



What makes a trend

Human truths behind the
Top YouTube trends

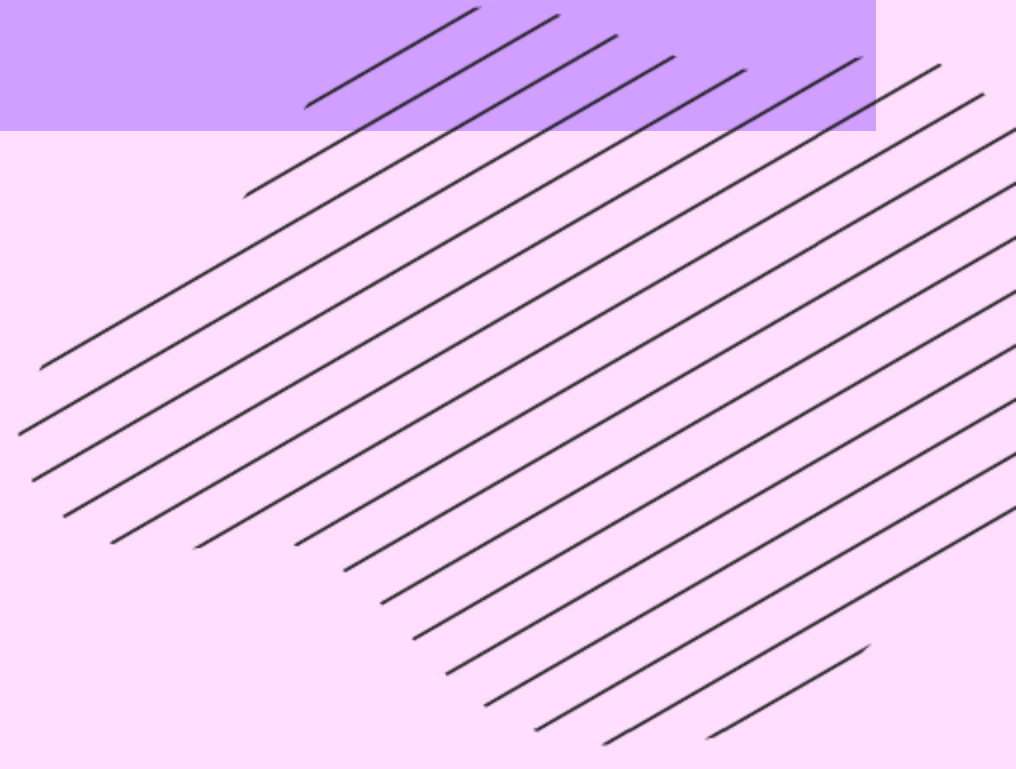
Hong Kong



What are millions of people choosing to watch on the **world's largest video platform?**

And what is it that makes these videos so popular?

Here, we look at the **top YouTube trends** from the last year and the **human truths** that are driving them.





TREND 1

The success of sequels

Some of 2021's most successful videos were **follow-ups** to top-viewed videos.

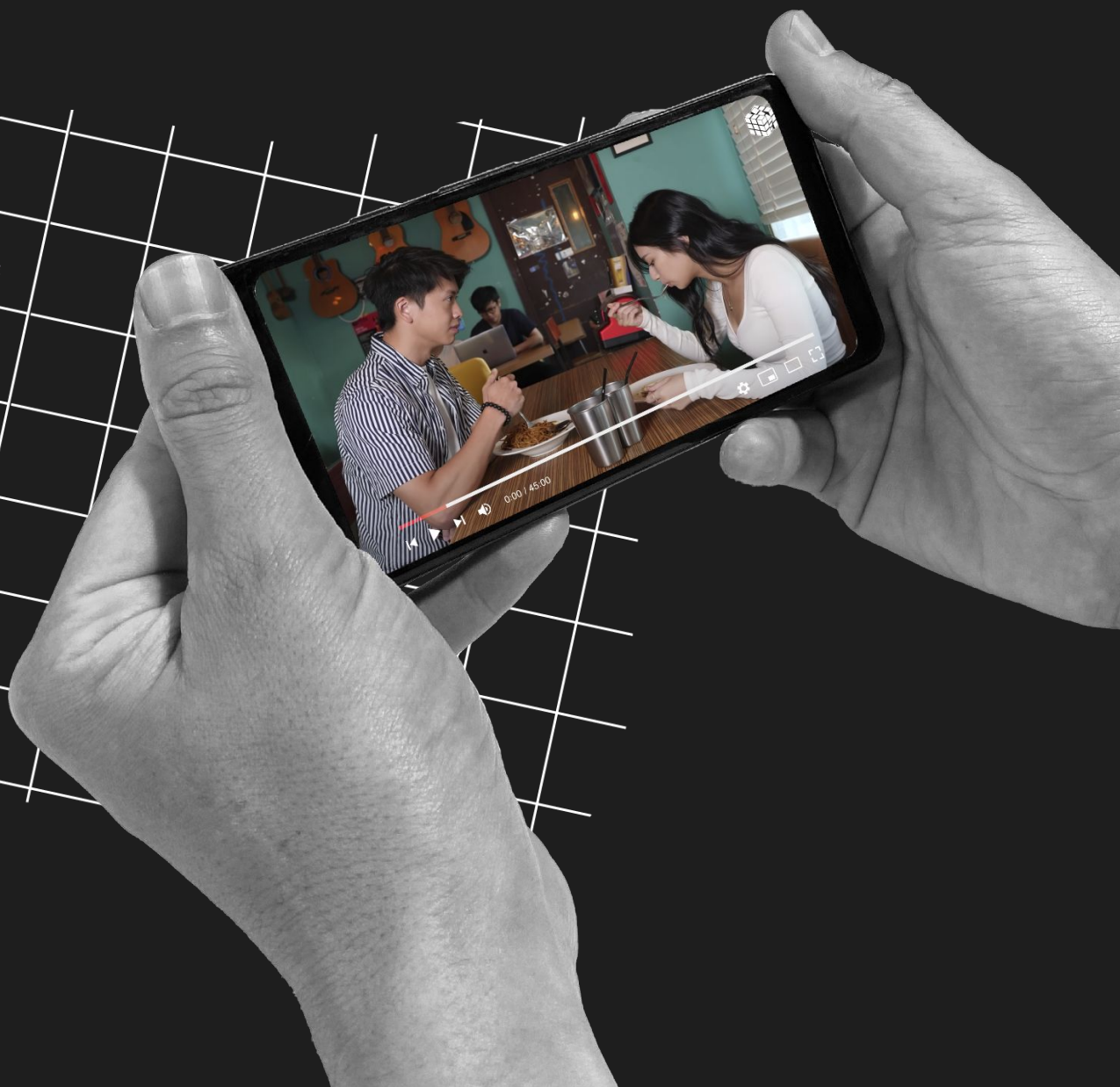
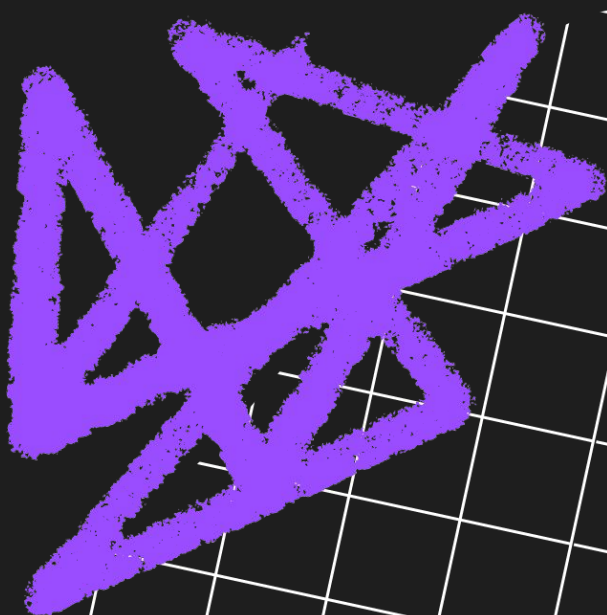
Trial and Error's innovative mockumentaries now see up to **1.7M views**, far exceeding their **first video's 359K views**.

WHAT WE LEARNED:

If it ain't broke, don't fix it

The success of sequels reveals how viewers are taking **comfort in familiarity**, particularly amid times of uncertainty.

Once viewers are **invested** in content they love, they begin to actively seek out **more of the same**.





TREND 2

Live streams are mainstream

Creators are using **live streams** to connect with their audiences in **real time**, making cultural moments a **communal** affair.

Pomato 小薯茄 hosts a wide variety of popular live streams that cover everything from casual chats to **celebrations of special milestones**, with each video averaging **150K views**.

WHAT WE LEARNED:

Connection tops credentials



You don't need big budgets or intricate scripts to captivate audiences. The popularity of live streams shows that viewers are placing value on **authentic and immediate** content that **reflects real life**.

TREND 3

You play, I watch

Once a subculture, gaming is now undeniably pop culture. The first half of 2021 saw over **800B gaming-related views** on YouTube.¹

UndergroundDV's **funny and authentic** gameplay videos cover multiple genres and platforms. The channel has **132K subscribers** and its most popular gaming video from 2021 attracted **150K views**.

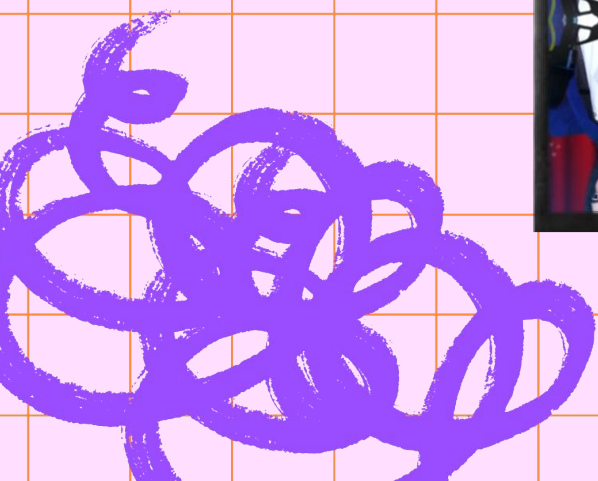
1. Source: YouTube data, Global, H2 2021

WHAT WE LEARNED:

Create shared experiences to bring people closer

Gaming is more than holding a controller – it's **joining a community.**

Digital audiences seek content they can **relate to** and **tribes they can align with**, and gaming pop culture provides a colorful backdrop for **diverse storytelling** and **engaging experiences.**



A man and a woman are standing side-by-side, both wearing bright yellow jumpsuits. They are looking down at a smartphone held by the man. The background is a plain, light-colored wall.

TREND 4

Short and sweet

Is reality more captivating than fiction? **Millions of people seem to think so.**

Manner engages its **719K subscribers** with **original micro films** on Shorts. The channel gains an average of **150K+ views** per micro film.

Top creators are tapping into the **quick, informal** aspect of Shorts to spotlight the **humor and relatability** of daily life.



WHAT WE LEARNED:

It's not **what**
you say,
it's **how** you
say it

Regardless of themes or topics, this year's most popular Shorts had one thing in common: they were **relatable**.

Today's viewers are looking for content that is **unfiltered** and **unpretentious**.

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