

# From #CleanTok to “Messy-to-Clean”

Perception and evaluation  
of housework on the social media



# Contents

## 1 Introduction

Foreword	4
Study profile	5

## 2 Study results

Housework as a media phenomenon: When everyday life becomes aesthetics	7
The digital path to housework – platforms and access routes	11
Focus on household routines: From tidying up to window cleaning	15
From virtual space to home practice	18
Motivation or pressure? How social media influences the perception of housework	21
“Cleanfluencer” trustworthiness check	24
A look into the future: A growing market or exhausted potential?	28

## 3 Summarising information

Key findings	31
Legal information	33

# 1 Introduction

Foreword	4
Study profile	5



## Foreword

In an age where social media gives even the most ordinary things a stage, housework has undergone a remarkable metamorphosis. What once took place privately within one's own four walls – quietly, routinely, invisibly – now garners millions of likes, inspires viral trends, and creates an entirely new form of everyday aesthetics.

Washing, cleaning and sorting are not only publicly documented today, but staged in perfectly lit before-and-after clips. “Cleaning hacks”, tidying up with minimal (time) effort and structured routines fill feeds and For You pages – with their own visual language, their own stars, and a community that moves between efficiency thinking, self-optimisation and digital self-care. But what has suddenly made cleaning so popular?

Why do we watch others tidying up? And how is this new visibility changing our understanding of what housework means?

The German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW) has investigated the phenomenon of household-related content on social media in a study.

It explores a development that is far more than a passing trend and offers a deeper understanding of the role digital platforms play in the perception and shaping of housework.

At the heart of the study is the question of how and why people engage with housework-related content on social media, and what impact this has on their everyday lives, their emotions, and the societal perception of household tasks. The study also

examines the psychological effects associated with this development – between motivation, inspiration and the pressure to keep up with idealised standards.

All questions were analysed with a view to possible differences between generations. For the way people engage with household content on social media is closely linked to age, media use and life circumstances. The generational comparison therefore forms a central frame of reference for capturing the dynamics of this cultural shift in a nuanced way.

*Instructions: To improve readability, gender-specific personal designations are not used in this report.*

“Housework has now become just as much a part of social media as fitness or fashion. YouTube, Instagram and TikTok are increasingly shaping how we clean and do laundry – and how we think about household management. The study shows which content users find helpful and how it changes their attitude towards everyday domestic life.”

Daniela Loeck (Research Partner, YouGov Deutschland GmbH)

## Study profile

The study on which these results are based was conducted by YouGov Deutschland GmbH on behalf of the German Cosmetic, Toiletry, Perfumery and Detergent Association e. V. (IKW).

### Approach

The participants for the quantitative online survey were recruited from the YouGov Germany panel and invited to take part by email.

### Field time

The survey was conducted between 14 April 2025 and 22 April 2025.

### Interview length

The interview length (median) was 15 minutes.

### Target group, sample and definition of the analysed subgroups

The survey was representative of the population by gender, age group and place of residence (federal state) from the age of 18.

Within this sample, users of the relevant social media (Facebook, Instagram, TikTok, Pinterest, Snapchat and/or YouTube at least once a week) were selected. These represent the total sample with a sample size of n=4,069.

People who follow the topic of housework on social media (hereinafter referred to as: "users") and those who do not follow it ("non-users") were defined within this sample using the following query:

*"How often do you use social media for the following topics? By this we mean both the active search for these topics or the viewing of subscribed content as well as the random display of content, provided you take the time to view it: housework"* (queried under other disruptive categories)

People with the response options "regularly", "occasionally" and "rarely" were categorised as users in order to provide a comprehensive picture of this group regardless of the frequency of use.

### Case numbers

- All respondents: n=4,069
- Users
  - All respondents: n=2,597
  - Generation Z: n=442
  - Generation Y: n=746
  - Generation X: n=681
  - Baby Boomer: n=728
- Non-users
  - All respondents: n=1,452
  - Generation Z: n=181
  - Generation Y: n=330
  - Generation X: n=401
  - Baby Boomer: n=540

### YouGov AI Explorer

As part of the survey, three open-ended questions were answered regarding the perception of and trust in social media on the topic of household/housework. A total of 10,486 detailed verbatims were generated, from which the quotes included in the report are drawn.

The responses to the open-ended questions were analysed using YouGov's AI-supported analysis tool Yabble, in order to identify relevant themes within the data. Compared to conventional methods of coding open responses, the use of Yabble allows for deeper analysis, as it identifies complex patterns and correlations within large datasets more quickly and accurately.

Based on this analysis, the research team used qualitative methods to extract key thematic areas from the open responses, which have been interpretatively incorporated into the present report.

## 2 Study results

Housework as a media phenomenon: When everyday life becomes aesthetics	7
The digital path to housework – platforms and access routes	11
Focus on household routines: From tidying up to window cleaning	15
From virtual space to home practice	18
Motivation or pressure? How social media influences the perception of housework	21
“Cleanfluencer” trustworthiness check	24
A look into the future: A growing market or exhausted potential?	28



## Housework as a media phenomenon: When everyday life becomes aesthetics

Through social media, housework has made the leap from the kitchen to the screen. What once took place in private is now part of public discourse. Whether on TikTok, Instagram or YouTube – posts about cleaning, tidying and organising everyday life are shared, commented on and imitated millions of times. The once quiet and almost shamefully hidden routine behind closed doors has become a visible, staged and widely discussed topic.

It is no longer a niche subject. Content related to the household has entered the digital mainstream – with its own formats, trends and influencers. Housework is no longer simply

done; it is narrated, shown and evaluated – and to an extent that would have been hard to imagine just a few years ago.

### 64%

of German social media users look at content about housework

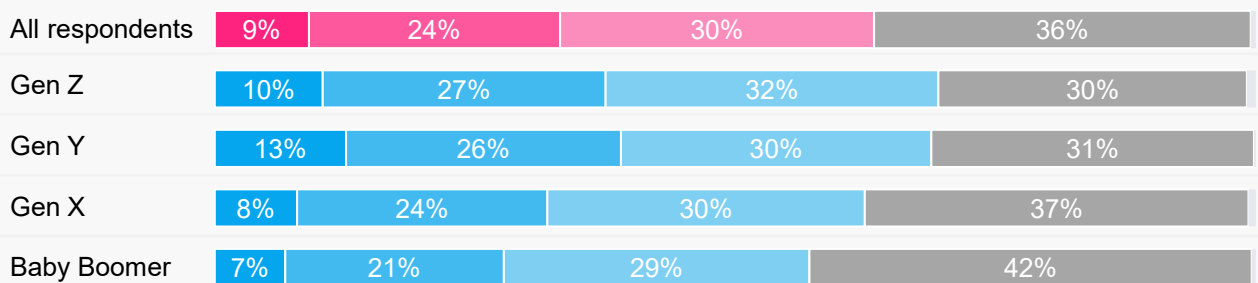
### Between style and vacuum cleaners: Everyday life in the social feed

Nearly one in ten people even regularly watch household-related content. This puts the topic on a level footing with classic lifestyle categories such as fashion (10 percent), and just behind fitness (13 percent). Housework on social media has therefore gained not only

visibility but also relevance – as an established part of digital everyday culture.

This is particularly evident among younger generations: They come into contact with the topic more frequently than older people – in line with their generally higher usage of social media. While nearly two-fifths of Generations Y and Z consume such content at least occasionally, the proportion stands at 32 percent for Generation X and 28 percent for Baby Boomers.

### Use of housework content in social media



■ Regularly ■ Occasionally ■ Seldom ■ Never ■ Don't know/no answer

Sample base: All respondents (4069/628/1078/1090/1273)

Question: How often do you use social media for the following topics? By this we mean both the active search for these topics or the viewing of subscribed content as well as the random display of content, provided you take the time to view it: Housework/Data labels < 2% not shown

“What moves me most are cleaning tricks that help me clean my home faster and more efficiently. Watching the videos is also fun, and you learn something.”

Quote from open-ended response

### What fascinates users about other people's homes? When cleaning becomes a task in optimisation

The reasons why users consume household-related content on social media are varied – and reflect the different needs and expectations across generations. Across all age groups, the desire for concrete solutions is paramount: Almost two-thirds of users actively seek tips for tackling specific household problems. This need is particularly pronounced among Generations Z and Y, possibly due to less experience in managing a household or a greater need for guidance.

In addition, simplifying and speeding up housework plays a central role. 55 percent of users are interested in so-called “cleaning hacks” and practical tips, while 54 percent specifically want to save time. Once again, the younger generations (Z and Y) are especially receptive to this.

### From environmental awareness to product innovations

Another common reason for using such content is the desire for more environmentally friendly routines. Almost half of users are interested in tips on how to reduce the use of chemicals

in the home, and 44 percent actively look for ideas on how to make their household more sustainable.

At the same time, there is curiosity about new products and solutions: 45 percent of users say they seek recommendations for laundry and cleaning products, while 42 percent want to discover innovative solutions and tools. Younger people are particularly open in this regard – almost one in two from Generations Z and Y cite this as a motivation, while among Baby Boomers the figure is still around one third. The digital household is thus not only a place for optimisation, but also a virtual showcase for products.

### Feel-good content with a cleaning factor

Clear generational differences emerge especially when it comes to emotional aspects. While 37 percent of users overall say they feel positive when watching others clean, this figure rises to an impressive 53 percent among Generation Z.

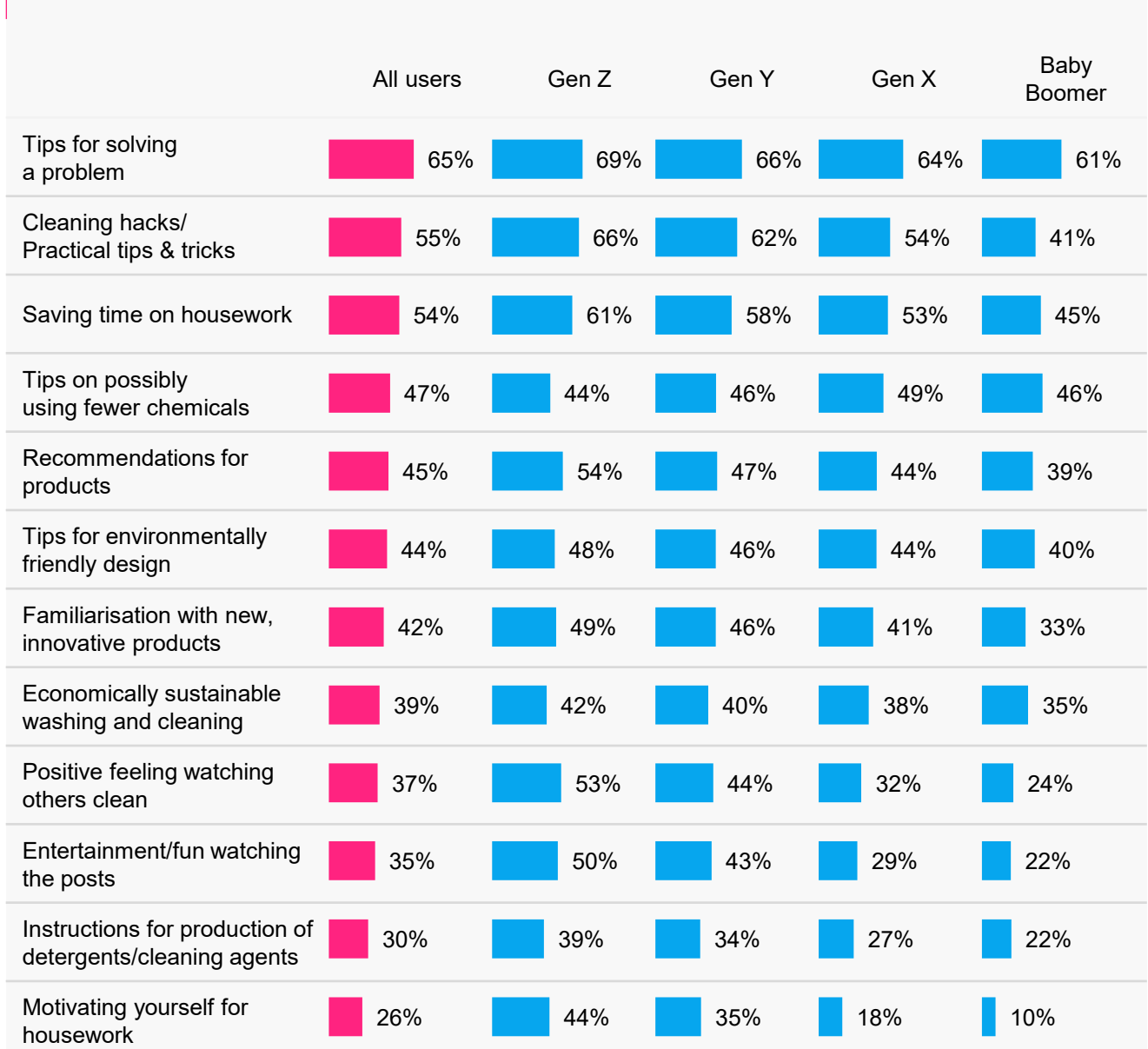
Entertainment value also plays a role: Half of Generation Z consume household content for fun – compared to just 22 percent of Baby Boomers.

Particularly striking is the motivational aspect: 44 percent of Generation Z use the content specifically to motivate themselves to do housework – among Baby

Boomers, that figure is just 10 percent. For many younger people, household content is therefore much more than just practical support: It offers inspiration, boosts their sense of

personal agency, and fulfils an emotional role in their digital everyday life.

### Housework on social media: Reasons for use



Sample base: Users (2597/442/746/681/728)

Question: Please indicate, for each of the following statements, to what extent it applies to you personally as a reason for using housework-related content on social media./Figures shown are T2B (somewhat applies + fully applies)

### Relevance through added value rather than trend-following

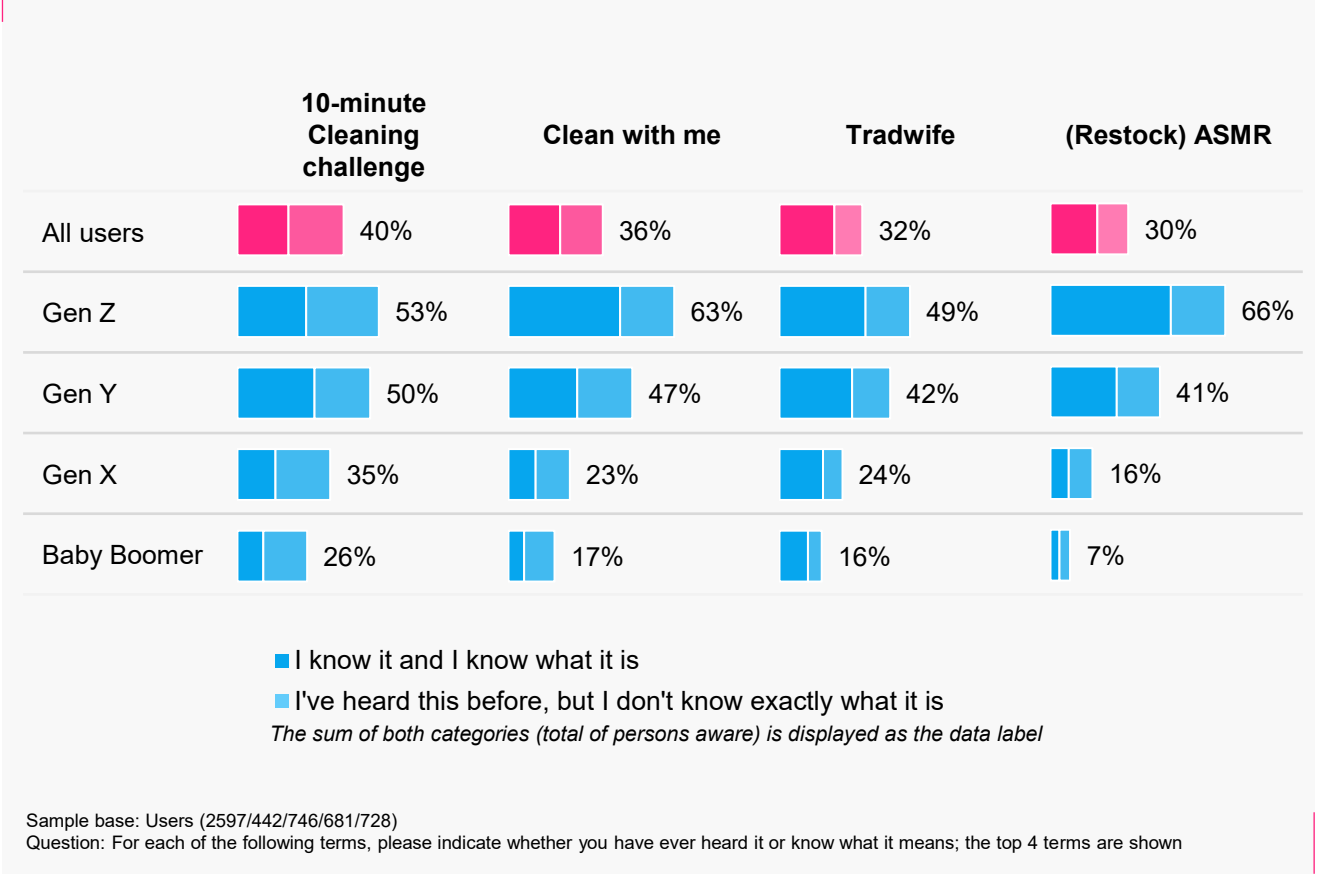
Although household-related content on social media is growing in popularity, specific trends and hashtags are less well known among the general user base. Formats such as “Clean with me”, “Tradwife” or the “10-minute cleaning challenge” are, at present (assessed based on the name), still unfamiliar to many users –

and even the most widely known among them are understood in content terms by only 21 percent. What becomes clear is this: Terms like these are noticeably more familiar among younger generations. For instance, around two-thirds of Generation Z are familiar with the term “(Restock) ASMR”.

The relatively low awareness of individual trends stands in stark contrast to the overall high relevance of household-related

content. This shows that: the practical benefit is the main focus. Content is not consumed because it happens to be trendy, but because it is helpful in everyday life. The success of a format therefore depends less on its name and more on its practical value. What is in demand are helpful tips, clear routines and realistic solutions – not the portrayal of housework as a trend.

#### Awareness of housework-related trends on social media



## The digital path to housework – Platforms and access routes

“(...) YouTube in particular is perfect for this. Here you will find ways and means for all relevant open questions on the subject of housekeeping, e.g. how to clean windows properly, iron or clean perfectly.”

Quote from open-ended response

The landscape of social media is diverse and caters to the preferences of different user groups. Each platform has its own focus in terms of design, usage and themes, and thus appeals to different generations. These differences are also reflected in how and where users encounter housework-related content on social media.

YouTube is one of the most important sources of housework content across all generations. The video platform allows tips and routines to be demonstrated clearly, making it relevant for nearly one in two people.

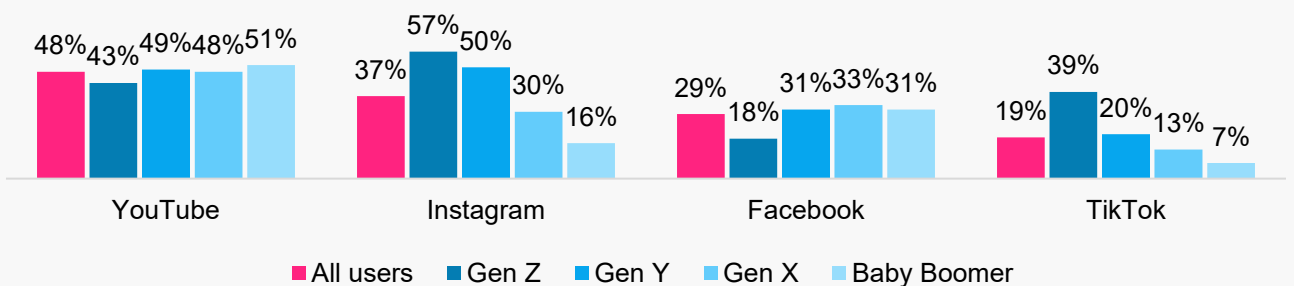
Facebook is particularly popular among users from Generation X onwards. Among Baby Boomers and in Generations X and Y, nearly one in three use the

platform to view housework content.

Generations Z and Y, on the other hand, are united in their use of Instagram for housework-related content. More than one in two people view reels, stories and posts on the topic there.

TikTok, with its short and entertaining clips, appeals – as expected from its general usage – primarily to the young Generation Z with respect to housework content.

Social media platforms used for housework content



Sample base: Users (2597/442/746/681/728)

Question: Which of the following social media do you use to deal with the topic of housework?/The most frequently selected categories are shown

“I don't specifically look for household tips, but sometimes I stumble across life hacks that look like a good idea.”

Quote from open-ended response

“Tips about housework don't usually appeal to me. If I have a problem – for example, a stain – I research it specifically.”

Quote from open-ended response

### A specific reason is needed for active searching

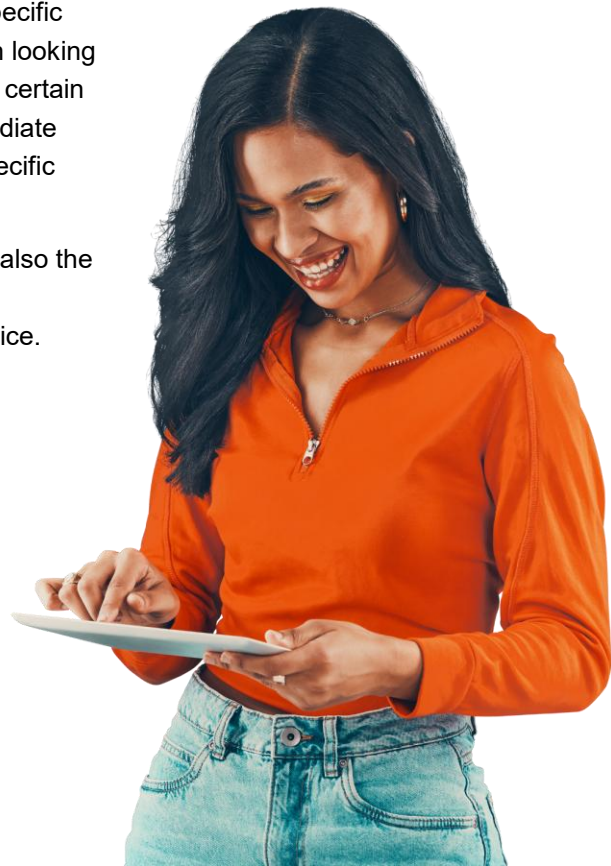
However, social media platforms are no longer simply channels where users only see what they choose themselves. Algorithms play a crucial role in determining what content is shown to consumers. As a result, the platforms themselves contribute significantly to housework content appearing in users' feeds:

Around half of those who view such content say they are shown it without actively seeking it out. This is particularly true for younger people, who often come across household-related posts unintentionally.

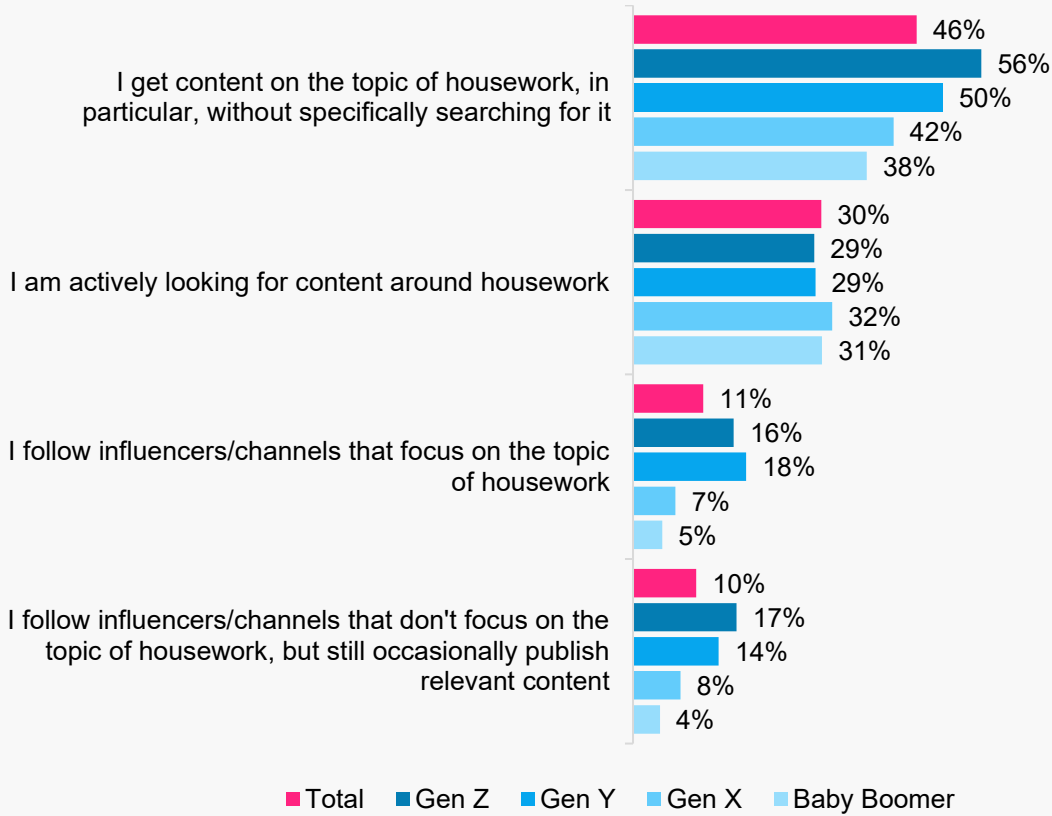
While nearly one in three do actively search for housework-related content, this usually occurs when there is a specific need – for instance, when looking for a method to remove a certain stain or needing an immediate solution for cleaning a specific area.

Younger generations are also the most likely to trust “go-to sources” for help and advice.

About one in six from Generations Y and Z follow a “cleanfluencer” on social media – that is, an influencer or channel focused entirely on housework. In addition to these household experts, other celebrities can also serve as sources of inspiration for younger generations when it comes to tips and routines: The same proportion follow influencers and channels that don't focus exclusively on housework but still share related content regularly.



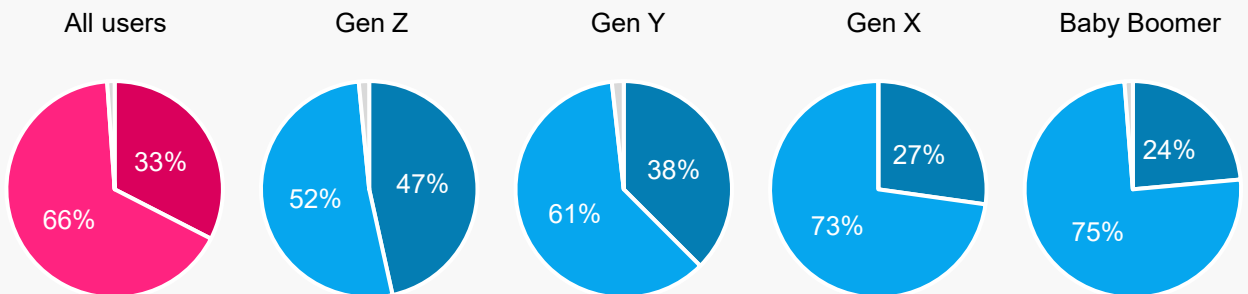
Housework on social media: Contact channels



Sample base: Users (2597/442/746/681/728)

Question: Some topics are actively followed on social media, others are displayed more by chance. When you think about housework, which of the following statements apply to you?/Not shown: Other and don't know/no answer

Time of the active search

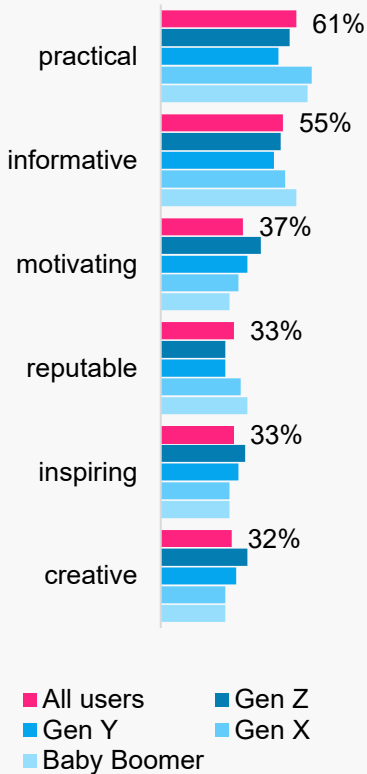


- I'm always looking for content like this out of interest, even if I don't have a specific use case at the moment
- I search for content when I have a specific use case
- Don't know/no answer

Sample base: Respondents who actively search for content (788/129/220/218/221)

Question: You have indicated that you actively search for content on the topic of housework. Which of the following statements applies to you?

**Desired properties of the design**



Sample base: Users (2597/442/746/681/728)  
 Question: Which of the following characteristics would you like to see in a post on the topic of housework?/The most frequently selected categories are shown

**The content must be designed to enable easy application by the user**

Especially in algorithm-driven feeds, housework-related content competes with other topics for users' attention on social media. These posts appear while scrolling past other content and need to have the right presentation – in the eyes of the viewer – to be noticed and spark interest.

Since this type of content is mainly seen as a form of help with specific (household) problems and is intended for practical implementation, users across all generations place particular value on two features: The posts should be practical and informative. Users therefore prioritise a communication style focused on real-life application.

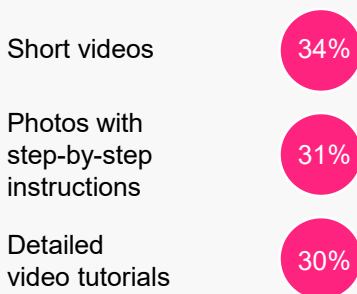
However, differences emerge between generations in terms of tone and presentation. Baby Boomers and Generation X generally prefer a more serious approach to housework content, whereas younger generations – as already seen in the reasons for use – want content that conveys a more positive feeling about doing housework. They are therefore more likely to prefer content that is motivational and inspiring. In particular, Generation Z also expects content to be creatively presented. Due to their high frequency of social media use across topics, Generation Z

encounters a large volume of content, so appealing and distinctive presentation helps to capture their attention.

The importance of being able to apply the content easily is also reflected in the preferred formats for housework content on social media, and it helps explain why, as noted earlier, YouTube content is especially popular.

This is because: users especially like video formats – whether in short form (e.g. reels, shorts), which present the content concisely, or in the form of longer video tutorials. These formats present tips and advice in a way that is clearly understandable, making it easier for users to implement what they see. For the same reason, photos with clear step-by-step instructions are also popular, as they allow interested users to follow along and replicate the result themselves.

**Popular formats**



Sample base: Users (2597)  
 Question: How do you like the following formats when it comes to housework and household content in social media?/Shown are T2B (very good + excellent) of the highest rated categories

## Focus on household routines: From tidying up to window cleaning

One household is not the same as another – this is also reflected in the variety of posts that users consume in this context on social media. The spectrum ranges from everyday tasks such as tidying and bathroom cleaning to more specific areas such as window or upholstery care. The analysis of the study data shows clear preferences in the areas and types of presentation that are particularly popular – and at the same time reveals differences in reception between the generations.

### Order is a must – posts with a wide reach

The focus of interest is primarily on basic household activities such as tidying up and organisation. More than two-fifths of users receive content on creating and maintaining order, while 36 per cent consume content on household organisation. Use is particularly pronounced among Generation Z and Y: Around one in two of these age groups watch content on tidying up, compared to just 32 per cent of Baby Boomers.

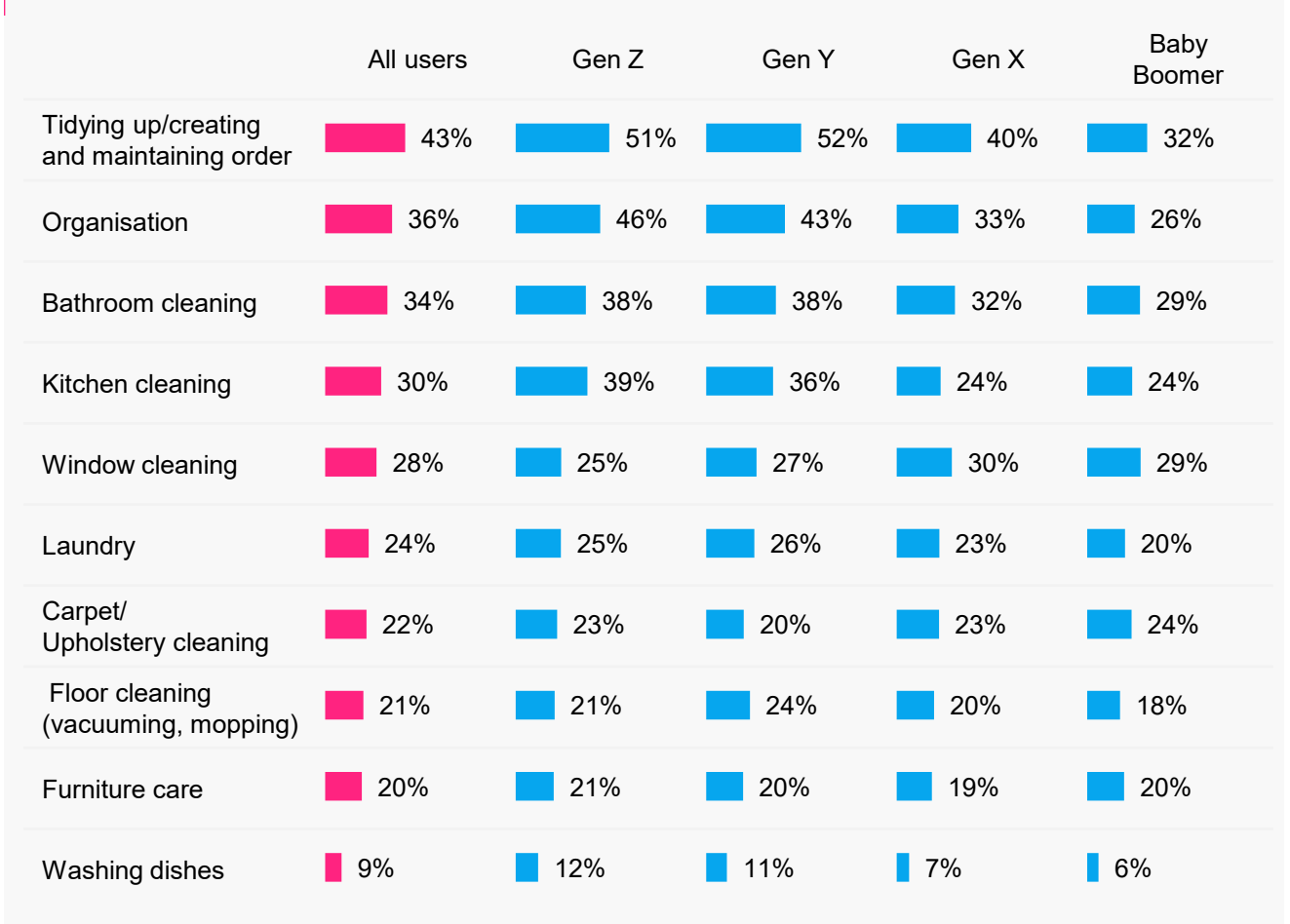
However, it is noticeable that the older generation shows a higher level of use in more specific

subject areas – in contrast to their overall lower use of social media. For example, Baby Boomers consume content on window cleaning and also tend to consume content on carpet and upholstery care more frequently than Generation Z, for example. One possible explanation: Younger users are still in the phase of life in which general routines and basic structures related to the household are still being established, while older users already have established routines and are therefore looking for more specialised solutions. This is followed at some distance by topics such as floor cleaning and furniture care, which are used by around one in five of all users surveyed in Germany. Dishwashing, on the other hand, is much less relevant – only 9 per cent of users say they look at this content.

“The content can be very inspiring, it makes me want to tidy up my wardrobe, for example, or spend 20 minutes tidying as much as I can. (...)”

Quote from open-ended response

Housework on social media: Categories used



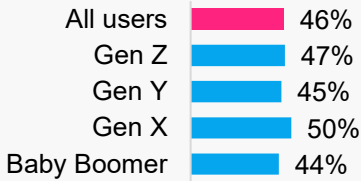
Sample base: Users (2597/442/746/681/728)

Question: Posts related to which topics do you watch specifically?/Not shown: Other and don't know/no answer

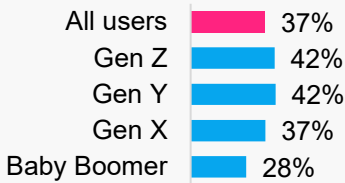


**Housework on social media: Design formats used**

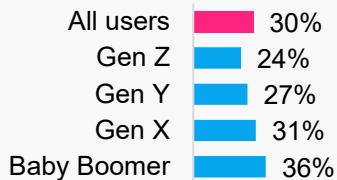
**Cleaning, washing and organisation tips**



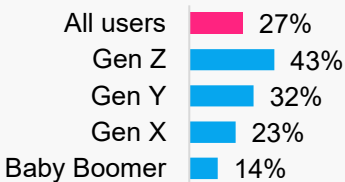
**Fast and efficient cleaning and washing methods**



**Environmentally friendly cleaning methods and washing tips**



**Transformations/Before-and-after/“Messy-to-clean” videos**



Sample base: Users (2597/442/746/681/728)  
 Question: And what type of content/design do you watch? Please select all that apply./Selected categories are shown

**Faster, better, more efficient: Household, but smart please**

In addition to thematic focus areas, a clear pattern also emerges in the types of content that users engage with: Posts that aim for efficiency and everyday practicality are especially in demand. At the top of the list are classic tips on cleaning, laundry and organisation – content followed by 46 percent of users across all generations. Close behind are formats featuring quick and effective cleaning methods that specifically focus on simplifying routines and saving time in daily life.

Generation Z shows a particular preference for visually appealing transformation videos with before-and-after effects: 43 percent of this age group consume such content, while among Baby Boomers, the figure is just 14 percent. These formats combine practical tips with a high level of entertainment value, catering to the need for inspiration and motivation.

At the same time, it becomes clear that household content is not only received functionally, but also in a value-oriented way – with different emphases depending on the generation. For example, nearly one in four people in Generation Z watch content about environmentally friendly cleaning and laundry methods, while this figure is even higher among Baby Boomers at

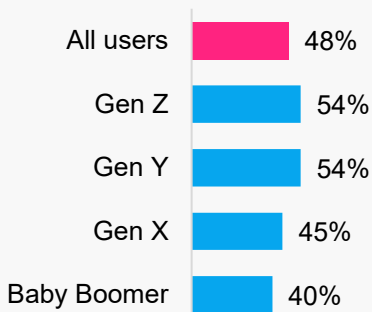
36 percent. Environmental awareness and the desire for alternative solutions are therefore also firmly embedded in the digital household discourse.

“Some tips and tricks are very helpful, as they open up opportunities to do things better and more efficiently in the household or to learn new things.”

Quote from open-ended response

## From virtual space to home practice

**“I have already tried to use one of the housework tips or routines shown on social media”**



Sample base: Users (2597/442/746/681/728)  
Question: Please indicate the extent to which you agree with each of the following statements./Shown are T2B (somewhat agree + strongly agree)

**“I folded my laundry according to Marie Kondo to have a better overview and more organisation in the laundry drawer.”**

Quote from open-ended response

Today, social media are more than just a virtual pastime – they shape our everyday lives. Terms such as “hashtag” or “DM” are no longer only present online, but have found their way into our spoken language. And consumers are storming the supermarkets for products that “go viral”.

So it's hardly surprising that housework isn't just about following virtual clips, trends and hacks. This is because much of this advice finds its way into domestic practice and people's household routines.

In fact, almost every second user who follows content on the topic of housework on social media has already tried out the tips and routines discovered there. The younger generations in particular have already incorporated such assistance into their daily routines.

**Organisational systems and household remedies are often used**

Tidying tips are particularly popular and are actively integrated into everyday life. Users follow recommendations from social media and organise their wardrobes and kitchen

cupboards using tried-and-tested methods to prevent clutter in the first place.

Young people in particular also rely on efficient routines that enable them to divide housework into small, easily implementable units. With concepts such as the “10-minute challenge” or the “15-minute cleaning routine”, they transform the large construct of housework into small, everyday habits that can be integrated into their daily lives.

**“15-minute cleaning routine: Set a timer and get as much done as possible in a short space of time – helps me a lot against procrastination. (...).”**

Quote from open-ended response

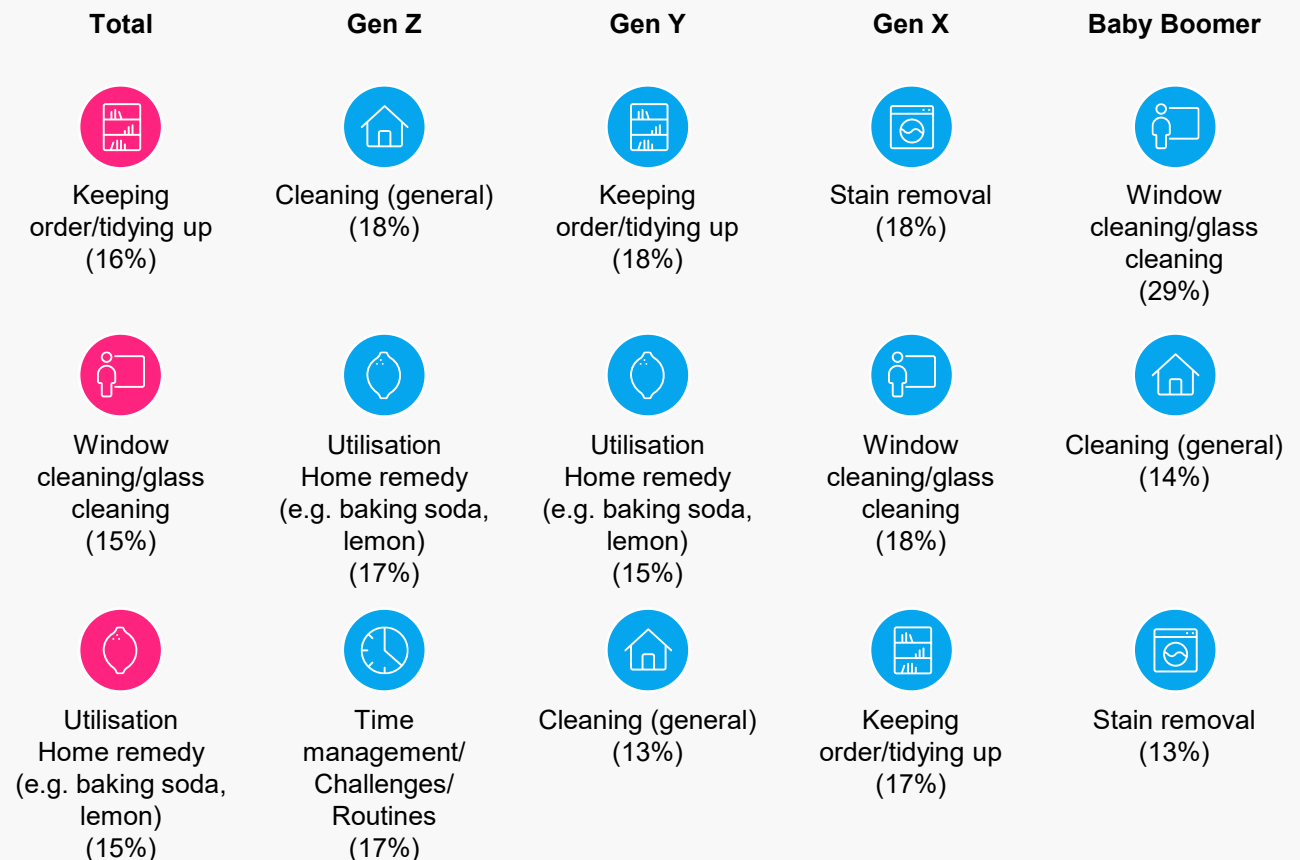
“How do I get stains out of my clothes? I watched the relevant YouTube programme and removed the stains following the tips I received.”

Quote from open-ended response

Generations Z and Y are also inspired by household remedies and have discovered tried-and-tested cleaning tricks through social media, such as the effective use of lemon for descaling, vinegar for thorough bathroom cleaning or baking soda for cleaning blocked drains. These traditional tips, which were previously passed down from generation to generation, are now also being disseminated via virtual platforms.

Older generations are already familiar with many of these household tricks. But when it comes to removing stubborn stains or streak-free cleaning of windows, they too are on the lookout for the best tips on platforms such as Facebook, Instagram and the like and have already tried out various methods to find the perfect solutions for their household.

Self-tested housework tips and routines (unaided) – Top 3



Sample base: Respondents who have already tried to implement the housework tips/routines shown (1248/241/406/308/293)  
 Question: Can you please give specific examples and describe which tips or routines you have tried out? (Open query, coded)

**23%**

talk to friends/family about posts on housework that they have seen on social media

Users (2597), T2B

### Online content encourages conversations about housework

Housework-related content on social media not only has a function in the real world – it also contributes to social exchange on the topic.

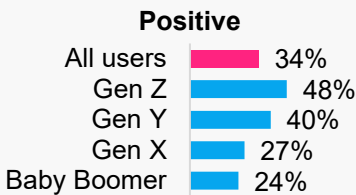
Almost one in four users who view such posts talk to friends or family about the content they have seen in posts and videos. For younger generations in particular, the topic is gaining

importance in daily conversations: In Generation Z, as many as 34 per cent actively share housework posts from TikTok and the like with friends and family – whether to laugh together about humorous or bizarre posts or to recommend the tips they have learned and tried out online.

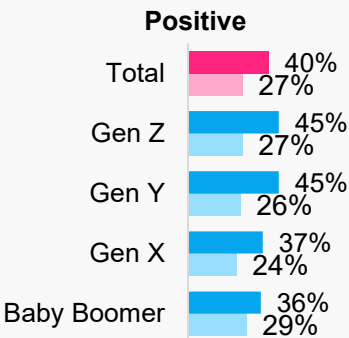


# Motivation or pressure? How social media influences the perception of housework

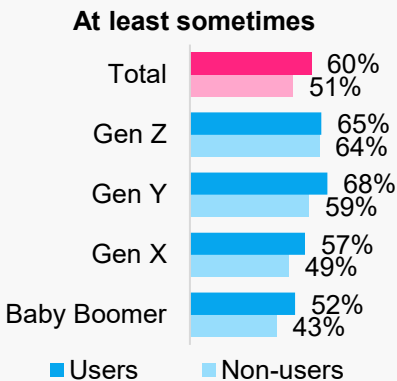
## Changing the view on housework



## General attitude toward housework



## Stress & being overwhelmed due to household tasks



Sample base: Users (2597/442/746/681/728); Non-users (1452/181/330/401/540)  
 Question: To what extent has watching household-related content on social media changed your view of your own housework?/How would you generally categorise your attitude towards it?/How often do you feel overwhelmed or stressed by household tasks?/T2B and T3B (stress & being overwhelmed) are shown.

Housework is no longer just a quiet duty in the background – it is narrated, shown, and evaluated. And it is perceived in very different ways: as an expression of self-care, a sign of productivity, or part of an aesthetic lifestyle. The previous chapters have made it clear: Housework-related content offers more than just practical tips – it motivates, brings structure, and adds an emotional dimension. So what effect does it have on us when we watch others clean?

Study results show: Users who consume housework-related content tend to have a higher level of involvement with the topic – and are more emotionally affected by the state of their household. In this context, there are often significant differences in experience and attitude towards housework – between those who consume such content and those who do not engage with it.

## Changed perception due to media influence

More than a third of all users of housework-related content on social media report a positive change in their view of housework.

This perceived effect is particularly pronounced among younger generations: 48 percent of Generation Z and 40 percent of Generation Y perceive housework (much) more positively through the consumption of such content than they did before. Even among Baby Boomers, who already have decades of household experience, one in four say that their perception of housework has been positively influenced by social media.

This shift in perception, as reported by users themselves, is also reflected in their general attitude toward housework: 40 percent of those who consume relevant content rate their attitude toward housework as (very) positive – compared to only 27 percent of non-users. This difference is particularly striking in Generation Z: Here, 45 percent of users – but only 27 percent of non-users – say they

have a (very) positive attitude towards housework.

**The paradox of enjoyment and burden**

Despite a generally more positive attitude towards housework, negative emotions are also felt more strongly: Users of housework-related content report feeling overwhelmed or stressed by household tasks more often. 60 percent of users say they at least occasionally feel stressed by housework –

compared to 51 percent of non-users. This phenomenon is particularly evident among older users.

**Between well-being and pressure to meet expectations**

The emotional ambivalence in the experience of housework becomes particularly clear when positive and negative feelings are directly compared.

71 percent of users say that the result of housework makes them happy –

among non-users, this figure is just 59 percent. Users are also more likely to associate housework with personal well-being (55 percent vs. 43 percent) and view a well-kept home as a lifestyle element (56 percent vs. 41 percent). While non-users are more likely to see housework as a bothersome obligation, users report much more frequently that it gives them satisfaction, joy, or even relaxation.

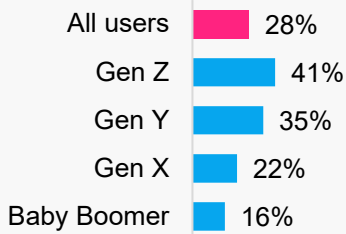
**Attitudes toward housework – comparison**

	Users	Non-users
Housework is a chore that has to be done	80%	83%
Although I sometimes have to get over myself first, the result of housework makes me happy	71%	59%
A clean, tidy household shows that you have your life under control	65%	58%
Housework is a necessary activity, but sometimes I also find it enjoyable	57%	45%
Today, a well-maintained household is a lifestyle element that reflects personal aesthetics and satisfaction	56%	41%
Housework gives me the feeling of doing something “for me” and my well-being	55%	43%
Content on housework on social media gives the impression that the perfect household is easy to achieve	54%	34%
I am expected to keep a tidy and clean household	53%	44%
I have the feeling that others judge me negatively when my household is messy	52%	44%
I often find household tasks annoying	49%	58%
I feel joy and satisfaction when doing housework	43%	28%
I often put off household tasks	41%	43%
Doing housework is a way for me to relax (...) and gives me a positive feeling	38%	23%

Sample base: Users (2597); non-users (1452)

Question: To what extent do you agree with the following statements on the topic of household and housework?/Shown are T2B (somewhat agree + strongly agree)

**“Sometimes I have the feeling that my housework is “not good enough” compared to content shown on social media”**



Sample base: Users (2597/442/746/681/728)  
 Question: Please indicate the extent to which you agree with each of the following statements./Shown are T2B (somewhat agree + strongly agree)

Engaging with the topic of housework appears to lead not only to more structure, but also to a more positive emotional relationship with it.

At the same time, however, there is a downside: 52 percent of users say they feel judged negatively when their household is messy – compared to just 44 percent among non-users. Additionally, 28 percent of users report occasionally feeling that their household is “not good enough” compared to the standards shown on social media. This perception is especially pronounced in Generation Z: 41 percent feel this way. Users also view the media portrayal itself with some scepticism: One in two users feels that content on social media gives the impression that a perfect household is easy to achieve. Among non-users, only 34 percent agree with this statement.

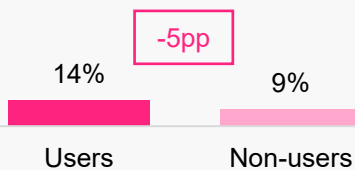
Study results show that the portrayal of housework on social media has the potential to positively influence how household tasks are perceived and carried out. It can motivate, inspire, and offer practical help. At the same time, however, it also carries the risk of setting unrealistic standards and creating pressure.

**Influence on gender roles**

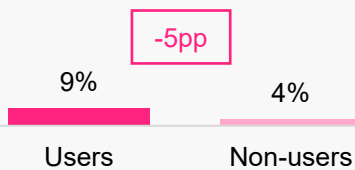
When it comes to the perception of gender roles in the context of housework, a more nuanced picture emerges. Social media does not appear to have a significant impact on the basic distribution of roles: Both users and non-users view housework as “women’s work” and “men’s work” to a similar degree. This result is consistent across both women and men.

However, contradictory tendencies can be observed in the way roles are portrayed on social media: 33 percent of users (somewhat) agree that content on social media promotes a modern view of roles, where housework is presented as a shared responsibility between men and women. This suggests a cautious shift away from traditional notions. At the same time, 34 percent of users (somewhat) agree that content still conveys traditional roles – particularly the idea that women are primarily responsible for housework. The media portrayal remains ambivalent: It shows progress but still partly reinforces existing stereotypes.

**“Housework is women's work”**



**“Housework is men's work”**



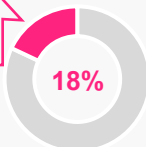
Sample base: Users (2597); non-users (1452)  
 Question: To what extent do you agree with the following statements on the topic of household and housework?/Shown are T2B (somewhat agree + strongly agree)

## “Cleanfluencer” trustworthiness check

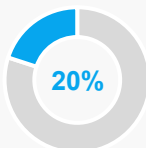
### Awareness of the term “cleanfluencer”

#### Total

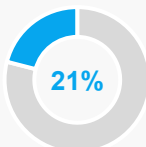
Users:  
21%



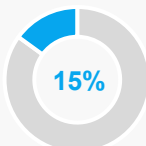
#### Gen Z



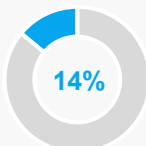
#### Gen Y



#### Gen X



#### Baby Boomer



Sample base: All respondents (4069/628/1078/1090/1273)  
Question: Have you heard of the term “cleanfluencer”? Please describe what you understand by this term. (Open query)/Proportion shown: People who are sure of the meaning of the term

“Cleanfluencers” have become influential personalities on social media. They inspire millions with cleaning and tidying tips, share their best tricks and the latest products and show how a perfect household can make you happy. Your followers reward the posts with likes and sharing content for more reach. Manufacturers often rely on the influence of cleanfluencers and like to have them present new washing and cleaning products in order to achieve greater visibility for products and boost consumer confidence.

But what is the real status of cleanfluencers in terms of trustworthiness? In the following, we take a look at the aspects that cause scepticism among followers and how cleanfluencers can gain trust.

### Well-known phenomenon, unknown job title

Although many have already come into contact with housework content on social media, the designation for professionals who share their advice online is not (yet) widely known among German social media users. Although the combination of the words “cleaning” and “influencer” gives

you an idea of what it's all about, only around 2 in 10 know exactly what a cleanfluencer really is. Even among those who consume such content, awareness of the term is not significantly higher.

“Not heard so far. Could derive it from English. Could they be influencers who specialise in cleaning advice?”

Quote from open-ended response

“I don't trust any influencers that I associate with attempts at manipulation. I have an informed, critical attitude.”

Quote from open-ended response

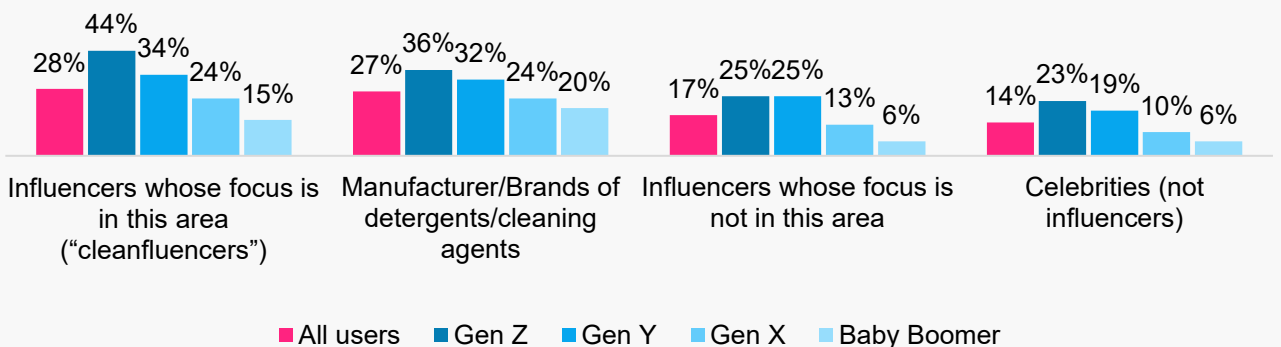
### Trust advantage through specialisation?

Even if the term has not yet become widespread in everyday language, especially among younger people who already follow housework-related content on social media, cleanfluencers are gaining traction thanks to their clear thematic focus. 44 percent of Generation Z say they trust cleanfluencers as sources of tips and recommendations on housework. For Generation Y, around one in three users also place their trust in cleanfluencers' advice. Among these younger target groups, it is clear that users value this specialisation: They place greater trust in cleanfluencers dedicated to household topics than in influencers whose channels focus on other themes and only occasionally share household tips, or in other public figures who sporadically address the topic.

In contrast, trust in household tips

and recommendations from social media is generally low among Generation X and Baby Boomers, regardless of the source. While cleanfluencers are still seen as more credible than generalist accounts within these older groups, Baby Boomers in particular view manufacturers of laundry and cleaning products as even more trustworthy. One reason for this may be a general scepticism toward influencers as they do not typically consider themselves to be their primary target audience.

### Trust in the source



Sample base: Users (2597/442/746/681/728)

Question: How much would you trust tips and recommendations for housework on social media if they came from each of the following sources?/Shown are T2B (trust somewhat + trust completely)

"I think that these cleaning routines are mainly only shown for the videos and that people don't act like this in everyday life."

Quote from open-ended response

### Transparency and realism as the key to trust

The results of the study show that older generations in particular find the portrayal of housework on social media to be unrealistic if it does not correspond to their own experiences. Immaculately tidy homes and impressive-looking cleaning hacks tend to leave the impression across generations that the creators of such content are primarily showcasing appreciation for themselves and a seemingly perfect home.

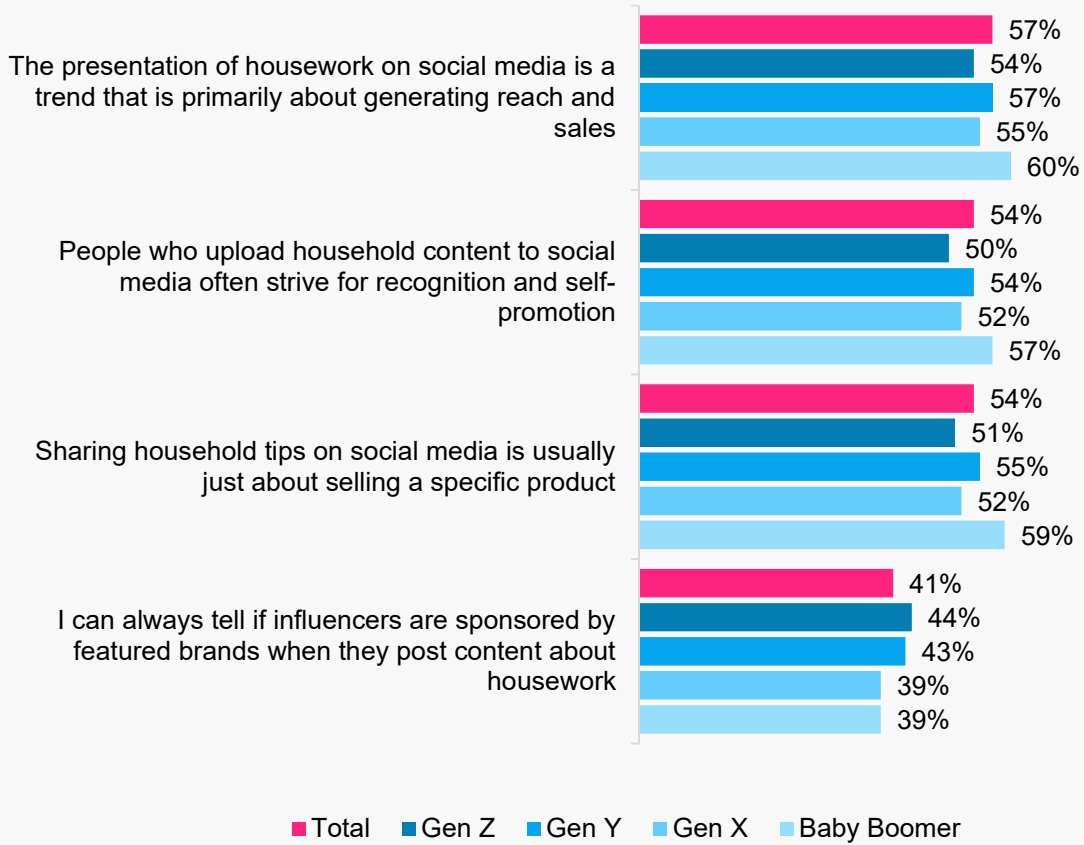
In addition to self-promotion, cleanfluencers and influencers as a whole are also seen as having financial interests. For many users, this can cast doubt on their credibility. They suspect that the primary reason behind the shared content is the pursuit of a greater reach and the associated revenue. Or that the posts are directly aimed at promoting the sale of a particular product.

Many users still see room for improvement in the transparency of such brand co-operations. Only around two in five people who follow housework content on social media state that sponsorship is always clearly recognisable to them. Open labelling of sponsors and cooperating brands can help cleanfluencers gain and build trust, especially among the older target group.

"I am sometimes unsure whether cleanfluencers only want to advertise certain products for their cooperation partners and put them in a positive light (like with advertising on TV), but I am happy to try out tips on (cheaper, more environmentally friendly) household remedies."

Quote from open-ended response

Attitudes towards the presentation of housework on social media



Sample base: Users (2597/442/746/681/728)

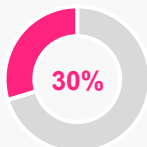
Question: Here you can see possible statements on the presentation of housework on social media. Please indicate the extent to which you agree with each of these./Shown are T2B (strongly agree + somewhat agree)



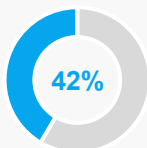
## A look into the future: A growing market or exhausted potential?

### Interest among current Non-users

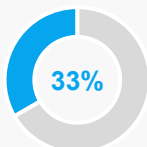
#### Total



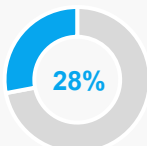
#### Gen Z



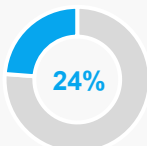
#### Gen Y



#### Gen X



#### Baby Boomer



Sample base: Non-users  
(1452/181/330/401/540)  
Question: How interested are you in general  
in social media posts for the following  
areas?/The NET value for T2B (very  
interested + rather interested) of all categories  
is shown analogue to p.16

After this study on “Housework on Social Media” has taken an in-depth look at the ideal design of content, preferred formats, and desired tone, the focus now turns to the future. Which target groups still hold untapped potential? Which topics promise further growth? At what point are the natural limits of this market reached? And what needs to change to convince current non-users?

The brief analysis of current non-users provides valuable insight into the future development of this dynamic market segment.

### Areas of interest with growth potential

Almost one third (30 percent) of current non-users express interest in at least one of the queried topical areas (analogous to those posed to users). A clear trend emerges: The younger the respondents, the greater the level of interest. This is especially apparent among non-users from Generation Z: In this age group, 42 percent express interest in at least one topical area.

This reveals clear potential for attracting new target audiences.

Most in demand are topics

related to tidying up, creating order, and general household organisation. Around one in five non-users in Generation Z show concrete interest in these subjects. While there is also some openness to these areas among other generations, it is significantly less pronounced. It becomes evident that: These themes form the backbone of the current success – and could continue to play a central role in the future, as they resonate across generations.

### Attitudes and reservations among non-users

To activate this potential, it is not enough to simply create new content or optimise existing formats. Instead, it is essential to understand the attitudes, reservations, and barriers that have prevented engagement so far.

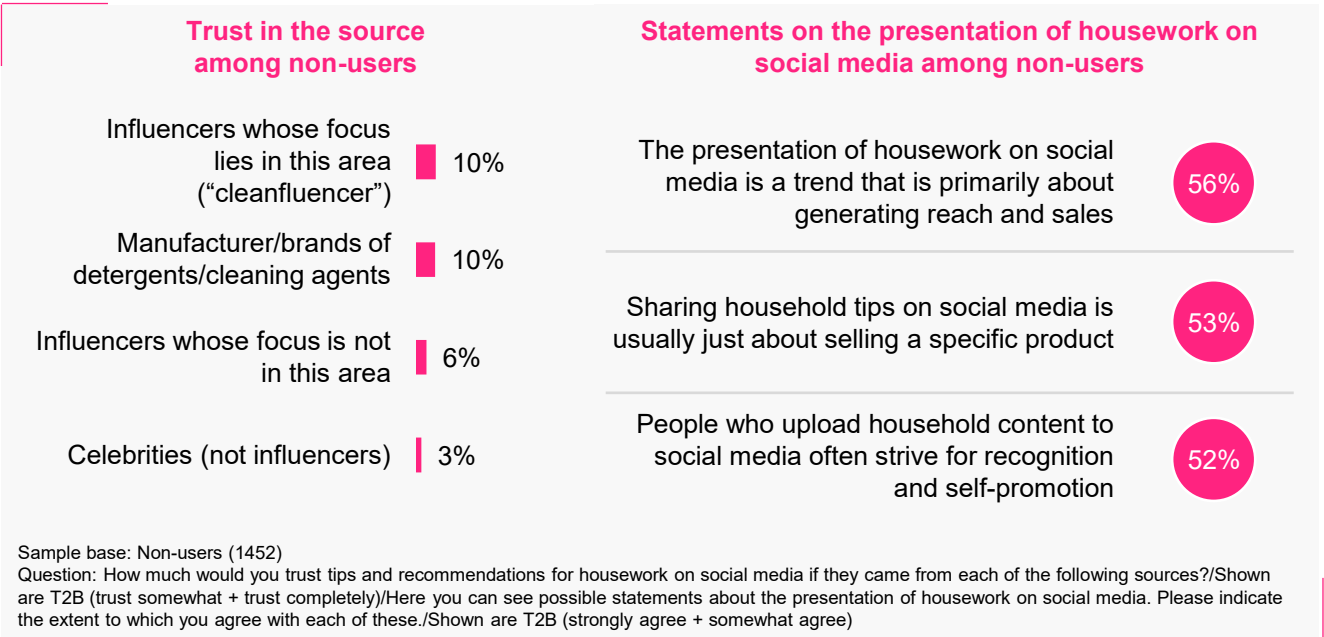
One of the main challenges for further growth lies in the mindsets of current non-users.

The aim is therefore not to convince the disinterested, but to win over the “sceptically interested”. Many of them are highly sceptical about the authenticity of household-related content on social media. Trust in cleanfluencers and brands is low: Only around one in ten say they trust these sources.

Household content is perceived

by many non-users as less credible and highly commercialised. They see this primarily as a trend aimed at reach, product sales and self-promotion – rather than genuine added value or authentic insights into everyday life. They often find the content unrealistic, over-staged and not very close to everyday life, which further undermines trust.

This underlines the need to focus on credibility, transparency and realism when addressing this target group – not only to reach sceptical non-users, but also to win them over in the long term.



**Differentiated future prospects by generation**

To summarise, it can be said that the market for household content in social media still offers potential for growth. The future of the market varies from generation to generation:

Baby Boomers and Generation X already have established household routines and show little interest in household tips

from social media, unless they already use corresponding content. The potential here appears to be largely exhausted.

Generations Y and Z: There is still potential for growth among these younger generations. Generation Z in particular is also showing interest in topics such as creating order and organising housework among previous non-users. Through a targeted,

authentic approach in video formats that are practical, motivating, inspiring and creative, previously unutilised potential can be effectively tapped.

# 3 Summarising information

Key findings	31
Legal information	33



## Key findings

### Relevance and reasons for use

- Housework holds clear relevance on social media: 64 percent of German social media users view housework-related content at least occasionally – and one in ten does so regularly. Interest is particularly high among Generations Z and Y.
- The top 3 reasons for engagement show that usage is largely driven by pragmatism: Users look for solutions to specific problems (65 percent), practical hacks (55 percent), or ways to save time on housework (54 percent). A generational comparison reveals that younger users are motivated by a broader set of factors, including entertainment and motivation. Generation Z, for example, also seeks product recommendations (54 percent), enjoys watching others clean (53 percent), or simply finds the content fun (50 percent).

### Platforms, formats, and usage triggers

- YouTube (48 percent) is the most used platform for housework content overall. Generations Z and Y also engage heavily with such content on Instagram (57 percent and 50 percent respectively), while TikTok is particularly relevant for Generation Z (39 percent).
- A key factor in how users come across household content is the algorithm-based display in their feeds (46 percent). Around one in three users also actively searches for this content – but primarily in specific situations of need (66 percent).
- This usage driven primarily by practical application is reflected in the preferred formats: Users mainly want formats that make it easy to replicate tips, such as short videos (34 percent), step-by-step photo guides (31 percent)

and in-depth video tutorials (30 percent).

- Content should be practical (61 percent) and informative (55 percent). While Generation X and Baby Boomers value seriousness, younger users – in line with their motivations – prefer motivational, inspiring, and creative content.

### Key content areas

- Users primarily consume content related to tidying up/maintaining order (43 percent) and general household organisation (36 percent).
- Nearly half (48 percent) have already put tips from social media into practice. Usage varies by generation: Generations Z and Y, who are still establishing their routines, tend to try out general tips or home remedies. Generation X and Baby Boomers, who already have established processes, focus more on specific

solutions – such as streak-free window cleaning or stain removal.

### Impact of housework content on social media

- Engagement with household content on social media can positively influence one's perception of housework: 34 percent say it has helped them view housework more positively – rising to 48 percent among Generation Z. In general, users show a much more positive attitude: 40 percent rate their attitude towards housework as (very) positive – compared to just 27 percent of non-users. Users also more often report that: the result of housework makes them happy, even if they have to get over themselves first to do it (71 percent vs. 59 percent of non-users)/it gives them a sense of doing something for their well-being (55 percent vs. 43 percent)/it brings them satisfaction (43 percent vs. 28 percent).
- The flip side: Users of housework content are also more likely to feel stressed by their household – a trend especially visible in older age groups (Baby Boomers: 52 percent vs. 43 percent of non-users). They also more often feel judged negatively when their home is messy (52

percent vs. 44 percent).

- It can therefore be concluded that users of housework-related content on social media are generally more deeply involved in the topic and place greater importance on the condition of their household. To them, a tidy household signals being in control of one's life (65 percent vs. 58 percent) and is seen as a lifestyle element (56 percent vs. 41 percent). As a result, they are more strongly affected by the condition of their home – both positively and negatively.

### Authenticity and advertising

- Among Generation Z, trust in housework tips seen on social media is highest for cleanfluencers who specialise in the topic (44 percent), followed by manufacturers of cleaning products (36 percent). In older generations, trust in online tips – regardless of the source – declines steadily.
- This mistrust is largely due to ascribing commercial motives to its sources: 57 percent of users see the content as part of a trend aimed at generating reach or revenue. 54 percent suspect that the creators are primarily seeking self-promotion or trying to sell a specific product. And for only a

minority – 41 percent – it is always clearly recognisable whether a post is sponsored.

- Transparency and realistic portrayals therefore emerge as key ways to build and maintain trust.

# Legal information

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To improve readability, gender-specific personal designations are not used in this report.

# From #CleanTok to “Messy-to-Clean”

Perception and evaluation  
of housework on the social media



IKW<sup>''</sup>

YouGov<sup>®</sup>