



What makes a trend

Human truths behind the
Top 5 YouTube trends

Philippines



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.

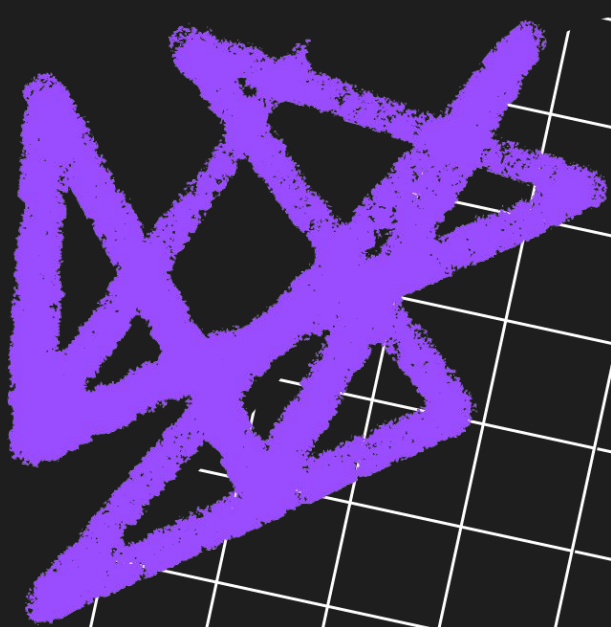
The latest episode of Love Marie Escudero's "Welcome to Heart World" series attracted **1.5M views**, topping the first episode's view count by almost 3X.

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**.



A close-up shot of a man with short dark hair, wearing black-rimmed glasses and a red cap. He is looking slightly off-camera and appears to be speaking. The background is blurred, showing some indistinct shapes and colors.

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.

Powcast Sports, created by Filipino boxer Pow Salud, regularly live streams **boxing matches, sports commentaries, and exclusive interviews** to connect with its 440K 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.¹

Whatoplay brings unique gaming content to its **666K subscribers** and shares ‘best of’ lists on gaming platforms and budgets.

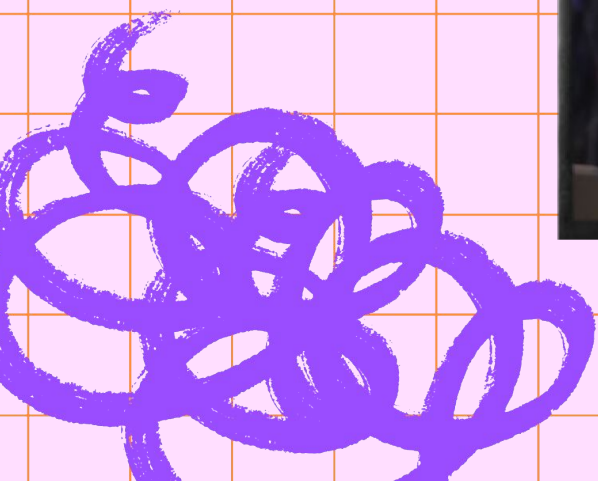
1. Source: YouTube data, Global, H2 2021

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 man and a woman are posing outdoors. The man, on the left, is wearing a grey t-shirt and has his arm around the woman's shoulder. He is looking towards the camera with a playful expression. The woman, on the right, is wearing a light-colored button-down shirt and is smiling at the camera. They are sitting on the ground with some greenery in the background.

TREND 4

Podcast enthusiast

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

Skypodcast, which explores the **relationships and misadventures of its creators** Kryz and Slater, has 105K subscribers. Since its launch in 2021, the video podcast channel has gained close to **5M 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**.



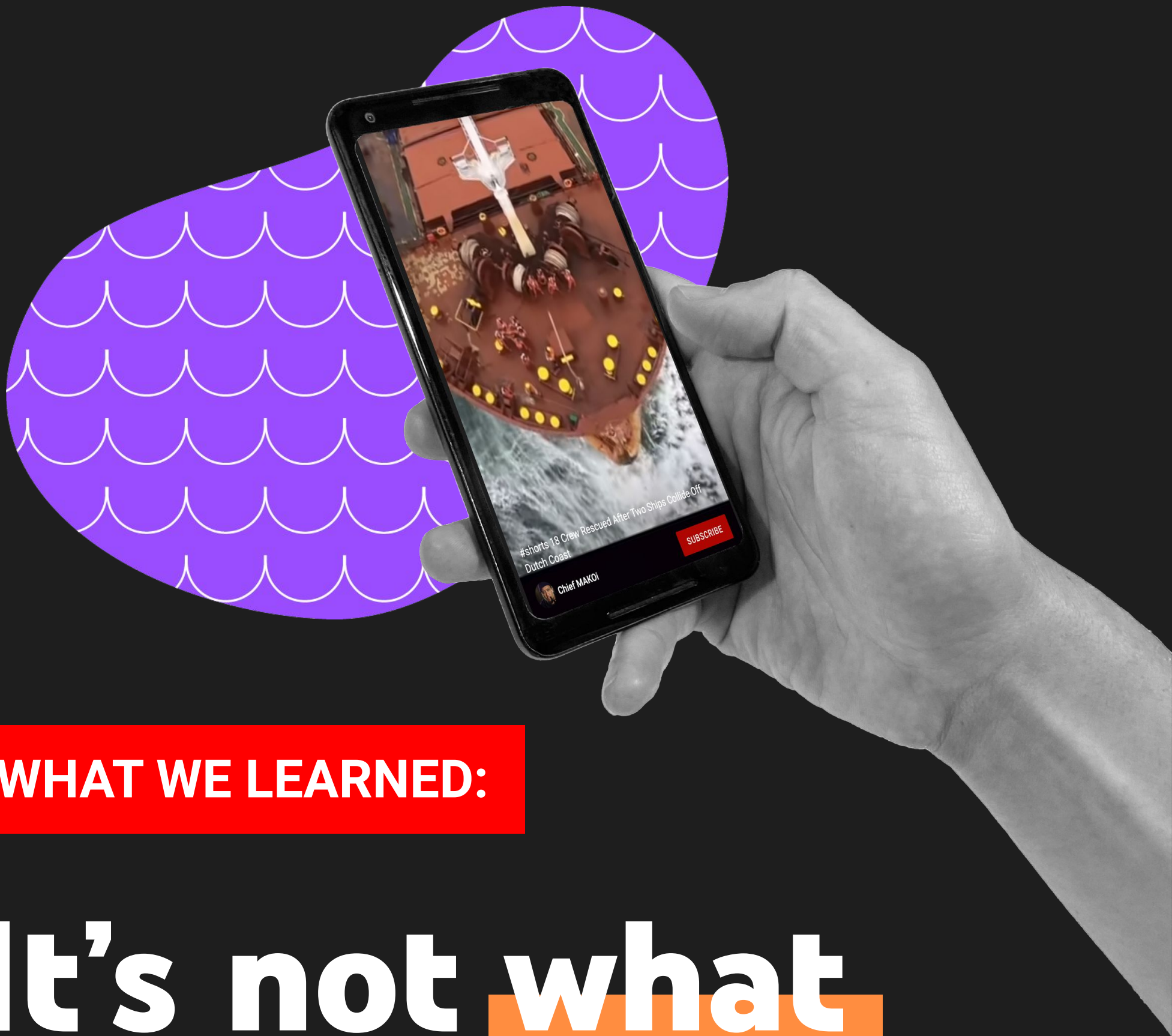
TREND 5

Short and sweet

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

Since Chief Makoi started using Shorts, his videos about the seafaring lifestyle have gained **3X more channel views** and over **3M views in just two weeks.**

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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