

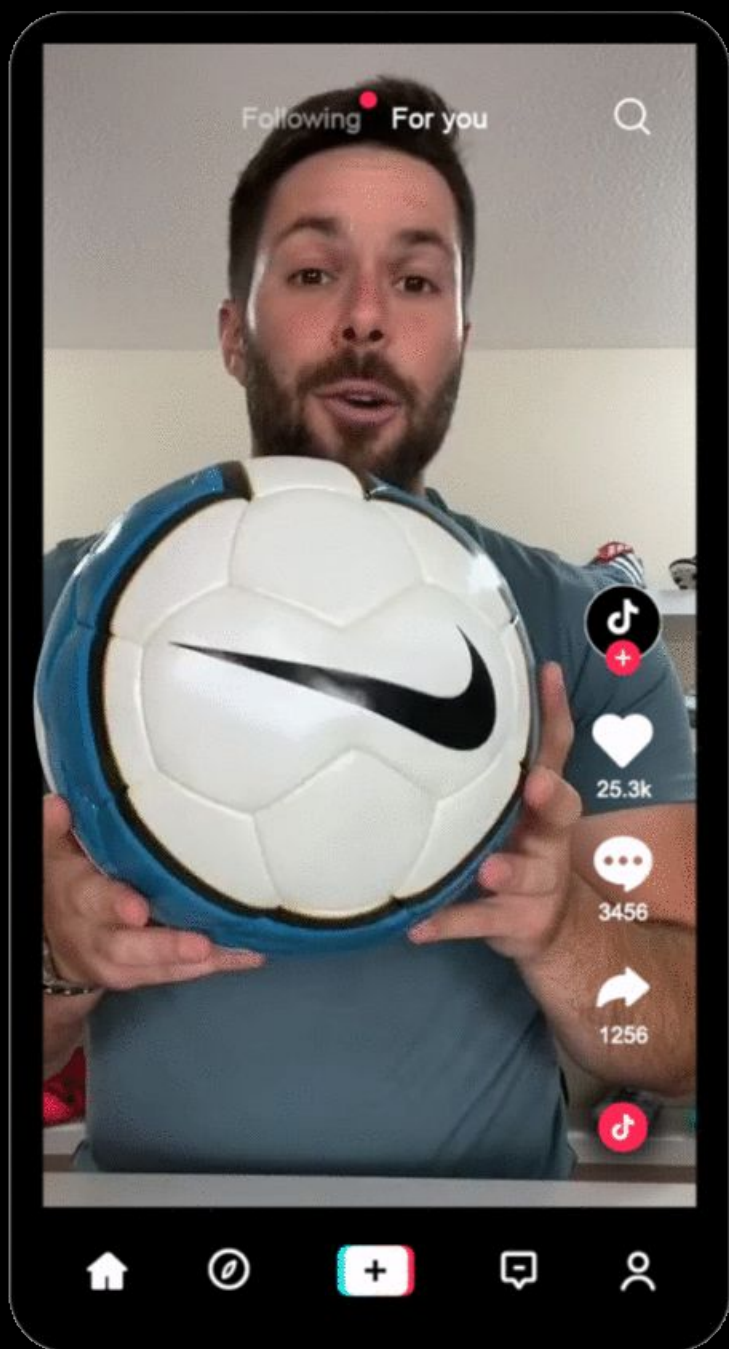
TikTok

what's

next

Sports

Trend Report



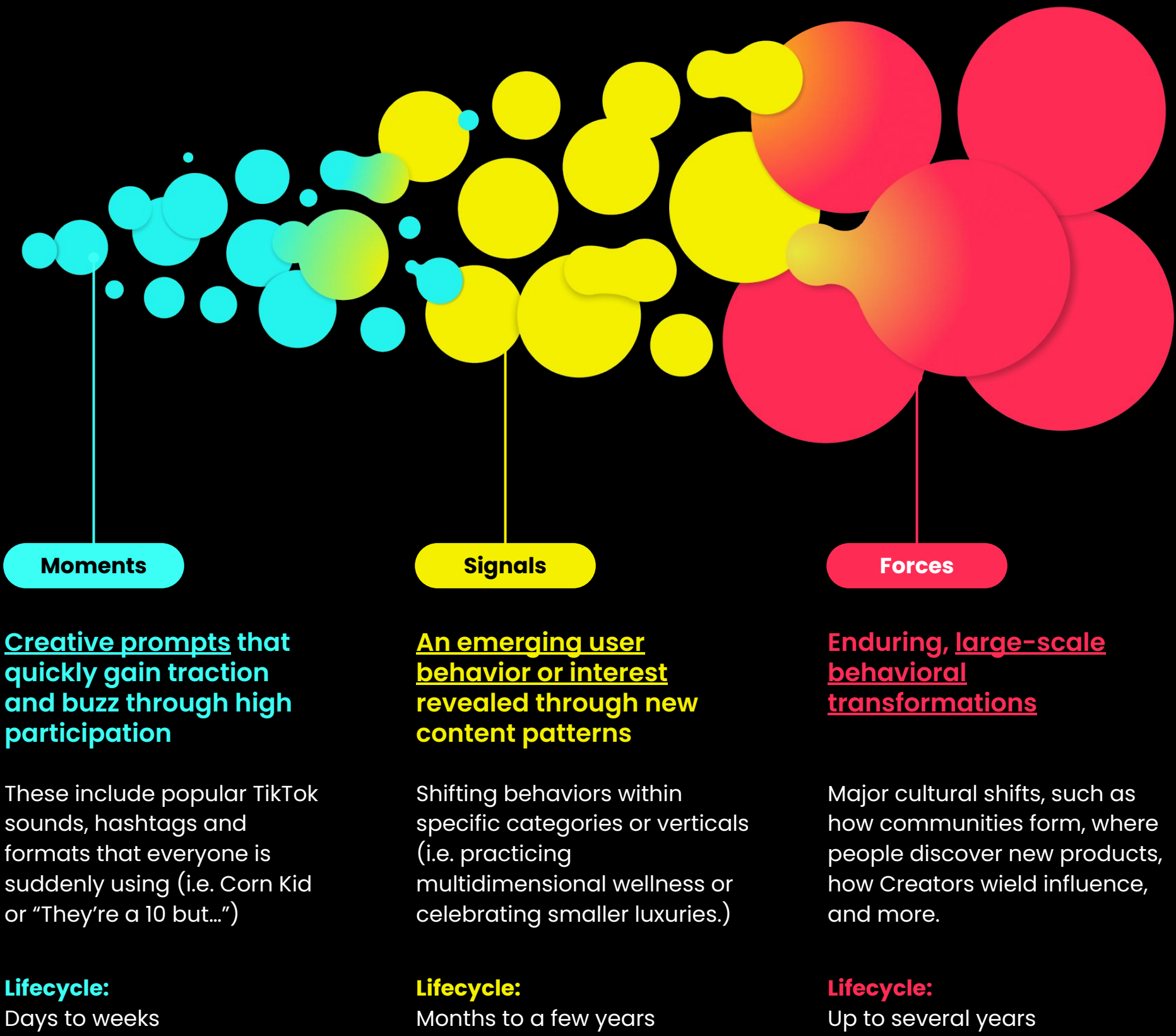
Changing the game for every fan

From soccer to football to fútbol, no matter what kind of fan you are, the inclusivity of sports culture on TikTok unlocks new opportunities for users and brands of all stripes to enter the sports conversation.

Trend Methodology

Before we dive in, let's answer an important question: **What do we mean when we say "trend?"** The term is often associated with popular videos and audio clips. But we track trends at different speeds and sizes to give a more comprehensive understanding of global culture and creativity on the platform.

TikTok Speeds of Culture



Want to learn more about TikTok trends?



→ Read the [What's Next 2023 Trend Report](#) for the behaviors and mindsets shaping culture

→ Check out our [Trend Dashboards](#) on the **TikTok Creative Center**

→ See the [Trend Articles](#) and [Trend Stories](#) in the **Trends Hub** on the [TikTok Creative Center](#)

Get your head in the game!



This edition of the **What's Next on TikTok** trend report details sports culture's evolution on TikTok and explores how to create successful sports content on our platform.

What's Happening

The age of linear programming created a sports culture that felt inaccessible and irrelevant to wider audiences.

Among TikTok users globally...

59%

say they've become more interested in watching sports as a result of seeing TikTok videos¹

What's Next

TikTok's sports community focuses on innovative formats, fresh voices and new perspectives, which inspires more ways for audiences to take action.

71%

agree that inclusivity and representation in sports is important¹

What you'll find in this report:



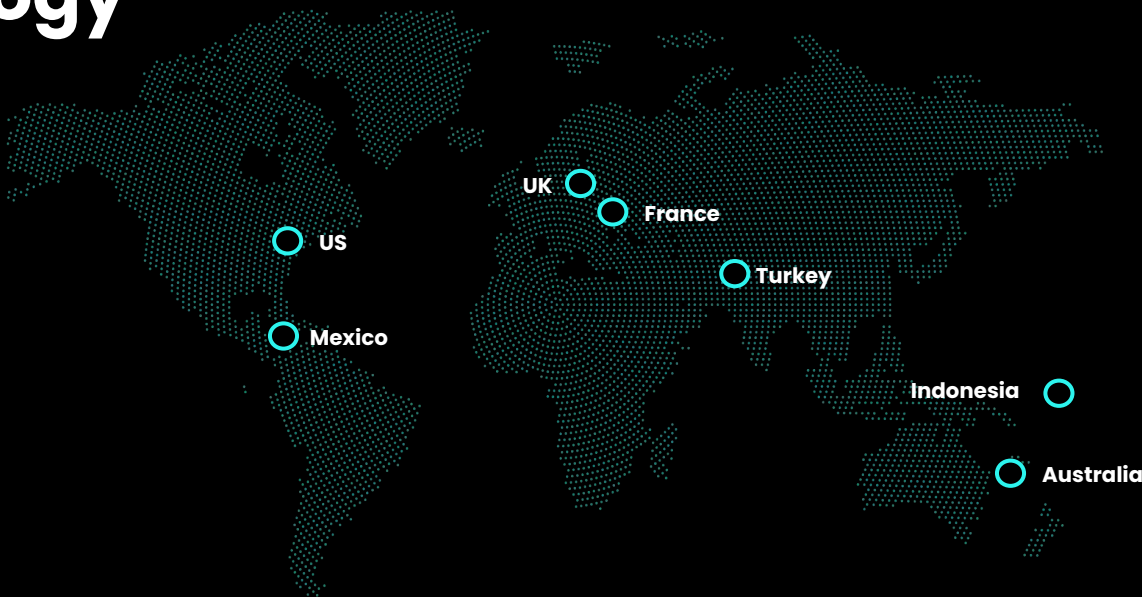
- Two **Trend Forces** driving sports culture on TikTok
 1. Sending Entertainment into Overtime
 2. Making Space on the Podium
- Underlying **Sports Trend Signals** for each Force
- Key takeaways and creative **Power Plays** for brands

Research Methodology

Our trends report is supported by the following research from TikTok Global Marketing Science team:

¹ **TikTok Marketing Science Global Olympics & Sports Survey** via Suzy, January 2023

Base: TikTok users 18+ (n=1907)



TREND FORCE

Sending Entertainment into Overtime

What's happening? Traditional sports entertainment often started and ended on the gameday itself.

What's Next? On TikTok, sports entertainment now has the power to last long after the final whistle, thanks to everyday creators sharing more accessible, collaborative, and dynamic sports content. From hyper-engaging fan edits to reaction videos, audiences now stay engaged with sports entertainment all year long.

72 %

of global TikTok users say they enjoy watching fan edits, reaction videos, or other fan-made sports content on TikTok¹

NICE

Trend Signals that score on TikTok.



@vipersport

1. Homemade Highlights

Primetime games and matches inspire our passionate creators to create their own highlights. Move over traditional sports broadcasters: our community has new sports entertainment sources tailored to their interests. Fan accounts and everyday users post everything from reaction videos to fan edits, fostering community among diverse sports fans beyond demographic or geographic barriers.

59 %

of global TikTok users agree that watching sports content on TikTok can be more entertaining than watching sports itself¹

Check out how professional volleyball player **Tobias Krick** combines his best plays and smooth editing skills [here](#)

Relevant Hashtags

#SportsEdit (218.6M vv)²

#NBAAEdit (8.2B vv)²

#HighlightReel (1B vv)²



@trickshotprodigy

2. Fired Up Fans

Passively consuming sports content is a thing of the past. On TikTok, sports culture spills over into everyday culture with our users sharing their hottest takes with the community. Brands should lean into sports culture on TikTok by creating new opportunities for users to participate in drafts, fantasy leagues, and other sports-related challenges and predictions.

55 %

of global TikTok users say they want to be able to participate in Olympics-related activities and challenges on TikTok¹

See how **Lululemon** got in on the fun when users made a draft of their favorite Lululemon products [here](#)

Relevant Hashtags

#TrickShot (39.1B vv)²

#Ranking (5.1B vv)²

#FantasyFootball (4.8B vv)²

¹Source: TikTok Marketing Science Global Olympics & Sports Survey via Suzy, January 2023. Base: TikTok users 18+ (n=1907)

²Source: TikTok Internal Data, Global, February 2023

TREND FORCE

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of global TikTok users say they enjoy watching fan edits, reaction videos, or other fan-made sports content on TikTok¹



Trend Signals that score on TikTok.



3. Unpacking Player Personas

Forget broadcast interviews; TikTok audiences want access to their favorite athletes' authentic, unpolished lives. Because the platform rewards more accessible, relatable content, TikTok ultimately builds stronger connections between athletes, audiences, and the brands that help provide much-wanted behind-the-scenes access.

7 in 10

global TikTok users agree that TikTok allows competing athletes and teams to build stronger connections with their fans¹

Check out how rugby star **Ilona Maher** provides fans an insider's POV to major sporting events [here](#)

Relevant Hashtags:

#DayInTheLife (10.1B vv)²

#TrainingDay (1B vv)²

#GetReadyWithMe (9.8B vv)²

Trend Force Takeaway

Modern sports storytelling on TikTok is no longer limited to gameplay footage and traditional highlights. Brands should look to ingrain themselves in sports culture by investing in the overall fan experience and working with athletes and creators to offer audiences greater behind-the-scenes access and perspectives.

See how [Royal Bank of Canada](#) encouraged the TikTok community to cheer on its athletes during the Olympics

¹Source: TikTok Marketing Science Global Olympics & Sports Survey via Suzy, January 2023. Base: TikTok users 18+ (n=1907)
²Source: TikTok Internal Data, Global, February 2023

TREND FORCE

Making Space on the Podium

What's happening? Traditional sports media primarily catered to diehard fans, limiting the reach of sports.

What's Next? TikTok's sports culture wins by engaging audiences that aren't your traditional sports fans. From the massive cohort of "casual" fans to more diverse interest groups and subcultures, sports content on TikTok breaks down barriers and welcomes new audiences to join in on the fun.

61%

of TikTok users globally say they feel a strong sense of community with other sports fans on TikTok¹



Trend Signals that score on TikTok.



1. Sports Commentary #ForYou

Traditional sports media caters to established fans, leaving diverse and casual audiences feeling left out of the conversation. The appeal of sports entertainment on TikTok is that every user can find relevant commentary and voices that resonate with them. Whether you're already a walking athletic encyclopedia or a newfound sports fan, you have a home within TikTok's growing sports community.

4 in 10

global TikTok users agree that they don't feel represented by traditional sports media¹

Check out how **Chewy** made the Big Game relevant for their audience [here](#)

Relevant Hashtags

#Commentary (5.8B vv)²

#BlindReact (7B vv)²

#WomenInSports (1.5B vv)²



2. Embrace Casual Fans

Not every sports fan on TikTok is a diehard fanatic—and that's okay. On TikTok, there's space for the vast spectrum of fans to enjoy themselves and feel like part of the community. Beyond just focusing on professional sports, there's a variety of informative and entertaining content on TikTok that speaks to the aspiring athlete in all of us.

38%

Among the global TikTok audience, more users identify as casual fans (38%) vs. avid fans (35%)¹

Watch how **Xbox** kept it casual with sports-related content [here](#)

Relevant Hashtags

#Sports101 (1.6M vv)²

#NewHobby (109.5M vv)²

#TodayILearned (12.7B vv)²

¹Source: TikTok Marketing Science Global Olympics & Sports Survey via Suzy, January 2023. Base: TikTok users 18+ (n=1907)

²Source: TikTok Internal Data, Global, February 2023

TREND FORCE

Making Space on the Podium

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Trend Signals that score on TikTok.



3. Grow with Collab Culture

Sports culture on TikTok doesn't exist in a separate silo, nor do sports audiences. On TikTok, users love when their interests collide and celebrate brands that look beyond their category for unexpected partnerships and creative collaborations. As users jump between different CommunityToks that reflect their multilayered identities, entertaining sports content doesn't need to only focus on sports.

73%

of global TikTok users say that they enjoy seeing crossovers and collaborations between sports and other areas (such as gaming, food, fashion, etc.)¹

Watch how **Fenty Beauty** combined sports and beauty cultures together [here](#)

Relevant Hashtags:

#SportsGames (596.5M vv)²

#GamedayFood (172.3M vv)²

#GamedayOutfit (86M vv)²

Trend Force Takeaway

The sports community on TikTok grows by appealing to audiences that have traditionally felt left out of the conversation. For brands to relate to the modern sports community, they must look beyond diehard fans and create videos that welcome new audiences.

See how [Nike](#) prompted female fans to show how they're a baller both on and off the pitch

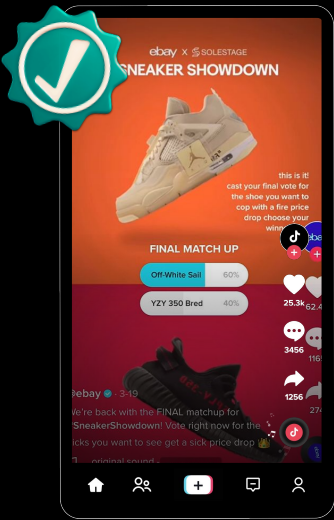
¹Source: TikTok Marketing Science Global Olympics & Sports Survey via Suzy, January 2023. Base: TikTok users 18+ (n=1907)

²Source: TikTok Internal Data, Global, February 2023

Get the ball rolling with these tips

Sending Entertainment into Overtime

Try these Creative Power Plays



- Develop a custom **Branded Effect** that gives users an easy-to-use template to make power rankings or predictions, so your brand can be at the heart of trending conversations in a fun and creative way.
- Create your own "sporting event" with different products competing against one another. Whether you're a CPG brand asking users to choose their favorite flavor of a product or a commerce brand having audiences vote for the best item in a category, use **Voting Stickers** to set up an elimination bracket to drive engagement and conversation.

eBay drove engagement and audience participation with a #SneakerShowdown

More TikTok Products

CapCut video templates

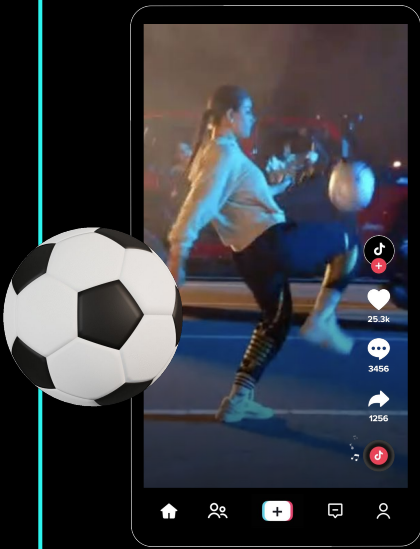
Create sports-related content that feels more native to the TikTok platform by using popular **CapCut** templates.

Pulse Ads

Target specific communities with **our powerful contextual advertising solution** that lets advertisers place their brand next to the top content in the For You feed with 12 unique categories (including sports).

Making Space on the Podium

Try these Creative Power Plays



- To find the perfect commentator that will resonate with your brand's audience during major sporting events, start your search on the **TikTok Creator Marketplace**, which enables instant, direct, and easy access to various creators based on your specific criteria.
- Partner with creators and produce videos that translate sports culture into topics that appeal to your audience.
- Use the **TikTok Creative Center** to stay updated on the latest hashtags and topics your creators can incorporate into their videos.

Adidas partnered with different sports creators in the Middle East to build an anthem for the 2022 World Cup

More TikTok Products

Branded Mission

A way to crowdsource and amplify organic videos to create a custom campaign—and reward users for their talents.

TikTok Creative Exchange

Work with vetted creative experts to build TikTok content based on your budget & goals.