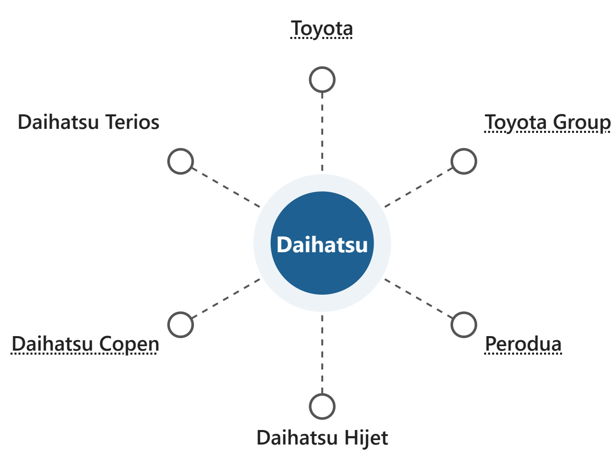
Brand Discovery Index — July 2026

- **630 names tracked monthly:** 539 consumer brands, 49 public figures (creators, athletes, executives), and 42 digital & AI platforms
- **8 years of monthly history**, refreshed within 24 hours of each monthly cycle
- **International editions:** 361 brands across 6 European markets (Germany, France, Spain, Italy, Poland, Portugal; since 2017) and 183 brands in China (since 2018)
- **Bespoke coverage:** custom name universes and markets built on request

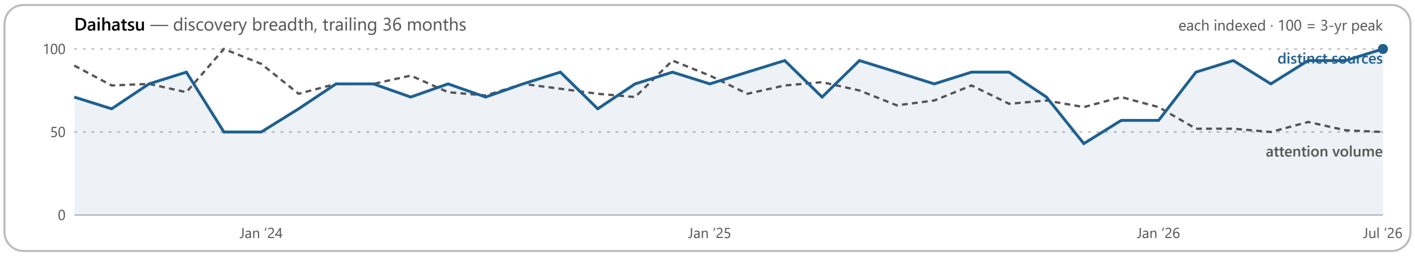
How to Read This — Spotlight

What the index measures: how broadly a brand is being discovered. A breakout means attention arriving from many distinct sources at once, not just a bigger crowd from one.

This month's clearest live example is the sheet's strongest new breakout, Daihatsu: its attention network, mapped. Solid spokes are new or surging sources; dashed hollow spokes are the established base, labeled with who they are to the brand.



Daihatsu posts a Composite Z of +2.76 this month, its 7th straight month of broadening discovery and its first breakout flag of this cycle. The move is a broad step-up across its established sources rather than any single new one. The fresh breadth arrives against a decayed base — a step-change in how widely the brand is being discovered, whichever way the underlying story cuts. Its closest co-moving peer is Toshiba (attention co-movement 0.45 across 9+ years of shared history), worth watching in tandem.



The connections, stated:

- **Toyota** — Daihatsu is one of four brands under which Toyota Motor Corporation produces vehicles.
- **Toyota Group** — Daihatsu accounts for four percent of Toyota Group's total vehicle sales. *(in this month's news together)*
- **Perodua** — Daihatsu held a stake in Perodua and supplied component designs for its cars.
- **Daihatsu Copen** — Daihatsu built the car known as the Daihatsu Copen.

The Lifecycle chip marks where the brand sits in its overall attention arc:

	Term	Meaning
Lifecycle	discovery	Rising from a low base.
	mainstreaming	Climbing toward its peak.
	saturation	Near peak — little headroom left.
	dormant	Low and flat — off the radar.
	decay	Declining from a prior peak.

Lifecycle is the slower, structural read: it's set from each brand's year-over-year attention trend and its level versus its own all-time peak, and only changes once a new stage holds for two straight months, so it won't flip on a single noisy month. The two also read different axes: Lifecycle reflects a brand's overall attention footprint (its size), while Composite Z reflects its breadth (how many distinct sources), which is why the two can disagree.

Where attention is broadening

New breakouts this month (first flag of this cycle): **Daihatsu**, **Tissot**, **Billie Eilish**, **Doritos**. The rest are carryover flags, still elevated from earlier months.

Composite Z is each brand's attention-breadth momentum versus its own history: how much more, or less, broadly it's being discovered this month. Bar length scales with the magnitude (green rising, red fading).

Brands whose attention is broadening fastest this month, each measured against its own history. A strong monthly signal can sit alongside a decay lifecycle: recent momentum versus long-run level, a step-change in how widely the name is being discovered — in either direction.

Brand	Ticker	Sector	Lifecycle	Composite Z	Trend (12 mo)
Guess	GES	Accessories	mainstreaming	+3.45	—
Daihatsu	TM	Autos	decay	+2.76	
Journeys	GCO	Footwear	discovery	+2.69	—
DuckDuckGo	—	AI & Software	discovery	+2.64	
Twitch	AMZN	Gaming	mainstreaming	+2.58	
Wrigley Company	—	Food & Beverage	decay	+2.53	
Jeep	STLA	Autos	decay	+2.27	
Samsung	SSU.VI	Consumer Tech	saturation	+2.20	
Tissot	UHR.SW	Accessories	dormant	+2.16	
Richard Mille	—	Luxury	mainstreaming	+2.08	
Billie Eilish	—	Creators & Celebrities	saturation	+1.95	
Doritos	PEP	Food & Beverage	decay	+1.94	

Where attention is narrowing

Lowest composite-Z brands, the fade side of the index. Bar length scales with the magnitude of the decline.

Brand	Ticker	Sector	Lifecycle	Composite Z	Trend (12 mo)
Google Search	GOOG	AI & Software	discovery	-4.52	
Clean & Clear	KVUE	Beauty & Personal Care	decay	-4.52	
Nothing	—	Consumer Tech	decay	-3.42	
Mountain Dew	PEP	Food & Beverage	decay	-3.09	
BeReal	—	Digital & Media	decay	-2.98	
Supreme	VFC	Apparel	decay	-2.94	
Morphe	—	Beauty & Personal Care	decay	-2.90	—
Hoka	DECK	Footwear	decay	-2.88	
Panda Express	—	Food & Beverage	decay	-2.79	
Hailey Bieber	—	Creators & Celebrities	decay	-2.77	
Zendaya	—	Creators & Celebrities	discovery	-2.69	
Atomic Monster	—	Other	discovery	-2.65	

Top 5 Brands by Category

The five strongest breadth-momentum names in each sector. Trend (Z) is the same Composite Z as the tables above, ranked within sector; Attention Δ is the month's change in the brand's overall attention level: momentum in breadth versus momentum in size, and the two can disagree.

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
Apparel	1	**Vuori**	—	discovery	+1.39	+0.99
	2	**Under Armour**	UA	decay	+1.23	+0.12
	3	**Patagonia**	—	mainstreaming	+1.18	+0.32
	4	**Tommy Hilfiger**	PVH	decay	+1.07	-0.01
	5	**Carhartt**	—	mainstreaming	+0.82	+0.08
Footwear	1	**Journeys**	GCO	discovery	+2.69	+0.66
	2	**Brooks**	BRK-B	decay	+1.24	-0.16
	3	**Hey Dude**	CROX	mainstreaming	+1.19	+0.24
	4	**Clarks**	—	decay	+0.85	+0.01
	5	**UGG**	DECK	decay	+0.66	-0.30
Luxury	1	**Richard Mille**	—	mainstreaming	+2.11	+0.47
	2	**Burberry**	BRBY.L	decay	+1.26	-0.17
	3	**Rolex**	—	mainstreaming	+1.08	+0.07
	4	**LVMH**	MC	decay	+1.08	-0.38
	5	**Dior**	CDI.PA	decay	+0.98	-0.21
Accessories	1	**Guess**	GES	mainstreaming	+3.45	+0.17
	2	**Tissot**	UHR.SW	dormant	+2.15	+0.03
	3	**Owala**	—	dormant	+0.72	+0.00
	4	**Fossil**	FOSL	decay	+0.66	-0.09
	5	**Casio**	6952.T	mainstreaming	+0.47	+0.60
Beauty & Personal Care	1	**Moroccan Oil**	—	decay	+0.88	-0.03
	2	**Olaplex**	OLPX	discovery	+0.79	+1.98
	3	**CeraVe**	OR.PA	—	+0.71	—
	4	**Gillette**	PG	mainstreaming	+0.62	+0.26

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
	5	**NARS**	4911.T	discovery	+0.48	-0.30
Food & Beverage	1	**Wrigley Company**	—	decay	+2.53	-0.17
	2	**Doritos**	PEP	decay	+1.94	-0.11
	3	**Pepsi**	PEP	decay	+1.88	-0.12
	4	**Shake Shack**	SHAK	discovery	+1.38	+0.50
	5	**Pepsi Zero Sugar**	—	discovery	+1.35	+0.89
Retail	1	**Labubu**	PMRTY	discovery	+1.54	—
	2	**Funko**	FNKO	decay	+1.52	-0.39
	3	**Erewhon**	—	discovery	+1.38	+1.35
	4	**The Trump Organization**	—	decay	+1.35	-0.55
	5	**Costco**	COST	decay	+0.81	-0.17
E-commerce & Marketplaces	1	**Etsy**	ETSY	decay	+1.51	—
	2	**Depop**	ETSY	mainstreaming	+1.43	+0.63
	3	**StockX**	—	decay	+1.29	-0.31
	4	**Temu**	PDD	decay	+0.80	—
	5	**Amazon**	AMZN	decay	+0.67	-0.45
Gaming	1	**Twitch**	AMZN	mainstreaming	+2.58	—
	2	**A Song of Ice and Fire**	—	saturation	+1.80	+0.42
	3	**Sega**	6460.T	decay	+1.17	-0.07
	4	**Minecraft**	MSFT	decay	+1.16	—
	5	**Touhou Project**	—	mainstreaming	+1.08	+0.20

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
Digital & Media	1	**Snapchat**	SNAP	mainstreaming	+0.91	—
	2	**Threads**	META	decay	+0.69	—
	3	**Apple TV+**	AAPL	mainstreaming	+0.52	—
	4	**Instagram**	META	saturation	+0.52	—
	5	**X Corp**	SPCX	saturation	+0.49	-0.04
Consumer Tech	1	**Samsung**	SSU.VI	saturation	+2.20	-0.10
	2	**Xiaomi**	XIACY	decay	+1.93	-0.32
	3	**Roku**	ROKU	mainstreaming	+1.85	+0.65
	4	**Google Chrome**	—	mainstreaming	+1.82	—
	5	**Qualcomm**	QCOM	saturation	+1.74	-0.11
AI & Software	1	**DuckDuckGo**	—	discovery	+2.73	—
	2	**ElevenLabs**	—	discovery	+1.70	—
	3	**OpenAI**	—	saturation	+1.43	—
	4	**Hugging Face**	—	dormant	+1.21	—
	5	**xAI**	SPCX	mainstreaming	+1.15	—
Autos	1	**Daihatsu**	TM	decay	+2.71	-0.28
	2	**Jeep**	STLA	decay	+2.25	-0.23
	3	**Tesla**	TSLA	decay	+1.32	+0.02
	4	**Lexus**	TM	decay	+1.20	-0.15
	5	**Pontiac**	GM	decay	+1.06	-0.02
Fintech	1	**Nasdaq Stockholm**	NDAQ	mainstreaming	+1.84	+0.55
	2	**Chime**	CHYM	decay	+1.73	-0.05
	3	**Kraken**	—	dormant	+1.67	+0.25

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
	4	**Coinbase**	COIN	decay	+1.23	-0.59
	5	**Plaid**	—	decay	+1.01	-0.16
Travel	1	**Mar-a-Lago**	—	saturation	+1.31	-0.33
	2	**Waldorf Astoria New York**	—	decay	+1.02	-0.31
	3	**Virgin Atlantic**	—	decay	+0.84	-0.52
	4	**Hainan Airlines**	600221.SS	decay	+0.78	-0.24
	5	**Hard Rock Cafe**	—	decay	+0.38	-0.35
Mobility & Delivery	1	**DoorDash**	DASH	dormant	+0.35	+0.08
	2	**Grubhub**	—	decay	-0.08	-0.20
	3	**Uber**	UBER	decay	-0.35	-0.14
	4	**Instacart**	CART	mainstreaming	-0.52	+0.76
	5	**Bird**	—	decay	-0.68	-0.35
Health & Wellness	1	**Mounjaro**	LLY	dormant	+1.14	—
	2	**Hims & Hers**	HIMS	dormant	+0.63	-0.12
	3	**Eli Lilly**	LLY	mainstreaming	+0.59	+0.22
	4	**Peloton**	PTON	dormant	+0.58	-0.11
	5	**Ozempic**	NVO	decay	+0.57	—
Aerospace & Defense	1	**Anduril**	—	mainstreaming	+0.98	+0.05
	2	**Shield AI**	—	discovery	+0.83	+0.55
	3	**Helsing**	—	discovery	+0.79	-0.25
	4	**Stoke Space**	—	mainstreaming	+0.24	+0.06

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
	5	**Relativity Space**	—	mainstreaming	-0.26	+0.04
Creators & Celebrities	1	**Billie Eilish**	—	saturation	+1.95	—
	2	**Jensen Huang**	—	mainstreaming	+1.37	—
	3	**Beyoncé**	—	decay	+0.93	—
	4	**Drake**	—	mainstreaming	+0.83	—
	5	**Lionel Messi**	—	discovery	+0.74	—

Brands That Move Together

Some names' attention moves in lockstep: they tend to move in the same month, though which one leads is for your own testing. These are the strongest attention co-movement pairs over five-plus years of shared monthly history where at least one side appears on this sheet. Direct flow shows how much attention actually travels directly between the two names in the last three months. A dash means no meaningful direct flow; the co-movement then reflects a shared audience rather than a direct link. This month shows which side of each pair is broadening right now.

Pair	Co-movement	Direct flow	This month
Jensen Huang ↔ Nvidia	0.86	strong	Jensen Huang leading
Elon Musk ↔ Tesla	0.73	strong	both broadening
Google Chrome ↔ Guinness	0.70	—	Google Chrome leading
Amazon ↔ Audible	0.68	moderate	Amazon leading
OpenAI ↔ Sam Altman	0.66	strong	OpenAI leading
PayPal ↔ Tesla	0.65	moderate	Tesla leading
Audemars Piguet ↔ Hoka	0.65	—	Audemars Piguet leading
SpaceX ↔ Tesla	0.64	strong	both broadening

Unexpected Connections

These names move together and have no business doing so. Every row clears three tests: their attention shocks track each other across five-plus years of shared monthly history, no attention travels directly between the two names, and they sit in different categories with no shared sector, corporate parent, or ownership group. What is left is co-movement with nothing visible to explain it — the same audience arriving at two unrelated names in the same month, before anything ties them together in public.

Holds up is the honesty check, and it is why this table is short. We remove each pair's two most influential months — the two contributing most to the co-movement — and recompute it from scratch. A pair carried by one or two coincidences collapses here and is cut; the pairs shown keep most of their co-movement even without their two best months. Pairs involving a public figure are excluded entirely, because a person and a company can be connected in ways this test cannot see.

Pair	Categories	Co-movement	Holds up	This month
A24 ↔ Discord	Entertainment, Social Media	0.85	0.74	Discord leading
Gymshark ↔ Neiman Marcus	Athletic Apparel, Retail	0.77	0.44	Neiman Marcus leading
Google Chrome ↔ Guinness	Tech, Food & Beverage	0.70	0.49	Google Chrome leading
eBay ↔ Steam	Shopping Website, Gaming	0.70	0.45	mixed / flat
Grammarly ↔ Pinterest	Software, Social Media	0.66	0.50	both narrowing
Databricks ↔ Ozempic	AI, Pharma	0.62	0.52	Ozempic leading
Quora ↔ SoundCloud	Social Media, Music Streaming	0.61	0.41	mixed / flat
BMW ↔ Proactiv	Autos, Skincare	0.61	0.49	both narrowing
DoorDash ↔ Sony Pictures Motion Picture Group	Delivery, Media	0.61	0.52	DoorDash leading
MAC ↔ Vineyard Vines	Cosmetics, Apparel	0.60	0.45	both narrowing
Canva ↔ Revolut	Software, Fintech	0.58	0.52	both narrowing
Geely ↔ Siemens Mobility	Autos, Industrials	0.55	0.48	both broadening

Request a sample. A full back-data sample (the complete index and brand taxonomy, with history through last quarter) is available under NDA: enough depth to backtest, delivered as a flat file, REST API, or Snowflake share. Get in touch: travis@assetflow.ai.

Coverage: 630 names (539 consumer brands, 49 public figures, 42 digital & AI platforms), monthly, with roughly 8 years of history. Separate European and China editions available. Composite Z is each name's discovery-breadth momentum, standardized against its own history (with an attention-focus filter). Underlying data and methodology are proprietary to AssetFlow.ai LLC. This report is an independent publication of AssetFlow.ai LLC; its consumer-brand signal is benchmarked against publicly released results of Piper Sandler's *Taking Stock With Teens®* survey. AssetFlow.ai LLC is not affiliated with, sponsored by, endorsed by, or licensed by Piper Sandler & Co. or any of its affiliates; references to the survey are solely for benchmarking and identification purposes. Not investment advice.