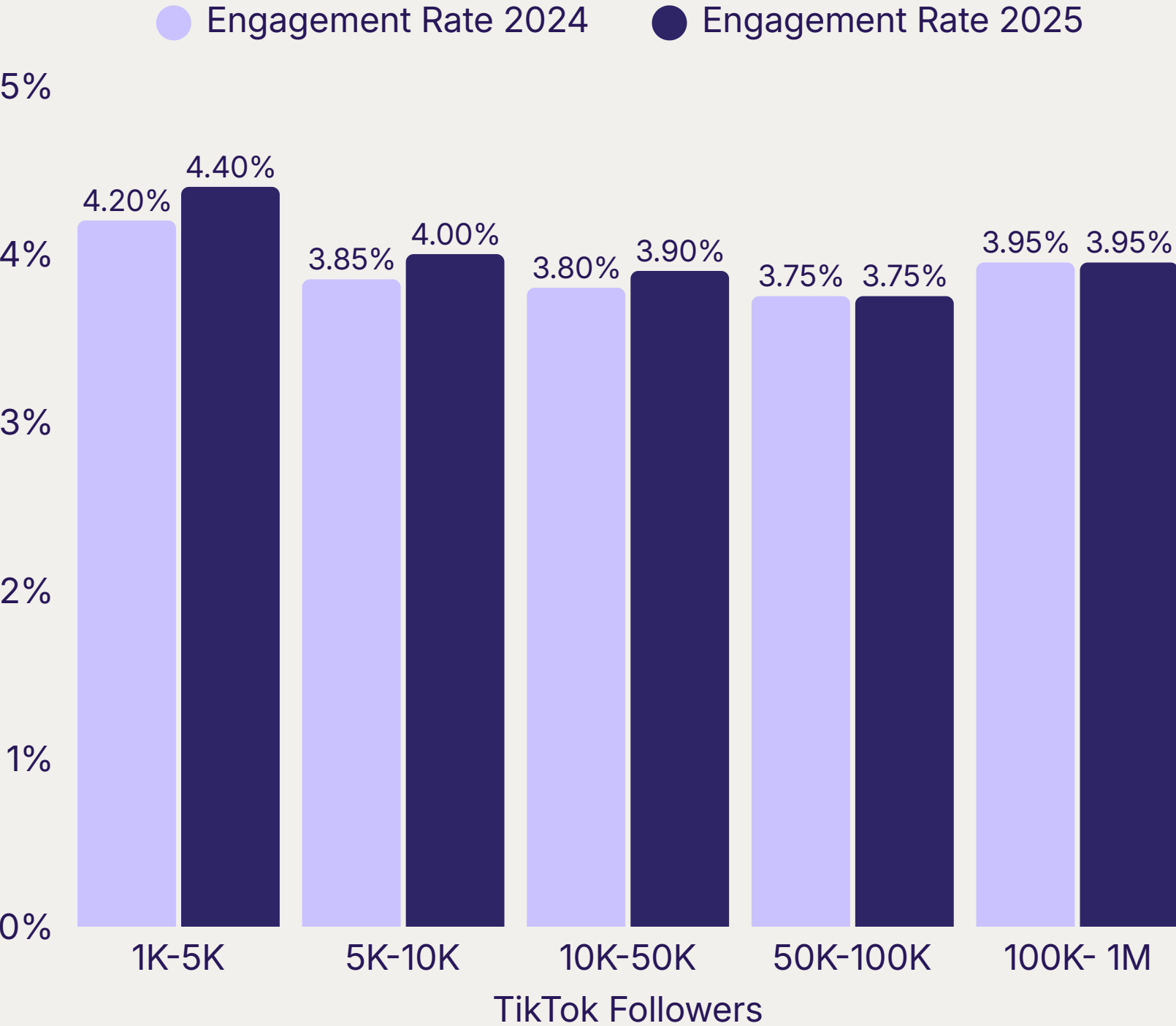


2026 TIKTOK BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



EXECUTIVE SUMMARY

- **2026 TikTok engagement rate by views is 4.20%, registering a 9% YoY increase**
- **TikTok is seeing a 9% lift in likes, with major accounts fueling the growth**
- **Comments on TikTok are on the rise—up 3% overall, with top accounts seeing an impressive 11% boost.**
- **Shares are gaining serious traction on TikTok, being up to 13% YoY, and a standout 44% growth for the largest accounts.**
- **TikTok views are declining overall (–23% YoY), but major players are still winning more visibility**
- **In 2025, brands have boosted their posting frequency by 40%**
- **There's a 33% decrease in audience growth on TikTok, with the smallest accounts being the most impacted.**



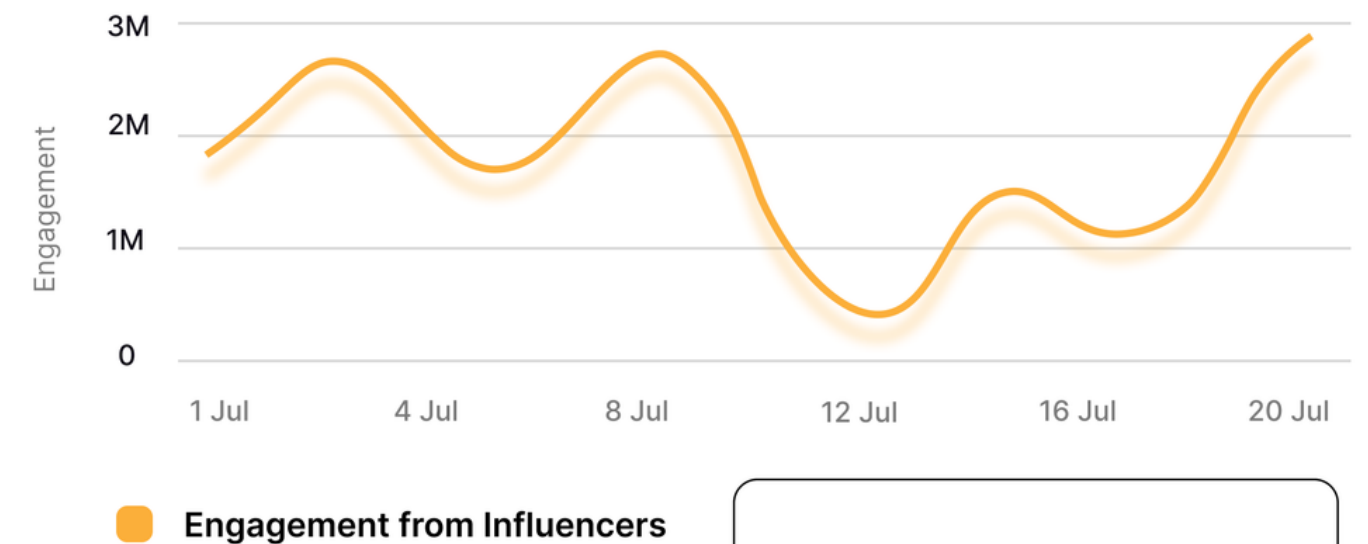
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ENGAGEMENT EVOLUTION

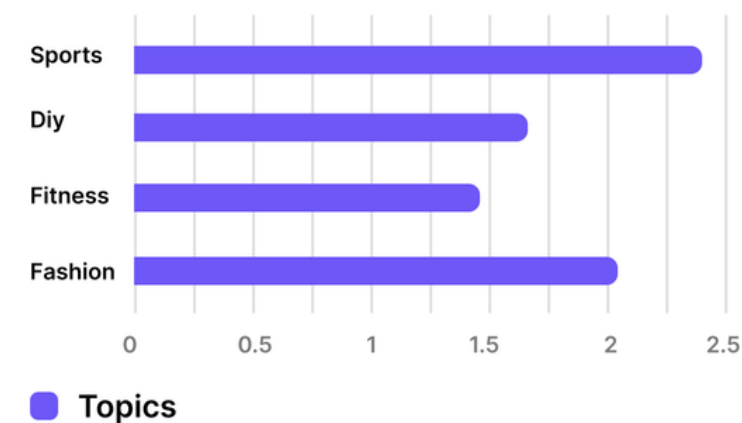
Distribution of engagement



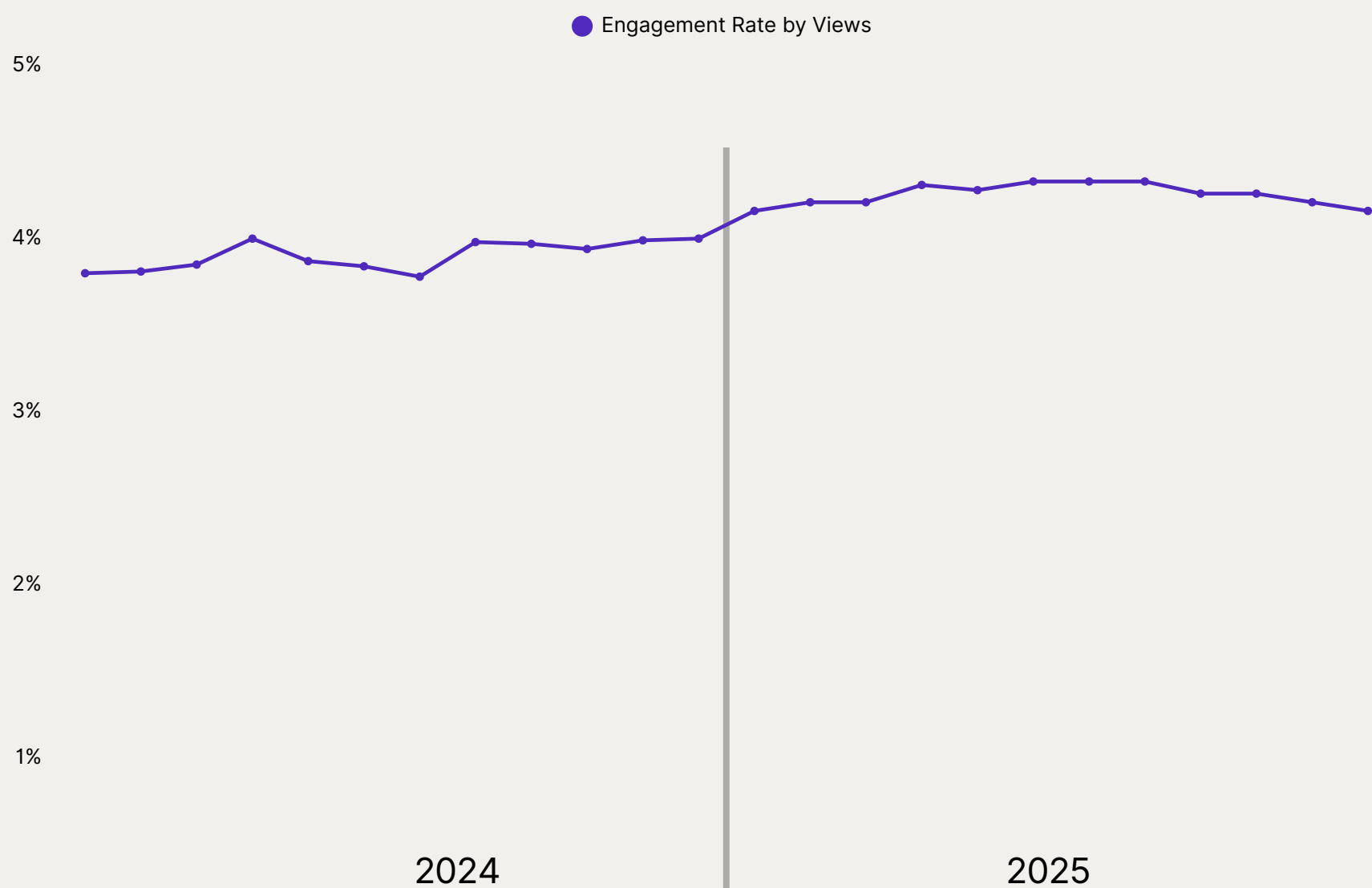
POST TYPES



TOP TOPICS



2026 TIKTOK ENGAGEMENT TRENDLINE



TIKTOK'S ENGAGEMENT RATE BY VIEWS

4.20%

TikTok registers a YoY increase in engagement of 9%.

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

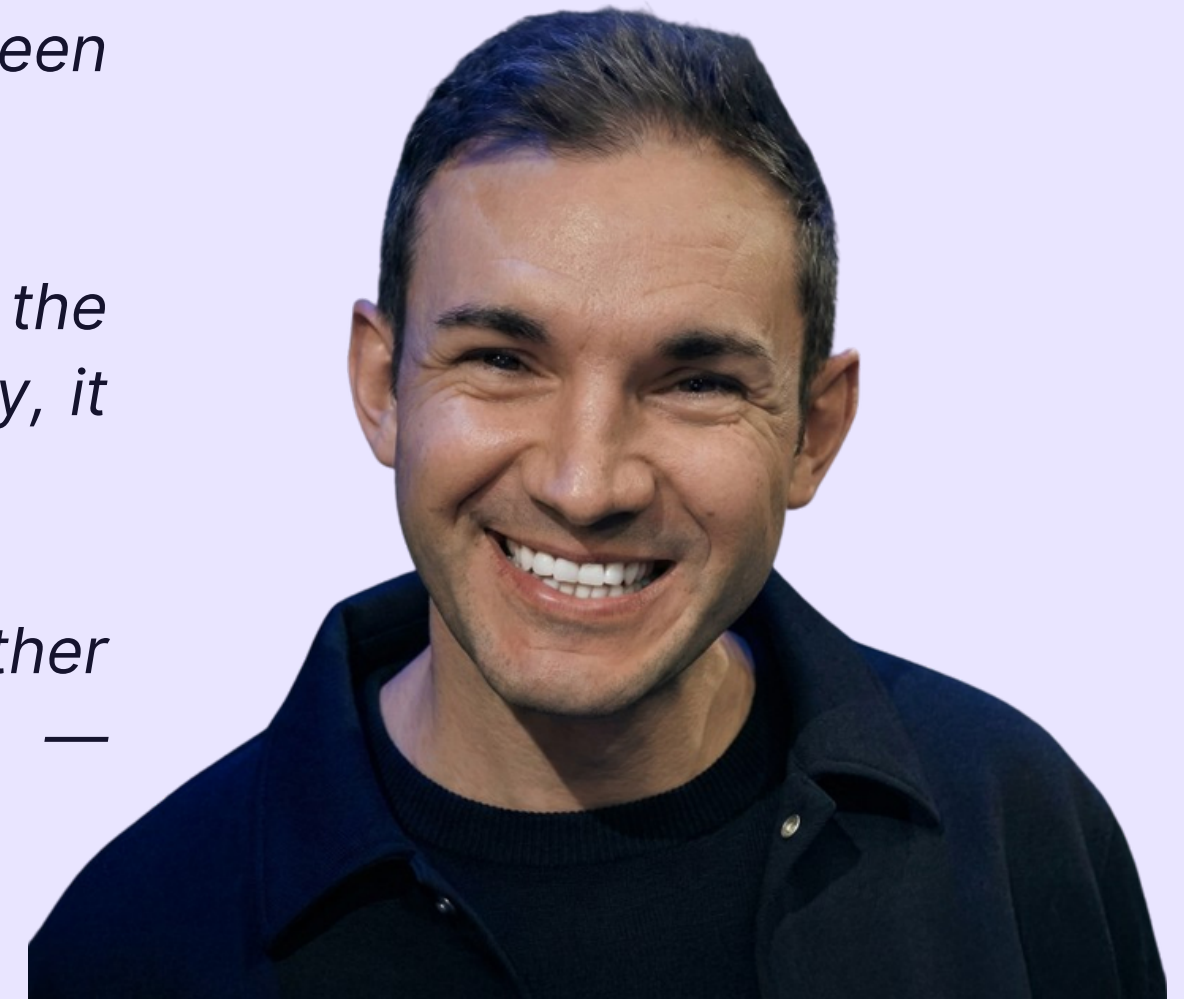
STRATEGIC TACTICS TO BOOST ENGAGEMENT

- **Design content for interaction, not just consumption:** Before posting, ask: “What will make someone react to this?” Add hooks that invite opinions, leave questions unanswered, or create small moments of tension. This is how you lift performance within tiktok engagement rate benchmarks without needing more reach.
- **Bring creators or internal faces into the content:** As accounts grow, content often becomes more “brand-like” and less human. Introduce faces—creators, team members, founders. It instantly increases relatability and helps maintain engagement as you scale.
- **Turn top-performing posts into repeatable series:** If a video drives strong engagement, don’t move on—double down. Create variations, follow-ups, or recurring formats. This helps you maintain consistency and avoid drops

TikTok's algorithm is just genuinely better at closing the gap between people and content they actually care about.

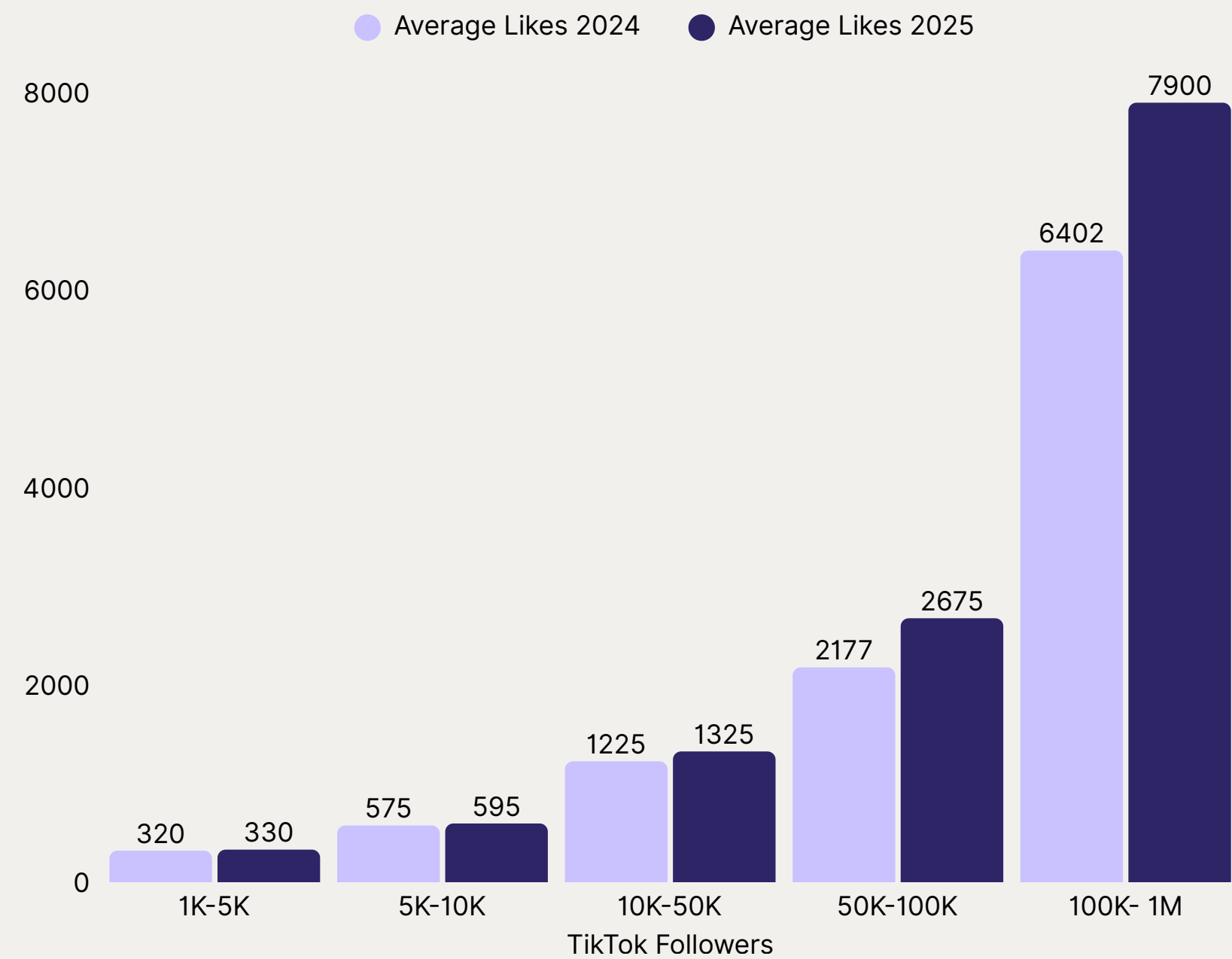
This means even if there's more content competing for attention, the right content still finds the right people. It doesn't feel like discovery, it feels like the platform already knows you.

There's also something in how people use TikTok versus other platforms. They're not just scrolling for entertainment anymore — they're searching for answers, communities, opinions.



Chris Sheen, Director of Social, Celonis

2026 TIKTOK AVERAGE LIKES PER POST



**AVERAGE LIKES FOR
LARGER PAGES**

7900

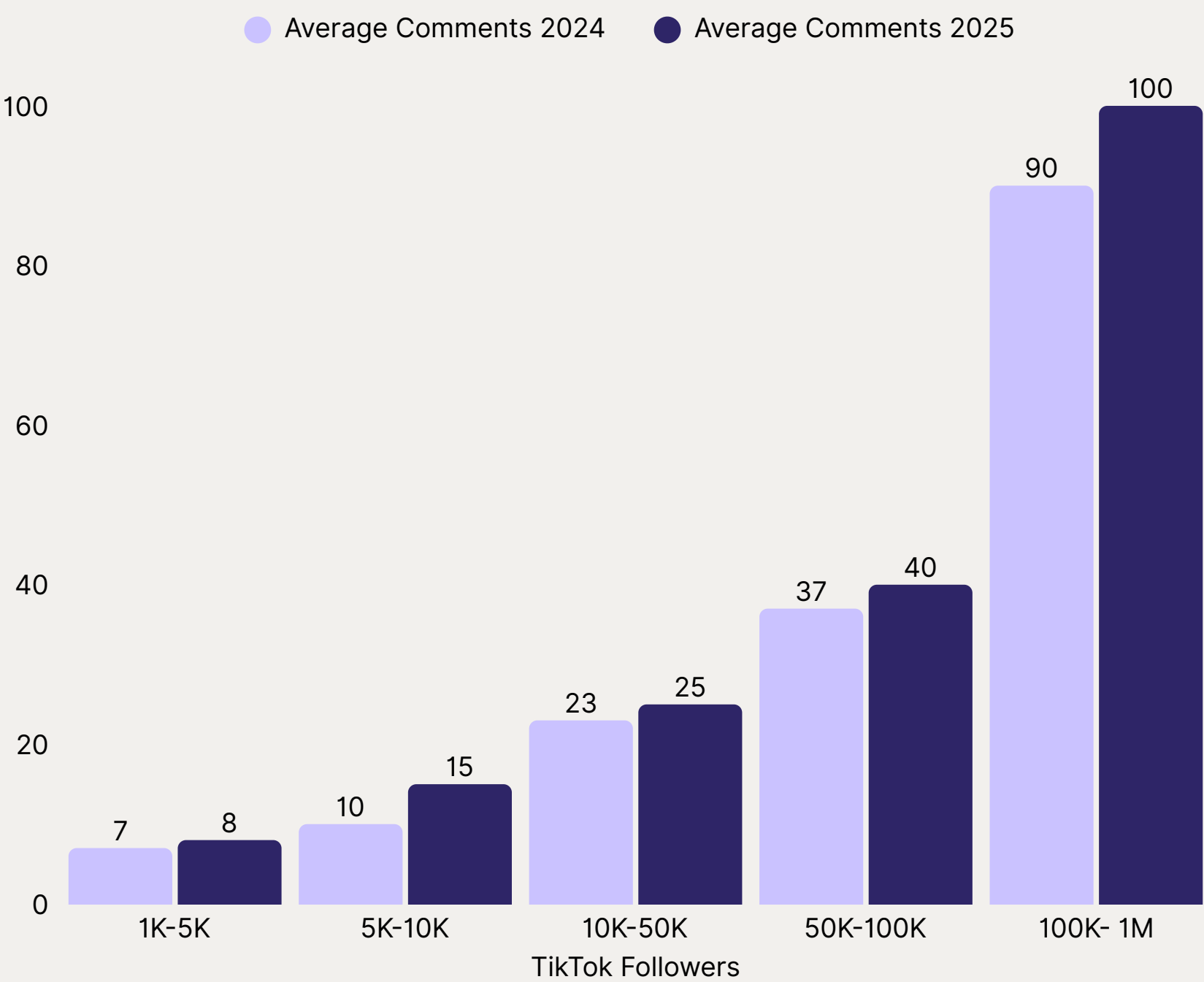
**TikTok is seeing a 9% lift in likes, major
accounts fueling the growth**

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO GET MORE LIKES ON TIKTOK

- **Front-load emotional or visual payoff:** Likes often happen instantly. If the value or emotional trigger comes too late, you lose that interaction. Move your strongest moment into the first 2–3 seconds.
- **Use high-like content as a reach lever:** Content that generates a lot of likes is often your best bet for expanding visibility. Use it strategically to attract new audiences, then follow up with content designed to convert that attention into engagement.
- **Use contrast to trigger reactions:** Before/after, right/wrong, myth/reality—contrast-driven content tends to get quick engagement. It gives viewers a clear reason to respond without overthinking.

2026 TIKTOK AVERAGE COMMENTS PER POST



**AVERAGE COMMENTS
FOR LARGE ACCOUNTS**

100

Comments on TikTok are on the rise—up 3% overall, with top accounts seeing an impressive 11% boost

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO INCREASE COMMENTS ON TIKTOK

- **Use relatable pain points to trigger responses:** People comment when they feel seen. Call out specific struggles, frustrations, or “this is so me” moments—those tend to spark immediate reactions.
- **Ask for opinions, not actions:** “Drop a comment” doesn’t work. But asking “Do you agree or not?” or “Which one would you pick?” does. Frame your content around decisions, not instructions to drive more comments on TikTok.
- **Test question placement (start vs. end):** I’ve seen big differences just by moving the question. Sometimes asking in the first 3 seconds drives more comments, other times placing it at the end works better. Test both intentionally.

What's driving higher comment activity on TikTok is that comments no longer sit beneath the content, but act as an extension of it. Smart brands treat comments as content, but users do too: they use them to add jokes, context, opinions, and community signals. In a post-Twitter social landscape, where X can feel risky for brands and Threads still lacks some of the publishing tools marketers value, TikTok's comment section has now filled that gap as a prime space for fast, witty, reactive copy. More than a passive engagement signal, comments are becoming an active part of the content strategy.

Mark Sphungin, Social Media Strategist



The honest answer to sparking meaningful conversations is: stop trying to start conversations and start joining them.

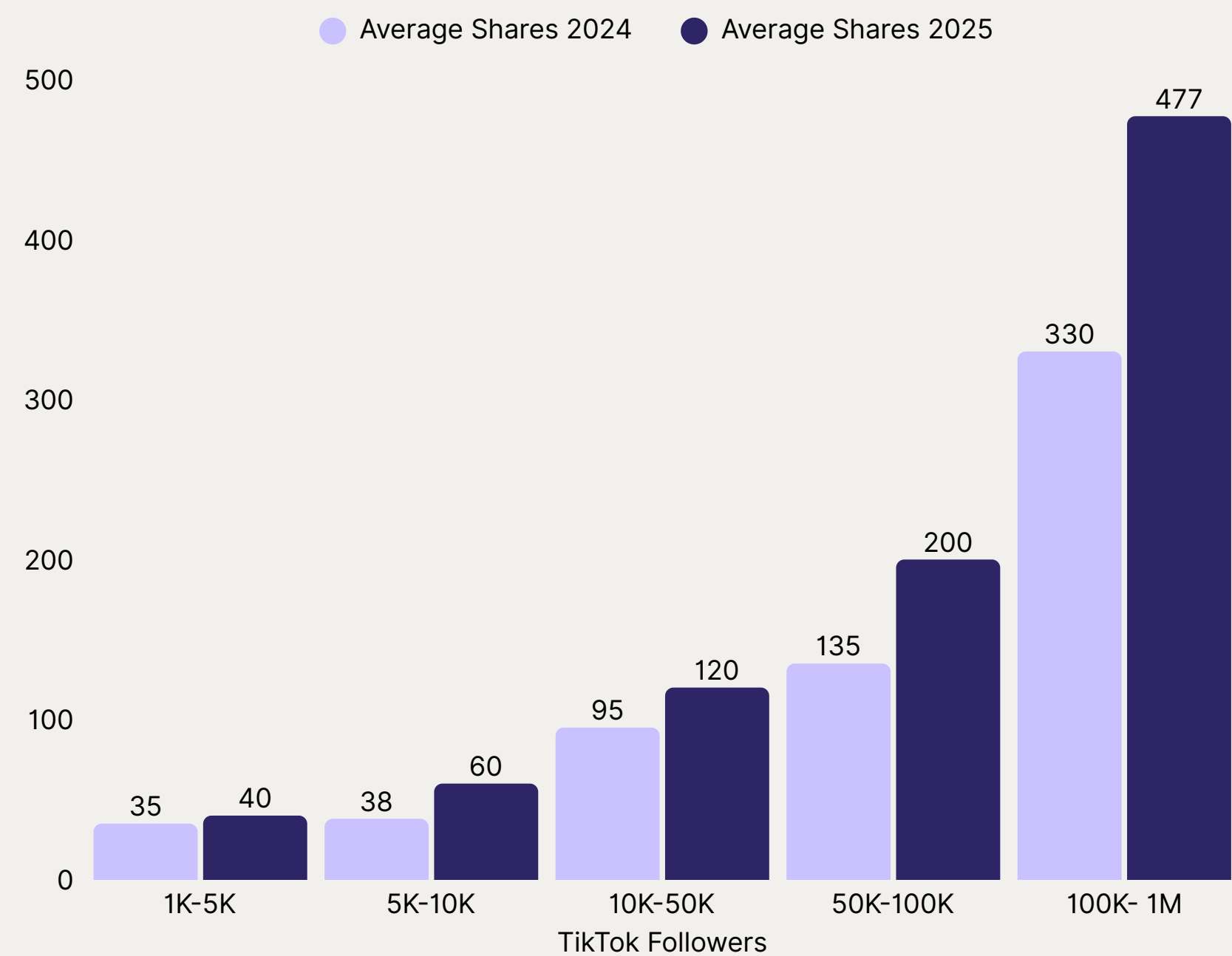
The brands doing this well aren't broadcasting. They're reacting, responding, and showing up in comment sections like actual humans.

Beyond that, open loops work well. Unfinished stories, "what would you do?" setups, genuine asks for input. People don't comment to complete a thought - they comment because they feel something or because they can't help themselves.



Chris Sheen, Director of Social, Celonis

2026 TIKTOK AVERAGE SHARES PER POST



AVERAGE SHARES FOR LARGER PAGES

477

Shares are gaining serious traction on TikTok, being up to 13% YoY

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO GET MORE SHARES ON TIKTOK

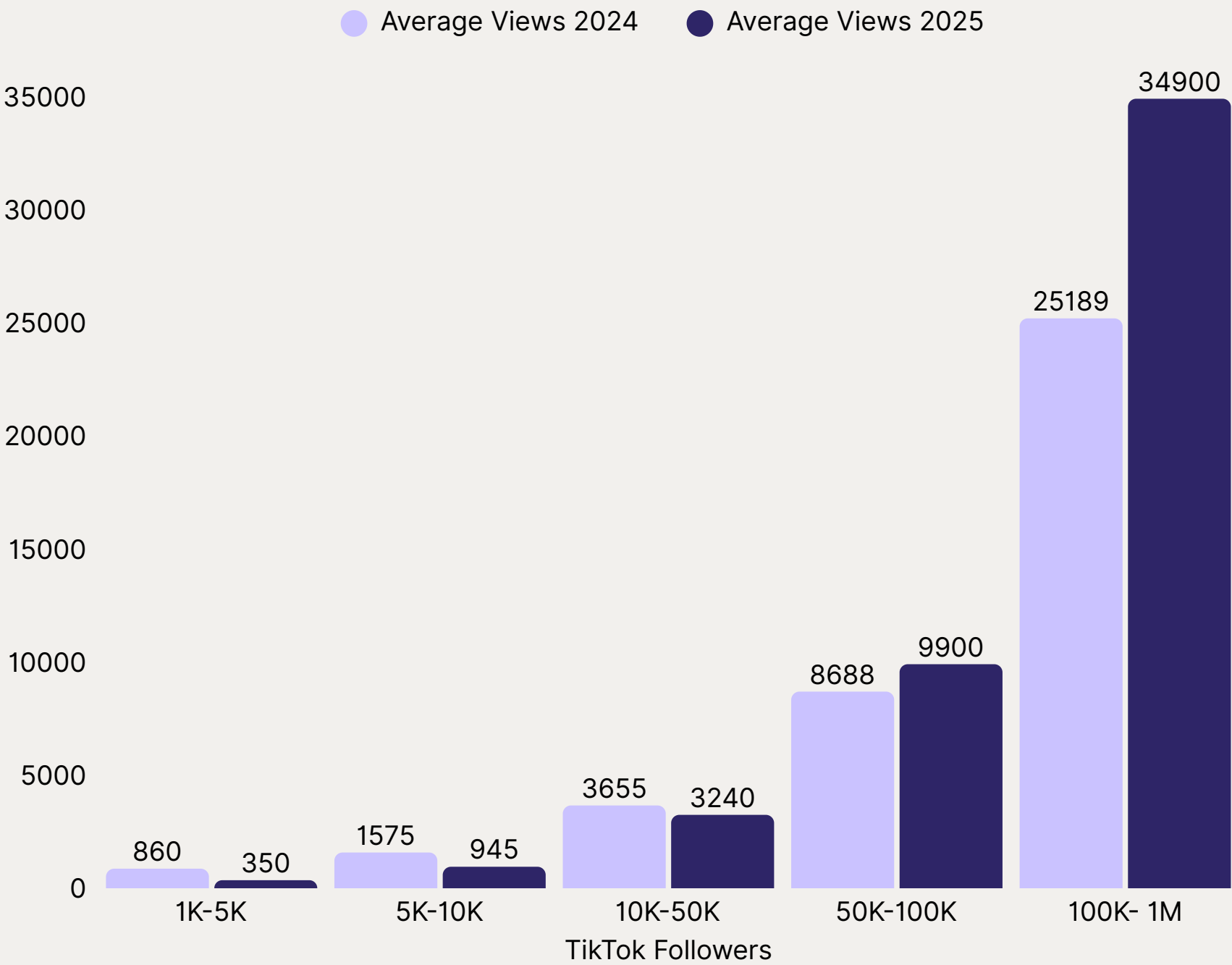
- **Turn niche insights into shareable assets:** Hyper-specific content often gets shared more than broad advice. Why? Because it feels personal. The more niche your angle, the more likely someone is to think of *exactly one person* to send it to.
- **Use curiosity gaps to encourage sharing:** Content that feels incomplete or intriguing (“wait, you have to see this”) naturally gets passed along. Tease just enough to make people want a second opinion.
- **Pair shareable content with follow-ups:** When a post spikes in shares, quickly release a follow-up (Part 2, response, deeper dive). This helps you capture and extend the distribution wave.

The kind of content that is most likely to be shared on TikTok today is increasingly long-form content as part of an ongoing series. Much like how audiences eagerly wait for the next episode of their favorite TV show to drop, viewers on TikTok are now returning in the same way, waiting for the next installment from the brands they follow.

Melody Doffman, Social Media Manager, Nestlé



2026 TIKTOK AVERAGE VIEWS PER POST



**AVERAGE VIEWS FOR
LARGER PAGES**

34900

TikTok views are declining overall (–23% YoY), but major players are still winning more visibility.

STRATEGIC TACTICS TO GET MORE VIEWS ON TIKTOK

- **Build “pattern recognition” for the algorithm:** Consistency in formats, topics, and posting style helps TikTok understand your content faster.
- **Focus on retention, not just reach:** High views come from videos that people watch through. Tight editing, faster pacing, and removing filler can significantly improve your average tiktok views per video.
- **Balance consistency with experimentation:** Larger accounts win because they’ve found repeatable systems—but they also test constantly. Keep ~70% proven formats, 30% experimental content.

Smaller brands need to stop trying to compete on volume or production and start competing on relevance.

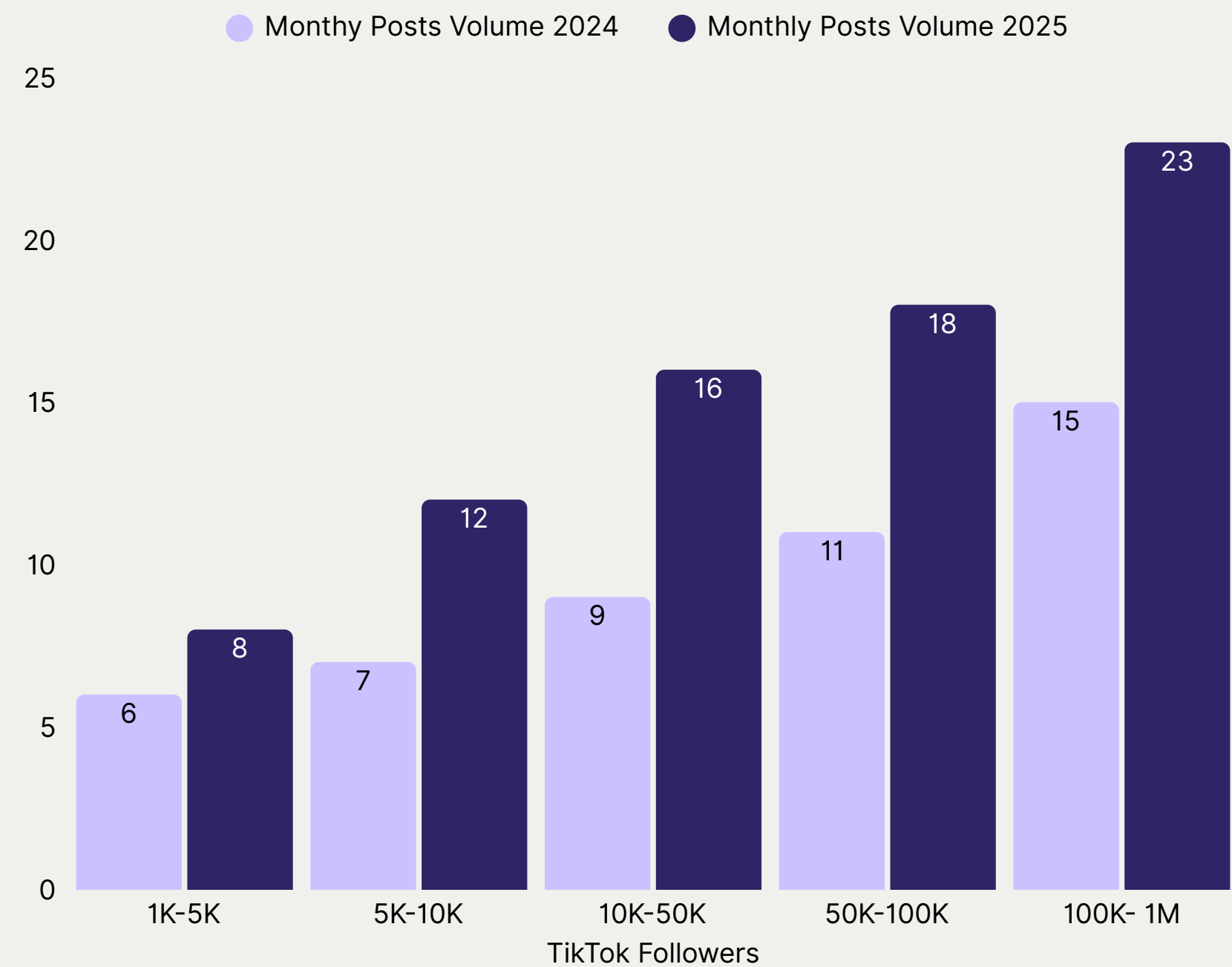
As reach becomes more selective, every piece of content has to earn attention. That comes down to creating strong hooks in the first few seconds, keeping ideas clear and easy to follow, and speaking to a specific audience rather than trying to appeal to everyone.

The brands that are still growing are the ones treating TikTok less like a content calendar and more like a testing platform. And once something works, they double down on it instead of constantly starting from scratch.

Tola Janus, Freelance Social Media Manager



TIKTOK POSTING FREQUENCY BENCHMARKS



**AVERAGE POSTS PER
MONTH FOR LARGER
PAGES**

23

**In 2025, brands boosted their monthly
posting volume by 40%**

STRATEGIC TACTICS TO CREATE A HIGH PERFORMING CONTENT PLAN

- **Increase volume—but do it with structure:** Don't just post more randomly. Define 3–5 content pillars and scale within them. This keeps your output aligned while increasing your chances within tiktok benchmarks.
- **Build a repeatable content system:** The brands hitting 15–20+ posts per month aren't starting from scratch every time. They rely on formats, series, and templates that can be reused and adapted quickly.
- **Batch content creation to reduce friction:** Instead of creating daily, produce multiple videos in one session. This helps maintain consistency without burning out your team.

On a platform like TikTok, where performance can vary massively from one video to another, that volume of testing becomes a real advantage. The more you post, the faster you understand what resonates with your audience.

The problem is when brands increase frequency without changing anything. Posting more of the same content won't improve results, it will just repeat them.

But when posting more is paired with testing different hooks, formats, and angles, it accelerates learning over time. When done right, it's one of the fastest ways to figure out what content actually works for your audience.

Tola Janus, Freelance Social Media Manager

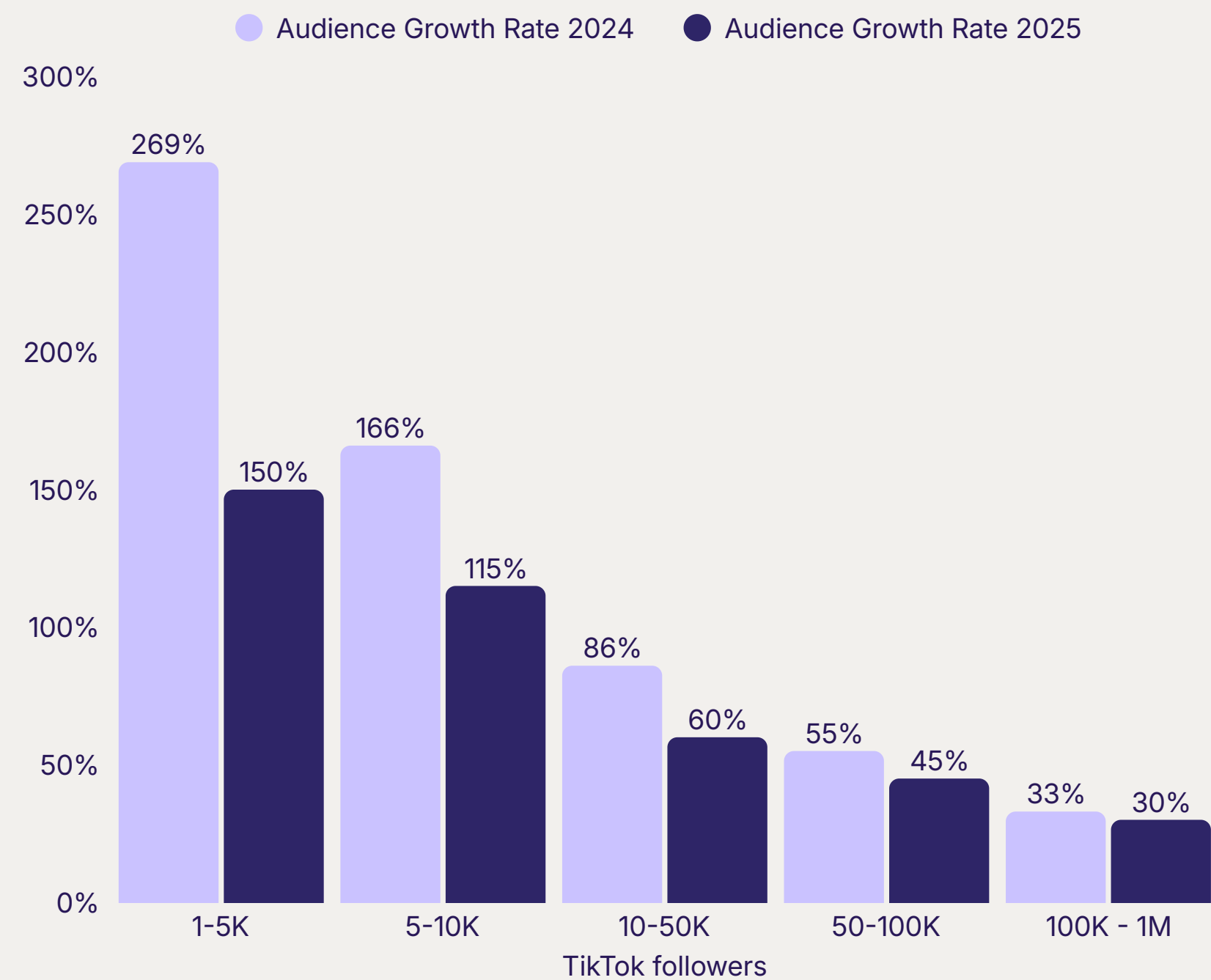


Increasing frequency is really about finding the balance between visibility and value. There's no point posting every day if the quality drops - audiences don't reward volume, they reward relevance. One strong post will always outperform a rushed one.



Malene Hold, Senior Manager Social & Content, MCoBeauty.

2026 TIKTOK AUDIENCE GROWTH



**AVERAGE AUDIENCE
GROWTH RATE FOR
SMALL PROFILES**

150%

**Audience growth on Tikok slowed in
2025, mostly for smaller accounts**

Source: Socialinsider data
Data range: Jan 2024 - Dec 2025

STRATEGIC TACTICS TO GROW YOUR AUDIENCE ON TIKTOK IN 2026

- **Track follows per video, not just total growth:** Look at which posts actually drive followers. That's where your real growth engine is—not just in views or likes.
- **Avoid “viral-only” thinking:** Chasing views without a clear content direction often leads to low conversion. A smaller, more targeted audience will grow your account faster over time.
- **Create “bingeable” content journeys:** Think beyond individual posts. Make your content easy to consume in sequence so that new viewers naturally watch multiple videos—this increases follow likelihood.

Growth on TikTok isn't what it used to be. These days, TikTok is a lot pickier about which videos it promotes. Instead of simply boosting anything that gets views, the algorithm now focuses on whether people actually stick around to watch—and if they're truly engaging with the content, like watching until the end.

On top of that, there's more competition than ever. Even great videos have to fight to stand out. Instead of going viral from one lucky post, creators now grow by consistently connecting with their audience and finding their niche.

This means that content has to be more strategic - thinking about hooks, storytelling and even SEO. And that's where smaller accounts often struggle, as they're either exploring these for the first time or still figuring out those fundamentals.

Sophie Hill, Social Media Manager, Burgerism



I do believe that TikTok has shifted from a distribution-led model where content was widely pushed to discover hits to a filtration model that tests content in small, highly targeted cohorts and only scales what demonstrably outperforms.

This, combined with content saturation and more selective user behaviour, means that “good” content is no longer sufficient; only content that delivers strong early retention, clear niche relevance, and high-intent engagement (such as shares and saves) earns broader reach.

While TikTok still offers greater organic discovery potential than platforms like Instagram or YouTube, success increasingly depends on strategic execution, repeatable formats, and a deep understanding of audience and algorithm dynamics rather than relying on virality alone.

Sophia Cavallari, Freelance Social Media Manager





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METHODOLOGY

The dataset used to uncover these TikTok benchmarks consisted of 2M TikTok videos coming from 214.507 TikTok profiles that had an active presence on TikTok between January 2024 - December 2025.

TikTok engagement rate by views: it is calculated by adding the total interactions of Tiktok posts (including likes, comments, shares and saves) divided by the number of views gained within the selected timeframe and multiplied by 100.

METHODOLOGY

- Average likes per post represents the number of likes a post receives on average.
- Average comments per post represents the number of comments a post receives, on average.
- Average shares per post stands for the average number of shares a post receives, on average.
- The average follower growth rate is calculated as the number of followers you gained divided by the number of followers you started with and multiplied by 100.