



# Top 100 Health Food Brands on Social Media **2020**

Rival  
IQ

# Top 100 Health Food Brands

## Everything your brand needs to rock on social 🥗

We've got the full rankings for all the health food brands you care about on Instagram, Facebook, and Twitter so you can see exactly how your brand measures up. Don't miss our bonus feature with tons of inspirational campaigns and the secrets to their social success.

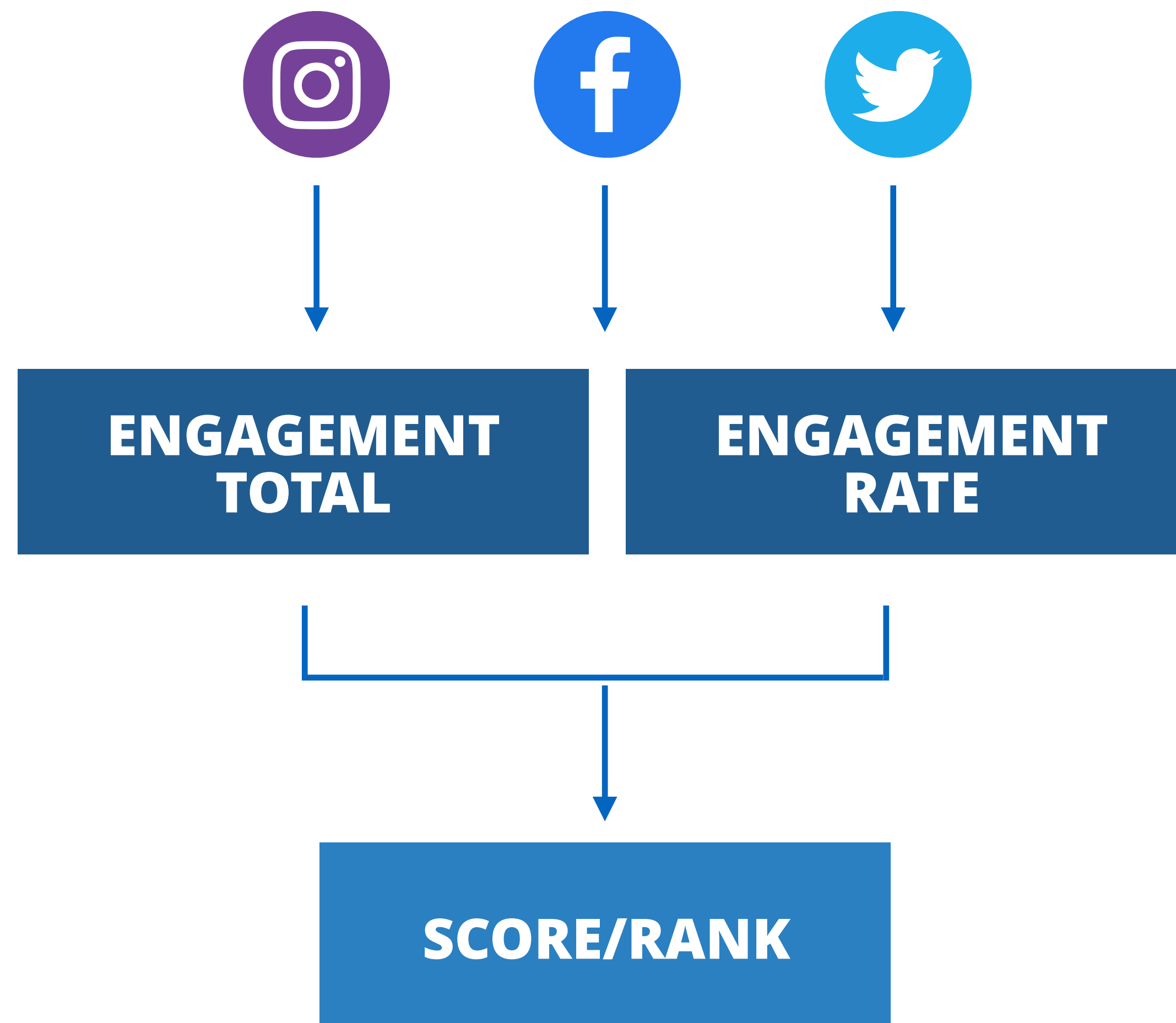


# Rankings and Methodology

We surveyed 100 health food brands between January 1, 2020 and September 30, 2020 on Facebook, Instagram, and Twitter. Using this data and a weighted formula, we generated an overall engagement ranking for each health food brand **that blends total engagement and engagement rates.**

The top-ranked health food brands on social media have high engagement rates with average or better audience size and posting volumes.

[Read the full article online »](#)



# What Did We Analyze?

DATA SET INCLUDES

**100**  
HANDLES

IN BETWEEN THE MONTHS OF

2 0 2 0



COMPRISING

**33.1K**  
POSTS

**15.5M**  
ENGAGEMENTS



# High Performing Campaigns from the Top 10 Brands

TOP 100 HEALTH FOOD BRANDS ON SOCIAL MEDIA | JAN. 1, 2020 TO SEP. 30, 2020

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# #1



# Jeni's Splendid Ice Creams

Instagram #1

Facebook #9

Twitter #7

Jeni's Ice Cream grabbed first in our overall ranking and on Instagram with colorful posts, mouthwatering glamour shots of ice cream, and short and sweet captions. This captivating ice cream brand also saw huge follower and fan growth across all three channels this year, indicating their star is definitely on the rise. Their top post on both Facebook and Instagram really resonated with followers and featured an adorable little boy enjoying the heck out of a scoop on his first birthday.

	Instagram	Facebook	Twitter
Avg. Engagement Rate	2.03%	0.27%	0.16%
Engagement Total	1.01M	72.1K	31.0K



# #2



# Beyond Meat

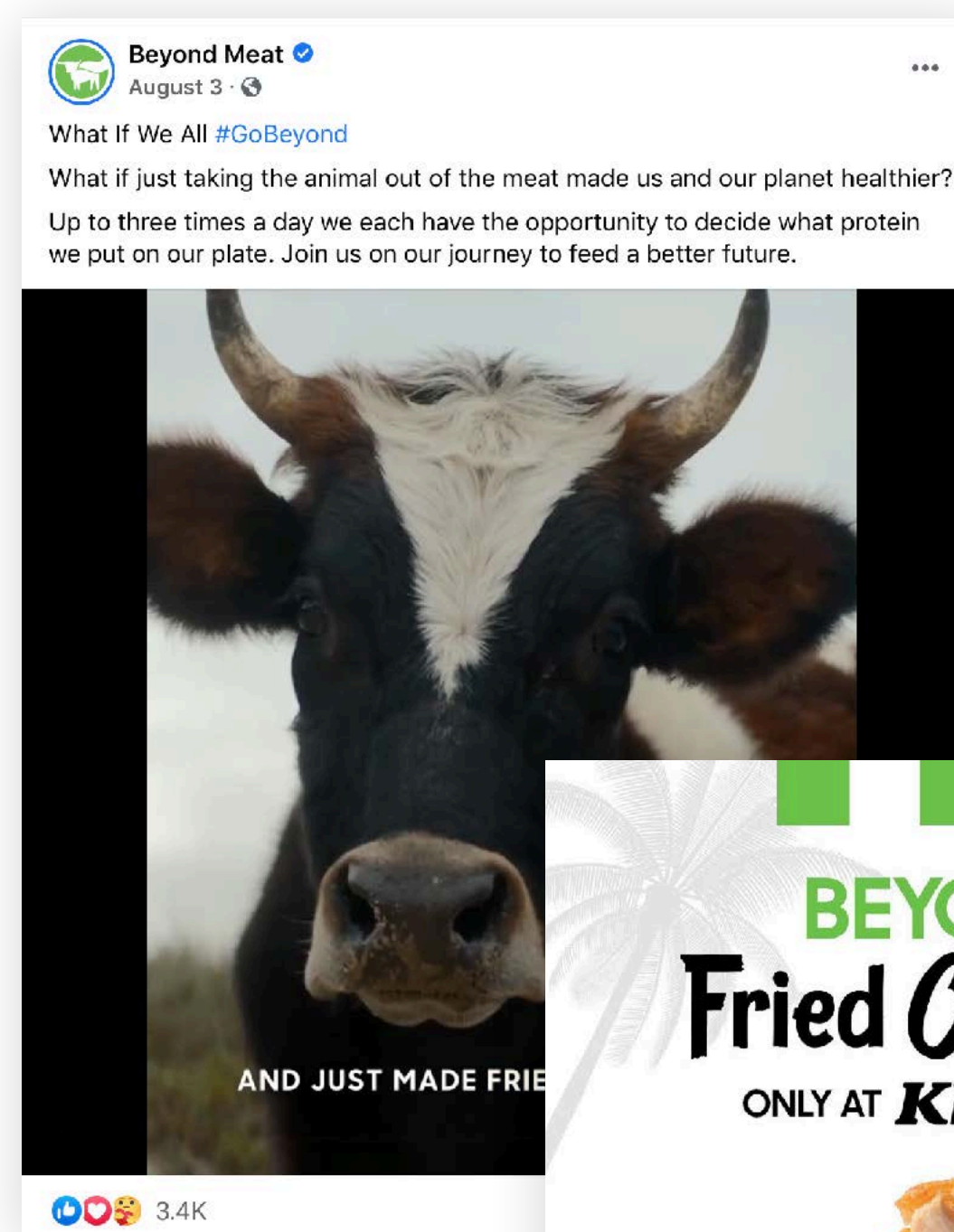
Instagram #2

Facebook #10

Twitter #4

Beyond Meat scored in the top 10 on all three channels, and rocked the highest total engagement of any brand we studied on ultra-impactful Instagram. Followers especially loved environmental-focused messages and learning more about Beyond Meat's partnership with KFC to create the perfect vegetarian chicken. Community partnerships and contests helped round out this health food brand's high engagement on social this year.

	Instagram	Facebook	Twitter
Avg. Engagement Rate	1.37%	0.26%	0.22%
Engagement Total	1.40M	143.8K	45.5K



# #3



# Perfect Snacks

Instagram #6

Facebook #6

Twitter #9

Perfect Snacks rocked on social this year with a diverse and curated mix of posts and tweets. They favored contests on Instagram, educational content on Facebook, and mouth-watering food photography on Twitter. This brand's targeted content and high engagement rates suggest they've mastered the art of quality over quantity.



	Instagram	Facebook	Twitter
Avg. Engagement Rate	1.14%	0.63%	0.36%
Engagement Total	318K	15.2K	4.93K



# #4



# Outstanding Foods

Instagram #7

Facebook #13

Twitter #11

This purveyor of pigless pork rinds grabbed fourth place overall and seventh on Instagram thanks to successful giveaways and posts that motivated followers to tag, like, and share their content. In fact, all of Outstanding Food's top 10 Facebook and Twitter posts by engagement this year involved contests, and the same is true for more than half of their top 10 Instagram posts. We'd normally recommend a little more diversity in post content, but Outstanding Foods presents the contest game to beat.

	Instagram	Facebook	Twitter
Avg. Engagement Rate	1.16%	0.33%	0.56%
Engagement Total	201.9K	12.2K	2.18K



# #5



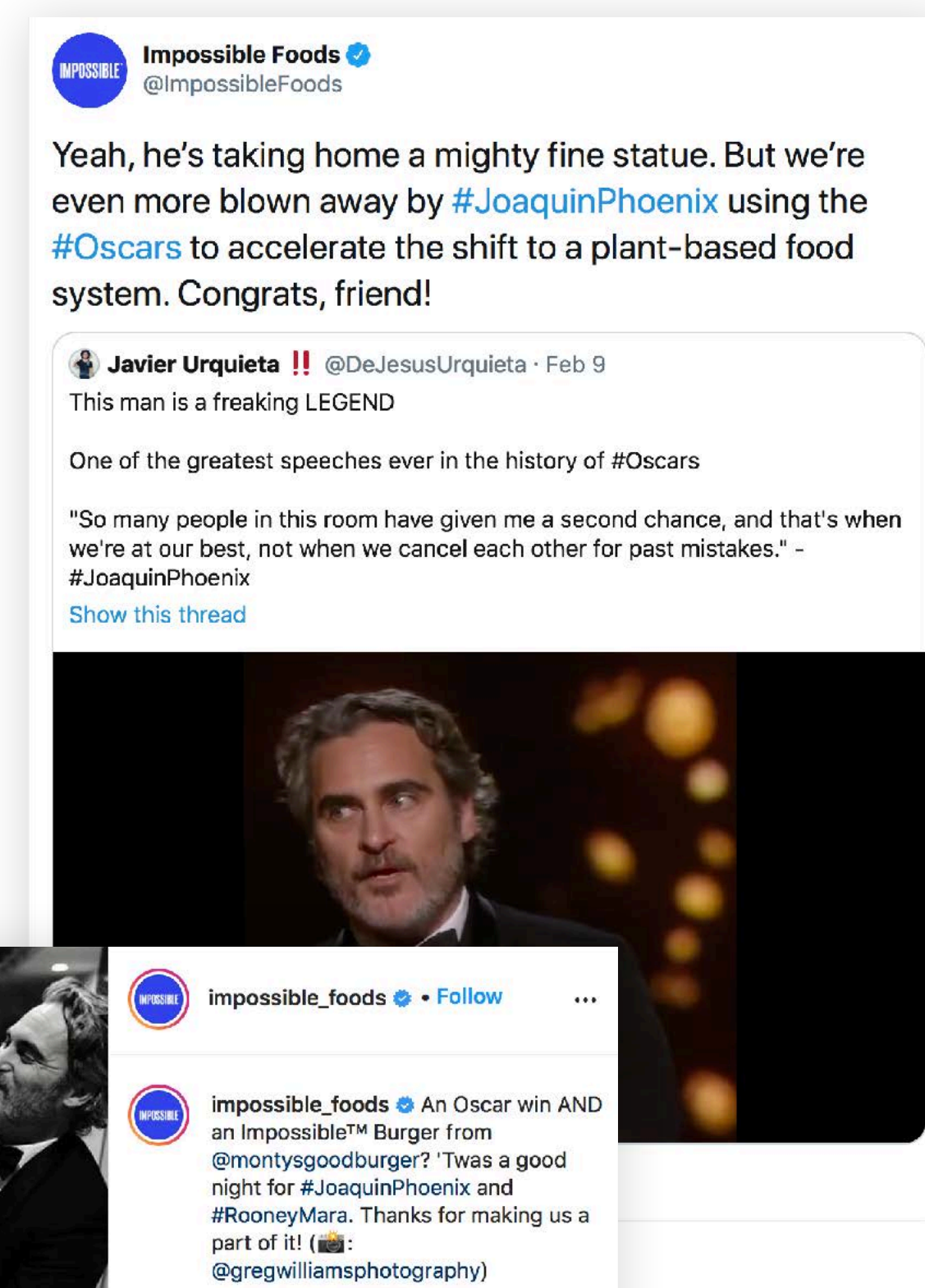
# Impossible Foods

Instagram #9

Facebook #12

Twitter #9

This plant-based meat substitute found great success on social this year thanks to high-profile partnerships and contests. From Burger King to Rooney Mara to Joaquin Phoenix, Impossible Foods wasn't afraid to show how mainstream their products have become. This brand also scored first in our ranking for Twitter replies by demonstrating attentive and prompt customer service, which is so important on Twitter.



	Instagram	Facebook	Twitter
Avg. Engagement Rate	0.91%	0.26%	0.12%
Engagement Total	426.8K	54.4K	53.5K

# #6



# Spindrift

Instagram #4

Facebook #24

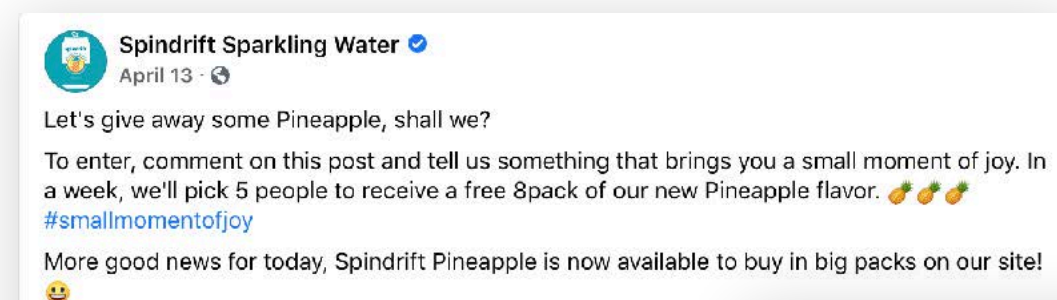
Twitter #2

Sparkling water brand Spindrift sparkled on social this year, with a sixth-place finish overall and grabbing the silver on Twitter. Spindrift's followers loved the chance to win free sparkling water thanks to tons of contests. And to say that Spindrift hit home with their new pineapple flavor is an understatement—their top six posts on Facebook were all about the 🍍.



Avg. Engagement Rate 1.75% | 0.18% | 0.59%

Engagement Total 205.8K | 7.52K | 5.38K



219



Summer 2020: still worth celebrating! Let's give away some great gear to help you enjoy it with your quarantine crew.

To enter: follow us, reply to this tweet & tag 3 friends. (If they follow us, it'll improve your chances to win!) Good luck!

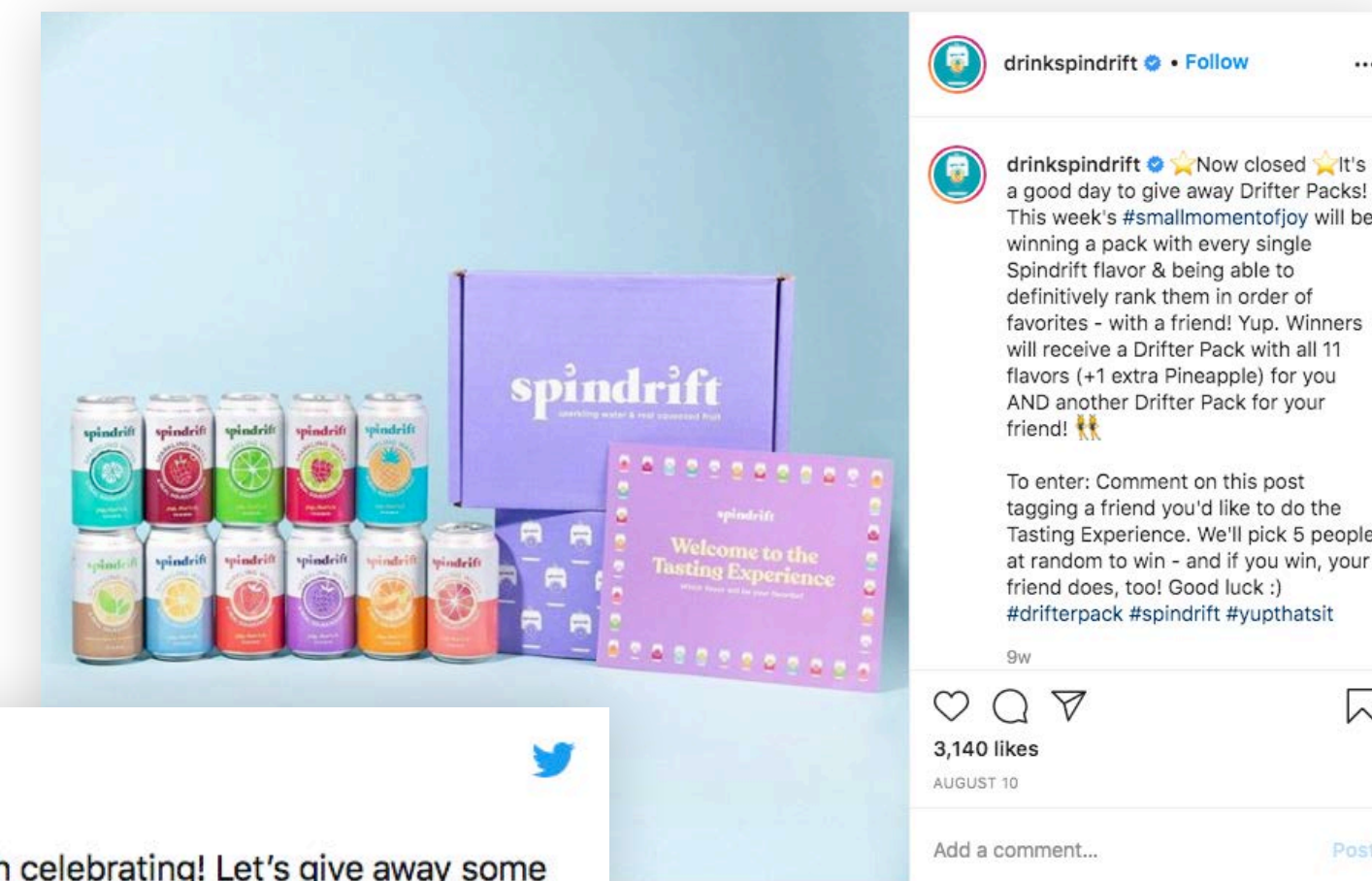
Prize deets in reply



11:44 AM · Aug 24, 2020

595

See the latest COVID-19 information on Twitter



# #7



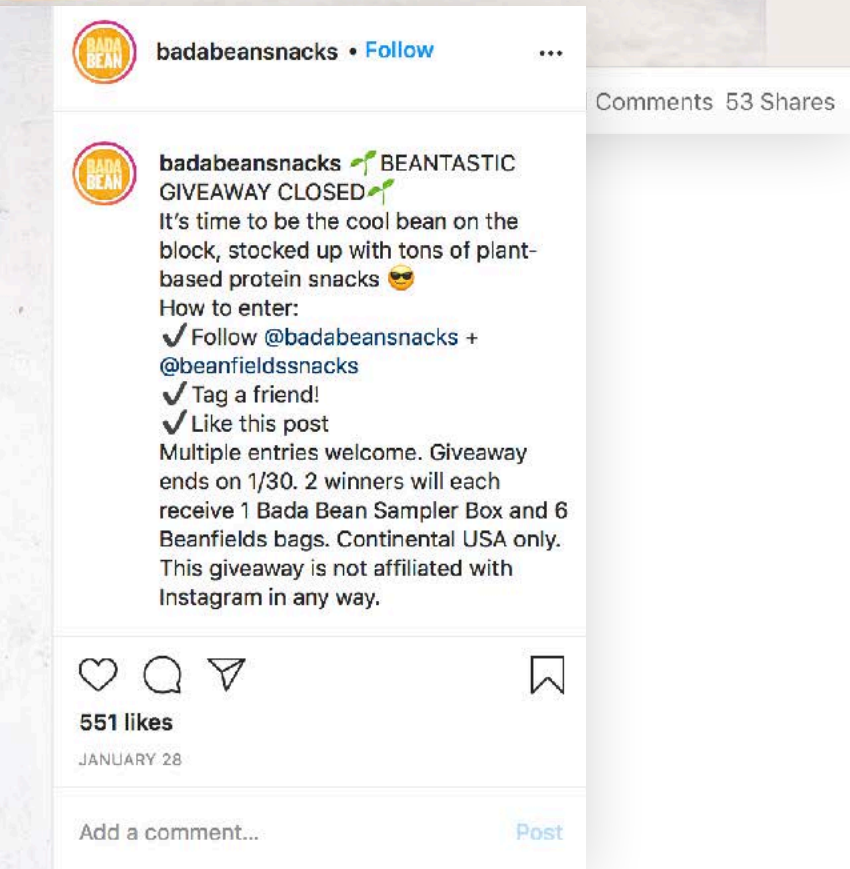
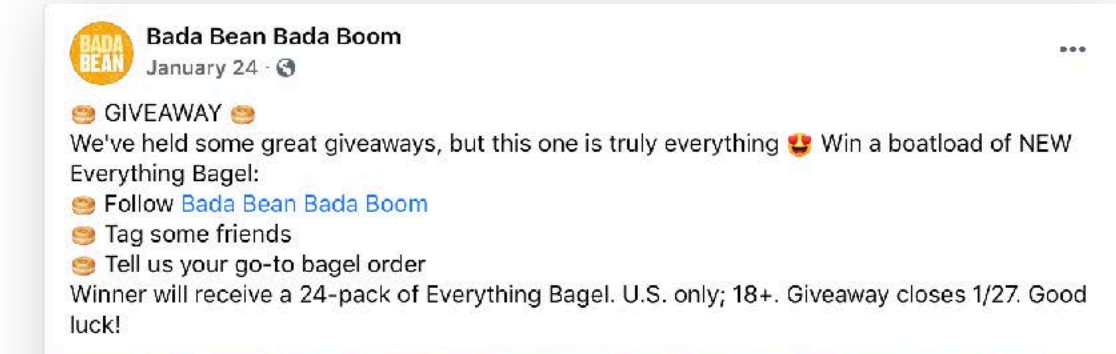
# Bada Bean Bada Boom

Instagram #9

Facebook #15

Twitter #16

Bada Bean was all about the contests and giveaways this year to promote their ultra-popular roasted fava beans. This brand came in seventh overall and grabbed the ninth spot on Instagram thanks to colorful, engaging posts that offered free stuff more often than not. Bada Bean also found success in promoting new product releases, like their Everything Bagel bean.



	Instagram	Facebook	Twitter
Avg. Engagement Rate	2.42%	1.10%	1.29%
Engagement Total	66.2K	5.22K	400



# #8



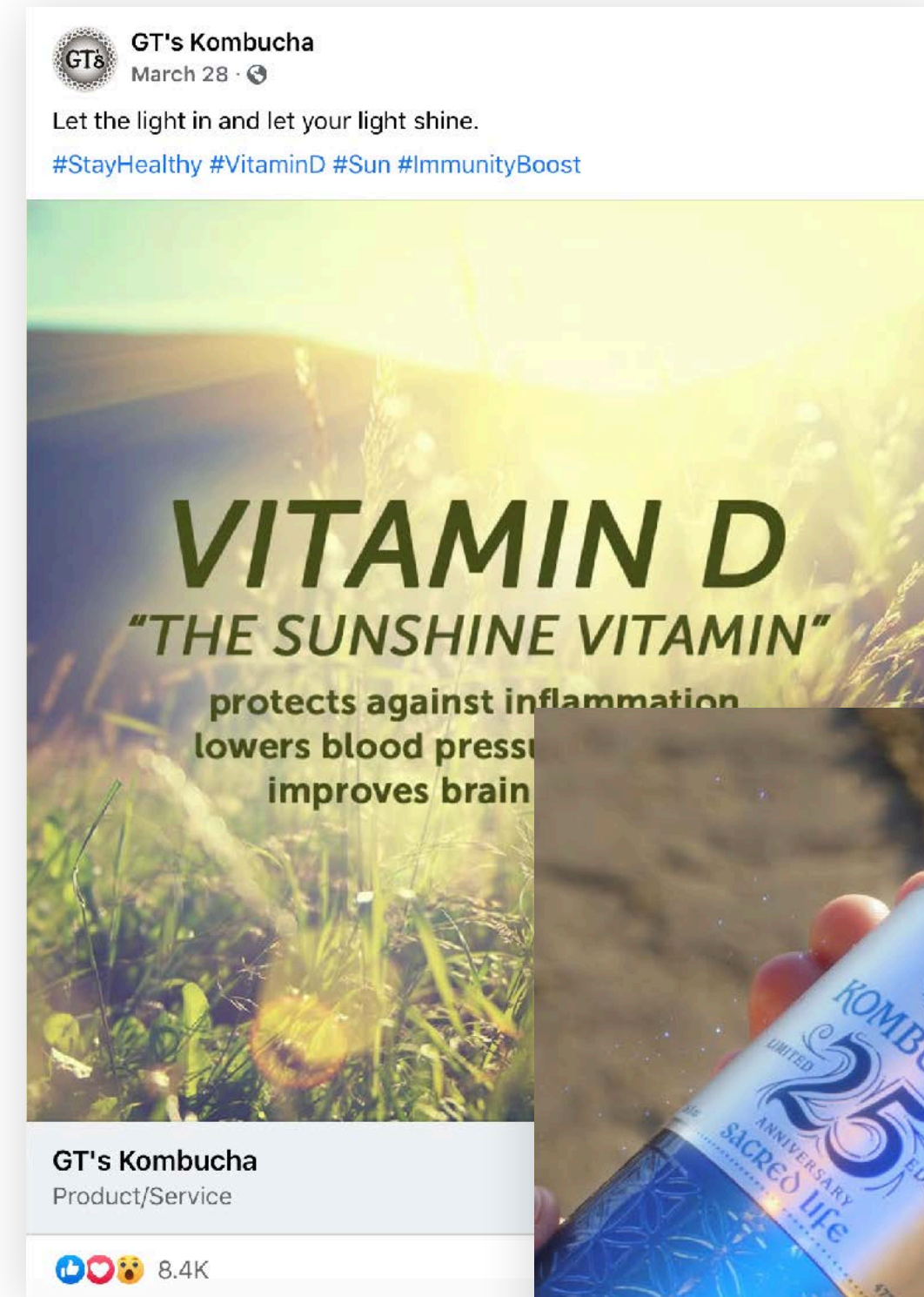
# GT's Living Foods

Instagram #20

Facebook #3

Twitter #12

Kombucha superstar GT's Living Foods rocked the inspirational quotes and ingredient deep-dives on social this year, which led to eight place overall and the Facebook bronze. GT's Living Foods was much less reliant on contests and giveaways than other top-performing brands, and preferred to take a more holistic and educational approach to social.



	Instagram	Facebook	Twitter
Avg. Engagement Rate	0.77%	0.62%	0.16%
Engagement Total	436.1K	245.5K	6.64K



# #9



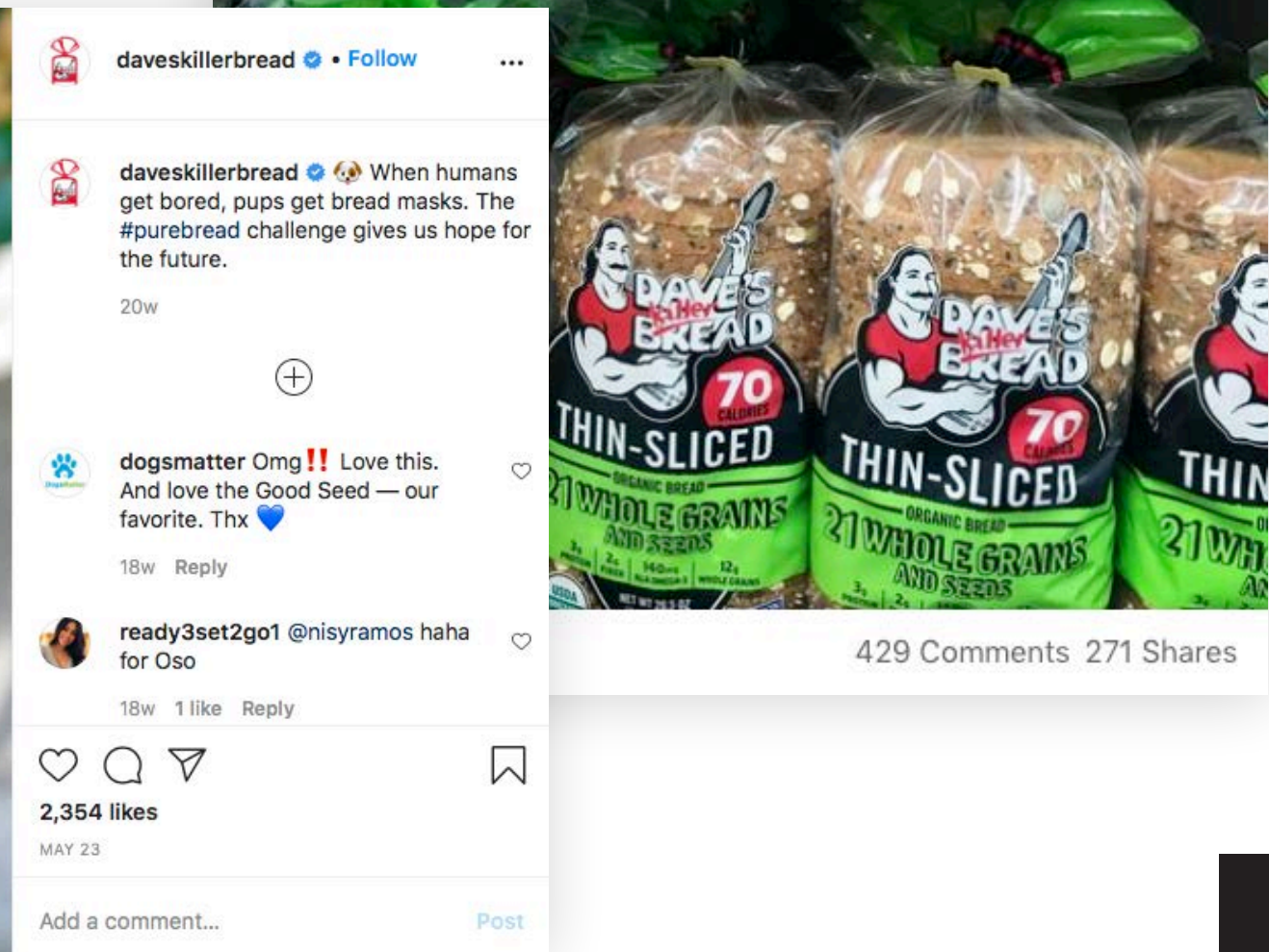
# Dave's Killer Bread

Instagram #11

Facebook #17

Twitter #15

Dave's Killer Bread, or DKB according to die-hard fans, found success on social this year with short, snappy, product-themed posts. This bread brand grabbed ninth place overall with their pithy posts and the occasional well-placed giveaway. Warning for pun haters: DKB's Twitter feed should be avoided at all costs.



	Instagram	Facebook	Twitter
Avg. Engagement Rate	1.36%	0.17%	0.18%
Engagement Total	124.9K	184.1K	2.75K

# #10



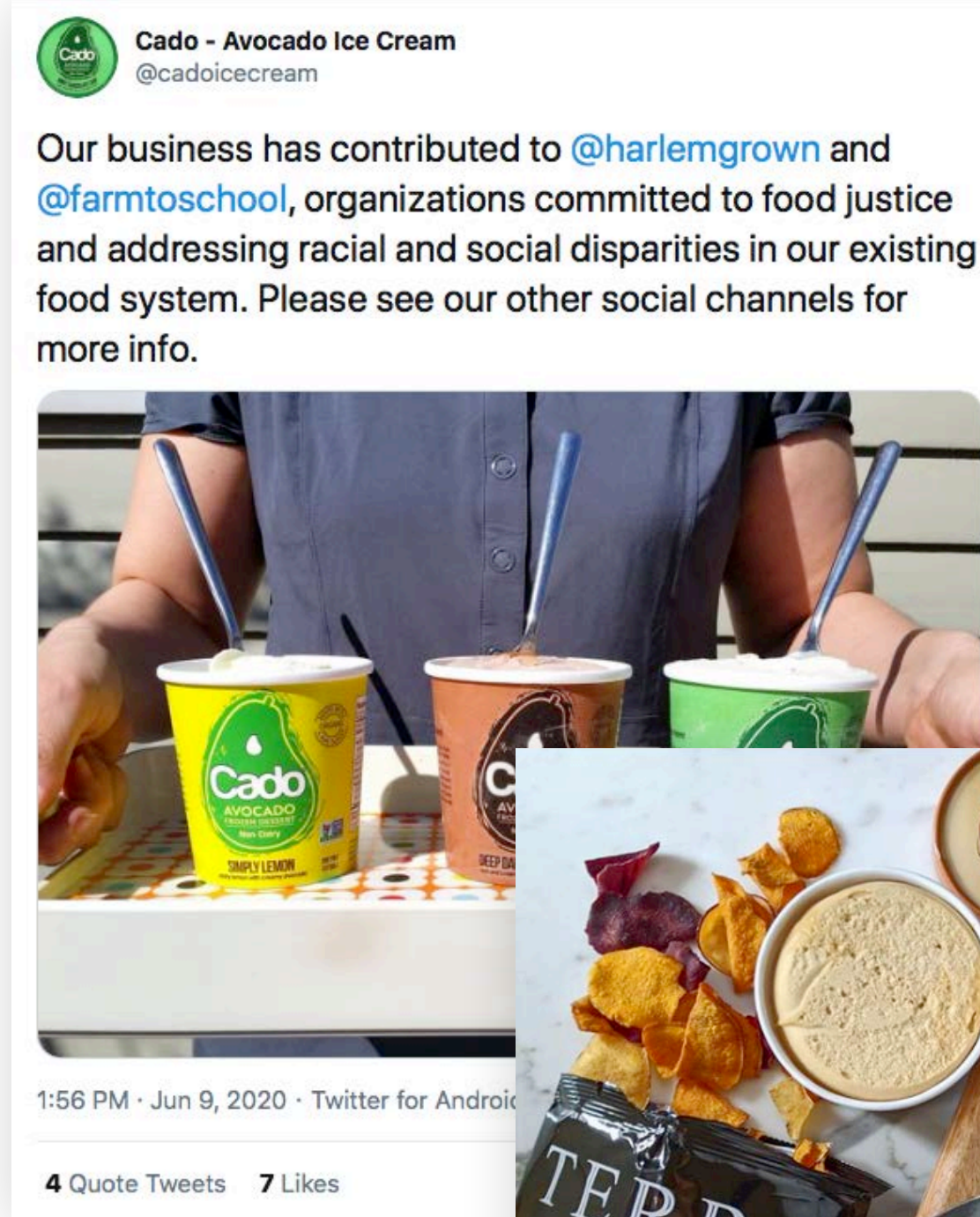
## Cado Ice Cream

Instagram #15

Facebook #15

Twitter #20

Avocado-based non-dairy ice cream brand Cado rounds out our top ten with a tasty mix of contests, product glamour shots, and thoughtful polls that engage followers. This brand tailored their content by channel: Facebook was more for asking followers about their thoughts on upcoming flavors or names, while Instagram was all about the contests and Twitter featured brand partnerships.



	Instagram	Facebook	Twitter
Engagement Rate	1.93%	0.95%	0.64%
Engagement Total	69.3K	5.91K	215











# Full Rankings of Top 100 Health Foods on Social Media









TOP 100 HEALTH FOOD BRANDS ON SOCIAL MEDIA | JAN. 1, 2020 TO SEP. 30, 2020











# Full Rankings

									
Jeni's Splendid Ice Creams	<b>#1</b>	#1	#9	#7	Real Good Foods	<b>#11</b>	#26	#10	#3
Beyond Meat	<b>#2</b>	#2	#10	#4	Alpha Foods	<b>#12</b>	#13	#27	#14
Perfect Snacks	<b>#3</b>	#6	#6	#9	siggi's	<b>#13</b>	#17	#25	#23
Outstanding Foods	<b>#4</b>	#7	#13	#11	Amy's	<b>#14</b>	#23	#27	#12
Impossible Foods	<b>#5</b>	#9	#12	#9	Hippeas	<b>#15</b>	#11	#42	#33
Spindrift	<b>#6</b>	#4	#24	#2	Simple Mills	<b>#16</b>	#39	#7	#50
Bada Bean Bada Boom	<b>#7</b>	#9	#15	#16	Van Leeuwen	<b>#16</b>	#3	#54	#53
GT'S Living Foods	<b>#8</b>	#20	#3	#12	OLIPOP	<b>#18</b>	#5	#38	#95
Dave's Killer Bread	<b>#9</b>	#11	#17	#15	Banza	<b>#19</b>	#8	#40	#85
Cado Ice Cream	<b>#10</b>	#15	#15	#20	Brew Dr. Kombucha	<b>#20</b>	#17	#52	#18

# Full Rankings

									
Quest Nutrition	<b>#21</b>	#39	#21	#28	Lil Bucks	<b>#31</b>	#19	#48	#95
Kodiak Cakes	<b>#22</b>	#35	#35	#6	Grenade	<b>#32</b>	#30	#60	#22
GGfiber	<b>#23</b>	#27	#18	#95	Caulipower	<b>#33</b>	#48	#45	#5
Bob's Red Mill	<b>#24</b>	#30	#36	#38	Gaea Organics	<b>#34</b>	#48	#29	#55
MagicSpoon	<b>#25</b>	#27	#25	#95	Kite Hill	<b>#35</b>	#63	#1	#87
RightRice	<b>#26</b>	#34	#34	#43	Partake Foods	<b>#36</b>	#57	#29	#27
CaPao	<b>#27</b>	#43	#5	#95	Pulp Pantry	<b>#37</b>	#29	#63	#37
Health-Ade	<b>#28</b>	#25	#50	#40	Elmhurst 1925	<b>#38</b>	#59	#20	#53
SkinnyDipped	<b>#29</b>	#21	#40	#95	Emmy's Organics	<b>#39</b>	#21	#67	#71
Munk Pack	<b>#30</b>	#48	#14	#66	Everipe	<b>#40</b>	#33	#44	#95









# Full Rankings

									
Ripple Foods	<b>#41</b>	#68	#8	#75	Jade Leaf Matcha	<b>#51</b>	#13	#110	#50
Enjoy Life Foods	<b>#42</b>	#48	#53	#43	Bobo's	<b>#52</b>	#37	#88	#25
purely elizabeth	<b>#43</b>	#39	#57	#72	REBBL	<b>#53</b>	#65	#47	#48
Stryve	<b>#44</b>	#70	#33	#21	Mary's Gone Crackers	<b>#54</b>	#92	#2	#77
HALO TOP	<b>#45</b>	#44	#69	#19	Food For Life Baking Co.	<b>#55</b>	#90	#19	#35
COYO	<b>#46</b>	#38	#75	#29	Erewhon	<b>#56</b>	#15	#100	#95
JAI MIX	<b>#47</b>	#47	#42	#95	Back to Nature Food Company	<b>#57</b>	#76	#22	#89
Love Good Fats	<b>#48</b>	#24	#89	#47	Chobani	<b>#58</b>	#59	#65	#32
gimMe Snacks	<b>#49</b>	#55	#32	#95	Joyà	<b>#59</b>	#35	#78	#95
Ark Foods	<b>#50</b>	#48	#46	#95	Crazy Richard's	<b>#60</b>	#81	#37	#36

# Full Rankings

	🏆	📷	f	🐦		🏆	📷	f	🐦
Grainful	#61	#70	#59	#17	Explore Cuisine	#71	#98	#23	#91
Julie's Real	#62	#39	#77	#95	Pacific Foods	#72	#101	#29	#62
GOODFISH	#62	#54	#57	#95	Pop & Bottle	#72	#32	#123	#56
Polar Seltzer'ade	#64	#62	#48	#95	Veggies Made Great	#74	#85	#54	#58
RXBAR	#65	#70	#72	#8	Buddy Fruits	#75	#61	#78	#86
Deep Indian Kitchen	#66	#48	#74	#95	Sahale Snacks	#76	#57	#91	#65
Sweetaly	#67	#67	#51	#95	CORE Foods	#77	#46	#106	#95
Califia Farms	#68	#70	#70	#33	Thunderbird Real Food Bar	#78	#76	#73	#80
Quinn Snacks	#69	#45	#97	#69	Harmless Harvest	#79	#85	#78	#45
Love Grown Foods	#70	#115	#4	#79	Justin's	#80	#76	#82	#78

# Full Rankings

									
Wholly Guacamole	<b>#81</b>	#97	#81	#1	Kashi	<b>#91</b>	#85	#89	#64
Diana's Bananas	<b>#82</b>	#123	#39	#24	Nona Lim	<b>#91</b>	#110	#56	#63
Tessemae's	<b>#83</b>	#82	#84	#57	Rule Breaker	<b>#93</b>	#113	#61	#49
Lenny and Larry's	<b>#84</b>	#88	#64	#95	Kidfresh	<b>#94</b>	#68	#112	#82
A Dozen Cousins	<b>#85</b>	#84	#70	#95	WTRMLN WTR	<b>#95</b>	#76	#109	#60
good culture	<b>#86</b>	#88	#87	#30	Annie's Homegrown	<b>#95</b>	#75	#108	#67
Antidote Choco	<b>#87</b>	#66	#107	#60	Santa Cruz Organic	<b>#97</b>	#70	#114	#72
Oats Overnight	<b>#88</b>	#108	#67	#26	Halsa Foods	<b>#98</b>	#102	#65	#95
Rhythm Superfoods	<b>#89</b>	#55	#117	#93	Nature Addicts	<b>#99</b>	#107	#62	#95
SkinnyPop	<b>#90</b>	#98	#75	#52	TRUWOMEN	<b>#100</b>	#104	#85	#42

# About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

## Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for you and your competitors.

## Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

## Do more with your social data

Dive deeper into your social media analytics with Facebook and Instagram Insights, Twitter Analytics, boosted post detection, LinkedIn Insights, and so much more.

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