

Year on TikTok 2024: A little creativity sparks a lot of impact



In 2024, we were very demure, reveled in brat summer, and adored a cheeky pygmy hippo, all while supporting businesses that significantly [contribute](#) to the US economy. Throughout the year, **over 170 million Americans** continue to be part of a billion-strong global community to discover new ideas, share passions, and inspire change.

From record-breaking artists to reimagined recipes, best-sellers, and bustling businesses of all sizes, we found joy in learning, laughing, and connecting with one another. Let's revisit the year's most memorable trends, creators, and all the moments that became movements. Because on TikTok, a little bit of creativity can spark a lot of impact.

"Throughout 2024, TikTok continued to redefine how we discover, create, and connect through the shared language of video. From small businesses launching global brands to creators and artists at the forefront of cultural movements, TikTok is a catalyst for economic growth, cultural trends, and social impact. We celebrate our global community who have inspired and entertained us this year, as we remain committed to nurturing a positive and inclusive environment where everyone can bring joy, have a unique voice, and a chance to shine," said **James Stafford, Global Head of Content, TikTok**.

Year on TikTok 2024 Video: [HERE](#).

Thriving on TikTok

On TikTok, brands and businesses thrive by embracing authenticity and connecting with their global community.

This year, we've seen entrepreneurs reimagine e-commerce on TikTok Shop, seamlessly blending content, product discovery, and purchase into a truly unique discovery shopping experience. **In the US, the number of TikTok Shop LIVE sessions hosted each month nearly tripled this year**, allowing sellers and creators to connect with their audiences in real-time. During her Black Friday LIVE, [Stormi Steele](#) of Canvas Beauty became the first-ever seller to surpass \$2M in TikTok Shop sales via a single livestream, with over \$1 million of that within the first two hours. Mandy Peña of [SimplyMandys](#) made over \$1.2 million in sales during a single TikTok LIVE. The record-breaking achievements of business owners showcase the immense potential of live commerce with the TikTok community.

Beyond e-commerce, TikTok is home to millions of brick-and-mortar small businesses. [Alexandra Lourdes, Ph.D](#) is an entrepreneur and the co-founder of Refined Hospitality Group and has opened several successful restaurants in the Las Vegas area, including [Saint Honoré](#), [Café Lola](#), and [3 Little Chicks](#). A mom of two daughters, Alexandra has built a community of over 2 million on TikTok through sharing her working mom life, behind-the-scenes of creating celebrity donuts, healthy recipes, and more, attracting fans from all over the world.

Across various industries, TikTok continues to empower entrepreneurs to achieve remarkable success. In the food and beverage industry, [NerdyNuts](#), a dessert-style nut butter company, experienced meteoric growth thanks to its innovative flavors and engaging content. The company's founders, Craig Mount and Erika Peterson, leveraged TikTok to scale their business from a local farmers market to a multi-million-dollar enterprise. [Kaylin and Kaylin Pickles](#), a Los Angeles-based pickle shop that has gained widespread popularity for its unique and delicious flavors, leveraged TikTok creators and visually appealing content to successfully expand its customer base and generate significant online sales.

Meanwhile, [The Skincare Bakery](#) is revolutionizing the skincare industry with decadent, dessert-inspired skincare. Kymani Gorham, its 24-year-old Black founder along with her boyfriend, Logan, handcrafts and hand-pipes luxurious creations, showcasing them to an audience of nearly 1M followers on TikTok.

#BookTok breakthroughs



[#BookTok](#), our thriving community of book lovers, continues to reshape the literary landscape, turning obscure titles into bestsellers and inspiring millions to rediscover the joy of reading. With **over 1.2 million posts created in the first 10 months of 2024**, TikTok continues to be a powerful platform for authors, readers, and book enthusiasts to connect, share their passion, and discover new favorites.

From emerging authors like [Laura Swan](#), whose second novel soared to the top of the French bestseller list, to popular writers like Sarah J. Maas and Rebecca Yarros, whose Romantasy novels captivated millions, TikTok has played a crucial role in shaping literary trends and driving book sales. **The 300% increase in [#Romantasy posts](#) this year**, in part fueled by the popularity of Maas and Yarros's works, highlights the platform's influence on reader preferences and publishing industry trends.

Additionally, the platform has empowered self-published authors like [Kelia Shaheen](#), whose *The Shadow Work Journal* became an Amazon bestseller, and brought attention to classic works like Machado de Assis's *The Posthumous Memoirs of Brás Cubas*, thanks to its [rediscovery](#) by writer [Courtney Henning Novak](#).

TikTok's impact extends beyond book recommendations and reviews. Librarians like [Mychal Threats](#), an advocate known for spreading "library joy", have used the platform to highlight all that libraries have to offer and inspire a new generation of book lovers.

From moments to movements

In 2024, the TikTok community cemented its role as the cultural epicenter of the internet. The platform continues to inspire creativity and community, giving rise to trending moments that transcend borders and generations. From catchphrases to remixes and iconic dances, these are the moments that made their mark as movements that shaped pop culture this year—shaping language, entertainment, and global conversations.

From the catchy phrase "very demure, very mindful" popularized by [Jools Lebron](#) to [Kelley Heyer's iconic Apple dance](#) inspired by [Charli xcx](#)'s "Brat Summer", TikTok has fueled countless trends that are now in our cultural lexicon. Jools Lebron's [#demure](#) trend not only coined a new phrase but also empowered self-expression and influenced various trends, having been named [2024's Word of the Year by Dictionary.com](#). Meanwhile, Brat, [Collins Dictionary's Word of the Year 2024](#), is a cultural moniker newly defined as 'characterized by a confident, independent, and hedonistic attitude'. The ["Man in Finance" meme](#) by [Megan Boni](#) sparked important conversations about dating expectations, gender roles, and the allure of the finance world, propelling her to internet fame and launching her music career.

Beyond trends created by humans, TikTok has also brought attention to cute creatures from the animal kingdom. [Moo Deng](#), [the adorable pygmy hippo from Thailand](#), and [Pesto](#), an [oversized King Penguin from Australia](#), along with the other [Knights of the Rotund Table](#), have captured the hearts of the internet the world over. This year, their popularity transcended borders, not only connecting people with a shared love of animals but also sparking conversations around their welfare and preservation.

TikTok has also had a profound impact on the culinary landscape, elevating dishes to global sensations. From the humble baked potato, reimagined by [The Spud Brothers](#) in the UK, to the [decadent Dubai chocolate bar](#) by [Fix Dessert Chocolatier](#) that has earned rave reviews from foodies around the world, TikTok has transformed the way we enjoy and share food. [Logan Moffitt](#)'s [cucumber salad](#), first created

in Canada, is a testament to the platform's unparalleled ability to turn simple recipes into cultural sensations, inspiring countless new variations, driving demand for specific products, and causing a cucumber shortage in some grocery stores.

Music on TikTok: The soundtrack of 2024

TikTok continues to dominate the music landscape in 2024, revolutionizing how new artists emerge, songs are promoted, and fans connect with their favorite stars. TikTok has become the ultimate destination for music discovery, where our community of over a billion music fans discover, share, and express themselves through music, creating cultural moments and propelling both new and established artists to success, both on and off the platform.

"In 2024 TikTok truly became the music industry's primary launchpad for music, artists and creativity. Every year, our global community discovers a new generation of emerging artists, creates new viral hit songs, and rediscovers classic tracks, propelling them into the charts worldwide. TikTok continues to be a space for discovery, self-expression and fandom, empowering artists to build a global fanbase, engage with the community, and to build their careers." — **Ole Obermann, Global Head of Music Business Development, TikTok**

Music
Year
on
TikTok

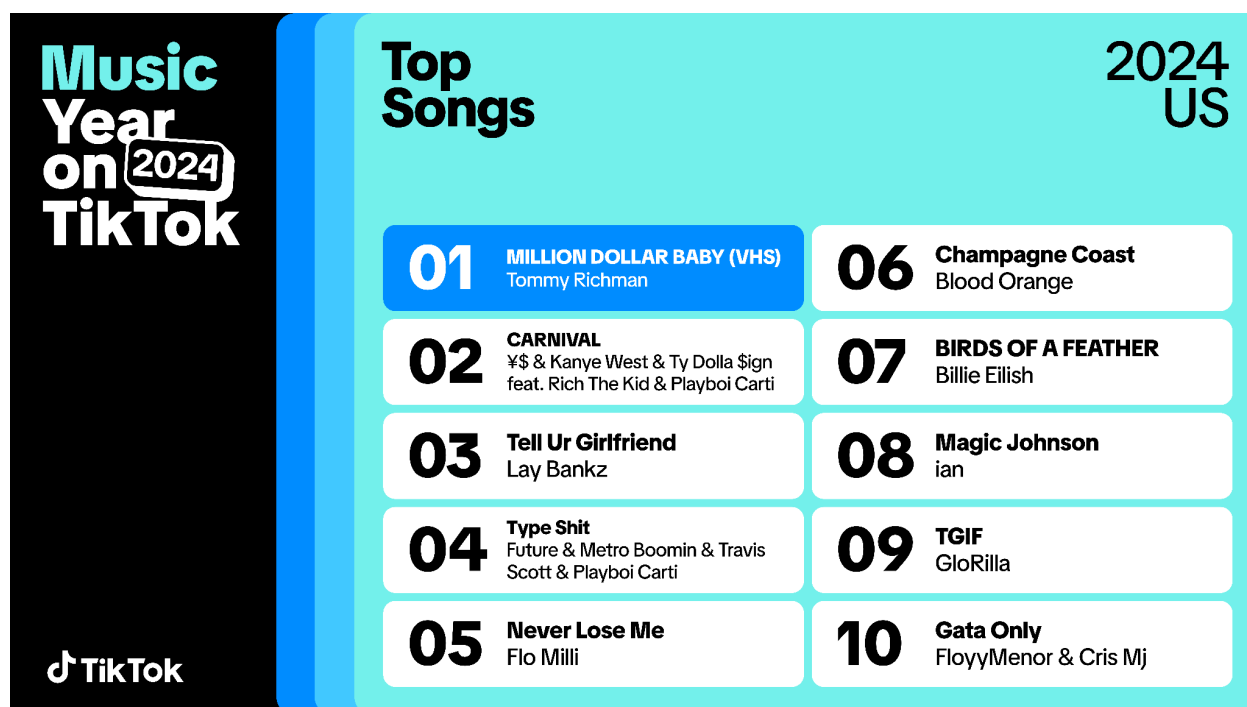
2024

TikTok

Top
Songs

2024
Global

| | | | |
|----|--|----|--|
| 01 | Gata Only FloyyMenor & Cris MJ | 06 | La Diabla Xavi |
| 02 | CARNIVAL Jaxomy & Agatino Romero & Rafael Carrá | 07 | Nasty Tinashe |
| 03 | Alibi Sevdaliza feat. Pablo Vittar & Yseult | 08 | BIRDS OF A FEATHER Billie Eilish |
| 04 | MILLION DOLLAR BABY (VHS) Tommy Richman | 09 | Forever Young Alphaville |
| 05 | Tell Ur Girlfriend Lay Bankz | 10 | Beautiful Things Benson Boone |



**Top songs are ranked by the number of creations using their music*

The **Top 10 Songs** on TikTok globally accounted for over **200 million video creations** on our platform and represent more than **8 billion streams on Spotify**. Notably, these tracks come from **artists representing seven different countries**, showcasing the platform's global reach and cultural diversity. TikTok's global Top Song of 2024 was the smash reggaeton hit [Gata Only](#) by [FloyyMenor](#) and [Cris Mj](#)—also TikTok's global [Song of the Summer](#)—which saw over **50 million creations** on TikTok and generated **1.3 billion Spotify streams**, making the track the undisputed breakthrough hit of the year. In addition, this year, **13** of the **16 Billboard Hot 100 No. 1 Songs of 2024** had major trends on TikTok, proving TikTok's impact on track success both on and off the platform.

Latin music surged to new heights on TikTok this year, with three Latin tracks - [Gata Only](#), [La Diabla](#), and [Alibi](#) - dominating the **Global Top 10 Songs** list. These tracks amplified the genre's global appeal and spotlighted TikTok's role in bridging cultures and introducing listeners to diverse sounds.

In the U.S., the **Top 10 Songs** inspired **140 million TikTok creations globally**, with breakout hits like [Tommy Richman's MILLION DOLLAR BABY \(VHS\)](#) leading the way. Rap and hip-hop flourished on the platform, with songs such as [Lay Bankz's Tell Ur Girlfriend](#) and [Flo Milli's Never Lose Me](#) going on to further success on the Billboard and Spotify charts.



**Top artists are ranked by views on their TikTok account*

TikTok's **Global Top 10 Artists** showcased talent from around the world, underscoring the platform's impact on global music discovery. For the second consecutive year, a Mexican artist claimed the top spot, with reggaeton sensation [Yeri Mua](#) leading the charge thanks to the viral success of her track [Linea del Perreo](#). K-Pop artists dominated the **Global Top 10 Artists** list, claiming **seven of the top ten spots**, with groups like [ENHYPEN](#) and [aespa](#) captivating fans with creative campaigns and viral choreography.

ENHYPEN's track [XO \(Only If You Say Yes\)](#) inspired over **354,000 TikTok creations**, further showcasing the genre's cross-border appeal.

In the U.S., [Sabrina Carpenter](#) topped the list following her viral hits [Espresso](#), [Please Please Please](#), and [Taste](#), which collectively generated over **15 million TikTok video creations**, making her one of the biggest artists in the world on the platform. Sabrina Carpenter rounded out an astonishing year with **six Grammy nominations** for her album **Short n' Sweet**, which she debuted to fans through an exclusive TikTok in-app experience. Emerging artists like [Shaboozey](#), [Chappell Roan](#), and [Benson Boone](#) also took their careers to a new level through viral success on TikTok, building connections and driving creativity within the TikTok community.

Innovation and Empowerment: TikTok's Broader Impact on Music Promotion

TikTok has been instrumental in empowering female voices in music. Artists like [Sabrina Carpenter](#) and [Tinashe](#) used the platform to reach new audiences to hear their music, while rising stars like [Dasha](#) and [GloRilla](#) had breakthrough moments in their careers. TikTok also saw often-underrepresented genres such as Latin and K-Pop dominate listening and success worldwide, thanks to TikTok's ability to transcend borders with global genres.

In addition to driving cultural conversations, TikTok partnered with top-tier artists, including [Billie Eilish](#), [Taylor Swift](#), [Jimin](#), and [Sabrina Carpenter](#), to create immersive in-app experiences, bringing fans closer to their favorite artists. Features like [Add to Music App](#) and tailored campaigns solidified TikTok as a leader in innovative music promotion, turning viral moments into chart-topping success stories.

TikTok is also a home for the songwriters and producers behind many of this year's top songs to share their stories. Creators like [Amy Allen](#), who collaborated with [Sabrina Carpenter](#) and [Olivia Rodrigo](#), and [FINNEAS](#), who co-wrote Billie Eilish's [BIRDS OF A FEATHER](#), provide fans with [#behindthesong](#) insights into their collaborations and creative processes.

Check out TikTok's 2024 top songs and artists in the US unveiled by Good Morning America: [HERE](#).

Season of sports



In 2024, TikTok reimaged the way we experience sports - redefining how fans connect and engage with their favorite athletes, teams, and leagues while also providing a forum for underrepresented voices.

Broadcasters harnessed TikTok's power to reach wider audiences with innovative content that resonated globally. There was a **350% increase in [#SportsOnTikTok](#) posts** compared to last year, a testament to TikTok's undeniable impact on the broader sports industry.

From [#ChocolateMuffinTok reviews](#) to [epic wins](#) and [moments of national pride](#), fans from around the world came together to witness the greatest sports shows on earth—the Olympics and Paralympics. The IOC, IPC, and official media rights-holders content on TikTok captured the passion, authenticity, and real people behind all the athletic glory. Olympians and Paralympians have shown that they can be equally engaging both as content creators and athletes, as they share a more human side to the Games.



From July 26 to August 11, 2024, Olympics-related hashtags had **1.9M posts** and **nearly 50B views**, while the official [Olympics](#) accounts on TikTok amassed **nearly 2B views**. This year, **over 1.5M people** tuned in to [@Paralympics](#) LIVE content, helping [raise \\$500,000 for Paralympic sport development programs](#) to support future athletes.

Women's sports saw explosive growth on TikTok in 2024—mirroring fan demand, celebrating athletic achievements, and rallying a supportive community advocating for increased visibility and representation. **Posts using [#WomenInSports](#) increased more than 2400% this year**, highlighting a passionate audience eager to support female athletes. Content from stars like [Caitlin Clark](#) and [Ilona Maher](#), along with emerging commentators like [Coach Jackie J](#), not only showcased the successes and challenges of these athletes but also helped mainstream women's sports. By making every play, every victory, and every story more accessible, TikTok plays a pivotal role in shaping the narrative around female athletics, with **80% of TikTok users in the US saying that they follow or are interested in the WNBA and 30% more likely to say that "women's sports is exciting to watch"***.

#FilmTok and emerging entertainment voices

Creativity knows no bounds on TikTok. The [#FilmTok](#) and entertainment communities give artists a place to showcase their talent, get discovered, and boost the industry overall, leading to more viewers in theaters and new shows on television. New [research](#) showing that **TikTok users in the US are 44% more likely than non-users to go to the movies** at least once per month underscored TikTok's impact on the entertainment industry - proving that TikTok can help drive viewers to the big screen like never before.

In addition to artists, new film reviewers, and critical voices have emerged on TikTok, providing creators incredible real-world opportunities at major industry events, including [Joe Aragon](#) and [Yasmine Sahid](#) hosting a TikTok LIVE on the Oscars red carpet, [Reece Feldman](#) interviewing the stars at Sundance Film Festival, and [Enora Hope](#) and [Hatik](#) judging the TikTok Short Film competition at the Cannes Film Festival.

Standout creators and videos from the year include filmmaker [Legendary Jay](#), whose short film, [Uno Anime](#), is the most liked TikTok video of 2024 (31.1M likes) in the US. The amazing effects, storytelling, and quality helped this talented creator stand out. [Reesa Teesa](#) also emerged as a captivating storyteller by opening up about her personal life and connecting with millions of fans through a [50-part TikTok series](#) spanning more than eight hours. What started on TikTok has since been picked up by a production studio, changing Reesa's life forever.

Who would've thought that a Bollywood film from the early 2000s would inspire [one of 2024's biggest makeup trends](#)? Inspired by a Hindi film of the same name, the [Asoka](#) trend, with **nearly 300,000 posts to date**, has creators from all over the world and [various cultural backgrounds](#) styling themselves in Indian bridal hair, makeup, and outfits to the beat of *San Sanana*, one of the movie's hit songs.

Empowering educational creators, communities, and institutions



2024 marked a transformative year for educational communities tapping into TikTok. Museums reached millions, science communicators found a platform to share complex topics, and teachers creatively connected with students across the globe—boosting both their impact and their income.

Educators reached new heights on TikTok, with teachers like [Shelby Lattimore](#) showcasing unique teachable moments in the classroom and [Deidre Kelly](#) sharing lessons directly with her audience. Communities such as [#TeachersOfTikTok](#), which has inspired **over 5.5M posts to date**, foster collaboration and open up opportunities for continuous learning.



The STEM (science, technology, engineering, mathematics) community on TikTok also inspired and encouraged the exploration of math and science through engaging content from role models like astronaut [Kellie Gerardi](#) to teachers like [Chemical Kim](#) and other educators like [Charlie Engelman](#). The global expansion of TikTok's STEM Feed makes it easier than ever to learn firsthand from experts in the field, with [#science](#) posts increasing nearly 45% compared to last year.

Established cultural institutions embraced TikTok to reach new audiences, from [empowering Gen Z to write their marketing scripts](#), as popularized by the UK's [Royal Armouries Museum](#), to collaborating with creators to hone content and even bringing us onto [The Met Museum's](#) Met Gala red carpet through Vogue's TikTok LIVE, sparking conversations about historical artifacts, and showcasing the power of creative and innovative marketing.

Celebrate Year on TikTok 2024

As we wrap up yet another memorable Year on TikTok, get ready to celebrate with us in the US by exploring the TikTok app! Discover the Top Songs of 2024 on TikTok's Music Charts feature. You can also learn more about this year's most impactful and memorable trends, creators, and moments via our in-app hub or by searching #YearOnTikTok.

Methodology

Year on TikTok 2024 is based on research comprising in-app and third-party insights focused on TikTok's social, economic, and cultural impact, conducted from January to November 2024.

**GWI Core, Q3 2023-Q2 2024, US*

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