

While TikTok Shop delivers strong early results, questions remain

Article

The news: TikTok Shop has rapidly emerged as an important channel for some merchants thanks to strong early results, per Ad Age.

- TikTok users have made over 300,000 purchases from **Tarte Cosmetics**. The brand saw several products sell out after the platform launched its Black Friday discounts on November

14.

- Gen Z-oriented fashion brand **Cider** sold over 100,000 items on the platform, with a two-piece knit dress accounting for roughly a third (over 34,000 units) of those sales due to a handful of viral videos featuring the product that have been viewed over 80 million times.

As of October, TikTok Shop was selling about \$7 million worth of products a day in the US, with a goal of reaching \$10 million a day by the end of the year, per The Wall Street Journal.

Beyond the platform: **PacSun** has had a very different experience from Tarte and Cider given that it has only generated about 10,000 sales on TikTok Shop.

- But the platform played a large part in PacSun's massive 580% spike in gross merchandise value between October and November, the retailer told Ad Age.
- As a result, it prioritized regularly updating its TikTok Shop catalog with new products to ensure affiliate creators can post about them.

The big caveat: It is still very early days for TikTok Shop.

- Much of the early strong gains stem from a combination of key shopping days such as Black Friday and Cyber Monday, and steep [TikTok-subsidized discounts](#).
- For TikTok Shop's momentum to continue it will have to ensure that the platform has a broad enough scope that merchants (and consumers) don't associate it with the types of [counterfeit](#) and low-quality goods that make up a large share of current sales.

Go further: Read our [TikTok Commerce 2023](#) report.

Have US Digital Buyers Made a Purchase via Select Social Media Platforms in the Past Month?

% of respondents, by demographic, Oct 2023

	Gender		Age			Total
	Female	Male	18-34	35-54	55-65	
Facebook	17%	22%	26%	18%	14%	19%
Instagram	12%	15%	28%	11%	2%	14%
YouTube	5%	15%	19%	8%	4%	10%
TikTok	10%	9%	22%	5%	2%	10%
Snapchat	1%	7%	12%	1%	0%	4%
Twitter	1%	8%	12%	1%	0%	4%
Pinterest	4%	2%	4%	3%	2%	3%
LinkedIn	1%	3%	3%	2%	0%	2%
Reddit	1%	3%	4%	1%	0%	2%
Other	3%	2%	2%	1%	4%	3%
No, I have not purchased from any of these sites in the past month	66%	64%	45%	70%	80%	65%

Note: n=848 who made a digital purchase in the past month/30 days

Source: "The Insider Intelligence Ecommerce Survey" conducted in October 2023 by Bizrate Insights, Oct 30, 2023

283822

Insider Intelligence | eMarketer