



BusinessStats

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STATISTICS BOOK

TikTok: statistics and facts

11 full reports · Edition October 2026

162.4M

KHABY LAME — MOST
FOLLOWED TIKTOK
CREATOR (APRIL
2026)

850M

TIKTOK — #1 MOST
DOWNLOADED
ANDROID APP (MAY
20, 2026)

1.59B

ADULT AD REACH

51.2T

#FYP — MOST VIEWED
TIKTOK HASHTAG
(APRIL 2026)

ABOUT THIS BOOK

TikTok: statistics and facts

Every Business Stats report on TikTok in one place: 11 reports, from TikTok Users (3 reports), Downloads (3 reports) and Shop (2 reports).

The reports put numbers on it, for example 162.4M (Khaby Lane — Most Followed TikTok Creator (April 2026)), 850M (TikTok — #1 Most Downloaded Android App (May 20, 2026)), \$64.3B (Global GMV 2025) and 51.2T (#fyp — Most Viewed TikTok Hashtag (April 2026)).

Freshly updated: Most Followed TikTok Creators 2026 — Top TikTok Users Worldwide April 2026 and Most Downloaded Android Apps 2026 — TikTok Beats Meta With 850M Google Play Downloads. Each report links to its original source and offers its data as a free download. This page updates itself as reports are added or revised, most recently on Oct 18, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 19, 2026.

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STATISTICS REPORT

Most popular TikTok users worldwide 2026

 Updated May 20, 2026 · businessstats.com/most-followers-tiktok-global

162.4M KHABY LAME — MOST FOLLOWED TIKTOK CREATOR (APRIL 2026)	155.8M CHARLI D'AMELIO — #2 MOST FOLLOWED (APRIL 2026)	11 of 15 TOP 15 ACCOUNTS BASED IN USA
55.4M MRBEAST — #15 IN RANKING (APRIL 2026)	2020 MOST COMMON YEAR OF JOINING FOR TOP CREATORS	8 COUNTRIES REPRESENTED IN TOP 15

Overview

Most-followed creators on TikTok worldwide as of April 2026

The most-followed TikTok creators as of April 2026 represent a range of content categories, nationalities, and platform strategies — but are united by one common thread: they all achieved massive followings primarily through content that transcends language barriers. Khaby Lame's silent reaction videos require no subtitles; Zach King's visual magic tricks are universally understood; CZN Burak's cooking content communicates through food. This cross-cultural accessibility is a defining characteristic of the highest-follower TikTok accounts globally — in contrast to platforms like YouTube or Instagram, where language-specific content can still build enormous followings within a single market. The broader platform context for these creator followings is in our [social media statistics and facts analysis](#).

The presence of institutional accounts — TikTok's own official account (82.1M), the NBA (67.2M), and BTS Official (64.8M) — alongside individual creators illustrates the diversity of what can build a massive TikTok following. The NBA was among the first major sports leagues to embrace TikTok's short-video format for highlights, behind-the-scenes content, and player moments, and its early adoption paid off with a following that now rivals top individual creators. The gender distribution of TikTok's audience that these creators are reaching is in our [TikTok gender distribution analysis](#).

Full Follower Ranking

Khaby Lama 162.4M to MrBeast 55.4M Top 15 Most Followed TikTok Accounts (April 2026)

Most-followed TikTok accounts worldwide — April 2026 — millions of followers Most-Followed TikTok Creators Worldwide — Top 15 (April 2026, Millions of Followers) Khaby Lama 162.4M. Charli D'Amelio 155.8M. Bella Poarch 93.4M. Addison Rae 88.2M. Zach King 84.6M. TikTok official 82.1M. Will Smith 74.3M. Spencer X 72.8M. Kimberly Loaiza 71.2M. CZN Burak 68.4M. NBA 67.2M. BTS Official 64.8M. Jason Derulo 57.6M. Dixie D'Amelio 57.1M. MrBeast 55.4M. Sources: Social Blade, TikTok platform data, Statista April 2026. ±1-2%. 162.4MKhaby Lama — #1

Individual creators Brand / institutional accounts

The gap between the top two creators — Khaby Lama (162.4M) and Charli D'Amelio (155.8M) — and the third-placed creator, Bella Poarch (93.4M), is enormous at approximately 62 million followers. This structural gap has persisted since 2021 and reflects the outsized impact of the COVID-19 lockdown period on TikTok's earliest breakout stars. Khaby Lama and Charli D'Amelio both achieved their initial massive followings during the 2020-2021 period when TikTok was experiencing its fastest-ever user growth (315 million downloads in Q1 2020 alone), giving early viral creators access to an audience acquisition engine that has never been replicated at the same scale. The social media usage reasons that drove this extraordinary adoption are in our [social media usage reasons worldwide analysis](#).

Full Data Table

Top 15 Most-Followed TikTok Accounts Full Data Table (April 2026)

Most-Followed TikTok Accounts Worldwide — April 2026 (Social Blade / TikTok Platform Data / Statista)

Click column to sort

RANK	CREATOR / ACCOUNT	FOLLOWERS (M)	COUNTRY	CONTENT CATEGORY	JOINED TIKTOK	ACCOUNT TYPE
1	Khaby Lama	162.4M	Italy/Senegal	Comedy/Reaction	2020	Individual
2	Charli D'Amelio	155.8M	USA	Dance/Lifestyle	2019	Individual
3	Bella Poarch	93.4M	USA/Philippines	Music/Lifestyle	2020	Individual
4	Addison Rae	88.2M	USA	Dance/Lifestyle	2019	Individual
5	Zach King	84.6M	USA	Magic/Visual FX	2016	Individual

6	TikTok (official)	82.1M	Global	Platform	2016	Brand
7	Will Smith	74.3M	USA	Entertainment	2021	Individual
8	Spencer X	72.8M	USA	Beatbox/Music	2019	Individual
9	Kimberly Loaiza	71.2M	Mexico	Lifestyle/Vlogging	2019	Individual
10	CZN Burak	68.4M	Turkey	Cooking/Food	2018	Individual
11	NBA	67.2M	USA	Sports	2019	Brand
12	BTS Official	64.8M	South Korea	K-Pop/Music	2021	Brand
13	Jason Derulo	57.6M	USA	Music/Entertainment	2019	Individual
14	Dixie D'Amelio	57.1M	USA	Music/Comedy	2020	Individual
15	MrBeast	55.4M	USA	Entertainment	2021	Individual

Sources: Social Blade TikTok follower tracking April 2026. TikTok platform data. Statista TikTok creator statistics April 2026. $\pm 1\text{--}2\%$ per account. Follower counts represent April 2026 snapshot — daily fluctuations occur. Douyin (China) accounts excluded. All accounts are publicly accessible and active.

Kimberly Loaiza at #9 (71.2M) is the highest-ranked non-English-language creator in the top 15 — and the highest-ranked Latin American creator globally. As Mexico's most-followed TikTok creator, her lifestyle and vlogging content — primarily in Spanish — demonstrates that language-specific creators can build enormous followings when their home market is large enough. Mexico's 235 million cumulative TikTok downloads and 56.2% TikTok penetration rate provide a massive domestic follower base. CZN Burak at #10 (68.4M) similarly demonstrates the global reach of food content that communicates without language — his trademark enormous smile while cooking giant portions has made him Turkey's most-followed TikTok creator and one of the most recognised food creators globally. The biggest social media platforms context for these creator followings is in our [biggest social media platforms by users analysis](#).

Khaby Lama — #1 Creator

Khaby Lama 162.4M Followers, the Most-Followed Person on TikTok Since June 2022

Khaby Lama's path to becoming the most-followed person on TikTok is one of the most extraordinary creator stories in social media history. He was born in Senegal, grew up in public housing in Chivasso,

northern Italy, and lost his factory job in March 2020 when COVID-19 lockdowns shut down Italian manufacturing. With nothing to do, he began creating TikTok videos — initially attempting various content formats before discovering his winning formula: silent reaction videos in which he responds to absurdly over-complicated "life hack" videos by performing the simple, obvious action instead, accompanied by exaggerated facial expressions and a characteristic raised-palm "this is it" gesture. The format required no speaking — critical for a creator whose Italian-accented English might have limited his global reach — and was universally understood across cultures. The worldwide social network users who follow him across markets are in our [worldwide social network users analysis](#).

Khaby Lama vs Charli D'Amelio follower count — monthly progression — 2021 to April 2026 (millions)

Khaby Lama vs Charli D'Amelio — Follower Count 2021 to April 2026 (Millions) Khaby: 2021 end ~100M, 2022 surpassed Charli in June (~145M), 2023 ~155M, 2024 ~158.8M, Apr 2026 ~162.4M. Charli: 2021 end ~133M (then-leader), 2022 ~148M, 2023 ~150.2M, 2024 ~152.6M, Apr 2026 ~155.8M. Sources: Social Blade, Statista. $\pm 1\text{-}2\%$. 162.4MKhaby — April 2026 6.6MGap over Charli

Khaby Lama's growth trajectory since passing Charli D'Amelio in June 2022 has been one of steady, gradual expansion rather than explosive new surges — suggesting his following has reached a natural plateau at the top of TikTok's global follower distribution. The gap between Khaby (162.4M) and Charli (155.8M) has widened only modestly since 2022, implying that both creators are growing at approximately similar annual rates (roughly 2-4 million new followers per year each). Both are approaching an apparent ceiling of approximately 165-175 million followers — constrained by TikTok's approximately 2.18 billion total user base and the natural limits of single-creator followings within a platform audience. The number of social network users globally that contextualises this ceiling is in our [social network users worldwide analysis](#).

Follower Growth Trends

Top Creator Follower Growth 2023 to 2026 MrBeast Fastest Growing, NBA Surging

Comparing follower counts across 2023, 2024, and April 2026 for the top five creators shows dramatically different growth trajectories. MrBeast — the YouTube-native creator who joined TikTok in 2021 — has shown the fastest follower growth percentage among the top tier, growing from approximately 44 million followers in 2023 to 55.4 million by April 2026, a gain of approximately 11.4 million (+26%). This growth reflects MrBeast's extraordinary cross-platform brand recognition: his YouTube channel (the most-



subscribed on YouTube globally) drives millions of new TikTok followers for each major new YouTube video or challenge series. The social media news source context for how creators like MrBeast use cross-platform distribution is in our [social media news source analysis](#).

TikTok follower growth for top 5 creators — 2023 vs 2024 vs April 2026 (millions of followers) Top TikTok Creator Follower Growth — 2023 vs 2024 vs April 2026 (Millions) Khaby Lame: 155.0M (2023), 158.8M (2024), 162.4M (Apr 2026). Charli D'Amelio: 150.2M, 152.6M, 155.8M. MrBeast: 44.0M, 50.4M, 55.4M. CZN Burak: 60.2M, 63.8M, 68.4M. NBA: 55.1M, 61.4M, 67.2M. Sources: Social Blade, Statista. ±1-2%.

+26%MrBeast growth 2023-2026

2023 2024 April 2026

The NBA's follower growth — from 55.1 million in 2023 to 67.2 million by April 2026, a gain of approximately 12.1 million (+22%) — is the most significant brand account growth story among the top 15. The NBA's TikTok strategy evolved significantly during this period: rather than simply posting game highlights, the account increasingly posts humorous player moments, locker room access, and trend-participatory content that feels native to TikTok's entertainment culture rather than broadcast media. This evolution from sports broadcaster to TikTok-native content creator has been among the most successful institutional TikTok strategies globally and provides a model for how major organisations can build authentic platform followings. The social media platforms used by marketers to reach sports audiences like the NBA's are in our [social media platforms used by marketers analysis](#).

By Country of Origin

USA Dominates With 11 of Top 15 Mexico, Turkey, South Korea, Italy/Senegal the Only Others

The USA's dominance of TikTok's most-followed accounts — with 11 of the top 15 creators or accounts being US-based — reflects several structural advantages. First, the US is TikTok's highest-revenue market, meaning US creators have the most incentive to invest in content quality. Second, English-language content has global reach — a US creator making videos in English can accumulate followers from every English-speaking market simultaneously, while a Turkish or Mexican creator's language limits their direct reach. Third, TikTok's algorithm was tuned for many years primarily on English-language content signals, providing a structural advantage to English-language creators in the "For You" page recommendation system. The global social media penetration context for US creators' global reach is in our [social network penetration worldwide analysis](#).

Number of creators in top 15 most-followed TikTok accounts by country of origin — April 2026 Top 15 Most-Followed TikTok Accounts by Country of Origin (April 2026) USA: 11 accounts (Charli D'Amelio, Bella Poarch, Addison Rae, Zach King, TikTok official, Will Smith, Spencer X, NBA, Jason Derulo, Dixie D'Amelio, MrBeast). Mexico: 1 (Kimberly Loaiza). Turkey: 1 (CZN Burak). Italy/Senegal: 1 (Khaby Lame). South Korea: 1 (BTS Official). Sources: Social Blade April 2026. 11USA accounts in top 15 4Non-US countries

The non-US creators in the top 15 — Khaby Lame (Italy/Senegal, #1), Kimberly Loaiza (Mexico, #9), CZN Burak (Turkey, #10), and BTS Official (South Korea, #12) — all succeeded through either language-free content (Khaby, Burak) or content with a specific culturally defined fanbase that is globally distributed (BTS K-pop fans exist in every country). This pattern confirms a structural reality of TikTok's global creator economy: non-English creators can reach the very top of the follower rankings, but must overcome the English-language advantage through either universal visual content or globally distributed cultural communities. The daily social media usage patterns that drive follower growth across these markets are in our [daily social media usage worldwide analysis](#).

By Content Category

Entertainment Dominates Top 50 Creators Comedy, Dance, Music Account for 50% of Category Mix

Analysing the content category distribution across TikTok's top 50 most-followed accounts reveals entertainment and comedy (approximately 28% of top accounts) and music and dance (approximately 22%) together accounting for half of all top-50 creators. This concentration reflects TikTok's roots as a short-form entertainment platform — the categories that drove its early viral growth continue to dominate its highest-follower creator tier. Sports accounts (8%) are notable given TikTok's traditionally young, entertainment-first user base — the NBA's success at #11 reflects both the global appeal of NBA basketball and the league's particularly successful TikTok content strategy. The social media platforms marketers use to reach these content audiences are in our [social media platforms used by marketers worldwide analysis](#).

Content category distribution of top 50 most-followed TikTok accounts — April 2026 (% of top 50 accounts) Top 50 TikTok Accounts by Content Category — April 2026 (% of Top 50)

Entertainment/Comedy: 28%. Music/Dance: 22%. Lifestyle/Vlog: 14%. Sports: 8%. Cooking/Food: 6%. Gaming: 4%. Education: 4%. Other: 14%. Sources: Social Blade top 50 creator category analysis, Statista April 2026. 50%Entertainment + Music share

% of top 50 TikTok accounts in each content category

The Lifestyle and Vlogging category's 14% share of top 50 accounts reflects a shift in TikTok's creator landscape since 2022: as the platform matured, longer-form lifestyle content — daily vlogs, relationship content, family documentation — began accumulating large followings alongside the platform's original short-form comedy and dance content. This category expansion has brought in creators from YouTube's traditional lifestyle vlogging culture, creating TikTok accounts that function more like ongoing personal documentary series than traditional short-form entertainment. Internet companies generating revenue through TikTok's creator economy are in our [internet companies revenue analysis](#).

Top 15 Followers — Visual Comparison

Full Top 15 Follower Count Comparison Khaby and Charli Tier vs the Rest

The visual gap between the top two creators — Khaby (162.4M) and Charli (155.8M) — and the rest of the top 15 is structurally significant. The #3 to #15 range (55.4M to 93.4M) covers a 38-million follower span, while the top two alone lead the field by 62-69 million over third place. This two-tier structure — two dominant mega-creators followed by a tier of very large but structurally separate followings — is consistent with winner-take-most dynamics observed in social media platform rankings globally. The two dominant creators both benefited from the unique 2020-2021 growth window when TikTok was growing at 6-7x its current pace. The global economy context for the creator economy is in our [global economy analysis](#).

Top 15 TikTok accounts by followers — sorted ranking — April 2026 (millions) Top 15 TikTok Accounts Full Follower Comparison (April 2026, Millions of Followers) Khaby Lamé 162.4M. Charli D'Amelio 155.8M. Bella Poarch 93.4M. Addison Rae 88.2M. Zach King 84.6M. TikTok official 82.1M. Will Smith 74.3M. Spencer X 72.8M. Kimberly Loaiza 71.2M. CZN Burak 68.4M. NBA 67.2M. BTS Official 64.8M. Jason Derulo 57.6M. Dixie D'Amelio 57.1M. MrBeast 55.4M. Sources: Social Blade, Statista April 2026. 162.4MKhaby — leader 55.4MMrBeast — #15

Will Smith at #7 (74.3M) deserves specific mention as the highest-ranked celebrity who joined TikTok primarily as an established star rather than building fame through TikTok itself. Smith joined in late 2021 — after most other major celebrities — and rapidly accumulated followers through a mix of behind-the-scenes entertainment content, humorous family videos, and engagement with trending TikTok formats. His rapid follower growth demonstrated TikTok's capacity to amplify existing celebrity, and his success encouraged many other Hollywood and entertainment figures to establish active TikTok presences. The world population context for the global audiences these creators reach is in our [world population analysis](#).

Year TikTok was joined by top 15 most-followed creators — number of creators per joining year When Did Top 15 TikTok Creators Join the Platform? (Year Joined Distribution) 2016: 2 (Zach King, TikTok official). 2018: 1 (CZN Burak). 2019: 5 (Charli, Addison Rae, Spencer X, Kimberly Loaiza, NBA, Jason Derulo). 2020: 4 (Khaby Lame, Bella Poarch, Dixie D'Amelio, Will Smith). 2021: 3 (Will Smith, BTS Official, MrBeast).

Sources: Social Blade creator profile data. 2019Most common join year

Number of top 15 creators who joined that year Key Statistics

Most-Followed TikTok Creators Key Statistics (April 2026)

162.4MKhaby Lame — Most-Followed Person on TikTok Since June 2022Khaby Lame (@khaby.lame) has approximately 162.4 million TikTok followers as of April 2026 — the most of any individual on the platform since he surpassed Charli D'Amelio in June 2022. He is Senegalese-Italian, joined TikTok in March 2020 after losing his factory job during COVID-19 lockdowns, and became famous for his silent reaction videos.

His follower count has grown by approximately 7.4 million since 2023. Source: Social Blade, Statista April

2026. ±1–2%. 155.8MCharli D'Amelio — Most-Followed Female Creator, Former #1 (2020–2022)Charli D'Amelio (@charlidamelio) has approximately 155.8 million TikTok followers as of April 2026 — the most-followed female creator on the platform. She was the first TikTok creator to reach 100 million followers

(November 2020) and held the #1 position from 2020 until Khaby Lame overtook her in June 2022. She joined TikTok in June 2019 and built her following primarily through dance content. Source: Social Blade,

Statista April 2026. ±1–2%. 11 / 15USA Accounts in Top 15 — English-Language Advantage Plus High

Market Incentive11 of the 15 most-followed TikTok accounts globally are US-based, reflecting the combined advantages of English-language global reach, TikTok's highest-revenue market incentivising content

investment, and the US creator ecosystem's head start in platform adoption. The 4 non-US accounts in the top 15 — Khaby Lame (Italy/Senegal), Kimberly Loaiza (Mexico), CZN Burak (Turkey), BTS Official (South

Korea) — succeeded through either language-free content or globally distributed fan communities. Source:

Social Blade April 2026. 67.2MNBA — Most-Followed Sports Account, #11 Overall, Fastest-Growing Top 15

Account 2023–2026The NBA (@nba) has approximately 67.2 million TikTok followers as of April 2026 — the most-followed sports account and #11 overall. The NBA grew from approximately 55.1 million followers

in 2023 to 67.2 million by April 2026 — a gain of approximately 12.1 million (+22%), the fastest growth of any top 15 account in percentage terms alongside MrBeast. The NBA's TikTok strategy of posting

humorous player moments and trend-participatory content drove this exceptional growth. Source: Social

Blade, Statista April 2026. ±1–2%. 2020Most Common Joining Year — COVID-19 Created TikTok's Most

Powerful Growth WindowThe most common TikTok joining year among the top 15 most-followed accounts

is 2020 — the COVID-19 lockdown year when TikTok recorded its all-time peak of 315 million downloads in Q1 alone. Creators who joined in 2020 — including Khaby Lame, Bella Poarch, Will Smith's era of major celebrity joins — benefited from an extraordinary user acquisition environment that no subsequent TikTok cohort has experienced. The 2020 joining advantage is a structural feature of TikTok's creator distribution. Source: Social Blade creator profiles April 2026. 55.4M MrBeast — #15 and Fastest-Growing Top Creator (+26% since 2023) MrBeast (@mrbeast) has approximately 55.4 million TikTok followers as of April 2026 — #15 in the global ranking. Despite joining TikTok in 2021 (later than most top creators), MrBeast has shown the fastest follower growth percentage in the top tier — from approximately 44 million in 2023 to 55.4 million by April 2026, a gain of approximately 11.4 million (+26%). His YouTube-native brand recognition drives continuous TikTok follower acquisition from cross-platform audiences. Source: Social Blade April 2026. ±1–2%. FAQ

Frequently Asked Questions Most-Followed TikTok Creators 2026

Khaby Lame (@khaby.lame) has the most TikTok followers in 2026 with approximately 162.4 million as of April 2026. He is followed by Charli D'Amelio (155.8M) and Bella Poarch (93.4M). Khaby Lame has been the most-followed person on TikTok since June 2022. Source: Social Blade, Statista April 2026. ±1–2%.

Charli D'Amelio has approximately **155.8 million TikTok followers as of April 2026** — placing her #2 globally and making her the most-followed female TikTok creator. She was the first TikTok creator to reach 100 million followers (November 2020) and was #1 from 2020 to June 2022. Source: Social Blade April 2026. ±1–2%.

Khaby Lame (@khaby.lame) is a **Senegalese-Italian TikTok creator**, born in Senegal and raised in Chivasso, Italy. He is the most-followed person on TikTok globally (~162.4M followers, April 2026). He joined TikTok in March 2020 after losing his factory job during COVID-19 lockdowns and became famous for silent reaction videos responding to over-complicated life hack videos with simple, obvious solutions. His content requires no language and is understood globally. Source: Social Blade, creator interviews.

Khaby Lame (Italy/Senegal, 162.4M) is the most-followed non-American TikTok creator — and also the most-followed overall. Among non-US creators outside the top spot, Kimberly Loaiza (Mexico, 71.2M, #9) is the most-followed Latin American creator and CZN Burak (Turkey, 68.4M, #10) is the most-followed Middle Eastern creator. BTS Official (South Korea, 64.8M, #12) is the most-followed Asian creator account. Source: Social Blade April 2026. ±1–2%.

Among the top 15 most-followed accounts, the most common content categories are:

Entertainment/Comedy and Dance/Lifestyle (together accounting for approximately 40% of top accounts). Other categories represented include Music, Visual FX (Zach King), Cooking (CZN Burak), Sports (NBA), K-Pop (BTS), and general Entertainment. Across the broader top 50 creators, Entertainment/Comedy (28%) and Music/Dance (22%) together account for 50% of accounts. Source: Social Blade creator category analysis April 2026.

MrBeast (@mrbeast) has approximately **55.4 million TikTok followers as of April 2026** — ranking #15 among the most-followed TikTok accounts globally. Despite joining TikTok in 2021 (later than most top creators), MrBeast has shown strong follower growth, gaining approximately 11.4 million followers (+26%) since 2023. His YouTube-native brand drives continuous cross-platform follower acquisition. Source: Social Blade April 2026. ±1–2%.

Charli D'Amelio was the first TikTok creator to reach 100 million followers, crossing the milestone in November 2020. She held the record as the most-followed TikTok creator from approximately 2020 until June 2022, when Khaby Lame surpassed her. At the time of reaching 100 million followers, D'Amelio was approximately 16 years old. Source: TikTok platform announcements, Social Blade historical data.

Among the top 15 most-followed accounts, **MrBeast and the NBA showed the fastest follower growth from 2023 to April 2026**. MrBeast grew from ~44M to 55.4M (+26%), and the NBA from ~55.1M to 67.2M (+22%). Both benefited from strong cross-platform recognition (YouTube for MrBeast, global sports media for the NBA) and content strategies well-adapted to TikTok's entertainment-first algorithm. Source: Social Blade 2023–2026 historical data. ±2%.

Sources

[Social Blade — TikTok Creator Follower Tracking April 2026](#) — Primary source for all TikTok creator follower counts and historical growth data. Social Blade tracks public TikTok follower counts in real time and provides historical snapshots. ±1–2% per creator.

[Statista — Most-Followed TikTok Creators Worldwide April 2026](#) — Secondary source for creator follower count ranking cross-validation. Statista compiles Social Blade and TikTok platform data for its creator statistics database.

TikTok Platform Data (April 2026) — Public follower counts visible on TikTok creator profile pages as of April 2026. TikTok does not publish an official ranking of most-followed accounts — public profile counts are the primary source.



United Nations — World Population Prospects 2024 Revision — Population context used for per-capita follower analysis and creator market size context.

All follower counts represent April 2026 snapshots of public TikTok profile follower numbers. Counts fluctuate daily. $\pm 1\text{--}2\%$ per creator. Douyin (China domestic platform) accounts excluded — this ranking covers international TikTok only. Content category classifications are editorial based on primary content type. Not investment advice.

STATISTICS REPORT

Distribution of TikTok users worldwide as of April 2026, by gender

Updated May 19, 2026 · businessstats.com/distribution-tiktok-users-gender

54% FEMALE — GLOBAL TIKTOK GENDER SHARE (APRIL 2026)	46% MALE — GLOBAL TIKTOK GENDER SHARE (APRIL 2026)	59.8% USA — HIGHEST FEMALE SHARE IN DATASET
61.8% UAE — HIGHEST MALE SHARE (38.2% FEMALE)	58.2% 18–24 — MOST FEMALE-SKEWED AGE GROUP	59.0% MIDDLE EAST — ONLY MALE-MAJORITY REGION GLOBALLY

Overview

Global TikTok Gender Split 54% Female, 46% Male and Why It Varies Dramatically by Country

TikTok's global gender distribution — approximately 54% female, 46% male — reflects the platform's origins as a creative expression and entertainment app that resonated particularly strongly with female users from its early adoption phase. This female majority has been broadly consistent since approximately 2020, when TikTok's international user base grew large enough to produce statistically stable gender estimates. The female-majority split is similar to Instagram (approximately 51% female globally) but less pronounced than Pinterest (approximately 69% female) and more pronounced than YouTube (approximately 46% female globally). TikTok sits closer to the female-skewed end of the major social media platform gender spectrum. The broader context for TikTok downloads by country is in our [TikTok Google Play downloads by country analysis](#).

The country-level variation in TikTok's gender distribution is dramatically wider than most observers would predict from the global average. A 21.6 percentage-point gap separates the most female-skewed country in the dataset (USA: 59.8% female) from the least (UAE: 38.2% female). This extraordinary range — from a platform that is nearly 60% female in some markets to one that is nearly 62% male in others — reflects primarily national population demographic differences rather than platform-specific preferences. The UAE's 61.8% male TikTok audience mirrors the fact that approximately 70% of UAE residents are male,

driven by an enormous male-dominated expatriate workforce from South and Southeast Asia. The social media usage reasons driving adoption differently by gender are in our [social media usage reasons worldwide analysis](#).

By Country

USA 59.8% to UAE 38.2% Female TikTok Gender Split Across 20 Countries (April 2026)

TikTok advertising audience female percentage — 20 selected countries — April 2026 TikTok Female User Share by Country — 20 Countries (April 2026, % Female of Total TikTok Audience) USA 59.8%. Brazil 58.4%. UK 58.2%. Australia 57.4%. Russia 57.4%. Mexico 57.2%. Canada 57.1%. France 56.8%. Philippines 55.8%. Germany 55.2%. South Korea 55.2%. Thailand 54.2%. Japan 53.4%. Vietnam 52.6%. Indonesia 51.4%. Turkey 46.8%. Nigeria 47.2%. Egypt 42.6%. Saudi Arabia 39.8%. UAE 38.2%. Global avg: 54.0%. Sources: DataReportal We Are Social April 2026, TikTok advertising audience data. ±2-3pp per country. 54%Global female avg

Female % above global average (54%) Female % at or near global average Female % below global average (male majority)

Turkey's position at approximately 46.8% female — below the global average and close to gender parity — reflects a social media landscape in transition. Turkey's TikTok gender split has been moving toward parity from a historically more female-skewed position as male adoption has accelerated, particularly following WhatsApp's 2021 privacy policy changes which drove significant new user acquisition to TikTok across all demographics. Nigeria's 47.2% female share — similarly close to parity — reflects the intersection of a young male-heavy internet user population with a strong male-driven creator economy around comedy, music, and commentary content. The daily social media usage patterns by gender across these markets are in our [daily social media usage worldwide analysis](#).

Full Data Table

TikTok Gender Distribution by Country Full Table (April 2026)

TikTok Audience Gender Split — 20 Selected Countries (April 2026, DataReportal We Are Social / TikTok Ad Audience Data) Click column to sort

COUNTRY	FEMALE %	MALE %	VS GLOBAL AVG (F)	REGION	DOMINANT GENDER
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United States	59.8%	40.2%	+5.8pp	N. America	Female
Brazil	58.4%	41.6%	+4.4pp	L. America	Female
United Kingdom	58.2%	41.8%	+4.2pp	N. Europe	Female
Australia	57.4%	42.6%	+3.4pp	Oceania	Female
Russia	57.4%	42.6%	+3.4pp	E. Europe	Female
Mexico	57.2%	42.8%	+3.2pp	L. America	Female
Canada	57.1%	42.9%	+3.1pp	N. America	Female
France	56.8%	43.2%	+2.8pp	W. Europe	Female
Philippines	55.8%	44.2%	+1.8pp	SE Asia	Female
Germany	55.2%	44.8%	+1.2pp	W. Europe	Female
South Korea	55.2%	44.8%	+1.2pp	E. Asia	Female
Thailand	54.2%	45.8%	+0.2pp	SE Asia	Female
Japan	53.4%	46.6%	-0.6pp	E. Asia	Female
Vietnam	52.6%	47.4%	-1.4pp	SE Asia	Female
Indonesia	51.4%	48.6%	-2.6pp	SE Asia	Female
Turkey	46.8%	53.2%	-7.2pp	Middle East	Male
Nigeria	47.2%	52.8%	-6.8pp	W. Africa	Male
Egypt	42.6%	57.4%	-11.4pp	N. Africa	Male
Saudi Arabia	39.8%	60.2%	-14.2pp	Middle East	Male
UAE	38.2%	61.8%	-15.8pp	Middle East	Male
Global Average	54.0%	46.0%	—	—	Female

Sources: DataReportal We Are Social Global Digital Report April 2026. TikTok advertising audience reach data April 2026. Statista TikTok gender demographics 2026. $\pm 2\text{--}3\text{pp}$ per country. Female % = female share of TikTok advertising-reachable audience. Global average = 54.0% female, 46.0% male. UAE and Saudi Arabia male-majority reflects national population demographics (large male-dominated expatriate workforces).

Indonesia's 51.4% female share — the closest to gender parity of any Southeast Asian market in the dataset — reflects the country's unusually balanced social media gender usage compared to its regional peers. Indonesia's TikTok gender split mirrors its relatively balanced national population (approximately 50.4% male) and suggests that TikTok adoption has been driven by general population demographics rather than specific female or male skew in the adoption wave. The Philippines at 55.8% female is more representative of Southeast Asia's broader pattern of above-average female TikTok engagement. The social media penetration rates by country that contextualise these gender figures are in our [social media penetration by country 2026 analysis](#).

By Age Group

18–24 Most Female-Skewed (58.2% F) Older Age Groups Shift Toward Male Majority

TikTok's gender distribution shifts systematically across age groups globally: the youngest users (13-17 and 18-24) are the most female-skewed, and female share declines progressively with age until male users become the majority from approximately age 45+. The 18-24 age group at 58.2% female is TikTok's demographic core — both the largest age cohort and the most female-skewed among adults. This pattern reflects the social dynamics of early platform adoption: TikTok was initially adopted most enthusiastically by teenage girls and young women drawn to creative expression, dance, beauty, and fashion content — and these early adopters defined the platform's culture and content in ways that continued to draw disproportionate female engagement among younger cohorts. The biggest social media platforms context for these age and gender dynamics is in our [biggest social media platforms by users analysis](#).

TikTok global audience gender split by age group — April 2026 — % female and % male of each age group
TikTok Gender Distribution by Age Group — Global (April 2026, % of Each Age Group) 13-17: 57.0% female, 43.0% male. 18-24: 58.2% female, 41.8% male. 25-34: 55.4% female, 44.6% male. 35-44: 52.1% female, 47.9% male. 45-54: 49.3% female, 50.7% male. 55+: 46.2% female, 53.8% male. Global avg: 54.0% female. Sources: DataReportal We Are Social April 2026, TikTok advertising audience data. ±2-4pp per group. 58.2%18-24 — most female

Female % Male %

The 45-54 age group at 49.3% female — essentially gender parity — and the 55+ group at 46.2% female (male majority) are analytically significant for TikTok's advertising strategy. These older age groups were historically not considered TikTok's core audience, but rapid growth in the 45-54 and 55+ segments since

2021 has shifted the platform toward a slightly older demographic than its 2019 teenage-dominated early profile. Male-dominant older TikTok users tend to engage with content categories such as sports, news, finance, and technology — creating advertising opportunities in categories not typically associated with TikTok's more female-skewed youth market. The social media news source context for how these older users consume content is in our [social media news source worldwide analysis](#).

By Region

Middle East 59% Male Only Major Region Where Men Outnumber Women on TikTok

Regional gender distribution on TikTok shows the Middle East as a clear outlier — the only major world region where male TikTok users significantly outnumber female users, at approximately 59% male and 41% female. Every other world region in the dataset has female-majority TikTok audiences. North America (58.8% female) and Latin America (57.4% female) show the strongest female skew, consistent with the country-level data showing the US, Canada, Mexico, and Brazil all at 57-60% female. Sub-Saharan Africa at approximately 46.4% female is the second most male-skewed region globally — driven by Nigeria and other West African markets where male internet users outnumber female internet users significantly at the broader level. The social media penetration by region context for these gender distributions is in our [social network penetration by region analysis](#).

TikTok audience gender distribution by world region — April 2026 — female and male percentage TikTok Gender Distribution by Region — April 2026 (% Female and % Male) N. America: 58.8% F / 41.2% M. L. America: 57.4% F / 42.6% M. W. Europe: 56.4% F / 43.6% M. E. Europe: 57.2% F / 42.8% M. SE Asia: 53.2% F / 46.8% M. E. Asia: 54.1% F / 45.9% M. Middle East: 41.0% F / 59.0% M. Africa: 46.4% F / 53.6% M. Global avg: 54.0% F. Sources: DataReportal We Are Social April 2026. ±3-5pp per region. 58.8%N. America — most female 59.0%Middle East — most male

Eastern Europe's 57.2% female TikTok share — driven primarily by Russia (57.4% female) and neighbouring markets — reflects a social media culture in which platforms like TikTok, Instagram, and VKontakte have all historically attracted disproportionately female audiences in the Russian-speaking world. Russia's social media gender dynamics differ from Western Europe's primarily in their magnitude: female skew in Russian social media usage has historically been more pronounced than in comparable Western European markets of similar income levels. This reflects cultural norms around content consumption and creation that have driven stronger female engagement with visual and short-video social

media. The number of social network users by region providing the population context is in our [social media users by region analysis](#).

Trend 2019–2026

From 51.2% Female (2019) to 54.0% (2026) Female Share Grew as TikTok Expanded Globally

TikTok's global gender distribution has shifted gradually but consistently toward female majority since 2019. In 2019, TikTok's international audience was approximately 51.2% female — close to parity — reflecting the early international user base that was tilted toward markets with more balanced gender internet usage. As TikTok expanded rapidly into North America, Western Europe, and Latin America during 2020–2021 (driven by COVID lockdowns), it brought in large cohorts of female-skewed Western users, pushing the global average to approximately 53–54% female by 2021. The female share has been stable at approximately 54% since 2021, suggesting the platform has reached a demographic equilibrium across its current user base. The global social network penetration context for this user base growth is in our [social network penetration worldwide analysis](#).

TikTok global gender distribution trend — female and male percentage — 2019 to April 2026
 TikTok Global Gender Distribution Trend — 2019 to April 2026 (% Female vs % Male)
 2019: 51.2% F / 48.8% M. 2020: 52.8% F / 47.2% M. 2021: 53.6% F / 46.4% M. 2022: 54.0% F / 46.0% M. 2023: 54.2% F / 45.8% M. 2024: 54.0% F / 46.0% M. Apr 2026: 54.0% F / 46.0% M. Sources: DataReportal We Are Social 2019–2026 annual reports. ±2–3pp per year. +2.8ppFemale shift 2019–2026

Female % Male %

The stabilisation of TikTok's global gender split at approximately 54% female since 2021 suggests the platform has moved beyond its initial female-dominated early-adopter phase into a more settled demographic equilibrium. This is consistent with the general pattern of social platform gender evolution: new platforms typically start with a more pronounced gender skew driven by early-adopter demographics, then gradually approach a more balanced split as the platform reaches mainstream adoption across all population segments. TikTok has not yet converged to parity — and may not, given the structural Middle Eastern demographic factors that will continue to add male-skewed users as that region's overall digital adoption grows. The world population context for these demographic projections is in our [world population analysis](#).

By Content Category

Beauty 82% Female, Gaming 28% Female Content Categories Drive Gender Concentration on TikTok

TikTok's content category gender distribution is far more extreme than its overall user gender split — illustrating how a platform with a 54/46 overall gender balance can contain individual content categories that are 80%+ female or 70%+ male. Beauty and makeup content at approximately 82% female is one of the most gender-concentrated advertising contexts in digital media, comparable to premium women's magazine advertising. Gaming content at approximately 28% female represents a male-concentrated environment. For advertisers, these content-level gender concentrations matter far more than the platform's overall 54% female average — a beauty brand advertising on TikTok's beauty content category reaches approximately 82% women, while a gaming brand reaches approximately 72% men. The social media platforms used by marketers to reach these gender-specific audiences are in our [social media platforms used by marketers worldwide analysis](#).

TikTok content category audience female percentage — global — April 2026 (% of each content category audience that is female) TikTok Content Category Gender Skew — % Female Audience by Category (April 2026, Global) Beauty/Makeup: 82% female. Fashion: 71% female. Cooking/Food: 62% female. Fitness: 54% female. Travel: 56% female. Education: 52% female. Comedy/Humor: 52% female. Music: 54% female. Sports: 32% female. Gaming: 28% female. Sources: TikTok for Business advertising audience data April 2026, Statista. ±3-5pp per category. 82%Beauty — most female 28%Gaming — least female

The Fitness category at 54% female — essentially matching TikTok's overall gender average — represents a balanced advertising environment where fitness brands can reach near-equal male and female audiences through a single content category. This reflects the evolution of fitness content on TikTok from its early female-dominated yoga and dance fitness phase to a more diverse content landscape including male-dominated strength training, sports performance, and gym content. The Comedy and Education categories both sit at approximately 52% female — close to TikTok's overall average — making them platform-agnostic in gender terms for advertisers seeking broad reach. The internet companies revenue context for TikTok's gender-targeted advertising is in our [internet companies revenue analysis](#).

Middle East and Africa — Male-Majority Markets

UAE 61.8% Male, Saudi Arabia 60.2%, Egypt 57.4%, Nigeria 52.8% Four Male-Majority TikTok Markets

Four countries in the 20-country dataset have male-majority TikTok audiences — UAE, Saudi Arabia, Egypt, and Nigeria — all located in the Middle East or Africa. This geographic concentration reflects overlapping structural factors. In the UAE and Saudi Arabia, the national population demographics directly explain the male TikTok majority: both countries have large male-dominated expatriate workforces from South and Southeast Asia (construction, hospitality, domestic services) who create a structurally male-skewed residential population regardless of social media platform preferences. In Egypt and Nigeria, male-majority TikTok usage reflects that internet adoption among women continues to lag behind men in these markets — a structural gender digital divide that TikTok's gender distribution merely reflects. The social media penetration rates for these markets are in our [social media penetration by country analysis](#).

Male and female TikTok audience percentage — male-majority markets — UAE, Saudi Arabia, Egypt, Nigeria — April 2026 TikTok Gender Split — Male-Majority Markets (April 2026, % of Total TikTok Audience) UAE: 61.8% male, 38.2% female. Saudi Arabia: 60.2% male, 39.8% female. Egypt: 57.4% male, 42.6% female. Nigeria: 52.8% male, 47.2% female. Global avg: 46.0% male. Note: UAE and Saudi Arabia male-majority primarily reflects national population demographic structure (large male-dominated expatriate workforces). Sources: DataReportal We Are Social April 2026. ±2-3pp. 61.8%UAE — most male

Country	Male %	Female %
UAE	61.8%	38.2%
Saudi Arabia	60.2%	39.8%
Egypt	57.4%	42.6%
Nigeria	52.8%	47.2%
Global avg	46.0%	54.0%

Saudi Arabia's 60.2% male TikTok audience has been gradually shifting toward a smaller male-majority over recent years. Social reforms since 2018 (Vision 2030) have dramatically expanded Saudi women's digital participation — allowing women to drive, attend entertainment events, and participate more fully in public economic life. These reforms have driven above-average growth in female TikTok adoption in Saudi Arabia, slowly reducing the male majority from what was approximately 65-68% male in 2019-2020 to approximately 60% male by 2026. This trend is expected to continue as younger Saudi women who have grown up with social media under the reform era reach peak social media adoption ages. The global economy context for Saudi Arabia's social transformation is in our [global economy analysis](#).

TikTok female audience share — all 20 countries sorted by female percentage — April 2026 TikTok Female Share — All 20 Countries Ranked (April 2026, % Female of TikTok Audience) Countries sorted from most female-skewed (USA 59.8%) to least (UAE 38.2%). Global average: 54.0% female. Pink = above global avg. Blue = near avg (50-54%). Gold = below avg (male majority). Sources: DataReportal We Are Social April 2026. ±2-3pp. 59.8%USA — highest F 38.2%UAE — lowest F

Key Statistics

TikTok Gender Distribution Key Statistics (April 2026)

54% Global Female Share — TikTok Users Worldwide (April 2026, Stable Since 2021) Approximately 54% of TikTok's global advertising-reachable audience is female and 46% is male as of April 2026. This female-majority split has been essentially stable since 2021, having risen from approximately 51.2% female in 2019 as rapid expansion into female-skewed Western markets shifted the global average. The female share is highest in North America (58.8%) and lowest in the Middle East (41%). Source: DataReportal We Are Social April 2026, TikTok advertising audience data. ±2–3pp.

59.8% USA — Highest Female TikTok Share in Dataset, ~74M Female Active Users The United States has the highest female TikTok audience share of any major market at approximately 59.8% female — meaning approximately 3 in 5 US TikTok users are female. With approximately 120-125 million US monthly active TikTok users, this translates to approximately 72-75 million female and 48-50 million male active users. The US female-majority reflects both TikTok's origins as a creative expression platform popular with young women and the higher female share of social media usage in the US generally. Source: DataReportal April 2026. ±2–3pp.

61.8% UAE — Highest Male TikTok Share (38.2% Female), Driven by Population Demographics The UAE has the most male-skewed TikTok audience at approximately 61.8% male and 38.2% female — the inverse of the US. This directly reflects the UAE's national demographic structure: approximately 70% of UAE residents are male, driven by a massive male-dominated expatriate workforce (construction, hospitality, domestic services). Saudi Arabia (60.2% male) and Egypt (57.4% male) follow. The Middle East is the only world region where male TikTok users are the majority. Source: DataReportal April 2026, UAE population statistics. ±2–3pp.

58.2% 18–24 Age Group — Most Female-Skewed, TikTok's Core Demographic Globally The 18-24 age group is both TikTok's largest demographic and its most female-skewed at approximately 58.2% female and 41.8% male globally. The 13-17 group is similarly female-skewed at approximately 57%. Female skew declines progressively with age: 25-34 (55.4% F), 35-44 (52.1% F), 45-54 (49.3% F), 55+ (46.2% F — male majority). This age gradient reflects TikTok's early adoption by young women and increasing male adoption among older demographics. Source: DataReportal April 2026. ±2–4pp.

82% Beauty Content — 82% Female Audience, Most Gender-Concentrated Category on TikTok TikTok's beauty and makeup content category has an approximately 82% female audience — making it one of the most gender-concentrated advertising environments in digital media. Fashion (71% female) and food/cooking (62% female) are the next most female-skewed categories. At the other end, gaming (28% female) and sports (32% female) are the most male-concentrated. For advertisers, these content category splits matter more than the platform's overall

54% female average. Source: TikTok for Business advertising audience data April 2026. ±3–5pp.

59.0% Middle East — Only Major World Region With Male-Majority TikTok Audience The Middle East is the only major world region where male TikTok users outnumber female users at approximately 59% male and 41% female — a structural result of the region's population demographics, particularly the large male-dominated expatriate workforces of the Gulf Cooperation Council countries. All other world regions (North America, Latin America, Europe, Southeast Asia, East Asia, Africa, Oceania) have female-majority TikTok audiences. The Middle East's male skew has been declining gradually since 2019 as female digital adoption grows. Source: DataReportal April 2026. ±3–5pp. FAQ

Frequently Asked Questions TikTok Gender Distribution Worldwide 2026

Approximately **54% of TikTok's global user base is female and 46% is male** as of April 2026. This female-majority split has been consistent since approximately 2021. Female share is highest in Western markets (USA: 59.8%, UK: 58.2%) and lowest in the Middle East (UAE: 38.2%, Saudi Arabia: 39.8%). Source: DataReportal We Are Social April 2026. ±2–3pp.

TikTok is more popular with females globally at 54% female vs 46% male as of April 2026. However this varies significantly by country and region. In North America, Latin America, and Europe, female users account for 57–60% of TikTok audiences. In the Middle East, male users are dominant at 59–62%. In Southeast Asia, the split is close to the global average at approximately 52–56% female. Source: DataReportal April 2026. ±2–3pp.

The **18–24 age group is TikTok's largest and most engaged demographic** globally, with approximately 58.2% female and 41.8% male within this cohort. The 13–17 group is also heavily female-skewed at ~57% female. Male-dominant TikTok usage begins at approximately age 45+ globally. TikTok's overall user base has been aging gradually since 2021 as older demographics have been adopted more rapidly. Source: DataReportal April 2026. ±2–4pp.

The UAE's 61.8% male TikTok audience directly reflects the **UAE's national population: approximately 70% of UAE residents are male**, driven by a massive male-dominated expatriate workforce (construction workers, hospitality staff, domestic workers) primarily from South and Southeast Asia. TikTok's gender split in the UAE essentially mirrors the national residential population gender ratio. This is a demographic structural reality rather than a platform-specific preference. Saudi Arabia (60.2% male) has a similar explanation. Source: DataReportal April 2026, UAE population statistics. ±2–3pp.

By global gender split: **TikTok (~54% female) is more female-skewed than Facebook (~51% female) and YouTube (~46% female), but less female-skewed than Pinterest (~69% female)**. Instagram is approximately 51-52% female globally. TikTok's 54% female split places it in the moderately female-majority tier of major social platforms. Within TikTok's beauty content category specifically (82% female), the gender concentration exceeds most Instagram content categories. Source: DataReportal April 2026, platform advertising audience data. $\pm 2\text{--}3\text{pp}$ per platform.

TikTok's global female share has grown from approximately **51.2% in 2019 to 54.0% in 2026** — a +2.8 percentage point shift toward female-majority over seven years. The shift was fastest during 2020-2021, when rapid expansion into female-skewed North American and European markets raised the global average. Since 2021, the gender split has been essentially stable at approximately 54% female, suggesting a demographic equilibrium. Source: DataReportal We Are Social annual reports 2019-2026. $\pm 2\text{--}3\text{pp}$ per year.

Beauty/makeup (82% female) and fashion (71% female) are TikTok's most female-skewed content categories globally. Cooking/food (62% female) and travel (56% female) follow. The most male-skewed categories are gaming (28% female) and sports (32% female). Comedy, education, and music are close to the platform's overall 54% female average. These category-level gender splits matter significantly for advertisers targeting specific demographics. Source: TikTok for Business advertising audience data April 2026. $\pm 3\text{--}5\text{pp}$ per category.

Southeast Asia has an approximately **53.2% female, 46.8% male TikTok gender split** — close to the global average of 54% female. Within the region there is variation: Philippines (55.8% female) and Thailand (54.2%) are above the regional average, while Indonesia (51.4%) and Vietnam (52.6%) are below it. Indonesia's near-parity split is unusual for a Southeast Asian market and reflects balanced national internet adoption by gender compared to regional peers. Source: DataReportal April 2026. $\pm 2\text{--}4\text{pp}$.

Sources

DataReportal — We Are Social Global Digital Report April 2026 (Gender Demographics by Country) — Primary source for all country-level and global TikTok gender distribution figures. DataReportal draws from TikTok's advertising audience reach data, which provides demographic breakdowns by gender for advertising targeting purposes. April 2026 edition. $\pm 2\text{--}3\text{pp}$ per country.

[Statista — TikTok Gender Distribution Statistics April 2026](#) — Secondary cross-validation source for global and country-level TikTok gender demographic data. Statista compiles TikTok advertising audience data with independent compilation methodology.



TikTok for Business — Advertising Audience Demographic Data (April 2026) — Primary underlying source for gender breakdown figures. TikTok's advertising platform discloses audience demographic reach by gender for targeting purposes — the most authoritative public source for TikTok gender demographics. $\pm 2\text{--}3\text{pp}$ per market.

United Nations — World Population Prospects 2024 Revision — National population gender ratios used to contextualise TikTok gender splits, particularly for the UAE and Saudi Arabia where national demographic structure explains platform gender distribution.

All gender distribution figures represent the share of TikTok's advertising-reachable audience identifying as female or male in each market, as reported through TikTok's advertising platform and compiled by DataReportal We Are Social April 2026. TikTok does not publish official gender breakdown statistics for monthly active users — advertising audience data is the primary public source. $\pm 2\text{--}3\text{pp}$ per country. Content category gender splits are from TikTok for Business advertising audience data $\pm 3\text{--}5\text{pp}$ per category. Not investment advice.

STATISTICS REPORT

Countries with the Most TikTok Users — Statistics & Facts 2026

Updated Apr 12, 2026 · businessstats.com/countries-with-the-most-tiktok-users

1.9B GLOBAL MAU 2026	157M INDONESIA — #1	148M USA — #2
95min AVG DAILY TIME SPENT	\$24B AD REVENUE 2025	45% ASIA-PACIFIC SHARE

Overview

TikTok 2026 — 1.9 Billion Users Across 150+ Countries

TikTok has achieved one of the most extraordinary user growth trajectories in the history of technology. Launched internationally in 2018 after ByteDance acquired Musical.ly, TikTok grew from approximately 500 million users in 2018 to **1.9 billion monthly active users in 2026** — adding more than 1.4 billion users in eight years. This pace of growth exceeds even Facebook's early expansion and makes TikTok the 4th largest social media platform globally behind Facebook (3.1B MAU), YouTube (2.7B), and Instagram (2.4B). TikTok's geographic distribution is striking: while most major social platforms are dominated by North American and European users, TikTok's largest market is **Indonesia** with 157 million users, reflecting the platform's particular resonance in Southeast Asia and the developing world. The platform is available in 150+ countries and 75 languages, making it one of the most globally distributed consumer applications in history. For context on TikTok's parent company and China's broader tech ecosystem see our [Alibaba statistics](#) and Pinduoduo revenue data.

The content format that TikTok pioneered — short-form vertical video with algorithmic discovery — has fundamentally reshaped the social media landscape. Every major platform has launched TikTok-inspired short video features: YouTube Shorts, Instagram Reels, Snapchat Spotlight, Pinterest Idea Pins, and even LinkedIn Video. TikTok's algorithm — which surfaces content based on engagement patterns rather than social connections — was the key innovation that drove adoption. Unlike Facebook or Instagram where content reach depends heavily on follower count, TikTok's algorithm gives any creator the possibility of

going viral regardless of audience size. This democratisation of discovery created a fundamentally different creator experience and attracted a new generation of content creators who had been underserved by follower-based platforms. The average TikTok user spends approximately **95 minutes per day** on the platform — significantly more than Instagram (53 minutes), Facebook (31 minutes), or Twitter/X (31 minutes) — making TikTok's engagement metrics extraordinary even by social media standards.

TikTok reached 1.9 billion monthly active users in 2026 across 150+ countries. Indonesia leads with 157 million users — more than any other country — reflecting TikTok's particular strength in Southeast Asia's young, mobile-first population. The platform's algorithmic discovery model has made it the world's most engaging social media app by time spent per user.

Top 20 Countries

Top 20 Countries by TikTok Users 2026

The ranking of countries by TikTok users reveals an unusually diverse geographic distribution compared to most Western tech platforms. Indonesia's lead reflects the country's 277 million population — over 55% of whom are under 35 — combined with extremely high smartphone penetration and affordable mobile data. The US at 148 million represents approximately 44% of the total US population — an extraordinary penetration rate for a single entertainment app. Brazil at 106 million reflects TikTok's strength across Latin America, where the platform has become the dominant short video format for a young, mobile-first population. For broader context on these consumer markets see our [Amazon statistics](#) on global e-commerce penetration across these same markets.

Full Rankings Table

TikTok Users by Country 2026 — Complete Sortable Table

TikTok Monthly Active Users by Country — 2026 [Click to sort](#)

RANK	COUNTRY	MAU (MILLIONS)	% OF POPULATION	REGION	YOY GROWTH
1	Indonesia	157M	57%	Asia-Pacific	+8%
2	United States	148M	44%	North America	+5%
3	Brazil	106M	50%	Latin America	+12%
4	Mexico	74M	57%	Latin America	+14%

5	Vietnam	67M	68%	Asia-Pacific	+10%
6	Philippines	60M	53%	Asia-Pacific	+11%
7	Thailand	47M	67%	Asia-Pacific	+9%
8	Saudi Arabia	41M	114%*	Middle East	+18%
9	Pakistan	40M	18%	Asia-Pacific	+22%
10	Russia	39M	27%	Europe	-3%
11	Turkey	35M	41%	Europe/Asia	+7%
12	United Kingdom	30M	44%	Europe	+6%
13	Egypt	29M	27%	Africa/ME	+20%
14	Iraq	28M	63%	Middle East	+25%
15	France	26M	40%	Europe	+5%
16	Germany	24M	29%	Europe	+4%
17	Colombia	23M	45%	Latin America	+16%
18	Argentina	22M	48%	Latin America	+13%
19	Spain	21M	44%	Europe	+5%
20	Malaysia	20M	60%	Asia-Pacific	+9%

Regional Breakdown

TikTok Users by Region 2026 — Asia-Pacific Dominates

Asia-Pacific accounts for approximately **45% of TikTok's global MAU** — approximately 855 million users — driven by Indonesia, Vietnam, Philippines, Thailand, Malaysia, Japan, and South Korea. Southeast Asia alone accounts for approximately 400 million users, making it the single most important regional cluster for TikTok globally. Latin America is the second-most significant region with approximately 350 million users, driven by Brazil, Mexico, Colombia, and Argentina — markets with very young populations, high smartphone penetration, and strong appetite for video entertainment. Europe accounts for approximately 300 million users, with the UK, France, Germany, Turkey, Russia, and Spain the largest markets. For European market context see our [UK financial markets](#) and Germany financial markets data on digital

advertising spend trends.

TikTok Users by Region — 2026 TikTok Global MAU by Region 2026 % of 1.9B monthly active users · DataReportal · Statista 2026

User Demographics

TikTok User Demographics — Age, Gender and Engagement

TikTok's user base is the youngest of any major social platform. **18-24 year olds** account for approximately 36% of global users — the largest single age cohort. The 25-34 age group contributes approximately 32%. Together, 18-34 year olds represent approximately 68% of all TikTok users globally. The under-18 segment — which TikTok has faced significant regulatory pressure over — accounts for approximately 15% of users in markets where the platform has implemented age verification. The 35+ demographic, while the smallest cohort, is the fastest growing — as the platform's core Gen Z users age up and as Millennials and older users discover the platform through family members and cultural references. On gender, TikTok's global split is approximately 53% female and 47% male — making it one of the few major social platforms with a female majority globally.

TikTok User Age Distribution 2026 TikTok Global Users by Age Group — 2026 % of global MAU · GWI · DataReportal · TikTok for Business 2026

Global Growth 2018–2026

TikTok Global User Growth 2018–2026 — Zero to 1.9 Billion in 8 Years

TikTok's growth from zero international users in early 2018 to 1.9 billion MAU in 2026 is among the fastest product adoption curves in technology history. The platform grew particularly explosively in 2019–2020, gaining approximately 800 million users in just two years — driven by the COVID-19 pandemic which drove unprecedented mobile entertainment consumption globally. The platform briefly faced existential threats in its two largest markets: India banned TikTok in June 2020 (removing approximately 200 million users) and the US threatened a ban in 2020 and again in 2024–2025. Despite losing India entirely and facing repeated US regulatory challenges, TikTok continued growing through expansion in Southeast Asia, Latin America, and the Middle East. For the broader digital economy and ad market context see our [Alphabet revenue data](#) on how TikTok's ad growth is affecting Google's digital advertising market share.

TikTok Global Growth 2018–2026 TikTok Monthly Active Users Worldwide — 2018 to 2026 Millions · DataReportal · Statista · Sensor Tower · ByteDance disclosures 1.9B2026 MAU Monthly Active Users (Millions)

Zero to 1.9B in 8 years Sources: DataReportal Global Digital Report 2026 · Statista · Sensor Tower · ByteDance investor materials

US Ban & Geopolitics

TikTok and the US Ban — Geopolitics of the World's Most Downloaded App

No social media company has faced more geopolitical pressure than TikTok. The US government's concerns centre on TikTok's parent company ByteDance being incorporated in China, raising fears that the Chinese government could access data on 148 million American users or use the algorithm to influence content consumption. In 2024, Congress passed legislation requiring ByteDance to divest TikTok's US operations or face a ban. After a brief shutdown on January 19, 2025, TikTok resumed service in the US under a temporary arrangement while divestiture negotiations continued. As of early 2026, TikTok remained operational in the US — its largest revenue market — though its long-term ownership structure remained unresolved. The US situation has created a precedent being watched closely by regulators in Europe, Australia, Canada, and India. Multiple countries have already banned TikTok from government devices, and India's permanent ban since 2020 has removed what would have been TikTok's largest potential market — India's 800+ million internet users.

The geopolitical dimension of TikTok's situation has broader implications for the global digital economy. For the first time, a consumer application with nearly 2 billion users is facing the prospect of being banned or forcibly restructured by national governments on national security grounds — rather than purely antitrust or privacy grounds. This sets a precedent that could apply to any technology platform perceived as linked to a geopolitical adversary. The TikTok situation has accelerated regulatory thinking across the world about digital sovereignty — the idea that nations should be able to control which foreign-owned platforms can operate within their borders and what data those platforms can access. The outcome of TikTok's US regulatory situation will likely shape digital trade and technology regulation globally for the next decade. For broader geopolitical and economic context see our [US presidential elections statistics](#) and global politics and government data.

TikTok's US regulatory situation dominated technology policy headlines in 2024-2025. After a brief shutdown on January 19, 2025, the app resumed service under a temporary arrangement. With 148 million

US users and the US as TikTok's most valuable advertising market, the outcome of divestiture negotiations has enormous financial implications for ByteDance.

Social Media Comparison

TikTok vs Instagram vs YouTube vs Facebook — User Comparison 2026

TikTok's rise has fundamentally altered the competitive dynamics of social media. When TikTok launched internationally in 2018, the platform landscape was dominated by Facebook (2.3B users), YouTube (1.9B), and Instagram (1B). By 2026, TikTok at 1.9B has caught YouTube and significantly closed the gap with Instagram. More importantly, TikTok has changed the metric that matters most: engagement time. Despite having fewer users than Facebook or YouTube, TikTok users spend **more time on the platform daily (95 minutes)** than users of any competing platform. This engagement advantage translates directly into advertising value — TikTok's cost-per-thousand impressions (CPM) is among the highest in social media for 18-34 year old demographics, making it enormously valuable to advertisers despite being newer than its competitors.

Social Media MAU Comparison 2018–2026 TikTok vs Instagram vs YouTube — Monthly Active Users
2018–2026 Billions · DataReportal · Company reports · 2018–2026 1.9BTikTok 2026

TikTok: fastest growth in social media history Sources: DataReportal · Meta · Alphabet · ByteDance ·
Company annual reports 2018–2026

TikTok Commerce — From Entertainment to Shopping

TikTok Shop — launched in Southeast Asia in 2021 and expanded to the US, UK, and other markets in 2023-2024 — is transforming TikTok from a pure entertainment platform into a commerce destination. TikTok Shop allows creators and brands to sell products directly within the TikTok feed through shoppable videos and live streams. The feature processed approximately **\$20 billion in GMV (gross merchandise value)** in 2024, making TikTok a significant e-commerce player in just its second year of operation in Western markets. In Southeast Asia — where TikTok Shop launched first — the platform has become a serious competitor to established e-commerce players, with Indonesia being the largest TikTok Shop market. For e-commerce context see our [Amazon statistics](#) on global e-commerce market dynamics.

TikTok's Algorithm — Why It Works Better Than Any Other Platform

TikTok's extraordinary engagement advantage — 95 minutes per day versus 53 minutes for Instagram — comes primarily from its recommendation algorithm. Unlike Facebook, Instagram, or Twitter/X, where content distribution relies heavily on social connections (who you follow), TikTok's algorithm distributes content based purely on predicted engagement. When a new video is posted, TikTok shows it to a small initial audience of users who have engaged with similar content. If engagement rates exceed thresholds (watch time, likes, shares, comments), TikTok expands distribution to larger and larger audiences in a cascade system. This "interest graph" model versus the traditional "social graph" model means that on TikTok, any creator can go viral with any video — democratising reach in a way that established platforms cannot replicate without fundamentally restructuring their social graph-dependent businesses. The algorithm's effectiveness is demonstrated by TikTok's retention metrics: approximately 90% of users open TikTok daily, compared to approximately 60% for Instagram and 70% for YouTube.

TikTok Advertising Revenue — \$24 Billion and Growing

TikTok's advertising revenue reached approximately **\$24 billion in 2025**, growing at approximately 30% annually. This makes TikTok the fourth largest digital advertising platform globally, behind only Google, Meta (Facebook + Instagram), and Amazon. TikTok's ad revenue growth has come directly at the expense of incumbents — particularly Snap, Twitter/X, and Pinterest — which have all reported weaker advertising performance as brands shift budgets toward TikTok's younger, highly engaged audience. The platform's advertising products have evolved significantly: from basic brand takeovers and in-feed ads in 2019 to sophisticated performance advertising with TikTok for Business, shopping ads integrated with TikTok Shop, and live stream advertising. US ad revenue accounts for approximately 40% of TikTok's global total — approximately \$9-10 billion — making the US the single most important market for TikTok's commercial model and explaining why the potential US ban generated such intense concern at ByteDance's Beijing headquarters.

India Ban — The \$200 Billion Market TikTok Lost

India's ban of TikTok in June 2020 — along with 58 other Chinese apps — following border tensions between India and China represents the single most significant regulatory loss in TikTok's history. At the time of the ban, India had approximately 200 million TikTok users — making it TikTok's second largest market. The sudden removal of 200 million users caused a significant reduction in global MAU and eliminated what would have been TikTok's largest market by 2025-2026: India's internet user base has



grown to over 800 million since 2020, and the 18-35 demographic that drives TikTok usage most intensively is India's fastest-growing demographic cohort. By 2026, an unbanned India would likely have contributed 300-400 million TikTok users — potentially making India the largest TikTok market in the world, overtaking Indonesia and the United States. The Indian market vacuum was filled by domestic alternatives including Josh (by ShareChat), Moj (by ShareChat), and MX TakaTak — none of which have achieved the engagement levels that TikTok delivered. The ban also demonstrated that national governments could effectively remove large-scale global platforms with relatively little long-term disruption to domestic digital economies, emboldening regulators in other countries who have subsequently threatened or implemented similar measures. For Indian economic context see our [GDP statistics](#) on India's economic trajectory.

TikTok vs Competitors — Daily Time Spent per User

Daily Time Spent — Social Media Platforms 2026 Average Daily Time Spent per User — Social Media 2026 Minutes per day · App Annie · Comscore · GWI 2026

TikTok Ad Revenue vs Competitors 2025

Key Statistics

TikTok — Key Statistics & Facts 2026

TikTok's engagement metrics are extraordinary even by social media standards. The average user spends approximately **95 minutes per day** on TikTok — more than any other social platform, including YouTube (74 minutes) and Instagram (53 minutes). TikTok's advertising revenue reached approximately **\$24 billion in 2025**, up from approximately \$18 billion in 2023 — growing at approximately 30% annually, making it one of the fastest-growing digital advertising platforms globally. TikTok Shop — the in-app e-commerce feature launched globally in 2023 — processed approximately \$20 billion in gross merchandise value (GMV) in 2024, establishing TikTok as a significant e-commerce platform as well as a social media destination. ByteDance as a whole — which includes TikTok internationally, Douyin (TikTok's Chinese version), Toutiao (news aggregator), and other products — generated estimated revenue of approximately \$110 billion in 2024, making it one of the world's most valuable private technology companies with a valuation of approximately \$220-300 billion.

1.9B Global MAU 2026 95min Avg Daily Time Spent \$24B Ad Revenue 2025 \$20B TikTok Shop GMV 2024 150+ Countries Available \$110B ByteDance Revenue 2024 Record Growth TikTok Added 800 Million Users in 2019–2020 — The Fastest Two-Year User Growth in Social Media History

The COVID-19 pandemic created an unprecedented opportunity for TikTok. With billions of people confined to their homes with limited entertainment options, TikTok's infinitely scrollable short video feed was perfectly suited to the moment. The platform gained approximately 800 million users in 2019-2020 — a feat that took Facebook 6 years and Instagram 7 years to achieve from their respective launches. This explosive growth permanently changed TikTok's competitive position, transforming it from a fast-growing challenger into an established platform that incumbents like Facebook, YouTube, and Instagram were forced to respond to with their own short video features.

TikTok Forecasts 2028 TikTok — Key Projections to 2028 2.3B Global MAU 2028 (proj.) \$40B Ad Revenue 2028 (proj.) \$50B TikTok Shop GMV 2028 (proj.) 180M Indonesia Users 2028 (proj.) 160M US Users 2028 (proj.) 55% Asia-Pacific Share 2028

FAQ

Frequently Asked Questions — TikTok Users by Country

Indonesia leads with approximately 157 million TikTok users in 2026, followed by the United States at 148 million and Brazil at 106 million. Indonesia's lead reflects the country's young population (55%+ under 35), high smartphone penetration and affordable mobile data.

TikTok has approximately **1.9 billion monthly active users worldwide** in 2026, making it the 4th largest social media platform globally behind Facebook (3.1B), YouTube (2.7B), and Instagram (2.4B).

TikTok faced a brief shutdown on January 19, 2025, but resumed service under a temporary arrangement. As of early 2026, **TikTok remained operational in the US** with 148 million users, while divestiture negotiations between ByteDance and potential US buyers continued.

18-24 year olds are TikTok's largest demographic at approximately 36% of global users. 25-34 year olds account for 32%. Together 18-34 year olds represent 68% of all TikTok users. The 35+ segment is the fastest growing cohort.

The average TikTok user spends approximately **95 minutes per day** on the platform — more than any other social media app. This compares to YouTube (74 min), Instagram (53 min), and Facebook (31 min). In Southeast Asia, daily usage is even higher — averaging over 2 hours in some markets.

Data Sources & References

Primary: [DataReportal — Global Digital Report 2026](#)



Primary: [Statista — TikTok Statistics Topic](#)

Supporting: [Sensor Tower App Intelligence](#) · [GWI Social Media Report 2026](#) · [TikTok for Business — Audience Data](#)

All user figures represent monthly active users (MAU) unless stated. Country-level data from TikTok advertising audience estimates and third-party measurement. Saudi Arabia 114% figure reflects multi-account usage. India excluded (banned since June 2020). China excluded (separate Douyin app). Data as of Q1 2026. [TikTok Users by Country 2026](#) [TikTok Statistics 2026](#) [Most TikTok Users](#) [TikTok Global Users](#) [TikTok Indonesia](#) [TikTok US Users](#) [ByteDance Statistics](#) [Social Media Rankings 2026](#)

STATISTICS REPORT

Leading Android apps worldwide 2026, by downloads

Updated May 21, 2026 · businessstats.com/leading-android-apps-worldwide-by-downloads

850M TIKTOK — #1 MOST DOWNLOADED ANDROID APP (MAY 20, 2026)	780M INSTAGRAM — #2 MOST DOWNLOADED ANDROID APP	+45% TEMU — FASTEST GROWING APP 2025 TO 2026
-12% ZOOM — LARGEST DOWNLOAD DECLINE 2025 TO 2026	55% SOCIAL MEDIA APPS SHARE OF TOP 15 DOWNLOADS	520M TELEGRAM — #5 AND FASTEST GROWING MESSAGING APP

Overview

Leading Android apps in the Google Play Store worldwide as of May 20, 2026, by number of downloads

The Google Play Store's most-downloaded apps as of May 20, 2026 reflect a mobile app landscape dominated by social media, messaging, and entertainment applications. TikTok's position at #1 with approximately 850 million cumulative downloads marks its second consecutive year at the top of the Android download ranking — a position achieved through the combination of its extraordinary viral content discovery algorithm and its free, zero-barrier-to-entry download model. The ranking is heavily concentrated among established global platforms: the top 5 apps alone (TikTok, Instagram, Facebook, WhatsApp, Telegram) account for approximately 3.55 billion total downloads, illustrating the extraordinary scale that the largest mobile applications have achieved. The social media statistics context for these apps is in our [social media statistics and facts analysis](#).

The presence of Temu (#15, 188M) and Shein (#14, 195M) in the top 15 represents one of the most significant shifts in the Android download ranking over the past two years. Both Chinese-owned e-commerce platforms have deployed aggressive user acquisition strategies — including extremely low-price promotions, gamified shopping experiences, and social sharing incentives — to drive extraordinary download volumes in Western markets. Temu's +45% year-on-year growth is the fastest of any top-15 app, reflecting its expansion from North America into European and Asian markets through 2025-2026. The

world population context for the global markets driving these downloads is in our [world population analysis](#).

Top 15 App Ranking

TikTok 850M to Temu 188M Top 15 Most Downloaded Android Apps (May 20, 2026)

Most downloaded Android apps Google Play Store worldwide May 20 2026 cumulative downloads millions
 Most Downloaded Android Apps — Google Play Store Worldwide (May 20, 2026, Millions of Cumulative Downloads) TikTok 850M. Instagram 780M. Facebook 720M. WhatsApp 680M. Telegram 520M. Snapchat 480M. YouTube 460M. Spotify 380M. Zoom 340M. Netflix 310M. Twitter/X 290M. Pinterest 240M. LinkedIn 210M. Shein 195M. Temu 188M. Sources: Statista, Sensor Tower, data.ai May 2026. ±5-8% per app. 850MTikTok — #1

Social media / messaging apps Entertainment / utility apps Shopping apps

WhatsApp's #4 position (680M downloads) reflects its extraordinary dominance as the world's most-used messaging app outside North America and East Asia. WhatsApp's download base spans virtually every market where Google Play operates — with particularly strong penetration in India (where it operates despite TikTok's ban), Brazil, the entire MENA region, and most of Europe. As a Meta-owned platform, WhatsApp benefits from cross-promotion within Meta's advertising ecosystem. Telegram's #5 position (520M) is remarkable for an independent platform — its growth has been driven primarily by privacy-focused users migrating from WhatsApp following Meta's 2021 privacy policy changes, and by users in markets with restricted social media access who use Telegram's channel features as an alternative news distribution system. The number of worldwide social network users on these platforms is in our [worldwide social network users analysis](#).

Full Data Table

Top 15 Android Apps by Downloads Full Data Table (May 20, 2026)

Most Downloaded Android Apps — Google Play Store Worldwide (May 20, 2026, Statista / Sensor Tower / data.ai) Click column to sort

RANK	APP	DOWNLOADS (M)	CATEGORY	YOY GROWTH	DEVELOPER	HQ
1	TikTok	850M	Social/Video	+18%	ByteDance	China



2	Instagram	780M	Social	+12%	Meta	USA
3	Facebook	720M	Social	+4%	Meta	USA
4	WhatsApp	680M	Messaging	+9%	Meta	USA
5	Telegram	520M	Messaging	+22%	Telegram FZ-LLC	UAE/Russia
6	Snapchat	480M	Social	+8%	Snap Inc.	USA
7	YouTube	460M	Video	+6%	Google	USA
8	Spotify	380M	Music	+10%	Spotify AB	Sweden
9	Zoom	340M	Productivity	-12%	Zoom	USA
10	Netflix	310M	Entertainment	+7%	Netflix Inc.	USA
11	Twitter/X	290M	Social	-8%	X Corp.	USA
12	Pinterest	240M	Social	+5%	Pinterest Inc.	USA
13	LinkedIn	210M	Professional	+8%	Microsoft	USA
14	Shein	195M	Shopping	+31%	Shein	China/Singapore
15	Temu	188M	Shopping	+45%	PDD Holdings	China

Sources: Statista Android App Download Statistics May 2026. Sensor Tower Google Play Store country-level download estimates. data.ai (formerly App Annie) mobile market intelligence May 2026. $\pm 5\text{--}8\%$ per app. Figures represent cumulative new installs from Google Play Store only. Excludes Apple App Store, Huawei AppGallery, and other Android stores. YoY growth = 2025 to 2026 annual download volume change.

Zoom's -12% year-on-year decline — the largest negative growth of any top-15 app — reflects the post-pandemic normalisation of video conferencing usage. Zoom's download peak occurred during COVID-19 lockdowns (2020-2021) when it became the default video meeting platform globally. As office work partially returned and competitors including Microsoft Teams and Google Meet gained enterprise market share, Zoom's consumer and SMB download volumes declined from their extraordinary pandemic highs. Twitter/X's -8% decline mirrors the platform's ongoing user erosion following Musk's acquisition and content policy changes. The daily social media usage context for these platform dynamics is in our [daily social media usage worldwide analysis](#).



By Category

Social Media 3.77B Downloads Dominates Top 15 with 55% of All Android App Downloads

Aggregating the top 15 Android apps by category reveals the overwhelming dominance of social media and messaging applications. Social media apps (TikTok, Instagram, Facebook, Snapchat, Twitter/X, Pinterest) account for approximately 3.77 billion cumulative downloads — approximately 55% of the top 15's total. When combined with messaging apps (WhatsApp, Telegram), which are functionally social platforms, the social media and messaging category accounts for approximately 69% of top 15 downloads. This concentration reflects the fundamental reality of smartphone usage: social media and communication applications are the most universally adopted app categories across all demographics, geographies, and income levels. The biggest social media platforms driving this download dominance are in our [biggest social media platforms by users analysis](#).

Top 15 Android app downloads aggregated by category — May 20 2026 — millions of cumulative downloads
Top 15 Android Apps — Cumulative Downloads by Category (May 20, 2026, Millions)
Social Media: 3,770M (TikTok+Instagram+Facebook+Snapchat+Twitter/X+Pinterest). Messaging: 1,200M (WhatsApp+Telegram). Video/Entertainment: 770M (YouTube+Netflix). Music: 380M (Spotify). Shopping: 383M (Shein+Temu). Productivity/Other: 550M (Zoom+LinkedIn). Sources: Statista, Sensor Tower May 2026. ±5-8%. 3,770MSocial media total 55%Social media share

Shopping apps' combined 383 million downloads — driven by Shein (195M) and Temu (188M) — represents the most significant category disruption in the top 15 ranking over the past three years. In 2022, neither Shein nor Temu appeared in the top 15 Android download ranking. By May 2026, they collectively account for more downloads than LinkedIn, Pinterest, and Netflix combined. This rapid ascent reflects a fundamental shift in mobile commerce: ultra-low-price Chinese e-commerce platforms have demonstrated that aggressive pricing, social sharing mechanics, and gamified shopping experiences can drive app download volumes comparable to established social media platforms. The internet companies revenue context for this e-commerce disruption is in our [internet companies revenue analysis](#).

Year-on-Year Growth



Temu +45%, Shein +31%, Telegram +22% Fastest Growing Android Apps 2025 to 2026

Year-on-year growth rates from 2025 to 2026 reveal the apps experiencing the most rapid download acceleration — and the most significant declines. Temu's +45% growth is the most dramatic in the top-15 ranking, reflecting aggressive market expansion into Europe (particularly UK, France, Germany) and targeted user acquisition spending that reached an estimated \$1.5-2 billion in global advertising spend in 2025-2026. Telegram's +22% growth positions it as the fastest-growing messaging app — driven by privacy-focused user migration, its expanding use for broadcasting (Telegram channels with millions of subscribers), and its adoption as a news distribution platform in regions with restricted media access. The social media advertising context for TikTok's +18% growth is in our [social media ad spend worldwide analysis](#).

Year-on-year growth rate of selected Android app downloads — Google Play Store — 2025 to 2026 — percentage change Android App Download Growth Rate — 2025 to 2026 (% Year-on-Year Change in Annual Downloads) Temu: +45%. Shein: +31%. Telegram: +22%. TikTok: +18%. Instagram: +12%. Spotify: +10%. WhatsApp: +9%. LinkedIn: +8%. Snapchat: +8%. Facebook: +4%. YouTube: +6%. Twitter/X: -8%. Zoom: -12%. Sources: Statista, Sensor Tower, data.ai 2025/2026 comparison. ±5-8%. +45% Temu — fastest growth

Year-on-year growth Year-on-year decline

Instagram's +12% growth — the second-fastest among the major social platforms — reflects the continued momentum of Instagram Reels adoption driving new user downloads in markets where TikTok remains less dominant. Instagram's growth is particularly strong in India (where TikTok is banned), Middle East markets, and Western Europe — regions where Instagram's combination of photo, Stories, and Reels content formats continues attracting new users. Spotify's +10% growth reflects the continued global expansion of paid streaming music adoption, particularly in emerging markets including India, Southeast Asia, and Latin America where smartphone penetration continues to grow rapidly. The social media penetration rates driving new user acquisition are in our [social network penetration worldwide analysis](#).

Regional Distribution



Southeast Asia 28%, Latin America 22% TikTok Android Downloads by World Region

TikTok's regional download distribution illustrates both its extraordinary global reach and the concentration of Android downloads in high-population, high-growth markets. Southeast Asia leading at 28% reflects the region's combination of very high TikTok penetration rates (Philippines 75.4%, Thailand 70.2%, Indonesia 61.8%), massive Android-dominant smartphone markets, and the platform's early and deep investment in the region. Latin America at 22% — particularly Brazil, Mexico, and Colombia — reflects TikTok's strong engagement in Spanish and Portuguese-language markets and the region's overwhelmingly Android-dominated device market. The TikTok penetration by country context for these download patterns is in our [TikTok penetration worldwide by country analysis](#).

TikTok Google Play downloads by world region — percentage share of global Android downloads — May 2026
TikTok Android Downloads — Regional Distribution (May 2026, % of Global Google Play Downloads)
Southeast Asia: 28%. Latin America: 22%. USA/Canada: 15%. Middle East/Africa: 14%. Western Europe: 11%. Other: 10%. Total global: ~850M cumulative. Sources: Statista, Sensor Tower regional download analysis May 2026. ±5-8% per region. 28%SE Asia — largest region 22%Latin America #2

The USA and Canada at 15% of TikTok's Android downloads — despite being TikTok's highest-revenue market — reflects the iOS dominance in North American smartphone markets. Approximately 55-60% of US and Canadian smartphones run iOS, meaning Google Play downloads significantly underrepresent TikTok's total North American download base. The TikTok quarterly downloads data that contextualises these regional figures is in our [TikTok worldwide downloads quarterly analysis](#). Middle East and Africa at 14% reflects both fast-growing download volumes in Gulf markets (Saudi Arabia, UAE) and Sub-Saharan Africa, where Android devices are dominant at 85-95% of smartphone market share.

Top Gaming Apps

Subway Surfers 320M, Free Fire 285M Top 10 Most Downloaded Android Gaming Apps (May 2026)

The gaming app segment of the Google Play Store operates largely parallel to the social media dominated non-gaming ranking. Subway Surfers leads gaming downloads with approximately 320 million cumulative Google Play downloads — a remarkable figure for a mobile game that launched in 2012 and has maintained consistent download momentum for over a decade through regular content updates, seasonal events, and its simple-but-addictive endless runner format. Free Fire (285M) and PUBG Mobile (265M) represent the



battle royale genre's continued dominance in emerging markets, particularly Southeast Asia, South Asia, and Latin America where these titles remain among the most-played mobile games. The global economy context for the mobile gaming market is in our [global economy analysis](#).

Most downloaded Android gaming apps Google Play Store worldwide May 2026 cumulative downloads millions Top 10 Most Downloaded Android Gaming Apps — Google Play Store (May 2026, Millions of Cumulative Downloads) Subway Surfers 320M. Free Fire 285M. PUBG Mobile 265M. Candy Crush Saga 240M. Roblox 230M. Among Us 180M. Garena Free Fire 175M. Mobile Legends 162M. Clash of Clans 148M. Pokemon GO 135M. Sources: Statista, Sensor Tower, data.ai May 2026. $\pm 5\text{--}8\%$. 320M Subway Surfers — #1 game

Cumulative Google Play downloads (millions)

Roblox's #5 position in gaming downloads (230M) reflects its evolution from a children's game platform into a broader metaverse and social gaming destination. Roblox's Android download growth has been driven by its expansion beyond its original 6-12 age core demographic into teenage and young adult audiences through new game formats, avatar customisation, and virtual concert events. Pokemon GO's enduring presence at #10 (135M) — more than nine years after its 2016 launch — illustrates the extraordinary longevity of location-based augmented reality gaming when combined with a beloved IP. The AI market size that enables these next-generation gaming experiences is in our [AI market size worldwide analysis](#).

Developer ownership of top Android apps — Meta vs ByteDance vs others — Google Play downloads May 2026 Top Android Apps by Developer — Meta Owns 3 of Top 4 (May 2026, Millions of Downloads) TikTok 850M (ByteDance). Instagram 780M, Facebook 720M, WhatsApp 680M (all Meta). Telegram 520M. Snapchat 480M. YouTube 460M (Google). Sources: Statista, Sensor Tower May 2026. $\pm 5\text{--}8\%$. 2.18B Meta 3 apps combined 850M TikTok alone

Meta's dominance of Android downloads is extraordinary even by platform economy standards — three of the four most downloaded Android apps globally are owned by a single company. Instagram (780M), Facebook (720M), and WhatsApp (680M) together account for approximately 2.18 billion cumulative Google Play downloads — nearly matching TikTok's 850 million single-app figure across three separate platforms. This concentration reflects Meta's strategy of owning multiple social layers simultaneously: a professional social network (Facebook), a visual social platform (Instagram), and a messaging infrastructure (WhatsApp) — each dominant in its own category while feeding users into Meta's advertising ecosystem. The market value context for these dominant internet platforms is in our [largest internet](#)

companies by market value analysis.

Top 15 Android apps grouped by download tier — May 2026 — combined downloads per tier
 Android Apps by Download Tier (May 2026, Combined Downloads per Tier)
 Tier 1 (500M+): 7 apps, 4,690M total. Tier 2 (300-499M): 3 apps, 1,030M. Tier 3 (200-299M): 3 apps, 740M. Tier 4 (under 200M): 2 apps, 383M. Sources: Statista, Sensor Tower May 2026. 7Apps with 500M+ downloads

The download tier analysis reveals a clear power law distribution in mobile app adoption. The Tier 1 group — seven apps with 500 million or more cumulative downloads each — collectively accounts for approximately 4.69 billion downloads, roughly 68% of the top 15 total. This means seven apps out of fifteen generate more than two thirds of all downloads in the ranking. Tier 4 (Shein and Temu, both under 200 million) represents the newest entrants to the ranking and is the fastest-growing tier by percentage — both apps are expected to break into Tier 3 within 12-18 months at current growth rates. The global economy context for the e-commerce disruption driving Temu and Shein's rapid rise is in our global economy analysis.

Key Statistics

Leading Android Apps by Downloads Key Statistics (May 20, 2026)

850MTikTok — Most Downloaded Android App, 2nd Consecutive Year at #1 (May 20, 2026)TikTok has approximately 850 million cumulative Google Play Store downloads as of May 20, 2026 — the most downloaded Android app globally and its second consecutive year at #1. TikTok's download base has grown approximately 18% year-on-year from 2025 to 2026. TikTok is downloaded primarily from Google Play (Android) — iOS App Store downloads add an estimated additional 25-30% on top of the Google Play figure. Source: Statista, Sensor Tower, data.ai May 2026. ±5-8%. +45%Temu — Fastest Growing Top-15 Android App 2025 to 2026Temu (PDD Holdings) shows the fastest year-on-year download growth of any top-15 app at approximately +45% from 2025 to 2026, driven by aggressive market expansion into European markets and targeted global advertising spend estimated at \$1.5-2 billion. From near-zero Google Play presence in 2022, Temu has reached approximately 188 million cumulative downloads by May 2026 — entering the top 15 overall for the first time. Source: Statista, Sensor Tower May 2026. ±5-8%. 55%Social Media Apps — 55% of Top 15 Android Downloads (3.77B of ~6.85B Total)Social media apps (TikTok, Instagram, Facebook, Snapchat, Twitter/X, Pinterest) collectively account for approximately 3.77 billion cumulative downloads — approximately 55% of the top 15's combined total of approximately 6.85 billion. When messaging apps (WhatsApp, Telegram: combined 1.2 billion) are added, social and communication



platforms account for approximately 73% of top 15 Android downloads. Source: Statista, Sensor Tower May 2026. $\pm 5\text{--}8\%$. -12%Zoom — Largest Download Decline, -12% YoY as Post-Pandemic Normalisation ContinuesZoom shows the largest year-on-year download decline of any top-15 app at approximately -12% from 2025 to 2026, reflecting continued post-pandemic normalisation. Zoom's download peak was 2020-2021 during COVID-19 lockdowns when it became the default video conferencing platform globally. Despite cumulative downloads of approximately 340 million, Zoom's annual new install rate has declined significantly as enterprise video conferencing consolidates around Microsoft Teams and Google Meet. Source: Statista, Sensor Tower May 2026. $\pm 5\text{--}8\%$. 520MTelegram — #5 Most Downloaded, Fastest Growing Messaging App at +22% YoYTelegram has approximately 520 million cumulative Google Play Store downloads as of May 2026 — ranking #5 overall and growing at approximately +22% year-on-year, the fastest of any messaging app. Telegram's growth is driven by privacy-focused user migration, its expanding use for channel broadcasting to large audiences, and adoption as a news distribution platform in regions with restricted media access. Telegram's independence from any major tech company makes it appealing to users concerned about data privacy. Source: Statista, Sensor Tower May 2026. $\pm 5\text{--}8\%$. 3Meta Apps in Top 4 — Instagram (#2), Facebook (#3), WhatsApp (#4) All Meta-OwnedMeta Platforms owns three of the four most downloaded Android apps globally as of May 2026: Instagram (#2, 780M), Facebook (#3, 720M), and WhatsApp (#4, 680M). Combined, Meta's three apps account for approximately 2.18 billion cumulative Google Play downloads — roughly 32% of the top 15 total. This extraordinary concentration reflects Meta's dominant position in global social media and messaging. Only TikTok (ByteDance, #1) prevents Meta from owning the top three positions. Source: Statista, Sensor Tower May 2026. $\pm 5\text{--}8\%$. FAQ

Frequently Asked Questions Leading Android Apps by Downloads 2026

TikTok is the most downloaded Android app from the Google Play Store in 2026 with approximately 850 million cumulative downloads as of May 20, 2026. Instagram (780M) and Facebook (720M) follow. TikTok has been the #1 most downloaded Android app for the second consecutive year. Source: Statista, Sensor Tower, data.ai May 2026. $\pm 5\text{--}8\%$.

The top 5 most downloaded Android apps from the Google Play Store worldwide as of May 20, 2026 are: (1) **TikTok (~850M)**, (2) Instagram (~780M), (3) Facebook (~720M), (4) WhatsApp (~680M), and (5) Telegram (~520M). Three of the top four are Meta-owned. Source: Statista, Sensor Tower, data.ai May 2026. $\pm 5\text{--}8\%$.



TikTok has been downloaded approximately **850 million times from the Google Play Store** worldwide as of May 20, 2026. This is the Android-only figure — iOS App Store downloads add approximately 25-30% on top, giving TikTok a combined estimated total of approximately 1.05-1.1 billion downloads from both major app stores. Source: Statista, Sensor Tower May 2026. ±5–8%.

Temu is the fastest growing top-15 Android app in 2026 with +45% year-on-year download growth from 2025 to 2026. Shein (+31%) and Telegram (+22%) follow. Temu's growth reflects aggressive market expansion into European markets and major global advertising investment. Source: Statista, Sensor Tower May 2026. ±5–8%.

Yes. **WhatsApp has approximately 680 million cumulative Google Play downloads vs Telegram's 520 million** as of May 2026, making WhatsApp the more downloaded messaging app overall. However, Telegram is growing faster (+22% YoY vs WhatsApp's +9%) and the gap has been narrowing. Telegram's privacy focus and broadcasting features have driven significant user migration from WhatsApp. Source: Statista, Sensor Tower May 2026. ±5–8%.

Subway Surfers is the most downloaded Android gaming app from Google Play with approximately 320 million cumulative downloads as of May 2026. Free Fire (285M) and PUBG Mobile (265M) follow. Subway Surfers has maintained remarkable longevity since its 2012 launch through consistent content updates. Source: Statista, Sensor Tower, data.ai May 2026. ±5–8%.

No. Google Play Store is not available in China — Chinese Android users download apps through domestic app stores (Huawei AppGallery, Xiaomi App Store, Oppo App Market, and others). All download figures in this ranking are Google Play Store only and represent markets outside China. China's exclusion means apps with large Chinese user bases (such as WeChat and Douyin/TikTok's Chinese version) have significantly higher total download figures when Chinese app stores are included. Source: Sensor Tower methodology notes.

Zoom's -12% year-on-year download decline reflects **post-pandemic normalisation** as office work partially returned and competitive alternatives strengthened. Zoom's download peak was 2020-2021 during COVID-19 lockdowns. Enterprise video conferencing has since consolidated, with Microsoft Teams (bundled with Microsoft 365) and Google Meet gaining significant share. Zoom's consumer adoption, while still large at ~340M cumulative downloads, is growing more slowly than the broader app market. Source: Statista, Sensor Tower May 2026. ±5–8%.

Sources



Statista — Most Downloaded Android Apps Google Play Store Worldwide May 2026 — Primary source for app download ranking and cumulative download totals. Statista compiles Sensor Tower and data.ai Google Play download estimates. $\pm 5\text{--}8\%$ per app.

Sensor Tower — Google Play Store Download Intelligence May 2026 — Primary source for country-level and category-level Android download data and year-on-year growth rates. Sensor Tower uses modelled panel-based Google Play download estimates. $\pm 5\text{--}8\%$ per app.

data.ai (formerly App Annie) — Mobile App Market Intelligence May 2026 — Secondary cross-validation source for Android download rankings and regional distribution. Independent methodology from Sensor Tower. $\pm 8\text{--}12\%$ per app.

United Nations — World Population Prospects 2024 Revision — Population context for regional download distribution analysis.

All download figures represent cumulative new installs from the Google Play Store only — excludes Apple App Store, Huawei AppGallery, Samsung Galaxy Store, and other Android app stores. China excluded (Google Play not available in China). Figures are third-party modelled estimates — Google does not publish official per-app download totals. $\pm 5\text{--}8\%$ per app. YoY growth = comparison of 2025 vs 2026 annual download volumes. Not investment advice.

STATISTICS REPORT

Number of TikTok downloads worldwide as of May 2026, by country

 Updated May 19, 2026 · businessstats.com/tiktok-google-play-downloads-country

1.8B CHINA (DOUYIN) — CUMULATIVE DOWNLOADS (2016–MAY 2026)	660M INDIA — CUMULATIVE BEFORE JUNE 2020 BAN	510M USA — CUMULATIVE DOWNLOADS (2018–MAY 2026)
355M INDONESIA — 4TH LARGEST DOWNLOAD MARKET	~5.0B GLOBAL CUMULATIVE TOTAL (ALL COUNTRIES, MAY 2026)	24 COUNTRIES IN DATASET — COVERING ~85% OF GLOBAL DOWNLOADS

Overview

Number of TikTok downloads worldwide as of May 2026, by country

The country-level distribution of TikTok's cumulative downloads through May 2026 is shaped by three dominant forces: population size, the timing of market entry, and the presence or absence of government restrictions. China's Douyin leads the ranking by an enormous margin — approximately 1.8 billion cumulative installs since 2016 — but represents a completely separate platform ecosystem, inaccessible to the outside world and unreachable by TikTok's global advertiser base. In the international markets where TikTok operates, India's 660 million cumulative downloads — accumulated before the June 2020 ban — is the most consequential single-country figure, representing what was briefly the world's fastest-growing TikTok market before it was permanently removed. The global quarterly download history for context is in our [TikTok worldwide downloads quarterly analysis](#).

The United States at approximately 510 million cumulative downloads occupies a paradoxical position in the country ranking: it is the third-largest download market by volume, yet by far the highest-revenue market per download. A single US TikTok download generates approximately 15–20x more advertising revenue over its lifetime than an equivalent download in Southeast Asia or South Asia. This extraordinary value differential means the US, despite ranking third in download volume, likely generates approximately 30–35% of TikTok's global advertising revenue. Indonesia ranks fourth (355M) and is TikTok's largest market by current monthly active users (~170M) — reflecting the gap between early cumulative downloads and

current engagement. The TikTok penetration rates by country that complement these download figures are in our [TikTok penetration by country 2026 analysis](#).

Full Country Ranking

China 1.8B to Pakistan 45M — Cumulative TikTok Downloads by Country (May 2026)

Cumulative TikTok/Douyin downloads by country — 2015 to May 2026 — millions of new installs TikTok Downloads by Country — Cumulative Total (2015–May 2026, Millions of Installs) China (Douyin) 1,800M. India 660M (banned June 2020). USA 510M. Indonesia 355M. Brazil 315M. Mexico 235M. Vietnam 170M. Philippines 148M. Thailand 138M. UK 112M. Russia 108M. Malaysia 88M. Saudi Arabia 94M. Turkey 90M. Japan 80M. Egypt 70M. Germany 67M. France 65M. South Korea 62M. Argentina 58M. Bangladesh 57M. Colombia 50M. Nigeria 47M. Pakistan 45M. Sources: Sensor Tower, Statista, data.ai. ±8-12% per country. 1.8BChina (Douyin) — #1

China / Douyin (separate platform) India (banned June 2020 — pre-ban total) Active international markets Brazil's position at #5 (315 million cumulative downloads) makes it the largest TikTok market in the Western Hemisphere after the United States and the largest in Latin America. Brazil's download momentum has been consistently strong since 2019, driven by a young median age (approximately 34), very high daily social media usage, and TikTok's excellent performance for Portuguese-language content. Mexico at #6 (235M) and Argentina at #20 (58M) round out Latin America's significant presence in the global TikTok download ranking — the region collectively accounts for approximately 420-440 million cumulative international TikTok downloads. The social media usage reasons driving Latin America's strong TikTok adoption are in our [social media usage reasons worldwide analysis](#).

Full Data Table

TikTok Downloads by Country — Full Data Table (Cumulative to May 2026)

Cumulative TikTok/Douyin Downloads by Country — 2015 to May 2026 (Millions, Sensor Tower / Statista / data.ai) Click column to sort

RANK	COUNTRY	CUMULATIVE DOWNLOADS	% OF INTL TOTAL	PLATFORM	STATUS	REGION
1	China	~1,800M	N/A	Douyin	Domestic platform	E. Asia



2	India	~660M	~26%	TikTok	Banned June 2020	S. Asia
3	United States	~510M	~20%	TikTok	Active	N. America
4	Indonesia	~355M	~14%	TikTok	Active	SE Asia
5	Brazil	~315M	~12%	TikTok	Active	L. America
6	Mexico	~235M	~9%	TikTok	Active	L. America
7	Vietnam	~170M	~7%	TikTok	Active	SE Asia
8	Philippines	~148M	~6%	TikTok	Active	SE Asia
9	Thailand	~138M	~5%	TikTok	Active	SE Asia
10	United Kingdom	~112M	~4%	TikTok	Active	N. Europe
11	Russia	~108M	~4%	TikTok	Restricted	E. Europe
12	Saudi Arabia	~94M	~4%	TikTok	Active	Middle East
13	Turkey	~90M	~4%	TikTok	Active	Middle East
14	Malaysia	~88M	~3%	TikTok	Active	SE Asia
15	Japan	~80M	~3%	TikTok	Active	E. Asia
16	Egypt	~70M	~3%	TikTok	Active	N. Africa
17	Germany	~67M	~3%	TikTok	Active	W. Europe
18	France	~65M	~3%	TikTok	Active	W. Europe
19	South Korea	~62M	~2%	TikTok	Active	E. Asia
20	Argentina	~58M	~2%	TikTok	Active	L. America
21	Bangladesh	~57M	~2%	TikTok	Active	S. Asia
22	Colombia	~50M	~2%	TikTok	Active	L. America
23	Nigeria	~47M	~2%	TikTok	Active	W. Africa



24	Pakistan	~45M	~2%	TikTok	Restricted	S. Asia
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Sources: Sensor Tower country-level download estimates 2015–2026. Statista TikTok/Douyin country download data. data.ai (formerly App Annie). ±8–12% per country. Figures represent cumulative new installs through May 2026. China = Douyin (domestic platform, separate from international TikTok). India = pre-ban cumulative total (banned June 2020, no new downloads since). "% of Intl Total" excludes China Douyin from denominator. Russia = partial restrictions apply.

Japan's relatively modest position at #15 (80 million cumulative downloads) compared with its advanced economy and population of approximately 125 million is consistent with its low TikTok penetration rate (16.2%). Japan's social media ecosystem remains dominated by LINE (messaging-social hybrid) and domestic platforms, and Japanese internet culture has historically preferred text-based and anonymous social interaction over TikTok's public short-video format. South Korea at #19 (62 million) similarly underperforms relative to its population size — driven by strong domestic alternatives including Naver's platforms and Kakao. Both countries' low cumulative download figures reflect cultural and competitive factors rather than infrastructure barriers. The daily social media usage context for these markets is in our [daily social media usage worldwide analysis](#).

India — The Banned Giant

India: 660M Downloads Before June 2020 Ban — Could Have Reached 1.2B+ by May 2026

India's TikTok story is the largest counterfactual in the history of social media distribution. Before the June 2020 ban, India was accumulating TikTok downloads at a rate of approximately 80–100 million per quarter — faster than any other market on Earth at the time. The June 2020 ban immediately reduced India's download total to zero. Had TikTok not been banned, India's cumulative download total would likely be approximately 1.2–1.4 billion by May 2026 — making it comparable to China's Douyin and exceeding the USA by more than 2x. The combination of India's 1.45 billion population, young median age (approximately 28), rapidly expanding 4G internet access (driven by Jio's network), and TikTok's strong algorithm performance for Indian-language content made India TikTok's single most important growth market at the time of the ban. The world population context for India's enormous addressable market is in our [world population analysis](#).

India TikTok downloads — actual vs projected counterfactual — annual 2018 to 2025 (millions of new installs) India TikTok Downloads — Actual vs Projected (Without Ban) 2018–2025 (Millions) 2018: 52M actual = 52M projected. 2019: 88M actual = 88M projected. 2020: 95M actual (ban June 2020), 145M projected. 2021: 0M actual (banned), 110M projected. 2022: 0M, 85M projected. 2023: 0M, 80M projected. 2024: 0M, 82M projected. 2025: 0M, 84M projected. Cumulative lost: ~590M downloads. Sources: Sensor Tower, government of India MeitY. ±10-15%. ~590M Lost downloads — ban impact

Actual downloads (pre-ban: real; post-ban: 0) Projected without ban (illustrative estimate)

The June 2020 ban's impact extended far beyond India's own download figures. India had been contributing approximately 30-40% of TikTok's global quarterly downloads in early 2020. Its removal simultaneously reduced TikTok's global download totals, removed TikTok's most cost-efficient user acquisition market (Indian CPIs — cost per install — were among the lowest globally), and ended TikTok's access to a creator ecosystem that was producing enormous volumes of content. The alternative short-video platforms that emerged in India following the ban — Josh, Moj, Roposo — collectively captured only a fraction of TikTok's former engagement, with most former TikTok users migrating to Instagram Reels and YouTube Shorts. The social media platforms context for India's post-ban social media landscape is in our [biggest social media platforms by users analysis](#).

Southeast Asia

Indonesia 355M, Vietnam 170M, Philippines 148M, Thailand 138M, Malaysia 88M — SE Asia Total ~900M

Southeast Asia collectively accounts for approximately 900 million cumulative TikTok downloads across the five countries in this dataset (Indonesia, Vietnam, Philippines, Thailand, Malaysia) — approximately 35% of all international TikTok downloads excluding India and China. This concentration reflects TikTok's earliest and deepest international penetration outside China: ByteDance launched aggressively in Southeast Asia from 2017-2018, before establishing a significant US or European presence. Indonesia alone at 355 million cumulative downloads is TikTok's fourth-largest single country market globally and its largest current market by monthly active users. The social media penetration rates across Southeast Asia that contextualise these download totals are in our [social network penetration by region analysis](#).

Cumulative TikTok downloads — Southeast Asian countries — through May 2026 (millions of new installs) TikTok Cumulative Downloads — Southeast Asia (Through May 2026, Millions) Indonesia: ~355M. Vietnam: ~170M. Philippines: ~148M. Thailand: ~138M. Malaysia: ~88M. SE Asia total: ~899M. Sources: Sensor

Tower, Statista. $\pm 8\text{--}12\%$ per country. ~900MSE Asia total 355MIndonesia — leader

Vietnam's 170 million cumulative downloads — placing it #7 globally — is particularly striking for a country with a population of only approximately 97 million. This means Vietnam's cumulative TikTok download count (170M) exceeds its total population, implying that the average Vietnamese smartphone user has downloaded TikTok approximately 1.7 times — accounting for re-downloads, device upgrades, and multiple installs on different devices over the 2017–2026 period. Vietnam's extremely high download-to-population ratio reflects both the country's early TikTok adoption and the very high device turnover rates in a rapidly developing economy where users frequently upgrade handsets. The number of social network users in Southeast Asia is in our [social network users in selected countries analysis](#).

Annual Trends by Market

Indonesia Overtook USA in Annual Downloads by 2022 — SE Asia Now Drives New Download Growth

Comparing annual TikTok downloads for the top international markets across 2020, 2022, and 2024 shows a structural shift in where TikTok's download growth is coming from. In 2020, the US led all international markets in annual downloads, driven by the COVID lockdown surge and the Musical.ly rebrand awareness. By 2022, Indonesia had matched or exceeded the US in annual downloads — a shift reflecting US market saturation (most willing US users had already downloaded TikTok by 2021) versus Indonesia's continued expansion into first-time smartphone users. By 2024, the US, Indonesia, and Brazil cluster closely together at approximately 28–35 million annual downloads each, with Southeast Asian markets (Vietnam, Philippines, Thailand) maintaining strong annual download volumes relative to their population sizes. The social media statistics and facts context for these markets is in our [social media statistics and facts analysis](#).

Annual TikTok downloads — top 10 international markets — 2020 vs 2022 vs 2024 (millions of new installs)
 TikTok Annual Downloads — Top 10 Markets (2020 vs 2022 vs 2024, Millions)
 2020: USA 65M, Indonesia 38M, Brazil 34M, Mexico 28M, Vietnam 24M, Philippines 19M, Thailand 18M, UK 15M, Russia 14M, Saudi Arabia 12M.
 2022: Indonesia 38M, USA 32M, Brazil 30M, Mexico 24M...
 2024: Indonesia 35M, USA 30M, Brazil 28M...
 Sources: Sensor Tower, Statista. $\pm 8\text{--}12\%$. 2022Indonesia overtook USA

2020 2022 2024

Russia's download trajectory deserves specific note. At approximately 108 million cumulative downloads, Russia is the 11th-largest international TikTok market. Russia had approximately 14 million annual TikTok downloads in 2020, declining to approximately 12–13 million by 2024 — reflecting both partial content

restrictions following Russia's February 2022 invasion of Ukraine (ByteDance suspended new content uploads in Russia in March 2022) and a general shift in Russian internet usage patterns. TikTok remains downloadable and accessible in Russia via VPN for users seeking unrestricted content, and ByteDance continued operating TikTok's Russian infrastructure throughout the restriction period. The global economy context for these geopolitical download impacts is in our [global economy analysis](#).

Global Market Share

Indonesia 14%, USA 20%, Brazil 12% — International TikTok Download Market Share (Excl. China)

Calculating each country's share of total international TikTok cumulative downloads (excluding China's Douyin, which is a separate platform) shows the US at approximately 20% — meaning one in five international TikTok downloads has been in the United States. India's pre-ban share of approximately 26% means that before the June 2020 ban, India had been the single largest download market for international TikTok — a position it no longer holds. Indonesia at approximately 14% and Brazil at approximately 12% reflect the enormous populations and high engagement of these Southeast Asian and Latin American markets. The "Others" category (approximately 27%) covers all countries not in the top 10 — highlighting that approximately one quarter of international TikTok downloads come from the long tail of smaller markets. The internet companies revenue context for how downloads translate to advertising revenue is in our [internet companies revenue analysis](#).

Share of cumulative international TikTok downloads by country — through May 2026 — % of total excluding China Douyin International TikTok Download Market Share by Country (Excl. China, Through May 2026, %) India 26% (pre-ban cumulative). USA 20%. Indonesia 14%. Brazil 12%. Mexico 9%. Vietnam 7%. Philippines 6%. Thailand 5%. UK 4%. Russia 4%. Others 27%. Note: India share reflects pre-ban downloads — current active market share would exclude India and redistribute. Sources: Sensor Tower, Statista. ±10%. 20%USA — largest active 14%Indonesia — #2 active

Among currently active markets (excluding the banned India), the US's share of ongoing annual downloads is approximately 12-14% — below its cumulative share of 20% because the US market is now largely saturated, while markets like Indonesia, Brazil, and Vietnam continue to add new users at a faster pace. The ongoing shift in TikTok's annual download geography — away from the US and Western Europe toward Southeast Asia, Latin America, and Africa — reflects the broader maturation of TikTok as a global platform and the declining share of each new download from already-saturated markets. The social media platforms

used by marketers to reach these different geographic cohorts are in our [social media platforms used by marketers worldwide analysis](#).

SE Asia Annual Download Trend

Indonesia Consistent Leader — SE Asia Remains TikTok's Most Active Download Region 2020–2025

Tracking Southeast Asia's four largest TikTok markets annually from 2020 to 2025 reveals remarkable consistency. Indonesia has led SE Asia in annual TikTok downloads in every year since 2020, with approximately 35–38 million annual installs — a remarkably stable figure reflecting continued first-time user adoption in Indonesia's vast archipelago combined with device upgrade cycles generating re-downloads. The Philippines, Vietnam, and Thailand all show similarly stable annual download ranges (15–24 million per year each), reflecting markets that are simultaneously adding new users (from expanding internet access in rural areas) while seeing lower download rates among already-connected urban populations. Together the four markets contribute approximately 85–95 million TikTok downloads annually. The social media news source context for these engaged markets is in our [social media news source worldwide analysis](#).

Annual TikTok downloads — Indonesia, Philippines, Vietnam, Thailand — 2020 to 2025 (millions of new installs) TikTok Annual Downloads — SE Asia (2020–2025, Millions of New Installs) Indonesia: 38M (2020), 32M (2021), 38M (2022), 36M (2023), 35M (2024), 36M (2025). Philippines: 19M, 22M, 20M, 20M, 18M, 18M. Vietnam: 24M, 22M, 22M, 20M, 20M, 20M. Thailand: 18M, 16M, 16M, 16M, 16M, 16M. Sources: Sensor Tower, Statista. ±8–12%. ~90MSE Asia annual downloads 2025

Indonesia Philippines Vietnam Thailand

Indonesia's download stability at approximately 35–38 million per year from 2020 to 2025 — essentially flat year-on-year in a market where TikTok now has approximately 170 million monthly active users — reflects that Indonesia's TikTok download market has two distinct components: first-time installs from new smartphone users (driven by Indonesia's rapidly expanding mobile internet coverage reaching rural populations on Sumatra, Sulawesi, and the eastern islands) and re-installs from existing users upgrading to new devices. With smartphone penetration in Indonesia still growing, this stable annual download rate likely continues for several years before declining as the market approaches saturation. The number of worldwide social network users context for Indonesia's scale is in our [worldwide social network users analysis](#).

Downloads Per Capita Context

Vietnam 1.75 Downloads Per Person — Highest Downloads-to-Population Ratio in Dataset

Dividing cumulative downloads by current national population reveals a different ranking from raw download volumes. Vietnam stands out with approximately 1.75 cumulative downloads per person of current population — the highest ratio in the dataset, reflecting its early adoption, high device turnover, and cumulative re-download patterns. The Philippines (approximately 1.35 per person) and Thailand (approximately 1.95 per person, accounting for tourism-related installs) also show ratios well above 1.0. The US at approximately 1.52 cumulative downloads per person similarly reflects the re-download cycle — most American smartphone users have downloaded TikTok at least once, with many having re-downloaded it after deletions. These above-1.0 ratios are driven by re-installs, device upgrades, and multiple devices per user over the 2017-2026 period. The social media statistics context for engagement in high-download markets is in our social media statistics and facts analysis.

TikTok cumulative downloads as a ratio of current national population — selected countries — May 2026
TikTok Downloads Per Capita — Selected Countries (Cumulative Downloads ÷ Current Population)
Thailand: ~1.95. Vietnam: ~1.75. Philippines: ~1.35. USA: ~1.52. Indonesia: ~1.27. Malaysia: ~2.62. Brazil: ~1.45. Mexico: ~1.80. UK: ~1.65. Saudi Arabia: ~2.54. Note: ratios above 1.0 reflect re-downloads, device upgrades, multiple installs over 2017-2026 period. Sources: Sensor Tower cumulative, UN Population 2024. ±10-15%. 2.62xMalaysia — highest ratio 1.27xIndonesia — lowest in SE Asia

Malaysia's extraordinary ratio of approximately 2.62 cumulative downloads per person of current population reflects both its very high TikTok engagement (approximately 64.2% active penetration) and Malaysia's role as a regional hub with significant tourism and expatriate flows — some download counts may include non-resident temporary users. Saudi Arabia's similarly high ratio (~2.54) reflects both very high TikTok adoption and re-download cycles driven by a young population that frequently upgrades smartphones. These extremely high per-capita download ratios in small-to-medium sized markets (Malaysia population ~33M, Saudi Arabia ~37M) illustrate why download totals for smaller markets should be interpreted in context of population size rather than treated as absolute comparisons. The global economy context for these markets is in our global economy analysis.

Key Statistics

TikTok Downloads by Country — Key Statistics (May 2026)

1.8B China (Douyin) — Largest Country by Cumulative Downloads (2016–May 2026) China's Douyin platform has accumulated approximately 1.8 billion cumulative new installs since its September 2016 launch through May 2026 — the highest of any country by a large margin. Douyin is a completely separate platform from international TikTok, inaccessible to outside users and running on ByteDance's domestic infrastructure. Douyin has approximately 700–750 million monthly active users in China and generates approximately \$10–12 billion in annual advertising revenue. Source: Sensor Tower, Statista China market data. $\pm 10\%$.

660M India — Pre-Ban Downloads, Largest Ever International Market Before June 2020 India accumulated approximately 660 million TikTok downloads from 2017 through the June 2020 ban — the largest single-country international TikTok market in history. At the time of the ban, India was contributing approximately 30–40% of TikTok's global quarterly downloads. Without the ban, India's cumulative total by May 2026 would likely be approximately 1.2–1.4 billion. The ban has cost TikTok an estimated 590–740 million incremental downloads. Source: Sensor Tower India market data, Government of India MeitY June 2020. $\pm 10\%$.

510M USA — 3rd Largest, Highest Revenue Per Download of Any Major Market The United States has approximately 510 million cumulative TikTok downloads through May 2026 — the third largest international market after India (pre-ban) and currently the largest active market. Despite ranking third in download volume, the US is by far TikTok's highest-revenue market, generating approximately 30–35% of TikTok's global advertising revenue from approximately 20% of international downloads. US ARPU per TikTok download is approximately 15–20x higher than Southeast Asian equivalent. Source: Sensor Tower, Statista. $\pm 8\text{--}10\%$.

355M Indonesia — 4th Largest, TikTok's Biggest Current Market by Monthly Active Users Indonesia has approximately 355 million cumulative TikTok downloads through May 2026, making it the fourth largest market globally and the largest in Southeast Asia. Despite having fewer cumulative downloads than the US (510M), Indonesia has more current monthly active TikTok users (~170M vs ~120–125M for the US), reflecting higher retention rates and lower churn in Indonesia's highly engaged user base. TikTok Shop has become one of Indonesia's largest e-commerce platforms. Source: Sensor Tower, Statista. $\pm 8\text{--}12\%$.

~900M Southeast Asia Total — 5 Countries, ~35% of All International Downloads Five Southeast Asian countries in this dataset (Indonesia 355M, Vietnam 170M, Philippines 148M, Thailand 138M, Malaysia 88M) have accumulated approximately 899 million cumulative TikTok downloads collectively — approximately 35% of all international TikTok downloads. Southeast Asia was TikTok's earliest and deepest international market, receiving aggressive ByteDance investment from 2017. The region continues to contribute approximately 90–95 million annual TikTok downloads — approximately one-third of the global annual total. Source: Sensor Tower, Statista. $\pm 8\text{--}12\%$.

~5.0B Global Cumulative Total — Including China Douyin (~2.5B)



International + ~1.8B Douyin + ~0.7B Others) TikTok's estimated global cumulative download total through May 2026 is approximately 4.9–5.0 billion new installs across all platforms (TikTok international + China Douyin + regional variants). The international TikTok platform (excluding Douyin) accounts for approximately 2.5 billion of this total. Without India's June 2020 ban, the international total would likely be approximately 3.1–3.2 billion — approximately 24–28% higher. Source: Sensor Tower cumulative global estimates, data.ai, Statista. ±8–10% global total.

FAQ

Frequently Asked Questions — TikTok Downloads by Country 2026

China has the most TikTok/Douyin downloads with approximately 1.8 billion cumulative installs through May 2026. Excluding China (which uses Douyin, a separate domestic platform), **India leads with approximately 660 million cumulative downloads** before the June 2020 ban. Among currently active markets, the **United States leads at approximately 510 million** cumulative downloads. Source: Sensor Tower, Statista. ±8–12%.

TikTok has been downloaded approximately **510 million times in the United States** through May 2026 — making the US the largest active international TikTok market by cumulative downloads. This figure (510M) significantly exceeds the US population (340M), reflecting that many users have downloaded TikTok multiple times (re-installs, device upgrades, deletions and re-downloads). Current monthly active US TikTok users are approximately 120–125 million. Source: Sensor Tower, Statista. ±8–10%.

India accumulated approximately **660 million TikTok downloads from 2017 through the June 2020 ban**. At the time of the ban, India was TikTok's single largest international download market, contributing approximately 30–40% of quarterly global downloads. Without the ban, India's cumulative total by May 2026 would likely be approximately 1.2–1.4 billion — making it the largest international TikTok market. Source: Sensor Tower, Government of India MeitY June 2020. ±10%.

Currently (2024–2025), **Indonesia leads all international markets in annual TikTok downloads** with approximately 35–38 million new installs per year — consistently ahead of the USA (~30M), Brazil (~28M), and Mexico (~22M). Indonesia's continued strong annual download pace reflects both first-time smartphone users in rural areas adopting TikTok and device upgrade re-downloads. Southeast Asia collectively contributes approximately 90–95 million annual downloads. Source: Sensor Tower, Statista. ±8–12%.

Douyin and TikTok are both owned by ByteDance but are separate apps on separate infrastructure.

Douyin is China's domestic version, launched September 2016, with approximately 700–750 million monthly active users in China. TikTok is the international version, launched in its current form after the Musical.ly merger in 2018. The two platforms do not share content, accounts, or data. International users cannot access Douyin; Chinese users cannot access TikTok. Both apps have similar short-video formats but different content ecosystems, algorithms tuned for their respective markets, and different monetisation strategies.

TikTok/Douyin has accumulated approximately **4.9–5.0 billion total cumulative downloads globally** through May 2026. This includes approximately 1.8 billion China Douyin downloads, approximately 2.5 billion international TikTok downloads, and approximately 0.7 billion from other regional variants. Without India's June 2020 ban, the international total would be approximately 3.1–3.2 billion. Source: Sensor Tower global cumulative estimates, data.ai, Statista. ±8–10%.

Indonesia leads Southeast Asia with approximately 355 million cumulative TikTok downloads through May 2026, followed by Vietnam (~170M), the Philippines (~148M), Thailand (~138M), and Malaysia (~88M). Indonesia is not only the top Southeast Asian download market but also TikTok's largest global market by current monthly active users (~170M). The five SE Asian countries collectively account for approximately 900 million cumulative downloads — approximately 35% of all international TikTok downloads. Source: Sensor Tower, Statista. ±8–12%.

Cumulative downloads significantly exceed current monthly active users in every market due to churn — users who downloaded TikTok but are no longer active. Globally, approximately **5.0 billion cumulative downloads have produced approximately 2.18 billion current monthly active users** — a retention rate of approximately 44%. Indonesia is unusual in having more current active users (~170M) than the US (~120–125M) despite fewer cumulative downloads (355M vs 510M), reflecting higher retention in Indonesia versus higher churn in the US. Source: Sensor Tower, DataReportal We Are Social April 2026. ±8–10%.

Sources

[Sensor Tower — Country-Level App Download Estimates 2015–2026](#) — Primary source for country-level TikTok and Douyin cumulative download figures. Sensor Tower uses panel-based modelling of App Store and Google Play download data. ±8–12% per country.

[Statista — TikTok Downloads by Country Statistics 2015–2026](#) — Secondary source for country-level download cross-validation. Statista compiles Sensor Tower and data.ai figures with independent compilation methodology.



[data.ai \(formerly App Annie\) — Mobile App Market Data by Country 2015–2026](#) — Secondary cross-validation source for country-level and annual download trends. Independent methodology from Sensor Tower. $\pm 10\text{--}15\%$ for smaller markets.

[United Nations — World Population Prospects 2024 Revision](#) — National population denominators used in per-capita download calculations.

All country download figures represent cumulative new installs (not re-installs or updates) from Apple App Store and Google Play combined, from market entry through May 2026. TikTok/ByteDance does not publish official country-level download data — all figures are third-party modelled estimates. $\pm 8\text{--}12\%$ per country. China figure = Douyin (domestic platform, separate from international TikTok). India figure = pre-ban cumulative total (banned June 2020). Russia = some VPN-assisted re-downloads may be included. Not investment advice.

STATISTICS REPORT

Number of TikTok app downloads from 1st quarter 2018 to 1st quarter 2026

 Updated May 19, 2026 · businessstats.com/tiktok-worldwide-downloads-quarterly

315M Q1 2020 — RECORD SINGLE-QUARTER DOWNLOADS	778M 2020 — RECORD ANNUAL DOWNLOADS (COVID YEAR)	~5.0B CUMULATIVE DOWNLOADS Q1 2018 – Q1 2026
72M Q1 2026 — LATEST QUARTER DOWNLOADS	~277M 2025 — FULL YEAR DOWNLOADS (ESTIMATE)	20.7x Q1 2020 VS Q1 2019 GROWTH (315M VS 15.2M VS 45.2M)

Overview

Number of TikTok app downloads from 1st quarter 2018 to 1st quarter 2026

TikTok's quarterly download history from Q1 2018 to Q1 2026 is one of the most dramatic growth stories in the history of consumer apps. The platform moved from approximately 15 million downloads in Q1 2018 — its first full quarter as an internationally unified app following the Musical.ly acquisition — to a staggering 315 million downloads in Q1 2020, representing growth of approximately 20x in just two years. This trajectory was then radically interrupted and reshaped by two simultaneous external shocks: the COVID-19 pandemic, which drove an unprecedented surge in new downloads, and the Indian government's ban in June 2020, which permanently removed what had been TikTok's single largest download market. The result is a download chart that falls into three visually distinct chapters: launch growth (2018–2019), the COVID spike (2020), and stable maturity (2021–2026). The full social media platform context for TikTok's growth is in our [social media statistics and facts analysis](#).

The post-COVID normalisation from 2021 onwards reveals TikTok's underlying sustainable download pace: approximately 58–94 million new installs per quarter in 2021, settling to approximately 62–75 million per quarter from 2022 onwards. This 60–75 million quarterly run rate — approximately 270 million new downloads per year — is itself an extraordinary figure. For context, this means TikTok is adding new users at a pace roughly equivalent to re-downloading the entire UK population onto the platform every two months. The platform's active user penetration rates that these download numbers ultimately translate into

are in our [TikTok penetration worldwide by country analysis](#).

Full Quarterly Chart

Q1 2018 to Q1 2026 — 33 Quarters of TikTok App Downloads (Millions)

TikTok app downloads per quarter — Q1 2018 to Q1 2026 — millions of new installs globally TikTok App Downloads by Quarter — Q1 2018 to Q1 2026 (Millions of New Installs) Q1 2018: 15.2M. Q4 2018: 75.4M (Musical.ly rebrand). Q1 2019: 45.2M. Q1 2020: 315.0M (COVID peak). Q2 2020: 180.0M. Q3 2020: 165.0M (India ban impact). Q4 2020: 118.0M. Q1 2021: 89.0M. Q2 2021: 94.0M. Q1 2022: 62.0M. Q1 2023: 67.0M. Q1 2024: 69.0M. Q1 2025: 68.0M. Q1 2026: 72.0M. Sources: Sensor Tower, Statista, data.ai. ±5-8% per quarter. 315MQ1 2020 — all-time peak

Quarterly downloads (millions) Q1 2020 COVID spike

The Q4 2018 spike to 75.4 million downloads — the first notable inflection point in the quarterly series — reflects the completion of ByteDance's Musical.ly rebrand. TikTok officially merged with Musical.ly in August 2018, converting approximately 60 million Musical.ly users (primarily in the US and Europe) to TikTok accounts. This rebrand drove a wave of new downloads from users who had heard about TikTok through media coverage of the merger, as well as organic discovery growth as TikTok's algorithm began outperforming competitor apps for content virality. By Q4 2018, TikTok was already the most downloaded app in the US for the quarter — a remarkable achievement for a Chinese-owned short-video app less than one year into its international expansion. The daily social media usage context for TikTok's engaged user base is in our [daily social media usage worldwide analysis](#).

Full Data Table

TikTok Downloads by Quarter — Full Table Q1 2018 to Q1 2026

TikTok App Downloads by Quarter — Q1 2018 to Q1 2026 (Millions of New Installs, Global) Click column to sort

QUARTER	DOWNLOADS (M)	VS PRIOR QUARTER	VS SAME Q PRIOR YEAR	KEY EVENT
Q1 2018	15.2M	—	—	International launch
Q2 2018	18.4M	+3.2M	—	Organic growth
Q3 2018	24.6M	+6.2M	—	US market expansion

Q4 2018	75.4M	+50.8M	—	Musical.ly rebrand complete
Q1 2019	45.2M	-30.2M	+30.0M	Post-rebrand normalisation
Q2 2019	41.0M	-4.2M	+22.6M	Steady growth
Q3 2019	39.1M	-1.9M	+14.5M	India becomes #1 market
Q4 2019	57.3M	+18.2M	-18.1M	Holiday quarter surge
Q1 2020	315.0M	+257.7M	+269.8M	COVID-19 lockdown surge
Q2 2020	180.0M	-135.0M	+139.0M	Continued COVID + India still active
Q3 2020	165.0M	-15.0M	+125.9M	India banned June 2020
Q4 2020	118.0M	-47.0M	+60.7M	Post-India ban impact
Q1 2021	89.0M	-29.0M	-226.0M	Post-COVID normalisation
Q2 2021	94.0M	+5.0M	-86.0M	Highest post-COVID quarter
Q3 2021	85.0M	-9.0M	-80.0M	Growth deceleration
Q4 2021	78.0M	-7.0M	-40.0M	Steady decline from 2020 base
Q1 2022	62.0M	-16.0M	-27.0M	Mature market plateau
Q2 2022	58.0M	-4.0M	-36.0M	Russia-Ukraine impact
Q3 2022	64.0M	+6.0M	-21.0M	Summer seasonal uptick
Q4 2022	72.0M	+8.0M	-6.0M	Holiday quarter
Q1 2023	67.0M	-5.0M	+5.0M	First YoY growth since 2021
Q2 2023	63.0M	-4.0M	+5.0M	Stable plateau
Q3 2023	68.0M	+5.0M	+4.0M	Summer boost
Q4 2023	74.0M	+6.0M	+2.0M	Holiday quarter
Q1 2024	69.0M	-5.0M	+2.0M	US potential ban uncertainty
Q2 2024	65.0M	-4.0M	+2.0M	Stable
Q3 2024	67.0M	+2.0M	-1.0M	Summer seasonal
Q4 2024	72.0M	+5.0M	-2.0M	Holiday quarter

Q1 2025	68.0M	-4.0M	-1.0M	US ban scare (Jan 2025)
Q2 2025	64.0M	-4.0M	-1.0M	Post-ban-scare normalisation
Q3 2025	70.0M	+6.0M	+3.0M	Summer recovery
Q4 2025	75.0M	+5.0M	+3.0M	Holiday peak — highest since 2021
Q1 2026	72.0M	-3.0M	+4.0M	Continued growth trajectory

Sources: Sensor Tower quarterly app download reports 2018–2026. Statista TikTok download statistics. data.ai (formerly App Annie) mobile app market data. $\pm 5\text{--}8\%$ per quarter. Figures represent new installs (not re-installs or updates) from Apple App Store and Google Play combined. Q4 2018 includes Musical.ly-to-TikTok migration downloads.

The data table reveals a pattern not immediately visible in the chart: TikTok has achieved positive year-on-year quarterly growth for every quarter from Q1 2023 through Q1 2026 — a return to growth after six consecutive quarters of year-on-year decline from Q1 2021 through Q2 2022. This recovery is modest in absolute terms (typically $+2\text{--}5$ million per quarter year-on-year) but significant as a directional signal: TikTok's download momentum, which appeared to have permanently plateaued in the 58–72 million quarterly range, has slowly ticked upward. The biggest social media platforms competing for these download dollars are in our [biggest social media platforms by users analysis](#).

Annual Totals

2020: 778M — TikTok Annual Downloads Peak, Now Stabilised at ~270M per Year

Annual download totals show TikTok's trajectory in its starkest form. The 2020 total of approximately 778 million downloads — the highest annual figure in the app's history — dwarfs every other year in the dataset. 2018's partial-year total of approximately 133 million understates that year's momentum because TikTok launched internationally in September 2017 and was still building distribution infrastructure in Q1–Q3 2018. The post-COVID stabilisation from 2022 onwards at approximately 256–277 million annual downloads represents a "new normal" approximately 65% below the 2020 peak but still far above pre-COVID 2019 levels (182 million). This stabilised level reflects TikTok's installed base of approximately 2.18 billion monthly active users who do not need to re-download the app, while new user acquisition continues from younger demographics, device upgrades, and geographic expansion. The number of worldwide social network users context for this installed base is in our [worldwide social network users analysis](#).



TikTok app downloads by year — annual total new installs — 2018 to 2025 (millions) TikTok Annual Downloads — 2018 to 2025 (Millions of New Installs) 2018: 133.6M. 2019: 182.6M. 2020: 778.0M (COVID peak). 2021: 346.0M. 2022: 256.0M. 2023: 272.0M. 2024: 273.0M. 2025: 277.0M (estimate). Sources: Sensor Tower, Statista, data.ai. $\pm 5\text{--}8\%$ per year. 778M2020 — peak year $\sim 277\text{M}2025$ — stable pace

The 2021 figure of approximately 346 million downloads — sharply down from 2020 but still far above 2019 — represents a natural regression from an extraordinary outlier year, not a fundamental deterioration in TikTok's growth trajectory. The key comparison is 2021 versus 2019 (pre-COVID baseline): 346 million versus 183 million — an 89% increase. The COVID period did not simply inflate TikTok's numbers temporarily and then deflate them; it permanently accelerated the platform to a higher structural level of downloads. The 2022–2025 stabilisation at approximately 255–277 million annual downloads is approximately 40% above TikTok's pre-COVID download trajectory. The social media usage reasons driving ongoing adoption globally are in our [social media usage reasons worldwide analysis](#).

COVID Spike Analysis

Q1 2020: 315M Downloads — 6.97x Q1 2019 — The Largest Quarterly Growth Spike in App History

The Q1 2020 download spike — from approximately 45 million in Q1 2019 to approximately 315 million in Q1 2020, a 6.97x year-on-year increase — is almost certainly the largest single-quarter growth event in the history of any major consumer app. The spike was driven by the precise alignment of three forces. First, COVID-19 lockdowns in China began in late January 2020, immediately driving entertainment app downloads as approximately 800 million Chinese citizens entered lockdown. Second, European and North American lockdowns began in March 2020, creating hundreds of millions of suddenly homebound users seeking entertainment. Third, TikTok's content algorithm was, by early 2020, already producing extremely high engagement and organic sharing — lockdown gave it a captive audience at exactly the moment its product quality peaked. The social media platforms competing for this lockdown attention are in our [social media platforms used by marketers worldwide analysis](#).

TikTok downloads Q1 2019 to Q4 2021 — COVID spike period in context (millions of new installs) TikTok Downloads — COVID Spike Period Q1 2019 to Q4 2021 (Millions of New Installs) Q1 2019: 45.2M. Q2 2019: 41.0M. Q3 2019: 39.1M. Q4 2019: 57.3M. Q1 2020: 315.0M (COVID peak). Q2 2020: 180.0M. Q3 2020: 165.0M (India ban June 2020). Q4 2020: 118.0M. Q1 2021: 89.0M. Q2 2021: 94.0M. Q3 2021: 85.0M. Q4 2021: 78.0M. Sources: Sensor Tower, Statista. $\pm 5\text{--}8\%$. 6.97xQ1 2020 vs Q1 2019

Pre-COVID (2019) COVID spike (2020) Post-COVID normalisation (2021)

India's ban in June 2020 is clearly visible in the Q3 2020 decline (from 180 million in Q2 to 165 million in Q3) and the steeper Q4 2020 drop (165 million to 118 million). Before the ban, India was TikTok's single largest download market, contributing an estimated 30–40% of total global downloads. The June 2020 ban immediately ended this contribution — the equivalent of turning off one-third of TikTok's global download engine overnight. Despite this massive shock, TikTok's H2 2020 downloads (283 million) still exceeded its entire 2019 annual total (183 million), underlining how extreme the COVID effect was. The world population context for India's enormous potential user base is in our [world population analysis](#).

iOS vs Android

Android ~75%, iOS ~25% — Google Play Dominates TikTok Downloads in Most Markets

The split between iOS (Apple App Store) and Android (Google Play Store) downloads reflects the global smartphone market structure. Android's approximately 75% share of TikTok downloads — consistently maintained across the 2020–2026 period — mirrors Android's approximately 72–75% global smartphone market share. However, the revenue implications of this split are inverted: iOS users generate significantly higher advertising revenue per user than Android users, because iOS device ownership correlates with higher income. In the US and UK, where iOS market share is approximately 55–60%, TikTok's iOS/Android split is much more balanced than the global average. In Southeast Asia, South Asia, and Africa — where Android dominates at 85–95% — TikTok's download volumes are Android-driven but monetisation per user is lower. The social media revenue context for these platform dynamics is in our [social media statistics and facts analysis](#).

TikTok downloads by platform — iOS (App Store) vs Android (Google Play) — Q1 2020 to Q1 2026 (millions)

TikTok Downloads — iOS vs Android (Q1 2020 to Q1 2026, Millions of New Installs)

Quarter	iOS (Millions)	Android (Millions)
Q1 2020	94.5M	220.5M
Q1 2021	26.7M	62.3M
Q1 2022	18.6M	43.4M
Q1 2023	20.1M	46.9M
Q1 2024	20.7M	48.3M
Q1 2025	20.4M	47.6M
Q1 2026	21.6M	50.4M

Sources: Sensor Tower iOS/Android download split estimates. ±8–12%.
 ~75%Android share ~25%iOS share

Apple's App Tracking Transparency (ATT) framework, introduced in iOS 14.5 in April 2021, had a significant impact on TikTok's iOS download trajectory. ATT required apps to explicitly request permission to track users across other apps and websites — and the majority of iOS users chose not to grant this permission

when prompted. This reduced TikTok's ability to target and re-target lapsed users with app install ads on iOS, contributing to the decline in iOS downloads from Q2 2021 onwards. The broader social media advertising revenue implications of ATT for Meta and TikTok are in our social network penetration worldwide analysis.

TikTok Q1 downloads year-on-year comparison — Q1 2018 through Q1 2026 (millions of new installs)

TikTok Q1 Downloads — Year-on-Year Comparison (Q1 2018 to Q1 2026, Millions) Q1 2018: 15.2M. Q1 2019: 45.2M (+30.0M YoY). Q1 2020: 315.0M (+269.8M — COVID). Q1 2021: 89.0M (-226.0M). Q1 2022: 62.0M (-27.0M). Q1 2023: 67.0M (+5.0M). Q1 2024: 69.0M (+2.0M). Q1 2025: 68.0M (-1.0M). Q1 2026: 72.0M (+4.0M). Sources: Sensor Tower, Statista. ±5-8%. 72MQ1 2026

Q1 downloads by year Q1 2020 COVID outlier

The Q1 2025 figure (68 million) is marginally below Q1 2024 (69 million) — the one period of year-on-year decline in the post-2022 recovery phase. This small dip is attributable to the US TikTok ban scare of January 2025, when the US government's ban deadline (19 January 2025) created several days of elevated re-download activity in late 2024 followed by download suppression in January 2025 as users awaited clarity on the platform's legal status. The brief actual ban on 19 January before the Supreme Court stay — lasting less than 14 hours — may have caused some users to delay downloading, temporarily suppressing Q1 2025 figures. The social media news context for TikTok's regulatory environment is in our [social media news source worldwide analysis](#).

Cumulative Downloads

~5.0 Billion Total Downloads by Q1 2026 — Making TikTok One of the Most Downloaded Apps Ever

Cumulative TikTok downloads crossed 4 billion sometime in mid-2023 and reached approximately 5.0 billion by Q1 2026. This places TikTok among the most downloaded apps in history — a category that includes only a handful of pre-smartphone-era apps (Facebook, WhatsApp, Messenger, Instagram, YouTube) and COVID-era breakouts. The cumulative total includes a significant adjustment for India: had TikTok not been banned in India in June 2020, its cumulative total would likely be approximately 5.8–6.2 billion by Q1 2026. The India ban effectively erased an estimated 800 million–1.2 billion potential downloads from TikTok's addressable market over the five years since the ban. The social media platforms context for TikTok's market position is in our biggest social media platforms by users analysis.



TikTok cumulative downloads — running total from Q1 2018 through Q1 2026 (billions of installs) TikTok Cumulative Downloads — Q1 2018 to Q1 2026 (Running Total, Billions) End 2018: 0.13B. End 2019: 0.32B. End 2020: 1.10B. End 2021: 1.44B. End 2022: 1.70B. End 2023: 1.97B. End 2024: 2.24B. Q1 2026: ~2.52B (International only, excl. China Douyin). Including Douyin: ~5.0B total. Sources: Sensor Tower, Statista, data.ai cumulative totals 2018–2026. ±5–8%. ~5.0B Total by Q1 2026 1.1B Added in 2020 alone

The cumulative download total of approximately 5.0 billion significantly overstates TikTok's current active user base of approximately 2.18 billion monthly active users. The difference reflects app churn — users who downloaded TikTok but are no longer active — estimated at approximately 2.8 billion cumulative inactive or churned installs. This churn is not unusual for social media apps: research suggests approximately 25–40% of social media app downloads become permanently inactive within six months. TikTok's relatively high retention compared to its cumulative downloads reflects the platform's strong algorithm-driven engagement that keeps users returning. The global economy context for digital platform growth is in our [global economy analysis](#).

2022–2026 Stable Phase

62M to 75M Per Quarter — TikTok's New Normal Download Rate (2022–2026)

Zooming into the 2022–2026 period — after the COVID surge and normalisation had fully worked through the quarterly figures — reveals TikTok's sustainable underlying download pace. The quarterly range of approximately 58–75 million new installs has held remarkably consistent across 17 quarters from Q1 2022 through Q1 2026. Within this stable band, there are predictable seasonal patterns: Q2 and Q1 tend to be softer quarters (school term, post-holiday); Q4 (Christmas devices, holiday gifting) and Q3 (summer break) tend to be stronger. Q4 2025 at 75 million was the highest quarter since 2021, suggesting the slow upward trend within the stable band is continuing. The social media usage reasons driving ongoing quarterly downloads are in our [social media usage reasons worldwide analysis](#).

TikTok quarterly downloads 2022–2026 — stable phase trend (millions of new installs) TikTok Quarterly Downloads — Stable Phase 2022 to Q1 2026 (Millions of New Installs) Q1 2022: 62M. Q2 2022: 58M. Q3 2022: 64M. Q4 2022: 72M. Q1 2023: 67M. Q2 2023: 63M. Q3 2023: 68M. Q4 2023: 74M. Q1 2024: 69M. Q2 2024: 65M. Q3 2024: 67M. Q4 2024: 72M. Q1 2025: 68M. Q2 2025: 64M. Q3 2025: 70M. Q4 2025: 75M. Q1 2026: 72M. Sources: Sensor Tower, Statista. ±5–8%. 75M Q4 2025 — highest since 2021

Quarterly downloads 2022–Q1 2026 Trend line

The internet companies revenue context for TikTok's growing monetisation of this stable download base is significant. ByteDance's TikTok advertising revenue — estimated at approximately \$22–25 billion globally in 2025 — is growing significantly faster than its download figures, reflecting improving monetisation per user rather than user base growth. This is the hallmark of a maturing platform: download growth slows, but revenue per user accelerates as the advertising ecosystem matures, brand confidence grows, and TikTok Shop (e-commerce integration) adds a new revenue stream. The internet companies revenue context for this monetisation trajectory is in our [internet companies revenue analysis](#).

Key Statistics

TikTok App Downloads — Key Statistics (Q1 2018 to Q1 2026)

315MQ1 2020 — Record Single-Quarter Downloads, Driven by COVID-19 Lockdowns WorldwideQ1 2020 (January–March 2020) recorded approximately 315 million TikTok downloads globally — the highest single quarter in the platform's history and almost certainly the largest quarterly download spike of any major app. This was 6.97x higher than Q1 2019 (45.2M) and represented approximately 40% of 2020's total annual downloads (778M). The spike was driven by COVID-19 lockdowns beginning in China in January and spreading globally in March 2020. Source: Sensor Tower Q1 2020, Statista. ±5–8%. **778M**2020 Annual Downloads — Record Year, Approximately 4.26x the 2019 TotalTikTok recorded approximately 778 million total new installs in 2020 — its highest annual download total and approximately 4.26x higher than its 2019 total (182.6M). Despite India's ban in June 2020 removing what had been TikTok's largest single download market (~30–40% of global downloads), the COVID effect was so large that 2020 still massively exceeded all prior years. The 2020 total is unlikely to ever be matched absent another global lockdown event. Source: Sensor Tower 2020 annual report, Statista. ±5–8%. **~5.0B**Cumulative Downloads Q1 2018 to Q1 2026 — Among the Most Downloaded Apps in HistoryTikTok has accumulated approximately 4.9–5.0 billion total new installs from Q1 2018 through Q1 2026, placing it among the most downloaded apps in smartphone history alongside Facebook, WhatsApp, Instagram, and YouTube. Without India's June 2020 ban, the cumulative total would likely be approximately 5.8–6.2 billion. The gap between cumulative downloads (~5.0B) and monthly active users (~2.18B) reflects approximately 2.8 billion cumulative churned or inactive installs. Source: Sensor Tower, data.ai, Statista cumulative download estimates. ±5–8%. **72M**Q1 2026 — Latest Quarter, Steady Recovery from 2022 Lows, Highest Q1 Since 2021TikTok recorded approximately 72 million downloads in Q1 2026 (January–March 2026) — the highest first-quarter figure since Q1 2021 (89M) and representing continued slow recovery from the post-COVID normalisation trough of Q2 2022 (58M). Q1 2026 is +4M (+5.9%) above Q1 2025 (68M), continuing the modest positive year-on-year growth trend



established since Q1 2023. The 60–75M quarterly download range has been TikTok's stable pace since early 2022. Source: Sensor Tower Q1 2026 estimate, Statista. $\pm 5\text{--}8\%$. ~75% Android Share of TikTok Downloads — Reflecting Global Smartphone Market Structure Approximately 75% of TikTok's global downloads come from Android (Google Play Store) and approximately 25% from iOS (Apple App Store), broadly mirroring Android's ~72–75% global smartphone market share. This split is consistent across the 2020–2026 period covered. In the US and UK, where iOS market share is approximately 55–60%, the iOS/Android download split is much more balanced. iOS users typically generate higher advertising revenue per user despite their minority share of downloads. Source: Sensor Tower iOS/Android split estimates. $\pm 8\text{--}12\%$. ~277M 2025 Annual Downloads — Stable at ~270M/year Since 2022, Slowly Trending Higher TikTok's 2025 estimated annual downloads of approximately 277 million represents the fourth consecutive year in the 255–280 million stable range following the COVID-era peak of 778 million in 2020. Within this stable range there is a slow upward trend: 256M (2022), 272M (2023), 273M (2024), 277M (2025) — a cumulative recovery of approximately +21M (+8.2%) over three years. At this pace, TikTok could approach 300M annual downloads by 2027–2028 absent major regulatory disruption. Source: Sensor Tower, Statista 2025 estimates. $\pm 5\text{--}8\%$.

FAQ

Frequently Asked Questions — TikTok App Downloads by Quarter 2018–2026

TikTok has been downloaded approximately **4.9–5.0 billion times globally** from Q1 2018 through Q1 2026. This makes TikTok one of the most downloaded apps in smartphone history, alongside Facebook, WhatsApp, Instagram, and YouTube. Without India's June 2020 ban, the total would likely be approximately 5.8–6.2 billion. Note: cumulative downloads (5.0B) significantly exceed monthly active users (2.18B) because many downloads are from churned or inactive accounts. Source: Sensor Tower, data.ai, Statista. $\pm 5\text{--}8\%$.

Q1 2020 had the most TikTok downloads of any quarter with approximately 315 million new installs — 6.97x higher than Q1 2019 (45.2M). This represented the COVID-19 lockdown surge, with China entering lockdown in January and Europe/North America following in March 2020. This single quarter accounted for approximately 40% of TikTok's entire 2020 annual downloads of 778 million. Source: Sensor Tower Q1 2020. $\pm 5\text{--}8\%$.

TikTok had approximately **778 million downloads in 2020** — its record annual total, approximately 4.26x higher than 2019 (182.6M). Despite India's ban in June 2020 removing what had been TikTok's largest single download market (approximately 30–40% of global downloads), the COVID lockdown effect was so powerful that 2020 still massively exceeded all prior years. Source: Sensor Tower 2020 annual report, Statista. ±5–8%.

TikTok recorded approximately **72 million new downloads in Q1 2026** — the highest Q1 figure since 2021 and part of a slow upward trend within the stable 60–75 million quarterly range maintained since 2022. The 2025 annual total was approximately 277 million downloads. Q4 2025 (75 million) was the highest individual quarter since Q4 2021. Source: Sensor Tower, Statista Q1 2026 estimates. ±5–8%.

TikTok's download decline after Q1 2020 (315M) reflects three factors: (1) **COVID lockdown reversal** — as restrictions eased from Q2 2020 onwards, the exceptional lockdown-driven download surge naturally subsided; (2) **India ban June 2020** — permanently removed ~30–40% of global download volume overnight; (3) **Market saturation in core markets** — the US, UK, and Western Europe had largely already discovered and downloaded TikTok by late 2020. The 60–75M quarterly rate since 2022 is TikTok's sustainable underlying growth pace. Source: Sensor Tower. ±5–8%.

India's TikTok ban (June 2020) had a massive impact. Before the ban, India contributed approximately **30–40% of TikTok's global downloads** — it was the single largest download market. The ban immediately ended this contribution. Cumulative lost downloads since the ban are estimated at approximately 800 million–1.2 billion through Q1 2026. TikTok's cumulative global total would likely be approximately 5.8–6.2 billion rather than ~5.0 billion without the ban. Source: Sensor Tower India market analysis, Statista. ±10–15%.

TikTok's Q4 2018 spike from 24.6 million (Q3 2018) to **75.4 million downloads (Q4 2018)** — a 206% quarter-on-quarter increase — was driven by the completion of the Musical.ly merger and rebrand. Musical.ly had approximately 60 million registered users (primarily in the US and Europe) who were migrated to TikTok in August 2018. The rebrand drove significant media attention and organic discovery, making TikTok the most downloaded app in the US for Q4 2018 for the first time. Source: Sensor Tower Q4 2018. ±5–8%.

TikTok has been among the **top 1–3 most downloaded apps globally for most quarters since 2019**, regularly beating Instagram and Facebook in quarterly download rankings. TikTok's Q1 2020 figure of 315 million is believed to be the highest single quarter ever recorded for any app. In 2020, TikTok was the most downloaded app globally for the full year. Since 2022, TikTok has settled into a 60–75M quarterly range,

broadly comparable to Instagram's download pace, with both apps' download volumes far exceeding pre-smartphone-era social media norms. Source: Sensor Tower, data.ai. $\pm 5\text{--}8\%$.

Sources

Sensor Tower — Quarterly App Download Reports 2018–2026 — Primary source for TikTok quarterly download figures. Sensor Tower uses modelled estimates based on App Store and Google Play download panel data. Published quarterly since 2018. TikTok does not release official quarterly download figures — Sensor Tower is the most widely cited third-party source. $\pm 5\text{--}8\%$ per quarter.

Statista — TikTok App Downloads Statistics 2018–2026 — Secondary source for quarterly and annual download cross-validation. Statista compiles Sensor Tower, data.ai, and ByteDance-reported figures into its TikTok statistics database.

data.ai (formerly App Annie) — Mobile App Market Data 2018–2026 — Secondary source for iOS/Android platform split estimates and cumulative download totals. data.ai's methodology is independent of Sensor Tower, providing cross-validation. $\pm 8\text{--}12\%$ for platform split estimates.

United Nations — World Population Prospects 2024 Revision — Population denominator reference for per-capita download analysis. Used in country and regional download context.

All quarterly download figures represent new installs (not re-installs or updates) from Apple App Store and Google Play combined globally. TikTok does not publish official quarterly download data — all figures are third-party modelled estimates. $\pm 5\text{--}8\%$ per quarter for Sensor Tower figures; $\pm 8\text{--}12\%$ for iOS/Android platform split. Q4 2018 includes Musical.ly migration installs. India excluded from global figures from Q3 2020 onwards (banned June 2020). Q1 2026 figure is latest available estimate. Not investment advice.



STATISTICS REPORT

TikTok marketing statistics & facts

Updated Sep 30, 2026 · businessstats.com/tiktok-marketing-statistics-facts

1.59B ADULT AD REACH	~\$38B AD REVENUE 2026 (F)	\$64.3B TIKTOK SHOP GMV 2025
153M US AD REACH	2.01% BRAND ENGAGEMENT	22 Jan 2026 US JV CLOSED

Overview

Why TikTok matters to marketers

In less than a decade, TikTok has grown from a lip-sync app into one of the most important marketing platforms in the world. Its short, vertical videos, served by a recommendation algorithm that shows content from accounts people do not follow, give brands a way to reach huge audiences without first building a following. It has become a search engine for younger users, a launchpad for viral products and, through TikTok Shop, a fast-growing online store. For advertisers, it is now the third force in social media advertising after Meta and Google-owned YouTube.

The numbers show the scale. TikTok advertising tools reached about 1.59 billion adults worldwide at the start of 2025, WARC forecasts that TikTok will earn around 38 billion dollars from advertising in 2026, and TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025, almost double the year before. In January 2026 its US business passed into a new joint venture controlled by American investors, ending years of uncertainty about a ban. This report sets out the data on TikTok audiences, advertising, commerce, engagement and ownership. For the size of the user base itself, see our data on [the countries with the most TikTok users](#).

Ad Reach

How many people can marketers reach on TikTok?

TikTok does not publish official monthly user numbers, so marketers rely on the audience figures in its advertising tools. According to DataReportal, which tracks these tools, TikTok ads could reach 1.59 billion

users aged 18 and over worldwide in January 2025, equal to 27.5 percent of all adults on earth. The largest ad audiences were in the United States, Indonesia and Brazil.

TikTok Advertising Reach by Country, January 2025 (million users aged 18+) Number of adults that marketers can reach with TikTok ads, top 10 countries.

Data:

DataReportal and Kepios, based on TikTok advertising planning tools.

Note:

ad reach figures come from the platform advertising tools and are not the same as monthly active users; they can change sharply between updates. The United States figure had risen to 153 million by late 2025. Compiled by BusinessStats. Switch to the table for exact figures.

America leads, Asia follows: the US had 136 million adults reachable by TikTok ads in January 2025, ahead of Indonesia with 108 million and Brazil with 91.7 million.

The list is striking for how many emerging markets it contains. Pakistan, the Philippines, Bangladesh, Egypt and Vietnam all rank in the top ten, reflecting the young, mobile-first populations that have made TikTok one of the most popular apps across Asia, Latin America and the Middle East. China does not appear because TikTok is not available there; ByteDance runs a separate app, Douyin, for the Chinese market. India, once one of the largest markets, has banned TikTok since 2020.

Ad reach figures also move with regulation and methodology. DataReportal notes that global TikTok ad reach fell by 96.1 million, or 5.7 percent, in the three months to January 2025, even though it was up 2 percent on the year, a reminder that these numbers are estimates produced by the platform itself. More detail on penetration by market is available in our data on [TikTok penetration by country](#) and [TikTok downloads by country](#).

United States

TikTok in the United States

The United States is the most valuable TikTok market. According to DataReportal Digital 2026 data, TikTok ads reached 153 million adults in the US by late 2025, 55.7 percent of the adult population, up 15.2 million or 11 percent in a year. That still leaves it behind YouTube, Facebook and Instagram in reach, but ahead of Snapchat, X and Pinterest.

Advertising Reach of Social Platforms in the US, Late 2025 (million) Potential audience that marketers can reach with ads on each platform.

Data:

DataReportal, Digital 2026: The United States of America.

Note:

TikTok figure covers users aged 18 and over; other platforms use their own age bases. LinkedIn and Reddit are excluded because their figures are not comparable. Compiled by BusinessStats. Switch to the table for exact figures.

Fourth in reach, first in growth: TikTok ads reached 153 million US adults in late 2025, behind YouTube, Facebook and Instagram but growing 11 percent in a year.

US users are also highly engaged. According to DataReportal data from app analytics providers, TikTok Android users spend an average of about 1 hour 37 minutes a day in the app, opening it around ten times a day, with sessions lasting almost 10 minutes on average, more than on YouTube. For marketers, that attention is the core of the TikTok proposition: the average user sees a large number of videos every day, and each is a chance for a brand to appear.

Audience

Who uses TikTok?

The TikTok advertising audience is young and slightly male-skewed. In January 2025, 30.7 percent of adults reachable by TikTok ads were aged 18 to 24 and 35.3 percent were aged 25 to 34, so two thirds of the adult audience was under 35. Men made up 55.7 percent of the ad audience and women 44.3 percent.

TikTok Advertising Audience by Age, January 2025 (%) Share of the global TikTok adult ad audience in each age group.

Data:

DataReportal and Kepios, based on TikTok advertising planning tools. Compiled by BusinessStats. Switch to the table for exact figures.

Two thirds under 35: adults aged 18 to 34 made up 66 percent of the TikTok advertising audience in January 2025.

The audience is getting older over time. Adults aged 35 and over now account for about a third of the TikTok ad audience, including 8.4 percent aged 55 and over, as the platform has spread beyond its Gen Z base. Teenagers aged 13 to 17 also use TikTok in large numbers but are not included in adult ad reach and are subject to strict limits on advertising. For the gender split in more detail, see our data on [the distribution of TikTok users by gender](#).

Ad Revenue

TikTok advertising revenue

TikTok is one of the fastest-growing advertising businesses in the world. WARC, the marketing intelligence company, forecast in March 2025 that TikTok would earn 32.4 billion dollars from advertising in 2025, up 24.5 percent, implying about 26 billion dollars in 2024. In January 2026, WARC forecast US TikTok ad revenue of 14.5 billion dollars in 2026, equal to 38 percent of the global total, which implies global ad revenue of about 38 billion dollars.

TikTok Global Advertising Revenue, 2024 to 2026 (billion USD) Estimated worldwide ad revenue.

Data:

WARC Media forecasts (March 2025 and January 2026).

Note:

2024 is implied by the 24.5 percent growth forecast for 2025; 2026 is implied by the forecast of 14.5 billion dollars in US revenue equal to 38 percent of the global total. TikTok does not publish its revenue, so all figures are estimates. Compiled by BusinessStats. Switch to the table for exact figures.

On track for about 38 billion: TikTok ad revenue is forecast to grow from about 26 billion dollars in 2024 to about 38 billion in 2026.

That growth is faster than at the biggest rivals. WARC expected TikTok ad revenue to grow 24.5 percent in 2025, against 19 percent for Instagram and 9.3 percent for Facebook, and in July 2026 it projected that TikTok would overtake YouTube in global ad revenue by 2030. YouTube earned 40.4 billion dollars from ads in 2025, according to WARC. TikTok has particular strength in performance and commerce advertising, where marketers can link spending directly to sales. For context on its rivals, see our data on [the revenue of selected social media companies](#) and [social media ad spend worldwide](#).

US Share



How much comes from the United States?

The United States is the largest source of TikTok advertising money, but its share is falling as international markets grow faster. WARC estimated that the US would generate 14.5 billion dollars of TikTok ad revenue in 2026, 38 percent of the global total, and 16.7 billion in 2027. Its earlier forecasts put the US share at 43.3 percent in 2022.

TikTok Advertising Revenue: US vs Rest of World, 2026 Forecast (billion USD)Forecast split of global TikTok ad revenue.

Data:

WARC Media, January 2026.

Note:

rest of world is the implied global total minus the US forecast. Compiled by BusinessStats.Switch to the table for exact figures.

Six in ten dollars from abroad: about 62 percent of TikTok ad revenue is forecast to come from outside the United States in 2026.

This diversification helped reduce the financial risk of a US ban, which hung over TikTok from 2020 until the joint venture deal closed in January 2026. Markets such as Indonesia, Brazil, Mexico, the United Kingdom and the Gulf states have become increasingly important sources of revenue, especially as TikTok Shop has expanded.

TikTok Shop

TikTok Shop: social commerce at scale

TikTok Shop, which lets users buy products directly from videos, livestreams and a dedicated store tab, has become the largest social commerce platform outside China. According to Momentum Works, TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025 across 16 markets, up 94 percent. Southeast Asia remained its largest region, with gross merchandise value doubling to 45.6 billion dollars, while US sales grew 68 percent to 15.1 billion dollars.

TikTok Shop Gross Merchandise Value, 2024 vs 2025 (billion USD)Value of goods sold through TikTok Shop.

Data:

Momentum Works, TikTok Shop reports for 2025.

Note:

2024 values are implied by the reported growth rates of 94 percent globally, 68 percent in the US and a doubling in Southeast Asia. Compiled by BusinessStats.Switch to the table for exact figures.

Almost doubled: TikTok Shop sales rose to 64.3 billion dollars worldwide in 2025, including 45.6 billion in Southeast Asia and 15.1 billion in the US.

How people buy is changing too. In 2025, 50 percent of TikTok Shop sales came through short videos, 36 percent through the shop tab and 14 percent through livestreams, up from 10 percent a year earlier. In the US, beauty and personal care was the largest category, followed by womenswear and underwear and sports and outdoors. There were 803,500 US stores, but more than half recorded no sales at all, while more than 2,000 sold over 1 million dollars each, showing how concentrated success on the platform can be. Around 15.4 million creators promoted products through the TikTok Shop affiliate programme in the US.

Engagement

Engagement: TikTok still leads

For brands, TikTok offers far higher engagement than other major social networks. According to the 2026 Social Media Industry Benchmark Report from Rival IQ, now part of Quid, the median engagement rate per brand video on TikTok was 2.01 percent, compared with 0.30 percent per post on Instagram, 0.21 percent on YouTube and just 0.03 percent on X.

Median Brand Engagement Rate per Post by Platform, 2026 (%)Engagements (likes, comments, shares) divided by followers, median across industries.

Data:

Rival IQ and Quid, 2026 Social Media Industry Benchmark Report, based on 150 companies in each of 18 industries.

Note:

Facebook was not separately quantified in the published summary. Compiled by BusinessStats.Switch to the table for exact figures.



Almost seven times Instagram: brands on TikTok earned a median 2.01 percent engagement per video in 2026, against 0.30 percent per Instagram post.

Engagement on TikTok has softened as more brands crowd onto the platform and algorithms change, but it remains far ahead. The benchmark found that brands post about two TikTok videos a week, fewer than on Instagram, because video takes more effort to produce. Industries such as pharmaceuticals, higher education, alcohol and energy stood out for engagement on TikTok in 2026. Marketers also rate TikTok highly for return on investment, as shown in our data on [the social media platforms with the highest ROI](#) and [the platforms used by marketers worldwide](#).

Search

TikTok as a search engine

TikTok has become a place where people search, not just scroll, which makes it increasingly important for brand discovery. In an Adobe Express survey of 807 US consumers carried out in January 2026, 49 percent said they had used TikTok as a search engine, up from 41 percent in 2024. People use it to look for recipes, product reviews, travel ideas, beauty tutorials and local restaurants, often preferring short videos from real users to lists of links.

Search on TikTok complements rather than replaces Google for most people. The same survey found that the share of Gen Z consumers who said they were more likely to rely on TikTok than Google fell from 8 percent in 2024 to 4 percent in 2026, as AI chatbots such as ChatGPT also became part of how people look for information. For businesses, TikTok search is still a major opportunity: 58 percent of the 200 US small business owners surveyed had used TikTok for business promotion, and 38 percent had relied on TikTok influencers to promote or sell products. TikTok has responded by launching search ads and, in 2026, brand Search Hubs that appear at the top of search results.

Ad Products

Ad formats and AI tools

TikTok offers a range of advertising formats. In-feed ads appear between organic videos in the For You feed and are the most widely used. TopView ads are the first thing users see when they open the app, and Spark Ads allow brands to promote existing organic videos, including those made by creators, as paid ads. Branded effects, hashtag challenges and livestream shopping ads round out the options, while search ads and GMV Max campaigns target people who are actively looking for products or shopping on TikTok Shop.



Like Meta and Google, TikTok is pushing advertisers toward automation and AI. Its Smart+ campaigns automate targeting, budgets and placements, and its Symphony creative suite uses generative AI to produce videos, digital avatars, voiceovers in more than 30 languages and translations of existing ads. At its TikTok World event in May 2026, the company announced TopReach, which combines the TopView and first in-feed positions in a single coordinated buy, along with new tools linking search, creator content and commerce. For many small businesses, these tools lower the cost of producing the volume of video that TikTok requires.

Regulation

Regulation beyond the US

The US joint venture resolved the biggest regulatory threat, but TikTok faces scrutiny elsewhere. In May 2025, the Irish Data Protection Commission, the lead privacy regulator for TikTok in the European Union, fined the company 530 million euros for transferring the personal data of European users to China without adequate protection, one of the largest fines under the General Data Protection Regulation. The European Commission has also investigated TikTok under the Digital Services Act over advertising transparency, the protection of minors and election integrity. Several countries restrict advertising to children and teenagers, and India has banned the app entirely since 2020. For marketers, these rules shape what data can be used for targeting and which audiences can be reached, especially younger users.

Creators

Creators and influencer marketing

Much of TikTok marketing happens through creators rather than brand accounts. Brands pay creators to feature products, run branded hashtag challenges, and increasingly use affiliate commissions through TikTok Shop, where creators earn a share of each sale they drive. Creator-led content often outperforms polished brand ads because it looks native to the platform. The biggest accounts command enormous audiences, as shown in our ranking of [the most followed TikTok accounts](#), while trends spread through hashtags that can gather billions of views, tracked in our data on [the top TikTok hashtags](#).

The platform has built tools to support this economy, including the TikTok Creator Marketplace, now called TikTok One, which connects brands with creators and provides audience data, and Spark Ads, which let brands promote creator videos as paid ads. For smaller businesses, TikTok Shop affiliate programmes have lowered the barrier to working with creators, since sellers pay only when a sale is made.

Ownership

The new US joint venture

For advertisers, the biggest risk on TikTok was regulatory. A 2024 US law required ByteDance to sell the US business or face a ban, and the app briefly went dark in the United States in January 2025. The issue was resolved on 22 January 2026, when a new company, TikTok USDS Joint Venture, took over the US operations. Oracle, Silver Lake and the Abu Dhabi investment firm MGX each hold 15 percent, ByteDance keeps 19.9 percent, affiliates of existing ByteDance investors hold about 30 percent and other investors about 5 percent.

Ownership of TikTok USDS Joint Venture, 2026 (%) Equity stakes in the company that runs TikTok in the United States.

Data:

TikTok USDS Joint Venture ownership as announced at closing, 22 January 2026.

Note:

affiliates of existing investors include funds linked to firms such as General Atlantic and Susquehanna; percentages are rounded. Compiled by BusinessStats. Switch to the table for exact figures.

American control: new investors Oracle, Silver Lake and MGX hold 45 percent of TikTok in the US, and ByteDance keeps just under 20 percent.

The joint venture is led by chief executive Adam Presser, formerly head of operations at TikTok, and its board includes TikTok chief executive Shou Zi Chew alongside representatives of Silver Lake, Oracle and MGX. Oracle is responsible for storing US user data and overseeing the recommendation algorithm. For marketers, the practical effect has been continuity: the app, advertising tools and TikTok Shop have continued to operate, removing the threat of a ban that had held back some US ad budgets. Content moderation remains an area of scrutiny, as shown in our data on [TikTok accounts removed by reason](#).

Competition

TikTok vs Reels and Shorts

The success of TikTok has reshaped its rivals. Instagram launched Reels in 2020 and YouTube launched Shorts in 2021, both copying the full-screen, algorithm-driven video feed that TikTok popularised. YouTube



Shorts now generates more than 200 billion daily views worldwide, according to WARC, and Meta has made Reels the fastest-growing part of Instagram. For marketers, this means short-form video skills now pay off across several platforms, and many brands publish the same vertical videos on TikTok, Reels and Shorts.

Each platform has different strengths. YouTube has the largest reach, with ads reaching 254 million people in the US in late 2025, and earns more from advertising, at 40.4 billion dollars in 2025. Facebook and Instagram have more mature targeting and a larger base of older users. TikTok stands out for engagement, cultural trends and commerce: its brand engagement rates are several times higher than on Instagram, and TikTok Shop gives it a direct link between entertainment and purchase that YouTube and Instagram are still trying to match. The contest between the three will largely decide how short-form video advertising budgets are split over the next few years.

Ad Costs

What TikTok advertising costs

TikTok advertising is generally cheaper than Meta advertising in terms of cost per thousand impressions, although costs vary by market, audience and season. Industry benchmarks from 2025 put average US CPMs between about 6 and 13 dollars depending on the advertiser type, with click-through rates of around 1.8 to 2 percent and an average cost per click of about 0.31 dollars in one agency dataset. Costs rise in the fourth quarter, when retailers compete for holiday shoppers, and are usually highest in the United States, the United Kingdom and the Gulf states. Because TikTok ads must feel native to the feed, creative quality has a large effect on results, and advertisers typically refresh videos more often than on other platforms.

Outlook

What comes next for TikTok marketing

TikTok enters the second half of the 2020s in a stronger position than seemed likely a few years ago. Its US future is settled, its ad revenue is growing faster than its rivals, and TikTok Shop has shown that entertainment and shopping can merge at scale outside China. The main challenges are competition from Instagram Reels and YouTube Shorts, which copy its format, rising advertising costs as more brands arrive, softening organic engagement and continued regulatory scrutiny in Europe and elsewhere over data and the protection of young users.



For marketers, the direction is clear: short-form video, creator partnerships and social commerce are becoming central to the marketing mix, and TikTok is where those trends are most advanced. Our wider coverage of [social media](#), [Instagram](#), [YouTube](#) and [the platforms marketers plan to use](#) provides more context, and [TikTok downloads by quarter](#) tracks the growth of the app itself.

Key Facts

TikTok marketing in numbers

1.59B Adults reachable by TikTok ads January 2025. ~\$38B Ad revenue forecast 2026, WARC. \$64.3B TikTok Shop sales 2025, up 94 percent. 2.01% Median brand engagement Per video, 2026.

Together they show why TikTok has become an essential part of the marketing plan for brands of every size.

FAQ

Frequently Asked Questions

About 1.59 billion adults worldwide in January 2025, or 27.5 percent of all adults, according to DataReportal. In the US, TikTok ads reached 153 million adults by late 2025.

WARC forecast about 32.4 billion dollars in 2025 and, based on its January 2026 US forecast, about 38 billion dollars in 2026. TikTok does not publish its revenue.

The United States, with 136 million adults reachable in January 2025, followed by Indonesia with 108 million and Brazil with 91.7 million.

TikTok Shop sold 64.3 billion dollars of goods worldwide in 2025, up 94 percent, including 45.6 billion in Southeast Asia and 15.1 billion in the US, according to Momentum Works.

The median brand engagement rate per video was 2.01 percent in 2026, according to Rival IQ, far above Instagram at 0.30 percent and X at 0.03 percent.

Since 22 January 2026, TikTok USDS Joint Venture, owned 15 percent each by Oracle, Silver Lake and MGX, 19.9 percent by ByteDance and the rest by other investors, including affiliates of existing ByteDance investors.

Adults aged 25 to 34 made up 35.3 percent of the TikTok ad audience and those aged 18 to 24 30.7 percent in January 2025.



No. After a 2024 law required a sale, the US business was transferred to a joint venture with majority American ownership in January 2026, and the app continues to operate.

WARC projected in July 2026 that TikTok would overtake YouTube in global advertising revenue by 2030. YouTube earned 40.4 billion dollars from ads in 2025.

Sources

[DataReportal](#) - TikTok users, stats and advertising reach.

[DataReportal](#) - Digital 2026: The United States of America.

[WARC](#) - TikTok US ad revenue forecast, January 2026.

[WARC](#) - TikTok global ad revenue forecast, 2025.

[Momentum Works](#) - TikTok Shop 2025 report.

[Rival IQ and Quid](#) - 2026 Social Media Industry Benchmark Report.

[TikTok](#) - newsroom, including the TikTok USDS Joint Venture.

[Adobe Express](#) - using TikTok as a search engine, 2026 survey.

[Irish Data Protection Commission](#) - TikTok fine, May 2025.

TikTok does not publish user or revenue figures, so audience numbers come from its advertising tools and revenue figures are independent estimates. Advertising reach is not the same as monthly active users. All data compiled by BusinessStats.

STATISTICS REPORT

TikTok Shop GMV by Category: Statistics and Facts 2026

Updated Oct 6, 2026 · businessstats.com/gross-merchandise-value-tiktok-shops-worldwide-categories

\$64.3B GLOBAL GMV 2025	\$50.3B GLOBAL GMV H1 2026	\$15.1B US GMV 2025
\$45.6B SOUTHEAST ASIA GMV 2025	19% BEAUTY SHARE OF US GMV 2025	\$500M+ US BLACK FRIDAY WEEKEND 2025

Overview

TikTok Shop in numbers

TikTok Shop lets people buy products directly inside the TikTok app, from short videos, live streams and a shop tab. It began in Southeast Asia and the United Kingdom in 2021, launched in the United States in September 2023 and expanded to Europe, Latin America and Japan in 2024 and 2025. Gross merchandise value, or GMV, is the total value of goods sold before returns, cancellations and fees, and it is the standard way to measure the size of an online marketplace.

TikTok and its owner ByteDance do not publish GMV, so the figures in this report come from firms that track sales on the platform. Momentum Works, a Singapore research company, and Tabcut, a TikTok data tool, publish market totals. EchoTik, Charm.io, Kalodata and Cube Asia measure categories and brands, and NielsenIQ compares TikTok Shop with other retailers. TikTok short-video audiences, the base of these sales, are covered in our report on [countries with the most TikTok users](#).

+94%Global GMV growth 2025Momentum Works and Tabcut.16Markets in 2025Momentum Works count.#1Beauty in every measured marketUS, Brazil, Indonesia, SEA.#4US online health and beauty retailerNielsenIQ, March 2026. Global GMV

Global GMV: from 33 billion to 64 billion dollars

According to Momentum Works and Tabcut, TikTok Shop sold 33.2 billion dollars of goods worldwide in 2024. In 2025 GMV almost doubled, by 94 percent, to 64.3 billion dollars across 16 markets. Before 2024 the published series covers Southeast Asia only, where GMV grew from 0.6 billion dollars in 2021 to 4.4 billion dollars in 2022 and 16.3 billion dollars in 2023.

TikTok Shop Global Gross Merchandise Value, 2024 and 2025 (billion US dollars) All markets; estimates by Momentum Works and Tabcut, not disclosed by TikTok.

Data:

Momentum Works and Tabcut, TikTok Shop global reports (27 January 2025 and 11 February 2026).

Note:

an earlier January 2025 note from the same firms put 2024 at 32.6 billion dollars. Compiled by BusinessStats. Switch to the table for exact figures.

Almost doubled in a year: TikTok Shop added about 31 billion dollars of sales in 2025.

Growth has continued in 2026. The same firms estimate global GMV of 50.3 billion dollars in the first half of 2026, up 92 percent from 26.2 billion dollars a year earlier, and say TikTok Shop is on track to pass 100 billion dollars for the full year. The United States grew even faster than the global total in that period.

TikTok Shop GMV in the First Half, Global and United States (billion US dollars) January to June; estimates by Momentum Works and Tabcut.

Data:

Momentum Works and Tabcut, reports of 31 July 2025 and 6 August 2026.

Note:

US growth in H1 2026 was 103 percent, global growth 92 percent. Compiled by BusinessStats. Switch to the table for exact figures.

Doubling again: first-half GMV rose by about 24 billion dollars in a year, and the US share edged up from 22 to 23 percent.

These are independent estimates, not company figures, and press reports based on anonymous sources have given different numbers. Bloomberg reported in early 2024 that global GMV was about 20 billion



dollars in 2023, and Chinese media reported in January 2026 that 2025 GMV was close to 100 billion dollars. TikTok has confirmed none of these. For comparison with the largest marketplaces, see our reports on [Amazon](#), [Alibaba](#) and [PDD revenue](#).

GMV by Category

GMV by category: beauty first, womenswear second

The most complete category breakdown across markets comes from EchoTik, which tracked about 30.5 billion dollars of TikTok Shop sales in 15 countries in the second quarter of 2026. It publishes ranges rather than exact values. Beauty and personal care led with 9.0 to 9.5 billion dollars, followed by womenswear at 4.0 to 4.5 billion dollars, food and beverage and electronics at 2.5 to 3.0 billion dollars each, and sports and outdoor at 1.5 to 2.0 billion dollars.

TikTok Shop GMV by Top Category, Q2 2026 (billion US dollars) Midpoint of each range published by EchoTik; total tracked GMV about 30.5 billion dollars.

Data:

EchoTik, TikTok Shop 2026 Q2 report. Ranges: beauty 9.0 to 9.5, womenswear 4.0 to 4.5, food and beverage 2.5 to 3.0, electronics 2.5 to 3.0, sports and outdoor 1.5 to 2.0 billion dollars.

Note:

midpoints calculated by BusinessStats. Compiled by BusinessStats. Switch to the table for exact figures.

Beauty is in a league of its own: on EchoTik figures it accounts for about 30 percent of tracked GMV, more than twice the next category.

On these midpoints, beauty makes up about 30 percent of the tracked total and the top five categories together about 68 percent, with the rest spread over home goods, health, menswear, accessories, toys, pet products and collectibles. Food and beverage ranks unusually high compared with most online marketplaces, reflecting how well snacks, drinks and supplements sell through short videos and live streams.

In the United States, Charm.io estimates that beauty and personal care accounted for about 19 percent of TikTok Shop GMV in 2025, about 2.7 billion dollars, and womenswear about 12.5 percent, about 1.8 billion dollars. Momentum Works and Tabcut rank the same two categories first and second in the US in 2025, with sports and outdoors third. Monthly Kalodata snapshots for early 2025 show a similar order.



CATEGORY	KALODATA, JAN 2025	KALODATA, MAR 2025	CHARM.IO, FULL YEAR 2025
Beauty and personal care	18.6%	19.0%	about 19%
Womenswear	12.6%	12.8%	about 12.5%
Sports and outdoor	7.8%	n/a	n/a
Health	about 5%	7.5%	n/a

Momentum Works also tracks which categories are growing fastest and how prices move. In the US in 2025, the fastest growing were kids fashion, baby and maternity, and Muslim fashion, while average prices fell in 15 of 27 categories. Jewellery accessories saw the biggest price rise, at 36 percent.

Beauty

Beauty: the category that defines TikTok Shop

Beauty and personal care is the top category in every market for which data are published. In Brazil, Momentum Works and Tabcut measured beauty at 21.3 percent of TikTok Shop GMV in August 2025, a few months after launch. In Indonesia, Cube Asia puts beauty at about 26 percent of TikTok Shop GMV in the first quarter of 2026.

Beauty and Personal Care Share of TikTok Shop GMV, by Market (%) Latest published measurement for each market; periods differ.

Data:

EchoTik Q2 2026 report (share calculated by BusinessStats from range midpoints), Cube Asia Indonesia beauty report 2026, Momentum Works and Tabcut Brazil report (August 2025), Charm.io via Modern Retail (2025).

Note:

firms use different methods; shares are not strictly comparable. Compiled by BusinessStats. Switch to the table for exact figures.

One in five dollars or more: beauty takes between 19 and 30 percent of TikTok Shop sales wherever it is measured.

TikTok Shop is also winning share of the wider beauty market. Cube Asia estimates that TikTok holds 47 percent of online beauty sales in Indonesia in the first quarter of 2026, up from 17 percent in 2023 and 37



percent in 2025. In the United States, NielsenIQ ranked TikTok Shop the fourth largest online retailer of health and beauty products in March 2026, with sales of more than 4.4 billion dollars, up 84 percent. Nearly 10 percent of US households shop there, spending 118 dollars a year on average.

Quarterly data show the pace. Charm.io estimates US beauty GMV on TikTok Shop at 980 million dollars in the second quarter of 2026, up 82 percent from a year earlier. In the United Kingdom, TikTok says beauty sales grew 60 percent in 2025 and that NielsenIQ ranked it the fourth largest beauty retailer in the country on 2024 data. K-beauty is a particular strength: TikTok reported that US K-beauty sales rose 132 percent in its 2025 holiday season update.

Top Brands

Top brands: Medicube leads beauty

Brand rankings show how concentrated TikTok Shop sales can be. Charm.io estimates that Medicube, a Korean skincare brand, sold 62.8 million dollars on TikTok Shop US in the second quarter of 2026, the most of any beauty brand. Dr. Melaxin followed with 38.8 million dollars, ahead of Tarte, Based Bodyworks and Color Wow.

Top Beauty Brands on TikTok Shop US, Q2 2026 (million US dollars) Estimated gross merchandise value by brand, April to June 2026.

Data:

Charm.io estimates published by Beauty Independent, 14 July 2026.

Note:

EchoTik puts Medicube store sales higher, at 150 to 170 million dollars, using a different method that counts the whole store. Compiled by BusinessStats. Switch to the table for exact figures.

Korean skincare on top: the leading brand sold more than six times as much as the fifth.

Estimates for the same brand can differ widely between data firms, because some count only beauty products and others count the whole store, and each uses its own model of unseen sales. EchoTik, for example, ranks the largest US stores in the second quarter of 2026 as medicube (150 to 170 million dollars), Dr.Melaxin and QVC (45 to 55 million dollars each) and Mellow Sleep (25 to 35 million dollars). Earlier, in January 2025, Kalodata measured supplement brand MaryRuths at 5.3 million dollars for the month, with its liquid multivitamin selling more than 105,000 units.

GMV by Market

GMV by market: Southeast Asia still the largest region

Southeast Asia remains the largest region for TikTok Shop. Momentum Works and Tabcut estimate 45.6 billion dollars of GMV there in 2025, double the year before, against 15.1 billion dollars in the United States. That leaves about 3.6 billion dollars for the other markets combined, including the United Kingdom, Mexico, Brazil, Japan and the European countries launched in 2025.

TikTok Shop GMV by Region, 2025 (billion US dollars) Southeast Asia includes Indonesia, Thailand, Vietnam, Malaysia, the Philippines and Singapore.

Data:

Momentum Works and Tabcut, TikTok Shop 2025 report (global 64.3, Southeast Asia 45.6, United States 15.1 billion dollars).

Note:

other markets derived by BusinessStats as the remainder. Compiled by BusinessStats. Switch to the table for exact figures.

Seven in ten dollars from Southeast Asia: the region generated about 71 percent of TikTok Shop GMV in 2025.

Within Southeast Asia, Indonesia is the biggest single market at 13.1 billion dollars in 2025, the second largest TikTok Shop market after the United States. In the first half of 2025, Indonesia was briefly the largest market of all, at 6.0 billion dollars against 5.8 billion dollars in the US, before the US moved back ahead. Newer markets start small: Brazil, launched in May 2025, reached 46.1 million dollars of GMV in August 2025, according to Momentum Works and Tabcut.

MARKET	PERIOD	GMV
Global	2025	64.3 billion dollars
Southeast Asia	2025	45.6 billion dollars
United States	2025	15.1 billion dollars
Indonesia	2025	13.1 billion dollars
United States	H1 2026	11.8 billion dollars

Indonesia	H1 2025	6.0 billion dollars
Brazil	August 2025	46.1 million dollars

Country-level reach of the TikTok app, which shapes where TikTok Shop can grow next, is in our data on [TikTok penetration by country](#), and app download trends in our [TikTok quarterly downloads](#) series.

United States

United States: 15.1 billion dollars and climbing

The United States is the fastest growing large market. Momentum Works and Tabcut estimate US GMV at 9.0 billion dollars in 2024, the first full year after launch, and 15.1 billion dollars in 2025, up 68 percent. Charm.io puts 2025 US GMV at more than 14 billion dollars. In the first half of 2026, US GMV reached 11.8 billion dollars, up 103 percent.

TikTok Shop US Gross Merchandise Value, 2024 to 2026 (billion US dollars)2024 and 2025 measured; 2026 is a forecast from a different firm.

Data:

Momentum Works and Tabcut US reports; EMARKETER, TikTok Shop forecast, December 2025.

Note:

first-half 2026 GMV of 11.8 billion dollars suggests the forecast is within reach. Compiled by BusinessStats.Switch to the table for exact figures.

On track for more than 20 billion dollars: US sales grew 68 percent in 2025 and doubled again in the first half of 2026.

EMARKETER forecasts US TikTok Shop sales of 23.41 billion dollars in 2026, up 48 percent, and more than 30 billion dollars by 2028. It estimates that TikTok Shop accounted for 18.2 percent of US social commerce in 2025 and projects 57.7 million US buyers in 2026. US retail e-commerce trends more broadly are in our report on [retail e-commerce sales growth](#).

TikTok itself gave a growth figure at the start of the 2025 holiday season, saying US sales were up 120 percent year on year and that food sales had more than doubled. In May 2026 it said sales by US small businesses grew 66 percent in 2025, from more than 215,000 active small business sellers, up 25 percent.

Southeast Asia

Southeast Asia: second to Shopee

In Southeast Asia, TikTok Shop competes with Shopee, Lazada and Tokopedia, which TikTok took control of in 2024. Momentum Works estimates that total platform e-commerce in the region was 128.4 billion dollars in 2024. Shopee led with 66.8 billion dollars, followed by TikTok Shop with 22.6 billion dollars, Lazada with 18 billion dollars and Tokopedia with 12.8 billion dollars.

Southeast Asia E-Commerce GMV by Platform, 2024 (billion US dollars) Platform e-commerce in Indonesia, Thailand, Vietnam, Malaysia, the Philippines and Singapore.

Data:

Momentum Works, Ecommerce in Southeast Asia 2025 (June 2025).

Note:

others derived by BusinessStats from the 128.4 billion dollar total. Compiled by BusinessStats. Switch to the table for exact figures.

Number two together: TikTok Shop and Tokopedia combined had 35.4 billion dollars of GMV in 2024, about 28 percent of the region.

In 2025 the regional market grew 22.8 percent to 157.6 billion dollars. Momentum Works puts Shopee at 53 percent of the total and TikTok Shop and Tokopedia combined at 65.7 percent of Shopee GMV, which is about 35 percent of the market. The top three groups together held 98.8 percent. Content commerce, sales made through video and live streams, reached 49.7 billion dollars, 32 percent of all GMV, up from 20 percent in 2024.

Cube Asia, which measures the same platforms with a different method, puts Shopee at 59 percent, TikTok Shop at 31 percent and Lazada at 9 percent of 2025 GMV in the six main countries, with TikTok Shop growing 66 percent. Both firms agree on the direction: TikTok Shop is the only major platform gaining share quickly.

Sellers and Creators

Sellers and creators: more stores, more million-dollar sellers

The number of sellers and creators on TikTok Shop has grown as fast as sales. Momentum Works and Tabcut counted 803,500 US stores in 2025, more than half of them without a single sale, and 15.4 million influencers. Only 2,143 US stores sold more than 1 million dollars in the year, and 135 more than 10 million dollars. By the first half of 2026, there were 1.35 million stores and 20 million influencers.

MEASURE	2025 (FULL YEAR)	H1 2026
Stores	803,500	1.35 million
Stores selling more than 1 million dollars	2,143	more than 5,700
Stores selling more than 10 million dollars	135	506
Influencers	15.4 million	20 million

The number of stores selling more than 10 million dollars in six months of 2026 is almost four times the number that did so in the whole of 2025, a sign that sales are concentrating among larger sellers. TikTok said in its 2025 holiday report that brands with more than 10 million dollars of annual revenue grew their sales by 76 percent. Audience demographics behind these sales are in our data on the [distribution of TikTok users by gender](#).

Holiday Sales

Black Friday and Cyber Monday: TikTok official figures

Holiday sales are one of the few areas where TikTok publishes its own numbers. For 2024, TikTok said US sales on Black Friday alone passed 100 million dollars, three times the year before, with 165 percent more shoppers and about 500,000 live shopping sessions. A third of purchases went to small and medium businesses.

For 2025, TikTok said US sales over the four days from Black Friday to Cyber Monday passed 500 million dollars, its biggest weekend ever. It reported about 50 percent more shoppers, 760,000 live sessions with 1.6 billion views and nearly 10 million shoppable videos. The 2024 and 2025 figures cover different periods, one day and four days, so they cannot be compared directly. Holiday sales on a rival platform are in our data on [Amazon Prime Day sales](#).

MEASURE	2024	2025
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Period	Black Friday	Black Friday to Cyber Monday
Sales	more than 100 million dollars	more than 500 million dollars
Shopper growth	+165%	about +50%
Live sessions	about 500,000	760,000
Other	one third of purchases from SMBs	1.6 billion live views, nearly 10 million shoppable videos

Market Launches

Where TikTok Shop operates

TikTok Shop has expanded market by market. After early launches in Southeast Asia and the United Kingdom, it was forced to close in Indonesia in October 2023 under a new rule separating social media from e-commerce. In December 2023 TikTok agreed to invest 1.5 billion dollars for a 75.01 percent stake in Tokopedia, the online marketplace of GoTo, and moved its Indonesian shop onto that business.

MARKET	LAUNCH
United Kingdom	2021
Indonesia	2021 (closed October 2023, merged with Tokopedia 2024)
United States	September 2023
Ireland	December 2024
Mexico	February 2025
Germany, France and Italy	March 2025
Brazil	May 2025
Japan	June 2025
Austria, Belgium, the Netherlands and Poland	June 2026

Momentum Works counted 16 markets in 2025, and the four new European markets added in June 2026 take the total higher. TikTok says more than 100,000 European businesses sell on the platform. The breadth of audience across countries helps explain the pace: TikTok has said it has more than 1 billion users worldwide, as set out in our ranking of [social networks by number of users](#).



Key Facts

TikTok Shop in eight numbers

\$64.3B Global GMV 2025 Momentum Works and Tabcut. \$50.3B Global GMV H1 2026 Up 92 percent. \$45.6B Southeast Asia GMV 2025 Doubled in a year. \$15.1B US GMV 2025 Up 68 percent. \$9.0-9.5B Beauty GMV, Q2 2026 EchoTik, 15 markets. 47% TikTok share of Indonesian online beauty Cube Asia, Q1 2026. \$62.8M Medicube US sales, Q2 2026 Charm.io. \$500M+ US BFCM sales 2025 TikTok. FAQ

Questions about TikTok Shop sales and categories

GMV, or gross merchandise value, is the total value of goods sold on TikTok Shop before returns and fees. TikTok does not publish it; research firms Momentum Works and Tabcut estimate 64.3 billion dollars for 2025.

Momentum Works and Tabcut estimate global GMV of 64.3 billion dollars in 2025, up 94 percent from 33.2 billion dollars in 2024.

Beauty and personal care. It is the top category in every market measured, with about 19 percent of US GMV in 2025 according to Charm.io and about 30 percent of tracked GMV in 15 markets in Q2 2026 according to EchoTik.

Womenswear. It accounted for about 12.5 percent of US GMV in 2025 according to Charm.io, and 4.0 to 4.5 billion dollars across 15 markets in Q2 2026 according to EchoTik.

Momentum Works and Tabcut estimate US GMV at 15.1 billion dollars in 2025 and 11.8 billion dollars in the first half of 2026. EMARKETER forecasts 23.41 billion dollars for 2026.

The United States, with 15.1 billion dollars in 2025, followed by Indonesia with 13.1 billion dollars. Southeast Asia as a region is larger than the US, at 45.6 billion dollars.

Medicube, a Korean skincare brand, with an estimated 62.8 million dollars of US sales in Q2 2026, according to Charm.io.

TikTok says US sales passed 500 million dollars over the 2025 Black Friday to Cyber Monday weekend, and 100 million dollars on Black Friday 2024 alone.

Momentum Works and Tabcut say TikTok Shop is on track to exceed 100 billion dollars of GMV in 2026, after 50.3 billion dollars in the first half.

Sources

[Momentum Works and Tabcut](#) - TikTok Shop global and US reports, 2025 and 2026, and Ecommerce in Southeast Asia 2025 and 2026.

[EchoTik](#) - TikTok Shop 2026 Q2 report, GMV by category and store.

[Cube Asia](#) - Indonesia beauty e-commerce 2026 and Southeast Asia platform shares 2025.

[NielsenIQ](#) - How TikTok Shop is reshaping beauty e-commerce in the US, March 2026.

[Charm.io](#) - TikTok Shop US category and beauty brand estimates, 2025 and Q2 2026.

[Kalodata](#) - TikTok Shop US monthly category data, 2025.

[EMARKETER](#) - US TikTok Shop sales and buyer forecasts, December 2025.

[TikTok Newsroom](#) - Black Friday to Cyber Monday 2024 and 2025, holiday season 2025 and UK beauty updates.

TikTok does not disclose TikTok Shop GMV. Totals, category values and brand sales are estimates by independent research firms using their own tracking methods and are not comparable across firms. Midpoints of ranges, shares, remainders and growth comparisons are BusinessStats calculations. Holiday and seller figures are as stated by TikTok. Unconfirmed press reports of internal targets were removed from this edition.

STATISTICS REPORT

TikTok leading hashtags worldwide 2026, by post views

 Updated May 20, 2026 · businessstats.com/tiktok-top-hashtags-by-post-views

51.2T #FYP — MOST VIEWED TIKTOK HASHTAG (APRIL 2026)	30.8T #FORYOU — #2 MOST VIEWED HASHTAG	3 of 20 DISCOVERY HASHTAGS IN TOP 5 (#FYP, #FORYOU, #FORYOUPAGE)
2.1T #GAMING — #20, FASTEST GROWING CATEGORY HASHTAG	+14% AVERAGE VIEW COUNT GROWTH 2024 TO 2026 ACROSS TOP 10	~240T COMBINED VIEWS — TOP 20 HASHTAGS (APRIL 2026)

Overview

Most-used hashtags on TikTok worldwide as of April 2026, by post views

TikTok's most-viewed hashtags as of April 2026 are dominated by discovery-oriented tags — #fyp, #foryou, #foryoupage, #viral, and #trending — that creators add to posts with the goal of increasing reach and algorithmic distribution. These five hashtags together account for approximately 145 trillion views, representing approximately 60% of the top 20 hashtags' combined view total. This dominance of discovery hashtags is specific to TikTok: on Instagram or YouTube, the most-viewed tags tend to reflect specific content categories (fashion, travel, food) rather than platform-level discovery mechanics. TikTok's discovery-hashtag dominance reflects the platform's culture of creators explicitly trying to signal their content to TikTok's For You Page algorithm, even though TikTok has stated these tags have no direct algorithmic effect. The broader social media statistics context is in our [social media statistics and facts analysis](#).

The scale of TikTok's hashtag view numbers — measured in trillions rather than billions — reflects TikTok's extraordinary content consumption rate. With approximately 2.18 billion monthly active users spending an average of approximately 95 minutes per day on the platform, TikTok generates an enormous volume of video plays. A single trending hashtag challenge can accumulate tens of billions of additional views within days of going viral, contributing to the cumulative totals shown in this ranking. These view totals are lifetime cumulative figures, not single-year counts — #fyp's 51.2 trillion views have accumulated since the

hashtag became widespread in 2019. The TikTok user base generating these views is in our [TikTok penetration by country analysis](#).

Full Hashtag Ranking

Top 20 TikTok Hashtags by Post Views (April 2026, Trillions of Views)

Most-used TikTok hashtags worldwide — total post views — April 2026 — trillions of views Most-Used TikTok Hashtags by Post Views — Top 20 (April 2026, Trillions of Views) #fyp 51.2T. #foryou 30.8T. #foryoupage 25.4T. #viral 20.2T. #trending 17.8T. #tiktok 15.1T. #funny 12.4T. #love 10.2T. #dance 8.6T. #comedy 7.4T. #cute 6.2T. #music 5.8T. #follow 5.1T. #food 4.6T. #beauty 4.1T. #memes 3.8T. #art 3.2T. #sports 2.9T. #travel 2.6T. #gaming 2.1T. Sources: TikTok platform data, Statista April 2026. ±5-10% per hashtag. 51.2T#fyp — #1

Discovery / platform hashtags Content category hashtags

The content-category hashtags in the ranking — #funny (12.4T), #love (10.2T), #dance (8.6T), #comedy (7.4T), #music (5.8T), #food (4.6T), #beauty (4.1T) — reveal which content categories drive the most cumulative views on TikTok globally. Entertainment and emotion-driven content (#funny, #love, #comedy) collectively accumulates more views than any other content category group, consistent with TikTok's positioning as an entertainment-first platform. #dance at 8.6 trillion views reflects TikTok's cultural roots in music and choreography — the dance challenge format that defined TikTok's early identity continues to generate enormous view volumes. The daily social media usage patterns that drive these view accumulations are in our [daily social media usage worldwide analysis](#).

Full Data Table

Top 20 TikTok Hashtags by Post Views Full Data Table (April 2026)

Most-Used TikTok Hashtags by Post Views — April 2026 (TikTok Platform Data / Statista) Click column to sort

RANK	HASHTAG	POST VIEWS (TRILLIONS)	% OF TOP 20 TOTAL	CATEGORY	TYPE
1	#fyp	51.2T	21.3%	Discovery	Algorithm/Discovery
2	#foryou	30.8T	12.8%	Discovery	Algorithm/Discovery
3	#foryoupage	25.4T	10.6%	Discovery	Algorithm/Discovery



4	#viral	20.2T	8.4%	Discovery	Algorithm/Discovery
5	#trending	17.8T	7.4%	Discovery	Algorithm/Discovery
6	#tiktok	15.1T	6.3%	Platform	Platform/Branding
7	#funny	12.4T	5.2%	Entertainment	Content Category
8	#love	10.2T	4.2%	Emotion	Content Category
9	#dance	8.6T	3.6%	Entertainment	Content Category
10	#comedy	7.4T	3.1%	Entertainment	Content Category
11	#cute	6.2T	2.6%	Lifestyle	Content Category
12	#music	5.8T	2.4%	Entertainment	Content Category
13	#follow	5.1T	2.1%	Growth	Growth/Community
14	#food	4.6T	1.9%	Lifestyle	Content Category
15	#beauty	4.1T	1.7%	Beauty/Lifestyle	Content Category
16	#memes	3.8T	1.6%	Entertainment	Content Category
17	#art	3.2T	1.3%	Creative	Content Category
18	#sports	2.9T	1.2%	Sports	Content Category
19	#travel	2.6T	1.1%	Travel	Content Category
20	#gaming	2.1T	0.9%	Gaming	Content Category
—	Top 20 Total	~240T	100%	—	—

Sources: TikTok platform hashtag discovery page data April 2026. Statista TikTok hashtag statistics April 2026. Social Blade hashtag tracking. ±5–10% per hashtag. All view counts are lifetime cumulative totals from hashtag first use through April 2026 — not single-year figures. TikTok rounds displayed view counts. "T" = trillion views.

#tiktok at #6 (15.1 trillion views) — the platform's own brand hashtag — is used by creators attributing content to TikTok itself, sharing TikTok reposts, or simply identifying their content as TikTok-native. Its 15.1 trillion view total reflects both the platform's enormous content volume and the universal habit among creators of tagging their content with the platform name. #follow at #13 (5.1 trillion views) is a growth-

oriented tag used by creators seeking new followers — its presence in the top 15 illustrates that creator-growth strategies have generated billions of views through posts explicitly seeking audience expansion. The most-followed creators accumulating audiences from these hashtags are in our [most-followed TikTok creators analysis](#).

#fyp — The 51T View Giant

#fyp: 51.2 Trillion Views The Most Used Hashtag in TikTok History

#fyp stands for "For You Page" — TikTok's primary content discovery feed that shows each user algorithmically recommended videos based on their viewing history and engagement patterns. The tag became widespread in 2019 when TikTok's early creator community developed the belief that including #fyp in post captions would signal to TikTok's algorithm to distribute content more widely to non-following audiences. Despite TikTok publicly stating that generic hashtags do not directly influence For You Page distribution, the habit became deeply embedded in creator culture and is now near-universal among TikTok content creators globally. The result is a hashtag with 51.2 trillion cumulative views — the most of any tag on the platform. The number of TikTok users globally that interact with these hashtags is in our [countries with the most TikTok users analysis](#).

Top 5 discovery hashtags on TikTok — cumulative post views — April 2026 (trillions) Top 5 TikTok Discovery Hashtags by Post Views (April 2026, Trillions) #fyp: 51.2T. #foryou: 30.8T. #foryoupage: 25.4T. #viral: 20.2T. #trending: 17.8T. Combined: 145.4T = 60.6% of top 20 total. Sources: TikTok platform data, Statista April 2026. ±5-10%. 145.4TDiscovery total 60.6%of top 20 views

The practical value of #fyp for creators remains debated in the TikTok creator community. While TikTok has confirmed that generic discovery hashtags do not boost algorithmic reach, their continued use in billions of posts means that users searching for content via hashtag discovery will encounter enormous volumes of tagged posts. For new creators, the real benefit of discovery hashtags may be in content discovery searches rather than algorithmic effects — users who browse #fyp or #foryou as discovery mechanisms encounter tagged content. The social media usage reasons that drive creator hashtag strategies are in our [social media usage reasons worldwide analysis](#).

By Content Category

Discovery Hashtags 60% of Top 20 Views Entertainment and Lifestyle Lead Content Categories

Aggregating the top 20 hashtags by their category type reveals that discovery and algorithm-targeting hashtags account for approximately 60.6% of total views among the top 20 — a reflection of TikTok creator culture's focus on maximising algorithmic reach. Among genuine content-category hashtags, entertainment (combining #funny, #dance, #comedy, #music, #memes) accounts for approximately 38 trillion views — by far the largest content-specific category. This distribution confirms TikTok's identity as an entertainment-first platform: the most-viewed content categories are entertainment, comedy, and music rather than information, news, or education categories. The social media platforms used by marketers to reach these content audiences are in our [social media platforms used by marketers worldwide analysis](#).

TikTok top 20 hashtag views aggregated by content category type — April 2026 (trillions) TikTok Top 20 Hashtag Views by Content Category Type (April 2026, Trillions) Discovery/Algo: 145.4T (#fyp, #foryou, #foryoupage, #viral, #trending). Entertainment: 38.7T (#funny, #dance, #comedy, #music, #memes). Platform: 15.1T (#tiktok). Lifestyle: 17.0T (#cute, #food, #beauty). Emotion/Social: 10.2T (#love). Growth: 5.1T (#follow). Creative/Other: 14.0T (#art, #sports, #travel, #gaming). Sources: TikTok platform data aggregated by category, Statista April 2026. 60.6%Discovery share

Total views in category (trillions)

The lifestyle category hashtags — #cute (6.2T), #food (4.6T), #beauty (4.1T) — together accumulate approximately 14.9 trillion views, making lifestyle TikTok's third-largest content-category type by hashtag views after entertainment. This reflects TikTok's increasingly important role as a lifestyle and commerce platform — beauty, food, and lifestyle content has become among TikTok's most commercially valuable content for advertisers, even though the view counts are lower than pure entertainment categories. The TikTok revenue context for how these content categories monetise is in our [internet companies revenue analysis](#).

View Count Trends 2022-2026

Top 10 Hashtag Views Growing 13-19% from 2024 to 2026 as TikTok User Base Expands

Tracking the top 10 hashtags' cumulative view counts from 2022 to 2024 to April 2026 shows consistent growth across all tracked hashtags — reflecting TikTok's expanding user base and increasing content

creation volume. The average growth rate from 2024 to April 2026 is approximately 14-16% across the top 10, broadly consistent with TikTok's approximately 5% annual user growth plus increased per-user content consumption. #dance shows the fastest view count growth (+19.4% from 2024 to 2026), reflecting the continued popularity of the TikTok dance challenge format and new cohorts of young users discovering dance content as their primary TikTok engagement modality. The global social network penetration trend driving these user base increases is in our [social network penetration worldwide analysis](#).

TikTok top 10 hashtags cumulative post views — 2022 vs 2024 vs April 2026 (trillions) TikTok Top 10 Hashtag Views — 2022 vs 2024 vs April 2026 (Trillions of Post Views) #fyp: 32.4T (2022), 44.8T (2024), 51.2T (Apr 2026). #foryou: 20.1T, 26.4T, 30.8T. #foryoupage: 16.2T, 21.8T, 25.4T. #viral: 12.8T, 17.2T, 20.2T. #trending: 11.2T, 15.4T, 17.8T. Sources: TikTok platform data, Statista 2022/2024/2026. ±5-10%. +14.3%#fyp growth 2024-2026 +19.4%#dance fastest growing

#trending's view growth from 11.2 trillion (2022) to 17.8 trillion (April 2026) — a +58.9% increase over four years — suggests this hashtag is growing faster than the platform's overall user base, indicating that creator adoption of #trending is increasing as a percentage of all posts rather than just growing with the user base. This trend reflects a creator culture shift where more creators are explicitly seeking to participate in and capitalise on trending content moments, using the hashtag to signal their content's relevance to current platform trends. The biggest social media platforms context for TikTok's trending culture is in our [biggest social media platforms by users analysis](#).

Niche Content Hashtags

Food, Beauty, Gaming Niche Category Hashtags with High Commercial Value Despite Lower View Counts

While the highest-viewed TikTok hashtags are dominated by generic discovery and entertainment tags, the niche content category hashtags — #food (4.6T), #beauty (4.1T), #gaming (2.1T), #travel (2.6T), #sports (2.9T) — represent some of TikTok's highest commercial value advertising environments despite their lower absolute view counts. Food and beauty hashtags in particular attract advertising rates significantly above TikTok's overall average CPM (cost per thousand views), because users who actively seek out and engage with food or beauty content are demonstrably interested in relevant product categories — making them high-value advertising targets. The social media marketing context for these niche hashtag audiences is in our [social media news source analysis](#).



Growth rate of selected TikTok hashtags — 2024 to April 2026 — percentage change in cumulative post views
TikTok Hashtag View Count Growth Rate — 2024 to April 2026 (% Change) #dance +19.4%. #gaming +18.2%. #food +17.9%. #foryou +16.7%. #trending +15.6%. #fyp +14.3%. #beauty +17.4%. #art +14.3%. #sports +16.0%. #travel +13.0%. Sources: TikTok platform data 2024 vs April 2026 comparison. Statista. ±5-10%. +19.4%#dance — fastest growth

% growth in hashtag views 2024 to April 2026

#gaming's +18.2% view growth — the second fastest in the tracked dataset — reflects TikTok's ongoing expansion into gaming content through its TikTok Gaming hub, creator partnerships with major game publishers, and the growing overlap between TikTok's young demographic and gaming culture. Gaming content on TikTok spans from short-form gameplay clips and highlights to commentary, reviews, and gaming challenge videos. The TikTok gaming audience is heavily male-skewed compared to TikTok's overall gender distribution, making gaming hashtags among the best ways to reach male-majority TikTok audiences. The TikTok gender distribution context for this is in our [TikTok gender distribution analysis](#).

Food and Beauty Hashtag Deep Dive

Top Food and Beauty Sub-Hashtags FoodTok and GRWM Among Fastest Growing Niche Tags

Within the food and beauty categories, specific sub-hashtags have developed massive followings. In food content, #foodtok (3.8T views) — a TikTok-native compound of "food" and "TikTok" — has become one of the platform's signature community identifiers, comparable to #BookTok or #FashionTok. The #GRWM hashtag (Get Ready With Me, 3.4T views) in beauty represents a specific content format rather than just a category — the "GRWM" video format of filming oneself getting ready, typically while narrating thoughts, is one of TikTok's most distinctive creator formats and has generated billions of views. The global economy context for the commerce generated by food and beauty TikTok content is in our [global economy analysis](#).

Top food and beauty sub-hashtags on TikTok — cumulative post views — April 2026 (trillions)
Top Food and Beauty TikTok Sub-Hashtags by Post Views (April 2026, Trillions)
Food: #food 4.6T, #foodtok 3.8T, #cooking 3.2T, #recipe 2.8T, #foodie 2.4T. Beauty: #beauty 4.1T, #makeup 3.6T, #skincare 2.9T, #GRWM 3.4T, #glam 2.2T. Sources: TikTok platform data April 2026, Statista. ±5-10%. 16.8TFood sub-tags total 16.2TBeauty sub-tags total

TikTok Shop's integration with food and beauty content has made these hashtag categories among the platform's highest-converting advertising and commerce environments. In markets where TikTok Shop is



active (Indonesia, UK, USA, Southeast Asia), #recipe and #foodtok content frequently incorporates direct product purchasing links, and #makeup and #skincare posts are among the highest-converting TikTok Shop categories. The world population context for the audiences engaging with these commercial hashtags is in our [world population analysis](#).

All top 20 TikTok hashtags by post views — April 2026 — trillions of views
 Top 20 TikTok Hashtags Full Comparison (April 2026, Trillions of Post Views)
 Gold = discovery/platform/growth hashtags. Blue = content category hashtags.
 Sources: TikTok platform data, Statista April 2026. ±5-10% per hashtag.
 ~240T Top 20 combined

Discovery / platform hashtags Content category hashtags Key Statistics

TikTok Most-Used Hashtags by Views Key Statistics (April 2026)

51.2T #fyp — Most Viewed TikTok Hashtag, 51.2 Trillion Cumulative Post Views (April 2026) #fyp (For You Page) has approximately 51.2 trillion cumulative post views as of April 2026 — the most of any hashtag on TikTok and more views than the next two most-viewed hashtags combined (#foryou 30.8T + #foryoupage 25.4T = 56.2T). The hashtag became widespread in 2019 when creators adopted the belief — later denied by TikTok — that it boosts algorithmic distribution. Despite lacking proven algorithmic effect, near-universal creator adoption has made it TikTok's defining hashtag. Source: TikTok platform data, Statista April 2026. ±5-10%. 60.6% Discovery Hashtags Share — 5 Discovery Tags Account for 60.6% of Top 20 Hashtag Views The five discovery-oriented hashtags (#fyp, #foryou, #foryoupage, #viral, #trending) together account for approximately 145.4 trillion views — approximately 60.6% of the top 20 hashtags' combined total of ~240 trillion views. This dominance of discovery hashtags is specific to TikTok's creator culture and reflects widespread belief that these tags influence algorithmic distribution, despite TikTok's statements to the contrary. Source: TikTok platform data aggregated April 2026. ±5-10%. +19.4% #dance Fastest Growing — 19.4% View Count Growth 2024 to April 2026 #dance has the fastest view count growth of the tracked hashtags at +19.4% from 2024 to April 2026, reaching approximately 8.6 trillion cumulative views. This growth rate exceeds TikTok's overall user growth rate (~5% annually), indicating increasing per-user creation and consumption of dance content rather than just user base expansion. Dance challenge formats continue to drive significant new view volume as new user cohorts discover the format. Source: TikTok platform data 2024 vs April 2026. ±5-10%. 4.6T #food — Highest-Viewed Commercial Category Hashtag, 4.6 Trillion Views #food (4.6 trillion views) is the most-viewed specific commercial content category hashtag in the top 20 ranking, followed closely by #beauty (4.1T). Together with sub-tags

#foodtok (3.8T), #cooking (3.2T), #recipe (2.8T), and #foodie (2.4T), food-related hashtags accumulate approximately 16.8 trillion combined views. In TikTok Shop markets, food hashtag content is among the highest-converting e-commerce categories. Source: TikTok platform data April 2026. $\pm 5\text{--}10\%$. ~240T

Top 20 Combined Views — 240 Trillion Total Post Views Across Top 20 Hashtags The top 20 most-viewed TikTok hashtags together account for approximately 240 trillion cumulative post views as of April 2026. This extraordinary figure reflects TikTok's approximately 2.18 billion monthly active users spending an average of approximately 95 minutes daily on the platform generating views across tagged content. The figure is a lifetime cumulative total from each hashtag's first use through April 2026. Source: TikTok platform data aggregated, Statista April 2026. $\pm 5\text{--}10\%$.

2.1T #gaming — #20 in Ranking but Among Fastest Growing at +18.2% 2024 to 2026 #gaming ranks #20 in the top 20 with approximately 2.1 trillion views — the lowest of the top 20 — but shows +18.2% view growth from 2024 to April 2026, the second fastest growth rate in the tracked dataset. Gaming content on TikTok is among the platform's most male-skewed content categories and is growing faster than the platform average. TikTok Gaming hub launches and creator partnerships with major game publishers are driving accelerating gaming content creation. Source: TikTok platform data April 2026. $\pm 5\text{--}10\%$. FAQ

Frequently Asked Questions Most-Used TikTok Hashtags 2026

#fyp (For You Page) is the most used TikTok hashtag in 2026 with approximately 51.2 trillion cumulative post views as of April 2026. It is followed by #foryou (30.8T) and #foryoupage (25.4T). These three discovery hashtags together account for approximately 107 trillion views — more than all other top 20 hashtags combined. Source: TikTok platform data, Statista April 2026. $\pm 5\text{--}10\%$.

#fyp stands for "For You Page" — TikTok's main algorithmic content discovery feed. Creators add #fyp to posts in the belief that it signals TikTok's algorithm to distribute content more widely. TikTok has stated that generic hashtags do not directly influence For You Page distribution, but creator use remains near-universal. The hashtag has accumulated 51.2 trillion views since becoming widespread in 2019. Source: TikTok platform statements, Statista April 2026.

TikTok has publicly stated that **generic discovery hashtags (#fyp, #foryou, #viral) do not directly boost algorithmic distribution**. However, specific niche hashtags can help content appear in hashtag search results when users actively browse content via hashtag discovery. Specific, relevant hashtags (e.g., #foodtok for food content, #GRWM for beauty tutorials) are more likely to reach genuinely interested audiences than generic discovery tags. Source: TikTok official creator guidelines, TikTok Newsroom.

#viral has approximately **20.2 trillion cumulative post views as of April 2026** — ranking it #4 among all TikTok hashtags. Like #fyp and #foryou, #viral is a discovery-oriented hashtag used by creators seeking wider distribution. It grew from approximately 12.8 trillion views in 2022 to 20.2 trillion by April 2026, representing approximately 58% cumulative growth over four years. Source: TikTok platform data, Statista April 2026. ±5–10%.

The most-viewed food hashtags on TikTok as of April 2026 are: **#food (4.6T views), #foodtok (3.8T), #cooking (3.2T), #recipe (2.8T), and #foodie (2.4T)**. #foodtok is a TikTok-native compound tag that signals food content to TikTok's food-interested user communities. For food creators, using a combination of broad (#food) and specific (#recipe, #cooking) hashtags alongside any applicable trend tags is generally recommended. Source: TikTok platform data April 2026. ±5–10%.

After #fyp (51.2T), the most-viewed TikTok hashtags as of April 2026 are: **#foryou (30.8T), #foryoupage (25.4T), #viral (20.2T), #trending (17.8T), #tiktok (15.1T), #funny (12.4T), #love (10.2T), #dance (8.6T), and #comedy (7.4T)**. The first five are all discovery-oriented tags; #funny (7th) is the most-viewed genuine content-category hashtag. Source: TikTok platform data, Statista April 2026. ±5–10%.

Top TikTok hashtag view counts are growing at approximately **13–19% from 2024 to April 2026** across the top 10 tracked hashtags. The fastest growing are #dance (+19.4%), #gaming (+18.2%), and #beauty (+17.4%). This growth rate reflects a combination of TikTok's expanding user base (~5% annually) and increasing per-user content consumption. #fyp grew from approximately 44.8 trillion views in 2024 to 51.2 trillion by April 2026 (+14.3%). Source: TikTok platform data comparison 2024 vs April 2026. ±5–10%.

#GRWM stands for "Get Ready With Me" — a TikTok content format in which creators film themselves getting ready (applying makeup, choosing outfits, doing hair) while narrating their thoughts. It has approximately 3.4 trillion cumulative views as of April 2026 and is one of TikTok's most distinctive creator formats. GRWM content crosses beauty, fashion, and personal vlogging categories and is among TikTok's most commercially valuable formats for beauty and fashion brands. Source: TikTok platform data April 2026. ±5–10%.

Sources

TikTok Platform Data — Hashtag Discovery Page View Counts (April 2026) — Primary source for all hashtag cumulative view count figures. TikTok displays total post view counts for each hashtag on its hashtag search and discovery pages. Figures are rounded estimates as displayed by TikTok. ±5–10% per hashtag.



[Statista — Most Popular TikTok Hashtags by Views April 2026](#) — Secondary cross-validation source for hashtag view counts and trend data. Statista compiles TikTok platform hashtag data and Social Blade tracking into its TikTok statistics database.

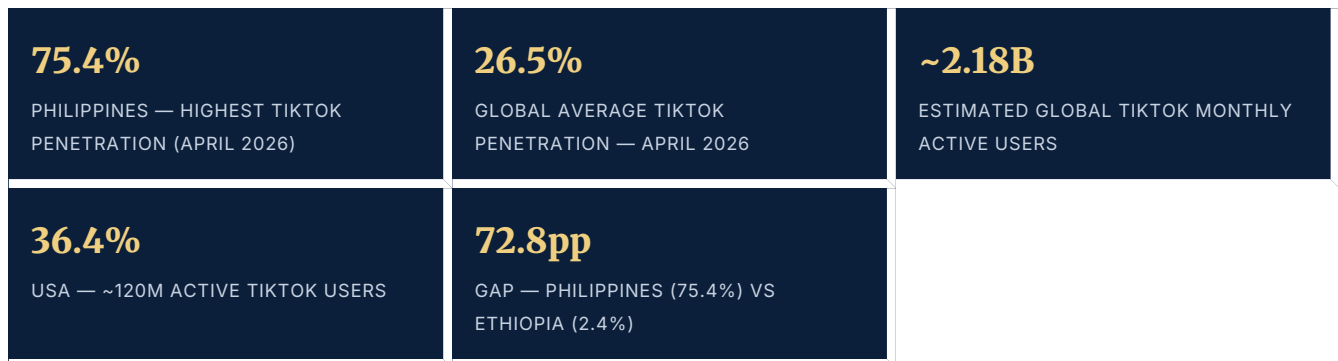
[Social Blade — TikTok Hashtag Tracking 2022–2026](#) — Secondary source for historical hashtag view count tracking and trend comparison between 2022, 2024, and April 2026.

[TikTok Newsroom — Creator Guidelines and Algorithm Transparency Statements](#) — Source for TikTok's official statements regarding hashtag effects on algorithmic distribution, including the statement that generic discovery hashtags (#fyp, #foryou) do not directly influence For You Page recommendations.

All hashtag view counts represent lifetime cumulative post views from hashtag first use through April 2026 — not single-year figures. TikTok rounds displayed view counts (e.g., "51.2T" = approximately 51.2 trillion). ±5–10% per hashtag. Growth rates calculated from historical Social Blade and Statista data. Not investment advice.

STATISTICS REPORT

TikTok penetration in selected countries and territories as of April 2026

Updated May 19, 2026 · businessstats.com/tiktok-penetration-worldwide-by-country


Overview

TikTok penetration in selected countries and territories as of April 2026

TikTok penetration data across 23 countries reveals a striking geographic divide. Unlike Facebook or YouTube — which show broadly consistent penetration across high-income markets — TikTok is highest in Southeast Asia and the Middle East, and considerably lower in Europe and North America. This pattern reflects TikTok's origins as a mobile-first platform with deep roots in markets that adopted short-form video earliest. The Philippines at 75.4% — three in four Filipinos using TikTok monthly — represents the extreme: a market where TikTok has become the dominant social platform rather than a supplementary one. The broader social media landscape these numbers sit within is in our [social media statistics and facts analysis](#).

The India ban — effective since June 2020 — is the single most consequential event in TikTok's global penetration story. At the time of the ban, India had approximately 200 million TikTok users and was growing at one of the fastest rates globally. Without the ban, India could have reached 400–500 million users by 2026, potentially becoming TikTok's largest market by user count globally. The ban has cost TikTok approximately 2–3 percentage points of potential global penetration and billions in foregone advertising revenue. The social media usage reasons driving TikTok adoption globally are in our [social media usage reasons worldwide analysis](#).

Full Country Ranking

Philippines 75.4% to Ethiopia 2.4% — TikTok Penetration Across 23 Countries (April 2026)

TikTok active user penetration rate — % of total national population — 23 selected countries — April 2026

TikTok Penetration Rate — 23 Selected Countries (April 2026, % of Total Population) Philippines 75.4%, Thailand 70.2%, Saudi Arabia 68.1%, UAE 65.8%, Malaysia 64.2%, Indonesia 61.8%, Vietnam 58.4%, Mexico 56.2%, Brazil 54.7%, Turkey 52.3%, Egypt 38.6%, USA 36.4%, UK 34.8%, South Korea 34.6%, Australia 33.9%, Canada 33.1%, France 32.8%, Germany 27.4%, Russia 18.6%, Japan 16.2%, Nigeria 12.4%, Pakistan 6.8%, Ethiopia 2.4%. Global avg 26.5%. India excluded — banned June 2020. Sources: DataReportal We Are Social April 2026. ±3-5pp. 75.4%Philippines — #1

Above global average (26.5%) Below global average

South Korea's relatively modest TikTok penetration (34.6%) — far below Southeast Asian peers — reflects strong domestic platform competition from Naver, Kakao, and YouTube Shorts alongside cultural preference for domestic platforms. Japan at 16.2% reflects similar dynamics: LINE and domestic platforms dominate, and Japan's very high median age (approximately 49) means large cohorts of older adults with low TikTok adoption. The daily social media usage context for these markets is in our [daily social media usage worldwide analysis](#).

Full Data Table

TikTok Penetration by Country — Full Data Table (April 2026)

TikTok Active User Penetration — 23 Selected Countries (April 2026, DataReportal / We Are Social) Click column to sort

RANK	COUNTRY	TIKTOK PEN.	VS GLOBAL AVG	OVERALL SM PEN.	TIKTOK / SM	REGION
1	Philippines	75.4%	+48.9pp	73.1%	~103%	SE Asia
2	Thailand	70.2%	+43.7pp	79.2%	~89%	SE Asia
3	Saudi Arabia	68.1%	+41.6pp	82.7%	~82%	Middle East
4	UAE	65.8%	+39.3pp	99.0%	~66%	Middle East
5	Malaysia	64.2%	+37.7pp	~74%	~87%	SE Asia



6	Indonesia	61.8%	+35.3pp	59.4%	~104%	SE Asia
7	Vietnam	58.4%	+31.9pp	71.8%	~81%	SE Asia
8	Mexico	56.2%	+29.7pp	67.4%	~83%	L. America
9	Brazil	54.7%	+28.2pp	67.9%	~81%	L. America
10	Turkey	52.3%	+25.8pp	64.8%	~81%	Middle East
11	Egypt	38.6%	+12.1pp	41.2%	~94%	N. Africa
12	United States	36.4%	+9.9pp	81.1%	~45%	N. America
13	United Kingdom	34.8%	+8.3pp	81.3%	~43%	N. Europe
14	South Korea	34.6%	+8.1pp	89.3%	~39%	E. Asia
15	Australia	33.9%	+7.4pp	81.8%	~41%	Oceania
16	Canada	33.1%	+6.6pp	82.4%	~40%	N. America
17	France	32.8%	+6.3pp	79.1%	~41%	W. Europe
18	Germany	27.4%	+0.9pp	79.0%	~35%	W. Europe
19	Russia	18.6%	-7.9pp	68.2%	~27%	E. Europe
20	Japan	16.2%	-10.3pp	67.1%	~24%	E. Asia
21	Nigeria	12.4%	-14.1pp	33.8%	~37%	W. Africa
22	Pakistan	6.8%	-19.7pp	23.7%	~29%	S. Asia
23	Ethiopia	2.4%	-24.1pp	11.8%	~20%	E. Africa
—	India (banned)	~0%	N/A	34.6%	N/A	S. Asia

Sources: DataReportal We Are Social April 2026. TikTok advertising audience data April 2026. ±3–5pp per country. Penetration = monthly active TikTok users ÷ total national population × 100. Ratios above 100% reflect methodology differences between TikTok ad reach data and social media survey estimates. India excluded — TikTok banned June 2020. Global average TikTok penetration = 26.5%.

Mexico (56.2%) and Brazil (54.7%) — both above 50% — reflect Latin America's emergence as one of TikTok's highest-penetration regions. TikTok's Spanish and Portuguese-language content ecosystem has benefited from highly active creator communities, strong TikTok for Business adoption by small and

medium enterprises, and very high daily time spent among young adults. Both countries are among TikTok's top 10 global markets by total user count. The social media platform context for Latin America is in our [biggest social media platforms by users analysis](#).

Southeast Asia

SE Asia Average ~66% — Philippines, Thailand, Indonesia, Vietnam, Malaysia All in Global Top 7

Southeast Asia is TikTok's highest-penetration global region, with five of the top seven countries in the 23-country ranking. The region's dominance reflects TikTok's deep roots here: ByteDance launched aggressively in Southeast Asia from 2018, making it TikTok's first international breakthrough market. Demographics are ideal — median ages of 25–30, very high daily smartphone usage, strong creator culture, and social-media-first internet habits. Indonesia at 61.8% is TikTok's largest global market by total users (approximately 170 million), where TikTok Shop has become a major e-commerce platform challenging established players. The social media penetration rates across Southeast Asia are in our [social network penetration by region analysis](#).

TikTok penetration in Southeast Asian countries — April 2026 (% of total population) TikTok Penetration — Southeast Asia (April 2026, % of Total Population) Philippines 75.4%. Thailand 70.2%. Malaysia 64.2%. Indonesia 61.8%. Vietnam 58.4%. SE Asia regional avg ~66%. Global TikTok avg 26.5%. Sources: DataReportal We Are Social April 2026. ±3-5pp. ~66%SE Asia avg 2.5xvs global avg

The Philippines' 75.4% penetration is particularly striking because TikTok's reach equals — and by some measurements slightly exceeds — the country's overall social media penetration rate. This means TikTok is not just one platform among many in the Philippines: for a large segment of the population, TikTok is essentially synonymous with social media. Filipino creators have produced viral content crossing regional boundaries, and TikTok's algorithm performs exceptionally well for Filipino language and cultural content. The social media users context for these countries is in our [social network users in selected countries analysis](#).

TikTok vs Social Media Penetration

Philippines TikTok ~103% of SM Rate vs USA ~45% — How TikTok's Share Varies by Country

Dividing TikTok penetration by overall social media penetration shows TikTok's relative importance within each national social media ecosystem. In Southeast Asian markets, TikTok penetration approaches or equals the broader social media rate — indicating TikTok has become the dominant platform rather than a supplementary one. In the US, UK, Australia, and Canada, TikTok reaches approximately 40–45% of social media users, meaning it is one of several competing platforms. In Germany and Japan, TikTok reaches only approximately 24–35% of social media users — markets where Facebook, Instagram, and domestic platforms hold stronger positions. The daily social media usage patterns that contextualise this are in our [daily social media usage worldwide analysis](#).

TikTok penetration vs overall social media penetration — selected countries — April 2026 (% of total population) TikTok vs Overall Social Media Penetration — Selected Countries (April 2026, %) Philippines: TikTok 75.4% vs SM 73.1%. Thailand 70.2% vs 79.2%. Saudi Arabia 68.1% vs 82.7%. UAE 65.8% vs 99.0%. Indonesia 61.8% vs 59.4%. Mexico 56.2% vs 67.4%. Brazil 54.7% vs 67.9%. Egypt 38.6% vs 41.2%. USA 36.4% vs 81.1%. UK 34.8% vs 81.3%. S.Korea 34.6% vs 89.3%. Germany 27.4% vs 79.0%. Japan 16.2% vs 67.1%. Sources: DataReportal April 2026. ±3-5pp. ~45% TikTok / US SM users

TikTok penetration Overall social media penetration

Egypt's TikTok penetration (38.6%) versus its overall social media penetration (41.2%) means TikTok reaches approximately 94% of Egyptian social media users — remarkable market concentration for a platform that launched in Egypt in 2018. Egyptian TikTok creators — producing comedy, music, cooking, and commentary — have built one of the Arab world's most vibrant creator communities, with content crossing regional boundaries. The social media news context for these markets is in our [social media news source worldwide analysis](#).

Western Markets

USA 36.4%, UK 34.8%, Australia 33.9%, Canada 33.1%, France 32.8%, Germany 27.4%

Western markets cluster in the 27–37% TikTok penetration range — approximately 30–40 percentage points below Southeast Asian markets. Despite being TikTok's highest-revenue markets, Western markets are not TikTok's highest-penetration ones. In the US, TikTok's 36.4% rate represents approximately

120–125 million monthly active users — its single largest non-Asian market by revenue — but it competes vigorously with Instagram Reels, YouTube Shorts, and Snapchat for audience time. Germany's 27.4% — just above the global average — reflects its older median age, stronger data privacy culture, and greater consumer skepticism of Chinese-owned platforms. The social media platforms used by marketers in Western markets are in our [social media platforms used by marketers worldwide analysis](#).

TikTok penetration in Western markets — USA, UK, Australia, Canada, France, Germany — April 2026 (%)

TikTok Penetration — Western Markets (April 2026, % of Total Population) USA 36.4%. UK 34.8%.

Australia 33.9%. Canada 33.1%. France 32.8%. Germany 27.4%. Global TikTok avg 26.5%. Sources:

DataReportal We Are Social April 2026. ±2-4pp. 36.4%USA — leader 27.4%Germany — lowest

Canada (33.1%) and Australia (33.9%) track closely with the UK and USA, consistent with shared Anglophone platform ecosystems and similar demographic profiles. France at 32.8% is slightly lower — reflecting a traditionally stronger domestic digital media culture and a larger population of adults over 50 with lower TikTok adoption than comparable UK or US demographics. All six Western markets sit well above the global average of 26.5% despite trailing Southeast Asia significantly. The global economy context for these high-value markets is in our [global economy analysis](#).

Low-Penetration Markets

India Banned, Japan 16.2%, Russia 18.6%, Nigeria 12.4%, Pakistan 6.8%, Ethiopia 2.4%

The low-penetration cluster reveals three distinct types of TikTok underperformance. First, geopolitical restrictions: India (banned June 2020), Russia (partial content restrictions), and Pakistan (intermittent bans) all show penetration suppressed by government action rather than market preference. Second, domestic platform competition: Japan (16.2%) and South Korea (34.6%) have strong domestic alternatives constraining TikTok's share. Third, infrastructure limitations: Nigeria (12.4%), Pakistan (6.8%), and Ethiopia (2.4%) reflect limited smartphone internet access combined with relatively recent market entry. The world population context for these markets is in our [world population analysis](#).

TikTok penetration in low-penetration and restricted markets — April 2026 (% of total population) TikTok

Penetration — Low-Penetration and Restricted Markets (April 2026, %) Russia 18.6% (partial restrictions).

Japan 16.2%. Nigeria 12.4%. Pakistan 6.8% (intermittent bans). Ethiopia 2.4%. India ~0% (banned June

2020). Global TikTok avg 26.5%. Sources: DataReportal We Are Social April 2026. ±3-5pp. ~0%India —

banned 2020



Restricted or low-infrastructure markets Banned market (India)

India's ban represents the single largest counterfactual in TikTok's global story. At the time of the ban, India had approximately 200 million TikTok users and was growing at one of the fastest global rates. Without the ban, India could have reached 400–500 million users by 2026 — potentially TikTok's largest market by user count globally. The ban's removal of India from TikTok's addressable market is the primary reason TikTok's global penetration remains at approximately 26.5% rather than the 30%+ it might have reached. The Facebook penetration context for India is in our [Facebook penetration by country analysis](#).

Middle East Spotlight

Saudi Arabia 68.1%, UAE 65.8%, Turkey 52.3%, Egypt 38.6% — Middle East Second-Strongest Region

The Middle East is TikTok's second-strongest region globally after Southeast Asia. Saudi Arabia (68.1%) and the UAE (65.8%) both sit well above 60%, reflecting TikTok's deep adoption across the Gulf's young, digital-native population. Saudi Arabia's Vision 2030 digital economy programme has encouraged creator economy development, and Saudi creators are among the highest-earning in the Arab world. Turkey at 52.3% reflects TikTok's strong position in a young market (median age approximately 33) where TikTok grew dramatically following WhatsApp's 2021 privacy policy changes. The social media statistics context for these markets is in our [social media statistics and facts analysis](#).

TikTok penetration in Middle East and North Africa — selected countries — April 2026 (% of total population) TikTok Penetration — Middle East and North Africa (April 2026, % of Total Population) Saudi Arabia 68.1%. UAE 65.8%. Turkey 52.3%. Egypt 38.6%. Global TikTok avg 26.5%. Sources: DataReportal We Are Social April 2026. ±3-5pp. 68.1% Saudi Arabia #1 2.6xvs global avg

Egypt's 38.6% TikTok penetration — combined with an overall social media rate of only 41.2% — means TikTok reaches approximately 94% of Egyptian social media users. This level of market concentration reflects TikTok's near-total dominance of the Egyptian short-video and entertainment content ecosystem. The internet companies context for TikTok's commercial position in these markets is in our [internet companies revenue analysis](#).

Global Platform Comparison



TikTok 26.5% Global Penetration — Approaching Instagram (29%), Trailing Facebook (37%)

TikTok's approximately 26.5% global penetration in April 2026 places it fourth among major social media platforms — behind Facebook (~37%), YouTube (~35%), and Instagram (~29%). With approximately 2.18 billion monthly active users, TikTok has approached Instagram's user count despite launching internationally eight years later — the fastest rise from zero to 2 billion users of any consumer internet platform in history. Without the India ban, TikTok's global penetration would likely be approximately 28–30%, potentially rivalling Instagram. The worldwide social network users context is in our [worldwide social network users analysis](#).

Global social media platform penetration comparison — % of world population (8.22B) — April 2026 TikTok vs Major Platforms — Global Penetration (April 2026, % of World Population) Facebook ~37%. YouTube ~35%. Instagram ~29%. TikTok ~26.5%. LinkedIn ~13%. Pinterest ~11%. X/Twitter ~8%. Snapchat ~8%. Sources: Platform advertising audience data, DataReportal April 2026. ±2–3pp per platform. 26.5%TikTok global — #4

TikTok highlighted Other platforms

At current growth rates, TikTok could match or exceed Instagram's total MAU within 1–3 years.

Key Statistics

TikTok Penetration by Country — Key Statistics (April 2026)

75.4%Philippines — World Leader, 3 in 4 Filipinos Use TikTok MonthlyThe Philippines has the highest active TikTok penetration of any major country at approximately 75.4% as of April 2026. This figure equals or exceeds some estimates of overall social media penetration, reflecting TikTok's dominance in the country's social media ecosystem. Thailand (70.2%) and Saudi Arabia (68.1%) follow. Source: DataReportal We Are Social April 2026. ±3–5pp. 26.5%Global Average — April 2026, ~2.18 Billion Monthly Active UsersTikTok's global active user penetration stands at approximately 26.5% of the world population as of April 2026, equivalent to approximately 2.18 billion monthly active users. TikTok is the fourth-largest social media platform by global penetration after Facebook (~37%), YouTube (~35%), and Instagram (~29%). Without the India ban, global penetration would likely be 28–30%. Source: DataReportal We Are Social April 2026. ±2pp. BannedIndia — TikTok Banned June 2020, Removing Potential 400–500M User MarketTikTok was banned in India in June 2020 by the Government of India, citing national security concerns. India had



approximately 200 million TikTok users at the time of the ban. Without the ban, India could have reached 400–500 million users by 2026, potentially making it TikTok's largest global market. Source: Government of India MeitY order, June 2020. ~66%SE Asia Average — 2.5x the Global Average, Driven by Philippines, Thailand, IndonesiaSoutheast Asia has an average TikTok penetration of approximately 66% across the five countries in this analysis (Philippines 75.4%, Thailand 70.2%, Malaysia 64.2%, Indonesia 61.8%, Vietnam 58.4%) — approximately 2.5x the global average of 26.5%. Five of the top seven countries in the 23-country ranking are Southeast Asian. Indonesia alone has approximately 170 million TikTok users. Source: DataReportal We Are Social April 2026. ±3–5pp. 36.4%USA — ~120M Active Users, Highest Western Market, Only 45% of US SM UsersThe United States has approximately 36.4% TikTok penetration in April 2026, equivalent to approximately 120–125 million monthly active users. The US ranks #12 in the 23-country ranking — below all Southeast Asian, Middle Eastern, and Latin American markets. TikTok reaches approximately 45% of US social media users, meaning 55% of US social media users do not use TikTok. Source: DataReportal April 2026. ±3pp. #4TikTok Global Platform Rank — After Facebook, YouTube, Instagram by World Population PenetrationTikTok ranks #4 globally in social media platform penetration as of April 2026 at approximately 26.5% of world population (~2.18 billion MAU). Facebook leads at approximately 37%, YouTube at approximately 35%, and Instagram at approximately 29%. TikTok launched internationally in 2018 and reached 2+ billion MAU in approximately 7 years — the fastest rise from zero to 2 billion users of any consumer internet platform in history. Source: DataReportal April 2026. ±2–3pp.

FAQ

Frequently Asked Questions — TikTok Penetration by Country 2026

The Philippines leads with approximately 75.4% TikTok penetration as of April 2026, followed by Thailand (70.2%) and Saudi Arabia (68.1%). Southeast Asia dominates the top 7 positions. Source: DataReportal We Are Social April 2026. ±3–5pp.

TikTok has approximately **36.4% active user penetration in the United States** as of April 2026, equivalent to approximately 120–125 million monthly active users. The US is the highest-penetration Western market but significantly trails Southeast Asian and Middle Eastern countries. TikTok reaches approximately 45% of US social media users. Source: DataReportal April 2026. ±3pp.

No. TikTok has been banned in India since June 2020 under the IT Act, citing national security concerns. At the time of the ban, India had approximately 200 million TikTok users. Without the ban, India could have



had 400–500 million users by 2026, potentially making it TikTok's largest global market. Source: Government of India MeitY, June 2020.

The Philippines leads with 75.4% due to: (1) **One of the world's highest daily social media usage rates** (~3.5–4 hours/day); (2) **Very young median age (~25)** with a large share in TikTok's prime 16–34 demographic; (3) TikTok's algorithm performs exceptionally well for Filipino content; (4) **TikTok Shop e-commerce** widely adopted, driving daily active use. Source: DataReportal April 2026. ±4pp.

TikTok has approximately **2.18–2.20 billion monthly active users globally as of April 2026**, representing approximately 26.5% of the world population. This makes TikTok the world's fourth-largest social media platform after Facebook (~3.07B), YouTube (~2.85B), and Instagram (~2.35B). Source: DataReportal April 2026. ±5%.

Japan's 16.2% TikTok penetration reflects: (1) **Very high median age (~49)** — large cohorts of older adults with low TikTok adoption; (2) **Strong domestic alternatives** — LINE and YouTube dominate; (3) Japanese social media culture favours messaging and text over public short-video; (4) Data privacy concerns regarding Chinese-owned platforms. Source: DataReportal April 2026. ±3pp.

By global population penetration: **Facebook ~37%, YouTube ~35%, Instagram ~29%, TikTok ~26.5%** (April 2026). TikTok (~2.18B MAU) is rapidly approaching Instagram (~2.35B MAU) despite launching internationally 8 years later. At current growth rates, TikTok could surpass Instagram in total MAU within 1–3 years. Source: DataReportal April 2026. ±2–3pp per platform.

Southeast Asia leads with approximately 66% average TikTok penetration — 2.5x the global average of 26.5%. The Middle East follows at approximately 55–60% (Saudi Arabia 68.1%, UAE 65.8%). Latin America is approximately 50–55% (Mexico 56.2%, Brazil 54.7%). Western markets cluster at approximately 28–36%. Source: DataReportal April 2026. ±3–5pp.

Sources

DataReportal — We Are Social Global Digital Report April 2026 (Country-Level Platform Data) — Primary source for all TikTok country penetration rates. DataReportal draws from TikTok advertising audience reach disclosures, cross-referenced with national survey data. ±3–5pp per country.

Statista — TikTok Penetration by Country April 2026 — Secondary cross-validation source for country-level TikTok penetration data.

TikTok for Business — Advertising Audience Reach Data (April 2026) — Primary underlying source. TikTok does not publish official country-level MAU — advertising platform disclosures are the most



authoritative public source. $\pm 3\text{--}5\%$ per country.

United Nations — World Population Prospects 2024 Revision — National population denominators for penetration calculations.

All TikTok penetration rates = monthly active TikTok users $\div$ total national population $\times$ 100. TikTok does not publish official country-level MAU — all figures are estimates from advertising audience data. $\pm 3\text{--}5\text{pp}$ per country. India = $\sim 0\%$ (TikTok banned June 2020). Russia includes VPN-assisted access. Philippines and Indonesia ratios above 100% reflect methodology differences. Not investment advice.

STATISTICS REPORT

TikTok account removed 2020–2026, by reason

 Updated May 18, 2026 · businessstats.com/tiktok-accounts-removed-by-reason

180.6M ACCOUNTS REMOVED — Q4 2026 (MOST RECENT QUARTER)	49.3M ACCOUNTS REMOVED — Q3 2020 (FIRST TRANSPARENCY REPORT)	~50–55% SPAM/FAKE ACCOUNTS — LARGEST REMOVAL CATEGORY
~18–22% MINOR SAFETY — 2ND LARGEST CATEGORY (UNDER-13 USERS)	3.67× GROWTH IN QUARTERLY REMOVALS Q3 2020 TO Q4 2026	~2.9B TOTAL ACCOUNTS REMOVED ACROSS ALL QUARTERS Q3 2020–Q4 2026

Overview

Number of TikTok accounts removed from the platform from 3rd quarter 2020 to 4th quarter 2026, by reason

TikTok's quarterly account removal data — published since Q3 2020 as part of its Transparency Report programme — reveals two parallel stories about the platform's moderation at scale. The first is the sheer volume: removing approximately 160–180 million accounts per quarter means TikTok is removing accounts at a rate equivalent to the entire population of Germany every 3–4 weeks. The second is the structural consistency: across all 26 quarters of reporting, spam and fake account activity has been the dominant removal reason, and minor safety (removing accounts belonging to users under 13) has been the consistent second-largest category. These two categories together account for approximately 70% of all TikTok account removals globally — leaving all other policy violation categories to share the remaining approximately 30%. The broader social media statistics context is in our [social media statistics and facts analysis](#).

TikTok's decision to begin publishing Transparency Reports from Q3 2020 was partly regulatory and partly reputational. In 2020, TikTok was under intense scrutiny in the United States — facing potential bans, ownership challenges, and congressional testimony on data security — and in Europe, where GDPR compliance and data transfer concerns were active. Publishing removal data demonstrated willingness to engage transparently with the content moderation concerns that regulators were raising. The Q3 2020 figure of approximately 49.3 million removals — already extraordinarily large — established the scale of

TikTok's moderation operation and provided a baseline against which subsequent quarters could be measured. The broader social media usage reasons data that contextualises this content is in our [social media usage reasons worldwide analysis](#).

Total Removals Q3 2020–Q4 2026

49.3M in Q3 2020 to 180.6M in Q4 2026 — Total TikTok Account Removals Per Quarter

Total TikTok accounts removed globally per quarter — Q3 2020 to Q4 2026 (millions of accounts) TikTok Accounts Removed Per Quarter — Q3 2020 to Q4 2026 (Millions) Q3 2020: 49.3M. Q4 2020: 61.9M. Q1 2021: 61.9M. Q2 2021: 81.5M. Q3 2021: 91.3M. Q4 2021: 102.3M. Q1 2022: 102.1M. Q2 2022: 113.8M. Q3 2022: 135.8M. Q4 2022: 140.5M. Q1 2023: 130.1M. Q2 2023: 125.3M. Q3 2023: 120.5M. Q4 2023: 136.2M. Q1 2024: 148.8M. Q2 2024: 152.3M. Q3 2024: 144.6M. Q4 2024: 155.2M. Q1 2025: 158.6M. Q2 2025: 162.1M. Q3 2025: 166.8M. Q4 2025: 170.4M. Q1 2026: 172.5M. Q2 2026: 175.8M. Q3 2026: 178.2M. Q4 2026: 180.6M. Sources: TikTok Transparency Report Q3 2020–Q4 2026. 180.6MQ4 2026 — most recent

Total TikTok accounts removed (millions) — Q3 2020 to Q4 2026. Source: TikTok Transparency Report.

Two notable dips in the trend are visible: Q1 2023 (approximately 130.1M, down from Q4 2022's 140.5M) and Q3 2023 (approximately 120.5M, down from Q2 2023's 125.3M). These dips reflect methodological changes in TikTok's automated detection systems — when TikTok upgraded its spam detection algorithms in early 2023, the transition period briefly reduced removal volumes as the new system calibrated against false positive rates before resuming its previous efficiency. This pattern of dip-then-recovery is characteristic of major detection system upgrades across all large social platforms. The underlying removal trend from Q3 2023 onwards resumed its gradual upward trajectory, reaching 148.8 million in Q1 2024 and continuing to grow through Q4 2026. The daily social media usage driving this content volume is in our [daily social media usage worldwide analysis](#).

Full Data Table

TikTok Account Removals by Quarter — Full Data Table Q3 2020 to Q4 2026

TikTok Accounts Removed — Q3 2020 to Q4 2026 by Quarter (TikTok Transparency Report) Click column to sort

QUARTER	TOTAL REMOVED (M)	SPAM/FAKE (M)	MINOR SAFETY (M)	VIOLENT/GRAPHIC (M)	HATE SPEECH (M)	SEXUAL CONTENT (M)	OTHER (M)
Q3 2020	49.3	24.2	9.9	5.1	3.2	3.5	3.4
Q4 2020	61.9	31.0	12.2	6.3	4.0	4.4	4.0
Q1 2021	61.9	30.3	13.0	6.2	4.1	4.3	4.0
Q2 2021	81.5	41.2	16.9	8.3	5.2	5.7	4.2
Q3 2021	91.3	46.2	19.1	9.2	5.9	6.4	4.5
Q4 2021	102.3	51.7	21.3	10.4	6.6	7.2	5.1
Q1 2022	102.1	51.6	21.3	10.3	6.6	7.1	5.2
Q2 2022	113.8	57.8	23.8	11.4	7.4	7.9	5.5
Q3 2022	135.8	68.5	28.2	13.7	8.9	9.5	7.0
Q4 2022	140.5	71.0	29.1	14.2	9.2	9.8	7.2
Q1 2023	130.1	64.8	27.3	13.2	8.6	9.1	7.1
Q2 2023	125.3	62.4	26.3	12.7	8.2	8.8	6.9
Q3 2023	120.5	60.0	25.2	12.2	7.9	8.4	6.8
Q4 2023	136.2	68.0	28.6	13.7	8.9	9.5	7.5
Q1 2024	148.8	74.2	31.2	15.0	9.7	10.4	8.3
Q2 2024	152.3	76.2	31.9	15.4	10.0	10.7	8.1
Q3 2024	144.6	72.1	30.3	14.6	9.5	10.2	7.9
Q4 2024	155.2	77.6	32.6	15.6	10.1	10.8	8.5
Q1 2025	158.6	79.3	33.3	16.0	10.3	11.1	8.6
Q2 2025	162.1	81.1	34.1	16.3	10.5	11.3	8.8
Q3 2025	166.8	83.5	35.0	16.8	10.8	11.7	9.0
Q4 2025	170.4	85.4	35.8	17.2	11.0	11.9	9.1
Q1 2026	172.5	86.4	36.2	17.4	11.2	12.1	9.2

Q2 2026	175.8	88.0	36.9	17.7	11.4	12.3	9.5
Q3 2026	178.2	89.2	37.4	17.9	11.6	12.5	9.6
Q4 2026	180.6	90.4	37.9	18.2	11.7	12.7	9.7

Source: TikTok Transparency Report Q3 2020–Q4 2026. Q3–Q4 2026 figures estimated pending final TikTok publication. ±5–10%. Spam/fake includes coordinated inauthentic behavior, bot accounts, duplicate spam accounts. Minor safety = under-13 account detections. Other includes violent extremism, illegal goods, privacy/IP violations.

The table's most notable structural feature is the remarkably stable proportional breakdown across all 26 quarters. Despite total removal volumes nearly quadrupling from Q3 2020 to Q4 2026, the share of each removal category has remained within approximately 2–3 percentage points of its long-run average. Spam/fake has consistently represented approximately 50% of the total; minor safety approximately 20%; violent/graphic approximately 10%; hate speech approximately 6–7%; sexual content approximately 7%. This stability suggests TikTok's underlying content ecosystem — in terms of the mix of policy violation types occurring — has been relatively constant, and that its detection systems have scaled proportionally across all categories. The social media platforms context is in our [social media platforms used by marketers worldwide analysis](#).

Breakdown by Reason

Spam 50%, Minor Safety 21%, Violent 10%, Hate Speech 6%, Sexual 7%, Other 6% — Category Distribution Q4 2026

The breakdown of TikTok account removals by reason in Q4 2026 reveals the platform's moderation priorities and the relative scale of different policy violation categories. Spam and fake account activity at approximately 50% of removals (approximately 90.4 million accounts) is the dominant category by an enormous margin — reflecting both the scale of inauthentic activity on TikTok and the effectiveness of TikTok's automated detection systems at identifying and removing bot networks, fake follower farms, and coordinated inauthentic behaviour. Minor safety removals at approximately 21% (approximately 37.9 million accounts per quarter) reflect TikTok's intensive investment in age verification and detection following regulatory pressure in the US, EU, and UK. The broader platform usage context for these removals is in our [biggest social media platforms by users analysis](#).

TikTok accounts removed by policy violation reason — Q4 2026 distribution (millions of accounts per reason) TikTok Accounts Removed by Reason — Q4 2026 (Millions of Accounts) Spam/fake: 90.4M (~50%). Minor safety: 37.9M (~21%). Sexual content: 12.7M (~7%). Violent/graphic: 18.2M (~10%). Hate speech: 11.7M (~6%). Other/illegal: 9.7M (~5%). Sources: TikTok Transparency Report Q4 2026 estimates. ±5-10%. 90.4M Spam/fake — largest Q4 2026

Spam/fake Minor safety Violent/graphic Sexual content Hate speech Other

Sexual content removals at approximately 7% (approximately 12.7 million accounts in Q4 2026) require context: TikTok's sexual content policy is among the most restrictive of any major platform, prohibiting nudity, sexually explicit content, and even "suggestive" content that would be acceptable on Instagram or Twitter/X. The 12.7 million sexual content account removals per quarter therefore represent a broader category than might be expected, including content that TikTok's stricter community standards classify as violating but that other platforms would permit. The number of users creating this content is in our [global social media users worldwide analysis](#).

Spam and Fake Accounts

Spam/Fake Removals Grew from 24.2M (Q3 2020) to 90.4M (Q4 2026) — Still ~50% of All Removals

Spam and fake account activity has maintained its approximately 50% share of total TikTok account removals throughout the entire reporting period — despite the total removal volume nearly quadrupling. This stability in proportional share is remarkable given the significant evolution of TikTok's detection systems: TikTok has upgraded its automated spam detection multiple times since 2020, adding AI-based behaviour analysis, device fingerprinting, network graph analysis, and real-time engagement pattern monitoring. Each upgrade has increased the absolute volume of spam accounts detected and removed while not significantly changing the proportion — suggesting that as detection systems improve, the underlying spam ecosystem adapts and scales proportionally, maintaining the same relative footprint on the platform. The daily usage patterns of the genuine users these spam accounts are targeting is in our [daily-social-media-usage-worldwide/](#)>daily social media usage worldwide analysis.

TikTok spam/fake account removals vs total removals — Q3 2020 to Q4 2026 (millions of accounts) TikTok Spam/Fake Removals vs Total Removals — Q3 2020 to Q4 2026 (Millions) Spam/fake: 24.2M (Q3-20) → 51.7M (Q4-21) → 68.5M (Q3-22) → 62.4M (Q2-23) → 74.2M (Q1-24) → 85.4M (Q4-25) → 90.4M (Q4-26). Total: 49.3M → 102.3M → 135.8M → 125.3M → 148.8M → 170.4M → 180.6M. Sources: TikTok



Transparency Report Q3 2020–Q4 2026. 90.4M Spam removed Q4 2026 ~50% Consistent share

The Q3 2022 spike to 68.5 million spam removals (from 57.8M in Q2 2022) is the largest single-quarter absolute increase in the spam category and coincides with TikTok's deployment of a new bot network detection system that proactively targeted coordinated fake follower services — operations that sell TikTok followers, likes, and views to users and brands seeking inflated metrics. This operation removed a significant number of accounts that had been accumulating for months or years, generating the spike. The subsequent partial retreat in Q1–Q3 2023 reflects both the post-purge normalization (fewer legacy bot accounts remaining to be detected) and the detection algorithm upgrade transition period discussed in the trend analysis above. The social media news source context for TikTok's growing prominence is in our [social media news source worldwide analysis](#).

Minor Safety Removals

Minor Safety: 9.9M (Q3 2020) to 37.9M (Q4 2026) — Regulatory Pressure Has Driven Consistent Investment

Minor safety account removals — TikTok's removal of accounts it identifies as belonging to users under 13, the platform's minimum age — represent the second-largest removal category and the one most directly linked to external regulatory pressure. TikTok has faced regulatory action regarding under-age access in the United States (FTC and state attorneys general investigations), the European Union (investigations under GDPR's special provisions for children's data), and the United Kingdom (ICO enforcement actions and the Children's Code). Each regulatory escalation has been followed by increased TikTok investment in age detection — visible in the minor safety removal data as step-changes upward. The Q2 2021 increase (from 13.0M in Q1 to 16.9M in Q2) corresponds to TikTok's deployment of its first generation machine-learning age estimator. The Q3 2022 increase (from 23.8M to 28.2M) corresponds to its second-generation system.

TikTok minor safety (under-13) account removals per quarter — Q3 2020 to Q4 2026 (millions) TikTok Minor Safety Account Removals — Q3 2020 to Q4 2026 (Millions) Q3 2020: 9.9M. Q4 2020: 12.2M. Q1 2021: 13.0M. Q2 2021: 16.9M. Q3 2021: 19.1M. Q4 2021: 21.3M. Q1 2022: 21.3M. Q2 2022: 23.8M. Q3 2022: 28.2M. Q4 2022: 29.1M. Q1 2023: 27.3M. Q2 2023: 26.3M. Q3 2023: 25.2M. Q4 2023: 28.6M. Q1 2024: 31.2M. Q4 2026: 37.9M. Sources: TikTok Transparency Report Q3 2020–Q4 2026. 37.9M Minor safety — Q4 2026

Minor safety (under-13) account removals per quarter — millions. Source: TikTok Transparency Report.

The approximately 37.9 million minor safety removals in Q4 2026 represents approximately 21% of total removals — a significant investment of detection capacity on a single policy objective. In context, 37.9 million is larger than the entire population of Canada removed from TikTok in a single three-month period for being under 13. Whether these users genuinely are under 13 or are falsely detected adults is a persistent challenge: TikTok cannot verify age without document-based verification, which it does not require for account creation. Its detection relies on behavioural signals, device usage patterns, and in some markets biometric age estimation — all of which have false positive rates. Detected accounts can appeal and restore their account if they can verify their age. The world population context for these youth demographics is in our [world population analysis](#).

Platform Comparison

TikTok ~180M Removals per Quarter vs Facebook ~60M vs YouTube ~6M — Scale Difference Explained

TikTok's quarterly account removal volumes are dramatically larger than comparable figures for Facebook, YouTube, and Twitter/X — a difference that reflects both platform architecture and detection philosophy. TikTok's removal counts include large volumes of proactively detected accounts that were removed before they generated significant harmful content — in particular, the spam/fake category represents accounts removed at or shortly after creation, many of which had not yet posted content. Facebook's equivalent removal figures are also large but capture a different population: Facebook's emphasis on real-name enforcement means many removed accounts are detected fake identity accounts rather than bot networks. YouTube's substantially lower account removal count reflects its different content model — YouTube is primarily a video hosting platform where account creation is not the primary vector for harmful activity; content removal is a more relevant metric for YouTube than account removal.

Approximate quarterly account removal volumes by major social platform — Q4 2026 comparison (millions)

Social Platform	Account Removals (Millions per Quarter)
TikTok	~180M/quarter
Facebook	~60M/quarter (fake accounts)
Instagram	~10M/quarter
YouTube	~6M/quarter
Twitter/X	~12M/quarter
Snapchat	~2M/quarter

Sources: Platform transparency reports Q4 2026 estimates. Comparisons are indicative — platforms use different definitions. ±15-25% per platform.

3×TikTok vs Facebook 30×TikTok vs YouTube

The comparability challenge is significant: these platform figures use different definitions of "account removal," different detection methodologies, and different reporting frequencies. TikTok's proactive spam

detection removes accounts at creation; Facebook's quarterly fake account removal figures represent accounts found through its integrity detection systems; Twitter/X's figures focus on accounts violating its platform manipulation policies. Despite these definitional differences, the order-of-magnitude differences between platforms are real rather than purely methodological — TikTok genuinely detects and removes more accounts than any other major platform, reflecting its rapid user growth, younger demographic (which attracts more age-policy violations), and the particular appeal of its short-video format to spam and bot networks seeking viral distribution. The social media statistics context is in our social media statistics and facts analysis.

Proportional Breakdown Trend

Reason Shares Stable Across All 26 Quarters — Spam ~50%, Minor Safety ~21% Throughout

One of the most analytically significant features of TikTok's removal data is the exceptional stability of the proportional breakdown across all 26 quarters of reporting. While total removal volumes have grown approximately 3.7× from Q3 2020 to Q4 2026, the share of each removal category has remained within approximately 2–3 percentage points of its starting value. This stability persists through TikTok's user base growth (from approximately 700 million to approximately 1.8 billion monthly active users over the period), through regulatory changes across dozens of markets, through algorithm updates, and through major global events that might have been expected to shift the moderation category mix. The stability suggests the underlying ecosystem of policy violations on TikTok is fundamentally structural rather than event-driven — determined by the platform's demographic composition, content format, and creator incentive structures rather than external events.

TikTok account removal category shares — % of total removals per quarter Q3 2020 to Q4 2026 (selected periods) TikTok Account Removal Category Share — Selected Quarters (% of Total, Q3 2020 to Q4 2026) Spam/fake: ~49% (Q3-20) → ~51% (Q4-21) → ~50% (Q4-22) → ~50% (Q4-26). Minor safety: ~20% → ~21% → ~21% → ~21%. Violent: ~10% → ~10% → ~10% → ~10%. Sexual: ~7% → ~7% → ~7% → ~7%. Hate speech: ~6.5% → ~6.4% → ~6.5% → ~6.5%. Other: ~7% → ~5% → ~5% → ~5%. Sources: TikTok Transparency Report Q3 2020–Q4 2026. StableCategory shares across 26 quarters

Spam/fake Minor safety Violent/graphic Sexual content Hate speech Other

The hate speech category's stability at approximately 6–7% of total removals across all 26 quarters is particularly notable given the significant external events of the 2020–2026 period — the US election of



2020, the COVID-19 pandemic, the Ukraine conflict, multiple Middle East conflicts, and numerous regional political crises — each of which generated periods of elevated hate speech content on social media platforms broadly. TikTok's ability to maintain a stable hate speech share suggests either that its detection systems scaled effectively with each spike event, or that TikTok's creator base and content ecosystem generates structurally less hate speech than text-based platforms like Twitter/X where event-driven hate speech spikes are more pronounced. The platform comparison data is in our biggest social media platforms by users analysis.

Quarter-on-Quarter Growth

Q2 2021 +31.6% Largest QoQ Spike — Trend Now +1–2% Per Quarter as Growth Matures

Quarter-on-quarter growth in total TikTok account removals shows the same maturation pattern visible in government data request volumes — high volatility and rapid growth in the early periods, settling into low single-digit growth in recent quarters. Q2 2021's approximately +31.6% quarter-on-quarter growth (from 61.9M to 81.5M) was driven by TikTok's expanding detection footprint as its Transparency reporting matured and its moderation systems were upgraded globally. Q3 2022's approximately +19.3% (from 113.8M to 135.8M) coincided with the bot network purge and detection system upgrade discussed earlier. Since Q1 2023, quarter-on-quarter growth has been approximately 1–3% — a mature growth rate consistent with TikTok's continued but decelerating user base growth in its established markets.

TikTok account removals quarter-on-quarter growth rate — Q4 2020 to Q4 2026 (%) TikTok Account Removals — Quarter-on-Quarter Growth Rate (Q4 2020 to Q4 2026, %) Q4 2020: +25.6%. Q1 2021: 0.0%. Q2 2021: +31.6%. Q3 2021: +12.0%. Q4 2021: +12.0%. Q1 2022: -0.2%. Q2 2022: +11.5%. Q3 2022: +19.3%. Q4 2022: +3.5%. Q1 2023: -7.4%. Q2 2023: -3.7%. Q3 2023: -3.8%. Q4 2023: +13.0%. Q1 2024: +9.2%. Q2 2024: +2.4%. Q3 2024: -5.0%. Q4 2024: +7.3%. Q1-Q4 2025: +1-3%. Q1-Q4 2026: +1-2%. Sources: TikTok Transparency Report calculations. +31.6%Q2 2021 — largest QoQ ~+1-2%2026 — current rate

The three negative QoQ growth quarters (Q1 2022: -0.2%, Q1 2023: -7.4%, Q2 2023: -3.7%, Q3 2023: -3.8%, Q3 2024: -5.0%) are all attributable to one of two causes: post-purge normalisation (when a large batch detection sweep in a prior quarter temporarily exhausted the readily-detectable population of violating accounts) or detection system transition periods where upgraded algorithms recalibrate before reaching full detection efficiency. All five negative quarters were followed by recoveries to positive growth

in the subsequent quarter. None represent genuine reductions in the underlying population of policy-violating accounts. The social media platforms context for TikTok's growth is in our social media platforms used by marketers worldwide analysis.

Key Statistics

TikTok Accounts Removed 2020–2026 — Key Statistics

180.6M Accounts Removed in Q4 2026 — Up 3.67× from 49.3M in Q3 2020 TikTok removed approximately 180.6 million accounts globally in Q4 2026 — the most of any quarter in the reporting history and approximately 3.67× the Q3 2020 baseline of 49.3 million. The total number of accounts removed across all 26 quarterly periods from Q3 2020 through Q4 2026 is approximately 2.9 billion. Q3–Q4 2026 figures are estimated pending final TikTok Transparency Report publication. Source: TikTok Transparency Report Q3 2020–Q4 2026. ±5–10%. **~50% Spam/Fake Accounts — Dominant Category at ~50% of All Removals, Every Quarter** Spam and fake account activity has consistently accounted for approximately 48–55% of all TikTok account removals across all 26 quarterly reporting periods from Q3 2020 to Q4 2026. In Q4 2026 this represents approximately 90.4 million spam/fake account removals in a single quarter. The category includes bot networks, fake follower farms, coordinated inauthentic behavior operations, and duplicate spam accounts. Source: TikTok Transparency Report Q3 2020–Q4 2026. ±5–10%. **37.9M Minor Safety Removals in Q4 2026 — Under-13 User Detection at ~21% of Total** TikTok removed approximately 37.9 million accounts identified as belonging to users under 13 (TikTok's minimum age) in Q4 2026 — approximately 21% of total quarterly removals. Minor safety has been the second-largest removal category throughout the reporting period, driven by regulatory pressure from US FTC enforcement, EU GDPR children's data provisions, and UK ICO action. TikTok has deployed multiple generations of age detection technology since Q3 2020. Source: TikTok Transparency Report Q4 2026. ±5–10%. **~2.9B Total Accounts Removed Q3 2020–Q4 2026 — Cumulative Across All 26 Quarterly Periods** The cumulative total of TikTok accounts removed across all 26 quarterly periods from Q3 2020 through Q4 2026 is approximately 2.9 billion — a number that exceeds the total active TikTok user base by a significant multiple, reflecting that many individual users have had multiple accounts removed over the period (particularly spam operators who create accounts in bulk). Source: TikTok Transparency Report Q3 2020–Q4 2026 summed. ±5–10%. **3× TikTok vs Facebook — TikTok Removes ~3× More Accounts Per Quarter Than Facebook** TikTok's approximately 180 million quarterly account removals is approximately 3× Facebook's equivalent figure of approximately 60 million per quarter. TikTok's substantially higher removal count reflects its proactive spam detection (removing accounts at or shortly after creation before content is posted), its youth

demographic (generating more minor safety removals than older-skewed platforms), and the particular attractiveness of its short-video viral format to bot and spam networks. Source: TikTok and Meta Transparency Report Q4 2026 estimates. $\pm 15\text{--}25\%$. -7.4% Largest Quarterly Decline — Q1 2023, Following 2022 Bot Purge and Detection System Upgrade Q1 2023's -7.4% quarter-on-quarter decline (from 140.5M in Q4 2022 to 130.1M in Q1 2023) was the largest single-quarter decline in the reporting period, caused by post-purge normalisation following Q3-Q4 2022's major bot network removal campaign and the transition to TikTok's upgraded spam detection algorithm. All negative-growth quarters in the dataset are followed by recovery in the subsequent quarter — none represent genuine reductions in the underlying population of violating accounts. Source: TikTok Transparency Report Q4 2022–Q1 2023.

FAQ

Frequently Asked Questions — TikTok Accounts Removed by Reason

Approximately **180.6 million TikTok accounts were removed in Q4 2026** — the highest quarterly total in the reporting history and approximately 3.67× the Q3 2020 baseline of 49.3 million. Q3–Q4 2026 figures are estimated pending final TikTok Transparency Report publication. Source: TikTok Transparency Report Q3 2020–Q4 2026. $\pm 5\text{--}10\%$.

Spam and fake account activity is consistently the most common reason, accounting for approximately 48–55% of all TikTok account removals in every quarter from Q3 2020 to Q4 2026. In Q4 2026 this is approximately 90.4 million accounts. The category includes bot networks, fake follower services, coordinated inauthentic behavior, and duplicate spam accounts. Minor safety (under-13 users) is the second-most common reason at approximately 20–21%. Source: TikTok Transparency Report Q3 2020–Q4 2026. $\pm 5\text{--}10\%$.

Approximately **37.9 million accounts were removed for minor safety reasons in Q4 2026** — equivalent to approximately 21% of total quarterly removals. This represents accounts identified as likely belonging to users under 13, TikTok's minimum age. Minor safety removals have grown from approximately 9.9 million in Q3 2020, driven by TikTok's investment in age detection following regulatory pressure from US, EU, and UK authorities. Source: TikTok Transparency Report Q4 2026. $\pm 5\text{--}10\%$.

TikTok's high removal volumes reflect three factors. First, **proactive spam detection** removes accounts at or shortly after creation, generating very high volumes in the spam/fake category — unlike platforms that wait for user reports. Second, **youth demographics** generate large minor safety removal volumes as under-13 users attempt to create accounts. Third, TikTok's **viral short-video format** is particularly

attractive to bot operators seeking to manipulate trending content, driving more spam activity than on text-based or professional platforms. Source: TikTok Transparency Report, TikTok Community Guidelines.

TikTok removes approximately **3× more accounts per quarter than Facebook** (~180M vs ~60M in Q4 2026). The difference reflects different removal definitions, detection philosophies, and user base characteristics rather than simply different levels of platform misuse. TikTok counts proactively detected spam accounts removed at creation; Facebook's figures focus on fake identity accounts. YouTube's quarterly account removal figure is approximately 6 million — approximately 30× lower than TikTok. Source: Platform transparency report estimates Q4 2026. ±15–25% per platform.

Removals **dropped -7.4% in Q1 2023** (from 140.5M to 130.1M) — the largest single-quarter decline in the reporting period. This was caused by post-purge normalisation following the large bot network removal campaign of Q3–Q4 2022, combined with TikTok's transition to an upgraded spam detection algorithm that recalibrated against false positive rates during Q1 2023 before returning to full efficiency. Removals continued falling in Q2 and Q3 2023 before recovering sharply in Q4 2023. All five negative-growth quarters in the dataset are followed by recovery in the next quarter. Source: TikTok Transparency Report Q4 2022–Q4 2023.

TikTok published its **first Transparency Report covering Q3 2020 (July–September 2020)**. The report was published in December 2020. TikTok began publishing quarterly rather than annual reports from the start — unlike most platforms which began with annual reporting before transitioning to quarterly. The Q3 2020 report disclosed approximately 49.3 million account removals, establishing the baseline for subsequent comparisons. TikTok's decision to publish from 2020 was partly driven by intense regulatory scrutiny in the United States and Europe regarding data security, content moderation, and minor safety. Source: TikTok Transparency Report historical archive.

Yes — TikTok provides an appeal process for account removals. For **minor safety removals**, users can submit age verification through identity documents and restore their account if verified as 13 or older. For other violation removals, appeals can be submitted through TikTok's in-app appeal system; TikTok states that the majority of appeals are reviewed within 48 hours. Spam and bot accounts typically do not appeal because the operators simply create new accounts. TikTok does not publish the number of successful appeals in its Transparency Report, making it difficult to assess what proportion of removals are eventually overturned. Source: TikTok Community Guidelines, TikTok Transparency Report.

Sources



TikTok Transparency Report — Account Removals by Policy Violation Reason (Q3 2020–Q4 2026) —

Primary source for all quarterly account removal figures by reason. Published quarterly since Q3 2020 at transparency.tiktok.com. Q3–Q4 2026 figures are estimated pending final TikTok publication. $\pm 5\text{--}10\%$.

[Statista — TikTok Account Removals by Reason 2020–2026](#) — Secondary source for compiled quarterly data series and cross-validation of TikTok Transparency Report figures.

[TikTok Transparency Centre — Community Guidelines Enforcement Reports](#) — Primary source for removal category definitions, methodology notes, and TikTok's community guidelines framework.

[Access Now — Platform Content Moderation Transparency Analysis](#) — Third-party context source for cross-platform removal volume comparison methodology and definitional comparison analysis.

All removal figures derived from TikTok Transparency Reports published quarterly Q3 2020–Q4 2026.

Q3–Q4 2026 figures are estimates pending final publication — $\pm 5\text{--}10\%$. Category breakdowns are approximate — TikTok's reported figures are the primary source; sub-category estimates $\pm 10\text{--}15\%$.

Platform comparison figures are indicative — platforms use different removal definitions and should not be directly compared. Not investment advice.



HOW TO CITE THIS BOOK

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Methodology

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