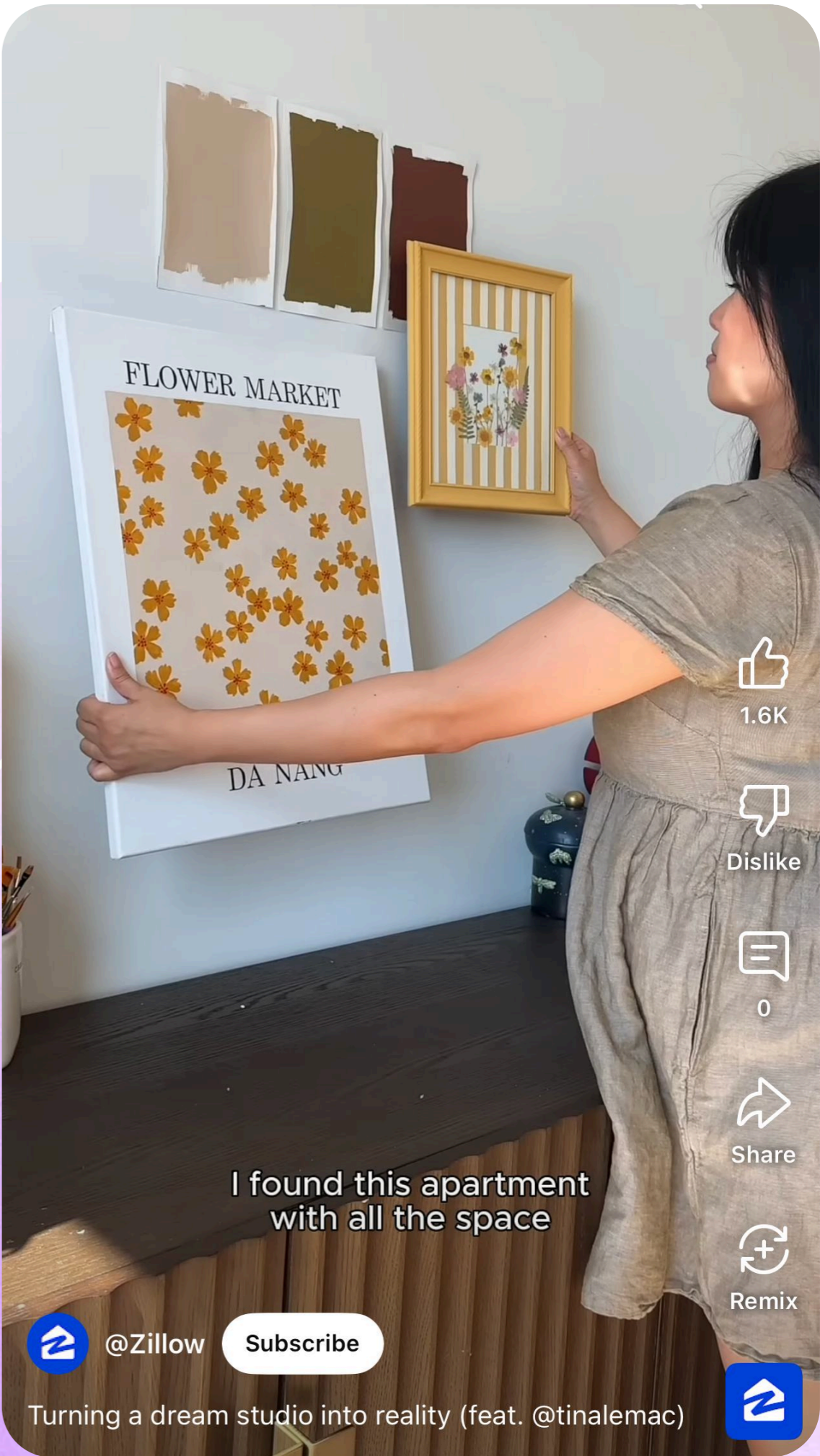


Social Media Benchmark Report

All Industry



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Cover image: [@zillow](#)

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 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 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.

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 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 Percentage Viewed

Percentage viewed is the average portion of a video that viewers watched, expressed as a percentage of the total video length.

Why It Matters: High percentage viewed means people found the video compelling enough to watch most or all of it.

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.

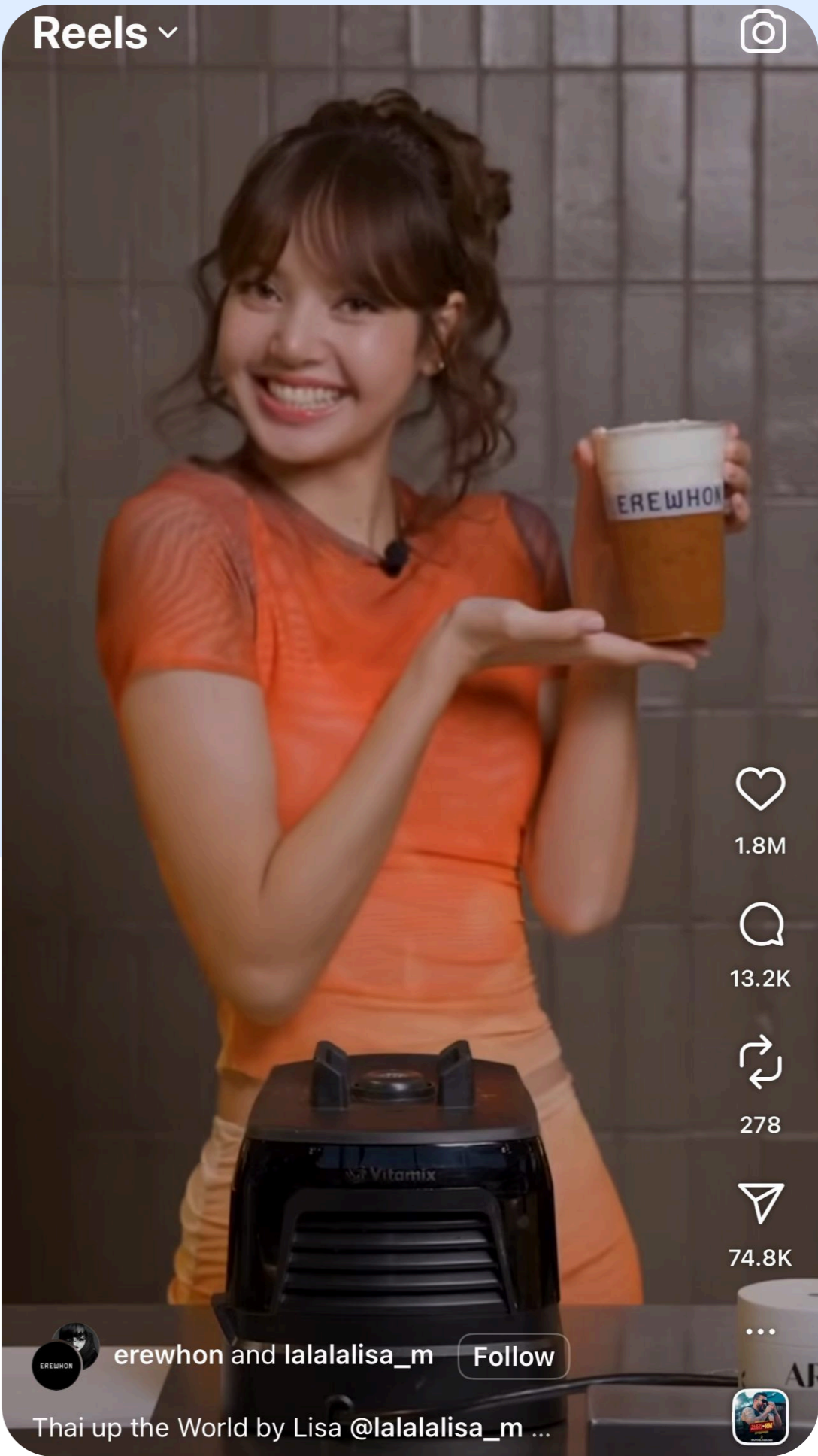
Engagement Rate is calculated using (Likes+Comments+Shares)/Reach for TikTok and Instagram, and Video Views for YouTube.

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.



[@erewhon](#)

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.



[@Samsung](#)



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 Brands by Video Views

Overall Industry Average: 95.1K

Burger King

3.2M

Zillow

2.8M

Visa

1.9M

Samsung

1.8M

Sony Pictures Entertainment

1.5M



Dragon Custom | How to Train Your Dragon Menu at BK

1.9M views 3mo ago ...more



BURGER KING 299K

Subscribe

BURGER KING

Burger King fuels YouTube viewership with timely and relevant videos, from pop culture tie-ins to humorous limited-time menu reveals in its Shorts. The brand's bold visuals and playful campaign style makes its content stand out.

What We Can Learn From Brands' Strategies

Lead With a Hook

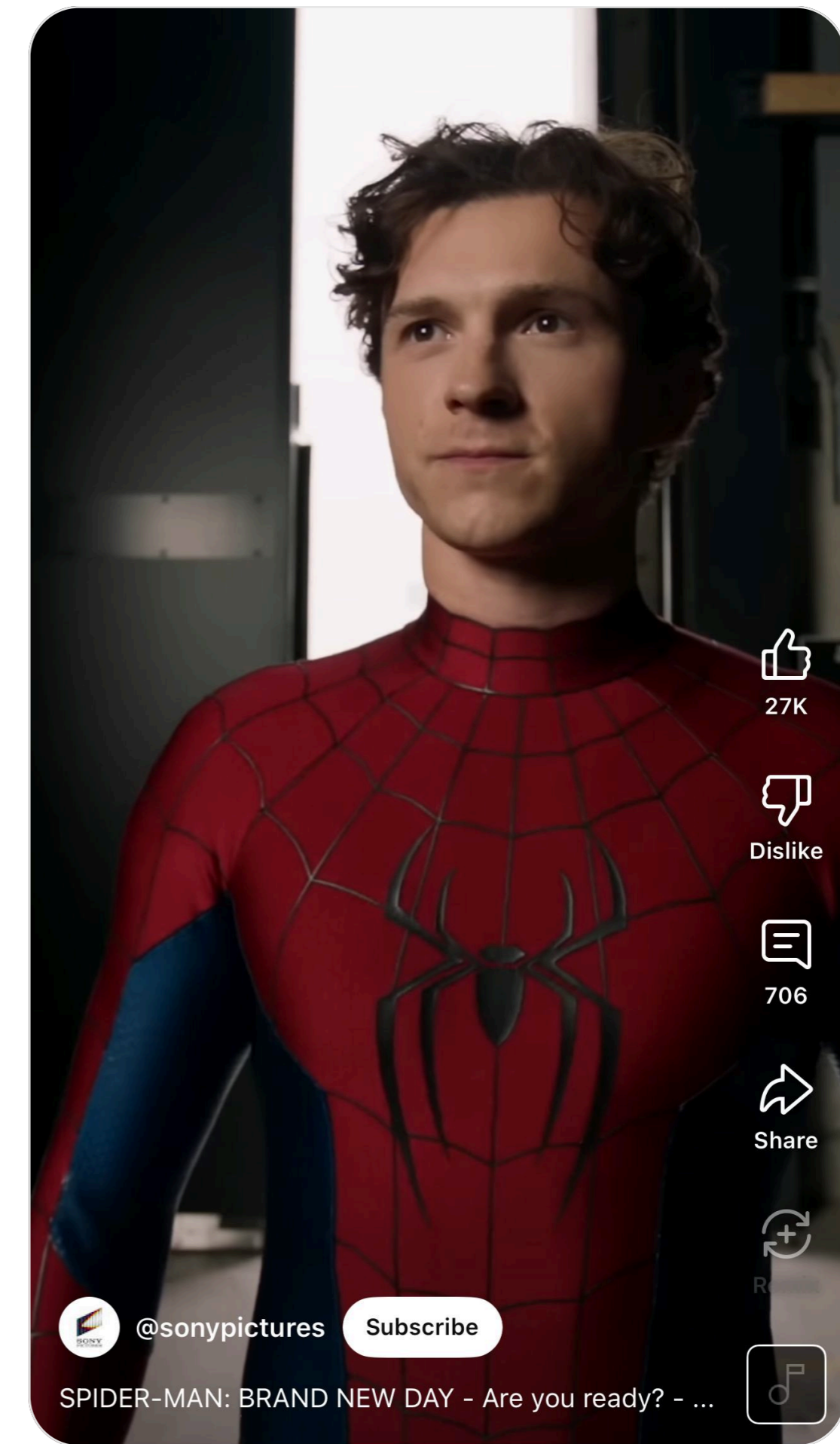
Start strong with an attention-grabbing moment in the first seconds to keep viewers watching.

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.



[@sonypictures](#)



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

