

ASTUTEX TRENDSPOTTING

May 22, 2023

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Google AI	Artificial intelligence company	1048.3	151.7	topics: OpenAI;Artificial intelligence; Input/output;Bard; Google I/O queries: ai detector;bard; google bard;free ai;ai gpt	US
Kraken	Company	218.0	99.5	topics: Seattle Seahawks;TNT; National Hockey League;Kraken; Stanley Cup Playoffs queries: dallas sta; kraken;kraken seattle;mariners;stars game	US
Vice Media	Media company	138.5	76.6	topics: Organizational founder; Bankruptcy	US
Cathay Pacific	International airline	298.0	47.0	topics: Singapore Airlines; China Southern Airlines;EVA Air;Hong Kong; Airline ticket queries: eva air; cathay pacific;google flight	US
Live Nation	Entertainment company	56.3	25.1		Global
Live Nation Entertainment	Entertainment company	52.3	23.7		Global
Which?	Company	49.8	23.4	topics: Which?;Buy Buy Baby; Which Wich Superior Sandwiches	US
2K Games	Video game company	47.9	18.0	topics: The LEGO Store;The Lego Group	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 2)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
monday.com	Project management software company	212.5	17.7	topics: topics: Share price; Customer relationship management; Risk Brilliant Math & Science Wiki; accessiBe;Productqueries: crm monday; product management monday.com; dry shampoo amika; debt consolidation americor; project management tools monday queries:	US
Max Fashion	Clothing retail company	33.2	16.2	topics: Discovery+; HBO Max queries: hbo max; max stranger things	US
WestJet	Airline	46.4	14.0	topics: Strike action;Skyscanner; Air Canada queries: skyscanner	US
Zara Home	Retail company	16.8	10.0	queries: zara	US
Hostinger	Company	86.8	9.0	topics: Bluehost;HostGator; Simple Mail Transfer Protocol;SiteGround; Namecheap	US
UnitedHealthcare Inc	Company	-6.9	7.0	topics: UnitedHealth Group Inc; PacifiCare Health Systems;Optum;Medicaid; United HealthCare Service LLC queries: g	US
Allen-Bradley	Company	-4.2	6.8	topics: i_o	US
Bravo	Media company	9.8	6.7	topics: Fubo;Roku;Season finale; Vanderpump Rules; Ariana Madix queries: vpr;sling tv; youtube tv;bravo tv schedule;watch bravo	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Dr. Scholl's	Company	8.8	6.6	topics: Sneakers;SKECHERS;Skin tag; Dr. Scholl's Skin Tag Remover; Skechers USA Incqueries: dr scholls clo	US
Ally Financial	Bank holding company	20.5	6.4	topics: Betterment;ASUS;Asus; Financial services;SoFi queries: steam; steam deck;steam games;apple account; ally bank	US
MetLife	Life insurance company	16.1	6.1	topics: Aetna;UnitedHealth Group Inc;Aetna; Karol G;Farmers Insurance Group	US
CoverMyMeds	Company	28.2	5.4	topics: CoverMyMeds;Surescripts;GoodRx; HealthFusion, Inc. queries: good rx; www.covermymeds/login; covermymeds provider login	US
Yale	Door company	10.6	3.6	topics: Lock and key	US
Stifel	Investment banking company	11.9	3.4	topics: UBS	US
Smashburger	Restaurant chain	18.9	3.4	topics: Blackstone Inc.;Slider	US
MyPoints.com	Company	17.5	3.3	topics: CotterWeb Enterprises, Inc.; Upwork Inc.;Swagbucks; SliceThePie queries: playlist push; slicethepie;upwork;my points login; my points.com	US
Xiaohongshu	Company	44.2	3.2	topics: Trip.com Group;Toutiao	US
Farm Rio	Company	74.0	2.9	topics: For Love & Lemons;Jumpsuit; Maxi dress;Romper suit; Lenzing AG queries: linen skirt	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 4)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Klein Tools	Manufacturing company	10.7	2.8	topics: Hard hat	US
Kinnser Software	Software company in Rollingwood, Texas	38.3	2.6	topics: WellSky; Home health nursing queries: wellsky log; axxess login;kinnser.com login	US
Ping	Sports equipment company	10.5	2.6	topics: Callaway Golf;Parsons Xtreme Golf; Topgolf Callaway Brands; TaylorMade Golf Company; Cobra Golf queries: pxc;cobra golf; pre owned callaway;stealth driver; pga superstore	US
Paris Baguette	Food company	42.3	2.3	topics: Baguette	US
Walt Disney Animation Studios	Animation company	26.8	2.3	topics: Animation; Remake queries: pixar movies;disney wish	US
Optum	Healthcare company	26.6	2.2	topics: Layoff;UnitedHealth Group Inc; PacifiCare Health Systems;Betterment; Aetna	US
Schneider Electric	Engineering services company	13.3	1.9	topics: Power inverter	US
Mercedes-AMG	Vehicle manufacturer	13.6	1.9	topics: Mercedes-Benz; Mercedes-Benz C-Class; Mercedes-Benz E-Class;Lotus Cars Limited; Submachine gun queries: porsche 718 caym	US
Embrace Pet Insurance	Insurance company in Warrensville Heights, Ohio	17.2	1.9	topics: Lemonade	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 5)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
GAF Materials Corporation	Company	12.2	1.5	topics: topics: Owens Corning; CertainTeedqueries: shingles queries: US	US
TUMS	Drug brand	12.7	1.4	topics: Omeprazole;Fexofenadine; Toms Shoes queries: stomach ulcer sympto	US
Limited liability company	Company legal structure	13.5	1.3	topics: Akorn;Business; Fortress Investment Group;Franchising; Transport queries: nations benefits	US
Progressive Corporation	Insurance company	11.4	1.2	topics: Service;Auto insurance;Insurance; GEICO; Renters' insurance queries: hail cover	US
ServiceNow	Software company	15.9	1.1	topics: Workflow;RSA;Red Hat Software; Workspace;Queue queries: workday; nvidia stock;servicenow support	US
Asics	Footwear manufacturing company	10.9	1.0	topics: Foot Locker;Keen;Brooks Sports; Saucony queries: salomon shoes; hoka women shoes;hoka men	US
Jibbitz	Company	45.9	0.9		Global
State Farm	Insurance company	11.1	0.8	topics: Auto insurance;Insurance; Progressive Corporation;GEICO; Renters' insurance queries: wnba; hail cover	US
Enphase Energy	Company	39.0	0.7	topics: Power Integrations; First Solar queries: meta stock	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 6)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Daikin	Multinational conglomerate company	16.5	0.5	topics: topics: Error code queries: US	US
Canara Bank	Banking company	18.9	0.5	topics: Instant camera; Digital single-lens reflex camera	US
Proton AG	Software company	55.7	0.5	topics: Proton Holdings queries: vpn fre; free vpns	US
IHG Hotels & Resorts	Company	12.3	0.4	topics: InterContinental;Virgin Atlantic; Marriott;Homewood Suites; Holiday Inn Express queries: priceline; virgin atlantic	US
Upwork Inc.	Company	22.5	0.4	topics: Fiverr;Rev;MyPoints.com;Rev.com; Virtual assistant queries: fiverr jobs; playlist push;fiverr;fiver;upwork scams	US
JetBrains	Software company	14.0	0.3	topics: GitHub Copilot	US
National Healthcareer Association	Healthcare company	17.0	0.3	topics: National Association for Health ; nha verification	US
Hyatt	Hospitality company	10.8	0.2	topics: American Express; IHG Hotels & Resorts; Marriott International;Air France–KLM; Hospitality industry queries: ny giants; amex	US
Drink LMNT, Inc.	Drink company	140.6	0.2	topics: Andrew D. Huberman	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 7)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Workday, Inc.	System software company	11.0	0.0	topics: topics: PricewaterhouseCoopers; Grumman;Northrop Grumman Corporation; Accenture;Haierqueries: workday; microsoft login queries: US	US
Opera Software	Software company	17.0	-0.1	topics: Workspace	US
Patreon	Company	12.6	-0.1	topics: Yuzu;The Sims 4;Vimeo;Podcast; Vimeo	US
Altra Running	Footwear company	18.4	-0.6	topics: Recreational Equipment, Inc.; Salomon Group;Merrell;Asics; Toe box queries: salomon shoes;hoka men	US
Proton Holdings	Automotive company	52.3	-0.8	topics: Proton AG	US
Sky	Company	26.7	-0.9	topics: Skyscanner queries: skyscanner; lucy in the sky	US
Databricks	Software company	40.4	-1.1	topics: Snowflake;Command-line interface; Microsoft Azure;The Notebook; Workspace queries: databricks cli; delta lake;snowflake vs databricks	US
Iberia	Airline	15.1	-1.3	topics: Skyscanner;Baggage allowance; Premium economy class;Vueling; AVIOS GROUP (AGL) LIMITED queries: japan; singapore airlines;new iberia	US
HOKA ONE	Company	62.3	-1.3	topics: Hoka One One;Zappos;Figs;Shoes; SKECHERS queries: on cloud;hoka sneakers; hoka womens;hoka 8;hoka near me	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 8)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
TextNow	Company	27.5	-1.3	topics: topics: Cash App; If(we) queries: US	US
Cellucor Inc.	Company	20.2	-1.8	topics: Energy drink;Monster Energy; Channel Four Television Corporation	US
Air France–KLM	Airline	23.4	-1.9	topics: American Express;Virgin Atlantic; Airport lounge;China Airlines; Premium economy class queries: virgin at; amex;lufthansa airlines;google flight; flying blue	US
Hims	Telehealth company	73.7	-2.0	topics: Hair transplantation; Rogaine queries: minoxidil	US
French Bee	Airline	34.8	-2.0	topics: Air France–KLM;Vueling;Transavia	US
GitHub	Software company	24.3	-2.8	topics: Google Cloud Platform;Databricks; Command-line interface;Flutter; Ryujinx queries: qualcomm;openai;copilot; vscode;copilot github	US
Factor75, LLC	Company	40.8	-3.2	topics: Meal;Nutrisystem; Trifecta Nutrition, Inc.;HelloFresh	US
All Nippon Airways	Airline	44.9	-4.1	topics: Virgin Atlantic; Singapore Airlines;Japan Airlines; Asiana Airlines; EVA Air queries: air nippon; japan airlines;singapore airlines;eva air; asiana airlines	US
Austrian Airlines	Airline	17.9	-4.7	topics: Baggage allowance; Premium economy class queries: lufthansa	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 9)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
SAP Concur	Travel company	20.0	-5.0	topics: Expense;BusinessObjects;SAP	US
Blackbaud	Computer software corporation	43.0	-5.1	topics: Data breach	US
NetSuite	Enterprise software company	20.5	-5.3	topics: Enterprise resource planning; Oracle	US
Seabourn Cruise Line	Corporation	53.3	-6.1	queries: cruises 2024	US
Japan Airlines	International airline	34.5	-6.4	topics: All Nippon Airways;Korean Air; Baggage allowance;China Airlines; Trip.com Group queries: japan airlines; singapore airlines;asiana airlines; ana airlines;cathay pacific	US
Canva	Graphic design company	66.0	-6.8	topics: Presentation;Pie chart; Google Sites;Fiverr; Microsoft PowerPoint queries: adobe logi; express adobe;download adobe;adobe font; bar graph	US
HubSpot	Software company	24.0	-7.0	topics: monday.com; Customer relationship management; Momentive;Workflow;Salesforce Inc	US
Insta360	Software company	55.2	-7.1	topics: Action camera;DJI;GoPro;Watermark	US
Sanrio	Theme park company	66.7	-7.2	topics: Splatoon;Forever 21;Amiibo; Hot Topic;Jibbitz	US
MSC Cruises	Company	138.0	-8.1	topics: Cruise ship;Disney Cruise Line; Norwegian Air Shuttle;Virgin Voyages	US

2. Google Trends All Trending Companies - 2W Delta (2023-05-22, 13weeks YoY) (Part 10)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Wizz Air	Airline	146.4	-9.9	queries: skyscanner	US
Replit	Software company	60.5	-14.0	topics: Master of Laws	US
Gimkit	Software company in Seattle, Washington	62.8	-34.7	topics: Quizizz queries: snake google; blooket hacks	US
OpenAI	Artificial intelligence company	2993.9	-156.1	topics: ByteDance;Sam Altman; Generative model;Y Combinator; GUID Partition Table queries: ai detecto; copilot;sam altman net worth;bard;chat	US

3. Google Trends All Trending Topics USA - 2W Delta (22.05.2023, 13weeks YoY) (Part 1)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Tears	Body water	265.8	172.2	topics: The Legend of Zelda;Metacritic;Purah queries: tears;tears of kingdom; purah tears of the kingdom;ryujinx	US
Generative model	Topic	805.6	112.4	topics: Artificial intelligence;Marketing;Neural network; Application programming interface queries: generative ai;ai; generative ai vs predictive ai;google bard	US
The Legend of Zelda	Game series	193.4	111.8	topics: Tears;The Legend of Zelda: Breath of the Wild;SkyView Tower; Sky island queries: zelda tears;zelda;tears of the kingdom;zelda totk map;totk map zelda; zelda tears of the kingdom rom	US
Hismile	Topic	343.5	76.5	topics: Toothpaste;Review;Crest;Kim Kardashian;Tooth brushing queries: hismile; is hismile legit;does hismile v34 work;hi smile teeth whitening reviews	US
Artificial intelligence	Field of study	554.8	60.5	topics: Character;Geoffrey Hinton queries: ai;human or ai game;ai beer commercial	US
The Legend of Zelda: Breath the Wild	Console game	113.9	52.8	topics: The Legend of Zelda;The Legend of Zelda queries: botw;zelda; tears of the kingdom metacritic;purah tears of the kingdom; legend of zelda tears of the kingdom walkthrough	US
Eurovision Song Contest	Topic	37.6	40.2	topics: 2023;Croatian;Swedish;Croatia;Noa Kirel queries: eurovision;eurovision 2023; finland eurovision 2023;who won eurovision 2023;eurovision sweden 2023	US
Which?	Topic	48.7	21.5	topics: Which?;Question;How??.;Mass;Buy Buy Baby;Republican Party queries: which;the; which buy buy baby stores are closing;which buy buy baby locations are closing; scientist	US
2K Games	Video game company	47.9	18.0	topics: LEGO;The Lego Group;The LEGO Store;Nintendo;LeBron James;Metacritic queries: 2k; lego 2k drive review;jokic 2k rating	US
Board of education	Topic	5.4	7.5	topics: School;Board of directors;Education;Orchard Park; Grapevine-Colleyville Independent School District; Pennridge School District queries: school board;board of education;pa election results; sioux falls school board election;woodland park school board	US

3. Google Trends All Trending Topics USA - 2W Delta (22.05.2023, 13weeks YoY) (Part 2)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Bravo	Media company	10.4	6.3	topics: Television show;Vanderpump Rules;Season finale;Dancing Queens; Verizon Fios queries: bravo;vanderpump rules finale;vanderpump rules reunion trailer	US
CoverMyMeds	Topic	28.1	5.0	topics: ICD-10;CoverMyMeds;Prior authorization;Aripiprazole;Aetna queries: covermymeds	US
signified	Topic	23.4	2.0	topics: Spanish Language;Dream;Bible;Acrostic queries: significado;significa;que; sapiosexual;sapiosexual significado;que significa acrostico	US
Menopause	Disease	26.9	0.9	topics: Medical sign;Perimenopause;Menstruation queries: menopause;stripes menopause; boobs hurt menopause;what causes hot flashes after menopause	US
Hoka One	Topic	69.5	-0.2	topics: HOKA ONE ONE;Shoes; HOKA Torrent 2 x Cotopaxi Trail Running Shoes Navy queries: hoka;qc shoes	US
Proton Holdings	Automotive company	52.3	-0.8		US
Conjunctivitis	Disease	65.1	-1.8	topics: Eye;Arcturus queries: pink;pink eye;what is pink eye caused from; is pink eye a sign of covid;can you have pink eye without redness	US
Streptococcal pharyngitis	Disease	122.1	-7.7	topics: Streptococcus;Throat queries: strep;strep throat; strep throat rash pictures on skin	US
Semaglutide	Drug	494.1	-8.1	topics: Weight loss queries: ozempic;ozempic butt;jenny craig	US

4. Google Trends Industries USA - 2W Delta (2023-05-22, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Energy Drink	20.0%	2.8%	topics: Drink;Caffeine;Celsius;Checkers queries: energy;energy drink;prime energy drink checkers;sobe energy drink; ghost energy drink nutrition facts
Pharmaceutical industry	0.5%	2.8%	topics: Pharmaceutical drug;Mankind Pharma;Allotment;Grey market; Subscription business model queries: pharma;akorn pharmaceuticals recall;mankind pharma;mankind pharma ipo status
Tablet computer	-11.8%	2.5%	topics: Samsung queries: tablet;pixel tablet review;boox tab ultra c
Gift Card	0.3%	2.5%	topics: Gift;Bed Bath & Beyond;Buy Buy Baby queries: gift card;bed bath and beyond gift cards
Gift Cards	0.3%	2.5%	topics: Gift;Bed Bath & Beyond;Buy Buy Baby queries: gift card;bed bath and beyond gift cards
Tax	-2.9%	2.5%	topics: Income;Property;Income tax;Economic surplus queries: tax;■■ ■■■■■■■■■■■■;ev leasing tax loophole;ga surplus tax refund
Insurance	5.4%	2.4%	topics: Auto insurance;Health insurance queries: insurance;health insurance giant nyt;unidad para chile
Outlet store	-4.1%	2.3%	topics: Shopping mall;Coach;Shooting queries: outlet;texas outlet mall shooting;outlet mall shooting texas; allen texas outlet mall
Sandal	-6.1%	2.3%	topics: Woman queries: sandals
Financial services	-0.5%	2.2%	topics: Finance;Service;Business structure queries: financial;financial services;consumer and family financial services; dama financial;honda financial service login
Payment	0.9%	2.2%	topics: Tax;Credit queries: pay;payment;ncquickpass.com pay bill;pagamento assegno unico maggio 2023; ■■■■ ■■■■

