# 2023 Cross-Channel Benchmark Report

**BEAUTY INDUSTRY**
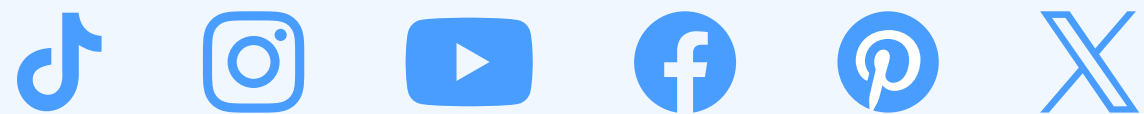
DASH HUDSON

# Contents

# Benchmarking Performance

Given the expense and effort required to consistently produce high-quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach, and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands' social strategy.

## Methodology

For the 2H 2023 Cross-Channel Industry Benchmark Reports, Dash Hudson pulled a sample of national and international companies across TikTok (n=691), Instagram (n=1,309) and YouTube (n=383), analyzing their activity between Jan 1, 2023 – June 30, 2023, to determine average performance against a predetermined set of KPIs. We have included handles with a minimum of 1K followers. The results have been published in separate reports broken down into the following industries: Beauty, Fashion and Luxury, Media and Publishing, CPG, Food and Beverage, Retail, Home, and Children and Baby.

## 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.*

### Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.
*TikTok and Instagram: (Likes + Comments + Shares) / Reach.*
*YouTube: (Likes + Comments + Shares) / Video Views\*.*

*\*As Reach is not an available metric for YouTube, Video Views was used.*

*Why It Matters: It gives an apples-to-apples comparison of how short-form video across each platform stacks up.*

### Average Reach (TikTok and Instagram)

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 Hudson 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 (TikTok and Instagram)

The average Engagement each post receives.
*TikTok Engagement Rate = (Likes + Comments + Shares) / Video Views.*
*Instagram Engagement Rate = (Likes + Comments) / Followers.*

*\*This TikTok calculation differs from what is used in Dash Hudson's platform. Video Views is used instead of Reach in order to include brands that are not customers.*

*Why It Matters: It reveals whether a brand's initiatives are accelerating or slowing in growth.*

### Average Effectiveness Rate

A Dash Hudson metric that includes video views as a way to understand video performance.
*Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.*

*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 grouping and industry.

*Why It Matters: It helps determine the right cadence for posting.*

### Average Video Views

The average number of views each video receives.

*Why It Matters: Users watching video more often have a higher likelihood of remembering brand messages or products.*

### Average Shares

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

The average number of comments that each post receives.

*Why It Matters: Comments signify community and suggest that users connect with the video.*

### Retention Rate (TikTok)

The percentage of a video that people watched.
*Retention Rate = average time watched / video duration.*

*\*This number can be over 100% if viewers rewatch a video.*

*Why It Matters: Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.*

# Cross-Channel Trends

**Video views have surged in the first half of 2023, and brands are posting more frequently to keep up with the audience.**

Increased video views across TikTok (+36K), Instagram Reels (+52K) and YouTube Shorts (+13.7K) demonstrate the ongoing expansion of social entertainment. On average, brands are now posting 4 – 5 videos per week on all three platforms, an increase compared to 2022 (4 on TikTok, 3 on Reels, and 1 on Shorts). This emphasizes the ongoing importance of sustaining audience engagement and building a loyal community.

**Instagram remains the platform with the broadest Reach, while TikTok continues to excel in delivering valuable Engagement.**

TikTok's Cross-Channel Engagement Rate is +47% higher than Instagram and YouTube, while Instagram reaches +50% more users than TikTok, unsurprisingly, as Instagram has a much larger audience.

**Brands are beginning to adopt YouTube Shorts into their strategy, and it's paying off.**

Compared to six months ago, brands are posting 3 times more Shorts (4 vs 1), and Video Views (+13K) and Cross-Channel Engagement (+0.4) have increased.

@essence.cosmetics

**DASH HUDSON INSIGHT**

*Social entertainment continues to dominate, as demonstrated by the surge in Video Views in the first half of 2023, as well as the heightened brand activity on TikTok, Instagram Reels and YouTube Shorts. Brands are posting more content at a higher frequency and prioritizing building communities using content that educates and entertains.*

# ♪ TikTok Trends

## Engagement on TikTok soars and brands are becoming more discoverable.

Rising Engagement Rate from 4.6% to 4.8%, the surge in Video Views from 111.5K to 147.7K, and the expanded Reach from 89K to 116.9K are evidence of TikTok's continued rapid growth.

## Brands with higher Engagement Rates attract more followers.

Brands with the highest Engagement Rates on TikTok naturally attract more followers, the opposite of Instagram. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (5.1%) outperform established (4.2%) and growing (4.6%) brands.

## Entertainment motivates viewers to share brand content with others.

Larger brands with higher Entertainment Scores (4.3) and more average Shares (262), demonstrate greater content appeal, engagement and sharing compared to Growing (10) and Established (48) accounts, suggesting that a higher Entertainment Score may lead to increased audience sharing.
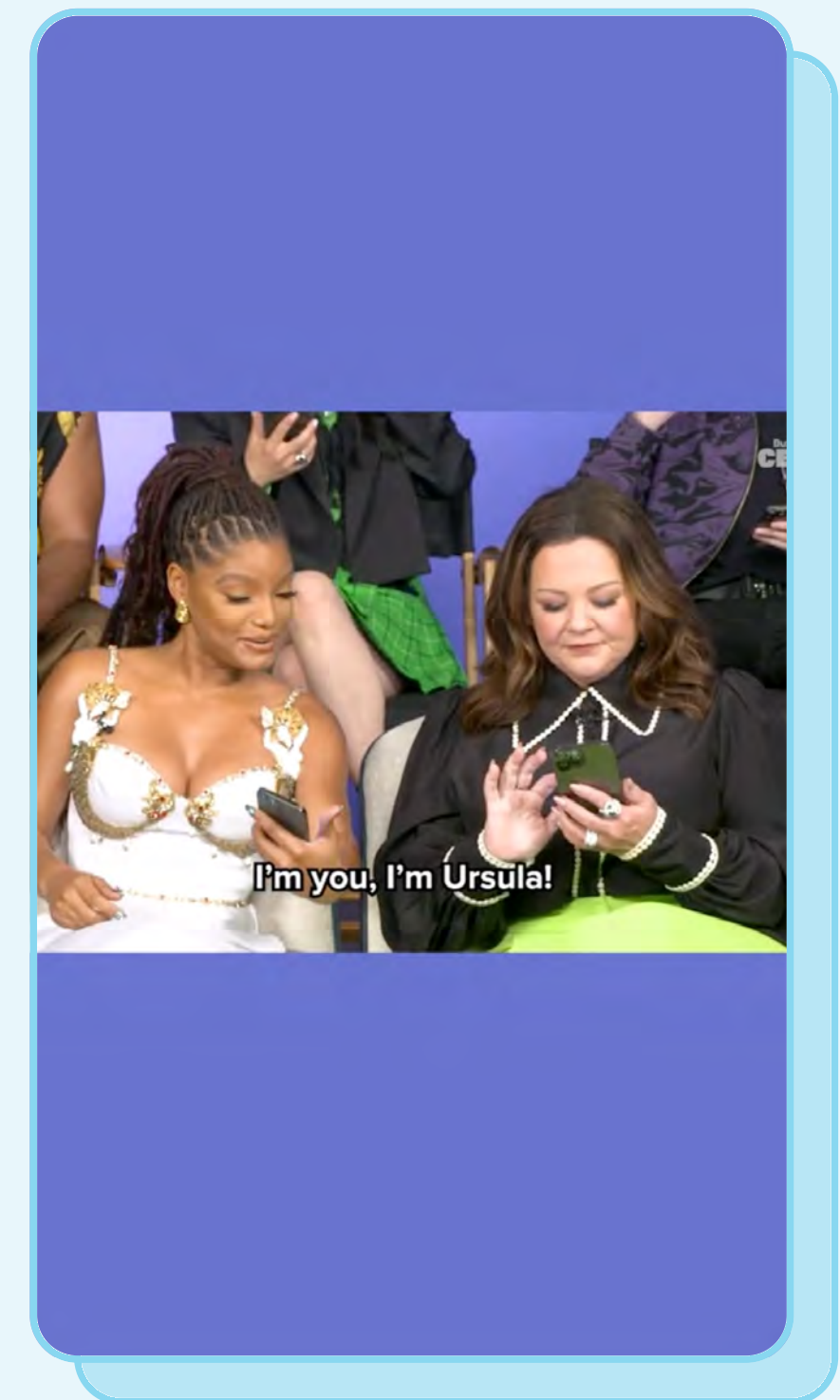
@buzzfeed

**DASH HUDSON INSIGHT**

*TikTok's rapid growth, as well as rising Engagement Rate, Video Views and Reach, underscores the importance of prioritizing entertaining content that can drive brand engagement and increase shareability.*

# ⊙ Instagram Trends

**Engagement has declined compared to six months ago, but Reach has notably increased.**
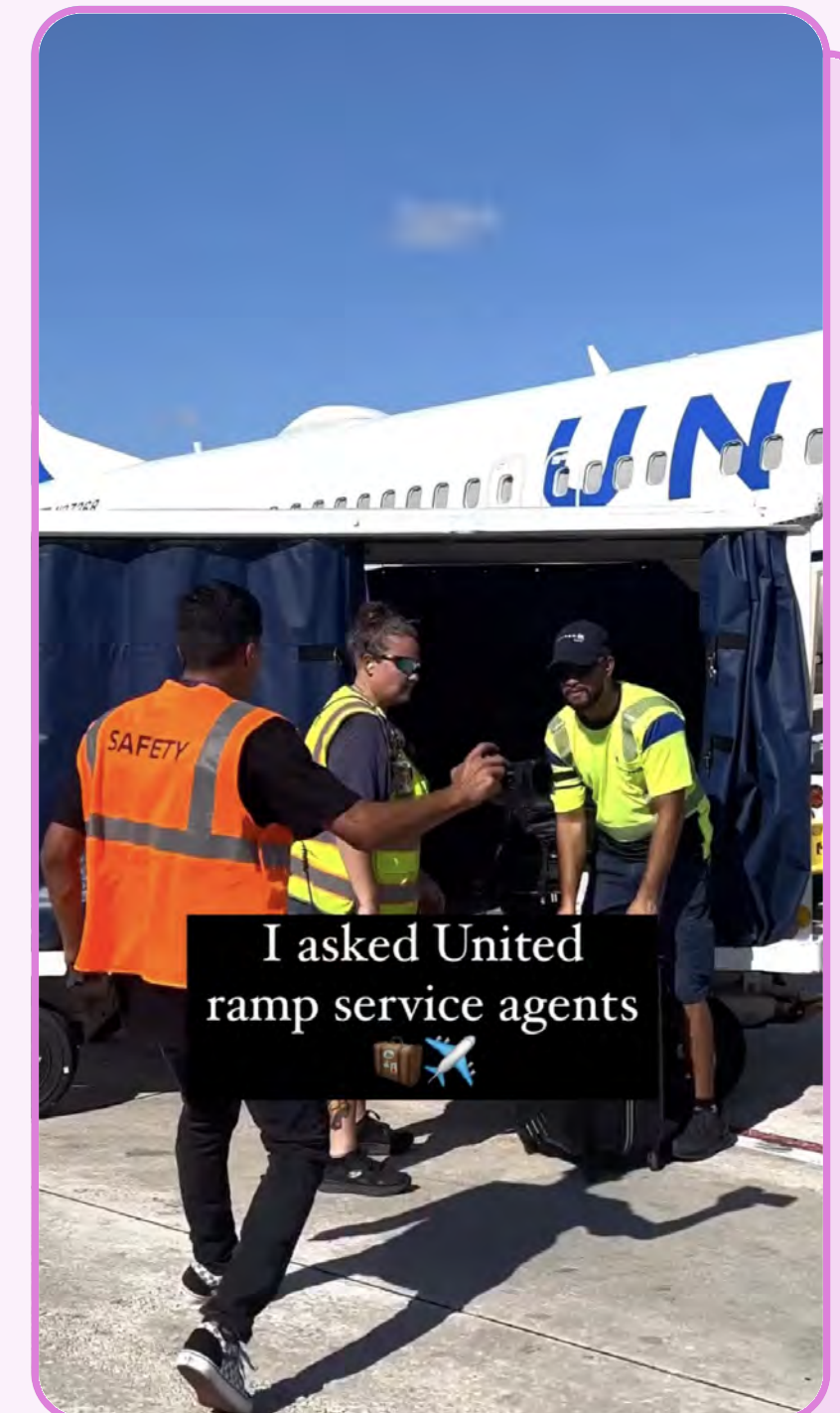
With a 53% rise in Reach, Instagram's shift to algorithmic content has been advantageous for brands, providing new marketing opportunities despite a dip in the Engagement Rate from 0.5% to 0.3%. While more users are viewing content, a decline in engagement could be a result of content quality, or saturation in the market.

**Brands with a higher video output deliver more entertaining content.**

Larger brands lead in video content output (posting on average 2x more than Growing brands and Established brands per week), suggesting that they have a better understanding of audience preferences, which contributes to their higher Entertainment Score.

**Instagram's plateaued growth presents an opportunity for brands to rejuvenate their strategies and pivot toward what works now.**

Brands are utilizing Reels to earn performance comparable to TikTok. Sticking to the status quo on Instagram may lead to subdued growth in the long run.



@united

**DASH HUDSON INSIGHT**

*Brands have benefited from Instagram's shift to algorithm content, as it has boosted Reach. In turn, brands experience lower Engagement Rates, which are calculated using Followers, as content is now served to viewers based on personal interest. Metrics such as Effectiveness Rate and Entertainment Score allow brands to measure what resonates with their audience in the era of social entertainment.*

# ▶ YouTube Trends

**YouTube Shorts are more engaging than long-form videos.**

The Cross-Channel Engagement Rate for Shorts stands higher at 3.9% compared to On-Demand videos at 3.4%, highlighting the importance of crafting shorter videos on this platform.

**Brands have increased their YouTube posting frequency by 80% compared to six months ago.**

YouTube's average weekly posts are increasing from 3 to 7 (an average of one video per day) and Shorts increasing from 1 to 4 in response to the demand for frequent short-form video and social entertainment.

**Brands experience sustained growth, averting the sharp declines seen on other channels.**

On average, brands experience a monthly growth rate of 1.9% on YouTube — a slight decrease (compared to 2.0%) from six months ago. While brands aren't growing at the rate of TikTok (12.5%), they are still growing faster than on Instagram (0.6%), demonstrating YouTube's strength as the de facto platform for video.



@coach

**DASH HUDSON INSIGHT**

*YouTube Shorts' Cross-Channel Engagement Rate is higher than that of long-form videos, revealing the value of short videos. Brands that adopt short-form video with an increased posting frequency can increase overall engagement across channels.*

# Across All Industries

## Overall Comparison of TikTok, Instagram and YouTube

| | TikTok | Instagram In-Feed | YouTube |
|---|---|---|---|
| Avg. Followers/Subscribers | 289.3K | 2.6M | 764.9K |
| Avg. Monthly Follower/Subscriber Growth Rate | 12.5%* | 0.6% | 1.8% |
| Avg. Weekly Posts | 5 | 10 | 7 |
| Avg. Cross-Channel Engagement Rate | 5.5%* | 3.4%* | 3.4%* |
| Avg. Reach | 116.9K* | 194.3K* | Reach is not available through Dash Hudson |

*Customer data only

## Overall Comparison of TikTok, Reels and Shorts

| | TikTok | Instagram Reels | YouTube Shorts |
|---|---|---|---|
| Avg. Weekly Posts | 5 | 4 | 4 |
| Avg. Cross-Channel Engagement Rate | 5.5%* | 2.8%* | 3.9%* |
| Avg. Video Views | 147.7K | 153K* | 32.1K |
| Avg. Reach | 116.9K* | 147.1K* | Reach is not available through Dash Hudson |
| Avg. Shares | 165 | 339* | 42* |

**Cross-Channel Engagement Rate** *is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram, and YouTube by applying the same calculation across all three platforms.*

**Calculation:** *TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views*
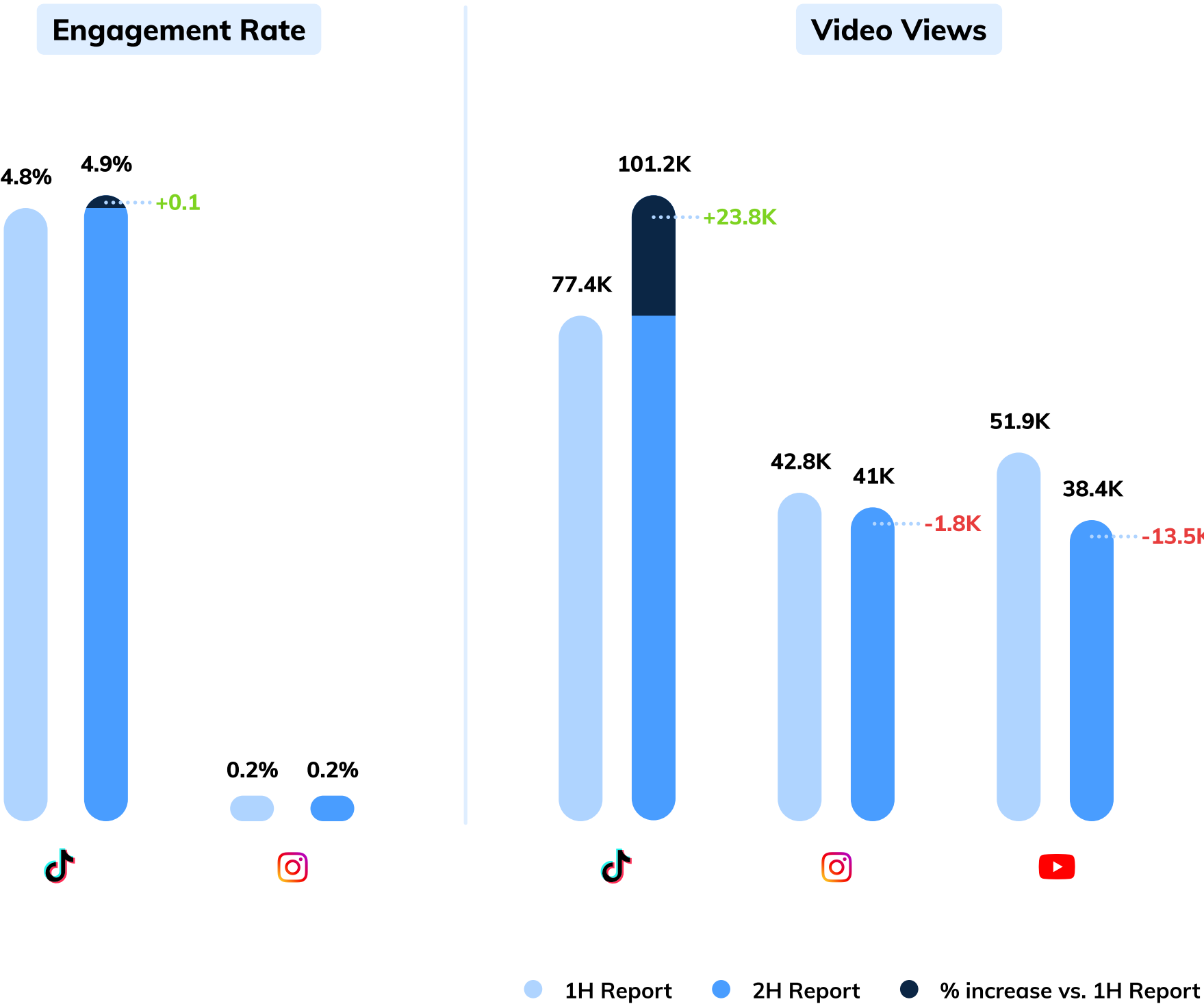
# Beauty Invests in Short Form Video on TikTok

In 2023, the Beauty industry's performance on TikTok has improved, with a higher Engagement Rate (+0.1) and Video Views (+23.8K). Engagement Rate on Instagram remains steady, but the channel is seeing reduced Video Views (-1.8K) along with YouTube (-13.5K).

- **The TikTok Beauty industry is getting crowded, resulting in fierce brand competition**. Beauty brands experience the lowest monthly growth rate (8.7%) compared to other industries. Despite posting nearly 9 times weekly, beauty brands struggle with relatively lower Video Views (101K) and Reach (82K).

- **Entertainment powers Beauty on TikTok, while Instagram's entertainment factor is declining**. The industry's Entertainment Score has declined from 4.5 to 4.0 on Instagram. On TikTok, the industry's Entertainment Score has increased from 3.7 to 4.2 in the same period.

- **YouTube has become an untapped opportunity for Beauty brands**. The industry has the lowest number of Subscribers (157K), Overall Video Views (38K), and the second lowest Shorts Video Views (12K). With fewer competitors fighting for views, beauty brands can create a space and engage their audience through entertaining Shorts.

## Average Beauty Engagement Rate and Video Views

### 1H vs. 2H Report

**Engagement Rate**

- 4.8%
- 4.9%  +0.1
- 0.2%  0.2%

**Video Views**

- 101.2K  +23.8K
- 77.4K
- 42.8K  41K  -1.8K
- 51.9K  38.4K  -13.5K

1H Report   2H Report   % increase vs. 1H Report

# TikTok

# Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views | Shares | Reach* | Entertainment Score* |
|---|---|---|---|---|---|---|---|
| Overall | 289.3K | 5 | 12.5% | 147.7K | 165 | 116.9K | 4.0 |
| Growing Brands (0 – 11.5K Followers) | 4.0K | 2 | 17.5% | 17.9K | 10 | 15K | 4.0 |
| Established Brands (11.5K – 110K Followers) | 46.6K | 4 | 12.8% | 69.5K | 48 | 54.7K | 3.7 |
| Large Brands (110K+ Followers) | 757.9K | 8 | 7.6% | 218.4K | 262 | 175.3K | 4.3 |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 4.8% | 4.6% | 4.2% | 5.1% |

Engagement Rate: (Likes+Comments+Shares) / Video Views
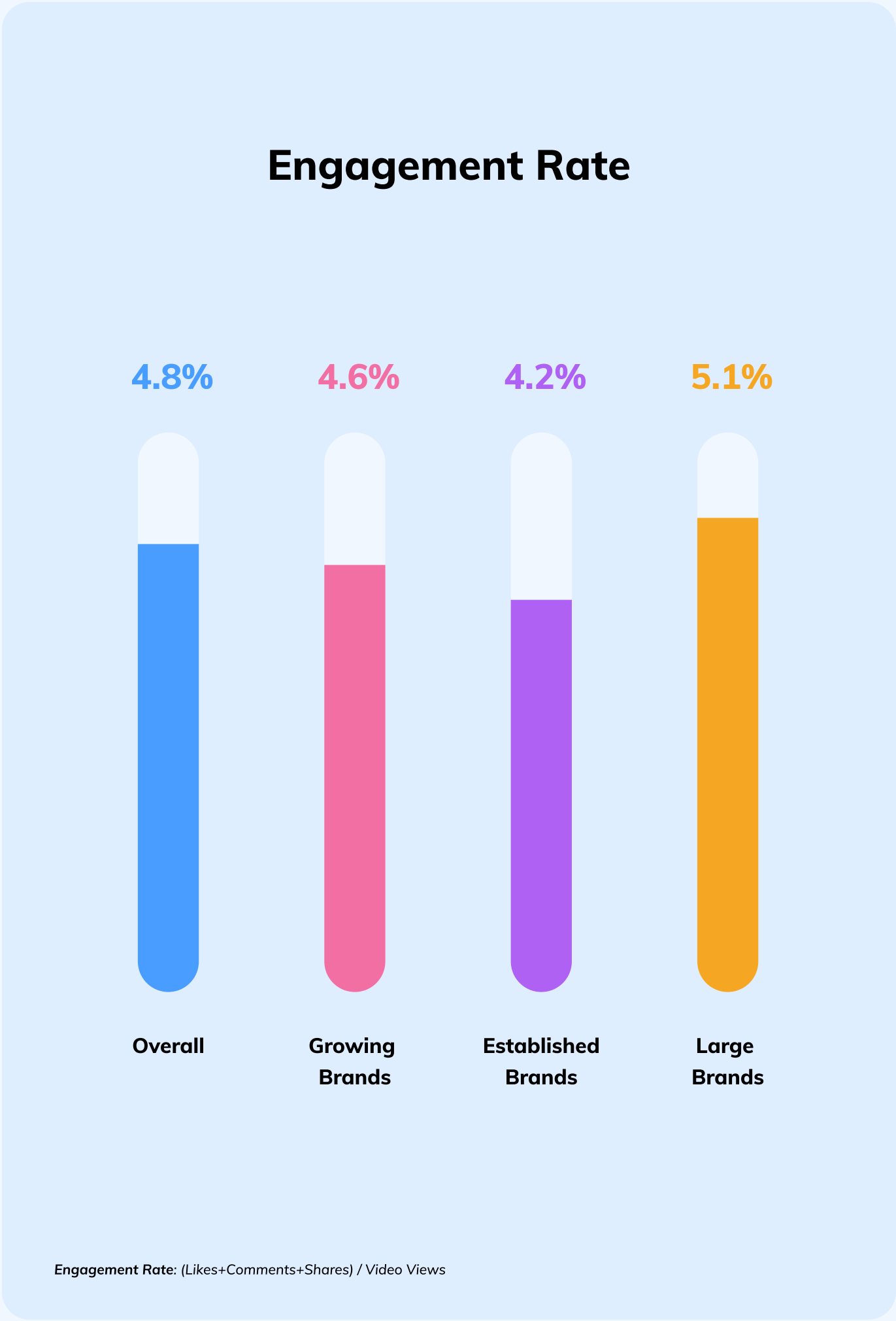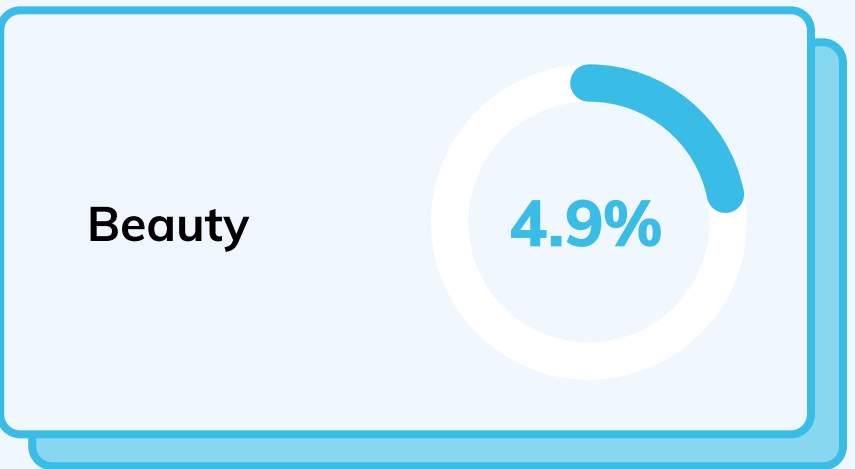
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**AVERAGE TIKTOK PERFORMANCE**

# Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views | Shares | Reach* | Entertainment Score* |
|---|---|---|---|---|---|---|---|
| Beauty | 260.6K | 5 | 8.7% | 101.2K | 57 | 82.6K | 4.2 |
| Retail | 175.5K | 4 | 8.9% | 150.1K | 59 | 110.9K | 3.5 |
| Fashion and Luxury | 253.5K | 5 | 9.8% | 188.6K | 99 | 124.2K | 3.6 |
| CPG, Food and Beverage | 312.3K | 3 | 16.9% | 172K | 130 | 133.9K | 4.3 |
| Home | 118.8K | 3 | 19.8% | 80.9K | 114 | 63.1K | 3.8 |
| Media and Publishing | 551.2K | 9 | 16.0% | 179.4K | 344 | 157.2K | 4.2 |
| Children and Baby | 108.9K | 3 | 21.2% | 88.7K | 162 | 51.9K | 4.2 |

*Customer data only

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## Engagement Rate

**Beauty** 4.9%

3.8%
**Retail**

4.0%
**Fashion and Luxury**

4.6%
**CPG, Food and Beverage**

3.9%
**Home**

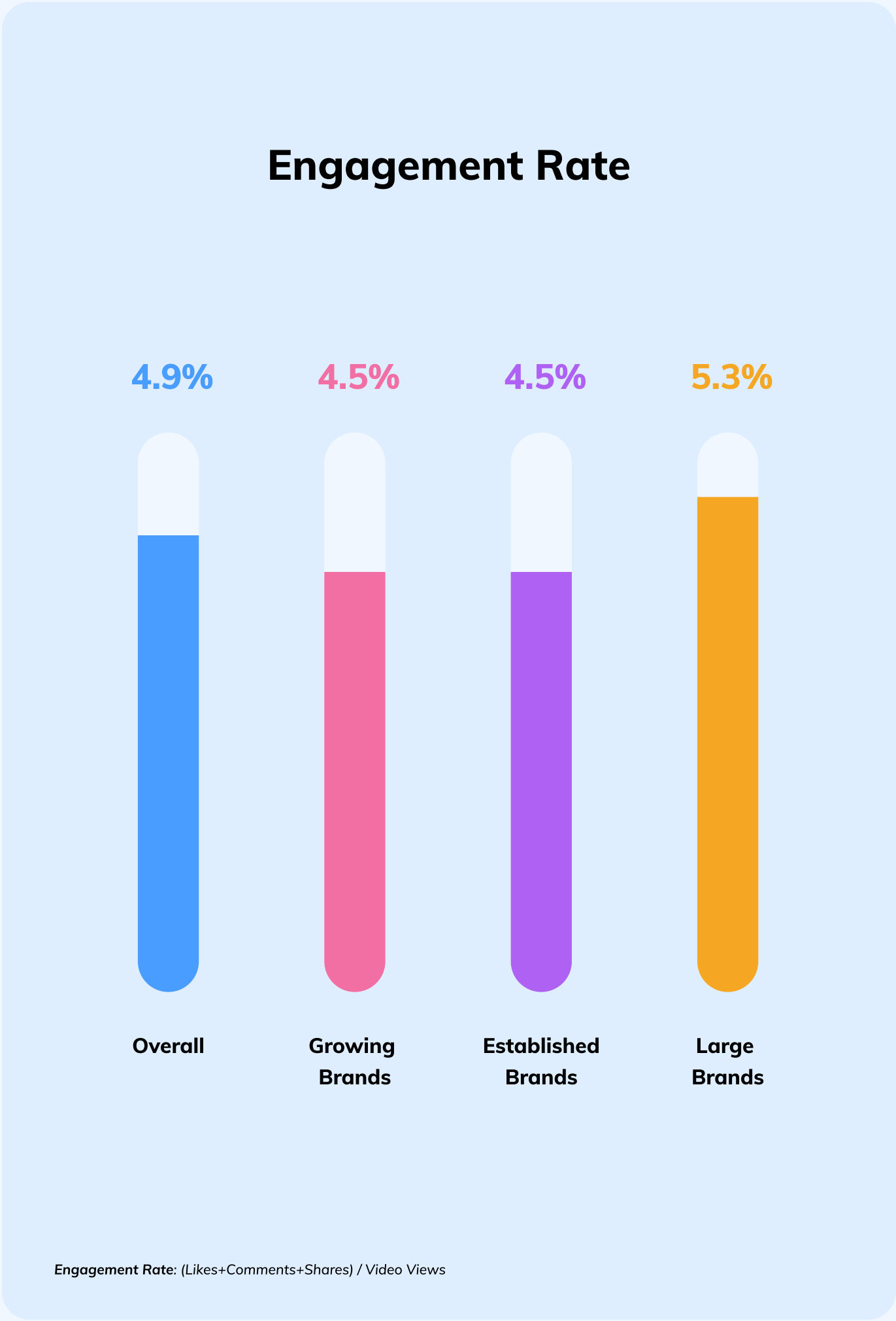5.4%
**Media and Publishing**

4.7%
**Children and Baby**

# Beauty Brands Industry-Wide

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views | Shares | Reach* | Entertainment Score* |
|---|---|---|---|---|---|---|---|
| **Beauty Overall** | 260.6K | 5 | 8.7% | 101.2K | 57 | 82.6K | 4.2 |
| **Growing Brands** (0 – 11.5K Followers) | 5.0K | 3 | 10.1% | 14.2K | 3 | 12.7K | 3.6 |
| **Established Brands** (11.5K – 110K Followers) | 48.2K | 5 | 10.2% | 37K | 18 | 30K | 3.9 |
| **Large Brands** (110K+ Followers) | 715.5K | 7 | 5.5% | 189K | 110 | 158.8K | 4.6 |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 4.9% | 4.5% | 4.5% | 5.3% |

Engagement Rate: (Likes+Comments+Shares) / Video Views

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# Deep Dives Into Top Performing Beauty Brands



**Large Brand**

## florence
### by mills

florence by mills from superstar founder Millie Bobby Brown continues to be the most engaging brand in the industry. Its content, perfectly tailored for Gen Z, succeeds at pairing product education with entertainment.

📊 **florence by mills outperforms the average Engagement Rate for Beauty brands by 273%.**





**Large Brand**

## STARFACE

Starface is once again one of the most engaging Beauty brands on TikTok by anthropomorphizing its iconic yellow case and sharing funny, trendy clips.

📊 **Starface outperforms the average Engagement Rate for Beauty brands by 253%.**

**Established Brand**

## TATCHA

Tatcha is able to beat indie brands at their own game with its simple, lo-fi TikTok strategy, sharing beauty and wellness tips and keeping its content relatable.

📊 **Tatcha outperforms the average Engagement Rate for Beauty brands by 235%.**

# Winning Formulas for Creating Entertaining TikTok Content

**florence by mills**

florence by mills achieved its most entertaining post of the first half of 2023 with a Stranger Things crossover, pairing the meme of Finn Wolfhard snapping with the brand's product lineup glow-up.

**Entertainment Score: 9.9/10**

*Compared to the Beauty industry average of 4.2, and florence by mills' own average of 8.5.*

**Retention Rate: 110.4%**

*Compared to the Beauty industry average of 38%, and florence by mills' own average of 50%.*

florence by mills today

## Top Overall Beauty Industry Performers by Entertainment Score

🕐 Average Retention Rate

**Overall Average**
4.2
🕐 38%

**florence by mills**
8.5
Large Brand      🕐 50%

**essence cosmetics**
7.6
Large Brand      🕐 70%

**r.e.m. beauty**
7.1
Large Brand      🕐 46%

**Tatcha**
7.0
Established Brand      🕐 39%
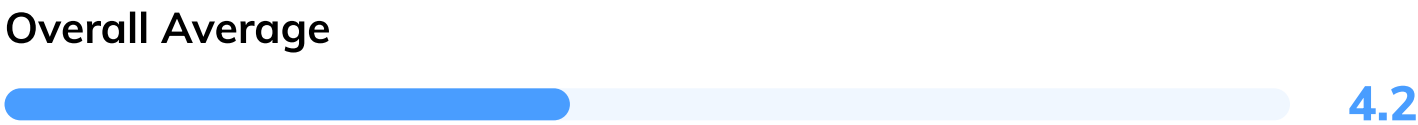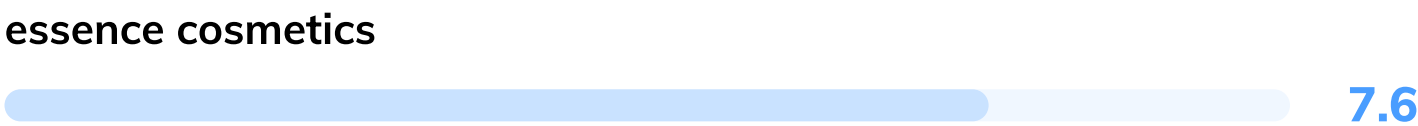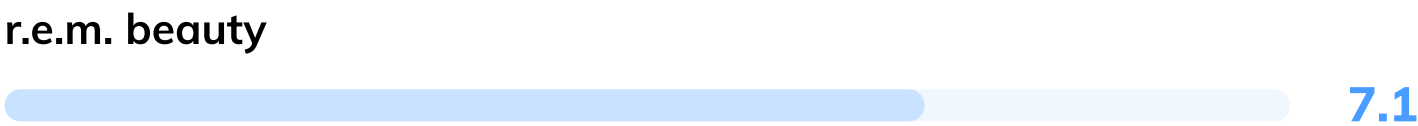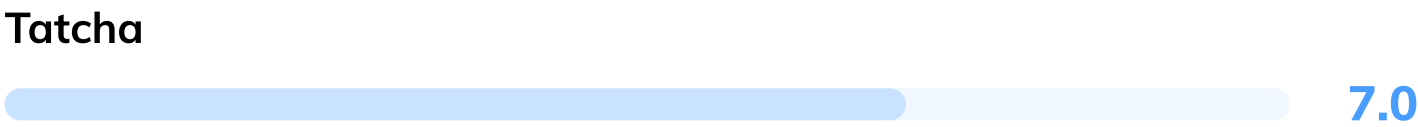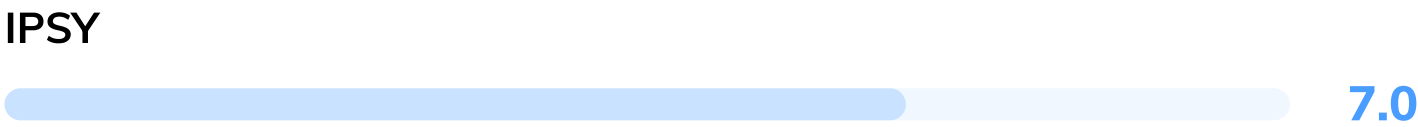
**IPSY**
7.0
Large Brand      🕐 58%

Customer data only

# Instagram

# Across All Industries

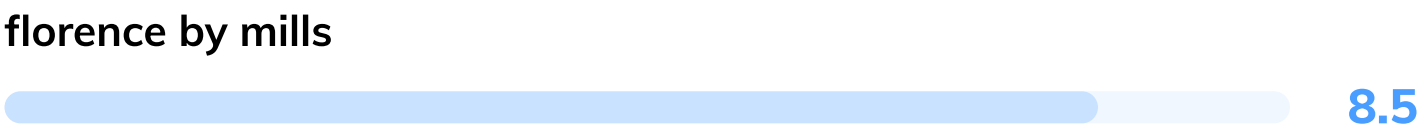| | Follower Count | Weekly Posts (Reels and Videos) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate | Reach* | Entertainment Score* (Reels and Videos) | Effectiveness Rate* |
|---|---|---|---|---|---|---|---|
| **Overall** | 2.6M | 4 | 6 | 0.6% | 194.3K | 3.9 | 14.7% |
| **Growing Brands** (0 – 190K Followers) | 95.3K | 2 | 4 | 0.8% | 11.5K | 3.6 | 19.0% |
| **Established Brands** (190K – 1.1M Followers) | 499.5K | 4 | 5 | 0.6% | 52.2K | 3.6 | 18.3% |
| **Large Brands** (1.1M+ Followers) | 7.6M | 6 | 10 | 0.6% | 375.8K | 4.3 | 10.1% |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 0.3% | 0.4% | 0.4% | 0.2% |

**Engagement Rate**: (Likes+ Comments) / Followers
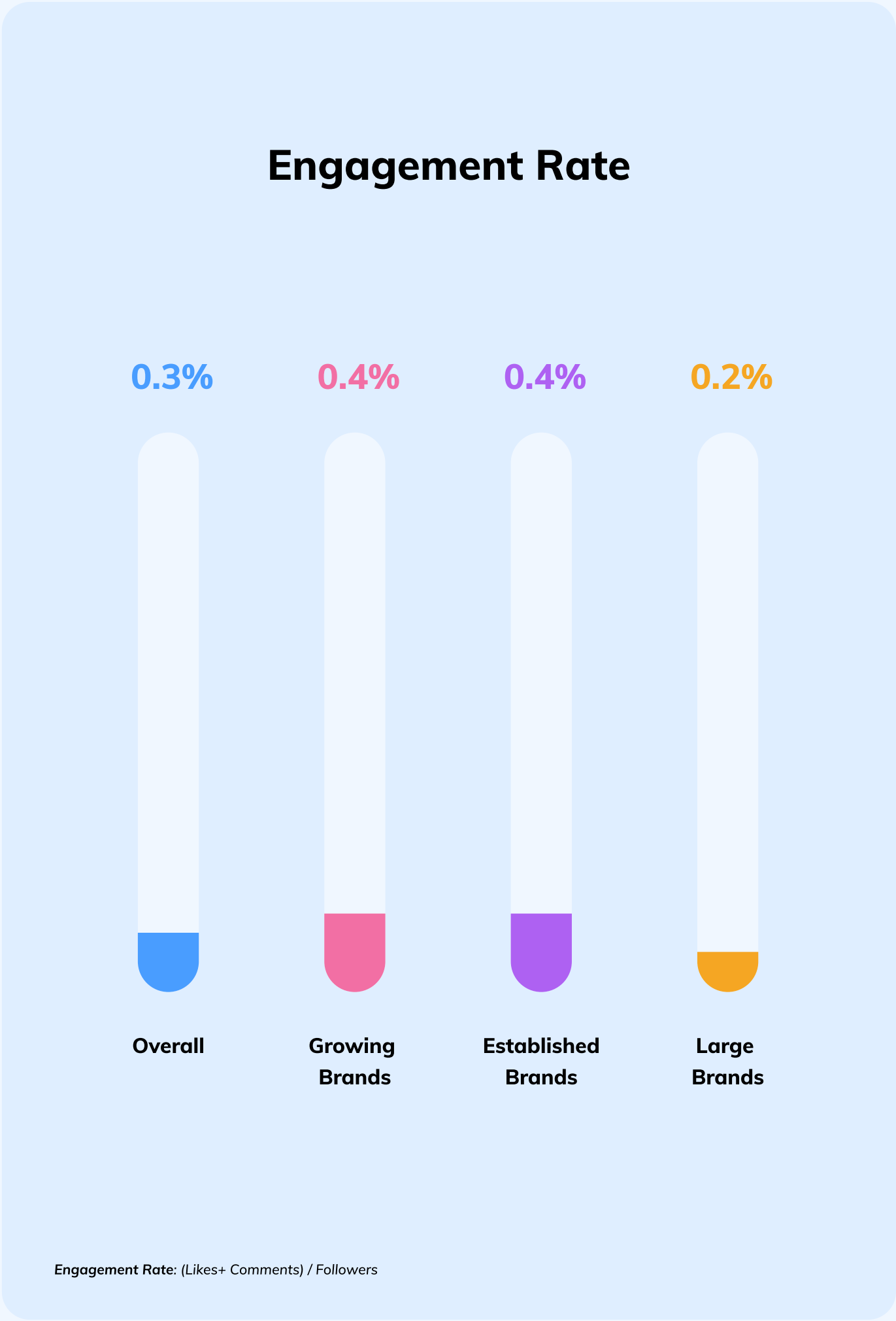
# Across All Industries

| | Follower Count | Weekly Posts (Reels and Videos) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate | Reach* | Entertainment Score* (Reels and Videos) | Effectiveness Rate* |
|---|---|---|---|---|---|---|---|
| Beauty | 3.6M | 8 | 6 | 0.6% | 92.5K | 4.0 | 16.0% |
| Retail | 4.3M | 4 | 6 | 0.4% | 72.2K | 3.0 | 11.0% |
| Fashion and Luxury | 5.5M | 3 | 6 | 0.6% | 91.7K | 3.4 | 11.1% |
| CPG, Food and Beverage | 1.4M | 2 | 3 | 0.6% | 66K | 4.5 | 16.8% |
| Home | 1M | 2 | 5 | 0.5% | 55.7K | 2.8 | 11.7% |
| Media and Publishing | 5.2M | 8 | 16 | 0.8% | 319.5K | 4.5 | 15.0% |
| Children and Baby | 867.1K | 2 | 4 | 0.9% | 51.6K | 3.2 | 16.6% |

*Customer data only

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## Engagement Rate

Beauty **0.2%**

**0.1%**
Retail

**0.2%**
Fashion and Luxury

**0.3%**
CPG, Food and Beverage

**0.1%**
Home

**0.5%**
Media and Publishing
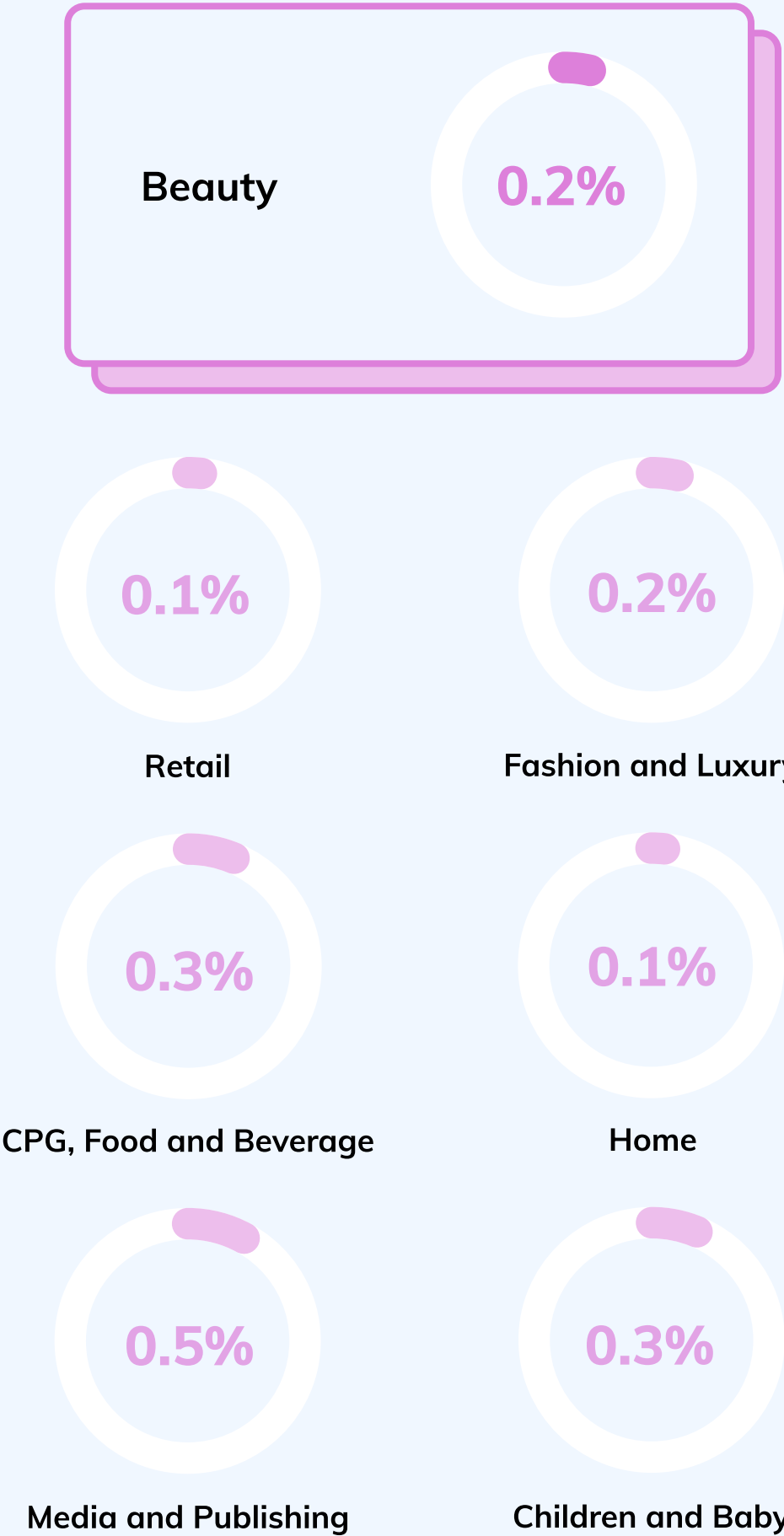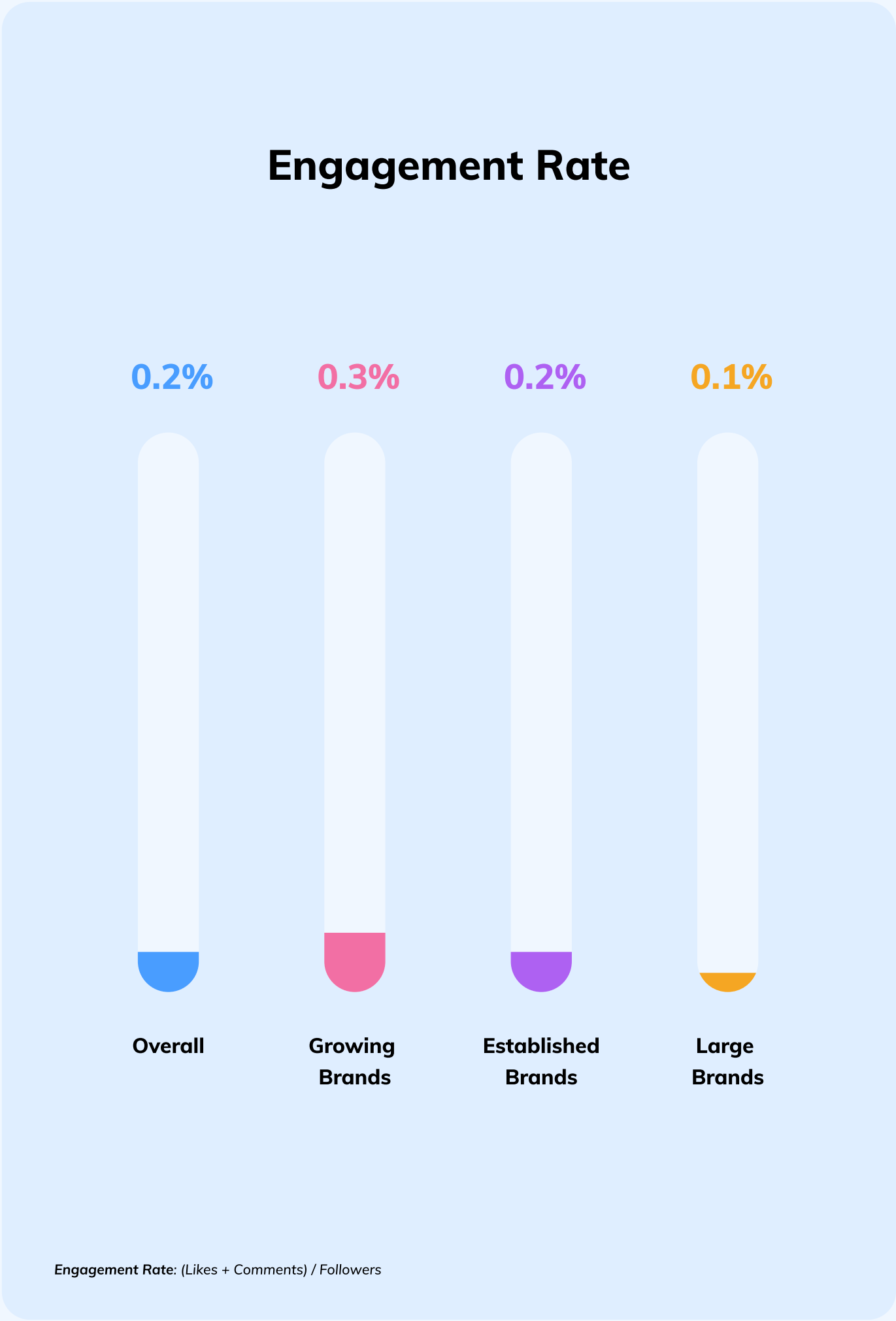
**0.3%**
Children and Baby

# Beauty Brands Industry-Wide

| | Follower Count | Weekly Posts (Reels and Videos) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate | Reach* | Entertainment Score* (Reels and Videos) | Effectiveness Rate* |
|---|---|---|---|---|---|---|---|
| **Beauty Overall** | **3.6M** | **8** | **6** | **0.6%** | **92.5K** | **4.0** | **16.0%** |
| **Growing Brands** (0 – 190K Followers) | **115.7K** | **5** | **5** | **0.7%** | **9.2K** | **3.9** | **19.6%** |
| **Established Brands** (190K – 1.1M Followers) | **534.1K** | **7** | **5** | **0.6%** | **36.8K** | **3.8** | **18.4%** |
| **Large Brands** (1.1MK+ Followers) | **8.5M** | **12** | **9** | **0.5%** | **206.5K** | **4.2** | **11.1%** |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 0.2% | 0.3% | 0.2% | 0.1% |

**Engagement Rate**: (Likes + Comments) / Followers
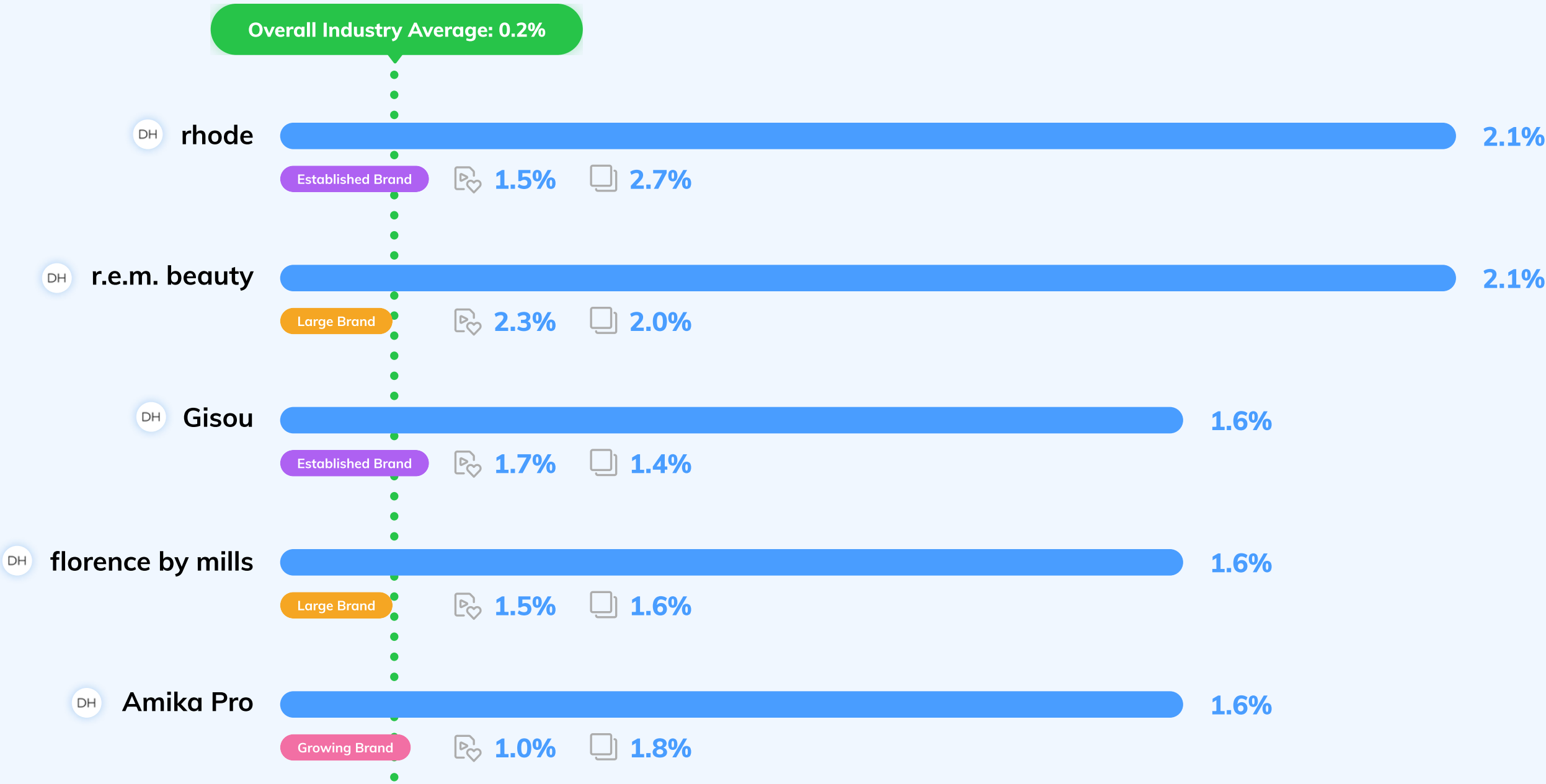
# Top Beauty Industry Performers by Engagement Rate

Average Engagement Rate (Video and Reel)   Average Engagement Rate (Static and Carousel)   DH Dash Hudson User   ● Growing Brand: 0 – 190K Followers   ● Established Brand: 190K – 1.1M Followers   ● Large Brand: 1.1M+ Followers

**Overall Industry Average: 0.2%**

DH **rhode**                                2.1%
Established Brand   1.5%   2.7%

DH **r.e.m. beauty**                        2.1%
Large Brand   2.3%   2.0%

DH **Gisou**                                1.6%
Established Brand   1.7%   1.4%

DH **florence by mills**                    1.6%
Large Brand   1.5%   1.6%

DH **Amika Pro**                            1.6%
Growing Brand   1.0%   1.8%

# Deep Dives Into Top Performing Beauty Brands

## rhode

rhode by Hailey Bieber skyrocketed to the top of Instagram engagement by sharing content from its diverse community of creators. Creator content is celebrated for its authenticity, and nothing can replicate the value of glowing reviews from fans.

📊 **rhode outperforms the average Engagement Rate for Beauty brands by 1,050%.**
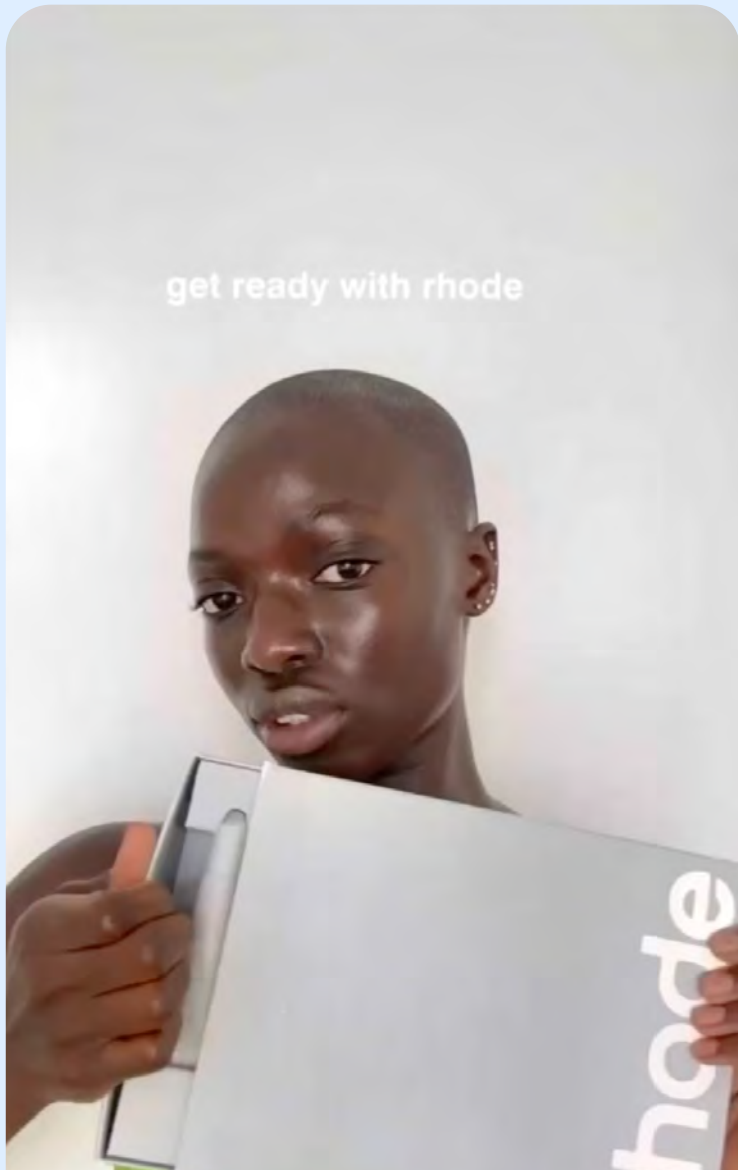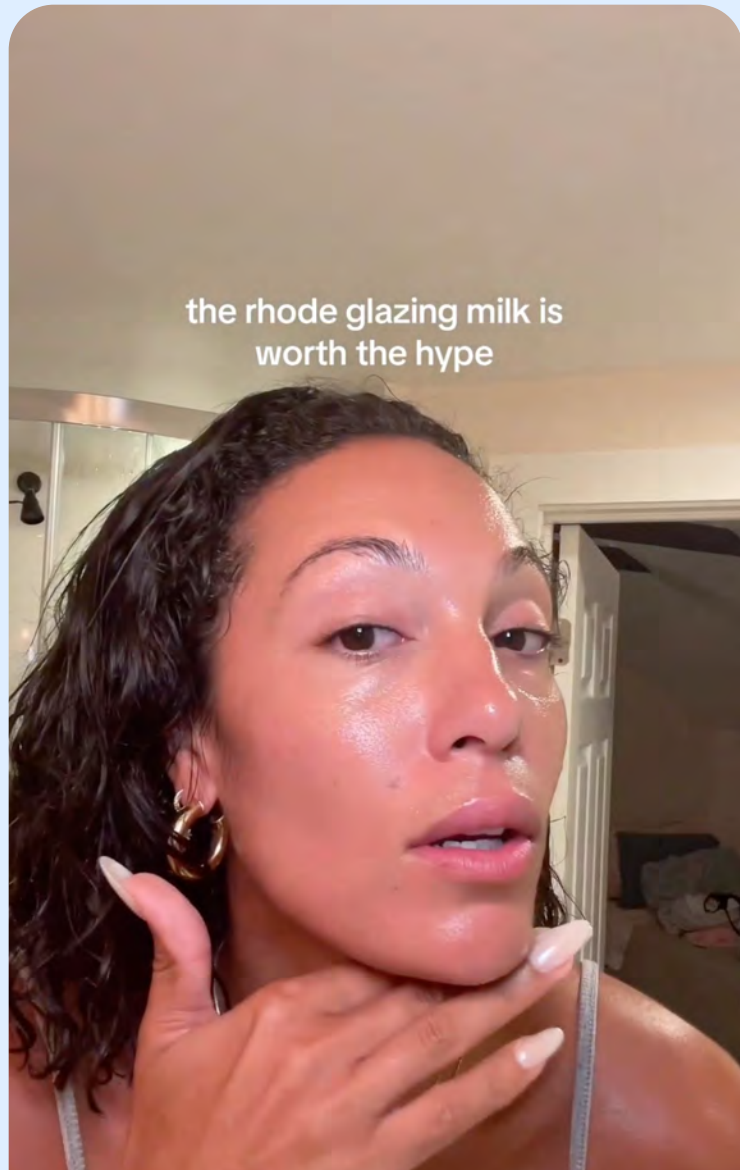
Large Brand

## r.e.m.beauty

r.e.m. beauty by Ariana Grande earns the highest engagement for Reels in the Beauty industry. The brand succeeds at pairing its dreamy aura with captivating analog-style footage, resulting in a film-like quality that viewers cannot look away from.

📊 **r.e.m. beauty outperforms the average Engagement Rate for Beauty brands by 1,050%.**

Established Brand

## gisou

Gisou perfected the art of crafting a stunning feed aesthetic in the era of Reels. Its floral and summer vibe is truly its own, subconsciously reinforcing the brand's natural, sustainable and bee-powered legacy.

📊 **Gisou outperforms the average Engagement Rate for Beauty brands by 800%.**

the rhode glazing milk is worth the hype

get ready with rhode

# Strategies for Garnering Best-in-Class Performance

## gisou

Gisou does not just excel at making engaging content. The brand's bright and sunny content acts as an invitation to engage further, and its comment section is a hotspot for lively conversation amongst haircare and skincare enthusiasts.

📊 **Gisou outperforms the overall average Effectiveness Rate for Beauty brands by 684%.**
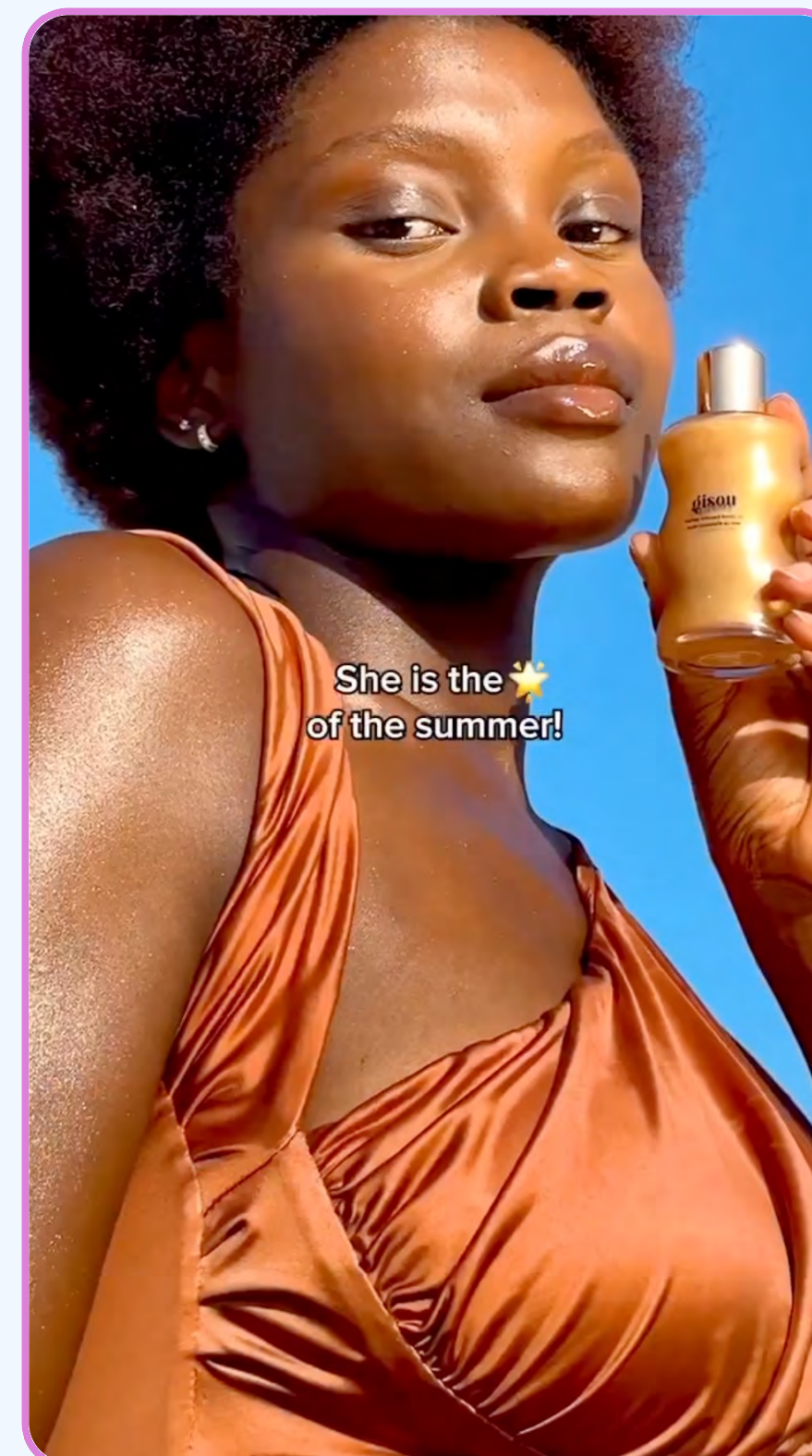
# Winning Formulas for Creating Entertaining Reels Content

**BUBBLE** SKINCARE

Bubble's strategy for Instagram Reels is a study on sensory engagement. Its most entertaining Reel is hands-on footage of its products being put into use, using the power of brevity and ASMR to capture audience attention and encourage repeat viewing.

**Entertainment Score: 9.1/10**

*Compared to the Beauty industry average of 4.0, and Bubble's own average of 4.2.*

because i'm doing my favorite thing!

## Top Overall Beauty Industry Performers by Entertainment Score (Reels)

▶ Average Video Views (Reels)

**Overall Average**

4.0

▶ **41K**

**florence by mills**

9.1

Large Brand    ▶ **557.9K**

**Bubble**

8.2

Established Brand    ▶ **36.3K**

**Rare Beauty**

8.1

Large Brand    ▶ **1.1M**

**African Botanics**

8.0

Growing Brand    ▶ **563**

**about-face beauty**

7.8

Established Brand    ▶ **100.1K**
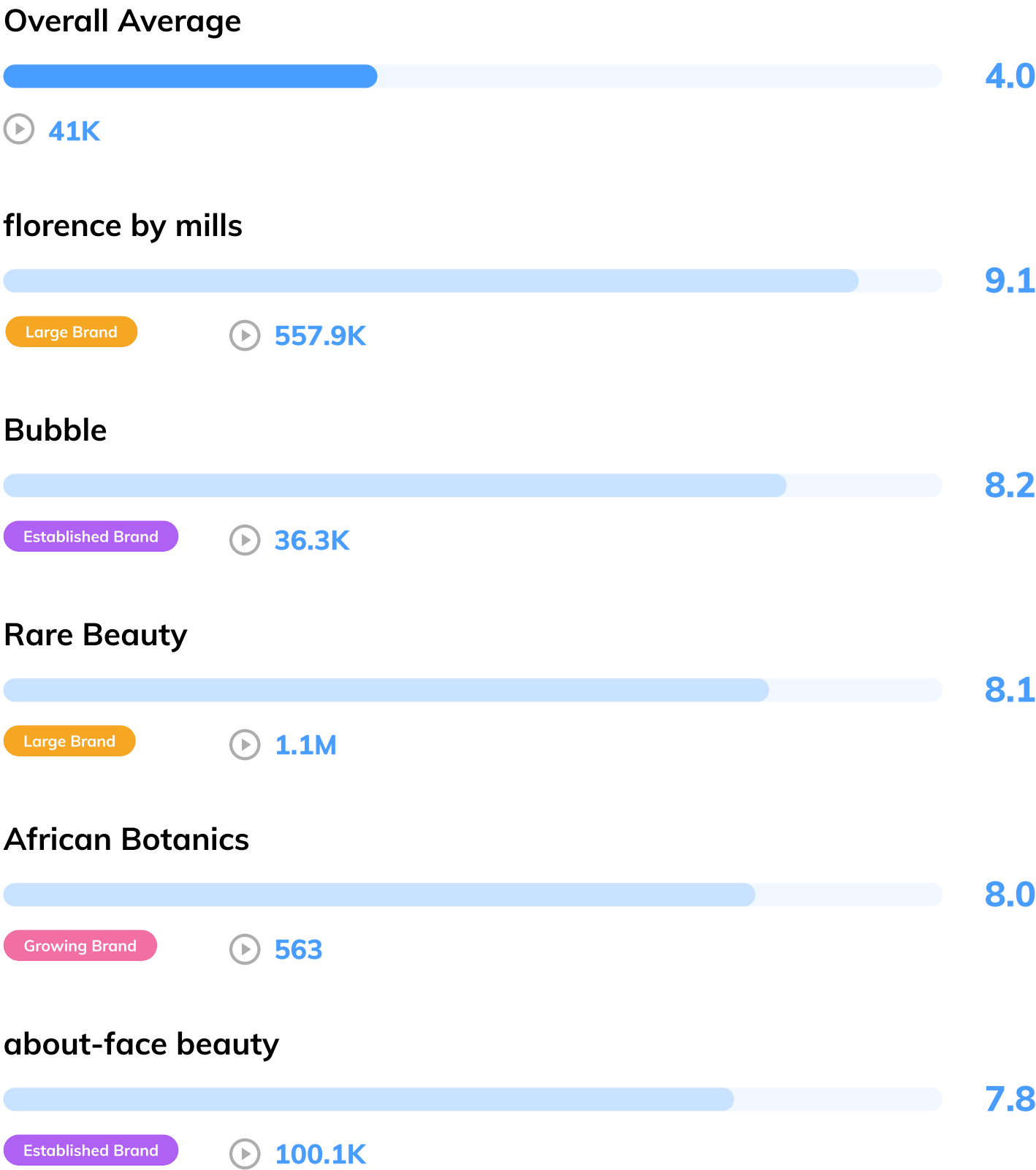
Customer data only

# Top Creators by Engagement Rate

## Nano Creators
(Under 10K Followers)

| | Kelseyrileydixo | Deannarayala | Quiskka | Kisserkel | Minnethriftco |
|---|---|---|---|---|---|
| Country | United States | United States | Philippines | United States | United States |
| Engagement Rate | 3,747.4% | 1,406.5% | 906.5% | 685.9% | 628.4% |
| Follower Size | 8.8K | 7.2K | 3.1K | 7.6K | 5.3K |
| Interest | Travel, Parenting | Wedding | Fashion, Streetwear, Design | Entertainment, Comedy | Fashion, Parenting, Home Decor |

## Micro Creators
(10K – 100K Followers)

| | Keimandtay | katdiermissen | Marina__taylor | Georgiebidesi | boliviannomad |
|---|---|---|---|---|---|
| Country | United States | United States | Japan | Singapore | Austria |
| Engagement Rate | 1,500.5% | 593.9% | 584.9% | 542.3% | 523% |
| Follower Size | 16.9K | 60K | 48.7K | 20.5K | 14.9K |
| Interest | Entertainment, Comedy, Art | Fashion, Art, Photography | Fashion, Art, Travel | Food, Travel, Fashion | Travel, Food, Photography |

## Macro Creators
(100K+ Followers)

| | neelajolene | desijohnsonn | hamburgdaniahoi | gracewellsphoto | keepingfinn |
|---|---|---|---|---|---|
| Country | United States | Australia | Germany | United States | United States |
| Engagement Rate | 437.2% | 374.4% | 343.7% | 317.1% | 145.3% |
| Follower Size | 147K | 204K | 124.4K | 463.2K | 408.7K |
| Interest | Fashion, Beauty, Travel | Fitness, Health, Personal Growth | Design, Interior Design, Home Decor | Entertainment, Art, Travel | Animals, Travel, Dogs |

# YouTube

▶ **AVERAGE YOUTUBE PERFORMANCE**

# Across All Industries

| | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes | Shares |
|---|---|---|---|---|---|
| **Overall** | 764.9K | 7 | 1.8% | 805 | 90 |
| **Growing Brands** (0 – 20K Followers) | 5.3K | 3 | 2.1% | 28 | 7 |
| **Established Brands** (20K – 150K Followers) | 68.5K | 4 | 1.7% | 251 | 22 |
| **Large Brands** (150K+ Followers) | 2.4M | 16 | 1.5% | 1.1K | 157 |

*Customer data only
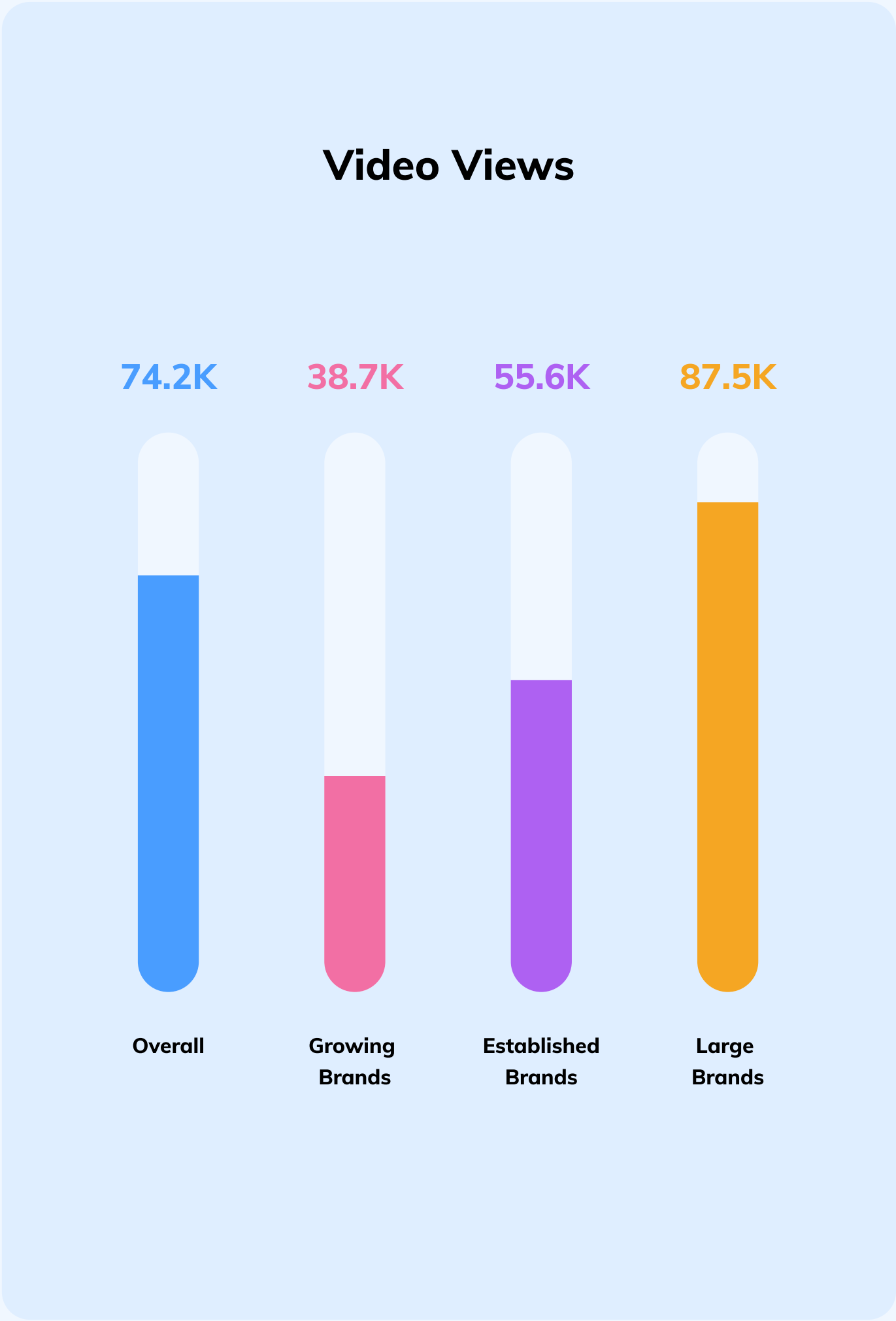
**Video Views**

| 74.2K | 38.7K | 55.6K | 87.5K |
|---|---|---|---|

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|

**Video Views**

**AVERAGE YOUTUBE PERFORMANCE**

# Across All Industries

| | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes | Shares |
|---|---|---|---|---|---|
| Beauty | 157.5K | 4 | 1.7% | 256 | 13 |
| Retail | 216.2K | 3 | 0.6% | 123 | 17 |
| Fashion and Luxury | 199.2K | 4 | 2.2% | 676 | 37 |
| CPG, Food and Beverage | 946.3K | 4 | 1.7% | 1.7K | 14 |
| Home | 97.2K | 5 | 1.9% | 43 | 14 |
| Media and Publishing | 2.6M | 27 | 1.8% | 934 | 153 |
| Children and Baby | 999.7M | 3 | 1.9% | 399 | 30 |
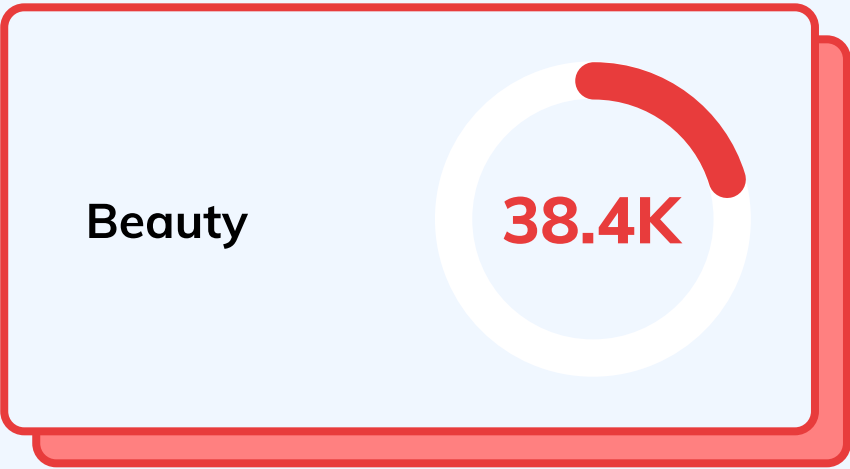
Beauty **38.4K**

Retail **79.2K**

Fashion and Luxury **90K**

CPG, Food and Beverage **105.5K**

Home **75.4K**

Media and Publishing **75.7K**

Children and Baby **48.9K**

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**AVERAGE YOUTUBE PERFORMANCE**

# Beauty Brands Industry-Wide

| | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes | Shares |
|---|---|---|---|---|---|
| **Beauty Overall** | 157.5K | 4 | 1.7% | 256 | 13 |
| **Growing Brands** (0 – 20K Followers) | 4.8K | 3 | 2.1% | 36 | 4 |
| **Established Brands** (20K – 150K Followers) | 59.6K | 3 | 1.5% | 111 | 12 |
| **Large Brands** (150K+ Followers) | 731.8K | 6 | 1.2% | 617 | 25 |

*Customer data only

### Video Views

| 38.4K | 20.6K | 56.5K | 42.4K |
|---|---|---|---|

Overall | Growing Brands | Established Brands | Large Brands
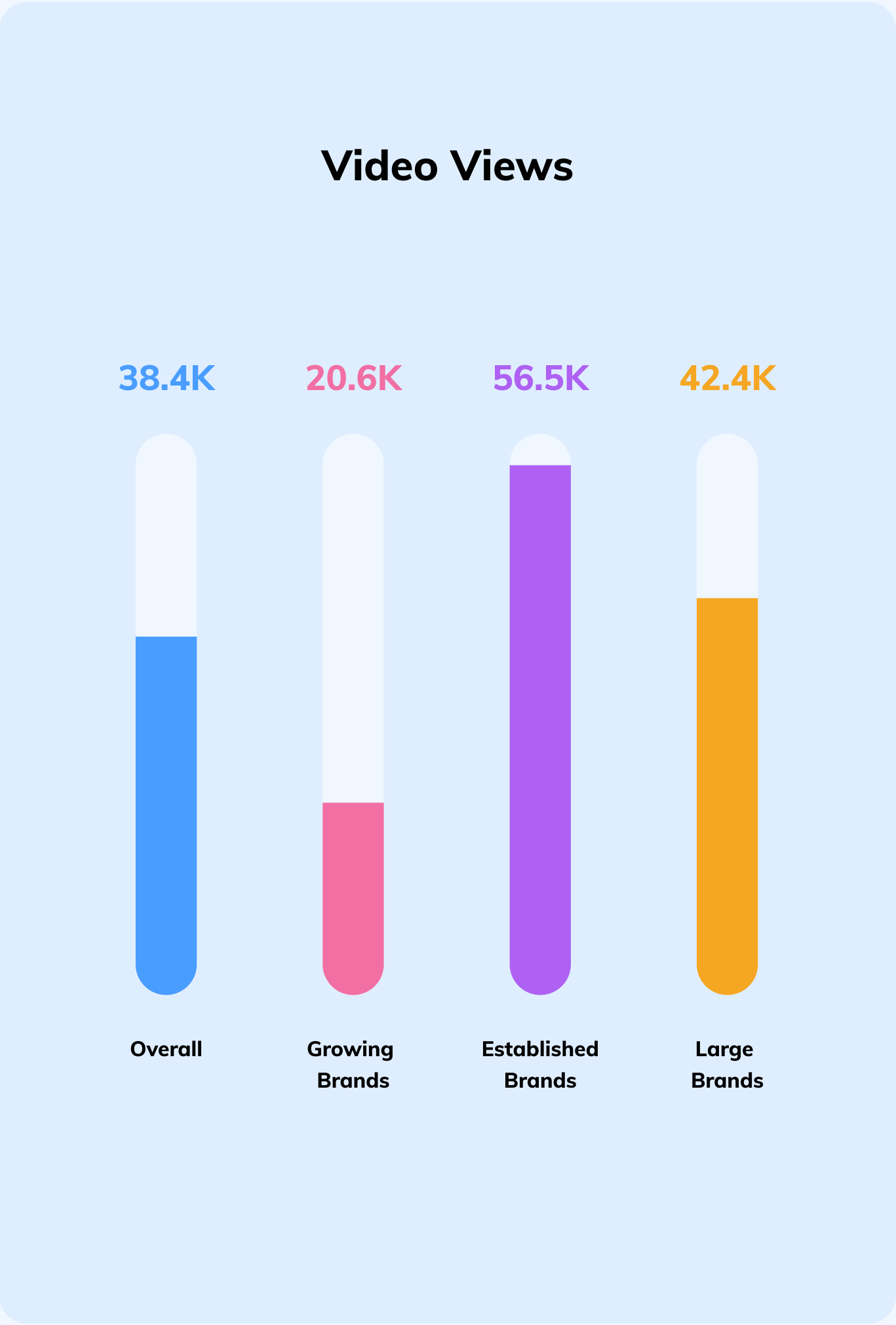
# Top Beauty Industry Performers by Overall Video Views

♡ Average Likes    DH Dash Hudson User    ● Growing Brand: 0 – 20K Followers    ● Established Brand: 20K – 150K Followers    ● Large Brand: 150K+ Followers

**Overall Industry Average: 38.4K**

DH **Sulwhasoo US** — 217.6K
Growing Brand   ♡ 40

DH **Rare Beauty** — 158.1K
Large Brand   ♡ 8.2K

DH **Glossier** — 106.4K
Large Brand   ♡ 293

DH **eos Products** — 100.3K
Established Brand   ♡ 30

DH **Fenty Beauty** — 99.4K
Large Brand   ♡ 3K
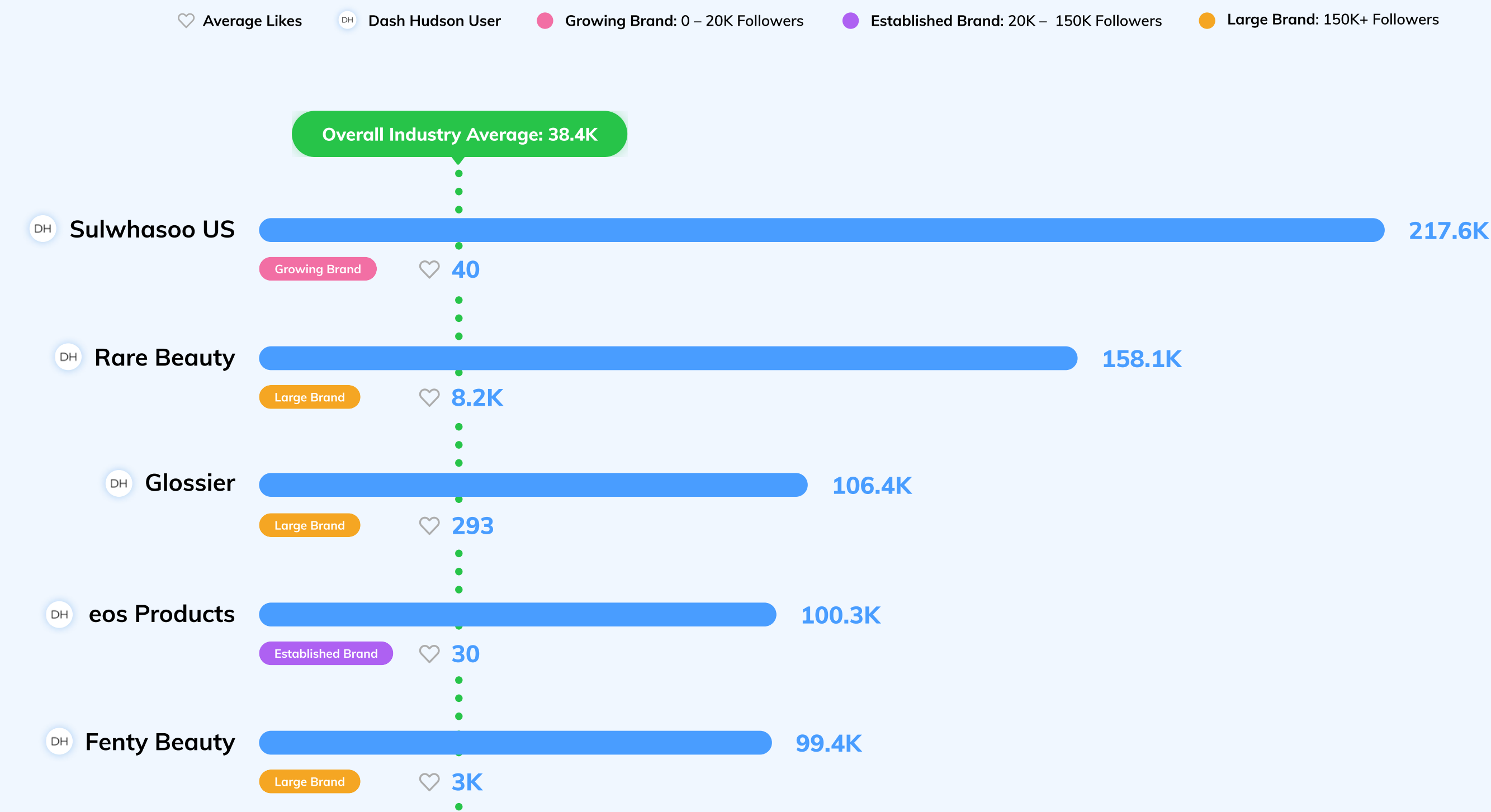
# Expanding Global Beauty Perspectives

Sulwhasoo

Sulwhasoo US uses long-form content to educate viewers about the benefits of skincare through the perspective of Korean beauty, focused on energy-balancing and rooted in tradition.

▶ **Sulwhasoo US outperforms average Video Views for Beauty brands by 567%.**

# Top Beauty Industry Performers by Percentage Viewed

▶ Average Video Views    DH Dash Hudson User    ● **Growing Brand:** 0 – 20K Followers    ● **Established Brand:** 20K – 150K Followers    ● **Large Brand:** 150K+ Followers

**Overall Industry Average: 85%**

DH **NARS Cosmetics**
Established Brand   ▶ **58.4K**      **176%**

DH **Haus Labs**
Established Brand   ▶ **1.5K**      **115%**

DH **Aveda**
Established Brand   ▶ **53.4K**      **112%**

DH **IPSY**
Large Brand   ▶ **18.8K**      **111%**

DH **Rare Beauty**
Large Brand   ▶ **158.1K**      **105%**
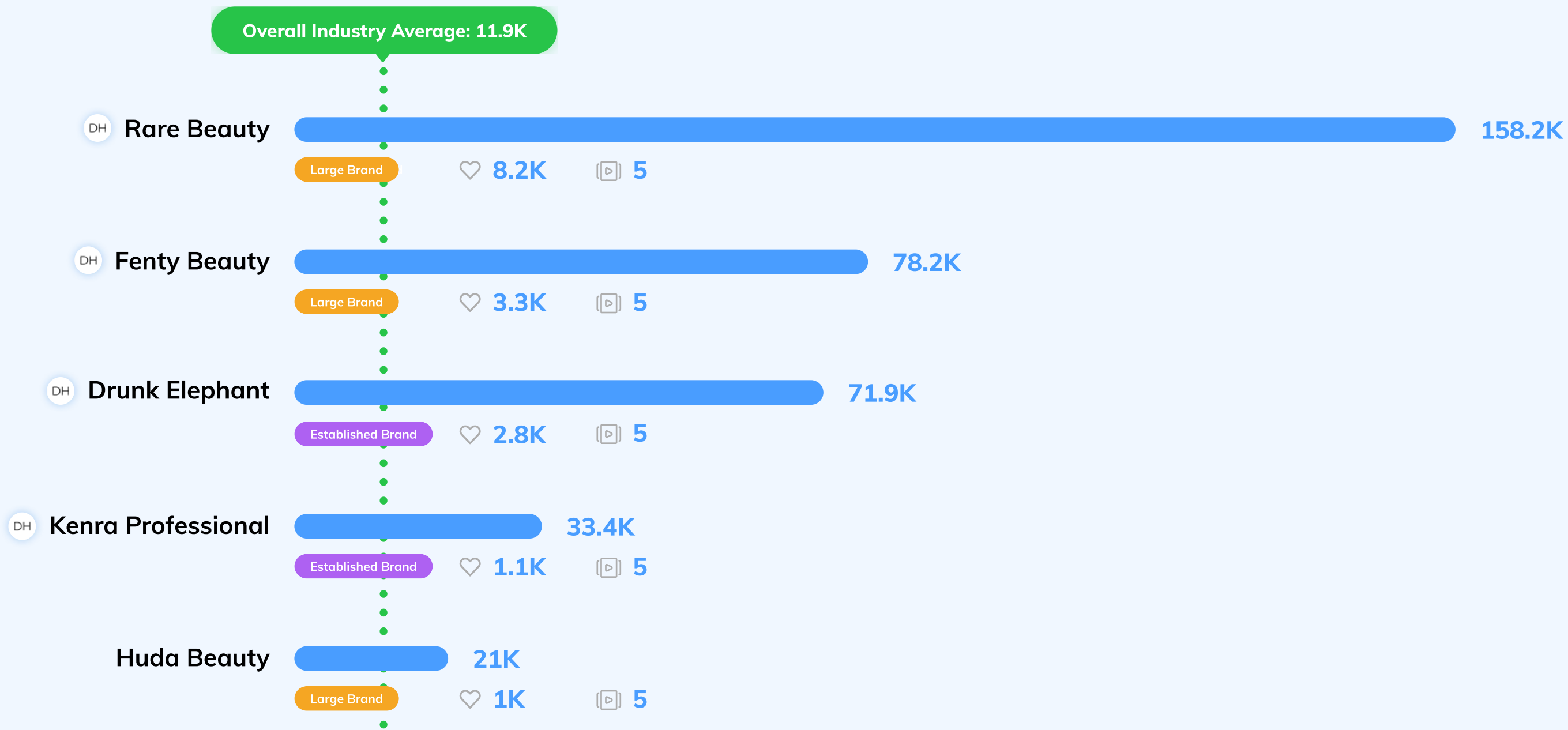
# The New Era of YouTube Collaboration

NARS

NARS Cosmetics takes an innovative approach to YouTube, pairing traditional advertising with collaborations with Roblox, the metaverse platform that has found resounding success with Gen Alpha.

▶ NARS Cosmetics' videos are viewed **176%** on average, meaning that the average viewer **watches more than once.**

# Using Shorts for Audience Expansion

Drunk Elephant has made the transition to short-form content on YouTube to great success, using the format to share lo-fi product demonstrations and tricks for skincare. The brand receives a high number of comments from its engaged community.

▶ Drunk Elephant's YouTube Shorts receive **604%** more views than the average for the Beauty industry.
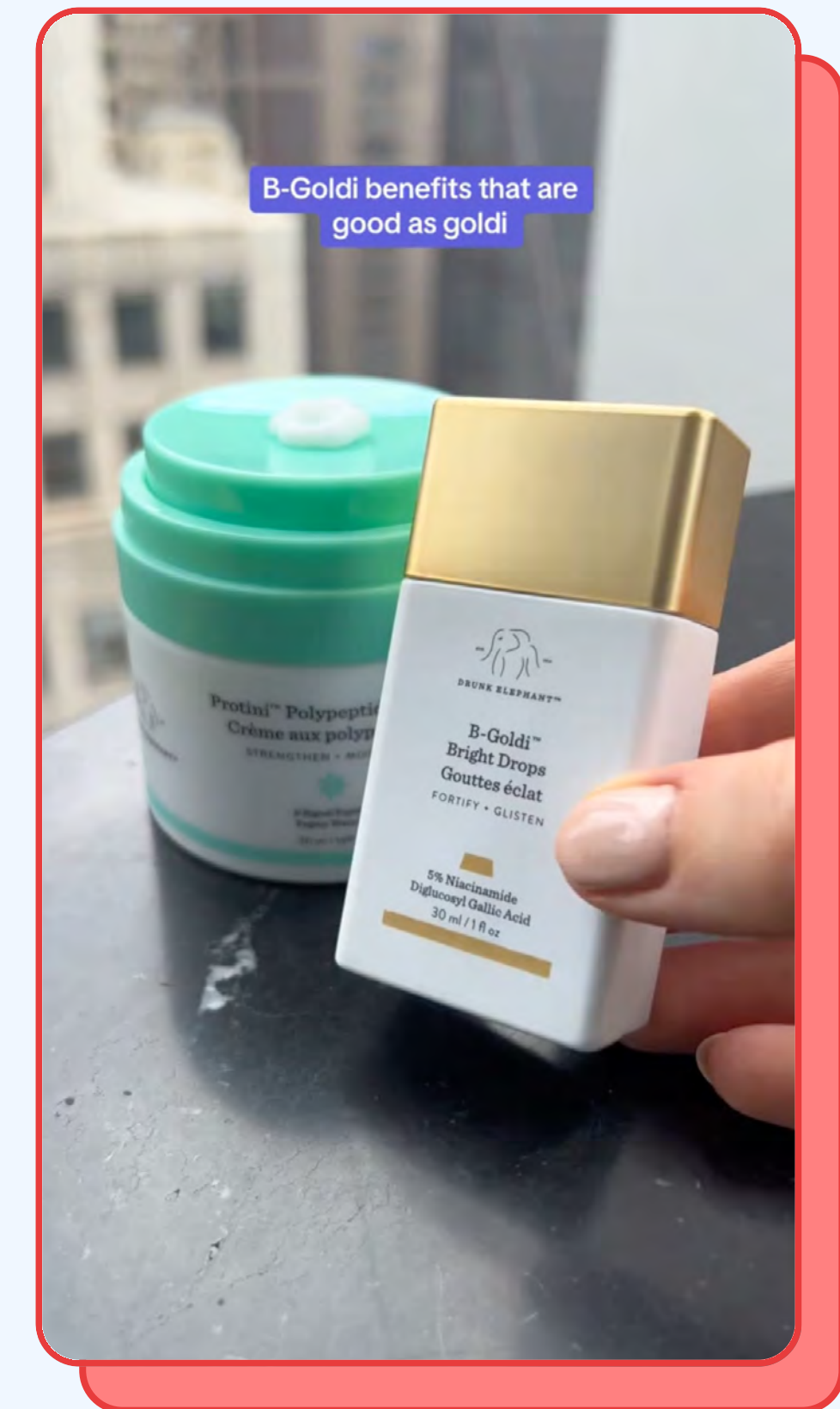
# What We Can Learn From Beauty Brands' Strategies

## Leverage the Power of Creators and Celebrities

Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

## Embrace Creativity and Authenticity

Stand out by sharing content that can only come from your brand. Simple, lo-fi strategies, as well as partnerships with creators, contribute to building a strong and authentic brand identity on social media.

## Be Inspired By Entertainment

The best way to increase your Engagement Rate is to foster lively conversations amongst your community. Brands that are doing this well are sharing thought-provoking content, turning their feeds into vibrant spaces for engagement and interaction.
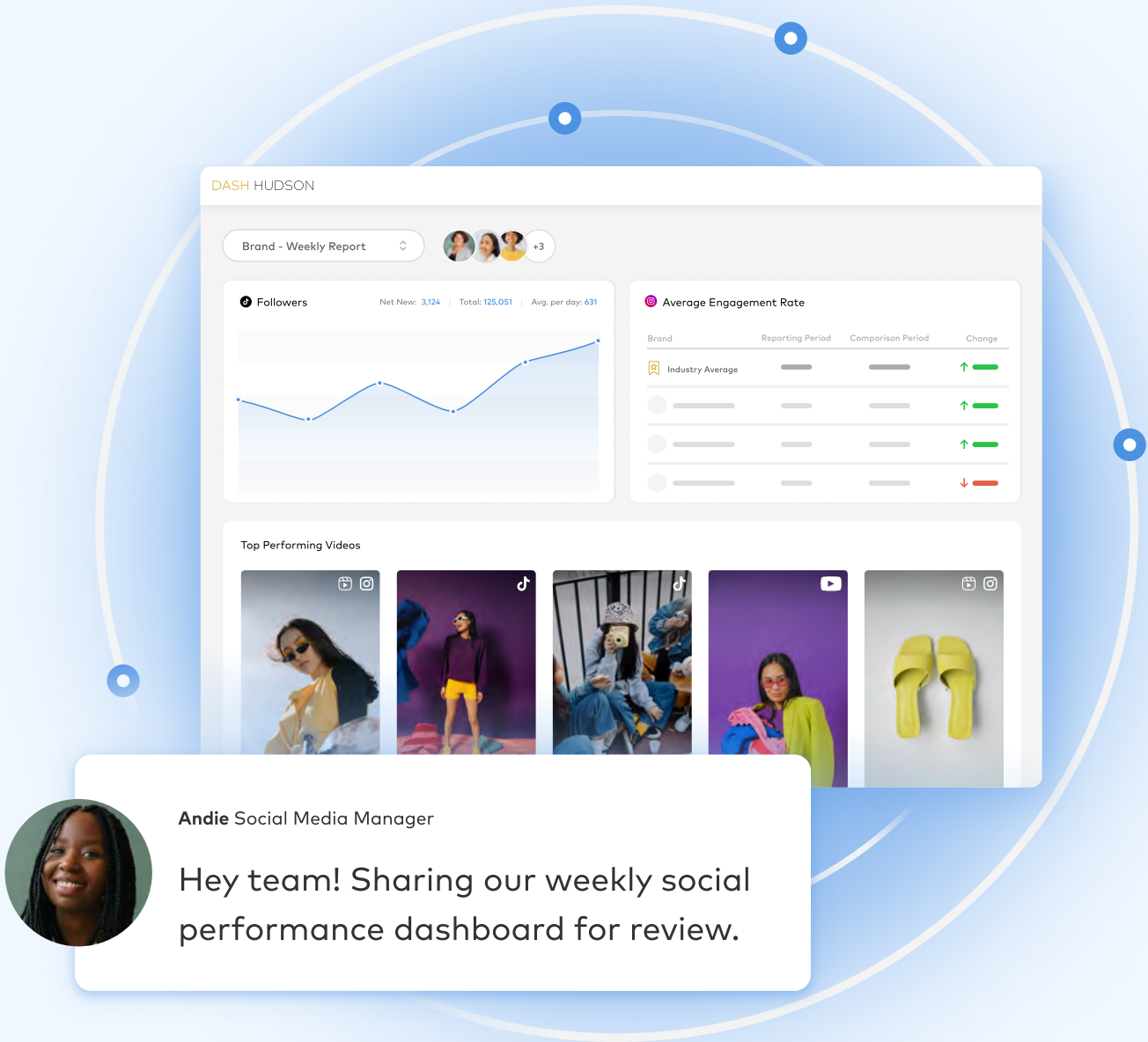
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# Outsmart Social

Dash Hudson is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Hudson enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Hudson is empowering brands to outsmart social, visit dashhudson.com.

**AT A GLANCE**

# Facebook, Pinterest and X

# Across All Industries

|  | Follower Count | Weekly Posts | Monthly Growth Rate | Reach | Effectiveness Rate |
|---|---|---|---|---|---|
| **Overall** | 1.2M | 32 | 0.5% | 53.8K | 6.1% |
| **Growing Brands** (0 – 100K Followers) | 39.9K | 6 | 1.0% | 6.2K | 9.2% |
| **Established Brands** (100K – 850K Followers) | 321.4K | 22 | 0.3% | 24.9K | 6.2% |
| **Large Brands** (850K+ Followers) | 3.6M | 72 | 0.1% | 68.1K | 5.9% |

*Customer data only
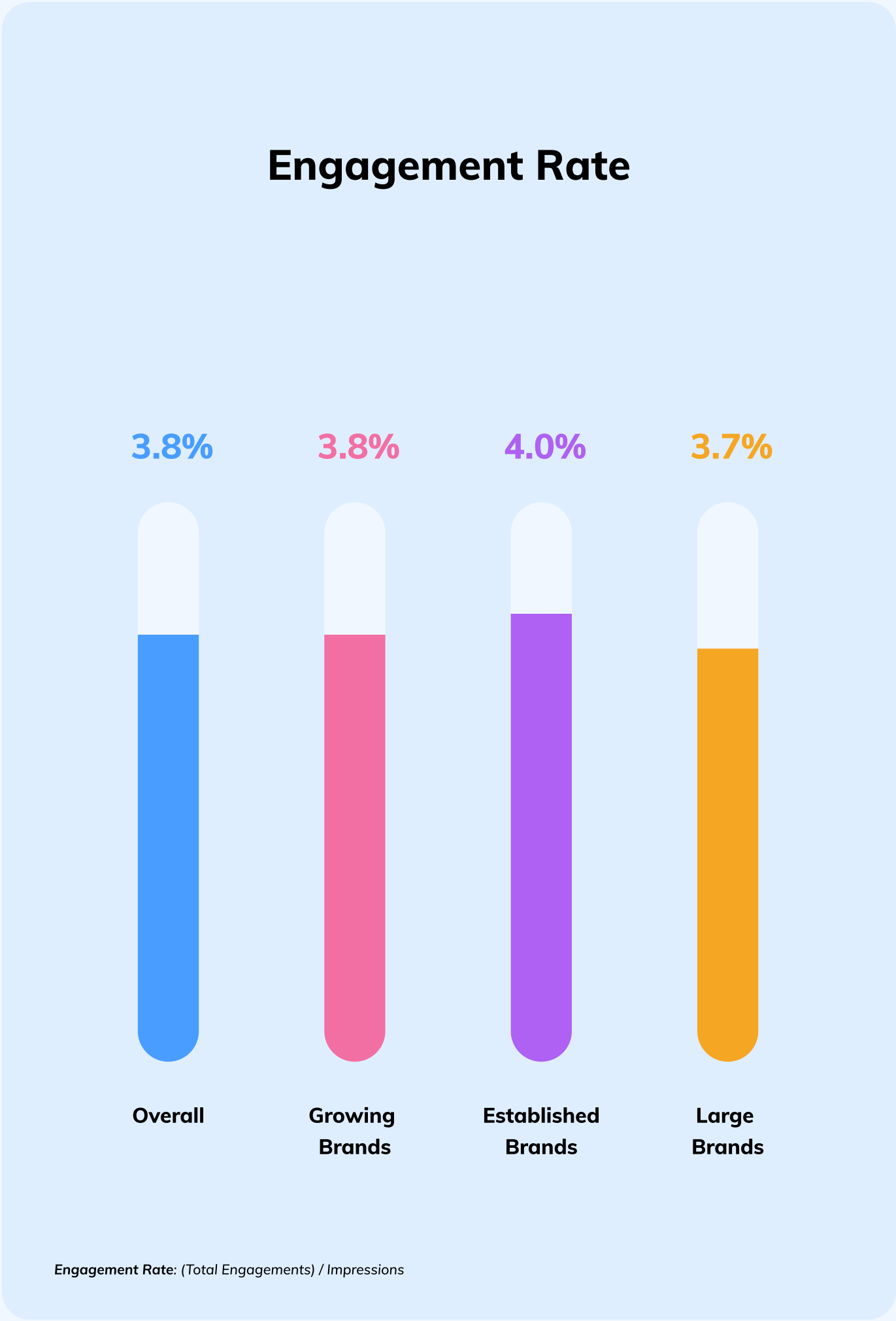
## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 3.8% | 3.8% | 4.0% | 3.7% |

**Engagement Rate**: (Total Engagements) / Impressions

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# Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Impressions | Video Views |
|---|---|---|---|---|---|
| **Overall** | 231K | 17 | 1.3% | 26.1K | 70.9K |
| **Growing Brands** (0 – 8K Followers) | 3.0K | 6 | 2.3% | 13.8K | 14.2K |
| **Established Brands** (8K – 105K Followers) | 37.3K | 14 | 1.1% | 30.1K | 80K |
| **Large Brands** (105K+ Followers) | 710.1K | 31 | 0.5% | 23.8K | 71.6K |

*Customer data only*
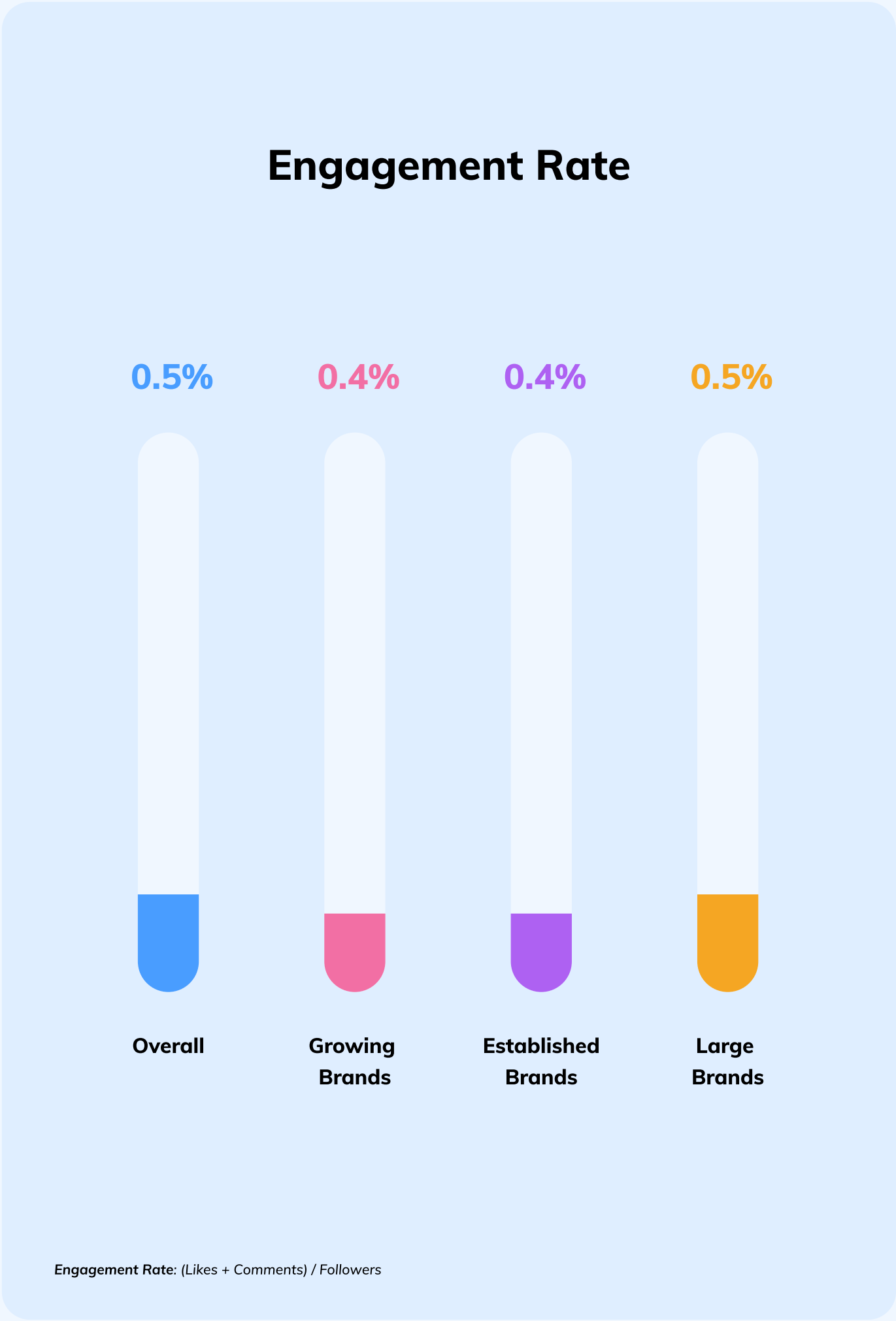
## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 0.5% | 0.4% | 0.4% | 0.5% |

**Engagement Rate:** *(Likes + Comments) / Followers*

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X **AVERAGE X PERFORMANCE**

# Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Impressions | Likes | Total Engagements |
|---|---|---|---|---|---|---|
| | | | 7.7% | | | |
| **Overall** | 620.6K | 45 | 11.7% | 24.3K | 63 | 923 |
| **Growing Brands** (0 – 12.5K Followers) | 4.7K | 8 | 11.6% | 734 | 5 | 33 |
| **Established Brands** (12.5K – 200K Followers) | 64.2K | 23 | 10.4% | 4.2K | 26 | 240 |
| **Large Brands** (200K+ Followers) | 2M | 115 | 14.2% | 31.3K | 76 | 1.2K |

*Customer data only

## Engagement Rate

| 8.7% | 18.0% | 13.3% | 7.1% |
|---|---|---|---|
| Overall | Growing Brands | Established Brands | Large Brands |

**Engagement Rate**: (Total Engagements) / Impressions