



QUARTERLY INDUSTRY BENCHMARKS

Retail 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 Retail Food customers saw:



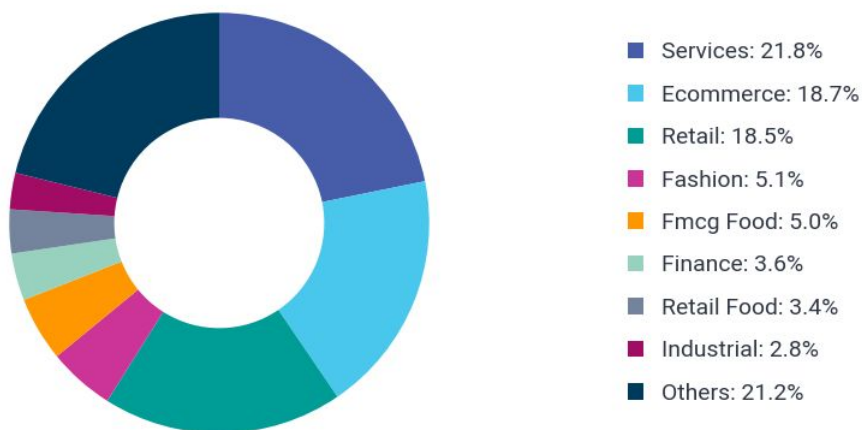
Date range: October 01, 2025 - December 31, 2025

Sample: Retail Food UGC Accounts Benchmark

Source: Emplifi data

Organic: Facebook & Instagram





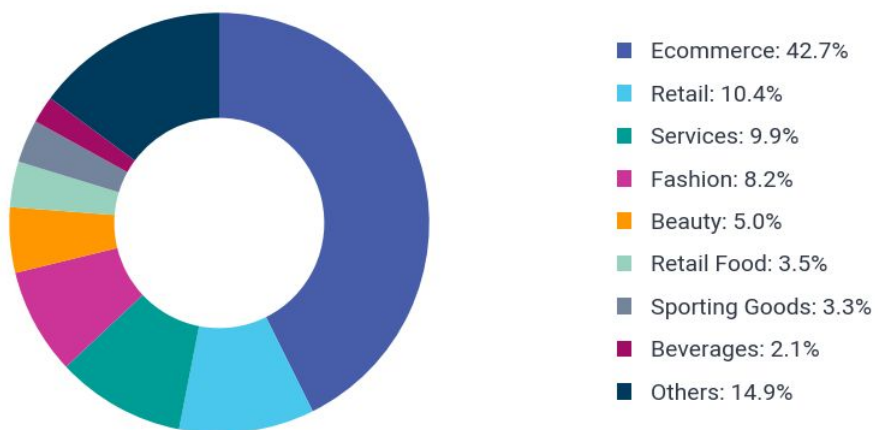
Facebook: brands Pages Interaction Distribution

Retail Food category has the 7th 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

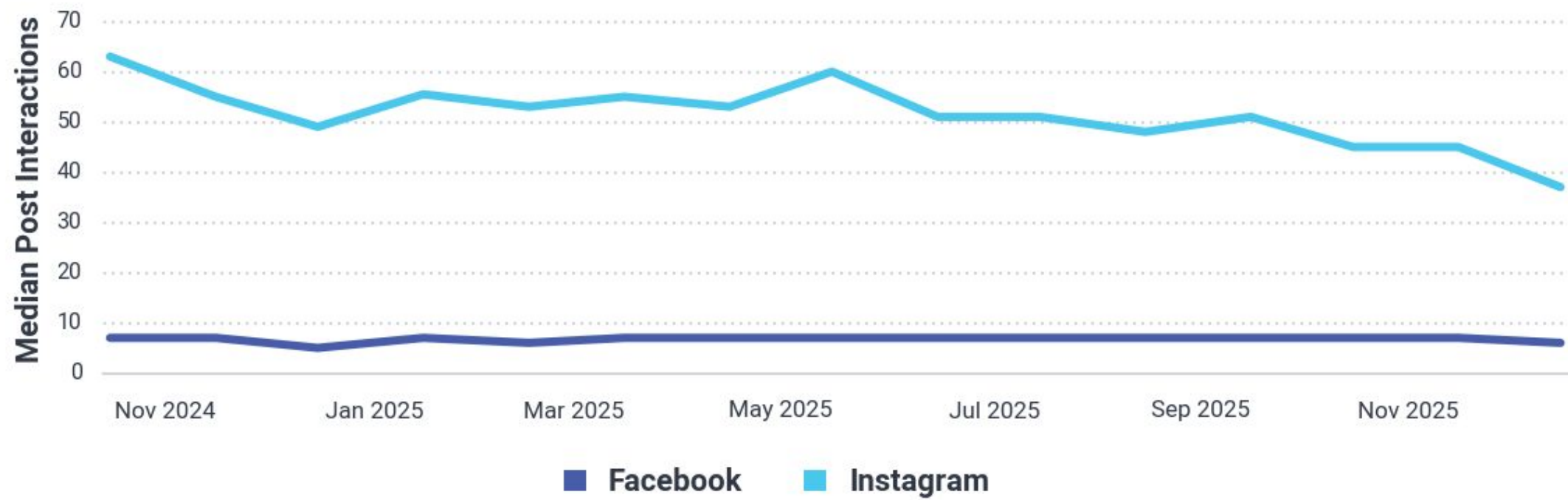
Retail Food category has the 6th highest number of interactions of Brands profiles on Instagram in Latin America.

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

Sample: Instagram brands Profiles in Latin America

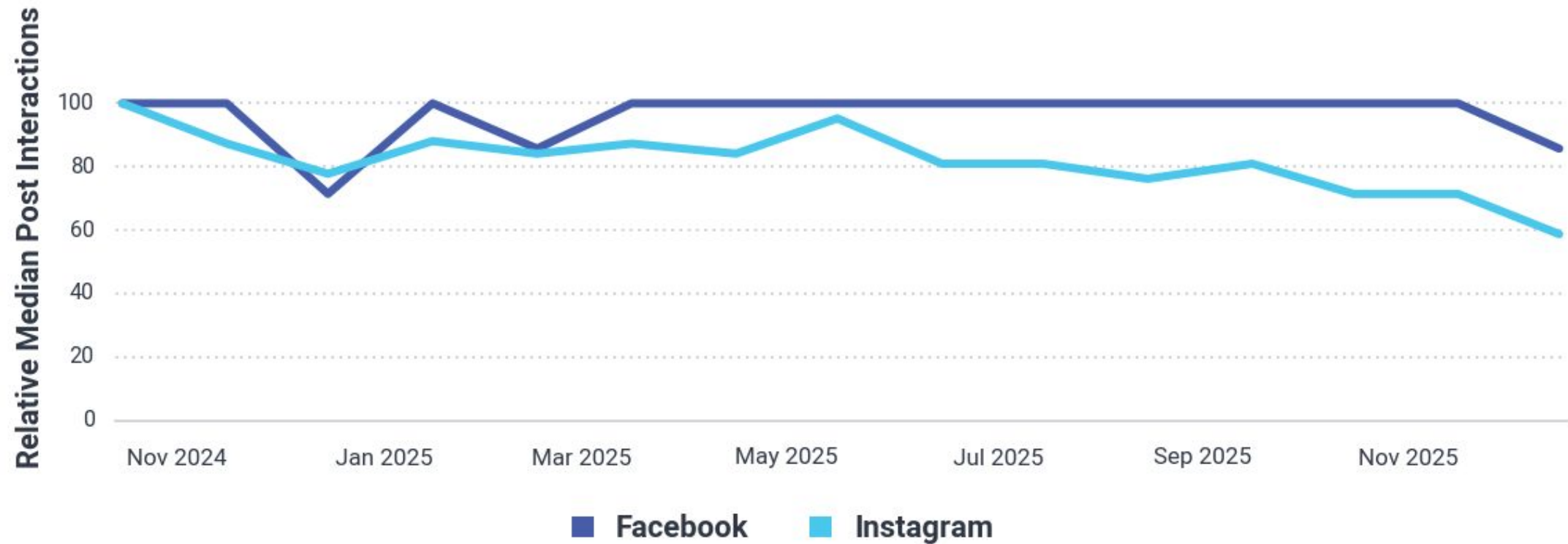
Source: Emplifi data

Median Post Interactions



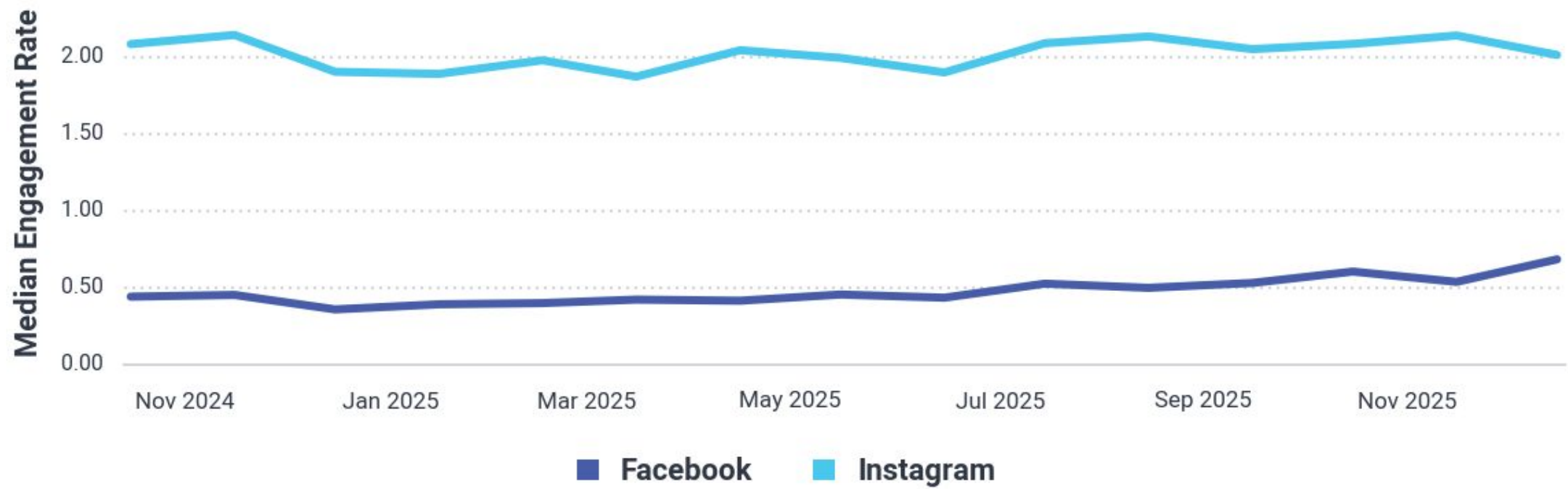
Date range: October 01, 2024 - December 31, 2025
Sample: 1,587 Facebook and 806 Instagram Retail Food Profiles in Latin America
Source: Emplifi data

Relative Median Post Interactions



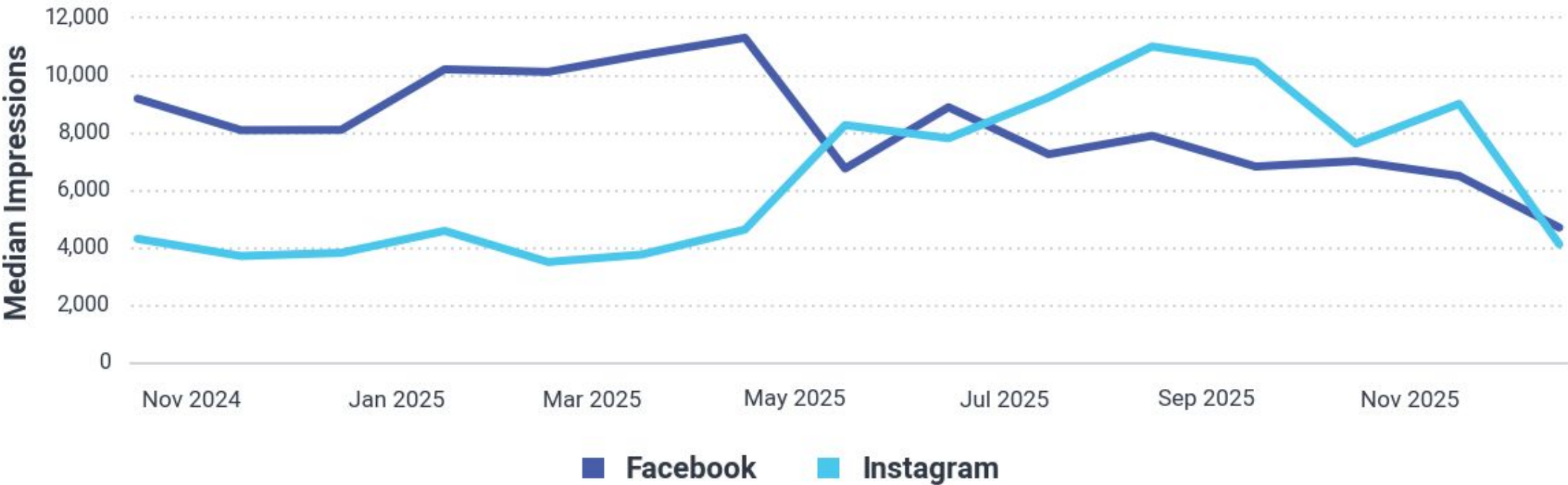
Date range: October 01, 2024 - December 31, 2025
Sample: 1,587 Facebook and 806 Instagram Retail Food Profiles in Latin America
Source: Emplifi data

Median Post Engagement Rate

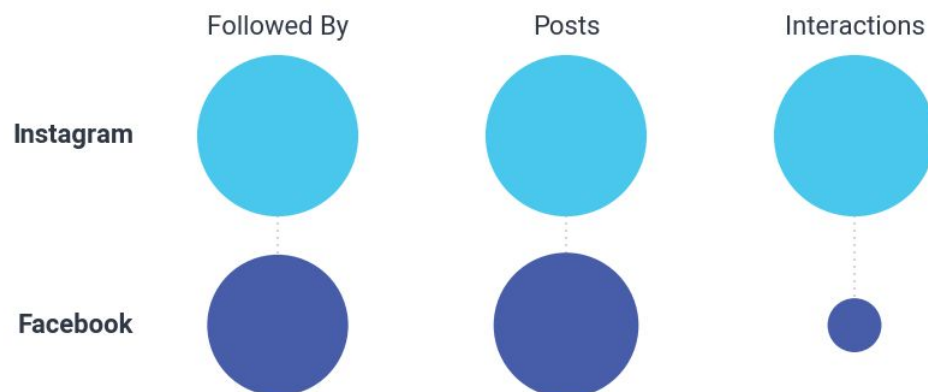


Date range: October 01, 2024 - December 31, 2025
Sample: 1,587 Facebook and 806 Instagram Retail Food Profiles in Latin America
Source: Emplifi data

Median Post Impressions



Date range: October 01, 2024 - December 31, 2025
Sample: 1,587 Facebook and 806 Instagram Retail Food Profiles in Latin America
Source: Emplifi data



Social Media Landscape

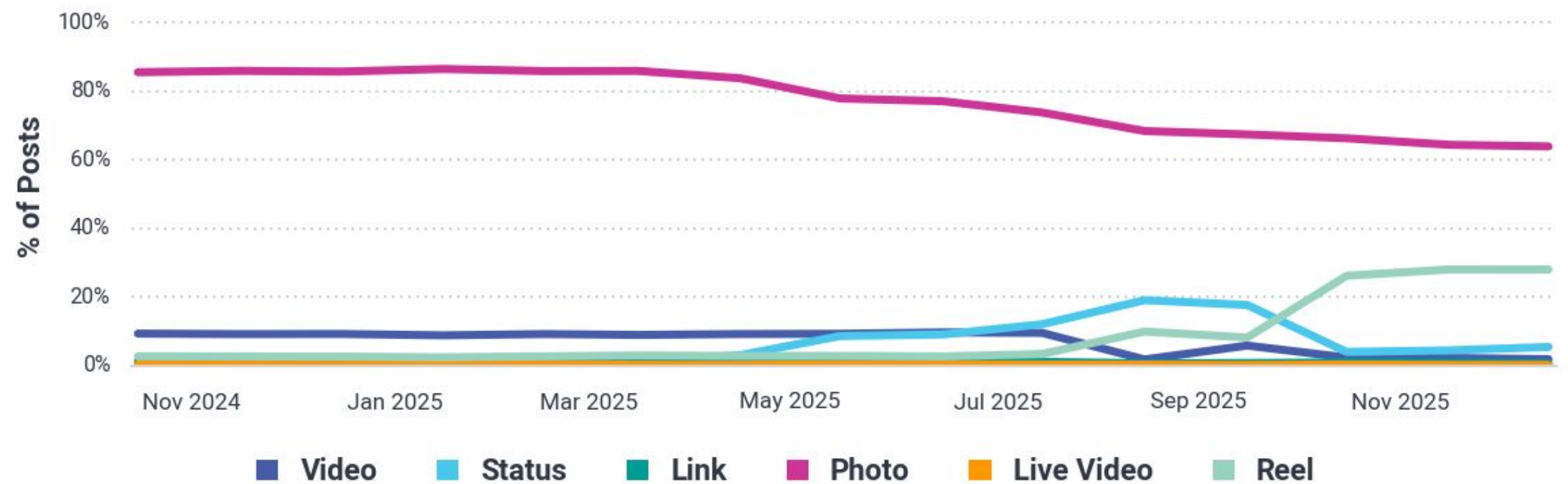
When it comes to audience size in Latin America, the median number of followers for Instagram accounts in Retail Food is higher than the number of fans for Facebook accounts. Activity Volume on Instagram is higher than on Facebook and User Engagement on Instagram higher than on Facebook. This suggests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

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

Sample: 1,422 Facebook and 753 Instagram Retail Food Profiles in Latin America

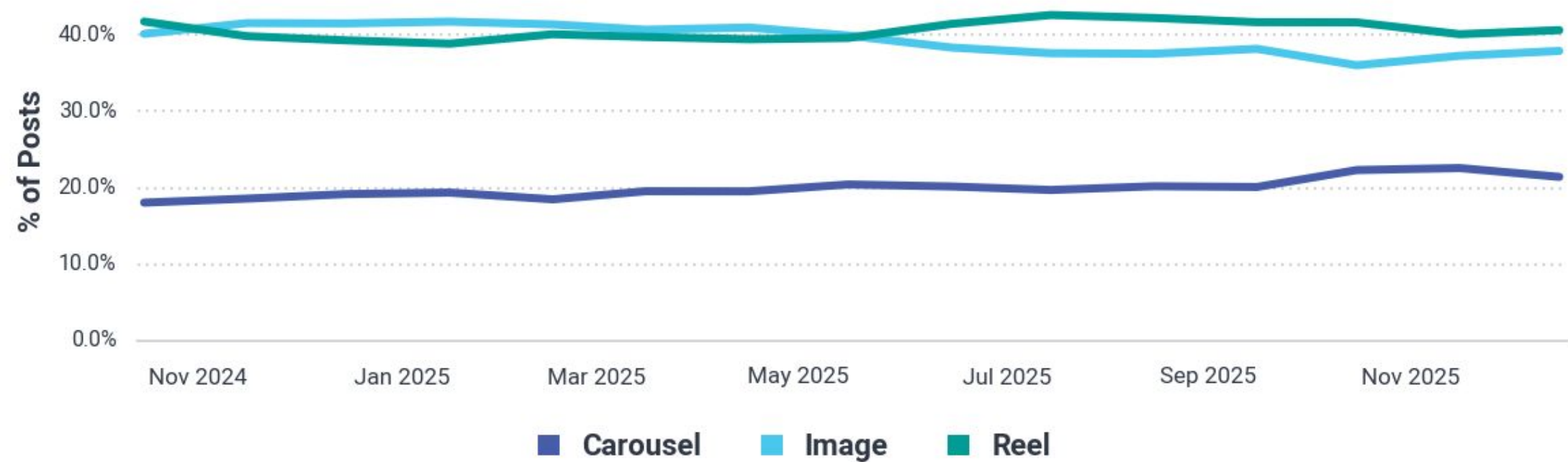
Source: Emplifi data

Facebook: Post Type Distribution



Date range: October 01, 2024 - December 31, 2025
Sample: 1,587 Facebook retail food Pages in Latin America
Source: Emplifi data

Instagram: Post Type Distribution

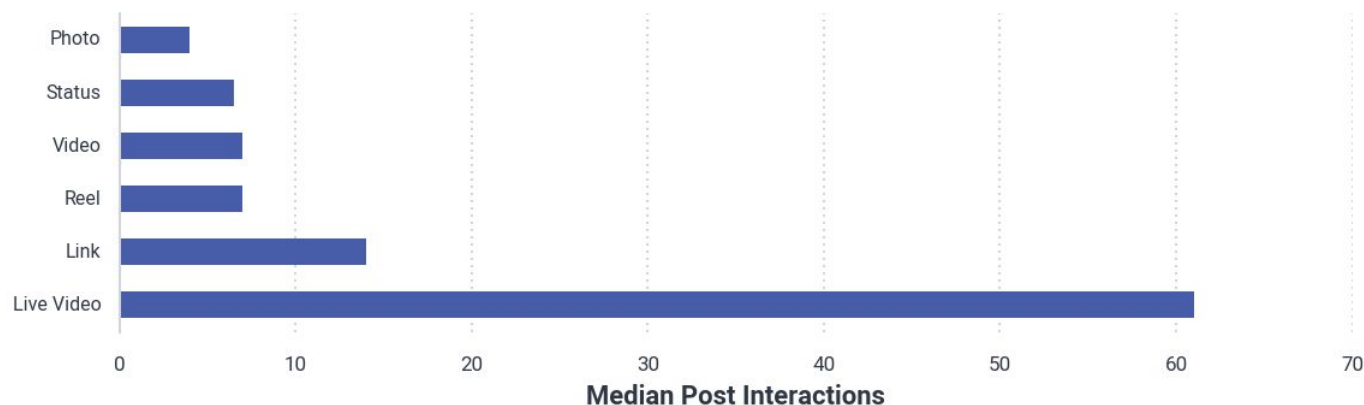


Date range: October 01, 2024 - December 31, 2025
Sample: 806 Instagram retail food Profiles in Latin America
Source: Emplifi data



Facebook: Organic Post Type Performance

In terms of organic performance on Facebook in Latin America, Live Video performs the best with 61 median post interactions, which is 47 more than the 2nd highest post type, Link.



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

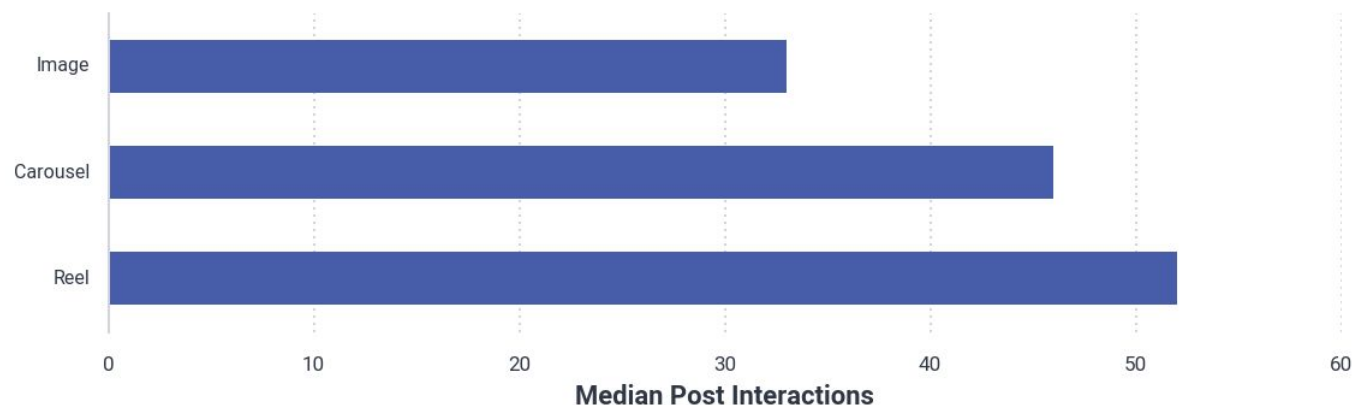
Sample: 1,419 Facebook retail food Pages in Latin America

Source: Emplifi data



Instagram: Organic Post Type Performance

In terms of organic performance on Instagram in Latin America, Reel and Carousel perform well, with 52 median post interactions for Reel and with 46 median post interactions for Carousel.



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

Sample: 753 Instagram retail food Profiles in Latin America

Source: Emplifi data



Rank		Name	Fans	Posts	Interactions
1		Pollo Campero Guatem... /pollocamperoguatemala	1,211,861	111	246,765
2		KFC /kfc honduras	nan	259	200,187
3		Denny's Honduras /dennys honduras	331,780	176	193,742
4		Señor Limón /senorlimonoficial	419,652	27	183,135
5		KFC /kfc.suriname	nan	213	168,160
6		Little Caesars Guate... /littlecaesarsguatemala	427,272	261	157,114
7		Starbucks Mexico /starbucks mexico	4,334,324	65	134,830
8		Bigos /bigos honduras	218,202	835	129,474
9		Wendy's Honduras /wendy shnd	485,806	428	129,228
10		Lemon Square Bakery ... /lemonsquarebakerytreats	305,283	138	123,661

Facebook: Top Performing Pages

For Retail Food in Latin America, the top performing page on Facebook is Pollo Campero Guatemala, with 246,765 interactions on 111 posts. Other pages performing well include KFC and Denny's Honduras.

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

Sample: Facebook retail food Pages in Latin America

Source: Emplifi data



Rank		Name	Followers	Posts	Interactions
1		KFC Costa Rica /kfccostarica	137,553	243	1,058,677
2		Burger King BR /burgerkingbr	3,330,240	56	898,615
3		Papa Johns Pizza Chi... /papajohnschile	660,515	36	686,162
4		Starbucks México /starbucks_mex	1,205,558	82	685,534
5		La Mejor Milanesa De... /el_antojook	603,667	131	537,612
6		McDonald's Argentina... /mcdonalds_ar	1,054,751	124	507,776
7		Méqui /mcdonalds_br	4,228,370	101	477,670
8		McDonald's Colombia /mcdonaldscol	528,817	276	453,033
9		McDonald's Paraguay /mcdonaldspy	358,490	131	432,791
10		McDonald's Ecuador /mcdonalds_ecu	308,820	211	427,091

Instagram: Top Performing Profiles

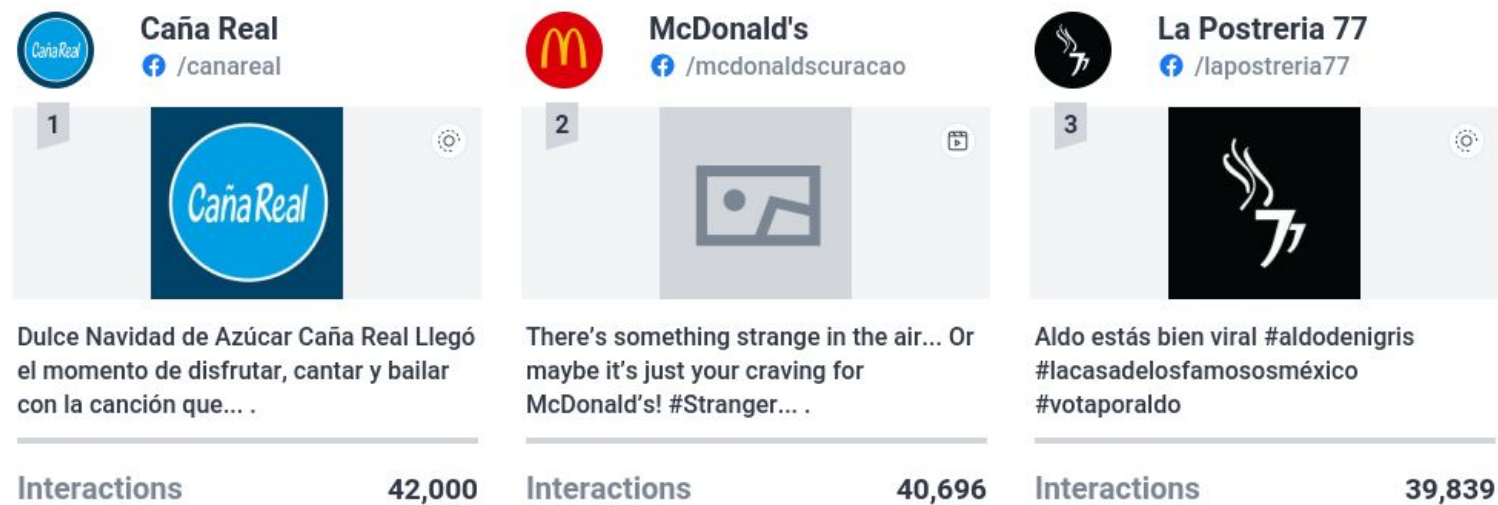
For Retail Food in Latin America, the top performing profile on Instagram is KFC Costa Rica, which has 137,553 followers and generated 1,058,677 interactions on 243 posts. Other profiles performing well include Burger King BR and Papa Johns Pizza Chile.

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

Sample: Instagram retail food Profiles in Latin America

Source: Emplifi data

Facebook: Top Posts



What are the posts in retail food that created the most engagement on Facebook in Latin America in the last quarter? Caña Real, La Postreria 77 and McDonald's managed to skyrocket their Facebook performance, with the top post generating 42,000 interactions.

Date range: October 01, 2025 - December 31, 2025
Sample: 1,422 Facebook retail food Pages in Latin America
Source: Emplifi data

Instagram: Top Posts



What are the posts in retail food that created the most engagement on Instagram in Latin America in the last quarter? Burger King BR and KFC Costa Rica managed to skyrocket their Instagram performance, with the top post generating 607,376 interactions.

Date range: October 01, 2025 - December 31, 2025
Sample: 753 Instagram retail food Profiles in Latin America
Source: Emplifi data

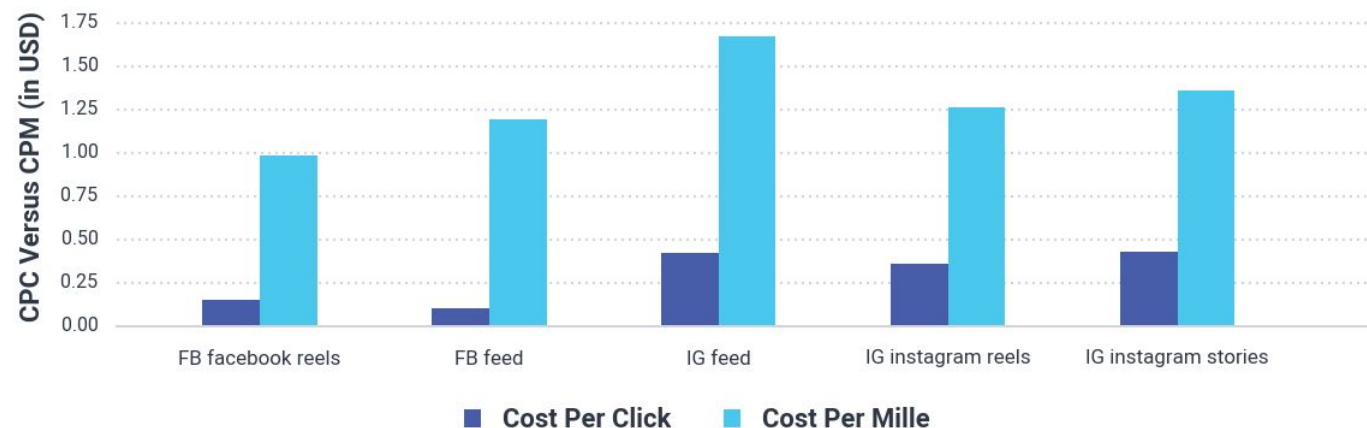
Ads: Facebook & Instagram





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.



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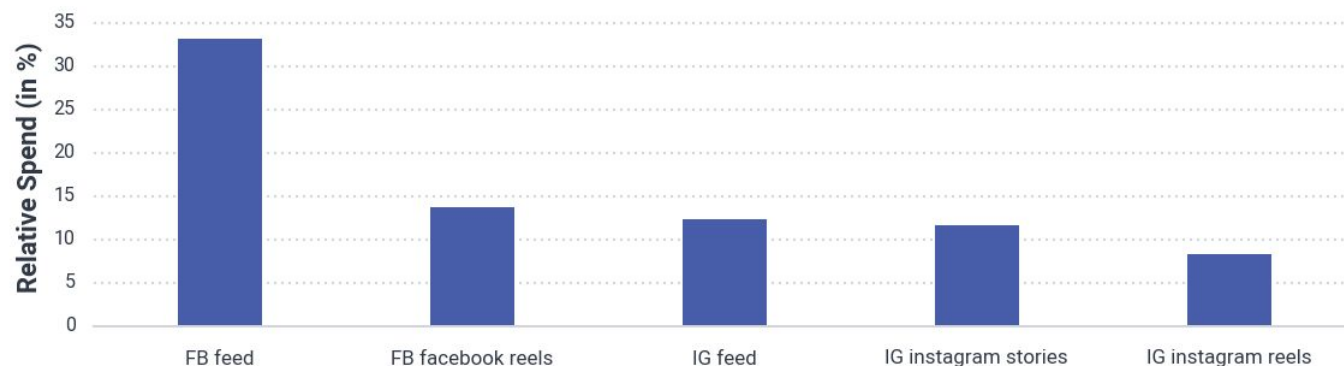
Sample: Latin America Ad Accounts Benchmark

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

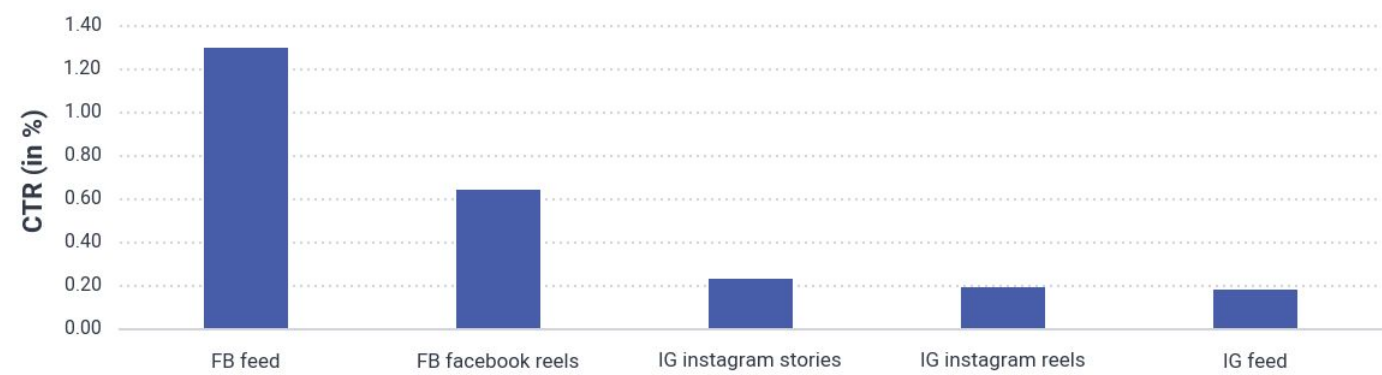
Sample: Latin America Ad Accounts Benchmark

Source: Emplifi data



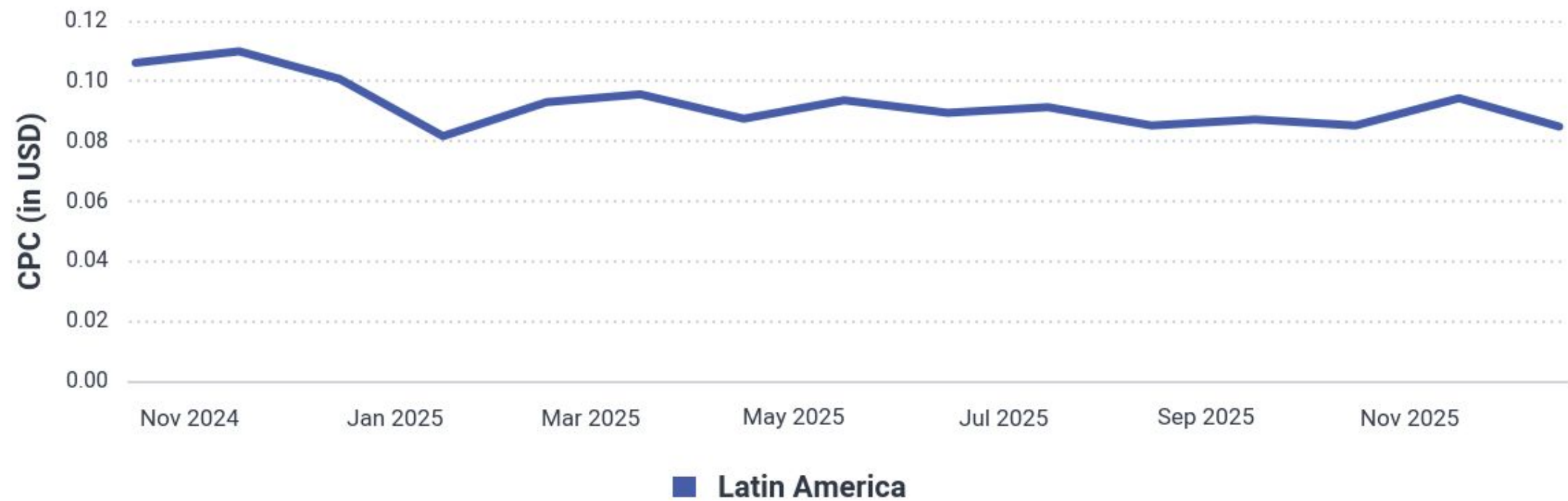
CTR by Placement – TOP 5 by Relative Spend

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

Cost per Click (CPC)

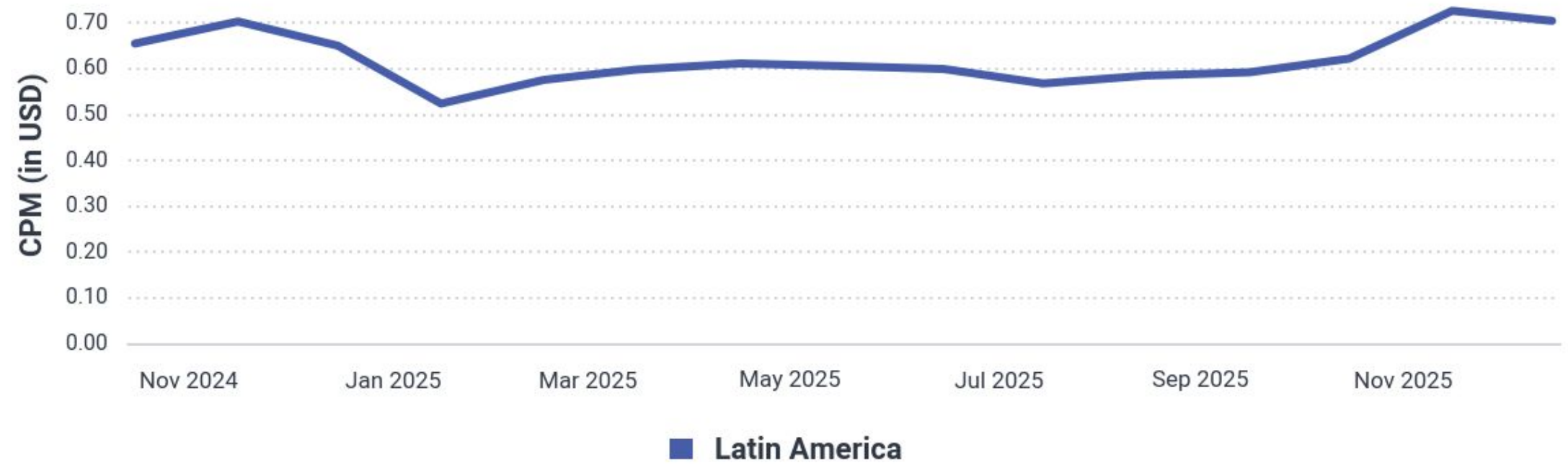


Date range: October 01, 2024 - December 31, 2025

Sample: Ad Accounts Benchmark

Source: Emplifi data

Cost per Mille (CPM)



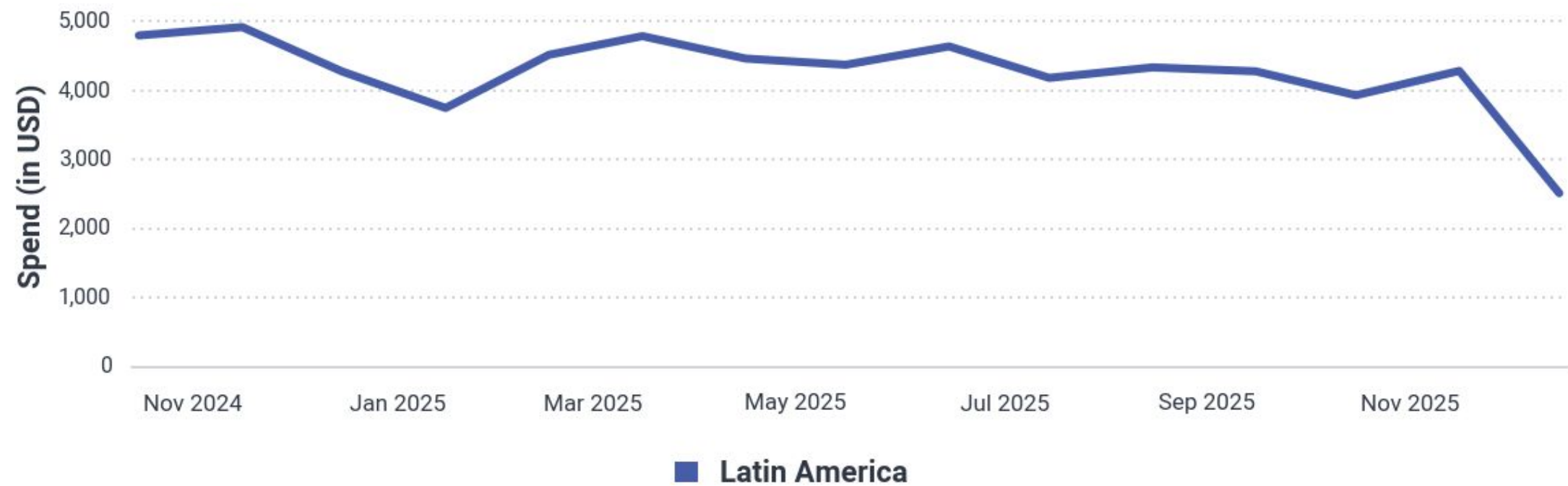
Date range: October 01, 2024 - December 31, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

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:

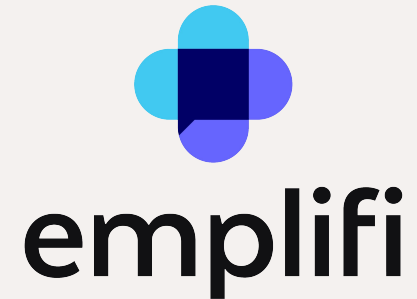
CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

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.