

🎵 TikTok
**What's
Next** 2024
Shopping Trend Report



BENDING REALITY

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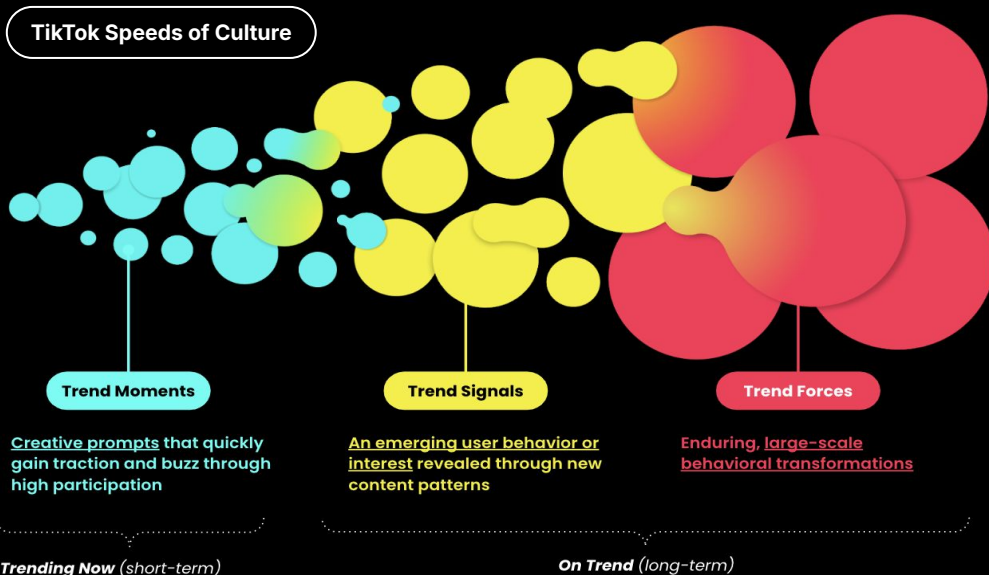
Our Trend Methodology

Why TikTok Trends?

TikTok trends emerge directly from our community, both reflecting and shaping culture. Trends are the context, language, and formats that enhance understanding and contribution to TikTok's unique creative fabric.

TLDR; Use trends to make more creative that resonates; we got you!

We define trends based on their impact and lifespan, and through our [Speeds of Culture methodology](#), we make a key distinction between what's trending now (in the short-term) vs. being on-trend (in the long-term) to equip creative campaigns of all sizes.



» Curious what we predicted for 2024, last year?

Check out [What's Next 2024: In Action](#) as we highlight how brands are actively tapping into some of our biggest trend predictions + some bonus signals

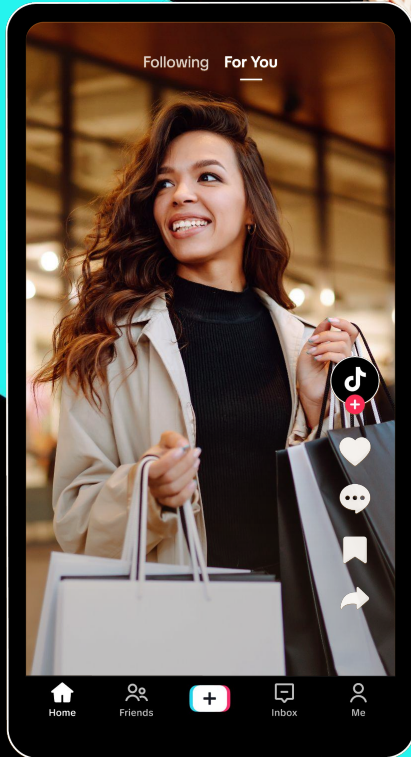
» Want to learn more about Trends?

- Check out our [Trend Dashboards](#) on the TikTok Creative Center
- Read our [Trend Reports](#) in the Trends Hub on the TikTok Creative Center

Research Methodology

This report is heavily supported by data from the Global TikTok Marketing Science team gathered across multiple third party commissioned research studies utilizing mixed methods approaches often including quantitative online surveys, exposure to stimuli in a mock TikTok environment, and/or advanced analytics. In this report, we've focused on studies from 2022 - 2024, which are most relevant, innovative, and speak to the larger trend forces at play in 2024.

Research Study	Markets	Source	Methodology
TikTok as a Discovery Engine	Brazil, Canada, Germany, Indonesia, Japan, Kingdom of Saudi Arabia, Mexico, Turkey, United Arab Emirates, United Kingdom, United States	TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023 conducted by Material	20-minute online survey, grounding respondents in their last discovery/search on TikTok and other platforms.
The Science of the TikTok Comment Section	United States, Canada, and United Kingdom	TikTok Marketing Science Global TikTok Comment Section via AYTM [US,UK,CA] April 2024. Base: TikTok 18+ users (n = 1,150)	9-minute online survey on AYTM.
Global Community Interaction	United States, United Kingdom, Brazil, Indonesia, Turkey, Japan	TikTok Marketing Science Global Community Interaction Study 2022 conducted by Material	A 15-minute online survey that includes a choice exercise (showing different brand profiles with varying follower sizes to measure impact).
Diversity Study	France, Germany, Italy, United Kingdom, United States	TikTok Marketing Science Global Diversity on TikTok Study 2022 conducted by Flamingo Group	Literature review to gain foundational definition of diversity, expert interviews to hypothesize how diversity works on TikTok, in-depth case study analysis to understand how brands can participate in it, quantitative survey with 2500 TikTok users
TikTok Made Me "Blank" It	United States	TikTok Marketing Science US TikTok Made Me "Blank" It Research 2022, conducted by Marketcast; Base: TikTok Users who watched Financial Content (n=449)	Phase 1 [qualitative interviews]: Qualitative Interviews 90-minute interviews via Zoom. Phase 2 [quantitative survey]: 20-minute online survey.
AI Attitudes & Perceptions	United States	TikTok Marketing Science AI Attitudes & Perceptions Survey via AYTM, November 2023. Base: US TikTok MAUs aged 18+ (n=600) vs. Non-Users 18+ (n = 400)	7-9 minute online survey on AYTM.
US Ad Placement	United States	Source: TikTok Marketing Science US Ad Placement 2022 conducted by Material	15-minute online survey. Engagement with qualifying verticals: apparel, personal care, and tech



Let's get shopping!

What's in store:

- 1 **Trend Signals** from the TikTok community that are reshaping **consumer spending habits**
- 2 **Creative strategies and solutions** to get you started
- 3 **Case studies** and **brand examples** across a wide variety of regions and verticals

Our approach to **shopping** trends is rooted in *what's next* in **culture**



What's Next in **Culture** Creative Bravery

Creative content that breaks through, reaching new peaks in curiosity, unhinged storytelling, and bridging the trust gap between marketers and audiences

What's Next in **Shopping:** Bending Reality

Shoppers are elevating their spending habits and using TikTok to **bend their reality**, adapting to evolving needs for joy, community, and trust



What's Happening

Contending with economic uncertainty, rising inflation, and a sudden shift to online commerce, shoppers upleveled their spending habits to be more mindful, effective, and strategic.

What's Next: Bending Reality

We're approaching a critical time where we're no longer reacting to reality, but instead, reshaping it



BENDING REALITY

We're approaching a critical time where we're no longer reacting to reality, but instead, reshaping it.

Whereas forecasters in the economy, science, and politics continue to be tossed around by the instability of prediction, shoppers are optimists, willing their own opportunities. In the past, consumers reacted with spending motivated by revenge and doom - using our wallets to buy back the time and memories we lost on the outfits we could've worn, or experiences we could've had. Now, consumers are loud budgeting, adopting fun-flation, and building buy-it-for-life communities, willing our own opportunities, and bending our reality, no matter our wallet size.

Marketer Takeaway

As consumers take more control over their lives, it's crucial for brands to step up and support the overstimulated shopper. TikTok offers a glimpse into what's important to shoppers now – the new emotions, communities, and relationships.



Bending Reality

Bending Emotions

Consumers seek out brands that recognize their yearning for joy and control in a world bombarded by overwhelming selling.

Key Trend Signals

❤️ Brandship

✨ Glimmers

🏃 Newstalgia

Bending Communities

Communities are becoming a new form of self-care, bending bridges of belonging to soothe feelings of loneliness.

Key Trend Signals

📅 Buy it for Life

🏙️ Community Convergence

🌐 Shopping Across Borders

Bending Relationships

Marketers are bending one-way brand/consumer relationships with heightened collaboration and transparency.

Key Trend Signals

💬 Comments to Concept

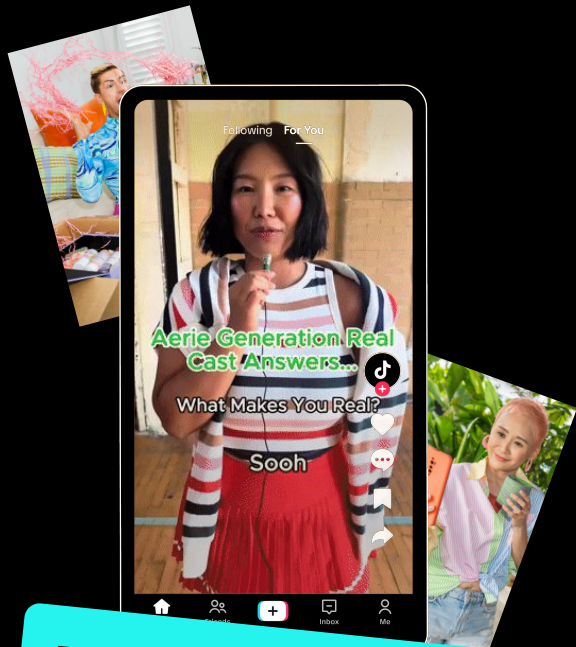
👉 AI Eases Everyday

🔍 Looking for Advice in Finance

BENDING EMOTIONS

Consumers seek out brands *bending* their yearning for joy into shopping that offers relief from an overwhelming sales market.





TikTok users are **5.2x more likely** to say TikTok is the best platform to connect with brands (vs other social/video platforms)

» Trend Signal 1

Brandship

Brands are going beyond the value of a product, to the values that build friendship-like bonds with consumers

Shoppers are more selective of their spending, opting for brands that they trust, and that align with their values. On TikTok, brands are building deep-seated customer loyalty through ongoing actions and content that reflects their brand values in-between flashy campaigns. Through an always engaged strategy, brands can signal to audiences what makes them unique - developing reusable packaging, highlighting beauty diversity, etc.

Trending Now #Neurodivergent

The neurodivergent community on TikTok shares stories, educates, and advocates, creating a supportive, inclusive space that enhances visibility and understanding.

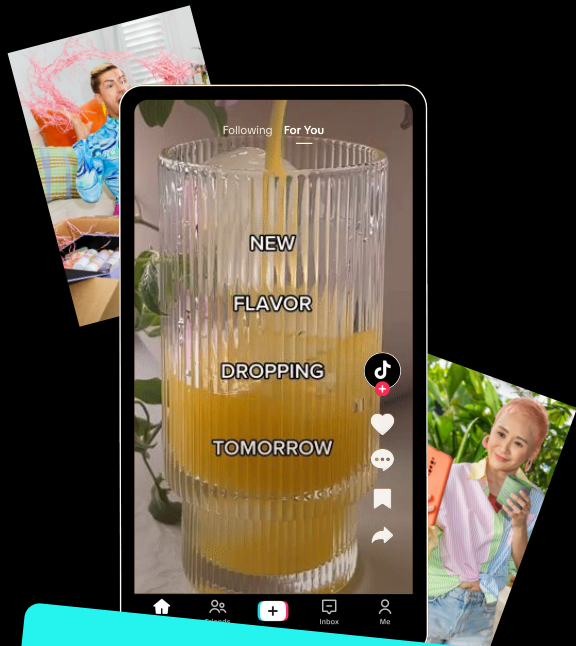
Brand Action Drive Loyalty

Brand values are not static. Develop brand values alongside your community to build deeper customer loyalty over time.

Power Play Creative Challenge

Creative Challenge enables brands to set content guidelines while creators produce tailored content that aligns with both the brand's goals and their own creative style.

Source: TikTok Marketing Science Global TikTok Comment Section via AYTM [US,UK,CA] April 2024. Base: TikTok 18+ users [Q7] (n = 1,150)



TikTok positively shifts **42% of user mindsets**, and users are **1.4x more joyful/inspired** than on other platforms

» Trend Signal 2

Glimmers

Mood boosting shopping lessens the weight of turbulent reality

Combating high reported levels of loneliness among adults, TikTok is where mood boosting entertainment, shopping, and community collide. Our community embraces a lighthearted and hopeful approach as they share moments of joy and highlight brands that contribute to these positive glimmers through moments of calm, exciting in-person surprises, and little treats!

Trending Now #Hopecore

Coined by the TikTok community, hopecore shares positive, hopeful messages, aesthetics, and human stories to inspire and uplift people.

Brand Action Drive In-Store

Interacting with consumers in-store and in real life inspires authentic stories of discovery, joy, and togetherness.

Power Play Video Shopping Ads

80% of Video Shopping Ads placements showcase incremental foot traffic in-store, leverage VSA to share and inspire more stories of genuine brand interaction.

Source: US TikTok Retail Campaigns Oct 2022 - Aug 2023



Over 1 in 2 users follow brand accounts on TikTok for reasons related to belonging & connection

» Trend Signal 3

Newstalgia

Blending nostalgia with new contexts bridges generations, bringing back old trends to a new audience

In a hyper-speed digital landscape where we have access to (nearly) everything, digital natives are reverently referencing the past, yearning for familiarity to build a digiscape grounded in belonging. Heritage brands are referencing old campaigns, consumers of all ages are diving back into the sweet life with nostalgic candy salads and recipes are being reimaged by a new generation—we're bringing back the past, and sometimes with a modernized twist.

Trending Now #RetroGaming

The retro gaming trend is reviving classic games and consoles, appealing to both nostalgic players and a new generation of gamers.

Brand Action Refreshing

Leverage Newstalgia to bridge the gap between old and new communities, expanding your brand's reach to a fresh audience.

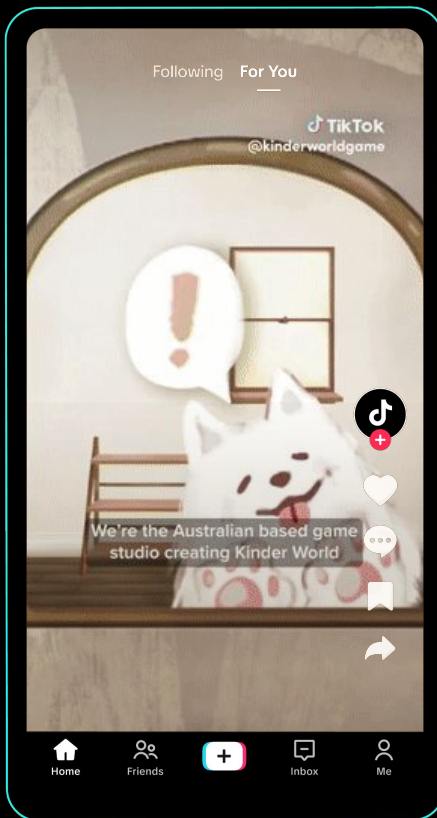
Power Play Symphony Assistant

Use Symphony Assistant's powerful AI to reimagine your brand with the playful perspective of nostalgia or childlike curiosity.

CASE STUDY

Kinder World (AUS - Gaming)

Kinder World, a mental wellbeing and gaming app often showcases brand values such as being pro-LGBTQIA+ through their videos and in-game content. Kinder World uses a combination of **organic and paid** acquisition strategies to drive more app installs. Through solutions like **Spark Ads** set up with the **App Install objective**, they were able to amplify selected well-performing organic content to maximize user engagement and boost the likelihood of users converting into players.



242M



impressions

44%

conversion rate

77K

conversion
(app installs)

BENDING COMMUNITIES

Communities are becoming a new form of self-care, *bending* bridges of belonging to soothe feelings of loneliness.



» Trend Signal 1

Buy it for Life

Shoppers are leaning on the community to inform higher spending decisions

Consumers are weary and tired of low quality one-and-done products in an oversaturated market of fast fads and dupes. Conscious consumers are trading “viral” for value and turning to TikTok as a trusted shopping companion for higher-end purchase decisions, from clothing to cars. Backed by personal experience, creators on TikTok are sharing capsule wardrobe guides, home investment pieces, and tips for second-hand cycling of luxury items from trusted brands for more sustainable shopping - spending more on durable, high quality items, to buy less.

Trending Now #men

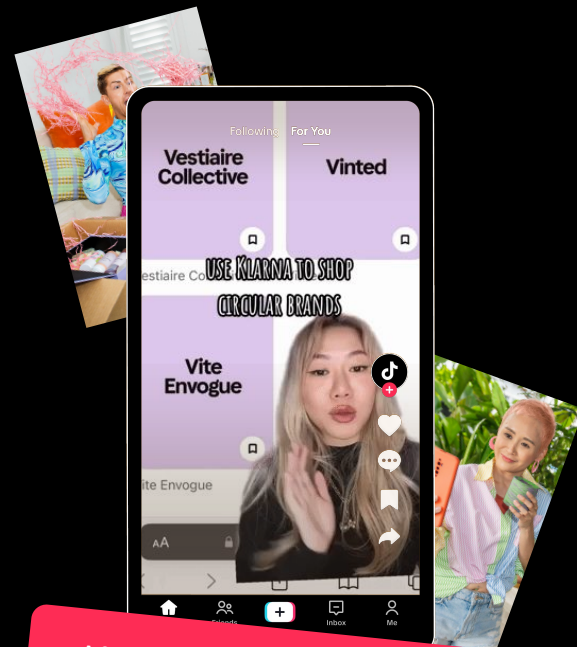
Brands are reaching male shoppers through the #bifl community, appealing to their preference for quality and durability over fleeting trends.

Brand Action New Customers

Highlight honest creator reviews, even the not so positive, to share trusted recommendations that build new consumer confidence.

Power Play TikTok Shop Affiliate

Turn loyal customers into TikTok affiliates, earning commissions by sharing their genuine product experiences.



After discovering something on TikTok, 45% users continued searching for more information on the platform.

Source: TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material

» Trend Signal 2

Community Convergence

Community curiosities are expanding, and so should brands

Consumers are breaking free from traditional demographics and embracing multifaceted identities within TikTok's vibrant communities. When these communities intersect, it's the dawn of a new hybrid culture, exchanging and blending unique traits. Brands are following suit, collaborating across verticals, global and local businesses, and luxury with accessible retail uniting to bridge generational and market divides, sparking dynamic partnerships on TikTok.

Trending Now Bridging Generations

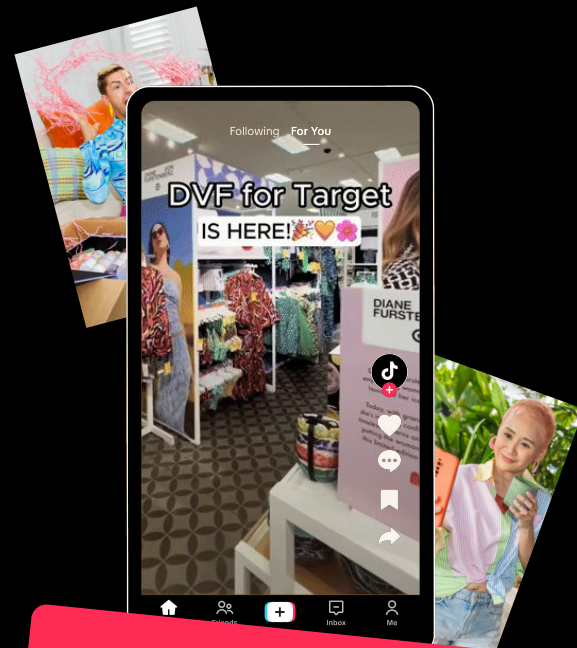
TikTok connects diverse age groups through shared creative content, like parents dancing to '80s and '90s hits.

Brand Action Product Launch

Launch alongside a pre-established voice/brand in your target audience for organic credibility during a product launch.

Power Play Creator Marketplace

Unlock trusted creators within a specific community with Creator Marketplace for deeper audience resonance.



TikTok users are **4x more likely** to say TikTok is the best platform for being a part of the community

Source: TikTok Marketing Science Global TikTok; Comment Section via AYTm [US,UK,CA] April 2024; Base: TikTok 18+ users [Q7] (n = 1,150)

» Trend Signal 3

Shopping Across Borders

TikTok users are curious about what's trending in other regions too, unlocking greater cross market potential

The ease of international shopping has piqued new global interest from consumers. The TikTok community shares what's trending in other countries based on their travels, heritage, and unique expertise. Giving a review in English of their favorite Japanese eyeliner or exercising color theory terms popularized in South Korea consumers are adapting global elements into their every day and community, seamlessly.

Trending Now #travelitinerary

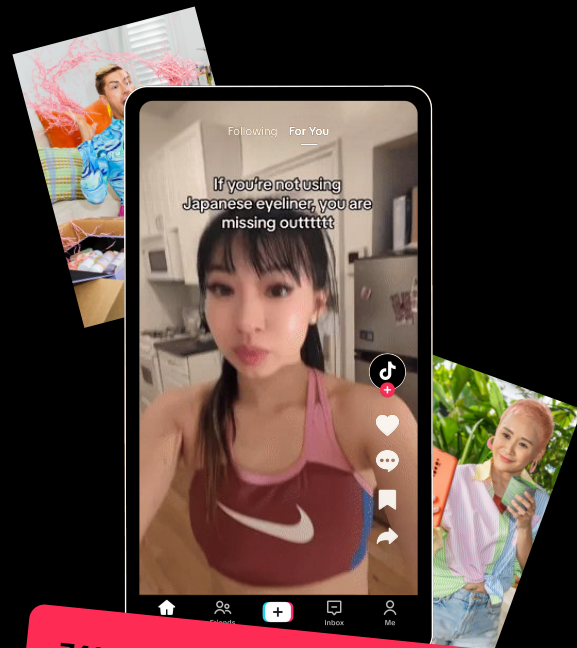
TikTok has become a hub for sharing travel itineraries, with top recommendations, including specialty items to buy while abroad.

Brand Action New Customers

Leverage TikTok's global audience to expand sales into new markets or strengthen cross-promotion in existing ones.

Power Play TikTok Shop Ads

Establish a TikTok Shop to convert organic content into shoppable videos, and utilize solutions like Shop Ads to boost sales.



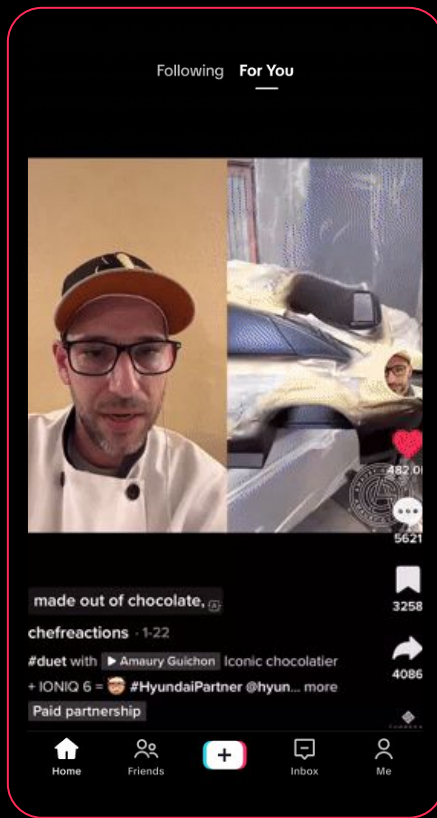
74% of TikTok users feel TikTok connects them with people from different backgrounds and cultures around the world

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

CASE STUDY

Hyundai (US- Auto)

Hyundai leaned heavily into the storytelling strengths of the creators they chose, which helped the videos take off and garner engagement from their respective communities. They collaborated with creators such as @zeth, @amauryguichon, and @chefreactions to develop content that prominently featured the IONIQ 6. The creators skillfully integrated the car into their content, delivering engaging narratives.



242M



impressions

+13%

ad recall lift

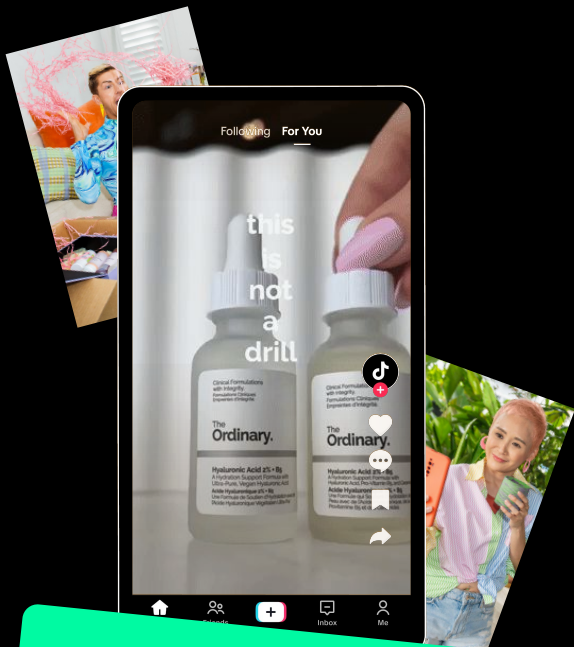
+3.5%

ad awareness lift

BENDING RELATIONSHIPS

Marketers are bending one-way brand/consumer relationships with heightened collaboration and transparency.





68% of TikTok users say brands should use the comment section to better understand their customers

» Trend Signal 1

Comments to Concept

Brands that invite customers into the development process are developing stronger bonds

As users share their open and honest reviews, strategic brands are closely listening and adapting real-time feedback into new product formulations and consumer engagement touchpoints. From The Ordinary to indie makeup brand Adriana Nicole Cosmetics, these brands are directly responding to user's TikTok comments and concerns with new product SKUs and ideas, amplifying community voices.

Trending Now #LoveYourInsecurities

TikTok fosters a safe space for sharing and embracing insecurities, inspiring brand initiatives and products.

Brand Action Product Launch

Build collaboratively and transparently alongside your community to co-create a product and launch a campaign with a built-in audience.

Power Play LIVE Shopping

LIVE shopping offers a unique chance to interact with customers in real time, addressing their most pressing questions and forging meaningful connections.

Source: TikTok Marketing Science Global TikTok Comment Section via AYTM [US,UK,CA] April 2024. Base: TikTok 18+ users [Q7] (n = 1,150)



More than half (57%) of TikTok users are interested in AI tools and solutions

» Trend Signal 2

AI Eases Everyday

Brands and consumers are actively experimenting with AI to resolve decision fatigue in the shopping process

AI's untapped potential is often met with trepidation due to a lack of familiarity. However, this reluctance is being steadily eclipsed by a growing wave of exploration, as our community and brands dive into AI's possibilities and share their findings on TikTok. TikTok has become a place where people are sharing their tactical AI tips and creativity, from using AI to style an outfit to visualizing home renovation.

Trending Now #ArtificialIntelligence

TikTok users share fun and creative AI inspirations, from integrating it into daily tasks like choosing outfits or recipes, to enhancing shopping experiences for customers.

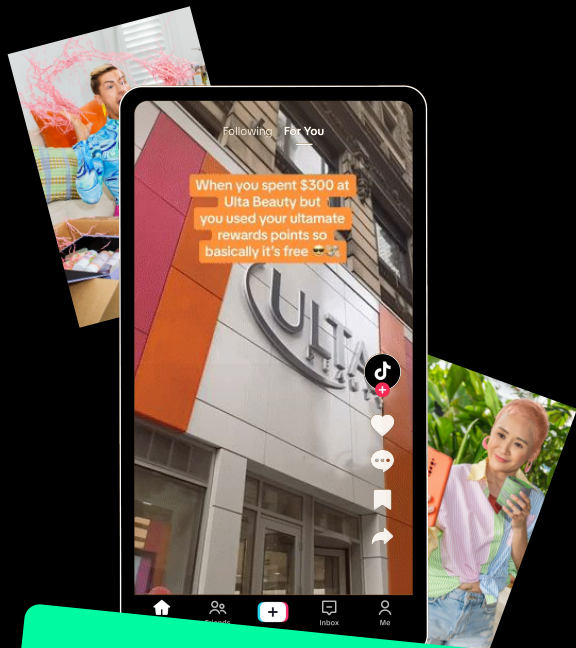
Brand Action App Installs

Leverage how new technology can bring shoppers closer to personalized shopping experiences powered by data, but inspired by human creativity.

Power Play Symphony Assistant

Utilize our AI powered Symphony Assistant to boost your creative strategy. From copy to trends, leverage its data-powered insights to unlock new storytelling dimensions.

Source: TikTok Marketing Science AI Attitudes & Perceptions Survey via AYTM, November 2023. Base: US TikTok MAUs aged 18+ (n=600) vs. Non-Users 18+ (n = 400)



42% of TikTok users who watched Financial Content clicked, did more research, or did a purchase/financial action

» Trend Signal 3

Looking for Advice in Finance

Consumers are talking about finances more casually

Money talk remains taboo in many other spaces, but on TikTok, our community comes together to ask, answer, and even find humor in talking openly about money. TikTok emphasizes comfort and relatability, going beyond financial education to create a sense of shared experience and actionable guidance that makes financial conversations like loud budgeting, girl math, and price transparency feel casual.

Trending Now #100EnvelopeChallenge

The trend makes saving money approachable by filling an envelope daily for 100 days, turning budgeting into a fun, viral activity.

Brand Action Generate Leads

Brand values are not static. Develop brand values alongside your community to build deeper customer loyalty over time.

Power Play Instant Forms

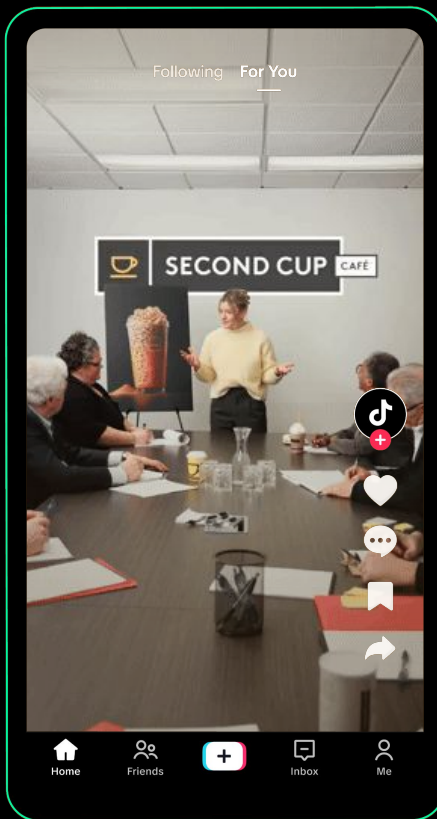
Turn tuned-in audiences into high-value customers. Capture leads directly in-app or redirect shoppers to an external landing page with Instant Forms.

Source: TikTok Marketing Science US TikTok Made Me "Blank" It Research 2022, conducted by Marketcast; Base: TikTok Users who watched Financial Content (n=449)

CASE STUDY

Second Cup (CA - QSR)

Second Cup, in partnership with Dreww, staged a stunt featuring unusual drinks. The twist? These concoctions were generated by Chat GPT. To meet their objectives, they used Spark Ads, leveraging organic TikTok posts as ads to build trust and boost customer retention. The comments section buzzed with an engaged audience debating the drinks' availability and voting on their favorites.



660K



impressions

934K

video views

476K

reach

Your Shopping List



OUR KEY FINDINGS

We're approaching a critical time where we're no longer reacting to reality, but instead, **bending reality**

» BENDING EMOTIONS

Consumers seek out brands **bending their yearning for joy** into shopping that offers relief from an overwhelming sales market.

Signal 1: Brandship

Brands are going beyond the value of a product, to the values of a brand

Signal 2: Glimmers

Shoppers are seeking mood boosting shopping lessens the weight of turbulent reality

Signal 3: Newstalgia

Blending nostalgia with new contexts bridges generations, bringing back old trends to a new audience

» BENDING COMMUNITIES

Communities are becoming a new form of self-care, **bending bridges of belonging** to soothe feelings of loneliness.

Signal 1: Buy it for Life

Shoppers are leaning on the community to inform higher spending decisions

Signal 2: Community Convergence

Surprising brand partnerships are bridging audiences across unlikely communities

Signal 3: Shopping Across Borders

TikTok shoppers are curious about what's trending in other regions too, unlocking greater cross market potential

» BENDING EMOTIONS

Marketers are **bending one-way brand/consumer relationships** with heightened collaboration and transparency.

Signal 1: Comments to Concept

Brands that invite customers into the development process are developing stronger bonds

Signal 2: AI Eases Everyday

Brands and consumers are actively experimenting with AI to resolve decision fatigue in the shopping process

Signal 3: Looking for Advice in Finance

Consumers are talking about finances more casually

Thank You

