

ASTUTEX TRENDSPOTTING

May 02, 2022

!!! 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
Mountrail-Williams Electric Cooperative	Electric utility company in Williams County, North Dakota	338.87	325.97	topics: North Dakota Department of Trans
GFI Software	Software company	221.43	160.65	topics: SoftLayer; Enterprise resource planning
New Milani Group LLC	Company	52.19	53.08	topics: Cosmetics;Talc
SoftLayer	Company	14.05	34.24	topics: SoftLayer; Enterprise resource planning
TNT Express	Company	37.09	31.02	queries: nba stream
Scandinavian Airlines	Airline	141.82	29.54	topics: International flight
Zip2	Company	17.99	21.21	queries: how did elon musk make his mo; how did musk make his money
Fashnear Technologies Private Limited	Company	63.58	15.56	topics: Myntra
Freedom Debt Relief	Company	5.86	10.38	topics: Dashboard
Red Bull GmbH	Drink company	36.33	8.94	topics: Energy drink
Japan Airlines	Airline	109.83	8.62	topics: International flight
Limited company	Company type	10.32	3.67	topics: Enterprise;Foodservice; Investment fund
Men's Wearhouse	Company	55.22	-4.05	topics: K&G Fashion Superstore;Suit; Coat queries: prom suit;prom suits

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
900	Essex Property Trust Inc	2022-05-02	65%	20%
910	J B Hunt Transport Services In	2022-05-02	50%	7%
244	Tailored Brands Inc	2022-05-02	44%	-5%
59	Cedar Fair LP	2022-05-02	63%	-13%

3. Google Trends Industries World - 2W Delta (2022-05-02, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Airline ticket	50.9%	5.8%	topics: Airplane;Ticket queries: uçak bileti;tickets;plane; airline ticket agency
Cruise	99.6%	4.8%	topics: Cruise ship;Ship queries: cruise ship;cruise; what is the biggest cruise ship in the world; lady jumped off cruise ship;man jumps from cruise ship
Hiking shoes	-24.5%	4.6%	topics: Hiking;Boot;ROA queries: boots;hiking boots;hiking shoes
Hand luggage	163.5%	4.5%	topics: Baggage;Size;Bag queries: carry on
Suitcase	46.7%	4.4%	topics: Baggage;Travel;Hand luggage queries: suitcase; boy found in suitcase;boy found in suitcase in indiana; boy found in suitcase indiana
Stock market	2.8%	4.3%	topics: Market;Stock;Eric Boehlert;Good Friday; April 15 queries: stock market;stock;good friday stock markets; eric boehlert bike accident;data breach cash app
Airport	70.0%	3.3%	topics: Flight;Car rental;International airport;Ambush; Drug cartel queries: airport;boston logan airport evacuated; cartel ambushes cancun airport;cartel cancun airport
Resort	29.8%	2.7%	topics: All-inclusive resort;Hotel;Beach queries: resort
Investment fund	-12.5%	2.6%	topics: Mutual fund queries: fund;funds; small business growth fund;2022 small business growth fund; spx mutual fund
Airline	57.9%	2.6%	topics: Alaska;Alaska Airlines;Flight;Cloth face mask;Face mask Strike action queries: airlines;face mask mandate airlines; airlines face masks;covid 19 mask mandate airlines
Personal care	21.9%	2.6%	topics: Bag;Toiletry bag;Sub-Saharan Africa;HDIS Inc.; Disposable product queries: toiletries;toiletry; hdis personal care products

3. Google Trends Industries World - 2W Delta (2022-05-02, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Shirt	17.9%	2.5%	topics: topics: T-shirtqueries: shirt;shirts; mothers day shirts; butter cloth shirts queries: queries: shirt; butter cloth shirts
Footwear	-6.0%	2.4%	topics: Shoes;Rihanna;Fenty;Amina Muaddi queries: footwear; fenty footwear;fenty footwear designer;amina muaddi
Smartwatch	-4.5%	2.4%	topics: Watch queries: watch;smartwatch;smart watch; best smartwatches for men
Suit	27.7%	2.2%	topics: Man;Marlon Wayans;Emmy Awards queries: suit; jake lockley;marlon wayans emmy suit
Men suits	27.7%	2.2%	topics: Man;Marlon Wayans;Emmy Awards queries: suit; jake lockley;marlon wayans emmy suit
Vehicle Insurance	2.1%	2.0%	topics: Insurance queries: insurance;car insurance
Amusement park	52.6%	1.9%	topics: Park;Amusement queries: theme park;amusement park; williams grove amusement park;davontai lee amusement park
Vehicle	1.5%	1.9%	topics: Vehicle registration plate;Car; Motor vehicle queries: xe;vehicle; is your vehicle lease ending soon;automated vehicle barrier; mastiff vehicle
Digital camera	-2.5%	1.9%	topics: Camera;Wide-angle lens;Rangefinder camera; Digital versus film photography queries: camera; digital camera; video camera camcorder digital camera recorder kicteck full ; although digital cameras;■■ ■■
Social media	10.9%	1.8%	topics: Media;Frank James queries: social media;social; frank james social media;social media clips for short; frank r james
Lingerie	-10.3%	1.7%	topics: Undergarment;Victoria's Secret; Madison Cawthorn queries: lingerie;cawthorn lingerie; madison cawthorn;madison cawthorn lingerie

3. Google Trends Industries World - 2W Delta (2022-05-02, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Weight loss	-8.1%	1.7%	topics: topics: Diet;Eating;Fastingqueries: weight loss; lose weight;shark tank weight loss liquid; jessica simpson weight loss; shark tank weight loss drink dr oz queries: queries: weight ; shark tank weight loss drink dr oz
Ferry	39.5%	1.7%	topics: Island queries: ferry;operate a ferry crossword; davis park ferry;black ball ferry schedule
Payroll	12.7%	1.6%	topics: Tax;Payroll tax queries: payroll; www.doculivery.com abm payroll login;tiberwolves payroll; arconic payroll

4. Google Trends Industries USA - 2W Delta (2022-05-02, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	-6.1%	8.4%	topics: Market;Stock;Eric Boehlert;Good Friday; April 15 queries: stock market;stock;good friday stock markets; eric boehlert bike accident;data breach cash app
Social media	21.0%	7.1%	topics: Media;Frank James queries: social media;social; frank james social media;social media clips for short; frank r james
Investment fund	-26.8%	7.0%	topics: Mutual fund queries: fund;funds; small business growth fund;2022 small business growth fund; spx mutual fund
Robotics	32.0%	5.7%	topics: Robot;Fishing lure;Machine learning; Reinforcement queries: robotics;isca robotica;kit robotica mec; which moon of neptune is the coldest place to be measured as
Lingerie	-10.6%	4.7%	topics: Undergarment;Victoria's Secret; Madison Cawthorn queries: lingerie;cawthorn lingerie; madison cawthorn;madison cawthorn lingerie
Jewelry design	-9.1%	4.1%	topics: Jewellery;Design queries: jewellery;jewelry design; jewelry;israeli jewelry designers
Vehicle Insurance	4.1%	4.0%	topics: Insurance queries: insurance;car insurance
Unmanned aerial vehicle	13.9%	3.7%	topics: DJI;Camera;Howitzer;Ghost;Phoenix queries: drone; phoenix ghost;phoenix ghost drones
Quadcopter	2.2%	3.6%	topics: Multicopter;Unmanned aerial vehicle;Metre per second; 3D computer graphics;Kazan queries: ████████████████████;quadcopter
E-commerce	10.5%	3.1%	topics: Trade queries: ecommerce
News	19.0%	3.1%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; bruce johnson news anchor;johnny depp news; courtney taylor news

4. Google Trends Industries USA - 2W Delta (2022-05-02, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Enterprise Resource Planning	25.7%	3.1%	topics: topics: System;Software;Renewable resource; Renewable energy;GFI Softwarequeries: erp;fixjets;gfi software; datadoghq queries: queries: erp;datadoghq
Skin care	-3.4%	2.5%	topics: Skin queries: skin care;skincare; violin bow application nyt;beauty of joseon sunscreen; lemieux skincare
Computer security	19.8%	2.4%	topics: Security queries: security;cyber security; home depot careers;pc security free
Physical fitness	-2.5%	2.3%	topics: Gym;Exercise;Health club queries: fitness; andrew mcgovern fitness;andrew mcgovern; ms health and fitness 2022
Personal care	18.4%	2.0%	topics: Bag;Toiletry bag;Sub-Saharan Africa;HDIS Inc.; Disposable product queries: toiletries;toiletry; hdis personal care products
Business	-4.3%	1.9%	topics: Enterprise software;Software;Enterprise architecture; Utility queries: empresa
Mobile games	-1.2%	1.9%	topics: Mobile phone;Game;Video game;Queen Sugar; Kingdom Hearts queries: mobile games; mobile game with a variety of blades; mobile game with a variety of blades crossword; evidently crossword clue
Money	-1.8%	1.8%	topics: Money order;Account;Cash App queries: money; prize money for the masters;my money dont jiggle jiggle; the masters 2022 prize money
Dating	5.8%	1.8%	topics: Online dating service;Mobile app; Online dating application;Gussy Lau;Ángela Aguilar; Chrishell Stause queries: dating;angela aguilar fotos; gussy lau;fotos de angela aguilar
Investment	-17.5%	1.7%	topics: Stock;Bank queries: investment; elon musk twitter investment;rare fish investing; jared kushner saudi arabia investment
Marketing	17.3%	1.6%	topics: Digital marketing queries: marketing

4. Google Trends Industries USA - 2W Delta (2022-05-02, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Action camera	-33.7%	1.6%	topics: topics: Cameraqueries: action camera queries: querie
Payroll	7.8%	1.6%	topics: Tax;Payroll tax queries: payroll; www.doculivery.com abm payroll login;tinberwolves payroll; arconic payroll
Website	-1.0%	1.5%	topics: World Wide Web;Design;Web design queries: website; on the jlo website;1040paytax.com official site

5. Website Traffic - 2W Delta (2022-04-30, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
487	Raia Drogasil SA	5.277692	363%	159%
701	Exelon Corp	1.986461	108%	44%
407	Kikkoman Corp	5.716461	96%	38%
441	Bandai Namco Holdings Inc	4.895769	272%	36%
681	Motorola Solutions Inc	3.136846	73%	31%
546	Caterpillar Inc	12.377230	90%	27%
55	Carnival Corp	11.989230	216%	25%
671	Charter Communications Inc	1.593307	79%	21%
512	E-Mart Inc	1.115230	-22%	19%
475	Sharp Corp	5.290923	62%	19%
61	Cewe Stiftung & Co KGaA	1.153363	28%	18%
714	Schlumberger NV	8.647076	66%	18%
452	Synopsys Inc	13.374769	138%	15%
792	Microchip Technology Inc	7.032615	27%	13%
935	Centene Corp	1.555461	55%	12%
400	Hero MotoCorp Ltd	3.441846	7%	12%
382	Lawson Inc	5.722538	11%	11%
337	Netmarble Games Corp	8.540307	53%	10%
335	Dassault Systemes SE	8.076384	33%	10%
192	Nutanix Inc	5.436769	32%	9%
734	Unum Group	1.273230	0%	9%
560	Merck & Co Inc	2.169846	-26%	9%
218	Red Robin Gourmet Burgers Inc	1.505692	-14%	8%
68	Sleep Number Corp	2.922153	-3%	8%
416	Beiersdorf AG	1.417153	26%	8%
69	Takeaway.com NV	28.266692	-10%	7%
910	J B Hunt Transport Services In	2.355307	-13%	7%
865	Juniper Networks Inc	6.791923	10%	6%
717	Snap-On Inc	2.164846	30%	6%
180	Midea Group Co Ltd	17.274846	74%	6%
362	Casio Computer Co Ltd	15.443230	12%	5%
895	Xylem Inc	1.078923	-26%	5%
305	Restaurant Brands Internationa	5.214615	12%	5%

6. Wikipedia - 2W Delta (2022-05-02, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	en.wikipedia.org/wiki/Abercrombie_%26_Fitch	3183	331.0%	271.6%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6417	16.3%	30.5%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	6193	87.1%	27.3%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7781	88.6%	23.8%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	11680	12.9%	23.5%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	200557	105.9%	19.7%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	17458	31.6%	17.8%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4328	105.1%	15.0%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39551	54.1%	12.2%
332	Deutsche Post AG	en.wikipedia.org/wiki/Deutsche_Post	2436	-4.4%	11.9%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Web_Services	56068	53.6%	11.1%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	7174	35.3%	9.4%
887	Expedia Inc	en.wikipedia.org/wiki/Trivago	3660	52.7%	9.1%
429	AirAsia Bhd	en.wikipedia.org/wiki/Indonesia_AirAsia_Flight_8501	3981	34.8%	8.8%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Hyundai_Motor_Company	3362	-8.7%	8.8%
549	Coca-Cola Co	en.wikipedia.org/wiki/The_Coca-Cola_Company	3433	-6.4%	7.8%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	29574	39.4%	7.5%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	14958	67.7%	7.5%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	4840	122.8%	7.1%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	9491	33.4%	7.0%
698	PG&E Corp	en.wikipedia.org/wiki/Erin_Brockovich	7207	-18.5%	6.8%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4333	34.5%	6.8%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	5182	-1.1%	6.7%
506	TUI AG	en.wikipedia.org/wiki/Sunwing_Airlines	2620	37.0%	6.5%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Scoot	5268	42.9%	6.1%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	3021	9.9%	6.0%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	8314	36.7%	5.6%
934	News Corp	en.wikipedia.org/wiki/News_of_the_World	13613	4.6%	5.5%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	15924	25.0%	5.3%

7. Wikipedia Pages- 2W Delta (2022-04-30, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	58957	1,379%	475%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	37142	421%	104%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	211788	429%	96%
		en.wikipedia.org/wiki/Skyscanner	16762	326%	44%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	15356	191%	36%
		en.wikipedia.org/wiki/Warner_Bros._Pictures	36698	117%	28%
		en.wikipedia.org/wiki/Piggly_Wiggly	11976	205%	28%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	13794	81%	27%
		en.wikipedia.org/wiki/Tesla%2C_Inc.	206181	-7%	26%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	113716	14%	25%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	113716	14%	25%
		en.wikipedia.org/wiki/MakeMyTrip	14834	164%	25%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	16577	182%	23%
		en.wikipedia.org/wiki/SpaceX	121937	-12%	22%
		en.wikipedia.org/wiki/Credit_card	19266	55%	21%
289	Wizz Air Holdings PLC	en.wikipedia.org/wiki/Wizz_Air	13385	143%	20%
859	Alphabet Inc	en.wikipedia.org/wiki/Alphabet_Inc.	36614	1%	18%
		en.wikipedia.org/wiki/Rivian	26338	60%	17%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/New_York_Stock_Exchange	34898	73%	16%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	393238	83%	14%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	30832	5%	14%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	18010	26%	14%
		en.wikipedia.org/wiki/PSV_Eindhoven	13864	29%	13%
		en.wikipedia.org/wiki/The_Vanguard_Group	32608	94%	13%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Ubisoft	19995	46%	13%
		en.wikipedia.org/wiki/Walt_Disney_World	33573	36%	13%
		en.wikipedia.org/wiki/Columbia_Pictures	47471	220%	11%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	33127	24%	10%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	21744	151%	9%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	237825	71%	9%
		en.wikipedia.org/wiki/Euronews	37390	15%	9%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	679257	85%	8%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	26503	53%	7%

7. Wikipedia Pages- 2W Delta (2022-04-30, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Airbnb	31476	64%	7%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Taco_Bell	18296	0%	5%
		en.wikipedia.org/wiki/Google_Play	40313	20%	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 (2022-04-30, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	114	26.9%	28.3%
227	SeaWorld Entertainment Inc	SeaWorld	288	25.5%	14.1%
200	Overstock.com Inc	Overstock — Furniture & Decor	274	11.0%	3.2%
1018	Barclays PLC	Barclays US Credit Cards	325	16.0%	1.9%
478	American Express Co	Amex	224	6.2%	1.3%
798	Allstate Corp	Allstate® Mobile	240	2.1%	1.2%
947	LVMH	Sephora: Buy Makeup & Skincare	254	2.5%	1.1%
190	Nordstrom Inc	Nordstrom Rack: Shop Deals; Nordstrom	294	1.3%	1.0%
284	Whole Foods Market, Inc.	Whole Foods Market	333	7.4%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-04-30, 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; Amazon Alexa	13	6.6%	15.1%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	110	8.1%	4.3%

11. Online Retail Amazon - 2W Delta (2022-05-02, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
520	Glanbia PLC	3877	173.4%	22.8%
1474	Caleres, Inc.	373	18.4%	20.9%
189	Nike Inc	1433	7.7%	15.2%
567	Procter & Gamble Co	971	138.0%	13.3%
615	Colgate-Palmolive Co	916	15.5%	6.8%
79	De Longhi SpA	2039	3.7%	6.3%
149	Intuit Inc	590	-21.5%	5.8%
477	Panasonic Corp	665	-28.4%	5.4%
389	Asics Corp	1424	-11.0%	4.7%
959	Turtle Beach	1622	-13.1%	4.3%
173	Makita Corp	964	1.6%	3.8%
290	Wolverine World Wide Inc	2475	-4.3%	3.8%
328	Yamaha Corp	2122	-13.4%	3.6%
540	Logitech International SA	2652	63.1%	3.1%

12. Online Retail Walmart - 2W Delta (2022-05-02, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
453	Kumho Petro Chemical Co Ltd	445	709.1%	80.5%
525	Campbell Soup Co	690	130.8%	74.3%
171	Luxottica Group SpA	1320	133.2%	42.6%
238	Starbucks Corp	1541	162.5%	32.8%
663	Kimberly-Clark Corp	1152	446.0%	29.6%
143	Hugo Boss AG	297	158.3%	25.2%
274	VF Corp	5047	30.9%	25.0%
250	Tempur Sealy International Inc	303	-7.9%	23.8%
457	Goodyear Tire & Rubber Co	3576	22.0%	20.8%
152	iRobot Corp	901	25.7%	20.7%
17	Amer Sports Oyj	1736	94.0%	17.3%
328	Yamaha Corp	905	70.4%	15.9%
302	Gildan Activewear Inc	1950	21.5%	13.0%
538	Fujifilm Holdings Corp	592	-8.2%	12.8%
130	HanesBrands Inc	9793	-4.7%	12.8%
477	Panasonic Corp	870	103.7%	11.9%
132	Hasbro Inc	5457	18.4%	11.5%
264	Techtronic Industries Co Ltd	788	41.5%	9.8%
283	Whirlpool Corp	3075	17.8%	7.6%
531	L'Oreal SA	311	65.4%	5.4%

13. Online Retail Bestbuy - 2W Delta (2022-05-02, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
116	Garmin Ltd	1355	-3.0%	12.1%
362	Casio Computer Co Ltd	689	33.5%	7.7%
957	Capcom	192	-55.2%	4.3%
328	Yamaha Corp	2206	6.7%	4.2%
106	Fitbit Inc	739	-39.5%	3.7%

14. Job Listings - 2W Delta (2022-05-02, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
905	IHS Markit Ltd	1724	82.4%	129%
1059	Swisscom AG	394	100.0%	97%
1391	K&S AG	192	73.7%	87%
335	Dassault Systemes SE	1099	100.0%	81%
379	Casino Guichard Perrachon SA	541	100.0%	80%
1353	John Wood Group PLC	407	-13.5%	79%
1471	UDG Healthcare plc	269	100.0%	78%
250	Tempur Sealy International Inc	419	100.0%	77%
372	Pernod Ricard SA	201	75.4%	76%
418	Shiseido Co Ltd	463	76.2%	70%
781	U.S. Bancorp	4404	100.0%	65%
772	People's United Financial Inc	394	21.1%	61%
520	Glanbia PLC	247	52.7%	60%
951	Mercado Libre	178	31.0%	59%
1127	Swiss Life Holding AG	265	34.5%	58%
730	Total System Services Inc	462	12.1%	56%
1233	DCC PLC	161	32.9%	55%
1423	Inchcape PLC	162	28.6%	52%
465	Anheuser Busch Inbev NV	2217	39.9%	51%
1021	Nokia Oyj	3497	100.0%	50%
968	Siemens AG	10404	100.0%	49%
676	Marsh & McLennan Companies Inc	1315	18.4%	46%
1203	Eiffage SA	1633	22.6%	45%
1198	SES SA	196	73.9%	45%
1074	Legal & General Group PLC	354	100.0%	43%
281	Weight Watchers International	289	-4.9%	41%
1019	Compass Group PLC	11660	31.3%	41%
291	Workiva Inc	574	100.0%	40%
677	Masco Corp	473	86.5%	38%
1376	Prosiebensat 1 Media SE	370	32.6%	38%

15. Employee Company Ratings - 2W Delta (2022-05-02, 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
165	Leon's Furniture Ltd	348	2.0%	1.8%	2.4%	9.4%	CEO Rating
118	Geox SpA	219	-0.8%	-0.8%	1.3%	8.2%	CEO Rating
1063	Schindler Holding AG	1156	-0.1%	8.0%	3.8%		Outlook
1125	NN Group NV	239	-0.2%	7.4%	0.2%		Outlook
695	Omnicom Group Inc	221	1.6%	3.0%	2.4%	7.0%	CEO Rating
700	PPL Corp	366	2.4%	4.2%	2.4%	6.4%	CEO Rating
1218	Tele2 AB	235	1.6%	5.4%	2.3%		Outlook
1526	W R Berkley Corp	215	2.0%	1.6%	3.2%	5.2%	CEO Rating
93	El Pollo Loco Holdings Inc	494	1.4%	0.8%	5.1%	5.2%	CEO Rating
213	Booking Holdings Inc.	298	2.9%	1.8%	5.0%	0.4%	Management
858	Devon Energy Corp	518	0.0%	2.0%	-1.2%	5.0%	CEO Rating