



Googling Food Trends

Based on Google Search, Google Trends (<https://trends.google.com/trends/>) shows how often a particular search term is entered relative to the total search volume across various regions of the world. Below are Google Trends charts of six food-related search terms.

The numbers in the y-axis represent search interest relative to the highest point on the chart for the given region (in this case global) and time (from Jan. 1, 2015 to Dec. 18, 2017). A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular.

