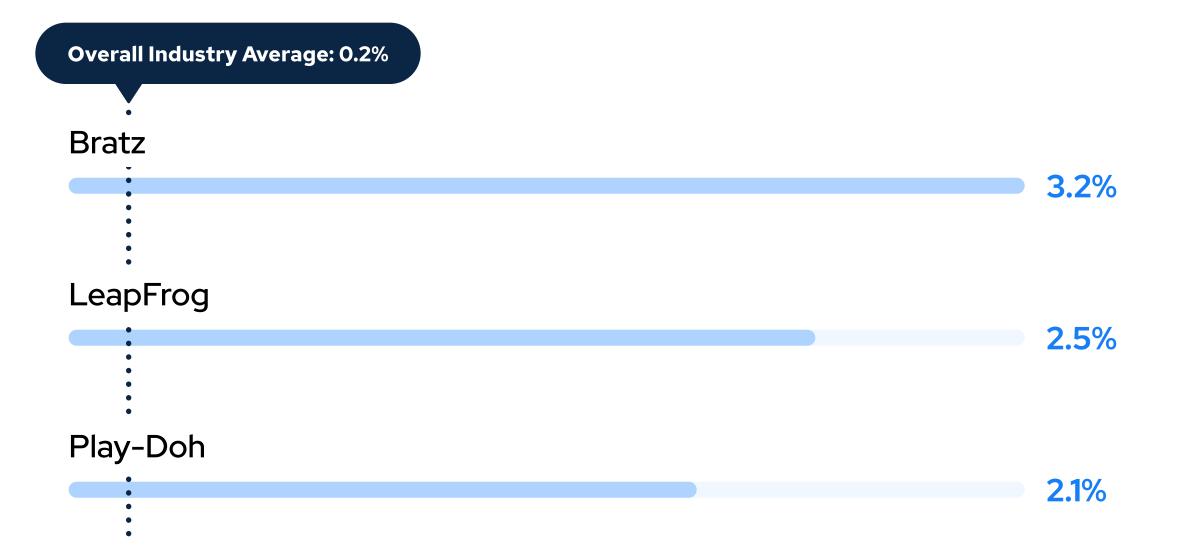
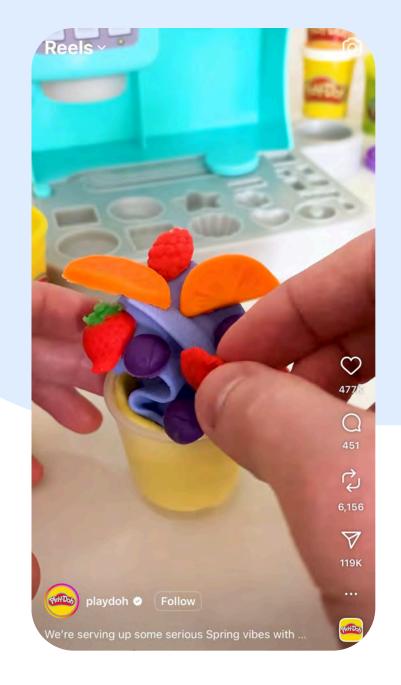# Average Instagram Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	2.6M	1.2M	2.7M	3.7M	2.0M	792.0K	1.0M	8.1M	7.6M	6.4M	3.4M	1.6M
Weekly Posts	9	5	4	8	5	5	5	6	34	26	7	5
Monthly Follower Growth Rate	0.5%	0.5%	0.7%	0.5%	0.7%	0.9%	0.5%	0.5%	1.0%	0.7%	0.5%	1.0%
Reach Per Post*	97.3K	44.1K	77.1K	54.1K	72.2K	45.9K	46.4K	151.1K	489.6K	305.2K	60.7K	68.9K
Shares Per Post*	237	627	451	114	637	364	220	288	2.7K	1.2K	183	505
Saves Per Post*	243	152	302	169	268	260	272	331	1.1K	671	131	289
Effectiveness Rate*	4.7%	3.3%	4.6%	3.2%	5.1%	3.3%	3.8%	4.8%	4.0%	3.7%	3.0%	4.4%
Entertainment Score* (Reels)	4.7	3.8	4.8	3.2	5.2	3.9	3.9	5.1	5.7	5.1	3.2	5.0
Engagement Rate / Views*	3.0%	2.2%	3.1%	2.0%	3.5%	2.2%	2.5%	3.1%	2.9%	2.6%	1.9%	2.9%
Engagement Rate / Followers	0.2%	0.2%	0.4%	0.1%	0.4%	0.2%	0.1%	0.2%	0.5%	0.3%	0.2%	0.4%

*Customer data only

Top Children and Baby Brands by Engagement Rate (Followers)

Overall Industry Average: 0.2%

Bratz
3.2%

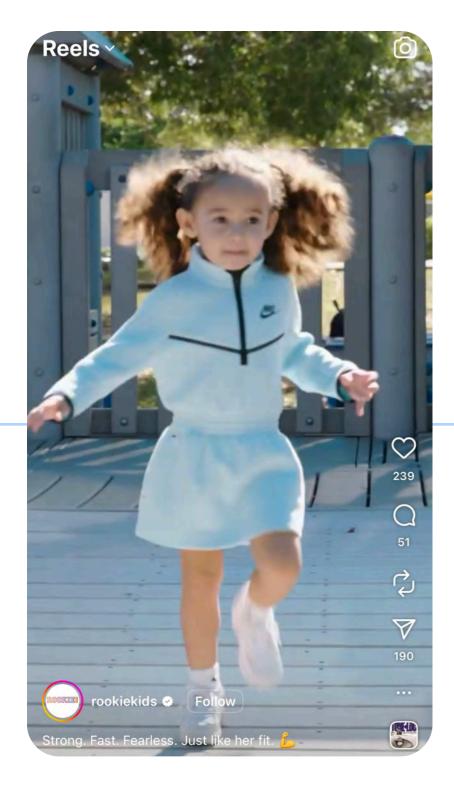LeapFrog
2.5%

Play-Doh
2.1%

Play-Doh shapes its Instagram presence with bright, hands-on creations that inspire both kids and adults to get creative. Interactive posts and vibrant crafts keeps its feed fun and irresistibly engaging.

Winning Formulas for Creating Entertaining Reels Content

ROOKIE KIDS

Rookie Kids designs its Instagram feed with energetic, style-forward visuals that highlight kids' fashion in motion. Short, lively clips paired with candid moments create an engaging feed with a high Entertainment Score.
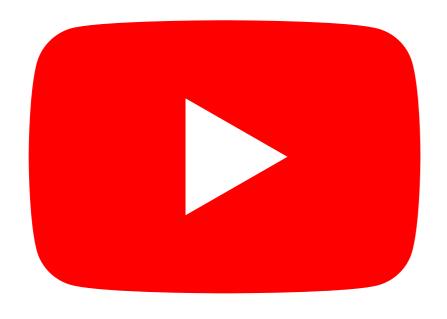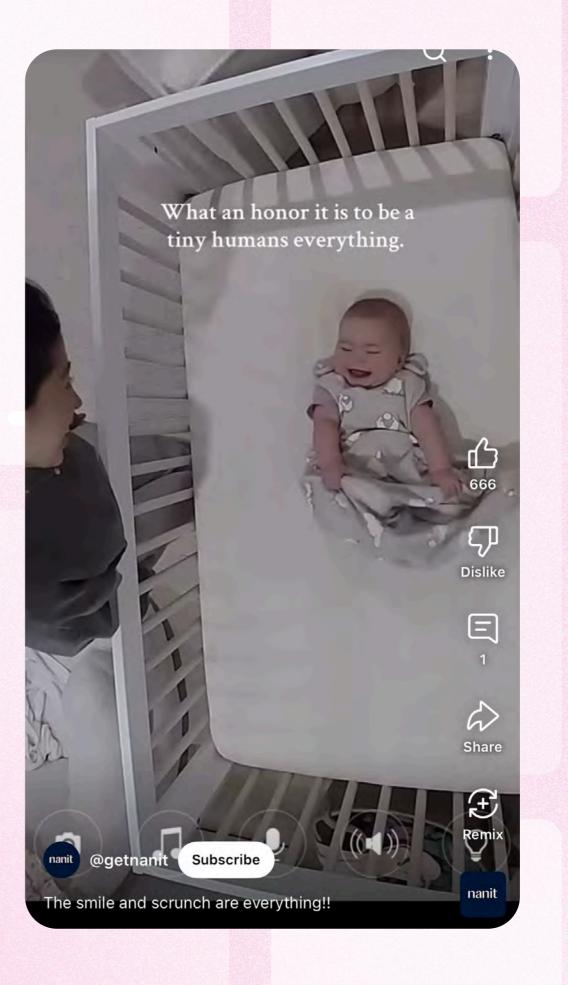
Entertainment Score

9.4/10

Compared to the children and baby industry average of **3.8**, and Rookie Kid's own average of **7.1**.

Top Children and Baby Brands by Entertainment Score

Overall Average
3.8

Hot Wheels
8.7

Rookie Kids
7.1

Baby Magic
6.4

Reels

239
51
190

rookiekids Follow

Strong. Fast. Fearless. Just like her fit. 💪

Average YouTube Performance Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate*	Likes Per Post	Comments Per Post	Percentage Viewed*	Video Views Per Post
Overall	1.2M	6	1.4%	752	29	86%	97.6K
Growing Brands (0 – 20K Followers)	6.8K	2	2.2%	128	4	86%	46.6K
Established Brands (20K – 150K Followers)	70.7K	5	1.2%	213	5	93%	93.0K
Large Brands (150K+ Followers)	3.2M	11	1.0%	1.8K	71	79%	151.0K

*Customer data only

Content Format Performance

	Video Views Per Post	Engagement Rate
Shorts	36K	3.6%
On-Demand	200.5K	2.9%

◖ Dash Social Insight

On-Demand videos excel at reach, while Shorts foster stronger engagement and retention. Together, a dual-format strategy maximizes visibility and audience interaction.
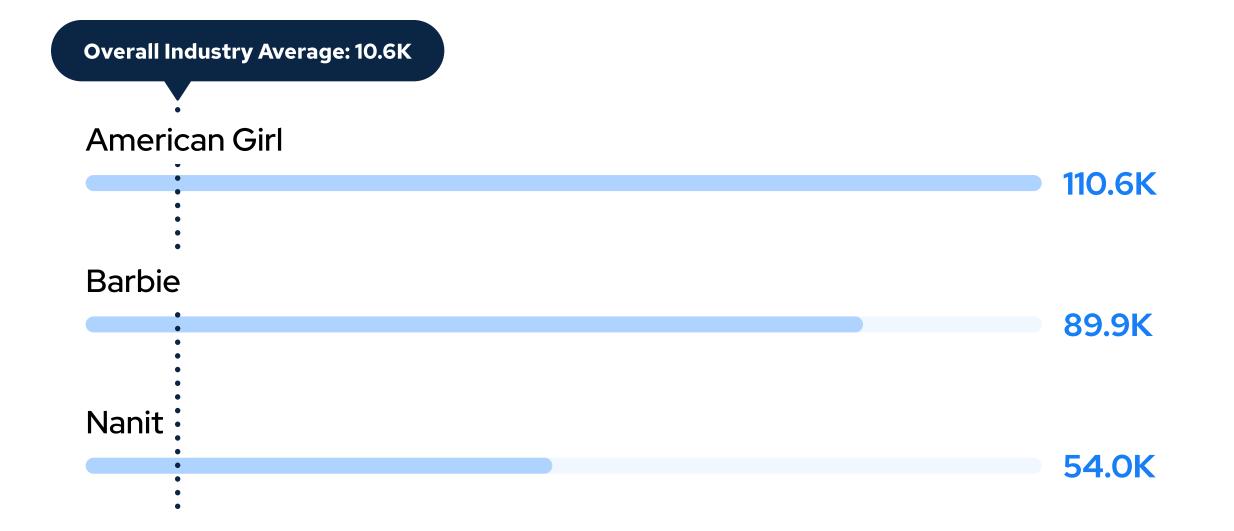
Average YouTube Performance By Industry

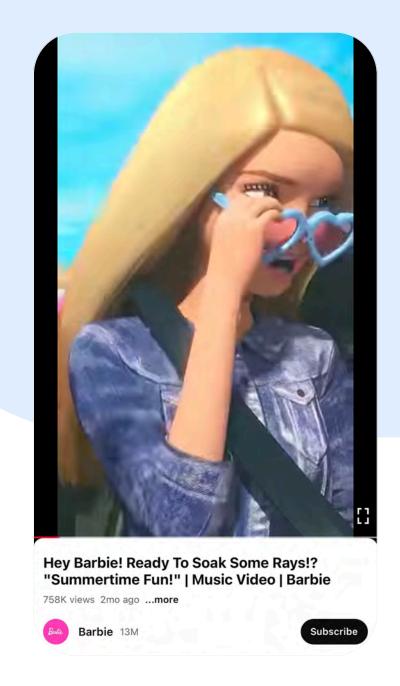|	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Subscriber Count	135.4K	572.2K	1.3M	61.4K	297.4K	276.6K	111.6K	479.3K	5.9M	1.1M	512.5K	276.6K
Weekly Videos	4	2	2	5	3	2	2	2	22	17	5	2
Monthly Follower Growth Rate	1.5%	1.0%	2.0%	1.3%	0.6%	1.4%	2.6%	1.2%	1.0%	1.2%	1.0%	1.4%
Likes Per Post	424	43	1.8K	173	554	201	103	741	1.5K	648	452	201
Comments Per Post	7	1	43	3	19	3	3	20	101	27	3	3
Percentage Viewed*	104%	**	99%	94%	**	**	71%	**	**	58%	**	**
Video Views Per Post	63.6K	10.6K	240.4K	93.4K	323.2K	46.5K	54.2K	82.9K	104.2K	20.6K	129.0K	45.5K

*Customer data only
**Limited data available

▶️ Top Children and Baby Brands by Video Views

Overall Industry Average: 10.6K

American Girl
110.6K

Barbie
89.9K

Nanit
54.0K

Barbie

Barbie captivates YouTube audiences with colorful clips of its characters, delivering bite-sized stories packed with personality. These lively scenes create a steady stream of watchable moments that keep viewers coming back.

Hey Barbie! Ready To Soak Some Rays!?
"Summertime Fun!" | Music Video | Barbie
758K views 2mo ago ...more

Barbie 13M   Subscribe

What We Can Learn From Children and Baby Brands' Strategies

Appeal to All Ages

For toy brands, blending nostalgia with fresh execution can engage both kids and the adults who buy for them.

Make Play the Focus

Show products in action to spark imagination and encourage audience interaction.

Keep the Tone Relatable

For childcare products, approachable visuals and genuine, educational storytelling help build a lasting impression.
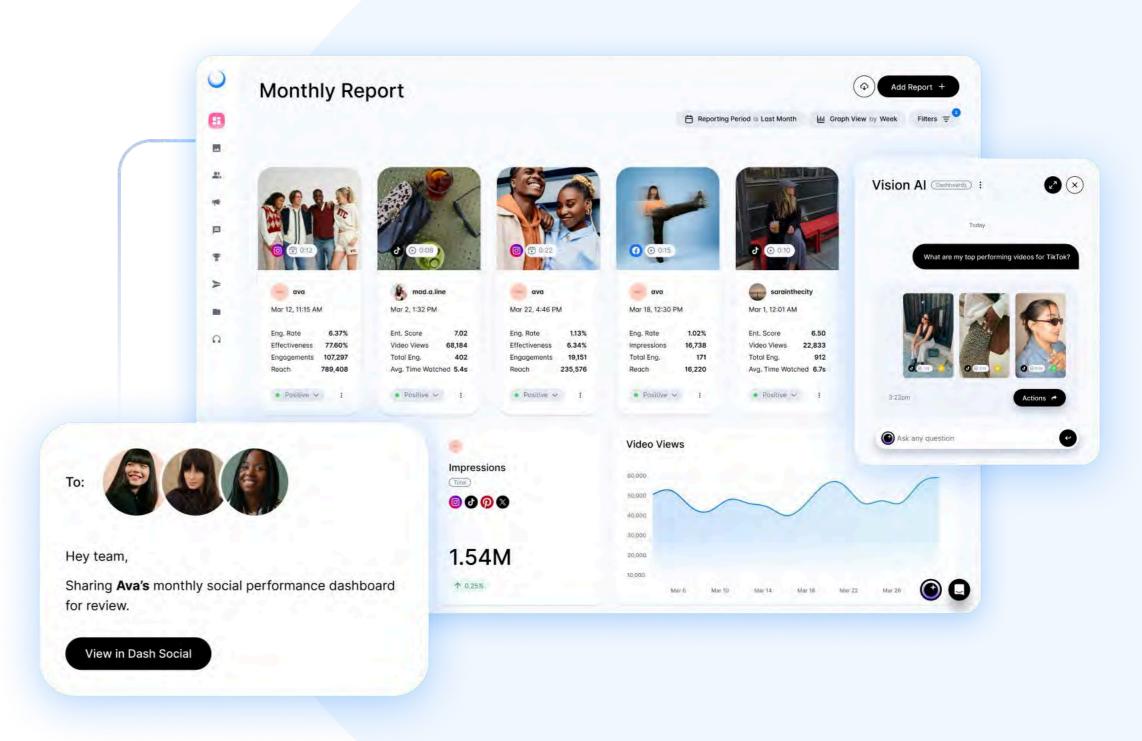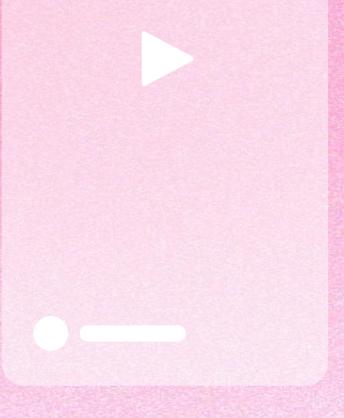
Featured Dash Social Customers

DASH SOCIAL

Outsmart Social

A social media management platform built for how social works today —
uniting your full footprint across owned, creator, and paid with real-time
intelligence and streamlined workflows.

✓ **Always know your best move**

✓ **Performance you can prove**
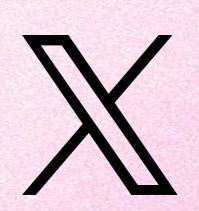
✓ **Work smarter, scale faster**

Get a Demo

Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Reactions Per Post	Engagement Rate*
Overall	**1.2M**	**28**	**0.5%**	**27.0K**	**257**	**8.5%**
Growing Brands (0 – 100K Followers)	37.8K	4	1.1%	3.9K	51	4.3%
Established Brands (100K – 850K Followers)	337.0K	19	0.2%	17.9K	224	4.6%
Large Brands (850K+ Followers)	3.7M	67	0.04%	64.7K	530	6.2%

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

Dash Social Insight

Large brands post the most and have the highest average engagement rate despite nearly flat growth.

Average Pinterest Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagement Rate	Pin Clicks Per Post	Saves Per Post
Overall	**295.6K**	**32**	**0.3%**	**1.0K**	**1.5%**	**26**	**4**
Growing Brands (0 – 8K Followers)	3.1K	11	0.8%	729	2.3%	32	5
Established Brands (8K – 105K Followers)	39.5K	21	0.2%	1.0K	1.8%	36	5
Large Brands (105K+ Followers)	788.9K	61	0.04%	1.0K	1.3%	22	3

*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.

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Average LinkedIn Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes	Clicks	Engagement Rate*
Overall	134.8K	2	1.5%	8.0K	101	694	7.9%
Growing Brands (0 – 12K Followers)	5.6K	1	2.3%	580	16	37	8.3%
Established Brands (12K – 50K Followers)	28.6K	1	1.4%	1.5K	35	127	11.4%
Large Brands (50K+ Followers)	358.1K	3	1.0%	11.9K	142	1.0K	6.6%

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

Dash Social Insight

Established brands on LinkedIn have the highest engagement rate despite modest impressions and posting only once weekly. Large brands dominate in reach but have a lower engagement rate than Growing brands.

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Average X Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes	Total Engagements	Engagement Rate*
Overall	**1.0M**	**91**	**-0.1%**	**13.7K**	**32**	**243**	**2.2%**
Growing Brands (0 – 12.5K Followers)	5.9K	7	0.1%	3.8K	9	49	5.6%
Established Brands (12.5K – 200K Followers)	70.7K	47	-0.1%	3.6K	11	48	3.4%
Large Brands (200K+ Followers)	2.3M	149	-0.1%	16.4K	47	295	1.9%

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

Dash Social Insight

Despite posting the most, large brands on X have the lowest engagement rate. Growing brands struggle to gain momentum with negative follower growth.

Average Threads Performance Across All Industries

	Followers	Weekly Posts	Monthly Growth Rate	Weekly Profile Views	Engagments Per Post	Likes Per Post	Replies Per Post
Overall	**493.9K**	**17**	**0.7%**	**361.7K**	**85**	**78**	**4**
Growing Brands (0 – 100K Followers)	45.9K	18	0.6%	29..1K	21	19	1
Established Brands (100K – 300K Followers)	190.4K	15	0.9%	238.5K	80	74	3
Large Brands (300K+ Followers)	1.3M	17	0.7%	850.6K	163	148	7

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

Dash Social Insight

Large brands on Threads lead in all performance metrics. Despite posting slightly more, growing brands trail in engagements per post. Notably, all brands experience a similar growth trajectory.