

TikTok Stats

2023



Stats for Marketers

- Influencer marketing is prevalent on TikTok, with many brands partnering with popular creators to reach a wider audience. In fact, 66% of marketers have launched an influencer marketing campaign on TikTok.
- Short-form video content performs well on TikTok, with videos of 15 seconds or less being the most popular format. Brands can use this format to showcase products or services in a creative and engaging way.
- Hashtag challenges are a popular marketing strategy on TikTok, with brands creating challenges to encourage user-generated content and engagement. These challenges can help increase brand awareness and create a sense of community around the brand.
- TikTok offers paid advertising options, including in-feed ads, brand takeovers, and sponsored hashtag challenges. Advertisers can target users based on demographics, interests, and behavior to ensure their ads are seen by the right audience.
- TikTok's algorithm is highly sophisticated and tailored to individual users, making it important for marketers to create engaging and relevant content that appeals to their target audience. This includes using popular music, filters, and trends to create content that resonates with TikTok users.
- It's important to note that TikTok is a fast-evolving platform, and its marketing landscape is likely to change and adapt over time. Marketers should stay up to date with the latest trends and best practices to ensure their TikTok marketing strategies are effective and successful.



Userbase, Downloads and Growth

Userbase:

- TikTok has over 1 billion active users worldwide, with the app being available in over 150 countries.
- The majority of TikTok users are under the age of 30, with the highest percentage of users being between the ages of 16-24.

Downloads:

- TikTok has been downloaded over 2 billion times worldwide, making it one of the most popular social media apps.
- TikTok was the most downloaded app globally in 2020, with over 850 million downloads.



Growth:

- TikTok has seen significant growth over the past few years, with its user base increasing rapidly.
- In 2020, TikTok's user base grew by over 75%, with the app adding over 200 million new users.
- TikTok is projected to continue its growth trend in the coming years, with its user base expected to surpass 1.4 billion by 2024.
- It's important to note that these are general trends and statistics, and the specific numbers and percentages for 2023 are impossible to predict accurately. However, based on the current growth trajectory, it's likely that TikTok will continue to be a significant player in the social media landscape in the coming years.

Demographics



Age:

The majority of TikTok users are under the age of 30, with the highest percentage of users being between the ages of 16-24. In fact, 62% of TikTok users are between the ages of 10-29.

Gender:

TikTok's user base is fairly evenly split between males and females, with slightly more female users (55%) than male users (45%).

Geographic location:

TikTok is available in over 150 countries and has a global user base. However, the app is most popular in Asia, with over 900 million downloads in the region. In the US, TikTok has over 100 million monthly active users.

Socioeconomic status:

While TikTok's user base is diverse, the app tends to be more popular among lower-income households. In fact, 42% of TikTok users in the US have a household income of less than \$50,000 per year.

It's important to note that these are general demographics, and the specific percentages for 2023 are impossible to predict accurately. However, based on current trends, it's likely that TikTok's user base will continue to be dominated by younger generations, with a fairly even split between genders and a diverse user base from various geographic locations and socioeconomic backgrounds.

Viral Trends & Influencers

Trends:

- **Dance challenges and trends:** Dance challenges and trends are among the most popular content on TikTok. Users create and share videos of themselves dancing to popular songs, and influencers often participate in these challenges, which can lead to increased exposure and engagement for their content.
- **Educational and informative content:** While TikTok is primarily known for its entertainment value, there is a growing trend towards educational and informative content. Influencers in fields such as science, health, and finance are gaining popularity on the platform by sharing informative and engaging content.
- **Niche content and micro-influencers:** There is a trend towards more niche content and micro-influencers on TikTok. These influencers may have smaller followings, but they have highly engaged audiences who are interested in specific topics or niches.
- **Diversity and inclusivity:** TikTok has been praised for its diverse and inclusive community, with influencers from a range of backgrounds and identities gaining popularity on the platform.



Influencers:

- **Charli D'Amelio (@charlidamelio):** Charli is one of the most popular influencers on TikTok, with over 120 million followers. She is known for her dance videos and has partnered with brands such as Dunkin' Donuts and Hollister.
- **Addison Rae (@addisonre):** Addison is another popular TikTok influencer, with over 80 million followers. She is known for her dance videos and has also partnered with brands such as American Eagle and L'Oréal.
- **Zach King (@zachking):** Zach is a popular TikTok influencer who is known for his creative and innovative videos. He has over 55 million followers and has partnered with brands such as LG and Samsung.
- Overall, TikTok is a constantly evolving platform, and the specific viral trends and influencers in 2023 are impossible to predict. However, it's likely that TikTok will continue to be a platform where new trends and viral content are born, with influencers playing a key role in shaping the platform's culture and content.



Business, Revenue & Competition

Business:

According to Statista, 39% of TikTok users in the US are aged 18-24, and 30% are aged 25-34, making it a popular platform for businesses to reach younger audiences.

In 2020, TikTok launched a self-serve advertising platform, allowing businesses of all sizes to create and manage ads on the platform. According to a survey by Influencer Marketing Hub, 67% of marketers plan to increase their influencer marketing budget on TikTok in 2021.

Revenue:

TikTok's revenue comes primarily from advertising. According to Insider Intelligence, TikTok's global ad revenue was \$500 million in 2019 and is projected to reach \$2.5 billion in 2021.

In 2020, TikTok launched a program called TikTok Creator Fund, which pays eligible creators for their content. The fund is initially set at \$200 million.

Competition:

TikTok faces competition from other social media platforms, such as Instagram, Snapchat, and YouTube, which also offer features for short-form video content.

In some markets, such as India and the United States, TikTok has faced regulatory challenges. In India, TikTok was banned in June 2020, and in the United States, the platform faced a potential ban in 2020 due to concerns about its data privacy and security policies.

Overall, TikTok's business and revenue growth are expected to continue in the coming years, particularly as the platform continues to attract new users and businesses. However, the platform also faces competition from other social media platforms and regulatory challenges that could impact its growth in some markets.

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