

TikTok Shop wants in on the July sales action

Article

The news: TikTok Shop is getting in on the [July sales action](#) with its “Deals For You Days” promotion, slated to begin in the US on July 9.

- The event will feature platform-exclusive discounts from **L’Oréal**, **Maybelline New York**, **Our Place**, **Too Faced**, and **Zwilling USA**, among other brands.
- TikTok is also taking the opportunity to promote its live-shopping feature with livestreams from brands like **Benefit Cosmetics** and **COOLA**, as well as popular creators including **simplymandys** and **Stormi Steele**.

A smart play: The event is a savvy move from TikTok as it tries to become a more important ecommerce player and protect itself from a [potential ban](#).

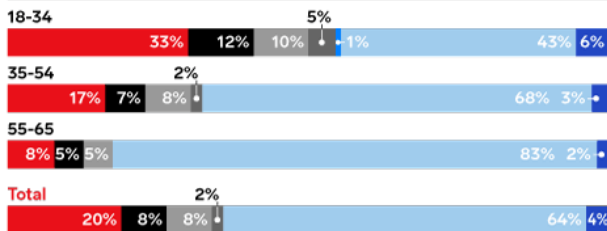
- The company is targeting \$17.5 billion in US GMV this year—10 times what it generated in 2023.
- Despite growing pains—like issues with counterfeits—TikTok Shop is gaining traction with shoppers. **Over one-fifth of US marketplace buyers (20.2%) made a purchase on the platform in the seven months following its official launch in September, per [our research](#).**
- As with other Chinese etailers, deals are the main attraction. Nearly half—43.7%—of TikTok Shop buyers listed discounts, sales, or promotions as one of their top reasons for making a purchase, while 24.3% cited the marketplace’s low prices.

The big takeaway: TikTok is smartly taking advantage of consumers’ search for deals to grow awareness and sales for its ecommerce offering.

Go further: Check out our report on [The US Online Marketplace Shopper](#).

US Adults Who Have Made a Purchase via Shoppable Commerce, April 2024

% of respondents, by age



- Yes, I made a shoppable media purchase through a social media platform (e.g., Instagram, TikTok, YouTube)
- Yes, I made a shoppable media purchase on a retail website (e.g., a livestream on a shopping website)
- Yes, I made a shoppable media purchase through a connected TV platforms (e.g., Amazon Prime Video, Peacock, The Roku Channel)
- Yes, I made a shoppable media purchase through a news media website (e.g., Wirecutter, BuzzFeed, Tasty)
- Yes, I made a purchase through other forms of shoppable media
- No, I have not made a purchase through a shoppable media in the past year
- Don't know

Note: in the past year; numbers may not add up to 100% due to rounding; includes instant shopping through links in livestreams, social media and videos or scanning a QR code on TV; excludes cases where items can't be added items to a cart; purchases can occur on the content platform, retailer's site, or third-party services like PayPal
 Source: "EMARKETER Ecommerce Survey" conducted in April 2024 by Bizrate Insights, May 1, 2024

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