

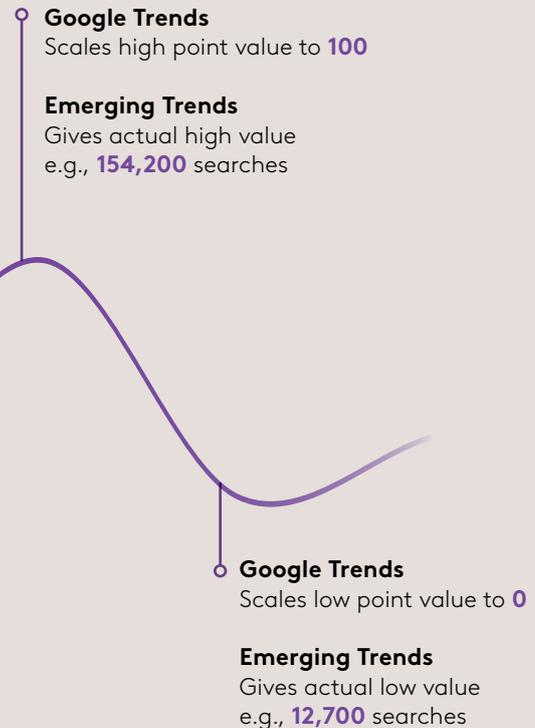
## What distinguishes Emerging Trends from Google Trends?

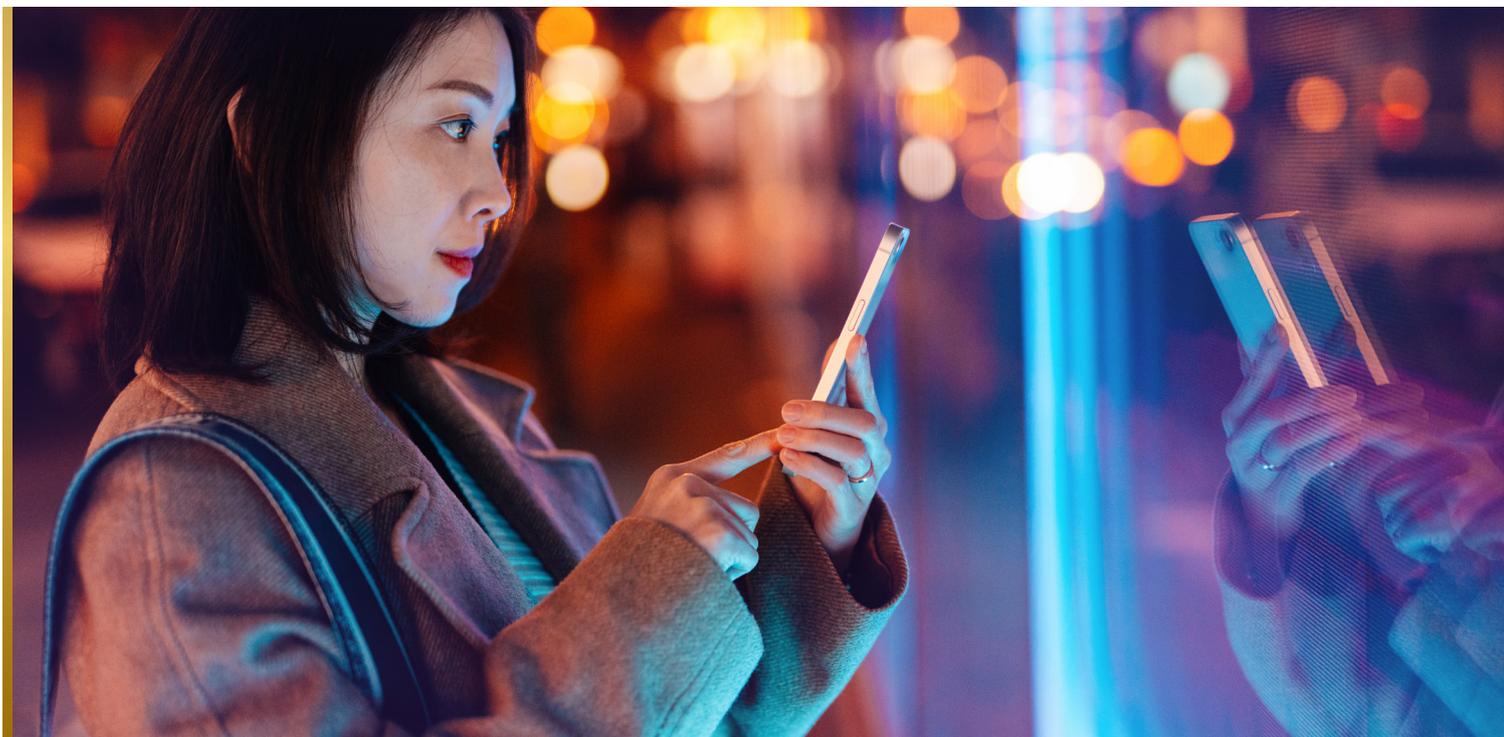
Emerging Trends **offers a more comprehensive coverage** than Google Trends. To do this manually would take a human **a year** to do an equivalent review of the data.

Keep in mind the time and cost savings with Emerging Trends—manually updating data would require repeating the entire process, whereas Emerging Trends can **refresh the data in just a few hours for a fraction of the cost.**

Emerging Trends allows you to **understand absolute values** rather than indices or relative comparisons across topics and trends.

This **allows you to understand** the size of opportunities.





### Scale

Discover the power of Emerging Trends—access **100** (or more) top topics with ease, compared to only five from Google Trends. Additionally, Emerging Trends allows you to track up to **10k queries** in one go, a significant improvement versus 25 from Google Trends.

### Comparison

Emerging Trends offers a unique advantage by allowing you to compare **multiple markets simultaneously**, providing a comprehensive understanding of regional differences in opportunities. On the other hand, Google Trends is limited to either a single market or global analysis.

### What is a topic?

A topic is part of a giant database of things, classified and managed by Google. A topic is a collective term for a group of search queries / trends; for example, the topic “Almond Milk” will contain queries to do with almond milk, like “where to buy almond milk,” “best almond milk,” “(brand name of almond milk).”

### Can we add new topics to Emerging Trends?

Only those topics already recognised by Google can be included; however, the list is quite extensive. Kantar's Dx Analytics' Centre of Excellence team can help to validate lists of desired topics and suggest alternatives or expansions on topics depending on what they find. It is recommended to check with the team before scoping projects so that they can advise whether there is sufficient coverage in your desired topic areas.

### How many topics can I include?

The default options are 100 topics for a single market / global dashboard or the following limitations for a multimarket: three markets, 120 topics; four markets, 100 topics; five markets, 80 topics. For an additional cost, topic limits can be expanded to a maximum of 400 topics in total.

### Are the three timeframes flexible?

Yes, you can select any timeframes within the last five years. The structure is designed for a short, medium, and long-term timeline, e.g., four weeks, two months, or one year. Or two months, six months, or two years. The timeframes are up to you, but you will get the best results if they are meaningfully different.

For more information please contact your local representative or visit [www.kantar.com](http://www.kantar.com)