



Social Media Benchmark Report

Food and Beverage 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 Food and Beverage Industry

Food and beverage is the broad landscape of packed food and beverage products as well as dining establishments.

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

Viewership Is Trending Up.

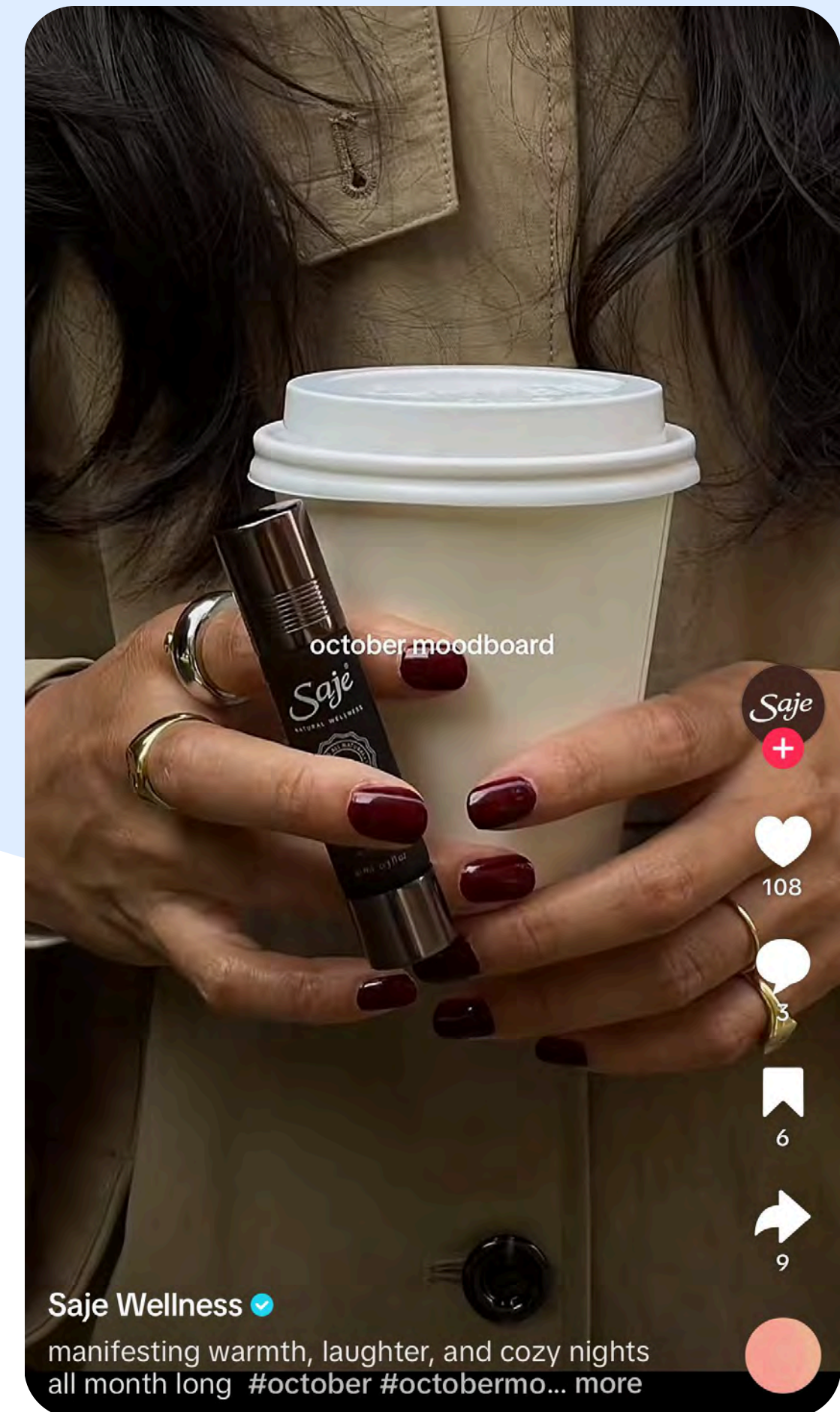
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

Follower Growth Slows, Indicating Shift in Behavior.

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.

Most Users Do Not Finish Videos.

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

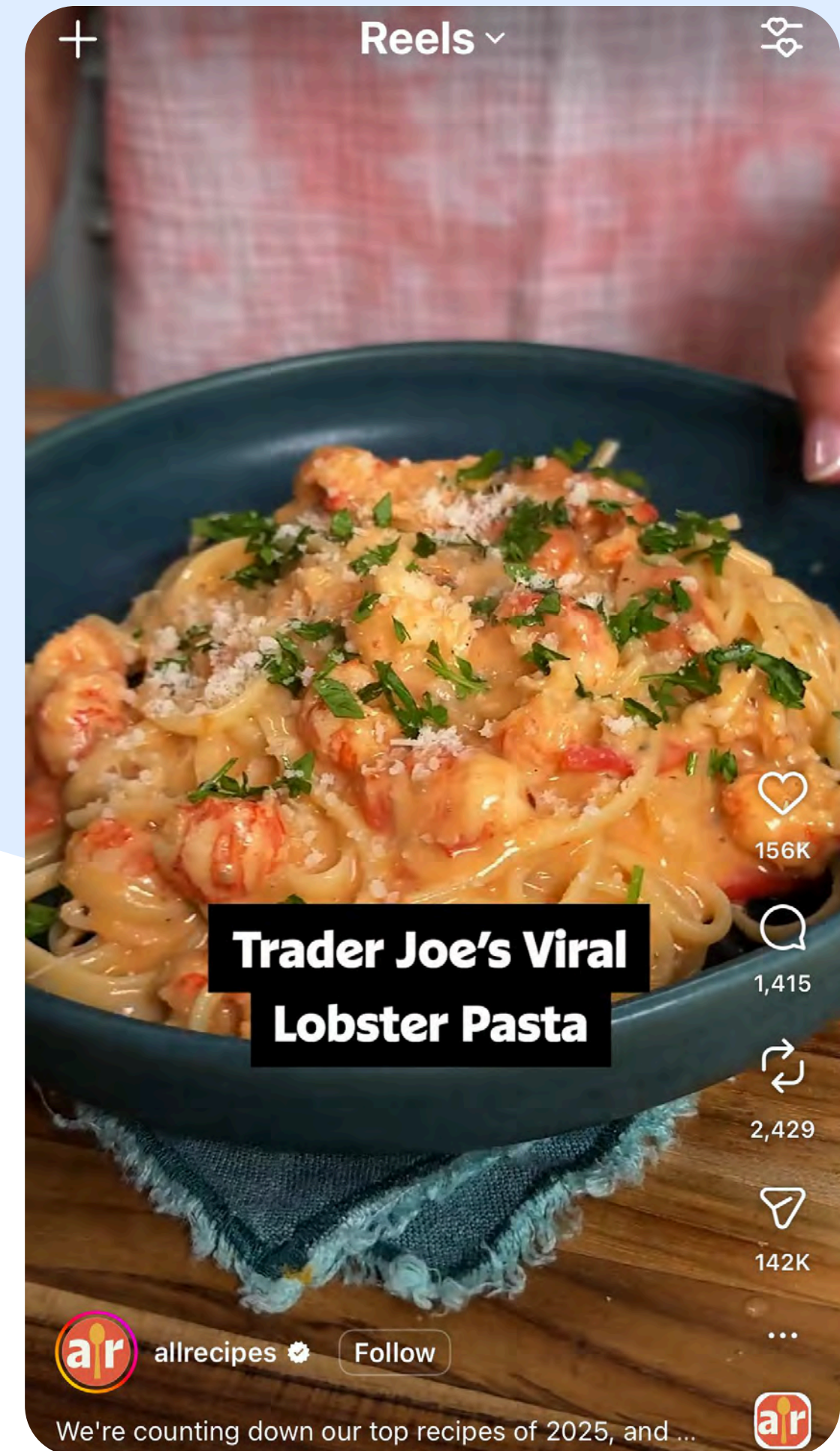
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

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.



[@sourpatchkids](#)

YouTube Trends

More People are Watching, and They're Watching Longer

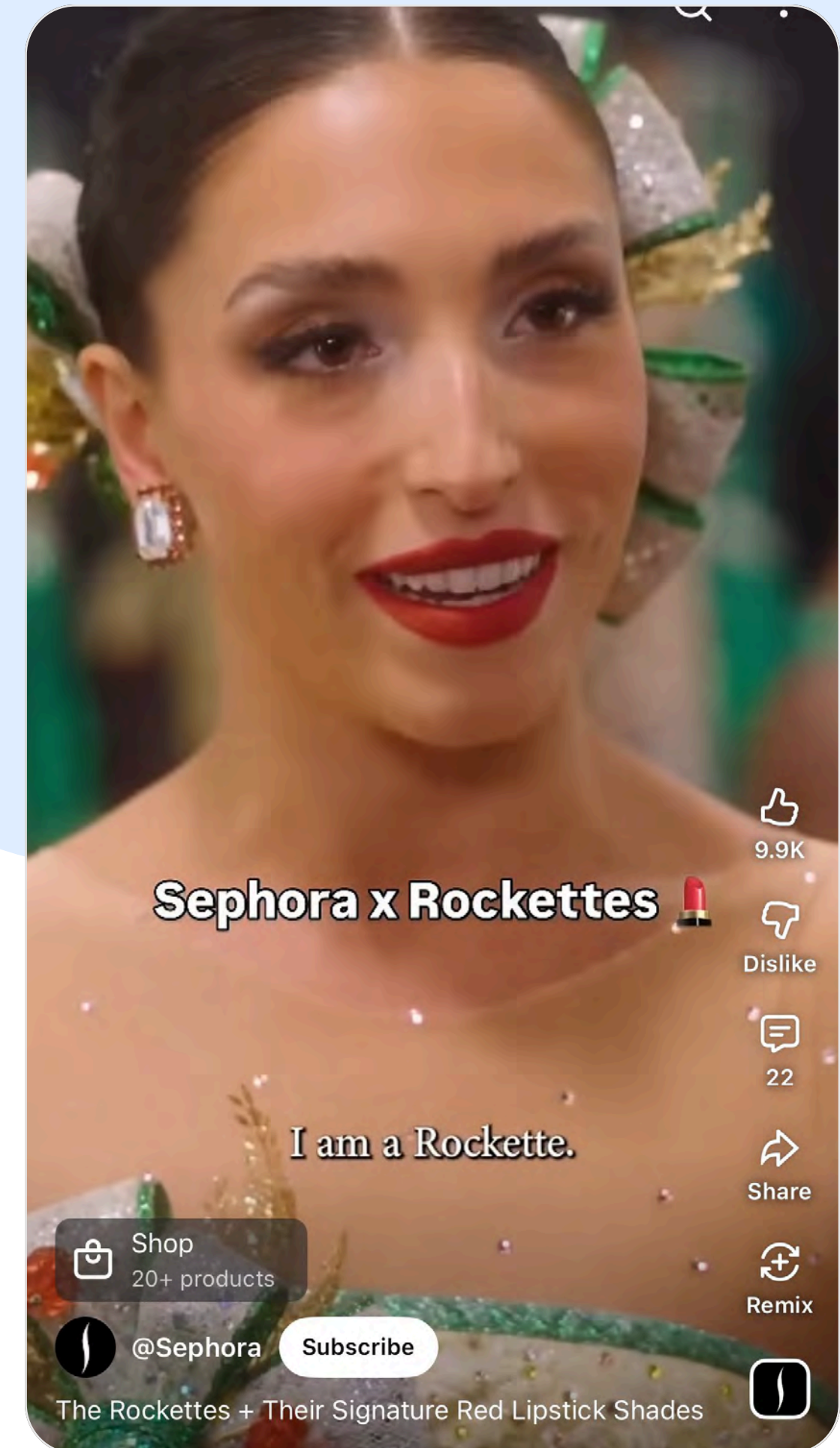
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

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](#)

Reach Is Growing and Engagement is Holding Steady

 Video views and reach are both up about 35%, while engagement rate has remained steady, with a slight dip from 3.3% to 3.1%. More people are seeing the content, and a broader audience is naturally lowering the rate of engagement. The key is to watch your Entertainment Score. Identify what’s resonating and do more of it to boost interaction.

 Views are up 44%, but engagement rate has dropped from 3.3% to 2.5%. Reels continues to drive the strongest reach, making it the clear format to prioritize, but it’s scaling faster than engagement. Brands are getting in front of more people than ever, and the opportunity is to turn that attention into action.




 On-Demand video views are down 6%, while Shorts views are up 152%, even with posting cadence unchanged. This points to a clear opportunity to turn long-form content into shorter clips and keep investing in short-form video.

 **Dash Social Insight**

Food and beverage brands are reaching more people than ever. As distribution scales, content needs to work harder to drive interaction. Focus on what’s resonating, lean into high-performing formats like Reels and Shorts, and pay attention to Entertainment Scores to turn reach into engagement.

Average Food and Beverage Engagement Rate and Video Views Per Post

H1 2026

			
Engagement Rate	3.1% -6%	2.5% -24%	- N/A
Video Views	326.8K +36%	158.1K +44%	313.1K -3%

Compared to six months prior

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

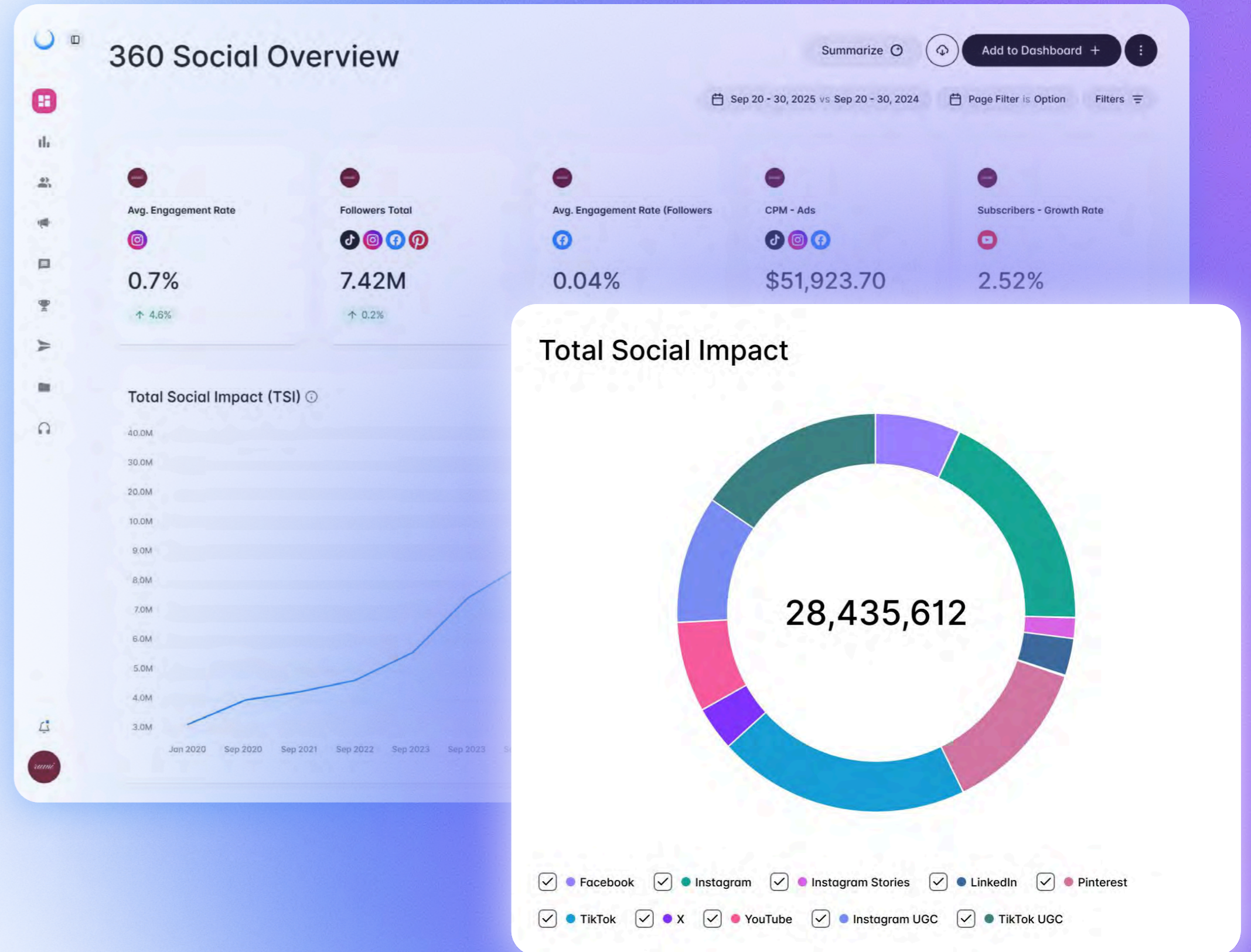
Social Is Not One-Size-Fits-All

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 Food and Beverage Brands by Total Social Impact

Overall Industry Average: 512.6M

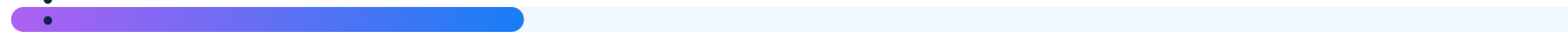
Crumbl Cookies



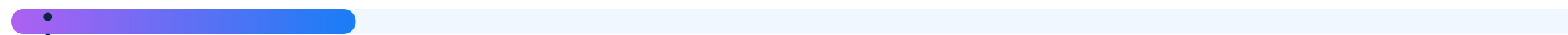
UberEats



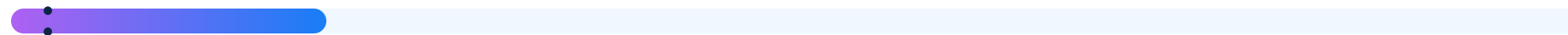
Celsius



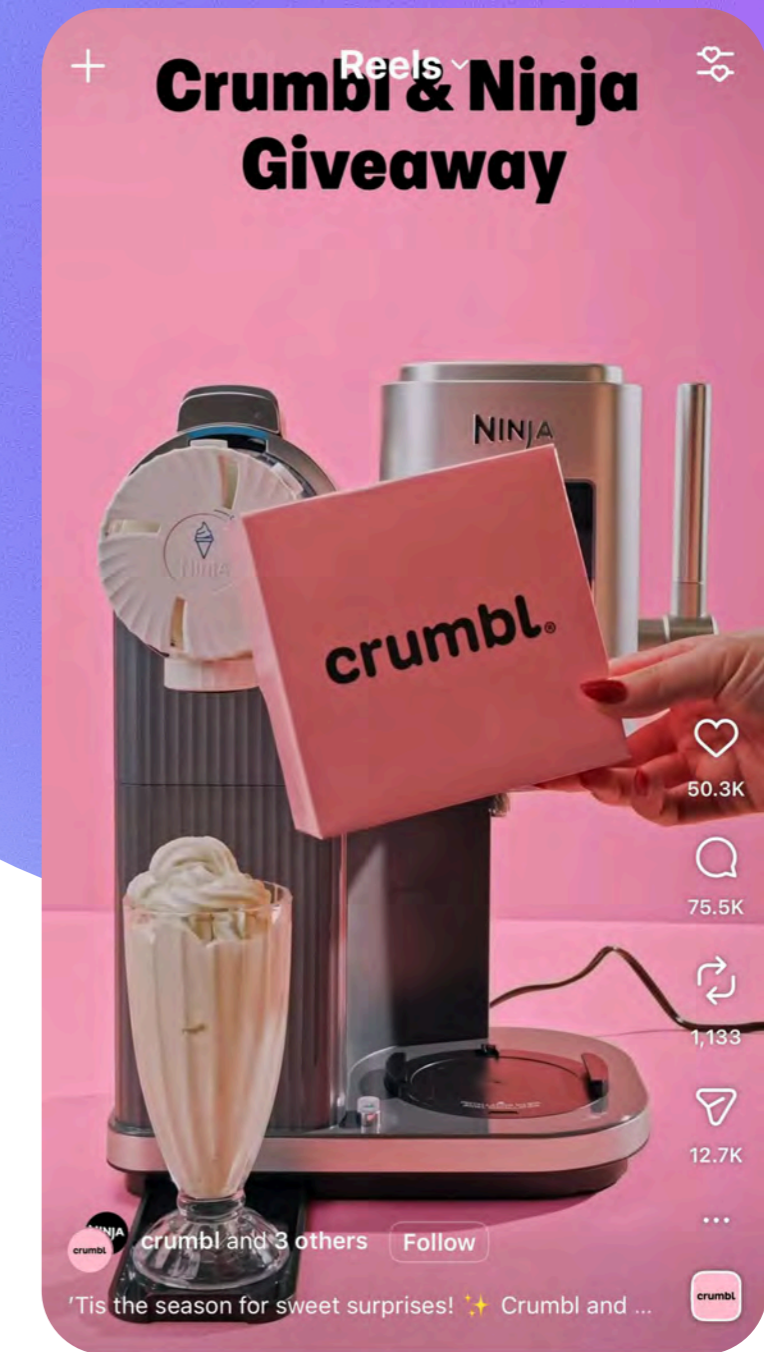
Poppi



Ollipop



*Customer data only



crumbl

Crumbl mixes humor, BTS content, and its weekly cookie roundup to keep fans coming back for their favorite flavors week after week.



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

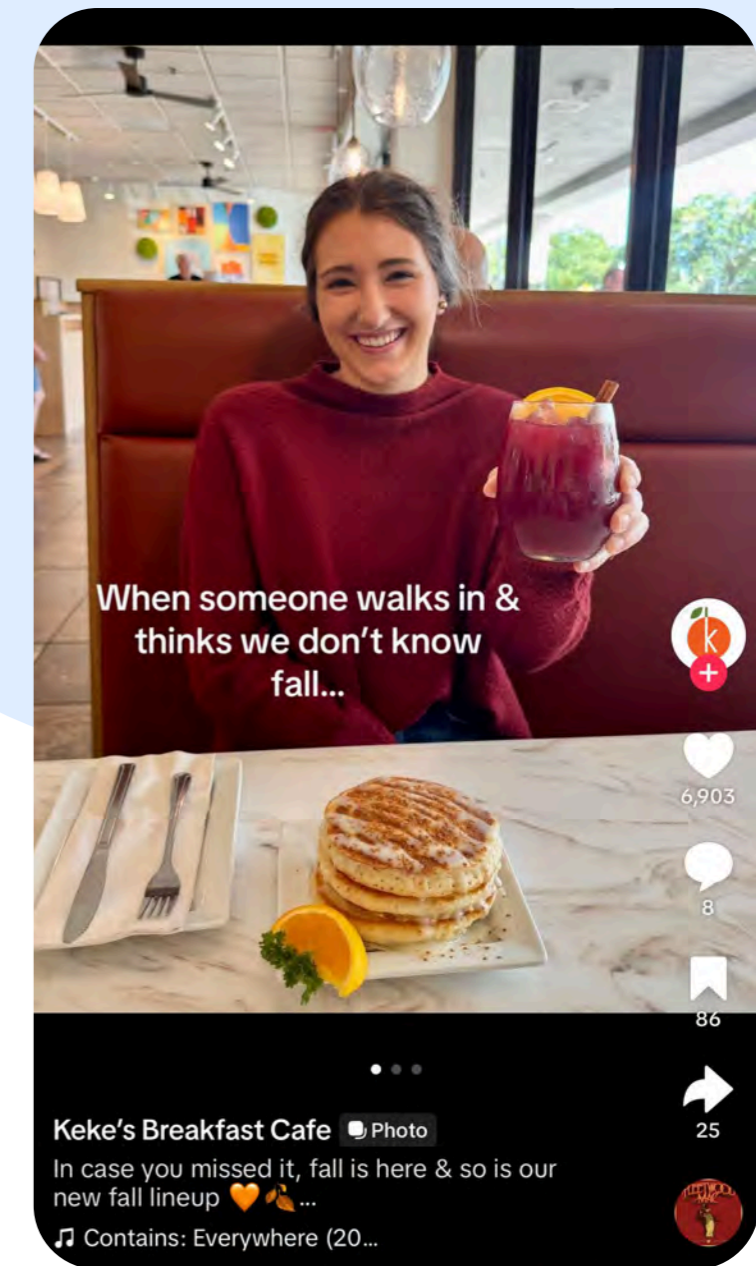
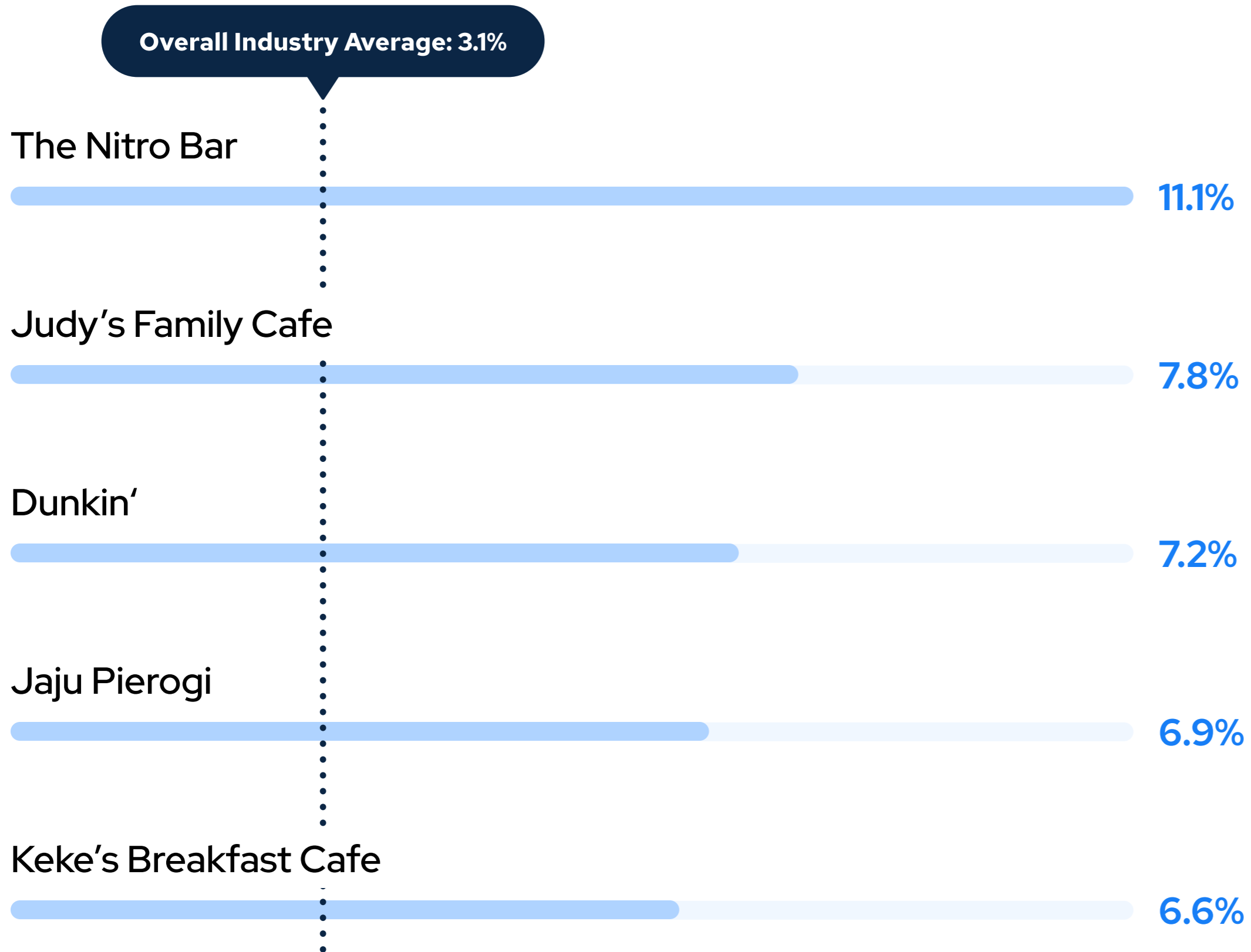
TikTok is the strongest lever for engagement. Track metrics like Entertainment Score, shares, and retention rate to learn what connects with your audience, then build from there.

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

Top Food and Beverage Brands by Engagement Rate



keke's breakfast cafe.

Keke's Breakfast Cafe serves up engagement with close-ups, slow pours, and well-timed Reels trends that make classic breakfast a feast for the eyes.

🎵 Winning Formulas for Creating Entertaining TikTok Content



ALOHA

ALOHA puts a feel-good spin on trends that fits its laid-back, wellness-first brand. Quick edits and light humor keep each post current, while making the product feel easy to fold into everyday life.

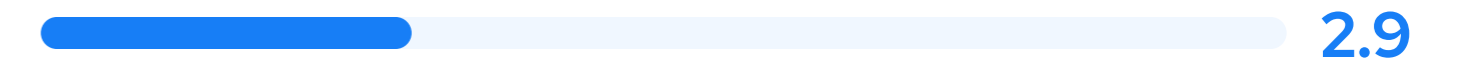
Entertainment Score

6.7/10

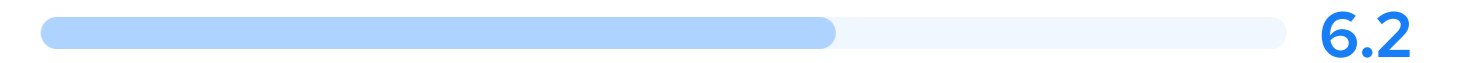
Compared to the food and beverage industry average of **2.9**, and ALOHA's own average of **6.2**.

Top Food and Beverage Brands by Entertainment Score

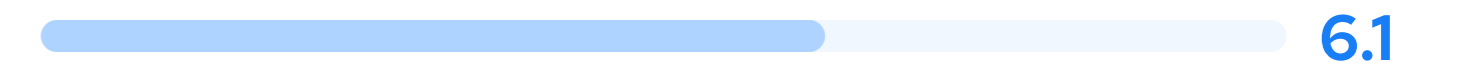
Overall Average



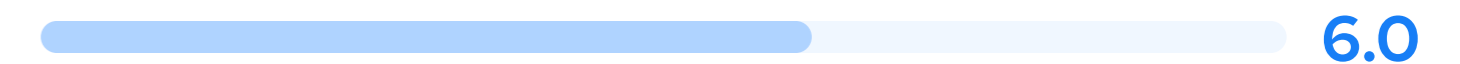
ALOHA



Keke's Breakfast Cafe



Pizzeria Vetri





chilis

Friend
Girlfriend
Boyfriend
Best friend
Triple Dipper



Triple Dippers are forever

294 11.7K

Liked by miranda.figue and others
chilis Triple Dippers are 4ever

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."

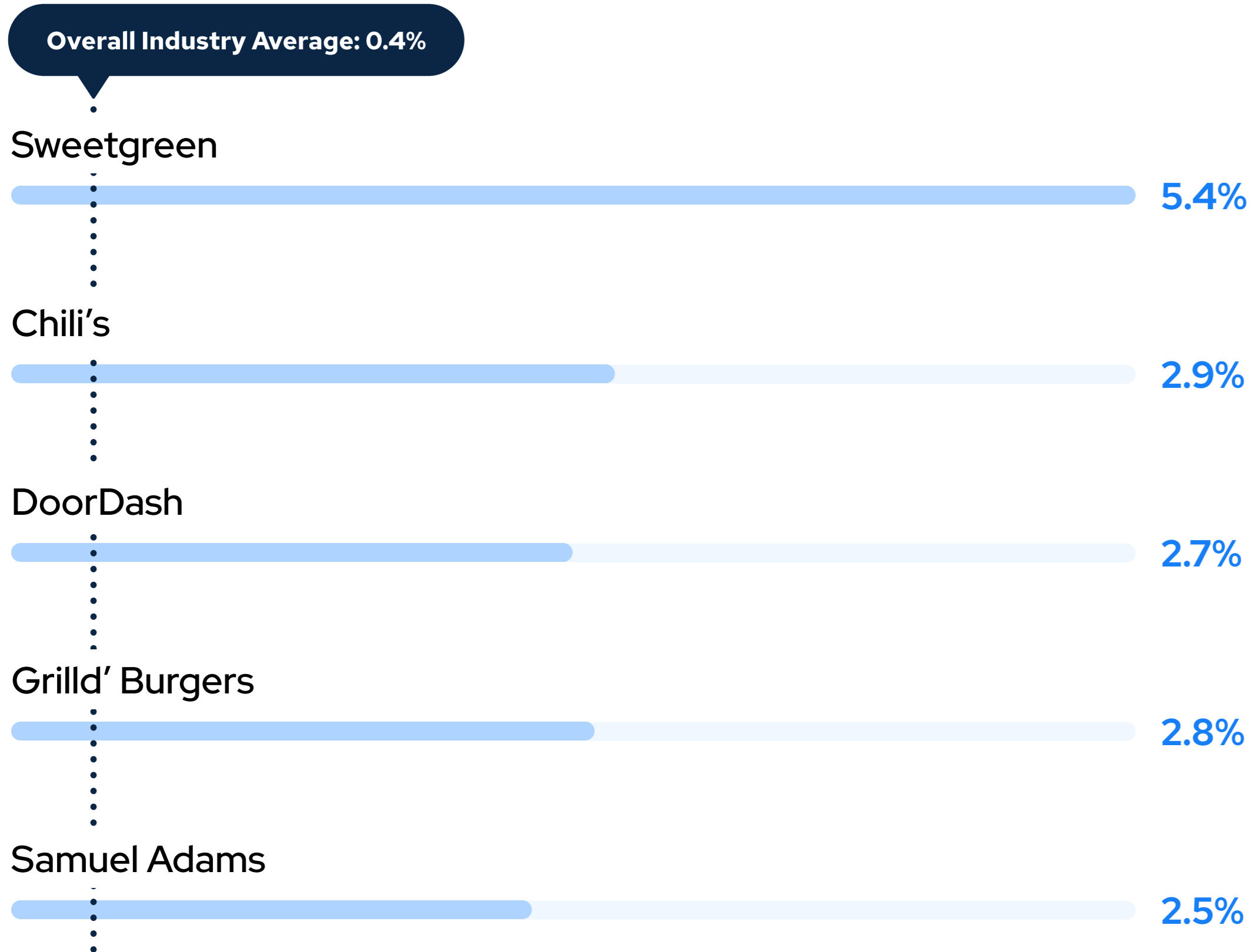


Average Instagram Performance By Industry

	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

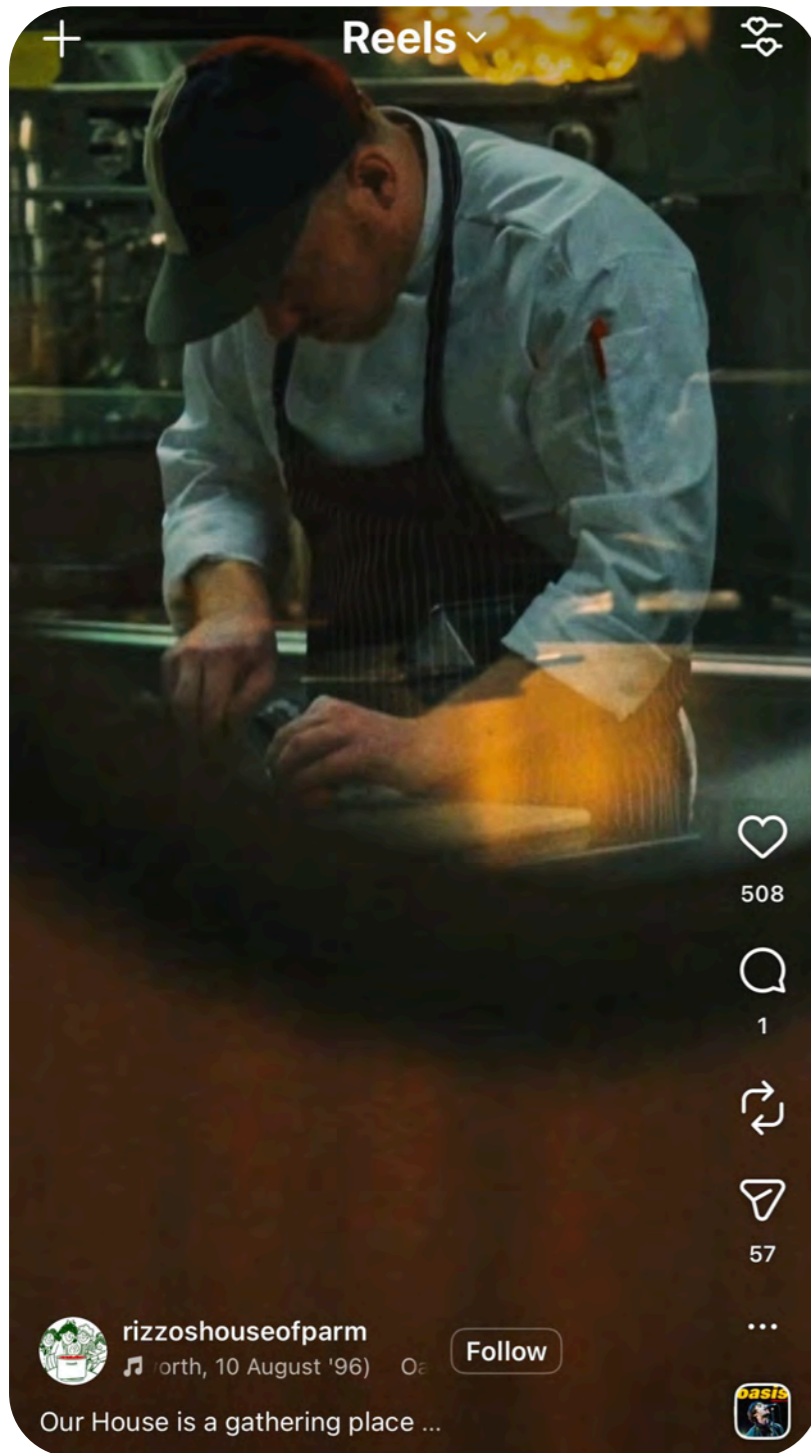
Top Food and Beverage Brands by Engagement Rate (Followers)



sweetgreen

Love Island couple Nicolandria shows up across Sweetgreen's top-performing posts, bringing recipes and ratings into the mix. Combined with big pop culture moments, standout creators, tempting food shots, and humor, the content gives people a reason to keep watching.

Winning Formulas for Creating Entertaining Reels Content



Rizzo's House of Parm brings founder Matty Matheson's signature charm and eclectic taste to its feed. Rizzo's keeps food and their team at the forefront, favoring cheese pulls and film photography over funny trends to entertain.

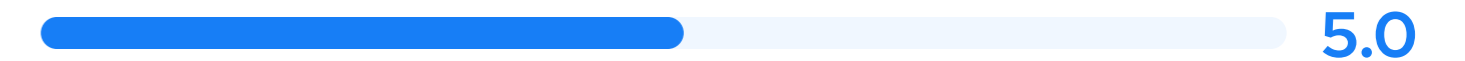
Entertainment Score

8.0/10

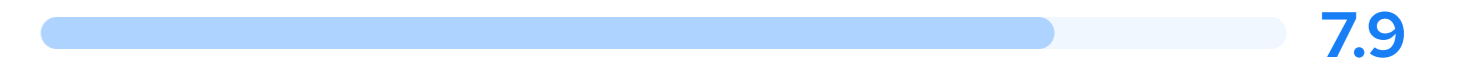
Compared to the food and beverage industry average of **5.0**, and Rizzo's House of Parm own average of **7.9**.

Top Food and Beverage Brands by Entertainment Score

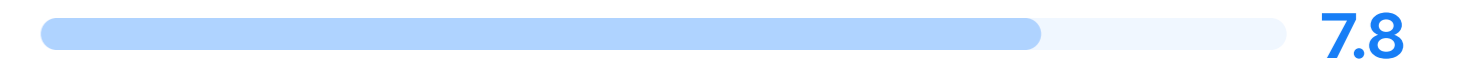
Overall Average



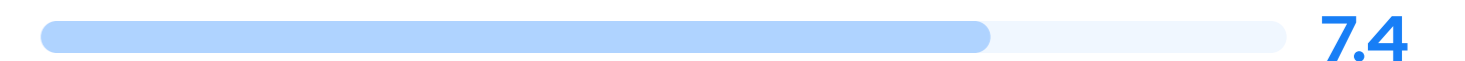
Rizzo's House of Parm

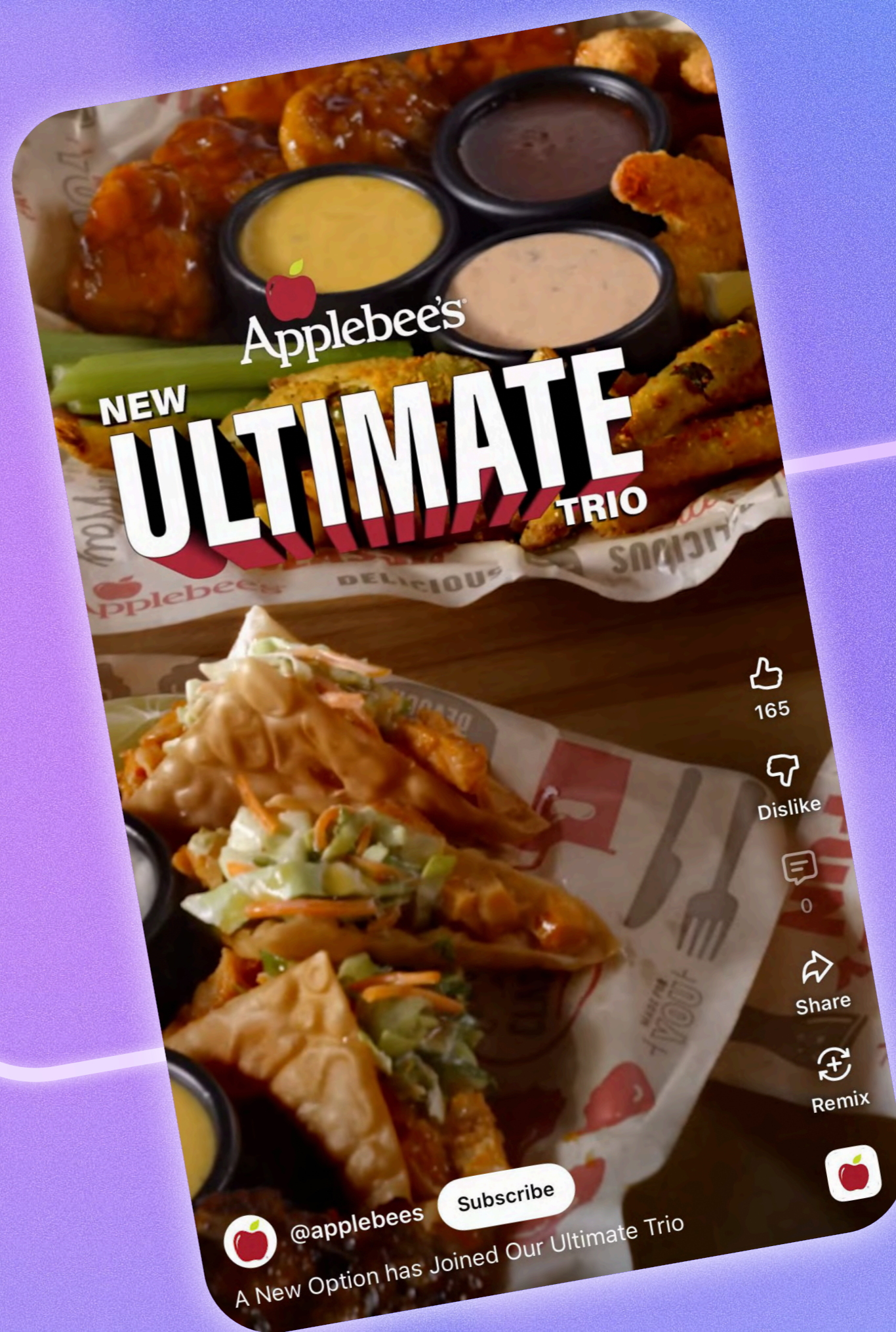


Organic Girl



Harrods Food





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	1.3%	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

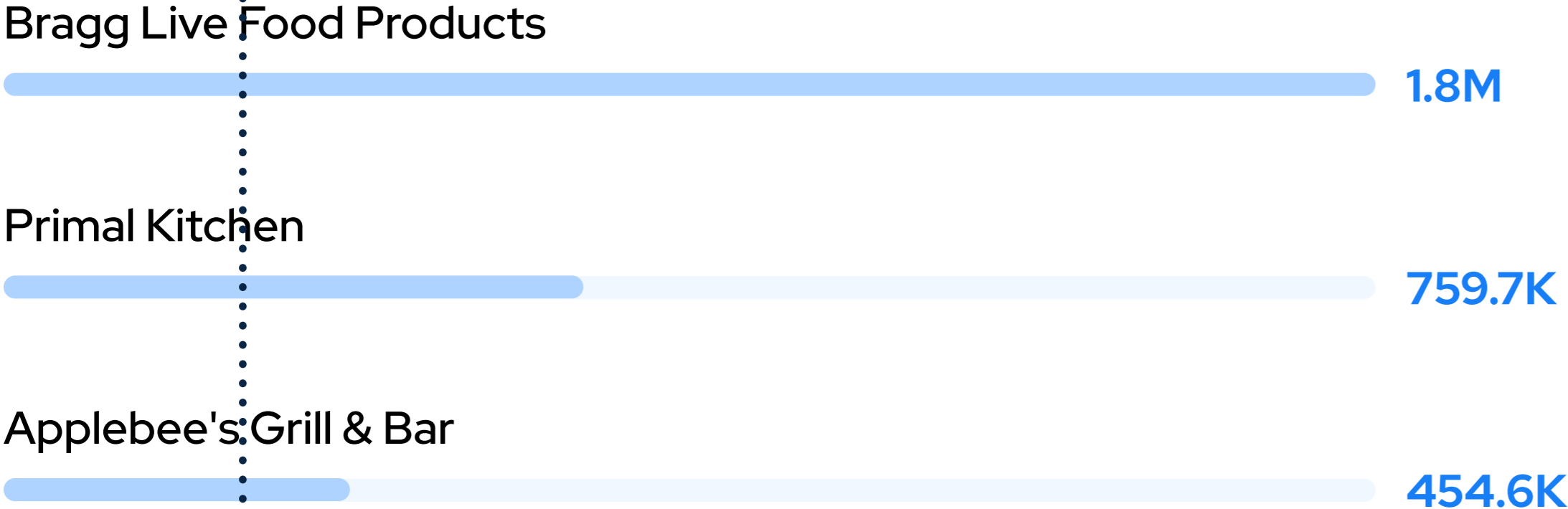
	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Subscriber Count	143.5K	603.8K	1.7M	71.1K	302.3K	285.4K	115.6K	487.0K	6.1M	1.2M	556.0K	228.8K
Weekly Videos	5	4	2	8	3	3	2	3	16	14	6	3
Monthly Follower 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

Top Food and Beverage Brands by Video Views

Overall Industry Average: 313.1K



Bragg takes on trending health topics as an opportunity to share what makes their products the right choice for health-conscious consumers.

What We Can Learn From Food and Beverage Brands' Strategies

Get Into Giveaways

What's in it for them? Look for ways to enhance engagement with giveaways tied to broader business goals.

Share What Makes You Unique

Don't be shy about what makes your products unique, from production to ingredients to taste.

Build Creator Partnerships

Audiences don't just want to look like their favorite creators, they want to eat like them, too.

Featured Dash Social Customers

ALOHA

BRAGG
EST. 1912

crumbl

Harrods

keke's breakfast cafe.

King's
Hawaiian

NESPRESSO

OLIPOP

organicgirl
good clean green

PV

poppi

PRIMAL
KITCHEN

Piaggio
HOUSE
OF PARM



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.