



➤ A PIXABILITY INSIGHTS STUDY

CPG Food and Beverage Strategies for YouTube

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Introduction



The Food & Beverage category has become one of the largest content categories on YouTube. In this comprehensive study, we'll deliver insights into what's driving this category's growth, including which creators are making the biggest impact, and how food & beverage CPG brands are navigating the platform.

Pixability's insights team produced this report based on proprietary insights we have on this category. We then translated these findings into actionable takeaways for advertisers, highlighting the types of content to prioritize, emerging trends to capitalize on, and high growth areas on YouTube. This provides advertisers with the opportunity to make a real impact on the right audiences.

As the only company Google-certified through the YouTube Measurement Program (YTMP) in both Contextual Targeting/Brand Suitability and YouTube Content Insights, Pixability stands uniquely positioned as the trusted partner for keeping our advertisers in the know with the insights that matter to them most.

Food & Beverage Category Trends on YouTube



"Food & Beverage" Represents the 4th Largest Content Category on YouTube

457B

views on F&B
content in Q1 2025

6.74M+

F&B channels
on YouTube

+32.04% YoY

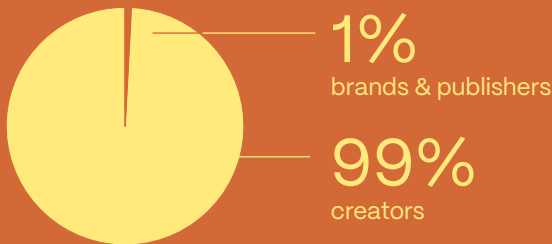
growth in F&B
space in 2025

As we'll see later in this report, it's important to note that **cross-category advertising** is a best practice for all advertisers. Put plainly, Food & Beverage brands should not *only* advertise within the Food & Beverage category, but should also reach their audiences across *other* content categories as well.



Of the top 4,000 Food & Beverage channels based on views, a whopping 99% were creators, with the remaining 1% consisting of a mix of brands and publishers. On the following page, we reveal the top 10 creators within that 99%.

Percentage of Food & Beverage Content on YouTube that is Creator-driven vs. Brand/Publisher-driven



Creators Rule the Food & Beverage Space





01
@ZachChoi

ASMR/Mukbang videos of unusual food combinations & unique dishes eaten on camera
32.7M SUBS



02
@NickDiGiovanni

Creative food hacks, culinary experiments, & frequent collabs with chefs & other celebs
26.6M SUBS



03
@Albert_cancook

Fast food remixes & dishes inspired by TV & movies, usually in humorous, skit-like styles
26.4M SUBS



04
@LukeDidThat

ASMR/Mukbang videos featuring particularly wacky, colorful, & spicy foods
21.6M SUBS

@AmauryGuichonChef

Elaborate and beautiful pastry designs & giant, hyper-realistic chocolate sculptures
21.3M SUBS



06



08
@Mattstonie

ASMR/Mukbang content – eating massive amounts of calories at once & other shocking eating challenges
16.4M SUBS



09
@RosannaPansino

Baking-themed content, often inspired by video games, movies, TV shows, and pop culture
14.6M SUBS



10
@EthanFunnyFamily

"Gamified" content combining food & family, mainly through challenges & usually involving treats like cake or ice cream
18.8M SUBS



05
@BuzzfeedTasty

Creative comfort food recipes from the BuzzFeed "cast" – has far surpassed any other BuzzFeed outlets in terms of reach
21.4M SUBS



Engaging and often humorous content featuring food-related challenges, taste tests, and experiments
12.6M SUBS

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Top 10 Food & Beverage YouTube Creators

By Subscriber Count

Top Food & Beverage YouTube Creator Trends – How Can Advertisers Capitalize?



Shock Value & ASMR content:

Many top Food & Beverage channels are ASMR, showcasing shocking, sometimes grotesque content. ZachChoi, MattStonie, and LukeDidThat are good examples of this. Advertisers should decide whether these channels are "suitable" for their brand, and work with a 3rd party to either include or exclude such channels.



Taste-Testing & Gadget Testing:

Channels like BuzzFeed Tasty and Rosanna Pansino are known for compelling taste-testing and gadget demo content. Kitchen and home appliance advertisers are a perfect fit to advertise on these types of videos.



Celebrity Features:

Many top channels like Nick DiGiovanni and Rosanna Pansino have gained followings by featuring celebrities. Many brands favor advertising on this type of content, but want to make sure it feels authentic vs. like they're "selling out."



Production Style: Quick-Cuts & Humorous Storylines

Creators like albert_cancook employ a quick-cut, humorous content style that younger users love. Brands should feel comfortable advertising on this style of video (as long as it aligns with their tone), and should aim to mirror this content style if they want to appeal to any audience under 40.



Top 10 Food & Beverage Creator Videos

Based on Views in Q1 2025



[Rose Makes Brownies](#)

277M Views

[Kind girl eating strawberry ice cream](#)

198M Views

[2 Year Old Makes Breakfast](#)

135M Views

[Miniature cooking | tiny fish](#)

122M Views

[How to share chocolate ICE CREAM with your friend properly](#)

115M Views

[Tuna](#)

107M Views

[Would you eat this?](#)

105M Views

[How to share FRIED CHICKEN and CHOCOLATE cake with your sibling properly](#)

101M Views

[Dough pie traditional bread](#)

100M Views

[Mac & Cheese Donut](#)

90M Views

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Advertiser Takeaways from the Top 10 Food & Beverage Videos

Shorts:

All top 10 Food & Beverage videos are Shorts, and that's no coincidence. This trend makes it clear that Shorts are quickly becoming king on YouTube, and are now viewer's choice for consuming quick, snappy video formats one after the next. Advertisers should adopt both short-form creative strategy & campaign structure. For example, advertisers could:

- 💡 Create short-form ads (designing for vertical, mobile, 6-15s format, with a strong hook early on, and clear CTAs)
- 💡 Leverage the YouTube Shorts ad format, specifically through VRC or Demand Gen campaign types to reach users mid-scroll
- 💡 Partner with short-form-native creators

Humor:

Incorporating humor is another key trend we've seen consistently among top food videos. Advertisers can adopt humor into their strategies by:

- 💡 Targeting, partnering, or "co-branding" with channels that frequently include humor in their videos
- 💡 Adopting these trending video styles into their own ad creatives, including "POV" skits, "If brands were people" memes, and misheard lyrics or dubbed voice-overs

The Inventive and/or Unexpected:

A common thread throughout these top videos features creators doing the unexpected, unique, or downright the wacky with food. Advertisers can ride this wave of the unexpected by:

- 💡 Integrating their products into the spectacle, i.e. featuring the product as the star ingredient or tool in a wild cooking challenge or hack
- 💡 Sponsoring inventive creators
- 💡 Adopting similar unique challenges and trends into their own creative





01



@aminshaykho

Best known for creating massive versions of classic snack foods, and hosting shocking challenges at well-known fast-food chains
+14389% VIEW GROWTH



02



@UnclePork

Gaining popularity showcasing specialties at Asian food markets and specifically, sharing the ever-changing prices of their most popular offerings
+13759% VIEW GROWTH



03



@summers_homemade_meals

Shares homemade recipes and cooking tips, specializing in Middle Eastern cuisine
+9652.23% VIEW GROWTH



04



@DessertBae

Gaining traction for her homemade desserts inspired by global recipes
+8021% VIEW GROWTH



05



@foodmaster487

Shorts of various global recipes through a "POV" lens, with his common videos consisting of different pancake styles
+5914% VIEW GROWTH



@EatingWithRobert

Grew his following by hosting eating tours in different cities across the US and providing honest reviews
+5482% VIEW GROWTH



06



08



@faithsfresh

Becoming a prominent food content creator known for her health-conscious, highly engaging, and accessible gluten-free and dairy-free recipes
+4635% VIEW GROWTH



09



@CatronCulture

Dynamic, family-run channel that blends food, travel, and humor into engaging content that aims to appeal to all ages
+4506% VIEW GROWTH



10



@UNSTABLE_FAMILY

Creates short-form videos of family-style meals centered around multi-generational and traditional cuisines
+4476% VIEW GROWTH



@WildCARLOSAppeared

Specializes in immersive, "on-the-ground" videos that explore local cultures, street foods, and everyday experiences across Asia and beyond
+5342% VIEW GROWTH



07

Top 10 Fastest Growing F&B Creators

By YoY Views Growth

Top 10 Fastest-Growing Food & Beverage Creator Trends – How Can Advertisers Capitalize?



Family-Focused Food:

Channels like CatronCulture and UNSTABLE_FAMILY embody family-focused content. Advertisers who naturally align with this tone & intent would be ideal partners. Family-centric food CPG brands (Pillsbury, General Mills), and homeware/lifestyle brands (Clorox, Vicks), are examples of advertisers that may be an organic fit for this type of content.



Global Cuisine:

Channels like UnclePork and WildCarlos focus on creating globally-inspired content. Advertisers who aim to reach diverse, multicultural, and authentic audiences should lean into this growing sub-category. Prime examples include international F&B CPG brands, like Goya or Barilla. This content also presents a great opportunity for cross-category advertising for travel or tourism companies and other global platforms.



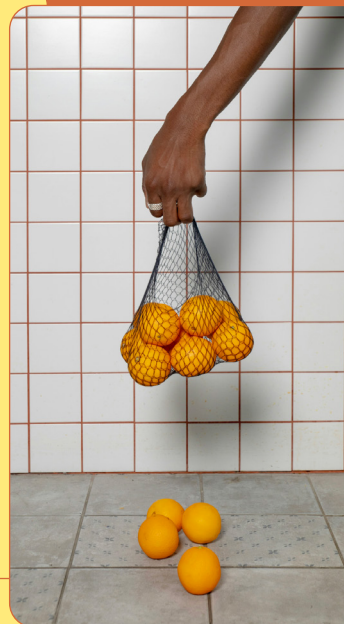
Sustainability and Health:

Any advertiser that is highly value-driven, environmentally friendly, or wellness-focused would be an ideal fit to run on this kind of content from channels like faithsfresh. Examples could include natural & organic F&B CPG brands like Amy's Kitchen, as well as low-waste household products and wellness supplements with similar audience demographics.



Simplicity:

UnclePork and UNSTABLE_FAMILY keep it simple. Brands that focus on ease, practicality, and everyday use would be the ideal organic advertisers for this sort of content. Some examples include pantry staples like spice brands or sauce brands, budget friendly and easy-to-use products, and other "everyday essentials" kinds of advertisers. It might not be a fit for more complex food-product brands.



Top 10 Fastest-Growing Food & Beverage Creator Trends – Why Are These Channels Growing?

While there are some differences between these rising Food & Beverage channels, there is a clear theme throughout these subcategories:
Getting back to basics.

In a world where everything around us is evolving so rapidly, and often so divisively, from constant changes in technology to the volatile political climate to our core values and worldview, consumers seem to be yearning for a return to **simplicity, healthfulness, family/cultural tradition and togetherness**. The rapid growth of this type of content on YouTube speaks volumes about the areas viewers value more than ever, and affirms YouTube's role as a true reflection of what's happening in the world around us.



CPG Food & Beverage YouTube Advertising Best Practices



Cross-Category Food & Beverage CPG Advertising

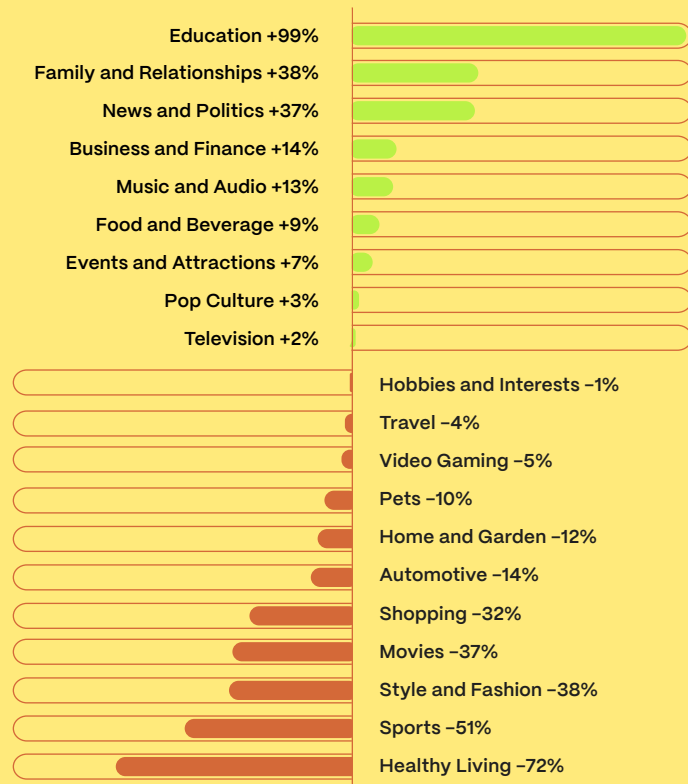
As mentioned earlier in this study, the Food & Beverage category is not the only place advertisers can benefit from running their ads. Here we analyze cross-category content, and offer data-driven suggestions as to where else Food & Beverage advertisers should advertise.

When compared to all other content categories outside of Food & Beverage, Indexed VCR and CTR were both the highest when Food CPG ads ran on **educational content** (CTR=2x the average, and VCR=1.26x the average).

This tells advertisers that in addition to content within the Food & Beverage category, they should also be running ads on educational content, and these other top rated cross-categories where CPG content is most commonly found.

Top Content Categories to Drive CTR for Food & Beverage Advertisers

Percentage above or below average performance



Food & Beverage CPG Performance By Ad Format

Which ad formats do Food CPG campaigns perform best on?

When KPI is...

High Video Completion Rate (VCR):

InStream performed best with above average VCRs, closely followed by **Bumper Ads & Efficient Reach – Non-Skippable**.

High Click-Through Rate (CTR):

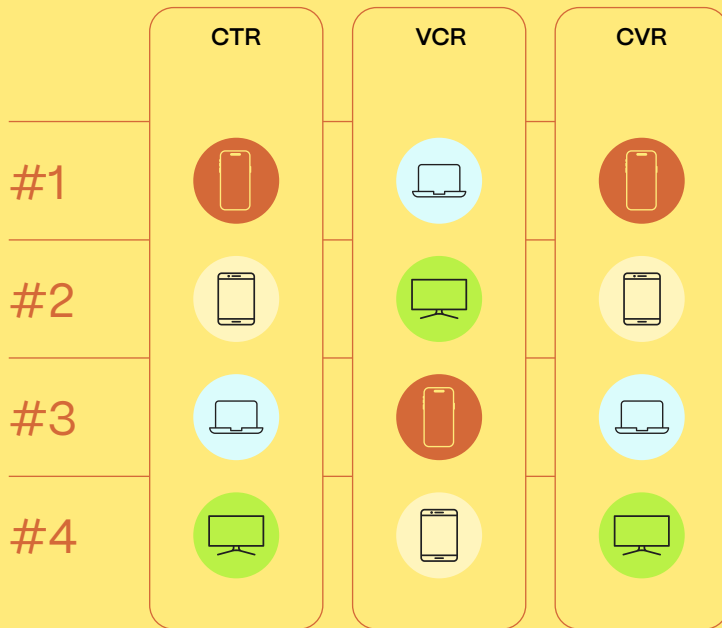
Demand Gen campaigns or the former VAC format performed best with far above average CTRs.

Conversion Rate (CVR):

Video Reach Campaigns (VRC) performed best with above average CVRs, followed by VAC.



Ranked 1-4: 1=highest performance, 4=lowest performance for Q1 2025



Share of Impressions in Q1 2025	
Mobile	55%
TV Screens	34%
Tablet	7%
Desktop	4%

When comparing all devices where Food & Beverage CPG content was consumed...

Mobile had the highest Click-Through Rate (0.20%) AND the highest Conversion Rate (11.71%)

Desktop had the highest Video Completion Rate (67.10%)

Food & Beverage CPG Performance By Device*

*Measured across all ad formats

Inventory Curation Best Practice: Finding Look-alike Channels Using Agentic

A food & beverage advertiser may love a certain creator like Nick DiGiovanni (#2 on the top 10 creator list), but not know how to find other creators like him. Find a partner (like us), that has agentic curation with "look-alike" capabilities, and can provide hundreds of creators that look like this one. This same technology can also find channels that are "look-alikes" to the brand's channel itself.

This look-alike technology can be used for not only the curating of ad inventory, but also for finding creators to partner with on sponsorships & other creator-centric campaigns.



BRAND'S FAVORITE CREATOR

NickDiGiovanni

26.6M SUBS



Cooking with Dave



Nick's Kitchen Clips



Cook Well w/ Ethan Chlebowski



amateurprochef



Jack Ovens

CREATOR LOOKALIKES



Food & Beverage Case Studies



KIND Increases Unique Reach Across YouTube and CTV With Pixability

KEY OUTCOME: INCREMENTAL AUDIENCE REACH

+23%

Increase in video completion rate
versus benchmark

22M

Unique users reached with updated
targeting focus

+2.3 pts

Absolute lift



[Read more](#)



Subway Efficiently Reaches Engaged Users on YouTube with Pixability Contextual Segments



KEY OUTCOME: INCREASED ATTENTION

+139%

Higher Attention Time (AT) than
YouTube benchmarks for AT

5.45s AT

Music & Audio was the top
performing IAB category for
Attention Time (AT)

7.81s AT

Desktop was the top
performing device for Attention
Time (AT)



Chicken of the Sea Ad with Jessica Simpson Becomes One of the Most Talked About Campaigns of 2024



KEY OUTCOME: INCREMENTAL AUDIENCE REACH

15M

Consumers Reached

+66%

Above benchmarks on
video completion rates

+30%

Above benchmarks on
click-through rates



YouTube Organic Best Practices for F&B CPG Brands



Organic Strategies are Critical for Food & Beverage Brands

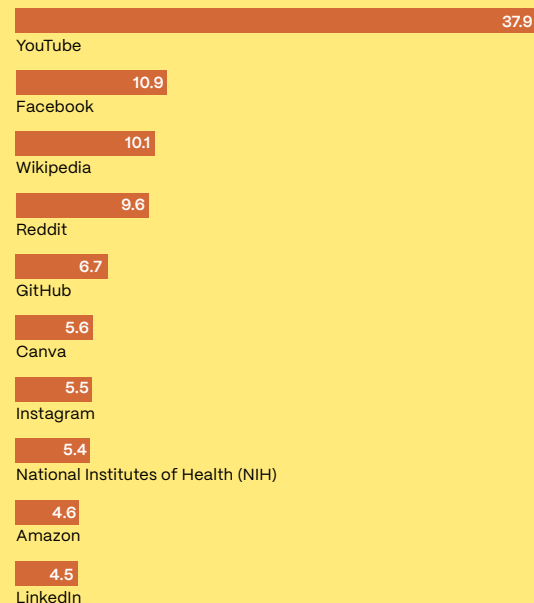
YouTube has always been the No. 2 search engine in the world which is why smart food & beverage brands have optimized their YouTube channels for growth. Organic strategies are more important than ever now that AI search is driving more traffic to YouTube than any other platform. In the report that revealed this incredible trend of AI referrals to YouTube, eMarketer stressed the following important message:

"Marketers should prioritize YouTube SEO and video content strategy to capture AI-driven traffic."

- "YouTube wins the AI chatbot referral game", an eMarketer report

YouTube Dominates as Top Recipient of AI Chatbot Referral Traffic

Millions in referral traffic driven by AI chatbot prompts worldwide, by site, May 2025



Note: Includes traffic originating from chatgpt.com, perplexity.ai, gemini.google.com, copilot.microsoft.com, claude.ai, chat.deepseek.com, grok.x.com, and genienow.com; excludes referrals to chatgpt.com, openai.com, and google.com; only select sites shown
Source: Similarweb, The Top 50 Sites Getting Traffic From AI Chatbots, June 17, 2025
eMarketer

By Subscriber Count



By Q1 2025 Views



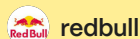
Top 10 F&B CPG Brand Channels on YouTube

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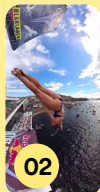
Top 10 F&B CPG Brand Videos in 2025

Paid Support vs. Organic Growth

Outside of Red Bull and their unique ability to drive organic support with extreme sports sponsorships, most brands have seen the best success driving views when they use paid ad support. Also note, advertisers shouldn't default to classifying ads as "Unlisted", as this data proves that when advertisers mark their ads as public, viewership skyrockets. In other words, don't be shy about sharing ads on your channel just because they feel like ads – they'll drive channel growth!



01
You've Never Seen Hoops Like These – 160.4M Views



02
Ever Wondered How Cliff Diving Is Filmed? – 137M Views



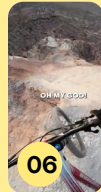
04
He Couldn't Believe It – 75.8M Views



03
Playing This On Loop – 95.7M Views



05
The Fastest Way Down – 72.4M Views



06
Rocks Hurt – 54.9M Views

Red Bull's high-energy, creator-like, and culturally relevant sports content has earned them significant organic views with minimal paid support

Paid Support: Minimal



cadbury



07
This Valentine's Day, #SayItWithSilk –

69.3M Views

Cadbury's use of both paid and organic support earns them significant overall viewership

Paid Support: Above average



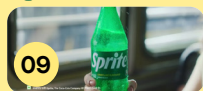
CHEEZIT



08
The Rug :15 – 52.8M Views



Sprite



09
Sprite Thand Rakh – Bus – 115.1M Views



doritos



10
Abduction – 66.7M Views

Sprite, Doritos & Cheez-It had strong paid ad support to boost views of their videos, aligning with their traditional, commercial-like content

Paid Support: Significant

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Top F&B CPG Brand Channel & Content Trends

The Food & Beverage CPG brands that consistently rise to the top in terms of following and viewership on YouTube do so not just because of their brand legacy or the products they offer, but because of their strategic content that is native to YouTube's culture, algorithm, and audience behaviors. Some key examples of this approach include:



Popular Cultural Relevance:

Brands like Red Bull are dominating the Food & Beverage CPG advertiser list for one key reason: Their video content and overall brand presence has been cemented not in food, but in popular culture that ties them to larger societal interests and trends (i.e. sponsoring extreme sporting events and athletes), giving them more room to produce more creative video content.



"Mini-Movie" Production Style:

Top Food & Beverage CPG brands like Cadbury and Doritos are topping the list for some of the highest viewership and followings due to their "mini-movie" production style. Short films, branded skits, and episodic storytelling have driven powerful engagement and performance for these brands on YouTube, and their success isn't accidental – it's rooted in a smart mix of high production value, emotional resonance, platform fluency, and culturally attuned storytelling.



Fun-First Approach:

Brands like Oreo and Eggo have seen success from their "fun-first" approach on YouTube. Both brands effectively harness and build upon popular trends and challenges to stay culturally relevant, entertain their audiences, and most importantly, organically promote their products in a fun, approachable way. Both brands also lean into a more "family-fun" tone and approach that spans their reach across multiple demographics, from adults with children to younger audiences.



By YoY View Growth %



Top 10 Fastest-Growing F&B CPG Brand Channels on YouTube

Several tactics among these high-growth Food & Beverage CPG channels have helped these brands rise to the top in Q1 2025. Themes include, but are not limited to: **Practical usefulness, capitalization of shared cultural moments/ events, and category thought leadership & education.**



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Fastest-Growing Food & Beverage CPG Brand Channel Trends



Practical Usefulness:

Brands like Philadelphia Cream Cheese and Tyson are rising to the top for their utility-first content. Whether these videos take shape as creative recipes or how-tos, kitchen hacks, or convenience content (short-form family-friendly videos that show their product as low effort and high payoff), this type of content capitalizes on evergreen search intent that helps brands rank for high-traffic queries while also building on product familiarity.



Shared Cultural Moments (Perfect Timing):

Occasion-based content positioning, done expertly by brands like Tostitos and Minute Maid, helps brands root their content in key social and seasonal moments (i.e. Game-day snacks for the Super Bowl, back to school season lunch ideas, and summer BBQ settings). The timely and search-friendly nature of this content creates built-in emotional context, leading to more shares and stronger brand recall during the moments that matter most.



Thought Leadership & Education:

V8 and Mars Inc. are great examples of how high-growth brands can position themselves as thought leaders in their categories in order to drive growth. For example, V8's videos often educate viewers on the functional benefits of their product and clearly shows how their brand aligns perfectly with active lifestyles. This sort of content breeds trust in viewers, and speaks to the brand's ability to situate themselves as a value add in a tangible and meaningful way.



Key Takeaways for F&B Advertisers

1

The Food & Beverage space is huge and growing on YouTube.

2

Leverage top creators in the F&B space both for your advertising and creator strategies.

3

Don't limit your advertising to just F&B content as many other topics are driving better performance.

4

Brands should borrow best practices from creators in their content creation.
(i.e. short-form video & quick-cut styles, integrating products into creative storytelling, and focusing on simplicity & authentic tone of voice).

5

Leverage other key best practices like working with partners with Agentic curation and expertise on ad formats and device targeting.

6

Own cultural moments by working with a YouTube insight provider to help educate your audience.





About Pixability

Pixability is the leading AI-driven technology company empowering the world's largest brands and agencies to maximize the value of their video advertising on YouTube. Leveraging its proprietary technology platform, unmatched channel database, and leading industry insights, Pixability makes every video impression count by identifying contextually relevant, brand suitable inventory and maximizing cost-efficient outcomes. That's why we're known as **The YouTube Outcomes Platform**.

Awards & Recognition



YouTube Measurement Program Certifications



Want to Learn More?

Our team can share additional insights not shown in this report. Reach out to learn more.

Contact us via info@pixability.com

