Source Influencer marketing hub [here](https://influencermarketinghub.com/email-open-rates/#toc-5)

* All Industries—Overall Average: 16.97%
* Accommodations (e.g., hotel, inn, B&B, campgrounds): 17.29%
* Accountant: 16.94%
* Animal Services: 21.23%
* Art, Culture, Entertainment (e.g., galleries, museums, musicians, theatre, film, crafts): 17.79%
* Automotive Services: 9.72%
* Child Care Services: 22.99%
* Civic/Social Membership (e.g., associations, chambers, clubs): 12.63%
* Consultant, Training (e.g., marketing, management): 11.38%
* Education – Primary/Secondary (e.g., elementary, middle, and high schools): 28.44%
* Education – Higher Education (e.g., colleges, universities, trade schools): 19.55%
* Financial Advisor: 12.26%
* Fitness Center, Sports, Recreation (e.g., yoga studio, bowling alley, gym): 17.48%
* Fitness/Nutritional Services (e.g., personal trainer, wellness coach): 12.73%
* Government Agency or Services: 28.22%
* Health & Social Services (e.g., hospital, elder care, adoption services): 21.84%
* Health Professional (e.g., physician, dentist, chiropractor): 16.60%
* Home & Building Services (e.g., construction, HVAC, landscaping, design): 19.59%
* Insurance: 16.69%
* Legal Services: 17.80%
* Manufacturing and Distribution: 14.29%
* Marketing, Advertising, Public Relations: 12.40%
* Other: 12.13%
* Nonprofit: 21.62%
* Personal Services (e.g., dry cleaning, photography, housekeeping): 16.70%
* Professional Services: 14.30%
* Publishing: 15.51%
* Real Estate: 13.42%
* Religious Organization: 29.42%
* Restaurant, Bar, Cafe, Caterer: 14.71%
* Retail (e.g., brick and mortar, online): 11.04%
* Salon, Spa, Barber (e.g., nails, tanning): 14.26%
* Technology (e.g. web developer): 12.44%
* Transportation: 13.97%
* Travel and Tourism (e.g., limo driver, tour guide, reservations): 15.02%