

# The Definitive TikTok Interests Reference Guide

Updated: 7 September, 2020



## 1st Level (15)

ALL

Education

Automobile

Baby, Kids & Maternity

Financial Services

Beauty & Personal Care

Tech & Electronics

Appliances

Travel

Pets

Apps

Apparel & Accessories

## 2nd Level (23)

ALL

Skin Care

Cosmetics

Wig/Hair Styling

ALL

Social

Audio & Video Player

Photography

Online Shopping

Tools

## 3rd Level (12)

ALL

Chatting

Messaging



# The Definitive TikTok Interests Reference Guide



## 1st Level (15)

News & Entertainment

Games

Food & Beverage

Sports & Outdoors

## 2nd Level (23)

ALL

Other News

Celebrity

Anime

Movie

Car News

Culture & Art

Variety Shows

Music

TV Drama / TV Series

Health & Wellness

ALL

Games (by type)

ALL

Food

Beverage

ALL

Outdoor Equipment

Sports Equipment

## 3rd Level (12)

ALL

Other culture & Art

Dance

ALL

Other Variety Shows

Comedy

ALL

Shooting

Sports

Educational

Match-three

Board Game

Combat