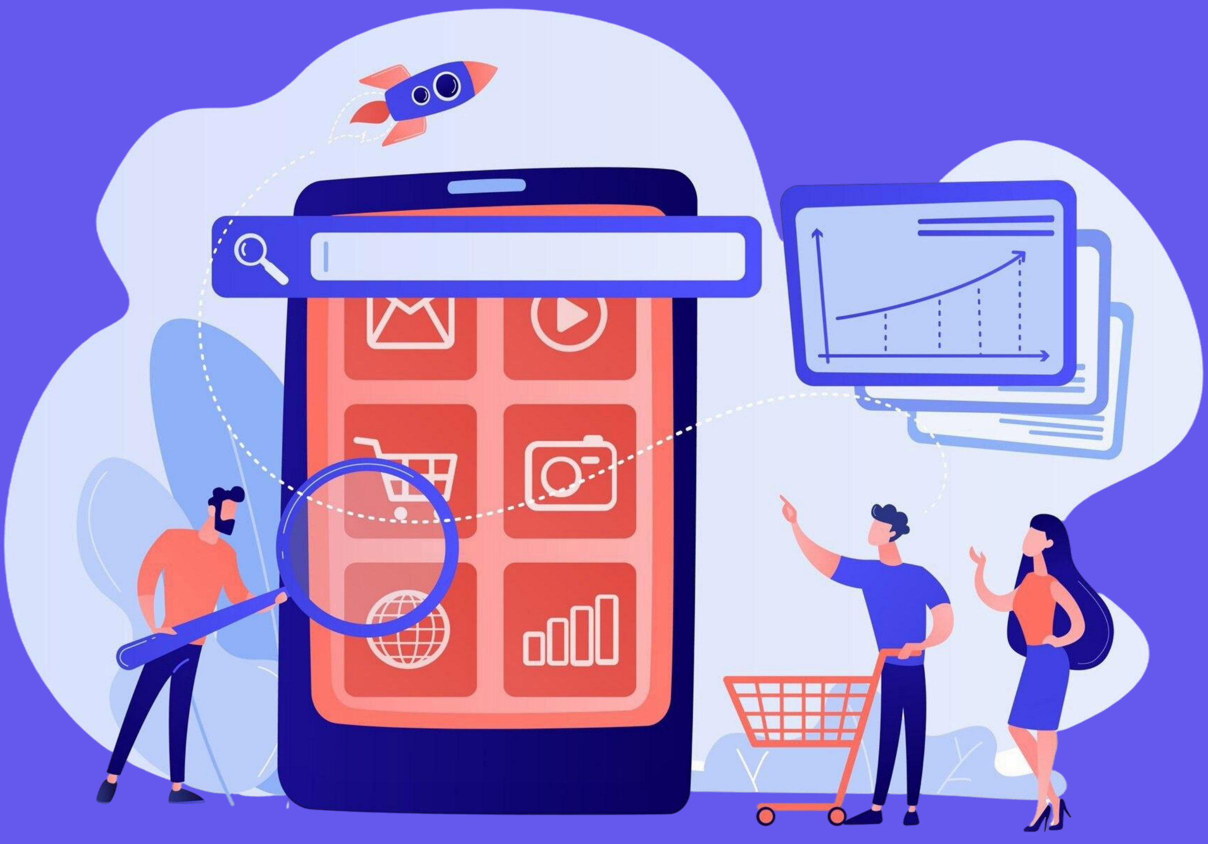
EchoTik
TikTok analysis tool

TikTok Shop 2025

2025 Full-Site Half-Yearly Report

TikTok Shop Market Report (H1 2025)



www.echotik.ai

Product Selection | Influencer Discovery | Find TikTok Shop | View The Data

Statistical period: 2025.1-2025.6

EchoTik's official website

EchoTik's official account

CONTENTS

Global Market Analysis of TikTok Shop

Introduction | TikTok Shop: H1 2025 Global Overview

1

CHAPTER ONE

INTRODUCTION

With the swift growth of global social media platforms, e-commerce has emerged as a pivotal shopping channel in the modern era. TikTok, one of the world's most popular short-video platforms, capitalizes on its vast user base and innovative content ecosystem to steadily expand its footprint in e-commerce. TikTok Shop revolutionizes the traditional e-commerce model by seamlessly integrating creators, brands, and consumers, crafting an immersive shopping experience.

Since initiating its social e-commerce strategy in 2022, TikTok Shop has rolled out multiple global sites. In November 2022, the U.S. site welcomed the first-batch of merchants. From 2022 to 2025, it launched sites in six Southeast Asian countries (Indonesia, Thailand, Vietnam, etc.), the UK, the U.S., as well as Spain and Mexico, establishing an e-commerce network spanning Europe, America, and Asia.

In H1 2025, TikTok Shop expedited its global site expansion. It targeted mature European and American markets and explored emerging ones. New sites in Germany, Italy, France, etc., were launched successively, fueling new growth for the platform. This marks the initial triumph of TikTok Shop's diversified market-entry strategy. Such a proactive approach diversifies regional risks and sustains the platform's long-term growth.

EchoTik's latest data shows that in 2025, TikTok Shop's global GMV surpassed $23.2 billion. The U.S. market contributed 23% ($5.45 billion), with Thailand (23%) and Indonesia (19%) ranking second and third.

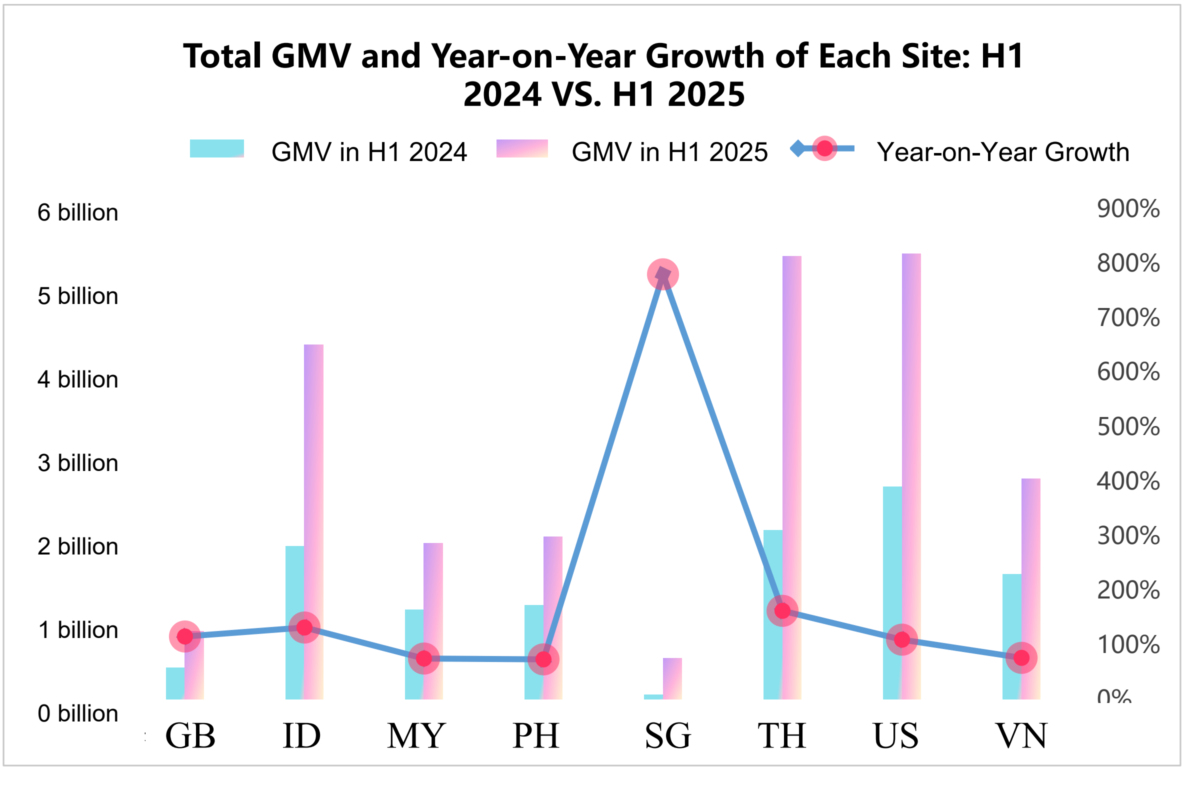
EchoTik's newly-released "2025 Full-Site Half-Yearly Report" will focus on regional market traits under global operation, the evolution of consumer behavior in short-video live-commerce, data-driven merchant growth strategies, offering in-depth market insights and practical strategies for industry players.

Global GMV surpassed $23.2 billion in H1 2025, with year-on-year growth hitting 117%. The U.S. leads the pack in GMV rankings.

In 2025, TikTok's e-commerce business continued its strong growth. Per EchoTik data, global GMV hit $23.2 billion in H1 2024, with projections to exceed $30 billion by Q3.

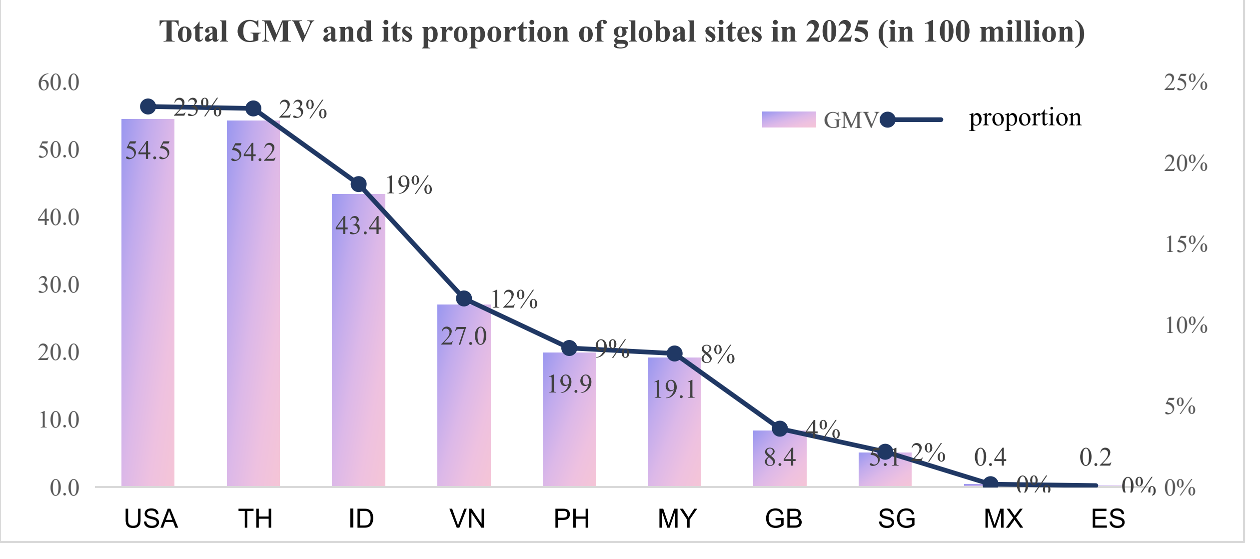
H1 2025 national GMV figures:
·UK: $836 million (+115% YoY vs. $388 million in H1 2024)
·Indonesia: $4.336 billion (+132% YoY from $1.871 billion)
·Malaysia: $1.912 billion (+75% YoY); Philippines: $1.991 billion (+73% YoY)
·Singapore: $506 million (+780% YoY from $57 million)
·Thailand: $5.419 billion (+162% YoY vs. $2.065 billion)
·US: $5.447 billion (+109% YoY from $2.6 billion)
·Vietnam: $2.7 billion (+76% YoY vs. $1.533 billion)

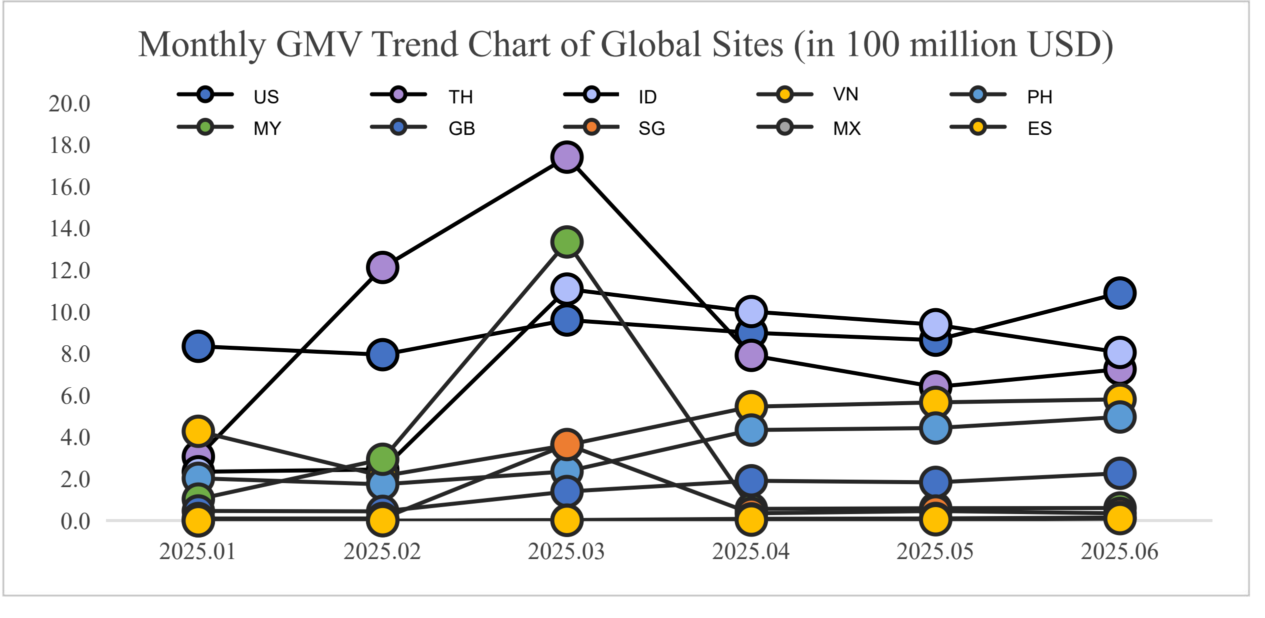
Southeast Asia led growth, with Singapore, Thailand and Indonesia all up over 100%. Spain ($22.04 million) and Mexico ($42.64 million) broke into the market from zero but remain small-scale. Growth varied across sites, with March emerging as a key growth month for most—driven by explosive gains that highlight seasonal patterns and regional gaps in cross-border e-commerce.



Southeast Asian and Euro-American markets are advancing in tandem and developing steadily. The U.S. and Thailand, with comparable shares, jointly account for nearly half of the global market.

- In H1 2025, TikTok Shop exhibited strong expansion impetus and growth tenacity. Its Gross Merchandise Volume (GMV) surged to $23.2 billion, firmly reinforcing its global leadership in social e-commerce. The U.S. and Thailand sites, each with a half-year GMV exceeding $5.4 billion, grew steadily, jointly accounting for 23% of the total. Indonesia followed, with an H1 GMV of $4.3 billion (19% of the total). Vietnam ($2.7b), the Philippines ($2b), Malaysia ($1.9b), the UK ($840m), and Singapore ($500m) trailed in that order.
- Analyzing monthly data across global sites, due to marketing campaigns and traditional festivals, the peak for most sites in H1 occurred around March. The Thailand site hit the highest peak, nearly reaching $1.6 billion. Southeast Asian sites showed more stable growth trends.





European and American markets

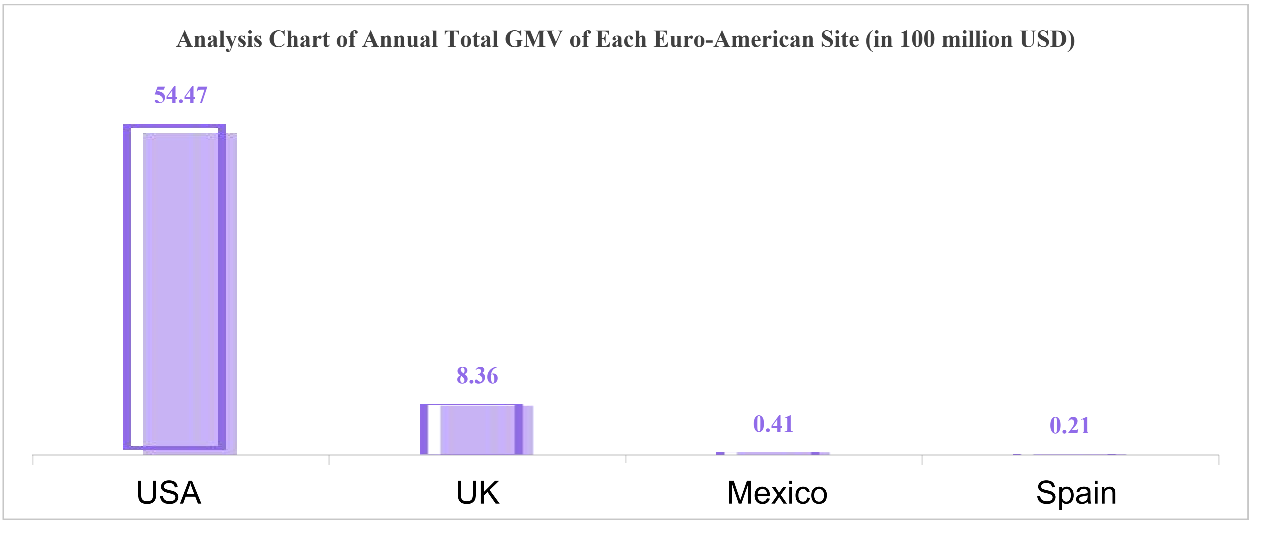
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

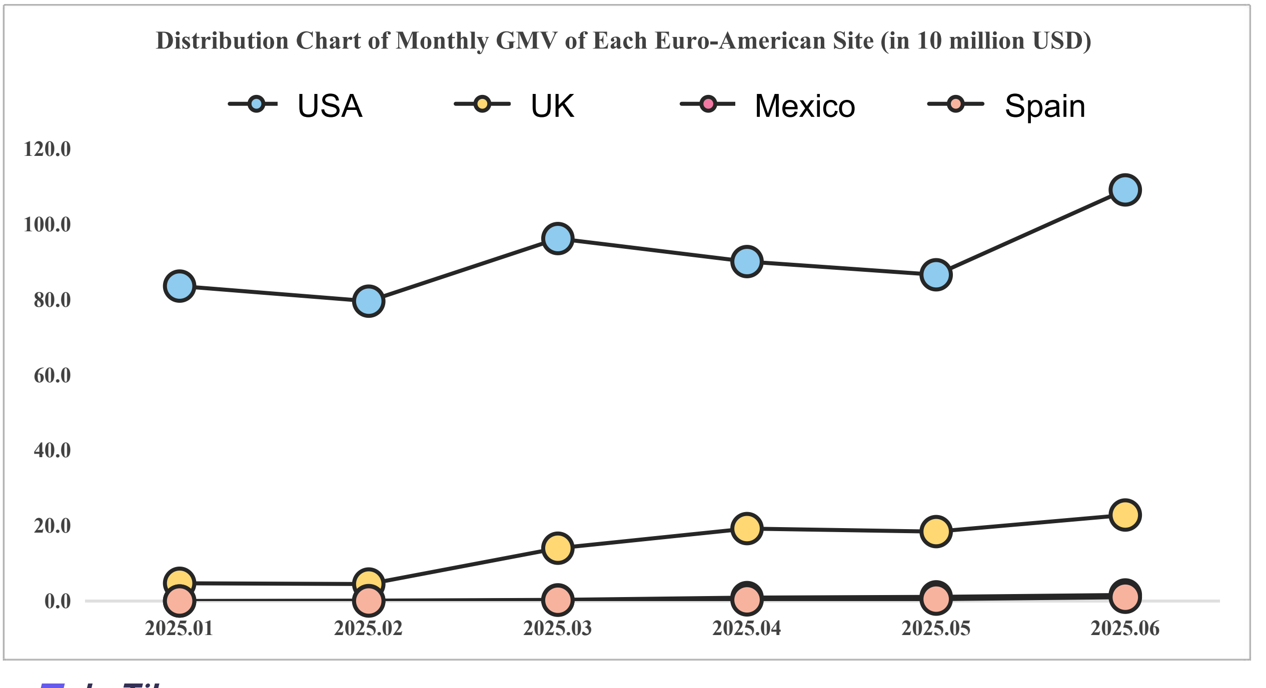
2

CHAPTER TWO

The total GMV of European and American sites in H1 2025 is nearly $6.4 billion. The U.S. site accounts for over 80%, and new sites have seen significant growth.

- The U.S. market, as a core site of TikTok Shop, has demonstrated significant scale advantages and a steady growth momentum. From January to June 2023, its cumulative GMV reached $10.9 billion, with the single-month GMV in June exceeding $1.09 billion, up 18% year-on-year, leading the growth among major sites.The UK market, as a key Euro-American site, has shown stable overall performance but relatively slow growth. Its cumulative GMV from January to June stood at $2.27 billion, with the single-month GMV in June reaching $227 million and the year-on-year growth rate remaining around 5%, indicating that the market has entered a stage of steady development.
- While the Spanish and Mexican markets currently remain small in scale (with cumulative GMV from January to June reaching $10.49 million for Spain and $16.01 million for Mexico), they have shown robust growth momentum. Notably, Spain's GMV surged 109% month-on-month in June, and Mexico's single-month GMV hit $5.3 million, fully demonstrating the high growth potential of emerging markets.





The U.S. Site

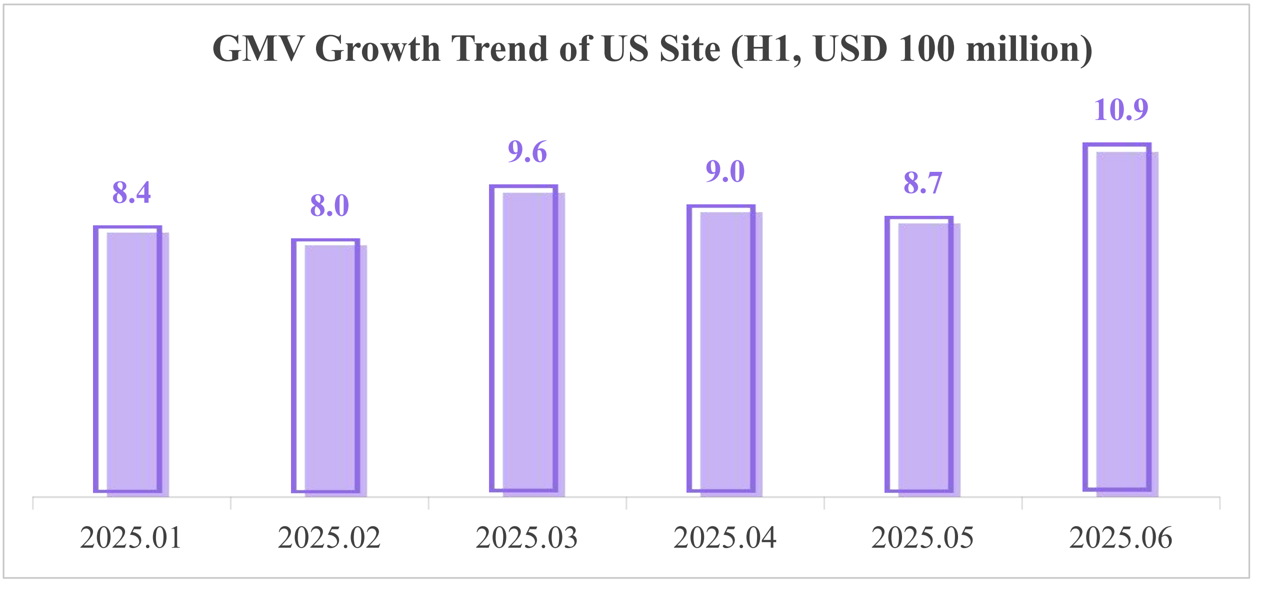
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

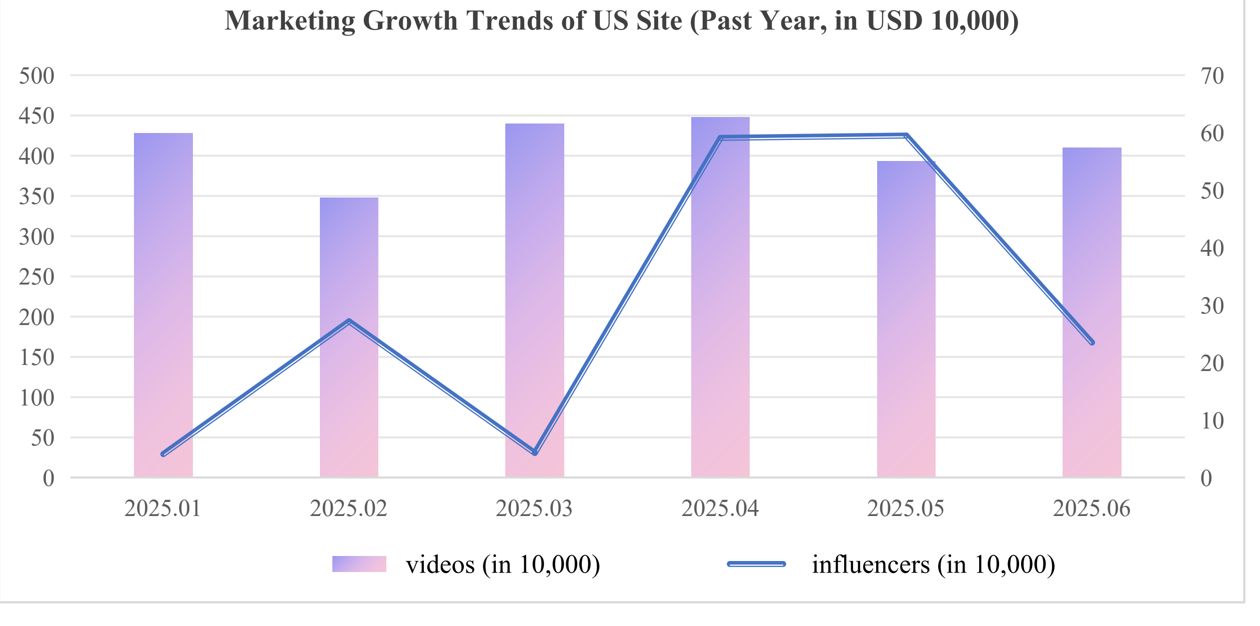
CHAPTER THREE

3

The total GMV of the U.S. market in H1 2025 exceeded $5.4 billion. Marketing primarily relies on video commerce, with the number of influencers fluctuating significantly monthly.

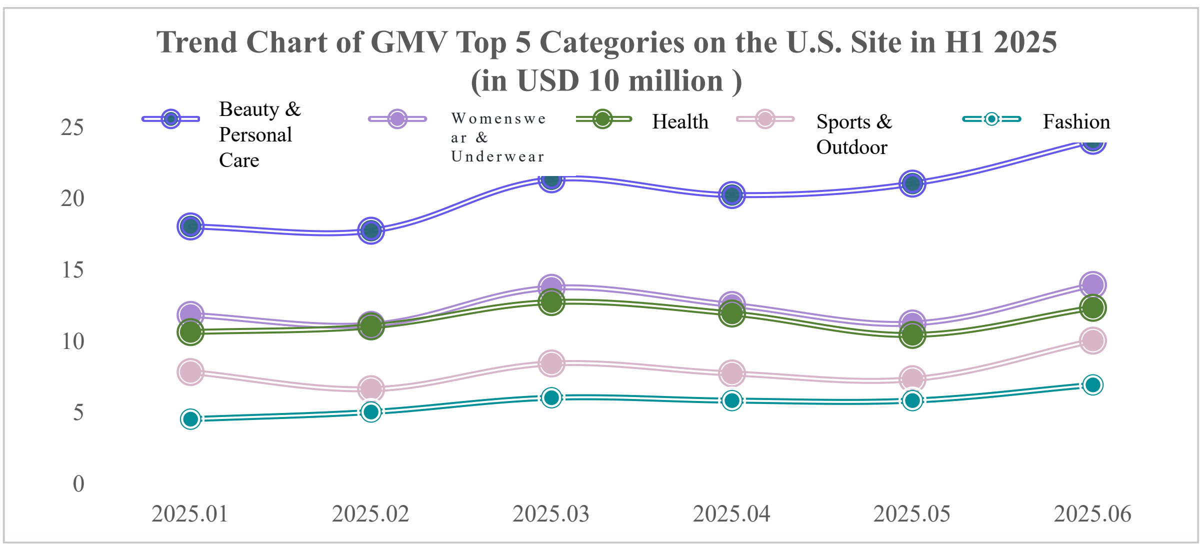
- In H1 2025, the U.S. led other sites with total GMV of approximately $5.447 billion.
- Looking at trends, March saw a notable sales uptick, fueled by spring shopping events and Women's Shopping Month. June then recorded the highest single-month GMV in H1—surpassing $1.09 billion—driven by mid-year sales and summer shopping demand.
- For marketing, video commerce remains the core growth engine in the U.S. Monthly video volume averages over 4 million, peaking at 4.48 million. The influencer alliance continues to expand, with creator numbers rising month on month, sustaining momentum across the ecosystem.





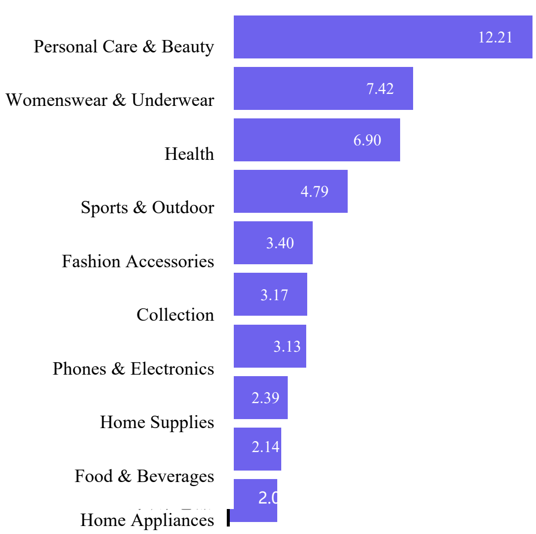
All product categories in the U.S. maintained growth in H1, with Personal Care & Beauty and Womenswear taking the lead.

- In H1 2025, top product categories in the U.S. market sustained growth momentum. Personal Care & Beauty led with the highest GMV, totaling over $239 million from January to June. Its June GMV reached $109 million, up 30.5% from January's $83.53 million, reflecting a steady month-on-month uptrend. Womenswear ranked second, with June GMV hitting $139 million—up 66.3% from January's $118 million.
- The top 5 categories maintained stable monthly rankings in H1, with cumulative GMV reaching $3.472 billion—nearly 64% of the U.S. site's total H1 GMV. This highlights the U.S. market's heavy concentration in core categories like beauty, apparel, and health. In terms of monthly fluctuations, the top 5 categories showed strong correlation in sales trends, driven largely by seasonal events and festivals.

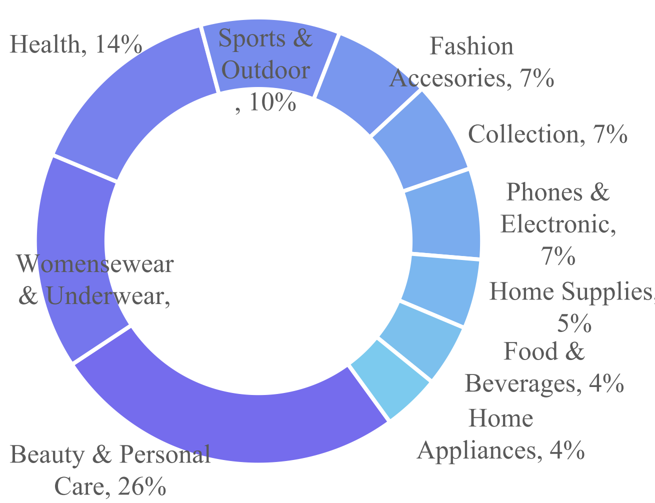


Trend Chart of GMV Top 5 Categories on the U.S. Site in H1 2025 (in USD 10 million)

U.S. Site: GMV Top 10 Categories (in USD 100 million)

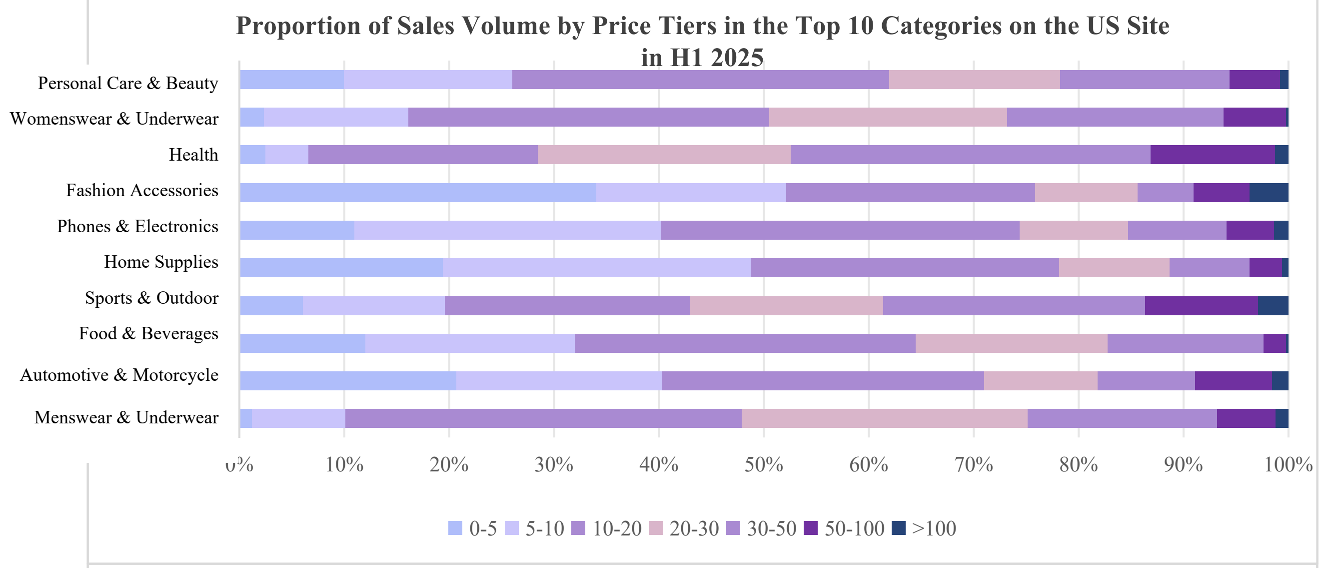


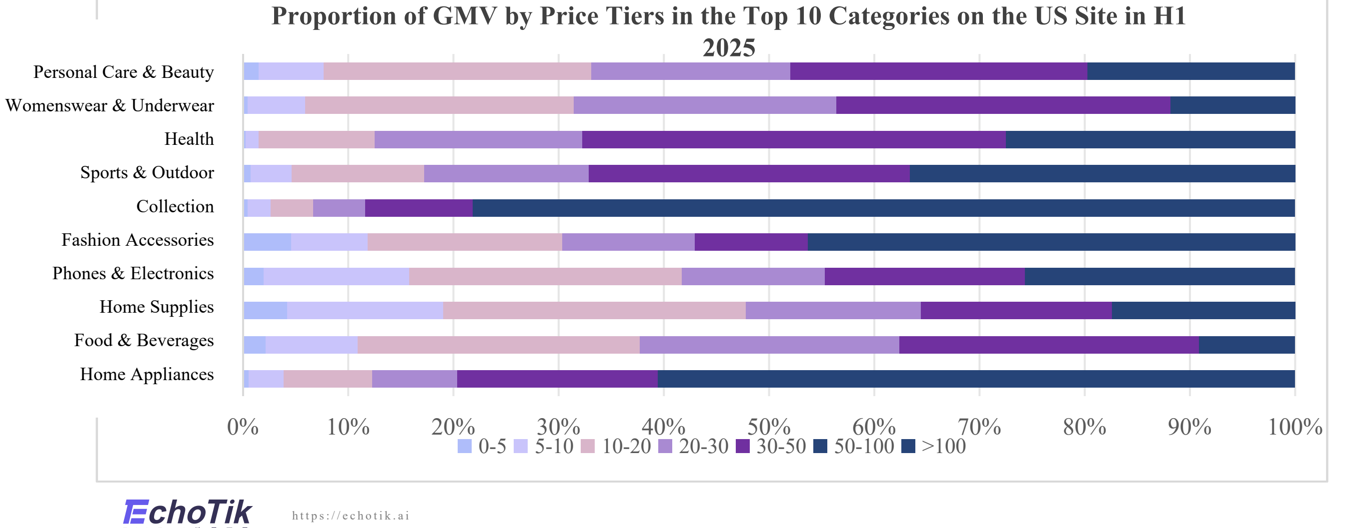
U.S. Site: GMV Top 10 Categories Share



The $10-20 price range leads in both sales volume and GMV. The $30-50 price range makes a prominent contribution to GMV.

- In terms of sales volume of products across various price ranges on the U.S. site, the most popular products in the U.S. market in H1 2025 were those in the $10-20 range, accounting for a high proportion of 31.28%. This was followed by products in the $20-30 and $30-50 ranges, which accounted for 17.05% and 16.95% respectively. Products in the $10-20 range dominated the market: sales volume of products in this price range made up over 30%. Mid-to-high price products performed strongly: the combined proportion of products in the $20-50 range exceeded 34%. Low-price products still had a certain market share: the total proportion of products priced between $0-10 stood at 27.47%, with those in the $0-5 range accounting for 10.75% and $5-10 range 16.72%, though low-price products were not dominant. High-price products made a relatively small contribution: the combined proportion of high-price products above $50 (including $50-100 and over $100) was only 7.25%.
- H1 2025 saw the U.S. market shift away from low-priced products dominating GMV, with significant variations in GMV across price tiers driven by category differences. The $30-50 range led with a 26.87% GMV share, followed by the $10-20 segment at 19.79%. Notably, high-priced items over $50 (encompassing $50-100 and above $100) collectively contributed 28.43% to GMV—underscoring their non-negligible role. By contrast, low-priced products ($0-10) accounted for just 7.26% of GMV, a stark contrast to Thailand's low-price-driven market. This highlights a diversified GMV contribution trend in the U.S..





Shops focusing on Health and Personal Care & Beauty delivered standout performance.

The sales threshold for Top 10 shops remains notably high.

➢ Shops focusing on Health and Personal Care & Beauty delivered standout performance.

The top 10 shops by GMV span 6 categories. Health and Personal Care & Beauty lead with 3 shops each, while Toys & Hobbies, Home Improvement, Sports & Outdoor, and Womenswear each have one shop in the ranking. This reflects a diversified category distribution among top-performing shops in the U.S. market, with Health and Personal Care & Beauty products standing out for their strong market demand.

➢ The sales threshold for Top 10 shops remains notably high.

For shops' GMV, the Top 10 threshold on the U.S. site is relatively high at around $20.62 million. The first tier—Top 1 and Top 2—hold steady leads with GMVs of $42.83 million and $39.15 million, respectively.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in the U.S. in H1 2025

Shop	Category	GMV (USD million）	Sales Volume（10,000 units）	Quantity of Products	Average Price（$）
MaryRuth's	Health	42.83	53.2	67	36.48
POPMART US SHOP	Toys & Hobbies	39.15	60.2	136	82.32
Tarte Cosmetics	Personal Care & Beauty	37.45	129.7	44	33.37
vevor store	Home Improvement	36.55	45.9	2143	106.68
Goli Nutrition	Health	32.70	132.4	14	74.65
Halara US	Sports & Outdoor	31.37	90.7	295	39.78
Micro Ingredients	Health	29.48	98.8	49	67.93
Comfrt	Womenswear & Underwear	26.49	67.5	47	39.99
medicube	Personal Care & Beauty	22.04	51.5	11	105.69
wavytalk	Personal Care & Beauty	20.62	53.3	4	81.47

Hot Products in the U.S. market

Top 5 Hot Products-June 2025

Labubu Blind Box

Shop： POPMARTS US
Price： $46.99
Sales volume： 23.8K
GMV:$3.33M
Number of Influencers:2
Number of videos:0

Multivitamin

Shop： MaryRuth's
Price： $17.69
Sales volume： 39K
GMV:3.14M
Number of Influencers:1.7K
Number of videos:3.2K

Labubu pendant

Shop： POPMARTS US
Price： $27.99
Sales volume： 29.4K
GMV:$2.80M
Number of Influencers： 2
Number of videos： 0

Maté Tea

Shop： Brainista
Price： $29.99-39.99
Sales volume： 66.7K
GMV:$2.28M
Number of Influencers：
1.7K
Number of videos： 3.6K

Setting powder

Shop： One size beauty
Price： $36
Sales volume： 62.8K
GMV:$2.26M
Number of Influencers：
797
Number of videos： 1.4K

The UK Site

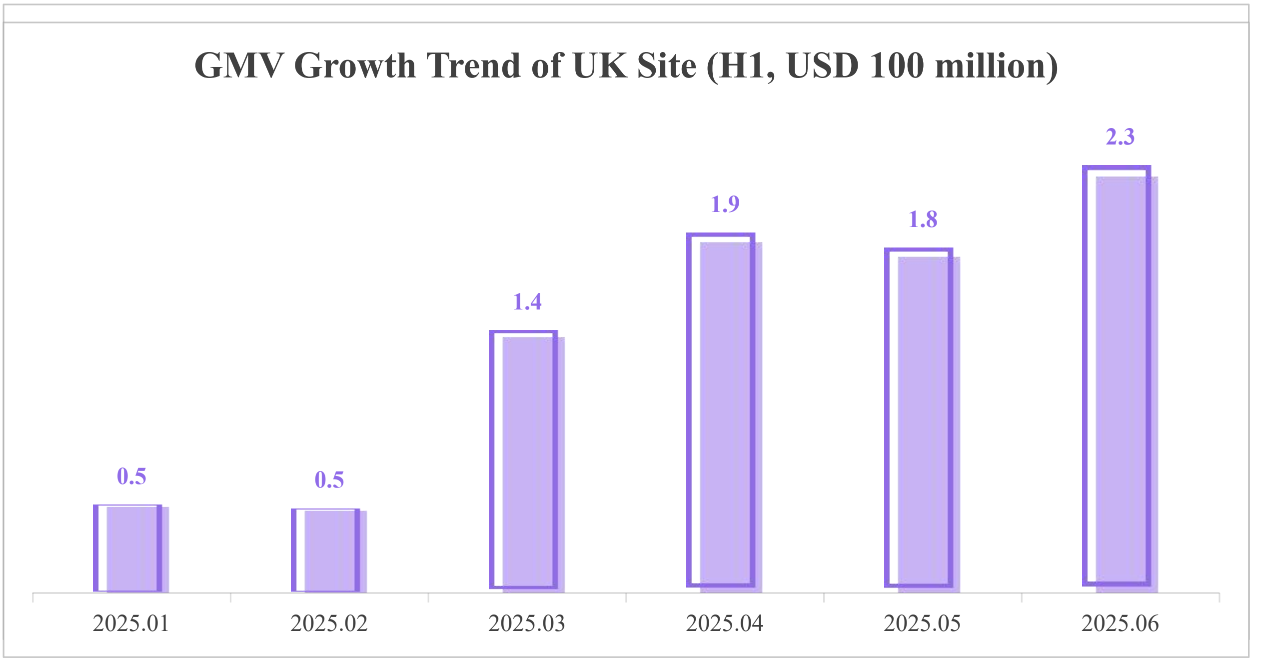
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

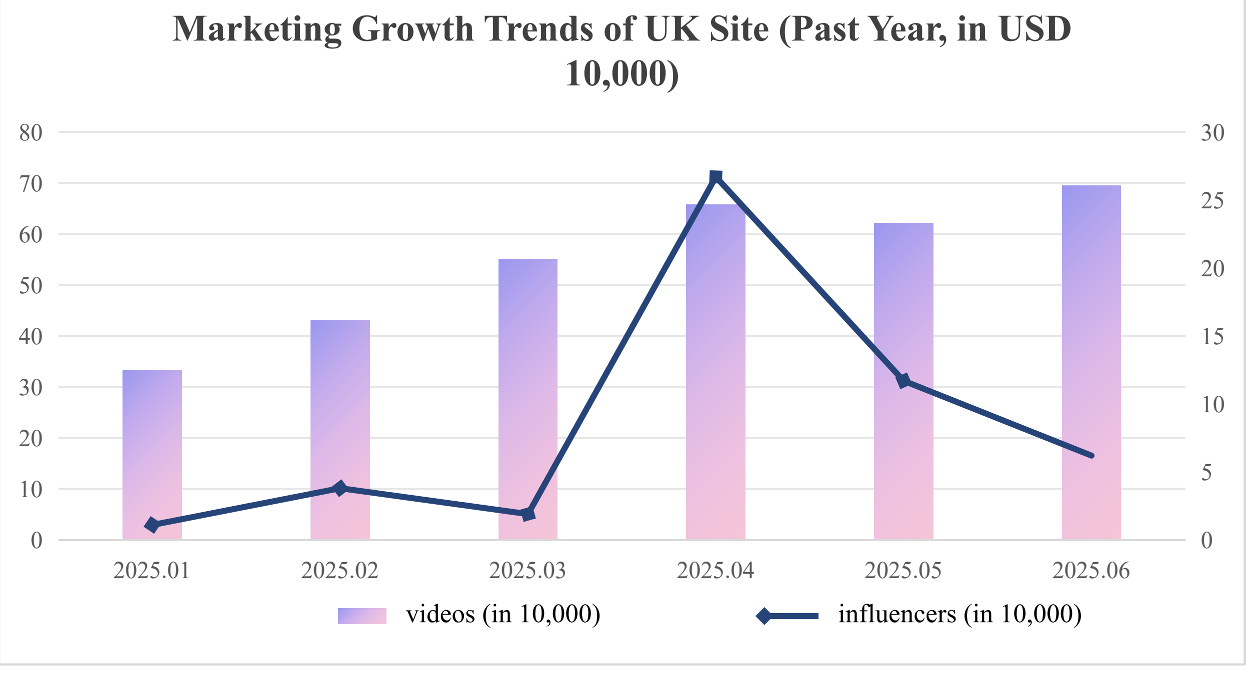
CHAPTER FOUR

4

The total GMV of the UK site reached $836 million in H1 2025, hitting a new peak by mid-year.

- Overall, the UK market's GMV trended upward with fluctuations in H1 2025, peaking at approximately $227.5 million in June—the highest of the first half. Breaking down the trend: January saw GMV at around $47.2 million, followed by a slight dip in February. March then saw a sharp rise to $140.2 million, marking a 210.1% month-on-month increase, driven by key events that pushed GMV to its first small peak. April maintained this high level, with a modest decline in May before another significant jump in June, up 23.7% month-on-month. This points to strong growth potential for the UK market in H2, with particularly robust momentum evident in March and June.

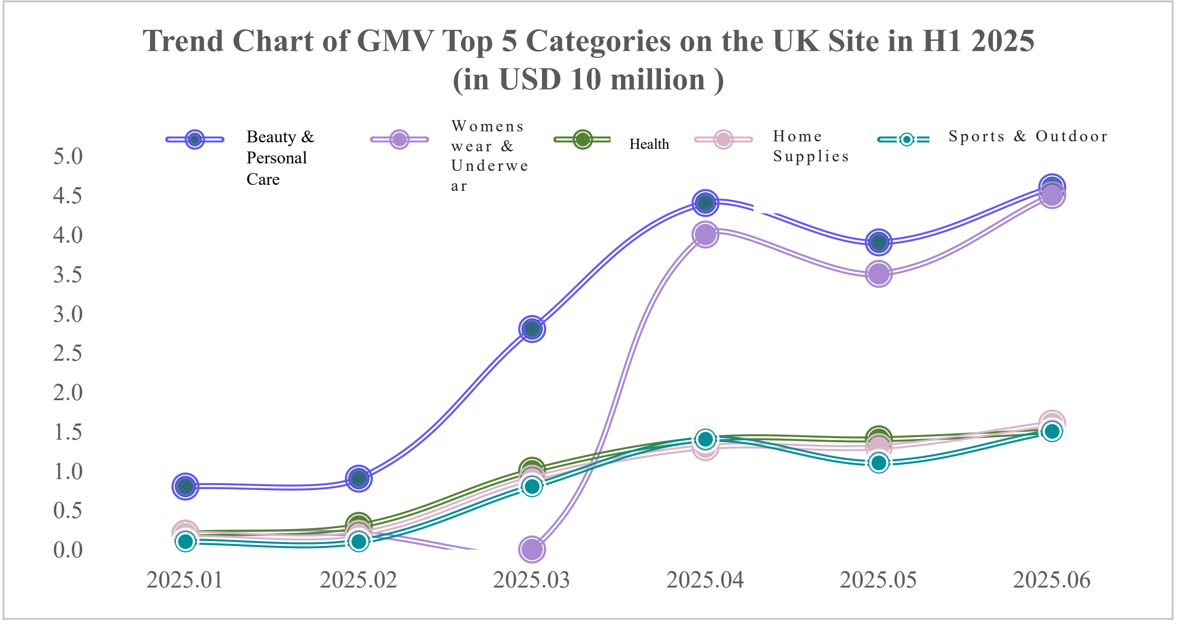


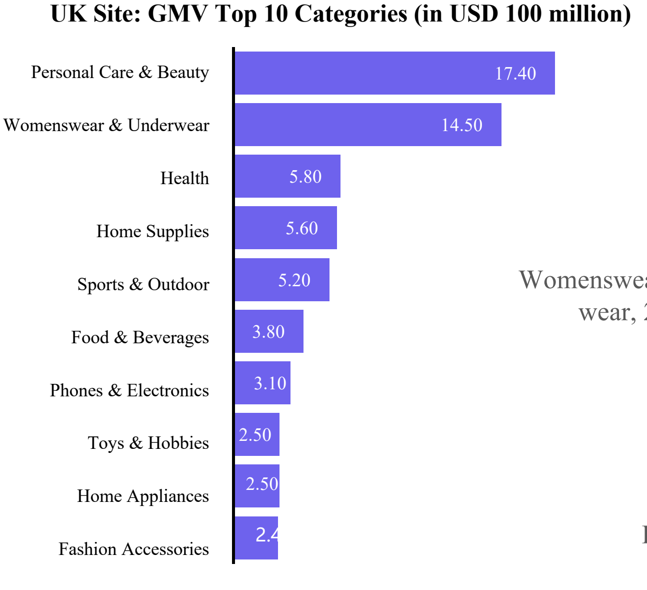


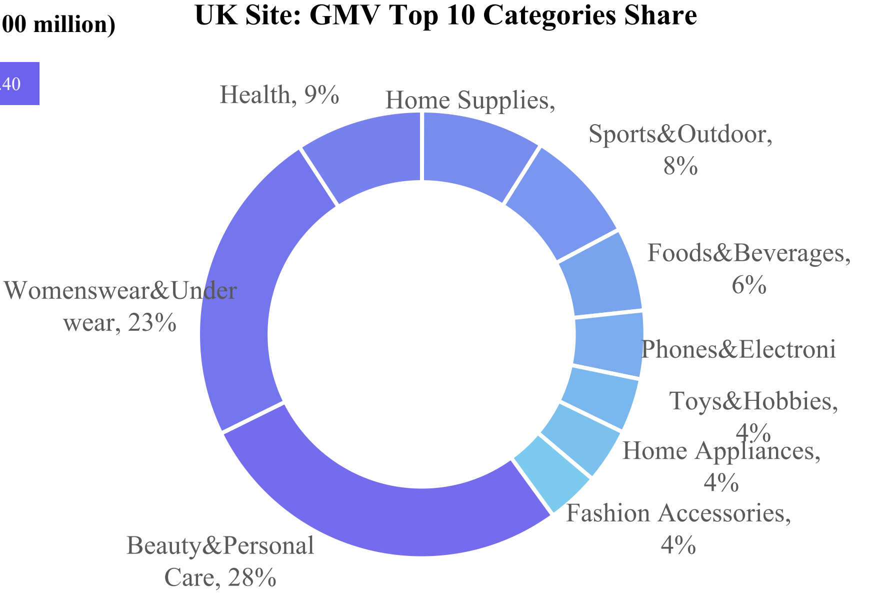
Various categories saw fluctuating growth after a surge in H1 2025.

Beauty & Personal Care has long held the top spot.

- H1 2025 saw a marked concentration of top categories in the UK market: the combined GMV of the Top 10 reached nearly $600 million, accounting for 100% of the market's total. Beauty & Personal Care led the pack with over $158 million in GMV, followed closely by Womenswear at $133 million. Health, Home Supplies, and Sports & Outdoor also secured spots in the Top 5.
- The Top 10 categories span diverse segments: Beauty & Personal Care, Womenswear & Underwear, Health, Home Supplies, Sports & Outdoor, Food & Beverages, Phones & Electronic, Toys & Hobbies, Home Appliances, and Fashion Accessories—reflecting robust demand across multiple consumer sectors in the UK market.



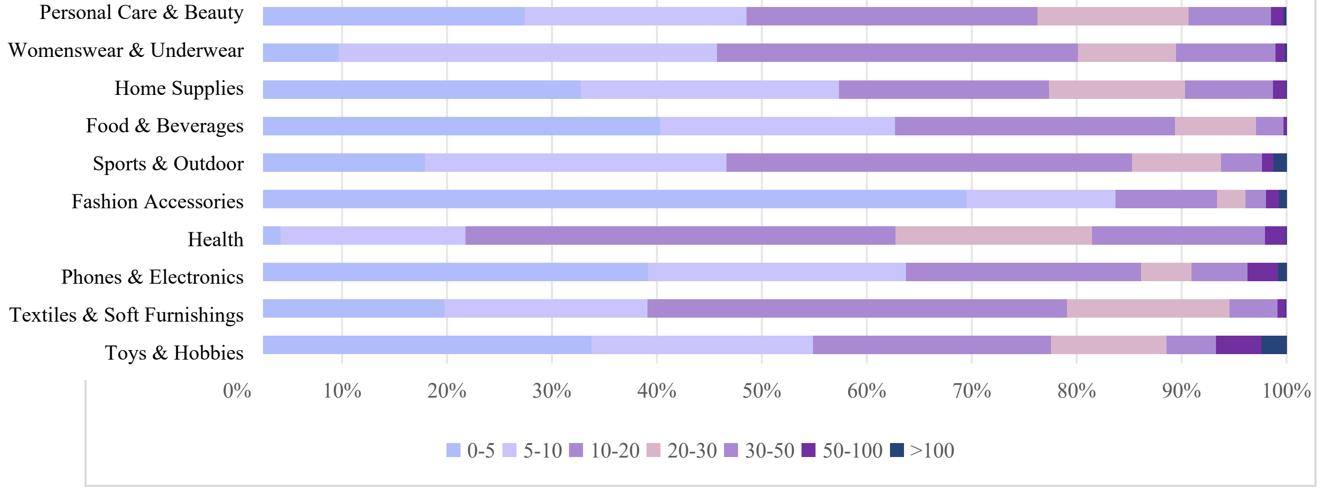




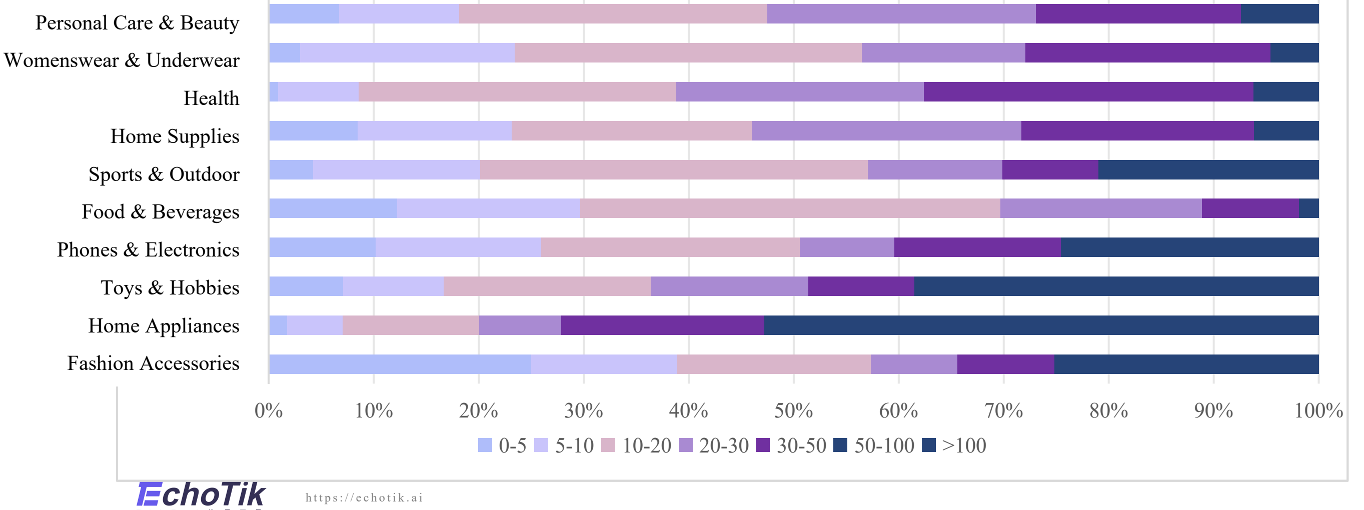
The $10–$20 price range leads in sales volume.
The $0–$10 price range contributes significantly to GMV.

- In terms of sales volume by price range on the UK site, the most popular products in the UK market in H1 2025 were those in the $10–$20 range, accounting for 28.73%. This was followed by products priced $0–$5 (26.49%) and $5–$10 (24.80%). The $10–$20 price range dominated, with its sales volume share standing at 28.73%. Lower-priced items still held a substantial market share: products priced $0–$10 collectively accounted for 51.30% (26.49% for $0–$5 and 24.80% for $5–$10), indicating significant demand for low-cost products in the UK market, which made up over half of total sales. Mid-to-high priced products performed relatively weakly: the $20–$50 range combined for 18.29%. High-priced items contributed minimally: products priced above $50 (including $50–$100 and >$100) accounted for only 1.67% in total.
- In terms of GMV by price range on the UK site, the $10–$20 segment was the primary contributor to GMV in the UK market in H1 2025, with a 28.73% share. This was followed by the $30–$50 range at 7.29%. High-priced products above $50 (including $50–$100 and >$100) also contributed 1.67% to total GMV. In contrast to the high sales volume share of low-priced items, the $0–$10 range collectively accounted for 51.30% of GMV.

Proportion of Sales Volume by Price Tiers in the Top 10 Categories on the UK Site in H1 2025



Proportion of GMV by Price Tiers in the Top 10 Categories on the US Site in H1 2025



The UK market's Top 5 categories contribute over 50% of total GMV. Beauty & Personal Care stays far ahead as the consistent leader.

- **Shops across multiple categories made it to the top 10, with those in Beauty & Personal Care performing prominently.**

The top 10 shops by GMV cover 6 categories. Among them, 4 are from the Beauty & Personal Care category, ranking first; 2 from the Health category, coming in second; and 1 each from the Phones & Electronics, Home Improvement, Womenswear, and Food & Beverages categories.

- **The sales threshold for Top 10 shops is relatively high, with the leading ones boasting distinct advantages.**

In terms of the GMV of each shop, the threshold for entering the top 10 on the UK site is relatively high, at around $15.05 million. Among them, the shops in the first tier are the Top 1 and Top 2, with GMVs of $32.678 million and $29.876 million respectively.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in the UK in H1 2025

Shop	Category	GMV (USD 10000)	Sales Volume (10,000 units)	Quantity of Products (10,000 units)	Average Price ($)
plmakeupacademy	Personal Care & Beauty	2147	83.2	83.2	34.52
Wellgard	Health	971	36.4	36.4	25.16
Free Soul	Health	740	41.1	41.1	29.78
POP MART United Kingdom Online	Toys & Hobbies	738	8.4	8.4	110.64
Nutrition Geeks	Health	732	67.9	67.9	31.59
madebymitchell	Personal Care & Beauty	600	43.9	43.9	27.29
Halara UK Shop	Womenswear & Underwear	558	15.4	15.4	33.43
KatchMe	Womenswear & Underwear	513	16.3	16.3	25.19
BPerfect Cosmetics	Personal Care & Beauty	453	32.5	32.5	54.7
Wholesale UK	Home Supplies	438	18.4	18.4	37.71

Hot Products in the UK market

Top 5 Hot Products-June 2025

Charming Lip Gloss Set

Shop：plmakeupacademy
Price：$22.45
Sales volume：33.1K
GMV:$694.16K
Number of Influencers：329
Number of videos：892

Fragrance Laundry Gel

Shop：Yass Clean
Price：$21.43
Sales volume：26K
GMV:$568.8K
Number of Influencers：995
Number of videos：2.2K

Arabian Perfume

Shop：SALSABEEL Fragrances
Price：$28.55
Sales volume：17.6K
GMV:$525.26K
Number of Influencers：518
Number of videos：1.1K

Lip Makeup Set

Shop：plmakeupacadem
Price：$11.22
Sales volume：28.7K
GMV:$524.98K
Number of Influencers：288
Number of videos：790

Labubu Pendant

Shop：POP MART United Kingdom Online
Price：$62.49
Sales volume：7.8K
GMV:$475.52M
Number of Influencers：0
Number of videos：0

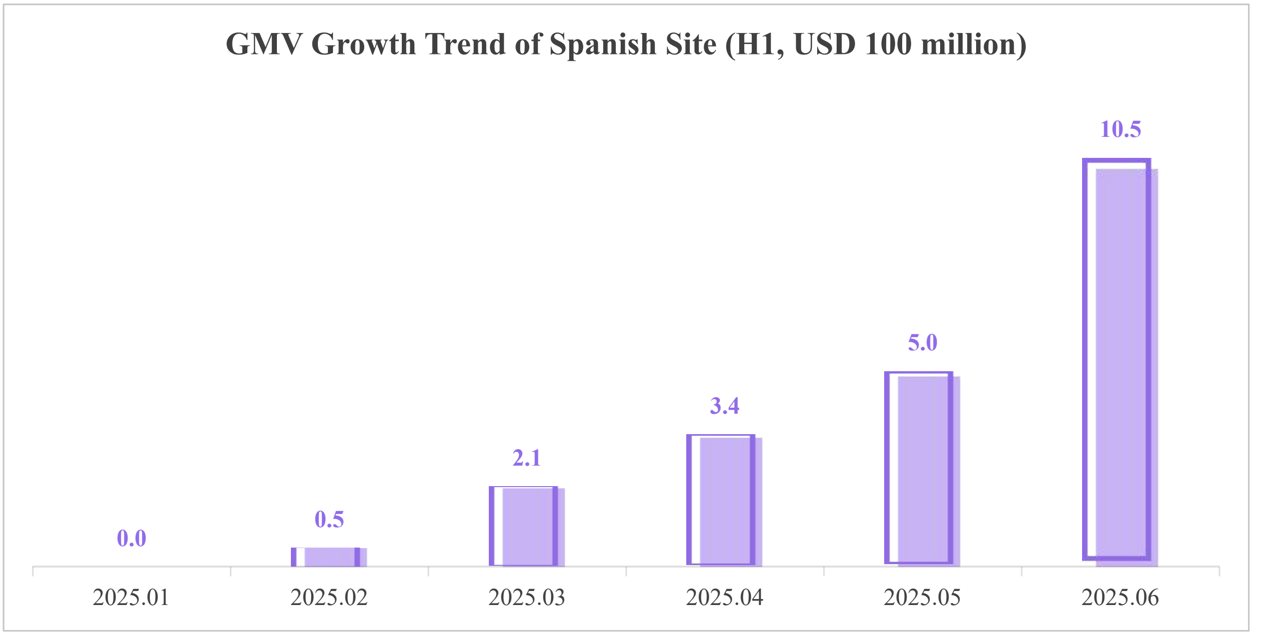
Spanish site

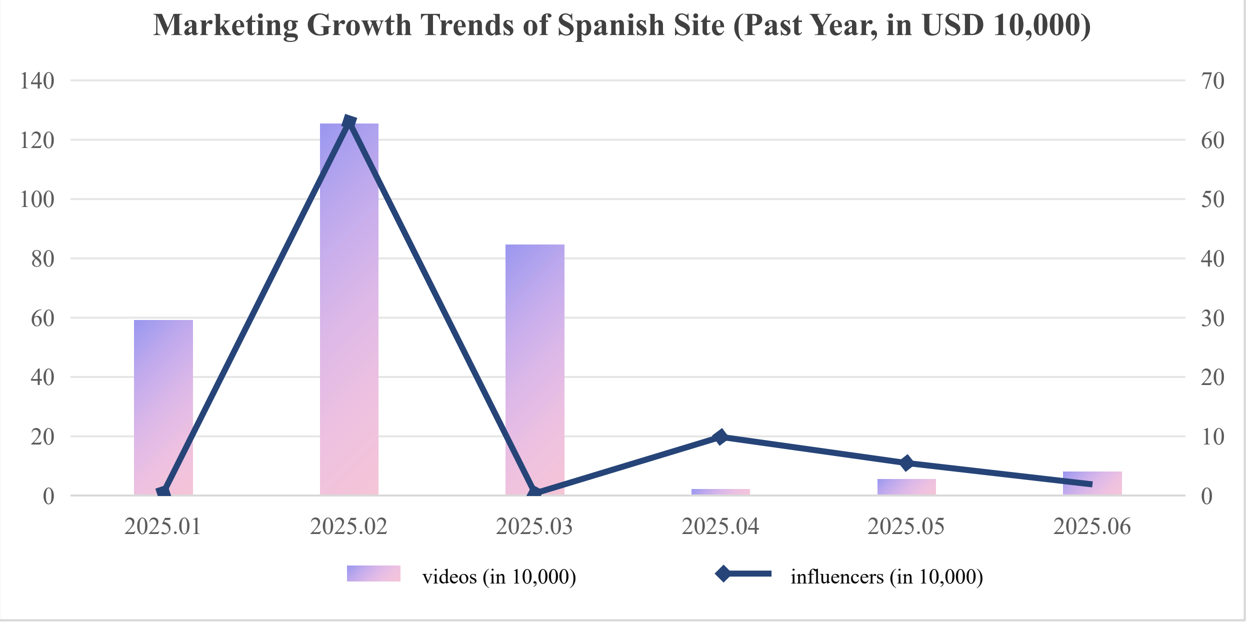
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

CHAPTER FIVE

The total GMV of the Spanish market reached $21.45 million.
With over 2,000% growth from February to June, the market shows striking potential.

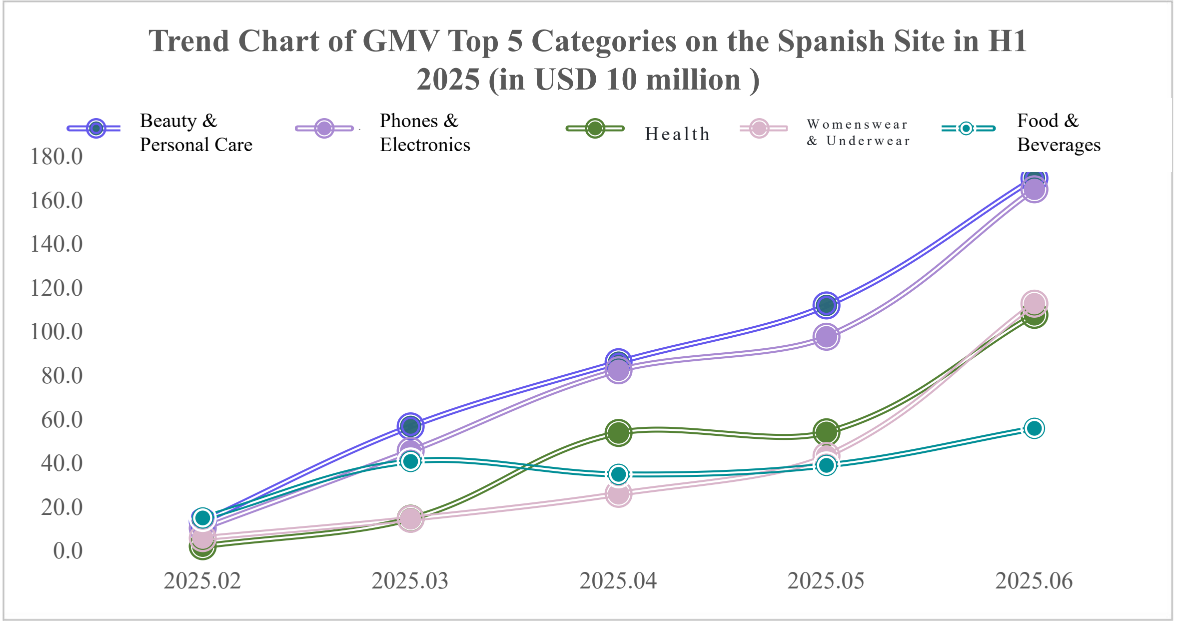
Overall, the Spanish market's GMV began at zero in January 2025 and saw explosive growth in H1, peaking at approximately $10.50 million in June—a first-half high. Tracing the trend: GMV remained at zero in January, then emerged in February with rapid growth. By March, it surged significantly to around $2.06 million, marking a 329.2% month-on-month increase, signaling the market's takeoff at the end of Q1. Growth continued through April and May, followed by another sharp rise in June with a 109.2% month-on-month jump. This underscores the Spanish market's rapid expansion since the start of 2025, with particularly strong momentum in Q2.



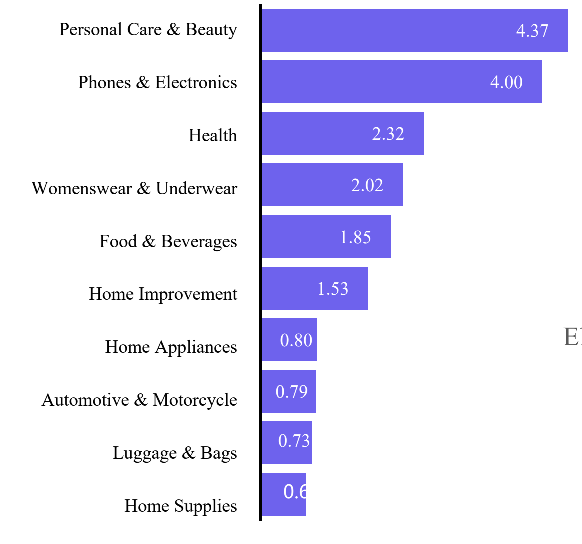


The Top 5 categories in the Spanish market account for nearly 60% of the total GMV.
Beauty & Personal Care and Phones & Electronics are tied for the lead.

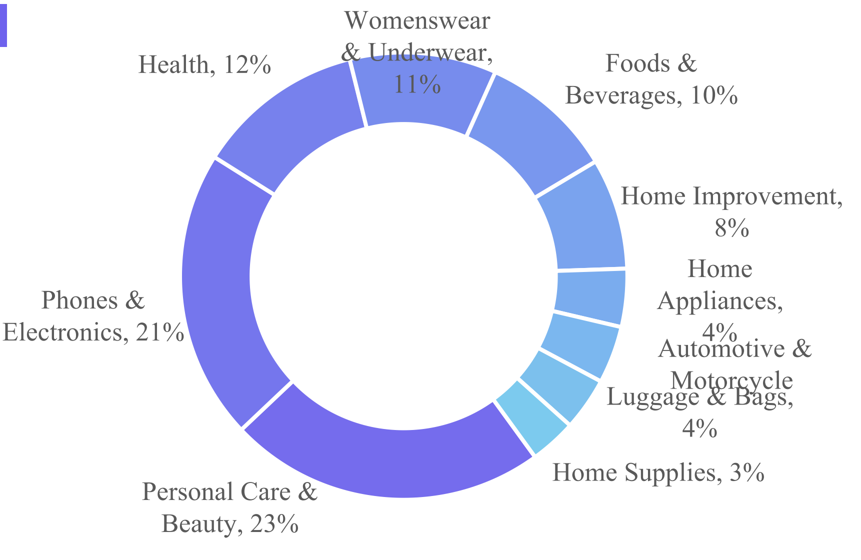
- H1 2025 also saw a marked concentration of top categories in the Spanish market: the combined GMV of the Top 10 exceeded $17 million, accounting for 100% of the market's total. Beauty & Personal Care and Phones & Electronics tied for the lead with nearly $4 million in GMV, while Health, Food & Beverages, and Womenswear also secured spots in the Top 5.
- The Top 10 categories in the Spanish market are relatively diverse, including Beauty & Personal Care, Phones & Electronics, Health, Food & Beverages, Womenswear, Home Improvement, Home Appliances, Automotive & Motorcycle, Luggage, and Home Supplies. This reflects the consumption preferences of Spanish consumers across different product categories.



Spanish Site: GMV Top 10 Categories (in USD 100 million)

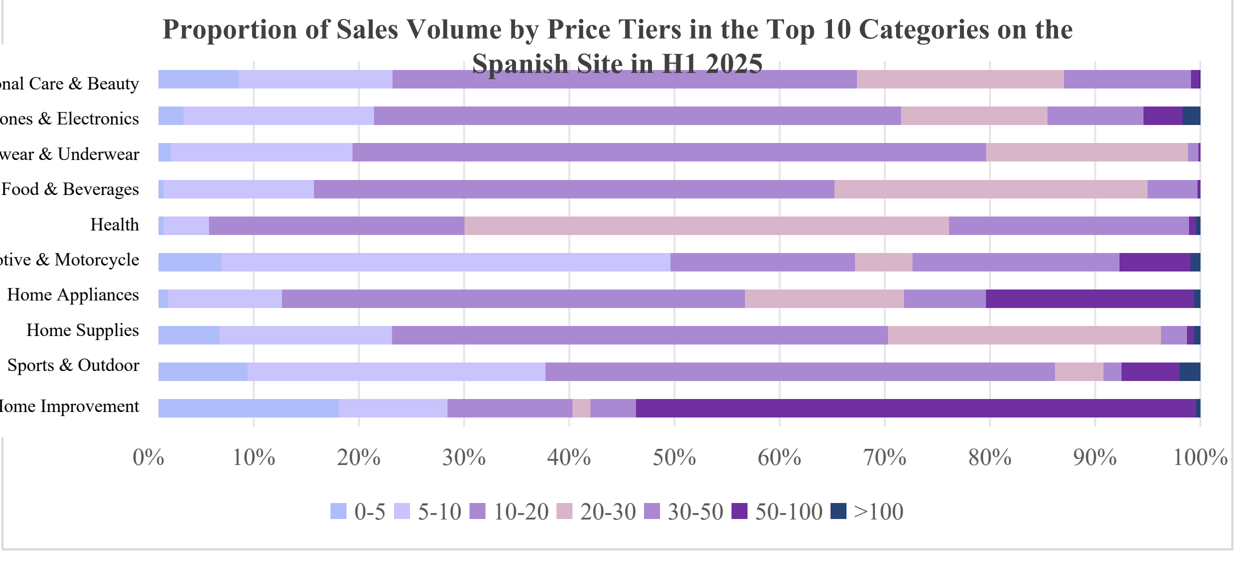


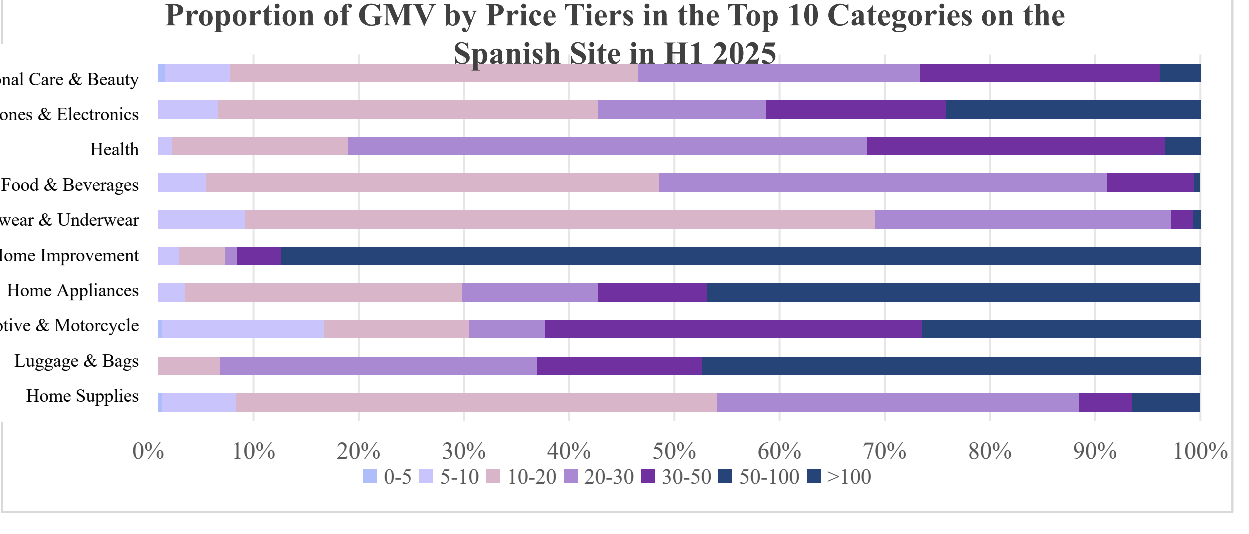
Spanish Site: GMV Top 10 Categories Share



The $10-20 price range leads in both sales volume and GMV. The $20-50 price range makes a prominent contribution to GMV.

- H1 2025 saw the Spanish market dominated by mid-priced products in the $10–$20 range, which made up 43.78% of total sales—reflecting the strongest consumer demand for this segment. Low-priced items ($0–$10) also held significant market share, with a combined 21.26%. By contrast, mid-to-high priced products ($20–$50) underperformed at 29.99%, while high-priced products (over $50) contributed minimally, accounting for just 4.97% of total sales.
- Looking at GMV by product price range on the Spanish site, H1 2025 saw the $10–$20 segment as the top contributor, making up 38.98% of the market's total GMV. Next was the $20–$30 range at 15.73%. Notably, high-priced items over $50 (encompassing $50–$100 and >$100) collectively accounted for 12.64% of GMV—underscoring their non-negligible role. Meanwhile, low-priced products ($0–$10) contributed 20.01%, reflecting a diversified GMV landscape in Spain, with mid-to-high priced products driving significant growth.





Top 10 shops are dominated by Beauty & Personal Care and Womenswear. Leading shops have a low threshold, with the top at only million-dollar level.

➢ Shops in the Beauty & Personal Care and Womenswear categories have delivered standout performances.

The top 10 shops by GMV span seven categories in total. Beauty & Personal Care and Womenswear lead with 2 shops each, while Food & Beverages, Home Improvement, Health, Phones & Electronics, and Sports & Outdoor categories each have 1 shop in the ranking. This reflects a relatively diverse category distribution among the best-selling shops in the Spanish market, with notable demand for Beauty & Personal Care and Womenswear products standing out.

➢ No leading shops have emerged yet.

Looking at individual shop GMV, the threshold for cracking the Top 10 on the Spanish site stands at around $355,000. The first-tier shops—ranking Top 1 and Top 2—boast GMVs of $1.443 million and $786,000 respectively, with room still left for growth (unsaturated).

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in the Spanish in H1 2025

Shop	Category	GMV (USD 10,000）	Sales Volume （10,000 units）	Quantity of Products	Average Price（$）
DESPEGUE	Food & Beverages	144.3	6.8	126	25.27
MIKOMIKA	Home Improvement	78.6	1.5	34	41.35
ARMONIAS	Womenswear & Underwear	63.9	3.2	2900	21.06
Nutribrain	Health	56.6	1.9	15	33.02
Utopya Shop	Womenswear & Underwear	43.2	2.6	1160	30.19
Hijo de la Suerte	Phones & Electronics	39.4	0.9	23	53.98
LONKOOM.ES	Beauty & Personal Care	39.1	2.2	42	18.85
Landot-ES	Beauty & Personal Care	38.7	1.2	11	38.73
MINISO.ES	Phones & Electronics	35.5	2.2	4	17.77
Doogee Spain	Phones & Electronics	33.6	0.3	41	248.21

Hot Products in the Spanish market

Top 5 Hot Products-June 2025

LED fan light

Shop： MIKOMIKA
Price： $41.28-84.17
Sales volume： 5.9K
GMV:$308.55K
Number of influencers： 54
Number of videos： 138

LED fan light

Shop： Lamparas On Line
Price： $58.8-65.78
Sales volume： 3.3K
GMV:$174.49K
Number of influencers： 29
Number of videos： 68

Apple cider vinegar gummies

Shop： V-Gummies
Price： $17.16-39.78
Sales volume： 5.8K
GMV:$112.48K
Number of influencers： 128
Number of videos： 834

Men's athletic shorts

Shop： XuF
Price： $3.19-14.98
Sales volume： 6.3K
GMV:$84.59K
Number of influencers： 42
Number of videos： 99

LED fan light

Shop： buenos bonitos y baratos
Price： $55.01
Sales volume： 1.5K
GMV:$78.26K
Number of influencers： 69
Number of videos： 218

Mexican site

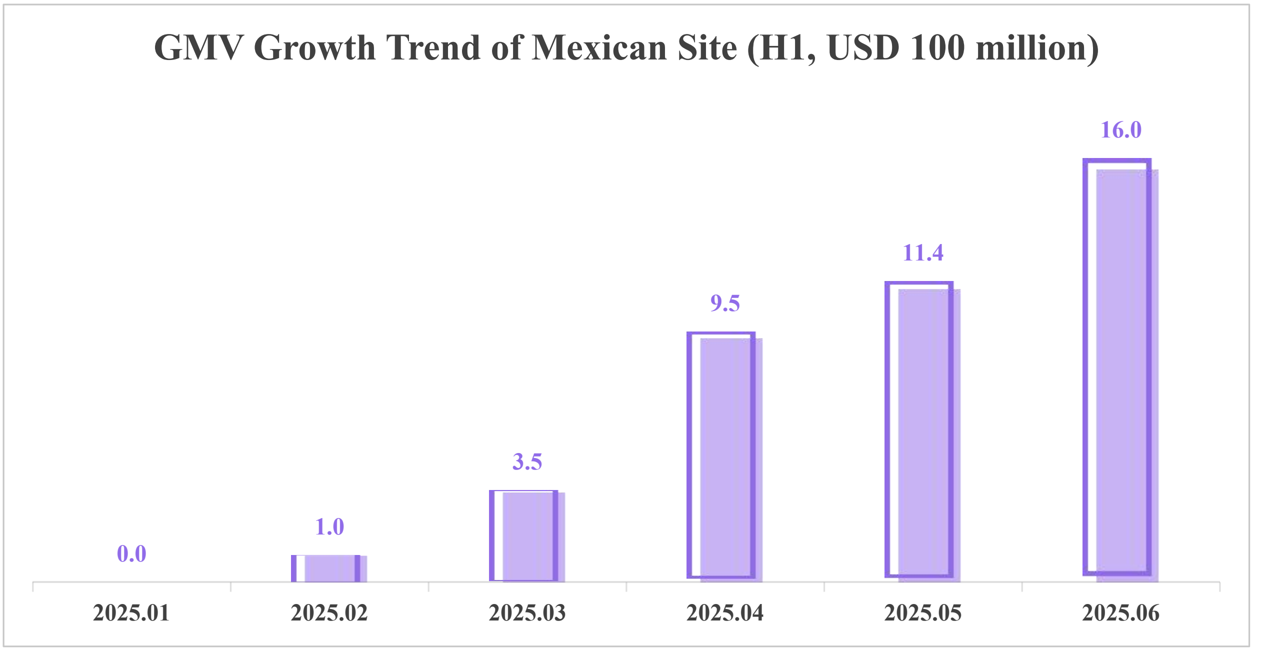
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

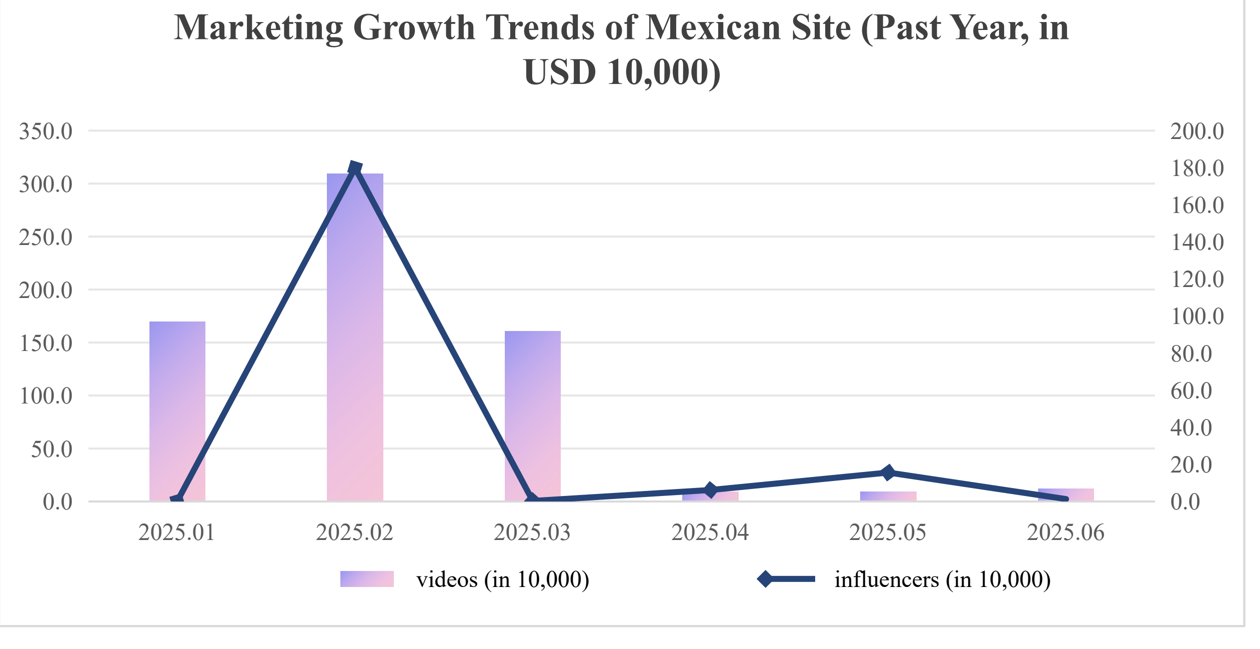
6

CHAPTER SIX

Mexico's market GMV has surpassed $40 million, with June growing by over 1,400% from its February launch phase.

- Overall, Mexico's market GMV saw significant growth in H1 2025, with June reaching approximately $1.602 million—a new high for the first half. In terms of the trend, GMV stood at $0 million in January, then rose to around $1.02 million in February, posting substantial month-on-month growth. March saw GMV climb to roughly $3.48 million, up about 240.9% month-on-month. In April, GMV surged to approximately $9.46 million, with a month-on-month increase of around 171.7%. May witnessed GMV grow to about $11.38 million, a month-on-month rise of roughly 20.3%. Finally, June saw GMV increase to around $1.602 million, marking a month-on-month growth of approximately 40.7%.
- In terms of marketing methods, short-video live commerce is the core, peaking in February.

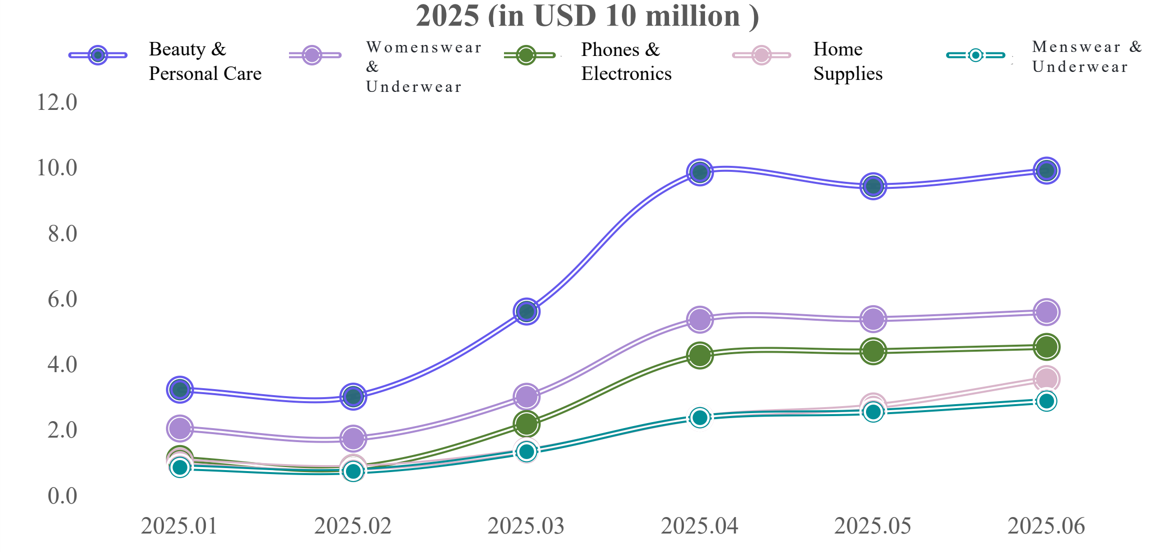




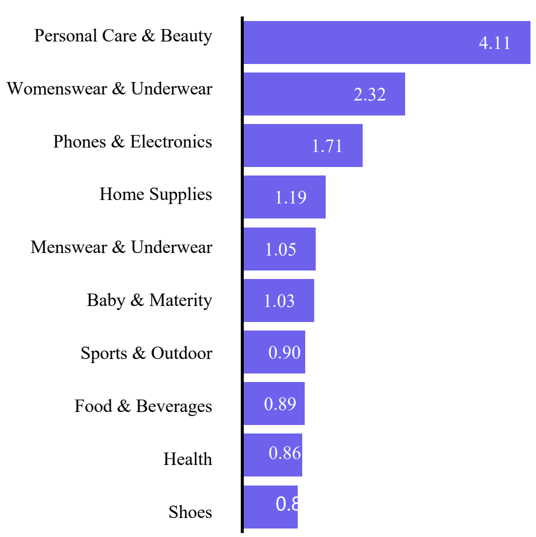
The top 5 categories in the Mexican market account for over 70% of the total GMV, with Beauty & Personal Care taking a significant lead.

- In H1 2025, the top categories in Mexico's market exhibited high concentration. The cumulative GMV of the Top 10 categories exceeded $35 million, representing 100% of the market's total GMV. Beauty & Personal Care dominated with a GMV of nearly $12 million, while Health, and Phones & Electronics followed closely with over $8 million and $6 million respectively. Womenswear, along with Sports & Outdoor, also ranked among the Top 5.
- The Top 10 categories in Mexico's market are relatively concentrated, encompassing Beauty & Personal Care, Health, Phones & Electronics, Womenswear, Sports & Outdoor, Kitchenware, Home Appliances, Home Improvement, Home Supplies, and Shoes. This underscores strong demand for Health and Beauty & Personal Care products in the Mexican market.

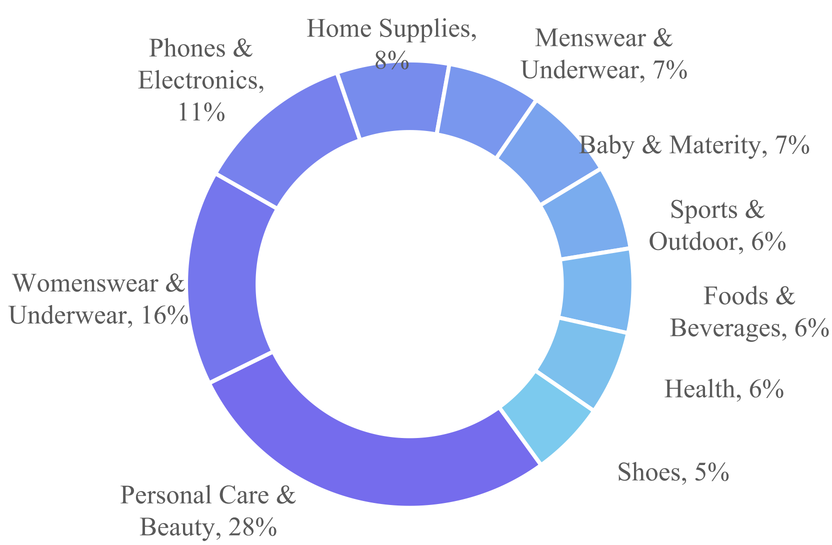
Trend Chart of GMV Top 5 Categories on the Mexican Site in H1 2025 (in USD 10 million)



Mexican Site: GMV Top 10 Categories (in USD 100 million)



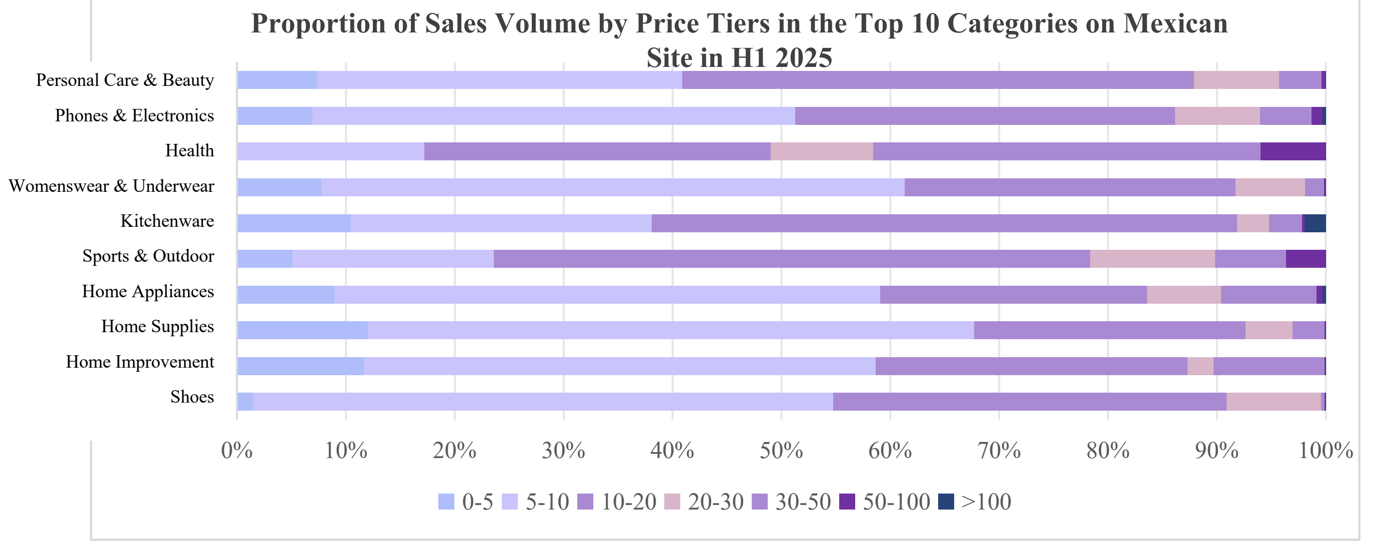
Mexican Site: GMV Top 10 Categories Share

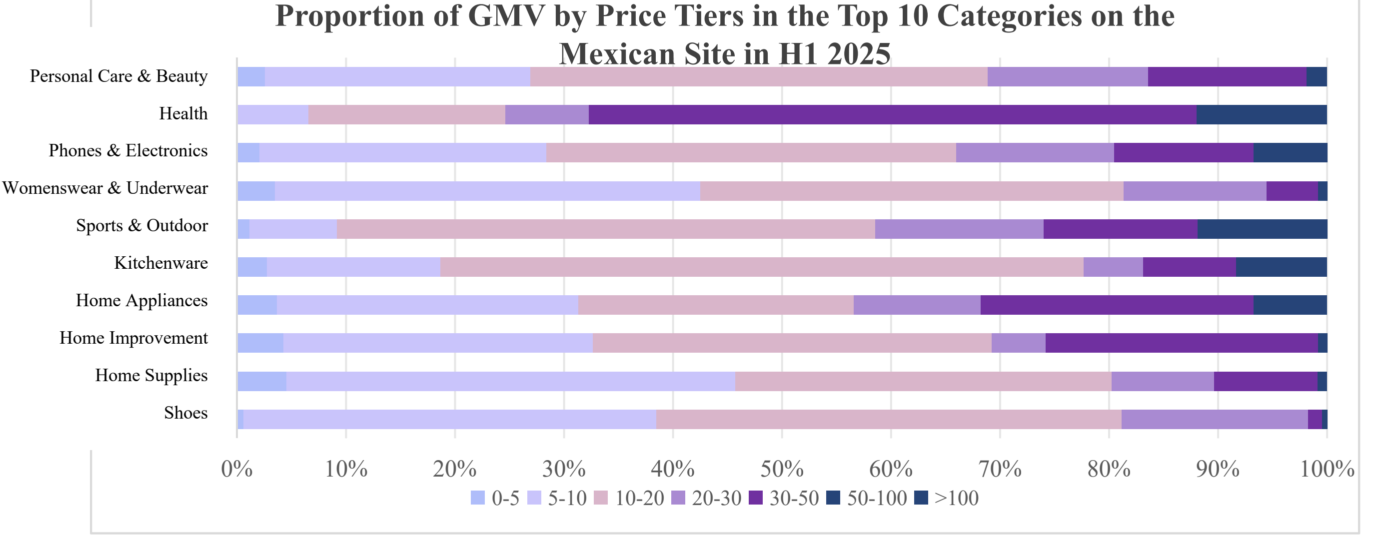


The $10-20 price range leads in both sales volume and GMV. The $0-10 price range makes a prominent contribution to GMV.

◆ In H1 2025, Mexico's market was dominated by mid-priced products ($10–$20), with influencers accounting for 39.84% of this segment—reflecting the strongest consumer demand for such items. Meanwhile, low-priced products ($0–$10) held a significant market share at 43.04%, indicating sustained robust demand. In contrast, mid-to-high priced products ($20–$50) underperformed at 15.65%, while high-priced items ($50+) made minimal contribution, totaling just 1.46%.

◆ From a GMV perspective, Mexico's H1 2025 performance was led by the $10–$20 price range, which contributed 39.84% of total GMV. Low-priced products ($0–$10) also held a dominant position with a 43.04% GMV share. Mid-to-high priced products ($20–$50) contributed a smaller 15.65%, while high-priced items ($50+) accounted for a negligible 1.46% of GMV.





The top 10 shops in Mexico's market are concentrated in three key categories,
and they remain in a blue-ocean market.

➢ Shops in Health and Beauty & Personal Care categories stood out with strong performance.

The top 10 GMV-ranked shops span three categories: 5 in Health (topping the list), 4 in Beauty & Personal Care (coming in second), and 1 in Kitchenware. This reflects a relatively concentrated category distribution among Mexico's top-performing shops, underscoring significant market demand for Health and Beauty & Personal Care products.

➢ No dominant shops have yet emerged, leaving the market in a blue-ocean state.

In terms of individual shop GMV, the threshold for making the top 10 in Mexico is approximately $667,300. The first-tier players—Top 1 and Top 2—posted GMVs of $1.877 million and $1.8428 million, respectively.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Mexico in H1 2025

Shop	Category	GMV (USD 10,000)	Sales Volume (10,000 units)	Quantity of Products	Average Price ($)
QUARXERY MEXICO	Beauty & Personal Care	187.7	10.7	14	15.02
Windboss Oficial	Health	184.3	4.2	13	42.18
SACE LADY MX	Beauty & Personal Care	146.0	15.5	32	13.8
Wavytalk MX	Beauty & Personal Care	145.1	3.2	9	47.24
Beyond Vitamins	Health	128.6	9.3	104	17.98
Windboss MX	Health	86.8	2.0	24	42.15
VivoNu 001	Health	82.7	2.1	8	40.6
BEAUTY CREATIONS MX	Beauty & Personal Care	76.4	6.3	196	13.51
Royavita Shop	Health	69.7	1.9	23	59.54
Meoky_MX	Kitchenware	66.7	4.5	15	16.68

Hot Products in Mexican market

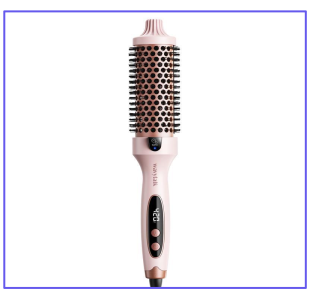
Top 5 Hot Products-June 2025

Multivitamin

Shop： Windboss Official
Price： $43.77
Sales volume： 11.9K
GMV:$510.76K
Number of influencers： 410
Number of videos： 970

Exfoliating product

Shop： QUARXERY MEXICO
Price： $17.42
Sales volume： 18.0K
GMV:$304.23K
Number of influencers： 437
Number of videos： 631



Thermoionic hair perm comb

Shop： Wavvytalk MX
Price： $47.7
Sales volume： 6.6K
GMV:$298.77K
Number of influencers： 211
Number of videos： 430

Setting powder compact

Shop： Sace Lady MX
Price： $10.56
Sales volume： 86.2K
GMV:$271.85K
Number of influencers： 496
Number of videos： 664

Moisturizing lotion

Shop： WEUD MX
Price： $11.09
Sales volume： 17.6K
GMV:$210.44K
Number of influencers： 153
Number of videos： 241

Southeast Asian Market

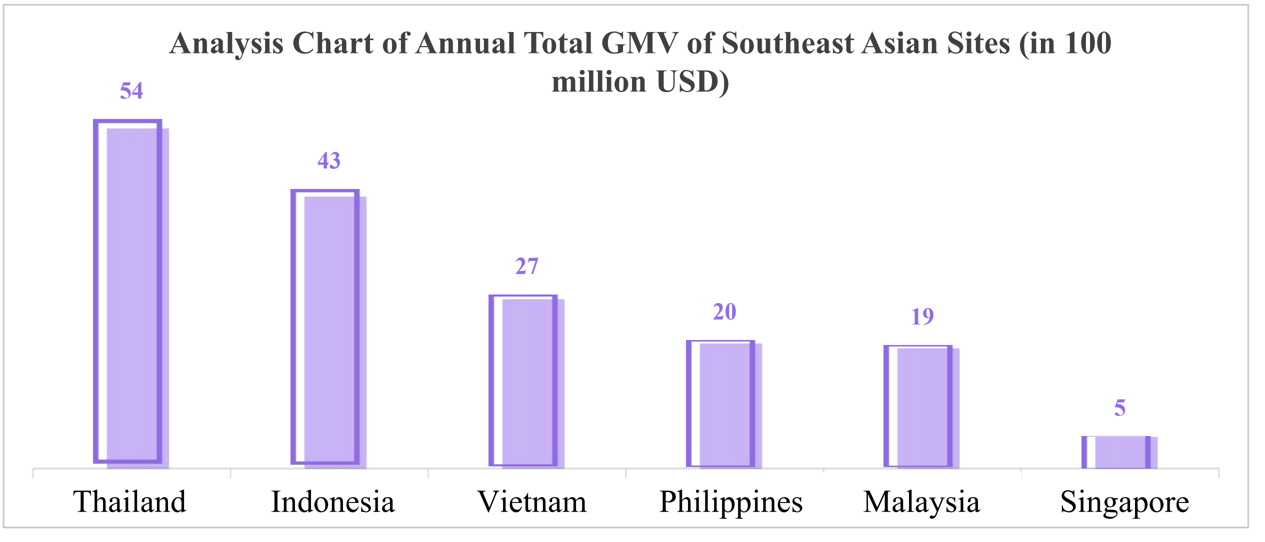
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

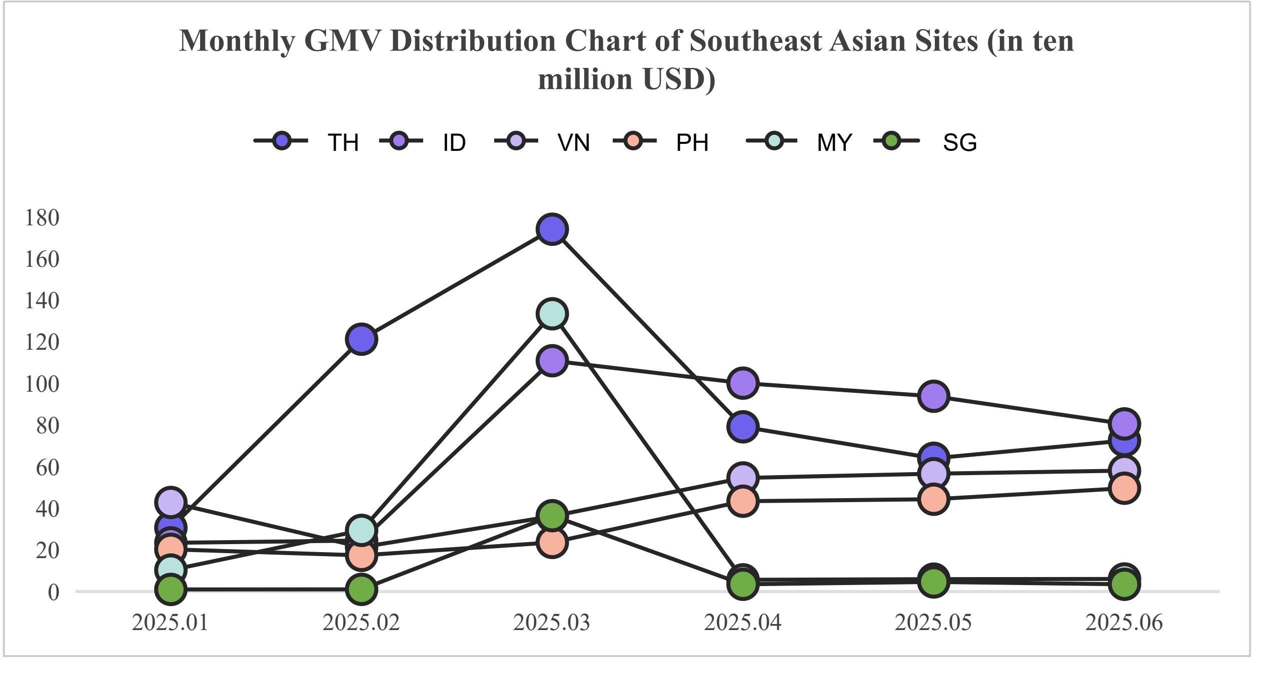
7

CHAPTER SEVEN

Southeast Asian sites achieved total GMV of $16.8 billion in H1 2025, with Thailand ($5.4 billion) and Indonesia ($4.3 billion) leading the market.

- TikTok Shop demonstrated strong growth momentum in the first half of 2025. It not only drove Thailand's e-commerce scale past the trillion-baht mark but also reshaped the competitive landscape of Southeast Asia's e-commerce sector. Its GMV reached $16.8 billion in H1 2025, approaching the total volume for the entire 2024 (approximately $18.7 billion). In particular, the Thailand site surpassed the $5.4 billion GMV mark in the first half; closely followed by the Indonesia site, whose cumulative GMV in H1 hit $4.3 billion, on par with its full-year GMV in 2024. Next in line were Vietnam ($2.7 billion), the Philippines ($2 billion), Malaysia ($1.9 billion) and Singapore ($500 million).
- In monthly growth terms, Thailand and Indonesia acted as dual drivers. The Ramadan cycle induced structural divergence: Thailand, Indonesia and Malaysia sites—fueled by New Year promotions—hit monthly GMV peaks over $1 billion, while other sites saw minimal fluctuations. Post-Ramadan, all sites cooled and stabilized at lower levels.





Thailand Site

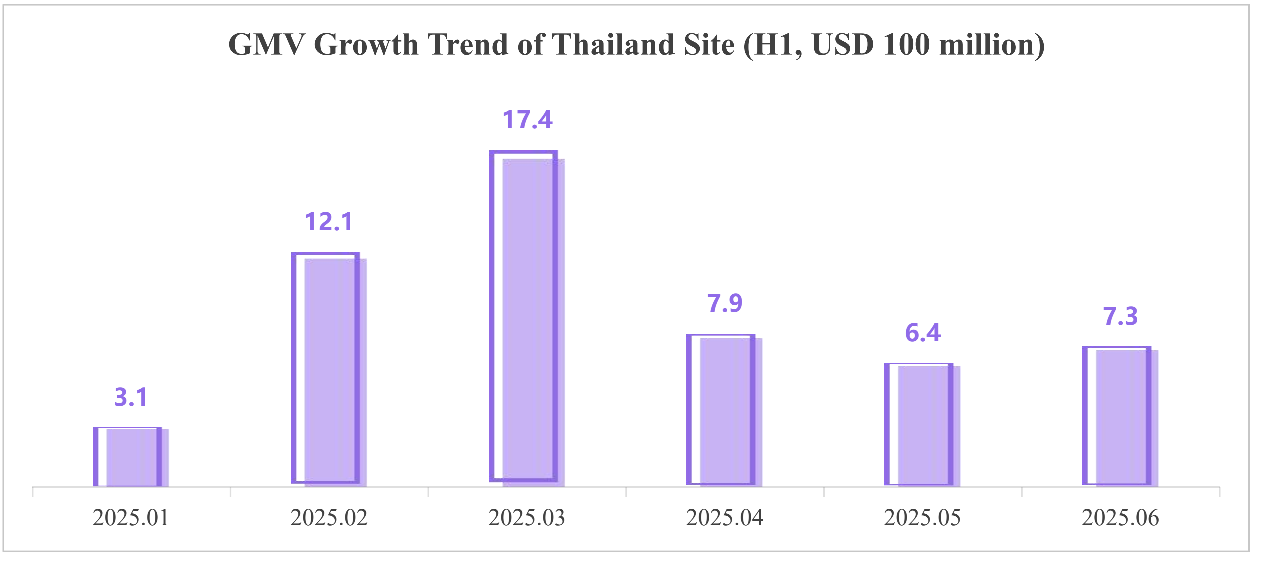
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

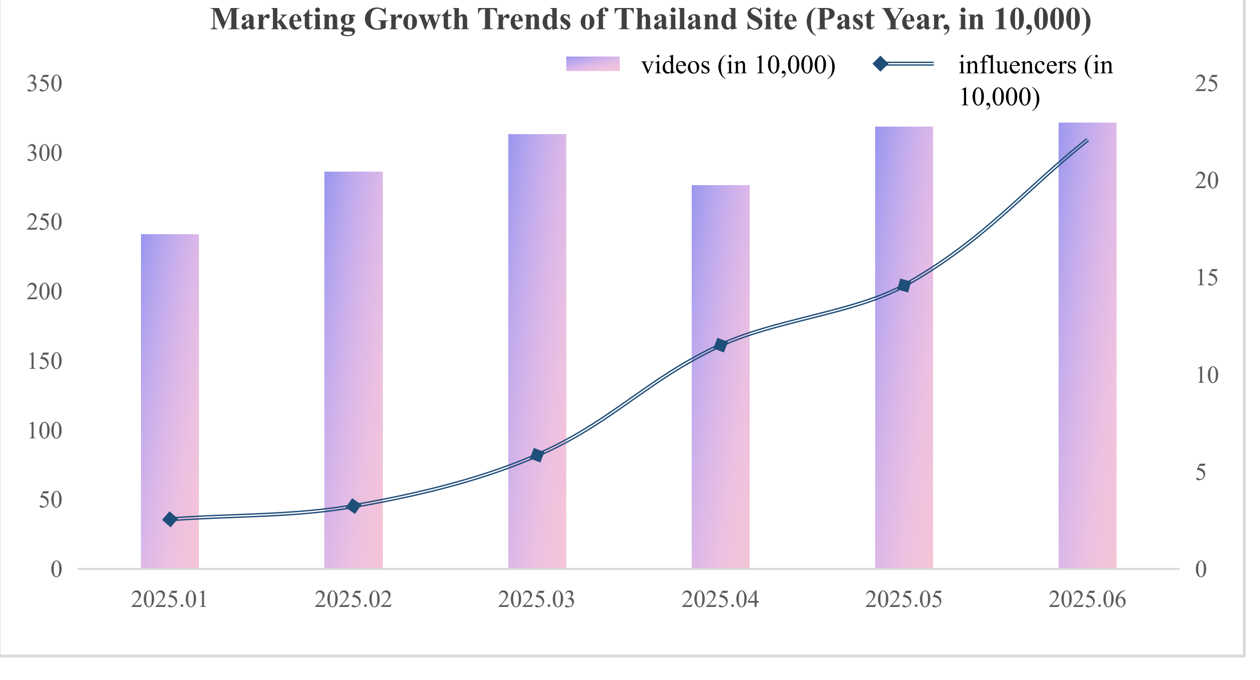
CHAPTER EIGHT

8

Thailand's total GMV surpassed $5.4 billion, with video commerce as the core marketing strategy and influencer count climbing monthly.

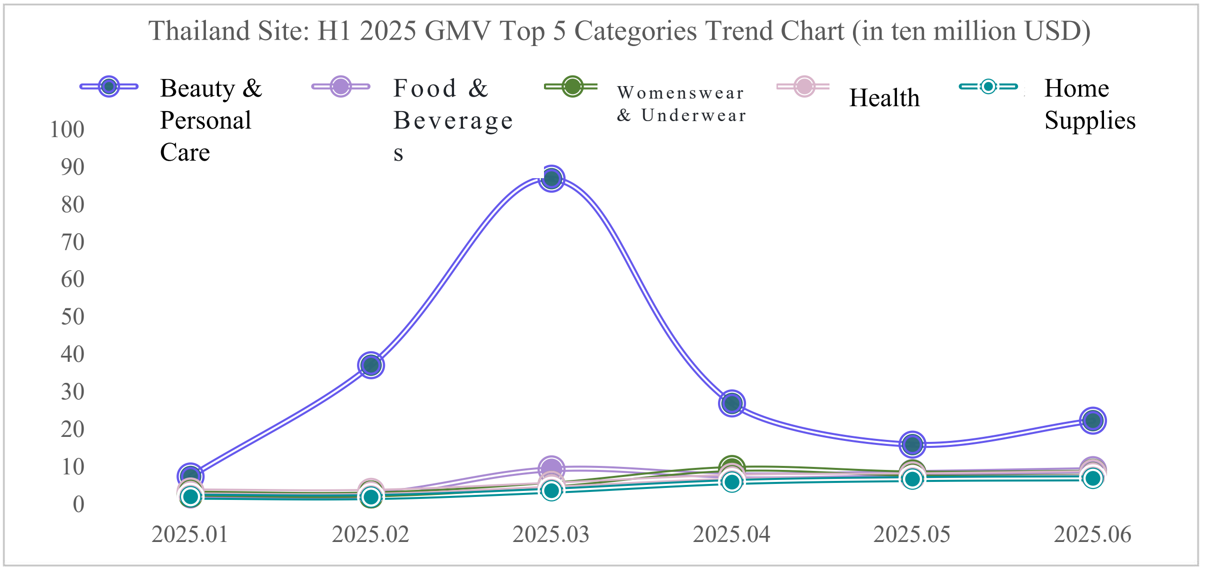
- Overall, Thailand's e-commerce market led Southeast Asia with $5.4 billion in GMV in H1 2025, with its first-half performance nearing the full-year 2024 level.
- In terms of trends, driven by the Songkran Festival (Thailand's New Year) promotions, GMV surged in February-March, peaking at $1.74 billion in March.
- Post-festival, it quickly adjusted back to normal levels, with stable performance in January ($310 million) and from April to June.
- In terms of marketing approaches, video commerce and live-stream commerce serve as the core drivers in Thailand. Monthly video volume exceeds 2 million on average, with peaks surpassing 3 million. The influencer alliance continues to expand, and the number of creators grows month by month, injecting sustained momentum into the ecosystem.



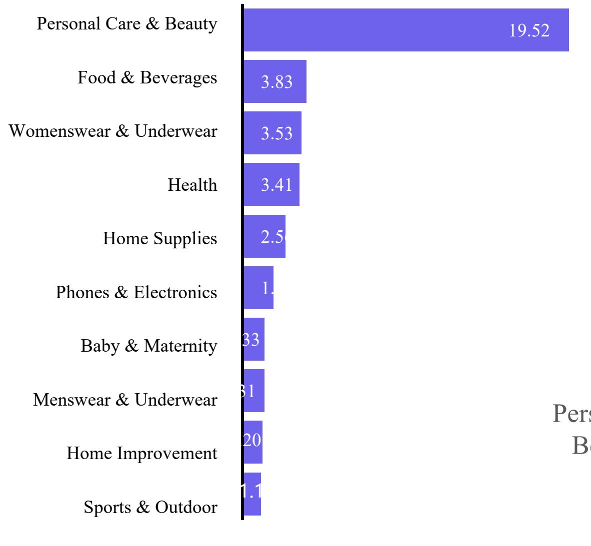


In H1, Thailand's categories declined post-Ramadan peak. Beauty & Personal Care has long held a dominant top position by a wide margin.

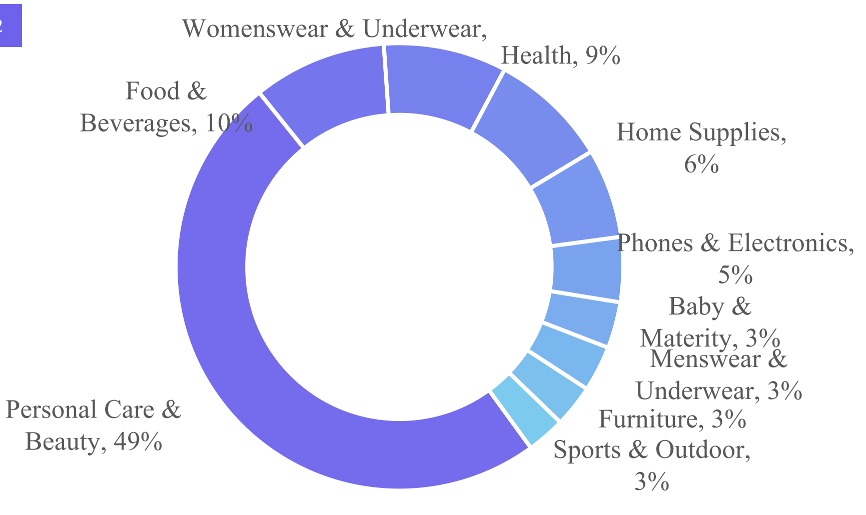
- In H1 2025, Thailand's top market categories followed a pattern of surging to peaks then stabilizing at lower levels with minor fluctuations. Notably, Beauty & Personal Care maintained leadership, with GMV spiking over $1 billion in March. Rankings among TOP 2-TOP 5 categories remained stable.
- In H1, Thailand's TOP 5 categories achieved a cumulative GMV of $3.9 billion, accounting for nearly 72% of the site's total H1 GMV. Beauty & Personal Care topped the list, driven by strong demand and effective, diverse marketing—KOL and influencer promotions enabled many budget brands to quickly capture market share, boosting the category's aggregation. Food & Beverage, Womenswear & Underwear, and Health followed closely; like Beauty & Personal Care, they peaked in March before stabilizing at lower levels thereafter.



Thailand Site: GMV Top 10 Categories (in $100 million)

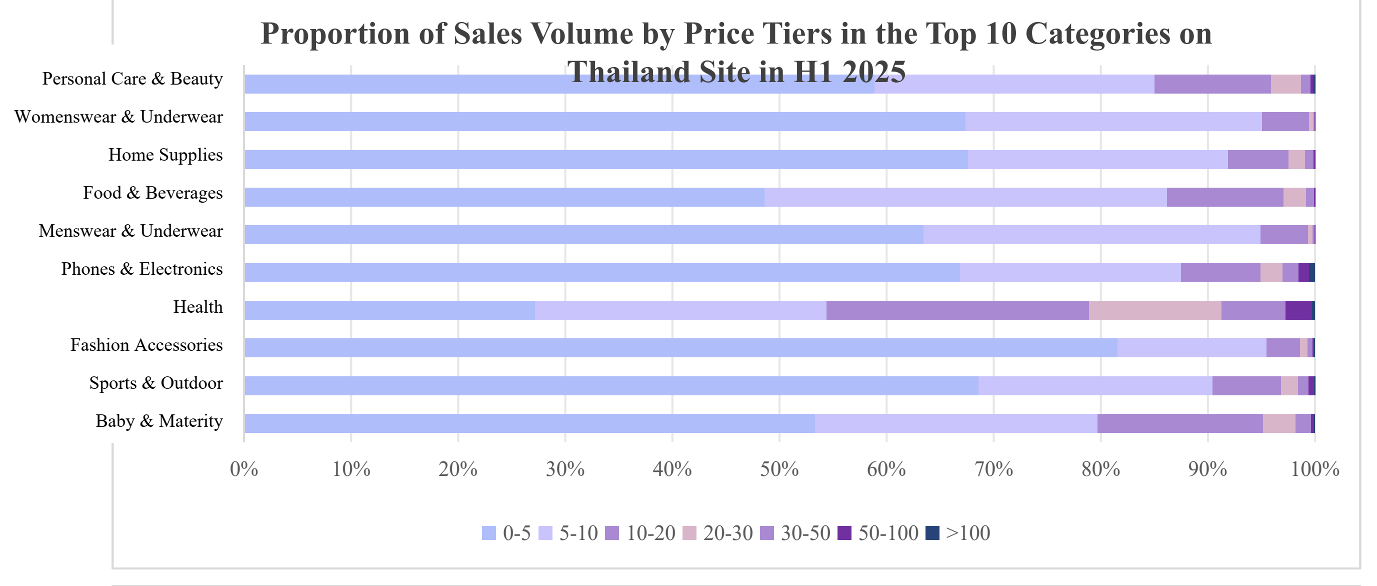


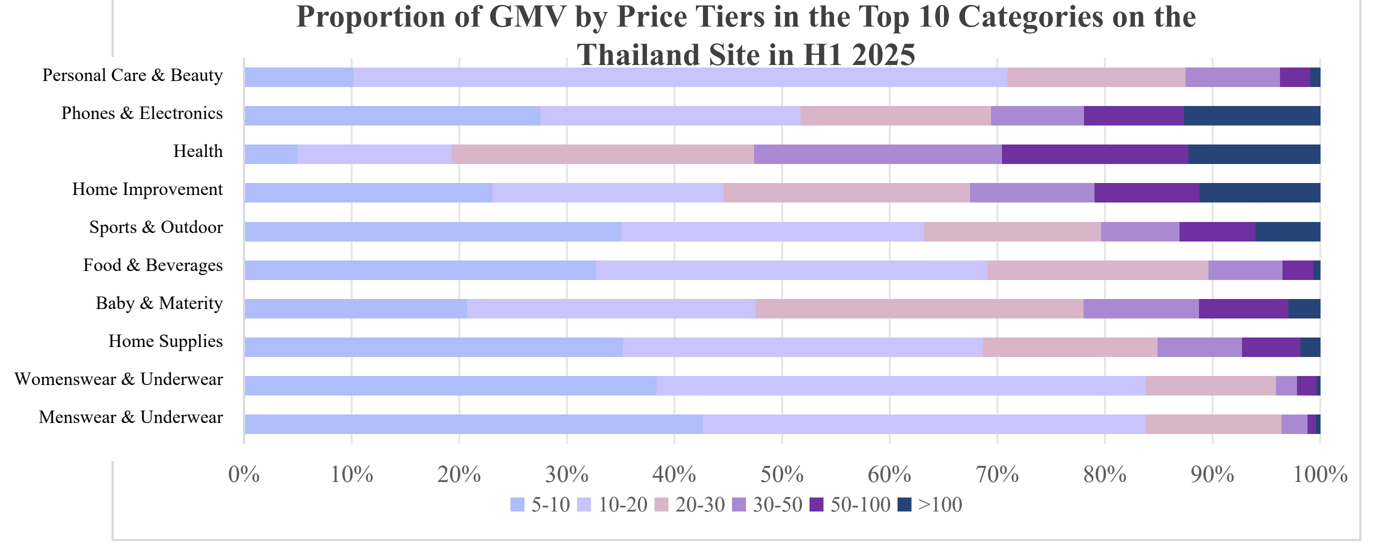
Thailand Site: GMV Top 10 Categories Share



The various categories in the Thai market are dominated by low-priced products, with the mainstream order-generating price range concentrated below $10.

- By total sales volume across price brackets, sub-$5 products remained the top sellers in Thailand's H1 2025 market. For all categories, 0–$5 items accounted for 27% (Health) to 82% (Fashion Accessories) of sales—with Womenswear, Home Supplies, Sports & Outdoor, Phones & Electronics, and Fashion Accessories each nearing 70% in this range. Next was the $5–$10 segment, where Food & Beverages and Menswear each made up ~40% of sales. Low-priced items continued to dominate overall: sub-$10 products generated ~360 million units sold, comprising ~87% of total sales volume.
- In terms of GMV, Thailand's market defied the typical pattern where sub-$10 products drive most value. GMV contributions across price tiers varied drastically by category: Health, Phones & Electronics, Home Improvement, and Baby & Materity derived their GMV primarily from higher-priced items, with the >$20 tier alone accounting for over 50%. Notably, the Health category saw >$50 products contribute over 30% of its GMV, with balanced distribution across tiers—reflecting how diverse demand aligns with targeted localization strategies. Conversely, categories like Beauty & Personal Care, Womenswear, and Menswear still relied on sub-$10 products for over 70% of GMV, underscoring a strong price advantage.





Thailand's Top 10 shops **are dominated by Beauty & Personal Care.** The Top 10 shops span **diverse categories**, with an entry threshold over 10 million.

➢ Four categories of shops made it to the top 10, with Beauty & Personal Care shops firmly taking the lead.

The top 10 shops by GMV cover five categories, among which 7 are Beauty & Personal Care shops (ranking first), followed by 1 each in Health, Phones & Electronics, and Food & Beverages categories.

➢ The sales threshold for the top 10 shops is relatively high, with the Top 1 shop having a distinct edge.

In terms of individual shop GMV, the first-tier shops (Top 1 and Top 2) hold a significant advantage, with their H1 GMV exceeding $30 million, securing their leading positions. The threshold for entering the top 10 on the Thai site is relatively high, around $15 million. Meanwhile, the sales of shops ranked 6th to 9th all range from $15 million to $20 million.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Thailand in H1 2025

Shop	Category	GMV (USD million）	Sales Volume（10,000 units）	Quantity of Products	Average Price（$）
Kari kariskin premium	Beauty & Personal Care	30-40	14.5	1	10.13
Surefreshskinofficial	Beauty & Personal Care	30-35	14.0	29	24.53
ซ้อฝันช่องจริง SHOP	Health	25-30	2.6	16	8.86
ครีมดารา	Beauty & Personal Care	20-25	47.6	71	1370.51
SPOIL YOURR SKKN	Beauty & Personal Care	20-25	0.5	4	17.2
Namkang mobile	Phones & Electronics	20-25	4.7	9	554.58
Spoii your skkn	Beauty & Personal Care	15-20	1.3	2	17.2
KARISKIN SHOP2	Beauty & Personal Care	15-20	3.8	1	10.61
ซ้อฝันช่องไลฟ์	Beauty & Personal Care	15-20	0.7	8	5.02
ยายหมี่ไลฟ์สด	Food & Beverages	10-15	0.2	1	3.8

Hot Products in Thailand market

Top 5 Hot Products-June 2025

Skin rejuvenation set

Shop: ttmthailand
Price: $23.01
Sales volume: 1.5K
GMV:$11.04M
Number of influencers: 7
Number of videos: 13

Astaxanthin soap

Shop: ครีมดารา
Price: $7.98
Sales volume: 14K
GMV:8.49M
Number of influencers: 0
Number of videos: 0

Probiotics

Shop: Fresh me Thailand
Price: $20.53
Sales volume: 1.2M
GMV:$2.51M
Number of influencers: 1.5K
Number of videos: 5.1k

Black glutathione capsules

Shop:
Price: $64.88
Sales volume: 6.1K
GMV:$2.03M
Number of influencers: 414
Number of videos: 1.0K

Glutathione

Shop: บีลีฟ เนเชอรัล
Price: $13.93
Sales volume: 1.0M
GMV:$31.23M
Number of influencers: 945
Number of videos: 3.0K

Indonesian site

Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

9

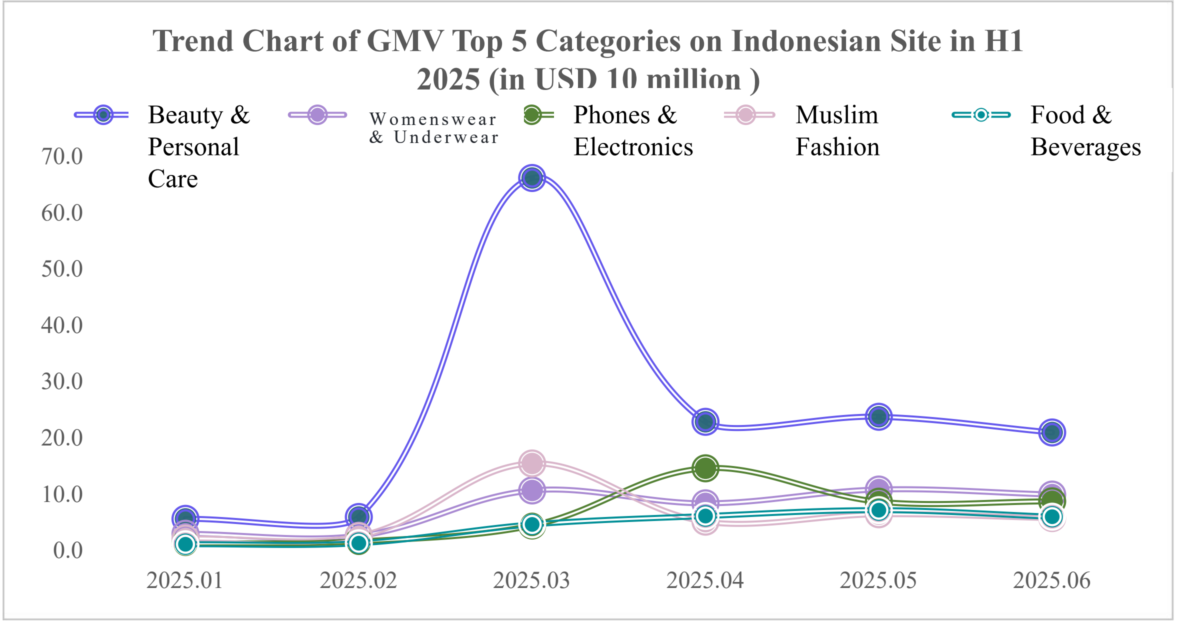
CHAPTER NINE

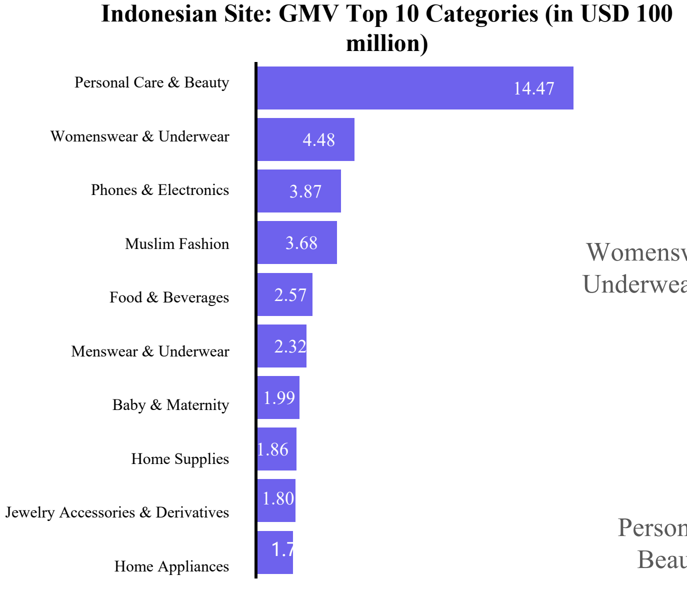
The total GMV of the Indonesian market exceeded $4.3 billion. Video commerce dominates the marketing methods, with the number of influencers growing rapidly.

- Overall, Indonesia's market GMV hit $4.3 billion in H1 2025, ranking as Southeast Asia's second-largest market. Its growth exceeded 100% compared to the full-year 2024 GMV.
- In terms of trends, GMV surged from $230 million in January to $1.14 billion in March—a roughly 500% increase—marking the first peak driven by Ramadan and New Year celebrations. After this February-March high, GMV sustained elevated levels throughout H1.
- For marketing, video commerce remains Indonesia's dominant strategy, with monthly video volumes averaging 4 million. Indonesian consumers show strong receptivity to live-stream commerce, keeping video engagement consistently high. Meanwhile, the influencer base is expanding rapidly, with a monthly growth of 590,000.

The Indonesian market categories saw fluctuating growth after a H1 surge, with Beauty & Personal Care retaining the top spot long-term.

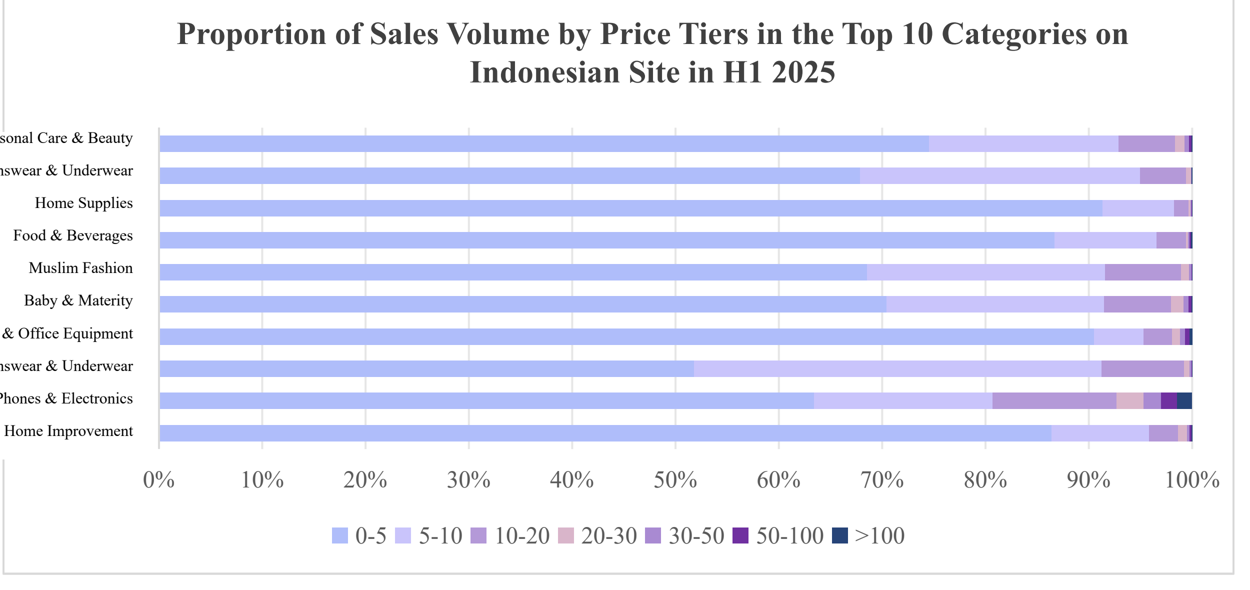
- In H1 2025, top categories in Indonesia's market exhibited a fluctuating trend—stabilizing at lower levels after an initial surge. Notably, Beauty & Personal Care maintained its lead in H1, with GMV spiking to over $660 million in March. Rankings among the 2nd to 5th top categories remained steady.
- Cumulative GMV of the top 10 categories on Indonesia's platform reached $3.8 billion in H1, accounting for nearly 88% of the platform's total H1 GMV—highlighting a marked concentration effect among top categories. Among them, Beauty & Personal Care has emerged as a core category for brands to quickly capture market share, leveraging diverse demand and the strong visual appeal of live-stream commerce; its GMV now exceeds one-third of total GMV. Womenswear follows closely, buoyed by a large consumer base, trailed by Phones & Electronics, Muslim Fashion, and Food & Beverages.

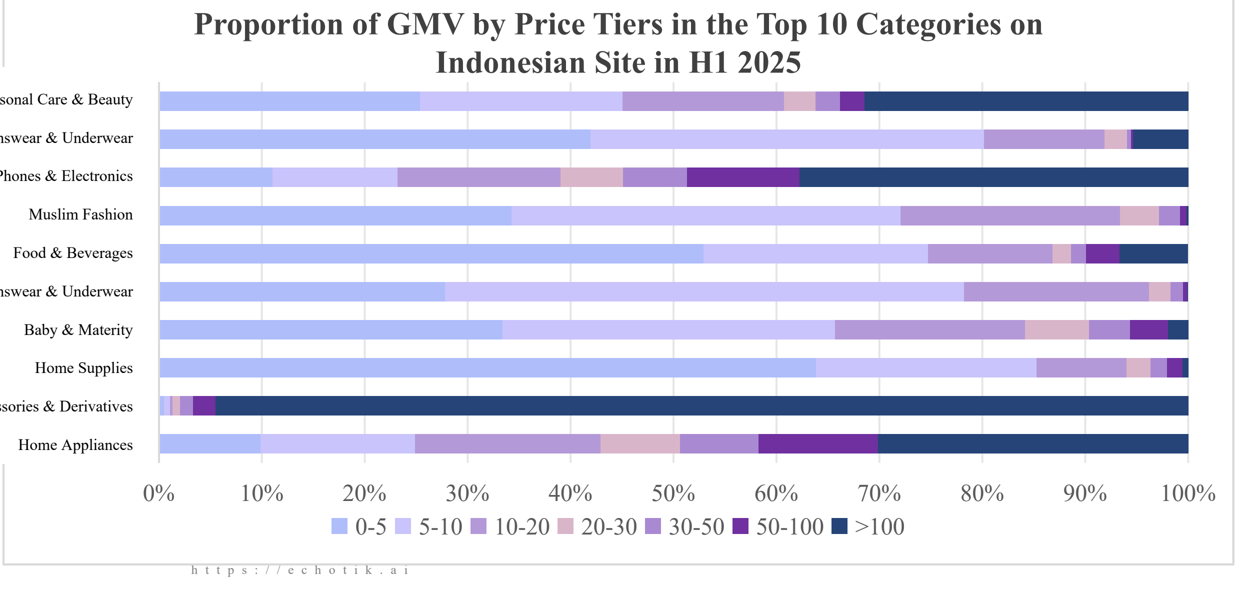




Categories in the Indonesian market exhibit hierarchical characteristics, yet the mainstream shipping price range remains concentrated below $5.

- By total sales volume across price tiers, Indonesia's H1 2025 market remained dominated by low-priced products. Sub-$5 items were most popular, making up 52% (Menswear) to 91% (Home Supplies) of core categories—with Womenswear, Home Supplies, and Home Improvement exceeding 80% in this range. Next came $5–$10 products, with Menswear and Womenswear each contributing nearly 30%. Overall, low-priced items drove the market: sub-$10 products totaled 660 million units sold, accounting for 94% of total sales.
- In terms of GMV by price range, H1 2025 showed tiered trends, with sub-$10 products leading the market: over 70% of GMV in Womenswear, Muslim Fashion, Food & Beverages, Baby & Maternity, and Home Supplies came from this range. Balanced categories: Beauty & Personal Care, Phones & Electronics, and Home Appliances saw even GMV distribution across tiers, thanks to targeted localization meeting diverse demands. High-end focus: jewelry derived over 90% of GMV from products over $100, due to premium attributes and high-spending customers.





Beauty & Personal Care dominate the top 10 shops in the Indonesian market. These top 10 shops span diverse categories, with an entry threshold of approximately 15 million.

➤ Shops across five categories made the top 10, with Beauty & Personal Care leading firmly.

Of the top 10 by GMV, 5 are Beauty & Personal Care, 2 Phones & Electronics, and 1 each from Health, Jewelry & Accessories, and Food & Beverages.

➤ Top 10 shops have a high GMV threshold and stable distribution.

H1 GMV for Top 1-2 (first tier) exceeded $30 million, cementing their lead. Mid-tier shops stayed at $20-30 million; ranks 6-10 ranged $15-20 million. The top 10 entry threshold is high, around $15 million.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Indonesia in H1 2025

Shop	Category	GMV (USD million）	Sales Volume（10,000 units）	Quantity of Products	Average Price（$）
MaydoozaOfficiall	Beauty & Personal Care	30-35	2	13	1727.25
Lakuemas	Jewelry Accessories & Derivatives	30-35	28	0	281.59
glad2glow.indo	Beauty & Personal Care	25-30	726	135	158.01
Xiaomi Indonesia	Phones & Electronics	25-30	21	441	140.55
KapsidaHS	Health	20-25	12	8	11.45
tokounidenay	Womenswear & Underwear	20-25	0	31	11.84
npureofficial	Beauty & Personal Care	15-20	101	43	31.19
wardahbeautyid	Beauty & Personal Care	15-20	443	127	8.82
skintific.indonesia	Beauty & Personal Care	15-20	147	145	20.52
Samsung	Phones & Electronics	15-20	7	86	690.98

Hot Products in Indonesian market

Top 5 Hot Products-June 2025

Cotton pads

Shop： npureofficial
Price： $61.59
Sales volume： 247.6K
GMV:$2.04M
Number of influencers： 0
Number of videos： 0

Xiaomi mobile phones

Shop： Xiaomi Indonesia
Price： $80.1
Sales volume： 14K
GMV:1.6M
Number of influencers： 88
Number of videos： 185

S3 game accessories

Shop： Fresh me Thailand
Price： $1.54
Sales volume： 0.95M
GMV:$1.47M
Number of influencers： 2
Number of videos： 38

Philips air purifier

Shop： Philips Home Appliances
Price： $152.32
Sales volume： 8.6K
GMV:$1.28M
Number of influencers： 0
Number of videos： 0

Gold hair growth serum

Shop： Kaminomoto Indonesia
Price： $109.68
Sales volume： 11.6K
GMV:$1.26M
Number of influencers： 0
Number of videos： 0

Vietnamese site

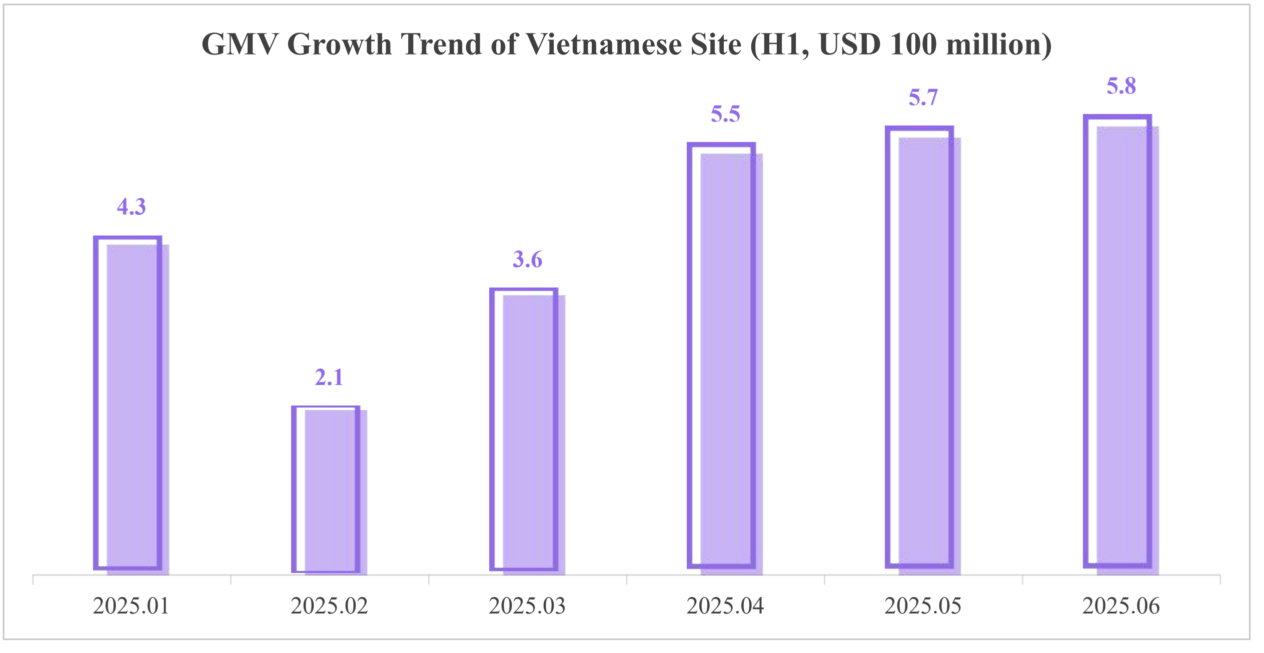
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

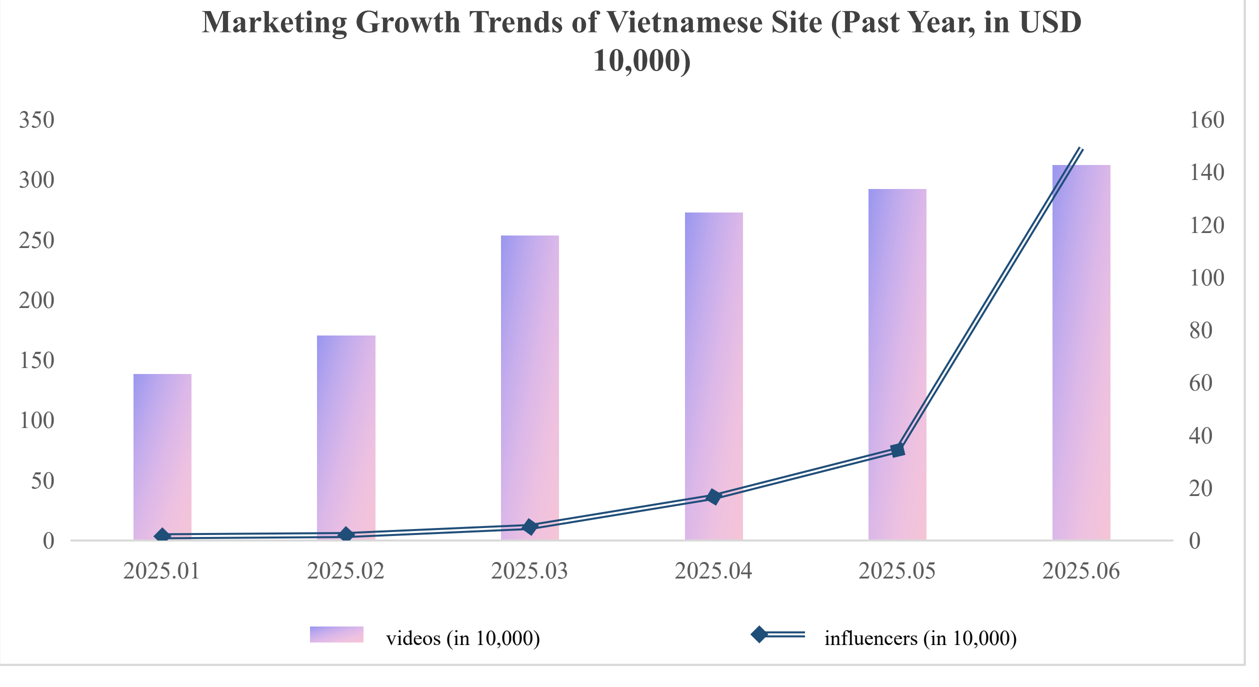
10

CHAPTER TEN

Vietnam's total market GMV surpassed **$2.7 billion**.
Video commerce remains the dominant marketing approach, with **influencer pools expanding at an accelerated rate**.

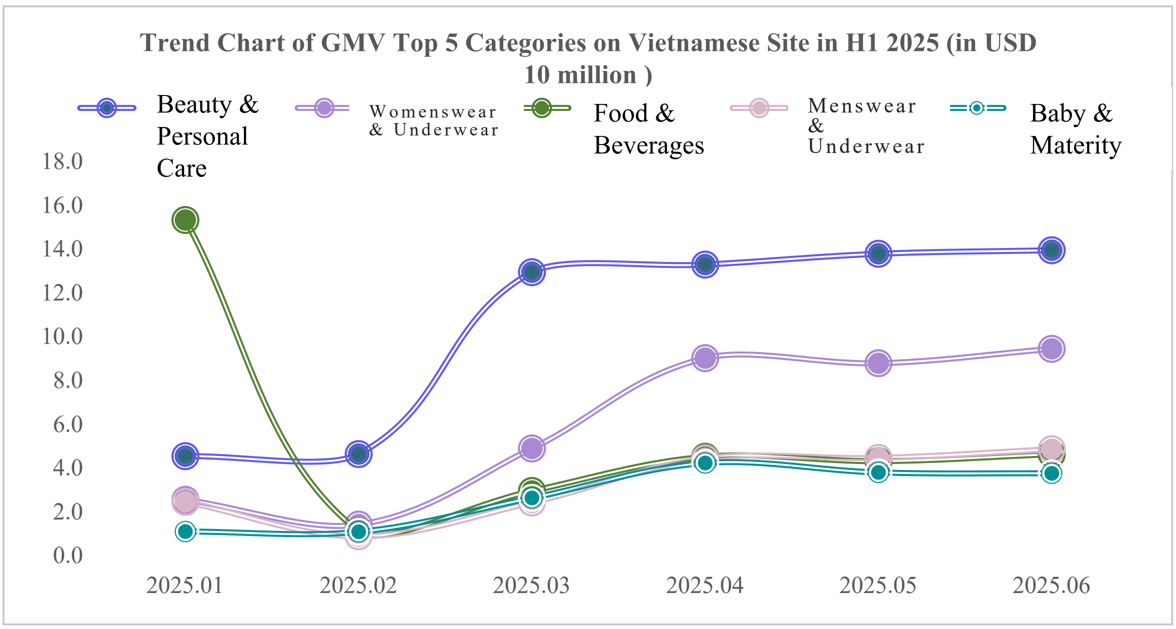
- Overall, Vietnam's market maintained steady momentum in H1 2025, with GMV hitting $2.7 billion—reflecting consistent growth and sustained release of consumer potential.
- In terms of trends, GMV surged to $430 million in January, driven by the Food & Beverages category. After a February dip, it climbed steadily to $580 million by June, marking a notable 176% increase from the February trough.
- For marketing, live-stream commerce (video) remains the core strategy, with video volumes growing consistently and peaking at ~3 million in June.





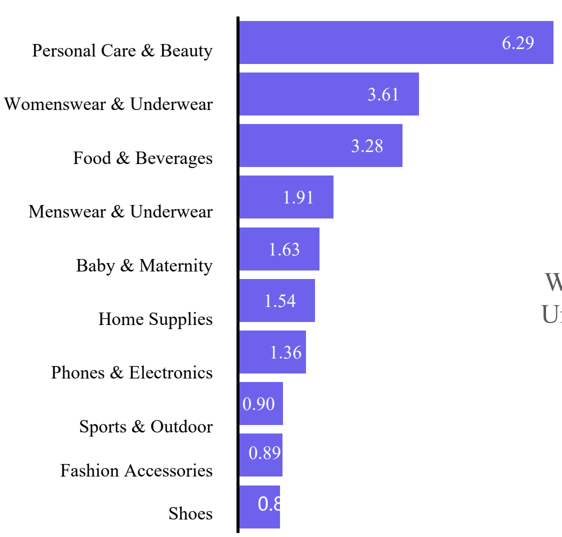
Categories in the Vietnamese market have grown steadily since February, with Beauty & Personal Care retaining the top spot long-term.

- In H1 2025, top categories in Vietnam's market demonstrated a trend of steady, gradual growth. Food & Beverages spiked to a $150 million peak in January, then dropped sharply before rebounding at lower levels. Post-February, however, Beauty & Personal Care took the lead—its GMV surged past $120 million in March. Rankings among 3rd to 5th top categories stayed stable.
- Cumulative GMV of Vietnam's top 10 categories in H1 hit $2.23 billion, making up nearly 83% of the platform's total H1 GMV—a clear sign of significant concentration in top categories. Food & Beverages, after a holiday-promo-driven surge, quickly retreated. Beauty & Personal Care, fueled by strong demand and live-stream commerce's visual strengths, claimed 28% of top 10 GMV in H1. Womenswear, Menswear, and Baby & Maternity categories, which sustained growth from February onward, each exceeded $150 million in H1 GMV.

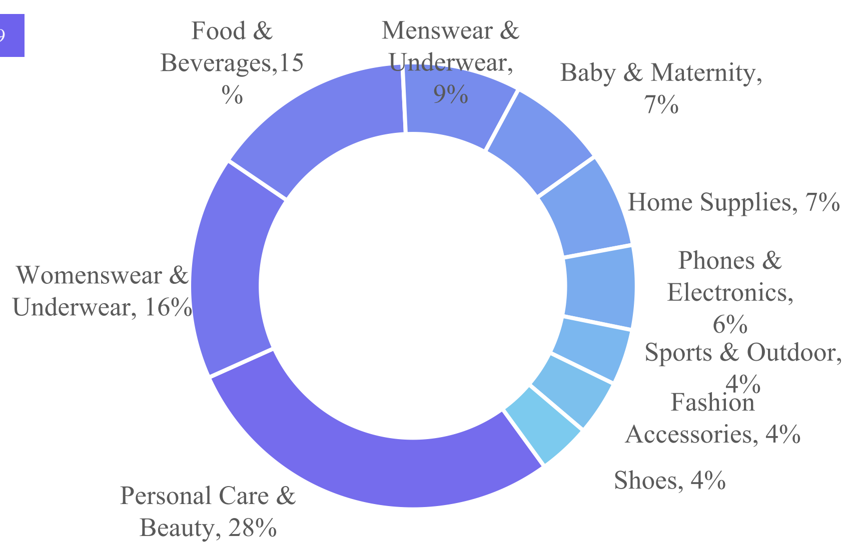


Trend Chart of GMV Top 5 Categories on Vietnamese Site in H1 2025 (in USD 10 million)

Vietnamese Site: GMV Top 10 Categories (in USD 100 million)

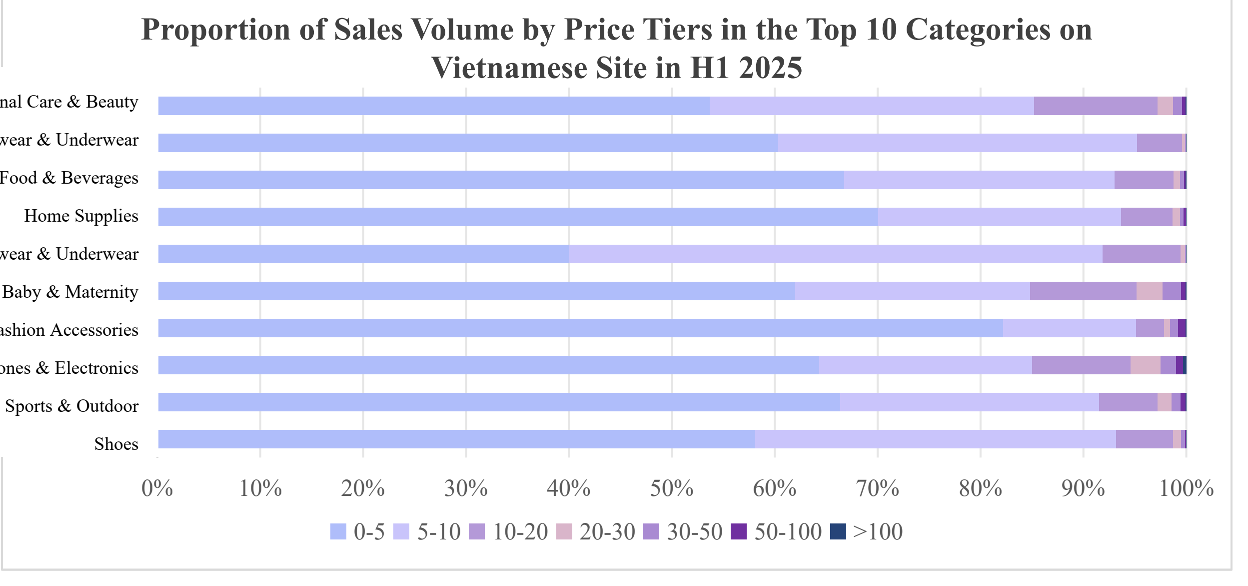


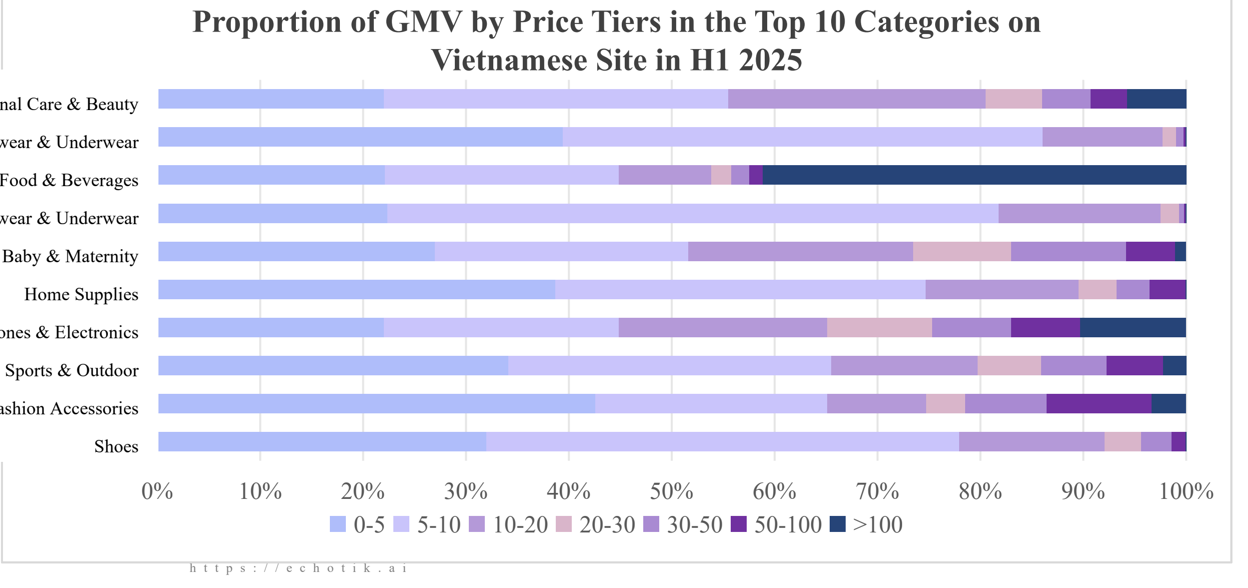
Vietnamese Site: GMV Top 10 Categories Share



Most categories in the Vietnamese market are dominated by low-priced products, with the mainstream order-generating price range concentrated below $5.

- In terms of total sales volume across price tiers, the sales structure of Vietnam's e-commerce market in H1 2025 showed a significant reliance on low prices: Products under $5 dominated, accounting for 40% (Menswear) to 72% (Fashion Accessories) of core categories. Notably, Fashion Accessories, Home Supplies, and Sports & Outdoor categories stood out, with over 70% of their sales volume in this price tier. Products priced between $5–$10 followed, contributing nearly 40% of sales volume for Menswear, Womenswear, and Shoes. Overall, Vietnam's market was clearly driven by low prices: Products under $10 recorded a total sales volume of 320 million units, accounting for 90% of the total market share.
- In terms of GMV contribution by price tier, Vietnam's market in H1 2025 remained dominated by products under $10. Typical categories included Womenswear, Menswear, Shoes, and Home Supplies, with over 70% of their GMV coming from this price tier. Meanwhile, GMV from this tier exceeded $700 million, making up 35% of the top 10 categories' total GMV. The high-end market of some categories also merits attention—particularly Food & Beverages, where over 40% of GMV came from products priced above $100. Phones & electronics, and Beauty & Personal Care also saw nearly 10% of their GMV from the over-$100 tier, representing a niche high-value market segment worth targeting.





In Vietnamese market, the top 10 shops are dominated by Food & Beverages and Beauty & Personal Care.
These top 10 shops span diverse categories, with a relatively low entry threshold of approximately $5 million.

➢ Shops across 6 categories ranked in the top 10, with Food & Beverages leading in both GMV and number of entries.

Among the top 10 shops by GMV, which span 6 categories, Food & Beverages and Beauty & Personal Care dominate with 3 entries each—ranking highest. Phones & electronics, Health, Fashion Accessories, and Home Supplies each have 1 shop in the top 10.

➢ While the GMV threshold for the top 10 shops is relatively low, the top-ranked shop holds a clear GMV lead.

Breaking down individual shop GMV: The top-performing shop (Top 1) achieved nearly $40 million in H1, securing its dominant position. Mid-tier shops (6 in total) maintained GMV between $10 million and $20 million, while those ranked 6th to 10th ranged from $5 million to $10 million. The entry threshold for the top 10 is relatively low, at approximately $5 million.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Vietnamese in H1 2025

Shop	Category	GMV (USD million）	Sales Volume （10,000 units）	Quantity of Products	Average Price （$）
1996 Food Mart	Food & Beverages	35-40	1.9	4	5.97
Dược Mỹ Phẩm VOCUNGTAN	Personal Care & Beauty	25-30	5.1	9	695.51
TOPGIAHN	Home Supplies	15-20	208.5	96	9.49
COLORKEY Việt Nam	Personal Care & Beauty	15-20	263.3	215	13.23
TiHi Food	Food & Beverages	10-15	0.6	3	2958.21
GOOJODOQ VN	Phones & Electronics	10-15	122.3	99	17.74
SAPAFOOD.24	Food & Beverages	10-15	0.1	12	15.54
HASAKI BEAUTY	Personal Care & Beauty	5-10	139.2	139	12.27
KAER VB668	Fashion Accessories	5-10	17.4	31	43.99
Mai Ly Style Shop..	Health	5-10	15.8	76	62.01

Hot Products in Vietnamese market

Top 5 Hot Products-June 2025

Wall-mounted household tissue

Shop: TOPGIAHN
Price: $22.73
Sales volume: 127.6K
GMV:$2.72M
Number of influencers: 542
Number of videos: 1.7K

Premium drawn bird's nest

Shop: 94farm
Price: $38.29
Sales volume: 16.0K
GMV:$613.6K
Number of influencers: 0
Number of videos: 0

Sipiao Tissue

Shop: TOPGIAHN
Price: $6.09
Sales volume: 768.3K
GMV:$611.3K
Number of influencers: 1.3K
Number of videos: 4.0K

Wall-mounted tissue

Shop: TOPGIAHN
Price: $7.24
Sales volume: 78.1K
GMV:$566K
Number of influencers: 641
Number of videos: 1.9K

Liby Washing Machine Tub Cleaner

Shop: Kaminomoto Indonesia
Price: $6.55
Sales volume: 84.4K
GMV:$550.1K
Number of influencers: 681
Number of videos: 1.8K

Philippine Site

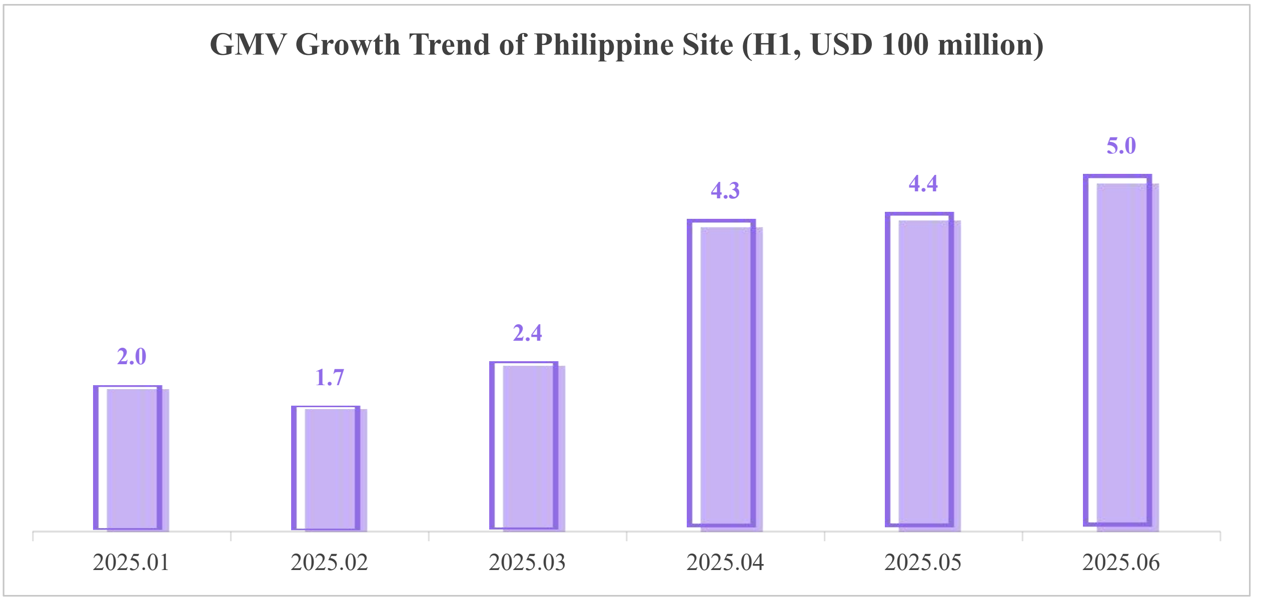
Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

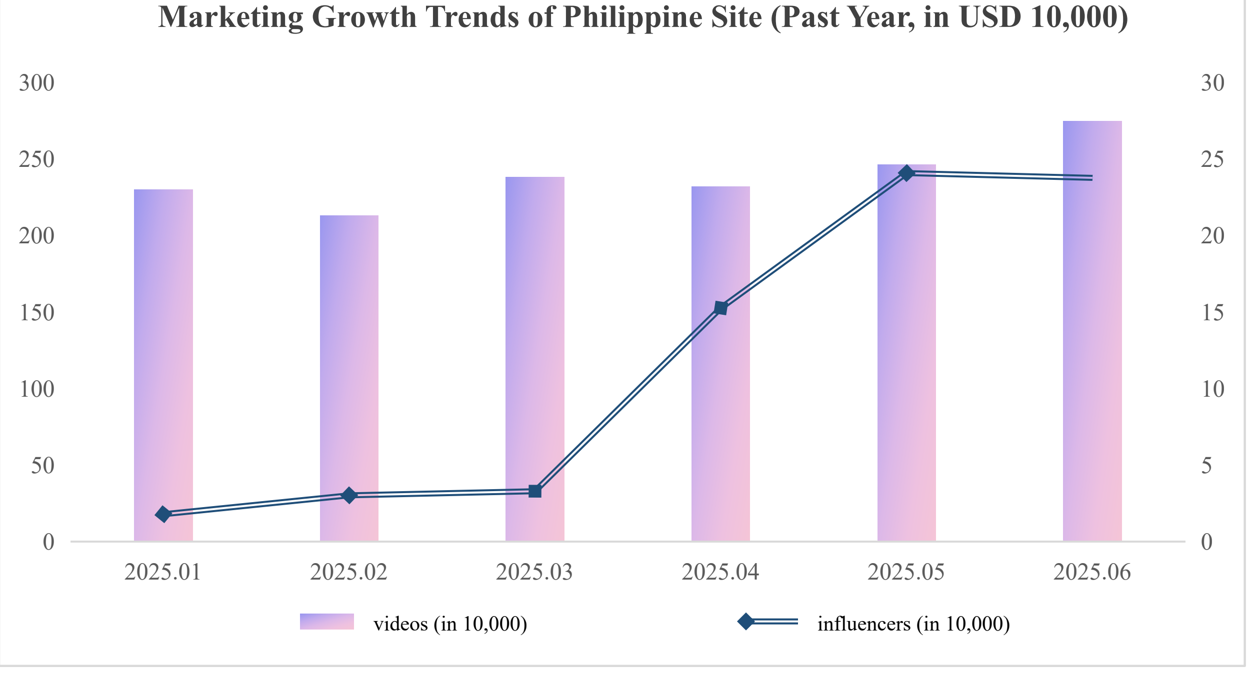
11

CHAPTER ELEVEN

The total GMV of the Philippine market has exceeded $2 billion.
Video commerce remains the stable marketing method, and influencer marketing is gradually stabilizing.

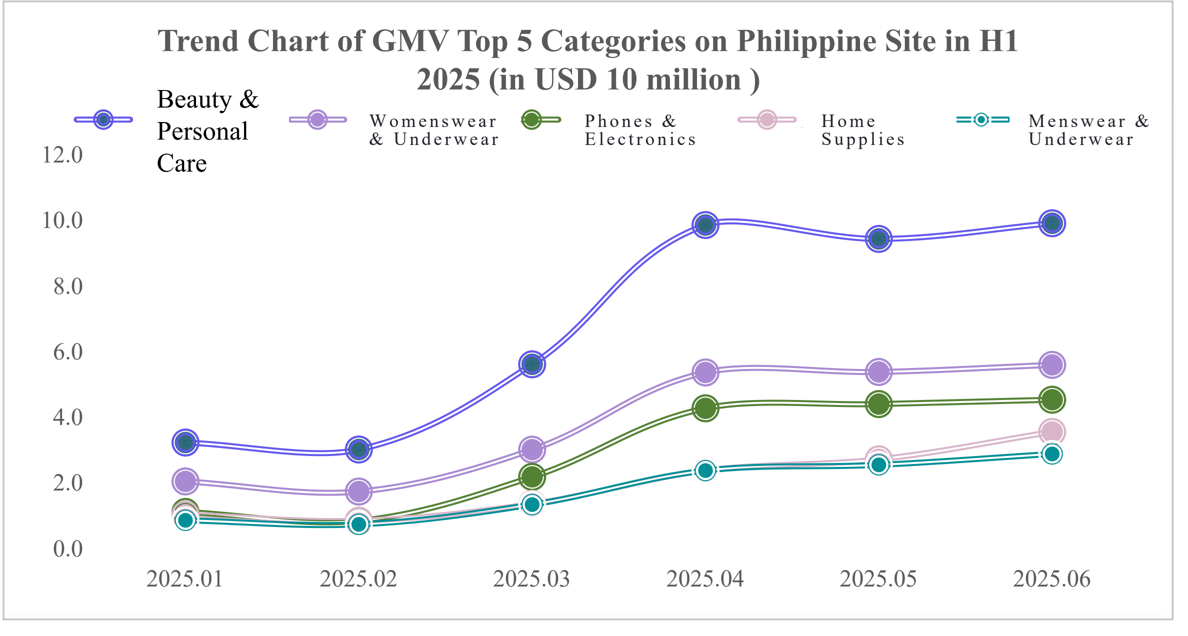
- Overall, the Philippine e-commerce market delivered a strong performance in H1 2025, with total GMV surpassing $2 billion. Local consumer spending power continued to be unlocked, driving notable monthly growth momentum.
- Looking at trends, after hitting a February trough of $170 million, GMV rebounded robustly and steadily, peaking at $500 million in June—up nearly 200% from February.
- In terms of marketing, live-stream commerce (video) remained the core strategy, with monthly video volumes stabilizing in the 2–2.5 million range. The influencer ecosystem grew increasingly mature: after expanding to 250,000 in May, the influencer pool entered a phase of stable operations.

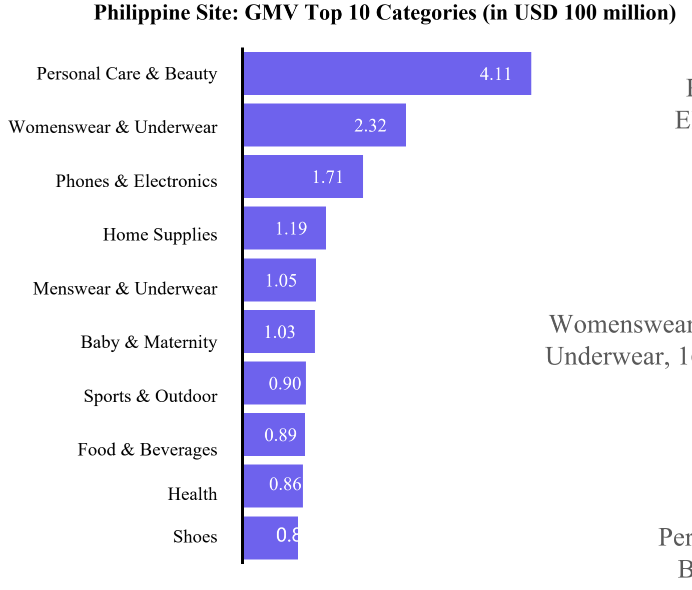


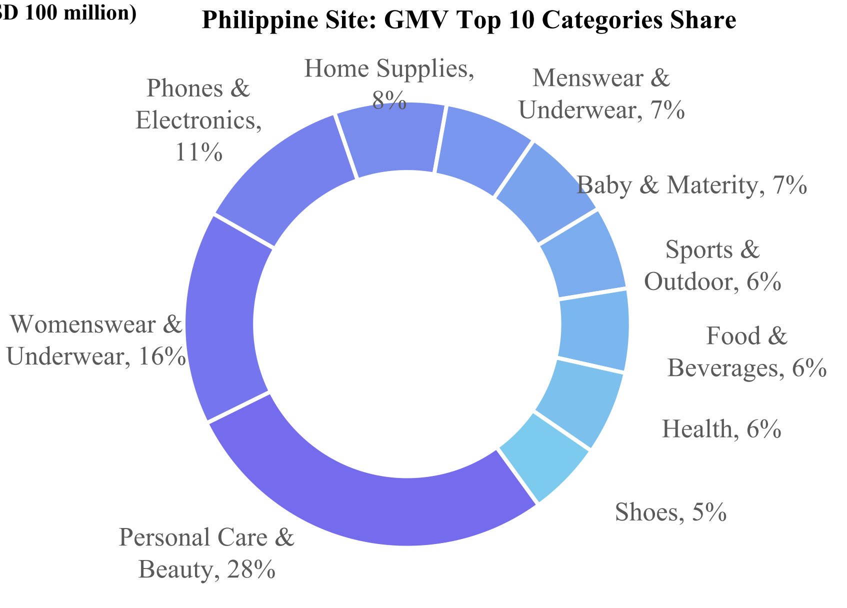


Categories in Philippine market have grown steadily since February, with Beauty & Personal Care retaining the top spot long-term.

- In H1 2025, top categories in the Philippine market maintained steady growth. Beauty & Personal Care remained the frontrunner, with GMV rising to $90 million in March, while rankings among 3rd to 5th place categories stayed consistent.
- The concentration of top categories on Philippine platforms was striking in H1 2025: cumulative GMV of the top 10 categories hit $1.48 billion, accounting for a substantial share of total platform GMV—equivalent to 74% of Vietnam's total GMV over the same period. Beauty & Personal Care dominated the top 10, driving rapid market penetration of value-for-money brands through strong local demand; it claimed 28% of top 10 GMV in H1, securing the top spot. Womenswear and Phones & electronics also stood out: Womenswear, backed by a large customer base and stable consumption patterns, reached $230 million in H1 GMV, while Phones & Electronics grew in tandem, contributing $170 million.

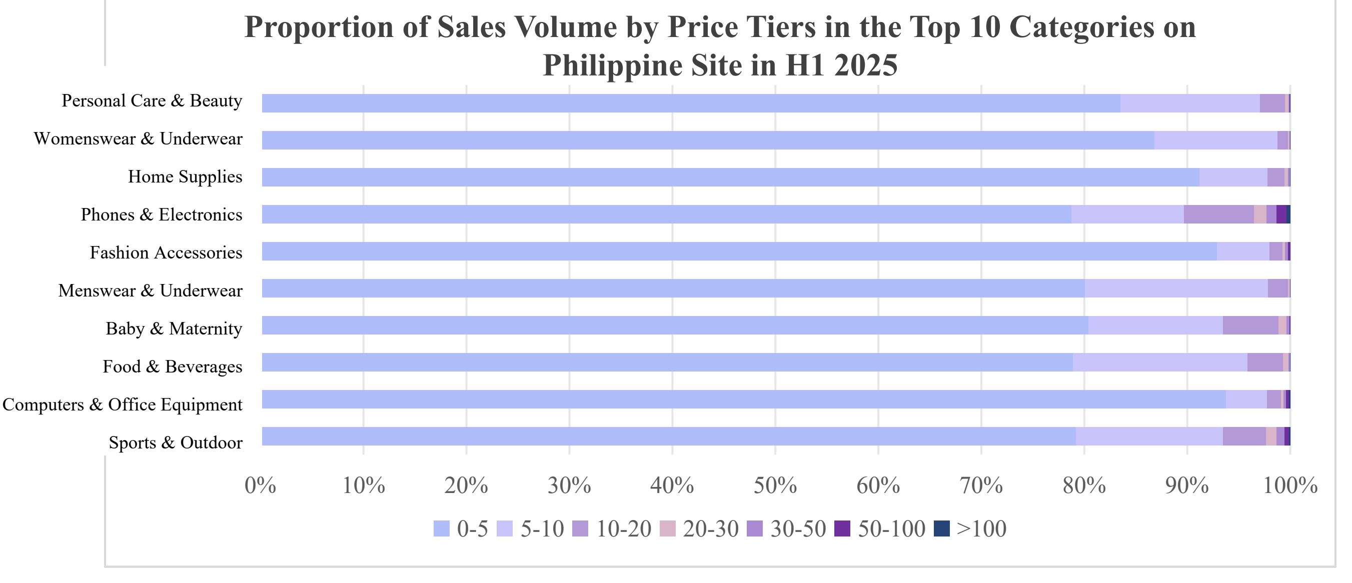


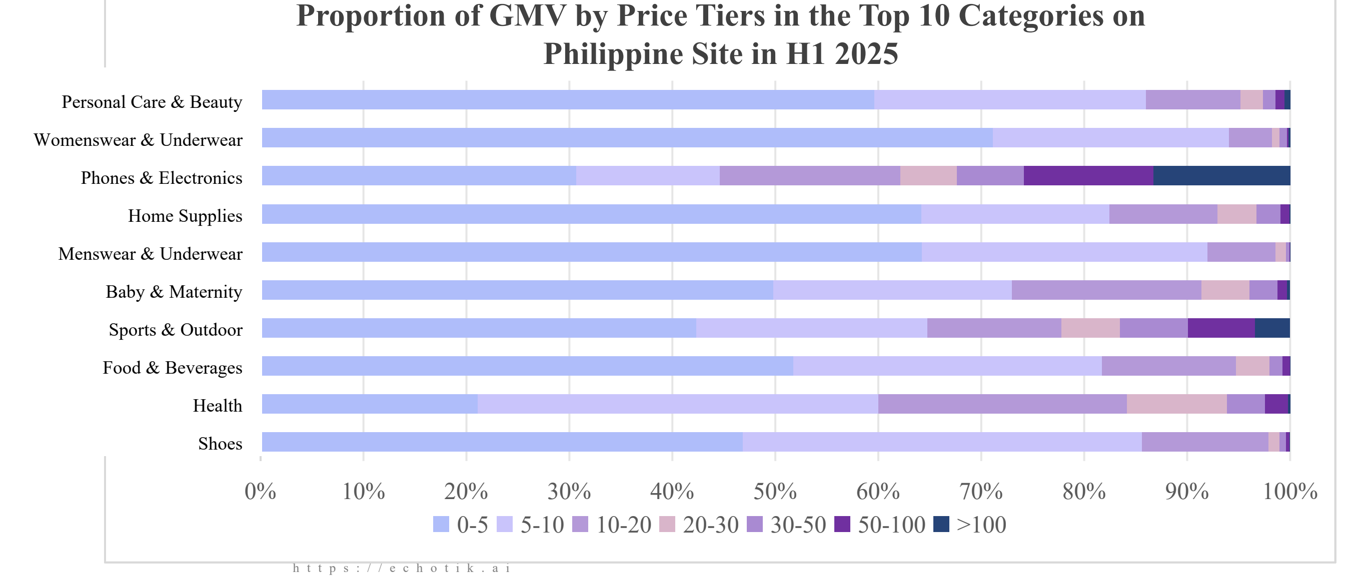




Low prices dominate most categories in the Philippine market, with mainstream transaction-driving prices under $5.

- Looking at total sales volume by price tier, the Philippine market's sales structure in H1 2025 showed a striking "ultra-low-price dominance" pattern: Products under $5 took center stage, with core categories accounting for 70% (Phones & Electronics) to 93% (Computers & Office Equipment) of their sales. Home Supplies, Fashion Accessories, and Computers & Office Equipment stood out drastically, with over 90% of their sales volume in this price tier. Products priced $5–$10 made supplementary contributions, with Menswear and Food & Beverages each generating nearly 20% of their sales in this range. Overall, the market's low-price-driven dynamics are clear: Products under $10 reached 380 million units in total sales, representing 96% of the entire market share—a reflection of local consumers' strong preference for ultra-low prices.
- In terms of GMV contribution by price tier, the Philippine market in H1 2025 exhibited differentiated traits: Products under $10 remained the backbone of overall GMV. Most categories, including Beauty & Personal Care, Womenswear, Menswear, Food & Beverages, Home Supplies, and Shoes, derived over 80% of their GMV from this price tier. Meanwhile, GMV from this segment exceeded $700 million, accounting for 74% of the top 10 categories' total GMV. Additionally, due to diversified market demand, categories like Phones & Electronics, Health, and Sports & Outdoor products showed more balanced GMV distribution across price tiers. Notably, nearly 30% of Phones & Electronics GMV came from products priced above $50, making the quality-focused market a key area for attention.





In the Philippine market, Food & Beverage shops top the GMV ranking among the top 10 shops.
The top 10 shops span diverse categories, with low-price transactions dominating.

- Shops across 7 categories made the top 10, with Food & Beverages claiming the top spot in GMV.

The top 10 shops by GMV span 7 categories, with Beauty & Personal Care leading in shop count (3 entries), followed by Phones & Electronics (2 entries). Food & Beverages, Luggage & Bags, and Womenswear each have 1 shop in the ranking.

- The GMV threshold for the top 10 shops is relatively low, with notable product polarization—low-price transactions dominate.

Breaking down individual shop GMV: The top-performing shop (Top 1) exceeded $10 million in H1, though the gap with mid-tier shops is narrow. The entry threshold for the top 10 stands at around $5 million, relatively low. In terms of product assortment, the top 10 shops employ a polarized strategy: 60% offer fewer than 50 products, while 70% maintain an average price below $20.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Philippine in H1 2025

Shop	Category	GMV (USD million）	Sales Volume （10,000 units）	Quantity of Products	Average Price （$）
Nestle PH	Food & Beverages	10-11	192.1	200	17.46
Infinix	Phones & Electronics	8-9	7.6	156	175.93
Mumu PH	Luggage & Bags	7-8	298.5	102	3.59
DENIM FASHION2	Womenswear & Underwear	6-7	134.0	43	4.56
A&J Beauty and Wellness Shop	Beauty & Personal Care	6-7	149.8	9	9
HUAWEI Philippines	Phones & Electronics	5-6	2.7	43	466.31
Dermorepubliq	Beauty & Personal Care	5-6	144.5	13	11.01
The Originote.PH	Beauty & Personal Care	5-6	145.5	4	4.64
MariGOLD Pilipinas	Jewelry Accessories & Derivatives	5-6	8.8	314	93.24
Unilove PH Official	Baby & Materity	5-6	98.5	16	11.98

Hot Products in Philippine market

Top 5 Hot Products-June 2025

HUAWEI MatePad

Shop： HUAWEI Philippines
Price： $4.63K
Sales volume： 962
GMV:$1.09M
Number of influencers： 21
Number of videos： 57

Body care massage oil

Shop： shopwithbonita
Price： $3.72
Sales volume： 16.0K
GMV:$889.5K
Number of influencers： 1.1K
Number of videos： 2.9K

Women's jeans

Shop： DENIM FASHION2
Price： $4.75
Sales volume： 527.5K
GMV:$684.5K
Number of influencers： 646
Number of videos： 1.4K

Spring Mattress

Shop： Dreame Officialstore
Price： $7.24
Sales volume： 78.1K
GMV:$612.1K
Number of influencers： 152
Number of videos： 225

Refreshing sunscreen

Shop： Kaminomoto Indonesia
Price： $4.29
Sales volume： 1.1M
GMV:$598.7K
Number of influencers： 1.8K
Number of videos： 3.9K

Malaysian Site

Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

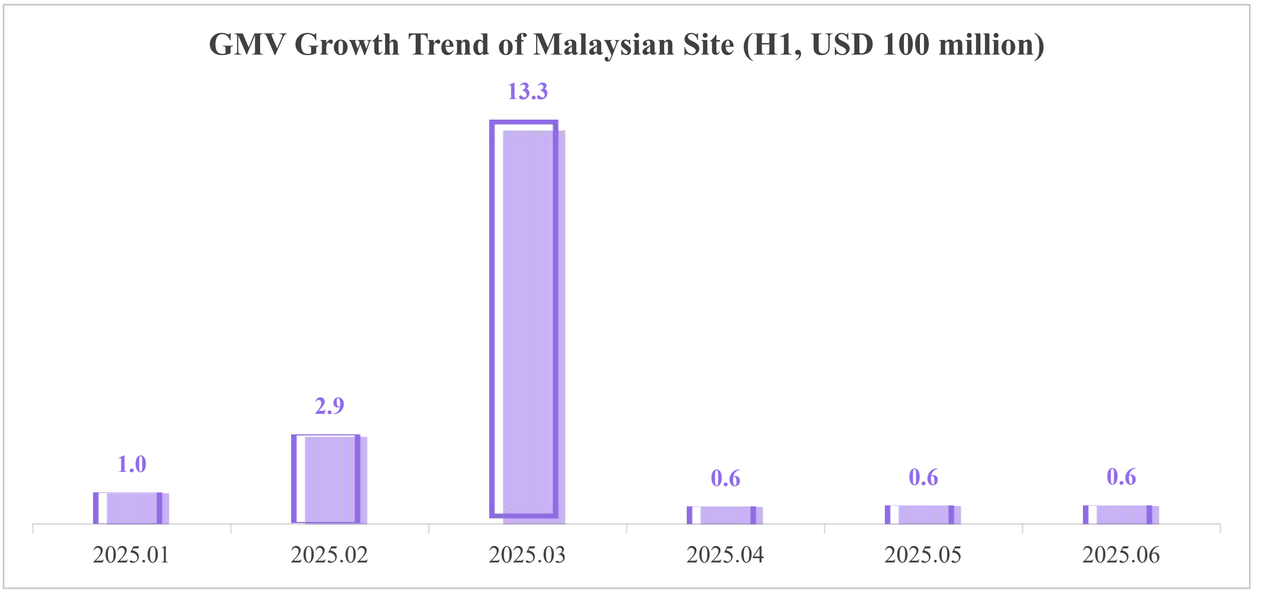
12

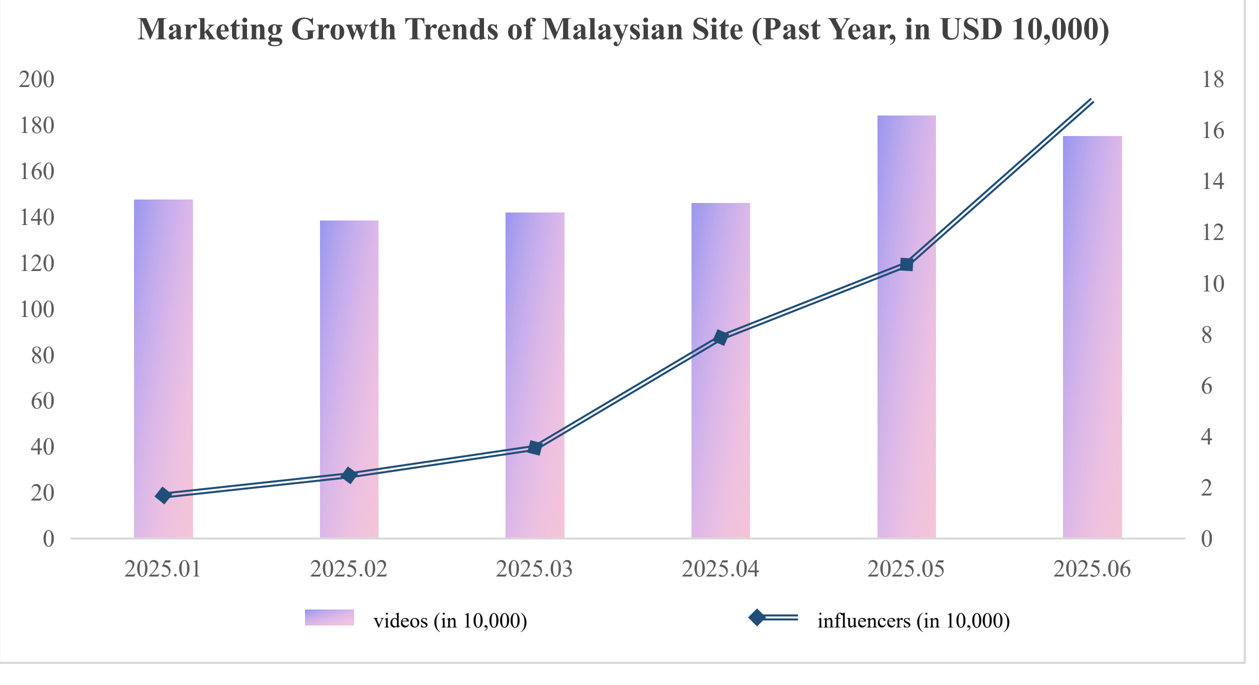
CHAPTER TWELVE

The total GMV of the Malaysian market has exceeded $1.9 billion.

Video commerce is the primary marketing method, with influencer content marketing accelerating.

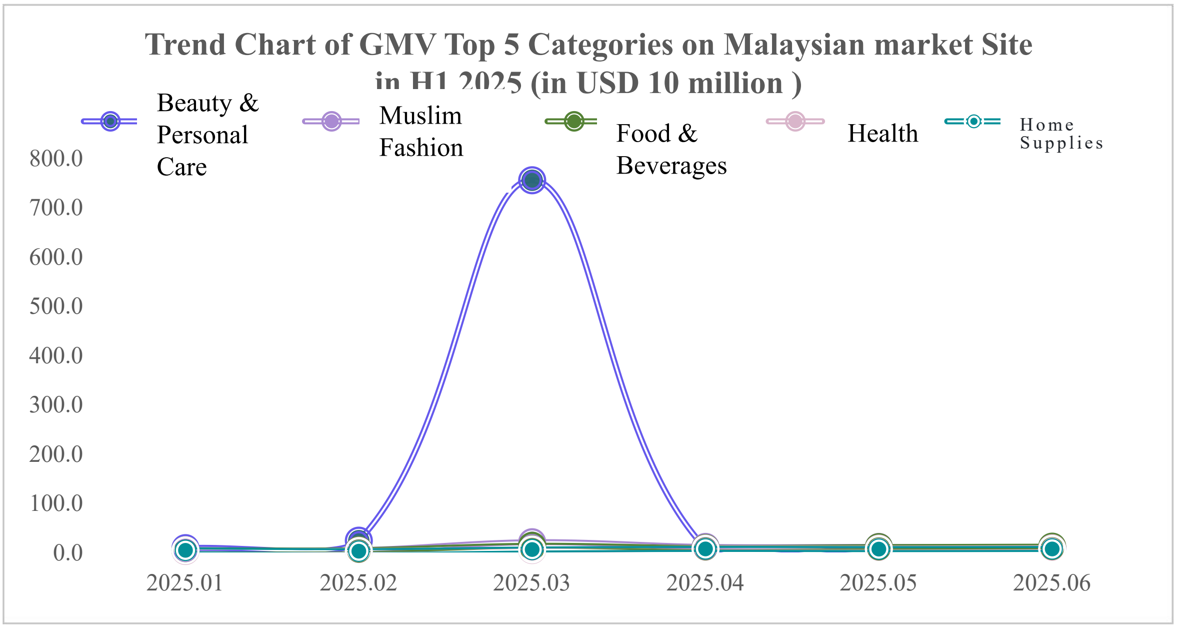
- Overall, Malaysia's e-commerce market delivered steady performance in H1 2025, with GMV reaching $1.9 billion. Key drivers included Ramadan festival spending (spanning home supplies, gifts, apparel, and food) and major platform promotions.
- Looking at trends, March saw GMV surge to a peak of $1.33 billion, fueled by Ramadan and platform ecosystem growth, before quickly retreating to January's normal levels post-festival—reflecting a pulse-like growth pattern.
- In marketing, live-stream commerce (video) remained core, with monthly video volumes steady at 1.5–1.8 million. The influencer pool continued to expand, and when combined with the platform's creator alliance mechanism, this effectively sustained market momentum and content marketing engagement.



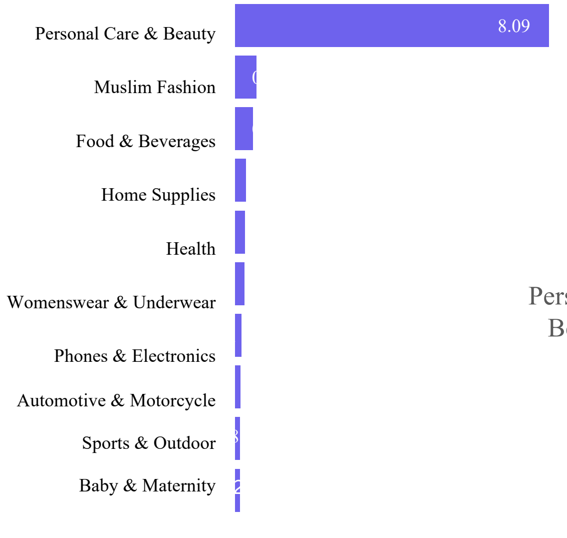


Categories in the Malaysian market dropped rapidly after reaching high positions.
Beauty & Personal Care has long held the top spot.

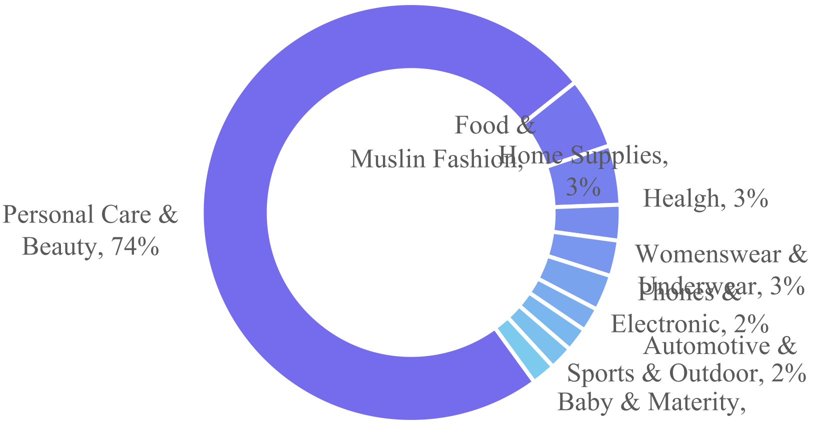
- In H1 2025, top categories in Malaysia's market followed a "peak-and-plummet" trend, while Beauty & Personal Care maintained its leading position—hitting $700 million in GMV in March. Rankings among the remaining Top 2 to Top 5 categories stayed consistently stable.
- The oligopolistic dominance of top categories in Malaysia's market was striking in H1 2025: the top 10 categories generated a cumulative GMV of $1.08 billion, accounting for 57% of the market's total GMV over the period. Beauty & Personal Care dominated this group, contributing 74% of the Top 10's total GMV to cement its oligarchic top position. Muslim Fashion stood out for its premium pricing power, rooted in religious and cultural attributes. Though it ranked among the Top 5 alongside Food & Beverages, Health, and Home Supplies, its total H1 GMV was just one-fifth of Beauty & Personal Care's.



Malaysian Site: GMV Top 10 Categories (in USD 100 million)

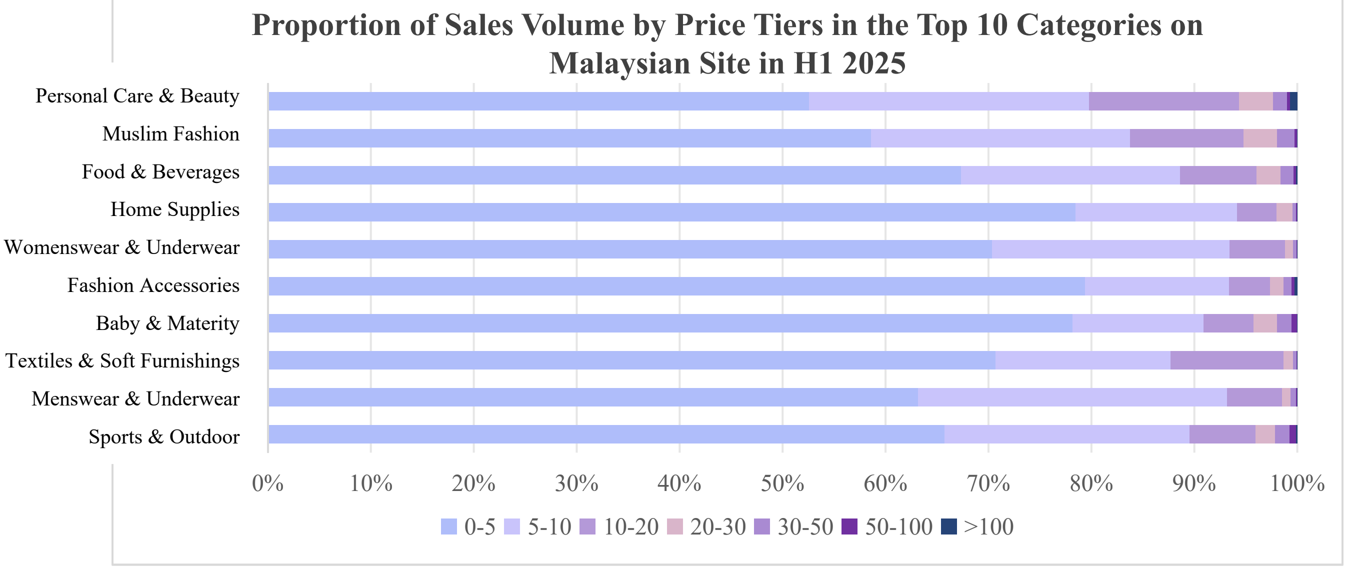


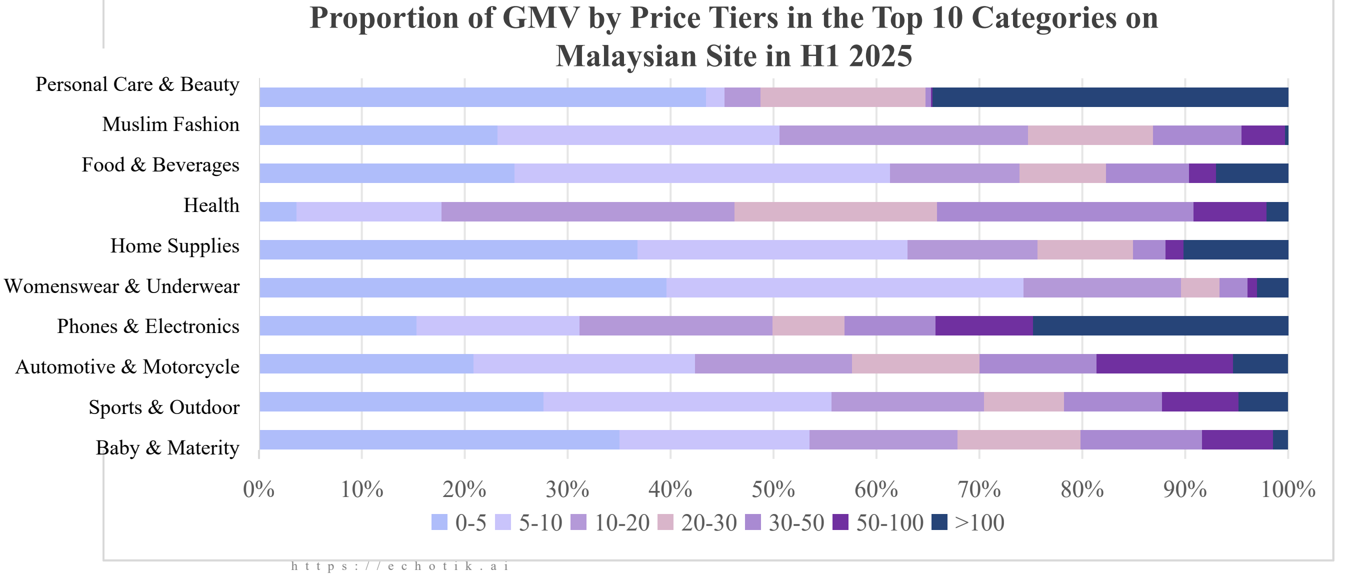
Malaysian Site: GMV Top 10 Categories Share



The various categories in the Malaysian market are initially showing a pyramid structure. The mainstream low-price base remains solid, while mid-to-high-end upgrading coexists.

- By sales volume across price tiers, Malaysia's e-commerce market in H1 2025 retained a solid low-price base. Home Supplies (85% in \$0–\$5), Fashion Accessories (78% in \$0–\$5), Textile & Soft Furnishing (76% in \$0–\$5), and Baby & Maternity products (75% in \$0–\$5) sustained their low-price, high-volume traits. However, key categories saw sub-80% shares in \$0–\$5 (Womenswear: 68%; Sports & Outdoor: 62%). Overall, sub-\$10 products drove 200 million units—87% of total sales.
- In GMV terms, Malaysia's price structure is "pyramid-shaped," with a stable low-price foundation alongside mid-to-high-end growth. Religious categories (Muslim Fashion), upgraded Personal Care (Beauty & Personal Care), and quality Phones & electronics form distinct competitive niches. Mid-to-high-end segments stand out: Beauty & Personal Care derives over 30% of GMV from products above \$100; Phones & Electronics, Automotive, Sports & Outdoor, and Health categories get over 40% of GMV from \$30+ items—reflecting strong premium potential tied to hobbies, sports attributes, and quality demand. Meanwhile, the low-price base endures: Home Supplies, Womenswear, and Food & Beverages draw most GMV from sub-\$10 products (though under 70%), underscoring concurrent demand for value and mid-to-high-end upgrading momentum.





Beauty & Personal Care shops dominate the Top 10. The categories of the Top 10 shops are relatively single, with an entry threshold of $8 million.

➢ Only shops from 4 categories made it to the top 10, with Beauty & Personal Care leading both in shop count and GMV, ranking first in both.

The top 10 shops by GMV span 4 categories, among which 7 are from Beauty & Personal Care (topping the list), while Food & Beverages, Health, and Sports & Outdoor each have only 1 shop in the ranking.

➢ The GMV threshold for the top 10 shops is $8 million, with a focus on a concentrated product strategy.

In terms of individual shop GMV, the first-tier shop (Top 1) achieved over $30 million in H1. The mainstream mid-tier shops (Top 5) recorded GMV of over $25 million, forming a relatively stable tier structure. In terms of product count, all top 10 shops adopted a focused and in-depth strategy, with fewer than 50 products each. Additionally, 60% of these shops have an average price below $10.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Malaysia in H1 2025

Shop	Category	GMV (USD million）	Sales Volume （10,000 units）	Quantity of Products	Average Price （$）
MAZAVILLE	Beauty & Personal Care	30-35	151.4	8	10.47
FAYCY BEAUTY MALAYSIA	Beauty & Personal Care	25-30	17.7	13	131.92
DJTWISTER	Beauty & Personal Care	25-30	15.9	10	3.88
Dnars Skincare Hq	Beauty & Personal Care	25-30	9.6	11	13.64
Ainulwaniey shop	Food & Beverages	15-20	2.6	2	4.03
Cosfume HQ	Beauty & Personal Care	15-20	5.7	1	6.78
NINANINO EMPIRE	Health	15-20	0.6	2	8.72
ELGINI MALAYSIA	Sports & Outdoor	8-10	179.4	53	7.14
Nur Shahida Mohd Rashid	Beauty & Personal Care	8-10	89.3	16	37.3
KYLIA HQ	Beauty & Personal Care	8-10	1.9	7	55.93

Hot Products in Malaysian market

Top 5 Hot Products-June 2025

Make-up Set

Shop： FAYCY BEAUTY MALAYSIA
Price： $8.9
Sales volume： 12.5K
GMV:$7.66M
Number of influencers： 0
Number of videos： 0

White Kidney Bean Carb Blocker

Shop： Olzz Beauty
Price： $33.8
Sales volume： 39.2K
GMV:$1.31M
Number of influencers： 428
Number of videos： 1.1K

Green Mango Lemon Drink 2.0

Shop： Nur Shahida Mohd Rashid
Price： $7.08
Sales volume： 140.5K
GMV:$952.06K
Number of influencers： 1.2K
Number of videos： 1.9K

The Book of Perfecting Worship

Shop： AGR Mall
Price： $14.21
Sales volume： 124.9K
GMV:$689.30K
Number of influencers： 258
Number of videos： 745

Apple 11-inch iPad

Shop： Machines Official Store
Price： $501.94
Sales volume： 2.5K
GMV:$664.60K
Number of influencers： 1
Number of videos： 1

Singapore Site

Overall GMV | GMV of TOP10 Categories | Price Analysis | Ranking Analysis

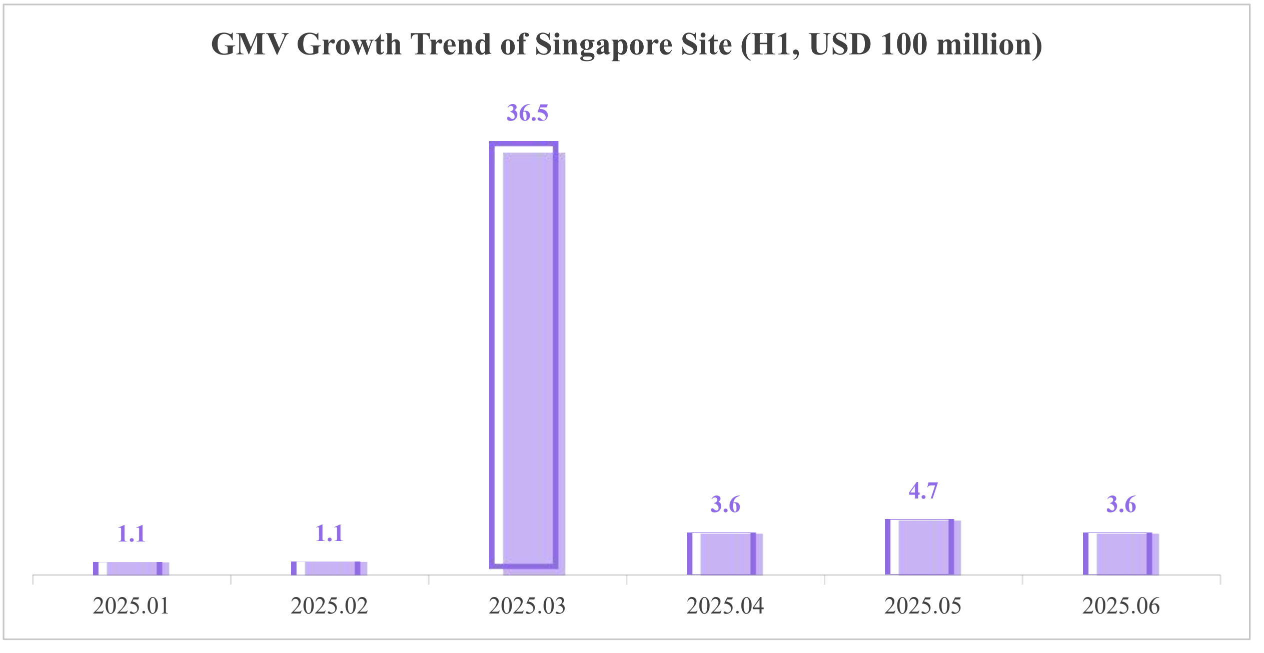
13

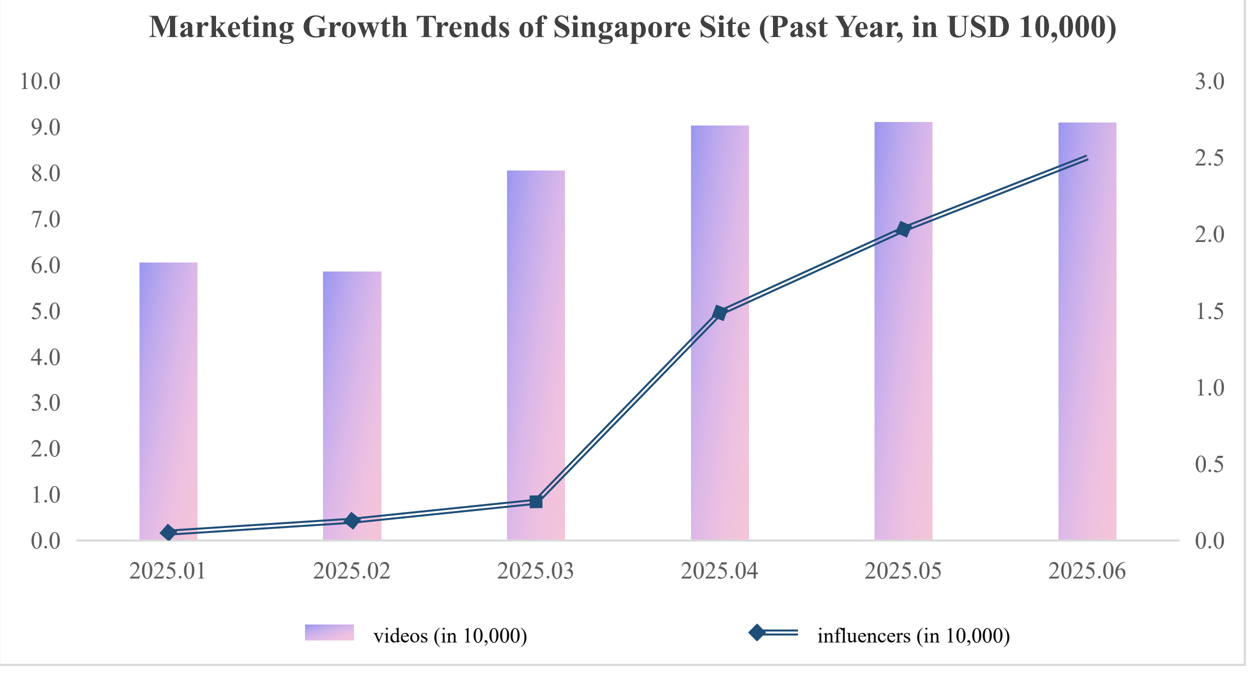
CHAPTER THIRTEEN

Singapore's H1 GMV surpassed $500 million.

Video commerce dominates marketing, with influencer pool expansion underpinning a premium ecosystem.

- Singapore's e-commerce market hit $500 million GMV in H1 2025, driven largely by the 3.3 platform promotion and spillover gains from Southeast Asia's live-stream ecosystem.
- Trend-wise, March's promotion pushed GMV to a $365 million peak, followed by a post-event drop to normal levels—typical of pulse growth. April–June saw steady low-grade growth, with stabilized month-on-month gains.
- In marketing, live-stream commerce stayed dominant, with 80,000 monthly videos (quality-focused). Expanded influencer pools underpinned a premium content ecosystem, sustaining user activity and conversion efficiency.

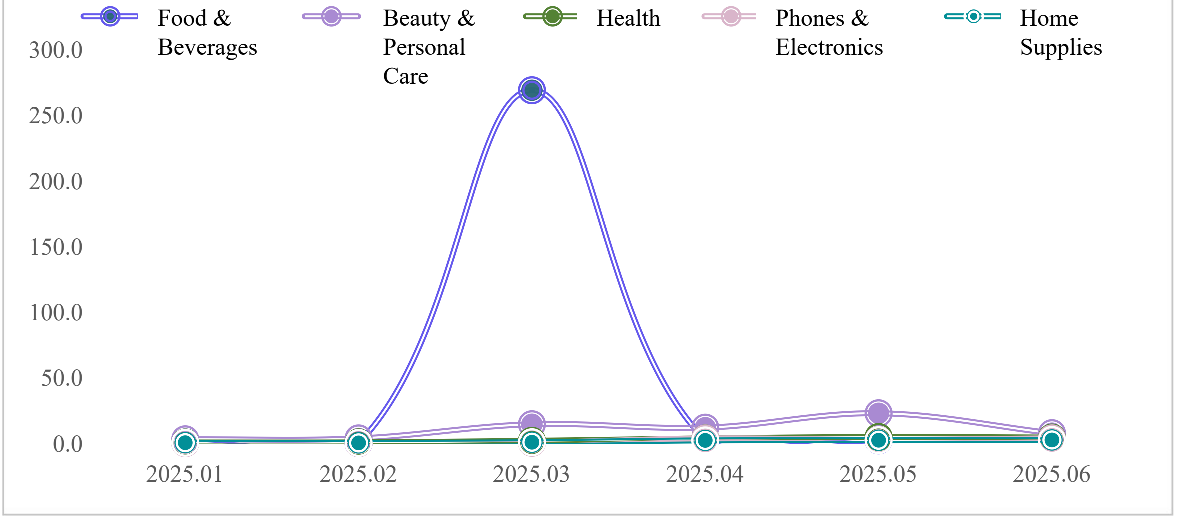




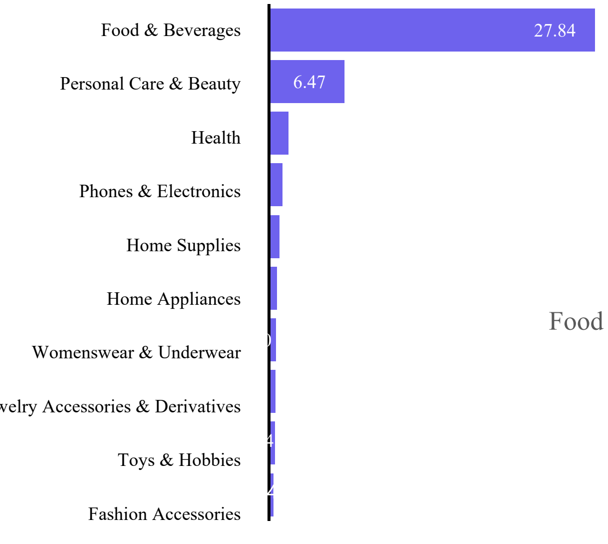
Categories in Singapore's market dropped after hitting their peaks, with Food & Beverages claiming the Top 1.

- H1 2025 saw Singapore’s top categories follow a "peak-and-plummet" trend. Driven strongly by the 3.3 promotion, Food & Beverages led with $250 million GMV in March, while rankings among other Top 2–5 categories stayed stable.
- Concentration among top categories was striking in H1 2025: Top 10 categories hit $410 million in cumulative GMV, making up 82% of Singapore’s total GMV. Food & Beverages dominated the Top 10, contributing 68% of their combined GMV to secure the top spot. Beauty & Personal Care ranked second amid robust demand. Health, Phones & Electronics, and Home Supplies also made the Top 5, but their total H1 GMV was just one-ninth of Food & Beverages’.

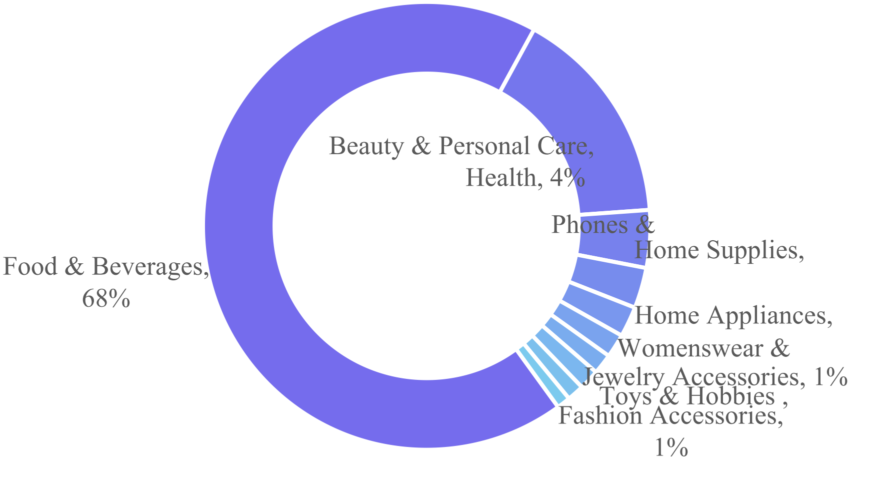
Trend Chart of GMV Top 5 Categories on Singapore Site in H1 2025 (in USD 10 million)



Singapore Site: GMV Top 10 Categories (in USD 100 million)

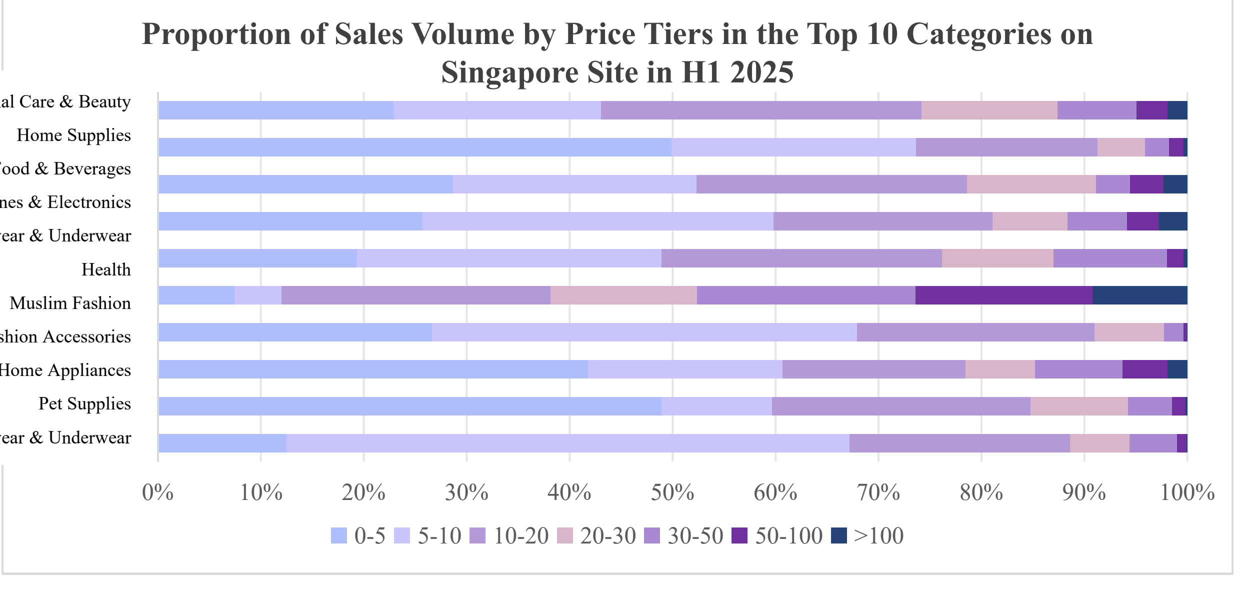


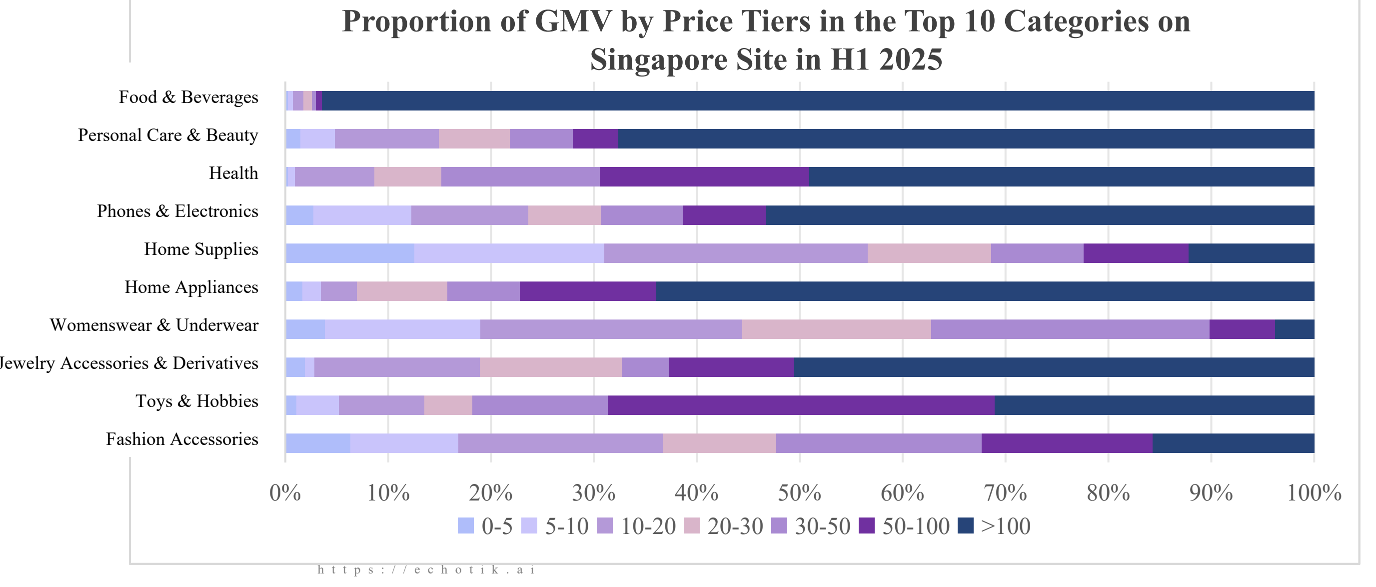
Singapore Site: GMV Top 10 Categories Share



Singapore's product categories feature a "dumbbell-shaped" price structure, with mainstream transaction prices concentrated in the $10–$20 range.

- Analyzing total sales of the top 10 categories by price tier, Singapore—being a developed market—sees consumers generally prioritizing novelty and high quality, leading to low concentration of popular price points across tiers. Sub-$10 products drive the highest sales volume, yet even Home Supplies (the top performer in this range) account for only 50%, while health products hold the lowest share at just 7%. Sub-$10 categories generated ~2.54 million units, making up 54% of total sales—far below the low-price dominance in other Southeast Asian markets. The $10–$20 tier follows with 1.17 million units, reflecting diverse demand and balanced distribution across categories.
- In terms of GMV from the top 10 categories by price tier, Singapore's GMV is dominated by products over $100 (80% share)—over 25 times that of sub-$10 items (~3%). This confirms the market's focus on quality and novel offerings. Notably, Food & Beverages, Beauty & Personal Care, and Home Appliances derive over 60% of GMV from $100+ products; health categories see nearly 70% of GMV from $50+ items. This underscores Singapore's focus on quality consumption, novel products, and brand preferences. Merchants should align positioning with consumer curiosity and capitalize on festival promotions.





Singapore's Top 10 shops are dominated by Beauty & Personal care, with diverse categories and a low entry threshold of just $1 million.

- Shops across 5 categories made the Top 10, with Beauty & Personal Care leading in store count.

The Top 10 by GMV cover 5 categories: 4 from Beauty & Personal Care (topping the list), 3 from Health, and 1 each from Food & Beverages, Home Appliances, and Toys & Hobbies.

- The Top 10 shops have a $1 million GMV threshold and focus on a concentrated product strategy.

In GMV performance, the top tier (Top 1–2) hit over $17 million in H1—over 3x that of Top 3—with the leading group remaining stable. For product range, ~80% of Top 10 stores adopt a focused approach, carrying fewer than 50 items. Notably, 70% achieve a high average price of over $50.

Top 10 Shops by Comprehensive GMV and Their Average Price Ranking in Singapore in H1 2025

Shop	Category	GMV (USD 10,000）	Sales Volume （10,000 units）	Quantity of Products	Average Price （$）
bungasallehco	Food & Beverages	2400-2500	0.8	11	36.16
Lassie Manna	Beauty & Personal Care	1700-1800	0.6	47	1393.12
One2world	Home Appliances	550-600	0.9	360	281.6
POP MART Singapore Online	Toys & Hobbies	200-250	3.7	141	74.07
Skintific.sg	Beauty & Personal Care	150-200	10.4	36	24.82
Medicube Singapore	Beauty & Personal Care	150-200	3.6	40	90.41
UNICHI WELLNESS	Health	150-200	4.5	9	38.39
The Purest Co.	Health	100-150	1.6	11	143.15
TF SG	Health	100-150	0.8	9	240.67
Dixmondsg	Beauty & Personal Care	100-150	0.9	3	92.91

Hot Products in Singapore market

Top 5 Hot Products-June 2025

Antifreeze film

Shop：44 Percent Aesthetics
Price：$919.54
Sales volume：991
GMV:$364.56K
Number of influencers：0
Number of videos：0

Smart power watch

Shop：One2world
Price：$7.84K
Sales volume：247
GMV:$231.22K
Number of influencers：0
Number of videos：0

Agate

Shop：chaozangwenhua
Price：$147.35
Sales volume：928
GMV:$180.28K
Number of influencers：0
Number of videos：0

Ancient fragrant dried tangerine peel preserved fruit

Shop：One2world
Price：$399.68
Sales volume：1.0K
GMV:$156.93K
Number of influencers：0
Number of videos：0

Heavenly beads and pendant bracelets

Shop：GemVana
Price：$563.07
Sales volume：1.6K
GMV:$155.72K
Number of influencers：0
Number of videos：0

SUMMARY

Opportunities and Challenges of TikTok Shop in 2025

14

CHAPTER FOURTEEN

SUMMARY

Social commerce grew rapidly in H1 2025. Statista projects social commerce will make up 17.11% of global e-commerce sales by end-2025. As a core platform, TikTok shows strong growth potential, with details as follows:

Global Growth Momentum: GMV Achieves Breakthrough Growth
The estimated total global sales (GMV) reached $23.2 billion in H1 2025, showing rapid growth. The U.S. market remained the top with a GMV of $5.45 billion (accounting for 23%). The Southeast Asian market achieved an overall GMV of $16.8 billion, with Thailand ($5.4 billion) and Indonesia ($4.3 billion) as the core drivers, while Vietnam and the Philippines saw growth rates exceeding 50%. Emerging sites (Spain) and Latin American sites (Mexico) have become new growth poles.

Evolution of Category Trends:
① **Deepening of Dominant Categories:**
Skincare and beauty continue to lead, accounting for over 30% of global GMV, with surging demand for mid-to-high-end products in Europe and America. The health and personal care category has seen a 75% year-on-year growth; smart wearable health devices (e.g., AI skincare instruments) have boomed in the Amazon U.S. market. Niche hobbies represented by content and social trends are gradually entering the mainstream, such as the popularity of Pop Mart.
② **Localized Low-Price Necessities:**
In Southeast Asia, fast-moving consumer goods priced below $5 account for 65%; in Latin America, daily necessities under $10 have achieved the highest growth rate.

Strategic Expansion in Blue-Ocean Markets
Emerging markets expansion accelerates: Germany site went live in Q2 2025, with a European compliance hub established in Poland. Brazil site opened to local enterprises, boasting 85%+ local payment coverage.

Outlook for H2 2025
① **Growth Driver**: The U.S. "Independent Site Return Program" will attract mid-to-high-end brands to settle in, with its GMV share expected to exceed 35%, continuing to lead the global market.
② **Technological Empowerment**: The "AI Product Selection Assistant" will be launched across all sites, recommending blockbuster products based on regional cultural data.
③ **Scale Expansion**: Emerging markets and new sites in Germany, Brazil, France, and Japan will continue to show new vitality and contribute new growth poles.

Industry Experts Perspectives

立 成 Li Cheng

Co-Founder of TikClub
Full-Case Operator for TikTok Projects
80-Person TikTok Agent Operation & Incubation Team, with 5 Years of Industry Experience
Supporting Factory Enterprises in Going Global; EchoTik Users Enjoy a 5% Discount

TikClub点绘环球

In 2025, TikTok E-commerce will witness explosive growth. The United States and Southeast Asia will continue to take the lead, while emerging markets such as Spain, Italy, Mexico, Brazil, and Japan will accelerate their opening-up. A trillion-level dividend is waiting to be tapped.

However, opportunities coexist with challenges. Difficulties in product selection, high traffic costs, high return rates, and significant compliance risks have become the core pain points for sellers going global. Based on massive industry data, EchoTik Data Report conducts in-depth analysis of global market trends and provides practical solutions. Accurate product selection helps you seize the opportunity of creating blockbuster products, and data-driven decision-making helps you gain an advantage from the starting line. Let's seize the global dividend of TikTok and work together to grow stronger and bigger.

Industry Experts Perspectives

唐 润 Tang Run

Founder of TikTok Bigshot
Join TikTok Bigshot for Your TikTok Journey

TK 大咖社
—TikTok Bigshot—

For market expansion, TikTok’s Southeast Asian market, driven by the "cost-effectiveness + localization" strategy, has seen sustained GMV growth; the U.S. market, with its approach of "self-produced content + influencer matrix + brand-focused tactics," is growing at a rapid pace. Emerging markets hold great potential—for instance, TikTok e-commerce in regions like the EU, Latin America, and Japan is still in the early stages of development, offering substantial opportunities rooted in "product potential + influencer dividends."

When it comes to operation strategies, TikTok influencer marketing remains the key to creating blockbuster products: mid-tier influencers deliver high collaborative value, and even small-scale influencers can drive explosive growth. The importance of merchants’ self-incubated content continues to rise, and going forward, the synergy between TikTok Live and short videos will become a focal point of competition. It is essential to make good use of TikTok’s platform promotion periods—plan new product development and stock preparation in advance, and leverage self-produced content, influencer seeding, live streaming, and advertising scaling. Additionally, prioritize content localization for target markets: conduct in-depth analysis of product selling points and user pain points, optimize the visuals and copy of promotional materials, and ensure alignment with local culture and consumption habits.

Industry Experts Perspectives

唐 润 Tang Run

Founder of TikTok Bigshot
Join TikTok Bigshot for Your TikTok Journey

TK大咖社 —TikTok Bigshot—

Supply Chain Management: Strengthen cooperation with suppliers to establish long-term and stable relationships, and jointly optimize product quality and costs; plan inventory preparation in advance, utilize local overseas warehouses, and apply digital technologies to accurately forecast demand, optimize inventory management, and ensure stable logistics and distribution.

Team Building System: Prioritize the recruitment of talents with cross-border e-commerce experience (e.g., Amazon, independent websites) plus practical TikTok operation capabilities, and establish a "result-oriented + rapid trial-and-error" assessment mechanism. For instance, core indicators include GMV growth, content conversion rate, and supply chain response speed. Core positions require comprehensive capabilities in "cross-border operations + content creation + localization." For front-end positions such as content editing and creation, and influencer BD (Business Development) coordination, adopt a "basic salary + blockbuster bonus" model to stimulate innovative momentum. For core team members like operation leaders, product managers, and directors, design equity incentives or profit sharing schemes to align with long-term goals.

Industry Experts Perspectives

磊 哥

Founder of TK Observation

In 2025, TikTok E-commerce will enter a new "transition cycle" where the old gives way to the new. Mature markets will see steady growth, with opportunities and strategies becoming increasingly clear—this phase places higher demands on comprehensive capabilities. Meanwhile, emerging markets are developing vigorously, yet their dividends are fading at an accelerated pace, making strategic choices particularly crucial. This year, TikTok remains a fast track for Chinese merchants to go global.

EchoTik’s Semi-Annual Report is the industry’s first comprehensive data summary report covering all ten major TikTok Shop markets. It not only serves as a multi-dimensional analysis and discussion of the current e-commerce market but also acts as a practical guide for industry practitioners.

Industry Experts Perspectives

吴 佩 Wu Pei

Founder of LinkStar
Integrated Manufacturing & Trading Business /
Amazon & TikTok Seller with Billion Annual GMV
Operator of U.S. Market SKU with Monthly Sales of
4 Million USD

Comprehensive Analysis of Market Differences in TikTok's European, American, Japanese & Brazilian Markets | Brand Globalization Incubation Camp | Enjoy a 12% Discount by Adding Contact Information

Chinese sellers must shift from "supply chain globalization" to "Chinese brand globalization." Brands like Laifen, Insta360, Anker, and Pop Mart have already set a benchmark for us. Going global is not a "momentary impulse" but "a crucial step in long-term strategy." Below are six brand positioning strategies:

1. Define the brand's value proposition
2. Identify the brand's target audience markets and competitors
3. Enhance brand visibility on social networks
4. Publish high-quality content
5. Secure advertising services
6. Optimize the supply chain system

Industry Experts Perspectives

吴 佩 Wu Pei

Founder of LinkStar
Integrated Manufacturing & Trading Business /
Amazon & TikTok Seller with Billion Annual GMV
Operator of U.S. Market SKU with Monthly Sales of
4 Million USD

LinkStar

Comprehensive Analysis of Market Differences in TikTok's European, American, Japanese & Brazilian Markets | Brand Globalization Incubation Camp | Enjoy a 12% Discount by Adding Contact Information

Four Core Experiences for Succeeding on TikTok, Summarized by a Team Worth Tens of Millions

1. A team with divergent thinking and strong execution capabilities
2. An intelligent, visualized, and in-depth supply chain system
3. Integrating products with local culture to create localized content
4. Products with strong core competitiveness

Tips for Achieving Rapid Fission Growth in Product Sales

The proportion of high-quality content in a brand store is as follows:

KOL + KOC: 40%

Self-created content: 30%

User-generated content (UGC): 30%

By engaging in patient communication with users who have purchased the product, providing incentives, and using appropriate methods to encourage them to create high-quality content, rapid sales fission can be achieved.

Industry Experts Perspectives

张国栋 Zhang Guodong

Founder of NZEN.INC
First-Batch Commercialization Lecturer & Judge at ByteDance
Self-Owned Brand in North American Health & Wellness Market with 1,000-2,000 Daily Orders

TikTok Ad Account Opening:
Daily Ad Spend of USD 1,000, with a Basic Rebate of 5%. Rebates Credited Instantly Upon Recharge

As a health supplement seller in the U.S. market, we have been deeply engaged in this vertical track from the very beginning. Our team has evolved its strategies for the U.S. market: from the 1.0 phase of leveraging organic traffic to follow and sell popular products, to the 2.0 phase of changing packaging and copying concepts, and now to the 3.0 phase of using low-priced small SKUs to drive initial sales and build product links. What we’ve observed is that the second-tier e-commerce sector evolves at an extremely fast pace—for a team, simply setting up a store, arranging a warehouse, and preparing products is far from enough to start operations and make profits.

Take a friend of mine, who owns a brand based in Xiamen, for example. His daily chemical business has achieved great success in China. When he ventured into the U.S. market, he was full of confidence. He shipped three containers of goods there in his first attempt, but he was shocked once the goods arrived: the ROI (Return on Investment) never turned positive. He ended up losing 2 million yuan and finally gave up. The root cause of this failure was his lack of prior product testing. He shipped the goods without deeply considering factors such as the product’s market competitiveness, target user groups and usage scenarios, packaging, and pricing.

Industry Experts Perspectives

张国栋 Zhang Guodong

Founder of NZEN.INC
First-Batch Commercialization Lecturer & Judge at ByteDance
Self-Owned Brand in North American Health & Wellness Market with 1,000-2,000 Daily Orders

NZEN

TikTok Ad Account Opening:
Daily Ad Spend of USD 1,000, with a Basic Rebate of 5%. Rebates Credited Instantly Upon Recharge

The most fatal mistake is that many brands choose TikTok as their first stop in the U.S. market. After their products become unsalable, they end up with overstocked goods simply because they haven’t set up operations on any other platforms—this is a chain reaction. Eventually, they have no choice but to destroy the products, as failing to do so would result in exorbitant warehousing costs.

Such situations can happen to both new and experienced sellers. What we can do is continuously iterate our strategies to reduce the risk of losses. When seeking new directions and opportunities for our business, we must remember not to burn our bridges. As long as we stay in the game, there will always be chances to turn things around.

Industry Experts Perspectives

Sky 老思

Top TikTok E-commerce Seller in Europe & America
Author of *Practical Guide to TikTok Operations*

Since the first wave of players entered the TikTok track in 2020, achieving results on this track has never seemed like an easy task. However, there are always people who can break through the tight encirclement and achieve phased success. When I tried to summarize the randomness of success and the commonalities of failure on TikTok, I identified three important keywords: choice, timing, and depth.

Many people know that "choice outweighs effort", but few know exactly how much more important "choice" is than "effort". As a result, they don’ t put enough effort into making "choices" while investing too much in "effort". This leads them to the conclusion: “TikTok is really hard to do” (I’ ve worked so hard, but still haven’ t done well).

If making the right choice guaranteed success, then it would be enough to simply copy successful models and products. But reality is not like that—thus we realize that "timing" is also crucial. Seizing "timing" requires a bit of luck, and more importantly, some decisive judgment.

Industry Experts Perspectives

Sky 老思

Top TikTok E-commerce Seller in Europe & America
Author of *Practical Guide to TikTok Operations*

THROUGHOne 思柔跨境

"Choice" and "timing" often allow us to make a quick start, while "depth" determines how strong our competitive barriers can be and how far we can go. There is no difference between digging 20% of a tunnel and digging 99% of it—neither can be used for traffic. However, once the tunnel is 100% excavated, it can operate normally with just simple daily maintenance. Therefore, if we want to handle a seemingly large-scale business with ease, "depth" is also crucial; every step forward counts.

Wishing all friends ride the waves and mine for great fortunes on the TikTok track.

(P.S. Of course, from the perspective of "choice", not entering the TikTok track is also a choice.)

Industry Experts Perspectives

西 帅 Xi Shuai

Founder of NeoBund

NeoBund is committed to building an efficient social e-commerce distribution platform for brand globalization. Its unique "overseas warehouse + KOL distribution" model addresses the core pain points of brands going global.

It is now a widely accepted consensus that brands leverage social media platforms like TikTok for global expansion. Yet in practice, two significant bottlenecks stand out: first, brands face high barriers and heavy investment when producing localized content independently; second, the traditional KOL/KOC collaboration model is costly and risky—advance payments for promotions strain cash flow, while free product samples often lead to sunk costs due to unfulfilled partnership commitments.

By contrast, the in-depth partnership model centered on distribution and commission-based compensation offers structural advantages. Through a "commission settled by actual sales" (CPS) mechanism, it tightly links KOLs' and KOCs' earnings to sales results. This not only eliminates brands' upfront fixed investments but also pushes creators to improve content quality and sales effectiveness, driven by real-world performance. This results-oriented community of shared interests is, in essence, the fundamental driver behind overseas creators' proactive optimization of content strategies—providing brands with a lower-risk, higher-ROI pathway for global expansion.

Industry Experts Perspectives

小超超 Lazarus

Founder of Force Media Group

Head of Force Awakens

原力集团

Force Media Group Co. Limited

Echotik Members Get Free Access to 600 Computing Power Units of GOGOAI (Owned by Force Group)

Echotik Members Enjoy 20% Off on Global Influencers Cooperation + 20 Free Mixed-Editing Services

As the founder of an official service provider and agency, I have great expectations for TikTok’s future development and have also gained some in-depth insights.

From the perspective of global expansion, TikTok’s globalization process is accelerating. By 2025, it has successfully launched e-commerce operations in Italy, Germany, France, Japan, and Brazil, with the Mexico site also having been rolled out—this means TikTok’s traffic pool is constantly expanding. New markets bring new opportunities: just like when it first explored the Southeast Asian market, creators and merchants who entered early reaped substantial dividends. Looking ahead, as more countries and regional markets mature, there will be enormous room for growth in both brand collaborations and content monetization. Our brand’s full-service solutions will also keep pace with the platform, expand our presence in these emerging markets, and secure more opportunities for the creators under our umbrella.

Industry Experts Perspectives

原力集团
Force Media Group Co. Limited

小超超 Lazarus

Founder of Force Media Group

Head of Force Awakens

Echotik Members Get Free Access to 600 Computing Power Units of GOGOAI (Owned by Force Group)
Echotik Members Enjoy 20% Off on Global Influencers Cooperation + 20 Free Mixed-Editing Services

In the fields of content creation and marketing, the in-depth integration of AI technology is an inevitable trend. The development of GMV Max serves as an excellent starting point: it makes advertising delivery more intelligent, which in turn urges us and creators to produce higher-quality and more creative content. The "brand integration" collaboration model between brands and creators will become increasingly common—it will no longer be a simple product placement, but a joint effort to create content that aligns with the brand’ s tone and resonates with users. For instance, our agency has already started experimenting with co-creating a series of short videos with some brands. From script planning to filming and production, the brands participate throughout the entire process. The final results have been remarkably effective: they not only enhanced brand awareness but also further expanded the creators’ influence.

In conclusion, TikTok is filled with boundless possibilities in the future. As the person in charge of the company, we will continuously enhance our capabilities to adapt to the platform’ s changes, grow together with TikTok, and jointly explore a broader business landscape.

Industry Experts Perspectives

吞吞

CEO of WOOKOO China
Top 1 Seller in TikTok U.S. Luggage & Bags Category
Invited Lecturer for TikTok for Business

On countless occasions during offline sharing sessions and live streams, I’ve been asked: “TikTok isn’t making much money right now—should we still do it?” My answer has always been: “We must.” When it comes to cross-border business, we need a holistic perspective. So why is it a must?

1.TikTok remains a growth-driving platform in cross-border e-commerce

[Global GMV exceeded USD 25 billion in H1 2025, with a year-on-year growth of 120%, and the U.S. ranked first in terms of GMV.]

I’ve emphasized many times that the essence of e-commerce lies in pursuing exposure at all costs, not just seeking products.

This is because the world is already saturated with products—especially in China. Therefore, what we need to do is find cheaper and more efficient ways to gain online exposure. In simpler terms, it means getting more people to see your products.

Industry Experts Perspectives

吞吞

CEO of WOOKOO China
Top 1 Seller in TikTok U.S. Luggage & Bags Category
Invited Lecturer for TikTok for Business

2.TikTok remains the most cost-effective platform for acquiring traffic

"Marketing primarily relies on video commerce, with significant fluctuations in the number of influencers." The main way to gain exposure here is through short videos. Those who have experience with Amazon or independent websites know how expensive it is to purchase traffic directly from these platforms. That's why content e-commerce—leveraging short videos and influencers' short-form content—gives you the potential to create bestsellers.

3. TikTok is still the best platform for achieving "curve overtaking"

Veterans in cross-border e-commerce know that under traditional cross-border models, if a top seller has already emerged in a category, it's bad news for new entrants. Under rigid traffic distribution mechanisms, sellers with higher authority (or "weight") have even greater advantages. However, TikTok is a platform that can break this cycle.

If you're a new entrant, launching a new product, or building a new brand, TikTok is the only platform that best suits you—offering the lowest costs and the highest fault tolerance.

In summary: TikTok is a core part of cross-border e-commerce, but cross-border e-commerce is never limited to TikTok alone. In this era where traffic reigns supreme, you won't find a platform more efficient and fair than TikTok for gaining exposure. Whether you're a brand, a supply chain player, or an individual seller, mastering TikTok is a must.

Industry Experts Perspectives

伟江 Wei Jiang

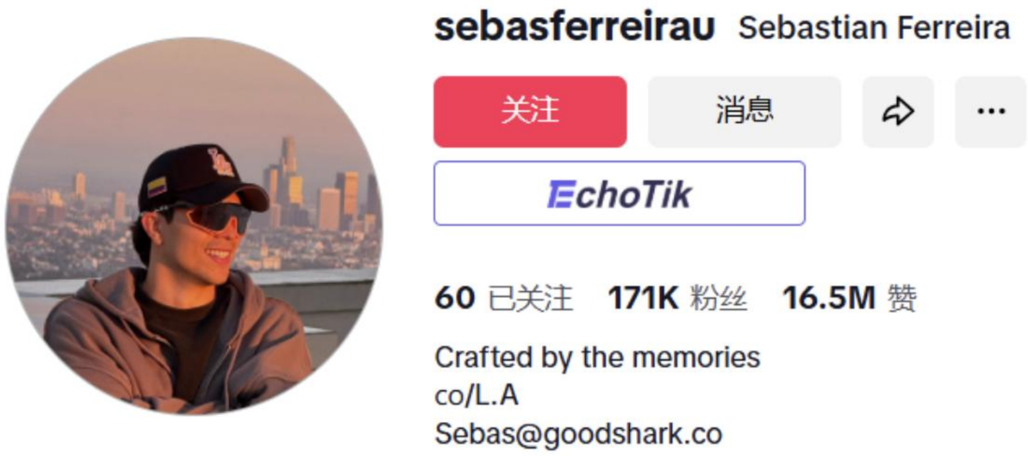
Founder of ComCreate

Looking ahead, we firmly believe that sellers who master scientific operation methodologies, deeply engage in localized operations, and embrace content- and data-driven strategies will be the first to break through bottlenecks and seize core dividends amid the explosive growth of TikTok Shop. The trends of standardization, refinement, and localization in the platform ecosystem will significantly increase the success rate and growth ceiling for compliant and efficient operators.

As the global ecosystem of TikTok Shop continues to mature and deepen, cross-border e-commerce is entering an unprecedented period of opportunity. As an official in-depth partner of TikTok Shop, Shangchuang Cross-Border is privileged to participate in developing and promoting the core PEAKS methodology for sellers—which is available for sellers to learn about in the seller backend. This is not only a benchmark for platform operations but also a clear growth roadmap we have outlined for the industry.

We will continue to provide end-to-end empowerment (from strategy formulation to on-the-ground implementation) for 10,000 sellers. We are not merely providers of methodologies; we are long-term partners who stand side by side with sellers, working together to scale new heights in business performance.

Industry Experts Perspectives

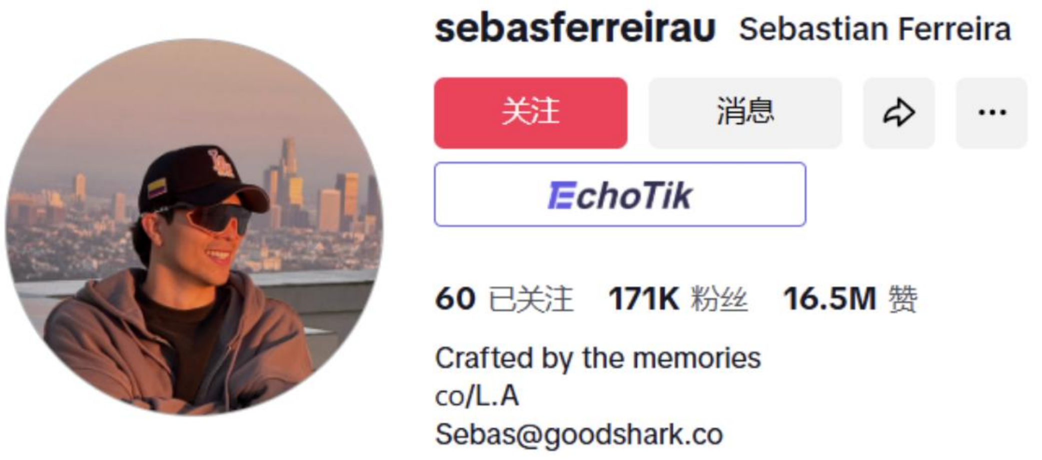


Sebastian has approximately 300,000 followers combined on TikTok and Instagram, with his content covering diverse themes such as daily life, scenic walks, lifestyle, and couple interactions. His Instagram focuses primarily on travel photography, urban exploration, and trendy lifestyles, boasting an overall high visual quality. As a Spanish-speaking creator, he is highly popular among Hispanic communities in the United States, with outstanding performance in both video engagement rates and view counts.

TikTok Platform Changes

Compared to 2024, I' ve seen the algorithm push more niche and community-focused content. Going viral is still possible, but now it feels more about building consistent engagement within a specific audience. The first couple of hours after posting seem more important than ever for reach.

Industry Experts Perspectives



Content and Sales Formats

I’ve done both short videos and livestream sales. Livestreams connect better with the audience and convert well, but short videos are still the best for reach. Mixing the two works best—short videos to bring people in, livestreams to close the sale.

Future Outlook

I think TikTok Shop will keep being a solid monetization channel if commissions stay competitive and there’s support for boosting content that’s already performing well. My plan for the rest of 2025 is to scale ads on proven videos and work more closely with brands that fit my audience.

Industry Experts Perspectives

Arzoo.fitness is a fitness-related influencer in the United States, and her account name is arzoo.usmanofficial. She not only focuses on fitness but also covers multiple fields such as food, fashion, and couple life. Her content mainly revolves around fitness, while she also shares content about food, fashion, and couple life. By sharing fitness knowledge, daily fitness routines, and healthy lifestyles, she has attracted a large number of fans who are interested in fitness and healthy living.

She has enabled the showcase window function of TikTok Shop and tends to promote products in categories such as personal care & health, beauty, home & lifestyle. The live-commerce data is good, and the order-placing data of many of her videos is quite good.

The fan base of Arzoo.fitness is mainly interested in fitness, healthy lifestyles, and couple-related content, and her audience is mostly Middle-Easterners in the United States.

Industry Experts Perspectives

I have a lot to say. The app has changed so much recently, and it’s becoming harder for me to stay in love with it. At times, I even consider deleting my account, and there are several reasons behind that.

1. Copyright and Identity Issues:

There are multiple accounts being created using my name and videos. These fake accounts are even promoting and selling products through Amazon using my content. I’ve reported this issue several times via email and through TikTok’s reporting system, but I haven’t received any response or resolution from their support team.

2. Declining Reach and Engagement:

Over the past six months, I’ve seen a significant drop in engagement. My follower growth has slowed down, and my videos aren’t getting the same reach they used to. Previously, I could get 2 million views in just a couple of days. Now, even with professional and high-quality content, my videos barely hit 200K to 400K views, and only occasionally reach 1 million.

Industry Experts Perspectives

3. Creator Rewards:

When TikTok introduced the new Additional Reward program, it was promising at first. I was earning a good amount per video. But after just a month, my earnings dropped drastically from around $100 to just $5–$10 per video. Despite reaching out to TikTok support, I haven’t received any response.

4. Limited Visibility in Key Markets:

Many of my followers from countries like Pakistan have mentioned that they no longer see my videos. This wasn’t an issue before, and it’s frustrating because I used to have a strong audience base there.

5. TikTok Shop Concerns:

While the TikTok Shop had potential, it also comes with challenges. On the first day of posting a product video, sales tend to go well. But by the second day, the views drop drastically unless you create and run a promotional quote or boost the video otherwise, it won’t perform.

Additionally, I’ve faced issues with brands changing agreed commiss

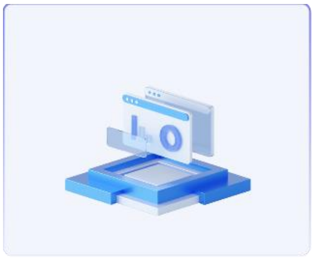
Why choose EchoTik?

As a professional TikTok e-commerce data SaaS service provider, EchoTik adheres to the core concepts of professionalism, focus, and innovation. The team has in-depth research on the TikTok e-commerce ecosystem and has created a one-stop data analysis solution. With profound professional qualities and keen market insight, it provides enterprises with accurate and real-time TikTok e-commerce data support. It highly focuses on the TikTok e-commerce track, continuously innovates and optimizes product functions, helps merchants seize the short-video marketing opportunity, improves the operational efficiency of live-streaming rooms, gains an advantage in the fierce market competition, and achieves performance growth.

Four core capabilities of EchoTik

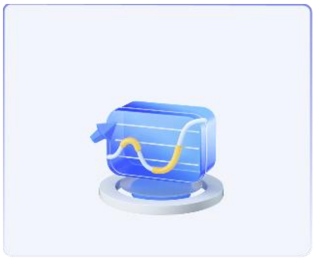
The most professional and comprehensive data and indicators

•13 popular rankings and 2 panoramic views help you fully understand the TikTok market;
•14 dimensions and more than 60 indicators to help you select products;
•17 dimensions and more than 100 indicators to help you filter and analyze influencers.



Exclusive browser plugin

•With just one click on the TikTok official website, analyze influencers, select products, discover live commerce videos and sort and collect them;
•Industry's first AI toolbox, based on ChatGPT, uses the most advanced artificial intelligence technology to help you improve the efficiency of TikTok business.



Real-time live-streaming room traffic monitoring

•Real-time live-streaming room traffic monitoring;
•Obtain minute-level traffic, interaction, and sales data, learn from excellent live-streaming rooms, and optimize live-streaming strategies.

Average 5-minute response to inquiries

•The core team communicates directly with you;
•Responds quickly to your needs, upgrading on average every two weeks;
•Simple and affordable pricing, unlimited use of data analysis functions.

Annual Report, Cooperative Promotion and Publicity

The following are our powerful backstops and close allies in expanding the boundaries of TikTok e-commerce. We share the same vision and mission. With professional strength and innovative thinking, we jointly explore the boundless blue ocean of TikTok e-commerce, providing outstanding e-commerce data services and precise marketing solutions for numerous merchants and brands.

HONLYLINK——border-Massive Logistics Providers. One-click Price and Delivery Time Inquiry and Comparison.

Pinzan Media ——Comprehensive Digital Marketing Services, TikTok CNOB First-level Agent.

LianLian Global——Provide efficient and secure payment collection, payment and foreign exchange settlement services for global cross-border e-commerce.

Miaoshou ERP——The top choice for 800,000 sellers. An affordable and user-friendly emerging platform management tool.

TikTok Bigshot——When it comes to doing business on TikTok, turn to TikTok Bigshot.

E.VAT MASTER——Leading the Chinese cross-border compliance market share. For European VAT, turn to E.VAT MASTER.

Hitoor Browser ——A cross-border browser with a purer IP.

mjzj.com——A one-stop information and service platform for cross-border e-commerce.

TKFFF——TikTok Seller Portal Navigation Website（www.tkfff.com）

Yihe Global——Mexico-specific Line, One-stop Service including Direct Flight, Transfer in the US to Mexico, and Self-operated Overseas Warehouse

TikTok analysis tool

Help Sellers Set Sail Overseas

Statistical period: 2025.1-2025.6