



QUARTERLY INDUSTRY BENCHMARKS

Fashion 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 Fashion customers saw:



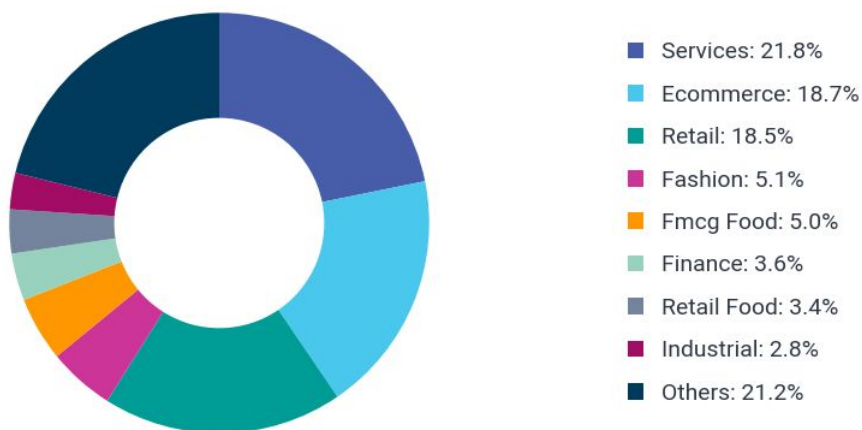
Date range: October 01, 2025 - December 31, 2025

Sample: Fashion UGC Accounts Benchmark

Source: Emplifi data

Organic: Facebook & Instagram





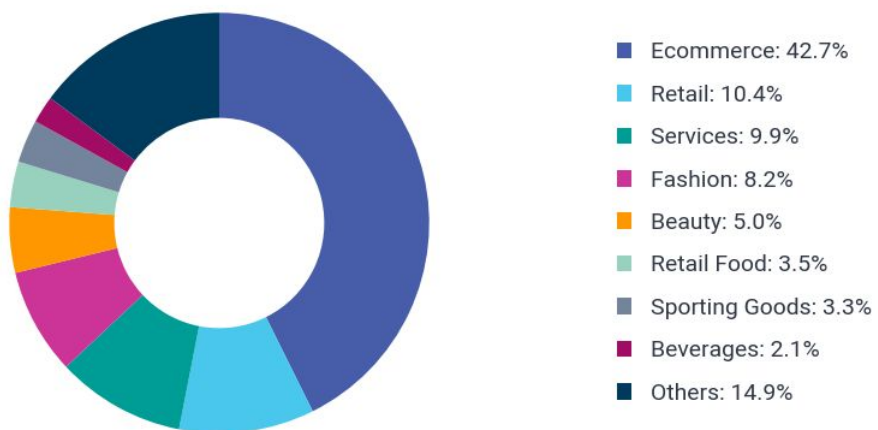
Facebook: brands Pages Interaction Distribution

Fashion category has the 4th highest number of interactions of Brands pages on Facebook in Latin America.

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

Sample: Facebook brands Pages in Latin America

Source: Emplifi data



Instagram: brands Profiles Interaction Distribution

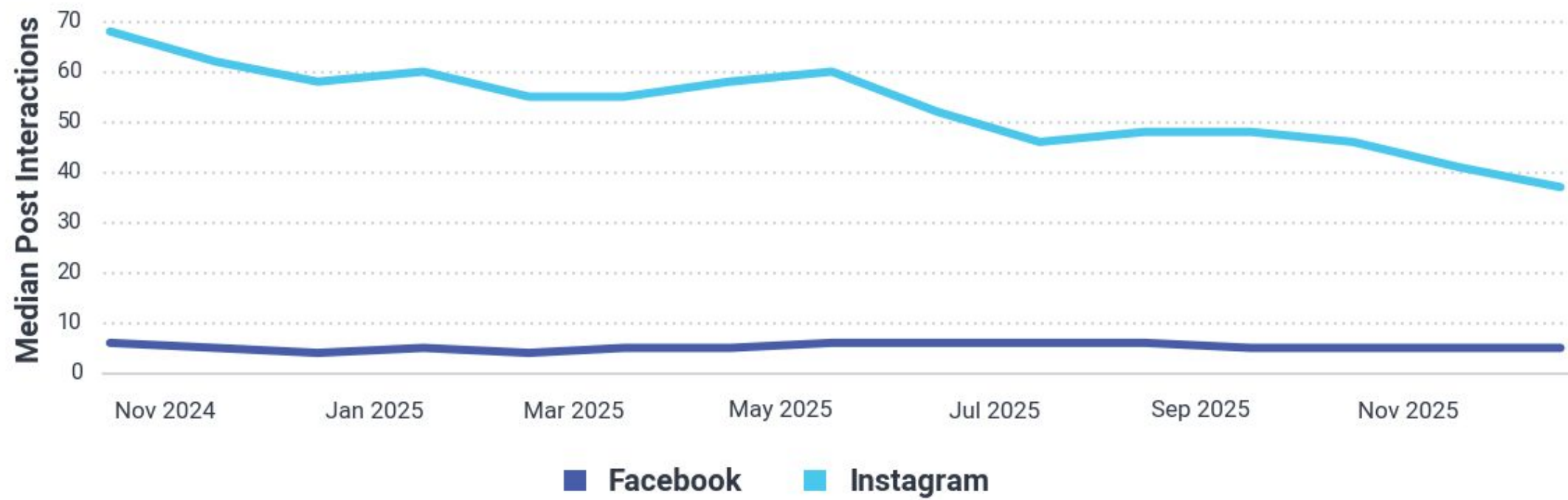
Fashion category has the 4th highest number of interactions of Brands profiles on Instagram in Latin America.

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

Sample: Instagram brands Profiles in Latin America

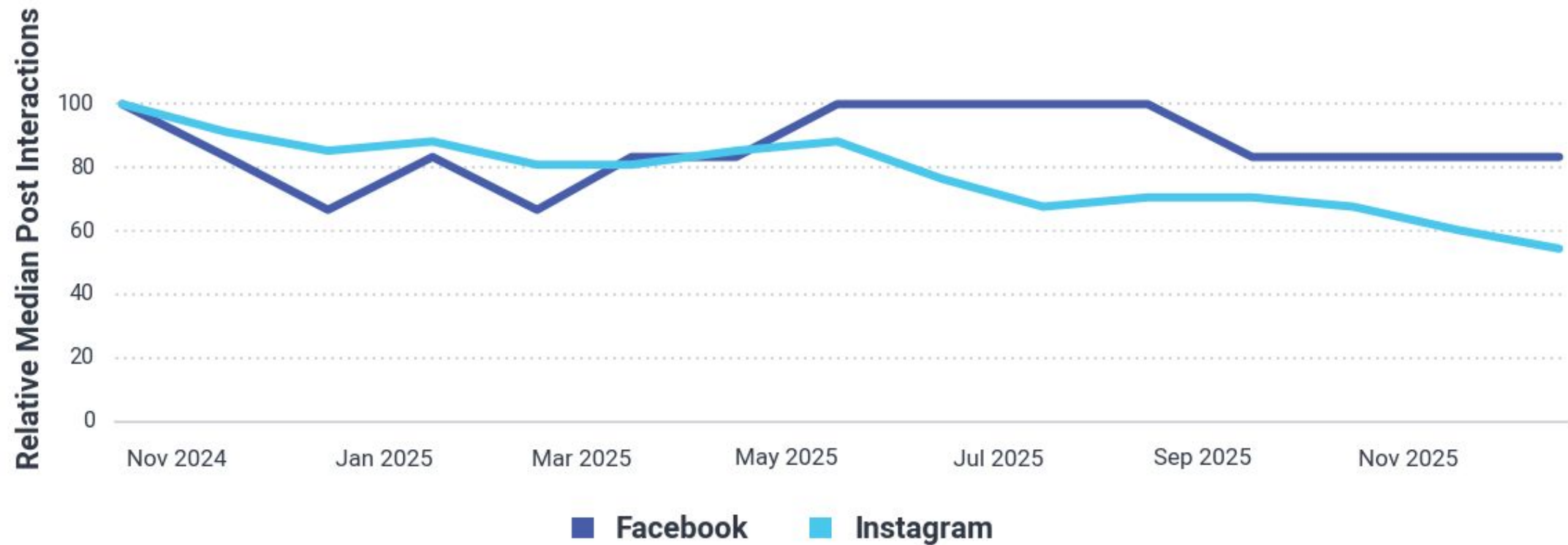
Source: Emplifi data

Median Post Interactions



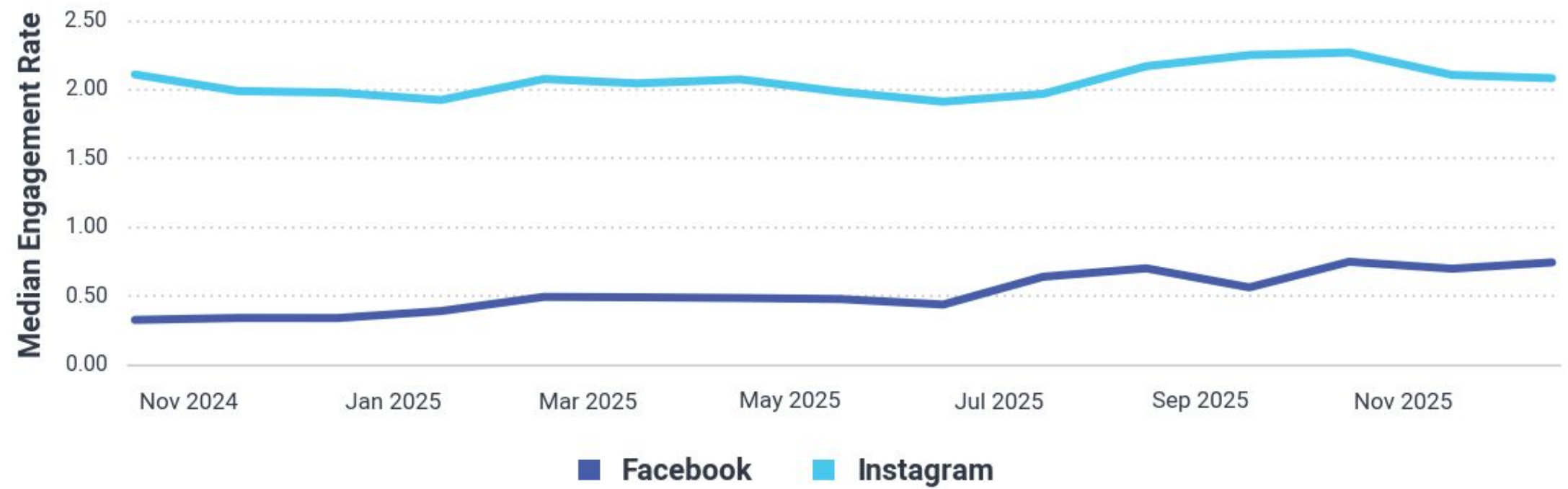
Date range: October 01, 2024 - December 31, 2025
Sample: 2,347 Facebook and 1,696 Instagram Fashion Profiles in Latin America
Source: Emplifi data

Relative Median Post Interactions



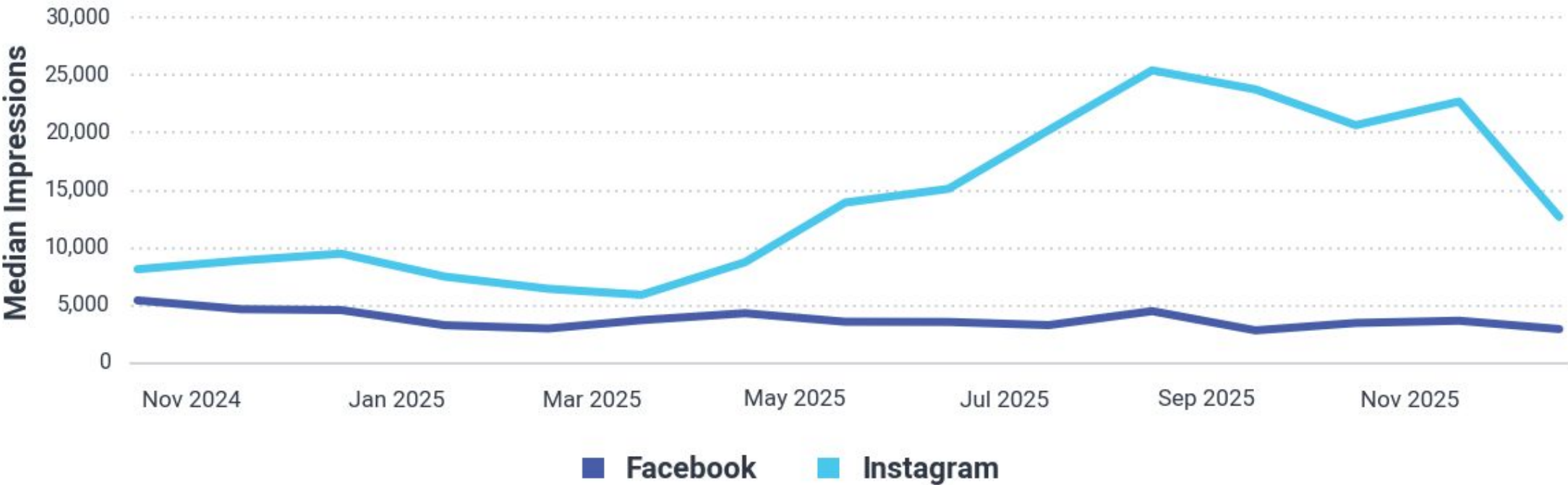
Date range: October 01, 2024 - December 31, 2025
Sample: 2,347 Facebook and 1,696 Instagram Fashion Profiles in Latin America
Source: Emplifi data

Median Post Engagement Rate

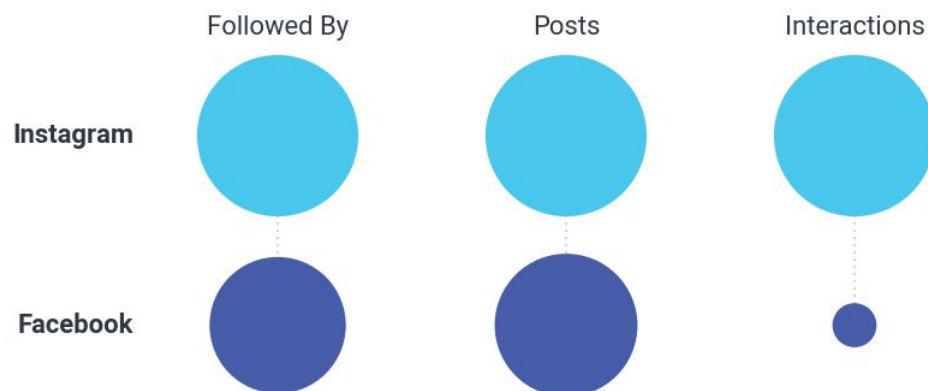


Date range: October 01, 2024 - December 31, 2025
Sample: 2,347 Facebook and 1,696 Instagram Fashion Profiles in Latin America
Source: Emplifi data

Median Post Impressions



Date range: October 01, 2024 - December 31, 2025
Sample: 2,347 Facebook and 1,696 Instagram Fashion Profiles in Latin America
Source: Emplifi data



Social Media Landscape

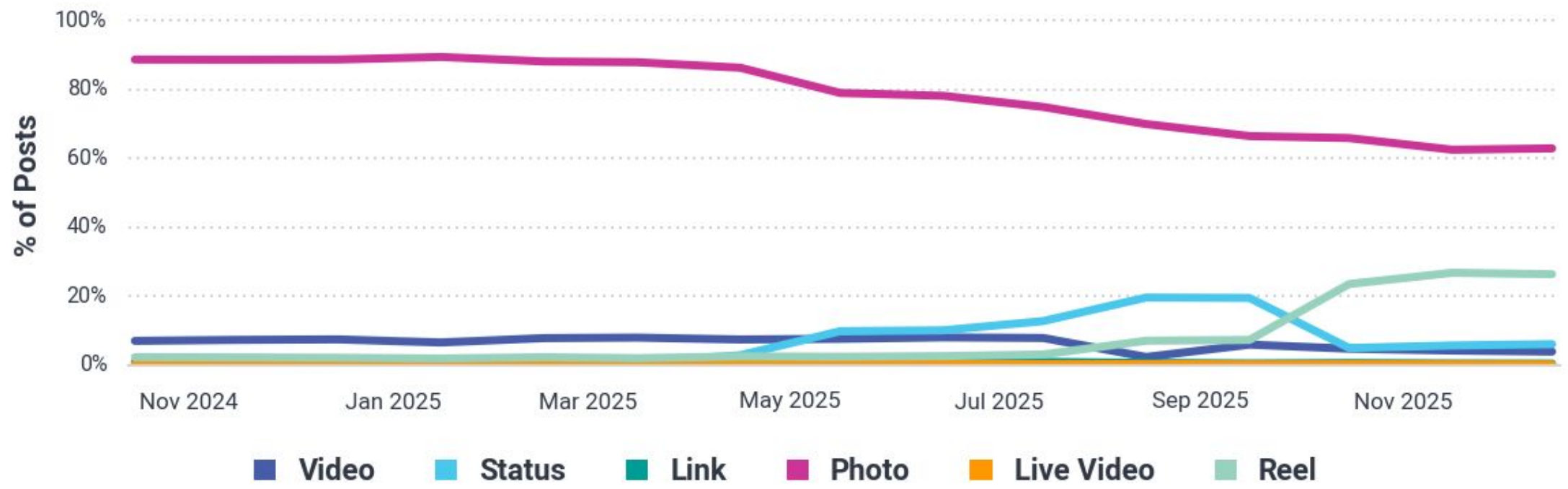
When it comes to audience size in Latin America, the median number of followers for Instagram accounts in Fashion is higher than the number of fans for Facebook accounts. Activity Volume on Instagram is higher than on Facebook and User Engagement on Instagram higher than on Facebook. This suggests that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

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

Sample: 1,973 Facebook and 1,526 Instagram Fashion Profiles in Latin America

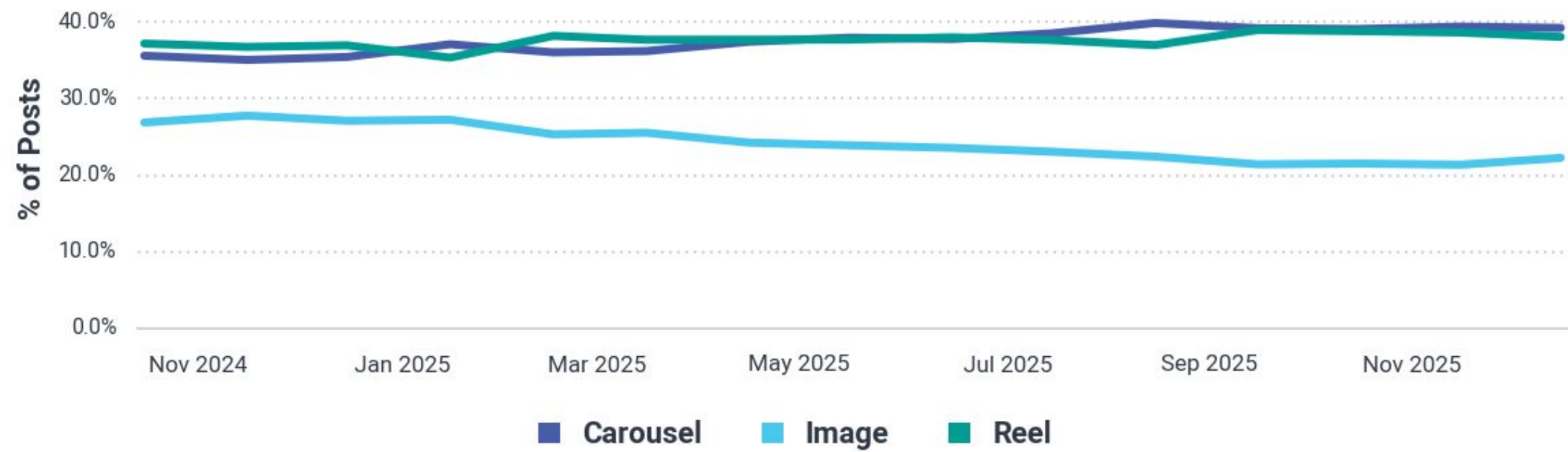
Source: Emplifi data

Facebook: Post Type Distribution



Date range: October 01, 2024 - December 31, 2025
Sample: 2,347 Facebook fashion Pages in Latin America
Source: Emplifi data

Instagram: Post Type Distribution

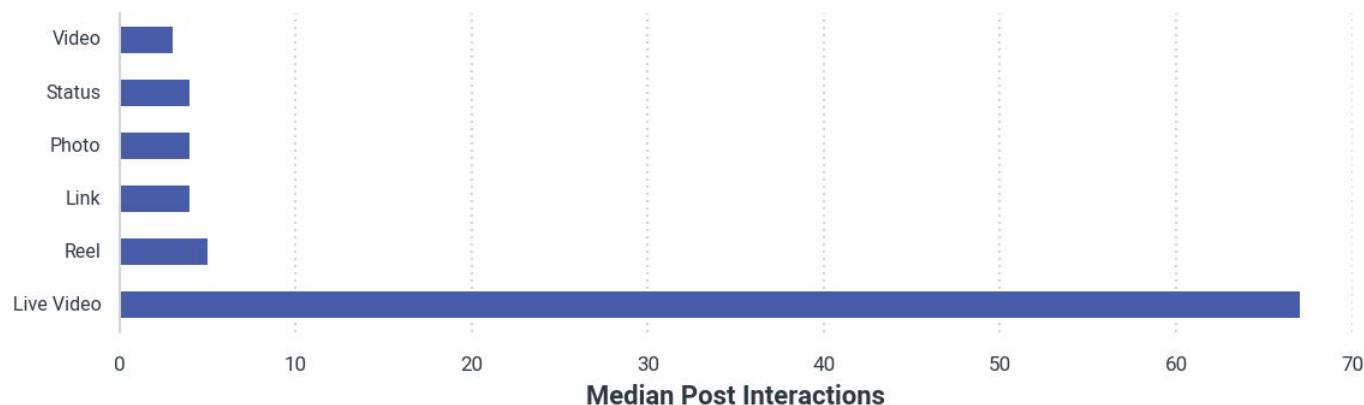


Date range: October 01, 2024 - December 31, 2025
Sample: 1,696 Instagram fashion Profiles in Latin America
Source: Emplifi data



Facebook: Organic Post Type Performance

In terms of organic performance on Facebook in Latin America, Live Video performs the best with 67 median post interactions, which is 62 more than the 2nd highest post type, Reel.



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

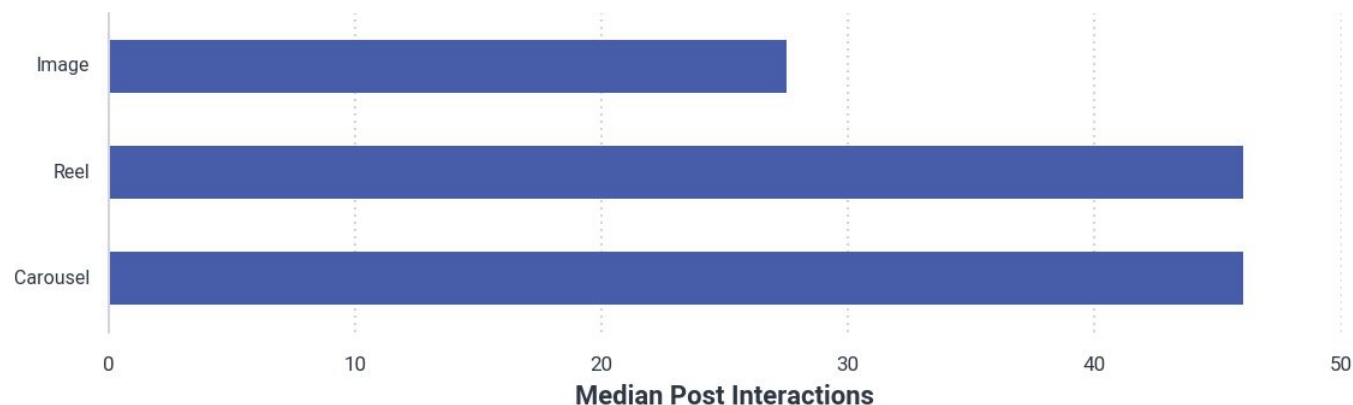
Sample: 1,972 Facebook fashion Pages in Latin America

Source: Emplifi data



Instagram: Organic Post Type Performance

In terms of organic performance on Instagram in Latin America, Carousel and Reel perform well, with 46 median post interactions for Carousel and with 46 median post interactions for Reel.



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

Sample: 1,526 Instagram fashion Profiles in Latin America

Source: Emplifi data



Rank		Name	Fans	Posts	Interactions
1		Victoria's Secret /victoriasecretmexico	nan	159	1,272,576
2		NOIR Magazine /noirmagazinemx	67,855	323	764,824
3		Via Marte /viamarte	3,398,692	99	613,302
4		Flexi /flexi	nan	98	517,003
5		Consciência Jeans /conscienciajeans	311,541	175	507,477
6		Máscara De Látex /mascaradelatex	2,535,820	151	438,721
7		Capa de Ozono /capadeozono	515,128	44	404,891
8		Pit Bull Jeans /pitbulljeansoficial	11,595,843	180	324,386
9		CONVERSE /converse.mx	nan	313	244,278
10		Vertiche /verticheoficial	1,943,709	325	230,642

Facebook: Top Performing Pages

For Fashion in Latin America, the top performing page on Facebook is Victoria's Secret, with 1,272,576 interactions on 159 posts. Other pages performing well include NOIR Magazine and Via Marte.

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

Sample: Facebook fashion Pages in Latin America

Source: Emplifi data



Rank		Name	Followers	Posts	Interactions
1		MATTELSA /mattelsa	2,447,994	201	3,601,113
2		Nerd Universe /nerduniverseshop	719,975	132	3,355,353
3		Havaianas /havaianas	4,633,130	100	2,718,126
4		Calvin Klein Brasil /calvinkleinbrasil	1,067,867	97	2,714,008
5		Sandalias Ipanema /sandaliasipanema	1,250,845	68	1,566,739
6		PINK ROSE  Ropa y... /pinkrosetk	4,269,721	169	1,055,616
7		ATR All Terrain Br... /allterrainoficial	720,780	271	965,663
8		SARKANY /ricksarkany	1,846,738	109	770,617
9		Rie Simona Joyas de ... /riesimona	582,512	319	769,029
10		New Era Cap México /neweramx	979,126	113	539,874

Instagram: Top Performing Profiles

For Fashion in Latin America, the top performing profile on Instagram is MATTELSA, which has 2,447,994 followers and generated 3,601,113 interactions on 201 posts. Other profiles performing well include Nerd Universe and Havaianas.

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

Sample: Instagram fashion Profiles in Latin America

Source: Emplifi data

Facebook: Top Posts



NOIR. NOIR Magazine /noirmagazinemx	Sorella Sorella Accesorios /sorellaccesorios	Calvin Klein Calvin Klein /calvinkleinbrasil
1 Motherquake. @belindapop y @alexconsani se encuentran en la exhibición@swarovski Masters of Light Ho... . Interactions336,821	2 Miss Universe @fatimaboschfdz Interactions222,040	3 Para qual andar você foi?Jung Kook arrasa no elevador. De couro com detalhes e jeans marcante. Interactions190,130

What are the posts in fashion that created the most engagement on Facebook in Latin America in the last quarter? Calvin Klein, NOIR Magazine and Sorella Accesorios managed to skyrocket their Facebook performance, with the top post generating 336,821 interactions.

Date range: October 01, 2025 - December 31, 2025
Sample: 1,973 Facebook fashion Pages in Latin America
Source: Emplifi data

Instagram: Top Posts



What are the posts in fashion that created the most engagement on Instagram in Latin America in the last quarter? Calvin Klein Brasil, Nerd Universe and Sandalias Ipanema managed to skyrocket their Instagram performance, with the top post generating 1,046,263 interactions.

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Sample: 1,526 Instagram fashion Profiles in Latin America
Source: Emplifi data

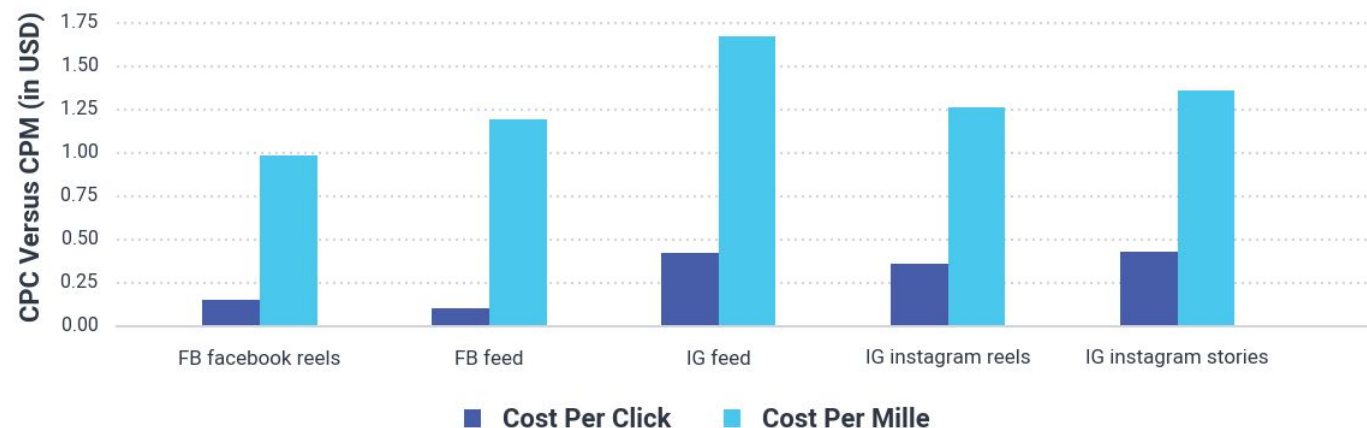
Ads: Facebook & Instagram





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 fashion, the lowest CPC are on FB feed, FB facebook reels, and IG instagram reels while the lowest CPM are on FB facebook reels, IG instagram reels, and FB feed.



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

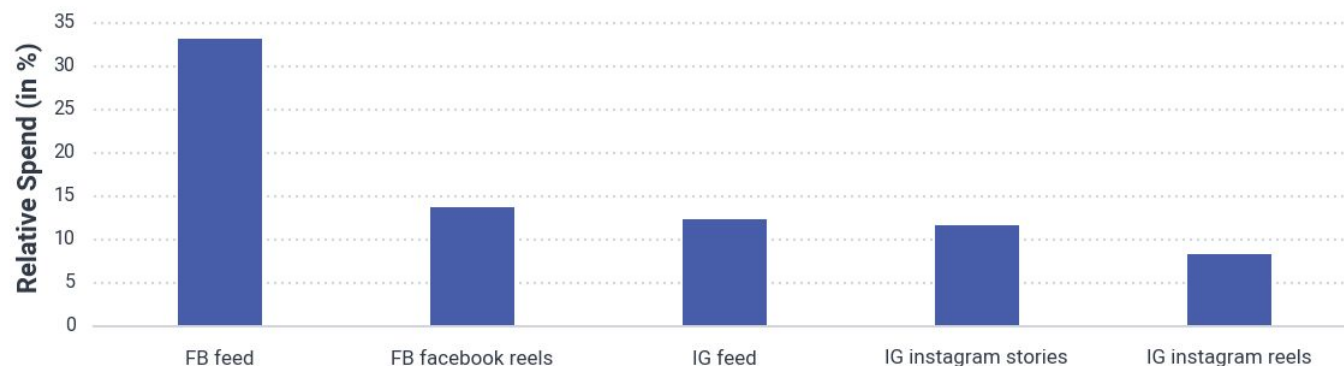
Sample: fashion Ad Accounts Benchmark

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.

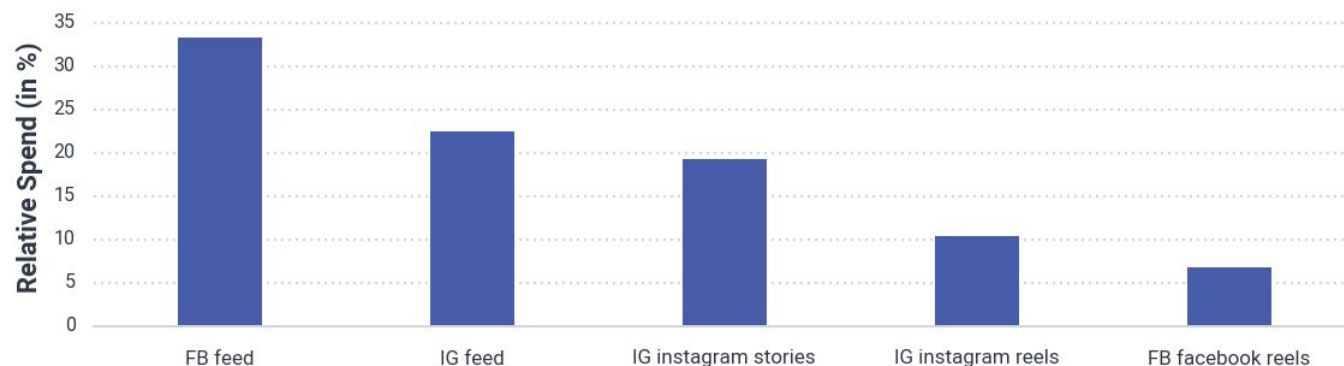


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Sample: Latin America Ad Accounts Benchmark
Source: Emplifi data



Relative Spend by Placement – TOP 5

Looking closer at fashion, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 10.94 p.p. higher than spending on IG feed.



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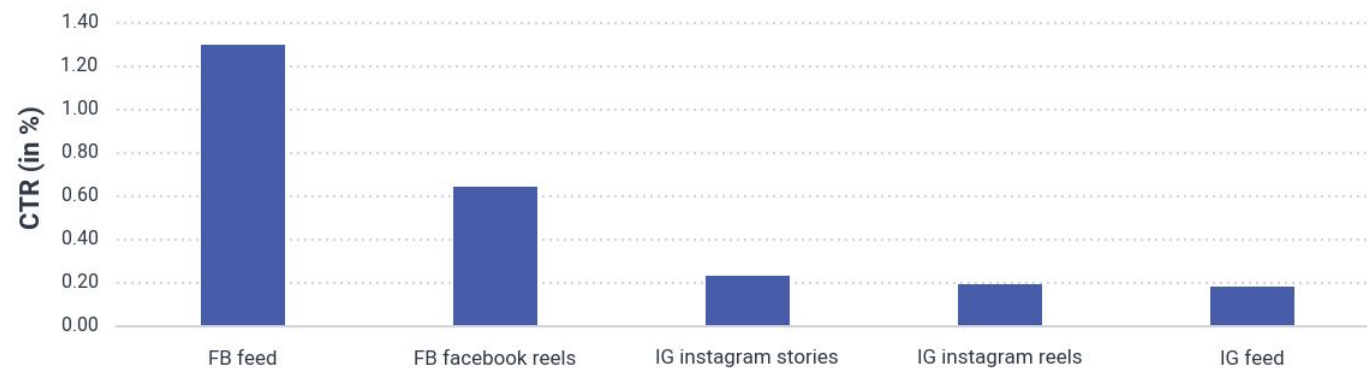
Sample: fashion Ad Accounts Benchmark

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%.



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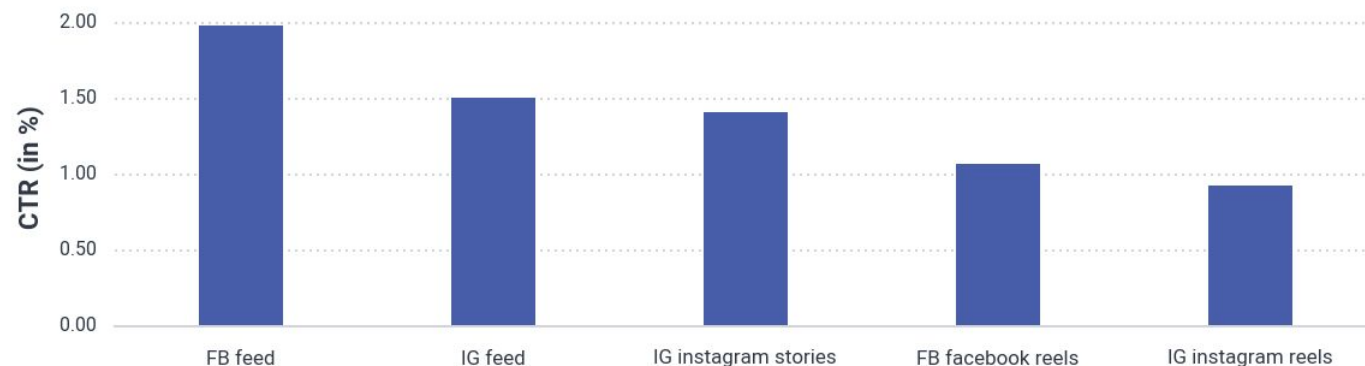
Sample: Latin America Ad Accounts Benchmark

Source: Emplifi data



CTR by Placement – TOP 5 by Relative Spend

Within fashion, the highest CTR is seen on FB feed, followed by IG feed, and IG instagram stories. FB feed gets CTR of 1.98% compared to IG feed, which gets 1.5%.

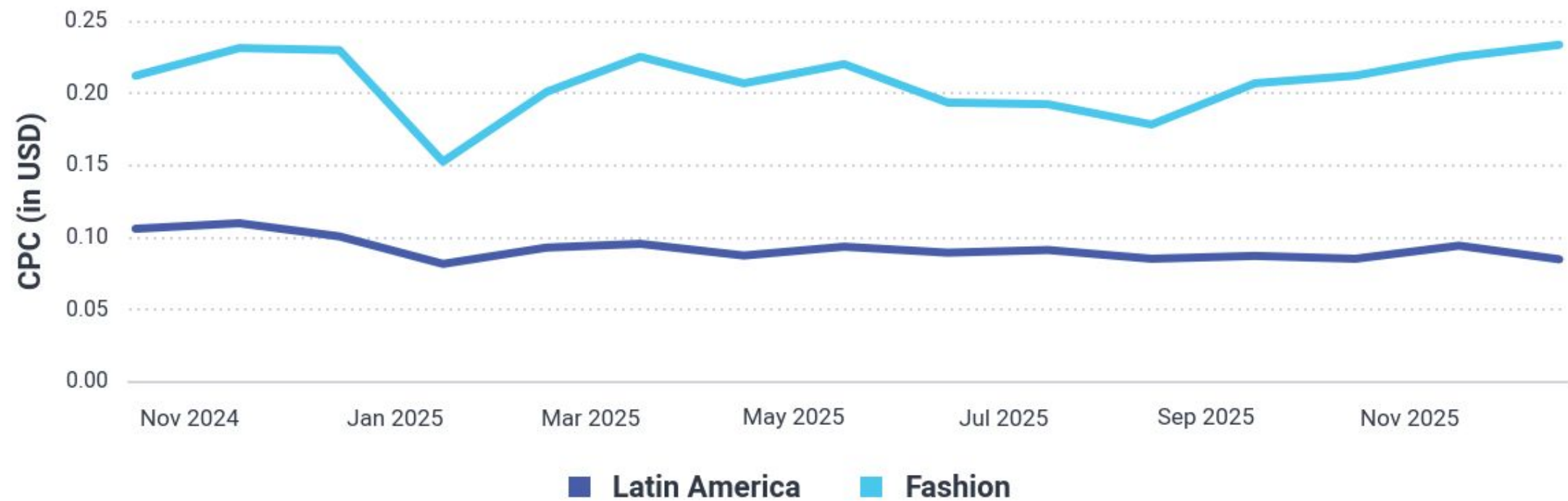


Date range: October 01, 2025 - December 31, 2025

Sample: fashion Ad Accounts Benchmark

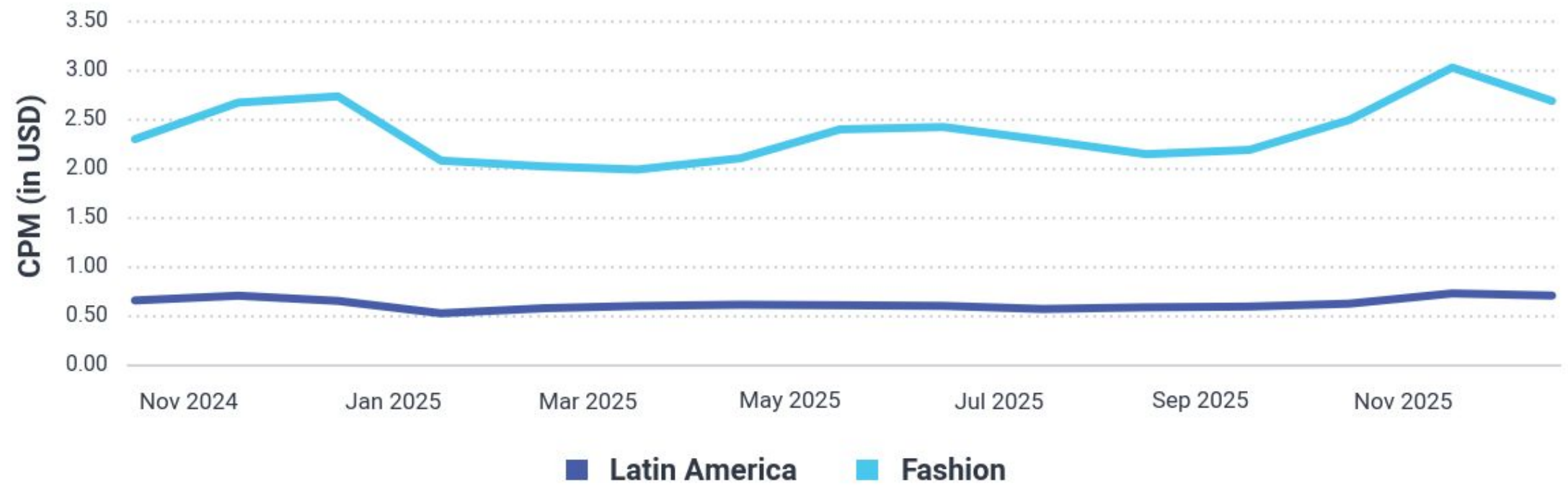
Source: Emplifi data

Cost per Click (CPC)



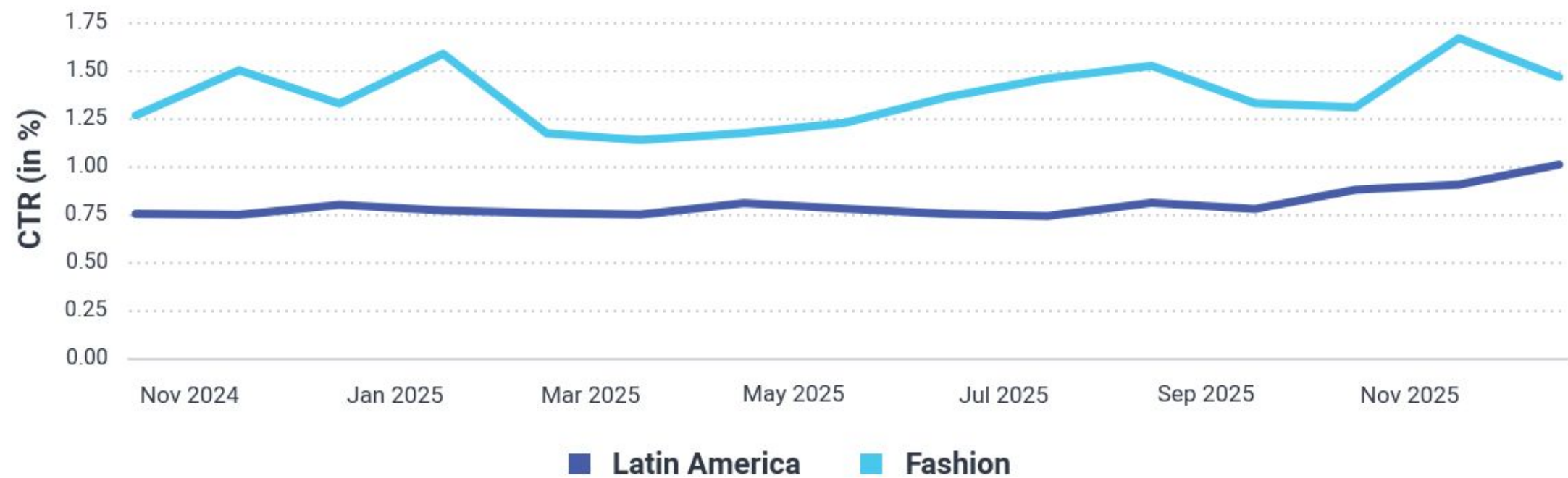
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Sample: Ad Accounts Benchmark
Source: Emplifi data

Cost per Mille (CPM)



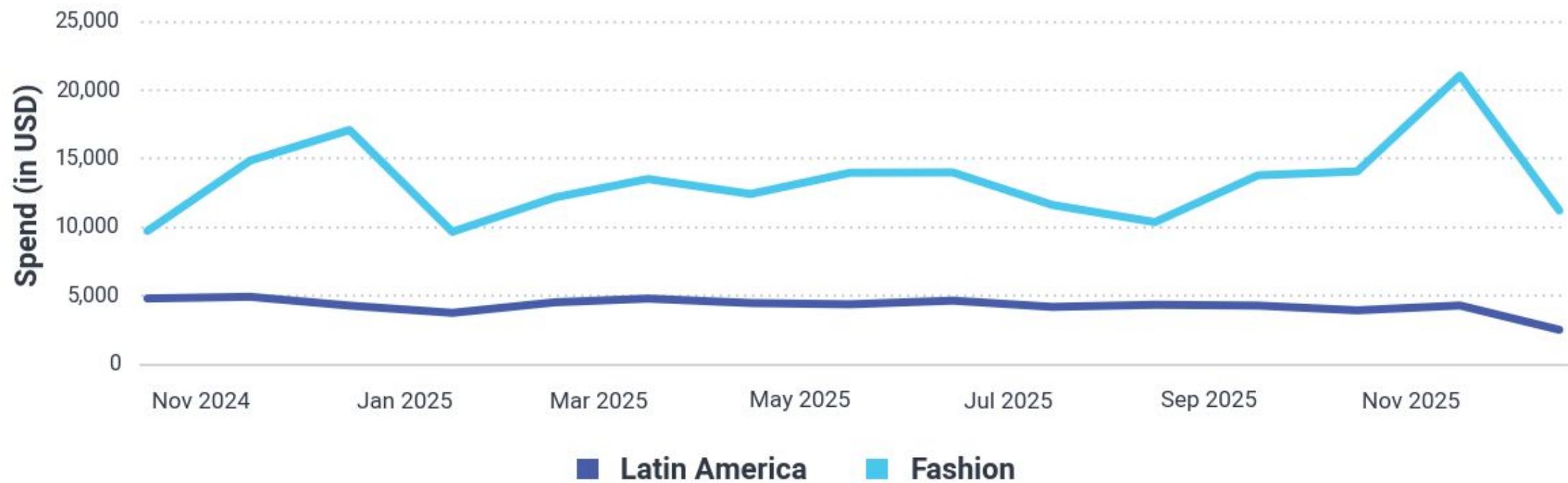
Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

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:

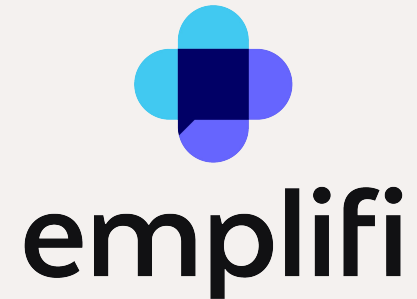
CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

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.