



QUARTERLY INDUSTRY BENCHMARKS

Beauty Latin America

Q4 2025





Discover timely insights from the latest social media benchmarks across your industry

These reports include data on recent performance in organic and paid brand social media as well as the performance of UGC across eCommerce sites.

Emplifi is the trusted social media management platform of thousands of brands. Leveraging the largest social media dataset in the industry, Emplifi's unified marketing platform helps brands large and small ensure their investment in social media delivers measurable business outcomes.

Get a free social media assessment for your brand.

Receive an analysis of your social media using the same data behind these benchmarks. Visit the link below or scan this QR code.

<https://emplifi.io/free-social-media-assessment/>



User-Generated Content





What's Achievable with UGC?

Our Beauty customers saw:



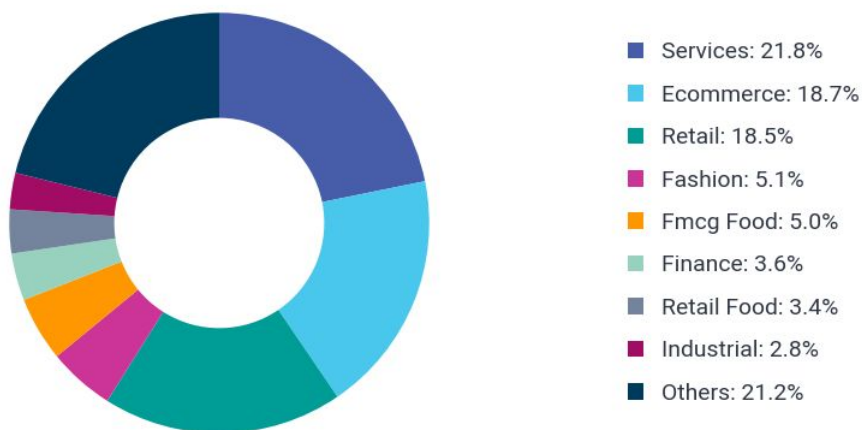
Date range: October 01, 2025 - December 31, 2025

Sample: Beauty UGC Accounts Benchmark

Source: Emplifi data

Organic: Facebook & Instagram





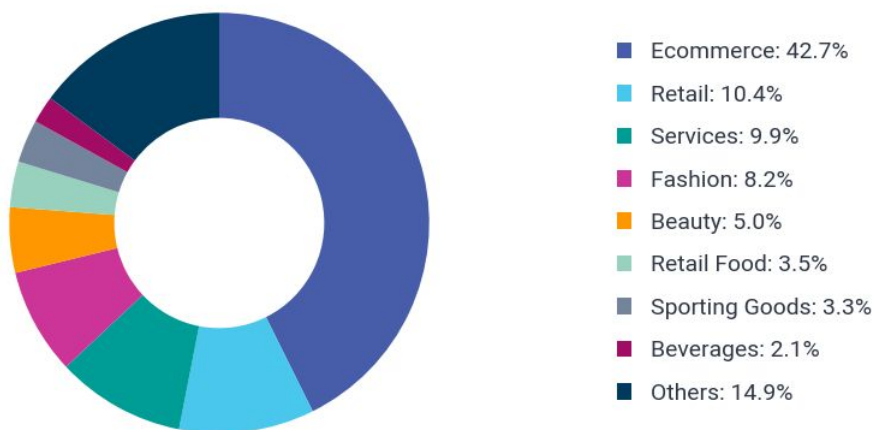
Facebook: brands Pages Interaction Distribution

In Latin America, Beauty category shares 1.8% of the total interactions of Brands pages on Facebook.

Date range: October 01, 2025 - December 31, 2025

Sample: Facebook brands Pages in Latin America

Source: Emplifi data



Instagram: brands Profiles Interaction Distribution

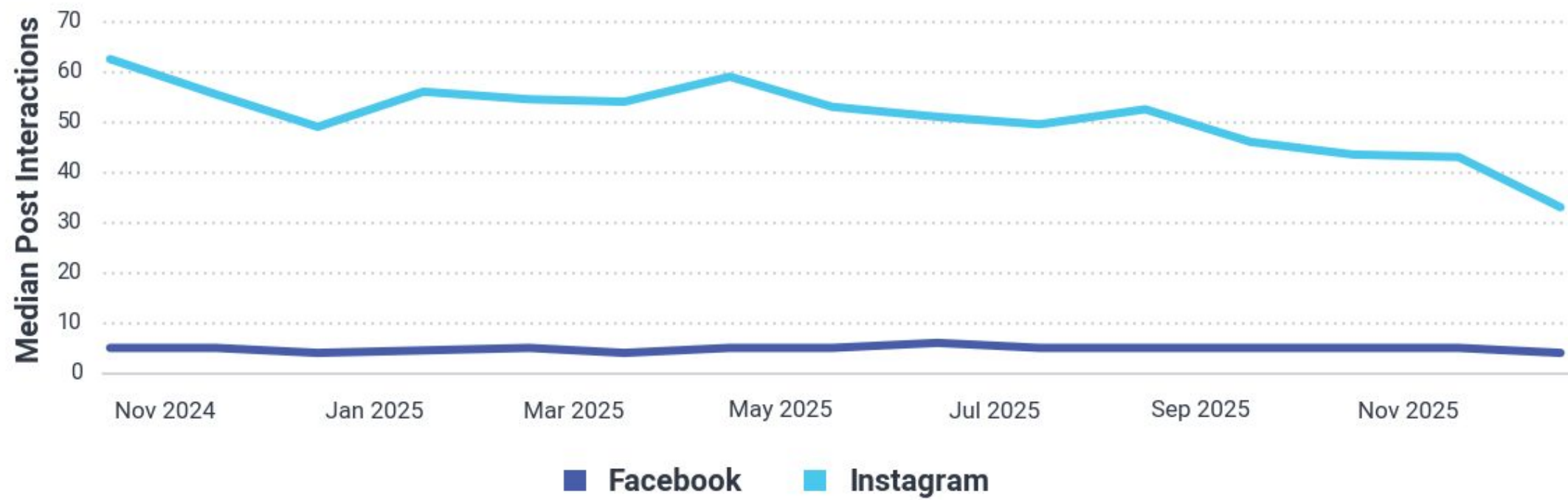
Beauty category has the 5th highest number of interactions of Brands profiles on Instagram in Latin America.

Date range: October 01, 2025 - December 31, 2025

Sample: Instagram brands Profiles in Latin America

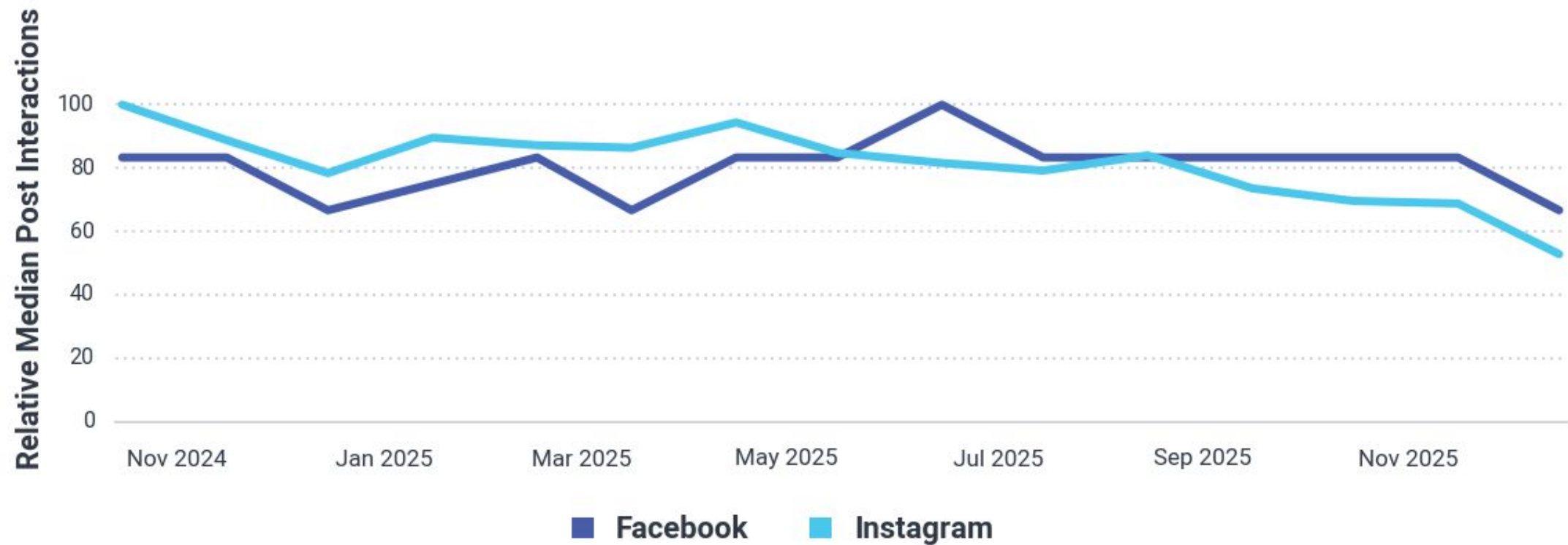
Source: Emplifi data

Median Post Interactions



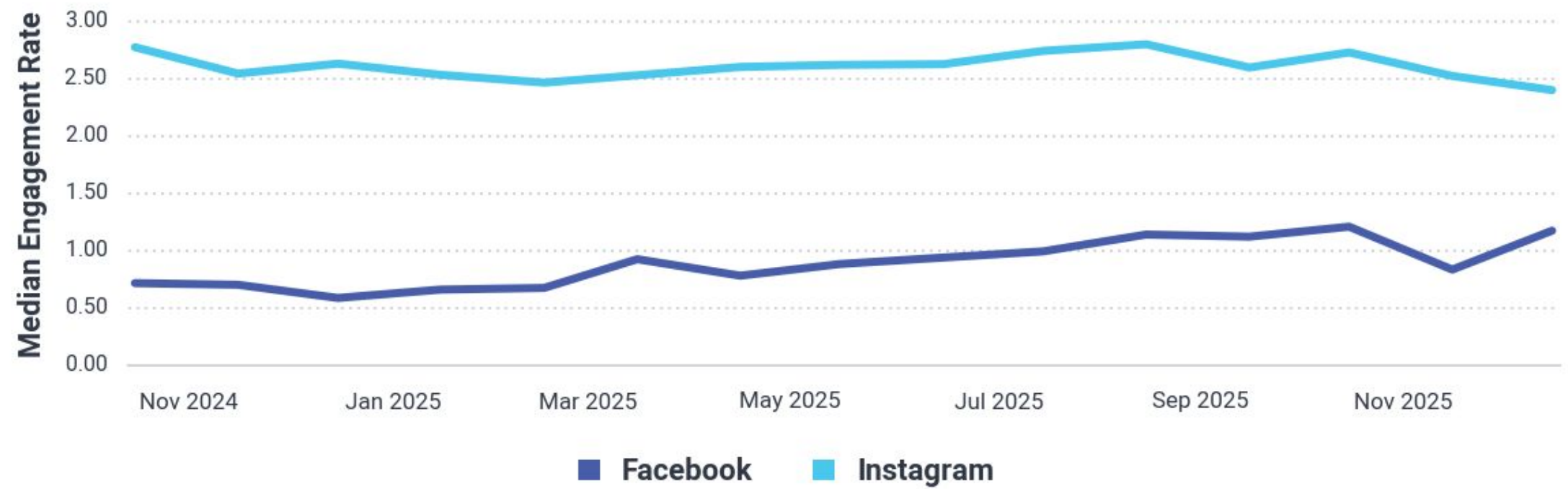
Date range: October 01, 2024 - December 31, 2025
Sample: 1,339 Facebook and 912 Instagram Beauty Profiles in Latin America
Source: Emplifi data

Relative Median Post Interactions



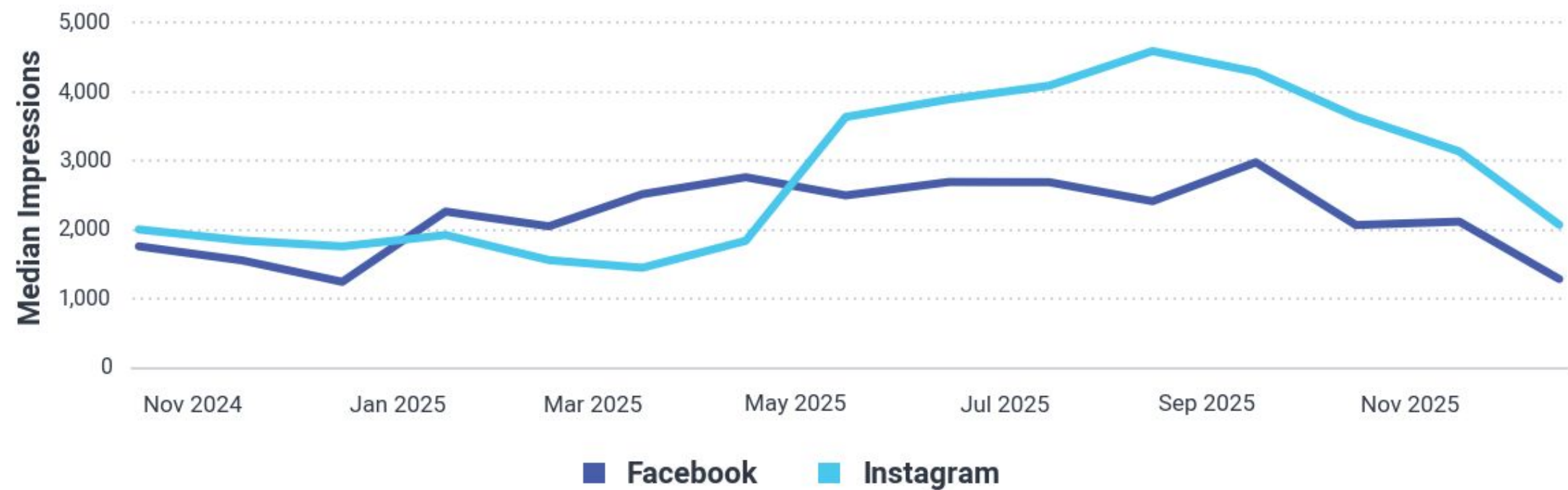
Date range: October 01, 2024 - December 31, 2025
Sample: 1,339 Facebook and 912 Instagram Beauty Profiles in Latin America
Source: Emplifi data

Median Post Engagement Rate

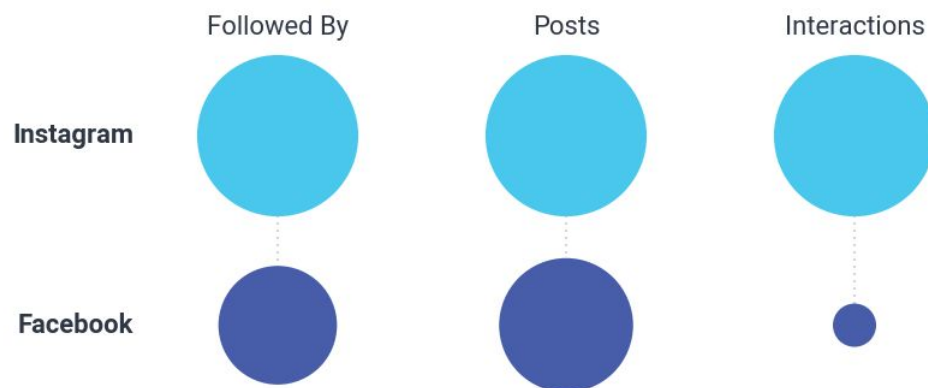


Date range: October 01, 2024 - December 31, 2025
Sample: 1,339 Facebook and 912 Instagram Beauty Profiles in Latin America
Source: Emplifi data

Median Post Impressions



Date range: October 01, 2024 - December 31, 2025
Sample: 1,339 Facebook and 912 Instagram Beauty Profiles in Latin America
Source: Emplifi data



Social Media Landscape

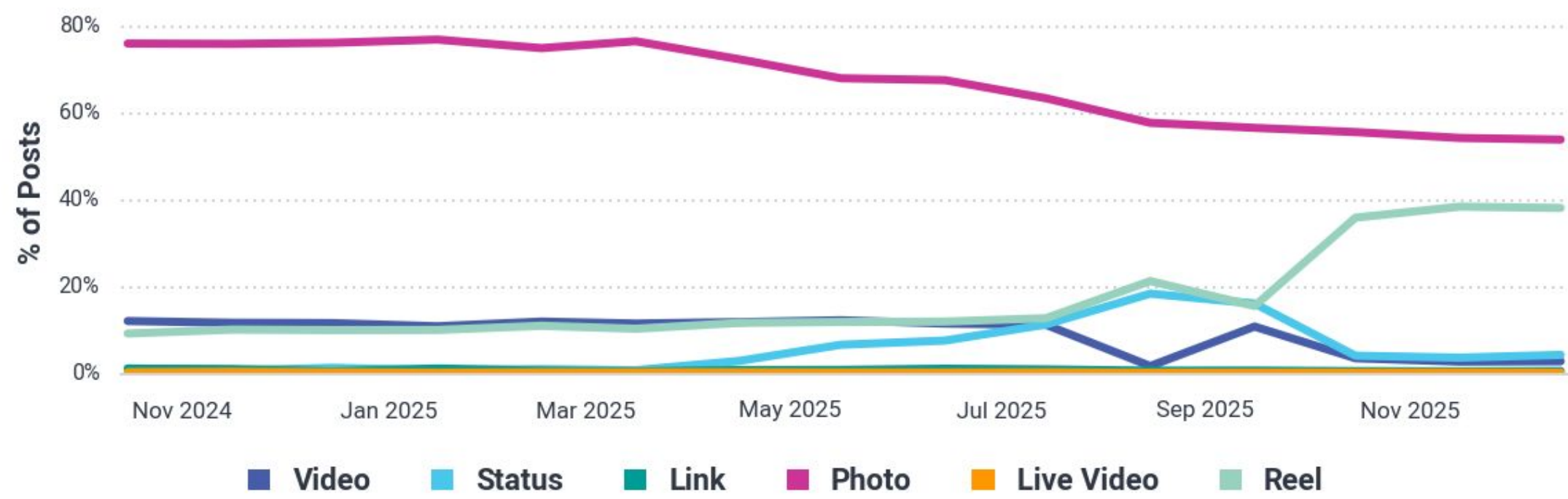
When it comes to audience size in Latin America, the median number of followers for Instagram accounts in Beauty is higher than the number of fans for Facebook accounts. Activity Volume on Instagram is higher than on Facebook and User Engagement on Instagram higher than on Facebook. This suggests that Instagram is a more important channel for marketers to focus their efforts on.

Date range: October 01, 2025 - December 31, 2025

Sample: 1,083 Facebook and 812 Instagram Beauty Profiles in Latin America

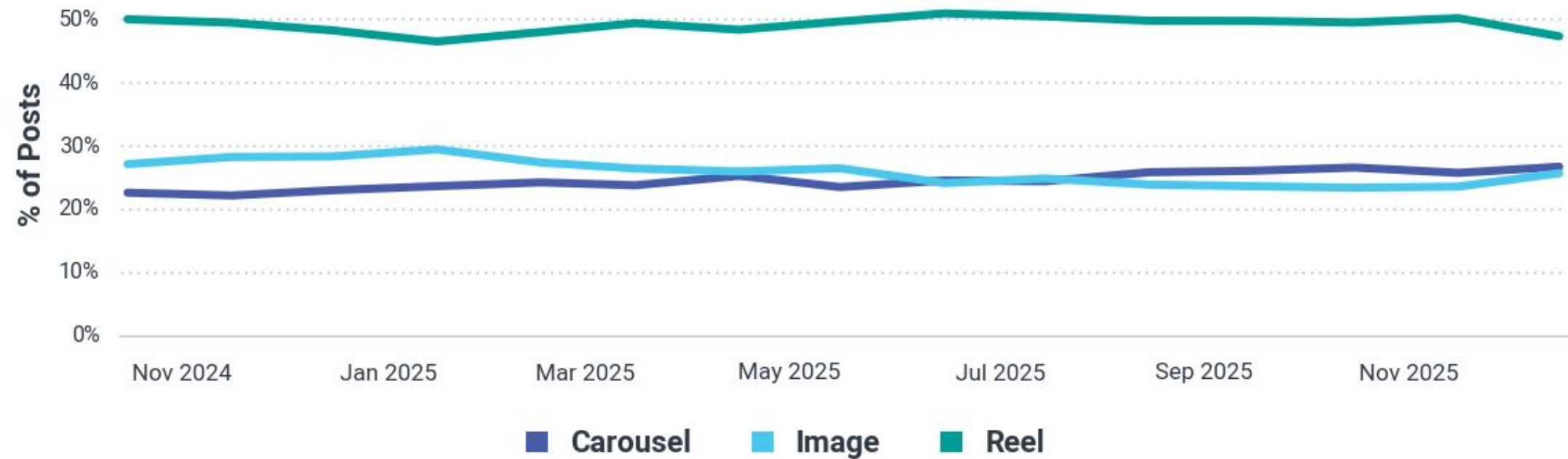
Source: Emplifi data

Facebook: Post Type Distribution



Date range: October 01, 2024 - December 31, 2025
Sample: 1,339 Facebook beauty Pages in Latin America
Source: Emplifi data

Instagram: Post Type Distribution

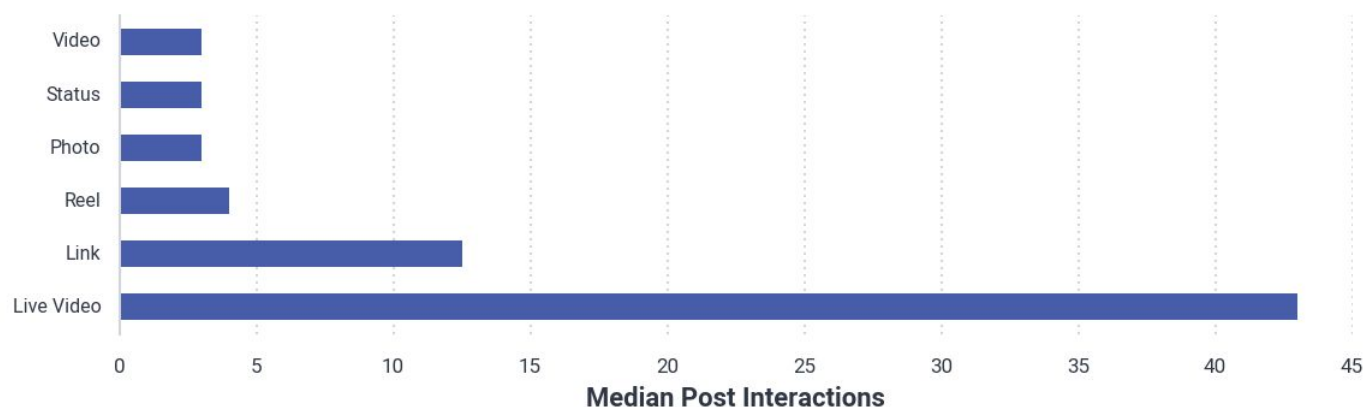


Date range: October 01, 2024 - December 31, 2025
Sample: 912 Instagram beauty Profiles in Latin America
Source: Emplifi data



Facebook: Organic Post Type Performance

In terms of organic performance on Facebook in Latin America, Live Video performs the best with 43 median post interactions, which is 31 more than the 2nd highest post type, Link.



Date range: October 01, 2025 - December 31, 2025

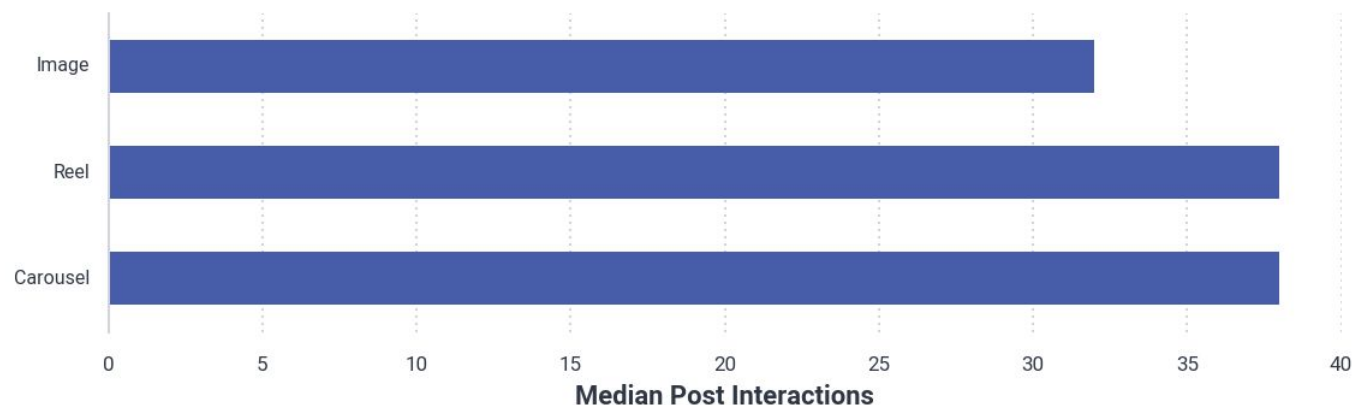
Sample: 1,078 Facebook beauty Pages in Latin America

Source: Emplifi data



Instagram: Organic Post Type Performance

In terms of organic performance on Instagram in Latin America, Carousel and Reel perform well, with 38 median post interactions for Carousel and with 38 median post interactions for Reel.



Date range: October 01, 2025 - December 31, 2025

Sample: 812 Instagram beauty Profiles in Latin America

Source: Emplifi data



Rank		Name	Fans	Posts	Interactions
1		Pink Up Cosmetics /pinkupcosmeticsoficial	2,508,754	345	369,788
2		Omnilife México /omnilifeoficialmexico	144,666	400	194,258
3		Xiomara Belleza /xiomarabelleza	360,297	483	178,676
4		Bissú Cosmetics /bissucosmeticsmx	1,332,807	125	177,490
5		JAFRA Cosmetics /jaframxoficial	nan	86	167,237
6		El Poder del Metabol... /naturalslimmexico	1,590,653	399	145,705
7		Stanhomé México /stanhomemx	1,653,295	104	120,004
8		Salon Line /salonline	2,829,814	266	104,084
9		Jequiti Cosméticos /jequiticosmeticos	1,079,839	111	103,988
10		O Boticário /oboticario	nan	78	95,000

Facebook: Top Performing Pages

For Beauty in Latin America, the top performing page on Facebook is Pink Up Cosmetics, with 369,788 interactions on 345 posts. Other pages performing well include Omnilife México and Xiomara Belleza.

Date range: October 01, 2025 - December 31, 2025

Sample: Facebook beauty Pages in Latin America

Source: Emplifi data



Rank		Name	Followers	Posts	Interactions
1		Max Titanium /maxtitaniumsuplementos	1,662,604	148	7,836,466
2		Sol de Janeiro /soldejaneiro	3,098,352	91	2,723,209
3		Salon Line /salonlinebrasil	4,479,410	249	1,490,074
4		Carned /carned	1,200,174	133	1,110,009
5		Pink Up Cosmetics /pinkupcosmetics	1,467,637	344	931,053
6		O Boticário /oboticario	12,416,240	205	818,592
7		Vòlia Cosméticos /voliacosmeticos	1,357,122	201	752,144
8		Mari Maria Makeup /marimariamakeup	2,755,819	145	611,949
9		Integralmedica /integralmedica	959,182	86	571,573
10		Pantene Argentina /pantenearg	137,771	28	488,994

Instagram: Top Performing Profiles

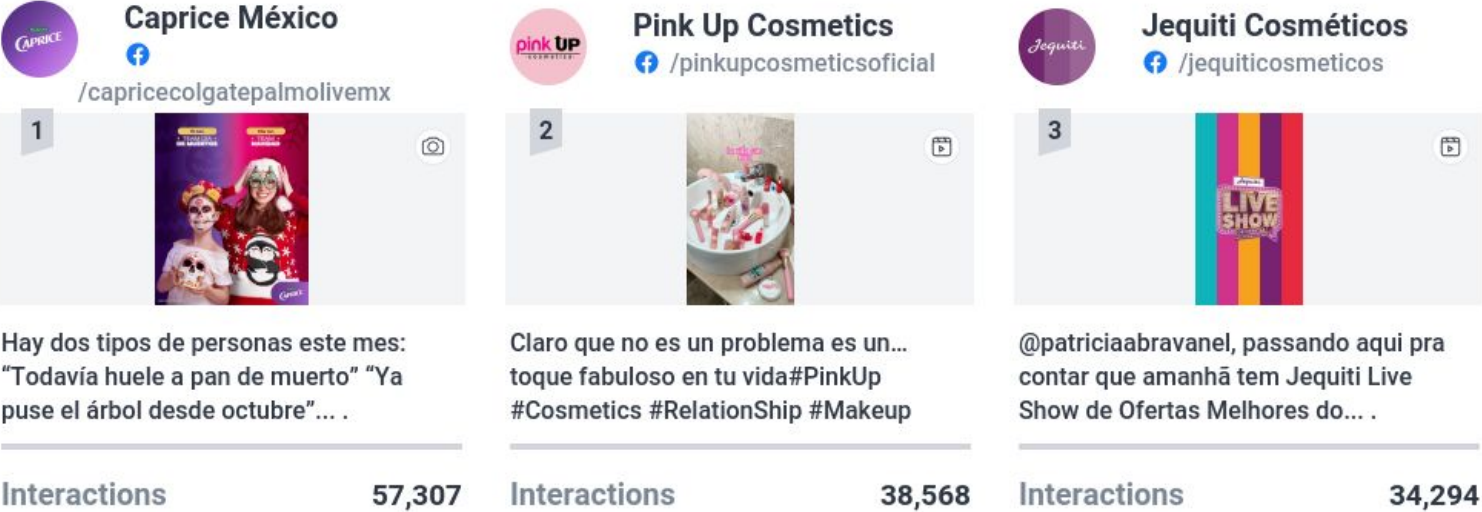
For Beauty in Latin America, the top performing profile on Instagram is Max Titanium, which has 1,662,604 followers and generated 7,836,466 interactions on 148 posts. Other profiles performing well include Sol de Janeiro and Salon Line.

Date range: October 01, 2025 - December 31, 2025

Sample: Instagram beauty Profiles in Latin America

Source: Emplifi data

Facebook: Top Posts



What are the posts in beauty that created the most engagement on Facebook in Latin America in the last quarter? Caprice México, Jequiti Cosméticos and Pink Up Cosmetics managed to skyrocket their Facebook performance, with the top post generating 57,307 interactions.

Date range: October 01, 2025 - December 31, 2025
Sample: 1,083 Facebook beauty Pages in Latin America
Source: Emplifi data

Instagram: Top Posts



What are the posts in beauty that created the most engagement on Instagram in Latin America in the last quarter? Max Titanium managed to completely skyrocket Instagram performance in the region as a whole, creating 2,657,180 interactions with their top three posts.

Date range: October 01, 2025 - December 31, 2025
Sample: 812 Instagram beauty Profiles in Latin America
Source: Emplifi data

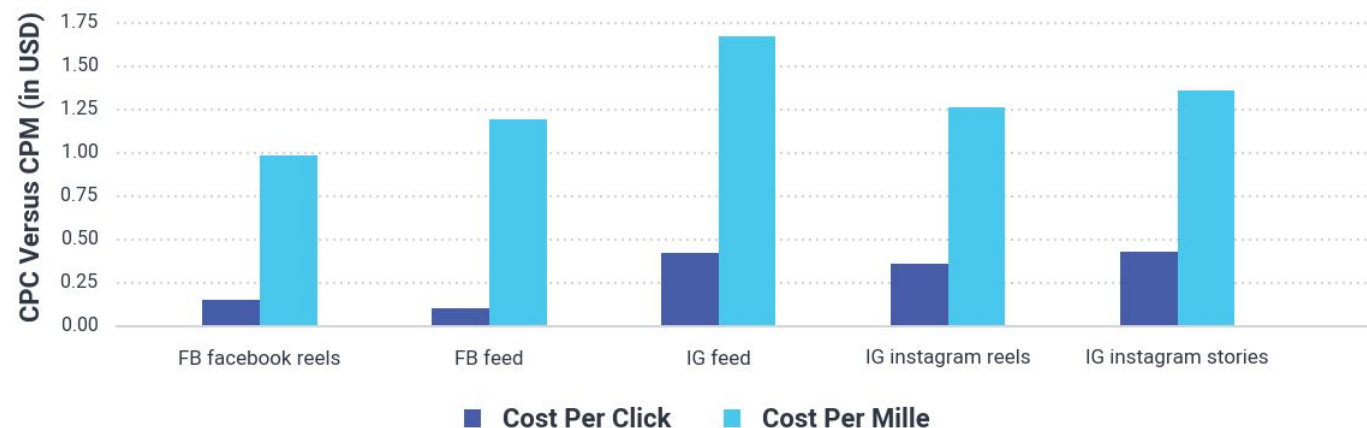
Ads: Facebook & Instagram





CPC and CPM by Placement – TOP 5 by Relative Spend

When it comes to cost per click (CPC) and cost per thousand (CPM) for Latin America, the lowest CPC are on FB feed, FB facebook reels, and IG instagram reels while the lowest CPM are on FB facebook reels, FB feed, and IG instagram reels.

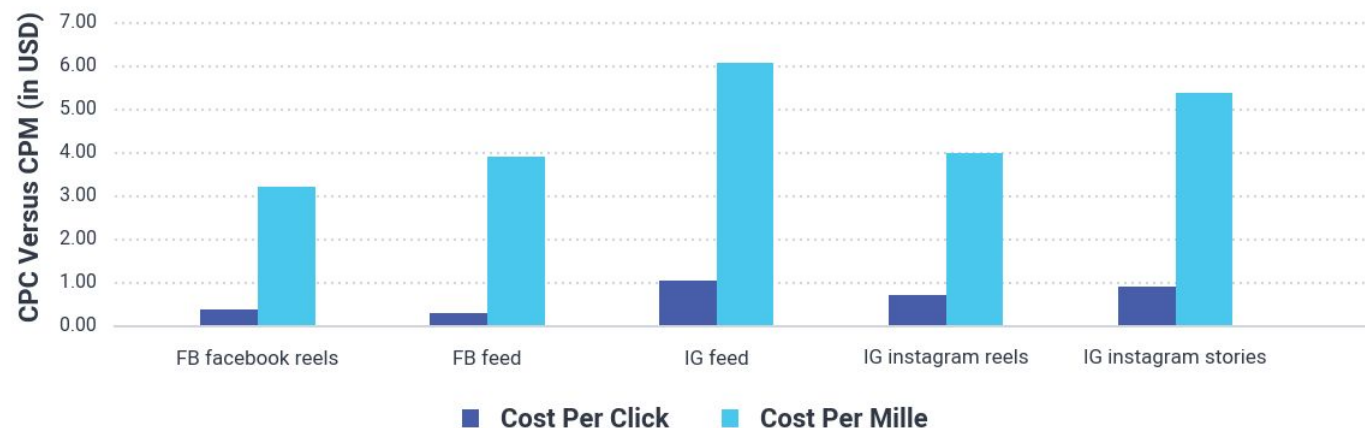


Date range: October 01, 2025 - December 31, 2025
Sample: Latin America Ad Accounts Benchmark
Source: Emplifi data



CPC and CPM by Placement – TOP 5 by Relative Spend

When it comes to cost per click (CPC) and cost per thousand (CPM) for beauty, the lowest CPC are on FB feed, FB facebook reels, and IG instagram reels while the lowest CPM are on FB facebook reels, FB feed, and IG instagram reels.



Date range: October 01, 2025 - December 31, 2025

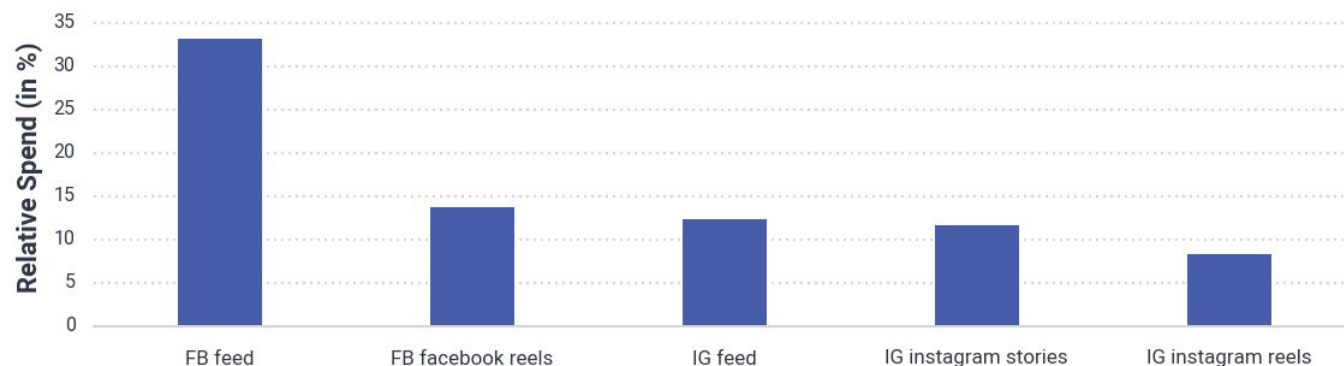
Sample: beauty Ad Accounts Benchmark

Source: Emplifi data



Relative Spend by Placement – TOP 5

Looking closer at Latin America, most of the relative spend goes to FB feed, followed by FB facebook reels, and IG feed. Spending on FB feed is 19.4 p.p. higher than spending on FB facebook reels.



Date range: October 01, 2025 - December 31, 2025

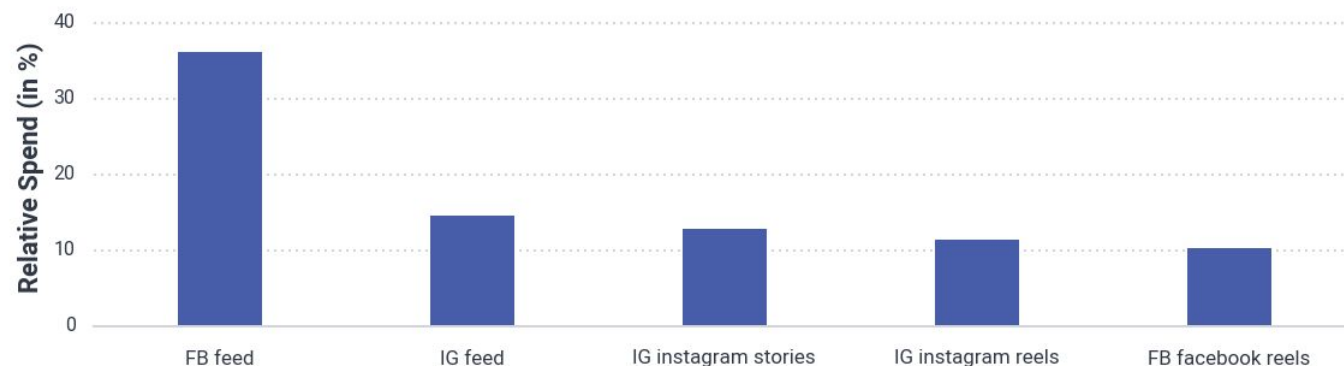
Sample: Latin America Ad Accounts Benchmark

Source: Emplifi data



Relative Spend by Placement – TOP 5

Looking closer at beauty, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 21.62 p.p. higher than spending on IG feed.



Date range: October 01, 2025 - December 31, 2025

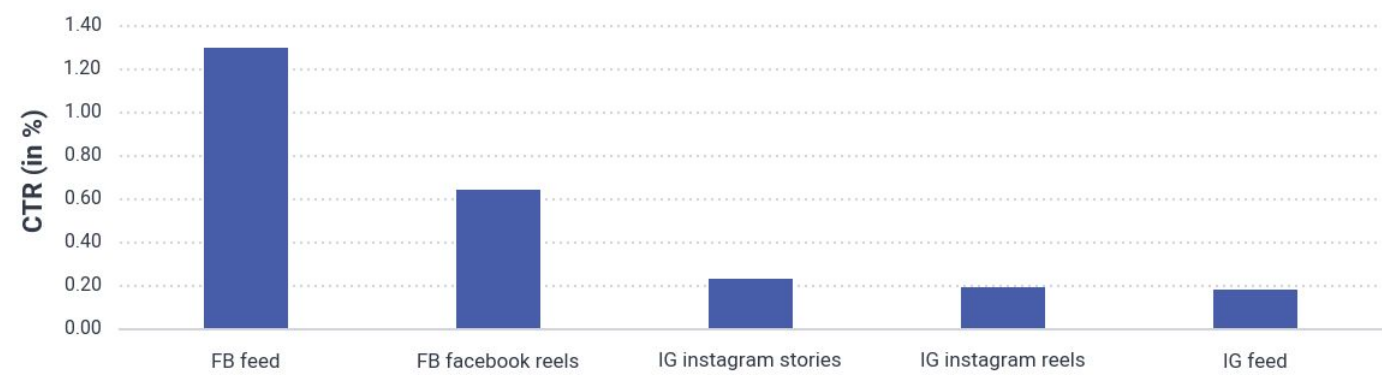
Sample: beauty Ad Accounts Benchmark

Source: Emplifi data



CTR by Placement – TOP 5 by Relative Spend

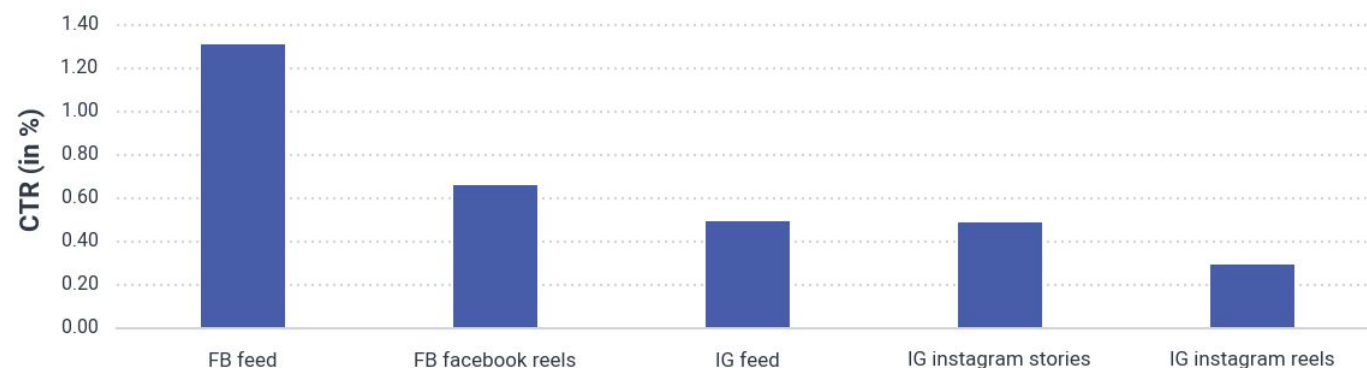
Within Latin America, the highest CTR is seen on FB feed, followed by FB facebook reels, and IG instagram stories. FB feed gets CTR of 1.3% compared to FB facebook reels, which gets 0.64%.



Date range: October 01, 2025 - December 31, 2025
Sample: Latin America Ad Accounts Benchmark
Source: Emplifi data



CTR by Placement – TOP 5 by Relative Spend



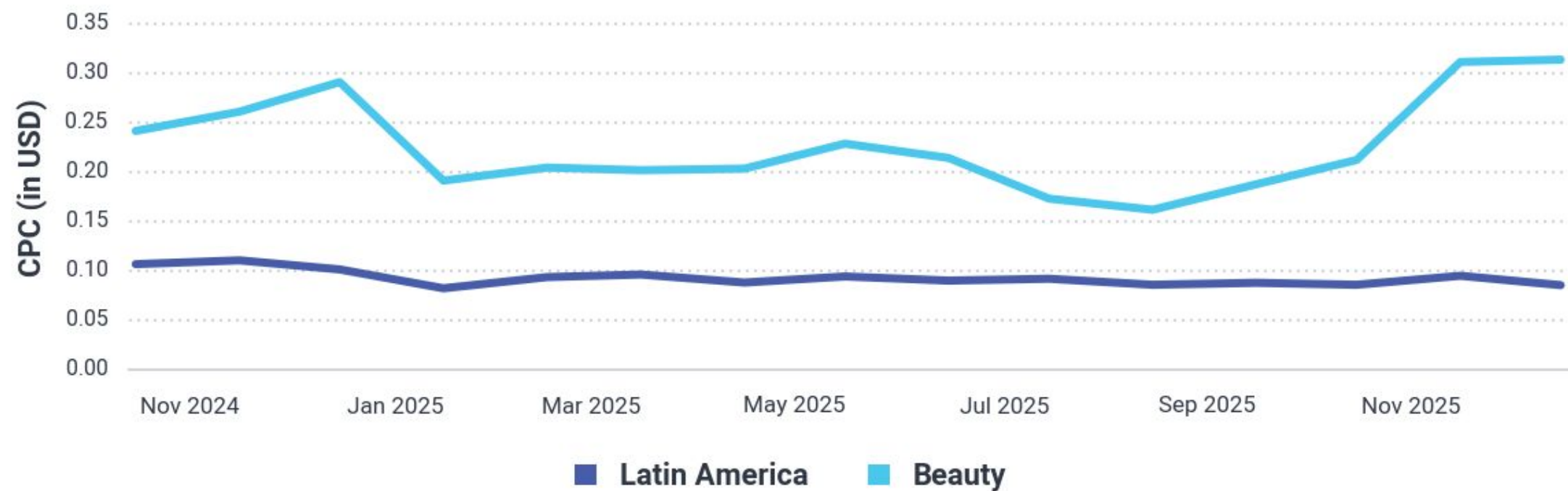
Within beauty, the highest CTR is seen on FB feed, followed by FB facebook reels, and IG feed. FB feed gets CTR of 1.31% compared to FB facebook reels, which gets 0.66%.

Date range: October 01, 2025 - December 31, 2025

Sample: beauty Ad Accounts Benchmark

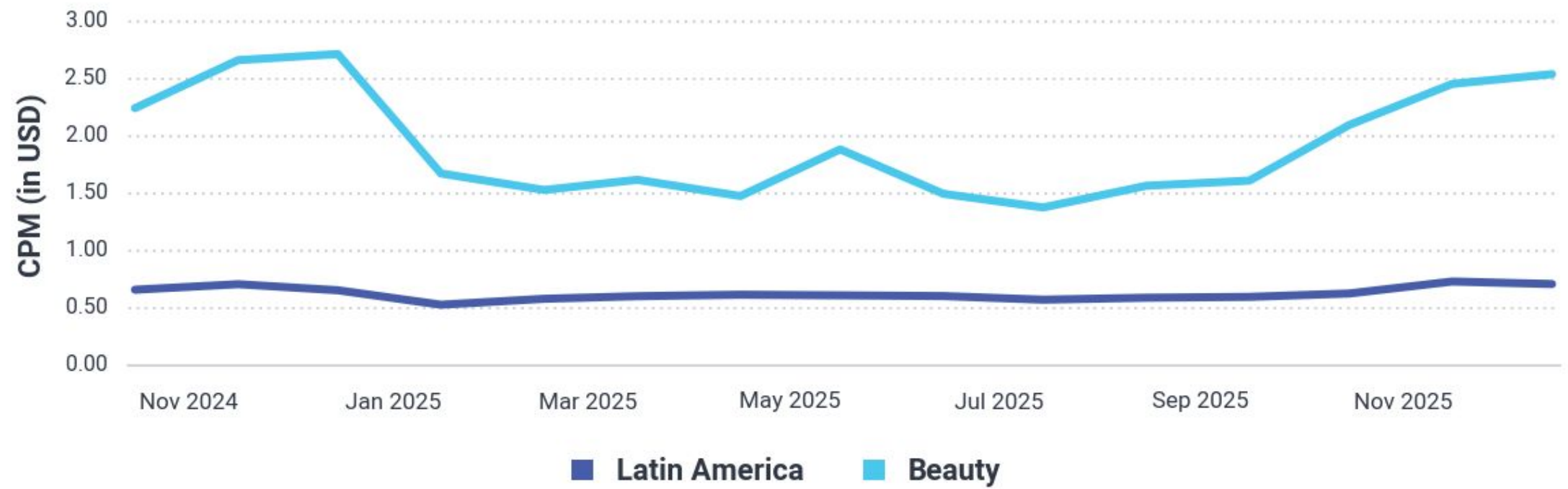
Source: Emplifi data

Cost per Click (CPC)



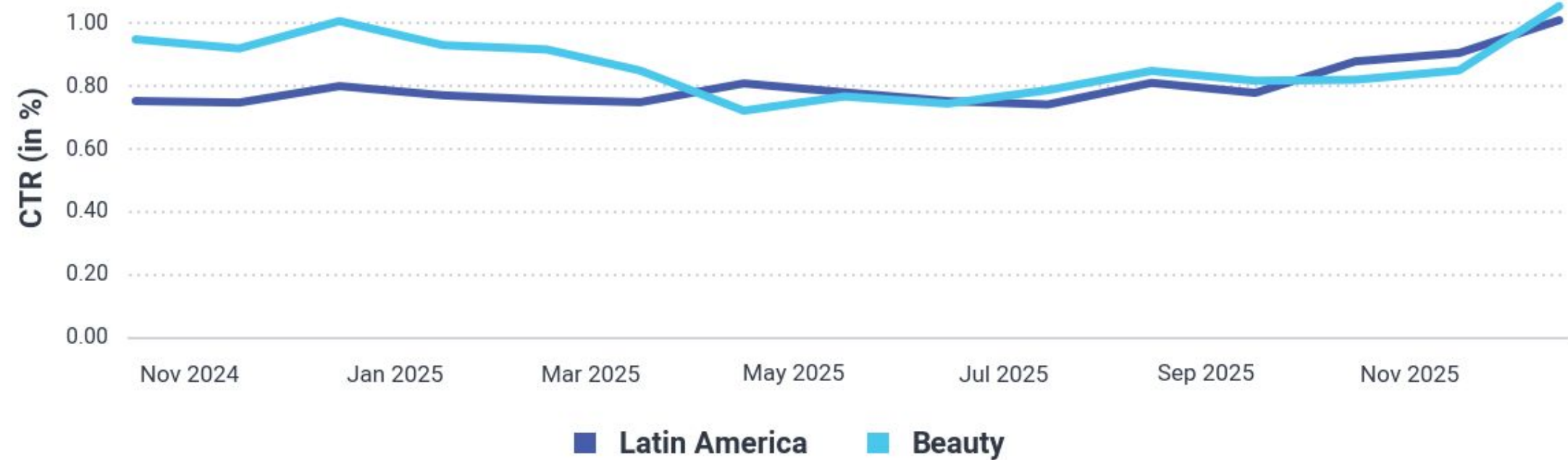
Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Cost per Mille (CPM)



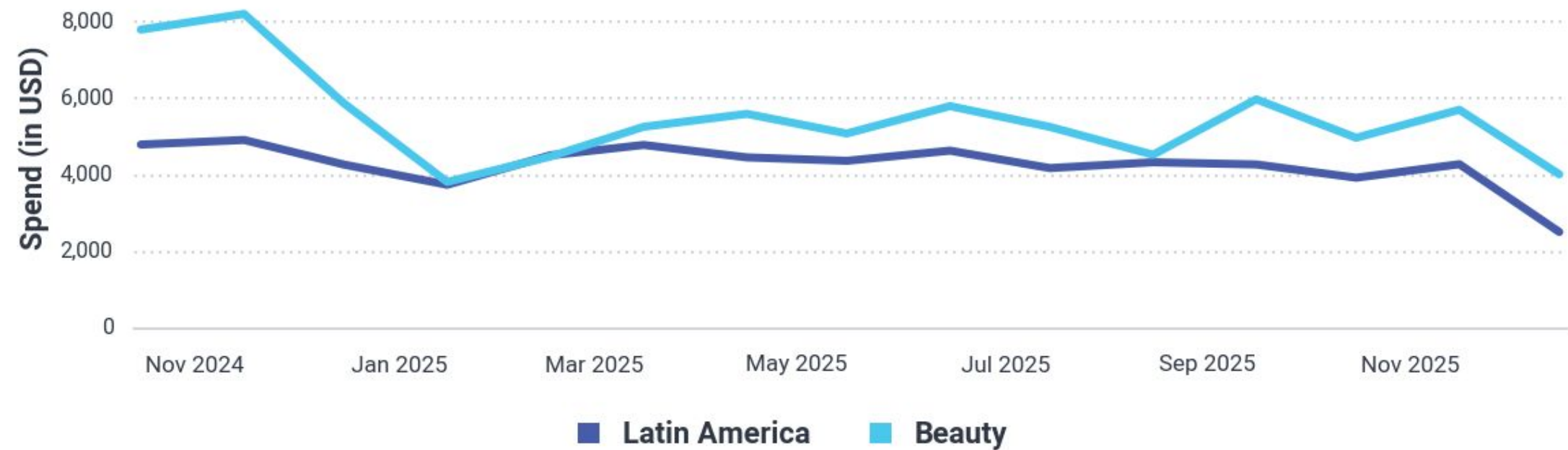
Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Click Through Rate (CTR)



Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Spend (USD)



Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data



Methodology & Glossary

The quarterly industry reports reflect the state of Emplifi's database at the beginning of the following quarter to the quarter analysed in the reports. The data is pulled only once and is not updated between releases.

The minimum threshold for the report to be generated is 50 profiles on Instagram and 50 pages on Facebook, for the given region and category combination. When the combination for a specific slide does not meet the threshold, if possible, data for a broader area is provided instead.

Note: *Additional thresholds may be applied for specific slides:*

- Total interactions distribution at a minimum of 300
- Internal ads-benchmarks at a minimum 200 active benchmarks from a region/industry

Methodology & Glossary

Reactions:

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook. Facebook doesn't provide number of Care reactions, therefore Care reactions are included in the Like reactions count.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median post interactions in time:

The middle page when ranking Pages (Profiles) by median monthly post interaction. Median post by interactions is the page's middle post published in given month ranked by interactions.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

SOCIAL MEDIA LANDSCAPE

Audience size:

Median of pages Fans (Followers) count at the end of the quarter.

Posts:

Median of total posts published in the quarter, aggregated on Page level.

Interactions:

Median of total page interactions (on the posts published in the quarter), aggregated on Page level.

ADS

Organic means not promoted (not paid to be shown in the feed). We use Emplifi' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

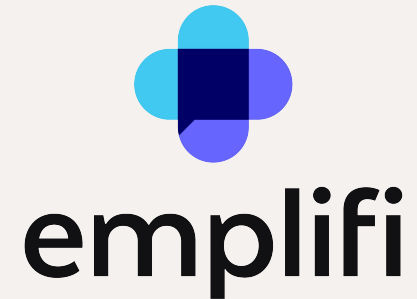
CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

Methodology & Glossary



Countries included in the report:

Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bolivia, Brazil, British Virgin Islands, Caribbean Netherlands, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthélemy, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Vincent and the Grenadines, Sint Maarten, Suriname, Trinidad and Tobago, Turks and Caicos Islands, U.S. Virgin Islands, Uruguay, Venezuela



Extended glossary available on docs.emplifi.io. All data (unless specified differently) is first normalized on Profile/Page/Channel level.