What makes a trend

Human truths behind the Top 5 YouTube trends

Thailand
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.

Paul Pattarapon 保罗 ภัทรพล has **1.18M subscribers** tuning in to his informational videos about **finance** and **personal growth.** His Money Matters series is especially popular and the most watched video in the series from last year has **1.7M views.**
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.

โคตรคูล live streams their weekly "หมีLIVEปะ" show to 2.4M subscribers. It features candid conversations and video calls from viewers. Their most popular live stream has 1.4M 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

*zbing z.* brings entertaining gameplay content to her 15.7M subscribers, brightening up walkthroughs with funny commentary. Her most popular gaming video from last year has 17M 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.
You Tube is now an established podcast destination, buoyed by greater demand for audio content and multisensory experiences.

The Standard Podcast has a following of 478K subscribers and over 40M hits a year after launch. It covers a range of topics from mental health to world history and current affairs, and its most popular video in 2021 has 1.5M 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.
Is reality more captivating than fiction? Millions of people seem to think so.

MomMe Chidjun’s Shorts about motherhood and daily life have brought her 1.52M subscribers. Her most popular sketch has 6.3M views.

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](#).