



What makes a trend

Human truths behind the
Top 5 YouTube trends

India



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.





TREND 1

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.

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.

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**.

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

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

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 smiling man with dark hair, wearing a black blazer over a black t-shirt, stands in front of a large, colorful abstract painting. The painting features bold geometric shapes in red, yellow, blue, and black, with stylized human figures. The man is looking slightly to his right with a pleasant expression.

TREND 4

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**.

WHAT WE LEARNED:

Show how content is made



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**.

A woman with long dark hair and pink lipstick is looking towards the camera. A large green iguana is perched on her head, and she is holding a smaller green lizard in her hands. The background is a plain, light color.

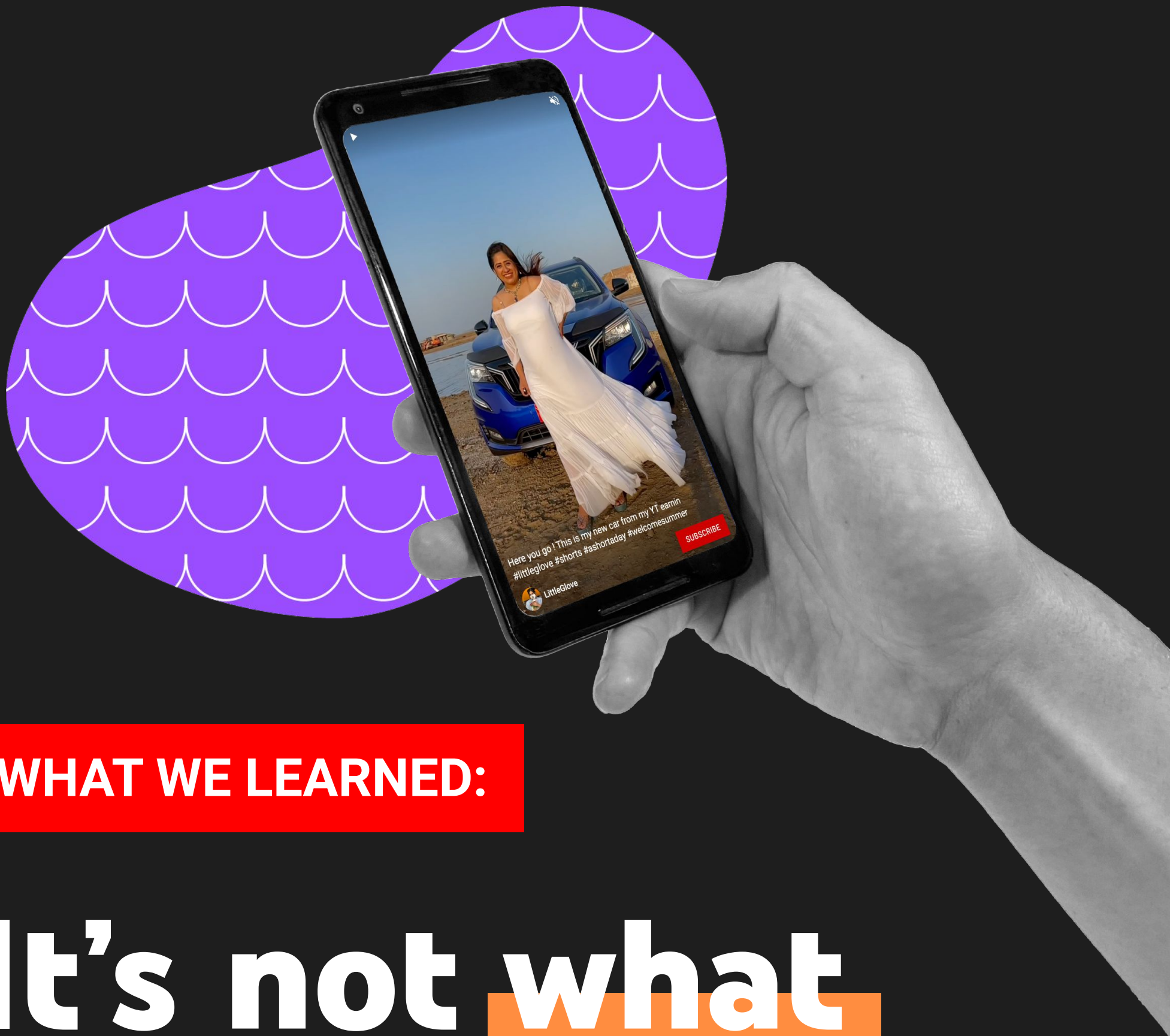
TREND 5

Short and sweet

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**.

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