

 TikTok

What's

Next

2024

In Action

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WHAT'S NEXT 2024 TRENDS *IN ACTION*

Brands and creators continue to elevate their mindset of Creative Bravery to new heights.

At the end of 2023, we released TikTok's [What's Next 2024 Trend Report](#), our annual predictions for the biggest trends and cultural moments for the year ahead. Now that we're well into the year, we wanted to check in. So, how'd we do? In **What's Next 2024: In Action**, we'll demonstrate how these trends grew and evolved through brand and creator success stories. From curiosities sparked by global behaviors and unpredictable storytelling to deep-seated loyalty built on listening and learning alongside your community, we've continued to witness how breakthrough content unlocks greater return on creative for businesses.

On TikTok, creative is the most valuable variable, and it's fundamental to capturing and maintaining our community's attention. Our audiences are used to seeing fresh creative every time they open TikTok, rarely seeing the same content twice, so it takes guts (and some guidance) to creatively evolve as fast as they do. As the contextual fuel to long-term resonance, trends unlock the types of value you can provide your community, spark ideas to enhance the variety of content you produce, and deliver greater relevance with your audience.

As you'll remember from What's Next 2024, our trends look at popular behaviors observed over a longer stretch of time. Because the trends we track expand and evolve, we can always seek out new ways (and examples) for how they come to life both on TikTok and in culture. These Trend Signals may last months and even years, so marketers can leverage these trends as the foundation for their content.

Now, let's get into how we did and introduce three new bonus trends!



Trend Force 1

CURIOSITY PEAKED

Hyper-relevant, delightful, and useful content that piques every curiosity, even the ones you didn't know you had.



» Trend Signal 1

Serendipitous Scrolling



Our What's Next '24 Prediction:

Discovery that's no longer just built on data, but is now more immersive and dynamic than ever, powered by entertaining inspiration from creators and brands.

👁️ What We're Seeing Now:

Within seconds of watching TikTok creators' content, it's easy to see their superpower: harnessing our community's attention. Whether it be a product like exciting **blind unboxings** or amping up an ordinary hobby by creating **recipes with original rap lyrics to match**, creators' content continues to inspire action. Even if users' scrolling session starts out as passive, how naturally tuned-in they are to TikTok drives them to comment, research, purchase, and create themselves.

45%

After discovering something on TikTok, 45% of TikTok users continued searching for more information on the platform¹

#blindbox

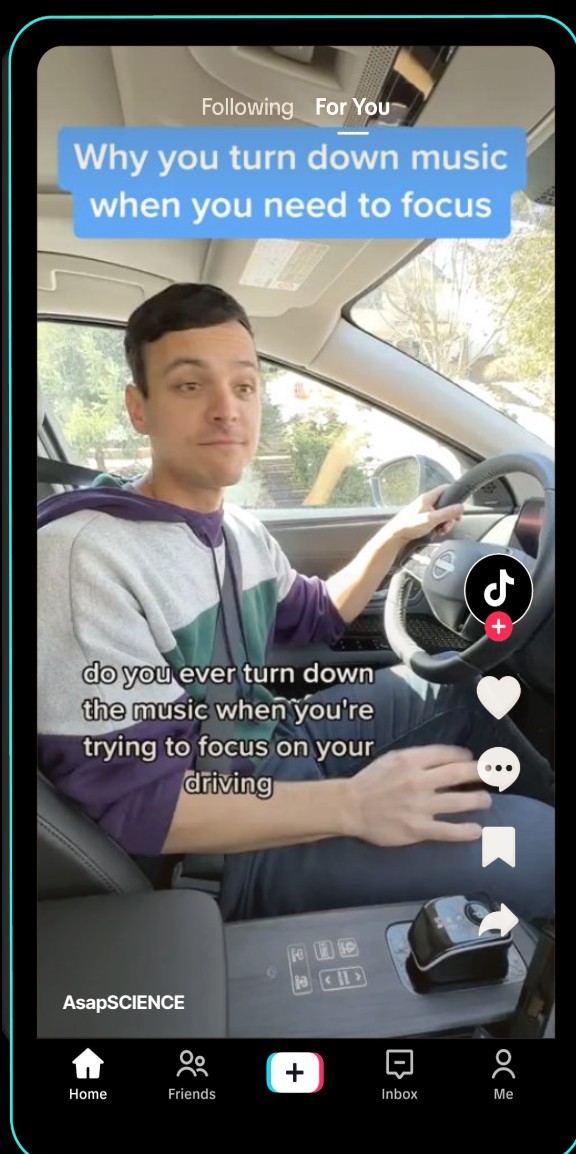
303.6K posts²

#tiktokmademedoit

417.4K posts²

#tiktokmademetryit

25.4K posts²



» **Nissan** partnered with STEM creator **@AsapSCIENCE** to build awareness for their new Nissan ARIYA, providing educational value to the TikTok community.

Marketer Takeaway:

Share what makes your business or product unique. By tapping into brand quirks and developing content that resonates with various TikTok communities, you'll inspire discovery and drive action you won't see anywhere else.

¹TikTok Marketing Science Global TikTok as a Discovery Engine Study 2023, conducted by Material

²TikTok Internal Data, Global, June 2024.

» Trend Signal 2

Entertainment Without Borders



Our What's Next '24 Prediction:

Global camaraderie and communities with diverse interests are unlocking new channels for entertainment and influence.

👁️ What We're Seeing Now:

What do **musical icons' world tours**, **masterful Japanese chefs**, and **Indian pre-wedding celebrations** have in common? Even across geographical borders, you can find them on TikTok. As our global platform continues to **narrow the gaps** between "here" and "there," we're also seeing the same bridges formed between different generations. **Grandkids post videos with their grandparents**, kids ask their parents to **show off the dance moves of their day**, and teens test out their **make-up expertise on their family members**. Watching how users separated by miles, decades, or both seamlessly come together on TikTok really speaks to the cultural diversity and inclusivity of our platform.

56%

56% of TikTok users feel that storytelling is the most inclusive on TikTok¹

#tiktokgrandparents

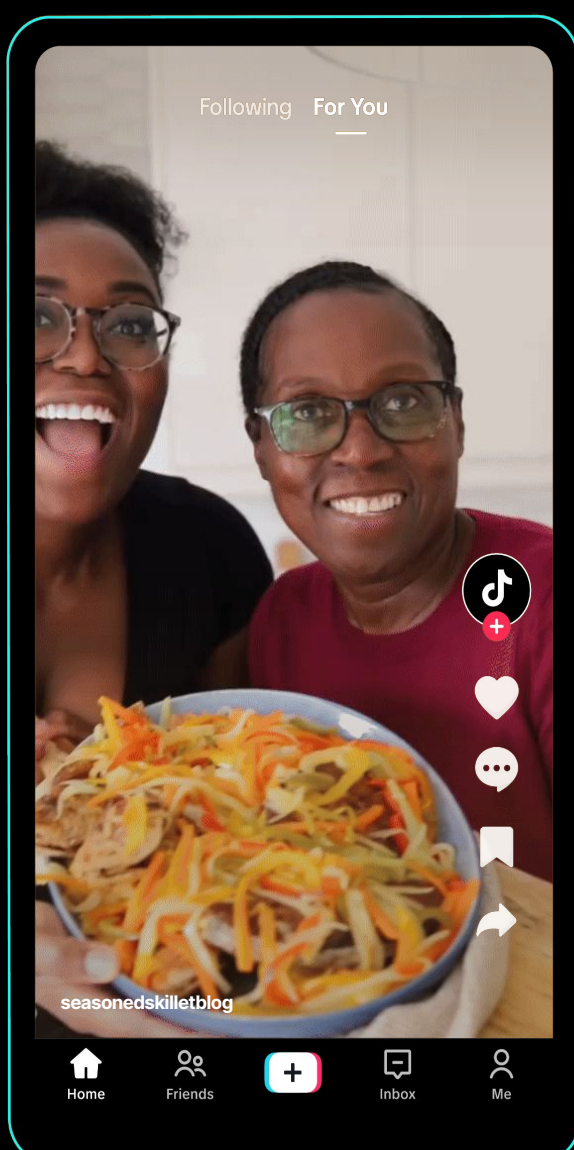
309.1K posts²

#parentsoftiktok

1.9M posts²

#familyrecipe

439.7K posts²



» In partnership with **Tasty**, TikTok creator **@seasoned.skillet** and her mother joined forces to share the secrets of a cherished Jamaican dish, lovingly passed down through generations.

Marketer Takeaway:

Brands should continue to spotlight any distinctive aspects of their cultural origin stories, but also create points of connection for families by empowering them to spend playful, meaningful time together on and off TikTok.

¹TikTok Marketing Science Global Diversity on TikTok 2022 conducted by Flamingo Group (n=2,500)

²TikTok Internal Data, Global, June 2024.

» *NEW* Trend Signal 3

From Hi to Audi-lo



What's Happening:

Licensing restrictions continue to be a barrier for brands wanting to use trending, high-quality sounds on TikTok.

What's Next:

As one of the core pillars of our platform, sound on TikTok is a universal language that connects our global audience to creators and brands alike. From aspiring artists putting **their own style on familiar tunes**, to brave creators using music to **share their stories** and **ignite action**, TikTok audiences have found creative ways to experiment with music and sound. We also see communities remixing **premium audio in lo-fi ways**, putting unexpected, **often-comical spins on sounds** and giving brands fresh ideas of how to participate in trending moments.

YAASS

88%

of TikTok users say sound is vital to the TikTok experience¹

I Think I Like This Little Life by Cordelia

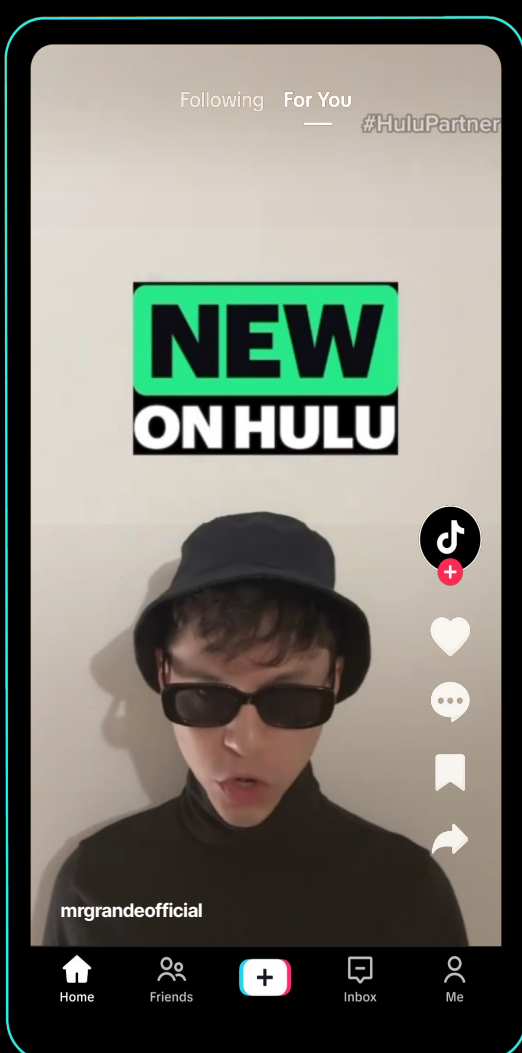
1.1M posts²

She Was A Fairy

104.5K posts²

Dance You Outta My Head by Cat Janice

3.5M posts²



Hulu is available in the U.S. only. Subscription required. Terms apply.

» **Hulu** tapped into the power of sound when they enlisted rap recap master, creator **@mrgrandeofficial** to reveal what's #NewOnHulu for this past March. Spoiler: he ate and left no crumbs.

Marketer Takeaway:

Brands should learn from how creators reinvent trending sounds to make sonic trends accessible to them. Make any trending song your brand's own by doing anything from singing, to speaking, to parodizing the original in your own way.

¹TikTok Marketing Science US Cross-Platform Sound Research 2021 conducted by Kantar

²TikTok Internal Data, Global, June 2024.

Take Action with these Solutions

Monitor **Trends** or **Top Ads** on **TikTok Creative Center** to get inspired and explore what's sparking curiosity right now on TikTok.

Find your perfect creator solutions via the **TikTok Creator Marketplace** on **TikTok One**, a space where efficiency meets innovation. Partner with creators for branded content or ad creative at scale, tapping into content that speaks to communities worldwide.

Empower marketers to bring their brand personalities to life through the power of music and sound with the **Commercial Music Library** & **Badged Sound Partners**. To take it one step further, try our AI-generated music feature on **TikTok Video Editor** to produce audio tailor-made for your content.



Trend Force 2

STORYTELLING UNHINGED

On TikTok, the shift where everyone can have a voice has unleashed creativity for all, where diversity of voices, collaborative formats, and subject matters are flipping everything we know about traditional storytelling on its head.



» Trend Signal 1

Community-Fueled Storytelling



Our What's Next '24 Prediction:

The collaborative spirit of TikTok is reinventing typical story arcs, leading to disruptive narrative formats that surprise audiences and capture their attention while also inspiring them to join in on the fun.

👁️ What We're Seeing Now:

Fresh creativity on TikTok unfolds daily, inspired by one video, or sometimes a 50-part series shared by our creators. From collectively untangling the "[Who TF Did I Marry](#)" series and sharing our ideal "[Man in Finance](#)" summer fling to orchestrating an entire digital musical about [Groundhog Day](#), TikTok is where stories evolve into new spinoffs, mantras, and songs. Leveraging features like "reply with video" to answer burning questions in the comments section, "duet" to create new audios, and "stitch" to share a different POV, we continue to see how rich, interactive narratives strengthen our community's creativity.

72% of TikTok users like it when **brands respond to comments with a video response** on TikTok¹

#whotfdidimarry

38.1K posts²

#groundhogdaymusical

1,844 posts²

Looking for a man tima remix

by Tima Pages

36.9K posts²



» **Chime Financial** capitalized on this cultural moment by bringing [@ReesaMTeesa](#) onboard for an informative, on-brand ad about how to spot red flags in a relationship.

Marketer Takeaway:

Stay on top of the community conversation and create space for your brand in it. Via the comments section, stitches, duets, video replies, and original content, collaborating with the community during a cultural moment can unlock big impact for your brand.

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

²TikTok Internal Data, Global, June 2024.

» Trend Signal 2

Stay Tru to the Delulu



Our What's Next '24 Prediction:

TikTok audiences are building a shared community of delusional comfort to provide a spark of lightheartedness in an overwhelming reality.

👁️ What We're Seeing Now:

Delulu is open 24 hours on TikTok. Ironically, the self-deprecating phenomenon encourages people to dream of possibilities outside their immediate realities, providing an escape from IRL. From sharing **#luckygirl** **#affirmations** to **using filters to create outlandish storylines**, delulu discourse has become a part of daily conversation, making way for its earnest younger sibling: **#hopecore**. This content embodies the **kindness and warmth of humanity** that our community loves to celebrate in the midst of overwhelming news. Are our **#delulu** manifestations becoming **#hopecore** realities? We're excited to find out!

59%

of TikTok users feel people on TikTok actively support one another¹

#hopecore

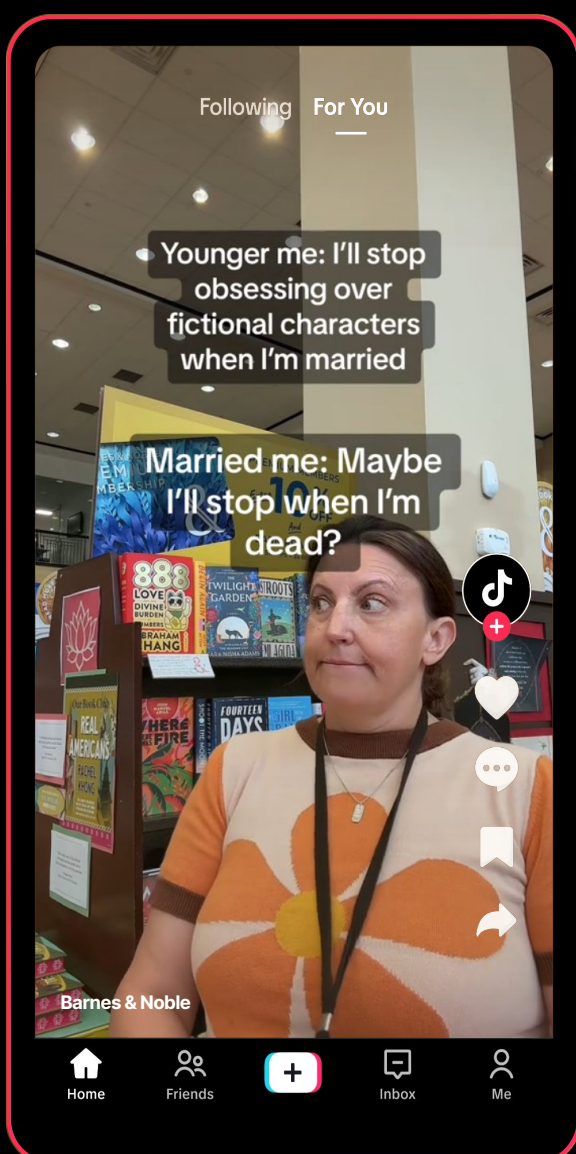
447.2K posts²

#delulu

489.1K posts²

#affirmations

2.4M posts²



» **Barnes & Noble** tapped into the **#BookTok** community's love for fictional characters by conveying a relatable delulu energy that delightfully resonated with their audience.

Marketer Takeaway:

Brands can be deulu, too! Manifest your dream brand and **creator collabs**, even if they fall outside of your vertical for a **#OTP** ("one true pairing" in anime) made in heaven. Or contribute to **#hopecore** by giving back to audiences through giveaways or experiences.

¹TikTok Marketing Science Global Diversity on TikTok 2022 conducted by Flamingo Group (n=2,500)

²TikTok Internal Data, Global, June 2024.

» *NEW* Trend Signal 3

TikTok on the Block

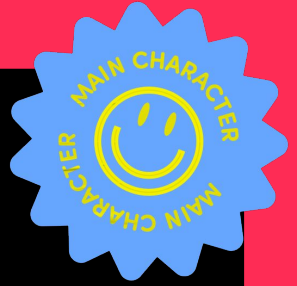


What's Happening:

The IRL relatability of everyday individuals continues to reign supreme in TikTok content.

What's Next:

Unfiltered, real-life interactions between brands, creators, and their audiences can foster inspiration and connection in real-time. From **street interviews**, community events, retail pop-ups, and **unscripted challenges**, nothing is "overdoing it" to our audience. Brands are sharing these candid, face-to-face exchanges with the broader TikTok community, sparking conversations and building consumers' excitement around how, where, and with whom the brand will show up next.



78%

of TikTok users say they like it when brands interact with ordinary people, not just the famous ones¹

#onthestreet

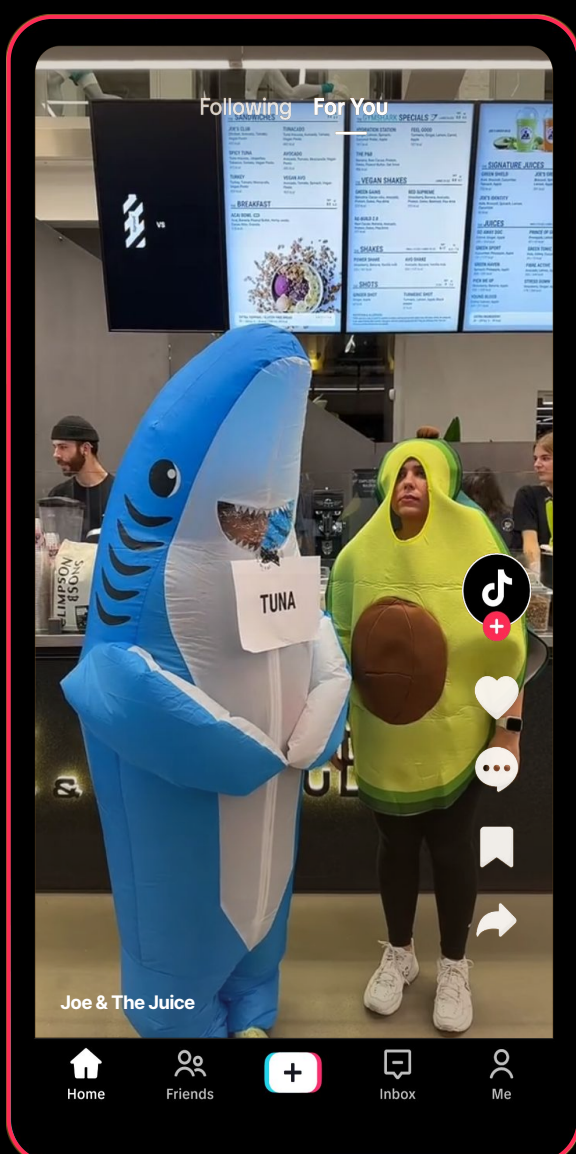
67K posts²

#meettheteam

32.9K posts²

#streetinterview(s)

194.2K posts²



» **Joe & The Juice** took their mascot duties to new heights, sending "Tuna" and "Cado" out in London to promote their fan-favorite Tunacado sandwich, and engage with customers face-to-face across the city.

Marketer Takeaway:

Imagine a playful mascot or empowered employee embodying your brand's humor. Get playful, explore variety, and see what resonates best. Or, let your followers take the wheel! Ask them for ideas of where and how your brand should show up next, then dive into the comments to let them know you're listening.

¹TikTok Marketing Science Global Community and Self-Expression Study 2021 conducted by Flamingo (N=3,500)

²TikTok Internal Data, Global, June 2024.

Take Action with these Solutions

Level the creative playing field through **Symphony Assistant**, your buddy to supercharge your creative strategy by using generative AI. Leverage its knowledge to unlock new dimensions in your storytelling.

Uncover insights and amplify creative storytelling with **Script Generator**, a generative AI solution to build video scripts tailored to your content. These scripts can serve as a springboard for your creativity and might just spark your next big idea!



Trend Force 3

BRIDGING THE TRUST GAP

Each campaign and organic piece of content is an opportunity to share, listen, and learn, building brand trust and values together to generate deeper loyalty on and off-platform.



» Trend Signal 1

Let's Talk, TikTok



Our What's Next '24 Prediction:

Brands are building trust with their audience through relevant cultural lingo cultivated on TikTok.

👁️ What We're Seeing Now:

When we first introduced this Signal, we focused on the unique language our community was co-creating, like "[let him/her cook](#)," "[ins and outs](#)," etc. Now, we've seen it expand into global conversations that include creators and brands alike. Originally popularized in South Korea, [#coloranalysis](#) has sparked global interest as various filters claim to show our community their ideal color palette, with brands like [Away](#) leveraging this concept in their content. Diving further, brands are finding conversation and content inspiration in the TikTok comments section - replying directly, or responding with a video. It's transformed "Let's Talk, TikTok" to "Let's Talk *on* TikTok" as brands utilize our platform to showcase their personality and engage directly with audiences (and even other brands!).

74% of TikTok users like it when brands use personalized responses in the comment section on TikTok¹

#insandouts

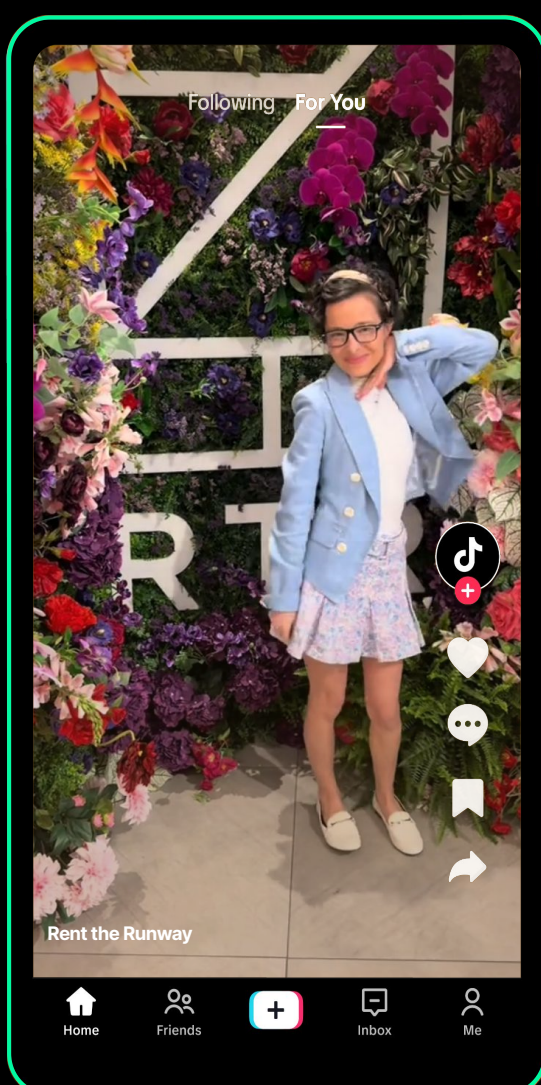
28K posts²

#pookie

432.3K posts²

#coloranalysis

277.4K posts²



» [Rent the Runway](#) held an in-person event that allowed visitors to undergo their very own color analysis, bringing this global TikTok phenomenon directly to their customers in an accessible way.

Marketer Takeaway:

Talking TikTok lingo around can feel forced if brands haven't yet built up a strong presence with their audience. Collaborating with creators is a great way to develop that credibility while staying honest about your journey and newness to the lingo. Then, explore leaning into where the action's happening - the comments section and trending sounds - to authentically join in.

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

²TikTok Internal Data, Global, June 2024.

» Trend Signal 2

Trust the FYProcess



Our What's Next '24 Prediction:

Trust on TikTok stems from our community's openness to share and receive feedback, unlocking honest community conversations rarely found in other spaces.

👁️ What We're Seeing Now:

We're loving how brands are transforming Trust the FYProcess into an opportunity for consumers to join in. As our community shares their open and honest reviews, strategic brands are listening closely and turning real-time feedback into new product formulations and consumer engagement touchpoints. Brands like **Adriana Nicole Cosmetics** are directly responding to users' TikTok comments and concerns with new product SKUs and ideas.

74% of TikTok users say the comment section is a way for brands to answer questions from customers¹

#reaction

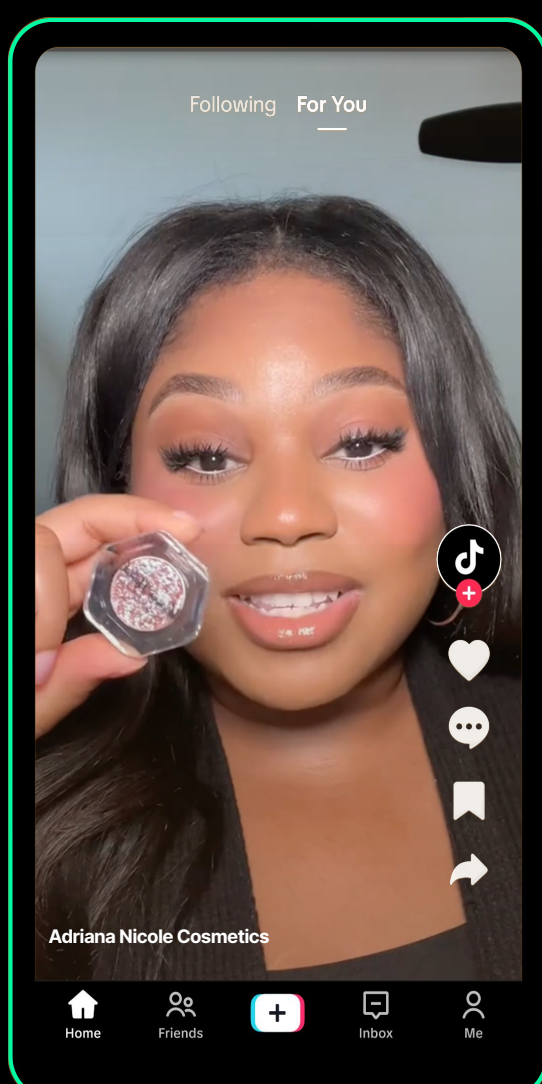
6.2M posts²

#productreview

274.4K posts²

#honestreview

163.4K posts²



» Rising beauty brand **Adriana Nicole Cosmetics** announced they would start selling single eyeshadows based directly on feedback the founder received from customers on TikTok!

Marketer Takeaway:

Open up more opportunities to co-create with your community. Invite creators, listen to fans, keep your TikTok comments open; active engagement online can lead to real world improvements and purchases.

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

²TikTok Internal Data, Global, June 2024.

» *NEW* Trend Signal 3

Brandship



What's Happening:

Consumers are being more selective, cautious, and passionate about the brands they advocate for, and the brands that advocate for them.

What's Next:

Brands are building always-on customer loyalty through ongoing content that reflects their brand values in between splashy campaigns. For brands across all verticals, TikTok is the platform to build, connect, and amplify the values that matter to your audience. Through an always-engaged strategy, brands can signal to audiences what makes them unique, from developing **reusable packaging**, to **highlighting beauty diversity**, and so much more.



5.2x

TikTok users are 5.2x more likely to say TikTok is the best platform to connect with brands (vs other social/video platforms)¹

#bekind

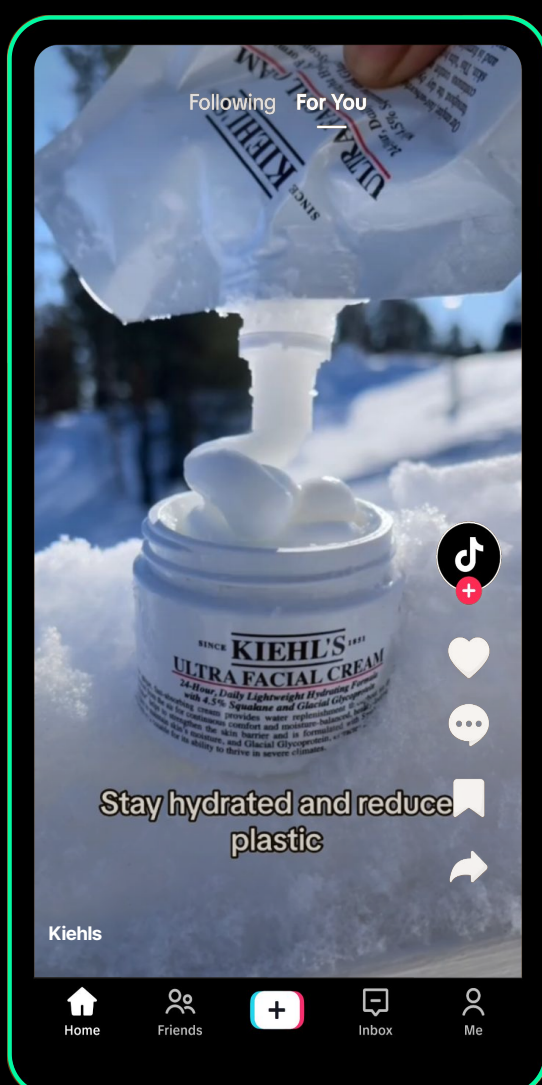
3.8M posts²

#inclusion

285K posts²

#ecohacks

27.2K posts²



» Refillable skincare? Yes please. **Kiehl's** lives up to their brand (and audience!) values by demonstrating how customers can reduce waste by reusing their product packaging.

Marketer Takeaway:

Identify and amplify alignments between your brand and audience to build deeper loyalty year-round. And stay true to your words by following up with actions that inspire the community.

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

²TikTok Internal Data, Global, June 2024.

Take Action with these Solutions

Collaborate with creators in **TikTok Creator Marketplace** on **TikTok One**. Creators are the lifeblood of our platform, so partner with them to more seamlessly connect your brand to TikTok communities.

Get familiar with TikTok trends, lingo, and formats through **Trends** or **Top Ads** on **TikTok Creative Center** to discover key strategies for cultivating trust between brands and their audiences.

Build relatable and trustworthy connections through **Branded Mission**. Source a variety of highly engaging, authentic content directly from creators to elevate your next awareness campaign!





OUR KEY FINDINGS

In 2024, Creative Bravery that breaks through on TikTok stems from **three big shifts** in user expectations:

» CURIOSITY PEAKED

Every curiosity and interest reaches its 'peak' on TikTok, leading to relevant perspectives, uncharted rabbit holes, and IRL action thanks to the perfect blend of passive discovery and an active mindset.

Signal 1: Serendipitous Scrolling

Discovery thrives on TikTok, where people constantly discover new hyper-specific interests and shareable obsessions that act as unanticipated inspo-fuel for our engaged community.

Signal 2: Entertainment without Borders

TikTok unites communities across cultures and generations with engaging, educational content that showcases how people worldwide go about their everyday lives.

NEW! Signal 3: From Hi to Audi-lo

Whether it's aspiring artists or creators remixing audio in unexpected ways, sound serves as the perfect medium for creators and brands to connect with their audience on TikTok.

» STORYTELLING UNHINGED

On TikTok, the shift where everyone can have a voice has unleashed creativity for all, where diversity of voices, collaborative formats, and subject matters are flipping everything we know about traditional storytelling on its head.

Signal 1: Community-Fueled Storytelling

TikTok users are no longer passively consuming content, opting instead to keep conversations going with the community through experimental story arcs, co-creation features, and fresh creative hooks.

Signal 2: Stay Tru to the Delulu

Stay Tru to the Delulu is a shared community of delusional comfort, confidence, and hopeful positivity, inspiring users beyond the limits of today's overwhelming reality.

NEW! Signal 3: TikTok on the Block

Unfiltered, in-person interactions between brands, creators, and their audience spark inspiration and conversation in real-time.

» BRIDGING THE TRUST GAP

Each campaign and organic piece of content is an opportunity to share, listen, and learn, building brand trust and values together to generate deeper loyalty on and off-platform.

Signal 1: Let's Talk, TikTok

TikTok has transformed the universal language of our audience into philosophies and aesthetics, unlocking global conversations for brands and creators alike.

Signal 2: Trust the FYProcess

Trust the FYProcess means being bold enough to let audiences into the full process behind a brand while also giving them influence to shape their brand's story.

NEW! Signal 3: Brandship

Brands are building always-on customer loyalty through ongoing content that reflects their brand values in between splashy campaigns.

How to Be Braver in 2024



» CURIOSITY PEAKED

What if you leaned into hyper-unique aspects of your brand to educate, entertain, and enrich the TikTok community?

What's something that piqued your own curiosity on TikTok that you could tie your brand into?

What's something specific you wish more consumers knew about your brand?

What's a brand-relevant twist you can put on a recognizable sound to keep your audience on their toes?

» STORYTELLING UNHINGED

What if you took what's become 'expected' from your brand storytelling on TikTok and flipped that on its head?

Are you mobilizing your audience to collaborate with and shape your brand on TikTok?

What's a brand-relevant universal and/or community truth that you can infuse 'delusional' energy into?

Can you empower an employee with interview expertise to take to the streets for unscripted conversations about your product or service?

» BRIDGING THE TRUST GAP

What if you established consistent actions with your TikTok community to cultivate trust beyond a single sale?

How can you tie relevant TikTok lingo into your products and creative campaigns?

What type of credible knowledge do you want your audience to come to you for?

Which existing community conversations can you contribute to with positive comments and uplifting engagement?

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