



# Social Media Benchmark Report

All Industries



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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 Instagram's key metrics. 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 3,363 global companies across Instagram, 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.

# 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 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

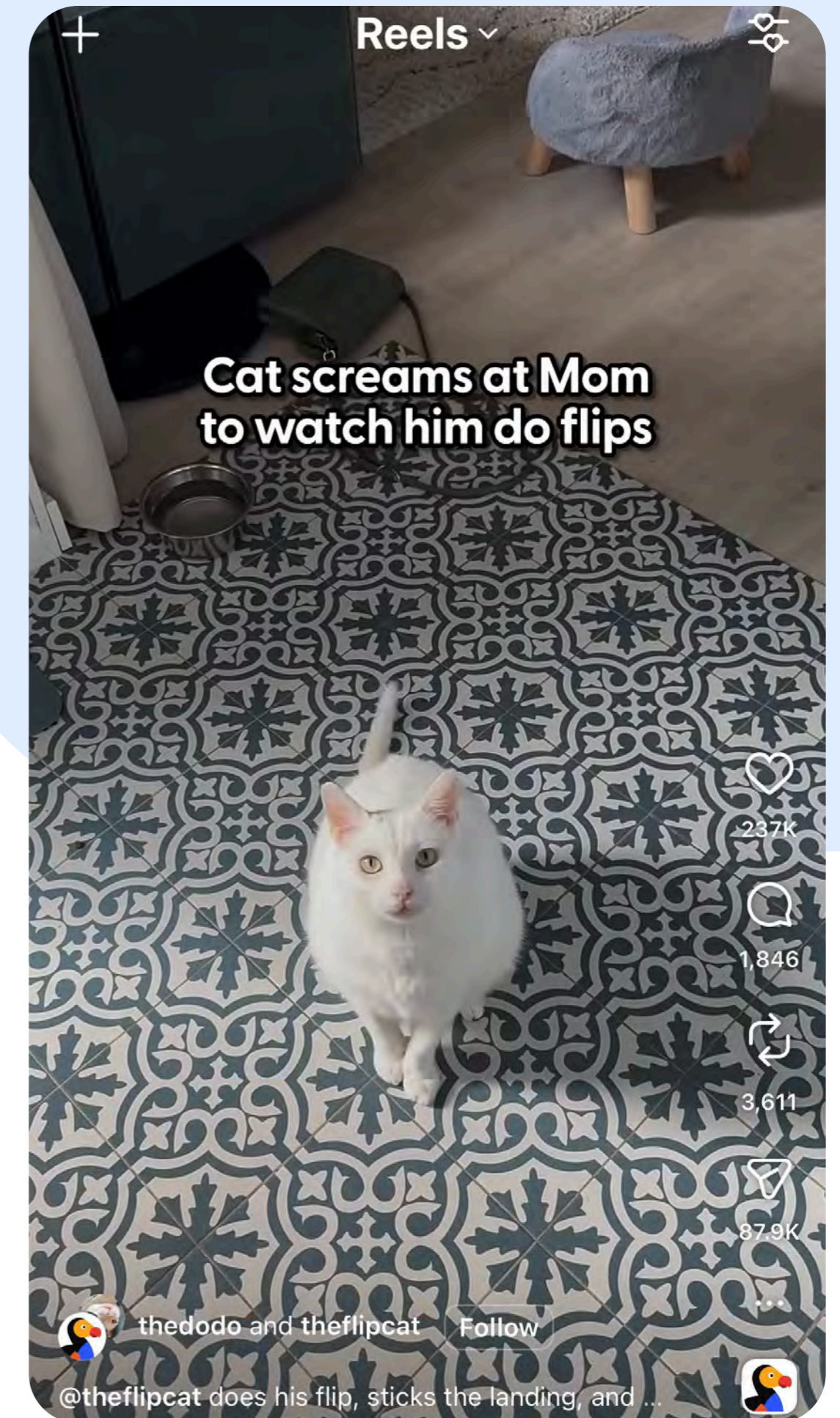
Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making 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.



@thedodo

# Instagram Trends

## Reels Drive the Strongest Performance

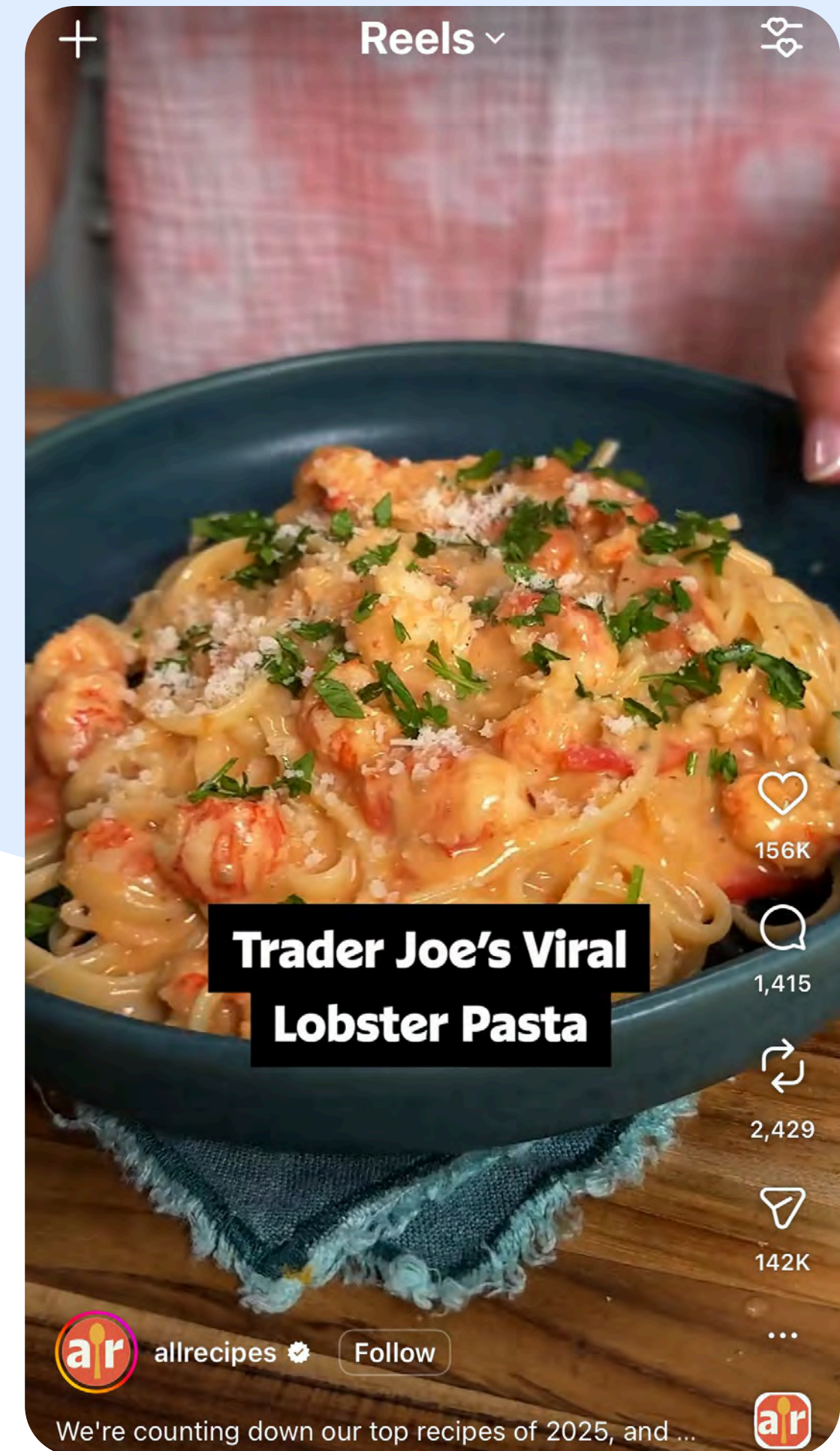
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

## 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.



[@allrecipes](#)

# 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)
<b>Overall</b>	2.2M	9	0.7%	188.8K	388.1K	1.1K	480	4.4	1.9%	0.4%
<b>Growing Brands</b> <small>(0 - 190K Followers)</small>	90.5K	4	1.0%	13.4K	32.9K	128	46	3.9	2.0%	0.5%
<b>Established Brands</b> <small>(190K - 1.1M Followers)</small>	500.4K	7	0.6%	44.5K	102.1K	343	160	3.7	1.8%	0.4%
<b>Established Brands</b> <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*
<b>Image</b>	1.3%	215.7K
<b>Reels</b>	2.7%	181.8K
<b>Carousel</b>	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."

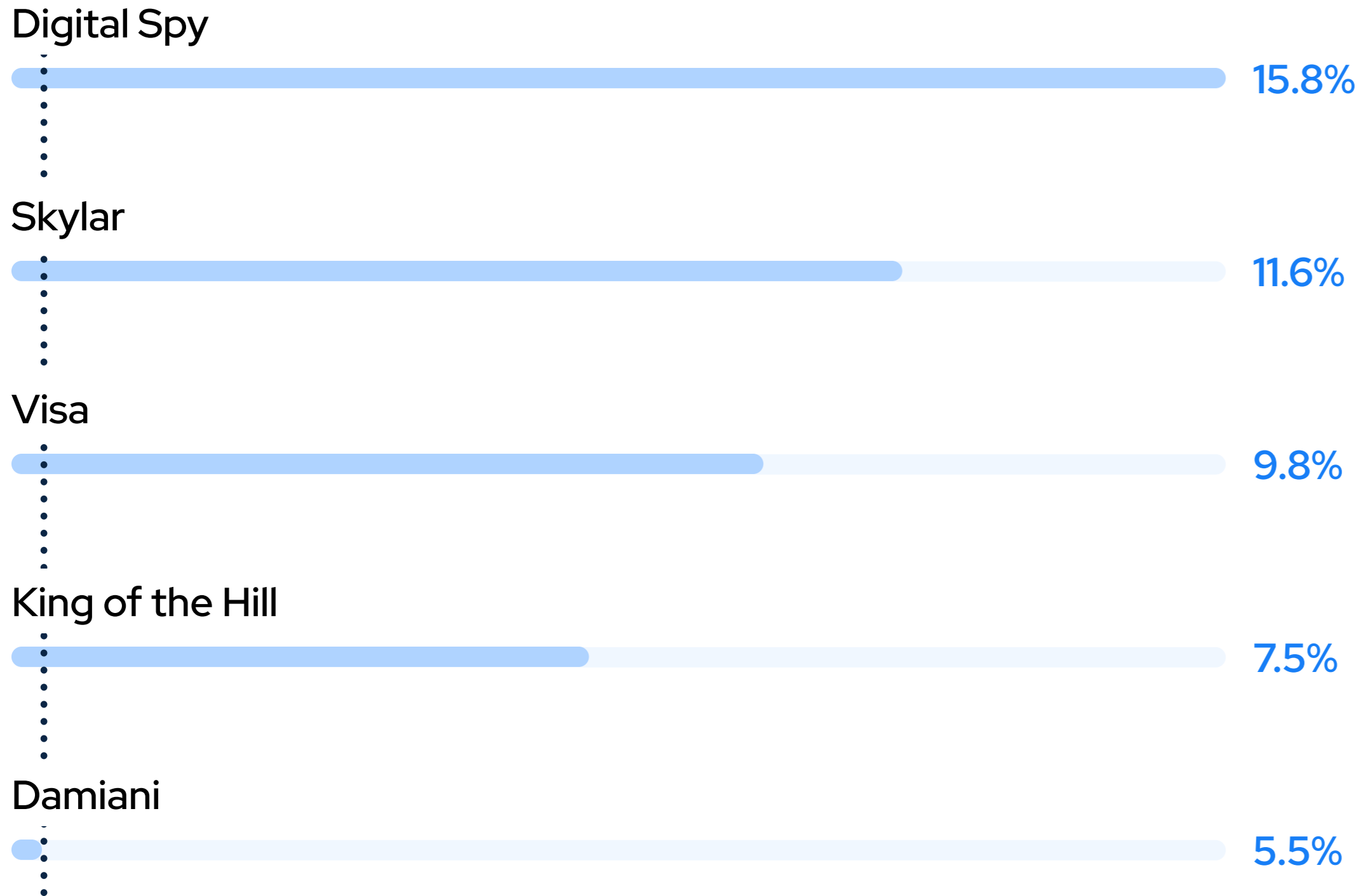
# Average Instagram Performance By Industry

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

Overall Industry Average: 0.4%



## Digital Spy

Digital Spy cements itself as the go-to feed when you can't make it to the big screen. Its content resonates emotionally, comedically, and creates a sense of exclusivity with BTS content from popular media and entertainment events that play into fandom culture to usher in engagement.

# Winning Formulas for Creating Entertaining Reels Content



## L'ANZA

Hair inspiration, tutorials, and product shots that give viewers a sensory experience on L'ANZA's feed. Before-and-after transformations add an entertaining layer, while giving stylists and shoppers fresh ideas, new products, and looks to try.

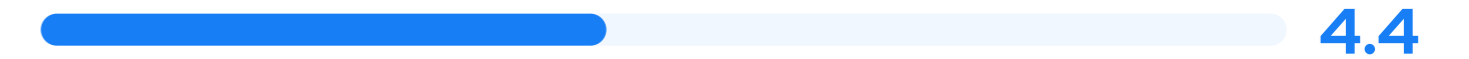
### Entertainment Score

**9.7/10**

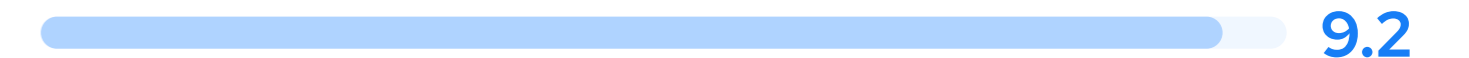
Compared to the industry average of **4.4**, and L'ANZA's own average of **9.2**.

## Top Brands by Entertainment Score

Overall Average



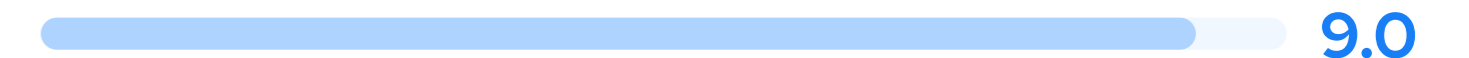
L'ANZA



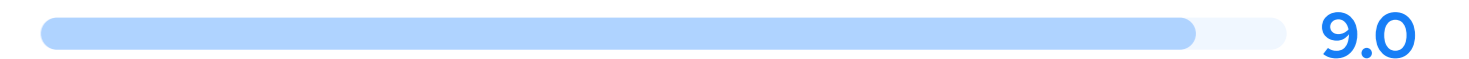
Balmain Beauty



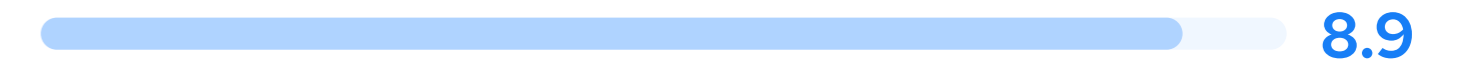
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Bluey



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# What We Can Learn From Brands' Strategies

## Show and Tell

Use text overlays to highlight interesting facts, punchy headlines, and more, while keeping visuals dynamic.

## Hone Your Visual Identity

Don't get stuck with stale templates. The best-performing brands have a distinct visual identity that aligns with their brand ethos and complements their feed.

## Talk Like a Human

Encourage engagement by replying to comments and sparking conversations that feel more like chatting with a friend than a sales pitch.

## Featured Dash Social Customers

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