



Press Release

Study Social Media Performance: 58 percent of supplement brands are present on the six most popular social media platforms



In the supplement market, 58 out of 100 companies examined have an account on all six social media platforms: Facebook, Instagram, LinkedIn, TikTok, X, and YouTube. Facebook and Instagram are particularly popular, with a usage rate of 100% each. Notably, 84% also maintain a TikTok account.

Esslingen am Neckar, May 8, 2024 – The latest Social Media study analyses the performance of 100 supplement brands on the platforms Facebook, Instagram, LinkedIn, TikTok, X, and YouTube. Facebook and Instagram lead the popularity scale with a usage rate of 100 percent. Close behind are YouTube with 97 percent and the B2B platform LinkedIn with 89 percent. In comparison to other industries such as energy and gambling, the share on TikTok at 84 percent is unusually high. While X has the lowest representation at 71 percent, at least nine of the top 10 providers are present on it.

In the individual ranking of the Facebook platform, the brand "Liebscher & Bracht" takes first place due to a particularly high number of interactions of around 344,000, which includes comments, likes, and shares, followed by Herbalife, which ranks second with 7 million followers. This places them well above the average of around 11,000 interactions and 283,000 fans. PROZIS on 6th place proves to be the most active with 788 industry-relevant Posts within a year.

On the Instagram platform, the supplement brand More secures the first place with over 3 million interactions with its fans, averaging around 170,000. This is also reflected in the top 100 posts by likes and comments. With only a small point difference, MYPROTEIN follows, shining with 710 posts within a year and around one million followers. In the average values of around 160 posts and 121,000 fans, it is evident that Instagram shows the highest activity. The highest follower count is found at iHerb, with 1.8 million followers.

When comparing the statistics of the six social media platforms, it becomes evident that the emerging TikTok can already compete well with the two most popular platforms, Facebook and Instagram, in some areas. With an average of about 19,000 interactions per account per year, TikTok exhibits the second-highest level of activity after Instagram. One brand even achieves over 1.6 million interactions with its followers. Supplement brands active on TikTok publish an average of 74 posts annually, aligning with the overall cross-platform average. In terms of fan count, TikTok achieves a slightly below-average figure of about 46,000.

About the study:

The 'Study Social Media Performance Supplements 2024' by *research tools* examines the presence and activity of 100 supplement brands on the platforms Facebook, Instagram, LinkedIn, TikTok, X, and YouTube. It provides insights across 164 pages into subscribers/fans/followers, posts/videos, and interactions within the social media accounts. An overall ranking consolidates the performance evaluations across the six platforms, and a statistical social media positioning visualizes the results.

For more information about the study:

<https://research-tools.net/study-social-media-performance-supplements-2024/>

About the Study Publisher:

The marketing analysis specialist **research tools**, based in Esslingen am Neckar near Stuttgart, provides action-oriented, competition-focused market research.

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