

# CPG Food & Beverage Advertising on YouTube

2023 INSIGHTS



## Did You Know?

The Food & Beverage space on YouTube has reached

1.4T

views from 2022-2023 YTD

92%



of food and beverage content on YouTube comes from creators

Beverage brands make up the majority of the top food-related content from brands



Automotive



Education



Television



News & Politics



Tech & Computing



Music & Audio

Food & Beverage brands see higher VCR and CTR on placements **outside** of the food & drink category

Food & Beverage brands see best **CTR performance**

on interest targeting often

**outside**

of the Food & Beverage category



CPG Food & Beverage paid media appearing on

**TV Shows & Program topics**

delivered strongest view to completion rates



Let's chat about how we can help you reach your goals  
Reach out to [info@pixability.com](mailto:info@pixability.com)

