

Singapore durian sellers earn six figures on TikTok live



Durian sellers in Singapore are increasingly using TikTok live-selling to generate revenues of more than US\$100,000 per season. What began as a sales channel during Covid-19 restrictions has become part of an e-commerce strategy aimed at younger consumers.

Sellers broadcast live from orchards and warehouses, cutting open fruit in real time and answering questions from viewers. According to The Straits Times, sellers such as Raay Lim, who started his durian business in May 2020, now rely on TikTok streams to expand sales beyond physical stalls. TikTok's algorithm favours interactive content, and top performers report seasonal earnings above six figures.

Reports from AlInvest note that live-selling on TikTok Shop is expected to expand further in 2025. In Singapore, the number of durian sellers on TikTok Shop grew by 40% in the past year, according to The Star. Vendors say the format helps extend sales beyond the seasonal peak and encourages customer loyalty through giveaways and Q&A sessions.

Global demand has also been influenced by online trends. In South Korea, imports of durian rose 492% between March and April 2025 after promotions by K-pop idol Zhang Hao, increasing from US\$193,000 to US\$1.14 million, according to trade data shared online. ValueYourNetwork projects TikTok live-shopping sales to rise by 120% in 2025.

Challenges remain for durian sellers. They must sustain viewer engagement during long hours of streaming, while logistics pose issues in ensuring the timely delivery of perishable fruit. The New Paper highlighted these delivery challenges. New ideas, such as tokenized durian farms promoted through blockchain platforms, are being tested to connect consumers directly to harvests.

Industry observers note that the upcoming TikTok Sellers Summit in October 2025 will address the scaling of live-selling models. In Malaysia, durian promotions on TikTok have included discounts of up to 18%, reported by OHBULAN!. Sellers are also experimenting with cross-border live streams to reach consumers outside Singapore.

TikTok Shop reported a gross merchandise value of US\$26 billion in the first half of 2025, according to WebProNews. Analysts note possible regulatory challenges in the United States, but Southeast Asian sellers are continuing to invest in the platform.

Durian merchants in Singapore see the format as more than a marketing tool. As one seller told The Straits Times, "The cult of durians is real," describing how TikTok has become a central space for connecting with buyers.

Source: [WebProNews](#)

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