

TikTok

what's



next

Shopping

Trend
Report

Brand friendships are the key to driving love and loyalty.

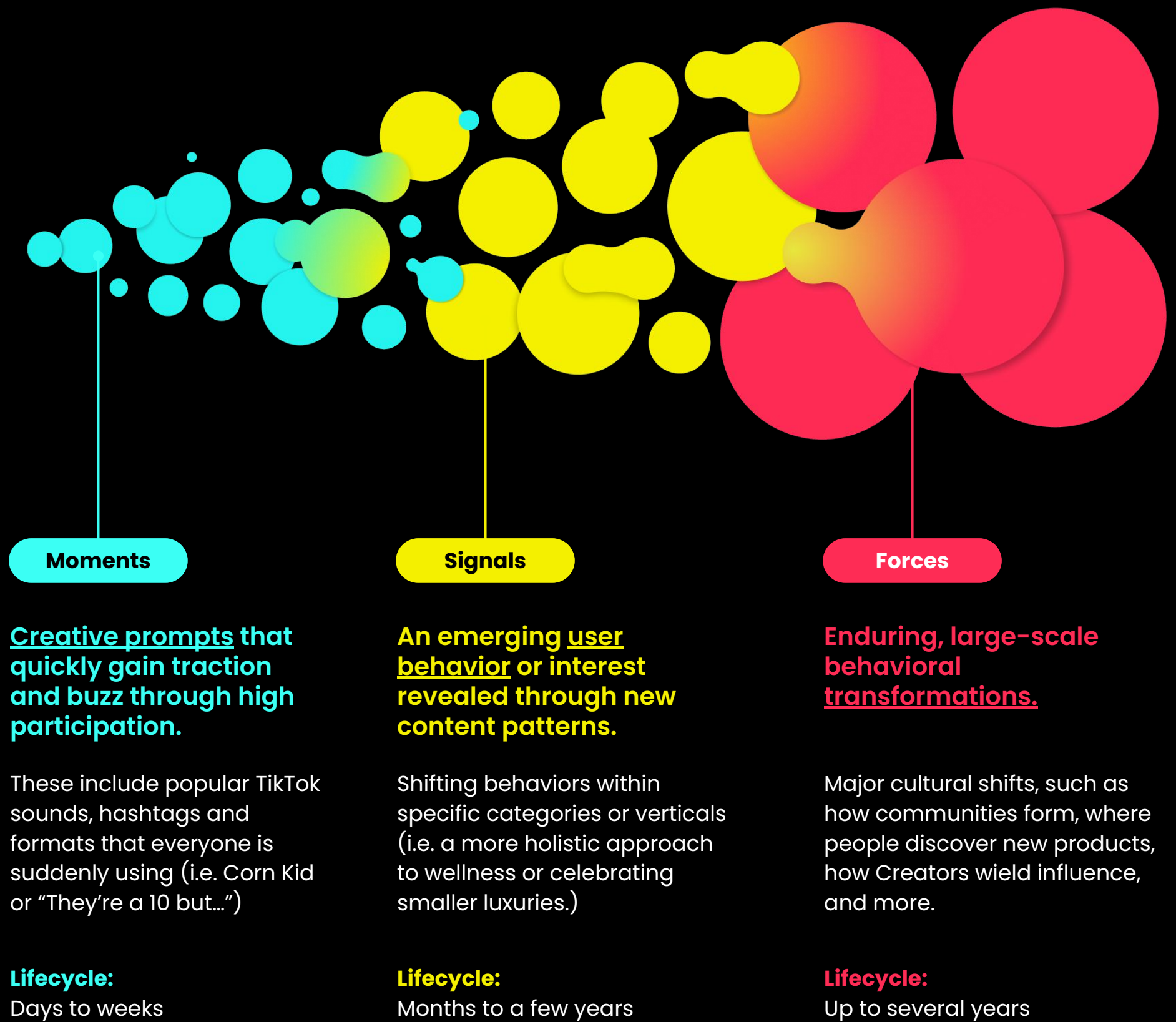
Driving brand loyalty is no longer just about being human. Brands on TikTok that act as friends – listening, speaking their lingo, adding value to their life, and growing together – will grab shoppers' share of mind, heart, and wallet.



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](#)



Add to Cart: Love & Loyalty



This edition of the **What's Next** trend report explores shifts in shopping behaviors and culture, and how brands can take on a more active role in Community Commerce, going from sellout spectators to steadfast sidekicks.

What's Happening

In many ways, shopping has lost its joy for consumers.

Our world is cluttered with everyday stressors for regular shoppers. When their relationship with a brand is weak, shopping can feel less like an event and more like a chore.

What's Next

Friendship is the key to brand love and loyalty on TikTok.

TikTok is one of the only platforms on the internet that fosters friendship between brands and audiences to drive deeper connections, love, and loyalty.

What you'll find in this report:



The **Layers of Love** driving shopping culture on TikTok

1. It's a Match
2. Getting to Know You
3. Growing Together



Underlying **Shopper Trend Signals** for each layer



Key takeaways and **Product x Creative Power Plays** for brands

Three Layers of Love for Shoppers and Brands

It's a Match

Relatable creators and attention-grabbing storytelling are the keys to finding your brand's ideal audience.

Key Trend Signals

- 👉 Trust the FYProcess
- 👉 Answered by TikTok



Getting to Know You

Build the foundation of a friendship through personal identity & community to engender real value in your audience's lives.

Key Trend Signals

- 🏠 Shoppable Community Aesthetics
- 💎 Little Luxe
- 👉 All Access Shopping

Growing Together

Drive user intent and brand loyalty by repeatedly making the shopping experience more fun.

Key Trend Signals

- 👗 Try This at Home, Digitally
- 🔗 Customer to Creator Pipeline



LAYER ONE

It's a Match

What's happening? First impressions are everything.

Our audiences are constantly shopping and making active connections to the content they see on TikTok. Here, users decide in seconds whether or not to engage with content. If brands don't immediately communicate added value, our users are inclined to swipe away.

What's Next? When friendship comes first, trust will come next.

If brands want a spark from audiences, avoid overt product marketing at the starting point. Instead, build and maintain user trust with unique, honest, and authentic perspectives to create longer-form content, connections, and partnerships, eventually leading to long-term loyalty from audiences.

TikTok drives **higher credibility, trust, loyalty, and likelihood to recommend** than other platforms. (3 weeks after ad exposure)¹

19%
higher
credibility

14%
higher
trust

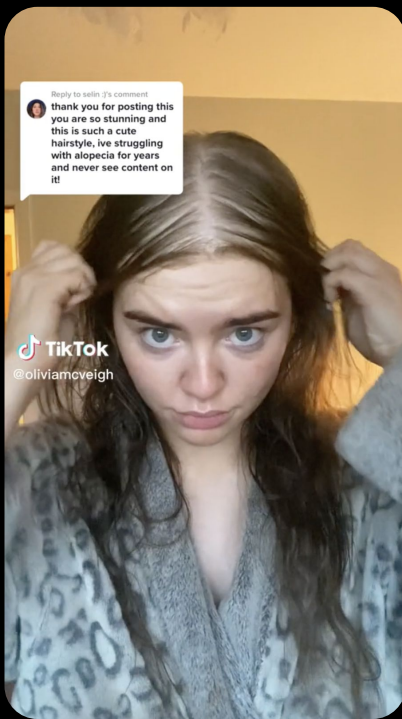
9%
higher
loyalty

19%
higher
likelihood to
recommend

Trend Signals that score on TikTok.



1. Trust the FYProcess



@oliviamveigh

Being honest and sharing real experiences helps build trust and intrigue to try new products/services.

Our communities lead with vulnerability and authenticity on TikTok, encouraging users and brands to share their struggles, connecting with others facing similar emotions.

41% increase in trust with viewers when brands advertised on TikTok consistently over an extended period of time³
(comparing trust scores for brands from Dec 2018 to December 2022).

Takeaway for brands: Brands can build trust by destigmatizing non-traditional pathways, showing the full journey, and sharing diverse perspectives and stories to resonate with a broader audience.

Relevant Hashtags:

#SoberCurious (393.2M vv)

#HairlossJourney (271.9M vv)

#AcneJourney (1.1B vv)

2. Answered by TikTok



@travelannnn

People use TikTok to start conversations in their community and find unique answers to satisfy their every curiosity.

Whatever your curiosity, our platform provides approachable, actionable, educational, and entertaining answers, which builds trust between audiences, Creators, and brands.

After seeing an ad on TikTok, viewers are:

41% more likely to trust the brand³
(vs. before seeing an ad on TikTok).

31% more likely to be loyal to a brand³
(vs. before seeing an ad on TikTok).

Takeaway for brands: When brands use our platform to uncover facts and debunk myths, it builds credibility and trust between brands and their viewers.

Relevant Hashtags:

#DidYouKnow (28.7B views)

#AskTiktok (4.6B views)

#WhatToWear (4.4B views)

Source 1: TikTok Marketing Science US Brand Building Study 2022, conducted by DIRT

Source 2: TikTok Internal Data, Global, June 2023

Source 3: TikTok Drives Brand Trust Study 2022, commissioned by TikTok Marketing Science Global and executed by Edelman Data and Intelligence

How to Get in On the Action

Case Study Spotlight



ZUCCA Ramadan Campaign

Approach: The **LIVE Shopping Ads (LSA) solution** presented the best features to help ZUCCA reach audiences more likely to engage with the brand during their LIVE sessions. The LSA solution enabled Zucca to discover customer demands and receive feedback on their products faster, increasing their production line's efficiency to better-fit customer needs. Progressively, ZUCCA also found that engaging with their customers in real-time effectively increased their community base and drove more product sales.

6.9x ROAs
(return on ad spend)

5.4% conversion rate
(on average)

Gary Ng, co-founder of ZUCCA Commerce: "Simply creating a video that gains traction once does not guarantee long-term success, and brands need to have a solid plan in place for how they will continue to engage with their TikTok audience and drive sales over time."



Make a Great First Impression

1

Activate all five senses:

Capture attention in the first few seconds to keep audiences engaged. Leverage the full-screen, full-sound experience to immediately establish the tone and energy of your brand with sound, lighting, and text on the screen.

2

Patience is a virtue:

Don't rush into talking about yourself first. Like meeting a new friend, listen to your audience first, and then respond with the value you can add to build a connection based on relevance.

3

Let's keep talking:

You wouldn't mute your friends, so don't mute the comments. The comments are where brands discover new discussions and ideas. It's a direct line between you and your audience to engage and inspire.



Creative Solutions

Inspiration

- **Creative Center**
Creative Center is home to our open Trends Tool that allows visitors to check trending hashtags in real time, like #AcneJourney or #BuildWithMe.

Production

- **CapCut**
CapCut is a free, all-in-one video editor that empowers anyone to create incredible video ads for TikTok.

Optimization

- **Smart Creative**
Our automated creative solution that allows advertisers to combine multiple creative assets to drive performance and prevent creative fatigue.

Strategic Tools

Discover Perfect Matches:

- **Video Shopping Ads'** smart features pair your products with the right buyers at the right time to maximize performance and connection.

Elevate Your Branding in Moments that Matter:

- Meet customers where they're interested by leveraging **Focused View** with In-feed Ads, which optimizes your creative with already active and engaged viewership.
- Use **TikTok Pulse** to place your brand's message alongside relevant popular and trending content to foster engaged trust and authenticity with consumers.

Layer Two

Getting to Know You

What's happening? TikTok users are people first, customers second. Brands often only share at the surface level, not digging into the motivations, communities, and aesthetics that inspire impulse and long-term purchase decisions.

What's Next? When brands court their community, audiences open up. Tapping into identity and community unlocks new pathways for audiences to learn more about ourselves, our communities, and our favorite brands,

Trend Signals that score on TikTok.



@happyenchantedhome

1. Shoppable Community Aesthetics

Communities create collective community aesthetics that influence purchases and life ideals.

TikTok communities are becoming integral to users' lifestyles, from how #cozygamers clean their seasonal setups to how #softgirls do their makeup.

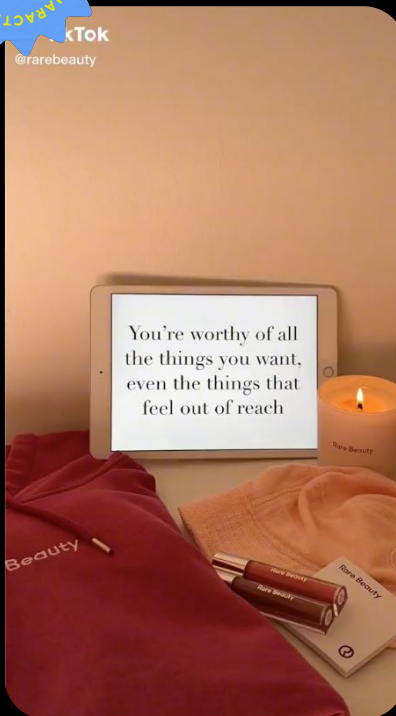
31% of TikTok users buy to fit in with friends, community, or because everyone is talking about it.¹

Takeaway for brands: Audiences are requiring brands to build relevance with their online communities by playing with relevant trends and conversations.

#CottageCore² (12.4B vv)

#CozyGamer² (547.4M vv)

#AnimeFoods² (8.1M vv)



@rarebeauty

2. Little Luxe

TikTok users highlight how they reward themselves at any budget level, making indulgence feel accessible and attainable for everyone.

We see this come to life through things like tinned fish and golden hour coffees, enabling everyone to feel like "that girl" in everyday moments.

41% of TikTok users are making purchases that spark joy.¹

Takeaway for brands: Explore how your products can unlock little luxuries through ornate packaging, high quality ingredients, and calming asmr videos.

#ThatGirl² (9.6B vv)

#EverydayLuxury² (5.9M vv)

#GoldenHour² (3.2B vv)



@bethwainwrightt

3. All Access Shopping

Our platform provides opportunities for brands, sellers and creators to meaningfully connect with their community and drive business results through a native shopping experience.

Shopping on TikTok is a safe, engaging and entertaining experience where shoppers can discover and engage with products they love.

60% of TikTok users feel communities on TikTok are supportive and inclusive.³

Takeaway for brands: This is an all-access community where gushing about your recent purchases is encouraged, and no gatekeeping is allowed.

#ShoppingHaul² (10.2b vv)

#ShopWithMe² (4.3b vv)

#ComeWithMe² (1.3B vv)

Source 1: TikTok Marketing Science Global Ecommerce Study 2022, conducted by Material

Source 2: TikTok Internal Data, Global, June 2023

Source 3: TikTok Marketing Science Global Diversity on TikTok Study 2022, conducted by Flamingo Group

How to Get in On the Action

Case Study Spotlight



e.l.f. Cosmetics Gamers Greatest Talent

Approach: e.l.f. Cosmetics and Enthusiast Gaming partnered with TikTok on a **Branded Hashtag Challenge** to invite gamers of all kinds to showcase their incredible talents for a chance to win a \$25,000 grand prize and appear on the TikTok Gamers Greatest Talent & Luminosity live show.

2.5M video creations

11K participation applications

9B video views on hashtag page

Patrick O'Keefe, VP, Integrated MarComms, e.l.f. Cosmetics: "TikTok's Gamers Greatest Talent marked our first foray into connecting with the TikTok gaming creator community, and it was the perfect platform to further immerse e.l.f. into gaming... I would 1000% recommend TikTok and activations like this to all brands looking to ignite a connection with the community."



Get to Know Your Audience

1

Know your people:

Every community has its own seasons, lingo, and interests. Study these nuances to understand how to be an active and engaged community member.

2

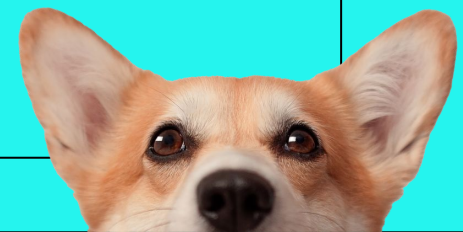
Make your friends happy:

Create luxurious moments that spark joy, whether it's ornate packaging with perfect corners that feel just right or ASMR unboxings that tickle the brain to keep customers wanting more.

3

Show something new:

Unveil access to exclusive behind-the-scenes content or deals to reward audiences for being part of your community.



Creative Solutions

Inspiration

- **Creative Code: TikTok First**
Content on TikTok should feel TikTok first. Ensure your video is in the standard 9:16 ratio and you're utilizing TikTok's creative tools and editing.

Production

- **TikTok Creator Marketplace**
The official platform for brand and creator collaborations on TikTok allows brands and agencies to search over 800,000 qualified creators with different storytelling styles, and within different key communities

Strategic Tools

Create Personalized Paths to Purchase:

- Leverage **Video Shopping Ads with retargeting** to connect with a specific community of shoppers to drive repeat purchases.

Creating a trusted and seamless shopping experience:

- Make luxury accessible with shoppable video and products that can be found right on your TikTok profile with **TikTok Shop**
- Drive effortless shopping with **Shoppable Videos** and **Showcase Tab**, allowing customers to shop directly from your in-feed videos to your Tiktok shop
- Create an all-access shopping experience with **LIVE Shopping**, showcasing your products in real-time live moments with the community

LAYER THREE

Growing Together

What's happening? It's easy to get lost in the instant gratification of product "sell out", "virality," and "hype".

While TikTok is a catalyst for these moments, the real shopping magic is in the sustained fidelity established through our platform, which keeps products selling out and has customers begging for more.

What's Next? The best relationships grow stronger over time.

Positive customer satisfaction, repeat purchases, and organic word-of-mouth lead to sustained brand growth. Paired with enhancing demo tools like AR, LIVE, and TikTok Shop, consumers can feel closer to the products and brands they love.

Even **two weeks later**, TikTok drives higher spontaneous recall for brands.¹



Trend Signals that score on TikTok.

1. Try This at Home, Digitally

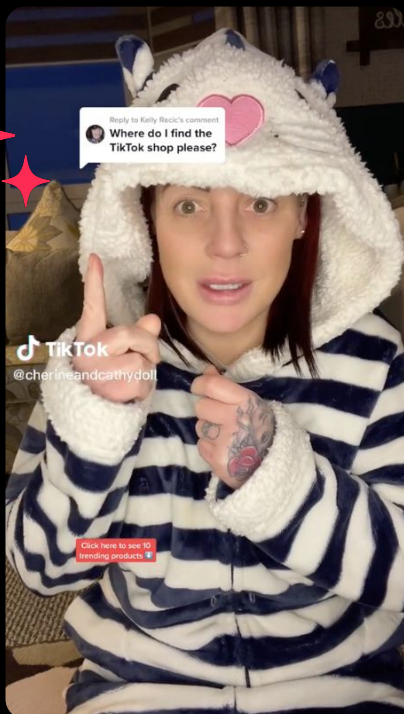
Our platform offers creative and strategic tools that merge in-person and online shopping experiences for brands.

In-depth reviews and interactive AR filters, make shopping feel more intimate and immersive, enabling brands to engage with customers from new perspectives, share in-depth product details, and unlock new brand connections.

Users are:

1.2x more likely to buy from the same retailer again when TikTok is part of the purchase journey.²

Takeaway for brands: Create content that feels immersive for audiences through engaging storytelling and enhanced tools to increase product knowledge and purchase confidence.



@cherineandcathydoll

Relevant Hashtags³

#TryOnHaul (6.1B vv)

#BehindTheScenes (60.1 B vv)

#TikTokShop (102.6B vv)

2. Customer-to-Creator Pipeline

On TikTok, any customer can become a Creator.

This unique feature of our platform gives brands a chance to convert customers into passionate advocates by showcasing product features, sustainability practices, and more.

49% of TikTok users create a post about a product/brand they purchased from (2x more likely vs. other platform users)⁴

Takeaway for brands: By inspiring authentic content creation and excitement among viewers, brands can encourage audiences to try out products for themselves and spark more content creation cycles.



@percosmetics

Relevant Hashtags³

#NotSponsored (809.5M vv)

#TikTokMadeMeBuyIt (50.6B vv)

#UGC (1.3B vv)

Source 1: TikTok Marketing Science US Brand Building Study 2022, conducted by DIRT

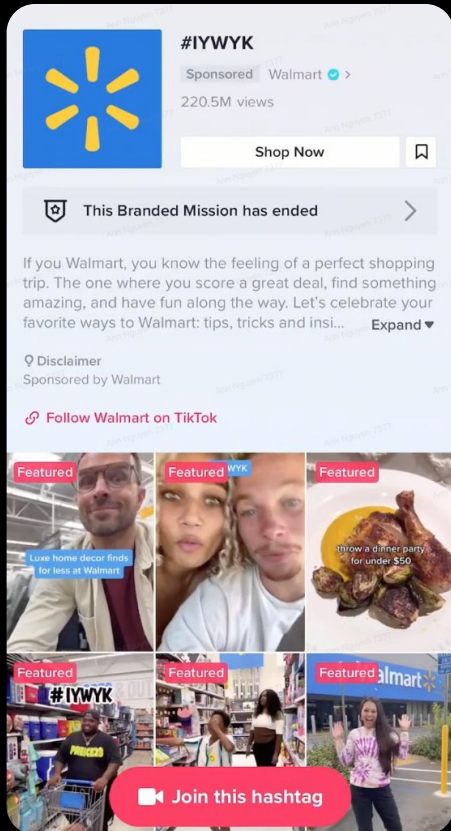
Source 2: TikTok Marketing Science US eCommerce Vertical Research 2022, conducted by Material

Source 3: TikTok Internal Data, Global, June 2023

Source 4: TikTok Marketing Science Global Ecommerce Study 2022, conducted by Material

How to Get in On the Action

Case Study Spotlight



Walmart #IYWYK

Approach: Walmart employed co-creation solutions, including **TopView** and **Branded Mission**, allowing TikTok creators to show how they "Walmart" by sharing the tips, tricks, and hacks only Walmart shoppers would know. By partnering with TikTok creators, Walmart communicated the value of shopping at their store authentically and engagingly.

700+ Creator-produced videos with a rousing **20% engagement rate**
30M campaign impressions
2M clicks to the hashtag challenge page

Amanda Mulligan, Director of Brand Social, Walmart:

"There's power in creator advocacy. The Branded Mission enabled us to crowdsource relevant and authentic creator content at scale and promote our brand value through the trusted voices of our customers."

NICE

Drive Intent and Repeat Purchases

1

DTC on your FYP:

Going LIVE with in-depth product demonstrations allows customers to see the product in action and in real time to instill shopper confidence.

2

Ask your team:

Train more teams internally to consider and champion different perspectives of your brand. These perspectives can unlock new ways to inspire customers into your community.

3

Social listening:

Audiences stay talking on TikTok, whether they're mentioning your brand, your competition, or your aspirations. Lean into what your core audience is saying to inform your strategy.

Creative Solutions

Inspiration

- Creative Center**

In addition to tracking emerging hashtags, Creative Center is also home to a Creators hub where one can explore diverse content inspiration from top Creators.

Production

- TikTok Creative Exchange**

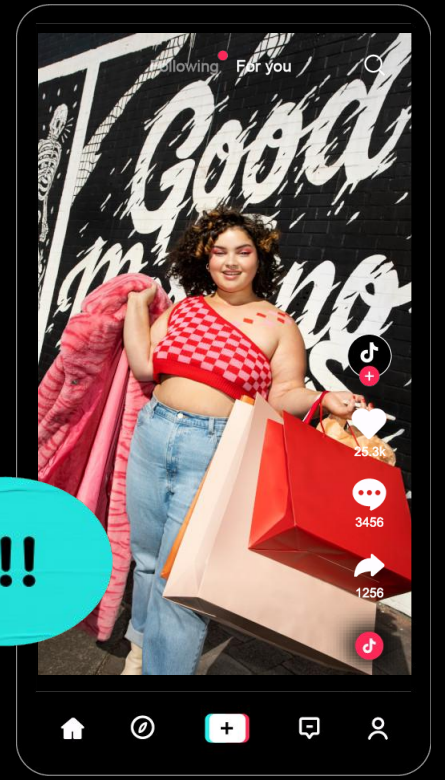
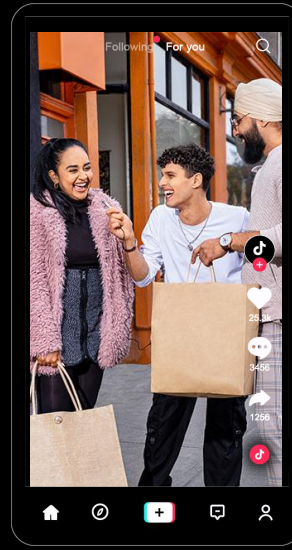
Try our end-to-end partner support for video ad creative production. Advertisers get paired with a creative partner to produce all the ad creatives they need to tell their story.

Strategic Tools

Turn Customers into Creators with TikTok's Suite of Solutions:

- Embrace the power of **Video Shopping Ads** and **Spark Ads** on TikTok to amplify content from creators who showcase your products, or your own organic video.
- Elevate shopping with **Video Shopping Ads** and **Interactive Add-Ons**. Transform user's shopping experiences with engaging pop-ups like gift codes, countdowns, and pop-out showcases to drive engagement
- Transform customers into advocates and collaborate with diverse creators using **TikTok's Branded Mission** and **Branded Effect**. Amplify your brand message, showcase product features, and more through the customer-to-creator pipeline, driving authentic engagement.

What's Next Shopper Trends: Shopping List



It's a Match

Relatable creators and attention-grabbing storytelling are the keys to finding your brand's ideal audience.

Key Trend Signals

Trust the FYProcess
Being honest and sharing real experiences helps build trust and intrigue to try new products/services.

Answered by TikTok
People use TikTok to start conversations in their community and find unique answers to satisfy their every curiosity.

Creative Solutions

- [Creative Center](#)
- [CapCut](#)
- [Smart Creative](#)

Strategic Tools

- [Video Shopping Ads](#)
- [Focused View](#)
- [TikTok Pulse](#)

Getting to Know You

Build the foundation of a friendship through personal identity & community to engender real value in your audience's lives.

Key Trend Signals

Shoppable Community Aesthetics
Communities create collective community aesthetics that influence purchases and life ideals.

Little Luxe
TikTok users highlight how they reward themselves at any budget level, making indulgence feel accessible and attainable for everyone.

All Access Shopping
Our platform brings fosters brand conversations and interactive shopping experiences by connecting Creators with like-minded communities.

Creative Solutions

- [TikTok First](#)
- [TikTok Creator Marketplace](#)

Strategic Tools

- [Video Shopping Ads w/ Retargeting](#)
- [TikTok Shop](#)
- [Product Links](#)
- [LIVE Shopping](#)

Growing Together

Drive user intent and brand loyalty by repeatedly making the shopping experience more fun.

Key Trend Signals

Try This at Home, Digitally
Our platform offers creative and strategic tools that merge in-person and online shopping experiences for brands.

Customer to Creator Pipeline
On TikTok, any customer can become a Creator.

Creative Solutions

- [Creative Center](#)
- [TikTok Creative Exchange](#)

Strategic Tools

- [Video Shopping Ads w/ Spark Ads](#)
- [Video Shopping Ads w/ Interactive Add-Ons](#)
- [Branded Mission](#)
- [Branded Effect](#)



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