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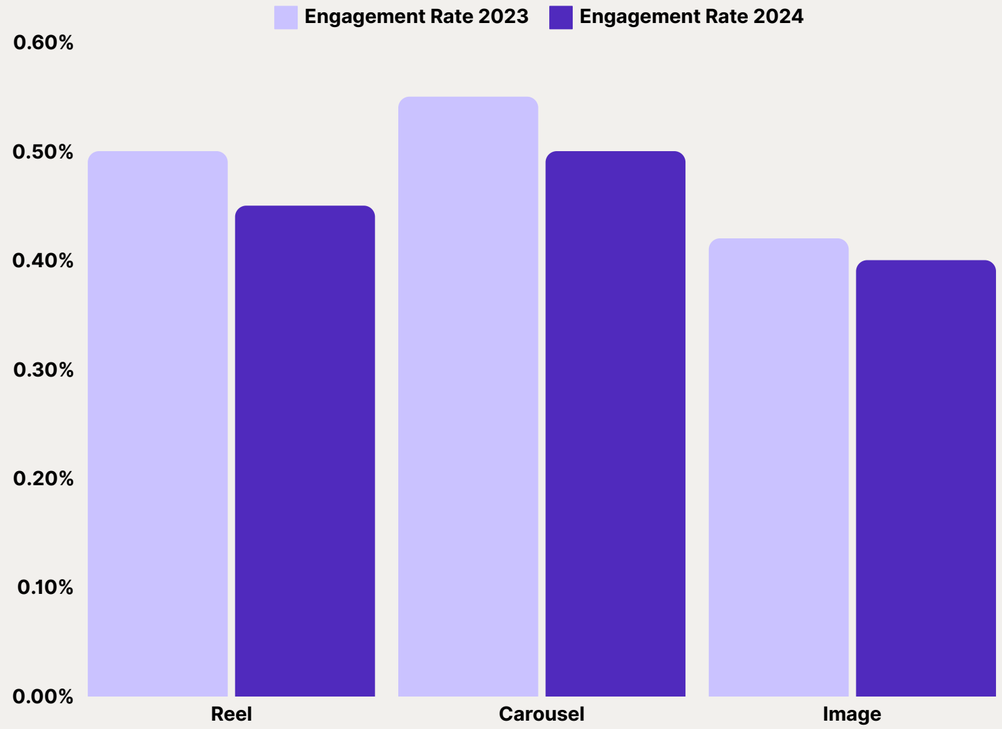
Instagram Benchmarks Report

2025 INSTAGRAM BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE

2024 INSTAGRAM BENCHMARKS

KEY INSIGHTS

- Instagram Carousels generate the highest engagement, with an average engagement rate of 0.50%.
- Engagement on Reels has decreased by 16% YoY.
- There is an 11% increase in Reels volume YoY.
- Small brands increase their audience size by 40.5% in a year.
- The highest Reels view rate (13.3%) is registered among small brands, while large brands (over 100k followers) experience the lowest view rate on their Reels.
- Images are generating the most comments for large brands.
- Large brands receive the highest number of saves on their carousels.
- Reels are the biggest generator of impressions across profile sizes, particularly for small brands.

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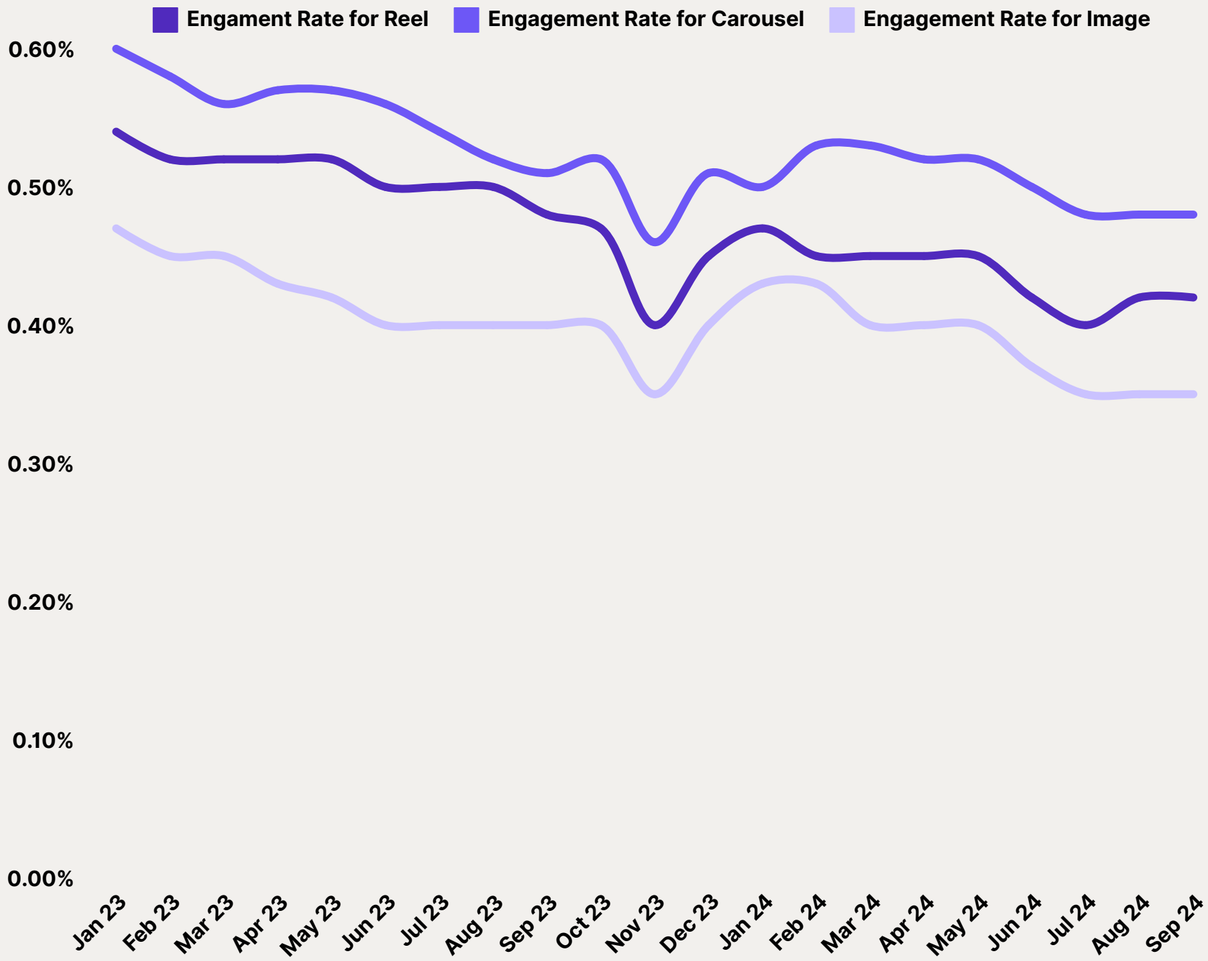

YOY INSTAGRAM ENGAGEMENT RATE DROP

16%

Engagement on Instagram facing a decrease across all post types.

TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE

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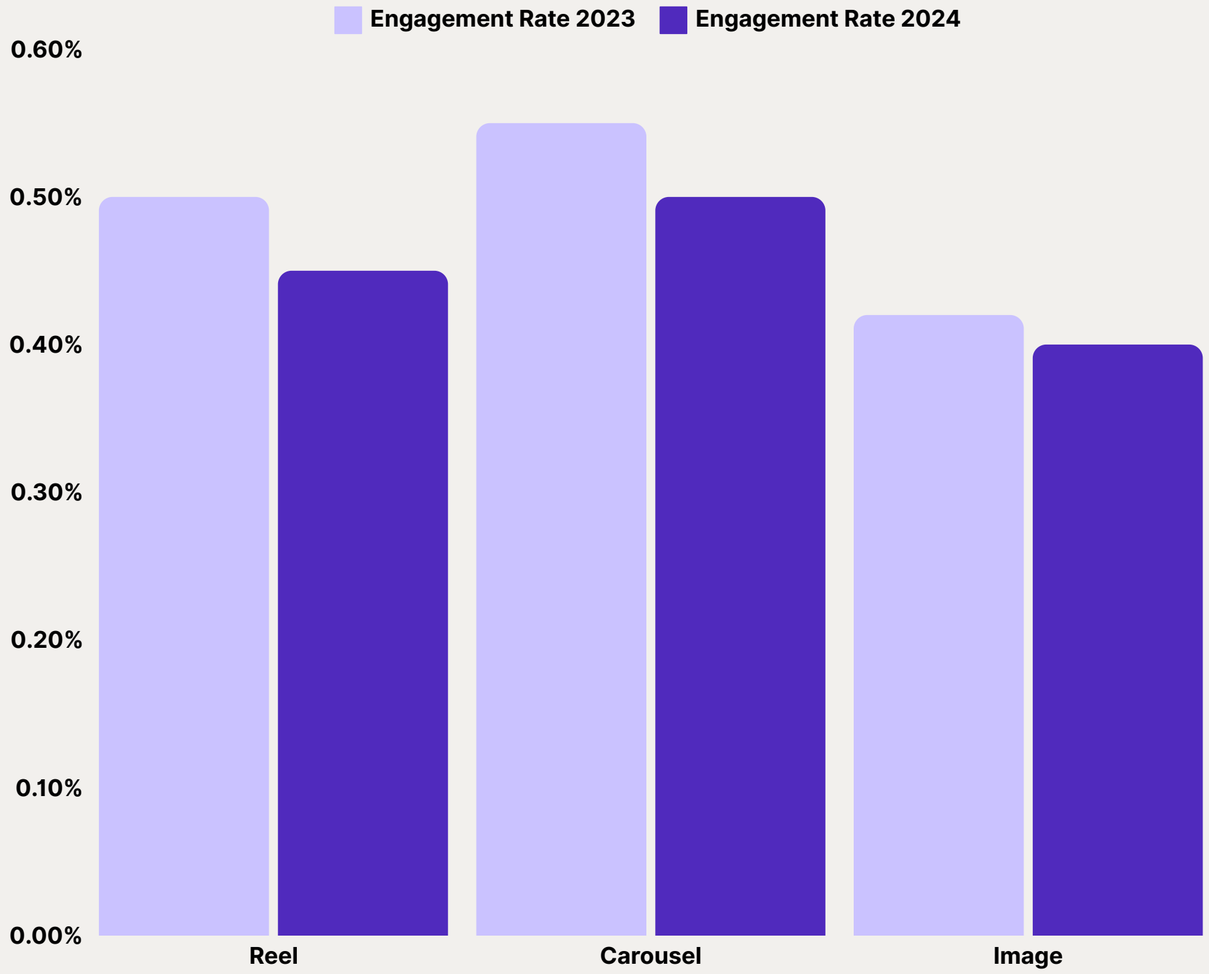
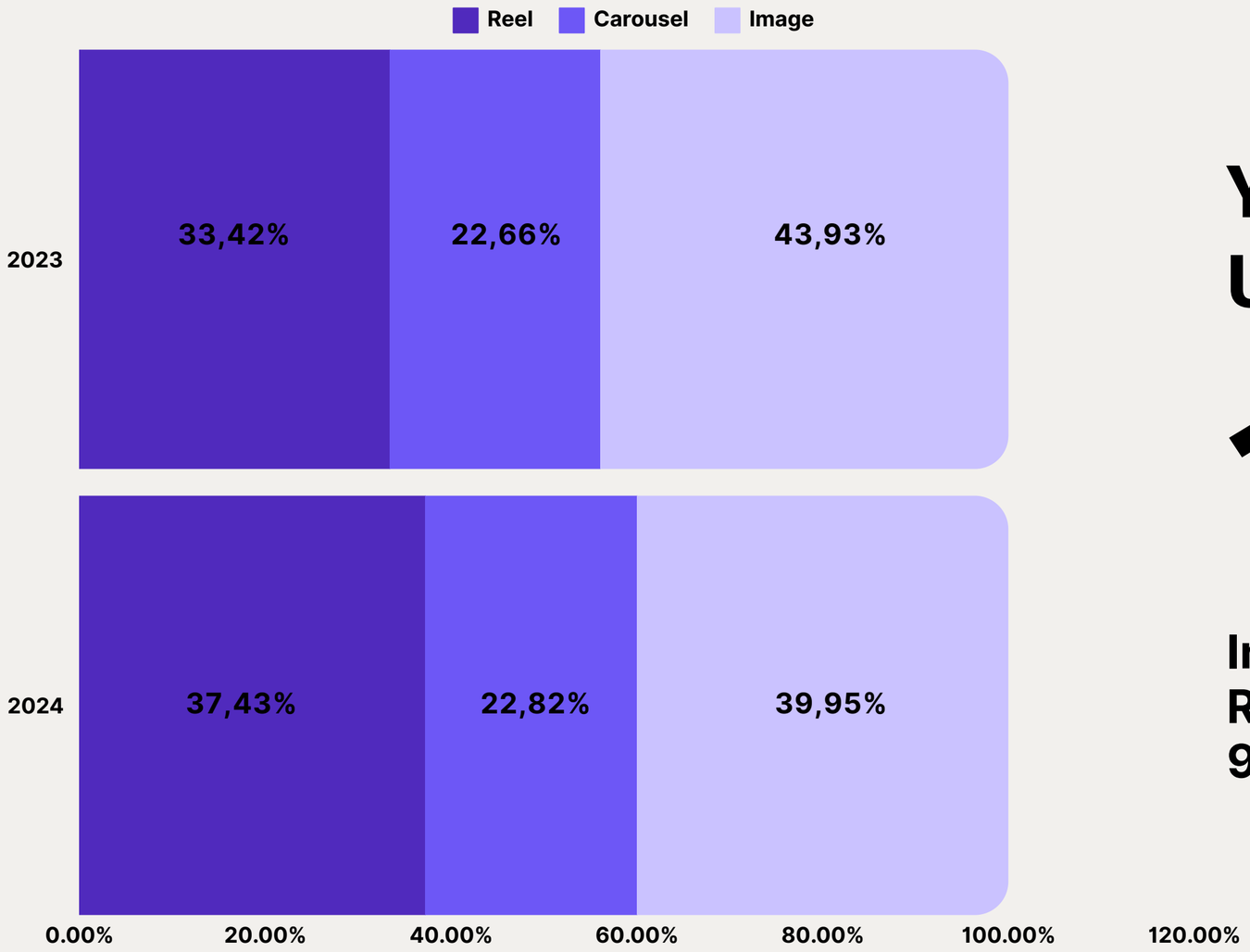


AVERAGE ENGAGEMENT RATE FOR CAROUSELS

0.50%

Instagram carousels represent the best-performing content type on Instagram.

TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE



YOY INSTAGRAM REELS USAGE INCREASE

11%

In 2024, brands have started to prioritize Reels, while single images faced a drop of 9% in usage.

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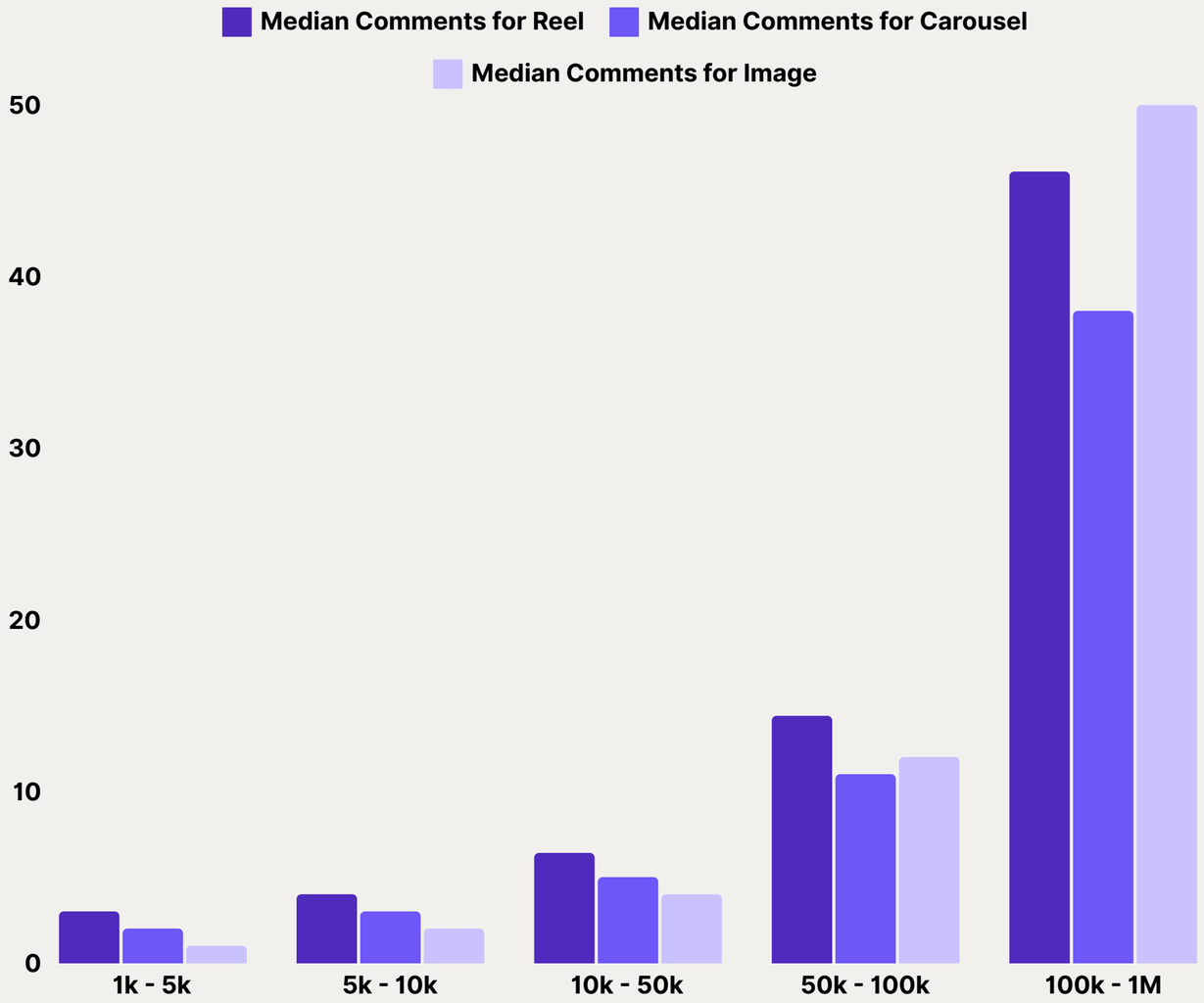
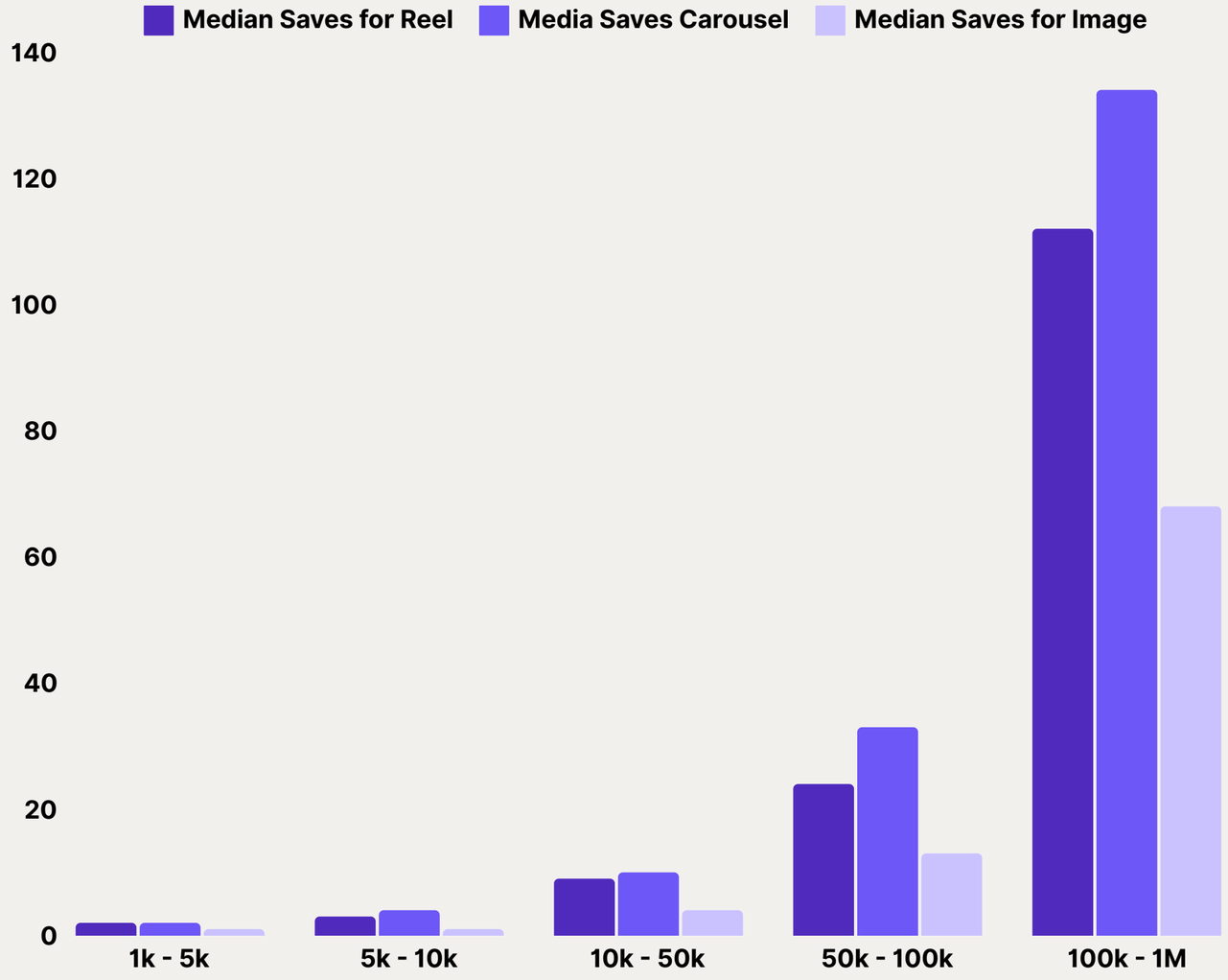


MEDIAN COMMENTS GENERATED BY REELS FOR LARGE BRANDS

46

For brands with more than 100K followers, images generate the highest number of saves.

TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE



MEDIAN SAVES GENERATED BY CAROUSELS FOR LARGE BRANDS

134

Across all profile sizes, carousels generate the highest number of saves.

TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE

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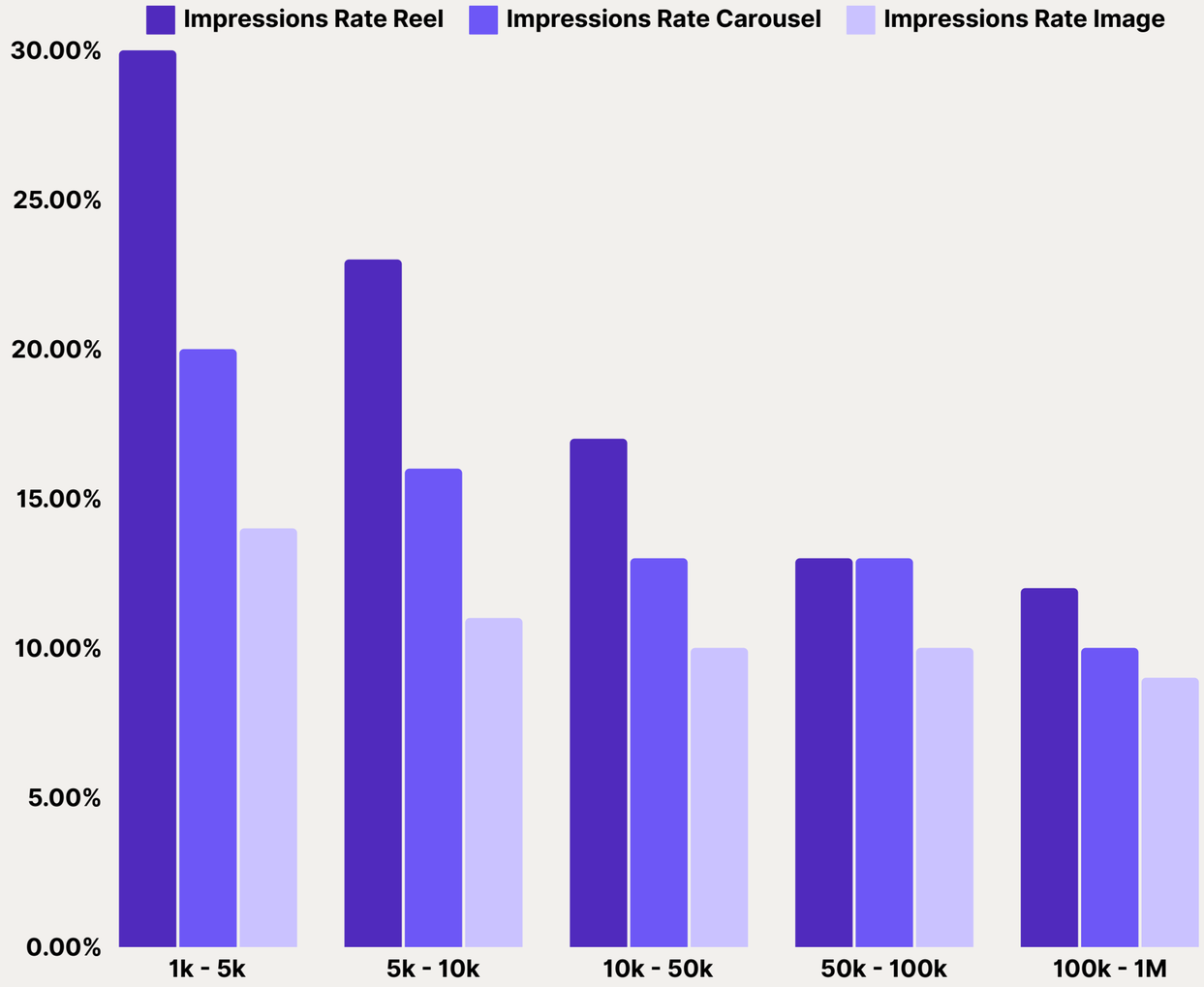

IMPRESSION RATE FOR SMALL PROFILES

30%

Reels are the best-performing content type for generating impressions, across all profile sizes.

TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
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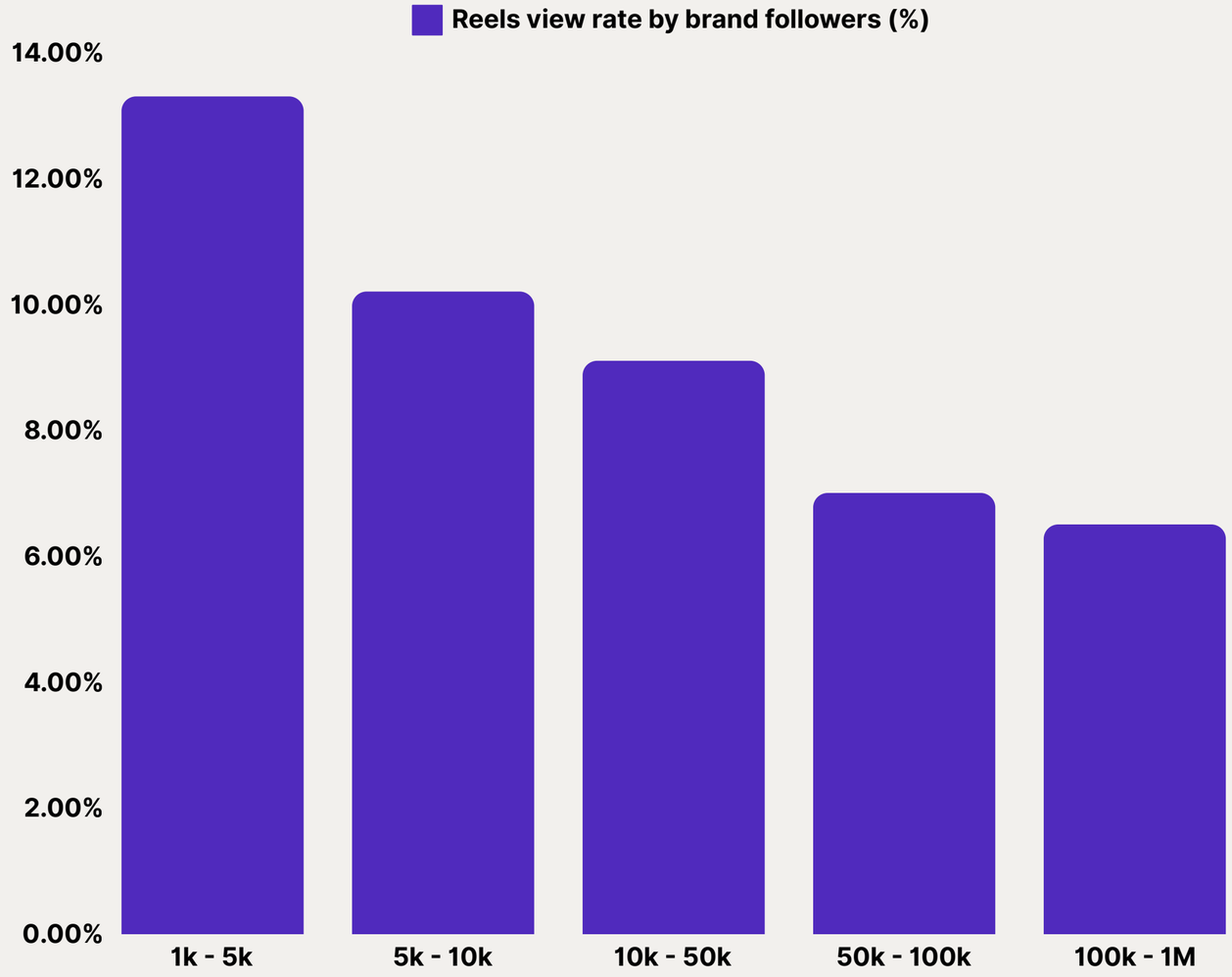

REELS VIEW RATE FOR SMALL PROFILES

13.30%

Small brands get the highest view rate on their Reels.

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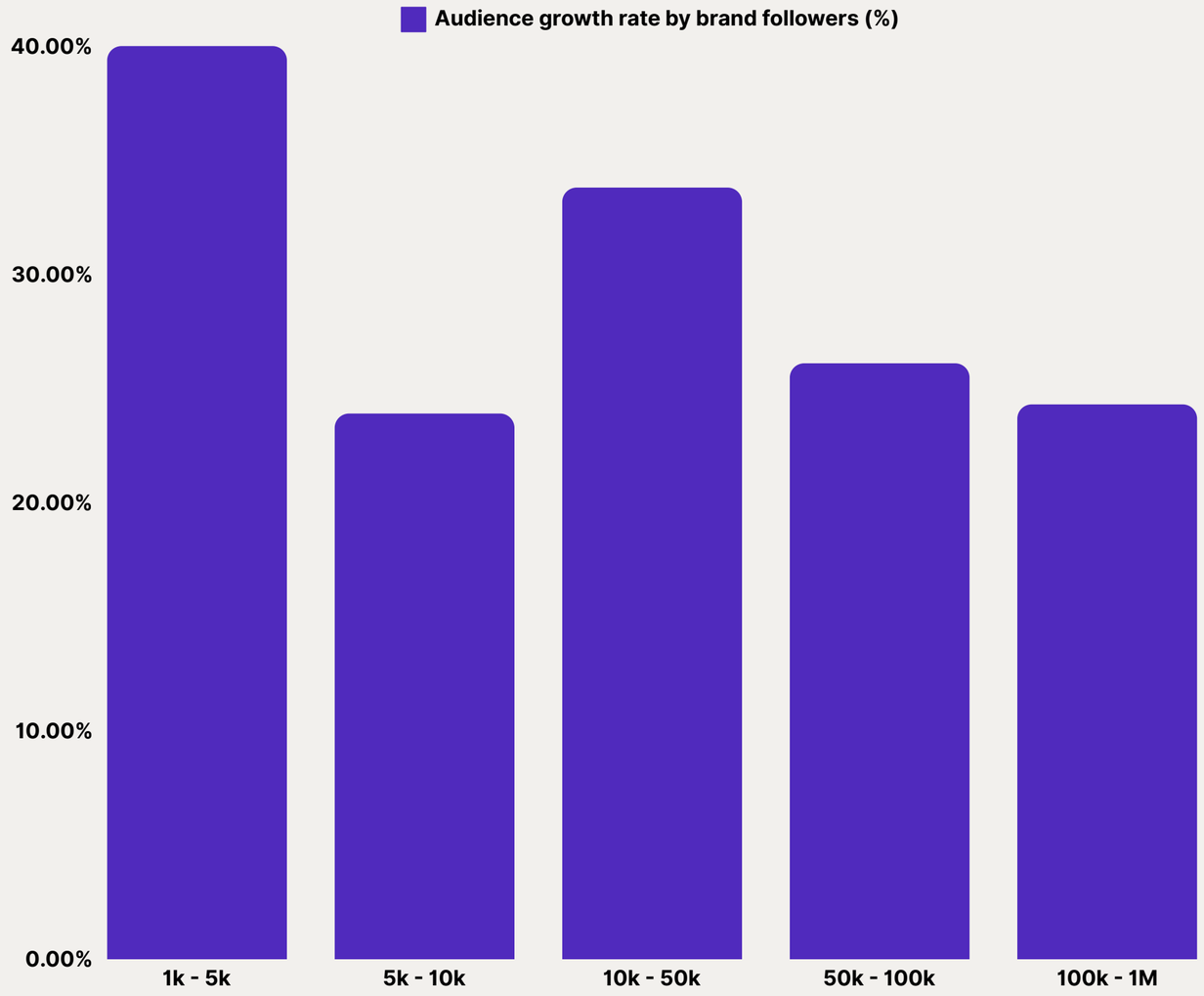

AUDIENCE GROWTH RATE FOR SMALL BRANDS

40%

Small brands experience the highest follower growth rate.

TIMEFRAME: JANUARY 2023 - SEPTEMBER 2024
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METHODOLOGY

AVERAGE ENGAGEMENT RATE PER POST

It’s calculated as the total engagement (the sum of likes and comments) of the posts published within an established timeframe divided by the total number of followers that a profile has. The result is then multiplied by 100.

MEDIAN NUMBER OF LIKES/ COMMENTS/SHARES

The midpoint value for likes/comments/shares. By calculating the median (instead of the average), we make sure we filter out the outlying values that are skewing the results.

IMPRESSIONS RATE

The percentage of your follower base that has seen your posts. The formula we use to calculate it is: total number of impressions divided by total number of followers, all multiplied by 100.

METHODOLOGY

AVERAGE VIEW RATE

The percentage of unique people that have seen a profile's video posts. It is calculated by dividing the total views of a post by the total number of followers and multiplied by 100.

FOLLOWER GROWTH RATE

It's calculated as the number of followers you gained divided by the number of followers you started with and multiplied by 100.