

ASTUTEX TRENDSPOTTING

July 31, 2023

1. Trending Searches Last 7 Days (2023-07-30, Regions: US, CA, GB, AU) (2023-07-30)



2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Sahara India Pariwar	Conglomerate company	295.2	287.4	topics: Reimbursement queries: hindi new	Global
Uizard	Software company in Copenhagen, Denmark	1182.4	127.8	topics: ClipDrop - Cleanup Pictures	Global
Patel Engineering Ltd.	Construction engineering company	582.9	106.4	topics: Share price;Route Mobile	Global
Arbor Metals	Company	312.2	84.7	topics: Daimler AG;BASF; Mercedes-Benz Group;thyssenkrupp; Daimler Truck queries: aktie nvidia; commerzbank aktie;aktienkurs hensoldt; aktie valneva	Global
Yellow Corporation	Transport company	86.2	69.4	topics: International Brotherhood of Tea; News;Teamsters;YRC; Strike action queries: strike;teamsters; yellow;ups news	US
Sompo Japan Insurance Inc.	Insurance company	66.3	56.5	topics: BigMotor Co., Ltd.; President queries: ■■■■ ■■■■	Global
NHPC	Utilities company	84.4	39.6	queries: colgate share	Global
BetUS	Company	20.6	37.4	topics: eToro queries: dash cam;sports; karma;monday login;sports betting	US
SEIKITOKYU KOGYO CO., LTD.	Construction company	148.3	27.9	queries: jt ■■■	Global
Guaranty Trust Holding Company PLC	Financial company	47.1	24.7	topics: Online banking	US

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 2)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Banco de Oro	Retail banking corporation	58.5	24.6	topics: topics: BDO USA, LLP;BDO Global; Lee Dong-Haequeries: marni;bdo classes; bdo codes;bdo festa; bdo free dream horse queries: US	US
Tejas Networks	Company	14.8	23.6	topics: Route Mobile	Global
Romgaz	Natural gas company	32.2	20.6	queries: omv petrom	Global
SoundHound	Speech recognition company	74.0	20.5	topics: NERDY;NASDAQ:HUT; BigBear.ai Hldgs queries: nerdy stock; soun stock;soundhound news;sound hound ai	US
Odeon Cinemas	Cinema company	1.9	20.3	topics: Brighton;Carvery	Global
bunq	Fintech company	39.2	18.9	topics: Rabobank	Global
Cementir Holding	Cement manufacturing company	5.0	16.8	queries: azioni poste	Global
Imperva	IT security company	20.7	16.7	queries: thales	Global
Baymak Makina Sanayi Ve Ticaret A.S.	Company	29.9	15.2	topics: Vatan Bilgisayar San. ve Tic. A.	Global
SeSa S.p.A.	Company	-0.5	14.5	queries: saipem azioni	Global
Entreprise Nationale Des Industries L'electromenagers SpA	Company	17.7	13.0	queries: climatiseur	Global
Can Fin Homes Ltd.	Finance service company	36.9	12.4	topics: Cummins India Ltd	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Everest Spices	Food company	11.5	12.3	topics: queries: everest queries: Globa	Global
BORK	Home appliance company	23.2	11.5	topics: Hair dryer	Global
Asics	Sporting goods company	35.9	11.4	topics: Road Runner Sports;Nike Pegasus; Brooks Sports queries: balenciaga; tennis shoes;hoka sale	US
POCO	Company	122.2	10.8	topics: Samsung Galaxy S20 queries: onep; ■■■■■ ■■■■ ■■■	Global
Samvardhana Motherson	Automotive industry company	23.2	10.7	topics: Route Mobile	Global
NTT Data	IT service management company	0.1	10.3	queries: ntt	Global
New India Assurance	Insurance company	15.9	10.1	queries: motor insurance	Global
F5	Technology company	56.1	9.8	topics: Juniper Networks;Aruba Networks	Global
GAC Group	Automobile company	48.9	8.8	queries: aion	Global
Xiaohongshu	Company	69.4	8.0	queries: ■■■■■■;■■■■■■■■;■■	US
JSW Energy	Utilities company	-1.5	7.9	queries: energy	Global
Citibank	Commercial banking company	19.3	7.9	topics: Citibank	Global
Electrify America	Infrastructure company	9.1	7.8	topics: EVgo;Charging station	US

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 4)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Deutsche Kreditbank AG	Insurance company	-9.1	7.7	topics: topics: Visaqueries: telekom log; leitzins ezb queries: Global	Global
The Cool Republic SAS	Company	-10.0	7.2	topics: ampm	Global
PJM Interconnection	Company	3.7	7.1	topics: Electrical grid	Global
Saizen	Drug brand	27.2	6.8	topics: Growth hormone	Global
Ashok Leyland	Automotive industry company	-3.6	6.8	queries: colgate share price india	Global
Skunk Works	Aircraft manufacturer	-2.5	6.8	topics: Ben Rich;Lockheed Martin Corp; Skunkworks project; Lockheed Martin F-35 Lightning II; Skunk Works: A Personal Memoir of My Yea	US
Nippon Life India Asset	Company	29.5	6.5	topics: Mutual insurance; Franklin Templeton Investments	Global
Wizz Air	Airline	48.1	6.3	topics: Ryanair;Ryanair;Wizz Air UK; Wizz Air Malta; Wizz - Expand Your World queries: wizz a	US
DBV-Winterthur Holding	Insurance company	-4.9	6.1	queries: axa versicherung	Global
Sibanye-Stillwater	Gold mining company	-22.3	6.0	topics: Anglo American plc	Global
Sara Assicurazioni	Insurance company	11.2	5.9	queries: axa assicurazioni	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 5)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Voya Financial	Financial services company	13.9	5.8	topics: topics: Olin Corporation; Olin Corporation;Sun Life Financial; Equitable; Booz Allen Hamiltonqueries: davita; my voya login;ups voya;voya claims; voya publix queries: US	US
Accenture	IT company	-6.3	5.5	topics: Cognizant;Cognizant;Capgemini; Sopra Steria; Dentsu International queries: capgemini; cognizant in chennai	Global
Catalina Express	Transport company	8.7	5.2	queries: catalina express parking	US
VieShow Cinemas Co., Ltd.	Cinema company	5.9	5.2	topics: Citibank;Barbie	Global
On	Sportswear company	56.3	4.8	topics: LOEWE;Hoka One One;HOKA ONE ONE; Cloud;Road Runner Sports queries: brooks; hoka;hoka shoes;on cloud;sneakers	US
McFarlane Toys	Toy company	21.6	4.8	topics: Toy	US
Hostinger	Company	103.3	4.6	topics: DreamHost; Namecheap queries: dreamhost;hostgator; hostinger website builder	US
Marni	Fashion brand	33.0	4.3	topics: AMIRI;Marni;A Bathing Ape; Maison Margiela queries: marni; marni shirt;marni slides;marni sale; marni sneakers	US

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 6)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Canyon Bicycles	Company	33.3	4.1	topics: Canyon;Shimano;Fuji; Pinarelloqueries: canyon neuron; trek bikes;canyon bikes usa;canyon mtb; factor bikes queries: US	US
Embrace Pet Insurance	Insurance company in Warrensville Heights, Ohio	23.3	4.1	topics: Pet insurance;Petplan UK; Fetch by the Dodo; Healthy Paws Pet Insurance & Foundation; Trupanion	US
Regent Seven Seas Cruises	Company	30.3	3.8	topics: Silversea Cruises;Azamara; Seabourn Cruise Line; Abercrombie & Kent USA; Oceania Cruises queries: silversea; azamara;windstar cruises;regents cruise; luxury cruise lines	US
Databricks	Software company	43.5	3.7	topics: Scale AI;Generative model;Notebook; Project Jupyter; Snowflake queries: generative ai;rest api	US
Transamerica Corporation	Insurance company	12.4	3.0	topics: Prime Healthcare Services querie	US
SRAM Corporation	Bicycling company	11.3	3.0	topics: Shimano;Shimano; The Pro's Closet, Inc.; Electronic gear-shifting system; Bicycle tire queries: cannondale	US
Booz Allen Hamilton	Management consulting services company	12.6	2.4	topics: Management consulting; Accenture Federal Services	US
Avianca Group	Regional airline	10.9	2.0	topics: Avianca;Call centre;Copa Airlines; Volaris	US

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 7)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
CONNECT, powered by American Family Insurance	Insurance company	38.5	1.7	topics: topics: American Family Insuranc; American Family Insurance queries: US	US
SafeLink Wireless	Company	10.8	1.7	topics: BLU Products;TracFone Wireless; Q Link Wireless	US
Lovevery	Toy company	36.9	1.7	topics: Skip Hop	Global
IHG Hotels & Resorts	Company	12.6	1.5	topics: Holiday Inn Express; Homewood Suites by Hilton; Best Western Hotels & Resorts; InterContinental; Fairfield Inn by Marriott queries: holid; hotel;ihg;choice hotels;chicago hotels	US
Raising Cane's Chicken Fingers	Fast food chain	18.4	1.1	topics: Caniac Club;Wienerschnitzel; Portillo's;Cup; In-N-Out Burger queries: caniac club; post malone	US
CFMoto	Company	37.2	1.1	topics: CFMOTO;KTM; Kawasaki Ninja queries: cfmoto 450ss; cfmoto accessories;cfmoto parts; cfmoto uforce 1000 xl;cf moto 450	US
Taskrabbit	Company	18.5	1.0	topics: Thumbtack;Tasker by TaskRabbit; Manhattan Mini Storage	US
Niva Bupa	Insurance company	33.2	0.6	topics: Family health plan assistance	Global
Grupo Bolivar	Insurance company	32.0	0.5	queries: seguros bolivar;seguros axa; soat mapfre;soat r5;mapfre	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 8)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Empower	Financial services company	32.3	0.4	topics: Fidelity Investments; Voya Financial; American Funds Service Company;Equitable; The Vanguard Group	US
Thriftbooks	Thrift store company	20.9	0.2	topics: Barnes & Noble;Goodreads; Bookselling	US
Culver's	Restaurant chain	12.1	-0.2	topics: Dairy Queen;Dairy Queen;Portillo's; Andy's Frozen Custard	US
Oceania Cruises	Company	29.4	-0.4	topics: Azamara;Windstar Cruises; Silversea Cruises; Regent Seven Seas Cruises; Seabourn Cruise Line queries: azamara; silversea;windstar cruises	US
Tauck	Company	26.0	-0.8	topics: Windstar Cruises;Intrepid Travel; Uniworld River Cruises; Abercrombie & Kent USA; Compagnie du Ponant queries: silversea; trafalgar tours	US
Severstal Air Company	Airline	62.5	-1.3	topics: ■■■■ ■■■■■■■■■■■■	Global
Seabourn Cruise Line	Corporation	48.4	-2.4	topics: Azamara;Windstar Cruises; Silversea Cruises; Regent Seven Seas Cruises; Crystal Cruises queries: azamara; silversea;windstar cruises	US

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 9)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Drink LMNT, Inc.	Drink company	142.0	-2.5	topics: topics: LMNT Keto Electrolyte Po; Propel Water; Andrew D. Hubermanqueries: Imnt walmart; Imnt vs liquid iv;drink Imnt; does Imnt break a fast; Imnt free sample queries: US	US
Fetch by the Dodo	Pet insurance company	21.4	-3.6	topics: Pet insurance;Petplan UK; Spot Pet Insurance; Embrace Pet Insurance	US
DailyPay	Financial services company	25.8	-3.8	topics: G4S;The Adecco Group; GardaWorld queries: daily pay; dailypay.com login;www.dailypay.com	US
Silversea Cruises	Travel company	31.0	-4.4	topics: Azamara;Regent Seven Seas Cruises; Seabourn Cruise Line;Crystal Cruises; Oceania Cruises queries: azamara; cruise ships;silversea;windstar cruises; viking ocean cruises	US
Avelo Airlines	Charter airline	73.6	-6.7	topics: Road map queries: avelo rdu; avelo reviews	US
Hims	Telehealth company	38.6	-7.1	topics: hims;Erectile dysfunction; Sildenafil;Finasteride; Tadalafil queries: hims minoxidil; hims side effects;for hims ed; topical finasteride;hard mints hims	US
Norse Atlantic Airways	Airline	204.5	-11.7	topics: Wizz Air;EasyJet;Wizz Air Malta; Transavia;Norse Air queries: norse air; norse jfk terminal;norse check in; norse premium	US

2. Google Trends All Trending Companies - 2W Delta (2023-07-31, 13weeks YoY) (Part 10)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
BYD Auto	Automotive manufacturer	110.2	-11.8	topics: topics: Rio Tinto;Tesla;Glencore; Nasdaq;Nelqueries: dolphin;omv; omv aktie kurs;omv kurs; aktie valneva queries: Global	Global

3. Google Trends All Trending Topics USA - 2W Delta (31.07.2023, 13weeks YoY) (Part 1)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
barbie world	query	644.9	351.1	topics: Barbie;FIFA Women's World Cup 2023™;Premiere; United States women's national soccer team queries: barbie movie;barbie world movie; world cup;fifa world cup;womens world cup;world cup schedule	US
Pikmin	Game series	573.1	264.2	topics: Amiibo;Pikmin 4;Dolphin;Sightless queries: reddit pikmin;pikmin game;pikmin onion	US
Baldur's Gate 3	Video game	394.9	181.6	topics: Dragon Age;Baldur's Gate;Potion;Baldur's Gate III: The Black Hound; Baldur's Gate: Enhanced Edition queries: baldurs;baldurs gate	US
Ken	Doll	175.5	136.5	topics: Barbie;Coat;Ruth Handler;Tom Brady queries: ken movie;ken;barbie ken; ryan gosling ken barbie	US
RYZE mushroom coffee	Food	2055.3	118.1		US
connections	query	225.3	100.8	topics: The New York Times;connect;Shellac;Tetra;Rout queries: nyt connections;nyt;tiff;mole; cochlea	US
International Brotherhood of Teamsters	Brotherhood	182.2	83.4	topics: Teamsters;Gabriel Iglesias;Uninterruptible power supply; Tesla Cybertruck queries: teamsters;ups;ups teamsters;ups teamsters union contract; hollywood teamsters;airplane crash	US
Teamsters	Topic	185.8	82.3	topics: International Brotherhood of Teamsters;Aviation accident and incident; Earthquake;Explosion queries: teamsters;ups;airplane crash;ups teamsters deal	US
Strike action	Topic	220.2	72.2	topics: United Parcel Service;UPS Access Point;Fran Drescher;Southern California; Ron Perlman queries: strike;ups teamsters union strike; southern california hotel workers strike;what is sag aftra	US
Barbie	Media franchise	86.0	54.5		US
Mattel	Topic	80.4	45.2	topics: Barbie;Mattel Creations;Mattel;Hoodie;Ruth Handler;Universe queries: mattel;kenough; barbie doll;mattel kenough;i am kenough	US

3. Google Trends All Trending Topics USA - 2W Delta (31.07.2023, 13weeks YoY) (Part 2)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Master of Laws	Degree	378.5	38.0	topics: Artificial intelligence;Language model queries: llm	US
Chevrolet Trax	Car model	165.1	23.1	queries: trax;trax chevy;chevy	US
Diver	Profession	50.1	21.4	topics: responsible;United States Navy;Sailboat;Marker pen;Nicholas Mevoli; Egypt queries: diver; by florida law, if you are involved in a reportable boating accident with injuries wh; what do the red and green markers indicate?;stephen keenan diver; free diver stephen keenan;■■■■ ■■ ■■	US
SoundHound	Speech recognition company	76.1	19.8	topics: Stock;Ticker symbol;NASDAQ:AMD;Microsoft Corporation queries: soundhound; soundhound stock;nerdy stock;amazon stock price	US
Ney	Musical instrument	123.0	15.8		US
Glow Recipe	Topic	148.2	14.2	topics: Summer Fridays;Toner;Glow Recipe Watermelon Glow BHA + PHA Pore-Tight Toner; Murad;Charlotte Tilbury;Pixi queries: glow recipe;glow recipe barbie;barbie glow recipe; glow recipe shark tank	US
Bubble	Topic	1187.5	13.9	topics: Skin care;Surfing;Stuffed toy;Lip gloss queries: bubble;skincare;bubble skincare; cloud surf bubble moisturizer;hellobubble.com skin quiz	US
Extraterrestrial life	Topic	46.3	13.5	queries: real aliens;government;aliens us;us government	US
Swagger	Software	25.1	13.2	topics: OpenAPI Specification;Swagger;Kubernetes;Quvenzhané Wallis; Laravel queries: swagger;isaiah hill age;jace carson;swagger tv series	US
A24	Topic	10.5	13.0	topics: A24;AFTRA;SAG-AFTRA;Barney & Friends queries: a24;a24 movies;a24 movie	US
Castor oil	Pharmaceutical	98.6	12.9		US
Call of Duty: Black Ops Cold War	Video game	10.8	10.6		US

3. Google Trends All Trending Topics USA - 2W Delta (31.07.2023, 13weeks YoY) (Part 3)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
1337	Topic	16.9	8.2	topics: Torrent file;Website;Port;Morocco queries: 1337	US
Sigil	Magic	49.7	6.8	topics: Diablo;Diablo IV;Remnant 2;Aldebaran;Metatron	US
Used good	Topic	96.2	6.3	topics: Used car;Second-hand shop;Furniture queries: segunda mano; benefits of buying second hand clothing	US
New Balance	Topic	47.9	5.0		US
On	Sportswear company	56.3	4.8	topics: On queries: on;cloud on;journeys	US
Cayenne pepper	Food	68.0	3.9	topics: Black pepper;Melanocytic nevus;Pungency;Ghost pepper queries: cayenne; cayenne pepper;benefits of cayenne pepper sexually; castor oil and cayenne pepper for moles;castor oil and cayenne pepper for thyroid	US
PanOxyl	Drug brand	53.1	3.1	queries: panoxyl	US
Direct flight	Topic	20.8	2.1	topics: Flight queries: direct flights;flights;trip advisor;cid direct flights; direct flights to atlanta, georgia	US
Kit	Attire	28.8	2.1		US
CONNECT, powered by American Family Insurance	Insurance company	38.5	1.7		US
Toyota Land Cruiser	Automobile model	41.9	1.7	topics: Toyota;TOYOTA;Toyota queries: land cruiser toyota;toyota cruiser; toyota 2024 land cruiser;lexus land cruiser 2024;toyota suv	US
EoS Fitness - Las Vegas:	Topic	30.5	0.9	topics: Jordan Landing; 19th Ave and Baseline - Goodwill - Retail Store, Donation Center and Career Center; Equinox Group;EoS Fitness queries: eos;eos fitness;eos tampa;eos las vegas;eos san diego	US

3. Google Trends All Trending Topics USA - 2W Delta (31.07.2023, 13weeks YoY) (Part 4)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
CarPlay	Topic	28.3	0.7	topics: Apple;Apple queries: carplay;autosky wireless carplay adapter	US
sssTiktok	Computer software	50.5	0.7	topics: TikTok;Video;Video editing;Social Security System queries: tiktok; tiktok downloader	US
GovX	Company	26.4	0.3		US
Set list	Topic	64.9	-1.1	queries: setlist;eras tour;fall out boy;ed sheeran	US
Bambu Lab	Corporate office in Austin, Texas	899.0	-38.5	topics: Screw;CoreXY;Nylon queries: bambu;bambu lab;bambu p1s;bambu lab p1s;bambu labs p1s	US

4. Google Trends Industries USA - 2W Delta (2023-07-31, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Doll	3.0%	7.0%	topics: Barbie;Kate McKinnon queries: doll;ken;lol;barbie movie barbie doll
Mutual fund	3.2%	6.0%	queries: mutual fund;sbi;small cap fund;sip
Customer Relationship managememe	9.1%	5.2%	
Clog	20.2%	4.9%	queries: clogs;clog;barbie clogs;noted name in clogs;noted name in clogs nyt
Amusement park	0.3%	4.8%	queries: amusement park;theme park;disney;amusement near me;oklahoma
Investment fund	0.0%	4.4%	topics: Mutual fund;JPMorgan Chase & Co;Mutual insurance queries: fund;buy fon;jeremy hunt pension funds
sweater	17.4%	4.2%	topics: PUMA;Man;Sweatshirt queries: zip up hoodie;white hoodie;red hoodie;mattel;kenough sweatshirt;cold culture
Hoodie	17.4%	4.2%	topics: PUMA;Man;Sweatshirt queries: zip up hoodie;white hoodie;red hoodie;mattel;kenough sweatshirt;cold culture
Investment	-1.1%	3.7%	
Unmanned aerial vehicle	5.9%	3.6%	topics: DJI;Fireworks;Camera;Redondo Beach;Navy Pier;North Richland Hills queries: drone;fireworks drone shows;drone shows replacing fireworks; drone fireworks near me
3D Computer graphics	5.3%	2.9%	

4. Google Trends Industries USA - 2W Delta (2023-07-31, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
High-heeled shoe	-4.0%	2.4%	topics: Shoes;Heel;Shoe heel queries: heels;high heels;black heels
Social media	0.4%	2.4%	queries: social media;spill social media;what is threads;what is threads social media
Dialysis	2.8%	2.3%	topics: Hemodialysis queries: dialysis;kidney dialysis;davita
Streetwear	-5.3%	2.3%	queries: streetwear;coolmonar street wear hoodie;blue souls hoodie; blue souls unisex hoodie
Accounting	2.8%	2.2%	
Digital camera	60.8%	2.2%	topics: Sony ZV-1;Kodak EasyShare;USB queries: camera digital;sony;kodak
Video camera	-3.0%	2.2%	topics: Camera;Video;Camcorder queries: video
Video game console	8.3%	2.2%	topics: Video game;PlayStation 5;Stirrup;Summation;Anvil queries: consoles;console;game console;game;console game;playstation console
Computer monitor	-2.6%	2.2%	topics: Wallpaper;Display device;Computer queries: monitor;pantalla;screen;un claudio dello schermo
Toothpaste	26.5%	2.1%	topics: Tooth;Tooth whitening;Fluoride queries: crest;toothpaste sensodyne;best toothpaste whitening
Quadcopter	-17.3%	2.0%	

4. Google Trends Industries USA - 2W Delta (2023-07-31, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Airline	0.4%	2.0%	topics: Flight;American Airlines queries: american;airlines;airline;american airlines flight woman; woman american airlines flight;american airlines flight passenger
Dating	-1.6%	1.9%	topics: Catania;Zendaya;Selena Gomez
Software	-6.8%	1.9%	topics: Operating system;Computer program;System software queries: windows;logiciel;rk software solutions;■■■ ■■■■■ ■■■■■ ■■■■■ ■■■