nutrichef

YOUNG WITH SOLUTIONS

TikTok Marketing Partner

TIKTOK SHOP UK CASE STUDY, APR TO NOV 2026

The UK's #2 bakeware shop on TikTok *didn't exist in April.*

How **Young With Solutions** built **NutriChef**'s TikTok Shop from scratch and grew it to £108K in its first 127 days.

£108K	#2 of 938	£9,048	£5.58
SHOP GMV JUL 1 TO NOV 4	BAKEWARE SHOPS ON TIKTOK SHOP UK	SOLD IN ONE DAY, NOV 2	BACK FOR EVERY £1 SPENT ON ADS

Shop GMV and Nov 2: TikTok Seller Center. Ads: TikTok GMV Max, Aug 13 to Nov 4. Ranking: Kalodata bakeware shop ranking, Oct 5 to Nov 3, 2026.

THE CLIENT

NutriChef makes cookware and bakeware for everyday cooking. It's part of an Amazon-first consumer goods group, and came to YWS to launch on TikTok Shop UK with one ask: **sales, not awareness.**

WHAT WE RAN

- **A TikTok Shop, built from scratch**
- **Creator seeding at scale**
- **GMV Max on proven videos**
- **Daily shop health checks**



THE PAIN

In April, NutriChef had bestsellers on Amazon and nothing on TikTok. *Not even a shop.*

No UK TikTok Shop

The group sold through Amazon. NutriChef's TikTok Shop had to be built from zero.

No numbers to aim at

No breakeven ROAS and no TikTok benchmarks. Every target and analysis came from YWS.

Blocked accounts and products

A hacked login email meant a new Business Center. Knife sets were restricted on TikTok UK.

Stock that couldn't be rushed

Restocks took 3 to 4 months. A sell-out could stall a winning product.

The tension

0

TikTok Shops in April

On Apr 29 the shop still didn't exist. It went live on Jun 29, and the first order came on Jul 1.

THE GOAL

The brief was sales, *not awareness.*

Each goal carries a tag. The same tag shows up on the move that answers it and on the proof.

An Amazon-first group with no TikTok presence → **G1** **A UK TikTok Shop that sells**

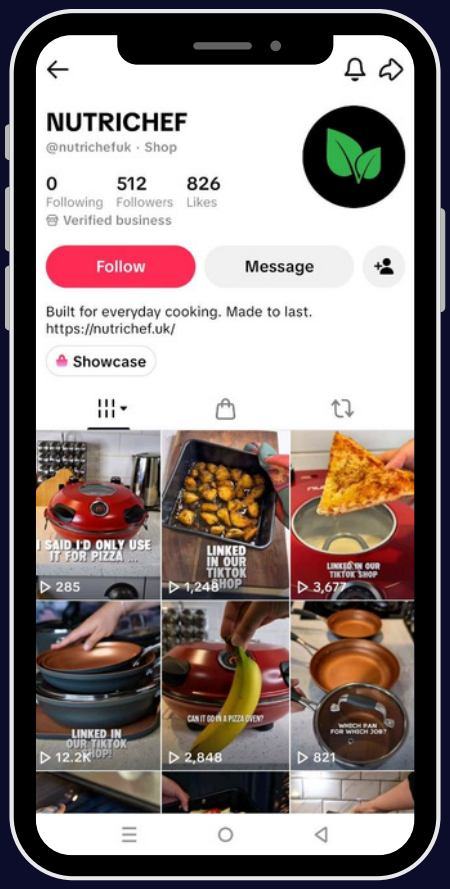
Content that gets seen → **G2** **500 sales a week in the UK**

One-off product pushes → **G3** **A system the team can repeat**

THE STRATEGY

Prove it with creators. *Then put money behind it.*

Four moves, in order. Each answers a goal from page 2.



Brand account: 512 followers.
Creators did the reaching.

1 Build the shop, then guard it — G1

Built from scratch, live Jun 29. Daily order and shipping checks.

Why: late orders get a new shop throttled.

2 Seed creators at scale — G2 G3

33.8K creators reached, 331 samples approved, scripts made optional.

Why: the brief was product in use, not ads.

3 Follow the sales, not the plan — G2

Hero product moved from the air fryer to stackable bakeware. Sold-out pans swapped for in-stock sets.

Why: we were seeding the air fryer, but the orders were coming in for bakeware

4 Put ad money behind proven videos — G2 G3

GMV Max from Aug 13, on creator videos already selling.

Why: same videos, same budget, higher ROI target. Cost per order fell 58%

How it played out:

Apr 24
Strategy and top 10 products picked

Jun 29
TikTok Shop goes live

Jul 1
First order

Aug 13
GMV Max goes live

Oct 2 to 8
Best week in October: £11.8K

Oct 24
TikTok hides the products for 9 days

Nov 2
Record day: £9,048

THE PROOF

Eight weeks later, *a week of sales was 6.6× bigger.*

Before — Aug 7 to 13

£1,789

28 orders. The week GMV Max launched.

→

After — Oct 2 to 8

£11,796

297 orders. The best week in October.

Goal: 500 orders a week. Met in Black Friday week.

G2

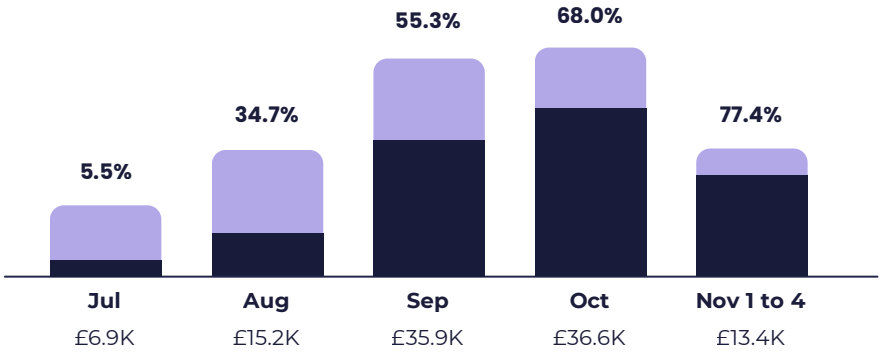


Orders per week, TikTok Seller Center. Dashed line: the 500 goal. Black Friday deals ran from Nov 13.

Where the sales came from

Creator sales as a share of shop GMV, by month

G2 G3



6% of sales in July. 77% in November.

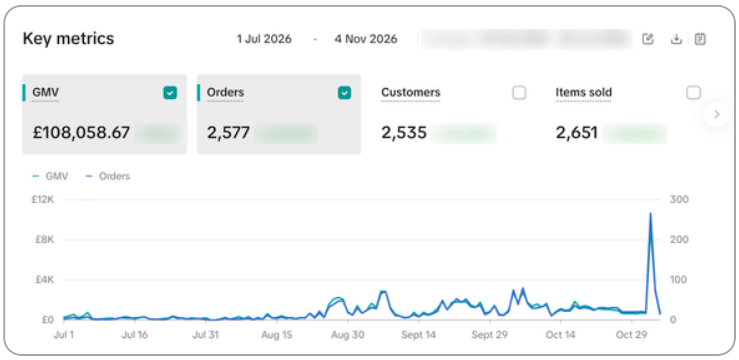
Affiliates first was the plan from day one. By November, creators drove more than three in every four sales.

- Creator (affiliate) sales
- All other shop sales

Shop GMV: Seller Center. Creator GMV: Affiliate Center, via Reacher. November is Nov 1 to 4.

£108,058.67 from 2,577 orders

Jul 1 to Nov 4, TikTok Seller Center

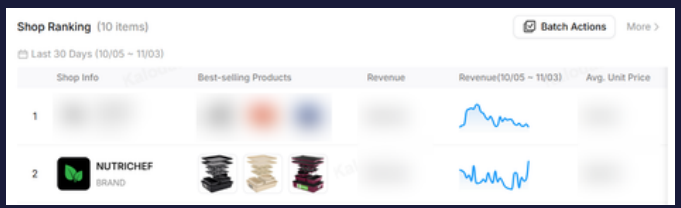


Outside view

G1

#2 of 938

bakeware shops on TikTok Shop UK, by sales



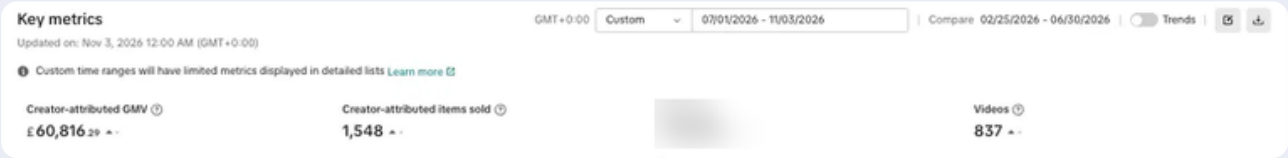
THE CREATORS

The best sellers had small followings *and real kitchens.*

£60.8K
Creator sales, Jul 1 to Nov 3

4.7M
Views on those videos

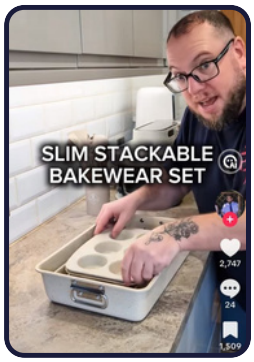
350+
Creators who posted



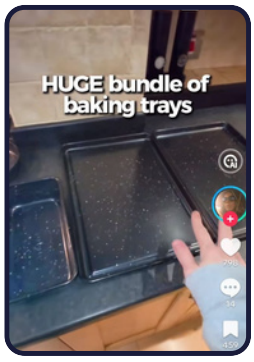
Sales: TikTok Affiliate Center. Counts: Reacher, rounded down where sources differ.

Top 5 videos by sales, and the hook behind each

G2



Swap the mismatched pans
£3.9K
430K views
11.3K followers



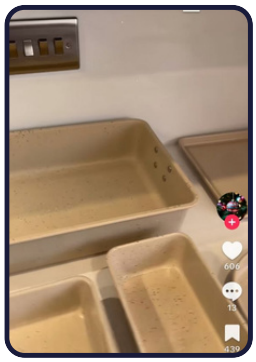
Cooking Christmas dinner
£3.7K
327K views
6.9K followers



Space saving, stackable
£3.1K
535K views
1.4K followers



Check your vouchers
£3.1K
216K views
26.0K followers



Product in use
£2.4K
136K views
8.2K followers

Sales, views and followers: Reacher, videos posted Jul 1 to Nov 3.

Followers didn't predict sales

1.4K followers behind the most-viewed of the five: 535K views, £3.1K in sales

512 followers on the brand account. Most sales came through creators.

The ads: GMV Max only

G2 G3

Every £1 on ads came back as £5.58.

£18.4K spent
£102.5K revenue
2,309 orders
£7.96 per order

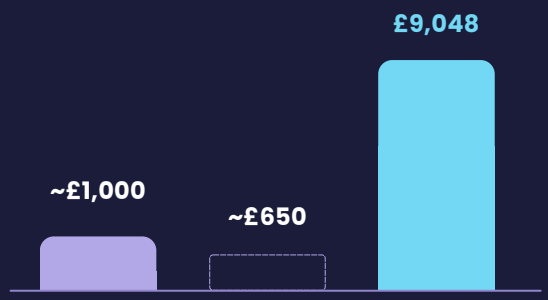
Return per £1 stayed above £5 every month as spend grew. Ads boosted creator videos, so these figures overlap with creator sales and aren't added together.

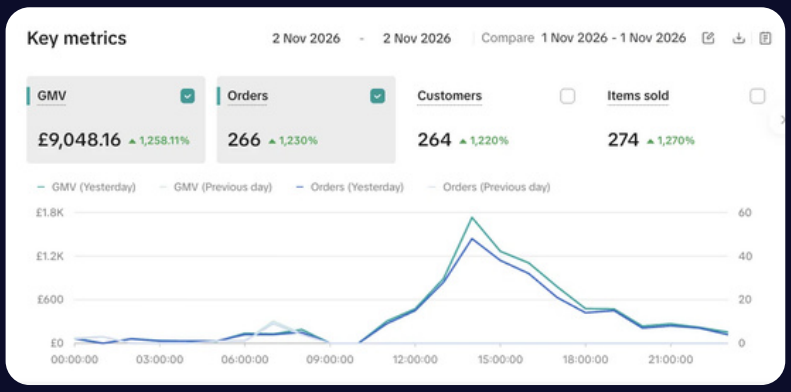
THE WIN

£9,048 in one day. *The day the links came back.*

Lights off, lights on

Shop GMV per day, around the restriction





Seller Center, Nov 2, hour by hour.

266
orders, 13× the day before

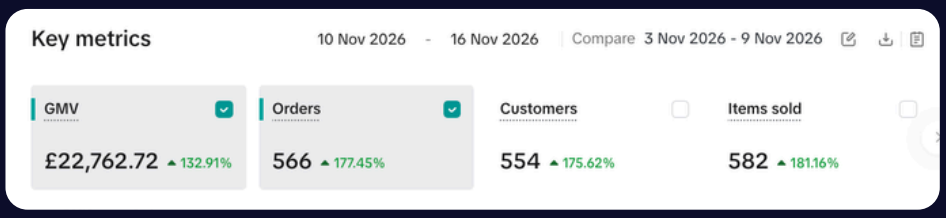
80%+
of it from creator videos

Links came back, October's videos went back on sale and GMV Max backed the winners. That week, Oct 30 to Nov 5, brought 433 orders, up from 297 in the best week of October.

WHAT HAPPENED NEXT

From no TikTok Shop in April to £108K by November, with 350+ creators posting and £5.58 back for every £1 on ads. The partnership continues.

G2 **566 orders in a week. Goal met.**



Black Friday week, with deals live from Nov 13. TikTok Seller Center.

In April it didn't exist. *In October, only one bakeware shop on TikTok UK outsold it.*

Your bestsellers already sell on Amazon. We build the TikTok Shop that sells them too, with creators, affiliates and GMV Max working together.

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