

Social Media Benchmark Report

Beauty Industry



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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 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 1 2026 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,361), Instagram (n=3,363), and YouTube (n=616), analyzing their activity between July 1, 2025 – December 31, 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 goods, luxury, media and entertainment, publishing, retail, and travel and hospitality.



Defining the Beauty Industry

The beauty industry encompasses cosmetics, skincare, haircare, fragrance and services targeting aesthetic-driven 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.

Total Social Impact

Total Social Impact Score (TSI) is Dash Social's proprietary metric that measures your brand's full presence across modern social.

Why It Matters: Identify which content and channels have the biggest impact.

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

Every Platform Has a Strategic Role

TikTok leads in engagement rate, Instagram is becoming a stronger discovery channel with 25% more reach per post than TikTok, and YouTube continues to lead in sustained attention, with an average view rate of 90%. For brands, performance isn't driven by showing up everywhere, it's done by leveraging each platform for what it does best.

Discovery Is Growing Faster than Engagement

Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making content that resonates. The brands winning right now aren't chasing engagement rates, they're creating content that earns attention at scale.

Measuring Success on Each Platform is not Apples to Apples

On TikTok, likes, comments, shares, and watch time indicate if content is resonating. On Instagram, engagement shows up in shares and saves, which extend reach. On YouTube, views and watch time are the clearest signs that content is holding attention. What works on one platform will not always work on another, and content should feel native to each channel.

Dash Social Insight

Platform strategies aren't interchangeable. TikTok sparks conversation and visible engagement. Instagram is becoming a stronger engine to extend reach and drive shares. YouTube is where attention lasts longer. Build your strategy around what each platform does best.



TikTok Trends

TikTok Continues to Lead in Engagement

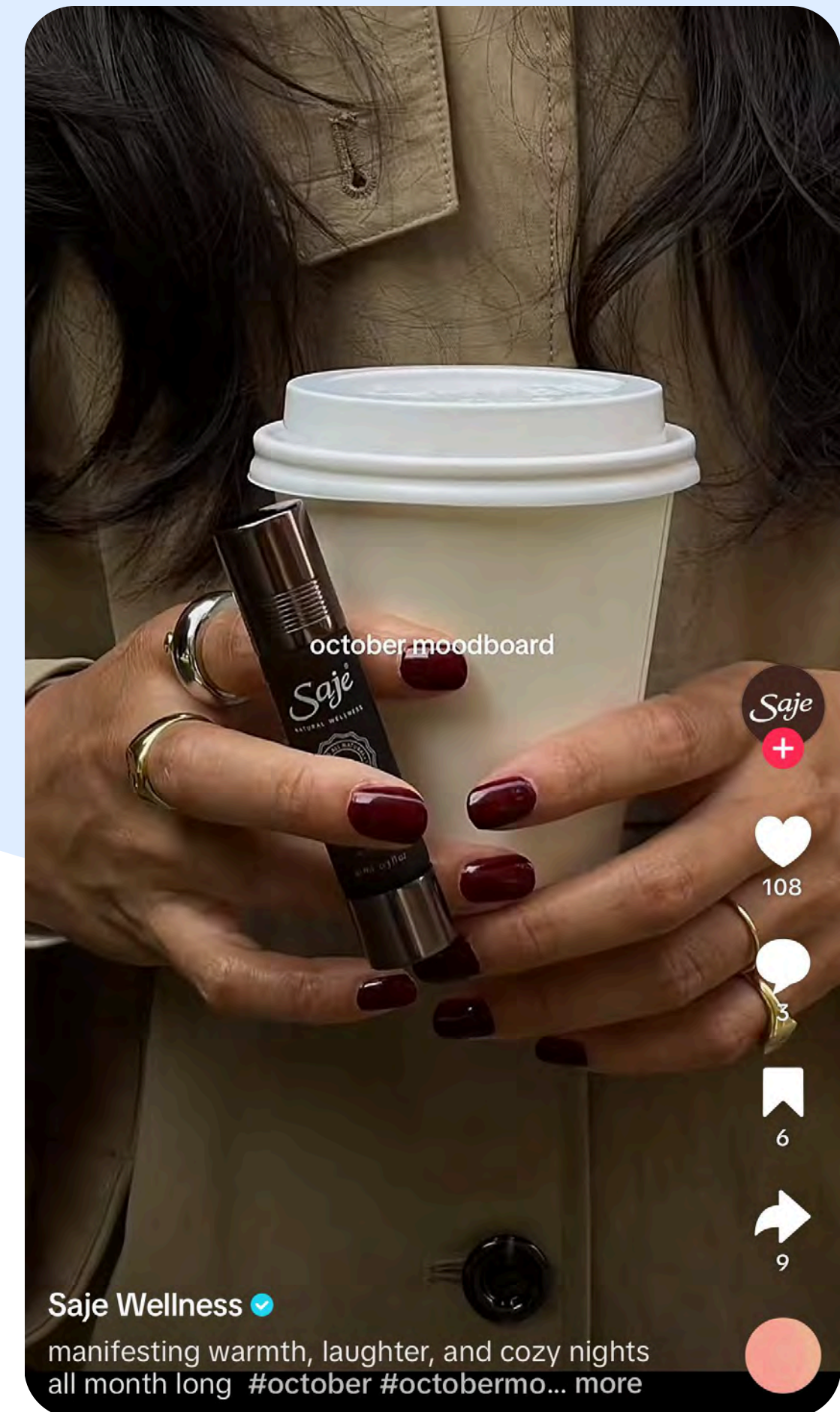
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

Posting More Doesn't Mean Better Performance

Brands now post eight times per week on average, the highest level on record. But our latest Social Media Trends report shows that brands posting fewer than six times per week see 93% higher engagement. More posting does not drive better results. Intentional posting does.

Top TikTok Content Wins on More Than One Metric

Top performers show that it's possible to drive awareness and connection at the same time. The data shows that large brands lead in reach, engagement, and Entertainment Score. Prioritizing all three metrics together drives better results.



@sajewellness

Instagram Trends

Reels Drive the Strongest Performance

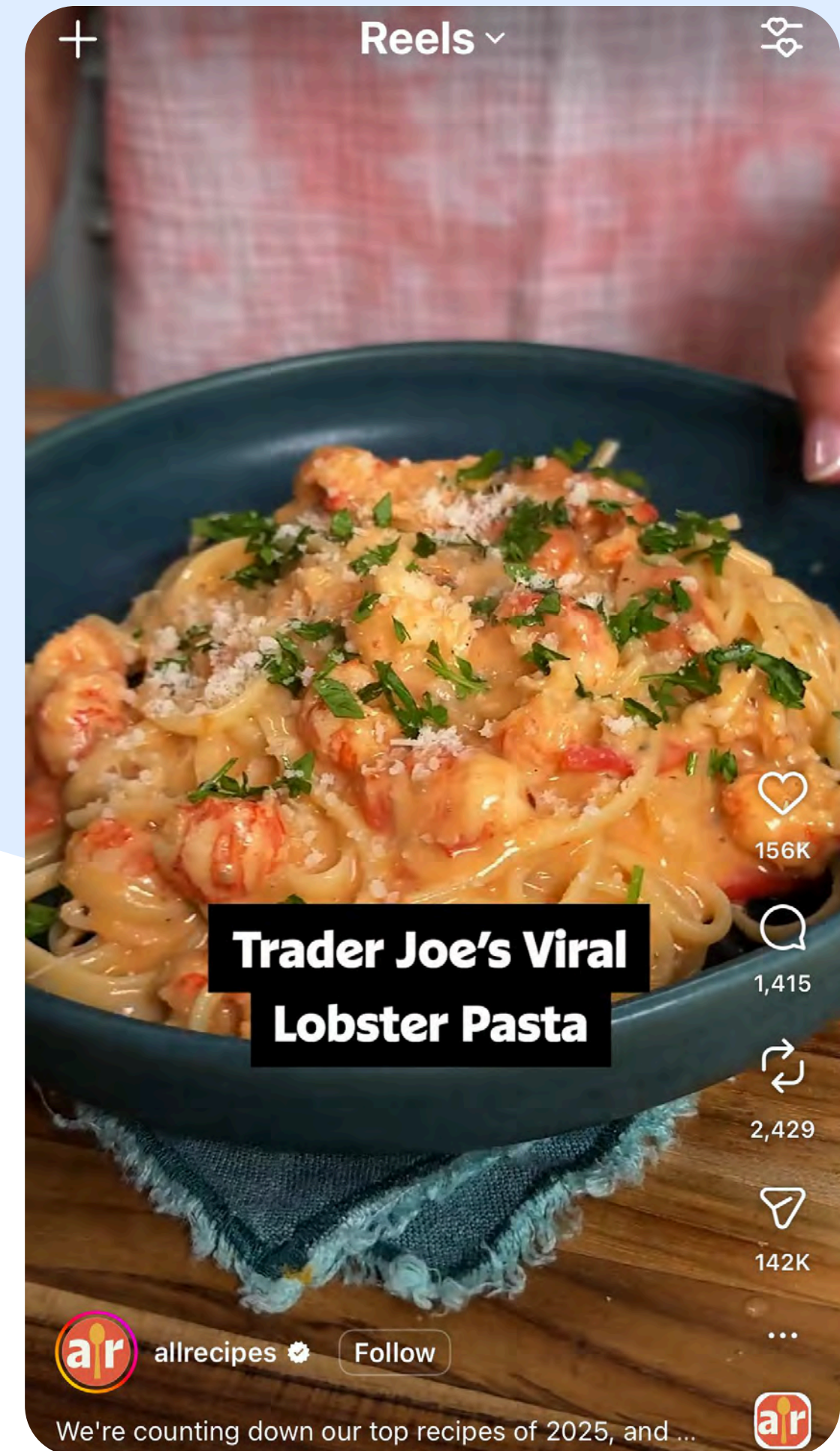
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

The Best Content Travels Beyond the Feed

On average, brand posts generate 1.1K shares (+9%), showing that strong content keeps working after it's published. Instagram is more discoverable than ever, and posts aren't limited to a single moment. They build momentum over time.

Attention is Won in the First 4 Seconds

Users watch a Reel for an average of four seconds before they move on. Open with a clear hook to keep them watching.



YouTube Trends

More People are Watching, and They're Watching Longer

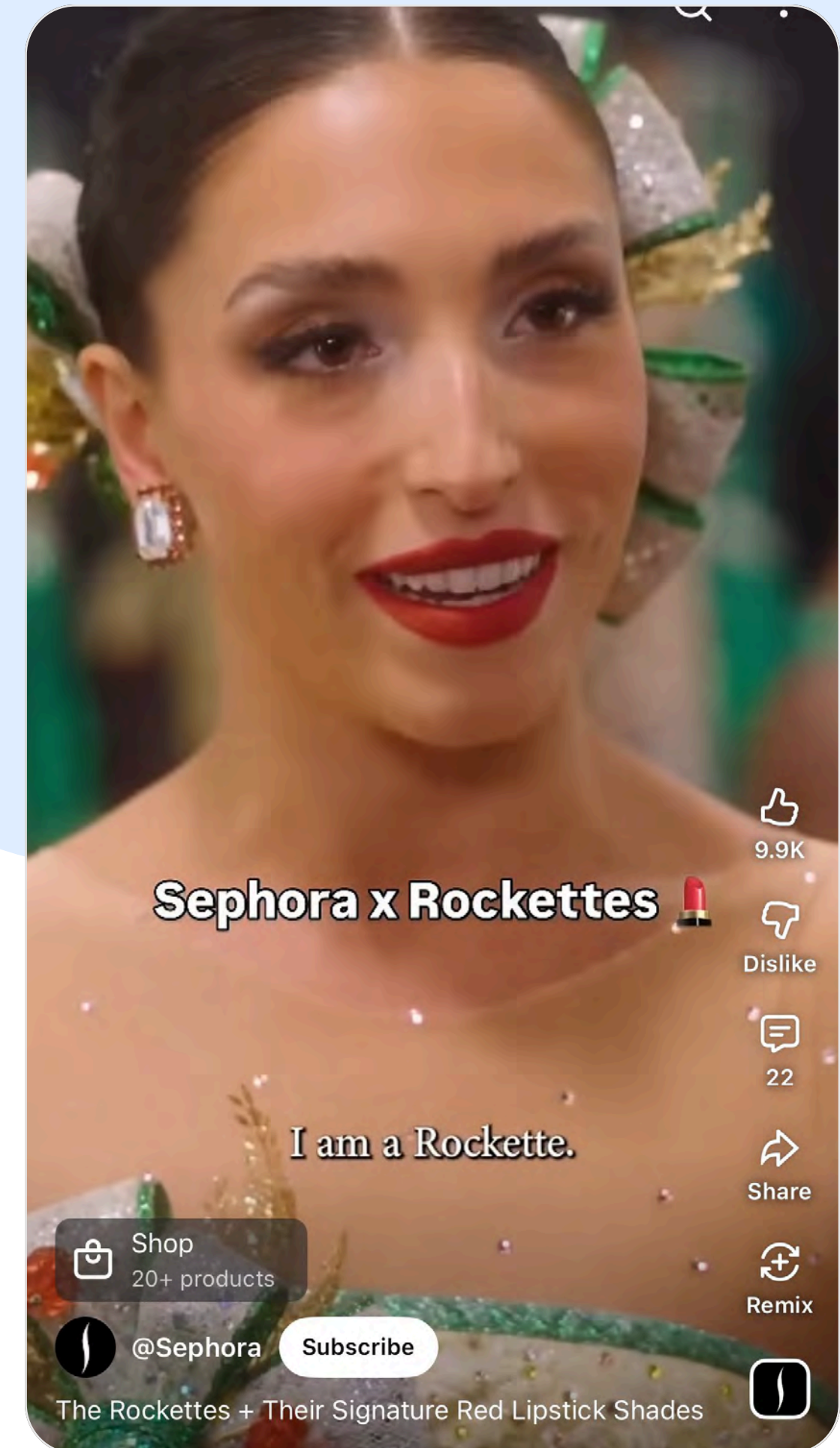
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

Shorts Accelerates Viewership

Shorts views have jumped 109%, but on-demand videos are up just 14%. This shows a growing preference for short-form content on the platform, and a clear opportunity for brands looking to grow their YouTube strategy.


Shorts and On-Demand Play Distinct Roles in Capturing Attention


Shorts are driving more engagement, averaging 502 interactions per video compared to 402 for on-demand. On-demand leads in reach, with 229.4K views per video versus 75.9K for Shorts. Success on YouTube doesn't hinge on one format. Each plays its own role in earning attention.




[@sephora](#)

Shifts in Discovery are Expanding Reach, But to Less Engaged Audiences

 TikTok views are up 23%, but engagement is down (3.6% to 2.8%) and retention is low at 23%. This means brands are reaching a wider audience, but fewer users are engaging. The key is to watch your Entertainment Score. See what’s resonating, and do more of that to drive engagement.

 Views are up 26%, but engagement rate has dipped from 2.9% to 2.1%. Reels are the best way to scale reach and maintain engagement as discovery continues to grow on the channel.




 Video views are up 128%, with growth across both On-Demand and Shorts. Viewers watch an average of 102% across formats. YouTube is the channel that users come to when they already have intent, and are willing to rewatch content.

 **Dash Social Insight**

Short-form video is the biggest lever for beauty to scale reach. Use Reels to push content beyond followers. As reach grows, engagement dips, but the real shift is in discovery. Brands have more opportunity than ever to reach new audiences. Post with purpose and focus where audiences are most engaged to turn reach into results.

Average Beauty Engagement Rate and Video Views Per Post

H1 2026

			
Engagement Rate	2.8% -22%	2.1% -28%	- N/A
Video Views	228.9K +23%	171.0K +26%	145.0K +128%

*Compared to six months prior

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

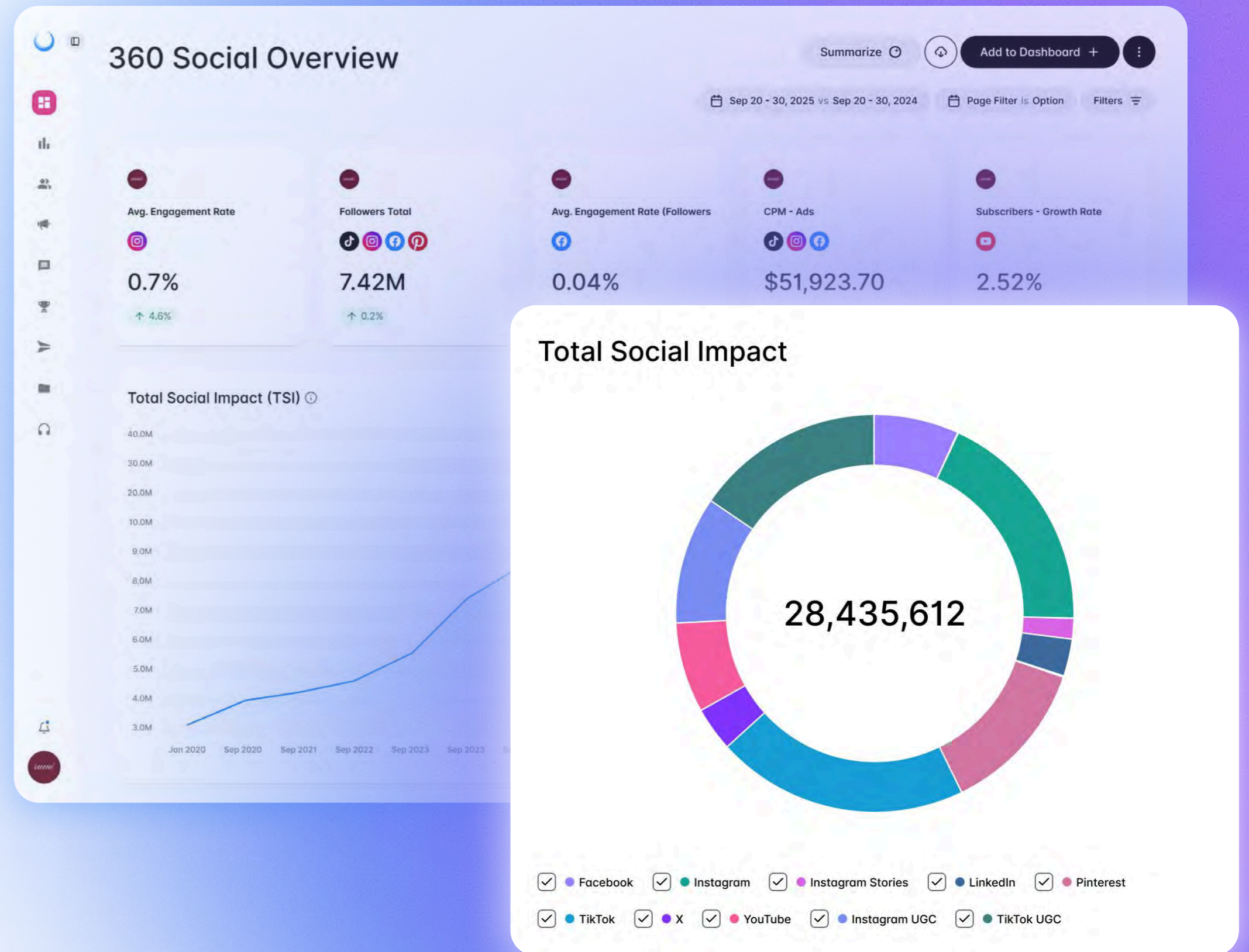
Social Is Not One-Size-Fits-All

Every channel, format, and metric tells a different story, making the full picture harder to see.

There's no universal playbook, only diverse paths to impact. As this shift accelerates, performance becomes harder to read, with impact spread across fragmented KPIs.

Total Social Impact (TSI) brings clarity to that complexity by showing which channels drive the largest share of overall impact and revealing what's accelerating performance and what's slowing it down.

TSI is Dash Social's proprietary metric that quantifies cross-channel performance by weighting and balancing dozens of data points into one consistent, normalized score.



Top Beauty Brands by Total Social Impact

Overall Industry Average: 705.3M

Sephora

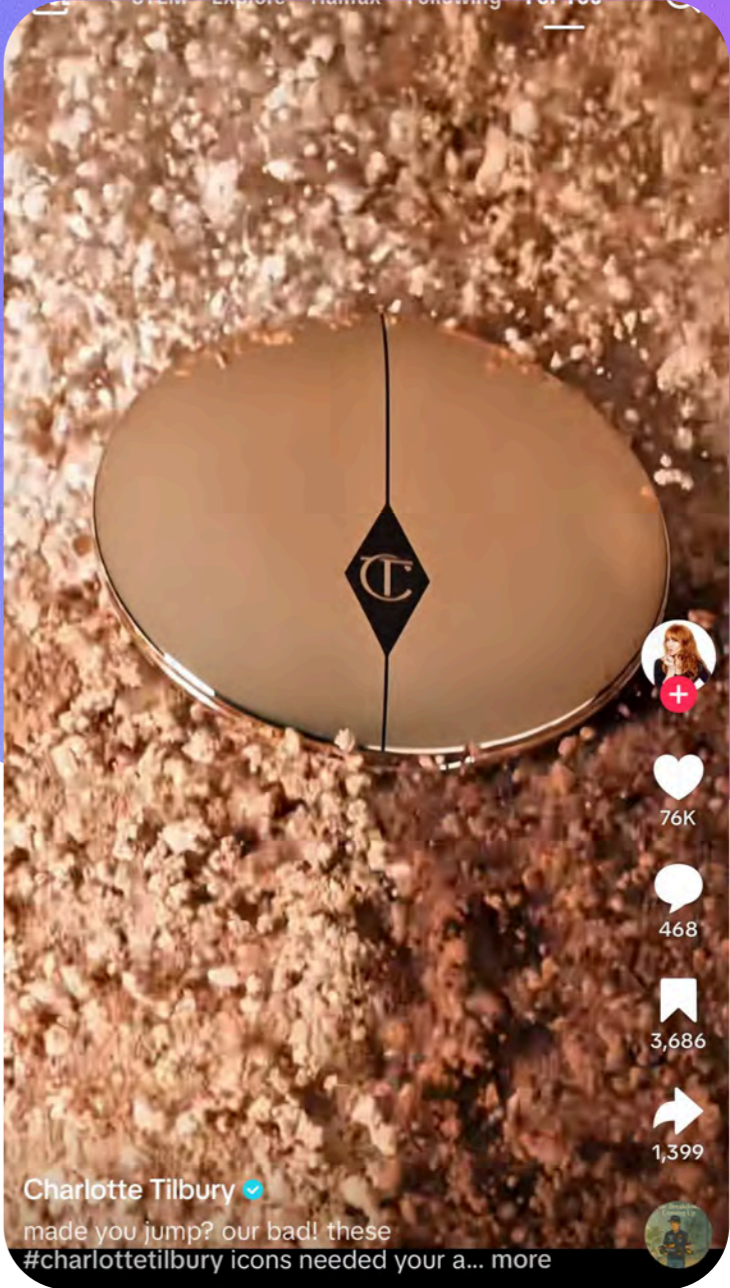
ColourPop Cosmetics

Huda Beauty

Charlotte Tilbury

MAC Cosmetics

*Customer data only



Charlotte Tilbury

Charlotte Tilbury’s signature brand voice echoes throughout its cross-platform content, infusing fun and glamour, including messages from Tilbury herself, partnerships with the Dallas Cowboys Cheerleaders, and its take on comedic videos.

Top Beauty Brands by Total Social Impact

Industry	Overall Industry Average	Leading Brands		
Cosmetics	2.5B	COLOURPOP	CharlotteTilbury	hudabeauty
Skincare	659.4M	e.l.f.	CLINIQUE	LANEIGE
Fragrance	130.4M	CAROLINA HERRERA	rabanne	SOL DE JANEIRO
Haircare	80.2M	KÉRASTASE PARIS	K18 BIOMIMETIC HAIRSCIENCE	amika:
Celebrity	N/A**	F E N T Y B E A U T Y	Rare Beauty	rhode
Luxury	N/A**	CAROLINA HERRERA	KÉRASTASE PARIS	rabanne

*Customer data only

**Limited data available



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 (Views)	Engagement Rate (Reach)*
Overall	559.4K	8	5.0%	231.5K	305	150.4K	6.3K	3.3	3.4%	4.4%
Growing Brands <small>(0 – 40K Followers)</small>	13.8K	4	10.2%	62.1K	25	32.2K	313	3.0	2.9%	4.9%
Established Brands <small>(40K – 230K Followers)</small>	111.6K	7	2.6%	143.5K	78	83.0K	1.5K	2.8	2.7%	3.1%
Large Brands <small>(230K+ Followers)</small>	1.5M	13	1.9%	327.5K	509	224.1K	10.7K	3.7	4.0%	4.9%

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

Dash Social Insight

TikTok is the strongest lever for engagement. Track metrics like Entertainment Score, shares, and retention rate to learn what connects with your audience, then build from there.

Average TikTok Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	411.9K	165.0K	540.7K	362.3K	647.4K	133.7K	154.0K	714.7K	1.8M	582.5K	366.1K	415.5K
Weekly Posts	8	6	5	8	4	6	7	4	18	11	7	4
Monthly Follower Growth Rate*	3.3%	3.8%	3.5%	7.1%	7.6%	4.3%	4.8%	3.6%	4.1%	6.5%	6.1%	12.5%
Video Views Per Post	228.9K	120.6K	281.5K	214.1K	326.8K	219.2K	119.4K	538.6K	267.3K	211.3K	243.3K	233.8K
Shares Per Post	75	81	132	81	298	46	50	130	796	553	101	285
Reach Per Post*	122.7K	64.7K	190.7K	113.3K	193.9K	111.6K	60.2K	260.2K	231.8K	173.5K	136.5K	88.2K
Engagements Per Post	2.0K	1.1K	2.0K	1.7K	3.0K	760	580	3.1K	15.3K	13.4K	2.6K	3.8K
Entertainment Score*	2.9	2.8	3.1	2.7	2.9	2.7	2.0	2.6	4.0	4.5	2.7	3.5
Engagement Rate (Views)	2.8%	2.3%	3.0%	2.4%	3.1%	2.3%	1.4%	2.2%	4.8%	5.3%	2.6%	3.7%
Engagement Rate (Reach)*	4.1%	2.7%	3.4%	4.0%	3.4%	2.9%	1.5%	2.3%	5.1%	6.1%	3.5%	4.2%

*Customer data only

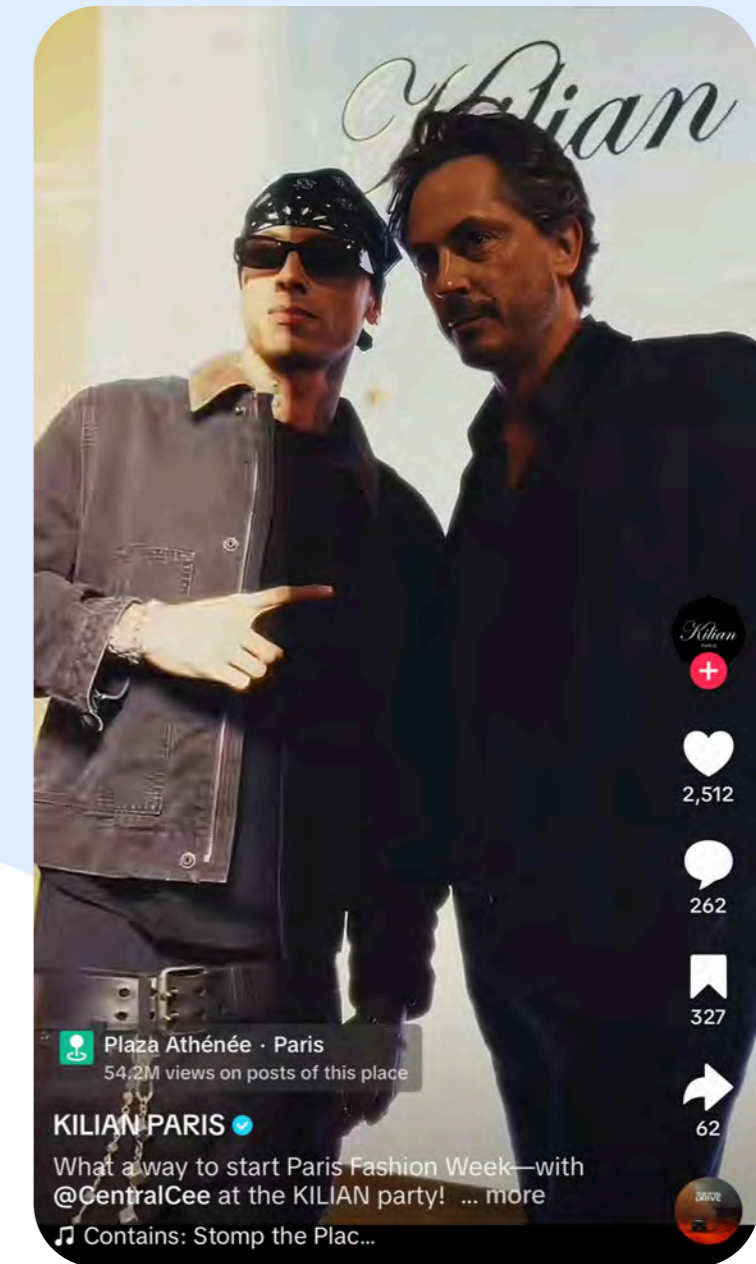
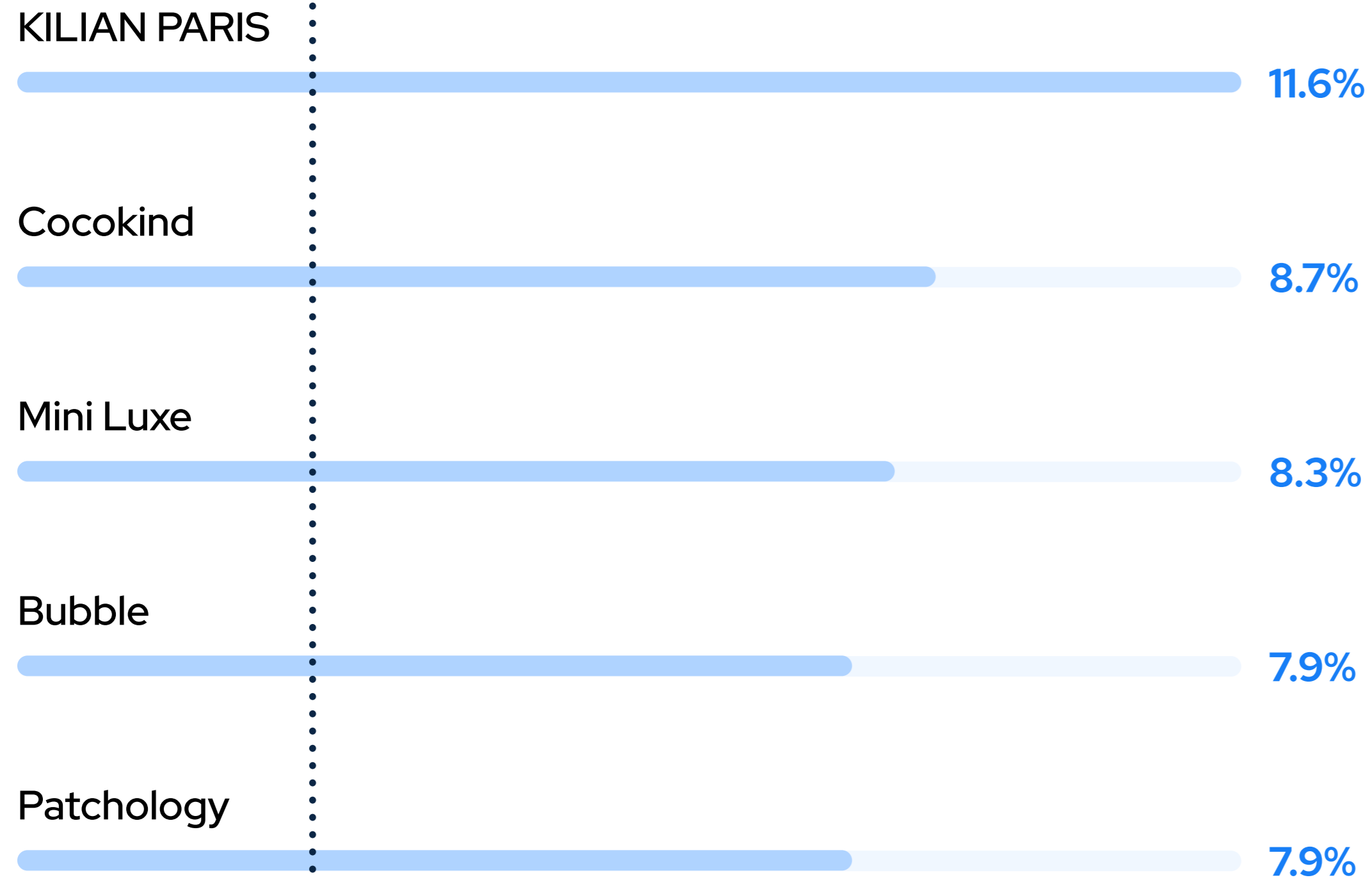
Average TikTok Performance Across Beauty Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagements Per Post
Overall	411.9K	8	3.3%	228.9K	75	122.7K	2.9	2.8%	4.1%	2.0K
Growing Brands <small>(0 - 40K Followers)</small>	15.8K	4	6.7%	45.8K	5	22.5K	3.0	2.9%	3.7%	126
Established Brands <small>(40K - 230K Followers)</small>	117.0K	8	2.2%	96.4K	14	54.5K	2.8	2.5%	2.9%	429
Large Brands <small>(230K+ Followers)</small>	1.2M	13	1.7%	402.7K	152	214.6K	3.1	3.0%	3.4%	3.9K

*Customer data only

Top Beauty Brands by Engagement Rate (Views)

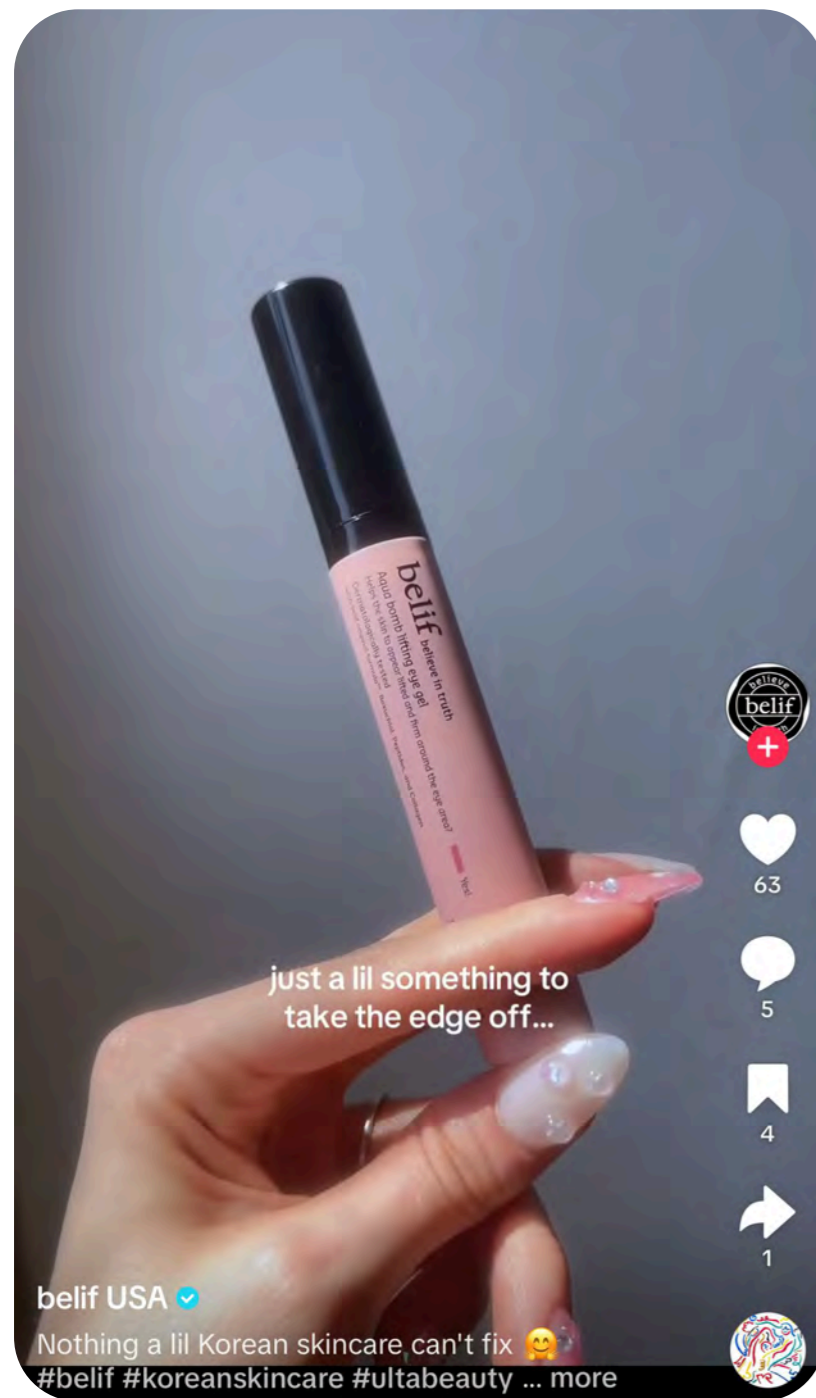
Overall Industry Average: 2.8%



Kilian
PARIS

Whether it's celebrity interviews on the red carpet or behind-the-scenes moments with founder Kilian Hennessy, KILIAN Paris keeps its visual identity as polished and sophisticated as its perfume bottles. Insights help the brand see what lands, especially glossy, hi-fi visuals.

🎵 Winning Formulas for Creating Entertaining TikTok Content



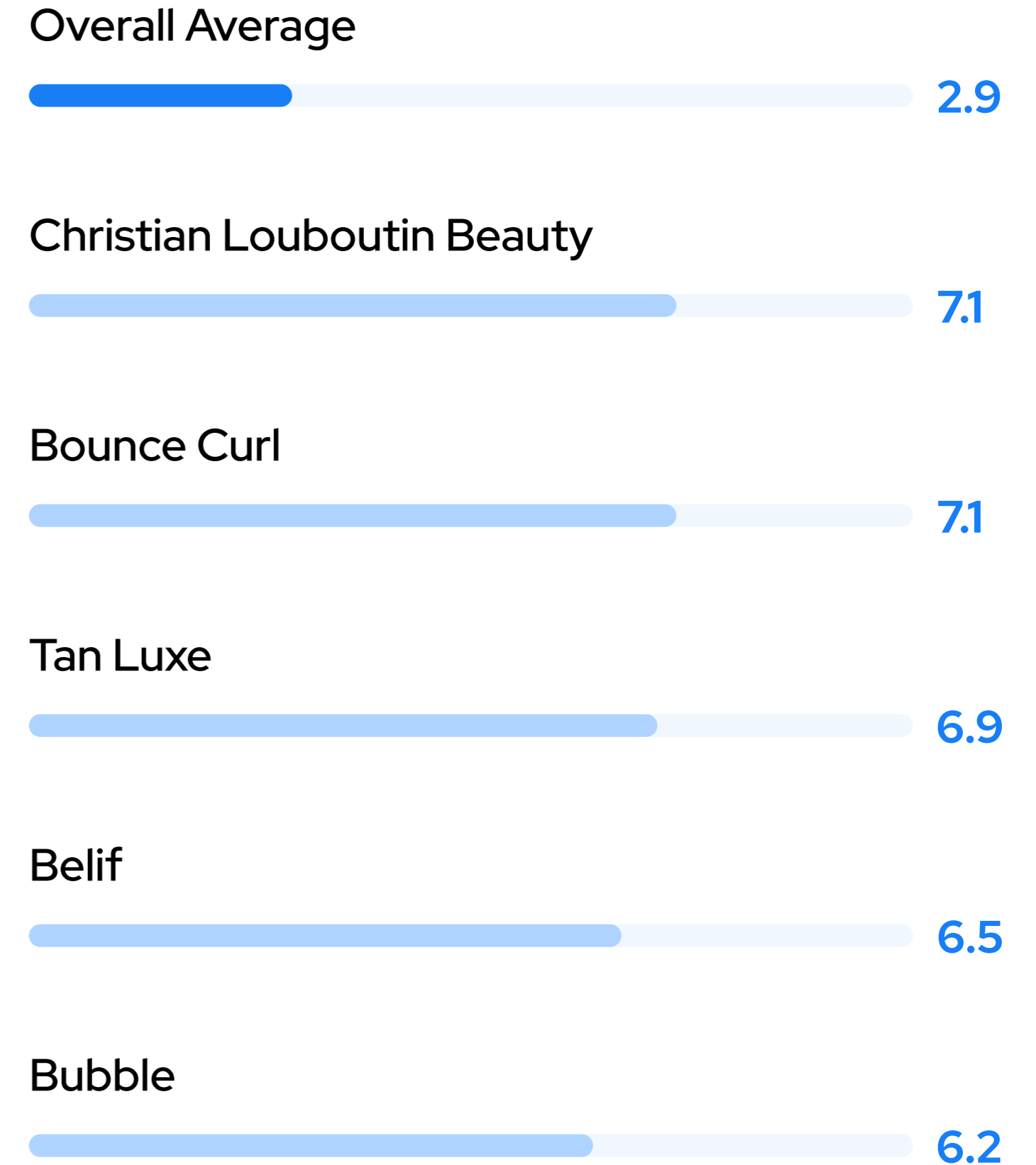
belif

Belif's most entertaining posts tap into funny TikTok trends and give product content an amusing twist. The playful format draws viewers in with a laugh, and then leads them to the product.

Entertainment Score

8.6/10 Compared to the beauty industry average of **2.9**, and Belif's own average of **6.5**.

Top Beauty Brands by Entertainment Score

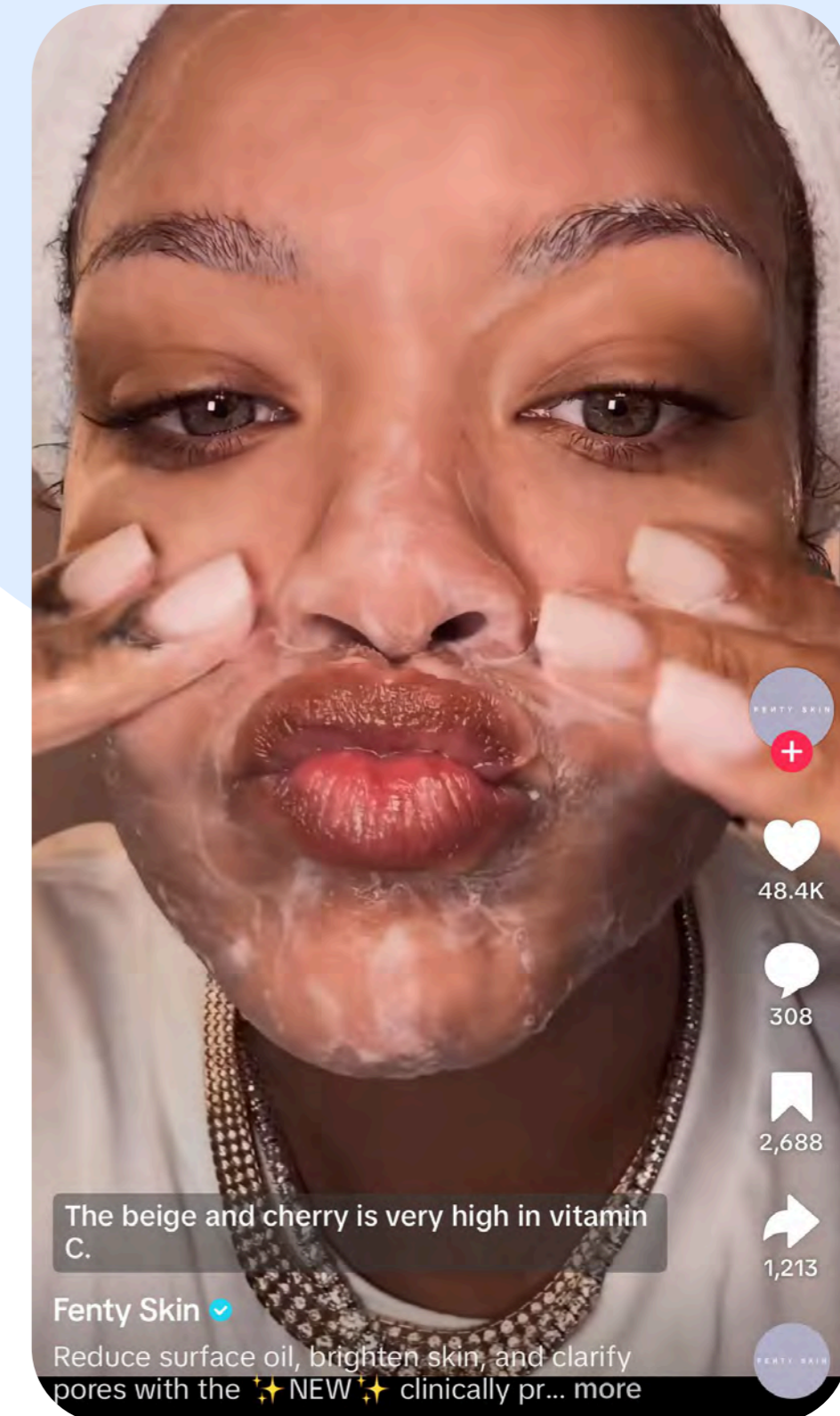


Top Celebrity Beauty Brands by Engagement Rate (Views)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagements Per Post
1.2M	5	2.5%	203.9K	272	136.8K	4.3	5.2%	5.9%	10K

Averages are per post
*Customer data only

Overall Industry Average: 5.2%



F E N T Y S K I N

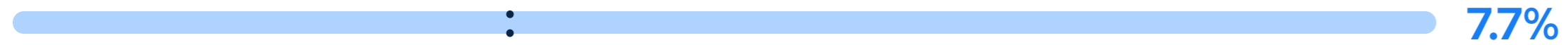
Top Cosmetics Brands by Engagement Rate (Views)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagement Per Post
763.1K	6	5.2%	221.4K	405	126.7K	3.0	2.7%	3.1%	2.9K

Averages are per post
*Customer data only

Overall Industry Average: 2.7%

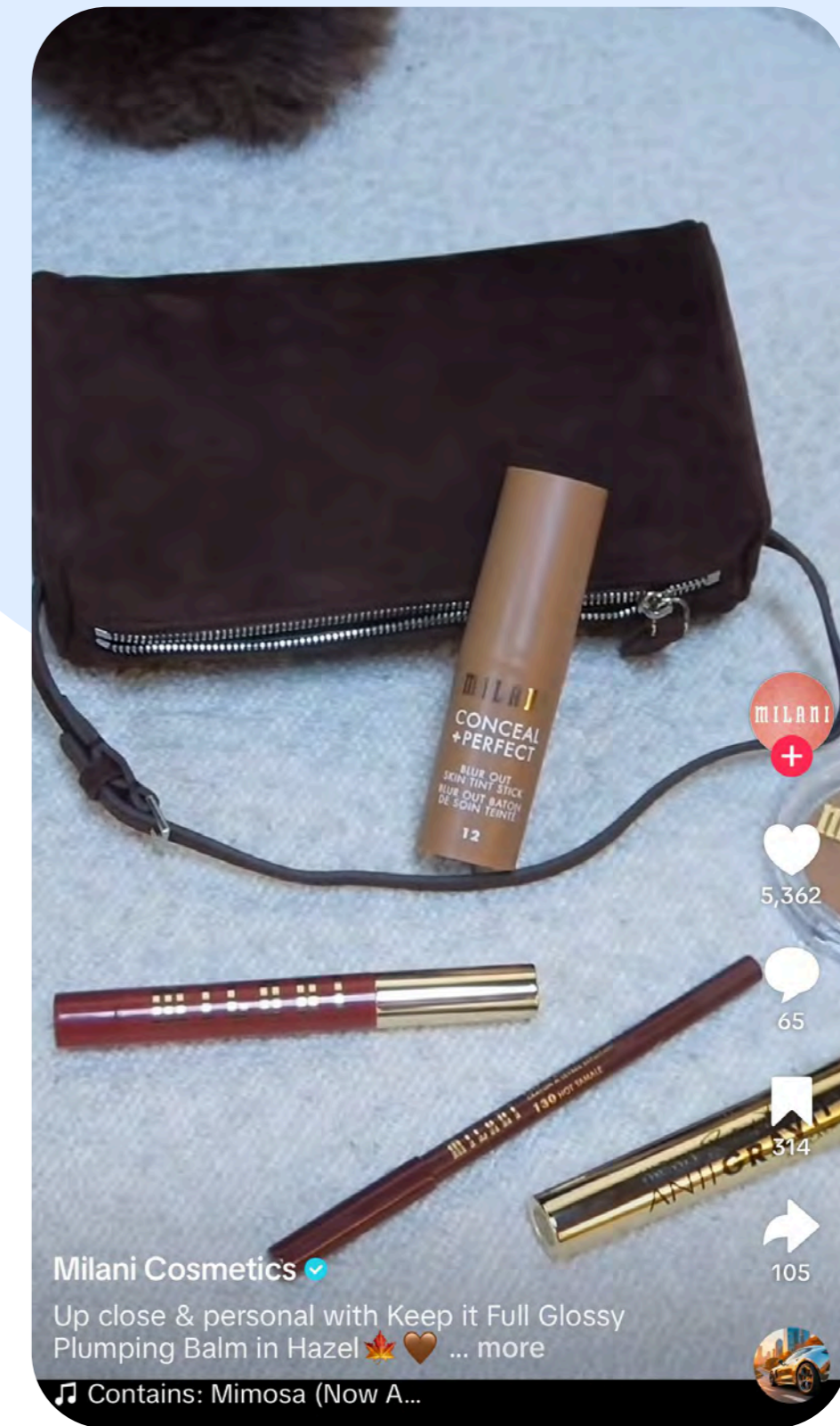
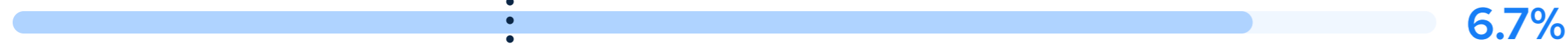
Milani Cosmetics



Caliray



Milk Makeup

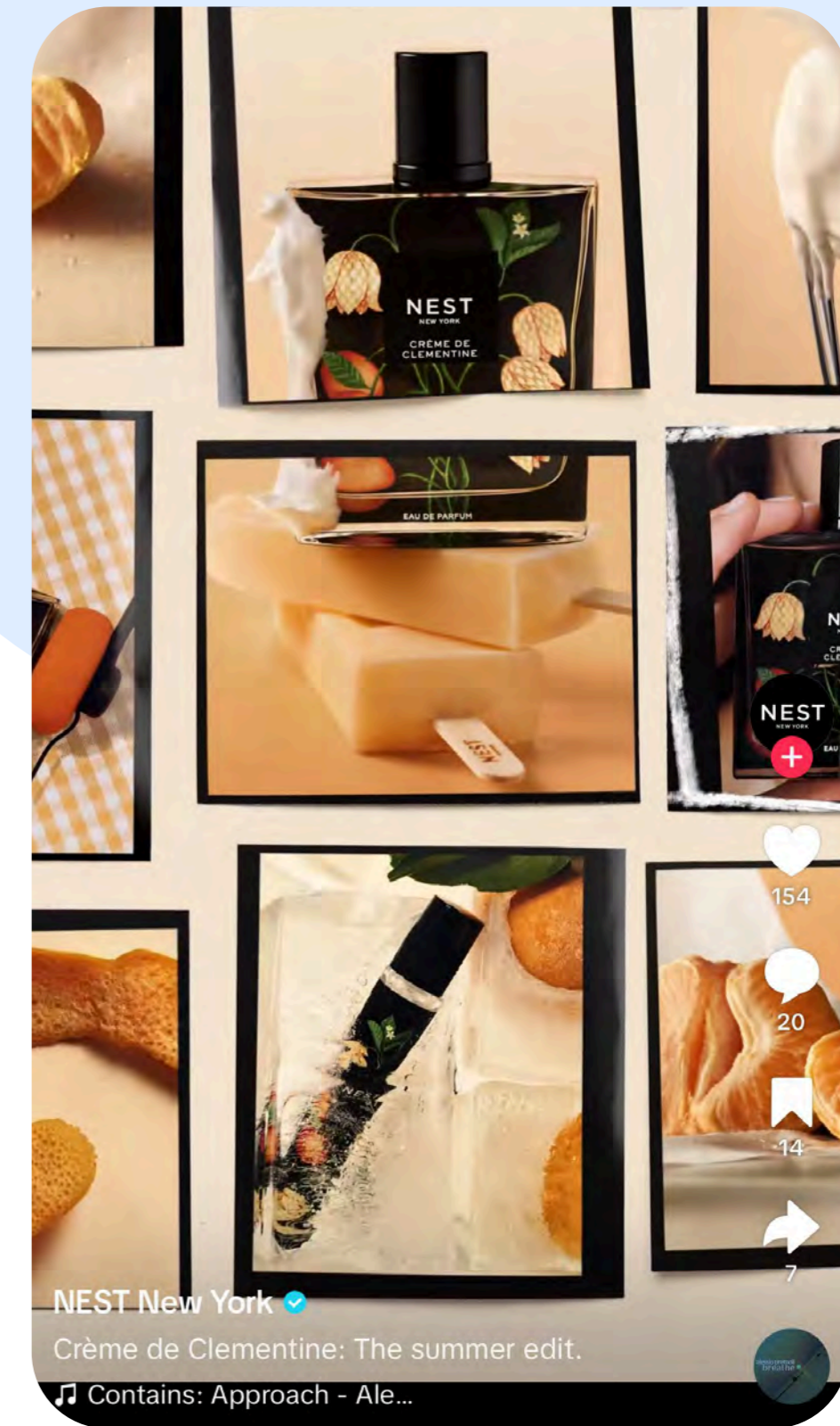
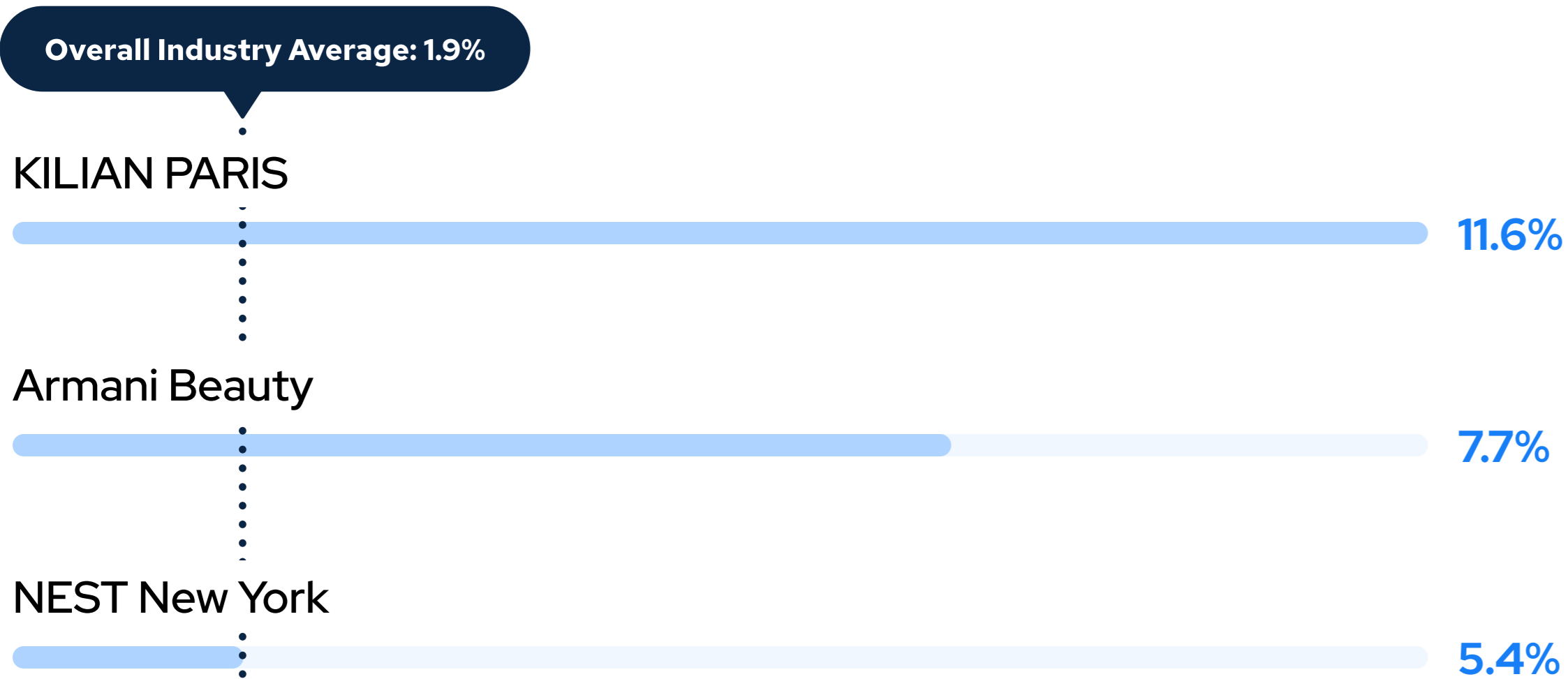


MILANI

Top Fragrance Brands by Engagement Rate (Views)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagement Per Post
209.7K	3	3.8%	660.0K	62	600.4K	2.4	1.9%	13.6%	1.4K

Averages are per post
*Customer data only

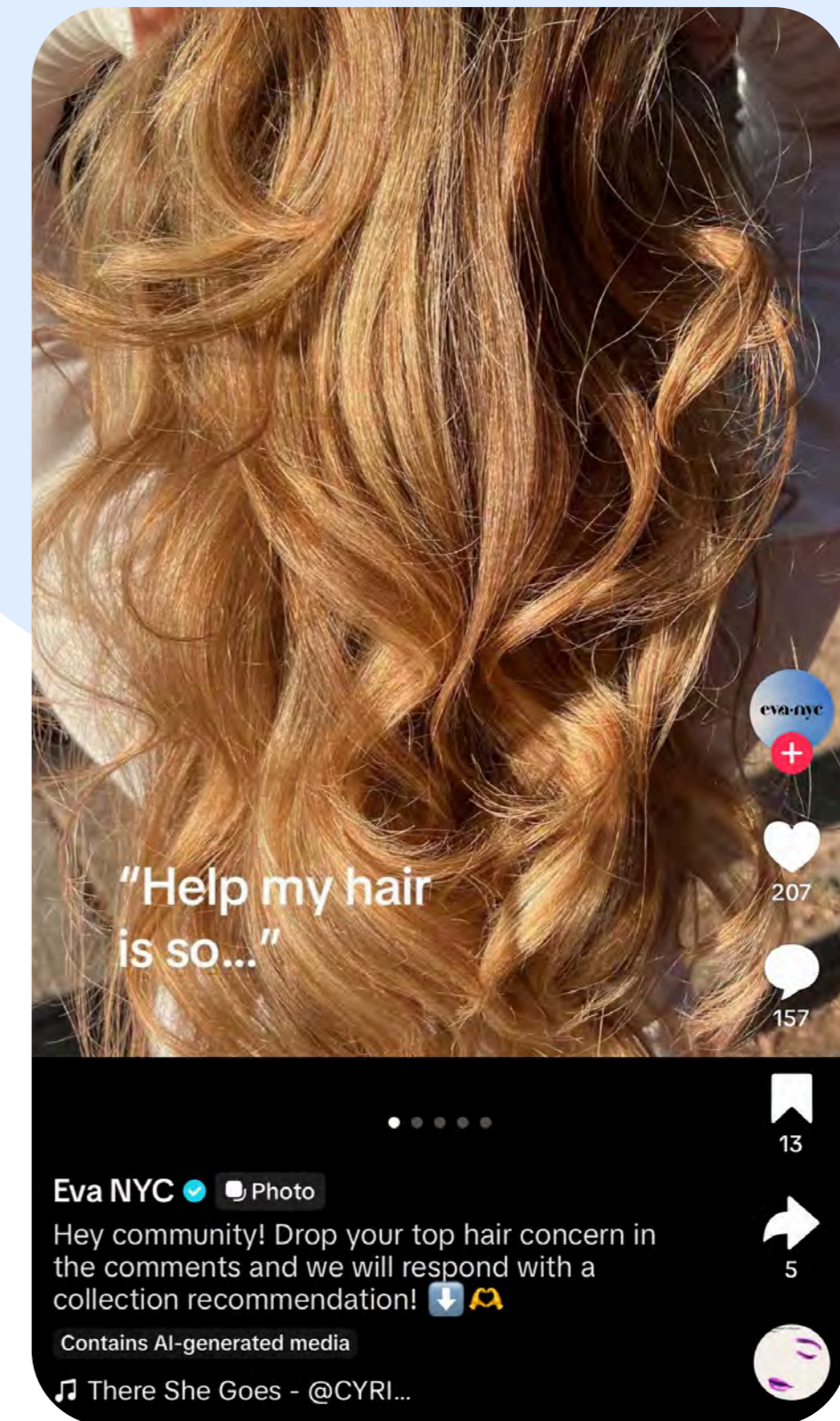
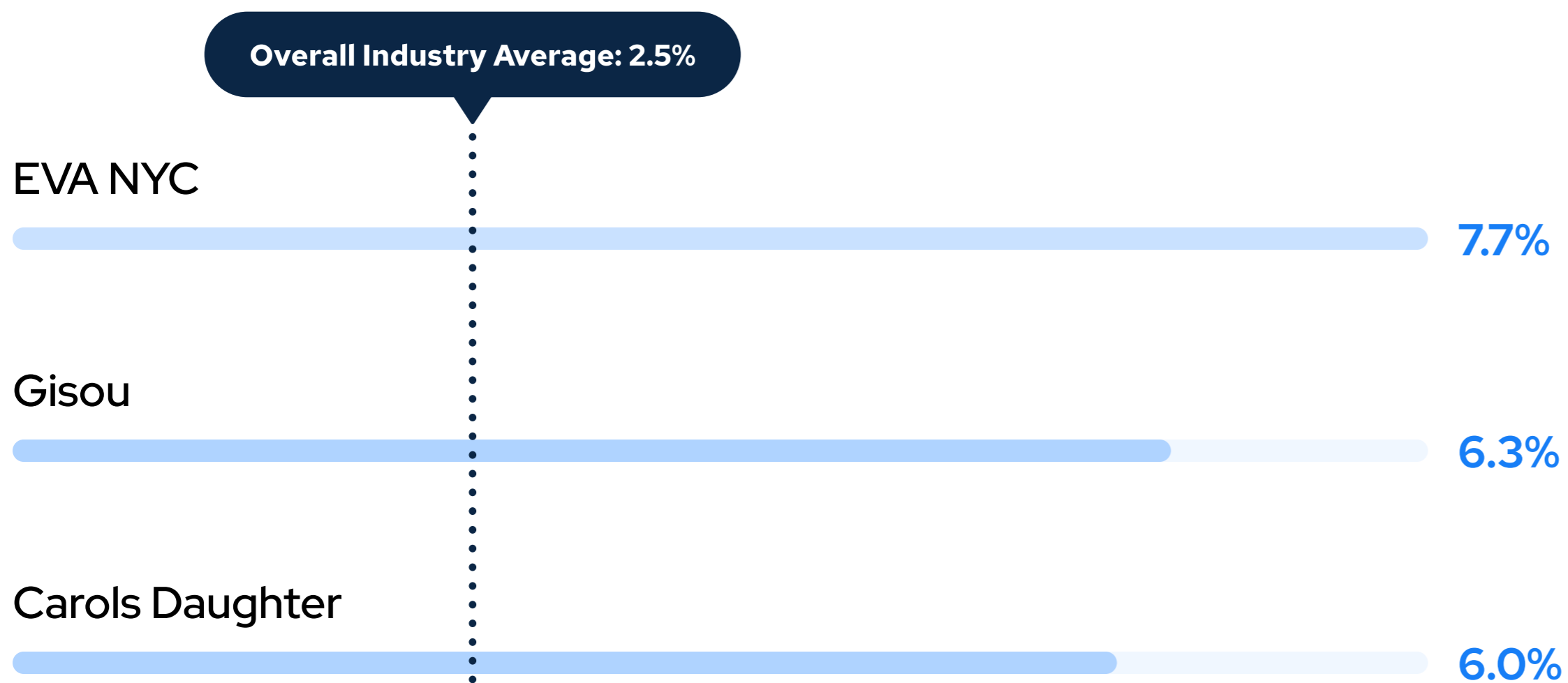


NEST
NEW YORK

Top Haircare Brands by Engagement Rate (Views)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagement Per Post
150.4K	5	2.8%	124.3K	36	71.2K	2.7	2.5%	2.9%	926

Averages are per post
*Customer data only

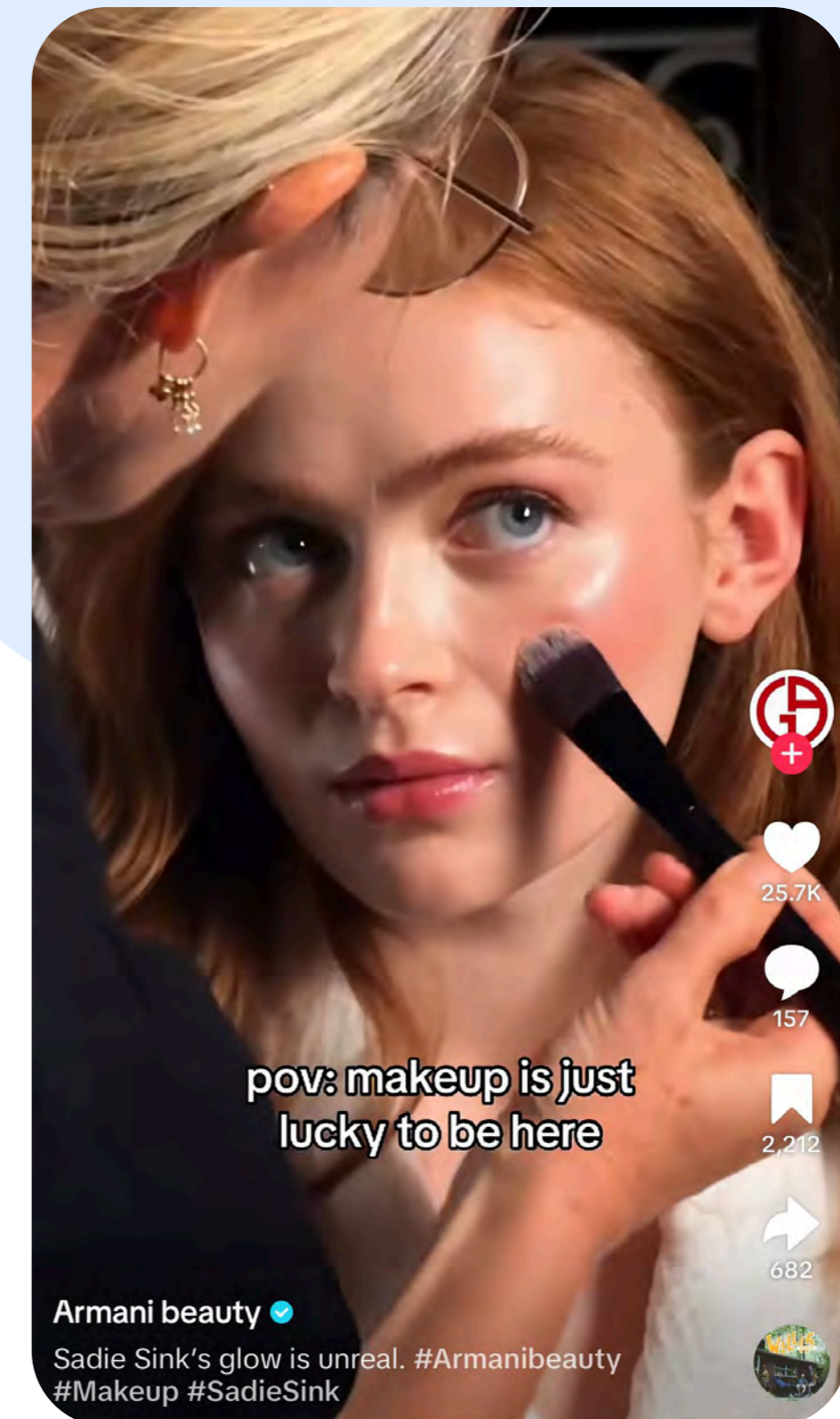
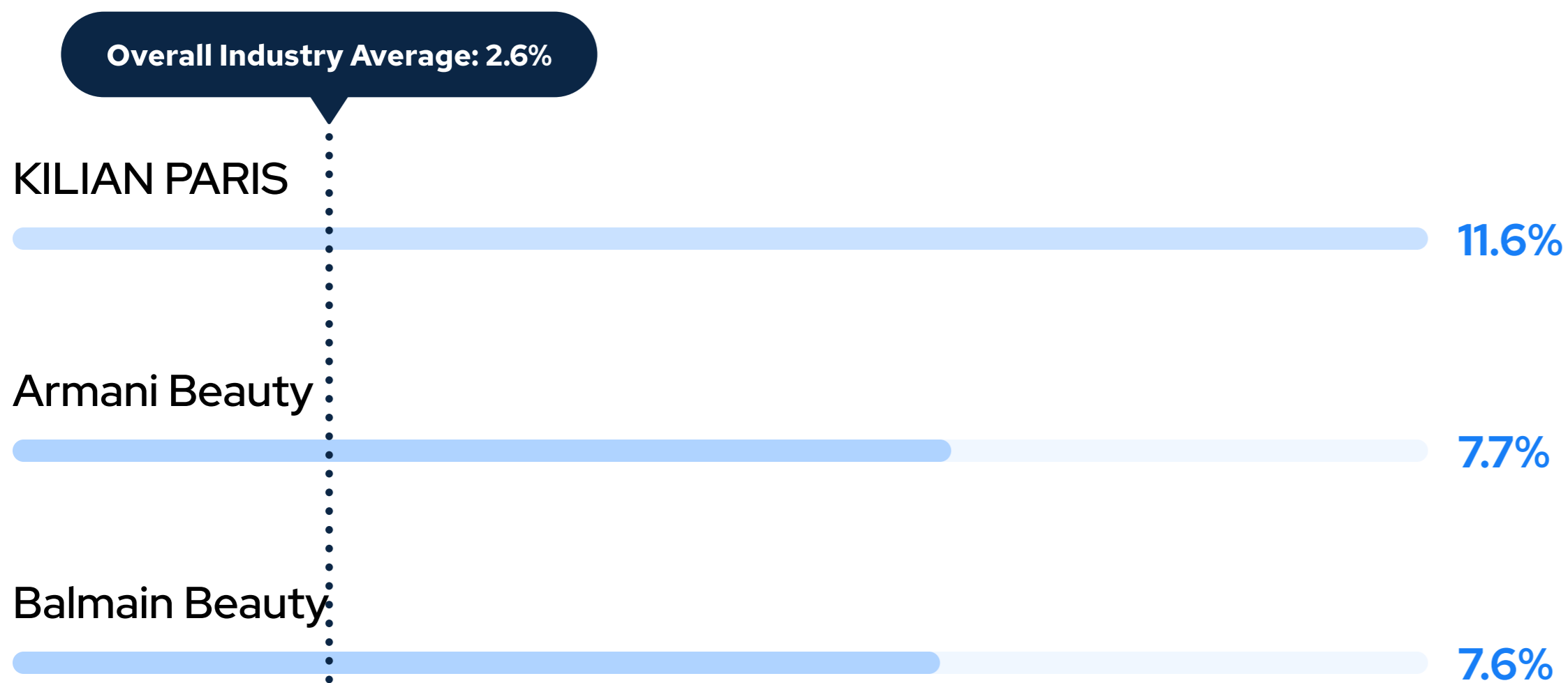


eva.nyc

Top Luxury Beauty Brands by Engagement Rate (Views)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagement Per Post
413.9K	6	3.0%	705.2K	67	331.0K	2.8	2.6%	2.7%	1.7K

Averages are per post
*Customer data only

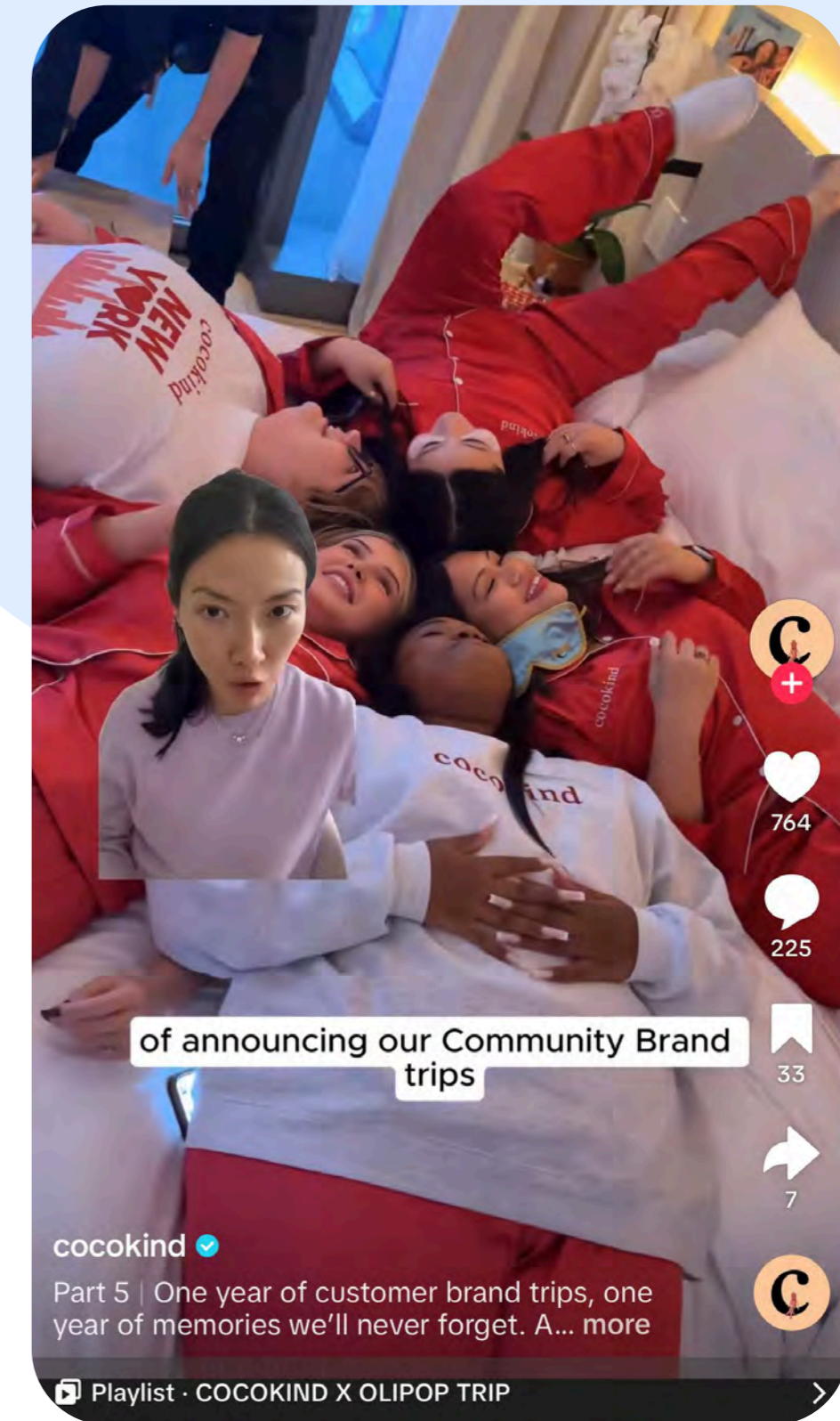
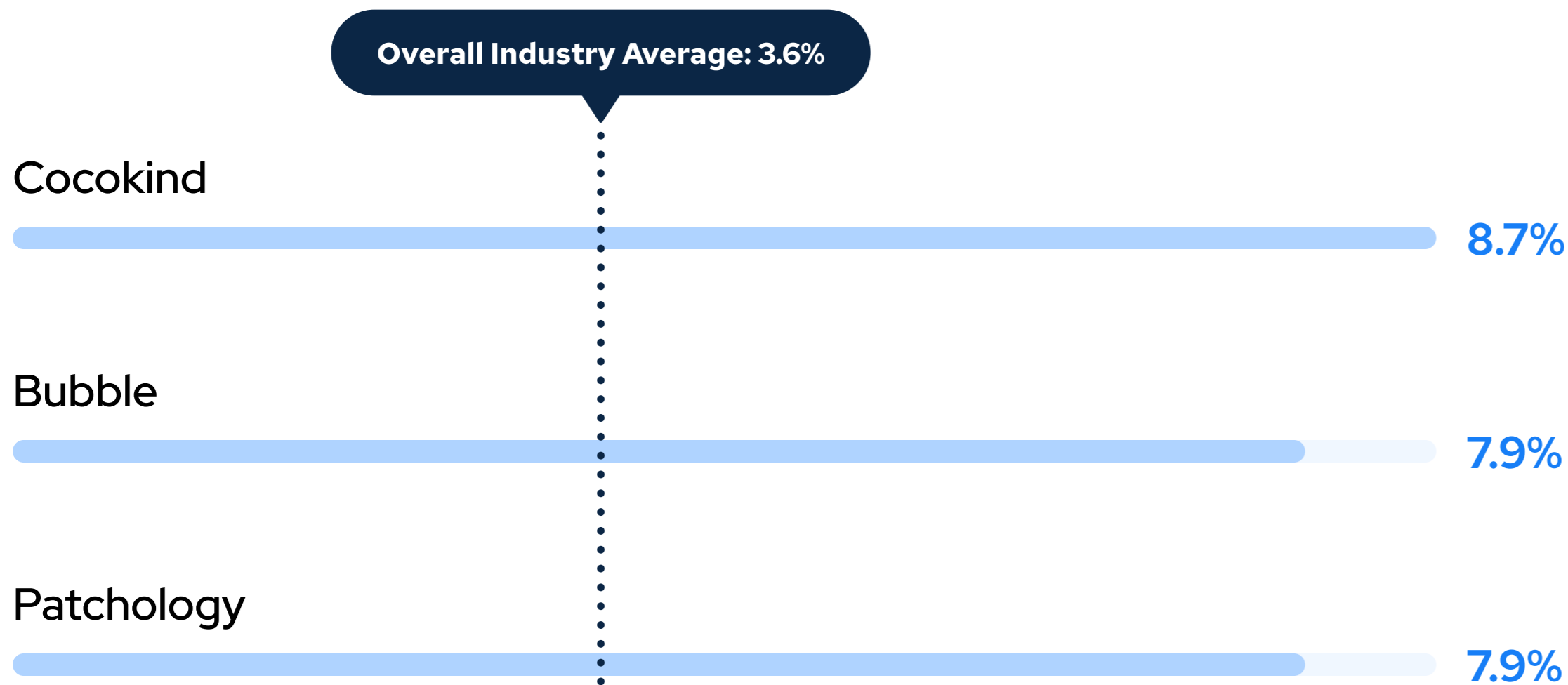


ARMANI
beauty

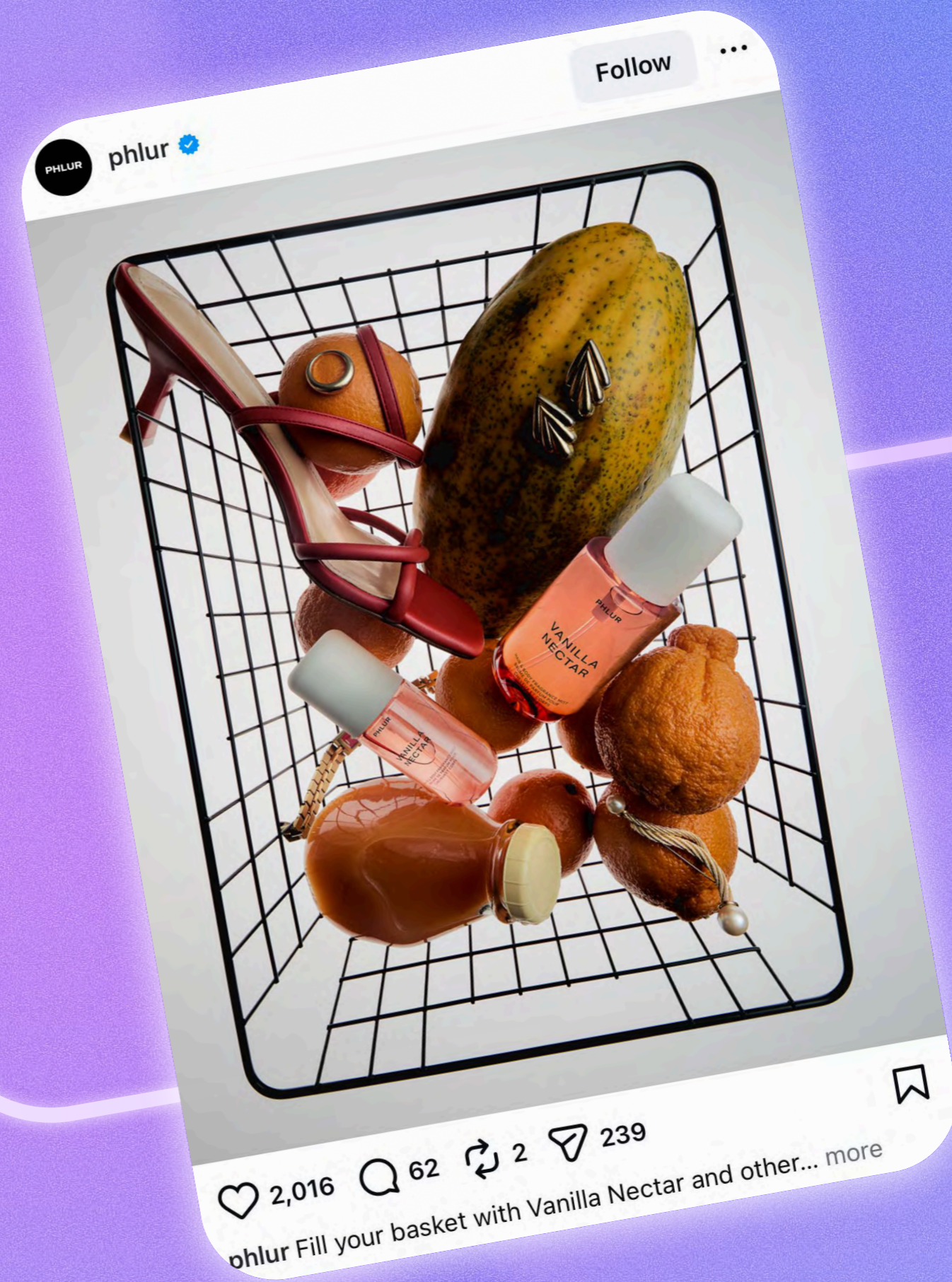
Top Skincare Brands by Engagement Rate (Views)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagement Per Post
436.3K	5	2.4%	167.7K	87	98.4K	3.4	3.6%	4.1%	2.3K

Averages are per post
*Customer data only



cocokind



Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Views Per Post*	Shares Per Post*	Saves Per Post*	Entertainment Score* (Reels)	Engagement Rate (Views)*	Engagement Rate (Followers)
Overall	2.2M	9	0.7%	188.8K	388.1K	1.1K	480	4.4	1.9%	0.4%
Growing Brands <small>(0 - 190K Followers)</small>	90.5K	4	1.0%	13.4K	32.9K	128	46	3.9	2.0%	0.5%
Established Brands <small>(190K - 1.1M Followers)</small>	500.4K	7	0.6%	44.5K	102.1K	343	160	3.7	1.8%	0.4%
Established Brands <small>(1.1M+ Followers)</small>	7.2M	17	0.4%	333.8K	677.8K	1.8K	814	5.0	1.9%	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*	Average Reach Per Post*
Image	1.3%	215.7K
Reels	2.7%	181.8K
Carousel	1.4%	177.0K

Dash Social Insight

Reels drive performance, and for brands, they're the biggest opportunity to boost it. Start strong in the first four seconds, then deliver something worth sharing. Create content that makes people say, "I've got to show you this."

Average Instagram Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	2.2M	1.2M	2.6M	3.4M	1.9M	761.7K	1.1M	6.7M	7.4M	6.5M	3.1M	1.7M
Weekly Posts	5	5	4	8	5	5	5	6	31	25	8	5
Monthly Follower Growth Rate	0.7%	0.6%	0.7%	0.5%	0.5%	0.8%	0.6%	0.5%	1.3%	0.8%	0.5%	1.3%
Reach Per Post*	74.0K	38.4K	57.0K	48.6K	70.7K	39.8K	46.2K	128.8K	393.1K	275.7K	61.9K	58.4K
Views Per Post*	171.0K	77.6K	131.0K	139.9K	158.1K	89.6K	104.3K	360.3K	772.8K	529.8K	152.6K	114.2K
Shares Per Post*	256	572	473	212	679	306	256	470	2.5K	1.4K	267	489
Saves Per Post*	202	126	202	161	290	201	235	290	922	669	143	256
Entertainment Score* (Reels)	4.3	3.3	4.7	3.1	5.0	3.7	3.6	4.7	5.3	4.9	3.2	4.7
Engagement Rate (Views)*	2.1%	1.6%	2.6%	1.3%	2.5%	1.8%	1.5%	1.8%	2.3%	1.9%	1.5%	2.1%
Engagement Rate (Followers)	0.2%	0.2%	0.4%	0.1%	0.4%	0.2%	0.1%	0.2%	0.5%	0.4%	0.2%	0.4%

*Customer data only

Average Instagram Performance Across Beauty Industry

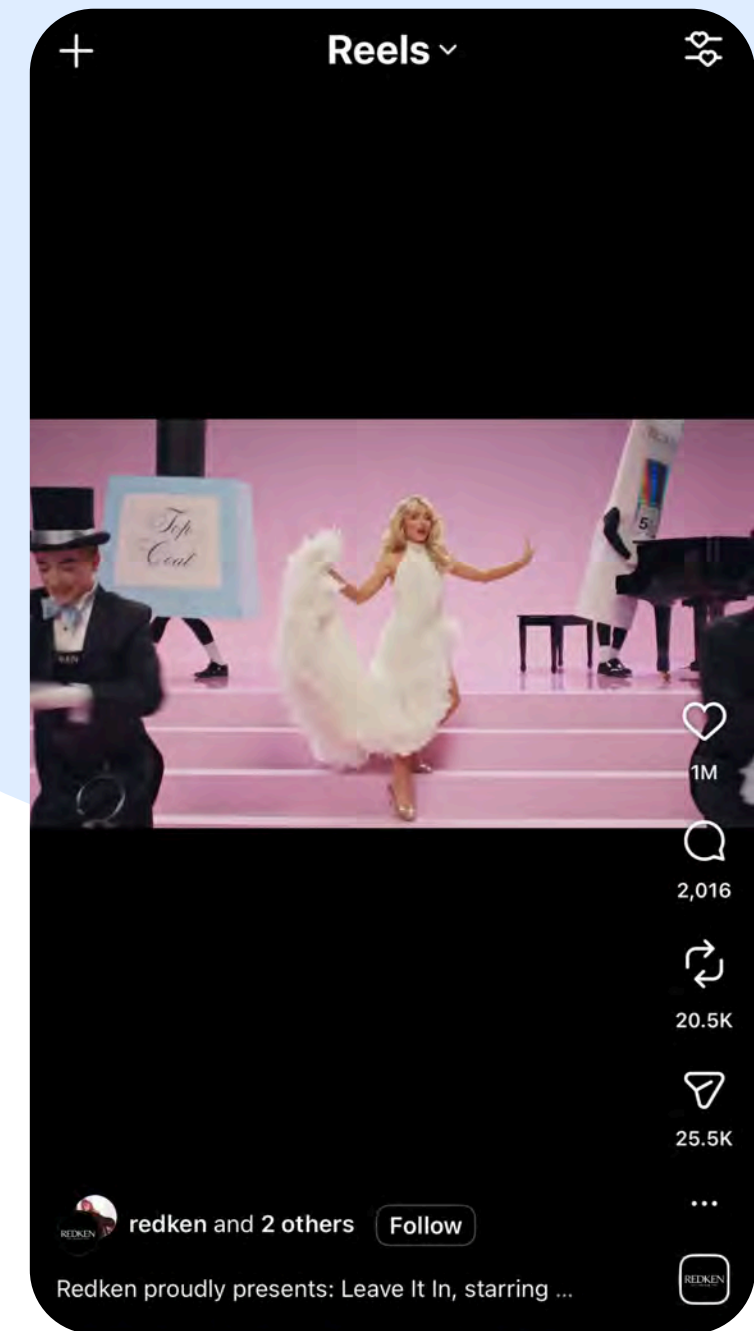
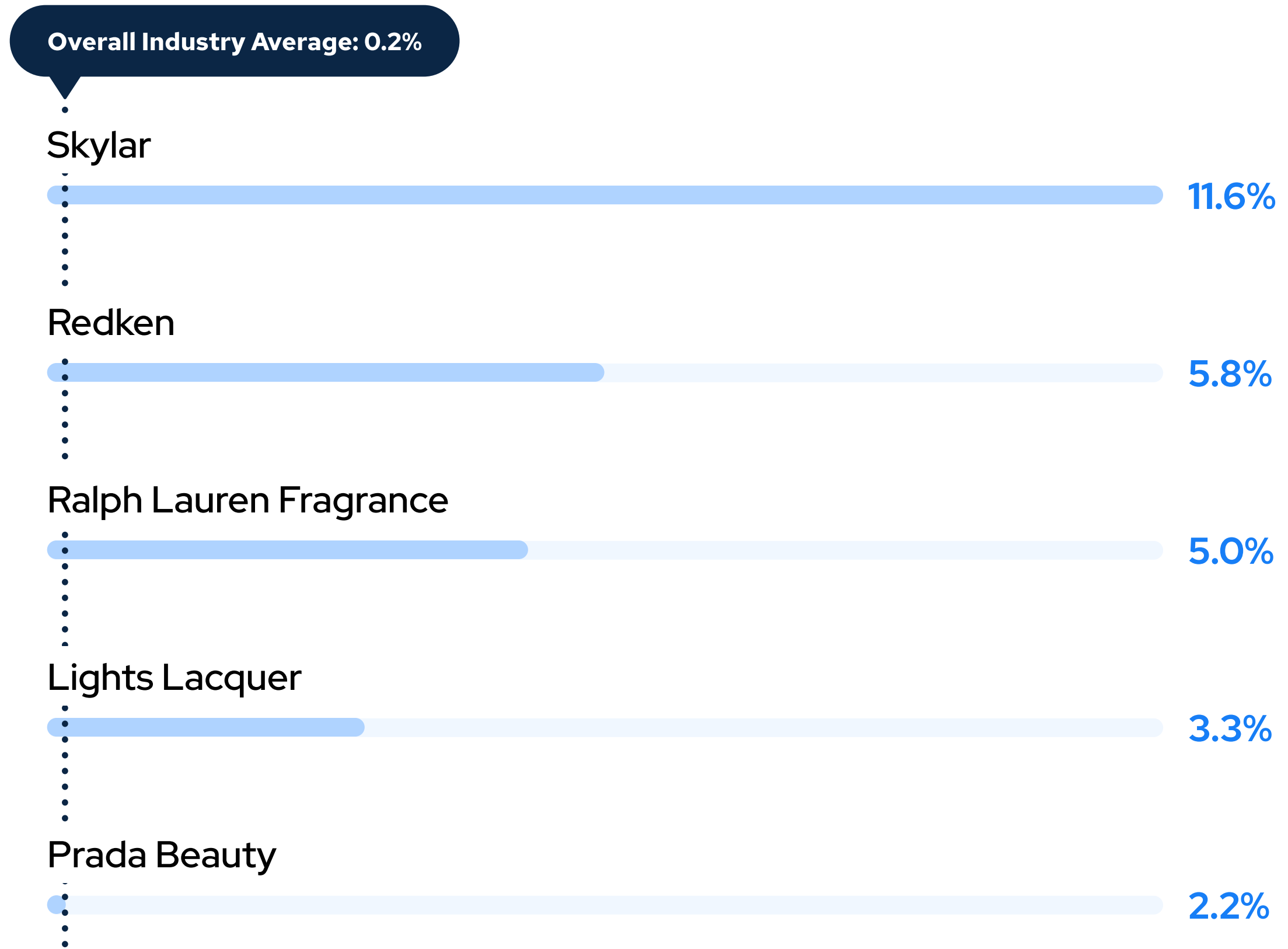
	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Views Per Post*	Shares Per Post*	Saves Per Post*	Entertainment Score* (Reels)	Engagement Rate / Views*	Engagement Rate / Followers
Overall	2.2M	5	0.7%	74.0K	171.0K	256	202	4.3	2.1%	0.2%
Growing Brands <small>(0 - 190K Followers)</small>	105.9K	4	1.0%	7.2K	19.0K	37	30	4.3	2.2%	0.3%
Established Brands <small>(190K - 1.1M Followers)</small>	505.5K	6	0.6%	28.9K	68.2K	177	118	4.0	2.1%	0.3%
Established Brands <small>(1.1M+ Followers)</small>	6.2M	8	0.3%	192.4K	440.6K	536	455	4.6	2.0%	0.2%

*Customer data only

Content Format Performance

	Engagement Rate / Views	Average Reach Per Post
Static	1.3%	49.6K
Reels	2.7%	85.2K
Carousel	1.3%	66.5K

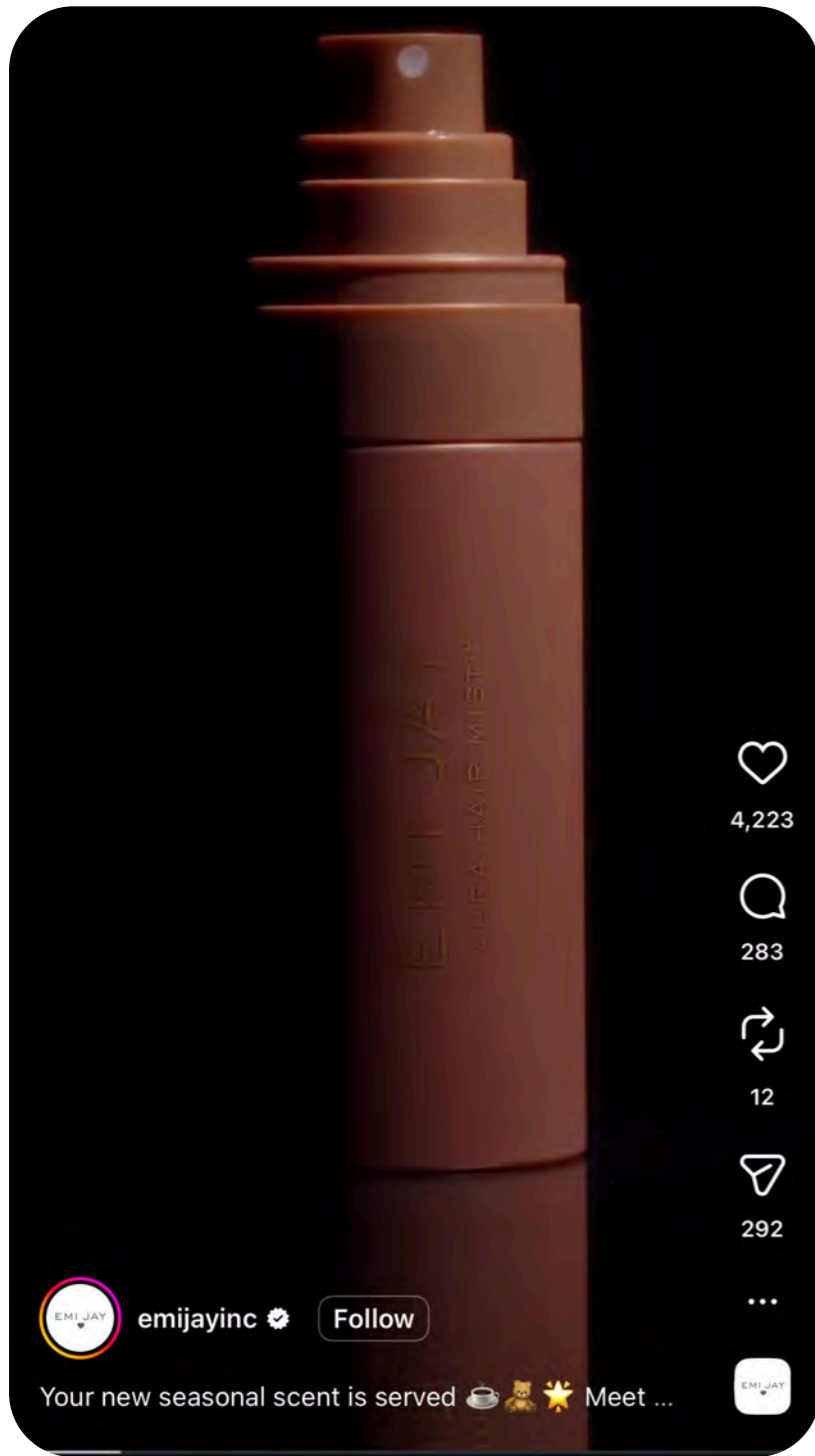
Top Beauty Brands by Engagement Rate (Followers)



REDKEN
5TH AVENUE NYC

Hi-fi, close-up product shots give audiences a real sense of Redken's texture and feel. UGC and its partnership with hair icon Sabrina Carpenter bring playful humor and aspirational style into the mix.

Winning Formulas for Creating Entertaining Reels Content



EMI JAY

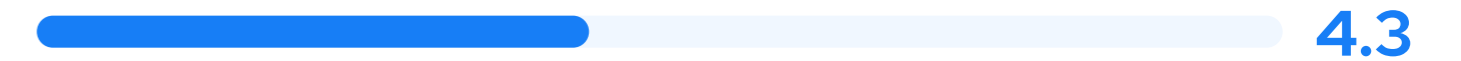
With a unified color palette and dreamy, aspirational visuals, Emi Jay shows that products can entertain, too. UGC adds social proof, while educational content keeps audiences watching and builds a strong sense of brand cohesion.

Entertainment Score

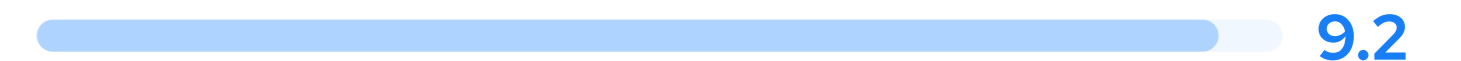
9.4/10 Compared to the beauty industry average of **4.3** and Emi Jay's own average of **8.7**.

Top Beauty Brands by Entertainment Score

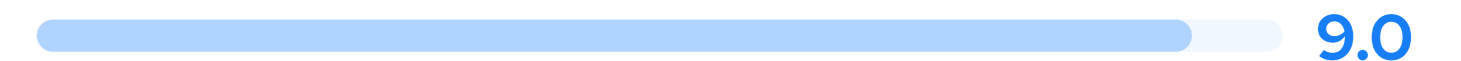
Overall Average



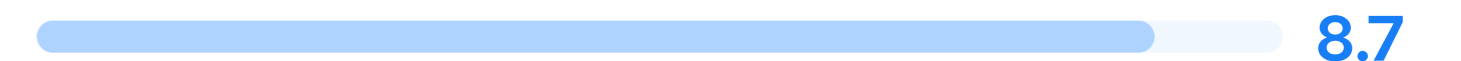
L'ANZA



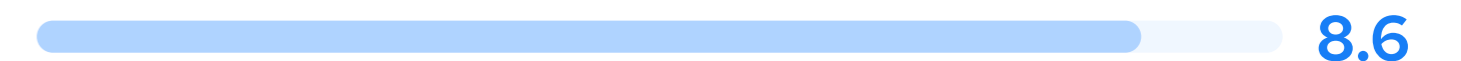
Balmain Beauty



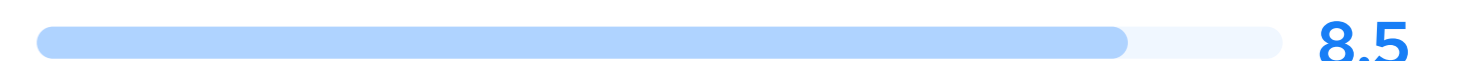
Emi Jay



Huda Beauty



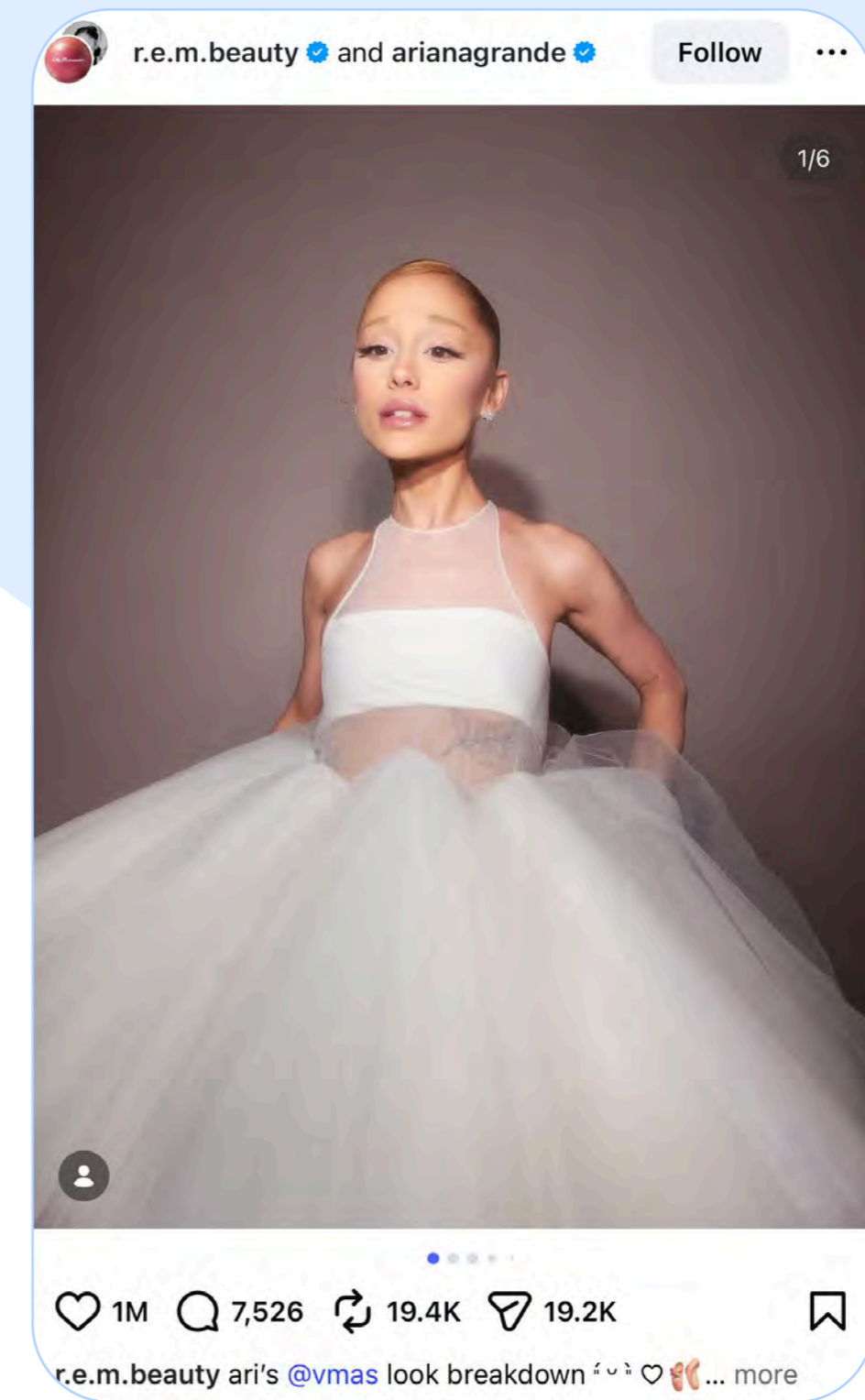
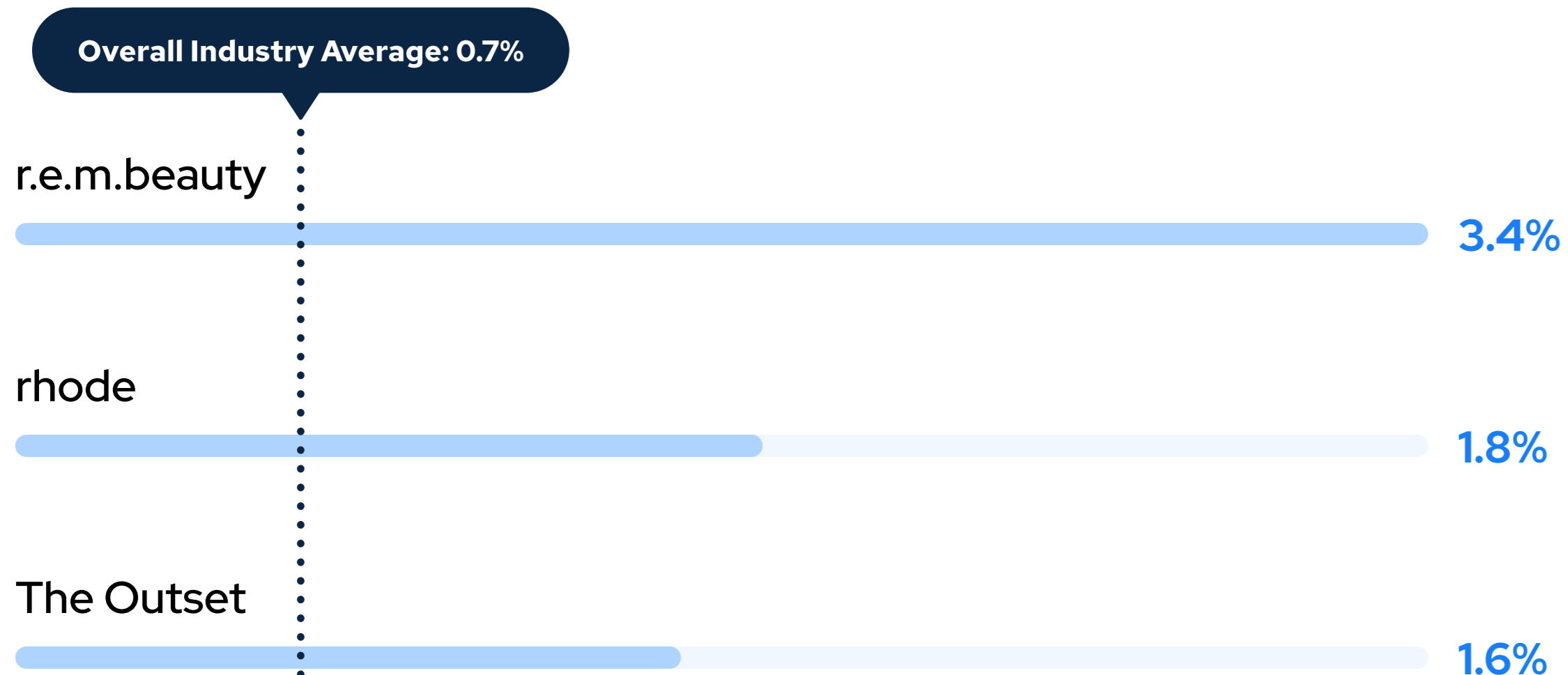
Phlur



Instagram Top Celebrity Beauty Brands by Engagement Rate (Followers)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Reach Per Post*	Views Per Post*	Entertainment Score*	Shares Per Post*	Saves Per Post*	Engagement Rate (Followers)	Engagement Rate (Views)*
4.7M	7	0.7%	408.9K	952.8K	5.8	797	688	0.7%	2.6%

Averages are per post
*Customer data only

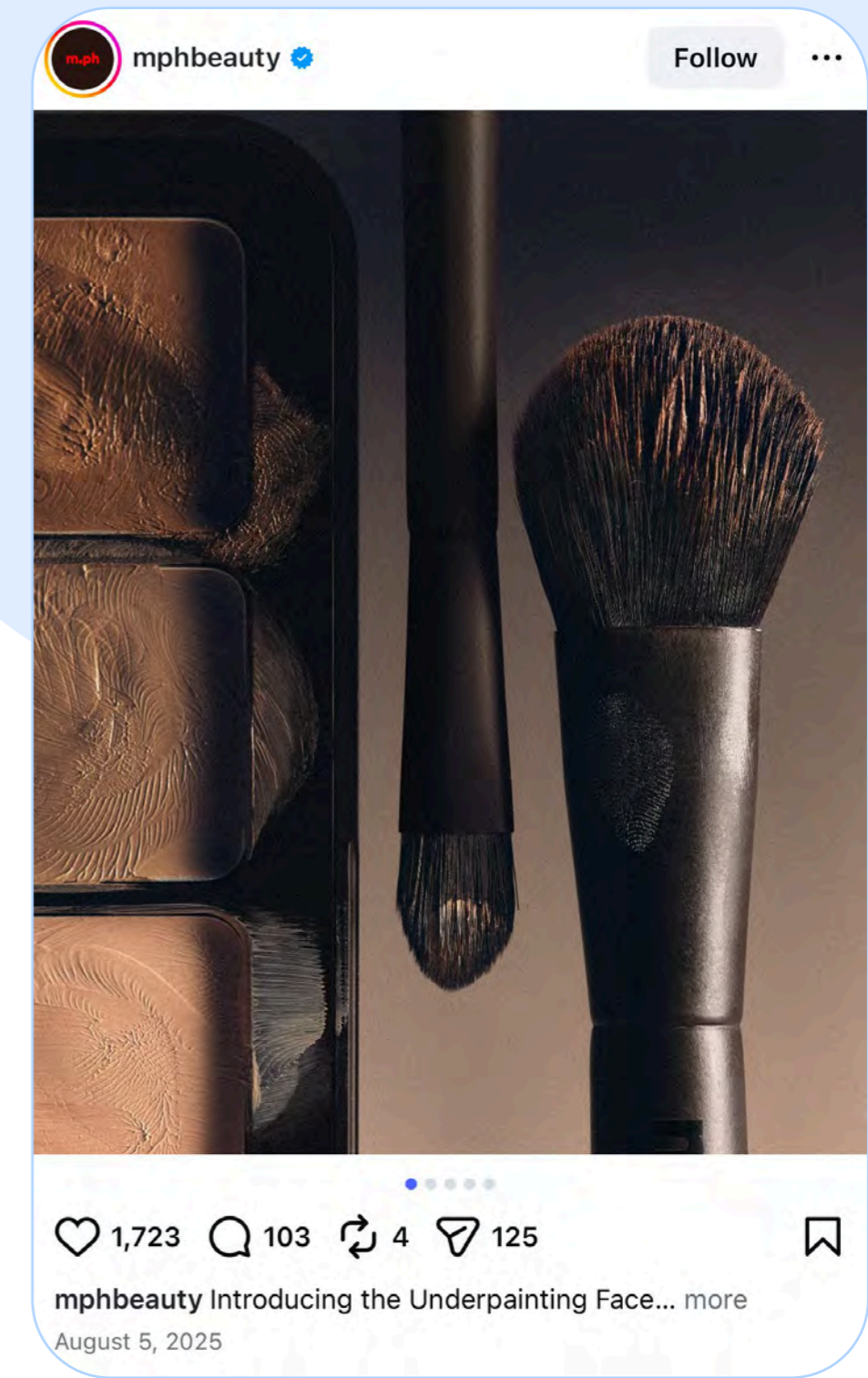
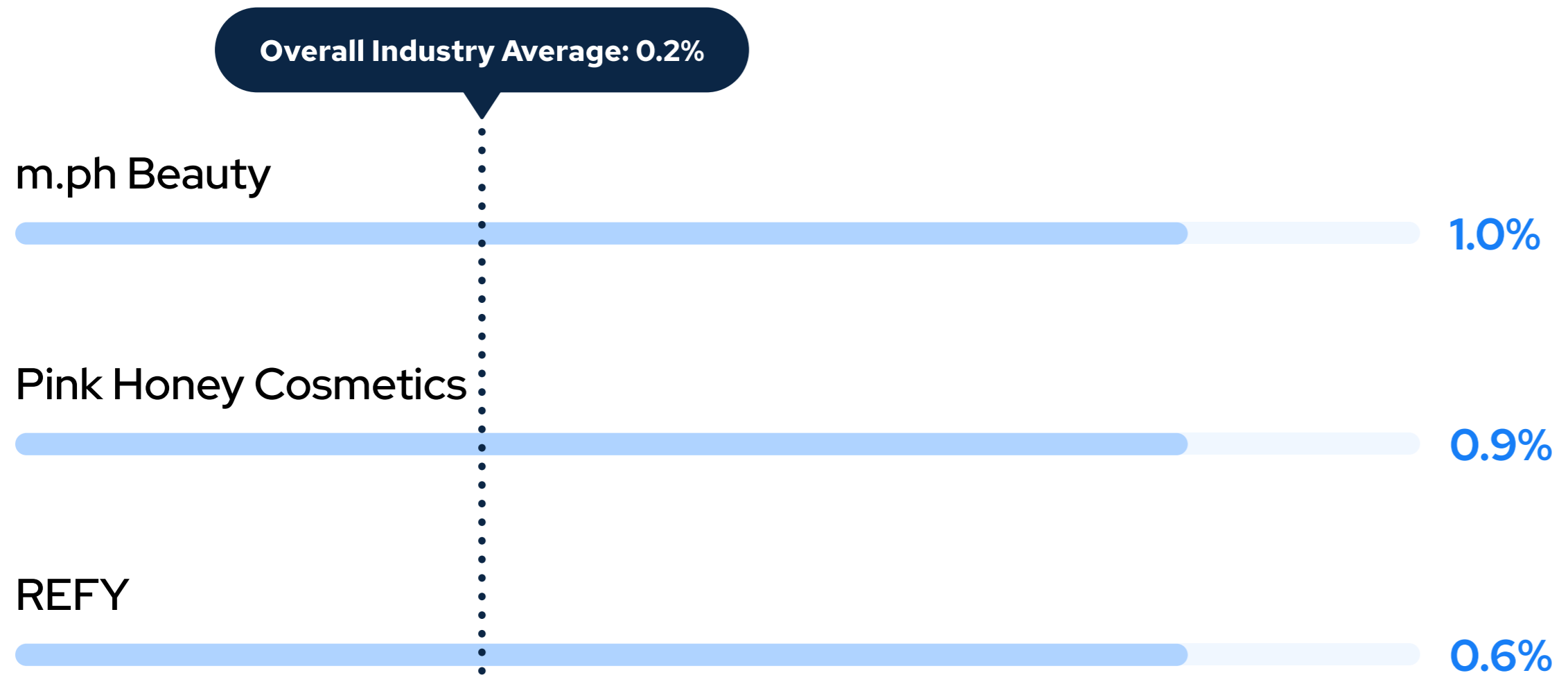


r.e.m.beauty

Instagram Top Cosmetics Brands by Engagement Rate (Followers)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Reach Per Post*	Views Per Post*	Entertainment Score*	Shares Per Post*	Saves Per Post*	Engagement Rate (Followers)	Engagement Rate (Views)*
4.3M	7	0.5%	134.6K	298.9K	4.3	362	320	0.2%	2.0%

Averages are per post
*Customer data only

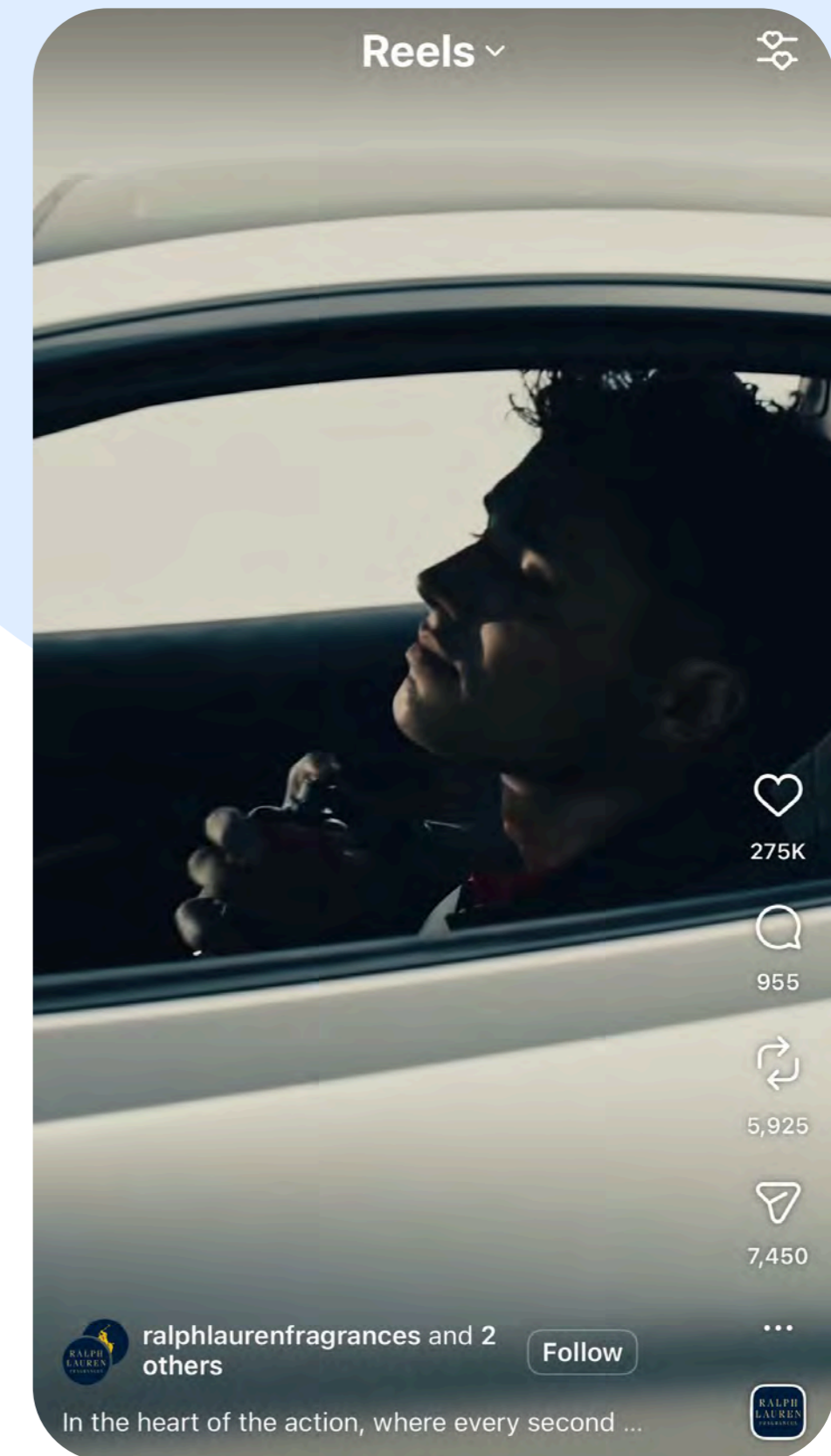
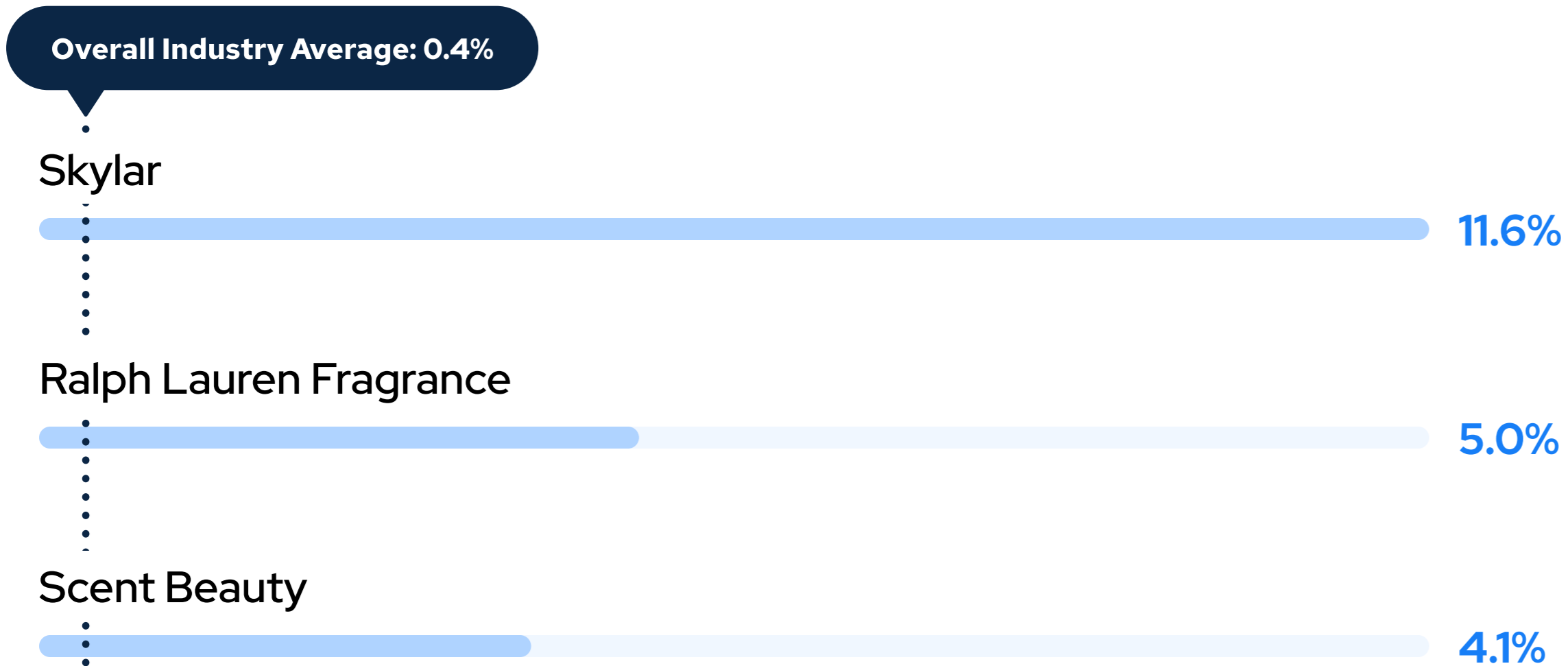


m.ph

Instagram Top Fragrance Brands by Engagement Rate (Followers)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Reach Per Post*	Views Per Post*	Entertainment Score*	Shares Per Post*	Saves Per Post*	Engagement Rate (Followers)	Engagement Rate (Views)*
1.9M	4	1.0%	28.6K	108.3K	5.1	168	105	0.4%	2.1%

Averages are per post
*Customer data only

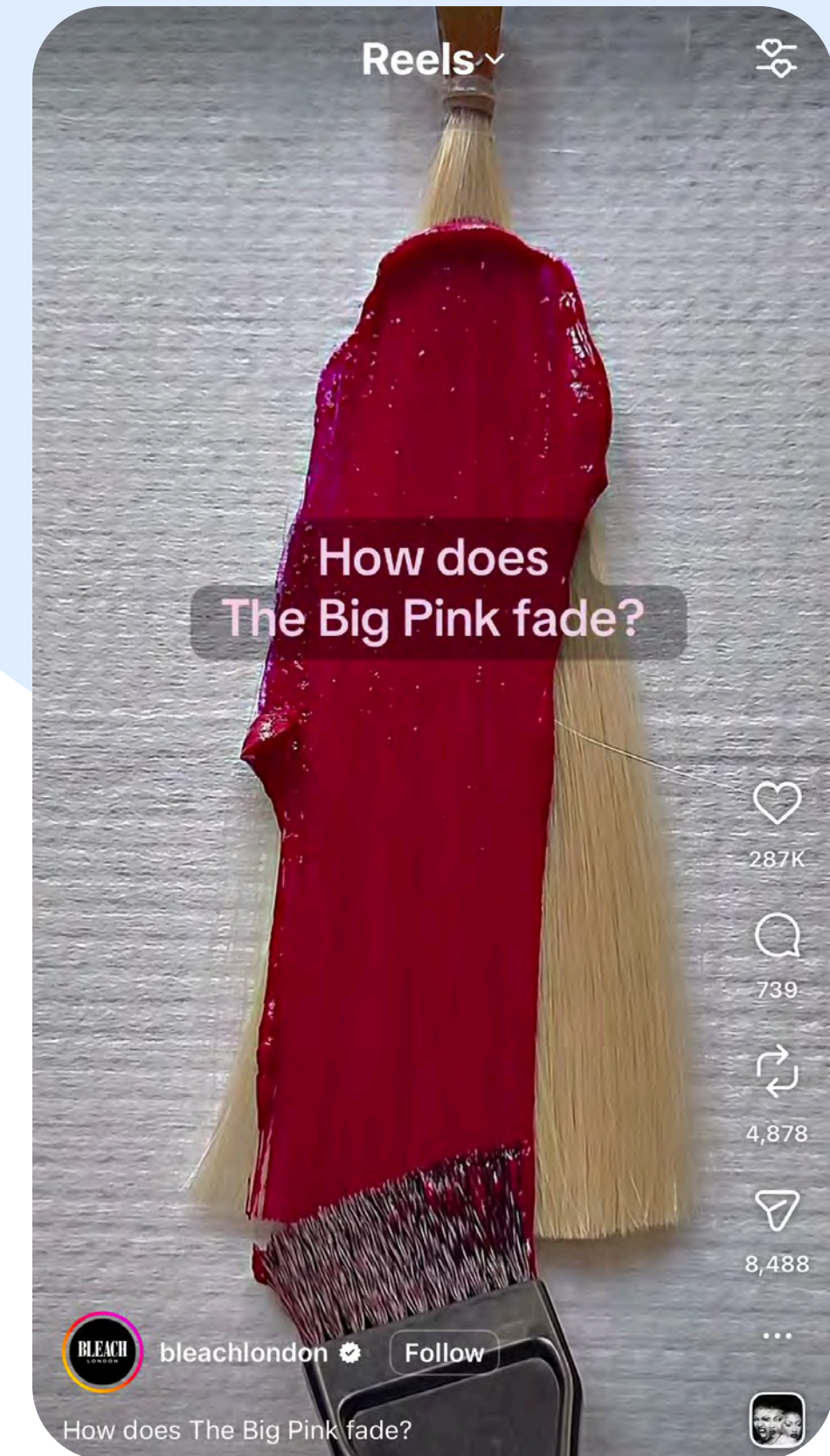
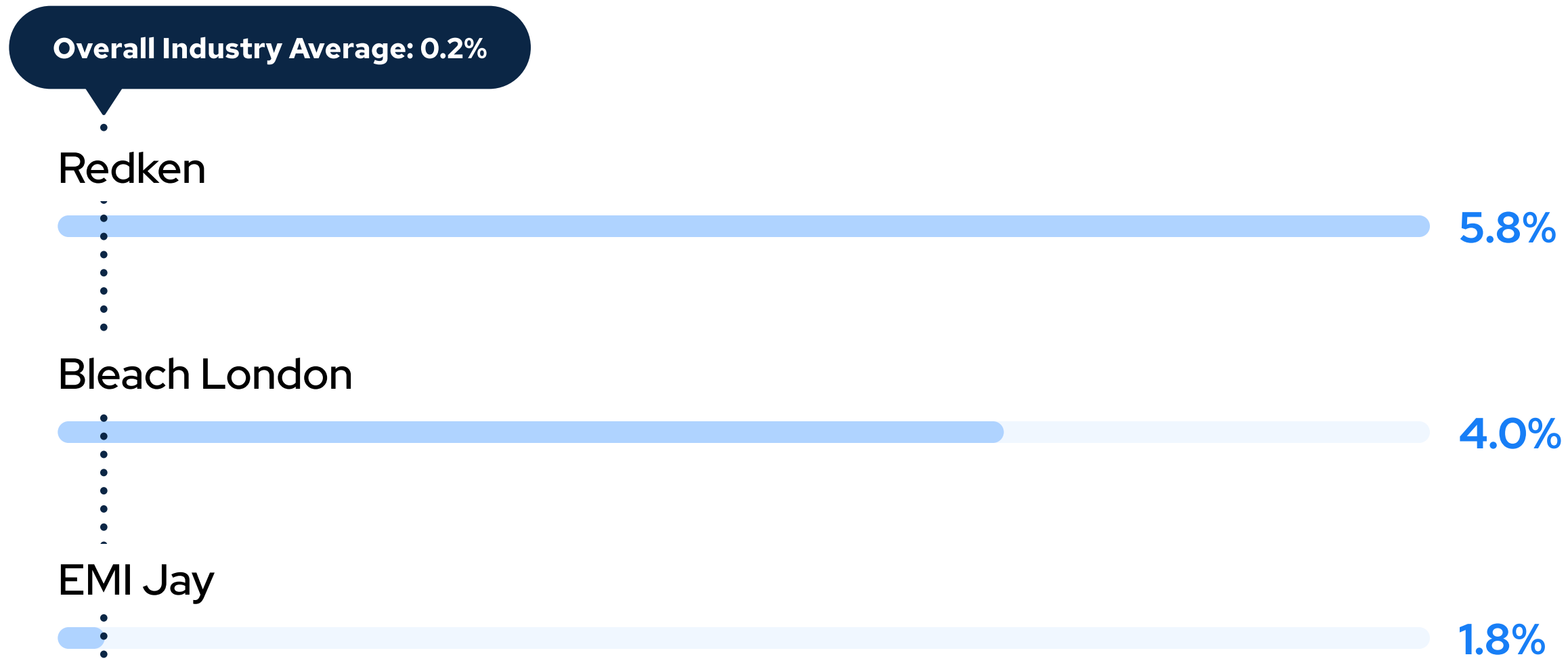


RALPH LAUREN
FRAGRANCES

Top Haircare Brands by Engagement Rate (Followers)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Reach Per Post*	Views Per Post*	Entertainment Score*	Shares Per Post*	Saves Per Post*	Engagement Rate (Followers)	Engagement Rate (Views)*
679.4K	5	0.7%	27.0K	60.6KK	4.1	121	106	0.2%	2.1%

Averages are per post
*Customer data only

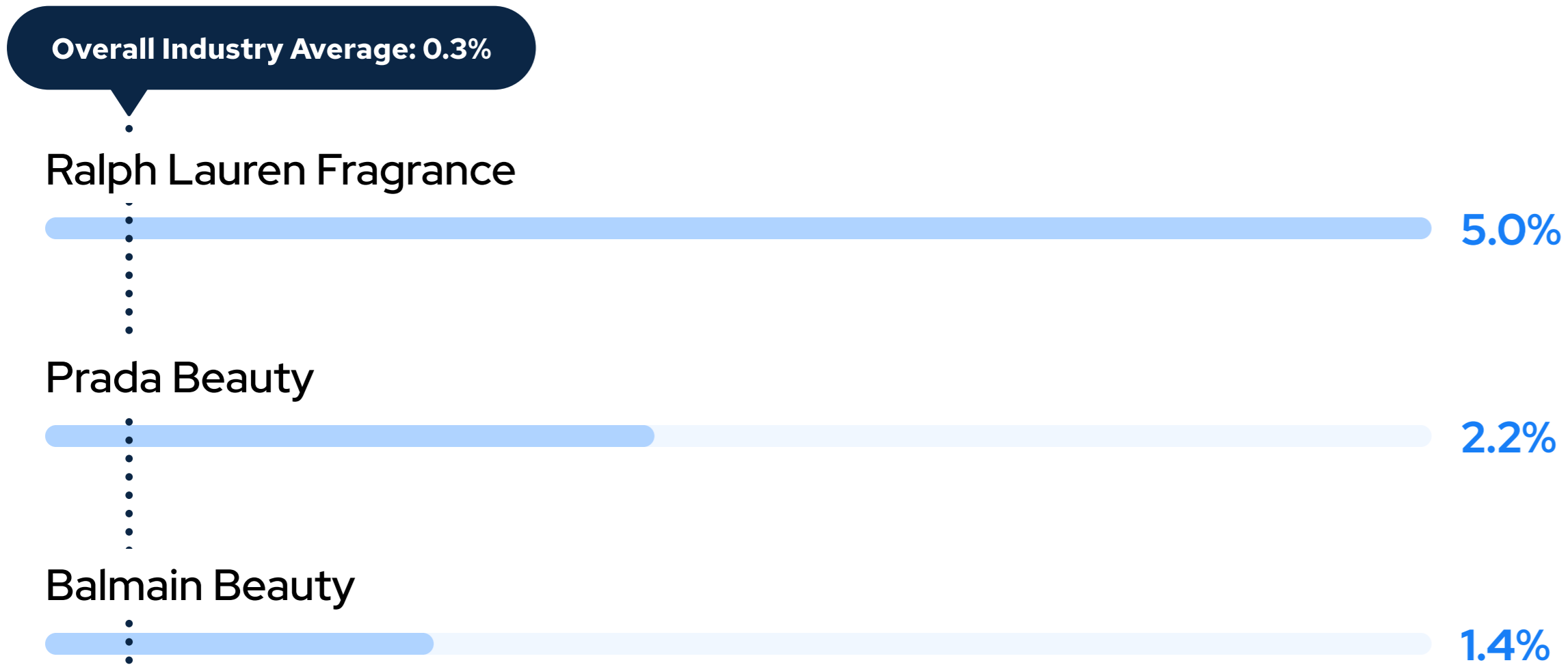


BLEACH
LONDON

Top Luxury Beauty Brands by Engagement Rate (Followers)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Reach Per Post*	Views Per Post*	Entertainment Score*	Shares Per Post*	Saves Per Post*	Engagement Rate (Followers)	Engagement Rate (Views)*
4.3M	5	0.9%	91.4K	257.3K	5.9	373	298	0.3%	2.3%

Averages are per post
*Customer data only

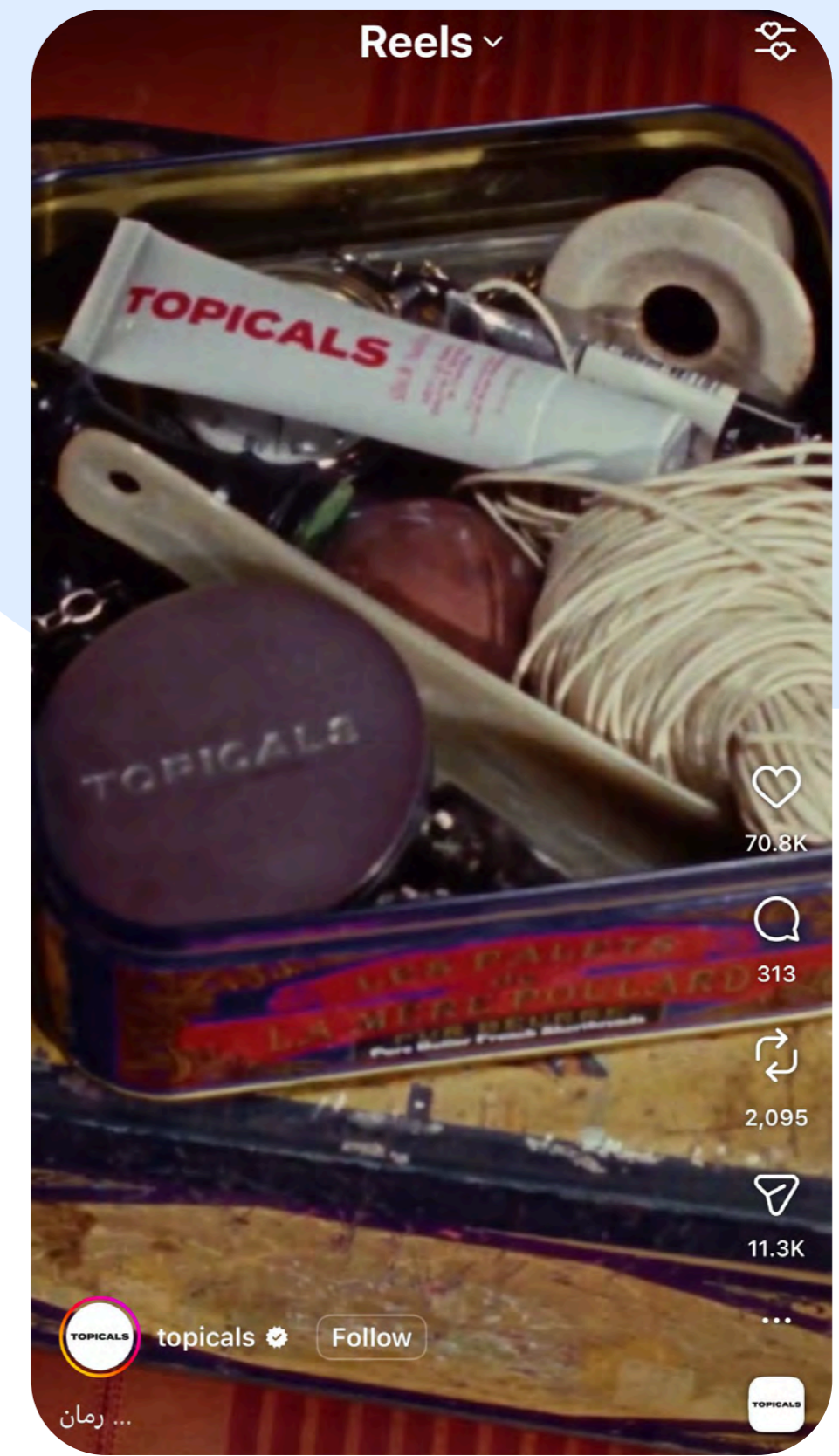
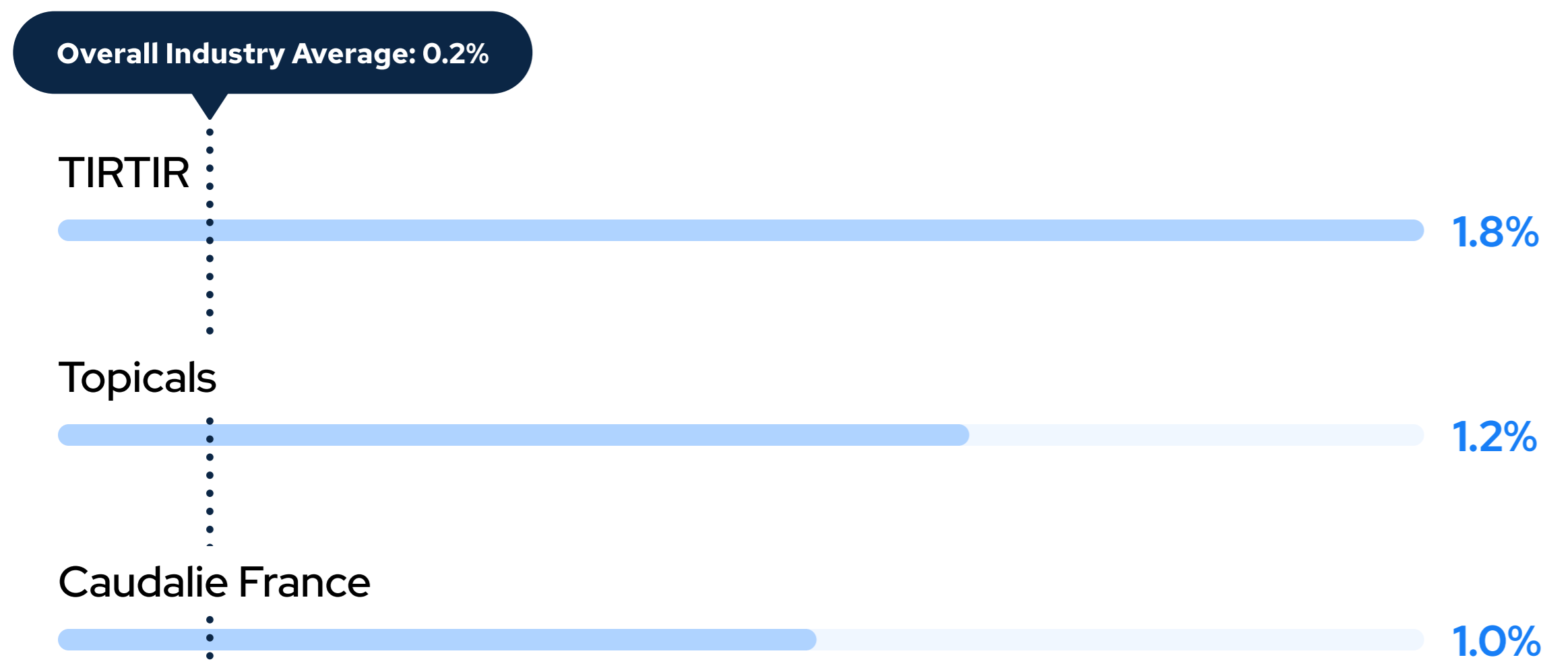


PRADA

Instagram Top Skincare Brands by Engagement Rate (Followers)

Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Reach Per Post*	Views Per Post*	Entertainment Score*	Shares Per Post*	Saves Per Post*	Engagement Rate (Followers)	Engagement Rate (Views)*
1.2M	5	0.6%	69.0K	168.4K	4.5	230	152	0.2%	2.2%

Averages are per post
*Customer data only



TOPICALS



Fall Candle vibes
but make it tiny!

85
Dislike
0
Share
Remix

@bathandbodyworks [Subscribe](#)

When your tiny kitchen is giving all the fall vibes. @ ...

Bath & Body Works

Bath & Body Works

The image shows a video player interface for a YouTube video. The video content depicts a kitchen scene with a blue and white checkered backsplash, white cabinets, and a marble countertop. A person is lighting a small candle in a patterned holder. The video has 85 likes and 0 dislikes. The user interface includes icons for Dislike, comments (0), Share, and Remix. The channel name is @bathandbodyworks with a Subscribe button. The video description reads "When your tiny kitchen is giving all the fall vibes. @ ...". The Bath & Body Works logo is visible in the bottom left and right corners of the video frame.

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	1.3%	629	24	90%	126.7K
Growing Brands <small>(0 – 20K Followers)</small>	6.7K	3	1.4%	58	1	97%	80.4K
Established Brands <small>(20K – 150K Followers)</small>	70.1K	5	1.4%	185	4	95%	141.7K
Large Brands <small>(150K+ Followers)</small>	3.2M	8	1.0%	1.5K	60	75%	155.3K

*Customer data only

Content Format Performance

	Video Views Per Post	Engagements Per Post
Shorts	75.6K	502
On-Demand	229.4K	400

Dash Social Insight

YouTube keeps users watching longer than any other platform. Use Shorts to build connections, and on-demand content to reach more viewers. You don't win on YouTube by picking a format. Growth comes from using both together.

Average YouTube Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Subscriber Count	143.5K	603.8K	1.7M	71.1K	302.3K	285.4K	115.6K	487.0K	6.1M	1.2M	556.0K	228.8K
Weekly Videos	5	4	2	8	3	3	2	3	16	14	6	3
Monthly Follower Growth Rate*	1.0%	2.2%	1.1%	0.8%	0.4%	2.0%	1.2%	1.0%	0.8%	1.6%	1.5%	1.7%
Likes Per Post	265	49	532	133	376	117	120	434	1.7K	926	391	599
Comments Per Post	5	1	14	3	8	2	3	12	95	41	3	7
Percentage Viewed*	102%	70%	87%	106%	**	**	78%	**	**	54%	**	**
Video Views Per Post	145.0K	58.9K	154.0K	156.8K	313.1K	136.6K	53.2K	143.8K	110.5K	36.2K	242.4K	186.4K

*Customer data only

**Limited data available

Average YouTube Performance Across Beauty Industry

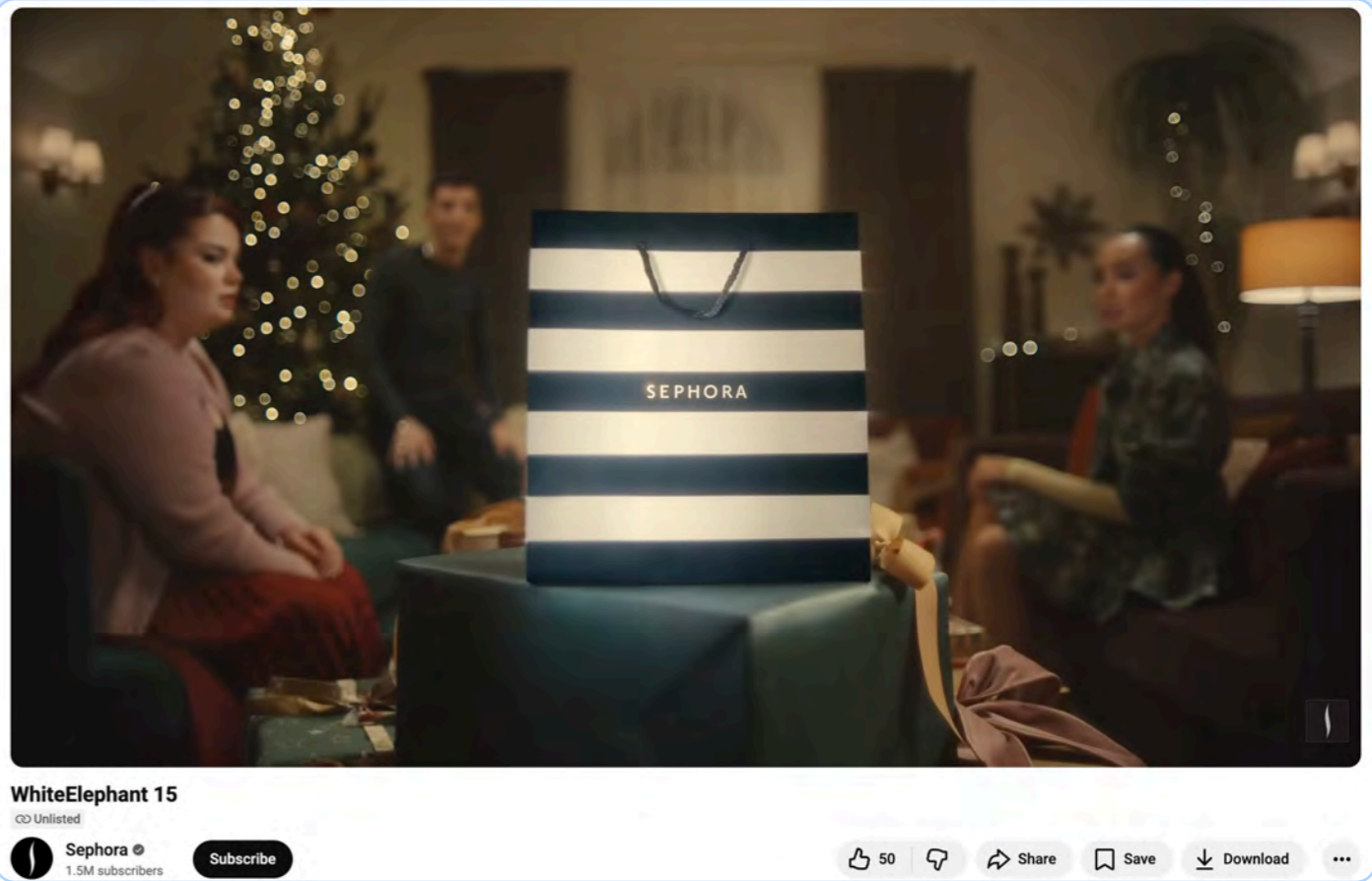
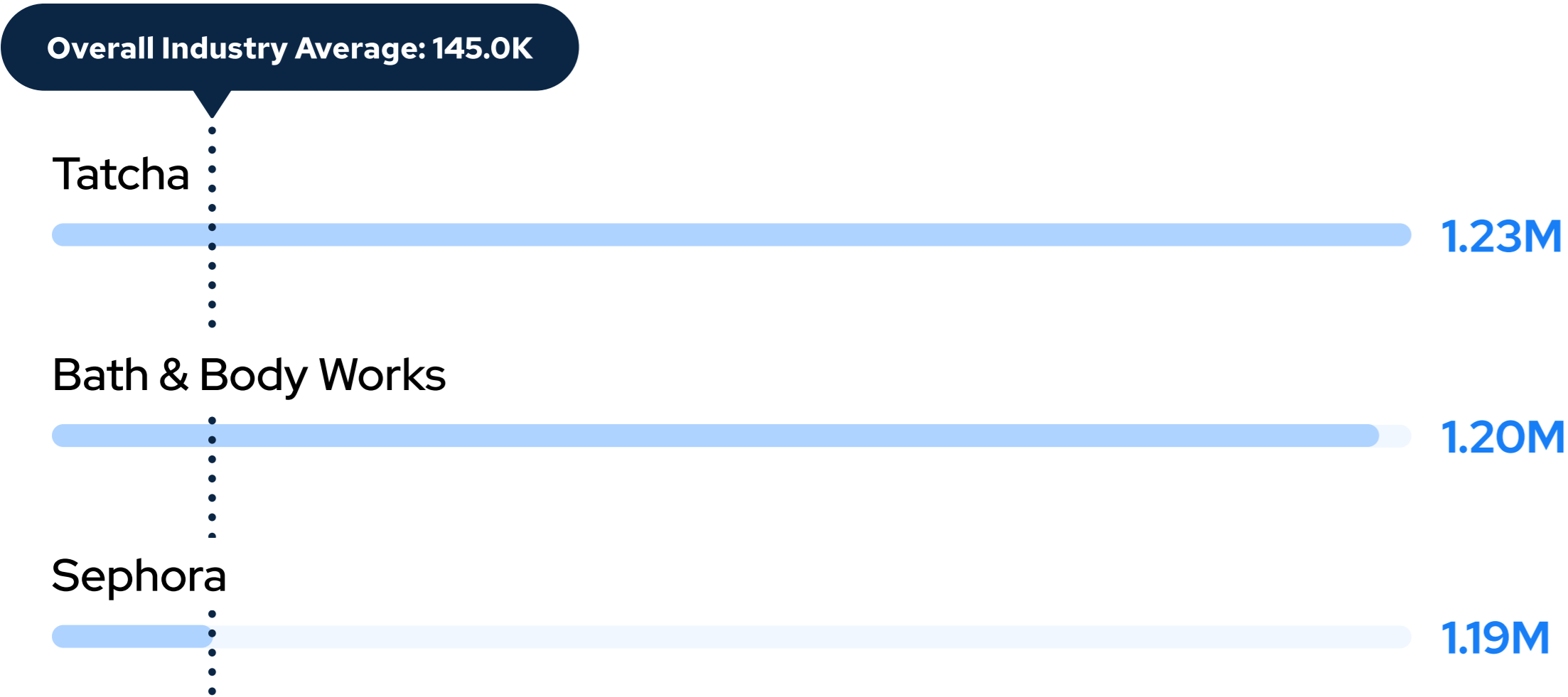
	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes Per Post	Comments Per Post	Video Views Per Post
Overall	143.5K	5	1.0%	265	5	145.0K
Growing Brands <small>(0 – 20K Followers)</small>	7.5K	4	1.0%	93	1	98.7K
Established Brands <small>(20K – 150K Followers)</small>	67.7K	5	1.3%	145	1	167.8K
Large Brands <small>(150K+ Followers)</small>	507.3K	7	0.6%	784	19	187.8K

*Customer data only

Content Format Performance

	Video Views Per Post	Engagements Per Post
Shorts	98.0K	484
On-Demand	255.6K	46

Top Beauty Brands by Video Views



SEPHORA

Tips and BTS insights from founders, pro MUAs, and beauty icons like the Rockettes help boost views for Sephora. The mix of education, entertainment, and access feels exclusive, and it gives people a reason to watch.

What We Can Learn From Beauty Brands' Strategies

Education Is Key

Lean into education and entertainment to share more about your brand or product while hooking viewers.

Varied Content Mix

A mix of content prevents your feed from feeling repetitive and gives people different reasons to engage. Balance product education, UGC reviews, and content pillars that align with your goals.

Explore Brand Collaborations

The right partnerships help grow reach and awareness. Go behind the scenes at events and tease product collaborations to boost exposure.

Featured Dash Social Customers

BALMAIN
PARIS

BLEACH
LONDON

caliray

EMI JAY

florence
by mills

Kilian
PARIS

L'ANZA

gisou

rhode

TAN-LUXE

Bath & Body Works®



BOUNCE CURL

cocokind

eva·nyc

GARNIER

Lights Lacquer

MiniLuxe

REDKEN
5TH AVENUE NYC

SCENT BEAUTY.

TATCHA

belif

BUBBLE
SKINCARE

credo
BEAUTY

FENTY SKIN

hudabeauty

Christian
Louboutin

m.ph

r.e.m.beauty

SEPHORA

TOPICALS



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.

THE BEST BRANDS ON SOCIAL. POWERED BY DASH.



Get a Demo

Cross-Channel Monthly Report

Reporting Period: This Month | Graph View by Week | Filters

What are my top performing TikTok videos this month?

Today

3:22pm

Ask any question

LikeShop Clicks: 2,350 (+0.25%)

Impressions: 1.54M (+0.15%)

Video Views: 60,000

Post	Eng. Rate	Effectiveness	Engagements	Reach
ava (Mar 12, 11:15 AM)	6.37%	77.60%	107,297	789,408
mad.a.line (Mar 2, 1:32 PM)	7.02	68,184	402	5.4s
ava (Mar 22, 4:46 PM)	1.13%	6.34%	19,151	235,576
ava (Mar 18, 12:30 PM)	1.02%	16,738	171	16,220



Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach Per Post	Reactions Per Post	Engagement Rate
Overall	1.1M	26	0.6%	21.6K	265	1.0%
Growing Brands <small>(0 – 100K Followers)</small>	30.3K	9	1.2%	5.6K	97	1.2%
Established Brands <small>(100K – 850K Followers)</small>	364.7K	19	0.4%	13.9K	184	0.9%
Large Brands <small>(850K+ Followers)</small>	3.8M	67	0.04%	57.0K	638	0.8%

*Calculation: (Reactions + Comments + Shares + Post Clicks) / Views
Based on customer data

Dash Social Insight

Facebook is a high-volume channel, with brands posting 26 times per week on average, largely driven by large brands. Reach remains modest relative to audience size, showing that a large follower count does not guarantee strong reach, as seen on other platforms.

Average Pinterest Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagement Rate	Pin Clicks Per Post	Video Views Per Post
Overall	279.4K	31	0.3%	1.2K	1.6%	25	762
Growing Brands <small>(0 – 8K Followers)</small>	3.0K	15	0.9%	725	2.4%	31	274
Established Brands <small>(8K – 105K Followers)</small>	39.7K	25	0.1%	792	1.8%	26	553
Large Brands <small>(105K+ Followers)</small>	831.1K	51	0.01%	1.5K	1.3%	22	1.1K

*Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions
Based on customer data

Dash Social Insight

Pinterest is a high-output channel, with brands posting 31 times per week on average. That volume may contribute to lower impressions per post, but users are engaging with the content they do see.

Average LinkedIn Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagements Per Post	Likes Per Posts	Engagement Rate
Overall	99.2K	2	1.4%	9.2K	728	106	6.2%
Growing Brands <small>(0 – 12K Followers)</small>	5.9K	2	2.4%	859	95	18	5.5%
Established Brands <small>(12K – 50K Followers)</small>	26.5K	1	1.6%	3.5K	331	65	8.7%
Large Brands <small>(50K+ Followers)</small>	246.8K	4	0.9%	14.0K	1.1K	153	5.8%

*Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions
Based on customer data

Dash Social Insight

LinkedIn remains a lower-volume channel, with brands tailoring content to a more professionally focused audience. Even with fewer posts, engagement stays strong, showing that the content resonates.

X Average X Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagements Per Post	Likes Per Post	Engagement Rate*
Overall	985.2K	85	-0.3%	11.9K	299	37	2.3%
Growing Brands <small>(0 – 12.5K Followers)</small>	5.7K	3	0.3%	862	16	3	6.0%
Established Brands <small>(12.5K – 200K Followers)</small>	72.7K	37	-0.2%	3.9K	60	11	2.9%
Large Brands <small>(200K+ Followers)</small>	2.2M	155	-0.7%	13.8K	352	33	2.1%

*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions
Based on customer data

Dash Social Insight

X remains a high-volume channel for the brands still active there, with frequent posting driving steady visibility. But audience growth continues to decline, and impressions remain low relative to follower count.

@ Average Threads Performance Across All Industries

	Followers	Weekly Posts	Monthly Growth Rate	Weekly Profile Views	Engagements Per Post	Likes Per Post	Replies Per Post
Overall	494.3K	18	1.1%	618.2K	76	68	4
Growing Brands <small>(0 – 100K Followers)</small>	44.7K	13	1.2%	36.7K	19	17	1
Established Brands <small>(100K – 300K Followers)</small>	179.6K	14	0.9%	103.0K	69	63	3
Large Brands <small>(300K+ Followers)</small>	1.2M	27	1.0%	1.7M	143	128	8

*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions
Based on customer data

Dash Social Insight

Threads remains an active channel, with brands posting consistently and continuing to grow their followings. It also stands out as a strong awareness driver, generating high profile views across brand sizes.