

Bambuser invites live shopping hosts to join its global community

Live shopping hosts, livestreamers, and product experts can now apply to join a vetted community connecting them with global brands.

Stockholm, September 24, 2026. Bambuser, the video commerce platform trusted by more than 250 global brands, today opens applications for its Live Shopping Host Community. The vetted network will give livestreamers, professional hosts, and product experts, from makeup artists and stylists to collectibles specialists, a direct route to working with brands on their own websites and apps. Applications are now open at [bmb.sr/community](https://bambuser.com/sr/community)

For brands that want livestreamer-led content, the right talent will be one recommendation away, on channels the brand owns and can measure. For hosts, it means access to established brands they might not otherwise reach, and a way to build their careers beyond the marketplaces, without depending on a single platform's algorithm or audience. Hosts will be recommended based on category, language, format, and track record. Bambuser's role is to make the match. Brands and hosts agree on collaborations directly, giving both sides full freedom over how they work together.

The timing of this initiative reflects a clear trend: live selling is moving into the mainstream, and demand for skilled live shopping hosts is growing. Whatnot, the livestream shopping marketplace, reported more than \$8 billion in live sales in 2025, more than doubling year over year. In the US, live shopping is forecast to reach nearly \$20 billion in 2026, up about 35% from the previous year, while in Asia-Pacific it is projected to top \$1 trillion, according to eMarketer. A generation of livestreamers has built careers on marketplaces like Whatnot, TikTok Shop, and eBay Live.

"Live shopping hosts are sellers and community builders, and we want to give them a place to work with the world's leading brands. At the same time, we are giving brands a direct line to the people who know how to sell live, always on the brand's terms and by the brand's choice. This is where the market is going, and our job is to make sure our customers get there first," says *Kristina Brjazgunova, Vice President of Product and Innovation at Bambuser.*

Source: Whatnot, "2026 State of Live Selling Report" (blog.teamwhatnot.com/unitedstates/2026livesellingreport) and eMarketer, as reported by CNBC (September 1, 2026): <https://www.cnbc.com/2026/09/01/tiktok-whatnot-livestream-shopping.html>

About Bambuser

Bambuser is the world's leading video commerce company, with the largest customer base in its industry. Trusted by more than 250 brands, Bambuser's international streaming services are available in more than 180 countries.

Bambuser is truly global with headquarters in Stockholm and offices in New York, London, Paris, Tokyo, and Turku, and with a passionate team speaking more than 30 languages. Founded in 2007 as a livestreaming pioneer, trusted by the world's leading news agencies, Bambuser pivoted to Live Shopping in 2020, leveraging its legacy as the industry leader in video-first technology.

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