

WORKING PAPER

European Interest in China: Analyzing Search Behavior Across EU Countries Using Google Trends

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Abstract

Public interest in China within Europe is shaped by a complex interplay of geopolitical, economic, cultural, and technological factors. This study analyzes Google Trends data from 2024 to examine how EU countries engage with China-related topics through online search behavior. By clustering search topics into thematic categories – culture and traditions, geopolitics, economy and trade, travel and tourism, and sports and entertainment – this study identifies key patterns and regional variations in public interest. Findings reveal a widespread fascination with Chinese cultural elements, growing attention to China's role in electric vehicle markets, heightened awareness of China's geopolitical position, and increasing engagement with Chinese digital content and e-commerce platforms. The study highlights the value of search data in capturing organic public curiosity and provides insights into how European societies navigate and interpret information about China in an era of global interconnectedness.

Keywords: China, European Union, Google Trends, search behavior, public interest, geopolitical perception, cultural engagement, economic relations, digital media, electric vehicles, global narratives.

Introduction

In a world marked by rapid geopolitical shifts, economic transformations, and evolving global narratives, the way societies seek and process information plays a crucial role in shaping international perceptions (Rosenbach & Mansted, 2019). Nowhere is this more evident than in the relationship between the European Union and China – two entities whose interactions span trade (Karkanis, 2018), diplomacy (Xia, 2024), technology (Li & Chang, 2014), and cultural

exchange (Dewen, 2017). Public interest in China across Europe is dynamic, reflecting both deep-rooted historical ties and contemporary developments in global affairs. However, this interest is neither uniform nor static; it varies across countries (Silver et al., 2024), influenced by media coverage, political discourse, economic relations, and social engagement.

Understanding these variations requires an approach that captures organic, real-time engagement with information rather than relying solely on institutional narratives or retrospective analyses. Google Trends provides such an opportunity by offering insights into what topics drive public curiosity, how interest in specific topics evolves over time and how it differs by country (Segev, 2018; Carneiro & Mylonakis, 2009; Shimshoni et al., 2009). Unlike traditional opinion polls or media content analyses, search trends reveal bottom-up engagement – what individuals actively seek to know rather than what they are passively exposed to (Mellon, 2013). This approach enables researchers to identify both consistent themes and regional divergences.

By analyzing search behavior across EU countries throughout 2024, this study examines the thematic patterns shaping European interest in China. These themes range from cultural engagement and economic considerations to geopolitical concerns and technological developments. By clustering search topics, this research provides an empirical basis for understanding how Europeans navigate the information landscape on China.

Methodology

This study analyzes Google Trends data to examine search interests related to “China” across EU countries for the year 2024. The methodology consists of three main steps: data collection, data processing, and thematic analysis.

Google Trends was used to extract both top search topics and rising search queries related to “China” in each EU country. The data was collected on a country-by-country basis to capture national variations in search interests.

This study uses the Google Trends topic feature instead of exact search queries. Using topics rather than specific search terms helps address challenges related to local language

differences, as Google automatically groups related searches across languages and synonyms. This ensures a more comprehensive and comparable dataset across EU countries.

For each EU country, the following data points were retrieved:

- Top and rising topics related to “China”.: The most frequently searched topics as well as topics that showed a significant increase in interest.
- Top and rising queries related to “China”: The most frequently searched queries as well as queries that showed a significant increase in interest.

The data was collected for the full year of 2024 to account for seasonal trends, event-driven spikes, and long-term patterns.

The extracted data was cleaned and standardized for analysis. Duplicate search terms across countries were consolidated, and variations of the same query in different languages were mapped together (e.g., “horoscope chinois” in France, “chinesisches Horoskop” in Germany, and “oroscopo cinese” in Italy were all grouped under “Chinese horoscope”). Additionally, ambiguous terms were disambiguated based on their contextual usage in Google Trends.

To interpret the data, a thematic clustering approach was applied. The topics and queries were categorized into the following broad themes:

1. Culture and traditions (e.g., Chinese New Year, astrology, cuisine)
2. Geopolitics and international affairs (e.g., China’s relations with Russia, USA, Taiwan)
3. Economy, trade, and automotive industry (e.g., Chinese EV brands, tariffs, yuan exchange rates)
4. Travel and tourism (e.g., visa requirements, Chinese destinations)
5. Sports and entertainment (e.g., Chinese Olympic participation, Chinese gaming industry)

A comparative analysis was conducted across EU countries to identify common themes, regional variations, and country-specific interests.

By applying this structured methodology, the study provides a nuanced understanding of how Europeans engage with topics related to China through their search behavior.

Results

Below is the comparative analysis of Google Trends data on “China” across EU countries. The goal is to identify repeating topics, cluster these topics thematically, and highlight key similarities and differences by region.

1. Repeating topics and thematic clusters

A. Culture and traditions

The search interest in China across EU countries prominently includes aspects of Chinese New Year and astrology. Queries related to the Chinese New Year, zodiac signs, and traditional calendars are widespread across all EU nations. Many searches focus on Lunar New Years (2024, 2025), indicating an ongoing fascination with the zodiac cycle. Additionally, countries use their local-language equivalents when searching, such as “oroscopo cinese” in Italy, “kínai horoszkóp” in Hungary, and “chinesisches Horoskop” in Germany.

Chinese cuisine and food culture is another major area of interest. Searches such as “Chinese cuisine” in Malta, “čína recept” in Czechia, and “kitajsko zelje” in Slovenia show a steady curiosity in Chinese-inspired cooking. Additionally, many countries frequently search for specific Chinese dishes, ingredients (e.g., Napa cabbage), and local Chinese restaurants, reflecting both culinary curiosity and consumption trends.

Interest in historic and cultural landmarks is also prominent. The Great Wall of China stands out as one of the most frequently searched cultural attractions across Europe. Other specific searches include the Forbidden City in Portugal and Shanghai, which appears in multiple countries. Meanwhile, Chongqing has garnered particular attention in Bulgaria, Romania, and Lithuania, suggesting a broader cultural and tourist interest beyond just Beijing or Shanghai.

Finally, there is occasional interest in language and learning, with queries about learning Mandarin or understanding Chinese characters appearing sporadically across different EU countries. Another frequent topic is time in China, likely driven by business and communication needs.

B. Geopolitics and international affairs

Search interest in China across the EU frequently touches on relations with Russia, the USA, India, Japan, and Taiwan. Many EU countries show curiosity about China's geopolitical interactions with these global powers. Additionally, there are specific spikes in searches related to Taiwan, such as "China Taiwan" or "Taiwan elections 2024", reflecting growing concern over regional tensions and their global implications.

Another key area of interest is the Olympics and global sporting events. Searches about "China at the 2024 Olympics" have been observed in Belgium, Denmark, Finland, Italy, and Romania, indicating a widespread interest in China's participation in international sports. Additionally, various sports associated with China attract attention, including table tennis (Sweden), hockey (Netherlands, Belgium), basketball (Spain), water polo (Croatia), and motorsports.

Interest in human rights and political visits is also notable. Austrians search for capital punishment in China. Meanwhile, Hungary has seen spikes in interest regarding "kínai rendőrök Magyarországon" (Chinese police in Hungary), reflecting local concerns about diplomatic or security cooperation. Searches for Chinese political leaders like Xi Jinping and Li Qiang frequently appear in Finland, France, Hungary, and Romania.

C. Economy, trade, and automotive industry

A significant area of interest across EU countries is electric vehicles (EVs) and Chinese car brands. Searches for BYD, Geely, Xpeng, MG, and BAIC appear widely. In Central and Eastern Europe – including Poland, Hungary, Romania, Slovakia, and Czechia – there is notable interest in Chinese EVs. Meanwhile, in Western and Northern Europe, countries such as Germany, the Netherlands, Denmark, and Sweden also show spikes in searches for Chinese EVs.

Interest in trade, tariffs, and currency is also evident across multiple EU nations. Searches for terms like “wholesale,” “factory,” and “made in China” are common in Belgium, Bulgaria, Czechia, Greece, and Poland. Additionally, financial queries such as “Chinese yuan to euro” or “China yen” appear in Luxembourg, Lithuania, and Portugal, indicating a financial interest in China’s currency and exchange rates.

Another major search trend relates to e-commerce and logistics. In Estonia, Lithuania, and Romania, there are frequent queries about tracking shipments of Chinese goods. Meanwhile, breakout searches for “All China Buy” in some Central and Eastern EU markets reflect the growing interest in Chinese e-commerce platforms in the region.

D. Travel and tourism

Search trends across EU countries reveal significant interest in visa and travel requirements for China. Queries about China visas are particularly common in Cyprus, Malta, Ireland, Bulgaria, and Romania, suggesting interest in tourism, business, or study opportunities. Additionally, many countries frequently search for practical travel information, including “China map,” “time difference,” and “China travel advisories”.

Interest in in-country destinations is also evident, with searches for major Chinese cities such as Shanghai, Beijing, Shenzhen, Guangzhou, and Chongqing dominating across multiple EU nations. These searches may reflect both business-related travel and cultural tourism. A unique trend appears in Greece, where searches for “Fake Santorini China” highlight Greek media attention to Chinese architectural replicas of iconic global landmarks.

E. Sports and entertainment

Search trends indicate a strong European interest in sports involving China. Popular queries include “Netherlands vs. China hockey”, “Sverige Kina bordtennis” (Sweden-China table tennis), and “F1 China 2024”, reflecting shared sporting themes across multiple countries. Additionally, searches for “China Olympics 2024” or “China JO 2024” highlight Europe’s focus on China’s role in international sporting events, particularly the Olympic Games.

Interest in gaming and pop culture is also evident. Searches for “Brawl Stars China” appear in Hungary, Ireland, Latvia, Lithuania, Romania, and Spain. Meanwhile, Chinese anime and dramas are attracting growing attention, with Estonia, Latvia, and Romania showing

increased searches for “Chinese dramas” and “Animedia.online top Chinese anime”, indicating rising interest in Chinese media content across Europe.

2. Similarities across regions

European search interest in China reflects several recurring themes that highlight cultural, economic, and geopolitical engagement. One of the most prominent trends is a pan-European fascination with Chinese New Year and astrology, with strong search volumes for Chinese zodiac signs and Lunar New Year dates across all EU countries. This consistent interest underscores the cultural resonance of these traditions beyond China’s borders.

Another major trend is the growing awareness of Chinese electric vehicles (EV), with brands such as BYD, Geely, MG, and Xpeng attracting attention across both Western and Eastern Europe. The widespread nature of these searches suggests that China's role in the global EV market is being closely followed, transcending traditional regional divides.

In the realm of international affairs, geopolitical curiosity about China’s global stance is nearly universal. Searches linking China to Russia, the USA, India, or Taiwan indicate that Europeans are highly attentive to China’s diplomatic and economic positioning, particularly regarding tensions and collaborations with other global powers.

Culturally, engagement with Chinese cuisine, media, and travel remains strong. Interest in Chinese food continues to be a reliable search driver, while Chinese dramas, films, and games are seeing increasing popularity across the EU. Additionally, searches related to travel, such as visa requirements and major Chinese destinations, reinforce Europe’s sustained interest in both tourism and broader cultural connections with China.

3. Differences by region

In Southern Europe (Greece, Italy, Spain, Portugal, Cyprus, Malta), cultural and tourism-related themes dominate search trends. Italy and Spain show a strong emphasis on the Chinese zodiac, while Greece exhibits interest in architectural replicas, particularly the widely discussed “Fake Santorini China”. Cyprus and Malta frequently search for “time in China” and “visa China”. Additionally, health-related topics appear in Italy, where searches for “virus scimmie Cina” (monkey virus China) stand out. Sporting events also capture attention, with Spain

focusing on women's basketball vs. China, while Italy registers interest in "GP Cina 2024", reflecting engagement with motorsports.

In Central & Eastern Europe (Bulgaria, Croatia, Czechia, Hungary, Poland, Romania, Slovakia, Slovenia), economic and political considerations shape search trends. The automotive sector is a primary focus, with Poland, Hungary, Romania, and Slovakia showing high interest in BYD, MG, and Geely. Political awareness is also evident, with Hungary searching for "kínai rendőrök" (Chinese police), Poland tracking "Duda w Chinach" (Polish President Duda in China), and Romania monitoring official visits, all of which indicate a heightened interest in China's diplomatic influence. Meanwhile, gaming and e-commerce queries are prevalent, with Bulgaria, Romania, and Czechia tracking trends in Brawl Stars, wholesale imports, and online shopping from China.

In Northern Europe (Denmark, Finland, Sweden, Estonia, Latvia, Lithuania), EVs, technology, sports, and pop culture define search behaviors. Denmark and Sweden lead in searches for Chinese EV brands such as BYD and Xpeng. Finland displays interest in potential China-North Korea relations. Additionally, Baltic states show growing engagement with Chinese e-commerce logistics, particularly related to shipping. Chinese anime and dramas are also gaining traction, with Latvia, Lithuania, and Estonia displaying rising searches for Chinese dramas and anime, indicating an increasing interest in Chinese media and entertainment.

In Western Europe (Austria, Belgium, France, Germany, Ireland, Luxembourg, Netherlands), trade, policy, and automotive markets dominate search trends. Germany shows strong interest in economic relations, with frequent searches for "Strafzölle China" (punitive tariffs on China), while Austria examines "capital punishment in China". Belgium's sports engagement includes searches for "Belgium China hockey." The EV market continues to attract attention, with Germany and the Netherlands tracking BYD, Xpeng, and other Chinese car brands. Meanwhile, cultural curiosity is evident in France, where searches for "astrologie chinoise" (Chinese astrology) and China's real-estate crisis, including "Evergrande Chine", are popular. Ireland's search interest extends to Chinese doping scandals in swimming, while Luxembourg sees "Chinese yuan to euro" emerging as a growing financial topic.

Discussion

The search trends analyzed across EU countries reveal a multifaceted and evolving relationship between European online audiences and China. While interest in China spans diverse areas – ranging from culture and tradition to geopolitics, the economy, and entertainment – certain overarching patterns emerge, illustrating how China is perceived and engaged with across different regions of Europe.

1. Cultural curiosity as a unifying theme

One of the most striking findings is the widespread and consistent interest in Chinese culture, particularly in astrology, Chinese New Year, and food. This suggests that cultural elements tied to annual events and traditions – such as the zodiac cycle – continue to capture the attention of European audiences. Notably, this interest is not confined to any particular region but is observed across the entire EU. Additionally, the prominence of searches for Chinese cuisine and specific dishes indicates both a growing appreciation for Chinese gastronomy and a degree of cultural integration, as European consumers engage with Chinese food beyond just restaurant dining, seeking recipes and ingredients for home cooking.

However, beyond these commonly shared interests, certain cultural searches reflect localized engagements. For example, Greek interest in “Fake Santorini China” points to concerns over architectural replication, whereas various Eastern European countries demonstrate curiosity about learning Mandarin, possibly reflecting a more pragmatic engagement with China for education or business purposes. The interest in China’s historical landmarks, such as the Great Wall and the Forbidden City, further highlights Europe’s perception of China as an ancient civilization rich in cultural heritage.

2. The electric vehicle boom and China’s growing economic presence

The search trends suggest that China’s expanding role in the global electric vehicle (EV) market is being closely followed across Europe. From Germany and the Netherlands in Western Europe to Poland, Hungary, and Romania in Eastern Europe, search interest in Chinese EV brands such as BYD, Geely, Xpeng, and MG reflects China’s increasing penetration of the European car market. This widespread curiosity suggests that Chinese

automakers are no longer niche players but are increasingly viewed as competitive forces in the global automotive industry.

The rising interest in Chinese EVs also hints at underlying economic concerns regarding trade, industrial policy, and competition with European manufacturers. For instance, Germany's interest in "Strafzölle China" (punitive tariffs on China) suggests that economic protectionism and trade policy are closely monitored by European consumers and businesses alike. The expansion of Chinese automotive brands into both Western and Eastern Europe also aligns with broader patterns of China's economic outreach, particularly in the context of investments and trade partnerships in manufacturing and green technology.

3. Geopolitical scrutiny and strategic concerns

Across nearly all EU countries, search trends indicate a strong interest in China's international relations, particularly its geopolitical positioning in relation to Russia, the USA, India, and Taiwan. Searches such as "China Taiwan" and "Taiwan elections 2024" reflect growing European awareness of geopolitical flashpoints and their potential implications. Given Europe's economic interdependencies with China, this level of attention suggests that the public is increasingly attuned to China's role in global stability and trade.

Specific political events – such as diplomatic visits, leadership changes, and security developments – trigger significant spikes in search activity. The interest in Chinese police operations in Hungary, concerns over capital punishment in Austria, and the monitoring of diplomatic visits in Poland and Romania suggest that certain European nations are particularly sensitive to China's influence on governance, security, and human rights. The prominence of these topics demonstrates that beyond trade and economic ties, China is viewed as a significant global actor whose policies and actions can have direct or indirect consequences for Europe.

4. E-commerce and logistics: A reflection of consumer dependence

Another key area of interest is the growing European reliance on Chinese e-commerce platforms. Frequent searches related to shipment tracking, parcel delivery times, and currency exchange rates suggest that many EU consumers are engaged in direct online shopping from China-based retailers. This trend is particularly pronounced in the Baltic states and Eastern Europe, where searches for terms like "All China Buy" or "AliExpress shipping" are prevalent.

This behavior highlights a deeper shift in European consumer habits – one that reflects both the increasing affordability of Chinese goods and the accessibility of global e-commerce platforms. It also underscores the logistical challenges associated with long-distance trade, as consumers seek real-time updates on their purchases. Furthermore, interest in the Chinese yuan and exchange rates in countries such as Luxembourg and Portugal suggests financial awareness of China’s economic influence, particularly among business owners and investors.

5. The rise of Chinese media, entertainment, and sports

China’s presence in global sports and entertainment is increasingly reflected in European search trends. Interest in table tennis (Sweden), women’s basketball (Spain), field hockey (Belgium and the Netherlands), and motorsports (Italy and Croatia) suggests that sports serve as a key area of engagement between China and Europe. Furthermore, the widespread searches for “China Olympics 2024” indicate a broader European curiosity about China’s performance in international competitions.

Beyond sports, the rising popularity of Chinese dramas, anime, and gaming content – particularly in Estonia, Latvia, Romania, and Hungary – points to the expanding influence of Chinese pop culture. The prominence of searches related to game servers (e.g., “Brawl Stars China”) suggests that European gamers are increasingly interacting with Chinese digital ecosystems, whether due to exclusive content, restrictions, or different game versions. This growing engagement with Chinese media content aligns with broader trends in the globalization of entertainment and China’s expanding soft power in the digital age.

Conclusion

The analysis of Google Trends data on searches related to China across EU countries in 2024 highlights the diverse and dynamic nature of European engagement with China. Public interest spans cultural traditions, geopolitical developments, economic ties, travel, and entertainment, reflecting both shared concerns and region-specific variations.

One of the most consistent findings is the strong cultural curiosity about China, particularly in relation to astrology, the Lunar New Year, cuisine, and historical landmarks. This widespread engagement underscores the enduring appeal of Chinese traditions and their

integration into European cultural consciousness. At the same time, growing interest in Chinese electric vehicles (EVs) across Western and Eastern Europe signals China's increasing influence in global trade and technological innovation. The prominence of searches for Chinese automakers suggests a shifting landscape in consumer preferences and economic competition.

Beyond cultural and economic themes, geopolitical concerns emerge as a key driver of search behavior. Europeans actively follow China's diplomatic relations, with particular attention to its interactions with Russia, the United States, Taiwan, and the broader Indo-Pacific region. Search spikes around Taiwan's elections, diplomatic visits, and security-related topics indicate a high level of public awareness about China's role in global stability. Additionally, engagement with political issues such as capital punishment and China's law enforcement presence in Europe suggests an evolving scrutiny of China's governance and human rights practices.

E-commerce and digital engagement also play a significant role in shaping Europe's interaction with China. Search patterns indicate a growing reliance on Chinese online marketplaces, particularly in Central and Eastern Europe, where shipment tracking and product sourcing queries are prominent. Simultaneously, rising interest in Chinese entertainment – ranging from dramas and anime to video game ecosystems – demonstrates China's expanding soft power in the digital age.

Overall, this study provides a nuanced perspective on how Europeans engage with China in an era of digital information flows. The patterns revealed by search behavior offer valuable insights into the themes shaping public perception, allowing researchers and policymakers to better understand the evolving relationship between China and the European public. Future research can build on these findings by integrating sentiment analysis, social media trends, or qualitative surveys to further contextualize the motivations behind search behavior. As China's global role continues to evolve, tracking real-time digital engagement will remain a crucial tool for capturing shifts in international perception and public discourse.

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Appendix

Austria	Belgium
<ol style="list-style-type: none"> 1. Chinese culture and traditions (e.g., astrology, zodiac signs, Chinese New Year, horoscope) 2. Chinese people and population 3. Relations and comparisons with other countries (e.g., Japan, Russia, USA, India, Taiwan) 4. Chinese cuisine 5. Iconic landmarks and cities (e.g., the Great Wall, Shanghai, Shenzhen) 6. Travel and visas 7. Economic and political topics (e.g., tariffs, capital punishment, MSCI indices) 8. Automotive industry (e.g., electric cars) 9. Recent and upcoming events (e.g., Chinese Grand Prix, Olympic-related searches) 10. Wildlife and symbols (e.g., giant panda) 	<ol style="list-style-type: none"> 1. Chinese culture and traditions (e.g., astrology, zodiac signs, Chinese New Year, horoscope) 2. Chinese people and population 3. Relations and comparisons with other countries (e.g., Japan, Russia, USA, India) 4. Iconic landmarks and cities (e.g., the Great Wall, Shanghai, Shenzhen) 5. Travel and visas 6. Economic and political topics (e.g., tariffs, imports, “Made in China”) 7. Wildlife and symbols (e.g., giant panda) 8. Automotive industry (e.g., electric vehicles) 9. Recent and upcoming events (e.g., Olympics, hockey, Chinese festivals)
Bulgaria	Croatia
<ol style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, horoscope, Chinese calendar) 2. Chinese people and population 3. Relations and comparisons with other countries (e.g., Russia, Japan, India) 4. Economic and political topics (e.g., wholesale, tariffs, factories, automakers like BYD and Dongfeng) 5. Iconic landmarks and cities (e.g., Great Wall, Chongqing, Guangzhou) 6. Travel and visas 7. National symbols and identifiers (e.g., flag of China, Chinese cars in Bulgaria) 8. Recent and upcoming events (e.g., Olympics) 	<ol style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, horoscope, Chinese calendar) 2. Relations and comparisons with other countries (e.g., India, USA, Japan, Russia) 3. Population and demographics 4. Travel and visas 5. Chinese automakers and electric vehicles (e.g., BYD, Geely) 6. Recent events and upcoming occasions (e.g., 2024 Chinese New Year, sports events involving China and Croatia)
Cyprus	Czechia
<ol style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese calendar) 2. Relations and comparisons with other countries (e.g., Japan, India, Russia) 3. Time-related queries (e.g., current time in China, time differences) 	<ol style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese calendar, horoscope) 2. Chinese cuisine and recipes 3. Chinese people and demographics

4. Travel and visas 5. Population and demographics 6. Economic and political topics (e.g., Chinese yuan, trade/wholesale) 7. Automotive industry (e.g., electric cars, companies like BYD)	4. Relations and comparisons with other countries (e.g., Japan, Russia, India, USA) 5. Travel and visas 6. Automotive industry (e.g., BYD, Dongfeng) 7. Population and inhabitant queries
Denmark	Estonia
1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology) 2. Relations and comparisons with other countries (e.g., Japan, USA, India, Russia) 3. Chinese people and demographics 4. Travel and visas 5. Automotive industry (e.g., electric cars, BYD, Xpeng, Hongqi) 6. Population and geographic information (e.g., time zones, maps, Great Wall of China)	1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology, Chinese calendar) 2. Relations and comparisons with other countries (e.g., Japan, India, USA, Russia) 3. Chinese people and population 4. Automotive industry (e.g., BYD, electric cars) 5. Geographic and iconic landmarks (e.g., Great Wall of China, time zones) 6. Travel and visas 7. Economic and political topics (e.g., Chinese yuan, trade)
Finland	France
1. Chinese culture and traditions (e.g., Chinese New Year, Chinese horoscope) 2. Relations and comparisons with other countries (e.g., USA, Russia, Japan, India) 3. Chinese people and demographics 4. Population and geographic information (e.g., Great Wall of China, maps) 5. Economic and political topics (e.g., Chinese yuan, wholesale trade, stock market indices, factory production) 6. Travel and visas 7. Iconic landmarks and wildlife (e.g., Giant panda, Chinese zodiac, the Great Wall)	1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology, zodiac signs) 2. Relations and comparisons with other countries (e.g., Russia, Japan, India, USA) 3. Chinese people and demographics 4. Travel and visas 5. Iconic landmarks and cities (e.g., Great Wall of China, Beijing, Shanghai, Guangzhou) 6. Recent and upcoming events (e.g., 2024 Olympics, table tennis matches, real estate developments like Evergrande)
Germany	Greece
1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology, zodiac signs, horoscope) 2. Relations and comparisons with other countries (e.g., Russia, USA, India, Japan, Taiwan) 3. Chinese people and demographics 4. Automotive industry (e.g., BYD electric vehicles, tariffs)	1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology) 2. Relations and comparisons with other countries (e.g., USA, Japan, India, Russia) 3. Chinese people and demographics 4. Population and geography (e.g., Chinese flag, maps, time zones) 5. Travel and visas

<ul style="list-style-type: none"> 5. Geographic and iconic landmarks (e.g., Great Wall of China) 6. Travel and visas 7. Recent and upcoming events (e.g., 2024 Olympics, Chinese festivals, elections in Taiwan) 	<ul style="list-style-type: none"> 6. Automotive industry (e.g., electric cars, BYD) 7. Iconic landmarks and tourism (e.g., Shanghai, Santorini-related comparisons)
Hungary	Ireland
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology, Chinese calendar) 2. Relations and comparisons with other countries (e.g., Japan, India, USA) 3. Chinese people and demographics 4. Recent and upcoming events (e.g., visits by Chinese leaders, lockdowns, economic and political developments) 5. Automotive industry (e.g., BYD, Chinese cars) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, cuisine, Great Wall of China) 2. Relations and comparisons with other countries (e.g., Japan, Russia, India) 3. Population and demographics 4. Travel and visas 5. Recent and upcoming events (e.g., 2024 Olympics, political leadership)
Italy	Latvia
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology, Chinese calendar) 2. Relations and comparisons with other countries (e.g., Japan, Russia, Taiwan, USA) 3. Chinese people and demographics 4. Automotive and sporting events (e.g., Chinese Grand Prix) 5. Recent and upcoming events (e.g., 2024 Olympics, political events) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese horoscope) 2. Relations and comparisons with other countries (e.g., Japan, India, USA, Russia) 3. Chinese people and demographics 4. Population and geography (e.g., maps, time zones) 5. Travel and visas 6. Economic and political topics (e.g., Chinese yuan, trade, automotive brands)
Lithuania	Luxembourg
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, horoscope) 2. Relations and comparisons with other countries (e.g., Russia, Japan, India, Taiwan) 3. Chinese people and demographics 4. Population and geography (e.g., Great Wall of China, maps, time zones) 5. Travel and visas 6. Automotive industry (e.g., BYD, electric vehicles) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology) 2. Chinese people and demographics 3. Relations and comparisons with other countries (e.g., Japan, India, Russia) 4. Travel and visas 5. Geographic and iconic landmarks (e.g., Great Wall of China, Beijing) 6. Automotive industry (e.g., electric vehicles, BYD) 7. Economic and political topics (e.g., Chinese yuan, tariffs)
Malta	Netherlands
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese astrology, Chinese calendar)

<ul style="list-style-type: none"> 2. Relations and comparisons with other countries (e.g., Russia, Japan, Taiwan) 3. Chinese people and demographics 4. Population and geographic information (e.g., Great Wall of China, maps, time zones) 5. Travel and visas 6. Economic and political topics (e.g., exports, manufacturing, South China Sea) 7. Technical and digital topics (e.g., virtual private networks, public holidays) 	<ul style="list-style-type: none"> 2. Relations and comparisons with other countries (e.g., Japan, Russia, India, Taiwan) 3. Chinese people and demographics 4. Population and geographic information (e.g., time zones, maps) 5. Travel and visas 6. Automotive and sporting events (e.g., Chinese Grand Prix, field hockey) 7. Recent and upcoming events (e.g., 2024 Olympics, major floods, baby gender prediction using the Chinese calendar)
Poland	Portugal
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese calendar) 2. Relations and comparisons with other countries (e.g., United States, Japan, Russia, India) 3. Automotive industry (e.g., electric cars, Chinese brands like BYD, MG, BAIC) 4. Population and demographics 5. Travel and visas 6. Economic and political topics (e.g., trade, Chinese currency, imports) 7. Recent and upcoming events (e.g., 2024 Olympics, political visits) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese calendar) 2. Chinese people and demographics 3. Relations and comparisons with other countries (e.g., Japan, Russia, India) 4. Population and geography (e.g., Great Wall of China, maps, time zones) 5. Automotive industry (e.g., electric cars, BYD) 6. Travel and visas 7. Economic and political topics (e.g., Chinese currency, Made in China products) 8. Recent and upcoming events (e.g., 2024 Olympics, seven suns phenomenon)
Romania	Slovakia
<ul style="list-style-type: none"> 1. Relations and comparisons with other countries (e.g., Russia, Japan, India, USA) 2. Population and demographics 3. Chinese culture and traditions (e.g., Chinese New Year, holidays) 4. Travel and visas (e.g., China Visa Center) 5. Automotive industry (e.g., BYD, Geely, Chinese SUVs) 6. Recent and upcoming events (e.g., 2024 Olympics, Brawl Stars China, Davis Cup) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese calendar, Chinese zodiac signs) 2. Chinese cuisine and local interpretations 3. Relations and comparisons with other countries (e.g., Russia, India, USA, Taiwan, North Korea, Israel) 4. Population and geography (e.g., Great Wall of China, maps) 5. Automotive industry (e.g., BYD, Chinese SUVs, automobile factories) 6. Travel and visas 7. Recent and upcoming events (e.g., 2024 and 2025 Chinese New Year, horoscopes, political visits to China)
Slovenia	Spain
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese horoscope) 	<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, Chinese calendar)

<ul style="list-style-type: none"> 2. Chinese cuisine (e.g., Napa cabbage, Chinese restaurants) 3. Relations and comparisons with other countries (e.g., Russia, India, Japan) 4. Population and geographic information (e.g., Great Wall of China, maps) 5. Travel and visas 6. Automotive industry (e.g., Geely, BYD) 7. Political and historical topics (e.g., Communism, Mao Zedong) 	<ul style="list-style-type: none"> 2. Relations and comparisons with other countries (e.g., Japan, Russia, India) 3. Population and geography (e.g., Great Wall of China, maps, time zones) 4. Automotive and sporting events (e.g., Chinese Grand Prix, 2024 Olympics, basketball) 5. Travel and visas 6. Recent and upcoming events (e.g., year 2025 predictions, political leadership)
Sweden	
<ul style="list-style-type: none"> 1. Chinese culture and traditions (e.g., Chinese New Year, zodiac signs, Chinese holidays) 2. Relations and comparisons with other countries (e.g., Japan, Russia, USA, India) 3. Population and geographic information (e.g., Great Wall of China, Chinese population) 4. Table tennis and sporting events 5. Automotive industry (e.g., BYD, electric vehicles) 6. Travel and visas 7. Economic and political topics (e.g., tariffs, Chinese factories, trade) 	