

ASTUTEX TRENDSPOTTING

September 12, 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
Funny or Die	Television company	193.65	192.01	topics: Tiffany Haddish;Aries Spears
Prep Sportswear, Inc.	Company	48.42	6.89	topics: Sportswear
Music & Arts Center	Music company	17.13	1.91	topics: Saxophone

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
755	Bed Bath & Beyond Inc	2022-09-12	15%	25%
3	NCSOFT Corp	2022-09-12	24%	18%
713	Edison International	2022-09-12	17%	10%
892	Cooper Companies Inc	2022-09-12	18%	3%

3. Google Trends Industries World - 2W Delta (2022-09-12, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Social media	-18.7%	4.0%	topics: Media;Ban;Andrew Tate queries: social;social media; what does nfs mean on social media; opps meaning in social media; what is catfishing on social media
Moisturizer	14.1%	3.6%	topics: Cream;Face queries: moisturizer; beauty of joseon sunscreen; jergens natural glow daily moisturizer; best tinted moisturizer for mature skin
Air Conditioner	0.8%	3.2%	topics: Air conditioning queries: air conditioner
Sandal	12.2%	2.8%	topics: Woman;Shoes queries: sandals;toe hold sandals
Video card	-4.0%	2.7%	topics: Personal computer;Nvidia;Video game;Optical disc drive; Sound card queries: graphics card;nvidia a100
Slipper	10.7%	2.3%	topics: UGG;Ugg boots;Man;Bottle;Balenciaga queries: slippers; ugg ultra mini;birkenstock boston clog;ugg tazz slipper
Cookware and Bakeware	-12.4%	2.3%	topics: Frying pan queries: cookware;flavcity cookware; waterless cookware;anolon x cookware
Heating, ventilation, and air	-2.4%	1.9%	topics: Air conditioning;System queries: hvac; entry level hvac jobs near me;air scrubber;buds hvac
Heating Ventilation and AC	-2.4%	1.9%	topics: Air conditioning;System queries: hvac; entry level hvac jobs near me;air scrubber;buds hvac
TV	-4.5%	1.8%	topics: Television;Apple;Samsung;Bad Sister queries: tv; peacocktv.com tv/samsung;tv sales labor day;gutsy apple tv
Dialysis	9.2%	1.7%	topics: Hemodialysis queries: dialysis;dialysis peritoneal; how much does a dialysis tech make

3. Google Trends Industries World - 2W Delta (2022-09-12, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Vehicle Insurance	-10.2%	1.5%	topics: topics: Insurance;queries: insurance;car insurance; top 10 cheapest car insurance companies queries: queries: in; top 10 cheapest car insurance companies
Skin care	5.6%	1.4%	topics: Skin;Brooklyn and Bailey McKnight queries: skincare; skin care;skin cycling;itk skincare;cosmedix skincare
Investment fund	-12.1%	1.4%	topics: Mutual fund queries: fund;funds; issued by money-centered financial firms, these short- or me
Power Tool	-6.9%	1.2%	topics: Tool;Power;1998 Masters Tournament;Moses Malone; Charging station queries: tools;power tools; big name in power tools;big name in power tools crossword; 1998 masters winner
Workflow	27.7%	1.2%	topics: Management;Workflow management system;GitHub; Zoho Corporation;Google Forms; Microsoft Dynamics queries: workflow
Food delivery	-22.0%	1.0%	topics: Food;Delivery queries: delivery;food delivery;food; publix food delivery;dinner delivery service; martha stewart food delivery
T-shirt	8.5%	1.0%	topics: Shirt queries: shirt;shirts
Vehicle audio	-14.7%	1.0%	topics: Car;Display device queries: car stereo;car audio;radio; car toys;car audio fabrication;car audio bargain
Food processor	-10.6%	0.9%	topics: Food;Robert Bosch;Canning; Cauliflower queries: food processor; pie crust recipe without food processor; robot cuisine moulinex;■■■■■ ■■■■■■■■ ■■■■■■■■
Playstation 4	-19.6%	0.9%	topics: Sony PlayStation 4; Phantasy Star Online 2 queries: ps4;thymesia;thymesia ps4; high on life ps4
Video game console	-5.1%	0.9%	topics: Video game;IGN;PSX queries: console; newest nintendo console;console champions cup; skyrim console commands skills

3. Google Trends Industries World - 2W Delta (2022-09-12, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Electronics	8.9%	0.8%	topics: topics: Recycling;Email;Mail; Electronic grade bookqueries: electronic;graduated cylinder; erlenmeyer flask queries: queries: electronic; erlenmeyer flask
Electronics	8.9%	0.8%	topics: Recycling;Email;Mail; Electronic grade book queries: electronic;graduated cylinder; erlenmeyer flask
Photography	5.8%	0.8%	topics: Photographer;Photograph; World Photography Day queries: photography;fotos; vietnamese new year;fill the frame photography; henri cartier-bresson

5. Website Traffic - 2W Delta (2022-09-10, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
201	OVS SpA	1.825923	586%	294%
326	Autohome Inc	237.724000	923%	147%
353	Ambev SA	1.571846	263%	124%
801	BorgWarner Inc	1.328769	430%	61%
512	E-Mart Inc	1.856615	57%	34%
440	NetEase Inc	2660.662846	281%	31%
533	Pola Orbis Holdings Inc	1.998230	53%	29%
727	Textron Inc	1.201000	99%	22%
390	Nintendo Co Ltd	146.807230	156%	21%
382	Lawson Inc	9.030384	96%	19%
95	Esprinet SpA	1.730153	354%	19%
154	Jack in the Box Inc	2.196461	100%	18%
145	Illumina Inc	2.605461	59%	17%
380	Tesco PLC	36.927307	79%	16%
475	Sharp Corp	4.609615	24%	15%
862	Agilent Technologies Inc	6.019769	81%	15%
271	Vail Resorts Inc	2.646615	14%	14%
197	Ollie's Bargain Outlet Holding	1.590923	86%	14%
472	Ceconomy AG	30.521538	39%	14%
317	Singapore Airlines Ltd	23.783769	189%	14%
508	Coway Co Ltd	1.627692	87%	13%
444	Bpost SA	3.901000	-29%	13%
556	General Electric Co	10.347692	76%	12%
292	World Wrestling Entertainment	19.915000	74%	12%
75	DaVita Inc	1.830076	11%	11%
906	Western Digital Corp	27.031692	149%	11%
127	SEB SA	1.138538	149%	11%
456	Hankook Tire Co Ltd	1.310923	63%	11%
418	Shiseido Co Ltd	6.563538	12%	11%
714	Schlumberger NV	7.584615	39%	10%
867	DTE Energy Co	4.513076	43%	9%
504	Nexon Co Ltd	9.987384	46%	9%
574	Microsoft Corp	4396.859076	14%	9%
573	Intel Corp	136.409000	44%	8%
491	Kesko Oyj	6.007461	5%	7%

5. Website Traffic - 2W Delta (2022-09-10, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
731	Johnson Controls International	2.798307	16%	7%
620	Corning Inc	2.260692	16%	7%
71	Crocs Inc	9.639692	60%	7%
875	Ameriprise Financial Inc	6.953461	58%	6%
959	Turtle Beach	8.928692	365%	6%
413	Kellogg Co	3.458769	160%	6%
350	Mitsubishi Motors Corp	1.698769	8%	6%
73	Daikin Industries Ltd	3.846769	43%	5%

6. Wikipedia - 2W Delta (2022-09-12, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Uniper	2899	99.0%	46.3%
164	L Brands Inc		4642	114.5%	18.6%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	4966	27.3%	11.2%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	5877	54.7%	10.4%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Restaurant_Brands_International	7624	21.5%	9.9%
20	Apple Inc	en.wikipedia.org/wiki/Apple_Inc.	14680	-1.1%	8.0%
965	BP PLC	en.wikipedia.org/wiki/BP	2446	3.9%	6.6%
519	Nestle SA		3687	-6.4%	6.3%
1056	ArcelorMittal SA	en.wikipedia.org/wiki/Lakshmi_Mittal	2535	-6.3%	6.1%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop_short_squeeze	2832	-25.1%	5.5%
346	Porsche Automobil Holding SE	en.wikipedia.org/wiki/Porsche	4543	-5.3%	5.1%

7. Wikipedia Pages- 2W Delta (2022-09-10, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	31806	36,261%	8,208%
		en.wikipedia.org/wiki/AND1	34084	936%	416%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	185954	590%	218%
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	31129	93%	63%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation	13402	8%	38%
		en.wikipedia.org/wiki/Rolox	27449	105%	25%
		en.wikipedia.org/wiki/Germanwings_Flight_9525	20788	57%	21%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	51593	31%	16%
		en.wikipedia.org/wiki/Bata_Corporation	9015	64%	15%
		en.wikipedia.org/wiki/Louis_Vuitton	19353	-9%	15%
		en.wikipedia.org/wiki/Bet9ja	11477	61%	13%
458	Volkswagen AG	en.wikipedia.org/wiki/Bugatti	17345	9%	11%
		en.wikipedia.org/wiki/Steve_Jobs	214283	-5%	10%
20	Apple Inc	en.wikipedia.org/wiki/Apple_Inc.	185123	1%	10%
		en.wikipedia.org/wiki/Karl_Lagerfeld	21912	50%	9%
		en.wikipedia.org/wiki/Vegemite	11130	3%	9%
		en.wikipedia.org/wiki/Forever_Living_Products	21318	94%	9%
		en.wikipedia.org/wiki/UKG	23396	196%	8%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Prime	20210	48%	8%
965	BP PLC	en.wikipedia.org/wiki/BP	20720	3%	7%
		en.wikipedia.org/wiki/Chanel	13186	17%	7%
		en.wikipedia.org/wiki/ByteDance	27511	69%	6%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	20811	46%	6%
14	Adidas AG	en.wikipedia.org/wiki/Stella_McCartney	17849	58%	5%
161	Kering SA	en.wikipedia.org/wiki/Stella_McCartney	17849	58%	5%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Tim_Hortons	16089	74%	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 (2022-09-10, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
785	CBS Corp	Paramount+; CBS	193	2.8%	10.7%
989	Bayerische Motoren Werke AG	My BMW	267	0.8%	6.2%
747	Comcast Corp	Xfinity; Universal Orlando Resort™; Universal Studios Hollywood™	228	1.8%	5.6%
365	LG Electronics Inc	LG ThinQ	214	9.2%	4.8%
310	Deutsche Lufthansa AG	Lufthansa	275	20.5%	4.5%
1329	Air France KLM SA	Air France	303	23.8%	4.5%
460	Toyota Motor Corp	Toyota	211	7.1%	4.2%
671	Charter Communications Inc	My Spectrum; Spectrum TV	197	1.7%	4.0%
434	Carmax Inc	CarMax: Used Cars for Sale	239	1.2%	3.8%
441	Bandai Namco Holdings Inc	PAC-MAN	358	5.7%	3.8%
120	General Motors Co	myChevrolet; myGMC	289	4.7%	3.3%
430	Turk Hava Yollari AO	Turkish Airlines: Book Flights	327	16.6%	3.2%
390	Nintendo Co Ltd	Nintendo Switch Online	282	7.9%	2.6%
543	Verizon Communications Inc	My Verizon; GizmoHub	253	1.7%	2.2%
169	Lululemon Athletica Inc	lululemon	264	13.7%	1.2%

10. AppStore Publishers USA - 2W Delta (2022-09-10, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	36	23.0%	17.2%
747	Comcast Corp	Xfinity	121	-13.6%	5.9%
	EVOLLY.APP	TV Remote - Universal Control	156	8.2%	5.2%
	Chick-fil-A, Inc.	Chick-fil-A	97	7.6%	4.1%
	WarnerMedia	HBO Max: Stream TV & Movies	55	-17.4%	3.6%
	T-Mobile	T-Mobile	171	-8.9%	3.2%
851	eBay Inc	eBay: The shopping marketplace	99	1.0%	3.0%
	Bytedance Pte. Ltd	CapCut - Video Editor	36	18.4%	2.9%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	44	-1.4%	2.6%
	Lyft, Inc.	Lyft	54	-2.6%	2.6%
	1661, Inc.	GOAT – Sneakers & Apparel	116	3.7%	1.9%
	Bumble Holding Limited	Bumble - Dating. Friends. Bizz	133	21.0%	1.9%
	PicsArt, Inc.	Picsart Photo & Video Editor	115	-21.4%	1.6%

11. Online Retail Amazon - 2W Delta (2022-09-12, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
502	Ubisoft Entertainment SA	619	-15.0%	11.1%
567	Procter & Gamble Co	1493	130.0%	9.9%
264	Techtronic Industries Co Ltd	2325	79.8%	8.4%
525	Campbell Soup Co	324	2.5%	7.1%
528	Kraft Heinz Co	1007	20.3%	6.5%
601	H & R Block Inc	1072	24.1%	6.3%
364	Pioneer Corp	370	5.4%	4.8%
456	Hankook Tire Co Ltd	650	6.4%	3.9%
391	Electronic Arts Inc	5220	-4.8%	3.7%
233	Skechers USA Inc	4173	-19.8%	3.6%
171	Luxottica Group SpA	2066	26.8%	3.3%
16	Amazon.com Inc	28430	19.6%	3.0%

12. Online Retail Walmart - 2W Delta (2022-09-12, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
171	Luxottica Group SpA	2141	269.1%	42.7%
328	Yamaha Corp	825	263.4%	42.2%
202	Oxford Industries Inc	293	16.3%	32.9%
5	Puma SE	361	64.8%	21.8%
268	Under Armour Inc	1838	195.0%	18.7%
14	Adidas AG	2571	22.9%	18.3%
56	Carter's Inc	871	-30.7%	15.5%
233	Skechers USA Inc	1014	-69.3%	15.5%
362	Casio Computer Co Ltd	1477	-19.2%	15.3%
477	Panasonic Corp	567	-2.6%	14.0%
250	Tempur Sealy International Inc	460	39.0%	12.2%
238	Starbucks Corp	1210	114.2%	9.9%
365	LG Electronics Inc	1119	1.8%	6.1%

13. Online Retail Bestbuy - 2W Delta (2022-09-12, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
502	Ubisoft Entertainment SA	1329	59.2%	16.6%
957	Capcom	293	-4.9%	12.8%
122	GoPro Inc	507	-9.0%	5.9%
362	Casio Computer Co Ltd	1059	15.0%	4.1%

14. Job Listings - 2W Delta (2022-09-12, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
313	Cathay Pacific Airways Ltd	342	62.1%	71%
429	AirAsia Bhd	375	100.0%	58%
1235	Admiral Group PLC	102	0.0%	45%
1171	Ipsen SA	262	-0.5%	43%
977	Equinor ASA	268	56.0%	43%
888	Discovery Communications Inc	324	-0.7%	37%
586	American Electric Power Compan	177	44.5%	37%
421	Greene King PLC	1680	26.5%	37%
225	Samsonite International SA	133	0.9%	35%
593	Verisk Analytics Inc	160	-0.3%	35%
165	Leon's Furniture Ltd	292	53.3%	34%
449	Line Corp	993	60.5%	33%
1382	Tomra Systems ASA	451	24.5%	33%
839	FirstEnergy Corp	207	60.4%	33%
1025	Amadeus IT Group SA	550	43.7%	33%
1219	Old Mutual Ltd	201	71.3%	32%
1413	Bechtle AG	2098	82.6%	32%
497	Jeronimo Martins SGPS SA	219	4.8%	30%
197	Ollie's Bargain Outlet Holding	1875	22.6%	29%
256	TJX Companies Inc	7331	25.8%	28%
1343	GVC Holdings PLC	777	-31.0%	27%
1014	National Grid PLC	453	74.7%	26%
1310	Leonardo SpA	409	78.4%	26%
482	Fiserv Inc	1426	35.0%	23%
1052	UniCredit SpA	447	32.4%	23%
1380	Trelleborg AB	263	42.6%	23%
290	Wolverine World Wide Inc	528	-10.8%	22%
925	Digital Realty Trust Inc	205	48.4%	22%
293	Wyndham Worldwide Corp	977	-20.4%	21%
380	Tesco PLC	3627	-12.4%	21%

15. Employee Company Ratings - 2W Delta (2022-09-12, 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
1063	Schindler Holding AG	1274	0.8%	11.2%	4.8%	0.0%	Outlook
87	DSW Inc	3333	0.0%	0.8%	0.8%	8.0%	CEO Rating
810	Lockheed Martin Corp	11261	0.0%	-0.6%	0.0%	7.6%	CEO Rating
1034	Fresenius SE & Co KGaA	215	2.4%	7.0%	1.2%	0.0%	Outlook
1185	Covestro AG	435	0.0%	7.0%	0.0%	0.0%	Outlook
97	Ethan Allen Interiors Inc	495	0.8%	6.8%	0.0%	0.0%	Outlook
673	Loews Corp	1236	2.2%	6.6%	5.0%	0.0%	Outlook
1196	EVRAZ plc	305	-0.1%	6.1%	0.7%	0.0%	Outlook
340	Continental AG	6901	0.0%	-0.6%	0.0%	6.0%	CEO Rating
251	Texas Roadhouse Inc	5150	0.0%	0.2%	0.0%	6.0%	CEO Rating
380	Tesco PLC	20515	0.0%	0.0%	0.0%	5.4%	CEO Rating
317	Singapore Airlines Ltd	1837	0.0%	0.6%	0.0%	5.4%	CEO Rating
102	Express Inc	3627	0.0%	0.2%	0.0%	5.2%	CEO Rating
282	Wendys Co	9413	0.0%	-0.2%	0.0%	5.2%	CEO Rating
1307	Faurecia SA	2855	-0.8%	0.0%	-0.8%	5.0%	CEO Rating
1416	Alten SA	4205	0.0%	-0.8%	0.0%	5.0%	CEO Rating