



CULTURE & TRENDS REPORT

YOUTUBE SHOPPING

The Evolving World of Shopping
on YouTube

THE POWER OF CREATORS, CONTENT, AND COMMUNITIES IN DRIVING PURCHASES

Through formats like unboxings, hauls, and reviews, creators have long fostered shared shopping experiences on YouTube. In YouTube's new "shoppable" era, these shared interactions have been transformed into a tangible reality. Today, viewers can easily browse and purchase products created or recommended by creators, reshaping the long-standing relationship between creators and their fans.

59%

of Gen Z (online 14- to 24-year-olds) agree that their sense of personal style has been influenced by content they've seen online.

Source: Google/SmithGeiger, YouTube Trends Survey, US April 2025, N=500 online Gen Z age 14-24.

The YouTube Culture & Trends team analyzed the top **5,000 most-purchased** products from the first half of 2025 and the top **1,000 videos** by transaction on tagged products during a 60-day period in 2025. Additionally, the team researched hundreds of the past year's trends from the world's top markets and ran surveys with SmithGeiger, asking thousands of people about their interests and attitudes towards the internet. Respondents were people who are active online, age 14–49.



With fresh data from the shopping ecosystem, we can better understand how the long-standing forces of creators, communities, and content formats work together to influence viewer purchasing habits and drive sales.



THE YOUTUBE SHOPPING ECOSYSTEM

The ecosystem of shopping trends on YouTube is characterized by the complex interactions among creators, communities, content formats and product trends.

CREATORS

01

Creators leverage their expertise and passion to become trusted sources, offering insights and solutions that address their viewers' needs.

COMMUNITIES

02

Communities are a group of channels with a shared interest. In the world of shopping, these interests are based on products or product categories. The collective output of a given community becomes a powerful driver of purchasing decisions.

CONTENT FORMATS

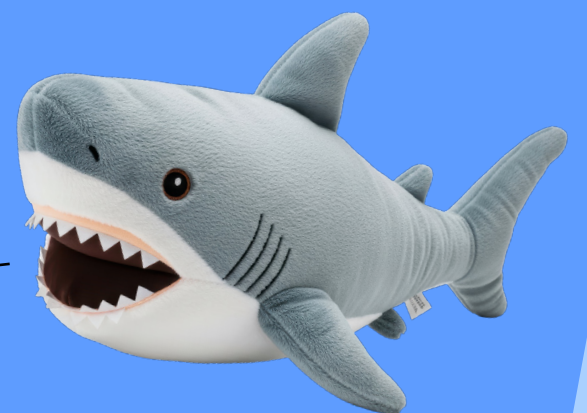
03

Content formats, like hauls and reviews, help shoppers search for, learn about, and ultimately buy products.

PRODUCT TRENDS

04

The synergy of creators, communities, and content formats transforms real-world trending products into even more popular online phenomena.



CREATORS: PASSION DRIVES PURCHASES

Creators with specialties in such wide-ranging fields as fragrance, travel and even crochet are featured prominently in the list of the Top 100 videos generating the most transactions, revealing that a creator's ability to drive purchases is rooted in their authentic passions and their connections to their viewers. Whether a creator is launching their own product to fill a market-gap for their audiences, or sharing comprehensive reviews of thoroughly vetted products, creators are solution providers, in turn making them an essential resource that audiences rely on for complex purchasing decisions.

43%



According to a SmithGeiger study conducted in the U.S., 43% of 14- to 24-year-olds agree that they feel more loyal towards brands that they shop based on YouTube creator recommendations.

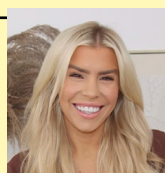
Source: Google/SmithGeiger, YouTube Trends Survey, US April 2025, N=500 online Gen Z age 14-24.

CHICONTHECHEAP CASE STUDY

Sara Jane (**ChicOnTheCheap**) is a prime example of how creators use expertise and passion to convert viewers into customers. Sara uses her channel to share the best deals in lifestyle, home decor, and fashion from her favorite stores but primarily one retailer: Walmart. To Sara, finding a good deal is more than a preference, it's a passion. Her dedicated audience has come to rely on her expertise exhibited in comprehensive hauls of brand new, in-stock items for each holiday and season. ChicOnTheCheap has evolved from a source of shopping inspiration into a fully shoppable experience. A rapidly growing number of her followers are now purchasing items directly from the channel, demonstrating how fans access their favorite finds from their favorite creators.

@ChicOnTheCheap

729K subscribers



CREATORS: PASSION DRIVES PURCHASES

CORYXKENSIN CASE STUDY



200K

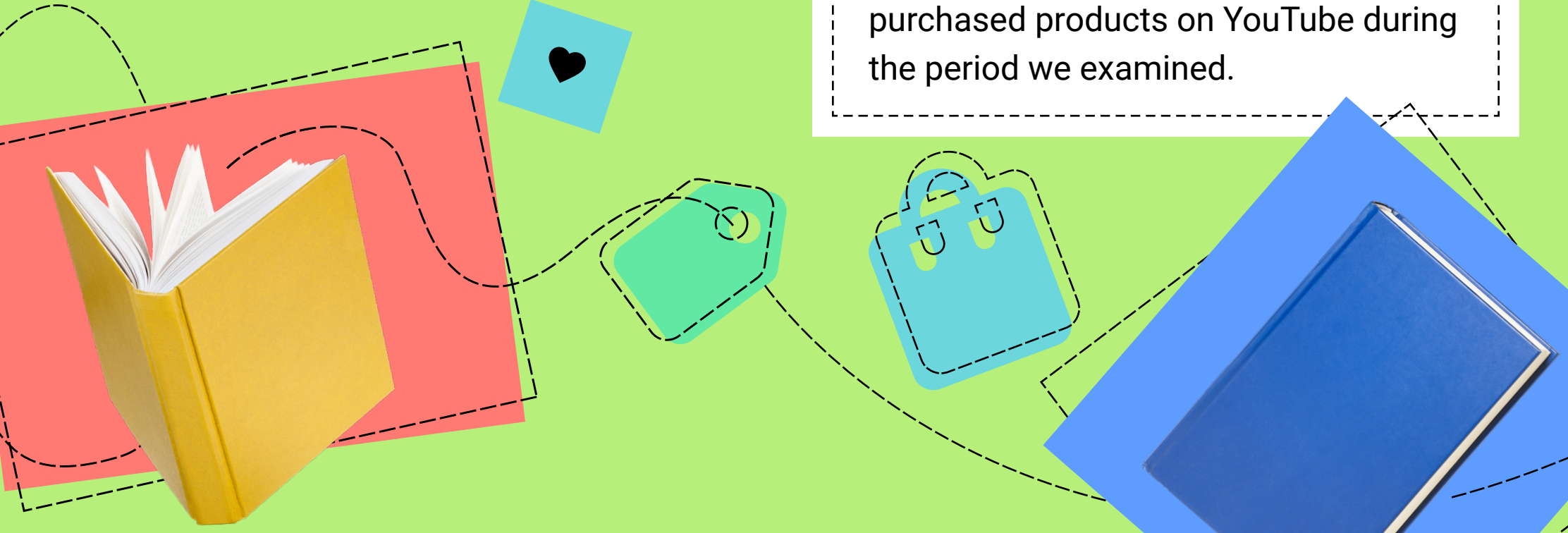


200k copies across digital and physical sales sold in in the first week of streamer CoryxKenshin’s self- published manga, “Monsters We Make Vol. 1 & 2,” promoted via his YouTube channel.

Here’s another way a creator’s passion has inspired purchases: horror game streamer CoryxKenshin, one of the most subscribed creators in the U.S.. Cory successfully launched and sold his self-published manga, “Monsters We Make Vol. 1 & 2,” via his YouTube channel, with volume 1 selling 200K copies across digital and physical sales in its first week, breaking U.S. records for manga sales.¹

While many viewers were new to YouTube Shopping, their purchases were driven by the creator's core mission: to address the lack of Black representation in mainstream manga. Cory’s passion infused the product with a deeper meaning, reframing the purchase as an opportunity to support a movement. This sense of collective purpose was the critical factor that made the manga one of the most-purchased products on YouTube during the period we examined.

¹ Source: Jovanovic, Marko, "CoryxKenshin's Monsters We Make Sells 200,000 Copies in First Week, Volume 2 in Development," Anime Corner, April 8, 2025.



PRODUCT FANDOMS BUILD INFLUENTIAL COMMUNITIES

Another driver of sales success is Communities - a group of creators who share a common interest. Many of these communities, like SneakerTube and BookTube, are “shoppable” in that they are formed around a shared passion for a specific product category, and members of the community produce videos often focused on those products. These iterations around the same commodities effectively create a “cinematic universe” for products. A survey of the 1,000 top-transacted products frequently surfaced products, like yarns for crochet, filters for aquariums, and thermometers for grilling enthusiasts, reflective of communities of creators, shaping trends and purchasing decisions, on-and-offline.

FRAGRANCE CASE STUDY

A key example is the fragrance community. This community is a global collective of creators passionate about scents, providing expert guidance for a category where consumers heavily rely on trusted advice. Shoppers are particularly keen to seek out these creators for in-depth counsel before committing to a luxury purchase. A vast community of experts provides viewers with a variety of creators who can offer personalized guides that speak to the many nuances of a purchaser's preference. With price point and personal taste in mind, purchasers lean into this community for guidance. In their videos, fragrance creators describe the notes of the scents, along with personal insights on how long the fragrance lasted, any skin reactions, and the responses by others. And those videos drive sales with creators like **Gents Scents**, **Sharida M**, and **TLTG** among the top-transacted channels in that product category, and fragrances such as Armaf Ventana Marine and TUMI 19 Degree are among the top-purchased items in our data.



PRODUCT FANDOMS BUILD POWERFUL COMMUNITIES

HOME IMPROVEMENT CASE STUDY

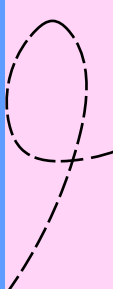
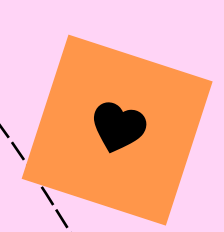
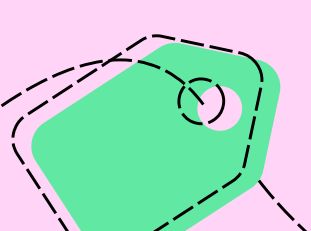
Another case is the Home improvement community. One of YouTube's most established communities, it is fueled by creators devoted to sharing DIY tips, decor inspiration, personal experiences, and tutorials with a massive and diverse audience. Viewers range from homeowners seeking project guidance to people looking for casual, comfort content. Channels like **DuctTapeMechanic** (66.2K subscribers) and **Robbie & Gary Gardening Easy** (373K subscribers) exemplify how creators address specific challenges from DIY home renovations to appliance repairs. Their how-to videos drive significant commerce, as audiences can directly purchase the recommended parts, which frequently rank among YouTube's top-purchased products.



A prime example of this community's impact is **Ben's Appliances & Junk**. Since launching in 2019, Ben's channel, a mix of repair guidance, sale recommendations, and reviews, has earned over 81 million views. Ben's channel provides expert guidance on appliance purchases and repairs, as well as sale recommendations and product reviews. By making it easy to buy the right parts from his videos, his channel seamlessly converts expert instruction into successful sales and provides his audience with the tools to execute the projects he's inspired.



A high-angle, close-up shot of a bright yellow sneaker. The shoe has a textured, mesh-like upper with visible stitching and a thick, white, cushioned sole. The laces are also yellow. The background is a solid, vibrant pink.

[illegible]

TIMELESS FORMATS, PROVEN RESULTS



Some Top Performing Shopping Formats

Views in 2025 of videos related to shopping with the following formats in the title

Review → 650 million times in 2025

Faves → 150 million times in 2025

Haul → 1 billion times in 2025

Deal → 250 million times in 2025

Source: YouTube Data, Global, Jan 1 - Sept 8 2025

A prime example of a classic format are **haul videos**, a format whose earliest existing uploads appeared as early as 2007. Initially popularized by pioneers in fashion, beauty, and lifestyle content, the data reveals that the success of haul videos lies in their specificity. Titles that clearly indicate a particular store, season, style, or specific purpose resonate most deeply with viewers.

We see this specificity succeeding in the popular **review format**. Highly transacted formats such as "Buy or Bye" and "Faves or Fails" have gamified the time-tested review format. Those Formats are evolving further, reinterpreted through Shorts, showing that popular formats aren't static.

Other popular formats are **wishlist** and **gift guide videos** – content that can be specifically relevant and reliably replicated for different holidays and seasons. Viewership of these formats naturally spike around major annual sales such as Black Friday but their success is fueled by their anticipation of viewers' specific needs. In wishlist videos, creators share items they want to buy or be given, often focusing on a single store's sale products. In gift guide videos, creators curate present ideas to help viewers find the perfect gift for any occasion. While guides like "Best Gifts for Dads" will forever have broad appeal, innovative creators have leaned into hyper-specific videos, like "8 Gifts for Your Figure Skater."

Specificity is a key strength that aligns with common search behaviors, where users seek specific content rather than generic. For example, a haul from their favorite store or a holiday home decor haul. Ultimately, it's when shoppers are truly stumped that they rely on the trusted ingenuity of their favorite creators to find that perfect, inspired gift.



CREATORS AND COMMUNITIES DRIVE PRODUCT TRENDS

SACHEU CASE STUDY

Product trends are more than just fleeting fads; they are cultural phenomena fueled by the dynamic interplay of content trends, passionate creators, and engaged communities. Our transaction data highlights this interconnected ecosystem, where the synergy between creators, communities, and compelling content transforms ordinary products into online sensations and significant cultural moments.

Consider the recent surge in popularity of lip liner, driven by audience demand for a natural, long-lasting pout. This once-overlooked product has become a game-changer for subtly reshaping lips. In 2025, Google Search interest in lip liner has reached an all-time high, with the vibrant beauty community amplifying the trend with engaging videos.

61%

of 14- to 24-year-olds agree that YouTube has helped them discover brands/products they didn't know about.

Source: Google/SmithGeiger, YouTube Trends Survey, US April 2025, N=500 online Gen Z age 14-24.

Sarah Cheung's SACHEU Peel Off Lip Liner STAY-N is a notable top product. Videos featuring "lip liner" in their titles have seen a twofold increase in uploads and views compared to last year. After her viral video demonstrating the use of eyebrow tint as a long-wearing lip liner, Cheung developed this unique peel-off formula to address the market demand for transfer-proof lip products.

The product's popularity soared, further amplified by creators making content about the product, and even endorsements from celebrities. Billie Eilish's "get ready with me" the SACHEU liner and Doja Cat reviewed it as her favorite everyday lip product, weeks before releasing her new album including the song, "Lipstain." This success story exemplifies how a creator's passion, authenticity, knowledge of content formats, and deep understanding of market needs can lead to a viral sensation, transformed into a cultural moment.

875K subscribers

@Sacheu

\$25.00

Tap for more

The findings from this report demonstrate that the evolving world of shopping on YouTube is not merely a platform for transactions, but a **dynamic, interconnected ecosystem of creators, communities, and content formats** fueled by passion, expertise, and community engagement, working together to influence purchasing habits and drive sales by fundamentally transforming product discovery into cultural moments online.

Trusted Creators as Solution Providers: Creators succeed by leveraging authentic passion and expertise to become trusted resources, providing solutions for complex purchasing decisions. This trust translates directly into brand loyalty and informed purchases.

The Power of Shoppable Communities: Shoppable communities provide a “cinematic universe” of expert, tailored advice that shoppers rely on, turning collective interest into personalized product finds and driving purchases.

Specificity in Content Formats: Timeless formats like hauls continue to prevail among the top shoppable videos, but strategic specificity is the key to convert views to sales. Detailed titles referencing brands, seasons, or value aligns with search behavior and helps audiences find what they need, exactly when they need it.

Product Trends Shape Cultural Moments: Ultimately, significant product trends are driven by all of the above. Products that succeed are often those that creators identify as meeting a specific market need, then amplified by a highly engaged community and compelling content.

Future success in the YouTube Shopping landscape will belong to those who understand that commerce is driven by **collective purpose and authentic connection**. Brands and creators must prioritize the development of content that is deeply **expert, authentic, and hyper-specific** to genuinely address the unique needs and passions of their communities, turning viewers into loyal customers and cultural participants.