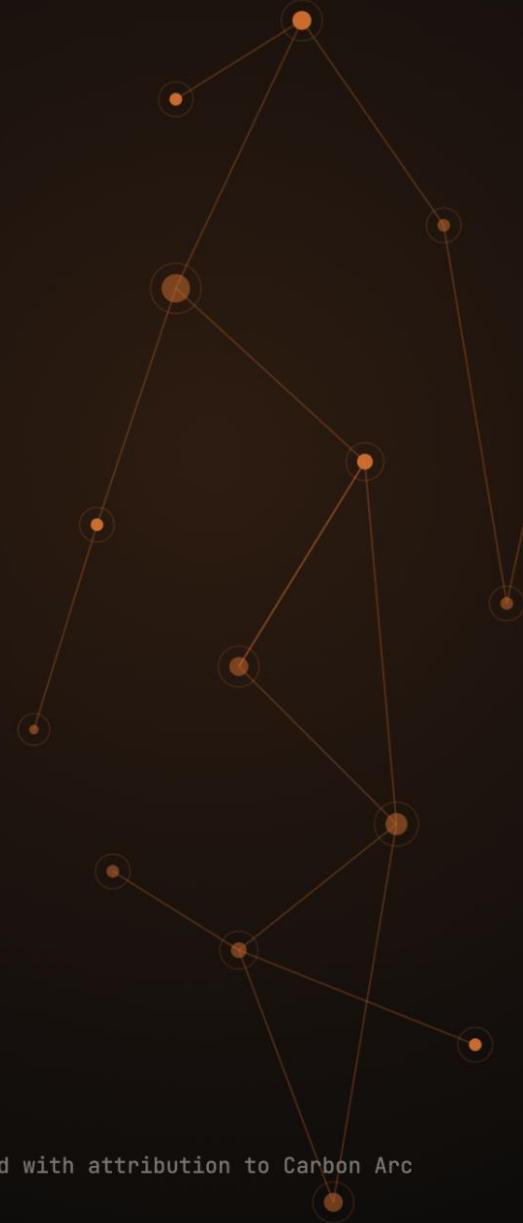


MARKET INSIGHT · CONSUMER & CREATOR ECONOMY

The Authenticity Trade: Starbucks bets on **employee creators**

Gen Z is drifting to Dutch Bros — and on TikTok, breadth and organic creators beat polished advertising. A read on the forces behind Starbucks' move to put content in employees' hands.

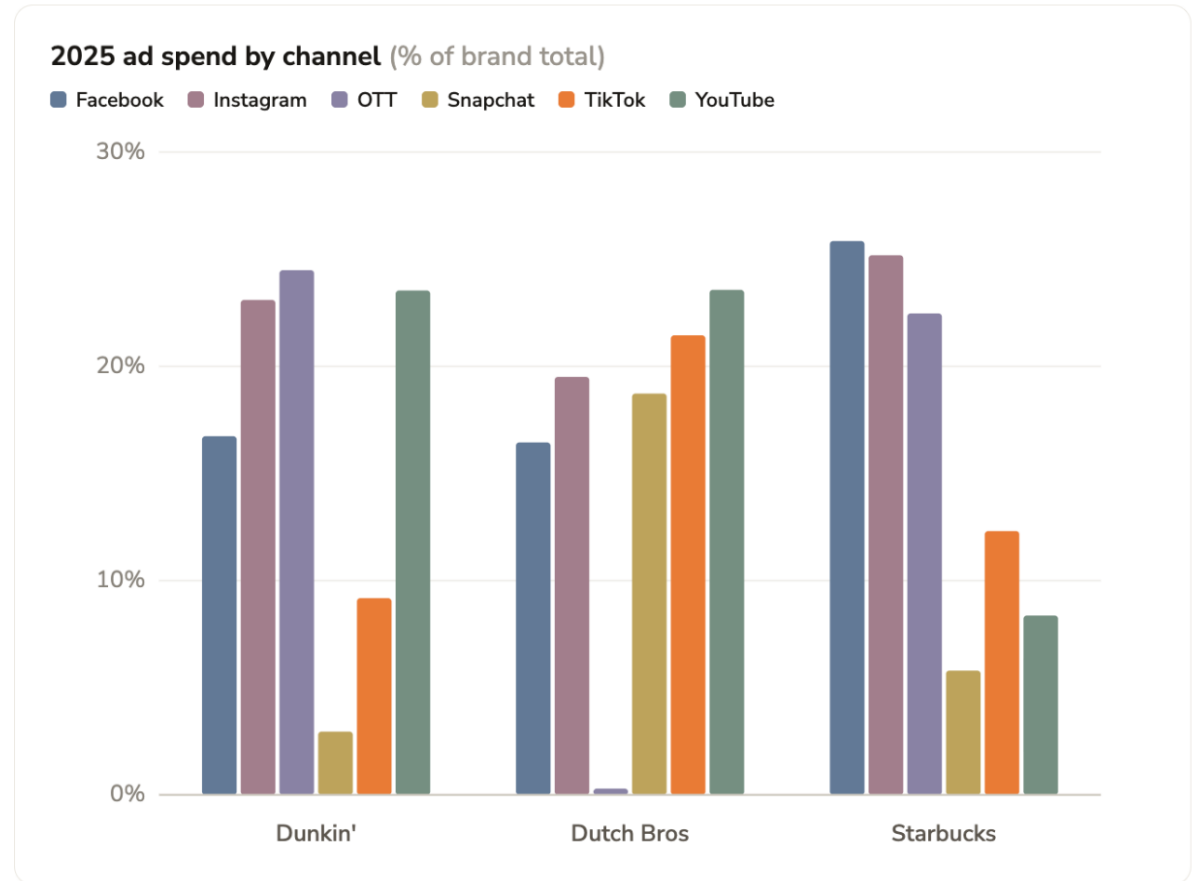
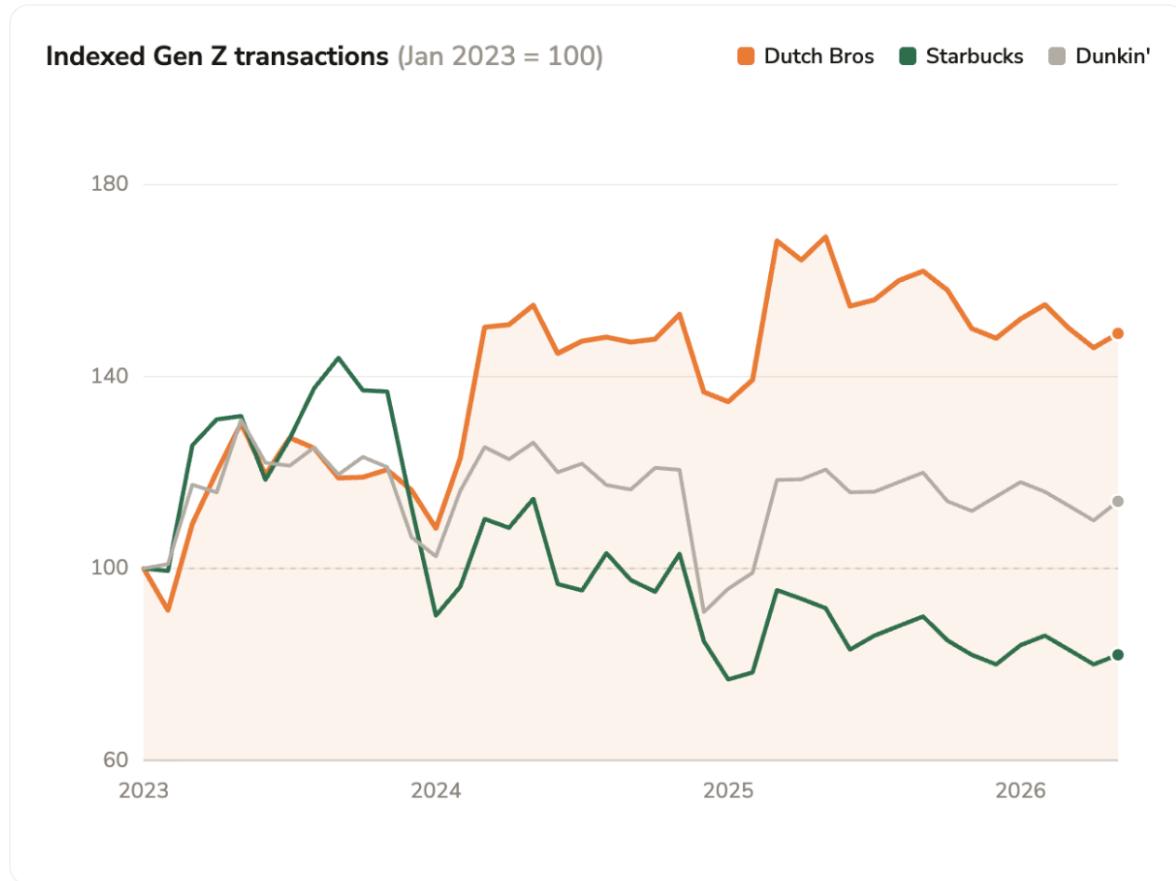


Why Starbucks is turning to TikTok: Gen Z is drifting to Dutch Bros

+80%

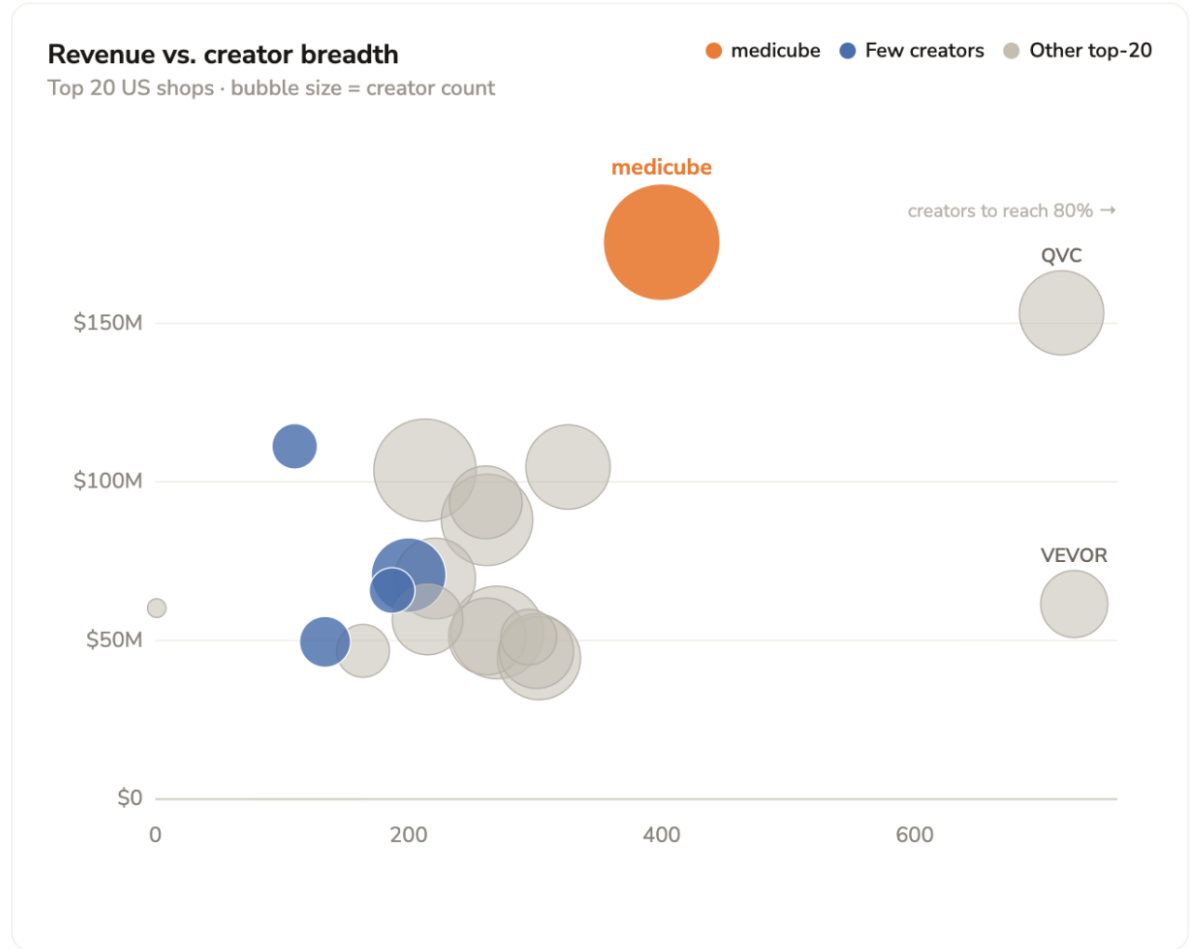
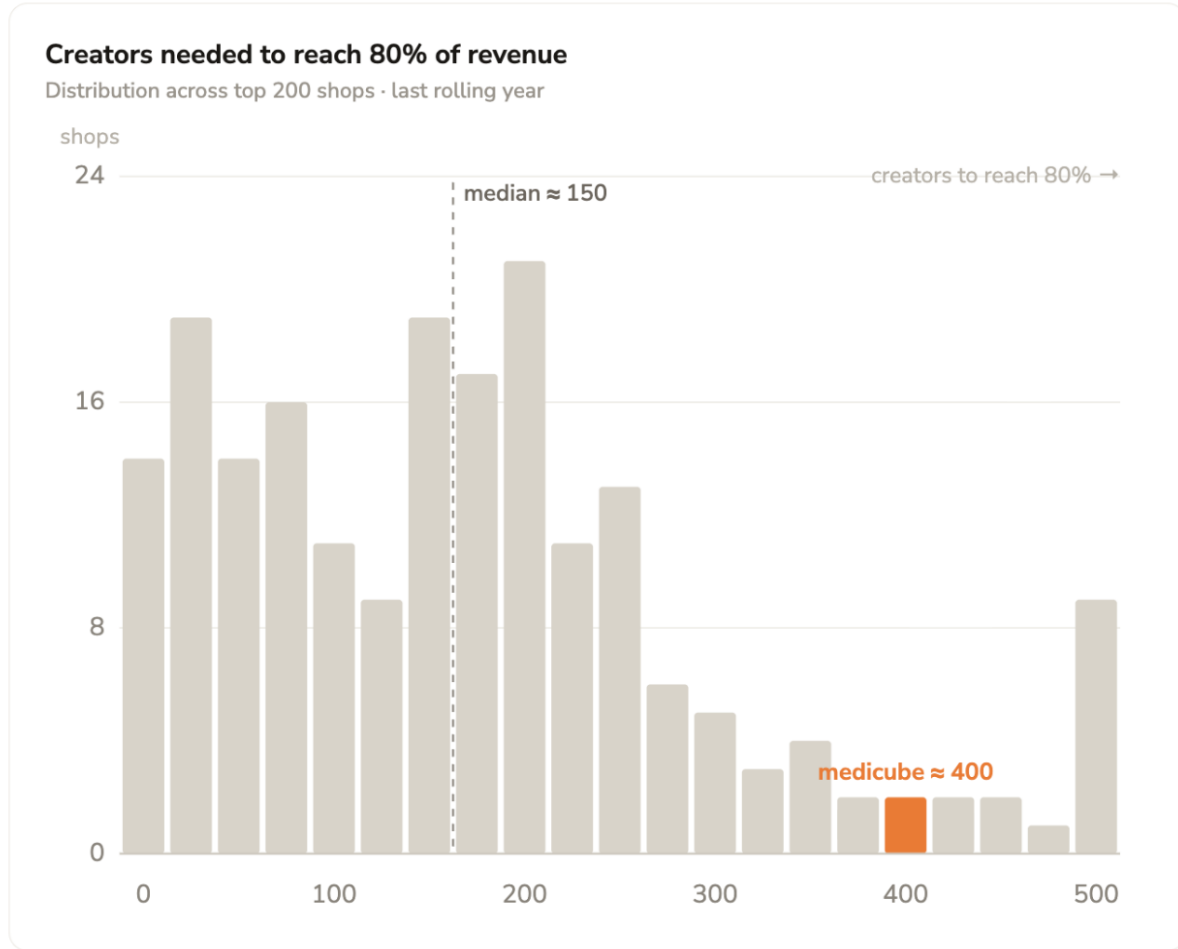
Dutch Bros Gen Z transactions vs. Jan 2023

Dutch Bros Gen Z transactions are up **~80%** since Jan 2023, while Starbucks has slipped and Dunkin' has held roughly flat. Dutch Bros leans more heavily on Snapchat and TikTok; Starbucks and Dunkin' concentrate on Facebook, Instagram, and OTT.



medicube spreads sales across more creators than almost any top shop

medicube was the #1 US TikTok Shop seller in 2025 and 2026 YTD — and it got there on unusual breadth. Measured by the creators needed to reach 80% of revenue, it's an outlier at **~400 creators vs. a ~150 median** across the top 200 shops. QVC and VEVOR sit even wider, but as marketplaces their breadth reflects catalog sprawl, not a creator strategy.

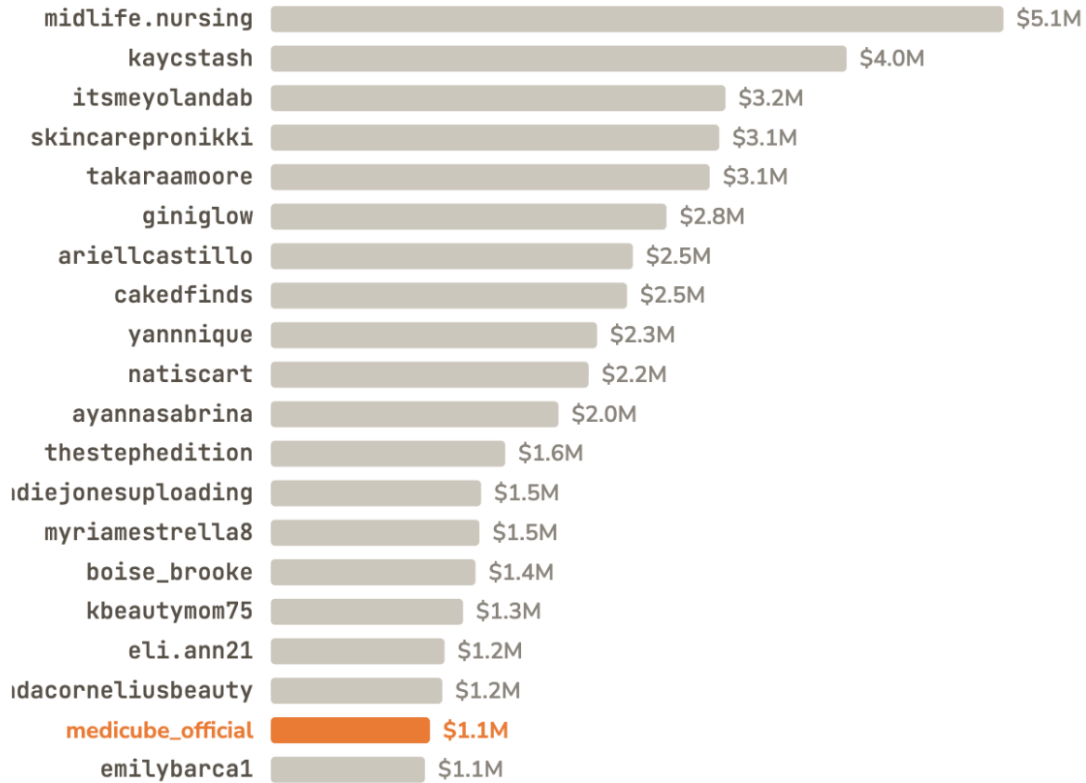


Organic creator momentum lifts medicube across channels

medicube's TikTok Shop and Amazon sales climb together — creator-led demand lifting the whole brand — and the momentum is authentically creator-owned: its own polished account ranks behind **18 independent creators**.

TikTok Shop revenue by creator (top 20)

Official account Independent creators



US medicube net sales (monthly)

TikTok Shop Amazon

