What makes a trend

Human truths behind the Top 5 YouTube trends

Vietnam
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.

FAP TV’s "Cơm Nguội" series has attracted 37M views since 2015. With 182 episodes and counting, the series showcases fun, casual videos about daily life.
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.

Popular sports creator Đỗ Kim Phúc - Freestyle Football regularly live streams football commentary on small local matches as well as larger international ones to his 2.1M subscribers.
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

Cris Devil Gamer's over-the-top reactions and walkthroughs of uncommon video games have made him Vietnam's first gaming creator to hit 10M subscribers.

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.

Spiderum's podcasts cater to young people with topics like basic investing, pop culture, and current affairs. The channel has 352K subscribers and more than 40M views in total.
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
Short and sweet

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

With **935K subscribers**, **Pít Ham Ăn Official** uses Shorts to showcase its creator's **favorite food haunts**. Its most popular Short has **2.9M 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.