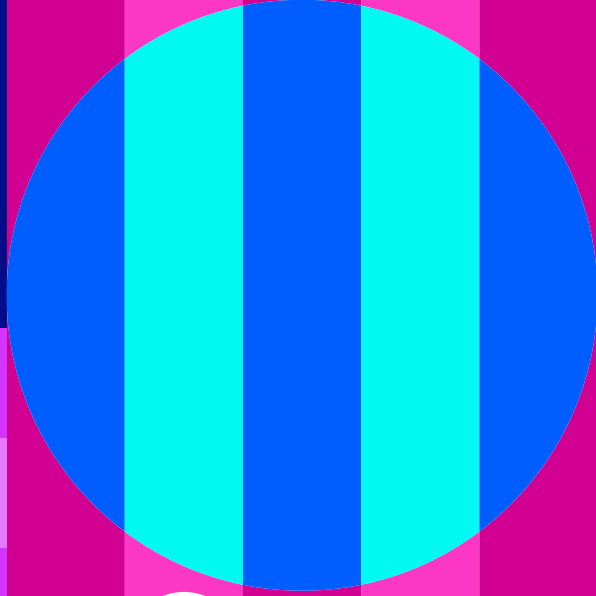


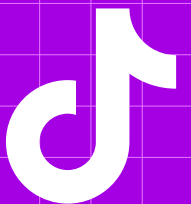
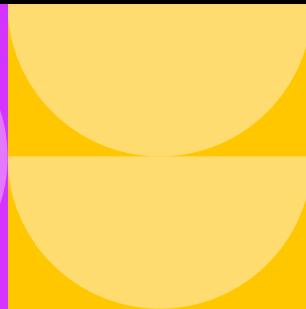
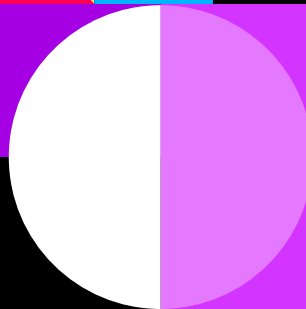
What's Next

INSIGHT INTO CULTURE DRIVERS ON TIKTOK

2021 — 2022



Saudi Arabia & UAE
Saudi Arabia & UAE
Saudi Arabia & UAE



TikTok For Business

This report was produced by
**TikTok For Business global and regional
brand and platform strategy teams**

What's Next

Foreword



What a ride 2021 has been. It's been a year full of growth and accomplishments for us here at TikTok – from the viral successes following record breaking TV shows to a 13-year-old pug hilariously predicting the future, TikTok has clearly been packed with joy and action. It's only here on TikTok that digital moments have the potential to influence culture, break boundaries, and redefine what creativity looks like. This year has cemented TikTok as the go-to place for expression, creation, entertainment, education – you name it – across all sorts of categories.

As we enter a post-Covid world, TikTok continues to prove that moments on the platform have the unique ability to transcend the digital realm and make a true impact on people's real, physical lives. Take #TikTokMadeMeBuyIt, the Evolution of Sound, or the profound impact of Creators as examples – at TikTok, there's room for anyone and everyone, through entertainment and strengthened by communities, to make an impact in their own way, and to define 'impact' in their own right.

Engagement stats show that users continue to see value in TikTok and its wide range of content. This year, the top hashtags saw a median engagement rate of 12%¹, illustrating that through sound-on, full-screen experiences, audiences enjoy immersing themselves in a different world. As we continue to revolutionize the power of entertainment and community, and grow as a platform, we are fully committed to placing the utmost importance on your safety, and the safety of our users.

While it's impossible to predict what 2022 will bring, especially in today's uncertain climate, we hope to give you a glimpse through this report. The purpose of this report is to provide an overview of performance by category throughout the year, to equip you with the insights to better plan for an amazing 2022. We aim to help you better understand which topics are performing well on the platform, and get a full grasp on the current state of affairs on TikTok. We hope this inspires you to continue to play a meaningful role in your consumers' lives next year and beyond.

1. TikTok Internal Data, Global, January 2021 – October 2021
1. Engagement rate: the sum of likes, comment and shares as a ratio of total video views

Methodology

For this year's report, TikTok For Business has compiled comprehensive insights based on platform performance on TikTok over the past year, from October 2020 to October 2021. To uncover these insights and come to key conclusions, we analyzed quantitative first-party data. Our analysis revealed the categories that saw significant growth, the ones that remained amongst the most popular, and the ones which we felt deserved a special spotlight.

What process did we follow? We looked into hashtags as a reliable indicator of performance. We assigned hashtags that had a strong correlation with each category accordingly and we ranked them by volume.

From this data, we took our analysis a step further by diving deeper into hashtag activity based on volume and growth. The results were insightful findings that took over each category in the past year. Through the various categories, we'll provide you with a retrospective on what happened on TikTok this year, and a sneak peek into the growth opportunities for 2022.

2021/2022

01
02

03

A Look Back

Categories

Apparel & Accessories
Beauty & Personal Care
Tech & Electronics
Food & Beverage

A Deep Dive

Community Commerce
Evolution of Sound
Creator Community
Brand Safety



01



A LOOK BACK



2021

We would like to take this opportunity to thank YOU for helping us build a community like no other, by sharing some of our key moments this year. We're excited for what 2022 has in store for us and we hope you'll continue to join us on this journey of inspiring creativity and bringing joy to all.

The Power of Creators and Community

#TikTokMadeMeBuyIt

As of December 2021, #TikTokMadeMeBuyIt amassed over **7.4 Billion** views.

You helped us hit a milestone

Together we built a community of **1 Billion** MAU

Communities supported each other



In 2021, our global community supported causes they cared most about, including advocacy for protected groups, mental health and racial equality. They rallied around small businesses helping them to bounce back and grow during a challenging period.

You kept creating

Our top 100 hashtags saw an average of **25 Million** videos published.²

Sound became more relevant than ever

Sounds saw **47%** higher video view rates from the For You Page when compared to hashtags.²

Music transcended the platform

88% of people on TikTok report that the sound on the platform is central to the overall app experience¹. Leading to music discovery while browsing on TikTok creates a new paradigm for sharing, creating and finding music.

Our community kept discovering

96.96% of video views came from the For You Page.²

Categories saw exponential growth

As communities grew, so did categories. Hashtag categorization saw an average of **151%** growth in video views.³

Joyful Discovery

We helped strengthen the creator-brand relationship

Brands can now connect with over 100K creators across 24 markets

We kept our community and brands safe

We furthered our commitment to brand safety by making significant strides in our policies, practices and products, including introducing new solutions for brands.

TikTok Shopping was launched

TikTok Shopping is a suite of sales-driven eCommerce solutions which empowers brands and merchants to engage meaningfully with their customers. By leaning into TikTok's participatory nature, we will further strengthen the ability for brands to connect with their communities. And we'll make product discovery and shopping a native, engaging and entertaining experience for users.

TikTok World

Our first-ever virtual product event took place, where we announced 28 products and 40K people attended.



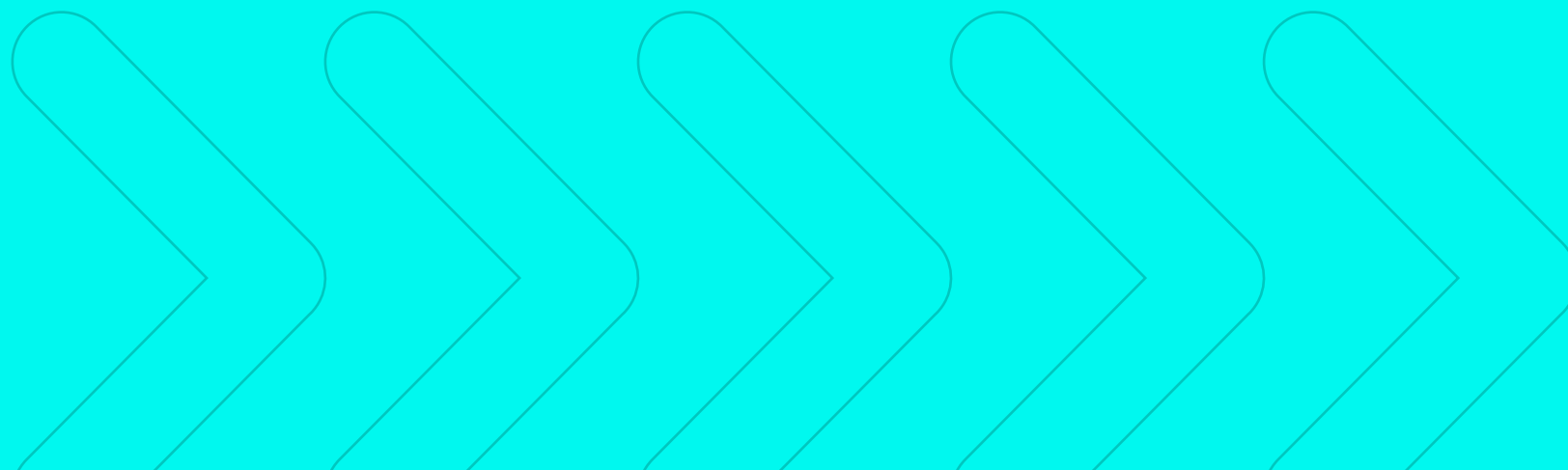
2021 → 2022

1. TikTok Marketing Science US Cross-Platform Sound Research 2021, conducted by Kantar
2. TikTok Internal Data, Global, January 2021 - October 2021
3. TikTok Internal Data, Global, October 2020 - October 2021

02



CATEGORIES





Authenticity... But make it Fashion

Apparel & Accessories

Here, trends are dictated and democratized by fashion tribes who are strutting down the #ForYou catwalk wearing their true selves, via their true styles.

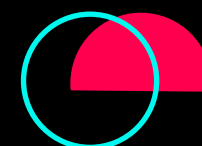
Upon making its fashion debut, TikTok turned conventional style beliefs and trend cycles upside down, moving the power of trend-setting from the world of high fashion into the hands of our creative community. And now, after a year of #loveitcouldntwearit moments, a new passion for fashion has picked up momentum in the region—and it's more authentic than ever. Here, trends are dictated and democratized by fashion tribes who are strutting down the #ForYou catwalk wearing their true selves, via their true styles. Whether it's showing off a 90s-meets-streetwear OOTD or finding new hacks to style a hijab, the cycle of useful recommendations is endless, and so are the opportunities for brand discovery.

But it doesn't stop here. With a passionate audience constantly "TikTok-browsing" through this digitally immersive "look book," the platform has become the place for unplanned and impulse e-commerce purchases—where products go viral, and brands take off on the app and beyond. That's because the authentic community brings fashion to life, allowing audiences to picture themselves adopting and adapting new looks to suit their personal style—and becoming a key driver for conversion. This is the power of Community Commerce, which is what we're calling the Creator-driven word-of-mouth-marketing that's taken over the platform and the retail universe at large.



Overall Growth*

*based on the identified high volume hashtags correlated to each category.



Let's look at the numbers behind the endless TikTok runway. In 2021, consumption of fashion content on TikTok grew by 287% in GCC, with next-gen tastemakers continuing to virtually raid the TikTok closets of others. On top of this, both casual and formalwear made a come back—on TikTok this time (occasion dresses and jewelry trending in AR as **#فساتين_مناسبات** and **#ذهب_مجوهرات**). Rather than just source fashion inspiration, TikTok's buzzing community of trend-setters and fashion designers (trending in AR as **مصممة_ازياء**) are **#unboxing** their passion for fashion on the **#foryoupage**, encouraging users to authentically **#hack** and style (and re-style) their wardrobes.

Thanks to TikTok's immersive experience, audiences are not going **#shopping**—they're always shopping. Whether browsing through every day **#tutorials** or scrolling through style inspiration for life(style) milestones (**#bride**, pregnant women trending in AR as **#حوامل**), TikTok has established itself as the trending destination for diverse fashion content—but also for diverse fashion communities. For instance, modest fashion is making a statement on TikTok, as evidenced by the community's interest in fashion-forward **#hijab** and **#abaya** styles. Meanwhile, pop culture fans are taking to TikTok to source and showcase uniquely cool outfits inspired by their favorite **#cartoon** characters.

Top Trends



Popular¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
From High Fashion to Hack Fashion	#hack Video Views: 234M+	#tips #tutorials #trick #hacks #fashiontips #styling #fashiontiktok مفيدة نصائح #fashionhacks تنسيقات
Life(style) Milestones	#bride Video Views: 204M+	#lifestyle #eidpreps #backtoschool #عروسة #custom #prom #weddingdress #خطوبة #ramadanstyle #bridal #newborn #زفاف #eid2021 #graduation
TikTokMadeMeBuyIt	#shopping Video Views: 122M+	#amazonfinds #unboxing #ootd هدايا #onlineshopping توصيل #sheinhaul #dress #shoes #tiktokfashion #style #clothes #summerlooks ملابس #haul #outfitideas #amazonmusthaves #tiktokoutfits
FashionTok's Modest Moment	#hijab Video Views: 249M+	#hijabi #hijabigirl #حجاب #modestfashion #abaya #hijabtutorial #hijabstyle
Fashionista Micro-Tribes	#cartoon Video Views: 246M+	#workoutoutfit #outdoors #mensfashion #sneakers



Rising¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
Stitch'ed & Sewn	#مصممة_ازياء Video Views: 17M+	#خياطة_نسائية #خياطة #اقمشة #تطريز
Formal Wear's #ForYou Comeback	#فساتين_مناسبات Video Views: 58M+	#عباءة_فخمة #فساتين_العيد #قمصان #عباءة_مناسبات #عبايات_ملونة #عبايات_فخمة #بدل #فساتين_فخمة
Bussin' Baby Bumps	#حوامل Video Views: 163M+	#أمومة #حوامل_كيوت #ولادة
Y2K Check	#1990s Video Views: 3M+	
When Jewels Spark(le) Joy	#ذهب_مجوهرات Video Views: 69M+	#فضة9٢0 #ذهب #مجوهرات_فيروزه #سوق_الذهب



1. TikTok Internal Data, the United Arab Emirates, Saudi Arabia, October 2020 - October 2021.

Case Study

TikTok is the ultimate democratizer of all things creative, with the power to captivate and entertain viewers from all walks of life. It's a full-screen, sound-on experience that truly immerses the audience into the world of the creator.

When brands adopt a creative and entertainment-first mindset, the result is seamless product alignment – which is how magic is made. Entertained and engaged viewers come from creating a space for authentic relationships to form naturally, through relevant content that resonates with the audience.

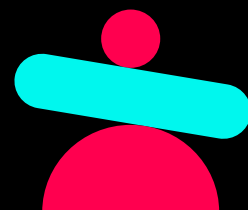


What can a brand learn from this?



Scan With Camera

OUNASS drove ROAS by 6X and maximized the reach of their target audience segments in UAE and KSA through TikTok's Dynamic Showcase Ads. They were able to showcase the right products to the right users at the right time by combining a Prospecting as well as Retargeting approach.



Tips for Brands

Let's be honest, brands no longer dictate what's in style. The power dynamics have flipped in favor of consumers and Creators—who are boldly and confidently commanding the TikTok runway and setting spotlight-worthy trends. The fashion industry must anticipate, adapt, and keep up. These days, fashion revolves around people, particularly those who are bold and experimental enough to strut their stuff and unveil their true selves.

It's vital that brands stay on top of the lightning-speed, diverse microtrends that come and go on TikTok and collaborate with Creators who are spearheading these trends. Empower Creators to shine via duets, stitches, and challenges, and tap into their unique and devoted communities who are always on the lookout for new styles. Showcasing pieces in-use is also a great way to inspire viewers who may make impulse purchases from the TikTok lookbook.

Ensuring that content is always native to TikTok's immersive experience contributes to an "always shopping" mindset that is likely to lead to higher conversion. By showcasing the right products to the right users at the right time, OUNASS drove ROAS by 6X and maximized the reach of their target audience segments in UAE and KSA through TikTok's Dynamic Showcase Ads. Go big or go home with the styles, designs, and the ad formats. Unique and bold "showstopper" content that offer new and different ways to style or wear something are ideal "scrollstoppers" that captivate the audience, while sparking joy and inspiration.





The Real, Real

Beauty & Personal Care

While TikTok carries "traditional" beauty content, we've also opened up a space for "real, real" content

Throughout the past decade or so, the "fight against fake" has taken over the beauty landscape, with marketing that endorses diverse body types, skin imperfections, and "no makeup" makeup looks. Yet, despite efforts to curb unrealistic representations of beauty "ideals," polished and stereotypical imagery still dominate the social sphere—albeit in a disguised fashion. The pandemic, however, put things in perspective, shifting the attention from aesthetics to wellbeing in a region that has always been big on the aspirational dimension of the category.

Leading this shift are next-gen beauty enthusiasts, who are increasingly convinced

that looking your best comes from feeling your best, embracing all the imperfections and flaws that make you YOU. Driven by the belief that beauty is more than skin-deep, they want to keep it real, and realness is far more than what's on the outside. As they redefine beauty culture through honest self-expression, they're gravitating towards platforms like TikTok where beauty is diverse, fun, and for everyone. And while TikTok carries "traditional" beauty content, we've also opened up a space for "real, real" content—the type that breaks down categorical stereotypes, adds a fun twist to ordinary routines, and even celebrates the not-so-beautiful side of beauty—like acne.



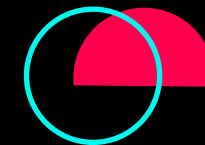
SAUDI ARABIA & UAE



2022 »

Overall Growth*

*based on the identified high volume hashtags correlated to each category.



Beauty content is booming on TikTok. In 2021, consumption of beauty content grew by 169% in GCC, with beauty aficionados sourcing inspiration from the full-screen bathrooms of others to replicate makeup #tutorials, experiment with DIY regimens (natural recipes trending in AR as *#وصفات طبيعية*) and continuously—yet authentically—reinvent themselves (*#hairtransformation* and hair coloring trending in AR as *#صبغات_للشعر*). TikTok users are not just passive consumers of BPC content. Using their vanity tables as a stage to vocalize their experiences, they're feeling empowered to share *#skincare* turned fun-care routines and hair secrets turned tried and TikTok'ed treatments (protein for hair trending in AR as *#بروتين_الشعر*).

What's more, they're feeling more confident than ever to flaunt their textured locks and expose skin imperfections (curly trending in AR as *#كبرلي* and acne trending in AR as *#حبوب_الوجه*). And while every beauty enthusiast is a beauty-focused Creator in their own right on TikTok, professionals like *#makeupartists*, *#hairstylists* and *#barbers* are easily finding love on the platform through the community's draw to edutainment content. Thanks to their expertise, they are viewed as experts that accelerate trends, bust myths, and offer trusted product recommendations.

Top Trends

Popular¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
Tutorials Glow Up	#tutorial Video Views: 963M+	#tipsandtricks #tips #trick #hacks #nailtutorial #beautyhacks #makeuptutorial #tiktoksalon #educationtiktok #beautytips #makeuptransformation #sfxmakeup #مكياج_مفيدة #sfx #makeup
Creator Glam Squads	#makeupartist Video Views: 470M+	#Barber #ميكب_ارتست #حلق
Bathroom Spas	#وصفات_طبيعية Video Views: 172M+	#ماسكات_طبيعية #وصفاتي #وصفات_طبيعية_للبشرة #unboxing #review #خلطات #وصفات
When Skincare Sparks Joy	#skincareroutine Video Views: 125M+	#skincare #routine #mask #skincaretips #slime #asmrsounds #ماسكات #عناية_بالبشرة #روتيني #عنايه #روتيني_اليومي
TikTok's Mane Attraction	#hairtransformation Video Views: 63M+	#hair #hairstyles #hairtutorial #haircolor #hairchallenge #شعر #haircut #beforeandafter #تفتيح



Rising¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
Skin Positivity	#حبوب_الوجه Video Views: 15M+	#pigmentation #مسامات_واسعة #تقشير #العناية_بالبشرة #dryskin #بشرة_صحية #الهالات_السوداء
Curly Hair's Creative Haven	#كيرلي Video Views: 105M+	#longhairdontcare #dysonairwrap #كيرلي #curlyhairroutine #كيرلي_هير #naturalhairstyles
A Beautiful Re-(al)invention	#اهتمام_وعنايه Video Views: 81M+	#اشقر_رمادي #رفع_حواجب #lashlift #smilemakeover #مايكرو #ريتنرو #سموكي #رموش #حواجب_شعرة_شعرة #صبغات_للشعر #رנסاج #اظافر_تركيب #صبغات_شعر #تقويم_اسنان #تفتيح #صبغات_رمادي
Beauty Treatements Get The TikTok Treatment	#بروتين_الشعر Video Views: 14M+	#تكتيف_الشعر #تطويل #معالجات_الشعر #collagen #مكملات_غذائية #faceyoga #herbal #greentea #أعشاب_طبيعية #doctorsoftiktok #خلطات_طبيعية
BeautyTok Masterclass	#دورات_مكياج Video Views: 4M+	#تعلم_علي_تيك_توك #hairhacks #ميكاب_تتوريال #معلومات_مفيدة #نصائح_مفيدة #ايلانتر_الهبه



1. TikTok Internal Data, the United Arab Emirates, Saudi Arabia, October 2020 - October 2021.

Case Study

Creators are the lifeline of TikTok, and have collectively shaped TikTok to become the successful platform it is today. The TikTok community landscape is truly unique in its diversity, creativity, and joyful nature. On TikTok, everyone is given a chance, and anyone has the opportunity to tap into any community that inspires them. Communities are open, accessible, and welcoming – and if you go with the flow, you'll see impact and results.

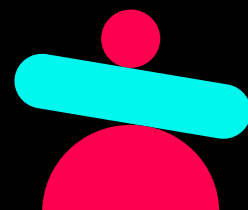
Remember that we're all about embracing the community, not commanding it. By learning from the community and fully embracing it in its natural form, brands on TikTok can access a world of brand ambassadors who are eager to vouch for the brands they believe in. True testimonials from people you trust is the most powerful way to influence and drive demand.

What can a brand learn from this?



Scan With Camera

With the aim of building awareness and purchase intent within high-value audiences, Neutrogena leveraged creators to natively integrate the HydroBoost into their morning routine content and subtly endorse the product as an essential part of it. The campaign drove impactful and efficient reach of the content through the use of Spark Ads.



Tips for Brands

BPC consumers and Creators are keeping it more real than ever. The category is evolving to favor realness, while promoting the idea that to look your best, you have to feel your best. Beauty has broadened and diversified to include real-life storytelling and traditionally taboo topics—there's finally room for conversation around the good, the bad, and the “ugly.” While people still occasionally want to be inspired by flawless looks, they also want to relate to and to be educated by Creators and their content.

Establishing trust with viewers comes from realness and educating based on real experiences. Brands that “edutain” with tutorials, myth-busting, bold self re-inventions, and DIY natural recipes will intrigue users who might try it out themselves. Collaborating with make-up artists at their own vanity tables is a great way to “edutain” while keeping it real. Content that’s produced natively for TikTok is also vital to blending in with the platform's culture—Neutrogena playfully showed a glimpse into a relatable morning routine that included their product, while doing more than just promoting the brand and its products.

Lastly, brands should be sure to showcase the right products to the right users at the right time. Doing it right on TikTok is always about being native and keeping it real. Give users something to replicate—that's relatable to their own lives and looks—and they'll keep flocking to the virtual TikTok salon.





Tik.Tok.Tech. When Community Connects

Tech & Electronics

Communities of consumers have become the most trusted authority in tech, and TikTok is at the forefront of this shift.

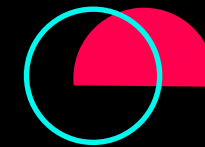
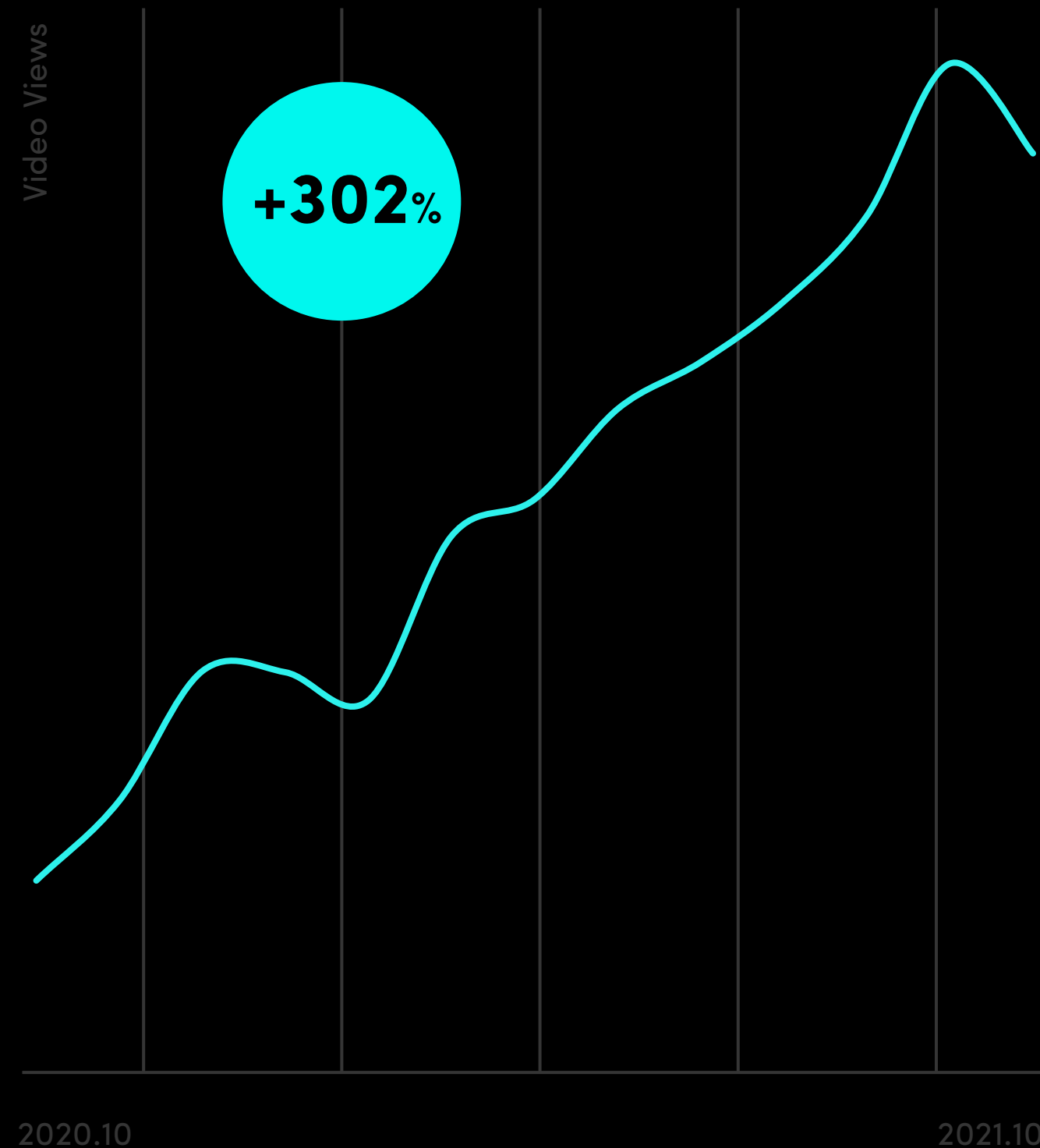
Throughout the pandemic, tech emerged as a lifeline for staying productive, entertained, and connected when we were "bored in the house and in the house bored." This year, as we cautiously tip toed back into the real world, it's clear that owning the best in tech is a matter of basic need—rather than just a guru's desire—and that making the right tech-related choices has never been more crucial (read: critical). With trust in tech brands declining, people are turning to the most authentic sources to provide recommendations: Creators and everyday people. Simply put, communities of consumers have become the most trusted authority in tech, and TikTok is at the forefront of this shift.

On TikTok, a thriving community of tech enthusiasts and real-life tech experts come together to engage, create, and share tech experiences (which often spotlight the products and brands they love). In 2021, our audiences took to the platform to browse through Creators' unfiltered reviews of the latest devices, watch relatable tech struggles in a brilliant VFX fashion, and learn genius tricks shared by the techiest techies in the field. Here, consumers are discovering, considering and purchasing gadgets and appliances in a TikTok minute—making TikTok the tech destination for brands to connect with and through the community.



Overall Growth*

*based on the identified high volume hashtags correlated to each category.



From candid reviews, to tech #tricks, to #unboxing videos, and every format in between, our community of tech gurus is capitalizing on TikTok's full-screen, sound-on experience to bring tech to life—beyond traditional tech content. In fact, and thanks to the platform's creative potential, unusual entertainment formats like tech repair videos are flourishing (trending in AR as [#صيانة_جوالات](#)), ordinary appliances like [#dishwashers](#) are getting their spotlight moment (trending in AR as [#غسالة_المحون](#)), and [#PCgaming](#) is enjoying a modern-day TikTok reboot. With users resorting to the platform to explore the latest gadgets on the market or get their fix of phone-fixing content, the consumption of Tech content grew by 302% in the GCC.

In parallel, the number of published videos in the Tech space are increasing, particularly in the GCC, with [#techexperts](#) leveraging the platform to share insider tips, [#smart](#) predictions and product/platform recommendations. And when Creators recommend, communities trust—and buy. With more consumers taking to TikTok to "community-proof" their tech purchases, the [#TikTokMadeMeBuyIt](#) phenomenon is picking up speed, helping tech brands make it to users' shopping cart faster and with more trust.

Top Trends

Popular¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
C2C - Community2 Community-Reviews	#unboxing Video Views: 223M+	#iphone #apple #pc #يفون #samsung #android #gadgets #oppo #unboxingtoys #keyboard #unbox #ابل #laptop #huawei #جديد_٢٠٢١ #تطبيقات_مفيدة #تطبيقات_أندرويد #amazonmusthaves #onlineshopping
Creators Un-plugged	#techexpert Video Views: 101M+	#اتعلم_مع_المستشار #techtalk #طبيب_المحمول #techtok #مستشفى_المحمول
Trick or Tok	#iphonetricks Video Views: 85M+	#youshouldknow #نصائح_تيك_توك #techtoktips #iphonetips #تعليم_على_التيك_توك #iphonehack #pcsetup #تقنية_تقنيه #setup
TikTok - or PC Gaming's New Playground	#pcgaming Video Views: 47M+	#gamingpc #مسكات #pcgamer #gamingcave #pcsetup
Tok me to The Future	#smart Video Views: 52M+	#مشاريع_صغيرة #drone #روبوت #اختراعات #اختراقات



Rising¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
Repair Flex	#صيانة_جواللات Video Views: 21M+	-
TikTok Famous: Appliances	#غسالة_الصحون Video Views: 26M+	#هوميكس_الجديدة #بريفل_برو
Gadgets' New (TikTok) Life	#usedlaptop Video Views: 4M+	#usedmobilesdubai
Community-Proofed Tech Buys	#tiktokmademebuyit Video Views: 68.5M+	#ايربودز #ايباد_برو #ريزر



1. TikTok Internal Data, the United Arab Emirates, Saudi Arabia, October 2020 - October 2021.

Case Study

TikTok is the ultimate democratizer of all things creative, with the power to captivate and entertain viewers from all walks of life. It's a full-screen, sound-on experience that truly immerses the audience into the world of the creator.

When brands adopt a creative and entertainment-first mindset, the result is seamless product alignment – which is how magic is made. Entertained and engaged viewers come from creating a space for authentic relationships to form naturally, through relevant content that resonates with the audience.

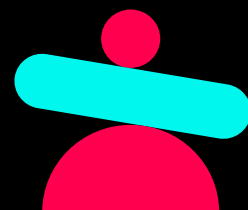


What can a brand learn from this?



Scan With Camera

For the launch of the Samsung Galaxy S21, and as part of their lower funnel effort to drive sales and conversions, Samsung leveraged TikTok collection ads format and its instant experience to drive people to their website. The solution adopted for the launch of the product drove efficient performance, offering a native and seamless gateway to purchase for TikTok users.



Tips for Brands

With no room for error or buyer's regret when it comes to all-things tech, consumers rely on communities to provide them with authentic recommendations they can trust. Brands that recognize the value of joining in on the collective fun are showing up on TikTok and seeing the impact on results—Samsung leveraged TikTok collections ads format and its instant experience to drive people to their website, offering a native and seamless gateway to purchase for TikTok users.

Many of the platform's offerings bank on the power of Creators to enable discovery and influence conversions, starting with the TikTok Creator Marketplace; a one-stop-shop for finding the right voices to re-interpret your brand, product, or campaign in their own creative style. Spark Ads, too, capitalize on the spontaneity of Creators, offering brands an authentic way for brands to elevate native and popular content.

Rather than speak at consumers, brands can speak with and for communities. By launching a Branded Hashtag Challenge and a gamified Branded Effect (it doesn't get more "tech-y" than this), tech players can put the community in the driver's seat of their campaigns. Not only does this approach help drive affinity and advocacy, but also puts brands at the forefront of a trend or a conversation that starts in the tech space and travels well beyond.





The Latest Flavor on the Menu? Fun.

Food & Beverage

If there's one place where food, learning, and entertainment collide, it's on TikTok.

In 2020, the onset of the pandemic launched a cooking renaissance across the region's Food and Beverage landscape. With time on their hands, a class of "almost-chefs" took to the kitchen to experiment with culinary techniques once reserved for experts—like bread baking. In the past year, however, as consumers cautiously returned to their "normal" routines, cooking has become more democratized, and homechefs have become savvier. Not wanting to put down their chef hats just yet, they've set out to learn kitchen hacks that are smarter, more efficient, and entertaining.

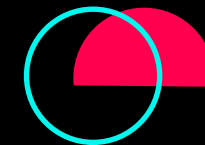
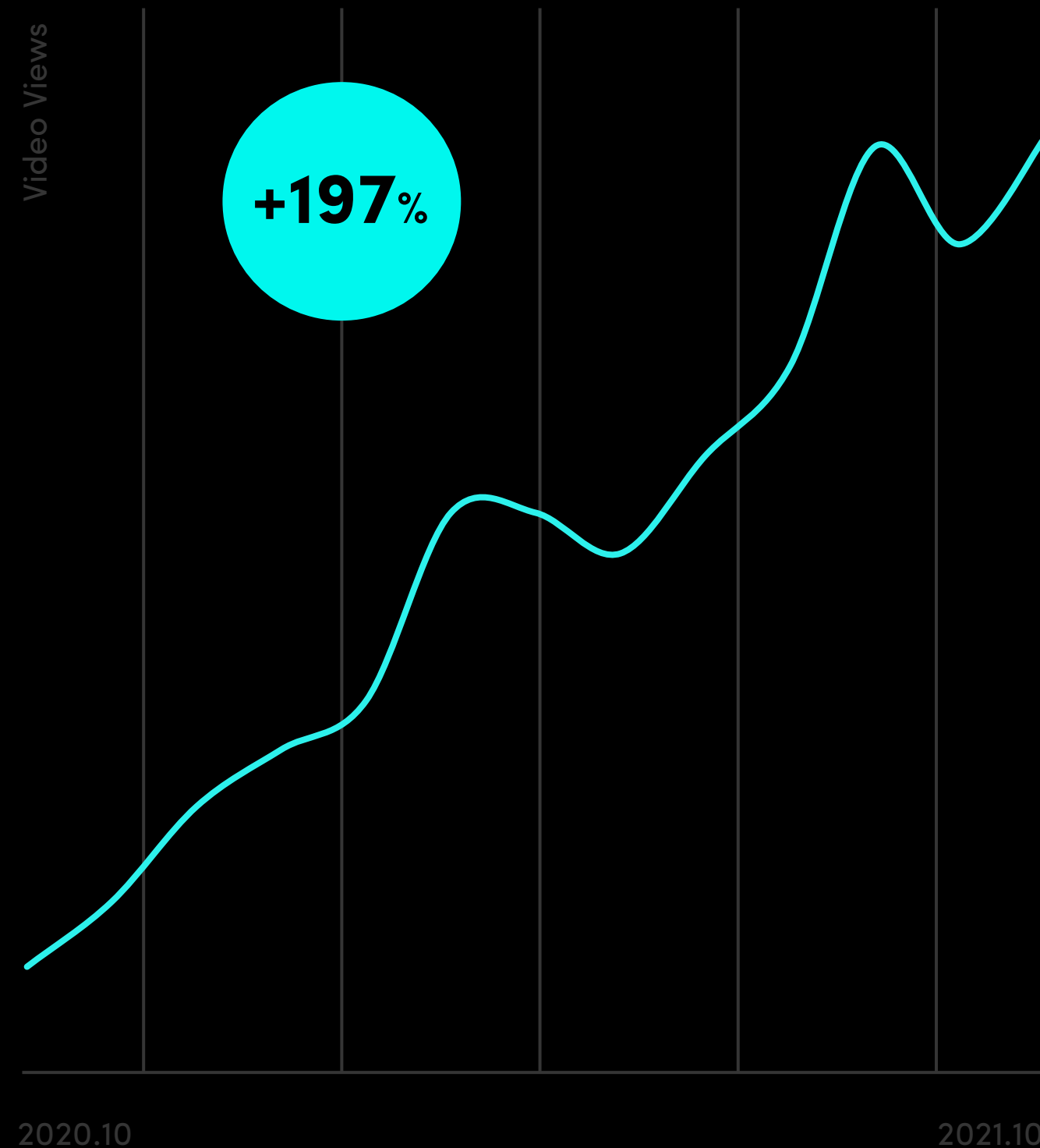
If there's one place where food, learning, and entertainment collide, it's on TikTok. Thanks to the platform's creative canvas and the

ingenuity of its community, "shortcut" recipes (i.e. 3-ingredient cakes, #tortillafold, #fetapasta bakes) have become an essential part of the platform's modern-day cookbook. However, while simplicity is key, FoodTokers are not willing to compromise on keeping the kitchen exciting, inclusive, and creative. They experiment with off-the-wall flavors and globally-inspired formats, they tap into guilty pleasure dishes and work with dietary restrictions, and they build content around oddly-satisfying interests like kitchen organization, "mukbang" videos, and ASMR. In short, #FoodTok takes on different flavors on the platform, but fun is always a star item on the menu.



Overall Growth*

*based on the identified high volume hashtags correlated to each category.



In 2021, the consumption of Food and Beverage content on TikTok grew by 197% in GCC, with users continuing to source inspiration from the kitchens of Creators and every day users. Browsing through a mouth-watering feed of #LearnOnTikTok videos, they're discovering easy and tasty recipes to replicate for themselves. They're also inspiring others in return, putting a twist on classic dishes and beverages and sharing their authentic gastronomic experiments with the community.

Another factor driving Food and Beverage content on TikTok is the community's appreciation for #ASMR content. TikTok's immersive experience transforms users' kitchens into gastronomical theatres, where visually-satisfying dishes meet the the acoustics of cooking. Meanwhile, users' curiosity is being sparked by trends coming from all parts of the globe, expanding their cultural horizons and appetites. The Asia-born #Mukbang phenomenon is finding an audience in the region, and Korean-inspired lunchbox cakes are charming baking experts and amateur homebakers alike. Finally, a brewing interest for all-things 'healthy' is coming to a boil, as wellness tribes—from functional foodies to balanced-diet advocates—carve out safe spaces for users to interact with communities who share similar dietary practices.

Top Trends

Popular¹

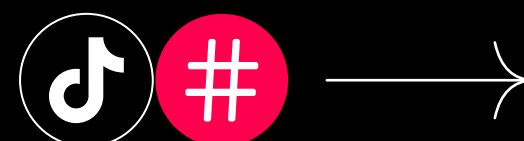
Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
Edible Edutainment	#cooking Video Views: 665M+	#learnontiktok #foodontiktok #tiktokcookbook #foodie وصفات #recipe #طبخ #tips #trick
A Feast for the Eyes - and Ears	#asmr Video Views: 2.7B+	#asmrsounds #satisfyingvideo #mukbang
A Cup of Creativity	#coffee Video Views: 379M+	#coffeeaddict #coffeetime #قهوتي #قهوة #كوفي
Healthy Feed, Healthy Feel	#healthy Video Views: 188M+	#whatieatinaday #weightloss تغذية صحية #ديتو داييت #دايت صحي #وصفات طبيعية #diet #دايت #صحة
IndulgeTok	#cake Video Views: 305M+	#burger #pizza #dessert #pasta #icecream #chocolate حلويات

Rising¹

Determined by volume of posts, popular hashtags indicate how well a category is performing at any given time. It is a measure of how much the topic is being expressed and talked about.

Trend	Example Hashtag	Other Expressions
The Travelling Tastes of TikTok	#لنش بوكس كيك Video Views: 65M+	#سوشي #كيك كوري #طبخات تيك توك #minicake #lunchboxcake #بوفيهات #indianfood
Culinary Hacks	#حلى قهوة سهل ولذيذ Video Views: 27M+	#معجنات سهلة #وجبة سريعة #طبخاتي سهلة #تورتيللا #حلا سهل سريع لذيق #سهله #باستا سريعة
Wellness Subcultures	A. FUNCTIONAL FOODIES #فوائد Video Views: 83M+	#ادوية #اعشاب طبيعيه فوائد #اعشاب #greentea #ماتشا
	B. ARAB VEGANS #نباتيين عرب Video Views: 1.3M+	-
	C. THE BALANCED BUNCH #دايت بدون حرمان Video Views: 50M+	#سلطة لذيذة #سلطة صحية #وجبات صحيه
#ForYouFlavors	#بهارات Video Views: 18M+	#تاكيس #حامض #جوع اخر الليل #صوصات لذيقه
CEOs of Kitchen Organizing	#ترتيب مطبخ Video Views: 8M+	#تحضيرات #ستوك #ضيافه #cleaningtiktok



1. TikTok Internal Data, the United Arab Emirates, Saudi Arabia, October 2020 - October 2021.

Case Study

Brands rely on compelling stories to express themselves to the world and drive demand. Thankfully, telling a memorable story has never been so easy. With TikTok's advanced, yet easy-to-use tools, everyone is equipped to easily create high production value videos. This newfound accessibility to simple and effective video production has brought about an era where short, digestible content wins, and where content is consumed increasingly faster and with more variety.

With variety comes versatility, and a constant craving for creative and unique content. Content creation is no longer limited to traditional storytelling formats or straightforward messaging. A 30 second video shot in someone's basement can be more effective than a high budget production that lacks an interesting story. At the end of the day, remember that there's nothing more powerful than a captivating story that gets people engaged and excited.

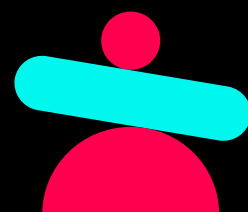


What can a brand learn from this?



Scan With Camera

Kraft-Heinz wanted to showcase the versatility of its products, and extend its relevance on the dining table, from being used on mostly-Western dishes, to anything at all, including traditional Middle Eastern meals. The brand called on TikTok's creators and its community to participate in a Branded Hashtag Challenge, encouraging them to share their unconventionally tasty #HeinzIt combos. Heinz succeeded in sparking a campaign that was echoed by the community, building a wave of advocacy that surpassed the brand's expectations.



Tips for Brands

TikTok is the ultimate foodie hangout spot—and not just for Creators and everyday users. Brands are also cooking up a storm, tapping into TikTok's mission to inspire creativity and bring joy (and cravings!). The platform's integrated solutions offer food and beverage brands the chance to show up by creating something new and original; tell an inspiring brand story through Creators, uncover novel ways to cook up a feast, eat, play with the product in the kitchen, and start a viral TikTok trend. Who knows, maybe you'll launch the next #fetapasta craze.

To stay in tune with the community and culture, brands can also natively jump on an existing trend by imitating or putting a spin on it with their own products and original sounds. Agility and relevance is the name of the game; leverage the right trends at the right time, and recontextualize them to fit your brand. Why not put a twist on the #tortillafold to launch a #pitafold with local flavors?

Lastly, brands can come onto the platform to encourage interaction and participation from users. Heinz called on the community to participate in a Branded Hashtag Challenge, inviting them to share their unconventionally-tasty #HeinzIt combos, with a focus on meals that were more traditional to the region. By tapping into TikTok's engaged and immersed audiences, food and beverage brands can capitalize on their passion for their peculiar food opinions and spark a playful debate to get the community buzzing. Ketchup or garlic with shawarma? Launch a hashtag challenge, and let the people decide!



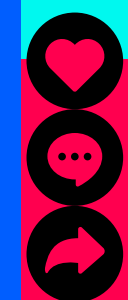
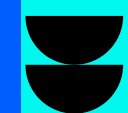
03



A Deep Dive



SAUDI ARABIA & UAE



2022



The unstoppable power of **#TikTokMadeMeBuyIt**

ICYMI:

Community Commerce is TikTok's entertaining, creator-driven word-of-mouth marketing, and it blew up in 2021.

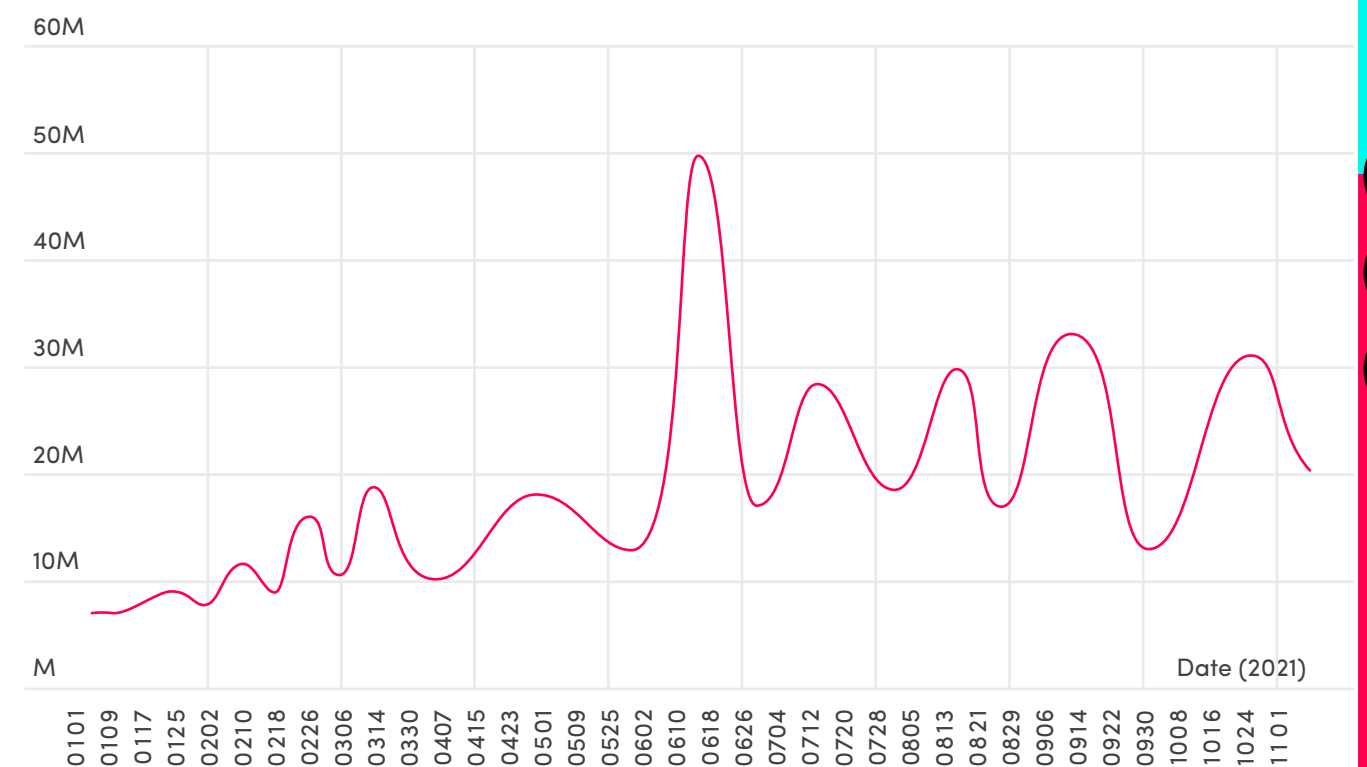
People love it because it produces genuine product reviews—and honesty is a big differentiator for us; the majority of users say they trust others to be their real selves on TikTok¹. Product videos tend to be entertaining, too, which is a huge draw, given that entertainment is the number-one thing that users seek out when they come to the platform². And thanks to our recommendation system, users may enjoy a unique,

personalized For You feed and discover products that is likely to be of their interest.

The phenomenon has driven major success for brands. Items of all kinds have sold out—from milk frothers to feta cheese, leggings, cleaning products, mascara, and everything in between. And that's only the beginning.

#TikTokMadeMeBuyIt³

Video Views (Millions)



1. Nielsen Custom Authenticity Study commissioned by TikTok, Persons 18+, International: 2/23/21 - 3/2/21, Russia, Brazil, Mexico, Australia, Canada, Indonesia, South Korea, n=1000/each region; US: 5/1/2020 - 6/19/2020, United States, n=1034; Global combines US and International markets
2. Marketing Science Global Time Well Spent conducted by Kantar, March 2021
3. TikTok Internal Data, Global, January 1, 2021 - November 8, 2021

The Anatomy of a Community Commerce Moment

To understand how trends can drive success, we broke down the buzz behind a product that sold out big time this year thanks to TikTok—and how each stage in its life cycle is an example of the four phases of Community Commerce.

01

User Trinidad Sandoval posted a simple, honest, direct-to-camera review of the Peter Thomas Roth Instant FIRMx Eye Temporary Eye Tightener.

Spark phase:

Creator or brand posts an entertaining video featuring a product

02

Users loved the video. In one week, it got 23 million likes, thousands of comments, and a swirl of reactions and buzz.

Share phase:

Communities contribute to a product conversation and help it pick up steam

03

The item sold out repeatedly on the brand's site as well as third-party sites for weeks. The brand's founder and CEO said they sold about six months' worth of product in six weeks because of TikTok.

Spike phase:

Creator or brand posts an entertaining video featuring a product

04

The brand rolled out a jumbo size of the product and is planning to boost Trinidad's video once organic traffic wanes

Sustain phase:

Brands take action both on- and off-platform to keep consumers interested



Scan With Camera
to watch cases

1. Forbes, "Welcome to the TikTok Economy," October 7, 2021
2. TikTok Marketing Science Global Community and Self-Expression Study 2021, conducted by Flamingo.
3. Marketing Science US Holiday Shopping Research, conducted by Walnut Unlimited, Feb 2021

01 COMMUNITY COMMERCE 0



Audience Insights for 2022

We're learning more every day about what users want from brands on TikTok, how communities influence their behavior, and how willing they are to buy from TikTok. Here are some TikTok user insights to keep in mind for 2022 planning:

73% feel a deeper connection to brands they interact with on TikTok, compared to other platforms²

78% agree that the best brands on TikTok are ones that work together with users²

70% feel like they're a part of a community on TikTok²

67% say TikTok inspired them to shop even when they weren't looking to do so³

If you have someone who's doing something on their own, being who they are, and genuinely showing the way it is, the breakout successes can be huge.

- Peter Thomas Roth, founder and CEO¹

Evolution of Sound



TURNING IT UP ON TIKTOK

It's no secret that sound is a differentiator for TikTok—and 2021 was our loudest year yet. We uncovered research that showed how sound influences ad effectiveness, how TikTok influences the music industry, and how specific audio types make people feel. We saw brands launch campaigns where sound was a focal point and marveled as TikTok became the space for promising new musicians to thrive.

The craziest part? That was just the beginning. In 2022, we'll roll out new products and insights designed to help our partners to get in on the joy and potential of sound and use it to drive their bottom lines. So stay tuned on TikTok—because, when it comes to sound, this may be our biggest year yet.





Winning Audio in 2022

If you want to get started on your 2022 TikTok strategy, but aren't yet sure how to use sound in your plans, have no fear. We tapped three experts to give guidance on how brands can win their audio strategies this year—from using cutting-edge tools to putting artists at the forefront of content. Here's what they had to say.

Meet your experts:

● Bryan Cosgrove

Director of Commercial Music & Creative Licensing at TikTok

● Cedric Engels

Director of CEO of sound production agency Sonhouse

● William Gruger

Music Editorial & Programming Lead, US at TikTok



01

Craft distinctive sonic branding

Sonic branding is a powerful way to convey a company's identity. Cosgrove notes that TikTok trends are mostly based around songs or audio snippets, rather than broad-scale sound design. But if brands want to explore their sonic identity on the platform, they should make sure it's distinct, according to Engels.

"They have to create something distinctive, something they can own, so they can touch people's hearts, stay in their minds. If your brand's sound is 'average,' then it disappears in the mass," said Engels. "A distinctive sonic identity makes a brand stand out from competitors. And that lets them build long-term relationships with audiences. The sound identity will stick."

02

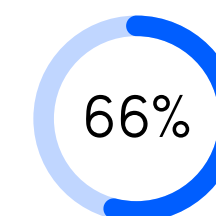
Think (and act) musician-first

TikTok is a launchpad for some of today's biggest artists. They can release songs on the platform, where music is easily shared and built upon, thanks to TikTok's culture of participation and co-creation. That behavior will continue in 2022, according to Gruger.

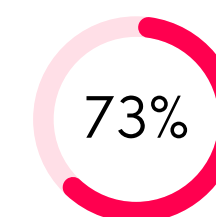
"Artists will tease their music on the platform, leaning into posting and starting their own trends by interacting with users in order to drive streaming," Gruger said. "Some artists have already teased snippets of their songs before releasing a full track, then seen heavy engagement. As a result, those artists experienced massive gains in streaming."

Brands can also galvanize the TikTok community around certain musicians by putting artists at the forefront of what they do on the platform, said Cosgrove.

"[Brands can] can get involved in big moments in an artist's life, like album releases, tours, and award nominations. They can find ways to show what's coming, and what that artist is doing, and say, 'By the way, our brand is a part of it.'" Let the music be front and center," he said.



● of our users feel TikTok has had a big impact on the music industry¹



● of users associate certain songs with TikTok²

1. TikTok Marketing Science US Understanding TikTok's Impact on Culture Custom Research 2021, conducted by Flamingo
2. TikTok Marketing Science US Music Perceptions Research 2020 conducted by MRC Data (formerly Nielsen Music)



Be an early adopter of voice tech

On TikTok, audio is about more than just music—voice is also a huge component. Our text-to-speech feature was popular in 2021. Voice effects are a source of inspiration and creativity for our users. And as this kind of technology continues to grow, voice will become an even bigger part of TikTok.

"The popularity of our voice assistant and the interest of some brands to explore this space are both good indicators" of this potential growth, said Cosgrove.

Amid this evolution, as people hear more automated voices, they'll start to yearn to hear authentic human narration—which may become a key aspect of genuine storytelling on TikTok, said Engel.

"'Real' voices by individuals will gain importance. The original human element can make the difference," said Engels. "Brands should think about their tone of voice within a sonic branding strategy."

Bottom line? Brands should combine fun tools like the text-to-speech reader with honest voiceovers and direct-to-camera dictation. Using both will allow them to get in on the joy of a trend, while still forming close bonds with viewers.

"Sound is the basis of communication. People have always used their voices to share their messages. Voice can add nuance to what you want to say," said Engels.

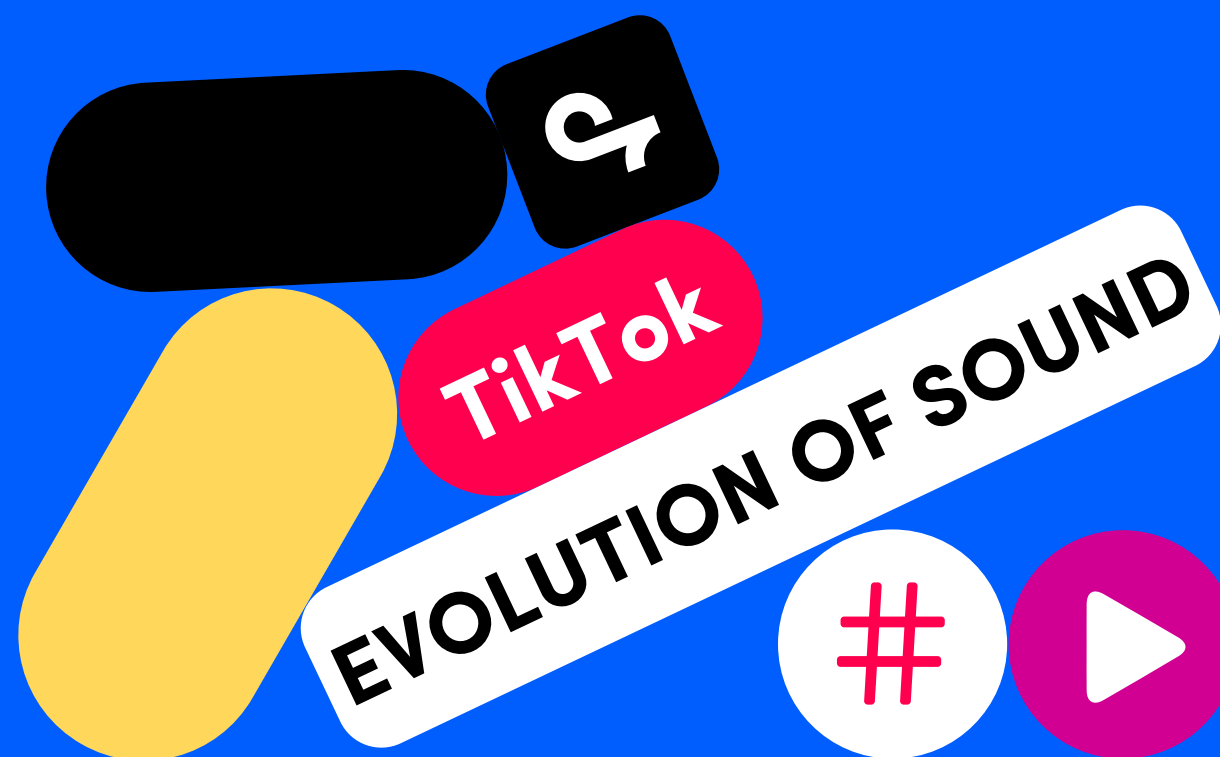
160B+

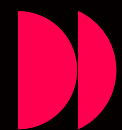
● Videos tagged with #VoiceEffects have 160B+ vvs on TikTok (As of December 2021)

57%

● of users accurately recognized the brand in ads that used direct-to-camera audio³

3. TikTok Marketing Science US Sound On Part 2: Audio Effects Research 2021 conducted by Media Science





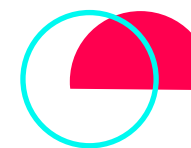
Your new creative dream team, coming in hot



Say hello to your new creative dream team. Far from your typical creative director – meet the TikTok Creators: the bold personalities, cultural experts, trend-setters, and pioneers who will empower you to overdeliver against your campaign goals, and get impactful and tangible results. It's time to trust in Creators to leverage their own flair and influence to give your brand the big boost that it deserves.

The stats speak for themselves. In the EU we've seen that partnering with Creators on TikTok boosts view-through rates for In-Feed Ads by 193%, and branded content coming from Creator collabs shows a 27% higher ad recall. Even TikTok users themselves agree – 65% of TikTok users enjoy when a Creator posts about a product or brand¹.

Why are they so effective? Essentially, Creators live and breathe TikTok, which means they have a full grasp on TikTok trends, tricks, and techniques for creating resonating content that's native to TikTok. Secondly, their cultural expertise paired with a unique voice and style have likely led to an existing follower-base that's loyal, engaged, and trusting. They hold the Creators' views in high regard, which makes for a powerful audience.



You might be wondering what "credentials" these Creators have, especially since the definition of "creator" is increasingly fluid. It's true – TikTok gives anyone and everyone a space to express themselves and be discovered. However, we see this as a huge positive. By democratizing creativity, we've created an authentic and genuine atmosphere where brands can form meaningful and trusting relationships with their consumers.

Moving away from transactional endorsements and traditional product placements towards a more authentic collaboration has not only yielded effective results for brands, but has also inspired them to play an active role in impactful conversations around causes such as racial equality and mental health. Making the world a better place with more purpose and humanity.

1. Marketing Science EU proprietary creative analysis, United Kingdom, France, Germany, Spain, Italy, October 2020 – May 2021



5 TIPS FOR GETTING STARTED

1. Do your homework to find your ideal creators.

The Creator Marketplace is the go-to destination for collaboration. Discover Creators based on industry, budget, and business goals – enabling you to find the best Creator for you.

2. Test out different types of creators.

Be open to Creators of various styles, backgrounds, and audience sizes. Tap into different subcultures. You might be surprised by the top performers.

3. Use the powerful suite of TikTok tools at your disposal.

TikTok Ads Manager allows you to launch a paid strategy. Business Center empowers you to manage and analyze campaigns. Meanwhile, Creators have native tools within TikTok to generate content that is organic and relatable.

4. Build a holistic creator strategy that's "always on."

Think of your partnership with Creators as double-sided. It's important to be inclusive of both sides in terms of channel mix (your owned channels + theirs).

5. Don't leave them hanging after the brief.

Creators are the integral to TikTok and champions within their communities. Be sure to bring them into the whole process so they can do their best work and shine on behalf of your brand.

We're truly humbled and excited to see so many Creators thrive on the platform, and get access to new means of work and livelihood through collaborating with brands. We can't wait to see what's in store for 2022 and beyond for Creators working hand in hand with brands!



CREATOR COMMUNITY
CREATOR COMMUNITY
CREATOR COMMUNITY



Key Themes for 2022

The power of community co-creation

In 2022 we are making a deeper commitment to our creators and our community. Our two main focus areas are...



Further strengthening the bond between creators and brands.

Through TikTok Creator Marketplace we aim to help you find the right creators in the most efficient way possible.

We will continue to foster and champion creator communities and community driven brand opportunities.



Results, results, results.

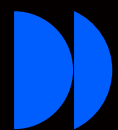
In order to improve creator marketing efficacy we will work towards providing measurable results and meaningful insights.



SAUDI ARABIA & UAE



2022 »



Building for Brand Safety

At TikTok, we have always been committed to creating a trusted environment for brands, built on a foundation of safety, transparency and accountability – because when we talk about brand safety, it all goes back to brands and advertisers trusting where their content shows up. To build towards that trust, we have taken a holistic approach to brand safety on TikTok across four strategic pillars.



TikTok's Four Pillars of Brand Safety

Keeping Our Community Safe:

Our approach starts, first and foremost, with keeping our community safe. When we do so, we not only create a safe place for our users to authentically express themselves, but, in turn, a positive environment to build brands and reach our community in a meaningful way. In 2021, we worked diligently to live up to our commitment by introducing an array of products and initiatives that reflect our ongoing dedication to the safety of the TikTok community, like age-appropriate privacy and safety settings, tools to promote kindness, combat bullying and curb the spread of misinformation, as well as campaigns to promote awareness around bullying.

Building Brand-Safe Solutions:

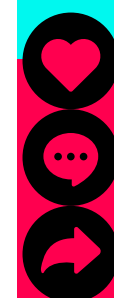
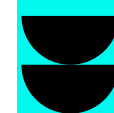
We have also been listening closely to our brand partners, who are an integral part of – and built seamlessly into – the TikTok community. We get that more control over where ads appear is of paramount importance, and throughout 2021 we expanded our offerings to advertisers that help ensure branded content shows up adjacent to safe and suitable videos. Working both in-house and with 3rd-party partners we now offer four innovative brand safety solutions for advertisers on TikTok: our proprietary TikTok Inventory Filter, pre-bid solutions from OpenSlate and IAS and a post-bid solution from Zefr. We are also constantly iterating and expanding these offerings to different markets and ad buying types.

Championing Transparency and Accountability:

In order to keep everyone informed about the steps we are taking to keep our community safe, we are striving to be the most transparent and accountable company in the industry by giving unprecedented insights into our operations. In 2021 we launched our first two quarterly Community Guidelines Enforcement Reports and held tours of our pioneering Transparency and Accountability Centers, as well as announced plans for a new physical center in Ireland to build on our two previously announced centers in Los Angeles and Washington D.C. What's more, we revamped our Transparency Center on the TikTok website to keep the public informed of our efforts in the space.

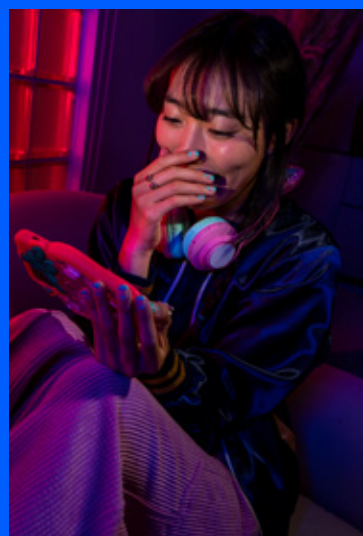
Partnering for Progress:

Finally, we wouldn't be where we are if it weren't for our partners – because we are always stronger when we work together. 2021 saw an expansion and deepening of safety partnerships for TikTok, like joining the Technology Coalition, participating in the inaugural GARM Aggregated Measurement Report, taking a seat on the Brand Safety Institute's Board of Advisors and becoming TAG Brand Safety Certified globally by the Trustworthy Accountability Group. At TikTok we take our partnerships seriously, both to help inform our own operations and ultimately to push the industry forward for the greater good of the digital ecosystem.



2021 Highlights

A snapshot of some of TikTok's milestones in safety and transparency last year



JAN

Introduced new default privacy and safety settings for youth

[Read More](#)

FEB

Released our H2 2020 Transparency Report

[Read More](#)

MAR

Expanded markets for our TikTok Brand Safety Solution, Verified by OpenSlate

[Read More](#)

APR

Joined the Brand Safety Institute's Board of Advisors

Participated in the first GARM Aggregated Measurement Report

[Read More](#)

JUN



Released our first quarterly Community Guidelines Enforcement Report (Q1 2021)

[Read More](#)

JUL

Achieved TAG Brand Safety Certified status globally

[Read More](#)

OCT

Released our second quarterly Community Guidelines Enforcement Report (Q2 2021)

[Read More](#)

AUG

Expanded privacy and safety settings for teens

[Read More](#)

SEP

Officially announced our TikTok Inventory Filter; IAS & Zefr Partnerships



NOV

Participated in the second GARM Aggregated Measurement Report

[Read More](#)

DEC

Launched our new Transparency Reports and refreshed Transparency Center

[Read More](#)



Rich Raddon, Co-founder and Co-CEO of Zefr

"We consider TikTok the most important video platform in the world."



Mike Zaneis, CEO, TAG

"By adopting industry best practices to protect its partners and the supply chain from the full range of potential brand safety threats, TikTok is demonstrating its strong commitment to the safety of its growing community and the protection of brands within that community. We look forward to continuing to work with TikTok to raise the bar for other companies across the digital ad supply chain."



Neal Thurman, Director of the Coalition for Better Ads and Co-Founder of the Brand Safety Institute

"Very impressed by your commitment to brand safety and building it in to everything you do."



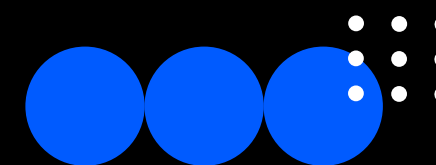
Looking Ahead

There is no "job done" when it comes to brand safety, particularly as it is constantly evolving and becoming more nuanced. Looking ahead to 2022 we will continue to prioritize the safety of our community, new solutions for brands, transparency, and partnerships as we continue to foster a positive environment for creative expression where brands can build, reach new customers and more.

"For our advertisers, we are developing a number of additional controls to ensure that they feel confident their investment runs in an environment suitable for their brand. This will include various first-party solutions such as category exclusion and inventory tiers, in addition to expanding our solutions with third-party partners to offer more customization."

Jon Schmucler,
Global Head of Product Marketing, Measurement Solutions

Finally, we are dedicated to continuing to work with our partners like GARM, TAG and the Brand Safety Institute to enhance brand safety education and push the industry forward in the interest of building a safer digital ecosystem globally.



TikTok For Business

Scan With Camera

