



QUARTERLY INDUSTRY BENCHMARKS

FMCG Food 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/>



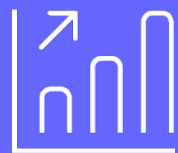
User-Generated Content





What's Achievable with UGC?

Our Brands customers saw:



4.27x

Increase in
Conversion



3.83x

Increase in Website
Visits



1.1x

Increase in Average
Order Value

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

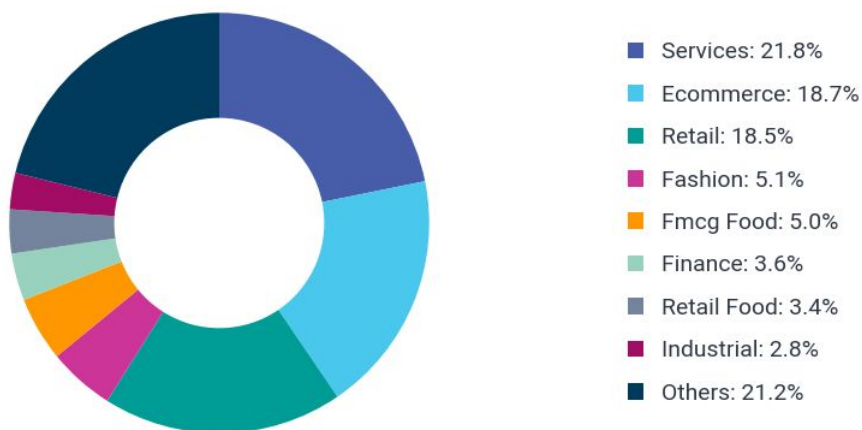
Sample: Brands UGC Accounts Benchmark

Source: Emplifi data

© Emplifi, Inc. All Rights Reserved.

Organic: Facebook & Instagram





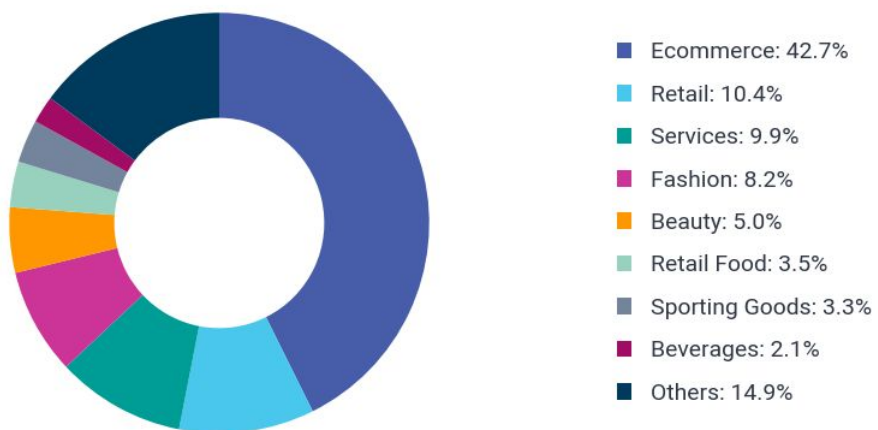
Facebook: brands Pages Interaction Distribution

Fmcg Food category has the 5th 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

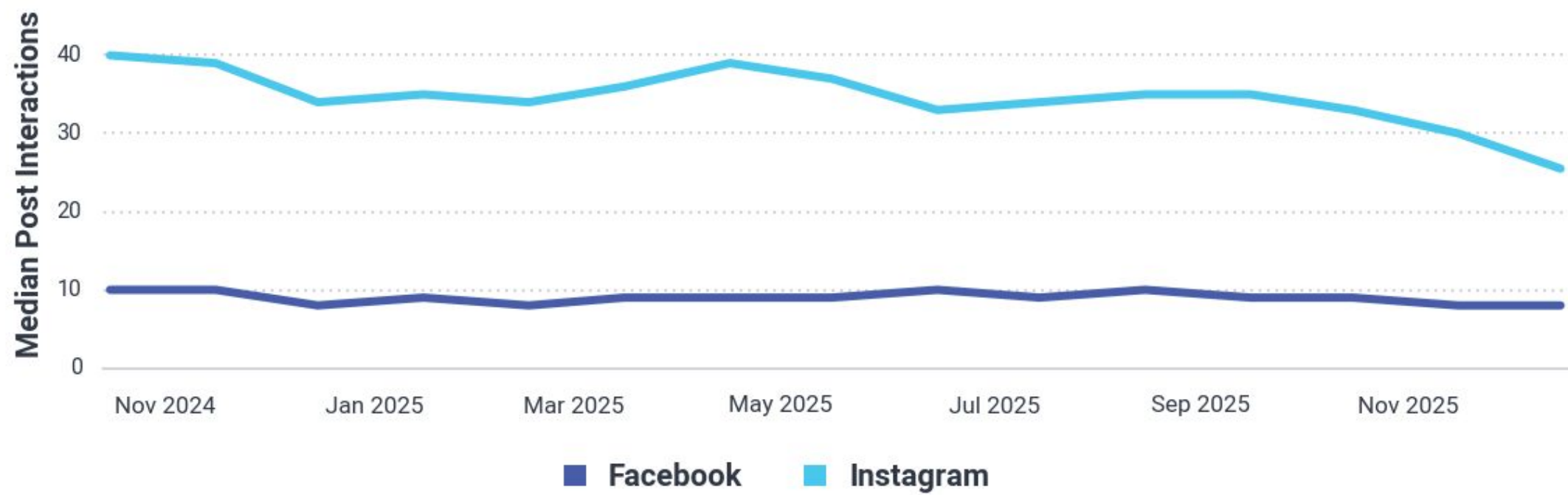
In Latin America, FMCG Food category shares 1.6% of the total interactions of Brands profiles on Instagram.

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

Sample: Instagram brands Profiles in Latin America

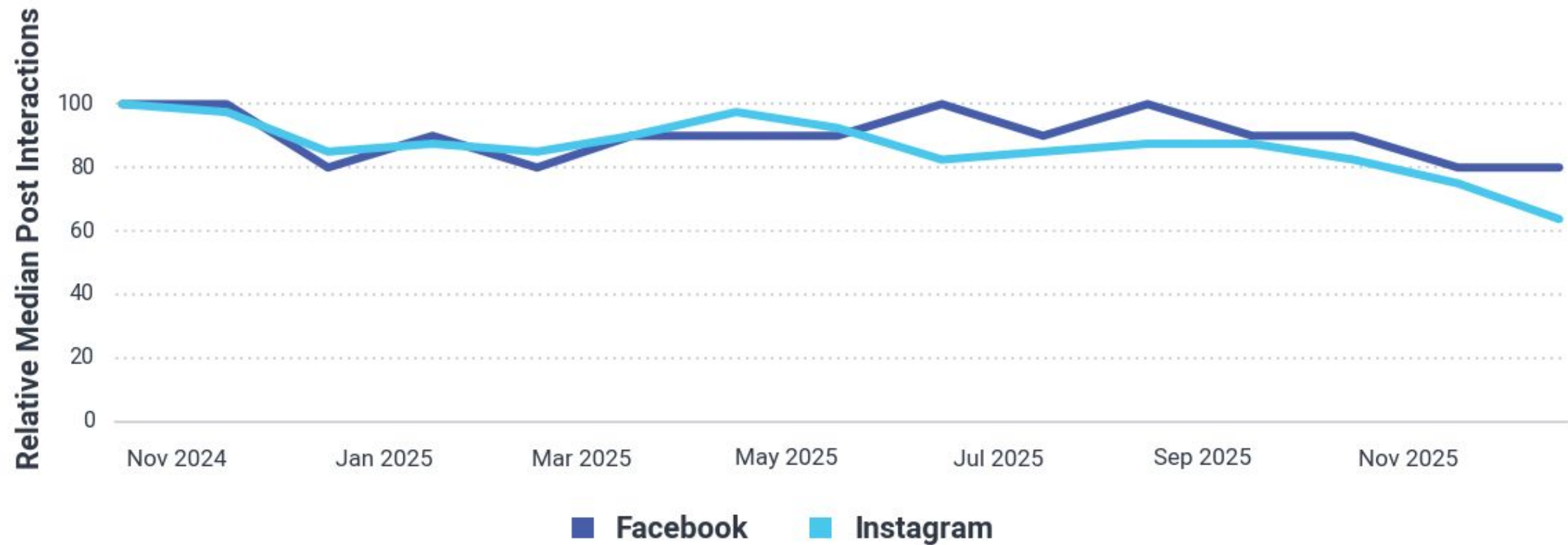
Source: Emplifi data

Median Post Interactions



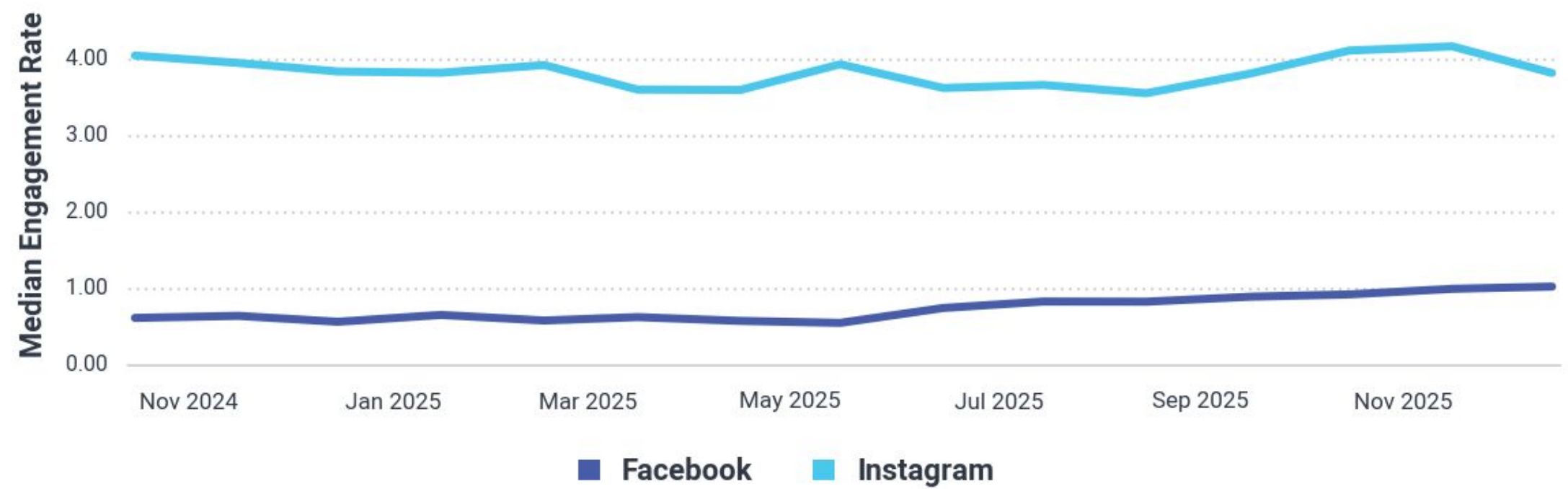
Date range: October 01, 2024 - December 31, 2025
Sample: 2,405 Facebook and 1,201 Instagram FMCG Food Profiles in Latin America
Source: Emplifi data

Relative Median Post Interactions



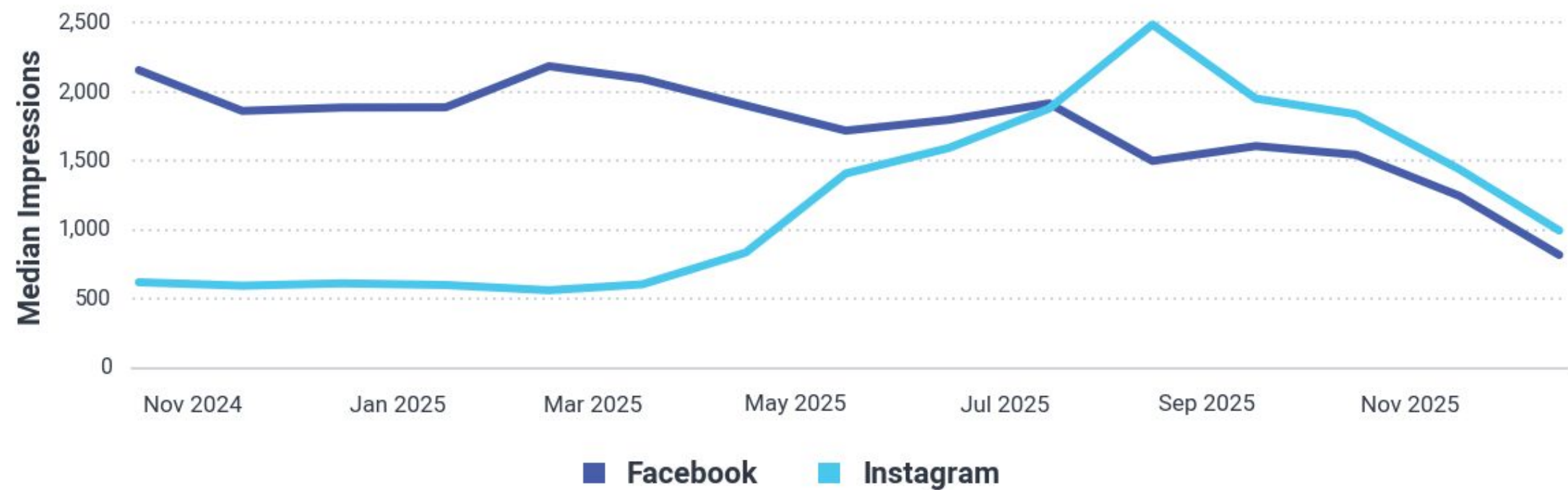
Date range: October 01, 2024 - December 31, 2025
Sample: 2,405 Facebook and 1,201 Instagram FMCG Food Profiles in Latin America
Source: Emplifi data

Median Post Engagement Rate

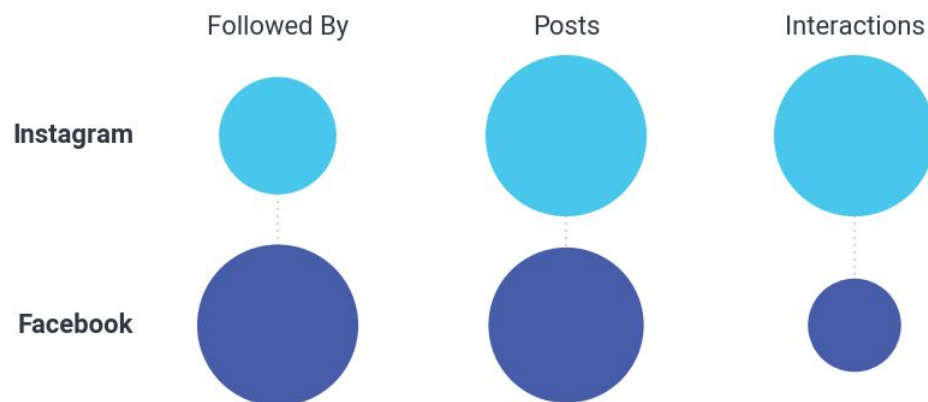


Date range: October 01, 2024 - December 31, 2025
Sample: 2,405 Facebook and 1,201 Instagram FMCG Food Profiles in Latin America
Source: Emplifi data

Median Post Impressions



Date range: October 01, 2024 - December 31, 2025
Sample: 2,405 Facebook and 1,201 Instagram FMCG Food Profiles in Latin America
Source: Emplifi data



Social Media Landscape

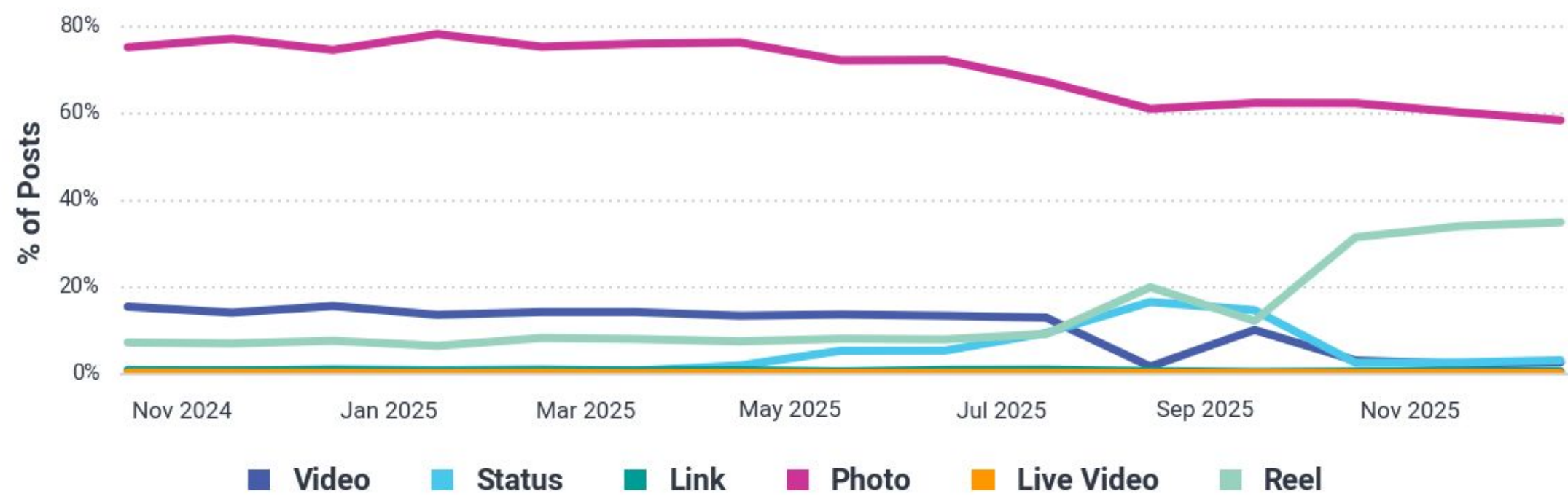
When it comes to audience size in Latin America, the median number of followers for Instagram accounts in FMCG Food is lower than the number of fans for Facebook accounts. Activity Volume on Instagram is almost the same as on Facebook and User Engagement on Instagram higher than on Facebook.

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

Sample: 2,057 Facebook and 1,066 Instagram FMCG Food Profiles in Latin America

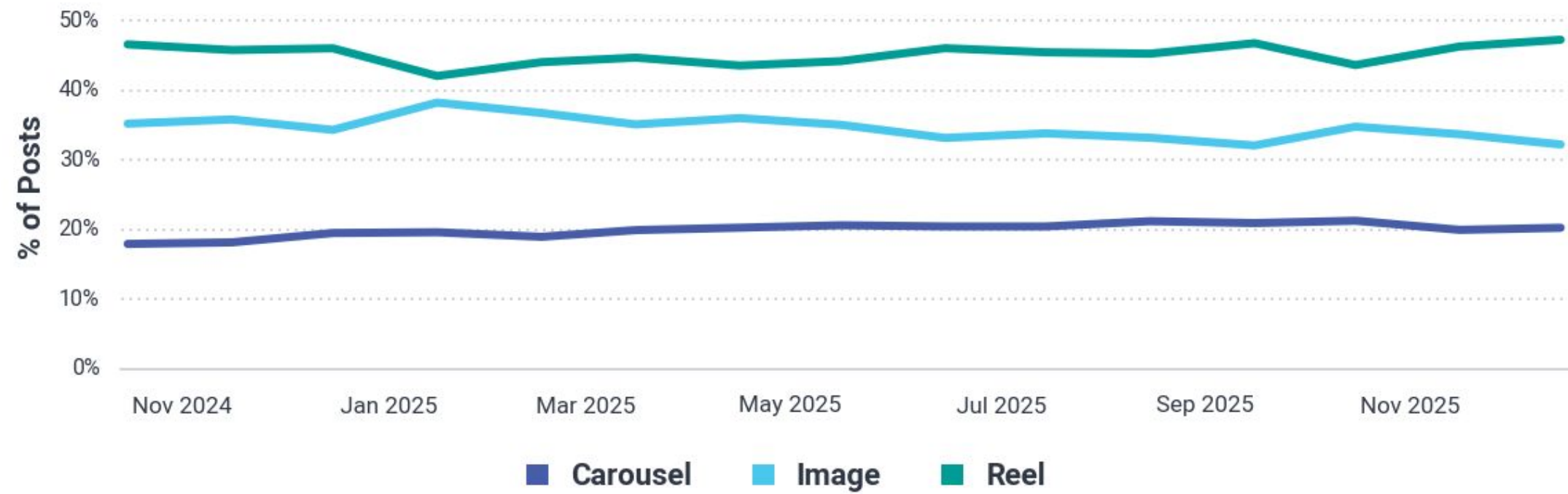
Source: Emplifi data

Facebook: Post Type Distribution



Date range: October 01, 2024 - December 31, 2025
Sample: 2,405 Facebook fmcg food Pages in Latin America
Source: Emplifi data

Instagram: Post Type Distribution

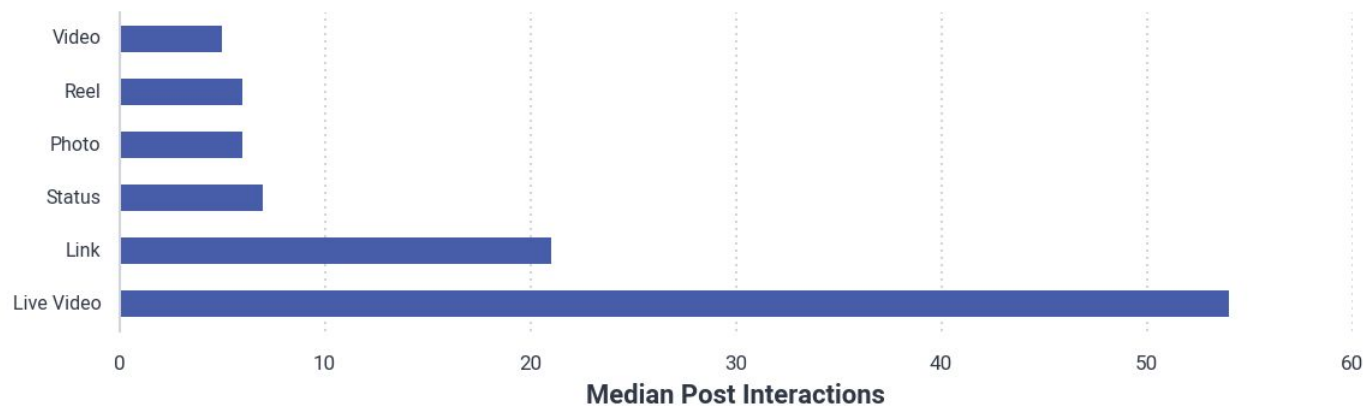


Date range: October 01, 2024 - December 31, 2025
Sample: 1,201 Instagram fmcg food Profiles in Latin America
Source: Emplifi data



Facebook: Organic Post Type Performance

In terms of organic performance on Facebook in Latin America, Live Video performs the best with 54 median post interactions, which is 33 more than the 2nd highest post type, Link.



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

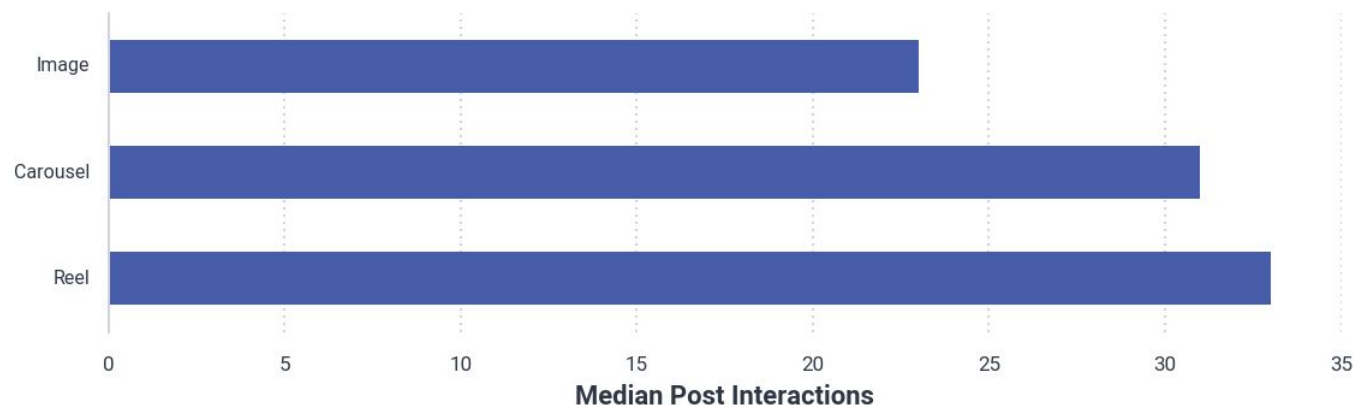
Sample: 2,050 Facebook fmcg food Pages in Latin America

Source: Emplifi data



Instagram: Organic Post Type Performance

In terms of organic performance on Instagram in Latin America, Reel and Carousel perform well, with 33 median post interactions for Reel and with 31 median post interactions for Carousel.



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

Sample: 1,066 Instagram fmcg food Profiles in Latin America

Source: Emplifi data



Rank		Name	Fans	Posts	Interactions
1		Carnes Ramos /carnesramos	672,293	89	550,137
2		Atún Dolores /atundolores	823,076	45	406,034
3		Chef JoséRa Castillo /joseracastillochocolatero	2,403,783	58	402,891
4		Galletas Dondé /galletasdonde	354,180	153	224,409
5		La Moderna /pastaslamoderna	nan	143	219,262
6		Mr. Pay Pastelerías /mrpaypasteleria	314,730	50	191,658
7		Supermercados S-Mart /supermercadosmart	973,008	325	178,541
8		Copacol /copacoloficial	217,574	46	175,762
9		Bachoco /bachocomx	495,232	43	157,340
10		Mazapán de la Rosa /mazapandlr	652,595	51	155,936

Facebook: Top Performing Pages

For FMCG Food in Latin America, the top performing page on Facebook is Carnes Ramos, with 550,137 interactions on 89 posts. Other pages performing well include Atún Dolores and Chef JoséRa Castillo.

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

Sample: Facebook fmcg food Pages in Latin America

Source: Emplifi data



Rank		Name	Followers	Posts	Interactions
1		InduvecaRD /induvecard	257,015	84	838,386
2		Xile /xile.chile	413,511	147	443,453
3		Cacau Show /cacaushow	4,920,000	138	406,061
4		Carnes Ramos /carnesramos	200,227	87	368,819
5		Baltimore Dominicana... /baldomdr	76,313	130	233,612
6		Havanna Argentina /havannaarg	438,931	54	230,245
7		Rica Comunidad /ricacomunidad	191,645	90	190,306
8		Grido Uruguay /gridouruguayok	63,554	46	165,591
9		Grido /gridohelados	682,844	59	157,225
10		Carole Crema /carolecrema	641,316	79	145,248

Instagram: Top Performing Profiles

For FMCG Food in Latin America, the top performing profile on Instagram is InduvecaRD, which has 257,015 followers and generated 838,386 interactions on 84 posts. Other profiles performing well include Xile and Cacau Show.

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

Sample: Instagram fmcg food Profiles in Latin America

Source: Emplifi data

Facebook: Top Posts



What are the posts in fmcg food that created the most engagement on Facebook in Latin America in the last quarter? Bachoco and Carnes Ramos managed to skyrocket their Facebook performance, with the top post generating 303,886 interactions.

Date range: October 01, 2025 - December 31, 2025
Sample: 2,057 Facebook fmcg food Pages in Latin America
Source: Emplifi data

Instagram: Top Posts



 InduvecaRD  /induvecard	 Carnes Ramos  /carnesramos	 Baltimore Dominicana...  /baldomdr
1 	2 	3 
Señores Las marcas más duras de la casaalofoke – Salami Súper Especial Induveca en , Salami Súper Es...	¿Quien pidió esta señal?frankiemuniz4 con su chicharrón y carnita de la Ramos#carnesramos #carneasad...	En La Casa de Alofoke 2 ya tienen su favorita ¡ la Salsa BBQ Baldom! Porque cuando se trata de sabo...
Interactions792,222	Interactions218,733	Interactions110,635

What are the posts in fmcg food that created the most engagement on Instagram in Latin America in the last quarter? Baltimore Dominicana, S.A., Carnes Ramos and InduvecaRD managed to skyrocket their Instagram performance, with the top post generating 792,222 interactions.

Date range: October 01, 2025 - December 31, 2025
Sample: 1,066 Instagram fmcg food Profiles in Latin America
Source: Emplifi data

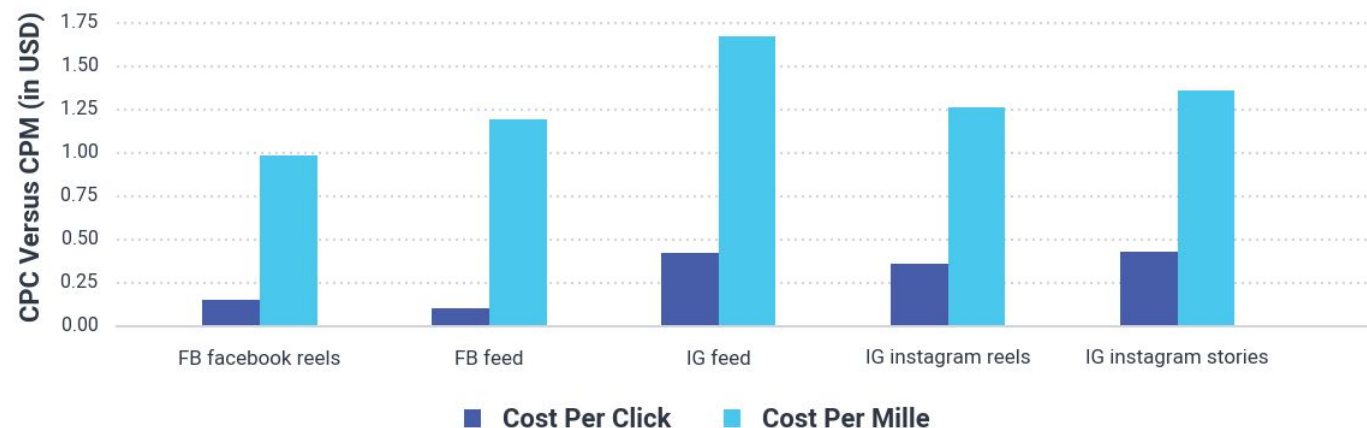
Ads: Facebook & Instagram





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

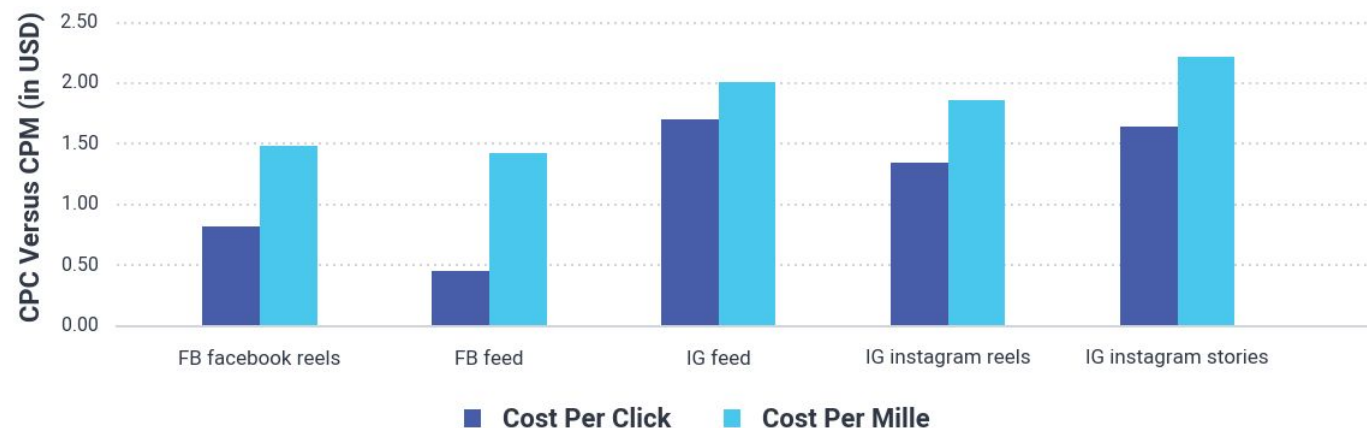
Sample: Latin America Ad Accounts Benchmark

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



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

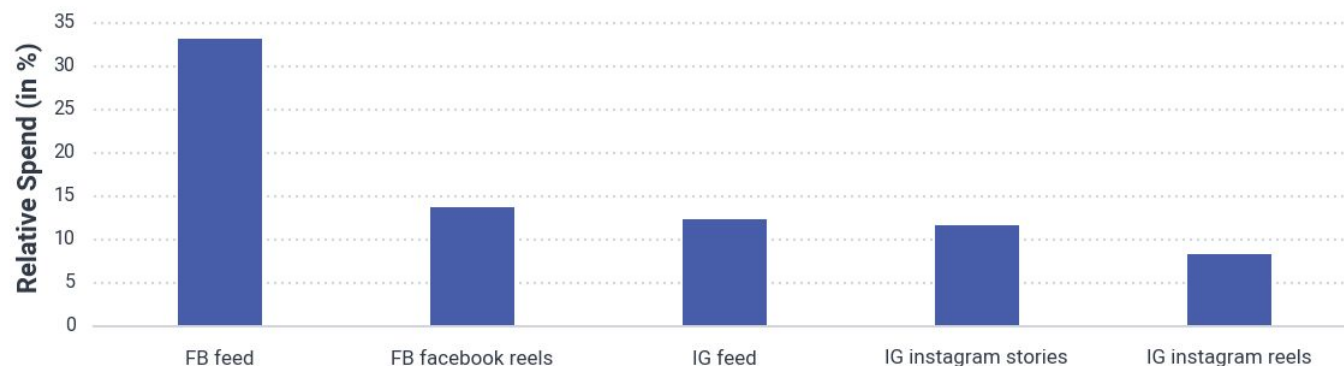
Sample: fmcg food Ad Accounts Benchmark

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.

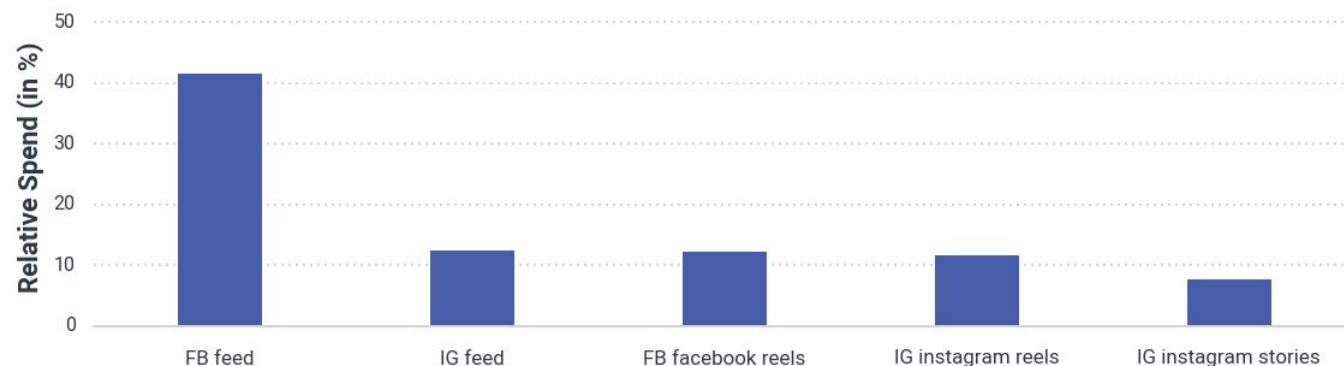


Date range: October 01, 2025 - December 31, 2025
Sample: Latin America Ad Accounts Benchmark
Source: Emplifi data



Relative Spend by Placement – TOP 5

Looking closer at fmcg food, most of the relative spend goes to FB feed, followed by IG feed, and FB facebook reels. Spending on FB feed is 29.16 p.p. higher than spending on IG feed.



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

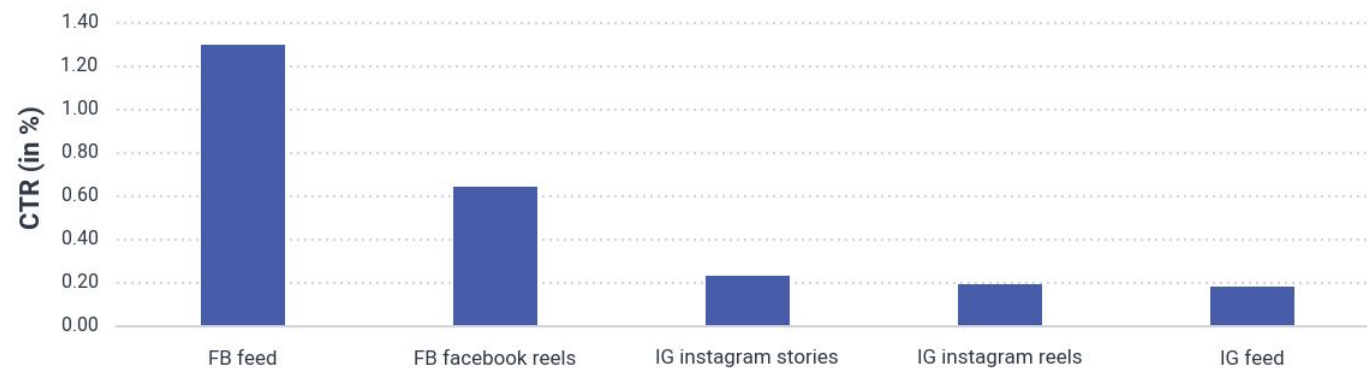
Sample: fmcg food Ad Accounts Benchmark

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%.



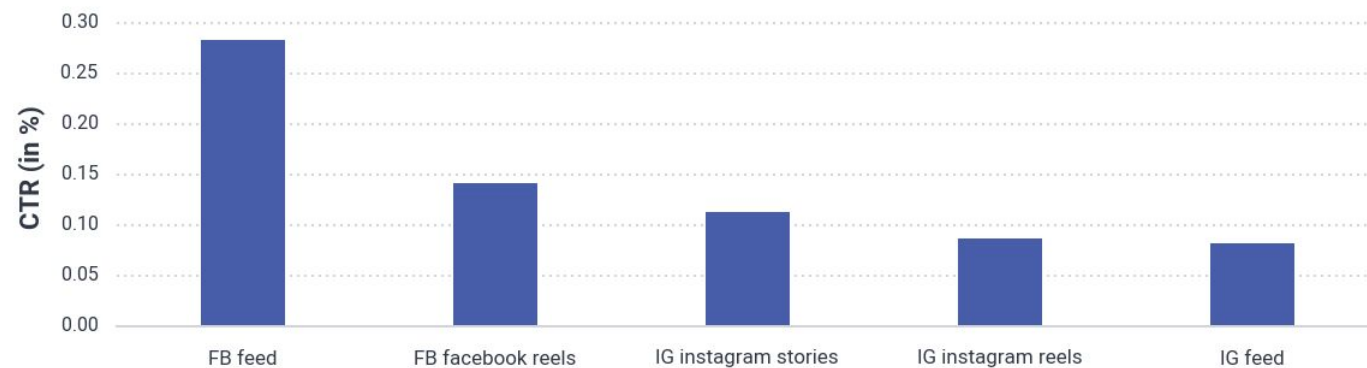
Date range: October 01, 2025 - December 31, 2025

Sample: Latin America Ad Accounts Benchmark

Source: Emplifi data



CTR by Placement – TOP 5 by Relative Spend



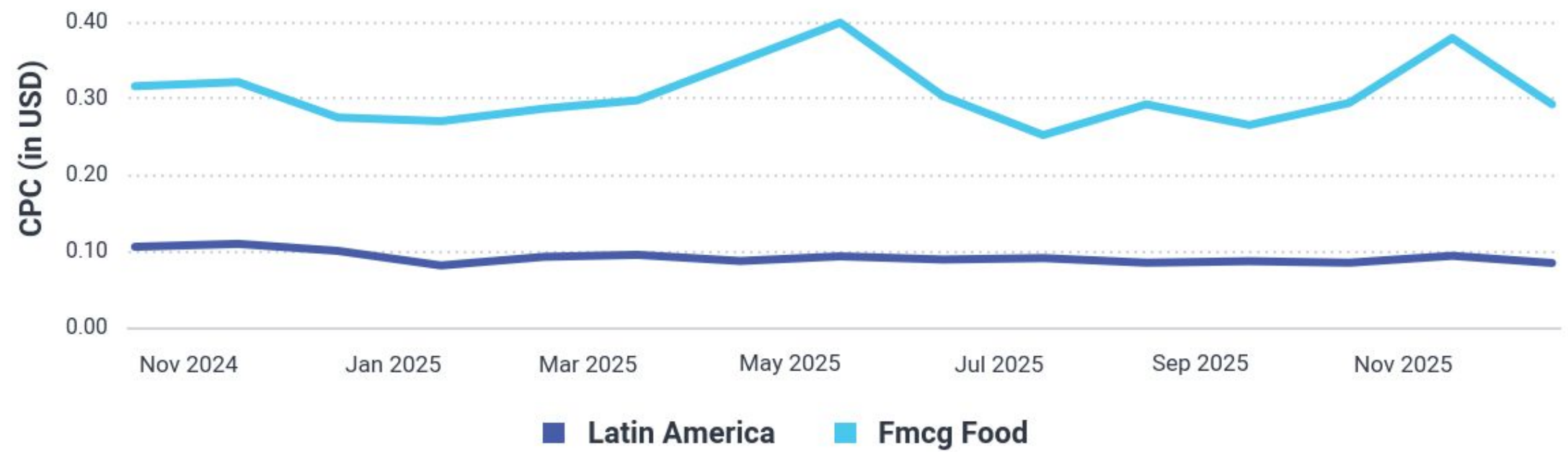
Within fmcg food, the highest CTR is seen on FB feed, followed by FB facebook reels, and IG instagram stories. FB feed gets CTR of 0.28% compared to FB facebook reels, which gets 0.14%.

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

Sample: fmcg food Ad Accounts Benchmark

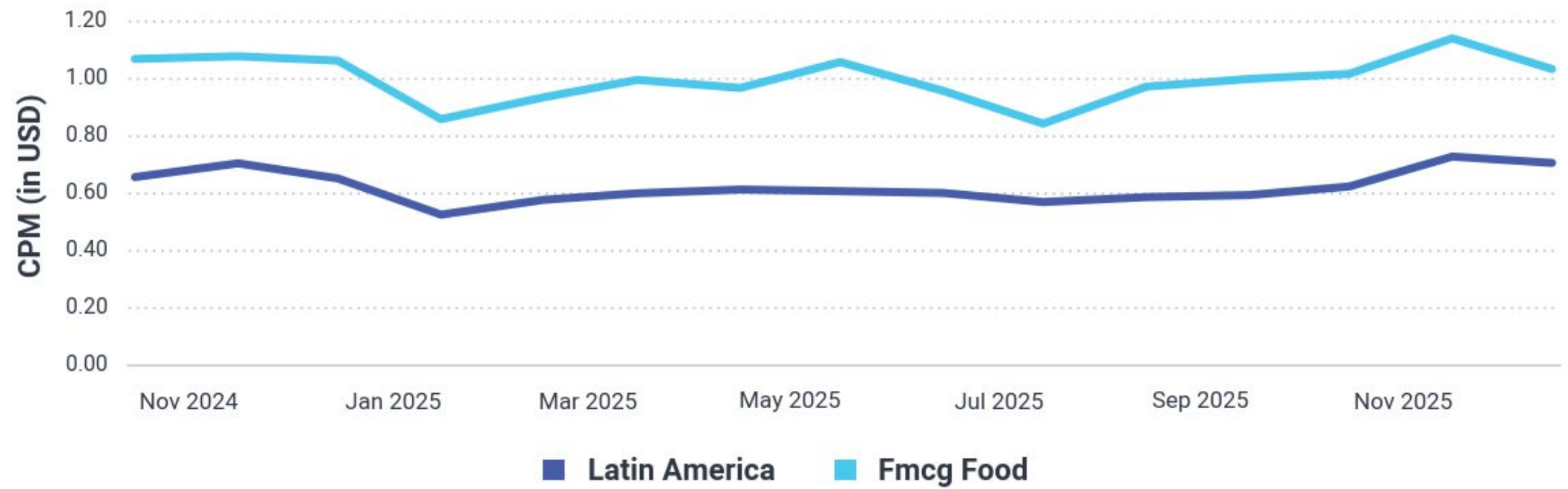
Source: Emplifi data

Cost per Click (CPC)



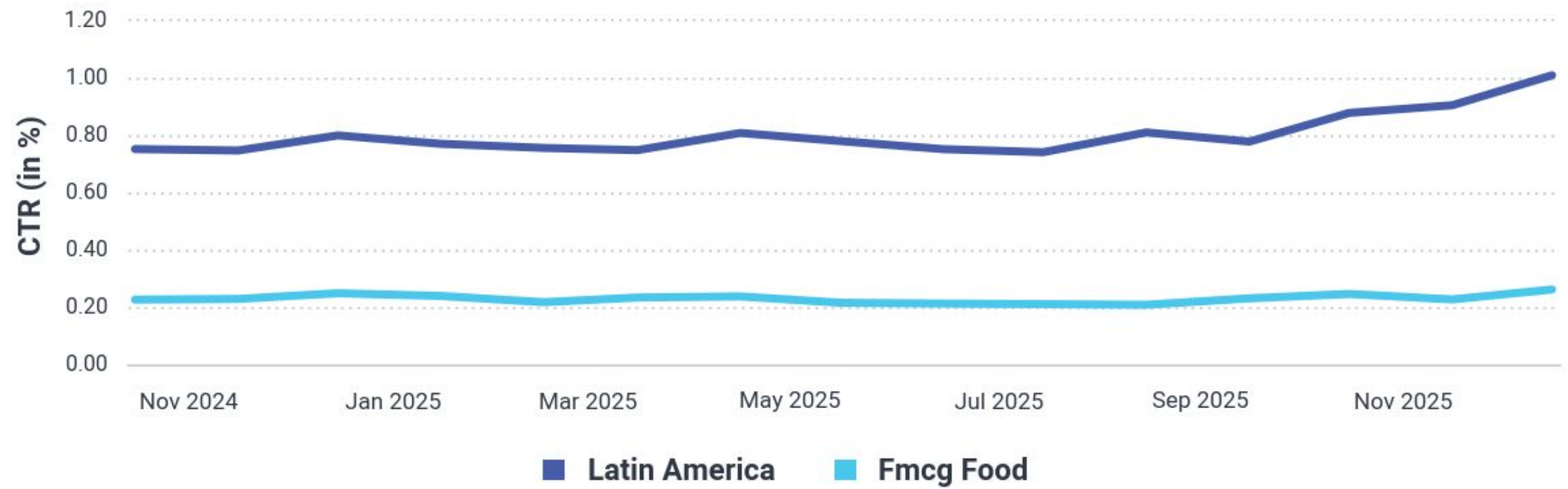
Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Cost per Mille (CPM)



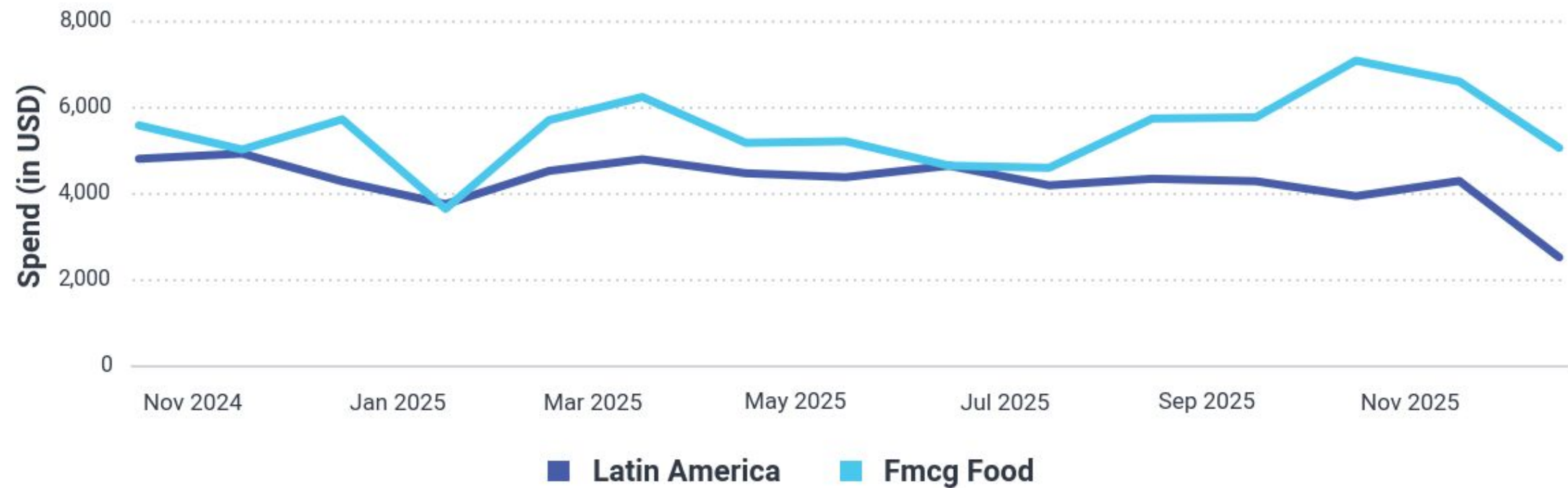
Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

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:

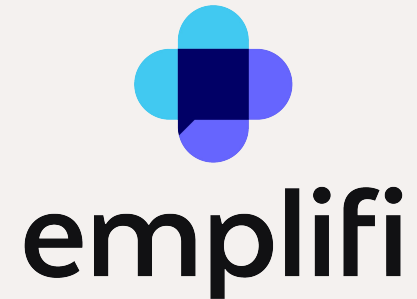
CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

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.