



TikTok's 2026 **Museum Insights** **Report: Scrolling** **through Culture**



Overview

TikTok has changed how people discover history, culture, and experiences in real time. Two in five TikTok users are interested in historical events, and posts using **#HistoryTok** have more than doubled year-over-year. This report explores what's driving that growth: how museums are finding new audiences, why pop culture has become the most effective gateway to history, and how the people inside these institutions have become their most powerful storytellers. **#Museum** posts exceed one million, surging 67% year-over-year, highlighting a community that spans world-renowned institutions as well as museums dedicated to niche interests.

Methodology: This report is based on research including TikTok in-app analysis (global, April 2025—April 2026) and third-party GWI consumer survey insights (global, conducted January—December 2025).

Key Global Data

67%

#Museum total posts surged 67%¹ year-over-year, surpassing 1 million.

48%

#MuseumTok posts saw a 48%¹ increase year-over-year.

108%

#HistoryTok posts more than doubled (+108%)¹ year-over-year, exceeding 900,000 posts.

2 in 5

² TikTok users globally are interested in history.

¹ TikTok in-app analysis (April 2025—April 2026)

² GWI Consumer Survey Global Insights (2025)

On TikTok, Any Museum Can Find Its Audience

56 of the top 100 most visited museums³ in the world have official accounts on TikTok, including institutions like The **Metropolitan Museum of Art**, **Louvre Museum**, and **Grand Egyptian Museum**. However, some of the platform's most devoted museum communities have been built around institutions you might not have seen on your own For You feed.

Whether it's niche spaces like **The Bone Museum**, an Oklahoma institution dedicated entirely to the science of bones, immersive Victorian reenactments at the **Black Country Living Museum**, or living history at the **Boston Tea Party Museum**, niche and specialized museums are building global audiences on TikTok.

Notable Niche Museums⁴

Disgusting Food Museum
(Malmö, Sweden)

Ice Cream Museum
(Austin, U.S.)

The Bone Museum
(Oklahoma, U.S.)

Trap Music Museum
(Atlanta, U.S.)

³ *The Art Newspaper (April 2025)*

⁴ *Based on top searches on TikTok in the past year (global, April 2025—April 2026); museums are listed in alphabetical order and not ranked by search volume*

Pop Culture & New Discoveries

Over a third of TikTok users in the U.S. are interested in museums⁵, and for many, discovery starts with a connection to pop culture. From the **American Museum of Natural History's JAWS specimen** to the **National Motor Museum's Gavin & Stacey crossover** and a **Pokémon exhibit at London's Natural History Museum**, #MuseumTok shows the best entry point to history is often a story people know and love.

Museums have also found new audiences by leaning into pop culture, humor, and TikTok-authentic formats. Detroit's **Charles H. Wright Museum of African American History** brings its collection to life through sitcom-style videos, while trends like **Museum Horse Art** and **The Advocate** feature institutions such as **@gettymuseum** presenting classical works with a lighter touch. A trend **examining the works of Norman Rockwell** showcases the TikTok community engaging seriously with art and **photography**, reframing familiar works through fresh perspectives.

U.S. TikTok users are **41%** more likely than non-users to be interested in fine art and **79%** more likely to be interested in modern art⁵.

⁵ GWI Consumer Survey Global Insights (2025)

Curators & Creators

Creators help drive museum discovery, giving a new generation a way into history, art, and culture through content that feels relatable and approachable.

Whether it's mollusk expert Tim Pearce turning puns and fun facts into #MolluskMonday at the **Carnegie Museum of Natural History**; "**Howard the Printer**" running a vintage printing press at the Sacramento History Museum; or living history interpreters explaining Gen Z slang as a **Victorian guide**; there are storytellers turning museum collections into engaging TikTok videos every day.

Museums LIVE on TikTok

On TikTok LIVE, museums connect with audiences in real time to make learning more accessible. Over the past year, institutions around the world have embraced LIVE to engage viewers in new ways and reignite interest in art and history:

The **Metropolitan Museum of Art's Women's History Month: LIVE from The Met** brought together creators and museum curators for a series of virtual tours.

In Egypt, the **Grand Egyptian Museum's** opening ceremony was broadcast on TikTok LIVE, turning a major national cultural event into a global digital moment.

The combined viewership across both LIVE events reached nearly five million viewers globally, demonstrating how TikTok LIVE can expand access to cultural institutions and educational storytelling.

Search #Museum, #MuseumTok, and #InternationalMuseumDay on TikTok to discover your favorite museums and content!

