



# The Power of Commerce on TikTok

From Discovery to Purchase:  
Removing Barriers to Purchase  
with TikTok Shop

**NIQ**  **TikTok**





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# Connecting with today's truly omni shopper

Today, consumers have more choices than ever. Brands fight for consideration, traffic, and ultimately, loyalty. How can brands better connect with consumers?

Meet them where they are.

With over **1 billion users** on TikTok<sup>1</sup>, the #1 App for Entertainment<sup>2</sup> is the perfect starting point for building connections.





# The Full View of online shopping

Consumers are truly 'omni' - and shopping behaviors show this to be true. **93%** of CPG dollar sales come from Omnichannel shoppers today<sup>3</sup>, emphasizing the need for brands to strike a balance across all channels.

**85%** of consumers normally shop at a combination of both physical and online options, according to NIQ<sup>4</sup>, which shows consumers are consistently changing behaviors to shop in a way that suits them.



## And this extends to social and video platforms too.

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In the 2024 NIQ Consumer Outlook survey, **55%** of respondents stated they **“purchase directly from social media or live stream platforms”** for grocery and household items<sup>5</sup>, fast approaching the same rates for click and collect and grocery delivery.



# #TikTokMadeMeBuyIt

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The world of omnichannel shopping is changing, and consumers are quickly embracing channels like TikTok to inform their shopping decisions – both online and offline.



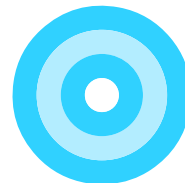
**#TikTokMadeMeBuyIt** has garnered **8M** posts globally in the past year<sup>6</sup>



**71%** of users said they are likely to take an off-platform action to explore a product/brand after viewing a TikTok ad<sup>7</sup>



TikTok users are 48% more likely to discover new products and **immediately purchase them on TikTok** (vs. other social/video platforms)<sup>8</sup>



**2 in 5 users** who discovered a product on TikTok went to a **physical location** that sells the item<sup>9</sup>



# The Rise of TikTok Shop

TikTok Shop taps into the natural flow of omnichannel behaviors and **meets consumers exactly where they are** in their shopping journey today.



## According to the latest **TikTok study**:

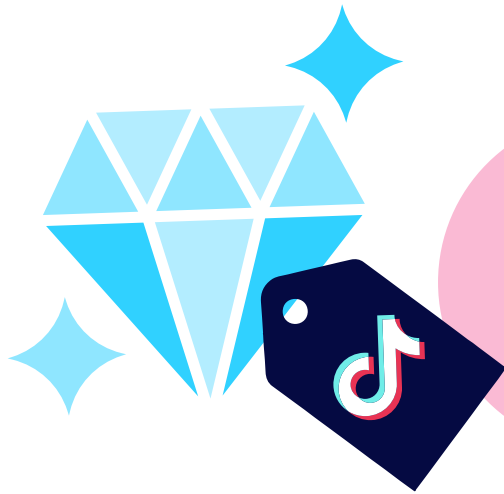
62%

of respondents are familiar with the TikTok Shop experience<sup>10</sup>

68%

are open to making a purchase through TikTok Shop<sup>10</sup>

It's clear that buyers are ready to embrace this channel – and major brands like Coca-Cola are taking advantage, launching TikTok Shop exclusive items that sell out within hours<sup>11</sup>.



As consumers continue to embrace a single destination that offers **discovery, convenience, and security**, more will be inspired to join in.



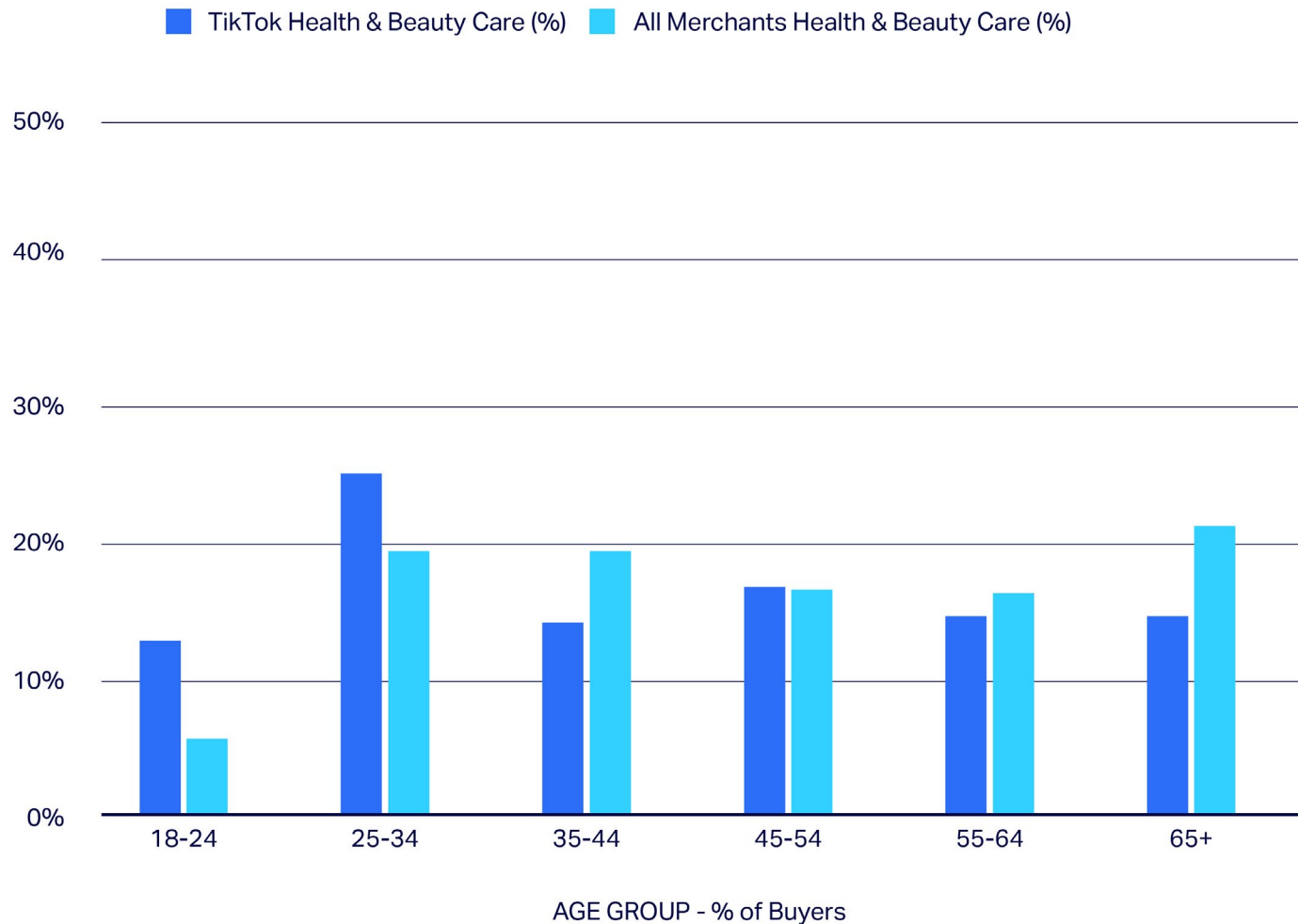


## Who's embracing this **new channel**?

While there may be an especially strong opportunity to connect with young audiences on TikTok Shop, brands can capture the attention of audiences across *every* generation, even older demographics.



# 43% of online purchases made by Millennials and Gen Z are made on a smartphone app<sup>12</sup>.



**Consider:**  
TikTok Shop is a powerful tool for building lasting connections with all shoppers, ensuring loyalty for years to come.

# Breaking down traditional shopping barriers

After engaging with the platform, TikTok users agree TikTok Shop is: **easy** (84%), **fast** (80%), **seamless** (74%)<sup>10</sup>.

Those who have made a purchase through the channel said they did so because:

■ **1 in 2** (48%) said it was simple<sup>10</sup>

■ **2 in 5** (40%) said the checkout process was easy<sup>10</sup>

■ **~1 in 3** (29%) said the shopping experience was seamless<sup>11</sup>

But ease can't outweigh trust – and users have confidence they're shopping securely:

Consumers are **1.3x more likely to say they feel secure shopping on TikTok** compared to other social/video platforms<sup>10</sup>.

Despite its newcomer status, **1 in 2 agree shopping on TikTok Shop is safe and secure**<sup>10</sup>.





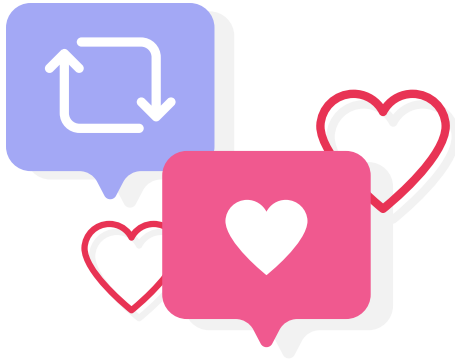
## TikTok Shop is the perfect formula for today's consumer:

It offers discoverability, convenience, and security – ultimately boosting shopper loyalty. It serves as a powerful discovery engine that helps brands build awareness and showcase products to the most relevant audiences.



After seeing a TikTok Shop experience, **82%** of users agree that it helped introduce them to a brand they didn't know, and **79%** say it helps them discover new products from these brands<sup>7</sup>.





**Above all, TikTok Shop creates a rewarding, frictionless experience for shoppers which will likely trigger repeat behaviors.**

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The Fogg Behavior Model<sup>13</sup> shows that reducing barriers – making tasks easier and more secure – increases the likelihood of an action being taken. It's rewarding, hassle-free, and sparks joy.



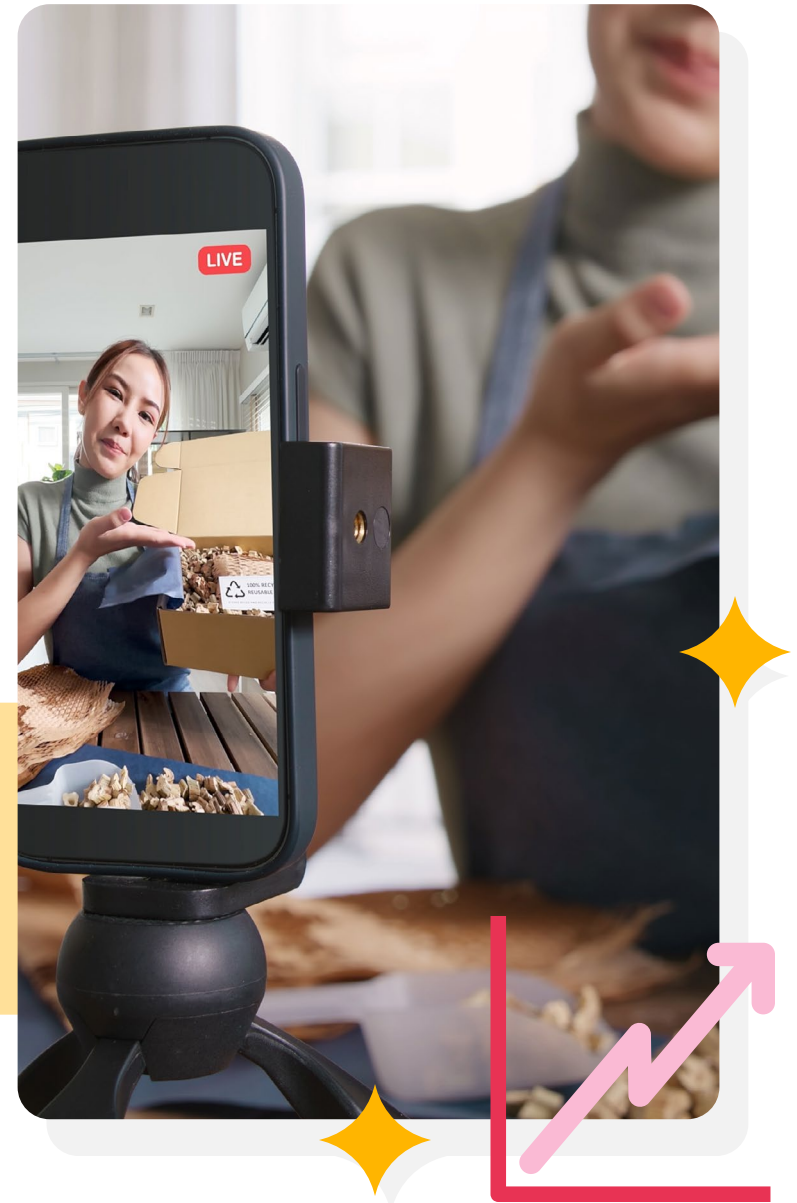


# How to win

Success on TikTok Shop is not just reserved for well established brands, smaller players are reaping the benefits too.

TikTok Shop is a powerful tool for bolstering brand perception, helping brands of all sizes unlock the power of a culturally relevant movement – which doesn't just drive sales, but builds equity.

Seeing a brand's TikTok Shop strengthens feelings of **authenticity (+4pp)** and **trendiness (+5pp)** for shoppers<sup>10</sup>.







In a recent **TikTok study**<sup>10</sup>, the data shows

**66%**



of respondents were willing to purchase a smaller or less known brand

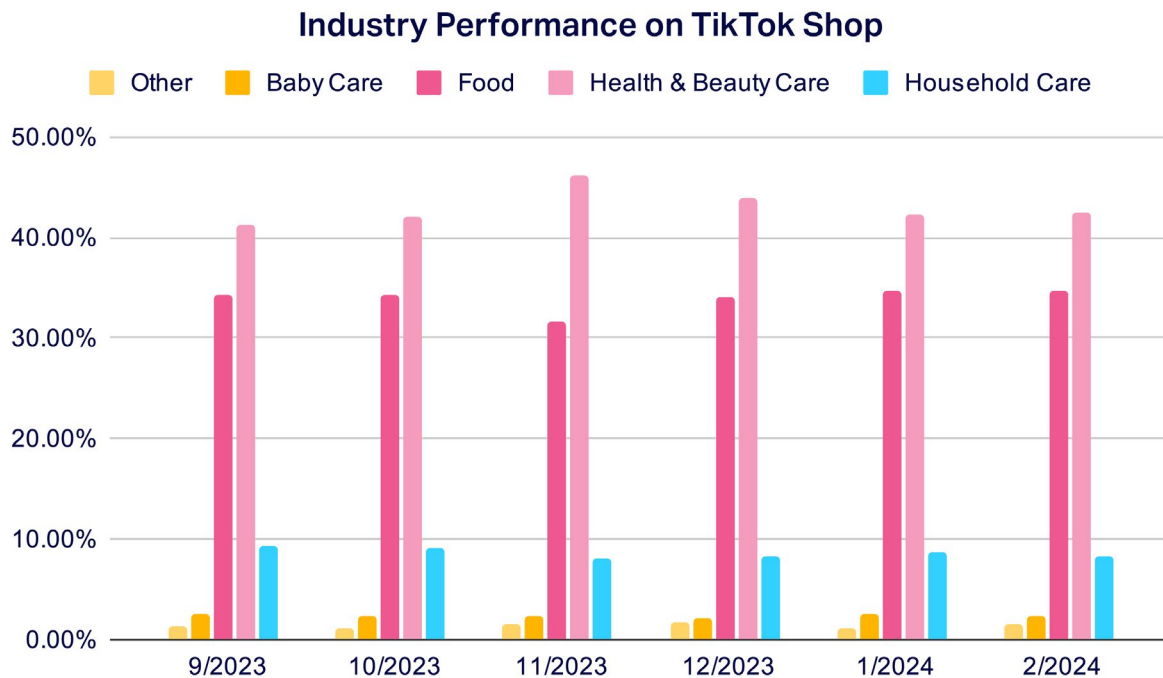
**64%**



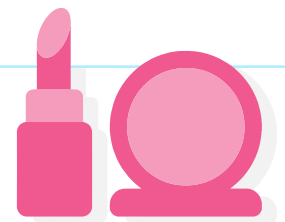
were willing to purchase larger national brands

# Is TikTok suitable for my category?

From groceries to personal care, many can tap into the power of this tool for online shopping, yet there are distinct leaders: **Health/Beauty** and **Apparel**.



According to NIQ's exclusive market data, **TikTok is ranked the #9 e-commerce retailer for Health and Beauty<sup>14</sup>.**

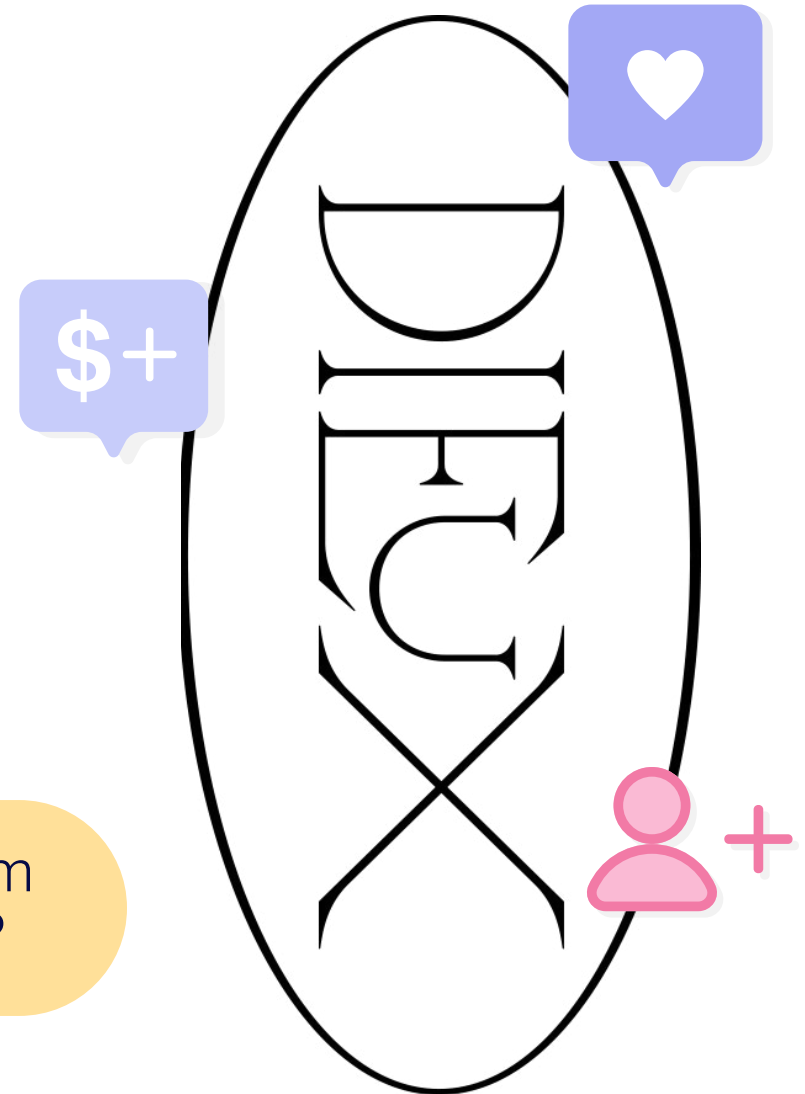


# Brand success story: **Dieux Skin**

Launched on TikTok in Q4 of 2023, [Dieux Skin](#) is an emerging skincare brand that pioneered the use of TikTok Shop.

In addition to a curated assortment of products, the brand put focus on a new product, Air Angel, gaining massive amounts of traction with millions of views.

Dieux Skin has made **\$2.5M in revenue** from TikTok Shop alone<sup>15</sup>, but how did they do it?





# The brand leveraged the TikTok Shop Cyber Week Promotion – and it paid off, literally.

Garnering over 10M views, Dieux Skin relied on organic traffic from both the brand ([@DieuxSkin](#)) and co-founder ([@CharlotteParler](#)), resulting in incredible sales performance and benchmark-breaking media KPIs.

Highlights include<sup>15</sup>:

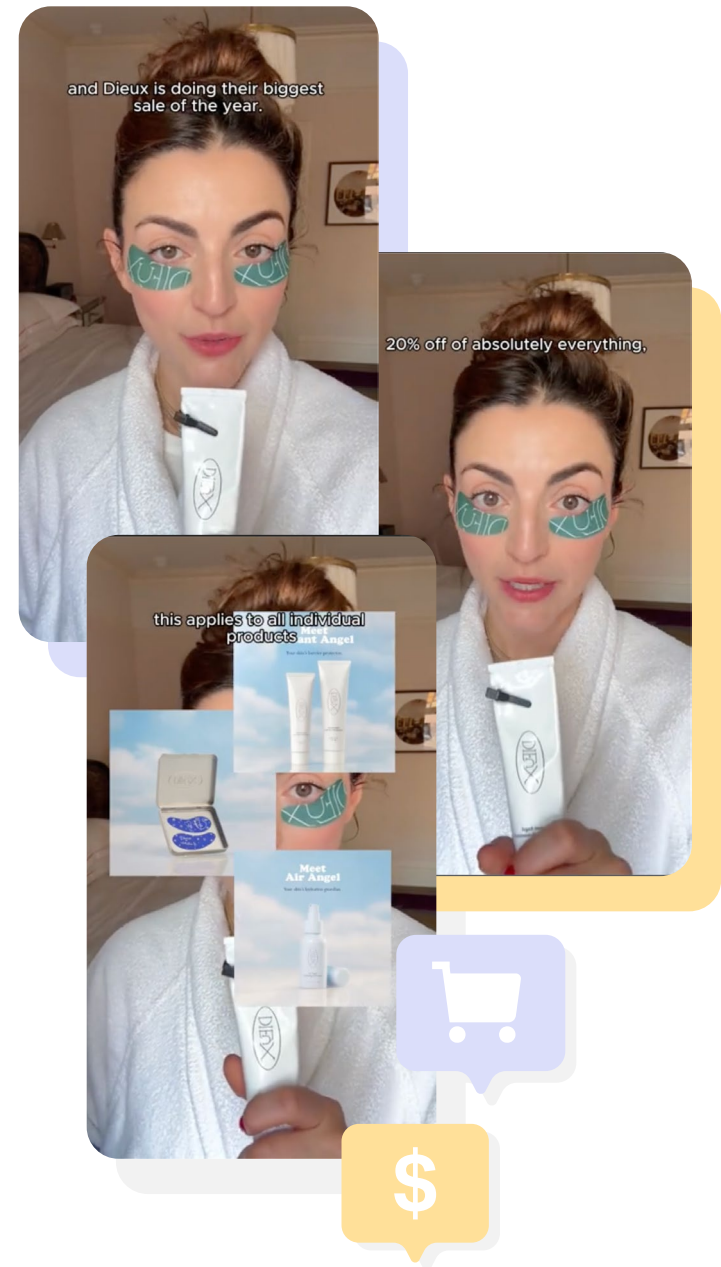
**\$2.45 CPA**

**31.18 ROAS**

**19.11% Shop Purchase Rate**

**DTC website traffic  
up 65% vs the week before**

**60k units sold to 40k shoppers**



“ We see people **buying through TikTok Shop**, yes, and we’ve seen **organic traffic** — people are going to [dieuxskin.com](https://dieuxskin.com) and going to research the product a little bit more and checking out our store — ***there’s been this amazing halo effect.*** ”

**- Charlotte Palermino**

CEO and Co-Founder of Dieux Skin





# Brands can't win if they don't play

There's room for brands across all CPG categories to harness the power of TikTok Shop. As TikTok Shop continues to drive shopper loyalty, the platform will be a critical lever for brands – both big and small – to pull.

Leveraging TikTok's full suite of commerce solutions can drive optimal success. Consider these strategies to **supercharge your brand's results** on TikTok Shop:

1. **Use Shop ads** to generate interest and drive consumers to TikTok Shop
2. **Maximize sales** by pairing Organic solutions with a fully integrated experience.
3. **Tap into TikTok's full suite of ad solutions** to drive sales on and off platform
4. **Partner with Creators** to build trust and drive conversion with TikTok's commerce solutions



# 1. Use Shop ads to generate interest and drive consumers to TikTok Shop:

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Brands can use Shop adds to generate interest and drive consumers to their TikTok Shop

## After viewing a Shop Ad experience...



Over 1 in 2 say they are likely to **search more information** on the brand



3 in 4 users say they are likely to **buy from** the brand<sup>10</sup>

## 2. Maximize by pairing Organic solutions with a fully integrated ad experience:

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Brands see greater success when using **Shop ads and Organic strategies** to drive traffic to TikTok Shop – generating greater overall engagement vs. organic tactics alone



When a brand's strategy includes Shop Ads + Organic content they benefit from...

**1.4x**

greater likelihood of ad completion

**2.5x**

greater likelihood to click the 'shop' button

...vs organic tactics alone<sup>10</sup>.

### 3. Tap into TikTok's full suite of ad solutions to drive sales on and off platform:

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When brands leverage **Shop ads** and **Video Shopping Ads (VSAs)**, they enhance their accessibility, cultivate positive brand perceptions, and benefit from full funnel results

When a brand's strategy includes **Shop Ads + Video Shopping Ads...**



**7 in 10 Users**

perceive that brand as 'a brand that meets my needs'



**6 in 10 Users**

are likely to agree the brand is easy to connect with



**Nearly 70% Users**

say they would be likely to purchase from the advertised brand<sup>10</sup>



## 4. Partner with Creators to build trust and drive conversion with TikTok's commerce solutions:

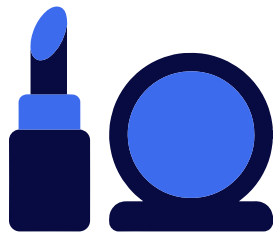
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**65%** of TikTok users agreed that when shopping online, they always rely on **online reviews** and **creator recommendations** to decide what to buy (vs. rarely)<sup>16</sup>.

# Learn more about TikTok's Commerce solutions and how to maximize performance by visiting [TikTok For Business](#).

To optimize an existing TikTok strategy, tap into NIQ's exclusive market measurement data to measure impact and fine tune your approach.



## In the beauty industry?

Be sure to check out [NIQ's Beauty Inner Circle](#) – a members-only insights hub that combines the Full View™ of beauty market research and cutting-edge consumer intelligence.

# Sourcing

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- 1 TikTok Internal Data, Global, as of September 2021
- 2 Apple App Store
- 3 NielsenIQ Omnishopper, Total Outlets, L52WE 1.27.24
- 4 NIQ 2024 Consumer Outlook Data
- 5 NielsenIQ 2024 Consumer Outlook Survey, Total US
- 6 TikTok Internal Data, Global, as of June 2024
- 7 TikTok Marketing Science Global Shopping Ad Products Study 2022, conducted by Material
- 8 TikTok Marketing Science Global Retail Path-to-Purchase Study 2021, conducted by Material
- 9 TikTok Marketing Science Global eCommerce Study 2022, conducted by Material
- 10 TikTok Marketing Science Global TikTok Shop Research 2023 (US Results) conducted by Material
- 11 AdAge, "How Coca-Cola, E.L.F and Benefit are Using TikTok Shop to Drive Sales," 2024



# Sourcing

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- 12 Fall 2023 NIQ Omnichannel Shopping Fundamentals
- 13 Fogg Behavior Model
- 14 NielsenIQ E-commerce Retailer View, Total US, L52 Weeks ending 2/24/24
- 15 Data provided from Dieux's internal performance data
- 16 TikTok Marketing Science Global Creators Drive Commerce Study 2022, conducted by Material