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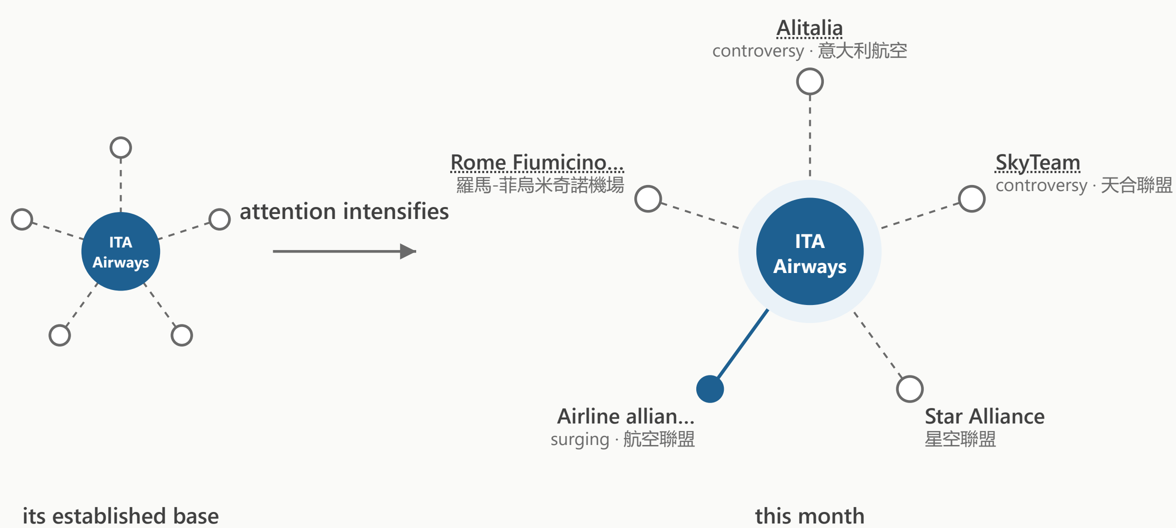
Greater China Brand Discovery Index — July 2026

A monthly read on which consumer brands are breaking out with the Greater-China & overseas-Chinese audience (Taiwan, Hong Kong, and the global Chinese-speaking diaspora), scored from a proprietary attention panel.

How to Read This — Spotlight: ITA Airways

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.

ITA Airways is the strongest riser on this sheet. On the left, its established sources with this audience; on the right, its attention network as it stands this month. Solid spokes are new or surging sources; dashed hollow spokes are the established base. Source names are shown in English, with the original title as this audience writes it.



The connections, stated:

- **Alitalia** — ITA Airways plans to take over most assets from the former Italian national airline, Alitalia.
- **SkyTeam** — ITA Airways joined SkyTeam in 2021 and will exit the alliance in 2025 due to a merger.
- **Rome Fiumicino Airport** — Rome Fiumicino Airport serves as a hub for ITA Airways.

ITA Airways posts a Composite Z of +1.59 with the Greater-China audience this month. The new breadth is coming from Airline alliance (航空聯盟), a new or surging addition to its attention network this month. It is already climbing toward its attention peak with this audience. No single peer stands out with this audience: Hainan Airlines, Virgin Atlantic, and Cathay Pacific co-move with it at 0.42–0.48 across 3+ years of shared history, which points to a shared audience.

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 attention arc with this audience, measured relative to the whole panel so an audience-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.

This index deliberately reads the overseas-Chinese and Greater-China audience (Taiwan, Hong Kong, and the worldwide Chinese-speaking diaspora), not the mainland. Some purely-mainland brands are under-represented here.

Where overseas-Chinese attention is broadening

Brands rising fastest vs their own history with the Greater-China & diaspora audience (July 2026). Asia-origin brands highlighted.

Brand	Ticker	Sector	Lifecycle	Composite Z
ITA Airways	LHA.DE	Travel	mainstreaming	+1.59
Mario	—	Gaming	discovery	+1.45
New Balance	—	Footwear	dormant	+1.38
Marvel Cinematic Universe	DIS	Media	decay	+0.97
Adidas	ADDYY	Footwear	mainstreaming	+0.96
A Song of Ice and Fire	—	Gaming	mainstreaming	+0.95
A24	—	Entertainment	discovery	+0.91
James Bond	—	Gaming	mainstreaming	+0.69
Buick	GM	Autos	dormant	+0.53
Anta	—	Footwear	discovery	+0.52
X Corp	SPCX	Digital Platforms	decay	+0.45
Cunard Line	CCL	Travel	saturation	+0.40
City Football Group	—	Other	mainstreaming	+0.40
SpaceX	SPCX	Tech	discovery	+0.36
Hainan Airlines	600221.SS	Travel	saturation	+0.33

Where overseas-Chinese attention is narrowing

Brands decelerating fastest vs their own history with this audience.

Brand	Ticker	Sector	Lifecycle	Composite Z
Salomon	—	Footwear	decay	-2.56
Silent Hill	—	Gaming	decay	-2.11
Guinness	—	Food & Beverage	dormant	-2.01
Apple	AAPL	Tech	mainstreaming	-1.90
Arc'teryx	—	Apparel	decay	-1.80
Tesla	TSLA	Autos	mainstreaming	-1.72
Xiaomi	XIACY	Tech	decay	-1.71
Riot Games	TCEHY	Gaming	saturation	-1.64
Microsoft	MSFT	Tech	decay	-1.61
AMD	AMD	Tech	mainstreaming	-1.54
Ro	—	Health	decay	-1.48
Meta Platforms	META	Tech	mainstreaming	-1.44

The home-grown names

The panel’s Asia-origin names, ranked the same way: how the Chinese-speaking audience reads its own brands.

Brand	Ticker	Sector	Lifecycle	Composite Z
Anta	—	Footwear	discovery	+0.52
Cathay Pacific	—	Travel	saturation	-0.09
Li-Ning	—	Footwear	mainstreaming	-0.11
Muji	—	Apparel	dormant	-0.13
Uniqlo	—	Apparel	dormant	-0.13
Nintendo	NTDOY	Tech	mainstreaming	-0.19
OnePlus	—	Tech	dormant	-0.26
Huawei	—	Tech	saturation	-0.32
Taobao	—	Retail	dormant	-0.48
Nongfu Spring	—	Food & Beverage	dormant	-0.50
Nothing	—	Tech	decay	-0.67
BYD	BYDDY	Autos	decay	-0.70
Don Quijote	—	Retail	dormant	-0.70
Shopee	—	Retail	decay	-0.77
Sony	SONY	Tech	mainstreaming	-0.98
Toyota	TM	Autos	decay	-1.00
PlayStation	SONY	Gaming	decay	-1.03
DJI	—	Tech	decay	-1.04
Genshin Impact	—	Gaming	saturation	-1.33
Xiaomi	XIACY	Tech	decay	-1.71

Brands That Move Together

Some names’ attention with this audience 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 the panel’s multi-year 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
Arc'teryx ↔ Salomon	0.77	moderate	both narrowing
H&M ↔ Zara	0.69	moderate	mixed / flat
Ford ↔ General Motors	0.66	strong	both narrowing
KFC ↔ McDonald's	0.65	strong	both narrowing
Adidas ↔ Nike	0.65	strong	Adidas leading
DC Comics ↔ Warner Bros.	0.64	moderate	mixed / flat
Daihatsu ↔ Lexus	0.63	—	mixed / flat
China Eastern Airlines ↔ Southwest Airlines	0.63	—	mixed / flat

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

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Coverage: 183 brands, monthly, multi-year history. **Audience note:** this index deliberately reads the *overseas-Chinese and Greater-China* audience (Taiwan, Hong Kong, and the worldwide Chinese-speaking diaspora): a *diaspora* attention read, not a mainland one. That is also why some purely-mainland brands are under-represented here. This is descriptive *attention coverage*; it is not benchmarked to a Chinese consumer survey.