What makes a trend

Human truths behind the Top 5 YouTube trends
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 5 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.

The sketch comedy characters by BB Ki Vines are well-loved among his 25.1M subscribers and now star in his web series "Dhindora". The first episode drew 60M views and the series has since attracted over 300M views across 8 episodes.
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.

One of India's Top Breakout Women Creators, Suhani Shah hosts her game show "That's My Job" over live stream to 1.8M subscribers. The most popular episode has 1.8M 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

With 24.8M subscribers, Techno Gamerz focuses on gameplay videos. His Herobrine SMP videos, where he builds a simulated world on Minecraft with other gamers, have over 100M 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.
Podcast enthusiast

YouTube is now an established podcast destination, buoyed by greater demand for audio content and multisensory experiences.

The Ranveer Show has 3.8M subscribers who catch the channel’s pop culture analysis and discussions with experts. In 2021, its most popular podcast episode had 2M views.
The rise of video podcasts shows how viewers are seeking to **build deeper connections** with the content and creators they care about.

Providing **behind-the-scenes access** can help to establish virtual proximity for viewers, while offering creators and brands an opportunity to show a **different** or more **intimate side of themselves**.

**WHAT WE LEARNED:**

**Show how content is made**
Is reality more captivating than fiction? Millions of people seem to think so.

Creator Shivani Kapila's Little Glove channel, which has **4.3M subscribers**, often features her family in **entertaining and relatable** Shorts. Her most popular Short has **166M+ views**.

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