

ASTUTEX TRENDSPOTTING

December 25, 2023

1. Trending Searches Last 7 Days (2023-12-24, Regions: US, CA, GB, AU) (2023-12-24)



2. Google Trends All Trending Companies - 2W Delta (as of 25-12-2023, 13weeks YoY, part 1)

Company name	Type	Pop. Growth	Growth change	Description
Insomniac Games	Video game company	698.1	138.9	Insomniac Games, a video game developer known for 'Spider-Man', owned by Sony.
Masimo	Health technology company	104.1	75.1	Health tech company known for innovative patient monitoring devices, including pulse oximeters.
Salvatore Ferragamo S.p.A.	Fashion company	298.8	71.9	Italian luxury fashion company known for crafted footwear.
Hyundai Motor Group	Automobile company	62.7	71.1	South Korean conglomerate, parent of Hyundai and Kia brands.
Fruit of the Loom	Clothing company	156.8	71.0	Apparel brand 'Fruit of the Loom', known for underwear, linked to Mandela Effect due to logo memories.
Academy Sports + Outdoors	Retail company	139.9	60.1	Retail chain selling sporting goods.
New Era Cap Company	Apparel company	248.6	55.8	Headwear manufacturer known for its sports caps.
Veuve Clicquot	Drink company	971.4	43.4	Prestigious champagne house, known for its luxury sparkling wines.
ResMed	Medical device company	236.4	42.0	Medical device company specializing in sleep apnea and respiratory care products.
Corebridge Financial	Financial services company	444.0	39.8	Provider of retirement and insurance solutions.
mobile.de	Commercial company	597.9	36.8	Leading online marketplace for buying and selling vehicles in germany, often featuring used cars like the mercedes-benz cla-class.
Google AI	Artificial intelligence company	712.7	35.3	Google's division focused on artificial intelligence research and applications.
Carhartt	Workwear company	277.8	30.8	Brand known for durable workwear and apparel.
Macy's Inc.	Department store company	157.6	30.6	Large american department store chain.
Sur La Table	Retail company	88.1	28.0	Retail company specializing in kitchenware.
Hasbro	Multinational conglomerate company	138.4	25.6	Global play and entertainment company known for toys and board games, and has partnerships with brands like marvel.
Rakuten Rewards	Cashback website company	34.8	25.1	Rakuten Rewards, formerly Ebates, offers cash back at Walmart, Nordstrom, and other retailers.
Fresenius	Health care company	369.7	25.0	Healthcare company specializing in dialysis products and services, with a focus on hemodialysis and revenue generation through various medical offerin
TD Canada Trust	Commercial banking company	-5.7	24.8	TD Canada Trust, a subsidiary of TD Bank, offers banking services in Canada.
Bang & Olufsen	Manufacturing company	96.3	23.5	Danish company known for high-end audio products.
A24	Entertainment company	56.3	23.3	Independent entertainment company known for producing and distributing feature films and television series.
Unblocked Games FreezeNova	Video game developer	90.7	22.1	A developer of accessible browser-based games.

2. Google Trends All Trending Companies - 2W Delta (as of 25-12-2023, 13weeks YoY, part 2)

Company name	Type	Pop. Growth	Growth change	Description
Universal Pictures	Film production company	-25.8	21.9	Major american film production company.
Hugo Boss	Fashion company	77.4	21.1	Global fashion brand known for premium apparel.
Hallmark	Manufacturing company	89.5	20.4	Company known for greeting cards and media production.
Nintendo	Video game company	-63.4	18.9	Nintendo, founded in 1889, is a global leader in interactive entertainment, known for the Nintendo Switch and iconic games like Super Mario.
Brooks Sports	Sports equipment company	-25.2	18.3	Brooks Sports, a subsidiary of Berkshire Hathaway, specializes in running shoes and gear.
Honda Motor Company	Automobile company	24.3	18.0	Honda Motor Co., Ltd. is a global automaker known for cars, motorcycles, and power equipment.
First American Financial Corporation	Financial services company	20.2	17.7	First American Financial Corp. is a leading provider of title insurance, settlement services, and risk solutions for real estate transactions.
Michaels	Specialty retail company	40.1	17.4	North american arts and crafts retail chain.
5.11 Tactical	Apparel company	-8.1	16.7	Brand known for tactical apparel and gear for law enforcement, military, and outdoor enthusiasts.
Bloomberg News	News agency company	528.4	16.6	Global news agency providing financial news, data, and analytics.
Porsche	Automobile manufacturer	35.1	16.6	German automobile manufacturer specializing in high-performance sports cars, suvs, and sedans.
Coupang	E-commerce company	20.6	15.0	South korean e-commerce giant.
Zara	Retail company	35.8	14.0	Global fashion retail brand known for trendy apparel.
Gap Inc.	Clothing retail company	72.6	13.7	Global clothing and accessories retailer.
Van Cleef & Arpels	Jewelry company	152.7	13.4	A luxury jewelry, watch, and perfume company.
Washburn Guitars	Instruments company	101.6	11.4	Historic american instrument manufacturer.
Stonewall Kitchen	Food company	782.4	11.3	
Lanvin	Fashion company	40.1	10.5	High-end french fashion brand known for luxury clothing and accessories.
Maersk	Shipping company	7.6	10.0	Global shipping & logistics company.
Tiffany & Co.	Jewelry stores company	33.3	9.8	Luxury jewelry and specialty retailer.
WESCO International	Maintenance, repair, and operations company	40.9	9.8	Leading mro services provider and distributor of electrical products.
Ferrari S.p.A.	Car manufacturer	35.2	9.7	Italian luxury sports car manufacturer.

2. Google Trends All Trending Companies - 2W Delta (as of 25-12-2023, 13weeks YoY, part 3)

Company name	Type	Pop. Growth	Growth change	Description
Proton	Software company	-51.4	9.2	Software company known for proton vpn and proton mail, providing secure vpn and email services.
Versace	Fashion company	143.9	9.1	Luxury fashion brand known for bold designs.
Charles Schwab Corporation	Financial services company	88.3	8.8	A leading investment firm offering brokerage and banking services.
Zales	Retail company	-40.4	8.6	Zales, a retail jewelry chain, part of Signet Jewelers, known for diamonds & collections like Disney.
Omaha Steaks	Retail company	0.7	8.2	Retailer of steaks, seafood, and food gifts based in omaha, nebraska.
TIAA	Insurance company	14.8	8.2	Financial services organization affiliated with corebridge financial.
Root Insurance	Insurance company	40.2	8.1	Tech-driven company offering car insurance, affiliated with erie insurance co.
Skechers USA Inc	Footwear company	56.9	7.7	Global footwear company.
1-800 Contacts	Retail company	61.7	7.2	Retailer specializing in contact lenses, including prescription verification.
Tire Rack	Online retail company	-74.2	7.2	American online tire, wheels, and auto parts retailer.
Bernina International	Sewing company	50.3	7.1	Swiss company known for high-quality sewing machines featuring zigzag and straight stitch functions.
Chanel	Fashion company	2.3	7.1	Luxury fashion company known for haute couture, perfume, and accessories.
STP	Motor oil company	19.2	6.9	STP, a motor oil brand, known for additives, is linked to K&N Engineering and chemical formulas.
Klein Tools	Manufacturing company	-4.2	6.5	Klein Tools, a manufacturer of hand tools and occupational equipment, is known for its circuit tracers and user guides.
Bulgari	Jewellery company	7.0	6.4	Luxury jewelry and goods brand from italy.
Chewy	E-commerce company	-75.4	6.3	E-commerce company specializing in pet products, affiliated with bones & chews.
Fidelity Investments	Financial services corporation	17.8	6.3	Major financial services corporation.
Armani	Luxury company	92.8	6.2	Armani, founded by Giorgio Armani, is a luxury fashion house known for apparel and fragrances like Ocean Di Gioia.
Edward Jones Investments	Investment company	6.4	5.8	Financial services firm providing investment advice.
US Mobile	Mobile network operator company	22.3	5.7	American mvno providing customizable mobile plans.
Browning Arms Company	Firearm company	-6.9	5.6	Browning Arms Company, founded in 1878, is a renowned manufacturer of firearms such as rifles and shotguns.
Victoria's Secret	Lingerie company	77.5	5.5	Renowned lingerie and fashion brand.

2. Google Trends All Trending Companies - 2W Delta (as of 25-12-2023, 13weeks YoY, part 4)

Company name	Type	Pop. Growth	Growth change	Description
Bottega Veneta	Fashion company	-3.0	5.4	Italian luxury fashion house known for leather goods.
Foxit Software	Software company	8.9	5.4	Foxit Software, known for PDF solutions, competes with Adobe. It offers tools like Foxit PDF Editor and eSign services.
The Vanguard Group	Investment management company	14.6	5.4	Investment firm offering funds and services, linked to Yahoo! Finance and Portfolio.
HSBC	Financial services company	-56.3	5.3	Global banking and financial services corp, linked to wire transfers and atms.
Harry & David	Food company	19.1	5.2	Gourmet food company known for gift baskets and moose munch popcorn.
Burt's Bees HK	Personal care product company	-0.2	5.1	
Insta360	Software company	70.2	5.1	Company known for its innovative 360-degree video cameras.
Sega	Video game company	17.3	5.0	Japanese video game developer and publisher.
Teavana	Tea company	179.1	5.0	Teavana, a brand specializing in premium teas and teaware, is now part of Starbucks.
Hermès	Luxury goods company	108.7	4.8	Hermes is a high-end luxury goods company known for leather products, affiliated with Gardener.
Nike	Footwear company	106.3	4.5	Global footwear and apparel brand and industry leader.
Palo Alto Networks	Cybersecurity company	26.8	4.5	Global cybersecurity leader.
Capital Group Companies	Financial services company	30.5	4.4	An investment firm offering financial services globally.
McLaren Automotive	Automotive manufacturer	66.2	4.4	British manufacturer of luxury, high-performance sports cars.
Tailscale	Software company	89.8	4.2	Secure network connectivity software.
Nismo	Car tuning company	35.2	3.6	Nismo, Nissan's performance division, specializes in tuning Nissan models, including the 370Z.
Voya Financial	Financial services company	21.1	3.3	Retirement, investment, and insurance company.
Invesco	Investment management company	20.8	3.1	Global investment management firm.
LeapFrog	Toy company	140.6	2.7	Company known for educational toys and games.
Numismatic Guaranty Company	Collectable company	26.1	2.6	NGC is a leading third-party coin grading service.
BILL Holdings Inc	Software company	424.8	2.3	Software company specializing in stock and invoice management solutions, affiliated with bill.com.
Trader Joe's	Grocery store company	75.9	2.3	Us grocery store chain offering unique foods.

2. Google Trends All Trending Companies - 2W Delta (as of 25-12-2023, 13weeks YoY, part 5)

Company name	Type	Pop. Growth	Growth change	Description
Siemens	Automation company	40.4	1.4	Global industrial manufacturing company.
Diesel	Clothing company	86.2	1.2	Italian clothing company known for denim and casual wear.
Beretta	Arms manufacturers company	24.3	1.0	Historic firearms manufacturer known for handguns like the 92fs and shotguns.
Veja	Footwear company	61.0	1.0	Sustainable footwear brand known for eco-friendly sneakers.
Bank Of Montreal	Investment banking company	200.3	0.6	Bank Of Montreal, also known as BMO, is a major Canadian bank offering various financial services.
Robert Bosch	Engineering company	63.5	0.6	Robert Bosch GmbH is a global engineering and electronics company.
Raising Cane's Chicken Fingers	Restaurant company	47.8	0.5	Fast-food restaurant chain specializing in chicken finger meals.
New Balance	Footwear company	246.7	0.3	Global athletic footwear and apparel company.
Welch's	Food company	229.5	0.3	Food company known for grape-based products.
Jomashop	Watch company	28.7	0.1	Online retailer of luxury watches and accessories.
General Electric	Multinational conglomerate company	153.5	-0.6	General Electric, a diversified conglomerate, operates in aviation, healthcare, power, and more.
Lian Li	Computer industry company	43.8	-1.0	Taiwanese computer case and accessories manufacturer known for its aluminum designs and collaborations with brands like nvidia.
Paylocity	Software company	36.8	-1.1	Provider of cloud-based payroll and hr software solutions.
SureFire	Lighting company	44.2	-1.1	Brand known for high-quality illumination tools and tactical products.
Zapier	Software company	21.6	-1.8	Automation platform connecting apps via apis, offering tiered pricing.
FAO Schwarz	Toy company	44.0	-2.9	Iconic toy retailer known for high-quality toys and unique shopping experiences.
GMC	Automotive manufacturer	219.0	-3.2	American automotive manufacturer known for trucks and suvs.
Optum	Healthcare company	70.4	-3.5	Health services and innovation company.
Ghirardelli Chocolate Company	Chocolate and cocoa products company	32.6	-3.8	A historic American chocolatier founded in 1852.
Moncler	Fashion company	85.8	-5.1	Luxury fashion brand known for its skiwear.
Netlify	Computer application company	27.6	-5.7	Web hosting and automation platform for modern web projects, integrating with mobile apps and squarespace.
Yves Saint Laurent	Fashion company	102.6	-6.1	Luxury fashion brand known for haute couture and ready-to-wear.

2. Google Trends All Trending Companies - 2W Delta (as of 25-12-2023, 13weeks YoY, part 6)

Company name	Type	Pop. Growth	Growth change	Description
FedEx Ground	Transport company	45.5	-7.1	Package shipping service specializing in ground transportation.
Louis Vuitton	Fashion company	61.1	-7.3	Louis Vuitton, a luxury fashion house known for leather goods, is part of LVMH, affiliated with Chanel.
Tazo	Beverage production company	156.1	-8.6	Brand of tea and herbal beverage products.
Brighton Collectibles	Accessories retail company	28.9	-9.3	Retailer of women's accessories and jewelry.
Icebreaker	Clothing company	42.7	-9.9	Clothing brand known for merino wool apparel.
Vercel	Web hosting service company	96.5	-13.0	Cloud platform for static sites and serverless functions.
Panasonic	Electronics company	663.4	-46.2	Multinational electronics corporation based in japan.
Neiman Marcus	Retail company	50.1	-46.8	Neiman Marcus, a luxury retail chain, affiliated with Saks Fifth Avenue.
Valvoline Instant Oil Change	Automobile company	262.5	-58.6	A service for quick oil changes by Valvoline company.
On	Sportswear company	317.9	-574.4	

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 1)

Topic name	Type	Pop. Growth	Growth change	Description
wonka movie	query	1878.5	1200.0	A film related to the Wonka brand, exploring the origins of Willy Wonka.
Leon Edwards	Mixed martial artist	706.6	659.6	MMA fighter Leon Edwards, linked to Colby Covington and his father, competes in UFC.
free dice	query	2152.0	548.0	Digital or physical dice available at no cost, possibly for games or educational purposes.
anyone but you	query	697.9	297.9	Search query for 'Anyone but You', possibly related to migration themes or a movie.
meta 3	query	1839.4	289.4	Meta 3 refers to the anticipated Meta Quest 3 VR headset by Meta Platforms.
teddy swims	query	356.7	140.4	Artist known for soulful covers and originals, often collaborating with stars like Kelly Clarkson.
tekken 8	query	248.1	107.5	Latest installment in the Tekken fighting game series, featuring characters like Tifa Lockhart and Akuma.
anthony edwards	query	160.6	106.9	Anthony Edwards, linked to Paige Jordae, is an NBA player known for his stats and recent injury updates.
connections	query	1173.8	104.2	Connections refer to links or relationships between people, systems, or objects.
Gilded Age	Topic	317.5	103.6	Late 19th-century era of rapid economic growth in the US.
gran turismo	query	447.6	101.6	'Gran Turismo' is a racing video game series developed by Polyphony Digital, affiliated with Sony and Matty Davis.
VRAI	Topic	232.7	99.6	VRAI, affiliated with 'roofing near me abe roofing', is a search topic related to the roofing industry.
quest 3	query	864.7	98.1	Likely the upcoming VR headset from Meta, successor to Quest 2.
Quaker	Topic	85.9	86.7	Quaker refers to the Quaker Oats Company, known for a product recall and FDA interactions.
Google Play Games	Computer program	86.3	86.6	Gaming service for Android devices, integrating with Google.
Cryptocurrency trading	Topic	193.7	57.2	Buying, selling, and exchanging digital currencies on platforms.
Lemonade	Drink	474.0	57.2	
Lepidoptera	Topic	56.7	54.0	Lepidoptera: an order of insects including butterflies and moths, often depicted in art and tattoos.
Playground	Topic	114.5	49.7	A playground is an outdoor area designed for children to play, often equipped with swings, slides, and other recreational structures.
Goyard	Company	218.2	48.0	Luxury French luggage brand known for handcrafted bags.
guilded	query	133.4	47.9	Team chat platform designed for gaming communities, now owned by Roblox Corporation.
Paddy Pimblett	English mixed martial artist	-15.1	44.2	UFC fighter known for his association with Tony Ferguson and UFC events.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 2)

Topic name	Type	Pop. Growth	Growth change	Description
Erewhon Market	Supermarket chain	115.4	41.6	Upscale american organic grocery store chain.
Crossbody	Topic	-24.2	41.0	Crossbody refers to a style of bag worn across the body.
mara stock	query	117.1	39.0	MARA stock refers to the NASDAQ-listed shares of Marathon Digital Holdings, a cryptocurrency mining company.
amazon luna	query	107.8	37.6	Cloud gaming service by amazon.
JoAnn Fabrics	Topic	64.7	34.5	JoAnn Fabrics, a US retailer of crafts and fabrics, part of JOANN Stores.
Solana	Blockchain platform	39.6	33.7	High-performance blockchain supporting decentralized apps.
mistral	query	63.9	31.4	Mistral refers to a strong, cold wind in southern France and a technology company specializing in AI and photography.
Dragon's Dogma	Online game	141.8	29.9	Action RPG game by Capcom set in a high fantasy world.
sweeney	query	42.0	29.7	Searches for 'sweeney' often relate to actress Sydney Sweeney or the Huntsman spider species.
elf blush	query	107.1	29.5	e.l.f. Blush is a cosmetic product for adding color to cheeks, affiliated with the e.l.f. brand.
Triumph	Topic	51.8	29.1	Triumph refers to the British motorcycle manufacturer Triumph Motorcycles Ltd, known for models like Rocket 3 and Tiger 800.
Employment	Topic	54.5	28.1	Employment refers to the contractual relationship where one performs work for payment.
Malaysia Airlines	Airline	50.0	27.6	National carrier of malaysia, part of the oneworld alliance.
Granola Bar	Food	30.7	26.9	A 'Granola Bar' is a snack made of oats, nuts, and sweeteners, often linked to Granola and Salmonella concerns.
Gemini	Company	-47.5	24.7	Cryptocurrency exchange and custodian.
denim tears	query	922.9	22.9	Fashion brand known for culturally inspired denim apparel.
Blindfold	Topic	123.9	22.6	A blindfold is a cover worn over the eyes to block vision.
Granola	Food	31.4	21.4	Toasted mixture of oats, nuts, and sweeteners, often eaten as a cereal or snack. associated with product recalls and granola bars.
Eight Sleep	Topic	126.3	20.9	Company specializing in sleep technology products.
Christian Dior	Topic	127.8	20.3	Luxury brand known for high-end perfumes and colognes, affiliated with lvmh.
fortnight	query	68.2	19.9	Fortnight refers to a period of two weeks. It is also commonly misspelled as 'Fortnite', a popular video game.
VAIO	Topic	208.3	19.5	Brand of personal computers and electronics.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 3)

Topic name	Type	Pop. Growth	Growth change	Description
dior lipstick	query	113.3	18.3	High-end cosmetic product from the luxury brand dior, known for its quality and association with fashion.
Software engineer	Career	9.7	18.3	A professional who designs and builds computer software.
monopoly	query	151.5	17.9	Monopoly: a board game by Hasbro, also a term for market control. Linked to MONOPOLY GO! and holiday editions.
Gentle Monster	Fashion brand	80.1	17.5	South korean sunglasses brand known for innovative designs, often collaborating with celebrities and brands like jennie kim and maison margiela.
Ubiquiti Networks	Topic	116.8	17.0	Tech company known for networking devices like the edgerouter 4 and cable modems.
Detroit Pistons	Basketball team	17.6	16.4	The Detroit Pistons, an NBA team, have rivalries with the Lakers and a notable losing streak history.
Vaginal yeast infection	Topic	-42.5	16.3	A fungal infection causing vaginal irritation.
clover bracelet	query	222.0	15.8	A 'clover bracelet' is jewelry featuring clover-shaped charms.
seahawks	query	27.6	15.8	The 'seahawks' query refers to the Seattle Seahawks, an NFL team, and player Jake Ferguson.
Lindt	Company	25.2	15.5	Renowned swiss chocolate maker known for premium chocolates and confections.
Basketball Stars	Mobile game	60.4	15.1	Competitive multiplayer mobile game by miniclip.
Tote bag	Topic	86.2	15.0	A tote bag is a large, often unfastened bag with parallel handles.
Backbone	Topic	42.7	14.2	Gaming controller for iphone, enhancing mobile gaming with a console feel.
Quicken	Software	26.2	14.1	Personal finance software by intuit.
1v1	query	106.4	13.5	1v1 refers to a one-on-one competition, often in gaming, associated with 1v1.LOL and GitHub.
Disney Dreamlight Valley	Video game	-39.9	13.5	Life-sim adventure game featuring Disney characters, developed for Nintendo Switch.
BPC-157	Topic	144.1	13.0	Synthetic peptide with potential healing properties.
far cry 6	query	-16.0	12.9	'Far Cry 6' is a first-person shooter game developed by Ubisoft, set in a fictional Caribbean island.
gt3 911	query	123.3	11.7	The 'gt3 911' refers to the Porsche 911 GT3, a high-performance sports car variant.
LEGO	Topic	35.9	11.5	Line of plastic construction toys produced by the lego group.
ai image	query	370.3	11.1	AI image refers to visuals created or modified by artificial intelligence algorithms.
Gucci	Topic	-0.6	10.8	Luxury fashion brand known for high-end handbags and clothing.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 4)

Topic name	Type	Pop. Growth	Growth change	Description
Hayedeh	Iranian singer	255.8	10.8	Hayedeh was an influential Iranian singer, known for her song 'Ye Kari Kon'.
Waistcoat	Garment	84.5	10.2	A sleeveless upper-body garment, often worn over a shirt.
Technical Support	Job title	120.2	10.1	Assistance for tech-related issues, often via phone numbers.
mini nyt	query	172.9	9.9	Mini NYT refers to The New York Times' compact crossword puzzles.
Laura Geller	Topic	163.7	9.6	Cosmetics brand known for its makeup products like foundation and brushes.
La Colombe Coffee Roasters	Retail	11.9	9.5	US-based coffee roaster and retailer, known for draft lattes; partnered with Chobani.
adobe stock	query	-4.0	9.4	Service by adobe offering royalty-free stock images, videos, and assets.
Le Labo	Company	185.8	9.3	Luxury fragrance brand known for its artisanal scents.
Rouge	Cosmetics	102.2	9.3	Colored cosmetic applied to cheeks for a rosy hue.
Autistic Spectrum Disorders	Disorder	-69.1	9.2	A range of neurodevelopmental conditions characterized by social and communication challenges.
kahoot join	query	89.5	8.8	'Kahoot join' is a search query for accessing Kahoot! live quizzes using a code.
Ray-Ban Stories	Sunglasses	49.0	8.8	Smart glasses by Ray-Ban with camera, audio, and AR capabilities.
Slow-wave sleep	Topic	-24.5	8.8	Deep sleep stage crucial for memory and recovery, linked to sleep and gastrointestinal health.
Delta Dental	Topic	-38.3	8.3	Network of companies providing dental insurance, affiliated with dentistry and delta dental of wisconsin.
coach bag	query	51.5	8.1	A 'coach bag' is a type of luxury handbag made by Coach, Inc.
Dice	Topic	37.7	7.6	Dice are small, throwable objects with marked sides that indicate random numbers.
Grand Theft Auto Online	Online game	-26.5	7.4	Online multiplayer action game by Rockstar Games, linked to GTA series.
The RealReal	Company	-82.7	7.1	The RealReal, affiliated with Poshmark, is a luxury consignment online store.
California Burrito Co.	Fast-food restaurant chain	48.2	7.0	Fast-food chain specializing in burritos.
Tracfone	Topic	-78.7	6.9	Prepaid mobile service provider, offering wireless plans without contracts.
Dryer Sheet	Topic	250.3	6.8	A fabric care product used in dryers to reduce static and add fragrance.
Onitsuka Tiger	Topic	133.1	6.8	Onitsuka Tiger, a Japanese brand known for the MEXICO 66 shoe line.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 5)

Topic name	Type	Pop. Growth	Growth change	Description
Grand Seiko	Watch	29.7	6.7	Grand Seiko, a luxury watch line by Seiko, known for precision, including the Evolution 9 SLGH005 model.
White elephant	Topic	36.1	6.7	A 'White elephant' is a type of gift exchange game often played at parties.
Apple Watch Ultra	Watch	-9.6	6.4	The Apple Watch Ultra is a high-end smartwatch with a 49mm case, designed for outdoor and fitness activities.
Eau de Cologne	Topic	97.0	6.3	A light, citrus-based fragrance originating from Cologne, Germany.
Elgato	Company	82.1	6.3	Elgato, a brand of Corsair, specializes in hardware for content creators, including the Stream Deck Mini.
TAG Heuer	Company	-12.3	6.3	Swiss luxury watchmaker known for precision timepieces and affiliation with sports timing.
Oseltamivir	Medication	-60.1	6.2	Oseltamivir, a generic antiviral for flu, is linked to Sinusitis and GoodRx for cost comparison.
Neural network	Topic	-3.7	6.1	A neural network is a computational model inspired by the human brain, used in machine learning for pattern recognition and data analysis.
Opal	Gemstone	5.7	6.1	Hydrated amorphous form of silica known for its iridescent colors.
vanity makeup	query	30.8	6.1	Vanity makeup refers to cosmetics used with a dressing table for beauty routines.
gt3	query	71.0	5.8	'GT3' refers to a class of sports cars and the Porsche 911 GT3 model.
Niseko	Town in Hokkaido, Japan	45.6	5.8	Niseko, a renowned ski resort town in Hokkaido, Japan, known for its powder snow.
Climbing gym	Topic	174.1	5.6	A climbing gym is an indoor facility with artificial rock walls for climbing.
Exercise machine	Topic	-13.6	5.6	An exercise machine is equipment designed for physical workouts.
Valentino	Fashion brand	32.7	5.6	Luxury fashion brand and company known for haute couture.
Walgreens Pharmacy	Topic	-79.2	5.3	Walgreens Pharmacy, a division of Walgreens Boots Alliance, offers prescription services and health products.
Foodservice	Topic	28.0	5.2	Foodservice encompasses the preparation and service of food to consumers in various settings.
Lung disease	Disease	207.2	5.2	Lung disease refers to disorders affecting the lungs.
Tudor Watches	Company	-56.6	5.2	Tudor Watches, a subsidiary of Rolex, known for luxury timepieces like the Tudor P01.
Contagious disease	Disease	-12.9	5.1	A disease that spreads from person to person.
Bose	Topic	-77.5	5.0	Renowned audio equipment brand, known for its high-quality headphones, including the bose headphones 700.
Zacks Investment Research	Company	1.2	5.0	Zacks Investment Research provides financial analysis, stock ratings, and investment tools.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 6)

Topic name	Type	Pop. Growth	Growth change	Description
KICKS CREW	Company	62.7	4.9	Global online sneaker retailer offering authentic products.
Xiaohongshu	Topic	97.9	4.8	Chinese social media and e-commerce platform.
SIG Sauer	Company	30.7	4.7	Firearms manufacturer known for handguns and rifles.
magnesium for sleep	query	139.1	4.5	Magnesium for sleep refers to using magnesium supplements to improve sleep quality.
M-Audio	Company	21.1	4.5	
Chobani	Company	35.1	4.1	Company known for its greek yogurt and other dairy products.
Fragrantica	Topic	66.5	4.1	Online encyclopedia and community for perfume enthusiasts, featuring fragrance reviews and news.
geometry	query	114.1	4.1	Geometry: the branch of mathematics concerning shapes, sizes, and properties of space. Affiliated with Geometry Dash and ABCya.com.
The Impossible Quiz	Online game	41.8	4.1	A challenging online game with tricky questions and puzzles.
trafer joes	query	42.3	4.1	Likely a misspelling of 'Trader Joe's', a popular American grocery store chain.
BitLife - Life Simulator	Online game	47.9	4.0	BitLife is a text-based life sim game, affiliated with Unblocked Games Premium and Nova Scotia.
Snoopy	Film character	54.5	3.9	Snoopy, a cartoon beagle from Peanuts, often depicted with themed attire, like jackets.
remove bg	query	57.4	3.8	Remove bg refers to the process of eliminating the background from images, often related to clip art and PNG files.
True Religion	Topic	75.2	3.7	Brand known for premium denim products.
BMW M4	Luxury car	20.5	3.6	The BMW M4 is a high-performance luxury sports coupe by BMW's M division.
Grenade	Topic	22.4	3.4	A grenade is an explosive device used in military and gaming contexts, including ARK: Survival Evolved and with the Mk 19 launcher.
schd stock	query	52.4	3.1	SCHD stock represents Schwab U.S. Dividend Equity ETF, traded on NYSEARCA.
Variety store	Topic	132.6	3.1	A variety store like Dollar Tree offers diverse, low-cost products. Not linked to Reese McGuire.
IONOS	Company	31.7	2.8	Web hosting and cloud services company.
Iron-on	Topic	60.4	2.7	Iron-on refers to adhesive materials like vinyl applied to fabrics using heat.
Moisturizer	Topic	51.1	2.3	A skincare product that hydrates and softens skin, often used on the face.
Patek Philippe	Company	33.5	2.3	

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 7)

Topic name	Type	Pop. Growth	Growth change	Description
Bag	Topic	34.2	2.0	A bag is a container for carrying personal items, often related to the handbag industry.
math playground	query	31.1	2.0	Educational website offering math games for K-8 students.
Proxmox Virtual Environment	Software	46.2	1.9	Proxmox VE is an open-source server virtualization platform.
3D printing	Topic	26.1	1.8	A process of making three-dimensional objects from a digital file.
Opera GX	Browser	97.0	1.6	Gaming-oriented web browser by opera software featuring unique controls and design.
capcut	query	76.1	1.5	Video editing app with keyframe animation, sound effects, cropping, and lut capabilities.
NSF International	Company	28.1	1.5	Global public health and safety organization.
JVC	Topic	20.2	1.4	JVC, affiliated with Yamaha, offers products like True Wireless Earbuds and home theater projectors.
logi	query	23.7	1.4	'Logi' refers to Logitech's products or Logi Analytics, a data analysis company.
instagram download	query	28.4	1.1	Search for methods to download content from Instagram.
miss dior	query	23.0	1.1	Luxury perfume line by dior, known for its floral scents.
Geometry Dash	Online game	204.7	1.0	'Geometry Dash' is a rhythm-based platformer game developed by RobTop Games.
International unit	Unit of biological activity	24.6	1.0	A standard for measuring the potency of substances like Vitamin D.
CarPlay	Topic	37.8	0.9	Apple's in-car platform for ios device integration.
Depop	Company	29.0	0.9	Peer-to-peer social shopping app focused on secondhand fashion.
lifestance	query	46.7	0.7	LifeStance Health, Inc. provides mental health services in various locations, including Frankfort and Nashua, NH.
roth ira	query	29.1	0.7	A Roth IRA is a tax-advantaged retirement savings account.
Walkie-talkie	Topic	51.5	0.6	A walkie-talkie is a handheld, portable two-way radio device.
Stomach	Topic	21.4	0.5	The stomach is a digestive organ associated with abdominal pain and discomfort.
Ballet	Topic	24.7	0.3	Classical dance form characterized by grace and precision of movement.
Butter	Dairy product	33.2	0.2	Butter, a dairy product, is often compared or combined with peanut products like peanut butter in recipes.
Empagliflozin	Medication	34.3	0.1	Medication for type 2 diabetes, inhibiting sglt2.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 8)

Topic name	Type	Pop. Growth	Growth change	Description
Peanut	Legume	27.3	0.1	Peanut: A legume crop valued for its protein-rich edible seeds, often processed into peanut butter.
ovo	query	60.6	-0.1	'Ovo' refers to the brand OVO and the game Classroom 6x, including Ovo Hoodie and dietary preferences like lacto-vegetarian.
Drive-through	Topic	47.7	-0.2	A service allowing transactions without leaving the car, often festive during Christmas with light displays.
east stream	query	81.2	-0.2	East stream refers to StreamEast, a platform for live sports streaming, often featuring events with Jake Paul.
Melee	Topic	34.3	-0.2	Melee refers to close-quarters combat using handheld weapons.
factor meals	query	53.6	-0.3	Factor Meals: Prepared meal delivery service by Factor75, LLC for a healthy diet.
Bomber jacket	Topic	54.0	-0.4	A bomber jacket is a durable jacket with a zip front and fitted or elastic waist and cuffs.
Peppermint tea	Topic	46.3	-0.4	A herbal drink made from peppermint plant leaves.
Debian GNU/Linux	Software	28.9	-0.6	
Scratch	Programming language	53.4	-0.6	Visual programming language developed by mit for educational use.
Wayland	Protocol	62.2	-0.6	Protocol for a compositor to talk to its clients, as well as a library implementing the protocol. it is intended as a simpler replacement for x, easie
Ricola	Company	175.1	-0.7	Swiss manufacturer known for herbal cough drops.
Ouai	Topic	56.6	-0.8	Haircare brand known for luxury products.
Harney & Sons	Company	23.9	-1.0	Premium tea company known for high-quality loose teas and tea blends.
Implantation	Topic	84.7	-1.0	Early stage of pregnancy where the embryo adheres to the uterine wall, sometimes causing light bleeding.
Home Assistant	Software	24.0	-1.1	Open-source home automation platform running on Python 3.
Lens	Topic	22.0	-1.1	A lens is an optical device for focusing or dispersing light, used in cameras and eyewear.
Perfume	Topic	43.2	-1.1	Aromatic liquid typically made from essential oils for body scent.
Windows 11	Operating system	25.4	-1.1	Microsoft's latest os, featuring a new ui and updated features.
Eau de Parfum	Topic	63.8	-1.2	A fragrance with 15-20% perfume oil concentration.
Lego Technic	Product line	70.4	-1.5	Line of advanced lego sets with technical components like gears and axles.
stussy hoodie	query	128.5	-1.5	A 'stussy hoodie' is a sweatshirt with a hood from the Stussy clothing brand.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 9)

Topic name	Type	Pop. Growth	Growth change	Description
BEARPAW	Brand	23.6	-1.8	Footwear brand known for boots and slippers, often compared to ugg products.
Pandora	Topic	82.7	-1.8	Pandora refers to a jewelry company known for charm bracelets.
Cavender's	Company	32.4	-1.9	Cavender's, known for western wear, includes Cavender's Boot City for boots, clothing, and accessories.
Chocolate	Food	25.9	-2.0	Chocolate, derived from cacao, is a key ingredient in cookies and chocolate chips, essential for various recipes.
Bangle	Topic	20.2	-2.1	A bangle is a rigid bracelet often made of gold or adorned with brands like Swarovski.
Digikala	Topic	68.3	-2.1	Digikala, affiliated with ninisite, is Iran's largest e-commerce platform, offering a variety of products including electronics.
Freepik	Company	37.3	-2.4	Platform offering graphic resources.
Machine gun	Topic	31.7	-2.5	A machine gun is a fully automatic firearm designed for rapid, sustained fire.
blooket join	query	87.1	-2.6	Join a live Blooket game, a platform for interactive math puzzles and quizzes.
MINISO	Topic	86.1	-2.6	Global retailer known for its low-cost lifestyle goods, including sanrio and care bears merchandise.
cologne	query	24.8	-2.8	Cologne: A fragrance, typically for men, with origins in Eau de Cologne.
jellycat	query	129.0	-2.8	Brand known for plush toys, including the amuseable blue spruce christmas tree and odell octopus.
Marni	Fashion brand	34.7	-2.9	Italian luxury fashion brand known for eclectic designs.
Slipper	Shoe	20.9	-2.9	Slipper: A light, comfortable shoe typically worn indoors.
Aquaphor	Drug brand	24.1	-3.1	Brand of skin care ointments.
facebook marketplace	query	55.8	-3.1	An online platform by Facebook for buying and selling goods.
Hoodie	Clothing	80.5	-3.1	A hoodie is a sweatshirt with a hood, often with a 'Nike' logo, popular in men's casual wear.
swarovski necklace	query	36.3	-3.2	A 'Swarovski necklace' is a piece of jewelry featuring crystals from the Swarovski brand.
Magnesium	Chemical element	44.3	-3.4	Chemical element, essential for life, often in tablets like magnesium glycinate.
AMIRI	Fashion brand	25.6	-3.6	Luxury fashion brand known for high-end denim, apparel, and accessories.
Robe	Garment	104.0	-3.8	A robe is a loose-fitting outer garment.
Lexus	Car make	32.8	-4.0	Luxury vehicle division of the japanese automaker toyota.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 10)

Topic name	Type	Pop. Growth	Growth change	Description
Philips Avent	Company	57.0	-4.0	Philips Avent specializes in baby products, including anti-colic bottles, child safety seats, and strollers.
Snipes DE	Company	70.1	-4.6	Snipes DE, a retailer in the sneaker and streetwear industry, is affiliated with Foot Locker.
Trafalgar D. Water Law	One Piece character	25.5	-4.6	Fictional 'One Piece' character, a pirate and ally, not related to Trafalgar Tours.
Bleu de Chanel	Body spray	24.6	-4.9	A fragrance by Chanel, 'Bleu de Chanel' is a men's cologne.
libre ysl	query	25.1	-5.1	'Libre YSL' is a fragrance by Yves Saint Laurent.
Edifier	Company	339.7	-5.2	
Lacoste	Fashion brand	24.5	-5.2	French fashion brand known for its iconic polo shirts and sportswear, often featuring a crocodile logo.
Scentsbird	Company	39.6	-5.2	Subscription-based fragrance company.
Sauvignon blanc	Grape variety	20.2	-5.6	Green-skinned grape variety originating from the bordeaux region of france.
huggingface	query	112.7	-5.9	Hugging Face is a company known for its open-source AI models, including GPT.
Cinnamoroll	Topic	177.3	-6.0	Cute, fluffy dog character created by sanrio.
MSC Cruises	Company	24.5	-6.3	Global cruise line with a fleet of ships offering vacation experiences.
juicy couture	query	25.7	-6.4	Fashion brand known for velour tracksuits and perfumes.
UGG	Topic	29.4	-7.0	UGG refers to a brand known for its sheepskin boots and slippers, including the UGG Tasman.
Basket Random	Arcade game	86.0	-7.7	Quirky physics-based basketball game.
blooket login	query	24.2	-7.7	Access portal for Blooket, a platform offering educational math puzzle games.
Guaifenesin	Medication	105.1	-8.1	Expectorant used to relieve chest congestion, affiliated with mucinex brand.
Sweatshirt	Topic	-8.1	-8.1	A sweatshirt is a long-sleeved, pullover garment, typically made of cotton or a blend, designed for warmth and comfort.
Autobuses de Oriente	Company	-8.3	-8.3	A Mexican bus company providing regional transportation services.
Joseph	Genesis	-8.6	-8.6	Biblical figure, the eleventh son of jacob in genesis.
Yogi Tea	Company	-9.6	-9.6	Brand of herbal and green teas.
Wrapping Paper	Topic	-9.9	-9.9	Decorative material for covering or adorning gifts.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 11)

Topic name	Type	Pop. Growth	Growth change	Description
Amulet	Topic	40.4	-10.0	An amulet is a charm often associated with magic, featured in Baldur's Gate 3 and Old School RuneScape.
Master of Laws	Degree	243.7	-10.4	An advanced law degree focusing on legal concepts and practices.
Astro Gaming	Company	253.6	-10.5	Astro Gaming, a gaming headset brand, is a subsidiary of Logitech.
dragon puppet	query	233.4	-11.1	A 'dragon puppet' is a craft item resembling a mythical dragon, often used in performances or as a toy.
Divar	Topic	87.2	-11.8	Online classifieds platform in iran.
Guess	Topic	45.9	-14.7	Global lifestyle brand known for its trendy apparel and accessories.
Nokia	Topic	37.9	-15.6	Nokia, founded in 1865, is a global telecommunications company known for mobile phones, affiliated with the mobile phone industry.
Aon	Topic	20.0	-16.7	Global professional services firm specializing in risk, retirement, and health solutions, known for significant mergers and acquisitions.
Bausch & Lomb	Topic	114.2	-20.7	Global company specializing in eye health products.
TOM FORD	Fashion brand	24.1	-22.1	Luxury fashion brand known for high-end clothing and accessories.
Ralph Lauren	Topic	54.7	-23.3	Luxury fashion brand known for classic american style, part of ralph lauren corporation.
Maison Francis Kurkdjian Baccarat Rouç	Perfume	47.5	-23.6	A luxury scent by MFK with Baccarat crystal inspiration.
prizepicks	query	160.7	-24.1	Fantasy sports platform by performance predictions llc, associated with athletes like rudy gobert.
Castrol	Topic	31.6	-24.7	Leading brand of industrial and automotive lubricants, affiliated with bp.
Snap-On Tools	Topic	98.1	-28.3	Snap-On Tools, a subsidiary of Snap-on, provides high-quality tools & equipment for professional use, also linked to Sysco.
FSA Store	Company	35.1	-28.7	An online retailer specializing in Flexible Spending Account eligible products.
Vans	Topic	240.9	-29.0	Vans, a brand known for skateboarding shoes and apparel, including the Vans Ultrarange EXO.
Synology	Topic	-29.3	-29.3	Company known for network-attached storage (nas) devices.
Maison Goyard	Topic	-30.4	-30.4	Luxury french trunk and leather goods maker, known for its goyard tote bag.
Saint Laurent	Topic	-35.1	-35.1	Luxury fashion brand known for its modern and iconic pieces.
ozempic reddit	query	-36.2	-36.2	
American Express Gift Card	Topic	-36.8	-36.8	A prepaid card from American Express used for gifts and rewards.

3. Google Trends All Trending Topics USA - 2W Delta (as of 25-12-2023, 13weeks YoY, part 12)

Topic name	Type	Pop. Growth	Growth change	Description
Sierra	Topic	165.8	-56.0	Sierra refers to a range of mountains or its associated outdoor gear retailer, Sierra Trading Post.
Summer Fridays Lip Butter Balm	Lip balm	596.4	-64.8	A hydrating lip balm by Summer Fridays for skincare.
hellstar	query	2001.8	-76.2	Term associated with a style of hoodie and shirt, linked to brands like jellyard and boohooman.
Carelon	Company	2017.3	-466.1	Healthcare company providing various medical services.

4. Google Trends Industries USA - 2W Delta (2023-12-25, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Footwear	49.1%	9.4%	topics: Shoes;Famous Footwear;Athlete;Eye protection queries: footwear;famous footwear near me;hades footwear;famous footwear promo code
Foodservice	30.6%	8.1%	topics: Food;Gordon Food Service queries: food service;gordan food service;■■■ ■■■ ■■■ ■■■ ■■■ ■■■ ■■■ ■■■;aladdin food service
Clog	14.9%	7.9%	topics: Birkenstock;Birkenstock Boston Soft Footbed;Dr. Martens; Dansko Clogs - Size 38 & 39 39 queries: clogs;kerwin frost clogs;fry guy clogs;louis vuitton slippers
Retail	6.9%	7.2%	topics: Job;Company queries: retail
Investment fund	49.6%	5.2%	topics: Mutual fund;Investment queries: fund;funds;end hedge fund control act; end hedge fund control of american homes act
Variety store	130.5%	4.6%	topics: Dollar Tree;Reese McGuire;Gift Bag;Baseball queries: dollar store;dollar store exposed baseball;reese mcguire; dollar store near me now
3D Computer graphics	-42.8%	4.3%	topics: 3D modeling;3D;2D computer graphics queries: 3d;cura 3d printing;mixamo;3d slash
Espresso machine	-4.3%	3.8%	topics: Machine;Espresso;Breville Group Ltd;Dual Boiler queries: espresso;espresso machine;how to clean nespresso machine; gourmia 8 in 1 espresso machine;gourmia one touch espresso maker
Service	-66.0%	3.6%	topics: Customer;Customer Service;Spectrum queries: service;customer service;xfinity mobile customer service;ebanking services; shutterfly customer service
Computer monitor	-5.1%	3.3%	topics: Video game;Computer queries: monitor
Wallet	10.9%	2.9%	topics: Man;Apple;The Ridge;Groove Life Groove Wallet queries: wallet;buffalo billfold company;paxful wallet venmo scam

4. Google Trends Industries USA - 2W Delta (2023-12-25, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
T-shirt	-4.3%	2.8%	topics: Shirt queries: shirt;grinch shirt near me;grinch shirt toddler;kids grinch shirt
Slip-on shoe	1.7%	2.5%	topics: Woman;Man;Shoes queries: loafers;toga virilis loafers;new balance 530;slip on uggs
Weight loss	16.9%	2.4%	topics: Kelly Clarkson;Eating;Oprah Winfrey;Ro queries: weight loss;weight loss schemes;weight loss schemes nyt
Athleisure	16.8%	2.3%	topics: Man;Woman;Brand;American Eagle Outfitters;Sleeve;Clothing brand queries: athleisure;skims
Health Insurance	3.9%	2.3%	topics: Insurance;Health queries: insurance;health insurance;nystateofhealth;devoted health plans
Tax	6.0%	2.1%	topics: Property;Income queries: tax;supreme court income tax case
Desktop PC	4.3%	1.7%	topics: Computer queries: desktop
Desktop Computer	4.3%	1.7%	topics: Computer queries: desktop
Vacation	-7.0%	1.6%	topics: Rent;Vacation property rentals queries: vacation;stolen vacation
3D Printing	26.0%	1.5%	topics: Three-dimensional space;Printing;Printer; Toybox 3D 1-Touch Kid-Friendly Childrens Toy Printer and 1 Coconut Printer Food Start; Creality 3D Ender 3 Printer Economic Ender DIY Kits with Resume Printing Function 220 queries: 3d printer;3d print
Suit	10.1%	1.5%	topics: Man queries: suit;godzilla 1954 suit incident;kaunda suit

4. Google Trends Industries USA - 2W Delta (2023-12-25, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Men suits	10.1%	1.5%	topics: Man queries: suit;godzilla 1954 suit incident;kaunda suit
Child safety seat	9.6%	1.5%	topics: Seat;Car;Babyark queries: car seat;tavo pet car seat;babyark convertible car seat;babyark car seat
Handbag	-31.9%	1.5%	topics: Bag;Marc Jacobs Tote Bag;Coach Purse queries: purse;judith leiber microphone purse;coach bow bag