

Instagram Industry Benchmarks

REPORT 2022



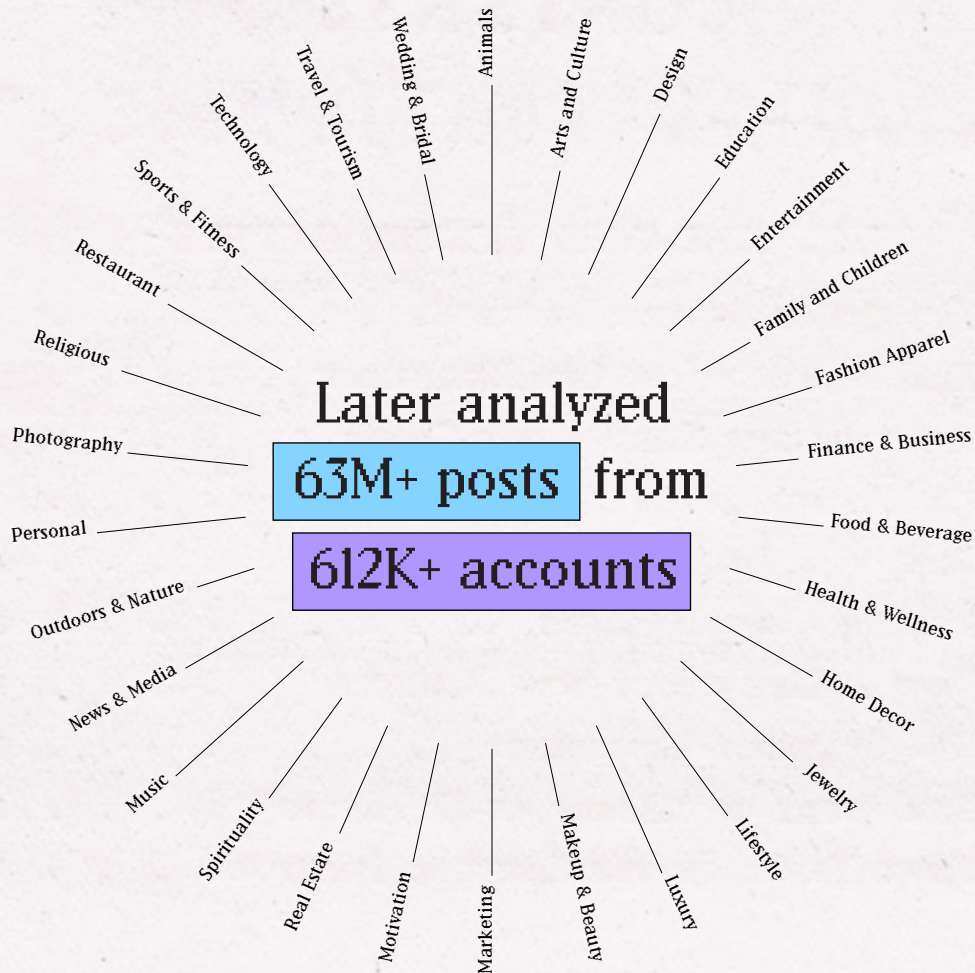
The world's favorite Instagram marketing platform (and much more).



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

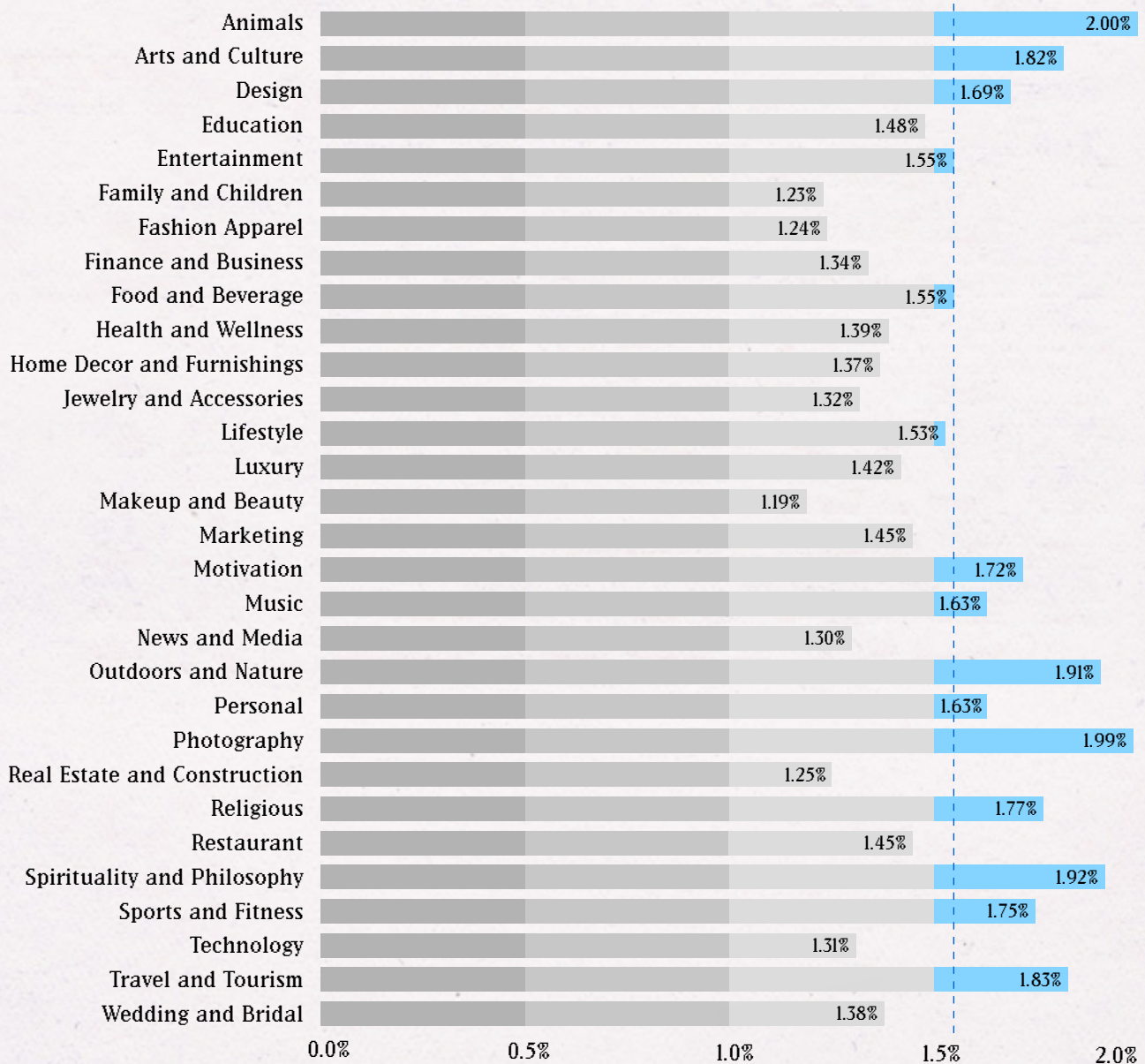


Highlighting **30 different industries**, Later's Industry Benchmark Report is filled to the brim with tailored insights, so you can see exactly how your socials stack up.

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.

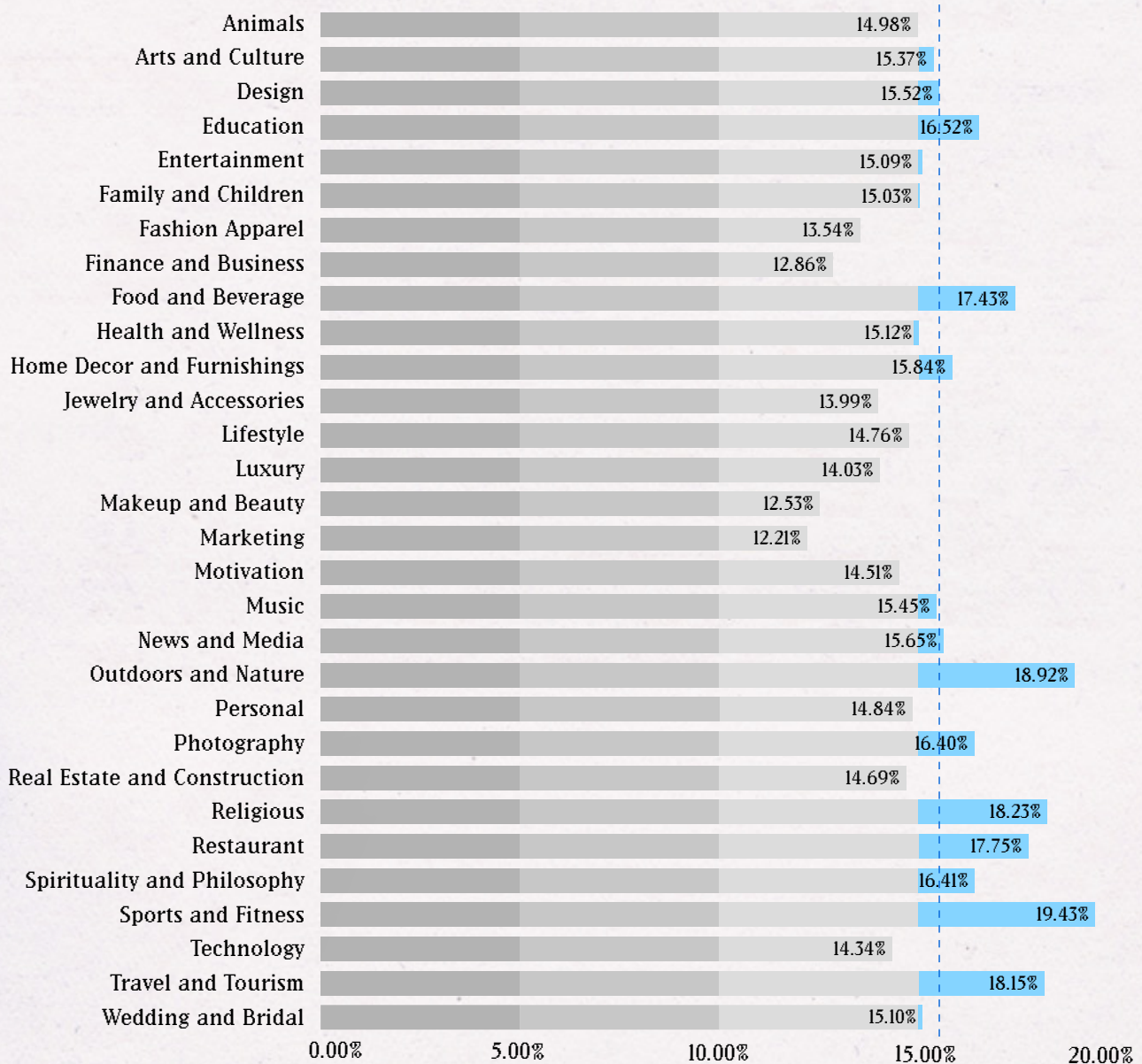
All Industries: Average Engagement Rate Benchmarks 2021



*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

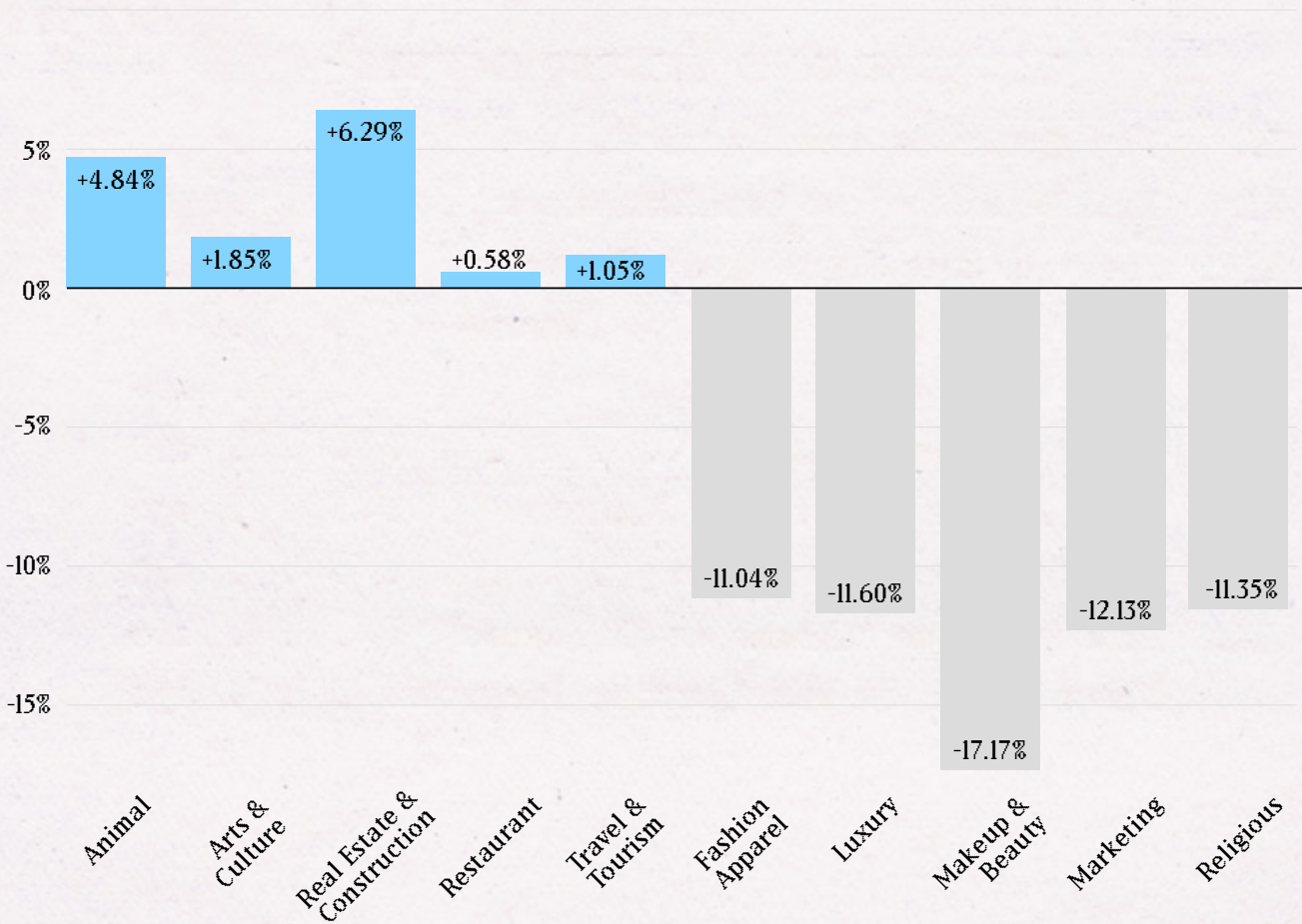


*Based on analysis of Instagram feed posts collected from 30 industries, 2019–2021. Excludes Reels and IGTV posts.

Average Reach Rate: **15.49%**

Top Growth and Decline Industries: 2019 vs 2021

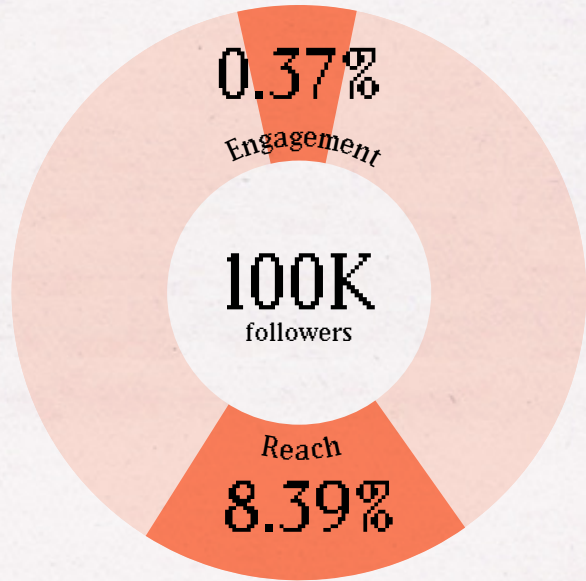
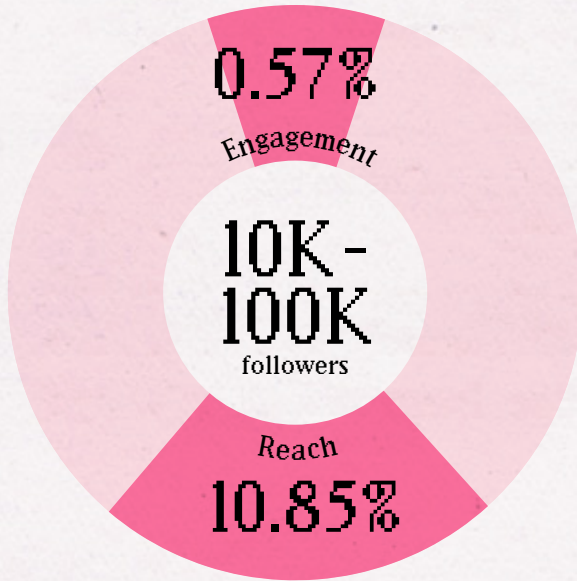
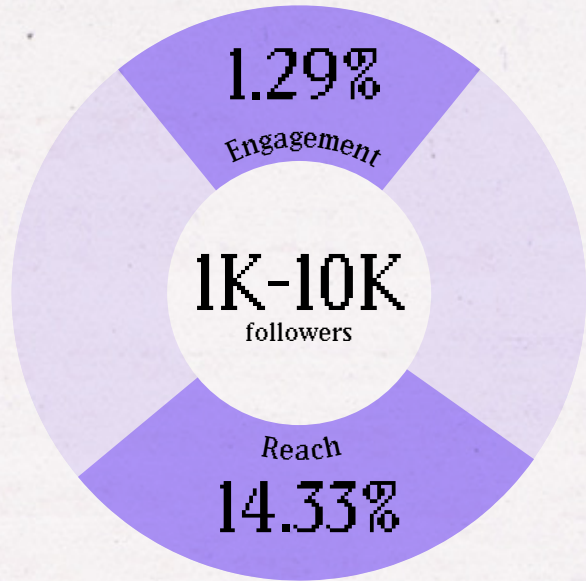
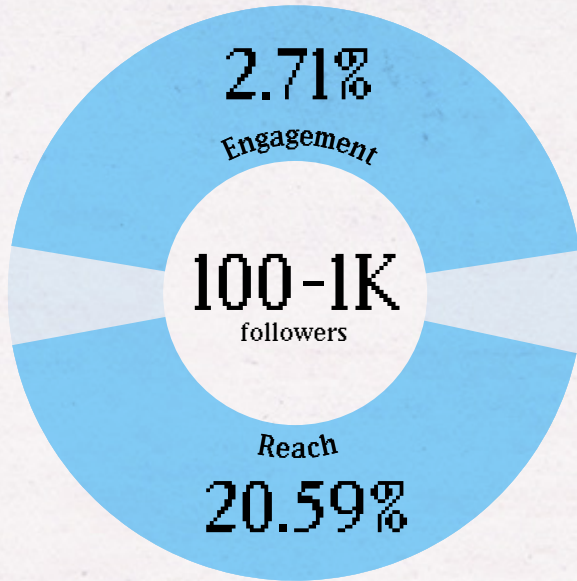
Reach Rates: 2019 vs 2021



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

<h3>Key Data Insight:</h3>	<h3>▲ On the up!</h3>
<p>Not a single industry saw an increase in average engagement rate from 2019 to 2021. The overall average engagement rate decreased by 28.55%.</p>	<p>Real Estate and Construction accounts grew by 6.3% on average</p>

Fashion Apparel




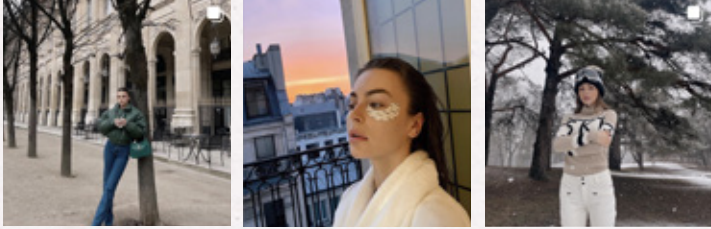
*Based on 1.8M Instagram feed posts, 2021. Excludes Reels and IGTV posts.

Industry Averages

Engagement Rate: 1.24%

Reach Rate: 13.54%

*Industry Case Study:***Allegra Shaw**Creator
Case Study

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

@allegrashaw ✓**Allegra's Story**

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

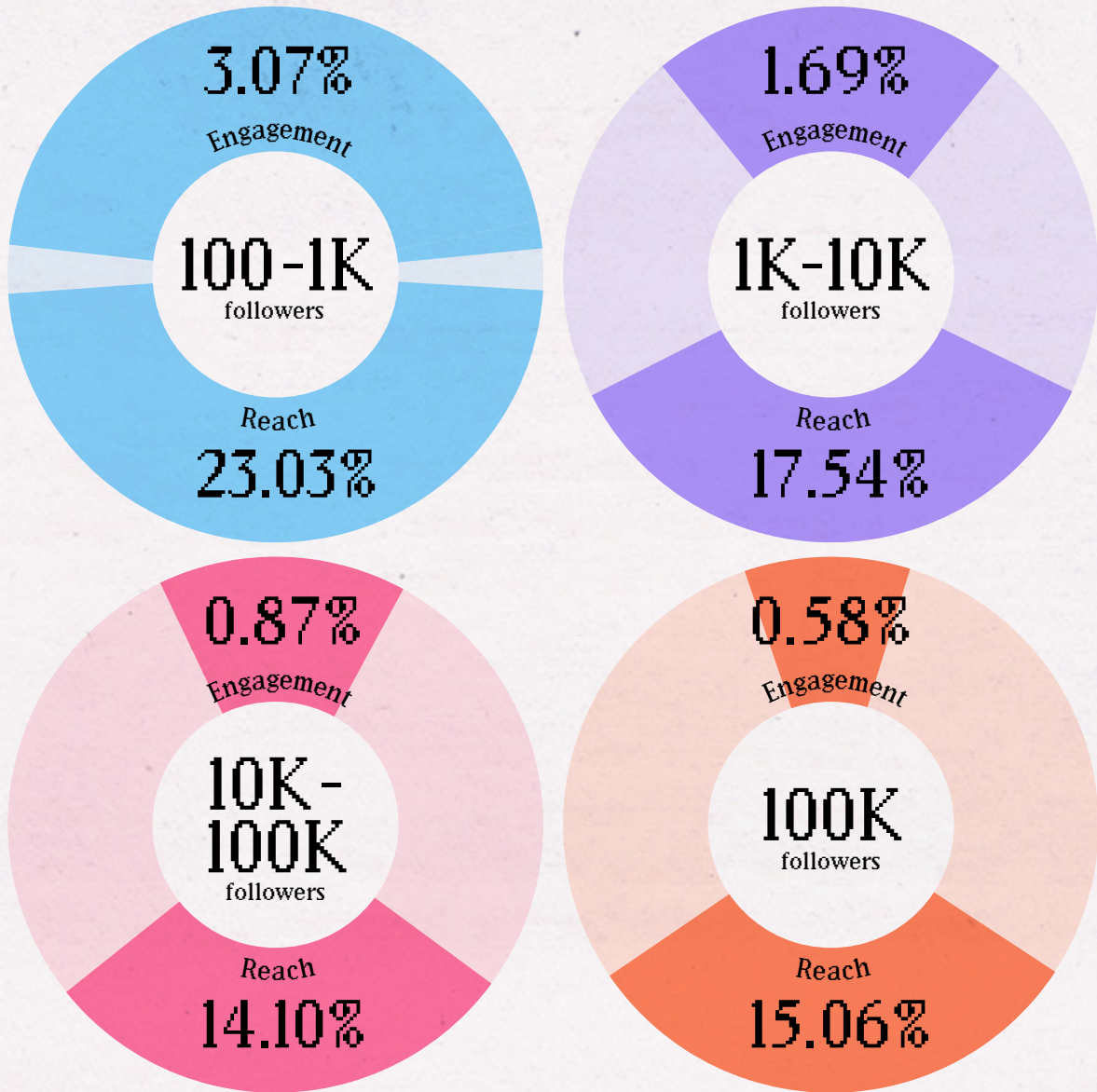
Allegra's Approach

“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.”

*** Industry Tips ***

- Use a [Visual Planner](#) to curate the perfect grid aesthetic
- Hop on trending [Reels' audio](#) to share styling tips and outfit transitions
- Use [Instagram Stories Stickers](#) 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%

Industry Case Study:

Alfred

Brand Case Study 

 <p>@alfred </p>	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

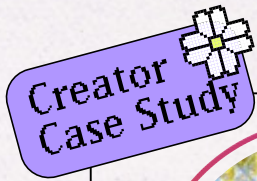
"Get to know who your audience is. Dig deep into those analytics – for us, we're mostly Los Angeles-based, Gen-Zs and Millennials. So we talk like that, bring up LA-specific inside jokes (like WeHo parking enforcement), and heavily play into those nuances in our captions and content. Age and location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

Emily Flathers,
Alfred's Social Media Manager

* Content Spotlight *



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.

*Industry Case Study:***Will Edmond**

 @willedmond	no. of followers	no. of posts
	166K	448
		

Will's Story

Will Edmond is a vegan chef, travel host, and [author](#) 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.

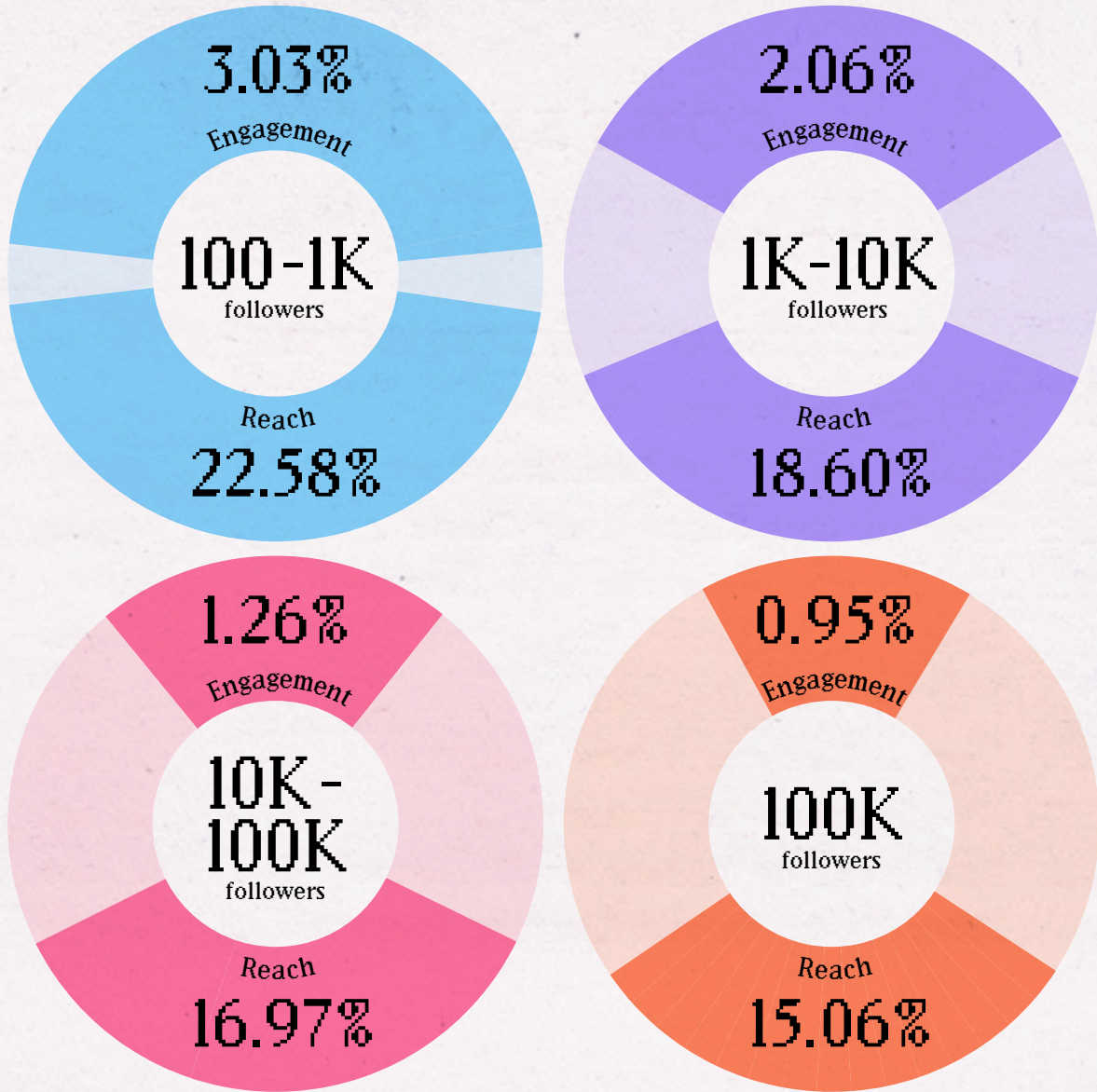
Will's Approach

"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."

*** Industry Tips ***

- Hop on the [Reels](#) hype and host a recipe masterclass
- Use [analytics](#) to understand what your community enjoys
- Increase reach by adding 20-30 relevant [hashtags](#) 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%

Industry Case Study:

Ciara Johnson

Creator Case Study

 <p>@hey_ciara</p>	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!”

* Content Spotlight *

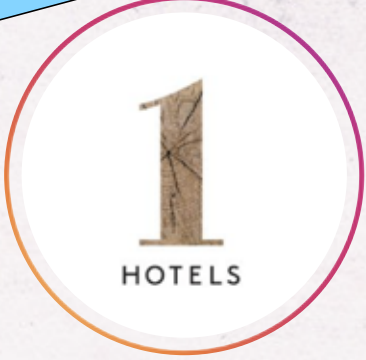



Ciara knows how to take her audience on a 5* trip! Leveraging the viral power of Reels, she shares her first-hand experiences while posing a question to her community. The result? 3.7K likes and counting!

Industry Case Study:

1Hotels

Brand Case Study

	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.

1 Hotels' Approach

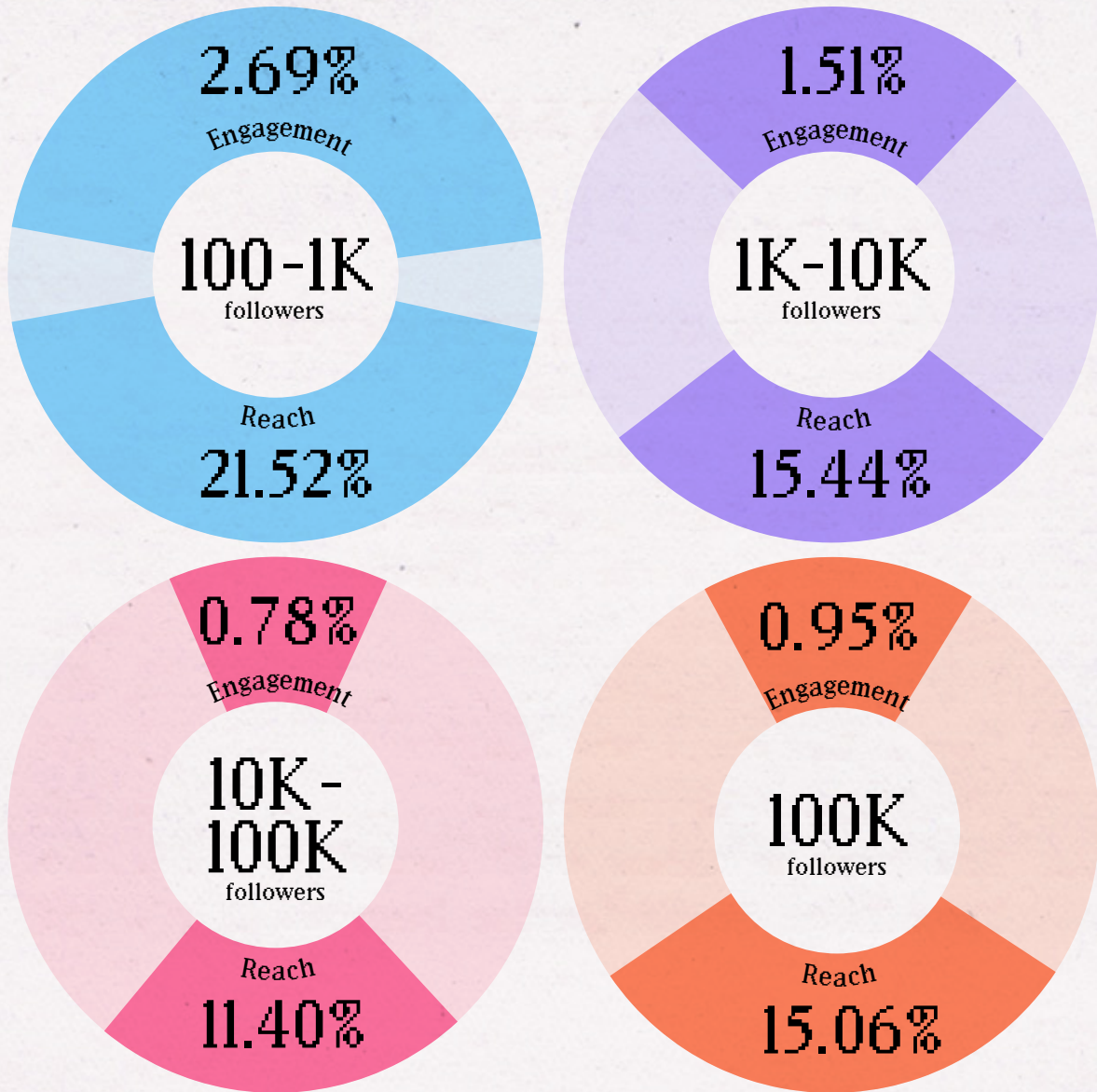
“Our content aims to inform, inspire, and involve our community towards a more sustainable future. From tips for sustainable living to conversations around intersectional environmentalism, we want to regularly offer value not only to their travels but to their lives.”

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

* Industry Tips *

- [Create Reels](#) content to bring destinations to life
- Use a [Visual Planner](#) to curate a wanderlust-worthy grid aesthetic
- Tap into [Instagram Guides](#) 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%

Industry Case Study:

Ritual

Brand Case Study 

 <p>@ritual </p>	no. of followers	no. of posts
	308K	1.9K
		

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

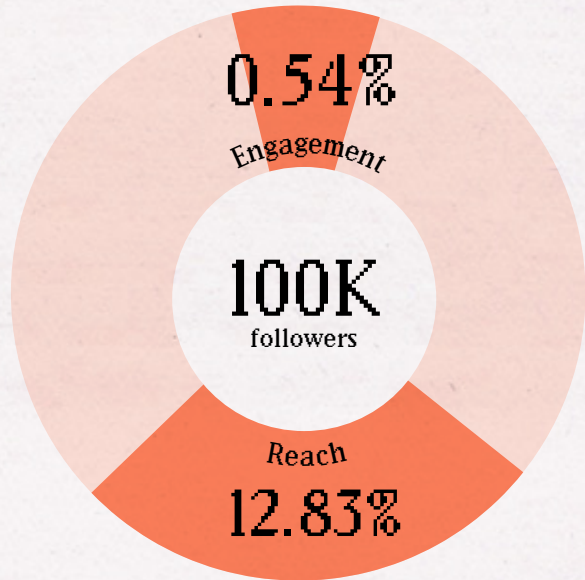
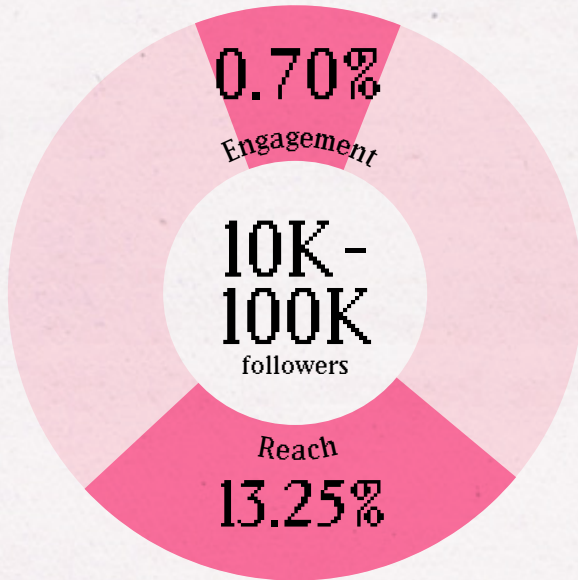
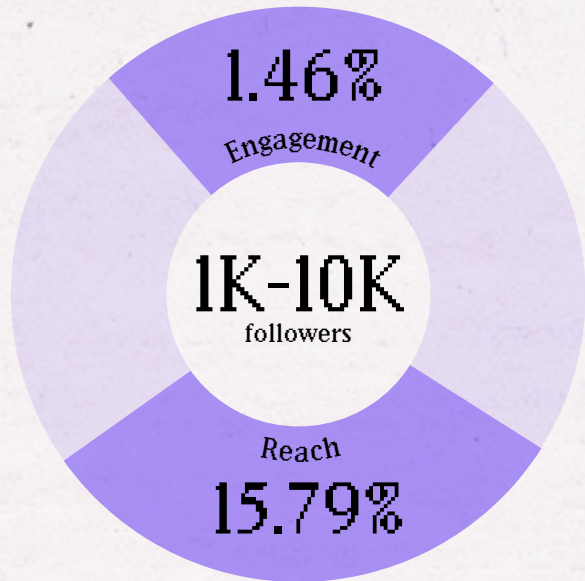
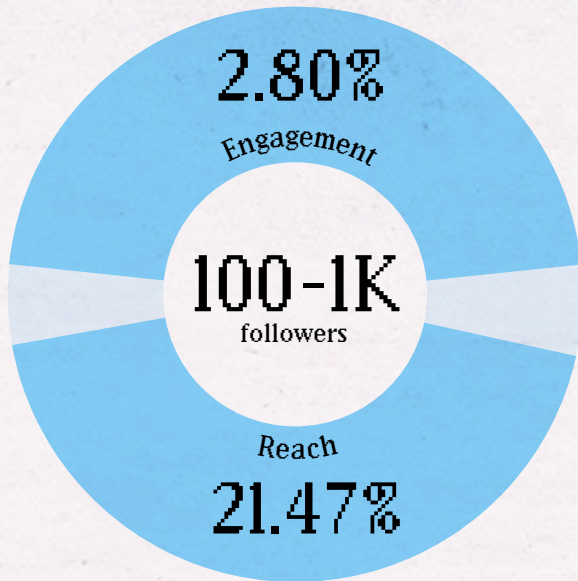
“Get specific with your story – think about what the mission of your brand is on social and dive deep into that subject. I don't think a brand should try and be everything to everyone; go back to the core of why the brand you're working with exists.”

Jordan Hughes, Director of Social

* Industry Tips *

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

Home Decor



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

Industry Averages


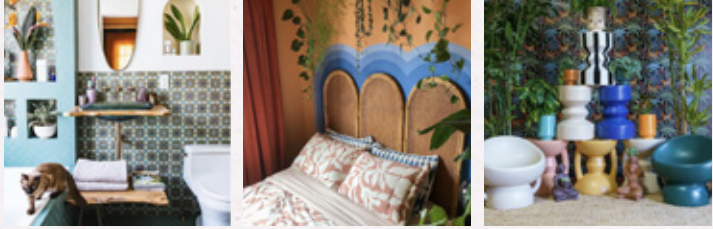
Engagement Rate: **1.37%**

Reach Rate: **15.84%**

Industry Case Study:

Jungalow

Brand Case Study

 <p>@thejungalow</p>	no. of followers	no. of posts
	1.6M	4K
		

Jungalow's Story

Los Angeles-based lifestyle brand [Jungalow](#) 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

* Industry Tips *

- Share before and after reveals using [Reels](#) and [carousel posts](#)
- Use [Instagram Stories Poll stickers](#) to drive engagement with your community
- Use a [Visual Planner](#) to achieve a perfectly designed grid aesthetic

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.

Average Reach Rates

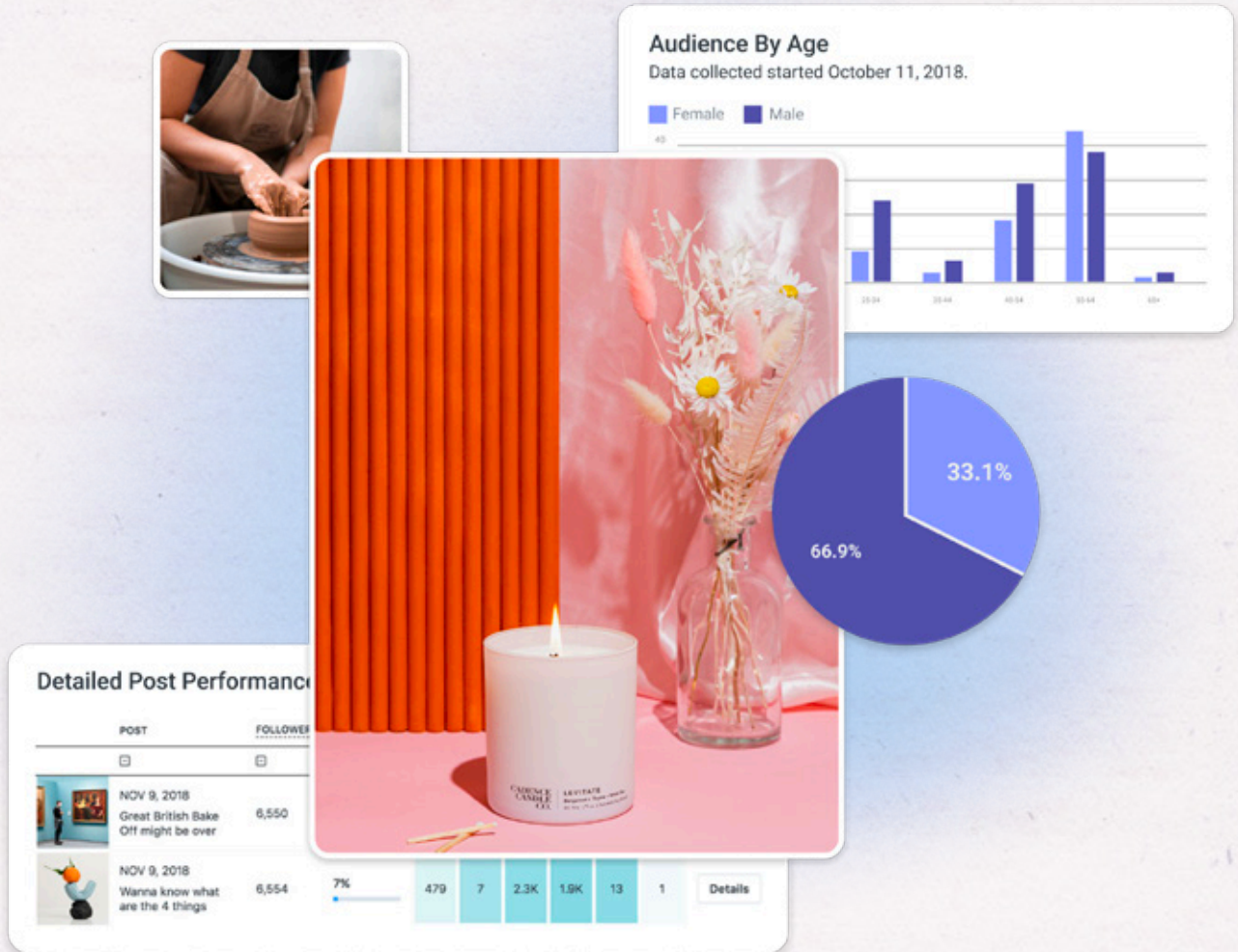
by Follower Grouping

	100-1k	1K-10K	10K-100K	100K+
Animals	19.23%	14.77%	13.08%	12.84%
Arts and Culture	20.41%	15.87%	13.36%	11.83%
Design	21.56%	16.34%	13.39%	10.79%
Education	21.48%	17.39%	15.12%	12.11%
Entertainment	19.32%	14.66%	14.35%	12.01%
Family and Children	21.11%	14.22%	12.68%	12.11%
Fashion Apparel	20.59%	14.33%	10.85%	8.39%
Finance and Business	18.36%	12.23%	9.82%	11.02%
Food and Beverage	23.03%	17.54%	14.10%	15.06%
Health and Wellness	21.52%	15.44%	11.40%	12.12%
Home Decor and Furnishings	21.47%	15.79%	13.25%	12.83%
Jewelry and Accessories	19.49%	14.04%	11.17%	11.26%
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%
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%
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.

Grow, track, and improve *with Later*



You've got the industry benchmarks, now get to grips with your data. [Later's Instagram Analytics](#) gives you a visual overview of how your posts and stories are performing – all in an easy-to-use dashboard.

TRY LATER'S ANALYTICS



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