

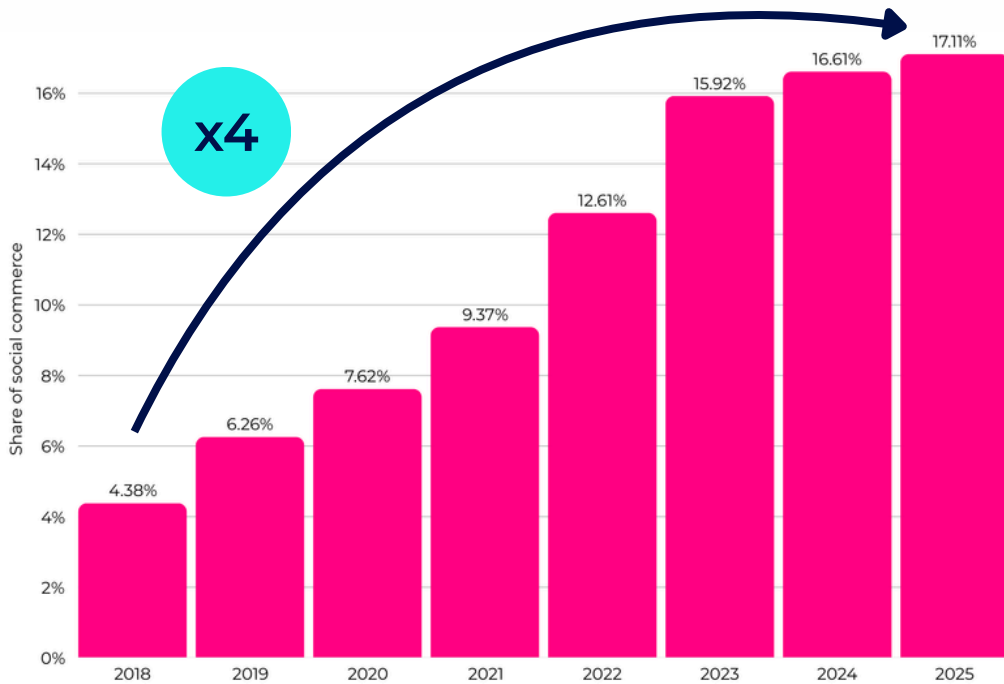
A person is holding a smartphone, displaying the TikTok Shop interface. The screen shows a live stream of a woman, with various product listings and promotional banners overlaid. The background is a solid light orange color.

How to Sell on TikTok Shop

**A Seller's Guide to Winning on
Social Commerce**

Social Commerce is growing fast

Social commerce is transforming e-commerce, **growing 4x in under a decade**. This rise will continue, **driven by integrated shopping features on platforms like TikTok Shop** and evolving digital-native consumer habits.



*Social commerce as percentage of total e-commerce worldwide
from 2018 to 2025 (Source: Statista)*

[Discover more about social commerce in our dedicated e-book](#)

TikTok Shop = Global Audience Ready to Discover and Buy



1Bn+ monthly active users

80-100min on average spent daily
on the app



3 in 4 users are likely to buy from a
brand they've seen on TikTok

Who Shops on TikTok?

Women

Men

52%

48%

18-34 yo

> 34+ yo

57%

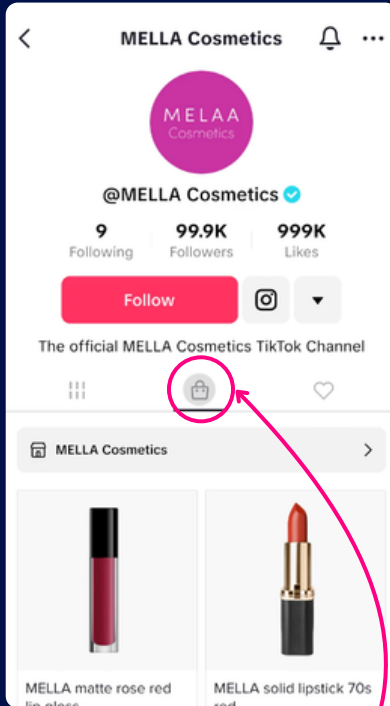
43%

and growing!



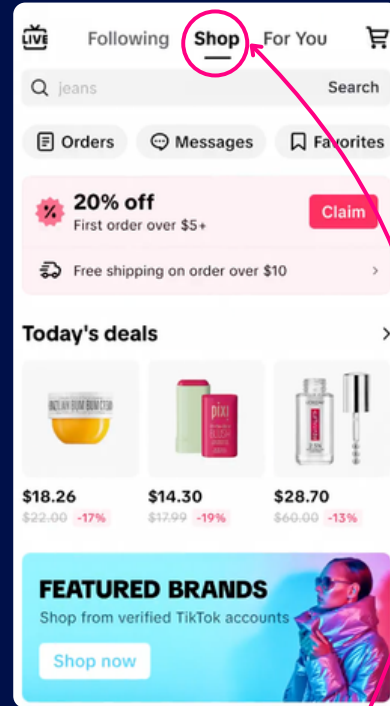
Average basket value: 30€

Maximise Visibility with Shop features



Shop page

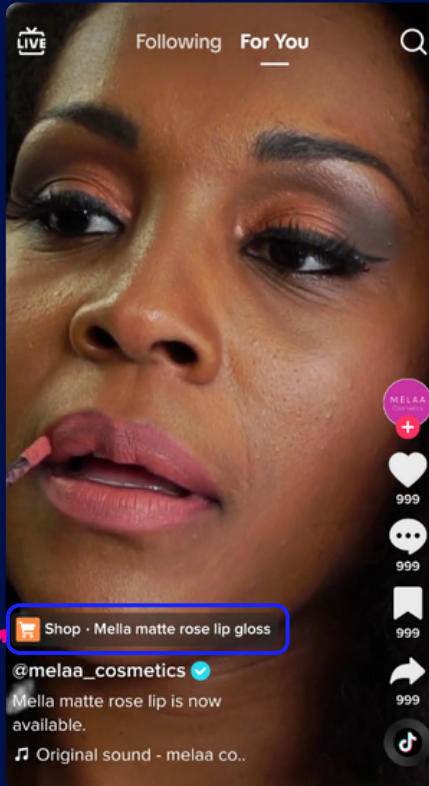
Your brand's dedicated space on TikTok, showcasing all your products. Linked directly to your TikTok account.



Shop tab

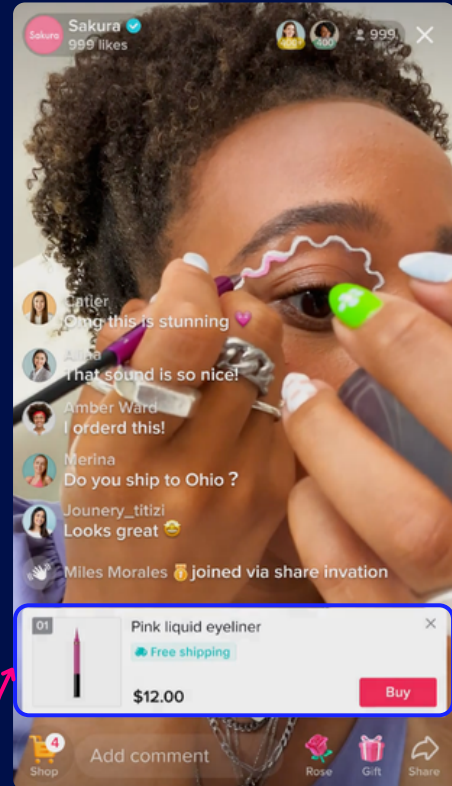
The central hub for all products on TikTok Shop. Visibility depends on content adapted to TikTok's algorithm and special offers.

Drive Conversions With Videos



Shoppable videos

TikTok's most popular format. Product links are embedded in videos, letting shoppers discover and buy directly from their feed.



Live Shopping

Livestreams that present your products to a fully engaged audience. Choosing the right host is key to driving authentic interaction.

The Power of Creators for Authentic Engagement



With **65% of users relying on influencer recommendations**, TikTok creators play a key role in driving trust and sales.

Two collaboration strategies:

Open Plan

Your products are open to affiliated creators who can request to promote them.

Target Plan

You handpick specific creator profiles to promote your products.

Remember: TikTok encourages creators to be as spontaneous and authentic as possible. Brands need to allow them creative freedom to craft engaging content.

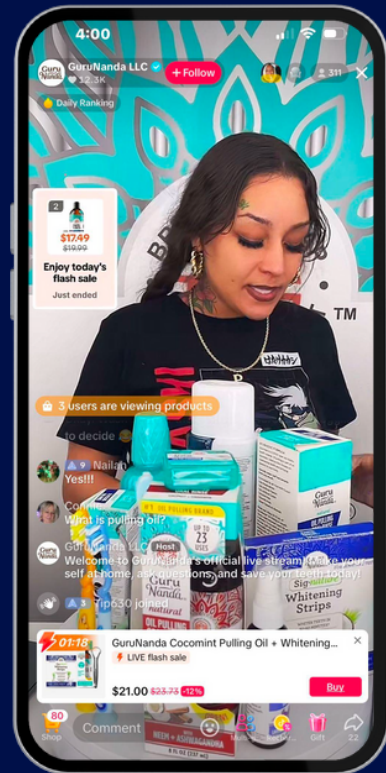
Understanding the TikTok Shop Business Model

TikTok Shop commission

Same % for all categories, applies on total gross revenue (including taxes and shipping fees)

Creator commission

Depends on the price range of your products and on the creator influence



What You Need to Sell on TikTok Shop

Open countries in Europe with Lengow

France  - Spain  - Italy  - Germany  - Ireland 

Key elements to sell successfully include

- ✓ Company registered in one of the 5 eligible EU countries
- ✓ Legal representative based in that country
- ✓ Stock located in one of the 5 EU countries
- ✓ Orders approved/rejected within 48 hours
- ✓ Orders shipped within 72 hours (Fulfillment by TTS available only in Spain and Germany; elsewhere, sellers manage shipping with professional carriers)

[For more detailed information, contact the Lengow team](#)

Easily Expand across 5 Countries with Lengow's Integration



Map categories smartly

Automatically assign your products to the right categories to ensure maximum visibility.



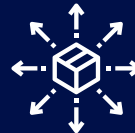
Highlight strategic products

Segment your catalogue and prioritise your best-performing products to increase their exposure.



Optimise your listings

Enrich your titles, descriptions, and visuals to meet TikTok Shop's quality standards and boost engagement.



Sync orders and stock

Keep inventory, orders, and fulfillment automatically updated with your e-commerce platform.



Create attractive offers

Easily set up and manage promotions for brand or global sales.



Support a consistent social strategy

Manage TikTok Ads and Shop together with aligned setup and optimisations.

Lengow empowers brands

tikamoon

LACOSTE

HARIBO

Columbia

Miele

SEPHORA

LIU·JO

somfy®

NESPRESSO

Europcar

UBISOFT

CLARINS

wolcraft®

L'ORÉAL
LUXE

FAGUO

Penguin
Random
House



We provide **powerful feed management**, **global price monitoring**, and **robust data tools** to elevate your e-commerce strategy. Since 2009, Lengow has fueled digital growth for over **3,600 customers** across thousands of marketing and sales channels in over **60 countries**.

Get started on
TikTok Shop
now

[I want to chat](#)

