Social Media Benchmark Report

Baby and Children 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 2024 Social Media Benchmark Reports, Dash Hudson pulled a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between January 1, 2024 – June 30, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include handles with a minimum of 1K followers, from both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.

Defining the Baby and Children Industry

The baby and children market caters to little ones and their caregivers, including everything from clothing to toys.

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 helps brands understand the rate at which the industry is growing and how they measure 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 helps brands understand the rate at which the industry is growing and how they measure up.

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

TikTok Is Still the Best Platform for Engagement

When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading at 4.5%, followed by Instagram Reels at 3.6% and YouTube Shorts at 3.4%. These figures underscore TikTok's effectiveness in captivating and engaging its audience, while brands see lower engagement in Reels than Instagram overall.

TikTok Has Caught up to Instagram Reels in Reach

Historically, Instagram Reels has outperformed TikTok due to its seniority and built-in user base. However, this recent analysis shows the gap is narrowing. Instagram now only leads by 4%. This highlights TikTok's growing influence and the strength of its algorithm, especially considering how brands often have fewer followers on TikTok than Instagram.

"Shares" Become the Metric To Watch

All three platforms have seen a significant increase in shares compared to six months ago. This trend underscores the growing importance of creating shareable content as more conversations are moving into direct messages. The rise in shares highlights that regardless of user behavior changing, share-worthy content from brands still sees meaningful engagement.
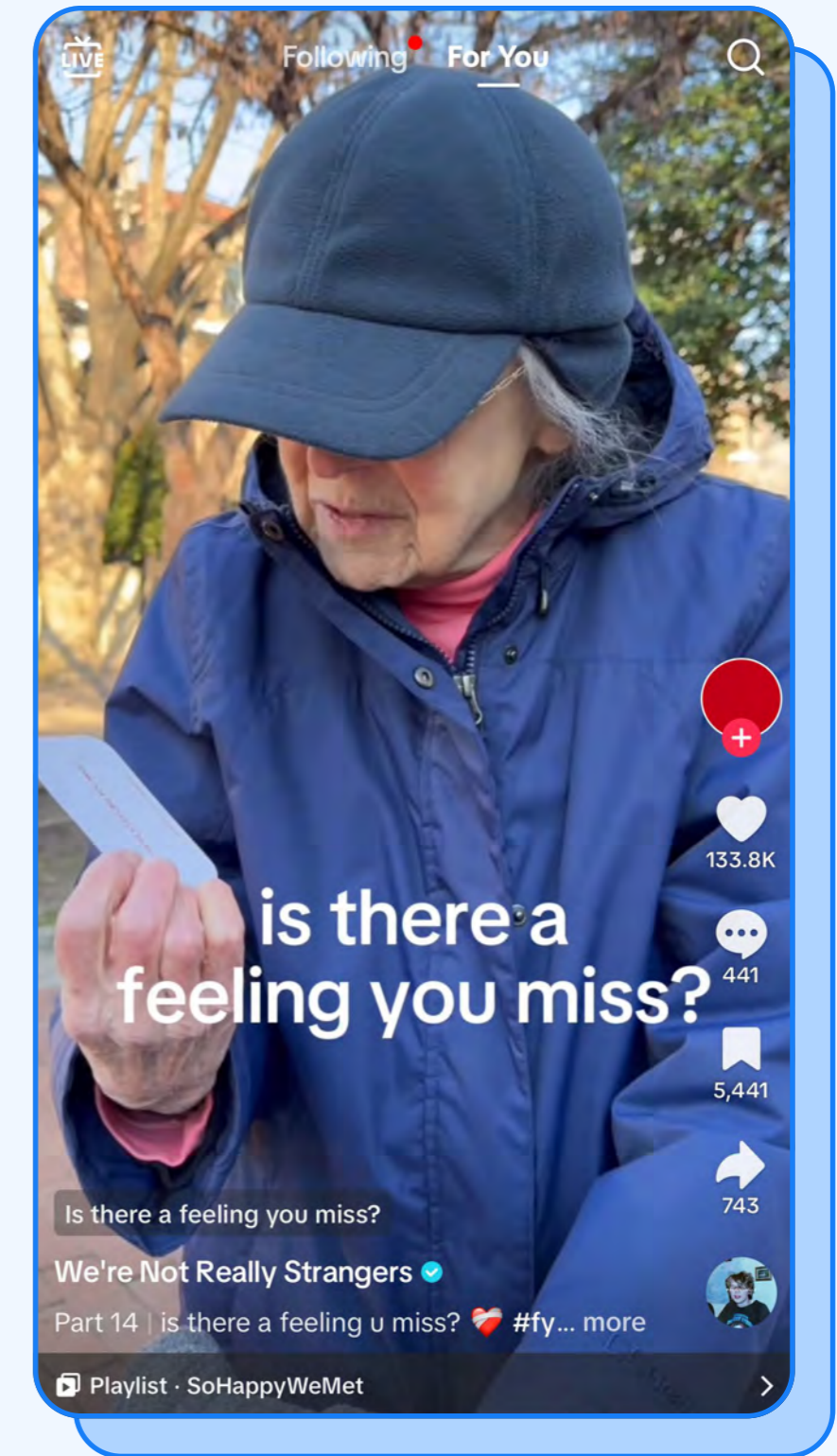
@werenotreallystrangers

Dash Hudson Insight

Create highly engaging, shareable content across TikTok, Instagram and YouTube to boost interaction, reach and conversations. Take advantage of each platform's growing engagement and capitalize on trendy content to grow your community.

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TikTok Trends

## TikTok Continues to Experience Rapid Growth and Widespread Popularity

Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key focus for both brands and users.

Brands Are Producing Better Content and Seeing Better Results

Average Entertainment Scores have grown from 3.6 to 3.8, shares from 111 to 146 and overall reach by 5%. Brands have gotten better at creating the entertaining, highly shareable content that users are most likely to engage with, and the algorithm is rewarding them. This also highlights how competition for creating great content is heating up, and brands need to get good at becoming entertainers to grow their social channels.

Brands With Higher Engagement Rates Attract More Followers

As an algorithm-based platform, the objective for TikTok is to make engaging content, not grow follower count. However, follower growth is one indicator that brands are succeeding. 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 (4.3%) outperform established (3.6%) and growing (3.3%) brands in engagement rate.
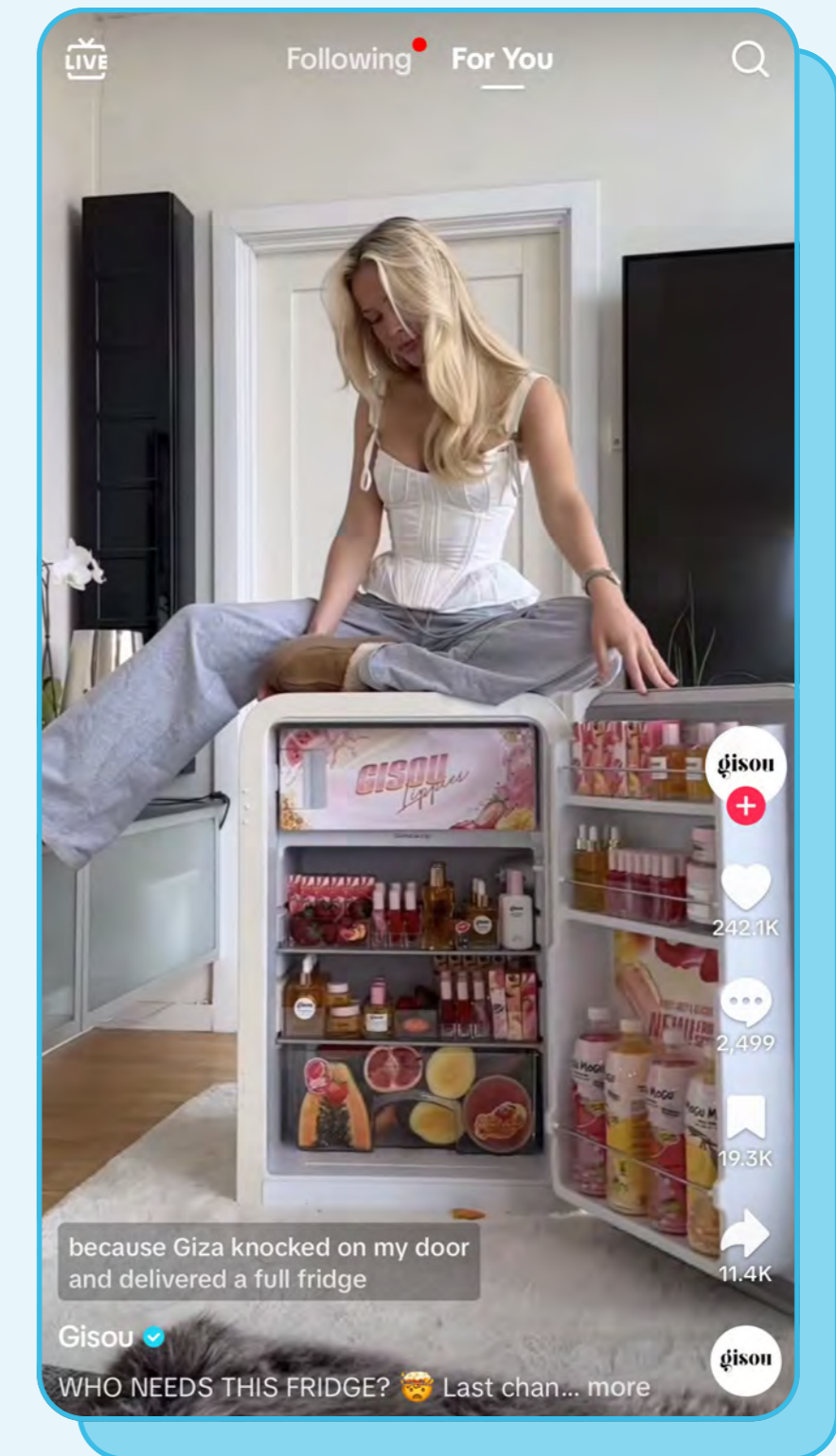
@gisou

Dash Hudson Insight

Brands that post more often have increased Entertainment Scores and shares. Focus on creativity and consistency to maximize reach and audience engagement.

Instagram Trends

## Engagement Sees an Uptick While Reach Remains Flat

The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

Images and Carousels Drive Greater Reach Than Reels

On average, single images (188.6K average reach) and carousel content (149.9K average reach) achieve greater reach than Reels (109.4K average reach).

Instagram Stories Continue to Drive Strong User Engagement

Instagram Stories continue to be a powerful tool for engagement, as demonstrated by impressive reach (14.1K) and completion rates (92%) that are high regardless of follower count. These metrics highlight the effectiveness of Stories in connecting with audiences and driving forward momentum, making them an essential part of any social media strategy.
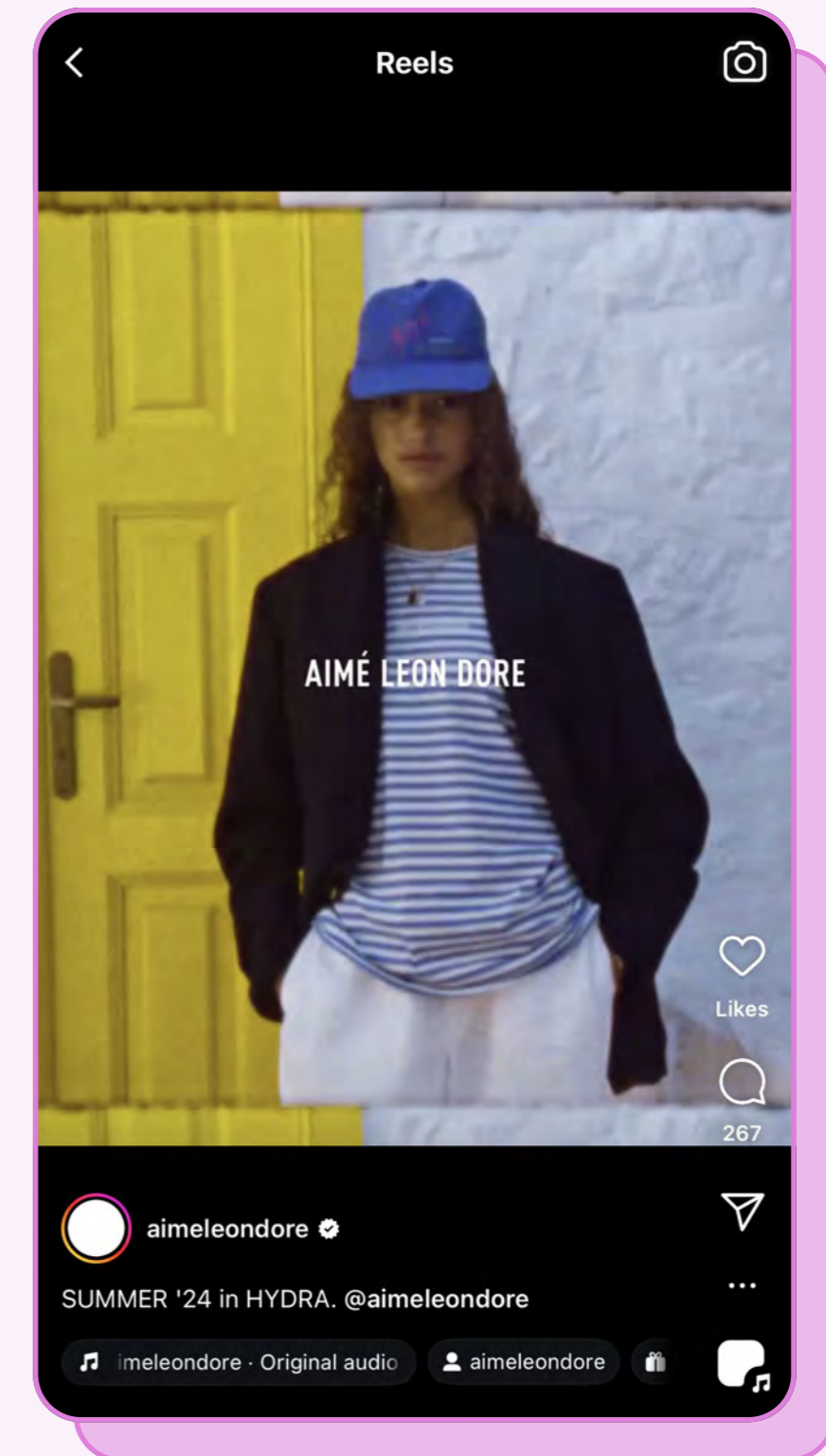
@aimeleondore

Dash Hudson Insight

Single images and carousels can drive higher reach, yet Reels and Stories remain crucial tools for brand engagement and visibility.

▶ YouTube Trends

## Shorts See Substantial Increase in Views, While On-Demand Declines

Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

Shorts Drive Higher Engagement Compared to On-Demand

YouTube Shorts receive three times more likes than On-Demand, differentiating the format as more engagement-driven. Users' tendency to comment on and participate in whatever they're watching is beneficial to brands looking to build community.

YouTube Has Higher Viewer Retention Compared to TikTok

YouTube's role as a search engine significantly contributes to its higher viewer retention rates, with users completing an average of 67% of videos, compared to TikTok's 25%-30%. Unlike TikTok's infinite scroll, YouTube leverages Google's advanced discoverability tools to help users find content tailored to their interests. For brands, optimizing YouTube content like blog posts ensures it reaches and engages the right audience effectively.
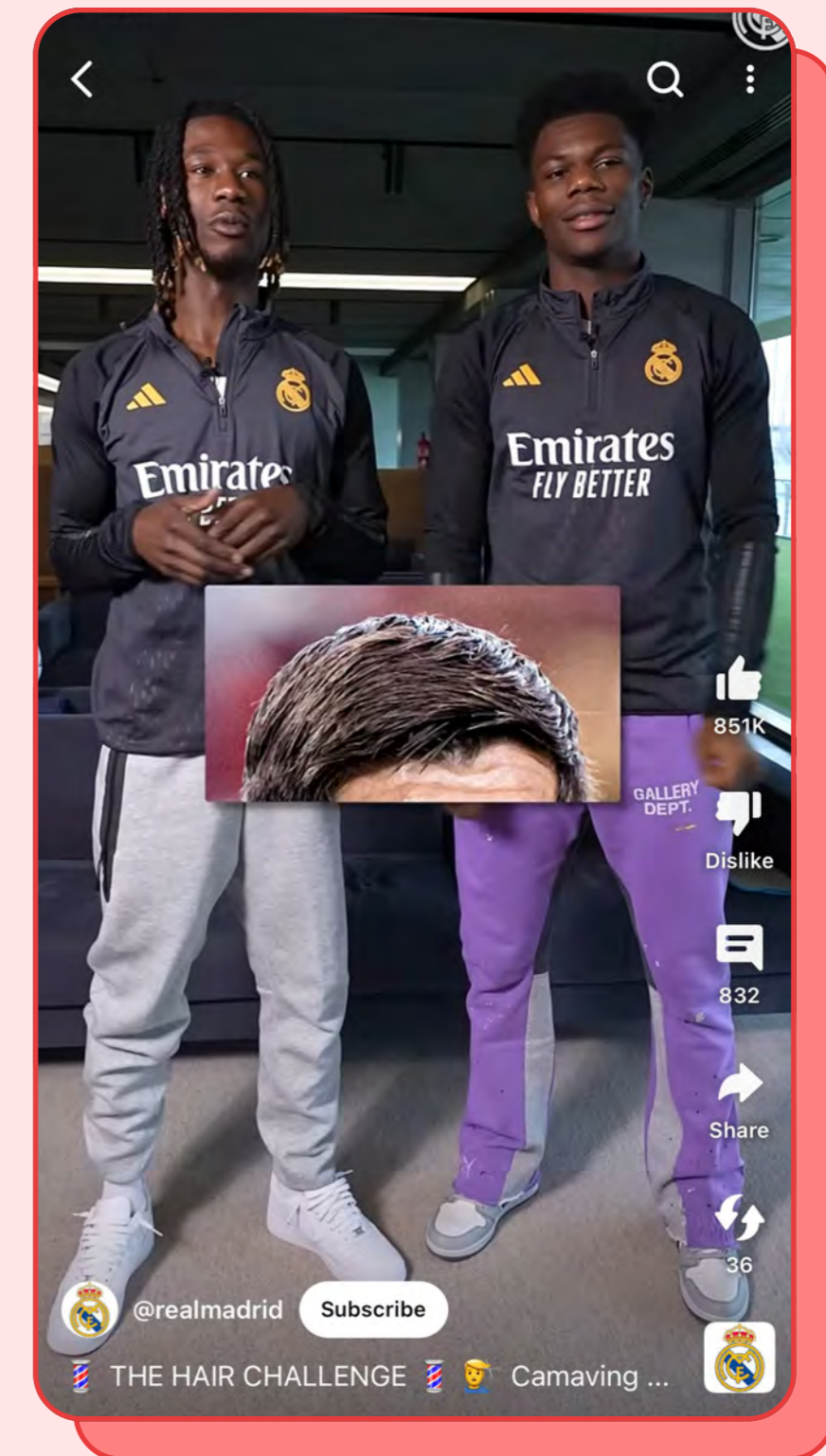
@realmadrid

Dash Hudson Insight

YouTube Shorts has experienced significant growth in video views yet remains a largely untapped opportunity for brands.

Across All Industries

TikTok, Instagram and YouTube (Average)

	TikTok	Instagram	YouTube
Followers/Subscribers	**357K** +7%	**2.1M** -2%	**791K** +13%
Monthly Follower/Subscriber Growth Rate	**5.8%*** -25%	**0.8%** +14%	**1.2%** No change
Weekly Posts	**6** +20%	**9** No change	**7** +17%
Cross-Channel Engagement Rate	**4.5%*** -2%	**4.0%*** +14%	**2.8%*** -28%
Reach	**105K*** +5%	**158K*** -10%	Reach is not available through Dash Hudson

*Customer data only
Compared to six months prior

TikTok, Reels and Shorts (Average)

	TikTok	Instagram Reels	YouTube Shorts
Weekly Posts	**6** +20%	**4** No change	**4** No change
Cross-Channel Engagement Rate	**4.5%*** -2%	**3.6%*** +20%	**3.4%*** -15%
Video Views	**128K** -2%	**117K*** -5%	**81K** +17%
Reach	**105K** +5%	**109K** -7%	Reach is not available through Dash Hudson
Shares	**142** +28%	**408** +36%	**51** +9%

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

Baby and Children Is a Popular Niche, and Brands Can Benefit by Posting More Often

Brands on TikTok Could Benefit From More Frequent Posting Strategies

Baby and children brands on TikTok currently adopt a less frequent posting strategy, averaging just three weekly posts. While this approach has yielded moderate results, there is significant potential to increase their Entertainment Score and better connect with their audience. By posting more regularly and experimenting with content that resonates, these brands can enhance their presence and drive greater engagement on the platform.

Brands Drive High Engagement Through Shares Despite Lower Reach on Instagram

Despite a lower reach of 40.5K on Instagram, baby and children brands receive significant engagement through a high number of shares, with 257 per post. This indicates strong content resonance among users, allowing brands to leverage this engagement by enhancing their reach and visibility. These brands can further amplify their impact on the platform by capitalizing on the content that encourages sharing.

Brands Thrive on Episodic Content From Iconic Brands

The kids industry on YouTube, while niche with fewer views compared to other sectors, excels through episodic content from brands such as Bratz and Hot Wheels. These brands successfully captivate children by offering continuous, themed narratives that build a loyal and engaged audience over time.

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Average Baby and Children Engagement Rate and Video Views

H2 2024

Engagement Rate

3.9%
↑ 11%

0.2%
No change

Video Views

99.9K
↓ 24%

49.8K
↓ 27%

55.9K
↑ 1%
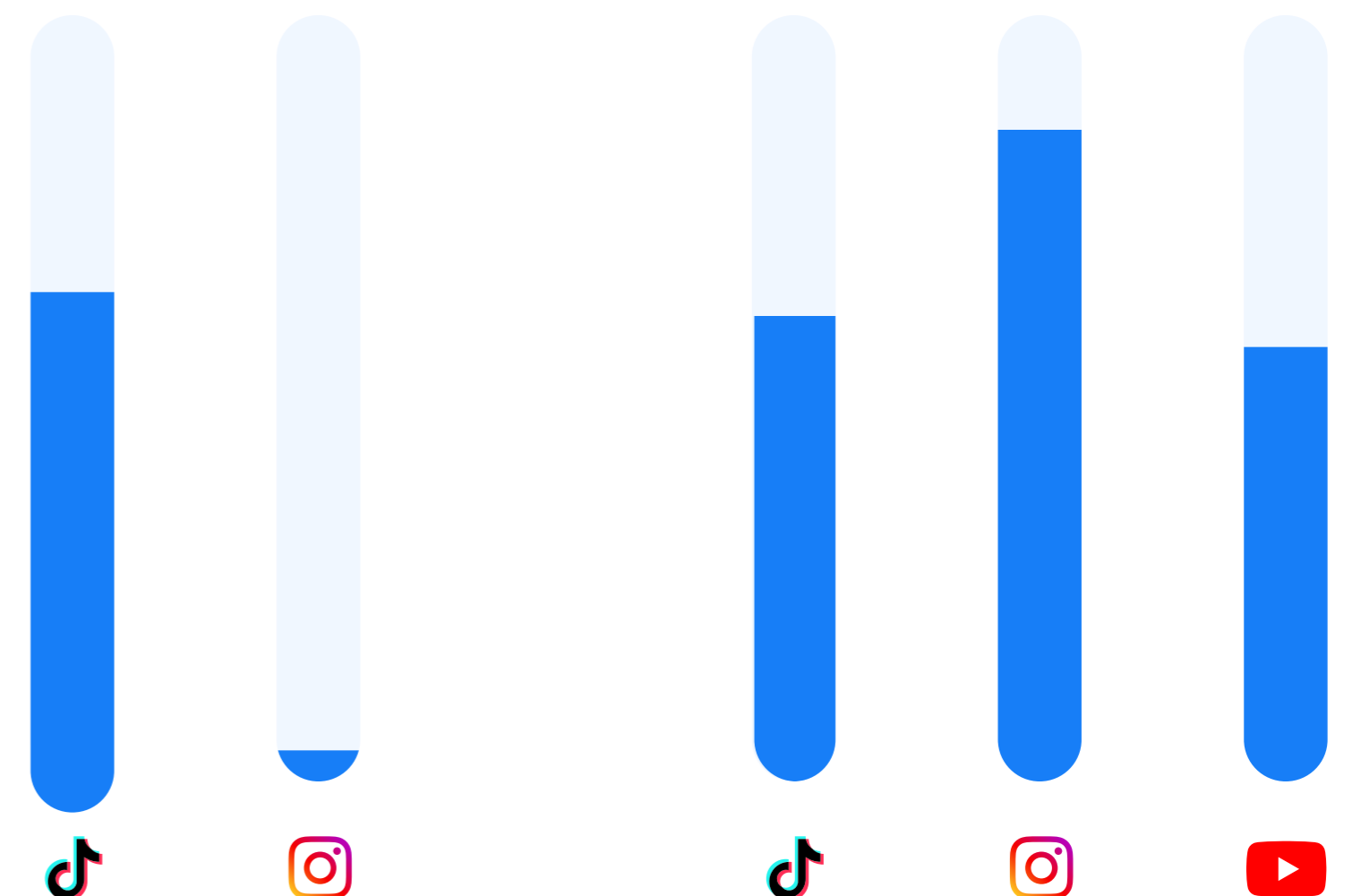
Percentage change compared to six prior

TikTok

Average TikTok Performance

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	357K	6	5.8%	128.1K	142	105K	3.8
Growing Brands (0 – 11.5K Followers)	4.1K	3	7.6%	19.3K	9	12.9K	3.4
Established Brands (11.5 – 110K Followers)	44.7K	5	6.8%	61.8K	36	47.4K	3.6
Large Brands (110K+ Followers)	894.6K	9	3.5%	177.8K	216	145.6K	3.9

*Customer data only

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Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
4.0%	**3.2%**	**3.6%**	**4.3%**
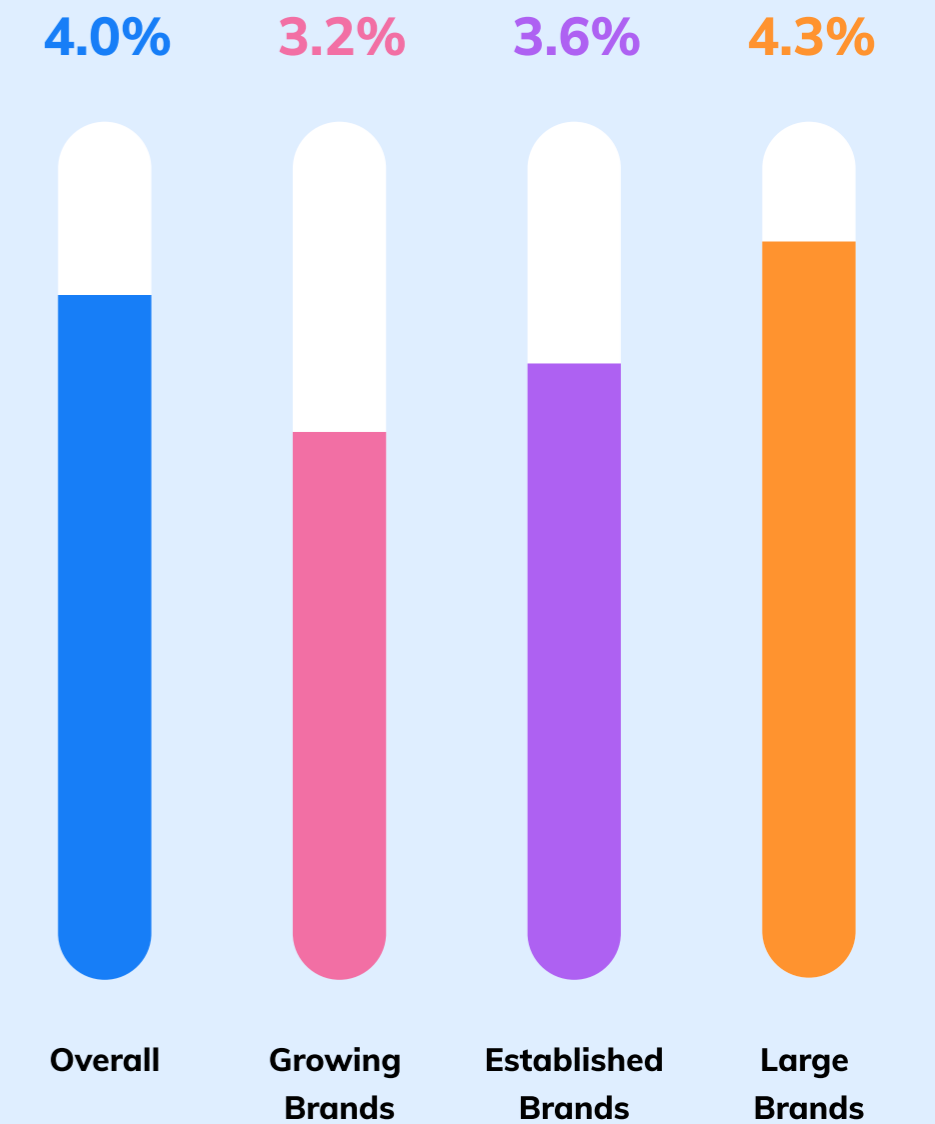
Engagement Rate: (Likes+Comments+Shares) / Video Views

By Industry

	Baby and Children	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	B2B	Wellness	Sports	Travel
Follower Count	208.2K	339.7K	252.3K	200.6K	514.9K	329.9K	564.5K	121.3K	676.9K	193.9K	110K	604.6K	139K
Weekly Posts	3	6	4	5	4	4	3	3	11	8	4	5	3
Monthly Follower Growth Rate*	4.1%	4.7%	4.0%	4.9%	5.8%	5.1%	5.0%	7.5%	9.3%	**	6.8%	**	5.6%
Video Views	99.9K	96.3K	141K	107.1K	207.2K	146.6K	161.5K	60.7K	159.9K	125.3K	66.7K	168.3K	151.7K
Shares	98	66	71	55	127	121	164	50	269	105	47	178	128
Reach	54.9K	79.3K	107K	86.6K	154.7K	121.4K	120.8K	48.8K	138K	**	54K	**	96.3K
Entertainment Score*	3.6	3.9	3.4	3.4	3.8	3.9	3.8	3.7	4.0	**	3.3	**	3.4
Engagement Rate	3.9%	4.0%	3.3%	3.2%	4.2%	3.6%	3.5%	3.4%	4.7%	2.4%	3.3%	5.6%	3.7%

*Customer data only
** Limited data available

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Baby and Children Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Baby and Children Overall	208.2K	3	4.1%	99.9K	98	54.9K	3.6
Growing Brands (0 – 11.5K Followers)	4.5K	2	4.2%	5.5K	17	4.6K	2.9
Established Brands (11.5K – 110K Followers)	30.4K	2	2.9%	145.5K	42	**	**
Large Brands (110K+ Followers)	682.2K	4	4.8%	130.7K	182	**	**

*Customer data only
**Limited data available

Engagement Rate

3.9%	3.0%	5.1%	3.7%
Overall	Growing Brands	Established Brands	Large Brands

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

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Top Baby and Children Industry Performers by Engagement Rate

Overall Industry Average: 3.9%

American Girl
`Large Brand` ▶ 69.8K
8.5%

Hot Wheels
`Large Brand` ▶ 404.1K
6.1%

Gerber
`Large Brand` ▶ 74.3K
5.5%

Toys R Us
`Large Brand` ▶ 46.7K
5.0%

Nanit Smart Baby Monitor `DH`
`Large Brand` ▶ 7.2K
5.0%
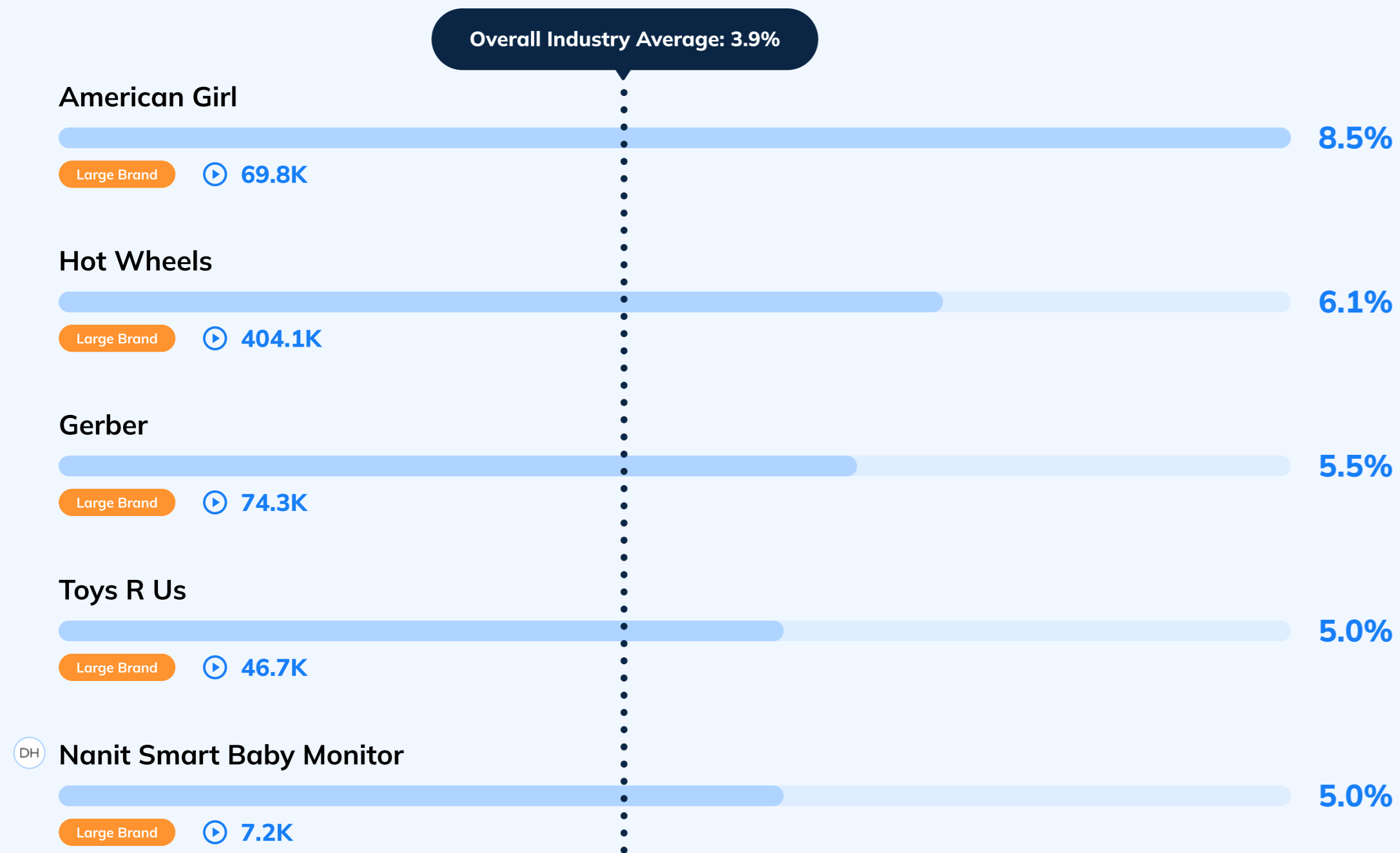
▶ Average Video Views   DH Dash Hudson User   ● Growing Brand: 0 – 11.5K Followers   ● Established Brand: 11.5K – 110K Followers   ● Large Brand: 110K+ Followers

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Deep Dive Into Top Performing Baby and Children Brand

Hot Wheels earns incredible TikTok engagement by showcasing the real cars behind the toys, with exciting before-and-after videos of its toys versus the real thing, as well as nostalgic content that resonates with young audiences as well as collectors.

Hot Wheels outperforms the average Engagement Rate for baby and children brands by 44%.

Winning Formulas for Creating Entertaining TikTok Content

babylist

Babylist provides incredible value to TikTok users with helpful, relatable videos that guide them through pregnancy and early parenthood. Its engaging, informative content makes the brand a go-to resource for parenting tips, earning a high Entertainment Score as a result.

Entertainment Score: 8.6/10

Compared to the baby and children industry average of 3.6, and Babylist's own average of 5.0.
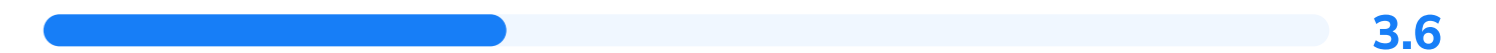
Retention Rate: 150%

Compared to the baby and children industry average of 31%, and Babylist's own average of 33%.

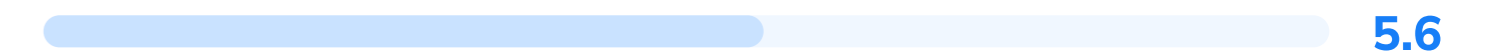## Top Baby and Children Industry Performers by Entertainment Score

🕐 Average Retention Rate

Overall Average
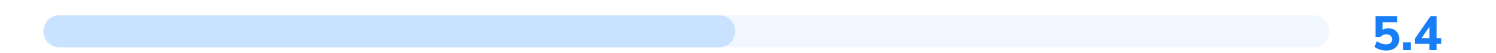
3.6

🕐 **31%**

American Girl

5.6

Large Brand 🕐 **28%**

Allkinds

5.4

Large Brand 🕐 **48%**

DH **Babylist**

5.0
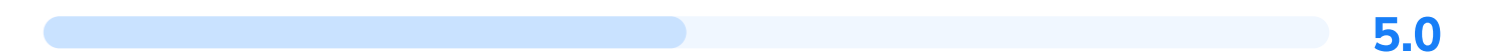
Large Brand 🕐 **33%**

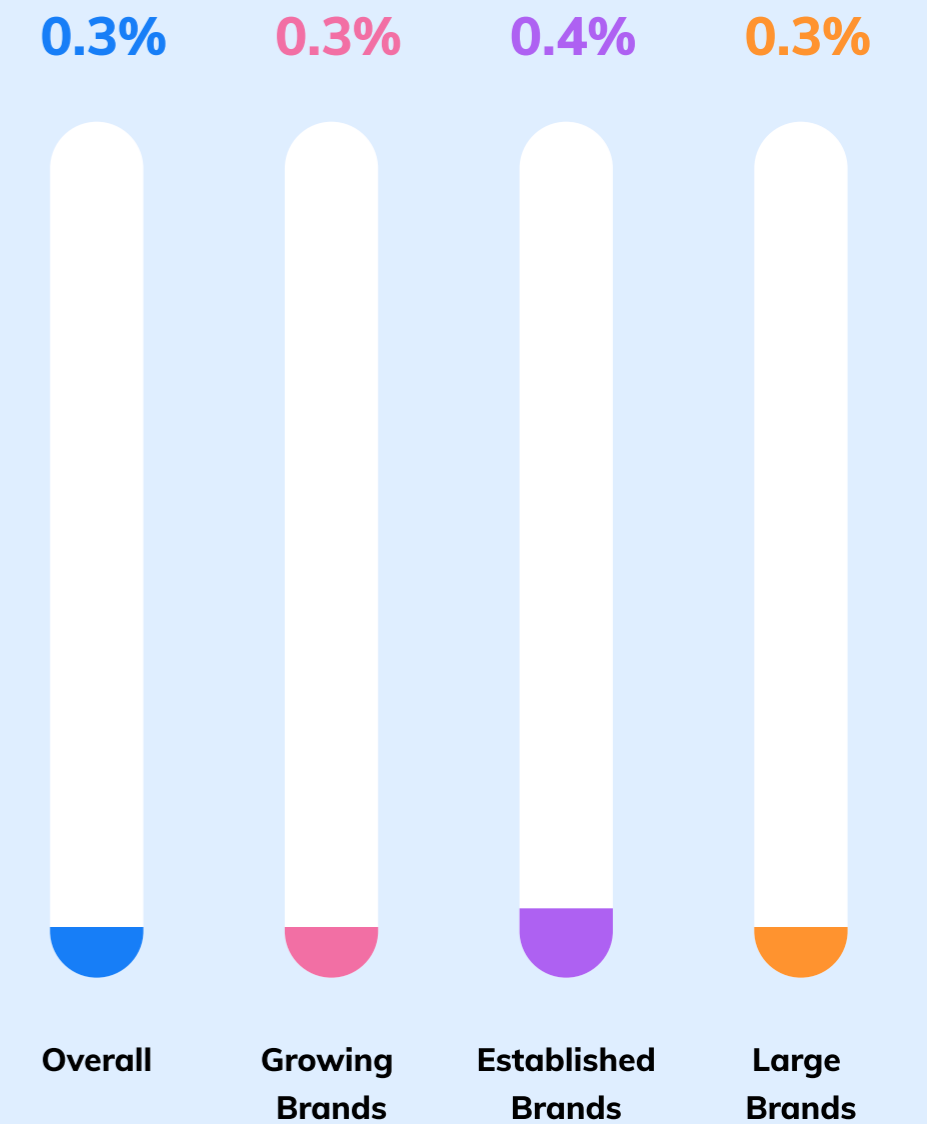# Instagram

Average Instagram Performance

Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares
Overall	2.1M	4	5	0.8%	158.2K	4.6	14.7%	363
Growing Brands (0 – 190K Followers)	87.5K	2	3	1.1%	9.9K	4.5	21.1%	34
Established Brands (190K – 1.1M Followers)	497.3K	3	4	0.7%	40.5K	4.1	16.6%	140
Large Brands (1.1M+ Followers)	7.4M	7	10	0.5%	304.8K	5.1	10.9%	658

*Customer data only

Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
0.3%	0.3%	0.4%	0.3%

Engagement Rate: (Likes+ Comments) / Followers

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Across All Industries

	Daily Posts	Post Completion Rate	Post Exit Rate	Reach	Impressions	Tap Forwards	Tap Backwards
Overall	3	92%	8%	14.1K	14.3K	11.9K	632
Growing Brands (0 – 190K Followers)	2	91%	8%	903	914	772	39
Established Brands (190K – 1.1M Followers)	3	92%	7%	4.1K	4.1K	3.6K	171
Large Brands (1.1M+ Followers)	4	93%	6%	35.8K	35.8K	29.6K	1.6K

*Customer data only
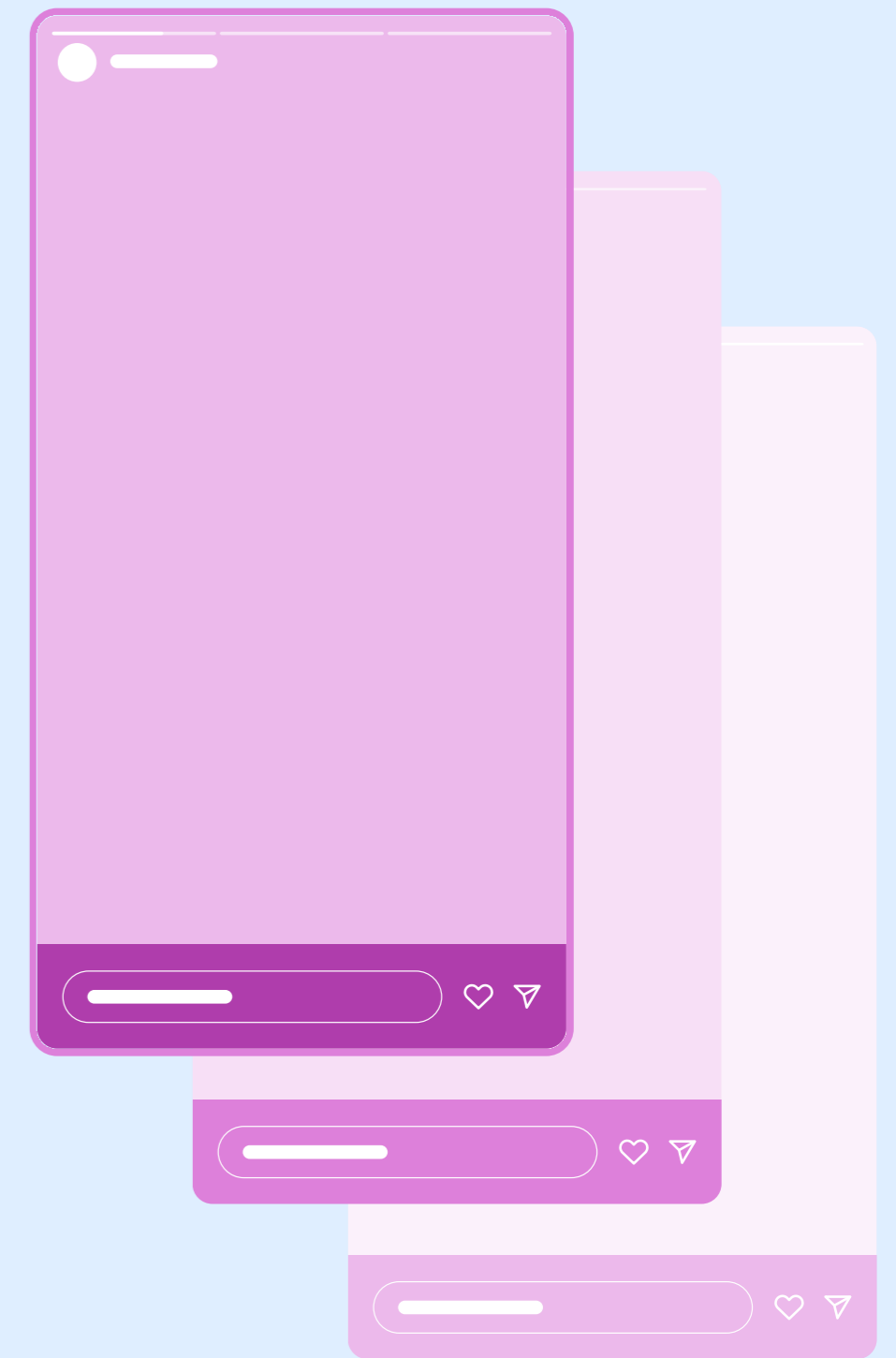
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Average Instagram Performance

By Industry

|	Baby and Children	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	B2B	Wellness	Sports	Travel
Follower Count	989.6K	2.5M	3.2M	3.6M	8M	1.5M	1.6M	1M	6.2M	418.1K	680.8K	28.2M	1.5M
Weekly Posts (Reels)	2	6	4	3	2	2	2	2	12	2	3	6	2
Weekly Posts (Carousel and Image)	3	5	5	6	5	2	3	4	19	2	3	12	4
Monthly Follower Growth Rate	0.7%	0.8%	0.5%	0.6%	0.7%	0.9%	0.9%	0.6%	0.8%	1.6%	1.0%	1.1%	1.0%
Shares*	257	119	79	60	127	165	313	109	688	**	198	**	213
Entertainment Score* (Reels)	3.6	4.9	3.4	3.6	4.9	4.9	5.4	3.7	5.1	**	3.6	**	5.3
Reach*	40.5K	81.2K	64K	68.8K	136.6K	31.3K	72.6K	58K	284.7K	**	47.4K	**	60.8K
Effectiveness Rate*	14.4%	15.6%	9.8%	9.4%	11.4%	19.8%	17.8%	10.2%	15.3%	**	16.2%	**	17.5%
Engagement Rate	0.2%	0.2%	0.1%	0.2%	0.3%	0.4%	0.3%	0.2%	0.4%	0.4%	0.2%	0.9%	0.4%

*Customer data only
** Limited data available

Baby and Children Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
Baby and Children Overall	989.6K	2	3	0.7%	257	3.6	40.5K	14.4%
Growing Brands (0 – 190K Followers)	98.8K	2	3	0.9%	14	3.8	6.8K	16.4%
Established Brands (190K – 1.1M Followers)	539.6K	3	4	0.9%	225	3.4	33K	12.9%
Large Brands (1.1M+ Followers)	4.9M	4	4	0.5%	758	**	**	**

*Customer data only
** Limited data available
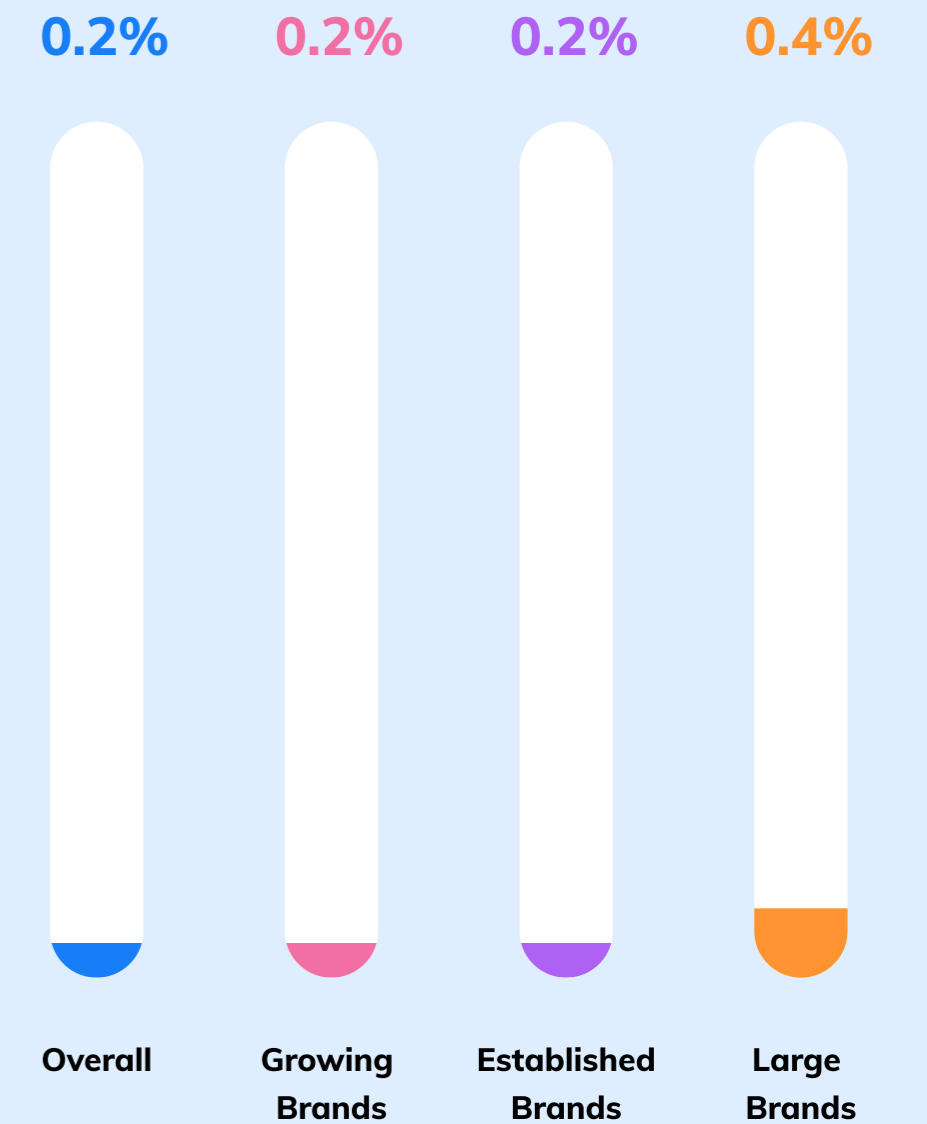
Engagement Rate

0.2%   0.2%   0.2%   0.4%

Overall   Growing Brands   Established Brands   Large Brands

Engagement Rate: (Likes+ Comments) / Followers

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Top Baby and Children Industry Performers by Engagement Rate

Overall Industry Average: 0.2%

Bratz
4.4%
Large Brand   ▶ 5.5%   🖼 4.1%

Elmo
3.8%
Large Brand   ▶ 3.8%   🖼 3.8%

My Little Pony
1.6%
Large Brand   ▶ 1.1%   🖼 1.8%

Pokémon
1.0%
Large Brand   ▶ 0.9%   🖼 1.0%

Munchkin
0.7%
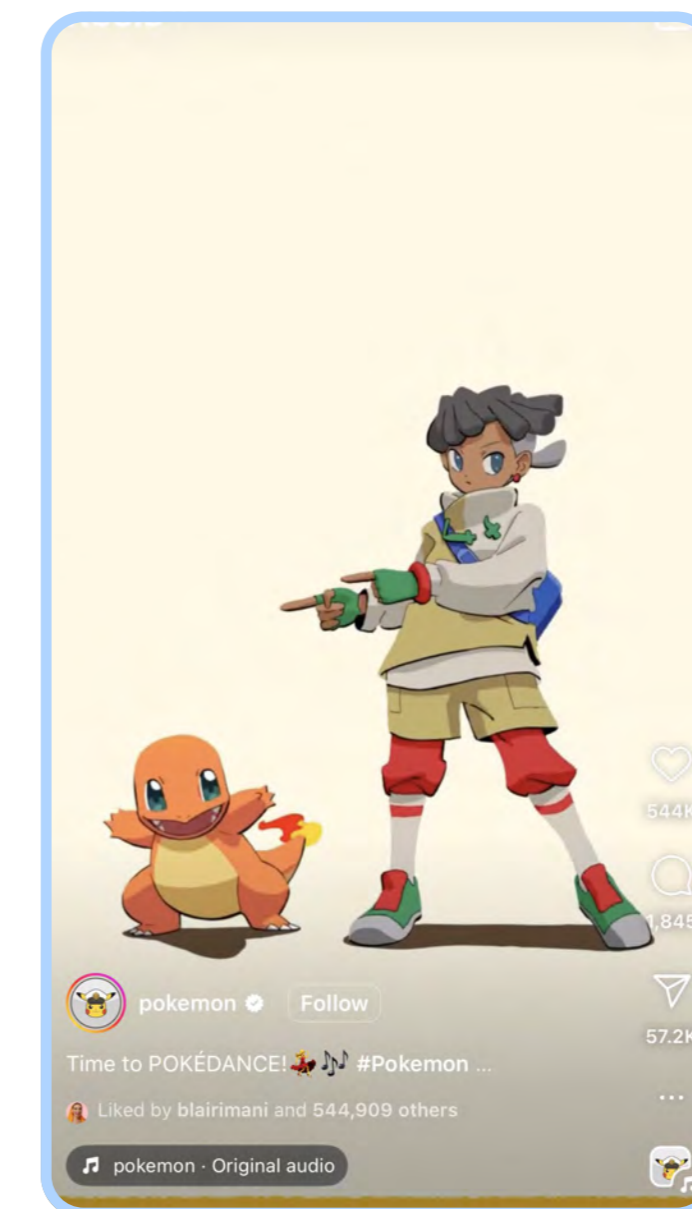Large Brand   ▶ 1.0%   🖼 0.2%
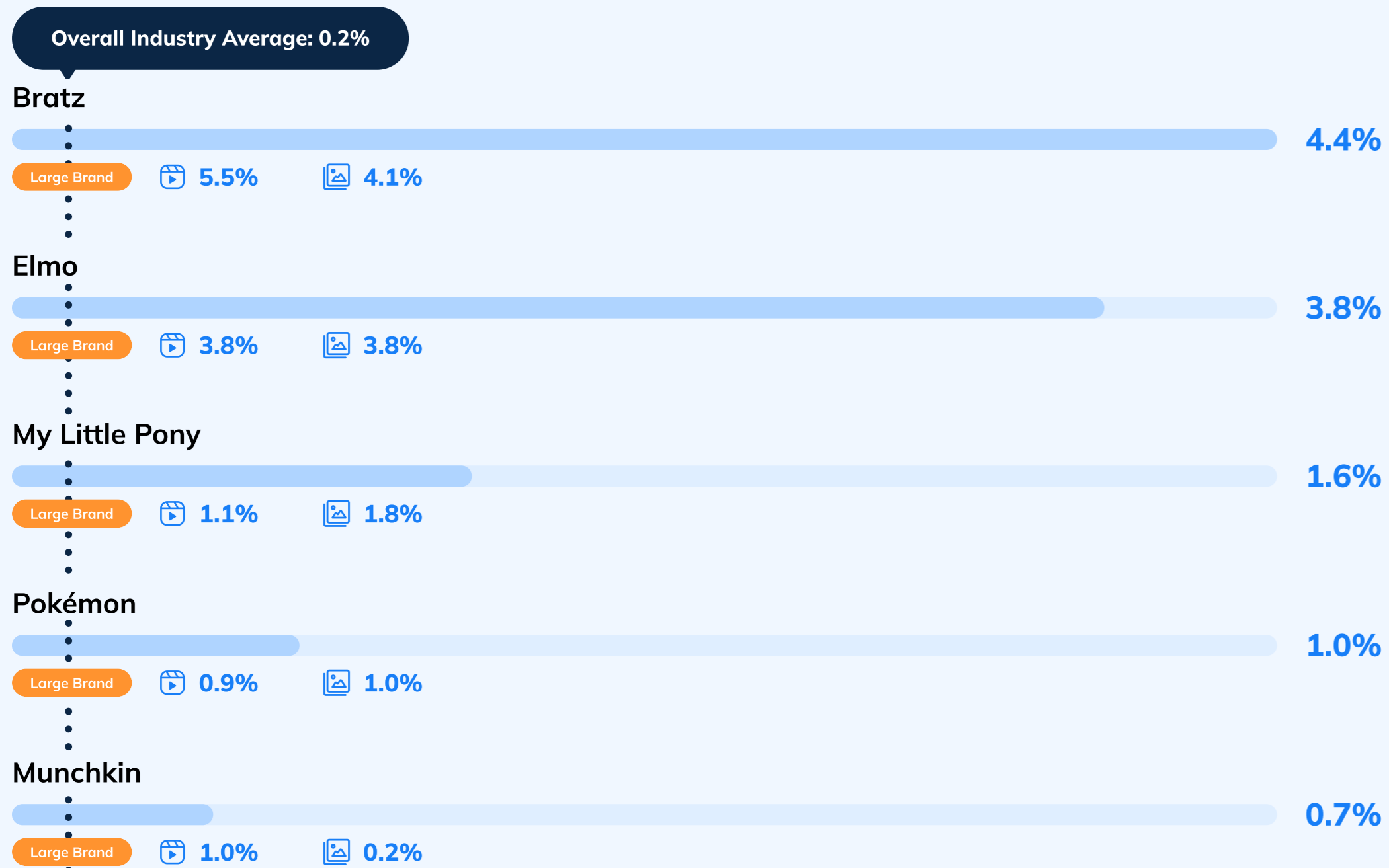
▶ Average Engagement Rate (Reels) | *Industry Average: 0.2%*   🖼 Average Engagement Rate (Static and Carousel) | *Industry Average: 0.2%*   DH Dash Hudson User

● Growing Brand: 0 – 190K Followers   ● Established Brand: 190K – 1.1M Followers   ● Large Brand: 1.1M+ Followers

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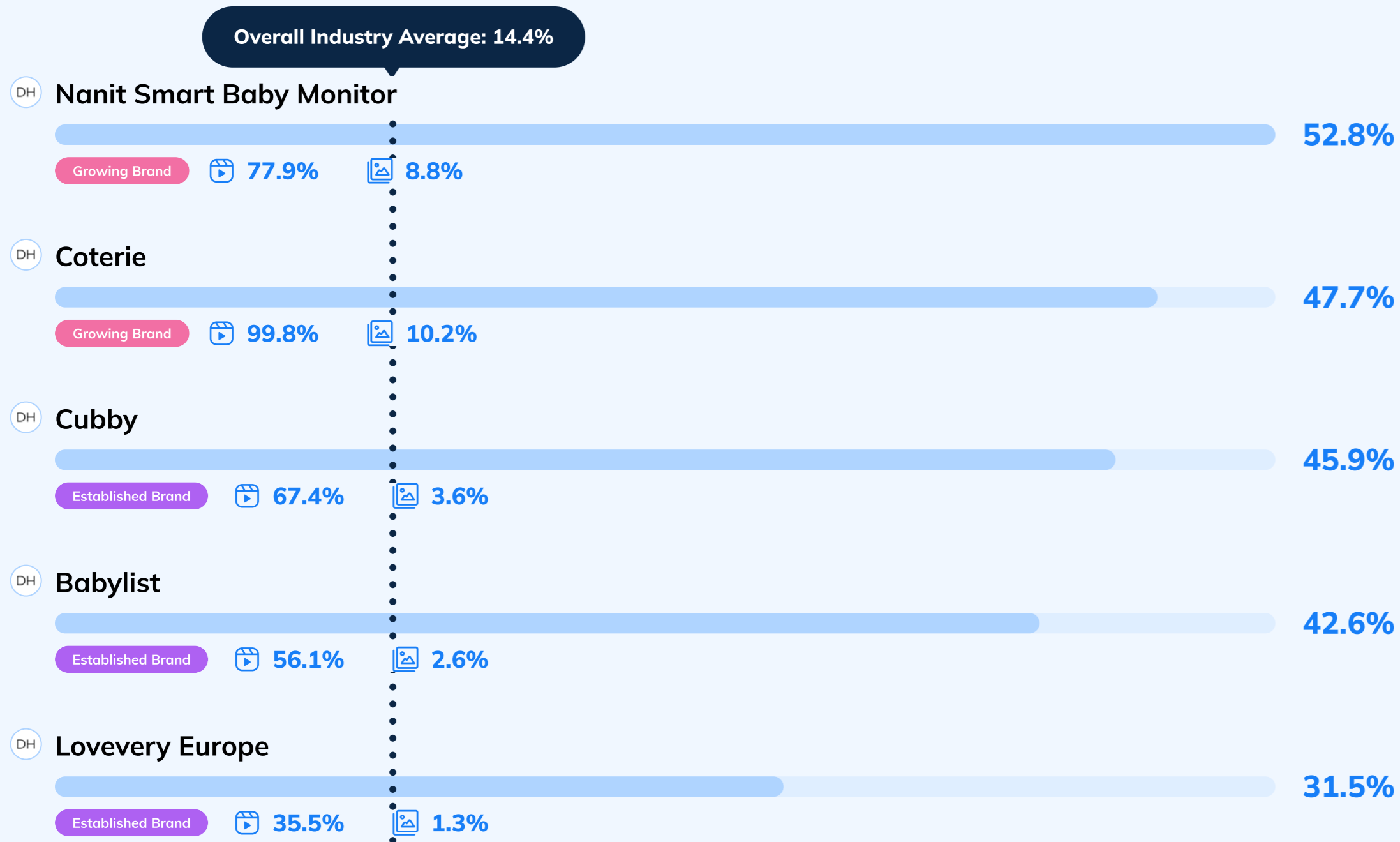## Deep Dive Into Top Performing Baby and Children Brand

POKÉMON

Pokémon achieves robust Instagram engagement by showcasing every facet of the beloved multimedia franchise, from video games, to TCG products, to tournaments and vibrant real-life events. Its content strategy taps into both nostalgia and the ongoing enthusiasm of fans around the world.

Pokémon outperforms the average Engagement Rate for baby and children brands by 133%.

# Top Baby and Children Industry Performers by Effectiveness Rate

Overall Industry Average: 14.4%

DH **Nanit Smart Baby Monitor**

52.8%

Growing Brand | ▶ **77.9%** | 🖼 **8.8%**

DH **Coterie**

47.7%

Growing Brand | ▶ **99.8%** | 🖼 **10.2%**

DH **Cubby**

45.9%

Established Brand | ▶ **67.4%** | 🖼 **3.6%**

DH **Babylist**

42.6%

Established Brand | ▶ **56.1%** | 🖼 **2.6%**

DH **Lovevery Europe**

31.5%

Established Brand | ▶ **35.5%** | 🖼 **1.3%**

▶ Average Effectiveness Rate (Reels) | *Industry Average: 31.4%*   🖼 Average Effectiveness Rate (Static and Carousel) | *Industry Average: 3.6%*   DH Dash Hudson User

● Growing Brand: 0 – 190K Followers   ● Established Brand: 190K – 1.1M Followers   ● Large Brand: 1.1M+ Followers

DASH HUDSON

Deep Dive Into Top Performing Baby and Children Brand

nanit

Nanit excels in Instagram effectiveness by posting insightful content focused on baby sleep patterns and parenting tips. Its practical, supportive posts resonate with new parents, driving engagement and trust in the brand.
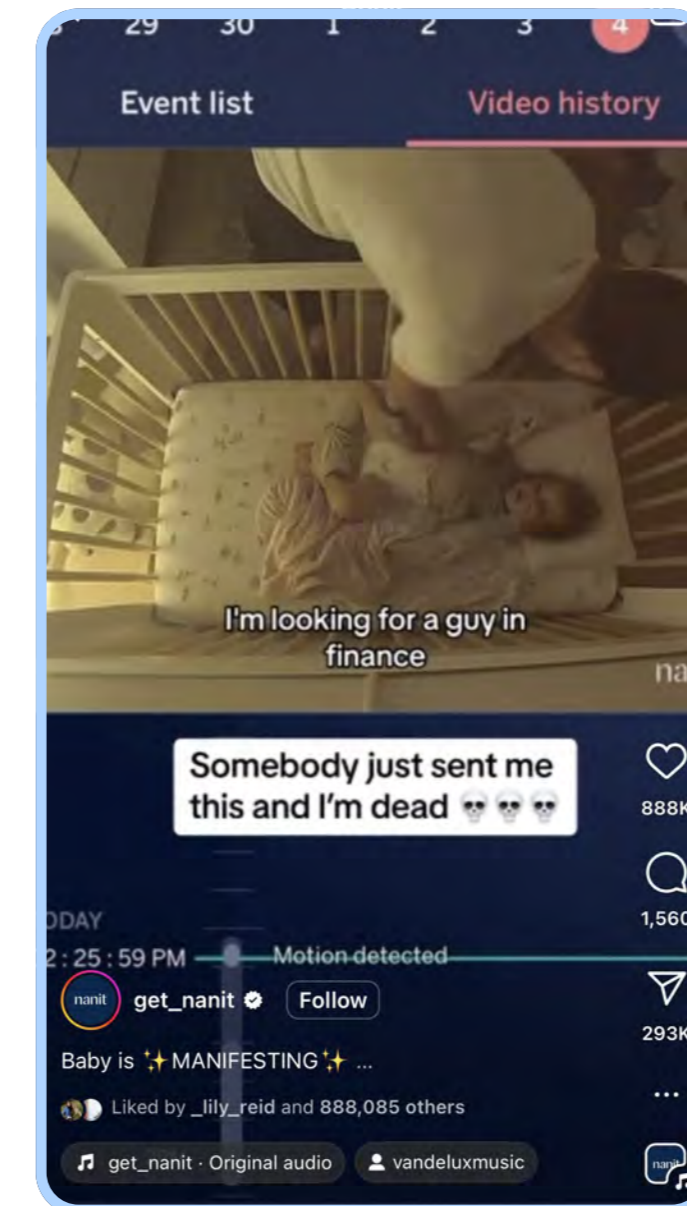
Nanit outperforms the average Effectiveness Rate for baby and children brands by 114%.

Winning Formulas for Creating Entertaining Reels Content

BRAND LOGO

American Girl's Instagram is highly entertaining, weaving storytelling with its diverse range of dolls and their historical backgrounds. Recently, the brand's collector series has featured popular characters like the cast of Frozen, earning incredible amounts of buzz from fans.
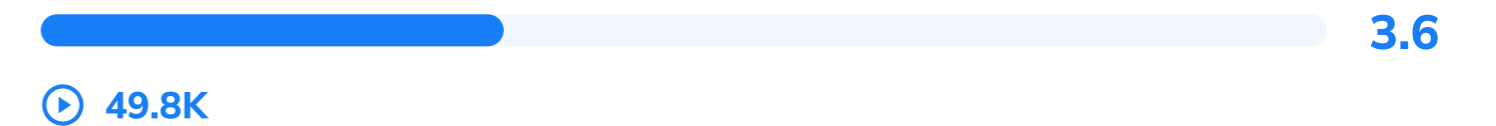
Entertainment Score: 9.6/10

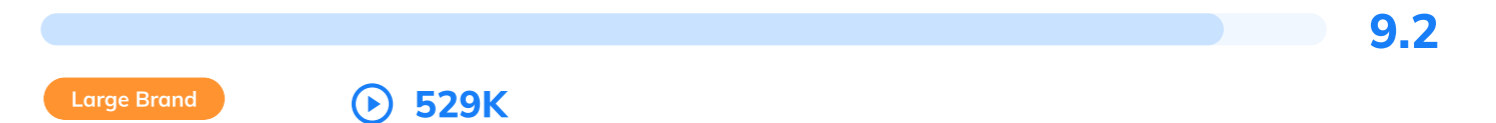*Compared to the children and baby industry average of 3.6, and American Girl's own average of 8.4.*

So Lila could run!!

americangirlbrand ✓ Follow
Still reeling about their connection!
Followed by pentagramdesign
americangirlbrand · Original audio

70.7K
358
7,764

Top Baby and Children Industry Performers by Entertainment Score (Reels)

▶ Average Video Views

Overall Average
3.6
▶ 49.8K

Bratz
9.2
Large Brand   ▶ 529K

Hot Wheels
DH
8.8
Large Brand   ▶ 295.6K

Barbie
DH
8.4
Large Brand   ▶ 259.6K

American Girl
DH
7.7
Established Brand   ▶ 66.3K
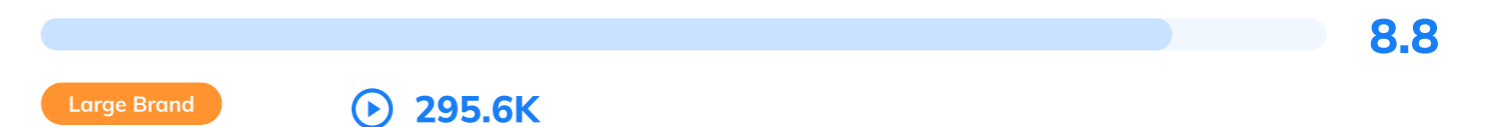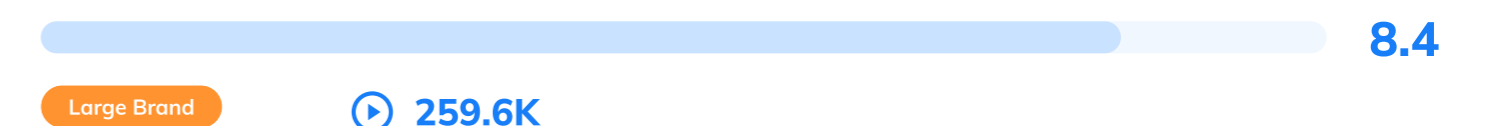
Rookie Kids
DH
7.0
Growing Brand   ▶ 3.7K
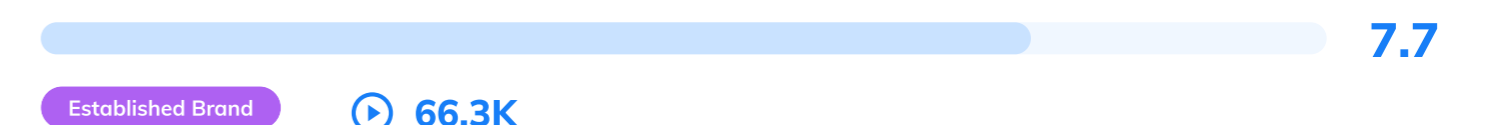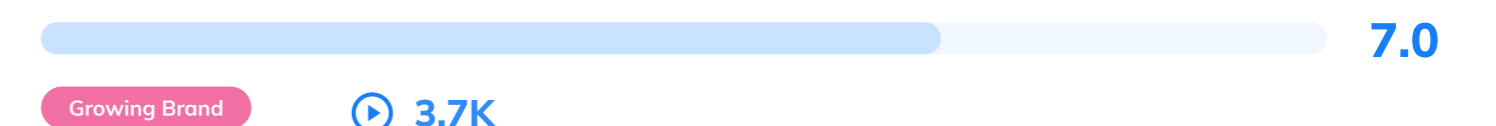
YouTube

▶ **Average YouTube Performance**

Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares	Percentage Viewed
Overall	791.2K	7	1.2%	2.1K	84	67%
Growing Brands (0 – 20K Followers)	5.8K	3	1.6%	201	7	86%
Established Brands (20K – 150K Followers)	70K	5	0.9%	236	8	68%
Large Brands (150K+ Followers)	2.7M	17	0.9%	3K	156	60%

*Customer data only

Overall Video Views
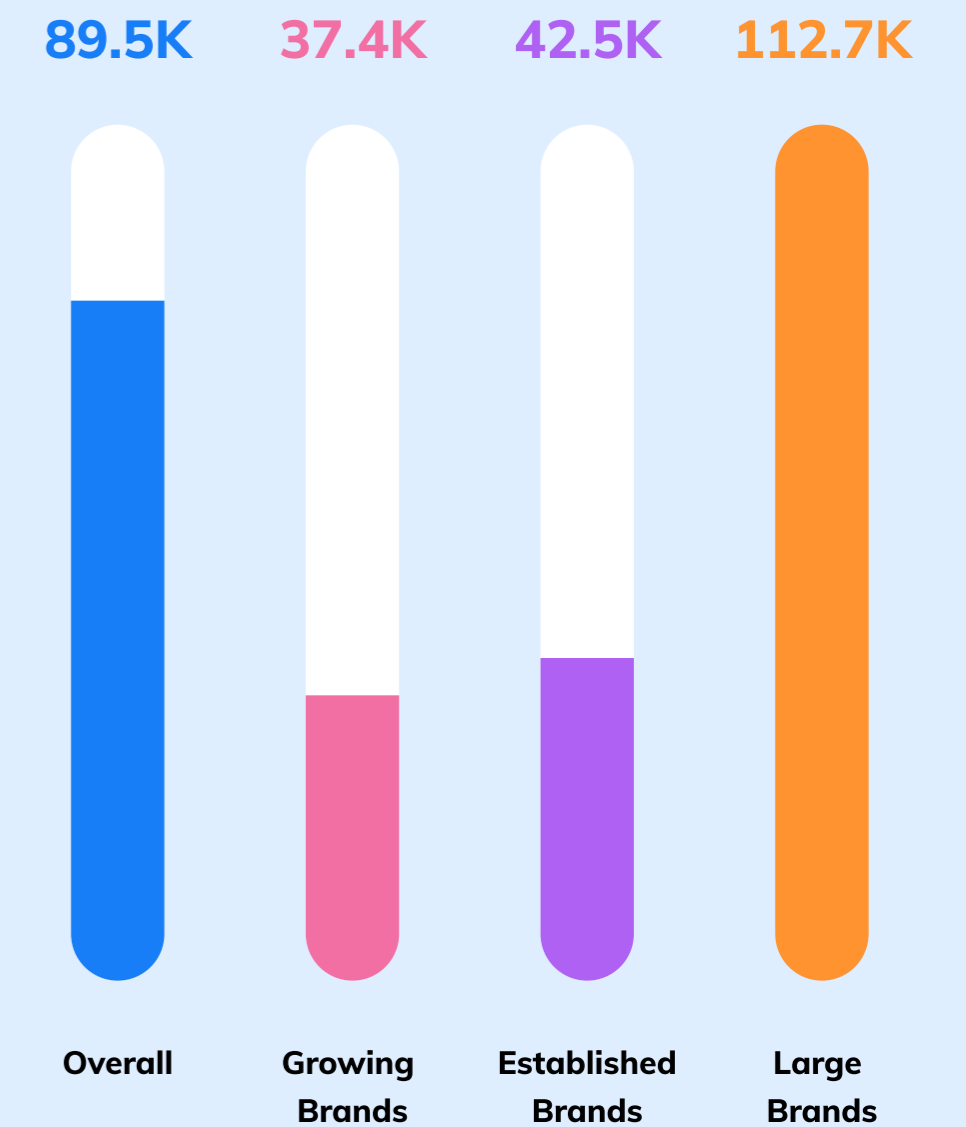
89.5K	37.4K	42.5K	112.7K
Overall	Growing Brands	Established Brands	Large Brands

By Industry

	Baby and Children	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Media and Publishing	B2B	Wellness	Sports	Travel
Subscriber Count	335.4K	98.2K	343.4K	48.2K	312.6K	714.3K	622.2K	94K	3.7M	192.3K	200.1K	1.6M	132.8K
Weekly Videos	4	8	7	9	4	4	3	3	35	3	5	15	6
Monthly Follower Growth Rate	0.8%	1.3%	0.5%	0.9%	1.1%	1.1%	1.0%	1.4%	1.5%	1.4%	1.4%	1.4%	1.6%
Likes*	592	1.3K	368	247	1.3K	3.2K	3.6K	151	2.4K	135	355	4.5K	146
Shares*	17	34	6	4	36	12	24	15	188	2	34	35	6
Percentage Viewed*	73%	88%	59%	68%	100%	64%	64%	74%	57%	**	**	**	**
Overall Video Views	55.9K	72.5K	77.7K	45.9K	118.8K	163.2K	163.7K	56.8K	90K	33.9K	55.8K	135.2K	30.3K

*Customer data only
** Limited data available

Top Baby and Children Industry Performers by On-Demand Video Views

Overall Industry Average: 81.3K

Barbie

| Large Brand | ♡ 472 | 345.8K |

American Girl

| Large Brand | ♡ 199 | 233.5K |

Hanna Andersson

| Growing Brand | ♡ 5 | 151.5K |
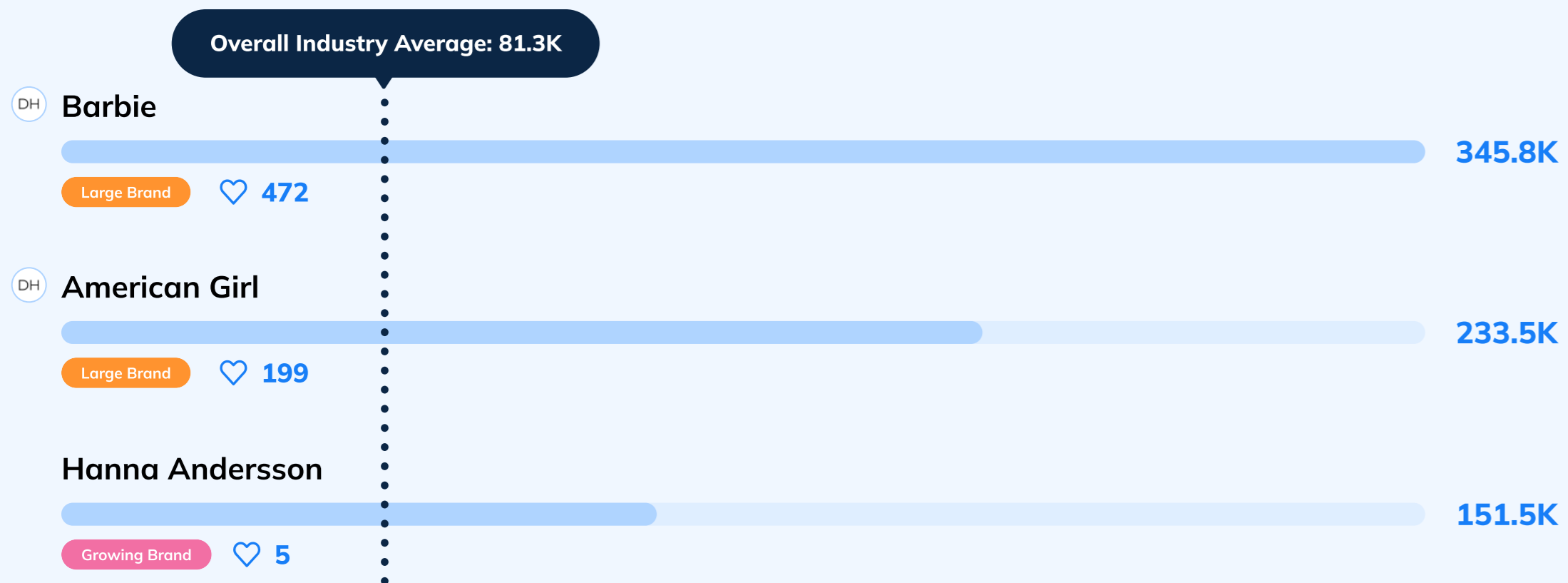
♡ Average Likes | *Industry Average: 97*   DH Dash Hudson User   ● **Growing Brand:** 0 – 20K Followers   ● **Established Brand:** 20K – 150K Followers   ● **Large Brand:** 150K+ Followers

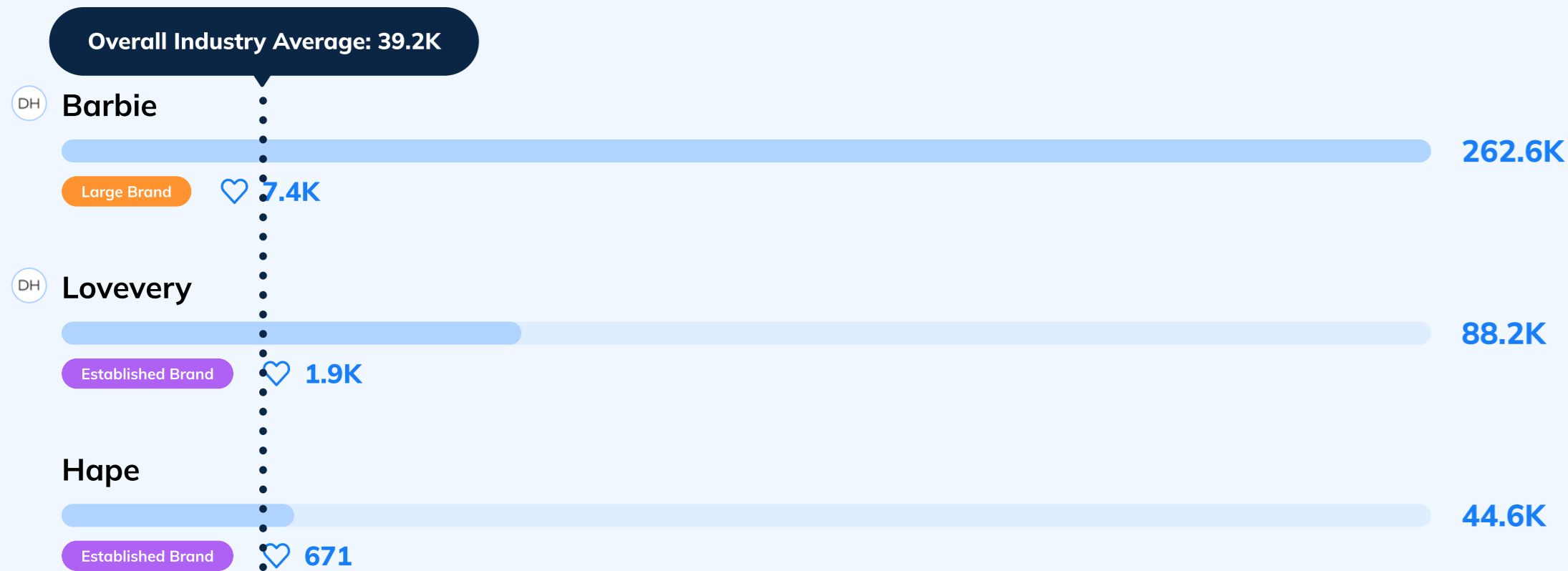## Deep Dive Into Top Performing Baby and Children Brand

Barbie

Barbie uses YouTube to share highlights from its animations, making the channel an engaging destination for parents and children. Notably, the brand uses YouTube to focus on Barbie as a character, rather than a product, contributing to the brand's enduring popularity and timeless appeal.

Barbie outperforms the average Video Views for baby and children brands by 124%.

Top Baby and Children Industry Performers by Shorts Video Views

Overall Industry Average: 39.2K

DH **Barbie**

262.6K

Large Brand ♡ 7.4K

DH **Lovevery**

88.2K

Established Brand ♡ 1.9K

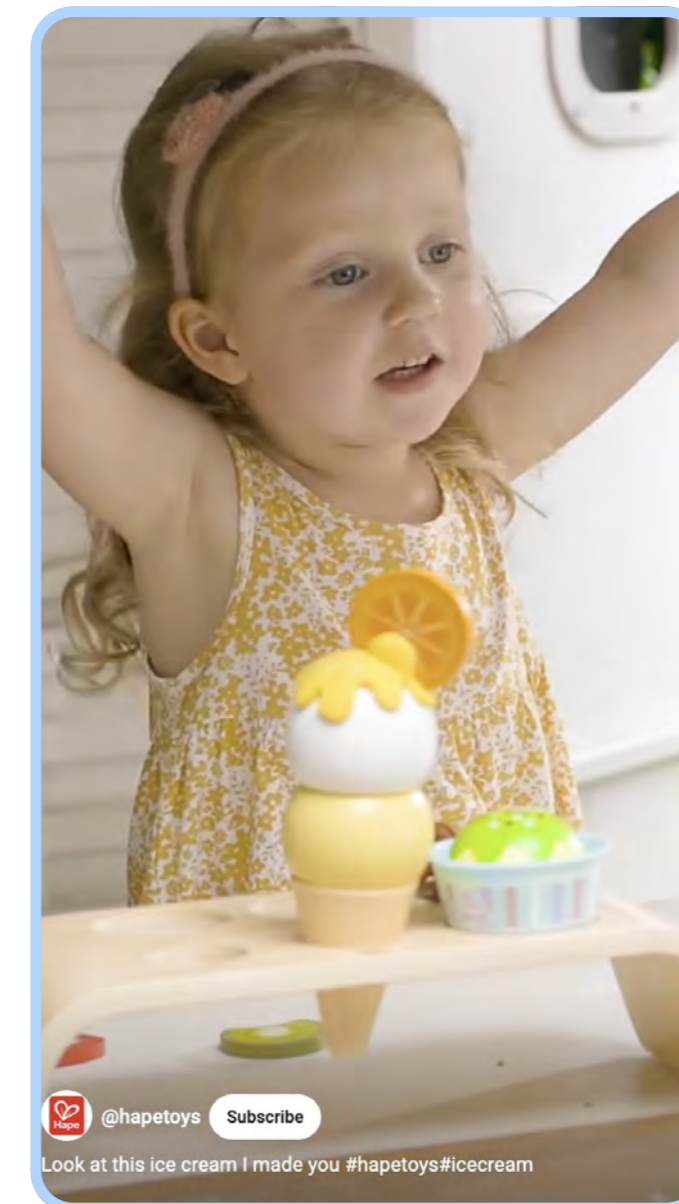**Hape**

44.6K

Established Brand ♡ 671

♡ Average Likes | *Industry Average: 914*   DH Dash Hudson User

● Growing Brand: 0 – 20K Followers   ● Established Brand: 20K – 150K Followers   ● Large Brand: 150K+ Followers

DASH HUDSON

Deep Dive Into Top Performing Baby and Children Brand

♥ Hape

Hape uses YouTube Shorts to share quick, engaging clips that showcase its eco-friendly toys and their educational value for young children. These Shorts are a colorful way to demonstrate how Hape's toys inspire creativity and learning in children.

@hapetoys Subscribe
Look at this ice cream I made you #hapetoys#icecream

Hape outperforms the average Shorts Video Views for baby and children brands by 13%.

What We Can Learn From Baby and Children Brands' Strategies
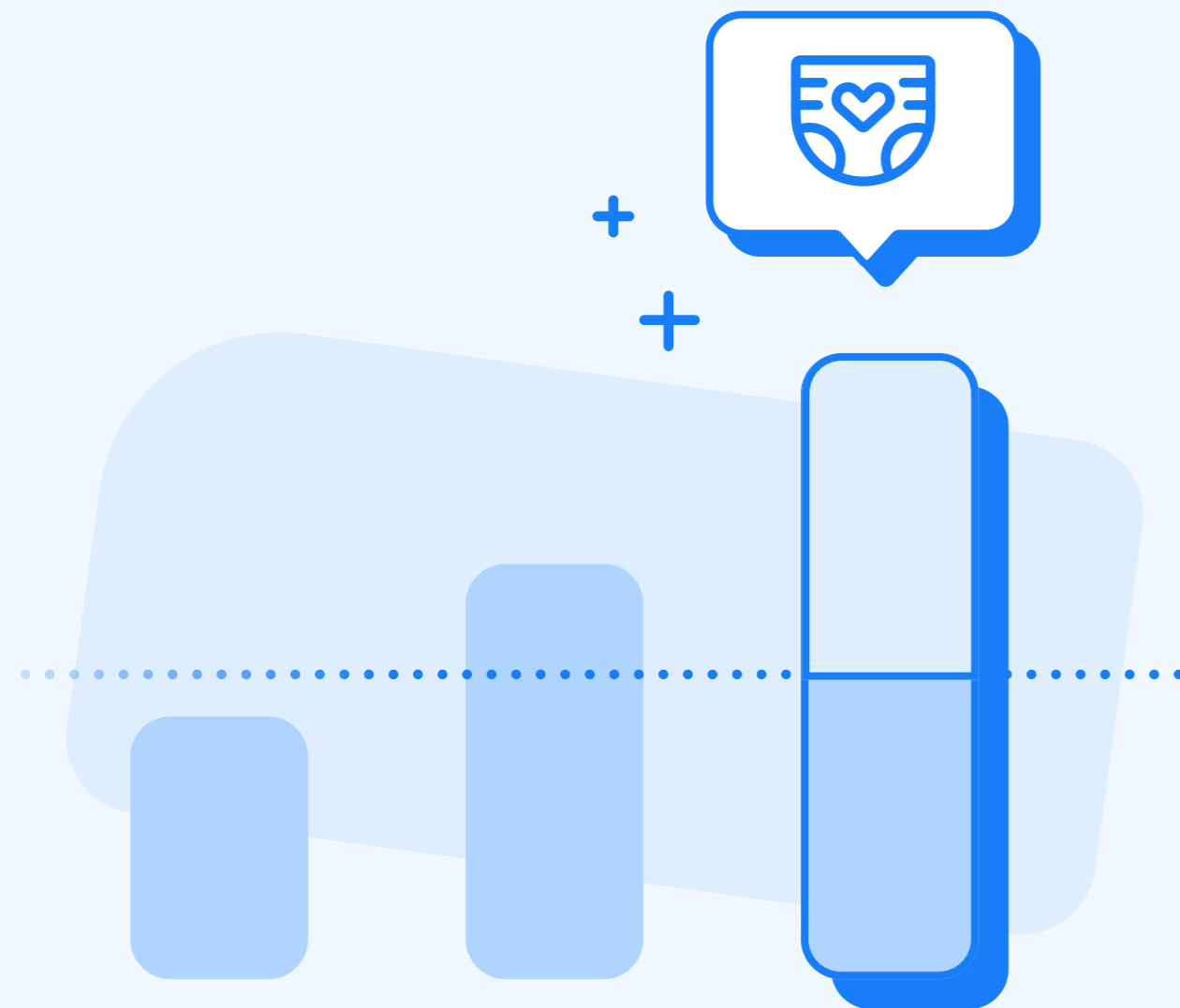
Engage With Nostalgia and Innovation

Utilize a blend of nostalgic content that resonates with collectors and innovative showcases like before-and-after videos of toys versus their real-life counterparts to drive engagement.

Provide Valuable, Supportive Content

Offer practical and supportive content that resonates with parents, such as parenting tips and baby sleep patterns, to build trust.

Highlight Educational and Entertaining Aspects

Focus on the educational value and entertainment of products through vibrant and engaging content, such as animations and quick educational clips, to attract both parents and children on platforms like YouTube.

DASH HUDSON

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 empowers brands to outsmart social, visit dashhudson.com.
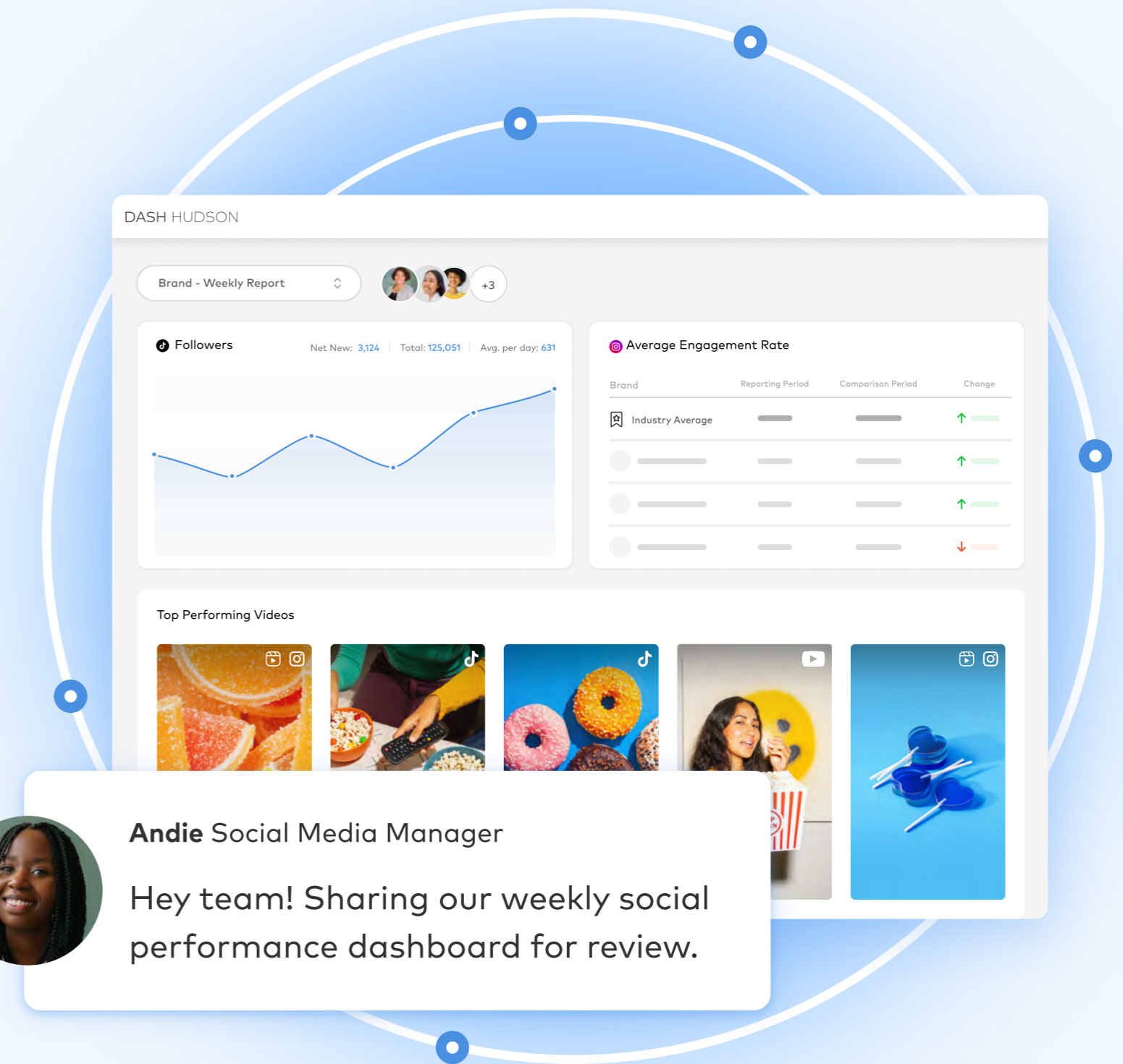
Scan the QR code to sign up for a free demo of Dash Hudson.

At a Glance

Facebook, Pinterest and X

Average Facebook Performance

Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	**927.1K**	**8**	**0.5%**	**63.5K**	**9.7%**
Growing Brands (0 – 100K Followers)	**29.3K**	**2**	**1.0%**	**5.1K**	**12.3%**
Established Brands (100K – 850K Followers)	**337.3K**	**7**	**0.2%**	**26.6K**	**9.1%**
Large Brands (850K+ Followers)	**3.5M**	**20**	**0.1%**	**89.8K**	**7.4%**

Customer data only

Engagement Rate

4.0%	5.0%	4.2%	3.8%
Overall	Growing Brands	Established Brands	Large Brands
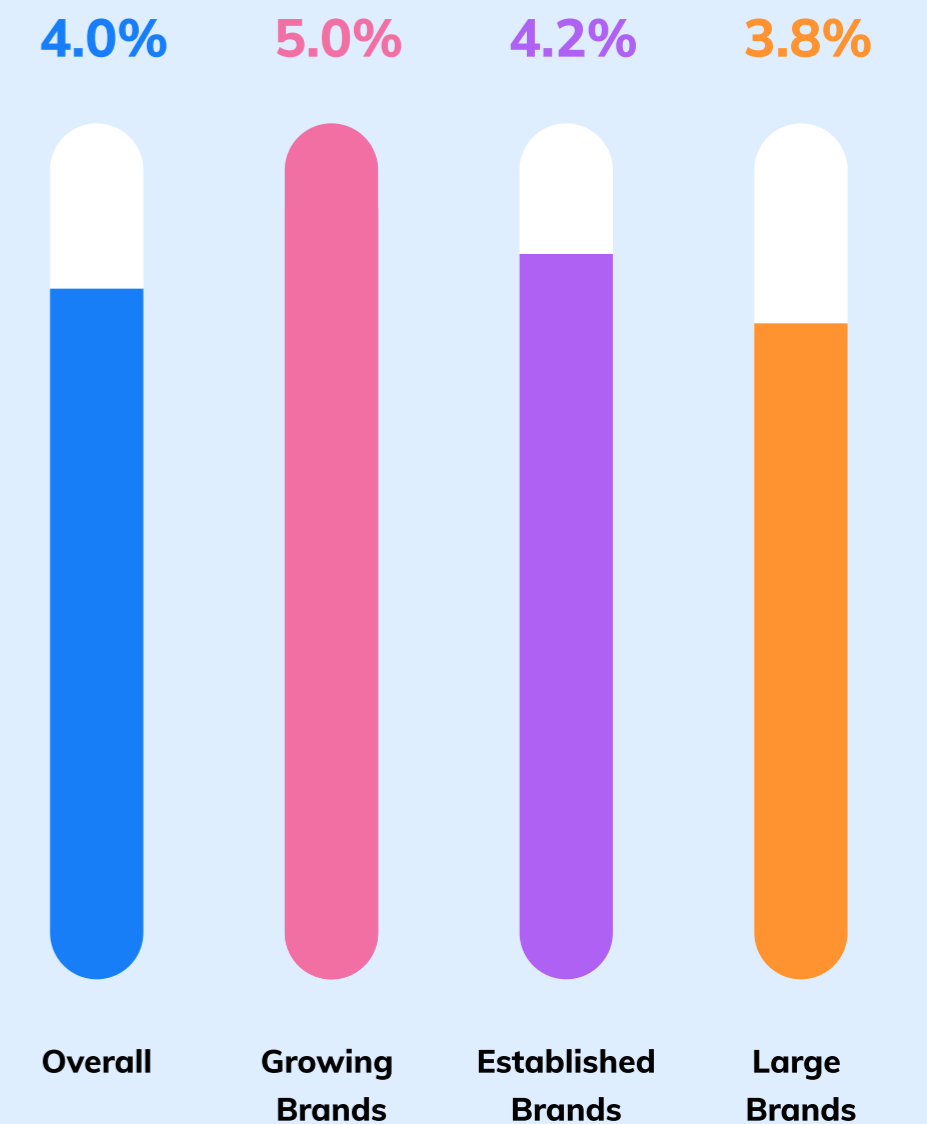
Engagement Rate: (Total Engagements) / Impressions

DASH HUDSON

Average Pinterest Performance

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Video Views
Overall	235.4K	22	1.3%	845
Growing Brands (0 – 8K Followers)	2.7K	9	2.5%	285
Established Brands (8K – 105K Followers)	37.9K	18	1.1%	850
Large Brands (105K+ Followers)	769.5K	43	0.3%	4.4K

Customer data only
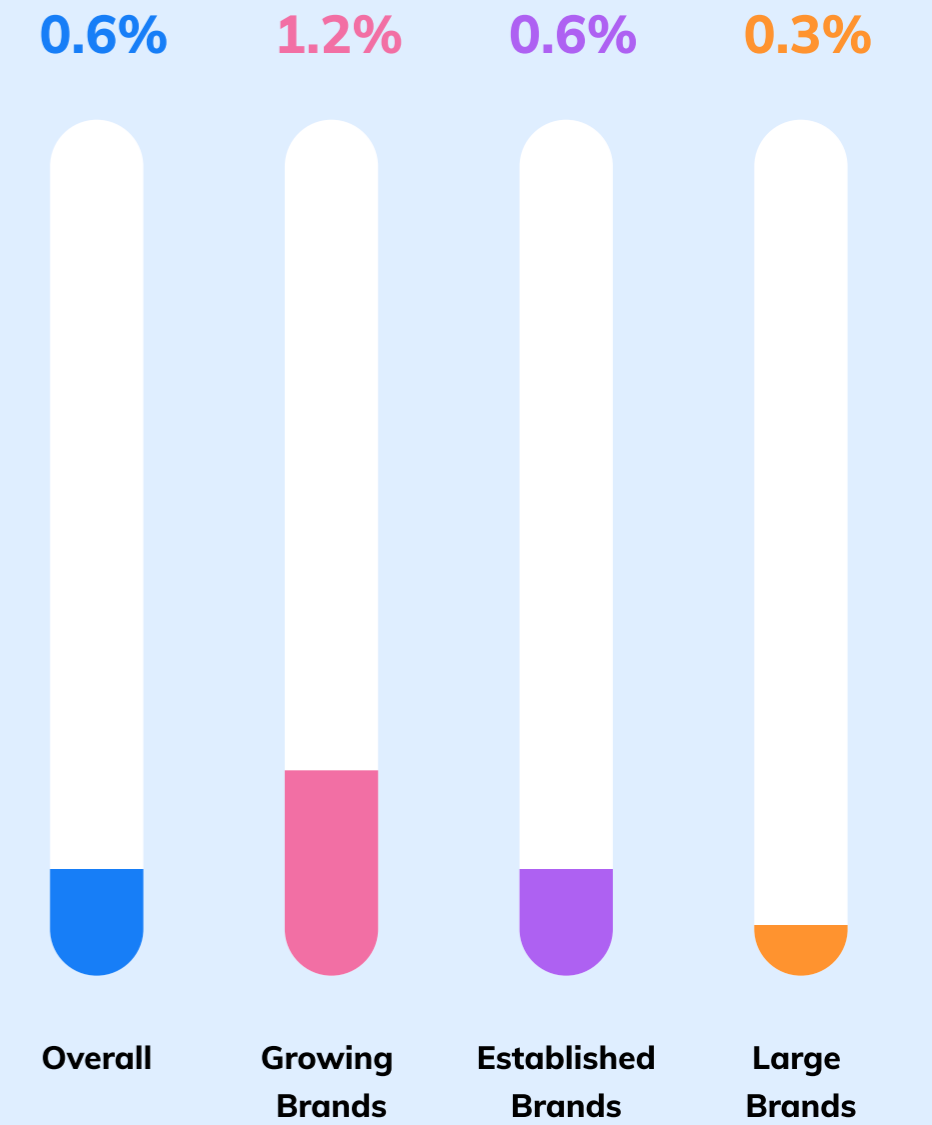
Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
0.6%	1.2%	0.6%	0.3%

Engagement Rate: (Likes + Comments) / Followers

DASH HUDSON

Average X Performance

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
Overall	**813.1K**	**48**	**0.1%**	**16.4K**	**38**	**258**	**8**
Growing Brands (0 – 12.5K Followers)	**5.1K**	**6**	**0.2%**	**818**	**7**	**23**	**5**
Established Brands (12.5K – 200K Followers)	**70K**	**21**	**0.04%**	**3.3K**	**18**	**90**	**6**
Large Brands (200K+ Followers)	**2.0M**	**100**	**-0.03%**	**17.9K**	**40**	**284**	**10**

Customer data only

DASH HUDSON