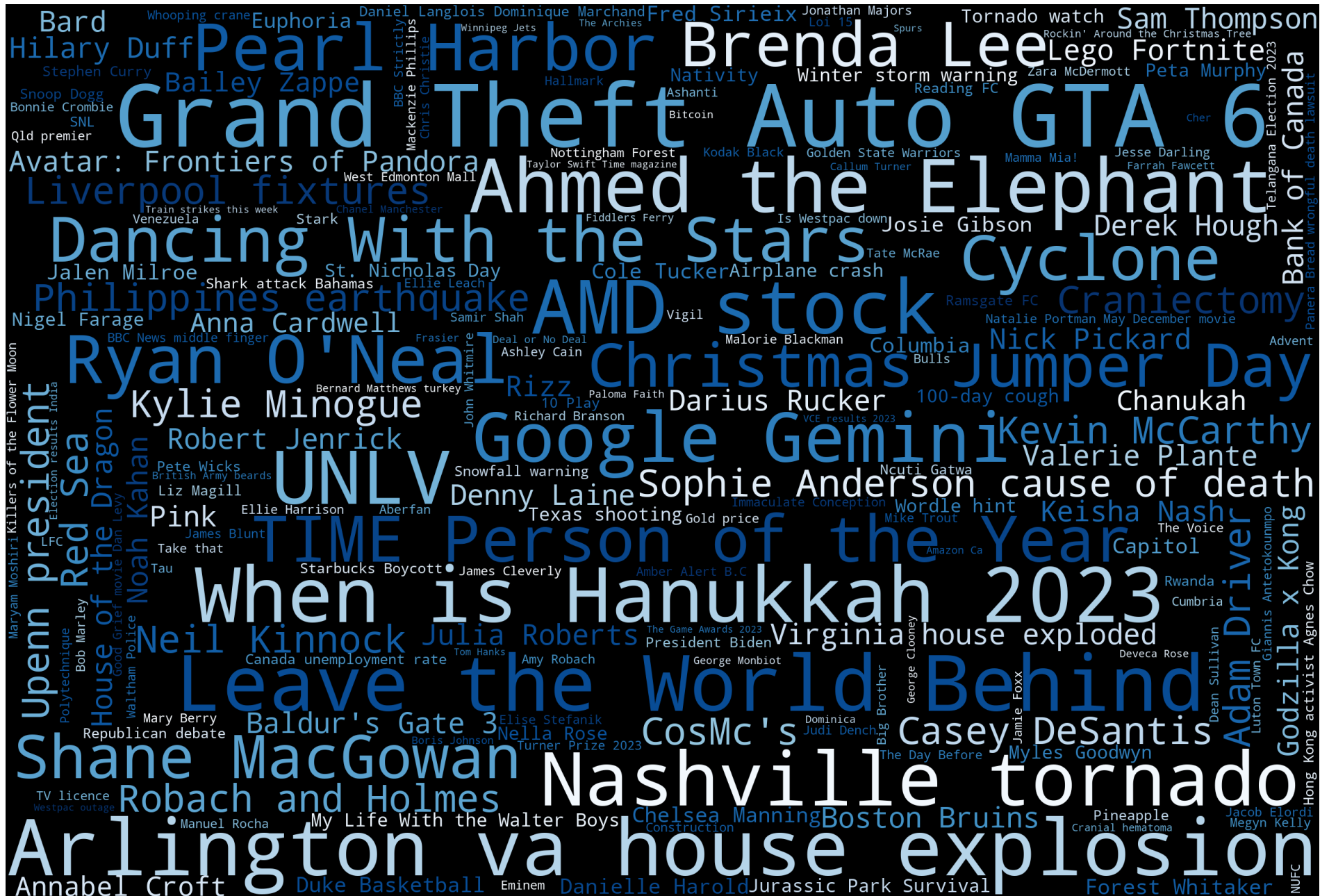


ASTUTEX TRENDSPOTTING

December 11, 2023

1. Trending Searches Last 7 Days (2023-12-10, Regions: US, CA, GB, AU) (2023-12-10)



2. Google Trends All Trending Companies - 2W Delta (as of 11-12-2023, 13weeks YoY, part 1)

Company name	Type	Pop. Growth	Growth change	Description
Kiddie Academy Educational Child Care	Education company	438.5	181.5	A franchise of educational childcare centers.
AT&T Mobility	Mobile telecommunication company	1063.6	162.5	Wireless subsidiary of at&t inc.
Old Navy	Clothing retail company	261.7	97.4	American clothing retail brand owned by gap inc.
Salvatore Ferragamo S.p.A.	Fashion company	222.3	92.9	Italian luxury fashion company known for crafted footwear.
Epic Games	Video game company	143.3	80.1	Video game and software developer known for fortnite.
Valentino	Fashion company	374.0	78.6	Italian luxury fashion house known for haute couture.
Goyard	Company	169.1	65.0	Luxury french luggage brand known for handcrafted bags.
Xumo	Company	526.2	60.0	
New Era Cap Company	Apparel company	191.5	51.1	Headwear manufacturer known for its sports caps.
BlueStacks	PC game company	202.5	47.2	Android emulator for running mobile apps on pc.
Runway AI, Inc.	Company	395.0	44.1	Tech company specializing in artificial intelligence.
Take-Two Interactive	Video game company	49.5	43.1	Major video game publisher.
Hallmark	Manufacturing company	74.8	42.5	Company known for greeting cards and media production.
Rockstar Games	Video game company	88.5	36.9	Video game publisher known for the grand theft auto series.
NewsNation	Media company	4.1	33.1	U.S. cable news channel owned by nexstar media group.
C&A	Retail company	109.5	32.2	International chain of fast-fashion retail stores.
JL Audio	Company	36.8	31.6	Manufacturer of high-end car and home audio equipment.
Dior	Fashion company	163.4	30.5	Luxury fashion brand known for haute couture, ready-to-wear, and accessories.
Suzlon	Renewable energy company	160.8	29.3	Indian renewable energy company specializing in wind turbine manufacturing.
Le Labo	Company	171.4	29.0	Luxury fragrance brand known for its artisanal scents.
JNCO	Company	115.4	27.5	Clothing brand known for wide-leg jeans.
Brabus	Automotive company	43.0	26.1	High-performance aftermarket tuning company for mercedes-benz cars.

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

Company name	Type	Pop. Growth	Growth change	Description
Converse	Footwear company	96.2	23.4	Footwear brand known for its iconic sneakers.
Polk Audio	Home electronics company	3.0	23.1	Manufacturer of audio products known for speakers and soundbars.
Prada	Fashion company	199.7	22.3	Italian luxury fashion company known for designer apparel and goods.
Carhartt	Workwear company	240.1	22.0	Brand known for durable workwear and apparel.
Gen Digital	Software company	355.2	21.3	Cybersecurity and compliance company.
Acne Studios	Fashion company	44.3	21.2	Swedish luxury fashion brand and company.
MAXON Computer	Software company	69.6	21.2	Developer of professional 3d modeling, painting, animation, and rendering solutions.
Panasonic	Electronics company	651.0	21.1	Multinational electronics corporation based in japan.
Osprey	Manufacturing company	51.1	20.8	Manufacturing company known for its outdoor gear.
The Lego Group	Toy company	120.2	19.1	A Danish toy production company known for its interlocking plastic bricks.
Bang & Olufsen	Manufacturing company	72.5	17.5	Danish company known for high-end audio products.
Givenchy	Fashion company	133.6	16.9	Luxury fashion brand known for haute couture, perfumes, and accessories.
Synology	Corporation	-56.0	16.8	Company known for network-attached storage (nas) devices.
SwissGear	Company	127.4	16.5	Brand known for travel gear and backpacks.
LeapFrog	Toy company	136.8	16.2	Company known for educational toys and games.
Trader Joe's	Grocery store company	68.0	15.7	US grocery store chain offering unique food items.
PPL Electric Utilities Corporation	Corporation	46.1	15.3	PPL Electric Utilities Corp. is an energy company providing electricity services.
Lanvin	Fashion company	29.9	15.2	High-end french fashion brand known for luxury clothing and accessories.
The Daily Wire	Media company	1.2	14.1	Conservative media company offering news and opinion content.
Hugo Boss	Fashion company	51.8	14.0	Global fashion brand known for premium apparel.
Opera Software	Software company	4.0	13.4	Company known for its web browsers.
Hawaiian Airlines	Commercial airline	7.2	13.2	Major commercial airline based in hawaii, usa.

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

Company name	Type	Pop. Growth	Growth change	Description
Nike	Footwear company	104.3	13.2	Global footwear and apparel brand and industry leader.
New Balance	Footwear company	235.2	12.9	Global athletic footwear and apparel company.
Max Mara	Fashion company	98.8	12.2	Italian luxury fashion brand known for elegant womenswear.
Michaels	Specialty retail company	26.8	12.0	North american arts and crafts retail chain.
Victoria's Secret	Lingerie company	72.1	11.7	Renowned lingerie and fashion brand.
G&L Musical Instruments	Instrument company	51.3	11.5	Maker of electric guitars and basses.
Gap Inc.	Clothing retail company	53.3	11.1	Global clothing and accessories retailer.
O2	Telecommunications company	6.7	10.9	Telecommunications brand and company operating in europe.
Washburn Guitars	Instrument company	88.1	10.6	Historic american instrument manufacturer.
Flannels	Retail company	94.3	10.5	Uk luxury fashion retail chain.
Tailscale	Software company	84.3	10.2	Secure network connectivity software.
Orvis	Retail company	-4.2	9.5	Retail company specializing in high-quality fishing, hunting, and sporting goods.
Guess	Clothing company	51.1	8.7	Global clothing brand known for its denim apparel.
Under Armour	Sportswear company	61.0	8.7	Sportswear and apparel company.
Hanesbrands	Clothing company	237.0	8.5	Global clothing manufacturer.
Madhappy	Company	21.2	8.5	Lifestyle and apparel brand promoting mental health awareness.
Bulgari	Jewellery company	-0.5	7.5	Luxury jewelry and goods brand from italy.
Icebreaker	Clothing company	51.7	7.4	Clothing brand known for merino wool apparel.
IBM	Technology corporation	29.2	7.2	Global technology and consulting company.
Tiffany & Co.	Jewelry stores company	24.6	7.2	Luxury jewelry and specialty retailer.
Eneba	Company	23.4	6.9	
Numismatic Guaranty Company	Collectable company	21.9	6.9	NGC is a leading third-party coin grading service.

2. Google Trends All Trending Companies - 2W Delta (as of 11-12-2023, 13weeks YoY, part 4)

Company name	Type	Pop. Growth	Growth change	Description
Minolta	Manufacturing company	30.5	6.6	Minolta was a Japanese manufacturer of cameras and imaging equipment.
Express	Retail company	-11.5	6.4	Retail company specializing in apparel and accessories.
Restream	Software company	11.5	6.3	Multi-streaming service for broadcasting content.
CELINE	Fashion company	44.6	6.2	Luxury french fashion brand.
ChargePoint, Inc.	Company	37.2	5.4	
FAO Schwarz	Toy company	40.1	5.4	Iconic toy retailer known for high-quality toys and unique shopping experiences.
Sega	Video game company	8.6	5.3	Japanese video game developer and publisher.
Nutrien	Agriculture company	51.0	5.2	Global provider of agricultural products and services.
Okta	IT service management company	26.4	5.1	Identity management service provider.
Robert Bosch	Engineering company	61.3	5.1	Robert Bosch GmbH is a global engineering and electronics company.
SureFire	Lighting company	46.3	5.1	Brand known for high-quality illumination tools and tactical products.
Chanel	Fashion company	-7.2	5.0	Luxury fashion company known for haute couture, perfume, and accessories.
Marks & Spencer	Retail company	16.8	5.0	Uk-based retail company.
Thai Airways International	Airline	-4.5	5.0	Thai Airways is Thailand's flag carrier airline, operating globally.
Yves Saint Laurent	Fashion company	102.2	5.0	Luxury fashion brand known for haute couture and ready-to-wear.
Capital Group Companies	Financial services company	24.4	4.6	An investment firm offering financial services globally.
Van Cleef & Arpels	Jewelry company	116.4	4.6	A luxury jewelry, watch, and perfume company.
Moncler	Fashion company	92.7	4.2	Luxury fashion brand known for its skiwear.
Celebrity Cruises	Travel company	32.9	3.8	Premium cruise line known for upscale ships and exotic destinations.
Canva	Graphic design company	59.9	3.7	Online platform for graphic design and visual content creation.
Humana	Company	22.0	3.7	Health insurance company based in the united states.
Brighton Collectibles	Accessories retail company	36.3	3.3	Retailer of women's accessories and jewelry.

2. Google Trends All Trending Companies - 2W Delta (as of 11-12-2023, 13weeks YoY, part 5)

Company name	Type	Pop. Growth	Growth change	Description
National Healthcareer Association	Healthcare company	21.7	3.1	Certification body for healthcare workers.
Depop	Company	29.2	3.0	Peer-to-peer social shopping app focused on secondhand fashion.
Empower	Financial services company	41.8	2.3	Financial services company offering retirement solutions.
IONOS	Company	27.2	2.3	Web hosting and cloud services company.
Institute of Electrical and Electronics Engineers	Professional organizations company	20.9	2.0	Global association advancing technology for humanity.
rewardStyle, Inc.	Company	46.3	1.8	Monetization platform for fashion influencers.
Philips	Multinational conglomerate corporation	46.4	1.5	
CVS Caremark	Healthcare company	23.3	1.4	Healthcare and pharmacy benefits company.
Welch's	Food company	236.9	1.3	Food company known for grape-based products.
Dell	Technology company	34.8	1.1	Multinational technology company known for computers and it services.
Siemens	Automation company	39.7	1.0	Global industrial manufacturing company.
Hostinger	Company	96.4	0.9	Web hosting provider and domain registrar.
Bet365	Gambling company	74.4	0.5	Online gambling company offering sports betting and casino games.
DailyPay	Financial services company	21.0	0.5	Financial service offering earned wage access.
San Francisco Ballet	Ballet company	21.6	0.5	A premier ballet company based in San Francisco, known for artistic performances.
Milanote	Software company in the City of Melbourne,	26.3	0.4	Tool for organizing creative projects.
Arturia	Music company	38.8	0.3	French company known for music production tools.
Blue Cross Blue Shield Association	Professional organizations company	28.0	0.0	A federation of 35 U.S. health insurance companies.
Databricks	Software company	36.1	0.0	Data analytics platform founded by the creators of apache spark.
Charles Schwab Corporation	Financial services company	77.5	-0.7	A leading investment firm offering brokerage and banking services.
Hims	Telehealth company	21.0	-0.7	Telehealth company offering prescription and otc health products.
Leatherman	Manufacturing company	40.2	-0.7	Brand known for multi-tools and knives.

2. Google Trends All Trending Companies - 2W Delta (as of 11-12-2023, 13weeks YoY, part 6)

Company name	Type	Pop. Growth	Growth change	Description
Versace	Fashion company	164.1	-0.8	Luxury fashion brand known for bold designs.
NSF International	Company	25.7	-1.0	Global public health and safety organization.
MediaTek	Semiconductor company	20.7	-1.1	Global semiconductor company specializing in chipset solutions.
Transdev	Public transport company	115.8	-1.2	Multinational public transport company.
OnTrac	Company	60.3	-1.3	Logistics company offering regional shipping services.
Scentbird	Company	42.0	-1.4	Subscription-based fragrance company.
Freepik	Company	40.3	-1.6	Digital platform offering graphic resources.
ZeroTier	Software company	21.5	-1.6	Software company offering a global area networking service.
Wrangler	Jeans company	28.3	-1.7	Brand known for its durable denim jeans.
Autobuses de Oriente	Company	125.0	-2.2	A Mexican bus company providing regional transportation services.
Digikala	E-commerce company	69.5	-2.2	Iran's largest online retail platform.
Briggs & Riley	Retail company	66.6	-2.6	Company known for high-quality luggage.
Optum	Healthcare company	66.6	-3.2	Health services and innovation company.
Diesel	Clothing company	76.8	-3.5	Italian clothing company known for denim and casual wear.
Cettire	Company	41.9	-4.0	Online luxury fashion retailer.
Replit	Software company	26.7	-4.0	Online ide supporting multiple programming languages.
Tazo	Beverage production company	159.7	-4.3	Brand of tea and herbal beverage products.
All Nippon Airways	Airline	21.4	-4.4	Japan's largest airline, known for global & domestic flights.
King Arthur Baking Company	Food company	23.8	-4.5	An American supplier of flour, ingredients, baking mixes, and kitchen tools.
Creative Fabrica	Company	42.8	-5.6	
MSC Cruises	Company	30.4	-6.5	Global cruise line offering sea travel.
Vercel	Web hosting service company	106.6	-7.8	Cloud platform for static sites and serverless functions.

2. Google Trends All Trending Companies - 2W Delta (as of 11-12-2023, 13weeks YoY, part 7)

Company name	Type	Pop. Growth	Growth change	Description
FedEx Ground	Transport company	51.7	-7.9	Package shipping service specializing in ground transportation.
Hugging Face	AI company	144.0	-9.4	Ai research company specializing in natural language processing.
Columbia Sportswear	Outerwear company	174.5	-11.0	Outdoor apparel and footwear company.
Duluth Trading Company	Clothing company	25.5	-11.0	US-based workwear and accessories retailer.
Yogi Tea	Company	68.3	-11.7	Brand of herbal and green teas.
Eurostar	Railway company	42.4	-15.2	High-speed train service linking uk and mainland europe.
Ricola	Company	163.1	-17.8	Swiss manufacturer known for herbal cough drops and breath mints.
Regence BlueCross BlueShield of Oregc	Insurance company	68.8	-22.1	A health insurance provider in Oregon, part of the Blue Cross Blue Shield Association.
Valvoline Instant Oil Change	Automobile company	318.5	-76.8	A service for quick oil changes by Valvoline company.
Mission Lane	Company	224.4	-86.2	Fintech company offering credit cards and financial services.

3. Google Trends All Trending Topics USA - 2W Delta (as of 11-12-2023, 13weeks YoY, part 1)

Company name	Type	Pop. Growth	Growth change	Description
Closed-circuit television camera	Topic	1452.9	197.6	A security device for monitoring and recording video in a private area.
gta 6	query	246.7	167.0	Upcoming action-adventure game by rockstar games.
Modern Language Association	Professional association	726.9	73.6	An association for scholars of language and literature.
Dragon's Dogma	Online game	111.9	69.2	Action RPG game by Capcom set in a high fantasy world.
World of Warcraft Classic	Video game	99.3	62.2	A MMORPG by Blizzard, reviving the original WoW experience.
Gilded Age	Topic	220.5	57.0	Late 19th-century era of rapid economic growth in the US.
Cryptocurrency trading	Topic	131.7	53.7	Buying, selling, and exchanging digital currencies on platforms.
peter griffin	query	27.9	53.6	Fictional character from the animated tv show family guy.
Latkes	Food	70.4	50.4	Latkes are traditional Jewish potato pancakes, often served during Hanukkah.
menorah	query	57.7	47.8	A menorah is a candelabrum with seven or nine branches used in Jewish worship.
haliburton	query	132.4	47.3	Energy services company in the oil industry.
fortnite	query	93.8	44.5	Popular online multiplayer game by epic games.
Tyrese Haliburton	American basketball point guard	155.3	42.8	Nba player for the indiana pacers.
United Healthcare	Topic	177.8	31.5	Health insurance provider.
Women's Shoe	Topic	187.2	29.2	Footwear designed specifically for women, often varying in style, design, and purpose.
Fortnite Battle Royale	Online game	122.3	28.0	A multiplayer shooter game by Epic Games in the battle royale genre.
COS	Topic	83.7	27.5	Fashion brand by h&m focused on modern, functional, considered design.
UnitedHealthcare Inc	Company	169.3	27.3	UnitedHealthcare is a health insurance provider.
VAIO	Topic	168.5	23.4	Brand of personal computers and electronics.
Hooda Math	Website	154.1	22.0	Educational platform offering math games.
1v1 lol	query	56.1	21.5	'1v1 lol' is an online game simulating a one-on-one battle arena.
Eight Sleep	Topic	101.6	21.1	Company specializing in sleep technology products.

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

Company name	Type	Pop. Growth	Growth change	Description
btc price	query	27.2	21.0	The current market value of Bitcoin, a digital cryptocurrency.
bruce brown	query	102.6	20.8	Bruce Brown may refer to a person's name or a related entity.
Blindfold	Topic	99.7	20.3	A blindfold is a cover worn over the eyes to block vision.
Gecko Labs	Chain	4.1	19.5	Technology company specializing in software solutions.
Jesus calling	Book by Sarah Young	23.3	18.9	A devotional book by Sarah Young.
fisker stock	query	34.9	18.1	Equity shares of Fisker Inc., an electric vehicle manufacturer.
Ornament	Art	-43.1	16.6	Ornament: a decorative object or design, often used to embellish.
President	Corporate title	20.2	15.4	A 'President' is a top executive role in companies or head of state in politics.
Queue	Abstract data type	-5.3	14.7	A Queue is a linear data structure for FIFO processing.
Lung disease	Disease	189.1	14.5	Lung disease refers to disorders affecting the lungs.
Eau de Cologne	Topic	92.2	13.6	A light, citrus-based fragrance originating from Cologne, Germany.
coin market cap	query	-7.5	13.4	Coin market cap refers to the total value of a cryptocurrency, calculated by multiplying its price by its circulating supply.
Hawaiian Airlines	Topic	7.7	13.3	Commercial airline company based in hawaii, usa.
Battle pass	Topic	2.3	13.0	A 'Battle pass' is a monetization model offering rewards for game progression.
Waistcoat	Garment	74.5	12.8	A sleeveless upper-body garment, often worn over a shirt.
Quicken	Software	9.3	12.4	Personal finance software by intuit.
Cult	Topic	20.0	12.2	A cult is a group with shared, extreme beliefs, often religious or spiritual, led by a charismatic figure.
Keto Apple Cider Vinegar Gummies	Food	114.1	11.9	Dietary gummies combining keto-friendly sweeteners with apple cider vinegar.
BPC-157	Topic	127.0	11.6	Synthetic peptide with potential healing properties.
Open-source software	Copyright license	30.0	11.1	Software with source code freely available for modification and distribution.
pacers	query	31.6	10.8	Pacers refer to the Indiana Pacers, a professional basketball team in the NBA.
reduction	Topic	240.2	10.3	Process of decreasing or lessening something.

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

Company name	Type	Pop. Growth	Growth change	Description
Self Portrait	Fashion brand	4.3	10.3	Fashion brand known for contemporary women's clothing.
Wide-leg jeans	Topic	27.0	10.2	Wide-leg jeans are a style of trousers that flare out from the waist, popular in fashion.
interstitial lung disease	query	11.1	9.2	A group of lung disorders causing scarring of lung tissues.
Pneumonia	Condition	10.7	9.1	Infection that inflames air sacs in one or both lungs.
Smart plug	Topic	51.6	8.9	A smart plug is a device that allows remote control of appliances via app.
Azzaro	Fashion brand	95.5	8.7	Luxury fashion brand known for fragrances and apparel.
crypto coin	query	-16.6	8.6	A digital or virtual currency using cryptography for security.
LEGO	Topic	24.5	8.1	Line of plastic construction toys produced by the lego group.
Trailer	Promotion	-9.0	8.1	A trailer is a preview or advertisement for a film or TV show.
Napkin holder	Topic	-7.9	7.9	A napkin holder is a device used to store and dispense napkins.
Crew neck	Topic	184.9	7.6	A crew neck is a type of shirt or sweater with a round, collarless neckline.
bahamas	query	2.0	7.2	The Bahamas is an archipelago of islands in the Atlantic, known for tourism.
lenovo pc	query	32.8	7.0	Lenovo PC refers to personal computers manufactured by Lenovo, a global technology company.
krampus	query	1.5	6.9	Folkloric creature associated with christmas in central european culture.
Dice	Topic	26.9	6.4	Dice are small, throwable objects with marked sides that indicate random numbers.
Shooter game	Topic	35.7	6.2	A genre of video games focusing on weapon-based combat.
Robe	Garment	100.9	5.7	A robe is a loose-fitting outer garment.
Committee	Topic	16.9	5.5	A committee is a group of people delegated to consider, investigate, and act on matters.
Whooping cough	Disease	-4.4	5.4	Highly contagious respiratory infection caused by the bacterium bordetella pertussis.
clover bracelet	query	204.9	4.6	A 'clover bracelet' is jewelry featuring clover-shaped charms.
polo bear	query	23.4	3.9	Mascot for ralph lauren's clothing line.
Aparat	Website	62.9	3.8	Iranian video sharing service.

3. Google Trends All Trending Topics USA - 2W Delta (as of 11-12-2023, 13weeks YoY, part 4)

Company name	Type	Pop. Growth	Growth change	Description
Bone health	Ill health	29.0	3.7	Bone health refers to the strength and density of bones.
Scarf	Clothing	33.6	3.0	A scarf is a piece of fabric worn around the neck for warmth, style, or religious reasons.
BEARPAW	Brand	25.8	2.9	Footwear brand known for sheepskin boots and slippers.
Ghirardelli Chocolate Company	Chocolate and cocoa products company	37.6	2.8	A historic American chocolatier founded in 1852.
Silver	Chemical element	22.6	2.8	
Wrapping Paper	Topic	95.3	2.7	Decorative material for covering or adorning gifts.
C&A	Topic	48.4	2.4	
Eau de Parfum	Topic	63.4	2.4	A fragrance with 15-20% perfume oil concentration.
libre ysl	query	27.7	2.3	'Libre YSL' is a fragrance by Yves Saint Laurent.
codon	Topic	29.1	2.2	A codon is a sequence of three DNA or RNA nucleotides that corresponds with a specific amino acid or stop signal during protein synthesis.
Perfume	Topic	40.8	2.0	Aromatic liquid typically made from essential oils for body scent.
Home Assistant	Software	24.3	1.9	Open-source home automation platform running on Python 3.
Sound board	Music	146.8	1.9	A sound board is a device or software for mixing audio signals, used in music production and live performances.
Sport coat	Topic	31.4	1.8	A sport coat is a tailored jacket for men, similar to a blazer, but less formal.
Puzzle	Game genre	30.6	1.7	A puzzle is a game or problem testing ingenuity or knowledge.
Light therapy	Topic	68.1	1.5	Light therapy involves exposure to specific light wavelengths to treat various conditions.
Mesozoic	Geologic period	20.6	1.4	The Mesozoic is a geologic period from 252 to 66 million years ago.
Ballet	Topic	24.8	1.2	Classical dance form characterized by grace and precision of movement.
CUDA	Computer application	24.9	1.0	Nvidia's parallel computing platform and api.
roth ira	query	24.9	0.8	A Roth IRA is a tax-advantaged retirement savings account.
Cell signaling	Topic	31.7	0.7	Process by which cells communicate and coordinate actions.
Swarovski	Fashion brand	29.7	0.6	Austrian producer of glass known for its cut crystal and jewelry.

3. Google Trends All Trending Topics USA - 2W Delta (as of 11-12-2023, 13weeks YoY, part 5)

Company name	Type	Pop. Growth	Growth change	Description
Xiaohongshu	Company	93.4	0.6	Chinese social media and e-commerce platform.
Cinnamoroll	Topic	181.0	-1.3	Cute, fluffy dog character created by sanrio.
Oxidation state	Topic	87.4	-2.6	Oxidation state indicates the degree of oxidation of an atom in a compound.
adidas Originals Gazelle	Shoes	328.5	-8.5	The adidas Originals Gazelle is a classic, retro-style sneaker.
Divar	Company	94.5	-10.7	Online classifieds platform in iran.
Short run	Topic	125.9	-11.2	Short run refers to a period where some factors are fixed in economics.
Medline	Topic	54.2	-13.5	Database of biomedical literature.
Dryer Sheet	Topic	255.2	-16.9	A fabric care product used in dryers to reduce static and add fragrance.
Guess	Topic	51.5	-18.2	Global lifestyle brand known for its trendy apparel and accessories.
Sweatshirt	Topic	217.1	-22.8	A sweatshirt is a long-sleeved, pullover garment, typically made of cotton or a blend, designed for warmth and comfort.
JCPenney Portraits	Topic	73.9	-23.2	In-studio photography service offered by JCPenney.
Diesel	Topic	77.8	-27.5	Fuel type derived from petroleum, used in diesel engines.
Synology	Topic	334.5	-29.0	
Bausch & Lomb	Topic	140.7	-29.1	Global company specializing in eye health products.
Humana	Topic	52.2	-29.8	
Dihydrogen	Chemical compound	77.9	-38.3	Chemical name for molecular hydrogen (h2).
GE	Topic	129.0	-45.0	Multinational conglomerate known for its diverse industrial products.
Summer Fridays Lip Butter Balm	Lip balm	641.1	-46.8	A hydrating lip balm by Summer Fridays for skincare.
Artificial intelligence	Field of study	266.7	-54.2	AI is the simulation of human intelligence in machines.
ai	query	273.9	-55.5	AI, or artificial intelligence, is the simulation of human intelligence in machines.
rizz	query	125.4	-58.2	
UGG Tasman	Shoes	161.9	-60.7	Slip-on suede shoe with sheepskin lining, by ugg brand.

3. Google Trends All Trending Topics USA - 2W Delta (as of 11-12-2023, 13weeks YoY, part 6)

Company name	Type	Pop. Growth	Growth change	Description
Saint Laurent	Topic	152.1	-62.2	Luxury fashion brand known for its modern and iconic pieces.
free ai	query	495.6	-161.0	'Free AI' refers to artificial intelligence resources available at no cost.
Published	Topic	634.6	-222.1	The term 'Published' refers to content made publicly available.
chat got	query	1347.2	-536.5	'Chat got' may refer to a typo or shorthand for 'chatbot', an AI conversational agent.

4. Google Trends Industries USA - 2W Delta (2023-12-11, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Retail	-4.8%	21.7%	topics: Job;Company;Business;Vendor;Point of sale;Supply chain queries: retail;what retail stores are open today;retail stores open on thanksgiving; what retail stores are open on thanksgiving
Outlet store	53.4%	9.3%	topics: Coach;Coach New York;Tapestry;Vineyard Vines
Credit card	-7.0%	7.2%	topics: Credit
Jacket	55.4%	6.7%	
Retirement home	35.1%	5.6%	queries: retirement;senior housing;retirement home
Clog	7.3%	5.4%	queries: clogs;shoes;slippers;boston birkenstock
Moisturizer	49.7%	5.3%	
Investment fund	41.0%	5.0%	topics: Mutual fund;Investment;Index fund queries: stock;etf;money market fund;schwab
Mutual fund	-32.3%	4.5%	topics: Investment fund;Beta;just;Income tax queries: what is mutual fund;index fund;bond
Computer monitor	-12.3%	4.0%	
Down jacket	0.8%	3.9%	

4. Google Trends Industries USA - 2W Delta (2023-12-11, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Baby transport	-20.6%	3.7%	topics: Baby Jogger City Mini GT2 Double;Baby Jogger, LLC;Work
Enterprise Resource Planning	6.0%	3.5%	topics: Software;System;Management
Sony PlayStation	31.5%	3.5%	queries: playstation;playstation 5;playstation portal
Genetic testing	42.6%	3.3%	topics: DNA;Genetics;Ancestry
Freight transport	-3.1%	3.2%	queries: shipping;is shipment in mw3;uni global standard shipping
Glasses	10.5%	3.0%	queries: glasses;eyeglasses;eye glasses
Action camera	-1.3%	3.0%	topics: AKASO EK7000;Budget;Photographic filter queries: action camera;action camera black friday deals;insta360 x3
Game controller	11.7%	2.9%	topics: Xbox;PlayStation 5;DualSense;PlayStation 5 Slim;Wii U Pro Controller queries: controller;xbox chocolate controller
Payment	3.2%	2.7%	topics: Credit;Tax;Credit card queries: pay;payment;payment calculator
Self storage	21.7%	2.6%	topics: StorageTreasures.com;Auction queries: storage;container store;woman found dead in storage unit; upcoming storage unit auctions near me
Clothing	-1.5%	2.5%	queries: clothes;apparel;baby clothes

4. Google Trends Industries USA - 2W Delta (2023-12-11, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Ferry	32.6%	2.4%	topics: Island;Seattle;Capsizing;Alameda;Isla Mujeres queries: ferry;bahamas;ferry bahamas;washington ferry
Tool	-11.5%	2.3%	queries: tools;dewalt black friday deals;milwaukee tools black friday; black friday tool deals
Health Insurance	-0.7%	2.3%	topics: Insurance;Health;Medicine queries: insurance;health insurance;kranken