

The Next Era of Social Commerce

A first glance on TikTok Shop's market entry
and how it's Reshaping Discovery and Commerce
Growth in the Benelux



Social platforms are becoming a gateway to product discovery

• 32%

• 30%

of Consumers
*sought out a new
product* in store or
online, because of
something *seen*
on *Social Media*

• 28%

• 26%

of Consumers
*search Social
Media for product
info, before a
traditional search
engine*

• 26%

• 24%

of consumer *use
Social Media as
primary source*
to learn about new
products & services



#Gyoza

84K Tiktoks
1.3M Insta Posts

#Mochi

1.6M Tiktoks
4.7M Insta Posts

#Soup dumplings

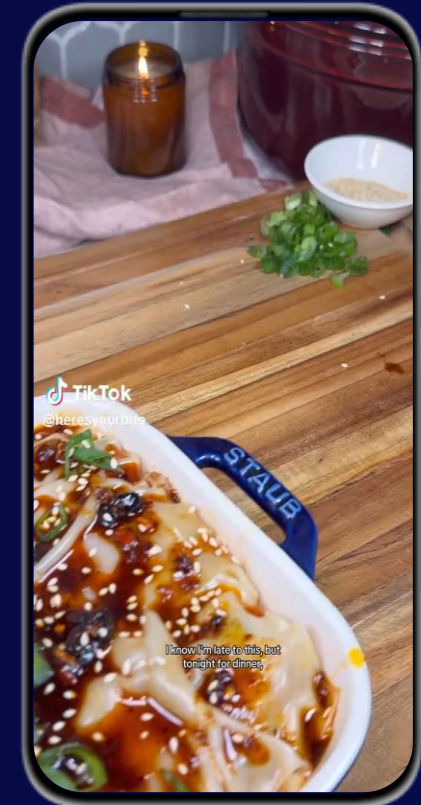
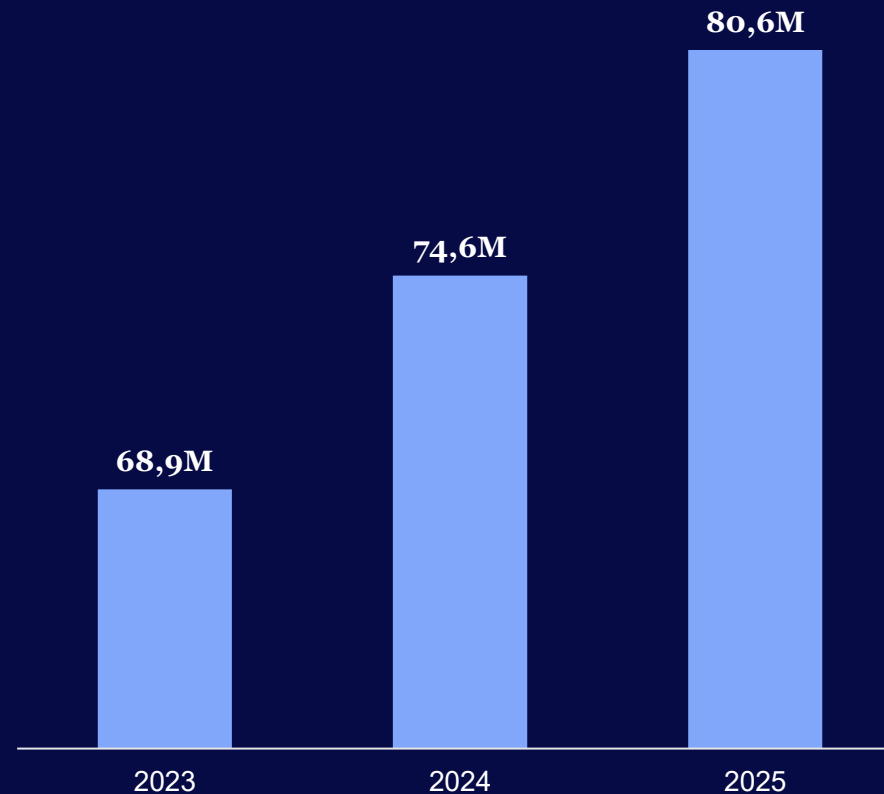
49K Tiktoks
189K Insta Posts

Asian Food is on the rise in Belgium, +11.7M€ in 2 Years

Virality of Asian food is encouraged by social platforms like TikTok

Asian Food Sales Value (M€)

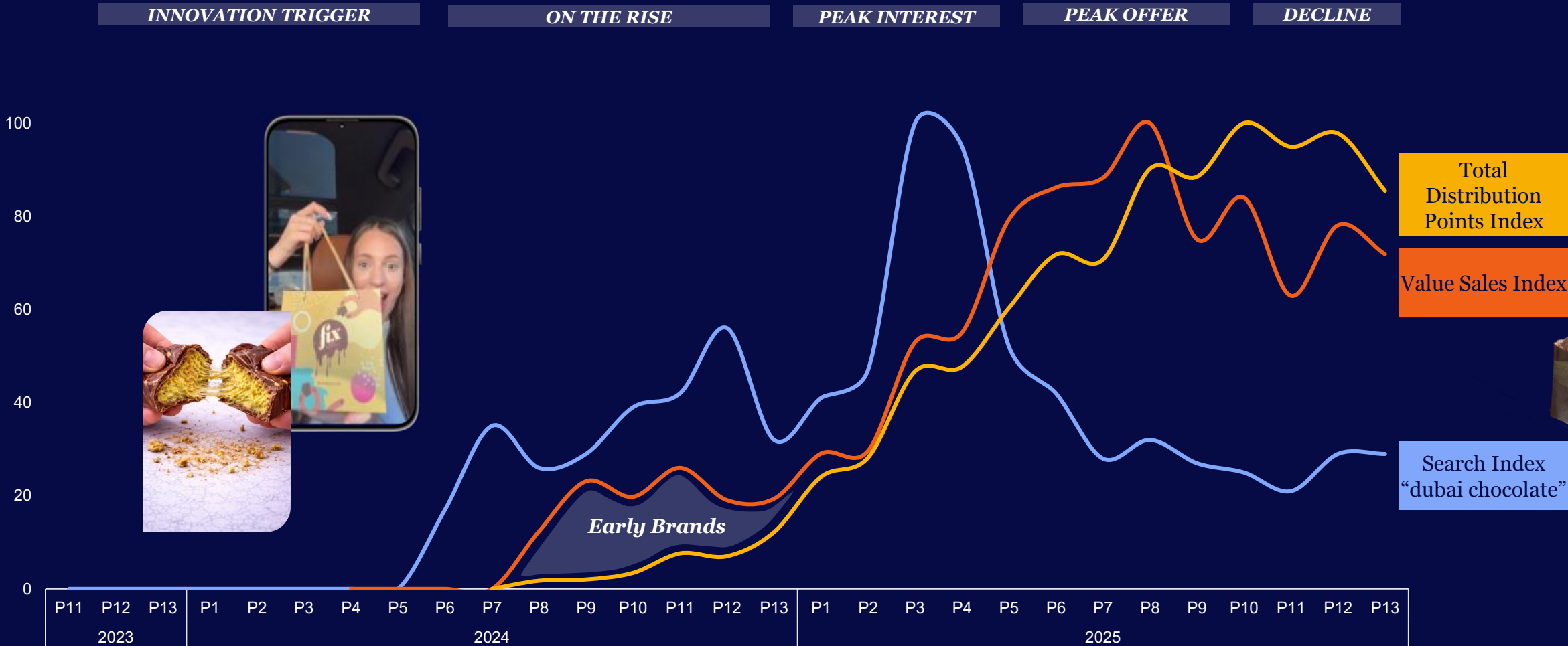
Belgium – Yearly



Source: NIQ Belgium RMS Scantrack | Tiktok (February 2026)

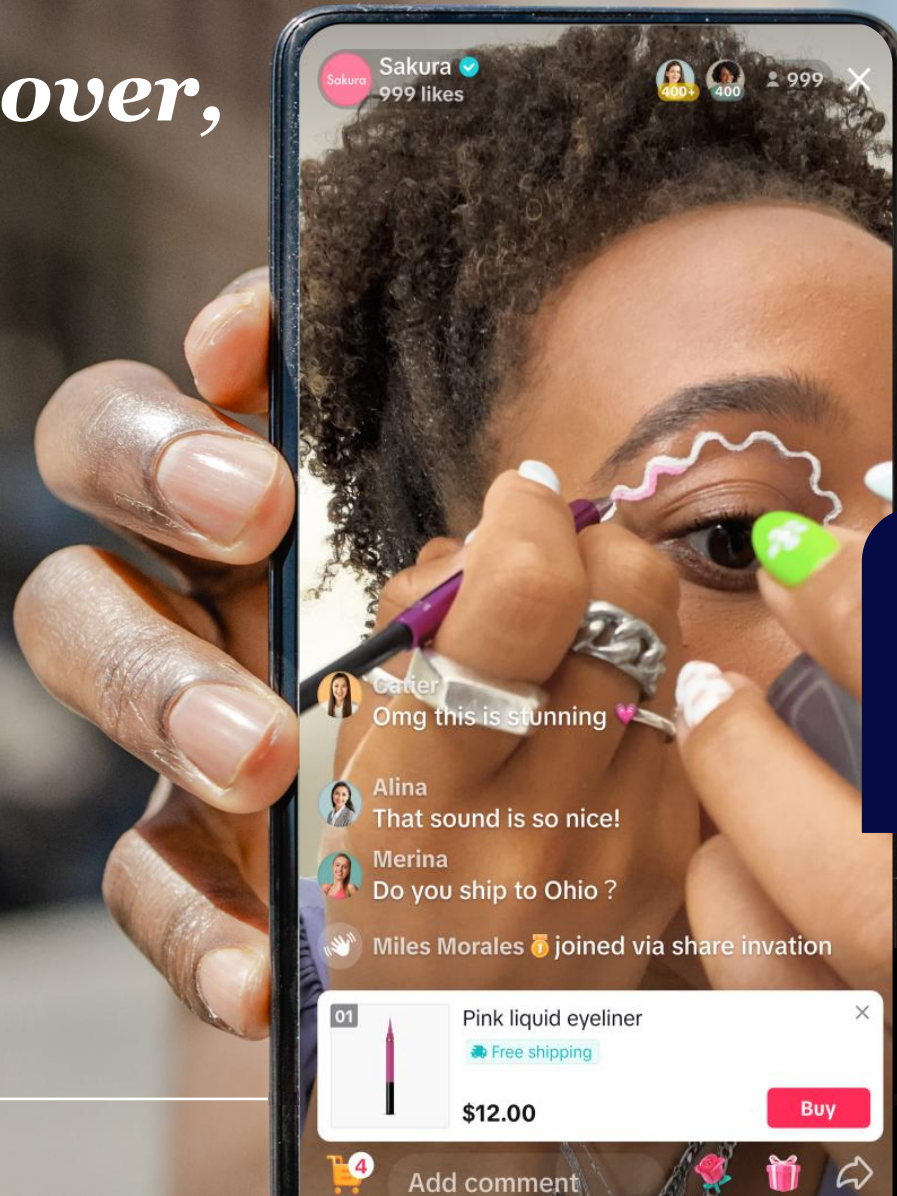
The Dubai Bar: when viral trends start, speed of execution is key

Only half of the peak distribution was achieved at the peak of interest



Source: National Bank of Belgium | *<https://www.tiktok.com/@mariavehera257/video/7313986849104481538>

TikTok Shop is Shaping What Shoppers *Discover,* *Try, and Buy*



Live since
June 15th

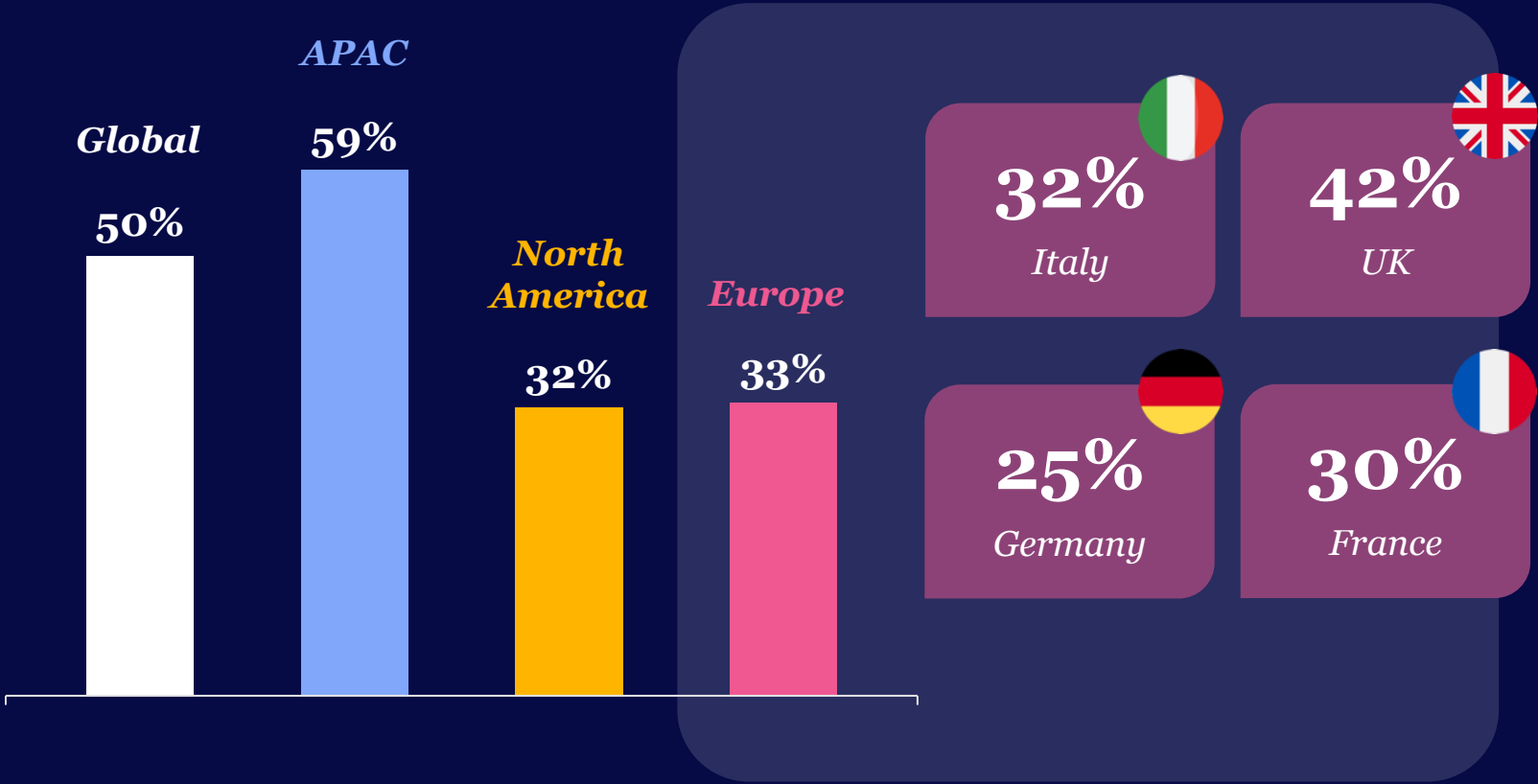


A clear runway to growth: buying immediately through Social Media

Already mainstream in APAC, With the UK as lead example of European potential

% Respondents

Having purchased through a Social Media Platform



Source: NIQ Consumer Outlook Survey 2025



A rapid adoption of Tiktok Shop in Germany

Paving the way for 6,7M Tiktok users in The Netherlands and 4,3M users in Belgium

15%



≈ 1 in 7 online shoppers in our panel has purchased at least once on TikTok Shop in the past 48 weeks

4,6%



1,6%



≈ 1 in 63 online shoppers in our panel has purchased at least once on TikTok Shop since launch.



Source: NIQ Digital Purchases. DE = past 48 weeks since March 2025, NL and BE = June 15th to September 27th 2026.

TikTok Shop's early adopters are Gen Z, but its audience is broadening with older shoppers

An overview of shopper penetration per age generation



Generation Z



46%



42%



Millennials



19%



28%



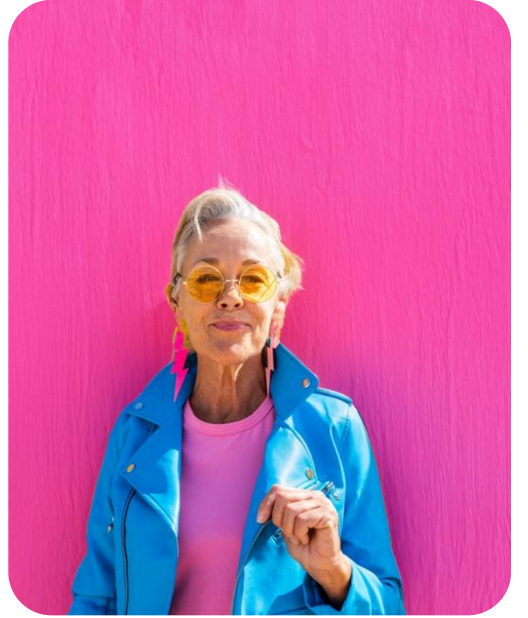
Generation X



29%



27%



Boomer



5%



3%

Tiktok Shop customers are heavy online shoppers

An annual perspective on shopper behavior, across all product categories



avg. Total Online Spend

avg. Purchase Frequency

avg. Total Online Spend

avg. Purchase Frequency

avg. shopper (excl. TTS-shopper)

€1,398

22.0

€1,627

26.3

Tiktok Shopper base

€1,964

35.8

€2,249

39.9

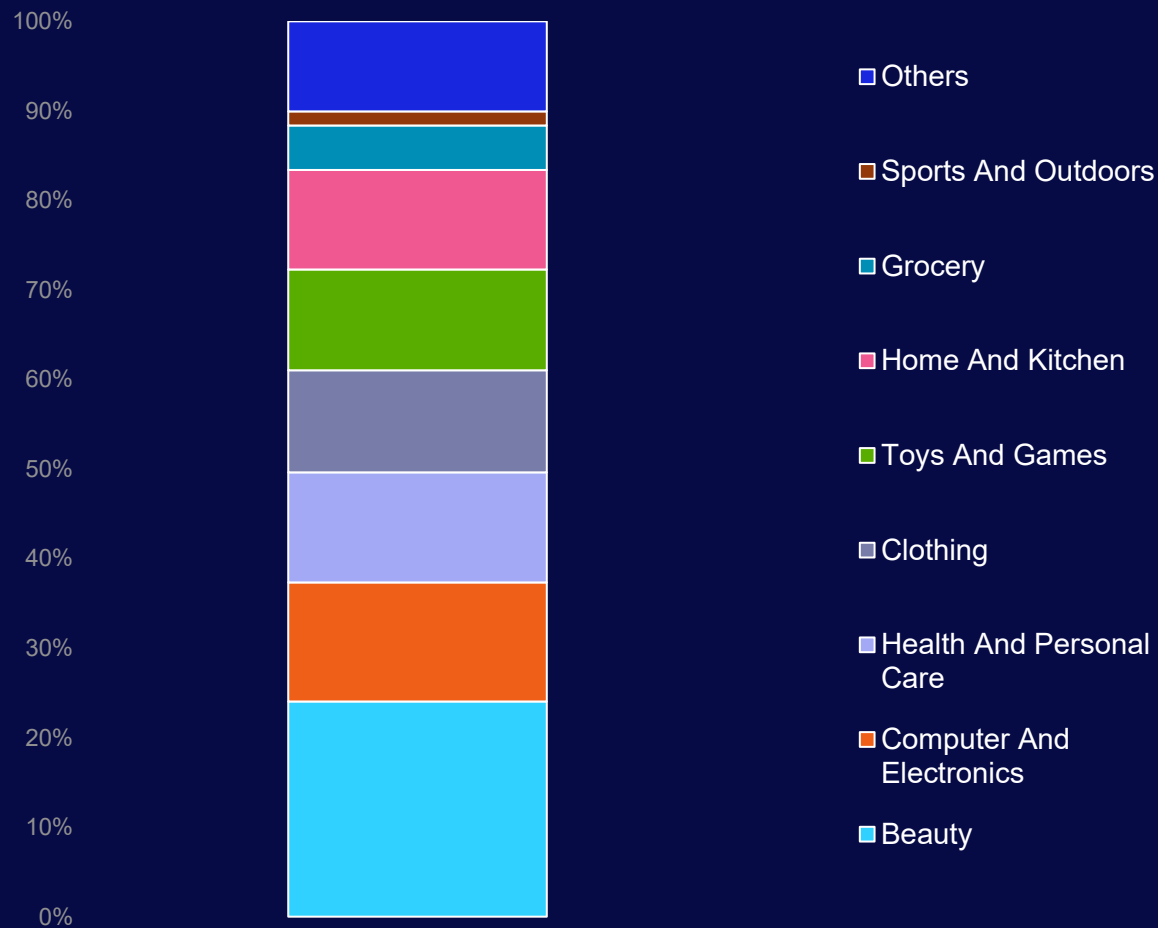




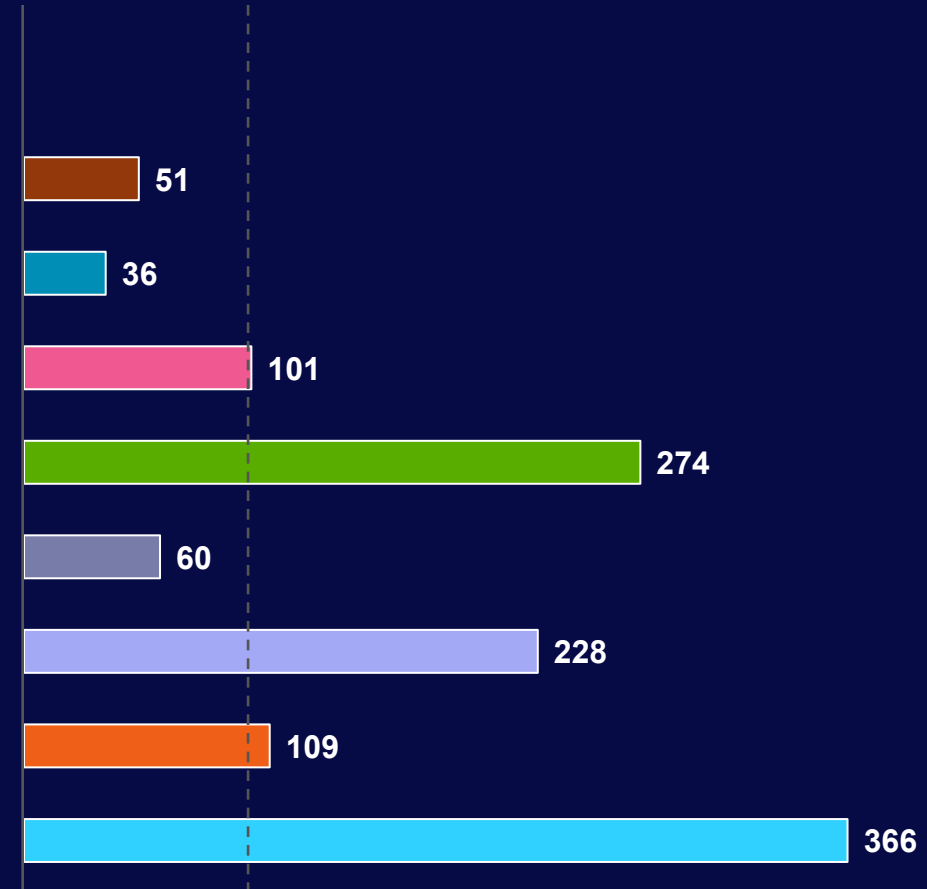
A first glance on Tiktok Shop sales in The Netherlands

Beauty, Health & Personal Care and Toys & Games emerge as TikTok Shop's over-indexed categories

Order Volumes for Tiktok Shop's category top 10



Tiktok's Category Weight Index vs. Average of all e-com merchants



Black Friday turns shoppers into explorers

69%

of Dutch consumers
are open to brands or
products they do not
normally buy

*Which products do you consider buying
during Black Friday?*



Clothing 32%



Fragrance 16%



Shoes 19%



Toys & Games 17%



Books 13%

Black Friday delivered a stronger sales uplift on TikTok Shop than across German and British e-commerce

Black Friday Value Uplift vs Average Shopping Week



Consumers are no longer moving from discovery to shopping

But discovery becomes shopping

