

ASTUTEX TRENDSPOTTING

May 30, 2022

!!! IMPORTANT NOTICE !!!

Treat this report as an inspiration tool for idea generation, do not rely solely on this data, always double check with other sources, Google Trends constantly changes data series backwards, SimilarWeb data is different from Alexa etc. The more sources you use to validate your thesis – the better.

How to read this report?

To track the momentum in brand/product popularity we calculate the 2-week change in 13-week (basically 1 quarter) Year-over-Year growth for every data source (Google Trends, website traffic, AppStore rankings etc):

1. Google Trends USA – based on Rising Topics and Queries for the last 30 days, it is important to differentiate between trending company (retail investor hype) and trending product (something much more important)
2. Google Trends World – based on Astutex company universe with pre-selected keywords for each company
3. Google Trends Industries World – based on general topics without specific brands
4. Google Trends Industries USA – based on general topics without specific brands
5. Website Traffic - based on Astutex company universe website traffic (unique company website visitors growth YoY), pay attention to average unique visitors number and online revenue relevance to overall business (Alexa data)
6. Wikipedia - based on Astutex company universe relevant page views
7. Wikipedia Pages – based on other topics trending on Wikipedia
8. Instagram - based on Astutex company universe Instagram page follower and engagement (likes, comments, video views) growth
9. AppStore USA - based on Astutex company universe relevant app rankings (SensorTower)
10. AppStore Publishers USA – based on app rankings aggregated on a publisher level without a link to a specific company
11. Online Retail Amazon – based on the number of company products in Amazon Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
12. Online Retail Walmart – based on the number of company products in Walmart Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
13. Online Retail BestBuy – based on the number of company products in BestBuy Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
14. Job Listings - based on Astutex company universe online job listings, aggregated from several data sources (Glassdoor, Indeed, LinkedIn)
15. Employee Company Ratings - we calculate the 2-week change in 4-week Quarter-over-Quarter growth base on Astutex company universe, aggregated from several data sources (Glassdoor, Indeed)

1. Google Trends USA - 2W Delta (13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics
Broadcom Corporation	Semiconductor company	73.02	73.02	queries: cruise ship fire
Broadcom Inc	Semiconductor manufacturing company	61.81	63.82	queries: cruise ship fire;abbvie
VyStar Credit Union	Financial services company	61.78	59.50	topics: Online banking
The J.M. Smucker Company	Company	43.01	44.67	topics: Product recall
The Onion	Media company	17.15	31.44	topics: SKIMS
Warner Bros. Pictures	Film production company	25.47	18.85	topics: Godzilla
Lake Express	Company	15.47	11.91	topics: Ferry
Star Line Mackinac Island Ferry Company	Shipping company	25.29	10.70	topics: Ferry
Wiggle Ltd	Company	19.57	8.02	queries: my money dont;money song
Enterprise Rent-A-Car	Car rental agency company	-1.38	6.94	topics: Enterprise;Rent;Car rental; Car queries: enterprise car rental
Arby's	Fast food company	-5.71	6.43	topics: Chicken salad
Ryobi	Machine industry company	4.83	2.14	topics: Electric battery;Power tool
TAR Aerolíneas	Airline	17.44	-3.63	topics: Aeroméxico
SKIMS	Clothing company	223.98	-10.09	topics: SKIMS;Tracksuit;Crop top
Rail Europe, Inc.	Travel company	457.53	-97.83	topics: Train ticket

2. Google Trends World - 2W Delta (13weeks YoY) (Part 1)

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
409	Yakult Honsha Co Ltd	2022-05-30	116%	72%
529	J M Smucker Co	2022-05-30	48%	39%
954	CIA Hering	2022-05-30	-3%	16%
855	F5 Networks Inc	2022-05-30	20%	15%
210	Planet Fitness Inc	2022-05-30	34%	14%
652	Synchrony Financial	2022-05-30	41%	13%
662	Perrigo Company PLC	2022-05-30	17%	13%
452	Synopsys Inc	2022-05-30	36%	12%
838	Prologis Inc	2022-05-30	33%	10%
930	United Rentals Inc	2022-05-30	13%	9%
670	Eli Lilly and Co	2022-05-30	18%	8%
724	Sysco Corp	2022-05-30	40%	6%
343	Yokohama Rubber Co Ltd	2022-05-30	15%	5%
467	Carlsberg A/S	2022-05-30	15%	3%
180	Midea Group Co Ltd	2022-05-30	11%	2%
18	ANGI Homeservices Inc	2022-05-30	13%	1%
1	Sixt SE	2022-05-30	18%	-2%
506	TUI AG	2022-05-30	28%	-11%
392	Accor SA	2022-05-30	85%	-14%
59	Cedar Fair LP	2022-05-30	19%	-34%
289	Wizz Air Holdings PLC	2022-05-30	140%	-62%

3. Google Trends Industries World - 2W Delta (2022-05-30, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	13.5%	29.1%	topics: Boot;Crossword;Carter's queries: winter boots; snow boots;snow boot liner crossword
Boots	14.6%	4.0%	topics: Man;Shoes queries: boots;kanye big boots; beetle boot jack
Enterprise Resource Planning	2.0%	3.7%	topics: System;Software;USDA Rural Development; United States Department of Agriculture; Plex Systems queries: erp
Footwear	0.2%	3.2%	topics: Shoes;El;Podalgia;Mistake Creek queries: footwear; vitalyze footwear;heelsium footwear reviews; what athlete was featured in the most recent champs tv video
Sandal	17.5%	3.2%	topics: Woman;Shoes queries: sandals;sandals deaths; sandals deaths bahamas;dotmalls sandals
Baby food	2.3%	3.1%	topics: Food;Infant;Class action;Bill Gates; Border queries: baby food;■■■■;babynahrung usa; baby food shortage cause;baby formula recipe
Sunglasses	10.7%	2.9%	topics: Glasses;Oakley;Ray-Ban queries: sunglasses
Job	8.8%	2.7%	topics: Indeed;Recruitment queries: jobs; wells fargo fake job interviews
Road	9.0%	2.6%	topics: Travel;Bicycle;Road trip;Pacific Ocean queries: road; yellow brick road pacific ocean;google doodle route 66; nyc five boro bike tour road closures
Xbox	-17.3%	2.6%	topics: Xbox One;Xbox Series X and Series S;Xbox;Downtime; Xbox Cloud Gaming;ARMA queries: xbox;arma reforge; microsoft xbox live outage;xbox fortnite cloud gaming
Motorcycle	-0.3%	2.6%	topics: Bicycle;Honda queries: motorcycle;ron roloff biker; surrone bike;ice bear bike

3. Google Trends Industries World - 2W Delta (2022-05-30, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Bicycle	-19.5%	2.5%	topics: Motorcycle;Electric bicycle queries: bike; surron e bike;peloton rower
Bicycle	-19.5%	2.5%	topics: Motorcycle;Electric bicycle queries: bike; surron e bike;peloton rower
Unmanned aerial vehicle	14.8%	2.4%	topics: DJI;Camera;Andover tornado outbreak; Sprayer queries: drone;sonic drone home; kansas tornado drone footage;drone sprayer agricultural
Suitcase	53.3%	2.3%	topics: Baggage;Travel;How's Your Father?;Richard Nixon; Florida–Georgia football rivalry queries: suitcase; moonlighting suitcases;a bit of hows your father; sarahs suitcase
Cream	4.6%	2.2%	topics: Face;Lotion;Skin queries: eye cream;face cream; la vie est belle lancome lotion; charlotte tilbury cream bronzer
Food processor	-35.5%	2.2%	topics: Food queries: food processor; bosch küchenmaschine mum48a1; pigeon tornado turbo food processor
Genetic testing	1.3%	2.1%	topics: DNA;Genetics;Whit Johnson queries: dna;dna test; whit johnson dna test;whit johnson
Slipper	-2.8%	2.1%	topics: Man;UGG;Ugg boots;Velour queries: slippers; terry material hotel slipper;cotton velour slipper; tpr slippers bulkbuy
Down jacket	23.0%	2.0%	topics: Jacket;Montbell queries: puffer
Hiking shoes	-19.4%	2.0%	topics: Hiking;Boot queries: hiking boots;hiking shoes
Nintendo Switch	-17.7%	2.0%	topics: Nintendo Switch;Nintendo; Arise: A Simple Story queries: nintendo switch;nintendo;switch; nintendo switch sports updates;arise nintendo switch; multiversus nintendo switch

3. Google Trends Industries World - 2W Delta (2022-05-30, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Glasses	1.4%	1.9%	topics: topics: Eye;Sunglassesqueries: glasses; dr curry glasses;google ar glasses queries: queries: glasses; google ar glasses
Vehicle	3.6%	1.8%	topics: Vehicle registration plate;Motor vehicle; Car queries: vehicle;xe;amber heard vehicular manslaughter; mercedes benz recalls 292k vehicles; shoot out tires on io vehicles
Stock market	11.3%	1.8%	topics: Stock;Market queries: stock market;stock;market; agriculture secretary arrested; actress susan roces passed away; sandals resorts bahamas deaths autopsy

4. Google Trends Industries USA - 2W Delta (2022-05-30, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-6.9%	27.7%	topics: Boot;Crossword;Carter's queries: winter boots; snow boots;snow boot liner crossword
Baby food	-5.0%	10.3%	topics: Food;Infant;Class action;Bill Gates; Border queries: baby food;■■■■;babynahrung usa; baby food shortage cause;baby formula recipe
Stock market	17.9%	10.0%	topics: Stock;Market queries: stock market;stock;market; agriculture secretary arrested; actress susan roces passed away; sandals resorts bahamas deaths autopsy
Down jacket	40.7%	7.1%	topics: Jacket;Montbell queries: puffer
Road	3.6%	5.6%	topics: Travel;Bicycle;Road trip;Pacific Ocean queries: road; yellow brick road pacific ocean;google doodle route 66; nyc five boro bike tour road closures
Boots	10.4%	4.3%	topics: Man;Shoes queries: boots;kanye big boots; beetle boot jack
Xbox	-17.3%	4.2%	topics: Xbox One;Xbox Series X and Series S;Xbox;Downtime; Xbox Cloud Gaming;ARMA queries: xbox;arma reforger; microsoft xbox live outage;xbox fortnite cloud gaming
Footwear	-1.2%	2.5%	topics: Shoes;El;Podalgia;Mistake Creek queries: footwear; vitalyze footwear;heelsium footwear reviews; what athlete was featured in the most recent champs tv video
TV Show	2.8%	2.5%	topics: Television;The Lincoln Lawyer; Obi-Wan Kenobi queries: shows;series; lincoln lawyer series cast;lincoln lawyer series; fire country tv show
Video camera	-18.3%	2.4%	topics: Camera;Video queries: camera;video camera; columbus traffic cameras
Food processor	-12.4%	2.4%	topics: Food queries: food processor; bosch küchenmaschine mum48a1; pigeon tornado turbo food processor

4. Google Trends Industries USA - 2W Delta (2022-05-30, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Investment fund	-20.7%	2.4%	topics: topics: Mutual fund;queries: fund;funds; houston equity fund apply;bill perkins hedge fund; vanguard high dividend yield index fund queries: queries: fu; vanguard high dividend yield index fund
Unmanned aerial vehicle	17.2%	2.4%	topics: DJI;Camera;Andover tornado outbreak; Sprayer queries: drone;sonic drone home; kansas tornado drone footage;drone sprayer agricultural
Mobile games	5.5%	2.2%	topics: Mobile phone;Game;Video game;Kick-off;App store; Superhero queries: mobile;mobile game; couple kicked off jetblue flight; blizzard warcraft mobile game;blizzard mobile game
Genetic testing	0.3%	2.1%	topics: DNA;Genetics;Whit Johnson queries: dna;dna test; whit johnson dna test;whit johnson
Infant	4.6%	2.0%	topics: Infant formula;Shortage;Homemade baby formula; Dwarfism queries: baby;baby formula bill; why baby formula shortage; why is there a baby formula shortage
Sony PlayStation	-29.1%	2.0%	topics: PlayStation 5;PlayStation 4 queries: playstation; www.playstation.com/acct/device-password; fortnite playstation rewards;fortnite.playstation.com
Board game	2.1%	1.9%	topics: Game queries: board;game board;board game; board game set on an island;alakazam;genfersee
Skin care	-0.4%	1.6%	topics: Skin queries: skincare;skin care; skin care product crossword;florence by mills; alcohol denat in skincare
Money	0.9%	1.5%	topics: Money order;Account;Cash App;Lei queries: money; how much money was bet on rich strike;jiggle jiggle
PC Games	-19.7%	1.4%	topics: Personal computer;Video game; Star Wars: Knights of the Old Republic queries: pc games
Refrigerator	1.4%	1.4%	topics: Freezer;Samsung;Mini Fridge queries: fridge; refrigerator;buffalo community fridge

4. Google Trends Industries USA - 2W Delta (2022-05-30, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Nintendo Switch	-21.1%	1.4%	topics: topics: Nintendo Switch;Nintendo; Arise: A Simple Storyqueries: nintendo switch;nintendo;switch; nintendo switch sports updates;arise nintendo switch; multiversus nintendo switch queries: queries: nintendo switc; multiversus nintendo switch
Pharmacy	-1.3%	1.4%	topics: Pharmacy technician;Walgreens; Walgreens Pharmacy queries: pharmacy
E-commerce	12.0%	1.4%	topics: Trade;Website queries: ecommerce; online commerce crossword clue;goodwill ecommerce website; ecommerce web development services

5. Website Traffic - 2W Delta (2022-05-28, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
822	Skyworks Solutions Inc	1.067769	222%	96%
201	OVS SpA	1.655230	218%	96%
329	Sega Sammy Holdings Inc	5.682076	300%	61%
337	Netmarble Games Corp	11.893384	115%	53%
30	Basic Fit NV	4.333461	714%	43%
414	Mondelez International Inc	1.148307	38%	33%
208	Piaggio & C SpA	3.873230	71%	33%
167	Localiza Rent a Car SA	2.949923	52%	31%
632	PerkinElmer Inc	2.408307	56%	30%
409	Yakult Honsha Co Ltd	1.292307	20%	30%
598	Baxter International Inc	1.682230	100%	29%
350	Mitsubishi Motors Corp	1.937923	46%	28%
95	Esprinet SpA	1.262307	314%	25%
706	PPG Industries Inc	1.191076	137%	24%
446	PostNL NV	11.428307	78%	23%
502	Ubisoft Entertainment SA	62.698692	72%	23%
497	Jeronimo Martins SGPS SA	1.673846	16%	22%
813	Waters Corp	2.138000	131%	21%
490	Etablissements Franz Colruyt	1.644230	57%	20%
207	Pets at Home Group PLC	3.599230	89%	17%
413	Kellogg Co	2.535615	1%	17%
81	DFS Furniture PLC	1.528000	18%	17%
305	Restaurant Brands Internationa	5.972769	35%	17%
57	Caseys General Stores Inc	1.213307	79%	16%
428	Japan Airlines Co Ltd	1.820000	-4%	16%
774	Qualcomm Inc	11.942692	51%	15%
952	B2W	72.409000	-25%	15%
671	Charter Communications Inc	1.540384	88%	15%
360	Dixons Carphone PLC	23.842461	21%	14%
788	Dentsply Sirona Inc	1.021538	17%	14%
501	Shoprite Holdings Ltd	1.318461	63%	14%
556	General Electric Co	8.930461	41%	13%
756	Cardinal Health Inc	2.763846	37%	13%
823	National Oilwell Varco Inc	1.059230	47%	13%
621	Cummins Inc	4.514384	21%	13%

5. Website Traffic - 2W Delta (2022-05-28, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
731	Johnson Controls International	2.764692	17%	13%
85	Dollar General Corp	4.687000	51%	12%
956	Square Enix	77.649692	30%	12%
714	Schlumberger NV	7.265000	72%	11%
71	Crocs Inc	7.574461	30%	11%
133	Haverty Furniture Companies In	1.104769	-9%	11%
88	Duluth Holdings Inc	3.874153	13%	10%
676	Marsh & McLennan Companies Inc	3.537538	0%	10%
724	Sysco Corp	2.358153	6%	10%
69	Takeaway.com NV	31.686846	5%	10%
363	Sony Corp	220.588615	28%	10%
539	Konica Minolta Inc	1.840153	-16%	9%
915	DISH Network Corp	5.374769	13%	9%
311	International Consolidated Air	39.101153	84%	9%
330	Auto Trader Group PLC	28.629230	1%	9%
316	Korean Air Lines Co Ltd	8.545384	95%	9%
742	WEC Energy Group Inc	2.475076	-2%	9%
247	Technogym SpA	1.718538	1%	8%
655	Humana Inc	7.828692	51%	8%
837	Yum! Brands Inc	26.223230	13%	8%
347	Renault SA	4.662769	-8%	7%
867	DTE Energy Co	3.066846	34%	7%
847	Cognizant Technology Solutions	17.333846	-18%	7%
335	Dassault Systemes SE	8.886461	56%	7%
396	Carrefour SA	34.322846	38%	6%
611	Cigna Corp	21.601307	8%	6%
168	LPP SA	22.300307	-8%	6%
734	Unum Group	1.322384	9%	6%
583	Abbott Laboratories	2.852384	-23%	6%
745	Amgen Inc	1.267923	-8%	6%
257	Tobii AB	1.613923	22%	5%
834	C.H. Robinson Worldwide Inc	1.812846	-27%	5%
430	Turk Hava Yollari AO	40.832769	46%	5%
5	Puma SE	27.788923	7%	5%
549	Coca-Cola Co	4.790538	2%	5%

6. Wikipedia - 2W Delta (2022-05-30, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	en.wikipedia.org/wiki/Abercrombie_%26_Fitch	4023	465.2%	42.3%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	5656	19.4%	14.8%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6370	42.1%	14.7%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4676	131.8%	12.9%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	197642	128.7%	9.7%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7856	115.2%	9.5%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop_short_squeeze	3218	-47.1%	8.8%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	16828	47.6%	8.0%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39156	73.8%	7.9%
506	TUI AG	en.wikipedia.org/wiki/TUI_Group	2761	48.0%	7.7%
603	Bristol-Myers Squibb Co	en.wikipedia.org/wiki/Infant_formula	8024	-6.7%	7.3%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	2812	6.8%	7.0%
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	2812	6.8%	7.0%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	7546	47.4%	6.8%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	8946	43.0%	6.1%
174	Marriott International Inc	en.wikipedia.org/wiki/Marriott_International	7310	10.3%	5.8%
887	Expedia Inc	en.wikipedia.org/wiki/Trivago	3839	61.2%	5.7%
352	Ferrari NV	en.wikipedia.org/wiki/Ford_v_Ferrari	10215	-16.2%	5.5%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	28389	47.3%	5.3%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4430	41.7%	5.1%
162	Kroger Co	en.wikipedia.org/wiki/Murder_Kroger	3655	-20.2%	5.1%

7. Wikipedia Pages- 2W Delta (2022-05-28, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/MakeMyTrip	14608	258%	52%
		en.wikipedia.org/wiki/Indeed	19101	185%	37%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	17479	233%	26%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	39343	34%	26%
		en.wikipedia.org/wiki/Jet_Airways	13843	110%	23%
		en.wikipedia.org/wiki/Rivian	14186	101%	18%
		en.wikipedia.org/wiki/LinkedIn	69957	105%	16%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	10954	65%	15%
947	LVMH	en.wikipedia.org/wiki/Dior	22423	34%	12%
399	Wal-Mart Stores Inc	en.wikipedia.org/wiki/Flipkart	48227	113%	11%
798	Allstate Corp	en.wikipedia.org/wiki/Dennis_Haysbert	24681	-5%	11%
		en.wikipedia.org/wiki/Airbnb	33434	81%	9%
174	Marriott International Inc	en.wikipedia.org/wiki/Marriott_International	11433	4%	9%
		en.wikipedia.org/wiki/IndiGo	21100	64%	8%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/New_York_Stock_Exchange	37142	106%	7%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/UC_Browser	17204	43%	7%
		en.wikipedia.org/wiki/Vera_Wang	11050	63%	6%
623	Target Corp	en.wikipedia.org/wiki/Target_Corporation	17052	9%	6%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	26664	43%	6%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Lufthansa	21093	33%	5%

8. Instagram - 2W Delta (2022-04-11 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
91	Electrolux AB		20.2%	698.8%	67.5%
13	Accell Group NV		4.6%	311.5%	47.3%
68	Sleep Number Corp	instagram.com/p/CZ2qtN6j3KP	20.8%	364.8%	41.9%
59	Cedar Fair LP	instagram.com/p/Cb-wvONISi8 instagram.com/p/Cbfx1cVs82L instagram.com/p/CcF7qtaspvz	9.6%	124.2%	13.0%
34	Bloomin' Brands Inc		5.0%	206.8%	11.1%
52	Canada Goose Holdings Inc		44.8%	126.0%	10.6%
4	Salvatore Ferragamo SpA	instagram.com/p/Cb3Kn4Eq_9H	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	instagram.com/p/CbtEPWZuIAu instagram.com/p/Ca7sKPDJlIS instagram.com/p/Cb-asabroW3	2.6%	138.8%	5.3%

9. AppStore USA - 2W Delta (2022-05-28, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
277	Vista Outdoor Inc	Bushnell Golf Mobile	299	25.1%	6.3%
849	Aetna Inc	Aetna Health	269	6.0%	4.9%
391	Electronic Arts Inc	FIFA Soccer; Plants vs. Zombies™ 2	341	1.2%	2.6%
611	Cigna Corp	myCigna	308	4.2%	2.5%
1417	Signify NV	Philips Hue	344	2.0%	1.8%

10. AppStore Publishers USA - 2W Delta (2022-05-28, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
189	Nike Inc	Nike; Nike SNKRS: Sneaker Release	57	10.2%	2.5%

11. Online Retail Amazon - 2W Delta (2022-05-30, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
189	Nike Inc	1468	42.4%	20.2%
520	Glanbia PLC	4246	224.6%	17.8%
264	Techtronic Industries Co Ltd	2224	22.3%	9.8%
16	Amazon.com Inc	24125	8.1%	6.8%
389	Asics Corp	1387	1.1%	6.5%
528	Kraft Heinz Co	776	-38.3%	6.4%
39	Breville Group Ltd	1101	22.5%	5.6%
283	Whirlpool Corp	3032	36.9%	5.3%
152	iRobot Corp	1219	-23.5%	5.2%
106	Fitbit Inc	2608	32.0%	4.9%
906	Western Digital Corp	466	-33.4%	4.8%
180	Midea Group Co Ltd	478	8.6%	4.3%
240	Steven Madden Ltd	428	66.5%	4.2%
427	Lenovo Group Ltd	1069	13.5%	4.1%
173	Makita Corp	1031	10.3%	4.1%
477	Panasonic Corp	646	-20.7%	3.9%
215	PVH Corp	908	-5.4%	3.9%
149	Intuit Inc	760	-12.1%	3.8%
26	Avon Products Inc	833	7.8%	3.8%
390	Nintendo Co Ltd	6076	15.2%	3.7%
364	Pioneer Corp	324	-36.8%	3.6%
277	Vista Outdoor Inc	1572	5.2%	3.5%
505	Activision Blizzard Inc	1197	2.0%	3.2%

12. Online Retail Walmart - 2W Delta (2022-05-30, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
26	Avon Products Inc	201	109.4%	54.8%
453	Kumho Petro Chemical Co Ltd	454	725.5%	49.2%
268	Under Armour Inc	657	33.3%	13.5%
457	Goodyear Tire & Rubber Co	3722	36.9%	12.3%
66	Tapestry Inc	300	92.3%	11.8%
5	Puma SE	339	208.2%	11.1%
250	Tempur Sealy International Inc	455	14.9%	9.0%
274	VF Corp	5351	41.4%	7.1%
143	Hugo Boss AG	308	142.5%	6.2%
111	Fossil Group Inc	531	43.1%	6.1%
152	iRobot Corp	1111	33.1%	5.7%

13. Online Retail Bestbuy - 2W Delta (2022-05-30, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
328	Yamaha Corp	2300	22.0%	8.4%
538	Fujifilm Holdings Corp	839	-19.1%	7.7%
502	Ubisoft Entertainment SA	772	-14.3%	4.9%

14. Job Listings - 2W Delta (2022-05-30, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1264	Eurofins Scientific SE	2810	100.0%	94%
1052	UniCredit SpA	570	77.8%	89%
999	Vodafone Group PLC	2730	62.4%	83%
731	Johnson Controls International	5706	71.2%	80%
1027	Atlas Copco AB	1037	64.5%	79%
1030	Volvo AB	1588	100.0%	79%
1015	Nordea Bank Abp	848	100.0%	76%
1002	ING Groep NV	828	25.1%	76%
65	Cloudera Inc	292	-21.0%	71%
1153	Solvay SA	722	100.0%	70%
52	Canada Goose Holdings Inc	165	7.1%	69%
1087	SGS SA	4007	100.0%	68%
1024	Swiss Re AG	1057	63.6%	66%
1000	Zurich Insurance Group AG	2381	100.0%	64%
985	BNP Paribas SA	6003	83.3%	64%
1257	Valeo SA	1546	30.6%	61%
1468	Gerresheimer AG	259	50.8%	61%
1069	BAE Systems PLC	2646	37.3%	60%
972	Allianz SE	3056	50.7%	59%
445	Royal Mail PLC	116	-16.0%	57%
998	UBS Group AG	3359	100.0%	56%
1033	Telefonaktiebolaget LM Ericsson	2534	72.8%	56%
269	Urban Outfitters Inc	207	-11.2%	54%
1076	Sandvik AB	728	22.8%	53%
986	AXA SA	1918	39.7%	52%
1001	BHP Group PLC	244	95.8%	51%
744	AES Corp	251	17.8%	50%
130	HanesBrands Inc	664	92.3%	48%
963	HSBC Holdings PLC	4437	31.7%	44%
1417	Signify NV	1016	93.3%	44%

15. Employee Company Ratings - 2W Delta (2022-05-30, 4 weeks QoQ) (Part 1)

AstutexID	Company Name	Total reviews	Rating Gr.chg.	Outlook Gr.chg.	Mgmt Gr.chg	CEO Rating Gr.chg	Growing indicator
1473	Metro Bank PLC	1058	7.2%	0.0%	0.0%	0.0%	Rating
1570	ABIOMED Inc	268	-0.8%	-1.6%	-2.4%	5.6%	CEO Rating
1501	A O Smith Corp	247	1.2%	5.0%	2.4%	1.6%	Outlook