



EUROPEAN INFLUENCE INTELLIGENCE · MARKET REPORT

TikTok in Europe, *first half of 2026*

Users, TikTok Shop sales, sellers and new rules in the UK and the EU from January to June 2026, with notes for brands planning to sell in Europe.



189M

monthly TikTok users in
the EU



€498.8M

estimated TikTok Shop
sales in Germany,
France, Spain and Italy in
90 days

CREATORS

69.9%

of those sales through
affiliate creators

THE TEN TIKTOK SHOP MARKETS IN EUROPE



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THE FIRST HALF IN BRIEF

TikTok Shop grew in Europe, and so did sellers' costs

TikTok kept adding users in the EU and opened its shop in four more countries. Shop sales in Europe are still small next to the US, but they rose fast in Germany, France, Spain and Italy, and most of them went through creators. Selling also got more expensive: commission went up in January and a new EU customs duty started in July.

189M



people in the EU used TikTok each month, January to June 2026

US\$50.3B

WORLDWIDE

TikTok Shop sales in H1 2026, up 92% on H1 2025

€498.8M



estimated TikTok Shop sales in Germany, France, Spain and Italy in the 90 days to 9 July

69.9%

CREATORS

of those sales came through affiliate creators

10



European countries with a local TikTok Shop after 15 June 2026

300,000+



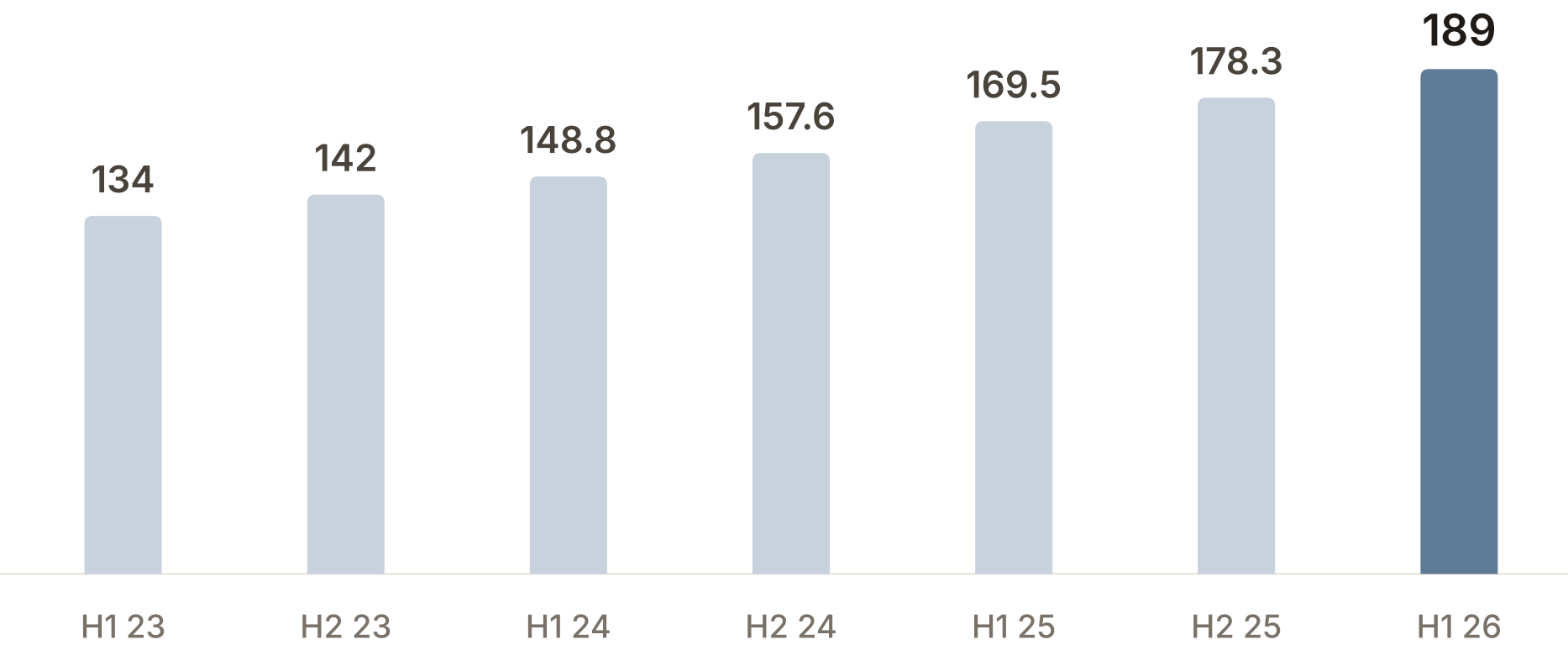
UK small businesses selling on TikTok Shop in July 2026

01 · AUDIENCE

189 million people in the EU use TikTok every month

TikTok reports its EU audience twice a year under the Digital Services Act, and the number has gone up in every report since 2023. In the first half of 2026 it was 11.5% higher than a year earlier. Worldwide, Sensor Tower counted more than 2 billion monthly users in the first quarter.

 TikTok monthly users in the EU, six-month average, millions



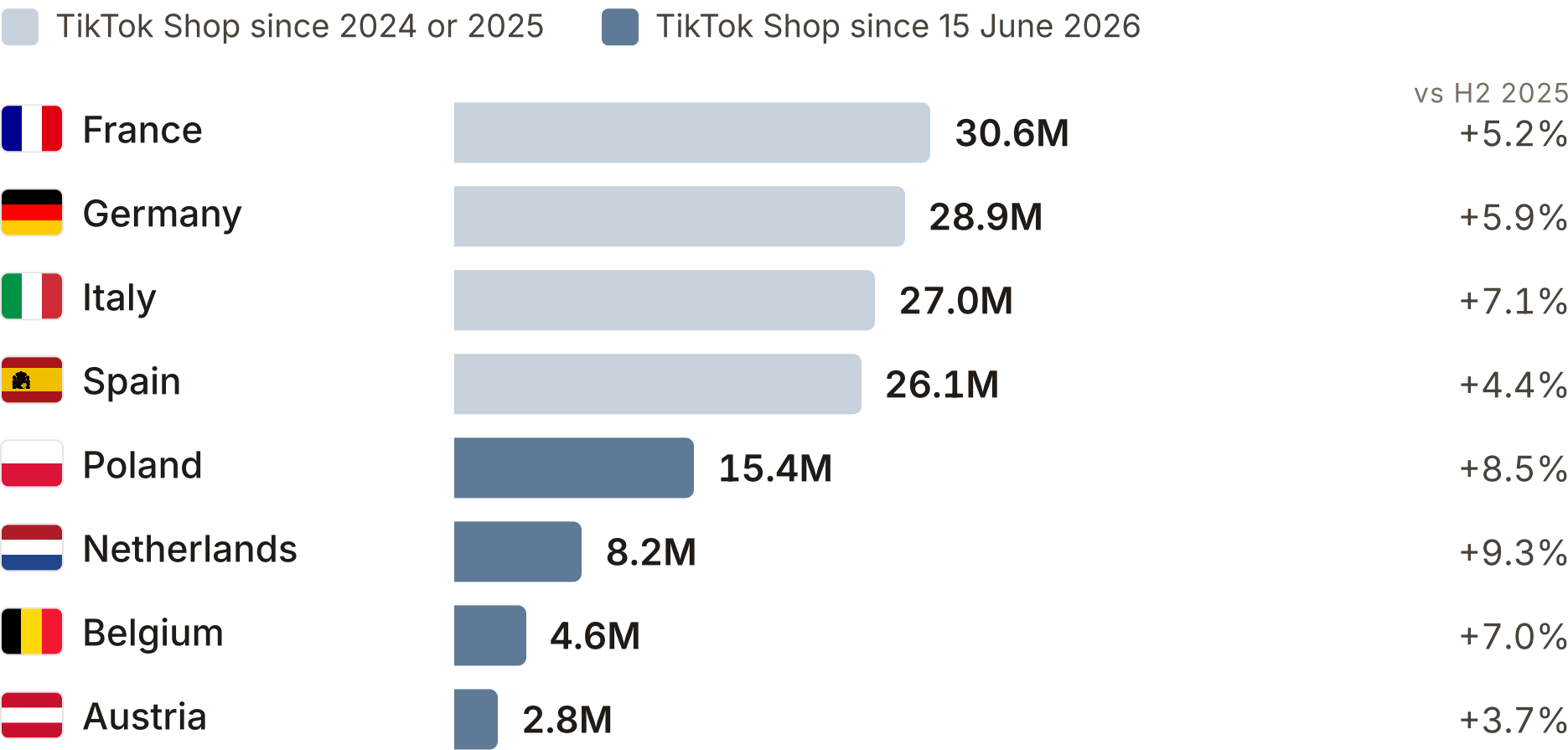
The UK is not part of the EU figures. TikTok’s newsroom uses a wider figure of 200 million Europeans a month.

01 · AUDIENCE

The four new shop markets already had 31 million users

TikTok Shop opened in Poland, the Netherlands, Belgium and Austria on 15 June 2026. From January to June, those four countries had 31 million monthly TikTok users between them. The Netherlands and Poland grew faster than any of the four older shop markets.

Monthly TikTok users, H1 2026, and change on H2 2025

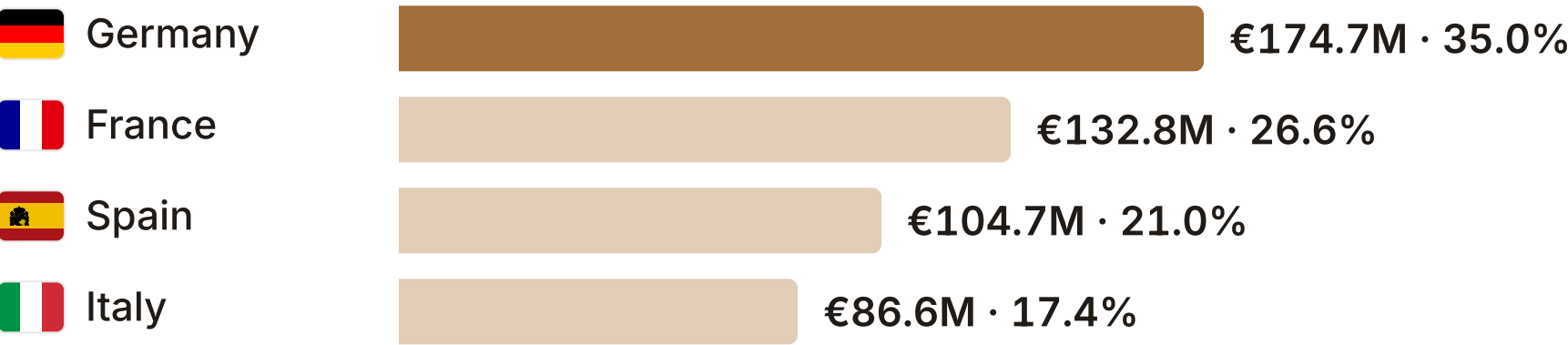


02 · SHOP SALES

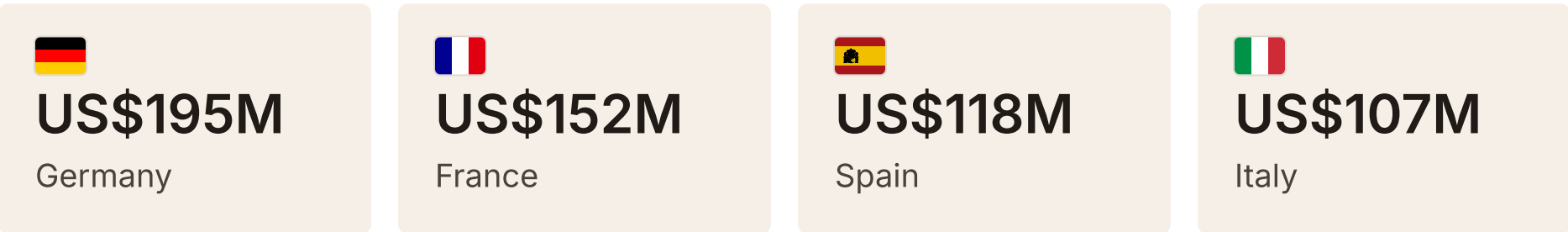
Germany is the largest TikTok Shop market on the continent

TikTok Shop sold US\$50.3 billion worldwide in the first half, 92% more than a year earlier, according to Momentum Works and Tabcut. The US alone sold US\$11.8 billion. Europe is a small share of the total, but TikTok says daily sales in France, Germany, Italy, Spain and Ireland grew at triple-digit rates between August 2025 and February 2026.

Estimated TikTok Shop sales, 90 days to 9 July 2026 (total €498.8M)



Goldman Sachs estimate, top ten categories only, 180 days to May 2026



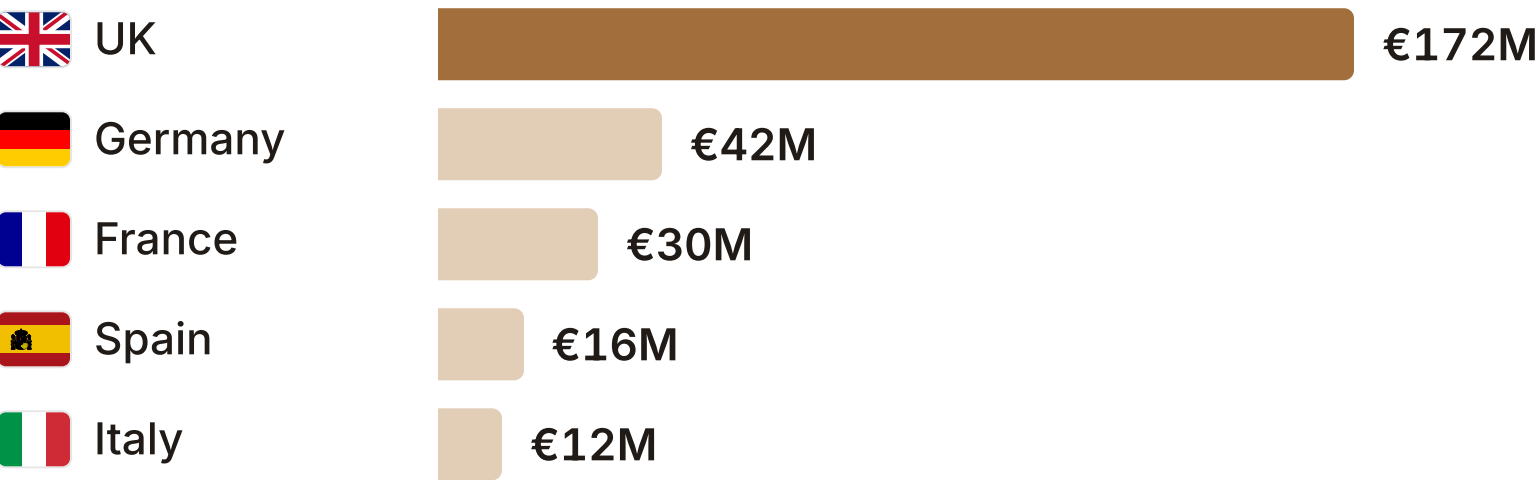
TikTok does not publish sales by country. Kalodata models sales from public shop data, and Goldman Sachs counted only the top ten categories over a longer period. The two estimates rank the countries in the same order, but their totals should not be compared.

02 · SHOP SALES

The UK’s top ten brands outsell those of four EU markets combined

TikTok Shop has run in the UK since 2021. From March to August 2026, the UK’s ten best-selling brands sold about €172 million. The top tens of Germany, France, Spain and Italy sold about €100 million combined.

Sales of the top ten brands in each country, 4 March to 30 August 2026 (estimate)



 The UK’s three best-selling brands in the same period

- Medicube, Korean skincare: €32.6 million
- Halara, apparel: €30.3 million
- Shark, home appliances: €29.5 million

300,000+

UK small businesses selling on TikTok Shop, July 2026

+55%

UK sales through LIVE shopping over the past year

6,000+

LIVE shopping sessions in the UK every day

02 · SHOP SALES

TikTok Shop is now a top-20 online retailer in three EU markets

Around their first anniversaries, TikTok published figures for each market. Rankings come from NielsenIQ where named.

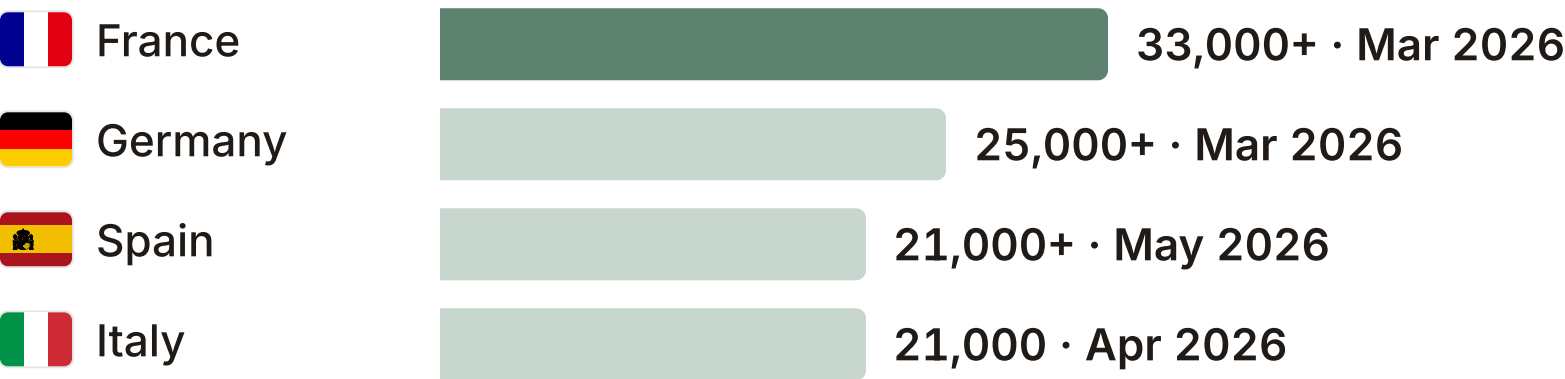
MARKET	SELLERS	ONLINE RETAIL RANK	WHAT TIKTOK REPORTED
 France since Mar 2025	33,000+ (Mar 2026), up from 16,500 in Oct 2025	Not published	Sales up 113% in six months. LIVE is 20% of sales.
 Germany since Mar 2025	25,000+ (Mar 2026)	15th (NIQ)	Daily sales nearly doubled in six months. 15% of online shoppers have bought on it.
 Spain since Dec 2024	21,000+ (May 2026)	16th (NIQ), 7th in beauty	Beauty sales grew at triple-digit rates in six months. Beauty LIVE sessions up 173%.
 Italy since Mar 2025	21,000 (Apr 2026)	14th by revenue	Daily sales grew at triple-digit rates in six months. Over-40s bring 41% of sales value.
 UK since 2021	300,000+ small businesses (Jul 2026)	Not published	LIVE sales up 55% in a year.

03 · SELLERS AND RULES

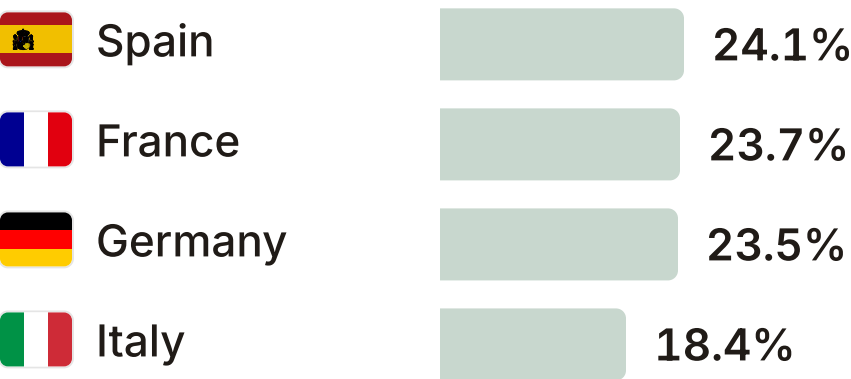
France doubled its seller count in five months

TikTok says more than 100,000 European businesses have joined its shop in France, Germany, Italy, Spain and Ireland. France went from 16,500 sellers in October 2025 to more than 33,000 in March 2026. The UK, open since 2021, has more than 300,000 small business sellers.

Sellers on TikTok Shop, latest figure published by TikTok



Share of sales taken by the ten biggest shops, 90 days to 9 July 2026



In all four markets the ten biggest shops take less than a quarter of sales, which leaves room for new sellers.

03 · SELLERS AND RULES

Five dates that changed the cost of selling in Europe this year

- 8 Jan 2026



Commission in Germany, France, Italy, Spain and Ireland rises from 5% to 9% (7% in some categories such as electronics). New sellers can pay 4% for up to 60 days.
- 15 Jun 2026



TikTok Shop opens in Austria, Belgium, the Netherlands and Poland. Sell Across Europe lets sellers list in several EU markets and ship with TikTok's logistics partners.
- 1 Jul 2026



The EU charges a €3 customs duty on parcels worth €150 or less sent from outside the EU, once for each type of item in the parcel. The EU calls it temporary, until its customs reform removes the €150 duty-free threshold.
- 12 Aug 2026



The EU Packaging and Packaging Waste Regulation (PPWR) applies to all packaging placed on the EU market.
- 19 Oct 2026

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UK sellers can sell into 12 EU countries from their UK account, including Czechia, Greece, Portugal and Hungary. A pilot started on 21 September.

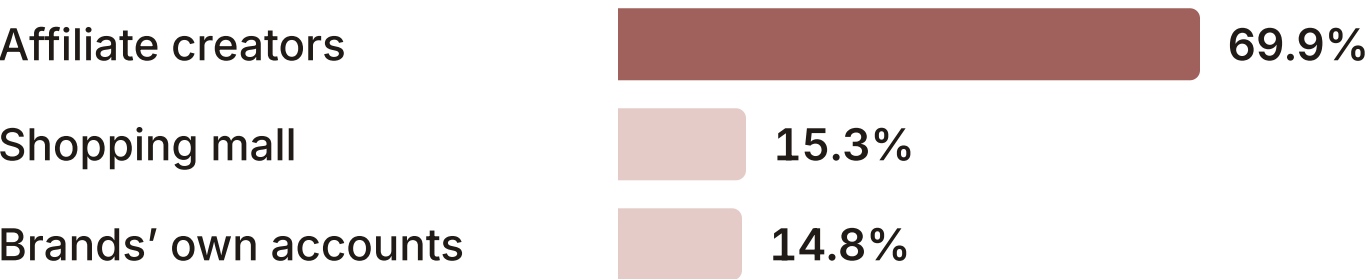
A €15 item sent to an EU buyer from outside the EU	
TikTok Shop commission at 9%	€1.35
EU customs duty, one type of item	€3.00
Total, before shipping, ads and creator fees	€4.35 · 29% of the price

04 · HOW EUROPE BUYS

Seven in ten euros come through creators

In the four largest EU markets, affiliate creators brought in 69.9% of TikTok Shop sales in the 90 days to 9 July. In the US, the Shop tab brought in 51.4% of sales in the first half. Most European buyers still reach products through videos and creators, and fewer search the shop directly.

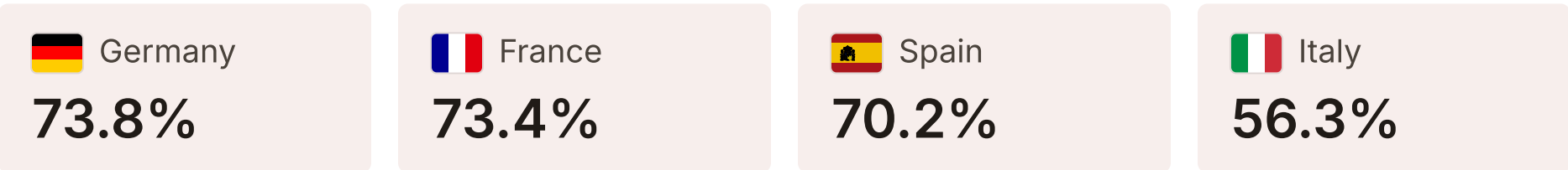
Where sales came from, four EU markets, 90 days to 9 July 2026



How the sale happened



Share of sales through affiliate creators, by country



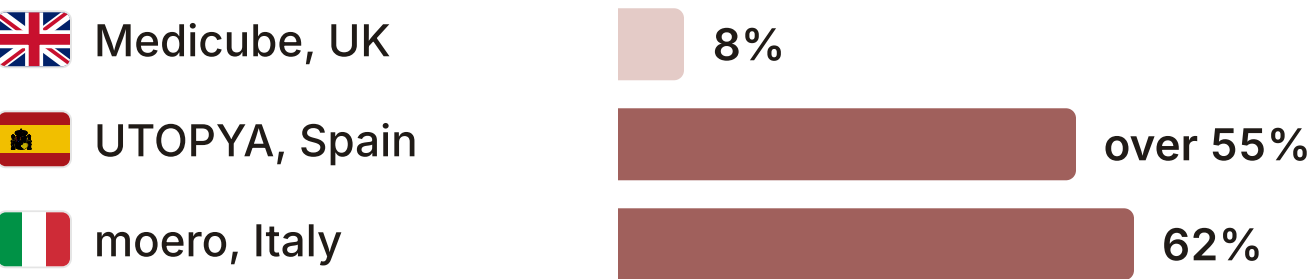
Italy is the exception. Brands' own accounts bring in 29.6% of sales there.

04 · HOW EUROPE BUYS

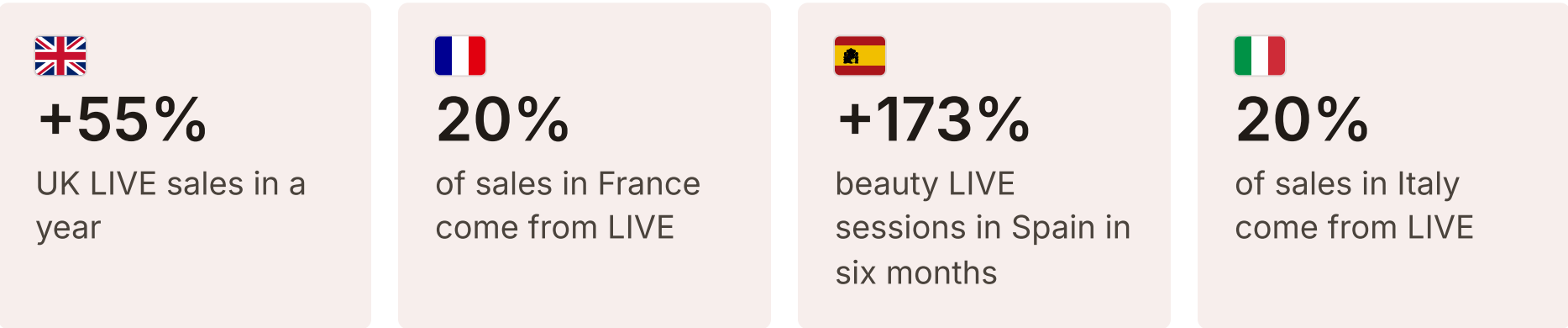
On the continent, some top brands depend on three creators

In the UK, Medicube spread its sales across nearly 13,000 creator accounts, and its top three creators brought in 8%. In the younger markets it goes the other way: in Italy, moero gets 62% of its sales from its top three creators, and in Spain, UTOPIYA and armonias each get more than 55%.

Share of a brand’s sales from its top three creators, March to August 2026



LIVE shopping, latest figures by market



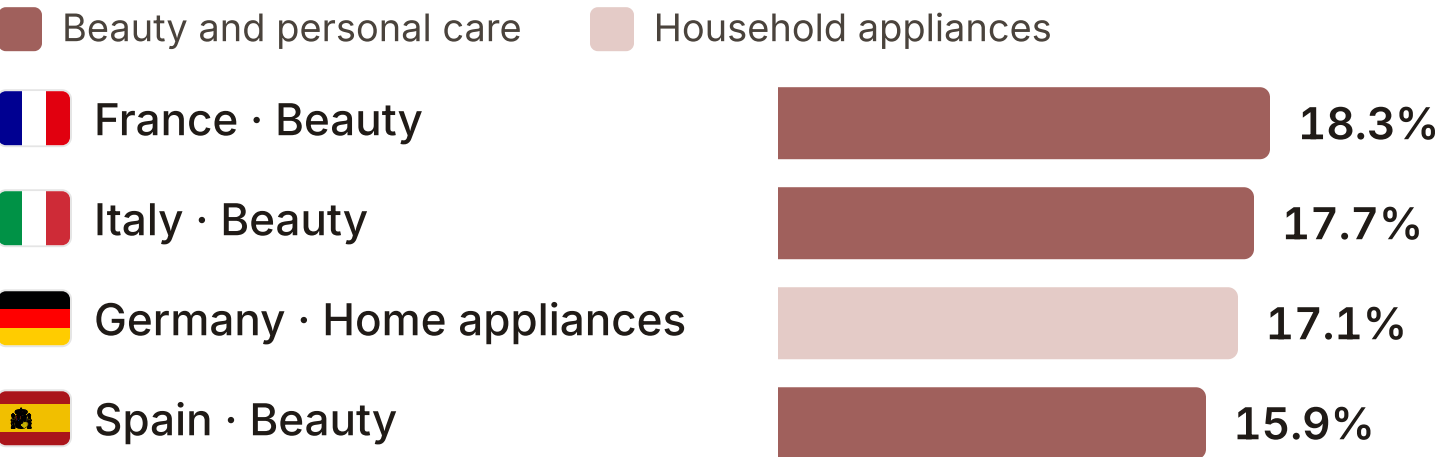
Buyers are older than many brands expect

In Italy, people over 40 bring in 41% of TikTok Shop sales value, against 32% across Italian e-commerce. In Spain, 40% of Gen X consumers have bought on TikTok Shop, compared with 23% of Gen Z.

04 · HOW EUROPE BUYS

Beauty leads in France, Spain and Italy. Germany buys appliances.

Largest category in each market, share of sales, 90 days to 9 July 2026



Home improvement was the fastest-growing category with more than €2 million in sales in all four markets: +228% in Germany, +298% in Spain, +207% in Italy and +202% in France.

Brands at the top, March to August 2026

- SharkNinja sold about €73 million through its shops in the UK, Germany, France and Spain.
- Medicube, a Korean skincare brand, sold €39 million in the UK, France, Spain and Italy.
- Chinese hardware brands such as Dreame, JONR and Merach are in Germany’s top ten.
- No Chinese skincare or make-up brand made the top ten in any of the five countries.

05 · OUR READING

What we take from the first half

ZÉREN helps brands go to market in Europe, from market entry to TikTok Shop sales. These are our notes for brands planning the second half and 2027.

01 Plan creator work before ads.

Seven in ten euros on TikTok Shop in the big EU markets come through affiliate creators. On the continent, some leading brands get more than half their sales from three creators, and sales can drop sharply if one of them stops posting. We build a wider base of mid-size creators in each country.

02 Recheck unit economics after January and July.

On a €15 item sent from outside the EU, commission and the new duty take €4.35 before shipping and creator fees. Stock shipped in bulk to an EU warehouse goes through normal customs clearance instead of the per-item duty, and it reaches buyers faster.

03 Treat each country as its own market.

Germany is the biggest market on the continent and buys appliances. In Italy, brands' own accounts bring in almost 30% of sales and buyers over 40 bring in 41%. One European plan translated into four languages misses these differences.

04 Beauty still has room for new brands.

Medicube, a Korean skincare brand, is the best-selling beauty brand in the top tens of the UK, France, Spain and Italy. No Chinese skincare or make-up brand reached a top ten. A brand that wants that space needs its EU paperwork ready first: CPNP notification, an EU Responsible Person and PPWR-compliant packaging.

SOURCES

Where each number comes from

p. Cover, 2	The same sources as pages 3, 5, 6, 9 and 10.
p. 3	TikTok DSA report, 31 Aug 2026 · socialmediatransparency.org (TikTok DSA filings, H1 2023 to H1 2026) · Sensor Tower via Jing Daily, 29 Apr 2026 · TikTok Newsroom, 28 May 2026
p. 4	socialmediatransparency.org (TikTok DSA filing, H1 2026, by country) · TikTok Newsroom, 28 May 2026
p. 5	Momentum Works & Tabcut via Tubefilter, 6 Aug 2026 · TikTok Newsroom, 28 May 2026 · Lengow / Kalodata, 13 Jul 2026 · Goldman Sachs via Investing.com, 23 May 2026
p. 6	Lengow / Kalodata, 31 Aug 2026 · Modern Retail, 5 Aug 2026
p. 7	Les Gens d’Internet, 13 Mar 2026 · Horizont, 24 Mar 2026 (NIQ data) · Mark Up, 27 Apr 2026 · TikTok Newsroom Spain, 20 May 2026 · Modern Retail, 5 Aug 2026 · Dataïads, 27 Jul 2026 (launch dates)
p. 8	TikTok Newsroom, 28 May 2026 · Les Gens d’Internet, 13 Mar 2026 · Horizont, 24 Mar 2026 (NIQ data) · TikTok Newsroom Spain, 20 May 2026 · Mark Up, 27 Apr 2026 · Lengow / Kalodata, 13 Jul 2026
p. 9	ChannelX, Dec 2025 (commission) · TikTok Newsroom, 28 May 2026 · European Commission, 29 Jun 2026 · EU Perspectives, Dec 2025 · Regulation (EU) 2025/40 (PPWR) · ChannelX, 7 Sep 2026 (Sell Across EU)
p. 10	Lengow / Kalodata, 13 Jul 2026 · Momentum Works & Tabcut via EcomCrew, 13 Aug 2026
p. 11	Lengow / Kalodata, 31 Aug 2026 · Modern Retail, 5 Aug 2026 · Les Gens d’Internet, 13 Mar 2026 · Mark Up, 27 Apr 2026 · Ecommerce News, 24 May 2026
p. 12	Lengow / Kalodata, 13 Jul 2026 · Lengow / Kalodata, 31 Aug 2026 · Brand origins checked by ZÉREN
p. 13	ZÉREN’s reading of the data on pages 3 to 12.

All sales figures are third-party estimates. Source names are links in the downloaded PDF. Sources checked on 1 October 2026.

ABOUT THIS REPORT

ZÉREN Atelier compiled this report from public sources in September 2026 and checked each figure against the original article. TikTok does not publish sales by country, so all sales figures are estimates from outside firms, and each uses its own method. User numbers come from TikTok’s filings under the EU Digital Services Act. Seller counts and growth rates are TikTok’s own statements. The sources for each page are listed on page 14.

ABOUT ZÉREN



A go-to-market company for brands entering Europe

ZÉREN takes brands into the European market, from the first market scan to TikTok Shop sales. We are based in Paris and Hong Kong and work across TikTok Shop, Instagram and RedNote. EU rules are checked at every step, and our in-house AI, Zerendo.ai, handles creator search, EU contracts and GMV tracking.

1,500+

local creators in Europe in our network

300,000

creators in our Zerendo.ai database

How we take a brand to market in Europe

01	Market entry	Market scan, brand positioning and an EU rules check before launch.
02	Localization	Creative, copy and platform plan adapted for each European country.
03	Creators and content	Creators matched to the brand, native vertical video and photography.
04	TikTok Shop launch	Shop strategy, livestream commerce and the conversion funnel.
05	Measure and scale	Performance and GMV tracking with Zerendo.ai, then the next round.

WORK WITH US

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