TikTok USDS JV | PF Global Advice | Research | Argument

TikTok's Economic Impact in the United States



October 2026

About the Research

To better understand TikTok's impact across the U.S. economy, businesses, creators and wider community, TikTok commissioned PF Global to conduct new independent research, which included:

- Detailed economic modeling using both third-party data and data provided by TikTok.
- An independent, anonymous survey of:
  - **11,123** Adults
  - **5,101** U.S. Businesses, including **2,741** Small and Medium-sized businesses (SMBs)
- **5** case study interviews with U.S. small businesses and TikTok creators.
- **3** pieces of immersive research. Immersive research is where we visit locations and live events to interview people on the ground and get their direct experiences. For this report, we conducted over **600** interviews. These included interviews in Charleston, South Carolina and Savannah, Georgia, where **156** interviews were recorded. During the L.A. Times Festival of Books, **169** interviews were recorded, and in Dallas and Miami, **288** interviews were recorded at international soccer tournament matches hosted by the U.S.

About PF Global

PF Global is a global policy, research, opinion and strategy consultancy. We provide advice rooted in deep sector expertise, built on global opinion and economic research.

This includes in-house opinion research, focus groups and immersive qualitative research, robust data analysis, economic modeling and a deep understanding of policy and politics.

We work with global companies, governments, startups, universities, institutions and foundations around the world to help them tackle their major public policy and strategic challenges.

About TikTok U.S.

Established in 2026 to operate and secure TikTok's U.S. platform, TikTok USDS Joint Venture (TikTok U.S.) enables 200 million Americans and 8.5 million U.S. businesses to create, discover and connect.

In compliance with federal mandates, TikTok U.S. safeguards the American experience through comprehensive data privacy and cybersecurity protocols, independent software assurance that validates source code, trust and safety measures and an algorithm retrained exclusively on U.S. user data.

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Executive Summary

TikTok has become a significant part of the U.S. economy. The platform has more than 200 million monthly active users in the U.S. and is used by 8.5 million American businesses. PF Global estimates that economic activity on TikTok helped generate:



$81B

in economic value for U.S. businesses



410K

jobs supported



$13B

in federal taxes

However, these headline figures capture only part of TikTok's impact. The platform is being used by creators and everyday users across America's diverse communities to express themselves, discover content they love and connect with others around shared interests. These discoveries and connections often turn into real-world activity, shared experiences and economic opportunity.

Discovery on TikTok Becomes Economic Activity

TikTok's short-form format and emphasis on authentic, experience-based content allow users to see products, businesses and destinations through the eyes of other users.

More than half of users (52%) say content on TikTok feels more genuine than content on other platforms, while **58% say a TikTok review makes them more confident about purchasing a product or service**.

TikTok's ability to encourage people to move from online discovery to real-world activity is particularly important for smaller businesses and local economies. PF Global estimates that **27 million Americans visited an independent shop, café or restaurant for the first time after seeing it on TikTok** in 2025, with **13 million choosing a local restaurant over a national chain** because of the platform.

84% of businesses using TikTok say the platform allows them to reach customers they otherwise could not. Among consumers who visited a location after discovering it on the platform, including in some cases through a trending video, **7 in 10 came back as returning customers**. This suggests that discovery through TikTok not only enables businesses to reach a new audience, but also helps them turn previously unknown customers into regular visitors.

TikTok is increasingly acting as a guide for Americans to find new real-world visits and experiences. **PF Global estimates that TikTok drove 19 million visits to U.S. towns, cities and attractions in 2025 that would otherwise not have taken place**, including destinations beyond established tourist centers.

In total, discovery of new establishments on TikTok translated into an estimated **$14 billion in spending on tourism, retail, hospitality and services across the U.S.**

Discovery on TikTok Leads to New Economic Activity:



52%

of users say content on TikTok feels more genuine than content on other platforms.



27M

Americans visited an independent shop, café or restaurant for the first time after seeing it on TikTok.



84%

of businesses using TikTok say the platform allows them to reach customers they otherwise could not.



$14B

in spending on tourism, retail, hospitality and services across the U.S. as a result of discovery on TikTok.

TikTok Has Become a Vital Tool for Modern American Businesses

TikTok brings discovery, advertising and sales together. Videos, livestreams and creator partnerships help businesses reach customers.

The combination of these features and tools means that TikTok helps create a direct path from discovery to purchase, while giving businesses a wide range of tools to curate a marketing strategy and way of presenting themselves that is authentic and helps them better achieve their commercial goals.

More than 2 in 3 U.S. businesses (69%), even those not on the platform, describe TikTok as essential to modern business, while **83% of businesses using TikTok say it is important for attracting customers and supporting their growth**.

93% of businesses using TikTok say their sales increased after promoting their products and services on the platform and **3 in 4 businesses using the platform (75%) say they have commissioned creators for paid promotional work**, helping them reach audiences through voices with authenticity and credibility.



"More than 2 in 3 U.S. businesses (69%), even those not on the platform, describe TikTok as essential to modern business."

TikTok Shop and LIVE Shopping Drive Sales, Growth and Innovation

The same content that helps a business attract attention can also lead directly to a sale. Launched in the U.S. in 2023, TikTok Shop brings product discovery and in-app purchasing together. LIVE Shopping events on TikTok Shop allow businesses to demonstrate their products and answer questions in real time while viewers can place orders without leaving the app. 61% of consumers cite this as a reason for choosing TikTok Shop over other stores or platforms.

TikTok Shop and LIVE Shopping are helping business owners realize their ambitions, with respondents to our survey saying they helped them sell faster, reach more customers and grow.

TikTok Shop Is Helping Businesses Grow:



82% of businesses using TikTok Shop agree that the platform allowed them to start selling faster than setting up an online store.



84% of sellers on TikTok Shop say it provides useful insights into their customers' preferences.



81% of businesses using TikTok Shop say it allowed them to reach customers they could not access through a physical or online store.



85% of businesses using TikTok Shop say it helped them grow their sales and revenue.

Businesses are then able to gather feedback, for example through comments sections, creator videos, livestreams and their Seller Center dashboard. **More than 9 in 10 businesses using TikTok (92%) have received customer feedback through the platform, while 87% report that information from TikTok has helped them develop a new product or service or improve an existing one**. This gives TikTok an important role not only in how U.S. businesses market and sell, but also in how they innovate and plan for growth.

Putting AI Tools in the Hands of Millions of American Businesses

TikTok's AI tools are helping businesses maximize the benefits they are getting from the platform. **2 in 3 businesses on TikTok (68%) are using the platform's built-in AI tools** to help them grow.

Because TikTok makes these capabilities available for free or at a low cost, it gives millions of American businesses of different sizes the opportunity to harness AI for their day-to-day business needs, while also helping increase the adoption of AI technology across the U.S.

These tools have an impact. **95% of businesses using TikTok's AI tools say they are important to their ability to compete** and around **1 in 3 small businesses (SMBs) using TikTok's AI tools (32%) say they have helped them compete more effectively with larger companies**.

Top Benefits of TikTok's AI Tools Cited by Businesses:



46%
improving the quality of their content.



41%
improving the performance of their advertising.



40%
increasing their creativity.



40%
reaching more customers.



39%
the ability to post more regularly.



TikTok Is Helping Shape the Future of the U.S. Economy

TikTok is a driving force behind the growth of the American creator economy and plays an important role in modern American entrepreneurship.

The creator economy is a new industry that is creating opportunities for Americans. PF Global estimates that **26 million Americans were able to make money on TikTok from their content in the last year**. Creators on TikTok and the wider production activity they **support added $9.7 billion to U.S. creative sectors in 2025**.

For many people, the journey to becoming a creator or an entrepreneur starts with discovering a new passion and then learning how to turn it into a livelihood.

Here, TikTok also plays an important role: **7 in 10 users (71%) say TikTok has helped them find new hobbies or interests**. PF Global **estimates that educational and skills-based content on TikTok supported 3.6 billion hours of informal learning across the U.S. in 2025.** Measured in course credit hours, that is equivalent to around 670,000 four-year bachelor's degrees.

More than half of TikTok users (53%) say they have started a business or are interested in starting one within the next five years. Users' entrepreneurial ambitions are also connected to what users see and create on the platform. **Among users who want to start a business, 49% say their business idea relates to content they watch, while almost 1 in 4 (24%) say it relates to content they post**.

TikTok continues to be an important tool for businesses even as they get going. **PF Global estimates that, in 2025, TikTok helped 1.8 million American entrepreneurs who had set up their own businesses sell their products or services through the platform**.

In this way, TikTok is acting as part of the U.S.'s startup pipeline, feeding the growth of the creator economy and helping Americans find new passions that they can build into new businesses.

TikTok's Impact Increasingly Extends Beyond the U.S.

Creators share American music, food, fashion, traditions, businesses and everyday experiences with global audiences, broadening the range of voices shaping perceptions of the country.

More than 1 in 4 TikTok creators (26%) have an audience extending beyond the U.S. Nearly 3 in 4 businesses using TikTok (73%) report receiving interest or inquiries from overseas users and **PF Global estimates that TikTok-driven exposure supported $6 billion in U.S. exports in 2025.**

Taken together, these findings suggest that TikTok is becoming an increasingly important part of how Americans discover, learn, create, start businesses and generate economic opportunity.

TikTok also provides a significant channel through which the U.S. presents its culture, creativity and commercial strengths to the world.



"More than 1 in 4 TikTok creators (26%) have an audience extending beyond the U.S."

TikTok's Impact in the United States



An $81 Billion Boost to America's Economy

In 2025, economic activity on TikTok helped generate $81 billion in economic value for U.S. businesses, enabling them to support 410,000 jobs.



TikTok Shop is helping business owners achieve their goals

Over 80% of businesses using TikTok Shop say it has helped them grow, and 81% say it has helped them reach customers beyond just physical retail. 85% of businesses on TikTok say they have sold out of a product because of the platform. This rises to 96% among businesses selling their products on TikTok Shop.



Supporting small businesses

In 2025, TikTok's platform helped boost SMB activity, generating $35 billion in economic value, equivalent to supporting 230,000 jobs in small businesses across the U.S.



Turning online discovery into offline impact

27 million Americans visited an independent café, restaurant or shop for the first time after discovering it on TikTok.



Supporting American creators

PF Global estimates that 26 million Americans were able to make money from creating content on TikTok in 2025. TikTok creators added $9.7 billion to U.S. creative industries through their content creation and production activity.



An essential tool for doing business

More than 2 in 3 U.S. businesses (69%) say TikTok is an essential tool for modern businesses. Among businesses using TikTok, more than three-quarters (76%) say the platform is critical to their continued existence.



Bringing U.S. culture and products to the world

Over 3 in 4 professional creators (79%) and nearly three-quarters of American businesses on TikTok (72%) agree the platform is shaping how U.S. culture is seen abroad. This global exposure generates tangible interest in American products. PF Global estimates that TikTok has helped drive $6 billion in additional U.S. exports.



Putting AI tools in the hands of millions of U.S. businesses

Millions of businesses are on TikTok, and over 2 in 3 (68%) use the platform's built-in AI tools with positive results. Almost all businesses using these tools (95%) say they are now important to their ability to compete.



Part of America's startup pipeline

TikTok is helping Americans discover business ideas and take steps to put them into practice. More than half of users (53%) are interested in starting a business within five years. PF Global estimates that TikTok helped 1.8 million entrepreneurs sell their products and services in 2025.



Supporting American artists

TikTok-driven streams and exposure are estimated to have generated $2.1 billion in additional royalties for U.S. artists from streaming, ticket and merchandise purchases in 2025. 7 in 10 TikTok users say the platform helps them discover new music and artists, and over half of TikTok users (57%) have listened to a new musician or band after seeing them on TikTok.



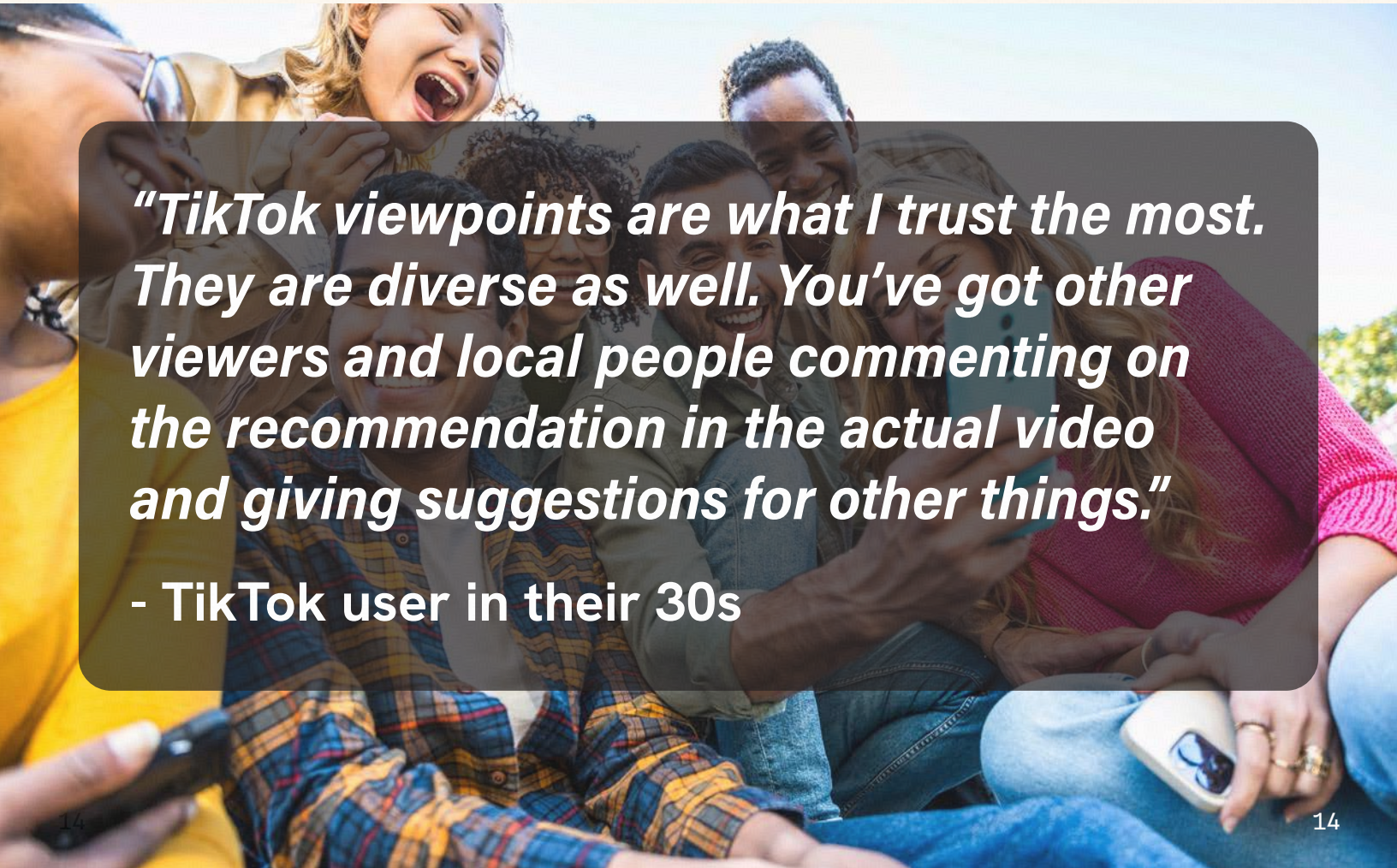
Chapter One

Economic Opportunity on TikTok

TikTok is contributing to the emergence of new economic opportunities in the U.S. by reshaping how businesses reach consumers and how demand is generated.

Discovery on the platform is driven by user-generated content, with everyday users and creators sharing short-form videos that provide direct, experience-based information about products, services and places.

Viewers associate this way of sharing content with greater authenticity. **52% of TikTok users report that content on the platform feels more genuine than on other platforms**, while **58% say that a TikTok review increases their confidence in purchasing a product or service.**



"TikTok viewpoints are what I trust the most. They are diverse as well. You've got other viewers and local people commenting on the recommendation in the actual video and giving suggestions for other things."

- TikTok user in their 30s

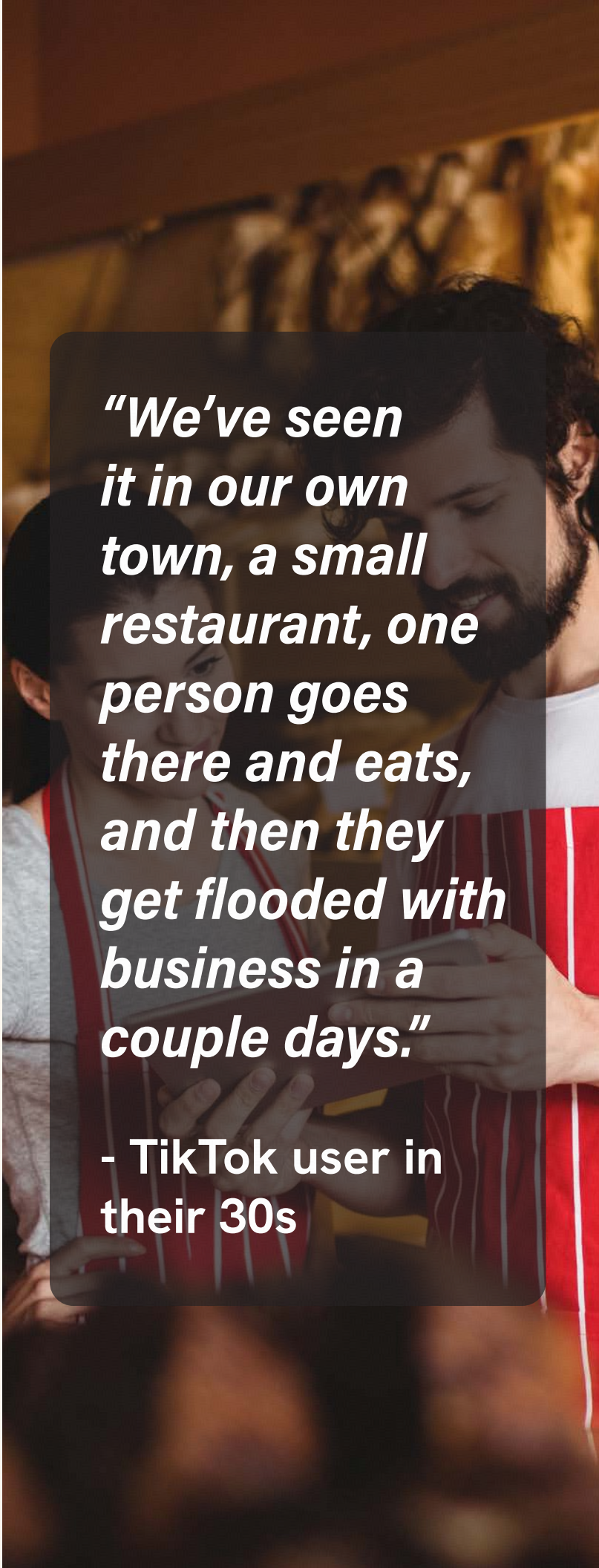
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TikTok is also playing a growing role in consumer decision-making beyond traditional advertising channels. **Approximately 61% of users report using TikTok to help plan travel or local activities over the past year.**

TikTok is also known for trending content, or "going big on TikTok." A single piece of content, whether produced by a business, an everyday user or a professional creator, can materially expand a business's reach, exposing it to audiences that it otherwise would not have been able to access.

Trending on TikTok shows evidence of sustained behavioral impact. **Nearly 7 in 10 consumers (69%) who visited a business after discovering it through a viral TikTok video say they came back.**

For SMBs, the dynamics created by TikTok reduce their barriers to market and enable opportunities to compete with well-known and established brands. **Nearly 4 in 5 SMBs using TikTok (78%) report that maintaining and improving their presence on the platform is important for them to remain competitive.**



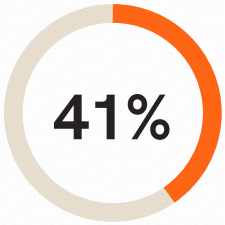
New Opportunities for American Businesses

For many American businesses, attracting customers is not just about being visible but also about standing out. Traditionally, advertising has favored businesses with the largest marketing budgets, making it difficult for smaller businesses to compete for attention.

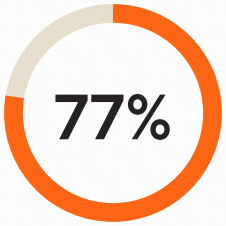
The authenticity of content posted on TikTok is regularly cited as one of its unique strengths and can help challenge the traditional rules of advertising. Content posted on TikTok allows businesses to show what sets them apart, whether through their products, the people behind the business or the experience they offer customers.

TikTok connects people with ideas and content that reflect their interests, rather than simply prioritizing accounts with the largest existing followings. This is helping SMB stories reach potential customers beyond their existing audiences, giving smaller businesses more opportunities to compete with larger companies and global brands.

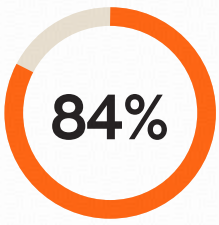
TikTok Is Helping SMBs Find New Opportunities:



of users say they have visited a small business they would not otherwise have known about. That is around 42 million new customers for small businesses across the U.S.



of SMBs using TikTok say the platform has helped them compete with major or established brands.



of businesses using TikTok say that the platform speeds up the pace at which SMBs can scale and grow.

Consumers can also use TikTok content to get a clearer sense of what to expect from a business before deciding to visit. Reviews, day-in-the-life videos and other content shared by TikTok users reduce the uncertainty associated with trying something or somewhere new.

Because potential customers get a preview through the eyes of someone they relate to, TikTok helps independent businesses reach people who may not otherwise have discovered them, making a more convincing and authentic case to potential customers.

TikTok Helps Businesses Find New Customers:



58% of TikTok users say a review posted on TikTok makes them more confident when buying a product or service.



65% of TikTok users say they have discovered a local business, attraction or event through the platform, rising to 70% among 18- to 24-year-olds.



56% of U.S. businesses say customers have visited their store after discovering them on TikTok. PF Global estimates that this generated $6 billion in direct and spillover consumer spending at local storefronts in 2025.



27M PF Global estimates that 27 million Americans visited an independent shop, café or restaurant for the first time after seeing it on TikTok.

These opportunities are shared across communities throughout the U.S. Black and Hispanic TikTok users are particularly likely to translate online discovery into support for local businesses. **More than half of Hispanic users (53%) and Black users (52%) have discovered a local business after watching a TikTok video**, while almost half have gone on to visit a small business they would not otherwise have known about.



“If I’m trying to pick out a restaurant, TikTok videos are the only place I can see what the atmosphere is like, how busy it gets.

Otherwise, you’re just dependent on posed photos that the restaurant uploaded and you’re trying to fill in the gaps.”

- TikTok user in their 20s

How Online Discovery Becomes Tomorrow's Plans

How Americans plan their next day out, discover their next travel destination or find a new hobby has changed. Increasingly, online discovery is becoming the front door to the real world and TikTok's search feature is playing a key role here.



25B

PF Global estimates that TikTok's search function answered 25 billion queries about products, locations or recommendations in 2025. That is equivalent to 70 searches for every American in 2025.

Half of TikTok users (50%) have discovered a new business or brand through TikTok's search function. In the past year, 3 in 5 TikTok users (61%) have used the platform to plan travel or local outings, from finding local attractions to identifying destinations in other states or abroad.

> *"TikTok has helped so much on our trip. We were finding good spots to eat, stuff to do. TikTok is more like looking at your friend's stuff but widens the pool of recommendations to not just people you know."*
>
> **- TikTok user in their 20s**

TikTok also helps inform Americans' everyday plans, whether they are using a recipe to decide what to cook for dinner or letting a clip from an independent bookstore inspire their next read.

Number of People Who Have Done Each Activity After Watching a TikTok Video



How TikTok Turns Trending Moments Into Repeat Business

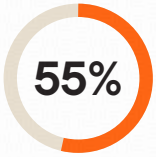
Word-of-mouth recommendations have long influenced how consumers discover new products and businesses. TikTok acts like word of mouth at scale, extending the reach of people's personal recommendations and allowing businesses to be introduced to millions of people who otherwise may not have discovered them, sometimes just from a single video.

Many of these moments begin organically. **Nearly 1 in 3 businesses (30%) say a TikTok creator has featured their business without being asked**, while the same proportion say their business has appeared in a viral TikTok video.

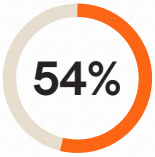
> *"Somebody came through and made a TikTok and it happened to go viral. We started seeing people lining up out the door. Who knows what we'd be doing right now if that one TikTok didn't go viral? You could say that the viral video kept the lights on."*
>
> **- Independent museum owner, Savannah**

49% Almost half of businesses that went viral on TikTok reported increased foot traffic at their physical location.

Businesses That Said Foot Traffic Increased After a Viral Video:



Among women-owned businesses



Among minority-owned businesses



Among under-30-owned businesses



Among veteran-owned businesses

Number of People Who Have Done Each Activity After Watching a Viral TikTok Video



Visited a café or restaurant in their local area

48 million



Visited another town/city/area in their state

42 million



Sought out a specific café or restaurant in another town or city

41 million



Explored a neighborhood in their town/city

41 million



Visited an independent shop in their area

40 million



Visited another country

21 million

The impact of virality also extends beyond an initial visit.

69% of consumers who visited a business after discovering it through a viral TikTok video say they came back.

50M PF Global estimates that 50 million Americans have returned to a business they first visited as a result of a trending TikTok video.

Trending, or "going big on TikTok," therefore isn't just a one-time event: businesses see it create longer-term customer relationships as well as more sustained visibility, resulting in increased business growth.



"We love visiting small businesses that are known for a specific item that ends up going viral on TikTok."

- TikTok user in their 40s

Improving Consumer Choice and Value

With affordability ranking among the top concerns across the country, purchasing decisions have become increasingly important for American households. Beyond just discovering new products and experiences, consumers are turning to TikTok to find better value and identify opportunities to save money.

Product reviews, recommendations and creator-led discussions give TikTok users information they can use to compare products and prices before making a purchase. Creators also share discounts, lower-cost alternatives and practical money-saving advice. By making this information more accessible, TikTok can reduce the time and effort involved in searching for better value options.

PF Global Estimates That Price Comparison and Price Competition Enabled by TikTok Have Saved a Significant Amount of Money for Americans:

55%

Over half of TikTok users say the platform has helped them make more informed purchasing decisions.

$4.4B

Savings on TikTok have allowed $4.4 billion in GDP to be spent elsewhere. That is enough to buy a month's worth of groceries for over 4 million American families.

"I like TikTok recommendations from normal people. They are more likely to go to places that are still nice but I can actually afford."

- TikTok user in their 20s

Discovering America

Alongside traditional travel guides and search engines, Americans use TikTok to discover destinations, attractions and local experiences before they travel.

More than 1 in 10 people who post on TikTok (13%) share travel-related content. Collectively, these posts create a growing source of recommendations that helps people discover destinations across the U.S.

#TravelTok enables people to experience destinations through the perspectives of local communities and fellow travelers. TikTok users can see places in context through firsthand videos showcasing local businesses, food and culture. By surfacing hidden gems alongside well-known destinations, TikTok spreads visitor demand beyond traditional tourist hotspots and brings new customers to places that might otherwise be overlooked.

TikTok Users Are Finding New Places to Visit Through the Platform:



65% Nearly two-thirds of users say they have discovered a local business, attraction or event through TikTok.



24% Almost 1 in 4 TikTok users say TikTok has helped them find more unique attractions compared to those listed on conventional travel sites.



33% 1 in 3 TikTok users have made travel plans as a result of watching a TikTok video.

Building on these local discovery experiences, TikTok introduced the Local Feed in 2026, a dedicated feed designed to help users discover places and experiences in their communities.

By surfacing relevant content from local creators and businesses based on users' interests and location, the feature should build on TikTok's already established role in connecting local businesses with customers, while making it easier for users to find local favorites and destinations they can return to.

TikTok Is Helping Drive Local Discovery:



39%

Over 1 in 3 TikTok users have explored a new neighborhood or area within their own city after seeing it featured on the platform.



$4.7B

47% of TikTok users say they visited a local café or restaurant after seeing it trend on TikTok. PF Global estimates this has translated into $4.7 billion in additional local café and restaurant spending in 2025.



26%

Over 1 in 4 TikTok users who have used TikTok to plan travel or outings say the platform helped them find businesses, events and attractions in their state.

By reducing the information barriers associated with planning a trip, TikTok is encouraging more Americans to explore the U.S.



19M

PF Global estimates that TikTok-driven local and interstate travel supported 19 million additional visits to towns, cities and attractions across the U.S. in 2025.



$14B

Overall, discovery on TikTok translated into an estimated $14 billion in spending on tourism, retail, hospitality and services that would not otherwise have happened.

Discovering the South: How TikTok Is Helping International Visitors and Americans in Savannah, Georgia, and Charleston, South Carolina

PF Global spent three days speaking to more than 150 visitors, residents and businesses across Savannah, Georgia, and Charleston, South Carolina. Rather than relying on traditional travel guides, many people went to TikTok first to help them experience the South through local creators and uncover the businesses and traditions that define the region.

"I travel a lot with my daughters and I rely on them to do a TikTok search to help us think through where we should go, what's trending, what's cool and what we want to try. TikTok is great for getting them involved in the planning process. As a parent, you want them to be engaged and excited and [TikTok] means they won't complain when I take them to somewhere boring."

- Tourist in their 40s, Savannah

"People wouldn't have known as much about the 'Charleston charm' as I call it and how cute it is without social media. It's got a lot more attention that way and it's definitely helped tourism."

- Local resident, 18 years old, Charleston

Businesses saw the same behavior from the other side. Owners repeatedly described customers arriving after seeing a TikTok video, often with the video open on their phones. For businesses competing in busy tourist markets, TikTok was seen as an important way of engaging customers before they even arrived in the city.

"We see a lot of people who come in from TikTok. Some of our dishes have done very well on the platform and TikTok has been very helpful in reaching further than our immediate customer base."

- Restaurant social media manager in their 20s, Savannah

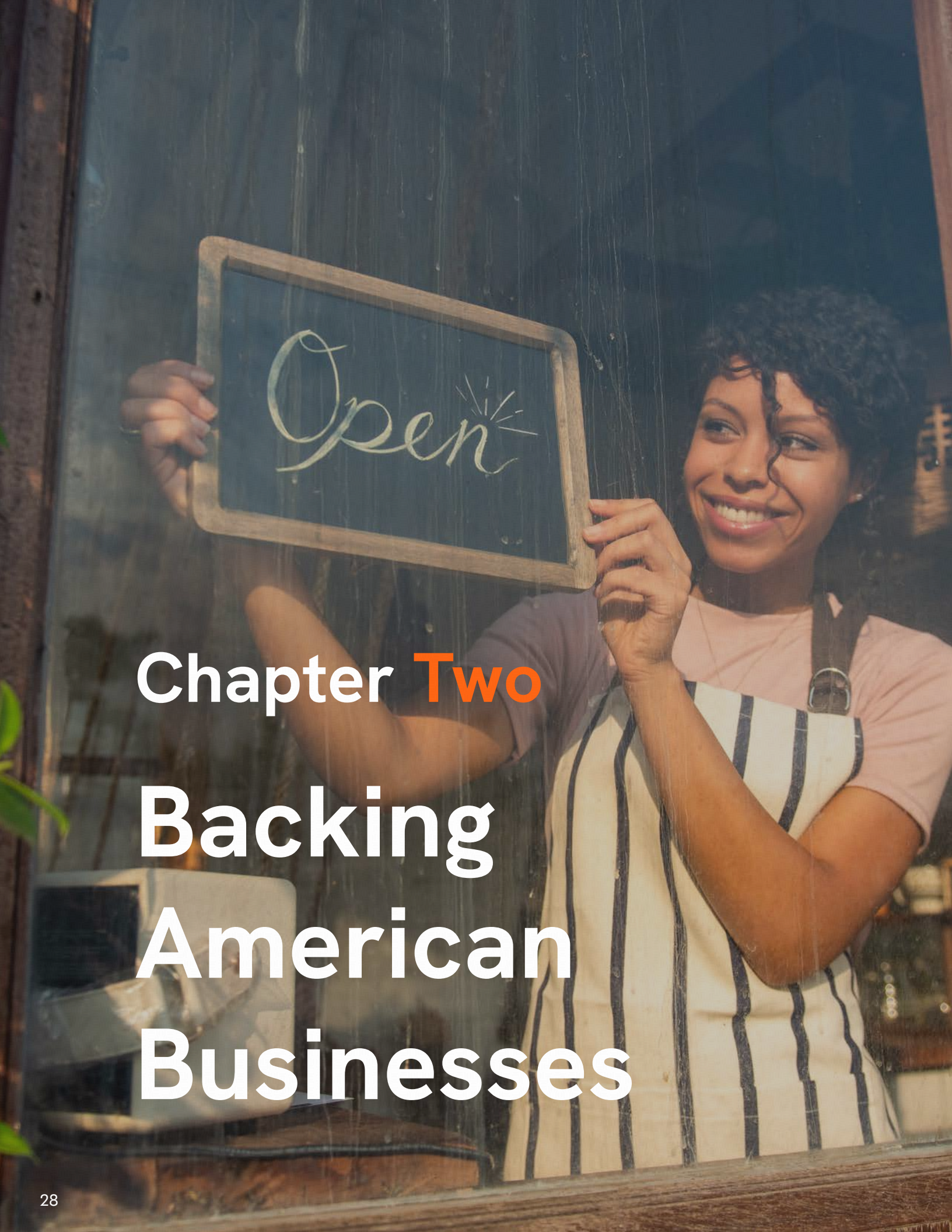
"People used to make fun of the Southern look all the time and the preppiness is definitely real, but nowadays, because TikTok put a name to it, you have people dressing like that all across the U.S. and that has been great for exporting the aesthetic and for our brands."

- Clothing boutique owner, Savannah

We also found that TikTok wasn't only attracting visitors; it was encouraging residents to rediscover their own city. Locals described finding new businesses and events years after moving to Savannah, often becoming regular customers and recommending these places to friends and family.

"I've lived in Savannah all my life and it's nice to rediscover it via TikTok and act like a tourist in my own town."

- Local resident in their 20s, Savannah



Chapter Two

Backing American Businesses

TikTok is becoming a core part of how modern American businesses find customers, sell products and grow. This impact is recognized beyond businesses that use the platform: **around 7 in 10 of all the businesses we surveyed (69%) described TikTok as essential to modern business in America.**

This reflects the wide set of capabilities that TikTok brings to U.S. businesses: creator partnerships, AI tools, TikTok Shop and LIVE Shopping.

Among those businesses using TikTok, three-quarters (75%) have commissioned creators for paid promotional work, helping them reach audiences through established and trusted voices.

TikTok's free or low-cost built-in AI features are giving businesses significant capabilities, with **93% saying these tools are helping them post more frequently.**

LIVE Shopping on TikTok Shop then brings together product demonstrations, real-time customer interaction and purchasing all in one place, giving businesses a faster and more personal route from discovery of their products to a sale.

Together, these capabilities drive significant outcomes for U.S. businesses, including helping them grow their revenue and sales, create new products, reach new customers and attract investment.

As a result, TikTok has helped U.S. businesses create significant economic growth in America.

The opportunities supported by TikTok are also shaping how U.S. businesses plan to invest their time. **74% of businesses using TikTok expect their use of the platform to increase over the next 12 months, more than any other major social media platform.**

Creating Content That Drives Demand

For many businesses, TikTok starts as a way to reach new audiences. They no longer need to wait for people to search for a product or service. Instead, they can create content that showcases their offer to people most likely to be interested.

33%

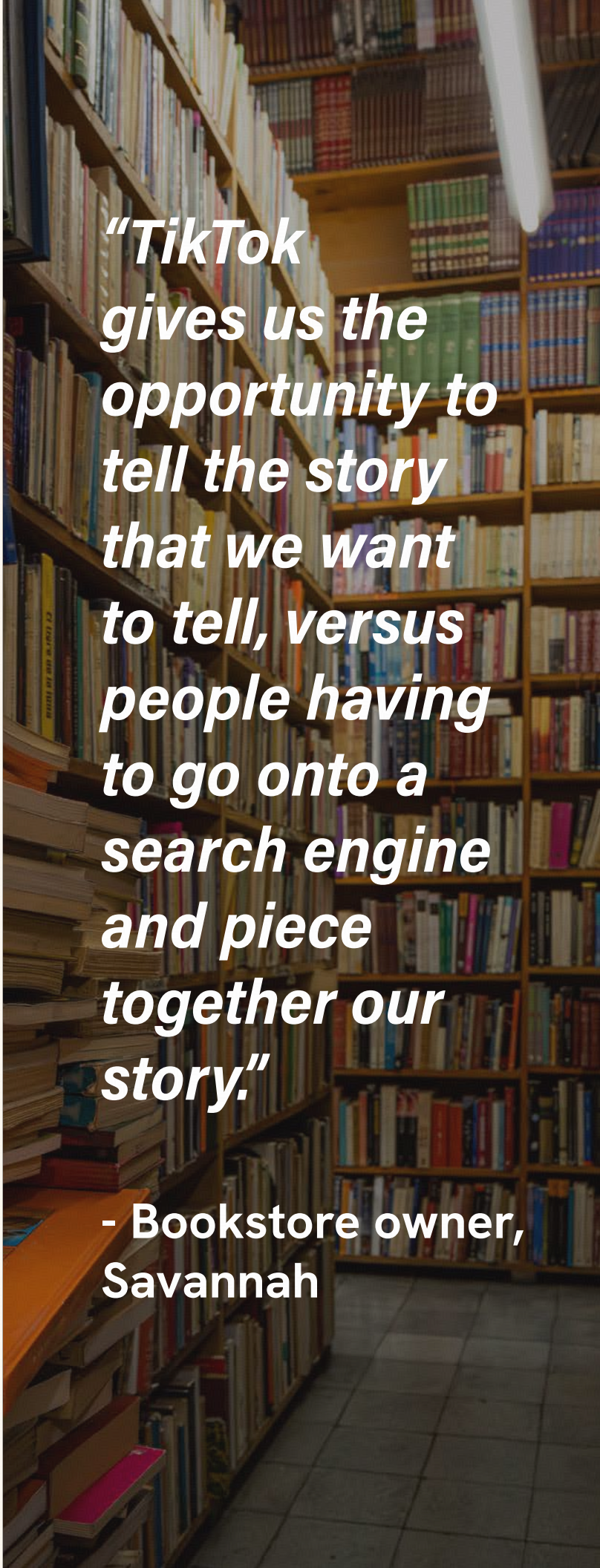
of all U.S. businesses say they use TikTok in some way as part of their marketing strategy.

76%

of businesses using TikTok say it is critical to their existence.

83%

of businesses using TikTok say it is an important tool for customer acquisition and business growth.



"TikTok gives us the opportunity to tell the story that we want to tell, versus people having to go onto a search engine and piece together our story."

- Bookstore owner, Savannah

TikTok's format means businesses are no longer limited to what they sell. Restaurants can share the dining experience, manufacturers can explain how products are made and retailers can demonstrate products in everyday settings.

It also changes how businesses generate demand. Instead of competing only for customers who are already looking to buy, businesses can build awareness and interest among people who may not yet have considered their product or service, creating new potential customers.

TikTok Is Expanding Businesses' Capabilities:



84% of businesses using TikTok say the platform allows them to reach customers they otherwise could not, rising to 86% among minority-owned businesses.



87% of businesses using TikTok say they have developed a new product or service, or improved an existing one, based on feedback from the platform.



81% of businesses that use TikTok say the ability to reach people who do not already follow them is important to their advertising and marketing needs.



Case Study: La Vecindad @lavecindadlv

Vanessa and her husband began La Vecindad as a weekend food stand, working around childcare and his night shifts. Encouraged by customers, they opened a small restaurant in a Las Vegas shopping center that attracted little foot traffic.

"I'm an immigrant and a Latina. When we started the food stand, there were four of us and we had no knowledge of how to build a business. There was no guide telling us what to do or what could go wrong. We learned everything ourselves."

When the pandemic forced the restaurant to close, Vanessa began sharing videos of her family preparing to reopen and asked viewers to support them when its doors opened again.

"When we reopened, the shopping center manager told me to go outside and look. There was a line of people waiting to enter the restaurant, and we hadn't even realized it was there."

The videos enabled La Vecindad to reach customers well beyond its immediate area, overcoming a location that had previously made the restaurant difficult to discover.

"Some families woke up at three or four in the morning and drove four or five hours to Las Vegas just to have breakfast at our restaurant. They didn't care where we were located, they came, and they kept coming back. For some visitors, La Vecindad is now on their Las Vegas bucket list."

That repeat business has allowed Vanessa to expand to a second La Vecindad concept and begin exploring opportunities to franchise the La Vecindad brand.

"We started with four people in the food stand. Today, around 60 families depend on La Vecindad. I don't just think of them as employees: these are families paying their rent and supporting their children."

Putting Powerful AI Tools in the Hands of U.S. Businesses

For smaller businesses with limited marketing resources, creating engaging video content can be time-consuming. To solve this, businesses are increasingly using TikTok's built-in AI tools to reduce the time and expertise required to produce high-quality videos.

Today, 2 in 3 businesses on the platform leverage these tools to auto-create captions, enhance video quality, add music and generate new creative elements for their marketing.

TikTok's AI Tools Help Businesses Produce Better Marketing Content:



36% of businesses that use TikTok's AI tools say they reduce the time it takes to create and post videos.



93% of businesses that use TikTok's AI tools say they help them post more frequently.



46% of businesses that use TikTok's AI tools say they improve the quality of their content.

Ultimately, TikTok's AI features enable brands to make a strong first impression and turn casual viewers into new customers.

Consumers Respond to Higher Quality Videos and Marketing:



66% of TikTok users say video quality influences whether they are likely to learn more about, or buy from, a small business they had not previously heard of.



95% of businesses that use TikTok's AI tools say they are important to their ability to post competitive marketing content.

For SMBs, TikTok's AI tools help level the playing field. This means that sophisticated marketing capabilities are now more accessible, helping smaller businesses overcome some of the time, budget and expertise constraints they used to face.

The Benefits of TikTok's AI Tools Cited by SMBs:



32% of SMBs that use TikTok's AI tools say they help them compete more effectively with larger businesses.



36% of SMBs that use TikTok's AI tools say they support overall business growth.

64% of U.S. businesses using AI tools for video marketing content pay over $100 per month, with 1 in 5 paying over $250 per month.

TikTok's AI tools provide businesses with equivalent capabilities that are more accessible and affordable. This is expanding U.S. businesses' access to AI technology, and 95% of businesses using TikTok's built-in AI tools say they are important to their ability to compete.

Paid Advertising and Creator Partnerships

Organic discovery is often the starting point for business growth on TikTok. Once businesses understand what resonates with audiences, they can build on successful content through paid advertising or partner with creators to reach new markets.

TikTok's advertising tools enable businesses to extend the reach of high-performing content through in-feed ads, promoted videos and branded content. By using the same video formats, trends and sounds that users already engage with, businesses can integrate promotional content more naturally into the platform experience.

Creators also bring an added layer of credibility, allowing businesses to communicate through trusted voices that have already established relationships with their audiences.

TikTok Creators Are Working Closely With Businesses:



75% of businesses on TikTok report they have engaged with creators for paid promotional work.



23% of users say creators' opinions or perspectives are why they choose TikTok over other platforms when searching for things such as products, businesses and attractions.



70% of businesses that use TikTok for brand and creator partnerships say these activities are important in driving sales.

American businesses report working with TikTok creators for a variety of reasons.

How U.S. Businesses Partner With TikTok Creators:

60%

To create their own content that promotes their business.

58%

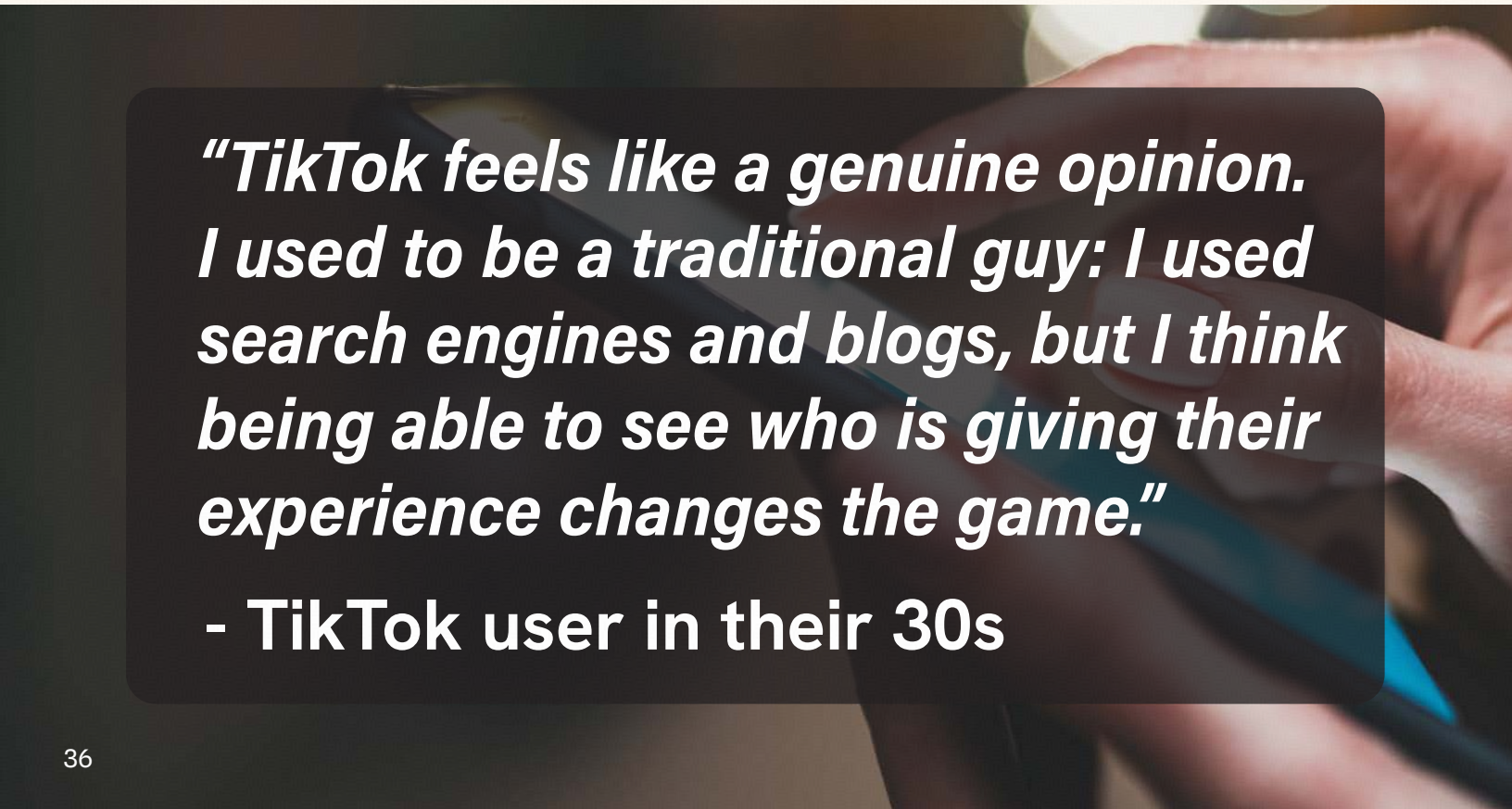
To appear in content created by their business/their advertising team.

48%

To sell products on TikTok Shop via the creator affiliate program.

46%

To co-create campaigns and collaborations.



"TikTok feels like a genuine opinion. I used to be a traditional guy: I used search engines and blogs, but I think being able to see who is giving their experience changes the game."

- TikTok user in their 30s

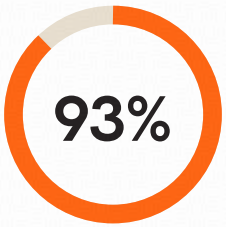
Turning Discovery Into Sales

For businesses, the success of content is ultimately measured by what happens next. Businesses consistently report that engagement on TikTok translates into measurable commercial outcomes, whether through online sales, inquiries or increased foot traffic to physical stores.

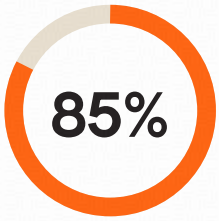
TikTok Is Boosting Sales and Helping Businesses Reach More Customers:



of businesses using TikTok say their sales increased after promoting their products and services on the platform.



of businesses using TikTok say their audience grew after releasing new marketing content on the platform.



of businesses using TikTok say they have sold out of a product after promoting it on TikTok.

The impact is not limited to online sales. **89% of businesses using TikTok have had customers visit their physical store because they had heard about the business on the platform**, showing how digital discovery can translate into activity in local economies.

> *"It's actually becoming more common as we're getting more attention on our videos. People come in and say, 'Where's this?' and they'll show their phone... We're actually sold out of our most popular TikTok product."*

- Gift store owner, Charleston

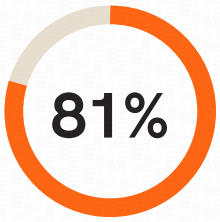
Selling Directly on TikTok Shop and LIVE Shopping

TikTok Shop builds on the way consumers already discover products through content by allowing purchases to be completed without leaving the platform. LIVE Shopping events through TikTok Shop provide consumers with a new way to interact with sellers, giving them the ability to ask questions and get answers in real time, as well as see live demos of the product.

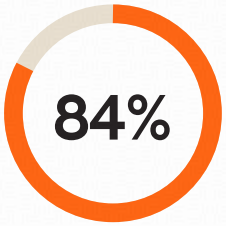
This makes it easier for businesses to convert interest into sales. Growth has been significant. According to TikTok, in 2025, U.S. TikTok Shop platform sales (gross merchandise value, or GMV) increased by 120% year over year. This growth brings benefits to U.S. businesses.

85% of TikTok Shop sellers say the platform helped increase their sales and revenue, while more than 2 in 3 (68%) say it has helped them acquire new customers.

TikTok Shop Helps Businesses Reach More Customers:



of TikTok Shop sellers say the platform has allowed them to reach customers they wouldn't be able to access through a physical or online store.



of TikTok Shop sellers say the platform has helped them sell products beyond their local area more easily than they would have otherwise.

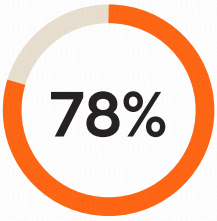
The benefits extend beyond individual transactions. **84% of TikTok Shop sellers say it has made it easier to launch new products**, reducing the cost and uncertainty often associated with bringing products to market. Rather than relying solely on traditional retail channels or large marketing campaigns, businesses can test demand, build awareness and generate sales through content before investing more heavily in a product launch.

TikTok Shop's Seller Center — a comprehensive in-platform dashboard that helps sellers and brands track sales, profitability insights and other analytics — has helped enable this success.

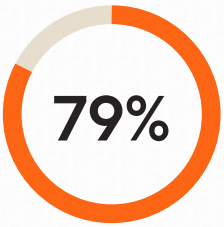
84% of TikTok Shop sellers say it provides useful insights into customer preferences and behavior, helping them identify which products resonate most with consumers, respond more quickly to changing trends and refine future product launches.

Selling online has traditionally required businesses to invest in websites, attract traffic and manage multiple sales channels, creating significant costs for smaller firms. By combining discovery and commerce within a single platform, TikTok Shop reduces these barriers, making it easier for businesses to start selling online and scale quickly.

TikTok Shop Is Improving How Businesses Sell Their Products:



of SMBs using TikTok Shop say it has helped them start selling products faster than if they had gone through the process of setting up an online store.



of SMBs using TikTok Shop say it has helped them reach new customer demographics.

For many businesses, TikTok Shop complements existing sales channels while providing a simpler path to reaching new customers. It gives businesses a way to build on the audiences they have already developed through content, turning discovery into sustained commercial growth.

80% of businesses using TikTok Shop say sales from TikTok Shop have allowed them to hire one or more additional employees.



How LIVE Shopping Helps American Businesses Find New Opportunities

LIVE Shopping is a commerce experience within TikTok Shop that allows businesses to showcase products and consumers to make purchases during a livestream.

LIVE Shopping brings product demonstration, customer interaction and purchasing into the same real-time, engaging and entertaining shopping experience. Brand hosts can explain products and answer questions in real time, giving consumers more information at the point when they are considering a purchase.

This format continues to grow rapidly in the U.S. In 2025, TikTok said sales **generated through TikTok Shop LIVE grew by more than 80% year-over-year, while the number of creators earning commissions through TikTok Shop LIVE increased by 202%.**

That growth continued into 2026. TikTok Shop averaged nearly 595,000 LIVE Shopping sessions per month in the U.S., with LIVE-driven sales growing across both creators and sellers. Sales through LIVEs hosted by creators grew 92% year-over-year, while sellers saw LIVE-driven sales grow 77%.

PF Global's survey has found that **more than 2 in 3 businesses that have used TikTok Shop (69%) rate LIVE Shopping as very or extremely useful**, while **61% of TikTok Shop buyers agree that being able to interact with sellers in real time through TikTok LIVE is a reason they choose TikTok Shop over other stores or platforms.**

Case Study: Bask & Lather Co.
@baskandlatherco

Bask & Lather Co. grew out of a formula developed by Shaina Rainford's mother after her younger sister lost her hair. Years later, Shaina returned to the same oils when she experienced hair loss after COVID. Convinced that others could benefit, the former nurse practitioner launched the company in December 2020 with only $400.

"My son took over our TikTok in the summer of 2023, and that was when it really skyrocketed. He would post a video and wake up the next day to more than a million views."

The videos gave Bask & Lather Co. a way to reach customers without the advertising budgets available to established beauty brands. Its sales quadrupled between 2024 and 2025 and Shaina now employs almost 50 people, with customer-service roles dedicated to TikTok Shop seven days a week.

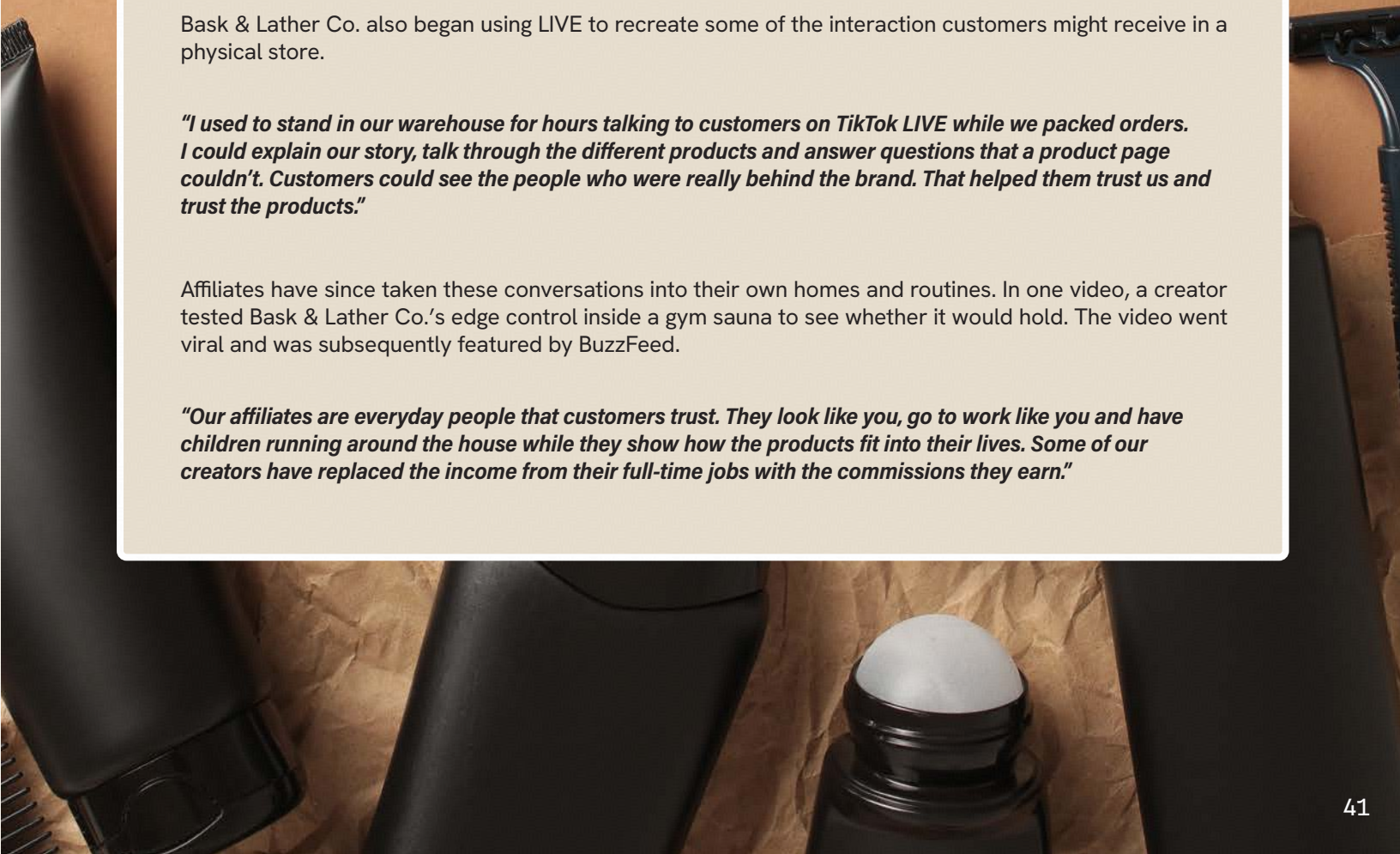
"We are one of the fastest-growing companies in America. Being good at social allowed us to enter the market and grow in a way that would not otherwise have been possible."

Bask & Lather Co. also began using LIVE to recreate some of the interaction customers might receive in a physical store.

"I used to stand in our warehouse for hours talking to customers on TikTok LIVE while we packed orders. I could explain our story, talk through the different products and answer questions that a product page couldn't. Customers could see the people who were really behind the brand. That helped them trust us and trust the products."

Affiliates have since taken these conversations into their own homes and routines. In one video, a creator tested Bask & Lather Co.'s edge control inside a gym sauna to see whether it would hold. The video went viral and was subsequently featured by BuzzFeed.

"Our affiliates are everyday people that customers trust. They look like you, go to work like you and have children running around the house while they show how the products fit into their lives. Some of our creators have replaced the income from their full-time jobs with the commissions they earn."

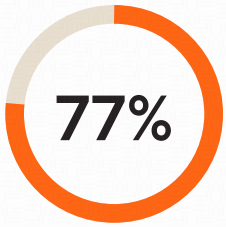


Helping American Businesses Compete and Scale

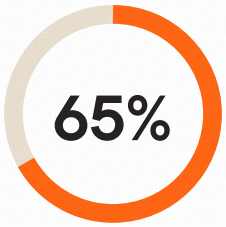
Growth depends not only on attracting customers, but also on finding a way to stand out. Smaller businesses often compete with fewer resources and less established brand recognition, while larger brands face a different challenge: remaining distinctive and relevant to modern audiences that expect more direct and personal communication.

TikTok supports both in different ways. For SMBs, the platform can create visibility that would otherwise be difficult to secure, giving the quality of a product or the character of a business greater influence over who sees it. For larger businesses, TikTok offers a less conventional way to present the brand, engage with emerging audiences and strengthen trust through responsive marketing.

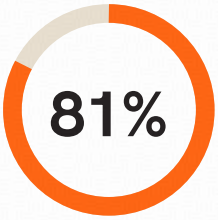
Improving How Businesses Tell Their Story and Reach New Customers:



of SMBs using TikTok say the platform has helped them compete with major or established brands.



of SMBs using TikTok say the platform improves their ability to communicate their business's values more clearly.



of larger businesses using TikTok say the platform helps their brand be seen in a new and different light, while almost all larger businesses (98%) say TikTok improves their ability to reach new, diverse audiences.

TikTok's impact extends far beyond immediate sales, acting as a catalyst for long-term business growth. 80% of businesses on the platform say it has helped them scale operations by expanding their customer base, increasing revenue or entering new markets. Companies also use TikTok to recruit talent, strengthen commercial partnerships and build their brand reputation.



83% of businesses using TikTok say they have attracted investment through a TikTok interaction.

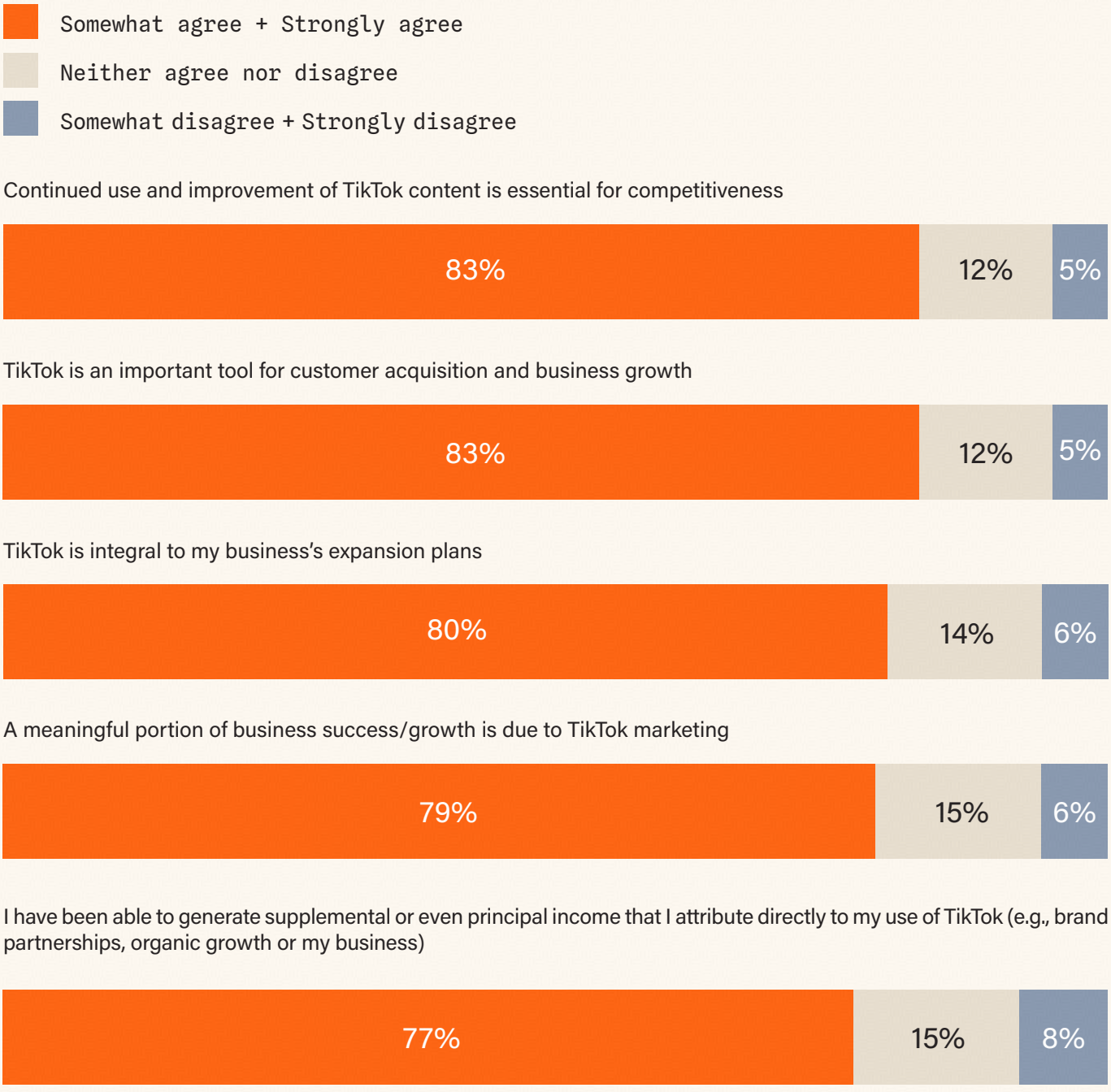
“I don’t know if we’d be able to grow as much as we have. We have expanded a lot in the last few years, opening stores throughout the Southeast.

It would be a lot harder to get our footing there without people already knowing what we’re about and knowing a little bit of background info rather than just randomly opening and they’re like ‘it’s a cookie store from Savannah but it’s in Tennessee?’”

- Bakery owner, Savannah

PF Global estimates that activity supported by SMBs using TikTok contributed **$35 billion to U.S. GDP** in 2025, supporting more than **230,000 jobs**.

U.S. Businesses' Views on the Value of TikTok Marketing



Case Study: Mississippi Candle Company @mississippi.candle.co

Jessica Simon began making candles alongside her corporate job and initially sold them at local events. After building a wholesale business across the Mississippi Gulf Coast, declining orders post-pandemic and the loss of the company's main social media account prompted her to try TikTok Shop.

"One night, I saw another small business owner explain how much she had sold through TikTok Shop. I thought, 'If it can work for her, it can work for me.' I opened our TikTok Shop that night, and within two weeks we went viral."

On TikTok, Jessica can demonstrate her products and potential customers can interact directly with the person behind the business.

"TikTok gives customers an opportunity to know me, not just the brand. They can see how I interact with people and speak to me directly through comments and messages. They can't do that when a product is sitting on a shelf."

"I can tell people that one of our products smells good and works well, but it carries a different kind of trust when an affiliate says it too. It is almost like hearing it from the business owner and then having your best friend say, 'No, it really does work, and it really does smell good.'"

This translated into rapid national growth.

"Before we started using TikTok, we made $167,000 in annual sales. This year, we are on track for $12 million, after growing 600% year over year. Until very recently, that growth was entirely organic. I rarely posted on any other social media platform, and our business growth came from TikTok."

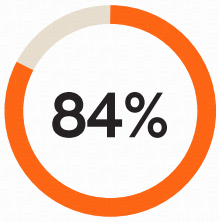
The additional revenue has been reinvested in the company, enabling Jessica and her husband to expand the business's capacity without relying on external finance.

"We saved the cash from our TikTok sales to build a warehouse because it was difficult for a business of our size to secure a loan at a reasonable interest rate. In 2024, it was just my husband and me in that warehouse. Today, we have 21 employees and are building a 20,000-square-foot facility, where we expect to hire around 40 more people."

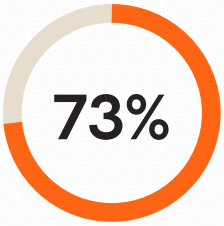
Taking American Businesses Global

For many American businesses, growth is no longer constrained by geography. A business that starts by serving its local community can use TikTok to build national and global recognition, creating new opportunities to export American products, services and ideas.

Helping Businesses Sell Across the Country and Overseas:



of businesses using TikTok Shop say the platform has made it easier to sell products beyond their local area.



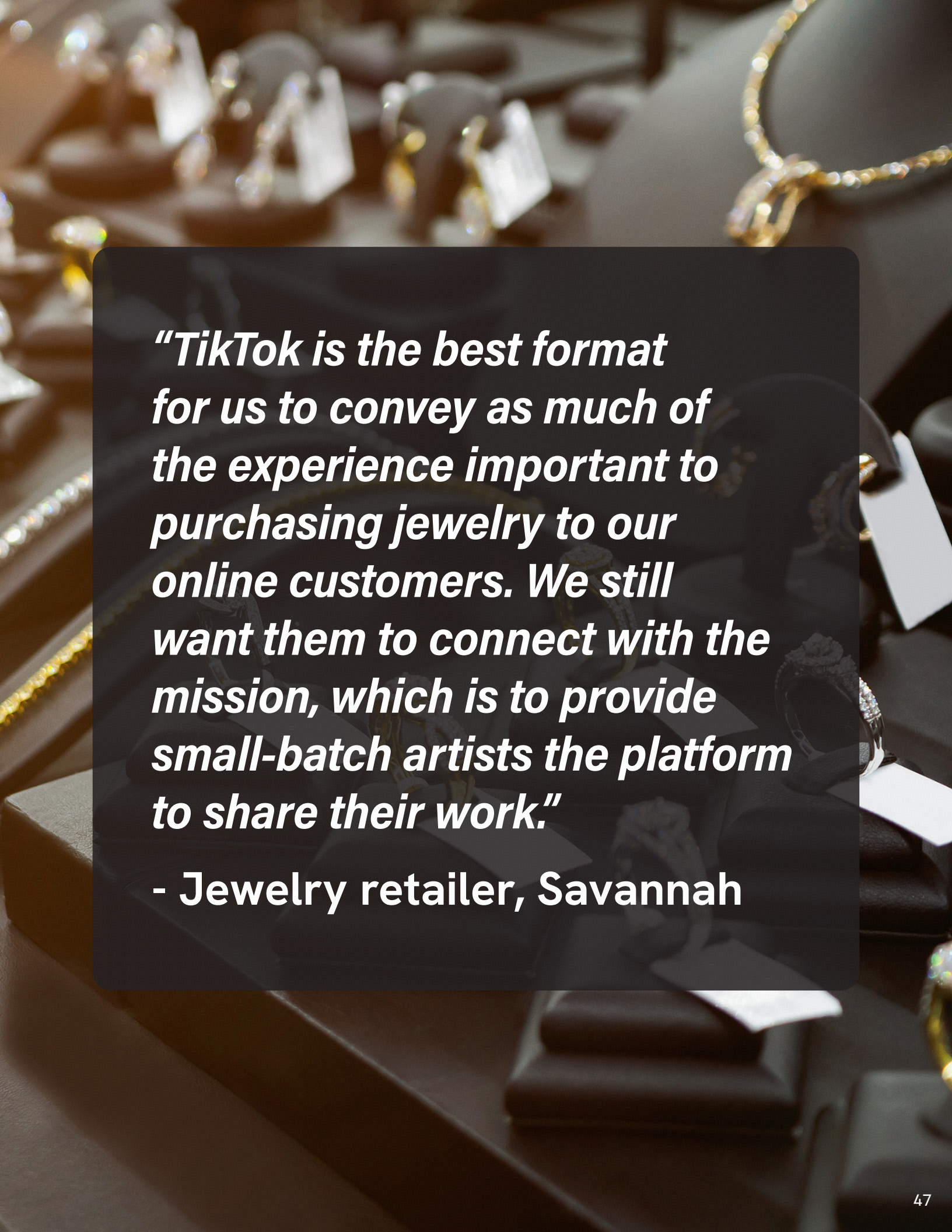
of businesses using TikTok say their use of the platform has generated interest or inquiries from users outside the U.S.



in additional U.S. exports supported by TikTok-driven exposure to U.S. brands.

Crucially, this global reach begins long before a sale. Content introduces overseas audiences to American brands, building awareness among potential customers before they make a purchase.

The opportunity extends beyond consumer goods. Manufacturers can connect with overseas buyers, tourism businesses can inspire future visitors, food and beverage companies can introduce regional products to international audiences and professional service firms can reach new clients abroad. By expanding access to international audiences, TikTok supports businesses of all sizes in participating in wider domestic and global markets.



“TikTok is the best format for us to convey as much of the experience important to purchasing jewelry to our online customers. We still want them to connect with the mission, which is to provide small-batch artists the platform to share their work.”

- Jewelry retailer, Savannah



Chapter Three

TikTok's Impact Across American Industries

TikTok's impact extends across the U.S. economy. Professional services firms use the platform to demonstrate expertise and win clients, while tradespeople use it to showcase their work. Local mainstays, from restaurants to farmers, are reaching far beyond their own communities, and even auto dealerships are using the platform to connect with people actively researching their next car.

These industries are different, but TikTok is being used in similar ways across them all, helping businesses make their knowledge, products and services easier to discover. By turning engaging content into awareness, trust and customer action, the platform helps businesses across the economy reach new audiences, stand out from competitors and generate demand.

Building Trust Across Service Industries

Across the service industry, businesses compete on reputation and relationships. Whether providing professional advice, helping someone buy a home or carrying out work on a customer's property, attracting new business depends on establishing trust well ahead of an initial inquiry.

TikTok is changing how businesses build that trust. The platform's discovery-led model gives businesses a way to reach potential customers earlier in the decision-making process, creating new opportunities for independent firms to compete and grow.



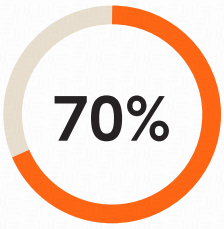
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Professional Services

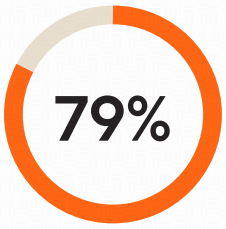
Professional services firms use TikTok content to demonstrate expertise. Accountants explain tax changes, marketers break down successful campaigns and mortgage advisers simplify the home-buying process. Instead of relying solely on referrals or traditional marketing, businesses can build recognition by consistently sharing practical knowledge and interacting with audiences through video replies.

As these audiences return for useful advice, firms establish credibility long before a potential client needs their services. For freelancers and smaller firms, this reduces the importance of professional networks when competing for new business.

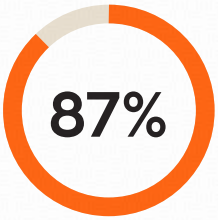
Benefits Professional Services Businesses Get From TikTok:



of professional services businesses using TikTok say it helps them differentiate services more clearly from competitors.



of professional services businesses using TikTok say it is an important tool for customer acquisition and business growth.



of professional services businesses using TikTok say they have developed or improved a service using information from the platform.

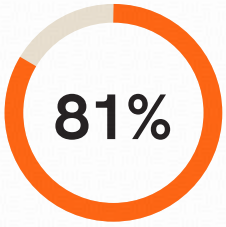




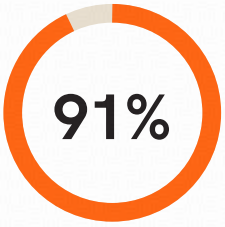
Real Estate

Buying a home is as much about confidence in the person guiding the process as it is about the property itself. Real estate creators on TikTok post property tours and neighborhood guides to give potential buyers a clearer sense of their local expertise. While this content serves as inspiration for some, it actively connects prospective buyers with individual realtors and larger real estate organizations for inquiries and, ultimately, sales.

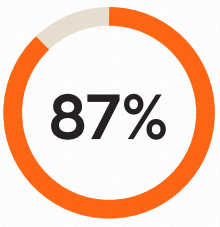
Benefits Real Estate Businesses Get From TikTok:



of real estate businesses using TikTok say it allows them to reach customers they otherwise would not have been able to reach.



of real estate businesses using TikTok say sales have increased after promoting services on the platform.



of real estate businesses using TikTok have had customers come to their office in person because they had heard about them on the platform.

Trades

For tradespeople, seeing the finished work is often the strongest recommendation. Short-form video makes it easier for builders, electricians and decorators to showcase craftsmanship through before-and-after content, giving TikTok users confidence when choosing who to hire. This reduces uncertainty for potential customers when they commission work on their most valuable assets and helps independent businesses build a reputation beyond word of mouth.

82% of tradespeople using TikTok say it helps them compete with established brands.

78% of tradespeople using TikTok say the ability to reach people who do not already follow them through TikTok is important to their advertising.



Bringing Products and Experiences to Life

For many consumer-facing industries, demand depends on showing products rather than simply describing them. Across industries where appearance, performance or everyday use influence purchasing decisions, TikTok's short-form video format provides a new way to connect products with potential customers.



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Health and Wellness

Health and wellness products are often judged by their results. Consumers increasingly want to see how a product performs before deciding whether to try it themselves. TikTok allows businesses to showcase products through fitness creators, skincare specialists and other trusted voices, giving consumers a clearer understanding of the results they can expect through authentic demonstrations. For many brands, creator partnerships also help reinforce the values and lifestyle associated with their brand, fostering long-term loyalty.

As health and wellness trends evolve, businesses can respond more quickly to changing consumer preferences while launching new products to already engaged audiences.

Benefits Health and Wellness Businesses Get From TikTok:

76% of health and wellness businesses using TikTok Shop say it has made it easier to launch new products.

46% of health and wellness businesses using TikTok say creator partnerships on the platform are important to driving sales.

63% of health and wellness businesses using TikTok say it has improved their ability to communicate the business's values more clearly.

Restaurants and Food Services

Food is one of the most visual forms of consumption. Seeing a meal prepared or served often influences whether people decide to try it, making video a particularly effective way of generating demand. TikTok gives restaurants, producers and food brands a way to present products through recipes and everyday experiences, helping consumers decide what to eat and where to do so.

The opportunities extend throughout the food supply chain. A trending recipe can increase demand for individual ingredients, while creator recommendations can introduce consumers to restaurants and products they might otherwise never have discovered. Engagement on the platform also gives businesses rapid feedback on changing tastes, allowing them to adapt menus, develop new products and respond quickly to emerging food trends.

Benefits Restaurants and Food Services Businesses Get From TikTok:



85% of food and beverage businesses have sold out of a product after promoting it on TikTok.



83% of food and beverage businesses using TikTok say it helped them develop a new product or improve an existing one.



50% of users say they have purchased ingredients to try a new recipe they discovered on TikTok.

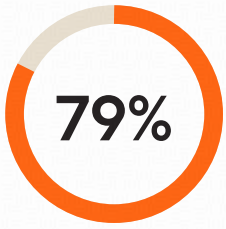


Hospitality, Travel and Tourism

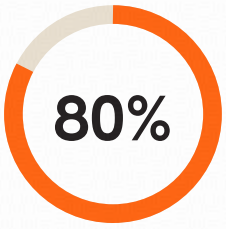
TikTok gives hotels, attractions, tour operators and other tourism businesses a way to reach travelers both while they are planning a trip and once they are already there. A business might appear in search when someone is looking for something nearby, or be encountered through a creator or previous visitor whose video brings the experience to life.

That matters especially for independent and local businesses that may not feature prominently in traditional travel guides. Firsthand content can give potential visitors a clearer sense of what a place is actually like, while creator partnerships and paid promotion give businesses ways to extend that visibility to people who are likely to visit.

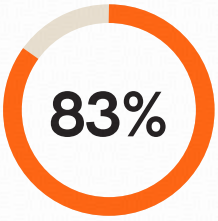
Benefits Hospitality, Travel and Tourism Businesses Get From TikTok:



of hospitality, travel and tourism businesses using TikTok say the platform allows them to reach customers they otherwise could not.



of hospitality, travel and tourism businesses using TikTok have had customers visit a physical location after hearing about them on the platform, while 86% say TikTok has directed customers to their website.



of hospitality, travel and tourism businesses using TikTok say it has led to increased sales.

Case Study: Jennifer Gay @vegasstarfish

Jennifer Gay is the creator behind VegasStarfish, a tourism account that helps visitors experience Las Vegas through the perspective of a local. Her videos take viewers inside hotels, restaurants and attractions, with a particular focus on businesses and experiences that can be overlooked alongside the city's largest resorts.

"COVID happened and I was laid off. Until that moment, it had never occurred to me that I didn't own my career. So I started creating content with a simple message: come back to Vegas. I wanted to show the small businesses, hotels and attractions that give people reasons to visit beyond blackjack."

The audience built around this local knowledge also created a new economic opportunity for Jennifer herself. Repeated questions from viewers showed there was demand for more detailed guidance, allowing her to test a paid product without the upfront costs that would normally accompany a new tourism business.

"I wrote a $10 downloadable guide to Las Vegas and told myself that if I could sell ten copies, I was meant to be a creator. I went to TikTok LIVE while walking along Las Vegas Boulevard, and by the time the livestream ended I had sold $18,000 worth of guides. I went out the next day and did it again. That opened the door for me to do this full-time and effectively crowdfunded what has grown into a platform of just under five million people."

Automotive

Buying a vehicle is rarely an impulse decision. Consumers typically compare models, research features and understand how vehicles perform before visiting a dealership.

Increasingly, that research begins on TikTok. Reviews shared by owners and #CarTok creators provide prospective buyers with an authentic alternative to traditional manufacturer advertising. For dealerships, this broadens the opportunity to engage potential customers much earlier in their research journey.

The platform also supports the wider automotive sector. Restoration projects and maintenance content increase the visibility of custom auto shops and parts retailers among enthusiast communities, creating new opportunities for businesses beyond vehicle sales.



82% of automotive businesses using TikTok say it has led to increased sales.



59% of automotive businesses using TikTok say it helps differentiate their products and services from competitors.

Case Study: Anthony Reich
@texas_carguy

Anthony Reich, general manager of Huffines Hyundai McKinney in Texas, uses TikTok LIVE to answer prospective buyers' questions in real time and build trust through direct conversation. This gives the dealership another way to stand out and connect with customers as they research their next vehicle. TikTok's Service+ feature helps turn those conversations into business opportunities, allowing viewers to share their contact information and book services.

This is already delivering results for the business. Anthony's experience illustrates how automotive businesses can combine personal engagement with a practical route from interest to purchase, creating a new sales channel beyond traditional automotive marketplaces.



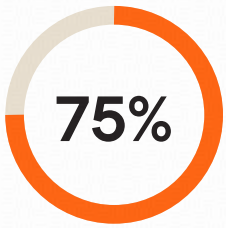
Supporting American Agriculture

For many agricultural businesses, connecting directly with consumers can be difficult. Producers are often several steps removed from the people who ultimately buy their products, limiting opportunities to tell the story behind American farming and build awareness for local produce.

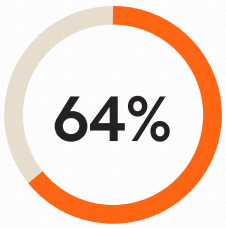
Through #FarmTok, agricultural creators share everyday rural life, explain how food is produced and document the changing seasons. This gives consumers a greater understanding of the people and processes behind the products they buy, while allowing farmers and ranchers to build audiences around their own stories rather than relying solely on intermediaries.

For many producers, this creates commercial opportunities alongside greater visibility. Farms use TikTok to promote seasonal events, attract visitors and sell directly to consumers, while producers of packaged or specialty goods are able to reach customers well beyond their local area. In doing so, TikTok helps strengthen the connection between rural producers and the wider economy.

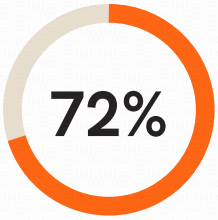
Benefits Agricultural Businesses Get From TikTok:



of agricultural businesses using TikTok say it has increased exposure for regionally focused products and services.



of agricultural businesses using TikTok say the platform has helped their brand be seen in a new and different light.



of agricultural businesses using TikTok say it allows them to reach customers they otherwise would not.



Case Study: Wyoming Authentic Beef Snacks @wyomingbeef

David Fales grew up on a ranch near Cody, Wyoming, and had long wanted to build a business around beef sourced from the state's ranches. After a career that took him across the country, he founded Wyoming Authentic Beef in his sixties. When TikTok Shop launched, David's daughter Michelle saw an opportunity to share the company's story with a much larger audience.

"My dad already had the business and a great product; we needed a new way to bring it to more people. While I was still setting up the Shop, I posted an organic video telling his story. It went viral that same night, before I had even linked it to a product. We have continued telling that story because its authenticity keeps resonating."

By taking viewers behind the brand, TikTok allowed Wyoming Authentic Beef to promote what sets the product apart from alternatives, helping consumers make the decision to buy from anywhere in the U.S.

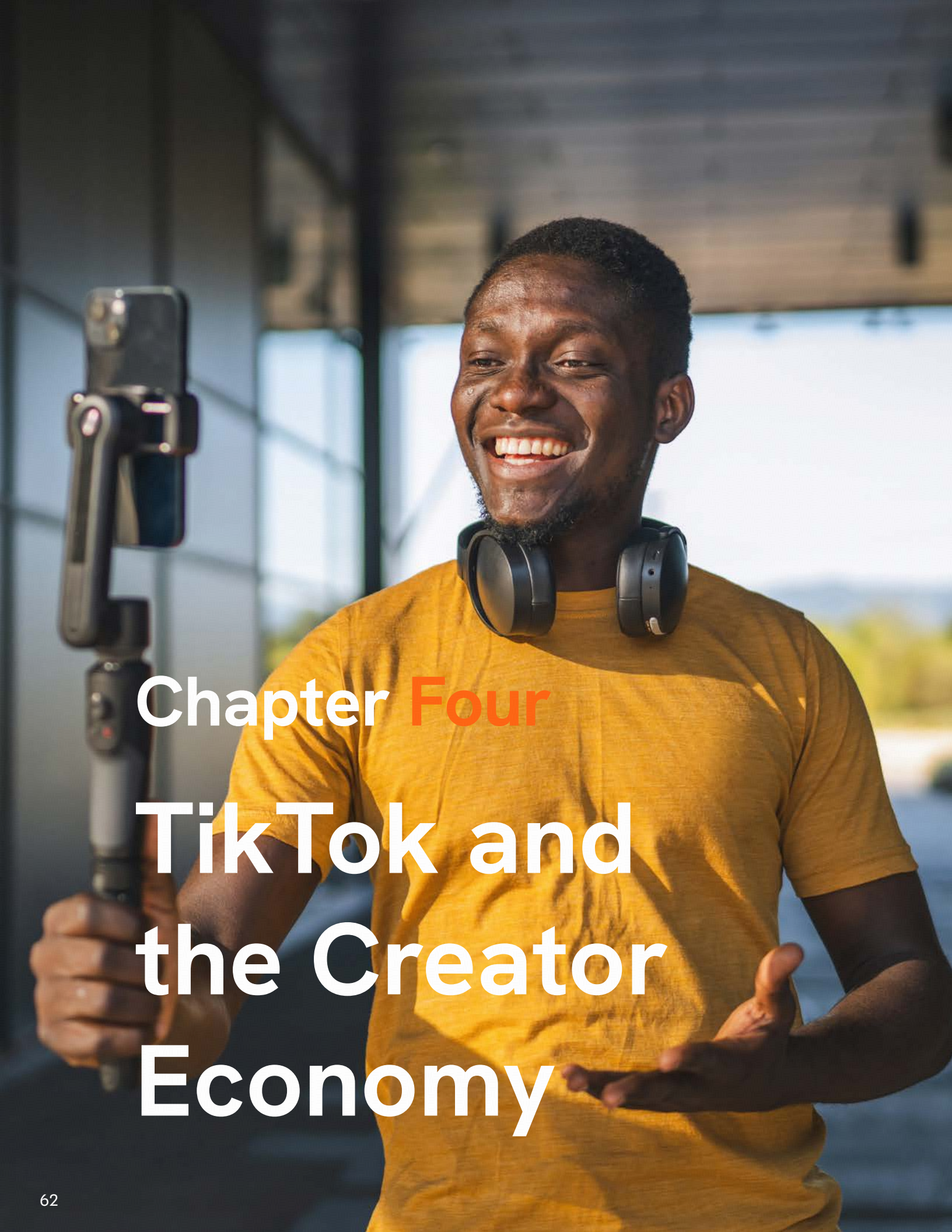
"TikTok helps customers understand the traceability of our beef. We manufacture the products ourselves, so we can explain where the beef comes from and how we maintain its quality. That was important in giving people the confidence to order without first encountering the product in a grocery store."

The response quickly translated into new demand.

"I walked into the office and our shipping manager asked, 'David, what have you done?' Hundreds of orders were flowing in after we shared our story on TikTok. In our first year, online sales increased by around 200%."

Greater visibility has also supported the company's business beyond TikTok Shop.

"Retailers and other businesses have approached us because they see our products and our presence online. Customers also tell us that they discovered us on TikTok and then bought our products from one of our retail stockists."



Chapter Four

TikTok and the Creator Economy

TikTok has played a key role in the rise of an entirely new industry in the U.S.: the creator economy. The creator economy is an increasingly important U.S. industry. It is changing how people discover and consume media while opening up new routes into creative work.

Creators also give American creativity a global stage. U.S. creators are introducing international audiences to American music, art, comedy, food, fashion and everyday life. This exposure generates demand for the artists, businesses and communities behind the content, all while strengthening America's cultural influence abroad.

Opening Up the Creator Economy

TikTok plays an important role in the creator economy. A strong idea can reach an audience without first passing through traditional gatekeepers. Built-in editing tools, music libraries and AI-powered features reduce some of the technical barriers to creative work, making it easier to experiment and develop an audience.

Through the creator economy and TikTok, earning money for creative work is therefore no longer limited to people pursuing a professional creative career. TikTok makes it easier for Americans to join the creator economy without giving up their day jobs, meaning they can be rewarded for a creative side hustle or have more income security as they try to build a new career or business for themselves.



54%

of people who have posted on TikTok say they have received money or other income from their content.



26M

PF Global estimates that TikTok allowed 26 million Americans to earn money from their creative work in the last year.

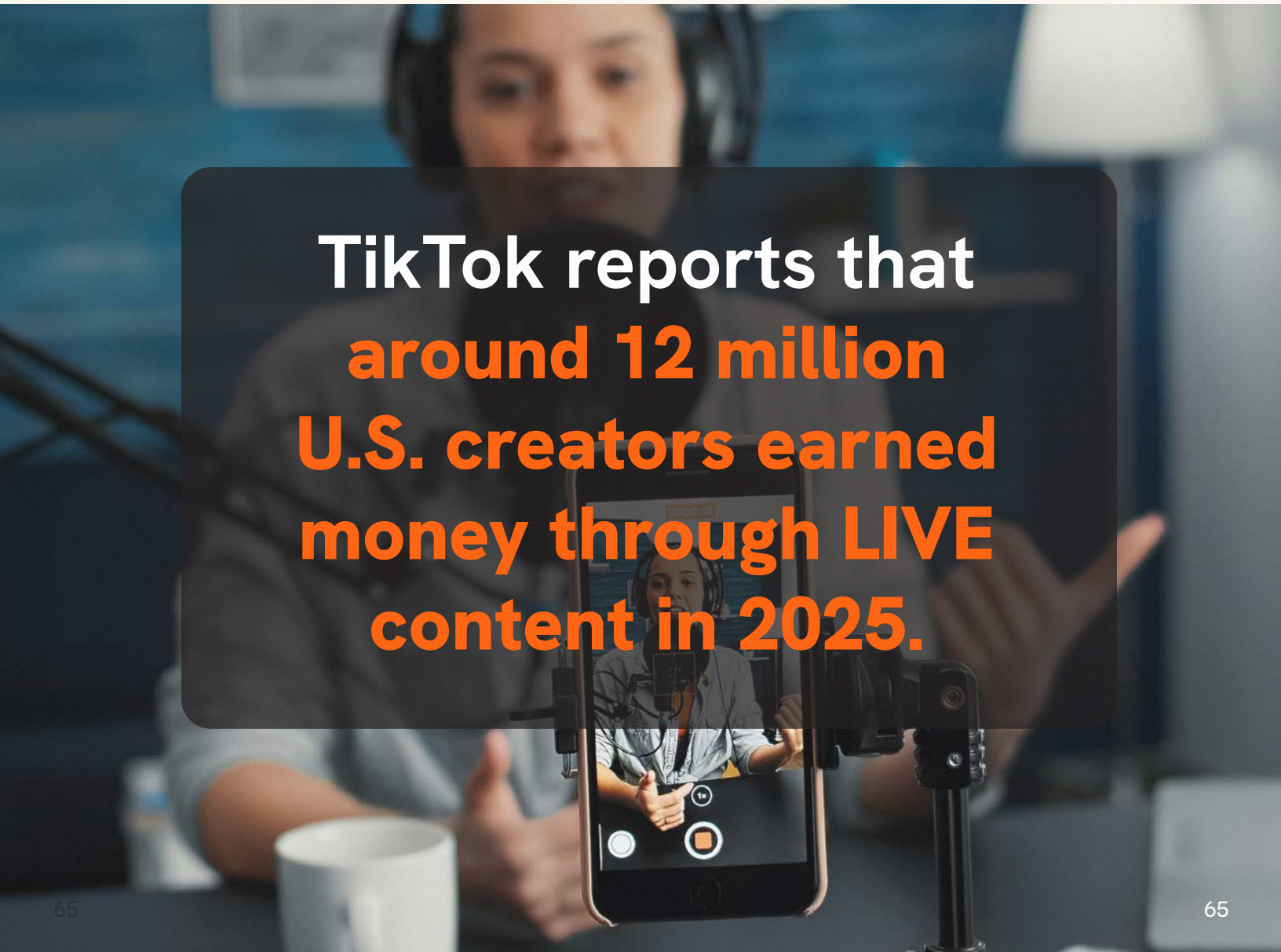


74%

of TikTok creators who earn income from the platform are employed alongside their creator activity, including 60% who work full-time.

TikTok LIVE and the Creator Economy

TikTok LIVE lets creators broadcast performances, share skills and interact with viewers in real time. For U.S. creators, it offers a way to build an audience and earn money through features such as virtual gifts, helping turn creative interests into additional income or a full-time career.



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Going LIVE: How TikTok Is Redefining the Relationship Between Audiences, Creators and Businesses

TikTok LIVE allows creators and aspiring creators to stream their content and interact with viewers in real time. This more personal, two-way engagement helps creators reach new audiences, deepen relationships with existing followers and build communities around shared or niche interests.

In 2025, **15 million North American creators went LIVE**, reaching **more than 70 million monthly viewers in the U.S. alone**. This generated over $1 billion in payouts to U.S. creators, with many earning above minimum wage and actively supplementing their existing income.

The benefits also extend to businesses, which can host their own broadcasts or collaborate with creators to demonstrate products, answer questions and reach established communities.

Among businesses using TikTok LIVE, **54% reported increased sales, 53% increased brand visibility, 45% greater traffic to their website or app and 41% useful customer feedback.**

PF Global estimates that TikTok LIVE generates **an additional $2,500 in revenue, on average, for SMBs that use it regularly.**

Case Study: Kira Lise
@kiralise

Kira Lise began performing on TikTok LIVE while working as a barista, with her first livestream taking place at her kitchen counter as she made breakfast. She continued experimenting, sharing her songs against different backdrops in her home. Within weeks, hundreds of people were joining her performances.

As the shows became a regular fixture, Kira began recognizing familiar names in the comments. One livestream reached 50,000 viewers, enough to fill a stadium, while her following has since grown to nearly 600,000.
That TikTok audience enabled Kira to support herself through music while retaining control over her work. After spending two years with a traditional record label, she chose to fund and promote her music independently, using TikTok LIVE to connect directly with listeners. Some of those fans now travel to attend her in-person performances. Her work has also led to appearances at VidCon and Germany's Reeperbahn Festival, and in 2025 she won iHeartRadio's Next Up LIVE Music competition.

"From starting to sing songs in my kitchen, to now performing full-time, being on TikTok LIVE has changed my life for the better."

Supporting America's Creative Industries

PF Global estimates that **TikTok's creative economy, spanning everything from individual creators to production agencies, contributed $9.7 billion across the U.S. creative sectors in 2025.** Looking ahead, digital platforms are expected to play an even greater role in growing creative employment. We estimate that by 2030, social media platforms such as TikTok **will drive the addition of 14 million streamers, artists and creators, delivering a total of $30 billion in earnings in the industry.**

Creating on TikTok can also develop skills that transfer beyond the platform.



63%

of users who post on the platform say creating content has helped them develop creative skills such as editing, videography and collaboration.

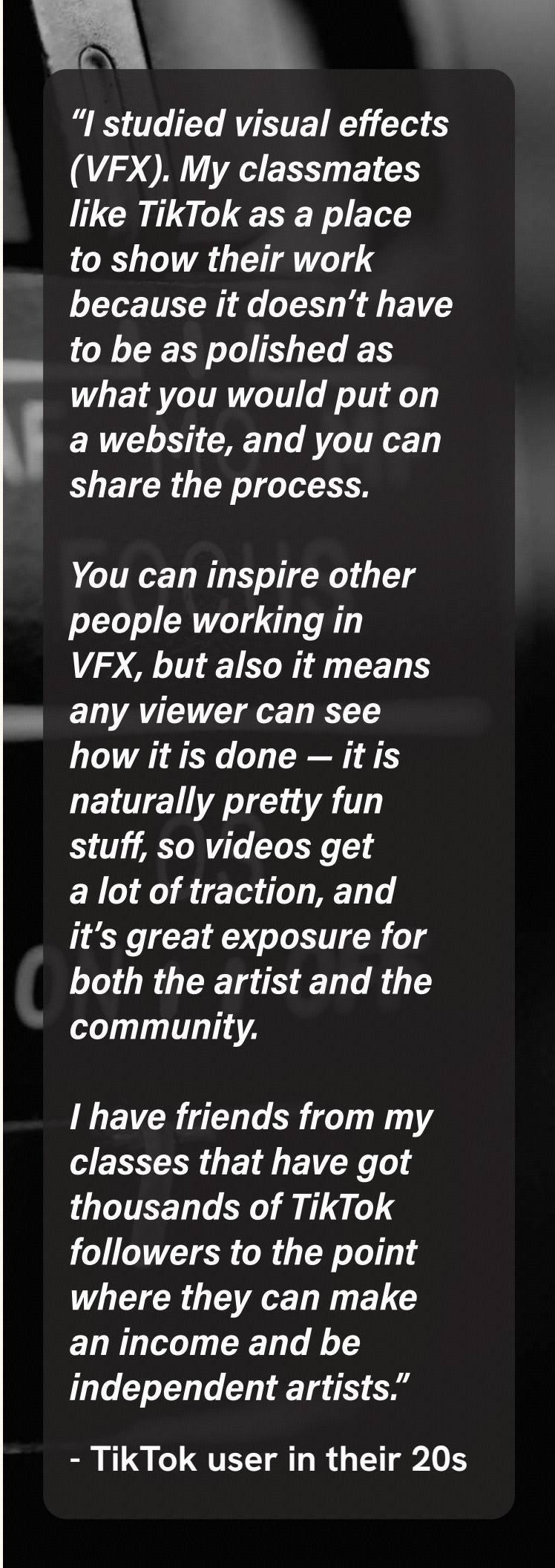


70%

of users agree that TikTok gives creative content visibility and opportunities to be discovered.

These capabilities can have value in the wider labor market as well as on the platform itself.

Record labels, publishers, production companies, brands and talent agencies use TikTok to identify emerging creators who have already built audiences and demonstrated creative capabilities. Rather than replacing traditional routes into the creative industries, TikTok expands the ways creative talent can be discovered.



"I studied visual effects (VFX). My classmates like TikTok as a place to show their work because it doesn't have to be as polished as what you would put on a website, and you can share the process.

You can inspire other people working in VFX, but also it means any viewer can see how it is done — it is naturally pretty fun stuff, so videos get a lot of traction, and it's great exposure for both the artist and the community.

I have friends from my classes that have got thousands of TikTok followers to the point where they can make an income and be independent artists."

- TikTok user in their 20s

Building the Next Generation of Music Careers

The music industry shows how the creator economy can generate value beyond the platform. Artists can reach listeners directly, while record labels and promoters gain another route for identifying new talent. Trending videos can introduce undiscovered musicians to millions of potential listeners, allowing songs to reach audiences well beyond traditional promotional channels.

For emerging artists in particular, building an audience on TikTok increasingly forms part of how careers are established. Developing a fan base on the platform first can create momentum for streaming, live performances and wider commercial opportunities.

71% of TikTok users agree that TikTok helps them discover new music and artists.

57% of TikTok users have started listening to a new musician or band as a result of seeing them on TikTok.

When users create and share videos using the same audio, a track can spread through many different communities and gain wider recognition.

59% of TikTok users reported adding a track they discovered on TikTok to their personal playlists.

That discovery often leads to offline activity. As users stream songs, attend concerts, purchase merchandise and share music with others, they generate additional demand across the wider music industry.

PF Global estimates that **TikTok-driven streams and exposure generated an additional $2.1 billion in streaming royalties, ticket sales and merchandise purchases for U.S. artists in 2025.** This financial impact is particularly strong for emerging musicians whose careers are accelerated by viral discovery.

Everyone Can Create

Millions of Americans use TikTok to share what they love — from favorite products and restaurants to useful skills and local places — without aiming to turn that activity into income. For the purposes of this report, we call these users Casual Creators.

Together, their firsthand experiences create a valuable source of information for other Americans, helping people decide what to buy, where to go and what to try. This sharing also benefits the wider economy by directing attention and demand toward businesses, products and communities that might otherwise be overlooked.

Who Are TikTok's Casual Creators and Why Are They Important?

Casual Creators are everyday TikTok users who post about the things they are interested in. They are not full-time creators or, necessarily, people trying to establish a career as a content creator. Casual Creators are regular users who post about the things they care about and the communities they are a part of.

They are a valued part of TikTok's creator ecosystem because they turn their personal experience into useful information for others. Casual Creators are more likely than other TikTok users to visit and post about new businesses, new locations and new experiences. This creates a steady stream of organic and authentic content.

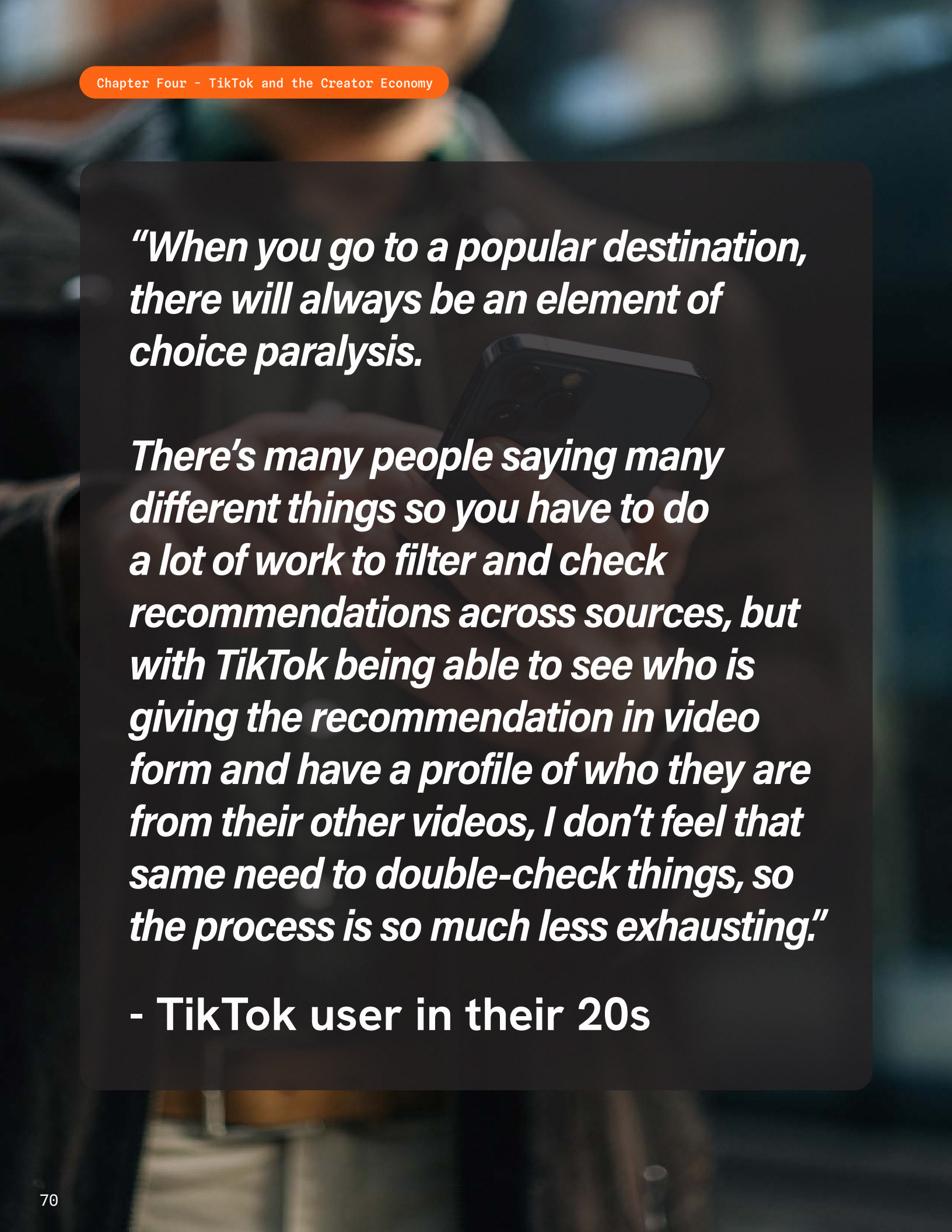
A video about a neighborhood restaurant, independent store or local event can help another user decide where to go and what to try. In this way, Casual Creators help connect online discovery with real-world economic activity.

This type of content has particular value for businesses beyond their own marketing efforts. Even for companies that do not post on TikTok themselves, videos from Casual Creators can often kick off trends or support existing campaigns.

PF Global estimates that 41% of American TikTok users fall into this category, meaning there are **43 million Casual Creators** across the U.S. — more than the population of California. Attracting regular TikTok users therefore benefits local businesses, as there is a good chance they will not only come to spend money but also share their experiences on the platform. This creates free and authentic content that can support business growth.



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"When you go to a popular destination, there will always be an element of choice paralysis.

There's many people saying many different things so you have to do a lot of work to filter and check recommendations across sources, but with TikTok being able to see who is giving the recommendation in video form and have a profile of who they are from their other videos, I don't feel that same need to double-check things, so the process is so much less exhausting."

- TikTok user in their 20s

Sharing American Creativity and Culture With the World

As creators build audiences, many are reaching people beyond the U.S. In doing so, they are introducing international audiences to American music, art, comedy, food, fashion, values and everyday experience.

Creators can act as ambassadors for their communities, introducing the world to neighborhood restaurants, regional traditions, local businesses and uniquely American experiences that might otherwise not reach beyond their state. In doing so, they broaden the range of voices representing the U.S. abroad and help people engage with a more diverse and vibrant picture of American life.

How TikTok Builds Recognition Overseas:



26% of professional TikTok creators have an audience that extends beyond the U.S.



79% of TikTok's professional creators and 72% of businesses agree that TikTok enables them to shape how American culture is perceived globally.

Case Study: Freekbass
@freekbass

Cincinnati-born bassist Freekbass built his career in the city's funk scene. Funk legend Bootsy Collins gave him his nickname and produced his first two albums. Today, TikTok is helping him share that musical heritage with listeners worldwide.

His nightly TikTok LIVE show, The FREEKQUENCY with FREEKBASS, combines performances, songwriting and conversations with viewers. A single livestream can bring together fans in New Zealand, Germany, Japan and across the U.S., extending his reach beyond the places he can visit on tour.

Audiences also help shape the music. Freekbass tests new songs and grooves live, responding to comments and building a community of regular listeners known as the "Freek Squad."

According to TikTok, his most widely seen livestream generated more than 800,000 impressions. His growing audience has strengthened music equipment partnerships and supported the launch of Freekbass-branded gear. His experience shows how an artist rooted in a local American music scene can use TikTok LIVE to build international connections and new commercial opportunities.

Cultural reach also has commercial effects. As overseas audiences discover American products, destinations and creators through TikTok, they create opportunities for U.S. businesses and creators.



Nearly 3 in 4 businesses using TikTok (73%) say the platform has generated interest or inquiries from users outside the U.S.

How TikTok Helps International Visitors Discover America and American Culture

PF Global interviewed 288 tourists, residents and businesses in Dallas and Miami around major international soccer matches hosted by the U.S. in July 2026. Interviewees of more than 25 nationalities described discovering American food, culture and businesses through TikTok.

For international visitors and fans, TikTok offered a way to draw on local knowledge when exploring unfamiliar cities. One British visitor described the value of seeing a city through the eyes of people who lived there:

"Local people will post a TikTok like 'five things to do if you're visiting Dallas.' That sort of stuff from a local's experience, that really is a positive... we wouldn't know if that didn't exist, so we're thankful for that."

- UK tourist in their 20s, Dallas

Recommendations also shaped where visitors ate, turning discovery into visits:

"I came to [this bakery] because of TikTok... I use TikTok for everything when I travel... all the places I want to eat."

- UAE tourist in their 20s, Miami

Local fans and U.S.-based tourists were also able to discover new ways to experience the host city alongside international supporters:

"I saw content about this festival on TikTok - it made me want to go. The thing that TikTok gives you over other platforms is more diversity of viewpoints."

- Local resident, Miami

TikTok also serves as a digital guidebook for international tourists seeking authentic local experiences. For one Japanese visitor in Dallas, the platform provided a direct route to iconic regional staples:

"We found Texas barbecue and went to a [BBQ restaurant chain], which is amazing... We also have Japanese barbecue, but it's completely different."

- Japanese tourist in their 20s, Dallas

Beyond major attractions, creator recommendations successfully drive highly intentional international foot traffic to niche neighborhood businesses. As one Dallas retail worker observed:

"They'll show me a screenshot of what the influencer posted, like 'Oh, I saw this record shop on their page, I wanted to see what's up.' Local influencers for sure help influence people from out of the country."

- Record store worker in their 20s, Dallas

You can read more here in our interim research report.



Chapter Five

Helping Americans Shape Their Future

The future of the U.S. economy will depend not only on new technologies, but also on people's ability to keep learning, adapt to new opportunities and turn ideas into businesses. Many of these transitions now take place beyond formal education and established career pathways.

TikTok is becoming part of that process by making practical knowledge easier to find. This supports personal development, contributes to workforce development and helps broaden the pipeline of entrepreneurs who can bring new products and services into the market.

More than 7 in 10 TikTok users say the platform has helped them discover new interests and hobbies. To put that in perspective: that is approximately 73 million Americans taking up a new interest.

This wave of discovery isn't just sparking new hobbies; it is also cultivating new founders. Today, **more than half of TikTok users say they are interested in starting a business within the next five years**, compared to 46% of the general U.S. population. These prospective entrepreneurs are also using the platform to help plan their ventures.

Lifelong Learning on TikTok

Throughout their lives, people continue to develop new skills, adapt to new technologies and build knowledge in response to changing personal and professional demands.

Short-form videos make complex topics easier to understand by breaking them into engaging explanations that people can return to whenever they need them.

TikTok users turn to the platform to improve their language skills, prepare for a job interview or learn about STEM. Learning on TikTok can therefore fit around work, study and daily life.

Learning on TikTok:



63% of TikTok users agree that TikTok helps them learn new skills.



60% of TikTok users say the platform makes learning feel more accessible.



66% of TikTok users say TikTok's format makes learning easier to fit into their everyday life.

Taken together, these findings suggest TikTok is becoming part of how millions of Americans continue learning alongside and beyond formal education.

The value of this learning transcends the platform. Users increasingly apply what they have learned in their careers, helping them navigate a changing labor market and develop practical skills.



44% of TikTok users say TikTok has made them better at understanding what career options are available to them.

U.S. Users' Views on the Value of TikTok for Career Development

TikTok makes me better at:

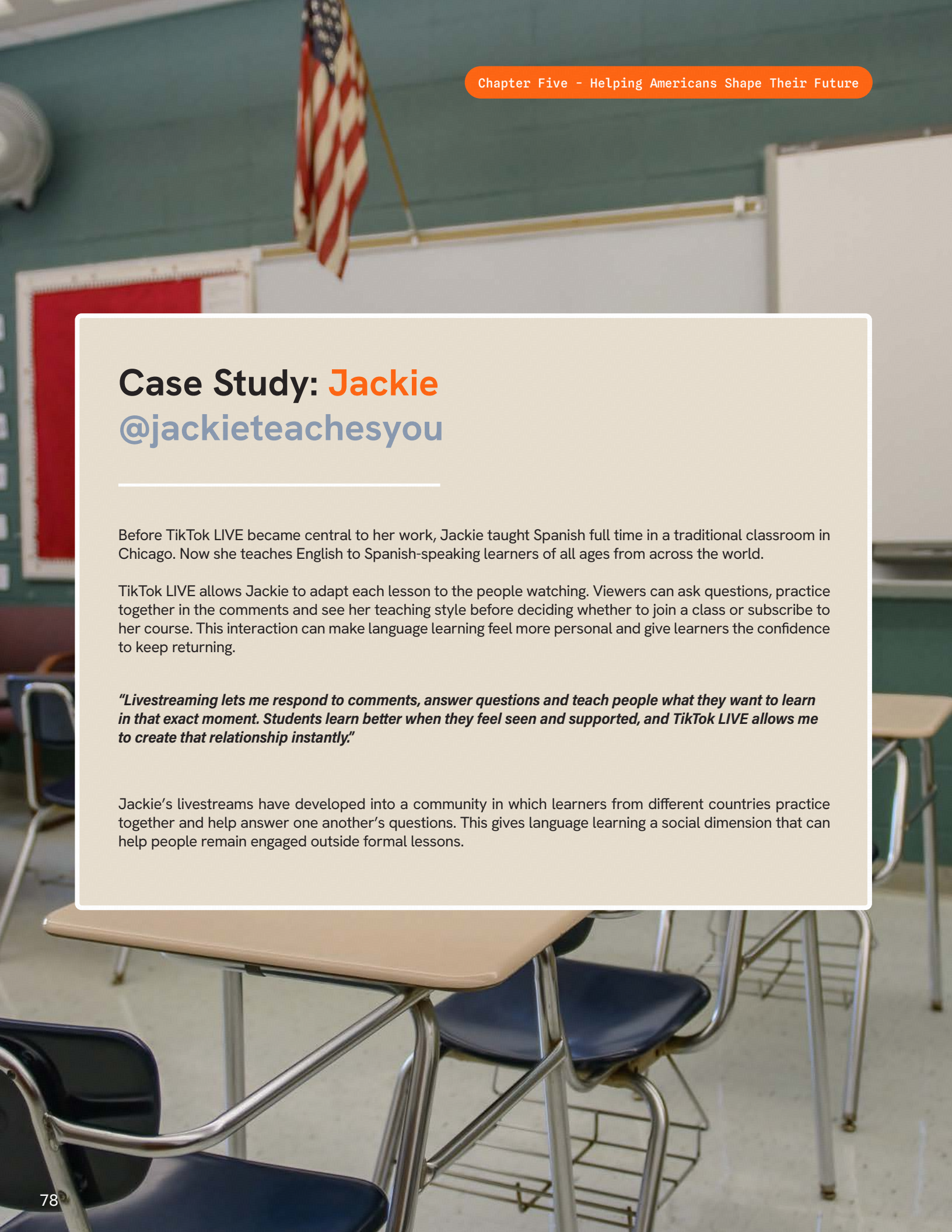


Beyond career development, TikTok also supports learning that people apply in their everyday lives.

60% of TikTok users say they have learned something on TikTok that they regularly use in their daily lives, while 56% agree that the platform has taught them a skill that has saved them money.

PF Global estimates that educational and skills-based content on TikTok generated **3.6 billion hours of informal learning** across the U.S. in 2025. This includes knowledge that helps people perform tasks more effectively at work, adapt to new tools and solve practical problems in their daily lives.

By improving how people apply their time and skills, these learning gains are estimated to have created a **$13 billion benefit to the U.S. economy.** While each individual learning moment may be small, together they strengthen America's productivity and help people respond more confidently to changing demands.



Case Study: Jackie
@jackieteachesyou

Before TikTok LIVE became central to her work, Jackie taught Spanish full time in a traditional classroom in Chicago. Now she teaches English to Spanish-speaking learners of all ages from across the world.

TikTok LIVE allows Jackie to adapt each lesson to the people watching. Viewers can ask questions, practice together in the comments and see her teaching style before deciding whether to join a class or subscribe to her course. This interaction can make language learning feel more personal and give learners the confidence to keep returning.

"Livestreaming lets me respond to comments, answer questions and teach people what they want to learn in that exact moment. Students learn better when they feel seen and supported, and TikTok LIVE allows me to create that relationship instantly."

Jackie's livestreams have developed into a community in which learners from different countries practice together and help answer one another's questions. This gives language learning a social dimension that can help people remain engaged outside formal lessons.

Helping Young People Explore the World Around Them

TikTok has become an important tool for helping American teens and young adults explore their interests and engage with the world around them. For many, that discovery does not remain online.

Among TikTok users aged 18-24, **over half (58%) say they have tried a new hobby or activity for the first time after watching a TikTok video**, while 40% have attended an event and 22% have joined a new club.

The platform also plays a role in how younger adults engage with news and current affairs.

Young People Find New Information and Media on TikTok:



37% Over 1 in 3 users aged 18-24 include TikTok among the top three places they first hear about breaking news, the highest reported share for any source among this age group.



51% Over half of users aged 18-24 say TikTok has helped them better understand social issues and current affairs.



42% Over 2 in 5 users aged 18-24 say watching TikTok has led them to start listening to a new podcast.

Taken together, these findings suggest that online discovery on TikTok can become a starting point for learning and engagement beyond the screen. Parents whose teens use TikTok describe a similar role for the platform.

35% More than 1 in 3 parents whose teens use TikTok say it helps their teen connect with and discover interests or learn new things, while 33% say it encourages creativity.

50% Half of parents say their teen has discovered new music through TikTok, while 39% say they have learned a useful skill or life hack, and 32% say they have started a new hobby or sport.

The growing role that social media plays in young people's lives also brings responsibility. Platforms used for learning, entertainment and social connection need to give parents and users confidence that appropriate safeguards are in place. TikTok has introduced more than 50 dedicated settings for teen accounts and parental controls through its Family Pairing tool, alongside wider investment in trust and safety.



Inspiring a New Generation of Readers

TikTok has transformed how audiences discover books. Rather than relying solely on bestseller lists, publishers or professional reviews, readers increasingly find titles through recommendations from peers sharing what they love.

#BookTok has grown into one of the platform's largest communities. By making literature part of everyday conversation, it introduces readers to new releases, older titles and unfamiliar genres, while inspiring people to return to reading.



46% Nearly half of 18- to 24-year-olds interested in reading use TikTok for book recommendations, outperforming every other social media platform.



37% Over 1 in 3 TikTok users aged 18-24 have bought a book or started following an author after watching a TikTok video.

For authors and publishers, this creates a route to readers through recommendations that emerge from the reading community itself. For users, the effects go beyond individual purchases: discovering books can renew a habit, deepen curiosity and make reading feel like a shared activity rather than a solitary one.

#BookTok and the L.A. Times Festival of Books

PF Global spent three days at the L.A. Times Festival of Books, speaking to 169 attendees. Across the interviews, one theme emerged repeatedly: #BookTok is doing more than just recommending books.

Readers described TikTok as helping them rediscover reading after years away, while also creating communities that make reading more social and engaging.

Booksellers and librarians echoed the same story, describing more people walking through their doors because of books first discovered on TikTok.

"I actually think my reading habits would be different if it weren't for TikTok. I was a big reader in high school and then I stopped. Going to the library, I just wasn't finding anything I wanted to read. TikTok has definitely helped me bring back the mindset of 'just grab something.'"

- TikTok user in their 30s

"BookTok is what kind of sparked me getting back into reading. My friends read a lot, so I am trying to get back into it; finding my niche and which authors I like. The algorithm shows you what you're interested in, which can be helpful in finding different books that I probably wouldn't have found otherwise."

- TikTok user in their 20s

That discovery increasingly translates into offline action. Rather than stopping at recommendations, the #BookTok community has led to reading groups, literary events and book purchases across the U.S.

"We have been to a couple of events where it's like, people post [on TikTok] 'We're reading in the park on this date, come join us' and you show up and you have your book that you're reading independently and maybe something that other people have read, maybe not and then you start talking."

- TikTok user in their 20s

"We have a lot more people coming in. We like to joke that reading is cool again! High school kids are talking about [wanting] to come in and get the book because their friends are all reading it. So it's transitioned from TV shows and stuff to kids are cool if they've read this particular book."

- Bookstore worker

"[BookTok] has been great for the industry on the commercial end… it's the reason so many bookstores are able to keep their doors open."

- Independent publisher

"My kids are 19 and 21 and they're on BookTok. For example, The Grapes of Wrath, my daughter was reading it because of TikTok. She would never have picked it up but now it's coming up on TikTok."

– Parent in their 60s

Many attendees at the L.A. Times Festival of Books had seen the festival on TikTok, with some even making the decision to travel to L.A. this year because of discovering the festival online. We also spoke to a number of local residents who had also seen content from the festival on its first day, which had then motivated them to come and pay a visit.

Regular attendees at the festival commented that it had grown in popularity over the last few years, with several saying that this year was the busiest they had seen. Many interviewees attributed this growth to social media and #BookTok specifically.

After the festival, organizers said that more than 150,000 people attended over three days.

Discovering New Passions, From Hobbies to Sports and Fitness

Users are turning to TikTok to discover new hobbies, sports and ways to stay active. TikTok videos allow viewers to see what an activity looks like in practice, reducing some of the uncertainty that can stop people from getting started.

TikTok's mix of demonstrations, beginner advice and firsthand experiences can lower the barriers to involvement. Users can learn what equipment they need, follow a simple tutorial and connect with communities that share their interests. This makes unfamiliar activities feel more accessible and can turn inspiration into participation.



46% Almost half of TikTok users have participated in a new hobby or activity for the first time after watching a TikTok video.

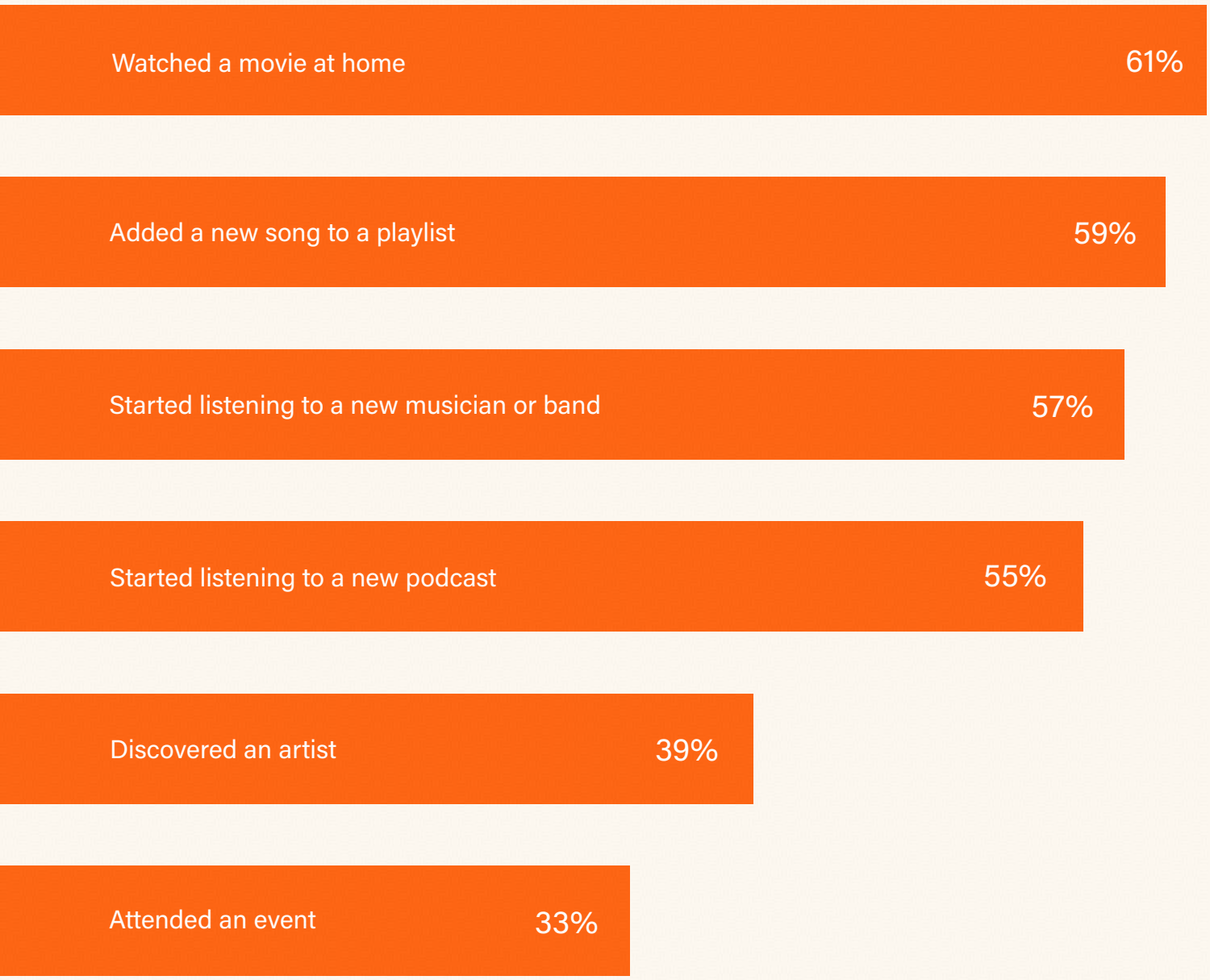
For fitness and sports, TikTok is also becoming a practical source of information. **Nearly 1 in 3 Americans interested in fitness and exercise (31%) use TikTok to find information about the topic.** Parents also report the platform prompting younger users to act.



32% Almost 1 in 3 parents whose teens use TikTok say their teen has started a new hobby or sport because of the platform.

By helping users move from discovery to learning and participation, TikTok is expanding access to hobbies and active lifestyles. Greater participation can also support local instructors, clubs and businesses serving those activities, linking personal discovery with demand in the wider economy.

Actions U.S. TikTok Users Have Taken After Discovery on the Platform



How TikTok Is Helping a New Generation of American Entrepreneurs

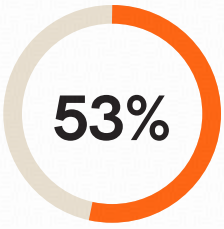
Entrepreneurship starts before a business is formally established, often when someone finds a passion that they want to turn into a livelihood.

Through TikTok, creators share personal passions ranging from baking to woodworking and fitness. Building an audience in real time allows them to gather feedback and refine their concept, providing a practical way to test ideas and evaluate commercial potential.

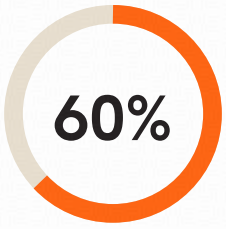
Nearly half of TikTok users (47%) say they would start a business part-time before seeking to make it their principal source of income, showing how TikTok can offer a lower-risk route into entrepreneurship.

Our evidence shows that this is how many U.S. TikTok users are using the platform, and as people spend more time posting and creating content, their entrepreneurial ambition grows.

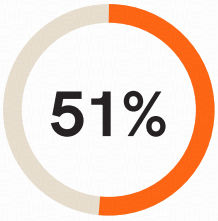
TikTok Supports Entrepreneurship:



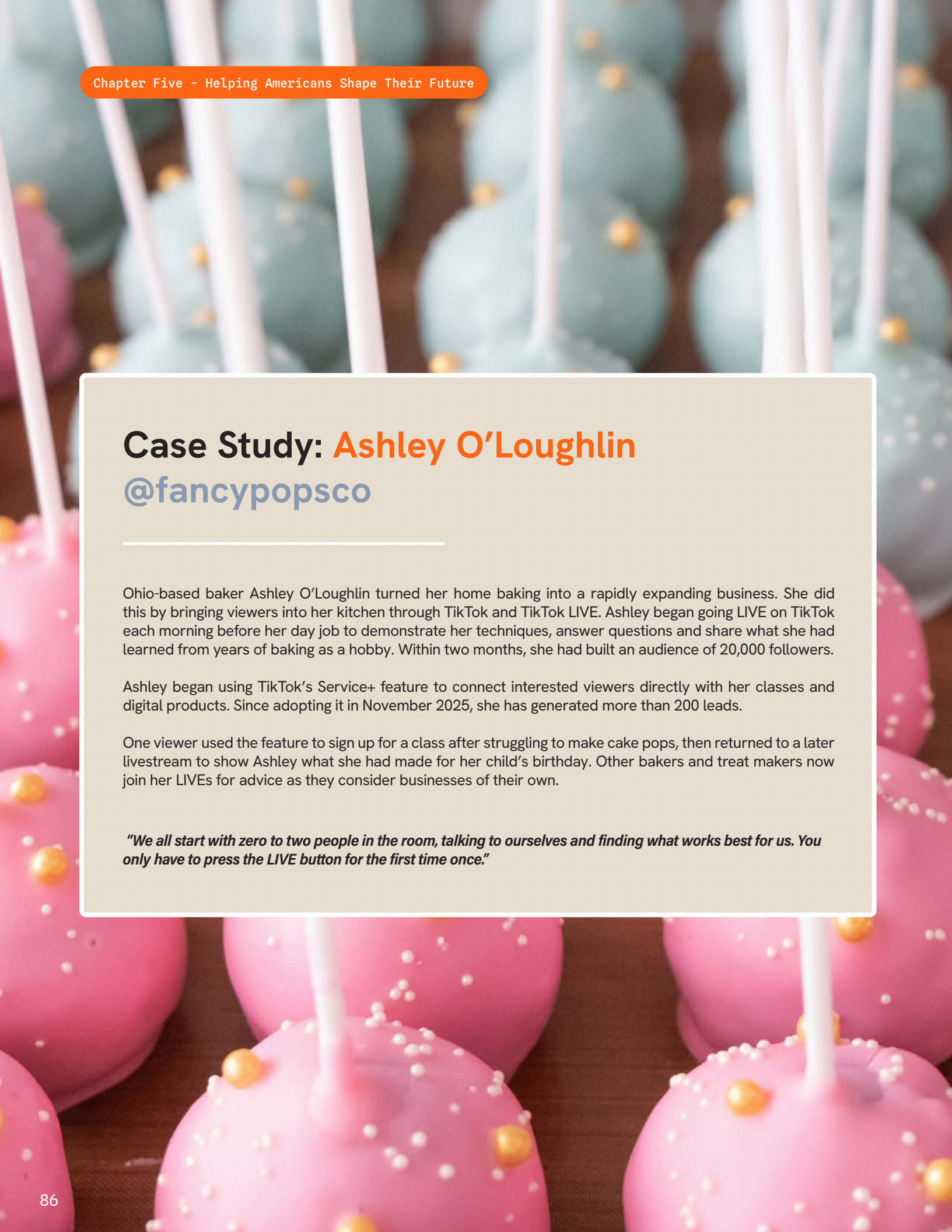
of TikTok users express interest in starting a business, are making plans or have already started one, higher than the national average (46%).



of regular posters on TikTok express an interest in starting a business.



of regular posters say their business idea is related to the content they watch on TikTok and 28% connect it to content they are posting.



Case Study: Ashley O'Loughlin @fancypopsco

Ohio-based baker Ashley O'Loughlin turned her home baking into a rapidly expanding business. She did this by bringing viewers into her kitchen through TikTok and TikTok LIVE. Ashley began going LIVE on TikTok each morning before her day job to demonstrate her techniques, answer questions and share what she had learned from years of baking as a hobby. Within two months, she had built an audience of 20,000 followers.

Ashley began using TikTok's Service+ feature to connect interested viewers directly with her classes and digital products. Since adopting it in November 2025, she has generated more than 200 leads.

One viewer used the feature to sign up for a class after struggling to make cake pops, then returned to a later livestream to show Ashley what she had made for her child's birthday. Other bakers and treat makers now join her LIVEs for advice as they consider businesses of their own.

"We all start with zero to two people in the room, talking to ourselves and finding what works best for us. You only have to press the LIVE button for the first time once."

TikTok's support for entrepreneurship carries through into newly established businesses. **PF Global estimates that in 2025, TikTok helped 1.8 million American entrepreneurs sell their products or services through the platform.** Young entrepreneurs under 30 also view it as critical to their business ventures.



52% Over half of U.S. businesses founded within the last ten years use TikTok for marketing.



67% Two-thirds of businesses majority-owned by entrepreneurs under 30 use TikTok for marketing.

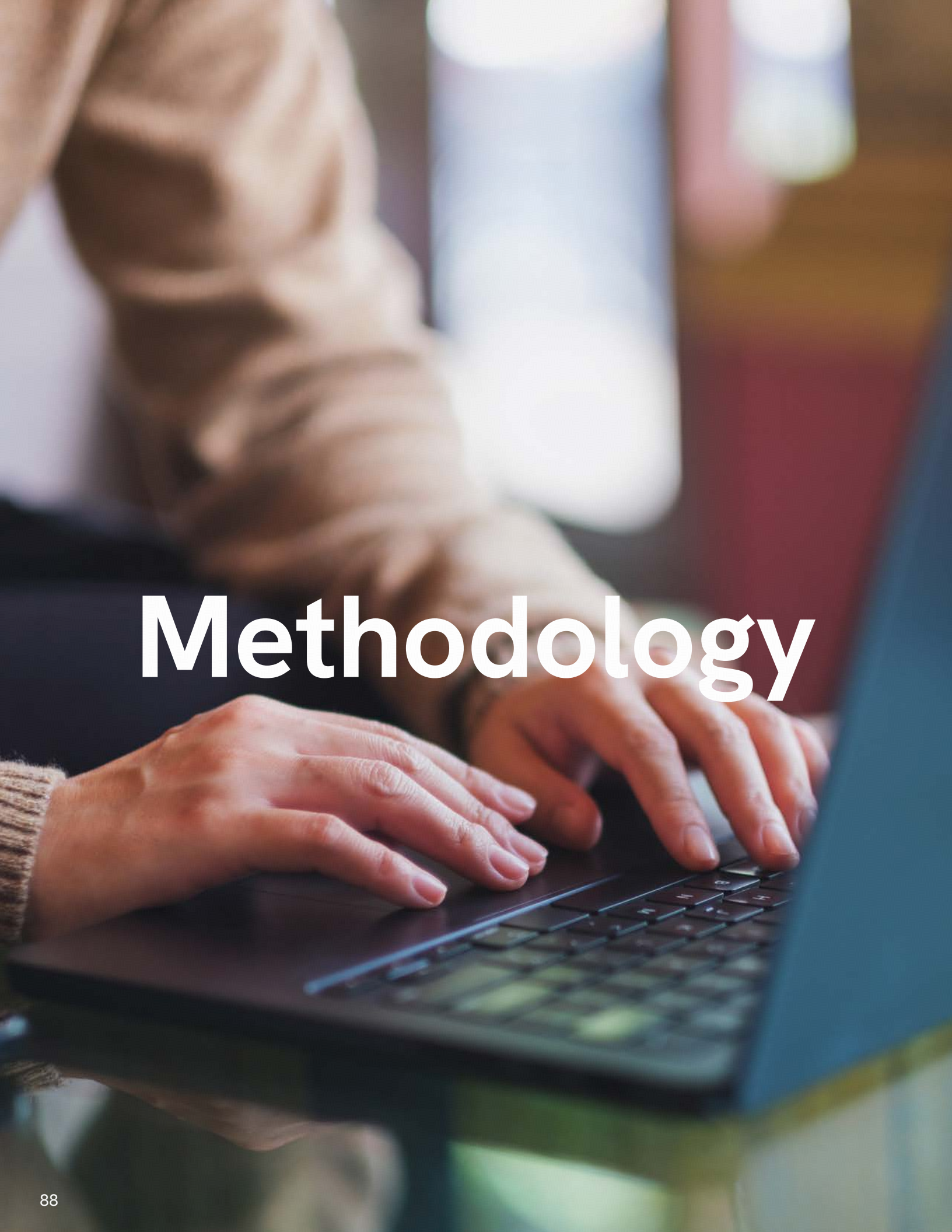


86% More than 8 in 10 businesses owned by founders under 30 that use TikTok agree that the platform is critical to their business.

As businesses seek to grow and scale, TikTok provides critical support: **83% of businesses on the platform report that they have had an interaction that has helped them attract investment.**

TikTok plays a key role across every stage of America's startup pipeline. It enables aspiring entrepreneurs to discover new passions and translate them into actionable business plans.

Once new enterprises take root, the platform provides the ongoing reach and visibility necessary to sustain long-term growth.



Methodology

Survey Information

PF Global conducted two independent, anonymous online surveys

- A consumer survey of 11,123 U.S. adults
- A business survey of 5,100 U.S. businesses, including 2,741 small and medium-sized businesses

The consumer survey ran from May 22 to June 23, 2026. Participants were allowed to take part if they were aged 18+ and lived in one of the 50 U.S. states, the District of Columbia or Puerto Rico. Quotas and weighting were employed to ensure a representative balance of age/gender groups (e.g., male 18-24), census division, education level, race and 2024 election vote.

The business survey ran from May 17 to June 24, 2026. Participants qualified if they were a senior manager with decision-making authority for marketing in a private-sector business and both they and their business were based in one of the 50 U.S. states, the District of Columbia or Puerto Rico. Quotas and weighting were used to ensure a representative sample based on census division, business sector (NAICS sector level), organization size (number of employees). Quota and weighting targets were based on the proportion of U.S. workers employed by each type of company rather than the raw number of enterprises falling into each. Using TikTok was not a requirement of qualification for the survey.

While NAICS sector was used for quotas and weighting, for analysis the sector a business falls into is based on the respondent's selection from a separate preset list with an "other" opt-out, designed to be comparable with the previous year's report.

The sample in both cases was sourced via a wide range of generalist and specialist survey panels. Participants were incentivized for their time and the topic of the survey was not shown to people in advance to prevent it from affecting results.

State-level survey results have been derived via MRP analysis. Multilevel Regression and Poststratification (MRP) is a statistical technique that combines the results of large-sample polls with public information such as census or business data. This allows us to create robust estimates of the results of survey questions in smaller locations such as states or congressional districts without requiring the sample sizes that would normally be required for state- or district-level polls. Findings at the state or district level that are modeled from polling, including the District of Columbia, are based on MRP analysis.

Economic Contribution of TikTok - GDP and Jobs

We first estimated how much U.S. businesses spent advertising and promoting their products and services on TikTok in 2025, drawing on third-party market data. We validated this against two independent methods: first, applying an estimate of TikTok's share of total social media ad spend in the U.S.; and second, benchmarking implied U.S. per-user ad revenue against observed U.S. levels.

We apply a Return on Advertising Spend (ROAS) multiplier sourced from NielsenIQ to estimate the total business revenue generated from advertising on TikTok. We convert this business revenue into direct GDP using a revenue-to-GDP ratio weighted across advertiser-facing industries, and capture spillover (indirect and induced) effects using Type I GDP multipliers derived from the BEA input-output and supply-use tables, with the advertiser basket weighted by the same industry mix.

We then estimate the equivalent jobs supported using productivity denominators: direct jobs apply Federal Reserve Economic Data output per job for advertiser-facing industries, weighted by each industry's ad-usage-adjusted turnover using Eurostat data, while indirect and induced jobs apply an economy-wide output-per-job denominator.

Economic Contribution of TikTok for SMBs

We apportion TikTok-induced revenue to SMBs using the SBA Office of Advocacy data to estimate the proportion of GDP that accrues to SMBs. As a cross-check, we estimate SMB revenue shares using U.S. Census Statistics of U.S. Businesses turnover by industry and enterprise size, weighted by Census Annual Business Survey data on digital marketing intensity by employee size band.

Economic Impact of TikTok on Exports

We use PF Global business survey data to estimate the share of TikTok-attributed business revenue that is attributable to firms that agreed TikTok helped them sell abroad. We apply an adjustment for the share of revenue at these firms that is exports, using BEA business turnover and trade in goods data.

Economic Impact of TikTok's Creative Ecosystem

We estimate TikTok's contribution to two creative sectors, production and broadcasting and advertising, in the U.S. For each sector, we estimate its total contribution to the economy using BEA data measuring sector-level GVA and industry-specific Type I multipliers.

We then apply proxies for TikTok's share of each sector's GVA. For the production and broadcasting sector, we use TikTok's U.S. livestreaming revenue as a share of the U.S. livestreaming market, apply a creator payout rate and scale this by livestreaming's share of the wider broadcasting sector. For advertising, we use third-party sources of TikTok's U.S. ad revenue as a share of total U.S. ad spend, informed by IAB data. We use BEA data to forecast the base-year direct estimates to 2025 values.

Economic Impact of TikTok on Music Artist Royalties

We baseline the size of each revenue stream using RIAA data, cross-checked against national industry benchmarks. TikTok's incremental impact is then estimated by comparing observed music spending with a counterfactual in which TikTok users spend at the same rate as non-users, using survey evidence from Luminate to increase the spending propensity of TikTok users in the U.S. on music-related purchases, and Pew Research data on TikTok's U.S. user penetration. We then use music chart data to estimate the share of total revenue that is attributable to domestic artists.

Economic Impact of TikTok on Tourism

Using PF Global survey data, we derive the share of the population in the U.S. who report having visited another town or city, or visited various establishment types after seeing it on TikTok. We apply the ratio of net-to-gross conversion rates of tourist visits from literature estimates of the effectiveness of marketing campaigns on tourism activity to estimate the share of reported visits that are truly incremental to TikTok content. We then apply benchmarked estimates for per-incidence spending, split by specific activity.

Potential Impact of U.S. Creators

We baseline current creator numbers and earnings using eMarketer's estimate of U.S. social media creator revenue, and project forward using the growth rate implied by Statista's forecast for U.S. social media advertising spend, which we use as a proxy for the pace at which the creator economy is expanding.

Economic Impact of Learning on TikTok

We use PF Global survey data to obtain the share of adults in the U.S. who use TikTok for learning and their typical weekly viewing time, scaled using national statistics of the U.S. population. We then apply two conservative discounts for training transfer (not all learning becomes a usable skill) and redeployment efficiency (not all usable skills get applied to paid work) from academic literature, and value time savings using GDP per hour data from the OECD.

Impact of TikTok Price-Comparison Tools

We use PF Global survey data to obtain nationally representative estimates of how often U.S. adults use TikTok's price-comparison function and how much they save on their most recent price-comparison purchase. Since not everyone who searches for a better price goes on to buy, we apply a sourced purchase-conversion rate. We scale the resulting per-adult savings to the full U.S. adult population using U.S. Census Bureau figures, then convert aggregate savings into GDP using a Type I input-output multiplier to capture the additional economic activity generated as savings are re-spent in the economy.

TikTok LIVE Revenue for SMBs

We combine our modeled estimate of business revenue generated by TikTok, and estimate the amount attributable to activity on TikTok LIVE using PF Global survey data. We separately estimate the number of SMBs using TikTok LIVE at least monthly by combining Census small-business counts with adoption, LIVE-usage and frequency shares measured directly in the same survey, to arrive at the per-firm average.

Search Queries on TikTok

We use PF Global survey data to obtain nationally representative rates of how often U.S. adults search on TikTok, split by respondent age band. To capture diversity in propensity to search across ages, we scale these rates by age band using U.S. Census data.

Where appropriate, we scale polling rates by age-banded U.S. population using Census data to produce accurate population estimates.