**Take A Look At These TikTok Statistics**

If you are new to TikTok then you need to know that it has experienced significant growth in the last two years. In the last quarter of 2018 there were more downloads for the TikTok app than there were for Instagram, YouTube and Facebook for both iOS and Android devices.

On the surface you might consider TikTok to be just another short form video app but it is much more than that and has absolutely captivated its audience many of whom just love to watch videos one after another.

Many brands are now using the app for their marketing successfully. There are already a number of influencers who are willing to partner up to help you expand your reach on TikTok. In this article we will look at the most interesting statistics about TikTok which will encourage you to use it for your marketing.

**More than 500 Million Users**

TikTok now has over 500 million users and this is continuing to grow. When the Vine app was at its peak it had 200 million users. Instagram took 6 years to reach 500 million users and TikTok have done it in 2 years. In the month of December 2018 TikTok attracted 75 million new users!

**The United States has over 26 Million Active TikTok Users**

There have been more than 40 million downloads of the TikTok app since November 2018 in the United States. TikTok now owns Musical.ly and most of their users are still on TikTok. The number of users in the United States only makes up for around 5% of the overall users but it is growing and still a large amount.

**The TikTok Audience is Young**

Over two thirds of TikTok users are currently less than 30 years of age. In the United States 60% of their users are between the ages of 16 and 24. Over half of these young people use Apple iPhones.

It is important that you keep this young demographic in mind with your marketing. They are looking for entertainment and fun so you will probably have to take a different approach than you would on other platforms like Facebook.

**Around an Hour Per Day on TikTok**

The average amount of time spent by a TikTok user on the platform is about 52 minutes each day. This is very impressive and taking the social media world by storm. In comparison users spend around 58 minutes on Facebook, 53 minutes on Instagram and 49 minutes on Snapchat and these platforms have been going a lot longer.

**Huge Increase with In App Spending**

A TikTok user has the opportunity to purchase coins in the app which they use on livestreams to send emojis. From October 2017 to 2018 there was a 275% upswing with in app purchases on TikTok.

**Hashtag Challenges creating incredible Engagement Levels**

The #tumbleweedchallenge created by Tonight Show host Jimmy Fallon resulted in more than 9 million video views and more than 8,000 user created videos. Fallon was so impressed he is now a brand partner with TikTok.

Another hashtag challenge that has seen incredible results is the #raindropchallenge. Here users use filters to stop the rain falling. This challenge has generated more than 690 million views since it started.