



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

TikTok: statistics and facts

11 reports · 4 sections · 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 DOSSIER

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 Lama — 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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
162.4M	Khaby Lama — Most Followed TikTok Creator (April 2026)	Most Followed TikTok Creators 2026 — Top TikTok Users Worldwide April 2026
850M	TikTok — #1 Most Downloaded Android App (May 20, 2026)	Most Downloaded Android Apps 2026 — TikTok Beats Meta With 850M Google Play Downloads
1.59B	Adult Ad Reach	TikTok Marketing Stats: \$38B in Ads and a \$64B Shop Boom
51.2T	#fyp — Most Viewed TikTok Hashtag (April 2026)	Most Used TikTok Hashtags 2026 — Top Hashtags by Post Views Worldwide
54%	Female — Global TikTok Gender Share (April 2026)	TikTok Users by Gender 2026 — Distribution of TikTok Audience Worldwide by Gender

1.9B	Global MAU 2026	1.9 Billion TikTok Users by Country 2026 — Statistics & Facts
1.8B	China (Douyin) — Cumulative Downloads (2016–May 2026)	TikTok Downloads by Country 2026 — Global TikTok Downloads by Country 2015–2026
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01

TikTok Users

3 reports

1.1

Most Followed TikTok Creators 2026 — Top TikTok Users Worldwide April 2026

Updated May 20, 2026

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

Most-followed creators on TikTok worldwide as of April 2026. Khaby Lame leads with 162.4M followers. Charli D'Amelio 155.8M. Full top 15 ranking, country breakdown, category analysis, and follower growth trends.

Full report with charts and data: businessstats.com/most-followers-tiktok-global

1.2

TikTok Users by Gender 2026 — Distribution of TikTok Audience Worldwide by Gender

Updated May 19, 2026

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

Distribution of TikTok users worldwide as of April 2026 by gender. Globally 54% female, 46% male. USA 59.8% female. UAE 61.8% male. Full country, age group, regional gender split, and content category analysis.

Full report with charts and data: businessstats.com/distribution-tiktok-users-gender

1.3

1.9 Billion TikTok Users by Country 2026 — Statistics & Facts

Updated Apr 12, 2026

1.9B

GLOBAL MAU 2026

157M

INDONESIA — #1

148M

USA — #2

95min

AVG DAILY TIME SPENT

\$24B

AD REVENUE 2025

45%

ASIA-PACIFIC SHARE

Indonesia, the US and Brazil lead the world in TikTok users. See the complete country-by-country ranking with active user counts, penetration rates, average daily usage and how each market differs in content trends. Updated April 2026.

Full report with charts and data: businessstats.com/countries-with-the-most-tiktok-users



02

Downloads

3 reports

2.1

Most Downloaded Android Apps 2026 — TikTok Beats Meta With 850M Google Play Downloads

Updated May 21, 2026

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

TikTok overtakes Instagram as the #1 most downloaded Android app worldwide with 850M Google Play downloads as of May 20, 2026. Meta owns 3 of the next 4. Temu grows +45% YoY. Full top 15 ranking, category breakdown, and growth analysis.

Full report with charts and data: businessstats.com/leading-android-apps-worldwide-by-downloads



2.2

TikTok Downloads by Country 2026 — Global TikTok Downloads by Country 2015–2026

Updated May 19, 2026

1.8B

CHINA (DOUYIN) — CUMULATIVE
DOWNLOADS (2016–MAY 2026)

355M

INDONESIA — 4TH LARGEST
DOWNLOAD MARKET

660M

INDIA — CUMULATIVE BEFORE JUNE
2020 BAN

~5.0B

GLOBAL CUMULATIVE TOTAL (ALL
COUNTRIES, MAY 2026)

510M

USA — CUMULATIVE DOWNLOADS
(2018–MAY 2026)

24

COUNTRIES IN DATASET —
COVERING ~85% OF GLOBAL
DOWNLOADS

Number of TikTok downloads worldwide as of May 2026, by country. China (Douyin) leads with 1.8B cumulative. India 660M. USA 510M. Indonesia 355M. Brazil 315M. Full 24-country ranking, India ban impact, SE Asia analysis, and annual trends.

Full report with charts and data: businessstats.com/tiktok-google-play-downloads-country

2.3

TikTok App Downloads by Quarter 2018–2026 — Q1 2018 to Q1 2026

Updated May 19, 2026

315M

Q1 2020 — RECORD SINGLE-
QUARTER DOWNLOADS

72M

Q1 2026 — LATEST QUARTER
DOWNLOADS

778M

2020 — RECORD ANNUAL
DOWNLOADS (COVID YEAR)

~277M

2025 — FULL YEAR DOWNLOADS
(ESTIMATE)

~5.0B

CUMULATIVE DOWNLOADS Q1 2018 –
Q1 2026

20.7x

Q1 2020 VS Q1 2019 GROWTH (315M
VS 15.2M VS 45.2M)

Number of TikTok app downloads from 1st quarter 2018 to 1st quarter 2026. Q1 2020 record: 315M downloads. Full quarterly chart, annual totals, iOS vs Android split, and growth analysis.

Full report with charts and data: businessstats.com/tiktok-worldwide-downloads-quarterly



03

Shop

2 reports

3.1

TikTok Marketing Stats: \$38B in Ads and a \$64B Shop Boom

Updated Sep 30, 2026

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

TikTok is set to earn about \$38 billion from ads in 2026 and TikTok Shop sold \$64.3 billion in 2025. See ad reach by country, engagement and US ownership.

Full report with charts and data: businessstats.com/tiktok-marketing-statistics-facts

3.2

TikTok Shop GMV by Category 2026: Beauty Leads \$64.3B Sales

Updated Oct 6, 2026

\$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

TikTok Shop sold an estimated \$64.3B of goods in 2025 and \$50.3B in H1 2026. GMV by category, market and brand, with beauty number one everywhere.

Full report with charts and data: businessstats.com/gross-merchandise-value-tiktok-shops-worldwide-categories



04

More statistics

3 reports

4.1

Most Used TikTok Hashtags 2026 — Top Hashtags by Post Views Worldwide

Updated May 20, 2026

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)

Most-used hashtags on TikTok worldwide as of April 2026 by post views. #fyp leads with 51.2 trillion views. #foryou 30.8T. #viral 20.2T. Full top 20 hashtag ranking, category breakdown, growth trends, and content strategy analysis.

Full report with charts and data: businessstats.com/tiktok-top-hashtags-by-post-views

4.2

TikTok Penetration by Country 2026 — Selected Countries April 2026

Updated May 19, 2026

75.4%

PHILIPPINES — HIGHEST TIKTOK
PENETRATION (APRIL 2026)

26.5%

GLOBAL AVERAGE TIKTOK
PENETRATION — APRIL 2026

~2.18B

ESTIMATED GLOBAL TIKTOK
MONTHLY ACTIVE USERS

36.4%

USA — ~120M ACTIVE TIKTOK USERS

72.8pp

GAP — PHILIPPINES (75.4%) VS
ETHIOPIA (2.4%)



TikTok penetration in selected countries and territories as of April 2026. Philippines leads at 75.4%. Thailand 70.2%. USA 36.4%. India 11.8%. Full 24-country ranking, regional analysis, vs social media penetration, and growth context.

Full report with charts and data: businessstats.com/tiktok-penetration-worldwide-by-country

4.3

TikTok Accounts Removed 2020-2026 — By Reason (Q3 2020 to Q4 2026)

Updated May 18, 2026

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

Number of TikTok accounts removed from the platform from Q3 2020 to Q4 2026, by reason. Spam/fake accounts lead at ~50% of removals. Minor safety, violent content, hate speech, and sexual content categories. Full quarterly trend and reason breakdown.

Full report with charts and data: businessstats.com/tiktok-accounts-removed-by-reason



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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 19, 2026.

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