

# 2026 Benchmarks: Inside the Food & Beverage Manufacturing Marketing Machine

**THE CONVERSION & RETENTION CORE**

## 01

### 68% Cart Abandonment Rate

This represents the single biggest revenue leak in the industry, often caused by complex checkouts or unexpected shipping costs.

## 02

### 45% Repeat Purchase Rate

Nearly half of all customers make a second purchase within 30 days, fueled by the consumable nature of FBB products.

## 03

### Subscription Churn Management

Churn currently sits at 6.3%; brands are lowering this by offering flexible delivery frequencies that match individual consumption patterns.

**THE ACQUISITION LAYER: GLOBAL VS. U.S. TRAFFIC**

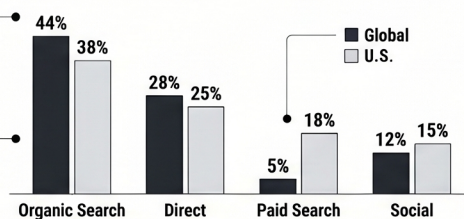
### Organic vs. Paid Priorities

Globally, Organic Search dominates at 44%, while U.S. brands lean heavily on Paid Search (18%) and Social (15%) to compete in a crowded market.

### Dark Social & Direct Traffic

28% of traffic is "Direct," though much of this is attributed to untracked social sharing via messaging apps and Slack.

TRAFFIC SOURCES SHARE (GLOBAL VS. U.S.)



**THE EFFICIENCY LAYER: PAID ADS & EMAIL ROI**

# \$1.95

### Average Google Ads CPC

While search ads offer high intent, the highest ROI is found in Google Shopping, which boasts a \$0.68 CPC and a 8.2% conversion rate.

### Email: The Highest-ROI Channel

# 24.5%

### Open Rate

With a 24.5% open rate and 48% open rate for welcome sequences, email remains the most effective tool for driving repeat business.

### B2B Lead Acquisition Cost



Acquiring a B2B lead (\$110.00 CPA) costs significantly more than the industry average (\$34.50), reflecting the high lifetime value of wholesale clients.

**THE FOUNDATION: MOBILE-FIRST ENGAGEMENT**

# 72.4%

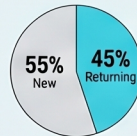
### Mobile Traffic Share

Nearly three out of four visitors arrive via mobile, making desktop optimization a secondary priority for the first time in industry history.

# 2m 15s

### Average Time on Page

Visitors browse an average of 3.8 pages per session, but short-form video is now required to sustain engagement on complex product pages.



### The "Healthy Split"

Top tier brands maintain this ratio to ensure consistent acquisition while fostering a loyal customer base.