



 TikTok Shop

The future of commerce

Confidential & Proprietary

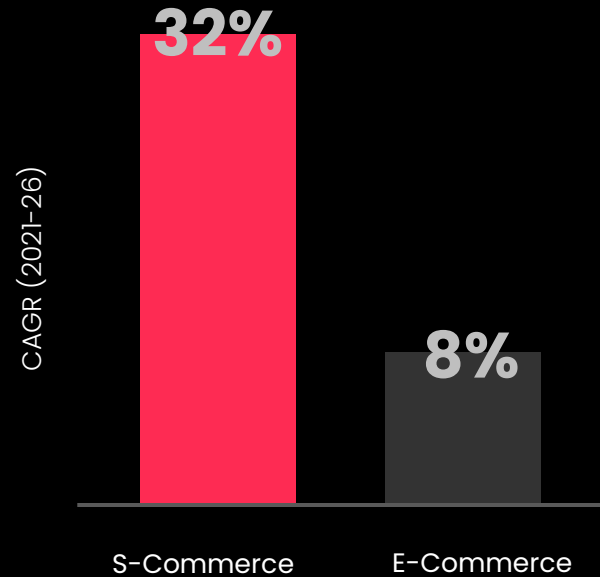


Global social commerce sales are expected to reach **\$6.2 trillion** by 2030

Social commerce is expected to grow

4 x faster

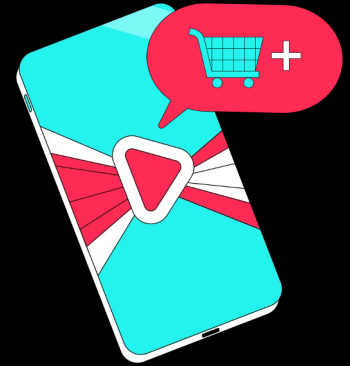
than e-commerce



CONFIDENTIAL & PROPRIETARY

The Power of Community Commerce

Building brands in the TikTok Era



£16B

Opportunity for retail brands in the UK social commerce market by 2028

93%

Of TikTok users engage in shopping-related activities while using the platform

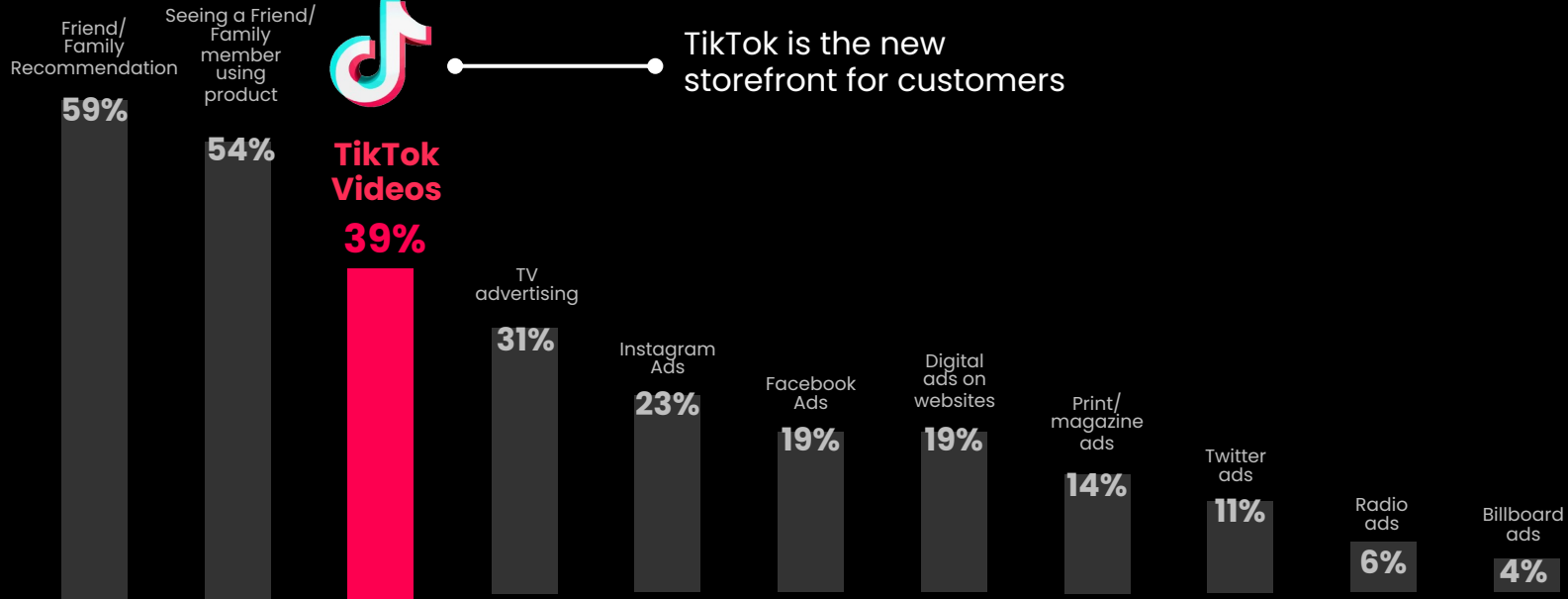
88%

Of TikTok users have discovered brands they're interested in purchasing on the platform

The highest of any social and entertainment platform



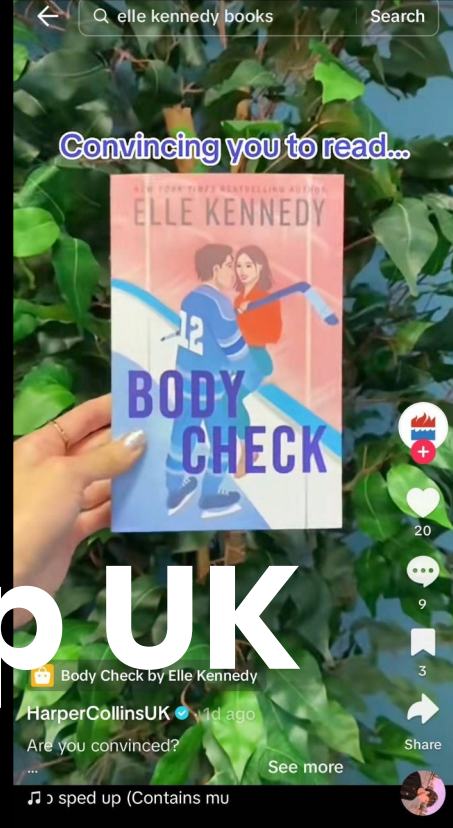
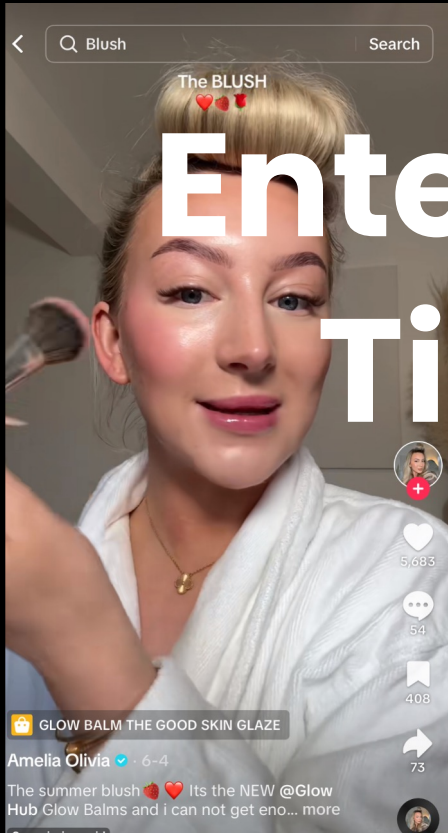
TikTok videos pave the way to purchase

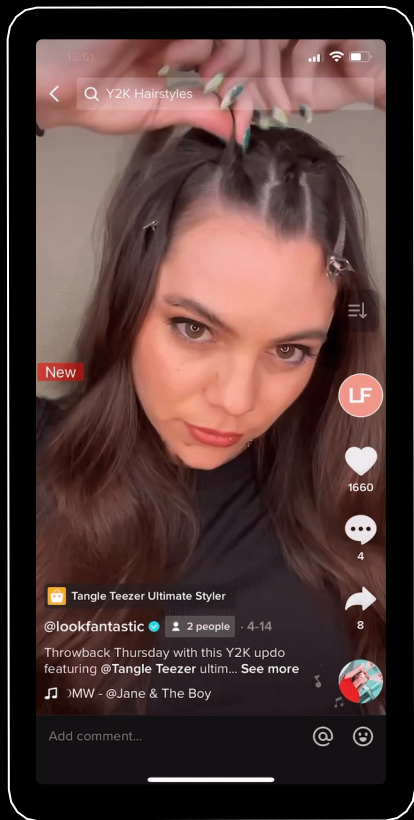


**Our ecosystem
creates the
perfect path
to purchase**



Enter TikTok Shop UK





TikTok Shop is an e-commerce solution fully integrated within TikTok

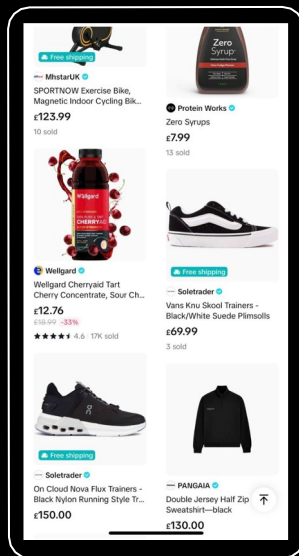
TikTok Shop empowers our customers to discover new, **unique and trendy products** and to get inspired by authentic sellers and creators they trust.



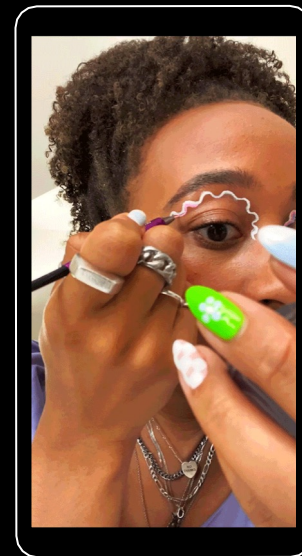
Inspiration by authentic Sellers and Creators



You convert our
millions of daily
users



...with our fully
personalized
journey

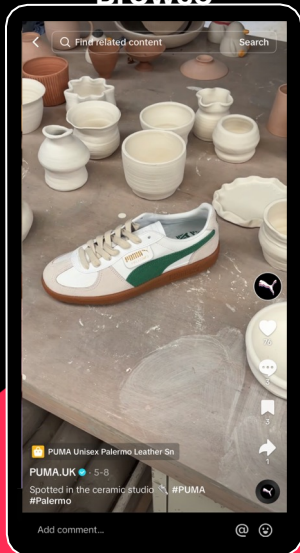


...created to be
joyful & engaging

From the For You Page to checkout, a full shopping journey in a few, simple taps!

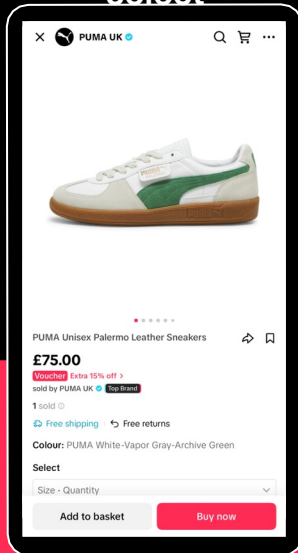


Browse



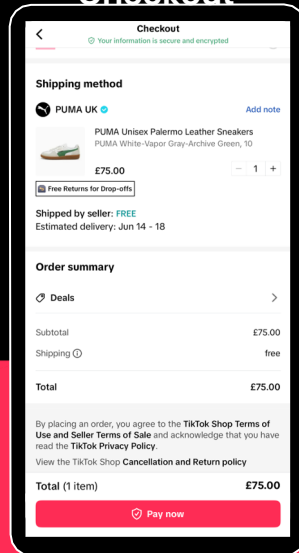
Shoppable content through videos & livestreams

Select



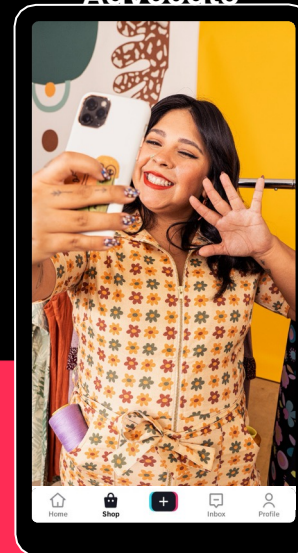
Select & check product information in Product Deal Page (PDP)

Checkout



Place orders & checkout without leaving the TikTok app

Advocate

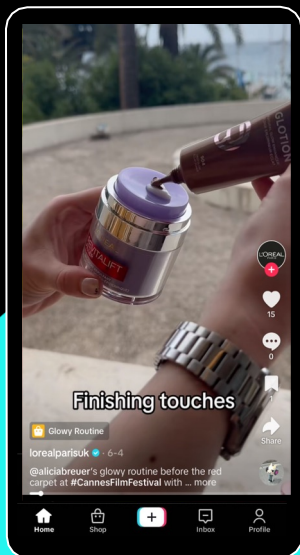


Share excitement around the products & join the conversation

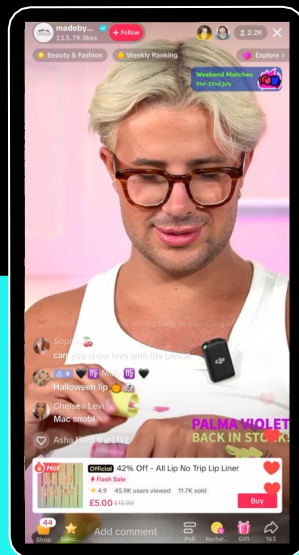


TikTok Shop UK offers 4 native ways to browse and buy

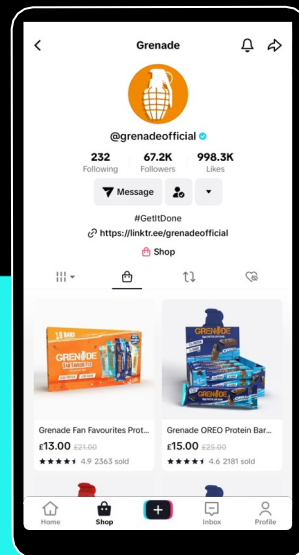
Shoppable Video



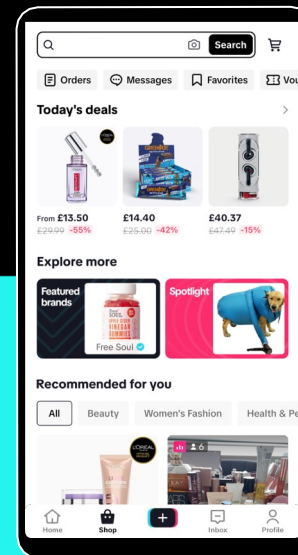
LIVE Shopping



Showcase



Shop Tab





What does this mean for your business?



Incremental Sales

Whether you're an iconic brand or challenger, boost incremental sales with shoppable videos and LIVEs, all completely in-app. Who knows, you might even go viral.



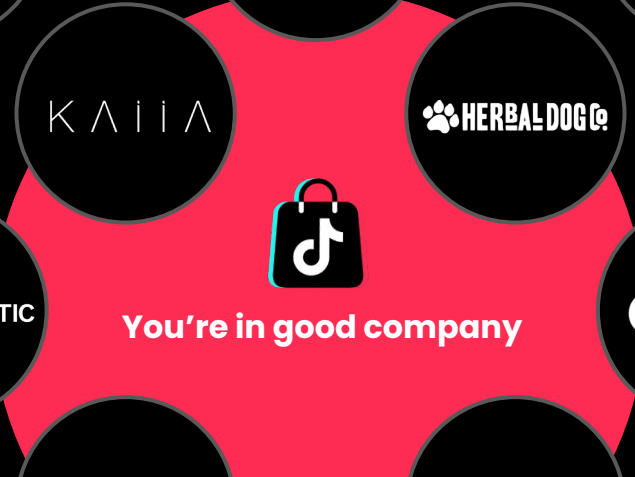
New Audiences

Millions of customers are waiting for you on TikTok. Build deep connections and get real time feedback. Our communities put your brand on the right screens.



Growth resources

A full suite of support tools, from customer service to logistics. Plus a network of 1000s of Creators connected to millions of users for you to access.





Platform tools available to help you succeed



Shop Ads

Amplify your reach by engaging shop ads. Sellers using both Video and LIVE ad formats achieved +160% higher GMV



TikTok Shop Partners

E-commerce experts and external agencies that provide solutions and services to our sellers



Fulfillment

Multiple fulfillment solutions for different types of sellers: 3PL, 4PL & our own fulfillment service, FBT



App store

Seller solutions that integrate existing e-commerce platforms, streamline business operations, and drive more sales.



Data access

Access real time data and insights to analyse your performance, fuel growth and improve operations



How to get started?

Email our Head of Beauty: Emily.Caine@tiktok.com

OR

**Set up
Your
shop**

Register via Seller Centre

Integrate with TikTok to streamline operations

**Drive
growth**

Upload your
catalogue

Connect with
Creators

Seller
Content

Platform
Campaigns

Share
Promotions

Amplify with Shop Ads





Thank You!

