

OTC impact on TikTok Shop



Supplements and Vitamins dominate OTC in TikTok Shop

TikTok Shop – Total OTC and Top 5 Selling Categories

**Total
OTC:
\$949M**

1. Supplements & Vitamins: \$605M
2. Digestive Supplements: \$43M
3. Endurance & Energy: \$38M
4. Toothpaste: \$35M
5. Power Floss: \$23M

Microingredients, Mary Ruth's, and GuruNanda are fan favorites among Tik Tok Shoppers



MARY RUTH'S®

Fastest Growing

Highest Volume



**Guru
Nanda®**



MARY RUTH'S®

Most Buyers



**Guru
Nanda®**



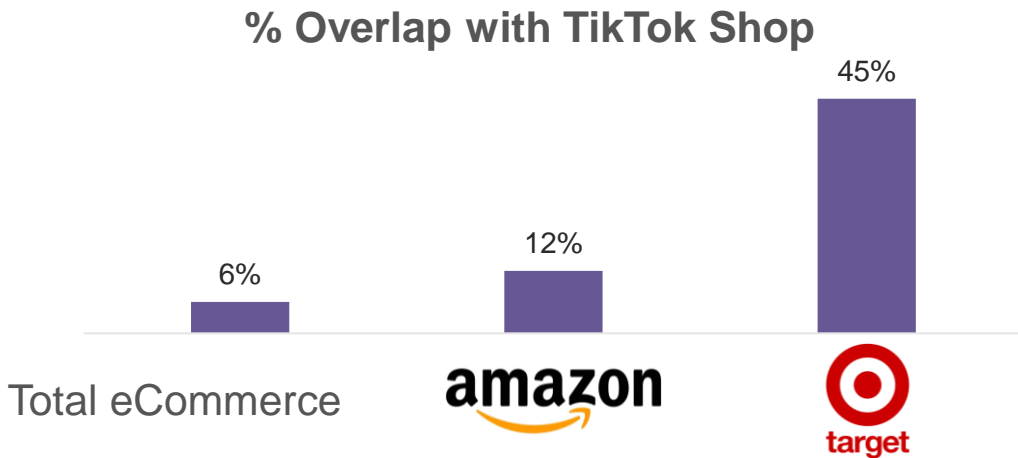
MARY RUTH'S®

*Most Orders/
Buyer*

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TikTok Shop OTC buyers are seeing more overlap with top online retailers



TikTok Shop is the **#5 ecommerce retailer** for OTC



The average OTC buyer spends **\$66 a year** on TTS



In TTS, the average OTC buyer places **3 orders a year**



Gen Z, diverse buyers, and lower income households have the highest OTC engagement in TikTok Shop



5x

Gen Z spends **5x** as much on OTC in TikTok Shop compared to Total Ecommerce



OTC spend among **African American, Hispanic, and Lower Income** households in TikTok Shop is also outpacing that of Total Ecommerce

OTC High Growth Category Tactics



OTC Content is often backed by Professionals or shows legitimate results for consumers to be encouraged to purchase on TikTok Shop

Vitamins

Through Increased...

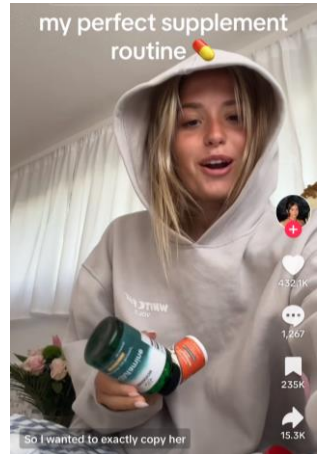
Accessibility to Information & Learning

Accessibility to Purchase

Consumers can...

Learn about product on TikTok through **professional or customer testimonials**

Purchase directly through app, no need to navigate the confusing supplement aisle

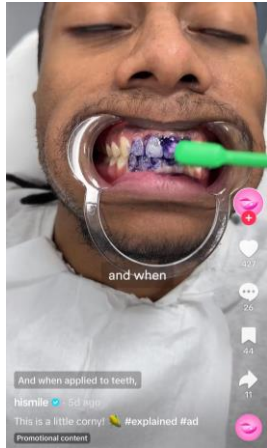
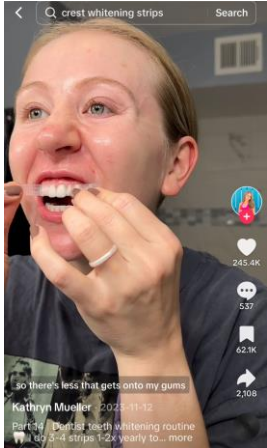


Oral Care

How to Use

+

Results

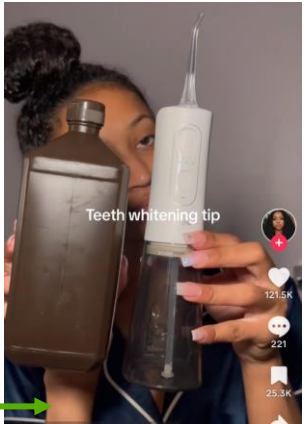


Consumers need to see how to use the product and actual results before purchasing

Power Floss

Dentist/Professional Recommendations

Content Creators earning commission



Content consists of showing how to use product and the results

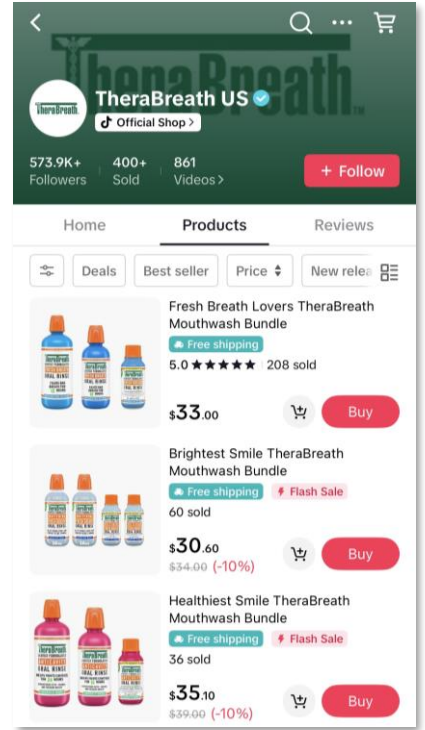
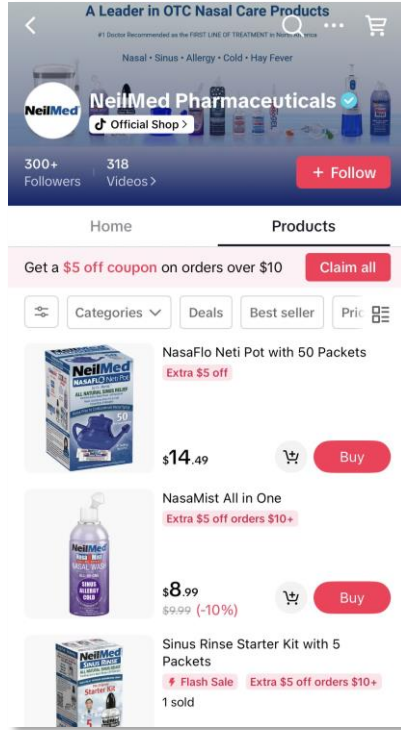
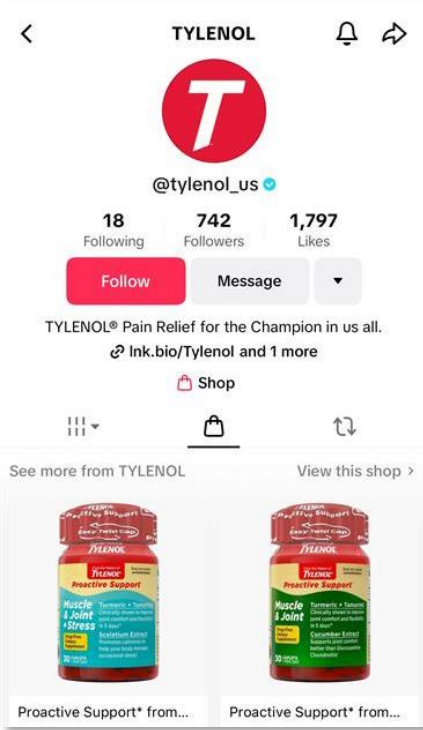
Defining OTC on TikTok Shop



TikTok Shop currently prohibits the sale of OTC medications, but there are still opportunities for manufacturers to utilize TikTok

Sell what you can

Understand TikTok Shop policies and set up shops where possible



Advertise and redirect where you can't sell

Prohibited categories can still be advertised through TikTok

