

Kyra IQ Trend Report

24th November 2021

Fastest Growing Creators

 US 

 UK 

 World 

Username	Followers	Growth (1 Week)
flyysouljah	4.3M	1.1M
taylorswift	8.9M	622.9K
charlidamelio	129.7M	583.5K
absolutelynottaylor	1.7M	569.5K
kaylassnake	1.2M	565.0K
dukedepp	4.2M	559.5K
willsmith	63.7M	538.1K
vancityreynolds	16.0M	511.0K
therock	43.5M	482.1K
kylescheele	3.0M	474.4K

Username	Followers	Growth (1 Week)
yungblud	4.0M	296.8K
jasonstathamtiktok	6.5M	268.8K
gordonramsayofficial	29.7M	233.4K
thatcatbobbie	1.6M	217.6K
thementorhouse	2.6M	217.4K
mymummy12	2.9M	210.5K
francis.bourgeois	1.5M	187.5K
adrianbliss	3.4M	159.3K
iconicakes	2.5M	130.9K
charlotte_martel	2.9M	125.7K

Username	Followers	Growth (1 Week)
hmelkofm	8.9M	1.1M
khaby.lame	121.4M	841.2K
juliettefreire	14.8M	708.0K
xoteam	21.0M	695.7K
noordabashh	6.5M	669.1K
badbaarbie	11.3M	583.9K
euwatson	7.9M	551.8K
galgadot	3.0M	550.7K
nickaufmann	13.3M	532.8K
sucss.s	8.1M	473.5K



Popular music creators Island Boys have been nailing it across TikTok over the last few weeks, gaining over 1m followers this week



Another popular Gen-Z music creator, Yungblud, topped the UK charts this week after winning at the EMAs last week



Russian creators Katya and Kostya grew over 1m follower this week, as they went hard on popular TikTok trending sounds, hashtags and filters

Most Popular Songs



Title	Author	Video Views
Own Brand Freestyle	FelixThe1st & Dreyra Mac	670M
I AM WOMAN	emmy meli	631M
SAD GIRLZ LUV MONEY Remix (feat. Kali Uchis and Moliy)	Amaarae & Kali Uchis	565M
Monkeys Spinning Monkeys	Kevin MacLeod	522M
original sound	Stephanie Mendoza	482M
High School	Editor	451M
Do It To It	ACRAZE	427M
som original	Nlvxa	422M
Enchanted Taylor Swift	Kaylen	404M
Helikopter	1:23am	297M

This weeks top trending sound is a popular dancing song, showcasing a classic TikTok hip hop/trap style clip

Taylor Swift's "Enchanted" has gone viral after recent stories regarding the singer, and has caused the song to re-enter top music charts in the US, UK, Canada and Singapore, 10 years after it was released

I Am Woman is a relatively new song featuring Kali Uchis, that creators use to showcase cool/interesting reveals

The remix of 90s RnB song by Cherish, done by Acraze, has swept TikTok over the last few weeks, including mixes with the Squid Game theme tune

Viral Trends

Trending Topics

The launch of the new Sing movie starring Reese Witherspoon was promoted this week on the platform



The Netflix-created version of Cowboy Bebop launched this week



Title	Share of Views
BetterTogetherChallenge	1.46%
Sing2gether	1.05%
harrypotter	0.76%
thanksgiving	0.65%
VansCheckerboardDay	0.55%
CowboyBebop	0.45%
TikTokHolidays	0.40%
TigerKing	0.37%
dunkinducks	0.36%
wrappinghacks	0.29%



Creators talk about their Thanksgiving experiences



Tiger King series 2 launched worldwide last week, and was a popular topic on TikTok

Most Engaged Brands & Publishers

Brand	Country	Followers	Weekly Views
netflix		21.2M	30.9M
hbomax		1.1M	29.9M
jdofficial		1.0M	28.8M
overtime		18.3M	28.1M
fjerry		1.9M	27.2M
whatdoyoumeme		3.0M	23.5M
nojumper		1.2M	17.1M
yahoonews		1.5M	15.4M
eliotmediaoficial		3.1M	15.3M
sonypicturesru		158.2K	14.3M

Popular content aggregator fjerry had several viral video posts over the last week, pushing up their view count



Mexican media company Eliot have found success with a TikTok-native news format



Clips from the podcast “No Jumper” - featuring a combination of outrageous and famous chat, have pushed it up the rankings this week



Fastest Growing Brands & Publishers

The popular page giving the background and meaning of well known memes topped the charts this week with over 500k followers gained as they launched their new card game

Another example of a channel making a card game, this time used for helping people get to know each other better

Brand	Country	Growth (1 Week)
whatdoyoumeme		550K
sidetalknyc		471K
beautifuldestinations		393K
marvel		330K
duolingo		175K
tiktok		148K
psdtiktok		144K
werenotreallystrangers		120K
manutd		101K
amazonprimevideo		99K

Sidetalk NYC has been going viral the last few weeks with their on the street interviews of New York locals

Kyra IQ Hot Takes

Every week we ask 5 questions to a panel of Gen-Z

- Which platform do you use most?
 - TikTok (63%), Instagram (57%), Snapchat (54%)
- Do you have a “finsta” (fake instagram) account?
 - 40% said they do
- Why do you invest in cryptocurrency?
 - 59% believe it will make them rich
- Are you a freelancer or permanent employee?
 - 50% are freelancers
- Do you have online-only friends?
 - On average Gen-Z had 6 “online-only” friends

Have a question you want answering? We pick one suggested question each week.

What is Kyra IQ?

- A TikTok-first data platform, boasting best in class data capture abilities for TikTok.
- 150m+ tracked accounts.
- Full profile information including post performance, audience demographics and growth.
- Weekly surveying of up to 5,000 users
- Hourly data resolution.
- Fully searchable.
- Historic data back to 2019.
- Data driven insights on content strategy, creation and talent selection.
- Paid media targeting identification and optimisation.
- Customisable reports provided daily, weekly or monthly.
- Email nick@kyra.com to find out more or signup at iq.kyra.com.