



# 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.





## TREND 1

# The success of sequels

Some of 2021's most successful videos were **follow-ups** to top-viewed videos.

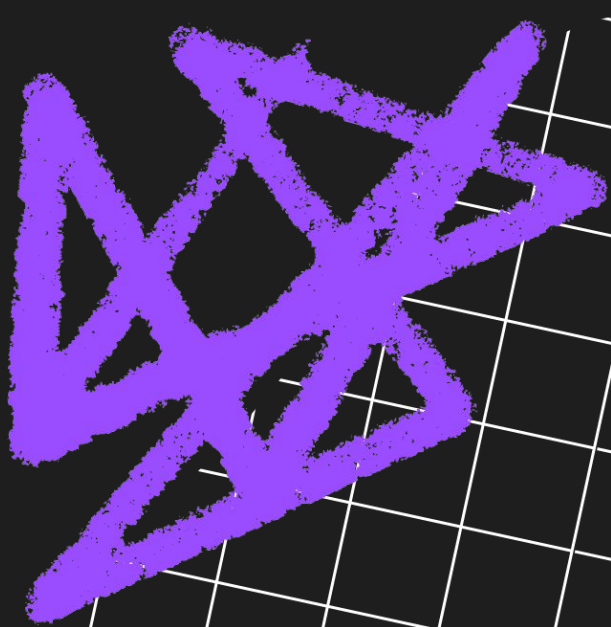
FAP TV's "Cơm Nguội" series has attracted **37M views** since 2015. With **182 episodes** and counting, the series showcases fun, casual videos about daily life.

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**.





A man in a red soccer jersey is shown in profile, looking down at a soccer ball on a green field. In the background, there are green trees and a city skyline with various buildings under a clear sky.

## 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.

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**.

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>

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**.

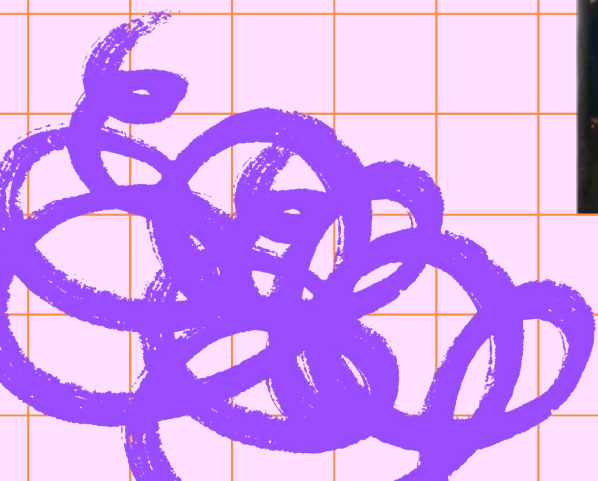
1. Source: YouTube data, Global, H2 2021

## WHAT WE LEARNED:

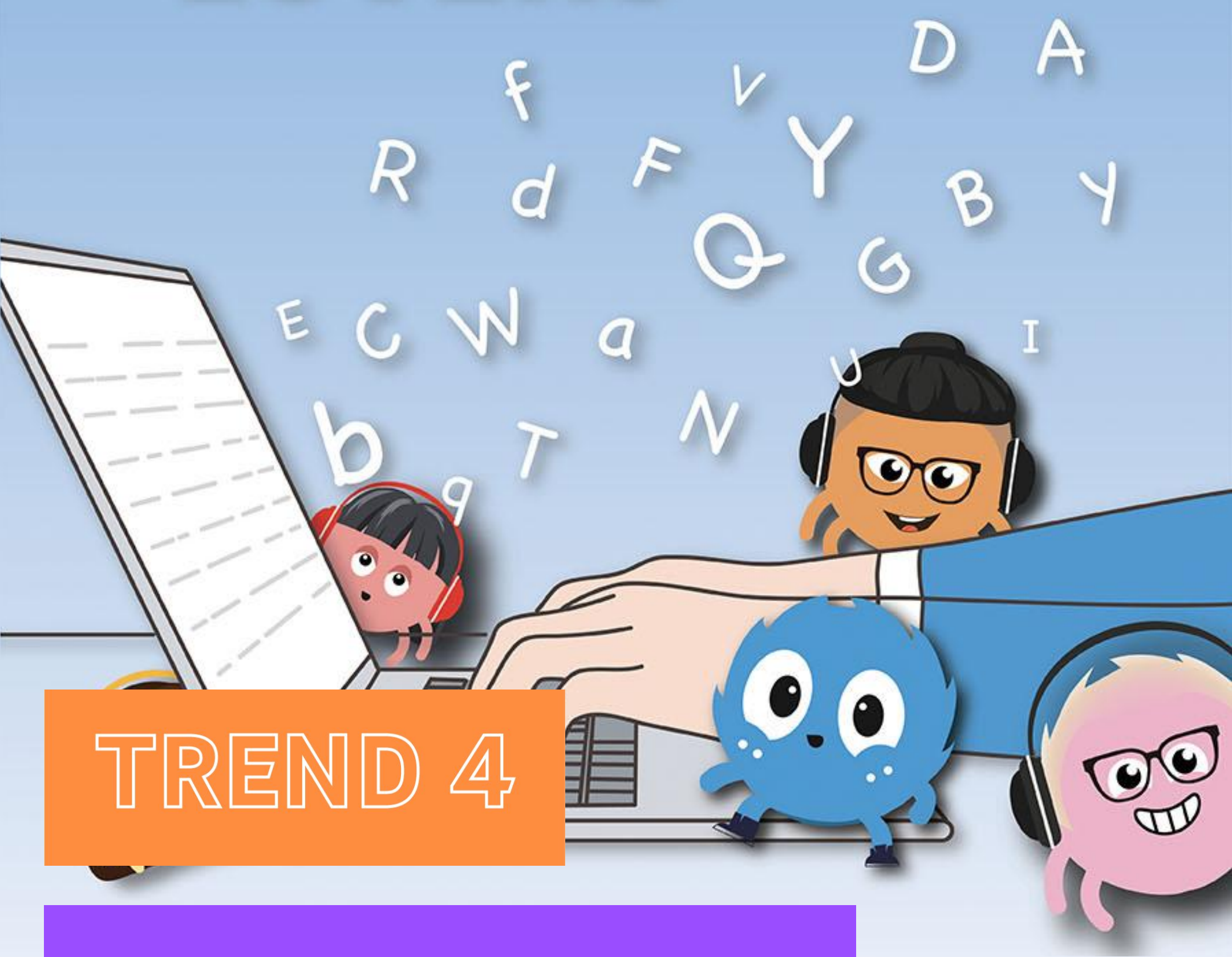
# Create shared experiences to bring people closer

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**.







## TREND 4

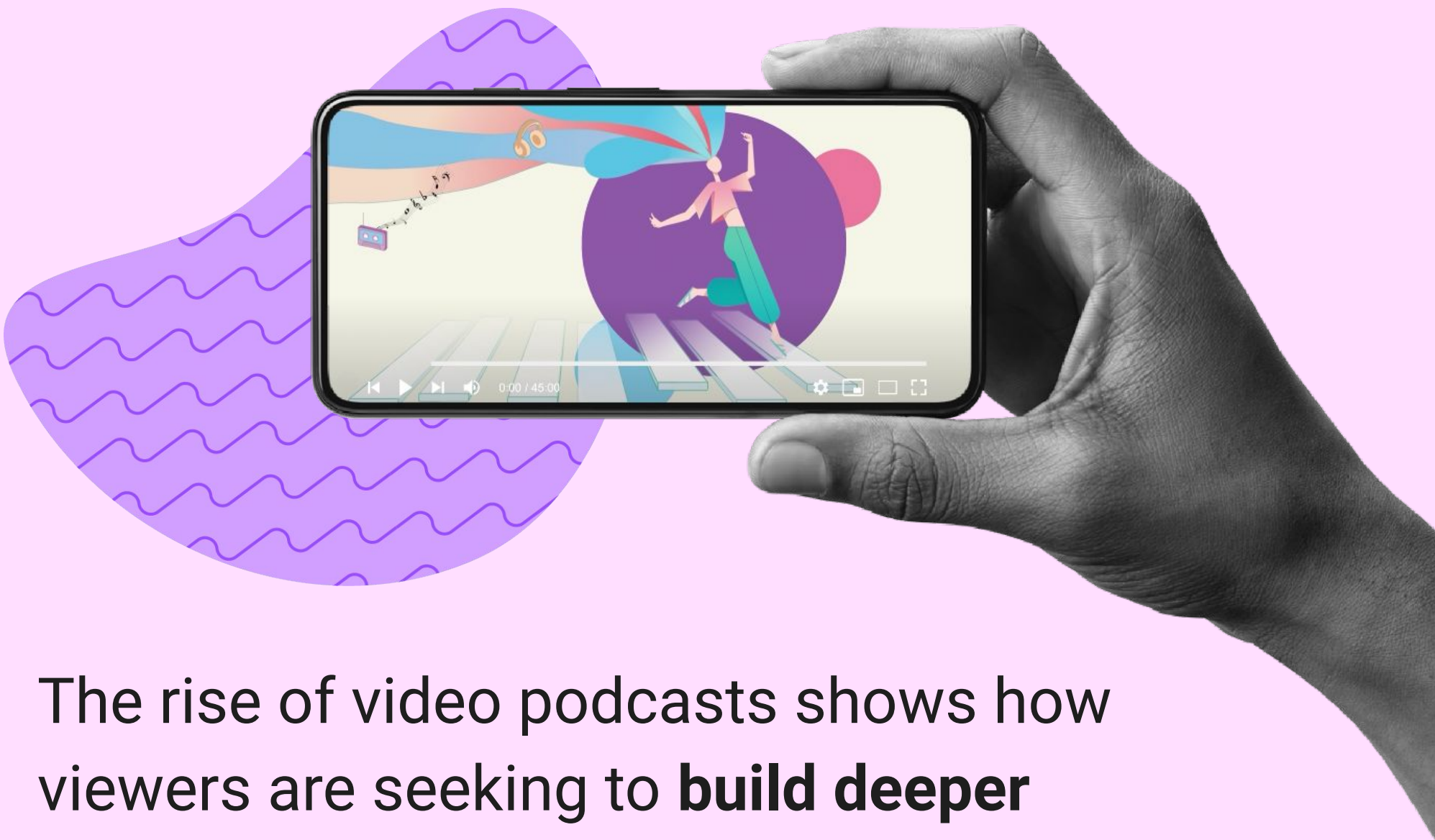
# Podcast enthusiast

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.

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 brown hair, wearing a light pink jacket, is smiling and holding a large, smooth, light-colored egg in front of her face. The background is a plain, light-colored wall.

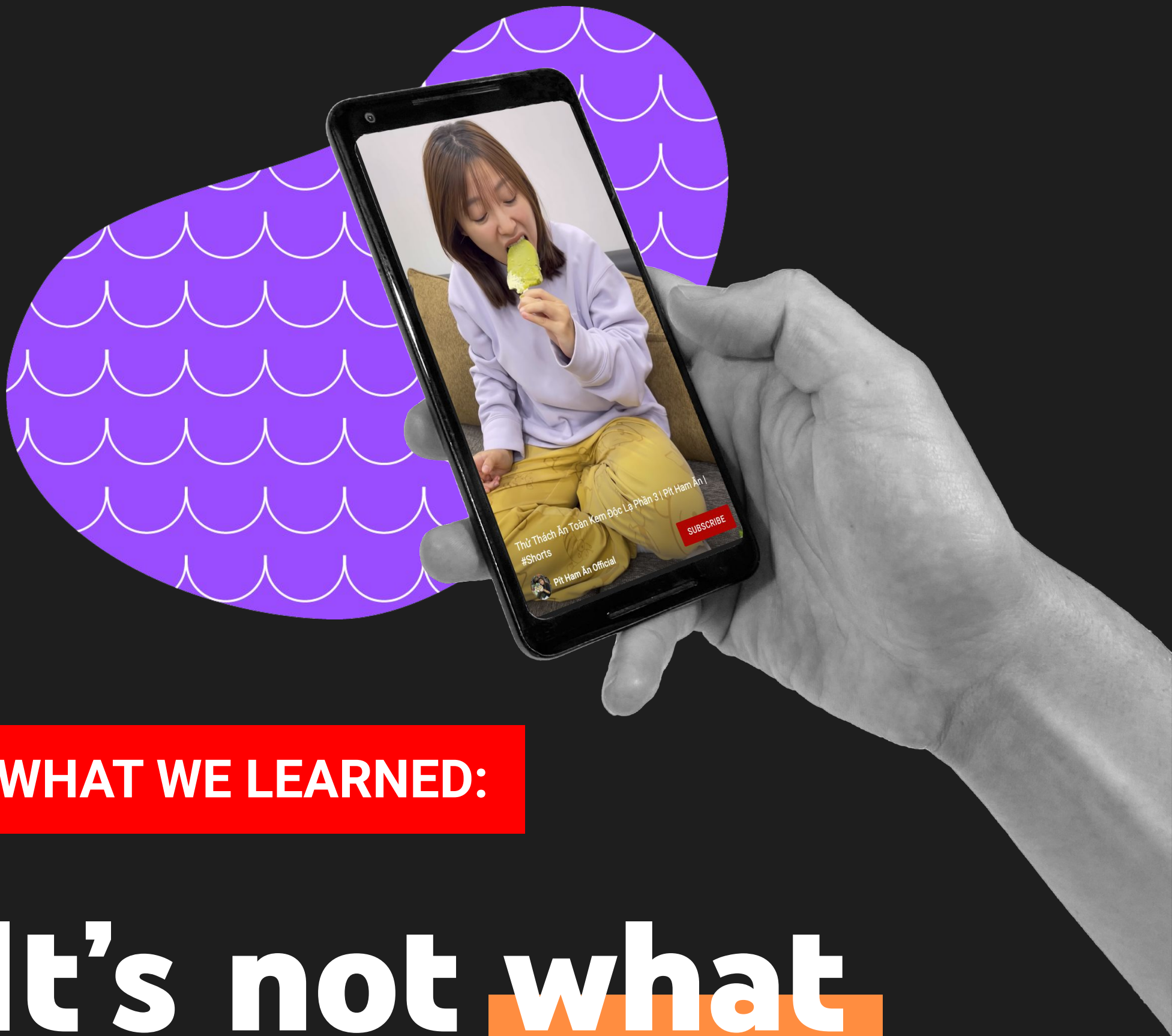
## TREND 5

# 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.



## 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**.



**READ MORE**

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

Think with Google