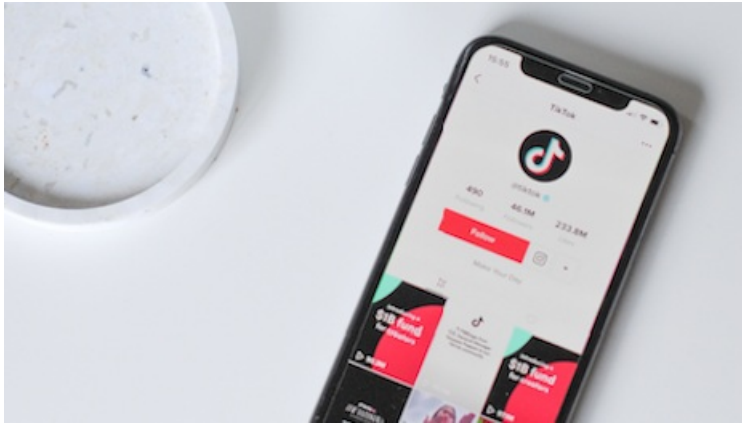


## MARKETING

# Brands could lose up to half of MIV' if TikTok ban returns to US: Launchmetrics

February 18, 2025



Luxury brands are reevaluating their social media strategies as TikTok's future remains uncertain. Image credit: Unsplash

By AMIRAH KEATON

In the near decade since hitting the market, ByteDance's TikTok has solidified its place as the fastest-growing social media player for brand impact; today, its future is in flux.

The short-form video site returned a 122 percent year-over-year increase in Media Impact Value (MIV) in the United States last year, according to a [new report](#) from fashion cloud technology platform Launchmetrics, which studied active fashion, sportswear, beauty and jewelry and watches brand accounts for the release. Given the regulatory uncertainty surrounding the app's accessibility in America, those with a presence on TikTok including luxury labels are being urged to future-proof their strategies by diversifying their efforts across Instagram, YouTube and owned media channels.

For the report, Launchmetrics references Media Impact Value, or MIV, a proprietary metric that determines the monetary value to every post, interaction or article to measure brand performance across voices, channels and regions. Data included in the "Navigating the TikTok Uncertainty: How to Pivot and Future-Proof Your Social Strategy" report provides a representative industry average based on an analysis of the top 20 leading brands from each sector from Jan. 1 - Dec. 31, 2024.

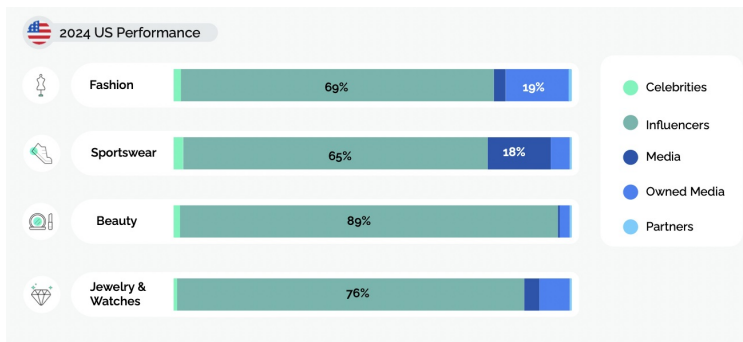
## TikTok's uncertain future

TikTok users have experienced a fairly tumultuous start to the year, as scrutiny of the platform's data security practices reached a boiling point, though the push for ByteDance to divest TikTok's U.S. operations continues.

On Jan. 19, audiences in the states found themselves momentarily unable to use TikTok due to a nationwide ban that took effect at midnight. An executive order delaying the TikTok ban later reversed the call, restoring service on Jan. 20.

Under the terms of this most recent order, ByteDance has until April 5, 2025, to sell TikTok to an American company or face a complete outage in the country. Following a three-week absence from Apple and Google's U.S. app stores, TikTok returned to both on Feb. 14, 2025.

If TikTok were to be banned in America once more, brands could lose up to half of their MIV performance, says the Launchmetrics report.



*Per the report, TikTok's 2024 performance in the U.S. was driven by influencers, who on average generate 75 percent of brand MIV across industries on the platform. Image credit: Launchmetrics*

The firm's analysis highlights that TikTok accounts for 54 percent of fashion, sportswear, beauty and jewelry and watches brands' total MIV in the U.S., compared to 46 percent from the EMEA region. The study found that TikTok's Influencer Voice drives 75 percent of the platform's brand-generated value, making it the dominant force in shaping consumer perceptions.

Beauty brands, in particular, have benefited from TikTok's video-driven culture, with influencer-led product recommendations amplifying discovery and engagement. While fashion has historically lagged behind beauty in leveraging TikTok, authors note a 147 percent increase in fashion-related MIV year-over-year.

As brands see success on the platform, Launchmetrics recommends brands implement diversified social strategies to mitigate potential disruptions caused by TikTok's uncertain next steps.

### Balancing act

The report suggests that brands adopt a more balanced approach across channels. Instagram, for instance, has maintained its position as the top-performing platform for luxury brands.

Here, celebrities and owned media voices drive impact. Instagram Reels generate 77 percent higher MIV than static posts and, on average, 10 percent more than TikTok videos for fashion brands.

Meanwhile, YouTube's short-form content is proving to be a viable alternative. Amassing more than two billion monthly viewers, YouTube Shorts also offers an opportunity for brands to build longer-term connections with audiences.

Delving further into report findings on Feb. 19, Launchmetrics is hosting a 15-minute LinkedIn Live session at 10 a.m. ET to "explore how social benchmarking and Influencer Voice analysis can help brands develop a solid Plan B to maintain their campaigns and consumer engagement even without TikTok in the mix." Registration is available at [LinkedIn.com](https://www.linkedin.com).