



# What makes a trend

Human truths behind the  
Top 5 YouTube trends

**Singapore**

A decorative grid pattern of thin black lines in the top-left corner of the page.

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?**

A series of thin black diagonal lines in the bottom-right corner of the page.

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.

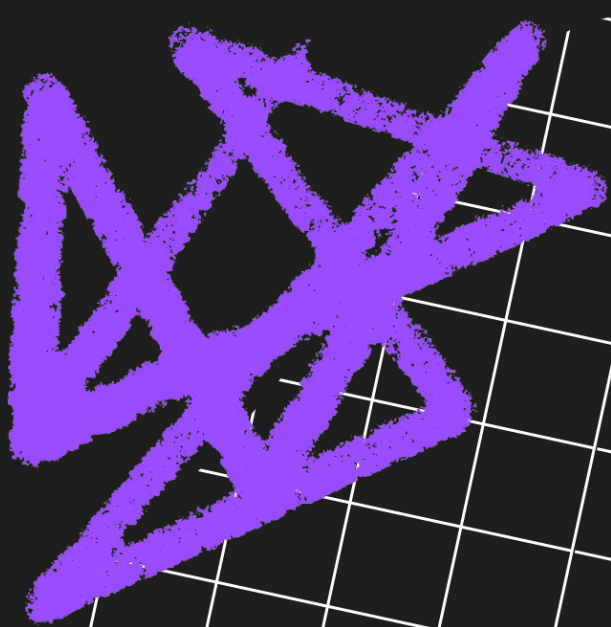
Our Grandfather Story's "Can Ask Meh?" series answers tough questions from its **286K subscribers**. Now in its fifth season, the most popular episode has **2M views, topping the first episode's view count** by over 3X.

## 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.

Malam Seram connects with his **253K subscribers** by live streaming the **spookiest stories they submit**. His most popular live stream in 2021 has **212K 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.<sup>1</sup>

BrandonTan91 spares no effort when it comes to producing Pokémon GO gameplay videos for his **534K subscribers**, even traveling to other countries to **meet local Pokémon trainers**. His most popular video in 2021 has **1.1M views**.

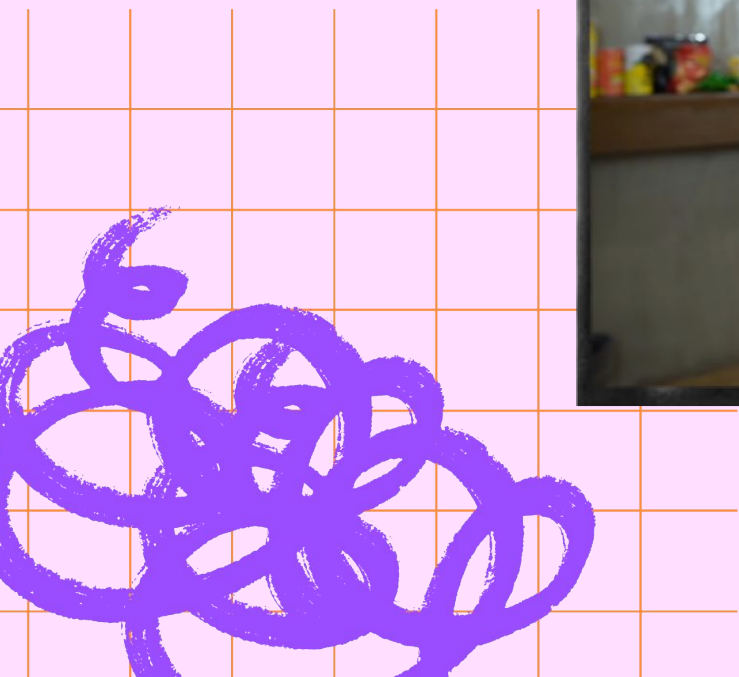
1. Source: YouTube data, Global, H2 2021

## 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 person wearing a dark cap and a green shirt is speaking into a microphone. The background is dark and out of focus.

## TREND 4

# Podcast enthusiast

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

Known for its **open dialogues** and **honest discussions**, The Daily Ketchup Podcast has garnered over **3M views** and **31K subscribers** in just one year. Its most popular episode has **147K 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**.





## TREND 5

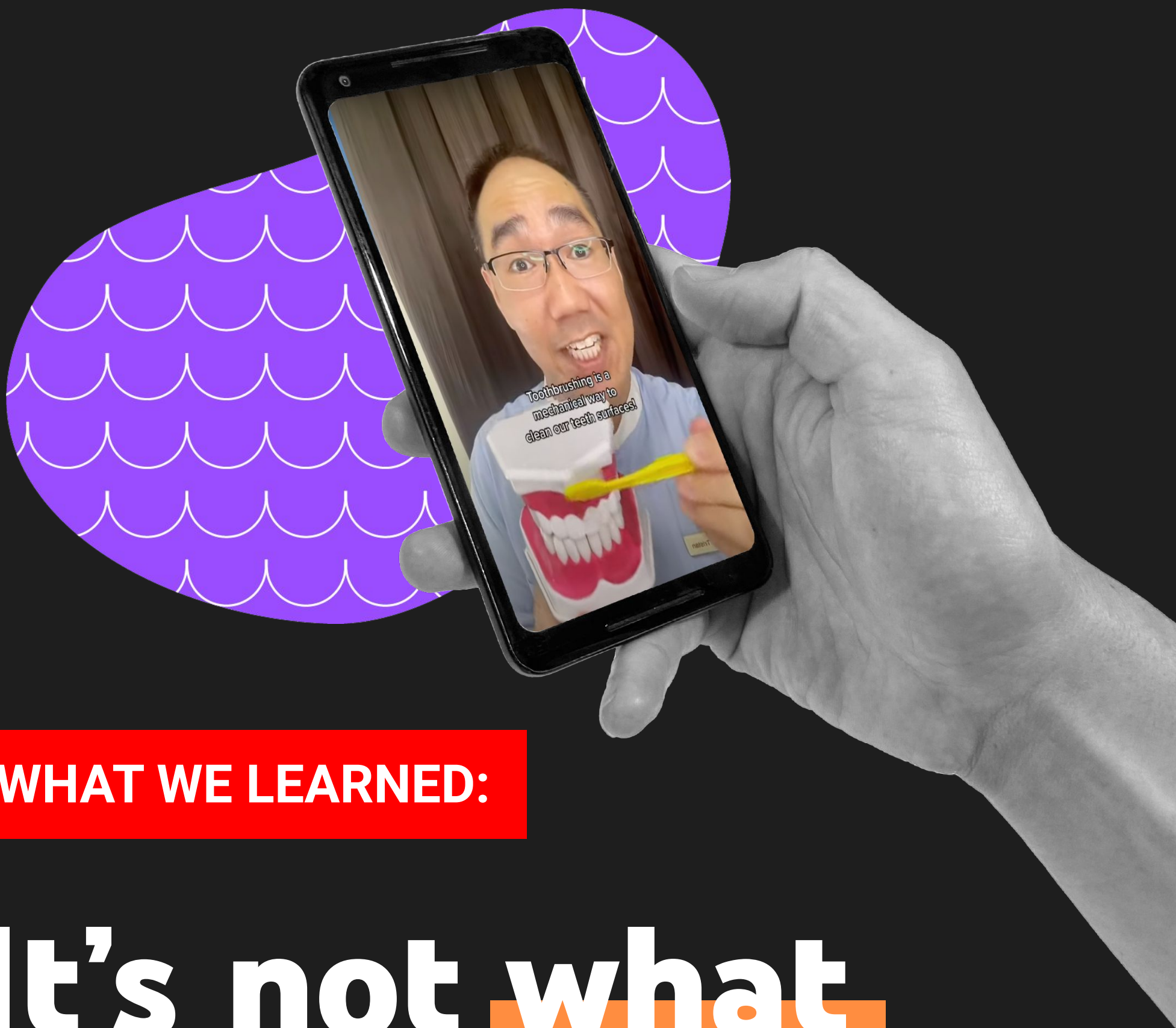
# Short and sweet

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

Singapore dentist Tristan Peh uses Shorts to share his **dental knowledge** in an **accessible** way. His channel has over **1.49M subscribers** and **1.4B 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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