

TikTok's Economic Impact in Florida

Supporting Florida's Economy

 **674K**

Florida businesses use TikTok

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

 **\$4.9B**

in GDP for businesses in Florida

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

 **29K**

jobs supported in Florida

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

Providing Value for Florida's Businesses

84% **increased sales**

84% of Florida businesses using TikTok say it increased their sales, and 80% sold out of a product after promoting it there.

79% **hired an employee**

79% of Florida businesses using TikTok have hired someone they first found or contacted on the platform (68% of SMBs).

74% **scaled operations**

74% of Florida businesses using TikTok say it helped them scale, from new hires to expanding to new locations (63% of SMBs).

78% **gained investments**

78% of Florida businesses using TikTok have attracted a new investor or investment through it (68% of SMBs).

80% **increased reach**

80% of Florida businesses using TikTok say it helps them reach customers they otherwise couldn't.

93% **need TikTok's AI tools for competitive marketing**

93% of Florida businesses using TikTok's AI tools say they are important for competitive marketing.

Fueling Discovery and Growth

 **61%**

Discovered a local business

61% of Florida TikTok users say it helps them discover local businesses and events; 57% have spent money on a local event after seeing it advertised there.

 **46%**

Aspire to start a business

46% of Florida TikTok users hope to start a business within five years, with 57% saying the idea relates to what they see or post there.

 **37%**

Explored their state

37% of Florida TikTok users have visited another part of the state after watching a trending TikTok.

 **55%**

Charted future career paths

55% of Florida 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.