



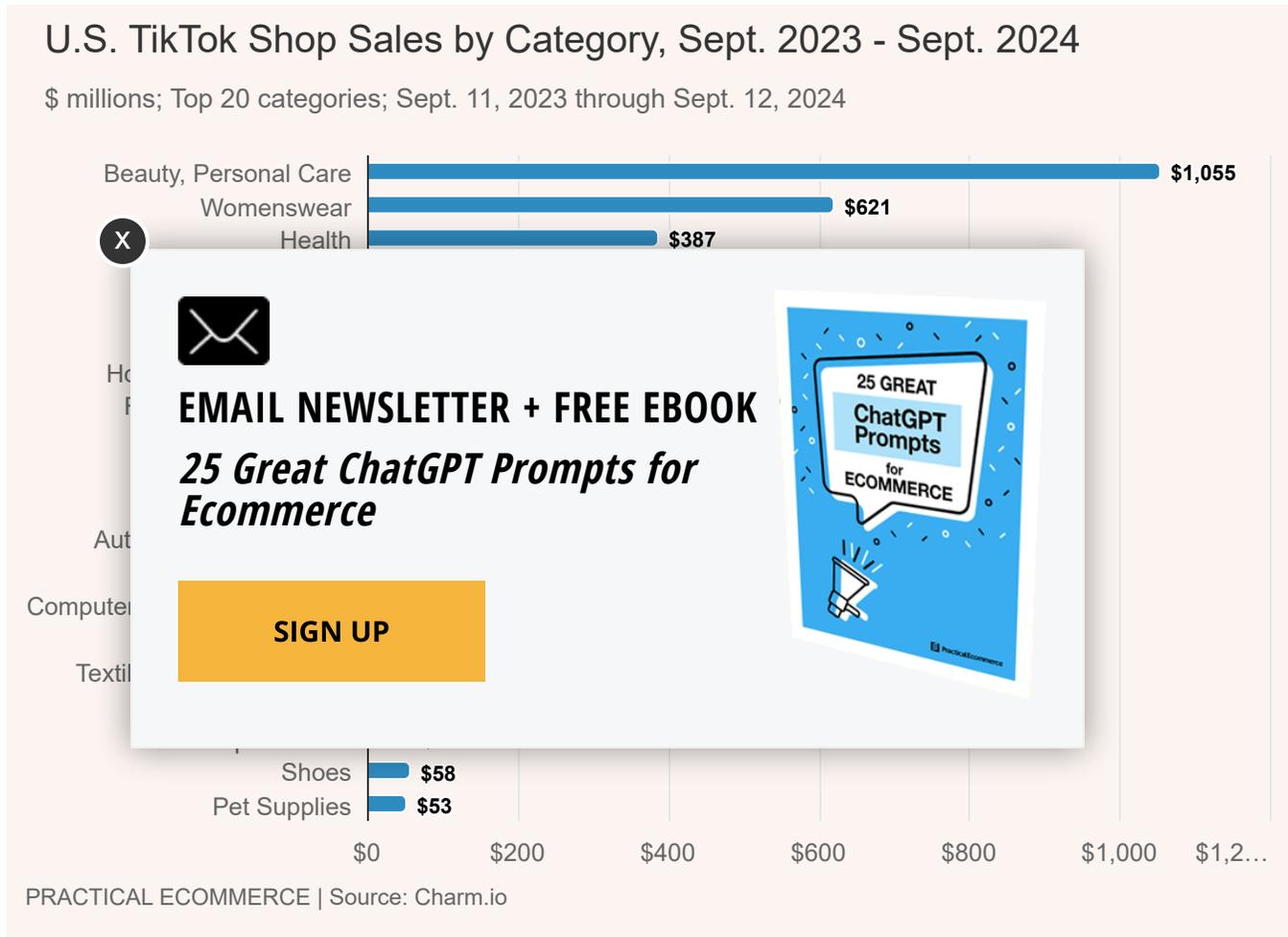
SOCIAL MEDIA

Charts: U.S. TikTok Shop Sales 2023-2024

OCTOBER 9, 2024 • [ADEL BOUKARROUM](#)

Charm is a U.S.-based data platform providing retailers, sales teams, and investors with in-depth analytics on direct-to-consumer brands. Charm’s staff has collaborated with ex-ByteDance employees to collect publicly available U.S. TikTok Shop data across various categories from its launch in September 2023 to September 2024.

Notably, “Beauty & Personal Care” dominates, generating over \$1 billion in revenue. “Womenswear” follows with \$621 million, showing that fashion is another leading sector.



The data also shows an upward trend in U.S. TikTok Shop’s monthly sales from its launch in September 2023 through mid-September 2024, indicating strong early adoption and consistent growth. Revenue peaked in July 2024 at over \$600 million.

U.S. TikTok Shop Monthly Sales Since Launch, Sept. 2023 - Sept. 2024

\$ millions; Sept. 11, 2023 through Sept. 12, 2024



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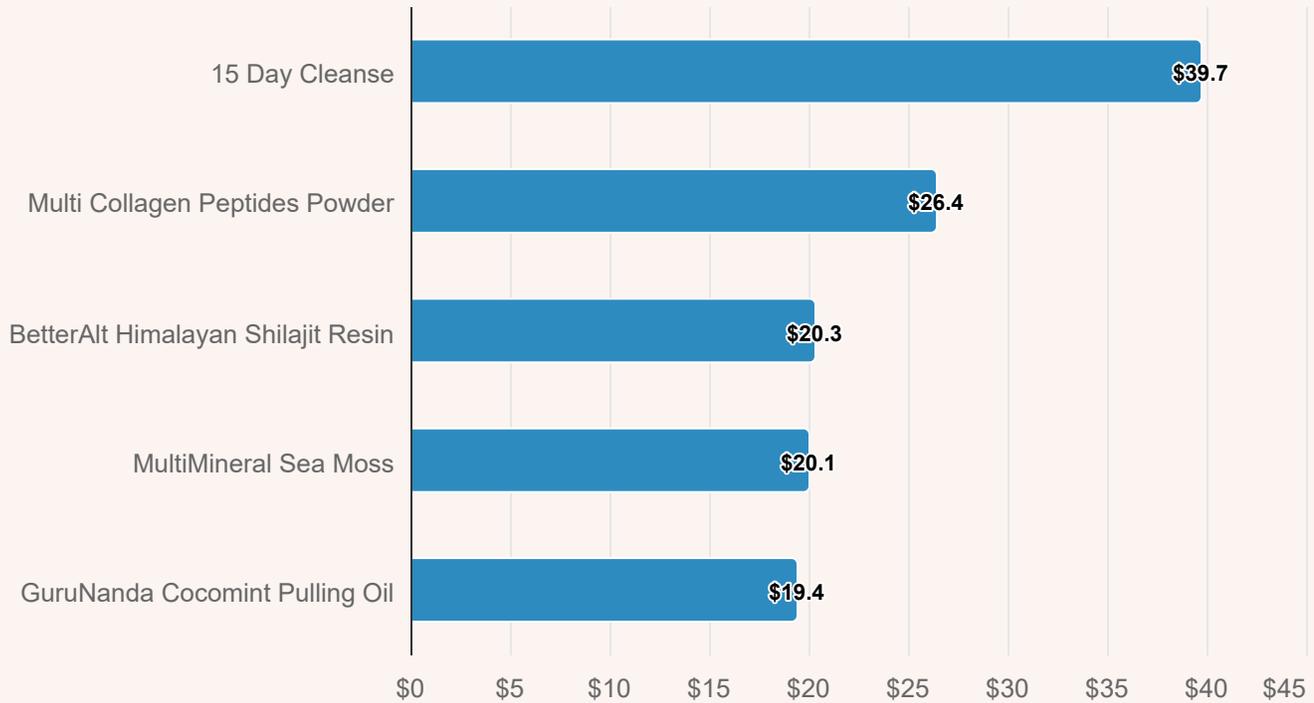


In addition to... interest in... revenue, "BetterAl... Moss" (n... whitener

strong consumer... h \$39.7 million in... \$26.4 million), MultiMineral Sea... lling Oil" (teeth

U.S. TikTok Shop Top 5 Products by Revenue, Sept. 2023 - Sept. 2024

\$ millions; Sept. 11, 2023 through Sept. 12, 2024



PRACTICAL ECOMMERCE | Source: Charm.io



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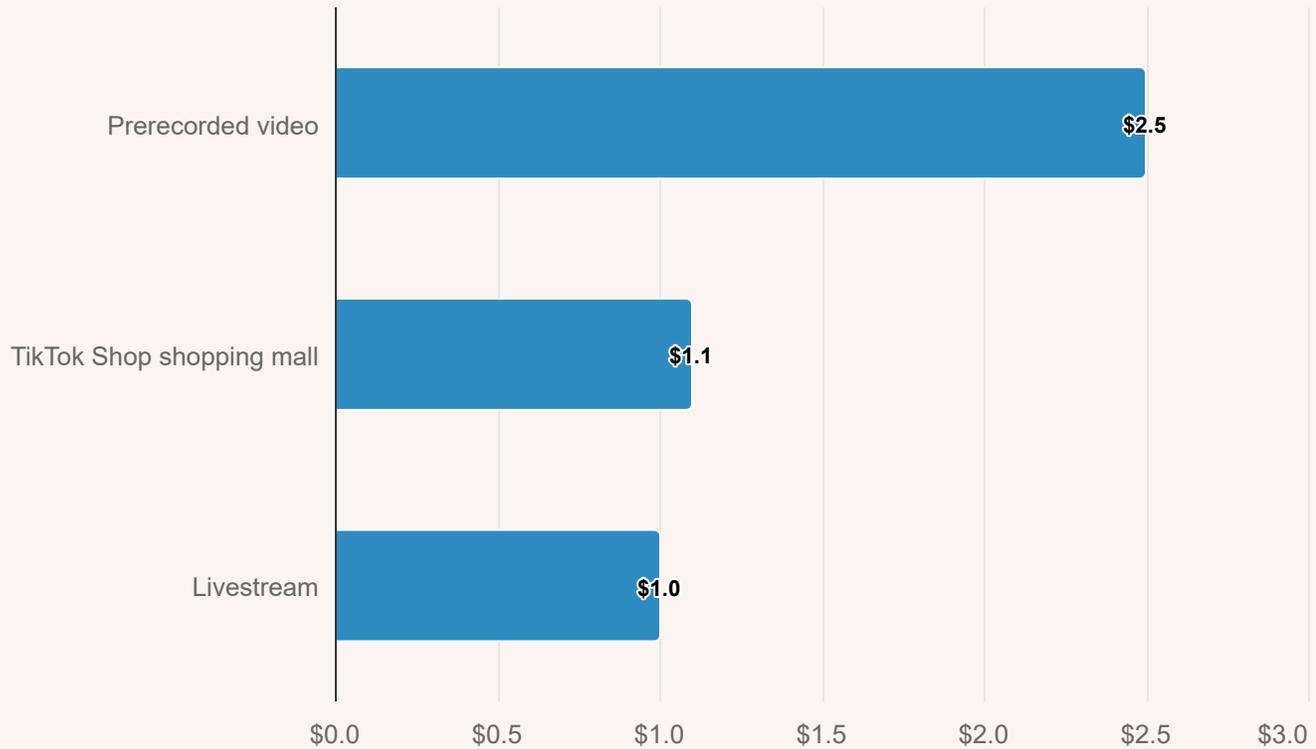


Furtherm

shop at \$2.5 billion.

U.S. TikTok Shop Sales by Channel, Sept. 2023 - Sept. 2024

\$ billions; Sept. 11, 2023 through Sept. 12, 2024



PRACTICAL ECOMMERCE | Source: Charm.io



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