

TikTok Revenue and Usage Statistics (2023)



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TikTok, known as Douyin in its home market, was launched in China in September 2016. It quickly started to gain traction in China and parent company ByteDance launched an international version the following year.

Originally launched as a short-form video sharing platform, primarily for lipsyncing and dancing videos, TikTok has grown into a fully-fledged video service, with content available for all types of viewers.

ByteDance had prior experience on running wildly popular apps, as the operator of AI-powered news aggregation platform Toutiao. Zhang Yiming, the founder and CEO of ByteDance, incorporated a similar AI-platform into TikTok, which is able to identify a user's interests and feed them more relevant videos.

While many Chinese apps have failed to succeed outside of China, most notably Tencent's WeChat, TikTok managed to push itself into the overseas market through the acquisition of Musical.ly in November 2017 for \$1 billion. This added 80 million users, mostly in the US, which TikTok then imported to its own platform.

From there, TikTok snowballed into the most popular app in 2019 and 2020. It was downloaded 693 million times in 2019 and 850 million times in 2020. Even though it only launched in 2017, TikTok was the seventh-most downloaded app of the 2010s, and looks to be a true competitor against Facebook's grip on social networking in the West.



ban on the app again in 2020, along with a spate of other Chinese-based apps, as tensions between China and India heightened.

India upheld the ban in January 2021, which has led to several other TikTok-clones taking over market share in the country. TikTok also faced having to sell its operations in the US to a holding company, which would have been controlled by Walmart and Oracle. However, President Trump's executive order has been canned by the Biden Administration.

Even with the slowdown in downloads due to India's ban and both Facebook and Snapchat launching clones of TikTok, the app remains one of the fastest growing in the world. It is expected to surpass 1 billion monthly active users by the end of 2021.

We have collected data and statistics on TikTok. Read on below to find out more.

TikTok key statistics

- TikTok generated an estimated \$4.6 billion revenue in 2021, a 142% increase year-on-year
- TikTok had 1.2 billion monthly active users in Q4 2021 and is expected to reach 1.8 billion by the end of 2022
- In China, TikTok is accessed by over 600 million users daily
- TikTok has been downloaded over three billion times

TikTok App Report 2022

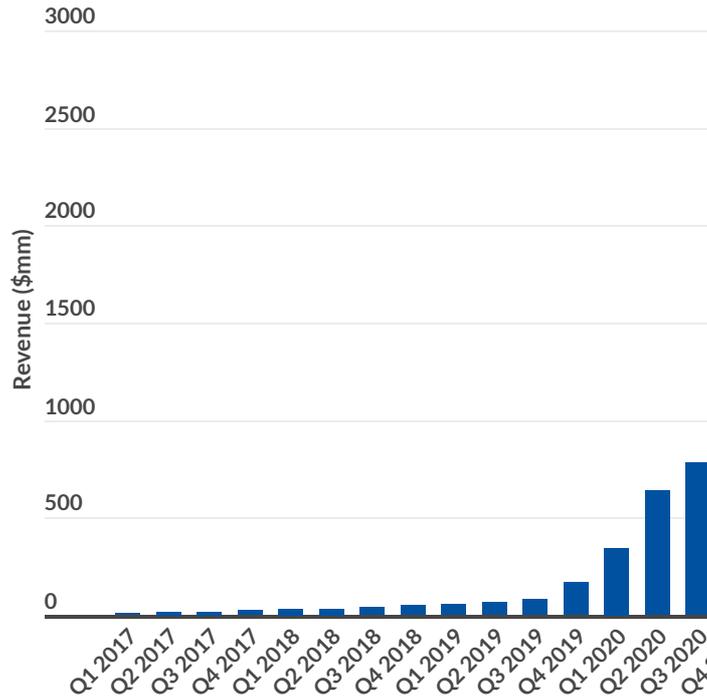
Want to dive deeper into the most popular app of 2020 and 2021? Our [TikTok report](#) includes detailed breakdowns on the app's revenue, usage, demographics, downloads, engagement, and benchmarks.

TikTok overview

Launch date	September 2016 (China); September 2017 (International)
HQ	Beijing, China
People	Liang Rubo (ByteDance CEO), Shouzi Chew (TikTok CEO), Vanessa Pappas (TikTok COO)
Business type	Private, subsidiary
Owner	ByteDance
Industry	Social networking

TikTok revenue

TikTok has rapidly increased its revenue generation in the past few years. In 2021, it



Sources: Apptopia, Sensor Tower, The Information

Share

TikTok annual revenues 2017 to 2021 (\$mm)

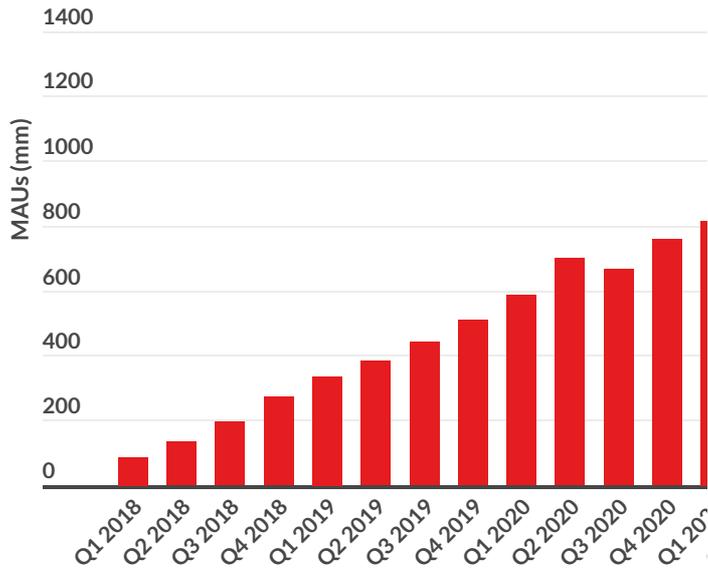
Year	Revenue (\$mm)
2017	63
2018	150
2019	350
2020	2640
2021	4697
2022	9401

Source: [TikTok Report](#)

TikTok users

TikTok reached one billion users in the third quarter of 2021 and is expected to reach 1.8 billion by the end of 2022.

TikTok quarterly users 2018 to 2022 (mm)



Sources: Data.ai, CNBC, Company data

TikTok annual users 2018 to 2021 (mm)

Date	Users (mm)
2018	133
2019	381
2020	700
2021	902
2022	1466

Note: Values are monthly active users in Q2 of the respective year. Source: [TikTok Report](#)

TikTok users by region

TikTok has high amounts of usage in all regions and has over 300 million users in Asia-Pacific region, which does not include China and India.

TikTok annual users by region 2018 to 2021 (mm)

Date	Asia Pacific	North America	Europe	LatAm	MENA
2018	82	28	21	8	5
2019	157	55	53	33	28
2020	234	105	98	78	45
2021	413	147	178	188	101
2022	598	183	257	288	127



Douyin, the Chinese version of TikTok, has over 700 million daily active users and is one of the most popular apps in the country.

Douyin annual daily active users 2017 to 2021 (mm)

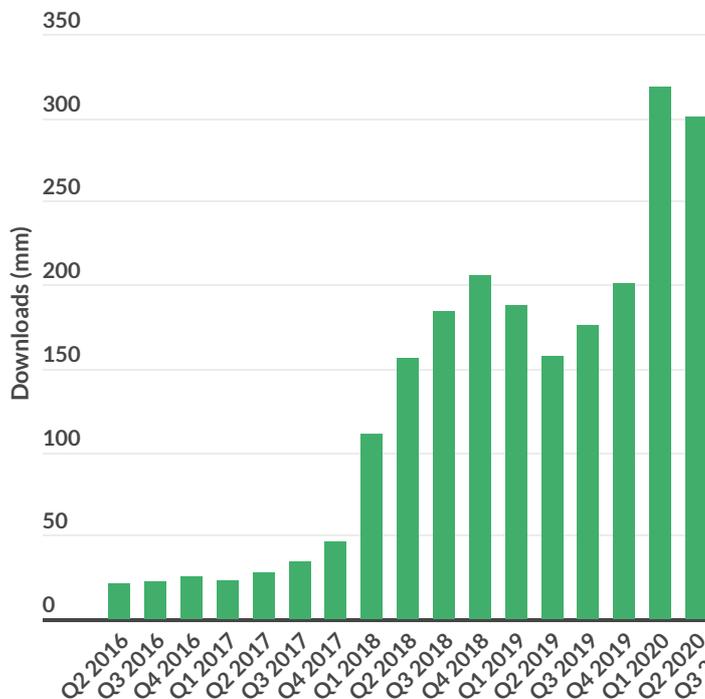
Date	Users (mm)
2017	33
2018	150
2019	400
2020	600
2021	710
2022	780

Source: [CNBC](#)

TikTok downloads

TikTok was the most downloaded app in 2020 and 2021 and peaked at 318 million downloads in Q1 2020, a record for quarterly downloads outside of China.

TikTok quarterly downloads 2017 to 2022 (mm)



Source: Sensor Tower

TikTok cumulative downloads 2017 to 2021 (mm)



2018	200
2019	857
2020	1579
2021	2560
2022	3301

Sources: [Apptopia](#), [Data.ai](#)

TikTok age demographics

A majority of TikTok users are aged under 30, with the largest age bracket aged between 20 and 29 years old.

TikTok worldwide age demographics 2021 (%)

Age bracket	Percentage of users
13-17	14.4
18-24	34.9
25-34	28.2
35-44	12.8
45-54	6.3
55+	3.4

Note: Individual country demographics are available in the [TikTok Report](#). Source: [App Ape](#)

TikTok gender demographics

TikTok is used by more women than men, but that gap is closing as it loses its stigma for being an app for teenagers and dancing.

TikTok worldwide gender demographics 2021 (%)

Gender	Percentage of users
Male	43%
Female	55%
Other	2%

Sources: [App Ape](#), [Bloomberg](#)

TikTok vs social apps: users



Sources: Company data

Share

Want to learn more about social apps? [Check out our Social App Report](#)

TikTok FAQ

What is TikTok's global internet penetration?

TikTok is used by 18% of global internet users aged 16 to 64 ([GlobalWebIndex](#))

What countries is TikTok most popular in?

Outside of China, TikTok's largest markets are the US, Indonesia and Brazil

How many users did TikTok have in India before it was banned?

TikTok had 190 million users in India, making it the app's second largest market behind China

How many times has TikTok been downloaded?

TikTok reached 3 billion downloads in June 2021. It was the seventh-most downloaded app of the 2010s ([Data.ai](#))

What is TikTok's peak quarterly downloads?

TikTok had 315 million downloads in Q1 2020, which is a record for quarterly downloads not including Chinese third-party app stores ([SensorTower](#))

What is TikTok's rating?

TikTok was the most positively reviewed app in the US in 2020, with 88% positive reviews ([SensorTower](#))

How many marketers plan to use TikTok?

14% of marketers plan to up their spend in 2021 ([HubSpot](#)), however only 3% see it as the most effective social media channel (CivicScience)



What is ByteDance's valuation?

ByteDance was last valued at \$180 billion, however trading in private markets has exceeded \$350 billion ([SCMP](#))

More Video App Data

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