

YOUNG MARKET

TIKTOK TRENDS

FEBRUARY 2026



LIVETREND

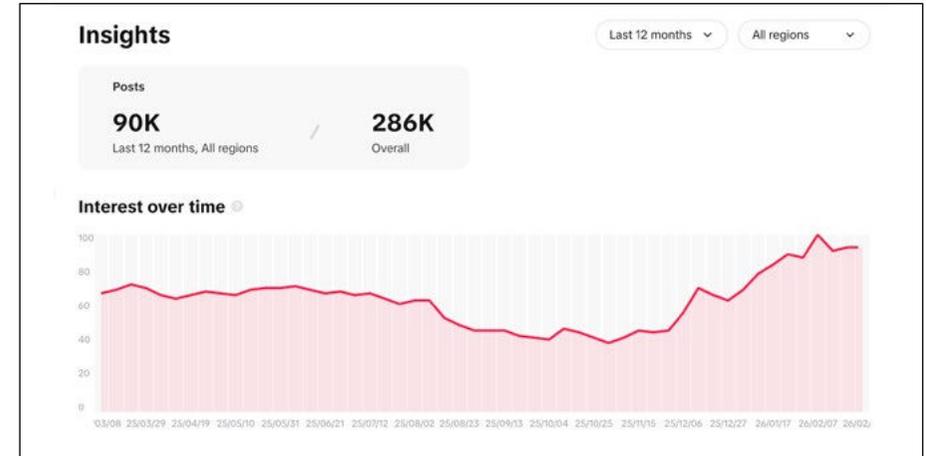
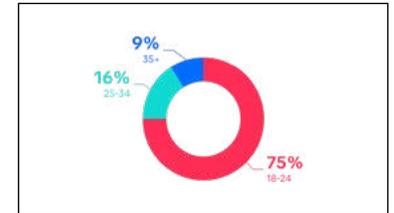
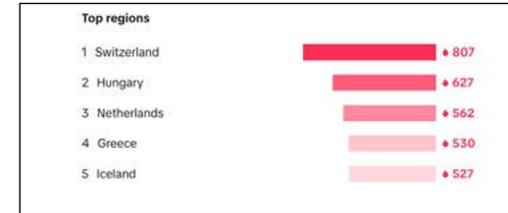
17K

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AESTHETIC

#VINTAGE



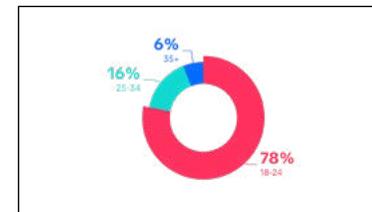
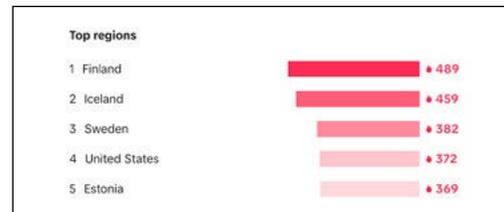
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AESTHETIC

#2000S



39K

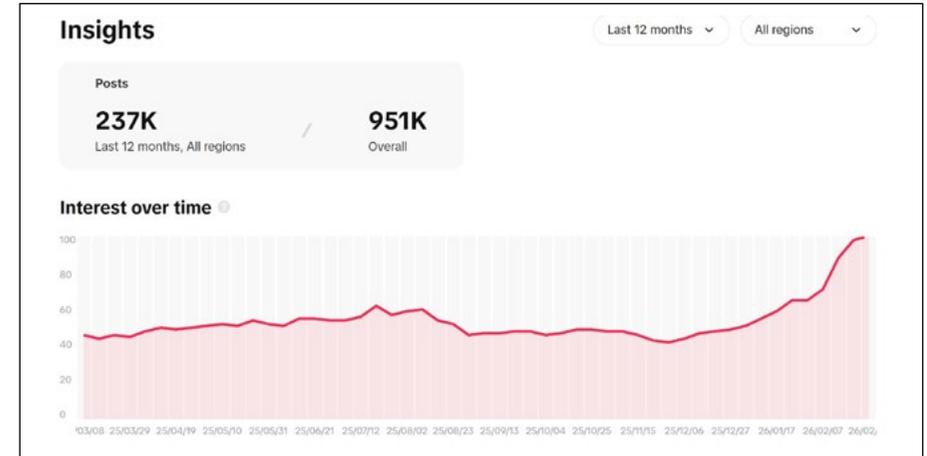
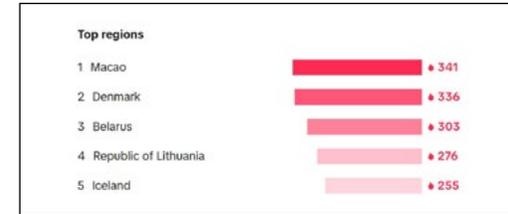
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PRODUCT



#BABYDOLL



This report is based on TikTok data analysing hashtags and keywords though metric like Impressions, Trend visibility and reach, CTR (Click-Through Rate), CVR (Conversion Rate), Purchase interest (indicator of virality, Engagement and Viewer reaction (likes, shares, comments), Audience Insights (age range) and Top regions. The popularity and growth rate are compared month on month (MOM).

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