

ASTUTEX TRENDSPOTTING

June 27, 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
Norse Atlantic Airways	Airline	1978.93	1147.71	topics: Airline
Juul	Company	40.95	75.53	queries: gas tax
Telemundo	Television broadcasting company	141.56	57.35	topics: Celebrity queries: casa de famosos; casa de los famosos
Mint Mobile	Company	29.46	12.19	topics: Mobile phone
Enterprise Rent-A-Car	Car rental agency company	17.50	11.00	topics: Enterprise;Rent;Car rental;Car
Nautica	Apparel company	0.15	3.84	topics: Nautica;Nautica;Outlet store
Mattel	Toy company	41.60	3.68	topics: Ken;Amusement park
Trane	Company	6.04	2.56	topics: Condensation
HCA Healthcare	Health care company	40.30	1.56	topics: Health care
Procore	Construction company	21.13	0.51	topics: Workflow
HOKA ONE	Company	76.80	0.31	topics: Shoes;Footwear
SKIMS	Clothing company	205.73	-0.59	topics: Bodysuit; GOOD AMERICAN queries: kim skin care; kim kardashian skin care;pacsun
Air Canada	Airline	277.72	-2.51	topics: Ottawa

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
740	Weyerhaeuser Co	2022-06-27	13%	34%
279	Webjet Ltd	2022-06-27	110%	29%
678	S&P Global Inc	2022-06-27	109%	21%
1490	Snaige	2022-06-27	1%	21%
719	Southern Co	2022-06-27	21%	11%
883	Assurant Inc	2022-06-27	26%	10%
839	FirstEnergy Corp	2022-06-27	20%	9%
316	Korean Air Lines Co Ltd	2022-06-27	78%	7%
71	Crocs Inc	2022-06-27	18%	7%
51	Camping World Holdings Inc	2022-06-27	14%	3%
866	BlackRock Inc	2022-06-27	28%	2%
713	Edison International	2022-06-27	11%	1%
310	Deutsche Lufthansa AG	2022-06-27	56%	-1%
225	Samsonite International SA	2022-06-27	65%	-2%
432	American Airlines Group Inc	2022-06-27	14%	-3%
608	Hilton Worldwide Holdings Inc	2022-06-27	21%	-4%
1489	Tallink Grupp	2022-06-27	54%	-4%
293	Wyndham Worldwide Corp	2022-06-27	16%	-6%
311	International Consolidated Air	2022-06-27	100%	-9%
276	Viking Line Abp	2022-06-27	49%	-17%
289	Wizz Air Holdings PLC	2022-06-27	70%	-27%

3. Google Trends Industries World - 2W Delta (2022-06-27, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Smartwatch	4.3%	2.2%	topics: topics: Watchqueries: smart watch;smartwatch; carbonex smart watch; fallout smartwatch queries: queries: smart watch; fallout smartwatch
Video game console	-16.8%	2.2%	topics: Video game;Omori queries: console; is the cycle frontier on console; omori console exclusive content;dragon age dread wolf
Xbox	-11.5%	2.2%	topics: Xbox One;Xbox Series X and Series S;Xbox;Bethesda; Fall Guys: Ultimate Knockout queries: xbox; xbox pride controller; hollow knight silksong release date xbox; marines killed osprey crash
Vehicle	7.7%	2.2%	topics: Vehicle registration plate;Tax;Motorcycle;1,000,000; Product recall queries: vehicle;xe; ford recalls 2.9 million vehicles; lax airport suspicious vehicle
Hiking shoes	-15.0%	2.1%	topics: Hiking;Boot;Poshmark queries: hiking boots;hiking shoes; poshmark
Bicycle	-15.2%	2.0%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Bicycle	-15.2%	2.0%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Espresso machine	-3.5%	1.9%	topics: Espresso;Machine;Angelo Moriondo; Semi-automatic transmission queries: espresso machine; espresso;angelo moriondo;angelo moriondo espresso machine
Pharmacy	3.5%	1.8%	topics: Walgreens;Pharmacy technician; Walgreens Pharmacy queries: pharmacy; pharmacy open on memorial day;centerwell pharmacy;mark cuban
Power Tool	-10.3%	1.8%	topics: Tool;Roofer;Ampere hour queries: power tools
Skin care	-3.4%	1.8%	topics: Skin;RHODE;Kim Kardashian;Lori Harvey queries: skincare; skin care;skkn;skkn by kim;kim kardashian skin care line

3. Google Trends Industries World - 2W Delta (2022-06-27, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Home appliance	-4.8%	1.7%	topics: topics: Home repairqueries: appliance;appliances; wholesale toilet appliance; 4th of july appliance sales 2022 queries: queries: appliance; 4th of july appliance sales 2022
Motorcycle	4.0%	1.7%	topics: Bicycle;Honda queries: motorcycle; lake george motorcycle accident
Jewelry design	-1.4%	1.7%	topics: Jewellery;Design;Magic;Warrior; Aquamarine queries: jewelry design;jewellery;jewellery design; inspirational designs jewelry

4. Google Trends Industries USA - 2W Delta (2022-06-27, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	37.8%	16.6%	topics: Market;Stock;June 20 queries: stock market;stock;market; flooding yellowstone national park; man climbing devon tower oklahoma city;seinfeld actor died
Payment	-13.6%	15.1%	topics: Invoice;Credit;Credit card queries: pay;payment
Online Banking	-12.4%	5.4%	topics: Bank queries: online banking
Skin care	5.1%	4.6%	topics: Skin;RHODE;Kim Kardashian;Lori Harvey queries: skincare; skin care;skkn;skkn by kim;kim kardashian skin care line
Bicycle	-12.3%	4.4%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Bicycle	-12.3%	4.4%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Video game console	-17.7%	4.3%	topics: Video game;Omori queries: console; is the cycle frontier on console; omori console exclusive content;dragon age dread wolf
Bank	3.2%	4.3%	topics: Online banking;U.S. Bank Branch;U.S. Bancorp; June 20 queries: bank;are banks open on juneteenth; are banks closed on juneteenth; are banks closed on juneteenth 2022
Jewelry design	-7.4%	4.3%	topics: Jewellery;Design;Magic;Warrior; Aquamarine queries: jewelry design;jewellery;jewellery design; inspirational designs jewelry
Sony PlayStation	-20.8%	4.3%	topics: PlayStation 5;PlayStation Network; Resident Evil 4 queries: playstation;new ps plus uk; brad johnson actor died;sony playstation event; sony playstation state of play
Air Conditioner	-10.9%	3.6%	topics: Air conditioning queries: air conditioner; chilwell portable air conditioner;chilwell portable ac; chilwell ac

4. Google Trends Industries USA - 2W Delta (2022-06-27, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
hiking apparel	-20.8%	3.5%	topics: Hiking;Clothing;Undergarment; Sneakersqueries: hiking clothes; hiking outfit queries: hiking clothes;hiking outfit
Pharmacy	4.8%	3.4%	topics: Walgreens;Pharmacy technician; Walgreens Pharmacy queries: pharmacy; pharmacy open on memorial day;centerwell pharmacy;mark cuban
Power Tool	-10.0%	3.3%	topics: Tool;Roofer;Ampere hour queries: power tools
Doll	-0.7%	3.0%	topics: Infant;American Girl;Barbie;Dance; Madame Alexander Doll Company queries: doll;dolls; dyshea dancing dolls;dancing doll killed;doll e mini
Nintendo Switch	-16.3%	3.0%	topics: Nintendo Switch;Nintendo queries: nintendo switch; nintendo;switch;roller champions; roller champions nintendo switch; familyfunwithquaker.com nintendo switch
Money	5.3%	2.6%	topics: Money order;Cash App;Account queries: money; how much money did johnny win;mischief blur money; liv golf prize money
Xbox	-12.8%	2.6%	topics: Xbox One;Xbox Series X and Series S;Xbox;Bethesda; Fall Guys: Ultimate Knockout queries: xbox; xbox pride controller; hollow knight silksong release date xbox; marines killed osprey crash
Quadcopter	-2.8%	2.2%	topics: Multicopter;Unmanned aerial vehicle;Hobby; Virtual reality queries: ████████████████████;quadcopter
Motorcycle	0.5%	2.2%	topics: Bicycle;Honda queries: motorcycle; lake george motorcycle accident
Vehicle audio	-21.9%	2.1%	topics: Car queries: audio car;car stereo;car radio
Hunting	-2.4%	2.0%	topics: Deer;License;Deer hunting queries: hunting; rino hunting ad;rino hunting;eric greitens

4. Google Trends Industries USA - 2W Delta (2022-06-27, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Musical Instrument	5.6%	1.9%	topics: topics: Music;Alice Coltranequeries: instrument; instruments;alice coltrane instrument;the time machine race; keyboard instruments that sound like glockenspiels queries: ; keyboard instruments that sound like glockenspiels
Food delivery	-12.7%	1.9%	topics: Food;Delivery queries: food delivery;food;delivery
Book	1.7%	1.7%	topics: Reading;Comics;Comic book; The Summer I Turned Pretty queries: book;books; pizza hut drag queen book;costco july 2022 coupon book; the summer i turned pretty book

5. Website Traffic - 2W Delta (2022-06-25, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
201	OVS SpA	1.867153	372%	160%
429	AirAsia Bhd	22.462076	209%	45%
141	Howden Joinery Group PLC	1.473230	104%	43%
329	Sega Sammy Holdings Inc	6.513769	317%	39%
632	PerkinElmer Inc	2.138307	74%	38%
801	BorgWarner Inc	1.172846	168%	35%
586	American Electric Power Compan	1.009923	54%	32%
502	Ubisoft Entertainment SA	75.326153	113%	32%
196	Oriental Land Co Ltd	7.670615	61%	27%
895	Xylem Inc	1.469846	7%	26%
548	Chevron Corp	2.415923	4%	24%
504	Nexon Co Ltd	8.298000	5%	23%
95	Esprinet SpA	1.274307	285%	23%
27	B&M European Value Retail SA	4.845769	144%	20%
271	Vail Resorts Inc	2.662461	0%	18%
347	Renault SA	5.290384	26%	17%
372	Pernod Ricard SA	2.103076	39%	17%
910	J B Hunt Transport Services In	2.965384	20%	15%
560	Merck & Co Inc	2.896384	10%	14%
891	TE Connectivity Ltd	4.614846	9%	14%
658	Ingersoll-Rand PLC	1.159461	-1%	13%
391	Electronic Arts Inc	178.445307	20%	12%
596	Bank of New York Mellon Corp	2.429384	12%	12%
408	Nissin Foods Holdings Co Ltd	1.686000	-22%	11%
946	Cracker Barrel Old Country Sto	2.219384	26%	11%
906	Western Digital Corp	23.216076	105%	11%
497	Jeronimo Martins SGPS SA	2.024230	53%	10%
571	Analog Devices Inc	10.584461	59%	10%
382	Lawson Inc	7.742692	60%	10%
607	Advanced Micro Devices Inc	67.042384	59%	9%
635	Entergy Corp	1.767538	21%	9%
203	Pandora A/S	11.098692	20%	9%
194	NVIDIA Corp	140.898230	4%	8%
218	Red Robin Gourmet Burgers Inc	2.024538	11%	8%
390	Nintendo Co Ltd	120.686538	96%	8%

5. Website Traffic - 2W Delta (2022-06-25, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
313	Cathay Pacific Airways Ltd	9.934000	63%	7%
958	Funko Inc	5.467538	19%	7%
515	Bajaj Auto Ltd	3.315153	65%	6%
573	Intel Corp	117.235769	21%	6%
401	Yamaha Motor Co Ltd	8.719769	2%	6%
630	Eaton Corporation PLC	7.080461	7%	6%
864	CME Group Inc	13.990153	4%	6%
146	Industria de Diseno Textil SA	170.757153	4%	5%
336	Micro Focus International PLC	10.299384	52%	5%

6. Wikipedia - 2W Delta (2022-06-27, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
859	Alphabet Inc	en.wikipedia.org/wiki/Alphabet_Inc.	198800	173.9%	20.8%
139	H & M Hennes & Mauritz AB		3362	49.1%	19.9%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	2287	89.4%	19.9%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	38166	114.0%	19.3%
851	eBay Inc	en.wikipedia.org/wiki/EBay	6225	64.0%	18.7%
915	DISH Network Corp	en.wikipedia.org/wiki/Dish_Network	2666	-26.6%	18.1%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	28010	78.1%	13.7%
162	Kroger Co	en.wikipedia.org/wiki/Kroger	3346	-3.9%	13.7%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3752	75.7%	12.0%
430	Turk Hava Yollari AO		3264	87.1%	11.5%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking_Holdings	5082	157.4%	10.7%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4495	59.5%	10.4%
311	International Consolidated Air	en.wikipedia.org/wiki/International_Airlines_Group	4343	46.5%	8.6%
506	TUI AG	en.wikipedia.org/wiki/TUI_Group	2939	63.2%	7.9%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Sidewalk	44551	65.0%	7.8%
623	Target Corp	en.wikipedia.org/wiki/Target_Corporation	4556	3.7%	7.4%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	2686	66.0%	7.4%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Jeffrey_Sprecher	5807	92.9%	7.3%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	65889	4.9%	7.1%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	3963	47.5%	6.9%
70	Costco Wholesale Corp	en.wikipedia.org/wiki/Costco	3063	18.4%	6.8%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Alexander_Povetkin_vs._Dillian_Whyte_II	2328	-12.8%	6.7%
503	Konami Holdings Corp	en.wikipedia.org/wiki/Gurren_Lagann	6974	-3.7%	6.4%
413	Kellogg Co		4227	-8.0%	6.3%
414	Mondelez International Inc	en.wikipedia.org/wiki/Mondelez_International	4142	-7.7%	5.9%
338	Adobe Systems Inc	en.wikipedia.org/wiki/Adobe_Inc.	6347	11.8%	5.7%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	2675	17.4%	5.6%
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	2675	17.4%	5.6%

7. Wikipedia Pages- 2W Delta (2022-06-25, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_Immortal	33205	546%	137%
		en.wikipedia.org/wiki/Nortel	13367	495%	133%
		en.wikipedia.org/wiki/WeTransfer	28141	397%	121%
		en.wikipedia.org/wiki/Canva	45193	473%	58%
		en.wikipedia.org/wiki/Vivienne_Westwood	25140	159%	57%
		en.wikipedia.org/wiki/Indeed	21585	274%	49%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	755977	215%	45%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/AliExpress	29563	185%	40%
		en.wikipedia.org/wiki/Udemy	24657	195%	39%
		en.wikipedia.org/wiki/Pinterest	52865	156%	34%
		en.wikipedia.org/wiki/Bethesda_Softworks	12496	23%	30%
		en.wikipedia.org/wiki/Streaming_media	45531	333%	30%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	120983	245%	30%
		en.wikipedia.org/wiki/LinkedIn	73188	161%	29%
		en.wikipedia.org/wiki/Upwork	11327	131%	29%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	250348	147%	25%
		en.wikipedia.org/wiki/North_Hollywood_shootout	18728	87%	25%
		en.wikipedia.org/wiki/Epic_Games	49854	64%	23%
		en.wikipedia.org/wiki/Xbox_Game_Studios	15041	88%	21%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Blizzard_Entertainment	15537	53%	20%
		en.wikipedia.org/wiki/The_Pirate_Bay	153568	22%	19%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Prime	16031	13%	19%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	14455	89%	17%
		en.wikipedia.org/wiki/GitHub	32503	63%	17%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Turkish_Airlines	13798	86%	16%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	16912	20%	16%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	181551	85%	15%
		en.wikipedia.org/wiki/Career_Opportunities_(film)	13350	32%	14%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	23810	86%	13%
		en.wikipedia.org/wiki/Bet9ja	13100	35%	13%
		en.wikipedia.org/wiki/Chrome_Web_Store	12102	87%	13%
		en.wikipedia.org/wiki/Aunt_Jemima	13023	-18%	12%

7. Wikipedia Pages- 2W Delta (2022-06-25, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_(2019_video_game)	20139	55%	12%
		en.wikipedia.org/wiki/IndiGo	23608	69%	10%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	12991	17%	10%
		en.wikipedia.org/wiki/All_Elite_Wrestling	41484	18%	10%
		en.wikipedia.org/wiki/Google_Play	44796	67%	10%
		en.wikipedia.org/wiki/Rolox	15121	21%	9%
		en.wikipedia.org/wiki/Sony_Interactive_Entertainment	21312	35%	9%
		en.wikipedia.org/wiki/Sears	10174	11%	8%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	19388	267%	8%
		en.wikipedia.org/wiki/Spotify	52830	38%	8%
		en.wikipedia.org/wiki/Domino's_Pizza	14547	8%	7%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_(console)	19690	7%	6%
		en.wikipedia.org/wiki/AnyDesk	31951	110%	6%
70	Costco Wholesale Corp	en.wikipedia.org/wiki/Costco	19371	16%	6%
		en.wikipedia.org/wiki/Wendy's	9832	16%	6%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	10064	32%	6%
311	International Consolidated Air	en.wikipedia.org/wiki/British_Airways	15711	47%	6%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/Chase_Bank	8903	42%	6%

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 (2022-06-25, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
611	Cigna Corp	myCigna	296	8.8%	3.7%
543	Verizon Communications Inc	GizmoHub	349	1.3%	2.6%
277	Vista Outdoor Inc	Bushnell Golf Mobile	263	30.9%	2.4%
103	Fast Retailing Co Ltd	UNIQLO US	348	11.6%	2.2%
116	Garmin Ltd	Garmin Golf	284	1.3%	2.1%
496	Koninklijke Ahold Delhaize NV	Food Lion	366	1.7%	1.1%

10. AppStore Publishers USA - 2W Delta (2022-06-25, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	ADP, Inc	ADP Mobile Solutions	164	-6.4%	20.3%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; LinkedIn: Network & Job Finder	80	30.8%	16.4%
	MLB	MLB Ballpark	52	48.0%	15.3%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	28	59.4%	11.7%
433	Southwest Airlines Co	Southwest Airlines	139	17.6%	10.1%
	Skype Communications S.a.r.l	GroupMe	175	-1.1%	5.4%
	Maplebear Inc	Instacart: Grocery delivery	92	50.0%	4.7%
	Domino's Pizza LLC	Domino's Pizza USA	112	10.4%	4.5%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	107	20.8%	4.3%
	Bumble Holding Limited	Bumble - Dating. Friends. Bizz	155	11.0%	3.4%
	Crumbl, LLC	Crumbl Cookies	82	42.9%	3.3%
	Duolingo	Duolingo - Language Lessons	94	44.8%	3.2%
399	Wal-Mart Stores Inc	Sam's Club; Walmart - Shopping & Grocery	42	10.8%	3.0%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	108	-14.4%	2.2%
338	Adobe Systems Inc	Adobe Acrobat Reader: Edit PDF	189	-1.7%	2.1%
175	McDonald's Corp	McDonald's	22	29.5%	1.9%

11. Online Retail Amazon - 2W Delta (2022-06-27, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	335	176.9%	30.8%
264	Techtronic Industries Co Ltd	2260	45.0%	12.4%
39	Breville Group Ltd	1140	42.9%	11.8%
405	Danone SA	390	-9.7%	11.1%
505	Activision Blizzard Inc	1296	14.5%	10.4%
528	Kraft Heinz Co	896	-20.1%	9.8%
389	Asics Corp	1252	15.9%	8.3%
540	Logitech International SA	3241	68.4%	6.9%
5	Puma SE	974	34.2%	6.7%
536	Monster Beverage Corp	889	-4.8%	5.7%
189	Nike Inc	1458	58.3%	5.7%
525	Campbell Soup Co	345	-21.4%	5.4%
283	Whirlpool Corp	3228	47.9%	4.8%
363	Sony Corp	4221	-35.6%	4.6%
152	iRobot Corp	1337	-15.6%	4.5%
127	SEB SA	1997	32.2%	4.4%
956	Square Enix	795	-24.0%	4.3%
538	Fujifilm Holdings Corp	828	13.0%	4.3%
106	Fitbit Inc	3006	40.7%	4.0%
71	Crocs Inc	6963	21.5%	3.8%
477	Panasonic Corp	632	-12.1%	3.5%
78	Deckers Outdoor Corp	961	-30.5%	3.3%
600	Berkshire Hathaway Inc	4298	6.4%	3.0%

12. Online Retail Walmart - 2W Delta (2022-06-27, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
453	Kumho Petro Chemical Co Ltd	469	965.9%	230.5%
171	Luxottica Group SpA	1300	221.8%	92.9%
277	Vista Outdoor Inc	264	151.4%	69.7%
212	Prada SpA	540	283.0%	66.0%
456	Hankook Tire Co Ltd	271	129.7%	44.3%
268	Under Armour Inc	986	79.9%	33.1%
958	Funko Inc	250	13.1%	13.6%
111	Fossil Group Inc	632	55.7%	7.0%
328	Yamaha Corp	738	22.0%	5.9%
537	Acer Inc	1350	12.0%	5.1%

13. Online Retail Bestbuy - 2W Delta (2022-06-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
328	Yamaha Corp	2503	39.1%	13.8%
116	Garmin Ltd	1627	12.4%	11.1%
538	Fujifilm Holdings Corp	1022	-3.2%	10.9%
441	Bandai Namco Holdings Inc	191	32.6%	10.1%
390	Nintendo Co Ltd	2304	-1.2%	10.0%
111	Fossil Group Inc	102	-22.7%	9.6%
957	Capcom	237	-46.9%	9.1%
956	Square Enix	660	-25.8%	8.4%
391	Electronic Arts Inc	3776	-23.3%	6.6%
143	Hugo Boss AG	1148	1.5%	6.3%

14. Job Listings - 2W Delta (2022-06-27, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
785	CBS Corp	791	100.0%	168%
1174	Hochtief AG	505	17.5%	86%
199	Orpea SA	1459	-10.9%	85%
964	Total SA	640	-16.3%	83%
1055	E.ON SE	301	61.6%	82%
89	Dunelm Group PLC	208	51.8%	81%
1201	Pearson PLC	5857	59.5%	79%
162	Kroger Co	8116	24.9%	79%
678	S&P Global Inc	1535	22.6%	73%
30	Basic Fit NV	118	-9.8%	71%
1045	Vonovia SE	409	-22.4%	69%
138	Hibbett Sports Inc	3002	-26.5%	68%
1162	Yara International ASA	297	61.0%	66%
814	NetApp Inc	492	74.2%	65%
584	Aflac Inc	327	6.1%	65%
445	Royal Mail PLC	351	79.8%	59%
837	Yum! Brands Inc	66897	41.1%	57%
807	Prudential Financial Inc	723	46.5%	52%
427	Lenovo Group Ltd	2145	51.9%	50%
527	Hormel Foods Corp	177	-34.0%	49%
777	AutoNation Inc	2638	60.2%	49%
112	Francesca's Holdings Corp	704	-50.4%	49%
997	Electricite de France SA	1916	45.6%	48%
926	Equinix Inc	777	61.2%	48%
1019	Compass Group PLC	2854	-6.5%	47%
760	Flowserve Corp	1598	78.9%	47%
762	Expeditors International of Wa	544	22.6%	45%
698	PG&E Corp	310	-16.7%	44%
1129	Merck KGaA	529	55.5%	44%
910	J B Hunt Transport Services In	2329	73.5%	44%

15. Employee Company Ratings - 2W Delta (2022-06-27, 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
506	TUI AG	1508	18.4%	-0.8%	19.2%	0.0%	Management
403	Barry Callebaut AG	510	3.2%	7.6%	4.0%	0.0%	Outlook
733	UnitedHealth Group Inc	31870	-0.3%	-0.4%	-0.4%	7.3%	CEO Rating
122	GoPro Inc	430	0.4%	0.4%	1.5%	7.0%	CEO Rating
199	Orpea SA	720	4.2%	-0.6%	6.9%	0.0%	Management
1344	LANXESS AG	690	0.6%	2.4%	-0.2%	6.4%	CEO Rating
1193	Atos SE	12943	0.0%	-0.2%	-0.4%	6.2%	CEO Rating
1289	Berkeley Group Holdings PLC	301	1.2%	0.2%	0.8%	6.2%	CEO Rating
182	Moncler SpA	248	1.8%	6.2%	0.6%	1.8%	Outlook
917	Everest Re Group Ltd	247	1.9%	5.6%	1.1%	0.0%	Outlook
937	Macerich Co	254	4.2%	1.4%	4.7%	5.6%	CEO Rating
704	Pinnacle West Capital Corp	237	-3.3%	0.0%	5.4%	0.0%	Management
1467	Dometic Group AB (publ)	480	0.6%	5.4%	0.7%	-1.8%	Outlook
1321	Rockwool International A/S	355	3.7%	5.4%	1.4%	0.0%	Outlook
1329	Air France KLM SA	1231	5.4%	-0.6%	2.6%	-1.6%	Rating
717	Snap-On Inc	690	2.4%		5.2%	0.0%	Management
1523	Rollins Inc	449	-0.7%	5.2%	0.6%	-1.4%	Outlook
405	Danone SA	4007	0.0%	0.4%	0.0%	5.2%	CEO Rating
133	Haverty Furniture Companies In	469	0.8%	3.6%	2.0%	5.0%	CEO Rating