

TikTok's Economic Impact in **Massachusetts**

Supporting Massachusetts's Economy

 **138.2K**
Massachusetts businesses use TikTok

138.2 thousand businesses actively use TikTok in Massachusetts. 64% of Massachusetts businesses say TikTok is an essential tool for modern U.S. businesses.

 **\$2.3B**
in GDP for businesses in Massachusetts

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

 **10K**
jobs supported in Massachusetts

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

Providing Value for Massachusetts's Businesses

85% **increased sales**
85% of Massachusetts businesses using TikTok say it increased their sales, and 83% sold out of a product after promoting it there.

80% **hired an employee**
80% of Massachusetts businesses using TikTok have hired someone they first found or contacted on the platform (70% of SMBs).

77% **scaled operations**
77% of Massachusetts businesses using TikTok say it helped them scale, from new hires to expanding to new locations (67% of SMBs).

81% **gained investments**
81% of Massachusetts businesses using TikTok have attracted a new investor or investment through it (73% of SMBs).

84% **increased reach**
84% of Massachusetts businesses using TikTok say it helps them reach customers they otherwise couldn't.

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

Fueling Discovery and Growth

 **59%**
Discovered a local business
59% of Massachusetts TikTok users say it helps them discover local businesses and events; 55% have spent money on a local event after seeing it advertised there.

 **44%**
Aspire to start a business
44% of Massachusetts TikTok users hope to start a business within five years, with 62% saying the idea relates to what they see or post there.

 **40%**
Explored their state
40% of Massachusetts TikTok users have visited another part of the state after watching a trending TikTok.

 **50%**
Charted future career paths
50% of Massachusetts 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.