

ASTUTEX TRENDSPOTTING

November 13, 2023

2. Google Trends All Trending Companies USA - 2W Delta (2023-11-13, 13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics
Glossier	Company	6284.6	507.7	topics: Lips;Moisturizer;LANEIGE;Madhappy queries: glossier discount;glossier book; glossier lip oil;solar paint glossier;glossier makeup bag white
AT&T Mobility	Mobile telecommunicati company	823.1	159.1	topics: Downtime;Roaming;Call centre
Yahoo!	Company	446.5	153.5	topics: Yahoo! Mail;Password;Rogers Communications queries: mail yahoo;yahoo login
Xumo	Company	349.4	71.2	topics: Charter Communications;Streaming media;Zumo queries: xumo remote; xumo reviews;xumo vs roku;xumo device
Blundstone Footwear	Footwear company	129.8	65.2	topics: Boot;Clog;Sorel queries: blundstone 585;blundstone warranty;blunstone
Realty Income	Real estate investment trust company	56.6	22.1	topics: NYSE:O;STAG Industrial Inc;Spirit Realty Capital;VEREIT
Breeze Airways	Airline	118.0	20.8	topics: jetBlue;Spirit Airlines;Avelo Airlines
Columbia Sportswear	Outerwear company	125.0	19.9	topics: Kuiu;Columbia University;Jacket;Winter Coat;Patagonia
CELINE	Fashion company	27.1	19.6	topics: Saint Laurent;Tote bag;Prada;Neiman Marcus; Stiff-person syndrome queries: hermes;loewe
Madhappy	Fashion company	3.0	19.1	topics: UGG
LiveScore	Company	-43.5	17.1	topics: Bet9ja queries: livescore.com;mobile livescore flashscore; www.livescore.com;livescore.cz;livescores today
MilliporeSigma	Life sciences company	35.0	14.9	topics: Abcam;MilliporeSigma queries: merck millipore
Van Cleef & Arpels	Jewelry company	112.6	14.6	topics: Tiffany & Co. queries: hermes;clover necklace

2. Google Trends All Trending Companies USA - 2W Delta (2023-11-13, 13weeks YoY) (Part 2)

Company Name	Type	Pop. growth	Growth change	Related topics
Ralph Lauren Corporation	Fashion company	56.2	12.1	topics: Saint Laurent;True Religion;Max Mara;Jeans;Sport coat queries: polo
Yves Saint Laurent	Fashion company	75.2	12.0	topics: Saint Laurent;Nordstrom;Saint Laurent;Tory Burch LLC; Cettire queries: mon paris ysl
Netlify	Computer application company	32.5	10.1	topics: Vercel;Cloudflare
Castrol	Oil industry company	-9.1	9.2	topics: Castrol;Castor oil;Pennzoil
EOTech	Optics company	14.4	8.0	topics: SIG Sauer;Optics;Trijicon;Aimpoint; Eotech Holographic Sight EXPS3-0 queries: eotech 512;eotech holographic; eotech riser;eotech eflx;eotech lpvo
Freddy's Frozen Custard & Steakburgers	Restaurant chain	35.4	7.8	topics: Sonic Drive-In;Steak 'n Shake queries: freddys frozen
Kuiu	Hunting company	62.1	7.4	topics: SKRE queries: kuiu sale;kuiu vest;kiui
O2	Telecommunicati company	-6.6	5.5	topics: Roaming
Carhartt	Topic	3.0	5.5	topics: True Religion;Carhartt;Jacket;Winter Coat; Patagonia queries: essentials hoodie;hoodie;tecovas
Otter.ai	Software company	31.3	5.0	queries: otterai;fireflies ai;otter.ai login
Incremental game	Topic	66.4	3.0	topics: 1v1.LOL;BlueStacks;Hooda Math
Slang	Topic	34.8	2.7	topics: Handset queries: wax slang;platter slang;bougie;flipper slang;joint slang
Novo Nordisk	Pharmaceutical company	148.8	1.9	topics: Insulin detemir;Novo Nordisk;Eli Lilly and Company; Levemir FlexTouch queries: who makes ozempic

2. Google Trends All Trending Companies USA - 2W Delta (2023-11-13, 13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics
Replit	Software company	40.1	1.1	topics: Geometry Dash
QuillBot, Inc.	Software company	44.4	-3.7	topics: Paraphrase;Grammar checker;Plagiarism;Detector; Ginger Software queries: plagiarism detector
BandLab Technologies	Music company	23.3	-4.7	topics: Cakewalk queries: bandlab down;bandlad;banlab;edu bandlab;edu.bandlab
Digikala	E-commerce company	73.3	-9.5	topics: Digikala;Divar;POCO;Varzesh 3;Aparat queries: digikala;■■ ■■ ■■■■
Cettire	Company	50.2	-11.5	topics: Moncler;Lanvin;Farfetch;Moncler;SSENSE queries: cettire return policy; cettire returns
Divar	Topic	115.9	-18.5	topics: Digikala;Digikala;FAW Haima Automobile Co., Ltd. queries: ■■■■■■;■■■■■ ■■■■■■; ■■■■■■ ■■■■■■;■■■■■ ■■;■■■■■■ ■■■■■■
StatMuse	Company	191.0	-103.2	topics: Toronto Raptors
Snap-On Tools	Topic	240.4	-106.2	topics: Image scanner;Tool;Ratchet;Mac Tools;Heated clothing

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 1)

Topic Name	Type	Pop. growth	Growth change	Related topics
Call of Duty: Modern Warfare 3	Video game	2260.0	442.4	topics: Call of Duty;Dam;Little Caesars Pizza;Longbow queries: mw3; how many missions in mw3;mw3 campaign missions;when does mw3 multiplayer come out
mw3	query	2100.0	341.2	
Artificial intelligence	Field of study	698.5	176.4	topics: Image;Grok;Pixar queries: ai;grok;grok ai;ai pixar posters
United Wholesale Mortgage	Financial services company	197.9	106.4	queries: uwm;united mortgage;united wholesale;uwmc stocktwits;payo stock; united wholesale.mortgage
Master of Laws	Degree	521.0	105.1	topics: Large language model;Law;Encoder;Bar examination;Tax law queries: llm;zephyr llm; what does llm stand for in ai
Systane	Drug brand	684.1	101.9	topics: Eye;Eye drop;Food & Drug Administration;Alcon;Blink queries: systane;eye drops; systane eye drops;systane lubricant eye drops recall;fda eye drop recall; is systane recalled
Betway	Gambling company	165.5	75.2	topics: Casino;U.S. state;apk;Uganda queries: betway
Hostinger	Company	209.2	72.5	topics: Domain transfer;IP address;Google Workspace;Backup;Electric generator; Uniform Resource Locator queries: hostinger
Wide-leg jeans	Topic	99.6	55.2	topics: Jeans queries: jeans
Freepik	Company	125.0	54.2	topics: Image;Royalty-free queries: freepik;freepil
NetCredit	Company	136.0	53.4	topics: Credit;Balance sheet;Visa;Income statement queries: netcredit;net;net credit; advance america
Summer Fridays	Topic	337.7	49.8	topics: Lips;Lip balm;Summer Fridays Lip Butter Balm;Aerie;Advent calendar; CHANEL queries: summer fridays;aerie;kendra scott necklace;brandy melville

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 2)

Topic Name	Type	Pop. growth	Growth change	Related topics
House of CelebBoutique	Fashion	92.0	45.6	topics: House of CB;Dress;Black queries: cb house;house of cb;coucoco; house of cb carmen dress;ohpolly
BlueStacks	Company	137.0	44.6	topics: Warcraft;Cookie Clicker;MEMu;GeForce;Roblox Corporation queries: roblox gg; universityequality.com;now.gg.robot;1v1 lol
Gilded Age	Topic	118.7	43.0	
Goyard	Company	51.5	40.9	topics: Maison Goyard;Kate Spade;Cartier;TOM FORD queries: goyard;goyard bookbag; gucci wallet;goyard suitcase;goyard wallet price 2023
UMR	Company	89.9	40.9	topics: Insurance;University of Miami;Appeal;Farm Bureau Insurance;Formulary queries: umr; umr a unitedhealthcare company;www.umr.com members;um
UnitedHealthcare Inc	Company	135.6	37.9	topics: Primary care physician;Prior authorization;Formulary queries: united; united healthcare;united health;medicare;health insurance
VAIO	Topic	148.1	37.2	topics: Vaio;Sony Corporation;Sony Group Corporation;Personal computer;15.6 in; Touchscreen queries: vaio;sony;sony vaio;lenovo
GitHub	Company	129.4	36.3	topics: Git;GitHub queries: github;drhyperion451 github;goguardian killer github
Hims	Company	94.1	36.3	topics: hims;Review;Tablet;Earnings;NASDAQ:NVDA;Homsâ■■■ queries: hims hers;hers and hims; viagra;him & hers careers;hims premature ejaculation pill;netflix careers
Undergraduate education	Degree	111.7	31.0	topics: College;University
C&A	Retail company	83.3	29.5	topics: C&A;succeeding;create queries: c&a; the centralized plan of _____ is similar to the early christian shrines which w; what is linear perspective? a. a critical approach an artists takes b. an artistic in; c&a clothing

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 3)

Topic Name	Type	Pop. growth	Growth change	Related topics
Women's Shoe	Topic	125.8	23.6	topics: Woman;Shoes;KIZIK;Under Armour queries: running shoes;shoes; walking shoes for women;slip on shoes
Laura Geller	Topic	117.9	21.2	queries: laura geller;laurageller.com promo;vanna white;is laura geller cruelty free
New York City Marathon	Marathon in New York	36.4	20.2	
Madhappy	Company	6.2	20.1	topics: Madhappy;UGG Tasman; Women's UGG Classic Ultra Mini Boot Madhappy queries: madhappy;ugg madhappy tasman; ugg x madhappy
Moncler	Company	108.6	18.5	topics: Moncler;Collar queries: moncler;moncler men;kids moncler;moncler mens jacket
SKIMS	Topic	30.2	17.9	
Cinnamoroll	Topic	187.4	16.3	topics: Sanrio;Wallpaper;Hello Kitty;Onesie;Pikachu queries: cinnamoroll; jumbo cinnamoroll build a bear;giant cinnamoroll build a bear;giant cinnamoroll plush
Hooda Math	Website	109.5	16.2	
MilliporeSigma	Company	36.7	15.6	topics: Millipore;Aldrich;Sigma-Aldrich;Mouse;Scientist;Bottle queries: millipore
Van Cleef & Arpels	Company	115.3	14.4	topics: Men's Bracelet;Carnelian;Tory Burch;Turquoise;SKIMS queries: van cleef; pink van cleef bracelet;evry jewels;skims
Eau de Cologne	Topic	60.9	14.1	
Pixar	Animation company	29.5	13.8	topics: Film;The Walt Disney Company;Among Us;Image Creator;Luxo Jr. queries: pixar; bing create pixar dog;image creator;bing ai;image creator bing

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 4)

Topic Name	Type	Pop. growth	Growth change	Related topics
Sound board	Music	141.7	13.6	topics: Sound;Meme;Unblocked Games FreezeNova queries: soundboard; skibidi toilet soundboard;tynker meme soundboard;sigma
Databricks	Company	268.7	13.2	queries: databricks;databricks certifications
Petite size	Topic	52.7	12.2	topics: Woman;Dress;Trousers queries: petite;petite sweater dress; petite trench coat women;everlane
Sweatshirt	Topic	300.6	11.9	topics: Sweatshirt;The Bar queries: sweatshirt;sweatshirts;brown sweatshirts nfl; target grinch sweatshirt;abercrombie camo sweatshirt
Formula 1	Topic	19.3	11.3	
Geometry Dash	Mobile game	221.1	11.3	topics: Scratch;Geometry Dash
SIG Sauer	Company	20.2	11.1	topics: Bullet;SIG Sauer;Semi-automatic firearm queries: p320;sig;sig sauer; sig sauer p365 axg legion;sig sauer cross magnum;canik tp9
Blood glucose monitoring	Diagnostic test	23.5	10.9	
Shooter game	Topic	28.1	10.9	topics: Game;Video game;Shooting;Basket Random queries: shooter;games;pixel; unblocked shooter games
Xiaohongshu	Company	91.6	10.8	topics: Chinese Yuan;Beauty;Quotations from Chairman Mao Tse-tung queries: 人民币;¥;¥1; 人民币;¥1; 人民币;¥1/2;weibo;人民币;¥1; 人民币;¥1, 人民币
Robe	Garment	59.6	10.7	topics: Bathrobe;Women's Robe;Men's Robe queries: robe;long robe;best robe;women robe
Brothel	Topic	5.2	9.8	topics: Nevada;Law;Las Vegas;United States Department of Justice;Watertown; Federal Bureau of Investigation queries: brothel;brothel arrests;boston brothel; brothel network

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 5)

Topic Name	Type	Pop. growth	Growth change	Related topics
Circus	Topic	30.1	9.6	topics: Ringling Bros. and Barnum & Bailey;Paranormal;Cirque;Stuffed toy;Fan art;The Bronx queries: circus;caine;digital circus characters;kinger digital circus
Max Mara	Fashion company	78.7	9.1	topics: Max Mara;Stuart Weitzman;Leather jacket;Neiman Marcus;Saint Laurent queries: max mara;macys
Microsoft Authenticator	Software	71.7	9.1	
Mathematics	Field of study	48.3	8.7	topics: Cool Math Games;Game queries: cool games;math cool games
True Religion	Topic	46.3	8.7	topics: Jeans;True Religion;Balenciaga;Pocket;Diesel queries: jeans>true religion men; true religion polo>true religion jeans black
Car racing game	Topic	95.9	7.9	topics: Budget;F1 23;6 Sigma Sim Racing;iOS;Oculus Rift
Ideal gas law	Topic	6.5	7.5	topics: Gas;Ideal gas;Machine learning;Gas pressure queries: ideal gas;gas law; ideal gas law;ap classroom; a sample of an unknown compound is vaporized at . the gas produced has a volume of at; celcius to k
Mary Jane	Shoe	42.0	7.3	topics: Shoes queries: mary jane;mary janes;mary jane shoes;mary jane pumps low heel;h&m; louis vuitton
Kinetic energy	Topic	-2.3	6.6	topics: Energy;Kinetics
Graphics processing unit	Topic	243.9	6.2	topics: Central processing unit;NVIDIA;Nvidia queries: gpu;black friday gpu deals; techpowerup gpu-z;graphic processing unit
Marketer	Career	23.5	6.0	topics: Marketing;Product;Customer queries: marketers; the _____ variable of the marketing mix is often the most visible and therefore of c; a goal can be evaluated to determine its; what do marketers hope to gain by developing at least one dimension of value in the m

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 6)

Topic Name	Type	Pop. growth	Growth change	Related topics
Insulin detemir	Medication	4.9	5.9	topics: Insulin;Pioglitazone;Abbreviation;Medicare queries: levemir
Muscle cell	Topic	53.4	5.7	
rewardStyle, Inc.	Company	42.9	5.7	
Scratch	Programming language	51.0	5.6	queries: scratch
Carhartt	Topic	3.0	5.5	topics: Levi Strauss & Co.;Dickies;Workwear;Cashmere wool queries: carhartt; carhartt relaxed fit midweight fleece-lined jacket;where is carhartt made; custom carhartt hoodies
The Force	Topic	10.1	5.5	topics: Force queries: force;the force; which is one type of evidence that geologists usually study?; if you increase the force on an object what happens to the acceleration; blocks a and b, of masses and , respectively, are connected by a light string and pul
Black Death	Pandemic	1.1	5.3	topics: Death;Plague;Chivalry and Betrayal: The Hundred Years' War; Peasants' Revolt queries: black death;plague;the black death; how did the black death get its name; based on the pattern of trade described in the third paragraph, the egyptian karim me; sourest candy in the world
Substance dependence	Behavioral disorder	42.4	5.1	topics: Drug;Addiction;Poverty
Barley	Cereal grain	32.5	5.0	
UGG	Topic	55.0	5.0	topics: Slipper;Boot;UGG Tasman;Birkenstock
Decoy	Topic	36.1	4.9	topics: Duck;Duck decoy;Vendor;White-tailed deer;Consultant queries: decoy;decoys; duck decoy bag;works as a decoy vendor crossword clue;deer decoys for hunting

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 7)

Topic Name	Type	Pop. growth	Growth change	Related topics
RISC-V	CPU	49.0	3.9	topics: Reduced instruction set computer;Datapath;BLT; Computer data storage queries: risc-v;riscv;risc v;risc-v summit
chai tea	query	21.7	3.8	
Physical activity	Topic	36.5	3.1	
Musical composition	Field of study	71.1	3.0	topics: Music;Composer;Bibimbap;The Stars and Stripes Forever; Overture queries: music composer;music composition;schubert compositions;animal kingdom; choral composition crossword clue
Adidas Samba	Product line	287.0	2.8	queries: samba;adidas;samba adidas
Dice	Topic	21.1	1.9	topics: MONOPOLY GO!;Monopoly;connect queries: dice;herring;wax cube;herring cube
Hemoglobin	Protein	25.8	1.6	topics: Blood;Hematocrit queries: hemoglobin test;what is a hemoglobin;hemoglobin level
Magnetic field	Topic	26.4	1.4	topics: Magnetism;Field;Electric
Verkada	Company	29.9	0.7	topics: Verkada Command;Camera;Sensor;Security Camera;Initial public offering
Tecovas	Retail company	77.5	0.4	topics: Tecovas;Knee-high boot;Freebird;Warehouse queries: tecovas;tecovas warehouse sale; tecovas military discount;tecovas belts
Cell signaling	Topic	36.5	0.3	topics: Cell queries: signaling; air is less dense at very high elevations, so less oxygen is available than in the de; which of the following statements best describes the mechanism by which testosterone ; which of the following outcomes will most likely result from the irreversible binding; when a neuron responds to a particular neurotransmitter by opening gated ion channels; based on their observations, what should the researchers do to further clarify how th
Magnesium	Chemical element	51.7	-0.4	topics: Tablet;Magnesium glycinate;Dose queries: mg;magnesium

3. Google Trends All Trending Topics USA - 2W Delta (13.11.2023, 13weeks YoY) (Part 8)

Topic Name	Type	Pop. growth	Growth change	Related topics
Quince	Fruit	105.0	-12.0	topics: Quince;Sina Parsian;Banana Republic;Banana Republic queries: quince;ø"ù■; ø"ù■ ù■ø³øªù■ ø´ø" ø³ù¾ø±ù■ ø´ù■;ø"ù■ ù■ø³øªù■ ø´ø§ø"ù■ù■ø±; ø"ù■ ù■ø³øªù■ ø´ø" ø³ù¾ø±ù■ ø´ø"
Edgenuity	Topic	917.9	-92.5	topics: succeeding;Student;important queries: edgenuity;edgunity login;auth.edgenuity; edgen

4. Google Trends Industries USA - 2W Delta (2023-11-13, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Jacket	49.8%	14.2%	topics: Man;Woman;Leather queries: jacket;craven;eagles letterman jacket
Variety store	121.6%	11.7%	
Genetic testing	36.6%	11.0%	topics: Accuracy and precision;Cell-free fetal DNA;Genome
Personal care	-24.3%	8.1%	topics: Homelessness;Hair conditioner;Individual queries: toiletries;personal care
Business	92.3%	7.7%	topics: Market economy;Business;System;Quality;Information system;Database queries: enterprise;empresa;empresas;business enterprise;enterprise definition; definition of enterprise
Footwear	34.8%	7.3%	topics: Shoes;KURU Footwear;BRUNT;C. & J. Clark queries: footwear;article of summer footwear nyt;oofos footwear; footwear craze of the early 2000s
Computer monitor	-18.9%	7.2%	
Snow boot	-6.9%	6.6%	topics: Boot;Slip-on shoe queries: boots;winter boots;snow boots
Quadcopter	-4.9%	6.0%	topics: Unmanned aerial vehicle;repair;Physics;Obstacle avoidance queries: quadcopter
sweater	88.8%	5.4%	queries: hoodie;alchemia hoodie;vwoollo hoodie;alchemai hoodie
Hoodie	88.8%	5.4%	queries: hoodie;alchemia hoodie;vwoollo hoodie;alchemai hoodie

4. Google Trends Industries USA - 2W Delta (2023-11-13, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Airline ticket	-3.9%	5.3%	topics: Airplane queries: tickets;plane;best airline ticket sites
Online shopping	-8.6%	4.9%	
Enterprise Resource Planning	3.6%	4.5%	
Mobile games	9.7%	4.4%	topics: Risk of Rain;Kingdom Hearts;Diablo Immortal;Alien invasion;Simulation video game queries: mobile game;games;mobile games;suika game;digimon mobile game; risk of rain mobile game
Workflow	7.3%	4.3%	
Magazine	-5.1%	4.3%	
Dating	-2.1%	4.1%	
Suit	4.9%	3.9%	topics: Man;Tweed;Boys' Suit;Express queries: suit;miles evolved suit;king in black suit spiderman 2; batman arkham knight the batman suit
Men suits	4.9%	3.9%	topics: Man;Tweed;Boys' Suit;Express queries: suit;miles evolved suit;king in black suit spiderman 2; batman arkham knight the batman suit
PC	13.1%	3.9%	topics: Video game;Alan Wake 2;Spider-Man 2 queries: pc;alan wake 2 pc;suika game pc;is spiderman 2 coming to pc
Trench coat	9.7%	3.8%	topics: Woman;Coat;Man;Skirt;Zipper;MANGO

4. Google Trends Industries USA - 2W Delta (2023-11-13, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Health care	16.4%	3.6%	topics: Health;United HealthCare Service LLC queries: medical care;healthcare administration;access healthcare
Garden	-4.6%	3.5%	
Car	10.6%	3.5%	