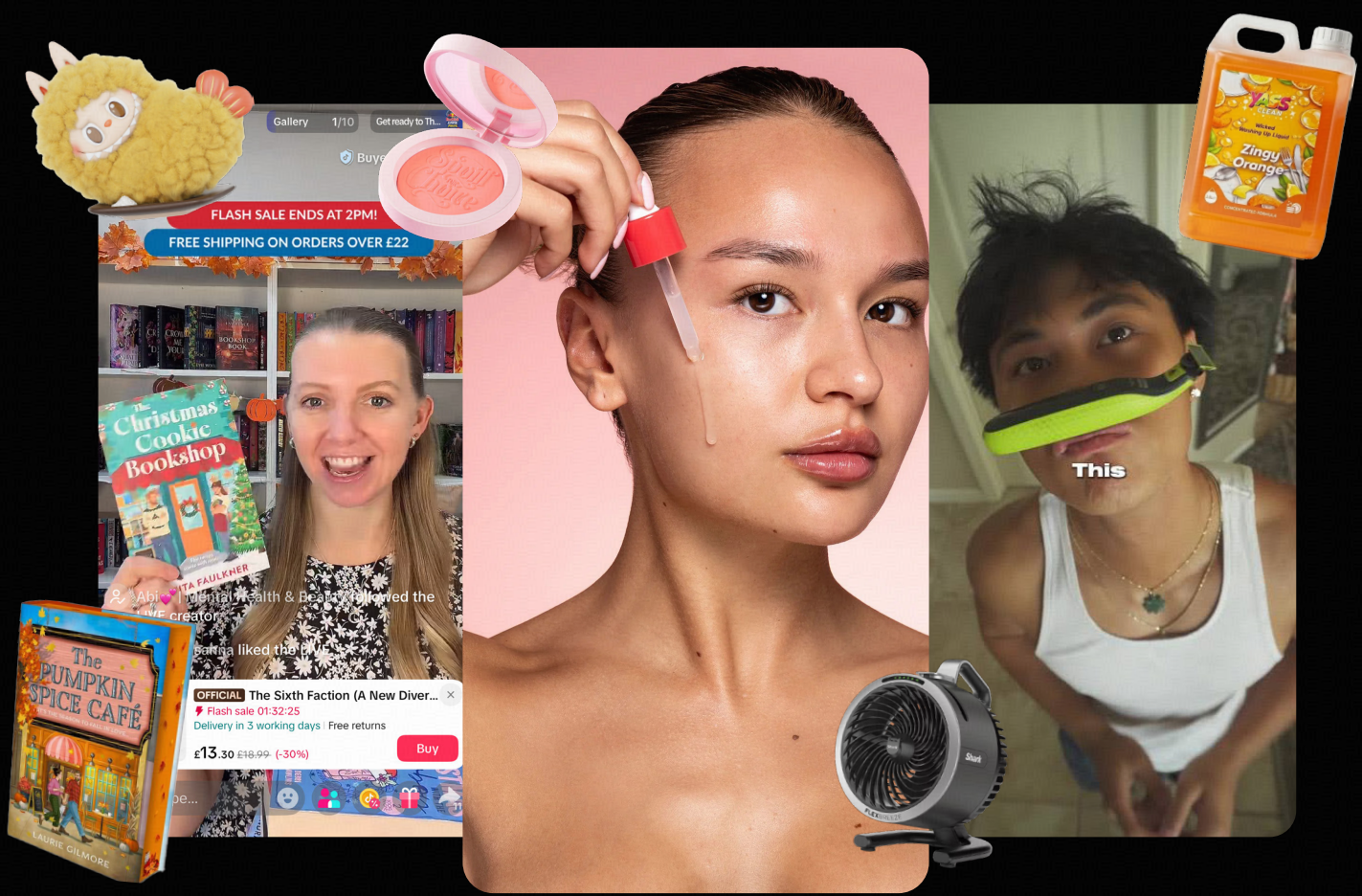
TikTok Shop

LIVE SHOPPING REPORT

2026

A deep dive into real-time retail:
how community, conversation, and creators
are reshaping the UK commerce landscape





Foreword

What makes shopping an enjoyable experience, wherever you shop, is how you discover new products and engage with them – speaking to a shop assistant, asking questions, and seeing how an item works. TikTok Shop has pioneered a new way to bring that expert advice online through LIVE Shopping, bringing that in-store experience to your pocket where you can shop everything from the **Shark** (@sharkhomeuk) Everymess Stain Eliminator to a real fir Christmas tree from **YouGarden** (@You.Garden), LIVE.

Despite initial scepticism about whether LIVE shopping would work in the UK, I firmly believe it's the future of how we shop online and it is moving into the UK mainstream as **over half (51%) of UK shoppers say that they are considering buying through LIVE in the next year, rising to 79% of Gen Z**[1]. The shop floor feeling it brings is an undeniable selling point. Whether it's seeing a lip stain work in real time, or how an air fryer fits on a creator's kitchen worktop – the more people understand about a product, the more empowered they will feel to purchase.

We're also seeing more businesses lean into LIVE shopping than ever, and **80% of SMBs using the format are planning to increase activity over the next 12 months**[2]**.** Expansion takes many forms, whether it's hosting more sessions during the week, or going all-in on LIVE Shopping by hiring or building their own LIVE studios.

One thing that is clear: those ahead of the curve will reap the rewards in the future with a strong foundation of loyal customers. Our data shows that first-time buyers who discover a brand through TikTok Shop LIVE are nearly twice as likely to buy from that brand again, compared to those who first purchase through a static product listing[3] - proving that real-time retail helps businesses build long-term and authentic customer loyalty.

As more consumers are discovering the value of real-time retail, and brands are getting increasingly creative with how they take it on, I'm incredibly excited to see what's next, with TikTok Shop at the forefront.

Jan Wilk
Head of TikTok Shop UK

LIVE Shopping
by Category Overview

With over 6,000 LIVE shopping sessions happening in the UK every day[3], we've taken a deep dive into TikTok Shop's most popular categories to understand how LIVE shopping is shaping them.

What is LIVE Shopping?
LIVE Shopping is TikTok Shop's fastest growing selling format for businesses with sales growing 55% year-on-year[3].
5

The State of LIVE Shopping in the UK
A single LIVE session can out-sell a full day on other channels for 78% of the UK's SMBs using LIVE Shopping[2].
6



Beauty
TikTok Shop LIVE is sending shoppers to the high street after watching a LIVE, 32% have subsequently bought a product in-store, and 43% bought a beauty product[1].
10



Fashion
Fashion items bought in a LIVE session are returned at less than half the rate of those bought through static product listings on the platform[3].
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Pre-Loved Luxury
90% of pre-loved sales on TikTok Shop are made through LIVE Shopping[3].
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FMCG
Among those planning to use TikTok Shop on Black Friday, nearly one in four UK shoppers are planning to buy groceries[1].
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Electronics
Product demos are key; 50% of shoppers who have bought during a LIVE Shopping session credit their purchase to being able to see how a product works in real life[1].
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Home & Living
One in five UK adults are considering buying home and living products through LIVE in the next 12 months[1].
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Books
UK publisher sees LIVE Shopping revenue increase by 225%.*

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Collectables
Collecting is a community built on trust, with repeat buyers accounting for 64% of all collectables sales[3].
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Methodology & About

Consumer Research

This online survey of 2,000 UK Adults (nationally representative on the basis of age, gender, and region) was commissioned by Ready10 on behalf of TikTok Shop and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct. Data was collected between 1st and 5th October 2026. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council.

UK SMB Research

This online survey of 735 UK decision-makers at SMBs that use LIVE shopping was commissioned by Ready10 on behalf of TikTok Shop and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct. Data was collected between 6th October and 6th November 2026. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council.

TikTok Shop Platform Data

All TikTok Shop UK data referenced is internal and relates to August 2025 – August 2026 performance unless otherwise stated.

Seller Data

All TikTok Shop UK seller data referenced is internal platform performance data from the sellers directly, with timeframes specified.

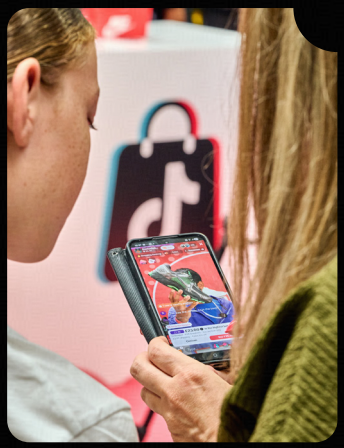
Sources Cited

(1) - Consumer research from OnePoll based on a nationally representative sample of 2,000 respondents. Data was collected between 1 October - 5 October 2026.
(2) - UK SMB research from OnePoll based on a sample of 735 UK SMB decision-makers using LIVE Shopping Data was collected between 6 October - 6 November 2026.
(3) - TikTok Shop UK Platform Data, August 2025 - August 2026
(4) - Mintel, UK Live Stream Shopping Market Report 2026
(5) - British Fashion Council, 2023
(6) - Media Control & NielsenIQ BookData, Germany, the United Kingdom, Spain, Italy, Austria and Switzerland Consumer Research

What is LIVE Shopping?

LIVE Shopping is a way of showcasing and selling products in real-time through live video streams. Sellers have direct interactions with potential buyers to answer questions about products and how to use them. It's highly visual and informative, which means it offers a level of detail that doesn't happen with static photos or traditional online shopping sites. It's the next best thing to going in-store to see an item in person, helping sellers develop real-time connections with consumers that build loyalty and trust.

Among features like Shoppable videos and the Shop Tab, **LIVE Shopping is TikTok Shop's fastest-growing selling format for businesses, with sales up 55% year-on-year[3].** This is fuelled by TikTok Shop's unique discovery commerce offering, which seamlessly integrates the process of discovering products in the For You Feed relevant to your passions or interests through to purchase – all within TikTok.







55%

increase in sales year-on-year for businesses selling on TikTok Shop through LIVE Shopping[3]



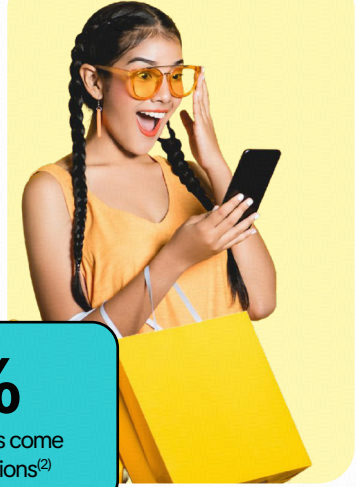
From conversation to conversion:

How LIVE Shopping builds buyer confidence

The biggest selling point of LIVE Shopping for businesses and consumers alike is the opportunity for real-time engagement. 73% of UK shoppers who have watched a LIVE Shopping video have interacted with a host, or seen someone else do so[1]. Of those, more than a third (37%) bought a product during the session – demonstrating real-time conversations help shoppers make decisions with confidence[1]. **Among UK SMBs using LIVE Shopping, 35% say audience Q&As have had the greatest positive impact on sales[2].**

The State of LIVE Shopping in the UK

How businesses are selling



38%
of SMBs' total sales come through LIVE sessions[2]

One LIVE can out-sell a full day of sales for UK SMBs

2026 is the year businesses truly adopted LIVE Shopping and saw the payoff – particularly when it comes to driving sales growth. For UK SMBs already using LIVE Shopping, **more than four in five (84%) agree it has increased their sales[2]** and **78% say a single LIVE session can out-sell a full day on their other channels[2].** Now, an estimated **38% of their total sales come through LIVE sessions[2]**, proving businesses are jumping feet first into this new way of selling, and it's working.

With LIVE Shopping helping businesses thrive, TikTok Shop emerges as a leader - as 46% of UK SMBs using LIVEs say the platform is their main way to host these sessions[2].

Among UK businesses seeing increased sales thanks to LIVE shopping, they have also seen other growth opportunities like[2]:

- Increased stock orders (49%)
- International expansion (29%)
- Listing with larger retailers (25%)
- Started talks with larger retailers (23%)
- Hiring more staff (20%)

LIVE Shopping rewards authenticity from the host, and consistency from the business. These fundamentals give customers a reason to come back and shop again. In fact, over three-quarters (76%) of businesses using LIVE believe their customers are more likely to buy from them again, suggesting the format can support long-term customer relationships[2].

Fuelled by discovery commerce, products are being put in front of shoppers that are already likely to be engaged and interested in the item. According to analysis from global market research company Mintel, 30% of those who watched a LIVE shopping session purchased a product that they had planned to buy already[4].



76%
of SMBs say a single LIVE session can out-sell a full day on their other channels[2]

The avenues to LIVE Shopping

There are three main routes to getting started with LIVE Shopping for businesses, which gives some flexibility to sellers based on their scale, skills and resources. Heritage brands are leaning in: **QVC UK** (@qvcuk) launched its new, purpose-built studio for LIVE Shopping earlier this year in its HQ in London.

Meanwhile, smaller businesses have built communities through LIVE sessions straight from their homes, or from the shop floor of their bricks-and-mortar stores. For businesses who are yet to have LIVE capabilities in-house, routes like creator leadership or even agency partnerships are available to help them jumpstart into LIVE selling.





HOW BUSINESSES CAN GET STARTED

1. Seller Hosting
Having someone from the business lead on hosting LIVE Shopping sessions

2. Creator leadership
Partnering with a network of affiliate creators to host LIVE Shopping sessions

3. Agency partnership
Working with a specialist agency to plan, produce and manage LIVE activity

The engine of growth for SMBs in the UK

TikTok Shop gives small businesses a distinctive opportunity for growth and brand awareness. **Among UK SMBs using LIVE Shopping, a majority (60%) say LIVEs drive more sales than any other sales channels[2].**

Now, with over 300,000 SMBs on the platform[3], TikTok Shop has cemented itself as the top choice for budding entrepreneurs looking to build a profile. Thanks to discovery commerce, big ad spend isn't necessary to boost the growth of their businesses. Instead, founders can lean on real-time community engagement to build brand awareness with new audiences. Over three in five (61%) say LIVE has been the primary driver of, or a significant contributor to, their growth over the last 12 months[2].

@realsimonsquibb

THE TIKTOK SHOP LIVE CHAMPION

Entrepreneur Simon Squibb (@realsimonsquibb) built a following on TikTok by asking strangers about their dreams and helping them chase their answer. In August, he launched DreamBrew on TikTok Shop, a coffee brand built on that same mission, with every purchase contributing to a fund that backs founders starting their own businesses. In just a few months, TikTok Shop now drives 60% of DreamBrew's direct sales.

Rather than tell his audience what selling on LIVE looks like, Simon decided to show them. Curious about the big numbers often claimed online, he went LIVE himself and brought his viewers along for every step: the busy sessions, the quieter ones, and everything he learned in between. In DreamBrew's first ever LIVE Shopping session, it earned more than £7,000 in revenue.

The lesson he shared was that success on LIVE isn't decided by a single viral moment. It comes from showing up consistently. Taking this learning forward, DreamBrew is rolling out daily LIVE Shopping sessions.





"When I started on LIVE, I wanted people to see the reality, not just the highlights. Honestly, one day being a success or a failure doesn't matter much, because if you go again tomorrow it compounds. That's exactly how it's played out for DreamBrew.

"Because it's all live and unscripted, our customers feel like they're part of the journey. We can answer questions, shout out customers by name, and show the impact of what the community is funding as it happens. That's what turns viewers into loyal fans, and we're now seeing an influx of sales through our LIVEs.

"For a business in its early stages, TikTok Shop has made it as easy as creating content or going LIVE to build awareness quickly. Looking ahead, we're doubling down on LIVE Shopping and bringing our community in front of the camera to help tell the brand's story."

Simon Squibb, Founder, DreamBrew

How (and why) the UK is LIVE Shopping...

Dynamic demonstrations of products are an integral part of shopping today. LIVE Shopping in particular is becoming more mainstream, with LIVE views on TikTok Shop increasing 80% year-on-year in the UK[3]. **Additionally, TikTok Shop is recognised as the top platform for LIVE Shopping among a majority (57%) of UK shoppers[1].**

The strongest reasons for buying through LIVE are practical. Of those who have bought a product either during or directly after a LIVE session, the most common reasons for purchase include[1]:

- Seeing the product work in real time (50%)
- Seeing size, fit or condition up close (43%)
- Having questions answered in real time (42%)
- The host's expertise and product knowledge (42%)

Thanks to LIVE shopping, consumers are discovering new and relevant products with brands they otherwise wouldn't have found, ultimately leading to intentional purchasing of goods that are right for them.







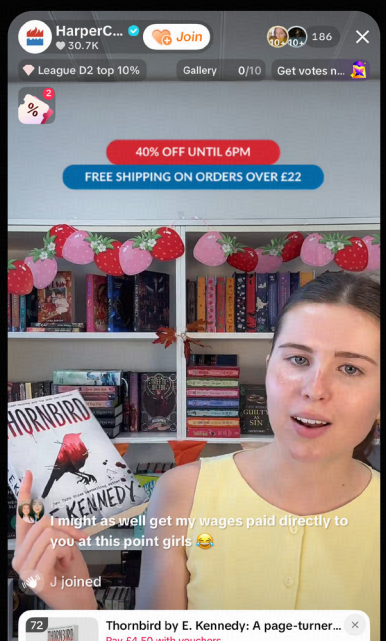


LIVE SHOPPING

across all sectors







Beauty

From LIVE to the high street



LIVE Shopping is not simply bringing the high street online, it is also driving footfall to the high street. Of the nearly one in three UK consumers who have watched a LIVE Shopping session, **32% have subsequently bought a product in-store[1].** Among those shoppers, 43% bought a beauty product[1]. The introduction of personalised discovery to online shopping has delivered results for physical stores too.

This is particularly relevant in beauty, where finding the right product often depends on individual needs and preferences. Beauty LIVE sales on TikTok Shop have increased 37% year-on-year, while views have risen 57% over the same period[3]. Brands are using LIVEs to extend the beauty-counter experience, giving a wider audience access to demonstrations, expert guidance and personalised product information beyond their physical stores.

Creators are central to that experience, driving 64% of total sales in the Beauty category[3]. Experts and trusted creators can help shoppers understand product benefits and assess factors such as shade matching, ease of use and suitability for their skin type. Among those who have watched a LIVE Shopping session, 29% say a creator or host has helped them assess whether a product suits their physical traits, rising to 46% among 25-34-year-olds[1].



32%
of viewers buy in-store afterwards[1]



MAC takes the beauty counter LIVE

For decades, **MAC's** (@maccosmetics) beauty counters and makeup artists have helped shoppers explore products in person with expert advice and guidance. When MAC launched on TikTok Shop with a LIVE strategy that focused on Employee-Generated Content (EGC), it extended that established expertise to millions of people beyond its physical retail footprint, offering that same expert experience.

MAC's approach enabled its own makeup artists to become affiliate creators, hosting LIVE sessions from stores and earning commission through TikTok Shop – a first for a beauty brand in the UK. Today, half (50%) of MAC's store staff have enrolled in the programme, with several among the brand's top 10 LIVE affiliates on the platform.

Just eight weeks after delivering the biggest launch month by a beauty brand on TikTok Shop to date, MAC achieved record LIVE sales during a Beauty Super Brand Week* with LIVE sessions driving 48% of sales throughout the campaign. In October 2026, MAC broke this record, with one unit selling every 15 seconds on TikTok Shop.



"Being able to give shoppers direct access to the artistry that MAC is best-known for has been transformative for the business. The exposure on the feeds has driven impact across the total brand, and our own employees are becoming recognised faces among their LIVE communities. It's been fantastic to showcase how retail teams can expand their expertise and influence through shoppable LIVE content."

Sara Staniford, Vice President General Manager, M·A·C Cosmetics, Bobbi Brown & Too Faced

*Super Brand Week – dedicated brand takeover campaign in-app on TikTok Shop

Curated bundles turn shopper questions into tailored routines

TikTok Shop customers often search for products based on needs they want to address – skin concerns, routines or ingredients – rather than searching by brand or a specific product. LIVE Shopping allows brands and creators to respond to those questions in real time, helping shoppers identify products and routines suited to their individual needs.

As a result, curated bundles have emerged as a strong tool for sellers with **beauty bundle sales increasing by 108% within LIVEs over the last year[3].** LIVE questions and customer feedback during sessions have given brands immediate insight into common skin concerns and product pairings, informing bundle curations designed around specific beauty routines.

Personalisation and ease build loyalty: repeat purchase rates of beauty bundles sit at 56% as consumers return to purchase entire skin or makeup routines in one transaction[3].

Among all UK SMBs reporting growth from LIVE Shopping, two in five – 41% – say bundles have had the greatest positive impact on sales[2].

LIVE sales volume for bundles has increased by almost **110%**[3]

Repeat purchase rates of bundles sit at **56%**[3]



Wonderskin embraces bundles on LIVE

Beauty brand and product innovator **Wonderskin** (@wonderskinuk) became a viral TikTok sensation in the UK market thanks to its sell-out hit, the Wonderskin Lip Stain. Now, they're hosting a minimum of 80 hours of LIVE Shopping sessions per month where they curate tailored lip bundles for their viewers to cover all steps of their routine.





"At Wonderskin, TikTok Shop LIVEs bring our brand and campaigns to life through interactive content and a more personal beauty shopping experience. Bundles simplify beauty routines, while live swatches and real-time demonstrations showcase our shades and long-lasting, budge-proof performance. By combining storytelling, product education and community engagement, we help customers discover products and shop with confidence, bringing content, community and commerce together authentically."

Michael Malinsky,
Co-Founder and CEO, Wonderskin

Fashion

TikTok Shop LIVE: the new online fitting room

Online shopping for clothing has historically relied on a one-way presentation of the product to help shoppers make purchasing decisions. As a result, people often wait until they receive an item to assess its fit and size, then return it.

LIVE Shopping is combating this challenge for the industry by making shoppers feel more confident that they've got it right the first time. 30% of UK shoppers who have watched a LIVE session say a creator or host has helped them assess the size, fit or scale of a clothing item[1].

The impact of this 'virtual fitting room' guidance is reflected in the numbers as fashion items bought in a LIVE session are returned at less than half the rate of those bought through static product listings on the platform.

Fashion return rates on TikTok Shop are in single digits[3], lower than both online (30%) and in-store shopping return rates (10%), according to data released from the British Fashion Council[5].

As consumers get behind LIVE shopping, fashion businesses are seeing more engagement from their audience. LIVE views in the fashion category have more than doubled on TikTok Shop UK year-on-year, increasing by 130%[3].

CrocsUK step into LIVE Shopping

Crocs (@crocsshopuk), as a leading global footwear brand, saw an uplift in business success after diving into the creator opportunity and LIVE Shopping.



"Two-way interaction has long been a valuable benefit of shopping in person for years, so the opportunity to bring this to online shopping was one we couldn't turn down. Our LIVE Shopping sessions on TikTok Shop give us the chance to connect and engage with the people watching in a unique way.

"The value of discovery through TikTok Shop is also unparalleled. Thanks to LIVE Shopping and creator partnerships, we've been able to deliver huge moments for the brand in the UK. Our most recent Croctober Super Brand Day clocked in more than 93 hours of LIVE Shopping, including a 30-hour marathon LIVE. Thanks to the styling demonstrations led by Crocs, and unique offers for viewers in real-time, the overall campaign had LIVE sales increasing by 247% compared to a standard day for us on the platform."

Kaitlyn Gordon, Senior Director of Global Social Commerce at Crocs

CKLtrends takes sneaker drops live

LIVE Shopping is emerging as a real opportunity for sneaker and streetwear sellers. On TikTok, posts under #SneakerTok grew 43% year-on-year[3]. Nearly a third (32%) of UK adults would be likely to buy limited edition items via LIVE auction instead of entering a ballot or queuing, rising to 62% of Gen Z[1].

CKL Trends (@ckltrends), a small business selling streetwear and sneakers on TikTok Shop, started tapping into LIVE auctions – a format within LIVE Shopping – to build a community on the platform. Since launching on TikTok Shop in early 2026, its revenue has increased by 109%.



"LIVE Shopping has taught us that people value having a friendly face attached to your brand – especially when it comes to sneakers, which is a community driven by trust and passion. LIVEs have helped the brand demonstrate that to our customers in ways other retail channels can't offer. That is what we've discovered makes a huge difference when you are trying to turn a one-off buyer into a repeat customer."

Kate Wynne, Founder, CKL Trends

Pre-Loved Luxury

Gen Z taps into affordable luxury LIVE



LIVE Shopping is helping UK shoppers dip their toes into luxury – particularly Gen Z. 60% of Gen Z have either bought or are considering buying pre-loved luxury items via LIVE Shopping[1], as the category puts high-end brands in front of audiences with a more accessible price point. Among this audience, nearly a third (31%) say learning about an item's history is the main selling point[1].

On TikTok Shop, LIVEs are the engine of pre-loved luxury sales for businesses – **90% of sales in the category are made via LIVE Shopping,** and sales have grown 60% year-on-year[3].

Because shoppers can ask about and see each item's quality and condition in real time, LIVE gives them the confidence to invest in a piece they can keep in their collections, with fewer than one in 100 (0.75%) pre-loved items purchased on TikTok Shop returned[3].

SUNDAY SCROLLING TURNS TO SALES FOR PRE-LOVED BUSINESSES

While typically Sundays have been deemed 'slower' days in the retail industry, TikTok Shop's Pre-Loved Sundays rekindled the love for pre-loved shopping. Each Sunday, pre-loved sellers host special LIVE events with their top trending products, and exclusive deals for their viewers.

Thanks to this initiative, sales on pre-loved LIVEs on Sunday are **23% higher than any other day of the week[3].**

Fashionphile turns weekends into its busiest days

Pre-loved luxury retailer **Fashionphile** (@fashionphile) has built LIVE Shopping into the core of its business on TikTok Shop, scaling up to around 35 hours of LIVEs a week since January 2026. Next year, it plans to grow that to 55-60 hours a week.

Weekends were once among its slowest trading days. That changed as viewers learnt they could shop its LIVEs over the weekend, helped by initiatives like Pre-Loved Sundays.



"When we first started out with LIVE shopping, we found weekends were some of our slowest days. However, as our audience has discovered that they can shop with us during those times, and TikTok has run promotions like the Pre-Loved Sundays, they've very quickly become some of our best performing days and timeslots.

"Seeing a piece up close before buying also gives shoppers confidence – particularly with second-hand items – which helps keep returns down. Viewers ask practical questions in real time: will my laptop fit inside the bag, how does it sit on the shoulder, can it be worn another way?

"The benefits of LIVE Shopping go beyond adding revenue to the business – it's also delivered brand growth and has been instrumental in building a dedicated Fashionphile community."

Christopher Berry,
LIVE Selling Manager at Fashionphile

FMCG

UK shoppers fill cupboards and fridges via TikTok Shop





LIVE shopping is reshaping how people in the UK buy groceries and fresh food online – giving shoppers the confidence to purchase perishables by letting them inspect the quality of the food they are buying and ask experts questions in real time.

UK shoppers are turning to discovery commerce to stock up their fridges and pantries as TikTok Shop LIVE sees views in this category increase by 46% year-on-year[3] and sales have increased 53% year-on-year[3].

Fresh meat is the standout sub-product within the FMCG category, with TikTok Shop LIVE sales growing 122% year-on-year[3], with over half (54%) of all meat sales on TikTok Shop UK now taking place in a LIVE session[3].

The average order value for fresh meat sales on TikTok Shop is nearly £30[3], as bundles of high-quality butcher cuts attract shoppers across the UK. These consumers aren't using TikTok Shop to make one-off purchases of fresh produce, but instead are using it to stock up their fridges.

It's becoming increasingly difficult for people across the UK to get the same quality meat cuts locally. TikTok Shop is bridging the gap, making high-quality meat available for a fraction of the cost and bringing this to viewers' screens via interactive, educational, and engaging content.

FMCG sales on TikTok Shop LIVE have seen an increase of

53% [3]



Malik Butchers make £25,000 per month

Malik Butchers (@malikbutchers) originally started as a family-run halal butchers in Wolverhampton. Looking to grow the business beyond the remit of their high street store, they started selling LIVE via TikTok Shop.

Now, the majority of their TikTok Shop strategy focuses on LIVE Shopping, with £50,000 in sales made over an average two-month period. In one three-hour LIVE session in May 2026, they generated £8,000 in sales – a figure that would typically take three-to-four days in their high street store.

"High street businesses are struggling right now, and we knew we needed to change how we do business if we wanted to generate more sales. Thanks to LIVE Shopping on TikTok Shop we're now selling all the way up in Scotland, Newcastle and Wales – and customers have confidence in buying online as they can still ask questions and receive answers in real time. Now that we know LIVEs are an essential part of how we sell, we've opened a dedicated filming studio which allows us to LIVE stream for longer and increase our sales."

Manny Malik,
Owner, Malik Butchers

FOOD AND GROCERIES: A SURPRISING BLACK FRIDAY HIT

Black Friday weekend is typically associated with big-ticket tech items front-of-mind for consumers, but this year nearly a quarter (24%) of people planning to shop on TikTok Shop over Black Friday and Cyber Monday say that they intend to buy food and groceries[1]. This marks a shift in consumer behaviour with LIVE Shopping, giving people the confidence to buy everyday essentials through real-time retail at great prices.





24%

of people are planning to buy food and groceries through TikTok Shop[1]

Schwartz brings cooking show to LIVE



McCormick recognised that TikTok Shop and LIVE shopping were transforming the way consumers discover, engage with, and shop brands. This led to the creation of **The Flavour Vault** (@TheFlavourVaultUK) – a storefront that brought together its iconic brands including Schwartz, Frank's RedHot, Cholula, French's and OLD BAY.

Most recently, **Schwartz UK** (@schwartzuk) launched a LIVE shoppable cooking series on TikTok Shop, with each episode showcasing how to cook with the range. It was their most successful LIVE Shopping initiative to date, delivering 16x more sales than expected.

"By combining food inspiration, entertainment and commerce through creators, affiliates and live shopping, we're bringing these brands to life in new ways, creating more opportunities to connect with consumers and turn inspiration into purchase.

"For us, TikTok Shop and LIVE shopping goes beyond simply selling products. It's about creating engaging, shoppable experiences that inspire people to get creative in the kitchen while building stronger connections between our brands and consumers. We believe we're only just scratching the surface of what LIVE Shopping could mean for the food industry."

Rachel Pitman, Digital Commerce Director of EMEA, McCormick

Electronics

Spec sheets are out

Consumers are increasingly turning to LIVE shopping on TikTok Shop when buying tech with LIVE views for electronics up 286% year-on-year[3], as UK shoppers look for live demonstrations and real-time Q&A before adding a product to their basket.

This is particularly relevant for higher-value or more technical products, where static images and specifications may not answer every practical question. Half of people (50%) who have bought during or directly after a LIVE shopping session credit their purchase to being able to see how a product works in real life and not just seeing what it looks like[1].

For a category where product specifications can feel complex or technical and buying the wrong item is costly, LIVE shopping is giving customers a more personal way to shop with sales of small appliances increasing by over 200% over the past year[3].

Shoppers want product demos with LIVE views for electronics up **286%**[3]

Top Sellers

Shark Steam Mop



Shark Stain Eliminator



Philips One Blade Razor



Creators account for 70% of total sales within the electronics category[3] – the highest proportion amongst all TikTok Shop categories and 41% of customers say a creator has helped them to understand how a product works or is used better[1]. This proves that creator demonstrations play a pivotal role in how tech items are discovered, understood and purchased on TikTok Shop.

SharkNinja puts appliances to the test on LIVE

SharkNinja (@sharkninjahq) became the first tech brand to host a Super Brand Day on TikTok Shop UK. As part of this, it held a 12-hour LIVE session with creators that demonstrated products working in real time, from stain removal to air frying, while viewers could ask questions in the comments and make informed purchases while watching.

The format has since become a fixture of its UK sales strategy, with recurring Super Brand Day events across @sharkhomeuk and @ninjakitchenuk. In Q3 this year, LIVE sales increased 202% compared to the previous quarter, with their sessions during the same period garnering 2.5m impressions.









"Our customers love to see a product working before they buy it. LIVE lets us show that in real time, whether it's lifting a stubborn stain out of a carpet or turning food golden and crisp in an air fryer in minutes. Those before-and-after moments show exactly how our 5-star products solve everyday problems. TikTok Shop LIVE lets us do that at scale, giving customers the confidence to choose the right product the first time."

Ash Hopkins, VP, DTC, SharkNinja

Home & Living

A home refresh through LIVE

Shoppers are opening up to furnishing their homes through LIVE – with one in five (20%) UK adults saying they would consider buying home and living products through LIVE in the next 12 months[1].

These purchases typically take up valuable real estate in a home, and budget, so understanding the item's size, fit, colour, and even texture are essential parts of the buying process.



20%
of UK adults would consider buying home and living products through LIVE[1]



84%
of SMBs say that LIVE shopping has increased their sales[2]

Going LIVE pays off for Home and Living businesses

Home and living SMBs in the UK are seeing strong results from using LIVE shopping. 84% of small businesses within the category say that LIVE shopping has increased their sales[2], with LIVE sessions now making up 35% of their total sales[2].

LIVE sessions allow home and living SMBs to raise brand awareness with customers far beyond their local area, with 90% of them agreeing that the format has helped them reach shoppers they otherwise wouldn't have using other channels[2].

@qvcuk: from TV to TikTok

Since launching on TikTok Shop in March 2025, **QVC UK** (@qvcuk) has delivered more than 185 LIVES and 7 mega LIVES, delivering a meaningful uptick in customers. Following a highly successful period of digital expansion, it became the first UK retailer to open an in-house studio dedicated to LIVE shopping.

The purpose-built studio allows them to broadcast LIVE on TikTok Shop six hours a day, seven days a week, resulting in the amount of time they spend selling via LIVE sessions increasing by 335% year-on-year. This additional investment in LIVE allows the brand to reach audiences, both old and new. On average, QVC LIVE viewers are around 65% non-followers but it's shoppers who are already following the brand that make up the most sales (72%).

Around half (50%) of the brand's top selling products on TikTok Shop are own brand products, including the viral Cooks Essential Talking Egg Cooker, which sold nearly 3,000 units in just seven days in June 2026 – selling out in days each time it is restocked.

"Our in-house LIVE studios are playing an important part in reaching new audiences and driving awareness of our brand. LIVE shopping is a huge part of our ongoing growth. We are combining our deep heritage in trust-based storytelling and LIVE shopping with a highly dynamic digital environment, ensuring we stay at the forefront of retail innovation."

Robyn Cooke, Director of Social Commerce at QVC UK

Books



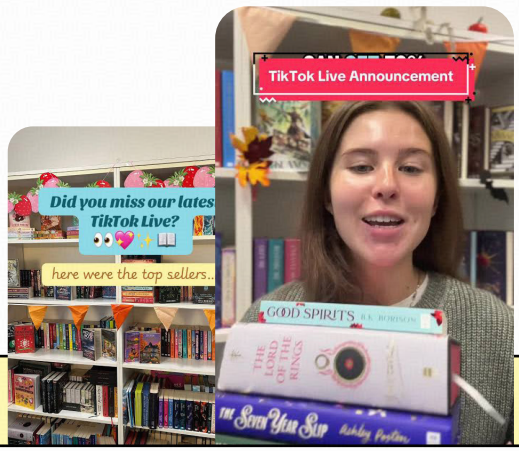
BookTok drives a resurgence in book sales on TikTok Shop

TikTok Shop has become one of publishing's most powerful discovery engines, helping readers uncover new authors, genres and series through creator recommendations and community discussion. People aren't just watching, they are buying. In 2025, over 11 million book sales in the UK were attributed to #BookTok, generating £86 million in revenue[6].

The platform is accelerating that journey, enabling readers to move seamlessly from discovery to purchase and turning online buzz into measurable sales success. #BookTok is driving a revival of reading, with three books sold every single minute on TikTok Shop UK[3] and publishers are taking notice. Product listings within the book category on TikTok Shop have increased 25% year-on-year[3] and LIVE sales volume has increased on average 45% month-on-month throughout 2026[3].

UK SMBs are benefiting from the book buzz, with 86% of book businesses agreeing they have seen an increase in sales since using LIVE shopping[2] and 93% say it has allowed them to reach customers it could not have reached through any other sales channel[2].

A resurgence for physical books has been fuelled by creators on TikTok Shop, with more than half (54%) of book sales on TikTok Shop being driven by creators[3].



HarperCollins sees impact beyond TikTok Shop

TikTok Shop has been a transformative channel for how **HarperCollins** (@HarperCollinsUK) reach and engage readers directly.

Recognising the rapid growth of #BookTok, HarperCollins moved early to become part of the community and turn engagement into commerce. In four years, they have scaled from just 40 titles to over 24,000, built an audience of over 100,000 followers and have grown sales by 193%.

LIVE shopping has been central to that growth, bringing HarperCollins' own experts together with customers in the world's biggest book club – #BookTok – to offer informal, informed and highly personal book recommendations. Since launching TikTok Shop LIVE in 2023, revenue from LIVE Shopping has grown by 225%.

"As early adopters of LIVE Shopping on TikTok Shop, we've been thrilled to see our LIVE experience evolve and grow. It's a perfect opportunity for us to talk directly with our loyal regular viewers, as well as our ever-growing community. Seeing that community grow and understanding the genres and themes that resonate with them, informs all our future strategy. The growth we've seen since launching LIVEs demonstrates the value of taking the time to create content and recommendations specifically for our audience.

"The impact extends beyond TikTok Shop. The visibility created is helping more readers discover HarperCollins titles, with that influence extending into the wider retail ecosystem. This demonstrates TikTok's value not simply as a direct sales channel, but as a powerful discovery and demand-generation platform."

Christina Storey, Senior Social Commerce Manager at HarperCollins

Collectables

Collectables LIVE views surge



Collectables businesses are building highly engaged communities through LIVE Shopping, with views of collectables LIVEs rising 341% in 12 months[3].

From blind boxes to trading cards, collecting has grown from a solo pastime into a viral trend fuelled by shared experience, and this extends into LIVE Shopping. Nearly a quarter (24%) of UK shoppers who have bought during or directly after a LIVE shopping session say that feeling part of a community with similar interests helped inform their decision to buy[1]. This rises to 28% among Gen Z shoppers[1].

For collectables sellers especially, their LIVEs have become a hub of like-minded collectors, where people can exchange tips and anecdotes in the comments section while bidding on rare finds. As a community built on trust, the numbers reflect this too, with repeat buyers accounting for 64% of all collectables sales[3].

New features help build lasting customer loyalty

LIVE shopping is cementing itself as a genuine sales channel and businesses are continuing to make the experience feel fresh for consumers. The introduction of features like LIVE auctions this year has given viewers the chance to bid on items in real time. Collectables business owners like Jay Jones are recognising how this format can work for their communities when it comes to the excitement of discovering rare finds – with 100% of @tcgsntreats' LIVE sales coming through auction. Beyond collectables, over half (51%) of UK SMBs using LIVE Shopping say auctions have had the biggest positive impact on sales[2].

LIVE auction sales have increased 52% month-on-month on average since its introduction earlier this year[3]. This has also helped sellers build stronger relationships with their customers, as half (50%) of people who have bought something via LIVE auction will return to make another purchase[3].

@tcgsntreats living room to Liverpool city centre

Jay Jones launched **TCGsNTreats** (@tcgsntreats) a year ago, selling football cards via LIVE auction before turning to his son's Pokémon collection. After joining TikTok Shop in June this year, the business grew from LIVE selling out of their family home to running its own warehouse, studio, and even opening their first physical shop in Liverpool.

With LIVEs forming the engine of the business, orders jumped from 1,000 a week to 1,500 a day within the company's first month of joining. Now, it fulfils 2,000 orders a day.



"We've got a customer base and most of the time, it's the same people every day. Even if they're not buying or bidding, we find they enjoy watching how the auction pans out. We've got a good community on there. LIVE Shopping on TikTok Shop really took me to the next level and has allowed me to open up my own shop in Liverpool, which echoes that very same hustling hub of activity."

Jay Jones,
Owner of TCGsnTreats

TikTok Shop

CONTACT DETAILS

For further details, contact
tiktokshop@ready10.media