

ASTUTEX TRENDSPOTTING

May 09, 2023

1. Trending Searches Last 7 Days (2023-05-07, Regions: US, CA, GB, AU) (2023-05-07)



2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Citadel LLC	Hedge fund company	345.9	217.6	topics: Hedge fund	Global
Writers Guild of America	Media company	219.0	172.9	topics: Strike action	Global
Black Sheep Brewery	Brewery	132.1	129.8	topics: Brewery	Global
Kraken	Company	128.5	102.1	topics: Kraken;Playoffs;Game seven; Prediction; Signature Bank queries: kraken game; kraken seattle;mariners;avalanche; kraken playoffs	US
Mikuni Corporation	Automobile company	95.2	84.5	topics: Epson	Global
Grand River Transit	Transport company	63.2	69.0	topics: Strike action	Global
Patel Engineering Ltd.	Construction engineering company	121.3	62.9	queries: tata steel share price; suzlon share price	Global
Tata Small Cap Fund	Company	132.2	55.1	topics: ICICI Prudential Mutual Fund	Global
Transpetro	Oil industry company	83.7	49.4	topics: Petrobras queries: petrobras 202	Global
HWL Ebsworth	Law firm company	30.7	30.7	topics: Data breach	Global
tastytrade	Financial company	84.7	29.3	topics: TradeStation	Global
Wealthfront	Financial company	80.9	27.9	topics: Federal Deposit Insurance Corpor; Yield;Betterment queries: cit bank; american express savings;wealthfront fdic	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 2)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Liontrust Asset Management	Asset management company	9.7	27.7	topics: topics: Investment management; Standard Life queries: Global	Global
Monolith Soft	Video game company	-28.4	24.9	topics: Xenoblade Chronicles	Global
E-Control GmbH	Company	122.6	24.1	topics: Verbund	Global
Ryder	Transport company	15.3	23.3	topics: Okta;Pay-per-view	Global
Grupo Modelo	Brewing company	90.3	21.5	topics: AB InBev;Anheuser-Busch;Beer;Corona; Coronavirus queries: budweiser;dos equis; modelo;cerveza modelo;anheuser-busch beers	US
Trellix	Software company	417.5	20.8	topics: Endpoint security	Global
monday.com	Project management software company	194.8	20.3	topics: accessiBe;Debt;Debt consolidation; Home appliance; Home warranty queries: high risk merchan; debt consolidation americor; accessibe login;apple stock; project management tools monday	US
Which?	Company	25.9	19.8	topics: Which Wich Superior Sandwiches; Which? queries: buy buy baby	US
TNT	Media company	20.6	16.5	topics: Fubo;FuboTV;Kraken;NBA on TNT; NBA Playoffs queries: bravo tv schedule; kraken game;kraken seattle;nba;tnt nba	US
Keltron	Electronics company	5.1	15.7	queries: ai camera kerala	Global
Brightcom Group	Digital marketing company	-14.8	14.8	topics: Adani Group queries: tata motors; itc share price	Global

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
TNT Express	Transport company	7.4	13.9	topics: Fubo;NBA on TNT;TNT;TNT Group; NBA play-in tournament queries: tnt nba; nba games;watch tnt;lakers game;nba tv	US
Nippon India Small Cap Fund	Company	13.2	12.4	queries: invesco small cap fund	Global
Foodora	Online food ordering company	-3.0	11.8	topics: Delivery Hero;Just Eat	Global
The Navigator Company	Paper mill company	12.7	11.0	topics: Redes Energéticas Nacionais	Global
DENA CO., LTD.	Portal company	26.5	10.4	queries: dena	Global
Betstar	Sports betting company	77.0	10.1	topics: .ke	Global
Global Medical Response, Inc	Company	63.5	9.7	topics: Okta	Global
Go First	Airline	5.3	9.5	topics: Airline;Bankruptcy;Insolvency; Boarding pass;Jet Airways queries: flight; go first;indigo boarding pass;vistara	Global
Serviço Federal de Processamento Dados	Software company	50.9	9.5	topics: Edital queries: cebraspe	Global
esa LLC	Software company in the special wards of Tokyo, Japan	13.6	9.1	topics: S■sai	Global
MyPoints.com	Company	16.3	8.4	topics: InboxDollars;Swagbucks; Playlist queries: playlist push; slicethepie;mypoints review	US
WellSky	Corporation	53.5	8.1	topics: Kinnser Software;ClearCare, Inc.; Leonard Green & Partners	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 4)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Intermestic Inc.	Company	10.8	7.9	topics: Glasses; Morinaga & Company queries: ■■ ■■	Global
Darashaw	Capital market company	19.7	7.4	topics: Axis Bank	Global
Great Wall Motor	Automobile manufacturer	8.6	7.2	topics: BYD Company	Global
NTT Finance Corporation	Finance service company	99.1	6.9	queries: ■■■■■■	Global
SFS Group	Fastener company	3.9	6.6	queries: ubs aktie	Global
South West Water	Water services company	37.9	6.6	topics: OVO Energy	Global
National Hospital Insurance Fund	Insurance company	18.5	6.5	topics: .ke	Global
Companhia Espírito Santense de Saneamento - CESAN	Water services company	14.9	6.4	topics: EDP Group	Global
CoverMyMeds	Company	24.2	6.3	topics: GoodRx;Accredo queries: good rx	US
Safair	Airline	11.2	5.7	topics: Pick n Pay Stores; South African Rand	Global
CRDB Bank	Commercial banking company	30.4	5.4	topics: Omnichannel	Global
Arista Networks	Network equipment company	14.4	5.1	topics: Juniper Networks	Global
Aspen Dental	Dentist company	0.5	5.1	topics: Cyberattack; Corporate headquarters	Global

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 5)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Kal Tire	Retail company	8.0	5.1	topics: queries: toyo tires queries: GI	Global
Intrum	Company	11.7	5.0	topics: Debt collection queries: volvo a	Global
Kanpur Electricity Supply Company	Company	37.3	4.8	topics: Smart meter	Global
PartyCasino	Casino company	68.2	3.9	topics: Gala Coral Group; Slot Games at MEGAWAYS Casino	Global
Xiaohongshu	Company	42.4	3.8	topics: Trip.com Group;Art name; Quotations from Chairman Mao Tse-tung; NYSEARCA:XHS	US
Proton AG	Software company	56.7	3.8	topics: Proton Holdings;Atlas; Mullvad queries: atlas vpn;proton email; proton mail;proton vpn free;expressvpn	US
Hollywoodbets	Company	40.5	3.3	topics: DXL;Sports betting;Sanlam	Global
Hostinger	Company	85.7	3.3	topics: Bluehost;HostGator;SiteGround; Simple Mail Transfer Protocol;Shockbyte	US
Eastern Bank Ltd	Commercial banking company	41.0	3.1	topics: MutualBank	Global
Major Cineplex	Movie theater company	53.3	2.8	topics: Popcorn	Global
Netskope, Inc	Software company	40.6	2.3	topics: SSE plc	Global
EXNESS Group	Company	74.7	1.8	topics: IC Markets	Global
Citizens Property Insurance Corporation	Insurance company	56.0	1.6	topics: Citizens Financial Group	Global

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 6)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
BMO Financial Group	Investment banking company	48.7	1.4	topics: BMO US;Guggenheim Partners; Toronto-Dominion Bank;BMO Capital Markets; Greenhill & Co. queries: bmo cd rates; cit bank;bmo stadium;bmo cd	US
Dexcom	Company	51.2	0.7	topics: Glucose meter;Copayment	Global
Wizz Air Abu Dhabi	Airline	65.4	0.6	topics: Wizz Air	Global
CFMoto	Company	33.8	0.3	topics: Strontium	Global
Onitsuka Tiger	Company	55.0	0.3	topics: Asics	Global
National Healthcareer Association	Healthcare company	18.7	-0.1	queries: national health association; nha now login;nha verification	US
Quant Small Cap Fund	Company	138.9	-0.1	topics: Mutual fund	Global
HOKA ONE	Company	60.3	-0.1	topics: Foot Locker;Hoka One One;Keen; New Balance;Saucony queries: on cloud; shoes;foot locker;hoka sneakers;hoka sale	US
House of CB	Fashion company	70.9	-0.2	topics: For Love & Lemons; Meshki Pty Limited queries: house cb; princess polly	US
Oticon	Company	26.6	-0.3	topics: ReSound;Starkey;Widex; Costco hearing aid store; Sivantos, Inc. queries: oticon; oticon real	US
Novo Nordisk	Pharmaceutical company	98.1	-0.4	topics: Nordisk; Dicerna Pharmaceuticals queries: eli lil	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 7)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Paylib Services	Company	57.6	-0.6	topics: Boursorama	Global
New Balance	Footwear company	41.2	-1.5	topics: Foot Locker;Hoka One One; HOKA ONE ONE;New Balance; Saucony queries: on cloud;shoes; foot locker;nike sb;hoka sneakers	US
Pair Eyewear, Inc.	Company	60.1	-1.6	topics: Glasses; Eyeglass Frame queries: pare	US
GitHub	Software company	26.9	-2.5	topics: Application programming interfac; Cloudflare;Data set;GitHub Copilot; Hacker queries: autogpt;copilot;openai; pinecone;auto gpt	US
MSC Cruises	Company	145.6	-3.0	topics: Vacations To Go;Yacht club; Mediterranean Shipping Company; MSC Industrial Direct; Norwegian Air Shuttle queries: norwegian; royal caribbean cruise;msc seascape; msc yacht club;msc cruise reviews	US
Betsson	Online gambling company	53.1	-5.7	queries: novibet	Global
Avelo Airlines	Charter airline	83.7	-6.6	topics: Airline;Wilmington;Breeze Airways; Nashville International Airport; Silver Airways queries: cheapoair; avelo delaware	US
Viator	Company	60.2	-7.7	topics: Tripadvisor	Global

2. Google Trends All Trending Companies - 2W Delta (2023-05-09, 13weeks YoY) (Part 8)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Canva	Graphic design company	73.2	-8.0	topics: topics: Google Sites;Logo; Microsoft PowerPoint;Poster; Presentationqueries: google slides;slides; sell on etsy;canva template; canva download queries: US	US
BoardDocs	Software company	52.5	-9.6	topics: Board of directors	Global
Japan Airlines	International airline	41.3	-9.8	topics: All Nippon Airways;Korean Air; Singapore Airlines;China Airlines; Air China queries: japan airlines; cathay pacific;singapore airlines; jal airline;ana premium economy	US
All Nippon Airways	Airline	49.1	-10.1	topics: Cathay Pacific;Japan Airlines; Singapore Airlines;Trip.com Group; Airbus A330 queries: japan airlines; cathay pacific;ana booking;ana us	US
QuillBot, Inc.	Software company	119.7	-13.6	topics: OpenAI;Plagiarism;Quill Corp; GPT Group;Turnitin queries: ai gpt; ai detector	US
Benefit One Inc.	Company	97.2	-21.7	topics: Employee benefits	Global
Learn By Doing, Inc.	Company	61.4	-44.8	topics: Advanced Placement	Global
Mitsui Fudosan Retail Management	Commercial company	70.0	-55.5	topics: Outlet store queries: ■■■■■■ ■■; ■■■ ■■	Global

3. Google Trends All Trending Topics USA - 2W Delta (08.05.2023, 13weeks YoY) (Part 1)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Jedi	Topic	263.2	196.9	topics: Star Wars;Rancor;Patch queries: jedi survivor;jedi;jedi survivor patch; jedi survivor performance	US
Hismile	Topic	296.3	71.9	topics: Toothpaste;Review;Brush;Smile;Corrector queries: hismile;hismile whitening pen; hi smile teeth whitening reviews	US
Generative model	Topic	670.1	59.4	topics: Artificial intelligence;Search Engine Optimization;Copyright; Chatbot queries: generative ai;ai	US
Artificial intelligence	Field of study	496.7	54.2	topics: Character;Snapchat;The Weeknd;Oshi no Ko queries: ai;get rid of snapchat ai; how to get my ai on snapchat;how to get rid of ai on snapchat	US
Live action	Topic	81.1	33.3	topics: Lilo & Stitch;Lilo & Stitch;Sydney Agudong;Nani Pelekai; Siena Agudong queries: live action;ahsoka trailer;moana voice actress;sydney agudong; zendaya moana live action;zendaya moana	US
Tears	Body water	92.2	21.2	topics: The Legend of Zelda;Ryujinx;Spoiler queries: tears;tears of kingdom;ryujinx; yuzu tears of the kingdom	US
Which?	Topic	26.6	19.0	topics: Question;How?;Why;Educational assessment;Paragraph;Material queries: which;the;of; which buy buy baby locations are closing	US
Nicotinamide mononucleotide	Topic	166.1	13.9	topics: Dietary supplement;Longevity;Gene;Peptide queries: nmn;side effects of nmn	US
tdap vaccine	query	26.8	10.0	topics: Pregnancy;Side effect;Tetanus vaccine;Rubella vaccine;MyChart; Contraindication queries: what is tdap vaccine;tdap vaccine side effects; tdap vaccine pregnancy	US
tdap	query	16.5	7.9	topics: DPT vaccine;Vaccine;Preventive healthcare;Nail;Toxoid queries: tdap vaccine	US
DPT vaccine	Vaccine	12.7	7.4	topics: Vaccine;Rubella vaccine;Transmission;CastleBranch queries: tdap;tdap vaccine; what is tdap/td;opv vaccine;where can i get a tdap shot	US

3. Google Trends All Trending Topics USA - 2W Delta (08.05.2023, 13weeks YoY) (Part 2)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
CoverMyMeds	Topic	25.3	6.6	topics: ICD-10;International Classification of Diseases;Microsoft 365;Authorization; Humana queries: covermymeds	US
Godot	Game engine	45.4	5.4	topics: Video game;Game engine;Animation;JavaScript;Plain text;Path queries: godot; godot pronunciation	US
Streptococcal pharyngitis	Disease	134.9	4.8	topics: Streptococcus;Throat queries: strep;strep throat;strep throat rash on body	US
Sports drink	Beverage	49.8	3.3	topics: Drink;Sports;healthy;Kirkland Signature Sports Drink Variety; Coconut queries: sports drink;sports drinks;all sport drink;coco5 sports drink	US
Conjunctivitis	Disease	66.7	2.7	topics: Eye;Symptoms of COVID-19;ARCT-021;Arcturus queries: pink eye;pink; new covid pink eye;covid pink eye variant;pink eye covid strain	US
Hoka One	Topic	72.2	2.2	topics: HOKA ONE ONE;Shoes queries: hoka;hoka transport x	US
Eosinophilic esophagitis	Condition	24.7	1.9	topics: Eosinophil;Esophagitis;Elimination diet;Chest pain;Antihistamine queries: eoe; eosinophilic;eosinophilic esophagitis	US
Statin	Class of drugs	27.6	1.8	topics: Pharmaceutical drug;Cholesterol;Side effect;Type 1 diabetes;Aseem Malhotra; Shortness of breath queries: statin;statins;uptodate;hydrophilic statins; co q10 and statins	US
Matcha	Tea	25.1	0.5	topics: Tea;Latte;iced matcha latte queries: matcha;ehat is matcha; can matcha cause infertility;does.matcha have caffeine	US
magnesium	query	38.5	0.5	topics: Magnesium glycinate;Magnesium citrate; Dietary supplement queries: magnesium glycinate;citrate magnesium;what is magnesium; biooptimizers magnesium breakthrough	US
Autism	Disorder	21.8	0.2	topics: Autistic Spectrum Disorders queries: autism;is young sheldon autistic; david morrell	US

3. Google Trends All Trending Topics USA - 2W Delta (08.05.2023, 13weeks YoY) (Part 3)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Menopause	Disease	22.8	0.2	topics: Medical sign;Perimenopause queries: menopause;what age does perimenopause start	US
signified	Topic	21.2	0.2	topics: Dream;Bible queries: significado;que;que significa;sapiosexual significado; forjar significado;que significa 420	US
Fruit	Topic	21.0	-0.3	topics: Fruit;Vegetable queries: fruit;candied fruits or nuts; fruit roll up trend for adults	US
google translate english	query	28.0	-7.6	topics: Google;English Language;Google Search queries: translate to english; english to english;english to english google translate; google translate spanish to english real time; google translate english to chinese traditional characters	US
All Nippon Airways	Airway	49.1	-10.1	topics: Airline;Flight;Vietnam;Vietnamese language;Chinese Yuan queries: ana;ana vietnam; boeing 777-300er	US
History of China	Topic	25.4	-11.3	topics: China;1450;World history;Indus Valley Civilisation queries: ancient;ancient china; the sentiments expressed by wila uma in the passage most clearly illustrate which of ; which of the following led most directly to the development of the trading network on; which of the following best describes the author's claim about the chinese examinatio	US
Semaglutide	Drug	512.2	-15.6	topics: Weight loss queries: ozempic;ozempic and hair loss;ozempic butt	US

4. Google Trends Industries USA - 2W Delta (2023-05-08, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-15.5%	19.1%	topics: Boot;Snow;Natural rubber queries: snow boots;winter boots
Down jacket	15.7%	7.4%	topics: Jacket;Dreamville Records queries: puffer jacket;dreamville puffer jacket
Boots	2.6%	4.3%	topics: Shoes;Hiking;Hiking boot queries: boots
Digital camera	33.7%	3.2%	topics: Camera;Digital movie camera;Canon PowerShot SX740 HS; Megapixel queries: digital camera;¿prefieres usar tu cámara digital?; digital camera that connects to phone
Lingerie	-7.5%	3.1%	topics: Underwear;Brand;Victoria's Secret queries: lingerie;spicy lingerie; lingerie football tickets;hustler hollywood
Athleisure	11.7%	3.1%	topics: Clothing;Woman;Plus-size clothing;Blazer;Suit queries: athleisure wear; athleisure brands
Pharmacy	7.4%	3.0%	topics: Pharmacy Technician;Walgreens;CVS Pharmacy queries: pharmacy
Coffeemaker	-1.9%	3.0%	topics: Coffee queries: coffee;coffee maker;jura e6 coffee machine;emblem coffee machine
Pharmaceutical industry	-0.8%	2.6%	topics: Pharmaceutical drug;Company;Initial public offering queries: pharma;pharmaceutical; petros pharmaceuticals;akorn pharmaceuticals recall;pfizer jobs
Coat	1.0%	2.6%	topics: Jacket;Sport coat;Coating queries: coat;animal free coat material crossword; sugar coat meaning;vinted afghan coat
Online shopping	-10.3%	2.4%	topics: Shopping queries: shopping;online shopping;bed bath and beyond online sales; alibaba online shopping;amerimark.com online shopping;roamans online shopping

4. Google Trends Industries USA - 2W Delta (2023-05-08, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video camera	0.0%	2.3%	topics: Camera;Video;2000s;Sony FX3;Fujifilm queries: camera;video camera;495 traffic cameras
Video card	-22.1%	2.2%	topics: Nvidia;Personal computer;Graphics processing unit; Integrated Graphics Processor queries: graphics card
Action figure	-8.3%	2.1%	topics: Toy;Action;WWE;Good Smile Company;Miles Morales queries: figures;action figure; neca horror figures;popmart figures;gorillaz figures
Genetic testing	5.1%	1.9%	topics: DNA;Genetics;Inheritance;Allele;Genetic predisposition queries: dna;dna test; amniocentesis;tempus genetic testing; thanks to dna testing, scientists have discovered that a tree in south america is genetica
Insurance	4.1%	1.9%	topics: Auto insurance;Health insurance;Health queries: insurance
Shampoo	4.4%	1.8%	topics: Hair;Hair conditioner queries: shampoo;project management tools monday;takis shampoo; blue shampoo for brunettes
Food delivery	-19.1%	1.8%	topics: Food;Delivery queries: delivery food;delivery;food; which food delivery service is cheapest;jamaican food near me;methodology food delivery
Toothpaste	10.1%	1.8%	topics: Tooth;Fluoride;Tooth whitening;Cantu queries: toothpaste; why avoid fluoride in toothpaste;crest 3d white strips;cantu toothpaste
Online Banking	-11.4%	1.7%	topics: PNC Bank;PNC Financial Services;Regions Financial Corp; Banco de Galicia y Buenos Aires S.A. queries: online banking; teachers federal credit union online banking
Robotic Vacuum Cleaner	-5.8%	1.5%	topics: Robot;Vacuum cleaner;Coredy;Leslie's;Aiper Smart queries: robot vacuum; ionvac® smartclean v2 robotic vacuum
Sony PlayStation	-3.5%	1.5%	topics: PlayStation 5;PlayStation Network;Video game;Dead Island;Dead Island 2; Ponniyin Selvan queries: playstation;playstation plus may 2023;ps-2 movie;ps 2 movie near me

4. Google Trends Industries USA - 2W Delta (2023-05-08, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
sweater	7.1%	1.5%	topics: Sweater queries: hoodie;fred couples sweatshirt;tractor supply carhartt hoodie
Hoodie	7.1%	1.5%	topics: Sweater queries: hoodie;fred couples sweatshirt;tractor supply carhartt hoodie
Trench coat	10.5%	1.4%	topics: Woman;Coat;Man;Valentino;Fur clothing;Fedora queries: trench coat