



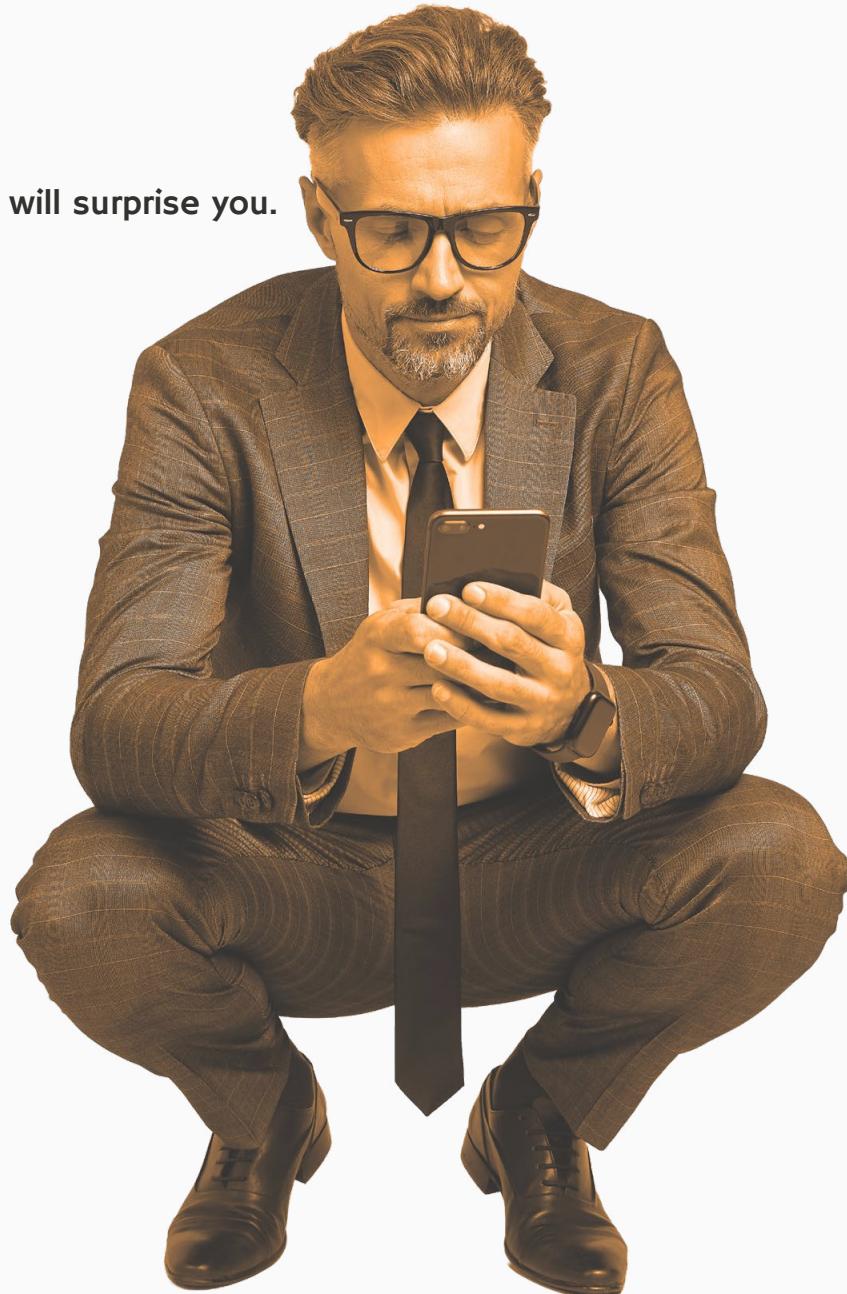
Instagram 2026

SOCIAL MEDIA REPORT »»

KLEUR.

INSTAGRAM FOR BUSINESS

The truth will surprise you.



Everything you've been told about Instagram is **wrong**.

"Chase trends. Use Hashtags. Boost everything."

That advice is why your last "banger" post got buried by the algorithm.

Brands need a different playbook. Here's what the data **shows** actually matters in 2026.

Check it out **»»**

THE INSTAGRAM REALITY

Instagram is getting more expensive.

Advertising costs are up.
Organic reach is down. The algorithm favors accounts that can **pay to play**.

But you still need to be there.
Your audience hasn't left.

Here's **what actually works** when costs keep rising and reach keeps falling.



11%

year-over-year
increase in Instagram
advertising costs

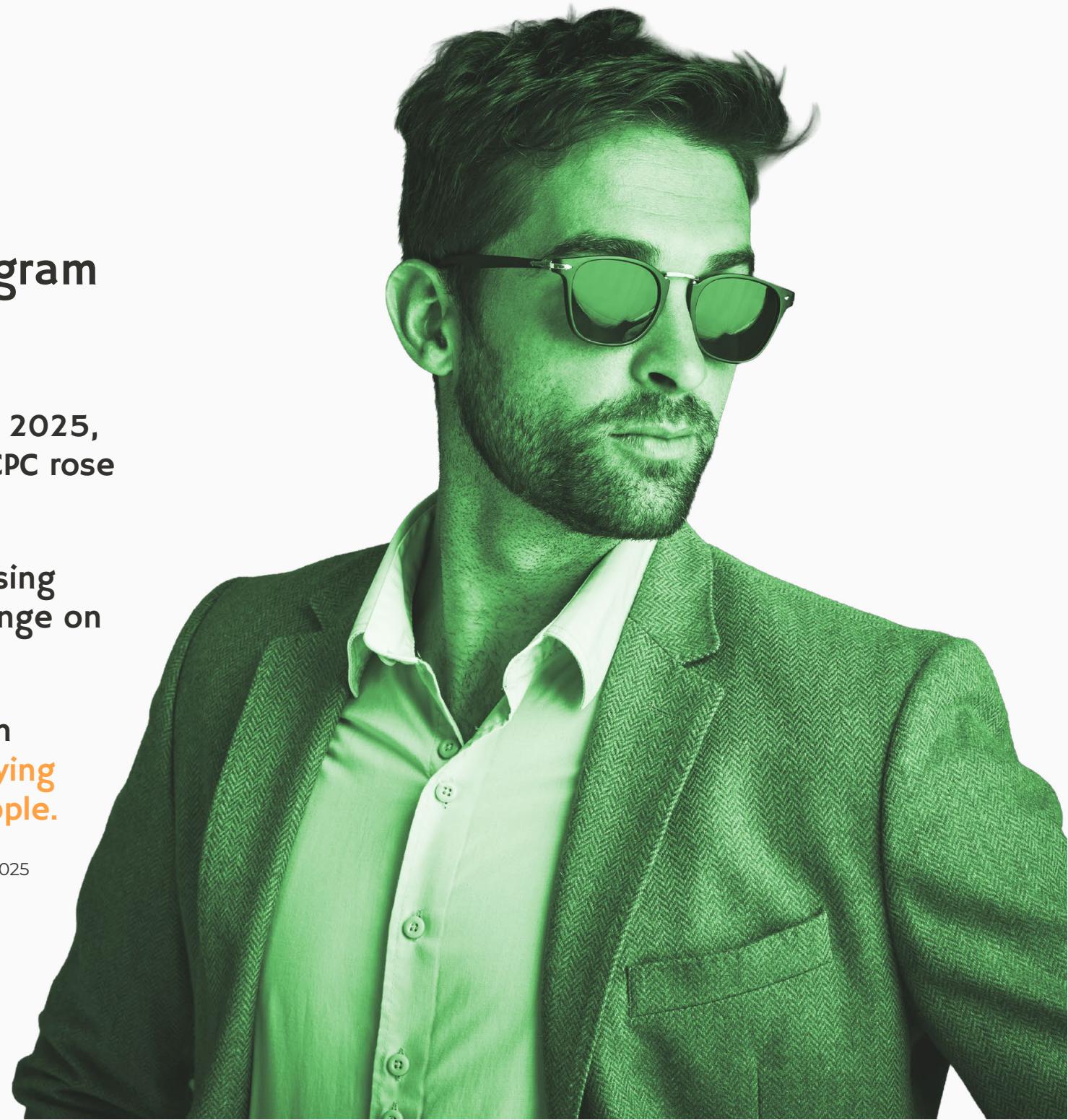
CPM climbed to \$9.68 in 2025,
up from \$8.72 in 2024. CPC rose
to \$1.42, up from \$1.30.

61% of marketers say rising
costs are their #1 challenge on
Instagram.

Meanwhile, organic reach
dropped 12%. **You're paying
more to reach fewer people.**

Source: SQ Magazine Instagram Statistics 2025

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82%
of business
accounts saw
organic reach
decline on
Instagram from
2023–2025.

Instagram is getting
harsher on brands—
especially smaller
ones.



3.5%

average reach rate on
Instagram in 2025

This means only 3.5% of
your followers will see your
posts.

Business accounts with
10K+ followers often see
reach **BELOW 1%**.

This represents a 12%
year-over-year decline.



5.5X

FOLLOWER GROWTH FROM POSTING 10+ TIMES PER WEEK

More posts = more growth.

6-9 posts = 3.7x growth.

3-5 posts = 2x growth.

More content = more chances to hit Explore and Reels feed.

Bottom line: Post at least 3-5 times minimum.

More is better if you can maintain quality.

Source: Buffer analysis of 2M+ posts

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12%

more engagement for carousels



1.36x

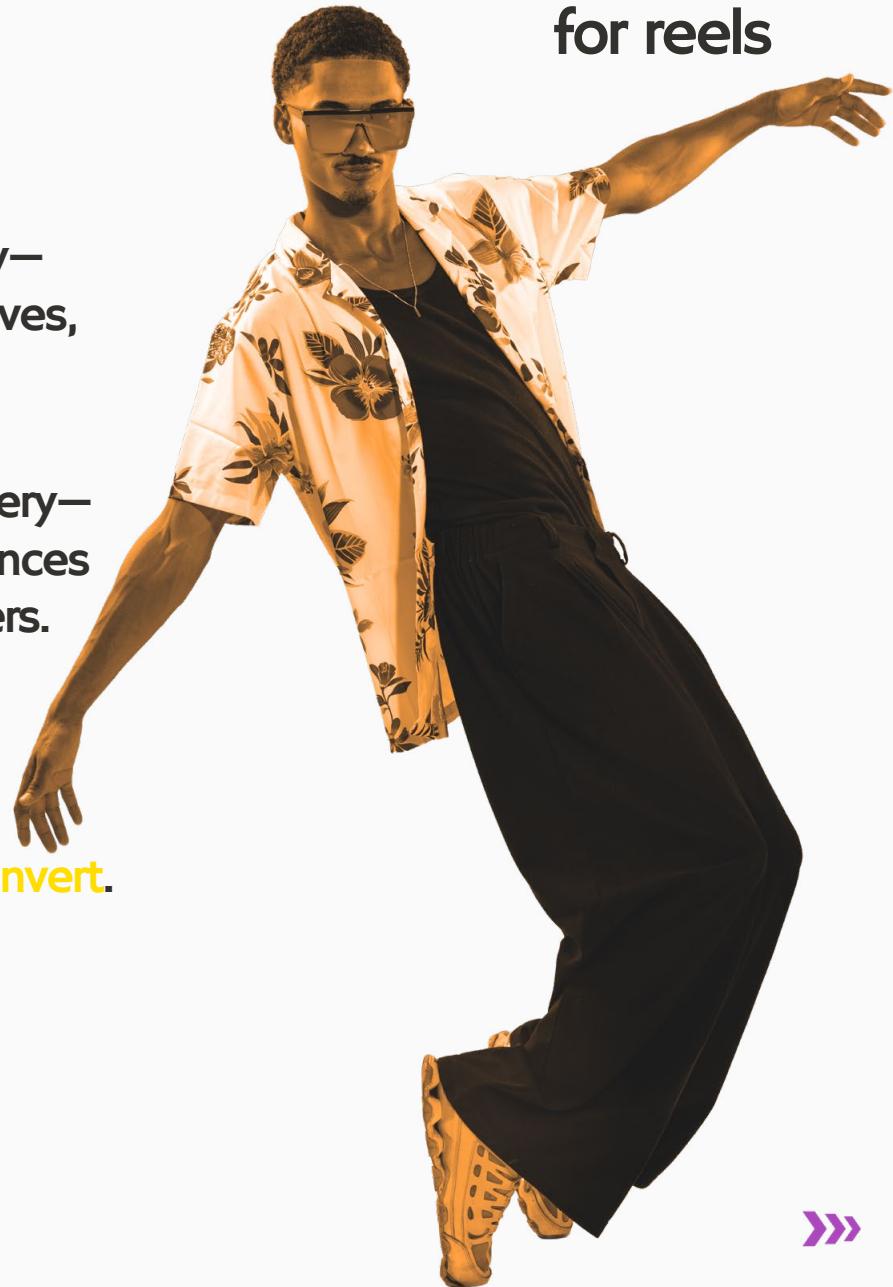
more reach for reels

Carousels win for engagement quality—more comments, saves, shares.

Reels win for discovery—reaching new audiences beyond your followers.

Use Reels to **grow**.

Use Carousels to **convert**.



THE 3 SIGNALS

that determine your reach



Watch Time



Likes Per Reach



Sends (DM Shares)

These 3 drive the algorithm. Everything else is noise.



WHAT GETS YOU PENALIZED

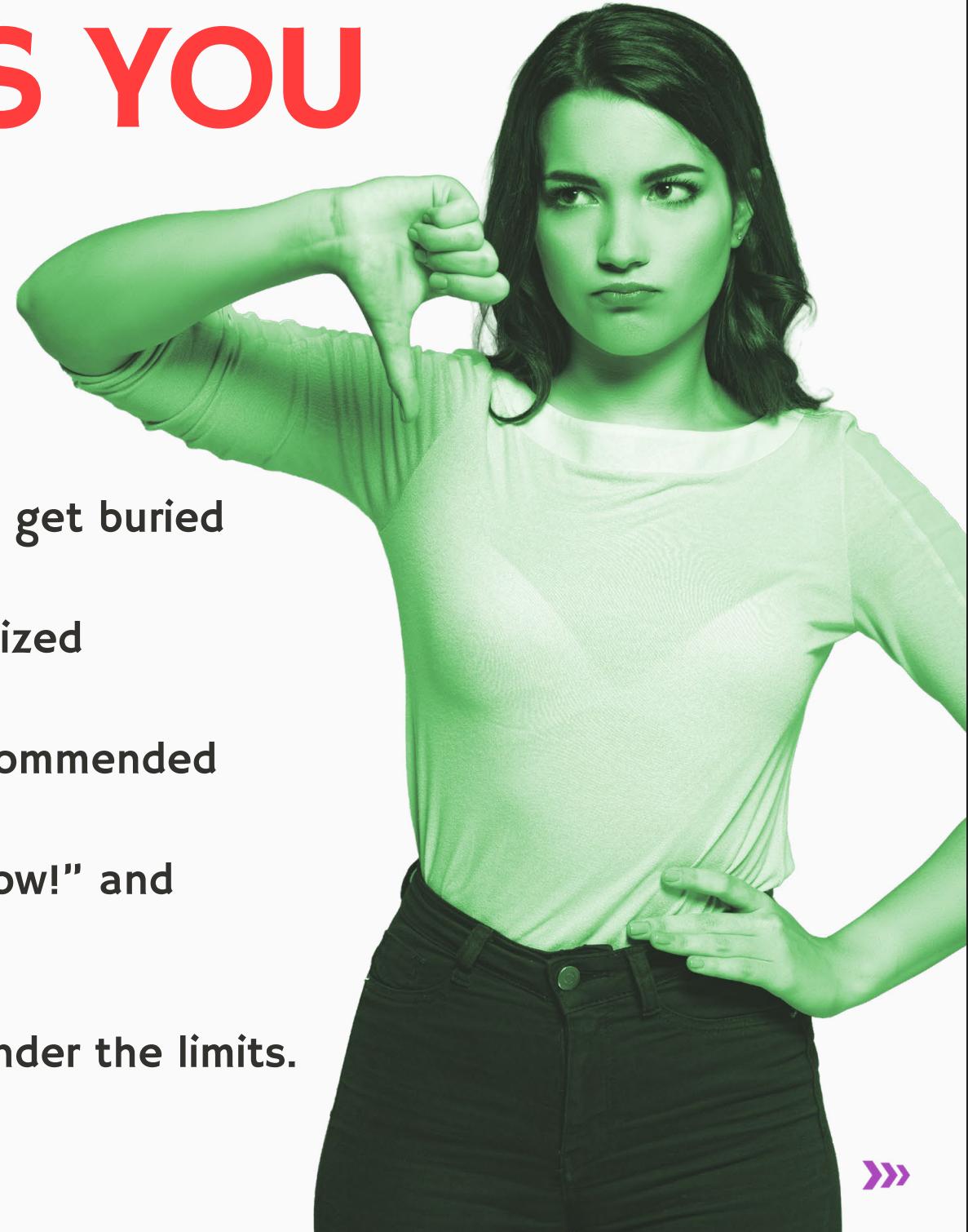
WATERMARKS from TikTok/CapCut get buried

RECYCLED CONTENT gets deprioritized

VIDEOS OVER 3 MIN won't be recommended

ENGAGEMENT BAIT "Comment below!" and
"Tag a friend" hurt reach

Stay native. Stay original. Stay under the limits.





Know Your Brand

Just because everyone is on Instagram doesn't mean they're seeing results.

Costs are rising. Organic reach is falling. The algorithm favors accounts that can afford to pay.

What works: post more original content, keep videos under 3 minutes, and focus on formats that match your goals—Reels for reach, carousels for engagement.

Brands that thrive on Instagram don't chase vanity metrics. They focus on what actually drives business impact and adapt to how the platform works today.



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