

ASTUTEX TRENDSPOTTING

April 24, 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
House of CB	Fashion company	75.3	7.4	topics: Dress;Clothing;White
About You	E-commerce company	43.4	27.3	topics: Tracksuit;Nike;Pink
HOKA ONE	Company	59.3	0.0	queries: hoka;hoka shoes;hokas;hoka white
Astro	Satellite television company	50.9	47.3	topics: Astro;K-pop;Moon Bin
Trinity Health	Health care company	88.6	1.5	topics: Trinity Health MyChart;Health; Michigan queries: trinity;trinity health; mychart
Avelo Airlines	Charter airline	89.7	4.9	topics: Daytona Beach;Charlottesville; Redding queries: avelo;avelo airline; avelo wilmington;alevo
MGA Insurance Company, Inc.	Insurance company	69.8	30.4	
Wealthfront	Financial company	53.0	11.9	
C. & J. Clark	Shoe retail company	14.8	8.5	queries: shoes;clarks women;mens clarks; clarks slip on shoes
Midea Group	Small electrical appliance manufacturing company	26.0	15.8	
TNT	Media company	5.8	8.4	topics: Television channel;NBA;Television; Phoenix Suns queries: nba on tnt;tbs; what channel is tnt on;bally sports
Atrium Health	Health care company	21.6	5.1	

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
42	Brunello Cucinelli SpA	2023-04-24	57%	28%
619	SL Green Realty Corp	2023-04-24	146%	25%
124	Gree Electric Appliances Inc o	2023-04-24	-5%	20%
1428	VAT Group AG	2023-04-24	10%	20%
129	Haier Electronics Group Co Ltd	2023-04-24	3%	19%
1387	IMCD NV	2023-04-24	21%	13%
468	Asahi Group Holdings Ltd	2023-04-24	8%	12%
1178	Sartorius AG	2023-04-24	-4%	12%
1373	Pennon Group PLC	2023-04-24	44%	11%
356	Kirin Holdings Co Ltd	2023-04-24	14%	11%
1049	Sampo Oyj	2023-04-24	6%	9%
1427	Britvic PLC	2023-04-24	15%	9%
803	Incyte Corp	2023-04-24	31%	8%
1467	Dometic Group AB (publ)	2023-04-24	-7%	1%

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;Suit;Tommy Hilfiger;Prada; Nike Air Jordan I queries: tracksuit;nike;pink nike tracksuit
Robotic Vacuum Cleaner	-5.6%	1.3%	topics: Robot;Vacuum cleaner;Maytronics Dolphin; Shark AI VACMOP Robot Vacuum & Mop; Coredy queries: robot vacuum;robot
Coat	-1.4%	1.1%	topics: Jacket;Woman;Pope;Pope Francis queries: coat; papa francisco abrigo;pope coat;lamb's coat nyt;pope puffy coat
Real Estate	-10.4%	1.0%	topics: Estate;Sales queries: real estate for sale;real estate; real property;zillow real estate;property management
Athleisure	4.8%	1.0%	topics: Clothing;Woman;Top;Luxury goods; Handbag queries: athleisure;athleisure wear;athleisure outfits; fabletics
Bicycle	-10.4%	1.0%	topics: Electric bicycle;Bicycle lock;BMX queries: bike;■■■■; ege etkinlik ücretsiz bisiklet
Bicycle	-10.4%	1.0%	topics: Electric bicycle;Bicycle lock;BMX queries: bike;■■■■; ege etkinlik ücretsiz bisiklet
Wallet	-11.1%	1.0%	topics: Man;Apple Wallet;Apple queries: wallet; paul and joe wallet;wallet items for short; my/wallet/account/payment/binancepay/sharecryptoboxes
Leggins	-3.3%	0.9%	topics: Woman;Clothing;Bell-bottoms queries: leggins; ■■■■ t ■■
Video game console	-3.2%	0.9%	topics: Video game;Xbox;Command queries: console; is xdefiant on console;consoles;xbox
Boots	1.0%	0.8%	topics: Maverick Work Wear, Inc.;Shoes; Snowboard Boot queries: womens boots;boots;tiberland; rubber boots

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: Eating;Bariatrics;Green tea; Ariana Grande queries: weight loss;weight loss diet; weight loss near me;weight loss drug
Mutual fund	-18.5%	0.8%	topics: Investment fund;Mutual insurance;Money queries: mutual; funds;mutual fund;stocks;ira;bond funds
Vacation rental	-20.8%	0.7%	topics: Autonomous Province of Bolzano – South Tyrol;Grömitz; Apulia queries: ferienwohnung;vacation;expedia hotels

4. Google Trends Industries USA - 2W Delta (2023-04-17, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Air Conditioner	-9.6%	6.0%	topics: Air conditioning;Soleus Air;Power; GE Profile queries: ac;■■■■■ ■■■■
Down jacket	7.2%	5.2%	topics: Jacket;Down feather;Woman queries: puffer;puffer jacket; jacket;pope puffer;pope puffer jacket;pope in puffer
Coat	-3.5%	3.7%	topics: Jacket;Woman;Pope;Pope Francis queries: coat; papa francisco abrigo;pope coat;lams coat nyt;pope puffy coat
Boots	-5.2%	3.3%	topics: Maverick Work Wear, Inc.;Shoes; Snowboard Boot queries: womens boots;boots;tiberland; rubber boots
Health care	-1.3%	2.1%	topics: Health;Health facility;HCA Healthcare; Consultant queries: healthcare;health;■■; health care for daca recipients;
Pharmaceutical drug	6.5%	2.1%	topics: Bathroom cabinet;Medicine;Sinus queries: medicine; medication;thu■■c;■■■ ■■■■ ■■■■■■ ■■■■■■■■ ■■■■■■■■■■
Pharmaceutical industry	-5.8%	1.9%	topics: Pharmaceutical drug;Industry; Company queries: pharmaceutical company;pharma; mankind pharma ipo gmp;epic pharma adderall;cafe pharma abbvie; avanir pharmaceuticals
Financial services	-1.3%	1.8%	topics: Finance;Service;GM Financial;Stellantis; Citibank queries: financial;financial services;toyota; toyota financial
Customer Relationship management	7.9%	1.8%	topics: Customer;Acronym;Implementation queries: crm; business intelligence crm.sarjanaekonomi.co.id; blog.gurupendidikan.co.id;blog.ruangseni.com
Car tires	10.9%	1.7%	topics: Pressure;Tire code queries: tire;tires;tire shop
Toothpaste	6.8%	1.5%	topics: Dental Calculus;Tooth;Dentures; The New York Times crossword puzzle queries: toothpaste; open as a toothpaste tube;open as a toothpaste tube nyt; open as a toothpaste tube crossword

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

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sony PlayStation	-4.3%	1.5%	topics: PlayStation 5;Video game queries: playstation;play; ps five;playstation chat
Film	8.8%	1.4%	topics: Telugu language;Avatar;Tubi;Dassehra queries: movie; movies;dasara movie review;dasara movie;tetris movie
Streetwear	-2.8%	1.4%	topics: Clothing;Man;Balenciaga;Palm Angels; Grunge fashion queries: streetwear;atlanta streetwear market; nevstudio streetwear;h und m
GPS Navigation device	-21.5%	1.2%	topics: Global Positioning System;Garmin;Garmin d■z;l; Semi-trailer truck;Chartplotter queries: gps; garmin overlander gps;garmin gpsmap 66i;garmin gps australia
Trench coat	9.5%	1.2%	topics: Woman;Coat;adidas;Tailor; Dress shirt queries: trench coat;trench;hm;columbine shooting; gabardinas para mujer
sweater	7.2%	1.2%	topics: Sweater;Man;XXXX queries: hoodie;xxxxl hoodie for men; fred couples sweatshirt;project gap vintage hoodie; i wear my heart on my sleeve sweatshirt
Hoodie	7.2%	1.2%	topics: Sweater;Man;XXXX queries: hoodie;xxxxl hoodie for men; fred couples sweatshirt;project gap vintage hoodie; i wear my heart on my sleeve sweatshirt
Trousers	3.6%	1.2%	topics: Woman;Man;Cookman queries: pants;everlane easy pant; cookman chef pants
Boat	-6.1%	1.1%	topics: Fishing;Racing;Pontoon boat;Vimeo;Personal injury lawyer; Tacoma queries: boat;tacoma washington boat fire; fishing boat fire tacoma washington; kodiak enterprise fishing boat fire
Leggins	-7.2%	1.1%	topics: Woman;Clothing;Bell-bottoms queries: leggings; ■■ ■■■■ t ■■
Bicycle	-13.3%	1.0%	topics: Electric bicycle;Bicycle lock;BMX queries: bike;■■■■■; ege etkinlik ücretsiz bisiklet

6. Wikipedia - 2W Delta (2023-04-24, 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	8069	106.7%	77.1%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	35527	186.5%	30.6%
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	4386	248.8%	18.5%
325	Tencent	en.wikipedia.org/wiki/Tencent	4511	-7.4%	15.4%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	3117	17.3%	11.3%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	9351	18.8%	9.9%
566	Pfizer Inc	en.wikipedia.org/wiki/Pfizer	2577	-37.5%	8.9%
747	Comcast Corp	en.wikipedia.org/wiki/Comcast	4105	-0.8%	8.0%
934	News Corp	en.wikipedia.org/wiki/News_Corp	9975	10.3%	7.4%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Cortez	15443	31.6%	5.9%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	80436	-2.9%	5.6%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	4338	-4.1%	5.5%
955	Take Two Interactive	en.wikipedia.org/wiki/Zynga	35463	5.2%	5.4%
484	Diageo PLC	en.wikipedia.org/wiki/Diageo	3249	11.0%	5.3%

7. Wikipedia Pages- 2W Delta (2023-04-24, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/XXXX_Gold	63812	349%	89%
		en.wikipedia.org/wiki/Resident_Evil_4	36054	434%	77%
		en.wikipedia.org/wiki/Resident_Evil_5	16468	225%	67%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	32742	121%	38%
		en.wikipedia.org/wiki/Resident_Evil_2_(2019_video_game)	11976	194%	35%
		en.wikipedia.org/wiki/Resident_Evil_3_(2020_video_game)	10708	148%	34%
		en.wikipedia.org/wiki/Resident_Evil	47344	97%	26%
		en.wikipedia.org/wiki/Resident_Evil_Village	20856	40%	24%
110	Ford Motor Co	en.wikipedia.org/wiki/Mike_Rowe	7111	11%	23%
		en.wikipedia.org/wiki/Monster_Hunter_(film)	19550	10%	23%
934	News Corp	en.wikipedia.org/wiki/Fox_Corporation	47824	25%	22%
929	Facebook Inc	en.wikipedia.org/wiki/History_of_Facebook	14983	11%	14%
		en.wikipedia.org/wiki/Fox_News	57572	-3%	14%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	52494	14%	12%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	16799	56%	12%
161	Kering SA	en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)	16664	7%	11%
		en.wikipedia.org/wiki/Capcom	12162	22%	11%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	54688	53%	9%
		en.wikipedia.org/wiki/Polestar	20788	3%	7%
		en.wikipedia.org/wiki/TSMC	15906	4%	7%
338	Adobe Systems Inc	en.wikipedia.org/wiki/Adobe_Inc.	13404	14%	6%
484	Diageo PLC	en.wikipedia.org/wiki/Diageo	20806	14%	6%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Super_Nintendo_World	11769	130%	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 (2023-04-22, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
989	Bayerische Motoren Werke AG	My BMW	277	8.2%	8.5%
722	Public Storage	Public Storage	260	19.4%	2.0%
281	Weight Watchers International Inc	WW / WeightWatchers	293	0.8%	1.5%

10. AppStore Publishers USA - 2W Delta (2023-04-22, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Maplebear Inc		88	22.3%	2.1%
	Snap, Inc.	Snapchat	11	-2.7%	1.8%
187	Netflix Inc	Netflix	29	-7.8%	1.6%
	Discord, Inc.	Discord - Chat, Talk & Hangout	33	0.8%	1.5%

11. Online Retail Amazon - 2W Delta (2023-04-24, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
957	Capcom	301	29.2%	23.0%
78	Deckers Outdoor Corp	997	0.8%	14.6%
6	Guess? Inc	442	39.4%	11.1%
541	HP Inc	9398	23.8%	10.7%
456	Hankook Tire Co Ltd	648	25.8%	10.6%
442	Shimano Inc	649	30.6%	9.2%
528	Kraft Heinz Co	1309	78.6%	8.1%
277	Vista Outdoor Inc	1599	4.2%	8.0%
903	Seagate Technology PLC	731	-9.8%	6.9%
537	Acer Inc	959	-5.6%	6.5%
416	Beiersdorf AG	735	-6.3%	6.3%
519	Nestle SA	1647	-5.0%	5.8%
180	Midea Group Co Ltd	390	-8.9%	5.3%
215	PVH Corp	600	-32.2%	5.1%
233	Skechers USA Inc	4307	-2.9%	5.0%
132	Hasbro Inc	4164	-8.3%	4.0%
956	Square Enix	721	-1.6%	3.9%
958	Funko Inc	788	-42.1%	3.8%
179	Capri Holdings Limited	515	-7.9%	3.8%
290	Wolverine World Wide Inc	2536	3.3%	3.4%
427	Lenovo Group Ltd	1608	52.3%	3.4%

12. Online Retail Walmart - 2W Delta (2023-04-24, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	4688	5,351.2%	1,536.1%
418	Shiseido Co Ltd	563	101.1%	31.9%
94	Entertainment One Ltd	134	22.9%	29.2%
518	Chocoladefabriken Lindt & Spru	140	-30.3%	19.2%
179	Capri Holdings Limited	3177	27.2%	18.8%
161	Kering SA	495	-27.2%	17.8%
14	Adidas AG	3389	47.0%	17.2%
45	Burberry Group PLC	334	45.2%	16.6%
66	Tapestry Inc	495	-19.1%	15.1%
526	General Mills Inc	215	-30.9%	12.9%
417	Unilever PLC	211	3.9%	10.8%
184	Movado Group Inc	327	14.7%	10.0%
427	Lenovo Group Ltd	1058	19.7%	8.4%
528	Kraft Heinz Co	1297	6.5%	6.1%
127	SEB SA	1427	22.7%	5.7%
540	Logitech International SA	1192	0.0%	5.1%

13. Online Retail Bestbuy - 2W Delta (2023-04-24, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
364	Pioneer Corp	330	75.5%	14.1%
441	Bandai Namco Holdings Inc	324	40.9%	9.1%
505	Activision Blizzard Inc	336	9.8%	7.8%
959	Turtle Beach	1737	24.4%	7.3%
906	Western Digital Corp	4823	-2.9%	6.9%
122	GoPro Inc	750	72.8%	6.4%
956	Square Enix	513	-28.5%	5.6%
390	Nintendo Co Ltd	2527	11.0%	5.2%
955	Take Two Interactive	2602	27.1%	5.1%

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