

Fast Facts

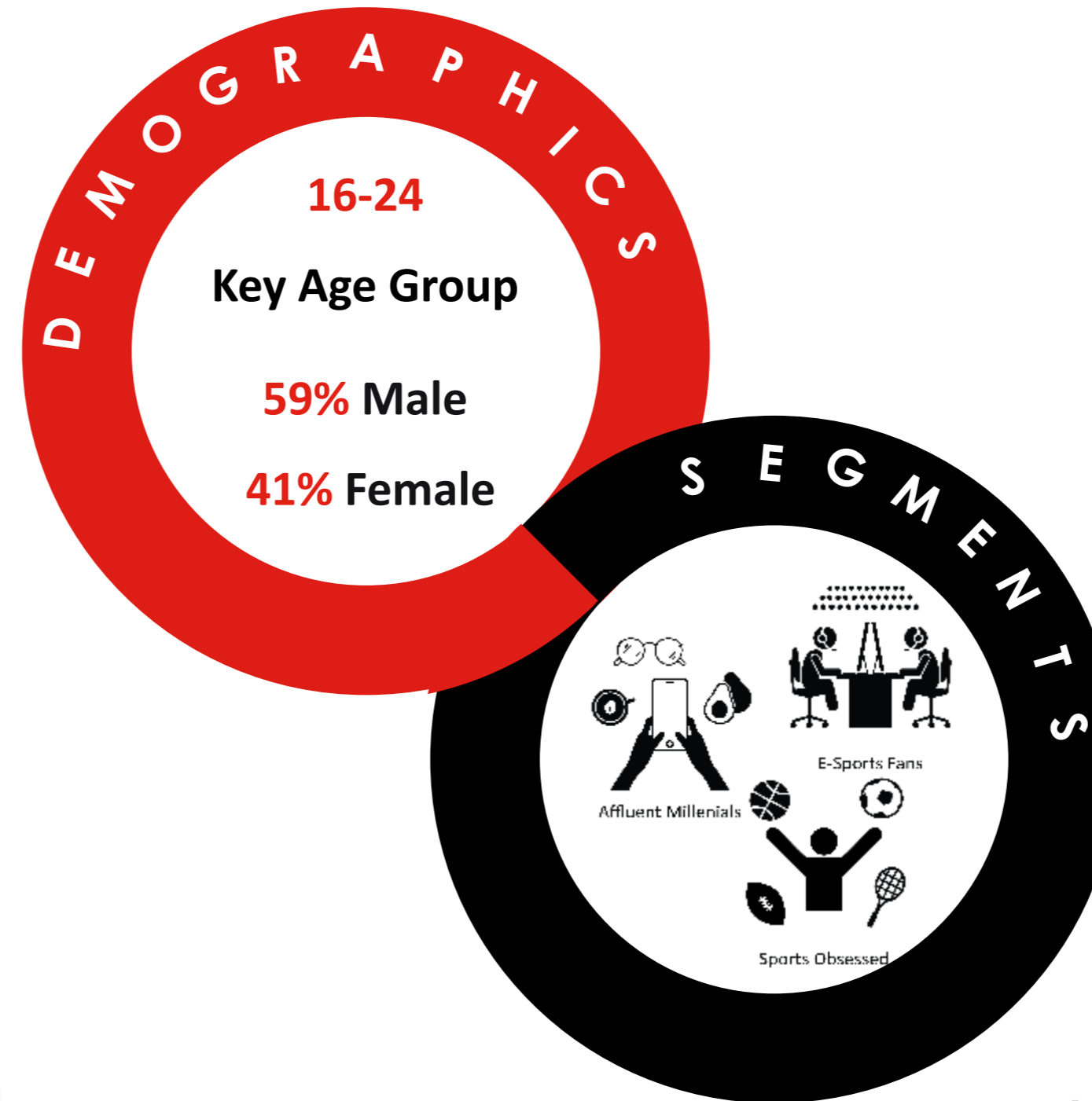
In Q1 2020, **6.7mil** Japanese aged 16-64 had used TikTok in an average month.

This is a **+31% increase** in audience size since Q4 2019, and a **+41% increase** since Q3 2019.

TikTok is most popular amongst younger people, with **34% of users 16-24**.

20% of Japanese TikTok users are on the app **more than once a day**, and a further **25% are on it daily**.

596,000 users have said they are **creating and uploading more videos online now during the pandemic**, and of these people **298,000** say that they expect to continue doing so after the Pandemic is over.



Top Attitudes

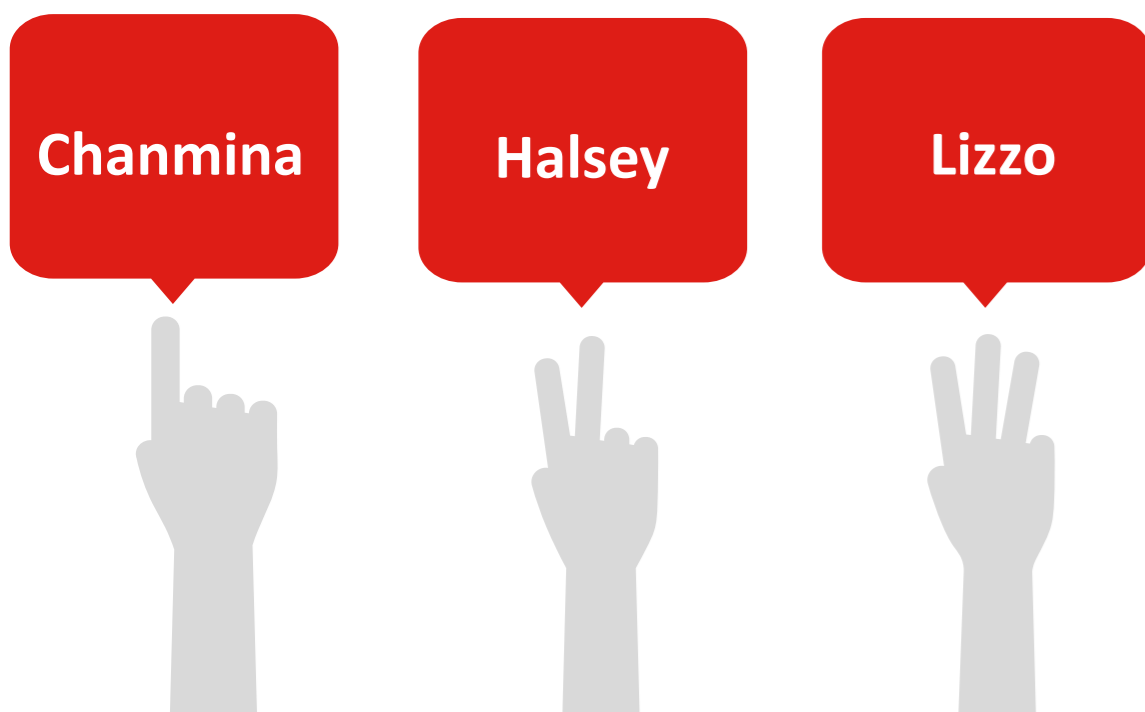
I like to keep up with the latest fashion

I tend to opt in for personalized loyalty rewards from brands

I would buy a product/service simply for the experience of being a part of the community built around it



Top 3 Music Artists



*From list of 50 measured in our survey

Interests

- Esports
- Celebrity News
- Vegan Food
- Entrepreneurship
- Dance

Reasons for Using Social Media

- To follow celebrities/celebrity news
- To make sure I don't miss out on anything
- To promote/support charitable causes

What causes do they care about?

- Body Positivity
- Parental groups
- Reproductive Rights

Favourite Brands

