

Product Category	Manufacturer & Product Sold Name	Search Term	Search Category	Search Semantic Tag	Search Type	Search Location
Cold Cereal	Kellogg's, Frosted Flakes	Kellogg's	All Categories, Food & Drink, Shopping	Company	Web, Image	USA, Ohio, Kentucky, Texas
		Frosted Flakes	All Categories, Food & Drink	Breakfast cereal	Web, Image, YouTube	USA
	General Mills, Honey Nut Cheerios	General Mills	All Categories, Food & Drink, Shopping	Food Company	Web, Image	USA, Ohio, Kentucky, Texas
		Honey Nut Cheerios	All categories, Food & Drink, Shopping	Breakfast cereal	Web, Image	USA
		Cheerios cereal	All categories, Food & Drink	—	Web	USA
		Cheerios coupons	All categories, Shopping	—	Web	USA
		Cereal coupons	All categories, Shopping	—	Web	USA
		Special K	All categories	Breakfast cereal	Web	USA
		Breakfast cereal	All categories	—	Web	USA
		Cold cereal	All categories	—	Web	USA
		Quaker cereal	All categories	—	Web	USA
		Cinnamon Toast Crunch	All categories, Food & Drink	Breakfast Cereal	Web	USA
		Kellogg's Froot Loops	All categories	Breakfast cereal	Web	USA
		Corn flakes	All categories, Food & Drink	Breakfast cereal	Web	USA
		Life cereal	All categories, Food & Drink	—	Web	USA
		Kashi	All categories, Food & Drink	Food company	Web	USA
		Cereal nutrition	Food & Drink	—	Web	USA
		Low-carbohydrate diet	Food & Drink	Topic	Web	USA Ohio Kentucky Texas
		Healthy cereal	All categories, Food & Drink	—	Web	USA

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Bag Snacks	Private Label, Mini Twist Pretzels	Pretzels	All categories, Food & Drink, Shopping	—	Web	USA Ohio Kentucky Texas
		Pretzel	Food & Drink, Shopping	Topic	Web	USA
		Snyder's of Hanover	All categories, Food & Drink	Company	Web	USA
		Rold Gold	All categories	Topic	Web	USA
		Frito-Lay	All categories, Food & Drink, Shopping	Food Company	Web	USA
		PepsiCo	All categories, Food & Drink, Shopping	Food Company	Web	USA Ohio Kentucky Texas
		Utz Quality Foods	All categories, Food & Drinks	Company	Web	USA
		Nestle	All categories, Food & Drinks, Shopping	Food Company	Web	USA Ohio Kentucky Texas
		Herrs	Food & Drink	—	Web	USA
		Philly Pretzel Factory	All categories	Topic	Web	USA
		chocolate pretzel	All categories	—	Web	USA
		Best pretzels	Food & Drinks	—	Web	USA
		Snack	Shopping	Food	Web	USA
		SuperPretzel	All categories	Topic	Web	USA
		Pretzel Nutrition	All categories	—	Web	USA
		Pretzel coupons	All categories	—	Web	USA
Frozen Pizza	TombStone, DiGiorno Pepperoni Pizza	DiGiorno Pizza	All categories, Food & Drinks, Shopping	—	Web	USA
		DiGiorno	All categories, Food & Drinks, Shopping	Topic	Web	USA
		Digiorno pizza coupons	All categories, Shopping	—	Web	USA
		Tombstone pizza	All categories, Shopping	—	Web	USA
		Totinos pizza	All categories	—	Web	USA
		Tonys pizza	All categories, Food & Drinks	—	Web	USA
		Red Baron pizza	All categories, Food & Drinks	—	Web	USA
		Frozen pizza	All categories, Food & Drinks	—	Web	USA
		Pepperoni pizza	All categories, Food & Drinks	—	Web	USA

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Common Google Trends series used in forecasting the sales of products sold across categories and manufacturers.		Coupons.com	All categories, Shopping	—	Web	USA Ohio Kentucky Texas
		printable coupons for groceries	All categories	—	Web	USA
		Nutrition	All categories	Topic	Web	USA
		Gluten-free diet	All categories	Topic	Web	USA
		Gluten	Shopping	Food	Web	USA
		Kroger	All categories, Food & Drinks, Grocery & Food Retailers, Shopping	Retail company	Web	USA Ohio Kentucky Texas
		Kroger coupons	Shopping	—	Web	USA
		Kroger weekly ad	All categories, Shopping	—	Web	USA Ohio Kentucky Texas
		Kroger ad	Shopping	—	Web	USA
		Walmart	Grocery & Food Retailers, Shopping	Retail Company	Web	USA
		Walmart Grocery Pickup	All categories	Topic	Web	USA
		Walmart coupons	All categories, Food & Drinks, Grocery & Food Retailers, Shopping	—	Web	USA Ohio Kentucky Texas
		Amazon Fresh	All categories, Shopping	—	Web	USA
		Costco	Grocery & Food Retailers, Shopping	Retail Company	Web	USA Ohio Kentucky Texas
		Target Corporation	Grocery & Food Retailers	Retail Company	Web	USA
		Online grocery	Shopping	—	Web	USA
		Holiday shopping	All categories	—	Web	USA