

# BROKEN RECORDS AND MIXED REVIEWS: WHAT EXPLAINS THE RECEPTION OF SQUID GAME'S FINAL SEASON?

Explore how Squid Game's final season showcased both strengths and flaws, split audiences worldwide, and left an open question about the true legacy of Netflix's most iconic global hit.

Analysis based on public data collected through the All Ears tool, considering audio transcripts from TikTok, YouTube, and Podcasts. Analysis period from 1st july to 1st august 2025.  
Mentions collected in English.



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Mentions

83.94K

+ 1285\*

Reach

7.16B

+ 317%\*

PR Value (USD)

468M

+ 14%\*

Net Sentiment

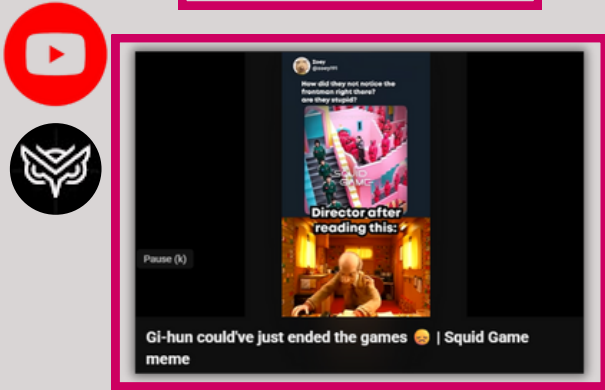
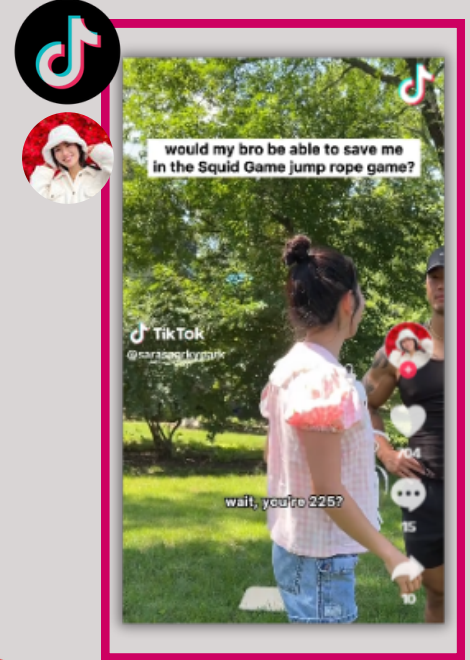
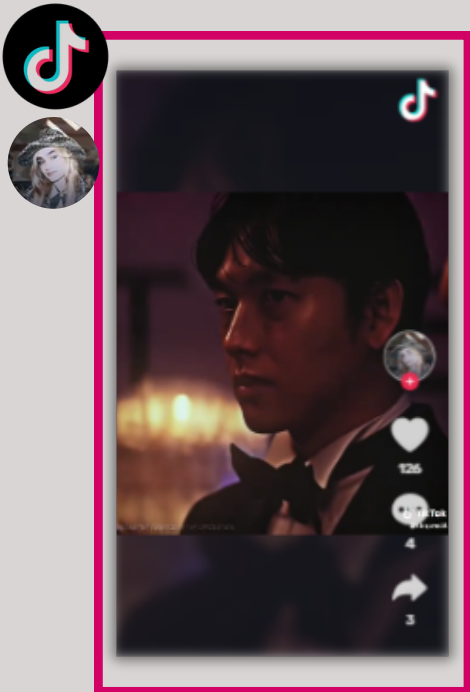
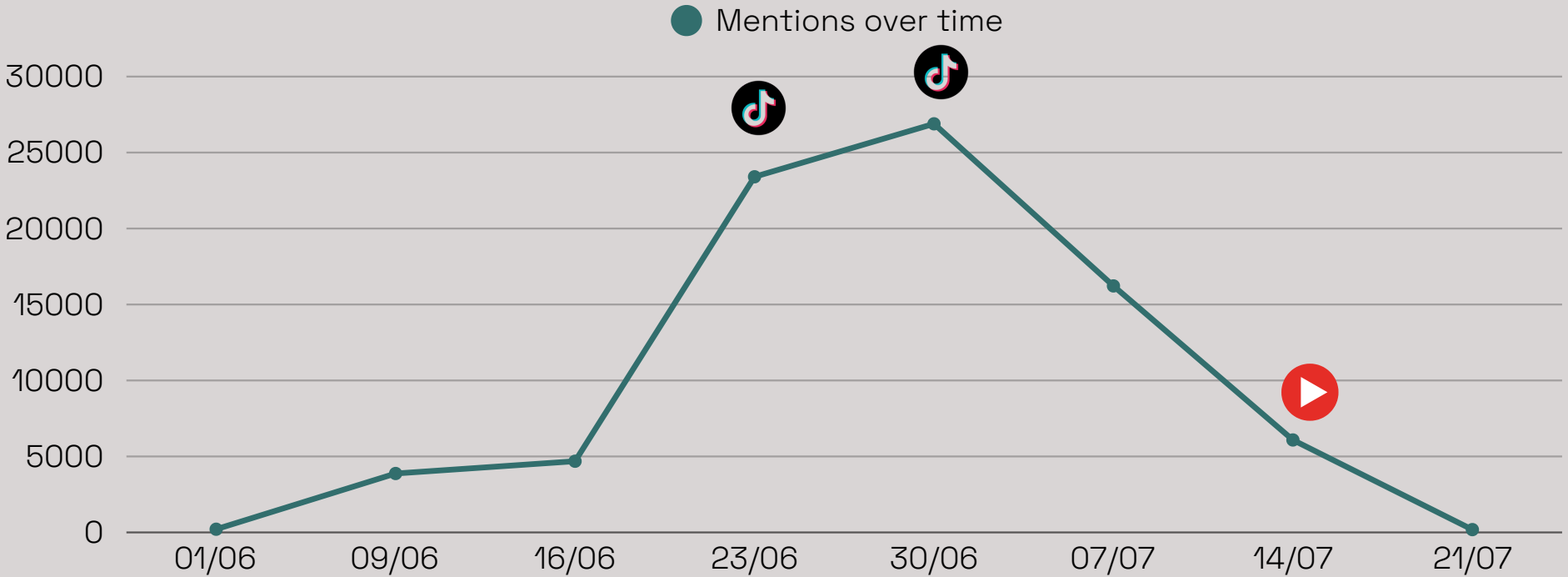
+12%

+ 5%\*

From emotion to meme, Squid Game 3 takes over TikTok, gains traction on YouTube and establishes itself as a cultural phenomenon

The digital phenomenon of Squid Game 3 gained momentum through viral TikTok content, where dramatic scenes and creative recreations became fuel for global conversations. Videos like those from @strqwedit and @sarasparkypark sparked a peak in mentions at the end of June, showing how audiences actively take part in the narrative and expand its reach. This dynamic pushed the show's buzz beyond traditional consumption, blending emotional engagement with fan-driven production.

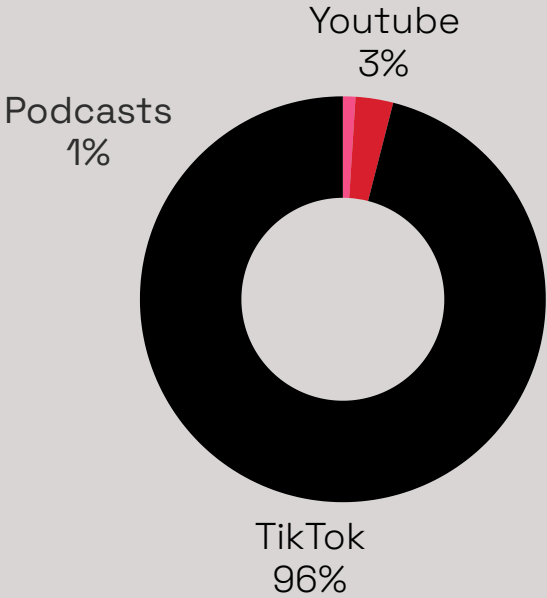
From June to August 2025, the impact was significant: nearly 84,000 mentions, 7.1 billion in reach, USD 468 million in media value, and a net positive sentiment of 12%. After the initial peak, YouTube played a key role with memes, keeping discussions alive with a humorous tone. This cycle — emotion on TikTok followed by reinterpretation on YouTube — explains not only the rise and fall in mentions, but also how public interest was sustained and how the series strengthened its position as a multifaceted cultural phenomenon.



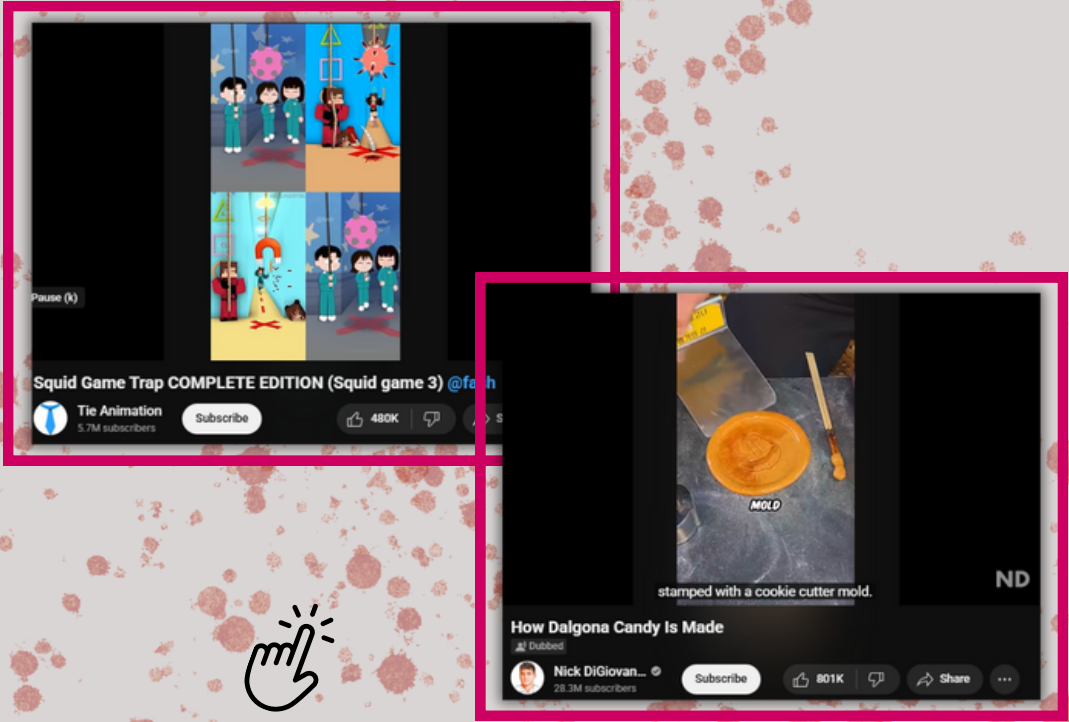
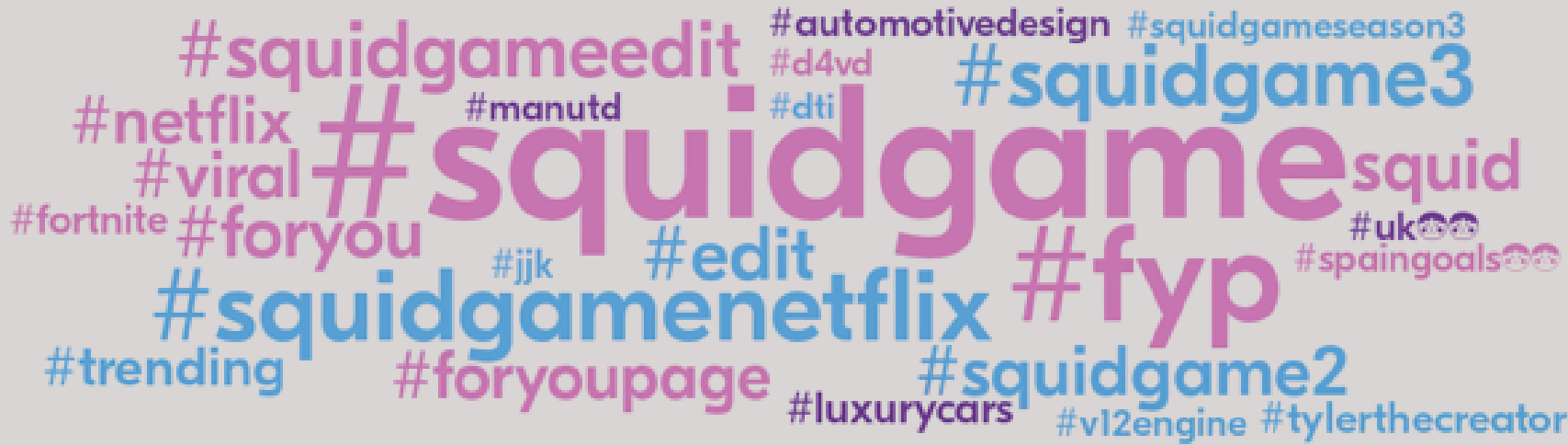
\*From April 1st to May 31st, 2025."

# HOW SQUID GAME'S FINAL SEASON BROKE RECORDS AND RESHAPED THE CONVERSATION

Share of mentions



Word cloud - Hashtags



From edits to challenges with the Korean candy, Squid Game turns fans into creators and breaks global records

The release of Squid Game's final season showed how a production can be amplified far beyond the screen. While TikTok dominated the conversation (96% of mentions) with hashtags like #squidgameedit and #fyp, YouTube also contributed with content that expanded the narrative into new formats. Examples such as animated parodies and tutorials on how to make the traditional Dalgona candy illustrate how audiences reinterpret the series, turning iconic scenes into cultural products and even practical experiences.

In terms of viewership milestones, the impact was undeniable: 60.1 million views in just three days and 111 million households reached in 17 days. These numbers directly link the viral buzz on social media to Netflix's record-breaking performance, highlighting Squid Game's ability to merge spontaneous fan engagement with massive global reach. The interplay across platforms reinforces the multifaceted nature of the series and explains how it has solidified its place as one of the most significant contemporary phenomena.



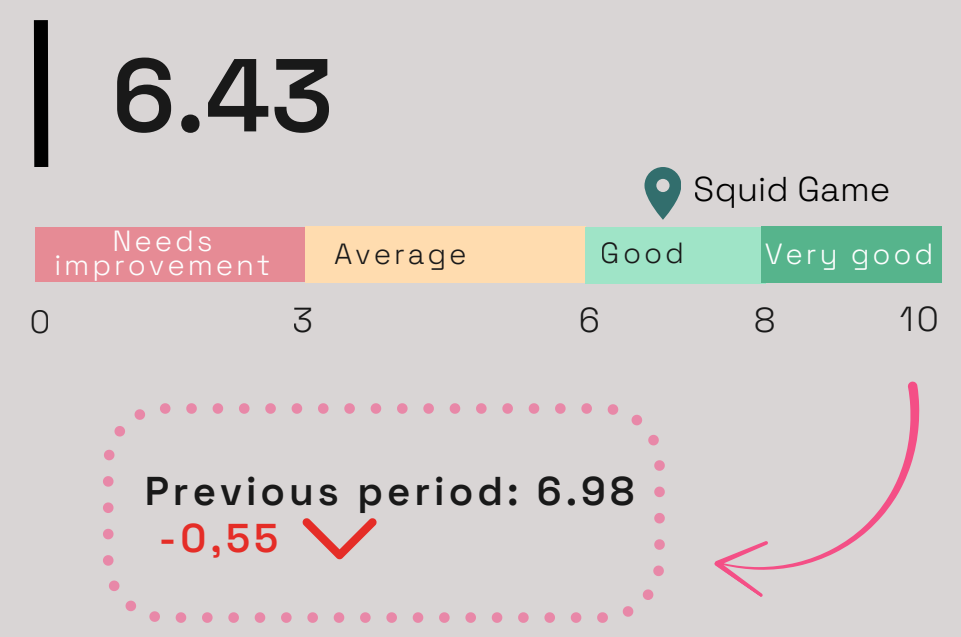
## DID YOU KNOW?

The final season of Squid Game made history on Netflix by breaking the platform's record for the biggest premiere, reaching an impressive 60.1 million views in just three days. The Korean phenomenon, which had already conquered the world with its debut in 2021, reached 111 million households in only 17 days showing how global series can transcend language barriers and become milestones in entertainment.

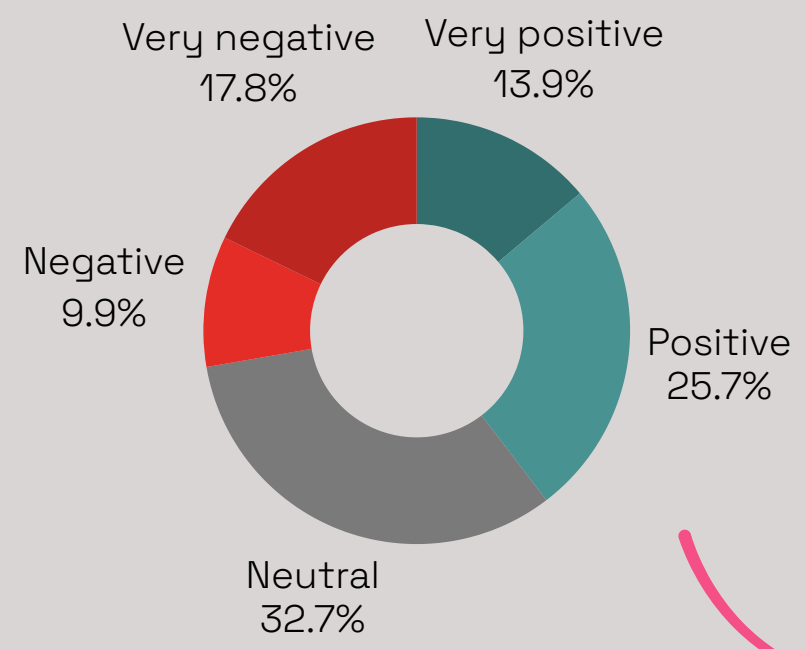


# SQUID GAME'S FINAL SEASON FACES DIVIDED REACTIONS WHILE MAINTAINING GLOBAL RELEVANCE

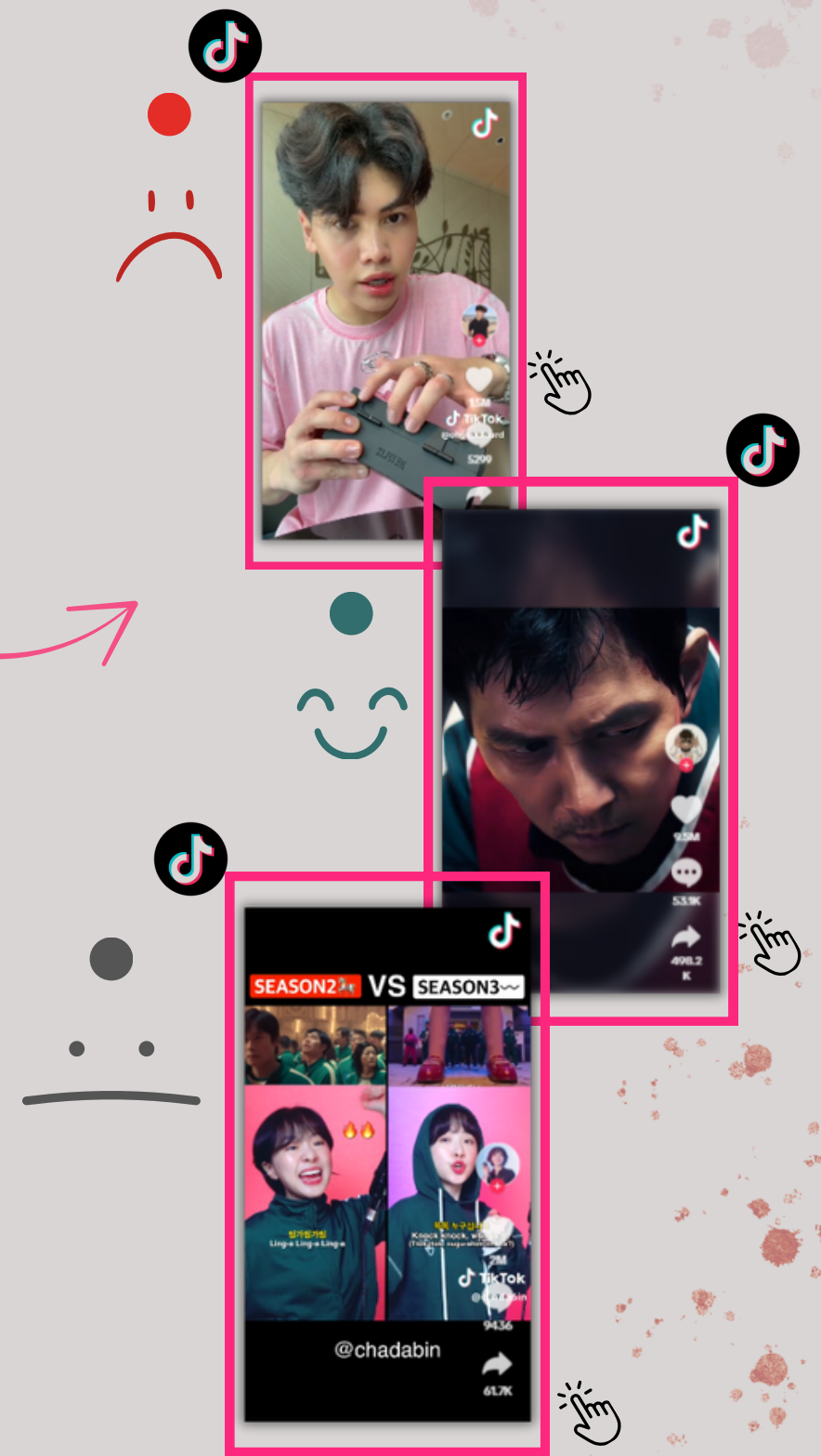
## Brand Health Index



## Share by sentiment



## Highlights by sentiment



## Amid praise, criticism and analysis, Squid Game ends its journey dividing opinions

The Brand Health Index of 6.43, down -0.55 from the previous period, shows that the reception of Squid Game's final season was marked by contrasts. Sentiment analysis reveals a fragmented debate: 32.7% neutral, 25.7% positive, and 27.7% combining negative and very negative mentions. While the series maintained an overall perception rated as "good," peaks of engagement were driven both by praise and criticism, explaining the slight decline in its brand health score.

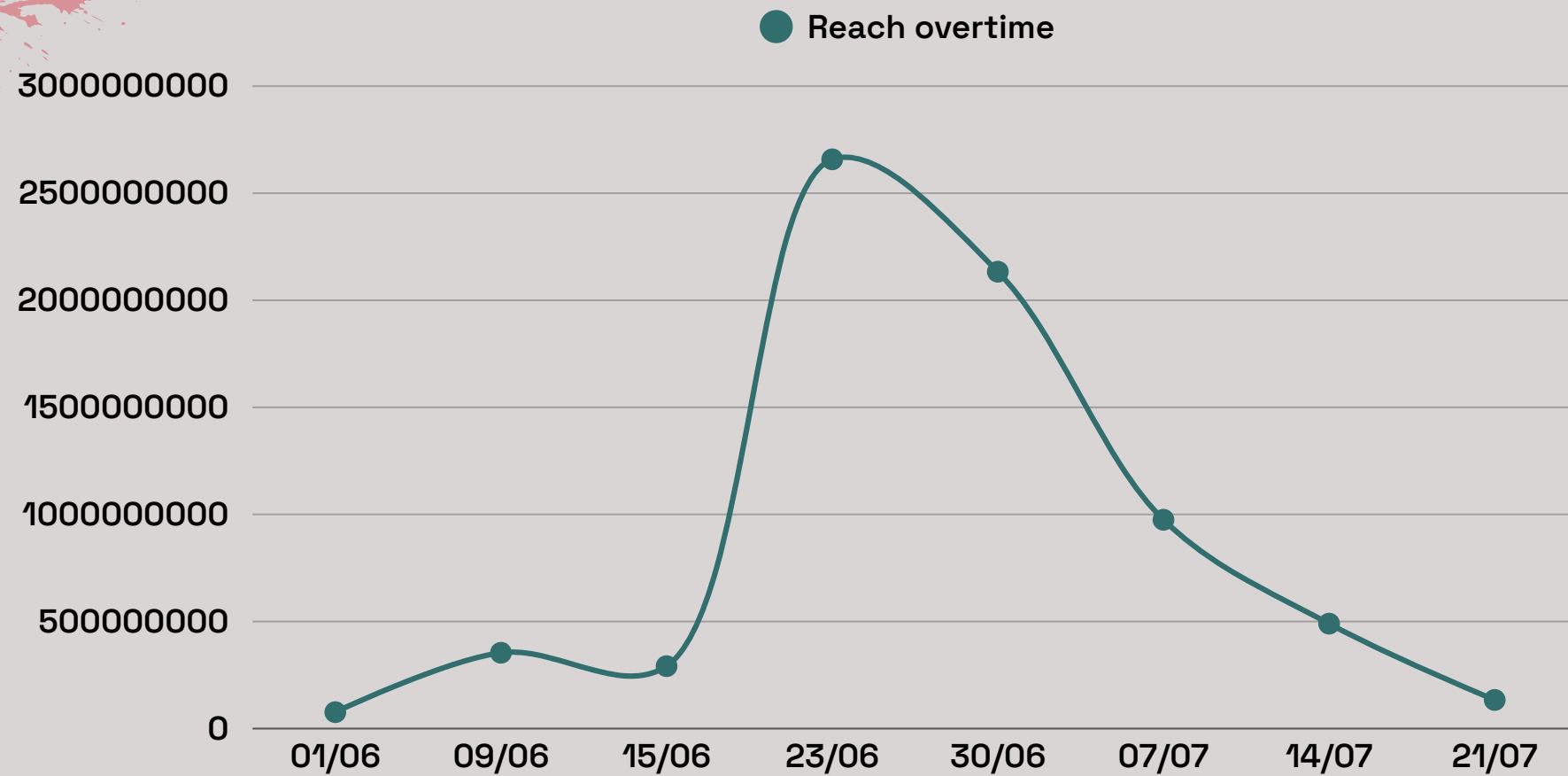
- Negative:** disappointment among viewers with the "Americanization" of the narrative and an ending perceived as discouraging and misaligned with the plot.
- Positive:** the strong impact of initial expectations around the final season, with fans highlighting how the series influenced a generation and fueled brand-related trends.
- Neutral:** comparative comments between seasons, with little emotional charge, keeping the series on the discussion radar in a more analytical way.





# MOST INFLUENTIAL CREATORS

How viral content expanded Squid Game's reach and kept the series at the center of conversations

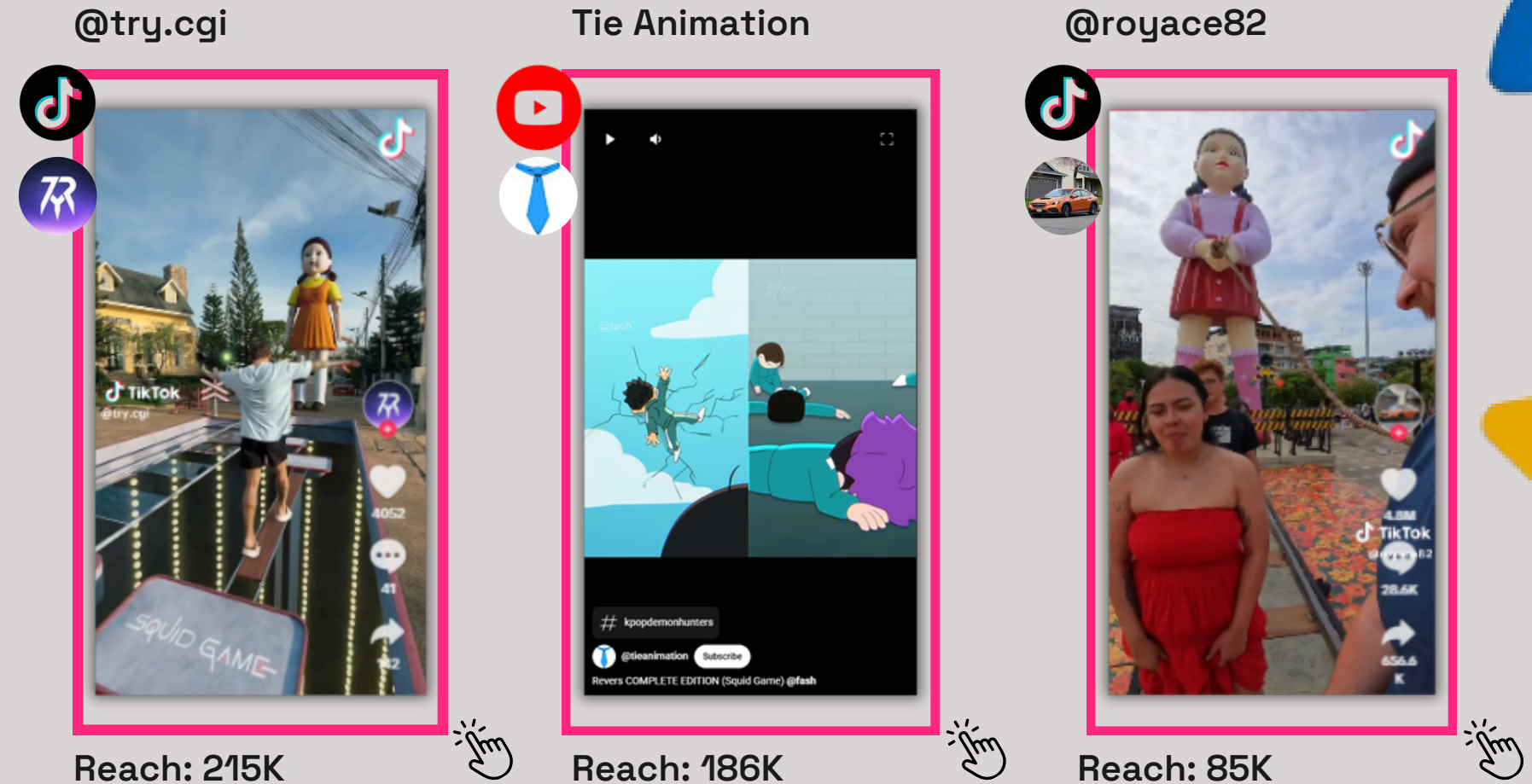


## Creators drive Squid Game with digital recreations, humor, and cultural references

The peak in reach recorded at the end of June, surpassing 250 million, was directly driven by creators who managed to connect Squid Game's aesthetics with **high-engagement formats**. The highlight goes to the video by [@try.cgi](#), which recreated the iconic doll game in a digital version and reached 215K, illustrating how the show's visual identity continues to attract massive audiences on TikTok. Other formats also sustained the discussion: Tie Animation's parody on YouTube reached 186K, while [@royace82](#) offered a more cultural and everyday perspective, with 85K reach.

The impact of these creators goes beyond raw numbers: by turning the series into memes, recreations, and cultural trends, they expand its presence across multiple digital communities and ensure that **Squid Game** remains at the center of conversations even after its release.

## Top sources with the largest audience



### DID YOU KNOW?

One of the central elements of the series — “Squid Game” — is not just an invented game, but a real children’s game that was significant for generations in South Korea, especially popular during the 1970s and 1980s. Creator Hwang Dong-hyuk was inspired by it not only for its physical complexity and competitive intensity, but also because he saw it as highly symbolic of a contemporary society defined by extreme competition.

오징어 게임

SQUID  
GAME

# Beyond the Screen: The *Squid Game* Effect

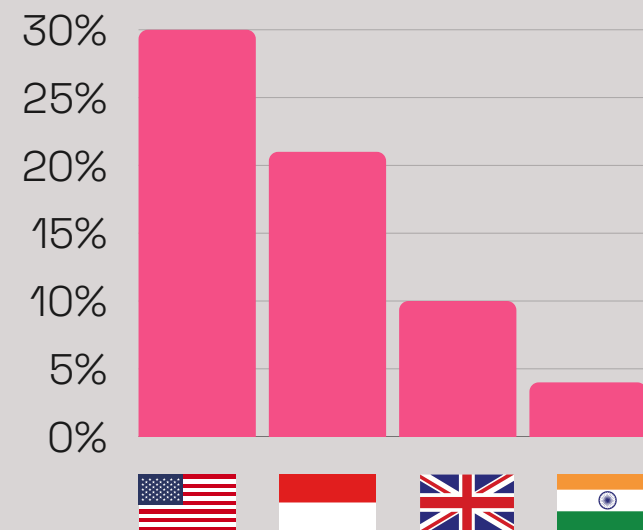
The show proved how a TV phenomenon can break boundaries—boosting brands, sparking global conversations, inspiring games, and even setting fashion trends.



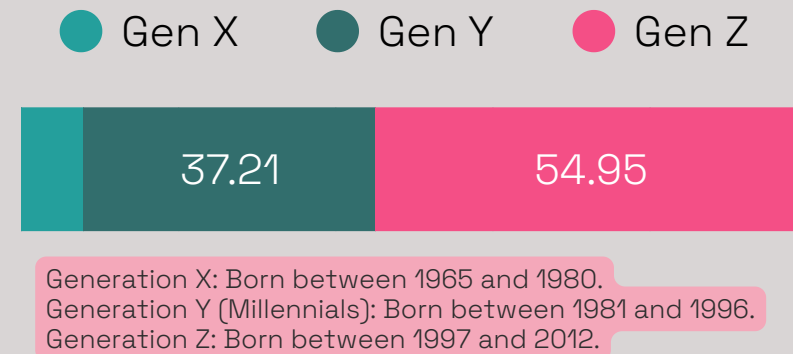


# WHO DRIVES SQUID GAME? THE GLOBAL FAN PROFILE KEEPING THE SERIES AT THE CENTER OF CONVERSATIONS

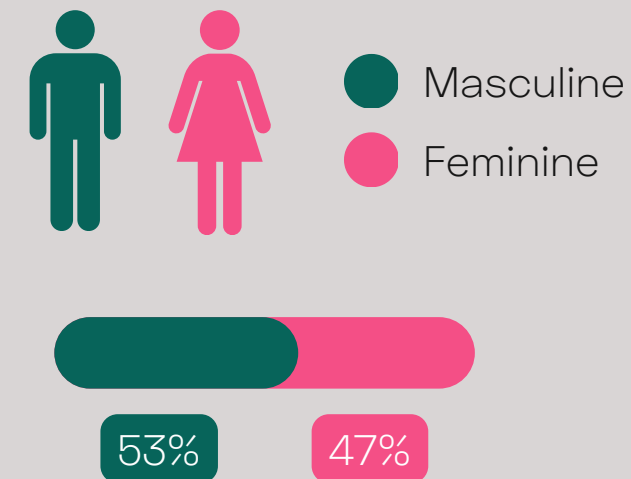
## Top Countries



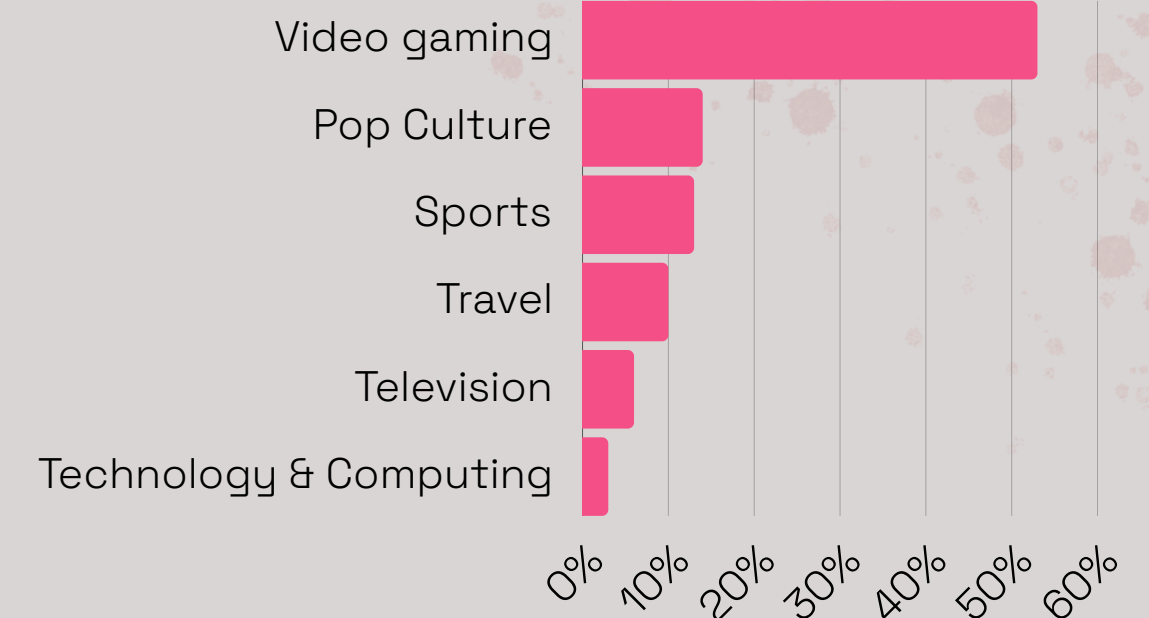
## Audience



## Gender



## Topics of interest by percentage



## Who are Squid Game's fans and how their interests shape the global phenomenon

Audience data shows that Squid Game gained its strongest traction with **Generation Z (54.9%)**, followed by **Generation Y (37.2%)**, highlighting the influence of young, digital-first audiences in driving the series' visibility. In the key countries — **U.S., South Korea, U.K., and India** — the combination of high social media penetration and strong entertainment consumption explains why the show became central in global cultural debates. The balanced gender split (**53% male and 47% female**) also confirms that the series managed to resonate broadly, without being restricted to a single profile.

Among topics of interest, **video gaming** stands out, surpassing 50% of the audience base, directly linking the series to gaming aesthetics and digital interactions that fueled its most viral content. Meanwhile, **pop culture, sports, and travel** complement this picture, showing that the series not only sparked discussions about fiction but also integrated into broader lifestyles and consumption universes, consolidating itself as a multilayered cultural phenomenon.

But what does this really mean? On the next slide, we dive deeper into who engages the most with the series: where they are from, their age groups, and their interests — factors that shape how Squid Game stays relevant and reveal the main trends connected to this phenomenon.



# FROM FASHION TO FAST FOOD, SQUID GAME SOLIDIFIES ITSELF AS A GLOBAL CULTURAL AND COMMERCIAL ECOSYSTEM

## A global cultural and commercial force

According to Accio, interest in products inspired by **Squid Game** follows a cyclical pattern, with peaks in searches and purchases directly tied to new season releases and promotional activations.

### • Search trends and consumer behavior

Interest in Squid Game-inspired clothing, such as hoodies and jumpsuits, shows a recurring cycle — with spikes aligned to releases and campaigns. The term “**Squid Game hoodie**” reached its peak (index 100) in January 2025, following the release of Season 2, and rose again to 40 in July 2025.

## 2. Cultural influence on fashion and streetwear industries

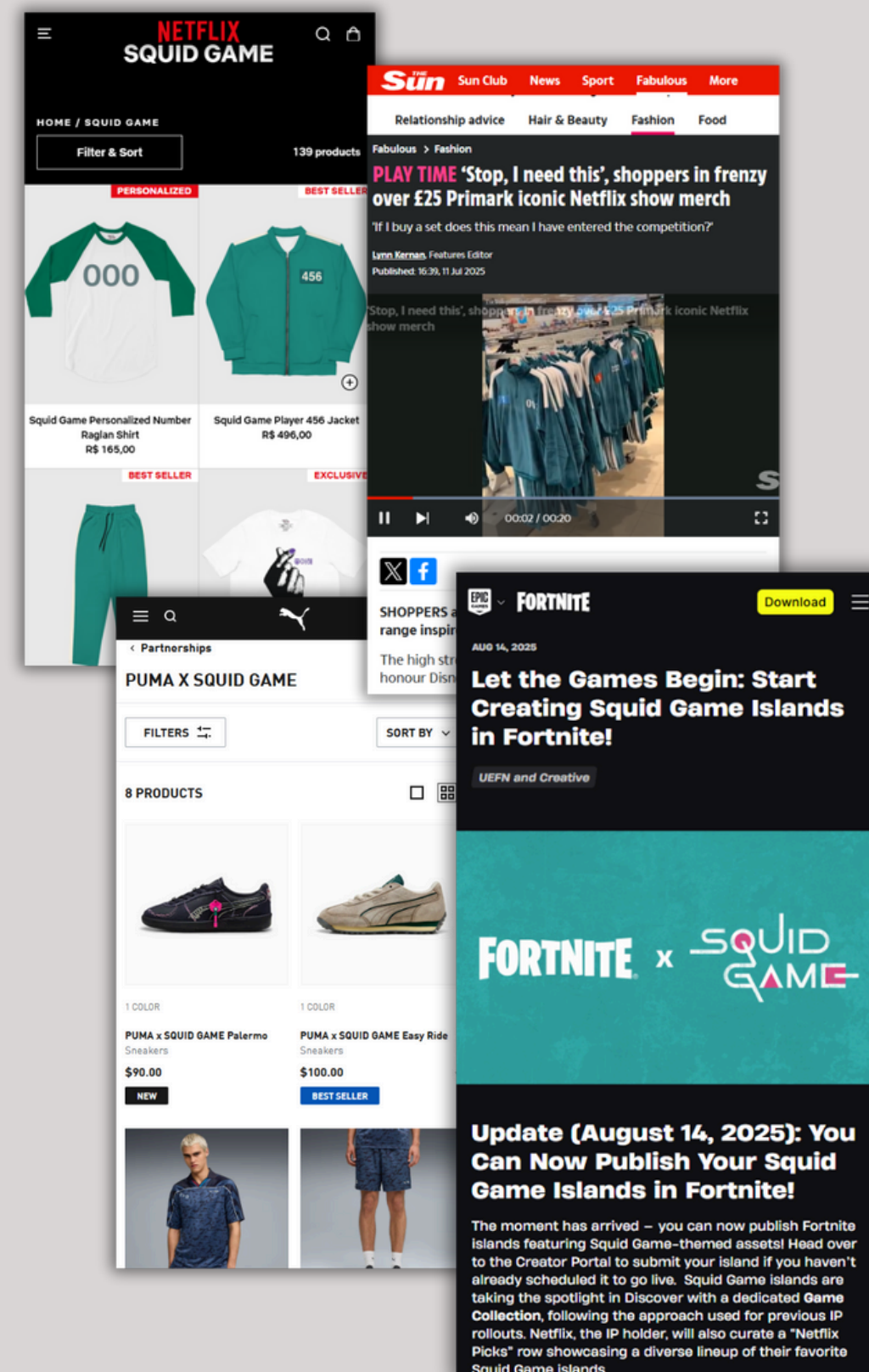
The series’ impact goes far beyond the screen: collaborations with brands such as **Puma** and **Louis Vuitton** highlight the crossover between **luxury and pop culture**. White **Vans** saw a 7,800% increase in searches, while retro tracksuits grew 97% globally.

In retail markets, partnerships like **Walmart + Netflix** sold iconic pieces such as numbered T-shirts and red jumpsuits symbolizing the show’s dystopian universe.

The brand’s strength also translated into strategic partnerships: **Primark** launched exclusive collections that sparked in-store frenzy, while **McDonald’s Australia** brought the series into its menu with themed adult meals. Beyond retail, integration with the digital world expanded its reach: in **Fortnite**, fans can create and play on **Squid Game-inspired** islands. These collaborations reinforce that Squid Game has established itself not only as a cultural product but as a **global commercial ecosystem in continuous expansion**.



And what comes out in the media about the brands?





# SQUID GAME EXPOSES THE IMPACT AND CHALLENGES OF A GLOBAL PHENOMENON

Massive engagement, criticism, and the role of All Ears in revealing what is really being said across digital platforms

## The power of immediate impact

The data shows a clear pattern: high-expectation productions like Squid Game generate **enormous impact at launch**, with impressive numbers of mentions, reach, and media value. This immediate effect confirms the strength of narratives that resonate with digital culture — absorbed, reinterpreted, and redistributed almost in real time, especially on **TikTok**. The takeaway is that the “value” of a production lies not only in its traditional audience, but also in its ability to **generate derivative content that keeps conversations alive**.

## High expectations, greater risks

The **Brand Health Index drop to 6.43** illustrates the other side of the phenomenon: when expectations are global and massive, any narrative misalignment triggers frustration at scale. Criticism around **“Americanization” and an unconvincing ending** highlights how major launches walk a fine line between consecration and collective disappointment. The same reach that fuels record engagement also **amplifies negative reactions**, making brand perception more volatile.

## Creators as relevance catalysts

A crucial point is the role of **content creators**. They not only amplify the series but also **reshape its relevance through formats** that connect with different audiences — from humor to cultural reinterpretations. This shows that narrative control no longer rests solely with studios or platforms but is distributed across a decentralized network that dictates pace and prolongs cultural lifespan. For brands, this proves that **organic creator engagement can rival or even surpass paid campaigns**, provided the content offers strong symbolic material to be appropriated.

## From entertainment to a cultural and commercial ecosystem

The case of Squid Game demonstrates how global productions transcend audiovisual boundaries to become **cultural and commercial ecosystems**. From retail collaborations to luxury partnerships and even integrations into digital gaming, the series proves that relevant content is measured not just by views, but by its ability to permeate multiple industries. At this stage, **All Ears plays a fundamental role**: by monitoring audio and video conversations across leading digital platforms, it captures perceptions that **traditional reports cannot — what is spoken but not always visible**. This highlights how **audiovisual social listening expands understanding of trends and reveals the true cultural impact of phenomena like Squid Game**.

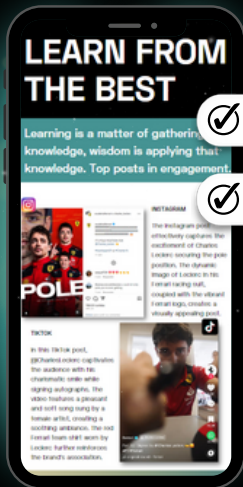


WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS  
WITH INTELLIGENCE POWERED BY AI



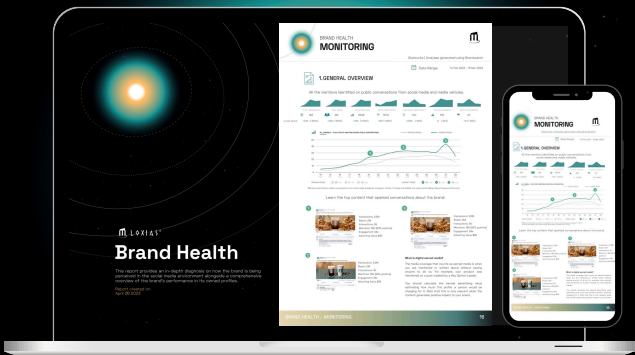
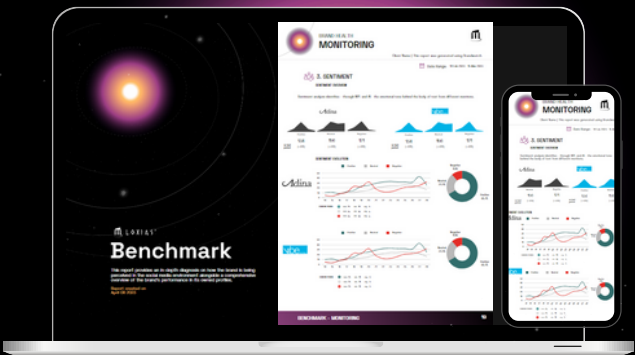
Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

In-deph analysis of a particular brand  
in the social media landscape

OUR PRODUCTS

**Benchmark**  
Discover brand narratives, compare customer perceptions.

**Brand Health**  
Comprehensive overview of the brand's across Monitoring.



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management

⌚ Receive your report in 72h  
\*Business hours (EDT/EST), once the parameters are approved by our experts



THANK YOU\_

