

What makes people share a sweets video?

Free Sample: German sweets on TikTok. We analyzed 16 brands and 3,762 videos over 12 months.

The most-shared post of three brands



61k shares

Lindt DE • Dubai Egg XXL



9.9k shares

Hitschies • sour tongues, baked



8.2k shares

Ahoj-Brause • the “BFFB” song

People pass on what a friend can act on.

Across 3,762 videos from 16 brands, the shared ones are the ones with a shared experience for the person forwarding and the person receiving the video: a flavour to try, a drop that will sell out, a pop-up store to visit.



1 A thing to do beats a thing to watch.

Trend flavours or limited editions to try and events to go to are shared two to five times as often as a brand's typical video. The only thing that comes without an immediate action that works well are behind the scenes moments.

2 Every metric has its own trigger.

Shares and saves follow product news. Comments follow conversation: a video reply to a comment, a question to fans, a face close to the camera. Likes follow people on screen. Engagement rate is 80 % likes and therefore only tells half the story.

3 Almost all of the category's reach is bought.

Between 90 and 95 % of all views sit on paid pushes: 330 videos, one in eleven posts. 91 % of them carry TikTok's ad label.

Learning

If shares are the goal, every post needs something a friend can act on. Entertainment alone earns likes, but little reach. And judge your own numbers against organic posts only.

What gets shared, by topic.

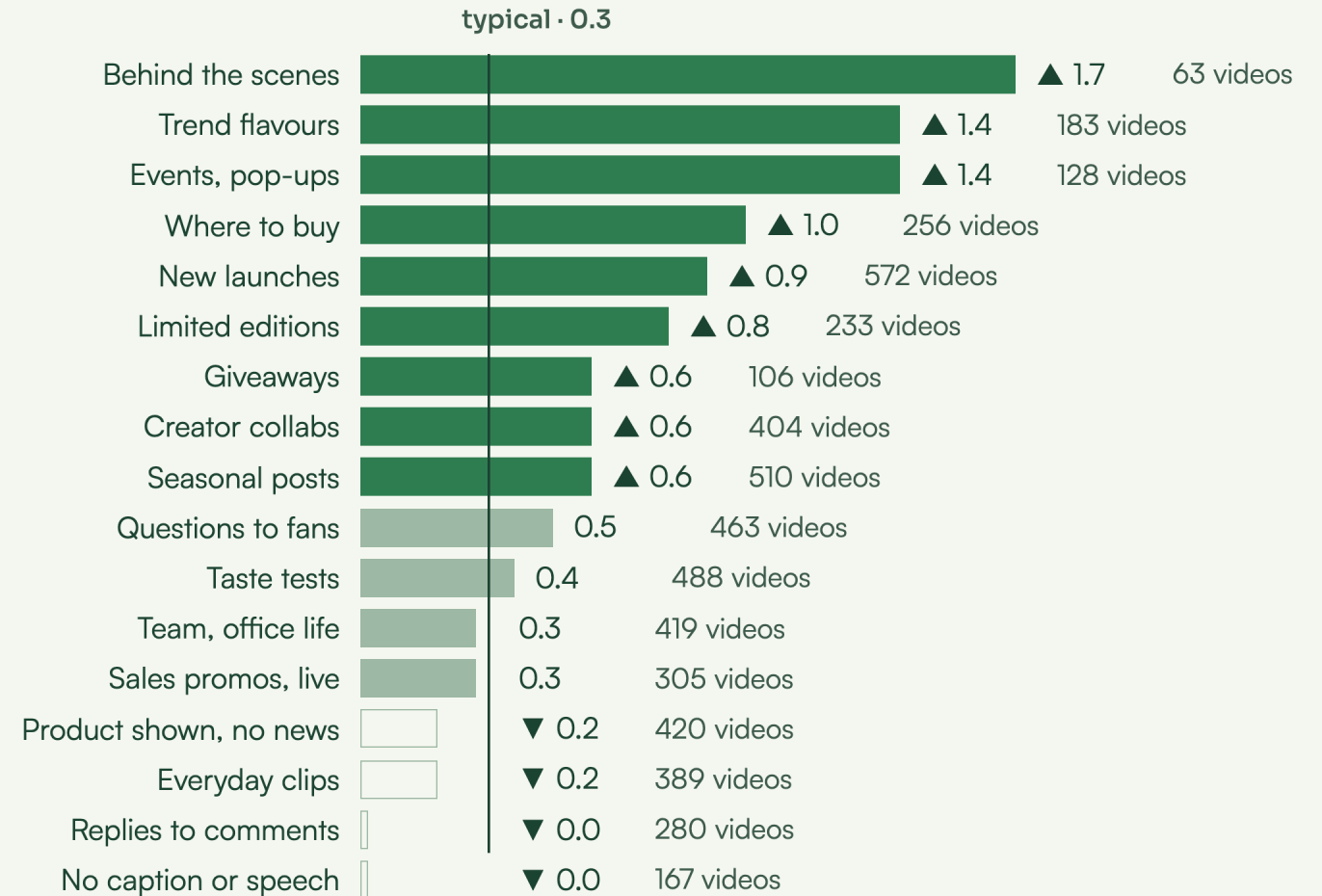
Shares are rare: the typical video gets 0.3 per 1,000 views and a third get none. But it is possible to influence the number of shares by the chosen topic.

The most shares go to newsworthy or especially human content. On the one hand we have behind the scenes videos (1.7 shares per 1,000 views); on the other hand events and trend flavours that people want to experience with their friends.

Dark Green: shared more often than the brand's typical video. Lighter Green: shared close to the average. White: shared less.

Hitschies and Cookie Bros post 20 to 34 times a week and are 76 % of the videos; therefore their (successful) style of content influences these rankings strongly.

Shares per 1,000 views · 3,762 videos · rows overlap



Four channels, each winning one game.

Nobody leads on everything. Organic posts only, twelve months for every account.



Shares

 @lindt.de

54 %

of the category's organic shares, from 11,800 followers. Eight times the niche's average share rate; the Dubai Egg alone was passed on 61,000 times.



Reach

 @katjes_official

7.6k

median organic views across 15 posts, the highest of any brand with a real organic presence. Even its weaker posts match other brands' typical ones. 17 of its 32 posts are boosted on top.



Community

 @cookiebros_official

4.2

comments per 1,000 views with giveaways taken out, level with Oreo at the top of the field and six times Lindt DE's rate. 1,057 posts in a year and 99 % of them get at least one comment.



Cadence

 @hitschies.official

34

posts a week over the year: 70 in the last three months against 22 before. Median views more than halved as volume tripled. 3.8k median, 3.9M for an unpaid Eurowings collab.

Where every brand stands.

▲ top 3 of each category · grey = under 10 unpaid posts · rates per 1,000 views, no giveaways

Brand	Account	Followers	Boosted	Post count Unpaid / all	Median views (only unpaid)	Shares per 1k	Comments per 1k	Likes per 1k
	@ahojbrause_official	306k	68 %	9 / 28	9,830	0.24	0.2	3.3
	@katjes_official	73k	53 %	15 / 32	▲ 7,563	0.29	0.2	4.6
	@miralina.halal.sweets	118k	67 %	39 / 119	▲ 4,466	0.15	0.3	2.4
	@hitschies.official	273k	2 %	1,762 / 1,802	▲ 3,830	0.40	▲ 3.5	▲ 45
	 @lindt_chocolate	37k	20 %	56 / 70	3,454	▲ 1.66	1.4	26
	@milka_de_at	78k	5 %	39 / 41	3,239	0.32	3.4	18
	@mentosde	28k	0 %	1 / 1	2,682	2.61	11.2	25
	@rittersport_de	26k	83 %	17 / 98	2,494	0.05	0.01	0.9
	@chupachupsde	236k	68 %	13 / 41	2,209	0.11	0.04	2.5
	 @lindt.de	12k	0 %	119 / 119	2,061	▲ 2.76	0.7	32
	@halloren_schokofabrik	49k	2 %	79 / 81	1,948	1.01	1.0	37
	@oreo_germany	187k	21 %	70 / 89	1,389	0.22	▲ 4.2	31
	@neleundchris (nucac)	8k	0 %	63 / 63	1,179	▲ 1.21	2.4	▲ 53
	@schogetten_deutschland	2k	87 %	4 / 31	1,085	0.01	0.00	0.3
	@tonyschocolonely_de	2k	1 %	89 / 90	674	0.00	2.1	34
	@cookiebros_official	571k	0 %	1,057 / 1,057	661	0.00	▲ 4.2	▲ 84

What could be next?

1 Channel Deep Dive

Your own channel through the same lens: which of your formats carry, which metric each post and content style serves and what to stop making.

2 Competitor Deep Dive

The full version of slides 4 and 5: every competitor, every topic, with the videos behind each number and their individual strategies.

3 Competitor Watch

The same picture every week, so you never miss a rival’s new format or an industry-wide trend.

Book a call

sodalytics.com



How this was made

Data	n = 16 brands / 3,762 videos · TikTok · Oct 2025—Oct 2026 · German sweets. Public posts and metrics of the named accounts, collected on 5 Oct 2026; no private analytics.
Paid reach	Paid reach based on the Sodalytics Ad Estimate v2: a post counts as paid when it has over 10,000 views and either engagement under 1%, or at least 5× the account's usual views at under 0.2× its usual engagement. Shares shown as a floor and an estimate.
Measure	Topics compared across the field, each video ranked within its own account. Rates per 1,000 views on all posts; median views on organic posts only (all but the 330 paid pushes).
Limits	Topics tagged by keyword from captions and transcripts and spot-checked by hand; 15 % of videos have no clear topic. Cover analysis from one frame per video. Estimates are marked as such.

About this Free Sample

What this is	An independent example, prepared on our own initiative to show what a Free Sample looks like. No brand asked for it; the question is one a sweets brand might ask. Not a client project.	Anonymisation	None: brands, handles and covers are shown as published.
Names	All brands and accounts appear under their real names and handles. No names are invented.	Independence	No account featured asked for, commissioned, reviewed, approved or endorsed this analysis.
Observed data	Posts and their public metrics (views, likes, comments, shares, saves) come from the named accounts' public TikTok profiles, collected on 5 Oct 2026 for 1 Oct 2025—5 Oct 2026.	Limits	The findings cover only these 16 accounts and this period and describe patterns in public data; they don't prove what caused a post's performance. Method and limits in detail: "How this was made", slide 6.
Estimates	Paid reach is an estimate (Sodalytics Ad Estimate v2), shown as a floor and an estimate. Everything else is observed. No private analytics were used.	Legal	<u>Terms of Use: sodalytics.com/legal/terms</u> <u>Privacy Policy: sodalytics.com/legal/privacy</u>