AssetFlow.ai

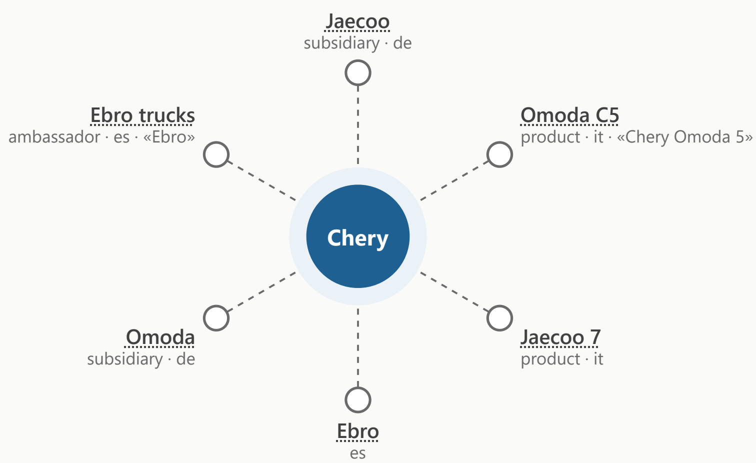
European Brand Discovery Index — July 2026

A monthly read on which consumer brands are breaking out across Europe as a whole: one signal per brand, pooled across Germany, France, Spain, Italy, Poland, and Portugal.

How to Read This — Spotlight: Chery

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 Europe's strongest riser, Chery: its attention network, mapped. Solid spokes are new or surging sources; dashed hollow spokes are the established base. Source names are shown in English, tagged with the market code, with the local title as audiences there see it.



The connections, stated:

- **Jaecoo** — Jaecoo is a brand launched in 2023 by the Chinese automaker Chery Automobile to market SUVs outside China.
- **Omoda C5** — The Omoda C5 is an automobile produced by Chery Automobile.
- **Jaecoo 7** — The Jaecoo 7 is a compact SUV produced by the Chinese automaker Chery under its Jaecoo brand.
- **Ebro** — Ebro manufactures vehicles based on Chery models, such as the S400 from the Tiggo 5X.
- **Omoda** — Omoda is a brand of the Chinese vehicle manufacturer Chery Automobile.
- **Ebro trucks** — Ebro and Chery collaborate to assemble vehicles.

Chery posts a pan-European Composite Z of +1.78 this month. The move is a broad step-up across its established European sources rather than any single new one. It is already climbing toward its European attention peak.

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).

The Lifecycle chip marks where the brand sits in its overall European attention arc, measured relative to the whole panel so a market-wide drift doesn't read as brand decline; a new stage must hold for two straight months:

Lifecycle	Meaning
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.

Where attention is broadening — Europe-wide

Top brands by pan-European attention signal this month (July 2026), pooled across all six markets.

Brand	Ticker	Sector	Lifecycle	Composite Z
DuckDuckGo	—	Software	discovery	+2.73
Nothing	—	Tech	dormant	+2.09
Chery	—	Autos	mainstreaming	+1.78
Blue Origin	—	Industrials	mainstreaming	+1.49
General Motors	GM	Autos	saturation	+1.49
SpaceX	SPCX	Tech	decay	+1.45
Valve	—	Gaming	mainstreaming	+1.35
Adidas	ADDYY	Footwear	saturation	+1.29
Ben & Jerry's	UL	Industrials	decay	+1.24
Puma	PUM.DE	Footwear	saturation	+1.13
Sony Pictures Motion Picture Group	SONY	Media	dormant	+0.87
Netflix	NFLX	Digital	saturation	+0.82
The Vanguard Group	—	Fintech	mainstreaming	+0.82
Google DeepMind	GOOG	AI	mainstreaming	+0.81
Mar-a-Lago	—	Travel	discovery	+0.65

Where attention is narrowing — Europe-wide

Brands decelerating fastest vs their own continental history this month.

Brand	Ticker	Sector	Lifecycle	Composite Z
Pepco	—	Retail	dormant	-4.01
Yves Saint Laurent	—	Luxury	saturation	-3.54
BMW	BMWYY	Autos	saturation	-3.31
Electronic Arts	EA	Gaming	decay	-3.19
Rolex	—	Luxury	dormant	-3.01
De Beers	AAL.L	Luxury	dormant	-2.96
Colt's Manufacturing Company	COLT.PR	Industrials	dormant	-2.93
Four Seasons Hotels and Resorts	4280	Travel	decay	-2.78
R. J. Reynolds Tobacco Company	—	Other	mainstreaming	-2.76
Delta Air Lines	DAL	Travel	saturation	-2.74

Brands That Move Together

Some names' European 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 across the pooled six-market history where at least one side appears on this sheet. Direct flow shows how much attention 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 is broadening right now.

Pair	Co-movement	Direct flow	This month
Adidas ↔ Puma	0.87	strong	both broadening
PayPal ↔ SpaceX	0.85	—	SpaceX leading
SpaceX ↔ Tesla	0.82	moderate	SpaceX leading
Steam ↔ Valve	0.74	strong	Valve leading
Chevrolet ↔ General Motors	0.72	strong	General Motors leading
Nike ↔ Puma	0.71	strong	Puma leading
Adidas ↔ Nike	0.71	strong	Adidas leading
Cadillac ↔ General Motors	0.69	strong	General Motors leading

Request a sample. A continental back-data sample is available under NDA: flat file, REST API, or Snowflake share. → travis@assetflow.ai

---