

REPORT

Top Search Trends

in Q2/2023

*Analysis on Cốc Cốc users.





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

The quarter II/2023 is closely associated with the exam season; therefore, the **Education** topic was of particular interest to users, with two prominent search terms related to **thi tốt nghiệp THPT Quốc gia** (*the National High School Graduation Exam*) and **đề thi thử vào lớp 10** (*Mock Entrance Exams into Grade 10*).

The search volume for “**quạt tích điện**” (*rechargeable fan*) and “**máy phát điện gia đình**” (*home generator*) also spiked as Northern Vietnam frequently experienced power outages during peak summer. Besides, **AI Chat** alternatives to ChatGPT also grew strongly in search volume.

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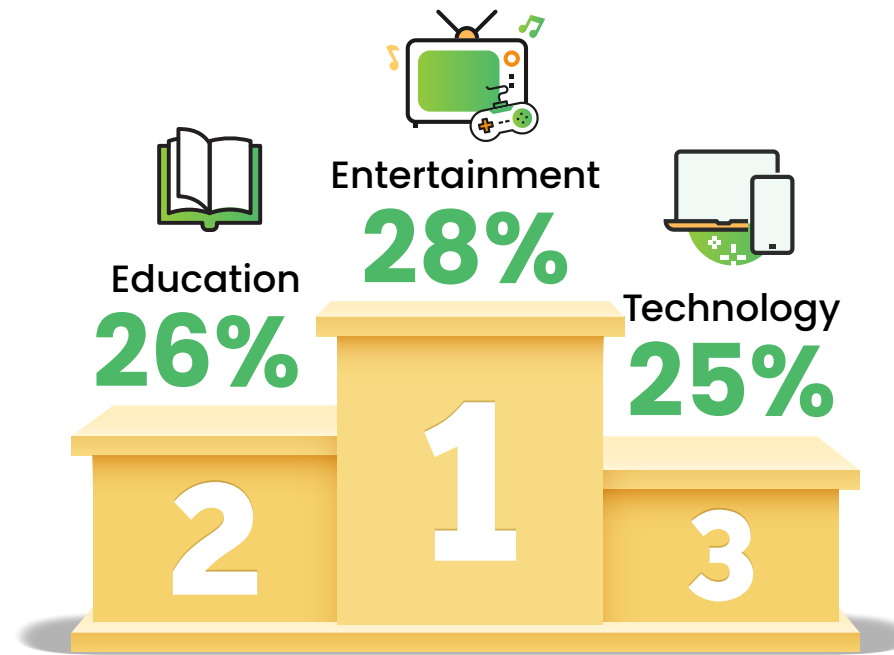


Most popular search topics

Top 8

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

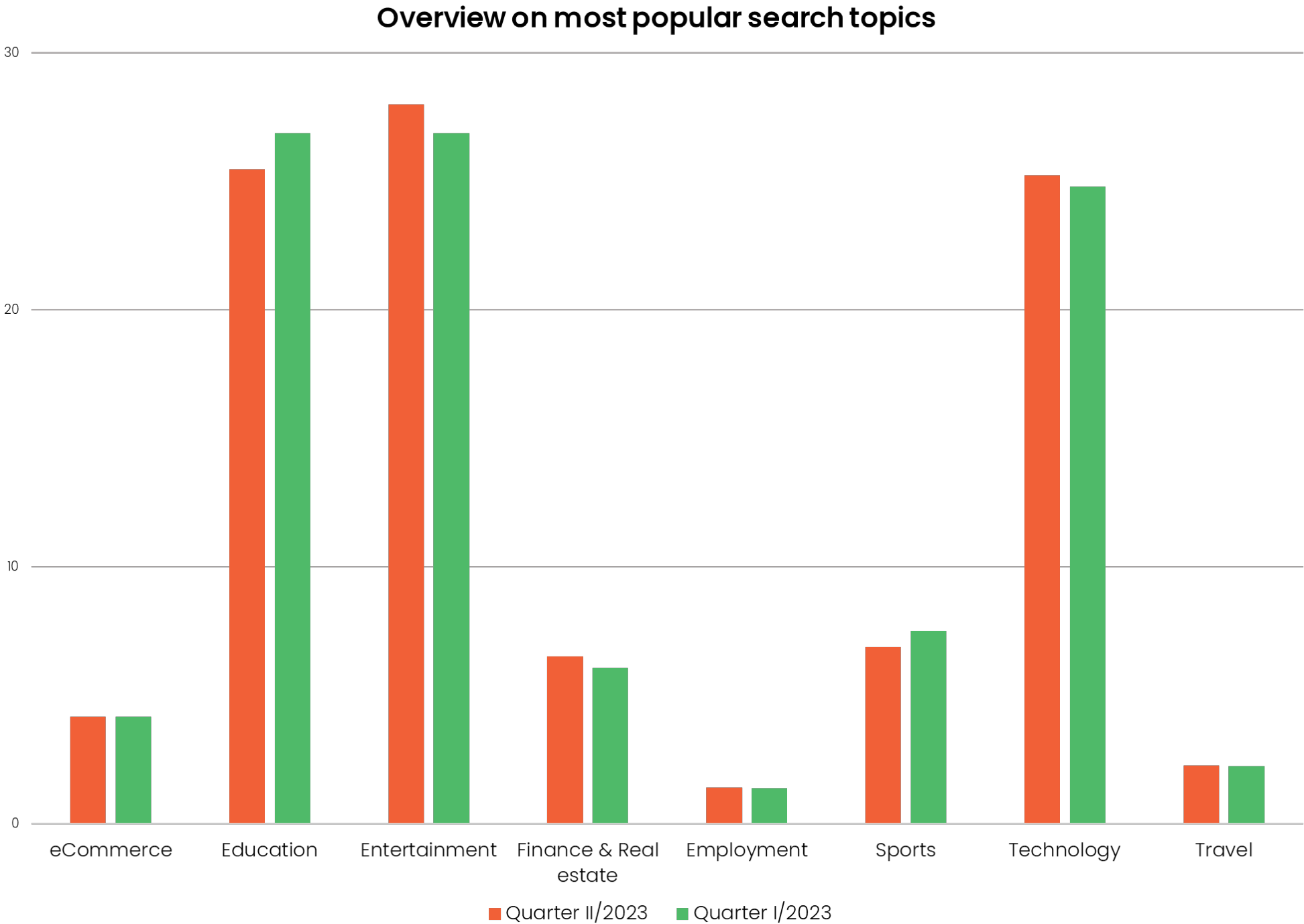
Here are the **most searched topics** in quarter II/2023.



Entertainment, Education and Technology were the Top 3 most popular search topics, respectively accounting for **28%, 26%** and **25%** of the total search volume of the Top 8 topics on Cốc Cốc Search in quarter II/2023. Other popular search topics were:



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





Search Trends

Events and News

People were particularly interested in topical events and news.

Following are the Top events and news most searched by Cốc Cốc users in quarter II/2023.

Vietnam

Popular keyword

mất/cắt điện

tấn công đắk lắk

sao michelin

hội thánh đức chúa trời

đăng kiểm

Quốc tế

Popular keyword

biểu tình tại Pháp

brics

trump (bị bắt)

chiến tranh nga - ucraina





Search Trends

People

ACB (Asia Commercial Bank) Chairman and Moonbin were the 2 people that dominated the search trend.

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

Vietnam

Popular keyword

chủ tịch acb

jvevermind

sơn tùng

trấn thành

diễn viên ngọc lan

International

Popular keyword

moonbin

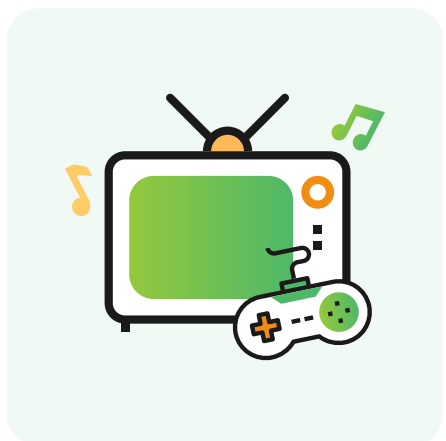
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cúc tịnh y

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messi

ronaldo



Search Trends

Entertainment

"Bác sĩ Cha" (Doctor Cha) and "Lật mặt 6" (Face Off 6) led the Top trending films. Ride the Wind and Rap Việt Season 3 were the most notable shows.

Top search keywords

In quarter II/2023, “**anime**”, “**trường nguyệt tần minh**” (*Till The End Of The Moon*) and “**vtv go**” recorded the highest search volume.

Popular keyword

anime
trường nguyệt tần minh
vtv go
one piece
kenh 14
nhạc trữ tình
tình yêu anh dành cho em
phim chiếu rạp

Quarter II/2023 witnessed a sudden growth in search volume of multiple newly aired popular dramas such as **Bác sĩ Cha** (*Doctor Cha, South Korea*), **Bạn trai tôi là hồ ly 2** (*Tale of the Nine Tailed 2, South Korea*), **Sắc màu pháo hoa nhân gian** (*Falling Before Fireworks, China*), **Lật mặt 6** (*Face Off 6, Vietnam*), **Gia đình mình vui bất thành linh** (*Vietnam*).

Trending keyword

bác sĩ cha	★ New
bạn trai tôi là hồ ly p2	★ New
gió	★ New
sắc màu pháo hoa nhân gian	★ New
lật mặt 6 full	★ New
gia đình mình vui bất thành linh tập 15	★ New
hậu lăng	★ New
người trong mộng xuân khuê	★ New

TV shows

In early May, 2023, Chi Pu created a public sensation when she first appeared at the Chinese TV show Ride the Wind 2023. The show quickly attracted the attention of a large number of Vietnamese audiences. On Cốc Cốc Search, **“Tỷ tỷ đạp gió rẽ sóng mùa 4”** (*Ride the Wind season 4*) led the Top trending keywords, followed by **“Rap Việt season 3”**.

Popular keyword

tỷ tỷ đạp gió rẽ sóng mùa 4 (chipu)	★ New
rap việt mùa 3	▲ 4,070%

Series

“Bác sĩ Cha” (*Doctor Cha*) was the most trending series in quarter II/2023.

Trending keyword

bác sĩ cha	★ New
người thầy y đức 3	▲ 61,601%
tình yêu anh dành cho em	▲ 33,887%
trường nguyệt tần minh	▲ 22,759%
quỷ lộ	▲ 2,973%
taxi driver 2	▲ 118%

Movies

Vietnamese movies including **"Lật mặt 6"** (*Face Off 6*), **"Nhà bà nữ"** (*The House of No Man*), và **"Siêu lừa gặp siêu lầy"** were the Top 3 movies that attracted the most attention from users in quarter II/2023.

Trending keyword

phim lật mặt 6 tấm vé định mệnh	▲ 15,179%
nhà bà nữ	▲ 2,502%
siêu lừa gặp siêu lầy full	▲ 1,446%
lật mặt 5	▲ 1,108%
john wick 4	▲ 1,011%

Music

"Hoa cỏ lau" (Phong Max), **"Gió"** (Jank) and **"Hoa cưới"** (Đạt Long Vinh) were the Top 3 trending songs on Cốc Cốc Search.

Trending keyword

hoa cỏ lau	★ New
gió	▲ 3,021%
hoa cưới remix	▲ 1,561%
flower	▲ 301%
là anh	▲ 281%



Anime and manga

“**Thanh gươm diệt quỷ**” (*Demon Slayer*) và “**Đấu phá thương khung**” (*Fight through the Sky*) were the anime/manga series with the highest search growth compared to quarter I/2023.

On Cốc Cốc Search, users can quickly search for information about their favorite anime series by name, genre, status, season, release year and choose to watch instantly with the [Anime feature](#).

Trending keyword		Trending keyword	
thanh gươm diệt quỷ	▲ 242%	đấu la đại lục	▲ 24%
đấu phá thương khung	▲ 40%	one piece	▲ 16%
		doraemon	▲ 7%





Search Trends

Education

The National High School Graduation Exam and 10th Grade Mock Entrance Exams were two prominent search topics in the past quarter.

Top search keywords

Leading in search volume were keywords related to popular online learning software/websites for high school students such as **vnEdu**, **VioEdu** and **VietJack**. Next were keywords related to the websites of online contests such as **IOE**, **Trạng nguyên Tiếng Việt** and **Violympic**.

Popular keyword

vnedu

vioedu

vietjack

ioe

trạng nguyên tiếng việt

violympic

Notably, in quarter II/2023, there was the 10th Grade Entrance Exam and National High School Graduation Exam. As a result, keywords related to **the National High School Graduation Exam** and **10th grade enrollment** saw a sharp increase in this quarter.

Trending keyword

thí sinh thi thpt quốc gia edu vn ★ **New**

https thi trực tuyến nghean gov vn ★ **New**

thihsattt.vn ★ **New**

đăng kí thi tốt nghiệp 2023 ★ **New**

thí sinh thithptquocgia edu vn 2023 ★ **New**

tra cứu điểm thi tuyển sinh lớp 10 năm 2023 ★ **New**

Admission through academic records

In quarter II/2023, universities and colleges across Vietnam took turns announcing their early admission through academic records. Therefore, keywords around this issue also increased dramatically in search volume. Notably, compared to the previous quarter, the keywords **"học viện tài chính xét tuyển học bạ 2023"** (*Academy of Finance admission through academic records 2023*) and **"đại học thủy lợi xét học bạ 2023"** (*Water Resources University admission through academic records 2023*) recorded the highest growth in search volume, up to **1,708%** and **1,608%**, respectively.

Trending keyword

học viện tài chính xét tuyển học bạ 2023	▲ 1,710%
đại học thủy lợi xét học bạ 2023	▲ 1,608%

Trending keyword

các trường xét học bạ 2023	▲ 172%
cách tính điểm xét học bạ	▲ 90%



Mock exams

To prepare for the 10th Grade Entrance Exam and the National High School Graduation Exam, users who are parents and students searched more for mock exams of different subjects. Particularly, **“đề thi thử vào 10 môn toán 2023-2024”** (*10th Grade Mock Entrance Exams in Maths 2023-2024*) was the keyword that gained the most searches, emerging as the most trending keyword. Compared to the previous quarter, keywords related to **the National High School Mock Exam**, especially in Math, Literature, and English, also went up by **1,487%**, **759%**, and **478%** in search volume.

Trending keyword

đề thi thử vào 10 môn toán 2023-2024	★ New
đề thi thử thpt quốc gia 2023 môn toán	▲ 1,487%
đề thi thử thpt quốc gia 2023 môn văn	▲ 759%

Trending keyword

đề thi thử thpt quốc gia 2023 môn anh	▲ 478%
đề thi thử vào 10 môn toán	▲ 288%

On Cốc Cốc Search, users can easily search and download National High School mock exams with answers for all 15 subjects with the [Materials for exam preparation feature](#).



University majors

To choose and prepare applications ahead of the National High School Exam, users also searched more about university majors. In particular, “**ngành quản trị kinh doanh**” (*business administration*) and “**nhân lực ngành luật**” (*human resources in law*) experienced the biggest increase in search volume compared to the previous quarter, by **51%** and **49%**, respectively.

On Cốc Cốc Search, users can quickly look up information about the universities and colleges that are suitable for their favorite majors with [University hub feature](#). Not only can users search by majors, they can also use filters such as city/province, type, examination tracks, and entrance score.

Trending keyword

ngành quản trị kinh doanh	▲ 51%
nhân lực ngành luật	▲ 49%
ngành logistics	▲ 47%
ngành thiết kế đồ họa	▲ 45%
ngành công nghệ thông tin	▲ 34%





Search Trends

Technology

TikTok held the top spot in search volume. Users were more interested in ChatGPT alternatives with keywords related to AI Chat and AI Search.

Top search keywords

In quarter II/2023, **TikTok**, **Facebook**, and **Canva** were among the top most searched tech keywords.

Popular keyword

tiktok

facebook

canva

instagram

telegram

With the government encouraging people to use level 2 electronic identity accounts on VNeID application, the search volume of "**vneid.gov.vn**" increased sharply by **3,032%**.

Trending keyword

vneid.gov.vn ▲ 3,032%

pinterest ▲ 715%

soundcloud ▲ 459%

discord ▲ 330%



ChatGPT and AI Chat

The search volume of "**chat gpt**" decreased slightly by **6%**, while "**ai chat/search**" witnessed considerable growth and notably, the "**poe.com**" keyword appeared in the top trending keywords for the first time. This shows that users had the tendency to search for ChatGPT alternatives.

Trending keyword

ai chat/search	▲ 101%
poe.com	★ New
chat gpt	▼ 6%

Also in quarter II/2023, keeping pace with technology trends in the world, Cốc Cốc launched Cốc Cốc AI Lab with two initial products – [Cốc Cốc AI Chat](#) and [Cốc Cốc AI Search](#). Just two weeks after launching, Generative AI Chatbot designed specifically for Vietnamese people – Cốc Cốc AI Chat – recorded over **50,000** signups for the waiting list from the Internet users across Vietnam.





Search Trends eCommerce

Search volume of rechargeable fans and home generators increased sharply in quarter II/2023.

Top search keywords

Keywords related to **eCommerce platforms in Vietnam** (Shopee, Lazada, Tiki, TikTok Shop, etc.) and **e-retail chains** (FPT Shop, Thế giới di động, Điện máy xanh, Mediamart, etc.) were most searched by users. Besides, **foreign eCommerce platforms** (Amazon, Alibaba, Taobao, etc.) also recorded high search volume.

Popular keyword

(sàn thương mại điện tử tại Việt Nam)

(chuỗi bán lẻ điện tử)

máy tính

truyện tranh

(sàn thương mại điện tử nước ngoài)

quạt tích điện

pnj

iphone 12 pro max

camera



Top search keywords

It is noteworthy that from the beginning of June 2023, as soon as the heat peaked, the whole Northern region encountered sudden and prolonged power cuts due to severe power shortages. Compared to the previous quarter, search volume of products such as **“quạt tích điện”** (*rechargeable fan*) and **“máy phát điện gia đình”** (*home generator*) thus witnessed a spike of **9,767%** and **7,343%**, respectively. Other keywords related to fans for hot summer also recorded high growth such as **“quạt năng lượng mặt trời”** (*solar fan*), **“quạt hơi nước”** (*steam fan*), **“quạt điều hòa”** (*air conditioner fan*).

Trending keyword

quạt tích điện	▲ 9,767%
máy phát điện gia đình	▲ 7,343%
quạt năng lượng mặt trời	▲ 2,633%
quạt hơi nước	▲ 1,208%
quạt điều hòa	▲ 1,183%
máy phát điện	▲ 831%
điều hòa	▲ 344%



Products

Home appliances

Cooling devices such as “**điều hòa**” (*air conditioner*) and “**quạt**” (*fan*) were most searched by users.

Popular keyword

điều hòa

quạt

air purifier

máy rửa bát

Other products

Summer-specific products such as “**áo phông**” (*T-shirt*), “**vợt cầu lông**” (*badminton racket*), “**kem chống nắng**” (*sunscreen*), “**bình giữ nhiệt**” (*tumbler*), and “**kính**” (*glasses*) were of greater interest to users in quarter II/2023.

Trending keyword

áo phông ▲ 98%

vợt cầu lông ▲ 63%

kem chống nắng ▲ 42%

bình giữ nhiệt ▲ 40%

kính ▲ 34%

camera ▲ 17%

sữa rửa mặt ▲ 13%



Search Trends

Sports

SEA Games 32, international football tournaments and marathons were most searched by Cốc Cốc users in quarter II/2023.

Top search keywords

Leading in search volume were keywords related to **football**. Next were detailed searches for **competition schedules** and **rankings** of top football leagues in the world, including the **Premier League**, **La Liga** and **UEFA Champions League**.

Popular keyword

bóng đá

lịch thi đấu ngoại hạng anh

bảng xếp hạng ngoại hạng anh

Popular keyword

lịch thi đấu la liga

lịch thi đấu champions league

Besides, the Top trending searches were keywords about **SEA Games**, **FA Cup final** and football matches with the participation of Vietnamese national team.

Trending keyword

việt nam vs thái lan ngày 11/05/2023
sea games 32 ★ **New**

manchester city vs manchester united n
gày 03/06/2023 cúp fa ★ **New**

Trending keyword

bảng b vòng bảng sea games 32 ★ **New**

việt nam vs hồng kông ngày 15/06/2023
giao hữu ★ **New**

bảng tổng sắp huy chương seagame 32 ★ **New**

SEA Games 32

Taking place in May 2023, the **Southeast Asian Games – SEA Games 32** was one of the top searches in this quarter.

Competition schedule and rankings

With remarkable achievements of the Vietnam Sports Delegation at the regional games, users became interested & constantly searched to follow the **competition schedule** and **medal table** of SEA Games 32.

Receiving the attention and support of the fans, the Vietnam Sports Delegation excellently took the No.1 position overall at SEA Games 32 and topped the leaderboard for the first time as a non-host country.

Popular keyword

lịch thi đấu sea games 32

bảng xếp hạng sea games 32

bảng tổng sắp huy chương seagame 32



SEA Games 32

Football

Besides, football still gained the most attention from Vietnamese fans at SEA Games 32. Featured in the Top popular were keywords about **Group B** with the participation of the Vietnam U22 team and the final match to determine the top spot with faceoff of longtime rivals **Vietnam vs Thailand – 11/05/2023**.

Popular keyword

bxh bảng b – sea games 32

bảng b – vòng bảng – sea games 32

việt nam vs thái lan – ngày 11/05/2023 – sea games 32



UEFA Champions League

Compared to the previous quarter, search keywords related to UEFA Champions League significantly increased. The most prominent was **lịch thi đấu champions league** keyword (*Champions League fixtures*), with a growth of **39%** in search volume.

Trending keyword

lịch thi đấu champions league	▲ 39%
champions league	▲ 28%
top ghi bàn champions league	▲ 20%
manchester city vs inter - ngày 11/06/2023 - champions league	★ New
real madrid vs manchester city - ngày 10/05/2023 - champions league	★ New

Marathon

Summer is also the start of marathon tournaments across the country. The search volume related to keyword **marathon** on Cốc Cốc, therefore, also increased considerably compared to the previous quarter.

Trending keyword

marathon	▲ 46%
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Search Trends

Travel

As summer came, Cốc Cốc users tended to search more about flight tickets, booking apps and famous tourist destinations.

Top search keywords

2023 was a special year when the Hùng Kings Commemoration holiday and 30/4 – 1/5 holiday took place consecutively, which lasted 5 continuous days. Along with that, quarter II was also the beginning of the summer holiday.

Therefore, users were also more interested in making travel plans and searching for information related to **airlines** (Vietnam Airlines, Vietjet, Vietravel, Bamboo Airways, Pacific Airlines, etc.), **flight tickets & booking applications** (Traveloka, Booking.com, Agoda, iVIVU, etc.).

Particularly, **Hạ Long Bay** was the tourist destination that gained the highest search volume in this quarter.

Popular keyword

(airlines)

(booking applications)

vịnh hạ long

vé máy bay giá rẻ

vé máy bay



Top search keywords

Compared to quarter I, searches for “**lịch nghỉ lễ 30/4**” (*April 30th holiday schedule*) increased sharply by **7,459%**. Notably, tourist destinations such as **Cát Bà**, **Cô Tô**, and **Sầm Sơn** also grew about **2–3 times** in search volume. Moreover, **Đà Nẵng** also reached the Top trending with the keyword “**lịch bắn pháo hoa Đà Nẵng 2023**” (*Đà Nẵng International Fireworks Festival 2023 schedule*). These were all the locations with significant tourist events. Notable examples were Cát Bà Tourism Opening Program 2023 (March 31st), Cô Tô Tourism Opening 2023 (April 1st), Sầm Sơn Beach Tourism Festival 2023 (April 22nd) and Đà Nẵng International Fireworks Festival (from June 3rd to July 8th).

Trending keyword

lịch nghỉ lễ 30 4	▲ 7,459%
cát bà	▲ 297%
phượng hoàng cổ trấn	▲ 214%
cô tô	▲ 204%
sầm sơn	▲ 190%
lịch bắn pháo hoa đà nẵng 2023	★ New



Besides, China also became a choice for many Vietnamese tourists as this country had just reopened for tourism in mid-March after three years of border closure. The wave of searches for Chinese tourism saw strong growth, especially for new destinations such as **Phượng Hoàng Cổ Trấn** (Phoenix Ancient Town).

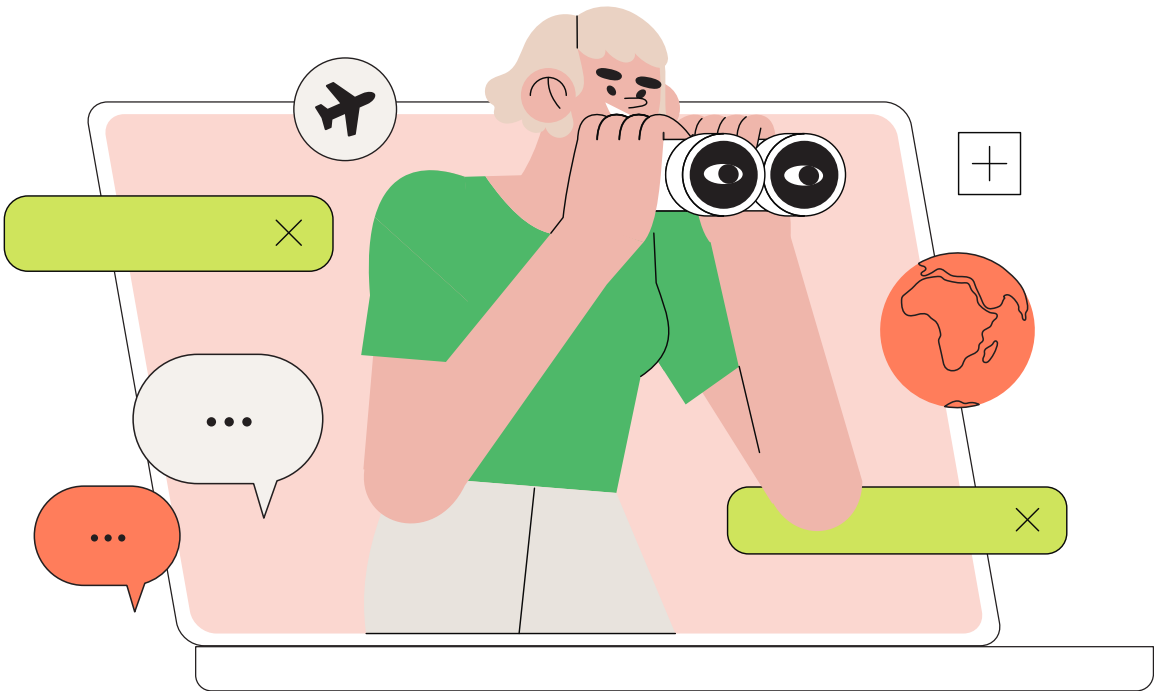
Domestic travel

Compared to the same period in 2022, the top domestic travel destinations mostly stayed the same.

Hội An, Nha Trang and **Đà Lạt** were the destinations that recorded the highest growth in search volume, increasing by **85%**, **71%** and **48%**, respectively.

Trending keyword

hội an	▲ 85%
nha trang	▲ 71%
đà lạt	▲ 48%
đà năng	▲ 29%
huế	▲ 23%



International travel

Compared to quarter II/2022, **Singapore, Melbourne, and New York** were the three destinations with the highest growth in search volume, going up by **38%**, **35%** and **21%**, respectively.

Trending keyword

singapore	▲ 38%
melbourne	▲ 35%
new york	▲ 28%
paris	▲ 21%
seoul	▲ 20%

Compared to quarter I/2023, Vietnamese people were more interested in Asian tourist destinations such as Japan or Thailand. **Fukuoka** led the trend in quarter II/2023, with a surge of **146%** compared to the previous quarter.

Trending keyword

fukuoka	▲ 146%
bangkok	▲ 43%
phuket	▲ 35%
osaka	▲ 33%
tokyo	▲ 4%



Search Trends

Employment

In times of market volatility, the demand for job search in quarter II/2023 grew appreciably compared to the beginning of the year.

Top search keywords

In quarter II/2023, as the economy faced a decline in purchasing power while inflation and price hikes, the world's job markets and Vietnam's experienced significant challenges. Many businesses had to optimize costs and reduce personnel, leading to reduced income and unemployment becoming more common.

Therefore, job posting websites such as "**topcv**", "**vieclam24h**", or queries on **mẫu/tạo cv** (create a CV or CV template) became the most searched keywords this quarter.

Popular keyword

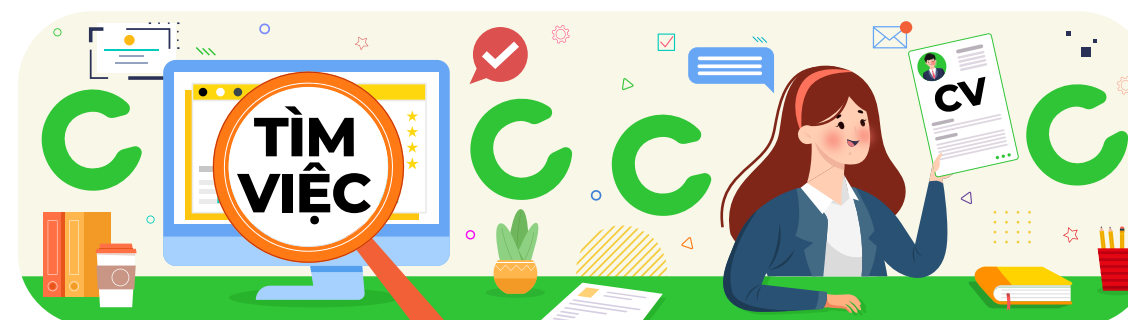
topcv

mẫu/tạo cv

vieclam24h

vietnamwork

careerbuilder

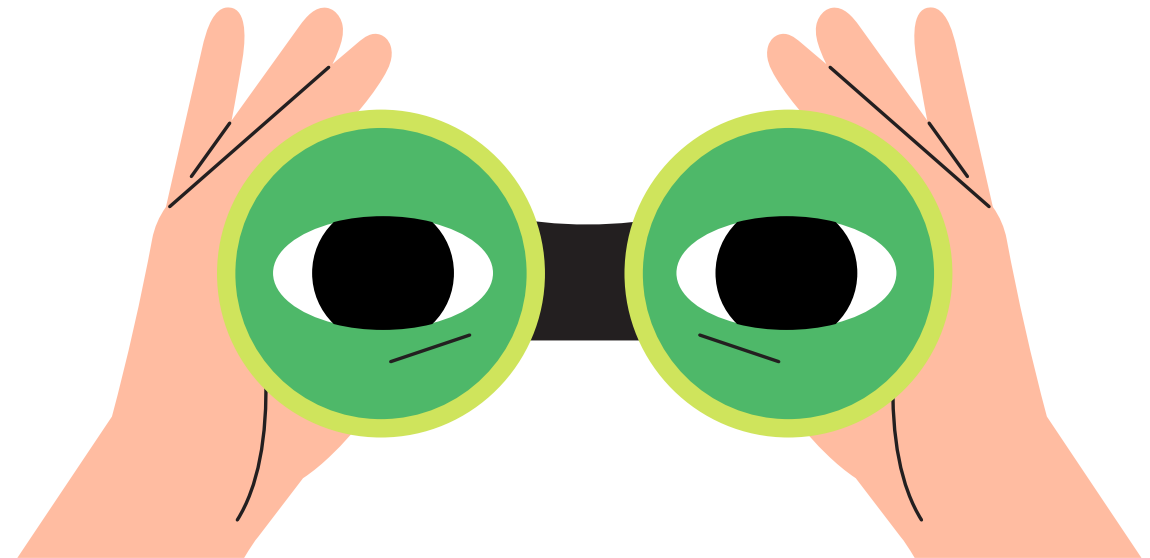


Top search keywords

In addition, leading the search trend about jobs were keywords such as “**việc làm online**” (*online jobs*) and “**tìm việc làm**” (*job search*). Their respective search volume increased by **28%** and **26%** compared to the previous quarter.

Trending keyword

việc làm online	▲ 28%
tìm việc làm	▲ 26%
topcv	▲ 24%
mẫu/tạo cv	▲ 23%
tuyển dụng	▲ 16%



In order not to miss out on attractive job opportunities, you can use [Job search feature](#) on **Cốc Cốc Search**. This feature allows you to quickly search all job positions by field, location, and salary on all popular job posting websites, accompanied by supporting tools for candidates and employees such as job manuals, CV templates, salary by industry, Gross – Net salary and personal income tax calculator.

Internship

As summer holidays came, along with the proactive and experience-seeker spirits of Gen Z, search keywords for internship opportunities such as “**data analyst intern**” and “**marketing intern**” continued to grow in search volume compared to the previous quarter.

Trending keyword

data engineer intern	▲ 14%
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business analyst intern	▲ 2%
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Interview tips

As the demand for job search increased, the number of searches for interview advice also increased sharply. Notably, the keyword “**thư cảm ơn sau phỏng vấn**” (*post-interview thank-you letter*) grew by **49%** compared to the previous quarter.

Trending keyword

thư cảm ơn sau phỏng vấn	▲ 49%
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phỏng vấn tiếng anh	▲ 39%
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giới thiệu bản thân khi phỏng vấn	▲ 24%
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Search Trends

Finance & Real Estate

Search volume of gold prices decreased slightly. Users searched more for stock symbols. Land Law was also a matter that many users were interested in.

Top search keywords

Regarding **Finance and Real Estate**, users focused on searching for information about real estate analysis websites like **VNREP** and **Binance** cryptocurrency exchange platform. News about **gold prices**, general **finance** updates and financial analysis websites like **CafeF** also received much attention from users.

In addition, due to the constant fluctuation of interest rates, banks like **Vietcombank** were also in the Top popular searches in quarter II/2023.

Popular keyword

vnrep (tỉnh/thành phố)

binance

giá vàng hôm nay

tài chính

cafeF

vietcombank



Top search keywords

Compared to the previous quarter, the queries “**vnrep (province/city)**” and “**binance**” also soared by **4,450%** and **837%** in search volume.

Trending keyword

vnrep (tỉnh/thành phố)	▲ 4,450%
binance	▲ 837%
fireant	▲ 99%

Trending keyword

kiếm tiền online	▲ 84%
tỷ giá yên	▲ 67%
fed tăng lãi suất	▲ 67%

Users also learned more about market news on investment websites like **FireAnt** or looked up more about ways to “**kiếm tiền online**” (*make money online*), with respective search volume higher by **99%** and **84%** than the previous quarter.

In addition, US Federal Reserve System (FED) decision to increase the interest rates by 0.25% for the 9th consecutive time on March 22nd had concerned many investors. Searches for “**fed tăng lãi suất**” (*FED increases interest rates*) to track the next interest hike of FED increased by 67% compared to the previous quarter.

Stock

Compared to quarter I/2023, the stock market in quarter II/2023 showed signs of a slight increase. The motivation came from the sharp increase in liquidity, thanks to the loosening of monetary regulations, the recovery of macro indicators, and many decrees and policies to remove difficulties for production and businesses issued by the Government. Therefore, the search volume for hot stocks on the [Finance feature](#) of Cốc Cốc search engine also increased sharply. Most notably, searches for **dxg stocks** and **dig stocks** grew by **574%** and **457%**, respectively.

Trending keyword

cổ phiếu dxg	▲ 574%
cổ phiếu dig	▲ 457%
cổ phiếu hqc	▲ 241%
cổ phiếu hhs	▲ 197%
cổ phiếu vnd	▲ 170%
cổ phiếu nvl	▲ 140%

Trending keyword

cổ phiếu shb	▲ 80%
cổ phiếu gex	▲ 25%
chứng khoán ssi	▲ 21%
cổ phiếu ctd	★ Mới
cổ phiếu dtd	★ Mới
cổ phiếu nlg	★ Mới

In addition, thanks to relatively profitable market, many less sought-after stocks in the previous quarter were also more interested in this quarter. Among them, the most prominent were **ctd stocks** and **dtd stocks**.

Gold Price

As every year, after the God of Wealth Day (January 10th in the lunar calendar) in quarter I/2023, the search volume for **gold prices** in quarter II/2023 slightly declined. As inflation was still increasing, investors were more inclined to hoard gold, subsequently leading to a high search volume for gold price. Despite that, the search trend in general still had a slight decrease compared to the beginning of the year.

Trending keyword

giá vàng hôm nay	▼ 16%
giá vàng	▼ 18%
giá vàng 9999 hôm nay	▼ 20%
giá vàng sjc	▼ 22%
giá vàng sjc hôm nay	▼ 25%
giá vàng hôm nay 9999	▼ 29%



Tax

According to regulations, individuals who file direct tax finalization need to complete their personal income tax documents by May 4th, 2023. Therefore, “**tra cứu mã số thuế cá nhân**” (*personal tax identification number*) was also one of the most popular search terms on the topic of Finance.

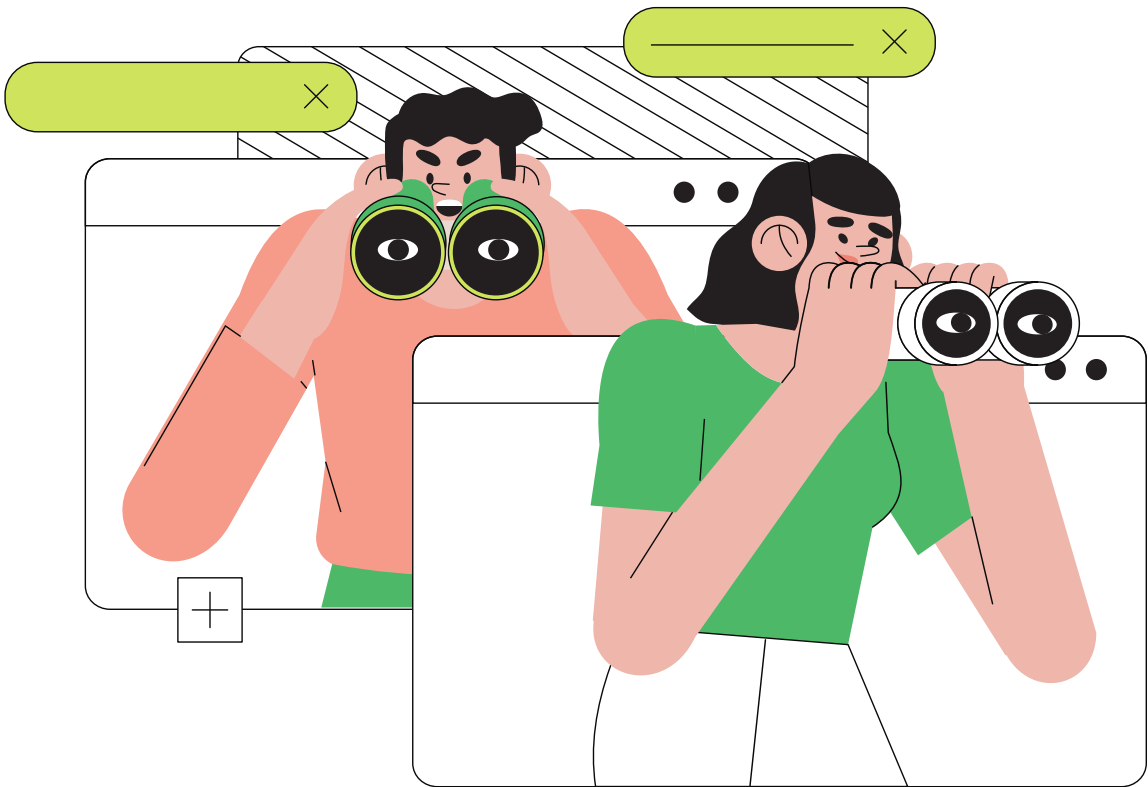
Popular keyword

tra cứu mã số thuế cá nhân

At the same time, the number of searches for keywords related to **thuế điện tử** (e-tax) also increased dramatically compared to the previous quarter, up to **131%**.

Trending keyword

thuế điện tử ▲ 131%



Real Estate

The second opinion collection for the Draft of Land Law (revision) was the topic that people were most interested in; therefore, the search volume for “**luật đất đai 2023**” keyword (*Land Law 2023*) increased by **80%** compared to the previous quarter.

In addition, people also looked up more about the Land Laws of previous years to compare the regulations between the amendments.

Trending keyword

luật đất đai 2023	▲ 80%
luật đất đai 2003	▲ 45%
luật đất đai	▲ 32%
luật đất đai 2013	▲ 31%





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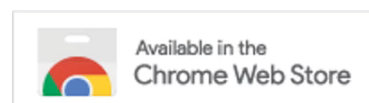
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