What’s Next

2023 Trend Report

A New Era of Confidence (Singapore)
Table of Contents

01 Trend Methodology
02 Report Introduction
03 Actionable Entertainment
04 Making Space for Joy
05 Community—Built Ideals
06 Recap
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
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 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.

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
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.

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.

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

Source 1: TikTok Marketing Science US TikTok Made Me “Blank” It Research, 2022, conducted by MarketCast
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**
  - Lifetime views: 288B vv
  - Views from Sep ’21–’22: 229M vv
  - YoY growth: 253%

- **#review**
  - Lifetime views: 618B vv
  - Views from Sep ’21–’22: 283M vv
  - YoY growth: 96%

4 in 5 users say TikTok is very or extremely entertaining.

**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**
  - Lifetime views: 1.5B vv
  - Views from Sep ’21 –’22: 253M vv
  - YoY growth: 78%

- **#didyouknow**
  - Lifetime views: 24.6B vv
  - Views from Sep ’21 –’22: 261M vv
  - YoY growth: 1187%

74% of TikTok users who took an action off-platform as a result of TikTok say that comments provide helpful information.

**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 creators to help build genuine partnerships.

**Popular hashtags to try**

- **#TikTokMadeMeBuyIt**
  - Lifetime views: 34.7B vv
  - Views from Sep ’21 –’22: 92M vv
  - YoY growth: 200%

- **#shopeehaul**
  - Lifetime views: 11.2B vv
  - Views from Sep ’21 –’22: 9.8M vv
  - YoY growth: 40%

65% of TikTok users say they always rely on online reviews and creator recommendations to decide what to buy online.

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: CPF Board

Content Idea
Central Provident Fund Board (CPFB) Singapore aims to enable Singaporeans to have a secure retirement through lifelong income, healthcare financing and home financing.

Approach
CPFB synced audios with video transition to catch the user’s attention. In addition, they utilised TikTok’s Live package solutions to run a 45-minute livestream featuring prominent KOLs who grilled a CPF expert with questions submitted by users about CPF or planning for their life goals, in an informal and organic conversation setting.

See more on the TikTok for Business site here

Results

Reach 115 % Lift in CTR 8.1M Video Views

Signal

TikTok Investigates

Don’t worry, CPF has your back. Grill us at our TikTok Live to find out how!
Together with...
People are seeking more ways to take care of themselves—and finding advice on TikTok.

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.

**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.

---

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
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

<table>
<thead>
<tr>
<th>#cornkid</th>
<th>Lifetime views</th>
<th>Views from Sep ’21–’22</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>537M vV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1M vV</td>
<td></td>
<td></td>
<td>2.2M%</td>
</tr>
<tr>
<td>2.2M%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#teenagedirtbag</th>
<th>Lifetime views</th>
<th>Views from Sep ’21–’22</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2B vV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1M vV</td>
<td></td>
<td></td>
<td>25K%</td>
</tr>
</tbody>
</table>

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)!

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

<table>
<thead>
<tr>
<th>#selfcare</th>
<th>Lifetime views</th>
<th>Views from Sep ’21–’22</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>34.8 B vV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>180M vV</td>
<td></td>
<td></td>
<td>650%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#mentalhealth</th>
<th>Lifetime views</th>
<th>Views from Sep ’21–’22</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>60.7 B vV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>91M vV</td>
<td></td>
<td></td>
<td>93%</td>
</tr>
</tbody>
</table>

92% of users who took an action off-platform as a result of TikTok said that TikTok teaches them new things!

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

<table>
<thead>
<tr>
<th>#treatyourself</th>
<th>Lifetime views</th>
<th>Views from Sep ’21–’22</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1B vV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3M vV</td>
<td></td>
<td></td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#morningvibes</th>
<th>Lifetime views</th>
<th>Views from Sep ’21–’22</th>
<th>YoY growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7B vV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5M vV</td>
<td></td>
<td></td>
<td>78%</td>
</tr>
</tbody>
</table>

75% of users who took an action off-platform as a result of TikTok said that a Creator showing a product is more useful than reading a review!
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 TikTok videos 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: Singapore Police Force

Content Idea
In order to raise awareness of online scams, the Singapore Police Force tapped into the latest trend to inform and alert the public during the mega sales period.

Approach
The brand utilised its famous local personality to warn the public about online scams, by showing the difference when you order (the real ambassador) and then only getting a cardboard standee of the ambassador.

To learn more, check out the video here

Results

851K Video Views
51K Likes
2.8K Shares

Signal
The Memeing of Life

@singaporepoliceforce
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 For You Page 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.

1.8x

TikTok is 1.8x more likely to introduce users to new topics they didn’t even know they liked!

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

<table>
<thead>
<tr>
<th>#TiktokTaughtMe</th>
<th>#words_of_wisdom</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.7B vV</td>
<td>5.4B vV</td>
</tr>
<tr>
<td>Lifetime views</td>
<td>Lifetime views</td>
</tr>
<tr>
<td>15M vV</td>
<td>2M vV</td>
</tr>
<tr>
<td>Views from Sep '21–'22</td>
<td>Views from Sep '21–'22</td>
</tr>
<tr>
<td>1863% YoY growth</td>
<td>22% YoY growth</td>
</tr>
</tbody>
</table>

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)²

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

<table>
<thead>
<tr>
<th>#growthmindset</th>
<th>#myjourney</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3B vV</td>
<td>31.6B vv</td>
</tr>
<tr>
<td>Lifetime views</td>
<td>Lifetime views</td>
</tr>
<tr>
<td>3M vV</td>
<td>5M vV</td>
</tr>
<tr>
<td>Views from Sep '21–'22</td>
<td>Views from Sep '21–'22</td>
</tr>
<tr>
<td>141% YoY growth</td>
<td>23% YoY growth</td>
</tr>
</tbody>
</table>

2 in 5 of users who took an action off-platform as a result of TikTok agree that TikTok Creators are more influential than celebrities³

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

<table>
<thead>
<tr>
<th>#shopwithme</th>
<th>#eatwithme</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1B vV</td>
<td>6.5B vV</td>
</tr>
<tr>
<td>Lifetime views</td>
<td>Lifetime views</td>
</tr>
<tr>
<td>2.8M vV</td>
<td>6.5M vV</td>
</tr>
<tr>
<td>Views from Sep '21–'22</td>
<td>Views from Sep '21–'22</td>
</tr>
<tr>
<td>495% YoY growth</td>
<td>15% YoY growth</td>
</tr>
</tbody>
</table>

60% 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)²

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

Content Idea
Starbucks has launched their limited edition drinks for the festive period. The brand engaged a creator to drive awareness and engagement for the launch.

Approach
The creator started with a useful hack—to order the drinks from the Starbucks mobile app to skip the queue. After that, he did a taste test for all the drinks and shared his opinion, giving each of them a score and encouraged users to try and comment on their favourite.

See more here

Results

176K Video Views
340 Likes

(@starbuckssg)

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 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 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 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:

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

Disclaimer: Neither TikTok Inc., nor any of its affiliates, or its or their respective directors, officers, employees, or agents (collectively, “TikTok”) make any representation or warranty, express or implied, in relation to the accuracy or completeness of the information contained in this document, and accepts no responsibility, obligation, or liability in relation to any of such information. TikTok expressly disclaim any and all liability which may be based on this document and any errors therein or omissions therefrom. TikTok undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance.
Singapore Top 3 fastest growing verticals:

**Travel**

**Take a trip before the trip**

TikTok is a window to the world, allowing travel lovers to satisfy their wanderlust through their digital screens. The full-screen, sound-on nature of TikTok enables it to immerse the user in the sights and sounds of travelling. It is also a place where people are inspired, find information, and research on trips. The TikTok community also loves sharing their experiences, and this creates a feedback loop where the next batch of travellers are inspired to take their own trips and share their experiences.

**Top Hashtags**

- **Popular Hashtags (Most viewed)**
  - #travel 176M VV
  - #explore 153M VV
  - #Australia 90M VV
  - #Thailand 84M VV
  - #vlog 71M VV

- **Trending Hashtags (Fast Growing)**
  - #formula1 43M VV
  - #jb 35M VV
  - #Australia 22M VV
  - #Thailand 17M VV
  - #vlog 14M VV

**Content Consumption**

- YoY total vv growth Sept 2021 vs Sept 2022: 91%
- YoY total published growth Sept 2021 vs Sept 2022: 78%

**Education**

**The Age of Short-Form Learning**

Learning in the mobile world has changed completely. People’s attention is shrinking, they are swarmed with the things that take up their time and they demand for fast, enjoyable lessons. Through creativity, discovery and entertainment, the community embraces a unique learning culture – empowering lifelong learning through lessons that are not taught in school.

**Top Hashtags**

- **Popular Hashtags (Most viewed)**
  - #learnontiktok 415M VV
  - #sgnews 344M VV
  - #motivation 257M VV
  - #learningisfun 253M VV
  - #school 163M VV

- **Trending Hashtags (Fast Growing)**
  - #goodthing 43M VV
  - #sgrenovation 38M VV
  - #knowledge 25M VV
  - #careeradvice 20M VV
  - #tools 16M VV

**Content Consumption**

- YoY total vv growth Sept 2021 vs Sept 2022: 88%
- YoY total published growth Sept 2021 vs Sept 2022: 76%

**Automotive**

**Cruising down the entertainment highway**

Automotive is one of the rising topics on TikTok where cars, motorcycles, and modification enthusiasts meet. The automotive community shares vehicle reviews, challenges, modifications, and more that inspires the audience on the endless highway of entertainment.

**Top Hashtags**

- **Popular Hashtags (Most viewed)**
  - #car 108M VV
  - #carsofitiktok 89M VV
  - #f1 71M VV
  - #motorcycle 33M VV
  - #MT 22M VV

- **Trending Hashtags (Fast Growing)**
  - #ferrari 7M VV
  - #mercedes 22M VV
  - #truck 11M VV
  - #electriccar 9M VV
  - #landonnorris 7M VV

**Content Consumption**

- YoY total vv growth Sept 2021 vs Sept 2022: 85%
- YoY total published growth Sept 2021 vs Sept 2022: 64%
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.

<table>
<thead>
<tr>
<th>Study</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators Drive Commerce Study</td>
<td>Quantitative online survey with exposure to stimuli</td>
</tr>
<tr>
<td>Ecommerce Study</td>
<td>Quantitative online survey</td>
</tr>
<tr>
<td>Entertaining Ads Study</td>
<td>Quantitative online survey with exposure to stimuli</td>
</tr>
<tr>
<td>TikTok Made Me “Blank” It Study</td>
<td>Qualitative and quantitative components</td>
</tr>
</tbody>
</table>

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...”