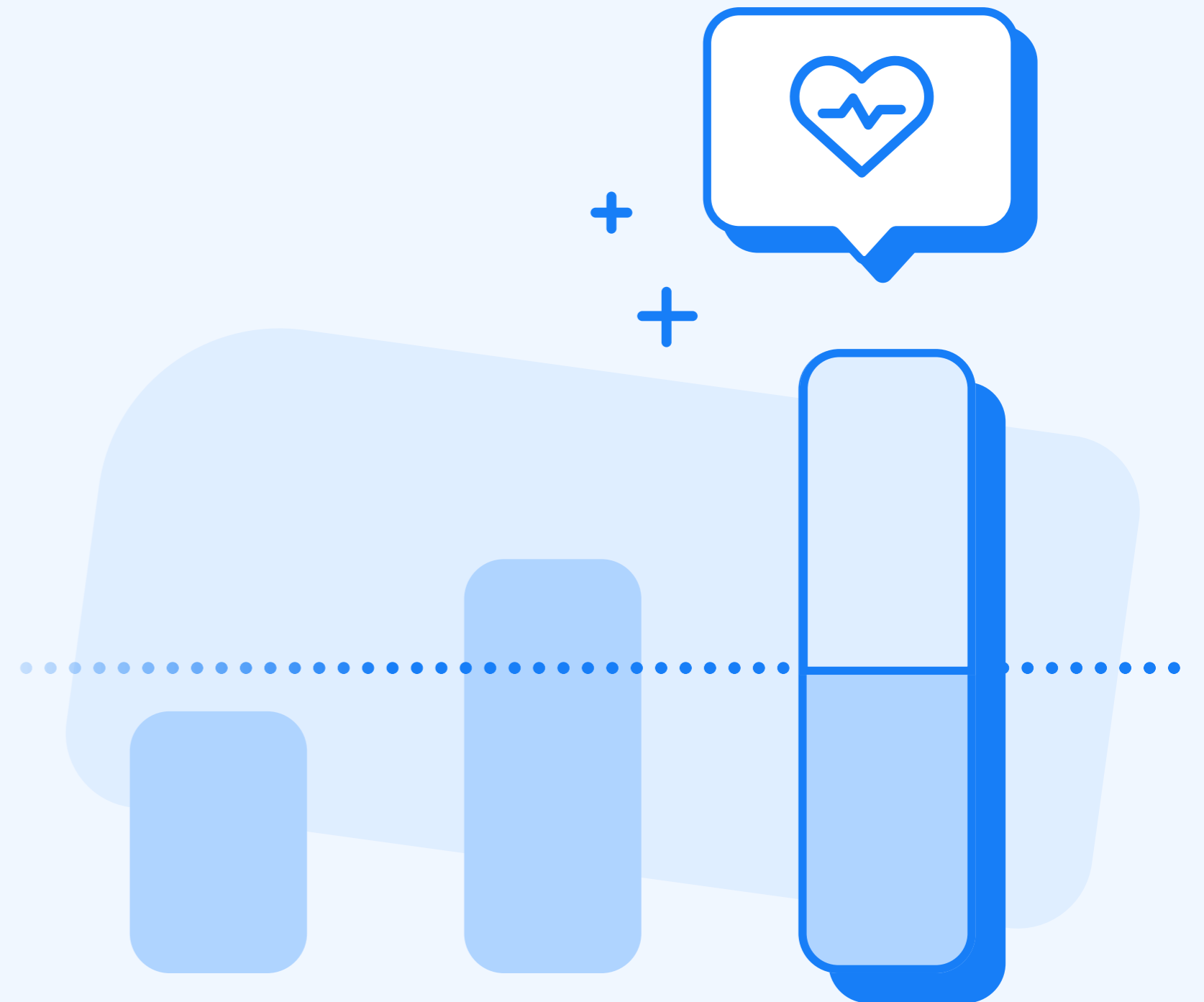


Social Media Benchmark Report

Wellness 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.

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 Wellness Industry

The Wellness industry includes health and fitness, nutrition and supplements, mental health and counseling services, wellness retreats, and spa and beauty services, all aimed at promoting individuals' and organizations' comprehensive physical, mental, and emotional well-being.

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

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 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 = $(\text{Likes} + \text{Comments} + \text{Saves} + \text{Video Views}) / \text{Est. Reach}$.

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

*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.

Cross-Channel Trends

TikTok Is Still the Best Platform for Engagement

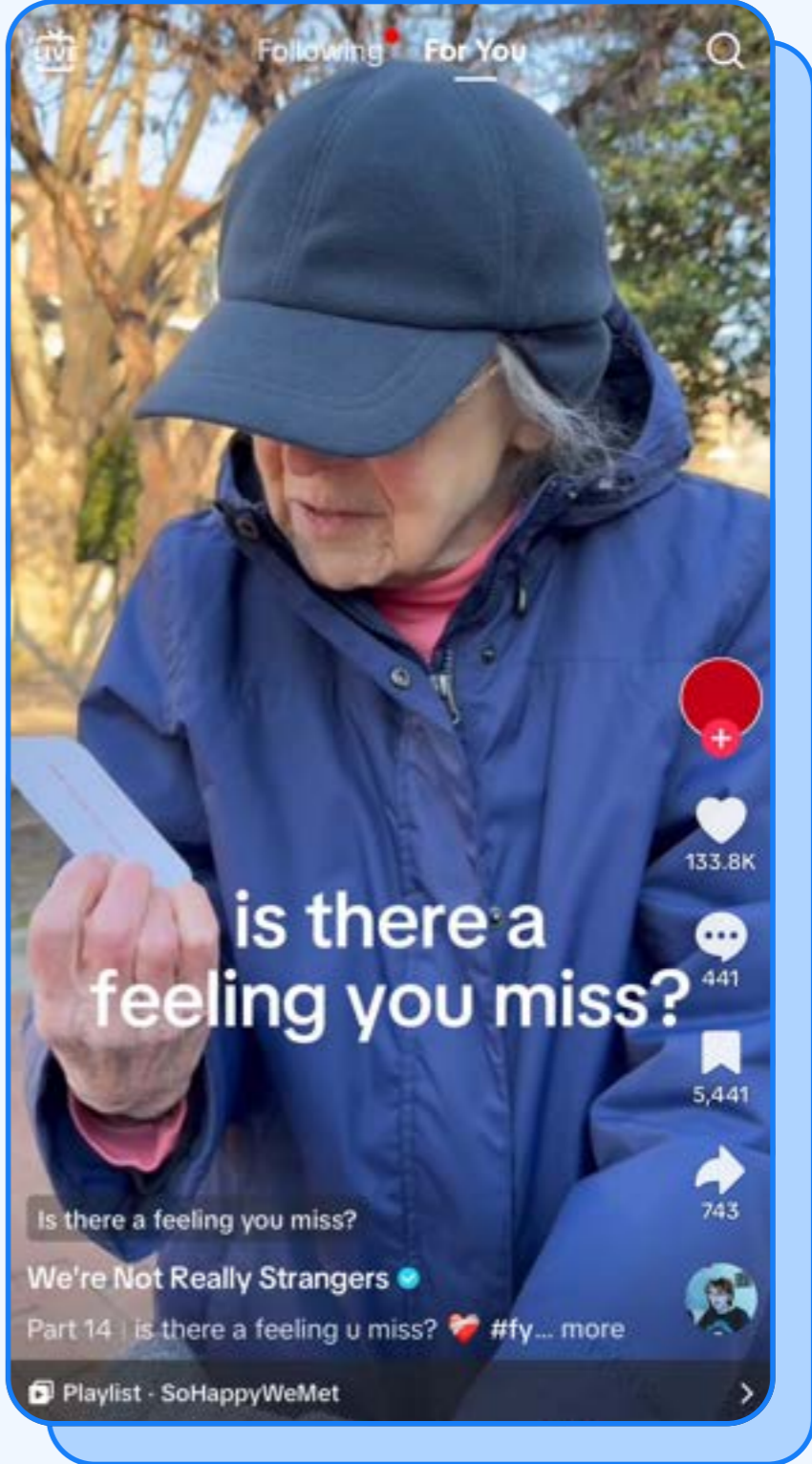
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading 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.

TikTok Trends

TikTok Continues to Experience Rapid Growth and Widespread Popularity

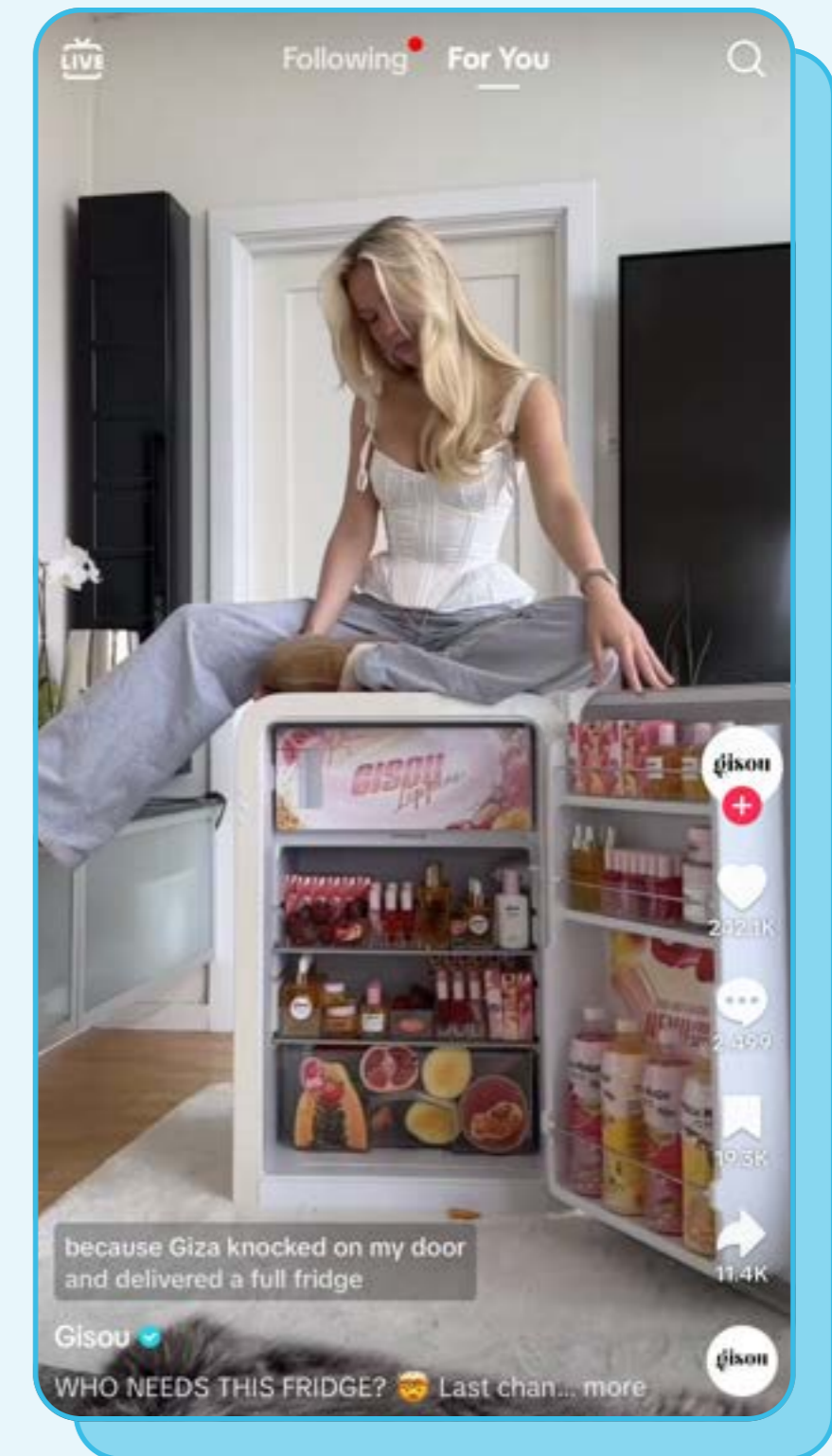
Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key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

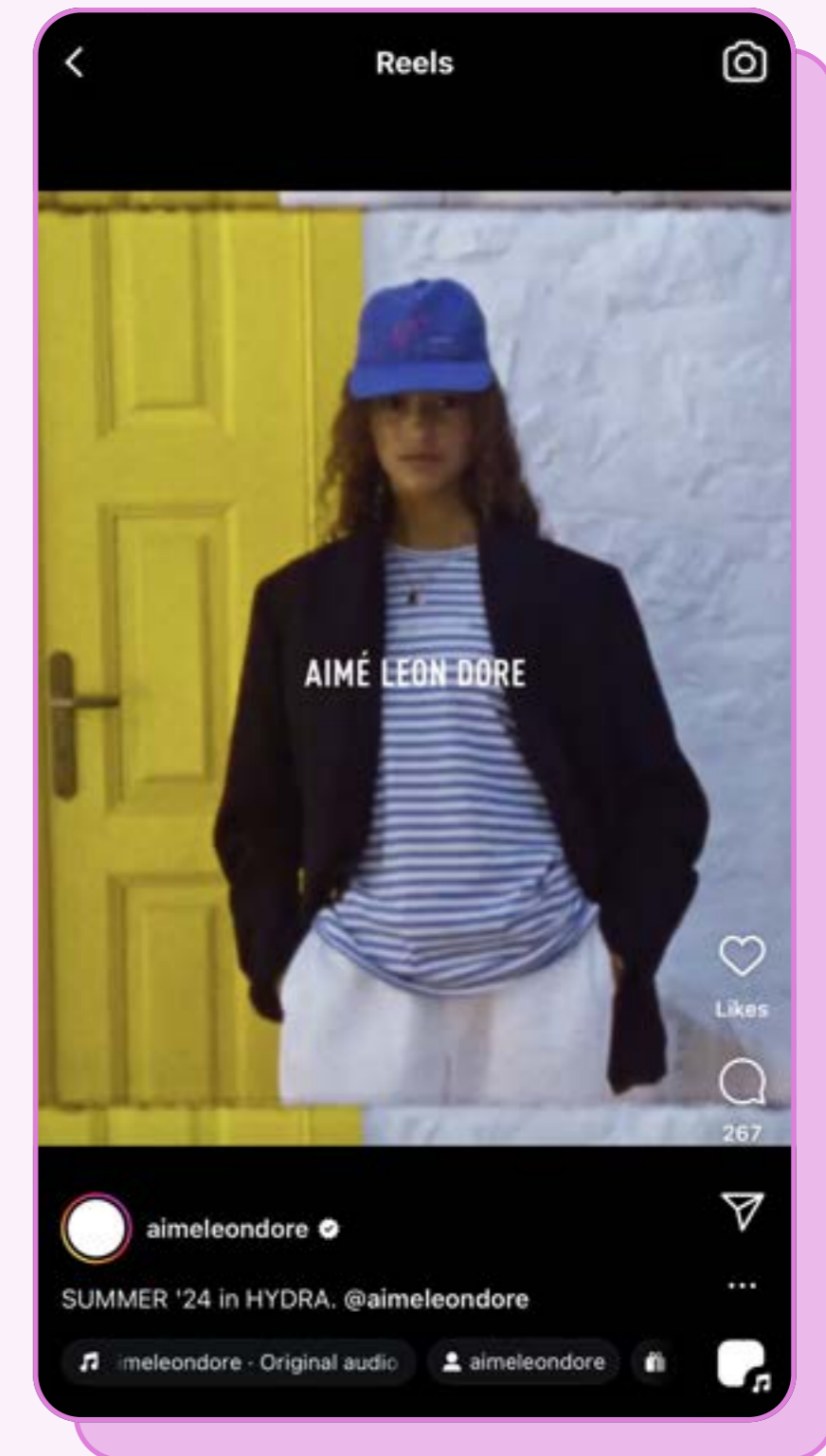
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

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

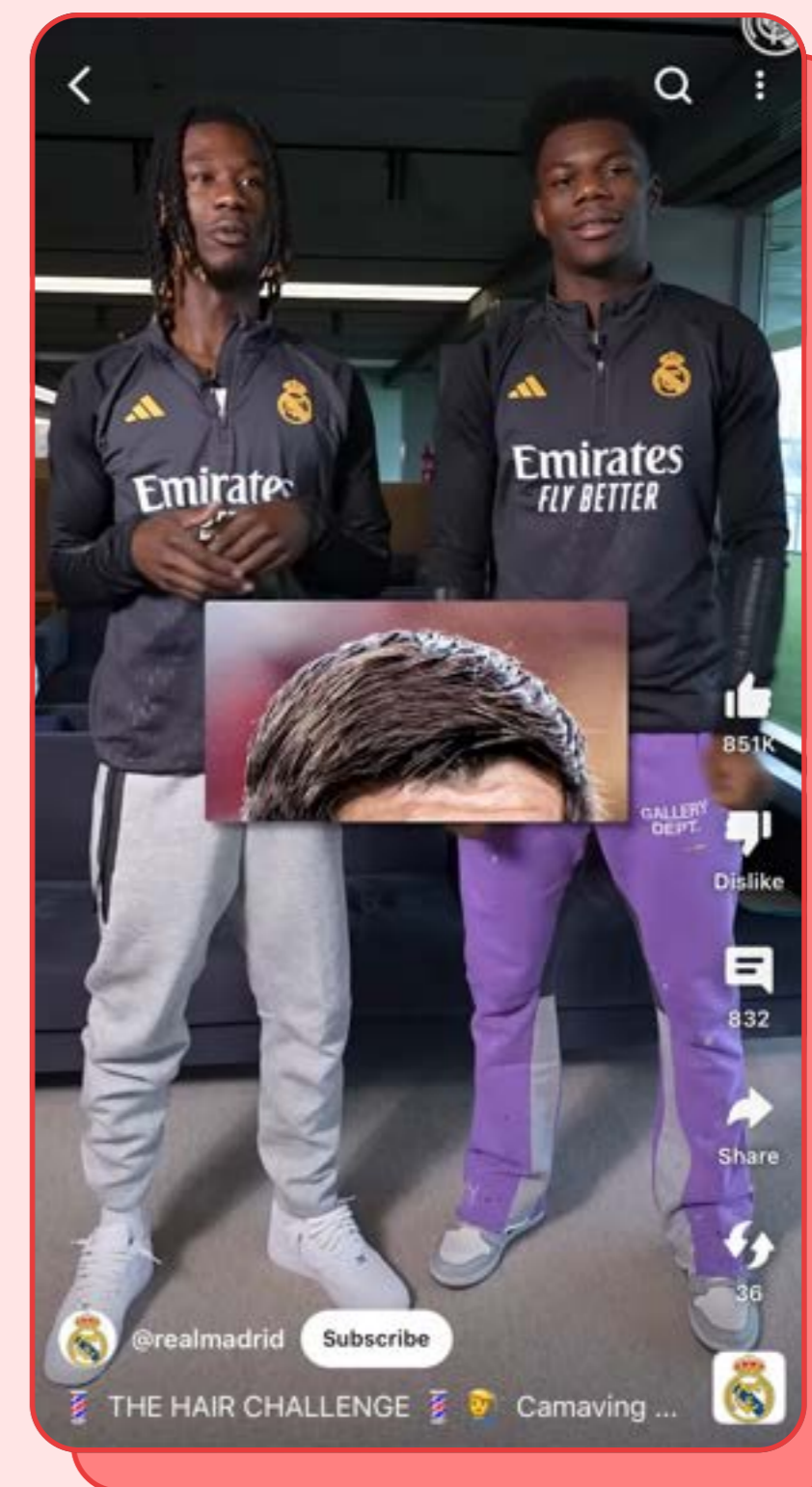
Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

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

TikTok



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 (11.5K – 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

Engagement Rate



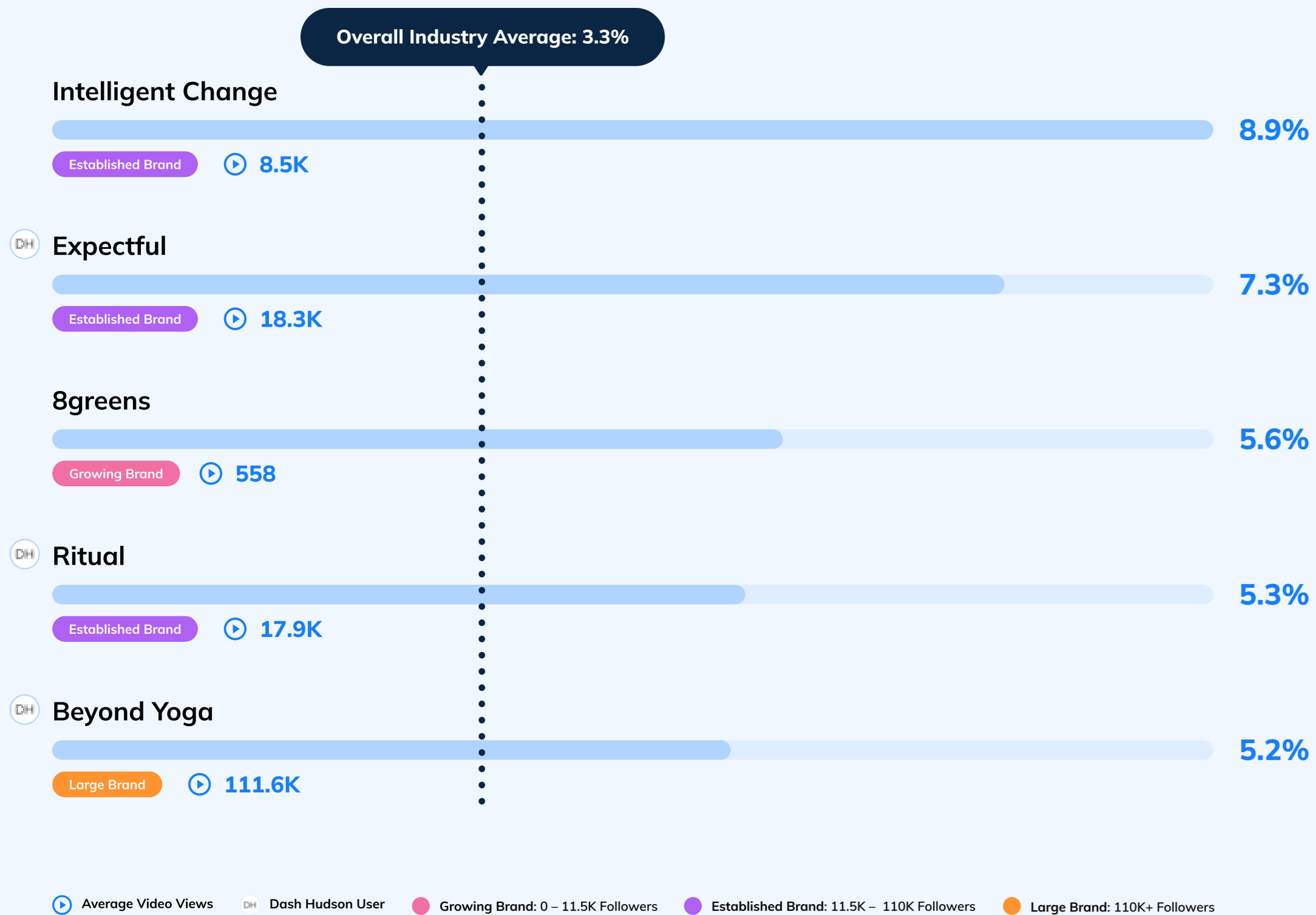
Engagement Rate: (Likes+Comments+Shares) / Video Views

By Industry

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

*Customer data only
** Limited data available

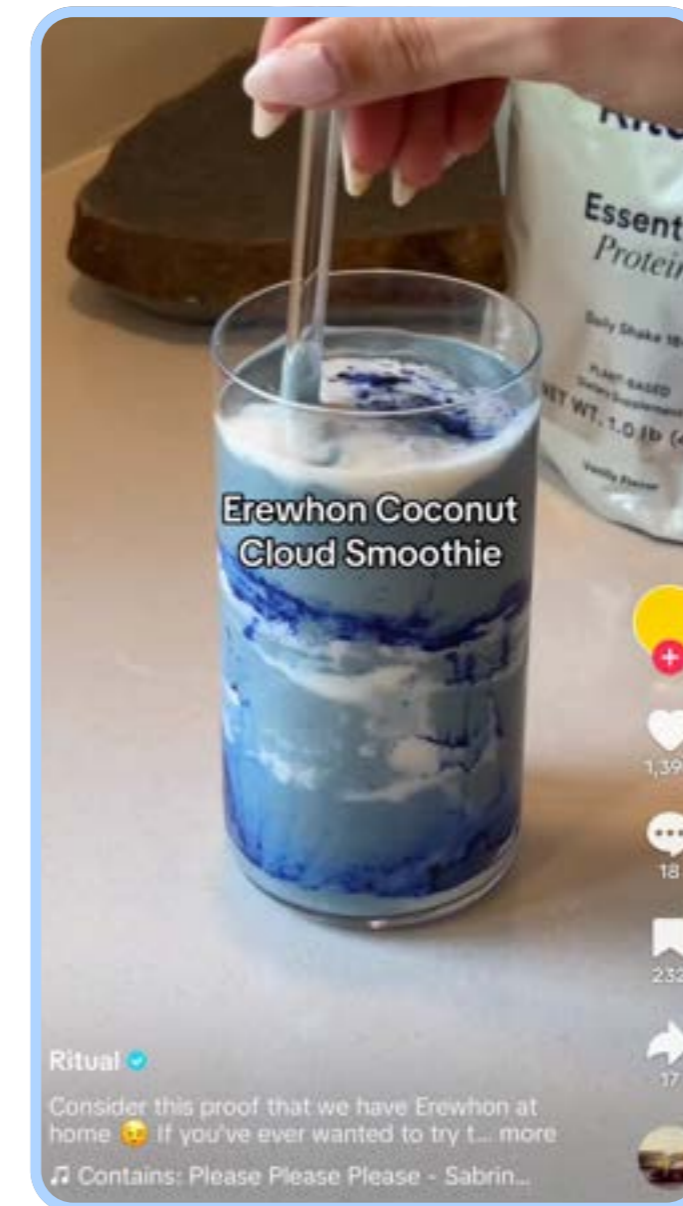
Top Wellness Industry Performers by Engagement Rate



Deep Dive Into Top Performing Wellness Brand

Ritual

Ritual thrives on TikTok by mixing health education with a dash of humor, creating content that feels both approachable and informative. Its videos, which range from simplifying wellness concepts to showcasing behind-the-scenes moments, consistently engage audiences. By pinning key posts, Ritual keeps its most important messages front and center and its wellness wisdom top of mind.



Ritual outperforms the average Engagement Rate for wellness brands by **47%**.



Winning Formulas for Creating Entertaining TikTok Content



Moon Juice captivates TikTok audiences with its relatable wellness tips, fun recipes and trendy approach to product marketing. Its videos capture a vibe that is both highly educational and also highly entertaining, but never taking itself too seriously, leading to a high average Entertainment Score.

Entertainment Score: 6.8/10

Compared to the wellness industry average of **3.3**, and Moon Juice's own average of **4.7**.

Retention Rate: 81%

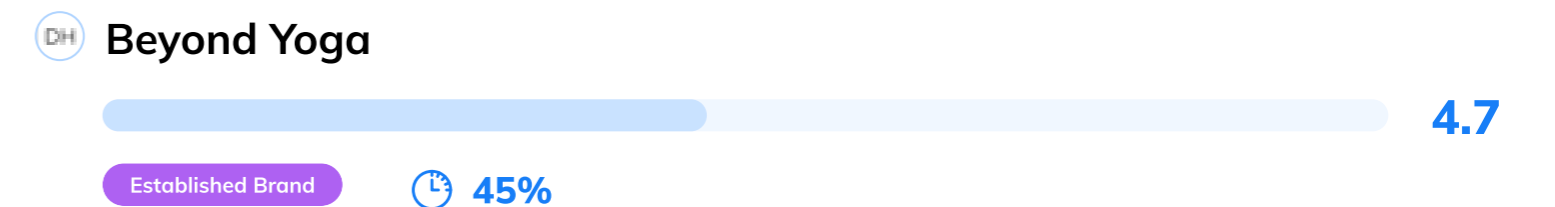
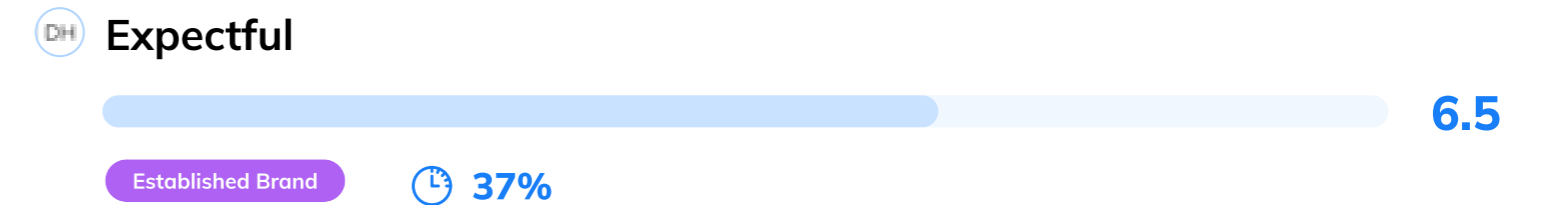
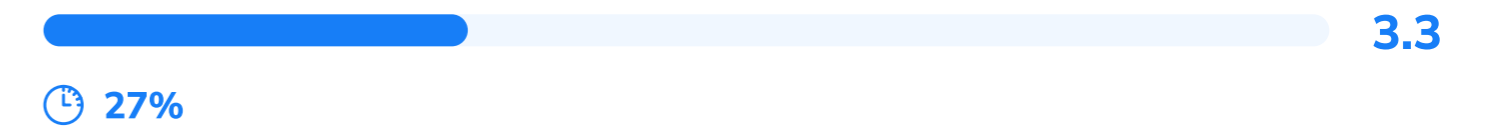
Compared to the wellness industry average of **27%**, and Moon Juice's own average of **27%**.



Top Wellness Industry Performers by Entertainment Score

 Average Retention Rate

Overall Average



Instagram

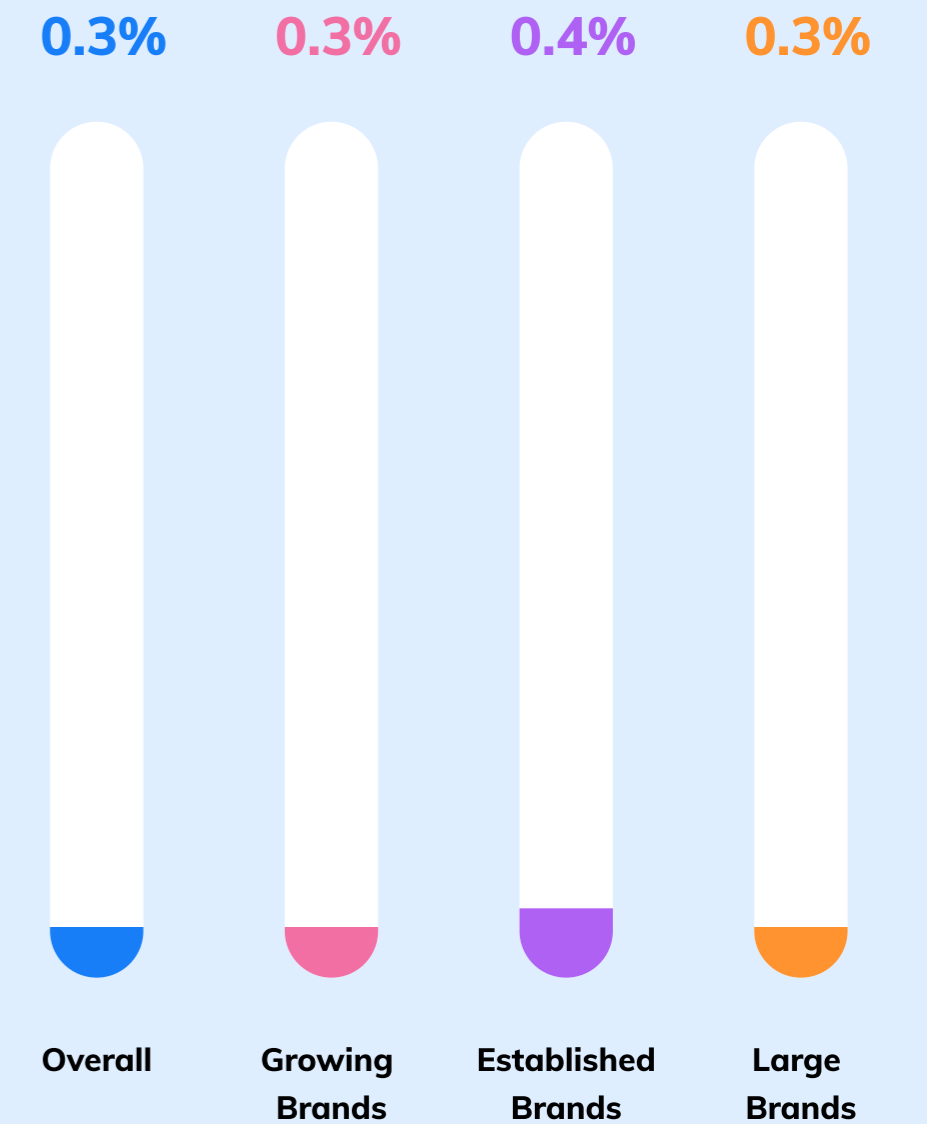


Across All Industries

	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

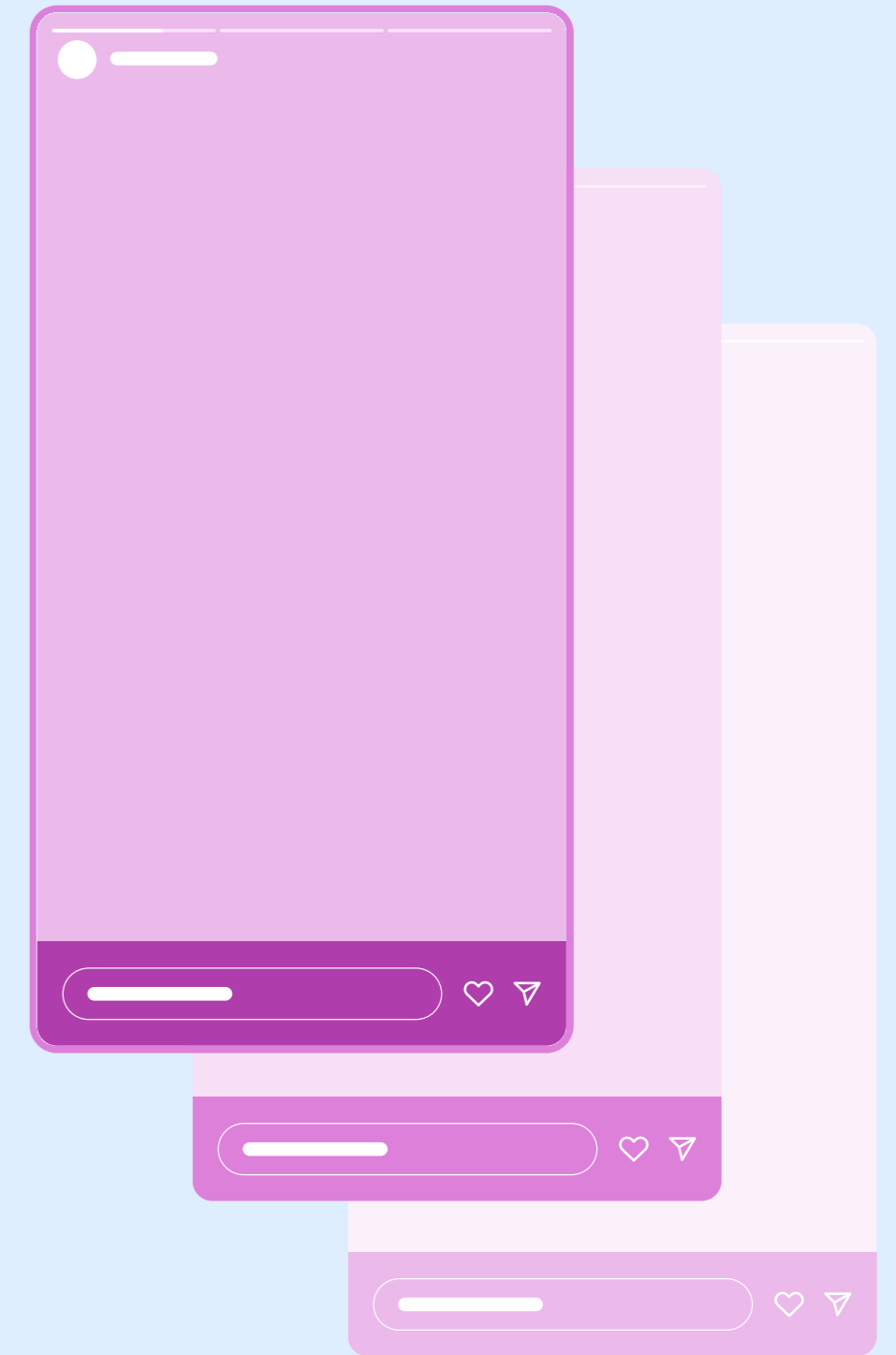


Engagement Rate: (Likes+ Comments) / Followers

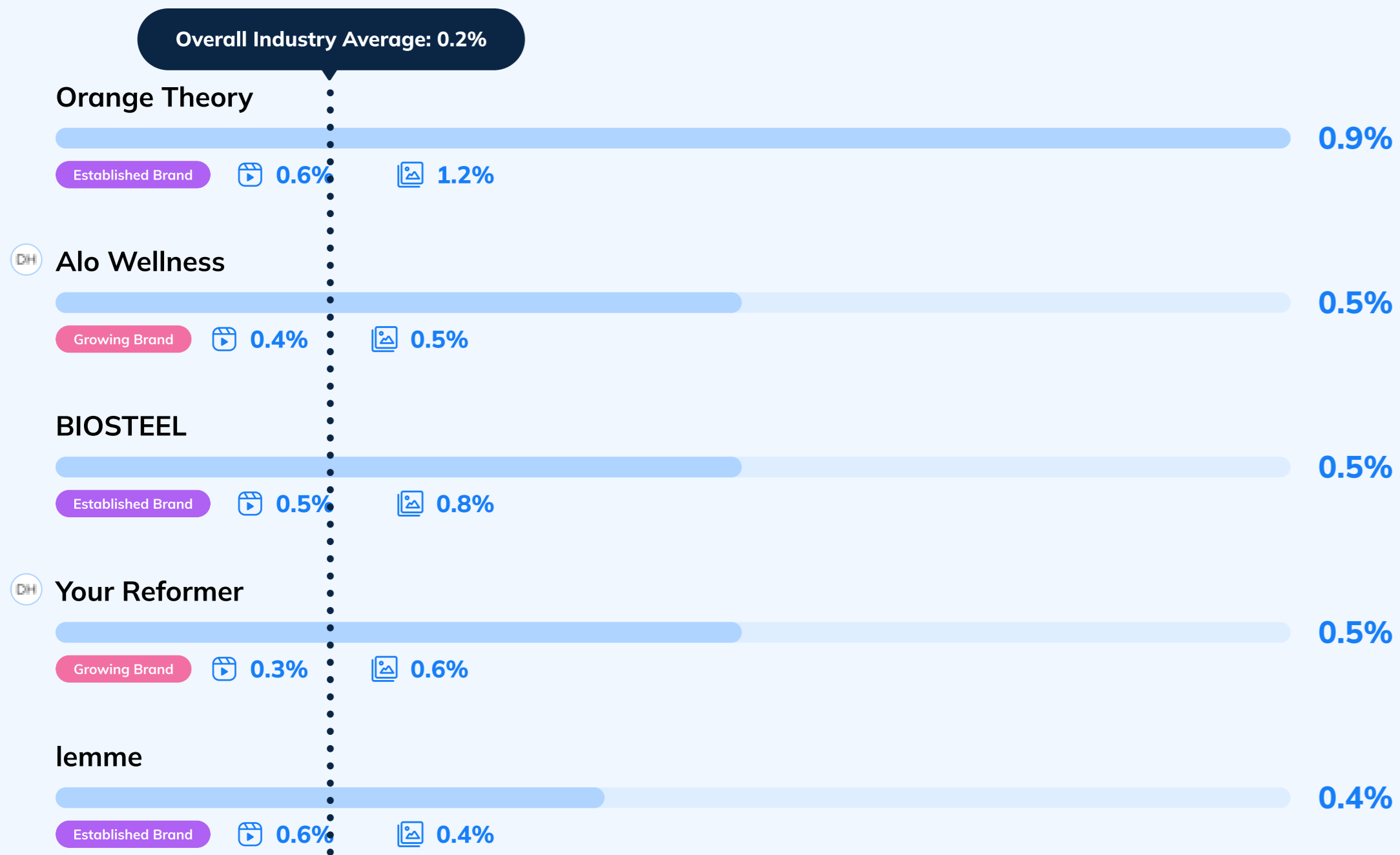
Across All Industries

	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



Top Wellness Industry Performers by Engagement Rate



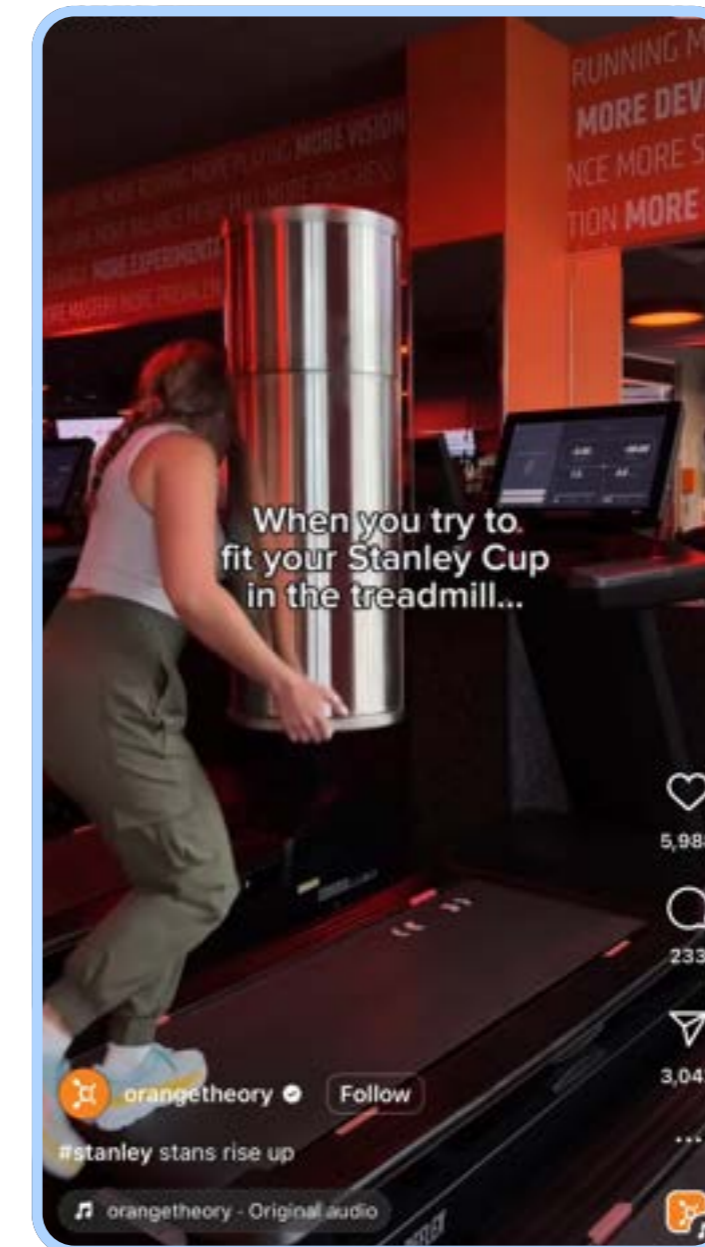
📺 Average Engagement Rate (Reels) | Industry Average: 0.2%
🖼️ Average Engagement Rate (Static and Carousel) | Industry Average: 0.2%
👤 Dash Hudson User

🔴 Growing Brand: 0 – 190K Followers
🟪 Established Brand: 190K – 1.1M Followers
🟠 Large Brand: 1.1M+ Followers

Deep Dive Into Top Performing Wellness Brand



Orange Theory uses Instagram to educate and inspire its followers. Its content strategy is focused on providing immense value to its audience in the form of gym tips, community challenges and Q&A sessions. The fitness brand's authenticity drives active participation and interest from its audience.



Orange Theory outperforms the average Engagement Rate for wellness brands by **127%**.



Winning Formulas for Creating Entertaining Reels Content

alo

Alo's Instagram content blends yoga and fitness with clean, fashion-forward aesthetics. The brand earns a high Entertainment Score by tapping into athletes, mega-influencers and celebrities, ensuring that its fashion is always top-of-mind for audiences.

Entertainment Score: 9.2/10

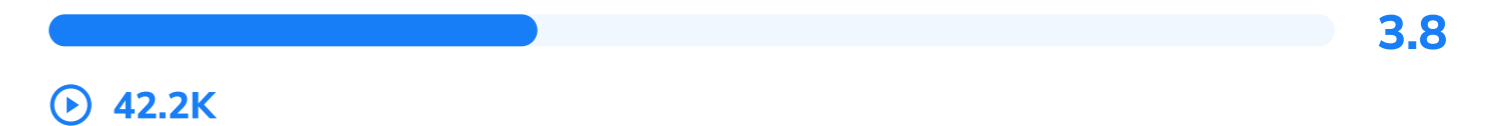
Compared to the wellness industry average of **3.8**, and Alo's own average of **6.6**.



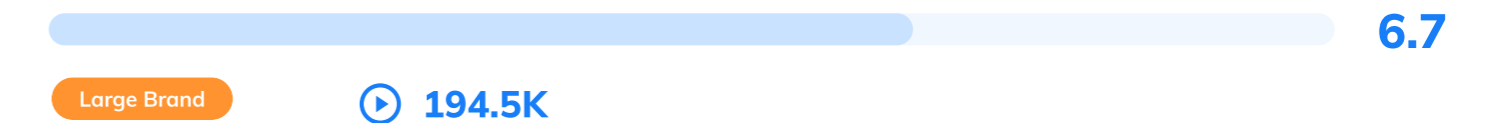
Top Wellness Industry Performers by Entertainment Score (Reels)

 Average Video Views

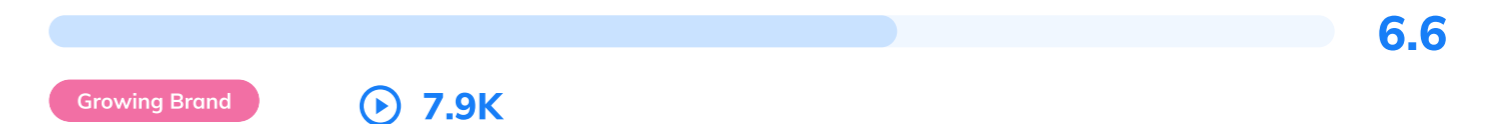
Overall Average



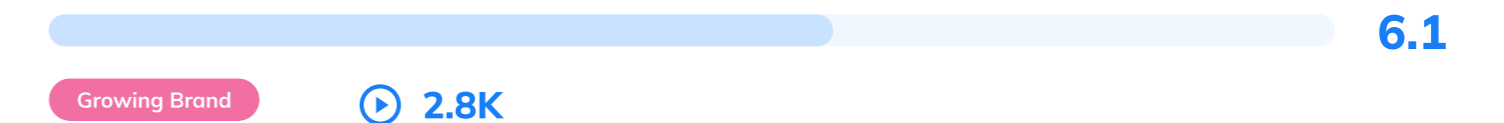
 Poosh



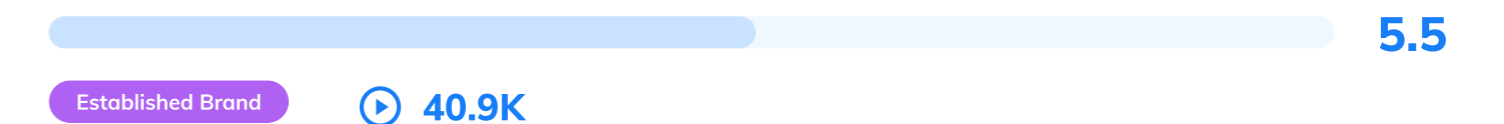
 Alo Wellness



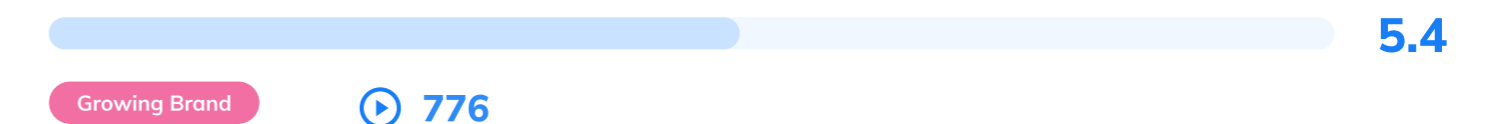
8greens



SoulCycle



 Good Clean Love



YouTube



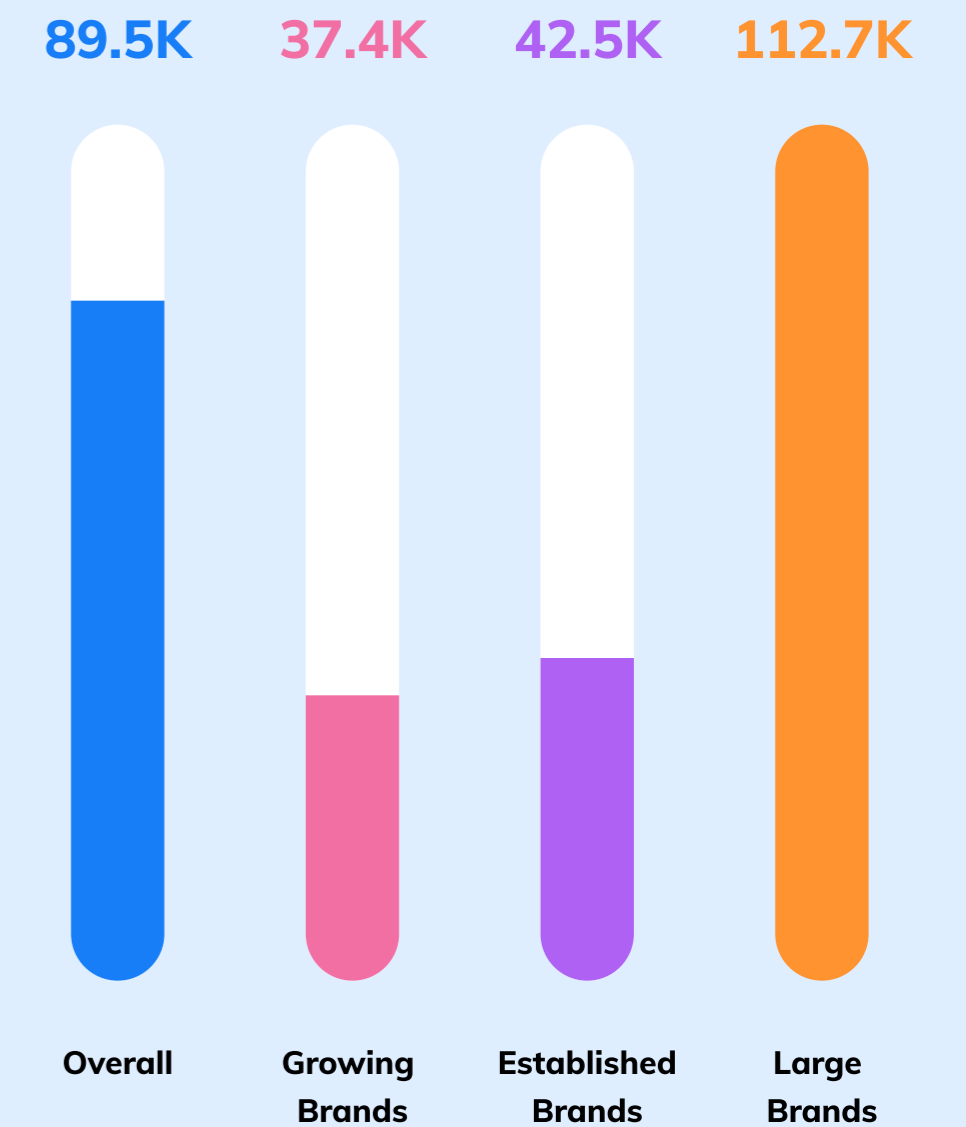
 Average YouTube Performance

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 <small>(0 – 20K Followers)</small>	5.8K	3	1.6%	201	7	86%
Established Brands <small>(20K – 150K Followers)</small>	70K	5	0.9%	236	8	68%
Large Brands <small>(150K+ Followers)</small>	2.7M	17	0.9%	3K	156	60%

*Customer data only

Overall Video Views



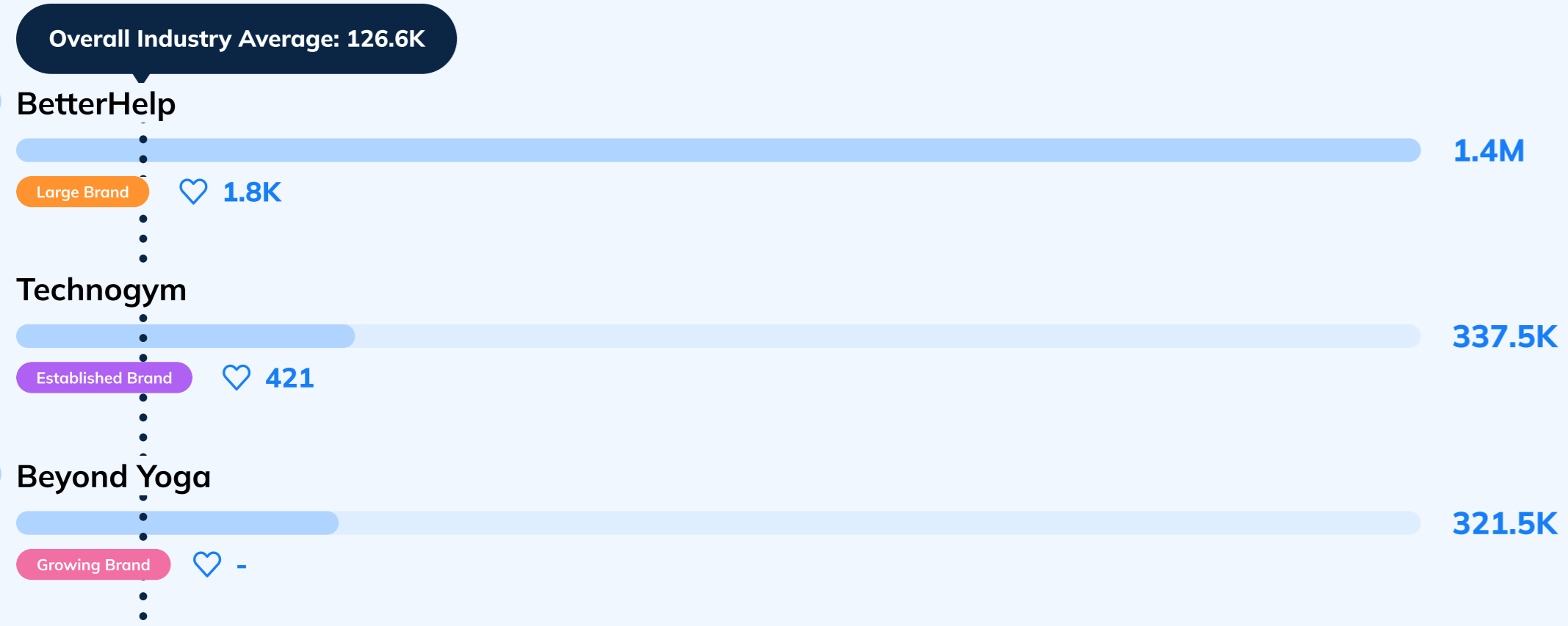
By Industry

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

*Customer data only
** Limited data available

▶ Average On-Demand Video Views and Industry Leaders

Top Wellness Industry Performers by On-Demand Video Views



♥ Average Likes | Industry Average: 204 | DH Dash Hudson User | ● Growing Brand: 0 – 20K Followers | ● Established Brand: 20K – 150K Followers | ● Large Brand: 150K+ Followers

Deep Dive Into Top Performing Wellness Brand



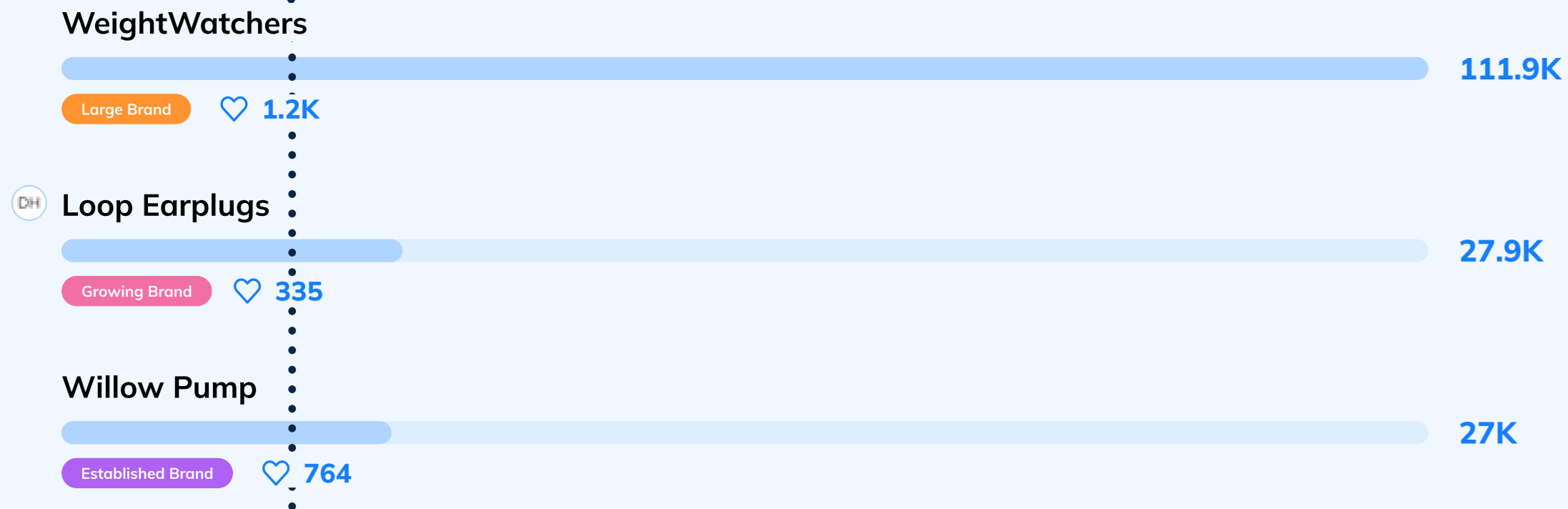
Technogym leads in YouTube video views by providing insights into the latest athletic events, as well as expert content in the latest equipment innovations. Technogym keeps its content relatively short, with the exception of full fitness videos, that collectively establish the brand as a leader in the wellness space.

Technogym outperforms the average Video Views for wellness brands by 91%.



Top Wellness Industry Performers by Shorts Video Views

Overall Industry Average: 19K



♥ Average Likes | Industry Average: 433 | DH Dash Hudson User

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

Deep Dive Into Top Performing Wellness Brand

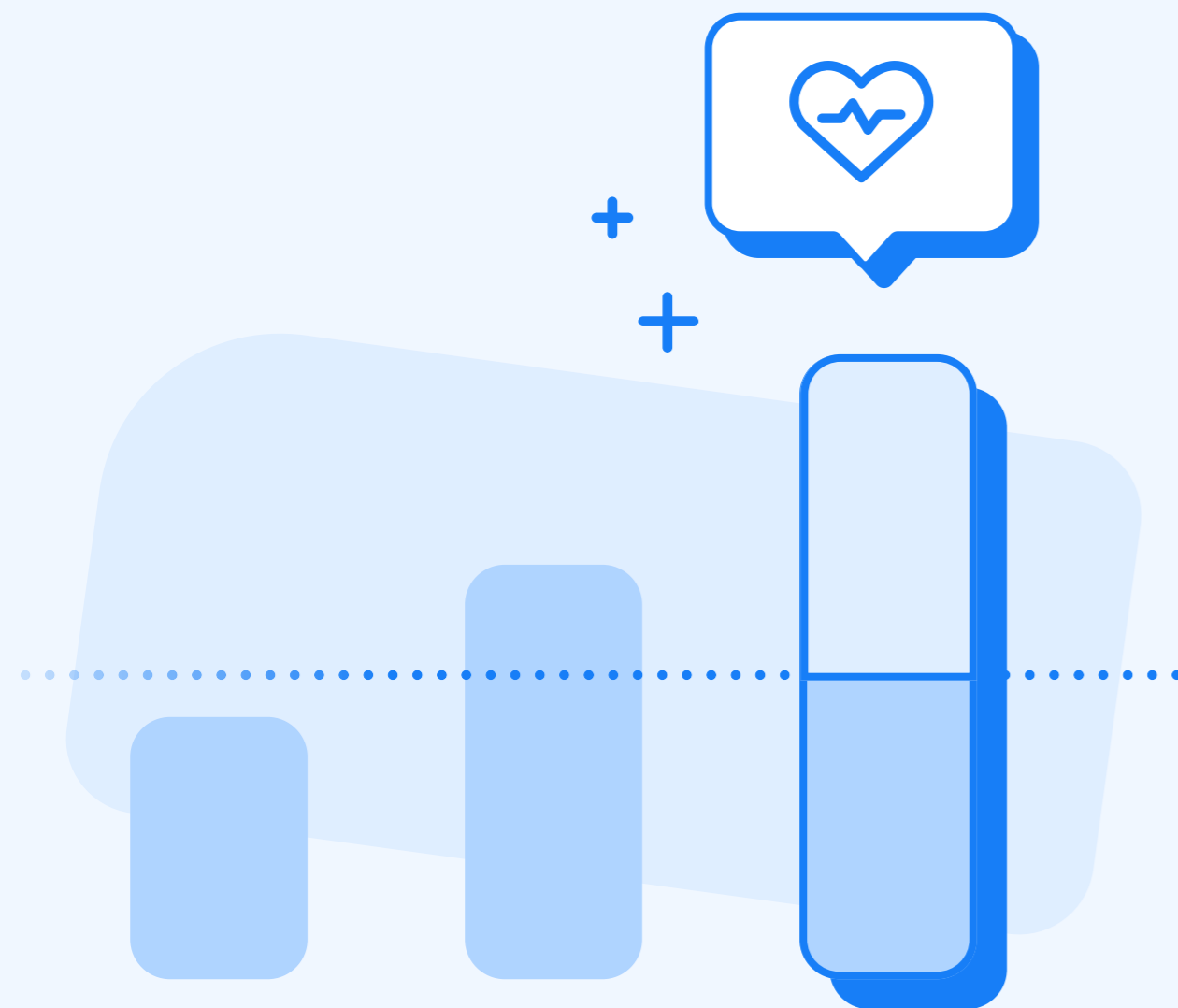
loop earplugs

Loop Earplugs captures attention on YouTube Shorts by demonstrating the effectiveness and unique design of its earplugs with concise educational videos. The brand succeeds in contextualizing why earplugs are important, and can also be stylish, generating a great deal of interest from viewers.



Loop Earplugs outperforms the average Shorts Video Views for wellness brands by **38%**.

What We Can Learn From Wellness Brands' Strategies



Utilize Humor and Education

Combine humor with educational content to engage and inform audiences, especially on platforms like TikTok, where relatable and fun content can drive higher interaction and community building.

Showcase Authenticity and Value

Provide content that offers immense value, such as fitness tips and community challenges, to foster active participation and maintain authenticity, enhancing engagement on platforms like Instagram.

Highlight Product Benefits and Design

Focus on demonstrating the unique benefits and stylish design of products through concise, educational videos, particularly effective in formats like YouTube Shorts, to attract and retain viewer interest.

At a Glance

Facebook, Pinterest and X

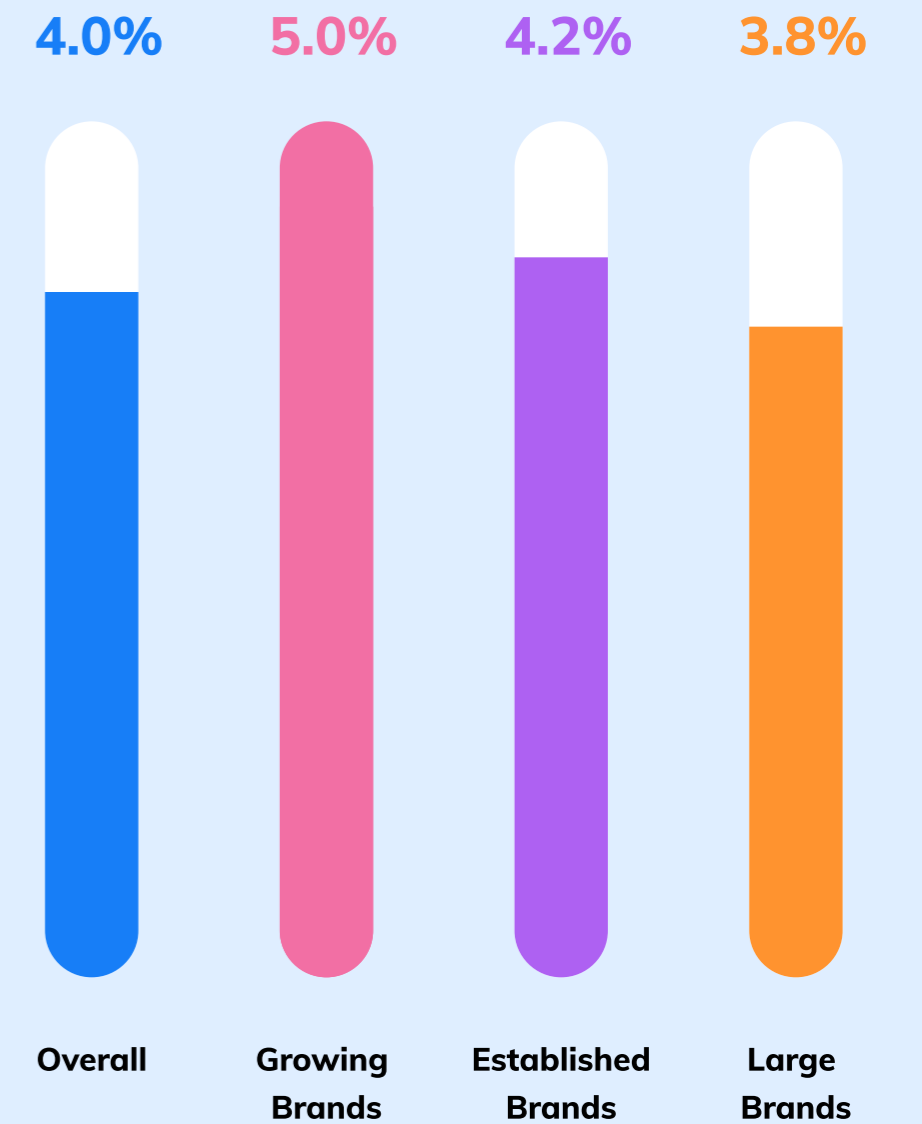


Across All Industries

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

Customer data only

Engagement Rate



Engagement Rate: (Total Engagements) / Impressions

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



Engagement Rate: (Likes + Comments) / Followers

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 <small>(0 – 12.5K Followers)</small>	5.1K	6	0.2%	818	7	23	5
Established Brands <small>(12.5K – 200K Followers)</small>	70K	21	0.04%	3.3K	18	90	6
Large Brands <small>(200K+ Followers)</small>	2.0M	100	-0.03%	17.9K	40	284	10

Customer data only

Wellness Brands can Maximize Engagement With Relatable Content

Brands See Strong Growth on TikTok, Presenting Opportunities To Drive Awareness

Wellness brands are experiencing strong growth on TikTok, with notable follower counts and engagement increases. This surge presents a significant opportunity for these brands to drive awareness further and establish a stronger presence on the platform. By capitalizing on their growing audience, wellness brands can amplify their reach and influence within the TikTok community.

Brands Have an Engaged Audience on Instagram, With Potential for More Reach

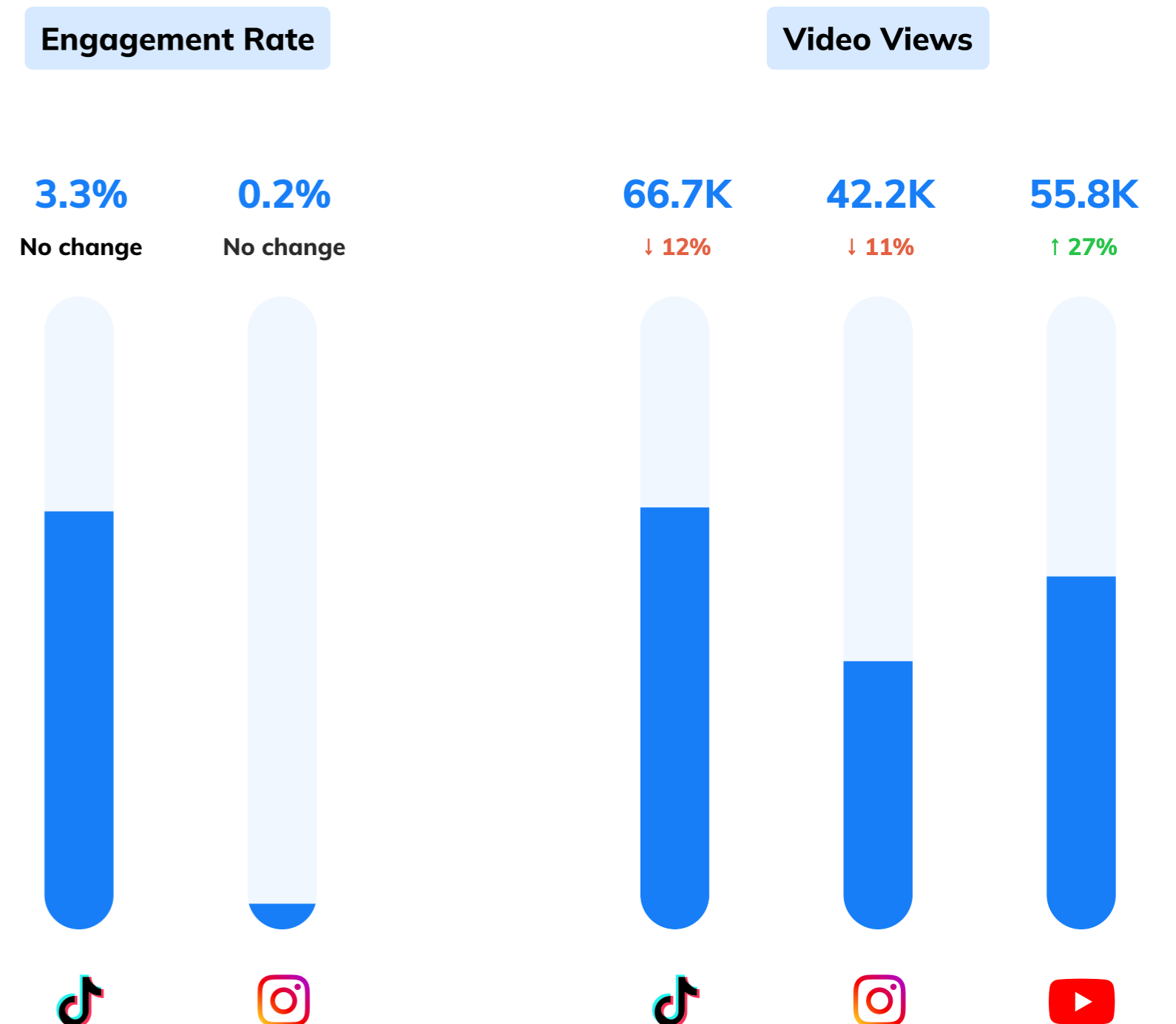
Brands boast high share and Effectiveness Rates, indicating a highly engaged audience. Despite this strong engagement, there is an opportunity to enhance their content by focusing on entertainment value to drive higher Entertainment Scores, which could broaden their reach. Alo is a great example of a brand producing high-entertainment content, with its success in part due to its creator strategy and partnerships.

Brands on YouTube Prioritize Educational Content Over Entertainment

Brands in the wellness industry on YouTube garner more views with On-Demand content compared to Shorts, focusing on product functionality and campaigns rather than the engaging entertainment typical on platforms like TikTok and Instagram. Short-form videos remain primarily untapped, presenting a potential opportunity for growth.

Average Wellness Engagement Rate and Video Views

H2 2024



Percentage change compared to six prior

By Industry

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

*Customer data only
** Limited data available

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.



Andie Social Media Manager

Hey team! Sharing our weekly social performance dashboard for review.

