



The TikTok Effect

Fueling Economic Growth and
Social Vibrancy in Saudi Arabia



Executive Summary

TikTok has become a key driver of economic, social, and cultural transformation in Saudi Arabia. With strong user engagement and an innovative ecosystem, the platform supports economic growth, SMB development, entrepreneurship, and cultural exchange. Today, **more than 170,000 SMBs** and over

1 Mn creators leverage TikTok to connect with audiences, engage with customers, and drive innovation. As Saudi Arabia advances toward its Vision 2030 aspirations, TikTok continues to play a vital role in economic diversification and digital empowerment, shaping a more dynamic and inclusive future.

1. TikTok fuels KSA's economic growth by boosting SMB earnings

Supporting Saudi Arabia's goal of increasing SMBs' GDP contribution to 35% by 2030, TikTok helps businesses scale, innovate, and compete in an increasingly digital economy, contributing to GDP growth and job creation.

a. Impacting KSA's GDP¹: SMB use of TikTok contributed SAR 3.9 Bn to GDP in 2024.

b. Creating Jobs: SMB use of TikTok also supported 25,000 jobs in the KSA in 2024.

2. TikTok empowers consumer choices

TikTok shapes purchasing decisions, driving spending, brand engagement, and economic value for users.

a. Spend Influence: TikTok influences² 9% of expenditure, or SAR 110 Bn annually.

b. Brand Value: TikTok generates SAR 19 Bn in consumer surplus³ across KSA.



¹ Indicates economic impact of SMBs revenue generated through paid advertising on TikTok and the use of TikTok's free service.

² Figure is based on the survey, where respondents were asked about TikTok's influence on spending across key sectors such as fashion, beauty, food service and automotive.

³ Value that users would be hypothetically willing to pay for a TikTok free service, or, conversely, what they would be willing to accept to forego access of TikTok.

3. TikTok fosters innovation and an entrepreneurial spirit

TikTok empowers creators and SMBs by enhancing brand visibility, expanding audience reach, and increasing revenue potential while fostering a strong entrepreneurial culture.

a. Transforming the Creator Economy

- Self-Employment: 30% of creators attribute their start to TikTok.⁴
- Reach: 54% of creators find TikTok more effective for audience engagement.
- Earnings: 32% of creators derive significant⁵ earnings through TikTok.

b. Empowering SMBs

- Brand Visibility: 61% of SMBs report improved visibility via TikTok.
- Innovation: 48% of SMBs launch new offerings based on TikTok feedback.

- Entrepreneurship Culture: 55% of SMBs strongly agree that TikTok motivates youth to start businesses; 23% of women SMB owners credit TikTok for inspiring them to start a venture.

c. Maximizing Earnings Efficiently

- Efficiency: 42% of SMBs acknowledge that TikTok saves them significant time on marketing.
- Revenue Uplift: SAR 3 Bn increase in revenue from TikTok paid advertising and the use of TikTok's free services.

4. TikTok has built a strong community

The KSA community has embraced TikTok, spending time on learning, exploring culture, and meeting shopping needs. By connecting communities and amplifying Saudi Arabia's cultural and economic presence, TikTok continues to shape a digitally engaged and globally connected society.

a. Enhancing Creativity and Skill Development

- Skill Building: 62% of nationals credit TikTok for skill enhancement.
- Creativity: 38% of the KSA audience⁶ strongly agree (83% agree) that TikTok's creators drive trends and innovation.

b. Promoting Cultural Heritage

- Cultural Expression: 39% of nationals strongly agree that TikTok aids in sharing cultural identity.
- National Pride: 48% of nationals strongly agree (88% agree) that TikTok fosters national pride.
- Domestic Tourism: 42% of the KSA audience discovered KSA destinations via TikTok.

c. Elevating Global Identity

- International Tourism: 30% of the global audience⁷ is inspired to visit KSA after engaging with content on TikTok.
- Global Image: 25% of the global audience credit TikTok for boosting KSA's global image in sports, culture, and tourism.

⁴ Unless specified, all the claims highlighted above represent users who strongly agree with the statements.

⁵ "Significant" indicates >30% increase in revenue, as per survey conducted by Redseer Strategy Consultants. 'earnings' typically refer to brand deals, while 'rewards' come from TikTok-to-TikTok Live Creators. However, this study did not differentiate between the two. Hence, we have used 'earnings' interchangeably with 'rewards' in this study.

⁶ TikTok users (both nationals and expats) in KSA who participated in the survey.

⁷ TikTok users in UK and USA who participated in the survey.

About the Research

In collaboration with TikTok, Redseer Strategy Consultants conducted research to measure the impact of TikTok on businesses and consumers across KSA. This report is structured as follows:

- The economic impact of SMBs using TikTok as a platform for growth
- TikTok's role in empowering consumer choices
- TikTok's role in fostering entrepreneurship (SMBs) and innovation
- TikTok's role in creating a vibrant community

Data drawn on for this research:

- Unless explicitly stated, data drawn on for this research does not constitute official data from TikTok.
- It includes a survey of 200 SMBs and 500 TikTok users based out of KSA. All respondents that completed the survey were recruited independently of TikTok. To participate in this survey, SMBs had to have a TikTok account for business use and consumers had to have an account for personal use.
- Additionally, a separate survey of 400 TikTok users in KSA was conducted to assess TikTok's impact on consumer purchase decisions.
- The study covers surveys (500 respondents who are using TikTok) in the USA and UK markets as well to understand the influence of TikTok on KSA's global positioning.
- Analysis models (Economic Impact Calculations, Surplus Analysis, Gabor Granger Models, Spend Impacts) were utilized to assess TikTok's role in the economy.

About Us

Redseer Strategy Consultants was founded in 2009 with a vision to provide data-backed recommendations and strategic guidance to businesses, investors, and policymakers operating in dynamic and data-deficient markets. Since then, we have become one of the leading advisory firms in emerging markets (MENA, India, SEA), helping businesses, specifically in consumer-facing industries, navigate and accelerate their growth journeys.

With a deep-rooted understanding of consumer behavior and market shifts, Redseer delivers **growth-focused solutions** across diverse industries, including digital media, retail, food, consumer internet, telecom, hospitality, the public sector, and travel. Our expertise is powered by **15+ years of IP in emerging markets**, enabling us to generate unparalleled insights for our clients.

Our MENA office is headquartered in **Dubai, UAE**, with a talent office in **Lebanon** and dedicated research partners across the MENA region. We bring 8+ years of proprietary research in MENA, combining deep local knowledge with global expertise.

Our consultants work closely with governments, consumer-facing companies, and leading investors to derive data-driven decision-making. Our team is highly skilled in a full range of

research techniques and thought leadership capabilities from scenario framing, financial modeling, economic impact analysis, market surveys, case studies, expert panels, and proprietary industry models.

With a team of over **200 consultants, 500+ clients** and a strategic partnership **with OC&C Strategy Consultants**, we have a proven track record of driving transformative business outcomes.

April 2025

All data shown in tables and charts are Redseer's own data, except where otherwise stated and cited in footnotes, and are copyright © Redseer Strategy Consultants. This report is confidential to TikTok and may not be published or distributed without their prior written permission.

The modeling and results presented here are based on information provided by third parties and TikTok, upon which Redseer Strategy Consultants has relied in producing its report and forecasts in good faith. Any subsequent revision or update of those data will affect the assessments and projections shown.



Scan here for the digital copy of the report



To discuss the report further, please contact:

mea@redseer.com

2nd Floor, One JLT, Dubai, UAE

www.redseer.com

 [X.com/redseerme](https://x.com/redseerme)

 linkedin.com/company/Redseer-mea

Solve New.

Disclaimer and confidentiality notice: This document contains information that may be confidential and proprietary. Unless you are the intended recipient (or authorized to receive this document for the intended recipient), you may not use, copy, disseminate or disclose to anyone the message or information contained in this document.