

Meet TikTok Shop:
Discovery
E-commerce
e

Amsterdam
10.06.2026





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Industry Lead TikTok Shop
Netherlands and Poland



CONFIDENTIAL & PROPRIETARY



From 15 June, TikTok Shop is available to shoppers and retailers in 10 EU Countries.



Over
1
Billion
Global MAU

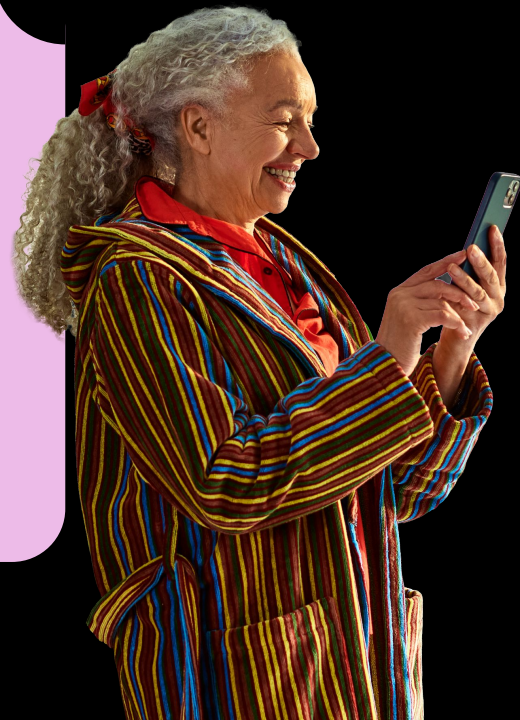
TikTok is the
fastest growing
global
platform...and a
mighty force for
e-commerce



Access to the European market with Sell Across Europe

'Sell Across Europe' enables sellers to onboard in one EU country to sell across other EU markets effortlessly, with one registration process. Product descriptions can be localized and edited to adapt to each market, and sellers can ship directly to other EU markets or use TikTok Shop-partnered logistics providers or TikTok Shop approved carriers.

Sellers can also tap into TikTok Shop's creator affiliate network across EU markets. Approved TikTok Shop creators can promote products in their markets for sellers outside their home country and earn commission.





TikTok Shop EU **in numbers**

TRIPLE DIGIT

Growth of average
daily revenue of our
sellers in EU - between
August 2025 and
February 2026

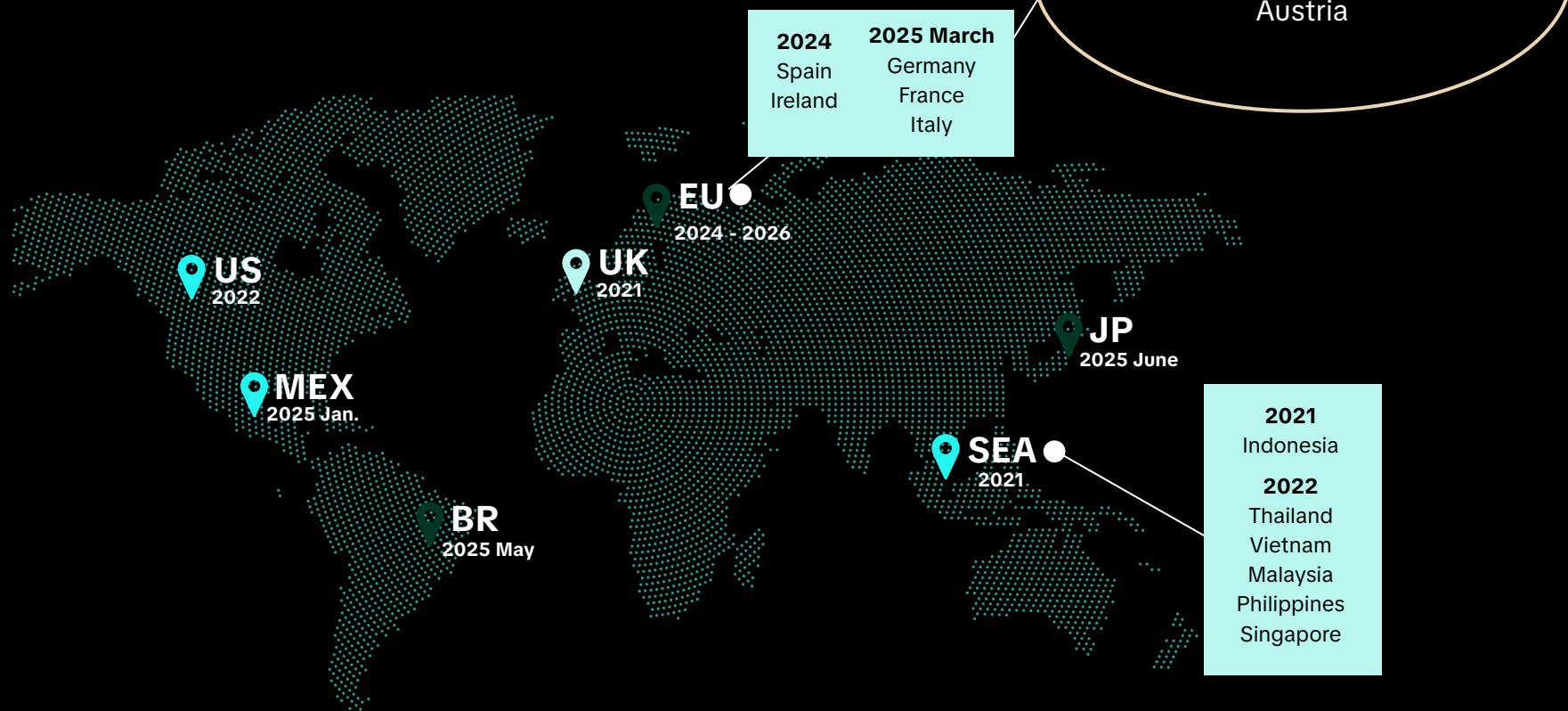


>100

Local Sellers are already actively
selling on TikTok Shop EU (France,
Germany, Ireland, Italy and Spain)



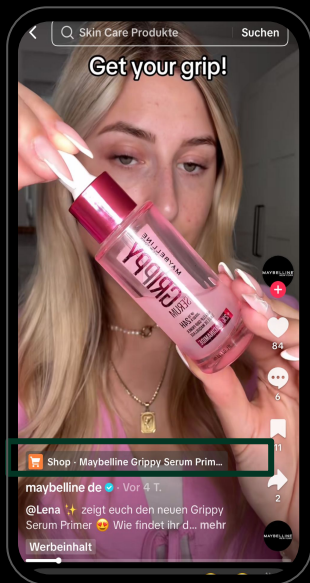
TikTok Shop: EU 2026





Shoppable videos

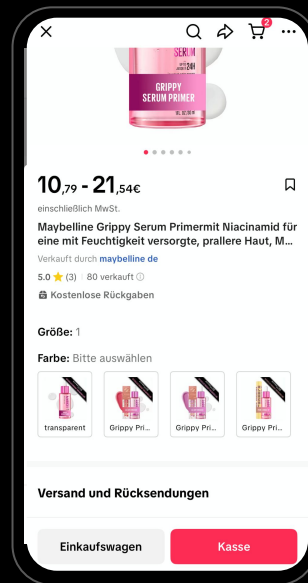
Showcase your products in an organic way



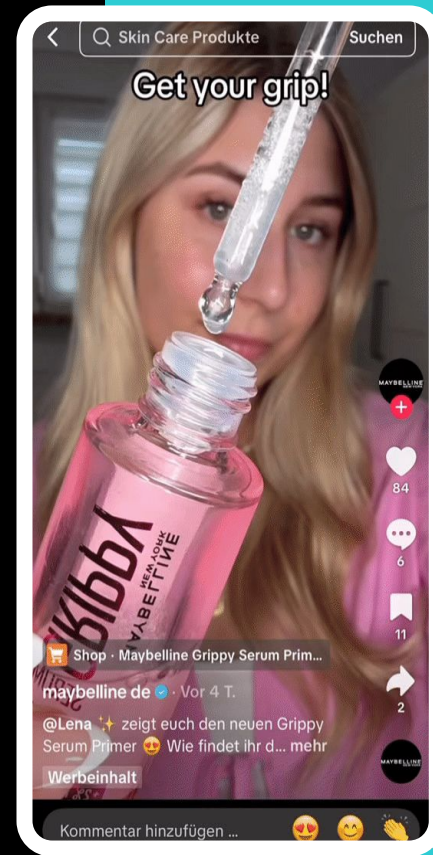
Shopping video served to you on your FYP

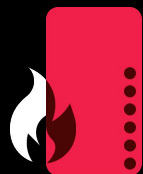


In just a tap, discover and shop products



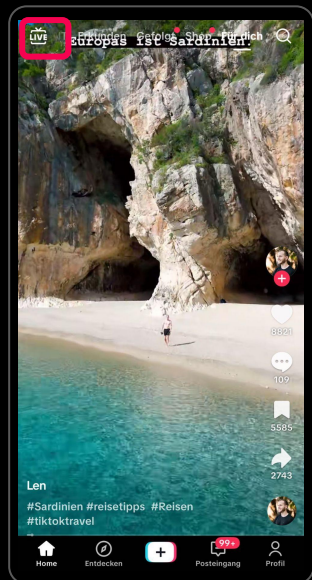
Transaction in app, directly on TikTok



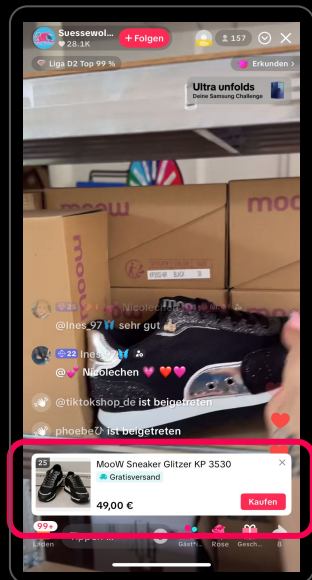


LIVE Shopping

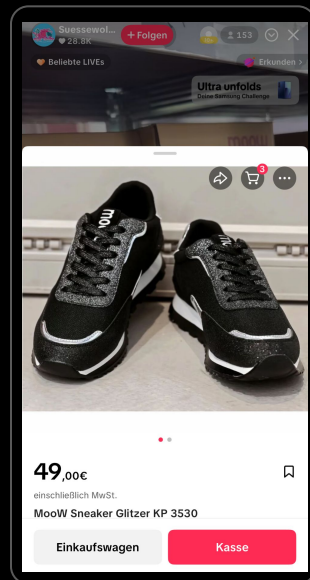
Connect in real time with your audience



LIVE found on home screen



Shopping feature activated on LIVE



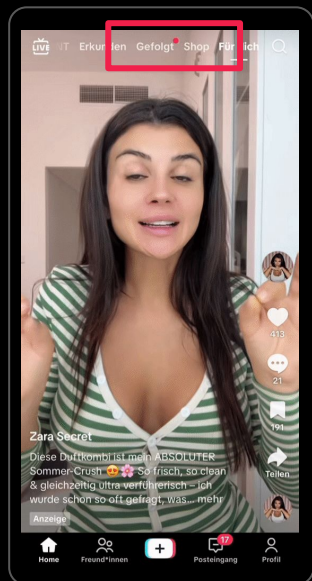
In just a tap, discover and shop products



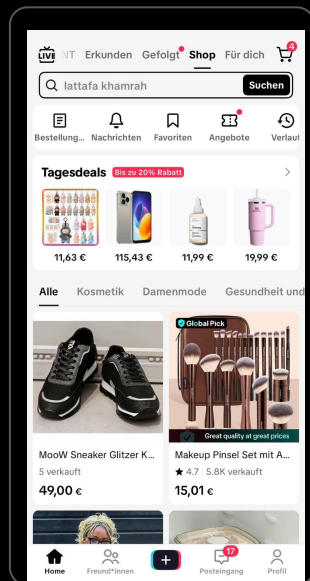


Shop Tab

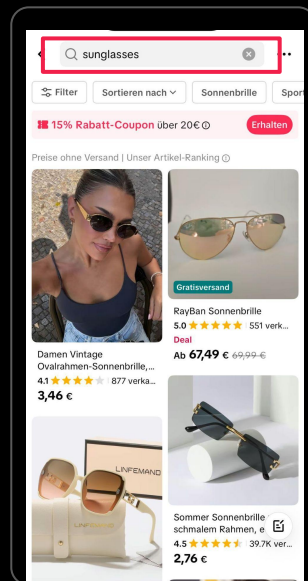
Bridge the gap between in-feed & conventional e-commerce



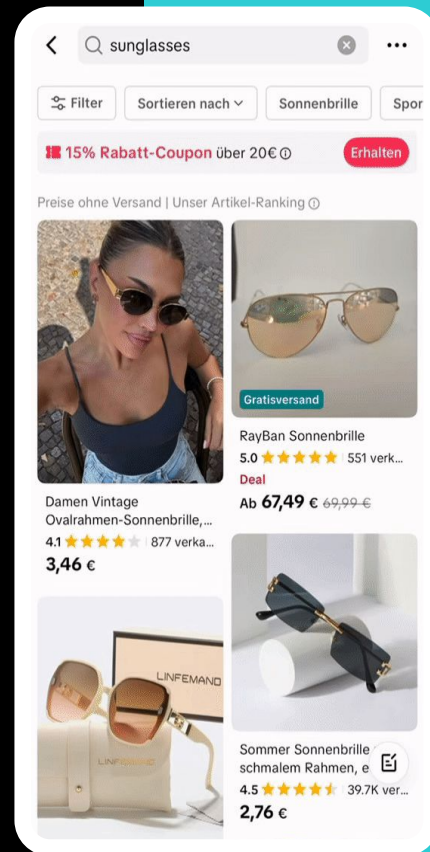
Easy access through the FYP



Highlighted product and promotions

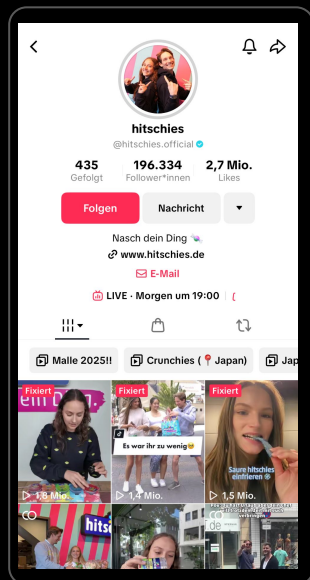


Seamless search functionality

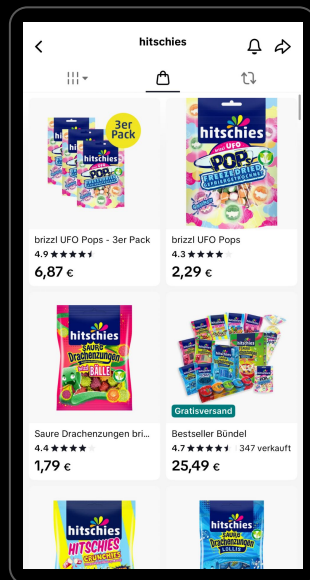


Product Showcase

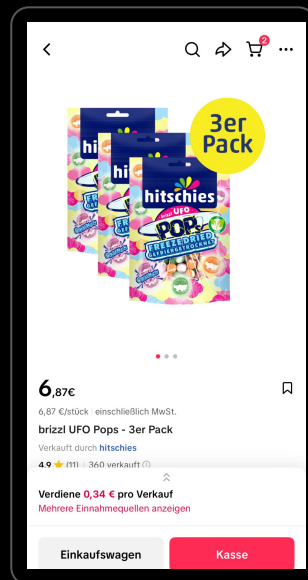
Your shop on your profile



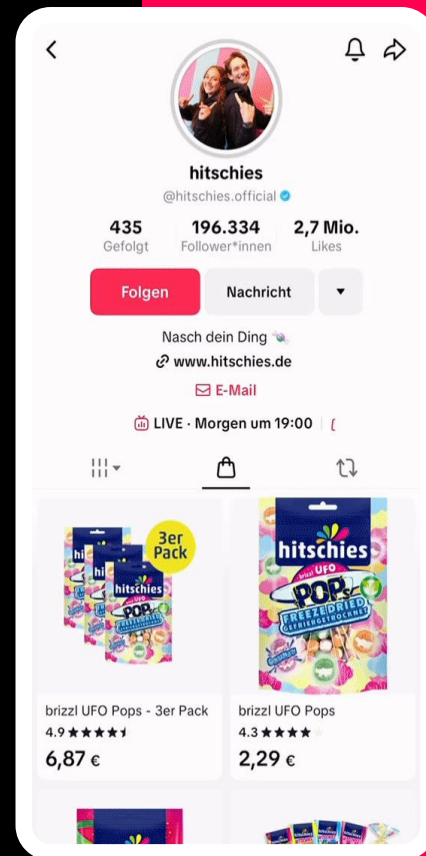
Your products on your profile page



In just a tap, discover and shop your products

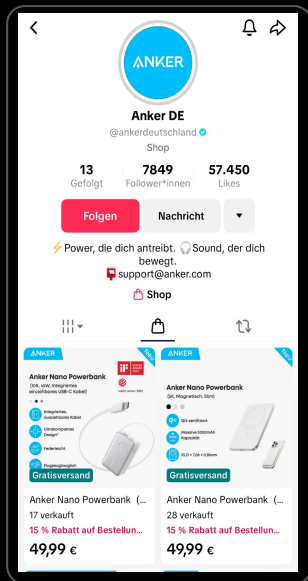


Transaction in app, directly on TikTok

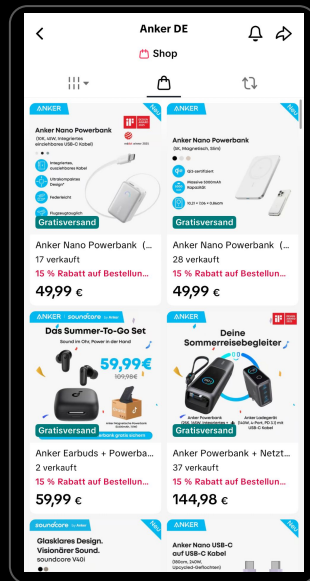


Product Showcase

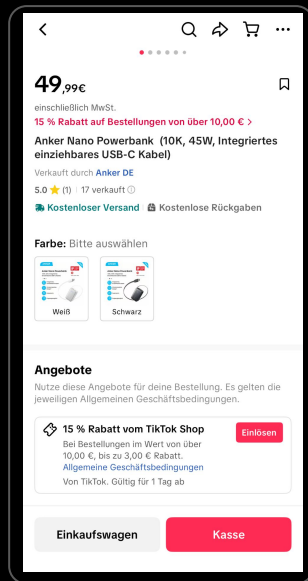
Your shop on your profile



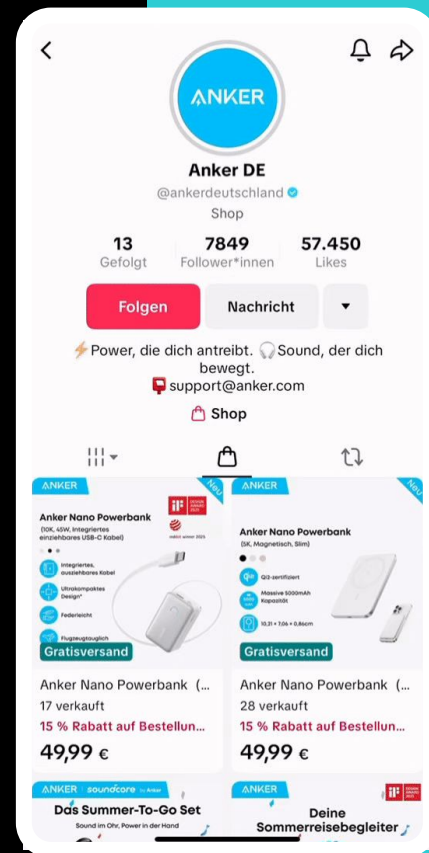
Your products on your profile page



In just a tap, discover and shop your products



Transaction in app, directly on TikTok



Success Drivers on TikTok Shop



Key levers to fuel growth



Affiliate

Affiliate Community Management
Attractive Commission
Mass seeding free samples



LIVEs

Regular LIVE hours
LIVE Exclusives



Brand Content

Brand SVs Brand LIVEs



Campaigns

Platform Campaigns
Category Campaigns
Super Brand Day



Shop Ads

Affiliate Videos Shop ads ROAS improvement

Foundational Requirements



Pricing

Competitive Pricing



Promotions

Product Discounts
Flash Deals
Bundle/BMSM



Detail Page

SEO-Optimized Titles
High Image Quality
Compliant Listing



Shipping

FBT/4PL Free Shipping



Product Assortment

Hero SKUs NPD & Exclusives

One Seller Center for Whole EU13

Verkoopcentrum
Academy

Neem contact met ons op | Nederland | Nederlands | Inloggen

Verkoop meer met TikTok Shop

TikTok Shop is een allesomvattende e-commerceoplossing die de merkgroei en de verkoop rechtstreeks vanuit TikTok stimuleert.

Aanmelden

[Verkoop Nederland](#) [Van land wijzigen](#)

Telefoonnummer of e-mailadres (bij voorkeur zakelijk e-mailadres)

Voor telefoonnummer of e-mailadres in

☐ Om mijn bedrijf te verkopen, ontvang ik graag informatie van TikTok Shop over aankomende evenementen, productupdates, educatieve content en mogelijkheden voor marktonderzoek. Ik begrijp dat ik me op elk moment kan afmelden.

[Doorgaan](#)

[Registreer met TikTok-account](#)

Door verder te gaan, ga je akkoord met de [Elo TikTok Shop-serviceovereenkomsten](#) Verkopers en de [Commerciële gebruiksvoorwaarden](#) van TikTok for Business. Je stemt er ook mee in om een account voor het Zakelijk centrum en een [Ads Manager](#) account te maken dat is onderworpen aan de eerder vermelde voorwaarden. Je kunt dezelfde identiteit gebruiken om toegang te krijgen tot dit account in het Zakelijk centrum en de Ads Manager. Lees het [Privacybeleid](#) voor [TikTok-partners](#) voor meer informatie over hoe we je gegevens verzamelen. Advertements kunnen worden afgestemd van de inhoud van je shop.

Door verder te gaan, ga je akkoord met de [Overeenkomst voor gekoppelde accounts](#) van Stripe. Stripe verzamelt je gegevens ook in overeenstemming met het [Privacybeleid](#) van Stripe.

Ik stem ermee in dat ingeschreven worden voor het partnerprogramma, inhoudt dat al onze producten, zonder verdere bevestiging onmiddellijk kunnen worden geproduceerd door elke maker (dit wordt "Open samenwerking" genoemd). Dit is ook van toepassing op andere landen waarin we een TikTok-shop openen. Als tegenprestatie voor makarpromoties ontvangen makers een standaardovername. Ik kan me altijd ontdoen van dit programma en/of de commissie wijzigen. Lees hier meer.

Heb je een TikTok Shop- of TikTok for Business-account? [Inloggen](#)

Home
Officiële LIVE-cursussen

Zoeken

Nederlands | Inloggen

Welkom bij TikTok Shop Academy

Leer hoe je de verkoop kunt stimuleren en de merkbekendheid als e-commercebedrijf en maker kunt vergroten

[Inloggen](#)

Cursussen

Kom meer te weten over verkopen en het verhogen van je verkoop.

Functieguides

Ontdek functies en tools voor TikTok Shop-verkopers en makers.

Beleidscentrum

Bekijk hier het laatste beleid en de laatste aankondigingen.



How to access millions of additional customers thanks to **Sell Across EU**

WHAT?

Sell Across-EU enables merchants onboarded in one EU country to sell across other EU markets effortlessly, with one registration process. This allows sellers to reach more customers in multiple locations. Sell Across EU opens to sellers on February 24th and will be available to buyers on March 31.

HOW

All sellers onboarded in EU are by default eligible to register via Seller Center. Sellers will need to: Confirm the customer service details to be used in the new country & Confirm the warehouse address.

GIVE ME MORE DETAILS!

Localization of content: We work with a tool for localized product descriptions, which you can edit. Available shipping options are 4PL: Ship via TikTok Shop (Fulfillment by TikTok Shop-partnered logistics providers) and 3PL: Shipped by Seller (Sellers fulfill orders themselves or use third-party logistics for fulfillment - TikTok Shop Approved Carriers). Note that some product categories are excluded from Sell Across EU.





TikTok Shop Success strategies



LIVE Drives Engagement and Creates "Superfans"

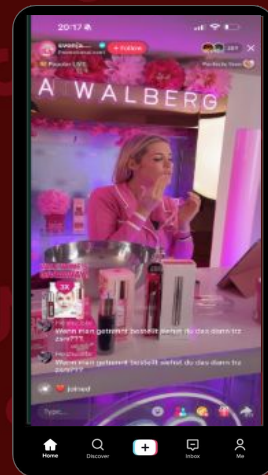
Popmart

20,000 SKUs
sold out in
seconds generating
\$1.5M GMV



Svenja Walberg

\$1M GMV in first
3M of TikTok Shop



Carrefour

**>66% of Q4
Deals
revenue by LIVE**



Assortment

Content

Empowerment

Get Creative with varying LIVE formats



Product Display



Product Test



Interactivity



Close-Up
Showcasing

Assortment

Content

Empowerment

What Makes Short Video Scroll- Stopping and Efficient



**Product
Try-On**

Assortment



**Product
Demo**



GRWM

Content



**Selling
Points**



**Use
Case**

Empowerment



TikTok Shop Success Stories



L'OYÉ

Rank #1 in EU on Launch Day Over 2MN GMV in 3 Months



TikTok Shop

L'OYÉ Cosmetics



Background

L'OYÉ Cosmetics is a professional local makeup brand from the Netherlands. It has long established its presence across the entire Benelux region. The brand focuses on customizable makeup and gentle clean mineral cosmetics, catering to millennial and young beauty lovers.

How they used TikTok Shop

Adopted a "Live-First" strategy on launch day to maximize traffic. The livestream kicked off with a mystery-box offer in the first 30 minutes to drive initial orders, followed by flash sales to sustain momentum. Interactive demonstrations of the mascara and body highlighter highlighted key product benefits, including long-lasting wear, smudge resistance, and waterproof performance. The 8-hour livestream successfully activated the community and captured strong mindshare among new users.

cfab

Rapid Growth via Affiliates



Background

Creamy Fabrics is a shapewear brand offering high-quality, body-shaping fabrics that help customers achieve their desired silhouette. Their products combine functionality and style, empowering individuals to express their unique shape and personal style.

How they used TikTok Shop

The brand leveraged TikTok Shop Affiliate, providing 1,000 product samples to targeted creators and leaving all shoppable content creation to them, relying on their expertise and community reach.

Key success factors

- **Affiliate-Driven Content:** Creators produced engaging, shoppable videos independently.
- **Targeted Strategy:** Sample distribution ensured visibility across diverse audiences in Germany.
- **Strong Results:** Products went viral and drove significant sales, particularly for the Creamy Bodysuit.

Creator Platform

LIVE

Shoppable Video

TikTok Shop

Creamy Fabrics



Results

>730
Affiliate
Videos

during BFCM

>130h

LIVE hours during
BFCM



PHILIPS

The power of a well-known brand



TikTok Shop

PHILIPS



Background

Philips achieved a significant performance peak on TikTok Shop Germany in late January 2026, driven by the viral success of its grooming collection. **The momentum was led by three key "hit products" from the OneBlade and Beauty lines**, showcasing the brand's ability to capture market interest through high-quality personal care solutions

How they used TikTok Shop

The brand utilizes TikTok discovery-e-commerce formats short video and LIVE for its traditional products in a highly affiliate-centric model, **where creator-led performance accounts for 90% of total GMV**. Short-form video serves as the primary sales engine. This strategy allows Philips to **leverage its vast price variety** (ranging from accessible 15,00 EUR items to premium 604,00 EUR technology) with various messaging and to reach a broad audience.

Key success factors

- Established a dominant sales ecosystem where 90% of total performance is driven through the **affiliate channel**
- Demonstrated **strong consumer traction** with thousands of orders every week

Results

90%

Sales coming from Affiliate GMV

>160

Creator collaborations in 1 Month

71%

Affiliate GMV comes from SV

Affiliate Strategy

Shoppable Video

 TikTok
**Thank
You!**