

# **ASTUTEX TRENDSPOTTING**

**December 19, 2022**

## !!! 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
accessiBe	Company	6020.0	4562.9	topics: Regulatory compliance;high; Web accessibility; Warranty queries: ada compliance accessi; accessibility checker accessibe; ada compliance checker accessibe; buffstream
OpenAI	Artificial intelligence company	1984.6	1376.9	topics: Online chat;Chatbot; GUID Partition Table queries: ai chat; openai chat;open chat ai;chat ai openai
GPT Group	Real estate investment trust company	1427.3	1327.3	topics: Symbol;Share price; Artificial intelligence
Nextbridge (Pvt.) Ltd.	Software company in Lahore, Pakistan	646.7	472.6	topics: Price;Stock queries: next bridge; next bridge hydrocarbons stock; nextbridge hydrocarbons stock
monday.com	Project management software company	344.9	144.9	topics: Product Management;Product;eToro; Floral design queries: product managemen; monday.com login; project management software monday; youtube to mp3
eToro	Financial services company	138.9	85.1	topics: Tesla; Customer relationship management;Flower; Accessibility queries: buy dogecoin on e; how to buy bitcoin on etoro; buy tesla stock on etoro;gogoanime
LVMH	Luxury goods company	50.5	35.1	topics: Bernard Arnault; Chief Executive Officer;Elon Musk; Hennessy queries: lvmh arnault;lvmh stock; bernard arnault;bernard arnault wife
Appelson LLC	Company	32.1	30.7	topics: Hair dryer;Dyson; Dyson Airwrap Complete queries: foxy bae; foxybae curling wand; foxybae curling dryer
Shotkam, LLC	Company	52.2	20.7	topics: Hunting; Video queries: shotkam gen 4;shotcam
Cell Signaling Technology	Manufacturing company	35.8	18.0	topics: Cell signaling;Western blot; R & D Systems queries: cell signaling te

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

Company Name	Type	Pop. growth	Growth change	Related topics
Village Practice Management Company, LLC	Company	125.9	13.1	topics: topics: Walgreens Pharmacy; Walgreens; Walgreens Photoqueries: village medical; village medical; village medical at walgreens queries: qu; village medical at walgreens
Theraflu	Drug brand	86.2	13.0	topics: Pregnancy;Influenza;Oseltamivir; Mucus queries: therafly nighttime; therafly tea;tamiflu;dayquil ingredients
Robitussin	Drug brand	68.5	9.1	topics: Cough;Chris Brown;Hypertension; Zinc queries: robitussin cough medicine; robitussin cough syrup;robitussin cough; delysm vs robitussin
Sixt rent a car	Car rental company	-5.2	8.8	topics: Review;Car;Expedia; Vienna queries: sixt car rental; car rental;budget car rental;hotwire
Shutterfly	Company	36.1	7.1	topics: Christmas card; Discounts and allowances; Internet coupon queries: promo codes shu; shutterfly codes;free shutterfly shipping; cvs christmas cards
Flair Airlines	Airline	175.5	6.3	topics: Tucson; Los Angeles International Airport; Edmonton;Orlando queries: flair airlines; flair airlines tucson;flights
Snapfish	Printing company	31.3	6.0	topics: Christmas card;Shutterfly; Code queries: snapfish christmas cards; christmas cards;snapfish codes; shutterfly free shipping
Groove Life Corp	Company	91.9	5.8	topics: Wallet;Belt; Groove Life Belt Men's queries: groove l; groove wallet;groove life
Mucinex	Drug brand	42.0	5.6	topics: Influenza;Sore throat; Decongestant queries: mucinex kids; mucinex for cough;mucinex and tylenol; cepacol
Van Cleef & Arpels	Jewelry company	53.7	5.5	topics: Bracelet;Gucci;Four-leaf clover; Replica queries: van cleef arpels; van cleef bracelet;van cleef; vancleef and arpels

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics
Tubi	Media company	49.8	5.4	topics: Live television;Peacock; FOX SPORTS Australia Pty Limited queries; free tubi movies;fox;peacock world cup
Algonquin Power & Utilities Corp.	Utilities company	23.2	4.8	topics: Power outage;Payment; Electronic bill payment queries: liberty; liberty utilities login; liberty utilities outage
Estes Express Lines	Freight transport company	-3.9	4.4	topics: Dispatcher;Bill of lading; Cargo queries: estes dispatch; estes central dispatch;estes linehaul; pitt ohio tracking
United Concordia	Insurance company	17.0	3.4	topics: United Concordia Companies, Inc.; Telephone;Telephone number; BlueCross BlueShield of South Carolina q; united concordia dental; united concordia provider login
TeePublic	Company	14.5	2.8	topics: Hoodie;Review; Merchandising queries: public tee; teepublic reviews;teepublic shipping
Mixbook	Company	48.4	2.7	topics: Christmas card;personal; Freight transport queries: mixbook calen; mpix
Centene Corporation	Managed care company	5.6	2.7	topics: Dentistry;Plan; Health insurance marketplace queries: am; ambetter insurance;ambetter sunshine; ambetter member services
Cigna	Insurance company	12.0	2.6	topics: Medicare;Plan; Medical prescription queries: cigna prov; cigna plans;cigna medicare; cigna healthy today.com
Mediterranean Shipping Company	Shipping company	4.9	2.1	topics: Cape Canaveral;Port Canaveral; Miami;Air cargo queries: msc cruise; msc cruises;msc login
GitHub	IT service management company	84.2	2.1	topics: GitHub Actions;GitHub Copilot; Docker queries: github download; github action;github blocket; advent of code

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 4)

Company Name	Type	Pop. growth	Growth change	Related topics
Penn Medicine	Healthcare company	1.3	1.8	topics: topics: Medicine; Otorhinolaryngology; Lancaster General Hospital; Chester County Hospital; queries: penn me; penn medicine; my penn medicine; queries: queries: penn ; my penn medicine
CareSource	Health care company	-1.0	0.7	topics: Telephone; Urgent care center; Optometrist; Contact lens; queries: caresource login; caresource marketplace; caresource provider login
QuillBot, Inc.	Software company	246.3	0.6	topics: Google Docs; Artificial intelligence; Plagiarism; queries: paraphrase quillbot; quillbot grammar; chatgpt; copyai
Seiko	Electronic company	24.6	0.2	topics: Brand; Greenwich Mean Time Zone; Seiko 5; Mechanical watch; queries: seiko gmt; tissot; seiko watches for men; seiko black friday
Marc Jacobs	Fashion company	39.8	-1.1	topics: Tote bag; Handbag; Bag; queries: marc jacobs tote; marc jacobs bag; tote bag; tory burch outlet

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1179	Novozymes A/S	2022-12-19	67%	79%
445	Royal Mail PLC	2022-12-19	31%	16%
52	Canada Goose Holdings Inc	2022-12-19	-18%	13%
997	Electricite de France SA	2022-12-19	32%	8%
944	Shutterfly Inc	2022-12-19	33%	8%
1149	Epiroc AB	2022-12-19	10%	6%
1216	Mapfre SA	2022-12-19	7%	4%
1131	EDP Energias de Portugal SA	2022-12-19	10%	4%
288	Wix.Com Ltd	2022-12-19	29%	3%
1008	Schneider Electric SE	2022-12-19	3%	2%
1345	Hera SpA	2022-12-19	74%	2%
984	Enel SpA	2022-12-19	19%	1%

### 3. Google Trends Industries World - 2W Delta (2022-12-19, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-6.7%	4.5%	topics: Boot;Snow queries: boots;snow boots; nike path winter boots
hiking apparel	-18.6%	3.3%	topics: Hiking;Clothing;Camping;Recreational Equipment, Inc.; Backpack queries: hiking clothes;hiking gear; hiking gear for women;hiking gear for men
Vacation	0.7%	2.8%	topics: Rent; Vacation property rentals queries: beach vacation;florida; hotels
Air Conditioner	7.2%	2.4%	topics: Air conditioning;Technician; Window sill queries: air conditioner; smallest 10,000 btu air conditioner;tosot air conditioner; lg air conditioner 12,000 btu home depot
Lipstick	-29.2%	2.4%	topics: Estée Lauder;Color;Kathy Hilton queries: lipstick; kathy hilton lipstick; revlon super lustrous glass shine lipstick;mac nightmoth
Down jacket	-5.1%	2.0%	topics: Jacket queries: puffer;puffer jacket
Sports betting	-2.2%	1.8%	topics: Sports queries: betting;usa vs iran betting odds; soccer spread betting;best world cup bets today
Cruise	40.7%	1.7%	topics: Cruise ship;Ship;Polaris;Rogue wave;Wave queries: cruise; cruise ship;rogue wave;man falls off cruise ship; wave hits cruise ship
Digital camera	3.3%	1.6%	topics: Camera;Minolta;GoPro;Full-frame DSLR queries: digital; camera;camera digital;polaroid is048;2000s digital camera; nbd digital camera
Toddler	-4.0%	1.5%	topics: Boy;Infant;Toy;Coyote queries: toddler; coyote attacks toddler;coyote grabs toddler
Garden	-6.9%	1.4%	topics: Botanical garden;Botany queries: garden; oregon garden lights;osrs garden of death; christmas events near me



### 3. Google Trends Industries World - 2W Delta (2022-12-19, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Leggins	-4.4%	1.3%	topics: topics: Woman;Tights;Bell-bottomsqueries: leggings; dior lip oil;candy cane leggings; lululemon black friday queries: queries: leggings; lululemon black friday
Video games	5.6%	1.2%	topics: Game;Award;The Game Awards queries: games; steam game awards;download game sigma
Video game	5.6%	1.2%	topics: Game;Award;The Game Awards queries: games; steam game awards;download game sigma
Mutual fund	-13.2%	1.2%	topics: Investment fund queries: funds; why does dave recommend that you invest in mutual funds for ; what is a certificate of deposit;royce funds
PC	4.8%	1.1%	topics: Computer;Video game;The Callisto Protocol queries: pc; jio cinema for pc;overfrere fra pc til pc
Undergarment	-3.9%	1.0%	topics: Man queries: underwear;slimory underwear;odd underwear; slimory underwear reviews
Camping	-6.5%	1.0%	topics: Campsite queries: camping;best gifts for campers; camping stocking stuffers;camp in nyc
sweater	-3.4%	1.0%	topics: Sweater queries: hoodie
Hoodie	-3.4%	1.0%	topics: Sweater queries: hoodie
Unmanned aerial vehicle	25.2%	1.0%	topics: DJI;Camera;Engels;Tupolev Tu-141 queries: drone; drone drone;pro flying spinner mini drone; blackbird 4k drone reviews
Health Insurance	-1.1%	0.9%	topics: Health;Insurance;Blue Shield of California;Tricare; Domestic partnership queries: insurance;health insurance; cereal that has amazing health benefits; valuable violin crossword clue

### 3. Google Trends Industries World - 2W Delta (2022-12-19, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Personal care	7.0%	0.9%	topics: topics: Bag;Toiletry bag;Lululemon Athletica;Carhartt; Mark and Grahamqueries: toiletry;toiletry bag; mens travel bag toiletries;leather toiletry bag for men; coach outlet queries: queries: toiletry;coach outlet
Video card	5.1%	0.8%	topics: Personal computer;Nvidia;Video game; IdeaPad queries: graphics card;7900 xtx; cyber monday graphics card deals;amd rx 7900 xtx
Marketing	6.2%	0.7%	topics: Digital marketing; Business queries: business marketing;jobs;social marketing; digital marketing funnel

#### 4. Google Trends Industries USA - 2W Delta (2022-12-19, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Digital camera	4.6%	4.5%	topics: Camera;Minolta;GoPro;Full-frame DSLR queries: digital; camera;camera digital;polaroid is048;2000s digital camera; nbd digital camera
Business	-38.7%	3.9%	topics: Business;Software;Enterprise software;Graphic charter; Computer security;Charter queries: empresa;empresas; empresa mas grande del mundo;la empresa mas grande del mundo; cual es la empresa mas grande del mundo
Jewelry design	-15.2%	3.4%	topics: Jewellery;Design;Earring;Software; Bead queries: jewellery;jewelry designers;jewelry design; baum schmücken;weihnachtsbaum schmücken 2022; oxidised jewellery design
Video camera	-9.3%	3.4%	topics: Camera;Video;Redmond;Bellevue;Lynnwood queries: camera; camera video;video camera bird feeder;tahoe traffic cameras; sanaa lathan movie about a camcorder
3D Printing	23.0%	2.5%	topics: Three-dimensional space;Printing;Printer queries: 3d; 3d printed gifts;orion 3d printer;3d printer cyber monday
Health Insurance	-5.2%	2.5%	topics: Health;Insurance;Blue Shield of California;Tricare; Domestic partnership queries: insurance;health insurance; cereal that has amazing health benefits; valuable violin crossword clue
Musical Instrument	17.8%	2.2%	topics: Music;used;String instrument queries: instrument; instruments;music;guitar;percussion
Sports betting	-15.9%	2.2%	topics: Sports queries: betting;usa vs iran betting odds; soccer spread betting;best world cup bets today
Lipstick	-47.9%	2.1%	topics: Estée Lauder;Color;Kathy Hilton queries: lipstick; kathy hilton lipstick; revlon super lustrous glass shine lipstick;mac nightmoth
Accounting	2.7%	2.0%	topics: Accountant;Account;Business queries: accounting; alabama state board of public accountancy; arkansas state board of public accountancy;■■■■ ■■■■■■■■■■
Tax	1.5%	1.9%	topics: Property;Property tax;Income queries: tax; pet tax credit;trump tax fraud

#### 4. Google Trends Industries USA - 2W Delta (2022-12-19, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Application programming interface	47.5%	1.8%	topics: topics: Representational state transfer;Python; Dataqueries: api;chatgpt api;chat gpt api; api shift select aspius queries: queries: api; api shift select aspius
Down jacket	21.4%	1.8%	topics: Jacket queries: puffer;puffer jacket
Non-alcoholic drink	27.5%	1.7%	topics: Drink;Beer;Germans;Irish cream; Baileys Irish Cream queries: non alcoholic;curious elixirs; best non alcoholic gin;holiday punch non alcoholic
Payroll	6.3%	1.7%	topics: Tax;Payroll tax;New York Mets queries: payroll; mets payroll 2023;sf giants payroll;freshbooks
Cosmetics	-9.4%	1.6%	topics: Foundation;MAC Cosmetics;Bag queries: makeup; radiant cosmetics nail growth oil;keke palmer no makeup; cold girl makeup
Coffeemaker	-0.4%	1.5%	topics: Coffee queries: coffee;coffee maker; coffee maker cyber monday;bedbathandbeyond; braun multiserve coffee maker
Pharmaceutical drug	14.1%	1.5%	topics: Medicine;Drug queries: medication; blood pressure medicine;medicine for flu;tylenol
Weight loss	5.4%	1.5%	topics: Semaglutide;Diet;Fasting queries: weight loss; simple ice method;jenna ortega weight loss; kirstie alley weight loss commercial
Health care	1.2%	1.3%	topics: United States Department of Veterans Affairs; US Veterans Affairs Department;Consultant queries: medical; what is healthcare;healthcare it;health care jobs
Lingerie	-18.9%	1.3%	topics: Undergarment;Brand;Victoria's Secret queries: lingerie; elf lingerie;free people;mens lingere
Amusement park	-1.4%	1.3%	topics: Park;Sky Zone;Aokijima;Nagano; Consumer complaint queries: theme park;amusement park; ■■ ■ ■ ■ ■;■■ ■ ■ ■ ■ ■ ■ ■ ■;messi theme park

#### 4. Google Trends Industries USA - 2W Delta (2022-12-19, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Diet	-0.8%	1.2%	topics: topics: Ketogenic diet;Eating; Mediterranean dietqueries: diet;duckweed; green mediterranean diet plan; duckweed green shake queries: queries: diet; duckweed green shake
Vehicle Insurance	-11.0%	1.2%	topics: Insurance;Driving under the influence; Amica Mutual Insurance; Nationwide Building Society queries: insurance;car insurance
Self storage	-18.4%	1.2%	topics: Self;Auction;Recreational vehicle queries: storage; storage near;storage for sale;uhaul storage

## 6. Wikipedia - 2W Delta (2022-12-19, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2989	5.9%	13.6%
947	LVMH	en.wikipedia.org/wiki/LVMH	23721	4.6%	12.4%
149	Intuit Inc	en.wikipedia.org/wiki/Intuit_Dome	3119	4.4%	11.3%
196	Oriental Land Co Ltd		3350	30.6%	7.7%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	41627	3.6%	6.7%
313	Cathay Pacific Airways Ltd	en.wikipedia.org/wiki/Cathay_Pacific	2469	26.3%	6.3%
556	General Electric Co	en.wikipedia.org/wiki/General_Electric	9078	8.2%	5.9%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Jeonbuk_Hyundai_Motors	3818	4.7%	5.6%
545	Boeing Co	en.wikipedia.org/wiki/Boeing_Commercial_Airplanes	8182	13.3%	5.5%
414	Mondelez International Inc	en.wikipedia.org/wiki/Mondelez_International	4189	1.1%	5.4%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	7851	50.9%	5.3%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_Motor_Company	17807	4.6%	5.3%
644	General Dynamics Corp	en.wikipedia.org/wiki/General_Dynamics	4360	5.7%	5.2%

## 7. Wikipedia Pages- 2W Delta (2022-12-19, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Leonard_v._Pepsico%2C_Inc.	55461	5,909%	1,078%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	48611	334%	55%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	36320	47%	48%
		en.wikipedia.org/wiki/Chippendales	59897	176%	47%
		en.wikipedia.org/wiki/FromSoftware	49619	28%	45%
		en.wikipedia.org/wiki/Hello_Kitty	19577	82%	40%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	22152	-35%	36%
947	LVMH	en.wikipedia.org/wiki/LVMH	201092	45%	35%
		en.wikipedia.org/wiki/Germanwings_Flight_9525	25210	42%	32%
		en.wikipedia.org/wiki/Blackwater_(company)	14970	40%	25%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	31767	46%	21%
391	Electronic Arts Inc	en.wikipedia.org/wiki/FIFA_(video_game_series)	14722	28%	18%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	19459	19%	14%
691	Northrop Grumman Corp	en.wikipedia.org/wiki/Northrop_Grumman	12129	60%	14%
408	Nissin Foods Holdings Co Ltd	ja.wikipedia.org/wiki/M-1%E3%82%B0%E3%83%A9%E3%83%B3%E3%83%97%E3%83%AA	56068	1%	11%
143	Hugo Boss AG	en.wikipedia.org/wiki/Hugo_Boss	15151	44%	9%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	31257	35%	8%
458	Volkswagen AG	en.wikipedia.org/wiki/Volkswagen	21852	20%	7%
556	General Electric Co	en.wikipedia.org/wiki/Thomas_Edison	54797	11%	7%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Need_for_Speed	26637	41%	7%
		en.wikipedia.org/wiki/TSMC	15757	3%	6%
		en.wikipedia.org/wiki/Erin_Brockovich	17714	4%	6%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	31585	40%	6%
132	Hasbro Inc	en.wikipedia.org/wiki/Hasbro	14973	9%	6%
		en.wikipedia.org/wiki/Dior	26975	23%	6%
162	Kroger Co	en.wikipedia.org/wiki/Kroger	10149	57%	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 (2022-12-17, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
479	Western Union Co	Western Union Send Money Now	250	3.4%	4.5%
478	American Express Co	Amex	244	3.8%	4.3%
781	U.S. Bancorp	U.S. Bank Mobile Banking	266	1.1%	3.7%
507	InterContinental Hotels Group PLC	IHG Hotels & Rewards	248	7.5%	3.5%
55	Carnival Corp	Carnival HUB	232	12.3%	2.8%
1417	Signify NV	Philips Hue	279	21.4%	1.0%

10. AppStore Publishers USA - 2W Delta (2022-12-17, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Chime Financial, Inc.		168	1.1%	12.6%
	FOX Sports Interactive		55	16.1%	8.7%
	Bath & Body Works Brand Management, Inc.	My Bath & Body Works	29	107.8%	8.5%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	24	5.6%	8.0%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	30	18.5%	7.6%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	103	30.0%	7.4%
	Dunkin' Donuts		101	28.4%	4.7%
	Affirm, Inc.	Affirm: Buy now, pay over time	105	16.6%	4.0%
	GrubHub.com		171	-1.8%	3.5%
	EVOLLY.APP		111	22.7%	3.2%
	TextNow, Inc.		139	-18.0%	2.9%
	Domino's Pizza LLC		110	4.8%	2.9%
175	McDonald's Corp	McDonald's	14	21.9%	2.8%
20	Apple Inc		122	0.0%	2.7%
945	Shopify Inc	Shop: All your favorite brands	37	7.3%	2.4%
	Duolingo	Duolingo - Language Lessons	85	25.4%	2.3%
	ADP, Inc		161	-1.9%	1.9%
	Musi Inc.		160	-23.5%	1.6%

#### 11. Online Retail Amazon - 2W Delta (2022-12-19, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	638	13.7%	16.3%
947	LVMH	384	11.6%	15.9%
476	Nikon Corp	719	2.9%	12.4%
39	Breville Group Ltd	1466	36.9%	8.7%
189	Nike Inc	1919	34.3%	7.3%
16	Amazon.com Inc	36682	61.5%	6.7%
427	Lenovo Group Ltd	1051	-24.5%	6.5%
111	Fossil Group Inc	1170	-8.5%	6.4%
442	Shimano Inc	606	-15.0%	6.2%
179	Capri Holdings Limited	676	-25.8%	6.1%
903	Seagate Technology PLC	641	-15.2%	4.5%
152	iRobot Corp	1236	-12.3%	3.3%
71	Crocs Inc	6935	12.2%	3.3%
2	Mattel Inc	6718	7.6%	3.2%

## 12. Online Retail Walmart - 2W Delta (2022-12-12, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
457	Goodyear Tire & Rubber Co	2951	325.8%	151.7%
233	Skechers USA Inc	3926	272.5%	106.2%
212	Prada SpA	453	348.5%	78.7%
143	Hugo Boss AG	210	69.4%	73.6%
71	Crocs Inc	516	49.6%	69.1%
26	Avon Products Inc	243	113.2%	67.5%
184	Movado Group Inc	171	-14.5%	30.3%
390	Nintendo Co Ltd	884	-1.1%	26.7%
518	Chocoladefabriken Lindt & Spru	233	15.3%	24.4%
250	Tempur Sealy International Inc	325	85.7%	20.0%
66	Tapestry Inc	812	-43.6%	15.9%
391	Electronic Arts Inc	981	-22.0%	13.8%
538	Fujifilm Holdings Corp	657	-13.9%	13.1%
45	Burberry Group PLC	399	42.5%	12.4%
600	Berkshire Hathaway Inc	1508	-16.0%	11.3%
441	Bandai Namco Holdings Inc	174	-49.1%	11.0%
502	Ubisoft Entertainment SA	543	-33.9%	10.8%
958	Funko Inc	360	22.4%	10.8%
365	LG Electronics Inc	1255	15.7%	10.3%
567	Procter & Gamble Co	1552	26.1%	9.5%
531	L'Oreal SA	470	30.6%	9.4%
426	Seiko Epson Corp	1061	0.6%	7.1%
536	Monster Beverage Corp	314	29.2%	6.7%
14	Adidas AG	2549	47.9%	6.1%
959	Turtle Beach	1071	59.6%	5.7%

### 13. Online Retail Bestbuy - 2W Delta (2022-12-19, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
16	Amazon.com Inc	2697	36.8%	15.0%
365	LG Electronics Inc	7203	-21.8%	14.0%
903	Seagate Technology PLC	3076	2.5%	11.2%
537	Acer Inc	670	36.2%	11.1%
122	GoPro Inc	671	41.9%	10.1%
538	Fujifilm Holdings Corp	970	25.0%	9.0%
79	De Longhi SpA	3159	-12.1%	8.6%
955	Take Two Interactive	2757	46.1%	7.4%
424	Samsung Electronics Co Ltd	21686	-8.9%	7.3%
475	Sharp Corp	620	-43.9%	7.2%
477	Panasonic Corp	3527	11.3%	7.1%
106	Fitbit Inc	863	-18.9%	6.9%
540	Logitech International SA	5426	16.9%	6.2%
264	Techtronic Industries Co Ltd	181	-38.2%	5.2%
906	Western Digital Corp	4639	-38.0%	5.2%
426	Seiko Epson Corp	1964	-12.2%	4.9%
391	Electronic Arts Inc	5283	-11.3%	3.3%
152	iRobot Corp	998	-1.3%	3.2%
132	Hasbro Inc	177	110.7%	3.1%

**14. Job Listings - 2W Delta (2022-12-19, 13weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Average number of jobs</b>	<b>Jobs 4W Growth YoY</b>	<b>2W Change (13W YoY)</b>
857	Reynolds American	318	39.5%	138%
1214	Next PLC	1341	5.6%	94%
1084	Compagnie de Saint Gobain SA	1893	39.0%	70%
1037	KBC Groep NV	124	11.0%	58%
556	General Electric Co	3136	-0.7%	57%
1149	Epiroc AB	162	8.7%	53%
59	Cedar Fair LP	178	9.3%	51%
1572	Tesla Inc	6795	72.1%	47%
1359	Societe BIC SA	416	50.3%	47%
1085	Aeroports de Paris SA	643	-22.0%	42%
1055	E.ON SE	939	60.2%	41%
1012	Engie SA	2248	85.6%	39%
610	CenturyLink Inc	1285	45.2%	38%
991	Safran SA	1789	100.0%	34%
1119	RWE AG	427	36.8%	32%
360	Dixons Carphone PLC	130	-25.4%	28%
694	Occidental Petroleum Corp	262	70.1%	27%
1509	Lumen Technologies Inc	1135	28.7%	27%
429	AirAsia Bhd	324	17.4%	26%
971	Linde PLC	862	51.0%	26%
463	Kia Motors Corp	305	84.7%	25%
1570	ABIOMED Inc	209	32.1%	24%
411	Conagra Brands Inc	490	-5.4%	23%
83	DineEquity Inc	12333	-11.3%	23%
622	Danaher Corp	6585	-32.2%	23%
1339	Hikma Pharmaceuticals PLC	155	0.8%	22%
1223	Qiagen NV	158	-20.7%	21%
990	Reckitt Benckiser Group PLC	880	100.0%	20%
810	Lockheed Martin Corp	6281	42.0%	20%
535	Whitbread PLC	1987	-7.9%	20%

**15. Employee Company Ratings - 2W Delta (2022-12-19, 4 weeks QoQ) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Total reviews</b>	<b>Rating Gr.chg.</b>	<b>Outlook Gr.chg.</b>	<b>Mgmt Gr.chg</b>	<b>CEO Rating Gr.chg</b>	<b>Growing indicator</b>
106	Fitbit Inc	4832	10.9%	-1.6%	10.9%	0.0%	Management
1536	NortonLifeLock Inc	1410	7.5%	4.6%	5.6%	0.0%	Rating
1535	Fox Corp	814	7.2%	4.6%	5.2%	0.0%	Rating
1308	SalMar ASA	459	6.0%	0.0%	0.0%	0.0%	Rating
587	Hess Corp	1169	0.9%	1.8%	5.8%	0.0%	Management
54	Care.com Inc	2061	4.0%	-1.2%	5.7%	0.0%	Management
176	Medifast Inc	592	3.1%	5.6%	2.6%	0.0%	Outlook
940	Tod's SpA	217	0.4%	5.6%	0.7%	0.0%	Outlook
1085	Aeroports de Paris SA	7429	-2.4%	5.6%	-3.9%	0.0%	Outlook
92	Elior Group SA	2364	4.7%	-0.4%	5.4%	0.0%	Management