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.
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.
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.
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.
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.
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
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**.
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.
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.
Explore more examples from other APAC markets [here](#).