TikTok

Discovery on TikTok

What young people explored and learned in 2026

Young people use TikTok as a space to explore their passions, learn, and express their creativity. The majority (82%) of young people surveyed[1] report that TikTok helps them discover new things, with 58% saying it's one of the first places they go to learn something new. In one moment, a teen might watch a video about their favourite football team, and in the next, find new tips for studying math, or learn about different cultures and places around the world.

This report highlights how 16-24 year-olds have been shaping the conversation on TikTok, alongside the trends they loved in 2026. Essential to this discovery experience is safety.

Sports is on a winning streak

#SportsonTikTok posts +155% globally

2026 has been the year of sports, with the Olympics, FIFA World Cup and football content taking centre stage. However, it was not all about football. Sports in general has been a key discussion point with global #SportsOnTikTok posts +155% globally[2]. Check out some of the sports from across the world:



#Capoeira posts

Brazil **+147%**[2]



#F1 posts

UAE **+107%**
Indonesia **+78%**[2]



#Figureskating[2] posts

UK **+74%**
UAE **+184%**
Brazil **+134%**
Germany **+108%**
France **+75%**



#Hiking posts

Indonesia **+57%**[2]



'Padel '

UK searches **+2,275%**

'Paddle Tennis'

Germany searches **+1,807%**[3]

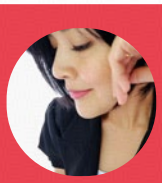


#Running posts

Germany **+241%**
France **+171%**[2]

The sports icons to know

Looking for inspiration? Check out these content creators:



@lucy.wiryono

367k

followers

Lucy Wiryono is an Indonesia-based motorsport creator focused on MotoGP and F1, sharing race commentary, live analysis, fan discussions, and occasional behind-the-scenes.



@runninggirl.joyce

422k

followers

A German ultramarathon runner on an extraordinary mission: 495 marathons through all 2,059 cities in Germany. With 459 marathons completed, Joyce is on the final stretch on a record-breaking journey.



@mustapha.salmi__

120k

followers

Mustapha is a French competitive running athlete who shares training content, practical tips and competition recaps in a fast-paced and personal way.

2) Hashtag Data: Year-over-year (YoY) growth.
3) Search Data: Six month period-over-period (PoP) growth.

TikTok

Inspired by entertainment

#FilmTok posts +42% globally

As well as discovering new sporting passions, young people have been sharing their thoughts and opinions on entertainment, connecting with like-minded communities, and discovering new genres.

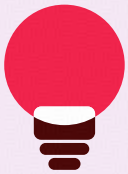
For young people, **#FilmTok** is a passport to global culture, with posts by this demographic jumping **+42%[2].** Young people can discover diverse stories across decades and genres. **Across #Anime and #Manga, young adult posts have also grown globally, totalling nearly 13.5 million posts in the past year.[2]**

'Anime'
UK searches **+1,506%[3]**
Brazil posts
+40%[2]

'Anime Edit'
Germany searches
+1,274%[3]



'Film à Regarder'
('films to watch')
France searches
+8,527%[3]



#FilmTok posts
Germany **+107%**
France **+74%** [2]



#Manga posts
Indonesia **+140%**
UAE **+125%[2]**



In the spotlight

Looking for inspiration? Check out these content creators:



@amandabrandao

187.4 k

followers

Amanda is a Brazilian entertainment creator who specialises in entertainment news, interviews and pop culture content.

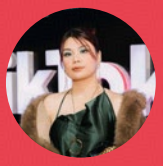


@christeldeeofficial

28.6k

followers

A UK creator who specialises in the world of geek and pop culture — from Doctor Who and Star Wars to Marvel and Pokémon.



@cillacillo

907k

followers

Priscilla is a creator specialising in film reviews and analysis. In 2024, she was nominated for Entertainment Creator of the Year at the TikTok Awards.

2) Hashtag Data: Year-over-year (YoY) growth.
3) Search Data: Six month period-over-period (PoP) growth.

Growing through creative expression

#CraftTok posts rose 46% globally[2]

Young people use TikTok as a source of inspiration when they're looking for their next creative outlet or how to get moving. Dance continues to dominate engagement with **#DanceTok[2] posts** rising **+206%**.

Niche trends are also surfacing, with the rise of crafting hobbies including knitting and crochet. In fact, global **#CraftTok[2] posts** by 16-24 year olds have risen **+46%.**

'Brazil Dance' Indonesia searches **+1,572%** UAE searches **+1,216%[3]**



#Crochet posts Brazil **+78%[2]** France **+65%[2]** UK 'Crochet' searches **+1,098%[3]**



#Drawing posts Brazil **+94%** **#Speed-Paint** posts Brazil **+49%[2]**



'Keramik Bemalen' (Ceramic Painting) Germany searches **+1,664%[3]**



'Tuto Piano' (Piano tutorial) searches in France **+1,088%[3]**



Teaching the world

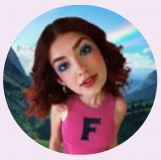
Looking for inspiration? Check out these content creators:

@createwpat

21k

followers

Pat is a German creator sharing his journey with crafting and creative projects.



@femingos

1.7M

followers

A Brazilian artist who specialises in singing, writing and drawing, producing expressive multi-format creative content.



@tiandyu

751k

followers

Tiandyu is a UK art creator who shares daily art tutorials, creative drawing content, and art-supply recommendations.

Methodology

1. Quantitative data fielded by Qualtrics with 500 respondents aged between 16-24 per market. Surveys conducted in UK, France, Indonesia and UAE in August 2026.

This report also draws on TikTok in-app analysis between July 2024 and August 2026, focusing on 16-to-24-year-old hashtag and search engagement in the following countries; (UK, France, Germany, Brazil, Indonesia, and UAE).

2. Hashtag Data (Regional & Global): Compares year-over-year (YoY) growth across two consecutive periods: July 2024–July 2025 and July 2025–July 2026.

3. Search Data: Compares six-month period-over-period growth between August 2025–January 2026 and February 2026–July 2026.

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