



What's Next

2023 Trend Report

A New Era of Confidence
(Philippines)

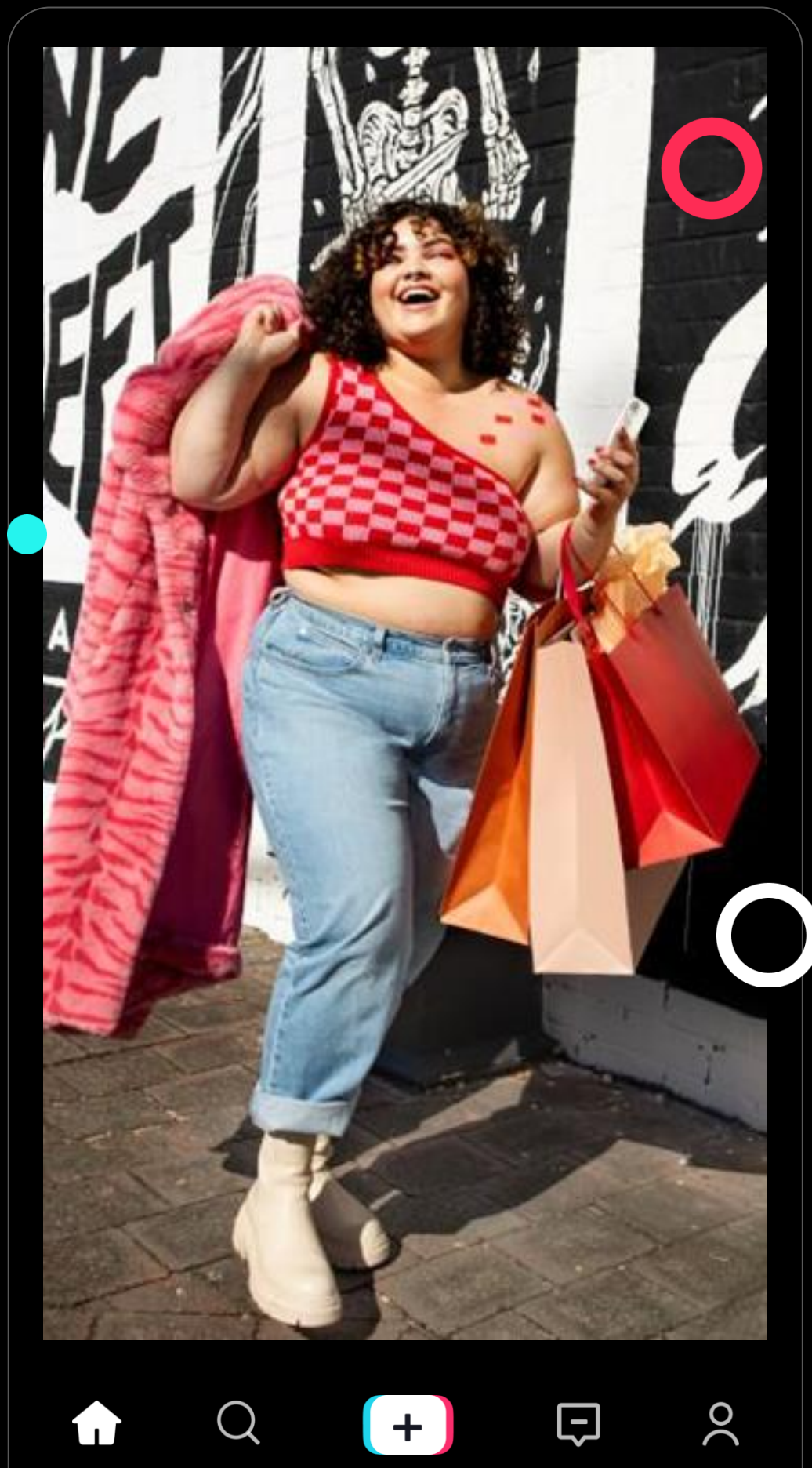




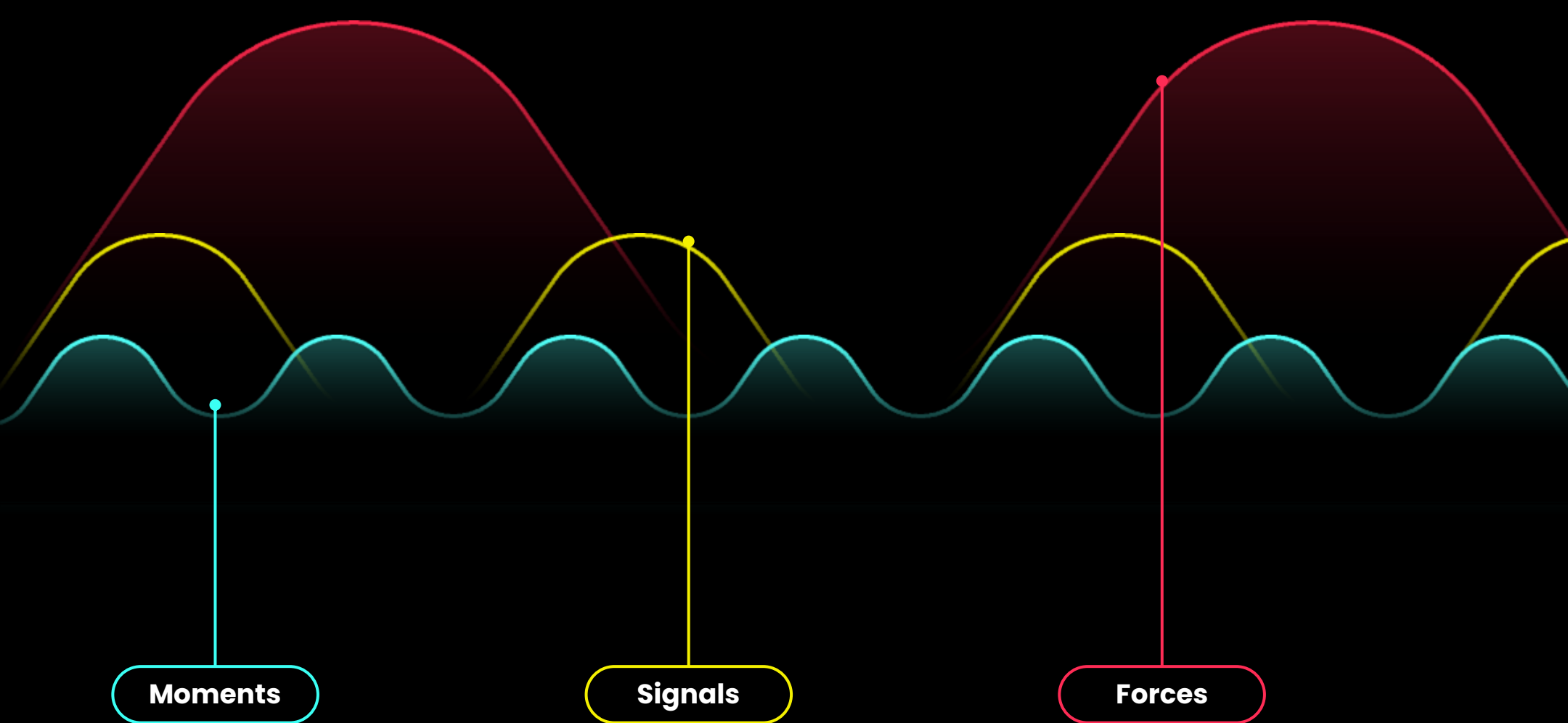
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Trend Methodology

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



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 action¹

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 platform¹



“

People don't buy (skincare) because of the ingredients. People buy because of the reviewer's experience. When I review a product, I am honest, respectful of the user and I take care of them.

@tran_lam18, creator in VN

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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

288B vv Lifetime views
4.5B vv Views from Sep '21-'22
353% YoY growth


#review

61B vv Lifetime views
252M vv Views from Sep '21-'22
21% YoY growth



Check out how this creator shares her review about using Filipino makeup products [here](#)

4 in 5



users say TikTok is very or extremely entertaining¹

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 provides sound dietary advice is going to build a stronger bond with their audience.


Popular hashtags to try

#learningisfun

1.5B vv Lifetime views
74M vv Views from Sep '21 - '22
82% YoY growth


#expectationsvsreality

1.3B vv Lifetime views
16.8M vv Views from Sep '21 - '22
154% YoY growth



See how a creator shares how to do a video transition for his travel TikTok video [here](#)

74%



of TikTok users who took an action off-platform as a result of TikTok say that comments provide helpful information²

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

#TikTokMadeMeBuyIt

34.7B vv Lifetime views
663M vv Views from Sep '21-'22
733% YoY growth


#budofinds

2.9B vv Lifetime views
1.5B vv Views from Sep '21-'22
339% YoY growth



Learn more about how a creator shares a review of her [#budofinds](#) [here](#)

65%



of TikTok users say they always rely on online reviews and creator recommendations to decide what to buy online³

Source 1: TikTok Marketing Science Global Entertaining Ads Study, 2022, conducted by Marketcast
 Source 2: TikTok Marketing Science US TikTok Made Me "Blank" It Research, 2022, conducted by MarketCast
 Source 3: TikTok Marketing Science Global Creators Drive Commerce Study, 2022, conducted by Material

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 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

Creators pitch their campaign ideas to your brand and you select (and boost) the most relevant ideas

Brand spotlight:

Jollibee

Content Idea

Jollibee wanted to drive awareness and encourage users to celebrate this festive season with a big Jollibee feast.

Approach

Jollibee collaborated with a creator to showcase the wide range of Jollibee products in Christmas packaging, showing that it brings the family together for the festive season.

See more [here](#)

Results

23.6m

Video Views

143.6k

Likes

Signal

Show, Don't Sell



@alolandpao

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, passion, 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

4 in 10



TikTok users say 'lifting their spirits' is key in motivating them to make a purchase



“

I am more relaxed and showcase my fun side on TikTok. I try to be as casual as possible so people can see me as who I am and enjoy my content, not just a journalist.

@milstar79, creator in KR

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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 things through various 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

537M vv Lifetime views
9.2M vv Views from Sep '21-'22
649K% YoY growth

#teenagedirtbag

2.2B vv Lifetime views
8.9M vv Views from Sep '21-'22
6.2M% YoY growth



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

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)¹

Signal 2

Wellbeing Your Way

Users share everyday strategies and "life hacks" 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

#selfcare

34.8B vv Lifetime views
385M vv Views from Sep '21 - '22
208% YoY growth

#mentalhealth

60.7B vv Lifetime views
701M vv Views from Sep '21 - '22
153% YoY growth



Watch how a creator empowered the community to participate in self-care [here](#)

92%

of users who took an action off-platform as a result of TikTok said that TikTok teaches them new things¹

Signal 3

Little Luxe

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

Popular hashtags to try

#treatyourself

2.1B vv Lifetime views
21M vv Views from Sep '21-'22
65% YoY growth

#upcycling

8B vv Lifetime views
30M vv Views from Sep '21-'22
28% YoY growth



Check out how a lifestyle channel is encouraging users to treat themselves [here](#)

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 review¹

How to jump in

Joy is a growing factor in people's purchasing decisions across the globe, so it should be a key element of marketing strategies in 2023. Create TikTok content that help people carve out happiness 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 a TikToks that soothe the brain—or at least pay homage to this popular, relaxing content format



Product demos

Using "get ready/unready with me" videos, where users talk about the items they use to gear up or unwind



TikTok styles & effects

Built-in effects like the greenscreen are well-loved and make content feel more native to our platform

Tools to build your story

01 TikTok LIVE

Engage viewers in real-time with a relaxing livestream that shows someone indulging in small luxuries or unboxing a new product

02 Effect House

Create a Branded Effect or Effect Challenge to engage the TikTok community in a unique and joyful fashion. Learn more at effecthouse.tiktok.com

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:

Downy Philippines

Content Idea

Downy Philippines wanted to drive awareness about their new detergent. They are trying show that their detergent can help remove odours and keep their clothes smelling fresh.

Approach

The brand used humour to show the positive features of the detergent in a typical scenario of people playing basketball.

To learn more, check out the video [here](#)

Results

34.2M

Video Views

36K

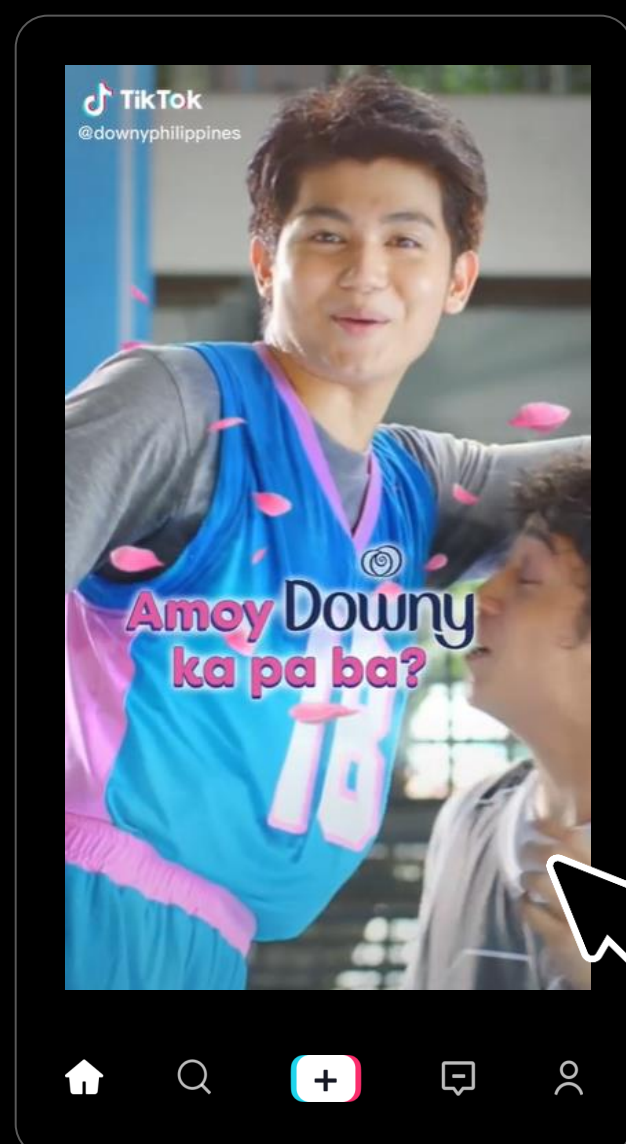
Likes

742

Comments

Signal

The Memeing of Life



[@downyphilippines](#)

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 collection of tiny clubs 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.



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1.8x

TikTok is 1.8x more likely to introduce users to new topics they didn't even know they liked¹

#TechTok

#BreadTok

#CleanTok



“

On TikTok, you get questions and comments from your followers. It becomes a community where people will talk about what they like to play, and I am able to help and inspire them.

@victorycast, creator in TH

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

#TikTokTaughtMe

12.7B vv Lifetime views
144M vv Views from Sep '21-'22
2329% YoY growth

#wordsofwisdom

5.4B vv Lifetime views
22M vv Views from Sep '21-'22
228% YoY growth



Check out how a creator shares how to cook his favourite Filipino snack [here](#)

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)¹



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

#myjourney

31.6B vv Lifetime views
25.9M vv Views from Sep '21-'22

#growthmindset

1.4B vv Lifetime views
16M vv Views from Sep '21-'22



A creator share tips on how to adapt when studying abroad [here](#)

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 community²



Signal 3

Bestie Behavior

Creators make videos of themselves conducting 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 an activity or buying a new product.

Popular hashtags to try

#shopwithme

3.1B vv Lifetime views
34M vv Views from Sep '21-'22
816% YoY growth

#eatwithme

5.6B vv Lifetime views
52M vv Views from Sep '21-'22
5% YoY growth



Watch how a creator goes shopping at local thrift stores [here](#)

60%

of users who took an action off-platform as a result of TikTok agree that TikTok Creators are more influential than celebrities³



How to jump in

To connect with viewers, tap into niches. Don't be afraid to get specific and search for 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 specific to your vertical or brand will form an 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 5-minute 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:

Olay

Content Idea

Olay wanted to drive awareness for its special limited edition FRIENDS bundles and branded pouches.

Approach

To achieve this, Olay collaborated with a creator to share the deals for 11.11. The messaging for the video is all about the product being reliable, like a friend you can depend on.

See more [here](#)

Results

6.8M
Video Views

51.6K
Likes

Signal

Bestie Behaviour



@julienneipapo

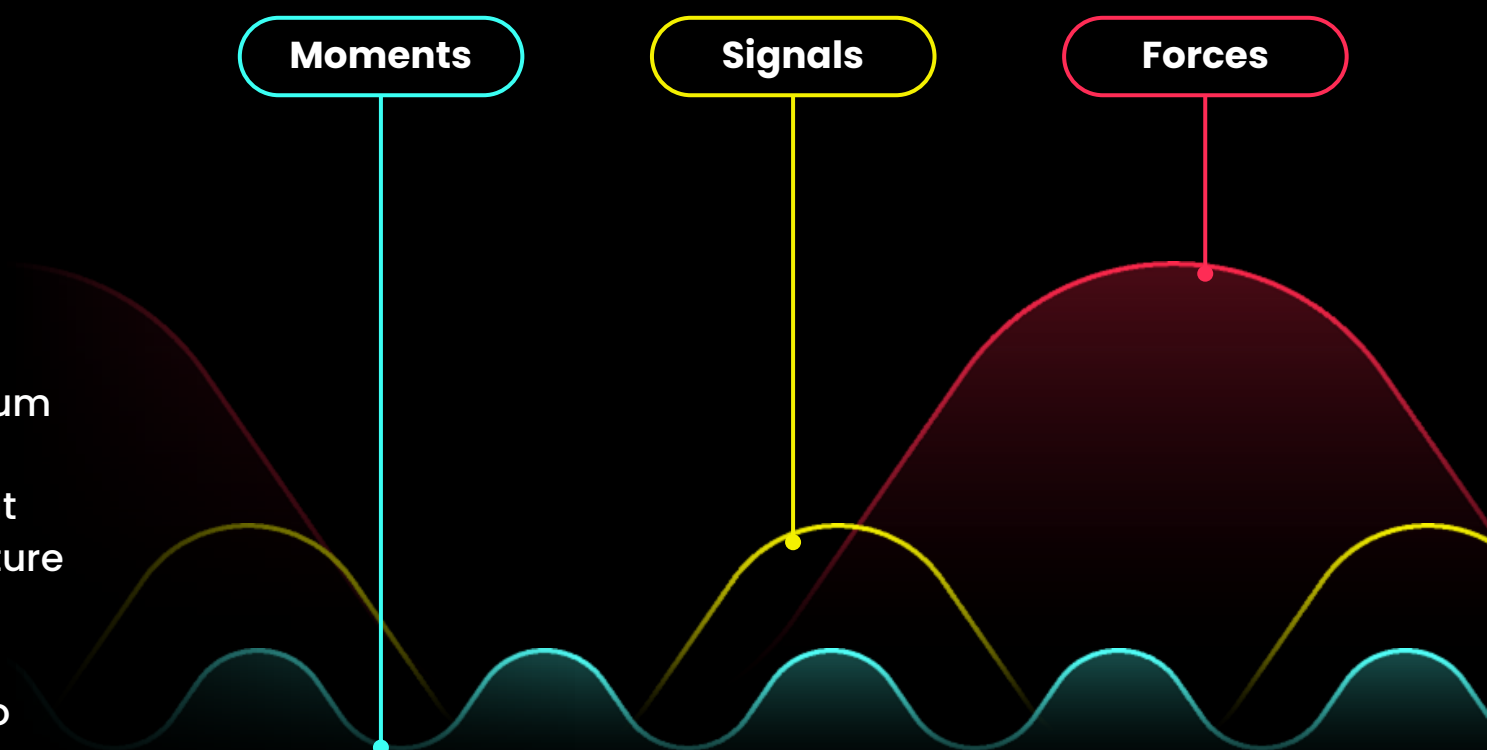
Report Recap

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 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 language for people to bond over humor while putting their own creative spin on things through formats and in-jokes..

Signal 2:

Wellbeing Your Way

Users share everyday strategies and "life hacks" 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 starting 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 it 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's 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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Top 3 fastest growing verticals for Philippines

Apparel and Accesories

The future of Fashion

TikTok is home to a closet full of creativity, self expression and inspiration. It's an inspirational lookbook with endless looks and possibilities; where users come to find their voice.

TikTok has changed the way in which people interact and relate to fashion - the democratization of fashion allows all of us to show the world who we truly are, and for trends to transcend beyond the app into action.

Top Hashtags

Popular Hashtags (Most viewed)

- 3.2B VV #tiktokshop
- 2.4B VV #fashion
- 1.5B VV #budolfinds
- 1.2B VV #ootd
- 1.1B VV #outfit

Trending Hashtags (Fast Growing)

- 630M VV #shoes
- 186M VV #jagjeansph
- 164M VV #basketballshoes
- 97M VV #ukayukayfinds
- 90M VV #paydaysale



Content Consumption

146%

YoY total vv growth Sept 2021 vs Sept 2022

411%

YOY total published growth Sept 2021 vs Sept 2022

Baby, Kids & Maternity

A Joyful Journey of Parenthood

The moment a child is born, the parent is also born. Parenthood is a chapter in life that many adults enter into feeling unprepared yet full of excitement. In this new phase of life, parents turn to TikTok as a safe space to explore, reassure, and celebrate achievements.

TikTok has become a place for meaningful connections, creating a perfect storm of hyper-participatory, engaging entertainment.

Top Hashtags

Popular Hashtags (Most viewed)

- 574M VV #toddlersofTikTok
- 559M VV #pregnancy
- 479M VV #toddler
- 369M VV #parentsofTikTok
- 364M VV #dadsofTikTok

Trending Hashtags (Fast Growing)

- 220M VV #momtok
- 218M VV #babihapi
- 109M VV #smallbabies
- 75M VV #obgyn
- 34M VV #gentleparenting



Content Consumption

86%

YoY total vv growth Sept 2021 vs Sept 2022

111%

YOY total published growth Sept 2021 vs Sept 2022

Beauty and Personal Care

Celebrating Beauty with Joy

The TikTok community has redefined how beauty is being seen in society. The beauty audience is huge on TikTok - it's a place they share tips, attempt the latest beauty trends, and share that with the community.

On TikTok, beauty isn't only something that they consume, but it also inspires them to express their true selves.

Top Hashtags

Popular Hashtags (Most viewed)

- 3.7B VV #rosmar
- 2.8B VV #makeup
- 2.3B VV #skincare
- 1.8B VV #prestigeinternational
- 1.1B VV #hair

Trending Hashtags (Fast Growing)

- 653M VV #hairtok
- 633M VV #slimeasmr
- 487M VV #skincareroutine
- 310M VV #skintok
- 127M VV #serum



Content Consumption

76%

YoY total vv growth Sept 2021 vs Sept 2022

183%

YOY total published growth Sept 2021 vs Sept 2022



Research Approach

Our report is heavily supported by 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 interpreting 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...

