

TIKTOK SHOP TRENDS REPORT

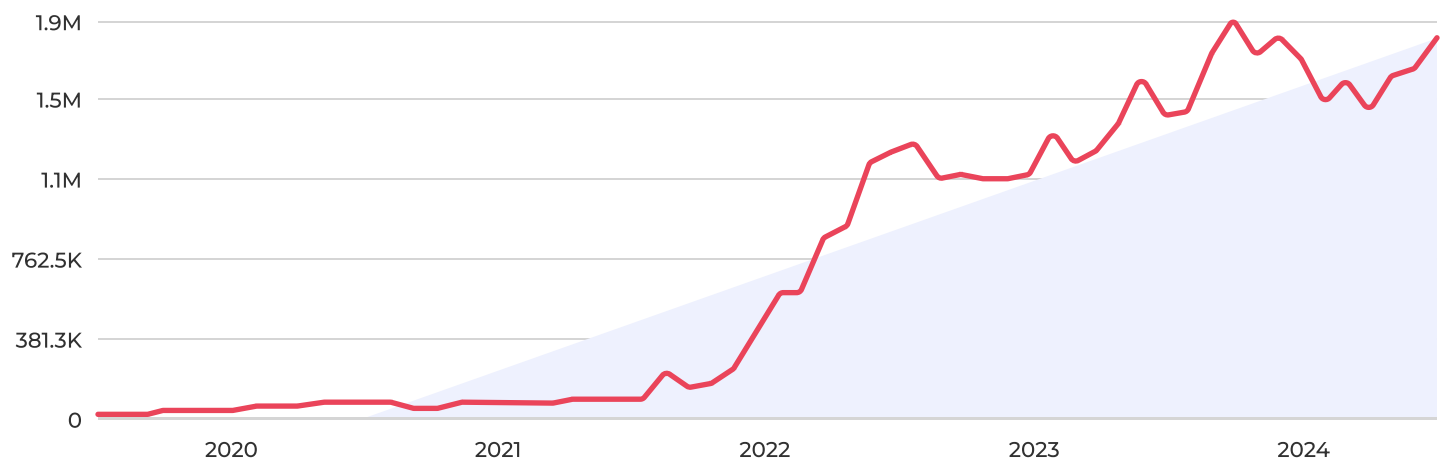


TikTok Shop is the platform's new e-commerce feature. Content creators and brands can sell products directly on TikTok with in-feed videos, live broadcasts, and the Showcase tab. This feature also pairs with new TikTok offerings like Fulfilled by TikTok, native Shop ads, and secure checkout. Currently, there are more than 500,000 sellers registered with TikTok Shop.

Yearly search growth: 9,500%

Search growth status: Exploding

Total TikTok Posts: 4.0 million



TikTok Shop offers a new avenue for direct-to-consumer sales, including secure checkout and fulfillment options.

TikTok Shop's viral products present a significant opportunity for new sellers on Amazon.

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TRENDING TIKTOK SHOP PRODUCT: HAIR IDENTIFIER SPRAY



This product has gone viral on TikTok, thanks to its effective use with skincare routines and its relatable presentation in in-feed videos and live streams.

	Number of sellers	Price	Est. Revenue	Est. Sales	Net Margin	Reviews
	1	\$12.99	\$19,027	1,676	61%	104

WHY PEOPLE BUY IT

Hair Identifier Spray became viral on TikTok a few months ago. The product meets customer demand by providing a simple and affordable solution for removing unwanted facial hair. One of the main factors contributing to its popularity is the relatable problem it addresses. Ads [1](#) and [2](#) showcase the spray in action, providing a visual representation of how it works. The voiceovers in these ads highlight the effectiveness of the spray in identifying and removing peach fuzz, creating a sense of satisfaction and intrigue among viewers.

WHY IT'S A GREAT IDEA TO SELL IT

Selling Hair Identifier Spray is a great idea because it taps into the growing demand for at-home skincare solutions. With the rise of self-care and beauty routines, consumers are actively seeking products that help them achieve their desired look. There are only 74 reviews, and less than 114 results for the keyword "Hair Identifier Spray", which means it should be relatively easy for a new seller to enter this niche. All products in this niche were recently introduced in 2024, and the majority of them are already achieving impressive sales figures, indicating it is new and popular.

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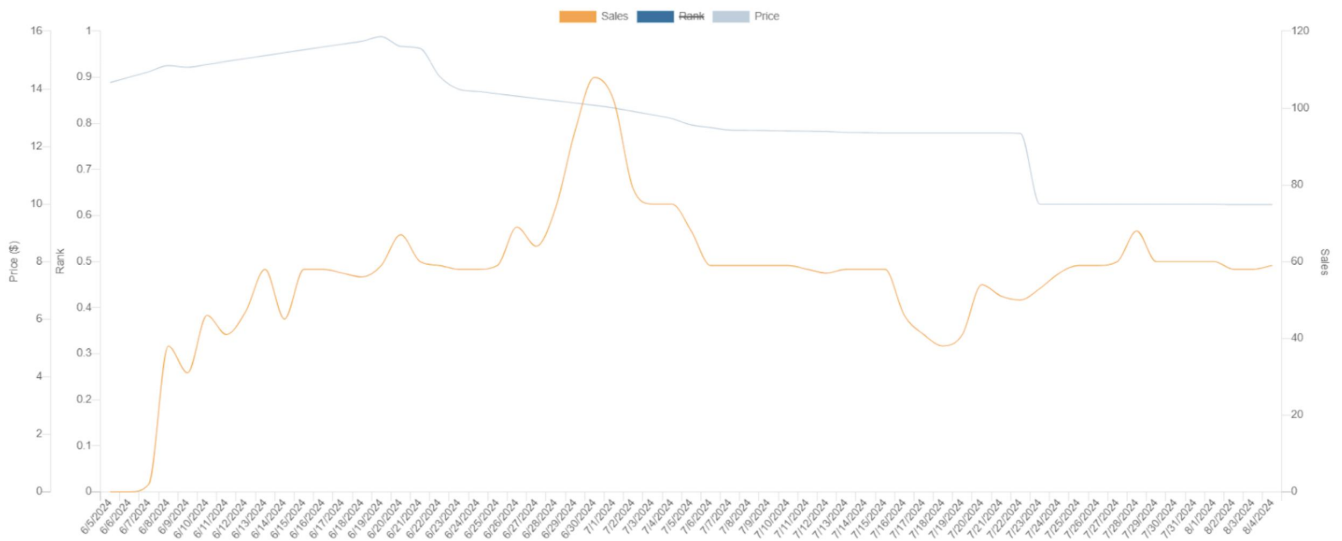
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AMAZON STATISTICS

PRODUCT SALES AND PRICE HISTORY ON AMAZON

We can see that a similar product selling on Amazon has successfully made it through the launch phase, and has been performing quite well since.



NICHE INDICATORS ON AMAZON

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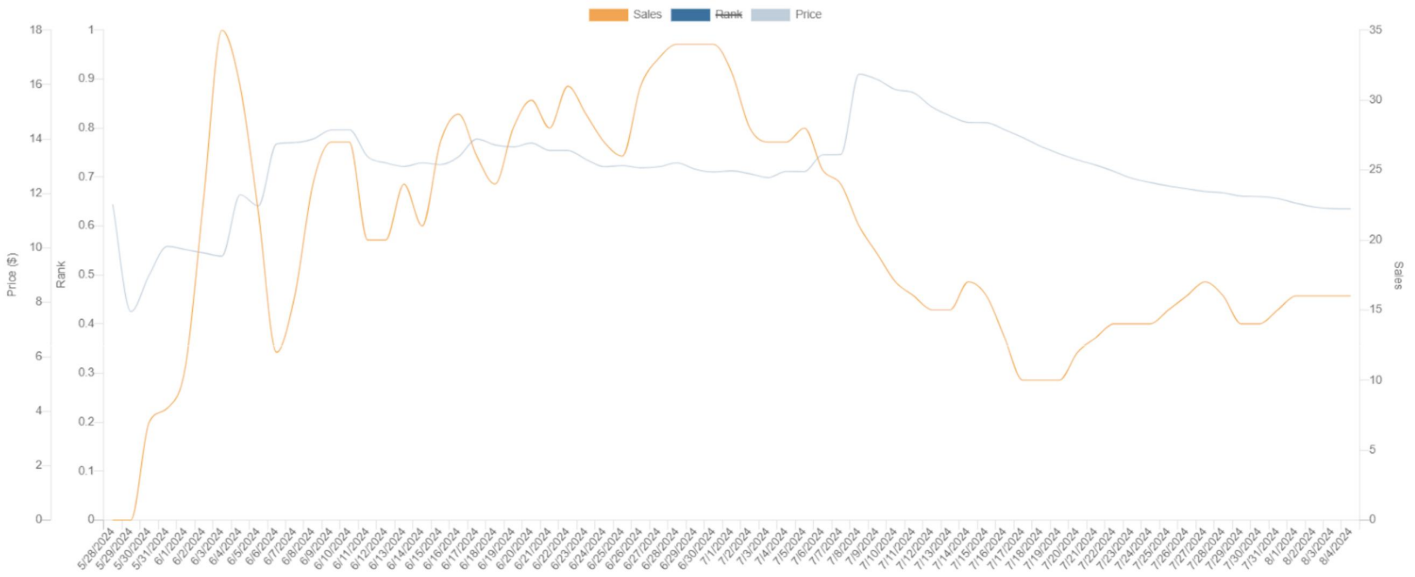
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NICHE HISTORY

This niche is new, having emerged just over a few months ago, and has already been generating consistent sales.



AMAZON KEYWORD ANALYSIS

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TIKTOK SHOP STATISTICS



 TikTok Shop

Price

\$16.99

Est. Sales

3,683

In TikTok Shop, this product is priced higher and does not include the bundle function (while on Amazon, it's listed as "With Razors"). If you sell the product as a set, you can increase the price, for example, up to \$25.88 (as this product is sold here: [TikTok Shop link](#)).

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TIKTOK ADS EXAMPLE

Region

[View all \(14\)](#)

Industry

Skincare

Objective

[View all \(2\)](#)

Brand name

-

Landing Page

-

Ad caption

Dermaplaning at home is so easy if you have th...

AD PERFORMANCE

Likes

1K

Comments

16

Shares

40

CTR

Top 4%

Budget

Medium

Based on the ad details and performance metrics from TikTok, the campaign for Hair Identifier Spray is operating across 11 diverse regions. This strategic regional targeting suggests a broad approach for reaching a varied audience base.

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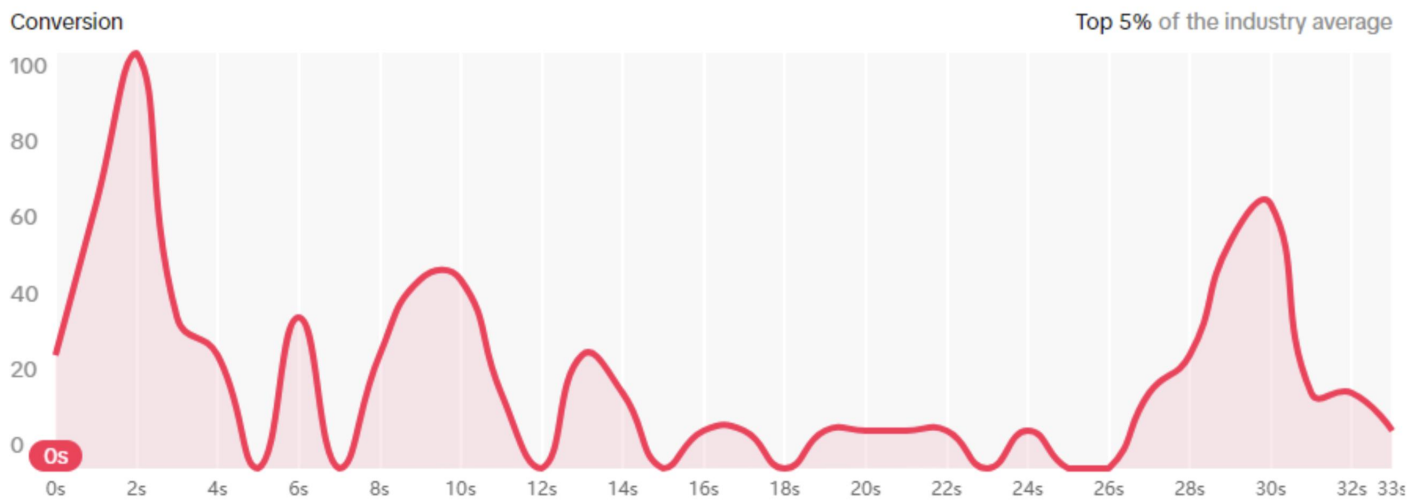
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Each data point compares the relative volume against the peak volume of the entire video, with 100 being the peak value. Conversions refers to the number of conversions generated for that second



Performance Indicator:

- The conversion rate reaches its highest point at two seconds, placing it in the top 5% of the industry average.
- The conversion rate peaks significantly at the 2- and 29-second marks of the video, suggesting that these key moments at the start and the end of the video drive conversions significantly.

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RELEVANT KEYWORDS RESULTS

TikTok Creative Center shows five keywords that are relevant to the query "Hair Identifier Spray" from the last 30 days in the US.

Shampoo & Conditioner

Beauty & Personal Care/Hair Care & Styling/Shampoo & Conditioner

Hair & Scalp Treatments

Beauty & Personal Care/Hair Care & Styling/Hair & Scalp Treatments

Hair Dye

Beauty & Personal Care/Hair Care & Styling/Hair Dye

Hair Removal Cream, Waxing & Shaving

Beauty & Personal Care/Bath & Body Care/Hair Removal Cream, Waxing & Shaving

Body Beauty Devices

Beauty & Personal Care/Personal Care Appliances/Body Beauty Devices

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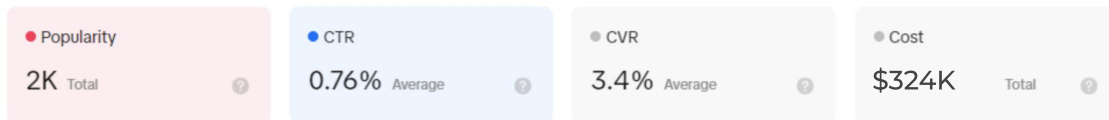
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HAIR REMOVAL CREAM, WAXING & SHAVING

Beauty & Personal Care/Bath & Body Care/Hair Removal Cream, Waxing & Shaving

These statistics display the performance analytics for the keyword "Hair Identifier Spray" on TikTok's ad platform, highlighting the metrics for the most relevant keyword "Hair Removal Cream, Waxing & Shaving".



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CVR (Conversion Rate)

- Average: **3.4%**

A 3.4% CVR indicates that out of all the clicks, 3.4% resulted in a conversion

Cost

- Total: **\$324,000**

The total amount of money spent on advertising over the last 30 days for this keyword across all relevant product types

Impressions

- Total: **49 million**

A total of 49 million impressions indicates extensive visibility

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KEY INSIGHTS:

- **Investment and Return:** The total cost of \$324,000 with a CVR of 3.4% suggests that while the campaign is generating conversions, the conversion rate is relatively low. It's important to assess whether the revenue from each conversion justifies this expense.
- **Engagement Levels:** The ad creatives have garnered significant likes, shares, and comments, indicating good audience engagement. However, the CTR of 0.76% is relatively low, suggesting room for improvement in ad creative or targeting to increase clicks.
- **Ad Effectiveness:** With an impressions total of 49 million and a 6s view rate of 10.46%, the ads are reaching a wide audience, but sustained attention beyond six seconds is only being captured by about 10% of viewers. This suggests a need to enhance the initial appeal of the ads.

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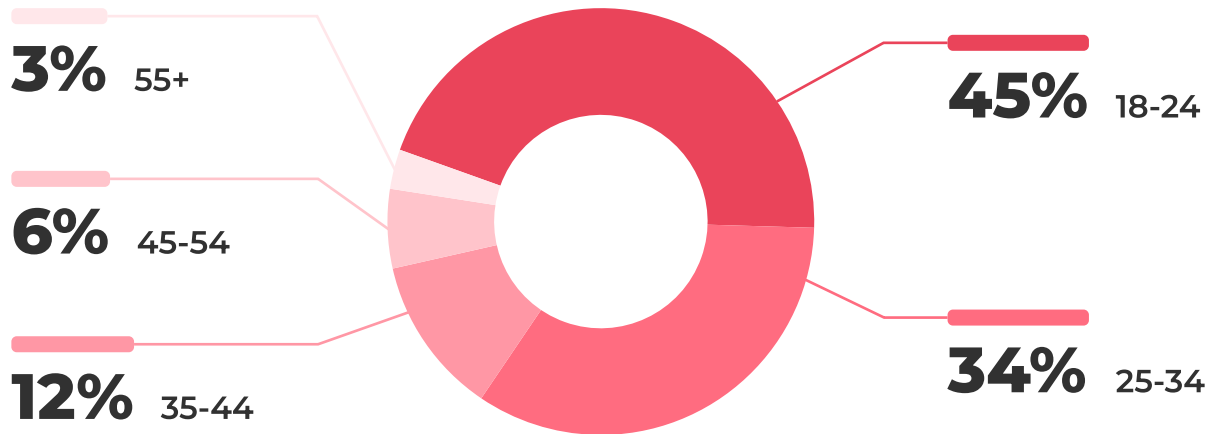
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CREATIVE INSIGHTS

AGE RANGE

The primary target audience is individuals ages 18 to 34 years old. Notably, 45% of viewers fall within the 18-24 age bracket, making it the largest segment. The second most significant group comprises those ages 25-34 years.

The approximate percentage of viewers associated with different age ranges. Only available for age ranges above 18 years old.



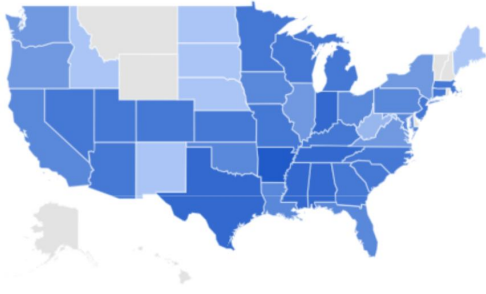
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1	Arkansas	100
2	Mississippi	85
3	Texas	85
4	Indiana	85
5	Alabama	85

Based on the results of interest by subregion, we can see that the keyword “Hair Identifier Spray” garners significant interest in states like Arkansas, Mississippi, Texas, Indiana, and Alabama. This indicates potentially high demand for this product in these particular areas.



Alibaba:

[Link](#)

[Link](#)

Temu:

[Link](#)

CONCLUSIONS:

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