LATER PRESENTS LTR-22-45

Instagram Industry Benchmarks

REPORT 2022

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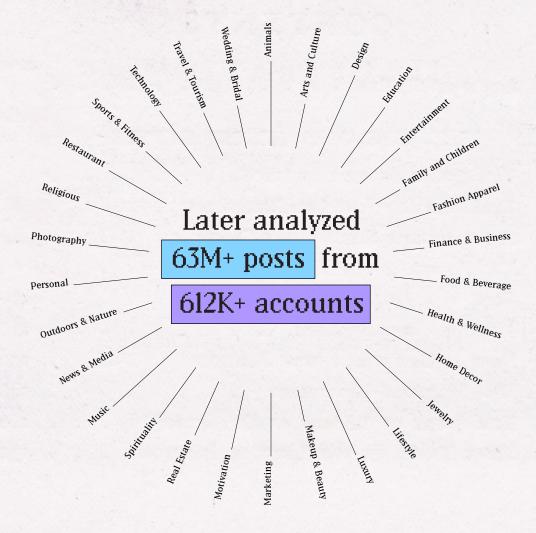
The world's favorite Instagram marketing platform (and much more).



Later is the all-in-one social scheduling platform for the top social networks. Plan, analyze, and publish your content in a few clicks — so you can save time and grow your business.

GET STARTED

How to Use This Report

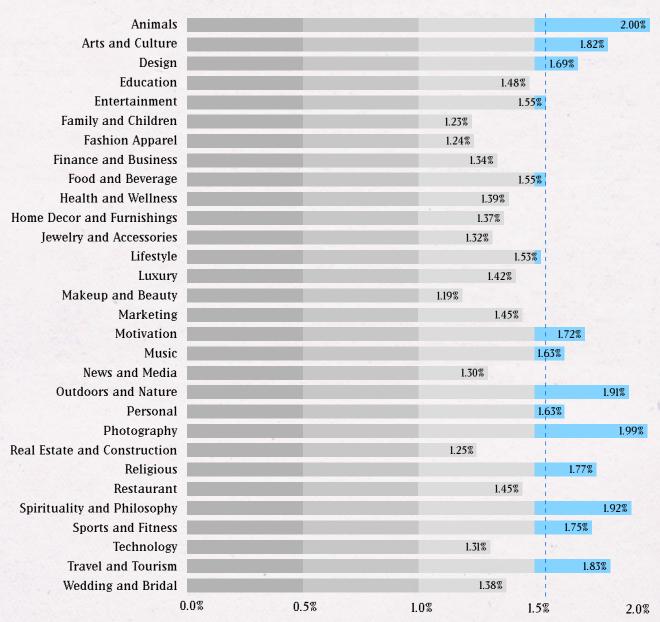


Highlighting 30 different industries, Later's Industry Benchmark Report is filled to the brim with tailored insights, so you can see exactly how your socials stack up.

Plus, we're sharing our top tips on how to improve your metrics — with industry-specific advice from some of the top-performing accounts in the business.

It's the ultimate resource to take your social media strategy to the next level in 2022.

All Industries: Average Engagement Rate Benchmarks 2021

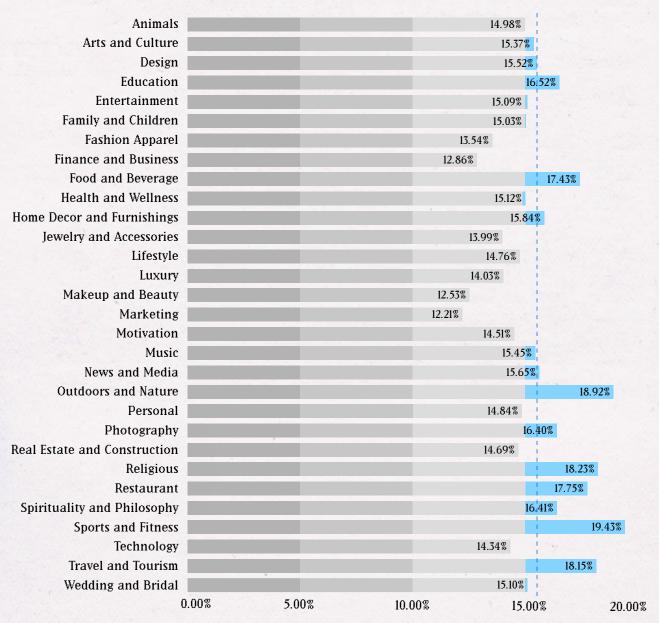


*Based on analysis of Instagram feed posts collected from 30 industries, 2019–2021. Excludes Reels and IGTV posts.

Average Engagement Rate:

1.55%

All Industries: Average Reach Rate Benchmarks 2021

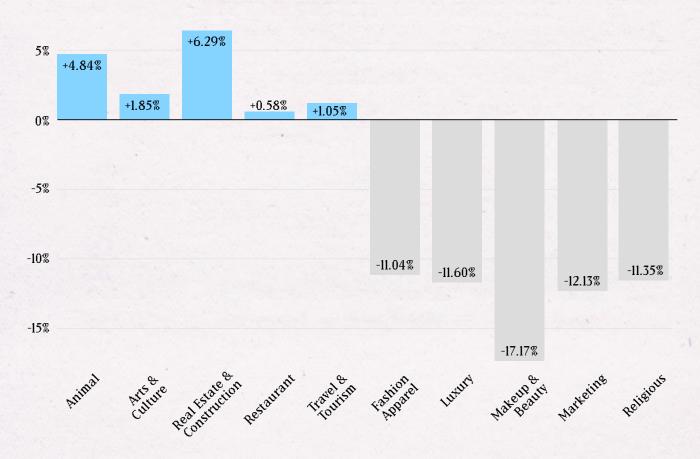


*Based on analysis of Instagram feed posts collected from 30 industries, 2019-2021. Excludes Reels and IGTV posts.

Average Reach Rate: 15.49%

Top Growth and Decline Industries: 2019 vs 2021

Reach Rates: 2019 vs 2021



*Based on analysis of Instagram feed posts collected from 30 industries, 2019–2021. Excludes Reels and IGTV posts.

Key Data Insight:

Not a single industry saw an increase in average engagement rate from 2019 to 2021. The overall average engagement rate decreased by 28.55%.

Δ On the up!

Real Estate and Construction accounts grew by 6.3% on average

Fashion Apparel

2.71%

Engagemen,

1.29%

Engagemen,

1.100-1K

followers

Reach
20.59%

0.57%

Engagemen,

1.29%

Engagemen,

1K-10K

followers

0.37%

Engagemen,

10K-100K

followers

100K

followers

*Based on 1.8M Instagram feed posts, 2021. Excludes Reels and IGTV posts.

Reach

8.39%

Reach

10.85%

Industry Averages

Engagement Rate: 1.24%

Reach Rate: 13.54%

Allegra Shaw

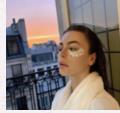
Creator Core Case Study



@allegrashaw 🕏

no. of followers no. of posts 355K 2.2K







Allegra's Story

Allegra Shaw is a Toronto-based creator, <u>YouTuber</u>, and co-founder of the sustainable clothing brand <u>Uncle Studios</u>. With an Instagram following of over 355K, Allegra knows a thing or two about building community on the platform.

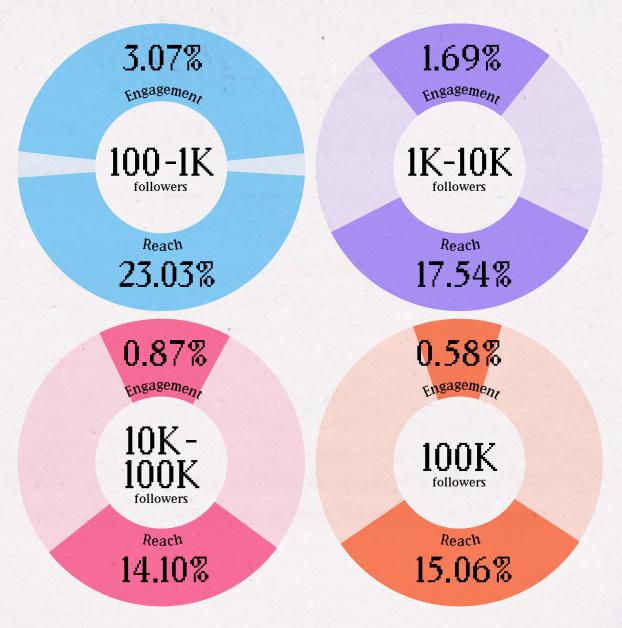
Allegra's Approach

"Engage with your audience on Instagram Stories to create a genuine relationship. Show your face, ask questions, and nurture the community you already have. Growth is great, but you want the people who already follow you to stick around as well."

*Yndustry Tips *

- Use a Visual Planner to curate the perfect grid aesthetic
- Hop on trending <u>Reels' audio</u> to share styling tips and outfit transitions
- Use <u>Instagram Stories Stickers</u> to drive engagement and build community!

Food and Beverage



Based on 1.2M Instagram feed posts, 2021. Excludes Reels and IGTV posts.

Industry Averages

Engagement Rate: 1.55%

Reach Rate: 17.43%

Alfred



no. of followers	no. of posts
146K	4.9K







Alfred's Story

Home to the world's most Instagrammed vanilla latte, Alfred is the OG cool cafe. As host of the internet's most well-known beverages (both hot and iced!) Alfred is no stranger to Instagram success.

Alfred's Approach

"Get to know who your audience is. Dig deep into those analytics - for us, we're mostly Los Angelesbased, Gen-Zs and Millennials. So we talk like that, bring up LA-specific inside jokes (like WeHo parking enforcement), and heavily play into those nuances in our captions and content. Age and location can tell you more than you think!"

> Emily Flathers, Alfred's Social Media Manager



When it comes to Alfred's Instagram grid, they let their beverages do the talking. With aesthetically-pleasing iced blends at the forefront of their strategy, it's game, set, matcha.

Will Edmond

Creator Cur Case Study



@willedmond

no. of followers	no. of posts
166K	448







Will's Story

Will Edmond is a vegan chef, travel host, and <u>author</u> on a mission to inspire a sense of taste-wanderlust with his followers. Not only a Masterchef in the kitchen, he's also fine-tuned the recipe for Instagram growth.

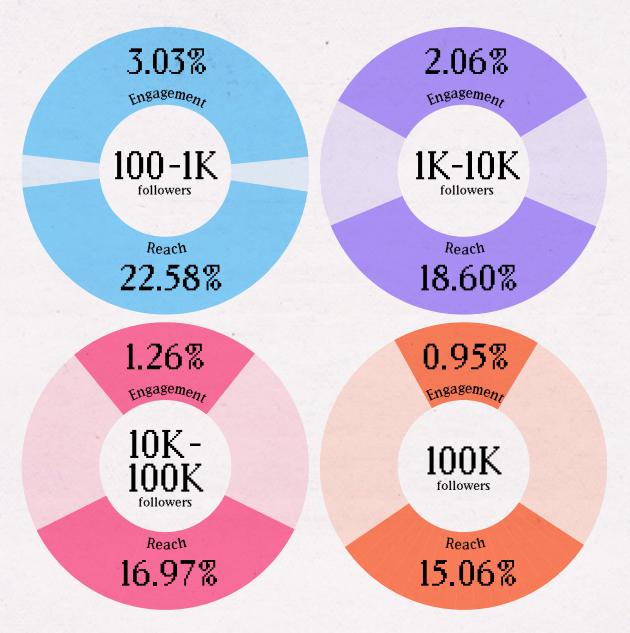
Will's Approach

"Finding hashtags that fit your niche helps you get discovered. I'm a vegan chef so I typically use hashtags that are hyper-relevant to my niche, such as: #vegan, #veganrecipes, and #veganchef."

\mathbb{Tips

- Hop on the <u>Reels</u> hype and host a recipe masterclass
- Use <u>analytics</u> to understand what your community enjoys
- Increase reach by adding 20-30 relevant <u>hashtags</u> to your posts

Travel and Tourism



Based on 639K Instagram feed posts, 2021. Excludes Reels and IGTV posts.

Industry Averages

Engagement Rate: 1.83%

Reach Rate: 18.15%

Ciara Johnson

Creator Co

@hey_ciara 🏶

no. of followers no. of posts 93K 1.1K







Ciara's Story

Content creator Ciara Johnson has made her passion for solo travel into a full-time career. Globe-trotting to far-flung destinations and documenting her experiences to the tune of viral Instagram Reels, visitors to Ciara's page may come for the views - but they stick around for the value-packed travel tips.

Ciara's Approach

"Create value-packed, shareable content. Create something that users want to DM to their friends because it's so valuable, or repost on their Instagram Stories because it's so relatable. Tap into what your audience needs and relates to most!"



Ciara knows how to take her audience on a 5* trip! Leveraging the viral power of Reels, she shares her first-hand experiences while posing a question to her community. The result? 3.7K likes and counting!

1Hotels





no. of followers	no. of posts
249K	1.9K







1 Hotels' Story

1 Hotels is a mission-driven luxury hotel brand, where nature inspires everything they do — from interiors and design to their social media aesthetic. With an emphasis on luxe, their feed is filled with imagery that tells their brand story and inspires visitors to check in.

l Hotels' Approach

"Our content aims to inform, inspire, and involve our community towards a more sustainable future. From tips for sustainable living to conversations around intersectional environmentalism, we want to regularly offer value not only to their travels but to their lives."

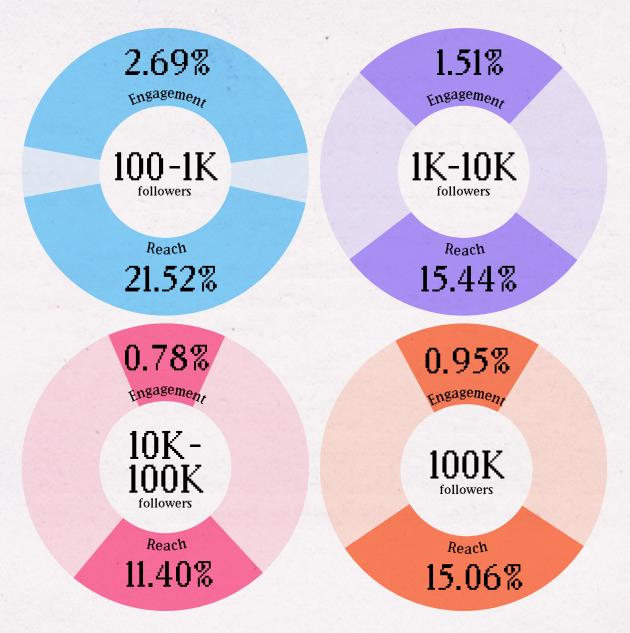
Jarrett Tomback,

Senior Corporate Director of Digital Strategy & CRM, SH Hotels & Resorts

*Yndustry Tips *

- <u>Create Reels</u> content to bring destinations to life
- Use a Visual Planner to curate a wanderlust-worthy grid aesthetic
- Tap into <u>Instagram Guides</u> to curate destination highlights

Health and Wellness



Based on 2.1M Instagram feed posts, 2021. Excludes Reels and IGTV posts.

Industry Averages

Engagement Rate: 1.39%

Reach Rate: 15.12%

Ritual



Ritual's Story

Ritual has reimagined the multivitamin to be more than just a list of ingredients, but a daily commitment. Big on fostering an engaged and authentic community, they put user-generated content at the heart of their social strategy.

Ritual's Approach

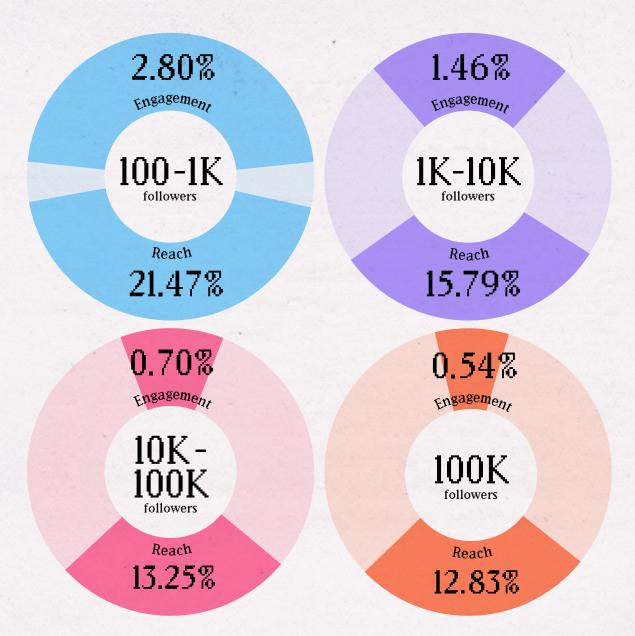
"Get specific with your story — think about what the mission of your brand is on social and dive deep into that subject. I don't think a brand should try and be everything to everyone; go back to the core of why the brand you're working with exists."

Jordan Hughes, Director of Social

*Yndustry Tips *

- Create community through your <u>Instagram Stories</u> strategy.
 Regularly share polls, questions, and emoji sliders
- Use <u>Instagram Guides</u> to curate helpful roundups of wellness tips and product recommendations
- Incorporate <u>user-generated content</u> to share relatable real-life stories

Home Decor



Based on IM Instagram feed posts, 2021. Excludes Reels and IGTV posts.

Industry Averages

Engagement Rate: 1.37%

Reach Rate: 15.84%

Jungalow



Jungalow's Story

Los Angeles-based lifestyle brand <u>Jungalow</u> is the go-to destination for dreamy texture, vibrant color, and plants galore. Flooding feeds with a dose of tropical interior inspiration, it's no wonder Jungalow's Instagram has gone viral.

Jungalow's Approach

"We love asking our audience for their opinions because, after all, they are our community! We often ask what colorways, patterns, and designs our audience gravitates towards and try to offer them more products based on their feedback so they know we are listening"

Kristina, Director of eCommerce & Merchandising

*Yndustry Tips *

- Share before and after reveals using Reels and carousel posts
- Use <u>Instagram Stories Poll stickers</u> to drive engagement with your community
- Use a Visual Planner to achieve a perfectly designed grid aesthetic

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Average Engagement Rates

by Follower Grouping

	100-1k	1K-10K	10K-100K	100K+
Animals	3.25%	2.11%	1.54%	1.09%
Arts and Culture	3.28%	1.98%	1.13%	0.87%
Design	3.25%	1.90%	1.06%	0.56%
Education	2.55%	1.58%	1.00%	0.79%
Entertainment	2.73%	1.60%	1.09%	0.79%
Family and Children	2.52%	1.24%	0.59%	0.56%
Fashion Apparel	2.71%	1.29%	0.57%	0.37%
Finance and Business	2.54%	1.36%	0.87%	0.59%
Food and Beverage	3.07%	1.69%	0.87%	0.58%
Health and Wellness	2.69%	1.51%	0.78%	0.57%
Home Decor and Furnishings	2.80%	1.46%	0.70%	0.54%
Jewelry and Accessories	2.69%	1.45%	0.66%	0.47%
Lifestyle	2.85%	1.69%	0.94%	0.65%
Luxury	2.75%	1.56%	0.80%	0.59%
Makeup and Beauty	2.58%	1.26%	0.58%	0.32%
Marketing	2.82%	1.55%	0.82%	0.63%
Motivation	2.90%	1.68%	1.12%	1.17%
Music	3.23%	1.73%	0.93%	0.63%
News and Media	2.48%	1.25%	0.79%	0.70%
Outdoors and Nature	3.26%	2.13%	1.32%	0.93%
Personal	2.70%	1.72%	1.30%	0.80%
Photography	3.49%	2.23%	1.36%	0.89%
Real Estate and Construction	2.41%	1.44%	0.72%	0.44%
Religious	2.71%	1.91%	1.51%	0.93%
Restaurant	2.85%	1.59%	0.87%	0.49%
Spirituality and Philosophy	2.86%	1.90%	1.41%	1.51%
Sports and Fitness	2.84%	1.84%	1.11%	1.20%
Technology	2.53%	1.29%	0.83%	0.59%
Travel and Tourism	3.03%	2.06%	1.26%	0.95%
Wedding and Bridal	2.78%	1.68%	0.69%	0.35%

Legend Above 1.55% average

Below 1.55% average

Based on analysis of Instagram feed posts collected from 30 industries, 2021. Excludes Reels and IGTV posts.

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Average Reach Rates

by Follower Grouping

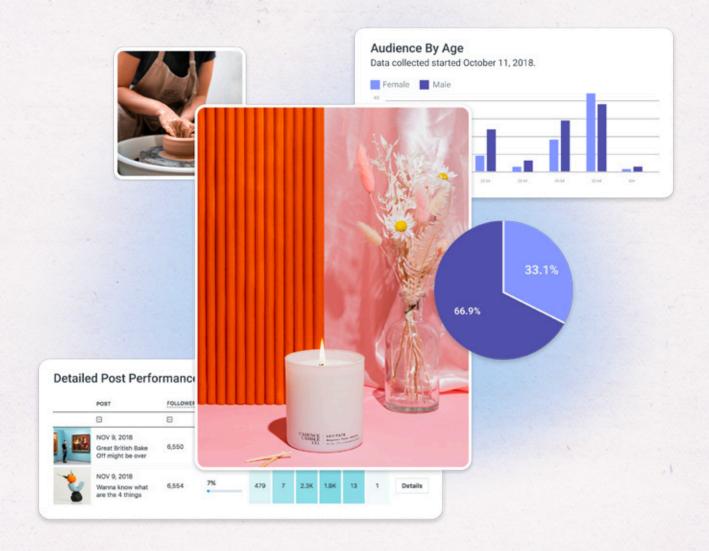
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Home Decor and Furnishings 21.47% 15.79% 13.25% 12.83% 12.83% 14.04% 11.17% 11.26% 11.26% 12.51% 10.58% 12.51% 10.58% 12.51% 10.58% 12.52% 10.86% 8.77% 13.25% 10.86% 8.77% 13.25% 10.86% 8.77% 13.59% 8.80% 6.45% 13.59% 8.80% 6.45% 13.59% 8.80% 6.45% 13.59% 14.06% 10.84% 13.07% 12.52% 9.50% 8.11% 10.84% 13.07% 12.96% 9.16% 10.84% 13.07% 12.96% 9.16% 10.84% 13.07% 12.96% 9.16% 14.06% 15.65% 11.93% 15.10% 15.65% 11.93% 15.10% 15.65% 11.93% 14.97% 12.96% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 14.97% 15.64% 12.59% 15.30% 12.12% 10.83% 15.16% 13.21% 16.74% 16.74% 15.64% 12.59% 15.16% 13.21% 16.74% 16.74% 16.01% 14.76% 16.01% 16.01% 14.76% 16.01% 16.01% 16.01% 14.76% 16.01% 16.0	Food and Beverage	23.03%	17.54%	14.10%	15.06%
Jewelry and Accessories 19.49% 14.04% 11.17% 11.26%	Health and Wellness	21.52%	15.44%	11.40%	12.12%
Lifestyle 20.60% 15.37% 12.51% 10.58% Luxury 21.30% 15.20% 10.86% 8.77% Makeup and Beauty 21.26% 13.59% 8.80% 6.45% Marketing 18.70% 12.52% 9.50% 8.11% Motivation 20.09% 14.06% 10.84% 13.07% Music 23.61% 16.07% 12.96% 9.16% News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% <	Home Decor and Furnishings	21.47%	15.79%	13.25%	12.83%
Luxury 21.30% 15.20% 10.86% 8.77% Makeup and Beauty 21.26% 13.59% 8.80% 6.45% Marketing 18.70% 12.52% 9.50% 8.11% Motivation 20.09% 14.06% 10.84% 13.07% Music 23.61% 16.07% 12.96% 9.16% News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% <	Jewelry and Accessories	19.49%	14.04%	11.17%	11.26%
Makeup and Beauty 21.26% 13.59% 8.80% 6.45% Marketing 18.70% 12.52% 9.50% 8.11% Motivation 20.09% 14.06% 10.84% 15.07% Music 23.61% 16.07% 12.96% 9.16% News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.4	Lifestyle	20.60%	15.37%	12.51%	10.58%
Marketing 18.70% 12.52% 9.50% 8.11% Motivation 20.09% 14.06% 10.84% 13.07% Music 23.61% 16.07% 12.96% 9.16% News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Luxury	21.30%	15.20%	10.86%	8.77%
Motivation 20.09% 14.06% 10.84% 13.07% Music 23.61% 16.07% 12.96% 9.16% News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Makeup and Beauty	21.26%	13.59%	8.80%	6.45%
Music 23.61% 16.07% 12.96% 9.16% News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Marketing	18.70%	12.52%	9.50%	8.11%
News and Media 19.83% 15.10% 15.65% 11.93% Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Motivation	20.09%	14.06%	10.84%	13.07%
Outdoors and Nature 23.59% 19.85% 17.28% 14.97% Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Music	23.61%	16.07%	12.96%	9.16%
Personal 20.55% 14.70% 13.84% 10.27% Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	News and Media	19.83%	15.10%	15.65%	11.93%
Photography 24.27% 17.41% 11.95% 11.97% Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Outdoors and Nature	23.59%	19.85%	17.28%	14.97%
Real Estate and Construction 20.52% 15.30% 12.12% 10.83% Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Personal	20.55%	14.70%	13.84%	10.27%
Religious 24.59% 20.11% 15.64% 12.59% Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Photography	24.27%	17.41%	11.95%	11.97%
Restaurant 25.68% 19.51% 14.77% 11.04% Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Real Estate and Construction	20.52%	15.30%	12.12%	10.83%
Spirituality and Philosophy 20.53% 15.16% 13.21% 16.74% Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Religious	24.59%	20.11%	15.64%	12.59%
Sports and Fitness 26.33% 20.63% 16.01% 14.76% Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Restaurant	25.68%	19.51%	14.77%	11.04%
Technology 20.33% 14.03% 13.09% 9.89% Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Spirituality and Philosophy	20.53%	15.16%	13.21%	16.74%
Travel and Tourism 22.58% 18.60% 16.97% 14.45%	Sports and Fitness	26.33%	20.63%	16.01%	14.76%
	Technology	20.33%	14.03%	13.09%	9.89%
Wedding and Bridal 21.53% 17.10% 11.32% 10.46%	Travel and Tourism	22.58%	18.60%	16.97%	14.45%
	Wedding and Bridal	21.53%	17.10%	11.32%	10.46%

Legend Above 15.49% average

Below 15.49% average

Based on analysis of Instagram feed posts collected from 30 industries, 2021. Excludes Reels and IGTV posts.

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TRY LATER'S ANALYTICS

((O)))O) LTR-22-45



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