



What's Next

# 2023 Trend Report

A New Era of Confidence







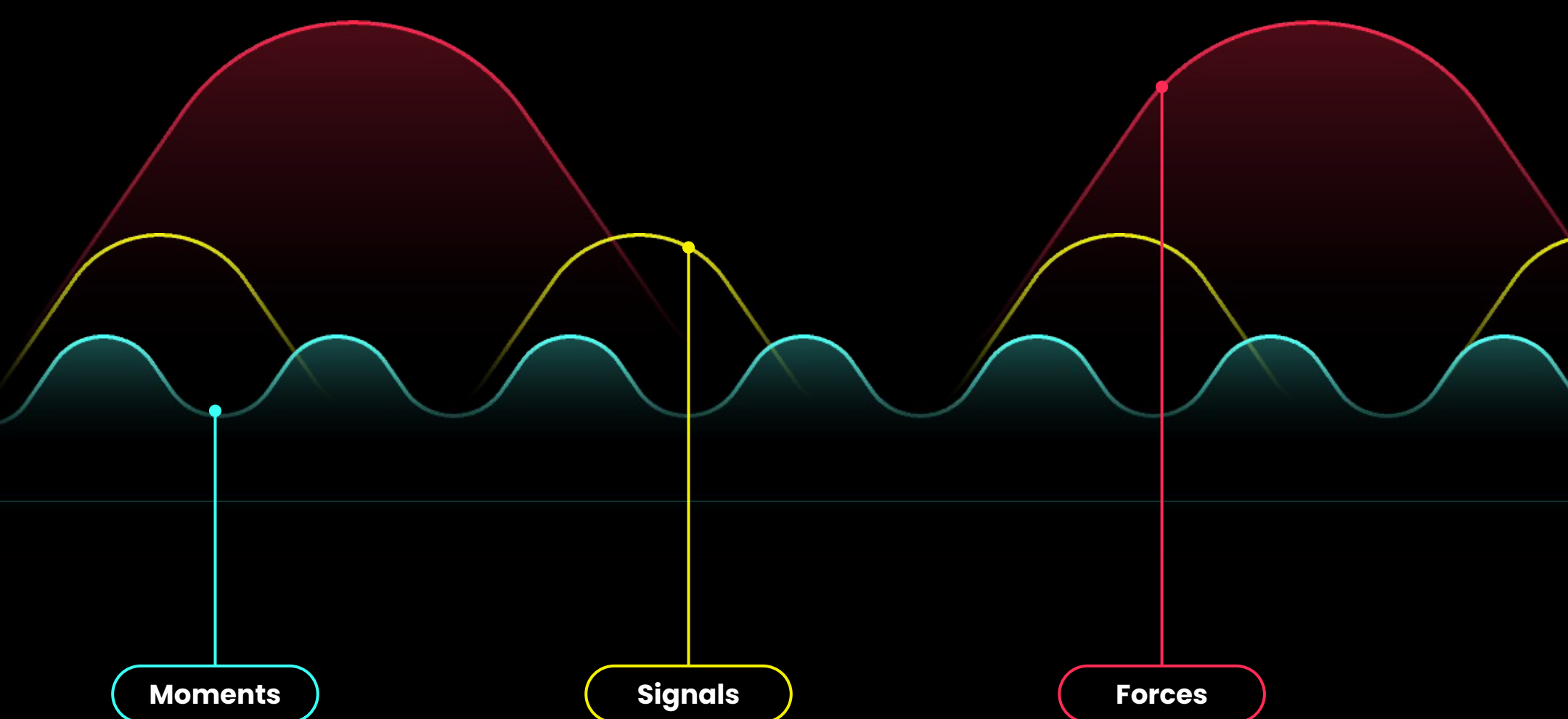
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# Trend Methodology

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

## TikTok Speeds of Culture



### Moments

**Creative prompts that quickly gain traction and buzz.**

Popular TikTok sounds, hashtags and formats that everyone is suddenly using (i.e. Corn Kid or "They're a 10 but...")

**Lifecycle:**  
Days to weeks

### Signals

**New content patterns that reveal emerging behaviors and interests.**

Shifting behaviors within specific categories or verticals (i.e. practicing multidimensional wellness or celebrating smaller luxuries.)

**Lifecycle:**  
Months to a few years

### Forces

**Enduring, large-scale behavioral transformations.**

Major cultural shifts, such as how communities form, where people discover new products, how Creators wield influence, and more.

**Lifecycle:**  
Up to several years



### Want to see what took off in 2022?



Check out [Year on TikTok 2022](#), a look-back at some of the biggest moments on the platform from the past year.

**Want to learn more about trends?**



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



Read the [Trend Articles](#) we launched in the [Trends Hub](#) on the [TikTok Creative Center](#)



Watch the [Trend Stories](#) we launched in the [Trends Hub](#) on the [TikTok Creative Center](#)





# Report Introduction

Welcome to the 2023 edition of What's Next, TikTok's annual global trend forecast. This report was designed to help marketers understand how consumers' wants and needs will change in the upcoming year and what that will mean for their strategies (both on and off of the platform.)

We discovered each trend by analyzing TikTok videos, spotting patterns in creativity and behavior on TikTok, and unpacking what we saw with custom research. By pairing these insights with tips and tools to help you make content, we hope to give you everything you need to thrive at the cutting edge of marketing in 2023.



## A New Era of Confidence

### Goodbye, 2022. You were real.

Throughout the last 12 months, the global TikTok community reimagined entertainment. They shared personal stories of real moments and passions that brought communities together and helped users discover new ways of thinking.

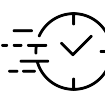
After quarantine, people realized they didn't have to keep living life as they always had and adhering to social norms. As they saw different points of view on TikTok, new ideas started spreading across cultures.



traditional life milestones



#MyJourney



focusing on the "hustle"



#SlowLiving



working in the office



#DigitalNomad

### Now we say hello to 2023.

This year, the community will inspire each other to make changes in their lives with newfound confidence.

Content on TikTok is so relatable, users often take action based on what they see on their For You page. Sometimes that action is simple, such as buying a product or trying a recipe.

But in 2023, the platform's influence will deepen. People will continue to reflect on their values in a world that's bringing inflation, health and climate issues, and personal stress. Amidst all that, they'll seek out new paths to success, happiness, and well-being—and TikTok will be a tool to help them find it.



### What you'll find in this report:



3 key **Forces** driving TikTok culture in 2023



Underlying **Signals** for each Force



Key takeaways and creative approaches to help you plan ahead







## Research Approach

Our report is heavily supported by research data from the TikTok **Global Marketing Science** team. We pulled from four studies that leveraged a variety of methodologies.

### Creators Drive Commerce Study

2022 | GLOBAL

*Conducted by Material*

Quantitative online survey with exposure to stimuli

### Ecommerce Study

2022 | GLOBAL

*Conducted by Material*

Quantitative online survey

### Entertaining Ads Study

2022 | GLOBAL

*Conducted by Marketcast*

Quantitative online survey with exposure to stimuli

### TikTok Made Me "Blank" It Study

2022 | US

*Conducted by Marketcast*

Qualitative and quantitative components

## TikTok Commissioned Research



## Hearing from Creators

TikTok culture is shaped by our Creators and we wanted to hear from them while developing this report and exploring our trends. So we partnered with **@latinapreneur** to get her perspective on how brands need to prepare for the future.

**Looking back at 2022, what was the biggest change you saw happen on the platform?**

“

I saw a **dramatic shift in the way brands and public figures showed up on the platform**. It went from hopping on a lighthearted trend here and there to fully diving into entertaining, original content...



Trend Force 1

# Actionable Entertainment

Tailor-made content on TikTok inspires people to take action.

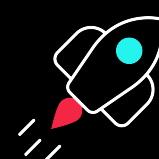


## Overview

On other platforms, content is "personalized" based on broad identity categories or simple browsing histories. But on TikTok, content is curated based on what viewers find entertaining, so it captures their attention and trust.

The **attention** comes from the quality of TikTok content. Creators are gifted storytellers who understand the value of humor, perfectly-timed audio, pacing, and helpful advice—so they're able to quickly pull in their viewers.

The **trust** is a result of who's making the content. When a viewer sees a video from a Creator they can relate to (like someone with the same hair type as them) or from an expert (like a hairstylist with 20+ years of experience), they're more likely to take the information to heart. That's why ideas take off so quickly on TikTok and give people the confidence to take action. They're hearing compelling stories from real people.



## What's Next?

In 2023, TikTok-first entertainment will inspire people to test out new products and ways of thinking and behaving.

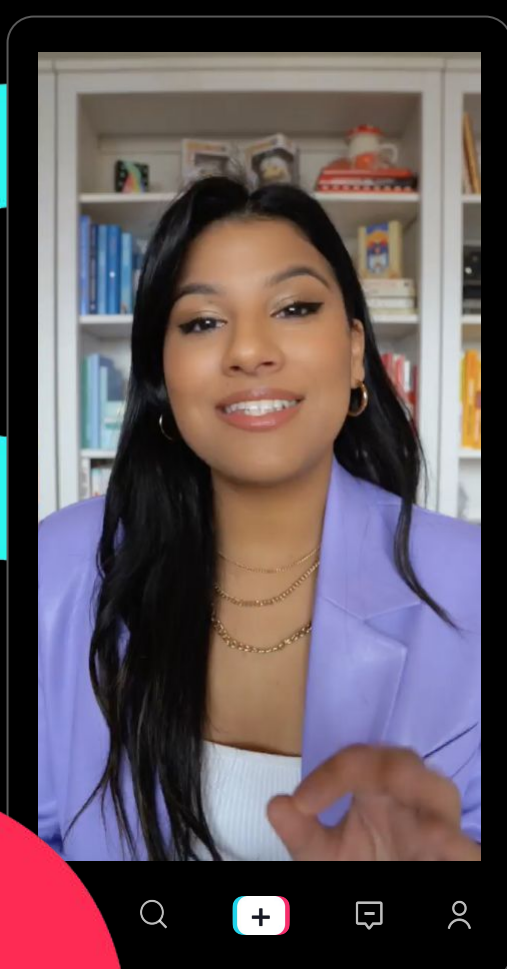


# 92%

Among people who took an off-platform action as a result of a TikTok, 92% say they felt a positive emotion that ultimately resulted in an off-platform action<sup>1</sup>

# 72%

Among people who took an off-platform action as a result of a TikTok, 72% say they obtained reviews from Creators they trust on TikTok, more than any other platform<sup>1</sup>



“

In 2023, knowing the platform's storytelling culture and how users best consume TikTok content will be key to create content that inspires an off-platform action.

@latinapreneur



# Key Signals for Actionable Entertainment

## Signal 1

### Show, Don't Sell

Creators make tutorials that feature personal stories and fun storytelling styles, like transitions—and that fuels the impact of their messages. For example, if a Creator makes a hair tutorial for her specific hair type and discusses the challenge of finding good products, she'll influence users because of her honesty and specificity.

#### Popular hashtags to try

##### #Storytime

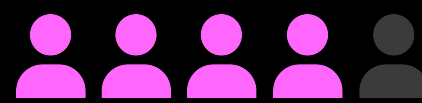
**277B vv** Lifetime views  
**127B vv** Views from Sep '21-'22  
**134%** YoY growth

##### #POV

**686b vv** Lifetime views  
**267B vv** Views from Sep '21-'22



# 4 in 5



users say TikTok is very or extremely entertaining<sup>1</sup>



Check out how **e.l.f.** was able to lean into relevant TikTok storytelling formats to showcase their products [here](#)

## Signal 2

### TikTok Investigates

People come to the platform to uncover truths and debunk myths, which builds credibility and trust between Creators and their viewers. For example, a nutritionist who challenges dubious dietary advice is going to build a stronger bond with their audience.

#### Popular hashtags to try

##### #ExpectationVsReality

**1.3B vv** Lifetime views  
**356M vv** Views from Sep '21 - '22  
**48%** YoY growth

##### #FactOrCap

**2.3B vv** Lifetime views  
**1.2B vv** Views from Sep '21 - '22



# 74%

of TikTok users who took an action off-platform as a result of TikTok say that comments provide helpful information<sup>2</sup>



See how **Wayfair** inspired confidence in their products to live up to users' expectations [here](#)

## Signal 3

### Customer-to-Creator Pipeline

When your brand has existing fans who make content on the platform, pay attention. Their organic videos can easily be boosted into influential ads. So cultivate relationships with those Creators to help build genuine sponsorships.

#### Popular hashtags to try

##### #MustHaves

**5.7B vv** Lifetime views  
**1.3B vv** Views from Sep '21-'22  
**284%** YoY growth

##### #TikTokMadeMeBuyIt

**31.8b vv** Lifetime views  
**17.4B vv** Views from Sep '21-'22  
**382%** YoY growth



# 65%

of TikTok users say they always rely on online reviews and creator recommendations to decide what to buy online<sup>3</sup>



Learn more about how **Studysmarter** boosted the voices of passionate, everyday Creators [here](#)

# How to jump in

The best messages on TikTok are uplifting, funny and personalized, because that often means they're entertaining. Brands can build this entertainment value by using the editing techniques that the community has perfected, which are effective at keeping viewers' attention.

## Creative approaches to try



### Syncing audios to transitions

TikTok is a sound-on platform, so videos that use popular audio clips feel more native.



### Adding text overlays

Creative captions and text overlays allow brands to tap into popular formats like POV videos.



### Voiceover effects

Built-in voiceover options are an effective solution to make your video engaging without being overly polished.

## Tools to build your story

### 01 Video Templates

Use this intuitive content builder to turn your existing assets (whether it's photos, videos, text, or a combination thereof) into a TikTok.

### 02 Smart Video

Have longer video footage at your disposal? Let artificial intelligence automatically cut video clips and save yourself time on editing, so you can focus on the fun stuff.

### 03 Branded Mission

Let Creators pitch their campaign ideas to your brand, so you can select (and boost) the most relevant ideas.

### Brand spotlight:

## Fantastic Furniture

### Content Idea

This iconic Australian furniture brand wanted to run both native Creator-made content and existing TV creative to compare performance on TikTok.

### Approach

Creator @brookestyleless made one of the videos used in the campaign; in it, she showed how she re-decorated her home step-by-step, using catchy transitions to demonstrate how the new Fantastic Furniture pieces fit into her design. Although production and editing was simple, it was native to TikTok and greatly outperformed the sleekly-produced TV spot.

See more on the TikTok for Business site [here](#).

### Results

**10%**

stronger CPC

**8%**

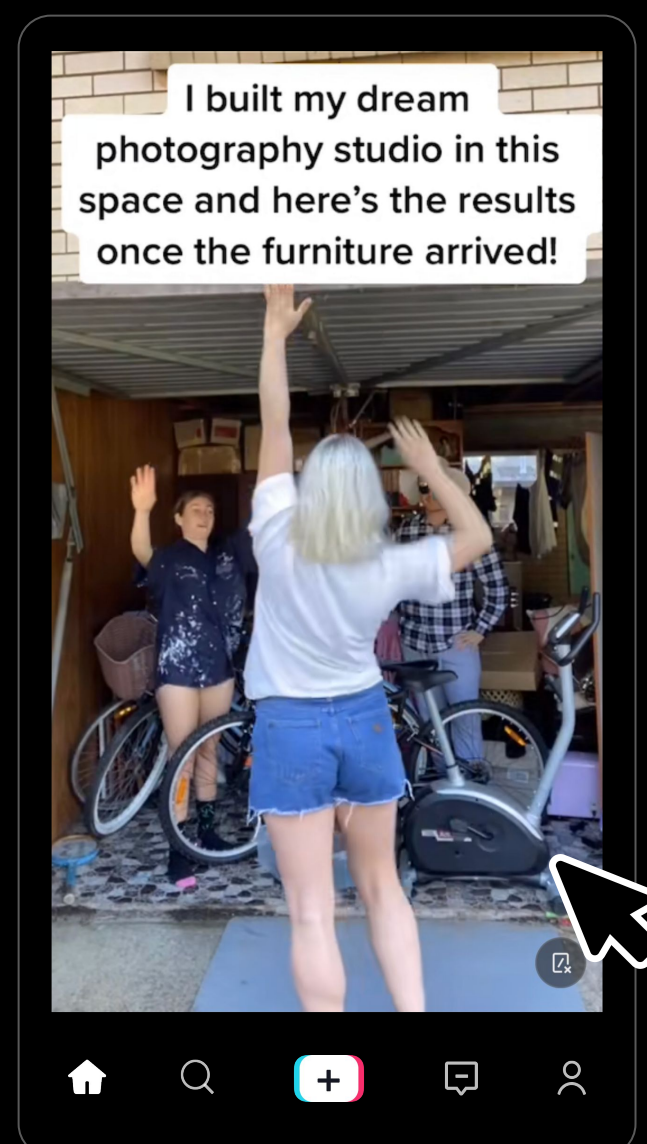
stronger CTR

**108%**

increase in VTR

### Signal

## Show, Don't Sell



@brookestyleless



Trend Force 2

# Making Space for Joy

People are seeking more ways to take care of themselves—and finding advice on TikTok.

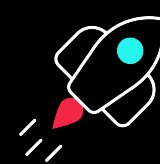


## Overview

Despite all the self-care advice out there, people are still burning out. So they're looking for *meaningful* self-care amidst an endless cycle of public health issues, work-life balance struggles, and personal hardships.

Everyday people are changing their relationships with their jobs and letting go of anxieties about hitting traditional life "milestones" like getting married and having kids. They're being more vocal about what true happiness looks like for them and making space for fun.

Joy is a massive through-line for TikTok videos, so the platform is a perfect place for people to discover unique forms of humor, relaxation, and other content that allows them to prioritize themselves in the new year.



## What's Next?

In 2023, messaging on TikTok—and beyond—should speak to this desire for levity and encourage people to make more room for themselves.

NICE  
\*\*\*\*\*

# 50%

of users say that TikTok boosts my mood, makes me feel happy/positive<sup>1</sup>

# 4 in 10



TikTok users say 'lifting their spirits' is key in motivating them to make a purchase<sup>2</sup>



# “

Through a humorous lens, people have been able to share strategies to make space for more joy, relaxation, self-care, and passion.

@latinapreneur

# Key Signals for Making Space for Joy

## Signal 1

### The Memeing of Life

Humor is a universal language on TikTok for people to bond over while putting their own creative spin on popular formats and in-jokes. On TikTok, memes often rely heavily on the use of popular sounds, which is one of the top creative elements that people leverage on the platform.

#### 2022 memes that brought us joy

##### #CornKid

**507M vv** Lifetime views  
**407M vv** Views from Sep '21-'22  
**3.3M%** YoY growth

##### #TeenageDirtbag

**2.2B vv** Lifetime views  
**1.5B vv** Views from Sep '21-'22  
**13K%** YoY growth

90%

of users who took an action off-platform as a result of TikTok said that the platform makes them happy (and never gets boring)<sup>1</sup>



Take a look at how **Scrub Daddy** got creative with TikTok meme culture to spark joy [here](#)

## Signal 2

### Wellbeing Your Way

Users share everyday strategies and "lifehacks" on TikTok that empower them to make space for themselves whenever they need. These personalized solutions cover anything from skincare tips to advice on living as a digital nomad, instead of working a standard 9-5.

#### Popular hashtags to try

##### #InnerChild

**1.5B vv** Lifetime views  
**931M vv** Views from Sep '21 - '22  
**248%** YoY growth

##### #HotGirlWalk

**552M vv** Lifetime views  
**459M vv** Views from Sep '21 - '22  
**521%** YoY growth

92%

of users who took an action off-platform as a result of TikTok said that TikTok teaches them new things<sup>1</sup>



Watch how **Target** inspired audiences to reward themselves with small childhood delights [here](#)

## Signal 3

### Little Luxe

TikTok users highlight how they reward themselves at any budget level, which makes indulgence feel accessible and attainable. Hashtag formats like #unwindwithme show how Creators pamper themselves and alleviate stress, whether it's with a fancy candle or a mud mask.

#### Popular hashtags to try

##### #TreatYourself

**2B vv** Lifetime views  
**1.2B vv** Views from Sep '21-'22  
**409%** YoY growth

##### #UnwindWithMe

**102M vv** Lifetime views  
**73M vv** Views from Sep '21-'22  
**2644%** YoY growth

75%

of users who took an action off-platform as a result of TikTok agree that a Creator showing a product is more useful than reading a review<sup>1</sup>



Check out how **Rare Beauty** is uplifting users through encouragement to treat themselves [here](#)



# How to jump in

Joy is a growing factor in people's purchasing decisions worldwide, so it should be a key element of marketing strategies in 2023. Create TikTok content that helps people carve out joy for themselves, or even provides it through humor, relaxation and relatable points of view. Different creative approaches and tools can help you incorporate these elements into the videos you make for the platform.

## Creative approaches to try



### ASMR

Try your hand at TikToks that soothe the brain with this relaxing sound-on format.



### Product demos

Showcase your product in "get ready/unready with me" videos, where users talk about the items they use to gear up or unwind.



### TikTok styles & effects

Built-in tools like the green screen and voice effects are well-loved and make it easier to incorporate humor and joy into your content.

## Tools to build your story

### 01 TikTok LIVE

Engage viewers in real-time with a relaxing livestream that shows someone going through their wellness routine or indulging with a small luxury.

### 02 Effect House

Create a Branded Effect or Effect Challenge to engage the TikTok community in a unique and joyful fashion. Learn more about Effect House [here](#).

### 03 TikTok Creator Marketplace

A platform that lets you search for Creators based on various metrics, including which types of videos they've made in the past, so you can find the best talent for your campaign.

### Brand spotlight:

## EA Games

### Content Idea

In order to raise awareness of their in-game Sims Sessions concert series, EA Games partnered with TikTok on a strategy that inspired joy and leaned into the humor of their native Simlish language.

### Approach

EA Games tapped into the gaming community on TikTok to co-create inspirational entertainment through a Branded Effect and a Branded Hashtag Challenge. By inviting users to participate and put their own creative twists on singing in the Simlish language, EA Games created a uniquely fun opportunity that mobilized passionate gamers to share organic content and attract new interest to The Sims.

To learn more, check out our full *TikTok Made Me Play It* gaming summit [here](#).

### Results

15%

Engagement rate

9B

views for #SimlishSessions

### Signal

## The Memeing of Life



@thesims

Trend Force 3

# Community-Built Ideals

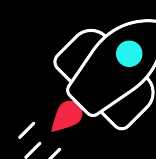
TikTok's communities are relatable and supportive, which inspires people to make changes in their lives.



## Overview

TikTok communities are a cut above the rest because they're specific—and that's what helps them thrive at scale. The platform isn't just a place to find fellow moms and gamers. It's a place to connect with other #TiredMoms who face the same day-to-day stressors that you do and get inspired by #CozyGamers who prioritize laid-back, stress-free gaming.

Hyper-niche interests help users bond with each other. From there, they broaden each other's horizons. Maybe the #TiredMom on your FYP shows you a five-minute hairstyle she does on her daughter and you give it a try. Maybe the #CozyGamer listens to specific music while they're playing, so you listen to those tunes, too. Essentially, TikTok is not a town hall meeting. It's a space where people can find new ideas on how to explore their passions and live their lives. And as people seek out ways to break the status quo, they'll look to peers and role models who have the confidence to live life the way they want to.



## What's Next?

It's not just about aspiration. It's about users finding people who fundamentally understand them, which inspires them to change things for themselves.



# 1.8x

TikTok is 1.8x more likely to introduce users to new topics they didn't even know they liked<sup>1</sup>

#TechTok

#BreadTok

#CleanTok



# “

TikTok has become the go-to safe space for people to ask questions and start conversations. Think of a collection of clubs where people can find new ideas on how to explore their passions and live their lives.

@latinapreneur



# Key Signals for Community-Built Ideals

## Signal 1

### Ask TikTok

People turn to the TikTok community to start new conversations and find unique answers to satisfy their every curiosity. Videos that teach audiences something interesting cut through the noise and help inspire new behaviors and mindsets.

#### Popular hashtags to try

##### #EduTok

**155B vv** Lifetime views  
**14.8B vv** Views from Sep '21-'22  
**38%** YoY growth

##### #TikTokMadeMeTryIt

**290M vv** Lifetime views  
**196M vv** Views from Sep '21-'22  
**71%** YoY growth

**38%**

of TikTok users say that entertaining ads on the platform teach them something new (1.3x more likely for TikTok entertaining ads vs. other video platforms)<sup>1</sup>



Check out how **Tampax** helped answer users' common questions on TikTok [here](#)

## Signal 2

### Destination: Growth

The support and positivity from TikTok communities highlights the value and growth that comes from varied perspectives and paths in life. Instead of relying on universal solutions, users are learning that there are infinite possibilities to achieve success on their own terms.

#### Popular hashtags to try

##### #GrowthMindset

**1.3B vv** Lifetime views  
**741M vv** Views from Sep '21-'22  
**184%** YoY growth

##### #Advice

**27.3B vv** Lifetime views  
**11.5B vv** Views from Sep '21-'22  
**85%** YoY growth

**2 in 5**



After watching Creator content on TikTok, more than 2 in 5 users agreed that it made them feel like a part of the Creator's community<sup>2</sup>



Learn how **Penningtons** is highlighting users' personal journeys and stories [here](#)

## Signal 3

### Bestie Behavior

Creators make videos of themselves in the midst of everyday activities like shopping, eating and testing new products. The content is so relatable and accessible that viewers are often motivated to follow their lead by doing the same activity or buying a new product.

#### Popular hashtags to try

##### #ShopWithMe

**2.9B vv** Lifetime views  
**1.9B vv** Views from Sep '21-'22  
**273%** YoY growth

##### #ComeWithMe

**843M vv** Lifetime views  
**336M vv** Views from Sep '21-'22  
**817%** YoY growth

**60%**

of users who took an action off-platform as a result of TikTok agree that TikTok Creators are more influential than celebrities<sup>3</sup>



Watch how **Shopee** won over new users with friendly product demos [here](#)

# How to jump in

To connect with viewers, tap into niches. Don't be afraid to get specific and explore layered identities; if you're looking to target moms in their 40s, try speaking to the #TiredMoms demographic, who are more close-knit and have a stronger community profile. Once you understand these groups, you can amplify the voices that define them and augment the honest, authentic conversations that people care about.

## Creative approaches to try



### Teach people

Helping viewers understand something new related to your vertical or brand will form a stronger emotional bond.



### Be specific

Collaborate with Creators whose ideas will resonate strongly with people in their community. For example, partner with a #TiredMom creator on a video featuring her favorite lunchbox ideas.



### Polls and debates

Start a conversation on TikTok by posing questions or offering a creative prompt that users can respond to in their own, creative way.

## Tools to build your story

### 01 Hashtag Targeting

Get your ads in front of users who watched TikTok videos with hashtags that are popular among specific communities.

### 02 Pulse Ads

Target specific communities with our new contextual advertising solution that lets advertisers place their brand next to the top content in the For You feed with 12 specific categories.

### 03 TTCM Match

Get an automatically generated list of Creators based on your brand's brief—all in less than 30 seconds.

### Brand spotlight:

## eBay

### Content Idea

eBay has cultivated a strong following with sneakerheads as the ultimate destination for buying and selling the coolest shoes. With a vibrant organic presence, eBay continually seeks out ways to stay engaged with their audience on the platform.

### Approach

They partnered with TikTok to leverage our Voting Stickers product to directly ask the TikTok community to show love for their favorite shoe in their annual #SneakerShowdown. The campaign was creative, timely and relevant with flight dates coinciding with the annual NCAA basketball tournament.

See more on the TikTok for Business site [here](#).

### Results

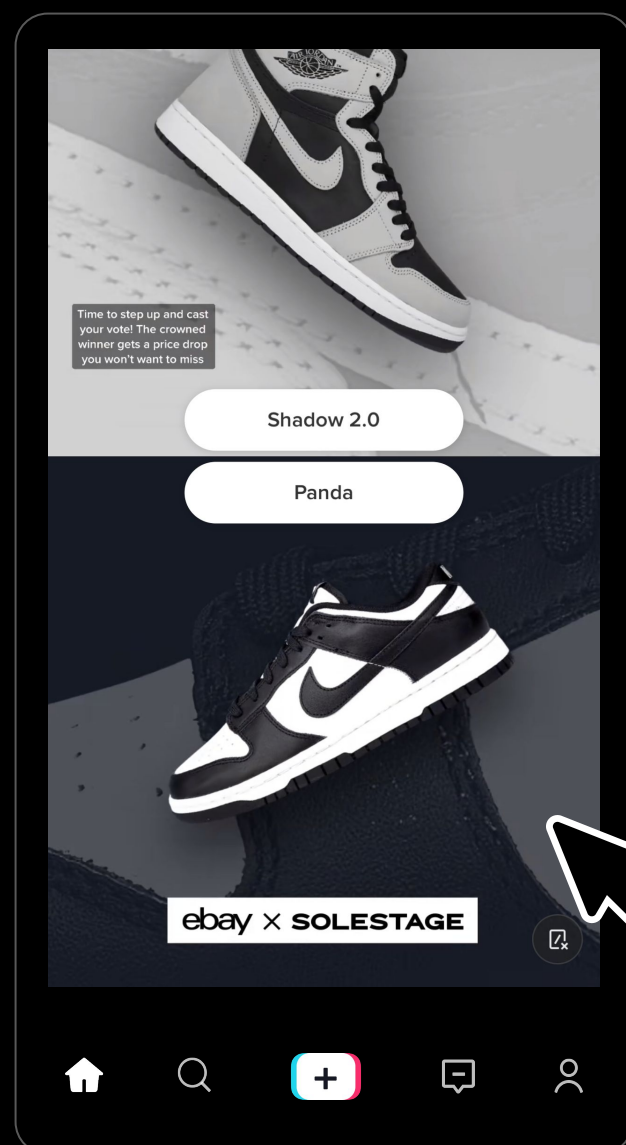
# 1.2M

users participated in the polls

# +54%

lift in comment rate

### Signal Ask TikTok



@ebay

TikTok for Business



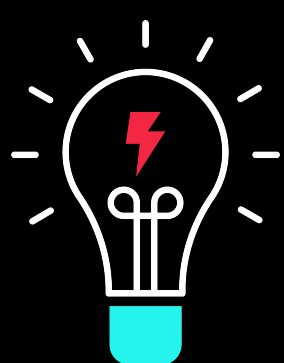
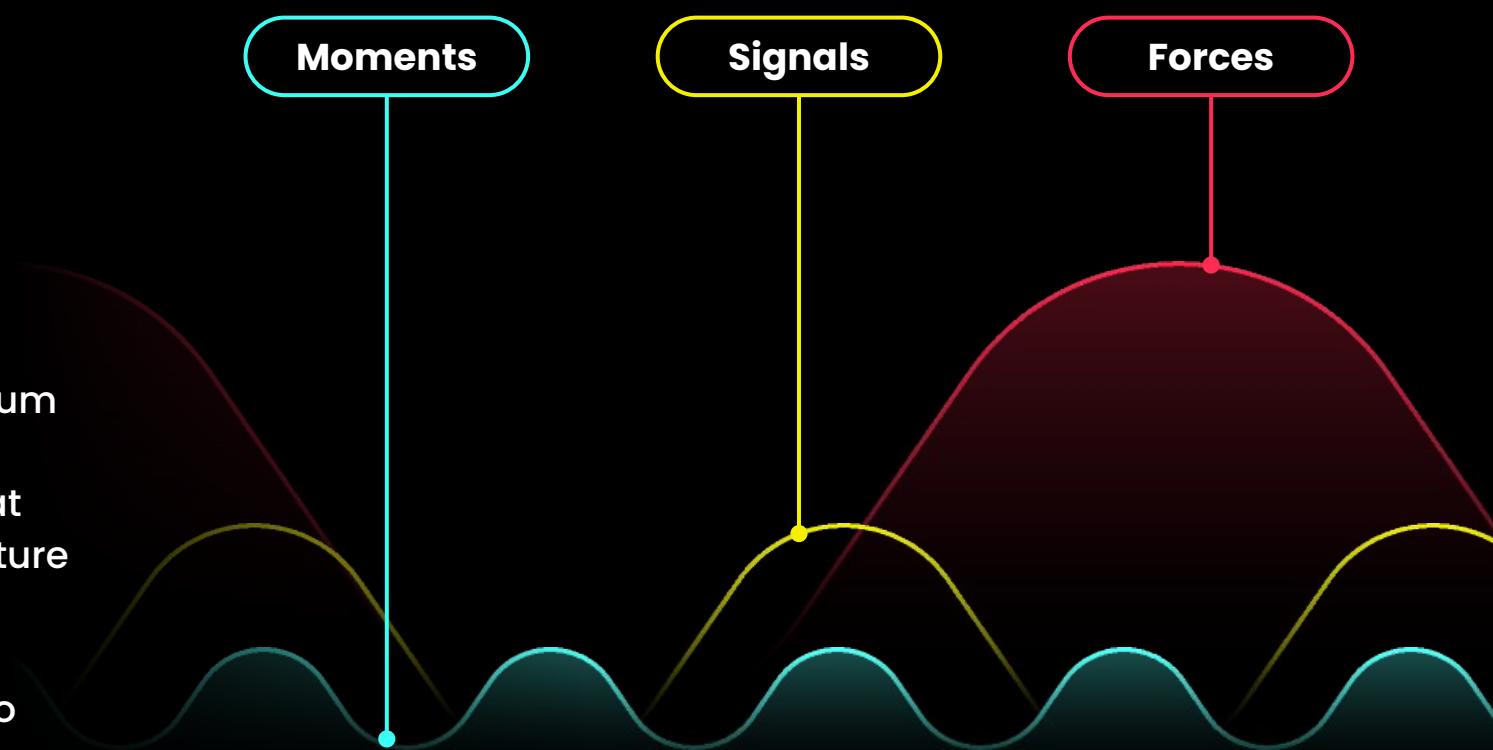
# Report Recap

If you need a review of the spectacular report you just read, here's a cheat sheet:

## TL;DR

### Our trends methodology:

We looked at small, medium and large-scale TikTok trends to understand what they can tell us about culture and creativity on the platform. This included custom global research to better understand user sentiments and behaviors.



### Our key findings:

In 2023, TikTok will empower users with the confidence to **rethink their values and find new paths to success, happiness and health**. Three relevant, large-scale trends will take over in the new year:

## Recap of Trends

### Trend Force 1

### Actionable Entertainment

TikTok content is curated based on what viewers find entertaining, and Creators effectively drive action by capturing attention and trust.

#### Signal 1:

#### Show, Don't Sell

Creators embed their product tutorials in personal, honest stories, which fuels the impact of their message.

#### Signal 2:

#### TikTok Investigates

People come to the platform to uncover truths and debunk myths, which builds credibility and trust between Creators and their viewers.

#### Signal 3:

#### Customer-to-Creator Pipeline

Organic videos from users can easily be boosted into influential ads to cultivate trustworthy, genuine sponsorships.

### Trend Force 2

### Making Space For Joy

People are seeking out meaningful and personalized strategies to public health challenges, burnout struggles, and personal hardships.

#### Signal 1:

#### The Memeing of Life

Memes provide a universal language for people to bond over humor while putting their own creative spin on popular formats and in-jokes.

#### Signal 2:

#### Wellbeing Your Way

Users share everyday strategies and "lifehacks" on TikTok that empower them to make space for themselves whenever they need.

#### Signal 3:

#### Little Luxe

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

### Trend Force 3

### Community-Built Ideals

The specificity and fluidity of TikTok communities has inspired new discovery and a collective reimagining of personal values and behaviors.

#### Signal 1:

#### Ask TikTok

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

#### Signal 2:

#### Destination: Growth

The support and positivity within TikTok communities highlights the value and growth that comes from varied paths in life.

#### Signal 3:

#### Bestie Behavior

Creators turn activities like shopping, eating and testing new products into engaging content that invites others to do the same.

# What's Next

## What to do with this information

You can use this report in two ways: Leverage the signals in here to build your 2023 plans and treat this as a springboard for tracking new signals as they emerge.

### Signal Inspiration

## Leverage existing signals to build your plans

Try your hand at the creative approaches we noted for each trend force and see how those tactics ladder into your brand's objectives. Using a few signals to plan out several content launches throughout the year lets you test the trends in different ways and maintain consistency in your message.

For instance, here's how brands could bring the signal **Ask TikTok** to life:



### Ask TikTok

- Spring:** Show up in the #FilmTok community and teach audiences how to host the perfect awards season party.
- Summer:** Set up a "summer school" series that provides answers to common questions like skincare routines and back-to-school outfits.
- Holiday:** Create subculture-specific holiday gift recommendations with relevant creators.

## Signal Tracking



## Track new signals as they emerge on TikTok

As the trend forces in this report evolve throughout the year, we'll see new signals pop up on the platform—which provides brands with fresh ways to align with user behaviors and sentiments. You can track these signals yourself, too. Here are some tips on how to do it.



01

### Start with key questions

These will help you understand which trends are most relevant to you.

- **What are the key cultural forces shaping your audience?**  
How users express themselves, how communities are forming, etc.
- **How is your category or vertical being transformed on TikTok?**  
New expectations, new formats, new interests, etc.

02

### Use key shifts to find signals

Look at trending hashtags, sounds, and Creators within your category to spot new patterns.

- **Check out searches related to the signals and communities most relevant to your audience.**  
The TikTok app's related search feature lets you explore similar content to help uncover new patterns.
- **Browse our trend tools on the TikTok Creative Center.**  
Our platform for top-performing hashtags, Creators, and sounds.

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