

TikTok's Must-Try Desserts Around the World

From the viral Dubai chocolate that broke the internet to the hypnotic swirls of tanghulu that are impossible to scroll past, TikTok has completely transformed how we discover desserts around the world. What started as a platform for dance trends has evolved into the ultimate food discovery engine, where a single video of a perfectly golden cronut or a towering freakshake can spark global food pilgrimages.

Using AI-powered analysis of TikTok data, we ranked the most viral sweet treats that are getting travelers and food lovers buzzing. Next time you jet off somewhere new, be sure to keep an eye out for some of these bucket list-worthy confections from all corners of the globe.

Key Findings

- **Top treats:** Some of the most popular sweet treats include the iconic crookie in Paris, Rome's beloved gelato, New York's legendary cronut and Dubai's viral chocolate sensation.
- **Unique Asian desserts:** Cities like Seoul, Tokyo and Taipei offer creative treats that TikTokers and travelers can't get enough of. From Seoul's mesmerizing tanghulu to Tokyo's kawaii-inspired mochi creations, Asian destinations are setting global dessert trends.
- **Traditional meets viral:** Classic European desserts like baklava in Istanbul, sachertorte in Vienna and stroopwafels in Amsterdam prove that traditional treats can achieve massive TikTok success when presented in visually appealing ways.
- **Fusion foods:** Hybrid creations like the crookie (croissant-cookie), cronut (croissant-donut) and taiyaki cones show that innovative combinations consistently get attention, often scoring higher than traditional single-concept desserts.
- **Visual appeal drives engagement:** The highest-scoring desserts share common visual elements: vibrant colors, interesting textures, dramatic presentations or satisfying preparation processes that translate perfectly to TikTok's short-form video format and intrigue dessert-loving globetrotters.



Results

Destination	Treat
Paris, France	Crookie
Rome, Italy	Gelato
New York City, USA	Cronut
Dubai, UAE	Dubai chocolate
Seoul, South Korea	Tang Hulu
Tokyo, Japan	Mochi
Bangkok, Thailand	Mango sticky rice
London, UK	Bubble waffles
Istanbul, Turkey	Baklava
Barcelona, Spain	Churros con chocolate
Lisbon, Portugal	Pastel de nata

Amsterdam, Netherlands	Stroopwafels
Berlin, Germany	Berliner poffenkuchen
Vienna, Austria	Sachertorte
Copenhagen, Denmark	Wienerbrød
Melbourne, Australia	Freakshakes
Toronto, Canada	Japanese soufflé pancakes
Vancouver, Canada	Taiyaki cones
Mexico City, Mexico	Pan dulce
Buenos Aires, Argentina	Alfajores
Rio de Janeiro, Brazil	Brigadeiros

Lima, Peru	Picaroons
Hanoi, Vietnam	Coconut coffee
Manila, Philippines	Halo-halo
Jakarta, Indonesia	Martabak manis
Mumbai, India	Jalebi
Delhi, India	Gulab jamun
Kuala Lumpur, Malaysia	Ais kacang
Singapore	Pandan cake
Taipei, Taiwan	Boba desserts
Hong Kong	Egg waffles
Athens, Greece	Loukoumades
Reykjavik, Iceland	Skyr cake
Helsinki, Finland	Runeberg torte
Oslo, Norway	Kanelboller
Stockholm, Sweden	Kanelbullar
Prague, Czech Republic	Trdelník (chimney cake)
Budapest, Hungary	Chimney cake (trdelník)
Warsaw, Poland	Pączki
Brussels, Belgium	Belgian waffles
Zurich, Switzerland	Luxemburgerli
Marrakech, Morocco	Chebakia
Cape Town, South Africa	Koeksisters
Cairo, Egypt	Basbousa

Beirut, Lebanon	Knafeh
Doha, Qatar	Luqaimat
Bali, Indonesia	Klepon
Hobart, Tasmania	Lavender ice cream
Honolulu, Hawaii	Malasadas
Los Angeles, USA	Croffles
Naples, Italy	Sfogliatella
Porto, Portugal	Pastel de nata
Nice, France	Tarte tropézienne
Valencia, Spain	Horchata with fartons
Kraków, Poland	Kremówka
Edinburgh, Scotland	Shortbread
Dubrovnik, Croatia	Rožata
Ljubljana, Slovenia	Kremna rezina
Chicago, USA	Deep dish cookie
San Francisco, USA	Mochi donuts
Montreal, Canada	Montreal bagels with cream cheese
Abu Dhabi, UAE	Saffron milk cake
Riyadh, Saudi Arabia	Saffron milk cake
Izmir, Turkey	Lokma
Chiang Mai, Thailand	Thai tea soft serve
San Juan, Puerto Rico	Flancocho
Tbilisi, Georgia	Churchkhela
Bogotá, Colombia	Tres leches cake
Lagos, Nigeria	Puff puff

Tasty & Traditional Treats To Try in Western Europe

Western Europe's dessert scene on TikTok balances centuries-old culinary traditions with a modern viral appeal, and travelers to the region should keep their eyes peeled for some of the crunchy, bubbly and gooey delights our TikTok analysis has highlighted.

In Paris, the crookie (a delightful fusion of croissant and cookie) has taken the platform by storm. Meanwhile, bubble waffles in London have become the ultimate Instagram-meets-TikTok treat, while Amsterdam's traditional stroopwafel (a cookie with syrup in the middle) has found new life through viral preparation videos and creative serving suggestions.

Brussels' Belgian waffles and Zurich's delicate luxemburgerli (a type of macaron) demonstrate that even the most traditional treats can achieve viral status when creators showcase their artisanal preparation. These destinations prove that authenticity and innovation can coexist perfectly in the world of viral TikTok desserts.

Fun Facts:

- The crookie's viral success stems from its satisfying "crack" sound when bitten, which has become a popular ASMR trend.
- London's bubble waffles are often filled with ice cream and toppings, creating the perfect "destruction" content that TikTok users love to watch.
- Creators often show stroopwafel syrup melting in real-time using the "coffee cup warming" technique.

Central & Eastern Europe: Must-Try Hidden Gems

Central and Eastern Europe are experiencing a TikTok dessert renaissance, and food-loving globetrotters are sure to be spoiled for choice.

These regions offer some of the most visually striking desserts, from the spiral-shaped trdelník (chimney cake) that creators love to film being made, to Warsaw's sugar-powdered pączki that provides perfect flat-lay content for food styling videos.

The appeal of Eastern European desserts on TikTok often lies in their dramatic preparation processes and unique presentations. Vienna's world-famous sachertorte and Budapest's towering dobos torte (in second place to chimney cake) create stunning visual content, while treats like Slovenia's kremna rezina (a cream cake) offer the satisfying layered reveal that TikTokers love.

This goes to show that lesser-known European treats can compete with global favorites when presented through the right lens.

Fun Facts:

- Trdelník's preparation involves wrapping dough around a cylinder and rotating it over fire, creating hypnotic content that regularly receives hundreds of thousands of views. The dessert is also known as a "chimney cake."
- The chimney cake gets its name from its hollow cylindrical shape, and TikTok creators love showing it being filled with ice cream or other treats.
- Kremna rezina's perfectly uniform layers create satisfying "cross-section" content that appeals to TikTok's perfectionist aesthetic.



Specialties To Sniff Out in North America

North American cities dominate TikTok's dessert scene with their bold, over-the-top creations that seem tailor-made for social media. If a trip to the region is on the cards for you and you've got a sweet tooth, our analysis has shed light on some unmissable desserts.

In New York, the cronut continues to reign supreme years after its initial viral moment, while cities like Toronto and Vancouver have embraced Japanese-inspired desserts like taiyaki cones and soufflé pancakes.

If you're heading to Los Angeles — which leads the fusion game and is renowned for catering to diverse palates — don't miss out on a croffle (a croissant-waffle hybrid) or a colorful taiyaki cone.

Meanwhile, Montreal's unique take on comfort food with items like bagels with cream cheese and Chicago's deep-dish cookies show how North American cities are reinventing familiar concepts for the TikTok generation. After all, in the world of viral desserts, bigger, more colorful and more interactive always wins.

Fun Facts:

- The original cronut required a trademarked recipe and people would line up for hours, creating early viral content before TikTok even existed.
- Taiyaki cones combine traditional Japanese fish-shaped pastries with ice cream, creating the perfect handheld treat for walking food tours.
- Deep-dish cookies in Chicago are baked in pizza pans and served warm with ice cream, paying homage to the city's famous deep-dish pizza.



East Asia: Sample These Cute & Crunchy Delights

East Asia stands as the undisputed champion of TikTok dessert innovation. With cities like Seoul, Tokyo and Taipei consistently producing some of the most creative and visually appealing treats on the platform, travelers who love all things crunchy, crispy or kawaii are sure to be in their element.

Seoul's tanghulu (fruit in a sugar shell) has become a global phenomenon, with its glossy candy coating and satisfying crunch creating millions of ASMR videos, while Tokyo's mochi (rice cake) and kawaii cotton candy represent the intersection of traditional Japanese craftsmanship and modern aesthetic appeal.

From Taipei's boba (tapioca pearls) desserts that transform the beloved bubble tea into countless creative formats, to Hong Kong's perfectly crispy egg waffles that create satisfying bubble-popping content, the region consistently delivers for its hungry visitors.

Fun Facts:

- Tanghulu's popularity exploded when creators started showing the "crack test" – tapping the candy coating to demonstrate its perfect hardness.
- Tokyo's kawaii cotton candy often comes in character shapes and dissolves when touched, creating magical transformation content.
- Boba desserts in Taipei have evolved beyond drinks to include boba-filled donuts, cakes, and even pizza, showing endless creativity.

Tropical Flavors To Test in Southeast Asia

Southeast Asia brings vibrant tropical flavors and stunning visual presentations to TikTok's dessert scene, and based on our findings, those exploring the region have a lot to look forward to.

In Bangkok, mango sticky rice takes the top spot, combining Instagram-worthy aesthetics with the satisfying process of coconut cream being poured over perfectly arranged mango slices.

Over in Manila, colorful halo-halo (shaved ice) creates content gold with its rainbow layers and interactive mixing process, while Jakarta's martabak manis (a stuffed sweet pancake) offers the perfect blend of preparation spectacle and indulgent final product.

The region excels at desserts that tell a story through their preparation and presentation, never failing to tempt confectionary connoisseurs to come and sample its delights.

Fun Facts:

- Halo-halo literally means "mix-mix" in Filipino, and the stirring process creates satisfying transformation content as the layers blend together.
- Pandan leaves give Singapore's infamous pandan cake its distinctive green color and vanilla-like flavor, creating tasty treats naturally without artificial coloring.
- Martabak manis preparation involves spreading batter thinly on a large griddle, creating mesmerizing circular motions that are perfect for overhead filming.



Don't Miss These Middle Eastern & North African Delicacies

The Middle East and North Africa region is a shining example of how ancient dessert traditions can find massive success on modern platforms. These destinations boast desserts with rich cultural histories that translate beautifully to TikTok's visual format.

The viral Dubai chocolate, filled with a blend of pistachio and kataifi, is one of the Middle Eastern sweet treats that has captivated the online world, along with Cairo's basbousa (semolina cake) and Beirut's knafeh (syrupy phyllo pastry with cheese).

What's more, treats like knafeh and cheese bomb (another popular treat in Dubai) create content demonstrating both the skill required in preparation and the indulgent final result. Common featured elements include stretchy cheese, honey drizzles or flaky pastry — delights for the eyes and ears as well as the taste buds.

Though you'll no doubt be full from all the irresistibly fresh and aromatic fare the region has to offer, don't forget to save some room for something sweet afterward.

Fun Facts:

- Dubai chocolate's viral fame comes from its unique combination of kataifi (shredded phyllo) and pistachio filling, creating an unexpected crunchy texture.
- Knafeh preparation involves stretching fresh cheese, creating the elastic, stretchy content TikTokers can't get enough of.
- Basbousa has a delightful preparation quirk where it's drenched with ice-cold sugar syrup while still piping hot from the oven, creating a dramatic sizzling sound.



Enjoy Bold Flavors in South America

South American desserts bring bold flavors and passionate presentations to TikTok, with treats that reflect the region's vibrant food culture travelers can't get enough of.

Buenos Aires' alfajores (sandwich cookies with dulce de leche filling) and Rio de Janeiro's brigadeiros (a sprinkly chocolate dessert) reign through their combination of rich flavors and intriguing preparation processes. Meanwhile, treats like tres leches cake, popular in Bogotá, Colombia, exhibit satisfying pour and soak processes.

Over in Lima, picarones (similar to donuts but made with squash and sweet potato) provide the perfect combination of captivating preparation (deep frying creates great content) and mouthwatering final presentation.

The region's most beloved desserts truly embody the joy and celebration associated with South American cuisine and culture, so get ready to indulge.

Fun Facts:

- Brigadeiros are traditionally rolled by hand and covered in chocolate sprinkles, creating satisfying ASMR content during preparation.
- Alfajores sandwich dulce de leche between two cookies, and the filling squeeze-out creates perfect "mess" content that TikTok users love.
- Picarones are served with chancaca syrup that's drizzled on top, creating irresistible drip content.



Methodology & Sources

How We Ranked the Most Viral TikTok Sweet Treats

To uncover the most talked-about sweet treats in major cities around the world, we used a structured TikTok-based scoring model and asked an AI tool to conduct the full analysis. Each dessert was evaluated using four key criteria drawn directly from TikTok platform data, focusing on visibility, popularity, and cultural relevance.

Evaluation Criteria:

- **TikTok Mentions (30%):** Measures how often the treat appears in hashtags and TikTok captions. Higher mentions indicate stronger organic traction.
- **Top Video Views (25%):** Looks at the view counts of high-performing TikToks showcasing the treat, revealing how widely a dessert has been seen on the platform.
- **Engagement Rate (20%):** Considers the level of interaction on TikTok (likes, comments, shares, saves). High engagement suggests strong viewer interest.
- **Presence in Food Guides (15%):** Checks if the dessert is regularly featured in TikTok videos such as "must-try in [city]" or food tours, indicating whether the treat is part of the TikTok travel experience.

Role of AI

To ensure objectivity and scale, we tasked an AI assistant with gathering, scoring, and ranking the treats based on the above criteria. The tool analyzed hundreds of TikTok posts per destination to assign qualitative scores (1–10) for each metric, which were then weighted and summed to generate the final rankings.

Important Notes

The study focuses only on TikTok — not Instagram, Google, or news sources. Only desserts with notable TikTok presence were included. No points were given for local cultural status alone — the treat had to trend on TikTok.

CEO Commentary

"Our data shows that authenticity and innovation aren't mutually exclusive. Traditional treats are thriving alongside fusion creations, which tells us that TikTok users crave both cultural authenticity and creative novelty — they want stories behind their sweets."

Arne Preuss, Coffeeness CEO

About Coffeeness

Established in 2008 by Arne Preuss, [Coffeeness](#) is a comprehensive resource for coffee enthusiasts. It offers detailed reviews and comparisons of coffee-related devices -- from semi-automatic espresso machines to coffee grinders -- to help consumers make informed purchasing decisions.