

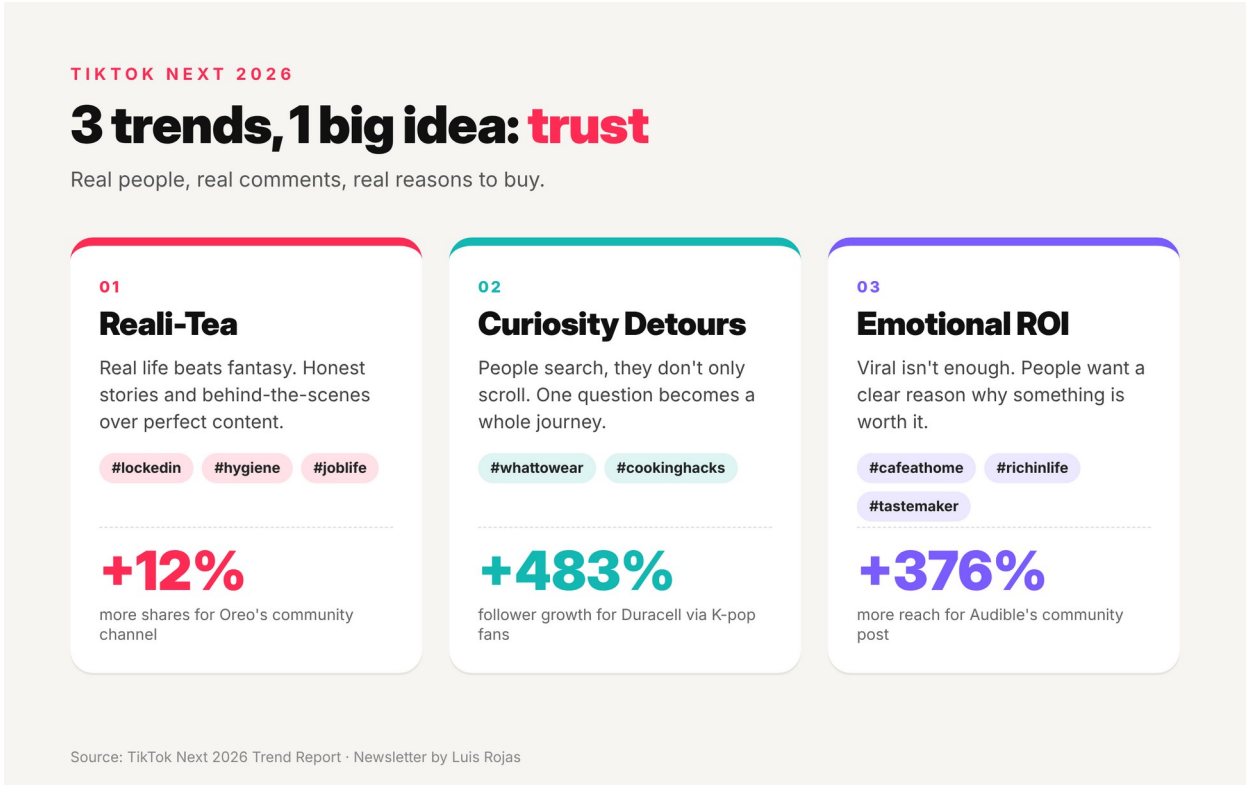
Hi everyone,

Fake and perfect is out, real is in. That's the big message of TikTok's 2026 trend report. In this newsletter I break down the three main trends, show how influencer Noah Beck could use them, and look at what brands should focus on for 2027.

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1. The TikTok Trends 2026 – my view

TikTok calls this year **"Irreplaceable Instinct."** When I read it the first time I didn't really understand it. After reading more, I think it simply means: people are tired of fake and perfect content. They want something real. TikTok shows three big trends.



Reali-Tea: real life is more interesting than fantasy

People don't want the "perfect life" videos so much anymore. They want honest stories and behind-the-scenes. Hashtags like **#lockedin** (people sharing their goals and getting support), **#hygiene** (making small daily routines feel special) and **#joblife** (the real side of work) are growing.

This one made me smile, because in hotels we always knew this. Guests don't trust the brochure, they trust other guests. Oreo did something similar on TikTok: they stopped posting only recipes and started playing with their community. Their shares went up 12%.

Curiosity Detours: people search, they don't only scroll

This surprised me. TikTok is now used like a search engine. People look for something, read the comments, and end up somewhere they didn't plan, for example **#whattowear** or **#cookinghacks**. My favourite example is Duracell: they found out that K-pop fans use their batteries for the light sticks at concerts. Nobody planned that, but they used it and grew their followers by 483%. I love this story because it shows that sometimes your customers find you, not the other way around.

Emotional ROI: people want a good reason to buy

Buying something just because it's viral is not enough anymore. People want to know **why** it's worth the money. **#cafeathome** (making your own coffee instead of paying €6.00), **#richinlife** (being rich in experiences, not money) and **#tastemaker** (honest creators who care about their community) all show this. Audible just asked people for their five-star book tips and got 376% more reach than normal.

What I take from this: all three trends are about **trust**. Real people, real comments, real reasons.

Which trends do I think will stay until 2027?

- **Being real (Reali-Tea):** yes, I'm sure. This is not just a hashtag, it's how people think now.
- **The comment section:** people read comments before they buy. I do it myself now. I think this will only get stronger.
- **TikTok as Google:** more and more people search there first, so yes, this stays.
- **Honest, smaller creators:** I think people will trust them more and more.
- **The hashtags themselves** like #hygiene or #cafeathome will probably change, but the ideas behind them (self-care, saving money, asking the community) will stay.

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2. Influencer example: Noah Beck

From the Shopify list I chose **Noah Beck**. He is an athlete, dancer and lifestyle creator, and he has his own clothing brand, **Sown Again**. I picked him because he already worked with **W Hotels**, and as a hotel person I could imagine very well how he could use these trends.

Reali-Tea

- Show the real side: training days, tired days, getting ready before an event. Not only the glamour.
- Try a more relaxed or funny "second side" of himself, like the report suggests with second accounts.
- For W Hotels, I would not do a perfect room tour. I would show the real stay: arriving late, ordering room service at midnight, talking to the staff. From my experience at the front desk, these small moments are what guests remember.

Curiosity Detours

- Answer things people really search for, like "what to wear to an event" or "what to pack for a weekend trip," and connect it to Sown Again.
- Reach new groups like travellers and sports fans, not only his fashion followers.

Emotional ROI

- Explain **why** his clothes are worth buying: quality, how often you can wear them, the story of the brand.
- Ask followers for honest feedback in the comments and answer them. That builds trust.

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3. What should companies watch for TikTok in 2027?

If I had to give advice to a company (maybe a hotel!) that wants to start on TikTok, I would say:

1. **Be real, not perfect.** Show your team and how things really work.
2. **Take the comments seriously.** Answer, react, and even make new videos from them.
3. **Think like a search engine.** What do your customers type in the search bar? Make videos that answer that.
4. **Look for small communities.** Like Duracell with the K-pop fans, there may be a group that already loves you.
5. **Work with honest creators, not only famous ones.** Micro-influencers (10k–100k followers) are often closer to their followers and cheaper.
6. **Give people a reason to buy.** Show the value, not only a nice video.
7. **Give creators freedom.** They know their audience better than the company does.

My personal takeaway: I came into this course thinking TikTok is only for young people and dancing. Now I see it more like a big conversation, and the brands that listen and talk like real people are winning. Honestly, that's not so different from good hospitality.

Thanks for reading,
Luis

Sources

TikTok Next 2026 Trend Report

Shopify – TikTok Influencers: Top 11 to Work With in 2026