

+++ Athletic Greens +++ Amway +++ BODY IP +++ Bulk +++ Cellucor +++ CLIF +++ ESN +++ Herbalife +++ iHerb +++ Liebscher & Bracht +++
More +++ Muscletech +++ MYPROTEIN +++ Optimum Nutrition +++ PROZIS +++ RINGANA +++ Zec+ +++ and further 83 supplement brands +++

Study Social Media Performance Supplements 2024

analyzed by:
research tools, Esslingen am Neckar

April 2024



research tools

Marketingmaßnahmen
erfassen, verstehen, bewerten

Study Profile Study Social Media
Performance Supplements 2024

Information on Study

Benefits:



Which **social media platforms** are significant in my industry?



On which platforms do companies **focus their efforts**, and where do they have **weaknesses** or gaps?



Which providers stand out for having particularly many **popular** posts or videos?



What are the **most successful** Posts and Videos?



Who are the **benchmarks** on the platforms Facebook, Instagram, LinkedIn, TikTok, X and YouTube?



Which brands are considered **major players** in Social Media within the industry?



What **insights** can I draw from the activities of my competitors?



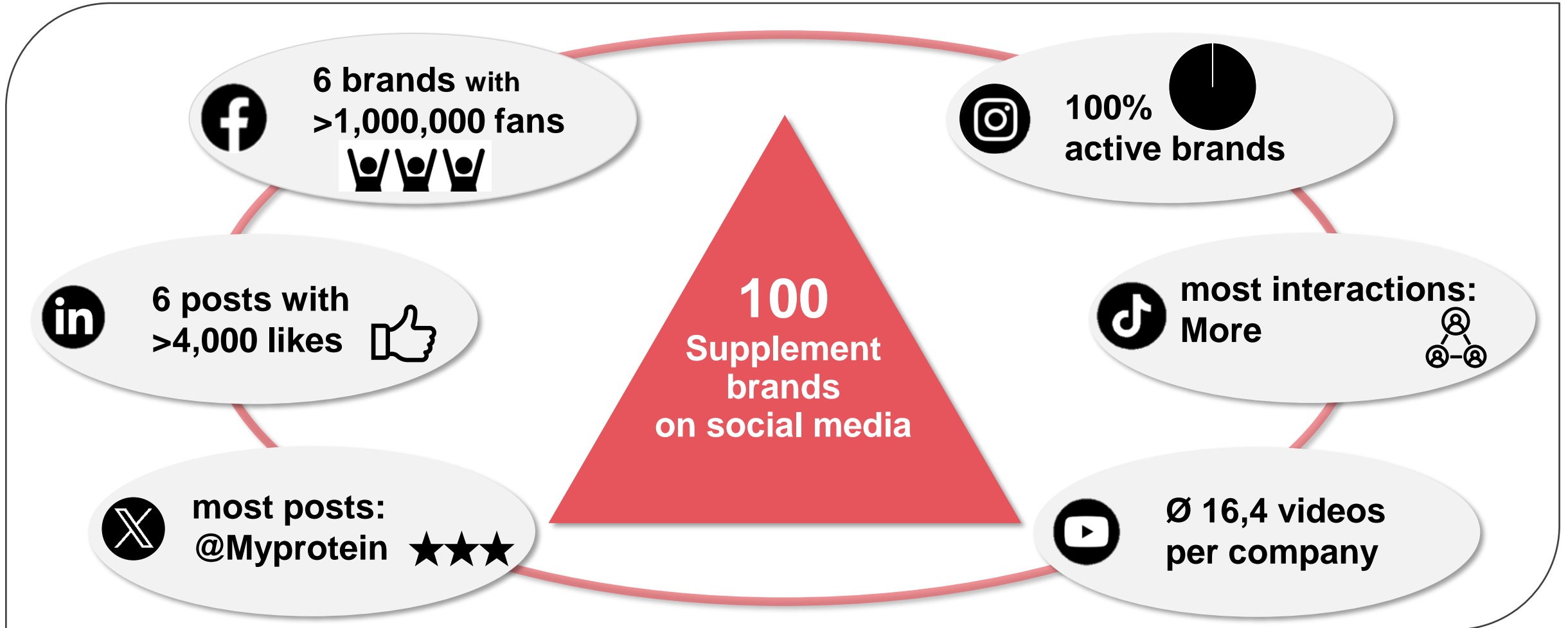
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Marketingmaßnahmen
erfassen, verstehen, bewerten

Study Profile Study Social Media
Performance Supplements 2024

Management Summary

Key Facts about the Social Media platforms:



Information on Study

Benefits and Scope of the Study:

Detailed analysis of the Social Media Performance

Rankings of 100 supplement brands that are particularly active on Social Media

On the Social Media Platforms:
Facebook, Instagram, LinkedIn, TikTok, X, YouTube

All information in **competitive comparison** on 164 PowerPoint pages

Available as PDF and PowerPoint file **at short notice**

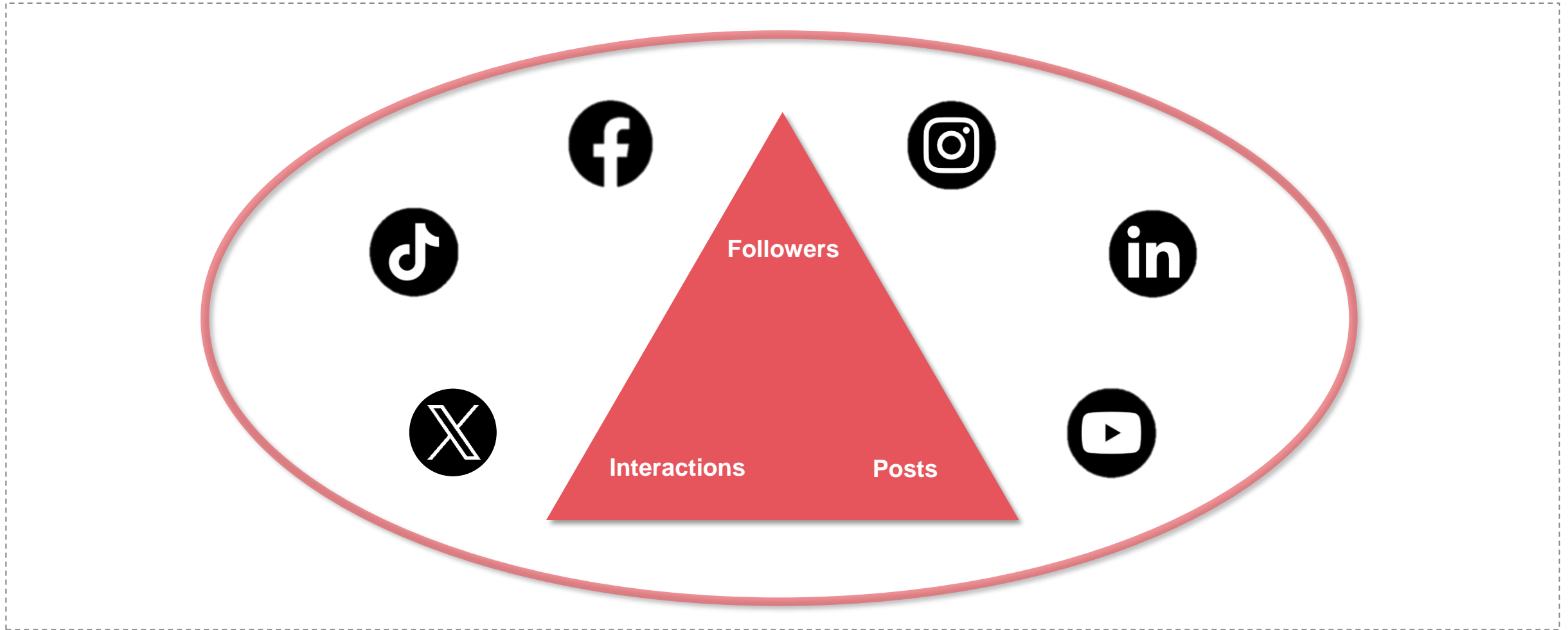
The study is **objective, independent** and **neutral**

Benefits:
Benchmarks for Social Media Performance at the provider and posting level

100 analyzed supplement brands:

- ...
- Amway
- Cellucor
- ESN
- Herbalife
- iHerb
- Liebscher & Bracht
- More
- Muscletech
- MYPROTEIN
- RINGANA
- ...

Concept:



Study Information

Study Contents:

The study in figures:

100

Supplement
brands

6

Social Media Platforms:
Facebook, Instagram, LinkedIn,
TikTok, X, YouTube

>100

Top-Posts
ordered by Likes,
Comments
and Interaction rate

around **42,000**
analysed Posts,
multiple millions of
subscribers and numerous
interactions

Research Design:

For 100 supplement brands, the social media performance on the platforms Facebook, Instagram, LinkedIn, TikTok, X and YouTube was assessed for the 12-month period from January 1, 2023 to December 31, 2023, and the most successful posts and videos were presented. The study was conducted objectively, independently and impartially and was published in April 2024.

Price of the study: The study with 164 pages costs **EUR 3,800 plus VAT**.

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Top 30 number of followers, top 30 number of posts, top 30 number of interactions (reactions, comments, shares), top 100 X performance overall, absolute and relative, top 10 posts by likes, top 10 posts by comments, top 10 posts by interaction rate, number of posts in the top posts by likes	
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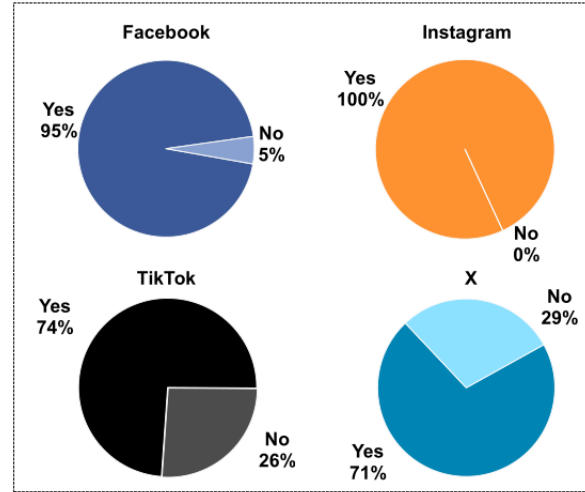


Study Samples (1)

Please note: Samples show fictional data

Presence on social media platforms

Degree of use¹ of the social media platforms



¹ Proportion of providers with an official account on the respective platform.



Which platforms are used the most?

Presence on social media platform

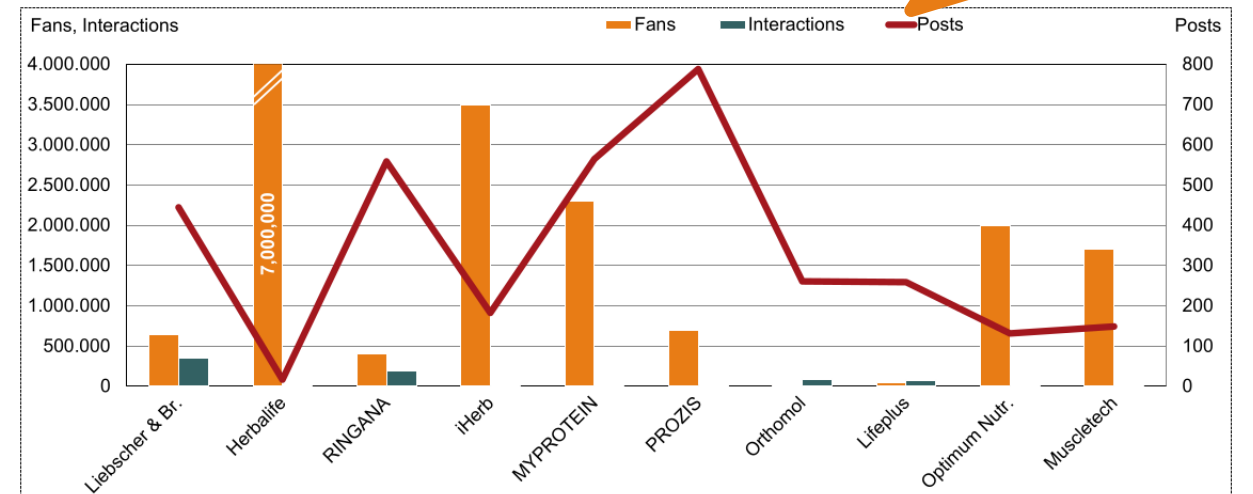
Extreme and average values of the platforms and key figures

Platform	Followers / Followers	
	Minimum	Maximum
Facebook	1,000	7,000,000
Instagram	50	5,400,000
LinkedIn	10	31,000
TikTok	50	207,000
X	30	300,500
YouTube	40	3,000,000



Facebook Performance

Number of Followers, Posts and Interactions of the top 10 brands on Facebook



What are the statistics of the platforms and the providers?



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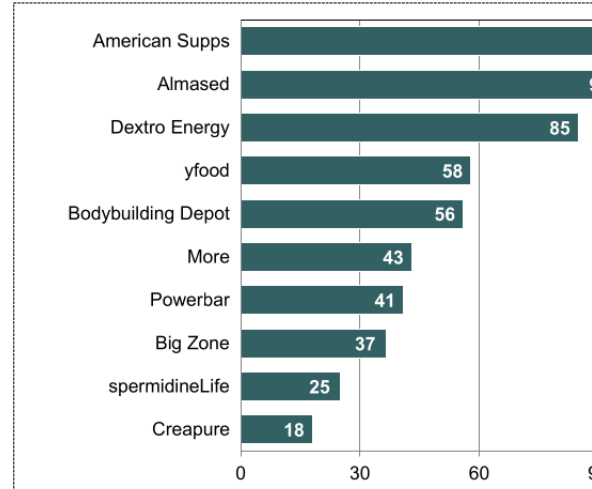
Study Social Media Performance Supplements 2024

Study Samples (2)

Please note: Samples show fictional data

Instagram Performance

Number of Interactions per Post and 1,000 Followers (Top 10¹)



Calculation: Interactions / (Fans*Posts) * 1000; 1 of the brands with more than 10 Posts in the period



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What are the most successful posts in terms of likes, comments or interaction rate?

Instagram Performance

Top Posts by Interaction rate (Top 10)

Rank	Brand	Date	Content	Interaction rate	Link
6	Bodybuilding Depot	28.02.2023	„Wenn du dich wirklich darum bemüht, dein Training auf die nächste Stufe zu bringen, solltest du darüber nachdenken, EAAs zu nehmen. Durch die Einnahme ...“	46.5	Link
7	CLIF	30.06.2023	„We're about to bring some serious energy! 🍌 @Clifbar helps me stay fueled so I bring my best energy on and off the field. I'm excited to partner with #clifbar ...“	42.6	Link
7	Powerbar	28.07.2023	„Ready for my first match against Colombia on Sunday! Feeling prepared and fully energized by @powerbar ⚡ #powerbar #isoactive #redefiningperformance“	15.3	Link
9	Almased	13.04.2023	„Frühling ist, wenn es nicht nur grünt und blüht, sondern auch summt und brummt. 🐝 Wo sind die flotten Bienen unter euch?“	14.9	Link
10	Almased	02.06.2023	„Wusstest du, dass unser naturbelassener Honig eine Menge Fingerspitzengefühl erfordert? Beim Herstellungsprozess von Almased achten wir darauf, dass die noch ...“	14.1	Link

Instagram Performance

Overall Instagram Ranking (Index value, all brands)

Rank	Brand	Follower Number
1	NeoSupps	710,000
2	Sunday Natural	1,000,000
3	Amway	738,000
4	yfood	1,800,000
5	XXL Nutrition	624,000
6	foodspring	435,000
7	RINGANA	541,000
8	Phantom Athletics	140,000
9	protein works,	421,000
10	Big Zone	201,000
11	American Supps	138,000
12	OMNI-BIOTIC	255,000
13	Orthomol	381,000
14	plus	368,000
15	Sports	371,000



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314	10	109	68	57	192,163	113	16	495
304	12	132	83	47	182,499	107	18	493
306	11	97	61	61	94,149	55	29	422

Index shows the relation of the brand's key figure to the arithmetic mean of the key figure of all brands; the total rank in column one results from Index Σ



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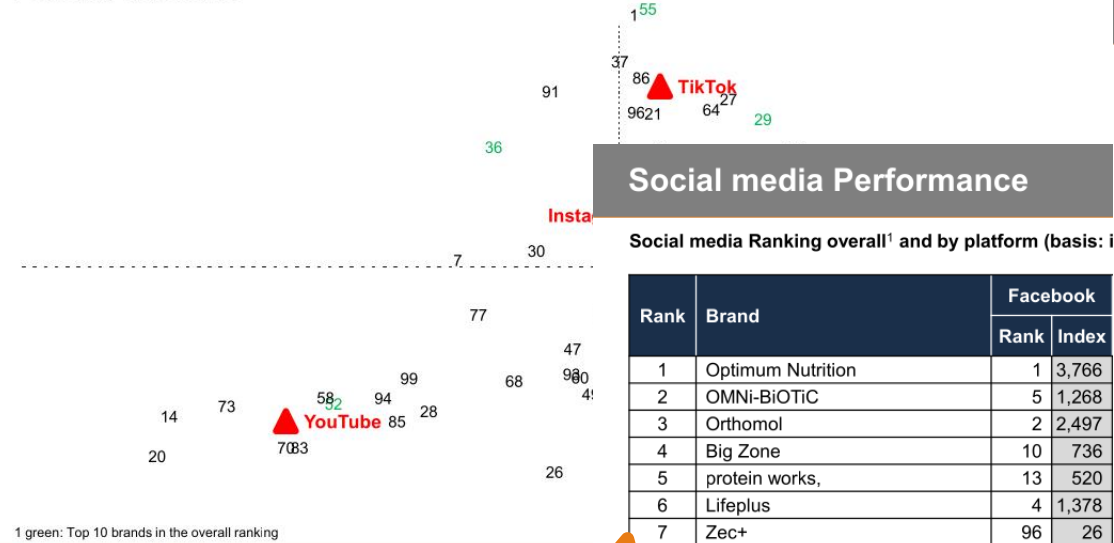
Which providers stand out due to a high interaction rate?

Study Samples (3)

Please note: Samples show fictional data

Social media Positioning

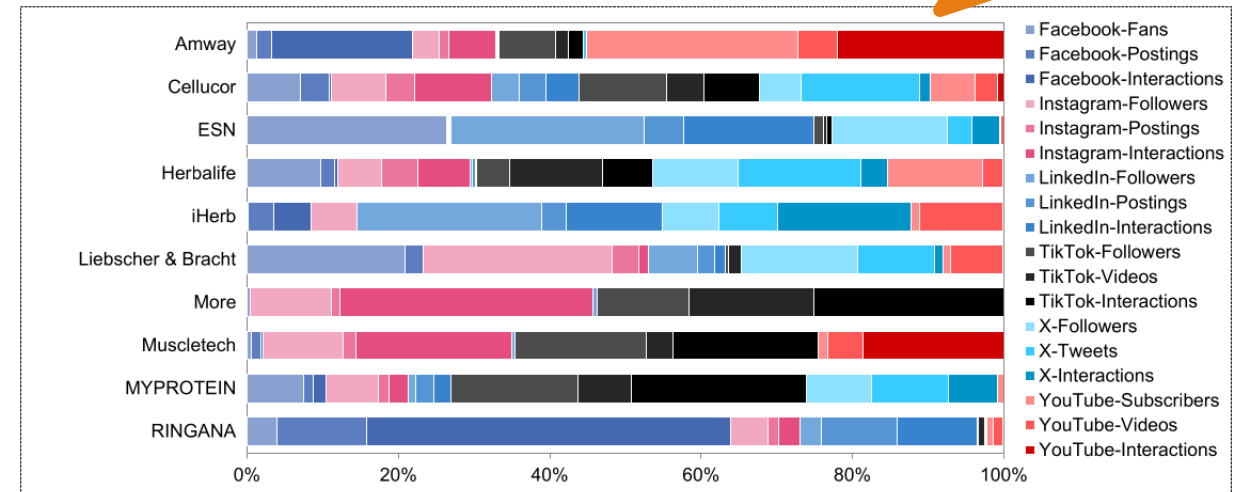
Positioning of the brands¹



Social media Performance

Which brands impress with a broad performance?

Distribution of index points of the Top 10 overall Ranking on platforms and key figures



Which brands are the benchmarks on the six platforms?



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	44	196	6	851	8	912	8	719	48	52	21	418		
	69	90	14	493	22	293	7	1,284	13	277	34	95	27	422
	44	143	52	152	5	930	20	238	7	771	33	98	27	389

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