



**How the Dalgona Coffee Trend
Took Over the Internet**
Food & Beverage



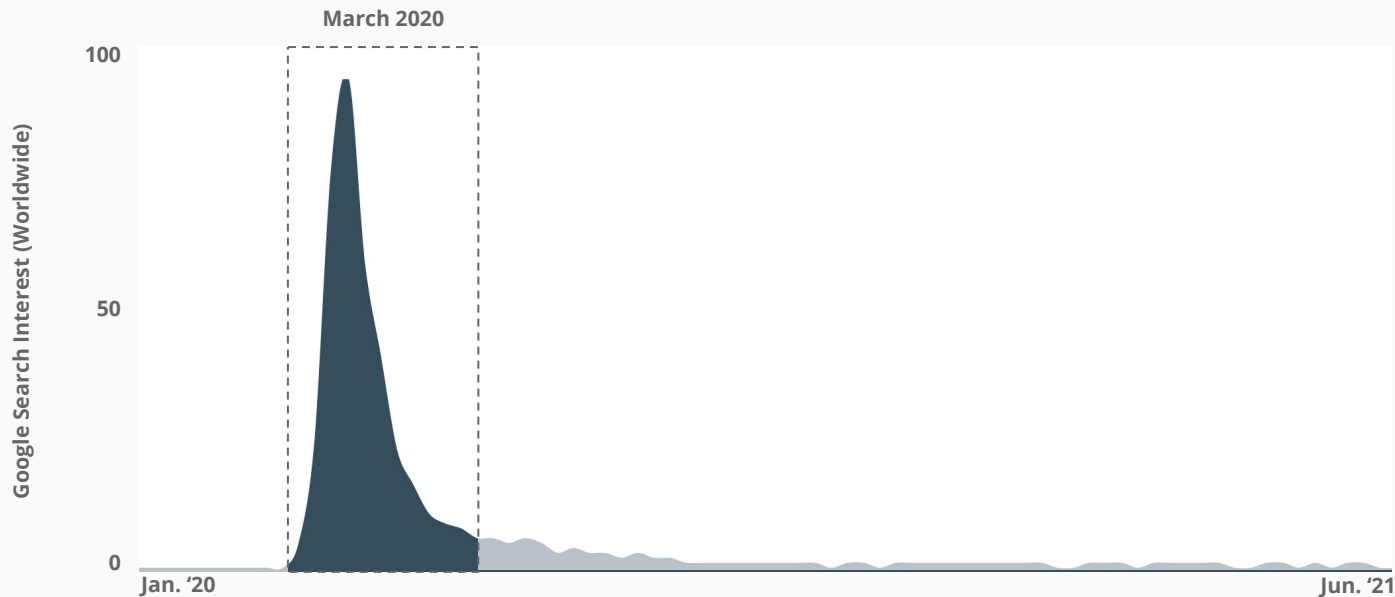
Dalgona coffee is a whipped drink made out of instant coffee, sugar, water, and milk.

The dalgona coffee craze took over the internet in March 2020 during the COVID-19 pandemic.

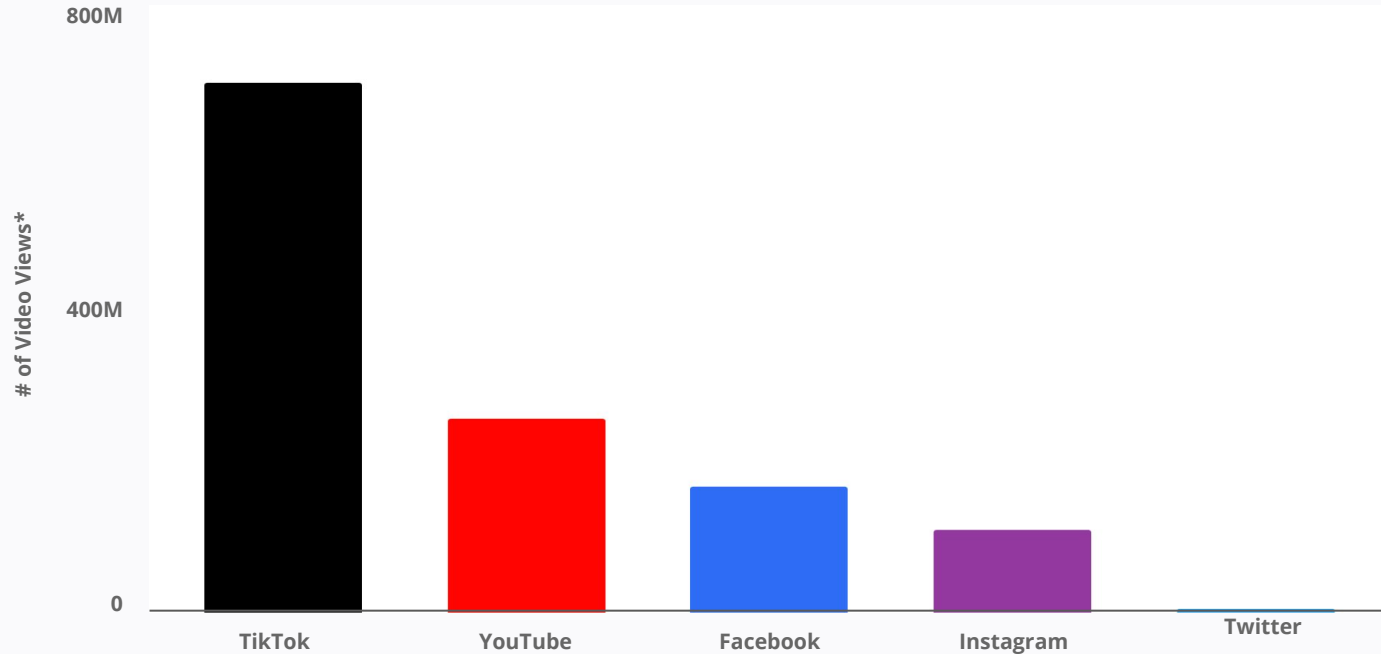
The trend first began in South Korea after the whipped coffee drink was featured in a Korean variety show and since then has gained international popularity around the world.

Dalgona Coffee became a trending topic worldwide in March 2020 during the COVID-19 pandemic when many people found themselves quarantined at home.

Although dalgona was a widely trending topic in March 2020, food influencers are still posting videos about the coffee trend in 2021.



TikTok generated the highest volume of video views about dalgona coffee with 750 million views, followed by YouTube with 275 million views.



*March 2020 - June 2021, International

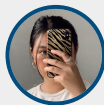
Influencers leading the dalgona coffee conversation on TikTok fall into the following categories:

Coffee/Tea Influencers



[@caffeination](#)

TikTok Followers: **4.1M**
Likes: **44M**



[@coffeebae97](#)

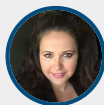
TikTok Followers: **918K**
Likes: **23M**



[@milkteamali](#)

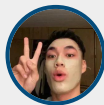
TikTok Followers: **879K**
Likes: **19M**

Food Influencers



[@themodernnonna](#)

TikTok Followers: **702K**
Likes: **5.7M**



[@newt](#)

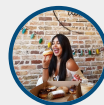
TikTok Followers: **7.1M**
Likes: **185M**



[@lasrecetasdelacami](#)

TikTok Followers: **518K**
Likes: **3.2M**

Plant-Based Influencers



[@sweatinpink](#)

TikTok Followers: **123K**
Likes: **3.6M**



[@lifemadesweeter](#)

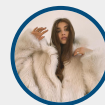
TikTok Followers: **25K**
Likes: **161K**



[@veggiekins](#)

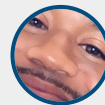
TikTok Followers: **214K**
Likes: **4.1M**

Lifestyle & Comedy Influencers



[@missnastygalax](#)

TikTok Followers: **63K**
Likes: **1.3M**



[@alonzo_lerone](#)

TikTok Followers: **1.7M**
Likes: **26M**



[@randomcooldud](#)

TikTok Followers: **132K**
Likes: **3.7M**

Top performing content buckets about the dalgona coffee trend on TikTok include:

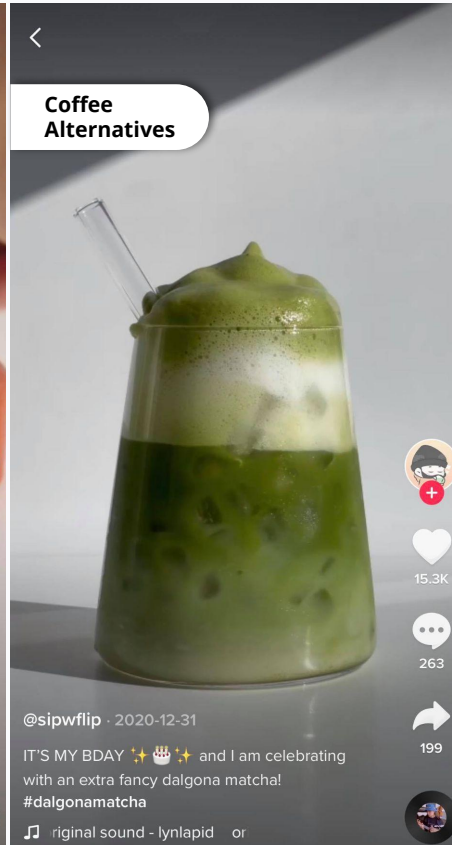
[Click to view](#)



[Click to view](#)



[Click to view](#)



Common Tactics:

- ASMR
- No human faces are seen, rather the shot is focused on the coffee cup
- Clean background
- Focus on different layers of the drink (i.e: milk, whipped coffee, etc.)
- Typically there are no voice overs, rather a music soundtrack is played in the background

Top performing content buckets about coffee in general on TikTok include:

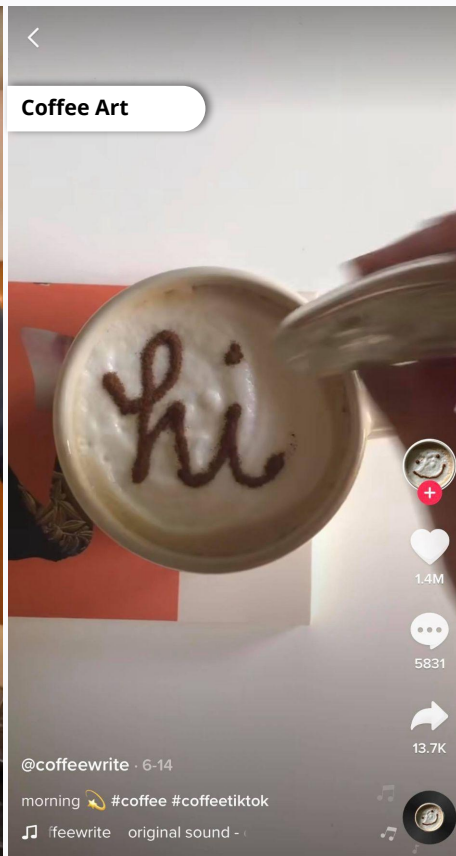
[Click to view](#)



[Click to view](#)



[Click to view](#)



Best Practices:

- Use trending TikTok sounds and hashtags to increase visibility
- Incorporate captions into the video to help tell a story
- Keep videos short and sweet, the [optimal video length](#) on TikTok is between 9 to 15 seconds
- Don't be afraid to showcase your brand's personality by adding an element of humour!

Influencers leading the dalgona coffee conversation on YouTube do not specialize in creating content about coffee and fall into the following categories:

Food Influencers



[J'adore](#)

YouTube Followers: **4.1M**
Monthly Views: **2M**



[The Cooking Foodie](#)

YouTube Followers: **1.9M**
Monthly Views: **6.2M**



[The Happy Noona](#)

YouTube Followers: **51K**
Monthly Views: **172K**

Mom/Family Channels



[Karina Garcia](#)

YouTube Followers: **5.3M**
Monthly Views: **5.7M**



[Jebbey Family](#)

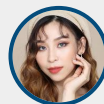
YouTube Followers: **582K**
Monthly Views: **3M**



[Kimbab Family](#)

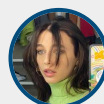
YouTube Followers: **1.8M**
Monthly Views: **13M**

Beauty & lifestyle Influencers



[Tina Yong](#)

YouTube Followers: **3.4M**
Monthly Views: **6.2M**



[Emma Chamberlain](#)

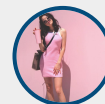
YouTube Followers: **10M**
Monthly Views: **28M**



[Q2Han](#)

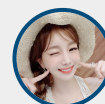
YouTube Followers: **636K**
Monthly Views: **1.2M**

Mukbang Influencers



[Stephanie Soo](#)

YouTube Followers: **2.5M**
Monthly Views: **10M**



[Ssoyoung](#)

YouTube Followers: **6M**
Monthly Views: **28M**



[McBang](#)

YouTube Followers: **676K**
Monthly Views: **3M**

While coffee influencers did not dominate the dalgona conversation on YouTube, the top coffee channels on YouTube are:

Coffee Influencers



[James Hoffman](#)

YouTube Followers: **893K**

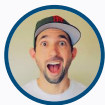
Monthly Views: **4M**



[Seattle Coffee Gear](#)

YouTube Followers: **247K**

Monthly Views: **857K**



[Real Chris Baca](#)

YouTube Followers: **73K**

Monthly Views: **50K**



[Whole Latte Love](#)

YouTube Followers: **254K**

Monthly Views: **559K**



[European Coffee Trip](#)

YouTube Followers: **131K**

Monthly Views: **760K**



[Dritan Alsela](#)

YouTube Followers: **729K**

Monthly Views: **100K**

The audience demographic of coffee YouTubers are predominantly male with 76% of their audience over the age of 35 while YouTube channels who led the dalgona coffee trend conversation (food, mukbang, beauty, mom) have audiences that are predominantly female with 75% of their audience under 34 years old.

Food Influencers

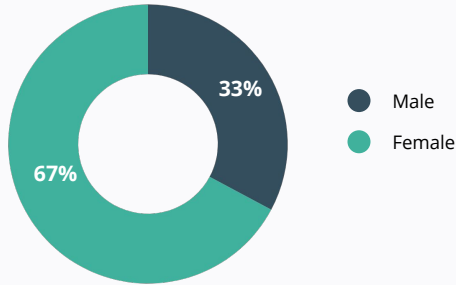
Mom/Family

Mukbang

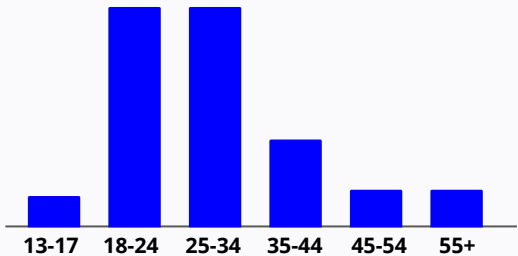
Beauty & lifestyle

Coffee Influencers' Audience

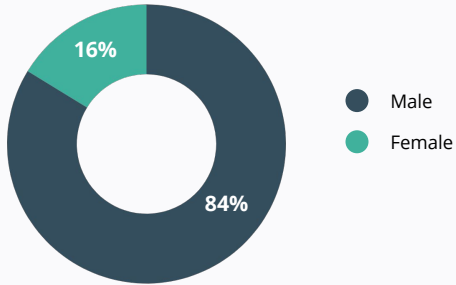
Gender:



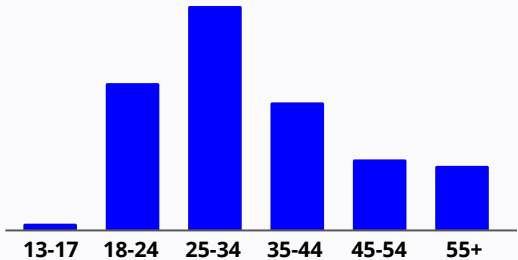
Age:



Gender:



Age:



Top performing content buckets about the dalgona coffee trend on YouTube include:



Content Bucket:
Recipe Videos

Tactics Used:

- ASMR
- No voice overs or people
- Close up shots of each ingredient

Example [1](#) [2](#) [3](#)



Content Bucket:
Mukbang

Tactics Used:

- Food reactions
- Collaborations with other YouTubers
- Intriguing video titles - "World's BIGGEST Dalgona Coffee"

Example [1](#) [2](#) [3](#)



Content Bucket:
Dalgona Variations

Tactics Used:

- Putting a new twist on an original recipe
- Keto recipes
- Healthy alternatives (i.e: sugar-free)

Example [1](#) [2](#) [3](#)



Content Bucket:
Vegan Recipes

Tactics Used:

- Providing vegans a non-dairy alternative to making dalgona coffee
- ASMR

Example [1](#) [2](#) [3](#)

Top performing content buckets about coffee in general on YouTube include:



Content Bucket:
Recipe Videos

Content Ideas:

- Celebrities' favourite coffee recipe
- Coffee 4 ways
- Influencer collaboration
- Starbucks recipes

Example [1](#) [2](#) [3](#)



Content Bucket:
Cheap vs Expensive

Content Ideas:

- Supermarket coffee compared to premium coffee
- Top picks for supermarket coffee

Example [1](#) [2](#) [3](#)



Content Bucket:
Educational

Content Ideas:

- Beginner's guide to coffee
- Interesting coffee facts
- Coffee tasting 101

Example [1](#) [2](#) [3](#)



Content Bucket:
Latte Art

Content Ideas:

- Tutorial on how to create latte art
- Latte art compilations
- Celebrities/influencers [trying latte art](#)

Example [1](#) [2](#) [3](#)

Key Takeaways

Organic Channel Focus — TikTok: TikTok generated the highest volume of video views about dalgona coffee with 750 million views, followed by YouTube with 275 million views. Trending food topics generally tend to move the fastest on short-form video platforms such as TikTok rather than YouTube as it takes longer to create and edit a YouTube video compared to a TikTok video.

Content & Messaging — Recipe Videos: Top performing recipe videos on both TikTok and YouTube incorporate ASMR (autonomous sensory meridian response), and have a minimal aesthetic with close up shots of each drink. The barista's face is never shown, rather the video is strictly focused on the different ingredients and the final coffee product.

Audience Demographic — YouTube Coffee Influencers: The audience demographic of coffee YouTubers are predominantly male with 76% of their audience over the age of 35 while YouTube channels who led the dalgona coffee trend conversation (food channels, mukbang, beauty, and mommy influencers) have audiences that are predominantly female with 75% of their audience under 34 years old. Keep this audience demographic in mind before collaborating with coffee or food influencers on YouTube.