

# TikTok rolls out Shop feature to select US merchants

## Article

**The news:** TikTok has begun testing its Shop feature in the US as it continues to go full steam ahead on social commerce. TikTok Shop is currently invite-only for US companies, although the feature is available to merchants in the UK as well as seven countries in Southeast Asia.

**How we got here:** TikTok's US social commerce initiatives have proceeded in fits and starts, hampered by TikTok Shop's [poor UK performance](#). But there are signs the platform is now

fully committed, perhaps because it senses an opportunity to gain market share as **Meta** backs away from direct commerce.

- After scrapping plans over the summer to launch livestream commerce in the US, TikTok quickly reversed course by [partnering with TalkShopLive](#).
- TikTok is also planning to [build fulfillment centers in the US](#), per an analysis of LinkedIn job postings by Axios, in a bid to create a complete ecommerce ecosystem and potentially appeal to Chinese merchants looking for an opening to reach consumers in the US.

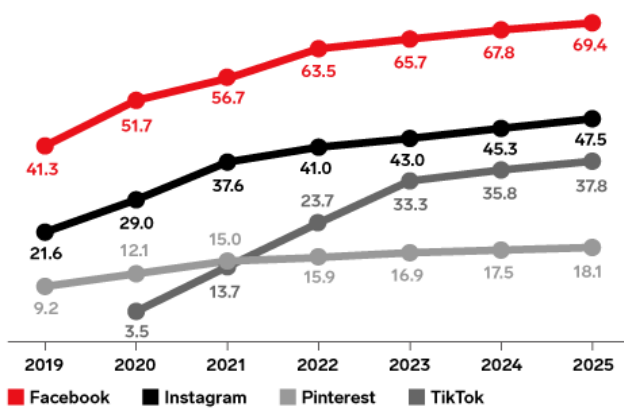
**A lucrative opportunity:** Launching in-app commerce in the US gives TikTok the opportunity to unlock more revenues from the 23.7 million users who already shop on the platform and effectively monetize the **#TikTokMadeMeBuyIt** phenomenon, which had 29.1 billion views as of this writing.

The additional revenues from social commerce could help TikTok make up for [lower-than-expected ad sales](#), and insulate the company against an advertising downturn.

**Go further:** Check out our [Social Commerce Forecast](#) to see how TikTok stacks up against competitors. Or see what our [Payments Innovation Briefing](#) had to say about the news [here](#).

**US Social Commerce Buyers, by Platform, 2019-2025**

millions



Note: ages 14+; social network users who have made at least one purchase via the platform, including links and transactions on the platform itself, during the calendar year; including online, mobile, and tablet purchases  
Source: eMarketer, July 2022

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