



GLOBAL CULTURE & TRENDS REPORT



A look back at the trending topics, top creators and songs of the year from across the globe, helping establish a perspective for the year to come.

Welcome to our annual End of Year Culture & Trends Report for 2025. Here you will find top 10 lists of the year's most-subscribed creators, top trending topics, and top songs across numerous countries or regions. They offer a lens into what was most popular on YouTube this year around the world and a portrait of how YouTube's creators, artists, and fans shape culture every day.

However, the very top of these lists only tells part of the story. This year, YouTube's Culture & Trends team analyzed hundreds of the year's most-subscribed creators — not just the top 10 — across these locales and compiled globally-relevant snapshots of essential, emerging themes found therein that are shaping the future of creativity.

Whether it's the development of a new youth-driven music genre in Indonesia or live-streamed reality shows in Mexico, each commentary explores the dynamics at play today that have the potential to fuel future top 10 lists for years to come.



UNITED STATES

TRENDING TOPICS



- Squid Game
- User-Generated Roblox Experiences: Grow a Garden, Dandy's World, Forsaken, Steal a Brainrot
- KPop Demon Hunters
- Brainrot
- Charlie Kirk
- Labubu
- Nintendo Switch 2
- Cookie Run Kingdom
- Blue Lock
- KATSEYE

TOP CREATORS



- 1 MrBeast
- 2 CaylusBlox
- 3 IShowSpeed
- 4 Double Date
- 5 Cadel and Mia
- 6 Charlie Kirk
- 7 Law by Mike
- 8 CoryxKenshin
- 9 Zack D. Films
- 10 Outdoor Boys

TOP PODCASTS



- 1 The Joe Rogan Experience
- 2 KILL TONY
- 3 Good Mythical Morning
- 4 Rotten Mango
- 5 The MeidasTouch Podcast
- 6 48 Hours
- 7 Shawn Ryan Show
- 8 Smosh Reads Reddit Stories
- 9 This Past Weekend w/ Theo Von
- 10 The Diary Of A CEO

TOP SONGS ON SHORTS



- 1 Forrest Frank - YOUR WAY'S BETTER
- 2 ATLXS - Passo Bem Solto (Slowed)
- 3 Black Eyed Peas - Rock That Body
- 4 Connie Francis - Pretty Little Baby
- 5 Joyful - chess
- 6 Doechii - Anxiety
- 7 Skrilla - Doot Doot (6 7)
- 8 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 9 Jiandro (feat. ola.wav) - Confess your love
- 10 Billie Eilish - Ocean Eyes

TOP SONGS



- 1 Bruno Mars, Lady Gaga - Die With A Smile
- 2 ROSÉ, Bruno Mars - APT.
- 3 HUNTR/X (KPop Demon Hunters Cast) - Golden
- 4 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 5 Saja Boys (KPop Demon Hunters Cast) - Your Idol
- 6 Victor Valverde, Jr Torres - El Mayor de los Ranas
- 7 HUNTR/X (KPop Demon Hunters Cast) - How It's Done
- 8 Alex Warren - Ordinary
- 9 Kendrick Lamar, SZA - Luther
- 10 Kendrick Lamar - tv off



UNITED STATES



Given YouTube's scale 20 years in, it isn't surprising to see that the fastest growing creators in the U.S. fall across many content verticals, formats, and even languages. While their focus areas may differ — 3D printing, indie animation, and a dating show are all in the surprising mix — many of this year's fastest rising creators all share one thing in common: They continue to find ways to innovate that strengthen their connections with fans. Here are just a few examples.

TRADITIONAL SERIES, NONTRADITIONAL STARS

Druski is not your typical bachelor, IShowSpeed is not your usual sports star, and Quenlin Blackwell is not your standard cooking host. Yet in 2025, all found success with tightly defined content series that combine a familiar format with unexpected creator roles. Druski, fresh off season one of his Big Brother-esque Coulda Been House series, launched a dating spin-off, Coulda Been Love, as well as Coulda Been House season 2. Meanwhile, IShowSpeed formalized his commitment to sports, a vertical he has dabbled in over the years, with his series Speed Goes Pro, in which he tests his skills against the likes of top athletes including Kevin Durant and Tom Brady. And Quenlin Blackwell found fresh relevance with her series Feeding Starving Celebrities, a comedic interview show disguised as a cooking show. These structured series, which tend to last less than ten episodes, create a clear arc for viewers to follow, something that is often missing from free-form vlog-style content.

DIRECT-TO-FANS

Other rising creators tried out formats that let viewers feel more integrated in the creation process. Glitch, the indie animation channel that released top 2024 series like The Amazing Digital Circus, brought fans closer to the action with Glitch Direct. The first of many to come, the video offers a chance for the channel's founders to preview upcoming episodes and series in a conversational, transparent manner. Newcomer SleepyCrafter, meanwhile, uploads videos that share hide-and-seek style challenges, encouraging viewer participation. The 3D printing crafter, who has gained more than 2.8 million subscribers since launching her channel in late 2024, leaves her creations in various locations for fans to find. Both Glitch and SleepyCrafter give their fans a sense of agency, strengthening the dynamic between creator and viewer.

A LASTING CONNECTION

In some cases, these connections with fans are everlasting. Beloved Minecraft creator Technoblade passed away in 2022, but his channel is still among the fastest growing. That's because his family and friends continued to honor him in 2025, hosting a "substravaganza" and a 20 million live stream to help him posthumously capture a new crown. Truly, as his community has shown, #technoblade never dies.

KOREA

TRENDING TOPICS



- KPop Demon Hunters
- Demon Slayer
- When Life Gives You Tangerines
- ALLDAY PROJECT
- Squid Game
- Kim Yong-bin
- Attack on Titan
- Roblox
- Hearts2Hearts
- Mabinogi

TOP CREATORS



- 1 추성훈 ChooSungHoon
- 2 핫이슈지
- 3 지식인사이드
- 4 보검TV
- 5 십이층
- 6 셰프 안성재 Chef Sung Anh
- 7 정서불안 김햄찌
- 8 카더정원
- 9 보다 BODA
- 10 서재로36

TOP SONGS ON SHORTS



- 1 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 2 HUNTR/X (KPop Demon Hunters Cast) - Golden
- 3 ATLXS - PASSO BEM SOLTO (Slowed)
- 4 Connie Francis - Pretty Little Baby
- 5 BLACKPINK - JUMP
- 6 IVE - REBEL HEART
- 7 Joyful - chess
- 8 yung kai - blue
- 9 HYUN SEO - DayDream
- 10 BOYNEXTDOOR - IF I SAY, I LOVE YOU

TOP SONGS



- 1 HUNTR/X (KPop Demon Hunters Cast) - Golden
- 2 WOODZ - Drowning
- 3 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 4 ZO ZAZZ - Don't you know
- 5 G-Dragon - Home Sweet Home
- 6 MAKTUB - Starting With You
- 7 IVE - REBEL HEART
- 8 BLACKPINK - JUMP
- 9 JENNIE - like JENNIE
- 10 Saja Boys (KPop Demon Hunters Cast) - Your Idol



KOREA



Studying this year's most subscribed channels in Korea reveals three drivers of success: the embrace of unfiltered authenticity, the construction of compelling personas, and a new "effort premium" placed on substantial effort.

UNFILTERED AUTHENTICITY

Content that embraces unfiltered authenticity has proven to be the winning formula this year, allowing creators' genuine charm to surface. The trend's prime example is MMA fighter Choo Sung-hoon, who achieved the biggest subscriber growth in Korea this year, by offering an unvarnished portrayal of his life. For instance, the room tour video where Choo revealed his messy home exactly as it was, delivered a refreshing shock to viewers and amassed more than 10 million views.

Other creators who came to the spotlight by letting their genuine personalities shine through include Anh Sung-jae, the Michelin chef and judge of the Netflix series Culinary Class Wars; actor Sunwoo Yong-yeo, who energetically enjoys life at 81; and the "power extrovert" choreographer Kany.

THE POWER OF PERSONA AND NARRATIVE

While content that offers an unfiltered glimpse into a creator's life is booming, content centered around meticulously crafted fictional personas is also gaining traction. These two seemingly contradictory trends both allow viewers to deeply immerse themselves in the creator or persona, leading to a profound sense of resonance. Comedian Lee Su-ji, for instance, became the second most-subscribed creator of the year, by engaging viewers with numerous personas that she has crafted – such as an influencer promoting random products on live streams, and a wealthy neighborhood mom obsessed with her child's education. Viewers were impressed by both the realism of the characters and the exceptional detail of her acting.

The ability to craft a persona with an engaging narrative was also key for another highly ranked channel – Anxious Kim Hamzzi. The creator used AI to build a hamster persona, "Hamzzi," but added a human touch by narrating relatable work-life episodes in her own voice. Even in AI-driven content, success stems from compelling narrative and human connection.

THE 'EFFORT PREMIUM'

In an era of hyper-accelerated content production, especially with AI, viewers are increasingly placing a premium on substantial human effort. Go Jae-young is a prominent example, taking on difficult challenges like walking a million steps in 30 days or surviving seven days on an inhabited island. His demanding journeys require time and perseverance, leading to deep engagement and strong emotional connection with viewers.

On the Shorts front, ZeroB is rapidly expanding its subscriber base by specializing in the detailed replication of popular food products to reverse-engineer their actual manufacturing costs. Viewers frequently acknowledge the considerable time and effort invested in each short-form video.

GERMANY

TRENDING TOPICS



- Squid Game
- Labubu
- Brainrot
- User-Generated Roblox Experiences: Grow a Garden, Steal a Brainrot
- Zah1de
- Nintendo Switch 2
- Friedrich Merz
- KPop Demon Hunters
- Battlefield 6
- AI Video

TOP CREATORS



1. MrBeast
2. Simplicissimus
3. Double Date
4. OMID MOUSAZZEN
5. Alejo Igoa
6. {ungeskriptet} by Ben
7. Say Sayonara
8. Cadel and Mia
9. Emiirbayrak
10. Stokes Twins

TOP SONGS ON SHORTS



1. ATLXS - PASSO BEM SOLTO (Slowed)
2. Black Eyed Peas - Rock That Body
3. Joyful - chess
4. Connie Francis - Pretty Little Baby
5. ΣΡ, Nakama - DIA DELÍCIA
6. Yb Wasg'ood, Ariis - LUNA BALA (Slowed)
7. elysian., ANDROMEDA - MONTAGEM COMA
8. satirin - MATUSHKA ULTRAFUNK
9. JONY, EMIN - Камин
10. Moliy, Skillibeng, Shenseea, Silent Addy - Shake It To The Max (Fly) (Remix)

TOP SONGS



1. ROSÉ, Bruno Mars - APT.
2. Oimara - Wackelkontakt
3. HUNTR/X (KPop Demon Hunters Cast) - Golden
4. Bruno Mars, Lady Gaga - Die with a Smile
5. Мария Янковская, Betsy - Sigma Boy
6. ZAH1DE - Mona Lisa Motion
7. ATLXS - PASSO BEM SOLTO (Slowed)
8. Jazeek - AKON
9. Ordinary - Alex Warren
10. HUNTR/X (KPop Demon Hunters Cast) - How It's Done



GERMANY



In response to the much-reported disappearance of physical “third places” (between home and work) for social interaction, DACH’s canny creators have begun to craft their own occasions and locations for face-to-face community encounters. The most impactful among channels with strong growth in 2025 are using their creative direction to facilitate gathering spaces where fans can connect offline, shoot their own user-generated content to share with friends online, and integrate YouTube fandom more tangibly into their lives.

CONNECTION THROUGH FUN FORMATS

Pretext is key: well-defined formulas for shared activities unlock informal interactions – the recent renaissance of social clubs for running, reading, and even pudding eating shows that. The Real Life Guys’ annual DIY Makers’ Festival for thousands of hands-on fans is an elaborately escapist example here, and now, creators feed that energy with more low-key opportunities to step off stage and mingle among fans on the ground.

FOLLOW FOR MORE

This year, extended summer road trips became a staple on German-speaking YouTube: Millions of viewers followed Papaplatte in a camper van, Trymacs in a canoe, or Schradin’s fleet of mobility scooters. Naturally, the creators were live vlogging, enabling spontaneous encounters as followers became their roadies and rural concierge service, offering everything from local restaurant recommendations to smartphone recovery from a river.

These occasions package mass fandom up in village-scale moments, perfectly sized to reinforce community identity. Gaming creator HandOfBlood hosted a flea market in his home neighborhood of Spandau, Berlin, selling items from his unique costume and prop archive to benefit a local animal shelter. Everybody left with memories of interacting with Hännö and each other, while those with cash to spare scored priceless memorabilia.

LOCAL LOYALTY

When creators contribute to their neighborhoods, they help their fans form new social habits – and those habits stick. Take Delay Sports Berlin, a football (soccer) club working its way up the German amateurs towards the big leagues. Co-founding creators EliasN97 and SidneyEweka have baked content creation into the club’s DNA, with extensive behind-the-scenes club vlogs, social video recruitment pipelines, and a rapidly growing fan base online that overflows opponents’ bleachers on match days.

The feeling of everyday belonging transforms a routine into a powerful, shared ritual. For creators in 2025, intentionally building these local, low-stakes third places emerged as a path to fostering that sense of belonging, and those who follow that path in 2026 will likely see similar successes.

MEXICO

TRENDING TOPICS



- User-Generated Roblox Experiences: Steal a Brainrot, Forsaken, Dandy's World, Deadrails, Grow a Garden
- El Chavo del 8
- FIFA Club World Cup
- Incredibox Sprunki
- Brainrot
- KPop Demon Hunters
- Labubu
- Lilo & Stitch
- Nintendo Switch 2
- Squid Game

TOP CREATORS



- 1 Ricky Limon
- 2 Alejo Igoa
- 3 Fede Vigevani
- 4 MrBeast
- 5 Gabriela Flores Villar
- 6 GONZOK
- 7 Alfredo Larin
- 8 Mariano Razo
- 9 Patricio Razo
- 10 Juan De Dios Pantoja

TOP SONGS ON SHORTS



- 1 ATLXS - PASSO BEM SOLTO (Slowed)
- 2 Luis R Conriquez, Alemán, Óscar Maydon, Esau Ortiz - Triple Lavada (Remix)
- 3 Black Eyed Peas - Rock That Body
- 4 Joyful - chess
- 5 Fuerza Regida, Grupo Frontera - ME JALO
- 6 ΣP, Nakama - DIA DELÍCIA
- 7 Connie Francis - Pretty Little Baby
- 8 Kate Linn, Fantomel - Dame Un Grrr
- 9 Lady Gaga, Bruno Mars - Die With A Smile
- 10 HUNTR/X (KPop Demon Hunters Cast) - Golden

TOP MUSIC VIDEOS



- 1 Tito Double P - Tattoo
- 2 Xavi, Manuel Turizo - En Privado
- 3 Gabito Ballesteros x Tito Double P - 7 Dias
- 4 FUERZA REGIDA - MARLBORO ROJO
- 5 Oscar Maydon x Neton Vega - Amigos? No.
- 6 Dareyes de la Sierra - Frecuencia
- 7 Alemán, Neton Vega - Te Quería Ver
- 8 Alan Arrieta, Marcos villalobos - La Pantera
- 9 Neton Vega, Peso Pluma - Morena
- 10 FUERZA REGIDA - TU SANCHO



MEXICO



Every year, we analyze the most-subscribed channels in Mexico and Spanish-speaking Latin America for insights into what has happened and what is to come within the creator ecosystem. This year, an interesting theme surfaced: many of the year's most-subscribed creators took part in massively popular live streams, unexpectedly creating a new model for how cultural moments are generated in pop culture.

THE GENESIS: COMBAT AS CONTENT

In 2021, Spanish creator Ibai launched his annual competition La Velada del Año, a series of boxing matches between creators, leveraging their rivalries and fan bases to promote the event. Since then, numerous creator boxing tournaments have emerged and one, in particular, broke through this year. New in 2025, Supernova Strikers, organized by mobile carrier Amigo Telcel, brought together top creators such as Alana Flores, Alex Montiel, and Franco Escamilla to compete in the ring, generating a surge of content both before and after each match and garnering over 2 million peak concurrent viewers for this fandom-driven cultural moment.

CROSSOVER APPEAL

In contrast to the boxing tournaments, a series of competitions surged where the goal was not combat but friendly competition in which creator crossovers were appealing to fans. Fede Vigevani put together an ambitious basketball match with MrBeast reaching over 1 million peak concurrent viewers. The video featured a galaxy of YouTube stars and top creators such as Ibai, German Garmendia, Fernanfloo, Ricky Limón, The Stokes Twins, Mark Rober, and even musicians like Eladio Carrión and Duki. Meanwhile, the Skabeche brothers hosted the annual Summer Kamp, a survival-style tournament that united massive subscriber bases of Spanish-speaking Latin American creators and generated over 210 million views globally from July to November 2025.

REINVENTING REALITY

There is a third type of creator competition that has suddenly broken through on the platform this year: the reality show. La Casa de Alofoke, a YouTube-first reality show, redefined the format by securing a peak concurrent audience of 2 million and has already spawned an entire ecosystem of YouTube-native reality shows. Its continuous 24/7 stream has garnered over 300 million views. Crucially, 70 million of those views came from the U.S., highlighting the massive global interest of these digital diasporas.

The massive live and post-live viewership of these creator-led spectacles shows that they stand beside established live moments such as NFL games, the Olympics, or Coachella as young people's major cultural events. They are not backed by a long-standing industry, but rather defy it, coming directly from top creators who intimately understand their fandoms and today's entertainment ecosystem.

INDIA

TRENDING TOPICS



- Squid Game
- Saiyaara
- Coolie
- Kumbh Mela
- Ipl2025
- Sanam Teri Kasam
- Tungtungtungsahur
- Labubu
- Asia Cup
- Kpopdemonhunters

TOP CREATORS



- 1 MrBeast
- 2 Sejal Gaba
- 3 김프로KIMPRO
- 4 Keshav Shashi Vlogs
- 5 Tera Trigun
- 6 Sirf Shreyansh
- 7 Zidaan Shahid Aly
- 8 KL BRO Biju Rithvik
- 9 Tech Master Shorts
- 10 Raj Shamani

TOP SONGS ON SHORTS



- 1 ATLXS - PASSO BEM SOLTO (Slowed)
- 2 Sanju Rathod, G-Spark - Shaky
- 3 Tanishk Bagchi, Faheem Abdullah, Arslan Nizami, Irshad Kamil - Saiyaara
- 4 Year Down, YUNG DSA - YEDA YUNG
- 5 D Hell - Mafia
- 6 Audiocrackerr, Khushi TDT - Victory Anthem
- 7 Knockwell, Lata Mangeshkar - Tune O Rangeele (Brazilian Funk Mix)
- 8 Neha Bhasin - Jutti Meri (Live)
- 9 Kajal Hathrasi, Anil Rawat - Payal Ki Khanak
- 10 Sonu Nigam ft Raju Kalakar, Anjali Arora, Rajan, Rishabh and Deepak - Dil Pe Chalai Churiya (Trending Version)

TOP SONGS



- 1 Irshad Kamil, Arslan Nizami, Tanishk Bagchi, Faheem Abdullah - Saiyaara
- 2 Kalyan Keys, Singer Prabha, Ramu Rathod - RANU BOMBAI KI RANU
- 3 G-Spark, Sanju Rathod - Shaky
- 4 Parampara Thakur - Raanjhan
- 5 Sheenam Katholic, Mr Boota, Masoom Sharma, Aarohi Raghav, Kay D - Teri Ramjhol Bole Gi
- 6 Simar Kaur, Yo Yo Honey Singh - Laal Pari
- 7 AliSoomroMusic - Pal Pal
- 8 Madhu Priya, Ramana Gogula - Godari Gattu Meedha
- 9 Roshan Mahoba - Tunak Tunak Sun Bhouji Ki Bain
- 10 Amit Trivedi, Madhubanti Bagchi, Amitabh Bhattacharya - Uyi Amma



INDIA



In a country as diverse as India, creators have historically found success by connecting with audiences in their native mother tongue, often finding common ground in uniquely relatable local nuances and moments of shared culture – namely movies, sports and current events.

While this continues to be true for creators like Sourav Joshi, Sejal Gaba, and Raj Shamani, who gained millions of subscribers this year through daily vlogs, sketches and topical podcasts, 2025 also revealed an emerging shift in creator culture in India, where success is no longer contingent on a creator's region or language.

REACH THROUGH DUBBED LANGUAGES

MrBeast — who frequently dubbed audio on his videos across 7 Indian languages — gained over 47 million subscribers⁽¹⁾ from India this year, reaching millions of new fans. Today, pan-India dubbing has become the default choice to distribute entertainment across the country, be it by major studios like Sun Pictures that launched the trailer of Rajnikanth's "Coolie" in Tamil, Kannada, Hindi and Telugu, and top creators like Ashish Chanchlani, who is returning to YouTube with "Ekaki," an original horror comedy series, dubbed in five languages.

DISCOVERY THROUGH NON-VERBAL SHORTS

At the other end of the spectrum are an emerging cohort of Shorts-first channels that have found nationwide success with non-verbal content, relying on music and visual gestures for narrative structure. The most prolific creator in this genre is KL BRO Biju Rithvik, a family channel from Kerala, that has built a community of over 79 million subscribers with their "Tom & Jerry" style family adventures. This year, we have also seen the rise of 김프로KIMPRO, a Korean creator collective that use non-verbal visual challenges to gamify the Shorts viewing experience.

RELEVANCE THROUGH INTERNET-FIRST PHENOMENA

When language cannot unite, there are memes. This year, unique internet-first phenomena quickly cemented itself into national vocabulary, alongside Bollywood and cricket. Labubu collectables and "Tung tung tung sahur," an AI character from the world of Italian Brainrot, were not only social memes, they also became fertile creative fodder for channels like Carry Depie, Ayush More and Wanderers Hub. These creators integrated the memes into scripted stories, horror satire and modded recreations within Minecraft and Roblox, helping localise the phenomena with Indian sensibilities.

As we look towards 2026, sustained success in India will increasingly be defined by inventive creators that are looking to transcend boundaries of geography and region – by tapping into shared cultures, leveraging new language features and non-verbal formats, and participating in internet-first phenomena that have entered the national vocabulary.

⁽¹⁾ Source: Youtube data, Global, January 1 - November 18, 2025

FRANCE

TRENDING TOPICS



- Squid Game
- KPop Demon Hunters
- Anyme023
- Brainrot
- Labubu
- Ousmane Dembélé
- Steal a Brainrot
- KATSEYE
- L2B
- Nintendo Switch 2

TOP CREATORS



- 1 Anyme TV
- 2 LEGEND
- 3 Sylvain Lyve
- 4 MrBeast
- 5 Unchained_Off
- 6 Kevko
- 7 Casey & Tess (et Papa)
- 8 Eric & Ramzy
- 9 SQUEEZIE
- 10 Michou

TOP SONGS ON SHORTS



- 1 ATLXS - PASSO BEM SOLTO (Slowed)
- 2 Siaka - Los Angeles
- 3 GIMS - NINAO
- 4 Joyful - chess
- 5 Nono La Grinta - Paris
- 6 Black Eyed Peas - Rock That Body
- 7 ΣP, Nakama - DIA DELÍCIA
- 8 Marou Chenko - Nagasaki
- 9 elysian., ANDROMEDA - MONTAGEM COMA
- 10 Yb Wasg'ood, Ariis - LUNA BALA (Slowed)

TOP SONGS



- 1 GIMS - NINAO
- 2 GIMS - CIEL
- 3 ROSÉ, Bruno Mars - APT.
- 4 KeBlack ft. Guy2Bezbar - Melrose Place
- 5 Joé Dwèt Filé 4 Kampé
- 6 GIMS, La Mano 1.9 - PARISIENNE
- 7 Gazo - NANANI NANANA
- 8 KeBlack - Mood
- 9 Soolking ft. GIMS - Carré OK
- 10 LUIZA, Bleu Soleil - Soleil Bleu



FRANCE



CREATORS ARE THE NEW BROADCASTERS

In analysing the French channels that gained the most subscribers this year, we find an emerging cohort of creators whose success reflects a shifting paradigm in which creators are becoming the new broadcasters. Across entertainment, news, and sports, they now serve as primary destinations, building sustained audiences allowing them to expand to new creative endeavors.

THE NEW AUTHORITIES

HugoDécrypte, who has maintained a decade-long presence on YouTube now serves as a primary news source for the younger generation, having the level of reach with under-35s that is comparable with or higher than many French mainstream news organisations (Reuters Institute Digital News Report, 2025). His activities are now expanding into Canada. In sports, L'immigré Parisien has cultivated a similar authority, becoming a go-to for football fans through his unfiltered, fan-first live watch-alongs. These generated over 115 million views in the past year, a new personal record. Importantly, his choice to remain independent of pay-TV reinforces his YouTube-native status. In a true breakthrough, Zack Nani, known for his (very) long form interviews — including those of athletes, recently secured the exclusive broadcast rights to the France U21 national team on his channel — a role previously reserved for major television networks.

EXPANDING (SWIFTLY) BEYOND GAMING

The rapid ascension of AnymeTV, who only started posting on YouTube last year, exemplifies this shift in entertainment. His livestreams have quickly evolved from classic gaming into a blend of gaming, spontaneous comedy, skits, and many other things — forming a continuous "one-man show." This deliberate openness made his long streams a steady source of content for his community to clip and share (and often memify) through short-form video — giving him continuous visibility. This momentum enabled effortless successful expansion into new creative territory, like music, generating his most-viewed video of the year (over 17 million views).

FROM ONLINE BROADCAST TO IRL PRESENCE

Some of the year's fast growing creators also demonstrated how broadcast-style presence can extend offline. Byilhan and Nico Là transitioned into streaming IRL events that have grown to become massive. Their recent high-stakes, low-fi challenge — a live-streamed 900km walk from Montpellier to Paris became a national event, generating millions of views on YouTube through condensed highlights, and drawing thousands of fans in person along the route. This spontaneity and endurance create real world connections. The resulting mainstream media coverage reflected the scale of attention those creator-driven events can command.

These creators achieve longevity by building a sustained audience, rather than chasing one breakout hit. This foundation allows them to convert spontaneous moments into lasting assets, fueling their expansion into new formats, institutional roles and real-world events.

MIDDLE EAST & NORTH AFRICA

TRENDING TOPICS



- AI
- Labubu
- Squid Game
- Lamine Yamal
- Grow A Garden
- Raphinha
- Eid Al-Adha
- Blue Lock
- Ramadan 2025
- Brainrot

TOP CREATORS



- 1 MrBeast
- 2 Abo rany
- 3 Alhassän Adel _ كابتن حسن عادل
- 4 SHoNgxBonG
- 5 UTD Saudi فيصل السيف
- 6 AboFlah
- 7 Reda AL Masre
- 8 ابو نوح
- 9 صخر
- 10 Om sayf ام سيف

TOP SONGS ON SHORTS



- 1 ATLXS - PASSO BEM SOLTO (Slowed)
- 2 JONY, EMIN - Камин
- 3 Connie Francis - Pretty Little Baby
- 4 elysian., ANDROMEDA - MONTAGEM COMA
- 5 satirin - MATUSHKA ULTRAFUNK
- 6 ΣΡ, Nakama - DIA DELÍCIA
- 7 NCTS - NEXT!
- 8 Black Eyed Peas - Rock That Body
- 9 Nakama, Mc Staff - MENTE MÁ
- 10 Yb Wasg'ood, Ariis - LUNA BALA (Slowed)

TOP SONGS



- 1 Fouad Jned, Bessan Ismail - خطية | Khtaya
- 2 Fadel Chaker - أحلى رسمه
- 3 Rahma Mohsen - حفلة تنكرية
- 4 Ahmad Sattar - ناري
- 5 Hamza Almahmdwi - اول مرة
- 6 Amr Diab - Baba
- 7 ROSÉ, Bruno Mars - APT.
- 8 Tamer Hosny, AL SHAMI - Maleket Gamal El Kon
- 9 Mounim Slimani - Jedi ou Jedek
- 10 Cheb Momo - عطيتها l'amour عطيتها



MIDDLE EAST & NORTH AFRICA

Creators who broke through in MENA in 2025 exemplify a new shift in creator culture and have set the tone for what's to come, with content that inhabits a digital ecosystem propelled by globally popular fandoms, trends and meme culture.

MORE HAPPENING ON-SCREEN

A prime example is Mina Ashraf, a creator who dabbles with AI filters, features brainrot memes (a Trending Topic for MENA this year) and as a result represents this new wave of creativity, with an emphasis on on-screen graphics and videos with a mobile game-like appearance. Ashraf added over half his subscriber base in 2025.

Esraa Nabil is already a hugely popular creator due to her deftness at tapping into a wide swathe of trending content formats and concepts. This year saw her take more of a short-form approach with more on-screen graphics and overlays, an approach that has since been reflected in her long-form videos.

FANDOMS TO THE FORE

A major fandom around which creators coalesce is gaming, and horror gaming specifically, which has become popular regionally thanks to massive titles like Poppy Playtime and Granny. Gaming creators like HOPE Rima and Peekaa leaned heavily into this genre. Even Minecraft-first creators like Rania Gaming dialled up the horror in 2025.

In a similar vein, Ayoub Animation is an example of global interest and fandom around anime, and as an animator often includes anime characters in his content, in addition to his locally-grounded storytime animation videos. So it's little surprise to see anime title "Blue Lock" on this year's Trending Topics List.

Another global fandom that remains enduringly popular in MENA is football, with Barcelona FC stars Lamine Yamal and Raphinha both appearing in the Trending Topics list. Creator content around football is ever evolving but a standout story this year was creator AboFlah's Match 4 Hope, a charity football live stream that brought together creators from MENA, the U.S. and U.K. with a bevy of famous former footballers.

This new generation of emergent creators grew up on the internet, exhibits high digital culture literacy with their finger on the pulse of its global zeitgeist, attuned to its language and sensibilities. Their strategies exemplify this shift in next gen creativity, with a fluidity in popular trending formats, AI tools and a short-form first approach.

INDONESIA

TRENDING TOPICS



- Anomali
- Squid Game
- Velocity
- Dedi Mulyadi
- User-Generated Roblox Experiences: Grow a Garden, Dandy's World
- Jumbo
- Fourtwnty
- Juan Reza
- Pacu Jalur
- yb

TOP CREATORS



- 1 MrBeast
- 2 Dhot Design
- 3 Adam Hidayat
- 4 Keripik kentang Mas boy
- 5 Frost Diamond
- 6 Arya Kurniawan
- 7 itsmeissie
- 8 Stokes Twins
- 9 KANG DEDI MULYADI CHANNEL
- 10 Sptrakori_Official

TOP SONGS ON SHORTS



- 1 SILET OPEN UP, Diva Aurel, Juan Reza, Jacson Zeran - TABOLA BALE
- 2 Faris Adam - Stecu Stecu
- 3 MikkyZia - Aku Dah Lupa
- 4 ATLXS - PASSO BEM SOLTO (Slowed)
- 5 Tenxi, Jemsii, Naykilla - Kasih Aba Aba
- 6 NaSriL SOPAN - CLBK PLAT KT
- 7 AiScReam - 愛♡スクリ〜ム!
- 8 Tenxi, Naykilla, Jemsii - Garam & Madu (Sakit Dadaku)
- 9 Tenxi, Jemsii - Bintang 5
- 10 Connie Francis - Pretty Little Baby

TOP SONGS



- 1 SILET OPEN UP, Diva Aurel, Juan Reza, Jacson Zeran - TABOLA BALE
- 2 Fourtwnty feat. Charita Utami - MANGU
- 3 Faris Adam - Stecu Stecu
- 4 Tenxi, Naykilla, Jemsii - Garam & Madu (Sakit Dadaku)
- 5 Andmesh - Anugerah Terindah
- 6 Juan Reza - PICA PICA
- 7 .Feast - Nina
- 8 yung kai - blue
- 9 Raim Laode - Lesung Pipi
- 10 Quinn Salman, Prince Poetiray - Selalu Ada di Nadimu



INDONESIA



In analyzing the most popular topics, songs, and channels in Indonesia, we see an indication younger generations are becoming the authoritative voice of digital video culture. In fact, many of the creators who are experiencing the most growth are those whose content is increasingly referencing Internet culture while simultaneously showcasing their unique Indonesian identities. This looking outward and inward is reflected notably in the growth of anomali (anomaly) content and the rise of “hipdut” music.

YOUTH-DRIVEN MEMES

As the top trending topic in Indonesia, the anomali trend exemplifies how creators’ initial use of generative AI to build a world of haunting NPC enemies can become its own pop culture moment. Inspired by Italian brainrot characters, anomali often resemble anthropomorphic figures that pair inanimate objects or animals with human-like features and then labelled with nonsensical names. On YouTube, some of this year’s most subscribed creators have benefitted from engaging with this youth-driven creativity. Creators like Enima use this technology to craft stories about these figures, while gaming creators like Frost Diamond expanded from regular gameplays to comedy skits.

The trend’s surge in popularity can be attributed to the locally made and Ramadan-inspired character, Tung Tung Tung Sahur. Both local and foreign creators reference the personified traditional wooden-slit gong in their videos through guessing challenges on Shorts, full-length animations, memes, and more. In fact, among the more than 445,000 video uploads with the term “Tung Tung Tung Sahur” in the title, 79% originate from outside Indonesia. This wealth of content not only solidified it as a key character in the broader Italian brainrot universe, but is also evidence of the power creators have to drive a niche subculture into the global stage.

INTRODUCING “HIPDUT”

Dangdut has long been a genre that quintessentially captures Indonesian sounds and aesthetics, but the release of the fusion “hipdut” (hip-hop and dangdut) track “Garam & Madu” by Gen Z artists Tenxi, Naykilla and Jemsii in the tail-end of last year started a new musical movement. As the artists appear multiple times on the Top Songs on Shorts list, their growth is also reflected on their independent label channel antinrml, which gained 235M views this year. By amplifying these songs through dance and lip sync trends on short-form video, they successfully established hipdut as a new subgenre in Indonesian popular music that has since been embraced by other acts like MikkyZia. By mixing a sound that’s inherently familiar but informed by global influences and local short-form video culture, these innovative young artists have crafted the sound of the next generation.

In conclusion, young Indonesians are bursting with creativity through media that are authentic and most relevant to them. Whether that’s riffing on an AI-generated brainrot character or producing a new subgenre, they ultimately rely on their lived experiences and online content consumption to bring something new to the table. To do that, video has become the language for inspiration and participation in order to collectively shape what Indonesian video culture is today.

UNITED KINGDOM

TRENDING TOPICS



- Squid Game
- User-Generated Roblox Experiences: Grow a Garden, Dandy's World, Forsaken, Steal a Brainrot
- KPop Demon Hunters
- Brainrot
- Labubu
- KATSEYE
- Nintendo Switch 2
- A Minecraft Movie
- Charlie Kirk
- Blue Lock

TOP CREATORS



- 1 MrBeast
- 2 Double Date
- 3 CaylusBlox
- 4 Cadel and Mia
- 5 The Diary Of A CEO
- 6 Outdoor Boys
- 7 Law By Mike
- 8 IShowSpeed
- 9 itsZedarGD
- 10 Foltyn

TOP SONGS ON SHORTS



- 1 ATLXS - PASSO BEM SOLTO (Slowed)
- 2 Joyful - chess
- 3 Black Eyed Peas - Rock That Body
- 4 Connie Francis - Pretty Little Baby
- 5 Forrest Frank - YOUR WAY'S BETTER
- 6 Doechii - Anxiety
- 7 Moliy, Skillibeng, Shenseea, Silent Addy - Shake It To The Max (Fly) (Remix)
- 8 Billie Eilish - Ocean Eyes
- 9 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 10 Jiandro, ola.wav - Confess your love

TOP SONGS



- 1 ROSÉ, Bruno Mars - APT.
- 2 Alex Warren - Ordinary
- 3 HUNTR/X (KPop Demon Hunters Cast) - Golden
- 4 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 5 Chrystal - The Days
- 6 HUNTR/X (KPop Demon Hunters Cast) - How It's Done
- 7 Saja Boys (KPop Demon Hunters Cast) - Your Idol
- 8 Moliy, Silent Addy, Skillibeng, Shenseea - Shake It To The Max (FLY) (Remix)
- 9 Chappell Roan - Pink Pony Club
- 10 Lola Young - Messy



UNITED KINGDOM



THE UNEXPECTED GROWTH OF LONG-FORM VIDEO

While focus is on the undeniable growth of short-form video, something interesting has been happening: long-form content's popularity has been thriving, too. Widespread discussion of dwindling attention spans does not seem to be merited on YouTube.

LONG-FORM EXPLAINERS, DEEP IMPACT

In the U.K., among the many channels experiencing a surge in subscriptions this year has been Gary's Economics, for example. Fronted by Gary Stevenson, he uses the simple, pared-down aesthetics often associated with the Shorts ecosystem, but his videos are rarely below 30 minutes. Gary's timely explainers help his viewers navigate an increasingly turbulent political world. His audience rewards the time he puts into dissecting complex matters, which is a reassuring reflection of people seeking nuance and depth. He has even inspired political figures to start creating on the platform, too.

MOVING BEYOND SHORT-FORM

This appetite from users for more extended engagement is seen throughout the fastest growing channels, which has led some creators to add long-form to their short-form repertoire. For example, Madeline Argy rose to fame through pithy takes about her life, she now regularly makes content that runs upwards of 40 minutes, unpacking topics like fourth-wave feminism, imposter syndrome and toxic masculinity. As someone in her early twenties, she is defying the narrative around young people and their attention spans, as the host and her audience can attest: over a third of her growth has come in the last year.

Likewise with Niko Omilana, also Gen Z, he gained a significant portion of his subs this year. His content is often close to an hour. He confronts societal issues, like the anti-immigration movement and the cost of living crisis, through levity, which allows his audience to understand these challenging concepts, but through an accessible lens. By using longform, he gives the necessary space to the conversation to allow his audience to fully grasp the breadth of the topic.

This resurgence of long-form — though perhaps it never really went away, so it's rather the *endurance* of long-form — is not just counter to the prevalent narrative about the direction of video creation and consumption, it is also a cultural mandate. While we often hear that people are dealing with topics in a superficial way, due to a combination of the volume of content, the pace of news, plus the consumption of Short Form Video and Social Media, it seems that for many people just the opposite is true. Viewers are seeking more profound and more insightful content, perhaps precisely in reaction to the feeling of surface level information. With the topics that they care about they want to go deeper. Authenticity, depth and trust will always demand — and receive — the audience's full attention.

BRAZIL

TRENDING TOPICS



- Brainrot
- Squid Game / Round 6
- Dandy's World
- KPop Demon Hunters
- Bobbie Goods
- Labubu
- 2025 Campeonato Brasileiro Série A
- Blue Lock
- Lamine Yamal
- KATSEYE

TOP CREATORS



- 1 Emilyly Vick
- 2 Natan por Aí
- 3 Junão
- 4 Xinglau
- 5 PIZÃO
- 6 Katlenof
- 7 Enaldinho
- 8 Rafa & Luiz
- 9 Jazzghost
- 10 Anninha

TOP SONGS ON SHORTS



- 1 ATLXS - PASSO BEM SOLTO (Slowed)
- 2 Joyful - chess
- 3 Felipe Amorim, Vitão, BIN, Malibu Studios - Eu Vou na Sua Casa
- 4 DG e Batidão Stronda, MC Davi, J. Eskine, MC G15 - Mãe Solteira
- 5 Black Eyed Peas - Rock That Body
- 6 Felipe Beats, Zé Felipe, Vitor Daslent's - Porsche Azul
- 7 Fantomel, Kate Linn - Dame Un Grrr
- 8 repsaj, MXZI, ATLXS - MONTAGEM BAILÃO
- 9 Emilyly Vick, Void - Vingança
- 10 DJ KOALA6, DJ ROBOCOP MF, Mc Gw - RITMADA PODEROSA

TOP SONGS



- 1 Grupo Menos É Mais, Simone Mendes - P do Pecado (Ao Vivo)
- 2 Danilo e Davi - Apaga Apaga Apaga (Ao Vivo)
- 3 Diego & Victor Hugo - Tubarões (Ao Vivo)
- 4 J. Eskine, Alef Donk - Resenha do Arrocha
- 5 Oruam, Zé Felipe, MC Tuto - Oh Garota Eu Quero Você Só Pra Mim
- 6 Henrique & Juliano - Última Saudade (Ao Vivo)
- 7 DG e Batidão Stronda, MC Davi, J. Eskine, MC G15 - Mãe Solteira
- 8 NILO, DJ Di Marques, MC Paiva - Fui Mlk
- 9 Lady Gaga, Bruno Mars - Die With A Smile
- 10 Eric Land, Natanzinho Lima - Pilantra e Meio



BRAZIL



What happens when a reality show, a sitcom, and a video game all collide on one platform? You get the new cultural landscape of YouTube Brazil, led by creators like **Enaldinho**, **Emilly Vick**, **Natan por Aí**, and the Neagle. These creators are among the most-subscribed in Brazil this year and represent an emerging generation, connecting with young audiences. By “gamifying” their daily lives and building shared universes, these creators are offering viewers an immersive experience that is turning their lives into must-watch TV.

GAMIFIED LIVES

For this next generation, daily life isn't just documented; it's an arena for competition. These creators transform everyday activities, like a trip to the grocery store, into gripping content, such as Natan Por Aí, who visited the most expensive city in the world with only R\$1, or Neagle, with the video “I tested the worst 1-star hotels.”

SHARED UNIVERSES

The second component is the Shared Universe. Often operating out of shared creator houses, many of this next generation of creators function like the beloved ensemble cast of a perpetual sitcom. This structure encourages multi-platform loyalty, requiring the audience to follow different channels to catch the full plot of the group's interpersonal dynamics with creators appearing in each other's videos, such as Enaldinho, spending a few hours at Natan's house, or Emily Vick discovering that her sister Katlenof is pregnant.

These creators' success comes from developing new ways to immerse their fans in their lives. In turn, their fans become digital biographers: tracking relationships, analyzing “dramas,” and even suggesting new challenge arcs in the comments, making them co-creators of the plot. The audience feels they are part of the drama and fun of the house, fostering deep loyalty.

This fusion of reality, competition, and continuous, crossover narrative is creating a powerful construct that is highly resonant with the next generation of viewers.



JAPAN



TRENDING TOPICS



- Demon Slayer: Kimetsu no Yaiba
- Monster Hunter Wilds
- Nintendo Switch 2
- Expo 2025
- HANA
- Mobile Suit Gundam GQuuuuuuX
- Chainsaw Man
- Mario Kart World
- Naruto Dance
- Squid Game

TOP CREATORS



- 1 ブルーシー【Blue Sea】
- 2 両学長 リベラルアーツ大学
- 3 アニメ『銀河特急 ミルキー☆サブウェイ』公式
- 4 HikakinClipTV
- 5 10分ドラマ『東京彼女』『東京彼氏』公式
- 6 ドズル社
- 7 佐久間宣行のNOBROCK TV
- 8 めておら【公式】Meteorites-STPR新人歌手グループ
- 9 テセサクch
- 10 グウェル・オス・ガール / Gwelu Os Gar 【にじさんじ】

TOP SONGS ON SHORTS



- 1 Roga. - First Song
- 2 Kenshi Yonezu - IRIS OUT
- 3 柊マグネタイト - テトリス
- 4 AiScReam - 愛♡スクリ〜ム!
- 5 yoshimoto ojisan (feat. UI) - お返事まだカナ?おじさん構文!
- 6 Kocchi no Kento - けっかおーらい
- 7 ATLXS - PASSO BEM SOLTO (Slowed)
- 8 Diego Mitre - Hashiras, Assemble! (from "Demon Slayer")
- 9 HALVES - 嫌々
- 10 DECO*27 (feat. Hatsune Miku) - テレパシ

TOP SONGS



- 1 HANA - ROSE
- 2 Kenshi Yonezu - IRIS OUT
- 3 sakanaction - 怪獣
- 4 Mrs. GREEN APPLE - ダーリン
- 5 DECO*27 (feat. Hatsune Miku) - モニタリング
- 6 Mrs. GREEN APPLE - クスシキ
- 7 Kenshi Yonezu - Plazma
- 8 Kenshi Yonezu - BOW AND ARROW
- 9 HANA - Blue Jeans
- 10 CANDY TUNE - 倍倍FIGHT!



CANADA



TRENDING TOPICS



- Squid Game
- User-Generated Roblox Experiences: Grow a Garden, Dandy's World, Forsaken, Steal a Brainrot
- KPop Demon Hunters
- Brainrot
- Tariff
- Labubu
- Mark Carney
- Katseye
- Nintendo Switch
- Blue Lock

TOP CREATORS



- 1 MrBeast
- 2 Outdoor Boys
- 3 The Diary of a CEO
- 4 CaylusBlox
- 5 Law by Mike
- 6 Double Date
- 7 IShowSpeed
- 8 Cadel and Mia
- 9 Nick DiGiovanni
- 10 Foltyn

TOP SONGS ON SHORTS



- 1 ATLXS - Passo Bem Solto (Slowed)
- 2 Connie Francis - Pretty Little Baby
- 3 Joyful - chess
- 4 Black Eyed Peas - Rock That Body
- 5 yung kai - blue
- 6 Forrest Frank - YOUR WAY'S BETTER
- 7 Doechii - Anxiety
- 8 Moliy, Skillibeng, Shenseea, Silent Addy - Shake It To The Max (Fly) (Remix)
- 9 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 10 Billie Eilish - Ocean Eyes

TOP SONGS



- 1 ROSÉ, Bruno Mars - APT.
- 2 Lady Gaga, Bruno Mars - Die With A Smile
- 3 HUNTR/X (KPop Demon Hunters Cast) - Golden
- 4 Saja Boys (KPop Demon Hunters Cast) - Soda Pop
- 5 Alex Warren - Ordinary
- 6 HUNTR/X (KPop Demon Hunters Cast) - How It's Done
- 7 Saja Boys (KPop Demon Hunters Cast) - Your Idol
- 8 Chappell Roan - Pink Pony Club
- 9 Gigi Perez - Sailor Song
- 10 The Weeknd, Playboi Carti - Timeless

METHODOLOGY

TRENDING TOPICS

The Trending Topics list highlights top moments in culture – movies, memes, music, and more – as reflected on YouTube, based on analysis by the YouTube Culture & Trends team of a variety of signals, including views, uploads, and creator activity around these topics. Only topics determined to have conspicuous popularity this year, either because they were new to 2025 or because they experienced significant increases in user interest metrics, were eligible.



TOP CREATORS

Channel rankings based on in-country subscribers gained in 2025. This excludes artists, brands, media companies, and children's channels. One channel per creator.



TOP SONGS

Based on in-country views of songs that debuted in 2025 or saw significant year-over-year growth. Including official music videos, lyric videos, and art track videos



TOP MUSIC VIDEOS

Based on in-country views of official music videos that debuted in 2025. Excluding live performance videos and art track videos.



TOP SONGS ON SHORTS

Based on in-country Shorts creations for songs that debuted in 2025 or saw significant year-over-year creation growth.



TOP PODCASTS

Ranks the most popular podcast playlists on YouTube, based on total watch time in the U.S. in 2025. Excluding clips and Shorts.

