TT Shop Analytics Research Report

H1 2025 White Paper

FastMoss YooFinds



FastMoss



YooFinds

Preface

Riding the Wave: How TikTok Is Reshaping the Global Consumer Landscape

In 2025, content-driven commerce enters a new cycle of accelerated transformation. TikTok Shop is expanding its global footprint at an unprecedented pace, moving from a phase of hypergrowth to one of high-quality, sustainable development. This evolution is fueled by a confluence of structural shifts in the ecosystem, the diversification of participants, and increasingly coordinated global policy environments—together forming the key variables in the next phase of content commerce.

As the largest data analytics platform within the TikTok ecosystem, FastMoss continues to document and participate in this historic transformation. Over the past six months, through a series of offline events, ecosystem research, and cross-regional data tracking, we have mapped out the structural evolution of TikTok Shop across global markets.

In core regions such as the United States, Indonesia, and Thailand, the ecosystem has entered a more mature stage—brand-led operations are becoming mainstream, influencer networks and agency coordination are more sophisticated, content-product matching is increasingly efficient, and commercial mechanisms are reaching stability. At the same time, TikTok Shop is rapidly expanding into Latin America and Europe, with several newly launched countries already surpassing $1 million in monthly GMV, signaling a clear intention toward a multi-hub global expansion strategy.

Preface

This dual momentum—strategic repositioning by the platform and market expansion worldwide—is accelerating the breakdown of cross-border barriers while enabling faster rollout of localized support policies. As a result, all ecosystem stakeholders are entering a new window of structural opportunity.

As a driving force behind TikTok's content commerce ecosystem, FastMoss hosted a series of regional growth events in Los Angeles, New York, and Dallas during the first half of 2025, laying the foundation for in-person product discovery and content marketing integration. Building on this momentum, we will co-host YFCON with YooFinds this October in Los Angeles—an immersive two-day product and creator expo expected to welcome over 10,000 attendees. The event will bring together top global creators, brands, and service partners to form the most representative offline showcase of TikTok content commerce to date, accelerating the convergence between online content and offline partnerships at scale.

Eric Shi, Founder of FastMoss

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01

TikTok Shop H1 2025

Top 10 Milestones

Top 10 Milestones of TikTok Shop in H1 2025

01

TikTok Resumes Services for U.S. Users

On January 19, 2025, after a forced shutdown the night before (January 18, EST), TikTok fully resumed operations in the U.S. within 24 hours. On February 13, the app was reinstated in the U.S. App Store and Google Play, allowing users to reinstall the app. This quick response illustrates TikTok's agility in policy-related crises.

02

TikTok Shop Launches in Mexico

On February 13, 2025, TikTok Shop officially launched in Mexico, expanding its presence in the Latin American market and attracting Spanish-speaking creators and merchants.

03

TikTok Shop UK Launches Cross-Border POP Model

In late February 2025, TikTok Shop UK opened registration for the self-operated POP model, targeting Chinese merchants with strong operational capabilities in the UK.

04

TikTok One Officially Launched

On March 13, 2025, TikTok launched TikTok One—a unified platform combining Creator Marketplace and Creative Exchange—to help brands efficiently match with creators, manage collaborations, and track performance.

05

TikTok Shop Launches in France, Germany, and Italy

On March 31, 2025, TikTok Shop officially launched in France, Germany, and Italy, completing its content commerce expansion across key Western European markets. Within the first month, GMV in the four European countries surged 340x, as merchants successfully replicated content and products from the UK and U.S. markets.

06

TikTok Shop Launches in Brazil

On May 8, 2025, TikTok Shop officially entered Brazil, expected to become a key node in the platform's Latin America expansion.

07

TikTok Becomes Thailand's Top Social Commerce Platform

As of February 2025, TikTok was the most used social commerce platform among Thai consumers, with a market penetration rate of 82%.

08

GMV in U.S. and UK Doubled; Content-Driven Growth Strong

In early June 2025, TikTok officially announced a 120% year-over-year growth in TikTok Shop sales in the U.S. Small merchants accounted for one-third of monthly GMV. By May 2025, the GMV of TikTok Shop's full-service model in the U.S. and UK had grown over 136% year-over-year, with over 1 million creators and a doubled number of partner agencies.

09

TikTok Shop Set to Launch in Japan

In June 2025, TikTok began onboarding local merchants for its Japanese marketplace, expected to fully launch later in the year. This expansion marks a key milestone in TikTok Shop's global strategy.

10

TikTok Shop Launches PEAKS Brand Growth Program

In mid-May 2025, TikTok Shop launched the PEAKS Brand Growth Program, aimed at supporting high-potential brands with targeted initiatives in product launches, creator partnerships, brand asset building, and service optimization.

02

TikTok Shop H1 2025

Overview of Global Ecommerce Market Data

Global GMV Trends and Year-over-Year Changes

Global eCommerce Users and Market Expansion

- As of 2025, more than 2.77 billion people around the world shop on eCommerce platforms or through social commerce channels—representing over 33% of the global population (Source: SellersCommerce).
- The global eCommerce market is expected to reach $6.86 trillion in 2025, and will surpass $8 trillion by 2027, maintaining a robust compound annual growth rate (CAGR) of 7.8% (Source: SellersCommerce).
- According to Statista, 21% of global retail transactions will occur online by 2025, with that share projected to rise to 22.6% by 2027.

Year	Share of online retail transactions
2021	18.8%
2022	18.7%
2023	19.4%
2024	20.10%
2025	21%
2026*	21.8%
2027*	22.6%

Source: SellersCommerce; Statista

*TikTok Shop is accelerating its global expansion and emerging as a key entry point for brands into high-growth, emerging markets.

Mobile Commerce Growth and Consumer Behavior

With the number of smartphone users worldwide rising year after year and consumers becoming increasingly reliant on online shopping, the growth of mobile commerce comes as no surprise.

The latest mobile commerce statistics indicate a consistent increase in annual revenues, as global shoppers increasingly turn to their smartphones for purchases.

- By 2025, global mobile commerce sales are projected to reach $2.51 trillion, representing a year-over-year growth of over 21.3% (Source: Oberlo).
- By 2027, mobile-driven eCommerce revenue is expected to climb to $3.44 trillion, outpacing the growth rate of the broader eCommerce market (Source: Oberlo).
- According to the Marketplace 2024 Report, over 34% of consumers shop online at least once a week, and 52% actively seek international products when browsing or purchasing online.



Source: Oberlo; Marketplace2024Report

Mobile commerce growth: table			
Year	Global mobile commerce revenues	Annual	Share of total retail ecommerce
2017	$500 billion	-	40%
2018	$660 billion	+32.0%	43%
2019	$810 billion	+22.7%	46%
2020	$1.10 trillion	+35.8%	48%
2021	$1.40 trillion	+27.3%	49%
2022	$1.48 trillion	+5.7%	52%
2023	$1.71 trillion	+15.5%	54%
2024	$2.07 trillion	+21.1%	57%
2025	$2.51 trillion	+21.3%	59%
2026	$2.74 trillion	+9.2%	60%
2027	$3.02 trillion	+10.2%	62%
2028	$3.35 trillion	+10.9%	63%

*As mobile commerce becomes the default mode of digital consumption, TikTok Shop's mobile-first, content-integrated shopping experience continues to align with evolving global behavior.

Source：Oberlo；Marketplace2024Report

The global e-commerce market continues to expand, with social platforms emerging as key drivers of new growth.

In 2025, the total size of the global e-commerce market reached **$21.62 trillion**, with digital consumption becoming the primary engine of global commerce.

Source: Precedence Research



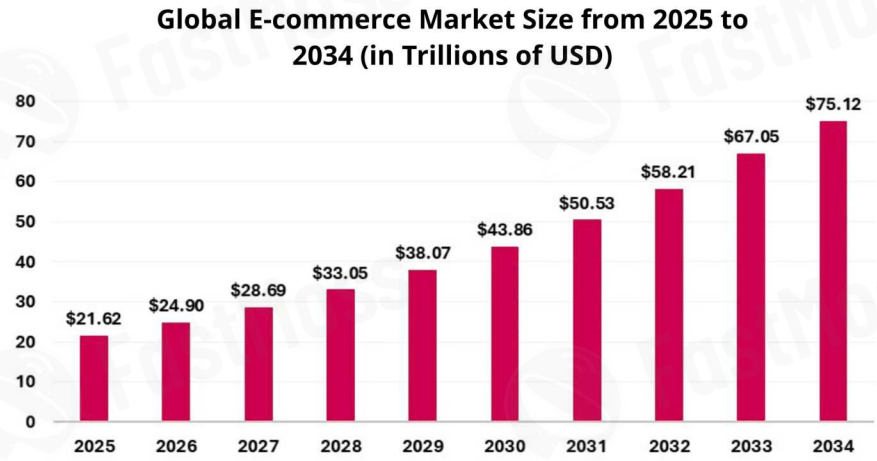
$21.62 trillion

Global E-commerce Market Size in **2025**

Amid simultaneous shifts in user traffic patterns and behavioral models, social media platforms are gradually evolving from pure communication tools into the next-generation infrastructure for e-commerce transactions.

Compared to traditional e-commerce, social platforms offer a more frequent, immersive, and interactive content experience—making them inherently suited to the new consumption model where **content is both marketing and conversion.**

Consumers are shifting from passive search to active discovery, and from rational price comparison to emotional resonance with contextual content—giving rise to a new logic in purchase decision-making.



TikTok: The World's Leading Short Video Platform Driving Transaction Efficiency Through Content Consumption

TikTok has built a highly active and sticky global user base through its algorithm-driven content recommendation system and robust creator ecosystem.

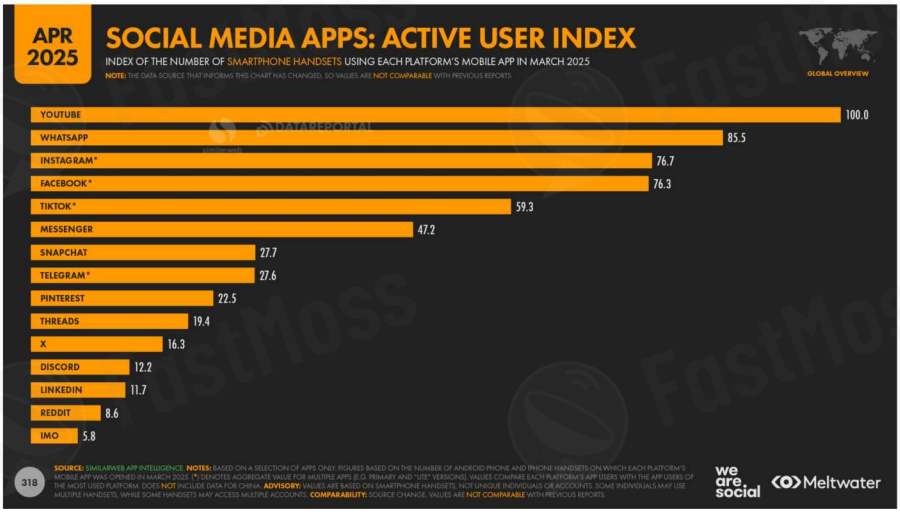


1.582 Billion

As of April 2024, TikTok reached 1.582 billion monthly active users worldwide.
(Source: Analyzify)

Source: precedence research

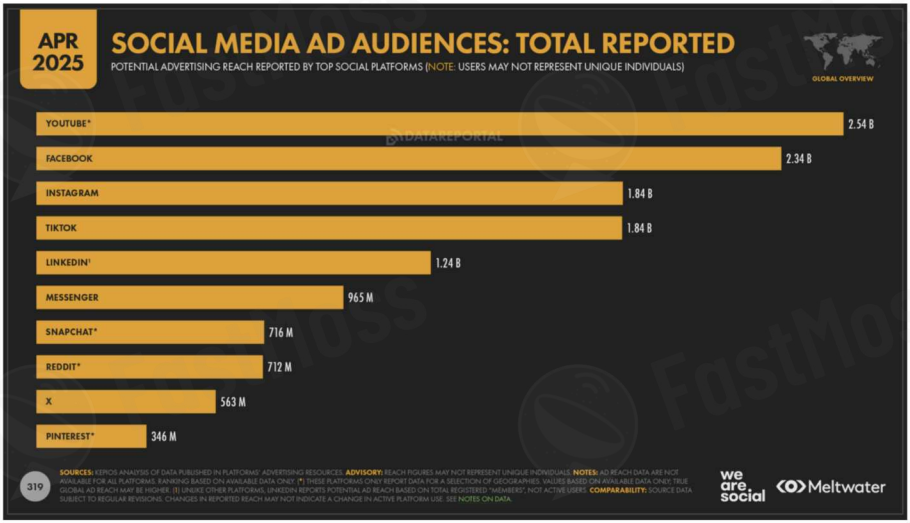
According to the Global Social Media App Active User Index published by DataReportal in April 2025, TikTok ranked fifth worldwide, following Facebook, YouTube, WhatsApp, and Instagram. This underscores TikTok's role as a high-frequency, content-rich platform with strong user engagement across global markets.



Source：analyzify; datareportal

TikTok Rises to Top 3 in Global Advertising Reach — Cementing Its Position as a Mainstream Marketing Platform

According to a joint report by We Are Social × Meltwater, TikTok tied with Instagram for third place in global ad reach, covering 1.84 billion users, following YouTube (2.54 billion) and Facebook (2.34 billion). This marks a significant step forward in TikTok's strategic value within the global advertising ecosystem.



TikTok's younger user demographics, native content formats, and frictionless **"see it, want it"** interaction logic have positioned it as an efficient platform for branded content and performance marketing.

Advertising and Conversion Insights:

- TikTok's ad structure favors content-first formats, ideal for product storytelling through short video.
- Compared to traditional platforms, TikTok ads integrate more naturally with user content, lowering bounce rates.

Highlights from User Conversion Data

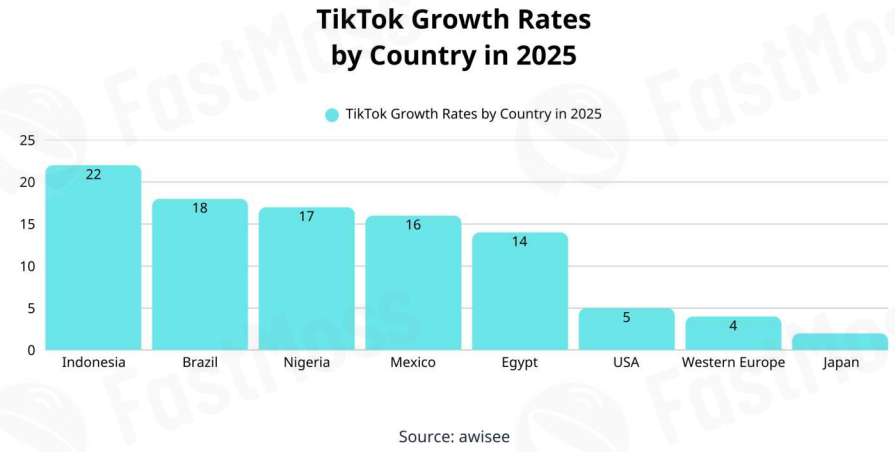
- 74% of Gen Z weekly active TikTok users take further action to learn more about a product after viewing a Dynamic Showcase Ad (DSA).

Source：analyzify; datareportal

User Growth in Emerging Markets Marks TikTok's Next Global Expansion Phase

TikTok's growth focus is shifting from mature markets in North America and Europe to high-potential emerging regions, particularly Southeast Asia, Latin America, and Africa — where platform penetration and user stickiness are accelerating. The combined effect of **"population scale" and "time spent"** is unlocking new opportunities for cross-border marketing and global e-commerce expansion.

According to Awisee, TikTok's user growth in 2025 shows distinct regional trends:



Source: awisee

Top 5 Fastest Growing Markets:

- Indonesia (Top 1) (+22%): Reinforces Southeast Asia as TikTok's core region.

- Brazil (+18%): Reflects Latin America's high receptiveness to short-form content.
- Nigeria (+17%): Mobile internet expansion in Africa drives massive user growth.
- Mexico (+16%): Significant rise in social commerce penetration.
- Egypt (+14%): Arabic-speaking markets emerging as strategic growth zones.

All five countries show double-digit user growth and are regarded as TikTok's key engines for global expansion.

Among them, Spanish-speaking markets like Brazil and Mexico not only boast rapid user growth but also demonstrate strong momentum in e-commerce adoption, making them fertile ground for platform-led commerce.

According to official data released by TikTok Shop, Hot Sale campaign marked the first-ever debut of the platform's fully managed model in the Mexican market.

During the 16-day sales period from May 19 to June 3, TikTok Shop achieved a 208% increase in total GMV across the platform, alongside a 63% year-over-year growth in completed orders.

208%
Full-Cycle GMV Surge

239%
Content-Driven GMV Surge

191%
Shelf-Based GMV Surge

174%
Pre-Launch GMV Surge

234%
Official Phase GMV Surge

Source：awisee； TikTok Shop

This strong performance highlights the rapid acceptance of TikTok Shop's end-to-end fulfillment solution in Latin America, and underscores Mexico's rising potential as a high-impact e-commerce market within TikTok's global ecosystem.

Meanwhile, although user growth has slowed in the U.S. and European markets, their high ARPU (average revenue per user) and mature monetization ecosystems remain strategic priorities for TikTok's continued leadership in brand partnerships and revenue generation.

03

TikTok Shop H1 2025

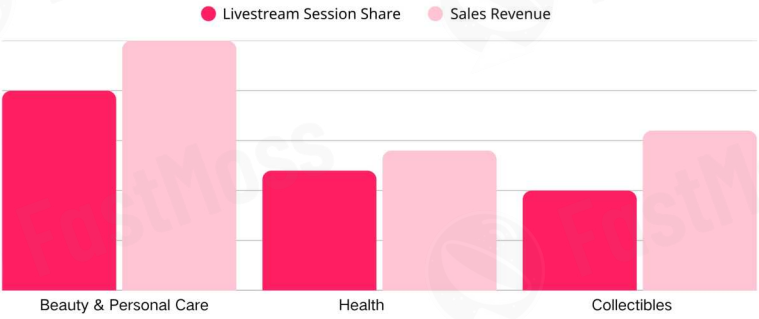
Livestream E-commerce Data and Rankings

Brand-Led Livestreams Show Strong Performance in the U.S. Market

According to FastMoss data, in the first half of 2025 (January–June), the livestream e-commerce landscape on TikTok Shop in the U.S. experienced a notable strategic shift. **Brands are increasingly investing in and activating their own live channels, marking a clear transition from the earlier influencer-led model toward merchant-operated livestreaming. This shift reflects merchants' growing focus on strengthening brand identity, gaining control over content rhythm, and enhancing the efficiency of audience retention and traffic ownership.**

In terms of product categories, Beauty & Personal Care maintained its dominant position, accounting for 34.7% of total livestream sessions and an impressive 41.6% of livestream GMV. It ranked first in both frequency and sales contribution, highlighting strong consumer demand and exceptional content performance.

Health products and Collectibles followed closely behind. Notably, Collectibles emerged as a standout category, delivering nearly 25% of total livestream GMV. This category has rapidly gained momentum in the U.S. livestreaming market, characterized by high average order value and strong conversion rates, positioning it as a rising high-impact segment within the ecosystem.



TikTok Shop's U.S. livestream ecosystem is shifting toward more specialized content and merchant-led operations. The growth of brand-operated streams doesn't replace creators, but instead reflects a more diversified and collaborative content structure.

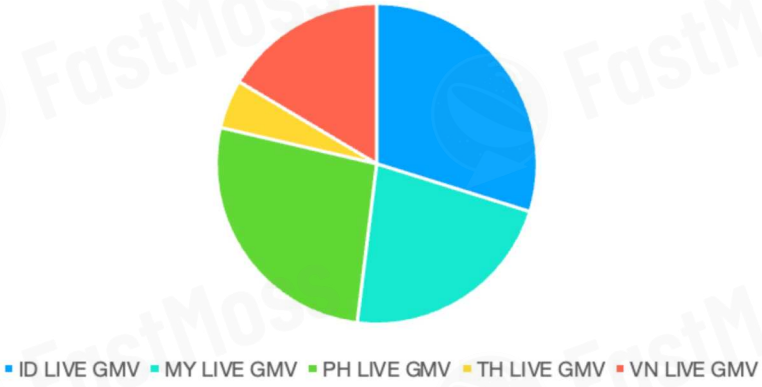
Notably, the high GMV share of the "Collectibles" category is largely driven by POPMART, whose main U.S. sales channel is livestreaming —making this category's performance an outlier.

POP MART US LOCAL ID: popmart.uslocalshop	POP MART US SHOP ID: popmart.usshop	POP MART USSHOP ID: popmart.uslifestyle

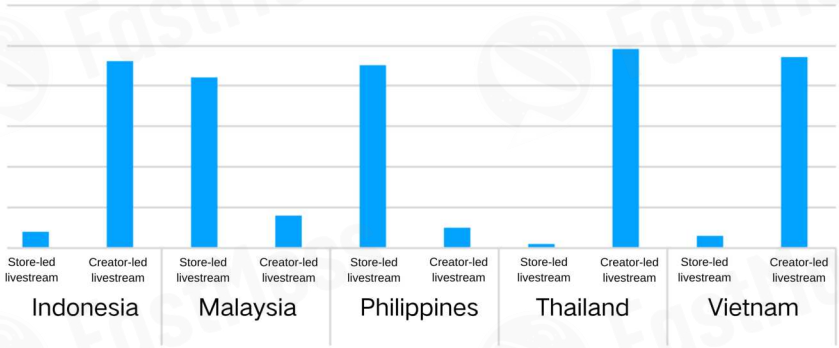
TikTok Shop Livestreaming in Southeast Asia: Creator-Centric Model with Rising Brand Streams; Beauty Leads, Other Categories Gaining Momentum

According to FastMoss data, livestream e-commerce in Southeast Asia is experiencing rapid growth, with Indonesia, the Philippines, and Malaysia emerging as the region's core markets for TikTok Shop livestreaming.

In terms of livestream GMV share, Indonesia leads with 30%, followed by the Philippines (27%) and Malaysia (22%). Livestreaming has become a key sales driver for brands and merchants in these local markets.



In terms of livestream roles, the Southeast Asian market remains largely creator-driven. In Thailand and Vietnam, creators dominate the landscape, accounting for 98% of the Top 50 livestreaming brands. However, brand-operated livestreams are rapidly gaining ground in the Philippines and Malaysia. In the Philippines, 45 out of the Top 50 livestreaming brands are merchant-led, while Malaysia counts 42 merchant-operated brands, making them the two most advanced store-led livestreaming markets in the region.



This also reflects a key trend within TikTok's content-driven commerce ecosystem: **while creators remain the dominant force across Southeast Asia, merchants in certain markets are ramping up their investment in self-operated livestreams. The integration of content quality and conversion capability is emerging as the next growth focus for livestream operations in the region.**

In the first half of 2025, TikTok Shop's livestreaming category landscape in Southeast Asia demonstrated a clear trend of **"beauty-led growth with multi-category expansion."**

Beauty and personal care remained dominant across Malaysia, Indonesia, and Vietnam. In Malaysia, as much as 74% of the top-performing livestream brands belonged to the beauty category, contributing to 85% of total livestream sales, reflecting exceptionally high consumer engagement with beauty-related content. Similarly, beauty brands accounted for 35% of top livestreams in Indonesia and 41% in Vietnam, indicating consistently strong performance in this category.

Meanwhile, electronics emerged as a standout vertical in both the Philippines and Indonesia. In the Philippines, mobile and digital device brands made up 80% of top livestream performers, solidifying their position as the market's primary livestreaming force. In Indonesia, electronics also ranked as the second most effective category after beauty.

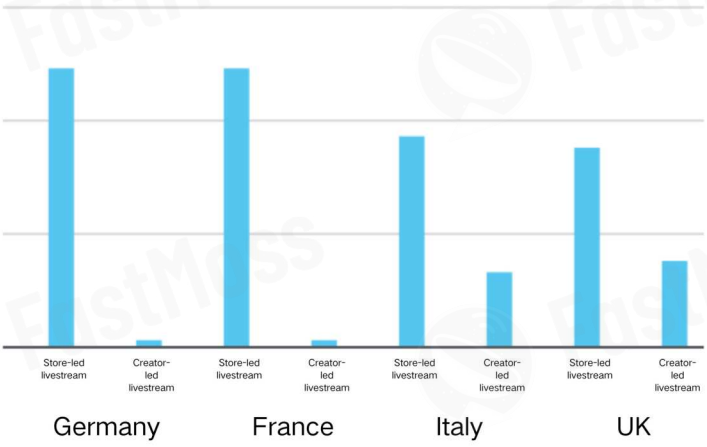
Overall, TikTok Shop's livestream content ecosystem in Southeast Asia is becoming increasingly diverse. From beauty and electronics to fashion and apparel, this expanding category mix not only reflects the evolving demands of regional consumers but also opens up richer content monetization opportunities for merchants operating in livestream formats.

Europe's Livestreaming Landscape Enters a Phase of Structural Transformation: Brands Take the Lead as Livestreaming Becomes a Core Sales Channel for Local Merchants

According to FastMoss data, TikTok Shop's livestream e-commerce in Europe is showing a strong shift toward brand-operated livestreaming.

In Germany, France, and Italy, merchant-led livestreams significantly outnumber creator-led ones.

In both Germany and France, 98% of the Top 50 livestreaming brands are store-operated. In Italy, 74% of livestreams are brand-led, while in the UK, the share of merchant-operated livestreams stands at 70%.



This shift clearly reflects how, in Europe's livestream e-commerce landscape, brands are increasingly taking ownership of both content creation and conversion. Livestreaming has become a key channel for strengthening brand equity while directly driving sales performance.

This shift clearly reflects how, in Europe's livestream e-commerce landscape, brands are proactively taking ownership of content creation and conversion. Livestreaming has become a key channel for building brand equity and driving direct sales.

From a sales structure perspective, the European livestream market reveals distinct category-specific patterns:

- Beauty and personal care products perform especially well in the UK and Germany. In the UK, this category accounts for 83% of livestream sales, while in Germany it contributes 23%, signaling the maturity of a brand-led, store-operated beauty model in Europe.
- Fashion accessories dominate in Italy, accounting for 83% of livestream sales, highlighting Italian consumers' strong preference for personalized and trend-driven products.
- Collectibles show exceptional performance in Germany, representing 65% of livestream sales, likely driven by local affinity toward IP-based brands and designer toys.
- Women's apparel and lingerie maintain steady performance in France and the UK, contributing 37% and 9% of sales respectively —showcasing continued demand for "discovery-to-purchase" content among female consumers on TikTok.
- Additionally, food and beverage categories are gaining traction in Germany and France, indicating a rising consumer appetite for snackable content and everyday lifestyle goods on the platform.

In summary, TikTok Shop in Europe is entering a phase characterized by **brand-led livestreaming and category specialization.**

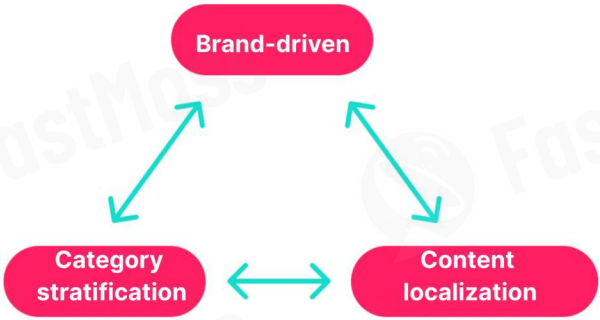
Livestreaming is no longer just a content delivery tool—it is rapidly becoming the primary battleground for brand visibility and sales within digital commerce channels. As platform capabilities continue to evolve and merchant-operated content becomes more refined, Europe's livestream market is poised for even greater growth in the months ahead.

Brand-Led and Content-Stratified: TikTok Livestreaming in Spanish-Speaking Markets Emerges as a New Gateway to Consumer Mindshare

In the first half of 2025, TikTok Shop's livestream ecosystem in Spanish-speaking markets exhibited three defining characteristics: a high degree of brand-led activity, clear category stratification, and strong localization of content.

According to FastMoss data, brand-operated livestreaming has become the dominant format in these regions. Among the Top 50 livestreaming brands in the three key markets—Brazil, Spain, and Mexico—over 70% are merchant-led. Brazil leads with 92%, followed by Spain at 82%, and Mexico at 70%.

This trend highlights how brands in Spanish-speaking markets are leveraging self-operated livestreams to gain greater control over content cadence, communicate product value more effectively, and build deeper consumer trust.

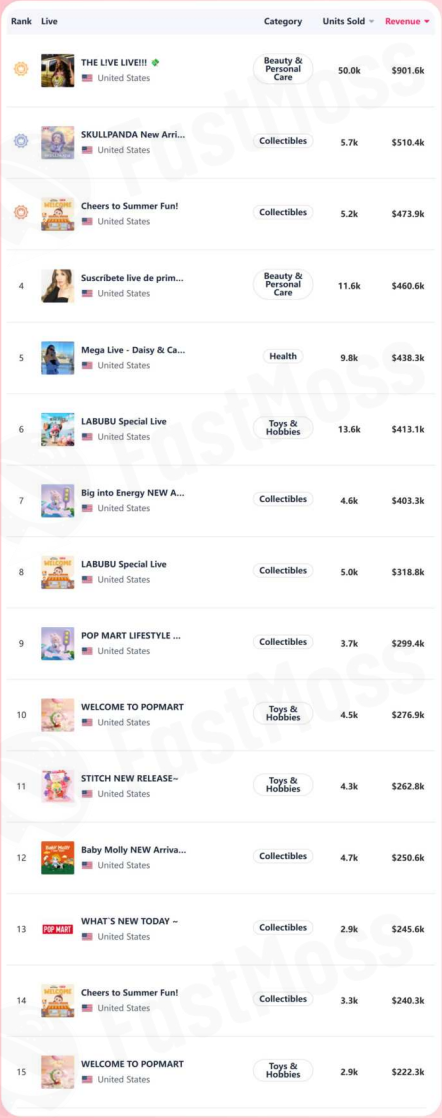


In summary, TikTok Shop in Spanish-speaking markets is moving toward brand-led, structured livestream operations, with livestreaming becoming a key driver of consumer trust and engagement.

TikTok U.S.
Livestream Ranking

TOP15

First half of 2025



Rank	Live	Category	Units Sold	Revenue
	THE LIVE LIVE!!! United States	Beauty & Personal Care	50.0k	$901.6k
	SKULLPANDA New Arri... United States	Collectibles	5.7k	$510.4k
	Cheers to Summer Fun! United States	Collectibles	5.2k	$473.9k
4	Suscribete live de prim... United States	Beauty & Personal Care	11.6k	$460.6k
5	Mega Live - Daisy & Ca... United States	Health	9.8k	$438.3k
6	LABUBU Special Live United States	Toys & Hobbies	13.6k	$413.1k
7	Big into Energy NEW A... United States	Collectibles	4.6k	$403.3k
8	LABUBU Special Live United States	Collectibles	5.0k	$318.8k
9	POP MART LIFESTYLE ... United States	Collectibles	3.7k	$299.4k
10	WELCOME TO POPMART United States	Toys & Hobbies	4.5k	$276.9k
11	STITCH NEW RELEASE~ United States	Toys & Hobbies	4.3k	$262.8k
12	Baby Molly NEW Arriva... United States	Collectibles	4.7k	$250.6k
13	WHAT'S NEW TODAY ~ United States	Collectibles	2.9k	$245.6k
14	Cheers to Summer Fun! United States	Collectibles	3.3k	$240.3k
15	WELCOME TO POPMART United States	Toys & Hobbies	2.9k	$222.3k

Ranking Analysis

In H1 2025, creator-led and brand-operated livestreams on TikTok Shop U.S. occurred in roughly equal volume. Beauty & Personal Care led the category with 34.7% of livestreams and 41.6% of GMV. Top creators included @simplymandys, CANVAS BEAUTY BRAND (@iamstormisteele), and Jeffree Star, reflecting the power of consistent performance and cross-platform influence.

On the brand side, POPMART stood out with 13 leaderboard entries and $2.6M in GMV, while AROMA CONCEPTS FL surprised with nearly $1M in GMV—its “HUGE Warehouse Clearance Sale” ranked as the No.1 brand-operated livestream in H1.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

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TikTok U.K.
Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
	Welcome to my LIVE United Kingdom	Beauty & Personal Care	16.3k	£186.5k
	JAN COLLECTION LAU... United Kingdom	Beauty & Personal Care	4.9k	£148.8k
	OUR CEO'S BIRTHDAY... United Kingdom	Beauty & Personal Care	7.3k	£137.0k
4	Spring Sale Key Live Se... United Kingdom	Beauty & Personal Care	10.2k	£108.5k
5	Welcome to Pop Mart ... United Kingdom	Toys & Hobbies	1.4k	£98.3k
6	April 1st Key Live! United Kingdom	Beauty & Personal Care	6.1k	£93.2k
7	PAYDAY WITH PLOUISE... United Kingdom	Beauty & Personal Care	3.9k	£91.2k
8	BRINGING THE BAD B ... United Kingdom	Beauty & Personal Care	4.5k	£89.6k
9	HUGE NEWNESS 12 HO... United Kingdom	Beauty & Personal Care	8.8k	£87.7k
10	Spring Sale Key Live ... United Kingdom	Beauty & Personal Care	7.5k	£81.5k
11	Welcome to my LIVE United Kingdom	Beauty & Personal Care	6.4k	£75.1k
12	NEW RELEASE DAY!!! United Kingdom	Toys & Hobbies	1.5k	£71.7k
13	Welcome to Pop Mart ... United Kingdom	Toys & Hobbies	918	£69.9k
14	SUNDAYFUNDAY WITH... United Kingdom	Beauty & Personal Care	2.7k	£65.3k
15	April Key Live! United Kingdom	Beauty & Personal Care	4.1k	£65.1k

Ranking Analysis

In the first half of 2025, brand-driven livestreaming dominated TikTok UK's Top 50 commerce livestream rankings, accounting for 70% of the total, while influencer-driven streams made up 30%, indicating a less developed creator ecosystem. The UK livestream market exhibits a structure characterized by brand-led content, influencer supplementation, and category specialization. Beauty & personal care, trendy toys, and women's fashion emerged as leading segments. Beauty dominated, contributing over 60% GMV and 80% sales volume.

Notably, merchants PLOUISE, Insightscoop, and POP MART UK led engagement, exemplifying a "brand control plus content enhancement" operational model, driving nearly half the GMV collectively.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Germany
Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
	Good gaming chair Germany	Furniture	278	€39.7k
	Muttertag TikTokShop... Germany	Beauty & Personal Care	348	€13.8k
	Motherdays Aktion ! ... Germany	Beauty & Personal Care	620	€13.5k
4	Germany	Beauty & Personal Care	285	€8.0k
5	Motherdays Aktion ! ... Germany	Beauty & Personal Care	340	€7.8k
6	Muttertag TikTokShop... Germany	Beauty & Personal Care	253	€7.5k
7	AYLASHES Live Shoppi... Germany	Beauty & Personal Care	216	€7.5k
8	Exklusiv Launch der Ste... Germany	Beauty & Personal Care	200	€6.1k
9	AYLASHES Live Event Germany	Beauty & Personal Care	129	€4.6k
10	LIVE POKEMON OPENI... Germany	Collectibles	400	€4.5k
11	Mystery Boxen verpack... Germany	Beauty & Personal Care	105	€4.3k
12	LAST CHANCE auf Mys... Germany	Beauty & Personal Care	98	€4.3k
13	FLASH SALE KAMPAGN... Germany	Beauty & Personal Care	186	€4.1k
14	LIVE POKEMON OPENI... Germany	Collectibles	567	€4.0k
15	LIVE POKEMON OPENI... Germany	Collectibles	534	€3.9k

Ranking Analysis

In the first half of 2025, brand-led livestreams dominated TikTok Germany's top 50 commerce accounts, representing 98% of the rankings, while influencer-led streams remained nascent, with only one entry. The German market showed highly concentrated vertical characteristics, driven mainly by Collectibles and Beauty & Personal Care, together generating nearly 80% of total GMV. Collectibles—featuring Pokémon unboxings and anime trading cards—emerged as a key growth driver, with Etacollectibles alone operating 24 of the top 50 livestreams. Symino Gaming Chairs topped GMV rankings, highlighting German consumers' focus on quality and practicality. Overall, Germany's livestream market demonstrates a clear, brand-driven, content-specialized structure.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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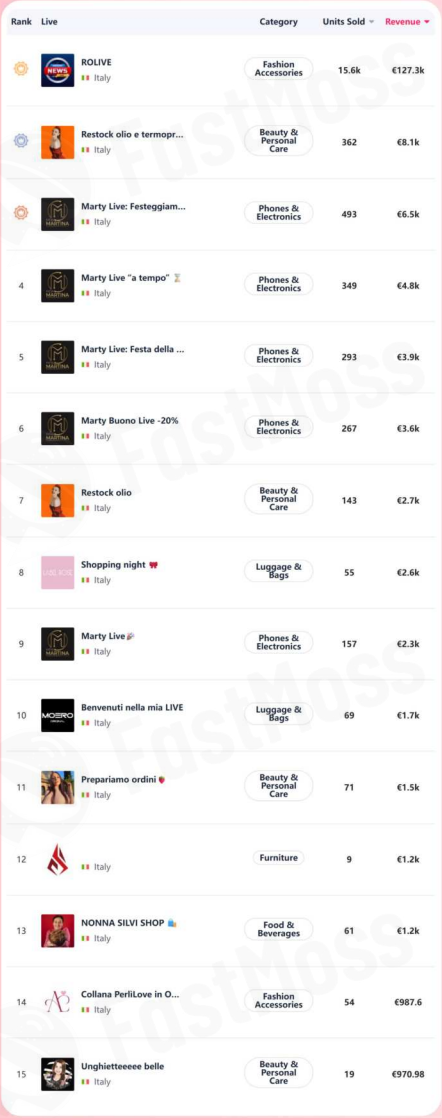
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TikTok Italy

Livestream Ranking

TOP15

First half of 2025



Rank	Live	Category	Units Sold	Revenue
	ROLIVE Italy	Fashion Accessories	15.6k	€127.3k
	Restock olio e termopr... Italy	Beauty & Personal Care	362	€8.1k
	Marty Live: Festeggiam... Italy	Phones & Electronics	493	€6.5k
4	Marty Live "a tempo" Italy	Phones & Electronics	349	€4.8k
5	Marty Live: Festa della ... Italy	Phones & Electronics	293	€3.9k
6	Marty Buono Live -20% Italy	Phones & Electronics	267	€3.6k
7	Restock olio Italy	Beauty & Personal Care	143	€2.7k
8	Shopping night Italy	Luggage & Bags	55	€2.6k
9	Marty Live Italy	Phones & Electronics	157	€2.3k
10	Benvenuti nella mia LIVE Italy	Luggage & Bags	69	€1.7k
11	Prepariamo ordini Italy	Beauty & Personal Care	71	€1.5k
12	Italy	Furniture	9	€1.2k
13	NONNA SILVI SHOP Italy	Food & Beverages	61	€1.2k
14	Collana PerliLove in O... Italy	Fashion Accessories	54	€987.6
15	Unghietteeeee belle Italy	Beauty & Personal Care	19	€970.98

Ranking Analysis

In the first half of 2025, TikTok Italy's livestream commerce was dominated by store-operated accounts, accounting for over 70% of the Top 50 rankings. Influencer-led streams also demonstrated significant activity, nearing 30%, reflecting an increasingly collaborative landscape between brands and creators. The market prominently featured three categories: fashion accessories, beauty & personal care, and food & beverages. Fashion accessories led decisively, contributing over 30% of ranked livestreams and 70% of total GMV. Local merchants Greta Santarelli and Annaira Collection s.r.l frequently appeared on the leaderboard, exemplifying strong content capabilities and consistent commercial conversions.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok France 🇫🇷
Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
	Chaise de bureau et de ... 🇫🇷 France	Furniture	212	€33.6k
	Chaise de bureau et de ... 🇫🇷 France	Furniture	203	€33.2k
	Chaise de bureau et de ... 🇫🇷 France	Furniture	66	€10.8k
4	Gros événement aujour... 🇫🇷 France	Food & Beverages	130	€4.9k
5	Bienvenue dans mon LI... 🇫🇷 France	Beauty & Personal Care	109	€4.2k
6	Sac surprise 100% gag... 🇫🇷 France	Food & Beverages	116	€4.2k
7	Sacs 100% gagnants ... 🇫🇷 France	Food & Beverages	111	€4.0k
8	TF1 4 MAI à 17h55 ❤️ 🇫🇷 France	Womenswear & Underwear	108	€3.5k
9	TF1 SEPT À HUIT ☑️ 🇫🇷 France	Womenswear & Underwear	79	€3.4k
10	Sacs 100% gagnants ... 🇫🇷 France	Food & Beverages	89	€3.4k
11	Chaise de bureau et de ... 🇫🇷 France	Furniture	21	€3.0k
12	Sacs 100% gagnants ... 🇫🇷 France	Food & Beverages	76	€2.8k
13	Blinky - PLEIN DE PRO... 🇫🇷 France	Womenswear & Underwear	118	€2.8k
14	Sac surprise 100% gag... 🇫🇷 France	Food & Beverages	74	€2.8k
15	TF1 - SEPT À HUIT ❗ 🇫🇷 France	Womenswear & Underwear	75	€2.7k

Ranking Analysis

In the first half of 2025, France's Top 50 livestream shopping rankings were overwhelmingly dominated by brand-led streams, accounting for 98%, while influencer-driven streams remained in their infancy. The French livestream e-commerce market primarily relies on brands and retailers, supplemented by content-focused teams. Key consumer categories include food & beverage, women's fashion, and home goods. Notably, food & beverage accounted for nearly 30% GMV, while women's fashion led in frequency, demonstrating strong alignment with livestream formats. CandyMixFrance stood out prominently, appearing 18 times and contributing nearly 20% GMV, exemplifying effective localization. Overall, France exhibits considerable growth potential with expanding categories.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Indonesia Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
	PROMO LEBARANN!! ... Indonesia	Beauty & Personal Care	56.1k	Rp4,6 M
	PROMO RAMADHAN S... Indonesia	Beauty & Personal Care	46.4k	Rp3,8 M
	PROMO RAMADHAN S... Indonesia	Beauty & Personal Care	46.4k	Rp3,5 M
4	PROMO PAYDAY SALE!!... Indonesia	Beauty & Personal Care	41.5k	Rp2,9 M
5	Spill yang lain viral Indonesia	Beauty & Personal Care	11.1k	Rp2,1 M
6	RAMADHAN SALE BER... Indonesia	Phones & Electronics	1.2k	Rp1,9 M
7	Selamat datang di LIVE... Indonesia	Phones & Electronics	1.3k	Rp1,8 M
8	GONG XI FA CAI SHOW... Indonesia	Beauty & Personal Care	11.1k	Rp1,6 M
9	LIVE AMBYAR DAPAT A... Indonesia	Beauty & Personal Care	12.3k	Rp1,6 M
10	MEGA WAR PERTAMA ... Indonesia	Muslim Fashion	13.9k	Rp1,6 M
11	Selamat datang di LIVE... Indonesia	Phones & Electronics	1.7k	Rp1,4 M
12	Selamat datang di LIVE... Indonesia	Phones & Electronics	1.1k	Rp1,4 M
13	PROMO MALEM 3 MA... Indonesia	Beauty & Personal Care	13.5k	Rp1,2 M
14	Ramadan Ekstra Seru Indonesia	Beauty & Personal Care	19.7k	Rp1,1 M
15	HP MURAH MURAH M... Indonesia	Phones & Electronics	551	Rp1,0 M

Ranking Analysis

In H1 2025, creator-led livestreaming dominated TikTok Shop Indonesia, with 92% of the Top 50 livestreams run by influencers. The market remains driven by content-heavy, personality-led creators, making them essential for brand market entry. Beauty & personal care led in GMV and sales, while consumer electronics ranked highest in stream count, especially phones and accessories. Local category Muslim fashion also showed growth potential. Top creators like Putra Siregar and Afdhal Yusman drove consistent performance, with Siregar appearing 14 times. Overall, Indonesia's livestream ecosystem is highly localized, category-focused, and influencer-driven—anchored by creators with strong community trust and conversion power.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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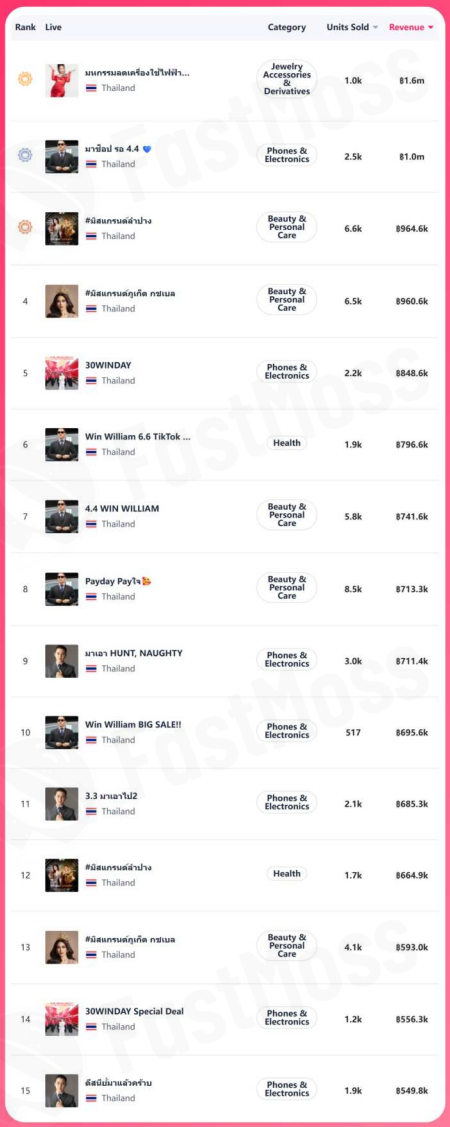
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YooFinds

TikTok Thailand Livestream Ranking

TOP15

First half of 2025



Rank	Live	Category	Units Sold	Revenue
	มหกรรมลดเครื่องใช้ไฟฟ้า... Thailand	Jewelry Accessories & Derivatives	1.0k	81.6m
	มายิอป รอ 4.4 Thailand	Phones & Electronics	2.5k	81.0m
	#มิสแกรนด์ลำปาง Thailand	Beauty & Personal Care	6.6k	8964.6k
4	#มิสแกรนด์ภูเก็ต กช่เบล Thailand	Beauty & Personal Care	6.5k	8960.6k
5	30WINDAY Thailand	Phones & Electronics	2.2k	8848.6k
6	Win William 6.6 TikTok ... Thailand	Health	1.9k	8796.6k
7	4.4 WIN WILLIAM Thailand	Beauty & Personal Care	5.8k	8741.6k
8	Payday Pay1ใจ Thailand	Beauty & Personal Care	8.5k	8713.3k
9	มาเอา HUNT, NAUGHTY Thailand	Phones & Electronics	3.0k	8711.4k
10	Win William BIG SALE!! Thailand	Phones & Electronics	517	8695.6k
11	3.3 มาเอาไป2 Thailand	Phones & Electronics	2.1k	8685.3k
12	#มิสแกรนด์ลำปาง Thailand	Health	1.7k	8664.9k
13	#มิสแกรนด์ภูเก็ต กช่เบล Thailand	Beauty & Personal Care	4.1k	8593.0k
14	30WINDAY Special Deal Thailand	Phones & Electronics	1.2k	8556.3k
15	ดีสมีย์มาแล้วค่ำบ Thailand	Phones & Electronics	1.9k	8549.8k

Ranking Analysis

In H1 2025, TikTok Shop Thailand's Top 50 livestreams were almost entirely creator-led, with minimal presence from brand-run channels. The market is shaped by influencer dominance and sporadic brand participation. Beauty & personal care led in both GMV and stream count, showing strong conversion power. Digital electronics followed closely, with solid performance in sales and GMV. Health supplements also secured stable market share, reflecting ongoing consumer interest. Creator-brand Win William stood out with the most appearances, exemplifying Thailand's IP-driven livestream model. Overall, the ecosystem centers on influencer-led content, with beauty and electronics as the key drivers of GMV and engagement.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Malaysia
Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
	YEAR END SALE!!!!! Malaysia	Beauty & Personal Care	6.7k	RM434.0k
	BIG SALE!!!!! Malaysia	Beauty & Personal Care	6.7k	RM414.6k
	WEEKEND SALES!! Malaysia	Beauty & Personal Care	12.2k	RM327.0k
4	TUESDAY SALE!!!!! Malaysia	Beauty & Personal Care	5.6k	RM326.9k
5	PY belanja Habib Emas !!! Malaysia	Jewelry Accessories & Derivatives	1.7k	RM324.0k
6	BAZAAR RAYA x PAYDA... Malaysia	Beauty & Personal Care	11.9k	RM323.1k
7	Super Creator Day (21 -... Malaysia	Household Appliances	3.8k	RM319.3k
8	SATURDAY SALE!!!!! Malaysia	Beauty & Personal Care	5.2k	RM309.0k
9	BIG SALE!!!!! Malaysia	Beauty & Personal Care	5.5k	RM307.7k
10	SUPER BRAND DAY SA... Malaysia	Beauty & Personal Care	8.6k	RM298.5k
11	SUNDAY SALE!!!!! Malaysia	Beauty & Personal Care	5.2k	RM295.7k
12	SUPER BRAND DAY SA... Malaysia	Beauty & Personal Care	7.7k	RM291.1k
13	BAZAAR RAYA x PAYDA... Malaysia	Beauty & Personal Care	10.7k	RM286.6k
14	TikTok Shop Bazar Ray... Malaysia	Beauty & Personal Care	6.4k	RM279.1k
15	SATURDAY SALE!!! Malaysia	Beauty & Personal Care	7.0k	RM277.3k

Ranking Analysis

In H1 2025, TikTok Shop live commerce in Malaysia was dominated by brand-led livestreams, accounting for over 80% of the Top 50 sessions. High-frequency self-hosted streams by brands drove the majority of platform GMV. The market showed strong category concentration—beauty and personal care alone made up over 70% of livestreams, contributing two-thirds of GMV and over 80% of total sales. Leading stores Skintific.my and Glad2Glow.my appeared over 35 times combined, exemplifying consistent, high-output operations. The market is maturing toward a beauty-focused, brand-driven growth model.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss

TikTok Vietnam Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
	Live Ngày cuối năm Tại ... Vietnam	Food & Beverages	17.7k	4,2Tỉ ₫
	CUỘC CHIẾN SĂN DEAL... Vietnam	Beauty & Personal Care	15.0k	4,1Tỉ ₫
	HUNT FOR FUN Vietnam	Beauty & Personal Care	8.0k	2,3Tỉ ₫
4	BẠCH TUYẾT VÀ 7749 ... Vietnam	Beauty & Personal Care	17.6k	2,2Tỉ ₫
5	Không làm mấy chị thất... Vietnam	Beauty & Personal Care	9.3k	2,1Tỉ ₫
6	Siêu Deal Cuối Trước Kh... Vietnam	Baby & Maternity	2.7k	2,0Tỉ ₫
7	Siêu Sale Siêu Quà 6/6 Vietnam	Beauty & Personal Care	16.8k	1,7Tỉ ₫
8	Sale vui freeship Vietnam	Beauty & Personal Care	8.1k	1,7Tỉ ₫
9	DEAL BAO RẺ - SĂN BA... Vietnam	Beauty & Personal Care	6.1k	1,6Tỉ ₫
10	Sale Flash Sale Siêu ... Vietnam	Beauty & Personal Care	7.2k	1,5Tỉ ₫
11	Vô săn quà Mega mấy ... Vietnam	Beauty & Personal Care	5.1k	1,4Tỉ ₫
12	SỰ KIỆN CHẤN ĐỘNG Vietnam	Beauty & Personal Care	9.2k	1,4Tỉ ₫
13	5000 CÂY QUẠT 9.K - D... Vietnam	Phones & Electronics	2.1k	1,3Tỉ ₫
14	15.5 DEAL BÙNG NỔ Vietnam	Beauty & Personal Care	5.5k	1,3Tỉ ₫
15	24/4 Mừng Đại Lễ Dân ... Vietnam	Womenswear & Underwear	11.8k	1,2Tỉ ₫

Ranking Analysis

In Vietnam's top 50 livestream e-commerce sessions, over 90% are hosted by creators, highlighting consumers' strong preference for content-driven shopping and brands' reliance on influencers for reach. Beauty and personal care dominates across session count, GMV, and sales volume—establishing itself as the market's core category. Women's fashion, supplements, and F&B also show notable activity. GMV is highly concentrated, with beauty contributing over 70%, followed by fashion and F&B at 10%+ each. Top creators like Tun Phạm Official drive significant GMV, shaping the market's leading livestream accounts.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Philippines Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
1	INFINIX #TechTokShop Philippines	Phones & Electronics	1.2k	₱6.4m
2	INFINIX #TechTokShop Philippines	Phones & Electronics	1.0k	₱5.7m
3	INFINIX #TechTokShop Philippines	Phones & Electronics	1.0k	₱5.6m
4	INFINIX #TechTokShop Philippines	Phones & Electronics	925	₱5.2m
5	INFINIX #TechTokShop Philippines	Phones & Electronics	971	₱5.2m
6	INFINIX #TechTokShop Philippines	Phones & Electronics	1.0k	₱5.1m
7	INFINIX #TechTokShop Philippines	Phones & Electronics	688	₱5.0m
8	FUNTASTIC PAYDAY SALE Philippines	Phones & Electronics	661	₱4.7m
9	INFINIX #TechTokShop Philippines	Phones & Electronics	845	₱4.6m
10	FUNTASTIC PAYDAY SALE Philippines	Phones & Electronics	599	₱4.4m
11	INFINIX #TechTokShop Philippines	Phones & Electronics	813	₱4.3m
12	INFINIX #TechTokShop Philippines	Phones & Electronics	604	₱4.3m
13	1piso! Philippines	Phones & Electronics	8.8k	₱4.1m
14	INFINIX #TechTokShop Philippines	Phones & Electronics	645	₱4.0m
15	INFINIX #TechTokShop Philippines	Phones & Electronics	657	₱4.0m

Ranking Analysis

In the first half of 2025, brand-operated livestreams dominated the Top 50 TikTok Shops in the Philippines, accounting for over 90% of activity. Creator-led commerce remains limited. Leading brands like Infinix drive traffic through high-frequency, standardized self-hosted streams, reflecting a brand-centric, templated approach. Electronics, particularly Phones & Electronics, represent over 80% of both livestream count and GMV, indicating strong category dominance. Secondary growth areas include Jewelry and Food & Beverages. While Beauty sees fewer streams, its conversion remains promising, signaling future potential for diversified category expansion.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Brazil 🇧🇷
Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
1	Coalovers Week Brazil	Home Supplies	366	R$24.7k
2	Live | 04 de Junho Brazil	Beauty & Personal Care	406	R$23.5k
3	Live | 05 de Junho Brazil	Beauty & Personal Care	416	R$22.2k
4	Live | 06 de Junho Brazil	Beauty & Personal Care	345	R$21.8k
5	Dia dos Coalovers Brazil	Home Supplies	295	R$16.8k
6	6H de Promoções Bom... Brazil	Beauty & Personal Care	307	R$13.5k
7	Super Live Dubuy Brazil	Shoes	137	R$13.3k
8	JEANS IDEAL! Brazil	Womenswear & Underwear	273	R$11.9k
9	SUPER OFERTA 6/6 Brazil	Luggage & Bags	202	R$10.2k
10	Esquenta 6/6 • Mochila... Brazil	Luggage & Bags	118	R$8.5k
11	Bem Vindo a Live Brazil	Womenswear & Underwear	360	R$8.4k
12	Bem Vindo a Live Brazil	Womenswear & Underwear	264	R$7.4k
13	JAMI JAMI! TUDO COM... Brazil	Luggage & Bags	113	R$6.0k
14	Divorciado,levando as ... Brazil	Kitchenware	213	R$5.8k
15	Divorciado,levando as ... Brazil	Kitchenware	143	R$5.4k

Ranking Analysis

In H1 2025, Brazil's livestream e-commerce remained nascent but showed early signs of vertical growth. Over 90% of Top 50 GMV entries came from brand-operated streams, with creator-led efforts still limited. The market is merchant-driven, with most content produced in-house.

Beauty and personal care led in both sales and visibility, contributing nearly one-third of GMV. Home goods, kitchenware, and bags accounted for 20–30%, highlighting consumer interest in functional, price-sensitive categories.

Overall, Brazil is still building its livestream ecosystem, with beauty and general merchandise as early breakout sectors.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Spain

Livestream Ranking

TOP15

First half of 2025



Rank	Live	Category	Units Sold	Revenue
	Empaquetando pedido... Spain	Womenswear & Underwear	285	€4.4k
	Bienvenidos a Shasha h... Spain	Textiles & Soft Furnishings	132	€4.2k
	ÚLTIMO DÍA DE PROM... Spain	Womenswear & Underwear	211	€4.1k
4	Ventiladores y decoraci... Spain	Household Appliances	65	€3.9k
5	Empaquetando pedido... Spain	Womenswear & Underwear	183	€3.6k
6	OFERTAS!! Entra Spain	Womenswear & Underwear	150	€2.8k
7	directo live cajas mister... Spain	Phones & Electronics	69	€2.8k
8	Lanzamiento Sérum Cej... Spain	Beauty & Personal Care	142	€2.7k
9	Coca-cola 0,33€/Lata... Spain	Food & Beverages	119	€2.4k
10	Bienvenidos a Shasha h... Spain	Textiles & Soft Furnishings	70	€2.4k
11	Directo de Tarros Oficia... Spain	Food & Beverages	95	€2.3k
12	30% de descuento en t... Spain	Beauty & Personal Care	16	€2.2k
13	Bienvenidos a Shasha h... Spain	Textiles & Soft Furnishings	63	€2.1k
14	Bienvenidos a Shasha h... Spain	Textiles & Soft Furnishings	60	€2.0k
15	Bienvenidas reinas Spain	Womenswear & Underwear	181	€2.0k

Ranking Analysis

In H1 2025, over 80% of TikTok Spain's Top 50 livestream shops operated via brand-led streaming, while creator-led commerce emerged with nearly 20% share. GMV distribution showed broad category diversity—women's apparel & lingerie (30%), food & beverages (15%), and textiles & soft furnishings (20%) led the market. Brand shops dominated both in count and GMV, driven by frequent, multi-session streams. Meanwhile, niche resellers used high-frequency live selling to build traction. Overall, Spain's TikTok livestream commerce is evolving into a multi-category, content-rich ecosystem with increasing brand depth.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Mexico
Livestream Ranking

TOP15

First half of 2025

Rank	Live	Category	Units Sold	Revenue
1	1er MEGA LIVE Mexico	Health	585	MX$218.5k
2	Vico X Beauty Creation... Mexico	Beauty & Personal Care	374	MX$150.1k
3	Sorpresas Beyond Vita... Mexico	Health	463	MX$134.4k
4	Mega Live Beauty Creat... Mexico	Beauty & Personal Care	551	MX$109.5k
5	BEYOND la pijamada re... Mexico	Health	296	MX$105.0k
6	HIPER MEGA LIVE Mexico	Health	262	MX$101.1k
7	Bisquits tea ga o' clock Mexico	Health	307	MX$98.7k
8	Pijamada real MASIVA ... Mexico	Health	277	MX$93.1k
9	FINTI Mexico	Womenswear & Underwear	375	MX$78.9k
10	LIVE LUNES Mexico	Womenswear & Underwear	361	MX$76.2k
11	LIVE con ofertas! Mexico	Womenswear & Underwear	489	MX$75.8k
12	Welcome to my LIVE Mexico	Phones & Electronics	123	MX$68.2k
13	Sorpresas Beyond Vita... Mexico	Health	233	MX$67.9k
14	La desempacada real Mexico	Health	164	MX$65.5k
15	70% OFF y REGALOS Mexico	Beauty & Personal Care	520	MX$62.9k

Ranking Analysis

In H1 2025, TikTok Mexico's Top 50 livestream shops revealed a dual model: brand-led streams held a slight majority (70%), while creator-led streams accounted for 30%, signaling a growing content diversity. Beauty, health, and women's fashion led category performance. Beauty ranked highest in both GMV and shop count (30%+), while health slightly outpaced beauty in GMV (nearly 40%), marking it as a high-potential sector. Leading sellers—Valeria., FINTI, and SACE LADY MX—exemplified success through high-frequency, professional livestreams. Overall, the market is maturing toward focused categories and multi-tiered content strategies.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

FastMoss Interview

TikTok Shop U.S. Live Case Study: MaryRuth's Success in the Health Supplements Category

MaryRuth's

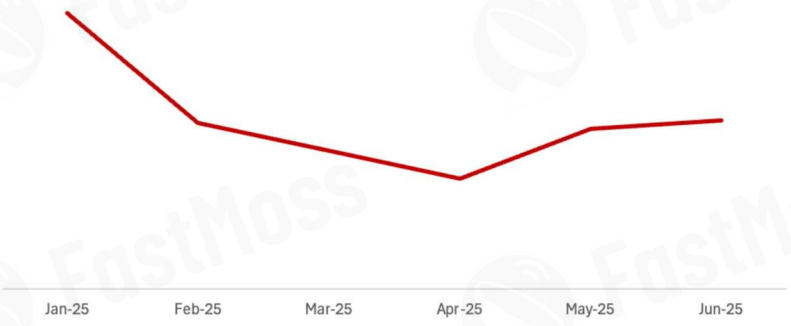
Region: U.S.

Category: Health

Data Overview (updated: 2025-06-23)

1.2m Total units sold	**$66.4m** Total GMV	**88.6k** Number of Shoppable LIVEs
94.7k Number of Shoppable Videos	**60.8k** Affiliates	

Performance Snapshot – H1 2025 (Units Sold)



FastMoss Interview

Top 3 Hero Products in H1 2025 (by Units Sold)



MaryRuth's Liquid Multivitamin + Hair Growth - Clinically Tested Lustriva for Thicker Hair in Women - Improve Facial Wrinkles - Vegan - 30 Fl Oz



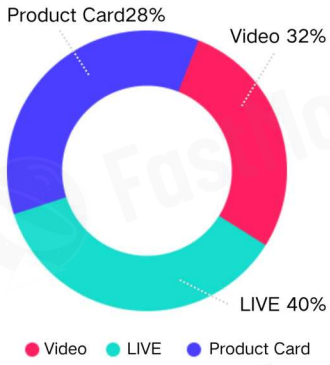
MaryRuth's Multivitamin + Hair Growth Gummies - With Lustriva - Formulated for Thicker Hair, Wrinkles, Fine Lines, Skin Care - Ages 18+ - 30 Servings



MaryRuth's Kids Liquid Morning Multivitamin - Multivitamin for Kids - Immune Support Supplement - Overall Health - Delicious - Vegan - 30-180 Servings

Key Data Highlights & Takeaways

Distribution channel in H1 2025



MaryRuth's: Long Livestreams Drive Sales, In-House GMV Shines

MaryRuth's has shown strong performance on TikTok Shop with nearly 90,000 livestreams, contributing to 40% of total sales. This highlights the power of high-frequency, long-format livestreaming in the health category.

Its GMV is split evenly between in-house and creator-led content, while product card sales make up around 20%, showcasing MaryRuth's edge in content control, pricing, and repeat conversions.

The brand's strategy—frequent, fast-paced, and deeply owned—offers a standout example of successful in-house livestreaming in TikTok Shop's supplement space.

FastMoss Interview

Building a Brand-Owned Livestream Studio: From Grassroots to Professional

Q: Building a Brand-Owned Livestream Studio: From Grassroots to Professional

A: With nearly 90,000 livestream sessions and strong performance in both GMV and sales, what led you to build an in-house livestream team instead of working with external agencies?
A: We're generally an internally focused company, and with livestreaming, we started very scrappily—literally having team members stream from their kitchens. While we did test agencies to extend our hours, we found that internal team members brought more passion and authenticity. That led us to bring livestreaming fully in-house. Now we go live 24/7, and we've invested in a professional setup with consistent messaging and a more structured format. It's been a great evolution.

Q: You mentioned that internal team members bring more passion. What's been the biggest challenge in building your live-selling operation in-house—talent, logistics, or content planning?

A: Honestly, the hardest part is just getting started. Many brands overthink it, waiting to build the perfect strategy or setup. We took a lean approach—offering $100 to anyone on the team willing to go live in their kitchen. Once you begin, consistency becomes the next challenge. For example, going live at the same time each week helps build audience loyalty. Another issue is inventory—when things go well, you can sell out quickly, so planning stock levels is critical.

FastMoss Interview

Q: How is your livestreaming team structured internally? Do you handle scripting, hosting, production, and logistics all in-house?

A: Yes, it's fully managed in-house. We have a livestream manager—Gabby—who oversees scheduling and manages a team of 8–9 rotating hosts. We provide them with product highlights and suggested talking points, but most of the stream is unscripted and conversational. It's a lot like Twitch—interactive and real-time. We encourage the hosts to engage with the audience directly, answer questions, and keep things authentic rather than overly polished.

Livestreaming vs. Short-Form Video: Strategy and Synergy

Q: What made you decide to invest in livestreaming on TikTok instead of focusing purely on short-form content or influencer seeding?

A: We still believe short-form video and product seeding are the core strategy. That's where most GMV comes from. Livestreaming is the cherry on top—it adds value, but it's not the foundation. If you're a new brand, going live for a few hours a week is enough. The real focus should be on getting your products into the hands of good creators and generating content. That's where the biggest wins happen.

Q: Based on your experience, how does livestreaming influence customer loyalty or LTV compared to other content types?

FastMoss Interview

A: It's hard to quantify precisely, but livestreaming helps build more touchpoints with consumers. Most people don't buy after seeing your product once—they need repeated exposure. Livestreams provide another moment of visibility alongside short-form videos or influencer content. That repeated interaction builds familiarity, trust, and eventually drives conversion. Even if it's not always trackable, it definitely contributes to higher engagement and intent.

Q: Any unexpected insights or results you've seen from running your own livestreams?

A: I was surprised by how interactive the audience is during live sessions. People ask questions constantly, tell us when they've purchased something—it's a level of real-time engagement you don't get with videos. It creates a dialogue, not just a broadcast. That back-and-forth connection makes livestreaming a really unique and powerful experience.

Connecting Online and Offline

Q: MaryRuth's is already well-known in both DTC and retail. How do you integrate online and offline channels?

A: We're very excited about TikTok Shop and believe platforms like TikTok and Meta have essentially become the new TV. What works best for us is aligning online efforts with offline activations. For example, when we receive high-visibility placements like endcaps at Whole Foods, we push harder on digital campaigns across TikTok or Meta. Marrying these efforts—leveraging retail visibility with digital amplification—has been the most effective way to drive in-store velocity and online sales.

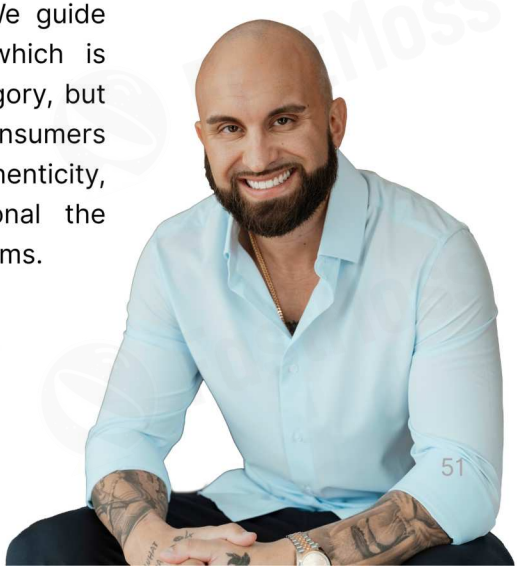
FastMoss Interview

Q: What role does TikTok Shop play within your broader distribution strategy?

A: It's hard to rank, because each sales channel plays a unique role. Retail is important for building credibility and convenience—people still pick up vitamins while grocery shopping. Amazon is powerful due to its scale and reputation. Our DTC site is where we focus on consumer education and loyalty, especially in a category like supplements where people often feel unsure. But TikTok is the most exciting because it serves as both a marketing and a sales channel—you're driving brand awareness and generating revenue at the same time. That's incredibly rare and valuable.

Q: How do you maintain brand consistency across your website and fast-paced platforms like TikTok?

A: TikTok is highly creator-driven, so we intentionally take a hands-off approach. We provide creators with key product selling points—like "great taste" or "promotes hair growth"—but let them deliver the message in their own voice. We guide them on staying compliant, which is crucial in the supplements category, but we avoid strict scripting. Consumers today are good at sensing authenticity, so the more real and personal the content feels, the better it performs.



Jay Hunter

MaryRuth's
CRO

FastMoss Interview

TikTok Shop Indonesia Live Case Study: Inside JIMS HONEY. How a Leading Indonesian Brand Succeeds on TikTok

JIMS HONEY

JIMS HONEY

Region: Indonesia

Category: Fashion & Accessories

Data Overview (updated: 2025-06-23)

651.9k Total units sold	**$4.67m** Total GMV	**14.8k** Number of Shoppable LIVEs
19.8k Number of Shoppable Videos	**9.8k** Affiliates	

Performance Snapshot – H1 2025 (Units Sold)



Units Sold

FastMoss Interview

Top 3 Hero Products in H1 2025 (by Units Sold)



[BEST DEAL, OWNER'S CHOICE] JIMS HONEY - Vivi Plus Backpack - Tas Ransel Wanita Kulit Tas Sekolah Mini minimurah kerja

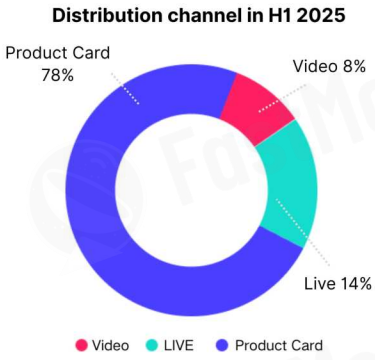


[BEST DEAL, OWNER'S CHOICE!!!] JIMS HONEY - Cassandra Wallet - Dompet Lanyard Wanita Dompet Kartu Kulit Uang card holder women



[BEST DEAL, OWNER'S CHOICE] JIMS HONEY - Sherly Mini Bag - Tas Selempang Wanita Cute Sling Bag Kulit local brand pocket muat hp korean style gantungan women 2025 handbag

Key Data Highlights & Takeaways



JIMS HONEY has demonstrated strong livestream conversion capabilities and exceptional content pacing on TikTok Indonesia. In the past 28 days, its official account hosted over 180 livestream sessions, averaging IDR 37 million in GMV per session, with each stream lasting more than 9 hours. The brand's livestream-driven GMV has exceeded IDR 1.3 billion, accounting for over 60% of its total GMV. This reflects a growth model built on high-frequency self-operated streaming and long-duration execution.

FastMoss Interview

In terms of sales structure, JIMS HONEY leverages its self-operated account to maintain consistent content output and strong fan retention. By running livestreams and short videos in parallel, the brand has driven sustained growth, surpassing 560,000 followers. This reflects its integrated strength in content planning, product selection, and performance pacing.

With its deep specialization in the accessories vertical, mastery of livestream communication, and strong product curation, JIMS HONEY has become a standout example of "content + commerce" integration on TikTok Indonesia. The brand's success provides a clear benchmark for livestream strategies in the fashion and accessories category.

A Brand That Truly Understands Its Consumers

Q: Could you briefly introduce the development journey of the JIMS HONEY brand?

A: JIMS HONEY was founded in 2014, initially operating through offline retail stores. In 2019, we launched our presence on the TikTok Shop (Indonesia) platform, and since then, we have been continuously growing and expanding our operations within the ecosystem.

Q: What types of products does JIMS HONEY primarily sell?

A: Our core product line focuses on women's fashion accessories. Our flagship products are handbags, but we also offer wallets, watches, shoes, and luggage. 90% of our collection is designed specifically for women, while the remaining 10% includes unisex items or products suited for a broader audience.

FastMoss Interview

Q: What was the main reason behind JIMS HONEY's transition from offline retail to TikTok Shop?

A: The main reason we shifted to TikTok Shop was capital efficiency. Opening a physical store requires significant investment—including operational costs, staffing, and infrastructure. Running a brick-and-mortar store demands perfection, which can be extremely resource-intensive. By moving online, we're able to reach customers in remote cities where JIMS HONEY doesn't have an official retail presence. TikTok has also provided us with strong support, including subsidies and exposure boosts, which have helped accelerate our sales growth. Beyond that, we also wanted to introduce and promote our local Indonesian brand to a wider audience and help it gain broader recognition across the country.

Q: How does JIMS HONEY promote its products on TikTok Shop? You've posted 186 videos in the past 28 days, with a 2.05% engagement rate. Do you rely on daily uploads, or is there another strategy?

A: We combine soft and hard selling in our content. Our goal is to add entertainment value so viewers stay engaged. We also focus on trending videos, as they drive a large portion of our views, likes, shares, and cart clicks. Our content is designed not just to persuade—but to convert. The key to boosting sales is content quality. We upload 10 to 15 videos per day to increase the chance of landing on the For You Page (FYP). Sometimes, TikTok runs campaigns encouraging us to post more in exchange for platform incentives.

Q: JIMS HONEY's livestream sales reached IDR 37 million in the past 28 days. How do you plan and structure your livestream sessions?

FastMoss Interview

A: We run 24/7 livestreams across all e-commerce platforms. To build engaging sessions, we select hosts who can both sell and entertain. We also focus on a clean, visually appealing setup and effective product presentation to ensure a positive viewing experience and maintain high livestream quality.

Q: Between livestreams and TikTok videos, which contributes more to your GMV?

A: Livestreams and TikTok videos contribute equally to our GMV. Some products perform better in livestreams, while others sell more through videos. We always aim to maximize both, since we can't predict whether a customer will convert from a livestream or a video.

Q: As a FastMoss client, which feature do you use most often—and why?

A: We use the creator search feature most often. It helps us find the right influencers to collaborate with and promote our products.

Q: In your view, how are TikTok Shop consumers different from those on other e-commerce platforms?

A: The main difference lies in consumer demographics. TikTok users tend to be younger—mostly between 18 to 25 years old—while on other e-commerce platforms, our customers are typically 40 and above. We adjust our product offerings accordingly to suit each platform's audience.

FastMoss Interview

Q: What kind of innovations can we expect from JIMS HONEY in the coming year?

A: We're currently focused on expanding third-party partnerships—including collaborations with other brands, influencers, and creators. We're also working closely with data analytics platforms like FastMoss, as we believe access to accurate data is essential for building effective marketing strategies.



Jessica Isabella

JIMS HONEY CEO

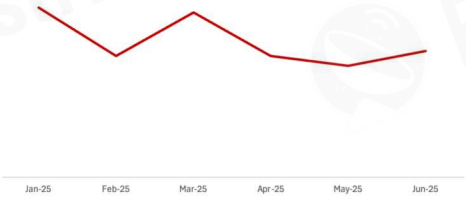
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TikTok Shop H1 2025

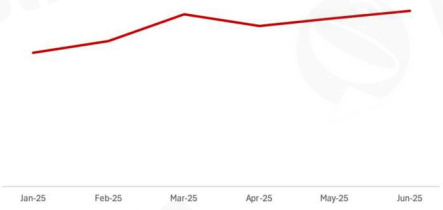
Product Performance & Sales Rankings

TikTok Shop U.S.: Broader Consumer Scenarios Drive Faster Discovery-to-Purchase

According to FastMoss data, TikTok Shop U.S. maintained steady fluctuations in overall product sales during the first half of 2025. As the number of active SKUs continued to grow, the platform saw expansion on both the supply and demand sides, reflecting the resilience and vitality of the U.S. content-commerce ecosystem.



Category-Level Sales Baseline: TikTok Shop U.S., H1 2025



Baseline of Active Listings: TikTok Shop U.S., Jan–Jun 2025

From a category perspective, Beauty & Personal Care remains the top-selling segment, highlighting TikTok users' sustained enthusiasm for the beauty economy and rapid discovery-to-conversion model.

This trend also aligns with the U.S. social culture's strong emphasis on self-expression and personal image management, enabling subcategories like makeup, skincare, and body care to achieve exceptionally high conversion rates through content-driven promotion.

Closely following is the Women's Apparel & Intimates category, reflecting the high engagement of female consumers on TikTok Shop. In addition, Fashion Accessories, Mobile & Electronics, and Health & Wellness categories have shown steady performance.

Notably, Health & Wellness products are increasingly penetrating mainstream consumer groups through content-driven strategies, combining functional product education with influencer-led in-depth reviews—successfully opening up space for discussion and conversion around healthy living on TikTok.

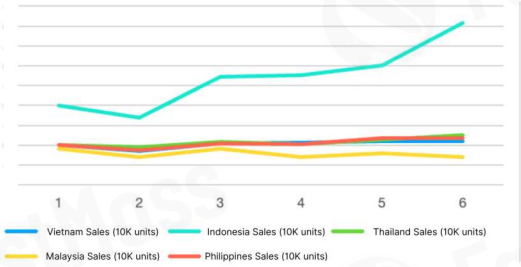


Overall, TikTok Shop's U.S. ecosystem in the first half of 2025 demonstrated a **"beauty-led, multi-category resonance"** trend. While maintaining dominance in its traditional core categories, the platform has steadily expanded into women's fashion and lifestyle content, further validating its strong potential to become the primary content-commerce hub in the North American market.

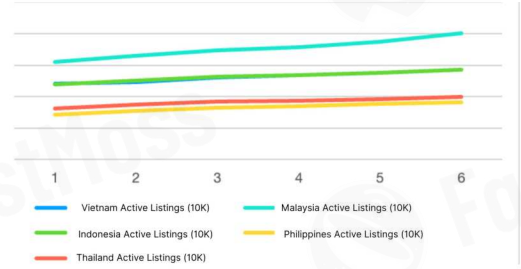
Southeast Asia Emerges as TikTok Shop's Most Vibrant Growth Engine, with Sales Rising Across Five Core Markets

According to FastMoss data, TikTok Shop in Southeast Asia maintained high and stable sales volume across five core markets in the first half of 2025. Both product supply and consumer purchase activity continued to grow in parallel, reflecting the resilience and strong growth potential of the region's content-driven e-commerce ecosystem.

From a regional sales perspective, Indonesia leads by a wide margin, reaffirming its position as a powerhouse in Southeast Asia's content-driven commerce landscape. This dominance stems not only from the vibrancy of its creator ecosystem and the strong product discovery mindset among users, but also from underlying cultural factors such as a young demographic profile and high mobile internet penetration.



Southeast Asia GMV Baseline | TikTok Shop (H1 2025)



Southeast Asia Active Listings Baseline | TikTok Shop (H1 2025)

Following Indonesia, the Philippines, Vietnam, Thailand, and Malaysia maintained steady overall sales performance in H1 2025. User acceptance of content-driven shopping in the Philippines and Vietnam continues to rise, with increasingly seamless loops between content and conversion. Frequent promotions and consistent creator output have helped stabilize monthly order volumes at around 10 million. While Thailand and Malaysia have slightly smaller market sizes, both demonstrate strong momentum in localized content operations and investments in brand-led livestreaming, contributing to a solid baseline of merchandise transactions.

Meanwhile, active product listings (supply side) continue to trend upward—particularly in Indonesia, Vietnam, and Malaysia—driven by stronger merchant onboarding and faster product rollouts.

This signals a shift from the initial growth phase into a stage of deeper operational maturity, as seller confidence in the platform strengthens.

Overall, TikTok Shop in Southeast Asia is entering a virtuous cycle of **"content-driven demand activation" and "supply-side expansion."**

The creator ecosystem and localized content strategies are efficiently unlocking consumer potential, while increased seller participation accelerates product-content alignment—**driving the region's content-commerce infrastructure toward greater scale and stability.**

TikTok Shop Accelerates Localization Across Europe: UK Leads, While Germany, France, and Italy Gain Momentum

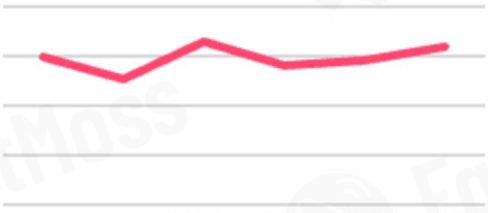
According to FastMoss data, TikTok Shop's European market demonstrated a phased rollout strategy in the first half of 2025, expanding from initial test points to broader coverage. The UK, as the launch market, established a preliminary transactional foundation, while Germany, France, and Italy officially launched in May and remain in the early development stage.

From a sales perspective, the UK was the only market operating throughout the entire six-month period, maintaining a steady sales rhythm since January.

In late February 2025, TikTok Shop UK officially opened the cross-border POP (Platform Operated Partner) program to self-operated sellers, attracting capable Chinese merchants with existing local infrastructure.

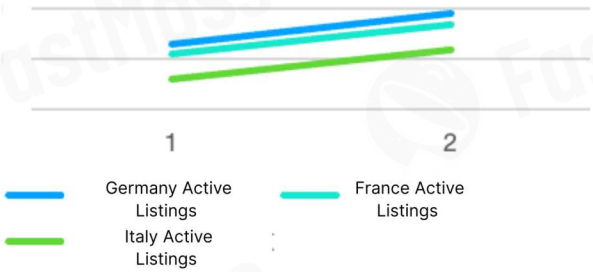
At the same time, the number of active listings in the UK increased consistently since January, reflecting sustained growth on the supply side.

The introduction of the POP program not only enhanced product variety but also improved the efficiency of content-to-product matching, further strengthening TikTok Shop's positioning as a trusted e-commerce platform in the UK.



UK Baseline Sales Volume | TikTok Shop (H1 2025)

In contrast, Germany, France, and Italy only officially launched their TikTok Shop marketplaces in May 2025. These markets are still in the early stages of user education and content incubation. As of June, initial signs of sales conversion have emerged; however, the number of active listings remains relatively limited, indicating that a foundational ecosystem has yet to be fully established.



Baseline of Active Listings: Germany, France, and Italy | TikTok Shop (H1 2025)

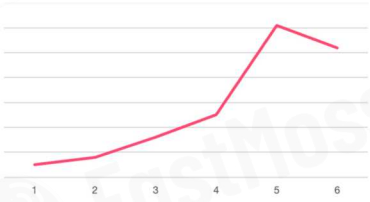
Notably, both Germany and France place a high premium on brand credibility and product quality in traditional e-commerce. Establishing strong trust between content and product will be critical to unlocking future growth in these markets. Italy, on the other hand, holds a natural advantage in visually driven categories such as beauty and fashion, potentially positioning itself for differentiated breakthroughs in content-driven commerce.

Overall, the UK has emerged as TikTok Shop's testbed for content-commerce integration in Europe, providing a blueprint for growth and operational strategy across the region. **The launch of Germany, France, and Italy marks a broader rollout of TikTok Shop's European roadmap. As creator ecosystems, brand partnerships, and platform-level support continue to scale, a localized, content-driven commerce ecosystem tailored to Europe's diverse consumer cultures is steadily taking shape.**

TikTok Shop Drives Diversified E-Commerce Expansion Across Spanish-Speaking Markets

According to FastMoss data, the first half of 2025 marked an accelerated entry phase for TikTok Shop in Spanish-speaking countries. While each market reflects distinct timelines and stages of development, the overall trend demonstrates synchronized expansion on both the supply and demand sides, alongside the rapid integration of content-driven commerce.

Spain, having launched in December 2024 as one of TikTok Shop's first European markets, has since established a foundational content commerce ecosystem. The supply side shows a steady upward trend in active listings, while sales volumes have climbed in parallel. This trajectory highlights the effective localization of Spanish content consumption culture on TikTok, with fashion, beauty, and lifestyle categories emerging as key drivers of conversion.



TikTok Shop Spain Sales Overview (Jan–Jun 2025)



TikTok Shop Spain Active Listings Overview (Jan–Jun 2025)

Since its official launch in February 2025, the Mexican market has demonstrated rapid growth and strong transactional potential. This momentum is driven by the high receptiveness and engagement of Mexico's young population with short-form video content, as well as the proactive participation of local merchants in the TikTok ecosystem.

Brazil, which entered operations in May, has also shown an impressive growth trajectory despite its later start. The country's strong cultural affinity for visual storytelling and social interaction is accelerating the adoption of content-driven commerce.

Overall, TikTok Shop's product ecosystem across Spanish-speaking markets is on the brink of an inflection point. By leveraging content as a catalyst to activate both supply and demand, the platform is deploying adaptable go-to-market strategies across varying market rhythms—solidifying confidence in content-commerce as a scalable model for Latin America and Spanish-speaking Europe.

TikTok U.S. Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	Cata-Kor NAD+ Advan... United States	Health	266.3k	$10.8m
	[medicube Official] Aff... United States	Beauty & Personal Care	112.8k	$10.2m
	Wavytalk Blowout Boo... United States	Beauty & Personal Care	273.4k	$9.6m
4	Ultimate Men's Health ... United States	Health	238.9k	$9.2m
5	Physician's Choice Hack... United States	Health	214.0k	$7.7m
6	Akunbem Bikini Trimm... United States	Beauty & Personal Care	390.0k	$7.1m
7	Nello Supercalm – Cal... United States	Health	182.5k	$6.6m
8	3 Bottles of Goli Ashwa... United States	Health	189.7k	$6.5m
9	URO Women's Probioti... United States	Health	268.0k	$6.3m
10	EVIL GOODS! Whipped ... United States	Beauty & Personal Care	195.7k	$6.2m
11	CAKES circles - The vira... United States	Womenswear & Underwear	218.3k	$6.1m
12	ACBreakz Divisional Br... United States	Collectibles	10.3k	$5.8m
13	Vital Source Feminine B... United States	Health	194.7k	$5.6m
14	[Dr.Melaxin Official] Pe... United States	Beauty & Personal Care	132.4k	$5.5m
15	SHAPSHE Waist Shape... United States	Womenswear & Underwear	121.3k	$5.5m

Ranking Analysis

In the first half of 2025, health supplements emerged as the top-performing category on the TikTok Shop U.S. Top 50 Bestselling Products list, surpassing beauty and personal care for the first time to lead in both GMV and units sold. This shift highlights users' growing focus on health-related products and strong purchase intent in the category. Health products accounted for 42% of the Top 50 items, generating over 45% of the total GMV and contributing to 41% of total sales—securing their position as the leading category and a powerful engine of content-driven commerce on the platform.

Beauty and personal care followed closely, making up 30% of listed products and GMV, with an impressive 35% share of total units sold.

Womenswear and underwear captured a solid 10% share of the list, reflecting the steady presence of everyday essentials.

At the individual product level, Cata-Kor NAD+ Advanced led the chart with approximately $9.6 million GMV and 230,000 units sold, thanks to its compelling positioning around anti-aging, energy support, and cognitive enhancement. Close behind was the beauty category standout, the [medicube Official] Affordable Glass Glow Skincare Set, which leveraged bundled value and hero SKUs to drive over $9.4 million in GMV and more than 100,000 units sold—solidifying its place as one of the most successful beauty products on the platform.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok U.K.
Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
1	RELA RELA Women's Vi... United Kingdom	Womenswear & Underwear	108.5k	£2.6m
2	Teeth Whitening Strips,... United Kingdom	Beauty & Personal Care	195.7k	£2.2m
3	KatchMe Women's Cas... United Kingdom	Womenswear & Underwear	80.0k	£2.0m
4	120x Luxury Evo Toilet ... United Kingdom	Home Supplies	69.1k	£1.6m
5	Yass Clean Sumptuous ... United Kingdom	Home Supplies	73.3k	£1.4m
6	Vitamin D3 4000iu + K2 United Kingdom	Health	279.0k	£1.4m
7	P.Louise Bad B*tch Ener... United Kingdom	Beauty & Personal Care	82.5k	£1.4m
8	Apple Cider Vinegar Gu... United Kingdom	Health	155.2k	£1.2m
9	Nyla EDP Perfume Ara... United Kingdom	Beauty & Personal Care	50.4k	£1.2m
10	DRDENT Teeth Whiteni... United Kingdom	Beauty & Personal Care	115.7k	£1.1m
11	Magcubic Portable Proj... United Kingdom	Phones & Electronics	32.7k	£1.1m
12	[HouseOfTrendz] VIRA... United Kingdom	Womenswear & Underwear	47.5k	£1.1m
13	Viral Dubai Chocolate 2... United Kingdom	Food & Beverages	83.1k	£1.1m
14	P.Louise Baby Bad B En... United Kingdom	Beauty & Personal Care	79.5k	£1.0m
15	Wonderskin WONDER ... United Kingdom	Beauty & Personal Care	70.1k	£1.0m

Ranking Analysis

In H1 2025, TikTok Shop UK's Top 50 bestselling products showcased a "three-pillar" structure: Health, Beauty & Personal Care, and Women's Fashion & Lingerie together claimed over 70% of listings. Health led in GMV share (26%), driven by supplements like vitamins and probiotics with high repurchase potential and content adaptability. Beauty followed with 26% of products and strong conversion via tutorials and reviews. Women's fashion ranked third, powered by try-on and styling content. Overall, TikTok Shop UK reflects a mature, content-driven ecosystem balancing emotional appeal with rational purchasing.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Germany

Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	Digital Camera, FHD 10... Germany	Phones & Electronics	25.1k	€417.6k
	LASHCOCAINE PLUS W... Germany	Beauty & Personal Care	16.1k	€397.1k
	Niklok - 180 ° tragbare... Germany	Phones & Electronics	7.0k	€366.8k
4	Lattafa Parfum Eclaire ... Germany	Beauty & Personal Care	11.3k	€325.8k
5	More Protein Iced Coff... Germany	Health	11.8k	€307.5k
6	4K Video Recording Di... Germany	Phones & Electronics	7.7k	€295.3k
7	[Europäisches Lager] Tr... Germany	Phones & Electronics	5.4k	€284.7k
8	Lattafa Khamrah 100ml Germany	Beauty & Personal Care	9.2k	€269.7k
9	Bio Moringa Kapseln I ... Germany	Health	13.6k	€266.1k
10	Portable Handheld Ga... Germany	Phones & Electronics	3.3k	€164.2k
11	LASHCOCAINE + LASH... Germany	Beauty & Personal Care	4.3k	€146.7k
12	Lattafa Eclaire 100ml Germany	Beauty & Personal Care	4.9k	€141.4k
13	Retro Handheld Game ... Germany	Phones & Electronics	4.8k	€130.6k
14	Swiss Arabian Shaghaf ... Germany	Beauty & Personal Care	3.0k	€126.0k
15	DRDENT Professional Z... Germany	Beauty & Personal Care	12.3k	€120.7k

Ranking Analysis

In H1 2025, TikTok Shop Germany's Top 50 bestselling products were dominated by 3C electronics, beauty & personal care, and health-related items—highlighting local preferences for efficiency tools, image management, and functional consumption. "Mobile & Electronics" led GMV at 31%, driven by practical, cost-effective products like earphones and tripods amplified through reviews and unboxing content. Beauty and health categories each contributed 15% of GMV, featuring visually engaging, lower-priced items like lipsticks and supplements. Overall, Germany's TikTok commerce skews functional, with growing synergy between content formats and product design.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Mexico

Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	Wavytalk Cepillo Térmi... Mexico	Beauty & Personal Care	17.5k	MX$15.4m
	Sace Lady Base De Maq... Mexico	Beauty & Personal Care	75.4k	MX$12.8m
	[X] QUARXERY Gel Ex... Mexico	Beauty & Personal Care	43.7k	MX$10.4m
4	Wavytalk Cepillo alisad... Mexico	Beauty & Personal Care	8.3k	MX$7.1m
5	[MEOKY] Taza térmic... Mexico	Kitchenware	24.0k	MX$6.7m
6	Zesty Nutrition Limpiez... Mexico	Health	18.4k	MX$6.0m
7	WindBoss Combo Mult... Mexico	Health	14.5k	MX$5.9m
8	[AB] QUARXERY Gel E... Mexico	Beauty & Personal Care	21.1k	MX$5.2m
9	Auriculares inalámbrico... Mexico	Phones & Electronics	38.1k	MX$5.0m
10	WEUD Crema hidratant... Mexico	Beauty & Personal Care	21.5k	MX$5.0m
11	MINISO X15 Pro Auricu... Mexico	Phones & Electronics	16.6k	MX$4.5m
12	[Enhanced Potency] R... Mexico	Health	11.1k	MX$4.5m
13	Gummy Life - Gomitas ... Mexico	Health	21.6k	MX$4.2m
14	MAGNESIO COMPLEX |... Mexico	Health	20.6k	MX$3.9m
15	[V]Sace Lady Base De ... Mexico	Beauty & Personal Care	20.0k	MX$3.7m

Ranking Analysis

In H1 2025, TikTok Shop Italy's Top 50 product rankings revealed a strong category focus, with beauty & personal care dominating GMV and sales. This segment alone accounted for 71% of top items, 34% of GMV, and 23% of sales—driven by visually appealing and emotionally resonant products like perfumes and skincare. Mobile electronics (12% GMV) and food & beverages (7% GMV) followed, highlighting interest in functional tools and lifestyle upgrades. Overall, Italy's TikTok commerce reflects a blend of personal expression, utility, and quality living—anchored by a content-optimized beauty category.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok France

Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	【NEEWER】CM28 Micr... France	Phones & Electronics	6.6k	€608.9k
	Niklok - projecteur Por... France	Phones & Electronics	8.4k	€429.9k
	360-Rotatable Selfie Sti... France	Phones & Electronics	17.4k	€360.2k
4	Smartphone DOOGEE ... France	Phones & Electronics	2.8k	€222.3k
5	Women's Solid High W... France	Sports & Outdoor	9.7k	€219.2k
6	Turmeric Skin Care Kit, ... France	Beauty & Personal Care	16.7k	€142.7k
7	Fashion and Trends 24 l... France	Fashion Accessories	4.1k	€125.1k
8	Portable Handheld Ga... France	Phones & Electronics	4.7k	€120.6k
9	Men's Classic Styles Lac... France	Shoes	6.1k	€118.0k
10	【Plus Size】 Floral Prin... France	Womenswear & Underwear	7.0k	€111.8k
11	Magnetic Designer Con... France	Toys & Hobbies	15.6k	€107.7k
12	7 Inch Android 12 Tabl... France	Phones & Electronics	3.4k	€81.0k
13	Service à vaisselle 12 pi... France	Kitchenware	3.1k	€79.9k
14	FHD 1080P Digital Cam... France	Phones & Electronics	3.9k	€79.6k
15	Gummies Anti-Stress a... France	Health	4.2k	€79.4k

Ranking Analysis

In H1 2025, TikTok Shop France's Top 50 bestselling products centered on 3C electronics, beauty & personal care, and fashion. "Mobile & Electronics" led with 47% GMV and 28% of sales, driven by high-conversion content like product demos. Beauty followed at 26% GMV, leveraging strong user affinity and visual content formats such as swatches and reviews. Women's fashion ranked third (9% GMV), supported by diverse, mid-priced styling content. Overall, France's TikTok commerce ecosystem is shaped by visually engaging, utility-driven products, forming a content-to-conversion model with growing category consolidation.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Indonesia
Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	【NOT FOR SALE】NPU... Indonesia	Beauty & Personal Care	214.4k	Rp213,6 M
	POCO X7 Pro 5G	Dime... Indonesia	Phones & Electronics	24.2k	Rp105,7 M
	[FREE GIFT DHA Collag... Indonesia	Food & Beverages	92.0k	Rp83,7 M
4	[Special Promo] Glad2... Indonesia	Beauty & Personal Care	328.5k	Rp66,9 M
5	【NOT FOR SALE】NPU... Indonesia	Beauty & Personal Care	64.3k	Rp64,2 M
6	MAYBELLINE Superstay... Indonesia	Beauty & Personal Care	507.2k	Rp47,4 M
7	【Giveaway】Glad2glo... Indonesia	Beauty & Personal Care	47.0k	Rp47,0 M
8	[PILIHAN RICIS] METO... Indonesia	Beauty & Personal Care	1.7m	Rp46,1 M
9	【NOT FOR SALE】NPU... Indonesia	Beauty & Personal Care	45.2k	Rp45,1 M
10	Infinix Hot 50 8/128GB... Indonesia	Phones & Electronics	27.5k	Rp44,6 M
11	[NOT FOR SALE] Mayb... Indonesia	Beauty & Personal Care	83.3k	Rp41,6 M
12	POCO C75 (6/128GB) (... Indonesia	Phones & Electronics	31.7k	Rp40,2 M
13	[Ready Stock] Glad2Glo... Indonesia	Beauty & Personal Care	159.9k	Rp38,6 M
14	Noera Whitening Boost... Indonesia	Beauty & Personal Care	205.3k	Rp36,5 M
15	[FREE GIFT DHA Collag... Indonesia	Health	63.3k	Rp35,9 M

Ranking Analysis

In H1 2025, TikTok Shop Indonesia's Top 50 product rankings revealed a highly concentrated structure, with beauty & personal care, electronics, and health dominating over 70% of GMV. Beauty led with 54% GMV and 60% of sales, fueled by affordable skincare and makeup optimized for TikTok's visual-first content model. Electronics followed at 18% GMV, reflecting rising demand for practical, value-driven tech. Health ranked third (5% GMV), driven by daily supplements. Overall, Indonesia's TikTok commerce is shaped by visual impact, price sensitivity, and strong beauty-led conversion, supported by deepening content-driven user education.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss

TikTok Thailand
Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	SOLOMON ที่นอนสปริงอั... Thailand	Furniture	57.4k	฿173.4m
	(คุปองส่งฟรี 6.6!!!) X5 ... Thailand	Beauty & Personal Care	17.9k	฿158.9m
	พร้อมส่ง!! WINDSCENT ... Thailand	Beauty & Personal Care	77.7k	฿156.8m
4	ผลิตภัณฑ์เสริมอาหาร Wo... Thailand	Health	393.8k	฿130.1m
5	iPhone 13 128GB สีดำ สี... Thailand	Phones & Electronics	6.1k	฿117.8m
6	(1 แถม 1) บีลีฟ ไลโปโซ... Thailand	Health	392.0k	฿105.7m
7	[ไม่รวมติดตั้ง] TCL New E... Thailand	Household Appliances	8.6k	฿84.2m
8	[C] เซรั่มบำรุงผิวหน้า เรติ... Thailand	Beauty & Personal Care	257.4k	฿77.6m
9	กระเป๋าหิ้วคู่ KIM ใช้คุ้ม ใ... Thailand	Home Supplies	416.9k	฿74.3m
10	พริทแม็กซ์สปาเคลือบแก้ว ... Thailand	Beauty & Personal Care	304.9k	฿73.6m
11	A9 PRO หูฟังอัจฉริยะ (3 ... Thailand	Phones & Electronics	138.0k	฿69.7m
12	(3แถมพริก5)(หุหราแมสต... Thailand	Food & Beverages	339.9k	฿68.8m
13	(5 กระเป๋า)Sipiao คุณภา... Thailand	Home Supplies	518.4k	฿66.8m
14	โปรคู่ แดง+ส้ม วิตามินผิว... Thailand	Health	321.4k	฿64.1m
15	[1แถม1] กลูต้าเม็ดดำ ก... Thailand	Health	265.4k	฿63.3m

Ranking Analysis

In H1 2025, TikTok Shop Thailand's Top 50 products centered on beauty & personal care, health, and electronics—blending emotional appeal with functional efficiency. Beauty led with 24% GMV and 26% sales, driven by highly visual, conversion-ready content. Health followed with 18% GMV and 22% sales, focused on functional supplements and wellness foods. Electronics ranked third (13% GMV), led by audio gear and lifestyle gadgets amplified through reviews and unboxings. Overall, Thailand's market shows a stable, content-driven commerce model, with strong synergy between visual storytelling and clear purchase intent.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss

TikTok Malaysia Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	[[Effective 1st Feb 2025... Malaysia	Fashion Accessories	55.7k	RM19.3m
	FREE GIFT BAJU BATIK ... Malaysia	Menswear & Underwear	41.9k	RM14.3m
	BIYODE L-Glutathione ... Malaysia	Health	452.8k	RM11.0m
4	sekmung sombal Malaysia	Food & Beverages	9.5k	RM10.0m
5	Infinity Probiotic Plus (... Malaysia	Health	143.0k	RM9.7m
6	PerySmith Spot Cleane... Malaysia	Household Appliances	36.7k	RM9.1m
7	GOOJODOQ 4000mAh ... Malaysia	Phones & Electronics	130.2k	RM8.6m
8	[No Burns Guarantee] ... Malaysia	Household Appliances	60.9k	RM7.5m
9	Jisulife,Kapasiti 5000m... Malaysia	Household Appliances	45.4k	RM6.9m
10	[LIVE ONLY] CHAZS LO... Malaysia	Menswear & Underwear	66.3k	RM6.8m
11	(NEW) 2 IN 1 CUBREMI... Malaysia	Beauty & Personal Care	162.7k	RM6.7m
12	ANAS Lip Set 6 in 1 Mi... Malaysia	Beauty & Personal Care	202.1k	RM6.7m
13	Jisulife,Kipas Mudah Al... Malaysia	Household Appliances	26.1k	RM6.5m
14	DESSINI ITALY Granite ... Malaysia	Kitchenware	44.3k	RM6.0m
15	JERUK MANGGA PAPA ... Malaysia	Food & Beverages	32.5k	RM5.9m

Ranking Analysis

In H1 2025, TikTok Shop Malaysia's Top 50 products were led by beauty & personal care, health, and home appliances—reflecting a function-first structure enhanced by strong content compatibility. Beauty topped the list with 30% GMV and 41% of sales, driven by high-frequency, mid-priced skincare and makeup optimized for TikTok's "show–try–buy" flow. Health ranked second (13% GMV), with supplements and wellness drinks favored for quick decisions and high repeat rates. Home appliances followed at 11% GMV, with kitchen and grooming tools aligned to daily scenarios. Practical value paired with visual appeal defines Malaysia's content-commerce model.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Vietnam
Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	HQAi - Tai nghe nhét ta... Vietnam	Phones & Electronics	573.1k	125,8Tiđ
	(ĐA KHO) COMBO 6 bị... Vietnam	Home Supplies	593.5k	108,4Tiđ
	COMBO 10 bịch khăn g... Vietnam	Home Supplies	643.9k	91,2Tiđ
4	(COMBO TẶNG 3 MÓC ... Vietnam	Home Supplies	464.1k	85,6Tiđ
5	(QUÀ TẶNG KHÔNG B... Vietnam	Home Supplies	339.4k	84,9Tiđ
6	LẮC XOẮN thiết kế đơn ... Vietnam	Fashion Accessories	47.2k	57,6Tiđ
7	(100k/6 hộp)-Lông Mi ... Vietnam	Beauty & Personal Care	1.6m	57,5Tiđ
8	[Tặng bọt vệ sinh Nam ... Vietnam	Health	361.8k	48,7Tiđ
9	1 Bông Dặm Phấn Tran... Vietnam	Beauty & Personal Care	481.1k	47,6Tiđ
10	Quạt Cầm Tay JISULIFE,... Vietnam	Household Appliances	34.0k	47,3Tiđ
11	Bộ Chăn Ga Gối Lụa Thà... Vietnam	Textiles & Soft Furnishings	126.7k	46,6Tiđ
12	Son Môi Tình Yêu Giới ... Vietnam	Beauty & Personal Care	44.3k	44,3Tiđ
13	1PC 49.000đ SHEEurek... Vietnam	Beauty & Personal Care	477.6k	42,3Tiđ
14	[Hàng Du Mục] Táo Đỏ ... Vietnam	Food & Beverages	173.7k	39,6Tiđ
15	Tai nghe ngủ X55 [2 Qu... Vietnam	Phones & Electronics	327.6k	38,5Tiđ

Ranking Analysis

In H1 2025, TikTok Shop Vietnam's Top 50 products showed a highly concentrated structure, with beauty & personal care and electronics contributing over 80% of GMV. Beauty led at 40% GMV and 47% sales, reflecting strong demand for skincare, fragrance, and body care tied to ingredient-conscious and appearance-driven preferences. Electronics followed at 30% GMV, driven by phone accessories, audio gear, and creator tools popularized through review-driven, scenario-based content. Health ranked third at 4% GMV. Overall, Vietnam's TikTok commerce is shaped by visually impactful, high-efficacy products within a "content + context + expert insight" conversion model.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Philippines
Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	[GWP NOT FOR SALE] ... Philippines	Beauty & Personal Care	47.0k	₱187.2m
	Hikari UltraFresh Sunsc... Philippines	Beauty & Personal Care	1.0m	₱160.5m
	Perfume for men and ... Philippines	Beauty & Personal Care	19.2k	₱139.9m
4	BUY 1 TAKE 1 Organic ... Philippines	Beauty & Personal Care	496.1k	₱135.1m
5	Denim Fashion Unisex ... Philippines	Womenswear & Underwear	436.6k	₱123.2m
6	HQAi X55 Sleeping Ear... Philippines	Phones & Electronics	483.2k	₱118.6m
7	Bewell-C Wet wipes (N... Philippines	Home Supplies	394.5k	₱118.3m
8	realme Note 60x [3GB+... Philippines	Phones & Electronics	30.9k	₱116.7m
9	COD DreaMe 8.1 inch H... Philippines	Furniture	23.7k	₱115.2m
10	Infinix Smart 9, 128GB... Philippines	Phones & Electronics	25.8k	₱105.9m
11	Poomsoft 5 Packs x 10... Philippines	Baby & Maternity	616.7k	₱102.2m
12	[Livestream] POSE Cl... Philippines	Shoes	177.5k	₱102.2m
13	50PCS diaper tape diap... Philippines	Baby & Maternity	593.7k	₱100.5m
14	Dermorepubliq 5% Nia... Philippines	Beauty & Personal Care	531.9k	₱96.0m
15	[BUY 1 TAKE 1] [QUI... Philippines	Baby & Maternity	164.9k	₱91.3m

Ranking Analysis

In H1 2025, TikTok Shop Philippines' Top 50 products were dominated by beauty & personal care, electronics, and mother & baby categories—reflecting a blend of high-frequency needs and functional content appeal. Beauty led with 29% GMV and 39% of sales, driven by skincare, makeup, and fragrance showcased through before-after demos and application visuals. Electronics followed at 16% GMV, boosted by unboxing and review content. Mother & baby ranked third (11% GMV), gaining trust through parenting tips and practical use cases. The market is shaped by a "beauty-led + utility-driven + family-centered" content-commerce model.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Brazil 🇧🇷
Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	Stick Pele Multifuncion... Brazil	Beauty & Personal Care	16.4k	R$1.2m
	kit Coala Home Chá Bra... Brazil	Home Supplies	15.2k	R$1.1m
	Copo térmico de aço in... Brazil	Kitchenware	8.1k	R$937.9k
4	Projetor Wi-fi lançame... Brazil	Home Improvement	3.0k	R$571.6k
5	Melatonina em Gummy... Brazil	Health	10.2k	R$539.4k
6	Máscara para Cílios Pre... Brazil	Beauty & Personal Care	9.0k	R$442.3k
7	Parafusadeira Furadeir... Brazil	Tools & Hardware	2.5k	R$344.2k
8	Escova 9 Em 1 Recarreg... Brazil	Home Supplies	5.6k	R$329.7k
9	MODUS Garrafa Térmic... Brazil	Kitchenware	3.0k	R$318.2k
10	Kit Cronograma Capilar... Brazil	Beauty & Personal Care	6.4k	R$318.2k
11	Copo Térmico Inox Port... Brazil	Kitchenware	5.1k	R$309.4k
12	GLOSS FRAN BY FRANC... Brazil	Beauty & Personal Care	4.2k	R$289.5k
13	HIDRATANTE CALMIN... Brazil	Beauty & Personal Care	5.7k	R$286.1k
14	Escova Secadora Alisad... Brazil	Beauty & Personal Care	5.2k	R$263.2k
15	Escova De Limpeza Aju... Brazil	Home Supplies	3.6k	R$255.3k

Ranking Analysis

In H1 2025, TikTok Shop Brazil's Top 50 products were dominated by Beauty & Personal Care (60%), Health (20%), and Fashion & Intimates (10%).

Beauty & Personal Care led in both GMV (33%) and sales volume (36%), driven by visually engaging content like swatches, unboxings, and comparisons.

Health products contributed 21% of GMV and 19% of sales, reflecting high repurchase rates and strong user stickiness.Fashion & Intimates, though only 10% of product count, generated 16% of GMV and 14% of sales, with strong performance through outfit demos and lifestyle content. This structure reflects Brazilian consumers' high engagement with content related to appearance, well-being, and personal style—making these categories key drivers of livestream and short-form video commerce.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Spain

Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	Mini Smart Phone, 3.0 I... Spain	Phones & Electronics	23.6k	€727.6k
	360-Rotatable Selfie Sti... Spain	Phones & Electronics	18.5k	€459.7k
	Professional Hair Clipp... Spain	Beauty & Personal Care	20.7k	€387.6k
4	Two-Piece Set Women'... Spain	Womenswear & Underwear	16.8k	€378.9k
5	[Almacén Europeo] Nik... Spain	Phones & Electronics	8.3k	€339.7k
6	SOYES 6.8 Inch Smartp... Spain	Phones & Electronics	3.0k	€337.6k
7	Fashionable Plaid Patte... Spain	Luggage & Bags	16.7k	€298.9k
8	Women's Solid Contras... Spain	Womenswear & Underwear	20.3k	€290.7k
9	24-262 Color Double H... Spain	Computers & Office Equipment	22.8k	€271.3k
10	[Almacén Europeo] NIK... Spain	Phones & Electronics	6.5k	€264.7k
11	Urzante Aceite de Oliva... Spain	Food & Beverages	10.6k	€256.7k
12	LANDOT Plancha de Pe... Spain	Beauty & Personal Care	8.3k	€246.0k
13	Kinder Bueno Chocolat... Spain	Food & Beverages	13.8k	€237.4k
14	Energy (Negro verde)J... Spain	Food & Beverages	9.4k	€236.6k
15	Fashionable Solid Color... Spain	Shoes	12.9k	€225.0k

Ranking Analysis

In H1 2025, TikTok Shop Spain's Top 50 products reflected a balanced structure across electronics, fashion, and personal care—highlighting diverse user preferences for functionality and visual storytelling. Electronics led with 36% GMV and 29% of sales, dominated by value-driven items like earbuds, tablets, and smartwatches, amplified via short-form video content. Women's fashion ranked second (13% GMV), thriving on outfit showcases and user interaction. Beauty & personal care followed at 13% GMV, leveraging visual comparisons and real-use demos to drive conversion. Overall, Spain's TikTok commerce blends utility with emotional appeal in a short video–optimized ecosystem.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Italy

Hero Products Ranking

TOP15

First half of 2025

Rank	Products	Product Category	Units Sold	Revenue
	Automatic Cordless Au... Italy	Beauty & Personal Care	19.0k	€225.7k
	Women's Plain Round ... Italy	Womenswear & Underwear	19.6k	€173.1k
	Women's Cat / Bow Pri... Italy	Womenswear & Underwear	18.2k	€127.8k
4	Women's Ombre Lens S... Italy	Fashion Accessories	26.9k	€75.5k
5	Box Assaggi NonnaSilvi... Italy	Food & Beverages	2.4k	€67.8k
6	Lattafa Yara di Lattafa -... Italy	Beauty & Personal Care	2.8k	€66.2k
7	Beer Bottle Shaped Pet ... Italy	Pet Supplies	20.6k	€64.3k
8	SYMINO - Sedia da Gio... Italy	Furniture	364	€59.7k
9	Wireless Bone Conduct... Italy	Phones & Electronics	9.7k	€54.9k
10	Electric Hair Trimmer, 1... Italy	Beauty & Personal Care	4.3k	€51.3k
11	Avène KIT PROMO Spr... Italy	Beauty & Personal Care	6.0k	€50.2k
12	Moero M2 PRO Saffian... Italy	Luggage & Bags	1.4k	€49.6k
13	Stylus pen creativo, ad... Italy	Phones & Electronics	2.9k	€35.6k
14	Moero PRO PLUS Saffia... Italy	Luggage & Bags	748	€35.6k
15	Lip Makeup Set, 12pcs ... Italy	Beauty & Personal Care	4.6k	€30.0k

Ranking Analysis

In H1 2025, TikTok Shop Mexico's Top 50 products were led by health, beauty & personal care, and women's fashion—reflecting strong user interest in wellness, self-image, and functional value. Health ranked first with 50% of product count and 24% GMV, driven by supplements and nutrition products paired with educational content. Beauty followed at 23% GMV, supported by trust-building demos and transformation videos. Women's fashion, though only 10% of product count, delivered 23% GMV and 27% sales—highlighting high conversion via styling content. Mexico's TikTok commerce is defined by clear content-to-purchase pathways across core lifestyle categories.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

FastMoss Interview

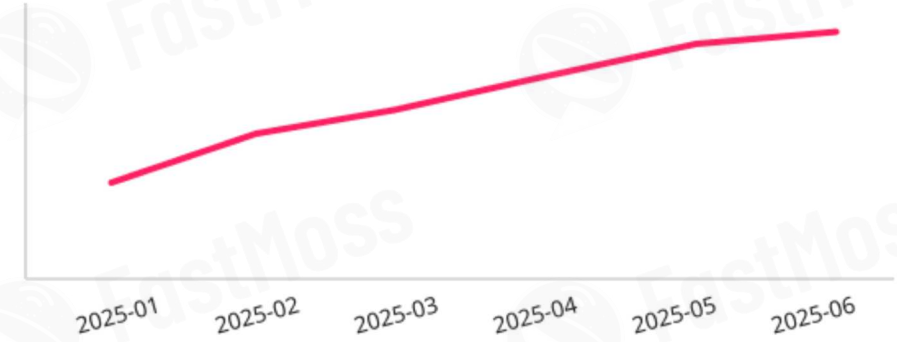
The top hit product on TikTok in the US region-Cata Kor

Cata Kor
Region: U.S.
Category: Health

Data Overview (updated: 2025-06-23)

747.2K Total units sold	**$32.1M** Total GMV	**24.6K** Number of Shoppable LIVEs
34.2K Number of Shoppable Videos	**17.5K** Affiliates	

Sales Overview for the First Half of 2025



FastMoss Interview

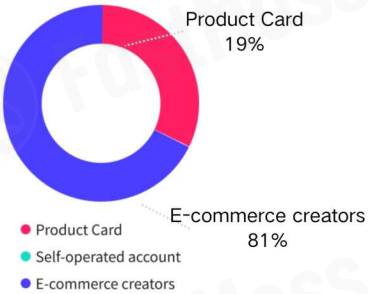
Top-Selling Products in the First Half of 2025



Cata-Kor NAD+ Advanced - NAD+ Supplement for Skin Aging Support, Energy, and Focus - 500mg per Serving - 60 Count (30 Day Supply) - Previously known as Reus Research NR 900

Key Data Highlights & Takeaways

Transaction Channel Distribution



Cata-Kor NAD+ Advanced is a premium nutritional supplement focused on anti-aging and energy enhancement, specifically designed for health-conscious consumers seeking vitality and longevity. With its science-backed formula and outstanding reputation, the product has quickly risen to the top of TikTok Shop's best-selling health category.

Q: You started your career in coding and software. What inspired your shift into the health supplement industry?

A: I used to spend long hours in front of a screen developing software products, and it took a real toll on my health. Over time, I realized that health problems are very common among programmers and others who sit for extended periods, yet these issues are often overlooked. That's when I started thinking—why not create something that could genuinely improve people's health and have a positive impact? Especially for people like me: over 30, mentally and physically exhausted, still ambitious, but paying little attention to our own well-being. That's how my journey into the health supplement industry began.

FastMoss Interview

Q: Before starting your brand, did you have any interest or background in wellness, nutrition, or health?

A: I didn't have a formal background, but I've always been passionate about self-optimization. I experimented with biohacking, constantly tested different lifestyle habits, and enjoyed reading scientific research. So even though I'm not a nutritionist, I approached this field with a systems-thinking mindset—viewing the body as a system to optimize through inputs, outputs, and continuous iteration.

Q: How has your technical background influenced your approach to product development, branding, and operations?

A: It has influenced everything. I applied the "lean startup" methodology from day one: we launched with just one SKU and one core hypothesis—"Will people over 30 shop on TikTok?" Every step after that has been about testing, collecting data, and iterating. No blind expansion, no gut-feeling decisions.

Q: Your brand is known for offering only two hero products on TikTok. Why did you choose to maintain such a focused strategy?

A: Because focus allows for faster scale than broad product diversification. We started with one product, one clear story, and allocated 100% of our ad spend and creator resources to that single focus. That product alone generated over $11 million in sales just in January. If we had expanded the product line too early, it would have diluted brand recall and weakened the clarity of market feedback, ultimately reducing efficiency.

Q: How were these two products developed? Were there specific values, research, or personal experiences that influenced your formulation choices?

FastMoss Interview

A: Our products were built around one core idea: longevity. I've personally been taking NAD+ daily, and my own experience convinced me of its value. So we selected clinically studied ingredients, used more efficient liposomal delivery technology, and deliberately eliminated anything without scientific backing—no exotic herbs, no miracle claims. Our goal was clear: to create products that are truly effective and deliver lasting value.

Q: Before launching this brand, did you try other products or platforms? What led you to fully commit to TikTok?

A: We actually did quite well on Amazon, but TikTok gave us something we had never experienced before: instant feedback—real user reactions, real sales, and much faster product iteration. More importantly, TikTok is not just a sales channel—it's a story-driven social platform. This kind of authentic, organic feedback loop simply doesn't exist elsewhere, and that's why we decided to go all in on TikTok.

Q: What's your overall philosophy when it comes to working with TikTok creators?

A: We've always seen creators as growth partners, not just advertising channels. It's an affiliate-first model: we provide them with the right tools, fast payouts, and the creative freedom to tell the brand story in their own way. We believe that when creators maintain authenticity and creative autonomy, they can deliver higher conversion rates and stronger audience connection.

Q: What do you look for when choosing creators to work with? Can you share an example of a partnership that stood out?

FastMoss Interview

A: We turn the brand's core values and product strengths into clear, actionable briefs to help creators understand what kind of content resonates on TikTok and what doesn't. We make sure they have a clear direction while also respecting and encouraging them to bring in their own authentic voice and style. In fact, some of our most successful content has come from creators who added their personal touch while still aligning with the user psychology we aim for.

Q: In your view, what's the most valuable aspect of TikTok for your business—conversion, reach, or community?

A: Reach is way more important than any other metric. The future winners in TikTok's health space will be brands that earn true customer loyalty, not just brands that chase likes and views. Long-term brand value comes from trust and repeat purchases, not fleeting hype.



Vlad (Uladzimir) Seuruk

Cata-Kor Founder

YooFinds

FastMoss Interview

The top hit product on TikTok in the US region - Kind Patches

Kind Patches

Kind Patches™

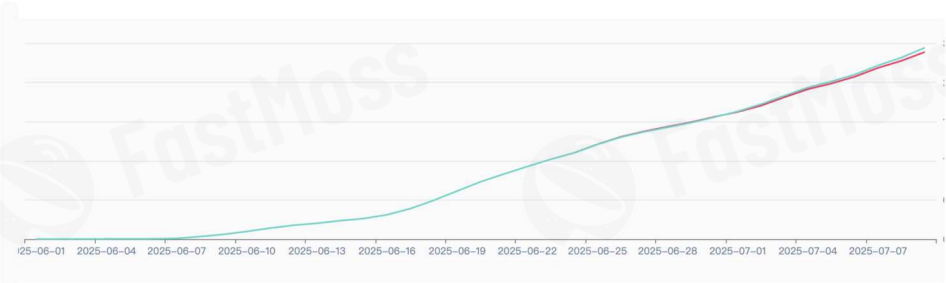
Region: U.S.

Category：Beauty & Personal Care

Data Overview (updated: 2025-06-23)

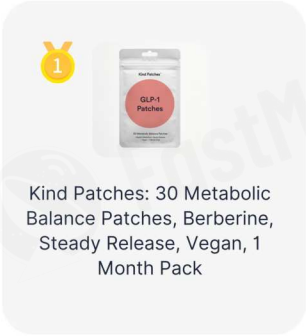
200.2k	**$3.0m**
Total units sold	Total GMV

Sales Overview for the First Half of 2025



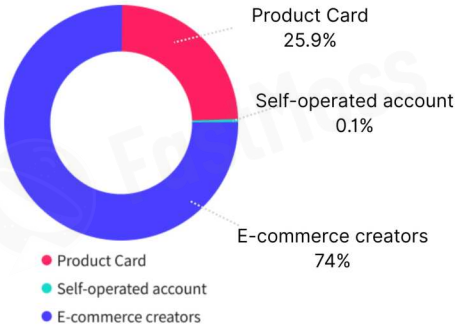
FastMoss Interview

Top-Selling Products in the First Half of 2025



Kind Patches: 30 Metabolic Balance Patches, Berberine, Steady Release, Vegan, 1 Month Pack

Transaction Channel Distribution



Kind Patches' 30-Day Metabolic Balance Patches is an innovative, plant-based wellness solution designed for consumers seeking effective metabolic support and weight management. Featuring natural Berberine and steady-release technology, this vegan-friendly patch offers a convenient alternative to traditional supplements, appealing to health-conscious users who value simplicity and results.

Q: Hi Belle, as the founder of NBCN, a leading TSP agency in the US market, what made you choose Kind Patches and decide to focus on TikTok Shop for this brand?

A: Kind Patches has an innovative product format with strong visual appeal, which makes it naturally well-suited to the TikTok ecosystem. It's a category that's "born for TikTok." At the same time, their team communicates efficiently, responds quickly, and has full confidence in TikTok Shop—which is quite rare. Lastly, their supply chain is incredibly reliable, whether it's inventory preparation or launching new products—they can react fast. So we felt this was a brand worth investing in and scaling.

FastMoss Interview

Q: How do you define Kind Patches' brand positioning on TikTok Shop? Who is your core audience, and what key consumer pain points are you addressing?

A: Kind Patches is quite different from traditional health brands. We didn't set out to limit the audience—this product is designed to be fun and socially shareable. So we position it for a broad audience: young people, trendsetters, and anyone open to trying something new. Through product innovation and striking visuals, Kind Patches breaks the stereotype of traditional supplements being dull and uninspiring.

Q: How do you define Kind Patches' brand positioning on TikTok Shop? Who is your core audience, and what key consumer pain points are you addressing?

A: I personally have a "bestseller formula": recognizable ingredients for the US audience + innovative packaging + strong visuals + the right price. Kind Patches ticks every box. Plus, their supply chain is extremely agile, allowing them to keep pace with market trends and launch new products quickly. We pay close attention to market signals, data, and consumer feedback to ensure every new product accurately hits the right demand point.

Q: What are your current top-selling products, and why do they convert so well?

A: GLP-1 is currently our best-selling product. But our SKU strategy focuses on major consumer anxieties: body image, beauty, and emotional wellness. The products themselves have strong visual appeal that grabs attention immediately, they're easy to use, and they're highly shareable—making them perfect for social selling. Combined with reasonable pricing, it's a recipe for fast conversion.

FastMoss Interview

Q: How do you plan your content strategy between short videos and live streaming? Which one is driving better results at the moment?

A: Short videos will always be the core of initial traction. We use them for traffic acquisition and viral exposure, scaling through multiple creators plus our own accounts. Livestreaming is more about long-term, steady sales, and we take a longer-term approach to investing in it. Our in-house production team collaborates closely with creators to quickly replicate and scale content trends.

Q: When it comes to creator partnerships, what types of creators do you prefer to work with? Do you have any special methods for co-creating content? Can you share a success story?

A: We don't limit ourselves to any specific type of creator. The key is data—fulfillment rates, GMV, these hard metrics matter most. As for content, we don't like to control too much. We only provide product information and avoid interfering with creative ideas because creators are the ones who truly understand what works on TikTok. Our job is to give them confidence and support. For example, we built a Discord community of over 300 creators where people brainstorm daily. Many of our viral hits were born from there.

Q: In your day-to-day operations, what are the key metrics you focus on? What effective methods can you share for boosting conversion and GMV?

FastMoss Interview

A: We focus on five key indicators: daily GMV changes, individual and new product performance, content and creator output volume, ad spend and ROI fluctuations, and content freshness plus trend tracking. Our methodology boils down to four words: "Fast and More." Fast means quick response, More means more SKUs, more creators, more content. Tools like FastMoss have been invaluable—they help us catch trends and competitors faster, so we can react faster.

Q: In the highly competitive health supplement category, how did you identify Kind Patches' breakthrough point and continue scaling it?

A: First, it's about picking the right product. Second, it's about reacting fast. Many brands can go viral once, but sustaining that is hard. We achieve this by constantly launching new products, expanding our creator matrix, and amplifying across multiple channels to keep the momentum going. A responsive supply chain is also crucial—no matter how good the content and traffic, if supply can't keep up, it's all wasted.

Q: What has been the biggest challenge in operating Kind Patches so far? What innovative attempts have you made to tackle it?

A: The biggest challenge is platform unpredictability—like inventory forecasting and traffic fluctuations. In response, we've made several innovations: launching new products every quarter, continuously testing and pushing new items; cross-platform voice amplification to build long-term brand equity; and pushing celebrity partnerships to enhance brand recognition. We also put a lot of emphasis on brand building to turn temporary traffic into long-term brand assets.

FastMoss Interview

Q: How do you see the future of TikTok Shop, especially the breakthrough opportunities for health-related categories?

A: Personally, I believe TikTok Shop will increasingly be a platform for "traffic and voice," not just profit margins. It's going to be the fastest channel for launching new products and one of the best places to build brand awareness. For health categories, the breakthrough comes from three things: product innovation, speed, and using TikTok to drive other channels to grow brand equity. Whoever moves fast and sustains that pace will win.

Belle

NBCN Co - Founder &
E-commerce Lead



05

TikTok Shop H1 2025

Creator Ecosystem and Ranking

U.S. TikTok Shop: Creator Accounts Drive Sales, Content Commerce Delivers Consistent Volume

According to FastMoss data, TikTok Shop's creator ecosystem in the U.S. maintained steady growth throughout the first half of 2025. The number of creator-led product videos and livestream sessions remained consistently high, reflecting strong ongoing engagement.Notably, there were spikes in activity during March and June, suggesting cyclical peaks in brand campaigns and content operations. These periods likely aligned with strategic promotional pushes, highlighting the platform's responsiveness to seasonal marketing rhythms.

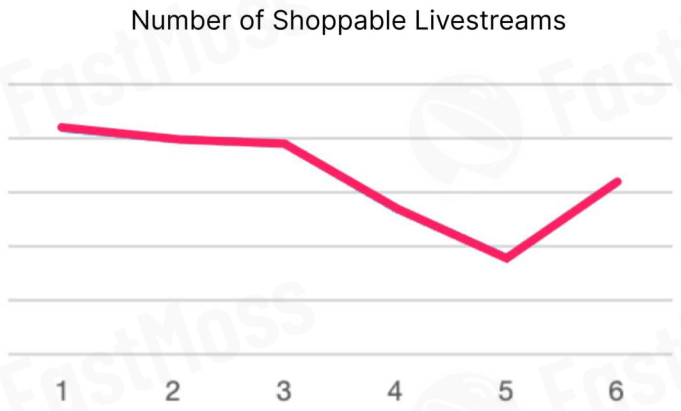
Number of Shoppable Videos



According to FastMoss data, TikTok Shop's U.S. creator ecosystem remained active in H1 2025, with consistently high volumes of shoppable videos and livestreams. Activity spiked in March and June, reflecting cyclical surges in brand investment and content operations.



This trend highlights U.S. users' trust in creator-led recommendations and their preference for inspiration-based shopping. Content flows from short videos to livestream conversions, forming a culturally aligned journey. As TikTok improves its livestream infrastructure, session volume is rising—especially in June—signaling increased brand investment in livestreaming to boost conversion.

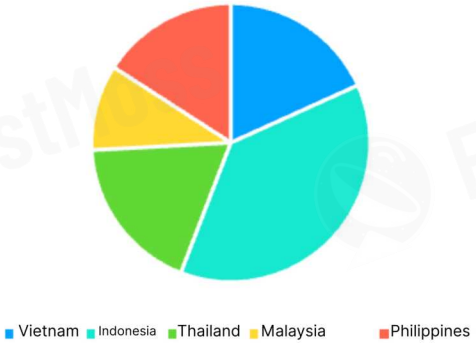


Overall, TikTok Shop's U.S. creator ecosystem in H1 2025 remained content-driven and creator-led, while increasingly leveraging livestreaming as a conversion channel—laying the groundwork for a more mature and scalable commerce model on the platform.

Southeast Asia's Creator Ecosystem Enters a Deepening Phase, with Merchants and Creators Co-Building Content Commerce

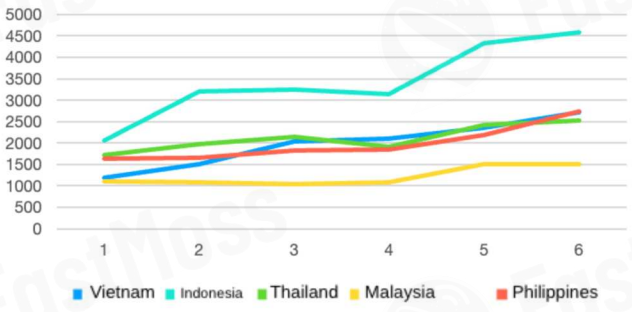
According to FastMoss data, in the first half of 2025, TikTok Shop's creator ecosystem in Southeast Asia continued to evolve across both content production and conversion, forming an Indonesia-led, multi-market growth pattern.

Among the five major markets, Indonesia remains the leader in total sales share, consistently outperforming in both shoppable video volume and creator-partnered account conversions. Thailand, meanwhile, is rapidly emerging as a rising star, ranking second in regional sales share.



Indonesia remains the leading creator-driven market for TikTok Shop in Southeast Asia, ranking first in both shoppable video volume and creator-led sales. This reflects its dual strength in content production and conversion efficiency. The country's mature influencer marketing landscape, combined with a highly engaged youth demographic, supports a vibrant content ecosystem. Additionally, TikTok Shop's deep local operations and sustained investment in creator development have further reinforced this advantage.

Thailand, meanwhile, showed strong growth momentum in H1 2025, emerging as a rising star in the region. The country ranks near the top in both video volume and creator-driven sales. Thai users demonstrate high receptiveness to lifestyle content—especially in fashion and personal care—and show a strong cultural alignment with trends like aesthetic-driven consumption and personalized product discovery, making the market highly fertile for creator-led commerce.

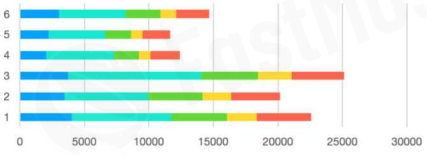


Across markets, the sales distribution between creator-partnered accounts and merchant-operated accounts shows notable variation. Indonesia and Vietnam remain predominantly creator-led, with influencers driving the majority of conversions. In contrast, Malaysia and the Philippines display a more balanced "dual-track" model, where both creators and merchants contribute significantly to sales.

This shift reflects the growing content capabilities of local merchants and the increasing effectiveness of TikTok Shop's investment in the self-operated livestream ecosystem.



Performance Comparison of Merchant-Operated Accounts Across Five Southeast Asian Markets (Jan–Jun 2025)



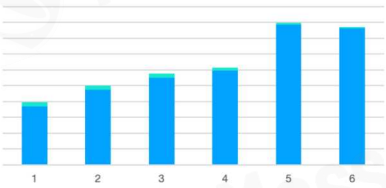
Performance Comparison of Creator-Partnered Accounts Across Five Southeast Asian Markets (Jan–Jun 2025)

Overall, TikTok Shop's creator ecosystem in Southeast Asia has evolved from a creator-led model into a more multi-dimensional structure where creators and merchants operate in parallel.
Content-wise, the platform remains driven by preferences for entertaining, lifestyle-oriented, and conversion-friendly formats. At the same time, local creator culture, language, and performance styles vary by country—creating differentiated advantages that fuel localized growth and deeper market penetration across the region.

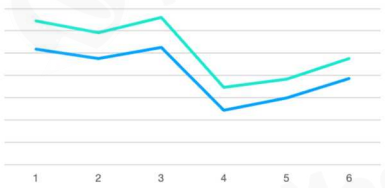
Content-Driven Sales Are Accelerating on TikTok Shop Europe, with France, Germany, and Italy Showing Creator-Led Breakout Growth

According to FastMoss data, TikTok Shop's creator ecosystem in Europe matured steadily in H1 2025, with improvements across the content-to-commerce funnel. In the UK, the most established market, the February launch of the POP program significantly accelerated the creator-led sales structure. Growth was observed across short-form shoppable videos, livestream frequency, and sales volume, further validating the "short video seeding + creator conversion" model.

From January to June, the UK saw a steady increase in shoppable video output. While livestreaming remains in its early stages, it is emerging as a key component of TikTok Shop's creator commerce strategy in Western markets, setting the tone for future adoption in newer European stations.



TikTok Shop UK – Shoppable Video Volume & Livestream Sessions (Jan–Jun 2025)

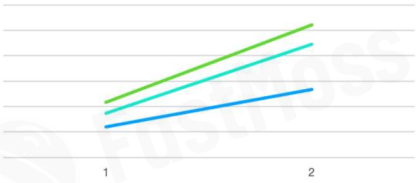


TikTok Shop UK – Sales by Creator-Partnered vs. Merchant-Operated Accounts (Jan–Jun 2025)

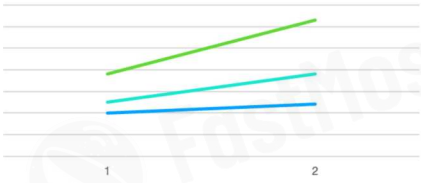
Brazil Mexico Spain

Following the rollout of TikTok Shop in Germany, France, and Italy, the creator ecosystem scaled rapidly.

Despite a short runway, all three markets showed steady monthly growth in shoppable videos, livestreams, and sales accounts. By June, Germany had established early conversion paths, France saw rising video volume, and Italy achieved a month-over-month sales breakthrough with creator-led accounts.



TikTok Shop – Creator-Partnered Account Sales in Germany, Italy & France (May–June 2025)



TikTok Shop – Shoppable Video Volume in Germany, Italy & France (May–June 2025)

Brazil Mexico Spain

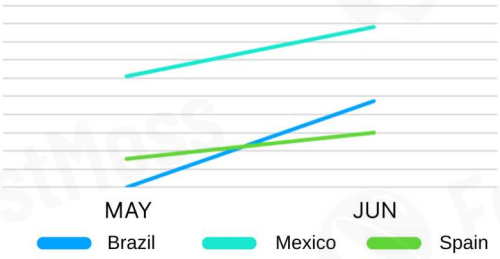
This wave of growth is driven not only by TikTok's deep-rooted content culture in Europe, but also by local creators' strong adaptability to commerce-driven content models—particularly in categories like beauty and fashion, where creators demonstrate precise tone alignment.

Currently, markets such as the UK and Germany remain creator-led, with partnered accounts driving most conversions. However, with rising content awareness among merchants and increasing platform support, brand-operated content accounts are expected to scale rapidly in the coming months.

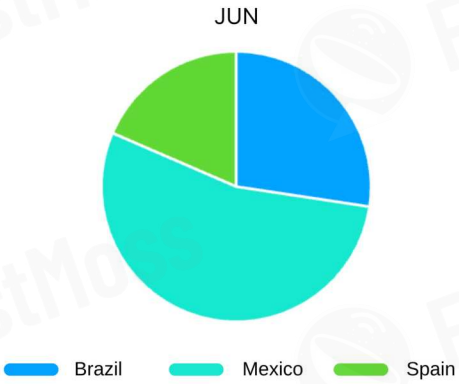
TikTok Shop's Spanish-Speaking Creator Ecosystem on the Rise: Rapid Growth in Commerce Across Three Key Markets

According to FastMoss data, TikTok Shop's creator-led commerce ecosystem in Brazil, Mexico, and Spain experienced a rapid "zero-to-one" acceleration in H1 2025, with both content output and sales conversion gaining momentum.

Although all three are newly launched markets, by May—or earlier—creator-partnered accounts quickly emerged as the primary driver of sales, reflecting strong early adoption and growing content-commerce synergy across Spanish-speaking regions.



In June, Mexico emerged as the top-performing market among the three Spanish-speaking countries, leading in monthly sales volume.
Its strong performance was driven by a large base of active creator-partnered accounts, with consistent growth in both shoppable video output and livestream frequency. This reflects high platform adaptability and the effectiveness of TikTok Shop's localized support in Mexico's content commerce ecosystem.



Spain and Brazil are rapidly building their creator ecosystems.
Spain focuses on visually rich lifestyle content in fashion and personal care, resonating strongly with local users.
Brazil, though launched in May, quickly established a functioning creator sales model, with strong growth in June.
Together with Mexico's lead, the Spanish-speaking markets show high potential for scaled content conversion and localized commerce growth.

TikTok U.S.
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	maryruthorganics United States	NGO	173.4k	$8.3m
	merach.us United States	Music & Dance	99.8k	$6.8m
	highland.fashion7 United States	Shopping & Retail	249.8k	$5.5m
4	popmart.usshop United States	Health & Wellness	120.2k	$5.2m
5	popmart.uslocalshop United States	Real Estate	75.3k	$4.7m
6	simplymandys United States	Travel & Tourism	86.4k	$4.1m
7	microingredients United States	NGO	140.7k	$3.8m
8	jeffreestar United States	Travel & Tourism	206.5k	$3.6m
9	iamstormisteele United States	Travel & Tourism	151.3k	$3.2m
10	lexirosenstein United States	Travel & Tourism	161.3k	$3.0m
11	iris and rainbow United States	Media & Entertainment	141.8k	$3.0m
12	sannyselected us22 United States	Education & Training	124.1k	$2.9m
13	dj.foof United States	Shopping & Retail	110.5k	$2.7m
14	popmart.uslifestyle United States	Real Estate	50.7k	$2.6m
15	freckledpoppy United States	Shopping & Retail	43.2k	$2.6m

Ranking Analysis

In the first half of 2025, brand-owned accounts made up only 30% of the Top 50 TikTok Shop U.S. creator ranking, yet they contributed a significant 52% of total GMV—highlighting their stronger conversion efficiency and more stable sales performance. In contrast, creator accounts accounted for 70% of the list but drove just 48% of GMV.

From a category perspective, beauty creators continue to lead, contributing 43% of total GMV and 31% of total unit sales. Fashion & accessories followed with 25% of sales volume and 20% of GMV, reflecting consistent content vitality and consumer interest. Other categories, including general retail and electronics, also show growing potential in niche segments.

Among the Top 50 creators, @simplymandys ranked No.1 with consistent content output and strong audience engagement. Cross-platform beauty influencer @jeffreestar took second place, backed by a highly loyal following. The third spot went to @daisycabral_, known for her frequent and strategic content posting. These three represent different but effective paths to success within the TikTok Shop creator ecosystem.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok U.K.
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	plmakeupacademy United Kingdom	Travel & Tourism	261.3k	£5.9m
	madebymitchell United Kingdom	Travel & Tourism	191.4k	£2.3m
	insightscoop United Kingdom	Travel & Tourism	150.9k	£2.0m
4	katchme.official United Kingdom	Shopping & Retail	150.7k	£1.5m
5	hollyhaganx United Kingdom	Shopping & Retail	57.5k	£997.4k
6	bperfectcosmetics United Kingdom	Travel & Tourism	76.1k	£957.2k
7	ridiculouslyrichbyalana United Kingdom	Government Affairs	258.6k	£956.1k
8	virgoboutiques United Kingdom	Shopping & Retail	56.9k	£916.0k
9	ririhairextensions uk United Kingdom	Personal Blog	40.2k	£801.0k
10	officialsamanthalouise United Kingdom	Shopping & Retail	65.0k	£775.8k
11	perfectoutfit.uk United Kingdom	Shopping & Retail	72.9k	£587.5k
12	abbybeechx United Kingdom	Shopping & Retail	45.6k	£508.2k
13	jos unfiltered life United Kingdom	Shopping & Retail	62.7k	£507.6k
14	bigbosswarehouse United Kingdom	Health & Wellness	57.3k	£475.4k
15	callieaiello United Kingdom	Travel & Tourism	47.2k	£429.7k

Ranking Analysis

In the UK's TikTok livestream market, over 60% of Top 50 creator commerce accounts are store-operated, highlighting brand shops as key drivers of sales. Although individual creators represent a smaller share, they show influence in niche categories. Beauty dominates with nearly 50% of GMV, followed by women's fashion at over 20%—both leading in account count and content engagement. Other rising categories include sports, F&B, health, and electronics. The market is shaped by content-driven, vertical-focused strategies, with beauty and fashion creators mastering conversion through refined livestream tactics.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Germany

Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	celinaslife offiziell Germany	Travel & Tourism	14.4k	€383.0k
	hanadismarkenwelt Germany	Travel & Tourism	11.1k	€303.3k
	produktguru Germany	Software & Apps	10.7k	€181.9k
4	magicjohn.germany Germany	Software & Apps	17.3k	€170.0k
5	maximgiacomo Germany	Travel & Tourism	8.4k	€148.5k
6	mimirafaeli Germany	Travel & Tourism	4.7k	€110.6k
7	albertosmb Germany	NGO	4.4k	€110.4k
8	mike.am Germany	Travel & Tourism	3.5k	€105.2k
9	lsq24.de Germany	Travel & Tourism	3.4k	€104.7k
10	dennofinds Germany	Software & Apps	2.0k	€103.4k
11	marsvenuseu Germany	Travel & Tourism	3.0k	€102.7k
12	gxlcicek Germany	Travel & Tourism	4.1k	€100.1k
13	yaz.aydo Germany	Travel & Tourism	6.7k	€93.2k
14	einfachnurdave0 Germany	Software & Apps	5.0k	€89.7k
15	svenja.walberg Germany	Travel & Tourism	3.7k	€86.8k

Ranking Analysis

In TikTok Germany's Top 50 creator commerce rankings, nearly 90% of accounts are creator-led, underscoring an influencer-driven ecosystem. Beauty and personal care dominates with over 60% of GMV, reflecting strong local interest in skincare and cosmetics. Consumer electronics ranks second (20%+ GMV), driven by value-focused accessories like phone gear and earbuds. Health products account for ~10%, while food & beverage sees lower conversion despite similar content volume. Overall, Germany's livestream landscape centers on beauty creators, with electronics and health as key complements—offering brand partners strong opportunities for growth through influencer collaboration.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Mexico

Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	hekkerphood Mexico	NGO	22.5k	MX$8.2m
	kals alex Mexico	Software & Apps	27.8k	MX$5.0m
	beego2025 Mexico	NGO	10.1k	MX$4.2m
4	florencia.guillot Mexico	Travel & Tourism	4.2k	MX$2.4m
5	eldelossuplementos Mexico	NGO	9.0k	MX$2.4m
6	limondd Mexico	Travel & Tourism	9.7k	MX$2.1m
7	meif espinosa Mexico	Travel & Tourism	2.8k	MX$1.8m
8	buytiti oficial Mexico	Software & Apps	12.5k	MX$1.7m
9	yisen96 Mexico	Software & Apps	8.2k	MX$1.5m
10	diary.clari Mexico	Software & Apps	3.3k	MX$1.4m
11	beyondvitamins Mexico	NGO	5.6k	MX$1.3m
12	mrcarlosmtiktoksh Mexico	NGO	4.0k	MX$1.3m
13	pinkupcosmetics Mexico	Travel & Tourism	11.0k	MX$1.3m
14	mercy ja Mexico	Software & Apps	3.4k	MX$1.2m
15	itsmafer.ro Mexico	Software & Apps	5.3k	MX$1.2m

Ranking Analysis

TikTok's Italy creator commerce ecosystem features a light-brand, strong-influence model. Among the Top 50 accounts, 60% are brand-operated and 40% creator-led, forming a collaborative structure. While many creators show strong product-pitching potential, most rely on "link + self-stream" formats with limited end-to-end operations. Beauty & personal care leads in category share (~30%), followed by consumer electronics (~25%) and travel gear (~20%), highlighting lifestyle-driven content demand. GMV is similarly concentrated, with beauty, electronics, and travel goods driving most sales—showcasing TikTok Italy's strength in high-ticket, scenario-based commerce.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok France

Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	ms.7j16 France	Travel & Tourism	56.9k	€586.1k
	jedees500k France	Software & Apps	10.1k	€242.9k
	candymixfrance France	Government Affairs	2.7k	€83.7k
4	yasskuzan France	Software & Apps	3.0k	€80.8k
5	meldeco France	Sports, Fitness & Outdoors	2.9k	€65.6k
6	mary_prdr1 France	Travel & Tourism	2.8k	€50.6k
7	solagram France	Travel & Tourism	4.2k	€48.5k
8	clubbaid France	Software & Apps	2.2k	€48.1k
9	celianvlt France	Real Estate	1.9k	€45.7k
10	j.l.recette1 France	Software & Apps	2.0k	€45.0k
11	homebytif France	Sports, Fitness & Outdoors	1.7k	€41.8k
12	maymaloubna France	Software & Apps	1.8k	€39.7k
13	himen.a France	NGO	1.6k	€35.4k
14	mademoisellemarcelle France	Shopping & Retail	1.1k	€33.4k
15	naao.dlm France	Travel & Tourism	4.0k	€32.8k

Ranking Analysis

In France's TikTok commerce landscape, over 80% of Top 50 selling accounts are creator-led, reinforcing a content-driven, early-stage ecosystem where consumer trust centers on individual KOLs over brand-owned streams. Beauty & personal care dominates, accounting for 50% of accounts and over half of GMV—establishing it as the core conversion category. Consumer electronics follows at nearly 30% of accounts and over 25% of GMV, primarily driven by mid-tier creators through in-depth reviews. Apparel and F&B show emerging momentum, moving from isolated cases to multi-account efforts with future growth potential.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Indonesia
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	glad2glow id Indonesia	Travel & Tourism	4.5m	Rp352,9 M
	skintific id Indonesia	Travel & Tourism	1.3m	Rp216,0 M
	glad2glow_official Indonesia	Travel & Tourism	2.1m	Rp150,1 M
4	pretty.withcaa Indonesia	Travel & Tourism	1.8m	Rp138,2 M
5	andriyadiishow Indonesia	Software & Apps	97.4k	Rp103,2 M
6	skintific.official.store Indonesia	Travel & Tourism	615.6k	Rp89,3 M
7	805gadget Indonesia	Software & Apps	64.8k	Rp83,9 M
8	xiaomi.indonesia Indonesia	Software & Apps	60.5k	Rp82,6 M
9	glad2glow.indo Indonesia	Travel & Tourism	1.0m	Rp79,6 M
10	jesicathamrin Indonesia	Travel & Tourism	446.8k	Rp79,3 M
11	skintific.indo Indonesia	Travel & Tourism	500.2k	Rp79,2 M
12	sefricotechno Indonesia	Software & Apps	138.1k	Rp78,6 M
13	glad2glow_store Indonesia	Travel & Tourism	1.1m	Rp77,1 M
14	kurnia_gallery Indonesia	Art & Crafts	700.1k	Rp76,9 M
15	mossdoom.indonesia Indonesia	Media & Entertainment	499.5k	Rp75,0 M

Ranking Analysis

In H1 2025, TikTok Shop Indonesia's Top 50 creators generated nearly $299M in GMV. Beauty & personal care remained the leading category, representing 52% of creators and 56% of GMV—demonstrating strong conversion and category penetration. Phones & electronics, though only 13% of creators, contributed 16% of GMV, driven by high-ticket items and brand-led accounts like Infinix. Luggage & bags and F&B showed emerging momentum. Among top performers, brand-operated or brand-affiliated accounts dominate, with multi-account strategies and matrix-style content deployment becoming the norm for leading brands.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Thailand
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	namkangmobile Thailand	Software & Apps	46.5k	฿416.1m
	arteereview Thailand	Software & Apps	56.4k	฿161.1m
	popmart.th.shop Thailand	Health & Wellness	113.5k	฿83.6m
4	win.william_official Thailand	Travel & Tourism	231.5k	฿77.6m
5	miki.chanon Thailand	Travel & Tourism	582.2k	฿76.5m
6	simplusappliance Thailand	Pets	115.0k	฿75.1m
7	tts_brandscrazydeals Thailand	Travel & Tourism	283.7k	฿74.1m
8	minieyereview Thailand	Travel & Tourism	307.3k	฿73.5m
9	happymommy09 Thailand	Art & Crafts	238.2k	฿67.6m
10	allmars77 Thailand	Pets	46.7k	฿63.3m
11	ford789789789 Thailand	Government Affairs	351.4k	฿61.6m
12	oumkorich Thailand	Travel & Tourism	558.1k	฿61.1m
13	jacky7805 Thailand	Baby	169.2k	฿60.8m
14	bubpa_shop189 Thailand	Baby	151.7k	฿60.0m
15	11228.kik Thailand	Art & Crafts	267.5k	฿59.1m

Ranking Analysis

In H1 2025, TikTok Shop Thailand's Top 50 creators generated approximately $45.43M in GMV, reflecting growing momentum in local content-driven commerce. Beauty & personal care led with 27% GMV and 33% of sales, followed by food & beverage (13%) and health (12%), highlighting consumer focus on daily care and wellness. Most creators adopted a "short video + livestream" model to drive stable conversions and repeat purchases. As the market shifts from content seeding to live selling, long-term brand partnerships and refined category operations will be key to sustained GMV growth.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss

TikTok Malaysia
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	skintific.my Malaysia	Travel & Tourism	500.7k	RM24.4m
	glad2glow.my Malaysia	Travel & Tourism	740.2k	RM21.0m
	lonkoommy Malaysia	Travel & Tourism	223.3k	RM8.3m
4	bulanbintangclothing Malaysia	Food & Beverage	47.2k	RM7.6m
5	zoe arissa Malaysia	Food & Beverage	85.2k	RM7.0m
6	my.drleo Malaysia	Travel & Tourism	151.0k	RM6.4m
7	ainzaaa Malaysia	Food & Beverage	100.7k	RM6.3m
8	anaszahrin Malaysia	Travel & Tourism	264.5k	RM6.2m
9	elgini.my Malaysia	Music & Dance	213.5k	RM5.5m
10	elianto.official Malaysia	Travel & Tourism	421.5k	RM5.3m
11	candytahq Malaysia	Travel & Tourism	62.8k	RM4.8m
12	skinmade.official Malaysia	Travel & Tourism	62.8k	RM4.8m
13	amorahq 1 Malaysia	Travel & Tourism	214.8k	RM4.7m
14	mewahexclusive Malaysia	Food & Beverage	77.6k	RM4.5m
15	gmeelan.my.skincare Malaysia	Travel & Tourism	125.6k	RM4.5m

Ranking Analysis

In H1 2025, TikTok Shop Malaysia's Top 50 creators generated over $71.25M in GMV and 9.7M+ units sold—highlighting rapid growth in content-driven commerce. Beauty & personal care led with 51% GMV and nearly 80% of creators, reflecting strong demand and refined content strategies. Food & beverages followed at 30%, driven by localized "seeding + promotion" formats. Notably, Muslim fashion accounted for 18% of GMV, forming a stable cultural consumption segment. Top beauty accounts like skintific.my and glad2glow.my each surpassed $4.5M GMV, while Muslim fashion brands like bulanbintangclothing and zoe_arissa exceeded $1.5M, showcasing local relevance and repeatability.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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YooFinds

TikTok Vietnam
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	topgiahn Vietnam	Baby	727.0k	119,5Tiđ
	colorkey_vn Vietnam	Travel & Tourism	295.6k	61,1Tiđ
	batuyethanhvi Vietnam	Government Affairs	483.1k	60,1Tiđ
4	goojodoq.vn Vietnam	Software & Apps	248.6k	59,5Tiđ
5	redtea748221 Vietnam	Personal Blog	50.7k	59,5Tiđ
6	lorealparis_vn Vietnam	Travel & Tourism	147.2k	52,6Tiđ
7	debaotham Vietnam	Baby	295.0k	50,9Tiđ
8	julireview1 Vietnam	Home, Furniture & Appliances	339.0k	50,1Tiđ
9	trangtrankoc Vietnam	Travel & Tourism	356.2k	50,0Tiđ
10	quocvuonglive Vietnam	Home, Furniture & Appliances	293.1k	49,3Tiđ
11	khibotanca Vietnam	Art & Crafts	132.6k	45,2Tiđ
12	daugoithaoduocnamnu... Vietnam	Travel & Tourism	83.6k	40,5Tiđ
13	colorkey_luminous.vn Vietnam	Travel & Tourism	192.5k	39,9Tiđ
14	cocoon.vietnam Vietnam	Travel & Tourism	160.2k	39,4Tiđ
15	phuong.hxx Vietnam	Shopping & Retail	102.8k	38,3Tiđ

Ranking Analysis

In H1 2025, TikTok Shop Vietnam's Top 50 creators generated over $113M in GMV, underscoring the market's dynamic content-commerce ecosystem and creators' pivotal role in conversions. Beauty & personal care led with 21% of GMV and 22% of sales, followed by men's fashion & underwear at 16%—reflecting rising demand among male consumers. Top performer topgiahn, a household essentials store, drove $5.08M GMV with 720K+ units sold, led by high-frequency, value-driven items like tissues. Vietnam's creator landscape now features distinct content styles, strong local language appeal, and conversion tactics centered on authenticity, aesthetic storytelling, and reward-driven engagement.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Philippines
Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	infinixphilippines Philippines	Software & Apps	82.3k	₱495.5m
	realme.philippines Philippines	Software & Apps	45.1k	₱216.2m
	gadgetgallery.ph Philippines	Software & Apps	58.5k	₱169.5m
4	nestleph Philippines	Government Affairs	406.0k	₱161.6m
5	fysaving Philippines	Government Affairs	333.8k	₱138.7m
6	iamadrian07 Philippines	Software & Apps	275.5k	₱136.2m
7	motherlou Philippines	Travel & Tourism	323.0k	₱135.2m
8	marigoldphilippines Philippines	Public Figure	46.8k	₱132.8m
9	newmoonph Philippines	NGO	144.5k	₱127.2m
10	mjmgoldjewelry Philippines	Public Figure	51.4k	₱125.7m
11	jisulife.ph Philippines	Pets	135.8k	₱123.1m
12	sweet obsession08 Philippines	Government Affairs	159.0k	₱99.6m
13	megafoodsph Philippines	Government Affairs	325.4k	₱99.1m
14	shopandstop2001 Philippines	Government Affairs	487.5k	₱95.4m
15	dermorepubliq Philippines	Travel & Tourism	419.5k	₱90.8m

Ranking Analysis

In H1 2025, TikTok Shop Philippines' Top 50 creators generated over $111M in GMV. Beauty & Personal Care led with 38% of both GMV and creator share, marking it as a high-conversion, content-intensive category. Baby & Maternity, with just 10% of creators, contributed 24% of GMV, while Phones & Electronics delivered 20% GMV from 12% of creators. Over half of the Top 50 were brand-operated store accounts—led by Infinix, realmephilippines, and gadgetgallery.ph—each surpassing $3M GMV. These store accounts drove results through vertical content, brand-owned livestreams, and precise ad targeting, signaling the rise of brand-led commerce in the Philippines.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Brazil

Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
1	andressahcatty Brazil	Travel & Tourism	9.8k	R$546.0k
2	jessicaeoctavio Brazil	Baby	3.9k	R$280.4k
3	thaiscassiaoliver Brazil	Finance & Investing	1.2k	R$241.8k
4	loja coala Brazil	Baby	3.2k	R$230.4k
5	estermucida Brazil	Sports, Fitness & Outdoors	2.0k	R$193.4k
6	casalperdidinho Brazil	Sports, Fitness & Outdoors	2.8k	R$169.7k
7	bocarosabeauty Brazil	Travel & Tourism	2.3k	R$164.9k
8	pimentta_sincera Brazil	Baby	1.7k	R$122.8k
9	numarchi Brazil	Shopping & Retail	2.4k	R$111.5k
10	.familiapimentel Brazil	Travel & Tourism	3.3k	R$107.7k
11	zd.lingerie Brazil	Shopping & Retail	3.9k	R$103.1k
12	gill_alves Brazil	Baby	1.7k	R$100.5k
13	niltoncabeleireir3 Brazil	IT & High-Tech	1.2k	R$97.4k
14	liviakoeler Brazil	Baby	1.1k	R$93.3k
15	alineramiress Brazil	Shopping & Retail	1.3k	R$87.5k

Ranking Analysis

In Brazil's TikTok Shop market, creator accounts dominate the Top 50, making up nearly 80%—highlighting the continued influence of creator-driven content in driving e-commerce engagement. Beauty & Personal Care remains the leading category among top creators, accounting for over 30%, followed by Womenswear & Underwear and Home Supplies, reflecting local consumer preferences for beauty and fashion, as well as strong demand for home-related content. In terms of GMV, Beauty & Personal Care leads with nearly 40% share, followed by Home Supplies at around 15%. Overall, consumer demand in Brazil centers around personal appearance and enhanced home living.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Spain

Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	armonias official Spain	Shopping & Retail	12.8k	€247.9k
	despegue026 Spain	Government Affairs	8.9k	€181.9k
	mrortega98 Spain	NGO	4.9k	€125.2k
4	1990s.es Spain	Media & Entertainment	2.4k	€93.2k
5	chino calo calo Spain	Gaming	2.1k	€92.0k
6	salamashopdaily Spain	Software & Apps	4.3k	€90.7k
7	karimkasri7 Spain	Software & Apps	2.1k	€81.0k
8	crisocejo Spain	Shopping & Retail	5.0k	€80.6k
9	andidecoracion Spain	Pets	1.3k	€75.9k
10	utopyashop Spain	Shopping & Retail	4.2k	€74.5k
11	patri.sf08 Spain	Real Estate	1.8k	€72.3k
12	boomiebrand Spain	Travel & Tourism	4.1k	€72.1k
13	tiktokshopchollos Spain	Software & Apps	3.0k	€67.2k
14	kiwi xu Spain	Media & Entertainment	1.0k	€65.0k
15	posonty Spain	Government Affairs	3.0k	€63.7k

Ranking Analysis

In TikTok Spain's H1 2025 Top 50 creator rankings, creator accounts remain dominant (70%), while brand-operated store accounts account for 30%—indicating that localized brand livestreaming is still in its early stages. Beauty & Personal Care leads in both presence and performance, representing nearly 25% of creators and close to 50% of total GMV. Womenswear & Underwear follows, alongside growing segments like Phones & Electronics, Health, and Food & Beverages. This reflects a maturing ecosystem with beauty at the core, supported by diversified mid-tier categories poised for further operational depth and market expansion.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Italy

Top Creator Ranking

TOP15

First half of 2025

Rank	Creator	Creator Category	Units Sold	Revenue
	moero official, Italy	Media & Entertainment	3.0k	€118.9k
	nonnasilviofficial, Italy	Government Affairs	3.7k	€79.3k
	gaetanoabatemarco, Italy	Software & Apps	5.1k	€72.0k
4	newmartina, Italy	Software & Apps	2.3k	€34.7k
5	luckyy johnn, Italy	Travel & Tourism	1.4k	€30.8k
6	fashion.spaghetti, Italy	Travel & Tourism	1.3k	€28.6k
7	annaira.collection, Italy	Personal Blog	1.4k	€26.4k
8	kipimakeup, Italy	Travel & Tourism	1.4k	€26.1k
9	nelmondodialicee, Italy	Personal Blog	1.1k	€25.6k
10	tokshopitaly, Italy	Software & Apps	1.6k	€14.8k
11	mybeautyroutine, Italy	Travel & Tourism	2.1k	€14.7k
12	gianstech, Italy	Software & Apps	1.3k	€13.4k
13	shoptokitaly, Italy	Travel & Tourism	1.1k	€13.0k
14	monytmakeupartist, Italy	Travel & Tourism	1.4k	€12.5k
15	riccardo cellini, Italy	Software & Apps	1.7k	€11.7k

Ranking Analysis

In TikTok Shop Mexico's H1 2025 Top 50 creator rankings, over 70% are influencer-led accounts, highlighting creators as the primary force behind sales, while brands still rely on local KOLs for content conversion. Beauty & Personal Care dominates with 80% of listings and nearly 50% of total GMV, cementing its role as the core category. Health (30% GMV) and Phones & Electronics (nearly 20%) also show strong traction. Other categories like Kitchenware and Womenswear contribute modestly. Overall, Mexico's content commerce ecosystem is creator-driven and centered around beauty and wellness, with growing potential across verticals.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss Interview

Top TikTok Shop Creator in the U.S.- sk8bord b @iamsk8bordb



sk8bord b @iamsk8bordb

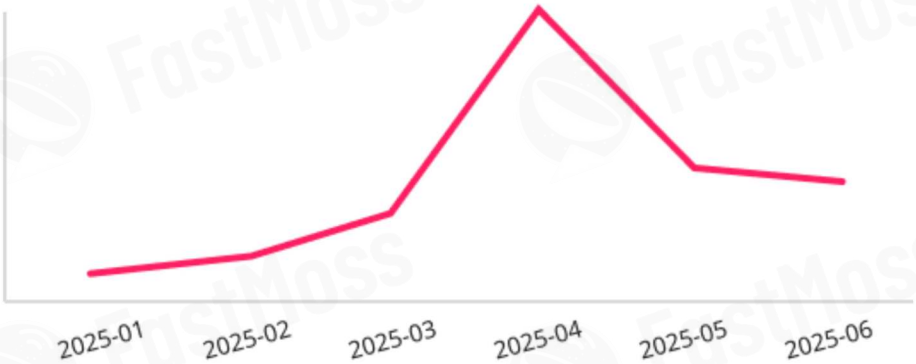
Region: U.S.

Category: Other

Data Overview (updated: 2025-06-23)

1.0m Number of Followers	**$66.4m** Total GMV	**492** Number of Collaborative Shops	**$6.4m** Shoppable Video GMV
$121k Ecommerce LIVE GMV	**95** Traffic Index	**99** Ecommerce Potential Index	

Performance Snapshot – H1 2025 (GMV)



FastMoss Interview

2025 H1 Promoted Products List（Total GMV Top 3）

1



GCI Outdoor Pack Away Portable Rocking Chair Fathersdaygift Campchair

2



JUMBO VARIETY PACK (2x all flavors) – David Protein – High Protein Snack Cookies Healthy

3



CHEETOS FLAMIN' HOT DILL PICKLE - 3 Pack

Q: Can you give us a quick intro — and maybe tell us one fun fact about you that most people don't know?

A: Hi, I'm Brandon, also known as sk8bordb on social media. The name gives it away—yes, I skateboard and have for a long time. But something not a lot of people know about me is that I'm an avid fisherman. I absolutely love fishing. It's something I do in my downtime to recharge. It's peaceful, rewarding, and oddly similar to content creation—you have to be patient, know where to cast, and be ready to reel in when the time is right.

Q: According to FastMoss's H1 2025 data, you ranked No. 31 overall — and GMV-wise. Insane numbers. What changed for you this year?

A: Honestly, this year I made the decision to double down on what was already working. I leaned into the same product types and hooks that had performed well before, but I also experimented with newer trends and formats I hadn't tried.

FastMoss Interview

A: March was a turning point. I tested a brand-new hook, completely untested territory for me, and it exploded—35 million views later, it completely shifted my momentum. It also taught me the value of balancing consistency with innovation.

Q: You've built a $6M+ GMV empire with just your voice, vibe, and a phone. What's one thing you think most creators still get wrong when it comes to content that converts?

A: Too many creators jump from product to product. They try something once, it doesn't go viral, and they immediately drop it and move on. What I've learned is that you need to approach the same product from multiple angles.

Sometimes it takes three, four, or even five videos before something clicks with the audience. Also, many creators overlook the importance of editing. It's not about posting 10 videos a day—it's about posting five great ones that are tight, well-paced, and hook viewers from the start.

Q: You consistently rank in the Top 10 — what's your go-to move when you want to take a product from "never heard of it" to "selling out in hours"?

A: My strategy always starts with research. I look at what's working for others, then ask: how can I make this my own? If a product doesn't click the first time, I don't give up. I revisit it with new angles—a new hook, a new tone, a new edit. Sometimes I'll even test the same video across different accounts to see where it sticks. As for timing, I don't obsess over the perfect post hour. Quality content finds its audience, even weeks or months after posting.

FastMoss Interview

Q: Is your strategy for TikTok LIVE totally different from short videos? Which one brings in the most loyal customers — and why?

A: Yes, completely different. I enjoy live streaming because it builds community, but it demands consistency. To win at live, you have to show up every single day. For me, short videos are more scalable. They keep making money even when I'm offline or traveling. I can batch-create and schedule, and those videos continue to work for me. That's why I've focused more on short form—it gives me freedom and longevity.

Q: You've scaled fast — how do you stay consistent without burning out? Any systems or habits that keep you grounded?

A: Routine is everything for me. I write down my daily plan on a whiteboard every night so when I step into the office the next morning, I know exactly what to tackle. I also prioritize working out every day—it clears my head and keeps my energy up. And honestly, I take breaks. Whether it's a day trip, camping, or just staying away from the phone for a while—you need to disconnect to stay creative. Burnout is real, even for the top performers.

Q: Your energy feels super real, even when you're selling. How do you find that balance between being authentic and actually making sales — without sounding like a walking ad?

A: I only promote what I believe in. That doesn't mean I use every product daily, but I research thoroughly. I want to be confident that what I'm putting in front of my audience has real value. I also speak to my community like friends, not customers. I've had followers since my Call of Duty basement stream days, and they trust me because I've always kept it real. That trust means everything to me.

FastMoss Interview

Q: You've worked with tons of brands. What makes a product instantly feel like a 'yes'? And what's an automatic dealbreaker?

A: I gravitate toward products that solve a problem or bring joy—especially in health, wellness, snacks, and home essentials. If I can see it making someone's life better or easier, it's a yes. A dealbreaker? Low commission, poor product quality, or when the brand clearly hasn't watched any of my content and just sends generic outreach. I need to feel a connection, not like just another name on a list.

Q: If you could tell every brand one thing before they start working with creators — what would it be?

A: Be real. Reach out with intention. Don't start your email with "Dear Creator"—take five minutes to watch our videos, learn our name, reference our work. That alone puts you in the top 10% of outreach. Also, come prepared with a budget and clear goals. Creators are running businesses too, and we need to know what you're bringing to the table.

Q: And if you had the mic for a sec, what would you say to the brands, fans, or even your past self who just started out?

A: To my past self: Stay patient. You don't need to go viral every time. Build consistency, keep learning, and take risks. To brands: Treat creators as partners, not ad placements. And to fans: You guys are the reason I can do this for a living. Thank you for showing up, sharing, and believing in what I do.

FastMoss Interview

Q: What's your best piece of advice for creators with under 10K followers who want to go full-time on TikTok Shop? Where should they start — and what should they ignore?

A: Start by mastering your editing and storytelling. Focus on one or two products and hit them from multiple angles—don't just chase trends. Don't worry about follower count. I've seen people with tiny audiences crush it because their content was clean, clear, and authentic. Also, if one account isn't working, try a backup account. Sometimes it's not the content—it's the algorithm. Keep testing, and don't give up too soon.



sk8bord b

@iamsk8bordb
Content Creator

YooFind

FastMoss Interview

Top TikTok Shop Creator in Indonesia – Fujiiian



Fujiiian

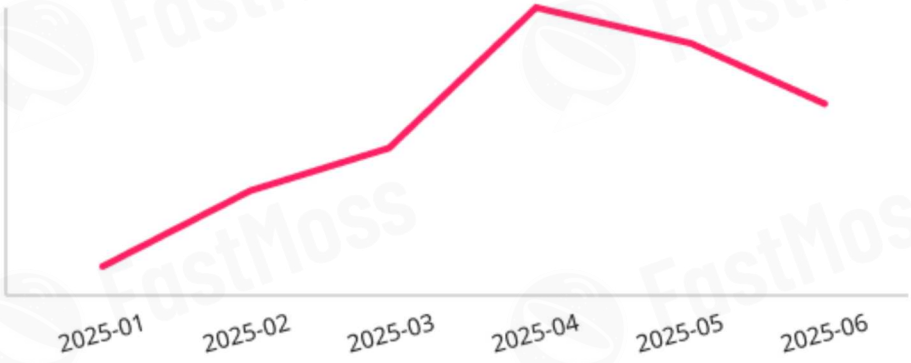
Region: Indonesia

Category: Beauty & Personal Care

Data Overview (updated: 2025-06-23)

37.26m Number of Followers	**Rp22,5 M** Total GMV	**337.0k** New Followers Number (last 28 days)	**Rp21,9 M** Shoppable Video GMV
$39k Ecommerce LIVE GMV	**100** Traffic Index	**99** Ecommerce Potential Index	

Performance Snapshot – H1 2025 (GMV)



FastMoss Interview

2025 H1 Promoted Products List（Total GMV Top 3）

1



Kalon SBOOST Premium Isi 30 - Garcinia Attroviridis Fructus & Curcuma Longa Rhizoma & Morinda Citrifolia Fructus

2



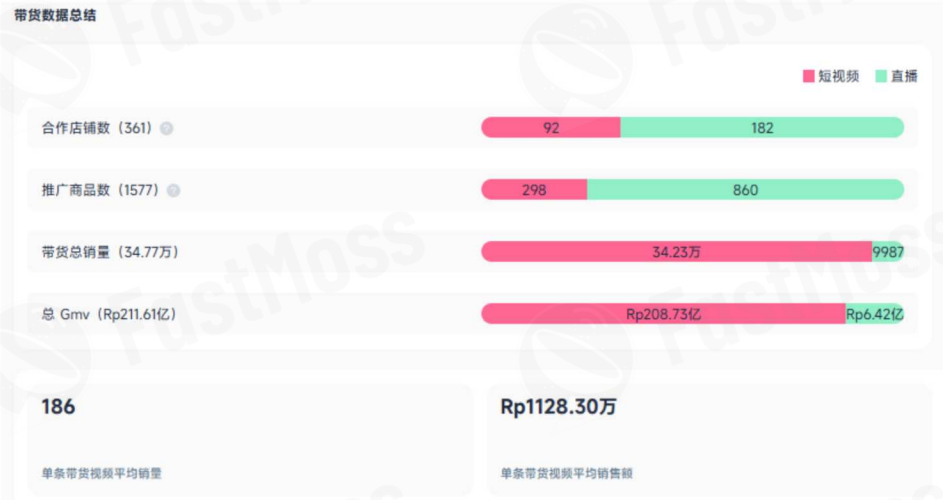
Glowsophy Cover Fit Serum Cushion Long Lasting All Day

3



Music Flower Matte Lipstick Silky 24H Long Lasting Transferproof Lip Makeup Transferproof Tahan 24 Jam Waterproof Ringan dan Tidak Lengket di Bibir

Key Metrics & Data Insights



FastMoss Interview

Fujianti Utami Putri, known as @fujiiian, ranks among Indonesia's top-performing TikTok Shop creators in the beauty and personal care category. Currently holding the 4th position nationwide in GMV among all creators, she has generated a cumulative GMV exceeding IDR 2.15 trillion (approx. USD 1.33 million), demonstrating exceptional commercial conversion capabilities.

Q: Can you briefly introduce yourself? What inspired you to start creating content?

A: My name is Fujianti Utami Putri, but most people call me Fujiiian. I was born on November 3, 2002, and I'm 22 years old.

Ever since I was in school, I've had a strong interest in content creation. I loved editing videos and photos, and I always believed this field had huge potential—for both income and creative freedom. That passion is what drove me to become a content creator.

Q: How would you describe the style of your account? How did it evolve over time?

A: I would describe my content style as energetic, humorous, and focused on aesthetics.

Because I create almost every day and often share my daily life, my content naturally leans toward parody and light-hearted storytelling. I also frequently post reviews or "exposés" about beauty and fashion products, which gradually shaped the overall tone of my account.

FastMoss Interview

Q: Before gaining a large following, what efforts did you make with your content?

A: I was just an ordinary student who had just graduated. I helped my brother with his business, and part of that work involved creating promotional content for his products. That experience taught me the basics of content marketing and laid the foundation for what I do now.

Q: In your view, what qualities are most important for a successful livestream host?

A: The key lies in the host's personality—and how they hold the audience's attention throughout the stream.

I believe it's important to keep things lively and interactive, through Q&A sessions, fun hooks, exclusive promos, or even mini games.

Q: What are your criteria and strategy when choosing products to promote? How do you ensure they match your audience?

A: I'm very selective when it comes to brand partnerships. I won't promote just anything—I always test and experience the product myself first. That way, I can give a genuine review.

I also understand that most of my followers are women, and I'm mindful of their age range and interests. So I make sure the products I promote meet their needs and expectations.

FastMoss Interview

Q: In your livestreams, what do you think actually motivates people to make a purchase?

A: I think the biggest drivers are limited-time deals and the product's practicality.

My viewers don't just watch for fun—they're looking for the next great find. In my streams, I really emphasize value, like "today only," "limited-time discounts," or "buy one, get one free."

Of course, the product itself needs to be high quality. I only recommend things I've used personally or brands I trust. Audiences are smart—they can tell when someone is just pushing a sale versus truly sharing something good.

Q: Do you think your fans buy because of the product itself, or because of the way you present it?

A: I believe it's because of how I present and promote the product. I always try to create compelling visuals and storytelling for each item to make it more attractive and memorable.

I ask myself, "How can I present this product in a way that makes people want to click and learn more?"

So I'll create a scene or narrative—like pairing a skincare product with soft lighting, or sharing my personal usage experience.

I want viewers to feel like, "This product was made for me," rather than just seeing something cold and static. That's why many of my followers stay engaged and keep purchasing—because they trust me and enjoy the way I present things.

FastMoss Interview

Q: Do you think TikTok content should be more 'authentic' or more 'curated'? How do you balance the two?

A: It really depends on the creator's personality and brand—there's no one-size-fits-all answer.

Personally, I lean more toward authentic content, because it helps me connect more closely with my audience. But I do occasionally produce curated content, depending on the campaign or concept—just to keep things fresh and exciting for the viewers.



Fujianti Utami Putri

Top Creator in Indonesia

YooFinds

FastMoss Interview

Tomohiro Yamashita – Bridging Cultures Through Content



Yamashita Tomohiro

Country/Region:
Japan

Category: China-Japan Culture Blogger

Yamashita Tomohiro is a cross-cultural short video creator active between China and Japan. He maintains a strong presence on platforms such as Weibo, Bilibili, and Douyin. As of June 2022, his total follower count across these platforms reached approximately 6.5 million, with total video views exceeding 1.2 billion. On Bilibili alone, where he has been active since 2013, his channel had around 2.56 million subscribers and 460 million total views as of December 2023.

Yamashita's content focuses primarily on China-Japan cultural exchange, presenting language learning and daily life topics in a humorous and approachable style. His engaging videos have made him especially popular among young Chinese audiences.

FastMoss Interview

Q: As a creator active on both Chinese and Japanese social media platforms, how do you view the market potential of TikTok Shop in Japan?

A: A: As of now, TikTok Shop in Japan is still in its exploratory phase. Although TikTok officially launched its e-commerce function in Japan on June 30, 2025, with over 20 million users now able to access it, most Japanese merchants and trade unions still lack knowledge on how to operate it effectively.

Having spent years in China, I'm familiar with the influencer economy there: brands select strong products, collaborate with KOLs, and drive sales through short videos and livestreams—creating synergy between platform, brand, and influencer. In Japan, merchants are still testing the waters on their own. Many are unsure how to run ads, develop content strategies, or whether the investment will really pay off.

Q: So would you say Japan is still in an early-stage market for TikTok Shop?

A: Exactly. Each merchant is currently experimenting individually. But to build real momentum, strong collaboration among merchants, agencies, and the platform is essential—which will take time.

Also, Japanese consumers behave differently. Many still enjoy offline shopping, especially with friends on weekends. If TikTok content—like short videos or livestreams—can trigger interest during weekdays and pair it with time-sensitive promotions, it could help shift some purchase behaviors online.

FastMoss Interview

Q: You mentioned differences in user habits between Japan and China. How do you think Japanese consumer habits will evolve as TikTok Shop becomes more widespread?

A: Young people are open to new things, so TikTok Shop will likely gain traction gradually. I foresee a hybrid trend: offline browsing paired with online purchasing via TikTok. Brands will use TikTok as a discovery tool to build awareness, and eventually open physical stores to close the loop—"online seeding, offline conversion."

That said, the Japanese market is more complex than China's. Japanese consumers care more about product stories and quality—not just price.

Q: What advice would you give to brands looking to enter TikTok Shop Japan?

A: Focus on product differentiation. Competing on price alone won't work—there are many similar brands in Japan. You need to communicate your uniqueness clearly, whether it's design philosophy, brand narrative, or quality assurance. That's what resonates with Japanese consumers.

Q: How does Japanese culture influence TikTok content? What's the biggest difference compared to Western markets?

A: Japanese TikTok users enjoy content created by young women, comedy skits, and relatable daily life videos. Previously, TikTok Japan focused purely on entertainment and visibility—it didn't have commerce features.

Now that shopping is being integrated, many brands are increasing their investment. Japanese creators have incredible creativity, so I expect future ad content to be funny, emotionally resonant, or extremely memorable—ads that don't feel like ads.

FastMoss Interview

Q: Do you think video commerce and livestreaming will change how Japanese consumers shop?

A: I see great potential. Japan currently lacks a native video-commerce model. People love high-quality visual content, and TikTok's recommendation system can match users with relevant products.

Unlike China, though, livestream shopping isn't yet part of the mainstream in Western markets. In Japan, especially in cities like Tokyo or Osaka, people still prefer offline entertainment and socializing. Watching livestreams to shop isn't yet a habit.

But if well-known Japanese talents—like comedians or models—start hosting livestreams and clips are distributed across social media, it could become a trend. Think of it as a hybrid: events + livestream + short video commerce, similar to what creators like Xiao Yangge do in China.



Yamashita Tomohiro

Cross-Cultural Influencer with 6.5M+ Followers | TikTok E-Commerce Expert in Japan

06

TikTok Shop H1 2025

Brands and Retails Data & Rankings

TikTok Shop Brands and Retails Data & Rankings – H1 2025

On May 29, 2025, TikTok Shop officially launched its Merchant Identification System. Developed from a platform governance perspective, this framework classifies merchants into five tiers based on brand authorization relationships and operational capabilities. The goal is to help consumers better identify the origin of products while encouraging high-quality merchants to build long-term credibility.

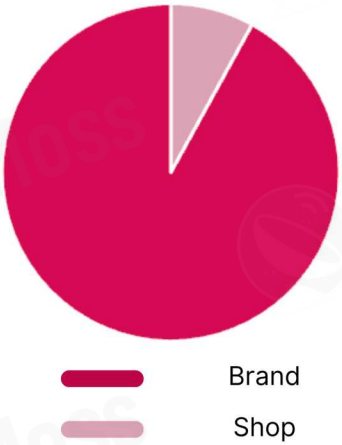
This classification system not only reflects TikTok Shop's strategic efforts to enhance oversight in both local and cross-border markets, but also serves as the primary benchmark in this report for distinguishing between brand stores and retail stores.

Store Classification on TikTok Shop

Store Type	Label	Definition	Key Characteristics
Brand Store	**Top Brand** Top-Level Official Brand Store	Official stores of top-tier brands, typically well-known names or influential brands certified by TikTok.	- Direct brand operation; 100% authentic products with official guarantees. - Complete brand credentials and authorization documents. - May receive sustained platform traffic support and exclusive resources.
	Official Shop Flagship Store	Flagship stores directly operated or officially authorized by the brand.	- Similar to "Top Brand" but may involve less prominent names. - Products and after-sales services are guaranteed by the brand.
Retail Store	**Authorized Seller** Authorized Retailer	Authorized retailers selling on behalf of a brand, but not operated by the brand itself.	- May be dealers, distributors, or partners. - Must provide brand authorization; products are genuine, but authorization chain should be carefully reviewed (some may involve sub-authorization).
	Gold Star Seller	High-quality sellers certified by the platform based on comprehensive performance.	- High sales volume, low return/complaint rates. - Excellent customer service and logistics experience. - Stable and long-term positive store ratings.
	Silver Star Seller	Mid-tier quality sellers recognized by the platform.	- Good performance, but slightly below Gold Star in metrics (e.g., volume, rating). - Must still meet basic service and compliance standards.

TikTok Shop U.S.: The Evolving Storefront Landscape Under Brand-Led Growth

According to FastMoss data, the first half of 2025 marks a structural shift in the U.S. TikTok Shop ecosystem, with clear momentum toward brand-led, organized development. Brand-operated storefronts now account for a dominant 92% of total GMV, while retail stores contribute only 8%—indicating a move away from a purely viral, trend-driven model toward more sustainable brand operations.



In terms of category breakdown, Beauty & Personal Care remains the most established and reliable growth driver, accounting for 31% of total sales. Its consistent leadership reflects the category's strong performance in both content-driven discovery and repurchase conversion.

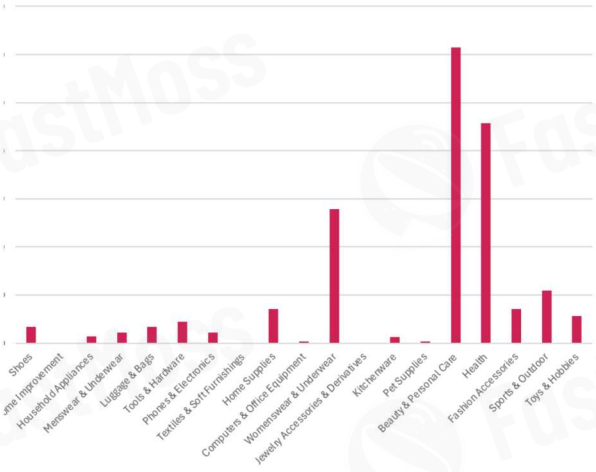
Following closely is the Health category, contributing 23% of total sales, signaling American consumers' sustained demand for supplements and functional wellness products.

Womenswear and Underwear ranks third with 14% of total sales, covering a wide range of subcategories from fast fashion to functional apparel. Sports & Outdoors and Fashion Accessories follow with 7% and 3% respectively, demonstrating promising growth momentum in lifestyle-driven consumption.

Notably, emerging categories such as Footwear, Pet Supplies, and Toys & Games have also begun to appear in the store sales rankings. This signals a clear trend toward increasingly segmented consumer demand, offering merchants broader selection opportunities and more diverse operational strategies.

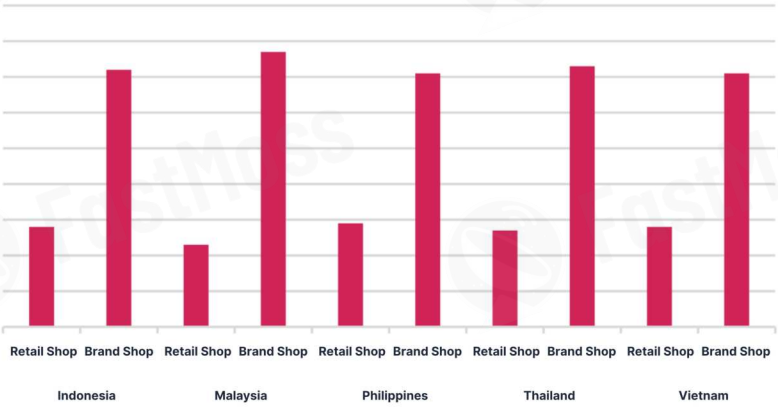
Overall, the TikTok Shop U.S. ecosystem has taken shape around a stable commercial structure—brand-led, with Beauty and Health as the core revenue pillars, and Apparel and Accessories as key growth levers.

For brands, this trend not only affirms the platform's potential for long-term business development, but also highlights that now is a critical window for establishing a strategic presence in the U.S. content-driven e-commerce market.



TikTok Shop Southeast Asia Enters a Phase of High-Quality Growth: Rise of Brand Stores and Multi-Category Expansion

According to FastMoss data, in the first half of 2025, TikTok Shop's small-store ecosystem across five Southeast Asian markets—Indonesia, Malaysia, the Philippines, Thailand, and Vietnam—exhibited a distinct structure characterized by brand-led operations, beauty as a core category, and multi-category growth.



Brand-operated stores have become the dominant force in the region. In all five countries, brand stores account for over 70% of the top-performing live commerce rankings. This reflects a clear trend: more established brands are accelerating their expansion on TikTok Shop, leveraging direct-to-consumer models or official authorizations to lead sales. In contrast, retail stores make up less than 30%, playing more of a supplementary or long-tail role within the ecosystem.

Across Malaysia, the Philippines, Vietnam, and Thailand, Beauty & Personal Care consistently ranks as the top-selling category, underscoring its foundational role in the Southeast Asian market. Consumers in the region show strong engagement with high-visual, fast-conversion beauty livestream content, making it a high-frequency scenario for brand store success.

Overall, the TikTok Shop ecosystem in Southeast Asia has undergone a structural transformation—from being long-tail seller–driven to brand-centric. At the category level, the market now exhibits a model where beauty leads, home and fashion provide support, and multiple verticals grow in tandem.

Looking ahead, Southeast Asia is rapidly emerging as a strategic hub for global brand expansion through content-driven commerce. For brands seeking scale, visibility, and direct engagement with mobile-first consumers, the region presents a uniquely dynamic and high-potential opportunity.

TikTok Shop Europe: Ecosystem Rebuilt as Retail Sellers Take the Lead

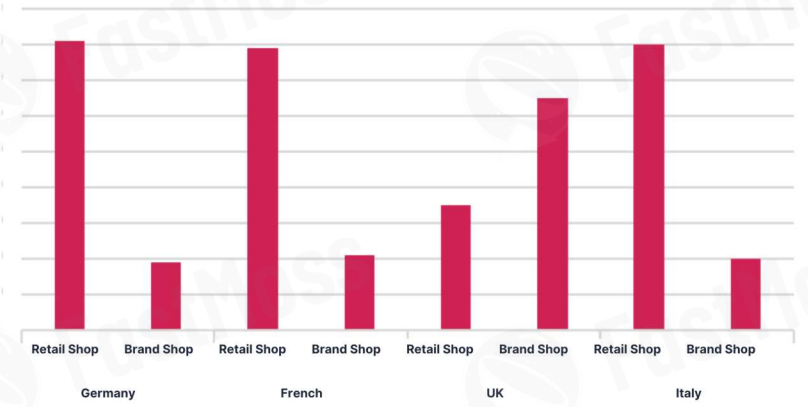
According to FastMoss data, the first half of 2025 saw TikTok Shop's European ecosystem taking on a distinct retail-led structure. Unlike Southeast Asia and the U.S.—where brand participation has deepened—European brands have so far remained cautious in their platform investment, creating substantial growth room for small to mid-sized retail sellers.

Data from four key markets—the UK, Germany, France, and Italy—reveals that retail stores dominate in Germany (81%), France (79%), and Italy (80%). The UK stands out slightly, with brand stores accounting for 65%, yet retail sellers still maintain a significant 35% share.

This indicates that across TikTok Shop Europe, non-brand merchants, distributors, and cross-border sellers continue to drive the majority of transactions. Meanwhile, most local European brands have yet to fully engage with TikTok's content-commerce infrastructure.

Overall, the European TikTok Shop ecosystem remains in a "retail-driven, content-powered growth phase"—where brands are not yet the dominant players, giving rise to a surge in retail-led activity.

This presents a golden window of opportunity for smaller merchants to build market presence and consumer mindshare. At the same time, it leaves ample strategic headroom for future brand onboarding and ecosystem maturity as the market evolves.



Retail-Led Commerce Defines TikTok Shop's Unique Ecosystem in Spanish-Speaking Markets

FastMoss data shows that TikTok Shop's e-commerce ecosystem in Spanish-speaking countries is primarily driven by retail sellers, following a development trajectory notably different from that of the U.S. or Western Europe.

In the first half of 2025, 92% of livestream storefronts in Brazil were operated by retail merchants, with brand stores accounting for just 8%. A similar pattern emerges in Mexico and Spain, where retail stores held 63% and 80% market share respectively.

This trend highlights that TikTok Shop in Spanish-speaking markets is still in the early stages of brand penetration, with the ecosystem largely built by small and medium-sized retail sellers. The platform reflects a highly grassroots-driven dynamic, where entrepreneurial sellers play a central role in shaping consumer engagement and commerce behavior.



Taken together, the TikTok Shop ecosystem in these regions is forming around retailers as the foundational layer, with a fast-evolving localized content-commerce model. While brand participation remains limited, the market's category diversity and strong local preferences provide fertile ground for future brand entry and ecosystem maturation.

TikTok U.S.
Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	Tarte Cosmetics, United States	Beauty & Personal Care	1.2m	$36.3m
	Goli Nutrition, United States	Health	1.3m	$31.9m
	OQ HAIR SHOP, United States	Fashion Accessories	440.1k	$30.8m
4	medicube US Store, United States	Beauty & Personal Care	828.0k	$30.3m
5	Micro Ingredients, United States	Health	954.0k	$26.0m
6	vevor store, United States	Tools & Hardware	445.0k	$25.6m
7	MaryRuth's, United States	Health	545.3k	$20.3m
8	wavytalk, United States	Beauty & Personal Care	528.5k	$19.0m
9	Crocs, United States	Shoes	428.7k	$18.0m
10	Merach US, United States	Sports & Outdoor	254.7k	$17.6m
11	O Positiv, United States	Health	652.8k	$16.1m
12	Bella All Natural, United States	Health	451.5k	$15.5m
13	Merach fitness, United States	Sports & Outdoor	283.9k	$15.3m
14	Cata-Kor, United States	Health	389.7k	$14.6m
15	Hsia-Bras, United States	Womenswear & Underwear	533.8k	$14.6m

Ranking Analysis

In H1 2025, TikTok Shop US's Top 50 Full Service Shops saw "Womenswear & Underwear" dominate, accounting for 46% of listed stores, 64% of GMV, and 63% of total sales—highlighting the category's strong fit with full-service's fast-turnover, high-frequency supply chain model. For merchants with strong execution but limited brand equity, full service offers a fast-track to test, scale, and win in the U.S. market. Notably, UK beauty brand Made by Mitchell ranked 15th in GMV, showcasing TikTok Shop's ability to empower global sellers through streamlined operations and local service provider partnerships.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok U.K.
Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	plmakeupacademy United Kingdom	Beauty & Personal Care	1.1m	£23.2m
	Free Soul United Kingdom	Health	491.3k	£6.6m
	Wellgard United Kingdom	Health	422.4k	£6.5m
4	madebymitchell United Kingdom	Beauty & Personal Care	603.8k	£6.3m
5	Nutrition Geeks United Kingdom	Health	703.2k	£5.4m
6	KatchMe United Kingdom	Womenswear & Underwear	206.4k	£4.8m
7	BPerfect Cosmetics United Kingdom	Beauty & Personal Care	372.9k	£4.5m
8	Halara UK Shop United Kingdom	Womenswear & Underwear	169.0k	£4.4m
9	Wholesale UK United Kingdom	Home Supplies	208.0k	£3.7m
10	Myprotein United Kingdom	Sports & Outdoor	285.7k	£3.3m
11	STRAAME United Kingdom	Home Supplies	305.6k	£3.1m
12	YOZY United Kingdom	Womenswear & Underwear	251.6k	£3.1m
13	Yass Clean United Kingdom	Home Supplies	186.3k	£3.0m
14	Denny Shop UK United Kingdom	Home Supplies	218.3k	£2.8m
15	Nature Spell United Kingdom	Beauty & Personal Care	322.4k	£2.7m

Ranking Analysis

In H1 2025, TikTok Shop UK's Top 50 rankings revealed a diversified content-commerce structure led by Beauty & Personal Care, Womenswear & Underwear, and Health—balancing beauty, functionality, and value. Brand-operated stores dominated the list (65%), yet retail-style shops remained highly competitive, particularly in niche segments. Beauty led across all metrics, contributing 34% of GMV, 37% of sales, and 29% of listed products. Womenswear & Underwear followed, driven by brands like Halara UK and YOZY, which leveraged shared UK–US aesthetics to scale rapidly. The UK market showcases a mature content-commerce ecosystem shaped by strong category anchors and effective cross-market brand migration.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

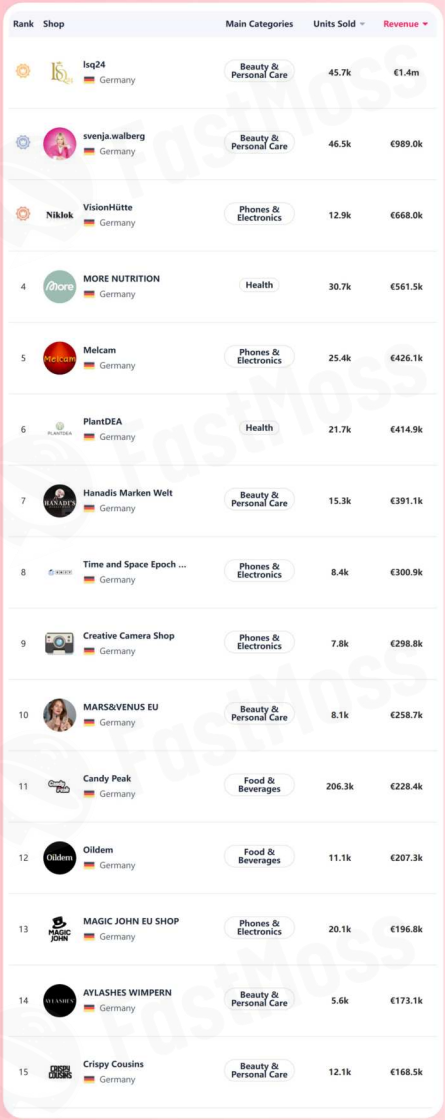
Find more TikTok data

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TikTok Germany
Top Shops Ranking

TOP15

First half of 2025



Rank	Shop	Main Categories	Units Sold	Revenue
	lsq24 Germany	Beauty & Personal Care	45.7k	€1.4m
	svenja.walberg Germany	Beauty & Personal Care	46.5k	€989.0k
	VisionHütte Germany	Phones & Electronics	12.9k	€668.0k
4	MORE NUTRITION Germany	Health	30.7k	€561.5k
5	Melcam Germany	Phones & Electronics	25.4k	€426.1k
6	PlantDEA Germany	Health	21.7k	€414.9k
7	Hanadis Marken Welt Germany	Beauty & Personal Care	15.3k	€391.1k
8	Time and Space Epoch ... Germany	Phones & Electronics	8.4k	€300.9k
9	Creative Camera Shop Germany	Phones & Electronics	7.8k	€298.8k
10	MARS&VENUS EU Germany	Beauty & Personal Care	8.1k	€258.7k
11	Candy Peak Germany	Food & Beverages	206.3k	€228.4k
12	Oildem Germany	Food & Beverages	11.1k	€207.3k
13	MAGIC JOHN EU SHOP Germany	Phones & Electronics	20.1k	€196.8k
14	AYLASHES WIMPERN Germany	Beauty & Personal Care	5.6k	€173.1k
15	Crispy Cousins Germany	Beauty & Personal Care	12.1k	€168.5k

Ranking Analysis

In H1 2025, TikTok Shop Germany's merchant rankings revealed a fragmented landscape, with the Top 5 stores contributing less than 30% of total GMV and the Top 10 under 50%—indicating a highly competitive environment with ample room for content and strategy differentiation. Beauty & Personal Care led in scale, contributing 27% of listed products, 38% of GMV, and 24% of sales. 3C Electronics followed closely, accounting for 26% of products and 25% of GMV. Among the Top 50 stores, 81% were retail-driven, showcasing a content-commerce model centered on flexible merchandising and agile content strategies.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok Italy

Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	Moero Shop Italy	Luggage & Bags	5.8k	€236.4k
	KM Star Italy	Beauty & Personal Care	19.0k	€225.7k
	Allydollina Italy	Beauty & Personal Care	8.3k	€171.7k
4	Annaira Collection s.r.l Italy	Fashion Accessories	8.9k	€168.5k
5	Avilia Home Italy	Home Supplies	6.5k	€147.4k
6	Lysee Ti Italy	Womenswear & Underwear	18.3k	€128.6k
7	Coffee Pusher Italy	Food & Beverages	6.9k	€120.6k
8	Scentellea Italy	Beauty & Personal Care	6.0k	€110.6k
9	Nonna Silvi Italy	Food & Beverages	4.9k	€110.3k
10	Nicole P Cosmetics Italy	Beauty & Personal Care	4.5k	€98.6k
11	LuminaNova Italy	Beauty & Personal Care	7.9k	€97.8k
12	Kipi makeup Italy	Beauty & Personal Care	5.1k	€89.3k
13	Atida eFarma Italy	Beauty & Personal Care	9.0k	€85.0k
14	Yuedong Digital Tech Italy	Phones & Electronics	13.9k	€74.4k
15	Semprefarmacia Italy	Health	4.7k	€70.8k

Ranking Analysis

In H1 2025, TikTok Shop Italy's merchant leaderboard reflected a clear content-commerce dynamic, led by Beauty & Personal Care and dominated by retail-driven sellers. Retail stores accounted for 80% of the Top 50, underscoring the agility of small-to-mid-sized merchants in capturing niche demand and riding content trends. Beauty & Personal Care ranked first across product count, GMV, and sales share, confirming its strong consumer stickiness. Phones & Electronics followed, benefiting from high price points and utility value, while Womenswear & Underwear showed strong performance in both listings and sales. Italy's market is now anchored by beauty, tech, and fashion-driven content loops.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok France

Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	NEEWER France	Phones & Electronics	6.6k	€608.9k
	APRIZO France	Beauty & Personal Care	49.1k	€461.0k
	L'Atelier Visionnaire France	Phones & Electronics	8.5k	€434.4k
4	Novete Life France	Phones & Electronics	21.2k	€412.7k
5	Carrefour France France	Toys & Hobbies	9.4k	€243.3k
6	DDYSSZLY France	Phones & Electronics	7.6k	€182.2k
7	CandyMixFrance France	Food & Beverages	17.7k	€161.8k
8	Mon hijab pas cher France	Fashion Accessories	19.6k	€159.5k
9	MEELITO France	Beauty & Personal Care	18.0k	€153.1k
10	Blissim shop France	Beauty & Personal Care	4.7k	€150.4k
11	NovaMode. France	Womenswear & Underwear	14.3k	€147.5k
12	Time and Space Epoch ... France	Phones & Electronics	5.6k	€142.7k
13	YOUARDA.C France	Beauty & Personal Care	5.4k	€129.7k
14	GRANIONS France	Health	5.7k	€127.6k
15	IMOLI-FR France	Automotive & Motorcycle	8.1k	€107.4k

Ranking Analysis

In H1 2025, TikTok Shop France's Top 50 merchant leaderboard showed a concentrated structure, with top stores like NEEWER, APRIZO, and L'Atelier Visionnaire accounting for over 30% of total GMV. Beauty & Personal Care led in listings (28%) and sales volume (33%), though its GMV share was 15%—highlighting strong user engagement and high repurchase rates. 3C Electronics followed (23%), driven by value-based bestsellers like camera gear and phone accessories. Womenswear & Underwear ranked third (12%), thriving through livestream styling content. Retail stores dominated the Top 50 (80%), indicating a content-driven distribution model where agile merchants lead in selection, operations, and conversion.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Indonesia
Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	Xiaomi Indonesia Indonesia	Phones & Electronics	988.9k	Rp1.656,8 M
	glad2glow.indo Indonesia	Beauty & Personal Care	10.3m	Rp839,9 M
	npureofficial Indonesia	Beauty & Personal Care	2.0m	Rp732,6 M
4	Infinix Indonesia Indonesia	Phones & Electronics	316.8k	Rp561,7 M
5	Coolvita Indonesia Indonesia	Health	1.5m	Rp454,3 M
6	P&G Store Indonesia	Beauty & Personal Care	4.5m	Rp434,4 M
7	Huawei Indonesia Indonesia	Phones & Electronics	379.7k	Rp403,1 M
8	skintific.indonesia Indonesia	Beauty & Personal Care	2.0m	Rp331,8 M
9	wardahbeautyid Indonesia	Beauty & Personal Care	5.8m	Rp307,0 M
10	Aerostreet Indonesia	Menswear & Underwear	2.4m	Rp250,4 M
11	Maybelline Indonesia Indonesia	Beauty & Personal Care	1.3m	Rp239,3 M
12	SKIN1004 Indonesia	Beauty & Personal Care	1.3m	Rp226,4 M
13	Goto Living Indonesia	Home Supplies	3.3m	Rp222,8 M
14	Somethinc Indonesia	Beauty & Personal Care	2.0m	Rp204,3 M
15	MOSSDOOM Indonesia	Luggage & Bags	1.3m	Rp193,9 M

Ranking Analysis

In H1 2025, TikTok Shop Indonesia's merchant ecosystem showed high GMV concentration, with leading brands dominating top sales. Over 70% of the Top 50 stores were brand-operated, reflecting strong consumer trust and brand-driven growth. Phones & Electronics led in both product count and GMV—contributing over one-third of total sales—driven by high-frequency items like phones, earbuds, and accessories. Computers & Office Equipment and Household Appliances ranked second and third in GMV, signaling rising demand for digital lifestyle upgrades. Brand stores leveraged short video and livestream formats for efficient product exposure, supported by stronger fulfillment capabilities and trust-building advantages.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Thailand
Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	ทิชชู่ชลบุรี ราคาปลีก-ส่ง Thailand	Home Supplies	1.4m	฿482.3m
	Dodolove Thailand Thailand	Baby & Maternity	1.9m	฿443.2m
	ATIPASHOPP Thailand	Womenswear & Underwear	2.1m	฿354.8m
4	Kathy Cosmetics Thailand	Beauty & Personal Care	1.4m	฿341.1m
5	Maybelline TH Thailand	Beauty & Personal Care	562.8k	฿329.6m
6	Kongnaphat Thailand	Beauty & Personal Care	922.9k	฿323.7m
7	Simplus Official Store Thailand	Household Appliances	724.4k	฿322.0m
8	Madamefin Thailand	Beauty & Personal Care	596.3k	฿321.3m
9	PROMTHONG BKK Thailand	Womenswear & Underwear	1.1m	฿319.5m
10	KY Tech Thailand	Phones & Electronics	1.4m	฿308.0m
11	CAMEL Mall Thailand	Household Appliances	313.4k	฿297.1m
12	Fresh me Thailand Thailand	Health	913.6k	฿285.8m
13	SkintificThailand Thailand	Beauty & Personal Care	747.9k	฿250.5m
14	Konvy Thailand	Beauty & Personal Care	1.4m	฿244.6m
15	GOOJODOQ Thailand	Phones & Electronics	1.0m	฿242.6m

Ranking Analysis

In H1 2025, TikTok Shop Thailand exhibited a moderately concentrated merchant landscape, with no extreme dominance by top sellers. Brand-operated stores clearly outnumbered retail sellers in the Top 100, highlighting the potential of local Thai brands to scale through content-driven commerce. Beauty & Personal Care led as the top category—accounting for nearly 30% of merchants, over 25% of GMV, and 30% of total sales. Home Supplies, Health, and Phones & Electronics followed with balanced growth, reflecting steady demand and content-driven category maturity. Notably, Womenswear & Underwear showed high purchase frequency (nearly 20% of sales), signaling strong upside for content-led brand building.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Malaysia
Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	MAZAVILLE Malaysia	Beauty & Personal Care	1.9m	RM49.3m
	ELGINI MALAYSIA Malaysia	Sports & Outdoor	1.9m	RM45.0m
	SkintificMalaysia-SKT Malaysia	Beauty & Personal Care	957.0k	RM44.4m
4	Panda eyes Malaysia	Womenswear & Underwear	1.6m	RM43.3m
5	Dr. Cardin Malaysia	Shoes	1.0m	RM43.0m
6	Glad2GlowMalaysia Malaysia	Beauty & Personal Care	1.3m	RM40.2m
7	DESSINI Malaysia Malaysia	Household Appliances	578.3k	RM36.3m
8	JomRaya - Sampul Ray... Malaysia	Computers & Office Equipment	540.1k	RM29.0m
9	PerySmith Malaysia Malaysia	Household Appliances	158.5k	RM28.9m
10	Skintific.my Malaysia	Beauty & Personal Care	536.0k	RM27.9m
11	Nur Shahida Mohd Ras... Malaysia	Beauty & Personal Care	966.4k	RM26.6m
12	ainorie Malaysia	Muslim Fashion	342.9k	RM26.1m
13	GOOJODOQ MY OFFICI... Malaysia	Phones & Electronics	578.0k	RM25.2m
14	JisuLife-MY Malaysia	Household Appliances	269.2k	RM25.2m
15	Zoe Arissa Malaysia	Muslim Fashion	500.8k	RM24.4m

Ranking Analysis

In H1 2025, TikTok Shop Malaysia showcased a brand-led commerce structure, with over 80% of Top 50 merchants being brand-operated stores. Despite this dominance, the market remained relatively balanced, with no single player holding overwhelming lead—indicating a competitive yet open landscape. Beauty & Personal Care was the leading category, contributing 27% of merchants, nearly 30% of GMV, and over 30% of total sales. Muslim Fashion ranked second, driven by strong alignment with local cultural preferences, accounting for 13% of GMV and sales. Phones & Electronics, Household Appliances, and Kitchenware also showed notable presence, reflecting expanding consumer scenarios under content-driven growth.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss

TikTok Vietnam

Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	COLORKEY Việt Nam Vietnam	Beauty & Personal Care	4.6m	659,7Tiđ
	TOPGIAHN Vietnam	Home Supplies	2.9m	565,7Tiđ
	GOOJODOQ VN Vietnam	Phones & Electronics	1.7m	410,3Tiđ
4	Cocoon Vietnam Vietnam	Beauty & Personal Care	1.6m	348,5Tiđ
5	HASAKI BEAUTY Vietnam	Beauty & Personal Care	2.0m	339,2Tiđ
6	L'oreal Paris Việt Nam Vietnam	Beauty & Personal Care	986.8k	330,9Tiđ
7	Unilever Beauty Vietnam	Beauty & Personal Care	917.7k	321,2Tiđ
8	@JULIDO Vietnam	Menswear & Underwear	1.7m	254,5Tiđ
9	KY Tech Vietnam	Phones & Electronics	1.5m	240,5Tiđ
10	Nesty Store VN Vietnam	Shoes	1.5m	234,1Tiđ
11	TOP GIA VIETNAM Vietnam	Home Supplies	369.2k	218,1Tiđ
12	Earbuds & Earphones Vietnam	Phones & Electronics	962.3k	211,0Tiđ
13	Carslan.VN Vietnam	Beauty & Personal Care	635.8k	175,1Tiđ
14	Ăn Cùng Bà Tuyết Vietnam	Food & Beverages	1.4m	174,5Tiđ
15	Garnier Vietnam Vietnam	Beauty & Personal Care	725.5k	164,3Tiđ

Ranking Analysis

In H1 2025, TikTok Shop Vietnam's merchant ecosystem was highly brand-centric, with over 90% of top-performing stores operated by brands. Content-led players like COLOREKY Việt Nam and TOPGIAHN led through consistent, localized engagement. Beauty & Personal Care dominated, accounting for nearly half of top merchants and GMV, fueled by strong visual branding, livestream cadence, and community interaction. Practical lifestyle categories—Women's Fashion, Home Supplies, and Baby & Maternity—also gained momentum. Overall, Vietnam's landscape is defined by brand-driven operations, beauty-first performance, and rising demand for everyday essentials through content commerce.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss

TikTok Philippines
Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	Nestle PH Philippines	Food & Beverages	2.5m	₱858.8m
	petwellshop Philippines	Pet Supplies	973.9k	₱830.3m
	Mumu PH Philippines	Luggage & Bags	3.7m	₱556.1m
4	DENIM FASHION2 Philippines	Womenswear & Underwear	1.8m	₱438.9m
5	Organic Skin Philippines	Beauty & Personal Care	1.8m	₱399.3m
6	Puritan's Pride Philippi... Philippines	Health	247.5k	₱389.2m
7	Unilove PH Official Philippines	Baby & Maternity	1.2m	₱359.6m
8	Dermorepubliq Philippines	Beauty & Personal Care	1.7m	₱357.8m
9	STAY YOUNG PH Philippines	Luggage & Bags	2.6m	₱349.7m
10	A&J Beauty and Wellne... Philippines	Beauty & Personal Care	2.0m	₱343.7m
11	cocofood Philippines	Food & Beverages	3.0m	₱331.2m
12	SY Glow Philippines	Beauty & Personal Care	748.7k	₱327.7m
13	Hottie Diary PH Philippines	Womenswear & Underwear	892.4k	₱326.9m
14	GOOJODOQ.STORE.PH Philippines	Phones & Electronics	620.3k	₱325.9m
15	shop with beauti Philippines	Beauty & Personal Care	1.4m	₱316.2m

Ranking Analysis

TikTok Shop Philippines shows a relatively balanced merchant landscape, with no dominant super-tier players. Brand stores lead both in volume and efficiency, reflecting TikTok's growing support for branded content and user stickiness. Beauty & Personal Care is the top-performing category, driving nearly 30% of sales and over 30% of volume. Other key categories include Phones & Electronics, Health, and Womenswear & Underwear. Electronics thrive on value-driven content, while Health and Fashion see expanding consumer bases. Overall, the market is evolving toward a brand-led, content-powered ecosystem with growing vertical category penetration.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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YooFinds

TikTok Brazil

Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	Boca Rosa BR, Brazil	Beauty & Personal Care	48.1k	R$2.9m
	Loja Coala, Brazil	Home Supplies	19.3k	R$1.3m
	PRINCIPIA, Brazil	Beauty & Personal Care	22.5k	R$1.2m
4	TOP ELETRICO LTDA, Brazil	Phones & Electronics	14.9k	R$1.2m
5	DAFUSHOP BRASIL, Brazil	Phones & Electronics	21.7k	R$1.2m
6	MEOKY-BR, Brazil	Kitchenware	9.8k	R$1.1m
7	Creamy Skincare, Brazil	Beauty & Personal Care	16.0k	R$1.1m
8	Z&D Lingerie, Brazil	Womenswear & Underwear	48.0k	R$1.0m
9	Guday.br, Brazil	Health	13.6k	R$1.0m
10	Bloom Shop BR, Brazil	Beauty & Personal Care	11.3k	R$945.6k
11	MODUS BOTTLES, Brazil	Kitchenware	5.8k	R$557.1k
12	Achadinhos, Brazil	Kitchenware	12.8k	R$549.6k
13	ZSZ BR, Brazil	Phones & Electronics	20.3k	R$522.7k
14	SC TECH STORE, Brazil	Phones & Electronics	10.3k	R$482.4k
15	Naraka Jeans, Brazil	Womenswear & Underwear	6.6k	R$453.7k

Ranking Analysis

In H1 2025, TikTok Shop Brazil's top stores showed a "category-concentrated, seller-fragmented" pattern. The top 5 stores contributed 33% of GMV, while the top 10 reached 47%, indicating a decentralized market shaped by content-driven sales. Beauty & Personal Care led with 26% GMV, followed by 3C Electronics (20%) and Home Supplies (15%). Over 80% of top stores were retail-driven, focused on product curation and content. Brand-owned stores made up only 20%, with emerging players like Boca Rosa BR and Salon Line offering early benchmarks. Retail creators remain the key force driving conversions across Brazil's leading categories.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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TikTok Spain

Top Shops Ranking

TOP15

First half of 2025

Rank	Shop	Main Categories	Units Sold	Revenue
	DESPEGUE Spain	Food & Beverages	70.0k	€1.3m
	ARMONIAS Spain	Womenswear & Underwear	43.9k	€828.4k
	Tech Savvy Phone Spain	Phones & Electronics	6.4k	€687.6k
4	Hijo de la Suerte Spain	Home Improvement	16.9k	€657.7k
5	Novete Life Spain	Phones & Electronics	27.0k	€567.9k
6	Utopya Shop Spain	Womenswear & Underwear	34.3k	€541.0k
7	MIKOMIKA Spain	Home Improvement	10.2k	€431.4k
8	Nutribrain Spain	Health	16.2k	€426.7k
9	LONKOOM.ES Spain	Beauty & Personal Care	30.0k	€424.0k
10	1990s Maletas y Bolsos Spain	Luggage & Bags	9.9k	€353.9k
11	Landot-ES Spain	Beauty & Personal Care	11.3k	€333.8k
12	Flash Store TCG Spain	Toys & Hobbies	6.6k	€319.0k
13	KREMTIK Spain	Food & Beverages	29.0k	€302.1k
14	MINISO.ES Spain	Phones & Electronics	20.9k	€293.2k
15	Khakimei Spain	Womenswear & Underwear	20.3k	€290.8k

Ranking Analysis

In H1 2025, TikTok Shop Spain's Top 50 stores revealed a balanced category mix and maturing content-to-commerce flow. Top merchants showed strong coordination across content, branding, and supply chain, with replicable rhythms in production and engagement. Phones & Electronics led in GMV (28%), followed by Beauty & Personal Care (16%) and Womenswear & Underwear (15%), each leveraging tailored content formats to drive trust and conversion. Retail stores dominated (80%), signaling a grassroots-driven stage where agile sellers lead attention capture, while brands begin carving out vertical authority in key segments.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

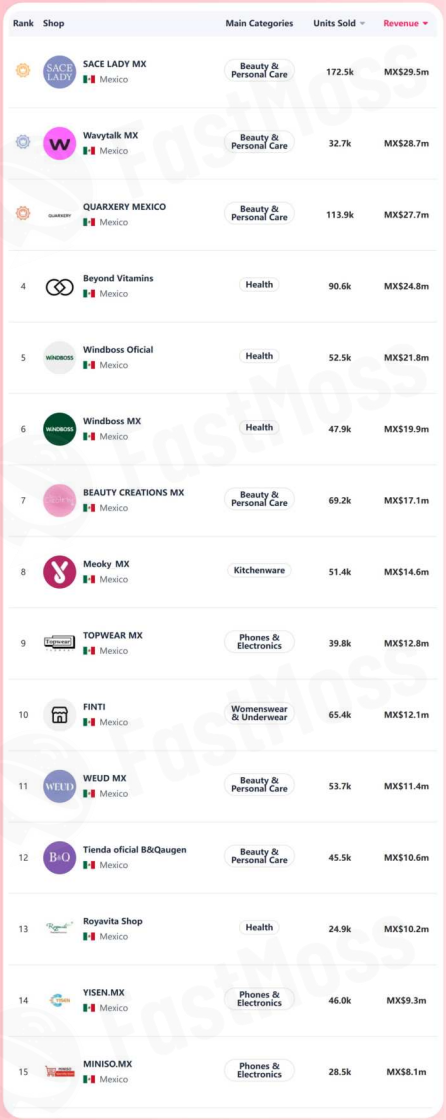
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TikTok Mexico
Top Shops Ranking

TOP15

First half of 2025



Rank	Shop	Main Categories	Units Sold	Revenue
	SACE LADY MX Mexico	Beauty & Personal Care	172.5k	MX$29.5m
	Wavytalk MX Mexico	Beauty & Personal Care	32.7k	MX$28.7m
	QUARXERY MEXICO Mexico	Beauty & Personal Care	113.9k	MX$27.7m
4	Beyond Vitamins Mexico	Health	90.6k	MX$24.8m
5	Windboss Oficial Mexico	Health	52.5k	MX$21.8m
6	Windboss MX Mexico	Health	47.9k	MX$19.9m
7	BEAUTY CREATIONS MX Mexico	Beauty & Personal Care	69.2k	MX$17.1m
8	Meoky MX Mexico	Kitchenware	51.4k	MX$14.6m
9	TOPWEAR MX Mexico	Phones & Electronics	39.8k	MX$12.8m
10	FINTI Mexico	Womenswear & Underwear	65.4k	MX$12.1m
11	WEUD MX Mexico	Beauty & Personal Care	53.7k	MX$11.4m
12	Tienda oficial B&Qaugen Mexico	Beauty & Personal Care	45.5k	MX$10.6m
13	Royavita Shop Mexico	Health	24.9k	MX$10.2m
14	YISEN.MX Mexico	Phones & Electronics	46.0k	MX$9.3m
15	MINISO.MX Mexico	Phones & Electronics	28.5k	MX$8.1m

Ranking Analysis

In H1 2025, TikTok Shop Mexico's top sellers showed high concentration, with brand stores making up over 60% of the Top 100 and outperforming in per-store sales. Beauty brands like SACE LADY MX, Wavytalk MX, and QUARXERY MEXICO led the category through frequent content and vertical audience trust. Wavytalk's cross-market success highlights strong adaptability. Beauty & Personal Care dominated, with 32% of sellers contributing nearly 40% of GMV. Health and Electronics followed, with Health exceeding 20% of sales—indicating rising demand for supplements and opportunities for educational content monetization.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

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FastMoss Interview

Goli Nutrition

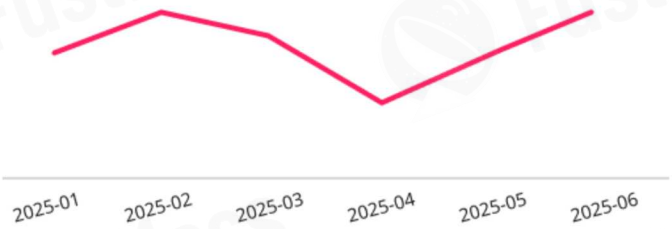
Region: U.S.

Category: Health

Data Overview

3.3M	$68.1M	333.1K	144.6K
Total Units Sold	Total GMV	Number of Shoppable Videos	Number of Shoppable LIVEs

Sales Trend Chart



Top 3 Best-Selling Products



Zero Sugar Best Seller Trio - World's First 3-in-1 Pre, Post, Probiotic, Apple Cider Vinegar with Vitamin B12 and Probiotics To Address Bloating...



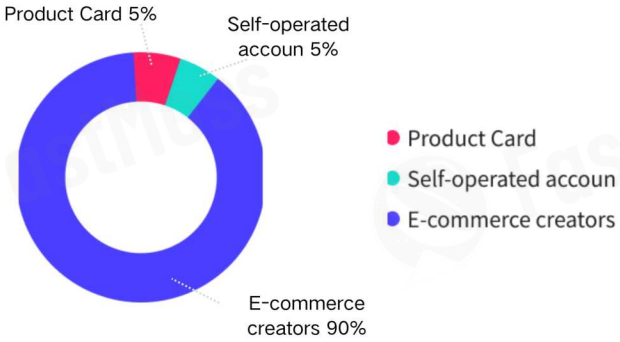
Gut, Digestion & Debloat Bundle - Goli Zero Sugar 3-in-1 Pre, Post, Probiotics + Apple Cider Vinegar, World's First. Vegan, Plant Based, Non-GMO...



3 Bottles of Goli Pre, Post, Probiotics Gummy - World's First 3-in-1 Gluten-Free, Vegan, Non-GMO, and Gelatin-Free.

FastMoss Interview

Transaction Channel Distribution



Brand Overview

Goli® Nutrition is an inventive, people focused nutrition company committed to providing innovative products that make taking your daily supplements simple and delicious. Our products are formulated with quality ingredients you can pronounce and flavors your taste buds will enjoy!

Q: Could you briefly introduce the Goli team and share your current positioning and development stage on TikTok Shop U.S.?

A: I am the founder of Goli Nutritition. We have been the #1 VMS and consumables brand on TikTok Shop for over a year now. We're continuing to lean-in on TikTok shop as we believe in the eco-system that Bytedance has created.

Q: As a seller who entered TikTok Shop in the second half of 2024, Goli has seen impressive results early on. Why did you choose this platform from the beginning, and what initial strategies helped you gain traction?

FastMoss Interview

A: What attracted us to the platform was the symbotic eco-system that was created that benefits creators, brands and consumers. Kudos to what Bytedance was able to build. TikTok innovates and launches new features at speed and is data/analytical driven. Genuinely caring for our creators (giving them the tools they need to succeed) and the tremendous brand awareness that Goli already had, helped us significantly. We are available in 100,000 retail doors and had sold over 110 million bottles in under 4 years before entering TikTok Shop, this momentum helped us scale.

Q: Move froward, from a brand perspective, how do you view the evolution of TikTok as a content-driven e-commerce platform in 2025? What kind of impact has this shift had on your operations?

A: I think over time the platform will get more and more competitive (more sellers, more creators, more content). Having content that stands out and creators that go the extra mile to be unique is the edge that will be needed. From an impact perspective, the shift has been welcomed - it helps us across channels.

Q: In your day-to-day strategy, how do you balance short-form video and livestream selling? What role does each format play in your conversion funnel?

A: Short form video is more top of funnel and live selling (for now) is more bottom of funnel. Both are good.

Q: What types of products do you prioritize in your selection strategy? In your experience, what product characteristics tend to perform best on TikTok Shop?

A: Products that have an instant feedback loop and are solving a real problem are the key to success.

FastMoss Interview

Q: When it comes to livestreaming, do you focus on regular daily streams or high-impact campaign bursts? Can you share an example of a particularly successful livestream activation?

A: We focus on both large campaigns and every day regular streaming. We have done a couple of mega lives on our seller accounts that have done $100K+ GMV. Those were successful.

Q: Is your content production handled in-house, or do you co-create with influencers? What are some of your winning approaches when it comes to topic planning, scripting, and visual direction?

A: We co-create with select creators for our branded content. The hook, story telling is very important. It is key to keep creators compliant while giving them the creativity they need - that is the balancing act.

Q: What key metrics do you focus on most in your daily operations? How do you track and analyze these metrics — do you use any third-party tools?

A: We use Fastmoss, but not too many third party tools really. TikTok's platform itself has great analytics. Daily tracking of the simple to understand core KPIs such as GMV, COGS, Unit economics, post-purchase experience (fulfillment, reviews, on-time shipping).

Q: What do you see as the biggest challenges for brands operating their own TikTok Shop accounts today? Are there any platform-level tools or features you think need improvement?

FastMoss Interview

A: For new brands that want to enter in - it is highly competitive and that is the biggest challenge. TikTok is a high touch, high maintenance platform, meaning you have to constantly be innovating. The platform level tools are great and any time we see improvement necessary, we have provided that feedback to the TikTok team, which has been very well received.

Q: Are there plans for Goli to expand into additional TikTok Shop regions, such as the UK, Spanish-speaking markets, or Southeast Asia?

A: Absolutely. Our mission has always been to remain and be a "global ethical household name that consumers trust" and we firmly believe that the only way to achieve that is by obsessing over our consumers. Going global with TikTok is absolutely part of the plan. We are live on TikTok Mexico and Philippines currently. We are launching TikTok Germany in Q3. We believe there is tremendous opportunity in other markets and notably China (although the market is very mature).

Dee Agarwal

Goli Founder



FastMoss Interview

Mavwicks Fragrances

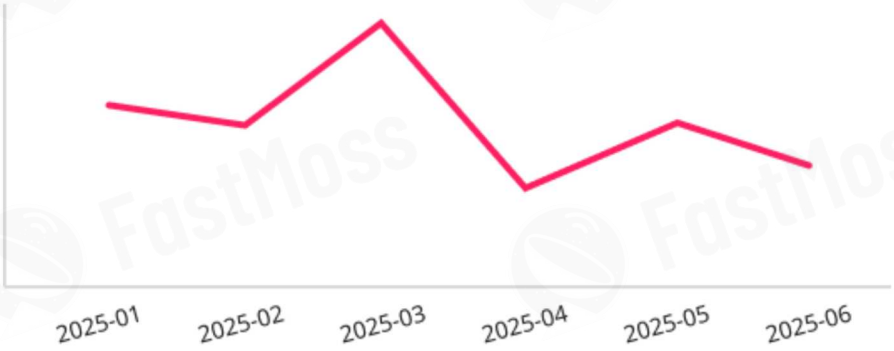
Region: U.S.

Category: Home Supplies

Data Overview

3.8M	$37.3M	107.0K	58.4K
Total Units Sold	Total GMV	Number of Shoppable Videos	Number of Shoppable LIVEs

Sales Trend Chart



FastMoss Interview

Top 3 Best-Selling Products

1



Lovers Bundles - Luxury Fragrance for your Household

2



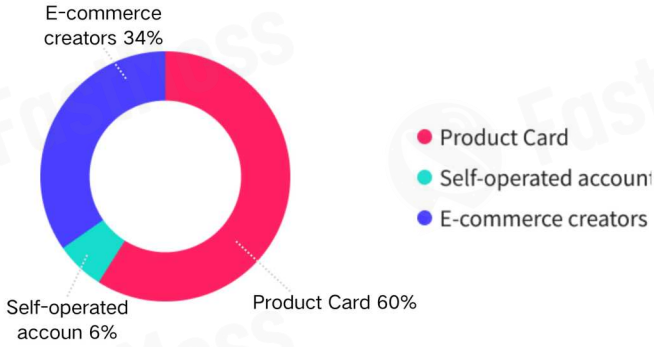
Luxury Hand Soap

3



Christmas Clean Out - 2 oz diffusers

Transaction Channel Distribution



Brand Overview

Mavwicks is a home fragrance brand dedicated to infusing everyday life with the power of scent. Founded in November 2020 by Megan Reep, who was inspired to create the brand while navigating postpartum depression, Mavwicks began with a simple $25 candle-making kit from Hobby Lobby. Since then, the brand has steadily grown into a full-range home fragrance company offering products such as mop soaps, room sprays, laundry detergents, and fabric softeners.

FastMoss Interview

The brand's personality is defined as: inspiring, bold, elegant, and caring. Mavwicks strives to create a feeling that "home reflects the heart" through every product design and unique fragrance, encouraging customers to express their personal style and rebuild their confidence. The brand's mission goes beyond selling products—it is committed to "inspiring hope, building connections, and fostering self-acceptance," while also giving back to society through community charities, free high school meal programs, and job creation initiatives.

On TikTok Shop, Mavwicks has rapidly expanded thanks to its bold branding, high-quality products, and vibrant community engagement. By 2024, it ranked among the top five global TikTok Shop brands in the home category, achieving platform revenue of $30 million and collaborating with over 35,000 creators. Headquartered in Burleson, Texas, with a team of 50–200 members, Mavwicks has not only achieved business success but has also gained recognition from TikTok and the local community.

Q: Could you start by introducing the Mavwicks team, including your brand positioning in the U.S. TikTok Shop market and the current stage of your business development?

A: Yes, so Mavwicks is a family-owned brand co-founded by myself and my husband. We specialize in premium, scent-driven products like mop soaps, room sprays, laundry detergents, and fabric softeners. On TikTok Shop, we position ourselves as a fun but very elevated brand that delivers luxury fragrance experiences through everyday cleaning and home products. We're currently in a growth stage where we're scaling fulfillment, expanding our product lines, and building deeper relationships with our community and especially the creator network.

Q: As one of the early adopters of TikTok Shop, what key milestones has Mavwicks achieved on the platform? What market insights or growth strategies led to your initial decision to join TikTok Shop?

FastMoss Interview

A: We joined TikTok Shop early because we saw it as a unique opportunity to merge entertainment and e-commerce in real-time. Since then, we've hit multiple milestones, including consistent six-figure live sales, building a high-performing affiliate team, and developing a repeat customer base that shops with us weekly. The insight was simple: TikTok already had our audience's attention, so why not sell where the scroll happens? And just a couple of weeks ago, we were honored to receive the TikTok Shop 'Home Seller of the Year' award for home products, which was really exciting for us.

Q: From a brand operator's perspective, how do you view the development trends of TikTok's content-driven e-commerce in 2025? How are these trends reshaping brand content strategies and media planning rhythms?

A: I think content-driven e-commerce is only getting stronger. The future is unscripted, it's real, and it's creator-led. People want to see how products fit into their lives before making a purchase. So in 2025, content calendars are becoming less rigid and more reactive. Creators are driving the narrative, and brands that can adapt quickly are the ones that will thrive. It's not really just about going viral anymore. It's more about being relatable, being consistent, and being community-focused—having those strong relationships with your audience.

Q: n terms of product strategy, which categories does Mavwicks currently focus on? Most of your products are priced with no more than $15—what's the business logic and consumer insight behind this pricing strategy?

FastMoss Interview

A: This is my favorite question! We focus on home fragrance, laundry care, and surface cleaners—really anything in the home fragrance realm, all made with bold scents and stylish packaging. Our sub-$15 price point is very intentional. We want our products to feel like an indulgent experience but still be affordable enough for customers to try multiple scents across different products and to restock without hesitation. It creates a low-friction, repeat purchase pattern and fits perfectly with the impulse-buy nature of TikTok Shop. If you love a $300 bottle of perfume, you can get that same luxurious experience from our products for less than $20.

Q: Based on your recent sales performance, what have been the primary sources of conversion—short videos, affiliate creators, TikTok ads, or TikTok live? Since the start of 2025, which format has driven the highest sales?

A: We see conversions coming from a mix of short videos, affiliate creators, live sales, and TikTok ads. I wouldn't say there's just one top performer—it's really about maintaining consistency and engagement across all these touchpoints. Each plays a role, and together they help us build that strong community and customer base.

Q: When it comes to creator partnerships, how does Mavwicks typically select creators to work with? What type of creators do you prefer, and how do you expect them to collaborate with your content? Do you have a recurring or fixed partnership model?

A: We prioritize creators who align with our brand personality—bold, relatable, community-driven. We're less focused on follower count and more on how they connect with their audience. We love working with creators who are excited to use our products in their everyday

routines, not just promote them.We have ongoing partnerships with top-performing creators and manage everything through our affiliate Discord and Lark channels to keep communication tight. We also look for creators who have experience with similar products—like those who do 'Clean With Me' content—because they naturally fit with our brand and messaging.

Q: Have you launched any affiliate campaigns recently or in the past that delivered standout results? Could you share a representative case, including campaign setup, conversion funnel, and performance metrics?

A: Yes! We really love working with creators who specialize in 'Clean With Me' videos or who frequently showcase home and cleaning products. We've found that giving creators the freedom to infuse their own style works just as well as sticking to a provided brief—so we offer both options. About 50% of the time, creators follow our suggested content; the other half, they go freestyle. Both approaches have delivered solid results, so we always try to provide supportive materials while respecting their unique voices.

Q: We've noticed that Mavwicks recently underwent a brand upgrade, including a revamp of your visual identity and content style. What was the core idea behind this upgrade? Which key user pain points were you aiming to address?

A: Our brand upgrade was all about growth. We wanted to stay playful and fun but also have a more elevated visual identity to match the quality of our products. The goal was to create a shopping experience that feels like walking into a high-end boutique—even if you're just buying something like mop soap. We listened to customer

feedback about consistency, packaging, and presentation, and used that to refine every touchpoint. One of the challenges we faced was making sure our labeling looked consistent and premium, so even if customers leave a product out on the counter, it still looks good in their home.

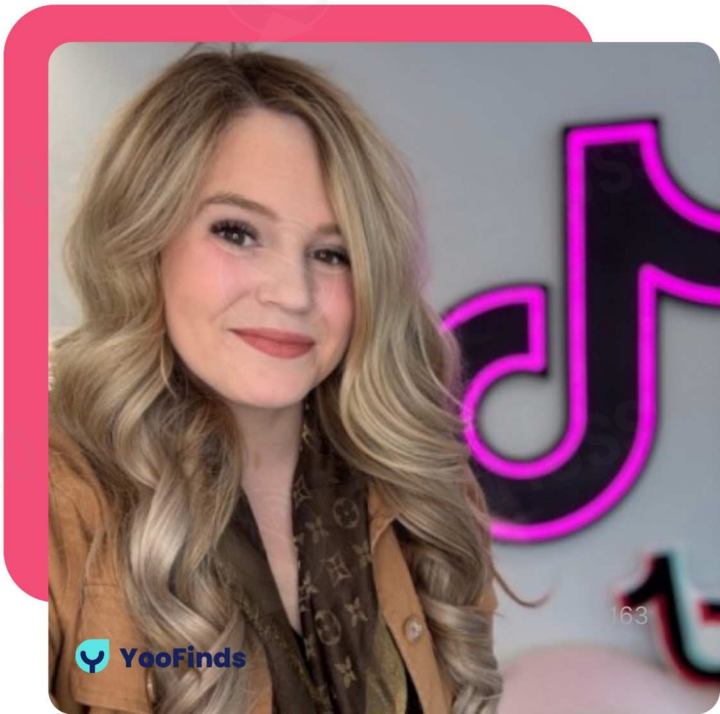
Q: Within the context of TikTok Shop operations, how is this brand upgrade being implemented? Have you made corresponding adjustments to your content strategy, creator collaboration model, or campaign rhythm?

A: We've updated our visuals across the board—from product photos and packaging to our live setup and content thumbnails. We also built a more cohesive content strategy for our affiliates, providing them with style guides and creative assets to ensure their videos align with the new look. Even small changes, like adding scent descriptions or visual demos of how to use the product, have made a big difference in conversions.

Q: In your view, what are the biggest challenges brands face when operating on TikTok Shop today? From platform mechanisms to data transparency and traffic distribution, what areas would you hope to see further optimized? Additionally, do you use any third-party tools to supplement your data insights and support decision-making?

A: I think the biggest challenge is visibility and consistency. TikTok's algorithm isn't always predictable, so discoverability can fluctuate week to week. It's also tough to get full clarity on creator-level performance metrics, which makes scaling campaigns harder. We'd love to see better affiliate reporting tools, more granular data, and

improved ad targeting, especially for retargeting past buyers. To support our decision-making, we supplement TikTok's data with outside tools—especially FastMoss, which we use daily to track creator performance and product trends. Honestly, FastMoss has become integral to our brand's strategy.



Megan Reep

Founder of Mavwicks Fragrances

07

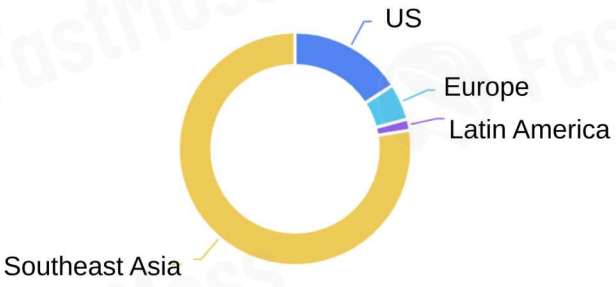
TikTok Shop H1 2025

Advertising Trends and Performance

TikTok Shop's Global Advertising Ecosystem Matures, Showcasing the Power of Content + Paid Strategy Integration

According to FastMoss data, in the first half of 2025, TikTok Shop's ad-driven sales structure revealed a clear regional hierarchy. A global landscape has taken shape, with Southeast Asia leading, the U.S. maintaining a strong second position, and emerging markets showing sustained growth.

This signals the accelerating formation of a global advertising ecosystem on TikTok Shop, where the synergy between content creation and paid media is increasingly defining platform success.



Data shows that Southeast Asia holds a dominant lead in TikTok Shop's ad-driven GMV, establishing itself as the core market for advertising performance. This leadership is fueled not only by the region's vast user base and highly active content consumption, but also by the mature integration of content commerce and paid media strategies. Whether in beauty, fashion, or 3C electronics, Southeast Asia demonstrates exceptional conversion efficiency through the "content seeding + targeted ad traffic" model.

The U.S. market, one of the earliest to launch TikTok Shop, continues to deliver steady advertising performance. With a diversified playbook combining short-form content, creator promotions, and livestream conversions, the U.S. shows strong capacity to absorb traffic and translate it into purchases—particularly in categories like beauty & personal care and womenswear, where ad-driven traffic is fueling sustained commercial growth.

Meanwhile, Europe and Spanish-speaking markets—launched in late 2024 and early 2025—are still in the early stages of ad monetization but exhibit promising upward trends. As the creator ecosystems in countries like Germany, France, Italy, Brazil, Mexico, and Spain begin to take shape, advertising content is becoming increasingly localized. Around high-demand categories, these regions are gradually building their own "content + ad" closed-loop. With mature social cultures and strong visual consumption preferences, these markets are poised to become key drivers of TikTok Shop's next wave of advertising growth.

Overall, TikTok Shop's advertising ecosystem is rapidly expanding and penetrating markets worldwide. Southeast Asia leads with a mature model of content-driven advertising, while the U.S. maintains steady growth, and emerging markets continue to scale, collectively laying a strong foundation for global acceleration in the second half of 2025.

Amid this global momentum, TikTok implemented a major upgrade to its advertising infrastructure in mid-2025—officially launching and fully rolling out GMV Max as the platform's sole ad delivery path. This strategic move marks GMV Max as the centerpiece of TikTok Shop's global growth strategy, reinforcing a unified, performance-driven approach across all regions.

GMV Max: An AI-Driven, Conversion-Centric Advertising Paradigm

As of July 15, GMV Max has officially become the sole advertising pathway on TikTok Shop. Unlike traditional ad models, GMV Max is built around a single core objective: maximizing actual conversions (GMV). It is fully optimized for e-commerce ROI expectations, leveraging AI to automate ad group creation, creative selection, budget scaling, and audience optimization—dramatically reducing operational complexity while improving campaign efficiency.

From a global rollout perspective:

- June 1: New merchants were restricted from using manual ad setup.
- June 25: The legacy ad platform was fully decommissioned.
- July 15: All merchants were migrated to GMV Max, standardizing entry point, attribution, and conversion logic.



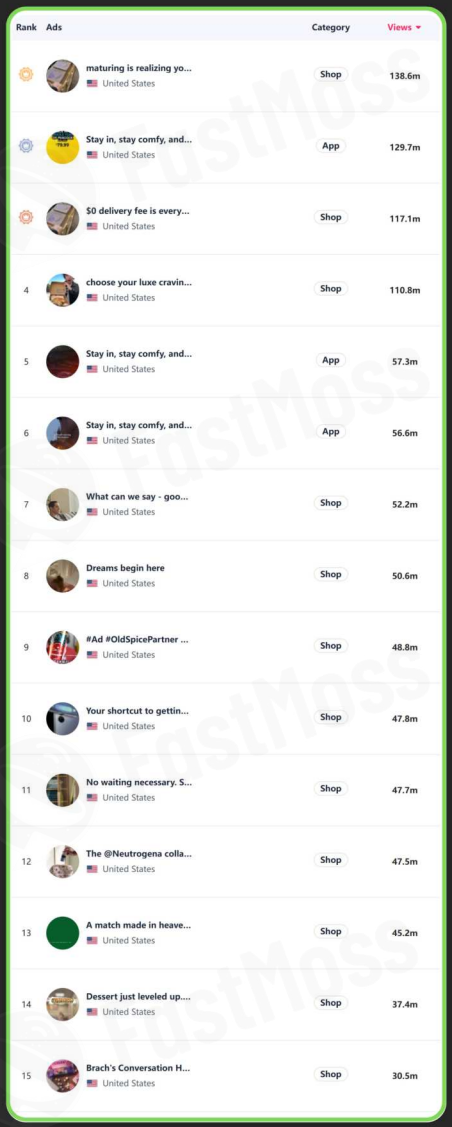
This transition marks TikTok's official shift toward AI-powered, outcome-driven, full-funnel advertising infrastructure—a unified yet flexible foundation designed to support both global scalability and local market needs.

The full deployment of GMV Max not only improves merchant performance efficiency but also accelerates alignment of ad strategies and outcomes across markets. Looking ahead, as TikTok continues to enhance its advertising engine, GMV Max is set to become the core accelerator of the “content + advertising” integration model, offering global sellers a low-barrier, high-conversion growth solution for the new era of commerce on TikTok Shop.

TikTok U.S. Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	maturing is realizing yo... United States	Shop	138.6m
	Stay in, stay comfy, and... United States	App	129.7m
	$0 delivery fee is every... United States	Shop	117.1m
4	choose your luxe cravin... United States	Shop	110.8m
5	Stay in, stay comfy, and... United States	App	57.3m
6	Stay in, stay comfy, and... United States	App	56.6m
7	What can we say - goo... United States	Shop	52.2m
8	Dreams begin here United States	Shop	50.6m
9	#Ad #OldSpicePartner ... United States	Shop	48.8m
10	Your shortcut to gettin... United States	Shop	47.8m
11	No waiting necessary. S... United States	Shop	47.7m
12	The @Neutrogena colla... United States	Shop	47.5m
13	A match made in heave... United States	Shop	45.2m
14	Dessert just leveled up.... United States	Shop	37.4m
15	Brach's Conversation H... United States	Shop	30.5m

Ranking Analysis

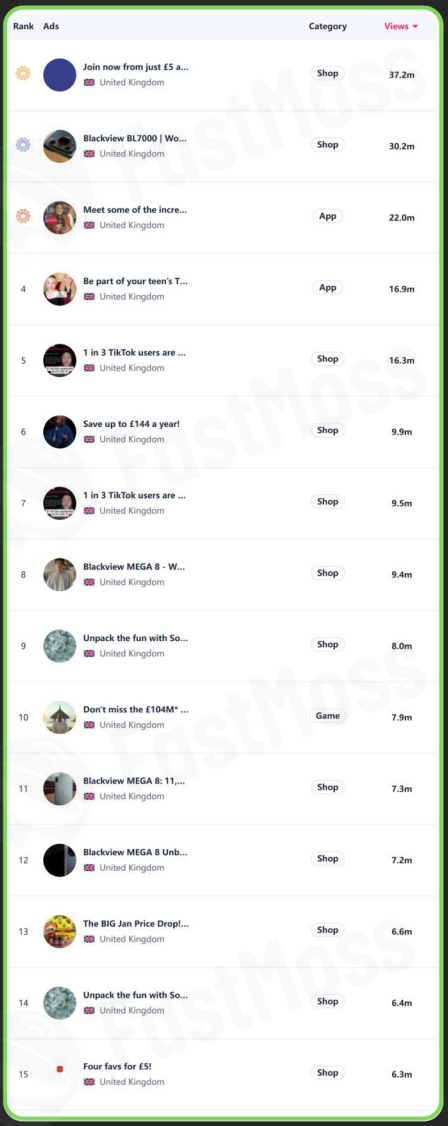
In H1 2025, TikTok's U.S. ad rankings showed strong concentration around key verticals. Beauty & Personal Care led with 31% share, followed by Health and Sports & Outdoor as emerging growth battlegrounds for brands. Household Appliances also saw frequent exposure, highlighting strong conversion potential in home-use scenarios. Overall, ad content in the U.S. market leaned toward practical, health-driven, and lifestyle-focused themes—forming a high-attention, high-conversion content loop.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

TikTok U.K. Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	Join now from just £5 a... United Kingdom	Shop	37.2m
	Blackview BL7000 | Wo... United Kingdom	Shop	30.2m
	Meet some of the incre... United Kingdom	App	22.0m
4	Be part of your teen's T... United Kingdom	App	16.9m
5	1 in 3 TikTok users are ... United Kingdom	Shop	16.3m
6	Save up to £144 a year! United Kingdom	Shop	9.9m
7	1 in 3 TikTok users are ... United Kingdom	Shop	9.5m
8	Blackview MEGA 8 - W... United Kingdom	Shop	9.4m
9	Unpack the fun with So... United Kingdom	Shop	8.0m
10	Don't miss the £104M* ... United Kingdom	Game	7.9m
11	Blackview MEGA 8: 11,... United Kingdom	Shop	7.3m
12	Blackview MEGA 8 Unb... United Kingdom	Shop	7.2m
13	The BIG Jan Price Drop!... United Kingdom	Shop	6.6m
14	Unpack the fun with So... United Kingdom	Shop	6.4m
15	Four favs for £5! United Kingdom	Shop	6.3m

Ranking Analysis

In H1 2025, TikTok's UK ad rankings showed strong category focus. Beauty & Personal Care dominated, contributing over 50% of GMV, reflecting exceptional conversion power. Health and Home Goods followed, highlighting steady demand for practical products. Consumer Electronics and Sports & Outdoor also performed well, ranking among the top categories. Overall, the UK market favors high-frequency, functional categories, with brands competing through creative storytelling and persuasive voiceover-driven content.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

AdsMoss

TikTok Germany
Top Advertisement Ranking

TOP15

First half of 2025

Rank	Ads	Category	Views
	Blackview BL7000 | Wo... Germany	Shop	30.2m
	Anzeige| Anzeige | @dr... Germany	Shop	11.5m
	Wenn dein Date vom v... Germany	Shop	11.2m
4	werbung | Mein einzige... Germany	Shop	10.1m
5	anzeige Feier diese Fre... Germany	Shop	7.1m
6	Gewinnspiel | Gewinne ... Germany	Game	5.4m
7	Schade für sie.😢 Grüß... Germany	Shop	4.5m
8	Gewinnspiel | Gewinne ... Germany	Game	4.3m
9	Deine Gesellschaft zählt Germany	Game	4.0m
10	Hama - Mehr Schutz je... Germany	Shop	4.0m
11	Wenn ihr zaubern könn... Germany	Shop	3.5m
12	Okra With Oil - #بالجملة ... Germany	Shop	2.8m
13	Spoiler: Es bleibt nie be... Germany	Shop	2.7m
14	Erfolgreich sind die, die... Germany	Shop	2.7m
15	Ist aber auch wirklich ei... Germany	Shop	2.6m

Ranking Analysis

In H1 2025, TikTok Germany's ad rankings were led by Beauty & Personal Care, Phones & Electronics, and Health. Beauty dominated in ad share, firmly holding the top spot, while Phones & Electronics captured nearly 30%, emerging as a high-interest, high-investment vertical. Health maintained steady presence, reflecting ongoing consumer demand. Though smaller in share, Sports & Outdoor and Automotive & Motorcycle categories showed upward momentum. Overall, Germany's ad trends leaned toward practical and lifestyle-focused content, with brands adopting increasingly refined, vertical-specific strategies.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

YooFinds

AdsMoss

TikTok Italy
Top Advertisement Ranking

TOP15

First half of 2025

Rank	Ads	Category	Views
	Back to the city and ba... Italy	Shop	2.3m
	Sono cringe, ma sono li... Italy	Shop	1.5m
	FARE SHOPPING NE... Italy	Shop	1.0m
4	GNOCCHI DI RISO RIPI... Italy	Shop	864.5k
5	#adv @Ringo CHI S... Italy	Game	657.3k
6	CHI SI MERITA L'... Italy	Shop	627.8k
7	PINSA AI 3 FORMAGGI ... Italy	Shop	351.4k
8	Stampa le tue foto con ... Italy	Shop	305.5k
9	PERCHÈ CAMBIA LA ... Italy	Shop	220.7k
10	#adv #eauthermaleave... Italy	Shop	201.1k
11	Confidence on the cour... Italy	Shop	156.6k
12	PINSA MARE FELICE Cr... Italy	Shop	146.8k
13	INTELLIGENZA ARTI... Italy	Shop	86.4k
14	La pausa pranzo in uffi... Italy	Shop	75.1k
15	GNOCCHETTI DI RICOT... Italy	Shop	37.6k

Ranking Analysis

In H1 2025, TikTok Italy's ad landscape showed a clear structural pattern. Phones & Electronics led the market, generating over one-third of total GMV and confirming its strong conversion efficiency and ad momentum. Beauty & Personal Care followed with a 25% share, reflecting ongoing consumer interest in personal care products. Luggage & Bags also gained traction, emerging as a noteworthy growth category. Overall, Italy's ad trends were shaped by a dual engine of electronics and daily-use products, offering brands a clear roadmap for strategic investment in H2.

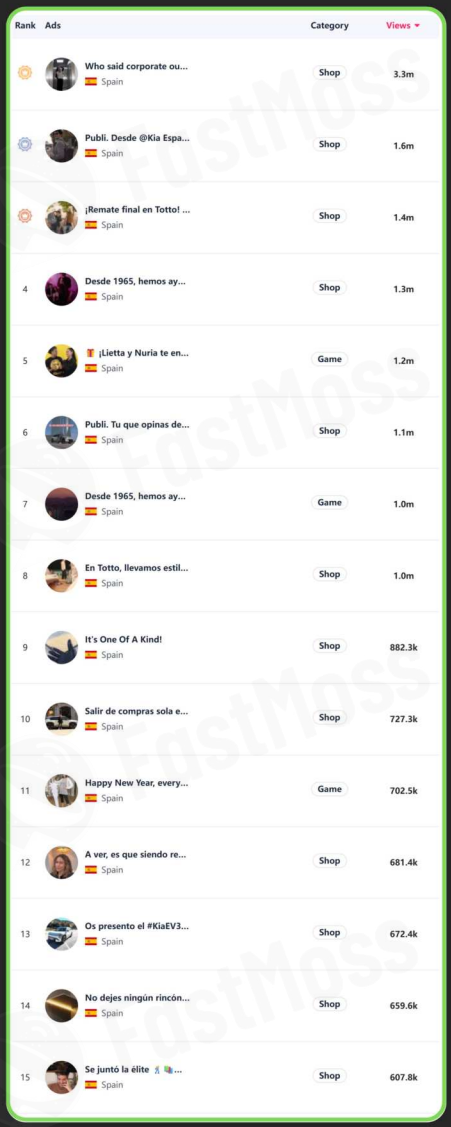
*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

YooFinds

TikTok Spain
Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	Who said corporate ou... Spain	Shop	3.3m
	Publi. Desde @Kia Espa... Spain	Shop	1.6m
	¡Remate final en Totto! ... Spain	Shop	1.4m
4	Desde 1965, hemos ay... Spain	Shop	1.3m
5	¡Lietta y Nuria te en... Spain	Game	1.2m
6	Publi. Tu que opinas de... Spain	Shop	1.1m
7	Desde 1965, hemos ay... Spain	Game	1.0m
8	En Totto, llevamos estil... Spain	Shop	1.0m
9	It's One Of A Kind! Spain	Shop	882.3k
10	Salir de compras sola e... Spain	Shop	727.3k
11	Happy New Year, every... Spain	Game	702.5k
12	A ver, es que siendo re... Spain	Shop	681.4k
13	Os presento el #KiaEV3... Spain	Shop	672.4k
14	No dejes ningún rincón... Spain	Shop	659.6k
15	Se juntó la élite 🕺👊... Spain	Shop	607.8k

Ranking Analysis

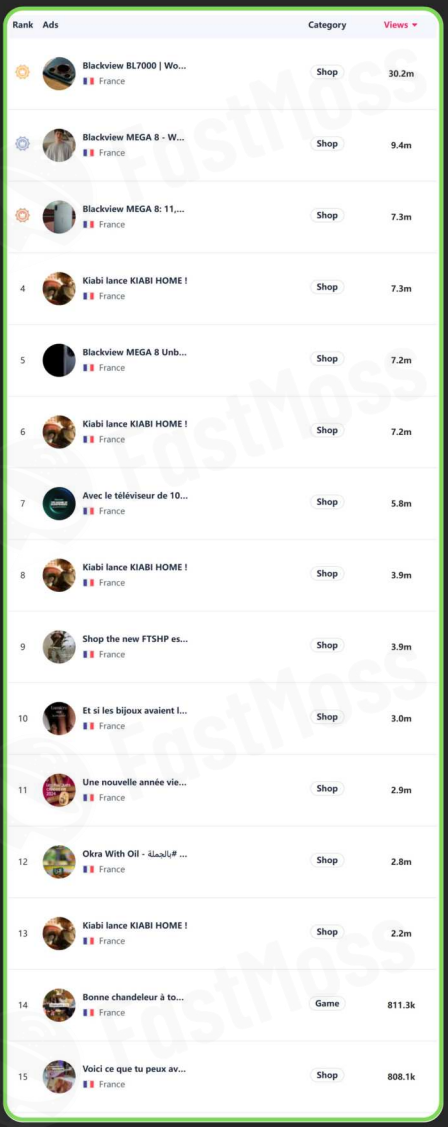
In H1 2025, TikTok Spain's ad landscape showed diversified category distribution and rising competition. Beauty & Personal Care and Food & Beverages led the rankings—Beauty maintained top position through high-frequency exposure and content seeding, while Food & Beverages drove conversions via scenario-based storytelling and promotions. Phones & Electronics followed closely, gaining strong traction through consistent product campaigns. Home Improvement and Health also showed steady growth, driven by seasonal and functional demand. Overall, the market reflects a dual focus on lifestyle and utility, with key verticals driving Spain's evolving ad ecosystem.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

TikTok France
Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	Blackview BL7000 | Wo... France	Shop	30.2m
	Blackview MEGA 8 - W... France	Shop	9.4m
	Blackview MEGA 8: 11,... France	Shop	7.3m
4	Kiabi lance KIABI HOME ! France	Shop	7.3m
5	Blackview MEGA 8 Unb... France	Shop	7.2m
6	Kiabi lance KIABI HOME ! France	Shop	7.2m
7	Avec le téléviseur de 10... France	Shop	5.8m
8	Kiabi lance KIABI HOME ! France	Shop	3.9m
9	Shop the new FTSHP es... France	Shop	3.9m
10	Et si les bijoux avaient l... France	Shop	3.0m
11	Une nouvelle année vie... France	Shop	2.9m
12	Okra With Oil - #بالجملة ... France	Shop	2.8m
13	Kiabi lance KIABI HOME ! France	Shop	2.2m
14	Bonne chandeleur à to... France	Game	811.3k
15	Voici ce que tu peux av... France	Shop	808.1k

Ranking Analysis

In H1 2025, Phones & Electronics led TikTok France's ad market, contributing over 40% of ad GMV—far surpassing other categories and highlighting strong user demand and ad efficiency. Womenswear & Underwear (≈20%) and Beauty & Personal Care (≈10%) followed, driven by styling showcases and practical reviews. Lifestyle categories like Kitchenware and Health also performed well, reflecting steady interest in quality living and wellness. Overall, the ad landscape centers on tech, female-focused, and lifestyle-improvement products, pointing to growth opportunities in home tech, fashion & beauty, and health-driven content strategies.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

AdsMoss

TikTok Indonesia Top Advertisement Ranking

TOP15

First half of 2025

Rank	Ads	Category	Views
	Menyambut kolaborasi... Indonesia	Shop	299.7m
	Mulailah menggunaka... Indonesia	App	289.4m
	Yuk ikuti keseruan Final... Indonesia	Game	285.2m
4	Menyambut kolaborasi... Indonesia	Shop	263.4m
5	Cobalah Creator Search... Indonesia	App	226.5m
6	Hayoo...siapa yang kay... Indonesia	Shop	179.9m
7	Oh pantesan, ternyata ... Indonesia	Shop	169.8m
8	Kasiaannn Yuk, jang... Indonesia	Shop	148.6m
9	Udah pada pake Creato... Indonesia	App	131.1m
10	Pilihan yang tepat! NIV... Indonesia	Shop	100.7m
11	Sobat Shopee, jangan s... Indonesia	Shop	93.1m
12	Wahh.. tiba-tiba dapet ... Indonesia	Shop	89.4m
13	GR86 #toyotagaz... Indonesia	Shop	80.7m
14	#seBITESdulu biar peru... Indonesia	Shop	76.9m
15	Mau Terlindungi Sehari... Indonesia	Shop	66.7m

Ranking Analysis

In H1 2025, Beauty & Personal Care dominated TikTok Indonesia's ad rankings, leading in both volume and GMV, underscoring its category dominance. Electronics also gained traction, driven by continuous promotion of trending models and strategic product launches aligned with TikTok e-commerce. Localized categories—such as Footwear, Muslim Fashion, and Home Goods—performed strongly, reflecting brand alignment with Indonesian lifestyle and cultural preferences. Overall, the market showed a "beauty-centric, diversified growth" trend, offering brands abundant opportunities for content-driven advertising and culturally relevant engagement.

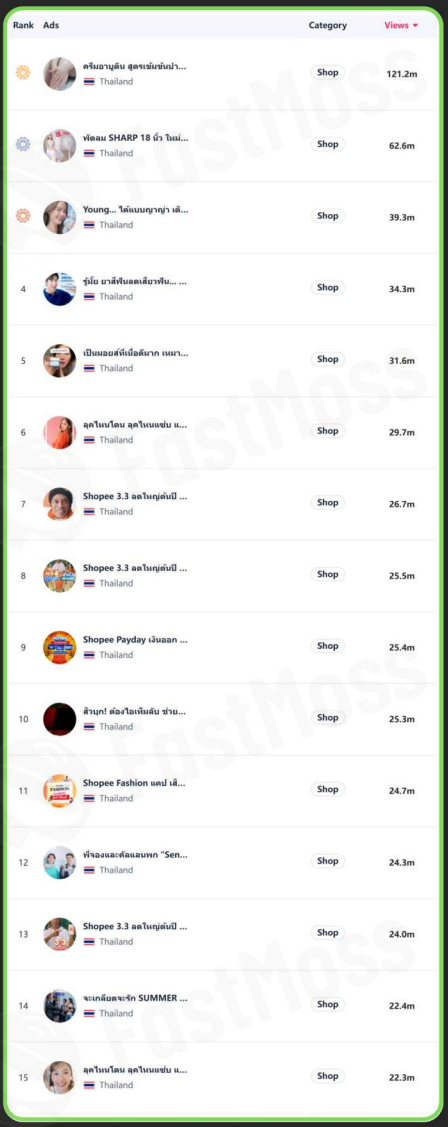
*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

YooFinds

TikTok Thailand Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	ครีมอาบุดัน สูตรเข้มข้นน่า... Thailand	Shop	121.2m
	พัดลม SHARP 18 นิ้ว ใหม่... Thailand	Shop	62.6m
	Young... ใต้เบ้นญาญ่า เต็... Thailand	Shop	39.3m
4	รู้มั้ย ยาสีฟันลดเสียวฟัน... ... Thailand	Shop	34.3m
5	เป็นมอยส์ที่เนื้อดีมาก เหมา... Thailand	Shop	31.6m
6	ลุคไหนโดน ลุคไหนแซ่บ แ... Thailand	Shop	29.7m
7	Shopee 3.3 ลดใหญ่ดับปี ... Thailand	Shop	26.7m
8	Shopee 3.3 ลดใหญ่ดับปี ... Thailand	Shop	25.5m
9	Shopee Payday เงินออก ... Thailand	Shop	25.4m
10	ตัวบุก! ต้องไอเพิ่มดับ ช่วย... Thailand	Shop	25.3m
11	Shopee Fashion แคป เส... Thailand	Shop	24.7m
12	พิจองและต้อนแอนพก "Sen... Thailand	Shop	24.3m
13	Shopee 3.3 ลดใหญ่ดับปี ... Thailand	Shop	24.0m
14	จะเกลียดจะรัก SUMMER ... Thailand	Shop	22.4m
15	ลุคไหนโดน ลุคไหนแซ่บ แ... Thailand	Shop	22.3m

Ranking Analysis

In H1 2025, TikTok Thailand's ad rankings showed a concentrated yet diversified category landscape. Beauty & Personal Care remained the top choice, accounting for nearly 30% of GMV. Health followed, driven by rising wellness awareness. Home Supplies stood out with high conversion efficiency, while Phones & Electronics maintained strong momentum, led by mid-to-high ticket items. Textiles & Soft Furnishings and Food & Beverages also gained visibility, signaling growing acceptance of home and light-consumption content. Overall, the market reflects a balanced "Beauty + Health + Home + Electronics" structure with increasingly diversified ad strategies.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

AdsMoss

TikTok Malaysia Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	mending main Block bl... Malaysia	Game	113.3m
	GR86 #toyotagaz... Malaysia	Shop	80.7m
	Kata" nya dong guys b... Malaysia	Game	49.1m
4	Start using it to climb u... Malaysia	App	40.8m
5	Hotlink Postpaid 5G Se... Malaysia	Shop	38.1m
6	Luck, prosperity, and P... Malaysia	Shop	35.3m
7	Selalu mak masak, tahu... Malaysia	Shop	33.9m
8	Fortune is just a sip ... Malaysia	Shop	29.1m
9	Hentikan bau bacin dg... Malaysia	Shop	28.0m
10	Time Phoria Stellar Dus... Malaysia	Shop	27.8m
11	Unwrap layers of fortu... Malaysia	Shop	27.4m
12	#2025SEAClash Shouto... Malaysia	Game	26.7m
13	Dapatkan penjimatan s... Malaysia	Shop	25.0m
14	Dapatkan OPK anda di ... Malaysia	Shop	24.7m
15	Tekan link di bawah se... Malaysia	Shop	24.7m

Ranking Analysis

In H1 2025, TikTok Malaysia's ad market showed multi-category resonance and strong vertical brand clustering. Beauty & Personal Care led with dominant GMV share, serving as the core arena for brand-driven volume campaigns. Food & Beverages followed with strong performance, leveraging high-frequency hero products across livestream and short video formats. Vertical categories like Jewelry Accessories, Health, and Home Supplies also showed steady ad penetration, shaping a diverse and layered advertising ecosystem in the Malaysian market.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

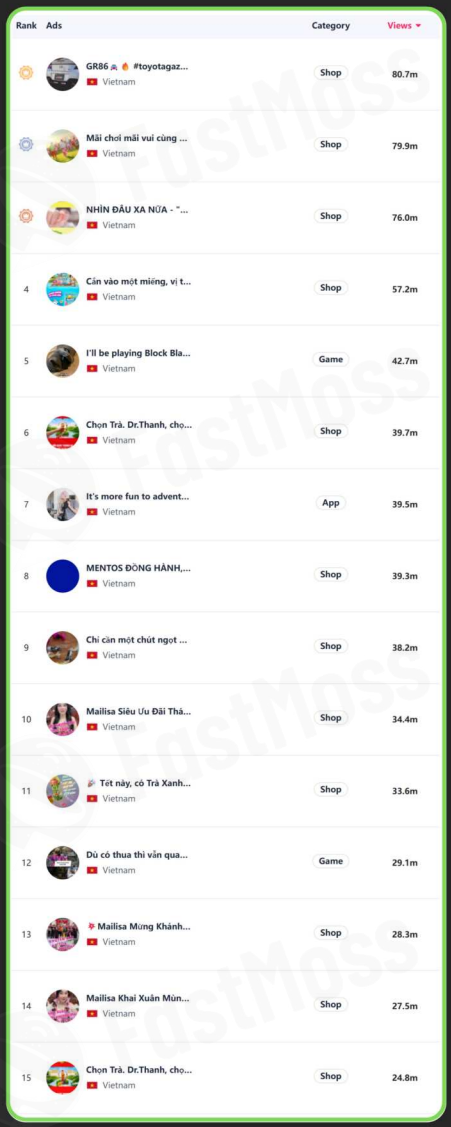
YooFinds

AdsMoss

TikTok Vietnam Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	GR86 🔥 #toyotagaz... Vietnam	Shop	80.7m
	Mãi chơi mãi vui cùng ... Vietnam	Shop	79.9m
	NHÌN ĐÂU XA NỮA - "... Vietnam	Shop	76.0m
4	Cắn vào một miếng, vị t... Vietnam	Shop	57.2m
5	I'll be playing Block Bla... Vietnam	Game	42.7m
6	Chọn Trà. Dr.Thanh, chọ... Vietnam	Shop	39.7m
7	It's more fun to advent... Vietnam	App	39.5m
8	MENTOS ĐỒNG HÀNH,... Vietnam	Shop	39.3m
9	Chỉ cần một chút ngọt ... Vietnam	Shop	38.2m
10	Mailisa Siêu Ưu Đãi Thá... Vietnam	Shop	34.4m
11	🎉 Tết này, có Trà Xanh... Vietnam	Shop	33.6m
12	Dù có thua thì vẫn qua... Vietnam	Game	29.1m
13	Mailisa Mừng Khánh... Vietnam	Shop	28.3m
14	Mailisa Khai Xuân Mùn... Vietnam	Shop	27.5m
15	Chọn Trà. Dr.Thanh, chọ... Vietnam	Shop	24.8m

Ranking Analysis

In H1 2025, TikTok Vietnam's ad rankings were led by Home Supplies and Phones & Electronics, each contributing 24% of GMV. Home products—especially in cleaning, storage, and convenience—saw rising ad momentum. Beauty & Personal Care (19%) and Food & Beverages (11%) followed with steady performance, forming a dual engine of personal care and lifestyle consumption. Overall, Vietnam's ad landscape favors practical goods, supported by beauty and digital categories, highlighting the need for brands to refine content-category alignment and audience targeting strategies.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

YooFinds

TikTok Philippines Top Advertisement Ranking

TOP15

First half of 2025

Rank	Ads	Category	Views
	Hindi ka pa sure kung ... Philippines	Shop	209.1m
	A burger already tastes... Philippines	Shop	140.9m
	₱100 off is yours with c... Philippines	Shop	140.1m
4	February is feb-ibig wit... Philippines	Shop	122.9m
5	Hello sa confidence at ... Philippines	Shop	119.8m
6	Iba talaga 'pag 'di ka bi... Philippines	Shop	117.6m
7	Kayang mag-Magic ng ... Philippines	Shop	111.7m
8	₱100 off is yours with c... Philippines	Shop	100.7m
9	Kaya ng challenge sa b... Philippines	Shop	96.4m
10	Magluto with all-in-on... Philippines	Shop	94.8m
11	Simut-Sarap Kasama a... Philippines	Shop	91.0m
12	Time for a break. Give i... Philippines	Shop	89.8m
13	Luffy haki fishman arc Philippines	Game	88.3m
14	2025 foodpanda deal c... Philippines	Shop	85.9m
15	Get Kari'd away sa kaka... Philippines	Shop	85.9m

Ranking Analysis

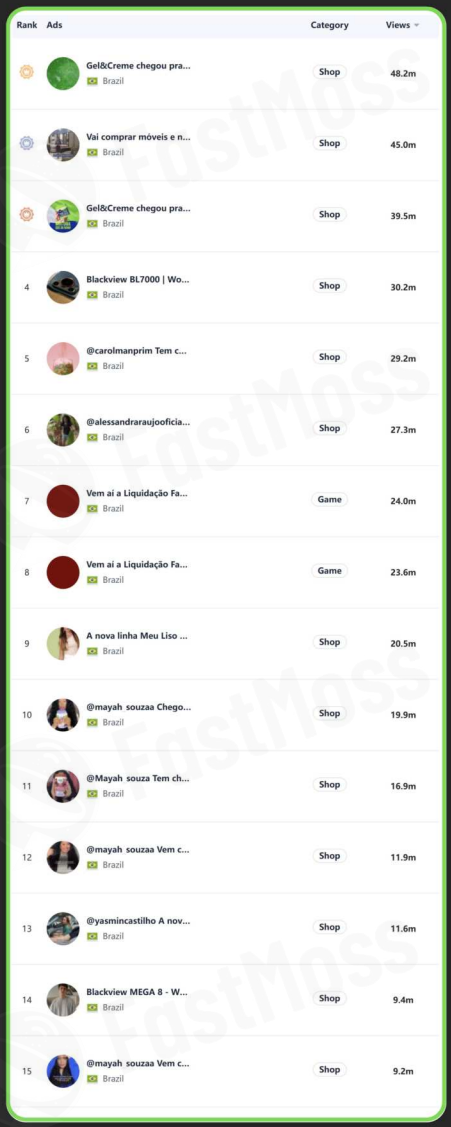
In H1 2025, TikTok Philippines' ad rankings reflected a diverse category landscape. Beauty & Personal Care and Womenswear & Underwear tied for the lead, each contributing 20% of GMV—establishing a dual-core structure. Phones & Electronics followed with 13%, fueled by high-performing campaigns. Daily-use categories like Home Supplies, Food & Beverages, Health, and Shoes also gained traction, driven by content-driven demand for practical products. Overall, the market favors everyday, value-oriented goods, where compelling creative and price-sensitive positioning are key to breakout ad success.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

TikTok Brazil
Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	Gel&Creme chegou pra... Brazil	Shop	48.2m
	Vai comprar móveis e n... Brazil	Shop	45.0m
	Gel&Creme chegou pra... Brazil	Shop	39.5m
4	Blackview BL7000 | Wo... Brazil	Shop	30.2m
5	@carolmanprim Tem c... Brazil	Shop	29.2m
6	@alessandraraujooficia... Brazil	Shop	27.3m
7	Vem aí a Liquidação Fa... Brazil	Game	24.0m
8	Vem aí a Liquidação Fa... Brazil	Game	23.6m
9	A nova linha Meu Liso ... Brazil	Shop	20.5m
10	@mayah_souzaa Chego... Brazil	Shop	19.9m
11	@Mayah_souza Tem ch... Brazil	Shop	16.9m
12	@mayah_souzaa Vem c... Brazil	Shop	11.9m
13	@yasmincastilho A nov... Brazil	Shop	11.6m
14	Blackview MEGA 8 - W... Brazil	Shop	9.4m
15	@mayah_souzaa Vem c... Brazil	Shop	9.2m

Ranking Analysis

In H1 2025, TikTok Brazil's ad market showed a clear "function-first" product preference. Beauty & Personal Care remained the most active category, leading in both volume and GMV. Home Supplies and Kitchenware also stood out with high ad frequency and strong conversion, reflecting strong acceptance of home-related products. Womenswear & Underwear and Phones & Electronics formed a competitive second tier. Overall, Brazil's ad ecosystem is maturing around practical, visually engaging content—driven by beauty, home essentials, and small appliances.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

AdsMoss

TikTok Mexico
Top Advertisement Ranking

TOP15

First half of 2025



Rank	Ads	Category	Views
	2 Piezas GRATIS ¡En la ... Mexico	Shop	130.9m
	Menos Cash, Más Krun... Mexico	Shop	116.1m
	Ordena tu MEGABOX N... Mexico	Shop	85.3m
4	Andamos en Modo Na... Mexico	Shop	68.1m
5	Sácale más provecho a ... Mexico	Shop	45.5m
6	Ideal para tus Posadas ... Mexico	Shop	41.0m
7	Blackview BL7000 | Wo... Mexico	Shop	30.2m
8	Plan para los Playoffs ¡I... Mexico	Shop	30.0m
9	¡Intercepta Nuestro Me... Mexico	Shop	29.9m
10	Consigue en KFC, los 3... Mexico	Shop	29.4m
11	Consigue en KFC los 32... Mexico	Shop	26.1m
12	¡Llegaron los Ositos mà... Mexico	Shop	25.6m
13	¡Llegaron los Ositos mà... Mexico	Shop	25.5m
14	La intensidad que nos l... Mexico	Shop	23.7m
15	Pide Nuestros Nuevos ... Mexico	Shop	23.4m

Ranking Analysis

In H1 2025, TikTok Mexico's ad market remained highly active, with category concentration showing a clear multi-polar trend. Beauty & Personal Care led with strong ad penetration, followed closely by 3C Electronics, both delivering high conversion performance. Health products continued steady growth, supported by strong market acceptance and ROI. Kitchenware also stood out, gaining user attention through creative content exposure. Overall, the market is shifting from single-hit products to diversified scenarios and niche categories, as advertisers compete through differentiated category strategies to capture emerging traffic opportunities.

*Data Source: AdsMoss
*Data Duration: January 1st, 2025 - June 20th, 2025

YooFinds

FastMoss Interview

ORCA

Region: U.S.

Orca is a complete livestream and social commerce solution. Past and present brand partners include Estée Lauder, e.l.f. Beauty, Aveda, Bumble & Bumble, Levi's Beyond Yoga, Unilever's Liquid IV, Nestle's Blue Bottle Coffee, KimChi Chic Beauty, SKINN, Zappos, Samsung and Amazon. We are a leader on TikTok Shop by sales volume and deliver shoppable content across all major social media platforms, brand-owned DTC sites and everywhere else content is published online.

Guest Profile

Max Benator is a seasoned entertainment entrepreneur and the Co-Founder & CEO of Orca, a leading livestream and social commerce company recognized by Business Insider as one of the 12 Most Innovative Companies in Live Streaming. Previously, he co-founded Doing Things Media, one of Instagram's fastest-growing media companies, and founded Supergravity, a digital-first entertainment studio acquired by AT&T's Otter Media. Max's work spans successful content partnerships with platforms like Netflix, Amazon, and YouTube, and he's a frequent speaker at major industry events including VidCon, SXSW, and CES.

FastMoss Interview

Q: What types of services does ORCA currently offer on TikTok Shop? Is your core focus on managed livestreams for brands, content creation, or full account operations?

A: We're a full-service TSP on TikTok Shop. That means we handle everything from shoppable livestreams and short-form video content to affiliate strategy and execution, e-commerce operations, and performance media. We also offer distribution services for some brands, which includes fulfillment, warehousing, and logistics. Our clients range from viral brands to SMBs and enterprise-level companies with annual sales volumes from $10 million to billions. One key thing to note is we only represent brands, not creators, so we can work with any creator across the platform.

Q: When working with brand clients, how do you evaluate the key metrics of a successful livestream? Beyond GMV, what other performance indicators do you prioritize?

A: GMV alone doesn't tell the full story, so we go deeper. We track click-through rate (CTOR), conversion to purchase, view duration, enter room rate, and livestream ad performance. We also look at full-funnel behavior—who enters, how long they stay, and what they buy. We evaluate this on a product-by-product basis, in real time, using TikTok Shop's tools, the livestream dashboard, and third-party tool like FastMoss.

Q: Do you recommend brands use TikTok ads to drive traffic to livestreams? At which stage—before, during, or after the livestream—do you find ad performance most effective?

A: Absolutely. TikTok Shop ads are one of the most effective ways to drive livestream performance. We've seen strong results from ads

run before and during a stream, and even post-stream ads can work well depending on the campaign. If a brand is serious about livestreaming, ads need to be part of the mix.

Q: Do you believe TikTok's ad algorithm optimization is mature enough to deliver stable conversion rates for livestream e-commerce? What are some current challenges or limitations?

A: I think TikTok is heading in the right direction. They're building stronger tools and dashboards to support advertisers. There are still challenges—like balancing discovery with targeting—but if you follow the platform's direction and build smart campaigns around the tools they offer, you can see great results.

Q: Does ORCA assist clients with TikTok ad account management? Are you also involved in planning and producing ad creatives?

A: Yes, we help clients analyze unit economics—things like cost of goods, margins, and ad spend per unit—to structure effective ad campaigns. While we don't always directly produce creatives, we do guide the content direction and ensure everything aligns with performance goals. It's part of our integrated approach.

Q: During ad campaign planning, how do you typically work with brands to determine ad budgets and ROI targets? Is there a standardized evaluation framework you follow?

A: We do a deep dive into each brand's unit economics. We want to understand what they can afford per sale and what their goals are—profitability or volume. From there, we design campaigns that fit their needs. Sometimes it means breaking even to build scale, and that's okay if it aligns with their growth strategy.

FastMoss Interview

Q: Can you share a case study from ORCA that delivered particularly strong results?

A: Certainly. One notable example is our recent "Mega Live = Mega Ads Day" campaign, which delivered a measurable uplift in both live and post-event performance.

In this case, the Mega Live session generated $44,000 in GMV, marking a $20,000 increase over the previous event. The campaign achieved a 5.8x return on ad spend, driven by a well-aligned media strategy that supported the live event in three key phases:

- Pre-event, we amplified reach by boosting content from co-hosts and affiliates. The goal was to tap into their audiences and build momentum ahead of the live.
- During the event, we ensured our paid media campaigns mirrored the exact offers featured in the livestream. This created a consistent experience that improved conversion rates.
- Post-event, we repurposed highlights from the live show into evergreen ad creatives. These continued to drive performance, resulting in $28,000 in additional revenue from just $5,000 in ad spend—a 5.74x ROAS.

Q: Within the current TikTok ad ecosystem, are there any effective "high-leverage" strategies for small to mid-sized brands? Can you share any representative cases?

A: Definitely. For smaller brands, combining affiliate campaigns with ad boosting is powerful. We also recommend using Spark Codes with creators—it's a great way to amplify a product's reach. We use tools like FastMoss to help identify the best creators and track performance. I'm happy to follow up with case studies.

FastMoss Interview

Q: Has ORCA entered the Southeast Asian market with livestream services? Which countries are currently your key areas of focus?

A: Not yet, but it's on our radar. Right now, we're focused on Latin America and Europe—especially Mexico, the UK, and Germany—as TikTok Shop rolls out in those regions.



Max Benator

Co-Founder & CEO, ORCA

08

TikTok Shop H1 2025

Agency Data and Rankings

The TikTok Shop Agency (MCN) Landscape: Creator Networks and Operational Specialization Drive Global Growth

According to FastMoss data, in the first half of 2025, the TikTok Shop global service provider ecosystem displayed clear structural trends across key markets. Content distribution powered by creator partnerships remains the primary engine for conversion. At the same time, a growing number of agencies are differentiating themselves through efficient content strategy and product curation, giving rise to a dual-track model that balances scale-driven execution with specialized, quality-focused operations.

Strong Head-Concentration: Creator Networks Remain the Core Advantage

In mature markets like the U.S. and U.K., the top 3–5 agencies collectively contributed over 40% of sales volume among the Top 50—highlighting the dominance of leading players. These agencies typically possess robust influencer networks and organizational capabilities, making them reliable engines for viral product success. A similar pattern is observed in Southeast Asian markets like Indonesia, Thailand, and Vietnam, where large-scale creator bases underpin agency GMV.

Brand-Led Agencies on the Rise: Content Sophistication as a Differentiator

As platform ecosystems mature, a “brand + creator collaboration” model is emerging as a high-leverage strategy among leading service providers. In markets like Indonesia, Vietnam, and Thailand, however, scale-through-influencer outreach remains a primary driver of sales.

TikTok U.S.
Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	TABOOST United States	Beauty & Personal Care Womenswear & Underwear Sports & Outdoor	$62.3m	322
	CarterPulse United States	Beauty & Personal Care Health Womenswear & Underwear	$51.2m	983
	Social Army United States	Health Beauty & Personal Care Sports & Outdoor	$49.0m	257
4	Outlandish US United States	Beauty & Personal Care Health Womenswear & Underwear	$46.5m	708
5	The Alps Us United States	Beauty & Personal Care Sports & Outdoor Phones & Electronics	$44.4m	337
6	CreatoRev Corporation United States	Beauty & Personal Care Womenswear & Underwear Sports & Outdoor	$34.7m	424
7	Grail United States	Beauty & Personal Care Womenswear & Underwear Sports & Outdoor	$33.0m	302
8	NextWave United States	Beauty & Personal Care Womenswear & Underwear Health	$31.1m	411
9	Thundrr United States	Beauty & Personal Care Sports & Outdoor Health	$30.9m	392
10	Brands Meet Creators United States	Beauty & Personal Care Womenswear & Underwear Health	$30.0m	1.2k
11	Yowant US United States	Health Beauty & Personal Care Phones & Electronics	$15.1m	30
12	Iris Rising United States	Sports & Outdoor Womenswear & Underwear Beauty & Personal Care	$14.2m	104
13	The Palette Network United States	Womenswear & Underwear Health Beauty & Personal Care	$13.2m	377
14	HANGBEI United States	Womenswear & Underwear Sports & Outdoor Phones & Electronics	$12.2m	35
15	borg rise United States	Beauty & Personal Care Shoes Health	$11.8m	65

Ranking Analysis

Top Agencies Dominate: Top 3 Players Account for Nearly 24% of Total Market Share. According to GMV distribution, the top three agencies—TABOOST ($54.7M), CarterPulse ($47M), and Social Army ($46.3M)—collectively generated over $148 million in GMV, capturing nearly a quarter of the Top 50 total. This concentration reflects the dominant presence of leading agencies in the U.S. TikTok Shop ecosystem. Outlandish US Excels in Creator Operations with Leading Scale. Ranking fourth by GMV ($42.6M), Outlandish US stands out for its exceptional creator mobilization capabilities, working with 681 creators and achieving over 156,000 product sales. Its scale-driven approach makes it a key force behind viral product creation and efficient execution.

Brand-Owned Agencies Deliver Stable Conversion — MRO MaryRuth as a Standout Example. Further down the list, MRO MaryRuth, LLC ($7.4M GMV) exemplifies the “brand-led, self-operated” model. Despite working with only one creator, the agency focuses exclusively on its own health supplement brand and achieves steady performance through clear content strategy and strong product-market fit.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok U.K.
Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	TT MEDIA United Kingdom	Beauty & Personal Care Womenswear & Underwear Home Supplies	£16.6m	157
	Liveology UK United Kingdom	Beauty & Personal Care Womenswear & Underwear Health	£11.5m	105
	Influu United Kingdom	Home Supplies Beauty & Personal Care Household Appliances	£8.3m	110
4	I.F. CONCEPT LTD United Kingdom	Beauty & Personal Care Health Household Appliances	£8.2m	95
5	VibraVerse United Kingdom	Womenswear & Underwear Beauty & Personal Care Phones & Electronics	£5.6m	158
6	Grail Talent United Kingdom	Beauty & Personal Care Womenswear & Underwear Household Appliances	£4.5m	38
7	Boundless MGMT United Kingdom	Beauty & Personal Care Health Womenswear & Underwear	£4.1m	85
8	t-spot United Kingdom	Phones & Electronics Sports & Outdoor Household Appliances	£3.5m	28
9	Flair MGMT United Kingdom	Womenswear & Underwear Beauty & Personal Care Sports & Outdoor	£3.3m	28
10	TikMarketing United Kingdom	Health Beauty & Personal Care Pet Supplies	£2.5m	31
11	Wesconnex.UK United Kingdom	Beauty & Personal Care Womenswear & Underwear Food & Beverages	£2.1m	48
12	Mesoo United Kingdom	Womenswear & Underwear Tools & Hardware Automotive & Motorcycle	£2.0m	44
13	SELLERY CAP United Kingdom	Womenswear & Underwear Beauty & Personal Care Toys & Hobbies	£1.6m	31
14	Ed Hopkins PR United Kingdom	Beauty & Personal Care Womenswear & Underwear Food & Beverages	£1.0m	22
15	TMMB United Kingdom	Health Beauty & Personal Care Sports & Outdoor	£981.0k	11

Ranking Analysis

According to FastMoss data, the top five agencies in the TikTok Shop UK H1 2025 ranking—TT MEDIA, Liveology UK, Influu, I.F. CONCEPT LTD, and VibraVerse—collectively generated over $58 million in GMV, accounting for 55% of the Top 50 total. This reflects a strong concentration trend, where a few high-performing agencies are capturing a disproportionate share of market value.

Notably, several agencies that have built mature operations in the U.S. market—such as Influu, SELLERY CAP (UK), and The Alps UK—are also active in the UK. Leveraging shared language and cultural similarities, these agencies have successfully replicated their strategies across regions, delivering strong performance in both markets.

That said, most UK-based agencies still show a relatively low number of cooperating creators compared to their U.S. counterparts. This indicates that the UK remains an early-stage growth market for TikTok Shop, with considerable headroom for expanding creator networks and strengthening the ecosystem.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

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FastMoss

TikTok Indonesia
Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	YUXI JAYATAMA Indonesia	Beauty & Personal Care Baby & Maternity Kids' Fashion	Rp958,6 M	430
	Tiger Wong Indonesia	Phones & Electronics Household Appliances Muslim Fashion	Rp583,3 M	174
	Agensi Anak Bangsa Indonesia	Beauty & Personal Care Phones & Electronics Baby & Maternity	Rp484,1 M	87
4	MEA Digital Marketing Indonesia	Food & Beverages Phones & Electronics Shoes	Rp458,5 M	1.9k
5	Seahub Media Indonesia Indonesia	Beauty & Personal Care Household Appliances Phones & Electronics	Rp336,0 M	362
6	VOBI Indonesia	Baby & Maternity Food & Beverages Womenswear & Underwear	Rp328,5 M	806
7	DCT Indonesia	Phones & Electronics Household Appliances Textiles & Soft Furnishings	Rp326,3 M	179
8	BINTANG AGENCY ME... Indonesia	Womenswear & Underwear Beauty & Personal Care Muslim Fashion	Rp322,9 M	1.2k
9	FYC Indonesia	Beauty & Personal Care Food & Beverages Health	Rp244,3 M	293
10	Haluan Digital Indonesia	Phones & Electronics Beauty & Personal Care Home Supplies	Rp243,2 M	353
11	ONE LINK MEDIA Indonesia	Beauty & Personal Care Health Womenswear & Underwear	Rp219,7 M	160
12	FEB Digital Agency Indonesia	Phones & Electronics Household Appliances Baby & Maternity	Rp187,0 M	461
13	IRVAN GALIH PRODUC... Indonesia	Phones & Electronics Food & Beverages Womenswear & Underwear	Rp181,4 M	13
14	Be Agency Indonesia	Beauty & Personal Care Womenswear & Underwear Shoes	Rp155,0 M	41
15	Baitube Media SEA Indonesia	Phones & Electronics Beauty & Personal Care Baby & Maternity	Rp140,4 M	23

Ranking Analysis

In H1 2025, TikTok Shop Indonesia's Top 50 MCNs contributed over $570M in GMV, reflecting high market vitality and rising institutional capability. YUXI JAYATAMA ranked first with an 11.21% GMV share, followed by Tiger Wong and Agensi Anak Bangsa. MEA Digital Marketing, while fourth in GMV, led in creator partnerships with 1,901 influencers—14.46% of the Top 50 total—highlighting its scale-driven model. Seahub Media Indonesia demonstrated strong product management and stable performance with a mid-sized network. As top agencies adopt either precision-driven or volume-led strategies, Indonesia's content commerce ecosystem is evolving into a dual-track structure marked by execution strength and product integration, signaling a shift toward high-quality growth.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

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YooFinds

FastMoss

TikTok Thailand Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	YOUPIK.TH Thailand	Beauty & Personal Care Food & Beverages Home Supplies	฿1.4b	385
	SHOPGENIX Co., Ltd. Thailand	Food & Beverages Baby & Maternity Home Supplies	฿838.8m	3.4k
	Vega Creator Academy ... Thailand	Household Appliances Phones & Electronics Beauty & Personal Care	฿642.0m	265
4	RiseNova Thailand	Beauty & Personal Care Phones & Electronics Home Supplies	฿421.6m	221
5	NZ MCN Thailand	Food & Beverages Beauty & Personal Care Health	฿385.2m	190
6	MOCA CREATIVE MEDIA Thailand	Beauty & Personal Care Health Womenswear & Underwear	฿377.3m	1.9k
7	CUTE LIVE PRODUCTION Thailand	Furniture Luggage & Bags Shoes	฿329.8m	30
8	Aloshop by Shipper Thailand	Beauty & Personal Care Womenswear & Underwear Jewelry Accessories & Derivatives	฿248.9m	30
9	ERIDU Thailand	Beauty & Personal Care Home Supplies Pet Supplies	฿247.1m	72
10	Koolkool Academy Thailand	Furniture Sports & Outdoor	฿233.7m	4
11	The Pimrypie Thailand	Phones & Electronics Beauty & Personal Care Sports & Outdoor	฿226.6m	43
12	Gen Plus Thailand	Household Appliances Phones & Electronics Beauty & Personal Care	฿219.7m	36
13	Tec-do2.0 Thailand	Luggage & Bags Baby & Maternity Phones & Electronics	฿207.4m	25
14	MCN MinProductive Thailand	Food & Beverages Home Supplies	฿189.1m	2
15	Ripples Thailand	Beauty & Personal Care Health Shoes	฿184.7m	73

Ranking Analysis

In H1 2025, TikTok Shop Thailand's Top 50 MCNs generated $256M in GMV, collaborating with nearly 10,000 creators and promoting over 1.4 million products—demonstrating robust content commerce activity. YOUPIK.TH led across all key metrics, contributing 16% of total GMV and ranking first in both creator and product partnerships, showcasing exceptional operational capability. Other top performers like SHOPEXIN, Vega Creator Academy, RiseNova, and NZ MCN stood out in either scale or conversion. As strategies diverge—between broad creator networks and precision-driven content—MCNs are becoming critical to GMV growth, shaping Thailand's evolving TikTok Shop ecosystem.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

YooFinds

TikTok Malaysia Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	ZLCH-MY Malaysia	Beauty & Personal Care Health Food & Beverages	RM82.3m	690
	STORE N GO ACADEMY Malaysia	Beauty & Personal Care Muslim Fashion Sports & Outdoor	RM60.9m	1.1k
	LV Media Malaysia	Food & Beverages Beauty & Personal Care Home Supplies	RM60.5m	326
4	ZLCH Malaysia	Muslim Fashion Beauty & Personal Care Phones & Electronics	RM52.3m	789
5	Three Kittens Malaysia	Muslim Fashion Womenswear & Underwear Beauty & Personal Care	RM38.2m	230
6	Proudlab PLT Malaysia	Muslim Fashion Shoes Health	RM21.1m	46
7	Anna Aziz Group Malaysia	Beauty & Personal Care Food & Beverages Home Supplies	RM21.1m	62
8	ADSIA ACADEMY Malaysia	Health Muslim Fashion Baby & Maternity	RM17.5m	101
9	BIGTOK Malaysia	Household Appliances Phones & Electronics Sports & Outdoor	RM15.1m	16
10	UNCLE SIANG MEDIA. Malaysia	Household Appliances Phones & Electronics Automotive & Motorcycle	RM15.0m	13
11	Pineapple Pixels Media Malaysia	Phones & Electronics Food & Beverages Household Appliances	RM14.1m	63
12	BIG HOST AGENCY SD... Malaysia	Sports & Outdoor Jewelry Accessories & Derivatives Phones & Electronics	RM13.9m	11
13	TED Malaysia	Beauty & Personal Care Phones & Electronics Muslim Fashion	RM12.7m	262
14	GIM Media Malaysia	Household Appliances Kitchenware Phones & Electronics	RM12.6m	70
15	F-Commerce MY Malaysia	Phones & Electronics Beauty & Personal Care Baby & Maternity	RM11.3m	10

Ranking Analysis

In H1 2025, TikTok Shop Malaysia's Top 50 MCNs contributed over $155M in GMV, signaling continued ecosystem expansion and growing content supply strength. The Top 5 agencies accounted for 43% of total GMV, marking the emergence of a head-concentrated structure. ZLCH-MY led with $17.96M GMV (12% share), 760 creators, and 165,000 SKUs—excelling in both supply scale and conversion. LV Media leveraged mid-tier creators for efficient operations, while STORE N GO ACADEMY topped in creator volume (1,227) but showed room for conversion improvement. Two dominant models are emerging: broad creator networks vs. content-focused mid-tier matrices, as Malaysia's market transitions from early growth to efficiency-led integration.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok Vietnam Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	PHS GROUP Vietnam	Womenswear & Underwear Menswear & Underwear Home Supplies	758,2Tỉ ₫	567
	NST Digital Vietnam	Menswear & Underwear Womenswear & Underwear Baby & Maternity	672,2Tỉ ₫	273
	SONNET Vietnam	Womenswear & Underwear Menswear & Underwear Home Supplies	546,3Tỉ ₫	653
4	BMS PARTNERS Vietnam	Home Supplies Baby & Maternity Shoes	381,3Tỉ ₫	189
5	UpBase Technology Joi... Vietnam	Beauty & Personal Care Baby & Maternity Womenswear & Underwear	365,6Tỉ ₫	329
6	BYSCOM Vietnam	Beauty & Personal Care Menswear & Underwear Womenswear & Underwear	328,4Tỉ ₫	365
7	Melive MCN Vietnam	Beauty & Personal Care Phones & Electronics Food & Beverages	276,7Tỉ ₫	495
8	BYTE MEDIA Vietnam	Menswear & Underwear Beauty & Personal Care Food & Beverages	243,8Tỉ ₫	122
9	SINGO Vietnam	Womenswear & Underwear Beauty & Personal Care Menswear & Underwear	241,2Tỉ ₫	190
10	Meta Ecom Vietnam	Womenswear & Underwear Beauty & Personal Care Menswear & Underwear	234,6Tỉ ₫	120
11	Lemon Digital Vietnam	Beauty & Personal Care Womenswear & Underwear Menswear & Underwear	219,9Tỉ ₫	155
12	HADAPLUS Vietnam	Womenswear & Underwear Beauty & Personal Care Phones & Electronics	214,8Tỉ ₫	333
13	Cong ty TNHH OnPoint Vietnam	Beauty & Personal Care Baby & Maternity Food & Beverages	202,7Tỉ ₫	71
14	TRUE NETWORK Vietnam	Home Supplies Baby & Maternity Food & Beverages	199,5Tỉ ₫	19
15	MEDIA CST-TSP Vietnam	Home Supplies Baby & Maternity Luggage & Bags	192,4Tỉ ₫	7

Ranking Analysis

In H1 2025, TikTok Shop Vietnam's Top 50 MCNs generated over $399M in GMV, collaborating with over 10,000 creators and 2.08 million products—reflecting a vibrant and well-distributed ecosystem. PHS GROUP led with 8% of GMV, supported by 603 creators and nearly 100,000 products, showcasing strong capabilities in product integration and creator mobilization. NST Digital, SONNET, BMS PARTNERS, and UpBase Technology followed, each with distinct strengths. With the top agency holding just 8% of GMV and minimal gaps among the Top 5, Vietnam remains in a decentralized, high-growth phase—marked by low concentration and broad opportunity across the ecosystem.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

TikTok Philippines
Agency (CAP) Ranking

TOP15

First half of 2025

Rank	Agency	Category	Revenue	Creators
	Xing Solutions Corpora... Philippines	Beauty & Personal Care, Phones & Electronics, Household Appliances	₱938.7m	59
	QQEnglish Philippines	Food & Beverages, Phones & Electronics, Beauty & Personal Care	₱927.6m	71
	M-Commerce Corporat... Philippines	Beauty & Personal Care, Phones & Electronics, Health	₱848.4m	38
4	ICONIFY Philippines	Womenswear & Underwear, Menswear & Underwear, Beauty & Personal Care	₱607.3m	155
5	Optispire Advance Inc. Philippines	Phones & Electronics	₱512.4m	3
6	Star Digital Solutions Philippines	Food & Beverages, Beauty & Personal Care, Health	₱442.6m	58
7	Megalive Corporation Philippines	Food & Beverages, Beauty & Personal Care, Phones & Electronics	₱298.5m	26
8	klaiya Philippines	Food & Beverages, Baby & Maternity, Phones & Electronics	₱295.6m	102
9	HOLLYSHEEP GARMEN... Philippines	Jewelry Accessories & Derivatives, Womenswear & Underwear, Menswear & Underwear	₱271.3m	24
10	F-Commerce Philippines	Phones & Electronics, Automotive & Motorcycle, Womenswear & Underwear	₱207.5m	15
11	GLOBAL MEDIA Philippines	Beauty & Personal Care, Luggage & Bags, Furniture	₱186.4m	383
12	TRND Marketing Philippines	Beauty & Personal Care, Phones & Electronics, Kitchenware	₱167.5m	174
13	IG Evolution Philippines	Health, Beauty & Personal Care, Baby & Maternity	₱156.1m	9
14	Three Ants Trade corpo... Philippines	Phones & Electronics, Pre-Owned, Beauty & Personal Care	₱143.6m	38
15	SYJL Rich8 Philippines	Beauty & Personal Care	₱143.0m	2

Ranking Analysis

In H1 2025, TikTok Shop Philippines' Top 50 MCNs generated over $162M in GMV, reflecting strong market activity and a gradually maturing agency ecosystem. Xing Solutions Corporation and QQEnglish led in GMV, supported by stable product supply and creator networks—showing early signs of systematic operations. Notably, Optispire Advance Inc. drove $9.18M GMV with only three creators by leveraging a brand-controlled model for Infinix, using accounts like Infinix, infinixphilippines, and instudio for focused content distribution. While still in an early stage, the market is diversifying across high-conversion creator strategies and matrix-based distribution—positioning the Philippines for rapid growth under TikTok Shop's local expansion.

*Data source: FastMoss.com
*Data collection period: January 1st, 2025 - June 20th, 2025

Find more TikTok data

WWW.FASTMOSS.COM

YooFinds

FastMoss Interview



Social Army

Data Overview

$4.6m	1.5m	272	55317
GMV	Unit Sold	Total Number of Collaboration Creators	Total Number of Collaboration

Social Army is the NO.1 TikTok Shop creator community, offering a comprehensive ecosystem that combines education, brand-creator matchmaking, and peer-to-peer support. Through structured learning and strategic partnerships, Social Army empowers creators to scale their e-commerce impact while fostering meaningful collaboration across the TikTok Shop landscape.

Q: Can you share the origin story of Social Army? What brought the team together in the beginning?

A: Social Army started about a year ago to help creators who were interested in TikTok Shop but didn't know how to begin. We built a community and educational ecosystem, with experienced creators coaching newcomers, helping them grow and stay motivated. Over time, we also began connecting brands—big and small—to our creator network, which now includes over 4,000 members.

FastMoss Interview

Q: What made you believe in TikTok early on? Why did you choose to build your agency around this platform?

A: It just made sense. In traditional UGC, brands pay creators upfront with no guarantee of performance, and creators aren't incentivized beyond that. With TikTok Shop, everything is performance-based: if creators perform well, everyone wins. The consumer journey is also streamlined—just a few clicks from content to purchase. When I zoomed out and saw this model, especially knowing how seriously TikTok commits to new markets, I knew this was going to be big.

Q: Were there any defining moments or decisions that helped take Social Army from an idea to where it is today?

A: Definitely. First, partnering with Bryce, who did over $300K in GMV and $90K in commission in one month, gave credibility and momentum. Second, hiring from our own community helped us grow quickly with a team that already understood our mission. Lastly, building strong personal relationships with coaches—we've traveled together, we're friends, not just business partners—has been key.

Q: You've built a highly active creator community on Discord. How did you launch and grow this channel from scratch?

A: At first, Discord was unfamiliar to most creators. We had to teach them how to use it from scratch. But once they were in, it became the central hub for connection, learning, and support. We were one of the first to use it seriously in this space, and it allowed us to build something deeper than a simple chat group.

FastMoss Interview

Q: How do you keep creators continuously engaged in the Discord space? Are there any specific programs or tactics you rely on?

A: We run at least one live session per day, led by coaches covering educational topics. We also use gamification—challenges with prizes—and have moderators to keep the conversation flowing. Our community also includes prominent coaches, which makes it even more engaging for newer creators.

Q: What's your approach to balancing data/tooling support with emotional connection and creator loyalty in the community?

A: We try to do both well. We build emotional bonds through storytelling—sharing how creators went from zero to successful—and by making people feel included, no matter their level. At the same time, we educate with data, like sharing the most viral videos of the week. Together, emotional and analytical engagement creates real loyalty.

Q: Can you share a standout success story of a creator who grew with you through the Discord community?

A: Gayly is a great example. She joined shortly after we launched with zero sales experience. She was super active, posting updates and goals. In her first month, she earned $3,000 in commission. A month and a half later, she had a $700K GMV month and $125K in commission. She later became one of our coaches and is still heavily involved. It's an incredible journey.

FastMoss Interview

Q: From your perspective, what have been the key turning points in TikTok's e-commerce evolution? Has your agency's role shifted over time?

A: Initially, things were chaotic—anyone could go viral. Now, creators who consistently succeed tend to be those who understand content and specialize. We're seeing a shift toward niche branding, where creators become trusted names in specific verticals like fitness or beauty. This helps long-term credibility and sales. There's also more ad spend, and creators need to position themselves to benefit from that.

Q: As a TikTok-first agency, what do you consider your most critical capabilities or competitive advantages?

A: We're creator-first. That's our core philosophy. Many agencies start with brands and then look for creators. We did the opposite—built a strong creator community, then matched them with brands. It builds trust, and brands come to us. Our community is loyal because we support them with real growth—not just expensive courses.

Q: What advice would you give to new creators or brands just entering the TikTok Shop ecosystem today?

A: Be consistent. Don't give up if you don't see sales right away—it can take months. Use platforms like FastMoss to track trends. Livestreaming is great for getting your first sale, while video content builds exponential growth. And don't assume you're not cut out for this. Some of the most successful creators started with no experience—even people who didn't know how to use a phone!

FastMoss Interview



Jasper Knitel

Social Army
Founder

YeeFinds

FastMoss Interview

Thailand Head Agency Case Study RiseNova MCN



RiseNova

Data Overview (as of June 23, 2025)

149.657billion ₫	17,121.7k	608	104.6k
GMV	Total Units Sold	KOL	Total products

RiseNova is a TikTok-focused MCN and creator agency based in Thailand. It helps brands grow sales in Southeast Asia through influencer incubation, content marketing, and livestream selling. The agency manages 200+ creators across categories like beauty, electronics, home, and fashion.
With strong knowledge of TikTok Shop, platform algorithms, and user trends, RiseNova offers end-to-end growth support—from product selection to content creation, creator matching, and ad traffic—to help brands win in the Southeast Asian market.

Q: A brief overview of RiseNova's development path in Thailand's MCN industry.

A: RiseNova was founded in November 2023 and made a remarkable impact just one month after its launch by helping its creators break TikTok's historical sales record. The company secured the No.1 position for both agency and top-selling creator during Thailand's Double 11 shopping festivals in 2023 and 2024.

FastMoss Interview

A: Founded by Wendy, a Chinese entrepreneur with 20 years of experience in the Southeast Asian market, RiseNova initially focused on applying offline market insights to build strong local IPs with a localized operational approach. With a team rich in short video and e-commerce expertise, the company quickly gained a firm foothold in the industry. Today, RiseNova primarily focuses on three key sectors: mobile & electronics, beauty & personal care, and home & lifestyle. Among these sectors, beauty and personal care is a core focus, emphasizing content marketing for high-ticket items with longer decision-making cycles. At the same time, RiseNova specializes in fully integrated online and offline strategies, offering end-to-end solutions for brands — from content planning and creator partnerships to sales conversion.

Q: Why did we choose to focus on deeply cultivating the TikTok platform?

A: Recently, many peers have asked why we've chosen to focus heavily on TikTok. The main reasons are: First, Thailand has the highest TikTok penetration rate in Southeast Asia and is currently in a strong growth phase. Second, with the launch of TikTok Shop, the platform now offers a complete commerce ecosystem, making conversions highly efficient. On top of that, Thai users are already highly engaged with short videos and are very receptive to influencer recommendations.

Q: So you're currently managing over 200 creators — what are the key qualities you look for when selecting creators?

A: We evaluate creators on several key factors: content style matching the category, follower quality over quantity, and sales data like conversion rate and average order value. We also consider their professionalism, filming skills, and whether their image suits commercial use.

FastMoss Interview

Q: Are most of these creators incubated by you, or do you mainly sign established creators directly?

A: We do both. For newcomers, we have a complete incubation system that includes content planning, short video training, and livestream coaching. However, in specialized areas like product reviews, we prefer to sign experienced creators directly, as the cost of training is quite high.

Q: We're curious about your content creation process with creators — do you start with content ideas first, or do you select products before planning the content?

A: The process is quite flexible, but product selection usually comes first. For example, when we identify a promising product, we first plan the content format and then match it with suitable creators. Of course, sometimes creators come up with great ideas themselves, and we then find the right products to fit. Especially for functional products, it's crucial to fully understand the product's selling points and design content that combines education and recommendation.

Q: Speaking of product selection, do you have any insights or tips you can share?

A: Product selection is indeed very important. We've summarized a few key points: the product should have strong market demand but not too much competition, so creators can maintain healthy profit margins; it must have clear differentiators—whether in function, design, or price; it should be easy to showcase in short videos; and of course, a stable supply chain is a basic requirement.

FastMoss Interview

Q: I heard you're using FastMoss—does this tool help much with product selection?

A: It helps a lot! We mainly focus on several signals: products with a sudden short-term traffic spike but few competitors, categories with fast GMV growth but limited content, changes in trending search keywords, and spikes in engagement on similar creators' content. FastMoss's hot product and new product rankings save us a lot of time in discovering new items.

Q: What are the characteristics of Thai consumers shopping on TikTok?

A: They really trust influencer reviews, especially real-life demos. They like fun, easygoing content, decide quickly, but are price-sensitive. Short videos must clearly show product benefits, and livestreams convert well. Digital products need real demos and good support; beauty products focus on effectiveness and local credibility.

Q: Could you give some tips to peers on using FastMoss?

A: Tips for using FastMoss: Don't just watch rankings—check video count and GMV growth too. Always filter by your own needs instead of copying. Use the ad analysis to study competitors' ads and timing. Also, watch for new, low-competition products, not just bestsellers.



YUWEN GU

RiseNova CEO

09

FastMoss

Report Data Disclaimer

FastMoss Research Data Disclaimer

- The core data in this report is sourced from the FastMoss analytics platform, with additional references from TikTok Shop official data, TechCrunch, Statista, 36Kr, Sensor Tower, Data.ai, official company websites, and publicly available industry reports.
- All FastMoss data used in this report reflects closed-loop e-commerce transactions on the TikTok platform, covering key TikTok Shop markets including the United States, United Kingdom, Indonesia, the Philippines, Thailand, Malaysia, Mexico, Spain, Germany, France, Italy, and Brazil.
- All TikTok-related data in this report refers specifically to TikTok Shop performance. The livestream ecosystem section focuses exclusively on data from livestream commerce activities.
- The data used for rankings and analysis was collected between January 1, 2025, and June 25, 2025.
- To ensure consistent cross-market comparisons, all GMV and sales figures were converted to USD based on the following fixed exchange rates (per 1 USD):
- Indonesia – 14,990 IDR | Malaysia – 4.61 MYR | Vietnam – 23,491 VND | Thailand – 34.72 THB | Philippines – 55.80 PHP | United Kingdom – 0.8065 GBP | Singapore – 1.32 SGD | Spain / France / Germany / Italy – 0.9259 EUR | Mexico – 20.57 MXN | Brazil – 5 BRL | Japan – 132 JPY

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FastMoss

About FastMoss Research Institute

YooFinds

About FastMoss Research Institute

The FastMoss Research Institute is a professional research organization in the short-form video and livestreaming industry, established by Beijing Youlejin Technology Co., Ltd.

The institute's members include seasoned professionals from well-known Chinese internet companies, senior industry researchers from leading domestic think tanks, and a new generation of passionate, inquisitive analysts dedicated to exploring the short-form video and livestreaming landscape.

Leveraging the FastMoss data analytics platform, the institute focuses on global social media platforms such as Facebook, YouTube, and Google. Positioned at the forefront of the global short video and livestreaming industry, we closely monitor industry trends and developments, and continuously publish industry insight reports, white papers, and big data analysis reports—particularly centered on the TikTok platform.

The institute is committed to becoming a world-class, leading-edge research organization in the global short video era. Through focused, professional analysis and research, we aim to contribute value to the development of the industry and support all participants within the ecosystem.

About FastMoss

As the world's leading TikTok data analytics platform, FastMoss empowers brands, creators, and agencies to drive global sales growth through precise insights from the most comprehensive and instant-updated TikTok data.Trusted by over 2 million users, FastMoss continually develops cutting-edge technologies to deliver Ai-powered data strategy, which unifies every aspect of TikTok analysis journey from market research, influencer collaboration, creative inspiration to our exclusive product review analysis and transcript auto-generation. Our mission is to help businesses on TikTok thrive efficiently and intelligently.

2M+	900+	250M+	200M+
Global Users	Days of Historical Insights	TikTok Creator Data	Product & Shop Data

Core Features

- Competitor Shop Monitoring
- Top-Performing Creators
- Live Monitoring
- Video Ads Analysis
- Products Research
- AI Video Script Rewriting

FastMoss Feature Enhancements – 2025 Mid-Year Update

FastMoss is the No.1 data analytics and insights platform within the TikTok Shop ecosystem. In the first half of 2025, we advanced our product strategy across three key directions:

1. Scenario-focused features designed to streamline and simplify user insight analysis;
2. Localized interfaces to deliver a more intuitive experience for users in newly launched TikTok Shop markets;
3. AI-powered intelligent tools aimed at improving user workflows with greater efficiency and impact.

Market 360

Holistic landscape analysis that quickly helps sellers to understand niche opportunities in a specific category market as well as trending insights into hit products, sales&promotional content channels, pricing strategy and creator marketing cost/benefit analysis.

A more intuitive and granular TikTok Shop search engine

Empower brands & Shop sellers to efficiently analyze category-specific store data trends, swiftly identify competitors' new hit products, and gain deeper competitive insights

- Intuitive & visual data dashboards for real-time tracking of store dynamics.
- New product sales ratio metric to instantly spot competitors' trending items.
- Ultra-granular category analytics – drilled down to subcategories (Level 2) to dissect sales performance per product line.
- Brand/retail segmentation + verified store ownership profiles for 360° competitor intelligence.

FastMoss Feature Enhancements – 2025 Mid-Year Update

TikTok CAP Rank

Help brands & businesses efficiently collaborate with MCN agencies to boost marketing effectiveness and rapidly drive explosive product sales

- Obtain weekly/monthly lists of high-GMV TikTok CAP agencies for collaboration
- Access in-depth data reports with detailed insights into collaboration trends, hot-selling products, and identifying the most suitable and high-performing TikTok CAP agencies for your brand
- Quickly retrieve CAP agency contact information (email, phone, etc.) to establish fast communication

Shop Ads Analysis

Facilitate sellers to track shop ads' contribution to certain products' views or sales performance; in this way sellers may leverage understanding of competitors' ads promotion behaviour to optimize their own ad budget allocation strategy.

SKU granular stock data management

Granular inventory data management empowers businesses to not only identify best-selling products, but also gain data-driven insights into SKU-level performance, enabling precision marketing strategies and deeper consumer demand analytics.

Newly launched market data of Spain, Mexico, France, Germany, Italy and Brazil, with their native language interface in Spanish, Portuguese and French.

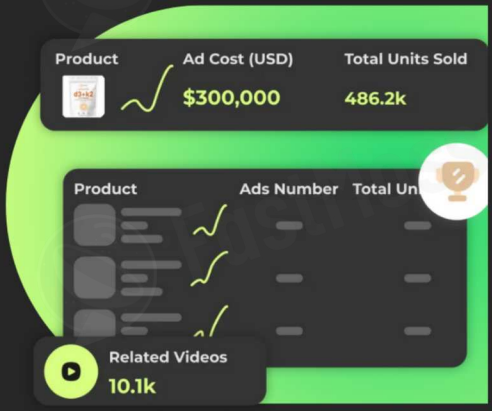
Enable Spanish, Portuguese and French speaking sellers to onboard FastMoss as their go-to TikTok Shop data analytics platform.

AdsMoss

AI-Powered TikTok Advertising Data and Product Selection Tool

PRODUCT INTRODUCTION

The AdsMoss platform contains a vast library of over ten million advertising materials to inspire your creativity. Using AI and advanced models, AdsMoss provides comprehensive analysis and simulation capabilities for ad videos.



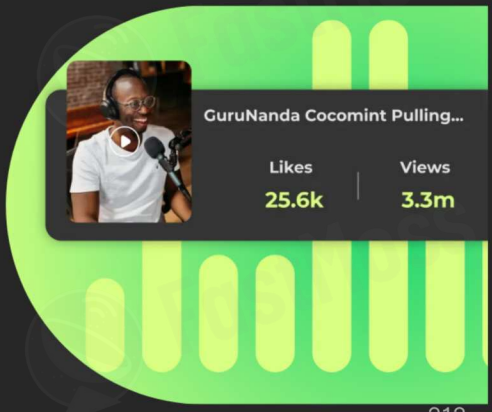


WHAT ADSMOSS OFFERS:

1. The most powerful AI-assisted features
2. The largest library of ad creative materials
3. Real-time trending product insights
4. Real-time monitoring of industry trends and dynamics

WHO WE ARE

AdsMoss is a product under FastMoss, focusing on services like campaign launches, branding, and promotions for e-commerce and gaming industries. Over 2 million global users use AdsMoss and FastMoss.



https://adsmoss.com/

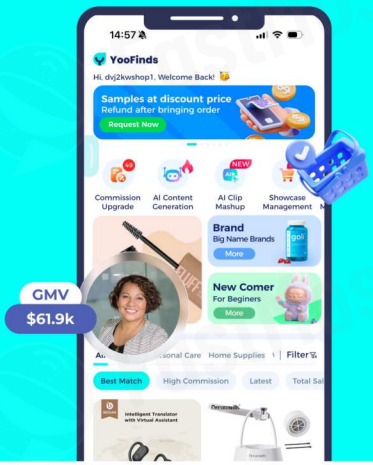
About MossCreator

www.MossCreator.com

MossCreator is a professional TikTok influencer campaign management tool developed under the FastMoss brand. It boasts a database of 2.5 billion influencers, precise influencer matching, bulk communication, email campaign tracking, automated invitation tracking, and enhanced team collaboration for efficiency. MossCreator helps brands grow exponentially, opening new frontiers in TikTok influencer marketing.

Higher Email Delivery Rate	**99% delivery rate, high domain reputation** Dynamic IPs and group mailing strategies help avoid junk folders and maximize email delivery success.
Comprehensive Influencer Data	**Three years of data accumulation, nine types of contact methods** Utilizes multiple platforms for influencer connections, including follower images, product promotions, and real-time content data, for precise influencer targeting.
Diverse Selection Methods	**Five selection approaches, detailed data coverage** Leverages extensive influencer databases to support conditional searches, rankings, product-related influencer matches, and task-based recommendations to locate ideal influencers daily.
Efficient Bulk Communication	**Up to 15,000 single-click influencer connections** Facilitates communication through WhatsApp, YouTube, and other social platforms, breaking traditional outreach limitations.
Better Product Showcase	**Exclusive product card functionality, intuitive displays** Enables influencers to embed product links or QR codes in emails, enhancing collaboration success and simplifying communication.
Streamlined Invitation Management	**One-stop invitation management with process tracking** Automatically tracks influencer responses, monitors collaboration progress, and manages invitation records in real time.
Easier Team Collaboration	**Multi-account teamwork with visualized data** Reduces redundant communication while providing clear insights into member progress and collective data for streamlined operations.

YooFinds



About YooFinds

YooFinds, biggest TikTok creator product selection platform in the US market, operates an extensive premium resource network. Key metrics include:

- Curated database of **350,000+** active high-quality creators
- Portfolio of **6,000+** listed products
- Strategic partnerships with **3,000+** established brands

Daily platform engagement exceeds 20,000 creators discovering products, collectively generating over 1 million premium shoppable videos in TikTok. The optimal solution for brands to efficiently connect with creators and amplify product visibility.

Expedited Review Process

AI-driven 24/7 review system processes submissions within seconds, reducing approval time by 300% compared to manual processing. This eliminates operational delays and accelerates creator partnership initiation.

Precision Sampling System

Multidimensional creator-product matching algorithm decreases ineffective sample distribution by over 50% while increasing collaboration conversion rates by more than 30%, maximizing sample investment ROI.

Flexible Sampling Solutions

Cost-based sampling for emerging creators completely eliminates sampling costs for brands, expanding collaboration scale by 20% or greater.

Zero-Barrier Diverse Collaboration

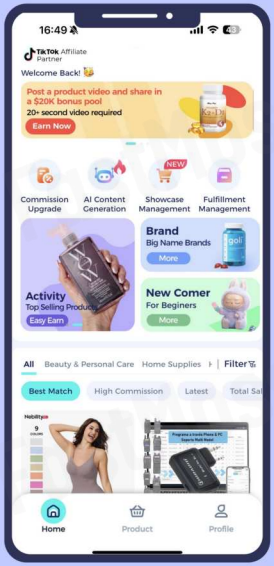
$0 Entry Fee: Embrace a diverse creator ecosystem with zero upfront costs.
24/7 End-to-End BD Support: Dedicated advisors unlock collaboration possibilities with creators of all types.
Flexible Creator Partnership Plans: Our Sample Cost Coverage plan scales with your creator partnerships, supporting rapid cold-start and achieving your first 1,000 orders.

Guarded Growth Across the Board:

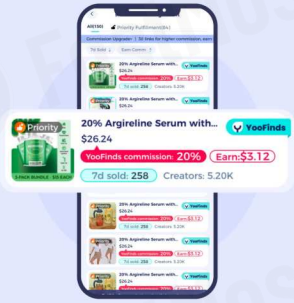
350,000+ Multi-Field Creator Pool: Access creators across all categories and tiers for precise, diverse matching.
85%+ Creator Fulfillment Guarantee: Ensure stable partnerships and efficient campaign execution with diverse creators.
Lightning-Fast Ramp-Up (1-4 Days): Connect rapidly with our massive, diverse creator network and receive high-quality content assets in as little as 1 day.

Omni-Channel Content Powerhouse:

AI-Generated Bulk Quick-Edit Content: Produce content 5X faster than the TikTok ecosystem average, effortlessly fueling multi-platform, multi-scenario campaigns.
Adapts to Diverse Content Styles: Generate high-quality, brand-safe videos tailored to any creator type or audience preference in one click.
All-Category Ready: Our powerful content library supports diverse creative expression for a wide range of product categories.



YooFinds

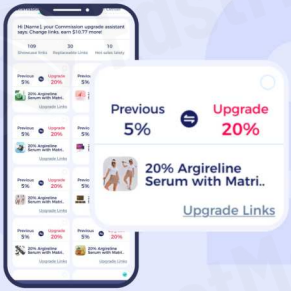


Streamlined Showcase Management

One-click featuring of high-potential products enhances management efficiency by over 40%. Instant high-commission product replacements increase creator earnings by 30% through premium merchandise dividends.

Commission Upgrade Program

Automated identification of low-commission listings enables instantaneous substitution with high-commission products, driving per-link revenue growth of 30% with passive premium returns.



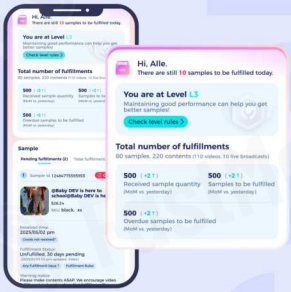


AI-Enhanced Content Production

Template-based creation with AI optimization increases effective video views by over 30%, significantly reducing brand reshoot expenditures.

Sample-Free Fulfillment

Direct access to HD marketing assets eliminates sample waiting periods entirely, reducing fulfillment cycles by 50% to secure first-mover content advantages.



Automated Fulfillment Management

Real-time order synchronization with automated exception alerts improves follow-up efficiency by 60% and increases fulfillment completion rates by more than 25%, halving manual oversight requirements.

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