

TikTok Just Revealed The Top Influencers To Watch In 2025



THE HANDBOOK

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TikTok has unveiled its “Discover List 2025,” highlighting the global creators to watch this year. The platform features 50 influencers across five distinct categories: educators, foodies, icons, innovators, and originators. Read on to discover some of the top foodies and innovators making waves today.

To contact the influencers, click [here](#).

Foodies

10 of the best foodie influencers with content ensured to make your mouth water:



Amr el Hady

From street food to fine dining from Brussels to Rome, Amr el Hady does not mess around when it comes to eating. His 1.7M TikTok followers are guaranteed to leave his page hungry.

 [@amrelhady_](#), 1.7M followers

 [@amrelhady_](#), 775K followers



Lily Huynh

As stated in her TikTok bio, Lily Huynh is truly “living her best life through food”. She does it all for her 3.3M

TikTok followers from mukbangs to recipe tutorials to restaurant reviews.

 [@biteswithlily](#), 3.3M followers

 [@biteswithlily](#), 863K followers

Abena Amoakoaa Sintim-Aboagye

Based in Accra, Ghana, Abena Amoakoaa Sintim-Aboagye is known for her traditional Ghanaian food cooking videos by her 1.1M TikTok followers. Fetri Toto, Banku and Fufu are only a few of the many dishes you can learn to make from her page.

 [@chefabbys](#), 1.1M followers

 [@chefabbys](#), 412K followers





Logan

“Sometimes you need to eat an entire cucumber- let me show you how to do it” are the infamous words of Logan, a trending food influencer. Logan has made the entire world, including his 7.1M TikTok followers crave cucumbers through his creative cucumber salad recipe videos.

 [@logagm](#), 7.1M followers

 [@logansfewd](#), 2M followers

Notorious Foodie

Based in London, the Notorious Foodie posts the most mouth-watering, close-up and fast-paced gourmet recipe videos for his 7.6M TikTok followers. He also reviews many luxury restaurants, shooting professional flash photography of the dishes at each of them.

 [@notorious_foodie](#), 7.6M followers

 [@notorious_foodie](#), 4.2M followers





Joshua Williford

Joshua Williford definitely has a niche foodie platform. “The Rapping Chef” posts videos of him covering pop songs, changing the lyrics to explain how to cook unique dishes to his 2.6M TikTok followers.

 [@rappingchef](#), 1.7M followers

 [@rappingchef](#), 2.6M followers

Onjira Malee & Thanadech Propasart

Onjira Malee and Thanadech Propasart are a dynamic foodie duo, showing their 2.9M TikTok followers the best places to eat in Bangkok, Thailand. The two have a silly, laid-back content style, posting content friendly for everyone.

 [@review.rraigon](#), 2.9M followers

 [@review.rraigon](#), 25K followers





Toni Chapman

Toni Chapman, better known as the “Moody Foody”, is a top-tier chef. She will break down simple recipes for her 2M followers, as well as show them how to host a dinner party to go along with the homemade dishes.

 [@them Moodyfoody](#), 2M followers

 [@them Moodyfoody](#), 1.7M followers

Tosin Samuel

Nigerian food blogger Tosin Samuel is best known for her daily recipes and smart hacks. Her 788K Instagram followers can expect diverse content from a recipe video for yam porridge to how to efficiently scrub your pots and pans.

 [@tspiceskitchen](#), 582.8K followers

 [@tspices_kitchen](#), 790K followers





Chris Washington

Chris Washington is a vegan food content creator, sharing sustainable tips and plant-based recipes with his 750.3K TikTok followers. He encourages the vegan diet in his videos, posting vegan swaps to many popular dishes.

 [@veganewunder](#), 750.3K followers

 [@veganewunder](#), 718K followers

Innovators:

Tired of the same, old content? Check out some of these influencers who aren't afraid of shaking things up:

Joe Aragon

Located in the heart of Hollywood, Joe Aragon is the host of "House of Cinema", a weekly podcast of all things film. For 1.2M TikTok followers, "Cinema Joe" posts bite-sized clips from the podcast episodes.

 [@cinema.joe](#), 1.2M followers

 [@cinema.joe](#), 66.2K followers





Shinnosuke

Similar to Cinema Joe, Shinnosuke creates clear, simple videos explaining what all is happening in the entertainment world. Coming from a background working in the film industry, Shinnosuke aims to take away the overwhelmingness when consuming entertainment media for his 702.4K TikTok followers.

 [@deadnosuke](#), 702.3K followers

 [@deadnosuke69](#), 10.7K followers

Chris Kabeya

Chris Kabeya is the go-to men's fashion guru for his 613.8K TikTok followers. Looking for a way to jazz up a boring outfit? Head to Chris's page.

 [@iamchriskabeya](#), 613.6K followers

 [@iamchriskabeya](#), 604K followers





Kasem Hato

Kasem Hato uses his platform to “share travel stories full time” to his 1.5M TikTok followers. He is a Jordanian-Palestinian traveler, but has travelled to 98 countries so far.

🎵 @ibnhattuta, 1.5M followers

📷 @ibnhattuta, 1.9M followers

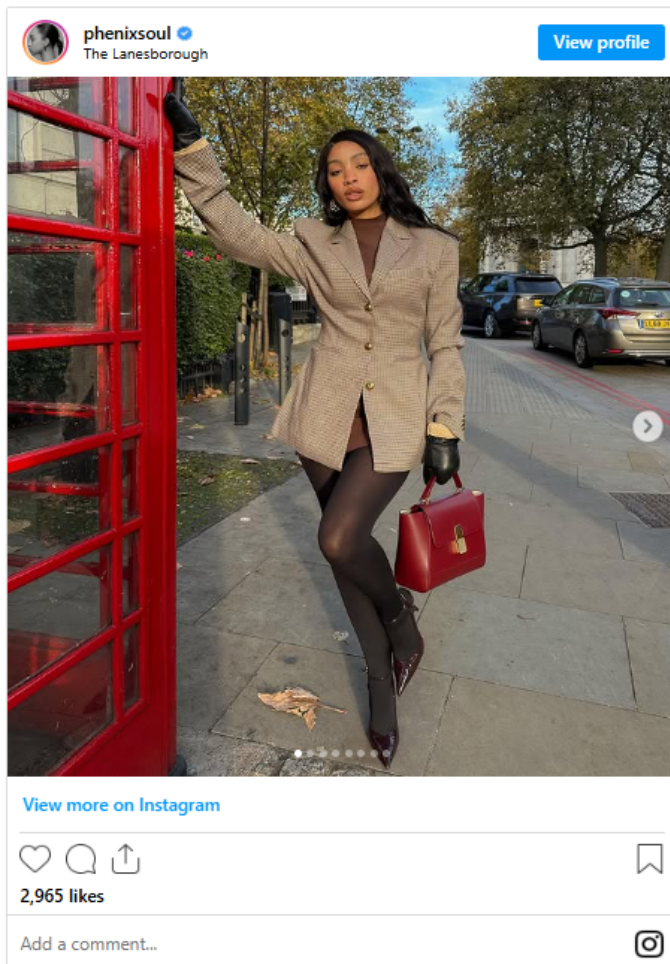
Yasmine Sahid

“Actor, writer, host and hottie” is how Yasmine Sahid describes herself in her Instagram bio, and I honestly could not have said it better myself. She is a master when it comes to recreating hilarious pop culture moments for her 2.4M TikTok followers, and I would be lying if I said I didn’t giggle while writing this piece.

🎵 @ladyyasmina1, 2.4M followers

📷 @yasmine_sahid, 581K followers





Lyric Mariah

Lyric Mariah is a woman of many hats, serving as a model disability advocate on top of being an influencer for her 365.8K TikTok followers. Her most famous content are her Carrie Bradshaw inspired videos, where she changes from trainers to heels among the streets of New York City.

 [@phenixsoul](#), 366.6K followers

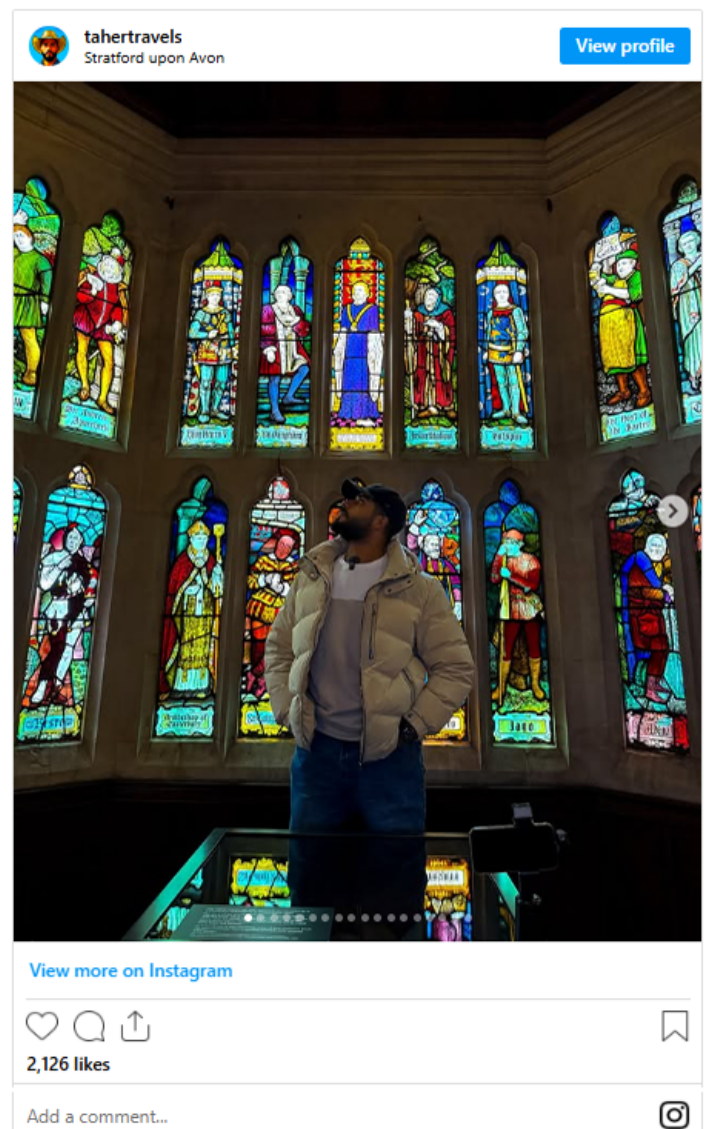
 [@phenixsoul](#), 749K followers

Taher Musafir

Based out of Dubai, but you will rarely see Taher Musafir there. Taher travels to what feels like every corner of the world, promoting love in each destination and sharing content to his 2.6M TikTok followers.

 [@tahertravels](#), 2.6M followers

 [@tahertravels](#), 828K followers





Theo Shakes

Theo Shakes is an actor by day and content creator by night, posting comedic videos for his 1.8M TikTok followers. Beyond TikTok, he has played the role of Peter Pan on stage and starred in the film Bookworm.

 [@theoshakes](#), 1.8M followers

 [@theo_shakes](#), 206K followers

Paula Küttner

20-year-old Paula Küttner started her career by repurposing secondhand clothing, and has known has gone on to establish her own fashion brand. Paula uses her TikTok platform of 1.7M followers to share her designs and promote sustainable clothing.

 [@unlabeled_](#), 1.7M followers

 [@un.labeled_](#), 345K followers





Fanuel John Masamaki

Always rocking his brown suit jacket and cap, Fanuel John Masamaki shares hilarious football moments to his 13.2M TikTok followers. The Discover List is not his first award, as he was also named the 2024 TikTok Sports Creator of the Year.

 [@zerobrainero](#), 13.2M followers

 [@zerobrainero](#), 2.7M followers

To contact the influencers, click [here](#).