

ASTUTEX TRENDSPOTTING

January 30, 2023

!!! 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
GPT Group	Real estate investment trust company	30800.0	17300.0	
IMSA	Company	56.1	156.1	
Baker Tilly US, LLP	Consulting firm	55.8	18.6	topics: Chicago;1099;LinkedIn
Faema	Machine company	-6.5	17.2	topics: Espresso;Espresso machine; Machine queries: faema espresso machine
SBI Life Insurance	Life insurance company	25.8	13.9	queries: sbi life;sbi life login
Viking Cruises	Travel company	73.7	6.1	topics: Seabourn Cruise Line;Nile; Caribbean
Ernst & Young ShinNihon LLC	Company	18.7	5.5	
Kendall Hunt Publishing	Company	87.6	-4.9	

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
504	Nexon Co Ltd	2023-01-30	140%	57%
601	H & R Block Inc	2023-01-30	-4%	11%
592	Automatic Data Processing Inc	2023-01-30	5%	11%
659	Interpublic Group of Companies	2023-01-30	15%	8%

3. Google Trends Industries World - 2W Delta (2023-01-30, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hand luggage	52.6%	5.3%	
Lipstick	-16.2%	4.4%	topics: Estée Lauder;Color queries: lipstick; elf satin lipstick;edward bess lipstick;vermouth lipstick
Sports betting	7.0%	3.6%	queries: prop bets;betting online;nfl bets; tcu georgia betting line;draftkings promo code ohio; nfl playoff betting lines
Insurance	0.5%	3.0%	
Coat	-6.8%	2.9%	topics: Woman;Jacket;Winter queries: coat;jacket;womens coat; mens coat
Amusement park	12.4%	2.8%	topics: Park;Great Wolf Resorts;Epcot; Frisco queries: theme park;amusement park;amusement parks
Ferry	17.2%	2.8%	topics: Island;Seattle;Boat queries: ferry tickets; kingston ferry;ferry schedule bainbridge
Skin care	7.3%	2.5%	topics: Clinique;L'Oréal queries: skincare;skin care; best skincare;ordinary;tula
Dress	0.0%	2.3%	topics: Clothing;Wedding;Wedding dress;Frock queries: dress; blue dress;green dress;missouri house dress code; missouri dress code;dress code missouri house
Clothing	1.4%	2.1%	topics: Clothes hanger;Vintage clothing; Wedding dress queries: outfit;dress code;outfit ideas
Health Insurance	0.5%	2.0%	topics: Consolidated Omnibus Budget Reconciliation Act of 19; Spouse queries: insurance health;medical;get health insurance; state health insurance

3. Google Trends Industries World - 2W Delta (2023-01-30, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cosmetics	-2.1%	1.9%	topics: topics: Foundation;MAC Cosmetics; Facequeries: foundation;makeup;mac; eye makeup queries: queries: foundation;eye makeup
Renting	-10.6%	1.7%	topics: House;Car;Car rental
Road	9.4%	1.7%	topics: Travel;Road trip;Closure
Retirement home	-6.3%	1.6%	topics: ex-serviceman;Chennai queries: retirement; senior housing;retirement home
Baby transport	-5.4%	1.6%	
Jewelry design	-2.4%	1.5%	topics: Design;Designer;Crystal
E-commerce	5.1%	1.5%	
Child safety seat	-1.2%	1.5%	topics: Lyft Hub;Cushion;Seat;Clek;Graco 4Ever DLX 4-In-1; Vehicle Seat Cover
Footwear	9.3%	1.5%	topics: Shoes;Boot;Clothing
Newspaper	-15.4%	1.3%	topics: Daily Mail;Panorama;Hull Daily Mail;Obituary; The Wall Street Journal queries: gazete;sun;diario hoy
Hunting	-5.0%	1.2%	topics: Deer;Waterfowl hunting;Duck;Wild boar;Wyoming; Caliber queries: hunting;hunt;hunter

3. Google Trends Industries World - 2W Delta (2023-01-30, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
T-shirt	10.9%	1.1%	topics: queries:
Variety store	-14.9%	1.0%	queries: dollar store;dollar store craft ideas; daiso dollar store;five and dime stores
Service	-0.6%	1.0%	topics: Customer;Technical Support;Customer Service; Number queries: services;service;customer service; customer service jobs;united customer service

4. Google Trends Industries USA - 2W Delta (2023-01-30, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Jewelry design	-8.9%	7.3%	topics: Design;Designer;Crystal
Car Rental	-23.8%	5.7%	
Marketing	17.6%	4.8%	
Lipstick	-36.7%	4.4%	topics: Estée Lauder;Color queries: lipstick; elf satin lipstick;edward bess lipstick;vermouth lipstick
Tracksuit	-13.4%	4.4%	queries: tracksuit;cheetah girls tracksuit; carsicko tracksuit
Airline ticket	-0.6%	4.2%	
Sandal	-9.8%	4.2%	topics: Sam Edelman;Michael Kors;Vionic queries: sandals; sandals winter blues sale;gladiator sandals for women
Dress	-0.3%	3.4%	topics: Clothing;Wedding;Wedding dress;Frock queries: dress; blue dress;green dress;missouri house dress code; missouri dress code;dress code missouri house
Retirement home	-12.3%	3.3%	topics: ex-serviceman;Chennai queries: retirement; senior housing;retirement home
Accounting	7.4%	3.2%	queries: accounting;accountant;what is accounting
Renting	-17.6%	2.9%	topics: House;Car;Car rental

4. Google Trends Industries USA - 2W Delta (2023-01-30, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Dating	-2.6%	2.8%	topics: queries:
Pharmaceutical industry	-17.0%	2.4%	
Robotic Vacuum Cleaner	-7.2%	2.4%	topics: Miele;iRobot;Wirecutter queries: vacuum;vacuum robot; best robot vacuum 2023;coredy robot vacuum cleaner; zcwa robot vacuum and mop
Baby transport	-3.2%	2.3%	
Self storage	-14.5%	2.1%	queries: storage units;storage near me;storage unit; cost of storage unit near me;extraspaces storage; storage units san jose
Athleisure	-1.6%	1.9%	topics: Clothing;Man;Gym;Sportswear; Lululemon Athletica queries: athleisure;aerie
Restaurant	-3.7%	1.9%	
Smartwatch	-8.4%	1.9%	topics: Watch;Timex;Sleep tracking;Rolex queries: watch; smart watch;smartwatch;samsung
Job	1.5%	1.8%	topics: far;Employment;Data entry clerk;Nurse practitioner; Receptionist
Airport	11.5%	1.8%	
Amusement park	6.9%	1.5%	topics: Park;Great Wolf Resorts;Epcot; Frisco queries: theme park;amusement park;amusement parks

4. Google Trends Industries USA - 2W Delta (None, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sneakers	6.4%	1.5%	topics: topics: Shoes;Nike Dunk;Beige;Versace queries:
Energy Drink	27.4%	1.5%	topics: Celsius;Caffeine;Hair loss; Flo Rida queries: energy drink;energy drink celsius;caffeine; energy drinks bad for you
Mutual fund	-24.5%	1.4%	topics: Investment fund;Mutual insurance; Index fund queries: funds;top 5 best index funds for 2023; mutual funds;mutual fund

6. Wikipedia - 2W Delta (2023-01-30, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
196	Oriental Land Co Ltd		4130	63.8%	24.7%
399	Wal-Mart Stores Inc		2875	17.6%	9.4%
576	Citigroup Inc	en.wikipedia.org/wiki/Citigroup	4343	-5.3%	8.9%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	8821	72.4%	8.0%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	4100	33.3%	7.3%
381	Seven & i Holdings Co Ltd		2723	20.9%	7.2%
947	LVMH	en.wikipedia.org/wiki/LVMH	31212	23.3%	7.1%
429	AirAsia Bhd	en.wikipedia.org/wiki/Indonesia_AirAsia_Flight_8501	4795	75.2%	5.6%
644	General Dynamics Corp	en.wikipedia.org/wiki/General_Dynamics_Land_Systems	4876	20.9%	5.4%

7. Wikipedia Pages- 2W Delta (2023-01-30, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Chippendales	70522	571%	135%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	53609	104%	37%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Appstore	13645	6%	31%
		en.wikipedia.org/wiki/DC_Shoes	7162	311%	27%
		en.wikipedia.org/wiki/Berkshire_Hathaway	122539	19%	25%
		en.wikipedia.org/wiki/Flipkart	112999	50%	22%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	26595	109%	20%
947	LVMH	fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton	23311	31%	18%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Alexa	18743	-4%	17%
		en.wikipedia.org/wiki/Erin_Brockovich	30949	29%	17%
859	Alphabet Inc	en.wikipedia.org/wiki/Alphabet_Inc.	43276	-1%	16%
		en.wikipedia.org/wiki/Kingdom_Hearts	14757	0%	13%
		en.wikipedia.org/wiki/Shen_Yun	22899	37%	13%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	52321	22%	10%
		en.wikipedia.org/wiki/Hybe_Corporation	19073	11%	10%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	34446	64%	9%
		en.wikipedia.org/wiki/WWE	59889	46%	9%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_v_Ferrari	31515	49%	9%
		en.wikipedia.org/wiki/BYD_Auto	10723	131%	9%
381	Seven & i Holdings Co Ltd	en.wikipedia.org/wiki/7-Eleven	17160	24%	9%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	59698	76%	9%
		en.wikipedia.org/wiki/Blackwater_(company)	19744	52%	8%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	12297	31%	8%
		en.wikipedia.org/wiki/Skyscanner	12244	53%	7%
		en.wikipedia.org/wiki/Dior	20384	42%	7%
132	Hasbro Inc	en.wikipedia.org/wiki/Hasbro	15877	38%	7%
		en.wikipedia.org/wiki/Erin_Brockovich_(film)	17501	10%	6%
		en.wikipedia.org/wiki/MakeMyTrip	13085	4%	6%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	39825	59%	6%
		en.wikipedia.org/wiki/Gloria_Vanderbilt	16142	9%	6%
477	Panasonic Corp	en.wikipedia.org/wiki/VHS	10100	11%	6%

7. Wikipedia Pages- 2W Delta (2023-01-30, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Michelin_Guide	19640	9%	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 (2023-01-28, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
109	Foot Locker Inc	FordPass™	238	29.9%	7.6%
779	Staples Inc	Staples Connect	267	36.2%	5.0%
205	Paychex Inc	Paychex Flex	259	7.0%	3.8%
149	Intuit Inc	QuickBooks Accounting	277	4.2%	2.7%
464	Fiat Chrysler Automobiles NV	Uconnect; Jeep®	306	4.6%	1.0%

10. AppStore Publishers USA - 2W Delta (2023-01-28, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video	16	14.0%	10.6%
189	Nike Inc	Nike: Shoes, Apparel, Stories	33	16.5%	4.9%
	Early Warning Services, LLC	Zelle	62	14.8%	4.2%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	89	34.4%	2.9%
98	Etsy Inc	Etsy: Custom & Creative Goods	54	24.0%	1.6%

11. Online Retail Amazon - 2W Delta (2023-01-30, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
947	LVMH	385	51.0%	22.1%
427	Lenovo Group Ltd	1383	3.9%	14.7%
66	Tapestry Inc	492	44.3%	13.9%
526	General Mills Inc	798	-25.2%	10.6%
540	Logitech International SA	3689	42.5%	7.4%
56	Carter's Inc	6469	12.3%	6.6%
442	Shimano Inc	689	0.1%	6.5%
441	Bandai Namco Holdings Inc	395	-4.6%	6.4%
426	Seiko Epson Corp	1464	2.6%	5.2%
238	Starbucks Corp	1967	5.4%	4.7%
268	Under Armour Inc	3579	-3.1%	4.6%
538	Fujifilm Holdings Corp	815	-9.8%	4.1%
959	Turtle Beach	2177	3.2%	3.7%
277	Vista Outdoor Inc	1139	-14.2%	3.6%
405	Danone SA	301	-23.6%	3.5%
251	Texas Roadhouse Inc	328	6.5%	3.2%
240	Steven Madden Ltd	413	-17.1%	3.1%
528	Kraft Heinz Co	1262	32.8%	3.0%

12. Online Retail Walmart - 2W Delta (2023-01-30, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	5310	1,489.8%	428.6%
71	Crocs Inc	1418	495.8%	142.7%
6	Guess? Inc	209	91.7%	40.4%
456	Hankook Tire Co Ltd	134	14.5%	32.6%
203	Pandora A/S	232	2.7%	27.8%
290	Wolverine World Wide Inc	335	40.2%	22.5%
268	Under Armour Inc	1694	269.1%	21.2%
240	Steven Madden Ltd	445	34.8%	18.1%
56	Carter's Inc	555	-20.3%	16.9%
143	Hugo Boss AG	235	83.6%	16.1%
427	Lenovo Group Ltd	1045	-20.3%	12.9%
111	Fossil Group Inc	752	17.9%	12.9%
363	Sony Corp	2068	9.6%	10.5%
5	Puma SE	736	21.9%	9.5%
2	Mattel Inc	7761	29.3%	9.0%
424	Samsung Electronics Co Ltd	3741	12.3%	9.0%
283	Whirlpool Corp	3913	5.4%	8.1%
250	Tempur Sealy International Inc	356	95.6%	7.1%
538	Fujifilm Holdings Corp	837	9.0%	6.8%
525	Campbell Soup Co	865	81.0%	6.7%
365	LG Electronics Inc	1703	59.2%	6.7%
362	Casio Computer Co Ltd	2138	0.2%	6.5%
17	Amer Sports Oyj	2302	21.7%	6.3%

13. Online Retail Bestbuy - 2W Delta (2023-01-30, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
957	Capcom	239	18.3%	18.3%
903	Seagate Technology PLC	3900	41.0%	15.8%
427	Lenovo Group Ltd	2173	9.6%	11.1%
537	Acer Inc	793	69.8%	10.2%
475	Sharp Corp	845	-22.8%	9.9%
365	LG Electronics Inc	9914	10.8%	9.0%
426	Seiko Epson Corp	2563	13.6%	8.1%
505	Activision Blizzard Inc	417	-21.6%	7.9%
106	Fitbit Inc	871	-0.8%	6.8%
906	Western Digital Corp	4987	-20.6%	5.5%
79	De Longhi SpA	3871	-8.4%	5.5%
538	Fujifilm Holdings Corp	1014	29.8%	5.3%
116	Garmin Ltd	2444	113.1%	5.2%
907	Church & Dwight Co Inc	801	-8.5%	5.0%
152	iRobot Corp	1010	10.7%	4.9%
519	Nestle SA	623	6.0%	4.5%
16	Amazon.com Inc	3254	31.5%	3.2%
39	Breville Group Ltd	2118	3.4%	3.1%

14. Job Listings - 2W Delta (2023-01-30, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1022	Muenchener Rueckversicherungs	570	79.5%	143%
1052	UniCredit SpA	386	94.3%	85%
443	FedEx Corp	1994	22.8%	69%
778	KeyCorp	592	25.2%	58%
1264	Eurofins Scientific SE	2380	35.9%	58%
1180	Telefonica Deutschland Holding	683	39.8%	57%
1128	HeidelbergCement AG	283	51.1%	54%
1090	Deutsche Bank AG	3219	100.0%	48%
1056	ArcelorMittal SA	732	41.6%	43%
1108	Knorr Bremse AG	593	91.4%	43%
854	Moody's Corp	518	-20.5%	42%
1500	Bath & Body Works Inc	1082	-58.9%	40%
1281	Pirelli & C SpA	252	77.4%	40%
1570	ABIOMED Inc	222	68.8%	39%
37	Bojangles Inc	2227	34.3%	39%
1023	Vivendi SA	193	41.7%	38%
164	L Brands Inc	2295	-44.3%	37%
1072	London Stock Exchange Group PL	1501	65.2%	37%
207	Pets at Home Group PLC	457	18.8%	36%
710	Raytheon Co	179	-13.5%	34%
963	HSBC Holdings PLC	2134	12.9%	33%
1564	Maxim Integrated Products Inc	589	100.0%	30%
1051	Deutsche Boerse AG	271	-6.7%	28%
1380	Trelleborg AB	228	42.1%	27%
1381	Travis Perkins PLC	198	12.2%	27%
843	Ameren Corp	198	39.2%	26%
126	Korian SA	2523	14.5%	24%
12	Associated British Foods PLC	423	76.2%	24%
1155	Straumann Holding AG	596	37.1%	23%
1270	RSA Insurance Group PLC	157	22.9%	22%

15. Employee Company Ratings - 2W Delta (2023-01-30, 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
6	Guess? Inc	2227	43.9%		43.1%	0.0%	Rating
506	TUI AG	1639	0.0%	24.8%	4.0%	0.0%	Outlook
593	Verisk Analytics Inc	1514	6.0%		7.9%	0.0%	Management
587	Hess Corp	1178	1.3%	6.6%	1.8%	0.0%	Outlook
1063	Schindler Holding AG	1977	-0.1%	6.2%	0.0%	0.0%	Outlook
551	Walt Disney Co	34966	-0.3%	0.0%	-0.6%	5.5%	CEO Rating
166	LivePerson Inc	729	1.5%	5.0%	2.6%	0.0%	Outlook