



Retail in Southern Europe

Q2 2020



The Socialbakers quarterly industry report reveals insights into the latest social media trends around the world.

Including data on the developments in both paid and organic, the report helps marketers gain knowledge about their industry.

Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry, Socialbakers' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes.

With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform.





Introduction

Number of Followers

In Q2 2020, the total number of followers for retail industry in Southern Europe increased on both Instagram and Facebook. This is in line with the overall worldwide trend in number of followers, which increased by 0.04% on Facebook and by 2.13% on Instagram in the last quarter.

Engagement

Taking a closer look at the interactions for retail industry in Southern Europe, engagement grew on Facebook in Q2 2020.

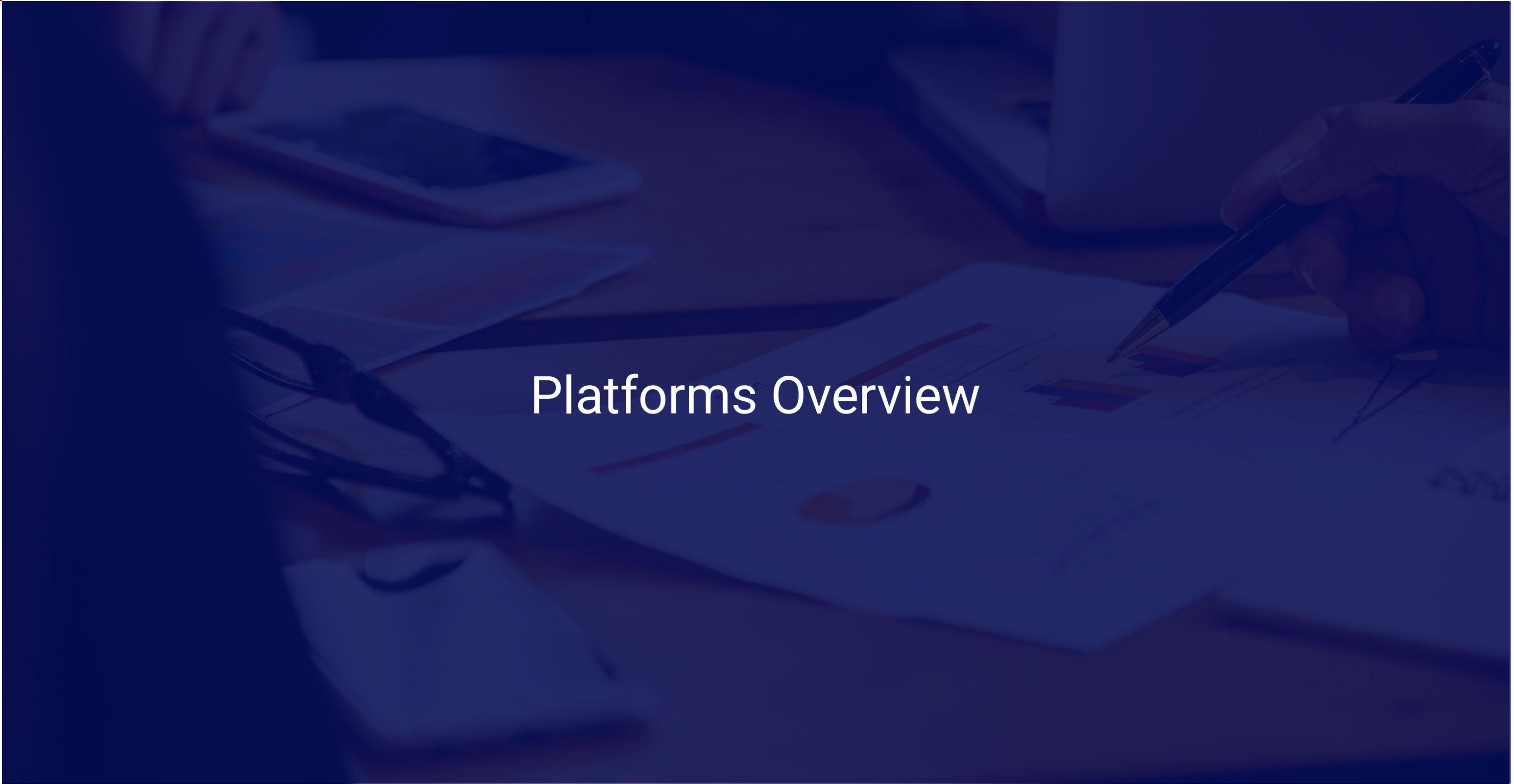
Number of Posts

The number of posts from retail industry in Southern Europe increased on Facebook.

% Paid Media

Examining paid media on Facebook, the percentage of promoted posts in the retail industry in Southern Europe increased in Q2 2020. That's different than the overall worldwide trend for paid media on Facebook, which decreased in Q2 2020.

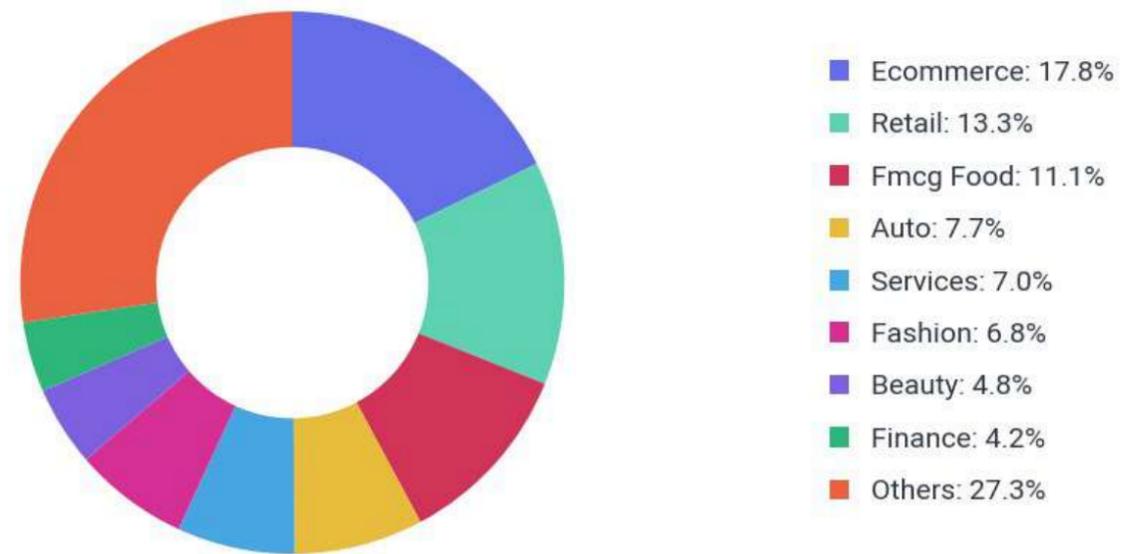
Read further to get a deeper understanding of the trends in the retail industry in Southern Europe based on exclusive quarterly data from Socialbakers.



Platforms Overview



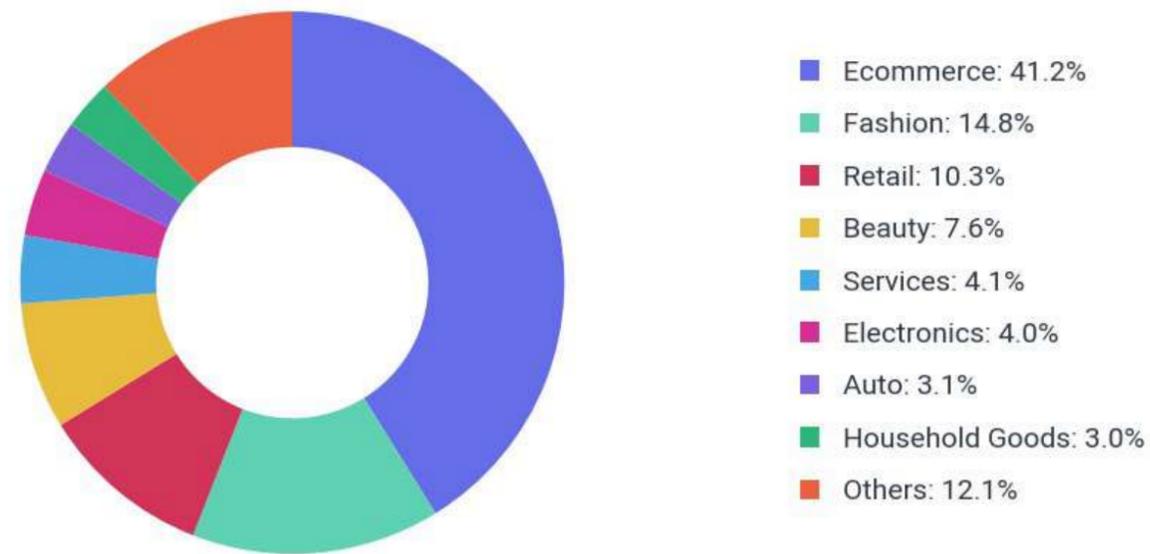
Total Interactions Distribution of Brands Pages on Facebook



Retail category has the 2nd highest number of interactions of Brands pages on Facebook in Southern Europe.



Total Interactions Distribution of Brands Profiles on Instagram



Retail category has the 3rd highest number of interactions of Brands profiles on Instagram in Southern Europe.

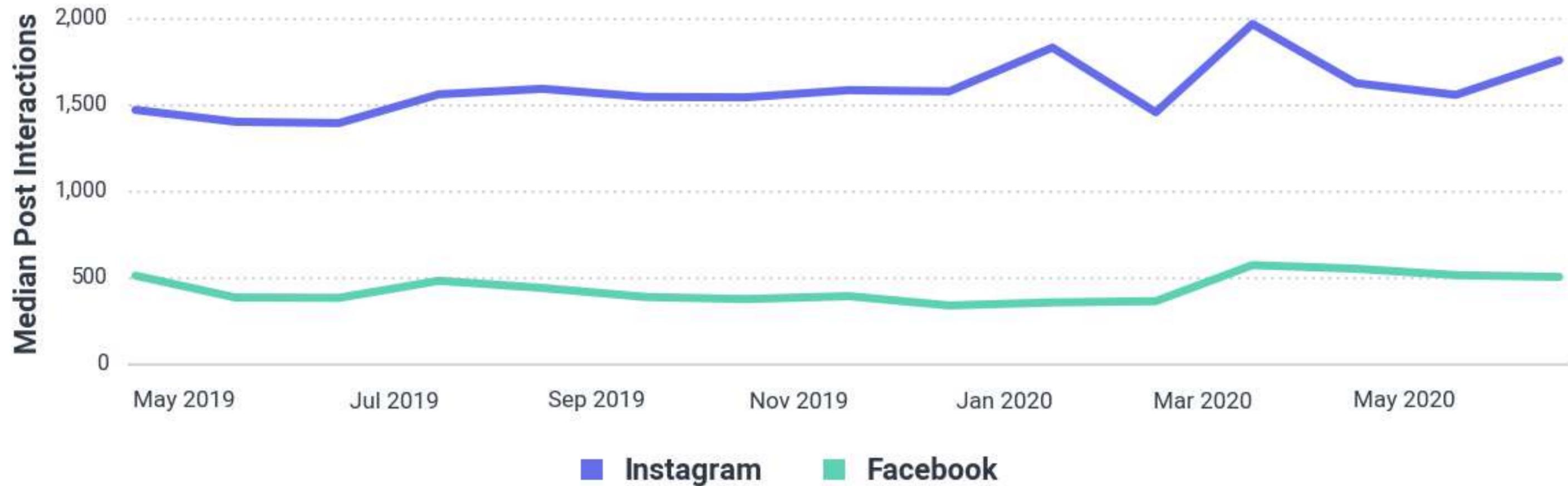
Date Range: April 01, 2020 - June 30, 2020

Sample: Instagram Brands Profiles in Southern Europe

Source: Socialbakers Data



Median Post Interactions Evolution



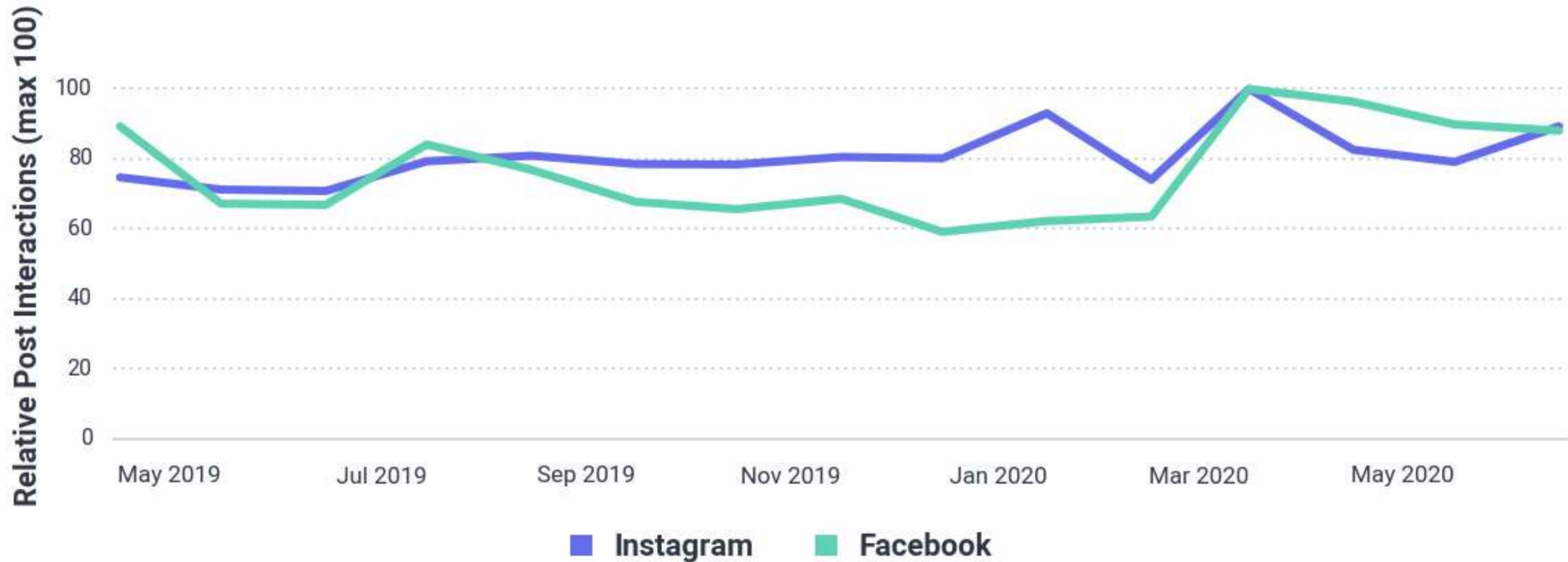
Date Range: April 01, 2019 - June 30, 2020

Sample: 50 Biggest Facebook & Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Relative Median Post Interactions Evolution



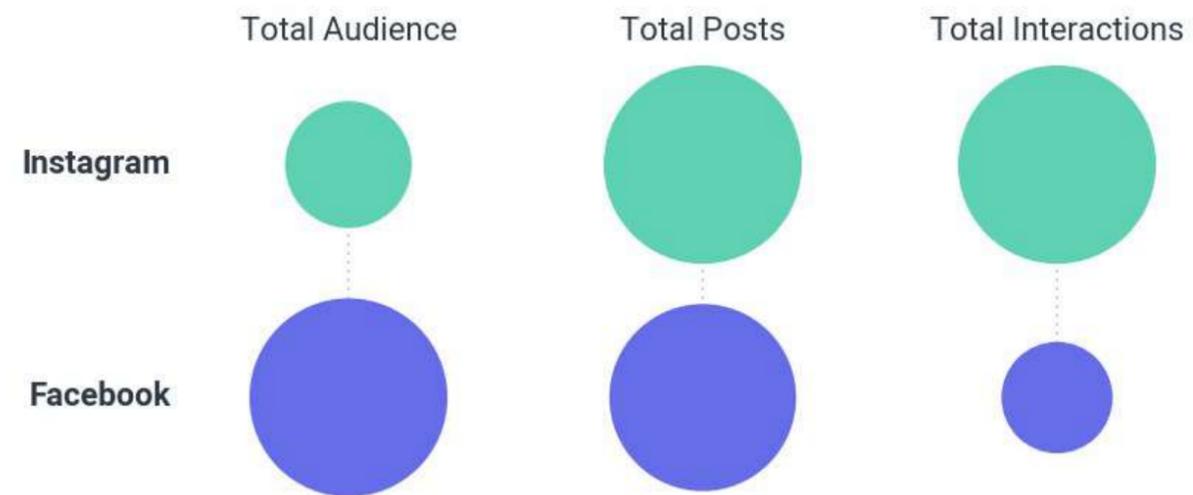
Date Range: April 01, 2019 - June 30, 2020

Sample: 50 Biggest Facebook & Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Social Media Landscape



When it comes to audience size in Southern Europe, the total audience for the 50 biggest Instagram accounts in Retail is lower than the total audience for the 50 biggest Facebook accounts. Total posts and total interactions on Instagram are both higher than on Facebook.

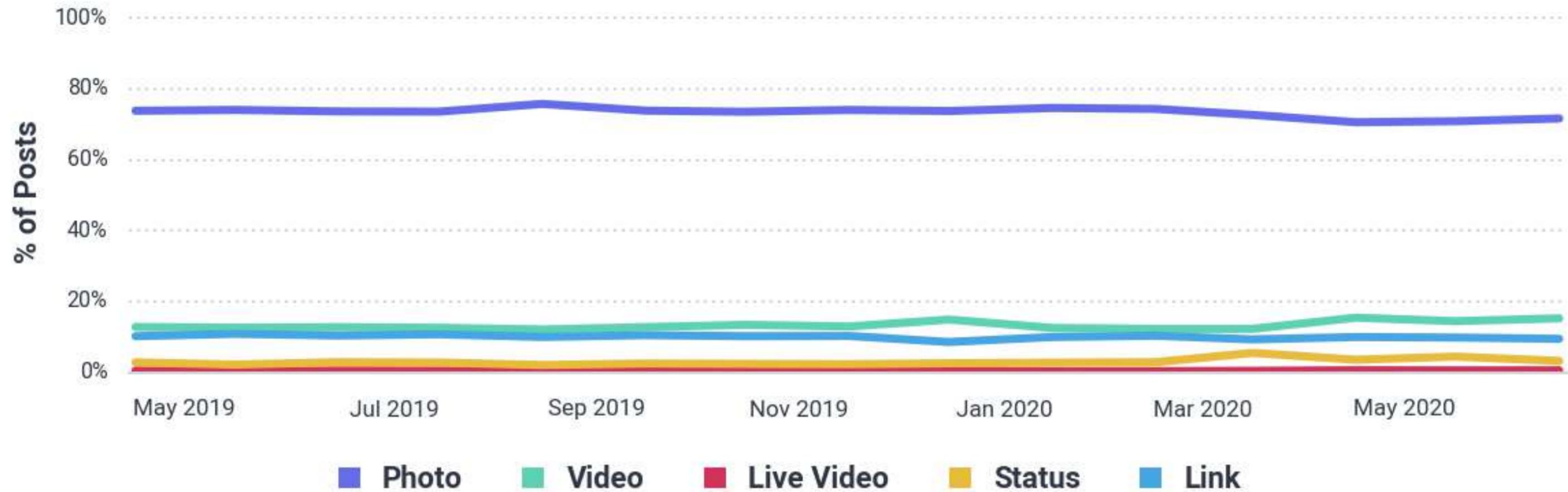
Date Range: April 01, 2020 - June 30, 2020

Sample: 50 Biggest Facebook & Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



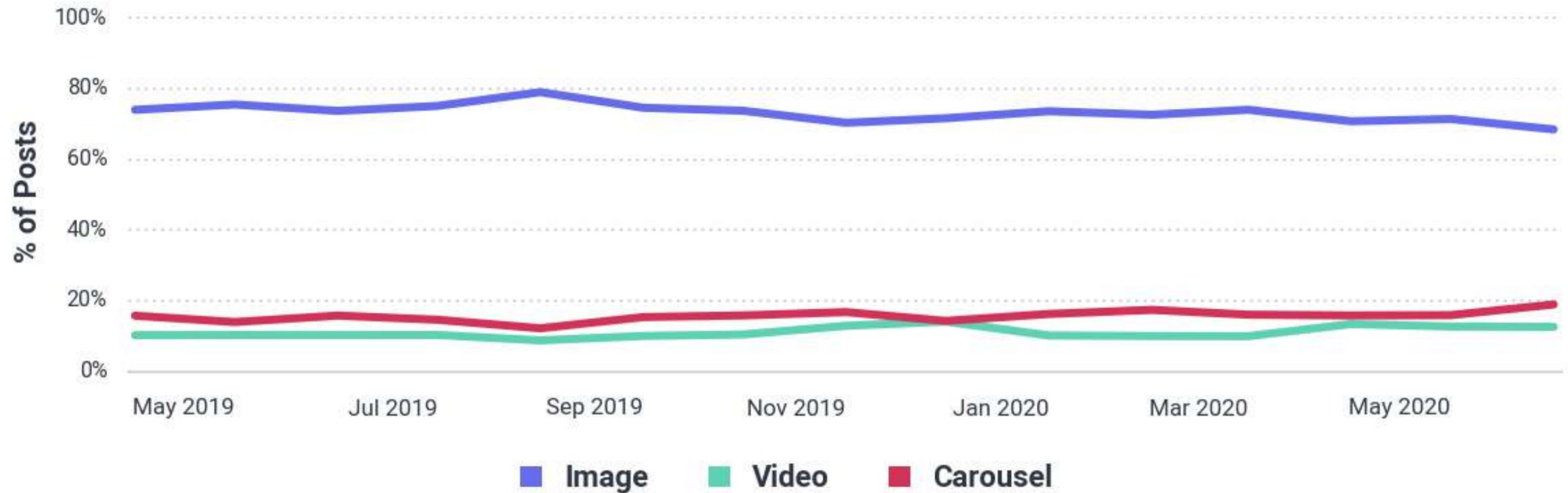
Distribution of Post Types on Facebook Evolution



Date Range: April 01, 2019 - June 30, 2020
Sample: 1,422 Facebook Retail Pages in Southern Europe
Source: Socialbakers Data



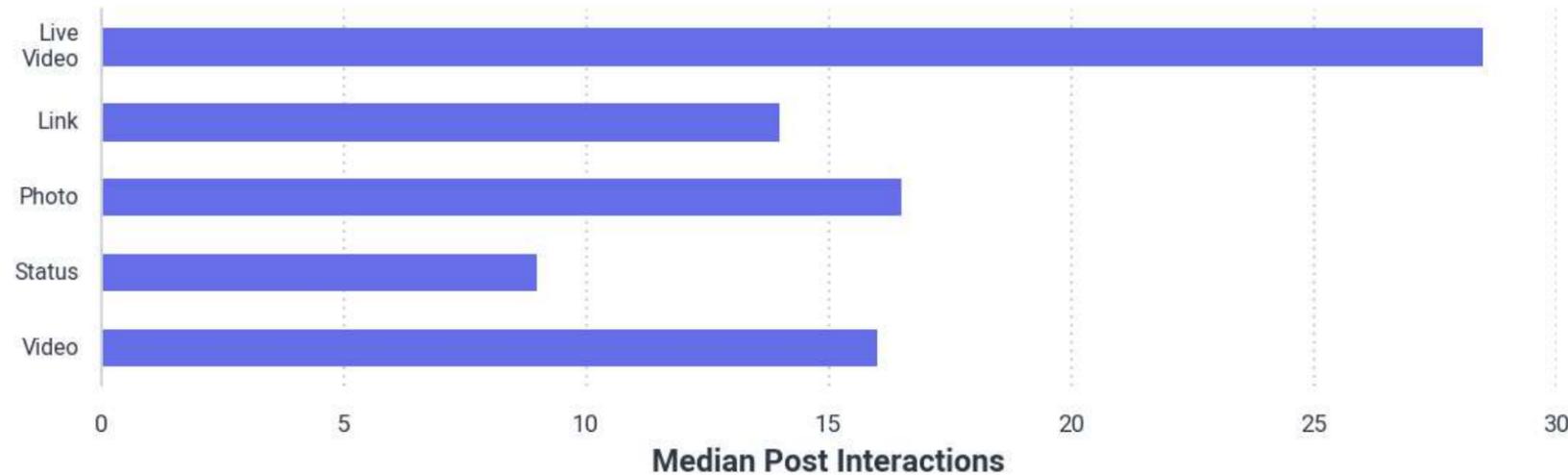
Distribution of Post Types on Instagram Evolution



Date Range: April 01, 2019 - June 30, 2020
Sample: 414 Instagram Retail Profiles in Southern Europe
Source: Socialbakers Data



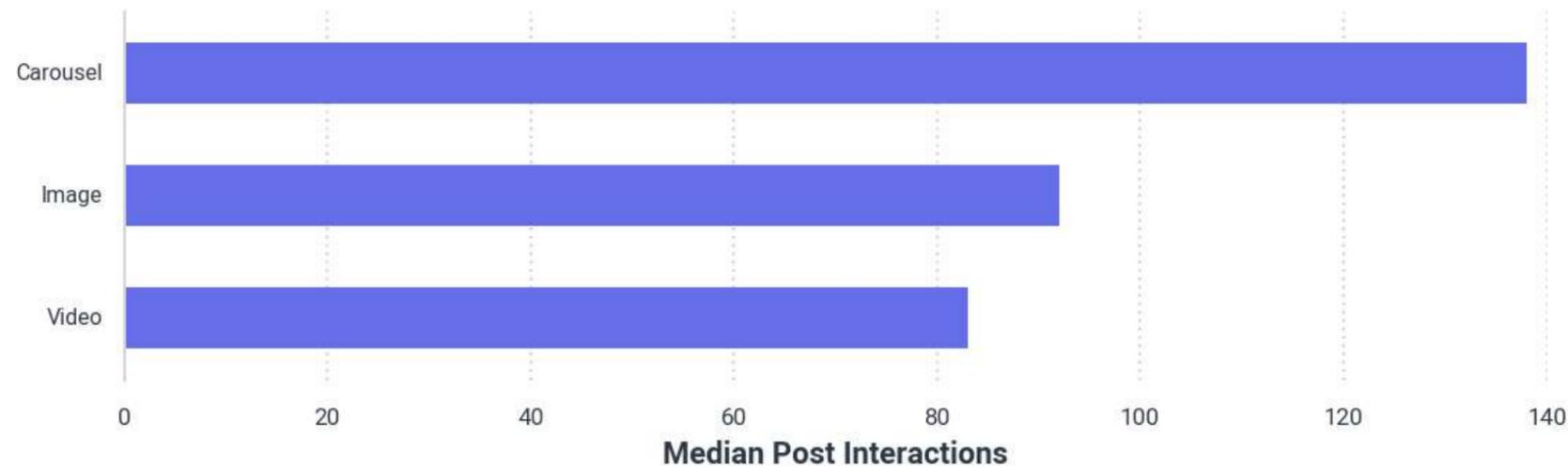
Organic Performance of Post Types on Facebook



In terms of organic performance on Facebook in Southern Europe, Live Video and Photo perform well, with 28 median post interactions for Live Video and with 16 median post interactions for Photo.



Organic Performance of Post Types on Instagram



In terms of organic performance on Instagram in Southern Europe, Carousel performs the best with 138 median post interactions, which is 46 more than the 2nd highest post type, Image.

Date Range: April 01, 2020 - June 30, 2020

Sample: 394 Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Top Performing Pages on Facebook

Rank		Page	Fans	Posts	Interactions
1		Continente <small>/continenteoficial</small>	2,044,342	184	724,628
2		Mercadona <small>/mercadona</small>	715,218	66	593,436
3		Lidl España <small>/lidlspana</small>	2,304,084	233	374,308
4		Lidl Portugal <small>/lidlportugal</small>	1,130,004	172	287,031
5		Carrefour <small>/carrefoures</small>		270	276,140
6		Embargosalobestia <small>/embargosalobestiacom</small>	852,996	434	263,515

For Retail in Southern Europe, the top performing Brands page on Facebook is Continente, with 724,628 interactions on 184 posts. Other pages performing well include Mercadona and Lidl España.

Date Range: April 01, 2020 - June 30, 2020

Sample: 1,480 Facebook Retail Pages in Southern Europe

Source: Socialbakers Data



Top Performing Profiles on Instagram

Rank		Profile	Followers	Posts	Interactions
1		Druni Perfumerías /druni_perfumerias	565,288	235	2,397,549
2		Perfumerías Primor /pprimor	969,312	295	2,381,258
3		DeCoro OFFICIAL /decoro_	195,890	627	1,785,845
4		JD Sports España /jdsportses	399,175	434	1,554,422
5		Lidl España /lidlspana	1,018,906	176	1,014,114
6		Sephora Italia /sephoraitalia	1,079,994	161	805,261

For Retail in Southern Europe, the top performing Brands profile on Instagram is Druni Perfumerías, which has 565,288 followers and generated 2,397,549 interactions on 235 posts. Other profiles performing well include Perfumerías Primor and DeCoro OFFICIAL.

Date Range: April 01, 2020 - June 30, 2020

Sample: 414 Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Top Posts on Facebook



What are the posts in Retail that created the most engagement on Facebook in Southern Europe in the last quarter? Aldi Supermercados, Lidl España and Mercadona managed to skyrocket their Facebook performance, with the top post generating 88,453 interactions.



Top Posts on Instagram



What are the posts in Retail that created the most engagement on Instagram in Southern Europe in the last quarter? Lidl España, Perfumerías Primor and Sport Zone managed to skyrocket their Instagram performance, with the top post generating 268,518 interactions.

Date Range: April 01, 2020 - June 30, 2020

Sample: 414 Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Share of Promoted Posts on Facebook



Date Range: April 01, 2019 - June 30, 2020
Sample: 1,480 Facebook retail Pages in Southern Europe
Source: Socialbakers Data

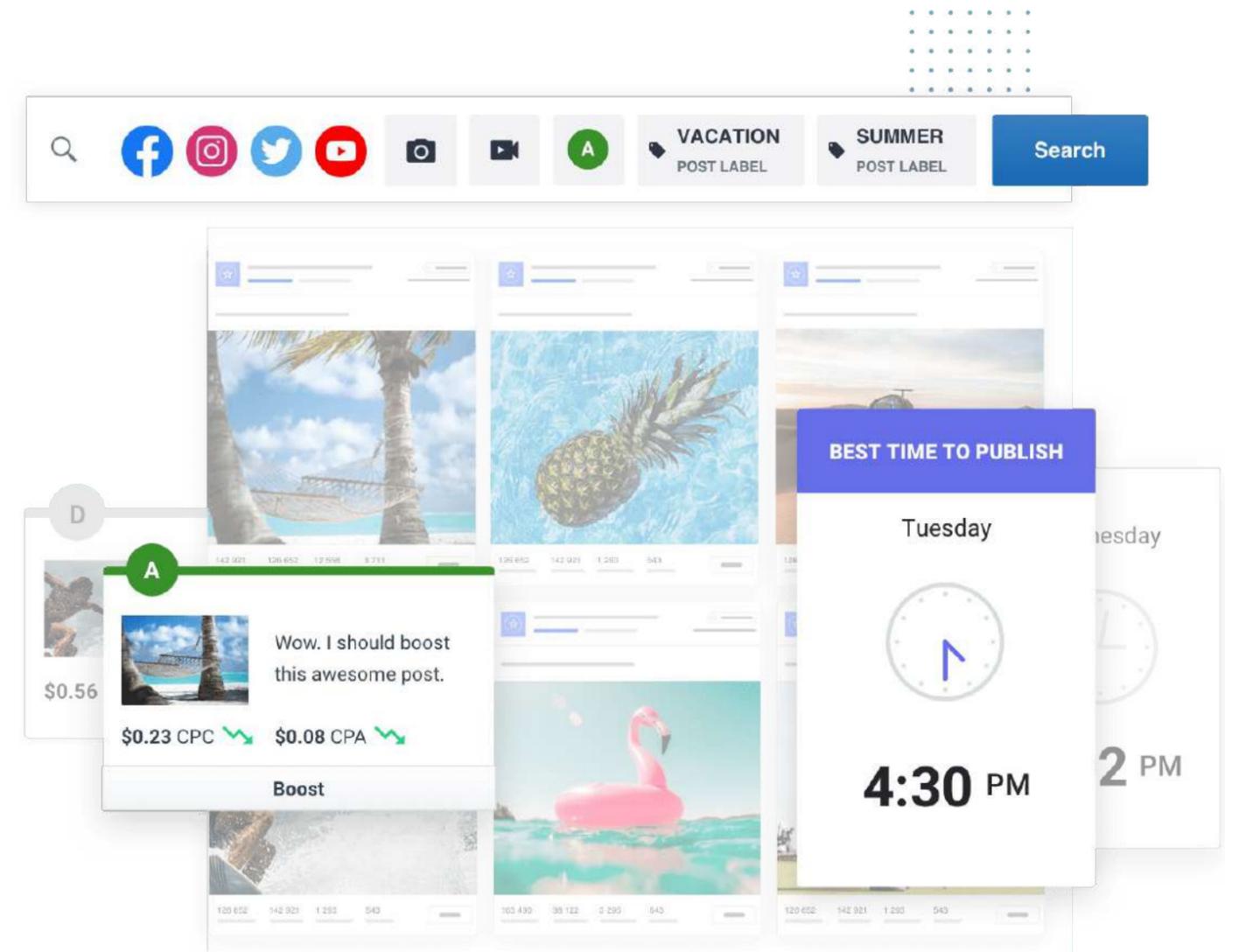


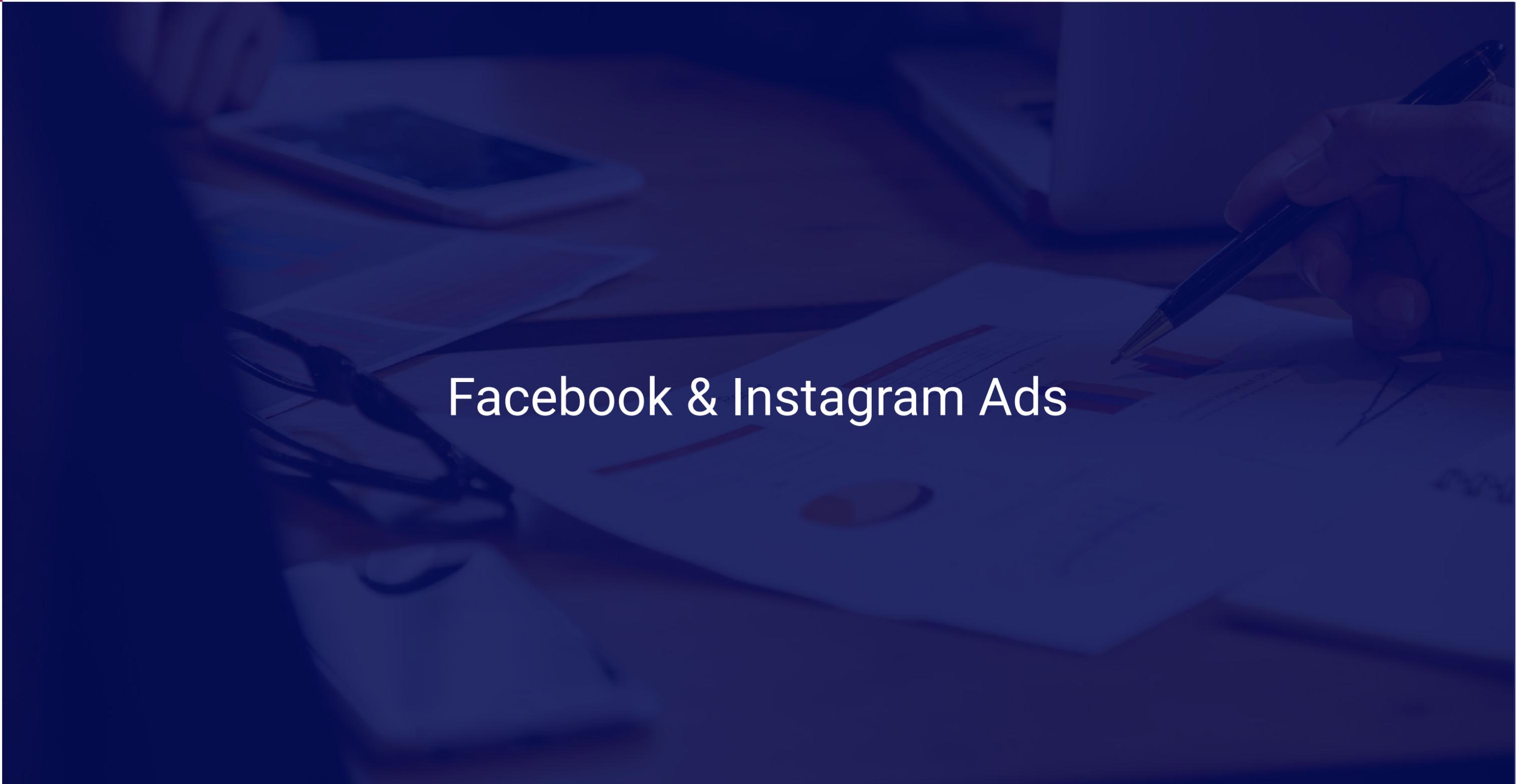
Boost Your Engagement on Facebook and Instagram With Socialbakers

Get everything you need to create content that really drives audience engagement:

- Discover what content your audience actually likes
- Learn what to post, exactly when and where
- Uncover crucial content insights to direct your strategy

[Schedule a Personalised Demo](#)



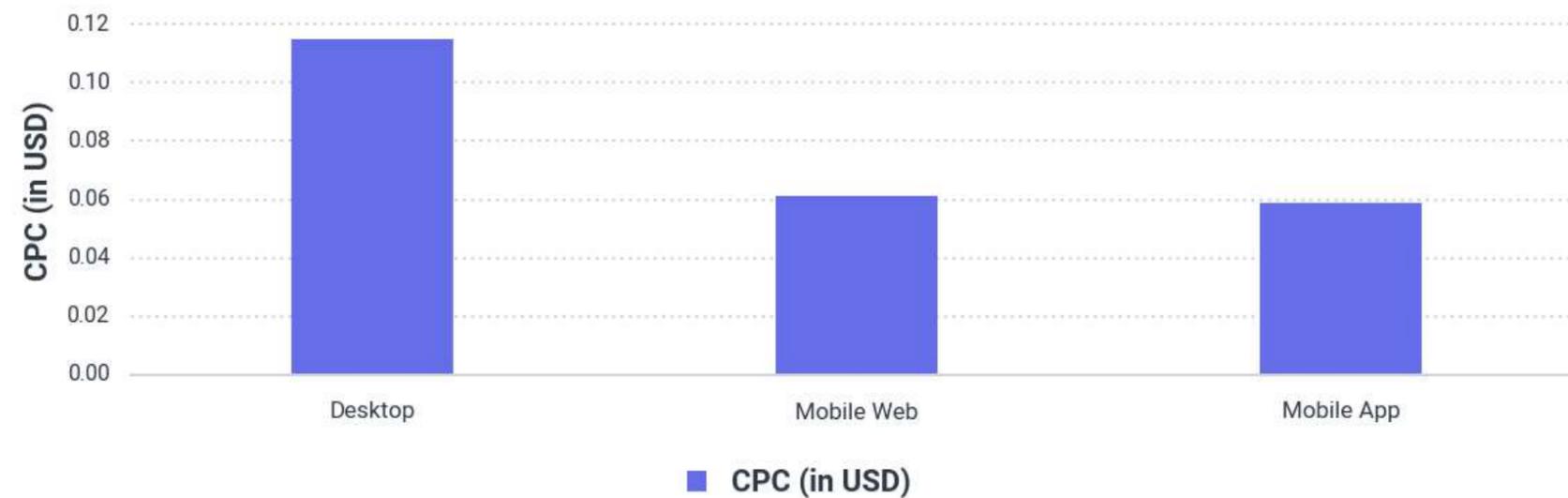


Facebook & Instagram Ads



Cost per Click by Device Platform (Retail)

Looking at Retail, the cost per click is higher for users engaging via desktop.



Date Range: April 01, 2020 - June 30, 2020

Sample: Retail Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



Cost per Click by Device Platform (Southern Europe)

Looking at Southern Europe, the cost per click is higher for users engaging via desktop.



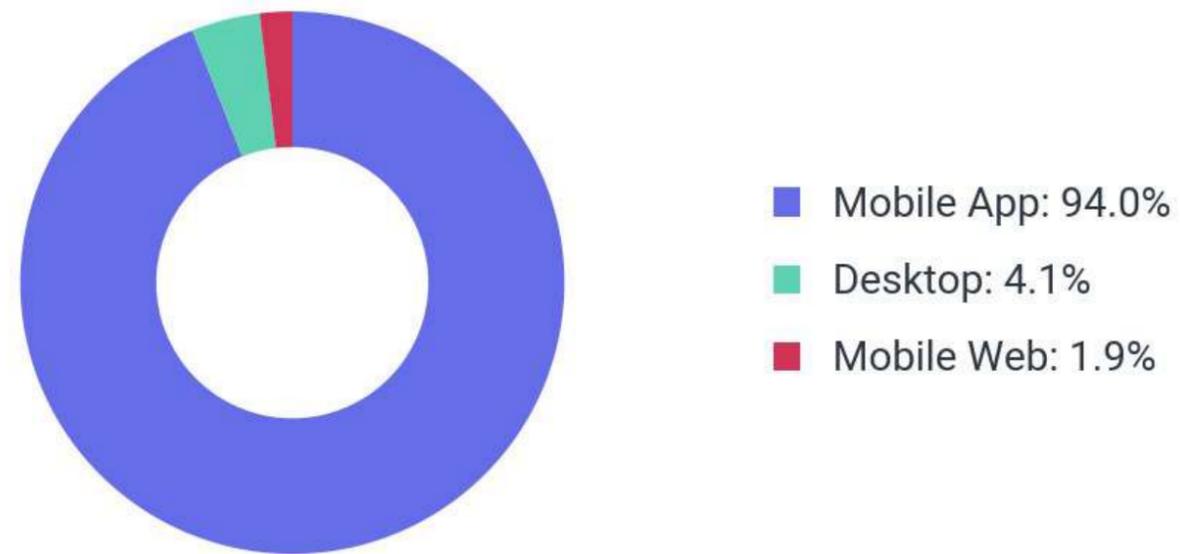
Date Range: April 01, 2020 - June 30, 2020

Sample: Southern Europe Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



Impressions by Device Platform (Retail)



In terms of paid impressions for Retail, the vast majority of them were achieved on Mobile App, which is 94% of all online paid impressions.

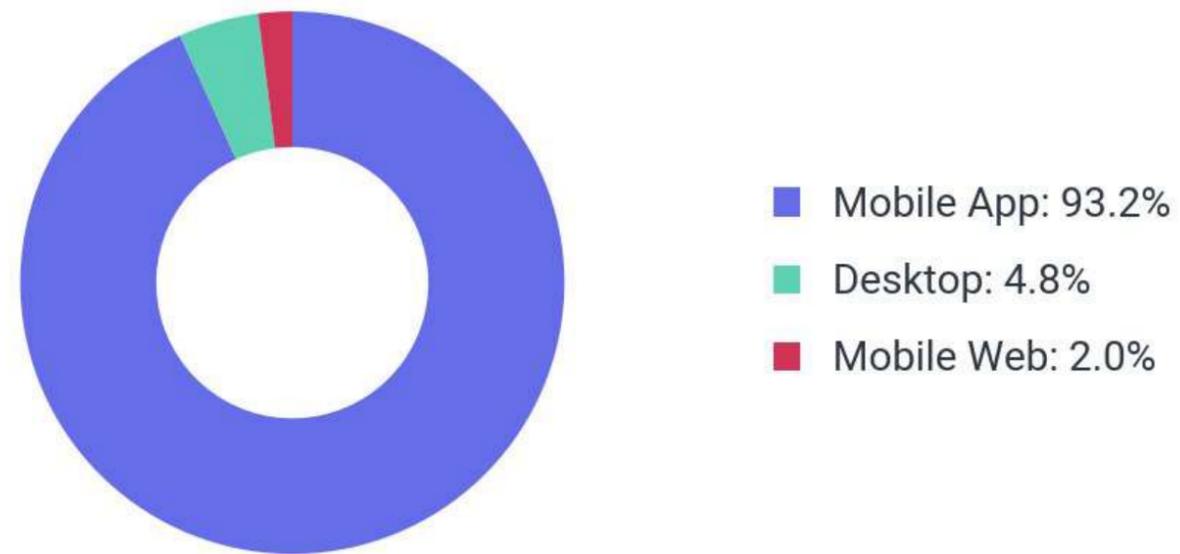
Date Range: April 01, 2020 - June 30, 2020

Sample: Retail Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



Impressions by Device Platform (Southern Europe)



In terms of paid impressions for Southern Europe, the vast majority of them were achieved on Mobile App, which is 93% of all online paid impressions.

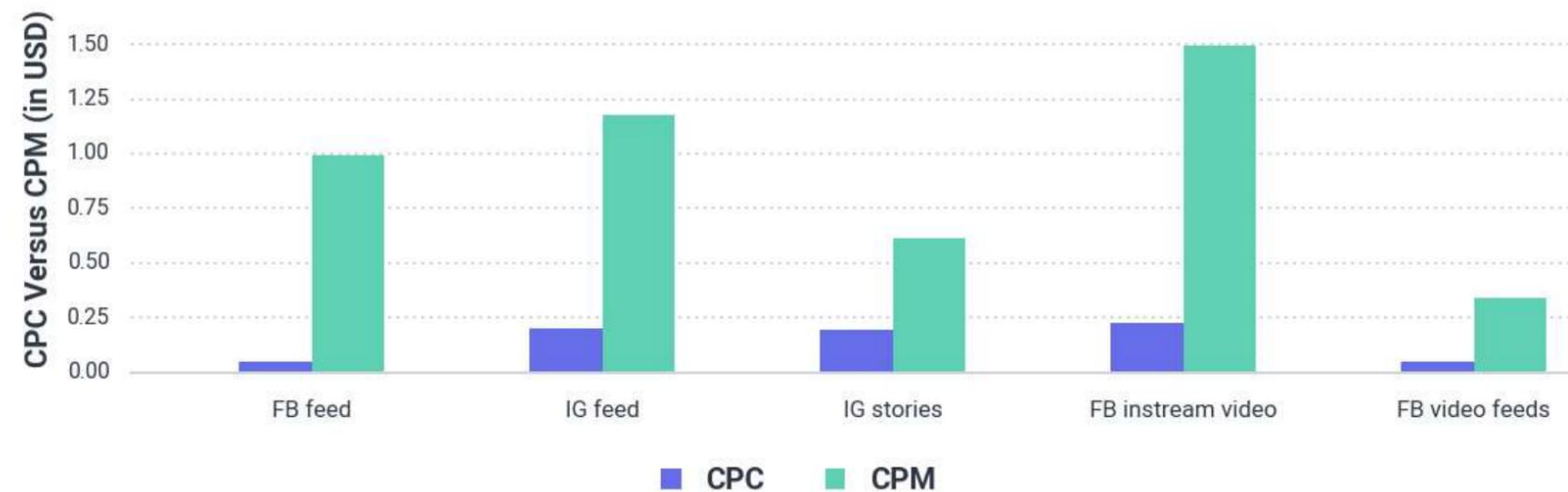
Date Range: April 01, 2020 - June 30, 2020

Sample: Southern Europe Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



CPC and CPM by Plat. Position - TOP 5 by Relative Spend (Retail)



When it comes to cost per click (CPC) and cost per thousand (CPM) for Retail, the lowest CPC are on FB feed, FB video feeds, and IG stories while the lowest CPM are on FB video feeds, IG stories, and FB feed.

Date Range: April 01, 2020 - June 30, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



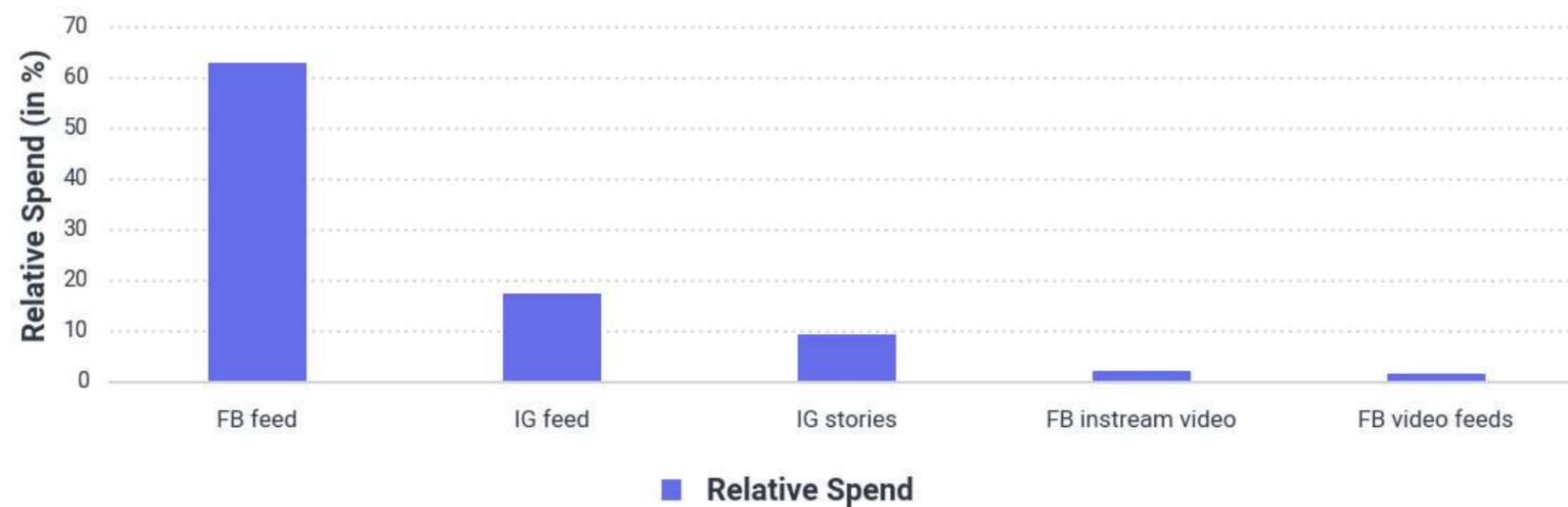
CPC and CPM by Plat. Position - TOP 5 by Relative Spend (Southern Europe)



When it comes to cost per click (CPC) and cost per thousand (CPM) for Southern Europe, the lowest CPC are on FB video feeds, FB feed, and FB instream video while the lowest CPM are on FB video feeds, IG stories, and FB feed.



Relative Spend by Platform Position - TOP 5 (Retail)



Looking closer at Retail, most of the relative spend goes to FB feed, followed by IG feed, and IG stories. Spending on FB feed is 45.65 p.p. higher than spending on IG feed.

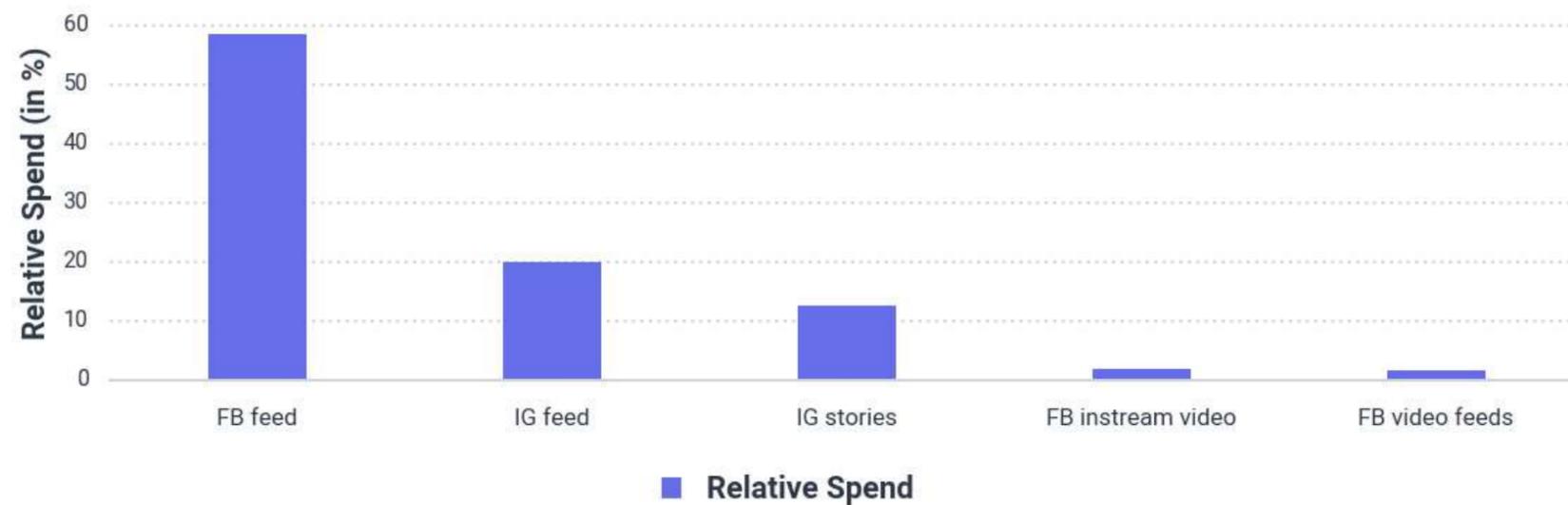
Date Range: April 01, 2020 - June 30, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



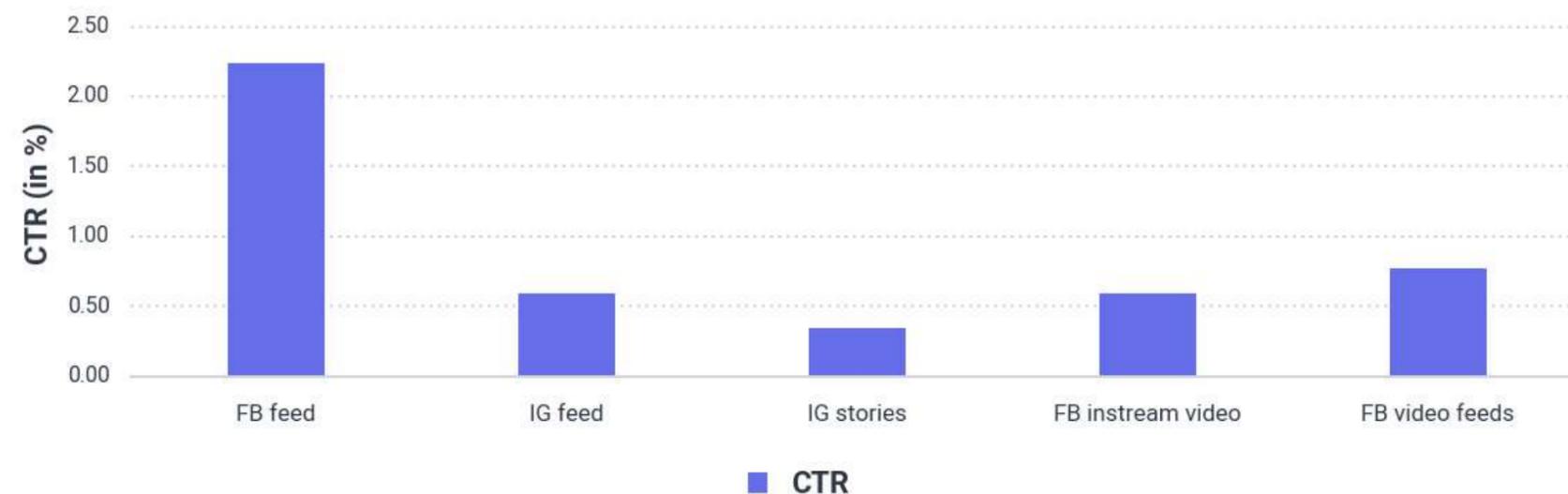
Relative Spend by Platform Position - TOP 5 (Southern Europe)



Looking closer at Southern Europe, most of the relative spend goes to FB feed, followed by IG feed, and IG stories. Spending on FB feed is 38.46 p.p. higher than spending on IG feed.



CTR by Platform Position - TOP 5 by Relative Spend (Retail)



Within Retail, the highest CTR is seen on FB feed, followed by FB video feeds and FB instream video. FB feed gets CTR of 2.24% compared to FB video feeds, which gets 0.77%.

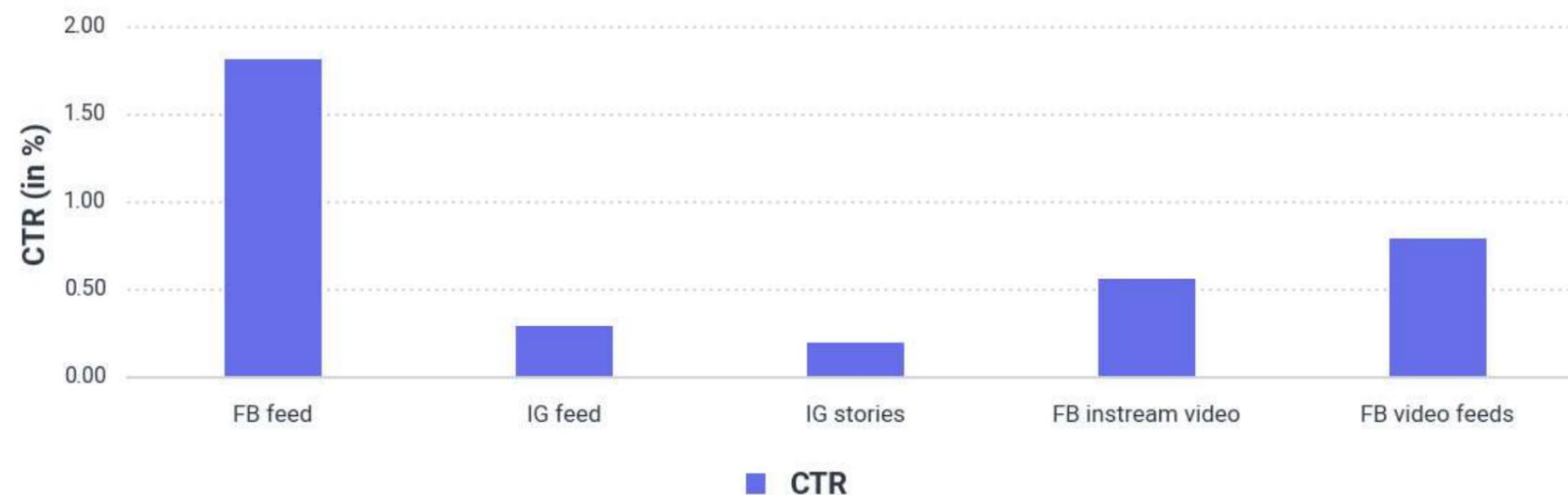
Date Range: April 01, 2020 - June 30, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



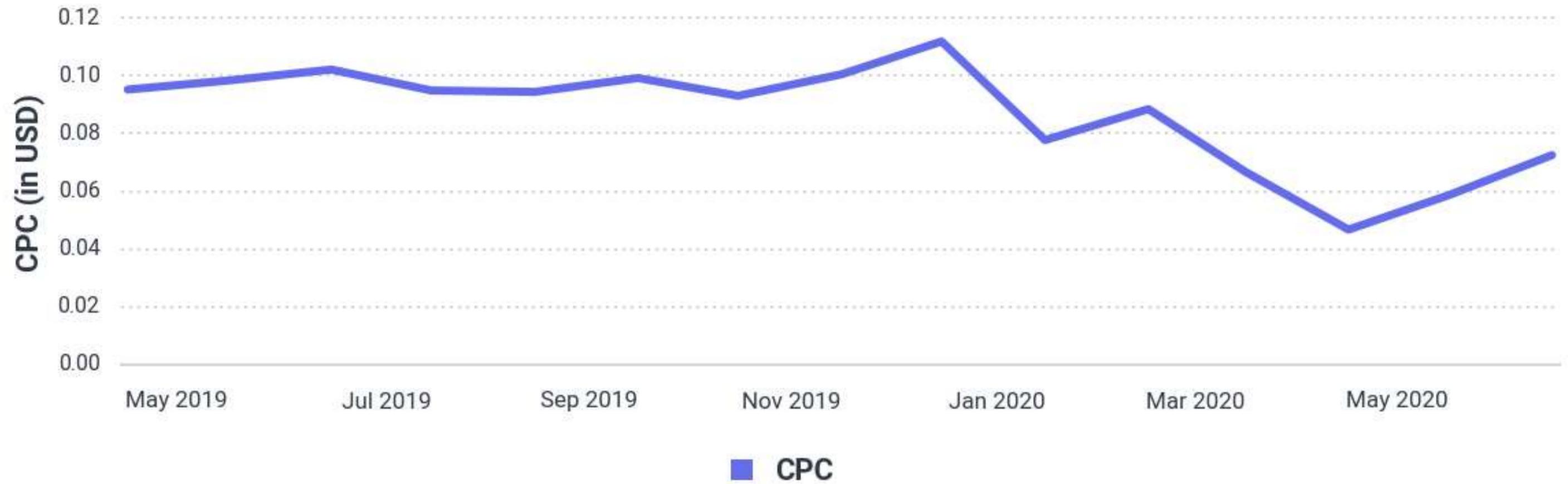
CTR by Platform Position - TOP 5 by Relative Spend (Southern Europe)



Within Southern Europe, the highest CTR is seen on FB feed, followed by FB video feeds and FB instream video. FB feed gets CTR of 1.81% compared to FB video feeds, which gets 0.79%.



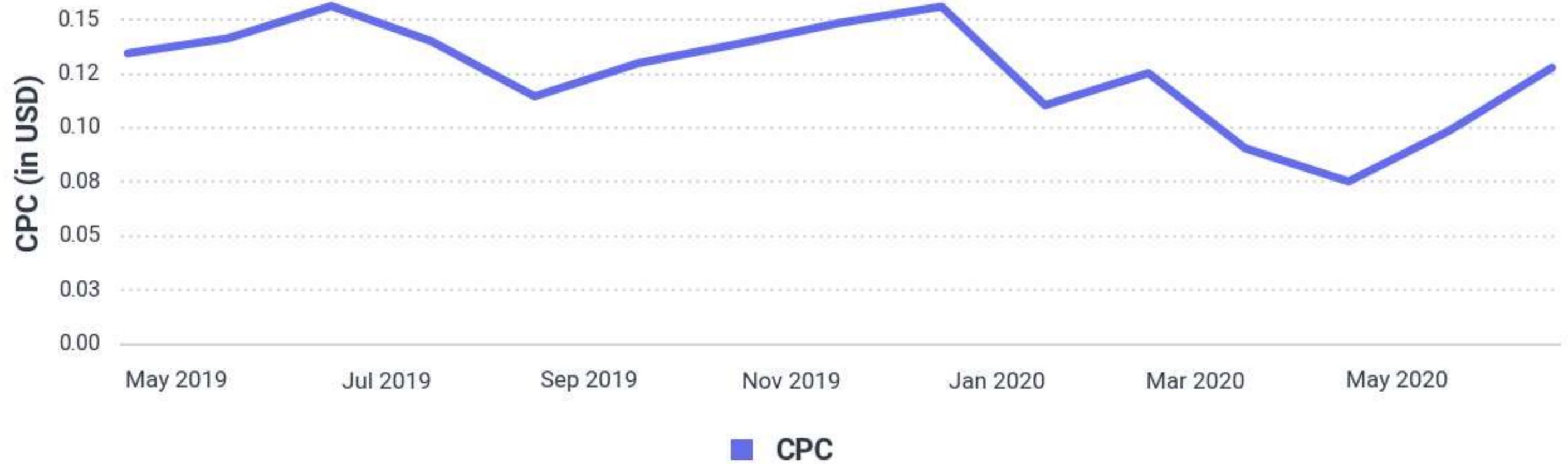
Cost per Click Evolution (Retail)



Date Range: April 01, 2019 - June 30, 2020
Sample: Retail Ad Accounts Benchmark
Source: Socialbakers Data



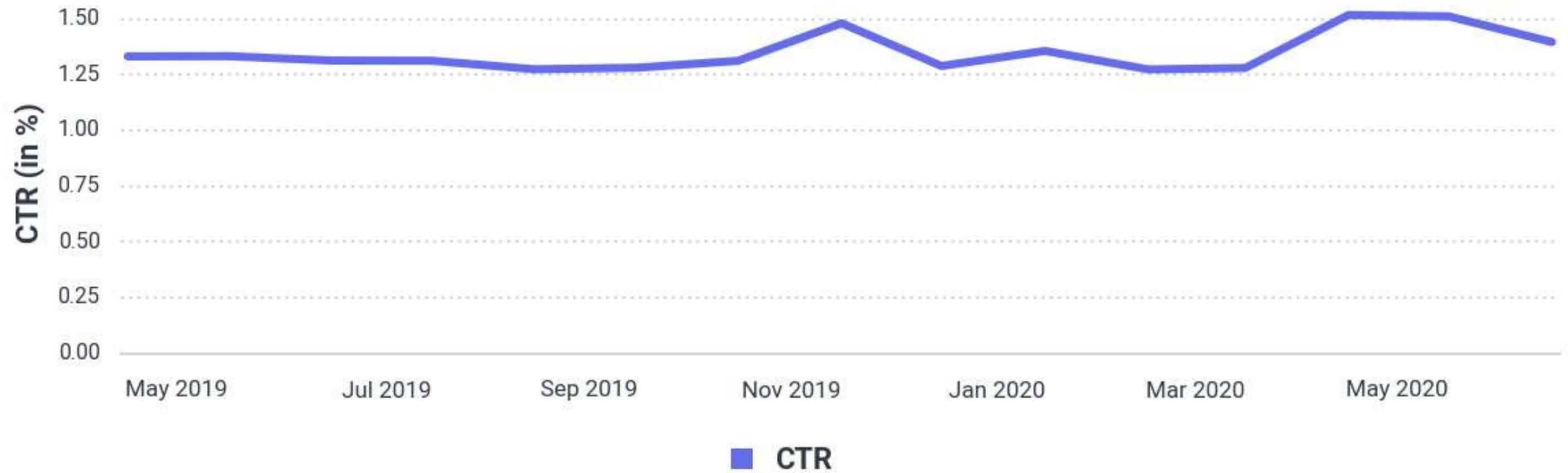
Cost per Click Evolution (Southern Europe)



Date Range: April 01, 2019 - June 30, 2020
Sample: Southern Europe Ad Accounts Benchmark
Source: Socialbakers Data



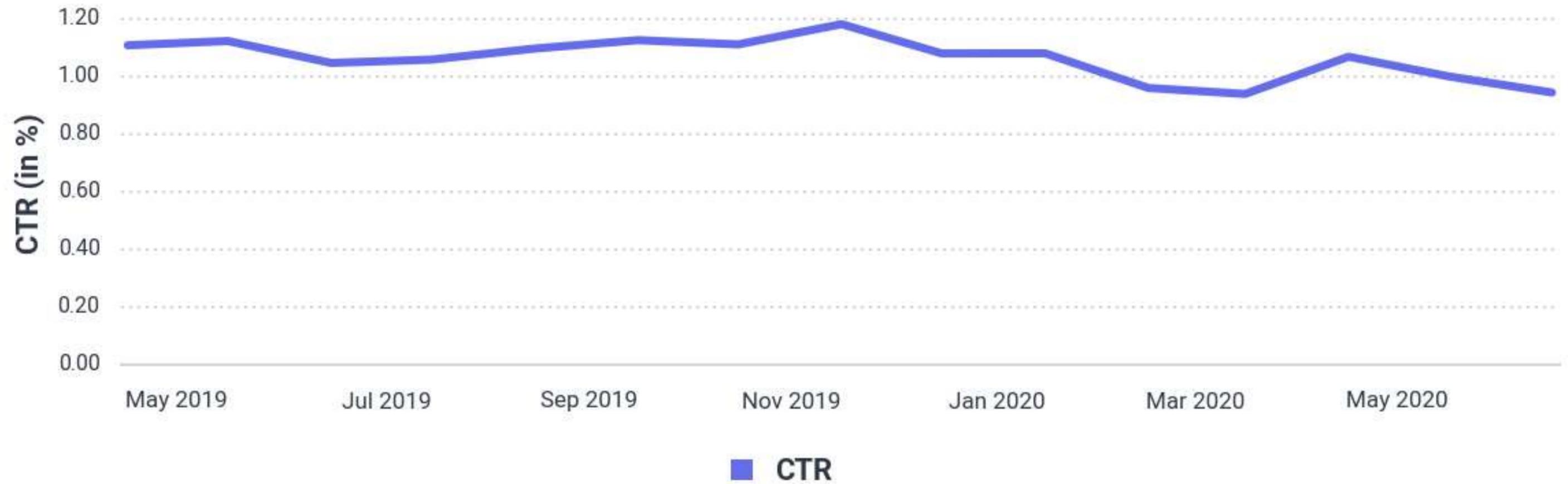
Click Through Rate Evolution (Retail)



Date Range: April 01, 2019 - June 30, 2020
Sample: Retail Ad Accounts Benchmark
Source: Socialbakers Data



Click Through Rate Evolution (Southern Europe)



Date Range: April 01, 2019 - June 30, 2020
Sample: Southern Europe Ad Accounts Benchmark
Source: Socialbakers Data



Total Spend on Posts by Grade on Facebook



Date Range: April 01, 2020 - June 30, 2020
Sample: 92 Facebook Retail Pages in Southern Europe
Source: Socialbakers Data

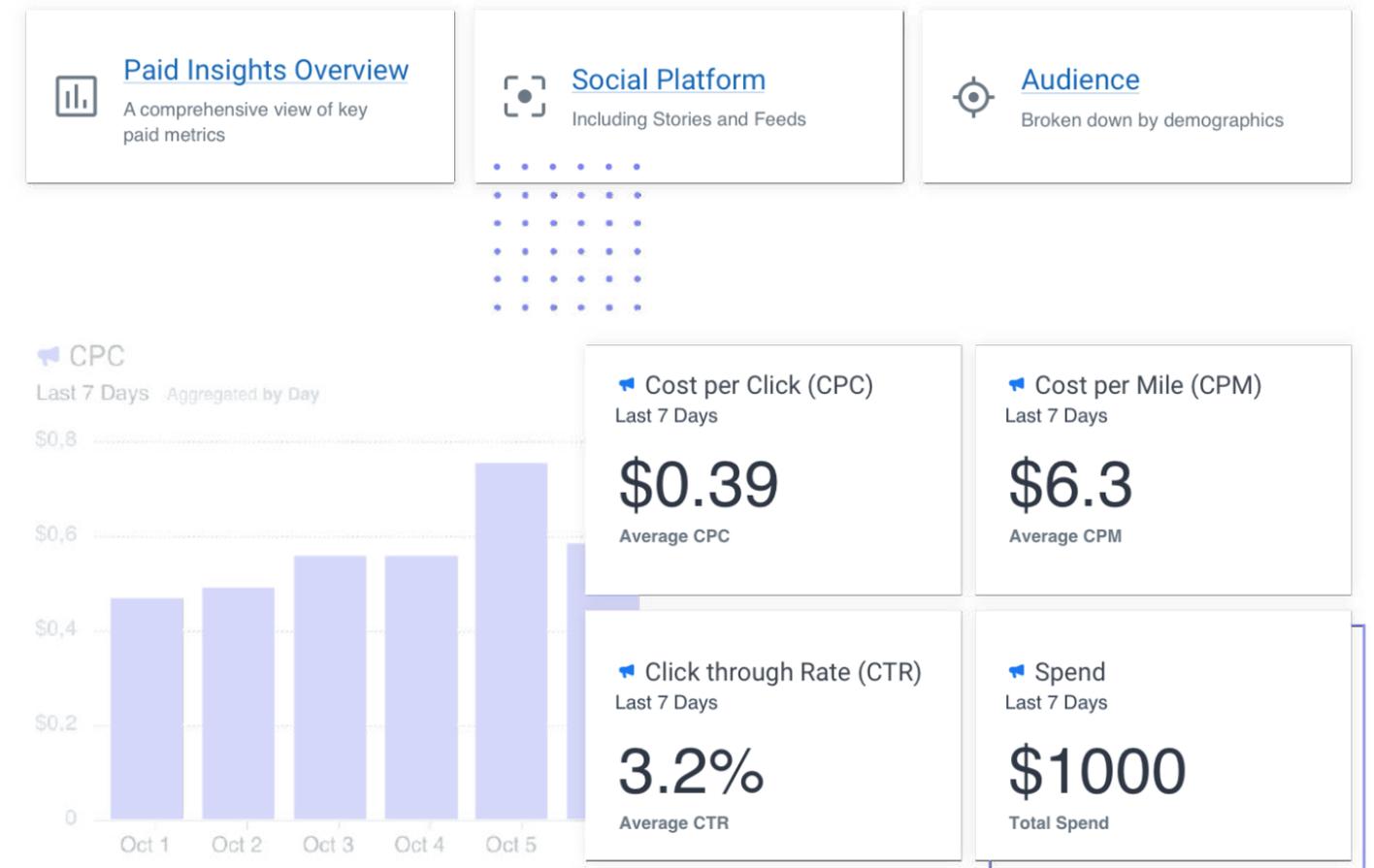


Get the Most out of Paid Campaigns With Socialbakers' Data-Driven Metrics

Get everything you need to create content that really drives audience engagement:

- Use insights to make smarter decisions about your budget
- Instantly visualize KPIs alongside critical ad benchmarks
- Have AI help improve costs and boost click through

[Schedule a Personalised Demo](#)

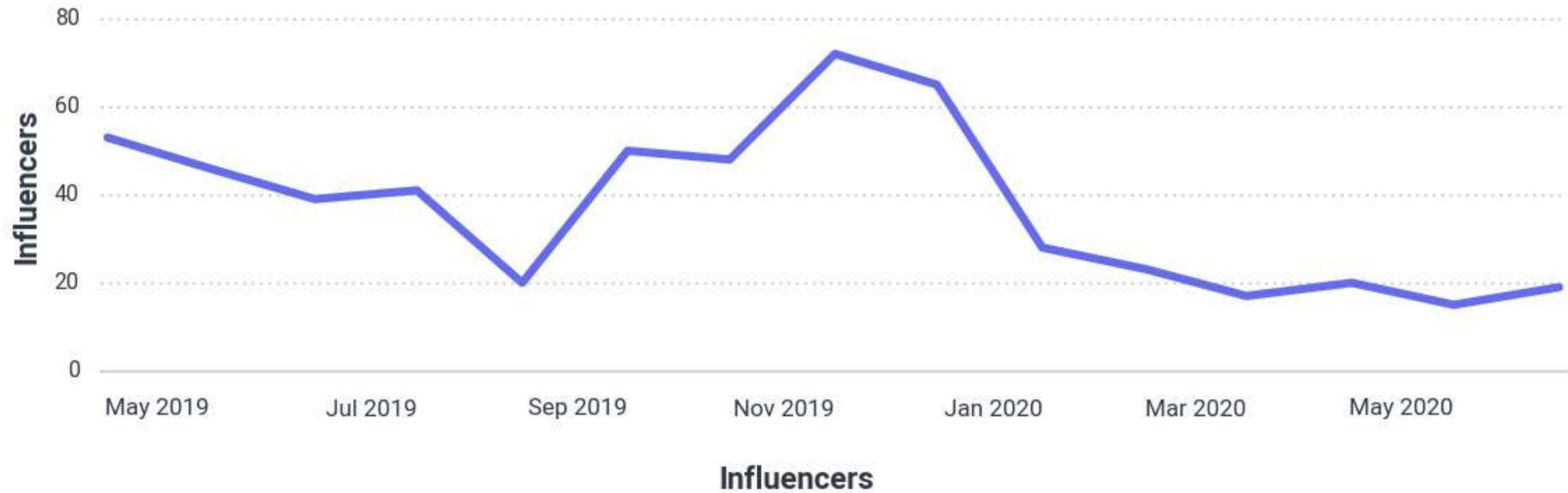




Influencers on Instagram



Evolution of #Ad Usage by Influencers



Date Range: April 01, 2019 - June 30, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Top Influencers Mentioning Retail Profiles

Rank		Profile	Followers	Interactions	Scores
1		Maria Rodrigues /mariarodriguesx	66,640	496,683	100
2		CARLA DOYLE. /carladoyle.exe	48,115	195,536	100
3		BEATRICE VALLI /vallibeatrice	2,557,390	11,359,743	100
4		JOANA VAZ /joanavaz_	241,597	1,116,027	100
5		ANNA PADILLA /annafpadilla	463,760	1,406,454	100
6		® /ssolonos	31,987	70,124	100

In Southern Europe, the top influencers mentioning Retail on Instagram include Maria Rodrigues, CARLA DOYLE., and BEATRICE VALLI.

Date Range: April 01, 2020 - June 30, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Top Regional Influencers Mentioning Retail Profiles

Rank		Profile	Followers	Interactions	Scores
1		CARLA DOYLE. /carladoyle.exe	48,115	195,536	100
2		BEATRICE VALLI /vallibeatrice	2,557,390	11,359,743	100
3		JOANA VAZ /joanavaz_	241,597	1,116,027	100
4		ANNA PADILLA /annafpadilla	463,760	1,406,454	100
5		® /ssolonos	31,987	70,124	100
6		Susana Ramirez /sosann	150,926	265,099	100

In Southern Europe, the top presumed regional influencers mentioning Retail on Instagram include CARLA DOYLE., BEATRICE VALLI, and JOANA VAZ.

Date Range: April 01, 2020 - June 30, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Top Retail Profiles Cooperating with Influencers

Rank		Profile	# Mentions	# Influencers
1		Lidl España /lidlspana	4	4
2		Acqua & Sapone /acquaesaponeofficial	3	3
3		JD Sports España /jdsportses	4	3
4		Douglas Cosmetics Sp... /douglascosmetics_es	2	2
5		Druni Perfumerías /druni_perfumerias	2	2
6		ALDI España /aldi.es	2	2

The top Retail profile associated with Instagram influencers in Southern Europe is Lidl España, which has 4 mentions from 4 influencers. Other profiles with successful influencer partnerships include Acqua & Sapone, JD Sports España, and Douglas Cosmetics Spain.

Date Range: April 01, 2020 - June 30, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Profiles With The Best Influencer Marketing Efficiency

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		Julian Fashion /julianfashion	99.85%	1.60%	40,982.75x
2		Lidl Cyprus /lidl_cyprus	99.47%	7.27%	2,410.07x
3		El Corte Inglés /elcorteinglespt	98.10%	3.03%	1,651.61x
4		Acqua & Sapone /acquaesaponeofficial	99.09%	6.25%	1,640.21x
5		LUISAVIAROMA /luisaviaroma	91.27%	0.74%	1,401.70x
6		Douglas Cosmetics Sp... /douglascosmetics_es	95.38%	1.90%	1,063.95x

The Retail profile in Southern Europe that has the best influencer marketing efficiency is Julian Fashion which has a cooperation efficiency of 40,982.75x and only 1.60% of the overall posts featured by influencers. Other profiles doing well in this area includes Lidl Cyprus, El Corte Inglés, and Acqua & Sapone. Cooperation Efficiency: the metric is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.

Date Range: April 01, 2020 - June 30, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data

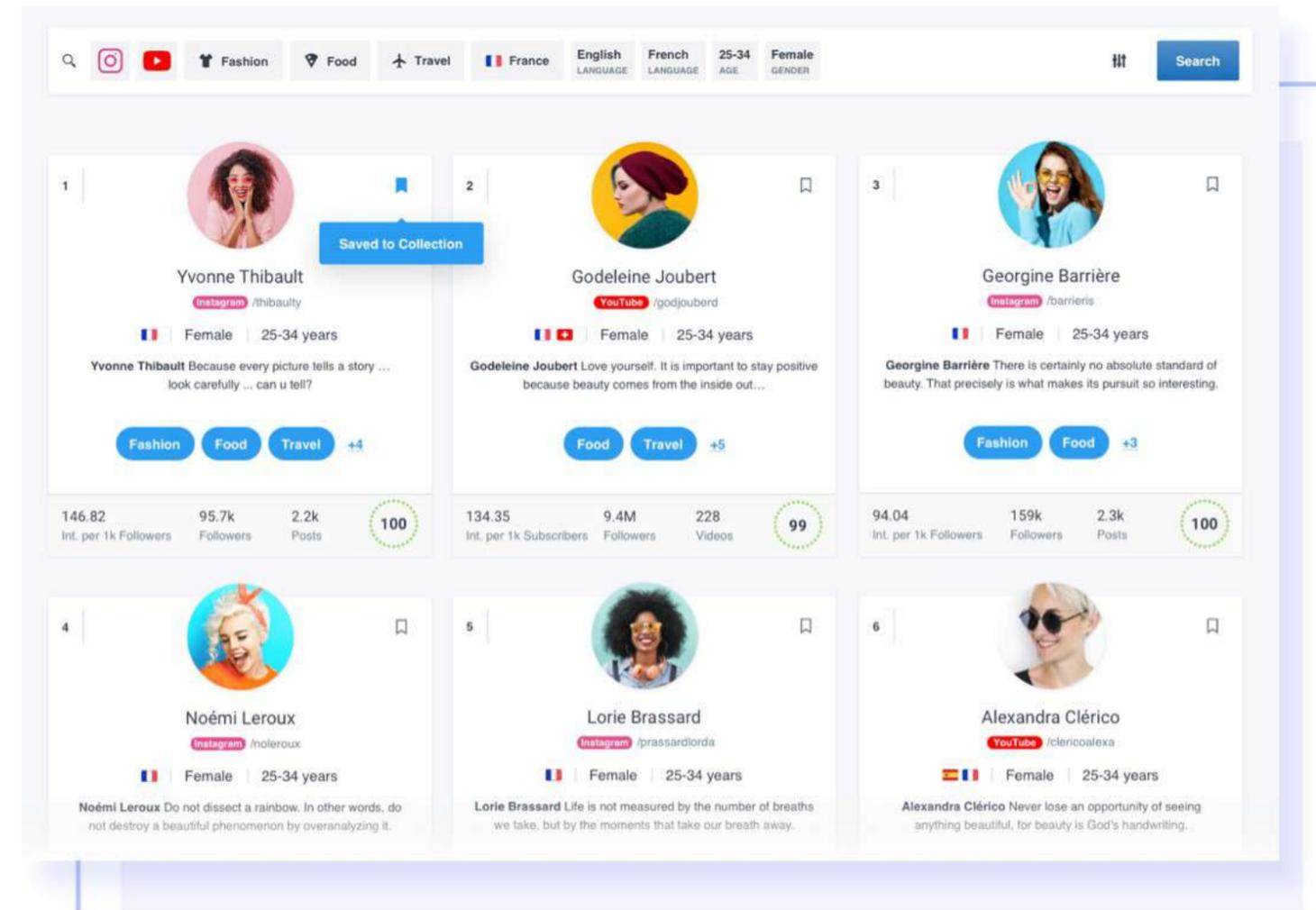


Discover the Right Influencers for Your Audience Instantly

Finding the right influencers for your audience can be as easy as clicking a button. AI analyzes and finds the right influencers for you based on your audience preferences.

- Instantly find top-performing influencers in any industry or region
- Shortlist influencers that best match your requirements
- Easily monitor the business impact of all your influencer campaigns

[Schedule a Personalised Demo](#)





Appendix



Appendix - Facebook

Metric	Location	Q2 2020	Q-to-Q	Y-to-Y
Interactions on Profile Posts	Southern Europe	4,645.48	36.74%	23.71%
Number of Followers	Southern Europe	70,072.11	0.04%	-0.06%
Profile Posts	Southern Europe	20.36	1.95%	-13.40%
Video Views	Southern Europe	7,737.33	7.51%	55.70%

Date Range: April 01, 2019 - June 30, 2020

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Socialbakers Data



Appendix - Facebook

Metric	Location	Q2 2020	Q-to-Q	Y-to-Y
% Comments	Southern Europe	0.07	37.99%	28.24%
% Live Video	Europe	0.06	55.67%	12.11%
% Other Than Like	Southern Europe	0.08	7.45%	16.44%
% Paid Media	Southern Europe	0.19	6.09%	25.51%
% Reactions	Southern Europe	0.80	-5.18%	-3.86%
% Shares	Southern Europe	0.13	22.40%	14.22%

Date Range: April 01, 2019 - June 30, 2020

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Socialbakers Data



Appendix - Facebook Ads

Metric	Location	Q2 2020	Q-to-Q	Y-to-Y
\$ CPC	Retail	0.05	-32.23%	-46.63%
\$ CPC	SouthernEurope	0.09	-20.17%	-39.72%
\$ Spend	Retail	2,200.13	-0.74%	8.16%
\$ Spend	SouthernEurope	1,784.27	7.43%	-7.90%

Date Range: April 01, 2019 - June 30, 2020

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Socialbakers Data



Appendix - Instagram

Metric	Location	Q2 2020	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Southern Europe	66.00	-16.46%	-60.48%
Interactions on Profile Posts	Southern Europe	20,366.09	-3.68%	-4.43%
Number of Followers	Southern Europe	63,192.40	2.13%	4.93%
Profile Posts	Southern Europe	22.27	-3.62%	-12.65%

Date Range: April 01, 2019 - June 30, 2020

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Socialbakers Data



Appendix - Youtube

Metric	Location	Q2 2020	Q-to-Q	Y-to-Y
Number of Followers	Southern Europe	23,275.12	1.19%	2.59%
Profile Posts	Southern Europe	6.86	123.51%	47.62%

Date Range: April 01, 2019 - June 30, 2020

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Socialbakers Data



Methodology & Glossary

Quarterly Industry Reports reflect the state of Socialbakers database at the beginning of the following quarter to the quarter of the reports. The data is pulled only once and is not updated between releases.

Minimum threshold for the report to be generated is 50 Profiles on Instagram & 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 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
- #AD hashtags at a minimum of 10 #AD hashtags per month in the influencers section, etc



**Reactions:**

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

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:

Median value for profiles (pages) in the sample. The value is the sum of Interactions gathered on posts published in a given month divided by the total number of posts published in the month.

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: Sum of all Followers (or Fans) of the profiles in the sample

Activity volume:

Sum of all posts published in given time period (stories are not included)

User engagement:

Sum of all interactions on posts published in a given time period. The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

ADS

Organic means not promoted (not paid to be shown in the feed). We use Socialbakers' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) or Impressions by Device Platform:

Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.

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.

Post grade:

Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

INFLUENCERS**Influencer:**

Instagram business profile of a person followed by more than 1000 profiles.

Evolution of #AD Usage:

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

Influencer's score:

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

Top Influencers Mentioning {category} Profiles:

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.

Top Profiles Cooperating with Influencers:

Profiles in given categories and regions that were mentioned by at least one influencer in the given time range.



Influencer Marketing Efficiency:

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% Comments: the percentage of total interactions on comments

% Reactions: the percentage of total interactions on reactions

% Shares: the percentage of total interactions on shares

% Live Video: the percentage of all posts on live video posts

% Other Than Like: shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% Paid Media: percentage of all posts on promoted posts

Activity: Average posts published by a profile on the platform in a given time period.

Community Size: Average Fans/Followers/Subscribers count on the platform

Interactions: Average Interactions per page received on posts published in the given time period

#AD Usage: The total number of influencers who used #AD (or available local equivalent) in Instagram posts

Countries included in the report:

Andorra, Cyprus, French Polynesia, Gibraltar, Greece, Italy, Malta, Monaco, Portugal, San Marino, Spain, Vatican



Extended glossary available on Socialbakers website:

<https://support.socialbakers.com/hc/en-us/articles/115007663707-Glossary-of-Metrics-Analytics-Facebook->