

How to Find Trending Content with TikTok Creative Center

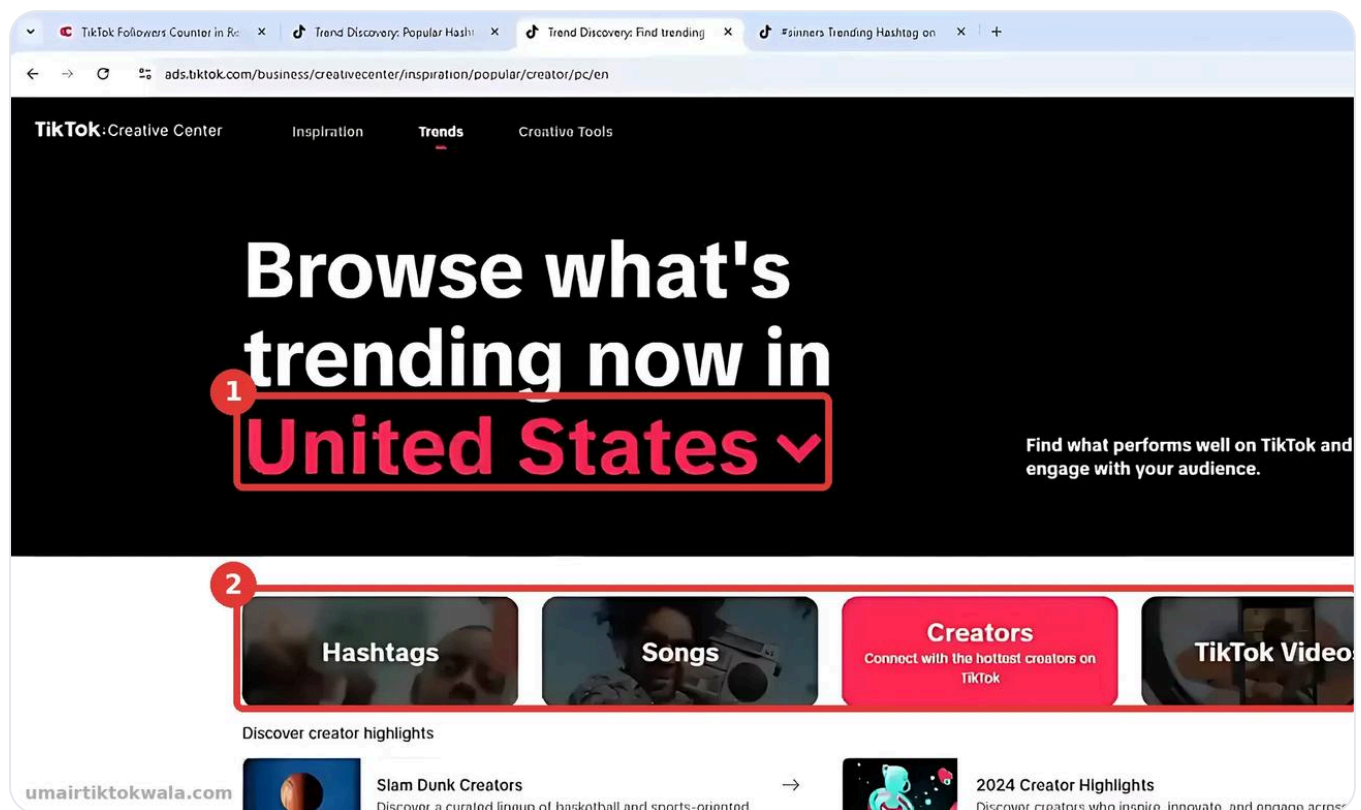
5 steps · Last updated 19 Oct 2026

TikTok's free Creative Center shows what is trending right now in any country — hashtags, songs, creators and videos. Use it to pick trending sounds and topics for your next videos.

Before you start, keep ready:

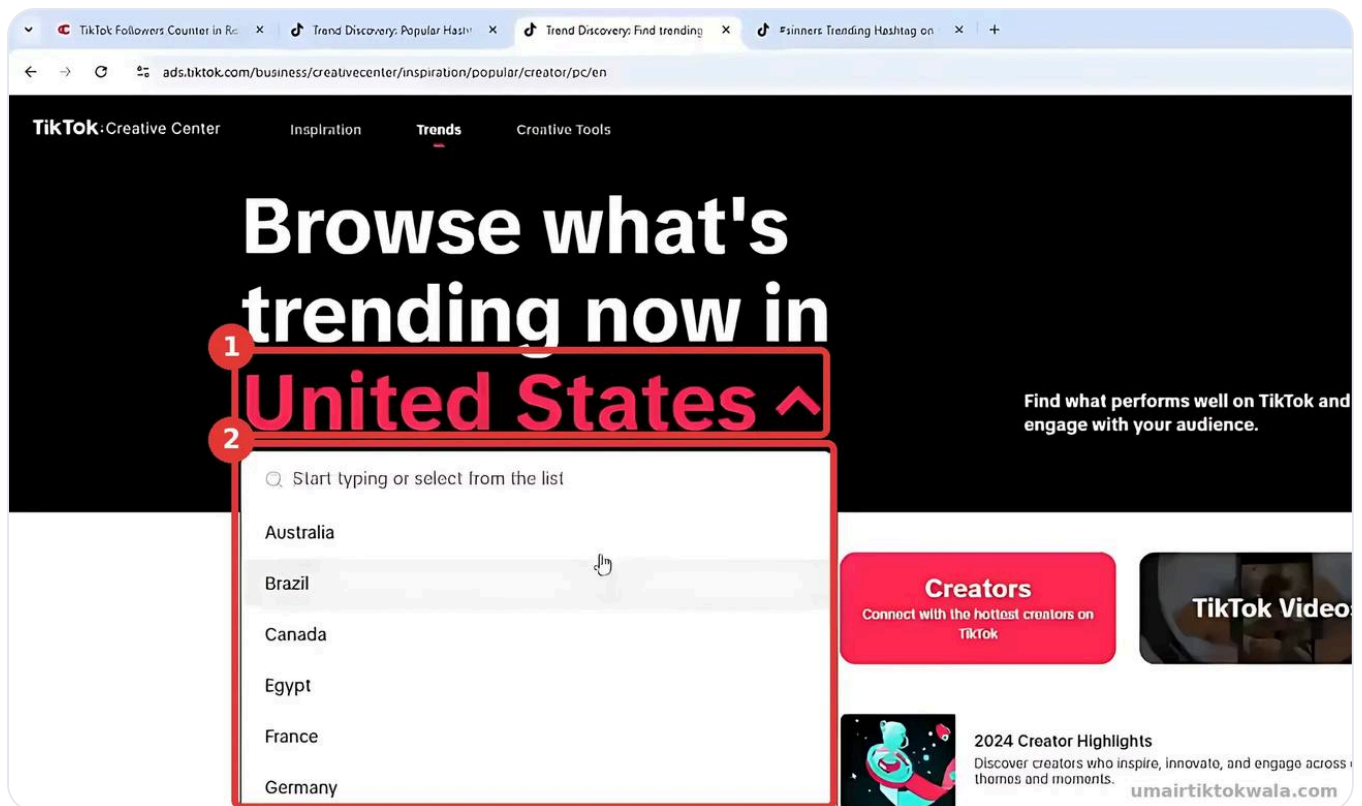
- A laptop or phone browser
- Your target country (where your audience is)

1 Open TikTok Creative Center



Search Google for **TikTok Creative Center trends** and open **ads.tiktok.com/business/creativecenter** (official TikTok site). **1.** The page shows the selected country. **2.** Choose a section: **Hashtags, Songs, Creators** or **TikTok Videos**.

2 Choose your country



1. Tap the country name. **2.** Search or select the country where your audience lives (e.g. United States, Pakistan).

3 See trending hashtags

The screenshot shows the TikTok Creative Center interface. The 'Trends' tab is selected. A red box labeled '1' highlights the filter options: 'Industry', 'Last 7 days', and 'New to top 100'. Below this, a table of trending hashtags is shown, with a red box labeled '2' highlighting the table headers and the first four rows.

Rank	Hashtags	Posts	Trend	Creators	Actions
1	#nomorecanalsonindus	35K Posts		No related creator	See analytics
2	#nomorecanalsonindusriver	32K Posts		No related creator	See analytics
3	#nomorecanalsonindusriver	7K Posts		No related creator	See analytics
4 NEW	#shubh	3K Posts		No related creator	See analytics

Open **Hashtags**. **1.** Choose the time period (e.g. Last 7 days) and industry. **2.** You see the top hashtags with posts count and a trend line. Rising lines mean the hashtag is growing now.

Tip: Use only trending hashtags that really match your video.

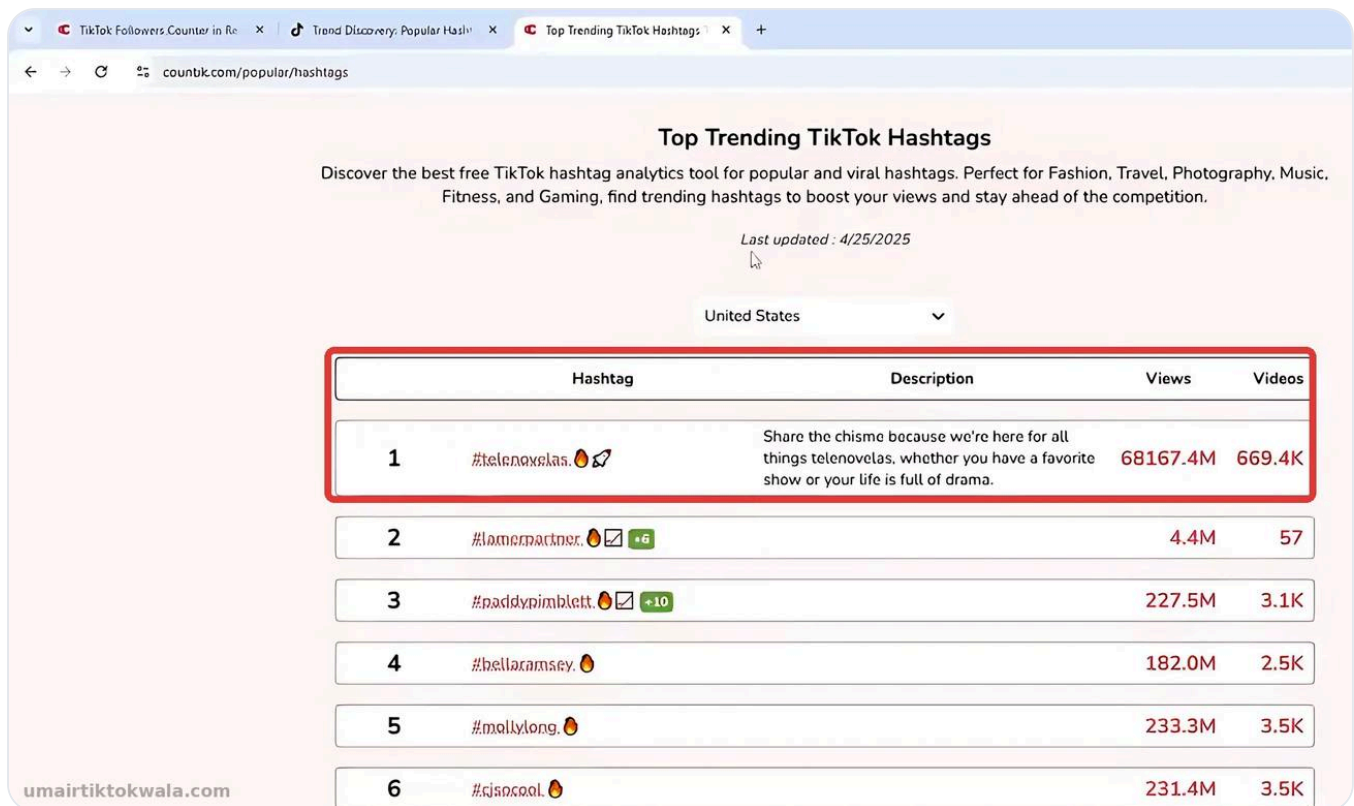
4 Find trending songs

The screenshot shows the TikTok Creative Center interface. At the top, there are tabs for 'Hashtags', 'Songs', 'Creators', and 'TikTok Videos'. A red box labeled '1' highlights the 'Songs' tab. Below the tabs, a list of trending songs is displayed. A red box labeled '2' highlights the entire list of songs. The songs listed are:

Rank	Song Title	Artist	Analytics
3	Munhji Sindh Ja Dushman	Dildar Otho & Shar Sahab	See analytics
4 ↑ 8	Maahi	Shanib Toshi & Toshi Sabri	See analytics
5 NEW	Montagem Solar Atmosfera	Arijit & TOKYOPHILE & MC MN Approved for business use	See analytics
6 NEW	Mortals	Wariyo Approved for business use	See analytics

Open **Songs** to see sounds that are growing. Songs marked **Approved for business use** are safe for business/ads accounts. Use a rising song in your next video for extra reach.

5 Another free option: Countik



The screenshot shows the Countik website interface. At the top, there's a navigation bar with tabs for 'TikTok Followers Counter in Re...', 'Trend Discovery: Popular Hash...', and 'Top Trending TikTok Hashtags'. The main heading is 'Top Trending TikTok Hashtags'. Below it, a description states: 'Discover the best free TikTok hashtag analytics tool for popular and viral hashtags. Perfect for Fashion, Travel, Photography, Music, Fitness, and Gaming, find trending hashtags to boost your views and stay ahead of the competition.' A date 'Last updated : 4/25/2025' is shown. A dropdown menu is set to 'United States'. Below this is a table of trending hashtags.

	Hashtag	Description	Views	Videos
1	#telenovelas. 🍷🔥	Share the chisme because we're here for all things telenovelas, whether you have a favorite show or your life is full of drama.	68167.4M	669.4K
2	#lamemarcher. 🍷🔥 +6		4.4M	57
3	#paddybimblett. 🍷🔥 +10		227.5M	3.1K
4	#bellaramsey. 🍷🔥		182.0M	2.5K
5	#mollylong. 🍷🔥		233.3M	3.5K
6	#cjsocool. 🍷🔥		231.4M	3.5K

The website **countik.com** also lists **Top Trending TikTok Hashtags** by country with views and video counts. Compare it with Creative Center before choosing.

Common mistakes

- Looking at the wrong country
- Using a trending sound that doesn't fit your video
- Copying trending videos instead of making your own version

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