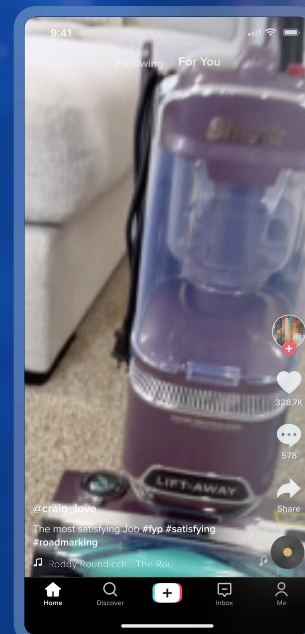


Vacuum Social Media Trends & Performance



Executive Summary

Social media plays a central role in how consumers discover and evaluate vacuum products, with a steady stream of content across TikTok, Instagram, and Facebook shaping perception and purchase decisions. However, as activity in the category increases, it is becoming less clear what actually drives engagement and what simply contributes to noise.

This report analyzes vacuum-related social media activity over a 30-day period (March 23 – April 22, 2026) to examine how content performs across platforms, which formats resonate most, and where brands are capturing attention.

The data highlights a clear disconnect between content growth and engagement performance. While content volume continues to grow, engagement has declined sharply, suggesting that increased output alone is not translating into stronger performance. At the same time, attention is not evenly distributed, with a significant share of engagement concentrated on a single platform.

 PERIOD

March 23 '2026 – April 22 '2026

Social media activity over
a 30-day period

Performance across the category is shaped by a range of content formats, including creator-led posts, entertainment-driven trends, and highly visual content. In many cases, these formats outperform both sponsored influencer campaigns and direct product promotion. At the brand level, engagement is concentrated among a small number of players, while product-level data shows consistent patterns in what drives positive consumer response.



Key Takeaways



Content growth is not translating into engagement.

Post volume increased by **+6.9% month-over-month** (and +917% year-over-year), while engagement declined by **-73.8%** over the same period.

Takeaway: Increasing content output alone is not driving stronger performance.

01

Post volume

Volume increased

+6.9%

month-over-month



Engagement is concentrated on a single platform.

TikTok accounts for **40% of posts but 68% of total engagement**, while Instagram and Facebook together represent **60% of content but only 32% of engagement**.

Takeaway: Platform selection plays a critical role in determining content performance.

02

TikTok accounts

40% of posts

68%

of total engagement



Content format drives performance more than brand or reach.

Non-branded and entertainment-driven posts (**749K and 672K engagements**) significantly outperform both sponsored influencer content (**104K**) and product-focused promotions (**83K**).

Takeaway: How content is presented matters more than who publishes it or how large the audience is.

03

Posts

Non-branded and entertainment-driven posts

749K

engagements



Engagement is concentrated among a small number of brands.

Shark (**2.9M engagements**) and Roborock (**1.97M**) capture a large share of total category engagement, with a significant drop-off to other brands such as Dyson (**154K**).

Takeaway: Visibility in the category is driven by a limited set of dominant players.

04

Engagements

Shark

2.9M

engagements

Roborock

1.97M

of total engagement



Product satisfaction is driven by functional performance.

Cordless vacuum content shows 89% positive sentiment, and top-performing products consistently emphasize portability, ease of use, and suction power.

Takeaway: Consumer satisfaction is closely tied to practical performance rather than brand positioning alone.

05

Cordless vacuum content

89%

positive sentiment

1. Category Dynamics

Content is growing, but engagement is declining.

Social media activity in the vacuum category continues to expand, with a steady increase in content across TikTok, Instagram, and Facebook. Between March 23 and April 22, 2026, a total of **6,845 posts** were published, representing a **+6.9% increase month-over-month** and a **+917% increase year-over-year**.

While this level of growth suggests a highly active category, engagement data tells a different story. During the same period, total engagement reached **9.0 million interactions**, reflecting a **-73.8% decline compared to the previous month**.

Metric ↕	Value ↕	Month-over-Month (MoM) ↕	Year-over-Year (YoY)
Total Posts Published	6,845	+6.9% 📈	+917% 🚀
Total Engagement	9.0 Million	-73.8% 📉	N/A
Platforms Covered	TikTok, Instagram, Facebook	—	—

This creates a clear disconnect between activity and performance. Content volume is increasing, but engagement is declining sharply. In practical terms, this means that additional content is not translating into greater impact.



One possible explanation is that as more content enters the space, competition for attention increases, making it more difficult for individual posts to stand out. While the exact drivers may vary, the data suggests that performance in the category is becoming less dependent on output alone and more influenced by how effectively content captures attention.



1. Category Dynamics

Attention is concentrated on a single platform.

While overall engagement is declining, it is not evenly distributed across platforms. In fact, the data shows a significant imbalance between where content is published and where engagement actually occurs.

During the same 30-day period, content distribution across platforms was as follows:

- **TikTok:** 40% of total posts
- **Instagram:** 37% of total posts
- **Facebook:** 23% of total posts

However, engagement distribution tells a very different story:

- **TikTok:** 68% of total engagement
- **Instagram:** 26% of total engagement
- **Facebook:** 6% of total engagement

Social Platform ↕	Content Share (% of Posts) ↕	Engagement Share (% of Total) ↕	Performance Gap ↕
TikTok	40%	68%	+28% (High Efficiency)
Instagram	37%	26%	-11% (Low Efficiency)
Facebook	23%	6%	-17% (Inefficient)

Although TikTok accounts for less than half of total content, it generates the majority of engagement. By contrast, Instagram and Facebook together represent 60% of content, but contribute only 32% of engagement.

This creates a clear mismatch between content volume and performance. Not all platforms contribute equally to results, and content published on TikTok is significantly more likely to generate engagement than content published on other channels.

The implication is straightforward: platform choice plays a critical role in determining performance. Increasing output across platforms is unlikely to drive results unless it is aligned with where audience attention is most concentrated.

2. What Drives Attention

Non-branded content outperforms branded content.

A significant portion of top-performing content in the vacuum category is not created by brands, but by individual creators and consumers. Performance data shows that this non-branded content can generate substantially higher engagement than sponsored or brand-led posts.

📅 Non-branded example:

jaybreezy927

(TikTok, Apr 11, 2026)



749,117

engagements

12.2M

views

3,595

followers

~6.1%

engagement rate

Ceiling fan is CLEAN!! Follow me for...

Problem-based cleaning content

Sponsored example:

Catherine Benson
(TikTok, Mar–Apr 2026)

A woman in a grey shirt and dark pants is cleaning a light-colored sectional sofa in a modern living room. A coffee table with books is in the foreground.

TikTok

104,811
engagements

13M
followers

~0.8%
engagement rate

Midweek cleaning motivation...just try....

Roborock partnership (lifestyle integration)

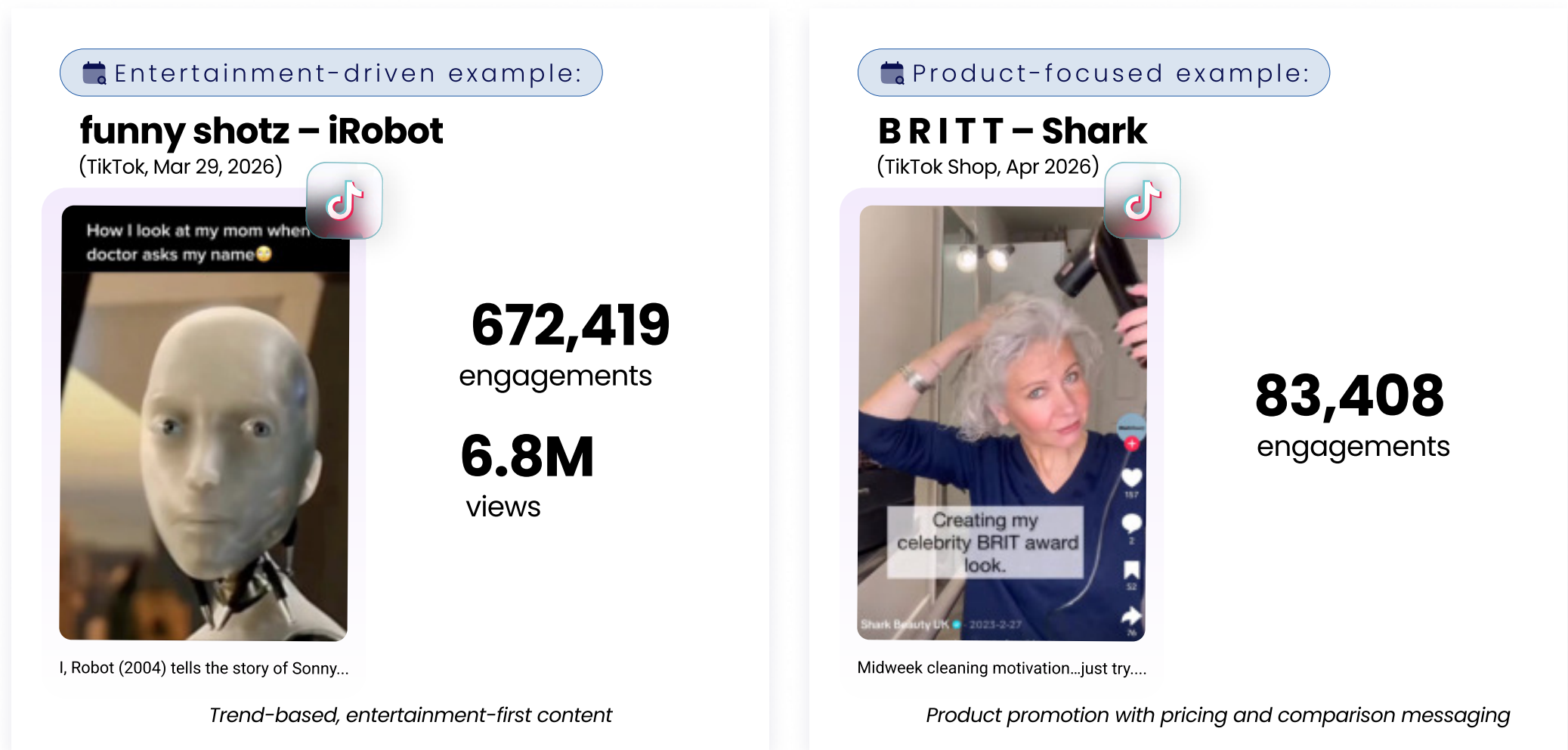
Despite a significantly smaller audience, the non-branded post generated more than 7x the engagement of the sponsored influencer post. This suggests that authenticity, relatability, and content context may play a stronger role in performance than paid partnerships alone.



2. What Drives Attention

Entertainment-driven content outperforms product-focused content.

Content built around trends, humor, or entertainment consistently generates higher engagement than direct product promotion or feature-driven messaging.



The entertainment-driven post generated over 8x more engagement than the product-focused promotional content. This indicates that content designed to entertain or participate in trends may be more effective at capturing attention than content centered on product features or sales messaging.



2. What Drives Attention

Negative content drives high engagement.

While overall sentiment in the category is largely positive, some of the most engaging posts include negative or critical perspectives on products.

Examples



CASS
(TikTok, Mar–Apr 2026)
245,568
engagements
Negative sentiment / product complaints and performance issues



Clean&Lovely ASMR
(TikTok, Mar–Apr 2026)
178,183
engagements
Negative sentiment / ASMR content with product critique

I, Robot (2004) tells the story of Sonny...

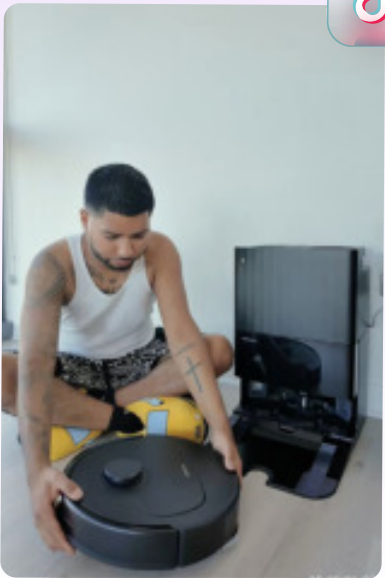
12 cans of Ajax 🍷 The most cans of...

These posts generate high engagement despite, or potentially because of, their negative framing. This suggests that critical content may encourage discussion, validation, and sharing, contributing to stronger overall performance.

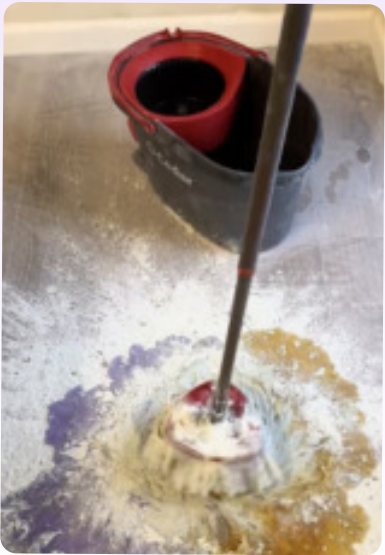
ASMR and satisfying content attracts a dedicated audience.

Highly visual and sensory content, particularly ASMR and “satisfying” cleaning formats, consistently generates strong engagement.

Examples



Noe Murillo
(TikTok, Mar 30, 2026)
229,385
engagements
3.8M
views
2.1M
followers
ASMR / satisfying cleaning content



Clean&Lovely ASMR
(TikTok, Mar–Apr 2026)
178,183
engagements
ASMR content combined with product critique

Penthouse ASMR cleaning

I, Robot (2004) tells the story of Sonny...

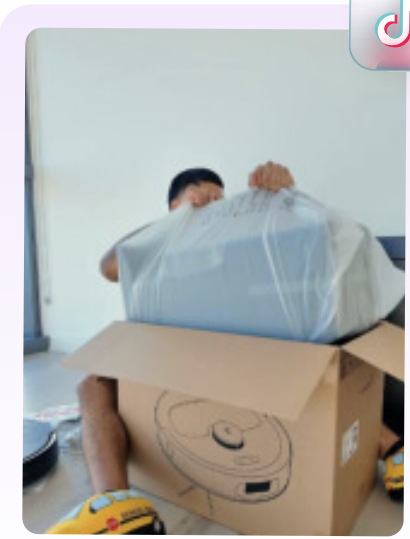
These formats combine visual transformation, sound, and repetition to create a distinct viewing experience. The consistent performance of these posts indicates the presence of a dedicated audience for this type of content.

2. What Drives Attention

ASMR and satisfying content attracts a dedicated audience.

Highly visual and sensory content, particularly ASMR and “satisfying” cleaning formats, consistently generates strong engagement.

Examples:



ASMR penthouse cleaning...

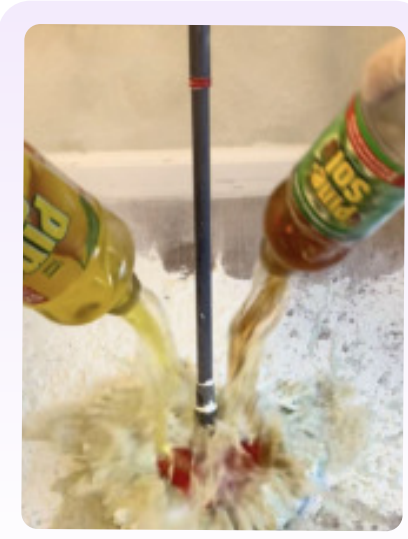
Noe Murillo
(TikTok, Mar 30, 2026)

229,385
engagements

3.8M
views

2.1M
followers

ASMR / satisfying cleaning content



Since ppl kept saying to add liquid to...

Clean&Lovely ASMR
(TikTok, Mar–Apr 2026)

178,183
engagements

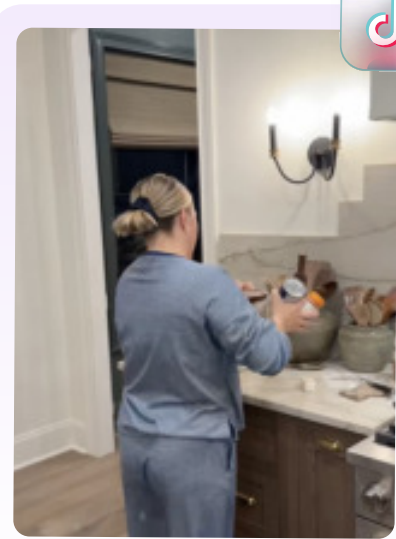
ASMR content combined with product critique

These formats combine visual transformation, sound, and repetition to create a distinct viewing experience. The consistent performance of these posts indicates the presence of a dedicated audience for this type of content.

Mega-influencers provide reach, but lower engagement rates.

Larger audiences do not necessarily translate into stronger engagement performance. In fact, smaller creators can generate significantly higher engagement rates.

Examples:



Penthouse ASMR cleaning

Catherine Benson
(13M followers)

104,811
engagements

~0.8%
engagement rate



I, Robot (2004) tells the story of Sonny...

jaybreezy927
(3,595 followers)

749,117
engagements

~6.1%
engagement rate

Despite having a much smaller audience, the smaller creator achieved both higher total engagement and a significantly higher engagement rate. This suggests that audience size alone is not a reliable predictor of performance, and that content relevance and context play a critical role.

3. Who Is Winning: Brands and Competitive Landscape

A small number of brands capture the most engagement.

Engagement in the vacuum category is concentrated among a limited set of brands, with a significant gap between top performers and the rest of the market.

Top brands by total engagement:

 Shark	2,933,660 engagements	 iRobot	777,702 engagements
 Roborock	1,970,615 engagements	 Bissell	486,591 engagements
 Dyson	154,043 engagements		

Shark alone accounts for **32.6% of total category engagement**, while also leading in share of voice with **28.2% of total brand mentions**.

This distribution highlights a clear concentration of attention, where a small number of brands dominate visibility and interaction.

Brand visibility and product perception do not fully align.

While some brands lead in engagement, this does not necessarily reflect stronger product perception or satisfaction.

		
Shark leads the category in both engagement and share of voice, driven by high content volume, promotional activity, and creator participation.	Dyson shows moderate-to-strong sentiment (~76% overall, with key products reaching ~89–93%) , but significantly lower social activity, with 8 posts and 154,043 total engagements during the period.	Roborock and iRobot generate high engagement (1.97M and 777K respectively) and are strongly represented in robot vacuum-related content (203 posts in the category), including several high-performing, trend-driven posts such as an iRobot-related post reaching 672,419 engagements .

This creates a clear distinction between visibility and perception. Brands leading in engagement are not always those with the strongest product sentiment, and differences in content strategy, platform focus, and creator involvement may play a significant role in shaping performance.

4. What Products Are Working: Formats and Product-Level Performance

Cordless stick vacuums lead both discussion and satisfaction.

Across the category, cordless stick vacuums emerge as the most consistently discussed and positively received format. During the analyzed period, cordless-related content accounted for **384 posts**, with an average sentiment of **89% positive**.

At the product level, top-performing cordless models show consistently strong sentiment and high review volume:

dyson  Dyson V8 Cordless Stick Vacuum 565 reviews 74% sentiment 4.4 rating	dyson  Dyson Digital Slim (multiple variants) 366–371 reviews 89–93% sentiment ~4.8 rating
bissell  Bissell PowerClean FurGuard Deluxe Cordless Vacuum 642 reviews 80% sentiment 4.6 rating	High-Volume Marketplace Listings  Handheld/Stick models 1,046 reviews 99% sentiment 909 reviews 92% sentiment 784 reviews 90% sentiment

These products share a common set of attributes, including lightweight design, cordless functionality, and strong suction performance. The consistency of these characteristics across top-performing products suggests a clear alignment between product design and consumer expectations.

4. What Products Are Working: Formats and Product-Level Performance

Robot vacuums are generating attention, with more mixed feedback.

Robot vacuums represent a highly visible segment within the category, generating **203 posts** with an average sentiment of **74%**, lower than cordless formats.

Despite this more mixed sentiment, robot vacuum content drives significant engagement, particularly when tied to trends or creator-led content.

Examples:



iRobot-related viral post
(TikTok, Mar 30, 2026)
672,419
engagements

ASMR penthouse cleaning...

Examples:



Roborock influencer content
(Catherine Benson, TikTok)
104,811
engagements

ASMR penthouse cleaning...

These examples highlight the role of content format in driving visibility, particularly for newer or more complex product categories.



4. What Products Are Working: Formats and Product-Level Performance

Top products show consistent patterns in satisfaction.

Looking across the highest-performing products by sentiment and review volume, a consistent pattern emerges in what drives positive consumer response.

Top products by sentiment:

  Roborock S9 MaxV Ultra 360 reviews 99% sentiment 4.8 rating	  Dyson Digital Slim Submarine 369 reviews 93% sentiment 4.8 rating	  Dyson Digital Slim (standard) 366–371 reviews 89–91% sentiment ~4.8 rating
  Bissell PowerClean FurGuard Deluxe Cordless Vacuum 642 reviews 80% sentiment 4.6 rating	High-Volume Marketplace Listings  1,046 reviews 99% sentiment 561 reviews 99% sentiment 515 reviews 93% sentiment 484 reviews 90% sentiment	

Across both global brands and high-volume marketplace products, the same core strengths appear repeatedly:

- LIGHTWEIGHT AND EASY TO MANEUVER

CORDLESS CONVENIENCE
- STRONG SUCTION AND CLEANING PERFORMANCE

VERSATILITY ACROSS SURFACES

This consistency suggests that consumer satisfaction in the category is closely tied to functional performance and ease of use, rather than brand positioning alone.

Strategic Implications

The findings in this report highlight how performance in the vacuum category is currently being shaped. The challenge isn't increasing visibility through volume, but earning engagement in a crowded and highly competitive content environment.

At the product level, performance is more stable and predictable than content performance. While engagement fluctuates based on format and platform dynamics, consumer satisfaction consistently aligns with a clear set of functional expectations.

To compete effectively in this environment, brands need to rethink how they approach social media strategy:

01

Prioritize impact over volume

Increasing output alone is unlikely to drive results. The focus should be on creating content that captures attention within a competitive feed.

02

Focus on where engagement actually happens

Platform strategy is a key driver of performance. Content should align with where attention is concentrated, rather than being distributed evenly across channels.

03

Adapt to content formats that drive engagement

Entertainment, relatability, and creator-native formats consistently outperform traditional product messaging. Effective strategies align with these formats rather than relying solely on promotional content.

04

Balance visibility with product credibility

Driving engagement and maintaining strong product perception are not always aligned. Brands need to manage both, ensuring that visibility is supported by a product experience that meets consumer expectations.

05

Build around proven product drivers

Across the category, consumer satisfaction is consistently linked to portability, ease of use, and performance. These attributes should remain central to both product development and messaging.

In a category where attention is uneven and performance is format-driven, advantage comes from knowing what works and applying it consistently.

About Revuze

Revuze empowers brands with next-step actions, and is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions. The Revuze Action Hubs revolutionize how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

