

ASTUTEX TRENDSPOTTING

January 01, 2024

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 1)

Company name	Type	Pop. Growth	Growth change	Description
Asus	Computer hardware company	1380.0	334.7	Multinational computer hardware and electronics company.
Capita	Business process outsourcing company	1170.0	195.0	Uk-based bpo and professional services company.
Masimo	Health technology company	177.3	142.3	Health tech company known for innovative patient monitoring devices, including pulse oximeters.
Dropbox	Software company	159.2	133.1	Dropbox, a cloud storage service by Dropbox, Inc., is affiliated with JN Projects, Inc. and linked to NYSE:PLTR.
Malaysia Airlines	Airline	134.4	126.1	National carrier of malaysia, part of the oneworld alliance.
RIMOWA	Travel company	361.0	117.9	High-end luggage brand known for its aluminum suitcases, including a collaboration with dior.
Fruit of the Loom	Clothing company	203.5	86.7	Apparel brand 'Fruit of the Loom', known for underwear, linked to Mandela Effect due to logo memories.
AMD	Semiconductor company	182.8	84.8	AMD, short for Advanced Micro Devices, is a leading semiconductor company known for CPUs and GPUs.
Hyundai Motor Group	Automobile company	97.2	79.7	South Korean conglomerate, parent of Hyundai and Kia brands.
Salvatore Ferragamo S.p.A.	Fashion company	334.9	79.1	Italian luxury fashion company known for crafted footwear.
Dior	Fashion company	279.3	77.2	Luxury fashion brand known for haute couture, ready-to-wear, and accessories.
Cuckoo Electronics	Home electronics company	1044.4	68.3	Cuckoo Electronics, known for rice cookers, is a home appliance brand.
Epson	Electronics company	697.0	68.0	Epson, a global tech leader in printing solutions, known for its EcoTank and WorkForce printers.
Starlux Airlines	International airline	723.3	65.6	Starlux Airlines, a luxury airline based in Taipei, is affiliated with EVA Air and competes with China Airlines.
Fresenius	Health care company	357.8	45.4	Healthcare company specializing in dialysis products and services, with a focus on hemodialysis and revenue generation through various medical offerin
Epic Games	Video game company	205.1	44.3	Video game and software developer known for fortnite.
Brabus	Automotive company	95.7	43.3	High-performance aftermarket tuning company for mercedes-benz cars.
First American Financial Corporation	Financial services company	49.2	43.3	First American Financial Corp. is a leading provider of title insurance, settlement services, and risk solutions for real estate transactions.
JNCO	Company	170.4	38.9	Clothing brand known for wide-leg jeans.
Prada	Fashion company	247.5	38.9	Italian luxury fashion company known for designer clothing and accessories.
Citizen Watch	Watch, clock, and part manufacturing company	108.5	38.5	
Universal Pictures	Film production company	-5.6	37.1	Major american film production company.

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Company name	Type	Pop. Growth	Growth change	Description
iBUYPOWER	Company	93.2	33.4	Company specializing in custom-built gaming pcs.
Nintendo	Video game company	-45.7	29.5	Nintendo, founded in 1889, is a global leader in interactive entertainment, known for the Nintendo Switch and iconic games like Super Mario.
Honda Motor Company	Automobile company	40.4	29.3	Honda Motor Co., Ltd. is a global automaker known for cars, motorcycles, and power equipment.
Goyard	Company	232.9	28.5	Luxury french luggage brand known for handcrafted bags.
Van Cleef & Arpels	Jewelry company	150.0	28.5	A luxury jewelry, watch, and perfume company.
Brookstone	Retail-store company	157.0	27.8	Retail company specializing in innovative lifestyle products.
Veuve Clicquot	Drink company	994.4	27.7	Prestigious champagne house, known for its luxury sparkling wines.
Breitling SA	Chronometer company	-3.5	25.8	Swiss watchmaker known for precision chronometers, often linked with aviation.
Dolce & Gabbana	Fashion company	164.1	25.4	Italian luxury fashion house known for apparel and accessories.
Ferrari S.p.A.	Car manufacturer	68.0	23.3	Italian luxury sports car manufacturer.
Zipair Tokyo	Airline	132.0	23.0	Low-cost airline based in japan.
Hugo Boss	Fashion company	80.7	22.5	Global fashion brand known for premium apparel.
Oura	Health technology company	82.4	22.4	Health tech company known for its smart ring.
Bang & Olufsen	Manufacturing company	103.1	22.1	Danish company known for high-end audio products.
Asics	Sporting goods company	332.4	20.4	Global sporting goods company known for athletic footwear and apparel.
Wacom	Software company	19.5	19.2	Global company known for its graphics tablets and related products.
Porsche	Automobile manufacturer	41.4	18.9	German automobile manufacturer specializing in high-performance sports cars, suvs, and sedans.
A24	Entertainment company	60.1	18.3	Independent entertainment company known for producing and distributing feature films and television series.
Anthropologie	Retail company	-35.7	17.8	Lifestyle brand under urban outfitters, inc.
Helzberg Diamonds	Retail company	69.2	16.9	Jewelry retailer in the united states.
Lanvin	Fashion company	52.4	16.6	High-end french fashion brand known for luxury clothing and accessories.
Fleer	Company	112.3	15.7	Fleer was a company known for its collectible sports and entertainment cards.

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 3)

Company name	Type	Pop. Growth	Growth change	Description
Suntory	Beverage company	83.4	15.6	Japanese brewing and distilling company known for its whisky.
GEHA	Insurance company	25.2	15.3	Provider of dental and medical plans for federal employees, with ties to dentistry and insurance industries.
Hermès	Luxury goods company	118.6	15.2	Hermes is a high-end luxury goods company known for leather products, affiliated with Gardener.
CELINE	Fashion company	64.1	15.1	Luxury french fashion brand.
Samsung Electronics	Appliance company	126.5	14.9	Global leader in consumer electronics and semiconductors.
Givenchy	Fashion company	152.7	14.5	Luxury fashion brand known for haute couture, perfumes, and accessories.
Maison Margiela	Fashion company	10.8	14.5	Maison Margiela, a French luxury fashion house known for avant-garde designs and unique fragrances.
S.A.	Corporation	-52.5	14.4	In Mexico, 'S.A.' denotes a corporation and is linked to face shields, addressing assault and sexual safety.
O2	Telecommunications company	23.7	13.8	Telecommunications brand and company operating in europe.
Bell Canada	Telecommunications company	64.3	13.5	Leading telecom provider, offering services like mobile, internet, and tv.
Donruss	Company	14.8	13.4	Donruss, a brand known for collectible baseball cards, affiliated with the playing card and baseball industries.
Canon	Photography company	-30.7	12.9	Multinational corporation known for its imaging and optical products.
Road Runner Sports	Company	-8.8	12.9	Specialty retailer of running shoes and gear, affiliated with brands like Hoka.
Tiffany & Co.	Jewelry stores company	34.0	12.4	Luxury jewelry and specialty retailer.
Ritz-Carlton Hotel Company	Hospitality company	8.2	12.3	Luxury hotel chain under Marriott, known for upscale accommodations.
Koenigsegg Automotive AB	Car manufacturer	65.2	11.8	Swedish hypercar manufacturer, known for the Koenigsegg Jesko and Gemera models.
L'Occitane en Provence	Company	-0.2	11.8	French beauty brand known for natural skincare and fragrances.
Elgato	Company	88.7	10.7	Elgato, a brand of Corsair, specializes in hardware for content creators, including the Stream Deck Mini.
Soma Intimates	Company	27.7	10.7	Soma Intimates, a subsidiary of Chico's FAS, specializes in women's lingerie, sleepwear, and loungewear.
Casio	Electronics company	140.9	10.3	Japanese electronics company known for watches and calculators.
Moleskine	Manufacturing company	-8.4	10.3	Italian manufacturer known for its high-quality notebooks and planners, often found in moleskine stores and retailers like barnes & noble.
Bulgari	Jewellery company	12.6	10.2	Luxury jewelry and goods brand from italy.

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 4)

Company name	Type	Pop. Growth	Growth change	Description
Merrill Edge	Capital market company	-22.5	10.1	Brokerage platform affiliated with merrill and bank of america.
Segway	Vehicle manufacturer	32.1	10.0	Segway, known for electric personal transporters, now offers the Dirt eBike X260.
Lancia	Car manufacturer	79.2	9.8	Lancia, an Italian car manufacturer, is known for its innovative designs and racing heritage. It's part of the Stellantis group.
Recology	Company	16.0	9.6	Waste management company partnering with pg&e for bill payment and trash services.
Takamine	Guitar manufacturer	149.8	9.6	Renowned japanese guitar manufacturer known for acoustic and electric guitars.
Bottega Veneta	Fashion company	4.9	9.5	Italian luxury fashion house known for leather goods.
Proton	Software company	-47.4	9.5	Software company known for proton vpn and proton mail, providing secure vpn and email services.
Chanel	Fashion company	9.4	9.4	Luxury fashion company known for haute couture, perfume, and accessories.
Charles Schwab Corporation	Financial services company	95.2	9.3	A leading investment firm offering brokerage and banking services.
Washburn Guitars	Instruments company	111.2	9.3	Historic american instrument manufacturer.
New Balance	Footwear company	238.3	9.2	Global athletic footwear and apparel company.
TAG Heuer	Company	-5.7	8.8	Swiss luxury watchmaker known for precision timepieces and affiliation with sports timing.
Jetstar	Airline	26.5	8.7	Low-cost airline owned by qantas, operating domestic & international flights.
Sansui Electric	Company	60.1	8.7	Sansui Electric, a Japanese company known for audio and video equipment, including radios and TV remote controls.
Tire Rack	Online retail company	-69.8	8.7	American online tire, wheels, and auto parts retailer.
Beats Electronics	Company	86.4	8.4	Beats Electronics, an Apple subsidiary, specializes in audio products like headphones and speakers.
Gaylord Hotels	Hospitality company	11.8	8.4	Gaylord Hotels, a hospitality brand, is part of Marriott International, known for large convention centers and family resorts.
Tudor Watches	Company	-48.7	8.4	Tudor Watches, a subsidiary of Rolex, known for luxury timepieces like the Tudor P01.
Twin Peaks	Restaurant company	23.5	8.4	Twin Peaks, a restaurant chain, similar to Hooters, known for its sports bar atmosphere.
Professional Coin Grading Service	Company	12.7	8.3	PCGS is a trusted coin authentication and grading service, often used for pricing on eBay.
Digikala	E-commerce company	76.0	8.1	Iran's largest online retail platform.
Interactive Brokers	Foreign exchange company	8.2	7.7	Interactive Brokers LLC is a global brokerage firm offering trading in various instruments.

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 5)

Company name	Type	Pop. Growth	Growth change	Description
Kobo Inc.	Company	32.6	7.5	Canadian company specializing in e-readers and ebooks.
Speedway	Convenience store company	-16.3	7.4	Speedway, a convenience store chain, is now a part of 7-Eleven, Inc.
Dailies	Film company role or service	50.4	7.2	In Neopets, 'Dailies' are daily activities for virtual rewards.
Chewy	E-commerce company	-74.4	7.0	E-commerce company specializing in pet products, affiliated with bones & chews.
Minolta	Manufacturing company	42.6	7.0	Minolta was a Japanese manufacturer of cameras and imaging equipment.
Clairvia Incorporated	Corporation	20.5	6.6	Clairvia Inc., affiliated with Texas Health Resources and UCSF, provides healthcare workforce management solutions.
Sega	Video game company	24.8	6.6	Japanese video game developer and publisher.
Professional Sports Authenticator	Company	-20.0	6.5	PSA grades and authenticates collectible items, linked to Playing card and Palmetto State Armory.
FAO Schwarz	Toy company	50.7	6.4	Iconic toy retailer known for high-quality toys and unique shopping experiences.
Nismo	Car tuning company	39.0	6.4	Nismo, Nissan's performance division, specializes in tuning Nissan models, including the 370Z.
Roland Corporation	Electronic company	-1.9	6.4	Roland Corporation, known for electronic musical instruments, is linked to the Roland FP-10 keyboard.
Xfinity	Telecommunications company	-57.0	6.3	Xfinity, a Comcast Corp brand, offers cable, internet, and phone services.
Altec Lansing	Company	45.3	6.2	Manufacturer of audio equipment, known for loudspeakers and associated audio electronics.
Klein Tools	Manufacturing company	-0.8	6.1	Klein Tools, a manufacturer of hand tools and occupational equipment, is known for its circuit tracers and user guides.
Ross Stores	Discount store company	19.5	6.0	Ross Stores, affiliated with Ross Dress for Less and Burlington, is a discount apparel retailer.
Aston Martin	Car manufacturer	39.7	5.8	British luxury car manufacturer known for sports cars.
Royal Bank of Canada	Financial services company	39.8	5.8	Canada's largest bank, RBC, also sponsors the PGA Tour's Canadian Open golf event.
Zara	Retail company	35.3	5.2	Global fashion retail brand known for trendy apparel.
GovX	Company	32.1	4.9	Online shopping site for military and government personnel.
SIG Sauer	Company	43.2	4.9	Firearms manufacturer known for handguns and rifles.
Lian Li	Computer industry company	48.7	4.6	Taiwanese computer case and accessories manufacturer known for its aluminum designs and collaborations with brands like nvidia.
Insta360	Software company	73.2	4.5	Company known for its innovative 360-degree video cameras.

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 6)

Company name	Type	Pop. Growth	Growth change	Description
Ulta Beauty	Beauty salon company	21.2	4.5	Premier beauty retailer in the us, offering cosmetics, fragrance, skincare, haircare, and salon services.
Patek Philippe	Company	39.4	4.4	Prestigious swiss watchmaker known for luxury timepieces.
Tonka	Toy company	24.6	4.4	Brand of toy trucks and construction vehicles.
Snipes DE	Company	75.2	4.2	Snipes DE, a retailer in the sneaker and streetwear industry, is affiliated with Foot Locker.
Yves Saint Laurent	Fashion company	107.7	4.2	Luxury fashion brand known for haute couture and ready-to-wear.
Tailscale	Software company	95.1	4.1	Secure network connectivity software.
Raising Cane's Chicken Fingers	Restaurant company	51.0	3.9	Fast-food restaurant chain specializing in chicken finger meals.
Depop	Company	31.7	3.8	Peer-to-peer social shopping app focused on secondhand fashion.
Spyderco	Manufacturing company	116.0	3.7	Company known for innovative knives, including the paramilitary 2 and kapara models.
Soundtrack	Film company role or service	55.8	3.5	A 'Soundtrack' is a collection of songs or musical scores used in a film or series.
Blink Home	Company	104.7	3.4	Brand offering wireless home security cameras.
The Vanguard Group	Investment management company	20.3	3.4	Investment firm offering funds and services, linked to Yahoo! Finance and Portfolio.
McLaren Automotive	Automotive manufacturer	58.5	3.3	British manufacturer of luxury, high-performance sports cars.
Bentley Motors Limited	Manufacturing company	20.3	3.1	British luxury car manufacturer, part of VW Group, known for high-end vehicles.
Peach & Lily	Company	56.1	3.1	Beauty brand known for its glass skin serum and skincare products.
Rickenbacker	Instruments company	50.1	3.1	Renowned manufacturer of electric guitars and basses, known for their distinctive sound.
Trader Joe's	Grocery store company	81.3	3.1	Us grocery store chain offering unique foods.
1-800 Contacts	Retail company	62.1	3.0	Retailer specializing in contact lenses, including prescription verification.
Robert Bosch	Engineering company	60.9	2.6	Robert Bosch GmbH is a global engineering and electronics company.
Chrysler	Automobile manufacturer	23.3	2.5	Chrysler, now part of Stellantis, is an American automobile manufacturer known for cars and minivans.
Diesel	Clothing company	82.5	2.3	Italian clothing company known for denim and casual wear.
McFarlane Toys	Toy company	30.4	1.8	Creator of detailed action figures and collectibles.

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 7)

Company name	Type	Pop. Growth	Growth change	Description
King Arthur Baking Company	Food company	23.2	0.9	An American supplier of flour, ingredients, baking mixes, and kitchen tools.
SOG Knives	Manufacturing company	34.0	0.7	SOG Knives, a company known for high-quality cutting tools, often used in tactical applications.
The Lego Group	Toy company	146.7	0.6	A Danish toy production company known for its interlocking plastic bricks.
Primark	Retail company	52.8	0.4	Retail company known for affordable fashion, part of abf, and linked with jcpenny in some locations.
avianca	Airline	20.1	0.3	Colombian airline, part of the star alliance, offering passenger flight services.
Cymbiotika	Company	132.7	0.3	Brand offering magnesium-infused dietary supplements.
Jackson Guitars	Musical instrument corporation	26.8	0.3	Jackson Guitars, known for high-performance electric guitars, often used in metal.
GMC	Automotive manufacturer	222.0	0.1	American automotive manufacturer known for trucks and suvs.
Lush	Cosmetics company	51.2	0.1	Cosmetics retailer known for handmade, ethical beauty products.
Ghirardelli Chocolate Company	Chocolate and cocoa products company	35.2	-0.3	A historic American chocolatier founded in 1852.
Leatherman	Manufacturing company	43.0	-0.3	Brand known for multi-tools and knives.
Simmons	Electronic drum company	72.3	-0.3	Brand known for electronic drum kits, such as the sd1250 and titan 50.
Jomashop	Watch company	30.3	-0.6	Online retailer of luxury watches and accessories.
Moncler	Fashion company	89.8	-1.1	Luxury fashion brand known for its skiwear.
Veja	Footwear company	57.1	-1.4	Sustainable footwear brand known for eco-friendly sneakers.
Roku, Inc.	Company	67.9	-1.8	Company specializing in streaming technology and platforms, known for its roku streaming devices and the roku channel.
Gucci	Fashion company	72.8	-2.0	Luxury fashion brand known for high-end handbags and clothing.
Buc-ee's	Convenience store company	31.0	-2.1	Chain of large convenience stores and gas stations in the us.
Le Labo	Company	181.9	-2.5	Luxury fragrance brand known for its artisanal scents.
Louis Vuitton	Fashion company	63.5	-2.9	Louis Vuitton, a luxury fashion house known for leather goods, is part of LVMH, affiliated with Chanel.
Tecovas	Retail company	62.6	-3.1	Retail company specializing in handmade cowboy boots.
Hyundai Motor Company	Automotive manufacturer	143.1	-4.7	Hyundai Motor Company, affiliated with Hyundai and IONIQ 5, is a global automotive manufacturer.

2. Google Trends All Trending Companies - 2W Delta (as of 01-01-2024, 13weeks YoY, part 8)

Company name	Type	Pop. Growth	Growth change	Description
Tazo	Beverage production company	150.6	-5.1	Brand of tea and herbal beverage products.
Cettire	Company	35.2	-5.3	Online luxury fashion retailer.
Columbia River Knife & Tool	Company	61.0	-5.3	Columbia River Knife & Tool (CRKT) is a US-based knife manufacturer.
Astro Gaming	Company	264.4	-8.0	Astro Gaming, a gaming headset brand, is a subsidiary of Logitech.
LATAM Airlines	Airline	140.2	-8.7	South american airline holding company.
Osiris Shoes	Skateboard company	55.7	-8.9	Skateboarding footwear brand known for its innovative designs.
Brighton Collectibles	Accessories retail company	27.2	-10.1	Retailer of women's accessories and jewelry.
DealDash	Company	62.5	-13.0	.com penny auction site where users bid to buy items, often reviewed for its practices.
XFX	Manufacturing company	87.0	-13.7	Brand known for producing high-quality graphics cards.
Golf Galaxy	Company	692.9	-22.0	Golf specialty retailer offering equipment, apparel, and services.
Apple Store	Retail-store company	112.6	-23.2	Retail outlets for Apple Inc.'s tech products and services.
Max Mara	Fashion company	79.1	-25.4	Italian luxury fashion brand known for elegant womenswear.
Panasonic	Electronics company	617.6	-25.9	Multinational electronics corporation based in japan.
StatMuse	Company	73.1	-39.2	Ai-powered sports statistics and storytelling company.
Cold Steel	Manufacturing company	866.3	-51.8	Cold Steel, known for high-quality knives, is affiliated with Ontario Knife Company.
Lululemon Athletica	Apparel company	127.8	-82.8	Canadian athletic apparel retailer, known for yoga wear.
Sam Ash Music	Company	80.1	-82.9	Sam Ash Music, a retailer of musical instruments, competes with Guitar Center and offers brands like Roland.
AT&T Corporation	Telecommunications company	816.8	-159.9	AT&T Corporation, a major telecom provider, offers wireless services and is linked to T-Mobile.
Hyundai Capital	Corporation	220.9	-219.7	Hyundai Capital, a subsidiary of Hyundai Motor Company, provides auto financing and leasing.
Betterme Limited	Company	911.1	-692.0	Company offering a pilates-focused mobile app for fitness.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 1)

Topic name	Type	Pop. Growth	Growth change	Description
wonka movie	query	2253.8	1353.8	A film related to the Wonka brand, exploring the origins of Willy Wonka.
Haunting Adeline	Book by H. D. Carlton	18420.0	940.0	'Haunting Adeline' is a novel, often compared to 'Blood and Ash' series.
percy jackson	query	240.6	194.5	Fictional character from the book series by rick riordan.
Hock	Topic	136.7	126.7	'Hock' refers to the joint in a quadruped's hind leg or a smoked ham hock used in cooking.
Warframe	Game series	938.2	116.0	Free-to-play cooperative action game.
data annotation	query	1613.5	100.4	Process of labeling data for ai training.
Le Male	Eau de cologne	690.0	77.3	'Le Male' is a popular men's fragrance by Jean Paul Gaultier, known for its unique scent.
Sorcerer	Dungeons & Dragons	776.3	76.3	A 'Sorcerer' in D&D is a magic class with innate abilities, often seen in Baldur's Gate 3.
ps5 slim	query	1807.5	75.1	The 'PS5 Slim' refers to a speculated, more compact version of the PlayStation 5 console.
solana price	query	110.6	67.8	Current market value of Solana, a cryptocurrency.
Paladin	Dungeons & Dragons	190.7	64.0	A Paladin is a holy knight class in RPGs, often featured in games like Baldur's Gate 3.
Wales Bonner	Fashion brand	448.3	62.3	Luxury fashion brand known for its collaboration with adidas, including the adidas samba sneakers.
simplifi	query	211.0	61.6	Simplifi by Quicken is a web application for personal finance management and budgeting.
Erewhon Market	Supermarket chain	151.6	61.2	Upscale american organic grocery store chain.
the wager	query	513.6	59.8	Search relates to 'The Wager' book on shipwreck and a dentist's story.
Granblue Fantasy	Video game	104.0	48.0	'Granblue Fantasy' is a mobile RPG affiliated with Beatrix.
Amazon Luna	Topic	196.1	44.8	Cloud gaming service by amazon.
Climbing gym	Topic	193.7	38.8	A climbing gym is an indoor facility with artificial rock walls for climbing.
pistons	query	39.2	38.8	Pistons are components of engines, but 'pistons' also refers to the NBA team, the Detroit Pistons.
Jean Paul Gaultier	Topic	279.0	37.8	French designer Jean Paul Gaultier, known for iconic perfumes like Le Beau.
solana	query	44.9	37.8	High-performance blockchain supporting decentralized apps.
young sheldon	query	68.8	35.7	TV show 'Young Sheldon' is a prequel to 'The Big Bang Theory', depicting Sheldon Cooper's early life.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 2)

Topic name	Type	Pop. Growth	Growth change	Description
911 gt3 rs	query	239.1	32.9	The 911 GT3 RS is a high-performance sports car by Porsche.
The Outer Worlds	Video game series	109.0	32.7	Sci-fi RPG by Obsidian, published by Private Division, Epic Games exclusive.
Norton	Software	-32.5	31.3	Norton, a cybersecurity product by NortonLifeLock, now part of Gen Digital.
Backbone	Topic	67.7	29.5	Gaming controller for iphone, enhancing mobile gaming with a console feel.
e.l.f.	Topic	124.1	27.9	Cosmetics brand known for affordable makeup, including the popular poreless putty primer.
nfl mvp	query	97.5	27.9	NFL MVP refers to the National Football League's Most Valuable Player Award.
Cava	Restaurant	77.5	26.7	Mediterranean cuisine restaurant chain known for its customizable menu.
Meta Quest	Virtual reality headset	81.4	26.1	Vr headset by meta (formerly oculus), known for immersive gaming and experiences.
Christian Dior	Topic	141.9	26.0	Luxury brand known for high-end perfumes and colognes, affiliated with lvmh.
ps5 pro	query	89.6	25.6	The 'PS5 Pro' is a speculated enhanced version of the PlayStation 5, potentially featuring improved hardware. It's often associated with high-end gami
PlayStation Now	Topic	35.6	24.6	Sony's cloud gaming subscription service for playstation and pc.
Satoru Gojo	Fictional character	494.6	24.0	Powerful sorcerer from the anime 'jujutsu kaisen', known for his mastery over cursed techniques.
Chuck steak	Beef	359.2	22.7	Beef cut from the shoulder, often roasted, similar to chuck roast.
Neiman Marcus	Topic	38.8	21.8	Neiman Marcus, a luxury retail chain, affiliated with Saks Fifth Avenue.
Valentino Uomo	Eau de cologne	81.3	21.0	Fragrance by valentino, a luxury fashion brand.
denim hoodie	query	209.8	20.9	A 'denim hoodie' is a hooded jacket made from denim fabric.
Tote bag	Topic	93.6	20.4	A tote bag is a large, often unfastened bag with parallel handles.
Barbarian	Dungeons & Dragons	70.6	20.3	In D&D, a Barbarian is a class known for rage-fueled combat prowess. Associated with Baldur's Gate 3.
PANDORA	Topic	21.5	19.8	Pandora refers to a jewelry company known for charm bracelets.
Mattel	Topic	8.0	19.3	Mattel, founded by Harold Matson and Elliot Handler, is a leading toy company, known for brands like Barbie and Hot Wheels.
NASDAQ:COIN	Topic	37.7	19.0	
Pioneer	Topic	184.1	18.1	Pioneer refers to a person or entity leading in new developments or ideas, often associated with the Pioneer Corporation, known for electronics.

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Topic name	Type	Pop. Growth	Growth change	Description
Quicken	Software	35.0	18.0	Personal finance software by intuit.
Apple Watch Ultra	Watch	1.8	17.8	The Apple Watch Ultra is a high-end smartwatch with a 49mm case, designed for outdoor and fitness activities.
vbucks	query	122.4	17.8	V-Bucks, the virtual currency in Fortnite, used for in-game purchases.
Grand Theft Auto Online	Online game	-13.0	17.3	Online multiplayer action game by Rockstar Games, linked to GTA series.
Nintendo of America	Topic	-71.9	16.1	U.s. subsidiary of nintendo, distributing nintendo switch and games.
GT3	Topic	111.3	15.4	'GT3' refers to a class of sports cars and the Porsche 911 GT3 model.
Firestone Walker Brewing Company	Brewery	8.4	15.3	Firestone Walker Brewing Co. is a craft brewery in California, known for beers like Mind Haze.
Nutritiology	Field of study	14.1	14.0	Study of nutrition and its effects on health, often involving nutrition facts labeling.
intel stock	query	11.6	13.9	Intel stock refers to the publicly traded shares of Intel Corporation, a major technology company.
Eau de Cologne	Topic	117.0	13.5	A light, citrus-based fragrance originating from Cologne, Germany.
Verizon	Topic	52.8	13.0	Verizon, a major telecom, partners with Apple for iPhone 15 Pro Max services.
Alcohol	Drug	6.3	12.5	Alcohol, a psychoactive substance, is linked to beverages and withdrawal syndromes.
The Row	Fashion brand	71.8	12.4	Luxury fashion brand 'The Row' is known for minimalist designs and high-end handbags.
tamiflu	query	-55.7	12.3	Tamiflu, known as Oseltamivir, is an antiviral medication used to treat Influenza A and B.
Rouge	Cosmetics	109.8	12.2	Colored cosmetic applied to cheeks for a rosy hue.
glp-1	query	143.4	12.0	GLP-1, or Glucagon-like peptide-1, is a hormone involved in glucose metabolism and appetite regulation.
PlayStation Plus	Topic	14.4	11.8	Subscription service by sony for enhanced gaming on playstation.
Oseltamivir	Medication	-53.3	11.4	Oseltamivir, a generic antiviral for flu, is linked to Sinusitis and GoodRx for cost comparison.
Cabin rentals	Topic	-40.0	11.3	Cabin rentals involve leasing out small, rustic dwellings, often in natural settings, for short-term stays.
The Plaza	Hotel in New York	32.4	10.8	Historic luxury hotel in new york, known for its grandeur and cultural significance.
Walgreens Pharmacy	Topic	-72.2	10.6	Walgreens Pharmacy, a division of Walgreens Boots Alliance, offers prescription services and health products.
9060	query	476.3	10.5	The '9060' query refers to New Balance's 9060 sneaker model.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 4)

Topic name	Type	Pop. Growth	Growth change	Description
Silver	Color	9.5	10.1	Chemical element with symbol ag and atomic number 47, known for its conductivity and use in jewelry.
Intel	Topic	45.7	10.0	Leading semiconductor company known for microprocessors and chipsets.
Autistic Spectrum Disorders	Disorder	-63.6	9.9	A range of neurodevelopmental conditions characterized by social and communication challenges.
Amazon Kindle	E-reader	36.0	9.8	E-reader for digital books, linked to book industry and kindle unlimited service.
anine bing	query	38.8	9.6	ANINE BING: A fashion brand known for modern wardrobe pieces and affiliated with Reformation.
McLaren	Car make	-11.7	9.6	British automotive manufacturer known for high-performance vehicles, including the senna gtr.
Influenza A virus	Virus	-50.4	9.5	Highly contagious respiratory pathogen.
fruits	query	35.2	9.3	Fruits: Edible plant parts, often sweet. Linked to Fruit, Blox Fruits game.
Camper	Topic	-19.9	9.2	A 'Camper' refers to a recreational vehicle or a shoe brand known for comfort.
PERFORMANCE	Topic	-24.8	9.0	Performance: Efficiency & capability in Tesla vehicles, compared with Porsche, & impact on loans.
Subito	Topic	211.0	8.8	Italian online marketplace for buying and selling goods and services.
zumo	query	25.7	8.7	Zumo refers to Garmin's motorcycle GPS line and a term for fruit juice.
Nike Store	Topic	-6.7	8.6	Retail outlets offering Nike's sports footwear, apparel, and equipment.
OMEGA	Topic	-27.5	8.4	OMEGA refers to Omega SA, a Swiss luxury watchmaker known for precision timepieces.
Valentino	Fashion brand	40.3	8.4	Luxury fashion brand and company known for haute couture.
Fermentation starter	Food	96.3	8.2	A substance used to initiate fermentation, often in sourdough bread.
17track	query	23.2	8.1	Global package tracking platform affiliated with usps and other postal services.
vanguard login	query	21.9	8.1	Access portal for The Vanguard Group's clients to manage investments.
nfl standings	query	2.3	7.6	Rankings of NFL teams based on wins, losses, and ties.
Lip stain	Topic	43.4	7.5	Cosmetic product for coloring lips, often with long-lasting effects. affiliated with brands like rhode.
Parlay	Topic	33.5	7.3	Parlay refers to a cumulative series of bets in gambling or an act of using one's skills to increase advantage.
Renter's insurance	Topic	-63.2	7.3	Insurance policy for tenants covering personal property and liability.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 5)

Topic name	Type	Pop. Growth	Growth change	Description
Zenni Optical	Topic	-4.4	7.2	Zenni Optical, affiliated with 1-800 Contacts, is an online eyewear retailer.
M340i	Topic	49.1	6.8	The M340i is a performance model of the BMW 3 Series.
Mikal Bridges	American basketball player	122.2	6.8	Nba player known for defense, linked to stats and bojan bogdanović.
Chiropractor	Occupation	-42.0	6.7	A chiropractor is a healthcare professional focusing on diagnosing and treating neuromuscular disorders, primarily through manual adjustment of the spine.
Carolina Herrera	Fashion brand	27.5	6.6	Luxury fashion brand known for perfumes like good girl eau de parfum, often found at macy's.
Charm bracelet	Topic	39.3	6.6	A charm bracelet is a decorative wristband featuring hanging trinkets or 'charms'.
xbox gift card	query	6.2	6.6	A prepaid card for purchasing Xbox content and subscriptions.
Bose	Topic	-72.8	6.5	Renowned audio equipment brand, known for its high-quality headphones, including the bose headphones 700.
Opal	Gemstone	8.3	6.5	Hydrated amorphous form of silica known for its iridescent colors.
sony xm4	query	20.6	6.4	The Sony XM4 is a model of wireless noise-canceling headphones from Sony Corporation.
epic store	query	-9.2	6.2	Digital storefront for video games, owned by Epic Games, featuring titles like Destiny 2.
The MorrĀ-gan	Goddess	17.8	6.2	The Morrigan is a Celtic goddess of war and fate, often associated with crows and ravens.
Virtual reality game	Topic	3.2	6.1	A game designed for VR platforms, offering immersive 3D experiences.
Apple Watch	Watch	-2.3	6.0	The Apple Watch is a smartwatch developed by Apple Inc. with fitness tracking and health-oriented capabilities.
Penny	United States coin	-1.7	6.0	A 'Penny' is a U.S. coin worth 1 cent, often featuring Lincoln and historic Wheat Ears reverse.
Vera Wang	Fashion brand	10.0	6.0	Luxury fashion brand known for bridal gowns and collaborations with retailers like kohls.
Advil	Drug brand	-64.8	5.9	Brand of ibuprofen, a nonsteroidal anti-inflammatory drug used to relieve pain, fever, and inflammation. it is often compared with aspirin and other pain relievers.
Affliction	Topic	34.2	5.9	Affliction refers to a state of pain, distress, or grief.
meta vr	query	51.8	5.9	Meta VR refers to Meta's virtual reality products, including Oculus devices, and VR gaming like Phasmophobia.
playstation	query	23.5	5.8	PlayStation, a Sony brand, holds Guinness records for gaming. It's a portal for PS games, including PS5 titles.
Bulletin board system	Topic	-0.5	5.7	A Bulletin board system (BBS) is an early form of online community and communication system.
WSS	Retail chain	-2.5	5.7	Retail chain specializing in footwear and apparel, often featuring brands like nike.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 6)

Topic name	Type	Pop. Growth	Growth change	Description
Versace	Fashion brand	12.5	5.6	Luxury fashion brand known for bold designs.
lab diamond	query	52.5	5.5	Lab diamonds are man-made gems identical to mined diamonds, created in controlled environments.
Path of Exile	Video game	41.8	5.5	An action RPG game developed by Grinding Gear Games.
BMW M4	Luxury car	25.9	5.4	The BMW M4 is a high-performance luxury sports coupe by BMW's M division.
lego	query	35.3	5.4	Line of plastic construction toys produced by the lego group.
Submachine gun	Topic	-16.5	5.4	A submachine gun is a compact, automatic firearm designed for rapid fire at close range.
gpu nvidia	query	18.6	5.3	Nvidia's GPUs are specialized hardware for rendering graphics and parallel processing.
Logitech	Topic	11.9	5.3	Global provider of computer peripherals like mice and keyboards, including the logitech g gaming series.
Tripadvisor	Website	-58.4	5.3	Travel platform for reviews and bookings, often used for planning trips to destinations like miami beach.
fidelity funds	query	25.0	5.2	Investment products offered by Fidelity Investments, including mutual and index funds.
gazelle	query	88.8	5.2	Adidas Originals Gazelle is a classic sneaker style known for its simplicity and comfort.
BMW M3 (G80)	Car model	99.6	5.1	The BMW M3 (G80) is a high-performance luxury sedan by BMW M GmbH.
opera gx	query	99.7	5.1	Gaming-oriented web browser by opera software featuring unique controls and design.
Three-dimensional space	Topic	9.6	5.1	Context for 3d printing and related technologies.
Kodak	Topic	31.7	5.0	Kodak, a historic camera brand, known for photography equipment & imaging technology.
911 turbo	query	20.2	4.9	The '911 Turbo' refers to Porsche's high-performance sports car variant.
billie eilish perfume	query	78.2	4.9	A fragrance line by singer Billie Eilish.
MOLLE	Topic	33.0	4.8	MOLLE (Modular Lightweight Load-carrying Equipment) is a system for attaching gear to backpacks and vests, often used in military and tactical setting
The LEGO Store	Topic	112.6	4.8	Retail outlets specializing in LEGO brand products, owned by The Lego Group.
Bracelet	Topic	24.6	4.7	A bracelet is a jewelry piece worn on the wrist, often made of gold and popularized by brands like Pandora.
cologne	query	28.3	4.7	Cologne: A fragrance, typically for men, with origins in Eau de Cologne.
Robe	Garment	108.0	4.7	A robe is a loose-fitting outer garment.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 7)

Topic name	Type	Pop. Growth	Growth change	Description
Victoria's Secret	Topic	60.9	4.7	Renowned lingerie and fashion brand.
opera download	query	31.9	4.6	Query for downloading the Opera web browser.
lego disney	query	52.8	4.5	Lego Disney sets are themed building kits combining LEGO bricks with Disney characters and stories.
pink dunks	query	32.7	4.5	Pink Dunks refer to Nike's Dunk Low LX Suede Women's sneakers in pink, sold by brands like Finish Line.
sony games	query	34.3	4.5	Video games developed or published by Sony, including PlayStation titles.
Sony WH-1000XM5	Computer headset	34.2	4.0	The Sony WH-1000XM5 is a premium noise-canceling headset from Sony Corporation.
Varzesh 3	Website	47.5	4.0	'Varzesh 3' is an Iranian sports news website, featuring updates and live scores.
Bass guitar	Instruments	26.8	3.9	A Bass guitar is a stringed instrument providing low-pitched tones in music, often used with guitar tablature.
STL	File format	41.7	3.6	File format native to the stereolithography cad software.
Peroxide	Topic	191.0	3.5	Peroxide, often in the form of hydrogen peroxide, is a chemical compound used for disinfection and bleaching.
Fighter	Dungeons & Dragons	59.9	3.3	A 'Fighter' in D&D is a versatile warrior class, often seen in Baldur's Gate 3 using the Standard array for stats.
roth ira	query	30.9	3.3	A Roth IRA is a tax-advantaged retirement savings account.
Dashcam	Topic	46.4	3.2	A dashcam is a camera mounted on a vehicle's dashboard for recording the road.
kindle paperwhite	query	31.0	3.2	The Kindle Paperwhite is an e-reader by Amazon with a 6-inch display, designed for digital book consumption.
nfl stats	query	37.8	3.2	Statistical data on players, teams, and games in the National Football League.
Porsche Cayman	Sports car	26.7	3.2	The Porsche Cayman is a sports car from Porsche, related to the 2016 Cayman GTS model.
TNA	Topic	110.9	3.2	TNA refers to Aritzia's clothing line and Impact Wrestling's former name.
m3 g80	query	84.8	2.9	The 'm3 g80' refers to the BMW M3 model with the G80 designation.
Porsche 911	Sports car	58.0	2.9	Iconic sports car model by Porsche AG, known for performance and design.
Hallmark	Topic	100.5	2.8	Company known for greeting cards and media production.
Aldi	Supermarket chain	22.9	2.7	Global discount supermarket chain with german origins.
Graphics processing unit	Topic	21.0	2.5	A Graphics Processing Unit (GPU) is a specialized processor for rendering graphics, often used in tandem with CPUs, notably by NVIDIA.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 8)

Topic name	Type	Pop. Growth	Growth change	Description
Moissanite	Topic	29.7	2.5	Diamond simulant known for its durability and brilliance, often used in jewelry.
Chrome Hearts	Topic	37.6	2.4	Luxury biker-inspired lifestyle brand.
jnco jeans	query	41.2	2.2	JNCO jeans are wide-leg denim pants, popular in the '90s, known for deep pockets and skater style.
onn.	Topic	29.7	2.2	Walmart's electronics brand, offering tvs, streaming devices, and accessories.
Sideloadng	Topic	38.1	2.2	Installing apps on iOS outside the App Store, often via GitHub or public key certificates.
hello kitty	query	54.5	2.1	'Hello Kitty' is a popular Sanrio character known globally, often featured on merchandise.
Proton Mail	Topic	25.3	2.1	Secure email service with end-to-end encryption.
silver bracelet	query	28.8	2.0	A 'silver bracelet' is a piece of jewelry made from silver, often worn as an accessory.
Eau de Parfum	Topic	70.4	1.9	A fragrance with 15-20% perfume oil concentration.
Cinemark Theatres	Chain	33.6	1.8	Cinemark Theatres, a cinema chain, affiliated with Cinemark Tinseltown USA and The Boys in the Boat.
Gluten	Food	28.2	1.8	Gluten, a protein in wheat, is avoided in gluten-free diets due to health reasons.
proton vpn	query	21.5	1.5	Secure vpn service for online privacy.
Polaroid	Topic	150.9	1.4	Polaroid refers to a brand known for instant cameras and photography-related products.
dior set	query	25.0	1.3	A 'dior set' typically refers to a collection of products from the luxury brand Dior.
JVC	Topic	20.5	1.3	JVC, affiliated with Yamaha, offers products like True Wireless Earbuds and home theater projectors.
Cinnamon	Spice	24.3	1.2	Spice from the inner bark of cinnamomum trees, used in both sweet and savory foods.
Kurt Geiger	Topic	90.1	1.2	British footwear and accessories retailer.
niacinamide	query	38.4	1.2	Niacinamide, also known as Nicotinamide, is a form of vitamin B3 used in skincare products like Beauty of Joseon's serums.
Checked baggage	Topic	27.9	1.0	Checked baggage refers to luggage transported in the hold of an aircraft, separate from passengers.
miss dior perfume	query	22.6	0.9	Miss Dior Perfume: A classic fragrance by Dior, often found at retailers like Dillard's.
Swarovski	Fashion brand	25.1	0.9	Austrian producer of glass known for its cut crystal and jewelry.
Windows 11	Operating system	26.2	0.9	Microsoft's latest os, featuring a new ui and updated features.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 9)

Topic name	Type	Pop. Growth	Growth change	Description
betting apps	query	62.4	0.4	Mobile applications for placing bets on sports, often linked to gambling industries.
cinnamon roll	query	22.9	0.4	A cinnamon roll is a sweet pastry with cinnamon and sugar, often with icing.
CapCut	Software	73.5	0.3	Video editing app with keyframe animation, sound effects, cropping, and lut capabilities.
pimple patches	query	45.6	0.1	Pimple patches are small adhesive treatments for acne.
Pro Club	Topic	28.0	0.0	Brand known for durable t-shirts and hoodies, often associated with streetwear.
highlander suv	query	22.8	-0.1	The 'Highlander SUV' is a midsize crossover by Toyota, known for its reliability and features.
Adapter	Topic	24.5	-0.2	A device for connecting pieces of equipment that cannot be connected directly.
lego flowers	query	62.0	-0.2	Buildable floral models by The Lego Group, including sets like LEGO Icons 10328 Bouquet of Roses.
3d print	query	33.9	-0.3	3D printing, or additive manufacturing, is a process of making three-dimensional objects from a digital file.
panoxyl	query	54.7	-0.3	Brand of acne treatment products containing benzoyl peroxide, often used for managing acne symptoms.
Reddit	Website	25.3	-0.3	Social news platform, hosting user-generated content and discussions.
Slingback	Shoe	73.0	-0.3	A slingback is a type of woman's shoe with a strap around the heel.
Torch	Topic	28.9	-0.3	A torch is a portable device for producing a flame, often fueled by propane, used for lighting or heating.
maison mihara	query	165.2	-0.4	Maison Mihara Yasuhiro is a fashion brand known for innovative footwear.
high yield cd	query	52.5	-0.5	A 'high yield cd' is a Certificate of Deposit offering higher interest rates.
Low-rise	Fashion	41.3	-0.5	Low-rise refers to the fit of jeans or pants that sit below the waist.
Viktor&Rolf Spicebomb	Eau de cologne	88.0	-0.6	A men's fragrance by Viktor&Rolf, known for its bold, spicy scent profile.
CarPlay	Topic	37.9	-0.7	Apple's in-car platform for ios device integration.
clover necklace	query	91.7	-0.7	A 'clover necklace' is a piece of jewelry featuring a clover, often associated with luck.
Inductive charging	Topic	53.4	-0.7	Wireless power transfer method for battery charging via electromagnetic fields.
VK	Service	23.1	-0.7	VK, also known as VKontakte, is a Russian social media platform. It's featured in 'The Boy's Word: Blood on the Asphalt' and 'God of Fury: Special Edi
pesos mexicanos a dolares	query	42.4	-0.8	Exchange rate query from Mexican pesos to US dollars.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 10)

Topic name	Type	Pop. Growth	Growth change	Description
SEPHORA	Topic	40.7	-0.9	Global beauty retailer offering cosmetics, skincare, and fragrances.
elegoo	query	57.5	-1.0	Tech company known for its 3d printers like the saturn 3.
Lego minifigure	Topic	53.1	-1.0	A small, articulated figurine produced by LEGO for its construction sets.
A Bathing Ape	Topic	25.0	-1.1	Japanese streetwear clothing brand.
highlander xle	query	25.3	-1.1	The Highlander XLE is a mid-level trim of Toyota's SUV, featuring upgraded amenities.
Emporio Armani Stronger With You	Eau de cologne	310.7	-1.6	A men's fragrance by Armani, noted for its warm & spicy scent profile.
Berry	Fruit	28.7	-1.9	A berry is a small, pulpy, and often edible fruit. Typically, berries are juicy, rounded, brightly colored, and have a sweet or sour flavor.
eos fitness	query	28.4	-1.9	EōS Fitness is a gym chain offering fitness services, with locations like Las Vegas.
T-Mobile	Topic	21.7	-1.9	Global mobile network operator, part of t-mobile international ag.
Waffle	Dish	29.2	-1.9	A waffle is a dish made from leavened batter cooked between two patterned plates of a waffle iron.
Glow Recipe	Topic	260.8	-2.0	Skincare brand known for its fruit-themed products like the watermelon glow toner.
canon powershot	query	91.3	-2.2	Line of digital cameras by canon, known for portability and performance.
Itch.io	Website	52.0	-2.2	Indie game marketplace and community platform.
samba	query	114.2	-2.2	Classic adidas sneaker known for its iconic design and association with soccer.
capital one lounge	query	102.1	-2.3	Airport lounge by Capital One, affiliated with Air France, for cardholders to relax.
culture kings	query	31.0	-2.3	Retailer specializing in streetwear and lifestyle products.
facebook marketplace	query	53.9	-2.3	An online platform by Facebook for buying and selling goods.
tesla charger	query	-2.4	-2.4	A device by Tesla, Inc. for charging electric vehicles, compatible with Tesla models.
529 plan	Topic	-2.5	-2.5	A 529 plan is a tax-advantaged savings plan for education.
AMIRI	Fashion brand	-2.7	-2.7	Luxury fashion brand known for high-end denim, apparel, and accessories.
kuromi	query	-2.7	-2.7	Sanrio character, known for her punk appearance and mischievous nature.
Fogo de Chão	Restaurant chain	-2.8	-2.8	Fogo de Chao is a chain of Brazilian steakhouses known for churrasco dining.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 11)

Topic name	Type	Pop. Growth	Growth change	Description
Turn-based strategy	Topic	58.1	-2.8	A game genre where players take turns to make strategic decisions.
Carhartt	Topic	60.1	-3.0	Brand known for durable workwear and apparel.
Herbal tea	Beverage	25.0	-3.1	Beverage made from infusing herbs, spices, or other plant material.
carplay screen	query	51.4	-3.2	An interface display for Apple's CarPlay system in vehicles.
Lexus	Car make	30.0	-3.3	Luxury vehicle division of the japanese automaker toyota.
jojoba oil	query	26.6	-3.4	Botanical extract from the seed of the jojoba plant, used in skincare and haircare.
Over-the-counter drug	Medicinal	29.0	-3.4	OTC drugs are medications available without a prescription, used for common ailments.
ozempic cost	query	155.3	-3.4	Price of the diabetes medication Ozempic.
Mustard	Condiment	37.9	-3.5	Mustard, a condiment made from seeds, is often paired with honey or used in honey mustard dressing.
platform uggs	query	41.2	-3.6	Elevated sheepskin boots by UGG, blending iconic UGG comfort with platform shoe style.
pompompurin	query	106.5	-3.7	Sanrio character, often featured on mugs and cardigans, popular at hot topic.
Sol de Janeiro	Topic	258.6	-3.7	Beauty brand known for its brazilian-inspired skincare products.
Mouse button	Topic	64.4	-3.8	A mouse button is an input feature on a computer mouse, used for selection and interaction.
badtz maru	query	58.9	-4.0	Badtz-Maru is a penguin character from Sanrio, often featured in anime and merchandise.
DualSense	Peripheral	65.4	-4.3	Sony's ps5 wireless controller with haptic feedback.
paul giamatti	query	107.5	-4.5	Actor known for diverse roles, including films with dwayne johnson.
Sony Group Corporation	Topic	340.1	-4.6	Multinational conglomerate known for electronics, gaming, and entertainment.
adidas samba	query	-4.8	-4.8	Classic soccer shoe model by adidas.
spider hoodie	query	-4.8	-4.8	A 'spider hoodie' is a garment featuring spider-themed designs, often linked to the Spider-Man franchise or streetwear brands.
cd calculator	query	-4.9	-4.9	A 'cd calculator' is a tool for estimating interest earnings on a Certificate of Deposit.
Xbox Games Store	Topic	-4.9	-4.9	Digital marketplace for Xbox video games.
Marni	Fashion brand	-5.1	-5.1	Italian luxury fashion brand known for eclectic designs.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 12)

Topic name	Type	Pop. Growth	Growth change	Description
uggs	query	42.3	-5.4	UGGs are sheepskin boots originating from Australia, associated with UGG brand.
Retrogaming	Topic	48.2	-5.6	Retrogaming: Playing or collecting video games from older consoles or systems.
Body Oil	Topic	68.7	-5.7	Skincare product, often enriched with oil and vitamin b3 complex, for hydration.
perimenopause	query	47.1	-5.8	Phase before menopause with hormonal changes.
Stanley	Topic	247.2	-5.8	Stanley, affiliated with Cup and Tulle, may refer to a product line or collaboration.
Aquaphor	Drug brand	22.1	-5.9	Brand of skin care ointments.
LOEWE	Fashion brand	51.1	-6.2	Luxury fashion brand known for high-end handbags and accessories.
BeamNG	Video game developer	36.9	-6.4	Video game developer known for realistic driving simulation and physics.
ea download	query	33.0	-7.6	Search for downloading EA's digital game content.
yts	query	34.7	-7.8	YTS, affiliated with YIFY, is a search term for a torrent site known for distributing Godzilla films.
xm5 sony	query	81.0	-8.2	The 'xm5 sony' query refers to Sony's WH-1000XM5 headphones, known for advanced noise-cancellation and sound quality.
moza	query	117.2	-9.7	Moza refers to a brand of camera stabilizers and gimbals.
shilajit	query	469.1	-9.8	Sticky substance found in himalayan rocks, used in ayurveda.
Canon PowerShot ELPH	Digital camera	150.3	-10.1	Compact digital camera series by Canon, known for portability and ease of use.
sanrio characters	query	59.9	-10.3	Sanrio characters are a lineup of cute, iconic mascots from the Japanese company Sanrio.
Vans	Topic	237.7	-11.4	Vans, a brand known for skateboarding shoes and apparel, including the Vans Ultrarange EXO.
Michelin	Topic	100.5	-11.9	Global tire manufacturer known for quality and innovation, also awards michelin stars to restaurants.
METRO PCS	Topic	-12.2	-12.2	METRO PCS, now Metro by T-Mobile, is a prepaid wireless service provider, affiliated with T-Mobile US.
Voice acting	Topic	-12.3	-12.3	Art of performing voice-overs to represent a character or provide information to an audience.
Azzaro	Fashion brand	-12.4	-12.4	Luxury fashion brand known for fragrances and apparel.
Panasonic Service Center	Topic	-12.6	-12.6	Authorized centers for Panasonic product repairs, including CD players.
pochacco	query	-15.3	-15.3	Sanrio character known for its association with gudetama and build-a-bear, embodying cuteness.

3. Google Trends All Trending Topics USA - 2W Delta (as of 01-01-2024, 13weeks YoY, part 13)

Topic name	Type	Pop. Growth	Growth change	Description
Jared	Topic	306.0	-17.1	Jewelry retailer known for charm bracelets and other fine jewelry.
canon g7x	query	207.1	-19.6	The Canon G7X is a compact digital camera from Canon's PowerShot series, known for its high image quality.
Baccarat	Topic	111.7	-26.9	Baccarat: A card game and luxury brand, known for fine crystal and perfumes.

4. Google Trends Industries USA - 2W Delta (2024-01-01, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Variety store	163.0%	37.2%	topics: Dollar Tree;Walgreens Pharmacy;CVS;Gift Bag queries: dollar;dollar store;stores open on christmas;follar store;food lion
Baby transport	-8.5%	9.2%	topics: Infant;Stroller;Baby Carrier;Babybjörn;Tactical Baby Carrier queries: pram;stroller;baby stroller;tactical baby carrier;colugo baby carrier; artipoppe carrier
Foodservice	32.9%	8.4%	topics: Food;Gordon Food Service queries: food service; equipment such as chafing dishes, steam tables and heated cabinets designed to hold f; gordon food service locations;gordons food service
Gift Card	14.1%	7.7%	topics: Gift;DoorDash Gift Card;vanilla gift card balance queries: gift card;giftcardmall.com mygift
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Skin care	18.4%	7.5%	topics: Skin;BUBBLE;Drunk Elephant queries: skincare;skin care
Investment fund	53.2%	6.1%	topics: Mutual fund;Index fund queries: fund;funds;end hedge fund control act; end hedge fund control of american homes act
Outlet store	63.5%	5.4%	topics: Coach New York;Coach;Coach Outlet queries: outlet
Espresso machine	2.2%	5.4%	topics: Machine;Espresso; Gourmia Espresso Cappuccino Latte & Americano Maker with Automatic Frothing; Nespresso Vertuo Pop+ Coffee Maker and Espresso Machine;Ground coffee queries: espresso;espresso machine;how to use a nespresso machine; how to clean my nespresso machine;spinn coffee maker
Clog	17.9%	5.2%	topics: Birkenstock;Ugg Clogs Size 4 BNWOB. Clogs;Clog, Schwarz 36; Birkenstock Boston Soft Footbed queries: clogs;kerwin frost;fry guy clogs
3D Computer graphics	-49.4%	5.1%	topics: 3D modeling;Creality;3D queries: 3d;3d gaussian splatting;cgtrader

4. Google Trends Industries USA - 2W Delta (2024-01-01, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Service	-63.6%	4.5%	topics: Customer Service;Customer;Spectrum;Verizon Fios queries: service;customer service;directv customer service; xfinity mobile customer service;call spectrum customer service
Game controller	18.5%	4.2%	topics: Xbox;PlayStation 5;Turtle Beach Stealth;Nintendo queries: controller;turtle beach stealth ultra controller; fortnite festival guitar controller
Stock market	-20.1%	4.0%	topics: Stock;Market;December 26;December 22 queries: stock;market;stock market;is the stock market open on december 26; stock market hours december 22;why did the stock market go down today
Sony PlayStation	36.7%	3.9%	topics: PlayStation 5;PlayStation Portal;Guinness World Records;World record queries: playstation; how many games did playstation plus add to the game catalogue in 2023?; how many games did playstation add in 2023; approximately, how many games did playstation plus add to the game catalogue in 2023?
Footwear	50.1%	3.7%	topics: Shoes;Famous Footwear queries: footwear;famous footwear;mj footwear reviews;shoe carnival
Quadcopter	-6.0%	3.3%	topics: Unmanned aerial vehicle;Falcon;DJI Tello;Wind queries: quadcopter
Mutual fund	-27.1%	3.0%	topics: Investment fund queries: mutual funds;mutual fund; why is mutual fund investing a good idea for retirement, but not for your emergency f; which of these investments may be long term? choose four answers. savings accounts mu; what is the significance of the p/e ratio in stock analysis?
Sandal	5.3%	3.0%	topics: Woman;Shark attack queries: sandals;sandals shark attack
Coffeemaker	3.8%	2.9%	topics: Coffee;Hogwarts School of Witchcraft and Wizardry queries: coffee;coffee maker;bird coffee brewer;brewster coffee machine; affresh coffee maker cleaner
Smartphone	-47.0%	2.8%	topics: Mobile phone queries: smartphone;cassis cocktail;smart phone projector;kerouac novel crossword
Shirt	13.1%	2.8%	topics: T-shirt queries: shirt;tommy cutlets shirt;grinch shirt near me

4. Google Trends Industries USA - 2W Delta (2024-01-01, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Handbag	-27.8%	2.4%	topics: Bag;BOGG BAG;Michael Kors Purse queries: purse;judith leiber microphone purse
Smartwatch	-1.6%	2.3%	topics: Watch;Proscan;Fossil Smartwatches;Kids Smart Watch queries: smart;watch;justice smart watch;kidizoom smart watch; proscan bluetooth smart watch
Freight transport	1.2%	2.3%	topics: United States Postal Service;USPS;UPS SHIPPING CENTER;Time limit queries: shipping;abf freight tracking;red sea shipping news;usps shipping deadlines