

ASTUTEX TRENDSPOTTING

October 30, 2023

1. Trending Searches Last 7 Days (2023-10-29, Regions: US, CA, GB, AU) (2023-10-29)



2. Google Trends All Trending Companies USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 1)

| Company Name | Type | Pop. growth | Growth change | Related topics |
|----------------------|-----------------------|-------------|---------------|--|
| Xumo | Software company | 283.4 | 112.9 | topics: Streaming media queries: vudu;xumo stream box |
| Insomniac Games | Video game company | 287.8 | 112.5 | topics: Spider-Man 2;Marvel's Spider-Man;Spider-Man 2; Marvel's Spider-Man: Miles Morales;New Game Plus queries: miles morales;spider; venom |
| Fresenius | Health care company | 334.3 | 45.3 | topics: Davita |
| DMarket | Company | 252.4 | 38.5 | topics: Counter-Strike;Counter-Strike: Global Offensive;FACEIT queries: csfloat; csgofloat;cs2 skins;csgo stash;csgo trade |
| Carhartt | Workwear company | 179.6 | 35.5 | topics: Carhartt;DICK'S Sporting Goods;Moncler;Cabela's;Converse queries: hoodie; new balance;47 brand;carhartt;dicks sporting good |
| BlueStacks | PC game company | 83.2 | 35.3 | topics: GoGuardian;Gacha game;Xbox Cloud Gaming;Paper.io;1v1.LOL queries: unblocked; roblox;cloud gaming xbox;1v1.lol;classroom 6x |
| Woodward, Inc. | Manufacturing company | 30.3 | 25.3 | topics: Missile |
| Occidental Petroleum | Company | -10.9 | 25.1 | topics: CHEVRON CORP.;Berkshire Hathaway queries: rangers stadium;rivian stock |
| Goyard | Company | 13.6 | 24.5 | topics: Prada;Wallet;Tote bag;Bag;Saint Laurent |
| Moz | Company | 17.9 | 22.2 | topics: Browser extension;Ahrefs;Google Chrome extension;Keyword Explorer; Semrush queries: moz keyword explorer;moz seo;moz extension;moz.com;title moz |
| Moncler | Fashion company | 90.0 | 19.9 | topics: Moncler;PandaBuy;Balenciaga;AMIRI;A Bathing Ape queries: prada |
| POCO | Company | -19.5 | 16.8 | topics: Digikala;Xiaomi POCO;Handset queries: pocophone |
| Gildan | Clothing company | 147.0 | 16.1 | topics: Crew neck |

2. Google Trends All Trending Companies USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 2)

| Company Name | Type | Pop. growth | Growth change | Related topics |
|---|-----------------------------|-------------|---------------|--|
| CONNECT, powered by American Family Insurance | Insurance company | 52.7 | 15.7 | topics: American Family Insurance;Ameriprise Financial; IDS Property Casualty Insurance Company |
| Tazo | Beverage production company | 162.2 | 15.2 | topics: Masala chai;Teavana;Concentrate;Chai concentrate; Tea bag queries: medicine ball |
| Korean Broadcasting System | Broadcasting company | 110.1 | 14.2 | topics: Prudential Financial |
| LiveScore | Company | -60.3 | 13.9 | topics: Bet9ja;Bet365;Hollywoodbets queries: bet9ja;betpawa;betpawa ug;fortebet ug; fortebet |
| Pixar | Animation company | 20.4 | 13.9 | topics: Kurt Cobain;The Walt Disney Company;Microsoft Bing;Artificial intelligence; Marvel Entertainment queries: clog;crocs clog;free ai;bing ai;dalle 3 |
| Van Cleef & Arpels | Jewelry company | 92.6 | 13.4 | topics: Necklace;Cartier;Turquoise queries: gold bracelet |
| CELINE | Fashion company | 8.4 | 13.0 | topics: Rick Owens;Maison Margiela;Bucket Bag;Moncler;Louis Vuitton queries: celine; rick owens |
| MilliporeSigma | Life sciences company | 22.2 | 12.6 | topics: Merck & Co |
| Henry Schein | Health company | -0.3 | 12.6 | topics: Cyberattack |
| American Family Insurance | Insurance company | 23.4 | 11.1 | topics: Cyberattack;CONNECT, powered by American Family Insurance; American Family Insurance;Ameriprise Financial; IDS Property Casualty Insurance Company |
| Epic! | Company | 503.6 | 10.6 | topics: Raz-Kids.com;IXL Learning;Epik;Lexia Core5 Reading; SplashLearn Math & Reading App queries: abcya;splashlearn;boddle;class dojo; clever login |
| Acne Studios | Fashion company | -17.8 | 9.3 | topics: Maison Margiela;Diesel;A.P.C. |

2. Google Trends All Trending Companies USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 3)

| Company Name | Type | Pop. growth | Growth change | Related topics |
|-----------------|---|-------------|---------------|--|
| Leatherman | Manufacturing company | 40.9 | 8.9 | topics: Gerber;Buck Knives;Benchmade; SOG Specialty Knives & Tools, LLC queries: crunch |
| UMR | Insurance company | -2.8 | 8.0 | topics: Advocate Aurora Health;PacifiCare Health Systems; United HealthCare Service LLC;Orlando Health;Quantum Health queries: uhc provider; umr login portal;umr choice plus |
| C&A | Retail company | 53.3 | 7.8 | topics: Chemical equilibrium;Raphael;Mathematical proof;Bicycle tire; Traditional animation queries: congruent;rules committee;producer surplus; individualism |
| Castrol | Oil industry company | -18.6 | 6.9 | topics: Castrol;Castrol;Castor oil;Pennzoil |
| Straumann | Dental equipment and supplies manufacturing company | 41.3 | 6.5 | topics: ClearCorrect;Implant;ClearCorrect queries: neodent implants |
| Restream | Software company | 2.5 | 6.4 | topics: OBS Studio |
| Canyon Bicycles | Company | 60.3 | 6.4 | topics: Giant;Canyon;Norco Bicycles;Seatpost queries: canyon grizl;canyon inflite; canyon neuron;grand canyon;specialized bikes |
| Waymo | Software company | 98.8 | 6.2 | topics: Robotaxi;Cruise;Self-driving car;Nuro;Zoox queries: driverless taxi;cruise gm; cruise sf;cruise taxi;driverless uber |
| Freepik | Company | 40.0 | 5.5 | topics: Pixabay queries: freepik company;freepiks |
| Lockheed Martin | Aerospace company | 17.1 | 5.1 | topics: BAE Systems;BlackRock;Lockheed Martin;Raytheon;RTX Corporation queries: lmt; lockheed c-72;stock;meta stock;nvidia stock |
| US Mobile | Mobile network operator company | 11.6 | 5.0 | topics: Code-division multiple access;Tello Mobile |

2. Google Trends All Trending Companies USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 4)

| Company Name | Type | Pop. growth | Growth change | Related topics |
|----------------------|--|-------------|---------------|---|
| Toast, Inc. | Financial services company | 22.5 | 4.8 | topics: topics: Payroll queries: |
| Verkada | Company | 31.6 | 4.6 | topics: Avigilon;Pan-tilt-zoom camera;IPVM queries: verkada;verkada login; verkada cameras;verkada security;verkada careers |
| Replit | Software company | 39.1 | 3.9 | topics: Retro Bowl;Geometry Dash;Subway Surfers;Cookie Clicker; Unblocked Games Premium queries: retro bowl;subway surfers;lol 1v1;1v1.lol; replit browser |
| Lifetouch | Company | 29.3 | 3.6 | topics: Yearbook;Digital image;ParentVUE queries: pictures;jostens yearbook; shutterfly lifetouch;lifetouch yearbook;my life touch |
| Canva | Graphic design company | 56.5 | 3.1 | topics: Constant Contact;Freepik;Canvas Student;Constant Contact; Presentation queries: google slides;slides;canvs;canvas;student canvas |
| Milanote | Software company in the City of Melbourne, Australia | 21.5 | 2.7 | topics: desktop application |
| MPB Europe Ltd | Company | 42.6 | 2.0 | topics: KEH Camera queries: sony cameras |
| rewardStyle, Inc. | Company | 39.1 | 1.2 | topics: Affiliate marketing |
| Vercel | Web hosting service company | 121.1 | 1.1 | topics: Netlify;Fly.io queries: vercel templates;ubg vercel;ubg.vercel;v0 vercel; versel |
| Pernia's Pop Up Shop | Company | 22.1 | 0.7 | topics: Pernia Qureshi;Association of Zoos and Aquariums queries: pernia; pernia pop up;perniaspopupshop;aza fashions |
| Digikala | E-commerce company | 88.0 | 0.0 | topics: Digikala;Aparat;POCO;Varzesh 3;Dastgah |

2. Google Trends All Trending Companies USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 5)

| Company Name | Type | Pop. growth | Growth change | Related topics |
|----------------------|----------------------------|-------------|---------------|---|
| The Row | Fashion brand | 68.5 | -2.7 | topics: Tote bag |
| QuillBot, Inc. | Software company | 48.8 | -3.3 | topics: Grammar;Detector;Grammarly;Paraphrase;Plagiarism queries: ai detector; ai checker;plagiarism detector;quillbot paraphrase;chatgpt checker |
| BandLab Technologies | Music company | 30.3 | -5.8 | queries: bandlab download;edu.bandlab;edu bandlab;soundtrap |
| Cettire | Company | 66.0 | -9.4 | topics: LYST LTD;Balenciaga;Farfetch;Diesel queries: lyst;cettire returns |
| Corebridge Financial | Financial services company | 644.3 | -107.0 | topics: VALIC;403(b);American General Life Insurance Co. queries: valic corebridge; corebridge annuity login;www.corebridge financial.com/life portal |

3. Google Trends All Trending Topics USA - 2W Delta (30.10.2023, 13weeks YoY) (Part 1)

| Topic Name | Type | Pop. growth | Growth change | Related topics |
|-------------------------|---|-------------|---------------|---|
| alan wake 2 | query | 1881.8 | 1041.8 | topics: Alan Wake 2;Requirement;System requirements;NVIDIA queries: alan wake 2 release; alan wake 2 release date;alan wake release date;alan wake 2 embargo; alan wake 2 review embargo;alan wake 2 pc requirements |
| gpt | query | 5100.0 | 353.8 | topics: Online chat queries: chat gpt;chat |
| Spider-Man 2 | 2004 film | 267.8 | 203.8 | topics: Video game;PlayStation 5;Trophy;IGN queries: spiderman;spiderman 2; spider man 2 metacritic;spiderman 2 metacritic;spiderman 2 reviews |
| Learning | Topic | 1522.0 | 44.4 | topics: Language;succeeding;Machine queries: learning;learn |
| Summer Fridays | Topic | 303.4 | 34.5 | topics: Lips;Lip balm;Summer Fridays Lip Butter Balm; Rhode Skincare Rhode Skin Hailey Bieber Peptide Lip Treatment;Tint, shade and tone; Kendra Scott queries: summer fridays;summer fridays lip;rhode lip balm; summer fridays discount code;summer fridays coupon code |
| Cruise | Autonomous vehicle | 76.8 | 32.2 | topics: Car;Self-driving car;Driving;Department of motor vehicles;Lemonade; Ultimate Fighting Championship queries: cruise;cruise driverless cars san francisco; cruise dmv;johns hopkins doctor bullied staff |
| Castor oil | Pharmaceutical | 250.8 | 19.9 | topics: Oil;Moisturizer;Dermatitis;Essential oil |
| Geometry Dash | Mobile game | 200.7 | 18.5 | topics: Scratch;Geometry Dash queries: dash;geometry dash; when does geometry dash 2.2 release |
| Bad Bunny | Puerto Rican rapper and singer-songwriter | -50.4 | 17.8 | topics: Lyrics;Concert tour;Saturday Night Live;Monaco queries: bad bunny;snl bad bunny; bad bunny snl;nadie sabe bad bunny |
| Microsoft Authenticator | Software | 69.0 | 15.8 | topics: Virtual private network;Microsoft Edge;Microsoft Store; Uniform Resource Locator |
| Hooda Math | Website | 98.8 | 15.1 | topics: Mathematics;Dune;Head Soccer;Auto clicker queries: hooda;hooda math; hooda math space bar clicker;spacebar clicker hoodamath |

3. Google Trends All Trending Topics USA - 2W Delta (30.10.2023, 13weeks YoY) (Part 2)

| Topic Name | Type | Pop. growth | Growth change | Related topics |
|-----------------|-------------------|-------------|---------------|--|
| Cinnamoroll | Topic | 171.4 | 14.6 | topics: Sanrio;Wallpaper;Hello Kitty;Penguins;Chibi;Kids' Costume queries: cinnamoroll; pikachu;cinnimonroll;cinnamon roll character |
| space bar | query | 34.4 | 13.8 | topics: Space bar;Space Bar Clicker;Friday Night Funkin' queries: space clicker;clicker; space bar clicker;what space movie came out in 1992;google doodle games;space bar clicer |
| Mario Series | Video game series | 56.9 | 13.0 | topics: Video game;Costume;Mario Bros. queries: mario;mario wonder puzzling park; super mario bros wonder search party;kevin afghani |
| dollskill | query | 17.1 | 12.8 | topics: Dolls Kill;PrettyLittleThing;FOREVER 21;Bodysuit queries: dollskill costume; dollskill costumes;princess polly;dollskill returns |
| Wide-leg jeans | Topic | -3.6 | 11.0 | topics: Jeans;UNIQLO;Mom jeans;LOFT queries: jeans;baggy jeans;super wide leg jeans; low waisted baggy jeans;aerie |
| Car racing game | Topic | 92.5 | 10.6 | topics: Racing game;Simulation;PXN;Swimming;Multiplayer video game queries: racing sim; roller race simulator codes;swim race simulator codes;sabelt sim racing |
| Quince | Fruit | 116.4 | 10.2 | topics: Quince;Sina Parsian queries: quince;ø"Ù■;ø"Ù■ Ù■ø³øªÙ■ ø'ø" ø³Ù¼ø±Ù■ ø'Ù■; Ù■ø±ø"ø§Ù■ ø"Ù■;ø"Ù■ Ù■ø³øªÙ■ ø³Ù■Ù■ø§ Ù¼ø§ø±ø³Ù■ø§Ù■ |
| Comrade | Topic | 13.4 | 8.4 | topics: Meaning;Crossword;Prosperity;Individual queries: camaraderie; camaraderie vs comradery;feeling of camaraderie;commaraderie |
| Circus | Topic | 24.5 | 7.9 | topics: Ringling Bros. and Barnum & Bailey;Paranormal;Ringling brothers;Fan art; Coralville;Rochester queries: circus;jax;pomni;digital circus pomni |
| Laura Geller | Topic | 97.8 | 7.9 | topics: Cosmetics;Foundation;Vanna White;MAC Cosmetics;bareMinerals queries: laura; laura geller;laura geller wheel of fortune;laura geller kajal eyeliner; laurageller.com promo |
| Mary Jane | Shoe | 36.2 | 7.9 | topics: Shoes;Velma Dinkley;Zara queries: mary jane;mary janes;velma;mary jane uggs; lug sole mary janes |

3. Google Trends All Trending Topics USA - 2W Delta (30.10.2023, 13weeks YoY) (Part 3)

| Topic Name | Type | Pop. growth | Growth change | Related topics |
|--------------------------|------------------|-------------|---------------|---|
| True Religion | Topic | 41.0 | 7.3 | topics: Jeans;True Religion;Jean Shorts queries: true;true religion;ed hardy set;dillards; ed hardy tracksuit |
| OneLogin | Company | 3.8 | 6.5 | topics: Lakota East High School;University of West Georgia;Downtime;Vacasa; Rowan College at Burlington County queries: onelogin;onelogin status;onelogin outage |
| Self-driving car | Automotive class | 11.6 | 5.5 | topics: Driving;Car;Zoox;Perception;Decision-making queries: self driving; connor bowman poisoning;uber driverless cars;best self driving cars 2023 |
| Synesthesia | Condition | -12.0 | 5.1 | topics: Color;Mirror-touch synesthesia;Sense;Opponent process;Concept; Cognition queries: synesthesia;vestibular sense; in a study on taste, what would researchers need to do to test participants's ability; schemas |
| adidas Originals Gazelle | Shoes | 353.0 | 4.8 | topics: adidas;Adidas;Nordstrom Rack;Clog queries: gazelle;adidas;skims;birkenstock clogs; adidas gazelle maroon |
| Marketer | Career | 22.2 | 4.3 | topics: Marketing;Product;Consumer queries: marketers; how do marketers use data to develop pricing strategies?; geographic segmentation is dividing a market by where customers are; identify cures that the government does not regulate. |
| Aparat | Website | 61.9 | 4.0 | topics: Film;Persian Language;Jumong;The Equalizer;Iranian peoples queries: آپارات;آپارات; آپارات |
| Dice | Topic | 20.3 | 3.6 | topics: MONOPOLY GO!;Monopoly;connect queries: dice;diceglitches com; what are the odds of rolling a 5 with two die?;cha cha slide |
| Hemoglobin | Protein | 24.6 | 3.1 | topics: Amine;Enzyme;Coagulation queries: hemoglobin |
| Machine learning | Field of study | 21.0 | 1.3 | topics: Machine;Learning;Precipitation queries: machine learning; machine learning for kids; sabrina pulls items from a box and inspects them to ensure the number of items matches |

3. Google Trends All Trending Topics USA - 2W Delta (30.10.2023, 13weeks YoY) (Part 4)

| Topic Name | Type | Pop. growth | Growth change | Related topics |
|-------------------------|----------------------------|-------------|---------------|--|
| RISC-V | CPU | 47.7 | 1.1 | topics: Reduced instruction set computer;Japan Airlines;Emulator;NVIDIA queries: risc-v; riscv;risc v |
| GitHub | Company | 22.6 | 0.5 | topics: Git;Repository queries: github;drift boss online.github.io; basketrandomonline github io |
| Peptide | Topic | 51.4 | -1.6 | topics: Collagen;Protein;Food and Drug Administration; Food & Drug Administration queries: peptide;peptides;fda peptide ban; fda banning peptides |
| Divar | Company | 141.8 | -4.7 | topics: Tehran;Wall;Varzesh 3;Shop queries: Ø-Û■Ù■Ø§Ø± |
| Artificial intelligence | Field of study | 308.5 | -10.4 | topics: Image;Yearbook;Pixar queries: ai;disney ai posters;epik ai yearbook; yearbook ai trend |
| Point and click | Topic | 354.3 | -39.1 | topics: Context menu;Computer mouse;macOS queries: click;point and click;how many clicks; python click |
| Corebridge Financial | Financial services company | 651.4 | -109.3 | topics: AIG;American International Group;403(b);Prudential Financial; 401(k) queries: corebridge |
| Edgenuity | Topic | 1095.8 | -124.2 | topics: succeeding;Student;important;negative;Argument;Understanding queries: edgenuity; www.edgenuity/login;aleks;engnuity |

4. Google Trends Industries USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 1)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|------------------|-------------------|---------------------|---|
| Jacket | 35.0% | 11.6% | topics: Man;Woman;Coat queries: jacket;overland sheepskin jackets |
| Personal care | -30.4% | 10.7% | topics: Product;Travel;Hygiene;Skin care;Towel;Success queries: toiletries;personal care |
| Footwear | 29.3% | 8.9% | topics: Shoes;Sumatra;2000s;Monsoon queries: footwear;outdoor footwear;footwear craze of the early 2000s; phoenix, arizona, recorded its driest monsoon season since... |
| Retail | -46.4% | 8.8% | topics: Job;Business;Company queries: retail;retail apparel giant;retail apparel giant nyt; retail apparel giant nyt crossword |
| Action camera | -23.4% | 6.8% | topics: Mirrorless;Slinger;GoPro HERO9 Black queries: action camera;camera and lens backpack;action camera head mount |
| Electronics | 8.7% | 6.4% | topics: Recycling;Electronic waste recycling |
| Electronics | 8.7% | 6.4% | topics: Recycling;Electronic waste recycling |
| Computer monitor | -21.8% | 6.1% | queries: monitor |
| Credit card | -22.3% | 6.0% | topics: Credit;Pre-approval;Navy Federal Credit Union queries: credit card;credit cards;chase |
| Slipper | 24.8% | 6.0% | topics: UGG queries: slippers;bombas sunday slippers |
| Beauty | -13.6% | 4.3% | topics: Beauty salon;Advent calendar;Advent queries: beauty;ravie beauty;aristocratic beauty; who is the most beautiful woman in the world ever |

4. Google Trends Industries USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 2)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|--------------------|-------------------|---------------------|--|
| Moisturizer | 37.3% | 3.9% | topics: Face;Skin;Cream queries: moisturizer;cleansing ultraviolet moisturizer; alo glow system luminizing face moisturizer;alo moisturizer |
| Retirement home | 27.3% | 3.9% | queries: senior housing;retirement home |
| 3D Printing | 16.6% | 3.6% | topics: Three-dimensional space;Printing;60 Minutes queries: 3d;icon 3d printing;60 minutes 3d printing;icon 3d printing stock |
| Video games | -11.1% | 3.5% | topics: Game queries: games;suika game switch;rockstar games gta 6 trailer |
| Video game | -11.1% | 3.5% | topics: Game queries: games;suika game switch;rockstar games gta 6 trailer |
| Genetic testing | 24.1% | 3.3% | topics: DNA;Genetics queries: dna;dna test;subsoccer;bond heart;thats our baby |
| Online shopping | -10.4% | 3.1% | topics: Shopping queries: online shopping;online store;walmart online |
| Musical Instrument | 1.1% | 3.1% | topics: Music queries: instrument;instruments;seiichi tanaka;seiichi tanaka instrument; red bellied trout crossword clue |
| Mutual fund | -41.5% | 3.0% | topics: Investment fund;finished;Choice;Exchange queries: mutual funds;mutual fund;what is an equity fund?;edgenuity; long-term investments are most commonly used to save money for . |
| News | 19.1% | 2.9% | queries: news;us news;hamas news;breaking news today |
| Athleisure | 8.8% | 2.9% | topics: Woman;Brand;Clothing;succeeding;Quantity;Marginal cost queries: athleisure;alo yoga |

4. Google Trends Industries USA - 2W Delta (2023-10-30, 13weeks YoY) (Part 3)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|------------------------------|-------------------|---------------------|---|
| Alcoholic drink | 7.9% | 2.8% | topics: Drink;Spirit;Drinking game queries: alcohol;which u.s. state drinks the most alcohol per capita? |
| Enterprise Resource Planning | 2.4% | 2.7% | topics: System integration;Workday;Warehouse queries: erp;what is erp vs crm;series, which aims to replace erp systems |
| Health Insurance | -1.9% | 2.7% | topics: Insurance;Health;Mary Lou Retton |