

india monthly social scorecard may 2026

what's the buzz?

In May 2026, social media content using the keyword "Fashion" generated 74% more engagement than in the previous month across content from Indian brands, media and influencers.

Source: Comscore Social, Trend Topics, Industries: IN*All and IN-Influencers, content contains "Fashion", max. 5000, Platforms: Facebook, Instagram and X, April and May, 2026.

audience



431,548,875

UVS

Source: Comscore MMX Multi-Platform, Desktop & Mobile, Total audience, Platforms: Facebook, Instagram and X, India, May 2026. Deduplicated audience, desktop & mobile (includes smartphones and tablets).

rankings

top 5 indian brands by engagement

#	brands	total actions
1	Royal Challengers Bangalore	464,953,642
2	IPL - Indian Premier League	393,661,648
3	Chennai Super Kings	225,374,767
4	InstantBollywood	183,948,233
5	Star Sports	162,538,239

Source: Comscore Social, Power Rankings, Industries: IN*All, Platforms: Facebook, Instagram and X, May 2026.

top 5 indian influencers by engagement

#	influencer	total actions
1	PM Narendra Modi	92,327,539
2	Rahul Gandhi	37,027,039
3	Salman Khan	29,903,165
4	Abhishek Sharma	24,253,284
5	Rashmika Mandanna	20,526,039

Source: Comscore Social, Power Rankings, Industries: IN-Influencers, Platforms: Facebook, Instagram and X, May 2026.

category of the month: fashion

top 5 indian fashion brands by engagement

#	brands	total actions
1	AJIOlife	514,373
2	Meesho	496,415
3	Myntra	155,453
4	NEWME	135,239
5	Shoppers Stop	121,372

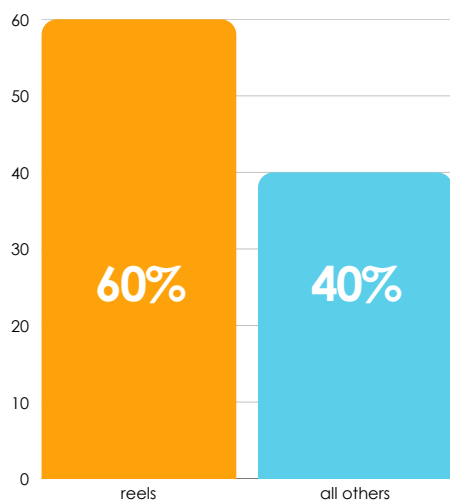
Source: Comscore Social, Power Rankings, Industries: IN*Retail - Apparel & Accessories, Platforms: Facebook, Instagram and X, May, 2026.

top 5 indian fashion influencers by engagement

#	influencer	total actions
1	Deepika Mishra	4,418,367
2	Nagma Mirajkar - Oh My Gorg	3,312,269
3	Aakriti Rana	2,146,639
4	Komal Pandey	1,204,369
5	Kritika Khurana	715,870

Source: Comscore Social, Power Rankings, Industries: IN-Influencers-Fashion, Platforms: Facebook, Instagram and X, May, 2026.

format by likes



Source: Comscore Social, Metrics & Trends, Industries: IN*All and IN-Influencers, Platform: Instagram, May, 2026.

more than just words: cannes film festival

#cannesfilmfestival



red



carpet



#cannes2026



Source: Comscore Social, Emoji & Keyword & Hashtag cloud widgets, Industries: IN*All and IN-Influencers, content contains "Cannes Film Festival" or "CannesFilmFestival", Platforms: Facebook, Instagram and X, May, 2026.

unique visitors (UVs)

the estimated number of unique individuals who visited any content from a website, category, channel or app during the selected reporting period, on any platform (desktop, smartphone or tablet).

total actions

the total number of interactions (reactions, shares, comments, reposts, favourites, likes) received by the specified content during the defined time period on the selection social media platforms.

access the **COMSCORE** weekly india social scorecard



top: posts, sponsors, brands, sponsored, influencers, emojis, keywords/hashtags

powered by:

