



socialbakers
An Astute Company

Retail in Southern Europe

Q1 2021



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 Q1 2021, 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 0.45% on Facebook and by 3.30% on Instagram in the last quarter.

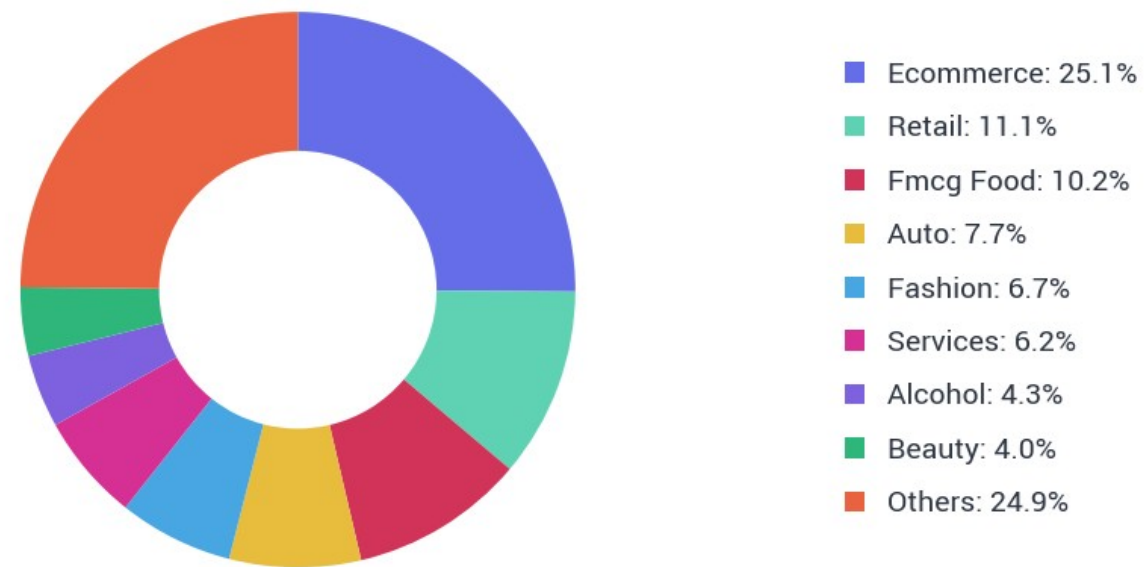
Read further to get a deeper understanding of the trends in the retail industry in Southern Europe based on exclusive quarterly data from Socialbakers.



Platforms Overview



Total Interactions Distribution of Brands Pages on Facebook

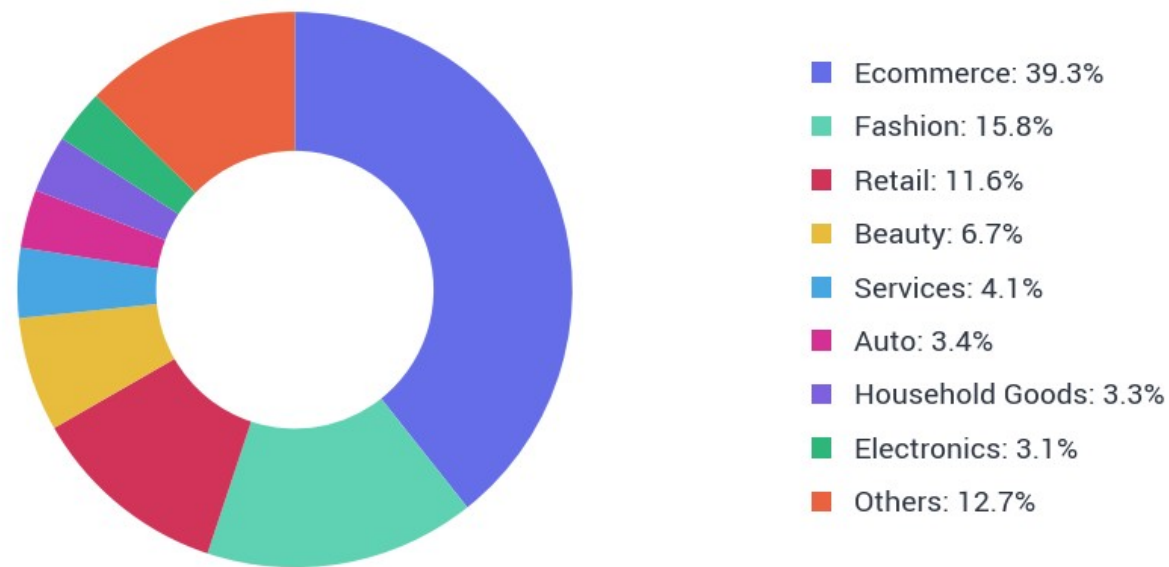


Retail category has the 2nd highest number of interactions of Brands pages on Facebook in Southern Europe.

Date Range: January 01, 2021 - March 31, 2021
Sample: Facebook Brands Pages in Southern Europe
Source: Socialbakers Data



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.

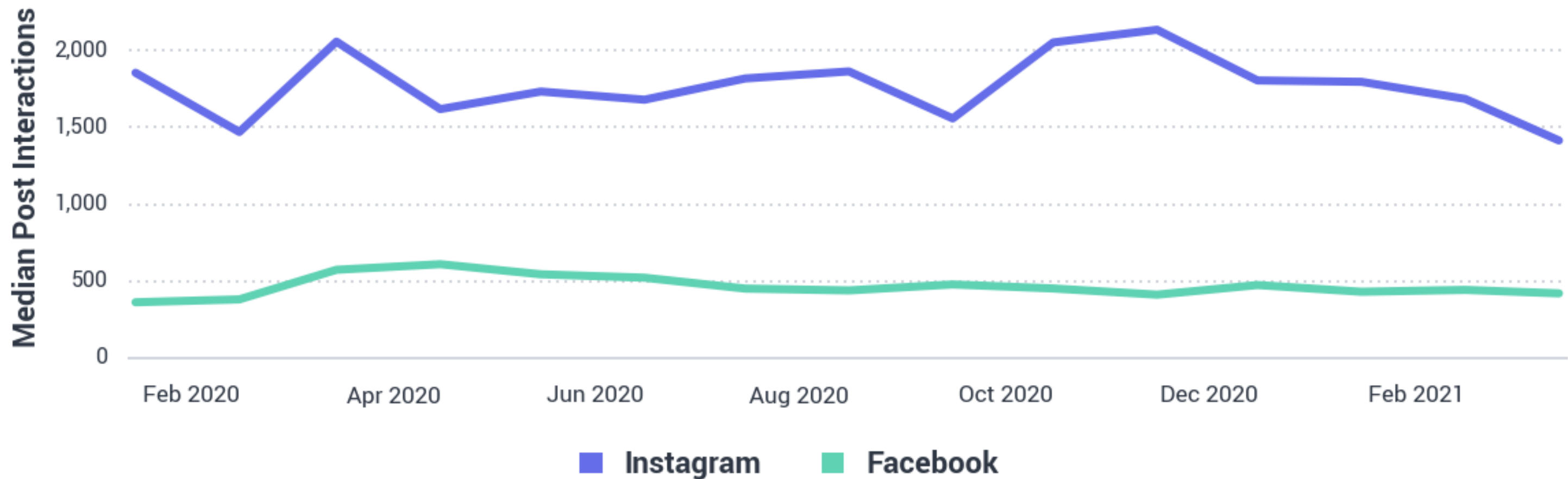
Date Range: January 01, 2021 - March 31, 2021

Sample: Instagram Brands Profiles in Southern Europe

Source: Socialbakers Data



Median Post Interactions Evolution



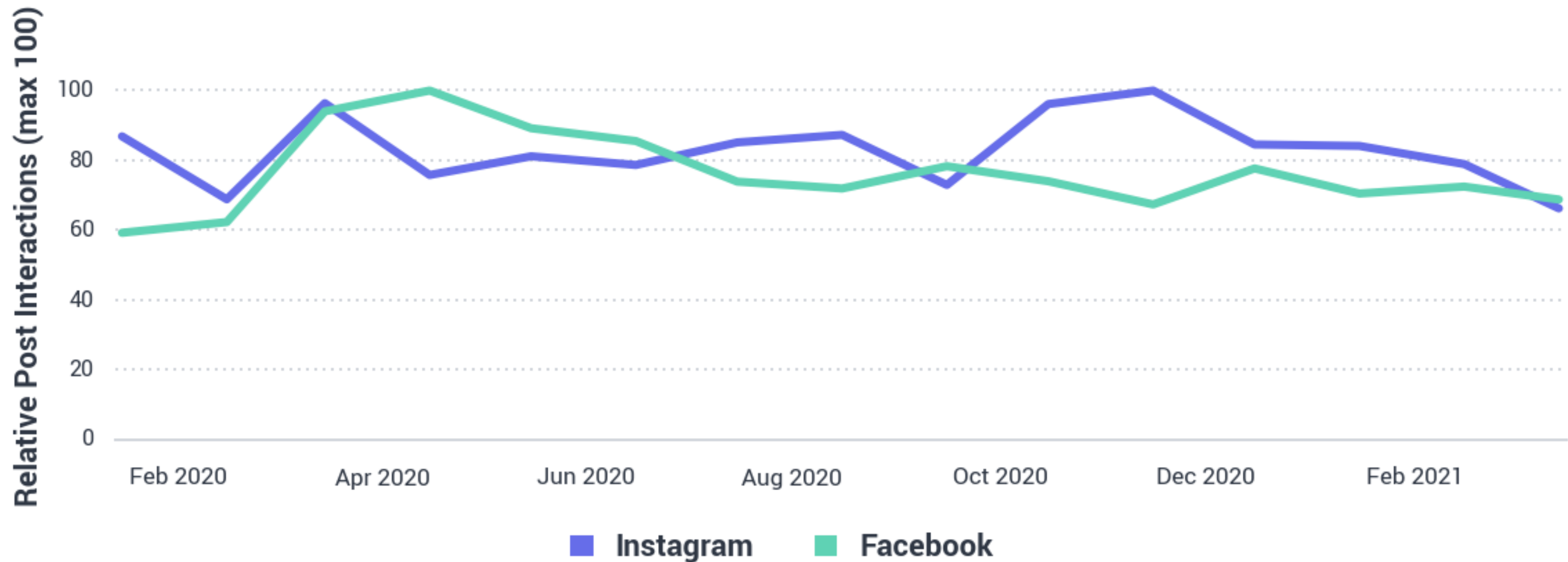
Date Range: January 01, 2020 - March 31, 2021

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

Source: Socialbakers Data



Relative Median Post Interactions Evolution



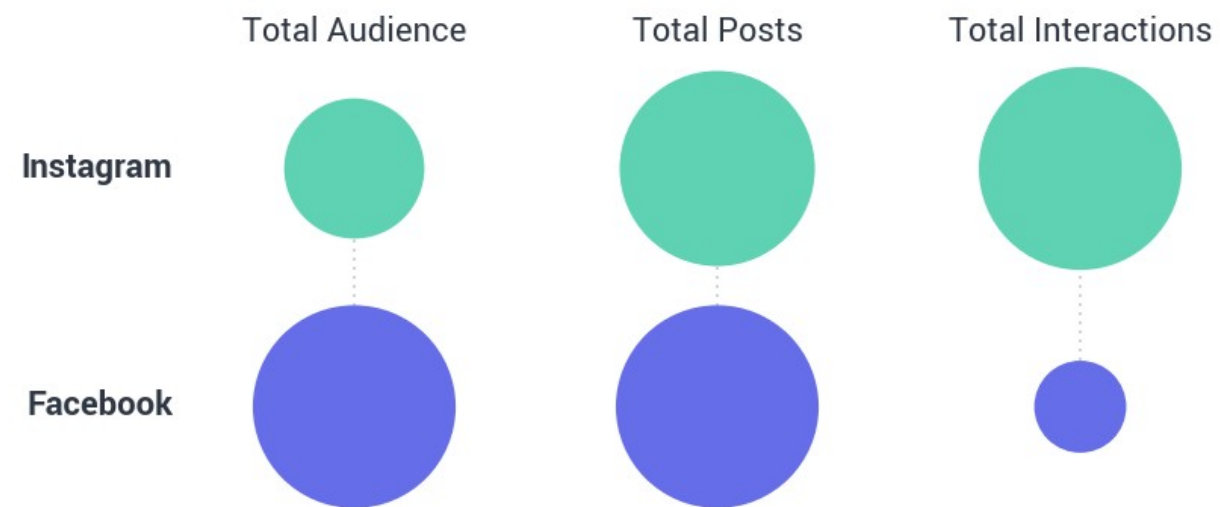
Date Range: January 01, 2020 - March 31, 2021

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 number of followers for the 50 biggest Instagram accounts in Retail is lower than the number of fans for the 50 biggest Facebook accounts. Activity Volume on Instagram is almost the same as on Facebook and User Engagement on Instagram is higher than on Facebook.

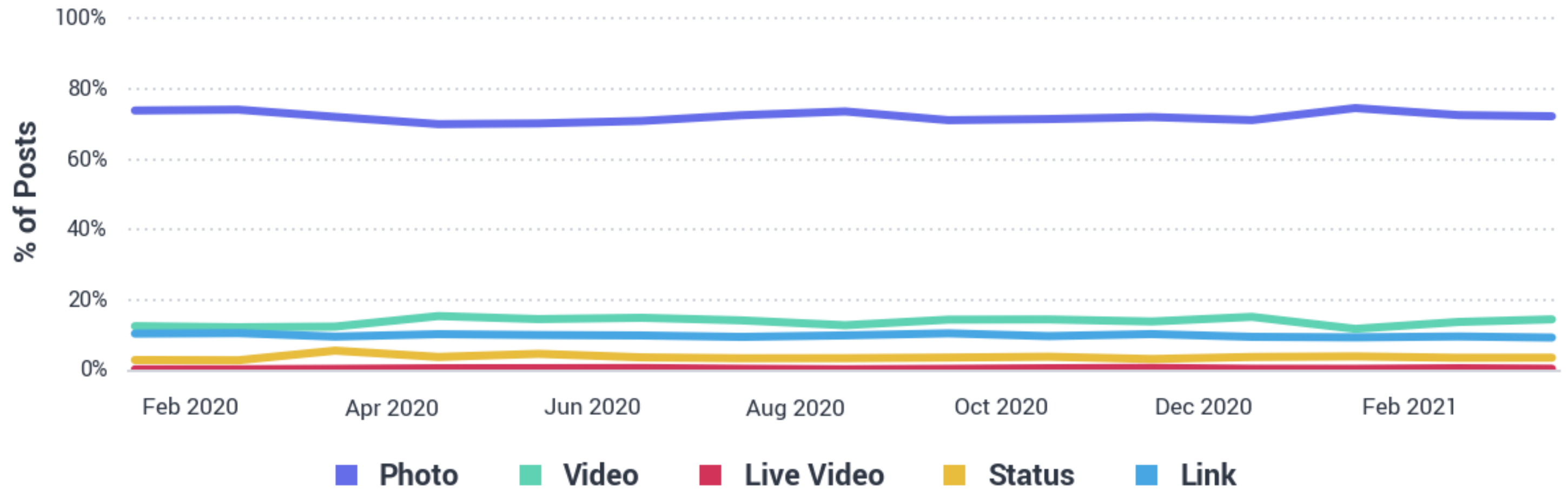
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



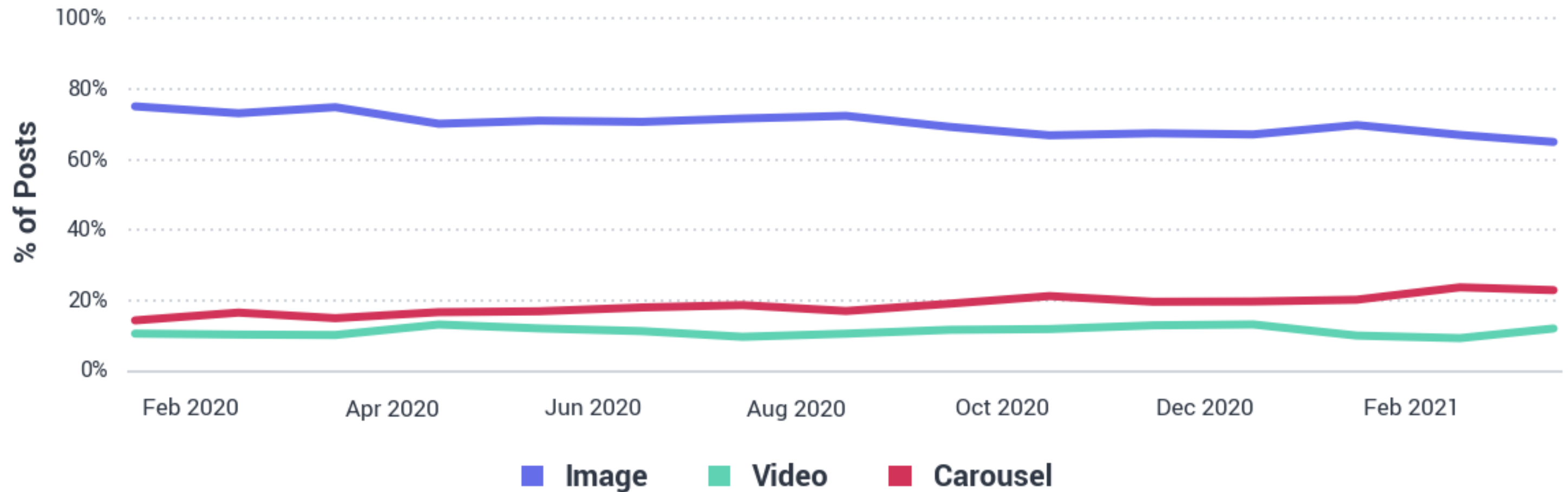
Distribution of Post Types on Facebook Evolution



Date Range: January 01, 2020 - March 31, 2021
Sample: 1,345 Facebook Retail Pages in Southern Europe
Source: Socialbakers Data



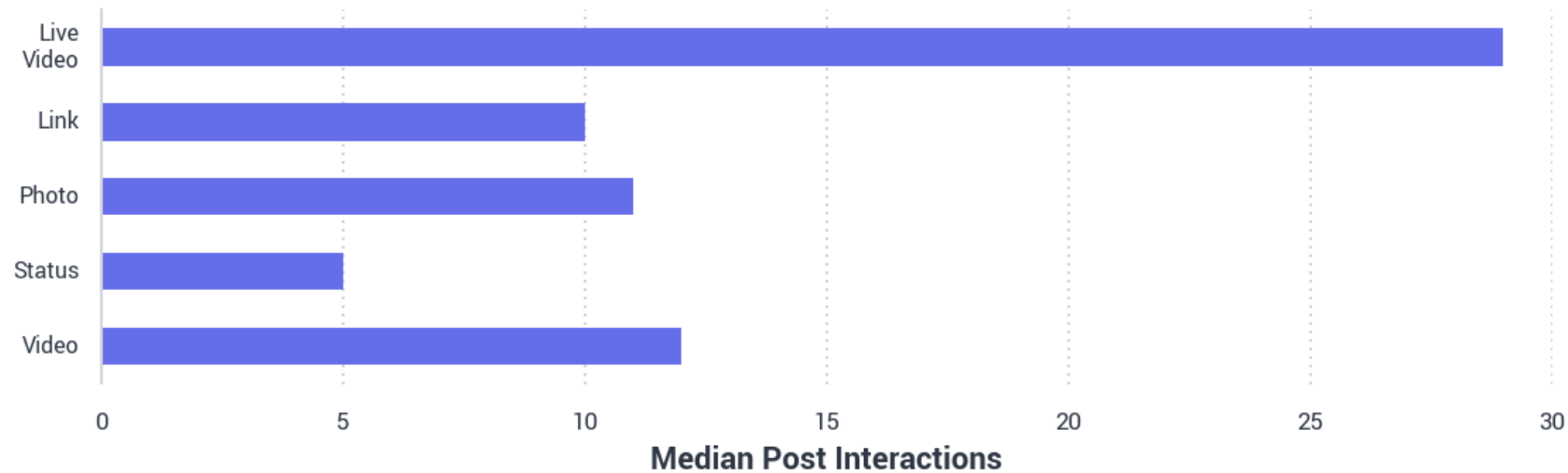
Distribution of Post Types on Instagram Evolution



Date Range: January 01, 2020 - March 31, 2021
Sample: 336 Instagram Retail Profiles in Southern Europe
Source: Socialbakers Data



Organic Performance of Post Types on Facebook

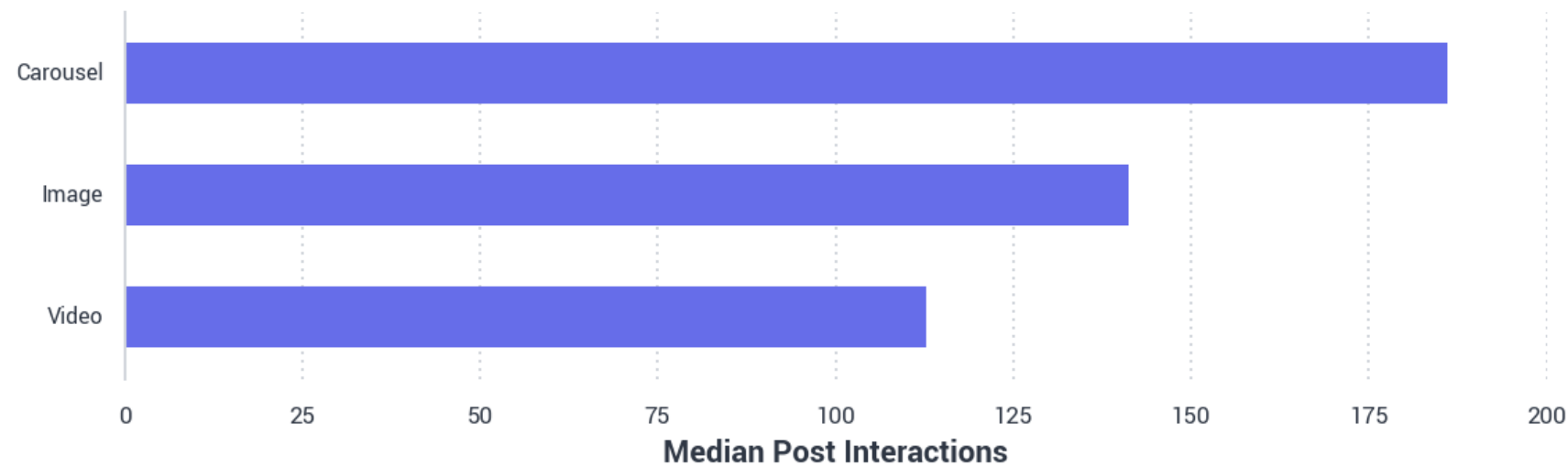


In terms of organic performance on Facebook in Southern Europe, Live Video performs the best with 29 median post interactions, which is 17 more than the 2nd highest post type, Video.

Date Range: January 01, 2021 - March 31, 2021
Sample: 1,263 Facebook Retail Pages in Southern Europe
Source: Socialbakers Data



Organic Performance of Post Types on Instagram



In terms of organic performance on Instagram in Southern Europe, Carousel performs the best with 186 median post interactions, which is 44 more than the 2nd highest post type, Image.




Date Range: January 01, 2021 - March 31, 2021

Sample: 327 Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Top Performing Pages on Facebook

Rank		Page	Fans	Posts	Interactions
1		Continente <small>/continenteoficial</small>	2,059,700	157	386,271
2		Carrefour <small>/carrefoures</small>		272	341,775
3		Casa del libro <small>/casadellibro</small>		354	286,850
4		Lidl Italia <small>/lidlitalia</small>	2,337,180	98	219,741
5		Lidl Portugal <small>/lidlportugal</small>	1,158,466	164	217,324
6		Itálinea Móveis <small>/MoveisItalinea</small>	675,832	37	197,921

For Retail in Southern Europe, the top performing Brands page on Facebook is Continente, with 386,271 interactions on 157 posts. Other pages performing well include Carrefour and Casa del libro.

Date Range: January 01, 2021 - March 31, 2021

Sample: 1,409 Facebook Retail Pages in Southern Europe

Source: Socialbakers Data



Top Performing Profiles on Instagram

Rank		Profile	Followers	Posts	Interactions
1		Perfumerías Primor /pprimor	1,134,441	292	2,825,886
2		Druni Perfumerías /druni_perfumerias	841,831	274	2,775,797
3		Sephora España /sephora_spain	664,489	171	909,227
4		Leroy Merlin España /leroymerlines	586,743	323	878,481
5		Sephora Italia /sephoraitalia	1,171,748	221	824,643
6		Lidl España /lidlspana	1,270,159	160	787,794

For Retail in Southern Europe, the top performing Brands profile on Instagram is Perfumerías Primor, which has 1,134,441 followers and generated 2,825,886 interactions on 292 posts. Other profiles performing well include Druni Perfumerías and Sephora España.

Date Range: January 01, 2021 - March 31, 2021

Sample: 336 Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



Top Posts on Facebook

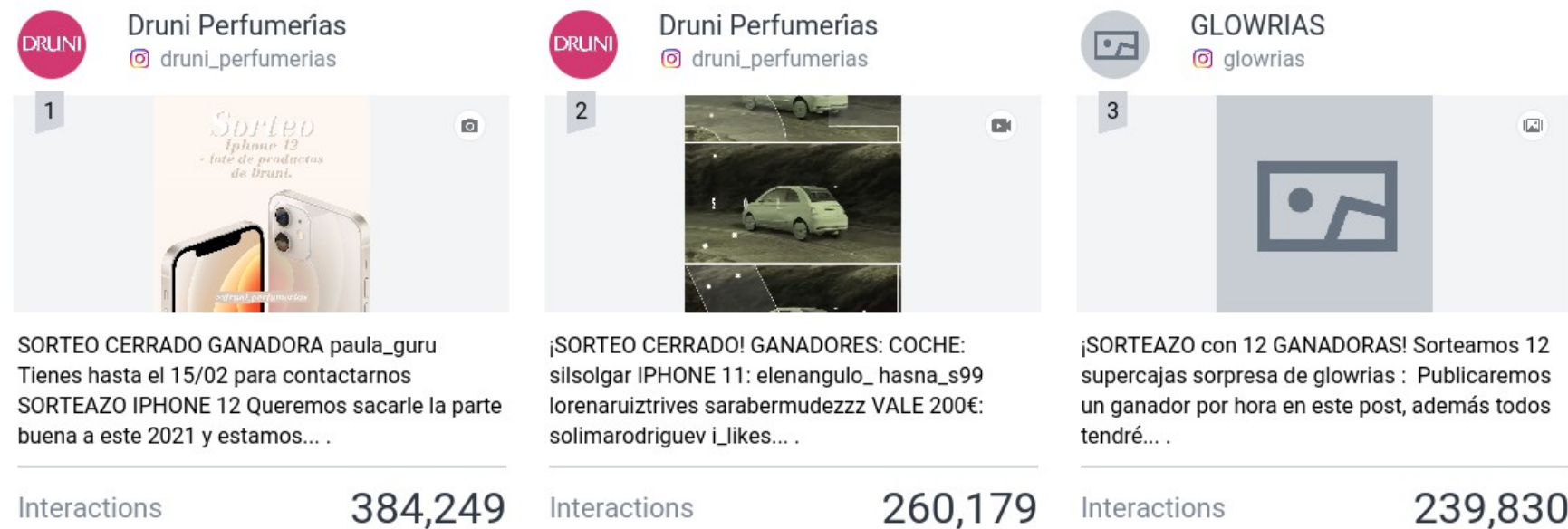


What are the posts in Retail that created the most engagement on Facebook in Southern Europe in the last quarter? Aldi Supermercados and Casa del libro managed to skyrocket their Facebook performance, with the top post generating 77,388 interactions.

Date Range: January 01, 2021 - March 31, 2021
Sample: 1,409 Facebook Retail Pages in Southern Europe
Source: Socialbakers Data



Top Posts on Instagram



What are the posts in Retail that created the most engagement on Instagram in Southern Europe in the last quarter? Druni Perfumerías and GLOWRIAS ⚡ managed to skyrocket their Instagram performance, with the top post generating 384,249 interactions.

Date Range: January 01, 2021 - March 31, 2021

Sample: 336 Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data

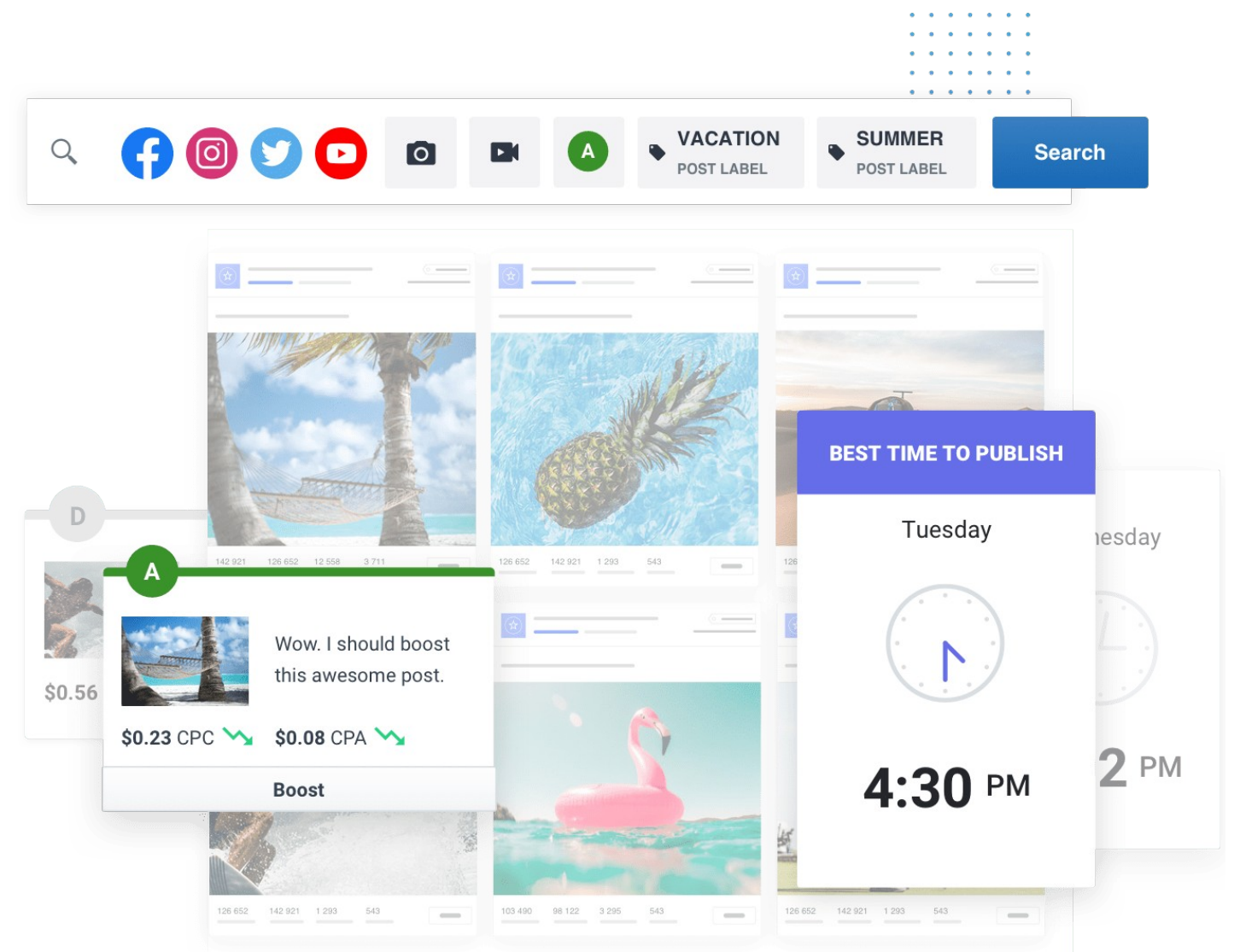


Boost Your Engagement on Facebook and Instagram With Socialbakers

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](#)

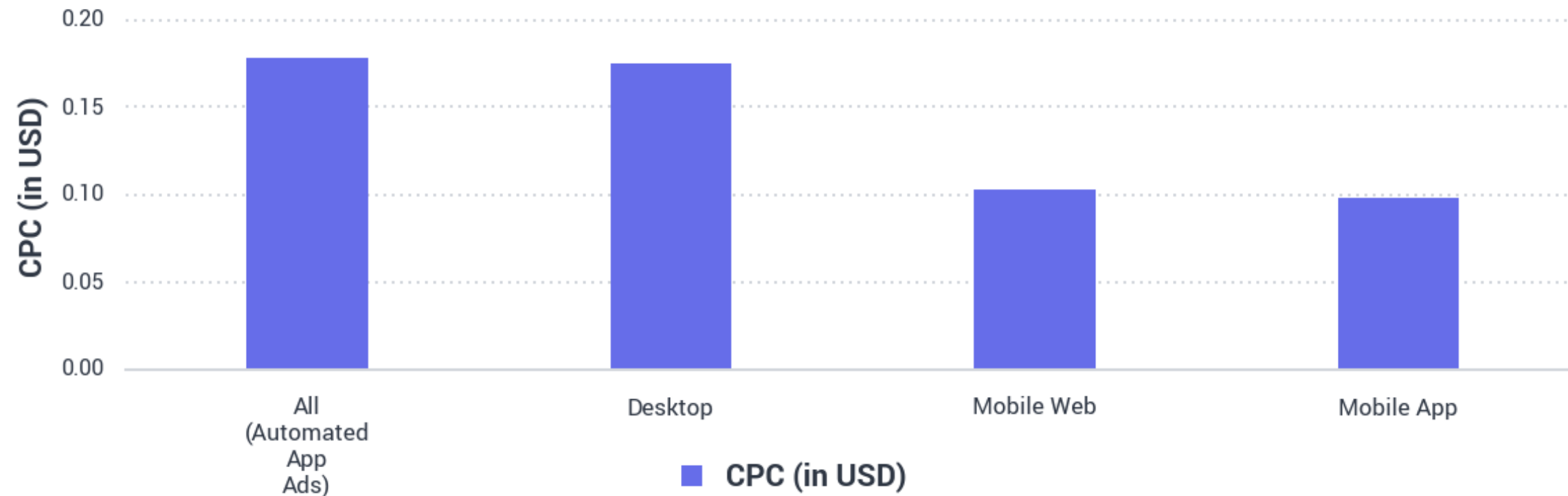




Facebook & Instagram Ads



Cost per Click by Device Platform (Retail)



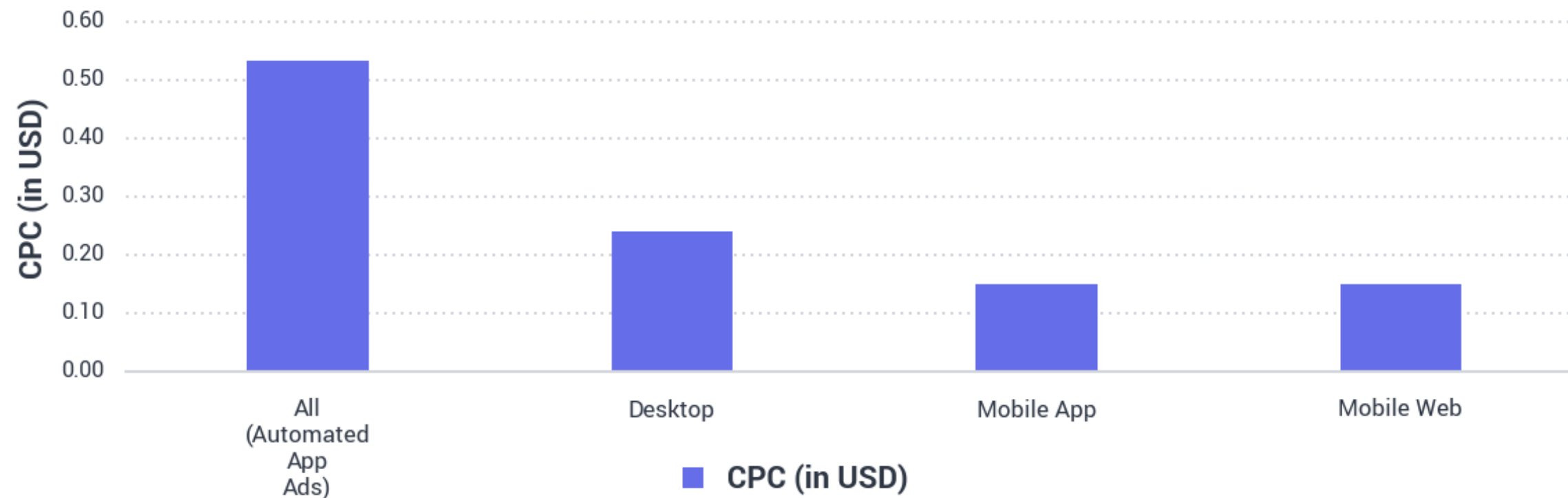
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



Cost per Click by Device Platform (Southern Europe)



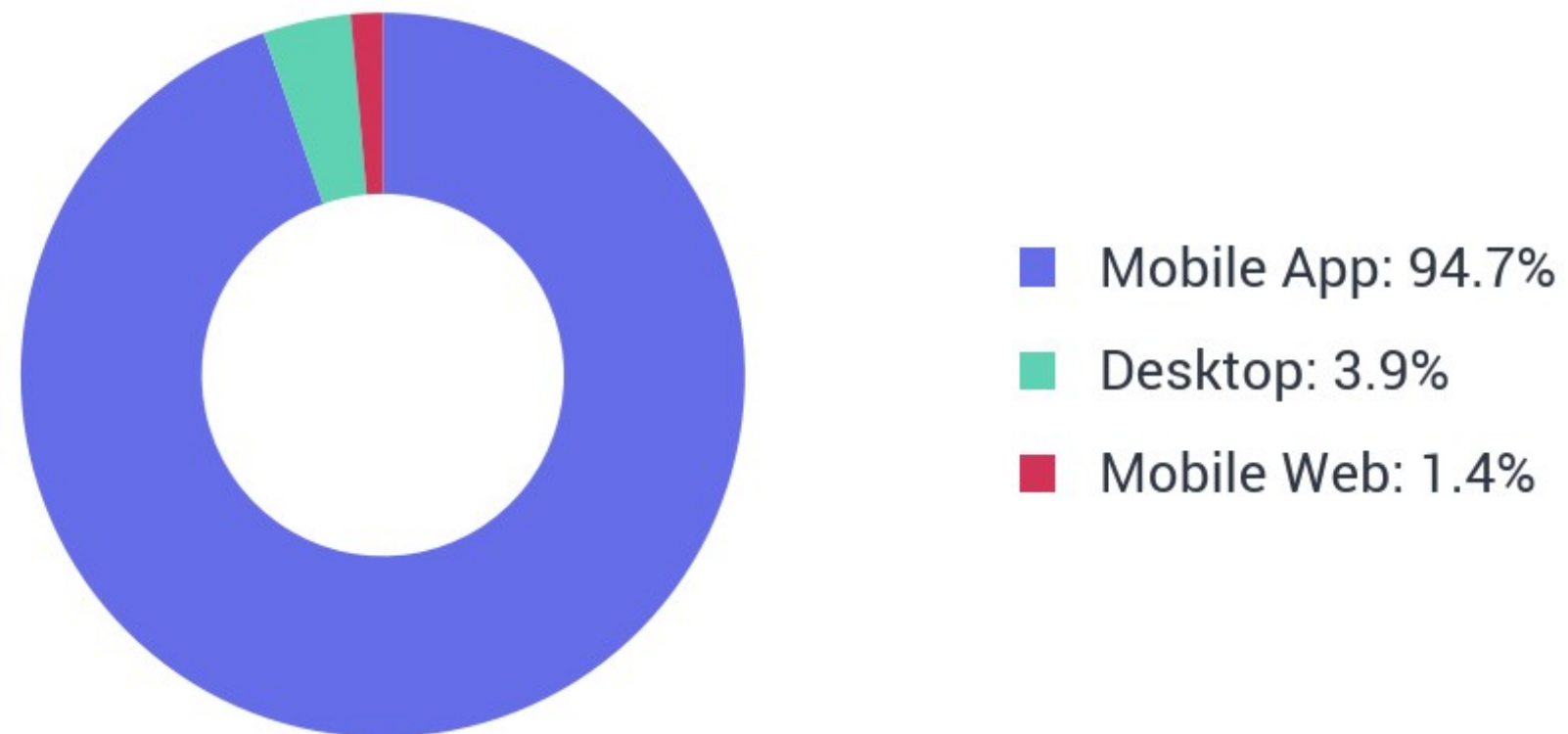
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



Impressions by Device Platform (Retail)



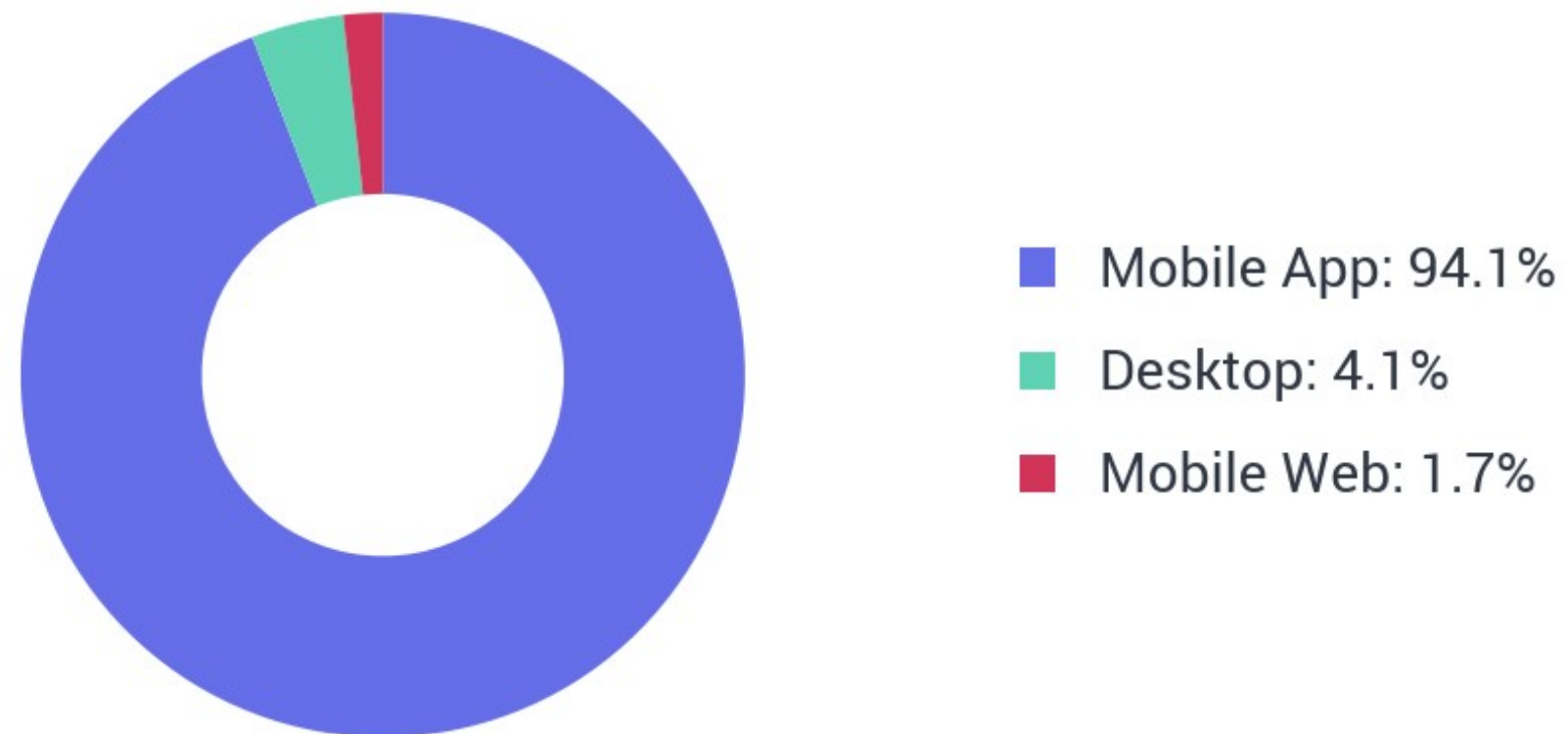
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



Impressions by Device Platform (Southern Europe)



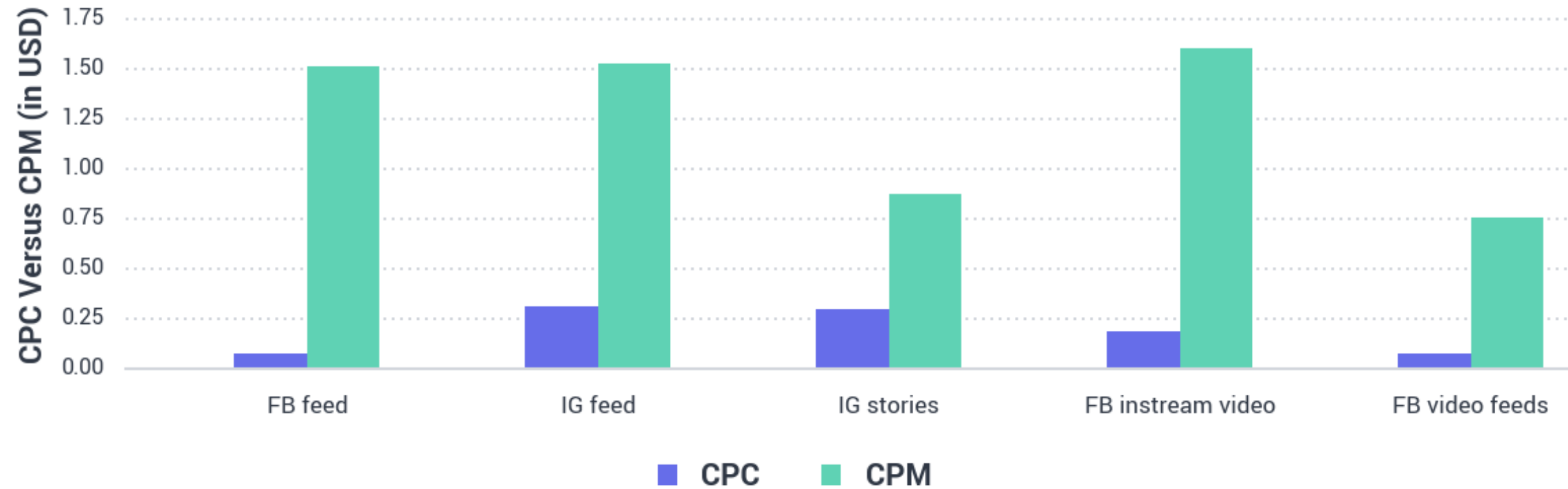
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



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



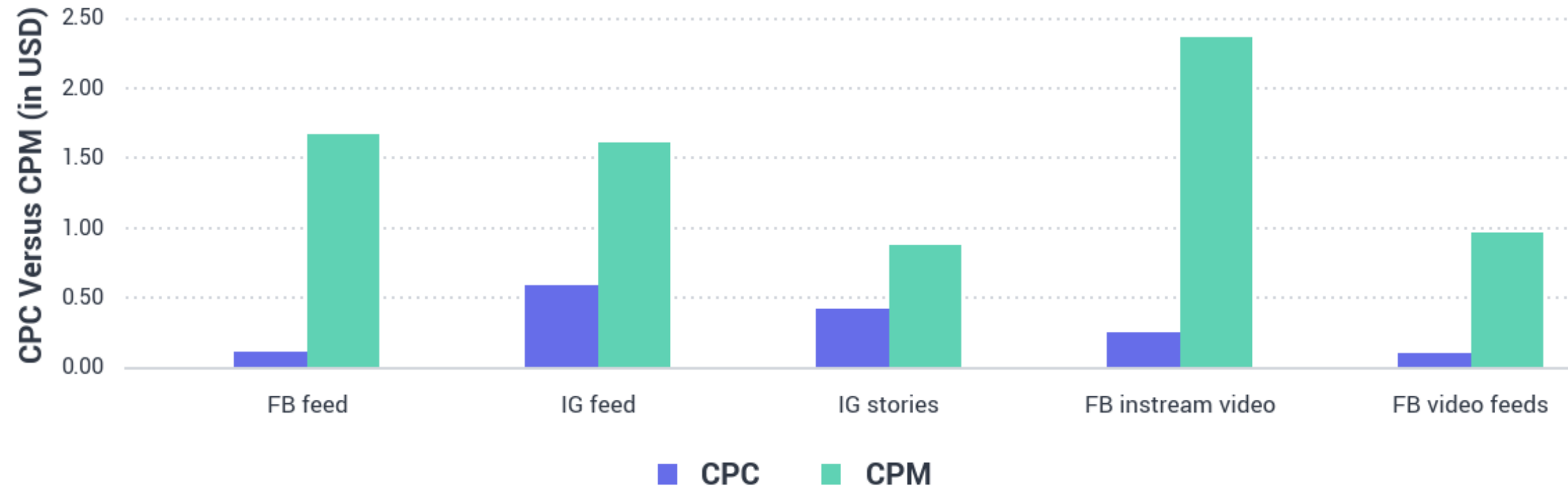
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



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



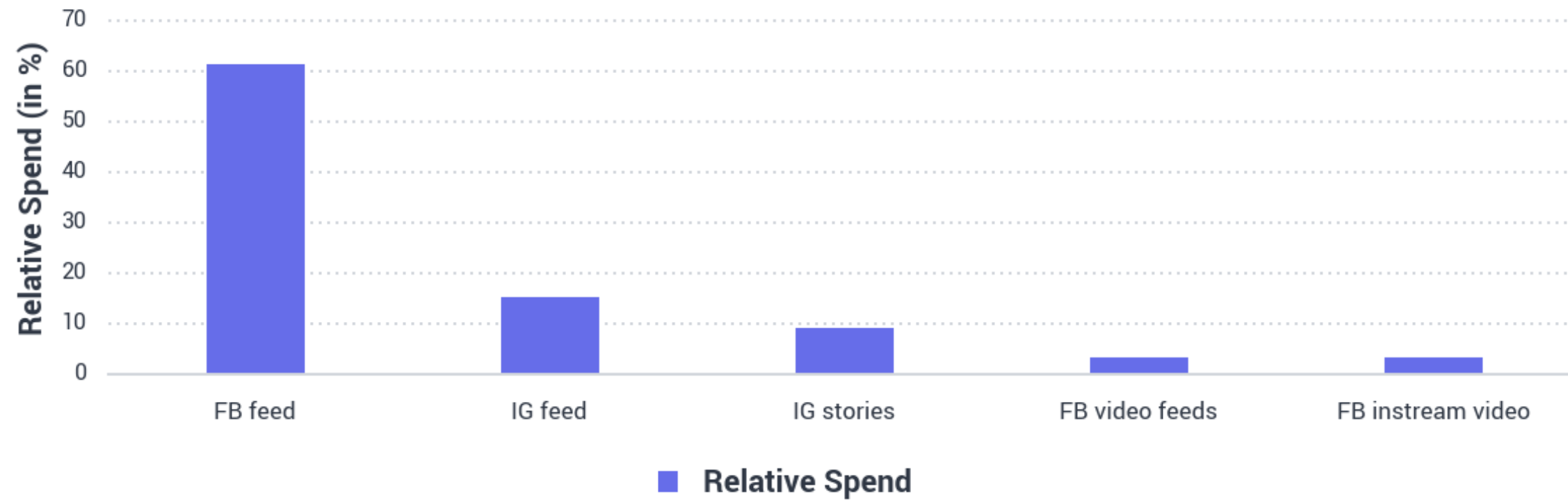
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



Relative Spend by Platform Position - TOP 5 (Retail)



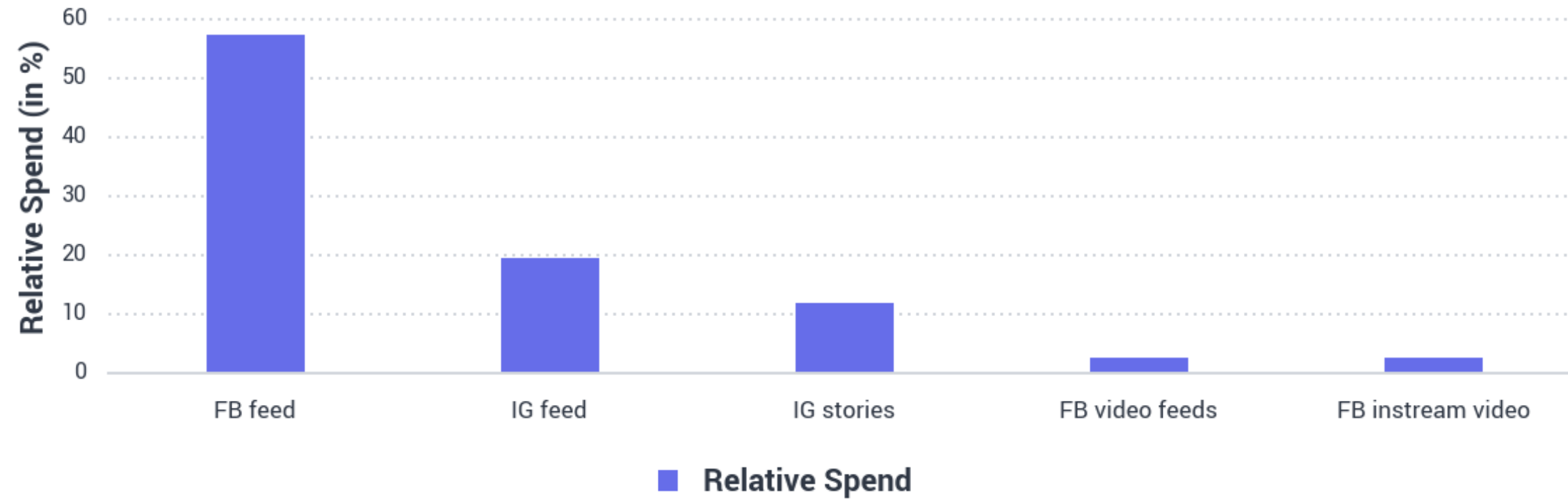
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



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



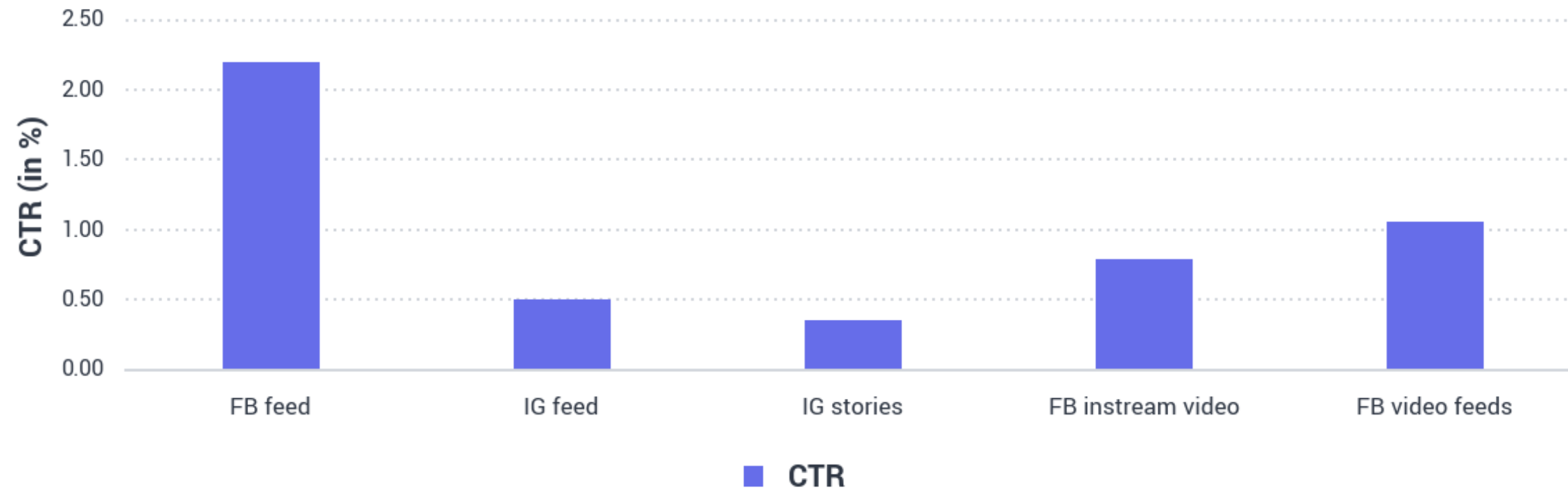
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



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



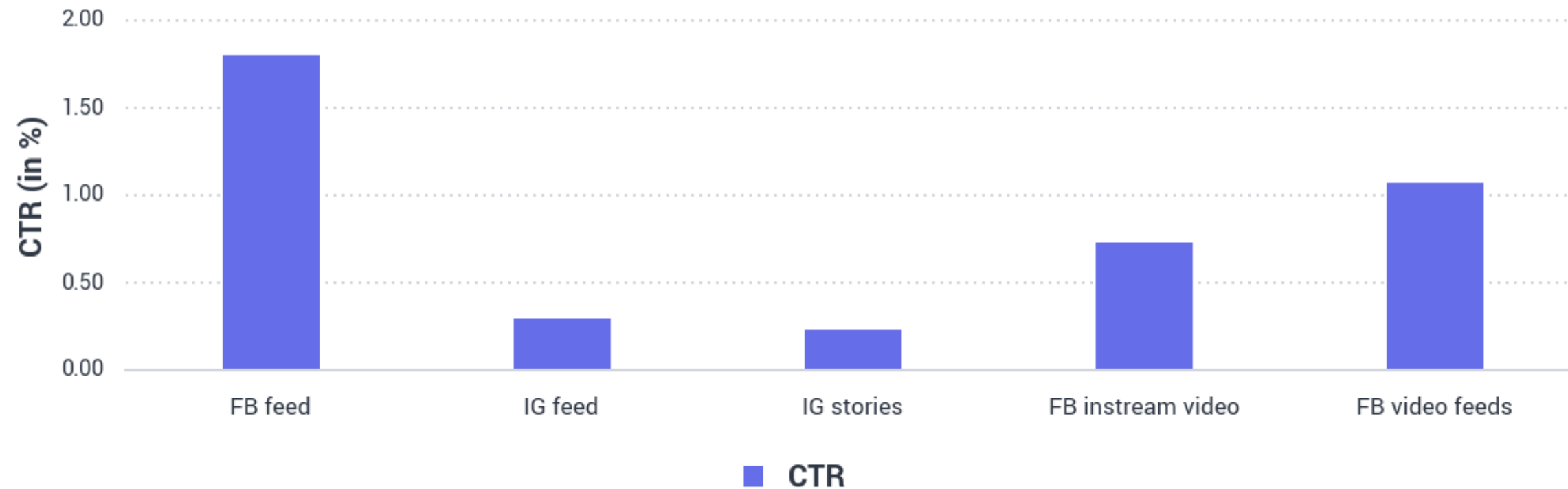
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



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



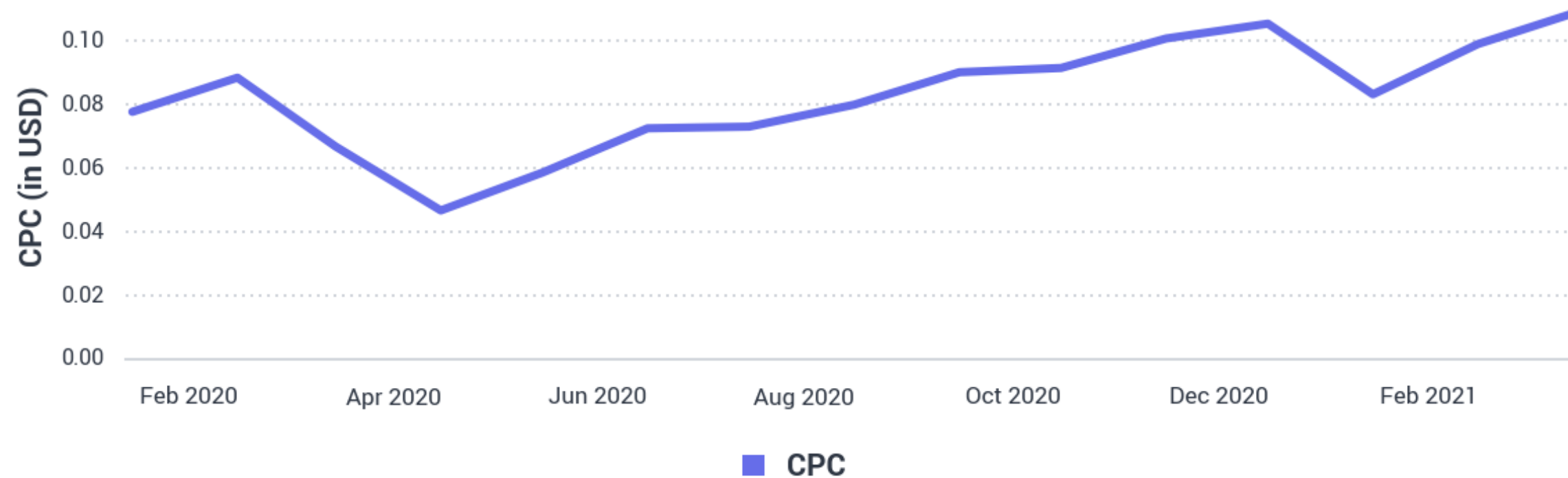
Date Range: January 01, 2021 - March 31, 2021

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

Source: Socialbakers Data



Cost per Click Evolution (Retail)



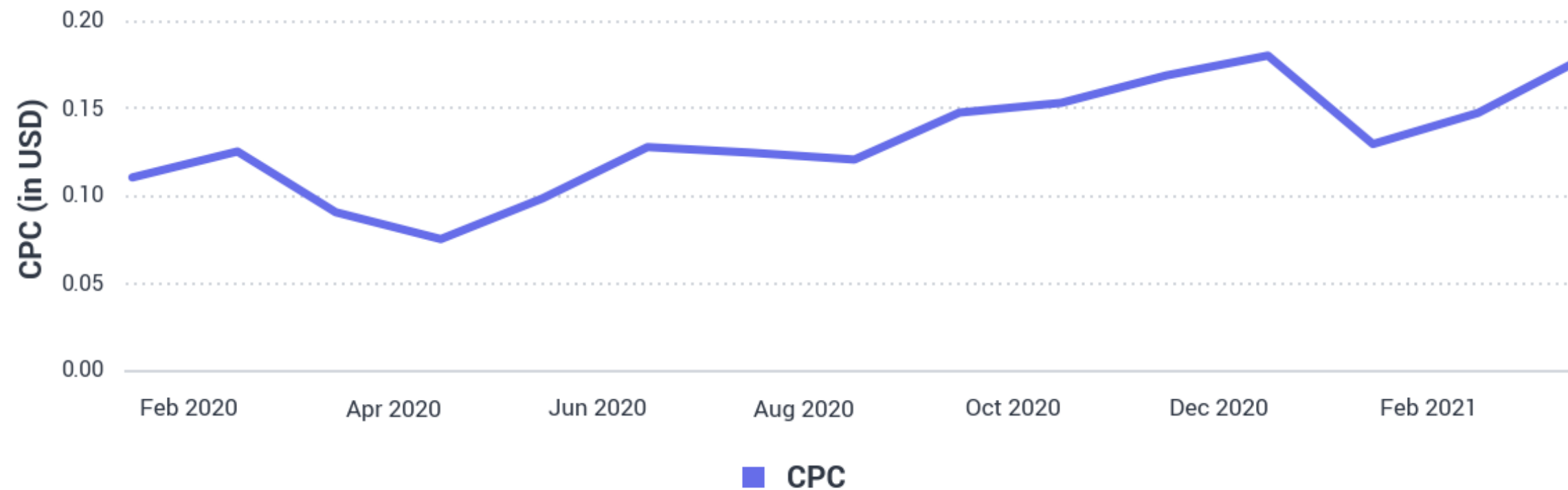
Date Range: January 01, 2020 - March 31, 2021

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

Source: Socialbakers Data



Cost per Click Evolution (Southern Europe)



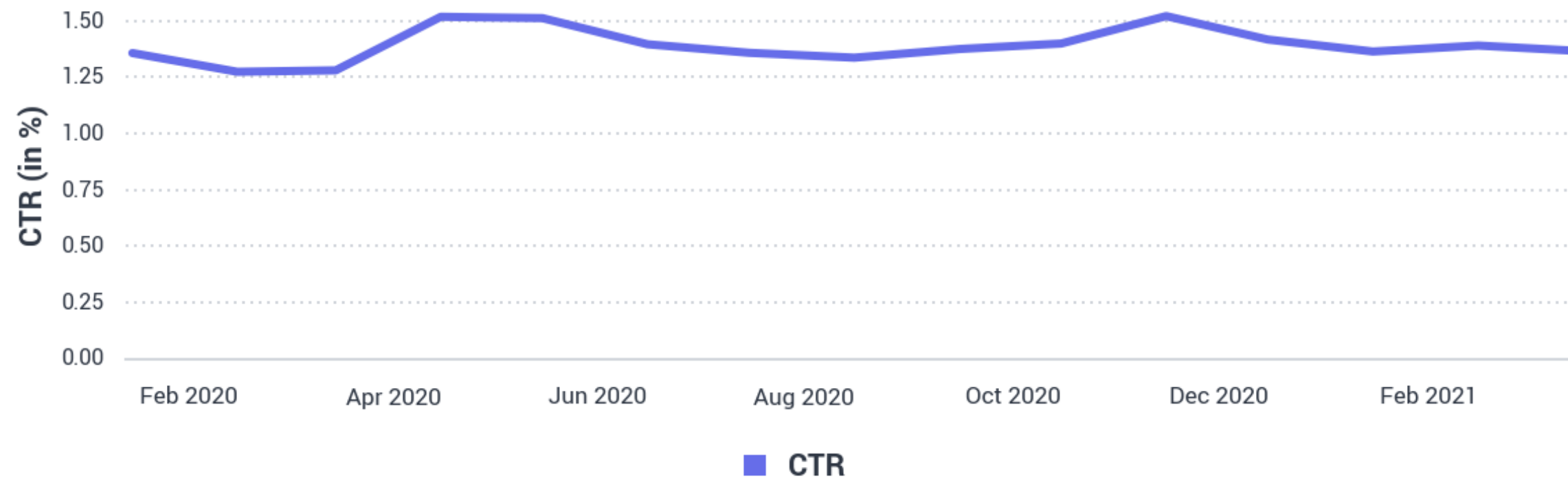
Date Range: January 01, 2020 - March 31, 2021

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

Source: Socialbakers Data



Click Through Rate Evolution (Retail)



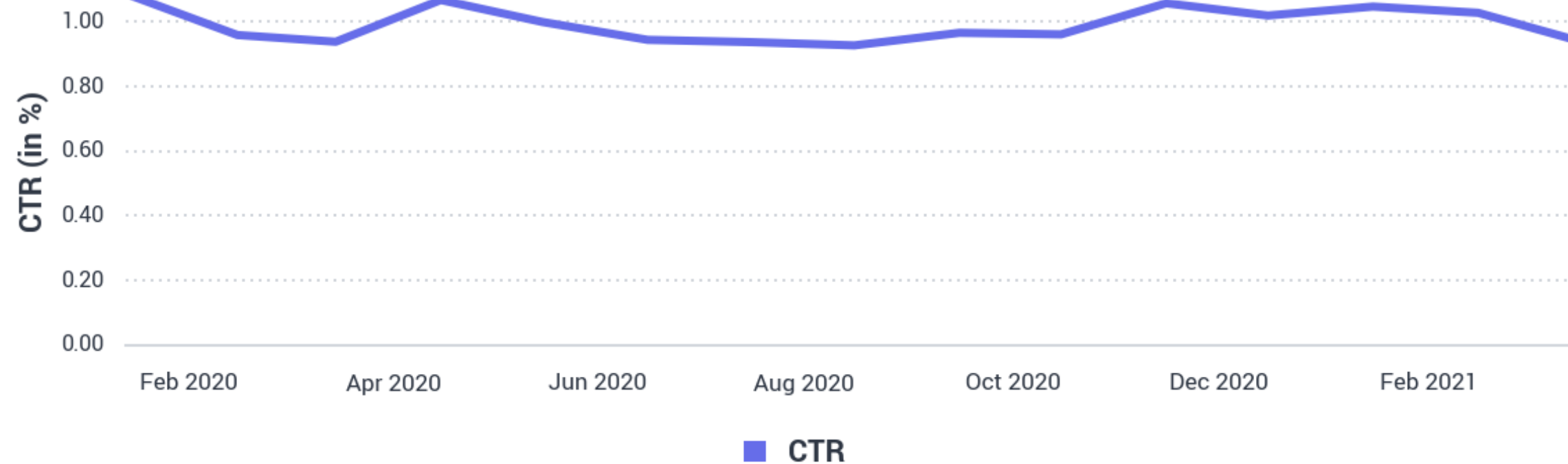
Date Range: January 01, 2020 - March 31, 2021

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

Source: Socialbakers Data



Click Through Rate Evolution (Southern Europe)



Date Range: January 01, 2020 - March 31, 2021

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

Source: Socialbakers Data



Total Spend on Posts by Grade on Facebook



Date Range: January 01, 2021 - March 31, 2021
Sample: 97 Facebook Retail Pages in Southern Europe
Source: Socialbakers Data

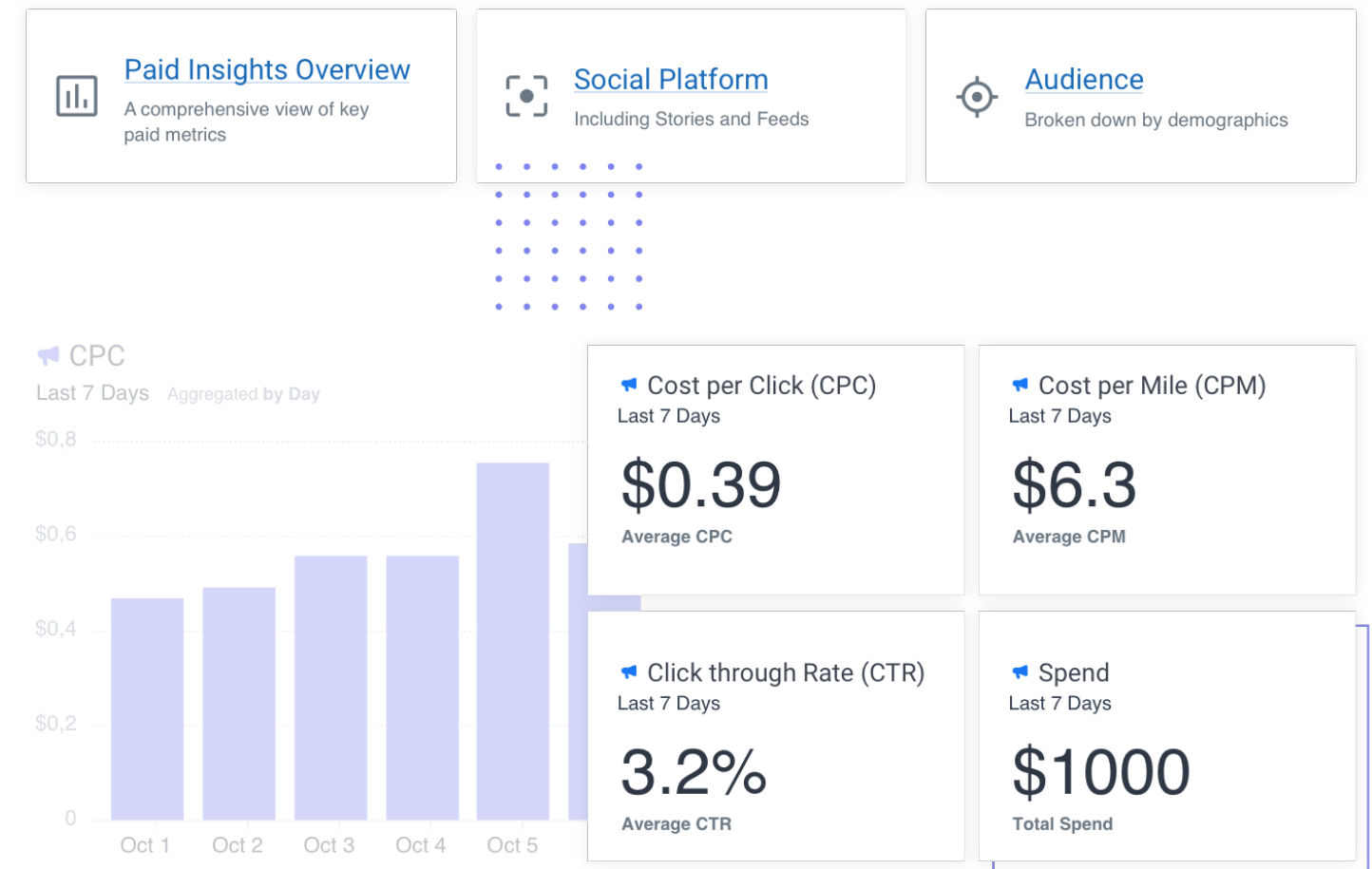


Get the Most out of Paid Campaigns With Socialbakers' Data-Driven Metrics

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](#)

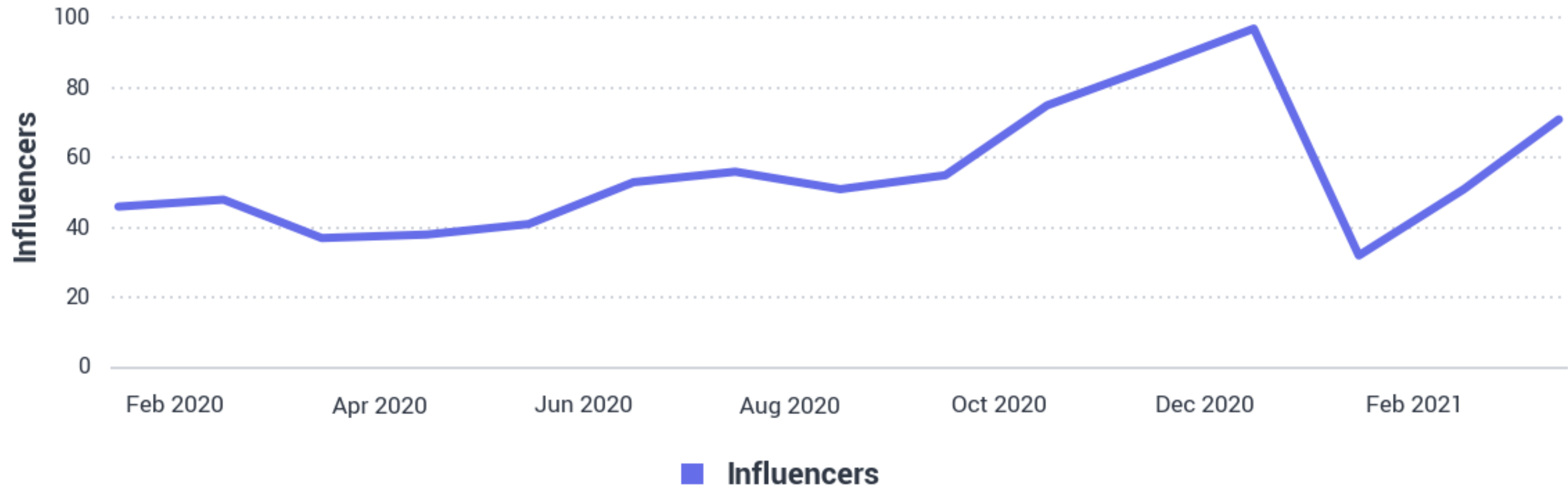




Influencers on Instagram



Evolution of #Ad Usage by Influencers










Date Range: January 01, 2020 - March 31, 2021

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Top Influencers Mentioning Retail Profiles

Rank		Profile	Followers	Interactions	Scores
1		Carolina Gomes /_dicasperfeitas	73,001	249,922	100
2		NOA INDY ARRACHART /noaarrachart	22,559	128,964	100
3		Pablo /pablocastellano86	398,257	1,505,752	100
4		clara kong vila /clakovi	326,511	2,273,787	100
5		Twogaypapas /twogaypapas	90,464	262,380	100
6		Lucia Losa ... /lulosada	76,767	169,216	100

In Southern Europe, the top influencers mentioning Retail on Instagram include Carolina Gomes, NOA INDY ARRACHART, and Pablo.








Date Range: January 01, 2021 - March 31, 2021

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Top Regional Influencers Mentioning Retail Profiles

Rank		Profile	Followers	Interactions	Scores
1		clara kong vila /clakovi	326,511	2,273,787	100
2		Twogaypapas /twogaypapas	90,464	262,380	100
3		Lucia Losada /lulosada	76,767	169,216	100
4		Giulia Torelli /rockandfiocc	159,997	677,833	100
5		DANAI BARKA /danai_barka	176,454	585,197	100
6		Raquel Reitx /raquelreitx	504,242	2,268,438	100

In Southern Europe, the top presumed regional influencers mentioning Retail on Instagram include clara kong vila, Twogaypapas, and Lucia Losada.








Date Range: January 01, 2021 - March 31, 2021

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



Top Retail Profiles Cooperating with Influencers

Rank		Profile	# Mentions	# Influencers
1		El Corte Inglés /elcorteingles	23	21
2		Acqua & Sapone /acquaesaponeofficial	23	13
3		Mercadona /mercadona	8	8
4		Colourful Rebel /colourfulrebel	9	8
5		Douglas Cosmetics Sp... /douglascosmetics_es	8	8
6		Cortefiel /cortefiel_official	8	6

The top Retail profile associated with Instagram influencers in Southern Europe is El Corte Inglés, which has 23 mentions from 21 influencers. Other profiles with successful influencer partnerships include Acqua & Sapone, Mercadona, and Colourful Rebel.








Date Range: January 01, 2021 - March 31, 2021

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		Douglas Cosmetics Sp... /douglascosmetics_es	90.35%	7.84%	109.98x
2		Minipreço /minipreco.pt	72.45%	2.78%	92.02x
3		Opticalia /opticalia	89.02%	14.29%	48.63x
4		Sephora Italia /sephoraitalia	21.21%	1.78%	14.87x
5		Hipercor /hipercor	27.80%	2.86%	13.09x
6		Makro España /makroesp	15.26%	1.87%	9.45x

The Retail profile in Southern Europe that has the best influencer marketing efficiency is Douglas Cosmetics Spain which has a cooperation efficiency of 109.98x and only 7.84% of the overall posts featured by influencers. Other profiles doing well in this area includes Minipreço, Opticalia, and Sephora Italia. 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: January 01, 2021 - March 31, 2021

Sample: Instagram profiles associated with Retail in Southern Europe

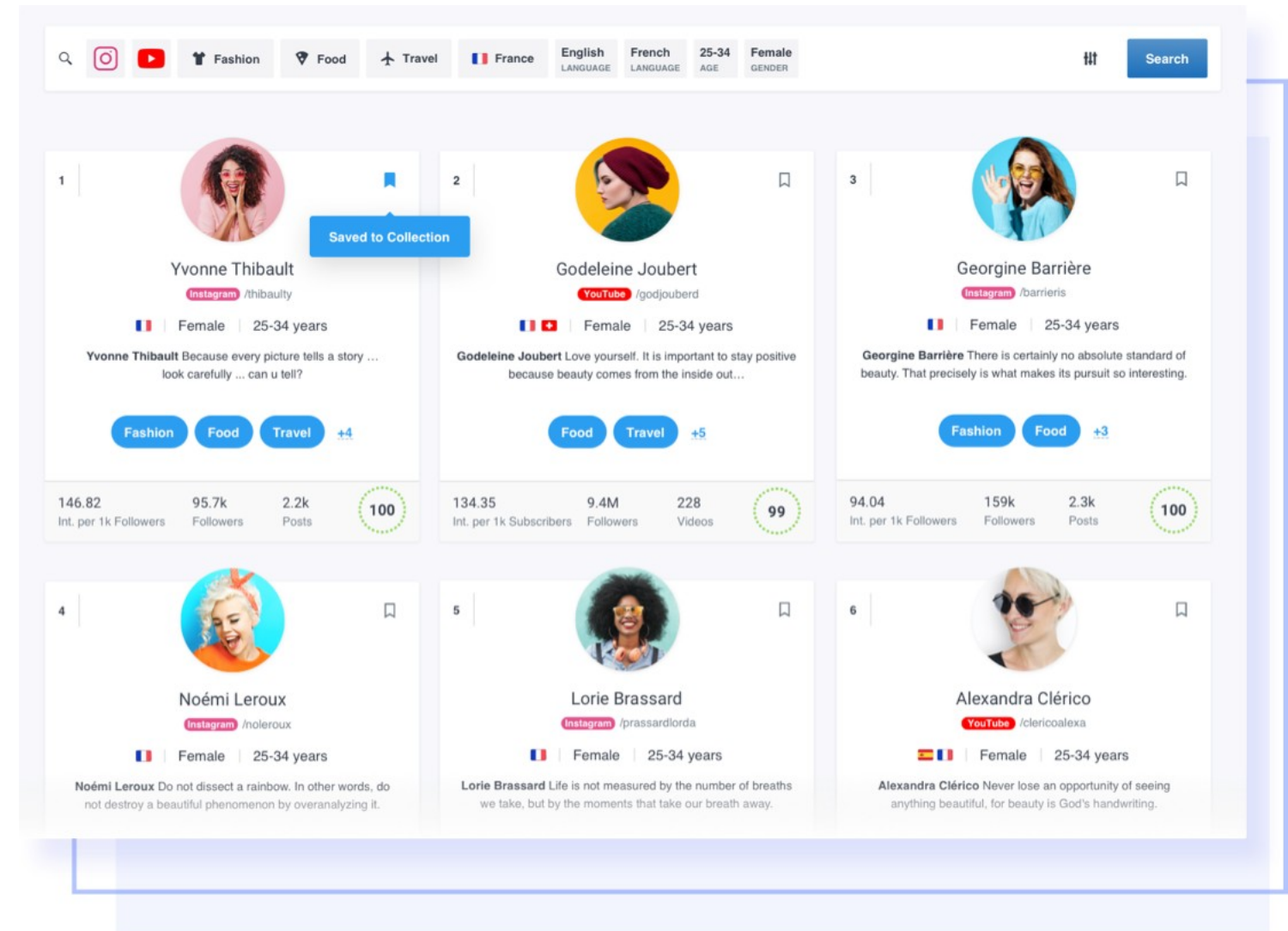
Source: Socialbakers Data

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](#)



The screenshot displays the Socialbakers influencer discovery interface. At the top, there are filters for platform (Instagram, YouTube), industry (Fashion, Food, Travel), location (France), language (English, French), age (25-34), and gender (Female). A search bar is located on the right. Below the filters, six influencer profiles are shown in a grid:

- 1. Yvonne Thibault** (Instagram: /thibaulty): 146.82 Int. per 1k Followers, 95.7k Followers, 2.2k Posts, 100% match. Interests: Fashion, Food, Travel, +4.
- 2. Godeleine Joubert** (YouTube: /godjoubert): 134.35 Int. per 1k Subscribers, 9.4M Followers, 228 Videos, 99% match. Interests: Food, Travel, +5.
- 3. Georgine Barrière** (Instagram: /barrieris): 94.04 Int. per 1k Followers, 159k Followers, 2.3k Posts, 100% match. Interests: Fashion, Food, +3.
- 4. Noémi Leroux** (Instagram: /holeroux): 146.82 Int. per 1k Followers, 95.7k Followers, 2.2k Posts, 100% match. Interests: Fashion, Food, Travel, +4.
- 5. Lorie Brassard** (Instagram: /prassardloria): 134.35 Int. per 1k Subscribers, 9.4M Followers, 228 Videos, 99% match. Interests: Food, Travel, +5.
- 6. Alexandra Clérico** (YouTube: /clericoalexa): 94.04 Int. per 1k Followers, 159k Followers, 2.3k Posts, 100% match. Interests: Fashion, Food, +3.



Appendix



Appendix - Facebook

Metric	Location	Q1 2021	Q-to-Q	Y-to-Y
Interactions on Profile Posts	Southern Europe	2,601.65	-26.65%	-29.38%
Number of Followers	Southern Europe	74,040.27	0.45%	0.51%
Profile Posts	Southern Europe	20.36	-15.91%	-4.01%
Video Views	Southern Europe	3,969.72	-33.19%	-29.58%

Date Range: January 01, 2020 - March 31, 2021

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	Q1 2021	Q-to-Q	Y-to-Y
% Comments	Southern Europe	0.06	-2.93%	7.88%
% Live Video	Europe	0.07	-7.72%	42.51%
% Other Than Like	Southern Europe	0.06	-4.42%	-13.04%
% Paid Media	Southern Europe	0.14	-4.75%	-14.62%
% Reactions	Southern Europe	0.84	0.66%	-0.40%
% Shares	Southern Europe	0.11	-3.39%	-0.92%

Date Range: January 01, 2020 - March 31, 2021

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	Q1 2021	Q-to-Q	Y-to-Y
\$ CPC	Retail	0.09	-8.18%	17.39%
\$ CPC	SouthernEurope	0.14	-17.26%	27.30%
\$ Spend	Retail	3,308.18	-17.41%	49.24%
\$ Spend	SouthernEurope	2,455.85	-25.06%	47.86%

Date Range: January 01, 2020 - March 31, 2021

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	Q1 2021	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Southern Europe	189.00	-39.42%	3.28%
Interactions on Profile Posts	Southern Europe	31,273.68	-1.73%	10.02%
Number of Followers	Southern Europe	104,144.90	3.30%	2.19%
Profile Posts	Southern Europe	27.02	-9.52%	-3.06%

Date Range: January 01, 2020 - March 31, 2021

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	Q1 2021	Q-to-Q	Y-to-Y
Number of Followers	Southern Europe	22,905.86	2.12%	-0.29%

Date Range: January 01, 2020 - March 31, 2021

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.

In Q3 2020, the scope of our Instagram database was narrowed, thus resulting in possible discrepancies between the new and older reports in the reporting of long term trends. However, data shown in individual reports are consistent in time.

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:

The middle page when ranking Pages (Profiles) by average monthly post interaction (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, 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->