

TikTok's Economic Impact in Maryland

Supporting Maryland's Economy

 **154.9K**

Maryland businesses use TikTok

154.9 thousand businesses actively use TikTok in Maryland. 62% of Maryland businesses say TikTok is an essential tool for modern U.S. businesses.

 **\$1.5B**

in GDP for businesses in Maryland

Generated with the help of TikTok's platform in 2025.

 **7.7K**

jobs supported in Maryland

Supported in 2025 by Maryland businesses advertising and promoting their products on TikTok.

Providing Value for Maryland's Businesses

85% **increased sales**

85% of Maryland businesses using TikTok say it increased their sales, and 81% sold out of a product after promoting it there.

78% **hired an employee**

78% of Maryland businesses using TikTok have hired someone they first found or contacted on the platform (70% of SMBs).

75% **scaled operations**

75% of Maryland businesses using TikTok say it helped them scale, from new hires to expanding to new locations (66% of SMBs).

78% **gained investments**

78% of Maryland businesses using TikTok have attracted a new investor or investment through it (71% of SMBs).

81% **increased reach**

81% of Maryland businesses using TikTok say it helps them reach customers they otherwise couldn't.

94% **need TikTok's AI tools for competitive marketing**

94% of Maryland businesses using TikTok's AI tools say they are important for competitive marketing.

Fueling Discovery and Growth

 **65%**

Discovered a local business

65% of Maryland TikTok users say it helps them discover local businesses and events; 56% have spent money on a local event after seeing it advertised there.

 **47%**

Aspire to start a business

47% of Maryland TikTok users hope to start a business within five years, with 58% saying the idea relates to what they see or post there.

 **41%**

Explored their state

41% of Maryland TikTok users have visited another part of the state after watching a trending TikTok.

 **55%**

Charted future career paths

55% of Maryland TikTok users aged 18-29 say TikTok has helped them understand future career paths.

About TikTok U.S.

Established in 2026 to operate and secure TikTok's U.S. platform, TikTok USDS Joint Venture (TikTok U.S.) enables 200 million Americans and 8.5 million U.S. businesses to create, discover, and connect. In compliance with federal mandates, TikTok U.S. safeguards the American experience through comprehensive data privacy and cybersecurity protocols, independent software assurance that validates source code, trust and safety measures, and an algorithm retrained exclusively on U.S. user data.