

ASTUTEX TRENDSPOTTING

January 16, 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
GE HealthCare	Manufacturing company	97.8	77.5	queries: gehc;gehc stock;ge stock; amzn stock
Universal Parks & Resorts	Theme park company	69.4	71.2	topics: Texas;Frisco; Universal Pictures queries: universal st; universal studios texas; universal theme park
Paizo	Role-playing game company	69.4	47.0	
Wizards of the Coast	Role-playing game company	80.9	45.6	topics: Hasbro;Open Game License; Critical Role;1999 queries: ogl;wotc; wotc ogl;wizards of the coast careers
Kin Social Tonics, Inc.	Company	106.1	31.0	topics: Non-alcoholic drink;Bella Hadid; Alcoholic beverage
Phathom Pharmaceuticals	Pharmaceutical company	86.4	27.4	
CTV Television Network	Media company	33.9	23.1	topics: Journalist;CTV News;Mel Gibson; Honda CR-V queries: jessica robb; ctv reporter jessica robb; ctv news jessica robb
Saxenda	Drug brand	131.3	20.0	topics: Semaglutide;Drug; Glucagon-like peptide-1; Diabetes medication queries: saxenda; mounjaro;ozempic vs saxenda; saxenda injection sites
Ethos Life	Insurance company in Austin, Texas	1.5	20.0	topics: Life insurance;Review; Term life insurance queries: ethos life ; ethos insurance;ethos life
Eastern Air Lines	Airline	2.1	15.9	topics: Eastern Air Lines Flight 401; Flight;Airport
Disney Cruise Line	Company	110.0	15.1	queries: disney cruise; disney cruise 2023;cruises 2023; disney cruise miami
Bloom Nutrition LLC	Company	237.9	14.1	topics: Target Corporation;Flower; Flavor queries: bloom nutrition target; bloom nutrition greens;bloom nutrition
Payspan, Inc.	Company	36.4	14.1	

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

Company Name	Type	Pop. growth	Growth change	Related topics
MSC Cruises	Company	103.6	11.9	topics: topics: MSC Seaview; Orlando International Airport; Venice queries:
Royal Caribbean Group	Shipping line company	62.3	9.9	
Apple Vacations	Company	25.9	8.7	queries: apple vacations;flights; apple vacations all inclusive; apple vacations last minute deals
VidAngel	Company	55.8	8.2	topics: Mobile app;Yellowstone; The Church of Jesus Christ of Latter-day; the chosen angel studios;the chosen
Electronic Arts	Video game company	18.1	7.9	topics: Download;Server;The Sims; Transport Layer Security
Withings	Consumer electronics company	21.4	6.3	topics: Image scanner;Withings ScanWatch; Weighing scale; Technical Support queries: withings u-sc; withings body scan;withings scanwatch
Angi Inc.	Company	43.3	5.3	queries: angi strategy associate; strategy associate;angi careers
HubSpot	Software company	99.6	-2.2	topics: Email;Website;Company; Content marketing queries: hubspot crm; hubspot login;hubspot academy
Japan Airlines	International airline	96.0	-4.2	topics: Travel;Ticket;Tokyo; Osaka queries: japan airlines; japan airline;flights;travelocity

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1227	Adecco Group AG	2023-01-16	1,150%	1,067%
222	Royal Caribbean Cruises Ltd	2023-01-16	88%	33%
1432	Tritax Big Box Reit PLC	2023-01-16	-28%	24%
55	Carnival Corp	2023-01-16	61%	23%
504	Nexon Co Ltd	2023-01-16	79%	21%
1395	TAG Immobilien AG	2023-01-16	90%	16%
210	Planet Fitness Inc	2023-01-16	0%	14%
935	Centene Corp	2023-01-16	13%	14%
733	UnitedHealth Group Inc	2023-01-16	23%	13%
255	Tivity Health Inc	2023-01-16	-16%	13%
611	Cigna Corp	2023-01-16	10%	12%
1341	KGHM Polska Miedz SA	2023-01-16	30%	12%
849	Aetna Inc	2023-01-16	16%	12%
1141	Terna Rete Elettrica Nazionale	2023-01-16	20%	11%
1119	RWE AG	2023-01-16	-21%	11%
413	Kellogg Co	2023-01-16	25%	9%
1075	Fortum Oyj	2023-01-16	110%	8%
311	International Consolidated Air	2023-01-16	27%	8%
1127	Swiss Life Holding AG	2023-01-16	-8%	7%
1155	Straumann Holding AG	2023-01-16	7%	6%
1317	Wendel SE	2023-01-16	-7%	6%
1250	LEG Immobilien AG	2023-01-16	19%	6%
972	Allianz SE	2023-01-16	-1%	6%
1089	Partners Group Holding AG	2023-01-16	2%	6%
761	Express Scripts Holding Co	2023-01-16	18%	6%
1292	GN Store Nord A/S	2023-01-16	8%	4%
422	Dr Pepper Snapple Group Inc	2023-01-16	20%	4%
986	AXA SA	2023-01-16	-1%	4%
1330	Nemetschek SE	2023-01-16	13%	3%
1211	Gjensidige Forsikring ASA	2023-01-16	3%	3%
1039	Assicurazioni Generali SpA	2023-01-16	3%	2%
1306	ASR Nederland NV	2023-01-16	9%	2%
945	Shopify Inc	2023-01-16	55%	1%
167	Localiza Rent a Car SA	2023-01-16	28%	1%
1182	Powszechny Zaklad Ubezpieczen	2023-01-16	12%	1%

3. Google Trends Industries World - 2W Delta (2023-01-16, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Camping	-3.4%	3.1%	topics: topics: Campsitequeries: camping; fairfax county summer camps 2023;suttle lake camping; small campers with bathrooms queries: queries: camping; small campers with bathrooms
Digital camera	4.1%	2.9%	topics: Camera;Generation Z;Strap;Electronics queries: camera; digital;camera digital;samsung pl120 digital camera; samsung pl120 digital camera price;canon powershot elph 100
Suitcase	28.8%	2.8%	topics: Baggage;Travel;Hand luggage;Melanie McGuire; Custom queries: suitcase;melanie mcguire; suitcase killer melanie mcguire;suitcase killer movie
Weight loss	-2.9%	2.8%	topics: Semaglutide;Diet;Calorie;60 Minutes; Alpine Ice Sports Centre queries: weight loss; 60 minutes weight loss;rhodiola; eli lilly weight loss drug tirzepatide
Vacation rental	-25.8%	2.6%	topics: Rent;Vacation queries: ferienwohnung;vacation rentals; ocean city maryland vacation rentals; amelia island vacation rentals;cabin in the woods
Sports betting	3.3%	2.4%	topics: Sports;Wild card queries: betting; tcu georgia betting line;ohio sports betting promos; airplane betting game
Job	2.0%	2.2%	topics: Indeed;Recruitment queries: jobs
Baby transport	-5.5%	2.1%	topics: Stroller;Self-driving car;Kingdom Strollers; Bentley queries: stroller;best strollers 2023;blahoo stroller; self driving stroller
Shopping	-11.1%	2.0%	topics: Online shopping;Shopping mall queries: shopping; tokyo shopping district;posh shopping district of tokyo; radiohead albums
Physical fitness	-5.9%	2.0%	topics: Gym;Exercise;Health club queries: fitness; 28 day fitness challenge;time magazine physical fitness; play it again sports
Footwear	8.3%	1.7%	topics: Shoes;FOOTGEAR;Vans;Men's Boot queries: footwear; new balance;footgear

3. Google Trends Industries World - 2W Delta (2023-01-16, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Health Insurance	-0.4%	1.6%	topics: topics: Health;Insurancequeries: insurance; health insurance;longevity health plan;gold kidney health plan; black eyed peas health benefits queries: queries: insurance; black eyed peas health benefits
Flooring	-21.2%	1.5%	topics: Polyvinyl chloride;Sheet vinyl flooring; Wood flooring queries: flooring;cheapest flooring options
Insurance	0.4%	1.5%	topics: Auto insurance;Health; Health insurance queries: insurance

4. Google Trends Industries USA - 2W Delta (2023-01-16, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Business	-23.3%	9.0%	topics: Business;Software;Enterprise software;Business card; Subsidy;Enterprise asset management queries: empresa;empresas; bancolombia empresas
Vacation	-24.5%	5.5%	topics: Rent;Vacation property rentals queries: vacation; fly and swap;booksi vacations;seaside vacation tarkov
Vehicle Insurance	-3.3%	5.4%	topics: cheap;Sales quote;GEICO queries: insurance; insurance car
Social media	15.3%	4.4%	topics: Media queries: social;social media; bryan kohberger social media;damar hamlin social media; bryan christopher kohberger social media
Lipstick	-41.2%	4.2%	topics: Estée Lauder;Color;Lana Del Rey; Revlon Super Lustrous queries: estee lauder lipstick; matte lipstick;heather lindsey lipstick alley; little smoke lipstick;color the world lipstick reviews
Amusement park	6.2%	4.2%	topics: Park;Frisco;Dude Perfect queries: theme park; amusement park;frisco theme park;frisco universal theme park; frisco universal studios theme park
Weight loss	8.7%	4.0%	topics: Semaglutide;Diet;Calorie;60 Minutes; Alpine Ice Sports Centre queries: weight loss; 60 minutes weight loss;rhodiola; eli lilly weight loss drug tirzepatide
Hotel	-27.7%	3.9%	topics: Resort;Room;Hilton queries: hotel;hotels;hotels near me
Car Rental	-28.6%	3.5%	topics: Car;Rent queries: rental;rental car
Sports betting	-9.0%	3.5%	topics: Sports;Wild card queries: betting; tcu georgia betting line;ohio sports betting promos; airplane betting game
Suitcase	11.2%	3.2%	topics: Baggage;Travel;Hand luggage;Melanie McGuire; Custom queries: suitcase;melanie mcguire; suitcase killer melanie mcguire;suitcase killer movie

4. Google Trends Industries USA - 2W Delta (2023-01-16, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Ferry	3.8%	2.8%	topics: topics: Island;Seattle;Alaska Marine Highway;Bridgeport; San Juanqueries: ferry;prudence island ferry;put in bay ferry; black ball ferry schedule queries: queries: ferry; black ball ferry schedule
Cruise	26.4%	2.5%	topics: Ship;Kart racing;Swimming pool; Carnival Legend queries: cruise;cruise ship; cruise ship pool overflows;cruise ship waterfall; san diego cruise ship schedule
Board game	10.5%	2.4%	topics: Game queries: board game;board;monopoly board image; backgammon board setup;how to play sequence board game
Resort	-16.5%	2.3%	topics: Ski resort;Skiing;All-inclusive resort queries: resort; san pierre resort;breckenridge ski resort chair lift; utah ski resort accident
Marketing	12.4%	2.3%	topics: Digital marketing;Job;Digital media queries: marketing; damar hamlin marketing rep;ghost commerce;■■ ■■ storyone
Camping	-12.8%	2.3%	topics: Campsite queries: camping; fairfax county summer camps 2023;suttle lake camping; small campers with bathrooms
Airline ticket	-4.8%	2.2%	topics: Ticket;Airplane queries: tickets;uçak bileti; plane tickets;■■ ■■■■■;best flight booking site; plane tickets to dominican republic
Hand luggage	27.4%	2.1%	topics: Baggage;Size;Bag queries: carry on;luggage;carry on size
Sandal	-16.2%	2.1%	topics: Woman;Shoes queries: sandals;sandals website down
Sports	-1.5%	2.1%	topics: Sports;Sports betting;Bar queries: sports; iowa sports reporter weather;sports reporter doing weather; sports story review
Gym	11.3%	2.0%	topics: Pokémon;Health club queries: gym; gyms open on christmas day;gym gainz shop;tarkov gym

4. Google Trends Industries USA - 2W Delta (2023-01-16, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Electronics	-12.2%	2.0%	topics: topics: Cigarette;Recycling; Good manufacturing practice; Initial public offeringqueries: electronic; elin electronics ipo gmp; electronic parts supplier queries: queries: electronic; electronic parts supplier
Electronics	-12.2%	2.0%	topics: Cigarette;Recycling;Good manufacturing practice; Initial public offering queries: electronic; elin electronics ipo gmp;electronic parts supplier
Tracksuit	-18.0%	1.9%	topics: Suit;Man;Nike;Moncler queries: tracksuit;nike; vintage nike tracksuit;spider jogging suit;carsicko tracksuit

6. Wikipedia - 2W Delta (2023-01-16, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
381	Seven & i Holdings Co Ltd		2641	13.7%	22.7%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	4848	69.6%	19.8%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	8578	64.3%	16.6%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Park	7350	4.7%	10.0%
947	LVMH	en.wikipedia.org/wiki/LVMH	28670	16.2%	7.0%
196	Oriental Land Co Ltd		3516	39.2%	6.7%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Ubisoft	41440	-1.3%	6.5%
432	American Airlines Group Inc	en.wikipedia.org/wiki/American_Airlines	4202	13.9%	6.4%
380	Tesco PLC	en.wikipedia.org/wiki/Tesco_Clubcard	3178	-2.1%	5.4%
692	Wells Fargo & Co	en.wikipedia.org/wiki/Wells_Fargo	4051	10.2%	5.0%

7. Wikipedia Pages- 2W Delta (2023-01-16, 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	64690	132,205%	11,196%
		en.wikipedia.org/wiki/Vivienne_Westwood	32509	785%	144%
		en.wikipedia.org/wiki/WWE	189929	38%	29%
		en.wikipedia.org/wiki/Gloria_Vanderbilt	27979	-1%	24%
381	Seven & i Holdings Co Ltd	en.wikipedia.org/wiki/7-Eleven	16328	5%	24%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	39337	90%	23%
		en.wikipedia.org/wiki/Big_Mac_Index	15984	230%	21%
		en.wikipedia.org/wiki/Kingdom_Hearts	14768	-21%	21%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	46857	68%	17%
433	Southwest Airlines Co	en.wikipedia.org/wiki/Southwest_Airlines	20754	52%	15%
		en.wikipedia.org/wiki/Michelin_Guide	25748	1%	15%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	10881	8%	15%
		en.wikipedia.org/wiki/Flipkart	72394	25%	13%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	69806	63%	13%
		en.wikipedia.org/wiki/YG_Entertainment	15859	-12%	13%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	41936	18%	12%
		en.wikipedia.org/wiki/Erin_Brockovich	33068	13%	12%
132	Hasbro Inc	en.wikipedia.org/wiki/Hasbro	26982	21%	12%
		en.wikipedia.org/wiki/Hybe_Corporation	16499	0%	11%
		en.wikipedia.org/wiki/Salesforce	18602	10%	11%
		en.wikipedia.org/wiki/Dior	25232	36%	10%
692	Wells Fargo & Co	en.wikipedia.org/wiki/Wells_Fargo	20764	18%	10%
		en.wikipedia.org/wiki/Indeed	25193	25%	10%
1069	BAE Systems PLC	en.wikipedia.org/wiki/BAE_Systems	13979	34%	8%
503	Konami Holdings Corp	en.wikipedia.org/wiki/Metal_Gear	16013	19%	8%
		en.wikipedia.org/wiki/Pok%C3%A9mon	38198	40%	7%
		en.wikipedia.org/wiki/Disneyland	19184	5%	7%
		en.wikipedia.org/wiki/Chick-fil-A	15718	23%	7%
		en.wikipedia.org/wiki/Erin_Brockovich_(film)	17766	6%	6%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	27088	29%	6%
		en.wikipedia.org/wiki/Subway_(restaurant)	18888	5%	5%
458	Volkswagen AG	en.wikipedia.org/wiki/Bugatti	15619	3%	5%

7. Wikipedia Pages- 2W Delta (2023-01-16, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
312	easyJet plc	en.wikipedia.org/wiki/EasyJet	11068	64%	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 (2023-01-14, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
238	Starbucks Corp	Starbucks	69	9.5%	14.0%
120	General Motors Co	myChevrolet	252	19.3%	9.8%
1214	Next PLC	Copper - Kids & Teen Banking	291	12.5%	9.5%
551	Walt Disney Co	Disney+; My Disney Experience; Disneyland®	210	4.9%	4.0%
25	Avis Budget Group Inc	Avis - Car Rental	259	7.0%	3.4%
652	Synchrony Financial	CareCredit Mobile	287	3.4%	2.4%
434	Carmax Inc	CarMax: Used Cars for Sale	264	15.4%	1.6%
110	Ford Motor Co	FordPass™	237	22.3%	1.5%

10. AppStore Publishers USA - 2W Delta (2023-01-14, 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	19	23.8%	26.3%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Amazon Alexa	16	3.3%	6.0%
	T-Mobile		89	29.1%	2.0%

11. Online Retail Amazon - 2W Delta (2023-01-02, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
503	Konami Holdings Corp	323	135.8%	26.1%
179	Capri Holdings Limited	779	-18.1%	7.7%
427	Lenovo Group Ltd	1155	-17.2%	7.3%
39	Breville Group Ltd	1533	44.1%	7.2%
66	Tapestry Inc	477	25.2%	6.5%
947	LVMH	385	18.1%	6.5%
16	Amazon.com Inc	37776	67.4%	5.9%
958	Funko Inc	570	-36.9%	5.6%
20	Apple Inc	661	19.1%	5.4%
189	Nike Inc	2058	39.5%	5.2%
442	Shimano Inc	652	-10.9%	4.1%
526	General Mills Inc	719	-43.4%	4.0%
391	Electronic Arts Inc	5537	-3.0%	3.7%
225	Samsonite International SA	1165	1.5%	3.4%

12. Online Retail Walmart - 2W Delta (2023-01-09, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	4731	953.7%	500.4%
71	Crocs Inc	1053	290.0%	121.7%
268	Under Armour Inc	1419	233.9%	75.7%
441	Bandai Namco Holdings Inc	186	106.7%	48.2%
6	Guess? Inc	142	26.8%	38.1%
457	Goodyear Tire & Rubber Co	4069	404.2%	25.9%
240	Steven Madden Ltd	391	7.4%	25.7%
290	Wolverine World Wide Inc	267	9.4%	23.6%
45	Burberry Group PLC	423	103.4%	21.3%
202	Oxford Industries Inc	641	99.1%	18.5%
365	LG Electronics Inc	1483	49.8%	14.6%
417	Unilever PLC	118	-16.3%	13.8%
416	Beiersdorf AG	525	4.6%	13.7%
203	Pandora A/S	164	-49.1%	11.8%
2	Mattel Inc	7199	13.0%	11.1%
538	Fujifilm Holdings Corp	761	1.2%	6.4%
264	Techtronic Industries Co Ltd	1123	38.8%	6.0%

13. Online Retail Bestbuy - 2W Delta (2023-01-09, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
179	Capri Holdings Limited	351	466.1%	91.9%
365	LG Electronics Inc	9226	4.5%	17.1%
957	Capcom	210	-11.4%	15.5%
903	Seagate Technology PLC	3622	19.6%	13.1%
537	Acer Inc	748	59.1%	13.1%
475	Sharp Corp	783	-31.3%	12.4%
426	Seiko Epson Corp	2345	3.8%	11.1%
541	HP Inc	3771	-4.9%	7.4%
906	Western Digital Corp	4914	-28.2%	7.3%
424	Samsung Electronics Co Ltd	24444	2.7%	6.7%
122	GoPro Inc	731	51.0%	5.2%
502	Ubisoft Entertainment SA	1373	7.4%	4.8%
106	Fitbit Inc	853	-12.2%	4.7%
540	Logitech International SA	5720	21.6%	4.1%
505	Activision Blizzard Inc	366	-35.4%	3.1%

14. Job Listings - 2W Delta (2023-01-16, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
183	Monro Inc	1380	100.0%	126%
149	Intuit Inc	5572	58.0%	105%
692	Wells Fargo & Co	6449	51.2%	99%
138	Hibbett Sports Inc	3148	71.1%	76%
1176	TechnipFMC PLC	447	100.0%	74%
642	NextEra Energy Inc	923	42.5%	68%
1046	Innogy SE	542	100.0%	53%
878	FMC Technologies	448	100.0%	52%
417	Unilever PLC	1315	53.3%	43%
518	Chocoladefabriken Lindt & Spru	349	29.7%	41%
41	Brookdale Senior Living Inc	2689	-31.9%	41%
971	Linde PLC	834	64.0%	36%
59	Cedar Fair LP	282	100.0%	35%
224	Sally Beauty Holdings Inc	5617	43.4%	35%
211	Polaris Industries Inc	337	62.8%	32%
1128	HeidelbergCement AG	219	-3.2%	32%
1184	Santander Bank Polska SA	1158	39.3%	32%
1186	Centrica PLC	137	-25.7%	32%
1381	Travis Perkins PLC	136	-14.7%	32%
1457	Altran Technologies SA	1404	-35.1%	31%
1081	Essity AB (publ)	496	82.4%	30%
1380	Trelleborg AB	220	15.0%	28%
663	Kimberly-Clark Corp	665	2.2%	27%
1055	E.ON SE	683	94.4%	27%
1108	Knorr Bremse AG	585	48.7%	27%
665	Kohls Corp	1359	-18.8%	27%
718	Ametek Inc	445	-10.0%	27%
331	United Parcel Service Inc	2915	-22.0%	25%
175	McDonald's Corp	54919	-19.4%	24%
760	Flowserve Corp	927	-3.3%	24%

15. Employee Company Ratings - 2W Delta (2023-01-16, 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
904	WestRock Co	2418	11.3%		10.5%	0.0%	Rating
1161	MTU Aero Engines AG	267	-1.0%	5.8%	-1.7%	0.0%	Outlook
587	Hess Corp	1176	0.7%	5.8%	1.8%	0.0%	Outlook