| 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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| Product Category | Manufacturer & Product Sold Name | Search Term | Search Category | Search Semantic Tag | Search Type | Search Location |
| 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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| Product Category | Manufacturer & Product Sold Name | Search Term | Search Category | Search Semantic Tag | Search Type | Search Location |
| 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 |