

The Weekly Listen: Well-Being as the New Luxury, a TikTok Change and Brands Lighten Up

AUDIO |

eMarketer Editors

Insider Intelligence principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio Paul Verna discuss whether well-being will be the new luxury, what TikTok's new CEO needs to do, brands lightening up, the localism trend, France's latest big tech bill, the fastest creatures on Earth and more.

US TikTok Metrics, Oct 2019-March 2020

	TikTok.com*		TikTok**	
	Total unique visitors (millions)	Average minutes per visitor	Total unique visitors (millions)	Average minutes per visitor
Oct 2019	27.0	305.9	18.6	442.9
Nov 2019	29.0	366.7	20.1	526.1
Dec 2019	32.9	383.8	22.4	561.2
Jan 2020	35.2	429.8	22.2	680.0
Feb 2020	40.0	425.6	23.2	731.6
March 2020	52.2	476.0	28.8	858.0
—% change Oct-March	93.7%	93.2%	55.6%	55.0%
—% change Jan-March	26.2%	48.3%	10.8%	30.1%

Note: *ages 2+, includes desktop, mobile website and app; **ages 18+, includes mobile app only

Source: Comscore Media Metrix Multi-Platform, April 17, 2020

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