

ASTUTEX TRENDSPOTTING

April 17, 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
Anheuser-Busch	Brewing company	329.6	333.4	topics: Stock;AB InBev;Brand; Woke queries: anheuser;anheuser busch; busch stock;busch light beer
Molson Coors	Drink company	89.6	79.3	queries: coors light;coors pride; coors beer;miller beer
Illumination	Animation company	83.7	60.8	topics: Film;Super Mario Bros.; DreamWorks Animation; Sony Pictures Animation queries: illuminin; super mario movie;who owns illumination
Old National Bank	Banking company	75.7	36.8	topics: Louisville;Old National Bank; Shooting queries: louisville; louisville old national bank; old national bank shooting; shooting at old national bank
Yuengling	Company	46.6	34.4	topics: Beer;Anheuser-Busch;Brewery; LGBT pride queries: yuengling; beer yuengling;yuengling light; yuengling beer pride
Trip.com Group	Travel agency company	204.6	25.0	topics: Airline ticket;Flight; Chinese Yuan queries: 机票;火车票;xicheng; google flights
Lacoste	Clothing company	3.1	18.4	topics: Tennis;The New York Times; The Great Lakes; Express queries: lacoste tennis; lacoste tennis great;great lakes; used to be nyt crossword
Heineken España S.A.	Company	16.5	10.4	topics: Anheuser-Busch;Beer;Molson Coors; Marketing queries: heineken beer; who owns heineken;anheuser busch
Heineken N.V.	Brewing company	14.2	8.8	topics: Heineken;Anheuser-Busch; Beer queries: heineken;heineken beer; who owns heineken;anheuser busch products
C. & J. Clark	Shoe retail company	10.7	7.0	topics: Shoes;Woman;Sandals; Ronnie Fieg queries: clarks;shoes; clarks shoes;adidas kith clarks

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
831	Pioneer Natural Resources Co	2023-04-17	188%	153%
465	Anheuser Busch Inbev NV	2023-04-17	104%	111%
293	Wyndham Worldwide Corp	2023-04-17	41%	42%
1428	VAT Group AG	2023-04-17	9%	22%
1379	G4S PLC	2023-04-17	19%	16%
1141	Terna Rete Elettrica Nazionale	2023-04-17	8%	14%
1467	Dometic Group AB (publ)	2023-04-17	-6%	4%
765	Fifth Third Bancorp	2023-04-17	12%	4%
233	Skechers USA Inc	2023-04-17	18%	2%
1152	Amundi SA	2023-04-17	-12%	2%

3. Google Trends Industries World - 2W Delta (2023-04-17, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Tracksuit	-3.5%	1.3%	topics: Man;Woman;Nike queries: tracksuit;nike
Robotic Vacuum Cleaner	-5.6%	1.3%	topics: Vacuum cleaner;Robot queries: robot; sinji smart robot vacuum cleaner
Coat	-1.4%	1.1%	topics: Jacket;Woman;Pope Francis;Pope queries: coat; lambs coat nyt;papa francisco abrigo
Real Estate	-10.4%	1.0%	topics: Estate;Sales queries: real estate;realty;estate agents; emlak müzayede
Athleisure	4.8%	1.0%	topics: Clothing;Man;Bra;cheap; Banana Republic Factory Store queries: athleisure
Bicycle	-10.4%	1.0%	topics: Electric bicycle;Motorcycle queries: bike;■ ■ ■ ■
Bicycle	-10.4%	1.0%	topics: Electric bicycle;Motorcycle queries: bike;■ ■ ■ ■
Wallet	-11.1%	1.0%	topics: Digital wallet;Money;Leather queries: wallet; my/wallet/account/payment/binancepay/sharecryptoboxes; /my/wallet/account/payment/binancepay/sharecryptoboxes; my/wallet/account/payment/binancepay/cryptoboxshare
Leggins	-3.3%	0.9%	topics: Woman queries: leggings
Video game console	-3.2%	0.9%	topics: Video game;Fortnite Creative queries: console; creative 2.0;is creative 2.0 on console; is fortnite creative 2.0 on console
Boots	1.0%	0.8%	topics: Woman;Shoes queries: boots;coelho bota ovo

3. Google Trends Industries World - 2W Delta (2023-04-17, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Weight loss	2.9%	0.8%	topics: Diet;Eating;Ariana Grande queries: weight loss; phil mickelson;phil mickelson weight loss
Mutual fund	-18.5%	0.8%	topics: Investment fund;Indexation queries: mutual;mutual fund; funds;debt mutual funds indexation benefit; income tax debt mutual funds;capital gains debt mutual funds
Vacation rental	-20.8%	0.7%	topics: Rent;Vacation queries: ferienwohnung

4. Google Trends Industries USA - 2W Delta (2023-04-17, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Bicycle	-13.3%	1.0%	topics: Electric bicycle;Motorcycle queries: bike;■■■■
Toddler	2.1%	1.0%	topics: Child;Infant queries: toddler;■■■■; what to put in easter eggs for toddlers; easter egg hunt clues for toddlers
Freight transport	-9.0%	0.9%	topics: Ship;Cargo queries: shipping;■■■■■;■■■■■ ■■■ imile

6. Wikipedia - 2W Delta (2023-04-17, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
465	Anheuser Busch Inbev NV	en.wikipedia.org/wiki/InBev	7695	90.7%	86.7%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	35793	165.0%	16.3%
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	4308	235.2%	15.9%
998	UBS Group AG	en.wikipedia.org/wiki/UBS	2561	114.7%	11.1%
566	Pfizer Inc	en.wikipedia.org/wiki/Pfizer	2650	-41.3%	9.3%
812	Capital One Financial Corp	en.wikipedia.org/wiki/Capital_One	2681	14.9%	9.3%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Cortez	14614	28.8%	9.1%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	9113	13.5%	8.0%
870	MetLife Inc	en.wikipedia.org/wiki/MetLife_Stadium	2518	6.3%	5.5%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel_Films	18833	-6.0%	5.1%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	4287	-6.9%	5.0%

7. Wikipedia Pages- 2W Delta (2023-04-17, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Resident_Evil_4	53513	407%	117%
		en.wikipedia.org/wiki/Resident_Evil_5	23097	197%	94%
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/XXXX_Gold	21975	294%	64%
		en.wikipedia.org/wiki/Resident_Evil_2_(2019_video_game)	16489	181%	56%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	29786	53%	51%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	45023	106%	45%
		en.wikipedia.org/wiki/Resident_Evil	64356	88%	36%
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	13019	652%	31%
		en.wikipedia.org/wiki/Resident_Evil_Village	28951	32%	30%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	30633	50%	27%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	37332	141%	21%
947	LVMH	LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton	22144	64%	17%
536	Monster Beverage Corp	en.wikipedia.org/wiki/Monster_Energy	22867	39%	16%
		en.wikipedia.org/wiki/Streaming_media	79188	-56%	14%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_III	9274	127%	14%
		en.wikipedia.org/wiki/Jack_Daniel's	13784	52%	14%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Super_Nintendo_World	16512	132%	13%
		en.wikipedia.org/wiki/Mahindra_%26_Mahindra	19419	10%	12%
		en.wikipedia.org/wiki/Capcom	14884	16%	11%
		en.wikipedia.org/wiki/Karl_Lagerfeld	33290	33%	10%
955	Take Two Interactive	en.wikipedia.org/wiki/Grand_Theft_Auto:_Vice_City	22490	48%	10%
998	UBS Group AG	en.wikipedia.org/wiki/UBS	11052	248%	9%
		en.wikipedia.org/wiki/ByteDance	29103	55%	9%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	58241	7%	9%
929	Facebook Inc	en.wikipedia.org/wiki/History_of_Facebook	12305	2%	8%
559	Johnson & Johnson	en.wikipedia.org/wiki/Johnson_%26_Johnson	11113	2%	8%
338	Adobe Systems Inc	en.wikipedia.org/wiki/Adobe_Inc.	12759	11%	7%
		en.wikipedia.org/wiki/1xBet	21559	53%	6%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	15581	545%	6%
189	Nike Inc	en.wikipedia.org/wiki/Nike%2C_Inc.	56077	25%	6%

7. Wikipedia Pages- 2W Delta (2023-04-17, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/TSMC	18554	2%	5%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_Motor_Company	30112	9%	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 (2023-04-08, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
363	Sony Corp	Sony Music Center	268	23.6%	12.1%

10. AppStore Publishers USA - 2W Delta (2023-04-08, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
623	Target Corp	Target	77	19.8%	2.5%

11. Online Retail Amazon - 2W Delta (2023-04-17, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
528	Kraft Heinz Co	1310	76.5%	14.0%
541	HP Inc	9114	18.8%	9.5%
20	Apple Inc	983	35.4%	9.2%
78	Deckers Outdoor Corp	967	-7.3%	8.6%
180	Midea Group Co Ltd	409	-8.5%	8.3%
290	Wolverine World Wide Inc	2460	3.4%	7.1%
277	Vista Outdoor Inc	1519	0.3%	6.8%
456	Hankook Tire Co Ltd	641	19.8%	6.3%
519	Nestle SA	1621	-7.1%	6.2%
1474	Caleres, Inc.	375	7.1%	6.0%
903	Seagate Technology PLC	696	-14.0%	5.8%
958	Funko Inc	778	-44.8%	5.2%
442	Shimano Inc	654	24.6%	5.2%
426	Seiko Epson Corp	1516	24.4%	5.0%
525	Campbell Soup Co	308	-1.0%	4.7%
215	PVH Corp	578	-33.6%	4.5%
127	SEB SA	2388	12.2%	4.3%
502	Ubisoft Entertainment SA	743	8.3%	4.0%
233	Skechers USA Inc	4222	-5.8%	4.0%
416	Beiersdorf AG	731	-10.7%	3.3%
240	Steven Madden Ltd	406	5.5%	3.2%
600	Berkshire Hathaway Inc	4791	0.6%	3.2%

12. Online Retail Walmart - 2W Delta (2023-04-17, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	4883	4,986.5%	2,012.9%
71	Crocs Inc	1816	1,376.4%	165.9%
94	Entertainment One Ltd	139	19.8%	42.7%
418	Shiseido Co Ltd	523	87.5%	38.6%
179	Capri Holdings Limited	3105	16.6%	18.5%
14	Adidas AG	3233	39.1%	18.0%
66	Tapestry Inc	540	-27.3%	17.0%
161	Kering SA	490	-34.2%	16.9%
45	Burberry Group PLC	326	40.5%	15.3%
427	Lenovo Group Ltd	1105	18.3%	13.1%
184	Movado Group Inc	343	16.3%	12.3%
79	De Longhi SpA	1736	-5.0%	10.2%
127	SEB SA	1460	22.9%	8.9%

13. Online Retail Bestbuy - 2W Delta (2023-04-17, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
364	Pioneer Corp	319	78.2%	44.4%
957	Capcom	364	120.6%	35.0%
122	GoPro Inc	748	70.0%	8.2%
907	Church & Dwight Co Inc	800	16.1%	7.0%
959	Turtle Beach	1736	21.1%	6.0%
502	Ubisoft Entertainment SA	963	13.2%	5.8%
390	Nintendo Co Ltd	2528	10.6%	3.7%

14. Job Listings - 2W Delta (2023-04-17, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
426	Seiko Epson Corp	1411	100.0%	71%
1019	Compass Group PLC	4738	54.0%	68%
175	McDonald's Corp	60646	37.2%	57%
1343	GVC Holdings PLC	439	50.8%	51%
11	Abercrombie & Fitch Co	1866	42.9%	50%
1423	Inchcape PLC	417	85.1%	46%
857	Reynolds American	131	11.4%	44%
1004	Relx PLC	1139	-30.2%	42%
952	B2W	524	22.1%	39%
335	Dassault Systemes SE	788	41.8%	37%
769	Biogen Inc	396	4.3%	32%
698	PG&E Corp	177	3.2%	32%
983	Eni SpA	200	40.3%	29%
140	Home Depot Inc	17602	46.7%	28%
1134	Bouygues SA	2331	70.3%	27%
199	Orpea SA	3349	2.4%	26%
1457	Altran Technologies SA	2703	17.4%	25%
41	Brookdale Senior Living Inc	2099	-38.3%	24%
820	Universal Health Services Inc	3991	50.9%	24%
211	Polaris Industries Inc	237	15.8%	23%
593	Verisk Analytics Inc	227	30.8%	23%
1139	Dassault Aviation SA	515	66.0%	23%
1300	Severn Trent PLC	106	-20.8%	22%
465	Anheuser Busch Inbev NV	954	31.2%	22%
1420	Rotork PLC	125	2.6%	21%
572	Cisco Systems Inc	1127	13.6%	21%
1099	Ferrovial SA	465	-50.1%	20%
256	TJX Companies Inc	7271	7.9%	20%
207	Pets at Home Group PLC	525	29.9%	19%
67	Columbia Sportswear Co	275	10.5%	19%

15. Employee Company Ratings - 2W Delta (2023-04-17, 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
1368	Euronext NV	224	1.2%	10.8%	1.6%	0.0%	Outlook
1407	Lagardere SCA	628	1.4%	8.6%	2.2%	0.0%	Outlook
695	Omnicom Group Inc	558	0.7%	8.2%	1.0%	0.0%	Outlook
742	WEC Energy Group Inc	394	0.3%	6.8%	1.3%	0.0%	Outlook
88	Duluth Holdings Inc	632	1.5%	6.0%	1.7%	0.0%	Outlook
1376	Prosiebensat 1 Media SE	296	-2.8%	5.8%	-2.4%	0.0%	Outlook
369	Alliance Data Systems Corp	3084	1.5%	5.2%	1.8%	0.0%	Outlook
987	EssilorLuxottica SA	1947	0.5%	5.2%	1.5%	0.0%	Outlook
1063	Schindler Holding AG	2050	2.6%	-11.2%	5.2%	0.0%	Management