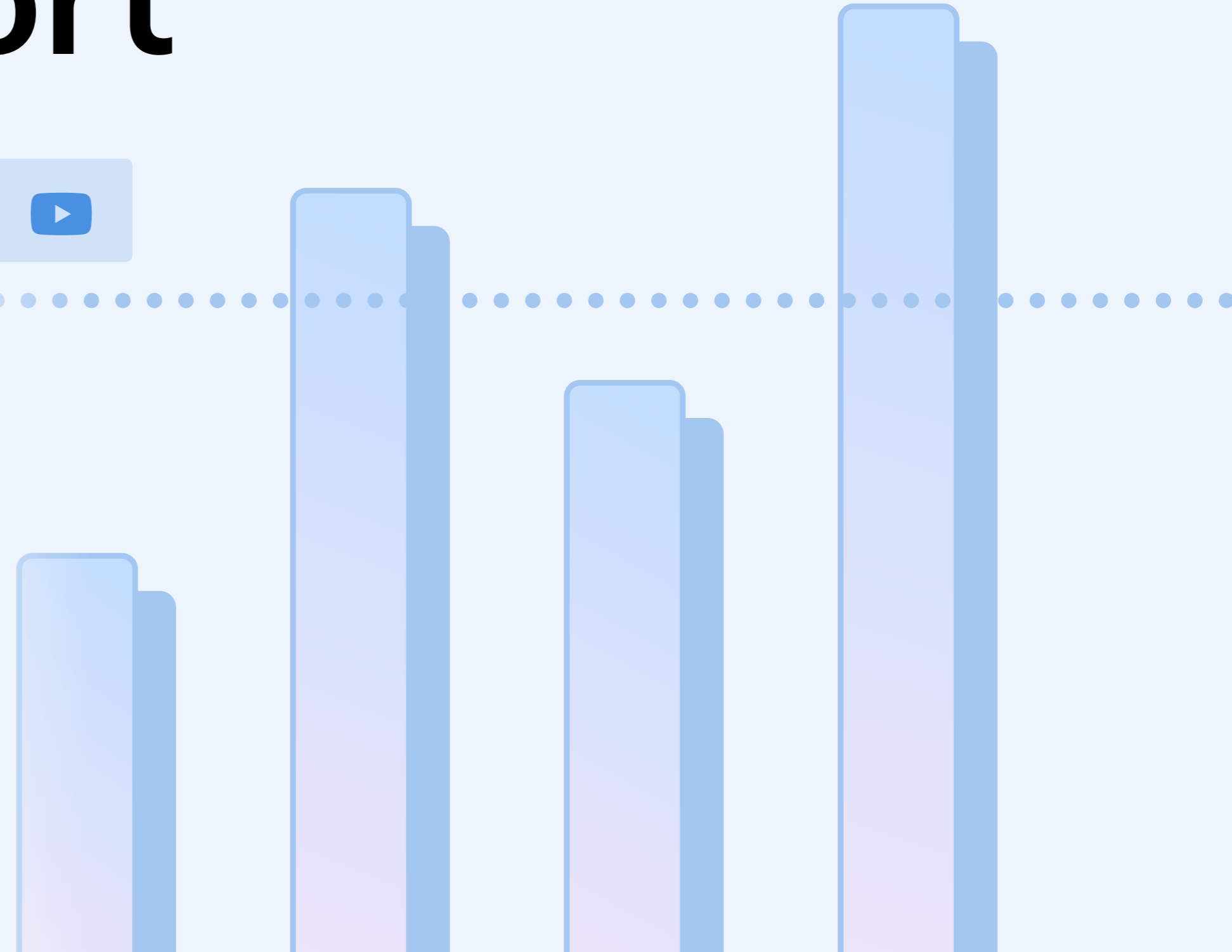


2023 Cross-Channel Benchmark Report

CPG, FOOD, AND BEVERAGE INDUSTRY |   

DASH HUDSON



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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.

Dash Hudson's Benchmarking Methodology

Dash Hudson pulled a sample of national and international companies across TikTok (n=948), Instagram (n=2,403), and YouTube (n=463), analyzing their activity between July 1, 2022 – December 31, 2022, 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 a series of separate reports broken down into the following industries: Beauty, Fashion and Luxury, Media and Publishing, CPG, Food, and Beverage, Retail, and Home.

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: $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Reach}$.

YouTube: $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Video Views}^*$.

*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 = $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Video Views}$.

Instagram Engagement Rate = $(\text{Likes} + \text{Comments}) / \text{Followers}$.

*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 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 = $\text{average time watched} / \text{video duration}$.

*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.

Average Percentage Viewed (YouTube)

The average percentage of the selected video that people watched.

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

Why It Matters: Understanding how long audiences are staying engaged is key to figuring out what types of content work on YouTube.

Cross-Channel Trends

Instagram Reels Offers the Best Reach, While TikTok and YouTube Shorts Excel at Engagement

The roles of each social media platform are becoming more evident. Instagram Reels is a strong platform for Reach, receiving a 10% higher Reach than TikTok. Meanwhile, TikTok (35% higher) and YouTube Shorts (10% higher) both generate more Engagement than Instagram Reels.

Brands on TikTok Continue To Show Strong Growth and Are the Most Popular Format

TikTok continues offering brands rapid growth (12% monthly, on average) and still presents the best opportunity for brands to grow on social media. Growth on TikTok is 181% higher than on Instagram (0.6% monthly, on average) and 107% higher than on YouTube (2.0% monthly, on average). The number of TikToks posted exceeds the number of Reels and Shorts. On average, brands will post 4 TikToks, 3 Reels, and 1 Short per week.

Media and Publishing Surpassed All Other Industries for Performance on TikTok and Instagram

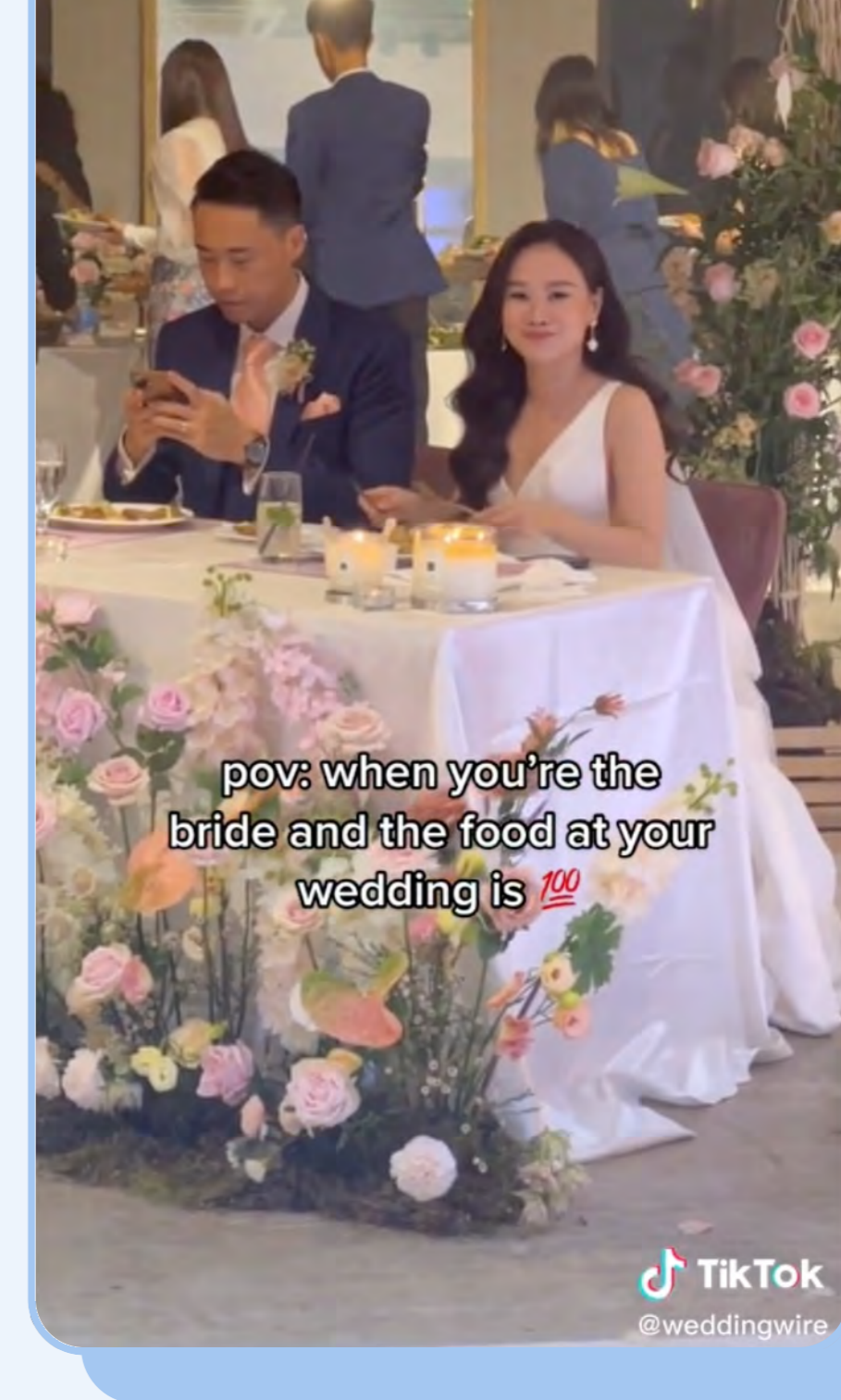
Media and Publishing earn the highest Engagement Rates, Reach, and Entertainment Scores of all industries. It continues to lead on TikTok and has surpassed Beauty on Instagram.

Brands That Have Seen Success on TikTok Are Seeing Similar Success on Instagram

Brands that have done well on TikTok have adopted similar strategies for Instagram and are seeing success. Tree Hut, florence by mills, and Burton Snowboards are just a few examples of brands that perform well on TikTok and Instagram.

YouTube Has the Largest Audience but the Lowest Average Weekly Posts

Brands on YouTube have large audiences that they've gained over time, but compared to TikTok and Instagram, there lacks a clear consensus on how to show up on the platform. The new focus on social entertainment and short-form video could change that, especially with the launch of YouTube Shorts.



Source: [Wedding Wire](#)

DASH HUDSON INSIGHT

Despite a decline in engagement in 2022, TikTok is still a great platform to play on and remains an early adopter channel. While Beauty brands had the highest engagement last year, that distinction now belongs to Media and Publishing brands, as more publishers turn to TikTok to deliver news and pop culture content.

TikTok Trends

A Greater Number of Followers Correlates With a Higher Engagement Rate

This is a trend Dash Hudson identified in 2022, and it continues to persist in 2023. This TikTok trend contrasts sharply with other channels where Engagement Rates decline as brands gain followers. On Instagram, Growing brands (1K–190K) have an Engagement Rate that is nearly 100% higher than Large brands (1.1M+), whereas, on TikTok, Larger brands (110K+) have an Engagement Rate that is 17% higher than Growing brands (1K–11.5K).

Growing Brands Post Less, Which Could Impact Reach

On average, Growing brands post 2 TikToks per week, almost half the amount the Established brands (4) and Large brands (6) post. Posting less content could have an impact on the Reach that Growing brands receive. Fewer posts decrease the likelihood of reaching For You pages, but leveraging creators can mitigate this impact.

Brands Grow Faster on TikTok Than They Do on Instagram and YouTube

TikTok stands above other social platforms as it continues to experience profound growth. Between 2018 and 2022, the platform grew by an average of 340 million new active members annually and is expected to reach [2 billion by 2024](#). With this in mind, it's unsurprising that TikTok has a follower growth rate 20x higher than Instagram and 6x higher than YouTube.

Engagement Rate Has Dropped Over the Last Year

There has been a drop in overall Engagement Rate from 2022 to 2023 (5.8% vs. 4.6%), which can be attributed to TikTok growing and maturing as a channel.



Source: [Beis](#)

DASH HUDSON INSIGHT

The core pillars of success on TikTok are authenticity, offering entertainment, having a specific niche that the algorithm can elevate, and partnering with both ends of the influencer spectrum — nano-influencers and celebrities.

Instagram Trends

Reels Receive Higher Engagement Than Static Content on Instagram

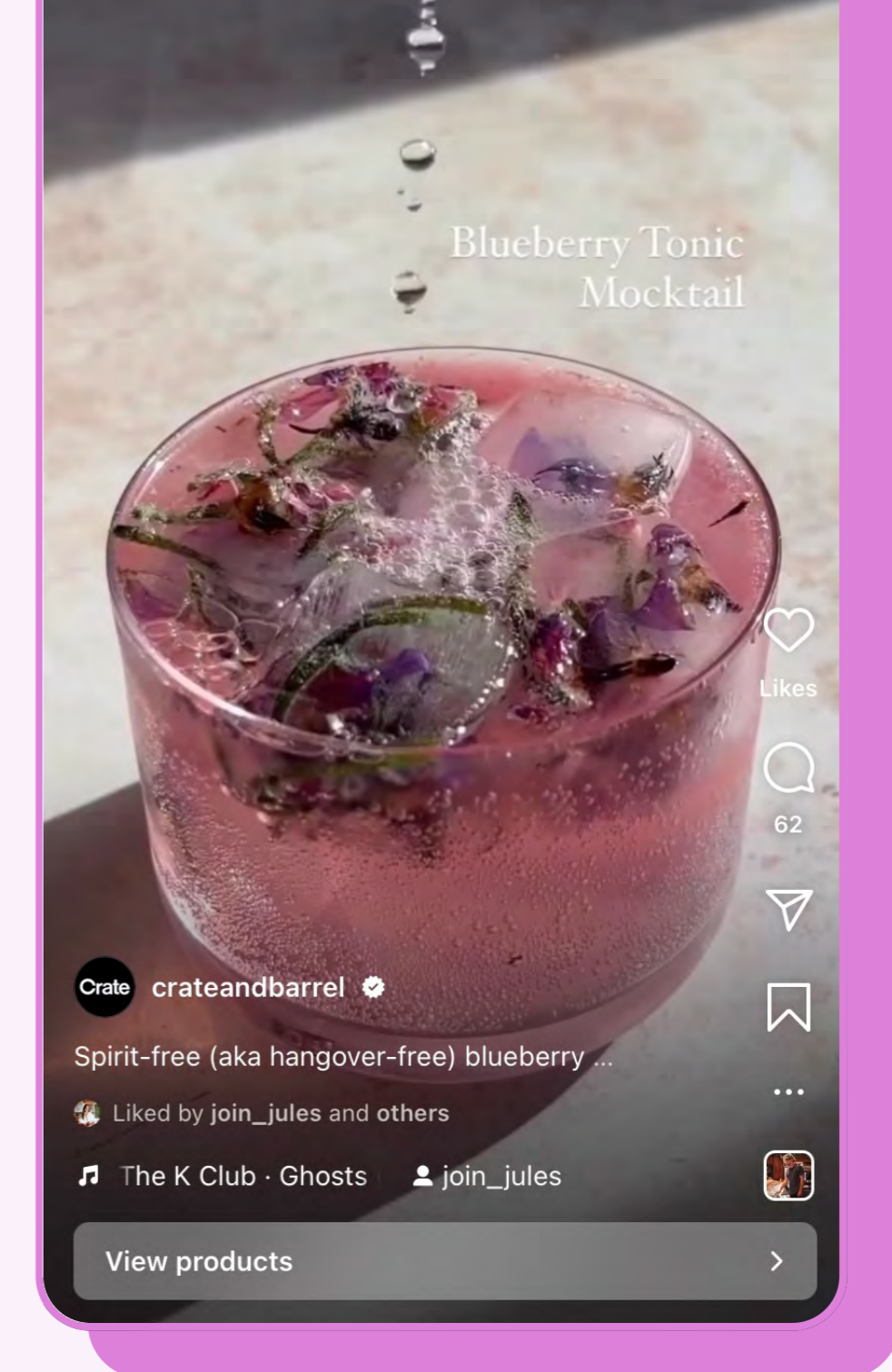
Instagram Reels are effective as they receive higher Engagement Rates (0.52%) than static and carousel content (0.46%) overall and across all industries — except for Media and Publishing.

Conversation on Instagram Happens in the DMs

Conversation on Instagram happens in the DMs, as users are nearly 3x more likely to share a Reel than they are to comment on it. Content that is entertaining, educational, and inspiring has a higher likelihood of being shared and garnering greater Reach.

Creators Drive Meaningful Engagement for Brands on Instagram

Brands earn more meaningful engagement from creators, with an average Engagement Rate 5x higher than what brands receive. Nano and micro creators receive strong Engagement and Effectiveness Rates, compared to mid and macro creators.



Source: [Crate and Barrel](#)

✦ DASH HUDSON INSIGHT

The way Instagram's algorithm works now means that creators are brands' greatest asset for expanding their reach. Macro influencers earn brands the highest raw numbers, while nano influencers earn the highest Engagement Rates. A well-rounded influencer strategy means working with a variety of influencers of different follower sizes and in different niches to capitalize on all of their benefits.

YouTube Trends

The 18-Year-old Platform Still Offers Brands Solid Growth

The rise of social entertainment is uplifting legacy platforms, with YouTube showing a subscriber growth rate of 2%, which is 3x higher than Instagram's growth rate.

Shorts Receive Higher Engagement Than Long-form Videos

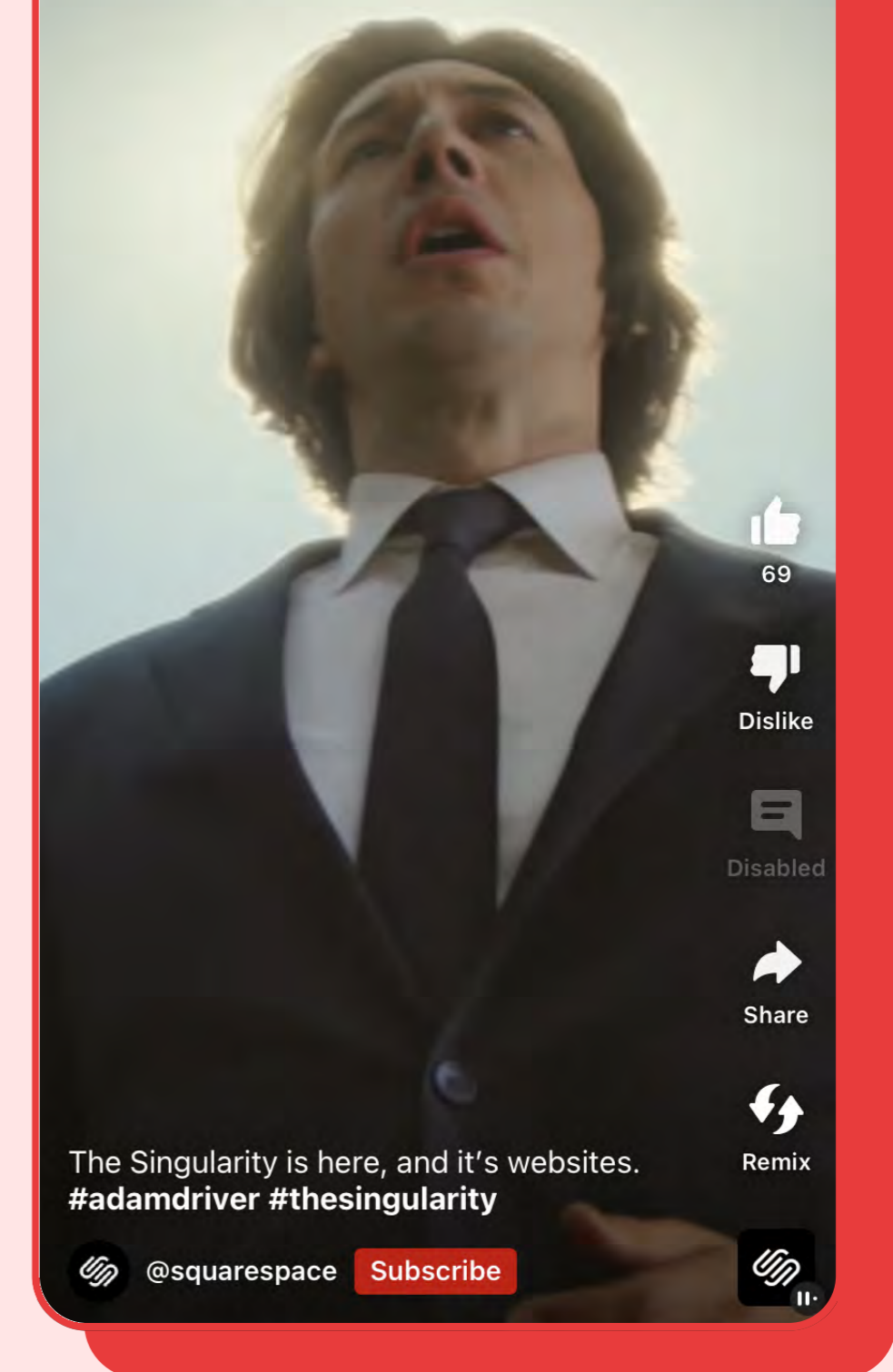
Shorts (3.7%) have an Engagement Rate of 20% higher than long-form videos (3.0%), proving short-form entertainment is more popular.

Brands Are Still Slow To Adopt Shorts Into Their Strategy

While Shorts have strong engagement, brands do not post nearly as often — for every Short, brands post 3 Reels or 4 TikToks.

Brands Don't Need a Big Following to Rack up Video Views

On average, Growing brands (64K avg. Video Views per post) see nearly the same amount of Video Views on average compared to Large brands (66K). Growing brands such as Juvéderm and My African Pride are two examples of brands that average more than one million Video Views.



Source: [Square Space](#)




DASH HUDSON INSIGHT

Brands should not discount YouTube Shorts, as they show higher Engagement Rates than Instagram Reels.




OVERALL COMPARISON

Across All Industries

Overall Comparison of TikTok, Instagram and YouTube

	 TikTok	 Instagram In-Feed	 YouTube
Avg. Followers/ Subscribers	403,415	2,351,209	2,980,196
Avg. Monthly Follower/ Subscriber Growth Rate*	12.4%	0.6%	2.0%
Avg. Weekly Posts	4*	9	3*
Avg. Cross-Channel Engagement Rate*	4.7%	3.8%	3.0%
Avg. Reach*	89,060	112,921	Not an available metric for YouTube

Overall Comparison of TikTok, Reels and Shorts

	 TikTok	 Instagram Reels	 YouTube Shorts
Avg. Weekly Posts	4*	3	1*
Avg. Cross-Channel Engagement Rate*	4.7%	3.3%	3.7%
Avg. Video Views	111,510	101,008*	18,434
Avg. Reach*	89,060	97,679	Not an available metric for YouTube

*Customer data only

CPG, Food, and Beverage Brands Are Succeeding in Earning Reach, but Short-form Video Remains a Challenge

- CPG, Food, and Beverage brands post the least on Instagram compared to other industries but have the second-highest Reach, benefiting from strong brand awareness.
- Investment in TikTok is low, with Established brands posting more than their Large competitors and seeing higher Growth Rates as a result. Corporate brands, in particular, are slow to adopt the channel.
- YouTube is a high-performing channel for this industry, with the second-highest average subscriber count and highest Growth Rate of all industries.

Average CPG, Food, and Beverage Industry Engagement Rate
2023 vs. 2022



4.7%

6% in 2022 (-1.3)



0.4%

0.7% in 2022 (-0.3)

CPG, Food, and Beverage brands experienced a -1.3 decline in Engagement Rate on TikTok and a -0.3 decline on Instagram. This decline is universal across industries.



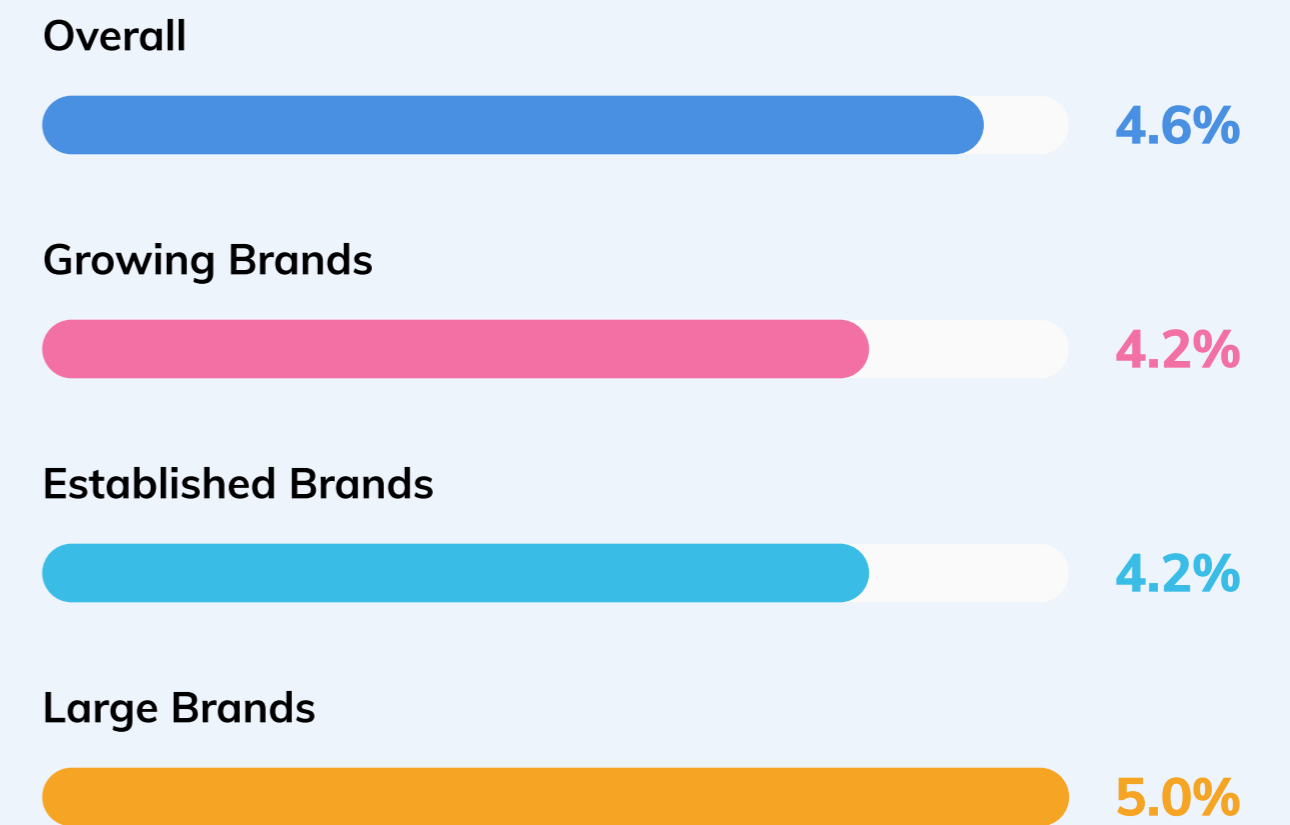
🎵 AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Overall	403,415	4	12.4%	111,510	89,060
Growing Brands <small>0 – 11.5K Followers</small>	4,886	2	15.7%	21,255	18,201
Established Brands <small>11.5K – 110K Followers</small>	47,815	4	13.8%	59,626	44,835
Large Brands <small>110K+ Followers</small>	764,204	6	7.1%	172,593	148,809

*Customer data only

Engagement Rate



AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
CPG, Food, and Beverage	306,260	3	13.4%	115,647	67,419
Beauty	295,049	5	10.2%	77,359	64,025
Retail	229,134	4	11.7%	89,943	64,457
Fashion and Luxury	295,092	4	14.5%	162,536	106,251
Home	233,618	4	15.9%	114,896	54,326
Media and Publishing	754,162	6	13.1%	135,069	127,857

*Customer data only

Engagement Rate



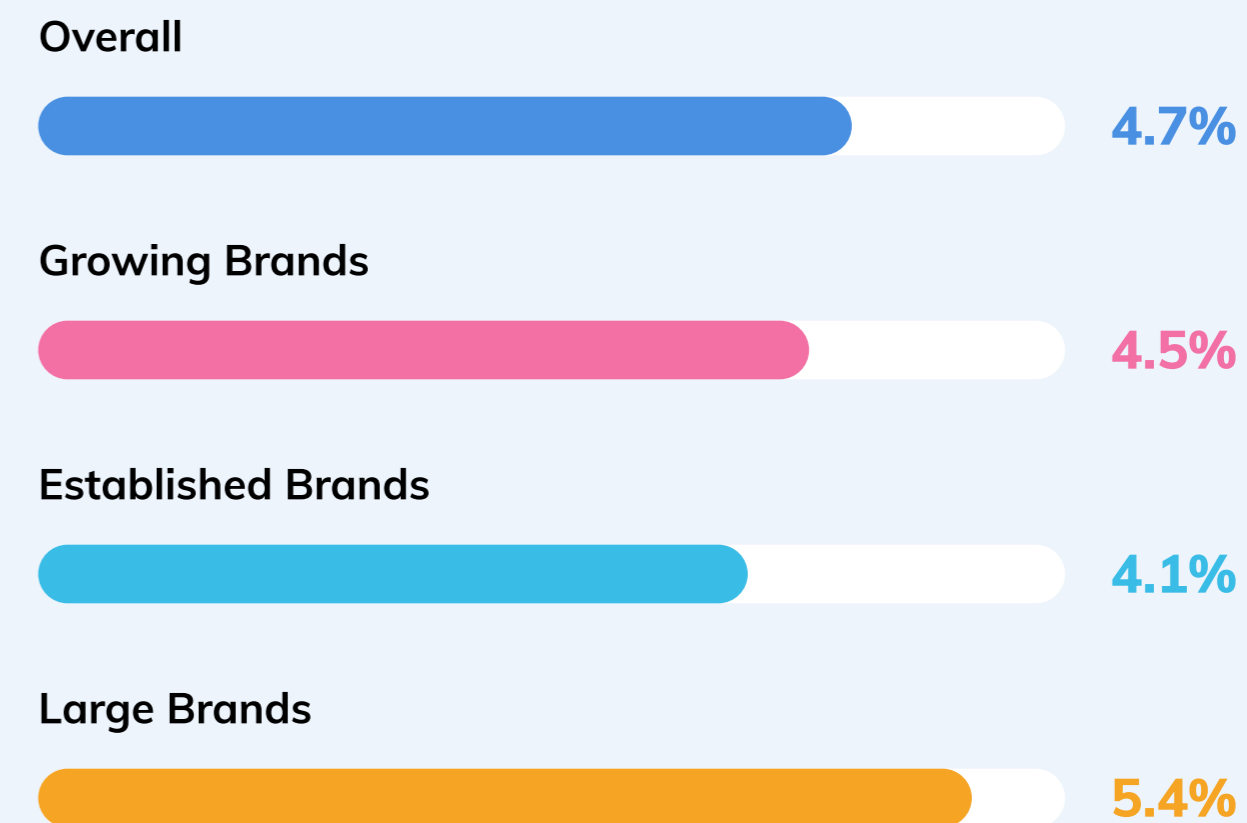
AVERAGE TIKTOK PERFORMANCE

CPG, Food, and Beverage Brands Industry-Wide

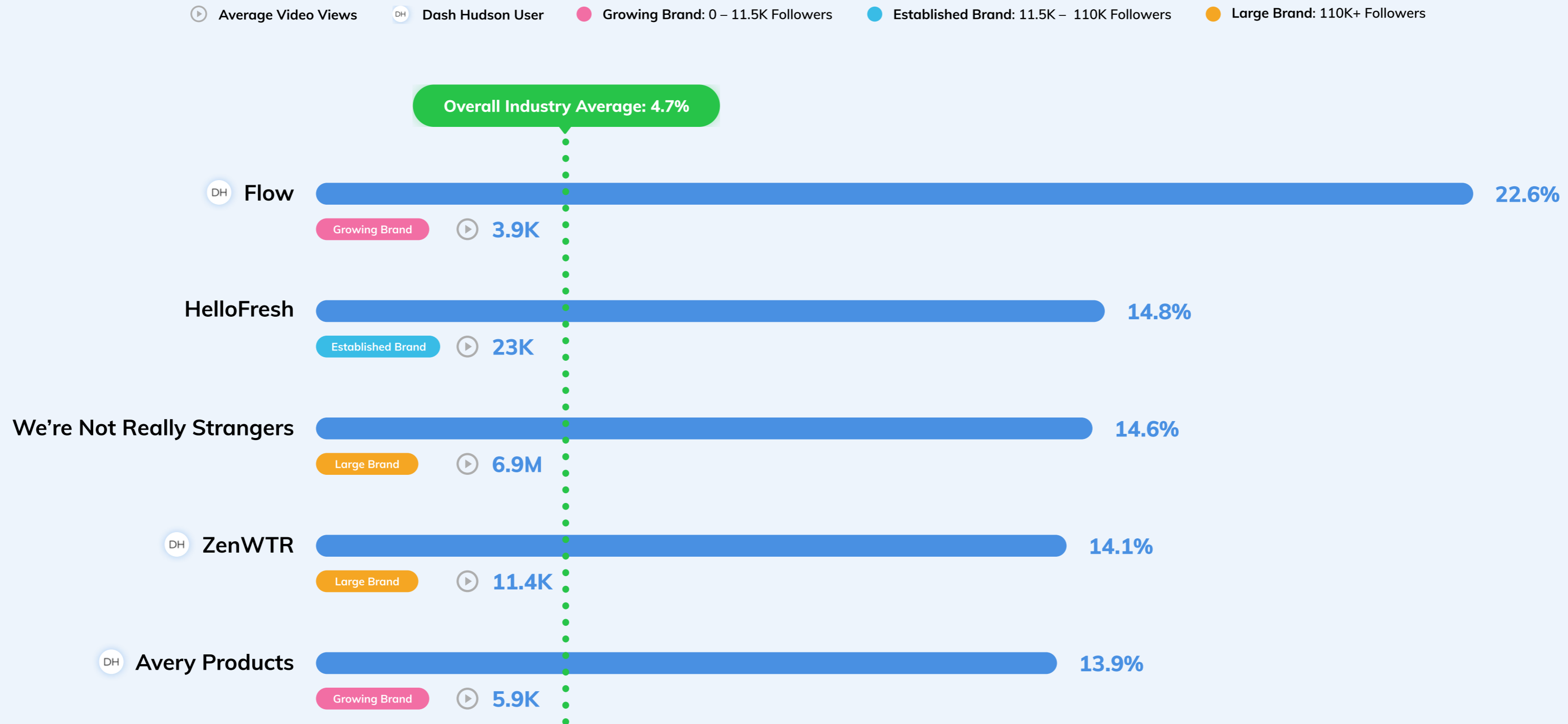
	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
CPG, Food, and Beverage Overall	306,260	3	13.4%	115,647	67,419
Growing Brands <small>0 – 11.5K Followers</small>	4,283	2	15.2%	15,318	12,995
Established Brands <small>11.5K – 110K Followers</small>	50,293	4	15.4%	102,399	60,284
Large Brands <small>110K+ Followers</small>	792,783	2	6.5%	191,641	148,038

*Customer data only

Engagement Rate



Top Overall CPG, Food, and Beverage Industry Performers by Engagement Rate




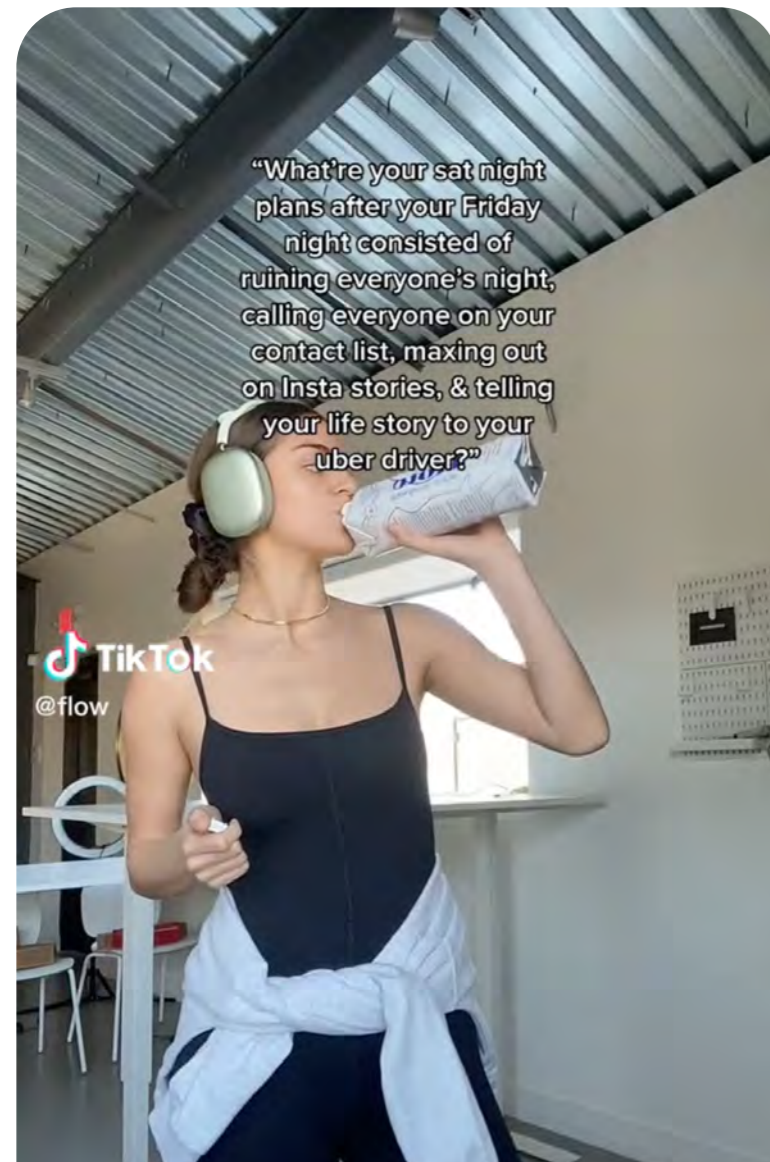
Deep Dives Into Top Performing CPG, Food, and Beverage Industry Brands

Growing Brand



Flow earns high engagement as a Growing brand through community engagement, speaking directly to its audience, and focusing on growing its brand through relatable content.


 Flow outperforms the average Engagement Rate for CPG, Food, and Beverage brands by **481%**.

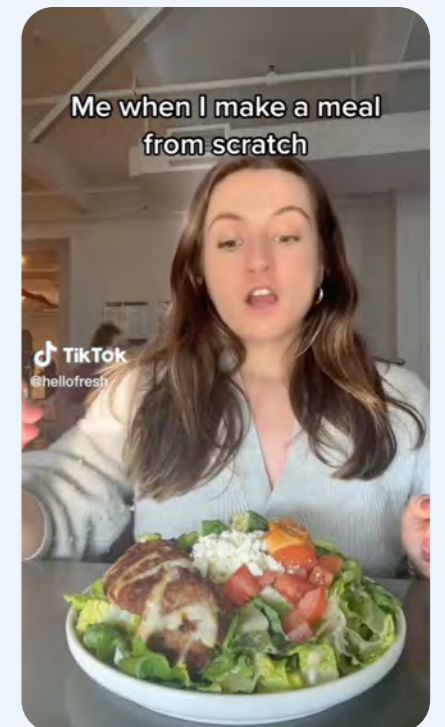


Established Brand



HelloFresh uses TikTok to share fun, humorous content while showing the full extent to which subscribers can prepare food boxes.


 HelloFresh outperforms the average Engagement Rate for CPG, Food, and Beverage brands by **315%**.



Large Brand

WE'RE NOT REALLY STRANGERS

Card game We're Not Really Strangers takes a novel approach to TikTok, pairing humor with ponderous questions and making use of TikTok carousels to share profound messages about personal connection.

 We're Not Really Strangers outperforms the average Engagement Rate for CPG, Food and Beverage brands by **311%**.



AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

Winning Formulas for Creating Entertaining TikTok Content



Made by Nacho has a unique advantage as a CPG brand with a cat as its namesake. The brand is fully in tune with TikTok's candid humor and fast-moving trends, putting a unique spin on Nacho's voice that helps it excel in its category.

Entertainment Score: 8.6/10

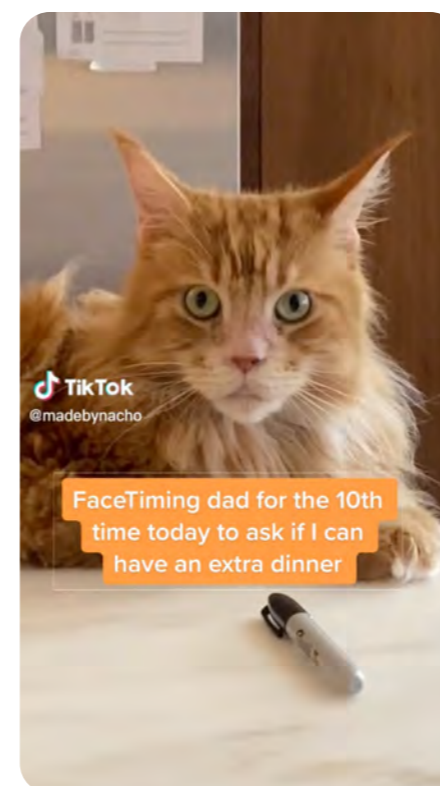
Compared to the CPG, Food, and Beverage industry average of 3.3, and Made by Nacho's own average of 6.5.

Engagement Rate: 14.8%

Compared to the CPG, Food, and Beverage industry average of 4.7%, and Made by Nacho's own average of 8.4%.

Retention Rate: 56%

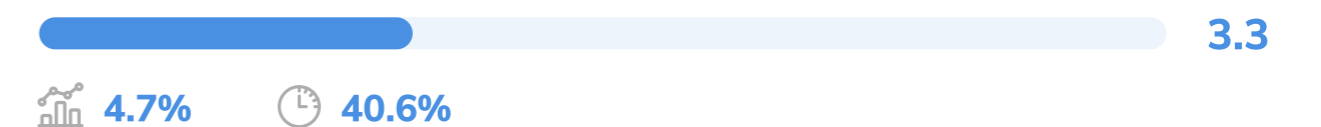
Compared to the CPG, Food, and Beverage industry average of 40.6%, and Made by Nacho's own average of 65.2%.



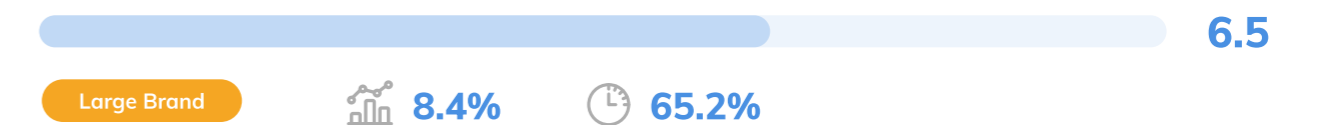
Top Overall CPG, Food, and Beverage Industry Performers by Entertainment Score

Average Engagement Rate **Average Retention Rate**

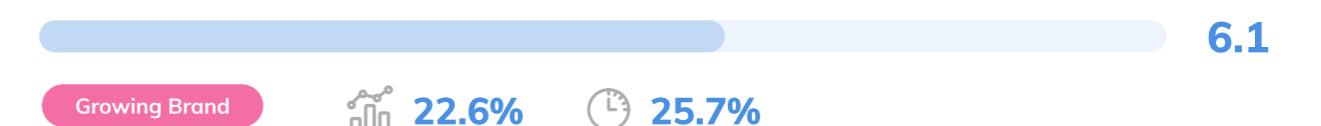
Overall Average



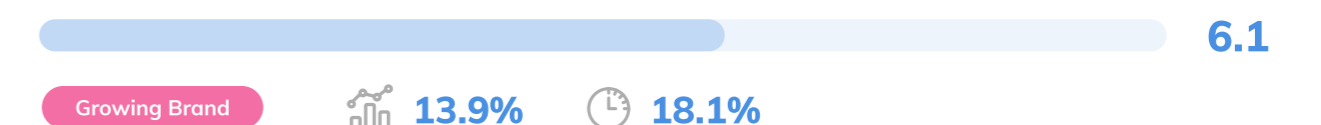
Made by Nacho



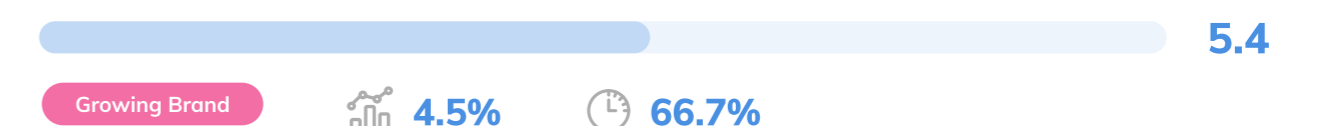
Flow



Avery Products



LifeStraw



Klondike





Instagram

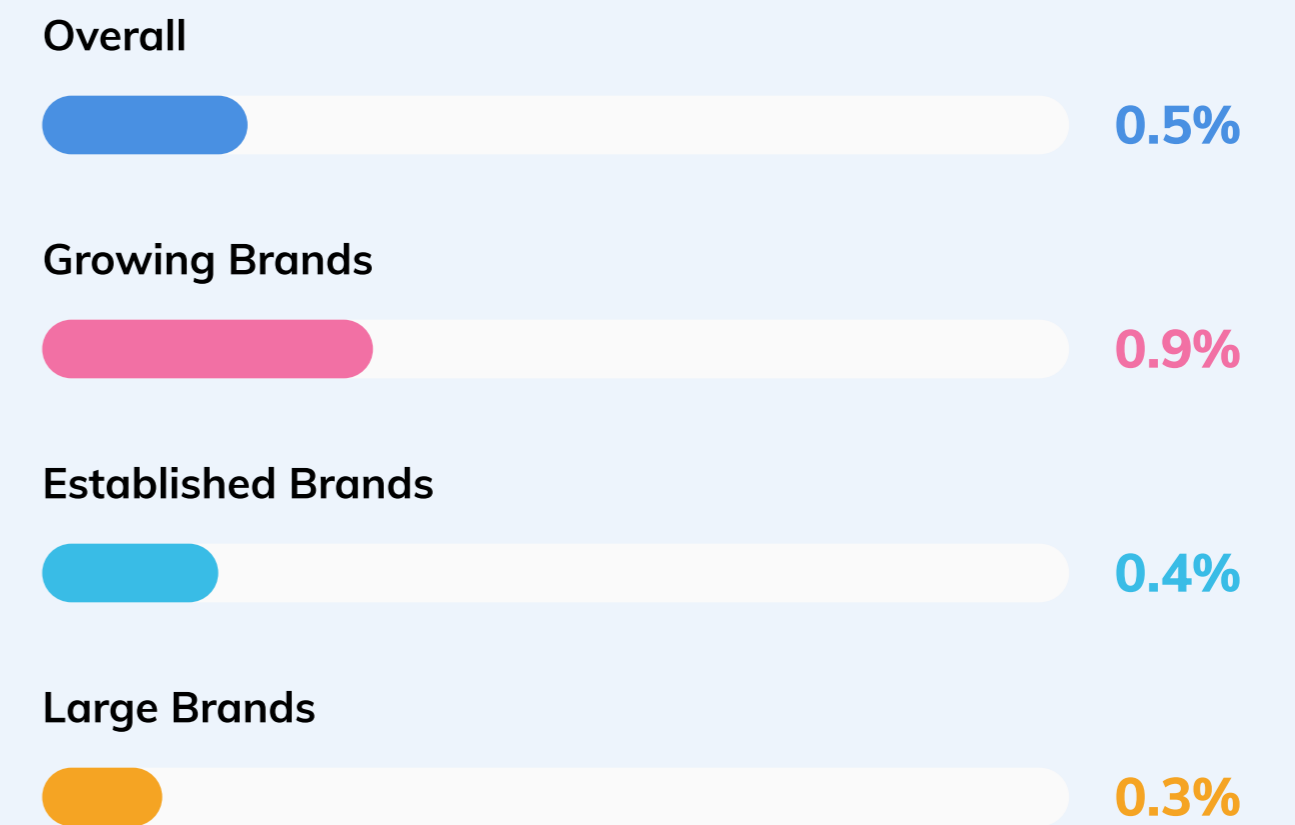
 AVERAGE INSTAGRAM PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Overall	2,351,209	3	6	0.6%	112,921
Growing Brands 0 – 190K Followers	82,157	2	4	0.8%	12,701
Established Brands 190k – 1.1M Followers	509,601	3	5	0.5%	47,299
Large Brands 1.1M+ Followers	5,631,605	6	11	0.5%	297,711

*Customer data only

Engagement Rate



 AVERAGE INSTAGRAM PERFORMANCE

By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
CPG, Food, and Beverage	836,580	2	2	0.5%	73,159
Beauty	2,627,118	4	4	0.6%	89,684
Retail	2,203,773	3	6	0.5%	58,906
Fashion and Luxury	3,203,580	3	7	0.7%	69,826
Home	995,271	2	5	0.6%	63,578
Media and Publishing	4,509,145	7	17	0.6%	266,779

*Customer data only

Engagement Rate



 AVERAGE INSTAGRAM PERFORMANCE

CPG, Food, and Beverage Brands Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
CPG, Food, and Beverage Overall	836,580	2	2	0.5%	73,159
Growing Brands 0 – 190K Followers	105,639	2	2	0.8%	7,361
Established Brands 190K – 1.1M Followers	521,295	2	3	0.3%	40,082
Large Brands 1.1M+ Followers	3,931,121	1	4	0.3%	270,928

*Customer data only

Engagement Rate



Instagram AVERAGE ENGAGEMENT RATE AND INDUSTRY LEADERS

Top Overall CPG, Food, and Beverage 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



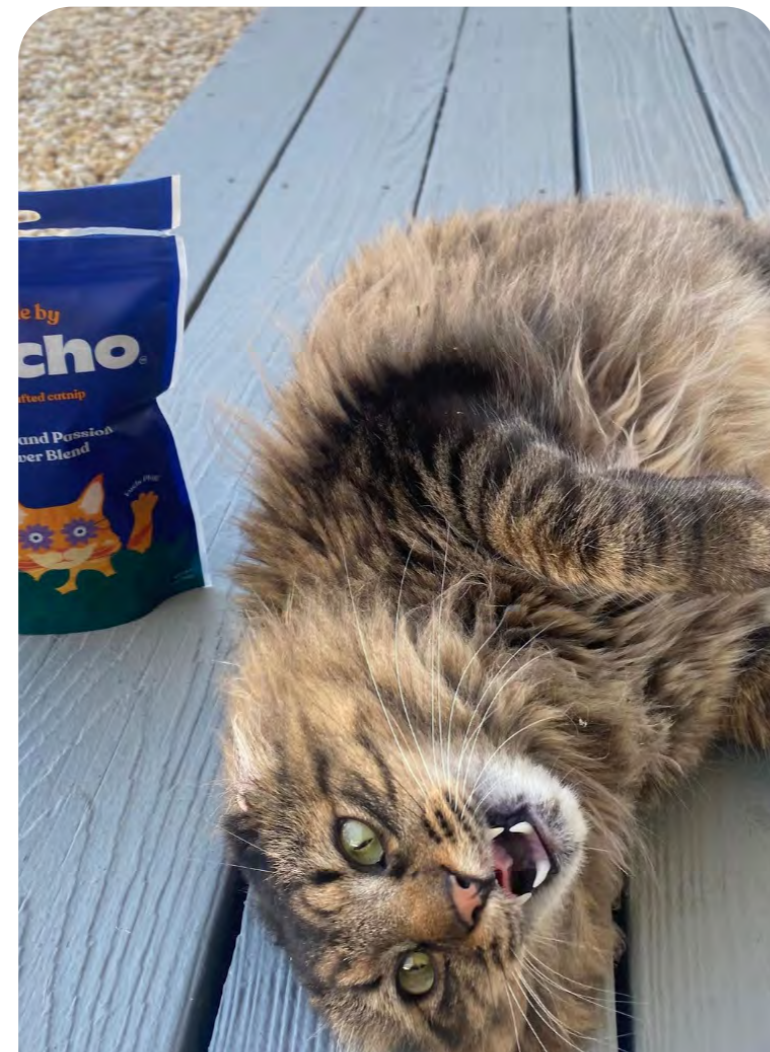
Deep Dives Into Top Performing CPG, Food, and Beverage Brands

Growing Brand



Made by Nacho holds the unique distinction of being a top-performing brand across both TikTok and Instagram. The cat food brand takes a more formal approach to Instagram while maintaining its cheeky brand voice.


 Made by Nacho outperforms the average Engagement Rate for CPG, Food, and Beverage brands by **1,000%**.

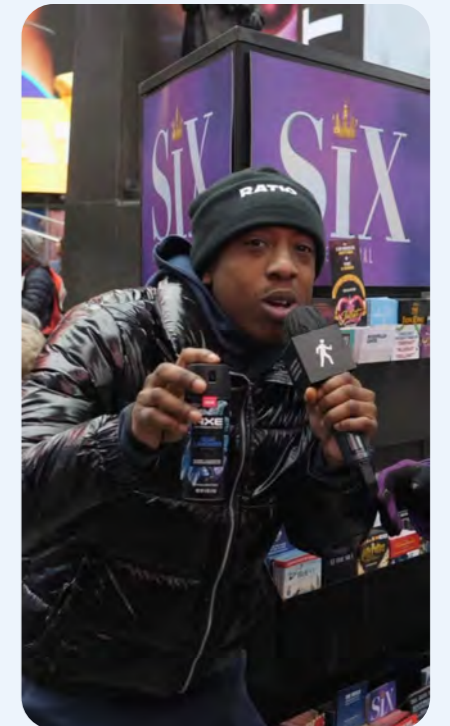


Established Brand

AXE

AXE has completely relaunched its brand on Instagram, addressing feedback head-on, and its new approach to community engagement is working.


 AXE outperforms the average Engagement Rate for CPG, Food, and Beverage brands by **800%**.

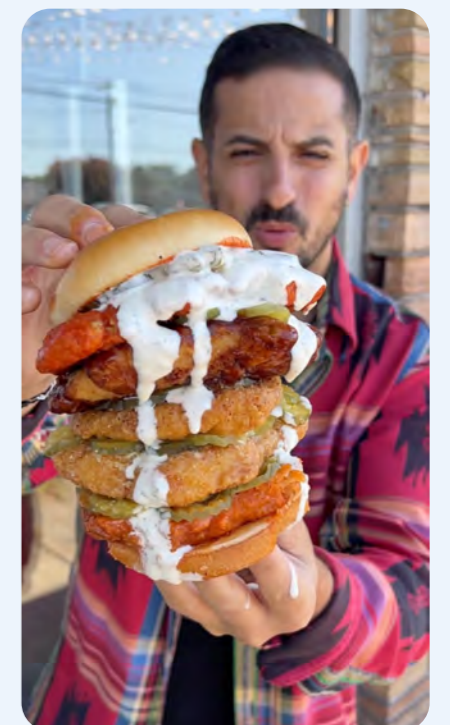


Large Brand



Wingstop is fully immersed in meme culture, and goes against the grain of perfectly curated Instagram accounts by focusing solely on thrilling its community.

 Wingstop outperforms the average Engagement Rate for CPG, Food, and Beverage brands by **650%**.



 AVERAGE RELATIONSHIP INDUSTRY BENCHMARKS

Across All Industries

	Nano Relationships <small>(100 – 10K Followers)</small>	Micro Relationships <small>(10K – 100K Followers)</small>	Mid Relationships <small>(100K – 500K Followers)</small>	Macro Relationships <small>(500K+ Followers)</small>
Avg. Followers Gained	13	31	69	392
Avg. Effectiveness Rate	16.5%	8.6%	6.8%	4.4%
Avg. Engagement Rate	5.3%	2.5%	2.0%	1.3%
Avg. Earned Media Value	141	1,086	4,721	169,117

Customer data only

The Best Strategies for Creating Entertaining Reels Content



Magnum Ice Cream US uses the Reels format to its advantage to present ice cream in dynamic ways, such as this delightful ASMR affogato recipe. Social entertainment offers exciting new dimensions for brands to present products.

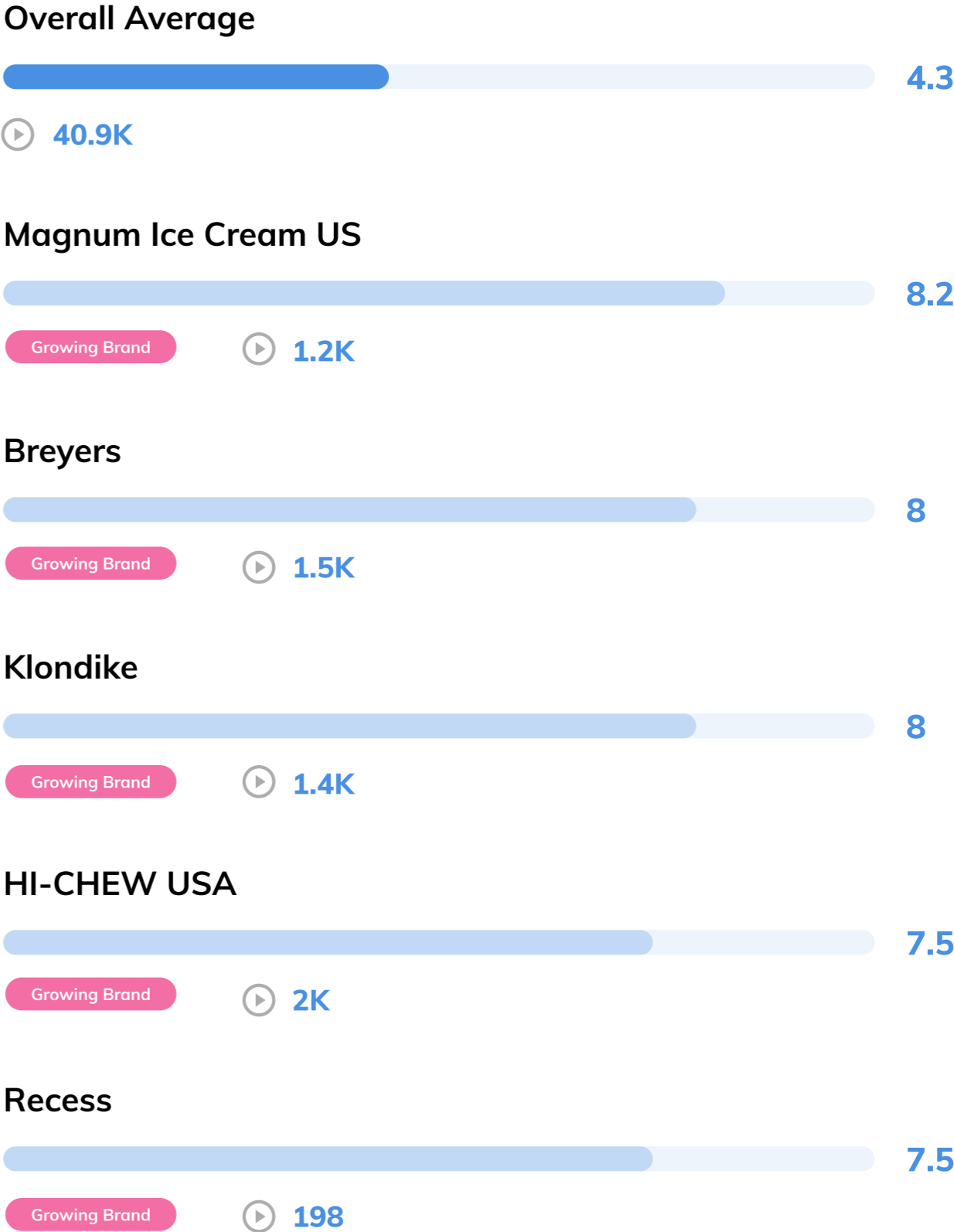
Entertainment Score: 9.4/10


Compared to the CPG, Food and Beverage industry average of 4.3, and Magnum Ice Cream US' own average of 8.2.



Top Overall CPG, Food, and Beverage Industry Performers by Entertainment Score (Reels)

▶ Average Video Views (Reels)



 AVERAGE INSTAGRAM STORIES PERFORMANCE

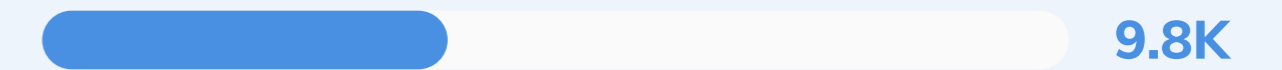
Across All Industries

	Completion Rate	Daily Frames Posted	Taps Forward	Taps Back	Exit Rate
Overall	94.4%	2	8,800	467	5.7%
Growing Brands <small>0 – 190K Followers</small>	93.9%	1	1,745	105	6.1%
Established Brands <small>190K – 1.1M Followers</small>	94.4%	3	5,654	307	5.6%
Large Brands <small>1.1M+ Followers</small>	94.8%	4	21,739	1,128	5.2%

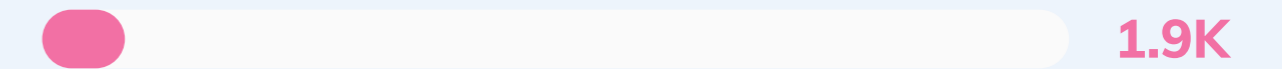
*Customer data only

Reach

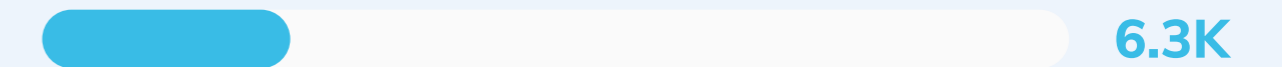
Overall



Growing Brands



Established Brands



Large Brands





▶ AVERAGE YOUTUBE PERFORMANCE

Across All Industries

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
Overall	2,980,196	3	2.0%	46	381
Growing Brands <small>0 – 20K Followers</small>	10,231	2	2.5%	2	49
Established Brands <small>20K – 150K Followers</small>	58,555	2	1.8%	8	173
Large Brands <small>150K+ Followers</small>	4,688,468	7	1.3%	68	529

*Customer data only

Video Views



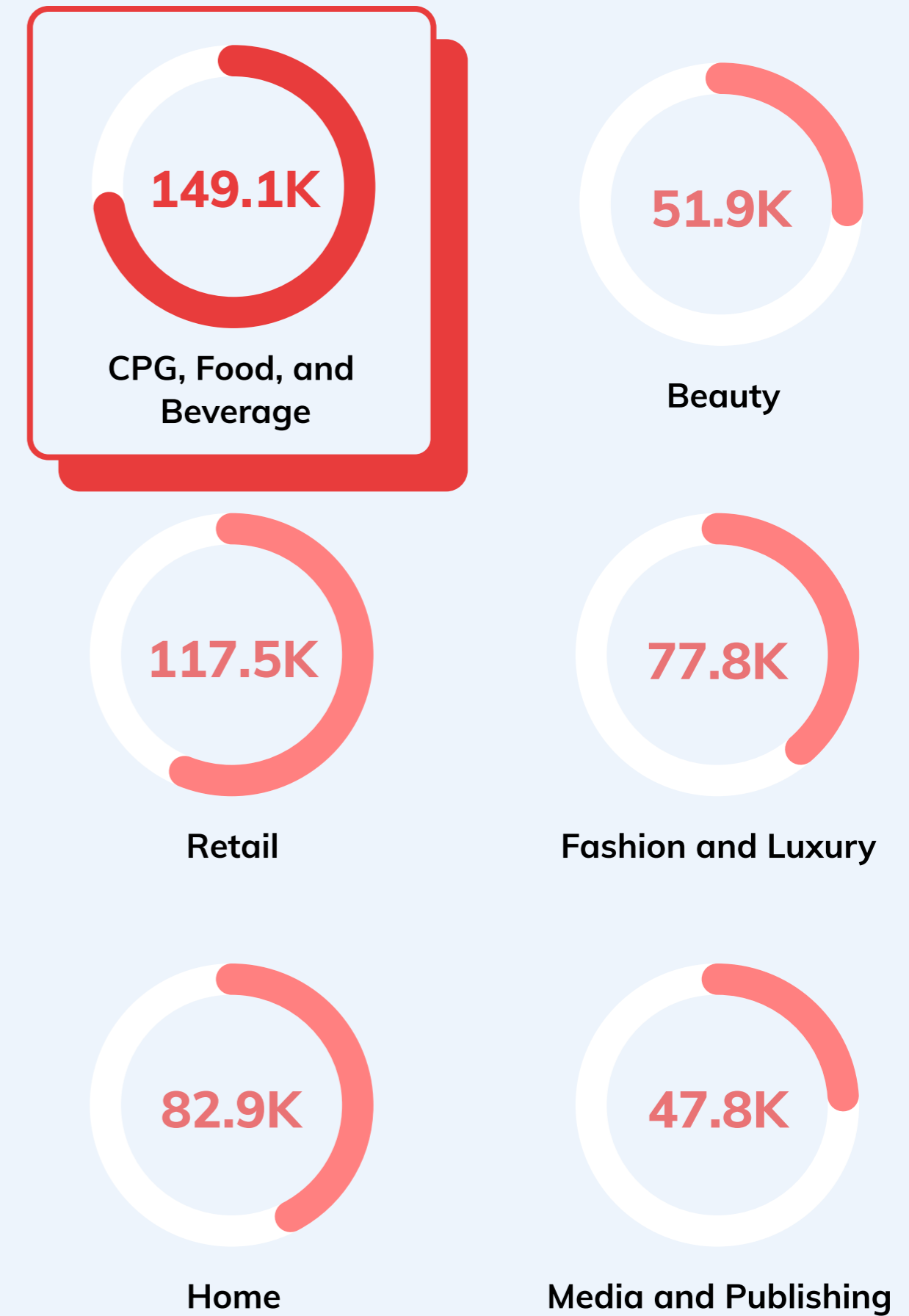
AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes*
CPG, Food, and Beverage	1,061,399	1	2.8%	17	209
Beauty	262,712	2	1.9%	6	290
Retail	202,115	2	0.8%	6	115
Fashion and Luxury	244,960	1	1.7%	9	229
Home	204,107	2	2.2%	4	118
Media and Publishing	4,401,372	11	2.5%	66	472

*Customer data only

Video Views



▶ AVERAGE YOUTUBE PERFORMANCE

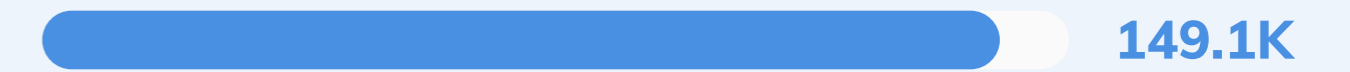
CPG, Food, and Beverage Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
CPG, Food, and Beverage Overall	1,061,399	1	2.8%	17	209
Growing Brands 0 – 20K Followers	10,674	1	3.4%	1	16
Established Brands 20K – 150K Followers	55,773	1	1.4%	7	75
Large Brands 150K+ Followers	2,164,365	2	1%	30	379

*Customer data only

Video Views

Overall



Growing Brands



Established Brands



Large Brands



▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall CPG, Food, and Beverage Industry Performers by Video Views



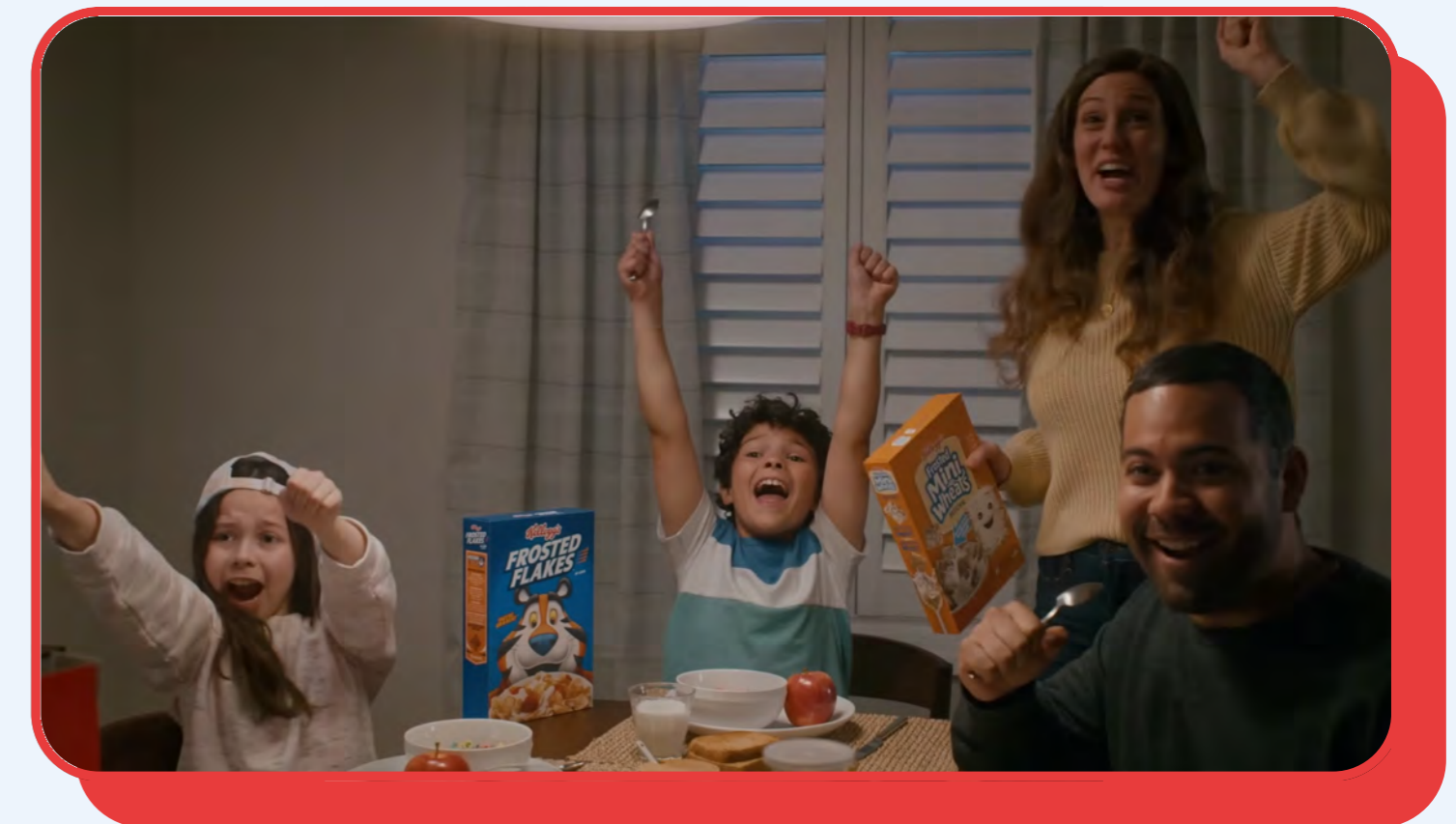
▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Leveraging YouTube to Market to Families



Kellogg's US is heavily invested in YouTube as an advertising platform, focusing on family demographics in particular. The brand also posts a robust lineup of Spanish content, broadening its reach significantly.

▶ Kellogg's US earns views **74x** higher than the industry average



AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall CPG, Food, and Beverage Industry Performers by Percentage Viewed

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



Customer data only

▶ AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Leveraging Educational Videos For Customer Engagement and Marketing

⊕ Therabody

Therabody shares a mix of hi-fi and lo-fi educational videos about its therapeutic products, which act as guides for new product owners, as well as demonstrations for potential buyers in the discovery phase. As a result, Therabody's videos are typically viewed to completion.

▶ Therabody's videos are viewed to **99%** completion by audiences.



What We Can Learn From Retail Brands' Cross-Channel Strategies

TikTok and Instagram Are Significant Opportunities for Retail Brands

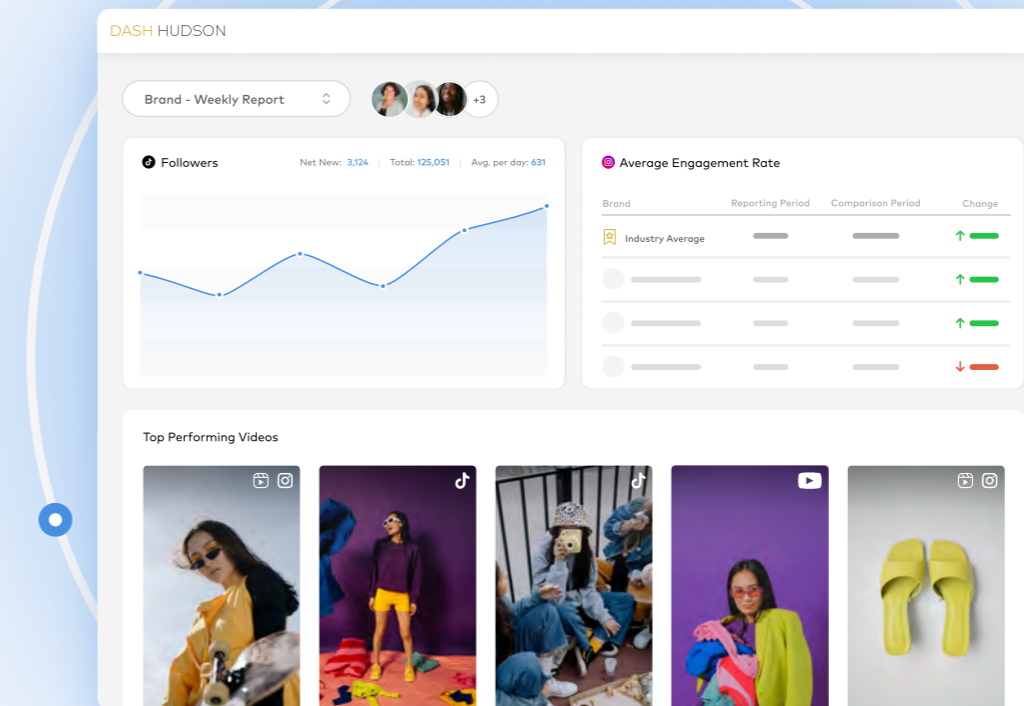
Although Retail is the lowest performer on social, this only means that brands that askew typical product marketing and lead with entertainment will be able to find breakaway success in the industry.

Successful Brands Are Entertaining

Retail brands are finding the most success with entertainment-centric social strategies, incorporating trends and pop culture in their content.

Content Needs To Be Consistent

Short-form video is more demanding than static content, and success is correlated with volume. Posting at a regular cadence will increase your engagement.



PRO TIPS

Maximize Dash Hudson Tools To Drive Business ROI

- Cross-channel campaign measurement provides a streamlined view of creative performance and insights into how social campaigns drive revenue across channels, influencer relationships, and media types.
- Competitive insights allow marketers to benchmark their Instagram performance against their competitors and industry, helping them understand how to outperform their rivals.
- Customizable campaign Dashboards and Reports allow marketers to keep their teams in sync with automated performance insights.
- Community Manager allows brands to connect with their audience in real-time and improve responsiveness with sentiment analysis.

Appendix

 AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Overall	403,415	4	12.4%	4.6%	111,510	44	36	89,060
Growing Brands 0 – 11.5K Followers	4,886	2	15.7%	4.2%	21,255	5	4	18,201
Established Brands 11.5K – 110K Followers	47,815	4	13.8%	4.2%	59,626	17	14	44,835
Large Brands 110K+ Followers	764,204	6	7.1%	5.0%	172,593	79	61	148,809

*Customer data only

🎵 AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
CPG, Food, and Beverage	306,260	3	13.4%	4.7%	115,647	19	38	67,419
Beauty	295,049	5	10.2%	4.8%	77,359	16	28	64,025
Retail	229,134	4	11.7%	4.1%	89,943	19	19	64,457
Fashion and Luxury	295,092	4	14.5%	3.7%	162,536	16	19	106,251
Home	233,618	4	15.9%	4.3%	114,896	32	19	54,326
Media and Publishing	754,162	6	13.1%	5.2%	135,069	105	68	127,857

*Customer data only

 AVERAGE TIKTOK PERFORMANCE

CPG, Food, and Beverage Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
CPG, Food, and Beverage Overall	306,260	3	13.4%	4.7%	115,647	19	38	67,419
Growing Brands 0 – 11.5K Followers	4,283	2	15.2%	4.5%	15,318	3	3	12,995
Established Brands 11.5K – 110K Followers	50,293	4	15.4%	4.1%	102,399	8	15	60,284
Large Brands 110K+ Followers	792,783	2	6.5%	5.4%	191,641	61	87	148,038

*Customer data only

Top Overall CPG, Food, and Beverage Industry Performers by Engagement Rate

DH Dash Hudson User

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
CPG, Food, and Beverage Overall	306,260	4.7%	2.7	115,647	19	38
DH Flow	Growing	22.6%	2.6	3,936	7	8
HelloFresh	Established	14.8%	n/a	23,038	12	11
We're Not Really Strangers	Large	14.6%	n/a	6,892,696	16,835	7,291
DH ZenWTR	Large	14.1%	3.2	11,410	1	2
DH Avery Products	Growing	13.9%	1	5,927	1	1

*Customer data only

 AVERAGE YOUTUBE PERFORMANCE

Across All Industries

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Overall	2,980,196	3	2.0%	46	381	76	61,206
Growing Brands 0 – 20K Followers	10,231	2	2.5%	2	49	11	63,554
Established Brands 20K – 150K Followers	58,555	2	1.8%	8	173	13	47,615
Large Brands 150K+ Followers	4,688,468	7	1.3%	68	529	109	65,711

*Customer data only

▶ AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
CPG, Food, and Beverage	1,061,399	1	2.8%	17	209	27	149,118
Beauty	262,712	2	1.9%	6	290	12	51,908
Retail	202,115	2	0.8%	6	115	17	117,528
Fashion and Luxury	244,960	1	1.7%	9	229	17	77,777
Home	204,107	2	2.2%	4	118	15	82,937
Media and Publishing	4,401,372	11	2.5%	66	472	97	47,778

*Customer data only

AVERAGE YOUTUBE PERFORMANCE

CPG, Food, and Beverage Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
CPG, Food, and Beverage Overall	1,061,399	1	2.8%	17	209	27	149,118
Growing Brands 0 – 20K Followers	10,674	1	3.4%	1	16	18	142,064
Established Brands 20K – 150K Followers	55,773	1	1.4%	7	75	13	141,989
Large Brands 150K+ Followers	2,164,365	2	1%	30	379	105	156,830

*Customer data only

▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall CPG, Food, and Beverage Industry Performers by Video Views

DH Dash Hudson User

	Brand Size	Followers	Video Views	Likes
CPG, Food, and Beverage Average	1,061,399	1,061,399	149,118	209
Kellogg's US	Growing	15,200	11,035,390	334
Applebee's	Established	41,200	9,996,859	164
Chick-fil-A	Established	71,400	9,506,698	705
Old Spice	Large	835,000	5,881,658	371
Clif Bar & Company	Established	30,000	5,865,352	37

*Customer data only

AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall CPG, Food, and Beverage Industry Performers by Percentage Viewed

DH Dash Hudson User

	Brand Size	Percentage Viewed	Video Views	Likes
CPG, Food, and Beverage Average	1,061,399	74%	149,118	209
DH Therabody	Established	99%	392,971	10
DH Athletic Greens	Growing	94%	1,553,685	19
DH Love Wellness	Growing	90%	76	3
DH Lovevery	Growing	85%	85,435	11
DH Vital Farms	Growing	80%	40,140	19

*Customer data only