

Small Business Spotlight



@angelbakednyc

NEW YORK, NEW YORK

Abbey Kowalec is the founder of AngelBaked, a custom cookie business specializing in intricately decorated sugar cookies. Through each design, Abbey's attention to detail and focus on personalization reflect her belief that everyone should experience "art you can eat."

* **#bakingbusiness posts increased 57% in Q1 2026**



@bumpabippits

SOMERS, CONNECTICUT

Adam Rivard turned a single 3D printer in his basement into Bumpa Built, a fast-growing collectibles and maker brand producing custom fidget figurines and educational tools. Bumpa Built grew quickly, affording Adam the opportunity to leave his aerospace engineering career to run Bumpa Built full time, as well as expanding from a basement operation into a brick and mortar retail store.

* **In under two years, TikTok Shop helped Adam scale from 1 printer to 70 and ship over 250,000 products nationwide**

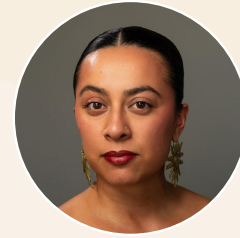


@bymorganelise

FRESNO, CALIFORNIA

Morgan Perry & Kai Harms are the creative partners behind FleurElise Floral Studio, a design-forward floral and retail space centered on thoughtful design and locally grown, seasonal blooms. On TikTok they share an authentic look at small business ownership, floral education, and the creative process behind building their brand and customer experience.

* **In Q1 2026, #floristsoftiktok videos increased by +46% YoY**



@cadenacollective

DALLAS, TEXAS

Alejandra Aguirre founded Cadena Collective, a curated fashion and lifestyle marketplace connecting U.S. consumers with artisan-made clothing, jewelry, accessories, and beauty products from Mexico and Latin America. Through TikTok, she has built a community around craftsmanship, culture, and representation.

* **#womanownedsmallbusiness videos have grown 295% in Q1 2026**



@cocoaasante

CHATTANOOGA, TENNESSEE

Ella Livingston built Cocoa Asante into a premium chocolate brand inspired by her family's roots in Ghana, creating handcrafted chocolates that are as beautiful as they are meaningful. After creator @keith_lee125 reviewed the chocolates creating a trending TikTok moment, the brand sold out and has since raised \$1.5M in seed funding to scale its global vision.

* **#blackownedsmallbusiness posts increased 34% in Q1 2026**



@danosseasoning

LOUISVILLE, KENTUCKY

Dan Oliver turned a family recipe perfected in his grandmother's kitchen into Dan-O's Seasoning, building a massive following on TikTok and transforming the brand into a nationally recognized spice company sold in over 20,000 retail locations nationwide.

* **In 2025, there were over 8.4K #danosseasoning videos**



@elysebreannedesign

DURHAM, NORTH CAROLINA

Elyse Breanne, a former lawyer turned artist and entrepreneur, built a colorful creative brand on TikTok, designing coloring books, paint-by-number kits, stationery, and floral inspired accessories that make everyday art feel accessible.

* **@elysebreannedesign did \$1M in sales on TikTok Shop alone in 2025**



@everythingjustbaked

LITTLE FALLS, NEW JERSEY

Justin Ellen, at age 23, built Everything Just Baked into a social-first dessert brand with over 3 million followers, known for colorful custom cakes, sharable recipes, and content that turns baking into entertainment.

* **#customcakes increased by +24% in Q1 2026**



@ike_wynter

MILWAUKEE, WISCONSIN

Ike Wynter transforms reclaimed wood from the streets of Milwaukee into one-of-a-kind pop culture artwork, all while documenting the creative process and his entrepreneurial journey on TikTok. With more than 90% of his customers coming directly from his TikTok community, Ike has been scouted for career-defining opportunities.

* **39% of SMBs attribute the ability to generate income to the business's TikTok activity**

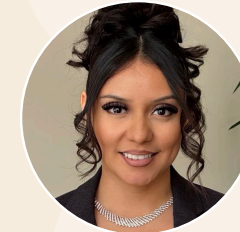


@j.sprays

LOS ANGELES, CALIFORNIA

Jordan Achay built J Sprays by documenting one of sports most overlooked crafts—the art of painting professional athletic fields—turning behind-the-scenes TikTok content into a nationally recognized sports design business. Today, J Sprays creates custom fields for NFL teams, PGA events, and major brand activations, with content that has generated over 100M views.

* **#Tutorials generated over 123K posts and grew 195% in the last 6 months**



@la.cucaracha.sara

CHICAGO, ILLINOIS

Sisters **Sara & Deborah Hernandez** built a modern language-learning brand on TikTok Shop, selling over 180,000 Spanish workbooks that make grammar, slang, and real life conversation feel fun, practical, and culturally relevant.

* **Q1 2026, #languagelearning increased 25x YoY**



@lashaygreenwood

MADISON, MISSISSIPPI

LaShay Greenwood survived a life-changing health journey at just 16 and built The Mane Attraction into a clean beauty and wellness brand rooted in herbalism, healing, and products designed to support beauty from the inside out. Her mix of education, entertainment, and founder storytelling has built a fiercely loyal TikTok community.

* **#beautybusiness saw nearly 7K posts in Q1 2026, an increase of 43%**



@mississippi.candle.co

FOLEY, ALABAMA

Jessica Simon built Mississippi Candle Company from a home-based operation into a nationally recognized fragrance brand, bringing Southern-inspired candles and home scents to customers across the country. TikTok Shop affiliates helped transform the business into a sellout success story.

* **#handmadecandles videos were up 28% in Q1 2026**



@modernandchic

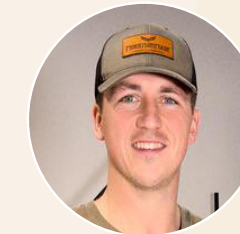
SOUTH JORDAN, UTAH

Christy Butler built Modern + Chic into a popular accessories brand by using TikTok Shop livestreaming to gather real-time customer feedback that shapes her launches, restocks, and design decisions. Christy is committed to empowering women, offering mentorship opportunities and a flexible work schedule to support career growth and family life for her employees.

* **In 2025, there were over 536K posts with #womensupportingwomen**

Small Business Insights

- **89% of small businesses say their sales increased after promoting on TikTok**
- **780K+ videos published using #smallbusiness in Q1 2026**
- **Offline, consumers are making travel plans (39%), visiting businesses or local attractions (32%), and attending events in-person (24%) based on TikTok content**



@morrisonmade

RYLAND HEIGHTS, KENTUCKY

Jeffrey Morrison built MorrisonMade into a family-run leather goods business specializing in handcrafted wallets, bags, and accessories made entirely in the USA. On TikTok, he brings viewers behind the scenes of craftsmanship, design, and the small business journey.

* **Searches for "handmade craft" increased by +293% over the last 6 months**



@moziwash

LOS ANGELES, CALIFORNIA

Matt Cook built Mozi Wash into a fast-growing laundry brand reimagining detergent through clean ingredients and luxury-inspired fragrances.

* **Through TikTok Shop, Mozi drives over \$150K in monthly sales and hosts 40+ hours of TikTok LIVE selling every week**



@muttssauce

BEAVERCREEK, OHIO

Air Force veteran **Charlynda Scales** turned her grandfather's 1956 all-purpose sauce recipe—created by fellow Air Force veteran Charlie “Mutt” Ferrell—into Mutt’s Sauce, a fastgrowing food brand rooted in family, service, and Southern tradition. Charlynda is also a nationally recognized speaker and author, as well as a graduate of the TikTok Shop SOAR Program (Supporting Our Artisans & Retailers), which provides hands-on coaching and training for veteran entrepreneurs.

* In 2025, there were over 182K posts with #womeninbusiness



@pursuitbybrittanyashley

LONG ISLAND, NEW YORK

Brittany Ashley is the founder of Pursuit by Brittany Ashley, an organic skincare brand specializing in products for sensitive and eczema-prone skin. A former science teacher and mother of three, she built her business through education-based selling and live commerce on TikTok Shop, with a focus on ingredient transparency and accessible skincare solutions.

* #skincaretok videos grew by 71% in Q1 2026



@rashadjonesbbq

OCALA, FLORIDA

Rashad Jones has built Big Lee’s BBQ, an award-winning, family-owned restaurant in Ocala, Florida, dedicated to the art of authentic wood-fired barbecue. Big Lee’s BBQ has become a premier destination for world-class brisket, ribs, and unique flavors that have earned national recognition on TikTok and the Food Network.

* Of the consumers who saw an ad for an event nearby, such as a restaurant, concert, or art gallery, nearly two-thirds (62%) went on to spend money in-person at those facilities



@salt hank

NEW YORK, NEW YORK

Henry Laporte, also known as Salt Hank, is a recipe developer and content creator known for his over-the-top, popular recipes. His love of food and cooking began in his parent’s kitchen at a young age. With his passion for helping his online community learn how to make mouthwatering food, mostly from scratch, and his charming wit, Henry has left an indelible mark on his millions of fans who are equally as food-obsessed as he is.

* #recipesoftiktok videos grew by 26% in Q1 2026



@shopclubcoastal

BOSTON, MASSACHUSETTS

Kelly Bozgian founded Shop Club Coastal, a fast-growing jewelry and lifestyle brand known for charm-based accessories, personalization, and immersive shopping experiences that celebrate self-expression. Fueled by TikTok buzz, the brand surpassed \$1M in sales within six months—and two years later, after announcing its rebrand from Coastal Caviar to Club Coastal on TikTok, hit its highest sales day ever, surpassing \$30K in a single day.

* In Q1 2026, there were over 50K #jewelrybusiness posts, an increase of 20%



@themadhattercoofficial

TIFTON, GEORGIA

Zach Dunn’s love for hats has grown into a bold headwear and apparel brand powered by live selling, affiliate partnerships, and relentless TikTok Shop momentum. By showing up consistently, livestreaming, and understanding the platform, their hats have made their way into all 50 states and beyond, reaching customers internationally and building a brand people recognize and stand behind.

* The business has scaled to a 10,000-square-foot warehouse, a team of 40 employees, and is on track to become an 8-figure brand in 2026



@yummytummyskitchen

BROOKLYN, NEW YORK

Melissa Johnson began baking from her Brooklyn apartment in 2011, building what would become Yummy Tummy’s — a dessert brand rooted in scratch-made recipes and community love. After 10 years of hustle, she opened the first physical location on Grand Street in Brooklyn in 2021. Through TikTok, Melissa was able to grow the business, pay bills, increase production, and hire additional help. Now, she is preparing to launch nationwide shipping through TikTok Shop.

* Over half (52%) of female entrepreneurs agree that TikTok is critical to their business



@sudscrub

LAS VEGAS, NEVADA

Steven Truong & Raymond Truong created Sud Scrub to reinvent shower essentials, designing antimicrobial silicone scrubbers that bring innovation, hygiene, and confidence to everyday skincare routines. Their education-first TikTok content has helped turn curiosity into loyal customers.

* In 2025, there were over 1.6M #cleantok posts



@thebronxnative

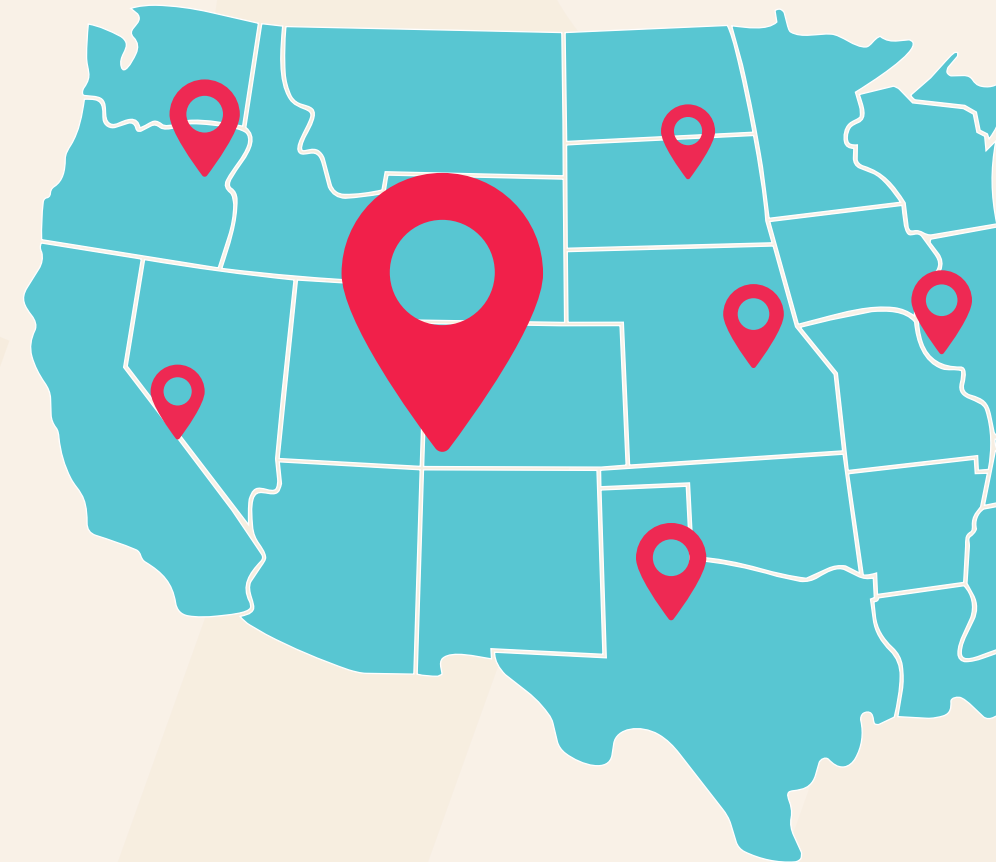
BRONX, NEW YORK

Amaury Grullon is the founder of Bronx Native, a movement dedicated to changing the narrative and highlighting all the incredible things the Bronx has to offer. Bronx Native is a multi-layered platform that showcases the community through art, media, apparel, events, and more. The brand’s Bronx-centered store serves as a cultural hub created by the people, for the people — encouraging self-expression, inspiration, and Bronx pride.

* #smallbusinessbigdreams increased by +60% in Q1 2026

Built on TikTok

Small Business Showcase



Meet the small businesses finding big success across America on TikTok.

TikTok is where people turn ideas into successful businesses by tapping into a highly engaged community of more than 1 billion users. For many small businesses, the platform creates an opportunity to build loyal customers, grow their brands, and transform their futures through the success they find on TikTok.

From turning passions into products to communities into customers, these businesses are evolving from local favorites into nationally recognized brands all on TikTok.

Methodology Statement

TikTok internal data: TikTok insights and data in this handout are based on a sample of U.S. TikTok users, reflecting a community of over 200 million monthly active users. Findings incorporate analysis of on-platform search and hashtag activity. “Q1 2026” covers the period from Jan 1 to Mar 31 and “last 6 months” refers to Oct 1 2025 to Mar 31 2026, unless otherwise noted. Reported percentage changes reflect comparisons to the relevant prior reporting period. Additional timing or year-over-year context are noted where relevant. Survey data: Unless otherwise noted, survey data comes from TikTok Economic Impact Report with Oxford Economics, March 2025.

