STATE OF TIKTOK LIVE 2026

A category read on TikTok LIVE commerce, drawn from 1,000 verified creators, 42,000 LIVE hours, and $8.7M in managed GMV over the last 90 days.

VERIFIED CREATORS	MANAGED GMV · 90D	LIVE HOURS LOGGED	AVG SESSION RETENTION
1,000	$8.7M	42,180	31.4%

01 · THE MARKET

TikTok LIVE commerce is compounding at ~140% YoY in North America.
Buyer intent per LIVE-minute is 3.2x higher than in-feed video.
Category leaders are consolidating: top-decile creators drive 62% of GMV.

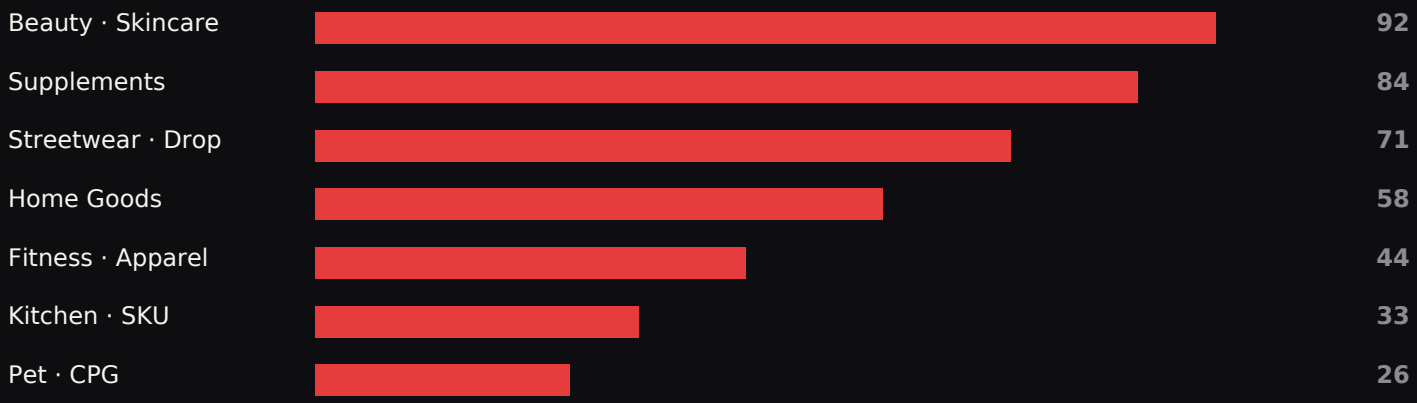
02 · WHAT MOVED IN Q4 2025

Beauty and supplements overtook apparel as the #1 LIVE GMV verticals.
Avg session retention rose from 24.1% (Q3) to 31.4% (Q4) roster-wide.
Whitelisted Spark Ads on LIVE segments cut blended CAC by ~38%.

03 · WHERE THE MARGIN LIVES

60%+ landed-margin SKUs sell through 2.4x faster on LIVE.
Repeat-buyer rate hits 27% by week 6 when subscription is offered LIVE.
3PL SLA under 48h correlates with a 19-point retention improvement.

TOP NICHES BY GMV VELOCITY



RETENTION BENCHMARKS · SESSION AVG

ROOKIE TIER	CONTENDER TIER	SIGNATURE TIER	HEADLINER TIER
18.2%	26.5%	34.9%	48.1%

PREDICTIONS · 2026

01 Performance-based brand deals overtake flat CPM by mid-2026.
02 AI in-stream copilots become table stakes for top-tier operators.
03 Sub-vertical exclusivity (not category) becomes the new deal shape.
04 Roster benchmarking datasets become a standalone revenue line.
05 Sub-48h fulfillment SLAs are priced into LIVE creative rotation.