



 THE CONVERSATION

Twitter TRENDS

2022

Billions of Tweets reveal
tomorrow's big movements.

INDIA

We get it! The world feels pretty unpredictable. Despite all the uncertainty, you can still find clear patterns — if you know where to look.

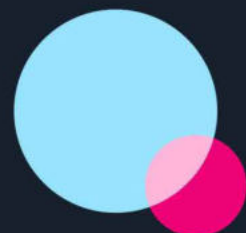
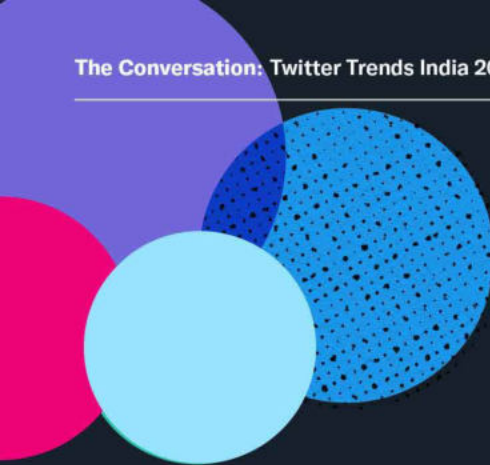


Billions of Tweets reveal tomorrow's big movements.

The biggest movements start quietly. An idea becomes a conversation becomes a seismic cultural shift. And if you want in on what's next, you've got to listen to what people on Twitter are saying right now.

To help you out, we analysed¹ billions of Tweets over a two-year period to find three must-know trends about to go big. From **Finance Goes Social** to **Fan-Built Worlds** to **Entrepreneurship Hits Peak Culture**, the talk on Twitter reveals the underlying shifts in power shaping where the world is going.

¹All statistics and data points in this report are from Pulsar & Canvas8, commissioned by Twitter, The Conversation: Twitter Trends 2022, India. Data period: 01/01/20 - 12/31/21. All year-over-year comparisons reflect changes from the 12 months ending 12/31/20 to the 12 months ending 12/31/21.



Three big trends. Heard on Twitter. Analysed by cultural and data experts.
And a sneak peek into the movements that will drive culture, no matter what
business you're in.

TREND 1

Finance Goes Social

Investing has entered the chat.

TREND 2

Fan-Built Worlds

Fan sub-cultures are expanding.

TREND 3

Entrepreneurship Hits Peak Culture

Building a business has never been more exciting.



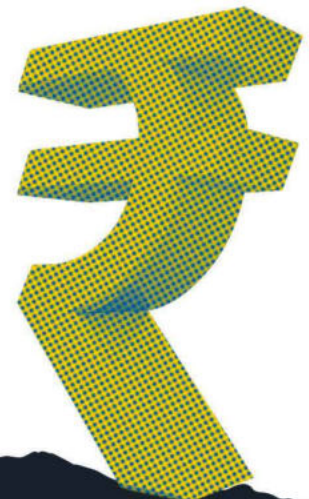
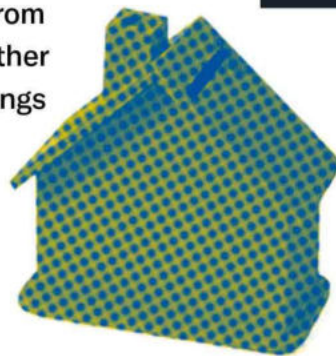
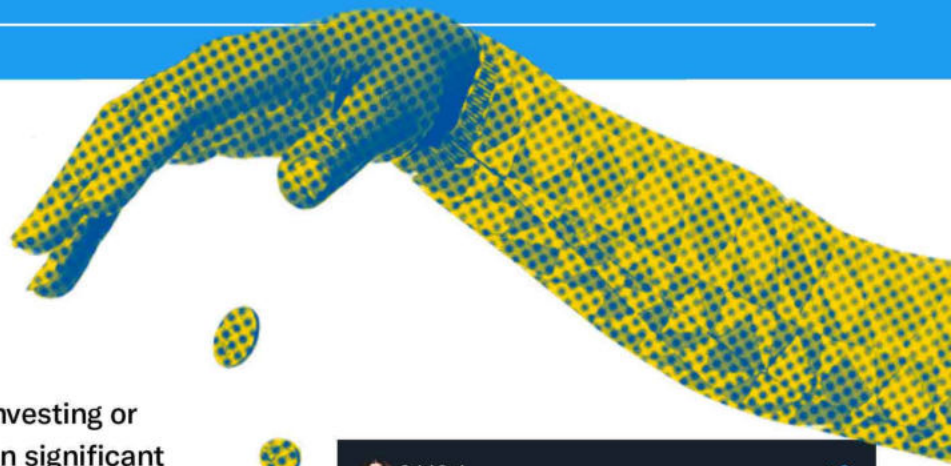
TREND 1

Finance Goes Social

Investing has entered the chat.

India is at a nascent stage when it comes to investing or trading online, but lately, interest in it has seen significant growth. There has been a rise in the number of experts imparting their knowledge. Moreover, traditional and new-age companies are increasingly interacting and catering to those who want to get involved. Keen to learn more about the world of finance, people in India are turning to Twitter, where discussions around financial literacy and digital payments continue to rise. Conversations primarily centre around everything from seeking out or giving advice, to encouraging each other to invest and in the process learn more about all things finance.

But the talk isn't *just* about investing. Digital assets like NFTs inject a layer of culture and art into investing. Communities around these digital commodities create hype, truly signifying the convergence of pop culture and finance.



185% YoY increase in discussions on financial literacy

62% more discussions around finance in 2021

The Finance Goes Social conversation

The rise of digital finance and Web 3.0 literacy

Conversations around investments are increasingly becoming common place on Twitter, as people turn to each other to ask questions about money. While investing and trading is just the start, people are curious about digital currencies and the potential of Web 3.0 and are looking to understand the intricacies of crypto and decentralised finance.

DECENTRALISED
FINANCE

WEB 3.0

BLOCKCHAIN

DECENTRALISED
EXCHANGE

FINTECH
STARTUPS

FINANCIAL
LITERACY

EQUITY

What's Next: Finfluencers for financial freedom

Following on from greater financial literacy, the world of finance is opening up to a new kind of enthusiast - one who might have previously felt left out of the conversation. Finfluencers from inside the sector are Tweeting about their journey to financial freedom, and educating the general public on markets and investments at the same time.

KEEP YOUR EYE ON:

- Market news
- Learning to Trade
- Investments
- Investment accounts
- Hedge Funds

What we're watching: Finance meets culture

As interest in digital finance picks up across India, the entertainment industry is getting in on the action too. Renowned artists such as A.R. Rahman have embraced NFTs, with the mention of NFTs and Bollywood reaching exponential levels. How the entertainment industry embraces Web 3.0 is one to watch!

EMERGING TOPICS:

- NFT + Bollywood
- Bollywood
- Beyond Life

What's in it for you

This is an opportunity to connect deeply and personally with consumers.

Teach first.

Whatever industry you're in, there's an opportunity to educate customers and help them make informed decisions. From choosing the greenest option to getting the best from your product, messaging that demonstrates your expertise can elevate trust and belief in your company and the services and products you offer.

Champion underrepresented voices.

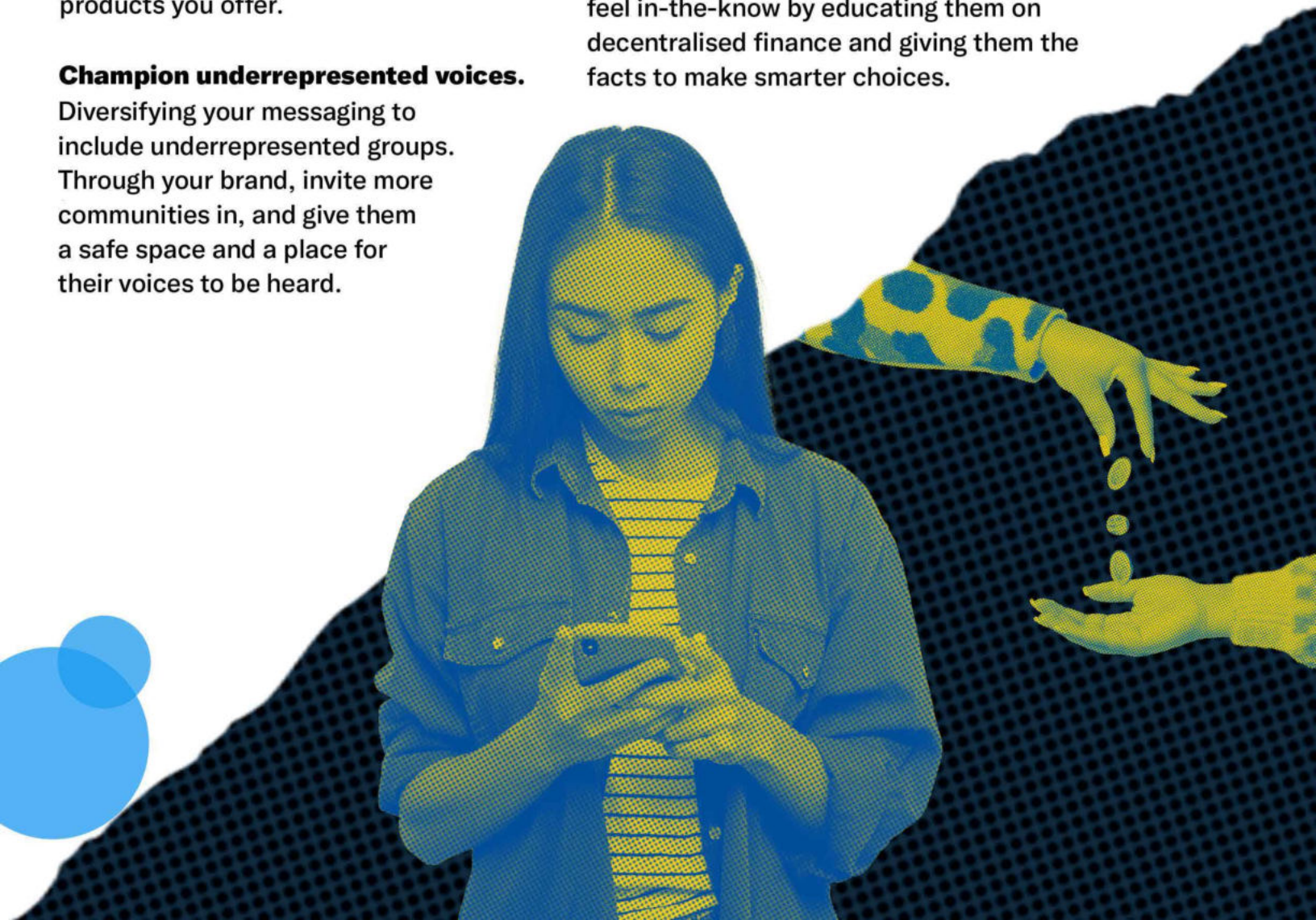
Diversifying your messaging to include underrepresented groups. Through your brand, invite more communities in, and give them a safe space and a place for their voices to be heard.

Make people aware of the risks.

Whilst crypto and NFT investing might seem like the flavour of the month, they also come with risks, especially for those who haven't done their homework. How can you inform your customers and drive up knowledge?

Upskill on Web 3.0.

Your customers have heard about Web 3.0, but what does it mean for them? Help them feel in-the-know by educating them on decentralised finance and giving them the facts to make smarter choices.

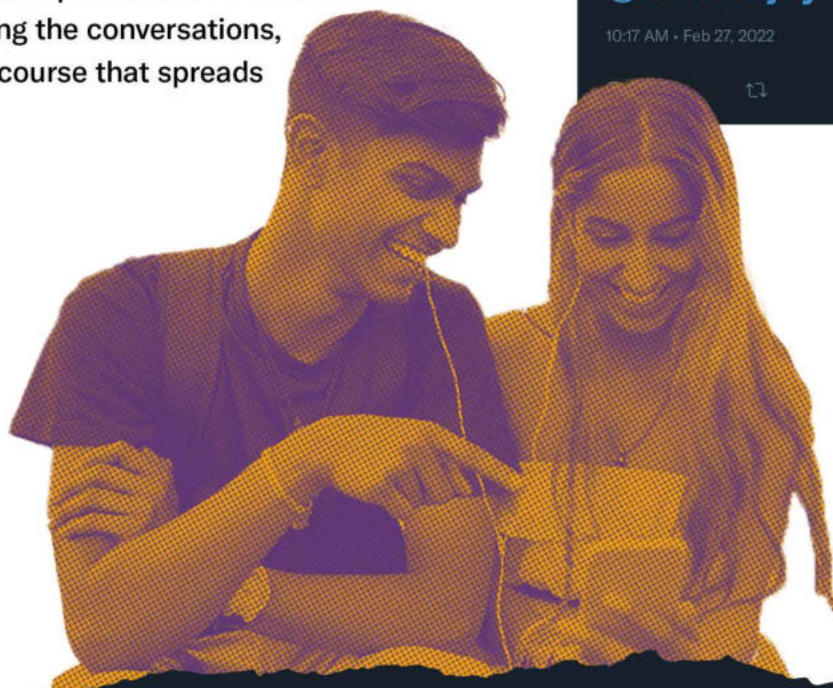


TREND 2

Fan-Built Worlds

Fan sub-cultures are expanding.

While fandoms are not a new phenomenon, the role of the fans is evolving. Brought together across states and cities, they're becoming more vocal and more influential than ever before. From huge global fandoms to smaller sub-cultures, Twitter is extending the reach and impact of the fan voice. These groups are leading the conversations, the memes and the discourse that spreads through India rapidly.



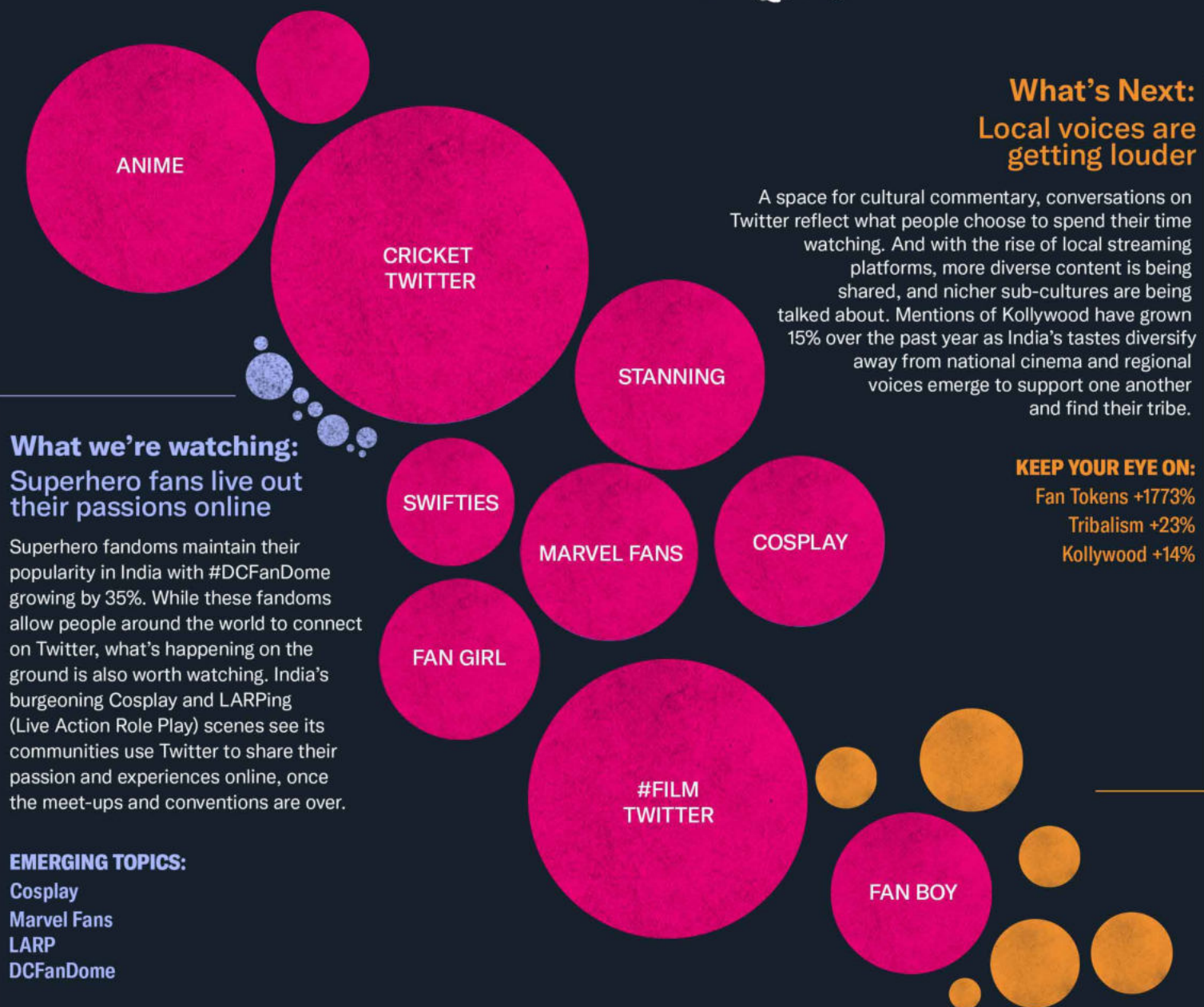
47% increase in discussions amongst Indians around fandom in 2021

55% increase in conversations around Cricket Twitter

The Fan-Built Worlds conversation

Fans are there for each other

Fans are finding new and impactful ways to support their favourite creators - through collective action to introduce acts such as the Indian BTS Army or by getting personal with their favourite sports stars by liking and sharing out-of-hours and behind-the-scenes content. Carrying more weight than just entertainment value, the conversations on Twitter are about being part of a community and creating a space where everyone can join in and support.



What's in it for you

With people finding their tribe in fandoms, there's room to join, but not overpower the conversation.

Fans over brands.

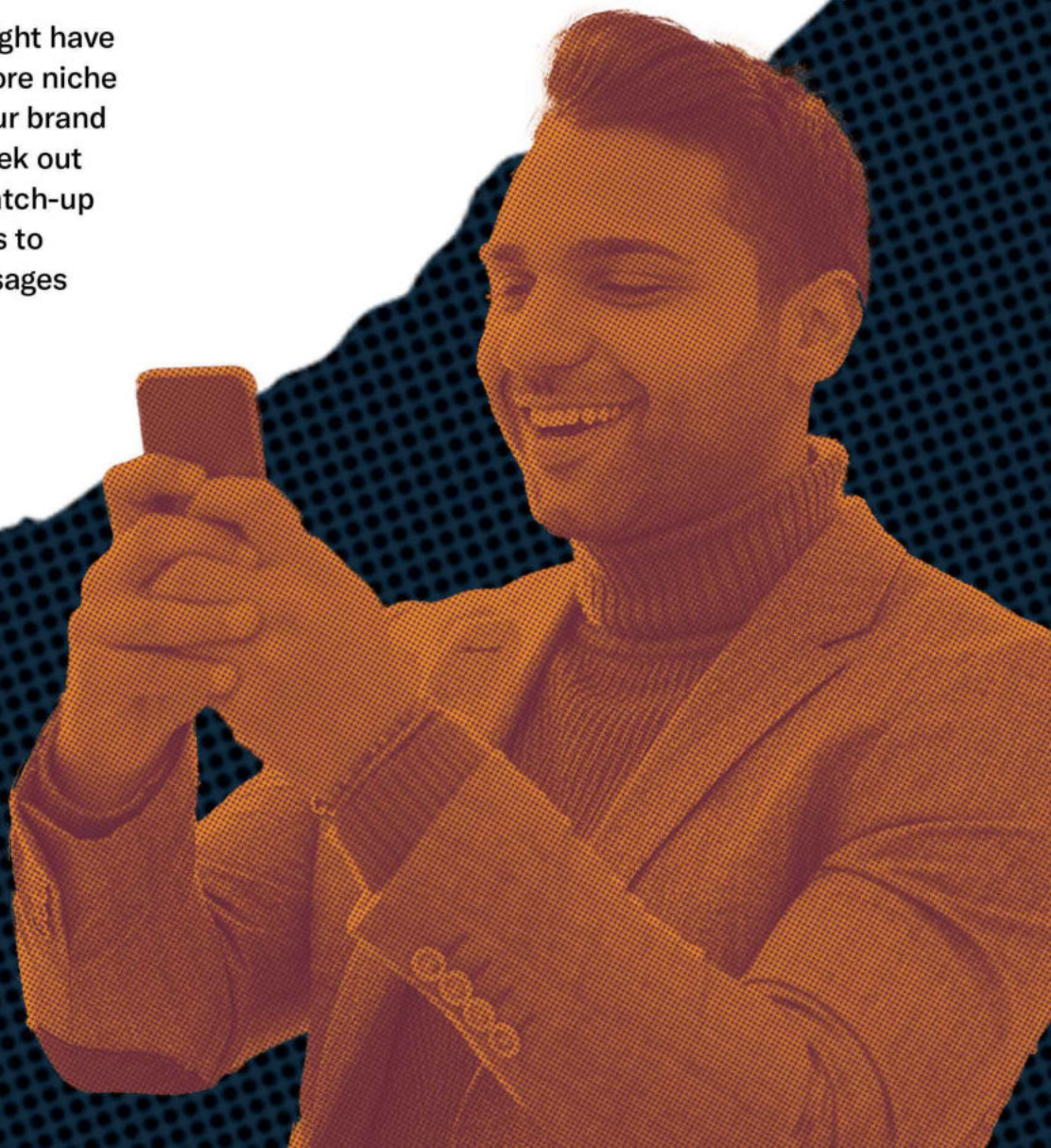
Embrace the fact that today's fans are a part of your brand. And that's a good thing! Celebrate the people and communities who love you and find new ways to build them up and bring them close.

Seek out niche fandoms.

Whilst the biggest fandoms might have the loudest voices, smaller, more niche fandoms can often align to your brand with much more relevance. Seek out those groups whose values match-up to yours and find opportunities to support and elevate your messages together.

Reimagine your collaborations.

Creators from your own fandom always have more cred with your followers. So, support them with new projects — fan designs, virtual products, and more. If McDonalds can make a meal with the hottest musicians, what is the next big thing?



TREND 3

Entrepreneur Hits Peak Culture

Building a business has never been more exciting.

Having recently emerged as the third largest unicorn ecosystem in the world, startup culture in India is well and truly booming. Across the country, people are sharing their own experiences and are even using memes to join in the conversation around this bustling sector. On Twitter, founders are building communities along with their own personal brands and inspiring a new, more diverse, generation of budding entrepreneurs as they grow.



269% YoY increase in conversation about female entrepreneurs

22% increase in discussions around entrepreneurship in 2021

The Entrepreneurship Hits Peak Culture conversation

Building personal brands on Twitter

On a quest to grow their personal brand, founders and creators are using Twitter to share their journey as entrepreneurs and encouraging more and more people to do the same. Spurred on by those who have found success in mainstream media, this new cohort of founders seeks to maximise the power of their personal profiles.



What's in it for you

With so many people aspiring to become entrepreneurs, there's a growing opportunity to guide, support and uplift their dreams.

Inspire and light the way.

With many people aspiring to become entrepreneurs and seeking trustworthy guidance to make a start, they're looking for mentors who have done the hard work and have experiences to share. Show your brand's success and mentorship to those who want to build a brand of their own.

Shake up the serious.

Dull business talk don't entice everyone. But cultural stories do. Inject interest and a bit of humour into these aspects of business, making entrepreneurship more accessible, and enabling more people to join in the conversation. #PeakBengaluru pokes fun at itself, can your brand do so too?

Recognise that women are the future.

With a rapidly growing entrepreneurial and worker base that's driven by women's participation in the workforce, people are looking for brands to play their part to ensure that women and men are on equal footing. From mentorship to creation of forums, how can your brand motivate women to become their own boss?



So, how did we do this?

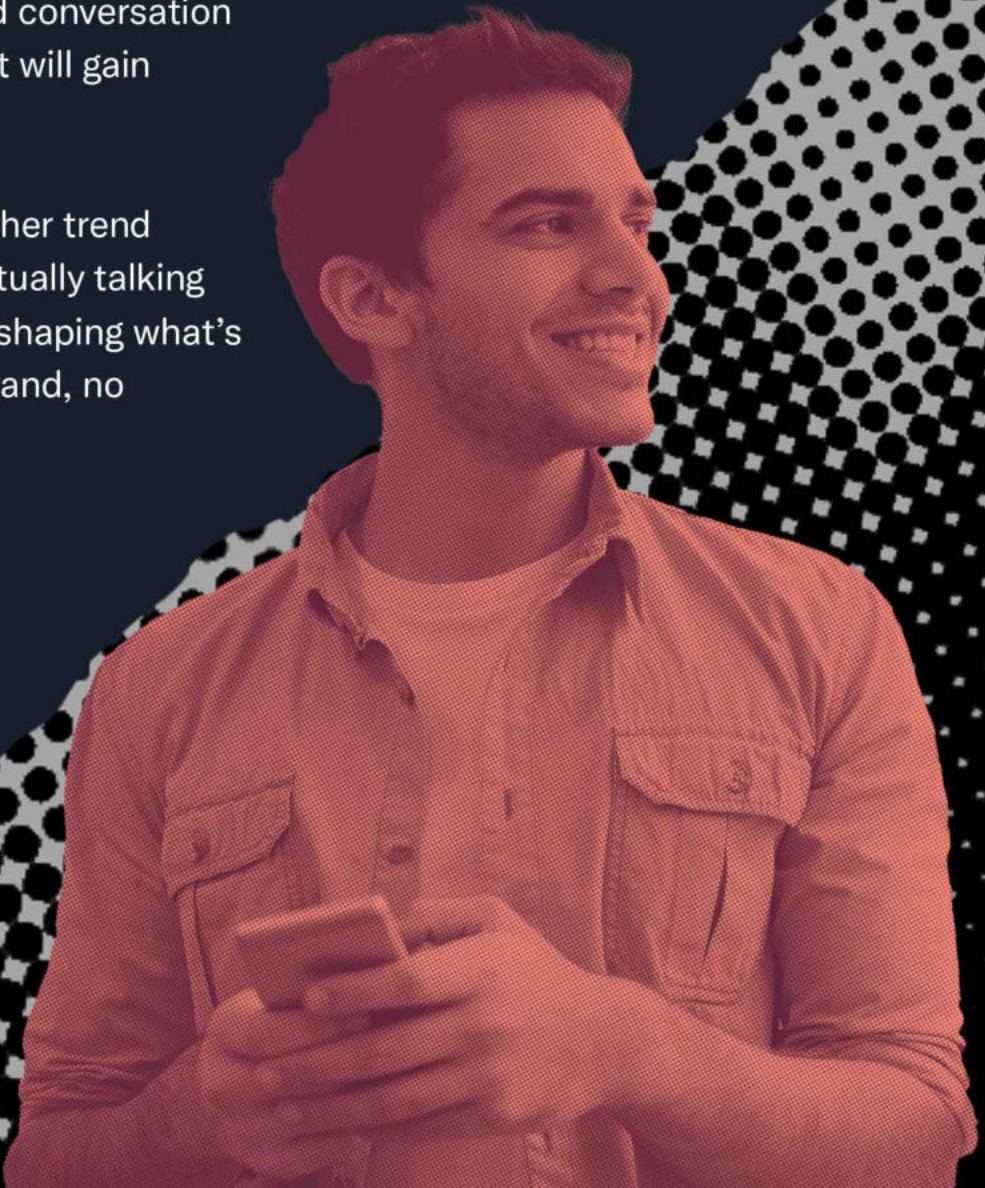
You can learn a lot from the talk on Twitter, but this isn't just about counting Tweets.

First, we discovered, exploring broadly across Twitter to let themes surface.

Then, we validated, filtering by long-term YoY growth, to find the specific topics going somewhere.

Finally, we forecasted, analysing historical data patterns, recent growth and conversation stability/volatility to predict what will gain traction in the near future.

The result is more than just another trend report — it's what people are actually talking about, revealing the behaviours shaping what's coming. It's all crucial to understand, no matter what business you're in.





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marketing insights from Twitter.**