

ASTUTEX TRENDSPOTTING

April 10, 2023

!!! 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
Anheuser-Busch	Brewing company	162.1	163.8	topics: Beer;AB InBev;Stock; LGBT queries: busch;anheuser busch; busch light;who owns anheuser busch
Hyland Software	Software company	28.4	21.4	topics: Layoff; Pennsylvania Department of Environmental; LinkedIn queries: hyland layoffs; hyland software;hyland software layoffs
Toronto-Dominion Bank	Financial services corporation	15.6	17.3	topics: Stock;First Horizon Corporation; Finance;Investment queries: td bank stock; td bank;td bank stock price
Avant Enterprises, Inc.	Company	73.2	10.5	topics: Electric bicycle; Motorcycle queries: aventon bikes near m
Y Combinator	Startup accelerator company	34.7	8.4	topics: Company;Sam Altman; Organizational founder queries: y combin; ycombinator;yc
WWE	Professional wrestling company	26.6	8.1	topics: WWE;WrestleMania; Professional wrestling; Endeavor queries: wwe;wwe 2k23;wwe news; wwe merger
Umpqua Holdings Corporation	Consumer banking company	21.0	8.0	topics: Bank;Oregon;Columbia Bank; Visa queries: umpqua;umpqua bank; umpqua login;umpqua live fish cam
WWE	WWE brand	12.9	6.3	topics: NXT TakeOver: Stand & Deliver; WWE NXT;WrestleMania; Stand and Deliver queries: wwe shop; stand and deliver;stand and deliver nxt; wrestlemania 39
HOKA ONE	Company	59.0	0.1	topics: Hoka One One;Outlet store; Hoka One One Clifton queries: hoka; hoka shoes;hokas;hokas shoes
Proton AG	Software company	61.1	-2.3	topics: Virtual private network; Proton VPN;Email; Torrent file queries: proton vpn; proton vpn free;free vpn

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
803	Incyte Corp	2023-04-10	22%	13%
452	Synopsys Inc	2023-04-10	15%	13%
920	Acuity Brands Inc	2023-04-10	19%	11%
830	Arconic Inc	2023-04-10	13%	8%

3. Google Trends Industries World - 2W Delta (2023-04-10, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Pharmacy	-17.6%	5.9%	topics: Pharmacist;Pharmaceutical drug; Pharmacy Technician queries: pharmacy;farmacia
Quadcopter	-0.8%	3.3%	topics: Multicopter;Unmanned aerial vehicle;Crossword; First Peloponnesian War;Radius queries: ████████████████████; quadcopter;sport with teams of quadcopters; ██████ ████████████████████████████████ ██████████ ██████; period of the peloponnesian wars crossword clue
Genetic testing	5.7%	2.1%	topics: DNA queries: dna;dna test;test adn chien; genetic testing registry;myriad genetics
Self storage	-8.2%	2.0%	queries: storage;indoor car storage near me; mini storage containers;doom 3 storage locker codes
Down jacket	3.5%	1.9%	topics: Jacket;Pope Francis;Pope; Kmart Australia queries: puffer;puffer jacket;pope puffer; pope puffer jacket;pope in puffer jacket
Digital camera	11.5%	1.7%	topics: Instax;Camera;Photographic processing queries: digital; camera;digital camera;panasonic lumix dc-g100kk;canon elph 190; canon g7x mark iii
Tax	4.7%	1.4%	topics: Income;Income tax;Income Tax Department queries: tax; income tax .gov .in;https //www.income tax.gov.in; pan aadhaar link check
Online Banking	-10.0%	1.2%	topics: Bank queries: online banking;chase banking online; stcu online banking
hiking apparel	-8.8%	0.7%	topics: Hiking;Clothing;Leggings;Mountain; Camping queries: hiking clothes;hiking outfit
Flooring	-13.6%	0.6%	topics: Polyvinyl chloride;Sheet vinyl flooring; Floor queries: flooring
Camera	4.1%	0.6%	topics: Security Camera;Closed-circuit television; still camera queries: camera;camara;██████████;███ ██████; nashville police cam

3. Google Trends Industries World - 2W Delta (2023-04-10, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Road	4.2%	0.6%	topics: Travel;Bicycle;Distance queries: road;■■■■■ ■■ ■■■; davido for the road;sahur on the road
Life Insurance	-2.4%	0.4%	topics: Insurance;Life queries: life insurance;insurance
Boots	0.4%	0.4%	topics: Woman;Shoes;Man queries: boots;■ng quá ch■ng
Pharmaceutical drug	1.3%	0.4%	topics: Medicine;Drug;Rhinorrhea;Aspirin; Loratadine queries: medicine;medication; ■■■ ■■■■ ■■■■■■ ■■ ■■■■■■■■
Health Insurance	4.6%	0.3%	topics: Insurance;Health queries: health;insurance; medical insurance
Food delivery	-26.2%	0.3%	topics: DEMAЕ-CAN CO.,LTD;Food;Delivery queries: delivery;food; delivery food;■■ ■■;■■ ■■ ■■;■■ ■■
Physical fitness	-5.1%	0.3%	topics: Gym;Health club queries: fitness;gym;fitness app; brittany dawn fitness
Slip-on shoe	12.5%	0.2%	topics: Shoes;Woman;Man queries: slip on;loafers;shoes; ■■■■■ ■■ ■ ■■;■ ■ ■■■■■■ ■■ ■ ■■;skip to loafer
Shampoo	5.1%	0.1%	topics: Hair;head hair;Hair conditioner queries: shampoo; spes dry shampoo
Hiking shoes	-17.5%	0.1%	topics: Hiking;Boot;Shoes queries: hiking;boots;hiking boots
Vehicle Insurance	4.3%	0.1%	topics: Insurance;Damage;Confused.com; Road tax queries: insurance;auto insurance

3. Google Trends Industries World - 2W Delta (2023-04-10, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Car tires	3.9%	0.1%	topics: Pressure;Tire code;Wheel queries: tire;tires
Infant	-2.9%	0.1%	topics: Month;Baby sling;Reborn doll queries: baby; is jojo siwa really having a baby;baby putie;sims 4 infant cc
Baby transport	-4.8%	0.0%	topics: Stroller;Flight attendant queries: stroller; star wars pram xl;flight attendant stroller incident; stroller plane incident

4. Google Trends Industries USA - 2W Delta (2023-04-10, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Road	9.9%	7.1%	topics: Travel;Bicycle;Distance queries: road;■■■■■ ■■ ■■■; davido for the road;sahur on the road
Athleisure	7.0%	4.7%	topics: Clothing;Man;Cargo pants;Summer;Golf queries: athleisure
Laundry detergent	16.8%	2.3%	topics: Detergent;Laundry queries: detergent;laundry; ■■■■■ ■■■ ■■
Genetic testing	3.4%	1.7%	topics: DNA queries: dna;dna test;test adn chien; genetic testing registry;myriad genetics
Streetwear	-1.7%	1.6%	topics: Clothing;Man;Brand;Gardenia; Nike Skateboarding queries: streetwear; nike sb dunk low x fly streetwear gardenia; fly streetwear x nike sb dunk low pro;eightyfive
Beer	-1.3%	1.5%	topics: Alcoholic beverage;Drink;Corned beef queries: beer; estilos de cerveza alemana;■■■■■ ■■■■■;dylan mulvaney beer
Baby transport	-3.4%	1.2%	topics: Stroller;Flight attendant queries: stroller; star wars pram xl;flight attendant stroller incident; stroller plane incident
Coat	-3.9%	0.6%	topics: Woman;Jacket;Man;Pope Francis;Pope queries: coat; papa francisco abrigo;lamb's coat nyt;lamb's coat
Job	0.9%	0.3%	topics: Indeed;Salary;Part-time job queries: jobs;job; yelp remote jobs
Stock market	-30.8%	0.2%	topics: Stock;Market;Silicon Valley Bank;First Republic Bank; Credit Suisse queries: stock;stock market;svb; credit suisse stock;first republic bank stock
Business	17.0%	0.2%	topics: Self-employment;Management;Labor queries: empresa; empresas

6. Wikipedia - 2W Delta (2023-04-10, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	4219	230.3%	38.4%
998	UBS Group AG	en.wikipedia.org/wiki/UBS	2519	111.6%	29.8%
465	Anheuser Busch Inbev NV	en.wikipedia.org/wiki/InBev	5165	29.6%	24.0%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	34996	155.9%	18.1%
812	Capital One Financial Corp	en.wikipedia.org/wiki/Capital_One	2815	16.0%	14.8%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Cortez	13912	25.7%	7.8%
94	Entertainment One Ltd	en.wikipedia.org/wiki/Entertainment_One	2364	17.5%	7.6%
566	Pfizer Inc	en.wikipedia.org/wiki/Pfizer	2692	-46.4%	7.3%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	4740	10.9%	5.6%

7. Wikipedia Pages- 2W Delta (2023-04-10, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Resident_Evil_4	78022	358%	185%
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/XXXX_Gold	25327	260%	160%
		en.wikipedia.org/wiki/Dogpile	10353	784%	86%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	19617	548%	63%
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	23497	639%	49%
		en.wikipedia.org/wiki/Resident_Evil	74937	72%	48%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	77258	44%	42%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_III	11419	123%	40%
		en.wikipedia.org/wiki/Resident_Evil_Village	29177	16%	29%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	45920	83%	29%
998	UBS Group AG	en.wikipedia.org/wiki/UBS	17734	245%	26%
		en.wikipedia.org/wiki/ByteDance	36593	51%	25%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	56369	142%	22%
955	Take Two Interactive	en.wikipedia.org/wiki/Grand_Theft_Auto:_Vice_City	28195	45%	18%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	52197	41%	17%
		en.wikipedia.org/wiki/Jio	25026	40%	16%
		en.wikipedia.org/wiki/Capcom	16968	11%	15%
		en.wikipedia.org/wiki/Jack_Daniel's	15176	48%	14%
		en.wikipedia.org/wiki/Flipkart	92501	133%	14%
		en.wikipedia.org/wiki/WWE	211219	56%	14%
1090	Deutsche Bank AG	en.wikipedia.org/wiki/Deutsche_Bank	8663	36%	14%
947	LVMH	fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton	24179	58%	11%
		en.wikipedia.org/wiki/Ace_Attorney	8652	7%	10%
338	Adobe Systems Inc	en.wikipedia.org/wiki/Adobe_Inc.	14301	8%	8%
189	Nike Inc	en.wikipedia.org/wiki/Nike%2C_Inc.	56372	26%	8%
791	Morgan Stanley	en.wikipedia.org/wiki/Morgan_Stanley	14505	24%	7%
		en.wikipedia.org/wiki/Red_Bull	28668	23%	6%
		en.wikipedia.org/wiki/MG_Cars	22390	26%	6%
		en.wikipedia.org/wiki/1xBet	26632	51%	6%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	32793	11%	6%
		en.wikipedia.org/wiki/Forever_Living_Products	23242	52%	5%
		en.wikipedia.org/wiki/Dior	20232	37%	5%
576	Citigroup Inc	en.wikipedia.org/wiki/Citigroup	10576	17%	5%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_Motor_Company	31899	7%	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 (2023-04-08, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
363	Sony Corp	Sony Music Center	268	23.6%	12.1%

10. AppStore Publishers USA - 2W Delta (2023-04-08, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
623	Target Corp	Target	77	19.8%	2.5%

11. Online Retail Amazon - 2W Delta (2023-04-10, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
456	Hankook Tire Co Ltd	644	15.2%	11.4%
525	Campbell Soup Co	303	-1.9%	8.3%
541	HP Inc	8953	13.0%	7.7%
290	Wolverine World Wide Inc	2377	-0.2%	7.2%
528	Kraft Heinz Co	1323	70.5%	7.0%
441	Bandai Namco Holdings Inc	470	8.8%	6.9%
20	Apple Inc	929	33.9%	6.9%
426	Seiko Epson Corp	1616	23.9%	5.2%
180	Midea Group Co Ltd	387	-14.2%	5.1%
277	Vista Outdoor Inc	1444	-3.9%	5.0%
903	Seagate Technology PLC	671	-16.6%	4.8%
127	SEB SA	2379	9.8%	4.7%
519	Nestle SA	1584	-10.8%	4.6%
536	Monster Beverage Corp	968	26.7%	4.5%
152	iRobot Corp	1374	22.9%	4.4%
502	Ubisoft Entertainment SA	770	7.4%	4.3%
958	Funko Inc	780	-45.9%	4.3%
78	Deckers Outdoor Corp	947	-13.8%	4.1%
1474	Caleres, Inc.	368	5.1%	3.6%
959	Turtle Beach	1601	-2.6%	3.5%
906	Western Digital Corp	358	-18.5%	3.0%
365	LG Electronics Inc	1515	10.8%	3.0%

12. Online Retail Walmart - 2W Delta (2023-04-10, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
71	Crocs Inc	1868	1,370.9%	214.8%
418	Shiseido Co Ltd	482	69.1%	38.8%
94	Entertainment One Ltd	135	-6.3%	28.8%
6	Guess? Inc	435	530.4%	27.8%
179	Capri Holdings Limited	3001	8.3%	19.5%
66	Tapestry Inc	547	-34.2%	19.4%
184	Movado Group Inc	355	16.8%	17.1%
14	Adidas AG	3045	29.7%	12.9%
161	Kering SA	443	-45.0%	10.4%
56	Carter's Inc	676	18.2%	9.7%
45	Burberry Group PLC	310	28.6%	9.4%
127	SEB SA	1473	17.0%	9.2%
427	Lenovo Group Ltd	1092	11.3%	8.7%

13. Online Retail Bestbuy - 2W Delta (2023-04-10, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
364	Pioneer Corp	297	61.4%	39.9%
957	Capcom	351	101.7%	22.4%
907	Church & Dwight Co Inc	795	12.6%	7.0%
122	GoPro Inc	747	66.4%	6.4%
956	Square Enix	560	-31.0%	6.4%
574	Microsoft Corp	1952	17.9%	5.4%
362	Casio Computer Co Ltd	1391	32.4%	4.8%
538	Fujifilm Holdings Corp	1025	42.8%	4.7%
959	Turtle Beach	1739	17.2%	3.1%
363	Sony Corp	10471	16.8%	3.0%

14. Job Listings - 2W Delta (2023-04-10, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1113	Ferguson Plc	538	79.6%	113%
1343	GVC Holdings PLC	433	55.6%	88%
1019	Compass Group PLC	4861	54.1%	82%
857	Reynolds American	131	15.9%	58%
674	Lowe's Companies Inc	6769	25.7%	55%
633	Emerson Electric Co	2737	69.4%	55%
175	McDonald's Corp	61223	27.3%	54%
1153	Solvay SA	436	22.6%	49%
820	Universal Health Services Inc	3882	52.9%	48%
779	Staples Inc	1678	31.8%	46%
774	Qualcomm Inc	635	5.4%	45%
207	Pets at Home Group PLC	442	41.9%	44%
1515	L3Harris Technologies Inc	1986	35.3%	40%
335	Dassault Systemes SE	781	20.7%	40%
952	B2W	497	6.7%	39%
698	PG&E Corp	182	0.3%	38%
572	Cisco Systems Inc	1135	14.0%	37%
593	Verisk Analytics Inc	234	28.2%	37%
1203	Eiffage SA	2113	100.0%	33%
1304	Phoenix Group Holdings	224	90.4%	32%
227	SeaWorld Entertainment Inc	320	31.1%	31%
1423	Inchcape PLC	357	58.4%	31%
847	Cognizant Technology Solutions	3195	-18.7%	31%
11	Abercrombie & Fitch Co	1879	13.9%	30%
109	Foot Locker Inc	1937	15.3%	30%
769	Biogen Inc	335	-14.1%	29%
199	Orpea SA	3362	3.5%	29%
169	Lululemon Athletica Inc	1446	15.0%	28%
1174	Hochtief AG	388	-13.5%	28%
63	Chipotle Mexican Grill Inc	4180	54.7%	28%

15. Employee Company Ratings - 2W Delta (2023-04-10, 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
1368	Euronext NV	224	0.4%	9.4%	1.2%	0.0%	Outlook
1376	Prosiebensat 1 Media SE	283	-3.4%	7.4%	-3.4%	0.0%	Outlook
600	Berkshire Hathaway Inc	8084	0.4%	7.3%	0.5%	-1.7%	Outlook
742	WEC Energy Group Inc	394	0.0%	7.2%	1.6%	0.0%	Outlook
1407	Lagardere SCA	628	1.6%	7.2%	2.8%	0.0%	Outlook
88	Duluth Holdings Inc	628	1.5%	6.2%	1.5%	0.0%	Outlook
122	GoPro Inc	465	0.4%	5.6%	0.8%	0.0%	Outlook
369	Alliance Data Systems Corp	3059	1.3%	5.2%	1.7%	0.0%	Outlook