TikTok Shop takes on Amazon and Walmart with new strategy

TikTok has become one of the most popular social media platforms in the U.S., but its influence now extends well beyond viral videos and entertainment. The company is increasingly positioning itself as a major player in the American retail industry, attracting consumers and businesses looking to capitalize on online shopping.

TikTok supported $81 billion in U.S. GDP and 410,000 American jobs in 2025, according to its 2026 TikTok U.S. Economic Impact Report. The report, based on independent research by PF Global, also found that 1.8 million American entrepreneurs sold products or services through the platform during the year.

Now, as the holiday shopping season gets underway, TikTok is making another move to strengthen its position in e-commerce and compete with established retail giants such as Amazon (AMZN) and Walmart (WMT).

TikTok Shop launches paid membership in the U.S. TikTok Shop has introduced a paid membership program in the U.S., more than three years after launching its e-commerce platform in September 2023. Called TikTok Shop Plus, the membership costs $9.99 per month following a 30-day free trial. It offers several shopping benefits, including free shipping on eligible products, exclusive discounts, monthly coupons, and instant refunds on qualifying returns, Modern Retail reported. The membership is currently being piloted with more than 1 million U.S. shoppers whom TikTok has identified as some of its most loyal customers. Among the benefits, members receive free shipping on products displaying a Plus badge, an additional 10% discount on select items, three monthly coupons based on their spending, and instant refunds up to twice a month on qualifying returns.

TikTok has not announced a nationwide rollout. However, TikTok Shop Strategic Initiatives President Patrick Nommensen told Modern Retail that the company plans to continue expanding access to the pilot while gathering customer feedback and refining the membership experience.

Why TikTok Shop is launching a membership TikTok Shop has expanded rapidly since entering the U.S. market, establishing itself as a significant player in social commerce.

The platform accounted for nearly 20% of U.S. social commerce sales by the end of 2025, according to Capital One Shopping research. Its growth has also attracted major retailers and consumer brands looking to reach shoppers through short-form videos, livestreams, and product recommendations.

The company's latest membership offering could help strengthen that momentum by encouraging customers to make more frequent purchases and return to TikTok Shop rather than competitors. Paid memberships can also help e-commerce companies build customer loyalty by giving shoppers an additional incentive to keep their purchases on one platform.

For TikTok, the strategy could turn occasional purchases inspired by viral videos into more consistent shopping activity.

The move comes as TikTok continues expanding its e-commerce operations beyond the main social media app.

In early November, the company launched a stand-alone TikTok Shop app in Singapore, Malaysia, Thailand, and the Philippines. Available for iOS and Android, the app offers product recommendations, livestream shopping, in-app checkout, order tracking, and customer support.

The expansion signals TikTok's growing interest in establishing its shopping business as a destination of its own rather than relying exclusively on its main media platform. TikTok has also been working to make online purchases more convenient for consumers.

In September 2026, UPS-owned Happy Returns was integrated into TikTok Shop, allowing participating sellers to offer box-free, label-free returns at approximately 10,000 U.S. drop-off locations, known as Return Bars. TikTok Shop faces growing competition in e-commerce TikTok Shop Plus arrives as competition intensifies across the U.S. e-commerce industry, where established retailers have long used paid memberships to attract repeat customers.

For example, Amazon Prime costs $14.99 per month and offers benefits extending beyond online shopping, including access to streaming entertainment and other services.

Walmart+ costs $12.95 per month and provides members with shopping-related benefits, including free shipping and delivery perks. Walmart also recently launched an annual bundle that includes Walmart+ and Sam's Club Plus, which I reported on TheStreet.

Even Chinese competitor Shein has introduced a paid membership program, Shein Club, offering customers additional discounts and savings.

As of now, TikTok Shop Plus is less expensive than both Amazon Prime and Walmart+ on a monthly basis. However, its benefits are primarily for shopping on TikTok Shop, and free shipping and discounts apply only to eligible products.

Whether TikTok Plus is worth the monthly fee will largely depend on how frequently consumers shop on the platform. While frequent shoppers could benefit from its shipping perks and additional discounts, occasional customers may find it difficult to justify another recurring subscription, particularly when the benefits are limited to eligible TikTok Shop purchases. Here's some of my previous coverage on retail business news:

Target changes a signature part of its stores after 64 years Department store chain bets on a new shopping experience Retail brand admits its pricing pushed its biggest fans away The launch is also particularly timely as retailers compete for holiday spending.

TikTok Shop's Black Friday and Cyber Monday deals have already begun and run through November 30, with exclusive offers, livestream shopping events, and discounts across several product categories.

For TikTok, the challenge now is turning that growing selection and consumer interest into lasting shopping habits. Its new paid membership could be an important step toward competing more directly with the e-commerce companies that have dominated online retail for years.

By Fernanda Tronco,
Dana Sullivan Kilroy,
The Street

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COMMONWEALTH OF KENTUCKY
OWSLEY CIRCUIT COURT
CIVIL ACTION NO. 26-CI-00009
ELECTRONICALLY FILED

FARMERS STATE BANK PLAINTIFF
VS.
ESTATE OF BARBARA WILLIAMS, et al. DEFENDANTS

NOTICE OF SALE

Pursuant to and in compliance with the Judgment and Order of Sale of the Owsley Circuit Court filed September 8, 2026, the Master Commissioner will offer for Sale at public outcry the following described property located in Owsley County, Kentucky:

Property Address: 132 Bowman Lane, Booneville, Kentucky 41314
PVA Parcel No: 067-00-00-027.02
Said sale shall take place on the following date and at the following location:

MONDAY, NOVEMBER 30, 2026, at 12 noon

ON THE FIRST FLOOR OF THE OWSLEY COUNTY COURTHOUSE

20 MAIN STREET, BOONEVILLE, KENTUCKY

Said property shall be sold to raise the amounts hereinafter set forth, together with interest and the costs of the action, and the following terms and conditions:

1. At the time of the sale, the successful bidder shall either pay cash or make a deposit of at least ten (10%) percent of the purchase price with the balance on credit for thirty (30) days. In the event of default by the purchaser the ten percent (10%) deposit made by the purchaser shall be applied to any costs and/or expenses of this action. In the event the successful bidder elects to credit the balance, he or she will be required to post bond and furnish an acceptable surety or sureties thereon. Said bond shall be for the unpaid purchase price and bear the interest rate of five percent (5.0%) per annum from the date of sale until paid. Any purchaser or purchasers shall have the privilege of paying said bond before maturity by paying the principal together with all accrued interest. The bond shall have the force and effect of a judgment in order to secure the payment of the balance of the purchase price and said bond shall constitute a prior and superior lien on the property until paid. No bond or earnest money shall be required if the Plaintiffs are the purchasers and the bid is less than their adjudged lien.
2. All delinquent property taxes shall be paid from the proceeds of the sale. The purchaser shall be required to assume and pay all ad valorem taxes assessed by the County of Owsley and State of Kentucky for the current year and all subsequent years. The property shall further be sold subject to any delinquent State, County and/or city real estate taxes sold pursuant to the provisions of KRS Chapter 134 to any private purchaser during the pendency of this action.
3. The property shall otherwise be sold free and clear of any right, title, and interest of all parties to the action and of their liens and encumbrances thereon, and all existing liens recorded after the recording of the Plaintiff's Lis Pendens Notice, excepting and subject to, however, easements, restrictions, stipulations and covenants of record in the Owsley County Clerk's office, any facts which an inspection and accurate survey of the property may disclose and any assessments for public improvements levied against the properties.
4. The risk of loss and the right of possession of the real estate and any improvements thereon shall pass to the purchaser upon confirmation of sale by the Owsley Circuit Court.

FURTHER INFORMATION REGARDING THE PROPERTIES AND/OR SALES THEREOF CAN BE FOUND IN THE OWSLEY CIRCUIT COURT CLERK'S OFFICE BY THE FILE NAME AND NUMBER FOR EACH SALE, THE OWSLEY COUNTY PROPERTY VALUATION ADMINISTRATOR'S OFFICE, AND THE OWSLEY COUNTY CLERK'S OFFICE. PROSPECTIVE BIDDERS ARE ADVISED AND ENCOURAGED TO REVIEW ANY AND ALL DOCUMENTS AVAILABLE AT THESE LOCATIONS FOR MORE DETAILS OF THE PROPERTIES OR SALE, AS THE MASTER COMMISSIONER HAS NO ADDITIONAL INFORMATION AND DOES NOT WARRANT TITLE TO THE PROPERTY TO BE SOLD. THE PROPERTY SALES, IF MORE THAN ONE IS SCHEDULED FOR A PARTICULAR DAY, WILL OCCUR SEQUENTIALLY AT THE APPOINTED HOUR.

This the 16th day of November, 2026.

/s/ Patrick E. O'Neill
PATRICK E. O'NEILL
MASTER COMMISSIONER
OWSLEY CIRCUIT COURT

COMMONWEALTH OF KENTUCKY
OWSLEY CIRCUIT COURT
CIVIL ACTION NO. 26-CI-00021

21st MORTGAGE CORPORATION PLAINTIFF
VS.
MACKENZIE MARIE GIPSON, et al. DEFENDANTS

NOTICE OF SALE

Pursuant to and in compliance with the Judgment and Order of Sale of the Owsley Circuit Court filed October 2, 2026, the Master Commissioner will offer for Sale at public outcry the following described property located in Owsley County, Kentucky:

Property Address: 1385 County Line Road, Booneville, Kentucky 41314
PVA Parcel No: 037-10-00-002.33
w/ 2025 Clayton Mobile Home VIN: CAP044313TNABAC
Said sale shall take place on the following date and at the following location:

MONDAY, NOVEMBER 30, 2026, at 12 noon

ON THE FIRST FLOOR OF THE OWSLEY COUNTY COURTHOUSE

20 MAIN STREET, BOONEVILLE, KENTUCKY

Said property shall be sold to raise the amounts hereinafter set forth, together with interest and the costs of the action, and the following terms and conditions:

1. At the time of the sale, the successful bidder shall either pay cash or make a deposit of at least ten (10%) percent of the purchase price with the balance on credit for thirty (30) days. In the event of default by the purchaser the ten percent (10%) deposit made by the purchaser shall be applied to any costs and/or expenses of this action. In the event the successful bidder elects to credit the balance, he or she will be required to post bond and furnish an acceptable surety or sureties thereon. Said bond shall be for the unpaid purchase price and bear the interest rate of six percent (6.0%) per annum from the date of sale until paid. Any purchaser or purchasers shall have the privilege of paying said bond before maturity by paying the principal together with all accrued interest. The bond shall have the force and effect of a judgment in order to secure the payment of the balance of the purchase price and said bond shall constitute a prior and superior lien on the property until paid. No bond or earnest money shall be required if the Plaintiffs are the purchasers and the bid is less than their adjudged lien.
2. All delinquent property taxes shall be paid from the proceeds of the sale. The purchaser shall be required to assume and pay all ad valorem taxes assessed by the County of Owsley and State of Kentucky for the current year and all subsequent years. The property shall further be sold subject to any delinquent State, County and/or city real estate taxes sold pursuant to the provisions of KRS Chapter 134 to any private purchaser during the pendency of this action.
3. The property shall otherwise be sold free and clear of any right, title, and interest of all parties to the action and of their liens and encumbrances thereon, and all existing liens recorded after the recording of the Plaintiff's Lis Pendens Notice, excepting and subject to, however, easements, restrictions, stipulations and covenants of record in the Owsley County Clerk's office, any facts which an inspection and accurate survey of the property may disclose and any assessments for public improvements levied against the properties.
4. The risk of loss and the right of possession of the real estate and any improvements thereon shall pass to the purchaser upon confirmation of sale by the Owsley Circuit Court.

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This the 16th day of November, 2026.

/s/ Patrick E. O'Neill
PATRICK E. O'NEILL
MASTER COMMISSIONER
OWSLEY CIRCUIT COURT