

**Did you
know**




TikTok has released its annual "What's Next" trend report analysing key trends shaping social media marketing in 2025. 📱

2 out of 3 TikTok users appreciate when brands collaborate with various creators. Partnering with a diverse range of creators can reach unique audiences. 🤝

40% of TikTok users find
brands that showcase
personality through
relatable content more
relevant. 🤸

Amplifying diverse voices drives engagement. 81% of TikTok users say the platform introduces them to new topics and trends they didn't know they liked. 📣

Embracing AI tools can enhance creative marketing strategies. TikTok users are 1.4x more likely than users on other platforms to feel excited about Generative AI in ads. 

Engaging with users in comment sections fosters collaboration and product development. 68% of TikTok users believe brands should use comments to understand their audience better. 📝

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