

TikTok Surges in Quarantine

Pre-pandemic, TikTok was already rising, largely because it offers an addictive, playful experience where users can abandon perfection and be highly creative. It is no wonder that, once lockdowns hit, Gen Zers and Millennials dedicated extra time to TikTok, and downloads of the app soared. As graduations, sports, and trips were cancelled, younger Americans sought distraction—and social connections—via the entertaining app. Making the most of the momentum, **TikTok recently began testing “shop now” functionality that directly links to advertiser e-commerce sites.**

GROWTH IN Q1 2020



Globally, TikTok has now reached **2 billion downloads**, after a surge in Q1



52.2 million unique U.S. users

+12 million of which were added in March



48.3%

The increase in unique U.S. visitors between January and March



U.S. app users averaged

858 minutes (over 14 hours)

in March 2020, up from an average of 442.9 minutes in October 2019 (+94%)

UNDERSTANDING THE GROUPS DRIVING GROWTH

Overall, online media usage has skyrocketed in lockdown most with Gen Z and Millennials. These generations report using the following more now than they were before:

	GenZ	Millennials
Online Video	72%	69%
YouTube	71%	65%
Instagram	63%	49%
TikTok	33%	27%

This context shows that despite gaining strong momentum, TikTok is still a smaller player

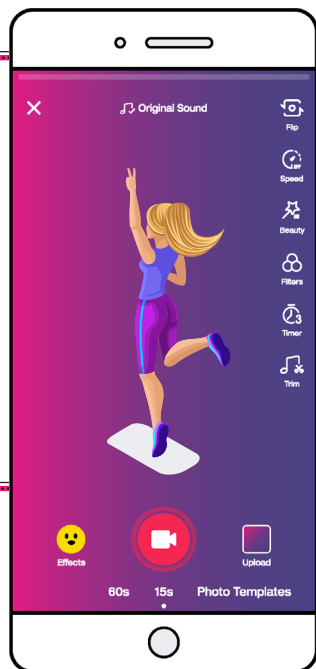
CREATING AN ESCAPE

26% of 18-34-year-olds expect to be impacted by COVID-19 in future; higher than all other generations

52% of Millennials and 49% of Gen Zers have already felt the financial impacts of COVID-19

44% of 18-34-year-olds feel that social media positively influences their health and wellbeing

TikTok is providing a welcome, fun distraction from pandemic stress, while also leading to connections with peers



UNIQUE ATTRACTIONS

Teens love short-form videos; 57% report that “watching videos” is a top motivator for using technology weekly

TikTok awareness is rising because of how **easy it is to share TikTok videos** to other apps, like Instagram

FOR BRANDS LOOKING TO MAXIMIZE

Gen Z and Millennials—more so than other generations—have high expectations for brands

Related to COVID-19: 50% of Gen Zers and 46% of Millennials think that companies need to support hospitals by donating masks and hand sanitizer

Brands looking to engage these generations should consider how TikTok fits into their marketing strategy

WHAT OUR GLIMMER COMMUNITY IS SAYING



Haven't tried it yet. However, looks like folks are having fun so I'll probably start.

I have it and love it. The only downside is that just like any other platform, the second I registered, I got overwhelmed with mildly creepy followers that would 'slide into my DM's.'

I love TikTok!! Sometimes it's weird. It's targeted. I mostly love the makeup videos or just the craziness in other people's lives! I haven't made my own content yet, but I intend to! They are good at marketing because I've bought a few things I've seen on the platform.