



What's Next

2023 Trend Report

A New Era of Confidence
Vietnam





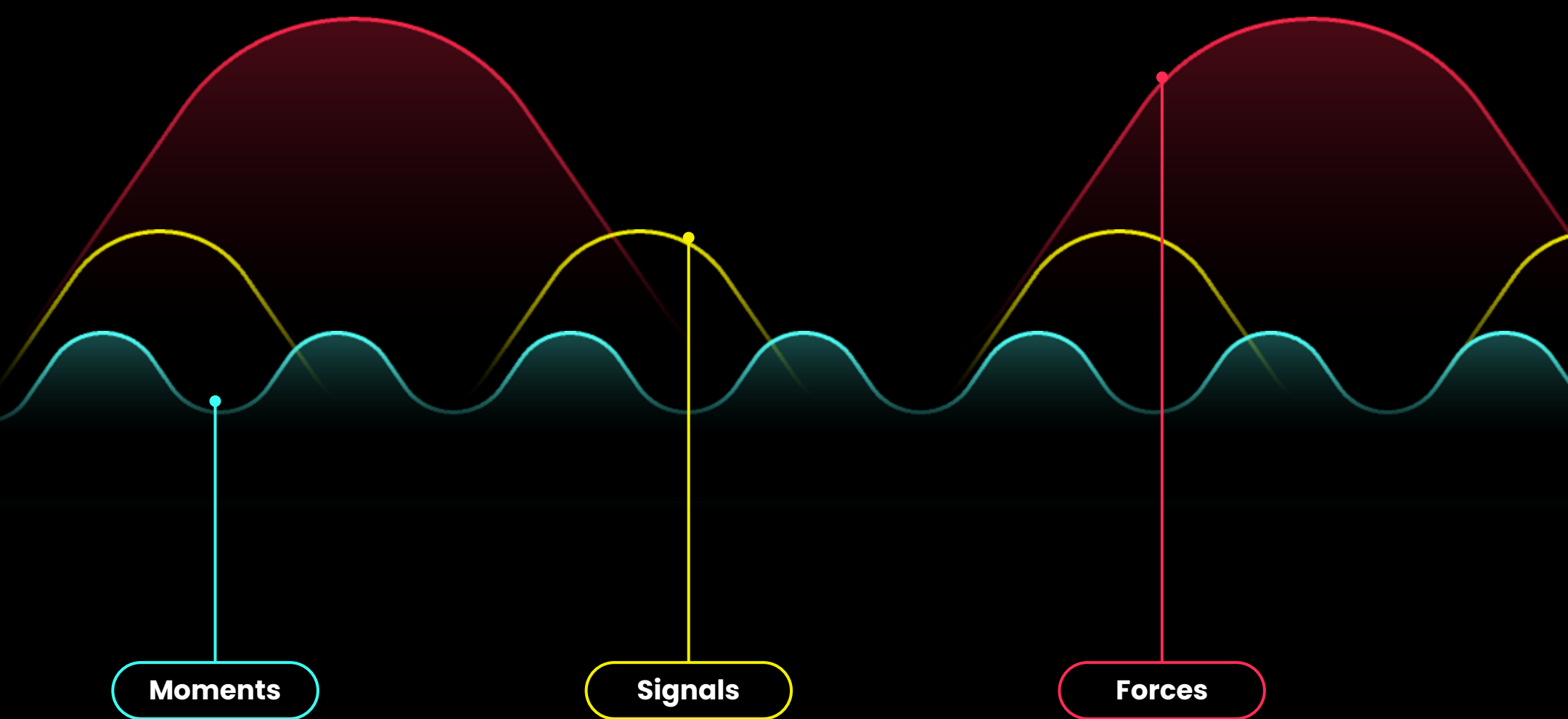
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Trend Methodology

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.



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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

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

#ancungtiktok

86B vv Lifetime views
51.7B vv Views from Sep '21-'22
215% YoY growth

#thanhcongnghe

18.6b vv Lifetime views
13B vv Views from Sep '21-'22
11.4% YoY growth



As commerce is best ignited through **Shoppertainment: Entertainment First, Commerce Second**, think about how your brand can ignite discovery & inspiration for your audience. You want to build an emotional connection with them and that will help generate action as a result.

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 challenges dubious dietary advice is going to build a stronger bond with their audience.

Popular hashtags to try

#khampha

5.3B vv Lifetime views
3.7B vv Views from Sep '21 - '22
111% YoY growth

#suthatla

3.6B vv Lifetime views
2.7B vv Views from Sep '21 - '22
1.7M% YoY growth



Brands can not only use **short-form educational content** to inform about a product, but can also broadcast new knowledge and information, answer ongoing questions, and ignite the want to explore & experience.

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

#review

62B vv Lifetime views
23B vv Views from Sep '21-'22
69% YoY growth

#TikTokMadeMeBuyIt

35.6B vv Lifetime views
226M vv Views from Sep '21-'22
193% YoY growth



Collaborating with a creator has a favorable effect on brand equity and conversion, as they can help boost your brand's **trust, authenticity, and engagement**.

65%

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

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:

Mobifone

Content Idea

The video featured a brand ambassador performing an entertaining live-stream tech review. Focusing on the clear and direct key message, "cheap package – high promotion," the video aimed to capture the attention of audiences in the region who were largely tech novices

Approach

Mobifone leveraged TikTok's Spark Ads and Lowest Cost bidding strategy in its campaign to promote two new service packages. Spark Ads successfully boosted Mobifone's videos as In-Feed Ads, while the use of the Lowest Cost bidding strategy enabled the brand to generate the most results with maximum cost efficiency. This two-pronged approach enabled the brand to achieve its impressions, reach and video views goals with ease.

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

Results

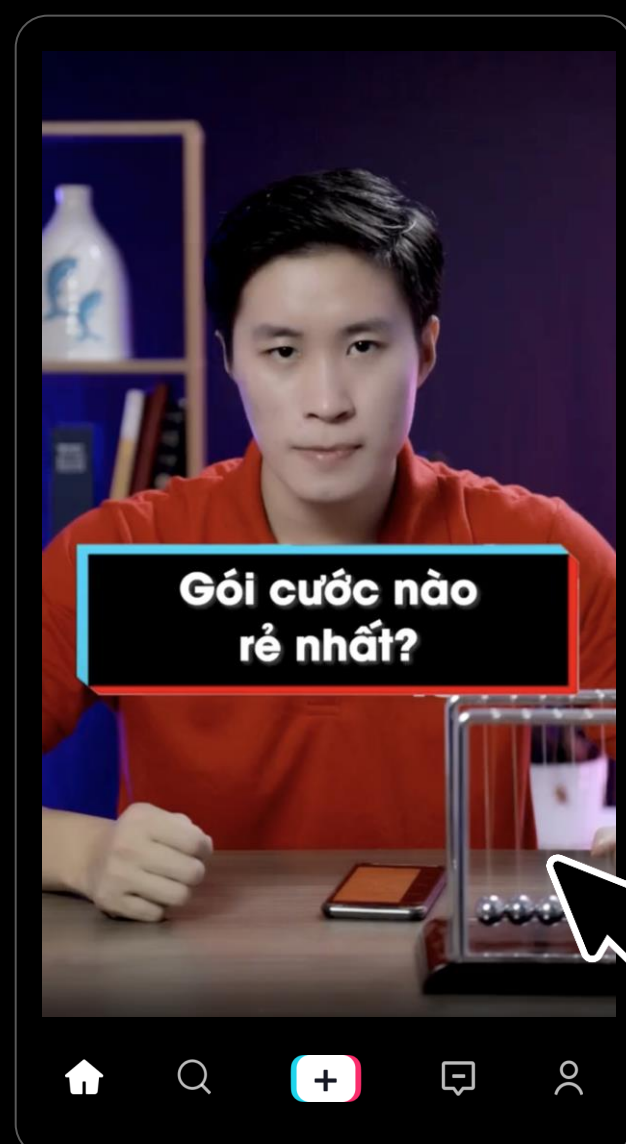
950 K
Reach

4 %
Increase in CTR

300 K
6s video view

Signal

TikTok Investigates



Mobifone

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

#giaitri

49.7B vv Lifetime views
24B vv Views from Sep '21-'22
206% YoY growth

#vuivekhongquao

2.2B vv Lifetime views
1.4B vv Views from Sep '21-'22
128% YoY growth



Brand can show your own **unique brand personality and endorse positivity and entertainment** on TikTok. Working with creator is a great way to tell product story with a creative & humorous voice.

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

#goclamdep

24.5B vv Lifetime views
15.7B vv Views from Sep '21 - '22
263% YoY growth

#gocsangtao

6.2B vv Lifetime views
4.3B vv Views from Sep '21 - '22



Think about from your brand POV, how you can give off **tips and hacks** for your products to be used in a most convenient or correct way. Or you can show how your products improve your customers' wellness in a fun and creative challenge.

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

Popular hashtags to try

#unboxing

57B vv Lifetime views
2.6B vv Views from Sep '21-'22
116% YoY growth

#khongcogidemac

1.7B vv Lifetime views
1.4B vv Views from Sep '21-'22
4.7K% YoY growth



TikTok users love talking about their purchase experience and showing off their happy treat. That content will then ignite **discovery & inspiration** in other users, **spreading the awareness & demand** even further within the community.

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:

Alpenliebe

Content Idea

Alpenliebe noticed Vietnamese people were restless during the pandemic. The brand knew its customers were looking for something to keep them occupied at home. For a brand that offers a wide selection of hard chews and candies, it had just the idea. Alpenliebe wanted to add a jolt of flavor to the humdrums of staying at home with a local candy flavor, Alpenliebe Xoài Muối Ổt

Approach

Alpenliebe had a larger integrated marketing campaign that was running, which included a TV commercial. And the brand sought to add a Branded Effect as a part of this marketing mix. With TikTok's Branded Effect tool, Alpenliebe transformed elements of its Xoài Muối Ổt TV commercials into an interactive camera filter, complete with striking visuals and a voice-over. With the effect, challenge participants could receive and “blast” away a virtual Alpenliebe Xoài Muối Ổt candy into pieces

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

Results

13^K

BE video creations

495^K

Users try BE

Signal The Memeing of Life



Alpenliebe

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

#learnontiktok

474B vv Lifetime views
124.8B vv Views from Sep '21-'22
197% YoY growth

#hoccongtingtok

23.9B vv Lifetime views
17B vv Views from Sep '21-'22
10% YoY growth



As more people come to TikTok for answers & inspiration, brands will find great opportunities to **increase awareness and generate conversion** at the point of consideration in the purchase journey.

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

#sansangthaydoi

2.4B vv Lifetime views
1.8B vv Views from Sep '21-'22
2.6M% YoY growth

#phattrienbanthan

2.4B vv Lifetime views
1.1B vv Views from Sep '21-'22
130% YoY growth



As a brand, you can also show to the community how you have been growing throughout time, giving examples of the effort & heritage your brand is making every day to bring value to your customers. Another way is to become a brand who can **lead, teach, and support the community** to grow and embrace the same value as you.

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

#tamsumebimsua

513M vv Lifetime views
363M vv Views from Sep '21-'22
364% YoY growth

#sieudaubep

4.8B vv Lifetime views
3.5B vv Views from Sep '21-'22
410% YoY growth



Brand can become a part of consumers' daily life stories. Furthermore, **think like a brand, act like a creator**. Brand should deep dive into the community by frequently creating relevant content, joining in trends, creating trends, and inviting users to participate together.

60%

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

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:

Oriskin

Content Idea

After pandemic lockdowns, as people returned to face-to-face interactions instead of sitting behind a web camera, Oriskin saw this as a great opportunity to boost brand awareness and sales -- by encouraging customers to be confident in their healthy skin as they stepped back into the world. Oriskin used creatives featuring KOLs applying ointments and creams to their glowing skin, talking about their experience of improving their outer appearance and gaining confidence.

Approach

With a small team and operational constraints, Oriskin needed a solution that required less manual input to scale up its campaign. So, the brand turned to TikTok's automated solution, the Test With TikTok program. Oriskin chose to trial three of Test With TikTok's automated solutions: Campaign Budget Optimization (CBO), Lowest Cost Bidding (LCB), and Automated Creative Optimization (ACO). Each solution has its own area of focus, designed to help advertisers achieve their specific KPIs.

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

Results

+22^x

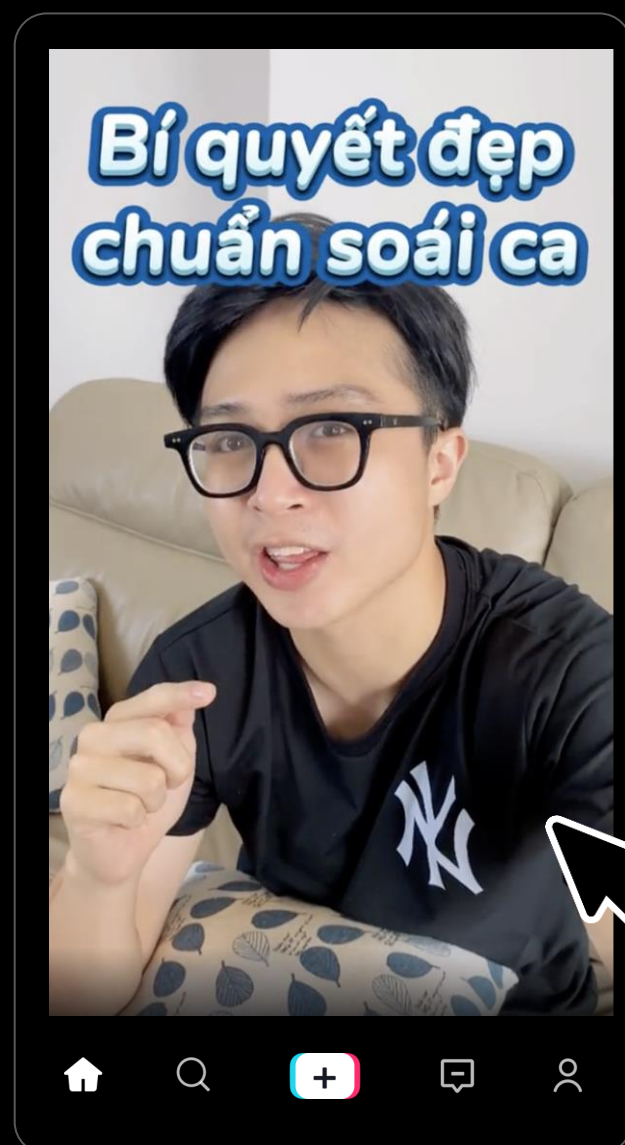
Increase in conversion

+42^x

Clicks

Signal

Destination: Growth



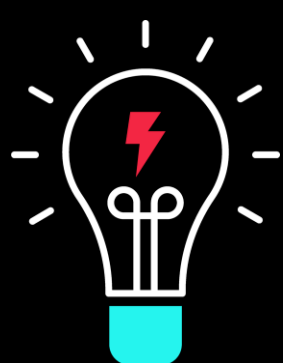
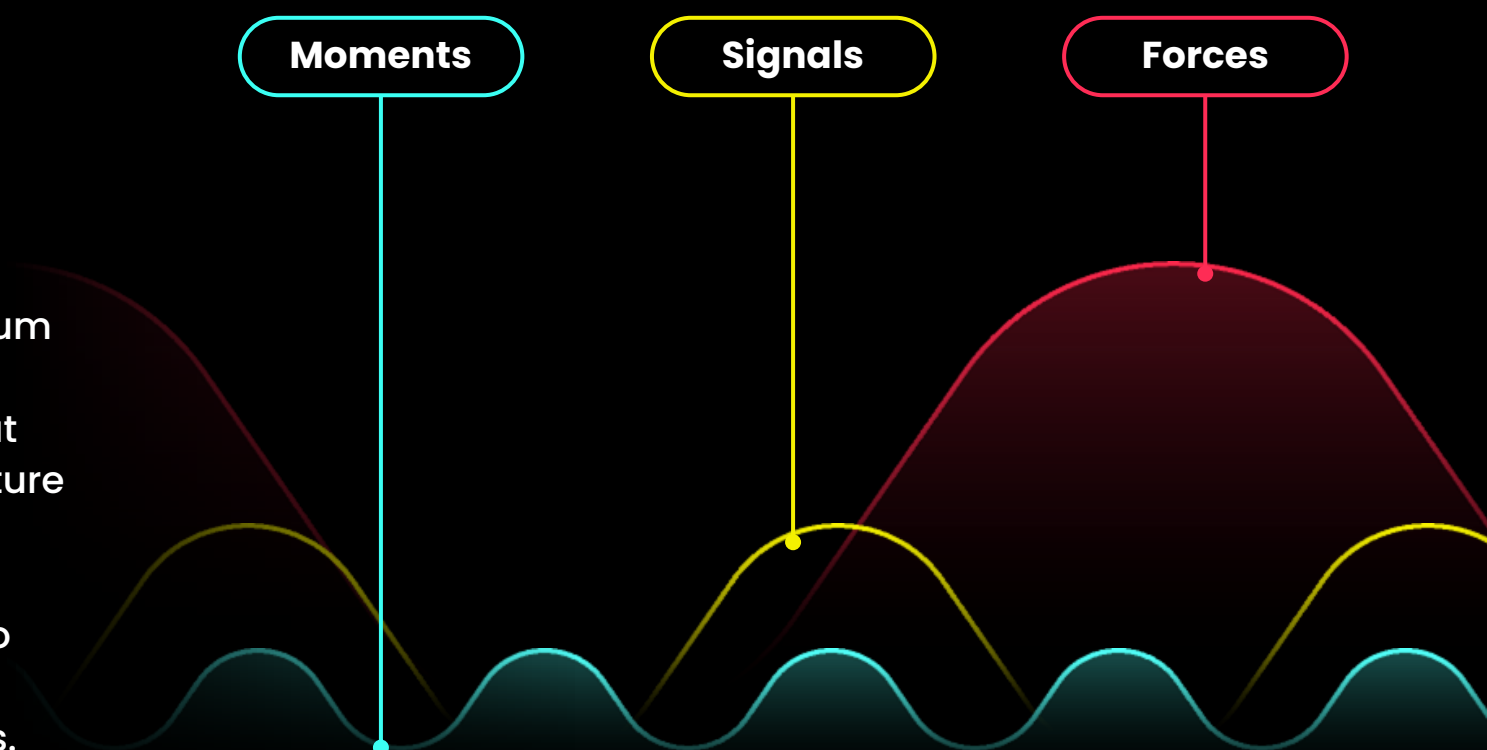
oriskin

Report Recap

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

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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Vietnam Top 3 fastest growing verticals:

Automotive

Cruising down the entertainment highway

Automotive is one of the rising topics on TikTok where cars, motorcycles, and modification enthusiasts are met under the entertainment pillar, fueling 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)

- 3.7B VV #khampha
- 2B VV #xedovietnam
- 1.5B VV #car
- 1.3B VV #siriusđôkiêng
- 1.3B VV #congnghe

Trending Hashtags (Fast Growing)

- 315.7M VV #dauduongxocho
- 219.6M VV #chxmlongnguyễn
- 181M VV #xedien
- 161.7M VV #siriusdokieng
- 157.7M VV #doosandx140



Content Consumption

118%

YoY total vv growth Sept 2021 vs Sept 2022

53%

YOY total published growth Sept 2021 vs Sept 2022

Food & Beverage

Happy food, happy feeling

Everyone can agree that good food brings positive feeling, which nothing shows it quite like the joyful expression taken after the first bite. And thus, the power of TikTok comes exactly with only a few seconds but fully enough to capture and deliver that happiness to its audiences. Foodies give us reviews, tutorials, recipes, shows, all in an entertaining and authentic way, and we cannot help but go hungry just by watching them.

Top Hashtags

Popular Hashtags (Most viewed)

- 51.7B VV #ancungtiktok
- 12.3B VV #reviewquanngon
- 11B VV #food
- 5.1B VV #mukbang
- 4.3 VV #tiktokfood

Trending Hashtags (Fast Growing)

- 528M VV #grabfood
- 336M VV #hoshiphan
- 327M VV #huyenphi97
- 262M VV #banhtrang
- 172M VV #buffet



Content Consumption

103%

YoY total vv growth Sept 2021 vs Sept 2022

87%

YOY total published growth Sept 2021 vs Sept 2022

Beauty & Personal Care

Celebrating Beauty with Joy

Beauty on TikTok is one of the reflections of how a positive vibe has grown on the platform. TikTok community has redefined how concept of beauty should be seen in society. TikTok beauty creators have challenged the beauty norm/standards with their videos of their own POV on what beauty means and that anyone can be beautiful in their unique way. The vibe is supported by the platform environment where everyone is encouraged to embrace their unique, authentic self and find a community who understands and shares their value together.

Top Hashtags

Popular Hashtags (Most viewed)

- 17.6B VV #reviewlamdep
- 15.7B VV #goclamdep
- 9B VV #beautytok
- 4.1B VV #skincare
- 3.9B VV #lamdep

Trending Hashtags (Fast Growing)

- 327M VV #hairtok
- 245M VV #waxlong
- 184M VV #nuochoachinhhang
- 174M VV #nhuomtok
- 140M VV #tocdep2022



Content Consumption

96%

YoY total vv growth Sept 2021 vs Sept 2022

91%

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...

