

# **ASTUTEX TRENDSPOTTING**

**November 27, 2023**



## 2. Google Trends All Trending Companies - 2W Delta (27.11.2023, 13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
OpenAI	Nonprofit organization	1041.2	295.7		US
Xumo	Software company	453.2	89.9	topics: Television;Charter Communications;Xumo Play;Comcast; queries: xumo; popcornflix;xumo play channels;www.xumo/activate;	US
AT&T Mobility	Mobile telecommunicati company	892.8	83.5	topics: AT&T;Mobile phone;Customer;Customer Service; queries: at&t;att;att wireless;	US
Sony Corporation	Corporate group company	488.0	82.0	topics: Sony; queries: headphones;	US
Goyard	Company	101.8	51.9	queries: goyard;mini goyard;	US
Primary Arms, LLC	Company	294.0	37.6	topics: Academy Sports + Outdoors;Handle; queries: primary arms; primary arms black friday;euro optics;	US
Bank Of Montreal	Investment banking company	176.7	25.2	queries: bmo;bmo digital banking;bmo harris digital banking; bmo digital banking app;	US
Epic Games	Video game company	59.7	24.9	topics: Epic Games;Video game;Epic Systems;Fortnite; queries: epic;epic games;	US
Henry Repeating Arms	Arms manufacturers company	73.3	22.5	topics: Rifle;Lever;Action;Repeating rifle;Deer hunting;Weatherby, Inc.; queries: henry;sportsman warehouse;brownells;henry golden boy calibers;	US
Dior	Fashion company	125.0	21.6	topics: Dior;Christian Dior;Perfume; queries: dior;dior jordan;dior lip;dior dress;	US
Hess Corporation	Company	314.6	19.5	topics: NYSE:OXY;Rudolf Hess;Hess 2011 Toy Truck and Race Car;1990;Plush; queries: hess;hess 2023;2023 hess truck;hess 2020;	US
CELINE	Fashion company	41.0	17.1	queries: celine;celine tiffany ann;celine tiffany ann louisville; celine tiffany ann louisville ky;	US

## 2. Google Trends All Trending Companies - 2W Delta (27.11.2023, 13weeks YoY) (Part 2)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Suzlon	Renewable energy company	116.3	17.1	topics: topics: Share;Price;Share price;YES BANK;Tata Motors;NSE:TRIDENT; queries: US	US
Synology	Corporation	-73.5	16.9	topics: Network-attached storage;Synology;Synology DiskStation DS220+;reset;install; queries: synology;ds220j;synology ds220j;jellyfin synology;	US
Intuit Mint	Personal financial management company	37.4	15.2	topics: Mobile app;Budget;Mint; queries: mint;simplifi;mint vs rocket money;	US
OnTrac	Company	65.9	14.5	topics: LaserShip;OnTrac;United States Postal Service; queries: ontrac; lasership global tracking;	US
Tapestry	Fashion company	-34.4	13.4	topics: Coach;Macy's;Kate Spade;Tory Burch; queries: coach;coach tabby;coach tabby bag; coach pride collection;	US
Van Cleef & Arpels	Jewelry company	112.6	12.0	topics: Van Cleef & Arpels;Bracelet; queries: van cleef;bracelet;van cleef bracelet;	US
Yves Saint Laurent	Fashion company	101.2	10.9	topics: Saint Laurent;Saint Laurent L'Homme; queries: cologne;ysl;ysl black; ysl chelsea boot;ysl babycat sample;how to pronounce yves saint laurent;	US
Carhartt	Workwear company	196.2	9.5	topics: DICK'S Sporting Goods; queries: carhartt;carhartt jacket;	US
Ipsos	Market research company	27.5	7.3	topics: Ipsos;Market Force Information;Malaysia;Sassie Login; queries: ipsos; ipsos login;ipsos login shopper;	US
White's Boots	Clothing company	-38.3	7.3	topics: Boot;Nicks Handmade Boots;Red Wing;Thursday Boot Company; queries: boots; whites perry;whites perry boot;red wing moc toe;	US
BetOnline	Company	38.0	6.8	topics: Gambling;ESPN;eToro; queries: betonline;roofing near me abe roofing; latex hybrid mattress plushbeds;plush mattress plushbeds;	US

## 2. Google Trends All Trending Companies - 2W Delta (27.11.2023, 13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
New Balance	Footwear company	214.7	6.7	topics: queries: new balance;new balance shoes; queries: US	US
Pixar	Animation company	33.4	6.2	topics: Film;Soul;Onward;Elemental; queries: ai disney pixar;pixar image creator;	US
Mango	Outlet store company	38.5	5.8	topics: Mango;Bonobo;Apes;Mango AI; queries: mango;mango mango;tamarind;lama;bonobo;	US
Madhappy	Company	8.6	5.7	topics: Hoodie;Madhappy;UGG; queries: uggs madhappy;madhappy tasman; madhappy ugg tasman;tasman uggs;whitefox;	US
Ralph Lauren Corporation	Fashion company	62.6	5.2	topics: Ralph Lauren; queries: lauren;ralph;lauren ralph;	US
Holland America Line	Corporation	-0.8	5.2	topics: State room;Gratuity;Cruise ship;Norwegian Cruise Line;2024; queries: holland; holland america;holland america cruises 2023;holland america covid; holland america cruises 2022;	US
SureFire	Lighting company	38.6	5.1	topics: SureFire;Light;Flashlight;Surefire Stiletto Flashlight; queries: surefire; modlite;surefire xsc;surefire x300 turbo;	US
Robert Bosch	Engineering company	54.8	5.0	topics: Bosch;Bosch Car Service; queries: bosch;bosch dishwasher black friday; madison lintz;	US
NetCredit	Company	68.4	4.5	topics: Merrick Bank;Title loan;Affirm; queries: netcredit;net;net credit;	US
Max Mara	Fashion company	81.5	4.4	topics: Max Mara;Nancy Pelosi;Camel;Shirts & Tops; queries: max;max mara arona;cettire; max mara pasticcino bag;	US
rewardStyle, Inc.	Company	44.1	4.3	topics: LTK Creator;connect;Abercrombie & Fitch; queries: ltk;ltk app;what is ltk;	US
House of CB	Fashion company	30.3	4.0	topics: House of CB;Princess Polly;Revolve; queries: house cb;house of;house; corset dress;lucy in the sky;	US





## 2. Google Trends All Trending Companies - 2W Delta (27.11.2023, 13weeks YoY) (Part 6)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Yahoo!	Company	439.5	-21.9	topics: Altaba;Email;Yahoo! Mail; queries: mail;yahoo mail;yahoo login; yahoo.mail login;www.yahoo.com mail;	US
StatMuse	Company	166.0	-26.1	topics: Statistics;NBA;Team; queries: statmuse;stats;stat;	US
Panasonic	Electronics company	688.1	-28.7	topics: Panasonic; queries: panasonic;	US
Writers Guild of America	Media company	900.0	-106.7	topics: Strike action;2007-2008 Writers Guild of America strike; 2023 Writers Guild of America strike;AFTRA;Association of Talent Agents; queries: wga;wga strike;	US



### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 1)

Topic Name	Type	Pop. growth	Growth change	Related topics
Mario role-playing games	Video game series	1437.5	972.8	topics: Super Mario;Super Mario RPG;Nintendo Switch; queries: mario;mario rpg; switch mario rpg;mario rpg remake release;
Call of Duty: Modern Warfare 3	Video game	2993.8	912.5	
Closed-circuit television camera	Topic	1248.9	263.5	topics: Camera;Security;Security Camera;Lightbulb socket;Alarm device; Subscription business model; queries: camera;security;security camera; wireless surveillance camera;keke palmer security camera;spy focus security camera;
Invincible	TV series	369.6	179.8	topics: Seth Rogen;The Boys;Homelander;
Five Nights at Freddy's 4	Survival game	268.6	82.5	topics: Five Nights at Freddy's;Crying Child;Freddy Fazbear's Pizzeria Simulator; Unblocked Games Premium; queries: fnaf 4;fnaf;security breach;fnaf security breach; fnaf 4 tormentors;
Gilded Age	Topic	168.7	48.2	topics: Gilding;The Gilded Age;important;succeeding; queries: gilded;gilded age; met gala 2022;met gala 2022 theme;
Ocean Spray	Cooperative	249.5	35.0	topics: Dreams (2004 Remaster);Bog;Aerosol spray dispenser;Stevie Nicks;Longboard; queries: ocean spray;cranberry;ocean spray cranberry;cranberry sauce ocean spray recipe; ocean spray cranberry relish;ocean spray cranberry orange sauce;
Yakuza	Franchise	12.8	31.6	topics: Yakuza 0;Yakuza: Like a Dragon; Like a Dragon Gaiden: The Man Who Erased His Name;Judgment; Like a Dragon: Infinite Wealth; queries: yakuza;yakuza haruka;like a dragon gaiden;
Macy's Inc.	Department store chain	94.0	27.5	topics: Macy's; queries: macys;kohls black friday;
Formula 1	Topic	46.0	25.7	topics: Formula racing;Las Vegas Grand Prix;2023 Formula One World Championship; queries: f1;f1 2023;f1 2022;
Epic Games	Topic	36.3	24.9	topics: Video game;Epic Games;Fortnite; queries: epic;epic games;epic games games;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 2)

Topic Name	Type	Pop. growth	Growth change	Related topics
Women's Shoe	Topic	151.5	22.7	topics: Shoes;Woman;On;Macy's;Nike Store;
Ed Hardy	Topic	170.3	22.6	topics: Don Ed Hardy;T-shirt;Perfume;Shirts & Tops;Sweatsuit; queries: ed hardy; ed hardy set;ed hardy sweatsuit;
motel rocks	query	110.3	21.5	
WHITE FOX	Topic	176.3	20.1	
Eau de Cologne	Topic	78.6	16.1	topics: Man;Saint Laurent;Macy's;Ralph Lauren; queries: cologne;
respiratory disease	query	25.3	16.0	topics: Disease;Respiratory system;Respiratory disease; queries: respiratory system; chronic respiratory disease;dogs respiratory disease;new dog respiratory disease; new respiratory disease in dogs;canine respiratory disease 2023;
Simulation video game	Game type	12.2	13.5	queries: simulator;family simulator x game;roller race simulator codes; ice fishing simulator codes;
Cruise	Autonomous vehicle	83.9	13.1	topics: Car;Cruise ship;Self-driving car;superior;Cadillac;GMC-Instruments; queries: cruise; gmc;gmc super cruise;cruise austin;
Ornament	Art	-61.2	13.0	topics: Christmas ornament;Christmas;Hallmark;Hobby Lobby; queries: ornament;ornaments; christmas ornaments 2020;2020 ornament;
Super Mario	Game series	70.1	12.5	topics: Super Mario Bros. Wonder;Mario role-playing games;Paper Mario: The Origami King;  queries: mario;mario rpg hidden treasure;super mario rpg hidden treasure; hidden treasure super mario rpg;
Tote bag	Topic	51.6	12.3	topics: Bag;Handbag;Telfar;Saint Laurent; queries: tote;telfar bag;beis;
Wide-leg jeans	Topic	15.6	12.0	topics: Jeans;Hem;Birkenstock; queries: baggy;jeans;baggy jeans;y2k baggy jeans; baggy clothes aesthetic;low waisted baggy jeans;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 3)

Topic Name	Type	Pop. growth	Growth change	Related topics
Petite size	Topic	64.9	10.9	topics: Dress;Woman;Trousers;Petite / Short;Maxi;Shirts & Tops; queries: petite;
Rangefinder	Topic	82.5	10.7	topics: Movie camera;Photographic film;Vortex Diamondback HD 2000 Laser Rangefinder;
Waistcoat	Garment	55.5	9.8	topics: Woman;Man;Down jacket; queries: vest;voltex heated vest;
Trapping	Topic	60.2	9.2	topics: Mouse;Mousetrap;Rat; queries: traps;trap;trapping;
Telescopic sight	Topic	15.3	9.1	topics: Rifle;Gun Scopes & Sights;Call of Duty: Warzone;.350 Legend; queries: scope; lpvo scope;arken scopes;arken optics;
Rouge	Cosmetics	73.7	8.9	topics: Cosmetics;Lipstick;Rare Beauty; queries: blush;rare beauty blush;rare beauty;
Summer Fridays	Topic	350.0	8.9	topics: Lip balm;Lips; queries: summer;summer fridays;lip balm;summer fridays balm;
Low-rise	Fashion	24.0	8.7	topics: Jeans;Low-rise pants;Jaded London;The North Face;Adidas Samba; queries: jeans; low rise jeans;pacsun eco medium blue low rise baggy jeans;essentials hoodie;sephora;
Papa's Freezeria	Online game	13.4	8.3	topics: Papa's Cheeseria;Starfall;Two-player game;Fireboy and Watergirl;
Steam Deck	Computer	-15.9	8.1	topics: Video game;Steam;Reddit; queries: steam;steam deck;steamdeck;steam deck games; steam games;
Robe	Garment	73.2	7.3	topics: Bathrobe;Parachute;Hogwarts Legacy; queries: robe;skirts;skirts robe;
SIG Sauer	Topic	19.3	7.3	topics: SIG Sauer;SIG Group;Gun Scopes & Sights;X macro;SIG Sauer CROSS; queries: sig; sig p365xl;sig p365x;sig p322;
Ouai	Topic	53.2	6.8	topics: Shampoo;OUAI Detox Shampoo; queries: detox shampoo;ouai products;oui hair;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 4)

Topic Name	Type	Pop. growth	Growth change	Related topics
Parlay	Topic	24.9	6.7	topics: Calculator;Gambling;Picks and Parlays; queries: parlay;same game parlay fanduel; same game parlay draftkings;
SKIMS	Topic	37.5	6.7	topics: Sweatpants;SKIMS;Brandy Melville;Dress;Bodysuit;Foundation garment; queries: skims; skims bra;skims black friday;
America's Got Talent	Television show	16.3	6.6	topics: Nick Cannon;Judge;Drake Milligan;Nightbirde;Kodi Lee;won; queries: agt;got talent; agt 2021;agt 2022;agt 2023;
Gola	Topic	93.8	6.5	topics: Sneakers;Veja;Women's Sneaker;Gola Classics; queries: gola;gola grand slam; veja sneakers;gola badminton;
tool cart	Topic	48.1	6.5	topics: Tool;Cabinetry;Lowe's Home Improvement;Steel; queries: tool cart;
true religion	query	48.0	6.5	topics: True Religion;succeeding>true>false; queries: true religion jeans;afterpay; true religion stacked jeans;essentials hoodie;
Circus	Topic	37.4	6.2	topics: Paranormal;Clown;Ringling Bros. and Barnum & Bailey;Cirque du Soleil; The Amazing Digital Circus;Garden Bros Circus; queries: circus circus;jax digital circus; garden bros nuclear circus;pomni digital circus;
OLED	Topic	38.9	5.1	topics: LG;RTINGS.COM offices;LG OLED-C1;Nintendo Switch OLED; queries: oled; nintendo switch;nintendo switch oled;nintendo oled switch;
Bag	Topic	24.0	5.0	topics: Handbag;Duffel Bags;Telfar;Tote Handbag; queries: bag;bags;tote bag;
external	Topic	49.7	4.5	topics: built-in;Hard disk drive;connect;succeeding; queries: external; ps5 external hard drive;
Gambling	Topic	-21.3	4.4	topics: Sports betting;Sports;BetMGM LLC;Addiction; queries: bet;best bets;online bet;
Opera GX	Browser	85.3	4.4	topics: Opera Software;Opera;Download; queries: opera;gx;gx opera;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 5)

Topic Name	Type	Pop. growth	Growth change	Related topics
Shooter game	Topic	33.4	4.3	topics: Game;Video game;Shooting; queries: shooter;the finals;egg shooting game; the finals game;
Camouflage	Topic	4.4	4.2	topics: Trousers;Shirts & Tops; queries: camo;camo hey dudes;
HexClad	Topic	27.5	3.8	topics: hexclad; queries: hexclad;
Perfume	Topic	41.9	3.4	
Bomber jacket	Topic	56.0	3.3	topics: Jacket;Varsity;Moose Knuckles;Patagonia; queries: bomber;jacket;moose knuckle; moose knuckle bomber;
Brandy Melville	Topic	23.4	3.0	queries: brandy;brandy melville;sweatpants;
Video game modding	Topic	21.7	3.0	topics: Minecraft;apk;Friday Night Funkin';install; queries: mod;mods;fnf;fnf mod;
Dice	Topic	21.0	2.6	topics: Game;Dungeons & Dragons;MONOPOLY GO!;DND DICE; queries: dice;free dice monopoly go; monopoly go dice links;
Peppermint tea	Topic	46.2	2.6	queries: peppermint;peppermint tea;spearmint baby;
Slang	Topic	38.6	2.5	topics: Definition;Word;Meaning;
Mary Jane	Shoe	48.5	1.8	topics: Shoes;Jane;High-heeled shoe; queries: mary jane;shoes;koi footwear; koi footwear mary janes;
Adidas Samba	Shoes	285.2	1.7	topics: Reebok;Gucci;GOAT; queries: samba;adidas;adidas samba;
Crop top	Clothing	19.1	1.6	topics: Top;Sleeve;Shirt; queries: crop;crop top;skirts;cropped puffer vest;adika;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 6)

Topic Name	Type	Pop. growth	Growth change	Related topics
Swarovski	Fashion brand	25.0	1.4	topics: Swarovski AG;Swarovski;Crystal; queries: swarovski;swarovski 2021 ornament; swarovski ornament 2022;swarovski ornament 2020;
Dietary supplement	Pill	40.0	1.1	topics: Memory;Vitamin;Turmeric;The Vitamin Shoppe; queries: supplements;nac;supplement;
Eau de Parfum	Topic	62.5	1.0	topics: Perfume;Saint Laurent;Versace Eros; queries: parfum;eau de parfum;edp;
CUDA	Computer application	22.0	0.5	topics: Nvidia;Graphics processing unit;PyTorch;install;NVIDIA;check; queries: cuda; stable diffusion;3090 cuda cores;cuda 11.7;
Lid	Topic	26.8	0.2	topics: Glass;Container;Cup; queries: lid;christmas coffee cups with lids; turkey roasting pan with rack and lid;pie container with lid;
Philips	Topic	127.8	0.1	topics: Philips;Philips Hue; queries: philips;hue;sonicare;sonicare toothbrush;
Decoy	Topic	34.5	-0.6	topics: Duck;Duck decoy;YT Industries; 1 Dozen Dive Bomb V2 Canada Goose Silhouette Decoys; queries: decoy;decoys;yt decoy; decoy location apple;
Windows 11	Operating system	28.4	-1.1	topics: Microsoft Windows; queries: windows;windows 11;windows 11, version 23h2; sgin 15.6inch laptop 4gb ddr4 128gb ssd windows 11 with 4 core intel celeron, full hd;
AMIRI	Fashion brand	28.6	-1.3	topics: Jeans;Shoes; queries: amiri;dior;amiri t shirt;men amiri jeans;
Aparat	Website	64.8	-1.7	topics: Film;Persian Language;Dubbing;Prophet Joseph;After;Conjugal Visit;  queries: 0cÙ¼0\$0±0\$0ª;0\$Ù¼0\$0±0\$0ª; 0-0\$Ù¼0\$0±0\$0ª 000μÙ¼0μÙ¼ 0cÙ¼0\$0±0\$0ª;
Reddit	Website	25.8	-1.9	topics: r/AmltheAsshole; queries: reddit;reddit coronavirus;elden ring reddit;
Cargo pants	Clothing	44.3	-2.0	topics: Trousers; queries: cargo;pants;cargo pants;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 7)

Topic Name	Type	Pop. growth	Growth change	Related topics
Aquaphor	Drug brand	28.4	-2.6	topics: Tattoo;Cream;Aquaphor Healing Ointment;Aquaphor Healing Balm Stick; queries: aquaphor lips;aquaphor on tattoo;auquaphor;is aquaphor better than vaseline;
essentials hoodie	query	43.1	-2.9	topics: Hoodie;Essentials;Eric Emanuel;Birkenstock;Beats; queries: essentials fear of god; fear of god essentials hoodie;fear of god hoodie;ugg boots;abercrombie and fitch; jordan 4s;
LOEWE	Fashion brand	74.2	-3.4	topics: Wool;Goyard;PolÃˆne; queries: loewe jacket;loewe tote bag;loewe store;
Tripod	Topic	47.8	-3.5	topics: Tripod; queries: tripod;
Minimalist shoe	Shoe	55.9	-3.7	topics: Shoes;Barefoot;High-top;Vibram; queries: shoes;barefoot;barefoot shoes;feelgrounds; whitin barefoot shoes;feelgrounds shoes;
Marni	Fashion brand	43.9	-5.1	topics: Marni;Shirts & Tops;UNIQLO;Carhartt; queries: marni;carhartt marni;marni slippers; marni slides fur;
Kendra Scott	Topic	32.4	-5.3	topics: Necklace;Kendra Scott Necklace;Pandora; queries: kendra;kendra scott; kendra scott shark tank;kendra scott barbie necklace;kendra scott ari heart necklace;
Anterior cruciate ligament	Topic	46.8	-5.9	topics: Anterior cruciate ligament injury;Anterior cruciate ligament reconstruction; Joe Burrow;Signs and symptoms; queries: acl;acl 2021;joe burrow acl;
Lacoste	Fashion brand	31.9	-6.1	
Oh Polly	Topic	43.0	-7.9	topics: Dress;Princess Polly;Black; queries: polly;oh polly;oh;princess polly;mini dress;
Wrapping Paper	Topic	83.5	-10.2	topics: Paper;Rifle Paper;Velvet;Disney Minnie Mouse on Pink Wrapping Paper; queries: wrapping paper;christmas wrapping paper cutter;dark green wrapping paper; modern wrapping paper;
Divar	Topic	104.9	-13.4	topics: Wall;Tehran;Digikala;Work;Saipa Quick; queries: ØˆÙ■Ù■Ø§Ø±;ØªØ±Øˆ;Ù■Ø±Ø²Ø´Ù³;Ø§Ø³Ù■Ù¼;

### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 8)

Topic Name	Type	Pop. growth	Growth change	Related topics
Amulet	Topic	59.8	-13.6	topics: Baldur's Gate 3;Old School RuneScape;Amulet mould;Blackjack; Like a Dragon Gaiden: The Man Who Erased His Name; queries: amulet;amulet mould osrs; onyx amulet osrs;
UGG	Topic	34.8	-18.3	topics: Boot;lululemon;UGG Women's Tasman;Journeys; queries: ugg;uggs;ugg ultra mini; ultra mini ugg;uggs ultra mini;
Sol de Janeiro	Topic	270.4	-34.0	topics: Perfume;Sol de Janeiro Brazilian Crush Fragrance Body Mist;Fragrance; queries: sol;perfume sol de janeiro;sol janeiro set;
Diesel	Topic	103.2	-49.3	topics: Diesel;Shirt;Clothing; queries: diesel;diesel shirt;diesel jeans;diesel top;
Columbia Factory Store	Topic	172.0	-74.9	
Snap-On Tools	Topic	154.8	-75.7	topics: Snap-on;Toolbox;Matco; queries: snap;snap on;snapon;snap on tools;
Sweatshirt	Topic	224.8	-81.8	topics: Sweatshirt;Budweiser; queries: sweatshirt;sweatshirts;brown nfl sweatshirts; why brown sweatshirts nfl;why are nfl teams wearing brown sweatshirts;
Aritzia	Topic	63.0	-84.1	topics: Aritzia;Trousers;Zara;Coat; queries: aritzia;artizia;aritzia dress;aritzia pants;
Valvoline	Topic	197.7	-93.9	topics: Valvoline;Valvoline Instant Oil Change;Oil;Jiffy Lube;Transmission; queries: valvoline;valvoline coupon 2023;valvoline coupon 50 off; valvoline 50 off oil change coupon;
Saint Laurent	Topic	207.8	-98.8	topics: Yves Saint Laurent; queries: ysl;saint laurent;ysl bag;
Ryze	Topic	905.6	-105.9	topics: RYZE mushroom coffee;Coffee;Mushroom; queries: ryze;ryze coffee;ryze mushroom;
UGG Tasman	Shoes	197.1	-111.8	topics: UGG;UGG Women's Tasman; queries: tasman;ugg;ugg tasman;
New Balance	Topic	200.0	-121.9	topics: Platform shoe;Puma;PUMA; queries: new;nike new balance;new balance black;



### 3. Google Trends All Trending Topics USA - 2W Delta (27.11.2023, 13weeks YoY) (Part 9)

Topic Name	Type	Pop. growth	Growth change	Related topics
Sony Group Corporation	Topic	385.4	-123.8	topics: Sony Corporation;Sony;Television; queries: sony;sony tv;sony a;
Asics	Topic	261.7	-151.5	topics: Asics;ASICS;New Balance; queries: asics;asics black;asics women;
Summer Fridays Lip Butter Balm	Lip balm	672.4	-155.1	topics: Summer Fridays;Lip balm;Lips;WHITE FOX;Victoria's Secret;Leggings; queries: summer; lip balm;summer lip balm;

#### 4. Google Trends Industries USA - 2W Delta (2023-11-27, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Retail	-23.8%	11.7%	
Computer monitor	-17.8%	8.5%	
Sony PlayStation	24.8%	5.9%	
Fashion	29.0%	4.8%	
Footwear	36.9%	4.5%	
Travel	-7.3%	4.2%	topics: Road;Road trip;Day trip;Tuesday queries: travel;travel tuesday deals;travel tuesday deals 2023;travel tuesday 2023
Travel (and transport)	-7.3%	4.2%	topics: Road;Road trip;Day trip;Tuesday queries: travel;travel tuesday deals;travel tuesday deals 2023;travel tuesday 2023
Alcoholic drink	15.4%	3.9%	topics: Drink queries: alcohol;can you buy alcohol on thanksgiving; are liquor stores open on thanksgiving;matthew perry drugs alcohol
Vehicle Insurance	27.4%	2.9%	
Cloud computing	-6.1%	2.8%	queries: gaming cloud;cloud google;on cloud;cloud gaming beta
Athleisure	11.4%	2.7%	

#### 4. Google Trends Industries USA - 2W Delta (2023-11-27, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Retirement home	31.0%	2.6%	
Health Insurance	0.4%	2.6%	
Airline ticket	-4.1%	2.3%	topics: Airplane;Ticket;Alaska Airlines;Istanbul;Buy tickets online queries: tickets;plane;flight
Camping	-0.5%	2.1%	
Genetic testing	29.1%	2.1%	
Food processor	-2.8%	2.0%	topics: Food;Pie pastry;Graham cracker;Relish queries: food processor;food processor pie dough;shred cheese in food processor; easy pie crust
Magazine	-4.0%	2.0%	topics: Editor;Dental floss;Smithsonian
Tracksuit	0.7%	2.0%	
Energy Drink	19.4%	1.9%	
Airport	7.2%	1.8%	topics: Train station;Ontario;Sacramento International Airport queries: airport parking;car rental;las airport
Tax	5.1%	1.7%	

4. Google Trends Industries USA - 2W Delta (2023-11-27, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cosmetics	-5.2%	1.7%	
Bicycle	-1.7%	1.6%	
Bicycle	-1.7%	1.6%	