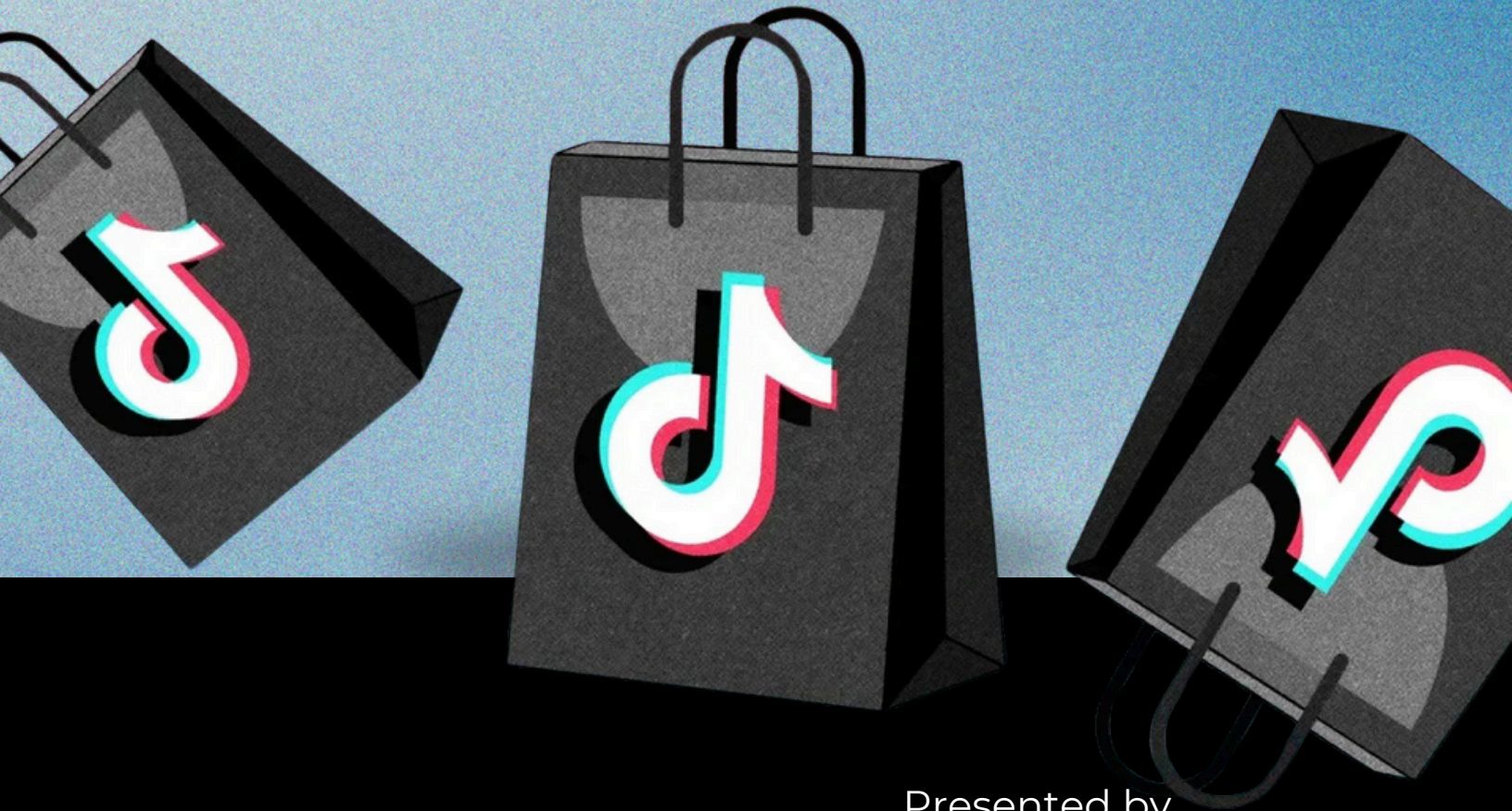


PRE-LAUNCH CHECKLIST

# 5 Things To Get Right Before Opening Your **TikTok Shop**

Launch your products & drive sales on TikTok Shop



Presented by

The Tok Newsletter



CHARM.IO



# TikTok Tips as Told by The Experts

## TikTok Shop is exploding!

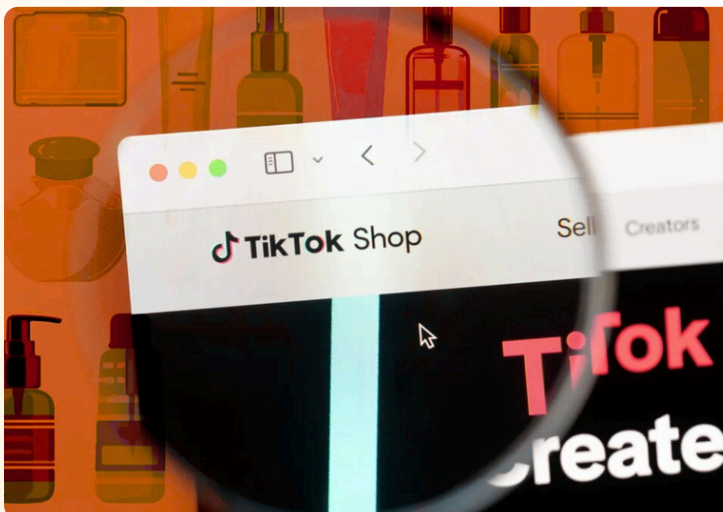
Since launching in the U.S. in September 2023, TikTok Shop has surpassed Shein and Sephora in terms of U.S. consumer spending.

With viral content, promoted by trusted influencers, TikTok is the platform where trends take off and consumers discover new products. Not to mention TikTok's seamless "see it, click it, buy it" purchasing flow drives massive brand sales.



### **Stephanie Tramicheck**

from The Tok Newsletter has used her TikTok Shop expertise to lay out the key tips you need to know to have a successful launch on TikTok Shop.



**Charm.io** has backed up these tips with in-depth data into TikTok's sales, trends, ad spend, and more so you can make data-backed decisions that will help you have a successful launch.

Get the insider knowledge and data that will help you have a successful product launch on TikTok Shop!







# 1 | Select **ONE** product to sell



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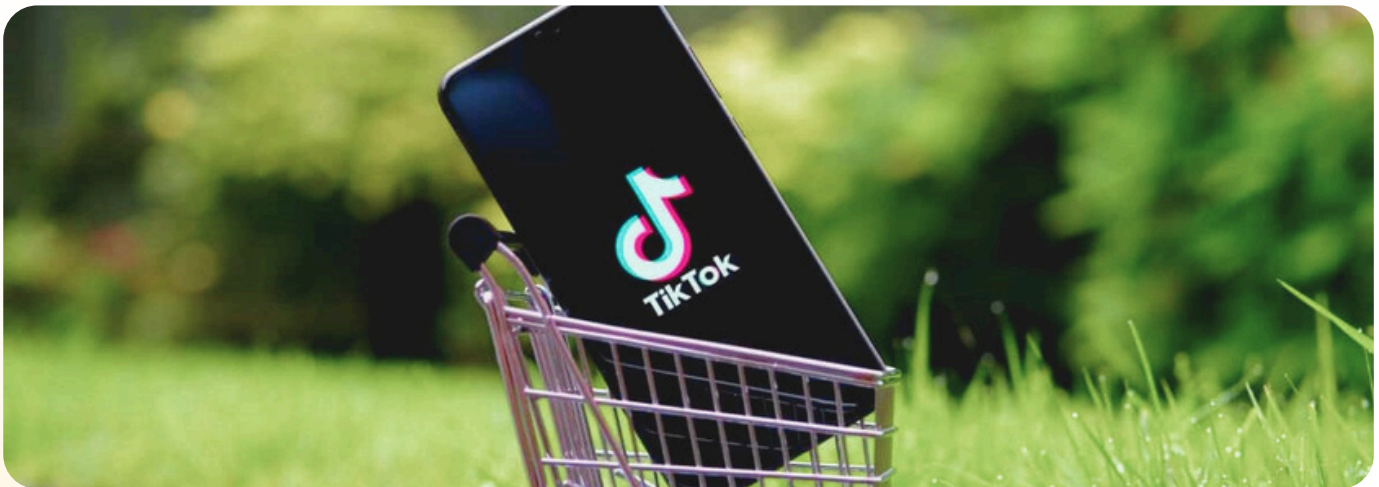
One product only—don't spread yourself thin.

A common mistake is launching with multiple products instead of focusing on one strong performer. If you already have a best-seller, start with that. Brands that succeed on TikTok Shop often begin with a single hero product.



## A single hero product allows you to:

- Keep messaging clear and compelling
- Optimize fulfillment and inventory costs
- Focus marketing efforts on a single conversion path



## How to choose the right product?

- ◆ If you have a best-seller already, start there.
- ◆ If not, look for a product with proven demand (see #2 and #3).
- ◆ Keep logistics in mind—lightweight, easy-to-ship products tend to perform better

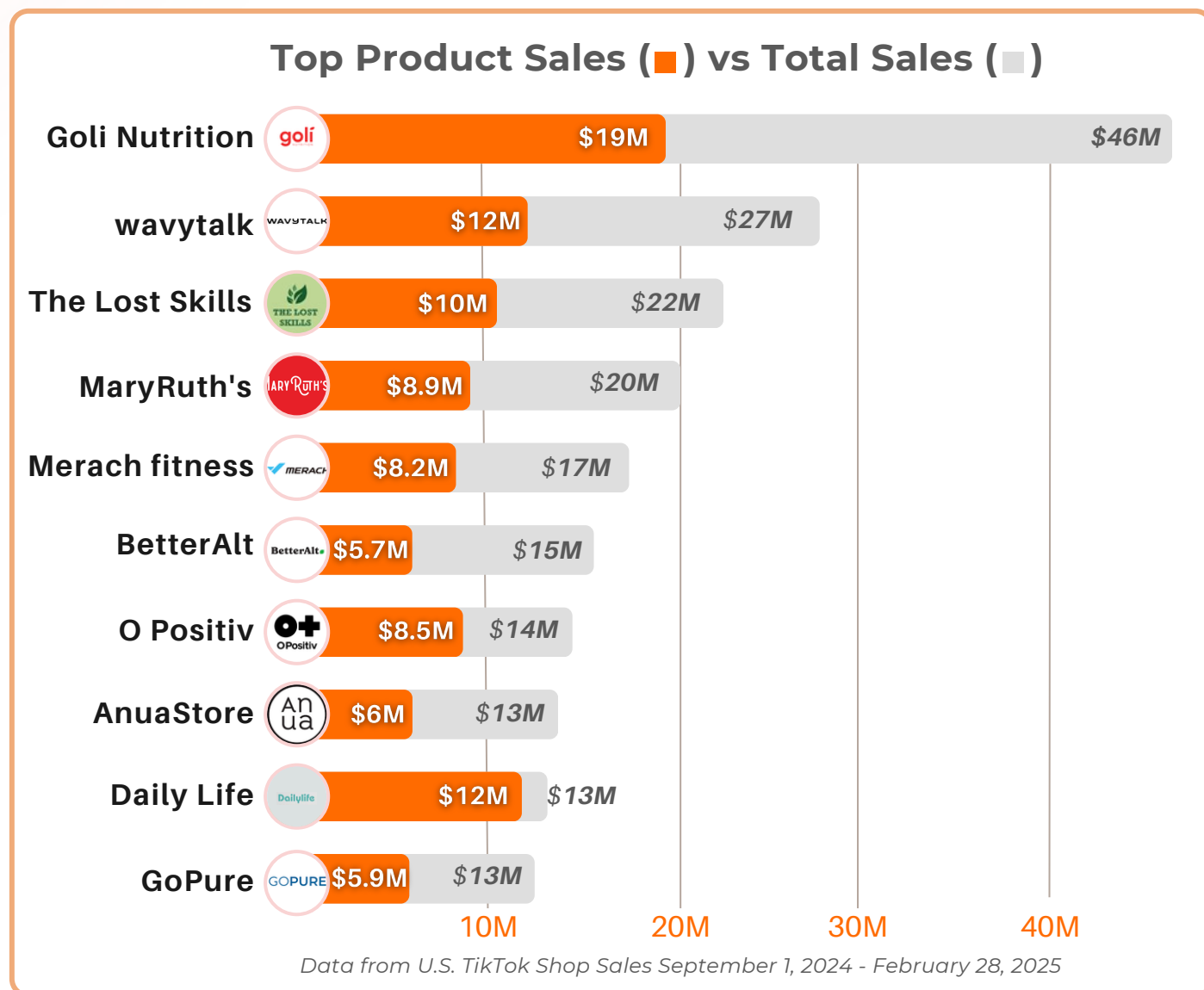




## Top TikTok Shops are Driving Sales From One Single Product

Data from Charm has identified that many of the top brands on TikTok Shop (based on sales) are driving the majority of their revenue from one single hero product.

The following brands are within the Top 25 shops based on U.S. TikTok Shop sales from September 2024 through February 2025, and you'll note that for many of these brands, **their top-selling product is driving one third of their total sales, if not more.**



The data confirms that you don't need to launch with a full product portfolio. With TikTok, you can make certain products go viral and drive sales. Start on the platform by launching one product and see where it takes you!







# 2 | Launch a product that belongs to a high-demand category

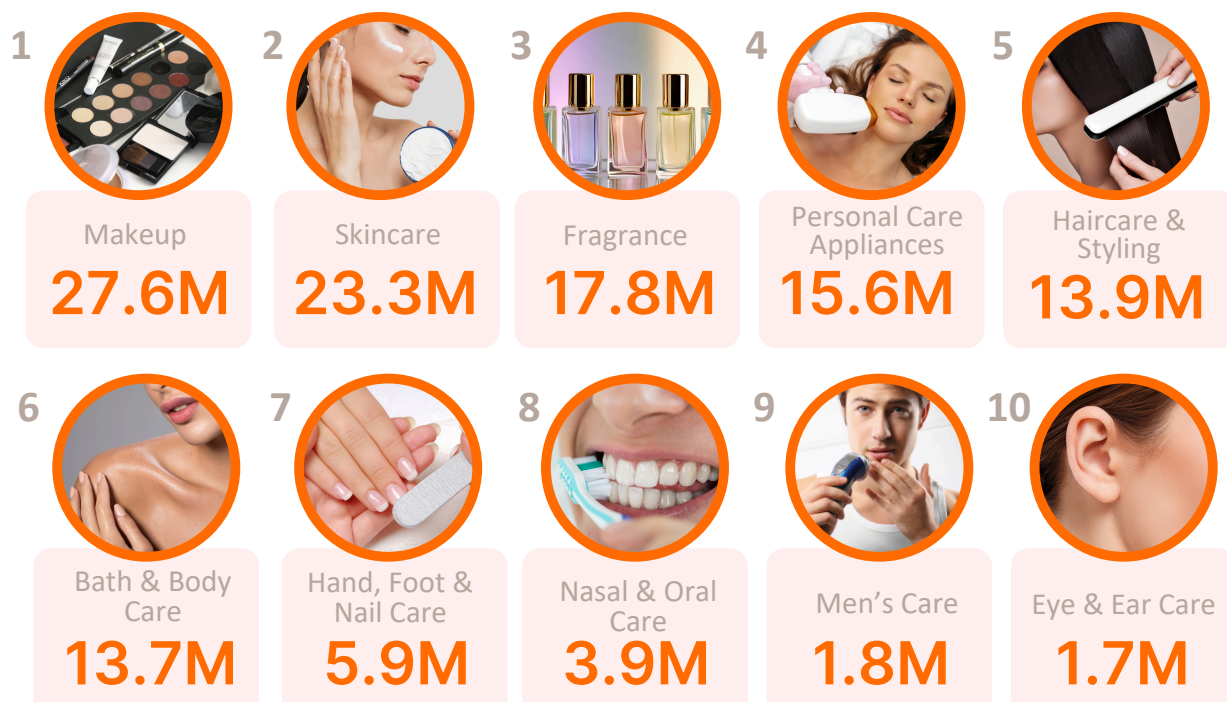


# 2 | Launch a product that belongs to a high-demand category

Not all categories perform well on TikTok Shop. Make sure your product fits into one of the top-selling categories. Beauty and personal care is the top-selling product category on TikTok Shop, and the category drove over \$1.5 billion in U.S. TikTok Shop sales in 2024.

The Charm data below shows the top-selling subcategories across the beauty and personal care category based on U.S. TikTok Shop sales in February 2025.

## The Top 10 Top-Selling Subcategories in Beauty & Personal Care



### How to check demand?

- ◆ Research top-selling categories in your niche.
- ◆ Look for fast-growing subcategories where competition isn't oversaturated.
- ◆ Identify repeat purchase potential—products that encourage customer loyalty tend to scale better.





# Which beauty & personal care sub-subcategories are growing the fastest?

When analyzing the beauty and personal care category (the top-selling product category on TikTok Shop), we have seen these sub-subcategories grow over 500% from September 2024 to February 2025.

L3 CATEGORY	September 2024 Revenue	February 2025 Revenue	Growth			
			500%	1000%	1500%	2000%
HEAT PATCHES	\$7,788	\$153,377	1869%			
TEETH GRINDING GUARDS	\$1,006	\$16,200	1510%			
SKINCARE	\$7,340	\$111,849	1423%			
HAND & FOOT MASKS	\$14,823	\$218,748	1375%			
SHAVING FOAM & AFTERSHAVE	\$77,683	\$1,140,000	1367%			

## Which sub-subcategories in beauty are **declining** in sales?

L3 CATEGORY	September 2024 Revenue	February 2025 Revenue	Decline			
			-40%	-60%	-80%	-100%
FACIAL MASSAGE CREAM	\$22,900	\$7,613	-66%			
LASH ENHANCERS & PRIMERS	\$556,900	\$150,153	-73%			
ORAL CARE KITS	\$223,640	\$48,886	-78%			
ORAL IRRIGATORS	\$3,185,245	\$631,400	-80%			
INSECT REPELLENTS	\$5,695	\$968.03	-83%			

## Top-selling brands in BEAUTY (Sept 1 - Feb 28, 2025)

SHOP NAME	REVENUE
TARTE COSMETICS	\$39M
WAVYTALK	\$27M
MEDICUBE	\$22M
TYMO-BEAUTY	\$20M
AMERICAN SEAIR IMPORTS	\$15M





3

**Choose a product  
that has **viral  
potential**—or a  
competitor proved  
it can go viral**



## 3

# Choose product that has **viral potential**—or a competitor proved it can go viral

TikTok Shop thrives on viral products. If similar products have gone viral, yours can too—with the right strategy.

## How to check if your product has viral potential?



**Shoppable video count**

- Are influencers making content around your product type?



**Affiliate adoption**

- Are creators actively promoting similar products?



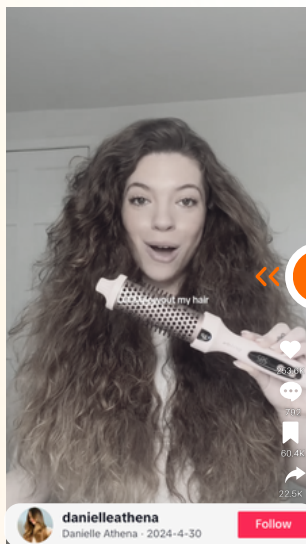
**Competitor analysis**

- Have other brands in your niche scaled fast on TikTok Shop?

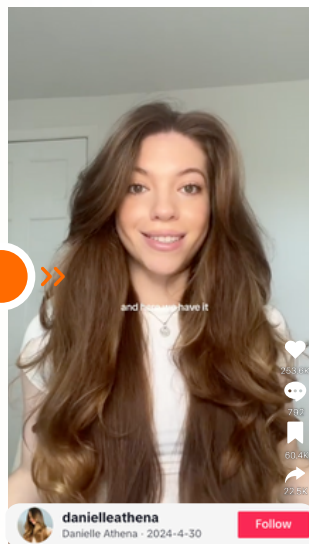


### **Pro Tip:**

If your product hasn't gone viral yet, make sure it has a strong demonstration effect—products that show immediate results perform best.








BEFORE



AFTER



# Top 5 products (by revenue) in the last 6 months

PRODUCT	TOTAL REVENUE	NUMBER OF INFLUENCERS PROMOTING THE PRODUCT	REVENUE DRIVEN FROM INFLUENCERS	TOTAL VIDEO VIEWS
 3 Bottles of Goli Ashwagandha & Vitamin D Gummy - Mixed Berry, KSM-66, Vegan, Plant Based, Non-GMO, Gluten & Gelatin Free	\$19,489,523	9	\$1.5M	67.1M
 Cata-Kor NAD Advanced 500mg - NAD+ Supplement for Skin Aging Support, Energy, and Focus - 60 Count - reviously known as Reus Research NR 900	\$12,689,551	4	\$2.1M	68.8M
 Goli Ashwagandha & Vitamin D Gummy - Mixed Berry, KSM-66, Vegan, Plant Based, Non-GMO, Gluten-Free & Gelatin Free. America's #1 Ashwagandha Brand	\$12,450,467	9	\$1.0M	75.3M
 Wavytalk Blowout Boost Ionic Thermal Brush 1.5 Inch	\$12,152,367	9	\$5.9M	247M
 DAILYLIFE Shiatsu Neck and Back Massager, Electric Shoulder Massager, Car Neck Massage Pillow for Neck, Back, Shoulder, Foot, Leg Massage, Relieve Muscle Pain, Perfect Present for Man/Woman/Family, Valentine's Day Gift	\$11,888,742	20	\$4.5M	100M

*U.S. TikTok Shop Sales from September 1, 2024 to February 28,2025*

The top products are mainly within the health and wellness space, showing that supplements are growing fast and clearly an area where brands are tapping influencers to help them drive sales.

Wavytalk had the most revenue driven from influencers. Out of the \$5.9 million in revenue driven from influences, **\$2.4 million alone was driven by @Danielleathena**, who is currently the top influencer in the beauty space based on the amount of sales she has driven for brands.







# 4 | **Price your product competitively for your category and positioning**

## 4

# Price your product competitively for your category and positioning

TikTok Shop pricing depends on your market positioning. While dropshipping items kickstarted the platform, TikTok Shop is evolving into a full-fledged marketplace where premium pricing is viable.

Your price must match market expectations while leaving room for profit.

**Example:** Lipsticks on TikTok Shop, Ulta, and Sephora fall into 4 price tiers:



*Tier Price 1*

**Sub-\$5**

Mass Market

*Tier Price 2*

**\$5-\$14**

Mid-tier

*Tier Price 3*

**\$14-\$21**

Premium

*Tier Price 4*

**\$21+**

Ultra-luxe



## Key Consideration

Lower price = higher volume but lower margins  
Higher price = better margins but lower volume



## Your brand's task

Research where your product fits within its niche.



## Note

It's okay to go premium on TikTok Shop. There is a sizable audience for every niche, with 170 million U.S. users.





# Average Price by Category

Keeping prices low makes it an easier entry point to shoppers, especially since the majority of TikTok Shop purchases are unplanned and made at an impulse.

1



Beauty Category

**\$16.77**

Average Product Price

2



Health Category

**\$24.36**

Average Product Price

3



Womenswear & Underwear

**\$16.94**

Average Product Price

4



Sports & Outdoors

**\$21.04**

Average Product Price

5



Phones & Electronics

**\$16.86**

Average Product Price

*U.S. TikTok Shop Data from September 1, 2024 to February 28, 2025*





5

**Make your  
margins cover  
TikTok Shop's  
commission  
& seeding costs**



# 5 | Make your margins cover TikTok Shop's commission (15%+) and seeding costs

To find success on TikTok Shop, you'll need to ensure you price your product competitively while also covering your costs.

**Selling on TikTok Shop requires factoring in costs:**



**Sales commission:  
Starts at 15%+**



**Fulfillment and  
shipping costs**

**Seeding  
costs:**

sending free samples to creators is almost mandatory for exposure



**Pro Tip:**

Most brands that scale send out a significant number of free samples before seeing consistent sales. Make sure your margin structure can absorb these costs.



# TopTikTok Shop Products

## by Revenue, Ad Spend and ROAS

U.S. TikTok Shop Data from September 1, 2024 to February 28, 2025

BRAND	REVENUE	AD SPEND	ROAS
<b>goli</b> NUTRITION	\$46.56M	\$10.95M	425%
<b>tarte</b>	\$39.41M	\$5.05M	780%
<b>HALARA</b>	\$37.96M	\$17.43M	217%
<b>WAVYTALK</b>	\$27.77M	\$15.47M	179%
<b>microingredients®</b>	\$25.72M	\$5.33M	482%
<b>Comfrit</b>	\$24.89M	\$7.87M	316%
<b>medicube®</b>	\$23.15M	\$3.45M	670%
<b>VEVOR®</b>	\$23.08M	\$4.97M	464%
<b>THE LOST SKILLS</b>	\$22.62M	\$15.61M	144%
<b>MARY RUTH'S®</b>	\$20.80M	\$5.04M	412%







# Thank You

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Use Charm.io to get in-depth TikTok Shop data and insights

[Book a Demo](#)