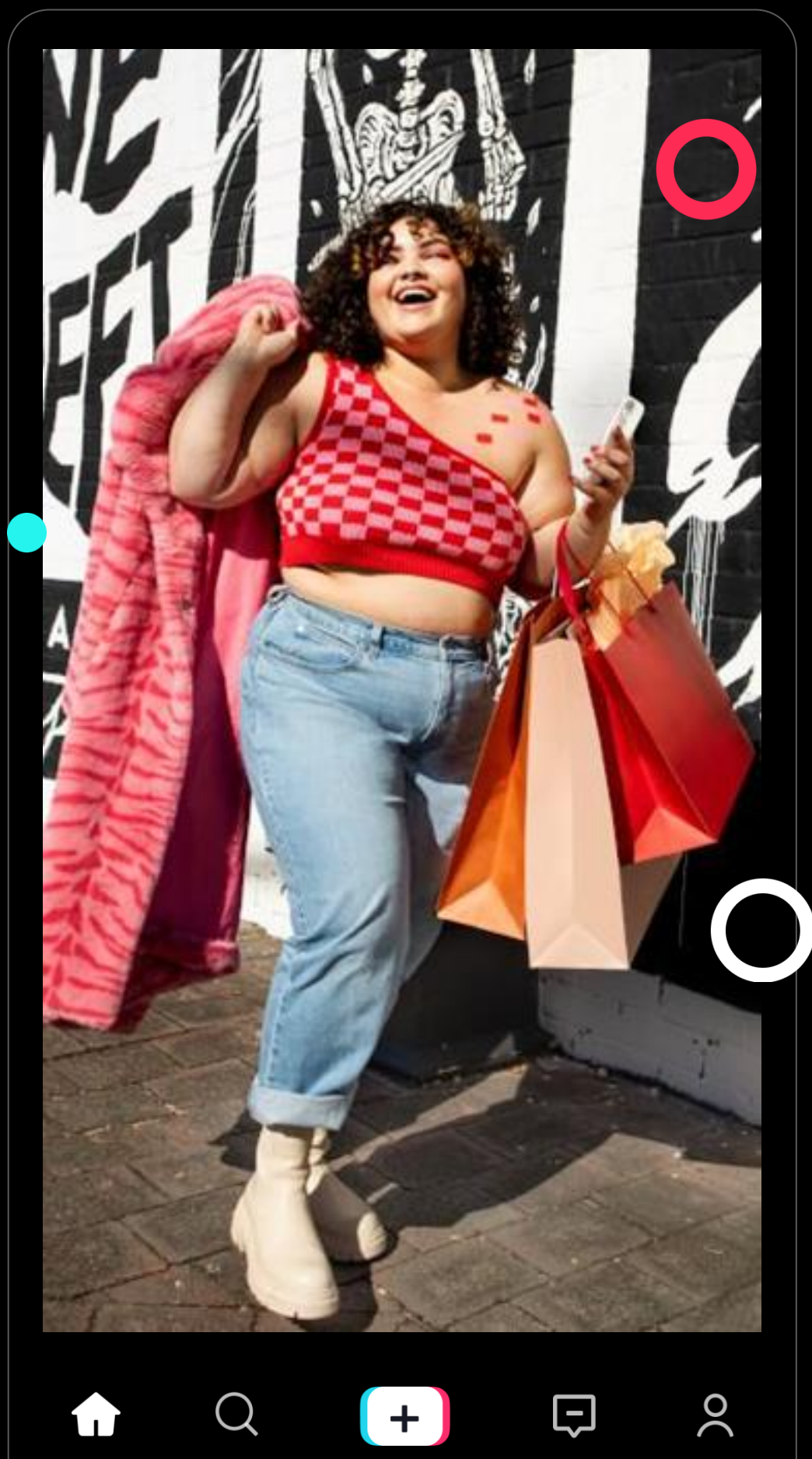




What's Next

# 2023 Trend Report

A New Era of Confidence  
(Indonesia)





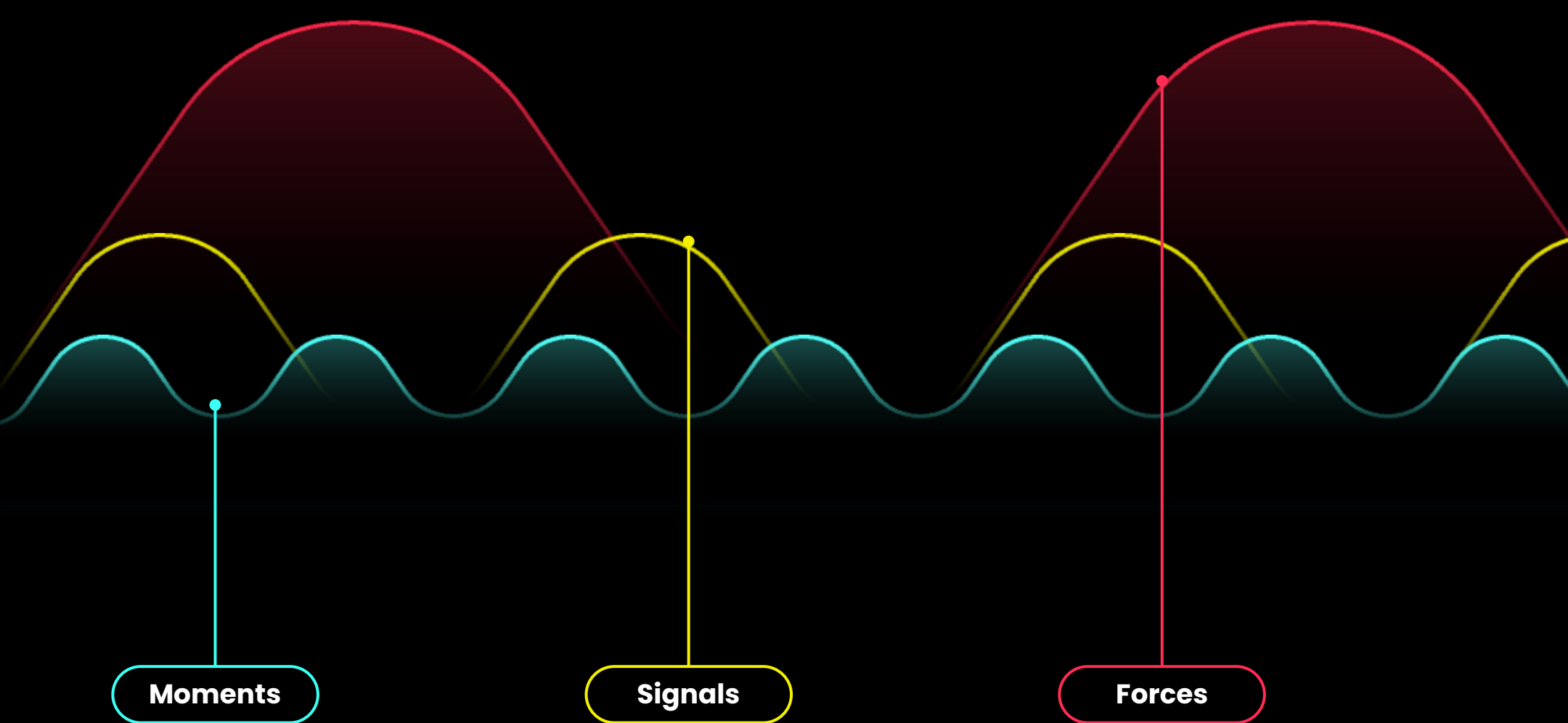
# Table of Contents

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

# 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.



CONFIDENTIAL & PROPRIETARY

# 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>



“  
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

# 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 hashtag to try

### #POV

**695B vv** Lifetime views

**30B+ vv** Views from Sep '21-'22

**133%** YoY growth



**4 in 5**



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

## 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

### #FaktaUnik

**7.3B vv** Lifetime views

**4B+ vv** Views from Sep '21 - '22


**295%** YoY growth

### #MitosAtauFakta


**349M vv** Lifetime views

**207M+ vv** Views from Sep '21 - '22

**94%** YoY growth



**74%**



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

## 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

### #RacunInTikTok

**13.3B vv** Lifetime views


**6B+ vv** Views from Sep '21-'22

### #RacunSkincare


**1.4B vv** Lifetime views

**530M+ vv** Views from Sep '21-'22

**186%** 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>

# 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:

## Cimory

### Content Idea

Cimory, a local yogurt brand, promotes their yummy yogurt that it is best for a drink, not for face mask

### Approach

Collaborating with a beautician @kamilajaidi to debunk the myth that Cimory yogurt can be used for face mask and promoting Cimory is delicious to drink, by also demonstrating how good Cimory yogurt is.

### Results

**3.7M** **190.6K**

Views

Likes

**871** **2,591** **310**

Comments

Saves

Shares

### Signal

## TikTok Investigates



@kamilajaidi

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

CONFIDENTIAL & PROPRIETARY



# Key Signals for Making Space for Joy

## Signal 1

### 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

##### #KulinerTikTok

**11.8B vv** Lifetime views  
**7B+ vv** Views from Sep '21 - '22  
**12.2%** YoY growth

##### #Healing

**20B vv** Lifetime views  
**2B+ vv** Views from Sep '21 - '22  
**392.4%** YoY growth

##### #MentalHealth

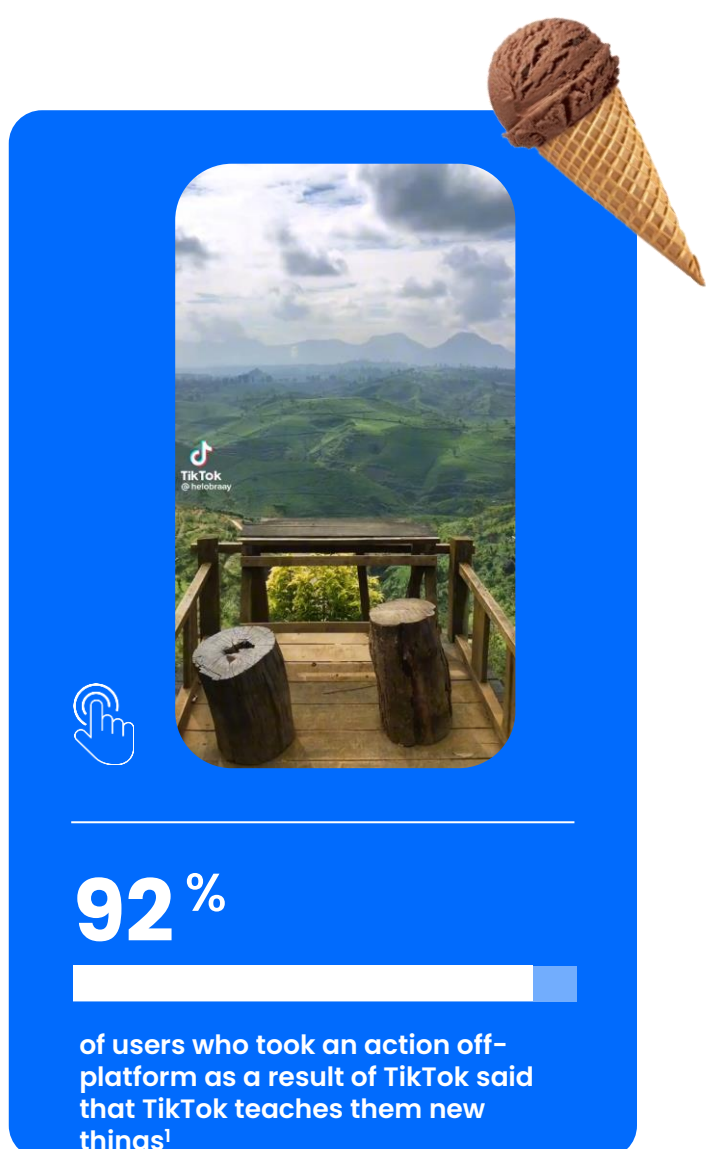
**59.4B vv** Lifetime views  
**2B vv** Views from Sep '21 - '22  
**148.4%** YoY growth

##### #JalanJalan

**1.7B+ vv** Lifetime views  
**930M+ vv** Views from Sep '21 - '22  
**76.2%** YoY growth

##### #SelfCare

**33.5B vv** Lifetime views  
**264M vv** Views from Sep '21 - '22  
**193%** YoY growth



## Signal 2

### 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 #unwindwithme show how Creators pamper themselves and alleviate stress, whether it's a fancy candle or a mud mask.

#### Popular hashtags to try

##### #ADayInMyLife

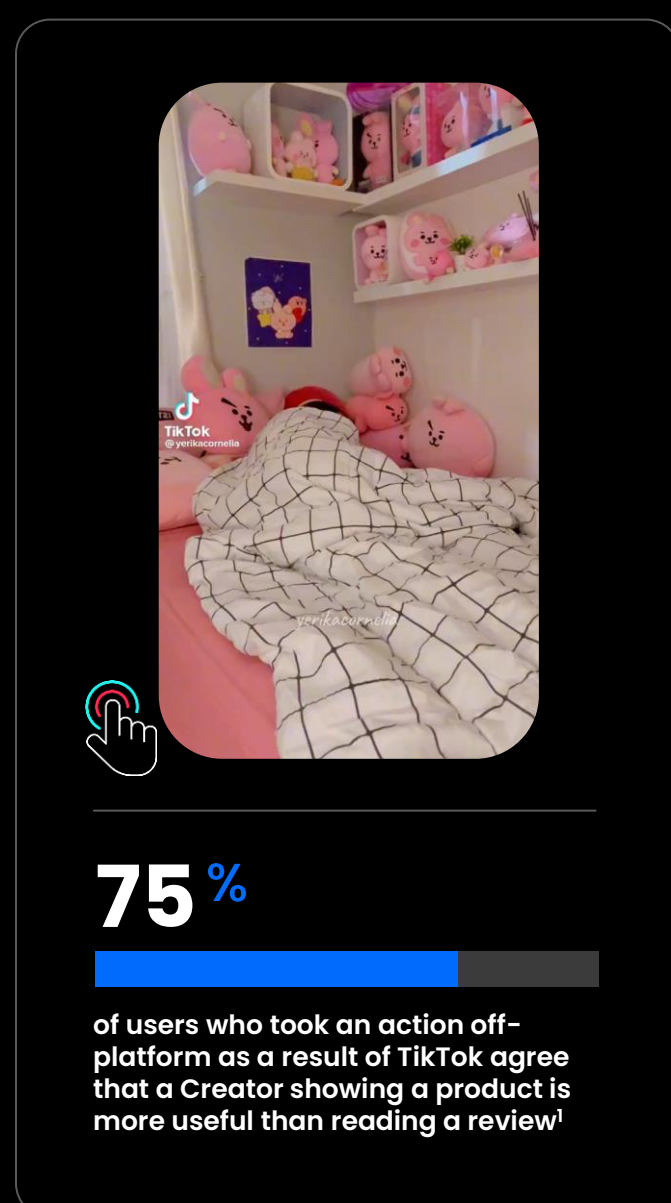
**13.2B vv** Lifetime views  
**5B vv** Views from Sep '21-'22  
**375.4%** YoY growth

##### #DailyRoutine

**5.3B vv** Lifetime views  
**222M vv** Views from Sep '21-'22  
**325%** YoY growth

##### #MorningRoutine

**12.2B vv** Lifetime views  
**154M+ vv** Views from Sep '21-'22  
**348%** YoY growth



# 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](https://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:

## Good Day Coffee

### Content Idea

The creator expresses how she enjoys her day at her home doing small things that sparks her and decides to drink Good Day coffee to lift her mood before working.

### Approach

The creator opens the story by telling that day is such a gloomy weather and she decides to stay at home and enjoy her day by doing small things at home. Start from having a breakfast & watching movie, redecorating her desk, and finally she decides to drink Good Day Coffee to lift her mood before doing her work. She conveys how refreshing and hassle-free Good Day Coffee was to be consumed every day.

### Results

**472.2K**

Views

**48.6K**

Likes

**109**

Comments

**3,689**

Saves

**247**

Shares

### Signal Little Luxe



@deartum\_

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.



CONFIDENTIAL & PROPRIETARY

# 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



“

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

##### #SerunyaBelajar

**20B vv** Lifetime views  
**13B vv** Views from Sep '21-'22

##### #InformasiTikTok

**924M vv** Lifetime views  
**822M vv** Views from Sep '21-'22



**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>

## 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.

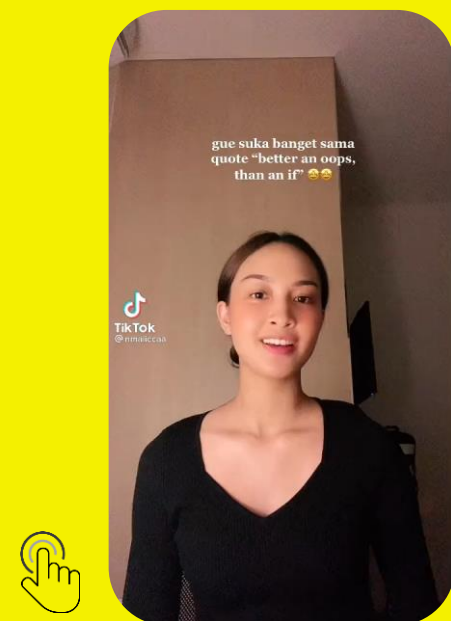
#### Popular hashtags to try

##### #SelfImprovement

**12.7B vv** Lifetime views  
**373M vv** Views from Sep '21-'22  
**242.3%** YoY growth

##### #SelfDevelopment

**1.3B vv** Lifetime views  
**92M+ vv** Views from Sep '21-'22  
**186.5%** 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>

## Signal 3

### Multi-layered Identities

TikTok communities are fluid and unguarded. Different communities explore and unlock many **different layers of user identities**.

#### Popular hashtags to try

##### #CitayamFashionWeek

**2.9B vv** Lifetime views  
**1.8B vv** Views from Sep '21-'22

##### #SCBD

**1.4B vv** Lifetime views  
**1B vv** Views from Sep '21-'22

##### #Jaksel

**727.6M vv** Lifetime views  
**355M vv** Views from Sep '21-'22  
**316%** 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>

# 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:

## Glints

### Content Idea

The content creator collaborates with Glints to run a campaign about Glints' platform by answering a question from her follower about difficulties getting a job after sending out a lot of CVs.

### Approach

The creator opens the content with a question from her follower about difficulties getting a job, and then she gives advice to send their CV through a trusted job portal platform—Glints—which has an automatic CV sending feature. This approach is well-equipped with an opportunity to win prizes at the end for those who actively using Glints.

### Results

<b>507.5K</b>	<b>50.6K</b>	
Views	Likes	
<b>440</b>	<b>14.5K</b>	<b>655</b>
Comments	Saves	Shares

### Signal Ask TikTok



@vmuliana

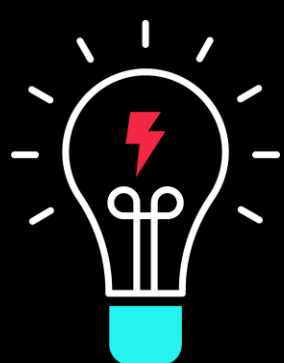
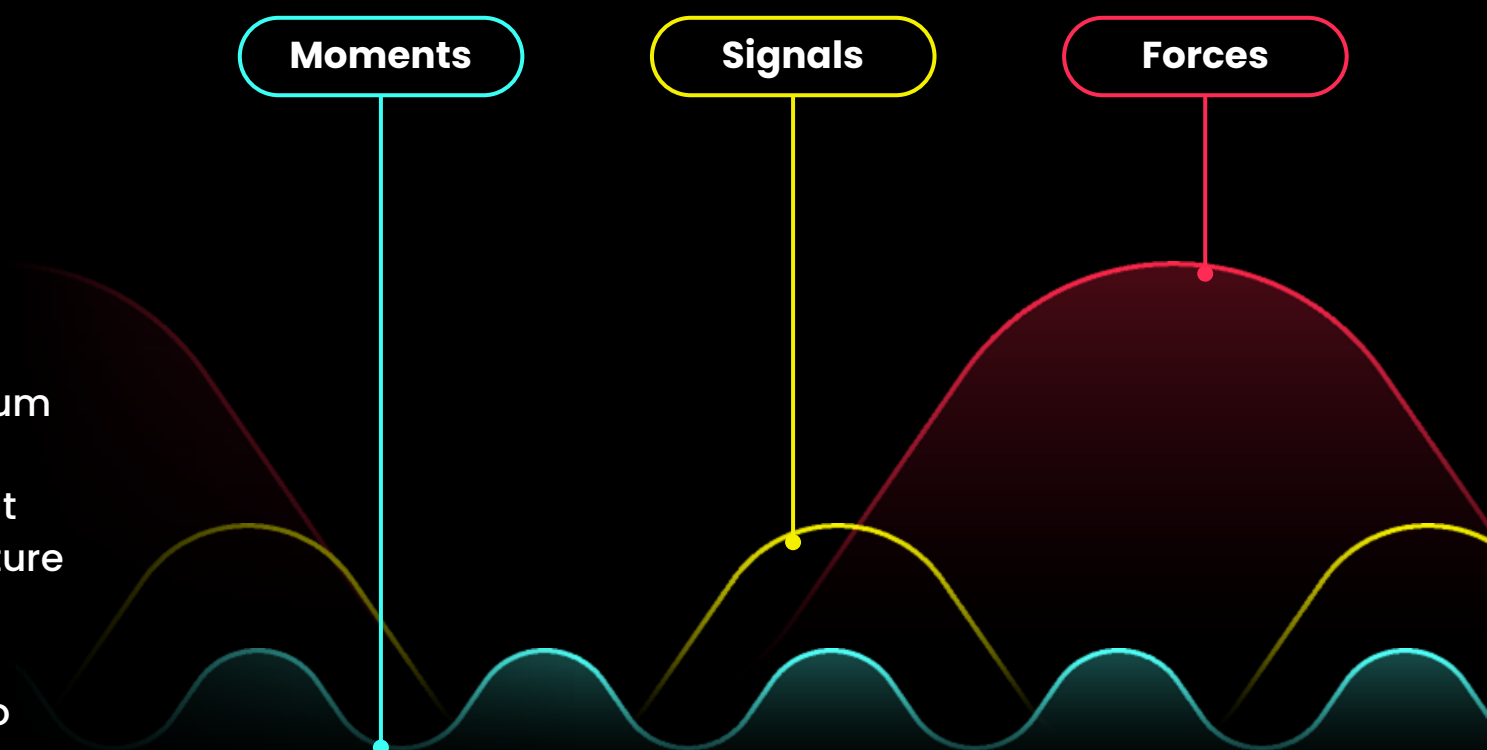
# Report Recap

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

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.

# Indonesia Top 3 fastest growing verticals:

## Beauty & Personal Care

### Beauty Redefined: Celebrating Beauty with Joy

TikTok environment and community have redefined how beauty should be seen in society. Beauty on TikTok is one of the reflections of how a positive vibe has grown on the platform. The beauty audience on TikTok is those who defy the beauty norm/standards where they create posts about anything they're interested in and enjoy about themselves, and it's supported by the platform environment where people could embrace their unique, authentic selves and, find a community. Beauty on TikTok is not only a thing that they consume, but also one that uplifts them to find their truest self with various ways to express themselves. Beauty trends start on TikTok and it always continues and drives participating culture within the community.

### Top Hashtags

#### Popular Hashtags (Most viewed)

- 9B VV #GayadiTikTok
- 6B VV #Makeup
- 6B VV #Skincare
- 3B VV #RahasiaGlowing
- 2B VV #ResepGlowUp

#### Trending Hashtags (Fast Growing)

- 1B VV #BelidiTikTok
- 1B VV #ParfumViral
- 1B VV #SkincareTips
- 1B VV #SkinBarrier
- 393M VV #DokterKecantikan



#### Content Consumption

185%

YoY total vv growth Sept 2021 vs Sept 2022

133%

YOY total published growth Sept 2021 vs Sept 2022

## Financial Services

### Fun in Finance for Everyone

Finance has been considered a serious and tricky topic all this time. People need some time and guidance to get deeper into this topic, with the right community. The TikTok community has shaped the story of finance into something more creative and joyful, so that all types of users can learn about finance in the ways they enjoy. An entertainment approach has also been injected into the content format that makes it easier to understand and more engaging on TikTok.

### Top Hashtags

#### Popular Hashtags (Most viewed)

- 13B VV #SerunyaBelajar
- 843M VV #Crypto
- 701M VV #KelasBisnis
- 661M VV #Investasi
- 389M VV #Saham

#### Trending Hashtags (Fast Growing)

- 184M VV #BelajarInvestasi
- 87M VV #NabungRutin
- 47M VV #UMR
- 32M VV #GDP
- 11M VV #Pendapatan



#### Content Consumption

168%

YoY total vv growth Sept 2021 vs Sept 2022

97%

YOY total published growth Sept 2021 vs Sept 2022

## Automotive

### Cruising Down The Entertaining Highway

Automotive is one of the rising topics on TikTok where cars, motorcycles, and modification enthusiasts are met under the entertainment pillar, fuelling endless tours for the auto community and brands. The TikTok community has established various angles in automotive from car or motorcycle review, vehicle challenges, modifications, and more that inspires the audience on the endless highway of entertainment, making the automotive lively on TikTok.

### Top Hashtags

#### Popular Hashtags (Most viewed)

- 2.6B VV #Vario
- 2.1B VV #Car
- 1.6B VV #zx25r
- 1.5B VV #Mobil
- 1.3B VV #Honda

#### Trending Hashtags (Fast Growing)

- 2.6B VV #Vario
- 423M VV #Moge
- 233M VV #Restoration
- 141M VV #InnovaReborn
- 137M VV #ElectricVehicle



#### Content Consumption

158%

YoY total vv growth Sept 2021 vs Sept 2022

173%

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.

## TikTok Commissioned Research



### 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

## 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...

