

ASTUTEX TRENDSPOTTING

July 24, 2023

1. Trending Searches Last 7 Days (2023-07-23, Regions: US, CA, GB, AU) (2023-07-23)



2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Turkish Grain Board	Company	442.4	232.1	topics: Liquid fuel	Global
Patel Engineering Ltd.	Construction engineering company	560.8	154.6	topics: Share price;Tata Steel Ltd; ITC Limited;Vedanta Limited; Suzlon queries: bcg;share;tata steel; bse share price	Global
Oppenheimer Holdings	Investment banking company	198.8	152.2	topics: IMAX	Global
Sahara India Pariwar	Conglomerate company	150.8	141.5	topics: Reimbursement queries: portal lo	Global
Inventec	Computer manufacturing company	266.0	125.5	topics: AUO Corporation; Evergreen Marine Corp.;EVA Airways; China Airlines;TSMC queries: ■■■ ■■■; ■■■ ■■■ ■■■;■■■ ■■■ ■■■	Global
Tourism Enterprise	Hotels and motels company	434.1	93.2	queries: ■■■■■■ ■■■■■■■■;■■ ■■■ ■■■■■■■■; ■■■■■■;■■■ ■■■■■■ ■■■■■■	Global
VanMoof	Bicycle manufacture company	36.5	65.7	topics: Bankruptcy;Electric bicycle; Insolvency queries: e-bike;fiets	Global
Coutts	Wealth management company	61.8	46.4	queries: natwest	Global
Roivant Sciences	Biotechnology company	62.8	44.1	topics: Roche	Global
Vend	Software company	16.2	40.5	queries: connections	Global
Ripple Labs	Software company	97.0	39.5	topics: Ripple	US
Mishtann Foods	Company	108.4	39.4	topics: Suzlon queries: bcg	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 2)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Cochin Shipyard	Shipbuilding company	79.9	36.5	queries: bse share price	Global
Mediterranean & Gulf Cooperative Insurance and Reinsurance Company SJSC	Insurance company	75.3	35.7	queries: ■■■■ ■■■■■■■■■■;■■■■■■■ ■■■■■■■■■■;■■■■■■■ ■■■■■■■■■■	Global
Mattel	Toy company	40.3	34.0	queries: pt kao	Global
Luxottica Group SpA	Manufacturing company	36.5	30.7	queries: data breach	US
Samsung Heavy Industries	Shipbuilding company	41.7	27.1	topics: Preferred stock	Global
LITEON Technology	Consumer electronics company	52.5	22.6	topics: Evergreen Marine Corp.; United Microelectronics Corporation; Hon Hai Precision;Maxxis; Corporate group queries: ■ ■	Global
Studio Ghibli	Animation company	61.0	21.3	topics: Exhibition; Video rental shop queries: ■■ ■■	Global
VIA Technologies	Motherboard company	52.2	21.2	topics: AUO Corporation; Hon Hai Precision queries: ■■ ■■	Global
Otokar	Automobile company	22.1	20.6	topics: IST:SASA	Global
Entreprise Nationale Des Industries L'electromenagers SpA	Company	14.9	20.3	queries: climatiseur	Global
Cineflix	Cinema company	40.6	19.6	topics: Cinemark Tinseltown USA; Cinemark Theatres;Combo	Global
Condor Electronics	Company	4.3	18.5	queries: climatiseur;midea climatiseur	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Vestel Beyaz Esya Sanayi ve Ticaret A.S.	Company	-7.1	17.8	queries: vestel hisse	Global
Citibank	Commercial banking company	21.7	16.6	topics: Citibank;Citigroup; Citibank queries: citibank; online citibank	Global
Limited liability company	Private limited company	39.5	16.6	topics: Financial services;Company; Real estate investing; Hospitality queries: junk removal	US
Tatung Company	Home appliance company	20.8	16.1	topics: TPE:00878;China Airlines;TSMC	Global
Guaranty Trust Holding Company PLC	Financial company	35.8	16.0	topics: Online banking	US
EDM Information	Software company in Istanbul, Türkiye	26.7	15.8	queries: merkez bankas■ kuru	Global
Yellow Corporation	Transport company	20.7	14.4	queries: teamsters	Global
La Chaîne Info	Media company	27.1	14.3	topics: Marlène Schiappa;disappearance	Global
Moneyfacts Group	Company	85.7	12.7	topics: Yorkshire Building Society	Global
Angel One	Financial services company	32.8	12.7	queries: sip calculator	Global
Cathay Real Estate Development Co., Ltd.	Company	17.7	12.4	queries: ■■ ■■	Global
Hut 8 Mining	Computer application company	9.4	12.4	topics: Nasdaq;Nasdaq queries: mara stock	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 4)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
SoundHound	Speech recognition company	63.8	11.1	topics: topics: Hut 8 Mining;NERDY; BigBear.ai Hldgs queries: US	US
HNI	Furniture company	15.6	10.7	topics: Initial public offering	Global
F5	Technology company	52.4	10.3	topics: Juniper Networks queries: f5; f5 pro;f5 networks;load balancer f5;■■■■■ f5	Global
HP Indigo Division	Digital printing company	15.8	10.1	queries: indigo	Global
Plivo Inc.	Software company	11.3	10.0	topics: Vonage;Vonage;MessageBird B.V.; Twilio	Global
Tata Digital India Fund	Company	-35.1	10.0	topics: Mutual fund	Global
Leeds Building Society	Life insurance company	34.0	9.0	topics: Yorkshire Building Society; Yorkshire Building Society; Coventry Building Society;Intermediary	Global
Ceres Power	Company	-12.0	8.9	queries: persimmon share price	Global
Vienna Insurance Group	Insurance company	10.7	8.9	topics: OMV queries: erste aktie	Global
YOXO Romania	Telephone company in Bucharest, Romania	11.7	8.1	topics: Digi Communications	Global
US-Bangla Airlines	Airline	4.1	7.2	topics: Dhaka	Global
Biohorizons Implant Systems, Inc.	Company	8.8	7.2	topics: Straumann	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 5)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Securitas AG	Security company	11.0	7.1	queries: securitas;securitas security; securitas jobs;securitas login	Global
BlackRock	Investment management company	39.5	6.7	topics: Exchange-traded fund	US
Faraday Technology	Semiconductor manufacturing company	10.1	6.7	topics: LITEON Technology	Global
Vortice Elettrosociali S.p.A.	Company	-5.2	6.7	topics: Ceiling fan	Global
HCA Healthcare	Health care company	27.2	6.3	topics: Health care; AdventHealth queries: data breach	US
Cobham	Aerospace company	-10.7	6.3	topics: Thales	Global
Aviko B.V.	Company	20.9	6.3	queries: mosselen	Global
ALD Automotive	Fleet management company	15.6	6.0	topics: Compagnie Française d'Assurance ; Rubis queries: action bnp	Global
Deutsche Kreditbank AG	Insurance company	-11.5	5.8	topics: Visa;Visa;Money market account; Deutsche Bank AG; Giro queries: visa mastercard;kreditkarte	Global
Eckerö Linjen	Company	36.6	5.7	topics: Tallink; Silja Line queries: eckerö;eckerö line; silja;tallink;grisslehamn	Global
Apollo Tyres	Tyre company	15.6	5.7	topics: Dunlop	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 6)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Bandhan Bank	Commercial banking company	9.6	5.5	topics: Share price;Share; Suzlonqueries: share;nifty; idfc share price; central banking queries: Global	Global
Frontier Airlines	Airline	15.7	5.5	topics: Airline;American Airlines; JetBlue	US
Anticimex	Company	11.3	5.3	topics: Trygg-Hansa	Global
Scandlines	Company	-11.8	5.3	topics: .dk	Global
Procter & Gamble Hygiene Health Care	Company	-21.9	5.2	queries: p&g	Global
Voya Financial	Financial services company	12.5	5.2	topics: VALIC;Corebridge Financial; Prudential Financial	US
SmartLynx Airlines	Charter airline	1.8	5.0	topics: SAS	Global
D-BOX Technologies Inc.	Entertainment company	-10.9	5.0	topics: Cinemark Theatres	Global
Embrace Pet Insurance	Insurance company in Warrensville Heights, Ohio	21.2	4.3	topics: Trupanion,;Pet insurance;Trupanion; Lemonade;Fetch by the Dodo	US
Australian Retirement Trust	Retirement company	48.5	4.1	topics: Australian Taxation Office queri	Global
TIAA	Insurance company	16.2	3.4	topics: Fidelity Investments; Stock market index;VALIC	US
Herbalife International India Private Ltd	Company	83.2	2.6	topics: Herbalife	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 7)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Marni	Fashion company	34.9	2.0	topics: Marni queries: marni bag; marni kids;marni sale;marni clothing	US
AGV	Helmet manufacturer	27.5	1.5	topics: Alpinestars;Dainese;Ruroc	US
Hostinger	Company	101.3	1.3	queries: hostinger;hostinger minecraft; godaddy;hostinger webmail; hostinger website builder	US
Crunch Fitness	Corporation	11.7	1.2	topics: blink; 24 Hour Fitness queries: eos fitness; fitness;la fitness;anytime fitness	US
First Internet Bancorp	Bank holding company	40.0	1.2	topics: Certificate of deposit	Global
Taskrabbit	Company	19.7	1.2	queries: upwork	US
PanOxyl	Drug brand	53.7	0.9	queries: salicylic acid; panoxyl moisturizer;panoxyl target; panoxyl walmart	US
Tata Capital	Financial services company	30.7	0.6	queries: finance services	Global
Regent Seven Seas Cruises	Company	28.7	0.3	topics: Seabourn Cruise Line;Cruise line; Silversea Cruises queries: oceania cruises; rssc login;rssc;seabourn;azamara cruises	US
Silversea Cruises	Travel company	32.8	-0.7	topics: Regent Seven Seas Cruises; Seabourn Cruise Line queries: oceania cr; windstar cruises;seabourn;azamara cruises	US
Cashify	Recommerce company	96.6	-2.2	topics: OnePlus Nord CE 2 Lite 5G	Global

2. Google Trends All Trending Companies - 2W Delta (2023-07-24, 13weeks YoY) (Part 8)

Company Name	Type	Pop. growth	Growth change	Related topics	Region
Seabourn Cruise Line	Corporation	48.2	-5.3	topics: Regent Seven Seas Cruises; Silversea Cruises queries: oceania cruis; windstar cruises;seabourn;azamara cruises	US
Norse Atlantic Airways	Airline	87.8	-12.4	topics: Baggage allowance	Global

3. Google Trends All Trending Topics USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 1)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
barbie movie	query	816.1	433.4	topics: Barbie;Film;South China Sea queries: the barbie movie;barbie movie 2023; barbie 2023;south china sea barbie movie;vietnam banned barbie movie; barbie movie south china sea map	US
RYZE mushroom coffee	Food	2390.6	430.0		US
Baldur's Gate 3	Video game	290.7	163.2		US
barbie	query	297.6	158.6	topics: Soundtrack;Barbie Life in the Dreamhouse - Netflix;Dua Lipa;PG-13 (USA); Barbie Malibu House Playset;Aqua queries: movie barbie;barbie krispy kreme; barbie movie south china sea map;barbie metacritic	US
pikmin	query	391.8	147.4	topics: Nintendo eShop;Red Bulborb;Speedrunning;Cover art; Burrowing Snagret queries: pikmin game;what is pikmin;pikmin 4 preorder	US
Pikmin	Game series	363.1	134.2		US
Pikmin	Video game	333.6	113.9	queries: pikmin;pikmin 1;pikmin 2	US
Ripple	Payment protocol	124.3	85.7	topics: XRP;Price	US
Strike action	Topic	189.3	74.3	topics: United Parcel Service;UPS Access Point;Writer;Southern California;Fran Drescher; Ron Perlman queries: strike sag;why is ups going on strike 2023;sag aftra strike faq; what is sag aftra;los angeles hotel workers strike;bob iger strike	US
Ken	Doll	79.1	60.4		US
Teamsters	Topic	129.3	55.3	topics: International Brotherhood of Teamsters;Aviation accident and incident; Earthquake;Hollywood	US
International Brotherhood of Teamsters	Brotherhood	131.4	55.0	topics: Teamsters;Hollywood;Earthquake;Explosion	US

3. Google Trends All Trending Topics USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 2)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Human trafficking	Topic	51.8	49.7	topics: Sex trafficking;Human;Film;Pickerington;Democratic Party; Freedom queries: trafficking;freedom trafficking movie;movie freedom child trafficking; mel gibson trafficking	US
Luxottica Group SpA	Manufacturing company	36.5	30.7	topics: Ray-Ban;LifeLock;Gen Digital;Warby Parker queries: luxottica;lifelock; luxottica.com breach;luxottica.com data breach	US
Altar	Topic	120.4	29.9	queries: altar;altars;map of altars of lilith;dry steppes lilith altars; diablo altars of lilith map	US
Master of Laws	Degree	355.5	27.1		US
bdo	query	34.4	25.1	topics: Adventure;Spirit;Inventory;Censer;Rocking horse;Berserker	US
Glow Recipe	Topic	146.0	22.9		US
palantir stock	query	80.7	21.5	topics: Unity Technologies;Nasdaq;Roku, Inc.;Alibaba Group;Tilray;NYSE:BAC	US
Call of Duty: WWII	Video game	19.2	20.8	queries: call of duty;call of duty coming to game pass; is call of duty coming to game pass;gamepass call of duty	US
Yellow Corporation	Transport company	28.9	17.1	topics: YRC;Bailout;Pension fund;LON:ABF queries: yrc;yellow;yellow freight;ycr strike; yellow trucking strike;yellow freight pension	US
black desert	query	20.8	16.9		US
Limited liability company	Company legal structure	39.5	16.6	topics: Business;Property;Investment queries: llc;woodys 2 llc;viva consulting group llc; amazon services llc remote jobs	US
Guaranty Trust Bank	Banking company	35.8	16.0	topics: GTBank POS;Nigerian Naira;Mobile banking;Computer Application queries: gtbank;gtb; gtbank nigeria;gtbank app;www.gtbank.com login	US

3. Google Trends All Trending Topics USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 4)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Wyze Cam v3	Security camera	39.8	5.7		US
Remake	Topic	40.1	5.5		US
Canyon	Topic	32.5	5.4		US
Magic: The Gathering Commander	Card game	20.1	5.3		US
Taco Tuesday	Topic	50.6	5.3		US
Voya Financial	Company	12.5	5.2		US
Cayenne pepper	Food	66.4	4.9		US
Embrace Pet Insurance	Insurance agency in Warrensville Heights, Ohio	21.2	4.3		US
911 gt3	query	55.1	4.3	topics: 2007;Chevrolet Corvette (C8);Convertible	US
On	Sportswear company	55.0	3.8	topics: JD Sports;Reebok;PUMA;Scrubs	US
Data entry	Topic	28.7	3.8	topics: Data;Data entry clerk; United States Hispanic Chamber of Commerce queries: data entry;jobs;data entry jobs; fedex data entry work from home;marriott data entry clerk;walmart careers	US
Used good	Topic	90.9	3.6		US
FMovies	Website	49.8	3.5		US
data entry	query	26.1	3.3	topics: Data;Data entry;Data entry clerk;ZipRecruiter;Yelp;Evening	US

3. Google Trends All Trending Topics USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 5)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Airport lounge	Topic	26.0	3.0		US
Kindle Direct Publishing	Topic	49.2	2.9		US
hostinger	query	103.7	2.4	topics: Hostinger;Bluehost	US
Hostinger	Company	102.2	2.2	queries: hostinger;chat gpt	US
CFMoto	Company	36.8	1.9	queries: cfmoto;cf moto;cfmoto 1000 overland	US
Premium economy	Topic	28.0	1.8		US
PanOxyl	Drug brand	54.2	1.4	queries: panoxyl	US
BLU Products	Company	24.6	1.1	topics: Mobile phone;Clamshell design;Straight Talk;BLU View 1 queries: blu	US
Taskrabbit	Company	20.2	1.1	topics: IKEA;Internet coupon;Mover;Taskers;General contractor; Competition queries: rabbit task;taskrabbit;task.rabbit;apps like taskrabbit; taskrabbit competitors	US
sssTiktok	Computer software	48.8	1.0		US
Marni	Fashion brand	27.8	0.3		US
Set list	Topic	66.8	0.1		US
Pickleball Paddle	Topic	141.1	-4.1		US
Seabourn Cruise Line	Corporation	53.2	-4.9	topics: Seabourn;Cruise ship	US

3. Google Trends All Trending Topics USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 6)

Topic Name	Type	Pop. growth	Growth change	Related topics	Region
Bubble	Topic	1268.1	-20.4	topics: Skin care;Moisturizer;Skin queries: bubble;skincare;bubble skincare; bubble tinted sunscreen;cloud surf bubble moisturizer	US
Bambu Lab	Corporate office in Austin, Texas	975.3	-48.4		US

4. Google Trends Industries USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Investment	-0.1%	5.3%	topics: Economy;Investment fund;Stock queries: investment;invest;investing.tribratatv.id;bailey point investment group
Mutual fund	3.3%	5.3%	topics: Investment fund;Kotak Mutual Fund;Focused;Mirae Asset Financial Group queries: mutual fund;mutual funds;index fund
Cruise	34.1%	4.1%	topics: Miami;Cabin;Helsinki queries: cruise;cruise ship;crociera
Investment fund	0.0%	4.1%	topics: Mutual fund;Investment queries: fund;jeremy hunt pension funds
Clog	22.4%	3.6%	topics: Crocs;Birkenstock;Shoes;Swedish;Zalando;Bathtub queries: clogs;clog;crocs
Unmanned aerial vehicle	4.7%	3.5%	topics: DJI Mini 2;DJI Mavic 3 Cine Premium Bundle;DJI Mavic Pro;Tokyo Disney Resort queries: drone;drone destination ipo;ipo gmp;drone destination ipo gmp
Suit	2.9%	3.4%	topics: Man;Wolverine queries: suit;suits;traje
Men suits	2.9%	3.4%	topics: Man;Wolverine queries: suit;suits;traje
sweater	16.5%	2.8%	topics: Man;Sweatshirt;Aelfric eden queries: hoodie;blue souls;blue souls hoodie
Hoodie	16.5%	2.8%	topics: Man;Sweatshirt;Aelfric eden queries: hoodie;blue souls;blue souls hoodie
Snow boot	-9.1%	2.8%	topics: Boot;Snow;Dress boot;Ankle Boot;Timberland queries: snow shoes;boots;waterproof boots

4. Google Trends Industries USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Customer Relationship management	7.4%	2.4%	topics: Management;Customer;Zoho Corporation queries: crm;crm balitsteknologikaret.co.id;investing.tribratatv.id;money.hajijatim.id
Film	10.1%	2.3%	topics: Telugu language;Telugu cinema;Movie theater;Sound of Freedom queries: movie;movies;sound of freedom movie;samajavaragamana movie;freedom movie
Health Insurance	3.3%	2.2%	topics: Insurance;Health queries: insurance;star health;plano de saúde; top 5 health insurance companies in australia steadfast marine;galaxy firmware
Career	13.3%	2.2%	topics: Management;Walmart;Salary queries: careers;career;www.federalbank.co.in career
Road	-0.8%	2.1%	topics: Bicycle;Distance queries: road;triumph 400 on road price;road closures vermont
Action camera	-68.3%	2.0%	
Robotics	3.7%	1.9%	topics: Robot queries: robotics;indiana robotics invitational;■■■■ ■■■■ ■■■■■■ ■■■■ 32;5g ■■ ■■
Mobile games	-11.6%	1.6%	topics: Game;Role-playing video game;Revenue queries: mobile;game;mobile game;mumu ■■ ■■;■■ ■ ■■■ ■■;■■ ■ ■■■ ■■
3D Printing	6.9%	1.5%	topics: Tinkercad;Stereolithography;Fusion 360 queries: 3d;3d printed;in 3d;impresora
Workflow	-4.8%	1.5%	topics: GitHub;Management queries: automation workflow;workflow jira;mahadbt;hr workflow automation; workflow mew login; to update the state of the workflow for an agile process from not started to complete
Streetwear	-6.6%	1.5%	topics: Man;Brand;Clothing;BLUE SOULS (spring);Cholula;Lacoste queries: streetwear;cholula streetwear;blue souls hoodie; blue souls unisex streetwear graphic hoodie

4. Google Trends Industries USA - 2W Delta (2023-07-24, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video card	-3.2%	1.5%	topics: Personal computer;NVIDIA;Acer;Intel Core i3;Frame rate queries: graphics card
Insurance	6.4%	1.4%	topics: Car;Auto insurance queries: insurance
Accounting	2.3%	1.4%	topics: Account;Accountant queries: accounting;accounts