

TikTok

what's

next

Gaming

# Trend Report



## Unlocking new levels of entertainment

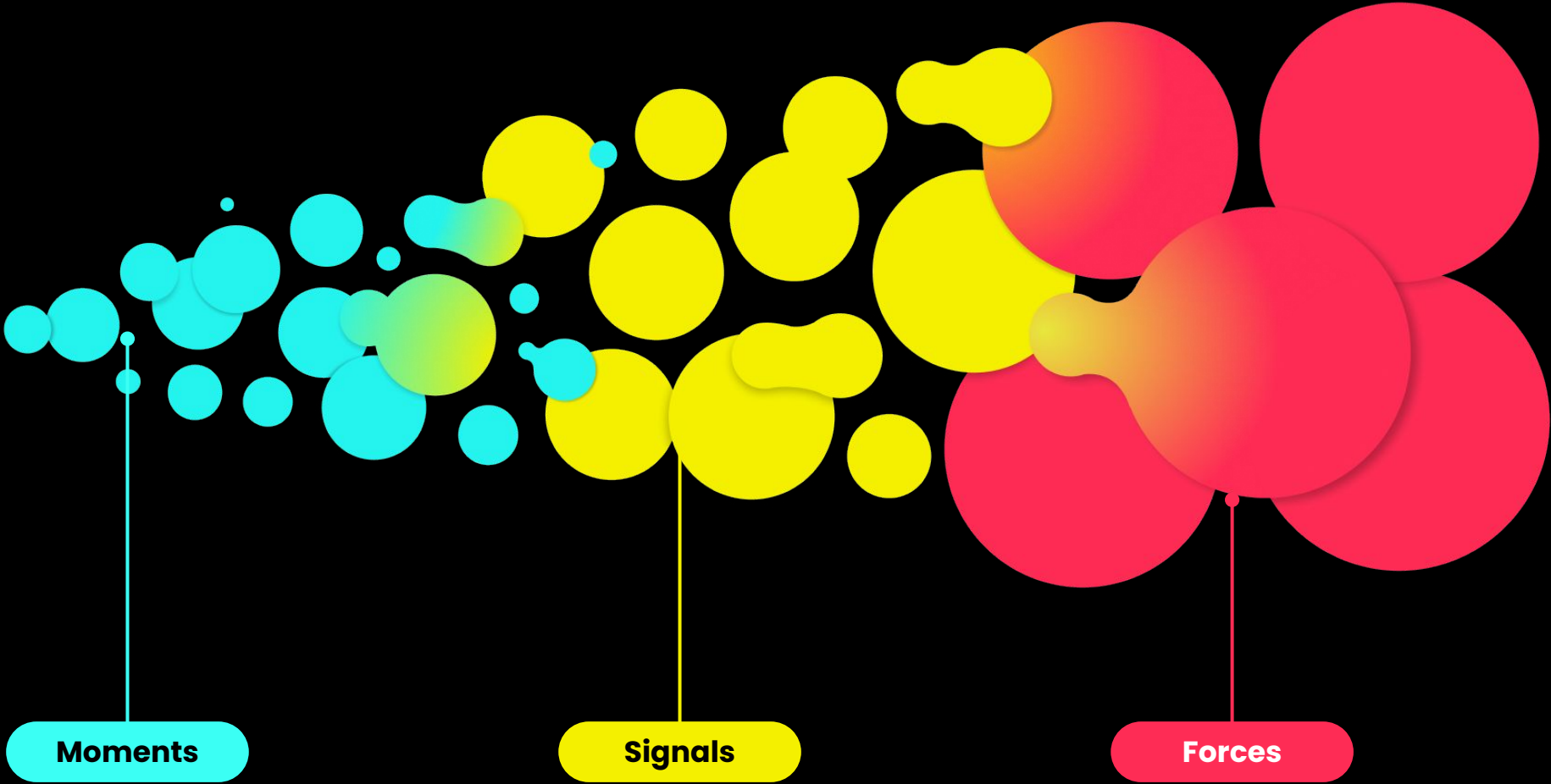
Gaming entertainment is no longer *just* about gameplay. TikTok is home to a full celebration of gaming where user-generated content, diverse communities, and a culture of fandom keep players coming back for more.



# Trend Methodology

Before we dive in, let's answer an important question: **What do we mean when we say "trend?"** The term is often associated with popular videos and audio clips. But we track trends at different speeds and sizes to give a more comprehensive understanding of global culture and creativity on the platform.

## TikTok Speeds of Culture



Creative prompts that quickly gain traction and buzz through high participation.

These include popular TikTok sounds, hashtags and formats that everyone is suddenly using (i.e. Corn Kid or “They’re a 10 but...”)

**Lifecycle:**  
Days to weeks

An emerging user behavior or interest revealed through new content patterns.

Shifting behaviors within specific categories or verticals (i.e. a more holistic approach to wellness or celebrating smaller luxuries.)

**Lifecycle:**  
Months to a few years

Enduring, large-scale behavioral transformations.

Major cultural shifts, such as how communities form, where people discover new products, how Creators wield influence, and more.

**Lifecycle:**  
Up to several years

## Want to learn more about TikTok trends?



→ Read the [What's Next 2023 Trend Report](#) for the behaviors and mindsets shaping culture

→ See the [Trend Articles](#) and [Trend Stories](#) in the **Trends Hub** on the [TikTok Creative Center](#)

→ Check out our [Trend Dashboards](#) on the **TikTok Creative Center**



# Get in the game!



This edition of the *What's Next* trend report explores new behaviors and shifts in gaming culture on TikTok and how brands can create successful gaming content on our platform.

## What's Happening

Gaming isn't just the future of entertainment - it's already here. **With over 3T views of video gaming-related content in 2022** alone<sup>1</sup>, TikTok's community of gamers is rewriting the rules of gaming culture.

## What's Next

Gaming entertainment on TikTok that unlocks more fun and value from users' favorite games by fostering a stronger sense of community and identity.

## What you'll find in this report:



→ The **Trend Forces** driving gaming culture on TikTok

- 1. Actionable Entertainment
- 2. Making Space for Joy
- 3. Community-Built Ideals

→ Underlying **Gaming Trend Signals** for each Force

→ Key takeaways and creative **Power Plays** for brands

## 3 Trend Forces for Gaming

### Actionable Entertainment

Through relatable voices and fresh storytelling formats, audiences are inspired to take action and try new things

#### Key Trend Signals

- Bringing the Game to Life
- Home of the #GameEdit

### Making Space for Joy

People turn to TikTok to find much-needed moments of joy and relaxation in their increasingly busy lives

#### Key Trend Signals

- Playful Ideation
- From Winning to Welcoming

### Community Built Ideals

Users bring their whole selves to TikTok, and the magic of our platform is found in engaged and creative communities

#### Key Trend Signals

- Endless Replay Value
- Gaming as a Lifestyle

TREND FORCE

# Actionable Entertainment

**What's happening?** Through relatable voices and fresh storytelling formats, TikTok creators inspire audiences to take action and try new things.

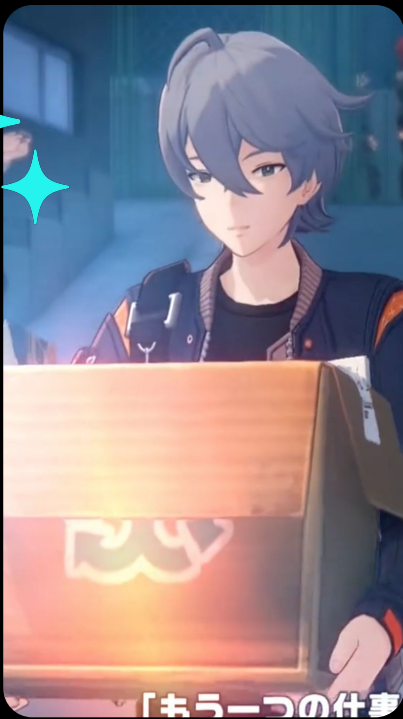
**What's Next?** Gaming audiences on TikTok don't just want to passively consume content. From fan edits and animations to cosplay, gamers inspire one another to bring gaming to life in their own unique ways.

NICE

1 in 3

TikTok users say they've searched for more information about a product or brand after watching content where a TikTok creator shared about it<sup>1</sup>

## Trend Signals to win on TikTok.



@zzz

### 1. Home of the #GameEdit

Dedicated fandoms on TikTok aren't satisfied with passively consuming content from their favorite forms of entertainment (whether that's video games or TV shows or sports, etc.). Instead, gamers on TikTok are leveraging their own creative skills to share engaging fan edits that drum up hype and awareness for the characters and titles that they love.

78%

of global TikTok users agree that it's ok for brands to try different ways to create content<sup>2</sup>

**Takeaway for brands:** Lean into the power of fan edits by creating your own and also releasing more assets and cinematics for the community to have fun playing with.

#### Relevant Hashtags

#GameEdit (491.3m vv)

#GenshinEdit (4.1b vv)

#RocketLeagueClips (6.1b vv)

### 2. Bringing the Game to Life

The unlimited creative potential of the TikTok platform is blurring the lines between in-game universes and real-life scenarios. Built-in technology on TikTok like voice filters and AR effects give users a chance to get more immersed in games without the need for special equipment. For a more lo-fi alternative, brands are turning to mascots and virtual characters to be the face of their accounts and participate in fun, organic content.

78%

of global TikTok users agree that the best brands on TikTok are those that help users make creating and sharing videos fun<sup>2</sup>

**Takeaway for brands:** Think through how you can inspire the gaming community to take action and generate hype on your behalf with a fun effect or challenge.

#### Relevant Hashtags

#Cosplay (166.2b vv)

#Mascot (1.6b vv)

#NPCInRealLife(123.5m vv)



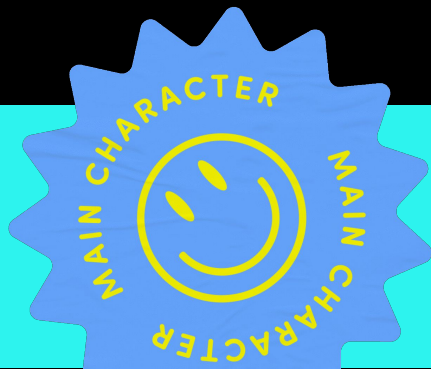
TREND FORCE

# Making Space for Joy

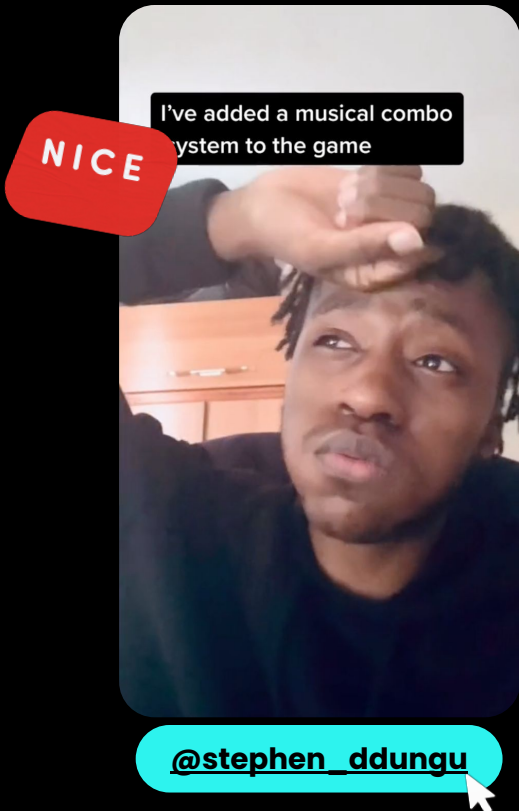
**What's happening?** People turn to TikTok to find much-needed moments of joy and relaxation in their increasingly busy lives.

**What's Next in Gaming?** Gaming naturally provides a valuable sense of escapism, and gamers on TikTok are won over with humor and content that highlights the relatable joys of being a gamer.

41% of TikTok users are motivated to buy for joy (to lift spirits or as a treat/reward)<sup>1</sup>



## Trend Signals to win on TikTok.



### 1. Playful Ideation

On TikTok, gamers and developers are on a level playing field, making connecting and sharing ideas a fast new norm. When developers listen and engage with the community's ideas rather than highlighting a laundry list of features and technical specs, they forge a closer connection with their audience. Gaming creators and brands alike are finding success with playful, humorous content that shows they don't take themselves too seriously.

1.4x Global TikTok users are 1.4x more likely (than competing platform users) to credit the humor in a creator's sponsored video as a motivation for purchasing intent<sup>2</sup>

**Takeaway for brands:** Use TikTok as a sounding board for new ideas and work to make them a reality, even if they don't make it into the actual game.

#### Relevant Hashtags

#IndieDev (1b vv)

#GameDev (4.7b vv)

#EasterEgg (5.9b vv)



### 2. From Winning to Welcoming

By showing that there's no right or wrong way to be a "gamer," TikTok inspires joy and a sense of belonging among diverse audiences. Whether you're a hardcore RPG fan, a #cozygamer just trying to unwind, a #keebtok enthusiast working on the perfect gaming keyboard, or a parent who uses gaming to connect with their family, there's a built-in audience for you on TikTok.

75% of global TikTok users agree that they feel like part of a network of people with shared interests on TikTok<sup>3</sup>

**Takeaway for brands:** Don't just talk the talk about diversity in gaming - partner with a wide variety of creators on TikTok to bring your game to new audiences.

#### Relevant Hashtags

#CozyGamer (687m vv)

#GamerMom (169m vv)

#WomenInGaming (830m vv)

**Source 1:** TikTok Marketing Science Global Ecommerce Study, 2022, conducted by Material  
**Source 2:** TikTok Marketing Science Global Creators Like Me Study, 2021, conducted by Hotspex  
**Source 3:** TikTok Marketing Science Global Community and Self-Expression Study, 2021, conducted by Flamingo

TREND FORCE

# Community-Built Ideals

**What's happening?** We bring our whole, multifaceted selves to TikTok, and the magic of TikTok is found in and across passionate subcultures.

**What's Next in Gaming?** Gaming culture on TikTok doesn't exist in a silo. It's an open space where different passions collide and gamers actively exchange ideas to get more out of their favorite titles.

70%

of TikTok users say they feel a closer connection to the people they interact with on TikTok than on other sites and apps that they use<sup>1</sup>



## Trend Signals to win on TikTok.

### 1. Endless Replay Value

It used to be that once a player reached the end of the game's storyline, the only way to get more enjoyment out of a title was to wait for updates and paid expansion packs that would offer new levels or customization options. Now, gamers turn to TikTok for limitless inspiration to keep the fun going on their own terms in the form of community challenges and mods that highlight new ways to play.

77%

of global TikTok users say they like it when brands come up with new challenges, trends, or memes for others to join in with<sup>1</sup>

**Takeaway for brands:** Get immersed in the community that forms around your title on TikTok and introduce new challenges that give your gamers a new way to play.

#### Relevant Hashtags

#SpeedRun (5.3b vv)

#Nuzlocke (287m vv)

#100BabyChallenge (166m vv)

### 2. Gaming as a Lifestyle

Gaming has become a broader dedicated lifestyle or aesthetic, rather than just an everyday activity. Users are interested in going behind the screens to learn more about a creator's unique gaming rituals, setups, and personal stories. As an added benefit, the shift towards gaming as a lifestyle has unlocked new opportunities for crossovers with diverse interests such as fashion, home decor, food, etc.

76%

of global TikTok users agree that posts on TikTok offer a view into people's real, everyday lives<sup>1</sup>

**Takeaway for brands:** Interest in gaming doesn't exist in a silo - explore crossovers with other popular communities and subcultures to show new sides to your brand.

#### Relevant Hashtags

#GamingSetup (13b vv)

#GamingLife (8.5b vv)

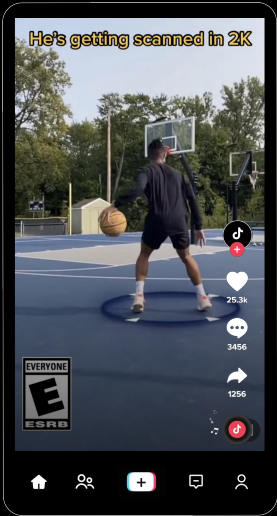
#HappyPlace (1.2b vv)



# Level up your strategy with these tips

## Actionable Entertainment

### Try these Creative Power Plays

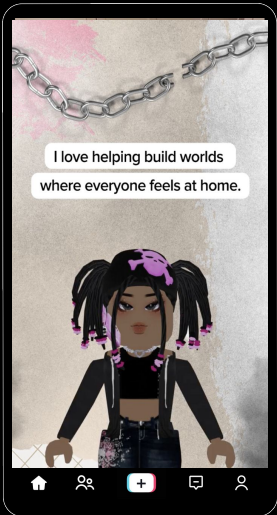


- Hook audiences by repurposing in-game footage to create your own edits. Lean into popular **CapCut templates** to highlight new characters and game updates in a way that feels native to the platform.
- Inspire the gaming community to take action with a **Branded Mission** that gives users a fun opportunity to bring their favorite games to life. With Branded Mission, gamers can participate in a **Branded Hashtag Challenge\*** and/or **Branded Effect** to showcase their passion and spread awareness on your behalf.

Check out how **NBA 2K** motivated gamers to promote their launch with a **Branded Hashtag Challenge** that brought the game to life (and one winner into the game!).

## Making Space for Joy

### Try these Creative Power Plays

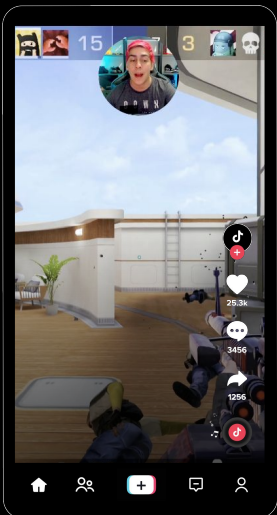


- Elevate the voice of your players by using **Voting Stickers** to get their perspective and spark conversation about future creative ideas and potential game updates.
- To find the most relevant creators to collab with in order to bring your game to diverse audiences, start your search on the **TikTok Creator Marketplace** where you can quickly filter by audience demographics, video topics, and more.
- Develop a **Branded Effect** that gives your audience fun, new ways to create gaming content and share their own moments of joy.

Check out how **Roblox** partnered with creators to make gaming a more joyful and welcoming space for diverse audiences.

## Community-Built Ideals

### Try these Creative Power Plays



- Get your ads in front of the right community with our **Interest Targeting** tools that can help you directly reach users interested in gaming. You can even define your audience based on their interactions with specific hashtags and popular creators.
- Break into new communities with relevant content (gaming x fashion videos, gaming x cooking videos, etc.) by setting up a **TikTok Pulse** campaign to place your video next to the top content of a specific category.
- Use **Spark Ads** to promote sponsored creator content and showcase how different members of the gaming community enjoy playing your game.

Check out how **Axlebolt** set specific audience targets and enlisted the help of the community to drum up awareness and drive game installs.

\*Branded Hashtag Challenges are now secured through a Branded Mission. [Learn more here.](#)