

TikTok Shop to expand its presence in Europe amidst uncertainty in the US.

TikTok Shop launched in the UK in 2021 and later in the US in September 2023, where it achieved high sales during the holiday season. Now, the company is focusing on Europe, attracting more local sellers as a significant portion of the platform's products come directly from China.

As part of the expansion, major European retailers are joining the platform. For instance, the French supermarket chain Carrefour will start selling goods via TikTok Shop in France, and in Germany, the fashion retailer AboutYou and the cosmetic brand Cosnova will join the platform.