

Barista in Pajamas

@baristainpajamas



Coffee Machines and Coffee Recipes

Coffee creator sharing daily content with a highly engaged community. Open to brand collaborations that fit my audience.

5 Matcha Recipes

FOR YOU TO TRY THIS SUMMER!



@BaristainPajamas

280.4K

Followers

46.9M

Tracked views

5.16%

Engagement

Available source totals; scopes differ by platform. Tracked figures are not guaranteed reach.

A community across platforms.

Source-scoped performance, recorded 25 Oct 2026.

Instagram

@baristainpajamas

132.8K

Followers · Platform lifetime total

2M

Tracked views
Official rolling 30-day total

6.21%

Engagement

TikTok

@baristainpajamas

121.1K

Followers · Platform lifetime total

44.9M

Tracked views
Tracked content sample

5.22%

Engagement

YouTube

@baristainpajamas

21.3K

Followers · Platform lifetime total

587.1K

Tracked views
Official rolling 30-day total

Not available

Engagement

Facebook Page

Barista in Pajamas

26.4K

Followers · Platform lifetime total

1.6M

Page content views
Official rolling 30-day total

2.12%

Engagement

674.6K

Available likes

42.4K

Tracked comments

1.2K

Available posts

60.5K

Average / tracked post

Source-scoped performance data. YouTube values appear separately and are excluded from combined totals.
Complete account records and dated evidence appear in the appendix.

Who is watching.

Account-level demographics. Each platform audience remains separate.

Instagram

@baristainpajamas
Official / 2026-10-25

Top markets

United States	30.8%
Canada	6.3%
United Kingdom	5.9%
India	5.6%
Iran	5%
Germany	4%
Australia	3.8%
Indonesia	3.1%
Mexico	3%
United Arab Emirates	2.3%

Age · 0-40%

13-17		0.3%
18-24		4.7%
25-34		27.5%
35-44		33%
45-54		19.3%
55-64		10.8%
65+		4.5%

Gender

Male	46%
Female	34.6%
Other	19.4%

TikTok

@baristainpajamas
Official / 2026-10-25

Top markets

United States	21.6%
Philippines	9%
Indonesia	5.9%
Malaysia	4%
Canada	3.7%
Mexico	3.4%
United Kingdom	3.1%
Saudi Arabia	2.7%
United Arab Emirates	2%
Others	42.7%

Age · 0-40%

Not reported

Gender

Male	57%
Female	43%
Other	0%

Shares may be partial and are not normalized. YouTube, Facebook Page: demographics not reported.

The work, in view.

Selected tracked posts. Select a photograph or post link to open the original content.



TikTok / Reel

07 Jul 2025

4M views

297.9K likes / 1K comments
55K shares / — saves



Instagram / Reel

23 Feb 2026

2.7M views

123.7K likes / 2.3K comments
— shares / — saves

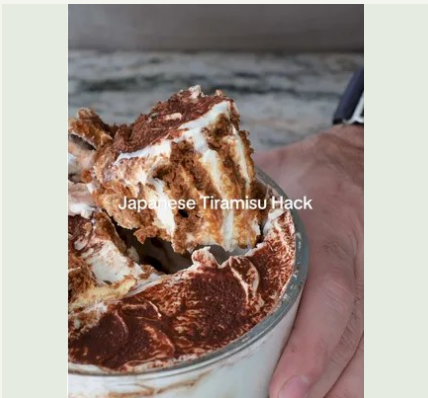


Instagram / Reel

15 Nov 2025

2.5M views

40.7K likes / 359 comments
— shares / — saves

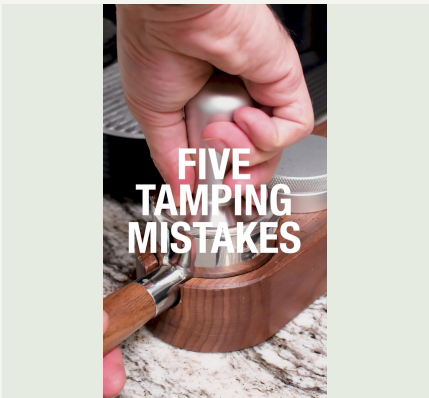


TikTok / Reel

15 Jan 2026

1.8M views

94K likes / 682 comments
31.8K shares / — saves



TikTok / Reel

15 Nov 2025

1.8M views

89K likes / 558 comments
15.5K shares / — saves



TikTok / Reel

27 Jul 2025

1.6M views

93.2K likes / 307 comments
14.9K shares / — saves

— = not reported. Counts are source-reported, not unique people or guaranteed reach. Platform view definitions may differ.

Good work. Good partners.

Published partnership work, attributed feedback and brand-shared results.

5 / 5 across 2 published ratings.

KAXFREE

5 / 5

A professional coffee content creator, have a deep understanding of coffee and coffee machines.

VeroKit brand / agency account / 2026-10-26

STARSEEKER

5 / 5

We previously had a great experience working with this coffee creator on both a product unboxing/review and a giveaway campaign.

Communication throughout the collaboration was smooth and efficient. He has a solid understanding of coffee equipment and did more than simply showcase the product. His content covered the actual user experience, key features, and coffee-making workflow in a natural and informative way.

He was also very proactive with the giveaway execution and audience engagement. He responded quickly to our requests, communicated product information clearly, and at the same time maintained his own authentic content style, which we really appreciated.

Overall, it was a professional and enjoyable collaboration. We would be happy to work with him again on future product launches or campaigns, and we would also recommend him to other coffee equipment brands looking for a reliable creator.

VeroKit brand / agency account / 2026-08-18

Saki Turkish Coffee Maker

Saki Turkish Coffee Maker / Instagram

[View collaboration](#)

Let's work together.

Barista in Pajamas

Open to collaborations

baristainpajamas@gmail.com

<https://baristainpajamas.com/>

Instagram / @baristainpajamas

TikTok / @baristainpajamas

YouTube / @baristainpajamas

Facebook Page / Barista in Pajamas

View the current media kit

Send a collaboration inquiry

Share your brand and campaign goal, preferred platforms and deliverables, timing, budget and any usage or exclusivity requirements. Confirm the final scope directly with the creator.

This is a snapshot of the information available when exported. The live media kit may contain newer metrics, availability and pricing. Private shipping details are shared separately by the creator.

Instagram source record.

@baristainpajamas / Snapshot: 2026-10-25

Performance	Value	Source scope
Followers	132.8K	Platform lifetime total
Tracked views	2M	Official rolling 30-day total
Engagement	6.21%	Official rolling 30-day total
Available likes	38.8K	Official rolling 30-day total
Tracked comments	2.8K	Official rolling 30-day total
Available posts	688	Platform lifetime total
Average / tracked post	86.5K	Tracked content sample
Reach	697.6K	Official rolling 30-day total
Shares	22.2K	Official rolling 30-day total
Saves	35.1K	Official rolling 30-day total

Direct platform reporting

Latest 12 of 51 reporting periods. Period values stay separate from lifetime totals and follower snapshots. — = not reported.

Period	Views	Reach	Likes	Comments	Shares	Saves
2026-08-31 to 2026-09-29	2.5M	995.1K	61.2K	2.9K	35.5K	76.2K
2026-09-03 to 2026-10-02	2.4M	965.7K	58K	2.6K	34.1K	73.2K
2026-09-06 to 2026-10-05	2.4M	902.4K	54.4K	2.5K	32.4K	71.2K
2026-09-07 to 2026-10-06	2.4M	895.4K	53.9K	2.5K	31.9K	70K
2026-09-09 to 2026-10-08	2.4M	891.5K	53.6K	3.1K	30.9K	68.4K
2026-09-10 to 2026-10-09	2.4M	894.1K	53.8K	3.1K	31.1K	68.5K
2026-09-13 to 2026-10-12	2.2M	768.4K	46.1K	3.3K	23.5K	49.7K
2026-09-16 to 2026-10-15	2M	707.1K	41.4K	3.2K	20.7K	41.8K
2026-09-17 to 2026-10-16	2M	692.7K	39.6K	3.1K	19.8K	39.4K
2026-09-20 to 2026-10-19	2.1M	747.7K	42.6K	3.1K	23.8K	41.5K
2026-09-23 to 2026-10-22	2M	707.4K	39.8K	2.8K	23K	37.7K
2026-09-26 to 2026-10-25	2M	697.6K	38.8K	2.8K	22.2K	35.1K

697 posts in the tracked sample. Performance totals and published-content counts may describe different source scopes.

Instagram observations.

@baristainpajamas / Dated source evidence

Follower observations

12 of 53 saved observations.

Recorded date	Followers
2026-09-29	129,786
2026-10-02	130,064
2026-10-05	130,479
2026-10-06	130,604
2026-10-08	130,843
2026-10-09	130,847
2026-10-12	131,117
2026-10-15	131,306
2026-10-16	131,363
2026-10-19	132,206
2026-10-22	132,562
2026-10-25	132,810

Daily reporting

14 of 117 saved daily observations.

Daily / 2026	Reach
11 Oct	38.7K
12 Oct	34.1K
13 Oct	27.7K
14 Oct	27.4K
15 Oct	26.6K
16 Oct	46K
17 Oct	104.6K
18 Oct	64.9K
19 Oct	37.1K
20 Oct	35.1K
21 Oct	32K
22 Oct	25.4K
23 Oct	26.1K
24 Oct	42.9K

Publication cohorts

12 of 22 saved cohorts.

Month	Posts	Current views
Nov 2025	34	2.5M
Dec 2025	31	Not available
Jan 2026	30	Not available
Feb 2026	29	2.7M
Mar 2026	33	Not available
Apr 2026	33	Not available
May 2026	41	Not available
Jun 2026	37	Not available
Jul 2026	41	2.4M
Aug 2026	34	1.6M
Sep 2026	34	1.3M
Oct 2026	30	1M

Observed followers: 111,724 to 132,810 (+18.87%) from 2026-07-22 to 2026-10-25. 53 saved observations; not annualized.

Daily observations do not replace complete 30-day totals. Cohort views are current views of posts published in each month, not account growth or views earned during that month. — = not reported.

Publishing mix: Reels 86.4% / Ads 7.1% / Stories 5.4% / Carousels 1.1% / Carousel Item 0% / Feed posts 0%. Share of the available content sample by format.

TikTok source record.

@baristainpajamas / Snapshot: 2026-10-25

Performance	Value	Source scope
Followers	121.1K	Platform lifetime total
Tracked views	44.9M	Tracked content sample
Engagement	5.22%	Tracked content sample
Available likes	604.3K	Platform lifetime total
Tracked comments	38.9K	Tracked content sample
Available posts	390	Platform lifetime total
Average / tracked post	57K	Tracked content sample
Shares	322.5K	Tracked content sample

Direct platform reporting

Latest 12 of 46 reporting periods. Period values stay separate from lifetime totals and follower snapshots. — = not reported.

Period	Followers	Likes
2026-09-20	119.9K	613.4K
2026-09-23	120K	614K
2026-09-29	120.3K	615.4K
2026-10-02	120.4K	610.2K
2026-10-05	120.5K	612.2K
2026-10-06	120.6K	613.5K
2026-10-09	120.7K	597.4K
2026-10-12	120.8K	600K
2026-10-15	120.9K	602K
2026-10-19	121K	603.6K
2026-10-22	121.1K	605.9K
2026-10-25	121.1K	604.3K

788 posts in the tracked sample. Performance totals and published-content counts may describe different source scopes.

TikTok observations.

@baristainpajamas / Dated source evidence

Follower observations

12 of 49 saved observations.

Recorded date	Followers
2026-09-20	119,892
2026-09-23	120,015
2026-09-29	120,297
2026-10-02	120,388
2026-10-05	120,533
2026-10-06	120,593
2026-10-09	120,683
2026-10-12	120,778
2026-10-15	120,911
2026-10-19	121,007
2026-10-22	121,103
2026-10-25	121,141

Publication cohorts

12 of 23 saved cohorts.

Month	Posts	Current views
Nov 2025	34	3.6M
Dec 2025	35	758.2K
Jan 2026	35	3.3M
Feb 2026	36	1.2M
Mar 2026	36	2.1M
Apr 2026	34	1.3M
May 2026	43	997.7K
Jun 2026	41	2.1M
Jul 2026	41	2.1M
Aug 2026	34	788K
Sep 2026	37	324.6K
Oct 2026	27	202.8K

Observed followers: 115,100 to 121,141 (+5.25%) from 2026-07-22 to 2026-10-25. 49 saved observations; not annualized.

Daily observations do not replace complete 30-day totals. Cohort views are current views of posts published in each month, not account growth or views earned during that month. — = not reported.

Publishing mix: Short-form video 100%. Share of the available content sample by format.

YouTube source record.

@baristainpajamas / Snapshot: 2026-10-25

Performance	Value	Source scope
Followers	21.3K	Platform lifetime total
Tracked views	587.1K	Official rolling 30-day total
Available likes	6.5K	Official rolling 30-day total
Tracked comments	89	Official rolling 30-day total
Available posts	316	Platform lifetime total
Shares	2.2K	Official rolling 30-day total

YouTube observations.

@baristainpajamas / Dated source evidence

Audience demographics were not supplied for this account. Missing segments are not treated as zero.

Facebook Page source record.

Barista in Pajamas / Snapshot: 2026-10-25

Performance	Value	Source scope
Followers	26.4K	Platform lifetime total
Engagement	2.12%	Official rolling 30-day total
Available likes	31.4K	Tracked content sample
Tracked comments	717	Tracked content sample
Available posts	100	Tracked content sample
Average / tracked post	28.4K	Tracked content sample
Page content views	1.6M	Official rolling 30-day total
Shares	3K	Tracked content sample

Direct platform reporting

Latest 12 of 13 reporting periods. Period values stay separate from lifetime totals and follower snapshots. — = not reported.

Period	Views
2026-08-21 to 2026-09-20	1.7M
2026-08-23 to 2026-09-22	1.8M
2026-08-29 to 2026-09-28	1.5M
2026-08-30 to 2026-09-29	1.5M
2026-09-02 to 2026-10-02	1.4M
2026-09-05 to 2026-10-05	1.4M
2026-09-08 to 2026-10-08	1.4M
2026-09-12 to 2026-10-12	1.5M
2026-09-15 to 2026-10-15	1.5M
2026-09-18 to 2026-10-18	1.5M
2026-09-21 to 2026-10-21	1.6M
2026-09-24 to 2026-10-24	1.6M

140 posts in the tracked sample. Performance totals and published-content counts may describe different source scopes.

Facebook Page observations.

Barista in Pajamas / Dated source evidence

Follower observations

12 of 12 saved observations.

Recorded date	Followers
2026-09-19	22,242
2026-09-20	22,328
2026-09-23	22,627
2026-09-29	23,353
2026-10-02	23,596
2026-10-05	23,885
2026-10-09	24,155
2026-10-12	24,513
2026-10-15	24,841
2026-10-19	25,487
2026-10-22	26,150
2026-10-25	26,418

Daily reporting

14 of 69 saved daily observations.

Daily / 2026	Followers / Views
10 Oct–11 Oct	24.4K / 61.6K
11 Oct–12 Oct	24.6K / 51.3K
12 Oct–13 Oct	24.6K / 38.1K
13 Oct–14 Oct	24.8K / 60K
14 Oct–15 Oct	24.8K / 32.9K
15 Oct–16 Oct	25K / 106.7K
16 Oct–17 Oct	25.1K / 46.4K
17 Oct–18 Oct	25.3K / 70K
18 Oct–19 Oct	25.5K / 96.6K
19 Oct–20 Oct	25.9K / 121.7K
20 Oct–21 Oct	26.1K / 67.4K
21 Oct–22 Oct	26.2K / 22.8K
22 Oct–23 Oct	26.2K / 34.5K
23 Oct–24 Oct	26.3K / 49.5K

Publication cohorts

5 of 5 saved cohorts.

Month	Posts	Current views
Jun 2026	7	Not available
Jul 2026	38	Not available
Aug 2026	33	Not available
Sep 2026	33	Not available
Oct 2026	29	625K

Observed followers: 22,242 to 26,418 (+18.78%) from 2026-09-19 to 2026-10-25. 12 saved observations; not annualized.

Daily observations do not replace complete 30-day totals. Cohort views are current views of posts published in each month, not account growth or views earned during that month. — = not reported.

Audience demographics were not supplied for this account. Missing segments are not treated as zero.