// MUSIC // DATA // INSIGHTS

— 2026

MUSIC IMPACT REPORT

LUMINATE | TikTok



// COMMISSIONED BY TIKTOK IN PARTNERSHIP WITH LUMINATE

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INTRODUCTION

TIKTOK REMAINS A MEANINGFUL DRIVER OF MUSIC DISCOVERY, MONETIZATION, CHART SUCCESS, MUSIC FANDOM AND CULTURE

This year's Music Impact Report demonstrates once again that TikTok plays a strong role in the music industry, fandom and culture. The latest consumption data analysis shows that TikTok engagement continues to have a positive impact on an artist's music streaming activity, and TikTok virality correlates with durable chart success. New and updated Luminate insights further indicate that TikTok leads among major social media platforms in driving discovery of music and artists and as a nexus for communities of music fans.

To conduct this analysis, Luminate leveraged a combination of data sources. This report references U.S. music streaming volumes, Billboard global chart placement, TikTok views and U.S. consumer insights to identify distinctive consumer behaviors that make TikTok users uniquely valuable to the music industry.

Consumption Data

Luminate Connect

Chart Data

Billboard Global 200

Audience Insights

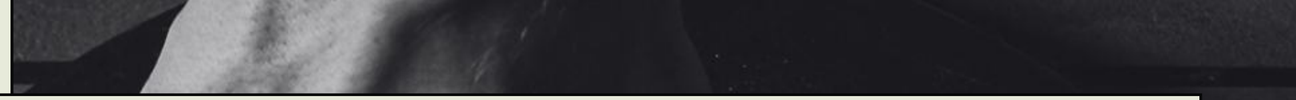
Luminate U.S. Music 360 and Artist + Genre Tracker

TikTok Engagement

Provided by TikTok

TikTok Virality

Provided by TikTok



KEY FINDINGS

94%

94% of songs that entered the Billboard Global 200 in 2025 went viral on TikTok first

4x

In 2025, tracks that went viral on TikTok stayed on the Billboard Global 200 chart 4x longer than those without a TikTok viral moment

74%

Nearly three-quarters (74%) of the fastest-growing artists on streaming services have a meaningful, positive statistical correlation with TikTok

61%

61% of U.S. TikTok users who listen to music have purchased physical and/or digital music in the past year

45%

Nearly half (45%) of all U.S. TikTok users use the service to discover new music and artists, more than users of any other major social media platform

61%

61% of U.S. TikTok users actively seek out new and emerging artists, 29% higher than the average music listener

+78%

U.S. music listeners on TikTok are 78% more likely than the U.S. general population to use a paid music streaming subscription, overindexing more than music listeners on any other social media platform

74%

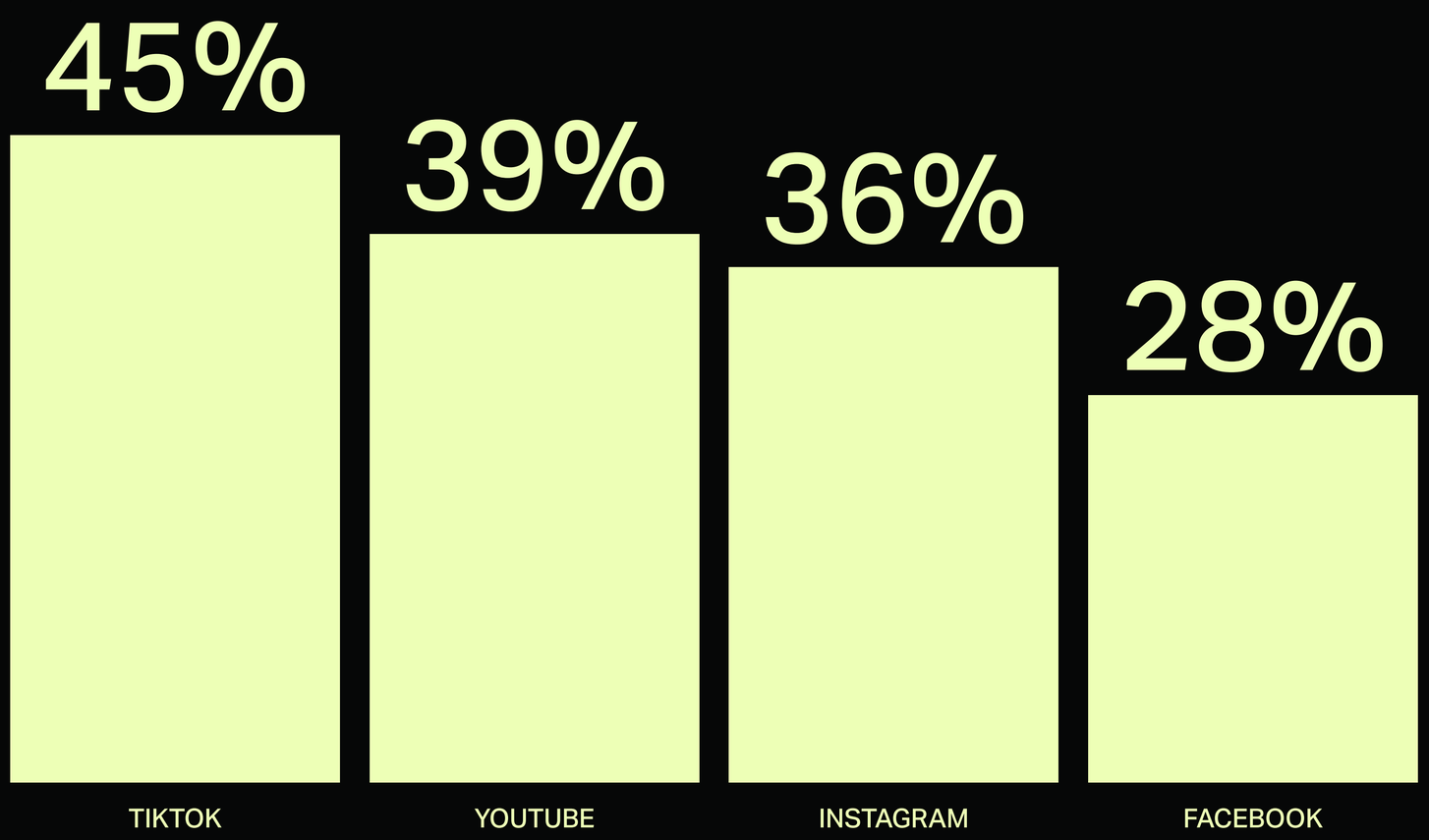
Nearly three-quarters (74%) of TikTok users who listen to music say TikTok allows them to connect with a community of like-minded music fans, more than any other social media platform

— 01

TIKTOK DRIVES MUSIC DISCOVERY



U.S. TIKTOK USERS ARE MORE LIKELY TO DISCOVER MUSIC ON THE PLATFORM THAN USERS OF COMPARABLE PLATFORMS



READ AS: 45% OF U.S. TIKTOK USERS USE TIKTOK TO DISCOVER NEW MUSIC AND ARTISTS

SOURCE:
- U.S. MUSIC 360 STUDY, SM3A. WHICH OF THE FOLLOWING SOCIAL MEDIA PLATFORMS DO YOU USE TO DISCOVER NEW MUSIC AND ARTISTS? - AMONG U.S. MUSIC LISTENERS AND USERS OF EACH SM/SFV PLATFORM, RESPECTIVELY
- U.S. MUSIC 360 STUDY, OC5. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "I ACTIVELY SEEK NEW OR EMERGING ARTISTS" - AMONG U.S. MUSIC LISTENERS WHO USE TIKTOK

TIKTOK IS THE LEADING SOCIAL PLATFORM FOR MUSIC DISCOVERY

U.S. TikTok users are more likely to discover music on the platform than users of other major social media platforms. Nearly half (45%) of all U.S. TikTok users use the service to discover new music and artists.

Meanwhile, TikTok users are active seekers of new music and artists. Over six in 10 (61%) U.S. TikTok users actively seek out new or emerging artists, 29% higher than the average music listener. This demonstrates that TikTok is a platform for enthusiastic music fans who are ready to discover and champion new and emerging talent.

MUSIC DISCOVERY ON TIKTOK DRIVES MUSIC ENGAGEMENT OFF-PLATFORM

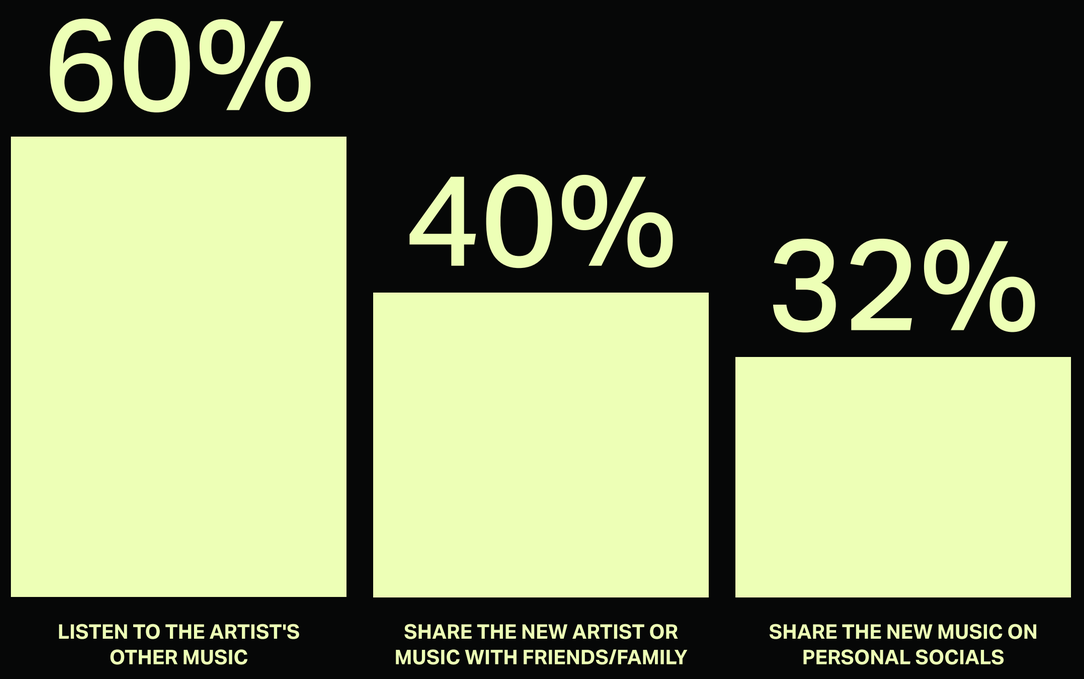
Discovery on TikTok is just the beginning. For TikTok users, engagement on social media inspires and fuels off-platform listening. Six in 10 U.S. TikTok users (who find new music and artists via social and short-form video platforms) listen to more of an artist's music after discovering them on social media, highlighting that these users are high-intent audiences who actively dive deeper into an artist's catalog off-platform.

TikTok attracts music audiences eager to engage with new music as soon as it is released. Over a quarter (26%) of weekly U.S. TikTok users who listen to music say they listen to a newly released album the day it drops.

Music discovery on TikTok also leads users to behaviors that support and amplify new artists, whether via word of mouth or sharing on social media. Among U.S. TikTok users who discover new artists and music on social and short-form video platforms, four in 10 share the new music or artist with friends and family and nearly a third share on their own social media accounts — underscoring the role U.S. TikTok users play as music evangelists and cultural tastemakers who actively shape what their social circles discover and listen to next.

U.S. TIKTOK USERS ENGAGE WITH AND SHARE NEW ARTISTS AND MUSIC AFTER DISCOVERY

Among U.S. TikTok users who discover new artists and music on social media or short-form video platforms



SOURCE:
- U.S. MUSIC 360 STUDY, SM3B. WHICH OF THE FOLLOWING BEHAVIORS DO YOU ENGAGE IN AFTER YOU FIND NEW MUSIC OR AN ARTIST YOU LIKE ON SOCIAL MEDIA? - AMONG U.S. MUSIC LISTENERS WHO USE SM/SFV FOR MUSIC DISCOVERY AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. ARTIST + GENRE TRACKER, ALB1. WHEN AN ARTIST YOU LIKE RELEASES A NEW ALBUM, WHEN ARE YOU MOST LIKELY TO LISTEN TO IT? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK



SIENNA SPIRO
CREDIT: MICHAEL BUCKNER

SIENNA SPIRO

From TikTok Discovery to Global Breakthrough

British singer-songwriter Sienna Spiro first began to build her fanbase on TikTok by posting videos of herself singing covers.

After early success with releases including “Maybe” and “You Stole the Show,” her breakout global hit was the soulful ballad “Die on This Hill,” released in 2025. The track was a huge hit with the TikTok community upon its release, as millions of fans used the track across multiple trends, including lipsyncing, cover versions and movie and TV edits. And millions more TikTok users saved the track to music streaming services via TikTok’s Add to Music App feature, directly driving millions of additional streams and leading to her first major success.

Following the track’s viral success on TikTok, “Die on This Hill” became Spiro’s breakout chart hit, reaching the top 20 of the Billboard Hot 100, where it stayed for 13 weeks and peaked at No. 19, as well as the Billboard Global 200, where it held firm for 15 weeks, peaking at No. 11.

That momentum continued with the release of her debut studio album, *Visitor*, in July 2026, as her growing TikTok fandom embraced her new music and helped amplify it to an even wider audience. The album’s next single, “The Visitor,” inspired millions of TikTok video creations, while “Great Expectation” went on to become her first U.K. No. 1 single. Spiro’s breakout year continued with a live performance at the VMAs in September, where she was named Best New Artist.

SIENNA SPIRO

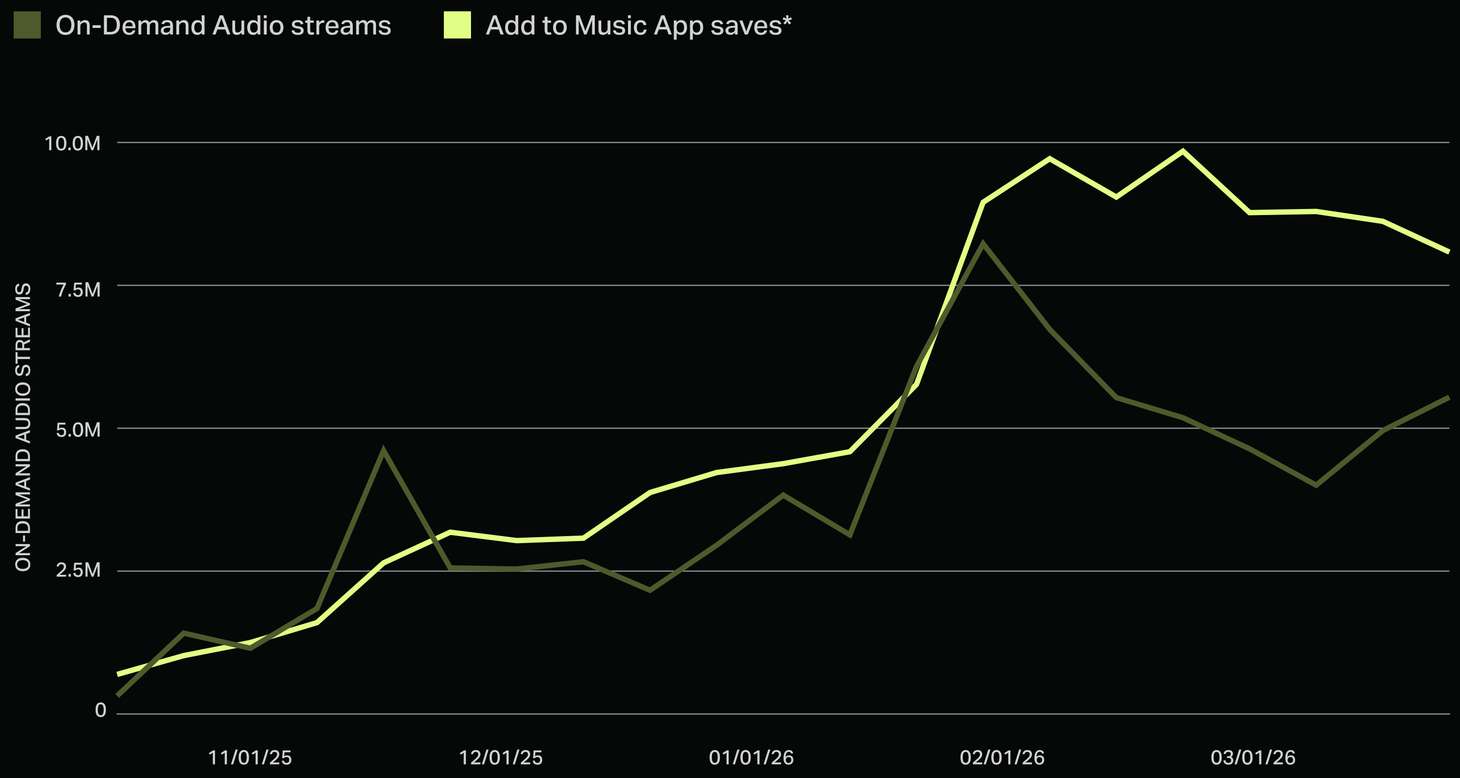
Shortly after its release in October 2025, in November Sienna Spiro's track "Die on This Hill" started to go viral on TikTok.

Globally, "Die on This Hill" was the most-saved track using TikTok's "Add to Music App" feature over the previous year (as of April 2026), which drove a surge in listening on music streaming services.

There was an especially strong relationship between track saves and streams for "Die on This Hill" — with an exceptionally high correlation coefficient of .93, suggesting that track saves to DSPs contributed to rapid growth in off-platform streaming.

"DIE ON THIS HILL," BY SIENNA SPIRO

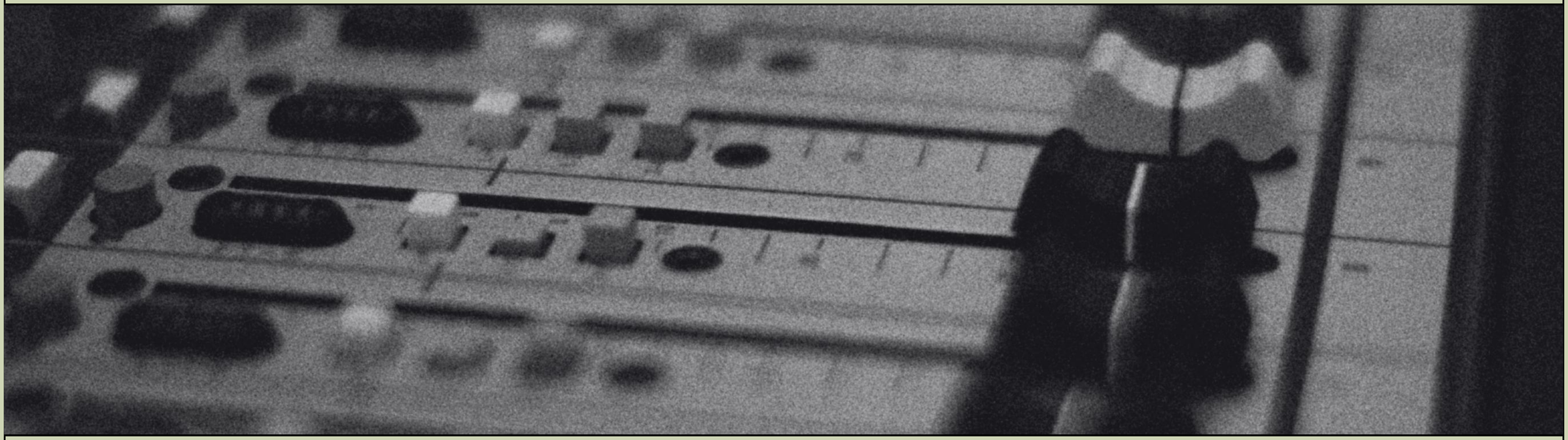
Weekly global "Add to Music App" saves and U.S. On-Demand Audio streams



SOURCE: LUMINATE CONNECT
NOTE: *"ADD TO MUSIC APP" VALUES ARE BLINDED FOR PRIVACY AND CORRESPOND TO THE RIGHT VERTICAL AXIS

— 02

TIKTOK POSITIVELY IMPACTS MUSIC STREAMS

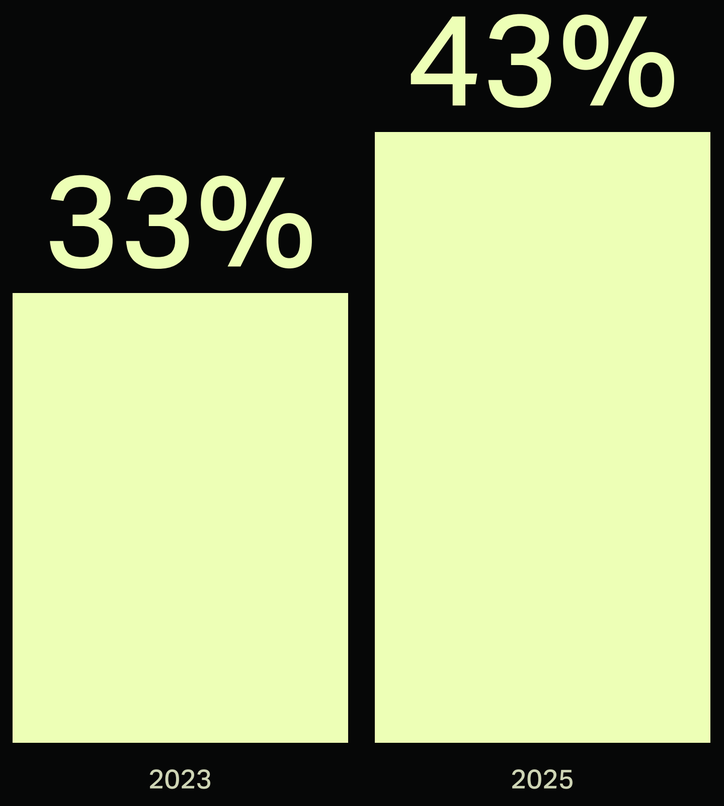


TIKTOK ACTIVITY IS POSITIVELY CORRELATED WITH OFF-PLATFORM STREAMING VOLUMES FOR MORE ARTISTS COMPARED WITH 2023

TikTok engagement remains positively correlated with music streaming. That influence is now being felt among even more artists than it was in 2023, the last time Luminate conducted this analysis.* In 2025, 43% of artists saw strong or moderate correlations between TikTok views and On-Demand Audio streams, up from 33% in 2023.

MORE U.S. ARTISTS HAVE STRONG-TO-MODERATE CORRELATIONS WITH TIKTOK

Share of artists in sample with strong or moderate correlations between On-Demand Audio streams and TikTok views



SOURCE: TIKTOK CONSUMPTION DATA AND LUMINATE CONNECT; SEE METHODOLOGY SECTION FOR MORE DETAILS OF ANALYSIS
NOTE: *THIS 2025 ANALYSIS OF U.S. TIKTOK ENGAGEMENT DATA IS COMPARED AGAINST 2023, THE LAST TIME LUMINATE ANALYZED U.S.-ONLY DATA. AS A RESULT, COMPARISONS CANNOT BE MADE AGAINST OUR 2024 ANALYSIS, WHICH COVERED GLOBAL CONSUMPTION DATA AND APPLIED A DIFFERENT METHODOLOGY (ARTIST-LEVEL OLS REGRESSIONS RATHER THAN CORRELATIONS, AS SHOWN HERE); CORRELATIONS ACROSS THE WHOLE MARKET IN 2025 (AT THE ARTIST-WEEK-LEVEL) ARE EFFECTIVELY UNCHANGED FROM 2023, BUT MORE ARTISTS SEE INDIVIDUALIZED CORRELATIONS WITH TIKTOK

THE MAJORITY OF CURRENT ARTISTS HAVE MEANINGFUL, POSITIVE STREAMING CORRELATIONS WITH TIKTOK

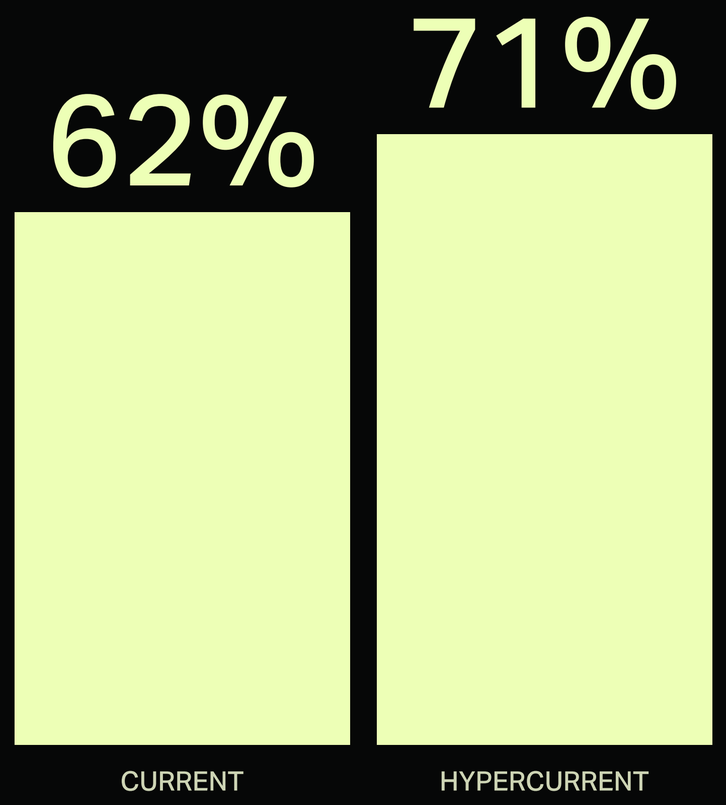
Streaming engagement is meaningfully correlated with TikTok for a strong majority of current artists, defined as those for whom a majority of their streaming has come from music titles they released in the past three years.

Over six in 10 (62%) Current artists — those with 50%-80% of their streaming from music released in the last three years — have strong or moderate positive correlations between TikTok views and On-Demand Audio streaming.

That proportion is even higher among Hypercurrent artists — those with more than 80% of their streaming from releases in the last 3 years — with 71% seeing a meaningful, positive correlation with TikTok.

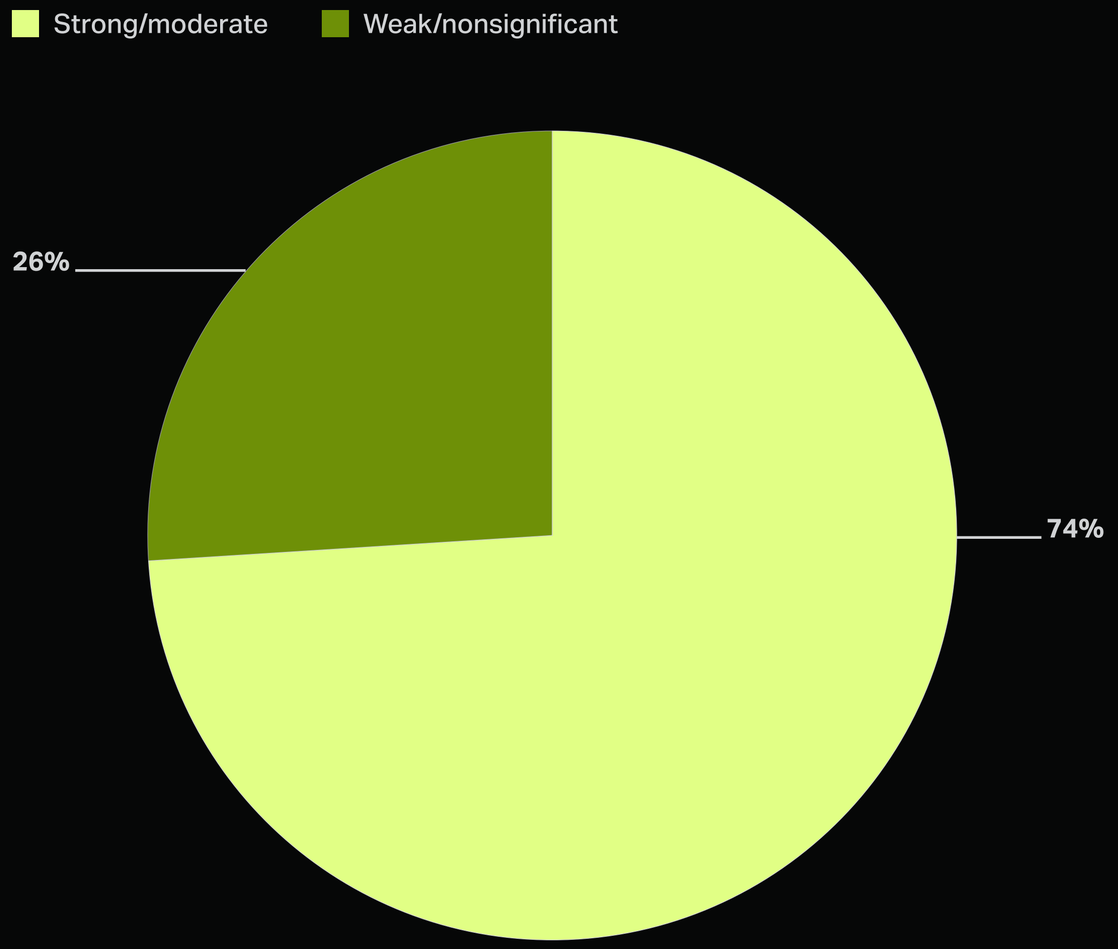
MOST CURRENT* ARTISTS HAVE STRONG-TO-MODERATE CORRELATIONS WITH TIKTOK

Share of artists with strong or moderate correlation between On-Demand Audio streams and TikTok views



SOURCE: TIKTOK CONSUMPTION DATA AND LUMINATE CONNECT; SEE METHODOLOGY SECTION FOR MORE DETAILS OF ANALYSIS
NOTE: *OUR CURRENT ARTIST CATEGORIES ARE BASED ON THE PERCENTAGE OF AN ARTIST'S TOTAL STREAMING THAT HAS COME FROM TITLES RELEASED IN THE PAST THREE YEARS (P3Y); CURRENT ARTISTS: 50%-80% OF STREAMING FROM MUSIC RELEASED IN P3Y; HYPERCURRENT ARTISTS: 80%+ OF STREAMING FROM MUSIC RELEASED IN P3Y; THESE DEFINITIONS ARE SPECIFIC TO THIS ANALYSIS AND DIFFER FROM THE INDUSTRY DEFINITION OF "CURRENT"

74% OF THE FASTEST-GROWING ARTISTS ON STREAMING HAVE STRONG-TO-MODERATE STATISTICAL TIES TO TIKTOK



SOURCE: TIKTOK CONSUMPTION DATA AND LUMINATE CONNECT;
SEE METHODOLOGY SECTION FOR MORE DETAILS OF ANALYSIS

THE MAJORITY OF HIGH-GROWTH ARTISTS HAVE MEANINGFUL, POSITIVE STREAMING CORRELATIONS WITH TIKTOK

Streaming engagement is also meaningfully correlated with TikTok for a strong majority of high-growth artists.

Among the fastest-growing artists — those with streaming increases of +20% or more in Q4 ‘25 versus Q4 ‘24 — nearly three-quarters (74%) saw strong or moderate positive statistical correlations between TikTok views and On-Demand Audio streaming.

Moreover, streaming correlation with TikTok applies to high-growth artists at every stage of their career, from established artists such as Empire of the Sun, Justin Bieber and Alice in Chains to breakout stars such as Olivia Dean, EsDeeKid and Disco Lines.



PIERCE THE VEIL
CREDIT: MICHAEL BUCKNER

PIERCE THE VEIL

TikTok Virality Lifts Catalog Streaming to a New Level

Pierce The Veil, the California pop-punk band that broke through in the late 2000s and 2010s, enjoyed a steady level of streams until TikTok virality elevated the band to newfound popularity and a significantly increased streaming baseline.

In July 2025, Pierce The Veil's "So Far So Fake" from the 2023 album *The Jaws of Life* went viral on TikTok as a dance trend set to a guitar riff section of the track, driving hundreds of thousands of video creations on the app. The band even joined in on the trend, putting out multiple posts using the song and showcasing their live performances of the original. In the U.S., the song was the most-saved track using TikTok's "Add to Music App" feature in 2025. Amid a broader resurgence of emo as a genre, the trend has also contributed to (and benefited from) a huge recent surge in the hashtag #emo, driving over 8 million posts and 73 billion views as of Aug. 19.

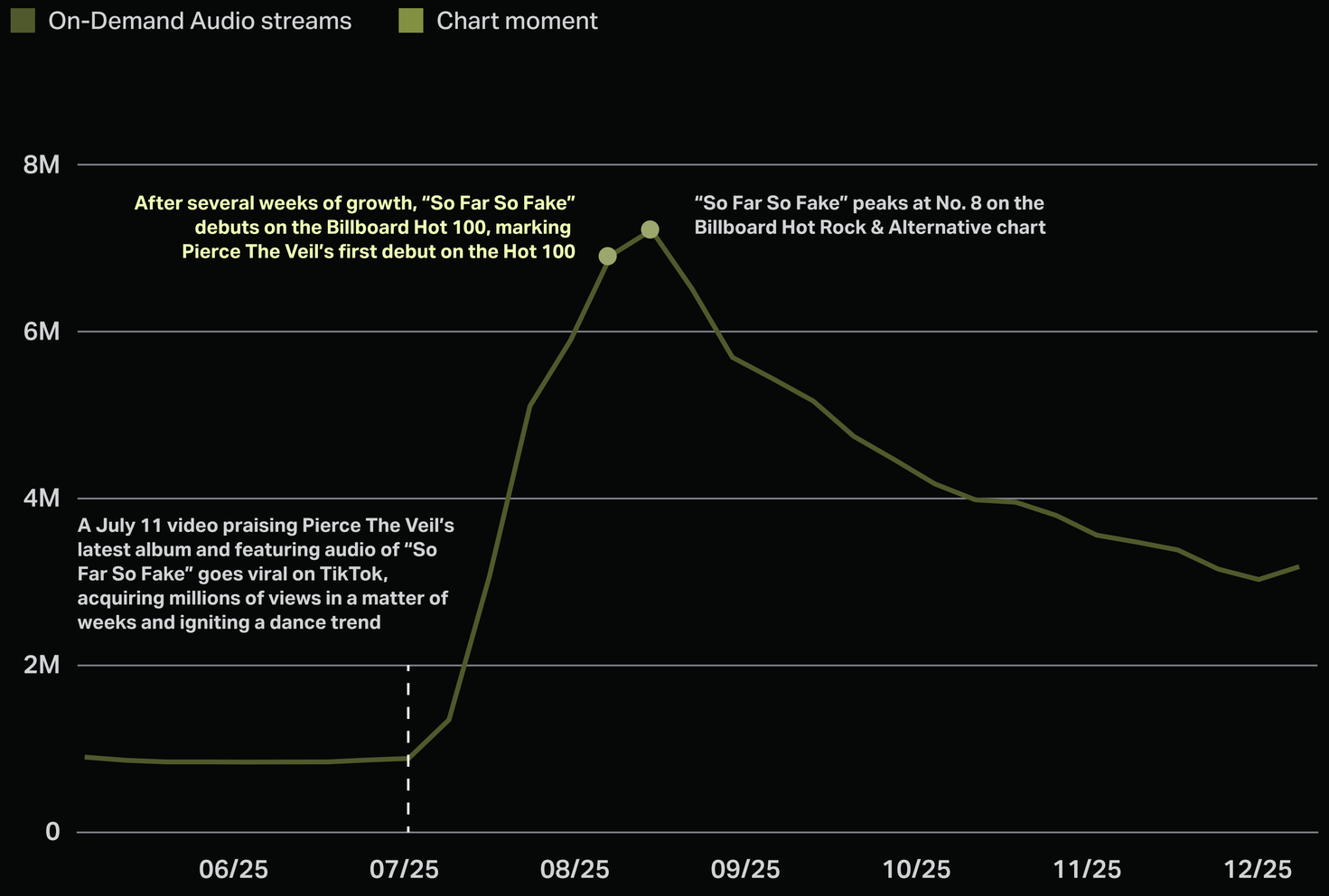
The song's viral moment on TikTok led to massive uplift in their overall streaming volumes, growing 75% (and cumulatively an additional 113M streams) in the post-viral period versus the band's streaming performance in the year prior. "So Far So Fake" went on to land on multiple charts, including as the band's first entry on the Billboard Hot 100, peaking at No. 64. The song's streaming trajectory has continued into 2026, topping Billboard's Rock & Alternative Airplay chart at No. 1 in April.

PIERCE THE VEIL

In July 2025, Pierce The Veil's track "So Far So Fake" went viral on TikTok as a dance trend, driving a surge in streams and radio airplay through the remainder of 2025 and into 2026. Originally released in 2023, "So Far So Fake" became Pierce The Veil's first-ever entry on the Billboard Hot 100.

"SO FAR SO FAKE," BY PIERCE THE VEIL

Weekly U.S. On-Demand Audio streams



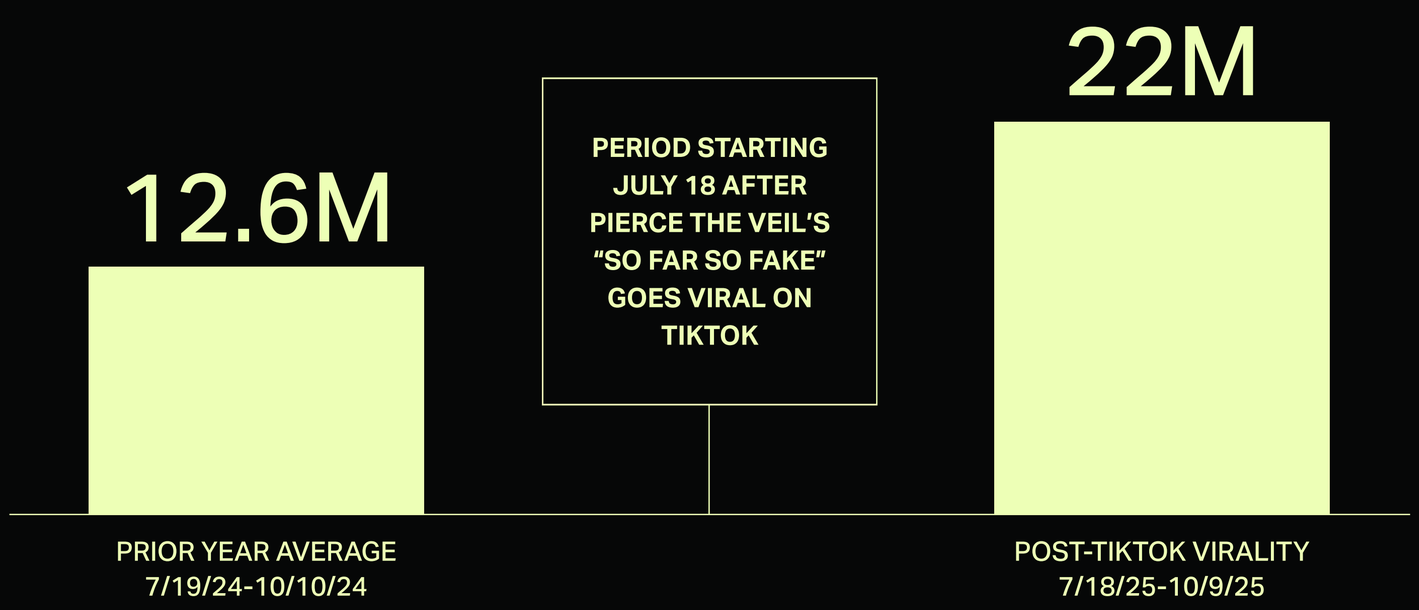
SOURCE: LUMINATE CONNECT

PIERCE THE VEIL SAW INCREASED STREAMING ACROSS ITS ENTIRE CATALOG

In the 12-week period following their TikTok viral moment with “So Far So Fake,” Pierce The Veil’s total weekly streaming volumes increased across their entire catalog — growing 75% versus the same period in the prior year, with 9.4M additional streams per week, for a cumulative 113M additional streams in the post-viral period.

POST-VIRALITY STREAMING IMPACT ACROSS FULL CATALOG

Avg. Weekly U.S. On-Demand Audio streams (millions)



+9.4M

YoY Growth in Average Weekly Streams

+75%

YoY Growth Rate

SOURCE: LUMINATE CONNECT

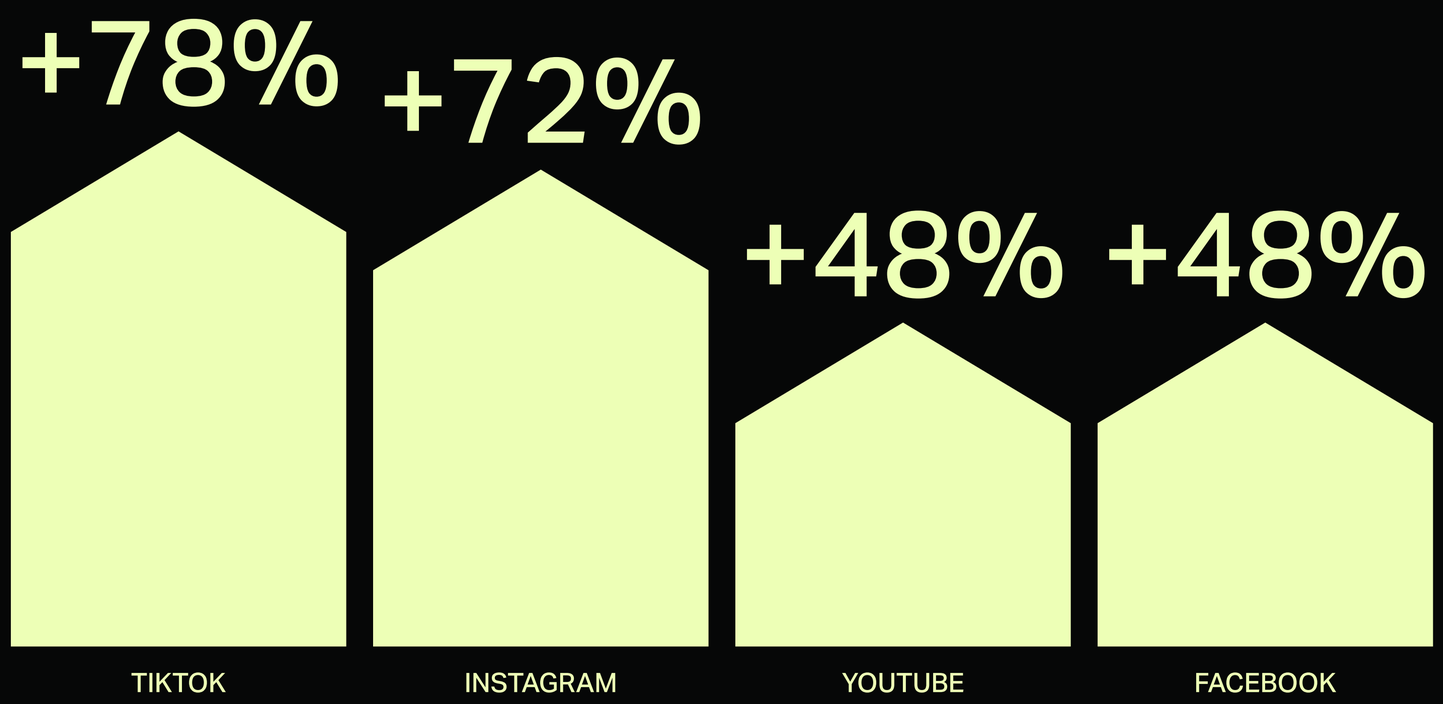
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TIKTOK GENERATES VALUE OFF-PLATFORM



LIKELIHOOD TO USE A PAID MUSIC STREAMING SERVICE VS. THE U.S. GENERAL POPULATION

Among U.S. music listeners on each social platform



READ AS: U.S. MUSIC LISTENERS ON TIKTOK ARE 78% MORE LIKELY TO USE A PAID MUSIC STREAMING SERVICE THAN THE U.S. GENERAL POPULATION

SOURCE:
- U.S. MUSIC 360 STUDY, MS2. DO YOU CURRENTLY USE ANY OF THE FOLLOWING ONLINE MUSIC STREAMING SERVICES? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, MS11. HOW LIKELY ARE YOU TO PAY FOR A SUBSCRIPTION TO A MUSIC STREAMING SERVICE IN THE NEXT 6 MONTHS? - AMONG U.S. MUSIC LISTENERS AWARE OF AND CURRENTLY NOT PAYING FOR MUSIC STREAMING SERVICES AND U.S. MUSIC LISTENERS WHO USE TIKTOK

MUSIC LISTENERS ON TIKTOK OVERINDEX ON PAID SUBSCRIPTIONS TO MUSIC STREAMING SERVICES COMPARED WITH MUSIC LISTENERS ON OTHER MAJOR SOCIAL MEDIA PLATFORMS

Music listeners on TikTok are a high-value audience on music streaming services. U.S. music listeners who use TikTok are 78% more likely than the U.S. general population to use a paid music streaming subscription, more than music listeners on any other major social media platform.

Moreover, TikTok users who aren't already subscribers represent a prime acquisition opportunity for streaming services. U.S. music listeners on TikTok who aren't currently subscribed to a paid music streaming service are 30% more likely than the average music listener to say they're likely to pay for a subscription to a music streaming service within the next six months, more than users of any other major social media platform.

U.S. TIKTOK USERS ARE MORE LIKELY TO PURCHASE MUSIC THAN USERS OF OTHER MAJOR SOCIAL MEDIA PLATFORMS — AND SPEND MORE ON PHYSICAL MUSIC

U.S. TikTok users are more likely to purchase music to own, whether in physical or digital formats

61%

Over six in 10 U.S. TikTok users who listen to music have purchased music in the past year — whether as digital albums/tracks or physical formats (CDs, vinyl, cassettes) — which is more than users of any other major social media platform

When TikTok users purchase physical music, they spend more than the average music listener

33%

One-third of U.S. TikTok users who listen to music have purchased music in physical formats in the past 12 months

+22%

U.S. TikTok users spend 22% more money on physical music compared with the average music listener, more than users of any other major social media platform

SOURCE:
- U.S. MUSIC 360 STUDY, BP3. WHICH OF THE FOLLOWING FORMS OF MUSIC, IF ANY, HAVE YOU PURCHASED IN THE PAST 12 MONTHS? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, TM4. HOW MUCH MONEY, IF ANY, DID YOU SPEND ON THE FOLLOWING ACTIVITIES IN A TYPICAL MONTH? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK

U.S. TIKTOK USERS INVEST IN SUPPORTING ARTISTS

U.S. TikTok users are a highly dedicated audience of fans. With their music purchases — whether of music or merchandise — they're actively investing in the artists they enjoy and want to support.

Supporting artists is more likely to motivate the music purchases of U.S. TikTok users than for the average music listener. This suggests U.S. TikTok users are a highly monetizable audience of music fans, motivated to show their love of artists through their purchases.

+23%

U.S. TikTok users who purchase music are 23% more likely than the average music listener to say that supporting artists is important to them when they're deciding what form of music to purchase

+28%

U.S. TikTok users who listen to music are 28% more likely than the average music listener to agree they buy artist merchandise as a way of financially supporting the artist

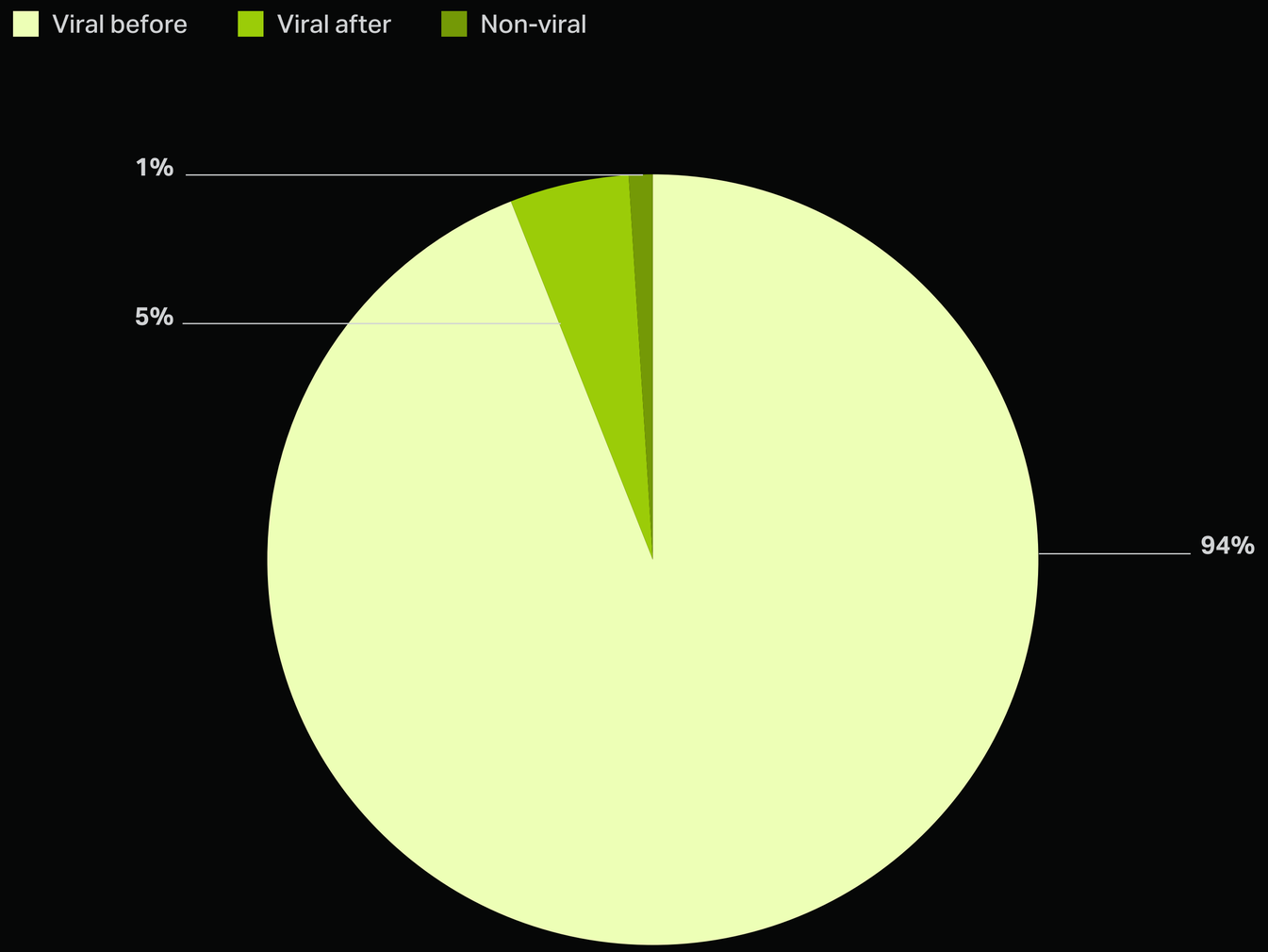
SOURCE:
- U.S. MUSIC 360 STUDY, BP4. WHAT IS IMPORTANT TO YOU WHEN DECIDING WHAT FORM OF MUSIC TO PURCHASE? - AMONG U.S. MUSIC LISTENERS WHO HAVE PURCHASED MUSIC AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, OC5. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "WHEN I BUY ARTIST MERCHANDISE (E.G., T-SHIRTS, STICKERS), I DO IT TO FINANCIALLY SUPPORT THE ARTIST" - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK

— 04

TIKTOK IMPACTS CHART SUCCESS



IMPACT OF TIKTOK VIRALITY ON BILLBOARD GLOBAL 200 CHART ENTRIES



SOURCE: LUMINATE CONNECT AND TIKTOK DATA; ANALYSIS INCLUDES ALL SONGS THAT APPEARED ON THE BILLBOARD GLOBAL 200 BETWEEN 3/11/2025 AND 12/4/2025, EXCLUDING CHRISTMAS/HOLIDAY SONGS, FOR A TOTAL OF 484 SONGS ANALYZED

94% OF SONGS ON THE BILLBOARD 200 WENT VIRAL ON TIKTOK FIRST

In 2025, 94% of all songs that entered the Billboard Global 200 chart had a TikTok viral moment first, up from 84% in 2024. Another 5% went viral on TikTok at the same time or after landing on the chart. Just 1% didn't have a viral moment tied to charting, down from 4% in 2024.

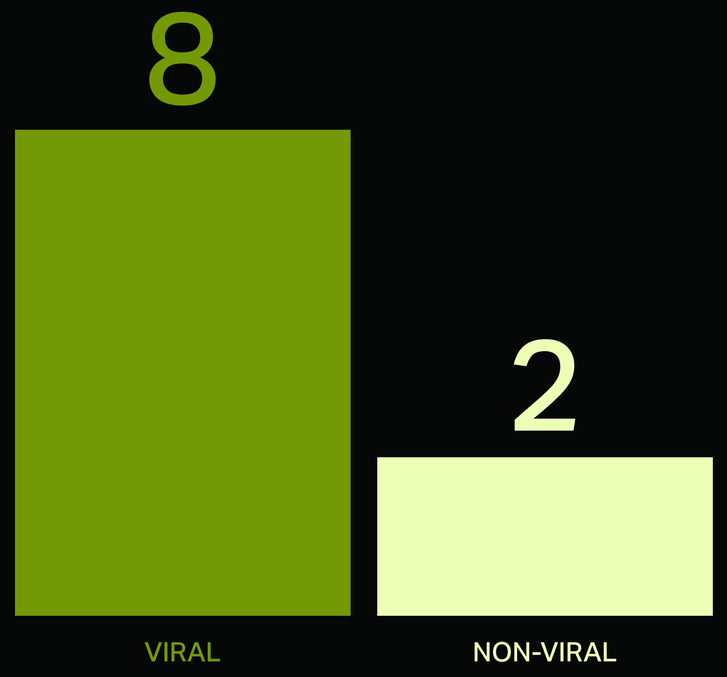
TRACKS THAT GO VIRAL ON TIKTOK STAY ON THE CHARTS LONGER

Songs that have a viral moment on TikTok are more likely to stay on the charts for longer than songs that do not. Among the songs that charted on the Billboard Global 200 in 2025, those that went viral on TikTok stayed on the chart 4x longer than those without a TikTok viral moment.

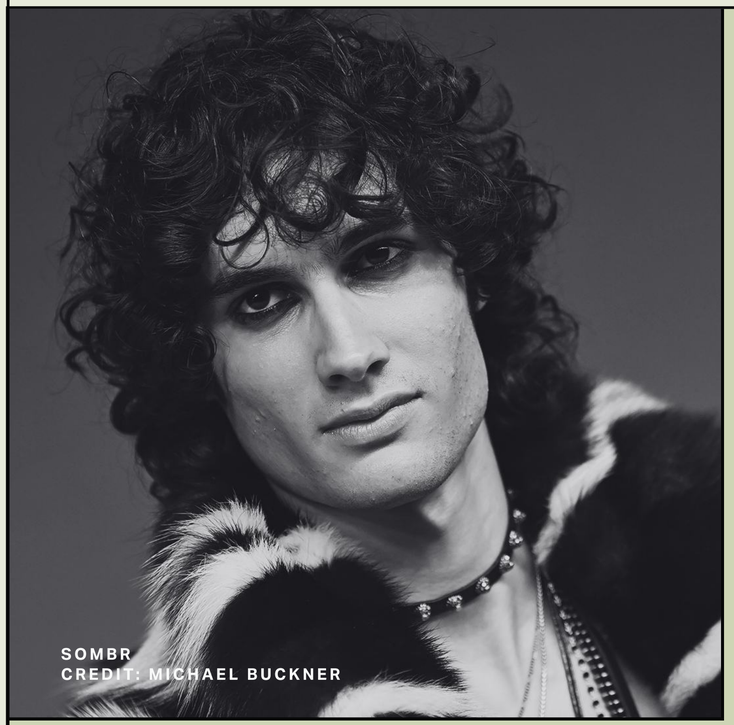
In addition, tracks that had a viral moment on TikTok reach higher positions on the charts than songs without one. In 2025, viral tracks that appeared on the Billboard Global 200 on TikTok reached a median chart peak of 79, compared with 120 among non-viral tracks.

CHART LONGEVITY AMONG TIKTOK VIRAL VS. NON-VIRAL SONGS

Average number of weeks on the Billboard Global 200



SOURCE: LUMINATE CONNECT AND TIKTOK DATA; ANALYSIS INCLUDES ALL SONGS THAT APPEARED ON THE BILLBOARD GLOBAL 200 BETWEEN 3/11/2025 AND 12/4/2025, EXCLUDING CHRISTMAS/HOLIDAY SONGS AND EXCLUDING ANY SONGS THAT CHARTED IN THE SECOND HALF OF 2024 TO ACCOUNT FOR RECURRENCE, FOR A TOTAL OF 454 SONGS ANALYZED



SOMBR
CREDIT: MICHAEL BUCKNER

SOMBR

From TikTok Discovery to Chart Success

U.S. singer-songwriter sombr was first discovered on TikTok, launching his career and rapid rise as one of indie pop's most exciting breakout artists.

Sombr released "Back to Friends" in December 2024, but it wasn't until the track started trending on TikTok in March 2025 that the song started to build momentum, with millions of users embracing its gut-wrenching refrain to soundtrack posts about dating, relationships and friendship. The artist himself leaned into the moment, posting and engaging directly with fans on the platform. "Back to Friends" became the most-saved track of 2025 globally using TikTok's "Add to Music App" feature, which generated many millions more streams on music streaming services.

Driven by fan engagement and virality on TikTok, streams of the track surged and chart success followed. In April 2025, "Back to Friends" entered the Billboard Hot 100, where it stayed for 52 weeks, as well as the Billboard Global 200, where it stayed for a whopping 82 weeks, peaking at No. 5 in September 2025.

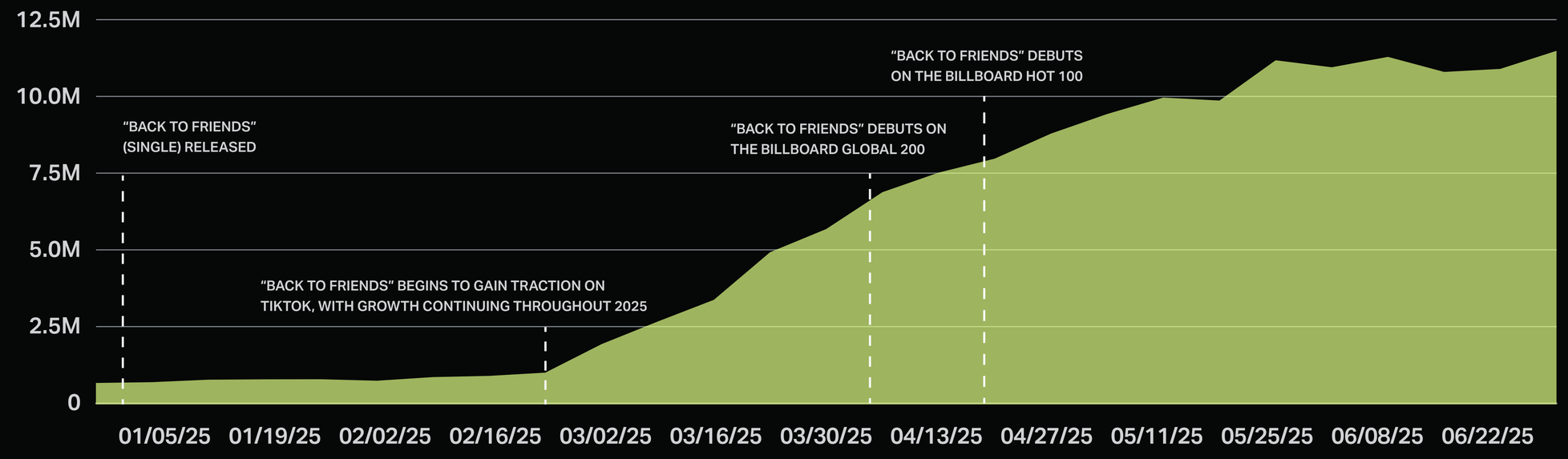
The song's virality also helped sombr build an engaged community of fans on TikTok who followed him into his next releases, fueling a string of viral and chart successes including "Undressed," which he first teased on TikTok in March 2025, followed by "12 to 12."

SOMBR

Streams of sombr's "Back to Friends" began to surge in March 2025 as the track started to go viral on TikTok. By April 2025, "Back to Friends" debuted on the Billboard Hot 100, where it stayed for 52 weeks, peaking at No. 7 in January 2026.

"BACK TO FRIENDS," BY SOMBR

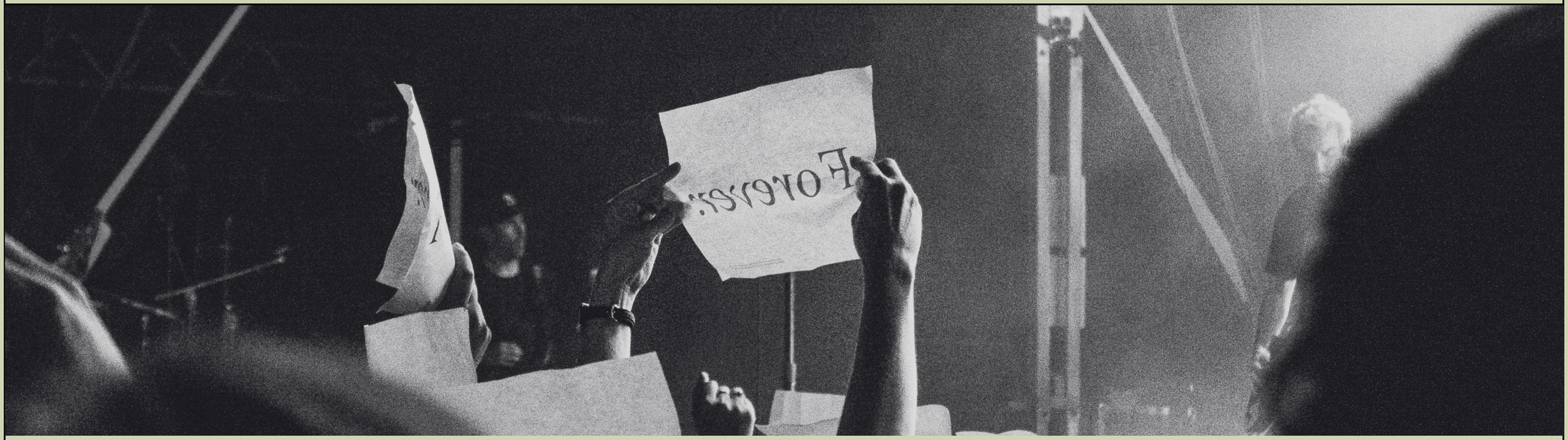
Weekly U.S. On-Demand Audio streams



SOURCE: LUMINATE CONNECT

— 05

TIKTOK IS THE HOME OF MUSIC FANDOM



TIKTOK IS THE LEADING PLATFORM FOR MUSIC FAN COMMUNITY AND CONNECTION

U.S. music listeners recognize TikTok's status as a destination for music fans to connect and engage, both with one another and with the artists they love. More than any other social media platform, U.S. music listeners on TikTok use the service to find and engage with communities of music fans.

74%

Nearly three-quarters (74%) of TikTok users who listen to music say that TikTok allows them to connect with a community of like-minded music fans, more than any other major social media platform

72%

Over seven in 10 (72%) TikTok users who listen to music say that TikTok helps them connect and engage with their favorite artists, more than any other major social media platform

SOURCE:
- U.S. MUSIC 360 STUDY, TT2. HOW MUCH DO YOU AGREE OR DISAGREE THAT EACH OF THE FOLLOWING PLATFORMS ALLOWS YOU TO CONNECT WITH A COMMUNITY OF LIKE-MINDED MUSIC FANS? - AMONG U.S. MUSIC LISTENERS
- U.S. MUSIC 360 STUDY, TT1. HOW MUCH DO YOU AGREE OR DISAGREE THAT EACH OF THE FOLLOWING PLATFORMS ALLOWS YOU TO CONNECT AND ENGAGE WITH YOUR FAVORITE ARTISTS? - AMONG U.S. MUSIC LISTENERS

U.S. MUSIC FANS ON TIKTOK WANT MORE WAYS TO CONNECT WITH THE ARTISTS THEY LOVE

For U.S. TikTok users, music fandom goes beyond listening.

They're interested in deeper, more personal connections with the artists they love — and want even more opportunities to engage with artists through more candid and personal types of content, such as in-home interviews or live chat sessions.

U.S. TikTok users are also more likely than the average music listener to actively engage with artists' social content, such as with comments, emoji reactions or other types of interactions.

51%

Over half of U.S. music listeners on TikTok would like to connect with artists on a more personal level (e.g., in-home interviews), more than listeners on any other major social media platform

+50%

U.S. TikTok users are 50% more likely than the average music listener to express their fandom by engaging with music artists' lives on social media (such as by writing in comments, emoji reacting), overindexing more than users of any other major social media platform

SOURCE:
- U.S. MUSIC 360 STUDY, OC5. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "I WOULD LIKE TO CONNECT WITH MUSIC ARTISTS ON A MORE PERSONAL LEVEL (E.G., IN-HOME INTERVIEWS, SOCIAL MEDIA LIVE CHATS)" - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, FAN2. IN WHICH OF THE FOLLOWING WAYS, IF ANY, DO YOU EXPRESS YOUR FANDOM WITH MUSIC ARTISTS THAT YOU LIKE? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK

TIKTOK USERS ARE MORE LIKELY TO IDENTIFY AS PART OF ARTIST FANDOMS

+61%

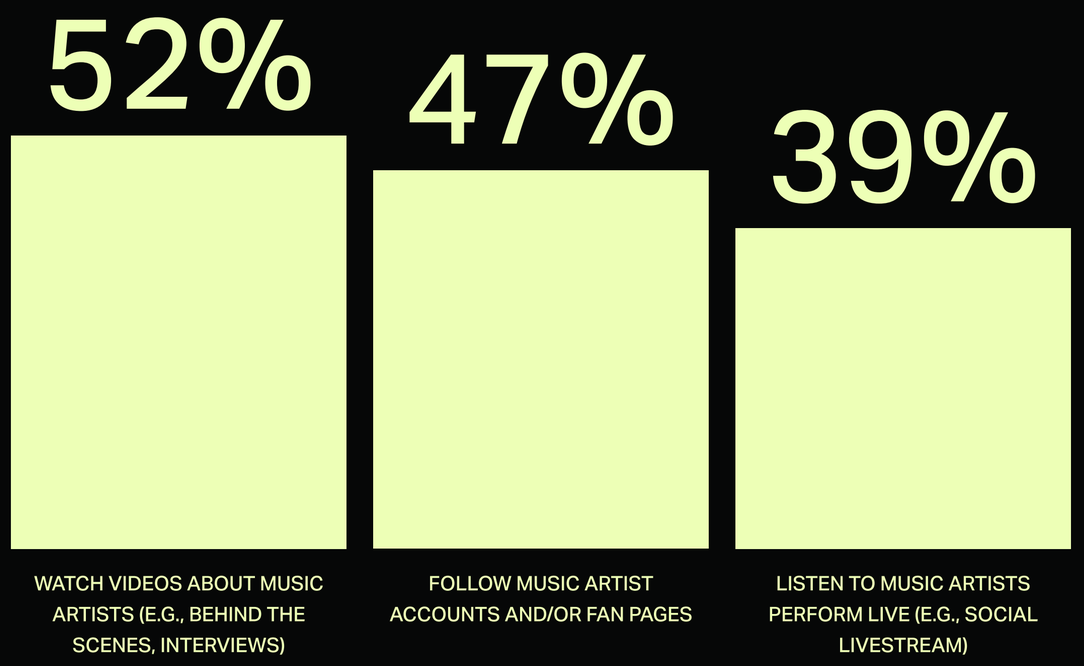
U.S. TikTok users are 61% more likely than the average music listener to identify as members of a dedicated artist fan community, more than users of any other major social media platform

For many U.S. TikTok users, being a fan of an artist can become a meaningful part of their identity and sense of belonging, not just a reflection of what they listen to. U.S. TikTok users are 61% more likely than the average music listener to identify as a member of a dedicated artist fan base, such as Swifties, BTS' ARMY or The BeyHive.

Artist fandom translates to meaningful engagement on social media. U.S. TikTok users who engage with music on social platforms engage with artists' content on social media, including by watching videos about artists, following fan pages and listening to live performances.

U.S. TIKTOK USERS ENGAGE AND INTERACT WITH ARTISTS AND THEIR MUSIC ON SOCIAL MEDIA

Share of U.S. TikTok users who engage with music on social/SFV who engage in the following music-related activities on social platforms



SOURCE:
- U.S. MUSIC 360 STUDY, FAN2. IN WHICH OF THE FOLLOWING WAYS, IF ANY, DO YOU EXPRESS YOUR FANDOM WITH MUSIC ARTISTS THAT YOU LIKE? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, SM2. WHICH OF THE FOLLOWING MUSIC-RELATED ACTIVITIES, IF ANY, DO YOU DO ON SOCIAL MEDIA OR SHORT-FORM VIDEO SITES/APPS? - AMONG U.S. SM/SFV USERS WHO ENGAGE WITH MUSIC ON SM/SFV PLATFORMS AND TIKTOK USERS WHO ENGAGE WITH MUSIC ON SM/SFV PLATFORMS

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TIKTOK DRIVES MUSIC CULTURE



TIKTOK USERS ARE NATURAL AMPLIFIERS OF MUSIC AND ARTISTS

U.S. TikTok users are valuable amplifiers for music and artists on social media.

Music fans on TikTok are more likely to actively share their listening habits and music experiences with others on social platforms, including posting content about music artists or while attending live music events.

By broadcasting moments of individual fandom, music fans on TikTok give artists and songs a powerful pathway to spread organically through social circles and the broader culture.

28%

28% of U.S. TikTok users who listen to music broadcast their music habits to others on social or short-form video platforms (such as by sharing a music video or a song to their social story), 24% more likely than the overall audience who engage with music on social/SFV platforms

30%

Nearly a third of U.S. TikTok users who listen to music post about musicians or artists on social media, 49% more likely than the average U.S. music listener

28%

28% of U.S. TikTok users who engage with music on social/SFV platforms post content while attending live music events, such as photos, videos or livestreams, 32% more likely than the overall audience who engage with music on social/SFV

SOURCE:
- U.S. MUSIC 360 STUDY, WAVE1_Q3. IN WHICH OF THE FOLLOWING WAYS, IF ANY, WOULD YOU BE WILLING TO ENGAGE WITH A MUSIC ARTIST AND THEIR CONTENT? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, SM2. WHICH OF THE FOLLOWING MUSIC-RELATED ACTIVITIES, IF ANY, DO YOU DO ON SOCIAL MEDIA OR SHORT-FORM VIDEO SITES/APPS? - AMONG U.S. SM/SFV USERS WHO ENGAGE WITH MUSIC ON SM/SFV PLATFORMS AND TIKTOK USERS WHO ENGAGE WITH MUSIC ON SM/SFV PLATFORMS

TIKTOK USERS ARE CULTURAL TRENDSETTERS

Music fans on TikTok are an audience of trendsetters, who both create and consume music-related content, giving them an outsized ability to generate fandom around music and artists.

U.S. TikTok users are more likely to participate in music-driven meme culture. Memes on TikTok are powerful, transforming social moments into widespread cultural touchstones that can build momentum and drive further engagement to songs and artists.

TikTok users are also significantly more likely than the average music listener to be plugged into the wider music conversation, following blogs, critics or creators to learn about new music and artists.

50%

Half of U.S. TikTok users who listen to music are cultural trendsetters who influence their friends' lifestyle and entertainment choices, 37% more likely than the average music listener

+32%

U.S. TikTok users who engage with music on social/SFV platforms are 32% more likely to watch or create memes with music than the overall audience who engage with music on social/SFV platforms

23%

Nearly 1 in 4 U.S. TikTok users turn to music blogs, critics, influencers, content creators and other opinion leaders to discover new music and artists, 47% more likely than the average music listener

SOURCE:
- U.S. MUSIC 360 STUDY, OC5. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "I HAVE AN INFLUENCE ON MY FRIENDS' LIFESTYLE CHOICES AND TASTE IN MUSIC, FASHION, MOVIES, NIGHTLIFE, ETC." - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK
- U.S. MUSIC 360 STUDY, SM2. WHICH OF THE FOLLOWING MUSIC-RELATED ACTIVITIES, IF ANY, DO YOU DO ON SOCIAL MEDIA OR SHORT-FORM VIDEO SITES/APPS? - AMONG U.S. SM/SFV USERS WHO ENGAGE WITH MUSIC ON SM/SFV PLATFORMS AND TIKTOK USERS WHO ENGAGE WITH MUSIC ON SM/SFV PLATFORMS
- U.S. MUSIC 360 STUDY, BP1. WHICH OF THE FOLLOWING SOURCES, IF ANY, DO YOU USE TO DISCOVER NEW MUSIC AND ARTISTS? - AMONG U.S. MUSIC LISTENERS AND U.S. MUSIC LISTENERS WHO USE TIKTOK



ZARA LARSSON
CREDIT: NATT LIM

ZARA LARSSON

From Catalog Revival to Career Renaissance

Swedish pop star Zara Larsson channeled the fan energy created by a viral TikTok dolphin meme into her aesthetic rebrand and her career relaunch in 2025 with *Midnight Sun*.

In the summer of 2024, TikTok users began posting a Lisa Frank-style image of a dolphin paired with darkly funny captions such as “I’m depressed” against the chorus of the high-energy track “Symphony,” by Clean Bandit featuring Zara Larsson. As the meme went viral and streams of “Symphony” surged, Larsson seized the moment. With a tongue-in-cheek nod to her growing fan community on TikTok, she replicated the meme herself, added dolphin visuals to her live set and rebranded her image in the style of the meme’s neon, tropical visuals and Y2K aesthetics for her 2025 smash hit album *Midnight Sun*.

Larsson’s fan base on TikTok continued to generate multiple subsequent viral moments on the platform, which supercharged Larsson’s momentum on both TikTok and streaming services throughout 2025. In November, a video of a fan onstage with Larsson performing the choreography to her 2015 hit “Lush Life” went viral, igniting a major dance trend on TikTok. Streams of the track surged, leading “Lush Life” to reenter multiple charts a decade after its original release and ushering in a new level of fame for Larsson.

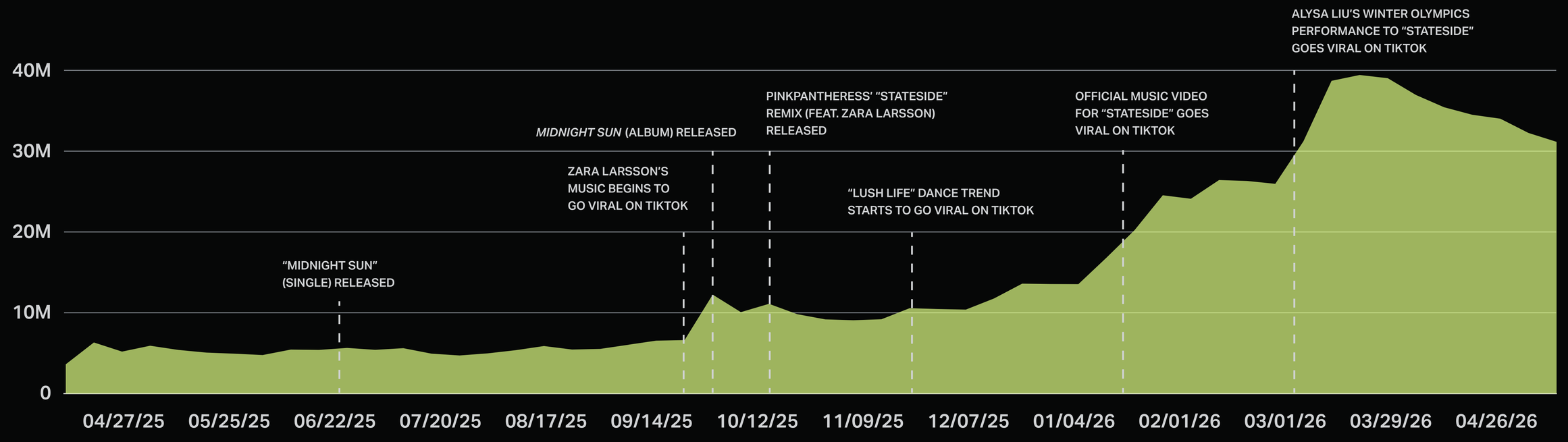
After the release of PinkPantheress’ “Stateside” remix featuring Zara Larsson, Larsson’s engagement on TikTok began to grow exponentially, and she and PinkPantheress leaned into the momentum, sharing remixes, dances and posts alongside fans. When figure skater Alysa Liu’s Winter Olympics performance to “Stateside” went viral, Larsson’s streaming rose even higher, compounded by fan activity on TikTok. By March 2026, Larsson had three songs in the Billboard Top 40, and in May she released *Midnight Sun: Girls Trip*, an album directly influenced by her new aesthetic, army of new fans and supercharged career.

ZARA LARSSON

After the release of her album *Midnight Sun*, Zara Larsson's engagement on TikTok gained momentum as a result of multiple viral moments, including a massive TikTok dance trend to her 2015 hit "Lush Life." As her on-platform engagement grew, so did streams on Larsson's biggest hits as well as across the rest of her catalog.

ZARA LARSSON CONSUMPTION

Weekly U.S. On-Demand Audio streams



SOURCE: LUMINATE CONNECT
NOTE: INCLUDES STREAMING ACTIVITY FOR PINKPANTHERESS' TRACK "STATESIDE (REMIX)" FEAT. ZARA LARSSON

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METHODOLOGY



ARTIST SAMPLING AND REGRESSION ANALYSIS

Sampling: Statements made/drawn about the artist-level (and market-level) correlations between TikTok engagement (views) and off-platform streaming (On-Demand Audio) were drawn from a stratified random sample of 516 artists in total:

- **n=91** "Top-of-Tail Artists" (those ranked above the top 250 artists for On-Demand Audio streaming in Q4 2025)
- **n=180** "Top-to-Mid-Tail Artists" (those ranked 250-750)
- **n=245** "Mid-to-Long-Tail Artists" (those ranked 750-2,500)

Collectively, these artists represent about two-thirds of the overall U.S. streaming market (by volume). Deceased artists or acts that are no longer active (e.g., groups that have broken up) were omitted from the analysis. Streaming & TikTok viewership data were collected and analyzed at the week level across the full calendar year in 2025. This stratified sampling approach warrants weighting making statements about the overall market (to account for the overrepresentation at the top and mid-levels of the tail) but is otherwise approximately identical to the sampling framework employed in Luminate's analysis of 2023 TikTok data (released in 2024).

Correlations & Case Studies: Correlations are drawn between the artist's week-level views on TikTok content vs. their week-level off-platform On-Demand Audio streaming.

- When making reference to "Strong" or "Moderate" correlations at the artist level, those thresholds are defined as:
  - **Strong:** $r > .6$ • **Moderate:** $r < .6$ & $r > .4$
- Definitions of Current and Hypercurrent artists in this report are specific to this analysis and differ from the industry definition of Current (music released in the past 18 months). For purposes of this Luminate analysis, Current artist categories are based on the percentage of an artist's total streaming that has come from music titles released in the past three years (P3Y).
  - **Current artists:** 50%-80% of streaming from music released in P3Y • **Hypercurrent artists:** 80%+ of streaming from music released in P3Y
- In the artist case studies (many of which were not drawn via random sampling), we identify weeks in which TikTok engagement grew substantially. Those "moments" were defined by TikTok views exceeding three standard deviations above the 12-week lagged mean (e.g., the artist's average streaming rates in the last 12 weeks).

SOURCE: LUMINATE CONNECT
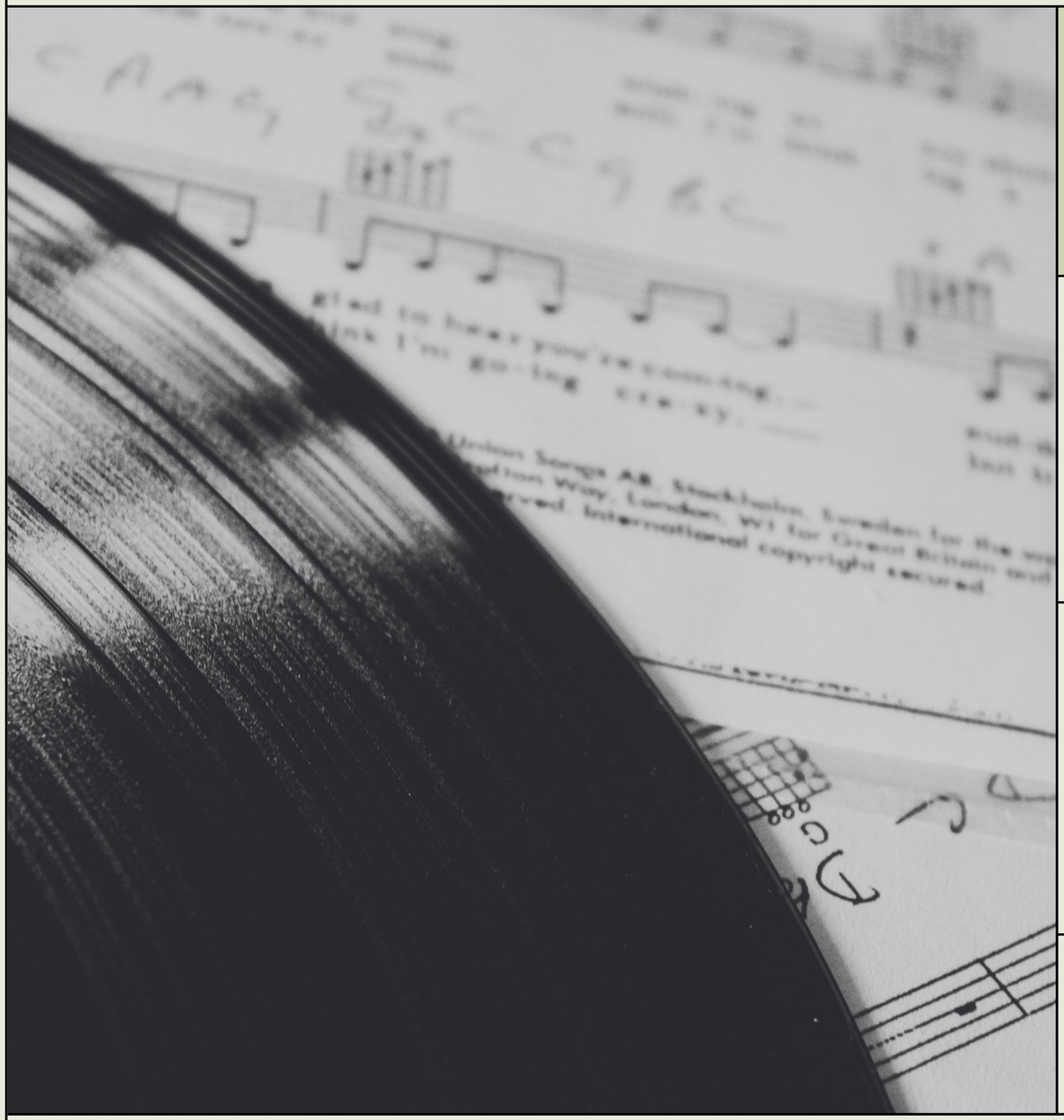


CHART SUCCESS ANALYSIS

Compared the performance of songs on the Billboard Global 200 with their virality on TikTok

PERIOD

Weeks 11 through 49, 2025
(March 11-Dec. 4, 2025)

METRICS

Chart position, song sales, song on-demand streams, TikTok virality (week attained earliest virality score, ranging from highest (8) to lowest virality (1).)

SIZE

Chart Entries analysis: 484 total songs
Chart Longevity analysis: 454 total songs

SAMPLE PARAMETERS

Chart Entries analysis: Removed Christmas/Holiday songs
Chart Longevity analysis: Removed any songs that charted in the second half of 2024 to account for recurrence

Additional Billboard and Luminate charts were also reviewed and incorporated for individual case studies.

CONSUMER INSIGHTS

Survey insights in this report come from two Luminate studies: U.S. Music 360 and the U.S. Artist + Genre Tracker

TOTAL SAMPLE SIZES

U.S. Music 360 n=4,099
U.S. Artist + Genre Tracker n=4,006

FIELD DATES

U.S. Music 360: May 28-June 30, 2026
U.S. Artist + Genre Tracker: May 27-June 24, 2026

DATA COLLECTION

Online surveys using third-party panels were used to collect responses in the United States. Each study was available in both English and Spanish. Interviews were conducted among internet-using consumers ages 13 and above. The data is representative across the population's age, gender and geography based on the U.S. Census Information. Audience definitions and sample sizes are noted.

AUDIENCE DEFINITIONS

U.S. General Population: general population ages 13 and above in the U.S.
Music Listeners: Those who have listened to music as an entertainment activity in the past 12 months
Short-Form Video or Social Media Users: Those who have either used a short-form video or social media platform in the past 12 months
TikTok Users: Those who use TikTok as a social media/short-form video platform in a typical month

INDEXING

Throughout the report, there are references to indices, often noted by "X% more likely" statements. These indices reference a key comparison group, such as the U.S. general population or music listeners. Indices are calculated as X% of the sample group / % of the comparison group. As an example, an index of +20% means that an audience group is 20% more likely than the U.S. general population to behave in a certain way.



LUMINATE | TikTok

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