

# **ASTUTEX TRENDSPOTTING**

**December 18, 2023**

1. Trending Searches Last 7 Days (2023-12-17, Regions: US, CA, GB, AU) (2023-12-17)



## 2. Google Trends All Trending Companies - 2W Delta (as of 18-12-2023, 13weeks YoY, part 1)

Company name	Type	Pop. Growth	Growth change	Description
Grant Thornton LLP	Accounting company	121.6	130.2	Global accounting and advisory firm.
Salvatore Ferragamo S.p.A.	Fashion company	258.0	79.5	Italian luxury fashion company known for crafted footwear.
Capita	Business process outsourcing company	951.1	76.1	Uk-based company offering outsourcing and consulting services.
Valentino	Fashion company	438.4	72.1	Luxury fashion brand and company known for haute couture.
Epic Games	Video game company	160.7	64.1	Video game and software developer known for fortnite.
New Era Cap Company	Apparel company	251.9	61.6	Headwear manufacturer known for its sports caps.
Dior	Fashion company	196.6	50.0	Luxury fashion brand known for haute couture, ready-to-wear, and accessories.
Avalanche	Blockchain platform	37.3	48.5	Decentralized blockchain platform for dapps and custom blockchain networks.
Academy Sports + Outdoors	Retail company	105.3	44.7	Retail chain selling sporting goods.
WeatherTech	Company	77.3	39.8	Brand known for custom-fit automotive accessories.
The Lego Group	Toy company	146.2	33.9	A Danish toy production company known for its interlocking plastic bricks.
C&A	Retail company	133.0	33.0	International chain of fast-fashion retail stores.
Hallmark	Manufacturing company	84.5	30.9	Company known for greeting cards and media production.
JNCO	Company	132.1	29.4	Clothing brand known for wide-leg jeans.
Solana	Blockchain platform	17.2	25.8	High-performance blockchain supporting decentralized apps.
Broadcom Inc	Semiconductor manufacturing company	157.4	20.2	Global semiconductor company.
Gemini	Company	-56.0	20.1	Gemini is a cryptocurrency exchange and custodian.
Prada	Fashion company	181.8	19.2	Italian luxury fashion company known for designer clothing and accessories.
Acne Studios	Fashion company	52.0	18.4	Swedish luxury fashion brand and company.
UnitedHealthcare Inc	Company	178.3	17.5	UnitedHealthcare is a health insurance provider.
Hugo Boss	Fashion company	64.5	17.5	Global fashion brand known for premium apparel.
Polk Audio	Home electronics company	11.2	17.3	Manufacturer of audio products known for speakers and soundbars.

## 2. Google Trends All Trending Companies - 2W Delta (as of 18-12-2023, 13weeks YoY, part 2)

Company name	Type	Pop. Growth	Growth change	Description
Helzberg Diamonds	Retail company	47.5	13.3	Jewelry retailer in the united states.
Porsche	Automobile manufacturer	23.0	13.1	German automobile manufacturer specializing in high-performance sports cars, suvs, and sedans.
State Street Corporation	Financial services company	8.3	12.3	Global financial services and bank holding company.
Skechers USA Inc	Footwear company	57.0	12.0	Global footwear company.
O2	Telecommunications company	9.6	11.8	Telecommunications brand and company operating in europe.
Lanvin	Fashion company	33.1	11.5	High-end french fashion brand known for luxury clothing and accessories.
Trader Joe's	Grocery store company	77.6	11.4	Us grocery store chain offering unique foods.
Dolce & Gabbana	Fashion company	132.6	11.2	Italian luxury fashion house known for apparel and accessories.
GovX	Company	28.1	10.5	Online shopping site for military and government personnel.
Zara	Retail company	27.3	10.5	Global fashion retail brand known for trendy apparel.
Aston Martin	Car manufacturer	37.0	10.4	British luxury car manufacturer known for sports cars.
Netskope, Inc	Software company	15.9	10.3	Cloud security company.
Van Cleef & Arpels	Jewelry company	141.7	10.1	A luxury jewelry, watch, and perfume company.
China Post	Financial services company	22.9	9.5	Official postal service of china, providing mail delivery and financial services.
Snap-on	Manufacturing company	73.8	8.0	Company known for high-quality tools and equipment.
Opera Software	Software company	4.6	8.0	Company known for its web browsers.
Unblocked Games FreezeNova	Video game developer	76.3	8.0	A developer of accessible browser-based games.
Minolta	Manufacturing company	32.3	7.6	Minolta was a Japanese manufacturer of cameras and imaging equipment.
Salesforce Marketing Cloud	Marketing automation company	24.0	7.0	A digital marketing platform by Salesforce.
Canva	Graphic design company	65.9	6.7	Online platform for graphic design and visual content creation.
Tiffany & Co.	Jewelry stores company	29.2	6.6	Luxury jewelry and specialty retailer.
LeapFrog	Toy company	136.9	6.6	Company known for educational toys and games.

## 2. Google Trends All Trending Companies - 2W Delta (as of 18-12-2023, 13weeks YoY, part 3)

Company name	Type	Pop. Growth	Growth change	Description
McLaren Automotive	Automotive manufacturer	63.4	6.5	McLaren Automotive is a British sports car manufacturer.
Thai Airways International	Airline	-4.4	6.4	Thai Airways is Thailand's flag carrier airline.
Bulgari	Jewellery company	0.8	6.4	Luxury jewelry and goods brand from italy.
Casio	Electronics company	134.7	6.3	Japanese electronics company known for watches and calculators.
Chanel	Fashion company	-4.0	6.2	Luxury fashion company known for haute couture, perfume, and accessories.
Manulife	Insurance company	13.6	6.1	Global financial services group offering insurance and wealth management.
Principal	Insurance company	0.8	5.6	Global financial investment management and insurance company.
Charles Schwab Corporation	Financial services company	81.1	5.4	A leading investment firm offering brokerage and banking services.
Versace	Fashion company	138.0	5.3	Luxury fashion brand known for bold designs.
Guess	Clothing company	52.6	4.3	Global clothing brand known for its denim apparel.
Freightliner Trucks	Manufacturing company	50.4	4.1	Leading manufacturer of heavy-duty trucks.
Under Armour	Sportswear company	69.0	2.8	Sportswear and apparel company.
GMC	Automotive manufacturer	226.1	2.7	American automotive manufacturer known for trucks and suvs.
Puma	Design company	48.1	2.5	Global athletic brand known for sportswear and footwear.
Toast, Inc.	Financial services company	31.6	2.0	Cloud-based restaurant software company.
CUNA Mutual Group	Insurance company	118.2	2.0	Provider of financial services to credit unions and their members.
Chobani	Company	31.2	1.9	Company known for its greek yogurt and other dairy products.
McFarlane Toys	Toy company	22.0	1.9	Creator of detailed action figures and collectibles.
Empower	Financial services company	41.2	1.8	Financial services company offering retirement solutions.
Paylocity	Software company	27.8	1.6	Provider of cloud-based payroll and hr software solutions.
Hostinger	Company	94.6	1.5	Web hosting provider and domain registrar.
BandLab Technologies	Music company	21.6	1.5	Digital music company.

## 2. Google Trends All Trending Companies - 2W Delta (as of 18-12-2023, 13weeks YoY, part 4)

Company name	Type	Pop. Growth	Growth change	Description
Hims	Telehealth company	22.8	1.2	Telehealth company offering prescription and otc health products.
Ghirardelli Chocolate Company	Chocolate and cocoa products company	38.7	1.1	A historic American chocolatier founded in 1852.
Wrangler	Jeans company	22.5	0.2	Denim jeans brand owned by kontoor brands.
Leatherman	Manufacturing company	43.3	0.2	Brand known for multi-tools and knives.
Blue Cross Blue Shield Association	Professional organizations company	24.0	-0.3	A federation of 35 U.S. health insurance companies.
Jomashop	Watch company	28.0	-0.6	Online retailer of luxury watches and accessories.
Optum	Healthcare company	48.2	-3.8	Health services and innovation company.
United Concordia Companies, Inc.	Insurance company	43.3	-4.0	United Concordia is a dental insurance provider in the health industry.
Duluth Trading Company	Clothing company	29.6	-4.3	US-based workwear and accessories retailer.
King Arthur Baking Company	Food company	22.5	-5.3	An American supplier of flour, ingredients, baking mixes, and kitchen tools.
Ascension	Healthcare company	20.9	-5.3	Non-profit healthcare organization.
All Nippon Airways	Airline	21.7	-5.7	Japan's largest airline, known for global & domestic flights.
OnTrac	Company	59.9	-6.1	Logistics company offering regional shipping services.
Tazo	Beverage production company	155.4	-6.7	Brand of tea and herbal beverage products.
FedEx Ground	Transport company	48.2	-8.0	Package shipping service specializing in ground transportation.
Vercel	Web hosting service company	98.9	-9.1	Cloud platform for static sites and serverless functions.
LATAM Airlines	Airline	150.1	-11.6	South american airline holding company.
Osiris Shoes	Skateboard company	58.9	-18.7	Skateboarding footwear brand known for its innovative designs.
Panasonic	Electronics company	701.4	-36.4	Multinational electronics corporation based in japan.
FSA Store	Company	47.5	-39.4	An online retailer specializing in Flexible Spending Account eligible products.
Mission Lane	Company	177.7	-82.0	Fintech company offering credit cards and financial services.
OppFi	Company	994.0	-133.6	Fintech platform offering accessible financial services.

## 2. Google Trends All Trending Companies - 2W Delta (as of 18-12-2023, 13weeks YoY, part 5)

Company name	Type	Pop. Growth	Growth change	Description
Metro by T-Mobile	Wireless company	213.8	-192.0	Prepaid wireless service provider.
FTMO	Trade company	220.8	-210.2	Proprietary trading firm offering funding to traders.
Carelon	Company	2340.0	-617.2	Healthcare company providing various medical services.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 1)

Topic name	Type	Pop. Growth	Growth change	Description
Wonka	Film	1712.5	783.9	Upcoming film exploring willy wonka's origins, related to warner bros.
Starface World	Topic	1763.6	398.2	
ire	query	251.2	251.2	Intense anger or wrath.
joe flacco	query	281.8	240.3	Professional american football quarterback.
Sod	Topic	86.6	75.6	Section of grass-covered soil held together by roots.
bubble skincare	query	2428.5	70.8	Bubble skincare refers to a brand offering gentle, acne-targeted products.
Amazon Luna	Topic	142.7	63.1	Cloud gaming service by amazon.
Latkes	Food	91.4	61.6	Latkes are traditional Jewish potato pancakes, often served during Hanukkah.
zekrom	query	24.1	55.0	Legendary dragon/electric-type pokmon from the pokmon series.
def leppard	query	20.3	44.7	British rock band formed in 1977.
Emote	Topic	166.6	37.8	An emote is a way to express emotions digitally, often as an animated icon.
tyreek hill	query	92.3	36.8	Professional nfl wide receiver.
bard	query	309.8	31.5	A bard is a historical storyteller, poet, or musician.
hooda math	query	181.9	24.6	Educational platform offering math games.
Blindfold	Topic	107.6	20.9	A blindfold is a cover worn over the eyes to block vision.
lego	query	32.4	18.2	Line of plastic construction toys produced by the lego group.
norton lifelock	query	52.9	16.2	Cybersecurity brand offering anti-virus and identity theft protection.
Synology	Corporation	-48.3	14.7	Company known for network-attached storage (nas) devices.
Vocal music	Type of music	27.3	14.7	Music genre with singing as the primary focus.
minecraft lego	query	4.9	14.2	Line of lego sets themed around the minecraft video game.
Harvard University	Private university in Cambridge,	27.8	14.1	Prestigious Ivy League university in Cambridge, MA.
hims	Topic	-62.1	13.5	Telehealth company offering prescription and otc health products.



### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 2)

Topic name	Type	Pop. Growth	Growth change	Description
911 gt3 rs	query	211.8	13.4	The 911 GT3 RS is a high-performance sports car by Porsche.
Women's Apparel	Topic	-47.0	12.6	Clothing designed for women, often influenced by fashion trends.
Muscle	Topic	275.7	12.0	Tissue that contracts to produce movement.
Editor	Occupation	57.4	9.9	An editor refines content for publication across various media.
Warframe	Game series	753.7	9.9	Free-to-play action game by digital extremes.
porsche 911	query	75.4	9.5	The 'Porsche 911' is a renowned sports car series by Porsche AG.
Erewhon Market	Supermarket chain	76.6	9.4	Upscale american organic grocery store chain.
Sundowning	Disease	30.2	9.4	Symptom of dementia causing confusion in the evening.
canva print	query	62.5	9.1	Service for printing designs created on the canva platform.
Affliction	Topic	24.8	8.4	Affliction refers to a state of pain, distress, or grief.
Xbox Cloud Gaming	Game console	42.9	8.4	Cloud-based service for streaming Xbox games.
Photoreceptor cell	Topic	-8.2	8.0	Photoreceptor cells are neurons in the retina that convert light into signals.
Footwear	Garment	45.5	7.9	Footwear refers to garments worn on the feet, primarily for protection and comfort.
sanrio characters	query	65.1	7.7	Sanrio characters are a lineup of cute mascots from the Japanese company Sanrio.
Napkin holder	Topic	-5.5	7.2	A napkin holder is a device used to store and dispense napkins.
Valentino	Fashion brand	22.6	6.6	Luxury fashion brand and company known for haute couture.
pertussis	query	13.8	6.2	Pertussis, also known as whooping cough, is a highly contagious respiratory disease.
Slingback	Shoe	70.1	6.0	A slingback is a type of woman's shoe with a strap around the heel.
Software engineer	Career	-5.1	6.0	A professional who designs and builds computer software.
m3 g80	query	82.0	5.9	The 'm3 g80' refers to the BMW M3 model with the G80 designation.
MLA Handbook	Topic	-70.1	5.6	A guide for academic writing and citation standards.
Diamond	Topic	25.1	5.5	Hard, precious gemstone formed from carbon under high pressure and temperature.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 3)

Topic name	Type	Pop. Growth	Growth change	Description
opera download	query	23.9	5.4	Query for downloading the Opera web browser.
spt	query	57.7	4.8	SPT refers to Standard Penetration Test in geotechnical engineering.
Musical composition	Topic	80.4	4.7	The creation of original music, involving melody, harmony, and rhythm.
billie eilish perfume	query	69.1	4.5	A fragrance line by singer Billie Eilish.
BMW M3 (G80)	Car model	98.6	4.5	The BMW M3 (G80) is a high-performance luxury sedan by BMW M GmbH.
Parlay	Topic	32.7	4.4	Parlay refers to a cumulative series of bets in gambling or an act of using one's skills to increase advantage.
Hemoglobin	Protein	33.3	4.1	Protein in red blood cells that carries oxygen.
M340i	Topic	40.0	4.1	The M340i is a performance model of the BMW 3 Series.
sonography programs	query	70.7	4.1	Educational courses to learn ultrasound imaging.
highlander xle	query	24.7	3.4	The Highlander XLE is a mid-level trim of Toyota's SUV, featuring upgraded amenities.
pimple patches	query	43.2	3.2	Pimple patches are small adhesive treatments for acne.
correct grammar	query	53.1	2.9	Correct grammar refers to the set of rules governing language use.
Milliliter	Volume	71.9	2.9	A milliliter is a unit of volume equal to 1/1000th of a liter.
jardiance	query	45.1	2.8	Medication for type 2 diabetes, by boehringer ingelheim.
nfl stats	query	22.5	2.8	Statistical data on players, teams, and games in the National Football League.
Silver	Chemical element	20.8	2.7	Chemical element with symbol ag and atomic number 47, known for its conductivity and use in jewelry.
Lanvin	Topic	44.7	2.5	High-end french fashion brand known for luxury clothing and accessories.
The New York Times crossword puzzle	Topic	40.2	2.5	A daily puzzle published by The New York Times.
Video game modding	Topic	26.0	2.5	Altering game content for new gameplay.
schwab	query	59.4	2.3	Finance company specializing in brokerage services.
traductor inglÃ©s	query	48.6	2.3	A Spanish term for 'English translator', often referring to online translation services.
Vite	Topic	54.1	2.3	Modern frontend build tool.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 4)

Topic name	Type	Pop. Growth	Growth change	Description
Broker	Topic	28.7	2.1	A broker is an intermediary facilitating transactions between buyers and sellers.
true religion	query	55.1	2.1	Brand known for premium denim.
Respiration	Physiology	85.5	2.0	Biochemical process of energy production in cells.
Yield	Finance	25.1	1.8	Yield refers to the earnings from an investment, typically expressed as a percentage.
CarPlay	Topic	40.9	1.6	Apple's in-car platform for ios device integration.
Lego minifigure	Topic	55.3	1.5	A small, articulated figurine produced by LEGO for its construction sets.
ozempic cost	query	153.8	1.5	Price of the diabetes medication Ozempic.
Telecommunications	Professional field	39.6	1.5	The exchange of information over significant distances by electronic means.
Swarovski	Fashion brand	26.0	1.4	Austrian producer of glass known for its cut crystal and jewelry.
Mouse button	Topic	65.0	1.2	A mouse button is an input feature on a computer mouse, used for selection and interaction.
skincare products	query	37.3	1.2	Products formulated to maintain and improve skin health.
Grace period	Topic	30.1	1.1	A grace period is a set time after a deadline for a debt payment, during which a late fee is waived.
3D printing	Topic	22.5	0.9	A process of making three-dimensional objects from a digital file.
Private browsing	Topic	48.1	0.9	Web browsing mode that doesn't save user's activity.
Cell signaling	Topic	30.4	0.8	Process by which cells communicate and coordinate actions.
Adapter	Topic	21.8	0.7	A device for connecting pieces of equipment that cannot be connected directly.
essentials hoodie	query	49.2	0.7	A casual sweatshirt from the Fear of God Essentials clothing line.
Suspense	Topic	26.3	0.7	Genre creating tension, often in thriller or mystery.
Downloadable content	Topic	36.3	0.4	Digital media available for download, often as game or software add-ons.
Reddit	Website	21.5	0.4	Social news platform, hosting user-generated content and discussions.
amiri	query	37.5	0.2	Luxury fashion brand known for its high-end streetwear.
just because	query	20.8	0.1	Phrase used to explain actions done without specific reasons.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 5)

Topic name	Type	Pop. Growth	Growth change	Description
Over-the-counter drug	Medicinal	26.6	0.1	OTC drugs are medications available without a prescription, used for common ailments.
Chart	Topic	32.3	-0.1	A chart is a visual representation of data, used for analysis and communication.
culture kings	query	28.2	-0.1	Retailer specializing in streetwear and urban apparel.
pro club sweats	query	26.0	-0.2	Pro Club sweats are a line of sweatpants and sweatshirts.
dash	query	39.1	-0.3	Cryptocurrency focused on privacy and fast transactions.
Proton Mail	Topic	24.1	-0.5	Secure email service with end-to-end encryption.
yt	query	30.9	-0.5	'YT' often refers to YouTube, a video-sharing platform.
brain break	query	44.9	-0.6	Short mental rest periods during learning or work to improve focus.
national debt relief	query	47.0	-0.6	A service aiding individuals to reduce or restructure their debt.
Kurt Geiger	Topic	87.1	-0.7	British footwear and accessories retailer.
Grain	Food	35.5	-0.9	Grain refers to the seeds of cereal plants like wheat, rice, or corn, used as food.
kahoot join	query	81.7	-1.2	'Kahoot join' refers to the action of entering a game on the Kahoot! platform.
Physical activity	Topic	35.3	-1.2	
Bleeding	Topic	37.7	-1.3	Loss of blood from the circulatory system.
level learning	query	24.1	-1.3	Educational approach focusing on mastery at each stage.
magnesium oil	query	102.7	-1.4	Topical solution of magnesium chloride used for skin application.
parasites	query	25.4	-1.4	Organisms that live on or in a host, deriving nutrients at the host's expense.
Chrome Hearts	Topic	40.0	-1.8	Luxury biker-inspired lifestyle brand.
hello kitty	query	51.1	-2.0	Fictional character produced by the japanese company sanrio.
uggs	query	47.5	-2.3	UGGs are sheepskin boots originating from Australia, associated with UGG brand.
Next.js	Topic	53.7	-2.6	Open-source react framework for building web applications.
Lisdexamfetamine	Medication	44.0	-2.8	Stimulant medication for adhd and binge eating disorder.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 6)

Topic name	Type	Pop. Growth	Growth change	Description
facebook marketplace	query	54.2	-2.9	An online platform by Facebook for buying and selling goods.
Slipper	Shoe	23.5	-3.1	Slipper: A light, comfortable shoe typically worn indoors.
Subito	Topic	200.2	-3.2	Italian online marketplace for buying and selling goods and services.
Idiom	Topic	23.4	-3.7	An idiom is a phrase with a figurative meaning different from its literal meaning.
paraphrase tool	query	148.1	-3.7	A software that rewords text to avoid plagiarism.
carplay screen	query	52.9	-3.9	An interface display for Apple's CarPlay system in vehicles.
Sound board	Music	128.2	-4.2	A sound board is a device or software for mixing audio signals, used in music production and live performances.
Lexus	Car make	33.2	-4.3	Luxury vehicle division of the japanese automaker toyota.
Herbal tea	Beverage	28.4	-4.5	Beverage made from infusing herbs, spices, or other plant material.
Remote work	Topic	26.2	-4.8	Remote work refers to employment that is performed outside traditional office spaces.
Gingerbread	Food	27.3	-4.9	Sweet, spiced baked good often associated with holidays.
Real-Time Streaming Protocol	IP	28.5	-5.1	A protocol for controlling streaming media servers.
Fanatics	Topic	21.8	-5.6	Online retailer specializing in licensed sports merchandise.
Word embedding	Topic	70.2	-5.6	Technique in nlp for representing words as vectors.
New Balance	Topic	51.4	-6.0	Global athletic footwear and apparel company.
A Bathing Ape	Topic	22.3	-6.1	Japanese streetwear clothing brand.
Marni	Fashion brand	36.4	-6.6	Italian luxury fashion brand known for eclectic designs.
maison mihara	query	161.8	-6.8	Maison Mihara Yasuhiro is a fashion brand known for innovative footwear.
capital one lounge	query	105.7	-9.4	Airport lounge by Capital One for cardholders.
Basket Random	Arcade game	84.0	-9.9	Quirky physics-based basketball game.
Stress	Biology	106.0	-10.7	Body's response to challenging situations.
shilajit	query	496.4	-14.2	Sticky substance found in himalayan rocks, used in ayurveda.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 7)

Topic name	Type	Pop. Growth	Growth change	Description
hugging face	query	163.8	-15.6	Ai research company specializing in natural language processing.
chat	query	115.0	-15.8	Chat refers to real-time text-based communication via internet or software applications.
Content similarity detection	Topic	33.0	-16.0	Analyzing texts to identify shared or copied content.
scratch dash	query	159.8	-16.2	Game or tool related to the scratch programming platform.
freestyle libre 3	query	46.2	-16.5	Continuous glucose monitoring system.
State Street	Topic	36.4	-17.4	Financial services and asset management company.
Fidelity	Topic	35.5	-23.2	Fidelity refers to loyalty or accuracy; also a finance company.
Anthem	Topic	25.8	-23.6	An anthem is a formal, celebratory song linked to a country, organization, or group.
Matco Tools	Topic	24.7	-24.2	Brand of professional automotive tools and equipment.
IBM	Topic	46.4	-24.4	Global technology and consulting company.
TOM FORD	Fashion brand	32.2	-24.7	Luxury fashion brand known for high-end clothing and accessories.
Transamerica	Topic	27.0	-25.4	Financial services company offering insurance and investments.
Audi	Topic	27.4	-27.5	Premium automobile brand known for luxury vehicles.
Oracle	Topic	30.3	-28.2	Multinational tech company specializing in database software and technology.
Etihad Airways	Topic	21.6	-29.4	Second-largest airline of the uae.
Ford	Topic	28.9	-32.0	American multinational automaker founded by henry ford.
Porsche	Topic	74.5	-34.4	Prestigious german car manufacturer.
Hasbro	Topic	152.4	-35.2	Global play and entertainment company.
The Ritz-Carlton	Hotel brand	53.1	-38.9	A luxury hotel brand under Marriott International.
Van Cleef & Arpels	Topic	185.6	-39.6	A luxury jewelry, watch, and perfume company.
lost mary	query	174.4	-44.6	Brand of disposable vape devices.
Saint Laurent	Topic	130.1	-50.8	Luxury fashion brand known for its modern and iconic pieces.

### 3. Google Trends All Trending Topics USA - 2W Delta (as of 18-12-2023, 13weeks YoY, part 8)

Topic name	Type	Pop. Growth	Growth change	Description
Artificial intelligence	Field of study	245.2	-58.3	AI is the simulation of human intelligence in machines.
ai	query	257.6	-62.1	AI, or artificial intelligence, is the simulation of human intelligence in machines.
free ai	query	394.5	-113.7	'Free AI' refers to artificial intelligence resources available at no cost.
hellstar	query	2218.3	-238.8	Term that could refer to a fictional entity or concept in various media.

#### 4. Google Trends Industries USA - 2W Delta (2023-12-18, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Retail	9.2%	30.9%	topics: Job;Company;Business queries: retail;retail stores open on thanksgiving; what retail stores are open on thanksgiving
Outlet store	47.6%	11.9%	topics: Coach;Coach New York;Banana Republic Factory Store queries: outlet
Credit card	-4.2%	9.2%	topics: Credit queries: credit card;goldman sachs apple credit card
Mutual fund	-22.1%	8.6%	topics: Investment fund queries: mutual fund;mutual funds;aggressive growth stock mutual fund; primerica mutual fund login; fixed income and money market funds are best suited for which type of investor?
Gift Card	15.4%	7.8%	topics: Gift;Ulta Gift Card;E-gift Card queries: gift card;cyber monday gift card deals
Gift Cards	15.4%	7.8%	topics: Gift;Ulta Gift Card;E-gift Card queries: gift card;cyber monday gift card deals
Espresso machine	0.0%	7.6%	topics: Machine;Espresso;Breville Group Ltd;Gourmia queries: espresso;espresso machine;gourmia espresso machine reviews; gourmia one touch espresso maker; gourmia espresso, cappuccino, latte & americano maker with automatic frothing
Freight transport	1.3%	6.8%	topics: United States Postal Service;USPS;UPS SHIPPING CENTER;Time limit queries: shipping;shipping deadlines for christmas 2023
Life Insurance	14.0%	6.7%	topics: Insurance;Life;Online degree;Computer security queries: life insurance;online cyber security degree;computer science degree online; commercial truck accident attorney
Alcoholic drink	26.3%	6.7%	topics: Drink;Christmas punch queries: alcohol;can you buy alcohol on thanksgiving;christmas alcohol drinks
T-shirt	-5.1%	6.3%	topics: Shirt queries: shirt;grinch shirt near me;boys grinch shirt



#### 4. Google Trends Industries USA - 2W Delta (2023-12-18, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Retirement home	33.0%	6.3%	topics: Home;Retirement;Housing;LGBT;Greensboro queries: senior housing;retirement;retirement home
Variety store	109.8%	6.2%	topics: Dollar Tree;Baseball;Sermon;Last Week Tonight with John Oliver queries: dollar store;dollar store near me now;john oliver dollar stores; what time does the dollar store open near me
Investment fund	40.6%	6.1%	topics: Mutual fund;Investment;Index fund queries: fund;funds;end hedge fund control act; end hedge fund control of american homes act;hedge funds single family homes
Clog	10.3%	5.9%	topics: Birkenstock;Birkenstock Boston Sandalen Schuhe black/tomato;L.A. Confidential; Clog, Schwarz 36 queries: clogs;la confidential;portend;klompen meaning
Moisturizer	56.9%	5.8%	topics: Face;Skin;Cream queries: moisturizer;collective prebiotic moisturizer;new drunk elephant moisturizer
Game controller	17.0%	5.4%	topics: Xbox;PlayStation 5;Xbox controller;Wii U Pro Controller queries: controller
Computer monitor	-11.2%	5.2%	topics: Video game;Laptop;Computer queries: monitor
Film	18.7%	4.8%	topics: Movie theater;Theater;Netflix;Leo;Animal;Leave the World Behind queries: movie;movies;renaissance a film by beyoncé;feast of the seven fishes movie; animal movie review
Board game	6.6%	4.6%	topics: Game;Starfish;You Might Get Lost;Brick queries: board game;board game wood brick sheep;very in french; board game where players accumulate nyt
Refrigerator	3.4%	4.5%	topics: Mini Fridge;Turkey meat;Samsung queries: fridge;refrigerator;good molecules mini fridge; how long is pumpkin pie good for in the fridge
Foodservice	25.5%	4.4%	topics: Food queries: food service;gordan food service;performance food group

4. Google Trends Industries USA - 2W Delta (2023-12-18, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hiking shoes	3.5%	4.4%	topics: Hiking;Boot;Timberland Men's White Ledge Mid Waterproof Boot;Columbia Crestwood; Vibram queries: hiking;boots;hiking boots;darn tough socks; terrex swift r3 mid gore-tex hiking shoes;fast drying hiking shoes
Sony PlayStation	34.8%	4.4%	topics: PlayStation 5;PlayStation Portal;Sony PlayStation 5 Slim queries: playstation;playstation wrap up;playstation wrap up 2023;ps portal restock
3D Printing	34.0%	4.4%	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; Creality Ender 3 S1 3D Printer queries: 3d printer;3d print