

Social Media Benchmark Report

All Industry



 aimeleondore



 21.9K

 261

 117

 3,978



aimeleondore Fall / Winter 2025. Available tomorrow 11am EST in-store and online. [@aimeleondore](#)

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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 on Instagram. 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 on Instagram (n=2,967), 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.

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 (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)

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 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'.

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.

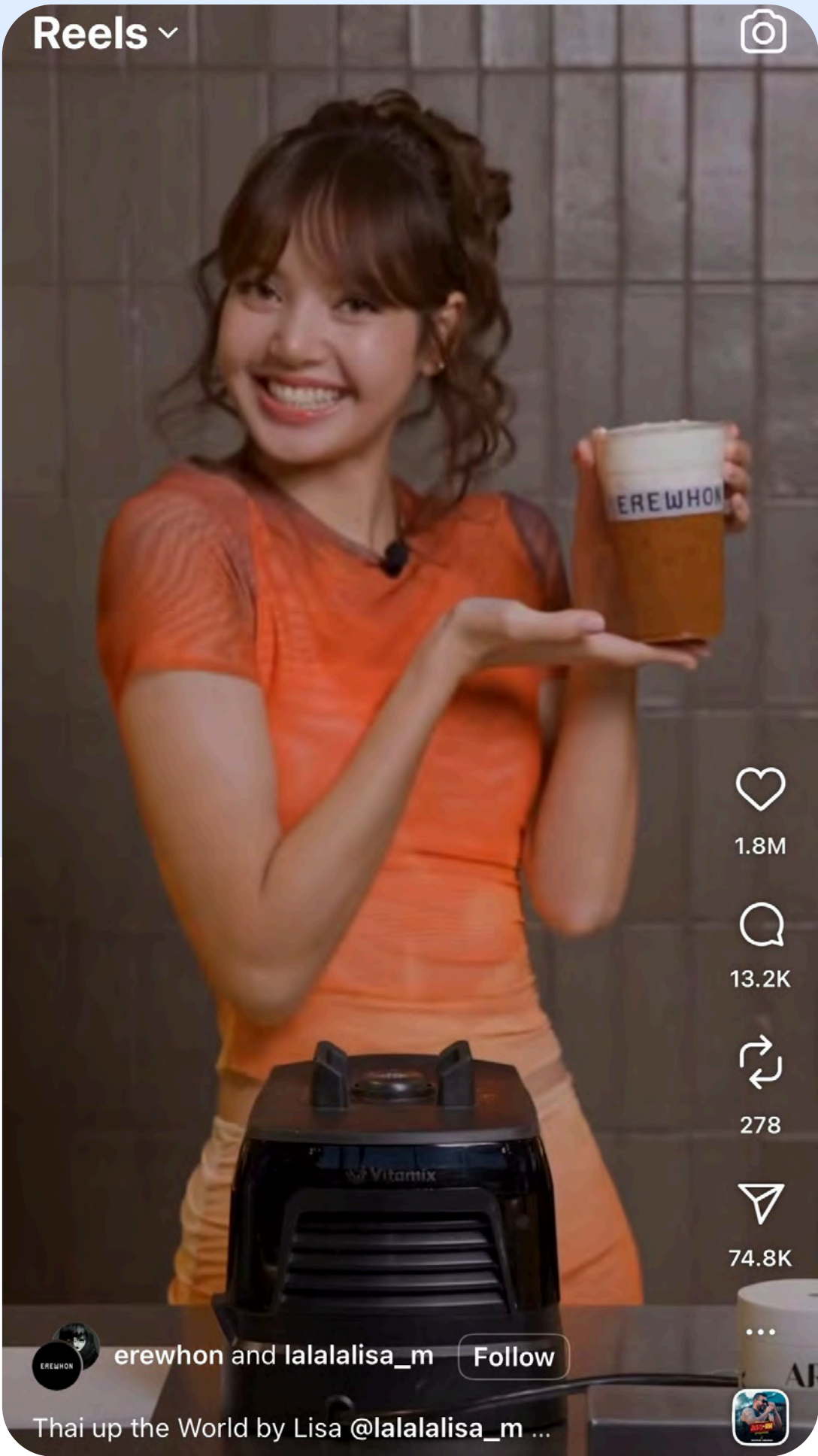
Engagement Rate is calculated using (Likes+Comments+Shares)/Reach for TikTok and Instagram, and Video Views for YouTube.

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.



[@erewhon](#)

Instagram Trends

Carousels Lead in Both Reach and Engagement.

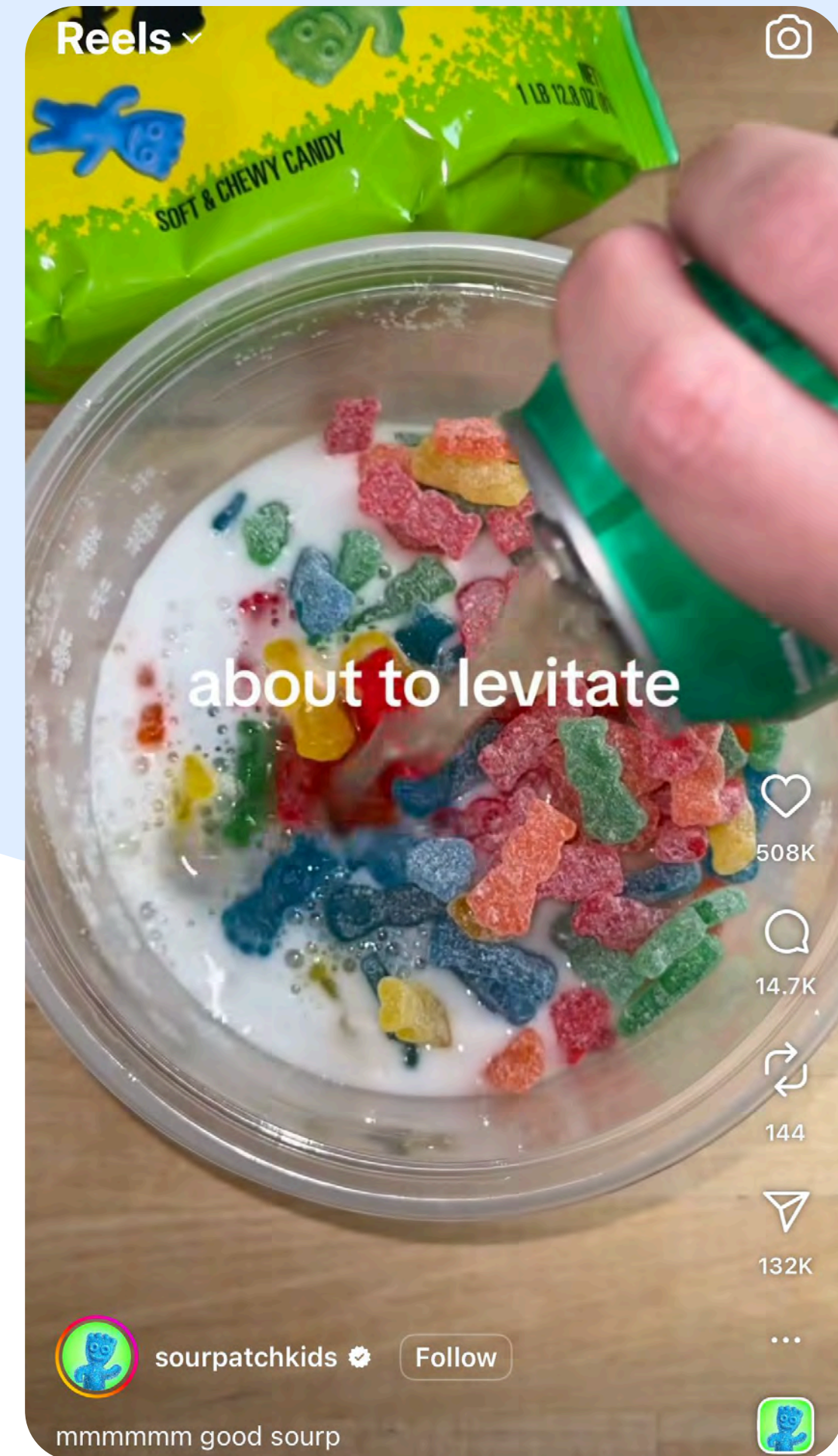
Carousels deliver the strongest results across formats (2.9%, 363.3K per post), outperforming single images (2.3%, 337.3K) and Reels (2.7%, 289.5K).

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.



[@sourpatchkids](#)



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 Brands by Engagement Rate (Followers)

Overall Industry Average: 0.3%

Erewhon

8.3%

Elmo

5.9%

Ithaca Hummus

5.4%

SimpleTire

5.1%

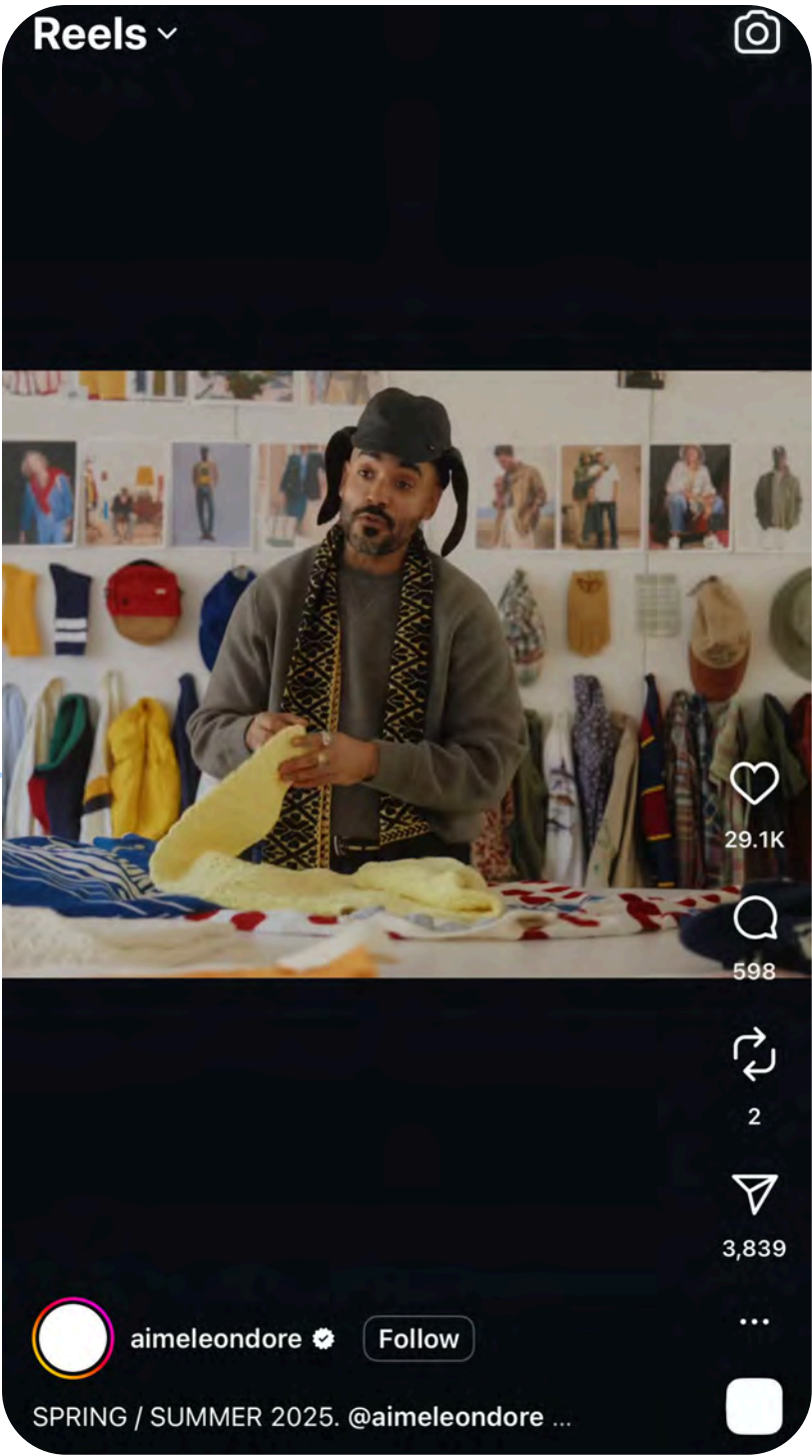
Sour Patch Kids

4.9%



Sour Patch Kids sweetens its Instagram presence with punchy, candy-colored visuals and cheeky captions that invite fans to chime in. Timely memes keep its feed fresh – with just the right amount of sour.

Winning Formulas for Creating Entertaining Reels Content



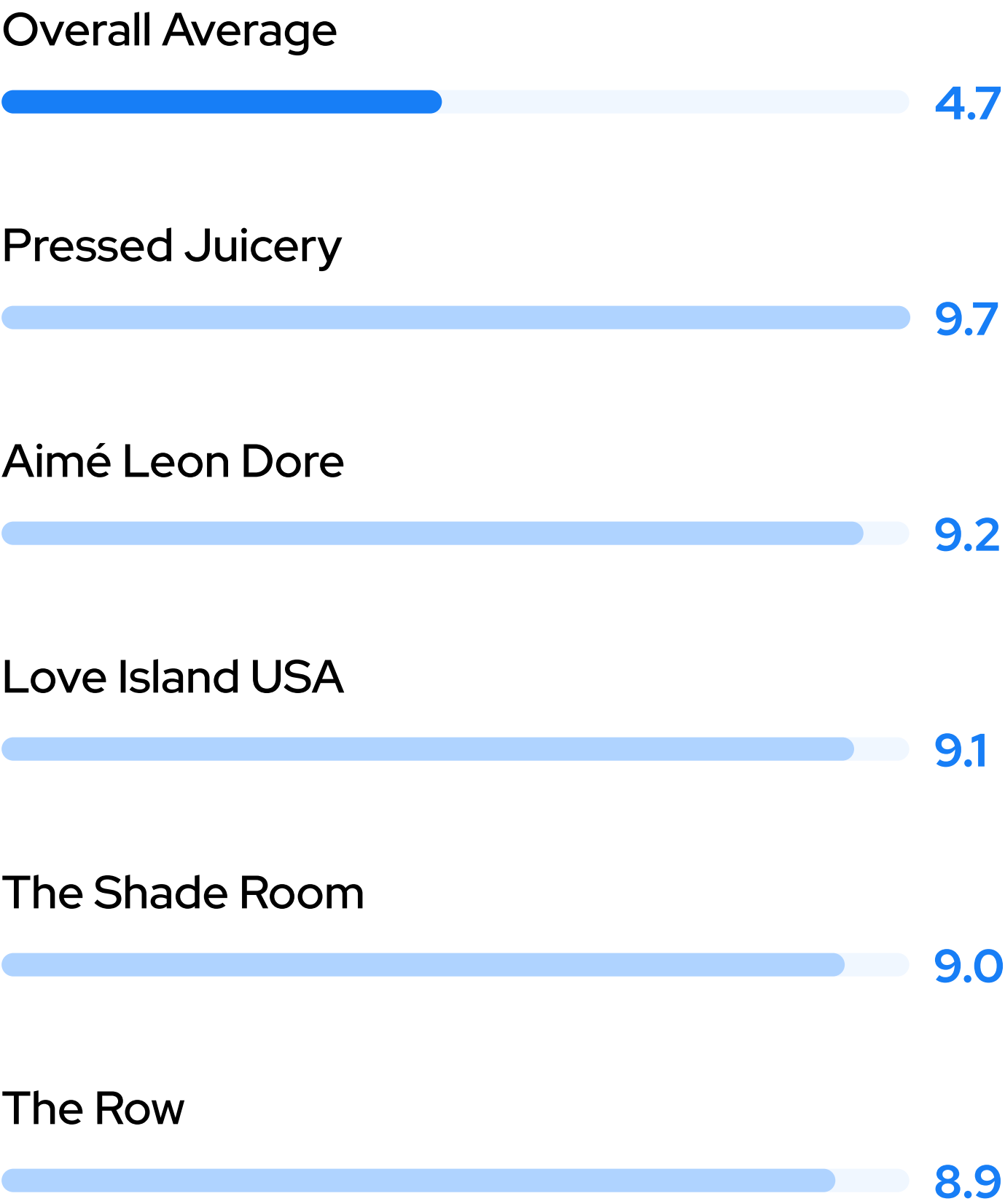
AIMÉ LEON DORE

Aimé Leon Dore succeeds on Instagram with its focus on style and allure, as well as its teasers of live DJ sets, resulting in its exceptional Entertainment Score.

Entertainment Score

9.5/10 Compared to the industry average of **4.7**, and Aime Leon Dore's own average of **9.2**.

Top Brands by Entertainment Score



What We Can Learn From Brands' Strategies

Lead With a Hook

Start strong with an attention-grabbing moment in the first seconds to keep viewers watching.

Balance Education and Entertainment

Pair useful takeaways with engaging visuals to hold interest and encourage repeat views.

Build a Consistent Brand Mood

Maintain distinct aesthetics, recurring content themes and an entertaining brand voice to stand out.

Featured Dash Social Customers

AIMÉ LEON DORE

 SIMPLETIRE





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](#)

