

REPORT

Top Search Trends

in Q3/2022

*Analysis on Cốc Cốc users.





What did Cốc Cốc users search for in the third quarter of 2022?

The third quarter of 2022 saw many noticeable changes in the search trends of Cốc Cốc users. As Covid-19 pandemic had dwindled away, users tended to worry more about endemic diseases such as **influenza A** or **dengue hemorrhagic fever**. Searches on new topics such as **Events and News** and **People** also surged, with **Mid-Autumn festival** and **Noru storm** among the Top trending keywords. Besides, **Education** and **Finance** continued to gain a lot of attention from users.

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Search Trends

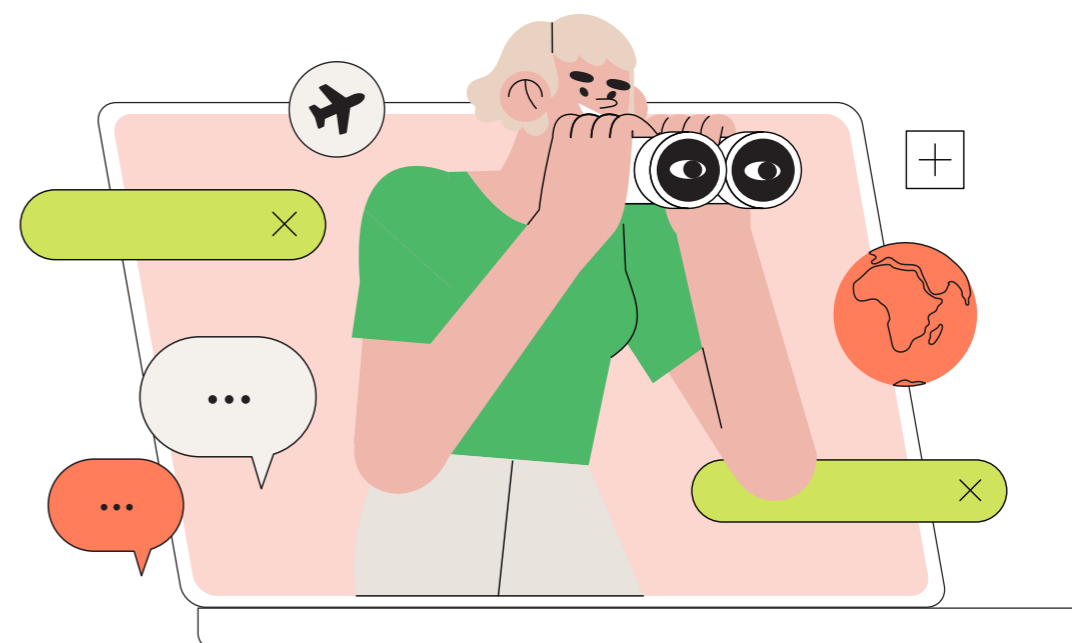
Travel

In quarter III/2022, Cốc Cốc users showed significant interest in passport-related issues.

From July 1, 2022, the Ministry of Public Security had started to issue new ordinary passports with electronic chips for Vietnamese citizens. Along with that, many countries were becoming completely open for Vietnamese tourists after Covid-19 pandemic. Therefore, the search demand for passport-related issues in the third quarter of 2022 increased significantly. The top trending keywords were "**hộ chiếu mới**" and "**passport mới**" (both means *new passport*), with a **464%** growth in search volume compared to the previous quarter.

Trending keyword

hộ chiếu/passport mới	▲ 464%
làm hộ chiếu ở đâu	▲ 28%
làm hộ chiếu online	▲ 21%
đổi hộ chiếu/passport	▲ 20%
hộ chiếu/passport mới bị từ chối	★ New



Exclusively on Cốc Cốc Search, users can easily look up instructions on passport registration procedures with [e-Government feature](#) by entering relatable keywords (query including "**hộ chiếu**") in the search bar.



Search Trends

Health

Users tended to pay more attention to endemic diseases such as influenza A, viral fever and dengue hemorrhagic fever. Besides, the search demand for personal care methods also increased.

Diseases

In quarter III/2022, the total search volume related to **Covid** continued to decrease by **10%** compared to the previous quarter.

Endemic diseases became a major concern for users. The search volume of keywords such as "**cúm A**" (*influenza A*), "**sốt siêu vi**" (*viral fever*) and "**sốt xuất huyết**" (*dengue hemorrhagic fever*) increased by **5,908%**, **145%** and **77%**, respectively.

Trending keyword

cúm a	▲ 5,908%
sốt siêu vi	▲ 145%
sốt xuất huyết	▲ 77%
viêm amidan	▲ 18%



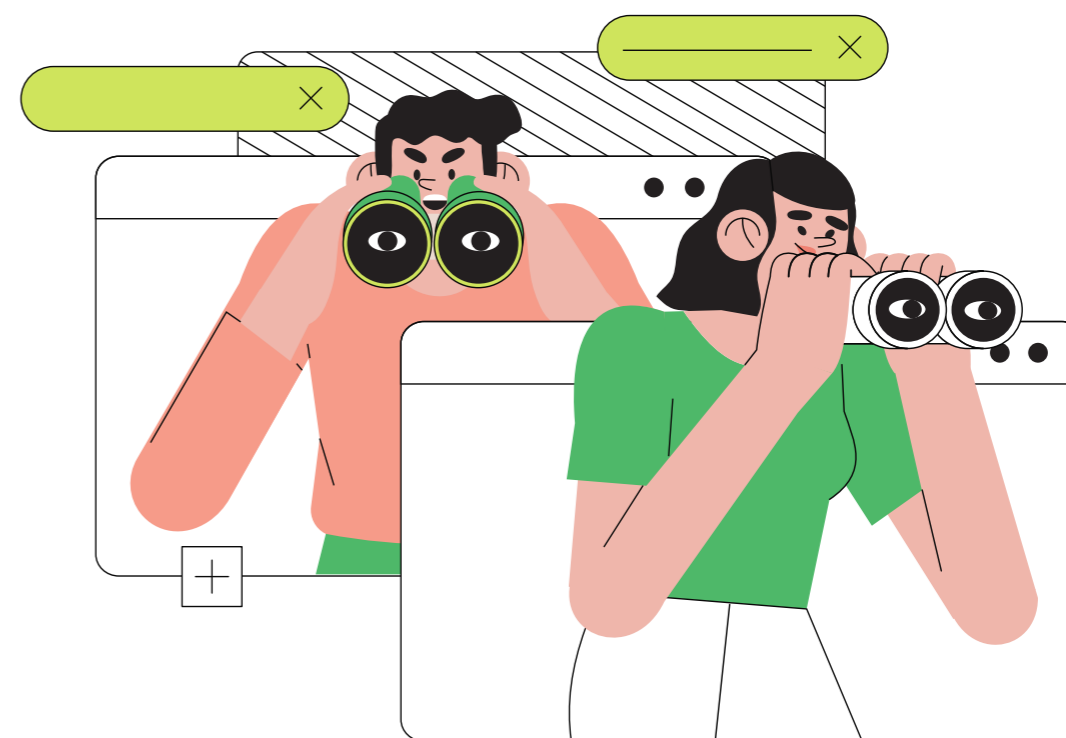
Healthcare

If in quarter II/2022, Cốc Cốc users mainly looked up information about post-Covid general health check-ups, then in quarter III/2022, users searched more about specialized medical examinations. In particular, the amount of searches for **dental** and **otorhinolaryngology examination** increased by **32%** and **20%**, respectively.

Moreover, the fact that the search queries "**khám (chuyên khoa) (ở đâu) tốt**" (*[where are] the best places for [specialization] medical check-ups*) became more prevalent also showed that users were focusing more on the experience and quality of the healthcare services than before.

Trending keyword

khám răng (ở đâu) tốt	▲ 32%
khám tai mũi họng (ở đâu) tốt	▲ 20%
khám tổng quát (ở đâu) tốt	▲ 13%
khám da liễu (ở đâu) tốt	▲ 5%
khám phụ khoa (ở đâu) tốt	▲ 5%



Medicine

As some endemic diseases were increasing in the number of new cases, the search demand for medications also experienced a slight growth, especially for antipyretics and pain relievers.

Trending keyword

panadol extra	▲ 39%
loratadin	▲ 27%
paracetamol 500mg	▲ 34%
efferalgan	▲ 26%
thuốc bổ não	▲ 22%
amoxicillin 500mg	▲ 16%
celecoxib 200mg	▲ 15%



Personal care

Cooking recipes

The search for healthy cooking recipes had a noticeable growth in quarter III/2022 compared to the previous quarter. The most trending keyword was "**công thức nấu ăn giảm cân**" (*cooking recipes for weight loss*) with a **111%** increase in search volume.

Trending keyword

công thức nấu ăn giảm cân	▲ 111%
công thức nấu ăn tăng cân	▲ 63%
công thức nấu ăn cho sức khỏe	▲ 62%
công thức nấu ăn chay	▲ 49%

Physical exercises

During the "new normal", physical training was still a very trending search topic. Top keywords like "**gym store**", "**aerobic**" recorded a rise of **62%** and **50%** in search volume compared to the previous quarter.

Trending keyword

gym store	▲ 62%
aerobic	▲ 50%
tập yoga tại nhà	▲ 41%
tập gym giảm cân	▲ 14%
pilates (là gì)	▲ 10%
thể dục sáng	▲ 10%



Search Trends

Food

Mooncakes, red bean soup, dew-soaked rice crepes were the Top 3 trending food in the last quarter.

Dishes

With the impact of the Mid-Autumn Festival and the Asian Valentine's Day, the keywords "**bánh trung thu**" (*mooncake*) and "**chè đậu đỏ**" (*red bean soup*) experienced a boom of **1,698%** and **600%** in search volume. Besides, "**bánh tráng phơi sương**" (*dew-soaked rice crepe*) was also a hot search keyword, with a **239%** increase in search volume compared to the previous quarter.

Trending keyword

bánh trung thu	▲ 1,698%
chè đậu đỏ	▲ 600%
bánh tráng phơi sương	▲ 239%
sashimi	▲ 94%
ức gà	▲ 77%
vịt om sấu	▲ 57%
tổ yến	▲ 44%
món chay	▲ 17%



Local specialties

As Covid-19 pandemic had been under control, users were more interested in exploring local cuisine. Most prominently, people searched more about must-try specialties of Hải Phòng and Hà Nội.

Trending keyword

đặc sản hải phòng	▲ 45%
món ngon hà nội	▲ 22%

Food stores

Along with “**bánh trung thu**” (*mooncake*), searches on **bakeries** also reached the Top trending in quarter III/2022 under the impact of Mid-Autumn Festival. In specific, “**xưởng bánh ngọt**” (*traditional artisan bakery*) và “**cửa hàng bánh ngọt**” (*bakery*) were the two most outstanding keywords, with the **three-fold** augmentation in search volume compared to the previous quarter.

Trending keyword

xưởng bánh ngọt	▲ 222%
cửa hàng bánh ngọt	▲ 220%
cửa hàng bánh tây	▲ 174%



Search Trends

Sports

V-league was the most searched football championship.

Quarter III/2022 witnessed the growth of **360%** in the search volume of keywords related to the Vietnam National Championship (V-League).

Besides, as the 2022/2023 season of **Premier League** and the **UEFA Champions League** had officially kicked off in the third quarter, the search volume about these two championships also increased slightly by **13%** and **9%** compared to the previous quarter.

Trending keyword

v-league	▲ 360%
premier league/ngoại hạng anh	▲ 13%
champions league/cúp c1	▲ 9%

Along with that, the search volume about match schedules of these championships via [Football feature](#) on Cốc Cốc Search also increased drastically. The most notable query was “**(vòng) vleague**” (*[round] vleague*), which skyrocketed to **28.4 times** its search volume in the last quarter.

Trending keyword

(vòng) vleague	▲ 2,740%
(bảng) vòng bảng champions league	▲ 2,382%
(vòng) ngoại hạng anh	▲ 906%



Search Trends

Education

National High School Graduation Examination results and the opening ceremony of the new school year were the top searching points.

Results of the National High School Graduation Examination

On July 24, 2022, results of the National High School Graduation Examination were officially announced. Besides visiting the official website of the Ministry of Education and Training, users could also quickly look up the exam scores by candidate ID through [Graduation grades feature](#) on Cốc Cốc Search.

The search volume related to exam scores, therefore, increased sharply compared to the previous quarters.

Popular keyword

tra cứu điểm thi thpt quốc gia 2022

thisinh thithptquocgia edu vn



Finding universities

After receiving the National High School Graduation Examination results, candidates could still submit or adjust their applications until August 20, 2022. Therefore, the need to search for information about universities still had a strong increase in this quarter.

On Cốc Cốc Search, users can easily look up all universities and colleges in Vietnam via [University hub feature](#).

Trending keyword

tìm trường đại học	▲ 165%
trường đại học (tên trường) điểm chuẩn	▲ 158%



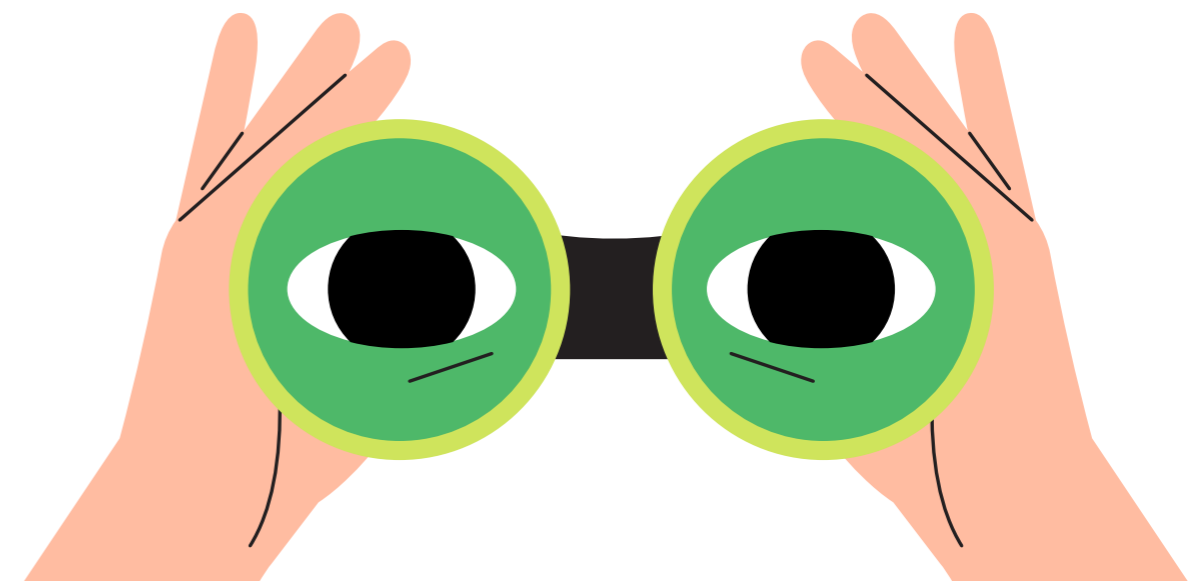
Extracurricular activities during summer holiday

During summer holiday, the search for valuable educational activities such as "**trại hè**" (*summer camp*) and "**sinh hoạt hè**" (*summer extracurricular activities*) also increased fairly compared to the last quarter.

Trending keyword

trại hè	▲ 26%
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sinh hoạt hè	▲ 19%
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New school year

In the third quarter of 2022, school students across the country also officially entered the new school year 2022-2023. With this event, “**ngày khai giảng**” (*first day of school ceremony*) became the keyword about the new school year with the largest search volume.

Popular keyword

ngày khai giảng

bài phát biểu khai giảng

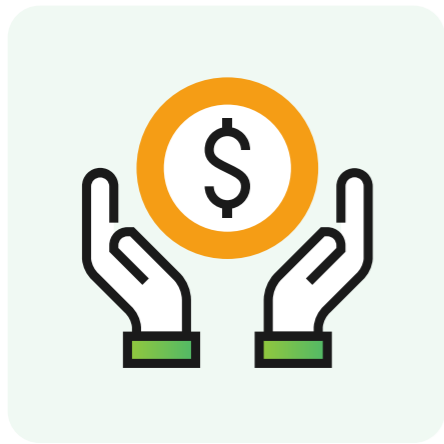
thư chủ tịch nước gửi ngày khai giảng 2022



2022-2023 is also the first school year to implement the new set of 10th grade textbooks under the General Education Program 2018. Therefore, the need to find and buy 10th grade textbooks to prepare for the new school year also increased. This was indicated by the growth of **2,330%** in the search volume of the keyword “**sách giáo khoa lớp 10 mới**” (*new grade 10 textbook*).

Trending keyword

sách giáo khoa lớp 10 mới	▲ 2,330%
sách giáo khoa lớp 10	▲ 128%
sách giáo khoa	▲ 6%



Search Trends

Finance

Searches on stocks took a fall. Searches on bank interest rates soared.

Financial market

In quarter III/2022, the stock market continued to be in the red. The search volume of “**cổ phiếu**” (stock) went down by **28%**. Meanwhile, despite a gloomy period of the Crypto market, searches on “**tiền ảo**” (crypto currency) still augmented by **51%** in volume compared to the previous quarter.

Trending keyword

tiền ảo	▲ 51%
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Trending keyword

cổ phiếu	▼ 28%
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Interest rates

In times of market fluctuations, users had the tendency to search more about low-risk investment channels like bank savings. Along with simultaneous raise of bank savings interest rates, the search volume of the keyword “**lãi suất ngân hàng**” (bank savings interest rates) escalated by **4,747%** compared to the previous quarter.

Trending keyword

lãi suất ngân hàng	▲ 4,747%
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lãi suất ngân hàng nào cao nhất	▲ 26%
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tăng lãi suất	▲ 18%
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Exchange rates

The third quarter of 2022 witnessed a record price drop of the Euro and the Japanese Yen currency: For the first time in 20 years, Euro was cheaper than the US Dollar; On the other hand, the price of Japanese Yen also established a low of 24 years compared to the US Dollar. At the same time, the US Dollar price also reached its peak in history after the US Federal Reserve System (Fed) continued to make several interest rate hikes.

Under the influence of the market, searches related to exchange rates increased significantly. Notably, the keyword “**giá yên nhật**” (*Japanese Yen price*) almost **doubled** its search volume in the previous quarter.

Trending keyword

giá yên nhật	▲ 99%
tỷ giá usd	▲ 51%
tỷ giá euro	▲ 44%



Gold prices and petrol prices

The hikes of interest rates and US dollar price made gold prices plummet. Gold became an attractive investment channel for many people. Keywords related to **gold prices** recorded an increase by up to **138%** in search volume compared to the previous quarter.

In addition, the fact that petrol prices were higher than 31,000 VND/liter at the beginning of quarter III/2022 and then gradually decreased at the end of the quarter also exerted a sizable impact on the need for daily updates on petrol prices. Specifically, the search volume of the keyword "**giá xăng hôm nay**" (*today's petrol prices*) rose by **55%** compared to the previous quarter.

Trending keyword

giá vàng 9999 hôm nay bao nhiêu 1 chỉ	▲ 138%
giá vàng 24k hôm nay	▲ 93%
giá vàng sjc	▲ 86%
giá xăng hôm nay	▲ 55%

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





Search Trends

Real Estate

Searches on land price brackets and apartments slightly increased.

Land

In quarter III/2022, the Draft of Land Law (revision) was brought out to get feedback from experts, enterprises and the people. The changes that aroused a lot of discussion were the abolition of land price brackets and the determination of land prices according to market principles. Accordingly, the keyword “**khung giá đất**” recorded a considerable growth in search volume compared to the previous quarter.

Trending keyword

khung giá đất	▲ 34%
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Apartments

Regarding real estate investment, users also showed more attention to apartment facilities.

Trending keyword

chung cư mini	▲ 27%
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thiết kế nội thất chung cư	▲ 15%
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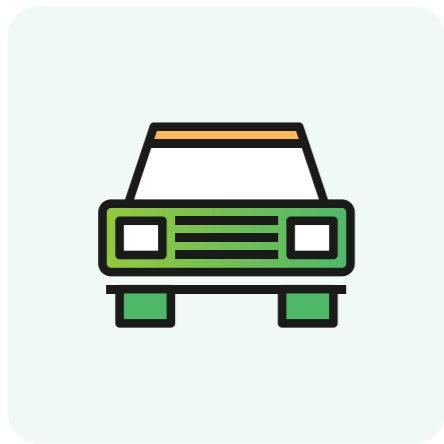


Search Trends Technology

Apple products held the Top spots for most trending searches.

Under the impact of the Apple event on September 7, 2022, “**iphone 14 promax**” and “**iphone 14**” became the Top 2 most trending search keywords in quarter III/2022. Apart from Apple products, users also searched for “**samsung a13**”, “**s22 ultra**” and “**redmi note 11 pro**”.

Trending keyword	Tăng trưởng
iphone 14 promax	▲ 878%
iphone 14	▲ 407%
macbook m2	▲ 249%
ios 16	▲ 217%
iphone 13 pro max	▲ 169%
samsung a13	▲ 128%
macbook air m1	▲ 83%
s22 ultra	▲ 58%
redmi note 11 pro	▲ 19%



Search Trends

Vehicles

Driving lessons with cabin simulation and vehicle information lookup were two outstanding searching points in the past quarter.

Driver's license test

According to the new regulation on driver's license training and testing, learners have to undergo 3 hours of cabin simulation lesson at the training and testing centers, starting from July 1, 2022. With this change, the search volume related to the driver's license training and testing with cabin simulation blew up.

Trending keyword

thi thử 120 tình huống mô phỏng	▲ 1,752%
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phần mềm mô phỏng các tình huống giao thông	▲ 1,432%
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Electric vehicles

Compared to the previous quarter, keywords related to electric vehicles also experienced a slight growth in search volume.

Vehicle information

In quarter III/2022, the demand for online vehicle information lookup had an impressive growth. In particular, the volume of searches for the driver's license information website recorded an immense increase of 422% compared to the previous quarter.

Trending keyword

gplx.gov.vn	▲ 422%
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tra cứu phạt nguội	▲ 134%
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Trending keyword

giá xe đạp điện	▲ 36%
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vinfast lux a2.0	▲ 25%
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xe điện + (tên hãng)	▲ 11%
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Search Trends

Events and News

Special holidays, news about storms and fire incidents were the most searched content by Cốc Cốc users.

Events

Quarter III/2022 was the time when lunar holidays such as Mid-Autumn Festival, Asian Valentine's Day and "ghost month" took place. On Cốc Cốc Search, users could easily look up the corresponding lunar – solar date of these events with [Lunar calendar feature](#).

Accordingly, the search volume of related keywords grew by several dozen times.

Mid-Autumn Festival

Trending keyword

trung thu ngày mẩy	▲ 3,212%
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tết trung thu	▲ 2,991%
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Asian Valentine's Day

Trending keyword

ngày thất tịch	▲ 2,022%
thất tịch là gì	▲ 1,982%

Lunar July

Trending keyword

kiêng/tránh tháng cô hồn	▲ 4,458%
tháng cô hồn	▲ 1,620%

With the mentality to avoid doing big things like groundbreaking or departure in the "ghost month", users searched less on auspicious days in general. On the other hand, users had the tendency to search more on what to do or to avoid via [Lunar horoscope feature](#).

Trending keyword

tử vi hôm nay	▲ 46%
tử vi việt nam	▲ 38%
tử vi	▲ 11%
ngày đẹp/ngày tốt/ngày lành	▼ 9%

Storms

Coming into storm season, keywords like “**tin bão**” (*news about storms*) and “**dự báo bão**” (*storm forecast*) witnessed the growth of **1,128%** and **513%** in search volume. Besides, users were especially concerned about the Noru superstorm – the strongest storm in the last 20 years.

Trending keyword

tin bão	▲ 1,128%
dự báo bão	▼ 513%
bão noru	★ Mới

Fires

Hot weather and unwanted occurrences had led to many major fires in Vietnam and in the world. In quarter III/2022, news about these fire incidents attracted a lot of attention from Cốc Cốc users.

When serious fire incidents constantly took place, users also searched more about the regulations and equipment for fire prevention and firefighting.

Trending keyword

cháy quán karaoke ở bình dương	★ Mới
cháy karaoke hà nội	★ Mới
cháy (dầu) cuba	★ Mới

Trending keyword

luật/quy định/phương án phòng cháy chữa cháy	▲ 41%
thiết bị phòng cháy	▲ 7%



Search Trends

People

Hồng Đăng and Hồ Hoài Anh were the most searched people in the third quarter of 2022.

Below is the list of Top searched people in quarter III/2022.

Popular keyword

hồng đăng	lượng bích hữu/kim sa ngư
hồ hoài anh	mono
shinzo abe/thủ tướng nhật bản	kim duyên
nữ hoàng anh	võ hà linh





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.

Search the web with Cốc Cốc Search

search.coccoc.com

Explore the features of Cốc Cốc Search

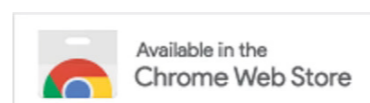
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