

REPORT

Top Search Trends

in Q1/2023

*Analysis on Cốc Cốc users.





What did Cốc Cốc users search for in the first quarter of 2023?

The quarter I/2023 recorded special users interest in Entertainment topic, with **“Taxi Driver 2”** and **“Nhà bà Nữ”** (*“The House of No Man”*) being the two most prominent series and cinema movies. Besides, **“chuyến bay tết”** (*Tết flights*), **“ô nhiễm không khí”** (*air pollution*) and **“chatgpt”** were some of the most notable search keywords in the past quarter.

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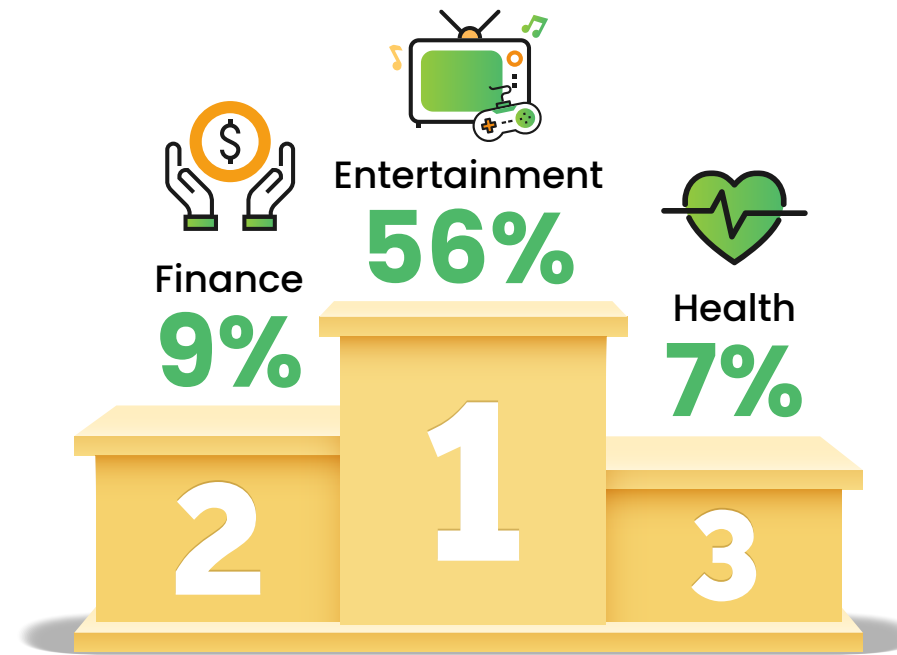


Most popular search topics

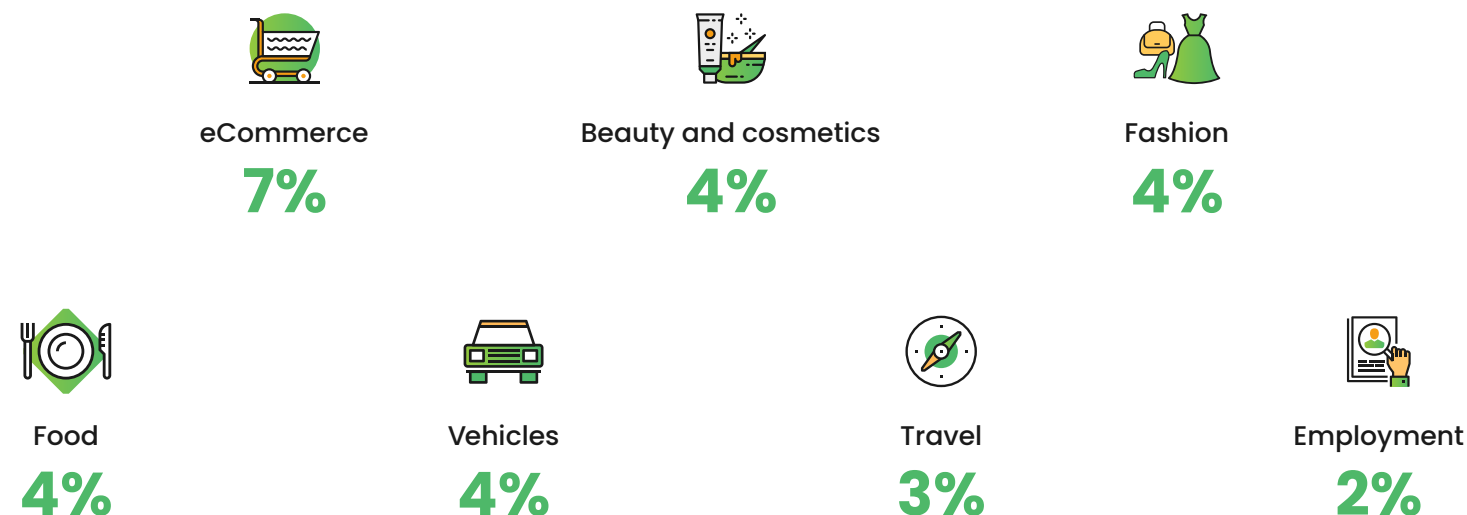
Top 10

In quarter I/2023, Entertainment was the most searched topic by Cốc Cốc users.

Here are the **most searched** topics in quarter I/2023.

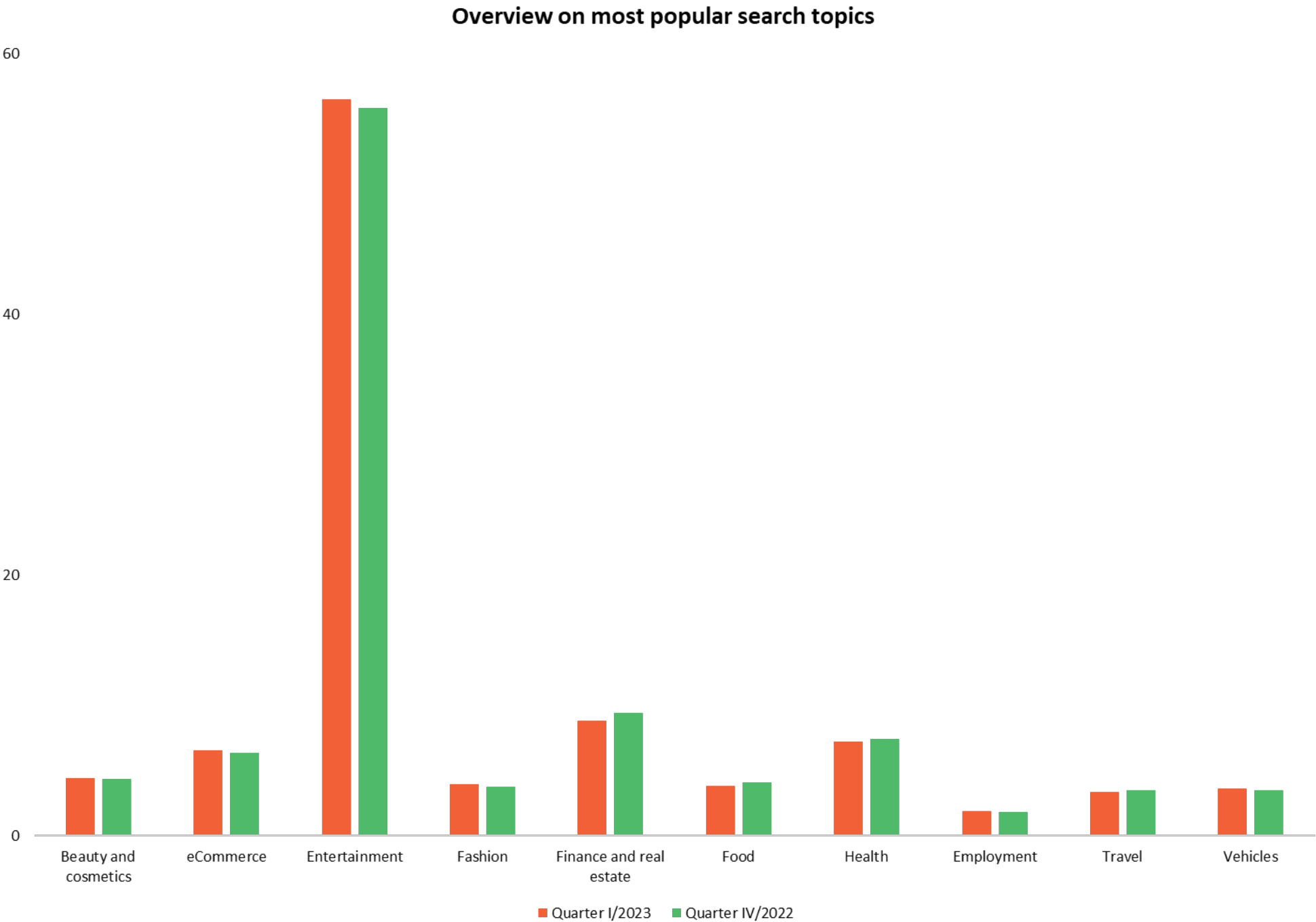


Entertainment, Finance and **Health** were the Top 3 most popular search topics, respectively accounting for **56%, 9%** and **7%** of the total search volume of the Top 10 search topics on Cốc Cốc Search in quarter I/2023. Other popular search topics were:





Regarding overall trends, the search volume proportion of most topics did not have a lot of significant changes.





Search Trends

Travel

The search for domestic tourist destinations increased sharply, especially tourist attractions in Hanoi and spiritual tourist destinations.

Top search keywords

Leading in search volume were keywords relating to **booking websites/applications**. Next were the keywords related to **Hanoi traveling** and **flight tickets**.

Popular keyword

(booking website/application)

hà nội

vé máy bay

vé máy bay giá rẻ

tháp rùa

Besides, the first quarter was also the time of the Lunar New Year. Therefore, the search volume of **“chuyến bay tết”** (*Tết flights*) also witnessed a spike of **215,500%**.

Trending keyword

chuyến bay tết ▲ **215,500%**

danh thắng hà nội ▲ **621%**

quảng trường ba đình ▲ **416%**

chùa tam chúc ▲ **380%**

tháp rùa ▲ **356%**

hồ hoàn kiếm ▲ **355%**

chùa thiên mụ ▲ **300%**

bản đồ việt nam ▲ **161%**

hà nội ▲ **113%**

vịnh hạ long ▲ **53%**

Domestic travel

In quarter I/2023, **Hà Nội, Hạ Long** and **Đà Nẵng** were the most searched travel cities.

Popular keyword

hà nội	đà lạt
hạ long	nha trang
đà nẵng	tp. hồ chí minh
huế	vũng tàu
hội an	phú quốc

Notably, spiritual tourist destinations such as **temples, pagodas** were searched more in the beginning of the year.

Trending keyword

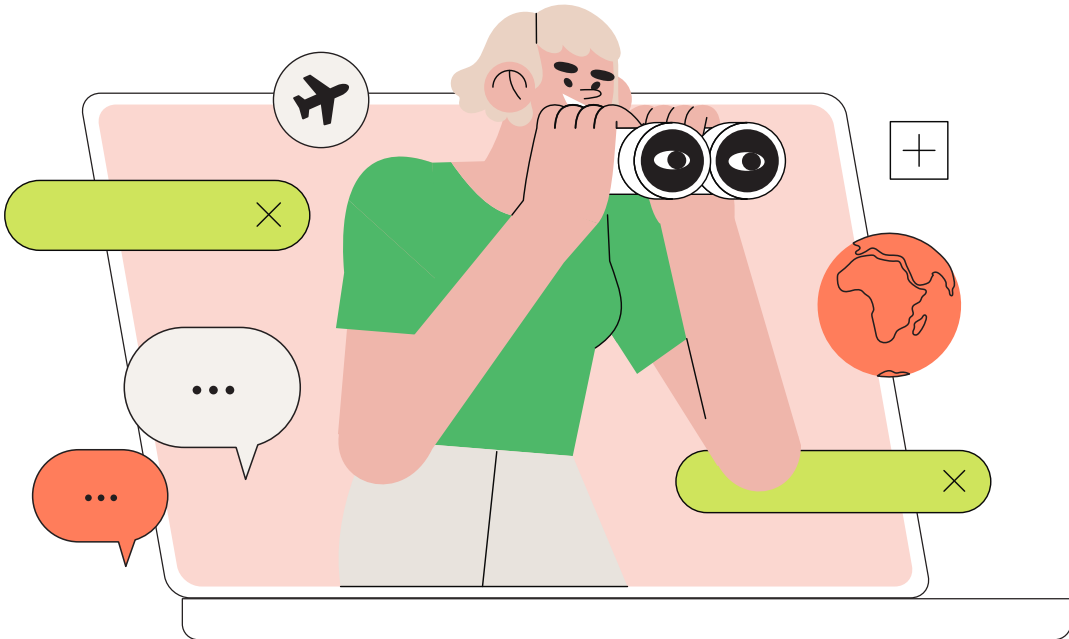
chùa tam chúc	▲ 380%
chùa thiên mục	▲ 300%
chùa hương	▲ 159%
chùa bái đình	▲ 57%
đền hùng	▲ 54%

International travel

Singapore, Barcelona and Paris were the international destinations that gained the most searches in the past quarter.

Popular keyword

singapore	los angeles
barcelona	london
paris	sydney
tokyo	seoul
new york	melbourne





Search Trends

Health

Users had the tendency to worry more about air pollution and respiratory disease. The harmful effects of electronic cigarettes were also more concerned by users.

Top search keywords

Search keywords relating to **pharmacies** had the highest search volume. Particularly, the **Vietnamese Doctor's Day** (February 27th) with the doodle image honoring the contingent of medical staff and doctors on Cốc Cốc Search also received lots of interest from users in the past quarter.

Popular keyword

- (pharmacy)
- ngày thầy thuốc việt nam/ngày của bác sĩ
- siêu âm tim/khám tim mạch ngoài giờ
- thuốc lá điện tử
- ô nhiễm không khí

Prominently, keywords relating to **cardiovascular examination** and “**ô nhiễm không khí**” (*air pollution*) also increased sharply by **196%** and **150%** in search volume compared to the previous quarter.

Trending keyword

- ngày thầy thuốc việt nam/ngày của bác sĩ ▲ **4,400%**
- siêu âm tim/khám tim mạch ngoài giờ ▲ **196%**
- ô nhiễm không khí ▲ **150%**
- đông trùng hạ thảo ▲ **67%**
- thuốc lá điện tử ▲ **30%**

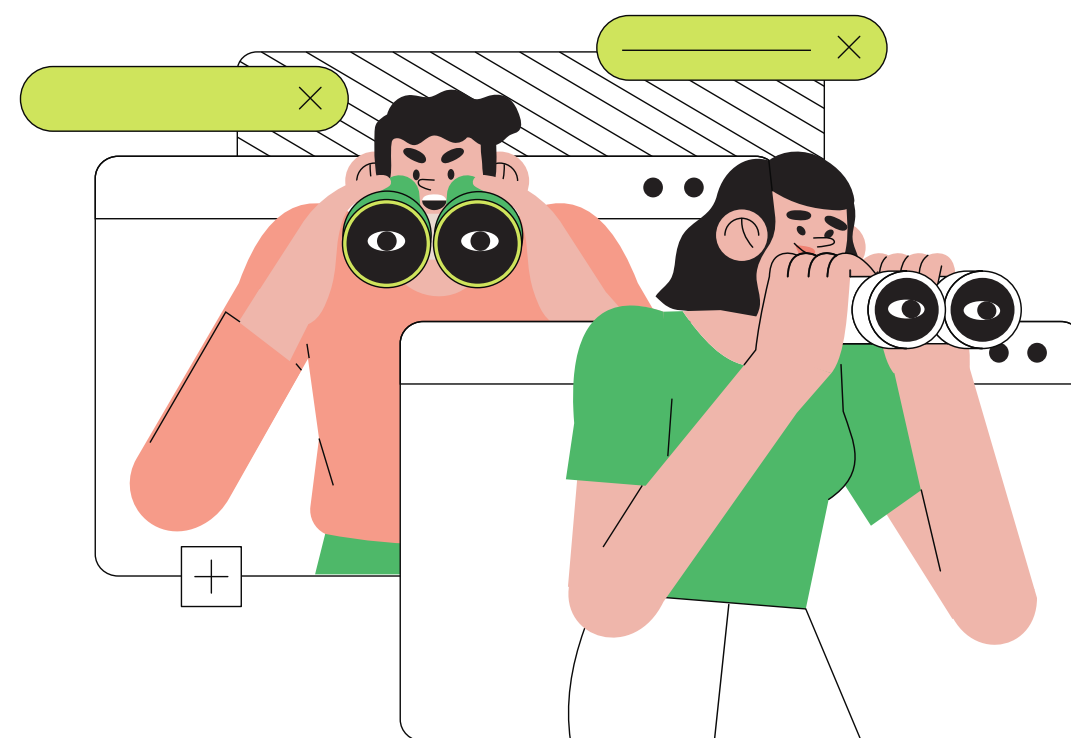


Air pollution and respiratory diseases

Compared to the previous quarter, users showed more concerns about air pollution and respiratory diseases. Notably, keywords such as “**suy hô hấp**” (*acute respiratory distress syndrome*) and “**suy hô hấp là gì**” (*what is acute respiratory distress syndrome*) gained a **966%** increase in search volume.

Trending keyword

suy hô hấp/suy hô hấp là gì	▲ 966%
ô nhiễm không khí ở hà nội	▲ 94%
ô nhiễm không khí ở việt nam	▲ 71%
khẩu trang (các loại)	▲ 69%
hen/hen suyễn	▲ 69%



Electronic cigarettes

Getting informed about the proposal to ban electronic cigarettes in Vietnam, users also searched more for keywords revolving around this issue. **“Tác hại của thuốc lá điện tử”** (*harmful effects of electronic cigarettes*) were significantly more concerned by users with an increase of **71%** in search volume compared to the previous quarter.

Trending keyword

thuốc lá điện tử pod	▲ 123%
thuốc lá điện tử là gì	▲ 88%
tác hại của thuốc lá điện tử	▲ 71%
thuốc lá điện tử	▲ 52%
hút thuốc lá điện tử	▲ 36%





Search Trends

Food

Cosy cookies, boba tea và bánh chưng (sticky rice cake) were the Top 3 most prominent food items in quarter I/2023.

Top search keywords

In the first 3 months of 2023, “**bánh cosy**” (cosy cookies) và “**trà sữa trân châu**” (boba tea) were the food items that gained the largest search volume.

Popular keyword

bánh cosy
trà sữa trân châu
bánh chưng
trà sữa

Compared to the previous quarter, “**trà sữa trân châu**” (boba tea) and “**bánh cosy**” (cosy cookies) also recorded the highest increase in search volume, up to **8,857%** and **2,324%**.

Trending keyword

trà sữa trân châu	▲ 8,857%
bánh cosy	▲ 2,324%
bánh chưng xanh	▲ 1,190%
bánh chưng	▲ 575%
nấu trà sữa	▲ 151%

Tết dishes

The beginning of the year was also the time that users searched more about the traditional dishes on Tết holiday. Besides keywords relating to **bánh chưng** (*sticky rice cake*) with a growth of **1,190%**, the search volume of "**bánh tét**" (*cylindrical sticky rice cake*) and "**bánh xèo**" (*sizzling pancake*) also increased significantly by **341%** and **55%** compared to the previous quarter, respectively.

Trending keyword

bánh chưng xanh	▲ 1,190%
bánh chưng	▲ 575%
món ăn ngày tết	▲ 545%
gói bánh chưng	▲ 508%
bánh tét	▲ 341%
bánh xèo	▲ 55%
tôm	▲ 40%
xúc xích	▲ 37%



With the [Recipe feature](#) on Cốc Cốc Search, users can quickly find cooking instructions for delicious dishes by occasions such as Tết holiday, birthday, wedding day and more.



Search Trends

Finance

Gold and gold prices were the hottest issue in the first 3 months of 2023.

Top search keywords

In quarter I/2023, “**giá vàng hôm nay**” (*today's gold prices*) were the most searched keyword.

Popular keyword

giá vàng hôm nay	binance
cafe	lãi suất ngân hàng

As the deadline for paying the licensing fee is on January 30 every year, “**thuế môn bài**” (*licensing tax*) was the keyword with the highest growth in search volume. Compared to the previous quarter, “**tỷ giá yên nhật**” (*Japanese Yen exchange rate*) and keywords relating to **US Dollar exchange rate** also grew slightly by **58%** and **14%** in search volume.

Trending keyword

thuế môn bài	▲ 444%
giá cà phê hôm nay	▲ 61%
tỷ giá yên nhật	▲ 58%
exness	▲ 29%
tỷ giá đô/giá đô hôm nay/tỷ giá usd/1 usd = vnd/tỷ giá usd	▲ 14%

Gold and gold prices

The search volume of keywords relating to **gold, gold prices** surged considerably on the God of Wealth Day (January 10 in lunar calendar).



Investment Portfolio

Regarding the types of assets in the investment portfolio, stocks like “**vndirect**” and “**vnindex**” were the most searched keywords by users.

Popular keyword

vndirect	doge
vnindex	cổ phiếu novaland
gold	oil
vnd	

To get quick updates on Vietnam’s and world’s financial markets, including information about fiat and crypto currency exchange rates, bank savings interest rates, stock market indexes, gold and petrol prices, users can use [Finance feature](#) on Cốc Cốc Search.



Search Trends

Employment

Recruitment and artificial intelligence tools were most interested by users.

Top search keywords

Job posting websites such as “**topcv**” and “**vieclam24h**” were the most searched keywords in the past quarter.

Popular keyword

topcv
vieclam24h
top cv
vietnamwork
careerbuilder

Besides, “**tuyển dụng**” (*recruitment*) và “**tìm việc làm**” (*job search*) also experienced a slight growth of **48%** and **33%** in search volume, respectively.

Trending keyword

tuyển dụng	▲ 48%
careerbuilder	▲ 47%
việc làm 24h	▲ 45%
tìm việc làm	▲ 33%



Internship

Users searched more about internship opportunities. In particular, the data industry attracted the most attention with the 2 keywords “**data engineer intern**” and “**data analyst intern**” increasing by **230%** and **61%** in search volume compared to the previous quarter.

Trending keyword

data engineer intern	▲ 230%
business analyst intern	▲ 69%
data analyst intern	▲ 61%
marketing intern	▲ 9%
legal intern	▲ 8%



Artificial intelligence

Along with the boom of the ChatGPT “phenomenon”, artificial intelligence tools and their capacity to replace the human workforce in the future also gained a lot of attention.

Trending keyword

chatgpt	▲ 4,155%
midjourney	▲ 586%
deepfake	▲ 37%
bard	★ New
notion ai	★ New





Search Trends

Entertainment

“Taxi Driver 2” and “Nhà bà Nữ” (“The House of No Man”) led the Top trending films. Táo quân (Kitchen Gods) and 2 Days 1 Night were the most notable shows.

Games

League of Legends and **My Hotpot Story** were the Top 2 most popular games in the first quarter of 2023. Besides, other games like **Pikachu** and **Arena of Valor** also saw negligible growth.

Trending keyword

liên minh huyền thoại	▲ 155%
tiệm lẩu đường hạnh phúc	▲ 85%
fifa online 4	▲ 41%
code blox fruit/blox fruit	▲ 22%

TV shows

In the beginning of the year, **Táo quân 2023** (*Kitchen Gods 2023*) was the show that aroused the most interest. Reality shows such as **2 Days 1 Night Vietnam**, **Boys Planet** and **Physical: 100** earned their spots in the Top trending.

Trending keyword

táo quân 2023	▲ 5,408%
2 ngày 1 đêm (mùa 2/việt nam)	▲ 11%
boys planet (999)	★ New
thể chất 100	★ New

Series

“**Taxi Driver 2**” was the most trending series in quarter I/2023.

Trending keyword	
taxi driver 2	▲ 163,903%
thời gian cùng anh vừa hay đúng lúc	▲ 136,993%
nghe nói em thích tôi	▲ 49,268%
tinh lực ngưng thành đường	▲ 24,130%
the glory	▲ 21,413%
thiếu niên ca hành	▲ 7,747%
đừng làm mẹ cầu	▲ 824%
hoàn hôn phần 2	▲ 598%

Movies

In the first 3 months of the year, Vietnamese movies such as “**Nhà bà Nữ**” (“*The House of No Man*”) and “**Chị chị em em 2**” (“*Sister Sister 2*”) attracted the most attention from users.

Trending keyword	
nhà bà nữ	▲ 55,910%
phim chị chị em em 2	▲ 10,051%
avatar 2	▲ 9,950%
mèo đi hia điều ước cuối cùng	▲ 4,657%
everything everywhere all at once	▲ 728%

Music

“Mong Một Ngày Anh Nhớ Đến Em”, “Bo Xì Bo” and “Em Đồng Ý (I Do)” were the Top 3 trending songs on Cốc Cốc Search.

Trending keyword

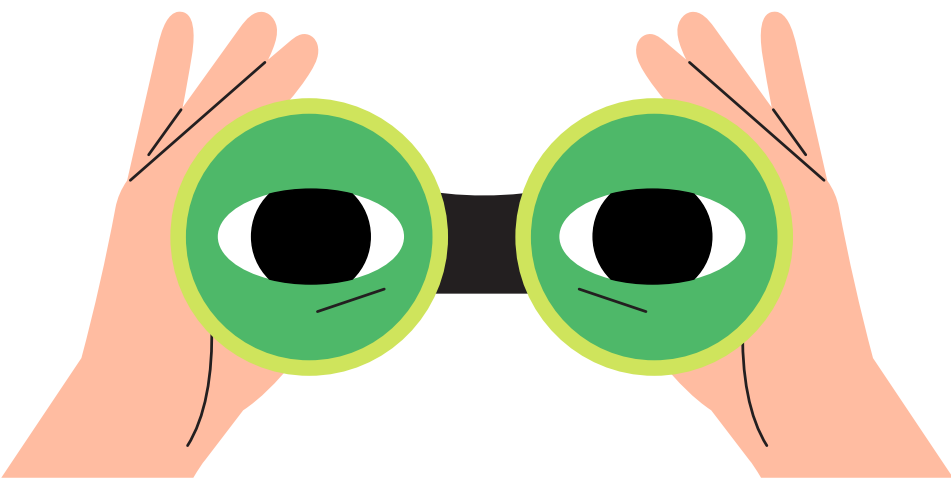
mong một ngày anh nhớ đến em	▲ 11,113%
bo xì bo	▲ 2,544%
em đồng ý (i do)	▲ 2,444%
ngắm pháo hoa cùng nhau	★ New
em là kẻ đáng thương	★ New
quả phụ tướng	★ New
don't côì	★ New

Anime and manga

“Record of Ragnarok” or “Cuộc Chiến Giữa Người và Thần” (“Shuumatsu No Valkyrie”) was the anime/manga series with the highest growth in search volume compared to quarter IV/2022.

Trending keyword

record of ragnarok	▲ 748%
cuộc chiến giữa người và thần	▲ 745%
blue lock	▲ 91%
one piece	▲ 6%





Search Trends eCommerce

iPhone, massage chair, vacuum robot and gifts were the top searched products.

Top search keywords

In quarter I/2023, **iPhone 12 Pro Max** and **iPhone 14 Pro Max** were among the Top searched keywords in eCommerce.

Popular keyword

iphone 12 pro max
truyện tranh
(sàn thương mại điện tử)
iphone 14 pro max
máy tính

In addition, products for **Valentine's Day** were searched more by **27,500%**. With the effects of Valentine's Day and Women's Day 8/3, the keyword **"hoa tulip"** (*tulips*) also soared by **1,103%** in search volume.

Trending keyword

ngày valentine	▲ 27,500%
hoa tulip	▲ 1,103%
xiaomi 13	▲ 805%
lego	▲ 66%
truyện tranh	▲ 11%

Tech products

In quarter I/2023, **iPhone** and **speaker** were the most searched products.

Compared to the previous quarter, **massage chair** witnessed a considerable growth in search volume, especially the keyword “**ghế massage nhật**” (*massage chair made in Japan*) recorded a growth of **2,211%**.

Trending keyword

ghế massage nhật	▲ 2,211%
ghế massage okinawa	▲ 77%
ghế massage nhật bản	▲ 27%
ghế massage kingsport	▲ 24%
ghế massage kagawa	▲ 23%

Popular keyword

iphone	loa
--------	-----

Moreover, the search volume of keywords relating to **vacuum robot** also rose appreciably. Most prominently, the keyword “**pin robot hút bụi**” (*vacuum robot battery*) doubled in search volume compared to quarter IV/2022.

Trending keyword

pin robot hút bụi	▲ 100%
giá robot hút bụi	▲ 27%
robot lau nhà	▲ 24%
robot hút bụi	▲ 17%
mua robot hút bụi	▲ 6%

Fashion

Search keywords relating to men – women or kid fashion generally saw a significant growth compared to the previous quarter.

Trending keyword

sơ mi nữ yody	▲ 456%
dior x prada	▲ 286%
layer nam	▲ 232%
body trẻ em	▲ 185%
tóc nam đẹp	▲ 127%

Beauty and cosmetics

In the beginning of the year, the products/services like “**nối mi**” (*lash extension*) và “**phun xăm thẩm mỹ**” (*inkjet tattoo*) were more interested by users.

Trending keyword

nối mi	▲ 297%
phun xăm thẩm mỹ	▲ 136%
bàn trang điểm	▲ 89%
kem chống nắng	▲ 75%
son (thương hiệu)	▲ 40%

Gifts

With the effects of **Lunar new year**, **Valentine's Day** and **Women's Day**, search keywords relating to gifts also entered the Top popular in eCommerce topic.

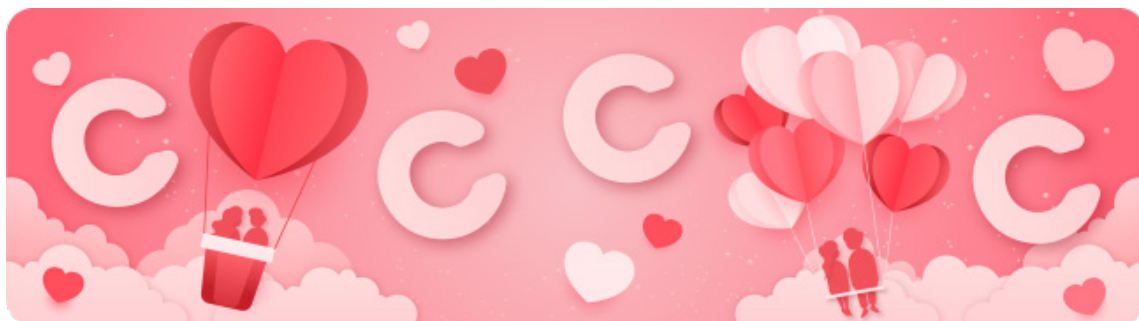
Popular keyword

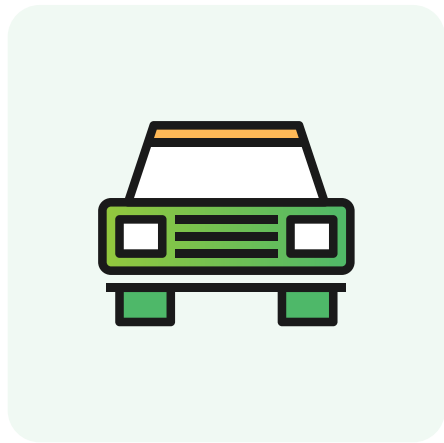
hộp quà tết

quà 8/3

giỏ quà tết

quà valentine





Search Trends

Vehicles

The search volume of keywords about electric vehicles had a slight increase.

Top search keywords

The **Honda** brand and **Honda SH** motorbike model were most searched by users.

Popular keyword

honda
sh
xe máy điện

Meanwhile, the **Honda Vision** motorbike model had the strongest growth in search volume compared to the previous quarter. Besides, with regular news updates and new regulations about vehicle registry, keywords such as “**cục đăng kiểm việt nam**” (*Vietnam Register Department*) and “**đăng kiểm**” (*registry*) also increased by **391%** in search volume.

Trending keyword

(xe) vision 2023	▲ 987%
cục đăng kiểm việt nam/đăng kiểm	▲ 391%
xe máy	▲ 245%

Cars and motorbikes

Mid-range or affordable cars and motorbikes were searched more by users compared to the previous quarter.

Trending keyword

xe ô tô cỡ nhỏ giá rẻ	▲ 6,667%
ô tô cũ giá rẻ	▲ 42%
xe winner	▲ 22%

Electric vehicles

In quarter I/2023, keywords relating to **electric vehicles** continued to rise in search volume. The most notable keywords were “**xe điện mini**” (*mini electric vehicles*), “**xe điện độ**” (*custom electric vehicles*) and “**xe điện 3 bánh**” (*3-wheel electric vehicle*) with a respective growth of **89%**, **71%** and **69%**.

Trending keyword

xe điện mini	▲ 89%
xe điện độ	▲ 71%
xe điện 3 bánh	▲ 69%
xe điện	▲ 57%
xe đạp điện	▲ 42%

Trending keyword

xe máy điện	▲ 42%
xe điện pega	▲ 32%
xe điện xmen	▲ 17%
xe điện vespa	▲ 13%



Search Trends

Events and News

People were particularly interested in topical events and news.

Following are the Top events and news that Cốc Cốc users searched for the most in quarter I/2023.

Vietnam

Popular keyword

bé trai rơi xuống trụ bê tông

tiếp viên hàng không vận chuyển ma túy

f88 bị bắt

International

Popular keyword

valentine day

động đất/động đất tại thổ nhĩ kỳ

thái thiên phượng





Search Trends

People

Entertainment celebrities such as MCK, Blackpink led the search trend.

Following is the list of people who gained the most attention from Cốc Cốc users in quarter I/2023.

Vietnam

Popular keyword

mck

chủ tịch nước võ văn thưởng

tổng bí thư nguyên phú trọng

mono

trấn thành

xuân bắc

International

Popular keyword

blackpink

bts

song joong ki

hanni newjeans

miley cyrus

shakira



We always strive to make Vietnamese users happier!

Vietnam is one of less than 10 countries in the world which have their own domestic search engines, with Cốc Cốc as the representative. Proudly developed by a team of Vietnamese people, Cốc Cốc shows great strength of local understanding in topics that Vietnamese people are interested in by developing easy-to-use lookup filters that help users get accurate results in one search.

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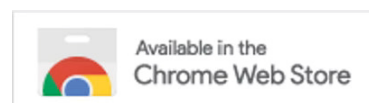
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