

TikTok Shop's rapid growth continues: the retailer is now the #4 Health & Beauty eCommerce Retailer in the US

TikTok Shop has brought health and beauty discovery online, creating a valuable and loyal customer base who spends **\$118 annually** and purchases **3-4x per year**

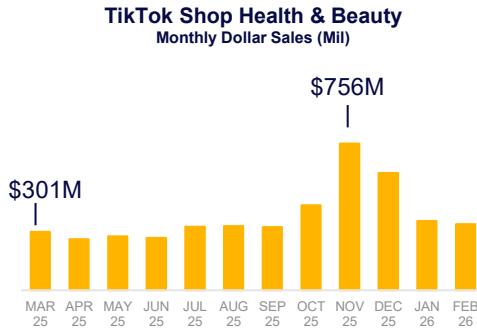


NIQ Perspective

TikTok Shop Sales Surpass \$4.4B across Health & Beauty

The Facts

- TikTok Shop's growth continues, with an 84% increase in sales, and nearly 10% of all US households purchasing on the platform
- Driven by a month-long Black Friday sale, the 2025 holiday season saw an incredible uptick in sales, with over \$1.3B in sales in Nov and Dec



80%

\$ Growth Rate

9%

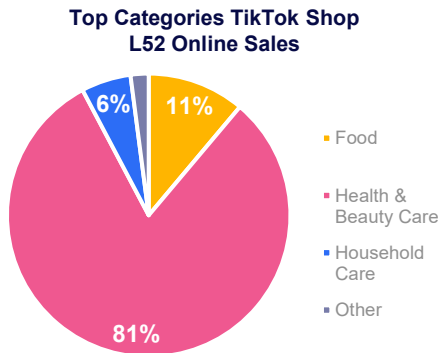
Household Penetration

\$118

Spend per Buyer

Health & Beauty: The Sales and Engagement Driver

Health & Beauty is TikTok Shop's biggest sales driver, with Vitamins, Skin Care, and Fragrance leading the way



Top 5 TikTok Shop Health & Beauty Subcategories L52 Online Sales(M)

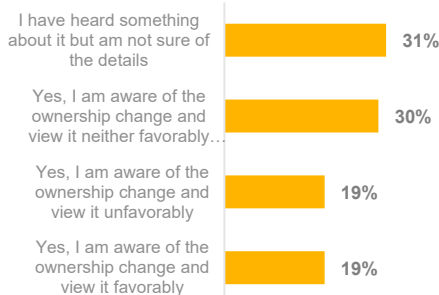


Source: NielsenIQ eCommerce, Mar 2025- Feb 2026

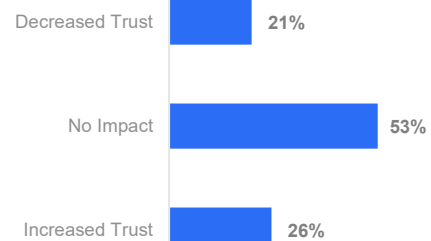
What's Next: The Impact of TikTok's Change In Ownership

Users show limited awareness and minimal concern about TikTok's change in US ownership

Are you aware of the recent changes in TikTok's U.S. ownership structure?(TikTok Users)



To what extent, if at all, has TikTok's new U.S. ownership affected your trust in the platform? (TikTok Users)



Source: NielsenIQ Omnibus Survey, Feb 2026