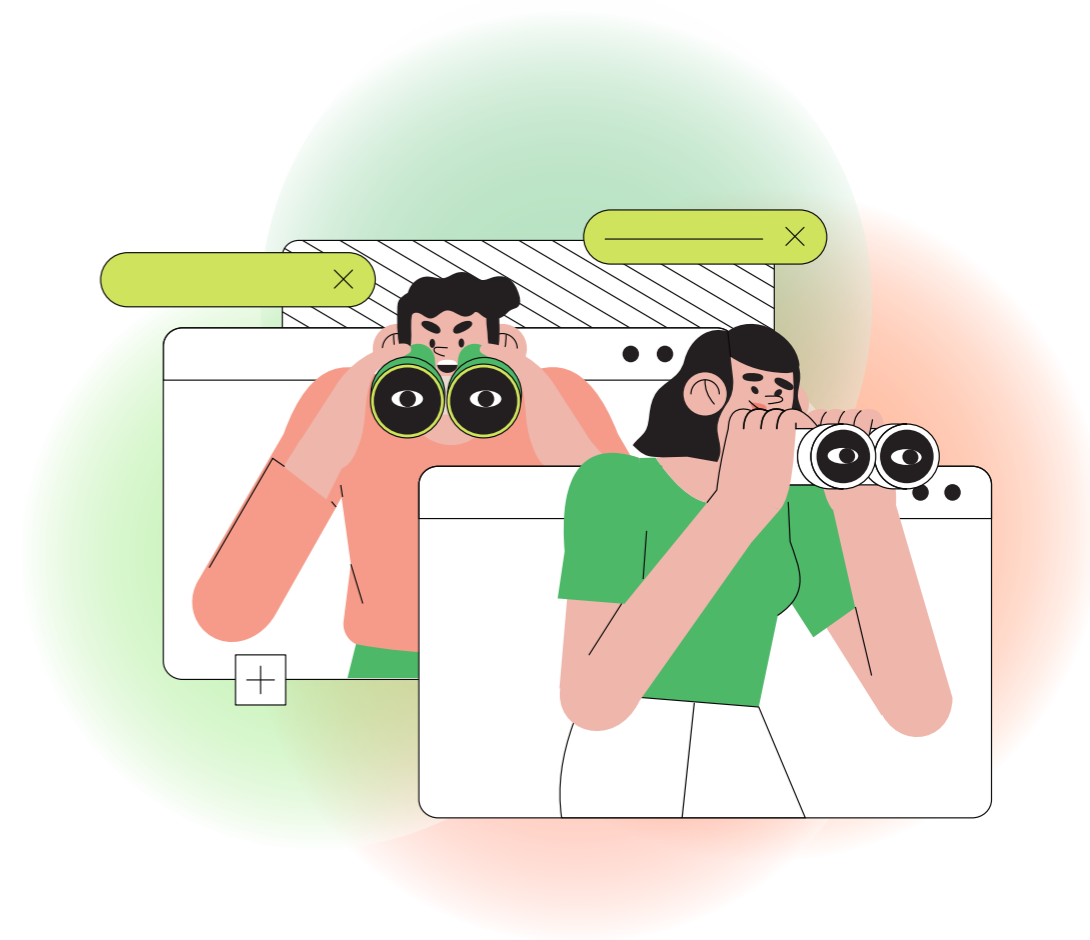


REPORT

Year in Search

2022

*Analysis on Cốc Cốc users.





What did Cốc Cốc users search for in 2022?

In 2022, **Education** continued to be the most popular search topic on Cốc Cốc Search. Compared to the previous year, users also had more interest in **Travel**, **Fashion** and **Employment**. Besides, “**hộ chiếu mới**” (*new passport*), “**world cup**” and “**ca sĩ mono**” (*mono singer*) were some of the most notable search keywords in the past year.

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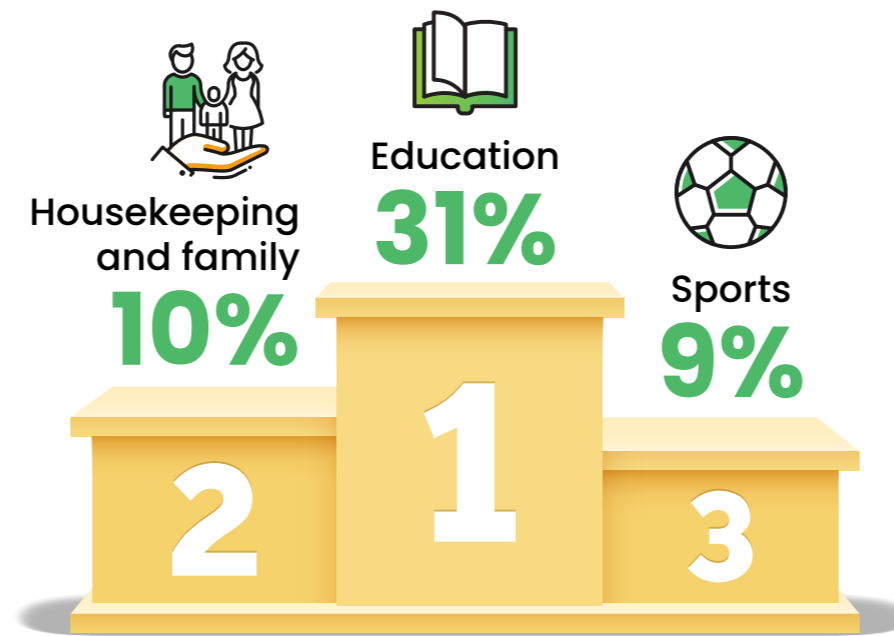


Most popular search topics

Top 15

In 2022, Education continued to be the topic with the highest search volume on Cốc Cốc Search.

Here are the **most searched** topics in 2022.



Education, Housekeeping and family and **Sports** were the Top 3 most popular search topics, respectively accounting for **31%**, **10%** and **9%** of the total search volume of the Top 15 search topics on Cốc Cốc Search in 2022. Other popular search topics were:



Games

9%



Music

6%



Finance

6%



Health

6%



E-commerce

5%



Beauty and cosmetics

4%



Fashion

3%



Vehicles

3%



Food

3%



Travel

3%



Real estate

2%



Employment

1%



Search Trends Overview

In post-Covid context, users searched more on Travel, Fashion and Employment topics.

As the Covid-19 pandemic just dwindled away, searching demand on general topics had yet to experience significant fluctuations.

Among the Top 15 most popular search topics, **Travel** had the most noteworthy change, increasing by **5%** in search volume compared to 2021. Besides, users were also more interested in **Fashion** and **Employment**. The search volume of these two topics saw a slight increase of **4%** and **2%**, respectively.



Fashion

▲ 5%



Travel

▲ 4%



Employment

▲ 2%





Search Trends

Travel

The search volume of keywords relating to domestic and international destinations both soared. Users also searched more about passport and booking apps.

In March 2022, Vietnam was fully open for tourism. At the same time, many countries around the world were also reopening for international tourists. Compared to 2021, the amount of searches on **Travel** increased slightly, peaking at the end of quarter I and the beginning of quarter II/2022.



Domestic travel

The search volume relating to domestic destinations grew dramatically compared to 2021. The most prominent were destinations in Tây Nguyên region, indicating by keywords such as **“du lịch thác dray nur”** (*dray nur waterfall travel*), **“du lịch thác dray sap”** (*dray sap waterfall travel*) and **“du lịch đắk nông”** (*đắk nông travel*) with a growth of **702%**, **462%** and **337%**, respectively.

Trending keyword

du lịch thác dray nur	▲ 702%
du lịch thác dray sap	▲ 462%
du lịch đắk nông	▲ 337%
du lịch phú quốc 4 ngày 3 đêm	▲ 252%
du lịch nha trang 3 ngày 2 đêm	▲ 251%
du lịch đà nẵng 3 ngày 2 đêm	▲ 248%
du lịch sapa 3 ngày 2 đêm	▲ 200%
du lịch mộc châu 2 ngày 1 đêm	▲ 196%
du lịch cát bà	▲ 196%
du lịch sầm sơn	▲ 192%

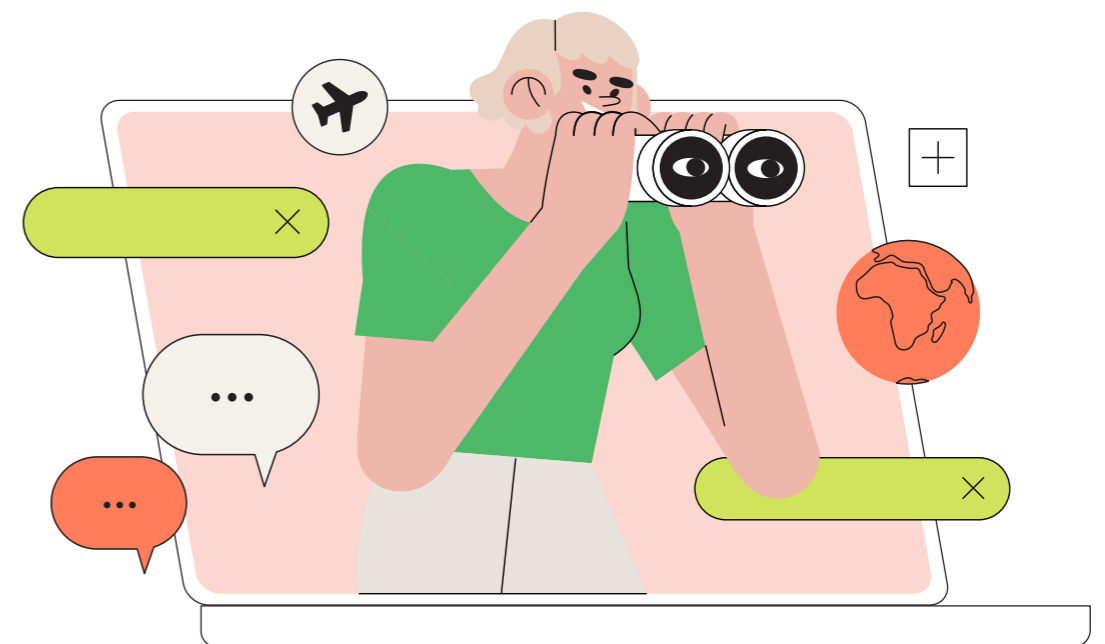


Domestic travel

Besides, famous tourist cities were still the most searched travel destinations.

Popular keyword

du lịch phú quốc	du lịch hạ long
du lịch đà lạt	du lịch quy nhơn
du lịch đà nẵng	du lịch hà giang
du lịch nha trang	du lịch hà nội
du lịch sapa	du lịch ninh bình



International travel

In 2022, a lot of countries were reopen for Vietnamese tourists. Therefore, the search demand for international travel increased again. In particular, **Korea, Europe** and **Thailand** were the top destinations in terms of growth in search volume, increasing by **430%**, **285%** and **264%** respectively.

Trending keyword

du lịch hàn quốc	▲ 430%
du lịch châu âu	▲ 285%
du lịch thái lan	▲ 264%
du lịch mỹ	▲ 220%
du lịch singapore	▲ 195%

In addition, it is noteworthy that Cốc Cốc users were also interested in travel destinations outside Asia. The most searched keyword was “**du lịch châu âu**” (*europa travel*).

Popular keyword

du lịch châu âu	du lịch Thụy Sĩ
du lịch pháp	du lịch hàn quốc
du lịch mỹ	

Passport

As international travel was open and Vietnam started to issue new passports, the demand for information lookup about passport rose significantly. The top keyword was **“hộ chiếu mới”** (*new passport*) with an increase of **885%**.

Trending keyword

hộ chiếu mới	▲ 885%
hộ chiếu	▲ 126%
bị chú nơi sinh/nơi sinh hộ chiếu	★ New

Travel style

In 2022, users also had the tendency to look for close-to-nature travel experiences, especially camping in general and luxurious camping or glamping in particular.

Trending keyword

cắm trại/camping	▲ 82%
glamping	▲ 44%

Booking

When travel demand became higher, users also showed more interest in accommodation and flight booking.

Compared to 2021, keywords relating to **booking apps** (e.g. “**traveloka**”, “**agoda**”, “**booking.com**”, etc.) and airlines (e.g. “**vietnam airlines**”, “**vietjet air**”, “**jetstar**”, “**bamboo airways**”, etc.) respectively went up by **82%** and **44%** in search volume.

Trending keyword

(booking app)	▲ 82%
(airline)	▲ 44%
vé máy bay	▲ 12%
combo du lịch/tour du lịch/combo nghỉ dưỡng	▲ 6%



Search Trends

Health & Beauty

Users cared about Covid self-treatment at home and post-Covid issues. Searches for body and beauty care methods also increased sharply.

Covid-19

With high vaccination rates, Covid-19 situation in Vietnam was almost fully controlled. People who caught Covid-19 but had no clinical symptoms can stay in quarantine at home and follow the self-treatment guidelines of the Ministry of Health. Thus, self-treatment and post-covid symptoms were the top searched content in the past year.

Trending keyword

điều trị f0 tại nhà	▲ 581,500%
que test covid	▲ 71,700%
bị covid nên ăn uống gì	▲ 32,460%
hậu covid là gì	▲ 5,460%



Body care

Physical exercises

In 2022, users also searched more about physical training exercises. Particularly, keywords relating to **aerobics** increased by **43,600%** in search volume.

Từ khóa thịnh hành

aerobic/nhảy aerobic	▲ 43,600%
vovinam	▲ 10,418%
nhạc tập thể dục	▲ 5,229%
tập thể dục giảm cân	▲ 207%

Eating plan

Compared to 2021, keywords relating to healthy menus and cooking recipes experienced a considerable growth. The most notable were keywords about weight loss and vegetarian diet.

Trending keyword

thực đơn giảm cân (7 ngày/1 tuần)	▲ 387%
công thức nấu ăn chay	▲ 310%
công thức nấu ăn giảm cân	▲ 74%
công thức nấu ăn cho sức khỏe	▲ 74%
công thức nấu ăn tăng cân	▲ 69%
món chay ngon	▲ 11%

With [Recipes feature](#) on Cốc Cốc Search, you can quickly find cooking recipes by purposes, for example weight gain, weight loss, vegetarian and more.

Beauty care

In addition to physical health, users also paid more attention to beauty care. The most trending searches were about skincare products, hairstyles and nail arts.

Trending keyword

top kem chống nắng tốt nhất hiện nay	▲ 2,367%
tẩy da chết dove	▲ 457%
tóc short quiff	▲ 272%
màu tóc không cần tẩy	▲ 184%
kem chống nắng martiderm/kcn martiderm	▲ 115%
tóc mullet nữ	▲ 78%

Trending keyword

kem chống nắng heliocare	▲ 86%
tóc ngắn nữ	▲ 74%
tóc layer nam	▲ 36%
tóc mullet nam	▲ 25%
kem chống nắng skin aqua	▲ 14%
mẫu nail đẹp 2022	★ New
tóc hippie	★ New



Search Trends

Food

Dew-soaked rice crepes, bird's nest and salted chicken were the Top 3 trending dishes in 2022. Users were also particularly interested in exploring local cuisine, especially “food tour hải phòng”.

Dishes

2022 marked an influential year of dew-soaked rice crepes across social media platforms. The keyword **“bánh tráng phơi sương”** (*dew-soaked rice crepes*) saw an increase of **613%** in search volume compared to 2021. The next two trending dishes were **“yến sào”** (*bird’s nest*) and **“gà ủ muối”** (*salted chicken*) with a growth of **228%** and **140%**, respectively.

Trending keyword

bánh tráng phơi sương	▲ 613%
yến sào	▲ 228%
gà ủ muối	▲ 140%

Local cuisine

As soon as Covid-19 died down, users got more interested in exploring local cuisine. Leading in the trend was the **“food tour hải phòng”** keyword with an increase of **959%** in search volume.

Trending keyword

food tour hải phòng	▲ 959%
món ngon miền bắc	▲ 218%
ẩm thực sapa	▲ 7%

Food stores and food delivery apps

When the “old normal” was making a comeback, the demand for using dine-in services climbed up. As a result, searches for local or nearby food stores also increased considerably.

Trending keyword	
quán ngon hà nội	▲ 122%
quán nướng đà lạt	▲ 98%
quán ăn gần đây	▲ 61%
quán nướng ngon hà nội	▲ 47%

Trending keyword	
quán trà sữa gần đây	▲ 40%
quán ốc ngon hà nội	▲ 39%
quán lẩu ngon hà nội	▲ 23%
quán cafe đẹp ở hà nội	▲ 11%

Besides, the search volume of keywords relating to food delivery apps (e.g. “**shopeefood**”, “**grabfood**”) still continued to grow in the post-Covid context.

Trending keyword	
(ứng dụng đặt đồ ăn)	▲ 113%



Search Trends

Sports

World Cup and SEA Games were Top 2 most searched sport events.

Sport events

Among the sport tournaments taking place in 2022, **FIFA World Cup** and **SEA Games** were the two events with the highest search volume and growth in search volume.

Meanwhile, despite being one of the Top searched sport events, **UEFA Champions League** decreased slightly in terms of search volume.

Trending keyword

world cup 2022	▲ 4,624%
sea games 31	▲ 4,099%
seagames	▲ 1,989%
world cup	▲ 131%
ngoại hạng anh	▲ 19%
champions league	▼ 13%



Schedules, results and ranking charts

With the impact from big sport events, the search volume of soccer match schedules, results and ranking charts via [Football feature](#) on Cốc Cốc Search also went up drastically.

Trending keyword

kết quả world cup 2022	▲ 45,274%
bảng xếp hạng world cup 2022	▲ 45,109%
trực tiếp world cup	▲ 43,657%
lịch thi đấu world cup 2022	▲ 34,923%
vòng bảng world cup 2022	▲ 22,635%
lịch thi đấu seagame 31	▲ 14,660%
lịch thi đấu u23 châu á	▲ 6,680%

Soccer matches

Regarding specific soccer matches, users searched more about matches in club football championships and World Cup qualification rounds.

Popular keyword

paris s.germain vs real madrid - ngày 16/02/2022 - champions league

barcelona vs ssc napoli - ngày 18/02/2022 - europa league

crystal palace vs manchester united - ngày 22/05/2022 - ngoại hạng anh

sporting cp vs manchester city - ngày 16/02/2022 - champions league

arsenal vs manchester city - ngày 01/01/2022 - ngoại hạng anh

chelsea vs liverpool - ngày 02/01/2022 - ngoại hạng anh

bồ đào nha vs thổ nhĩ kỳ - ngày 25/03/2022 - vòng loại world cup châu âu

manchester united vs wolverhampton - ngày 04/01/2022 - ngoại hạng anh

italy vs north macedonia - ngày 25/03/2022 - vòng loại world cup châu âu

australia vs nhật bản - ngày 24/03/2022 - vòng loại world cup châu á

eSports

In 2022, eSports became more popular and were searched more. The Top searched keywords were about eSport channels such as “**vietnam esport tv**” and “**xtv esports**”.

Popular keyword

vietnam esport tv	lol esports
xtv esports	esport seagame 31
liên quân mobile esport	vetv7 esports
gam esports	fifa esport battle
sbtc esport	23 esports tv

As eSports officially became a sport for competition in “**esport seagame 31**” and “**seagame 31 esports**” keywords took the top spots in 2022’s search trends with a rise of **2,657%** in search volume.

Trending keyword

esport seagame 31/seagame 31 esports	▲ 2,657%
lol esports manager	▲ 1,727%
fifa esport battle	▲ 1,433%
lien quan mobile esports	▲ 451%
pubg esports	▲ 258%
vetv7 esports	▲ 100%
mgn esport	▲ 81%
hq esports	▲ 60%
gam esports	▲ 50%
liên quân esport	▲ 33%



Search Trends

Education

After Covid pandemic, the search volume of online learning declined.

Online learning

In comparison to 2021, the amount of searches on online learning decreased significantly because all students had officially returned to school. Notably, keywords relating to applications used for online learning (such as **“zoom”**, **“teams”**, **“google meeting online”**) decreased by **73%** in search volume.

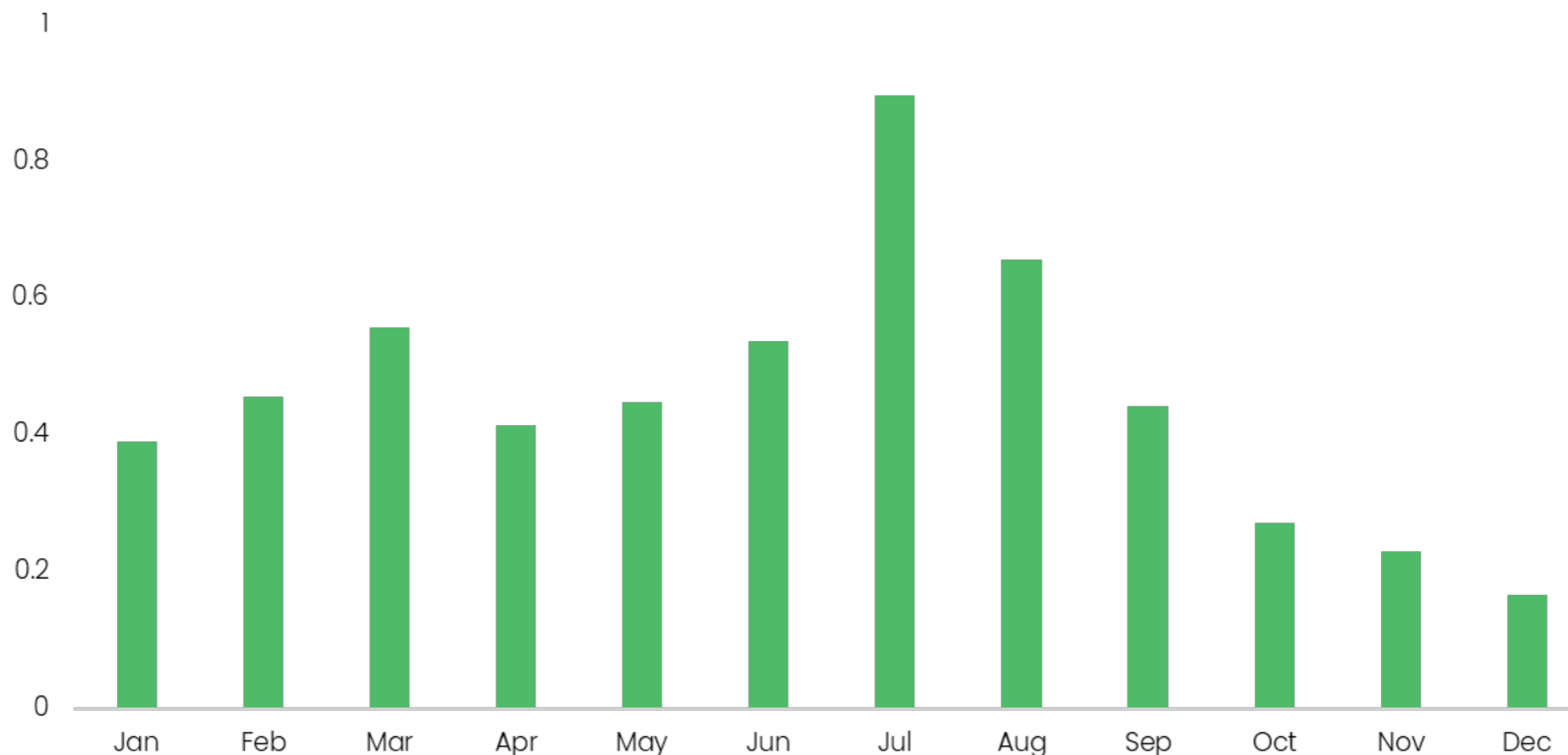
Trending keyword

khóa học online	▼ 34%
học online/trực tuyến	▼ 52%
(ứng dụng hỗ trợ học trực tuyến)	▼ 73%



Universities

Searches for universities



Quarter III/2022 saw the highest search volume during the year of keywords relating to universities. This was also the period when the National High School Graduation Examination took place and universities completed the admission process for the new school year.



Here are the Top searched universities, academies in 2022.

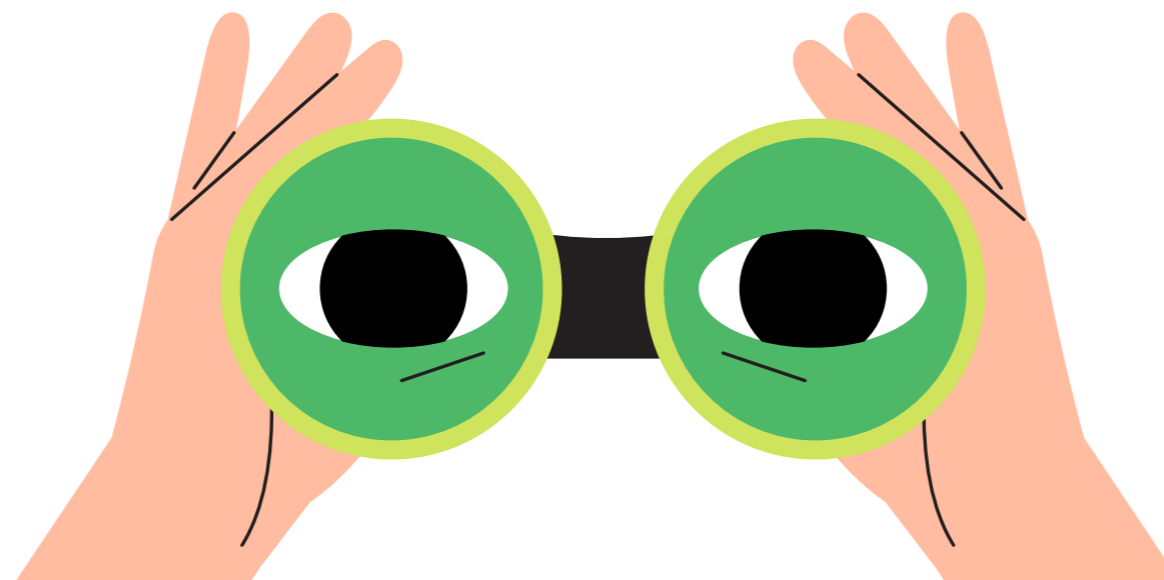
Popular keyword

học viện tài chính	học viện công nghệ bưu chính viễn thông
học viện ngân hàng	trường đại học kinh tế quốc dân
học viện báo chí và tuyên truyền	trường đại học công nghiệp hà nội
học viện chính sách và phát triển	trường đại học sư phạm hà nội
học viện ngoại giao	học viện chính trị quốc gia hồ chí minh

With the impact of the university entrance exam, the following keywords also entered the Top trending of 2022.

Trending keyword		Trending keyword	
học viện tài chính điểm chuẩn 2021	▲ 319%	học viện tài chính điểm chuẩn 2021	▲ 187%
học viện ngân hàng điểm chuẩn 2021	▲ 319%	học viện ngoại giao điểm chuẩn 2021	▲ 187%
điểm chuẩn học viện báo chí và tuyên truyền 2021	▲ 248%	học viện hàng không việt nam	▲ 110%
học viện bưu chính viễn thông điểm chuẩn 2021	▲ 229%	trường đại học công nghiệp tp hcm	▲ 86%
		học viện thanh thiếu niên việt nam	▲ 28%

On Cốc Cốc Search, users can easily look up all universities in Vietnam by city/province, major and entrance score with [University hub feature](#).



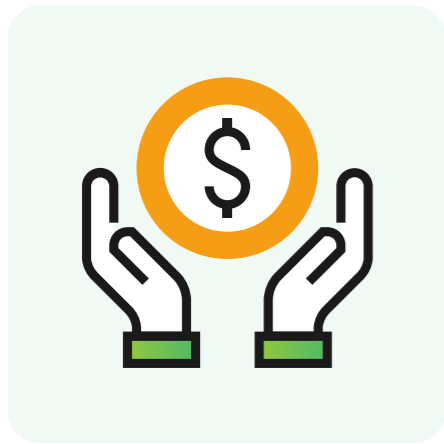
Others

The school year 2022–2023 is the first school year to implement the new set of 10th grade textbooks under the General Education Program 2018. Therefore, the search demand for “**sách giáo khoa lớp 10 mới**” (*new grade 10 textbook*) increased strongly.

In addition, users also searched for “**khóa học lập trình cho trẻ em**” (*programming course for children*).

Trending keyword

sách giáo khoa lớp 10 mới	▲ 2,373%
khóa học lập trình cho trẻ em	▲ 25%



Search Trends

Finance

Interest rates, exchange rates and petrol prices skyrocketed in terms of search volume.

Crypto

2022 continued to be the year where the crypto market was soaked in red. With the LUNA crash and the fall of the third largest cryptocurrency exchange FTX, most keywords about crypto experienced a downtrend. However, “**tiền ảo**” (*crypto*) still witnessed a sharp increase of **623%**. This might indicate that users were still interested in general news about the crypto market, yet not curious about in-depth information on this topic.

Trending keyword

tiền ảo	▲ 623%
tapchibitcoin	▼ 8%
crypto	▼ 15%
ftx	▼ 17%
giá bitcoin hôm nay	▼ 31%

Trending keyword

crypto là gì	▼ 32%
giá bitcoin	▼ 35%
ethereum	▼ 47%
bitcoin	▼ 39%
binance	▼ 50%

Stock

Although the stock market also experienced a period of rough fluctuations, the search volume of “**cổ phiếu**” keyword went up again in quarter IV/2022 with a rise of **59%** compared to quarter III/2022. In comparison to 2021, the search volume of this keyword also achieved a growth of **237%**.

Following is the search trend of some other notable keywords.

Trending keyword

tân hoàng minh	▲ 359%
cổ phiếu hag	▲ 256%
cổ phiếu flc	▲ 74%
fireant	▲ 28%
vietstock	▲ 28%
cổ phiếu là gì	▼ 39%
stockbiz	▼ 48%
cổ phiếu 68	▼ 53%



Interest rates

In times of economic – financial market instabilities, users had the tendency to search for lower-risk investment channels like bank savings. Along with simultaneous raise of bank savings interest rates in 2022, the search volume of the keyword “**lãi suất ngân hàng**” (*bank savings interest rates*) escalated by **1,190%** compared to the previous year.

Trending keyword

lãi suất ngân hàng	▲ 1,190%
lãi suất (tiền gửi/tiết kiệm)	▲ 360%
lãi suất vay (ngân hàng/cách tính)	▲ 11%

Gold prices

Besides bank savings, gold was another investment channel that a lot of users were interested in 2022. The search volume regarding **gold prices** increased slightly by **28%** compared to 2021.

Trending keyword

giá vàng (hôm nay)	▲ 28%
--------------------	-------

Exchange rates

2022 also witnessed a record hike of the US Dollar price and a plunge to a new low of the Japanese Yen in the last 24 years. Under the influence of the market, searches related to exchange rates increased significantly. Notably, the keywords “**1 usd = vnd**” and “**giá yên nhật**” (*Japanese Yen price*) respectively spiked by **15,620%** and **1,235%** in search volume compared to the previous year.

Từ khóa thịnh hành

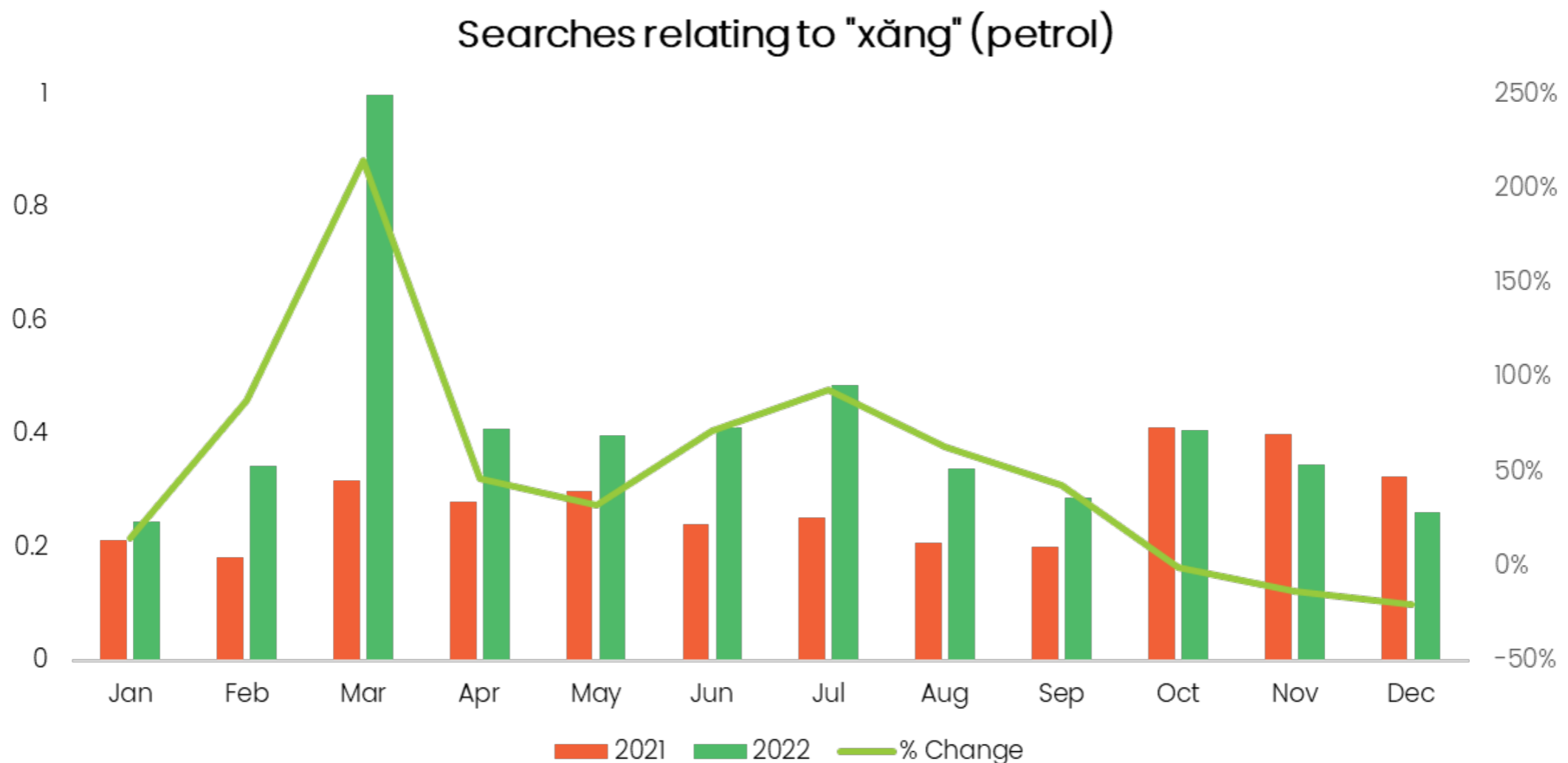
1 usd = vnd	▲ 15,620%
tỷ giá yên	▲ 1,235%
jpy	▲ 333%
đô la (mỹ)/usd	▲ 49%
euro	▲ 41%



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.

Petrol prices

In 2022, the supply shortage due to political issues in the world had caused petrol prices to continuously increase and decrease sharply. Therefore, the need for daily updates on petrol prices also soared compared to the previous year, especially in March and July 2022.



Petrol prices

Trending keyword

xăng giảm	▲ 980%
giá xăng hôm nay	▲ 470%
giá xăng hôm nay	▲ 443%
petrolimex điều chỉnh giá xăng dầu	▲ 395%
giá xăng hiện tại	▲ 309%
xăng tăng giá	▲ 260%
giá xăng hôm nay bao nhiêu 1 lít	▲ 226%
giá xăng	▲ 204%

Tax and social insurance



In 2022, the amount of searches for public administration procedures on Cốc Cốc Search had a sizable increase, especially the keywords about the procedures for personal income tax refund and social insurance.

Từ khóa thịnh hành

thuế thu nhập cá nhân 2022

★ New

mức đóng BHXH 2022

★ New

lương tối thiểu vùng 2022

★ New

tra cứu mã số thuế

▲ 2%

On Cốc Cốc Search, users can easily look up official instructions from the National Public Service Portal for citizens and businesses on administration procedures, public services and online payments with [eGovernment feature](#).



Search Trends

Real Estate

People were interested in property projects and websites about real estate. “Chung cư 50 năm” (*50-year apartment ownership*) is a notable keyword.

Property projects

Here are the Top popular and trending property projects in 2022.

Popular keyword

khu đô thị mạnh đức victory	khu đô thị vườn sen
chung cư essencia splendora	aqua city
shophouse từ sơn garden city	

Trending keyword

khu đô thị vườn sen	★ New
chung cư essencia splendora	★ New
novaworld mũi né	▲ 4,818%
suncity	▲ 1,418%
vinhomes grand park	▲ 118%

Websites about real estate

Besides information about property projects, users also searched for websites where they can get news and updates on the real estate market.

Popular keyword

chotot	alanhadat
batdongsan.com	cafeland

House sale, purchase and rental

The search volume of keywords relating to house sale and rental supply generally experienced an upward trend. Meanwhile, the search demand for house purchase decreased.

Trending keyword

nhà bán cần thơ	▲ 28.521%
thuê nhà nguyên căn hà nội	▲ 87%
bán nhà phường vĩnh hải nha trang	▲ 48%
hợp đồng thuê nhà trọ	▲ 39%
hợp đồng thuê nhà	▲ 18%

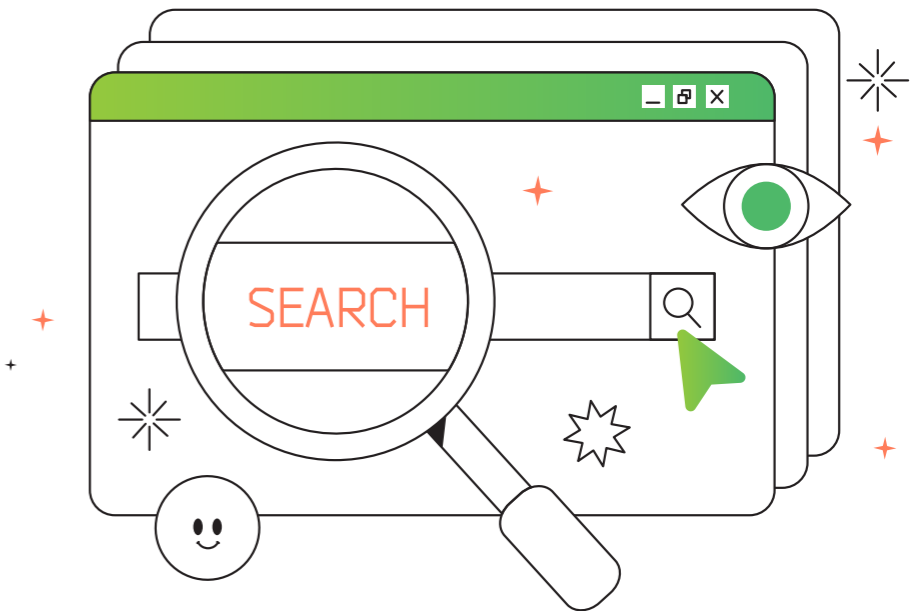
Trending keyword

mẫu hợp đồng thuê nhà	▲ 15%
hợp đồng thuê nhà kinh doanh	▲ 11%
hợp đồng cho thuê nhà	▼ 10%
thuê nhà nguyên căn	▼ 19%
mua bán nhà đất	▼ 39%

Policies

In 2022, users also searched more about the drafts of law and policies on housing. As the Draft of Housing Law (revision) was brought out, users were really concerned about the 50-year apartment ownership limit. Thus, the keyword “**chung cư 50 năm**” (*50-year apartment ownership*) surged by **42,600%** in search volume.

Từ khóa thịnh hành	Tăng trưởng
chung cư 50 năm	▲ 42,600%
hỗ trợ tiền thuê nhà	▲ 23%





Search Trends

Employment

Searches for freelance and remote jobs saw an uptrend. Data analyst and content creator jobs attract a lot of attention from users.

Working style

In post-Covid context, the search volume of freelance and remote jobs still went up. This might indicate that Covid-19 pandemic did make a big impact on user interest in working style.

Prominently, websites for freelancers (e.g. “**freelancer.com**”, “**upwork**”, etc.) achieved a growth of **155%** in search volume compared to 2021.

Trending keyword

việc làm online tại nhà uy tín	▲ 157%
(chuyên trang việc làm tự do)	▲ 155%
việc làm remote	▲ 134%
(việc làm/công việc/job) freelance	▲ 67%
freelancer	▲ 16%

Jobs

In 2022, **data analyst** and **content creator** were the two most searched jobs.

Trending keyword

data analyst	▲ 63%
content creator	▲ 40%
digital marketing	▲ 36%
sáng tạo nội dung	▲ 33%
business analyst	▲ 21%

Job hopping

After a long time affected by Covid-19 situations, users searched more about documents and portfolio templates to prepare for new job opportunities. Notably, the keywords “**đơn xin nghỉ việc**” (*letter of resignation*) and “**hồ sơ xin việc gồm những gì**” (*what is included in job application*) witnessed a **ten-fold** augmentation in search volume compared to the previous year.

Trending keyword

đơn xin nghỉ việc	▲ 1,029%
hồ sơ xin việc gồm những gì	▲ 992%
tạo cv online miễn phí	▲ 124%

Job posting websites

In 2022, users had the tendency to search for new job opportunities more than before. The amount of searches for job posting websites . Particularly, “**topcv**” and “**vietnamwork**” were the two most searched keywords.

Popular keyword

topcv	careerbuilder
vietnamwork	timviecnhanh
việc làm 24h	

Unemployment insurance

Following the global trend, the wave of layoffs was on the rise in Vietnam in 2022. Due to this sweep, keywords relating to **unemployment insurance** increased by **67%** in search volume compared to 2021.

Trending keyword

tính bảo hiểm thất nghiệp	▲ 67%
(lấy/làm) (thủ tục/hồ sơ) bảo hiểm thất nghiệp	▲ 12%



Search Trends

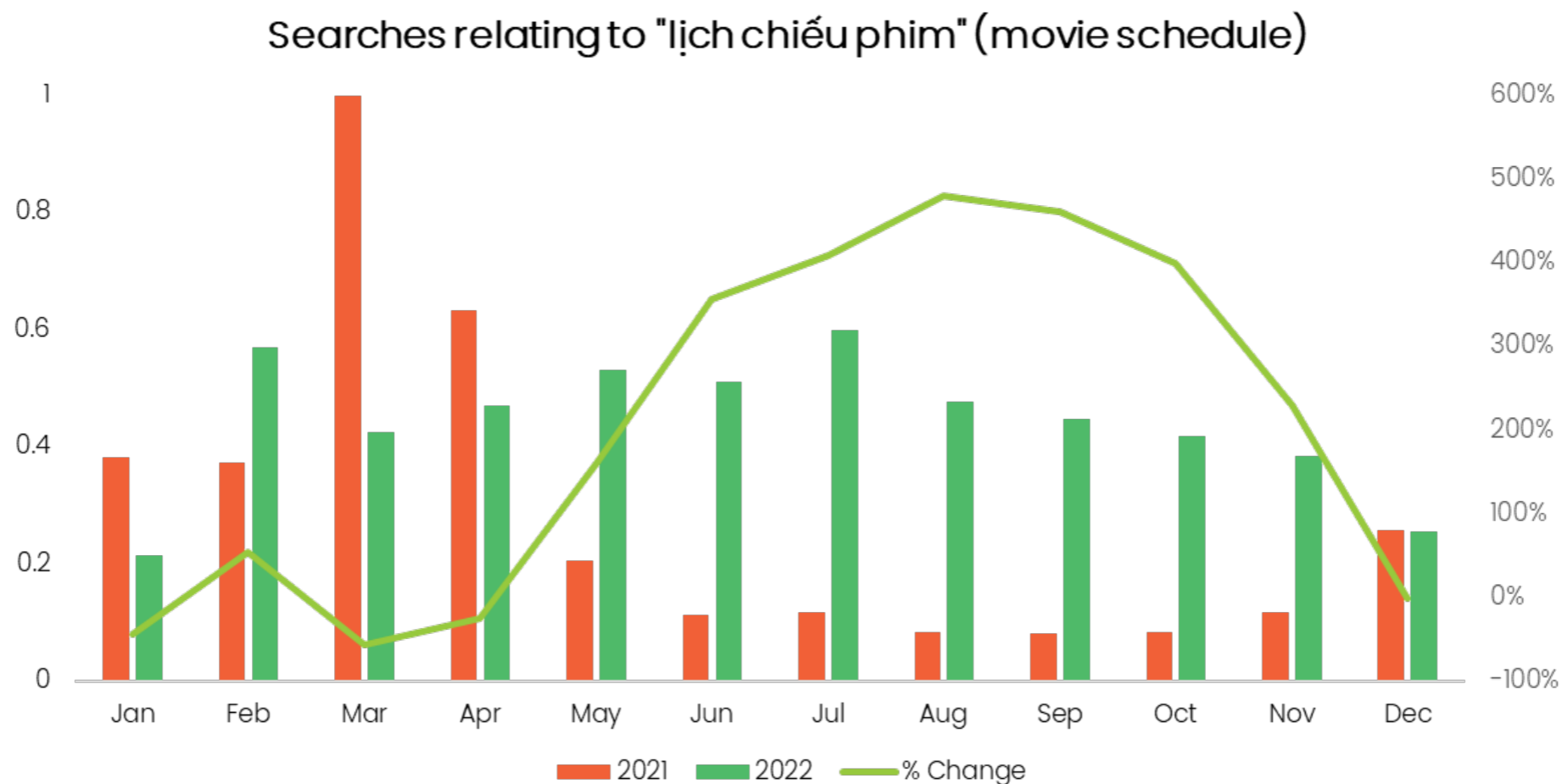
Films and TV shows

**“Minions” and “Business Proposal” were the most searched movie and series.
The Masked Singer and beauty pageants were the top programs of interest.**

Movies



As cinemas were fully reopen in 2022, searches for movie schedule recorded a major increase in volume compared to 2021, especially in the period from May to November 2022.



“Minions” became the most searched cinema movie in 2022.

Popular keyword

minions	bống dưng trúng số
doctor strange	em và trịnh
thor love and thunder	

In terms of Top trending, the most groundbreaking growth in search volume belonged to **“Bống dưng trúng số”** (“6/45”).

Trending keyword

bống dưng trúng số	★ New
thor love and thunder	▲ 13,174%
em và trịnh	▲ 8,964%
minions	▲ 416%
avatar 1/avatar 2	▲ 363%

On Cốc Cốc Search, users can quickly look up movie information and showtime of now showing, upcoming movies at all cinemas across the country with [Cinema feature](#).

Series

“Hẹn hò chốn công sở” (*“Business Proposal”*) and **“Tình hán xán lạn”** (*“Love Like The Galaxy”*) were the two series with the highest search volume. At the same time, these two series were also in the Top 3 trending with a growth of **14,962%** and **52,985%** in search volume compared to 2021.

Popular keyword

hẹn hò chốn công sở	f4 thailand
tình hán xán lạn	trầm vụn hương phai
chiếc bật lửa và váy công chúa	

Trending keyword

tình hán xán lạn	▲ 52,985%
f4 thailand	▲ 19,384%
hẹn hò chốn công sở	▲ 14,962%
chiếc bật lửa và váy công chúa	▲ 13,278%
thương lan quyết	▲ 12,827%

TV shows

Ca sĩ mặt nạ (*The Masked Singer*) was the most searched program in the past year. In addition, 2022 was also a blossom year of beauty pageants, with “**hoa hậu hoàn vũ việt nam 2022**” (*Miss Universe Vietnam 2022*) as the top popular and trending pageant on Cốc Cốc Search.

Popular keyword

ca sĩ mặt nạ/the masked singer	hoa hậu hòa bình quốc tế 2022
hoa hậu hoàn vũ việt nam 2022	hoa hậu các dân tộc việt nam 2022
hoa hậu thế giới việt nam 2022	

Trending keyword

hoa hậu hoàn vũ việt nam 2022	▲ 64,027%
ca sĩ mặt nạ/the masked singer	▲ 25,657%
hoa hậu hòa bình quốc tế 2022	★ New
hoa hậu thế giới việt nam 2022	★ New
hoa hậu các dân tộc việt nam 2022	★ New



Search Trends

Music

TikTok music is on the rise. “Ít nhưng dài lâu” and “Waiting for you” were the Top 2 songs. New artists like MONO and NewJeans topped the search trend.

Genres

Sentimental ballad had the largest search volume. Meanwhile, **TikTok music** was booming, with a growth of up to **702%** in search volume.

Popular keyword

nhạc trữ tình	nhạc bolero
nhạc không lời	nhạc remix
nhạc tre	

Trending keyword

nhạc remix tik tok	▲ 702%
nhạc tik tok	▲ 81%
nhạc chill	▲ 74%
nhạc không lời	▲ 42%
nhạc trữ tình	▲ 6%

Tracks

“**Ít nhưng dài lâu**” and “**Waiting for you**” were the top songs of 2022.

Popular keyword

ít nhưng dài lâu	ai chung tình được mãi remix
waiting for you	xem như em chẳng may
đâu ai chung tình được mãi	

Trending keyword

waiting for you	★ New
ít nhưng dài lâu	▲ 4,208%
ai chung tình được mãi remix	▲ 3,080%
đâu ai chung tình được mãi	▲ 1,907%
ánh sao và bầu trời	▲ 1,585%

Artists

Vietnam

Artists participating in The Masked Singer were the center of attention. Besides, with the super hit “Waiting for you”, **MONO** became the top trending artist of 2022.

Popular keyword

ngọc mai/o sen	hà nhi/miêu quý tộc
hoàng thủy linh	hieuthuhai
chu thủy quỳnh	

Trending keyword

ca sĩ mono/mono waiting for you	★ New
thùy chi/tí nâu	▲ 41,088%
myra trần/lady mây	▲ 11,258%
chu thủy quỳnh	▲ 2,296%
greyd	▲ 160%

Artists

International

In 2022, K-pop groups attracted a lot of attention from Cốc Cốc users. Leading in search volume was **Blackpink**. Top trending search was occupied by **NewJeans**.

Popular keyword

blackpink	adele
bts	newjeans
taylor swift	

Trending keyword

newjeans	★ New
adele	▲ 7%



Search Trends

Games

Play Together led the Top trending search.

Game titles

FIFA World Cup 2022 was the most searched game. **Play Together** was the game with the most prominent growth in search volume.

Popular keyword

fifa world cup 2022 game

trò chơi 2 người lửa và nước

trò chơi miễn phí play together

liên quân miễn phí

game line 98 online màn hình rộng

Trending keyword

trò chơi miễn phí play together ▲ **6,492%**

game line 98 online màn hình rộng ▲ **3,744%**

game vui con rắn ▲ **1,620%**

chơi free fire miễn phí không cần tải ▲ **1,514%**

luffy vs naruto game ▲ **1,340%**

Meanwhile, some previously trending games were decreasing in search volume in 2022.

Keyword

trò chơi among us ▼ **71%**

game ma sói online ▼ **60%**

game roblox ▼ **44%**

Game hubs

Following is the list of Top popular and trending game hubs.

Popular keyword	
game vui	gameloop
game y8	poki game
game 24h	
Trending keyword	
emulatorgames.net	▲ 8,113%
retrogames	▲ 1,374%
poki game	▲ 767%



Search Trends

eCommerce

eCommerce platforms in Vietnam generally recorded a rise of 6% in search volume. Users searched for discounts on “D-days” 3 to 5 times more than normal days.

eCommerce platforms

In 2022, searches for eCommerce platforms in Vietnam (e.g. Shopee, Lazada, Tiki, Sendo, TikTok Shop, etc.) generally earned a **6%** growth in volume compared to 2021.

On the contrary, users searched less about international eCommerce platforms. In particular, keywords such as “**amazon**” and “**taobao**” respectively dropped by **15%** and **45%** in search volume.

Products

Products in the technology category were the most searched for. In specific, users showed significant interest in old and new iPhone models in 2022.

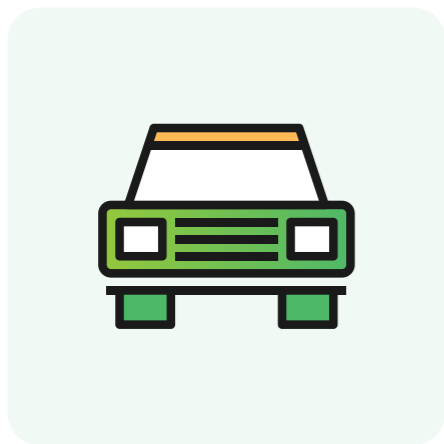
Popular keyword

máy tính	iphone 14 (pro max)
iphone 11	iphone se 2022

D-days

On monthly “D-days” (e.g. Dec 12), users had formed the habit of searching for discounts and vouchers for shopping on eCommerce platforms. In 2022, searches for discounts on D-days mostly **tripled** or even **quintupled** its volume on normal days.





Search Trends

Vehicles

Honda Vision and Toyota Veloz were the top motorcycle and automobile models of interest. Searches for electric vehicles soared.

Brands

Honda was the leading brand.

Popular keyword

honda

yamaha

toyota

Trending keyword

honda vietnam ▲ 44%

hyundai ▲ 42%

toyota ▲ 12%

Motorbikes

Honda Vision was the most searched motorbike model in 2022.

Popular keyword

(giá) (xe) vision 2022

(giá) (xe) sh mode 2022

(giá) (xe) air blade 2022

xe máy điện vinfast

winner x 2022

Trending keyword

(giá) (xe) vision 2022 ▲ 11,048%

(giá) (xe) sh mode 2022 ▲ 4,233%

(giá) (xe) air blade 2022 ▲ 3,136%

vario 160 ▲ 1,884%

winner x 2022 ▲ 510%

Cars

Toyota Veloz was the car model with the largest search volume and growth in trend in 2022.

Popular keyword

kia k3	xpander 2022
toyota veloz	santafe 2022
kia k5	

Trending keyword

toyota veloz	▲ 12,996%
huyndai creta	▲ 2,700%
xpander 2022	▲ 1,851%
santafe 2022	▲ 892%
ford everest 2022	▲ 822%

Electric vehicles

When petrol prices were having major fluctuations, the demand for looking up electric vehicles thrived. The keyword “**xe điện**” (*electric vehicles*) recorded an immense increase of **892%** in search volume. Regarding electric vehicle models, “**(giá) xe điện vinfast**” (*vinfast electric vehicle [price]*) is the Top popular and trending search keyword in 2022.

Popular keyword

(giá) xe điện vinfast	xe điện vespa
xe điện xmen	xe điện tesla
xe điện 3 bánh	

Trending keyword

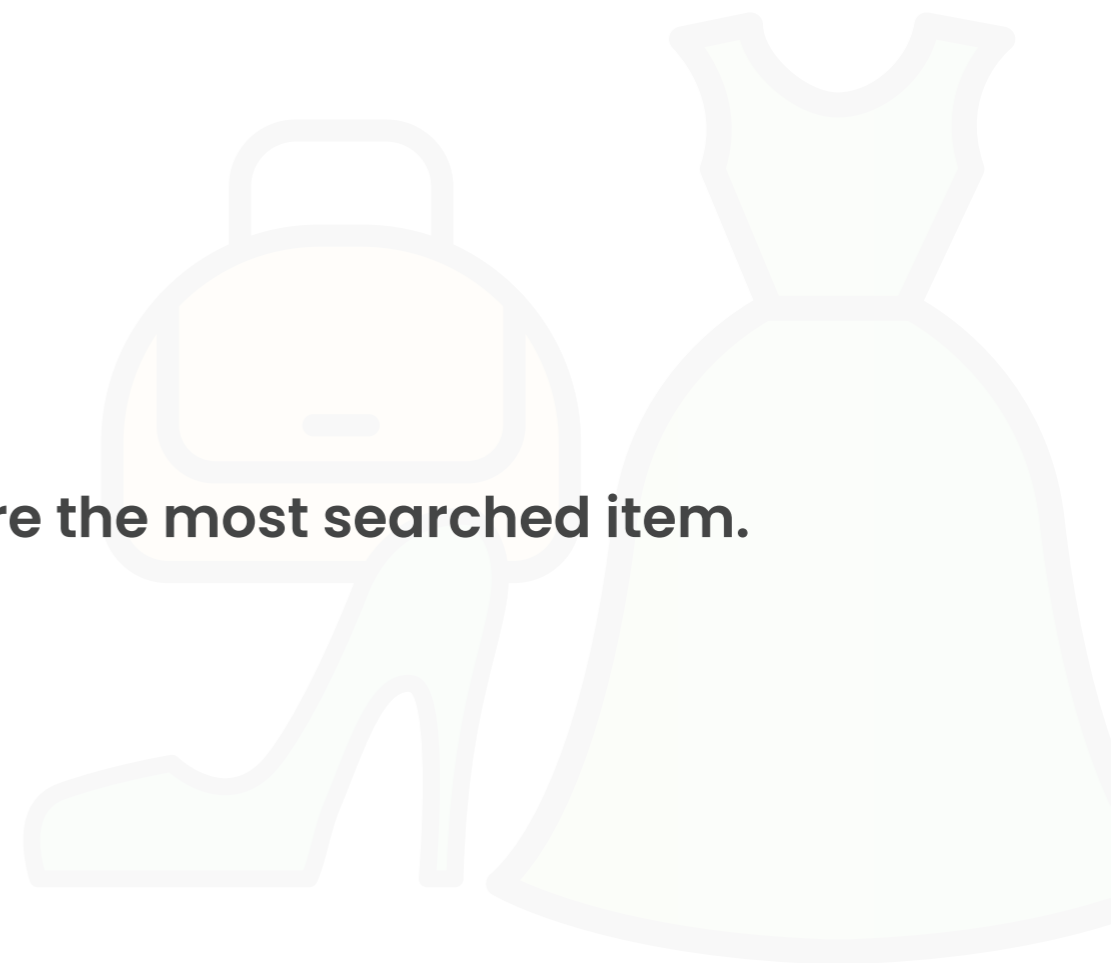
(giá) xe điện vinfast	▲ 118%
xe điện 3 bánh	▲ 160%
xe điện dibao	▲ 822%
xe điện vespa	▲ 892%
xe điện xmen	▲ 46%



Search Trends

Fashion

Yody is the most “fashionable” brand. Watches were the most searched item.



Below are the Top searched fashion brands and items in 2022.

Brands

Popular keyword

(cửa hàng/hệ thống) yody (hà nội/sài gòn)

juno

nike

vascara

uniqlo

Items

Popular keyword

đồng hồ

vải mắt chim

áo phong nữ yody

polo cafe

áo thun body





Search Trends

Events and News

Users showed more interest in economic – political news, events.



Economic – political events and news were the most searched content.

Trending search term

xung đột nga - ukraine	▲ 7,241%
chuyển đổi số quốc gia	▲ 4,983%
GDP 2022 đạt 8%	▲ 685%
world cup	▲ 123%
xăng	▲ 28%



Search Trends

People

Hiền Hồ, Hồng Đăng were the most searched people of the year.

Following is the list of people who drew the most attention from Cốc Cốc users in 2022.

Từ khóa phổ biến

hiền hồ

hồng đăng

amber heard, johnny depp

thùy tiên

quang linh

hồ hoài anh

lisa

ronaldo

jisoo

jennie

Từ khóa thịnh hành

tổng thống ukraine/volodymyr zelensky ▲ **3,482%**

triệu quân sự ▲ **2,642%**

trang nemo ▲ **2,161%**

đạt villa ▲ **1,608%**

hồ hoài anh ▲ **1,441%**

trương mỹ lan ▲ **895%**

bright vachirawit ▲ **289%**

amber heard, johnny depp ▲ **261%**

lý dịch phong ▲ **155%**

will smith ▲ **116%**



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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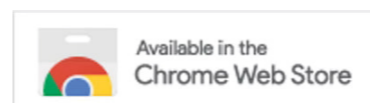
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