

TikTok's Economic Impact in Mississippi

Supporting Mississippi's Economy

 **63.5K**

Mississippi businesses use TikTok

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

 **\$270M**

in GDP for businesses in Mississippi

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

 **2K**

jobs supported in Mississippi

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

Providing Value for Mississippi's Businesses

84% **increased sales**

84% of Mississippi 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 Mississippi businesses using TikTok have hired someone they first found or contacted on the platform (70% of SMBs).

75% **scaled operations**

75% of Mississippi businesses using TikTok say it helped them scale, from new hires to expanding to new locations (65% of SMBs).

80% **gained investments**

80% of Mississippi businesses using TikTok have attracted a new investor or investment through it (72% of SMBs).

83% **increased reach**

83% of Mississippi businesses using TikTok say it helps them reach customers they otherwise couldn't.

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

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

Fueling Discovery and Growth

 **61%**

Discovered a local business

61% of Mississippi TikTok users say it helps them discover local businesses and events; 52% have spent money on a local event after seeing it advertised there.

 **45%**

Aspire to start a business

45% of Mississippi TikTok users hope to start a business within five years, with 57% saying the idea relates to what they see or post there.

 **38%**

Explored their state

38% of Mississippi TikTok users have visited another part of the state after watching a trending TikTok.

 **50%**

Charted future career paths

50% of Mississippi 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.