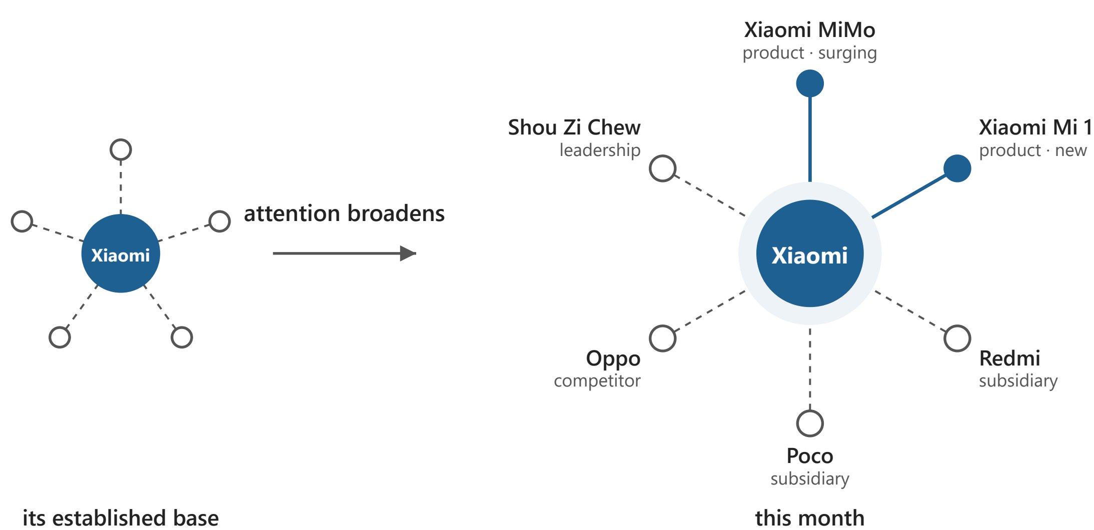
Brand Discovery Index — June 2026

- **359 names tracked monthly:** 268 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:** 175 brands across 6 European markets (Germany, France, Spain, Italy, Poland, Portugal; since 2017) and 80 brands in China (since 2018)
- **Bespoke coverage:** custom name universes and markets built on request

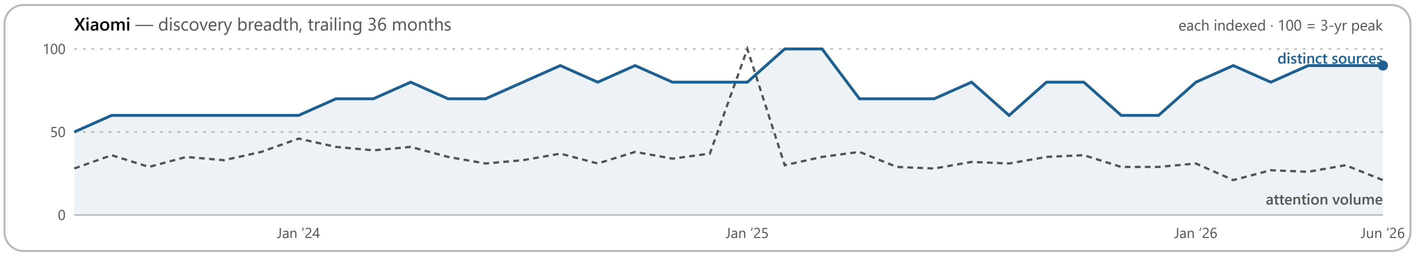
How to Read This — Spotlight

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.

Xiaomi is the sheet's strongest new breakout. On the left, its established sources; 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, labeled with who they are to the brand.



Xiaomi posts a Composite Z of +1.96 this month, its 6th straight month of broadening discovery and its first breakout flag of this cycle. The new breadth is coming from Xiaomi MiMo (product), Xiaomi Mi 1 (product), both new or surging additions to its attention network this month, on top of its established base. 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 comoving peer is OnePlus (attention co-movement 0.57 across 9+ years of shared history), worth watching in tandem.

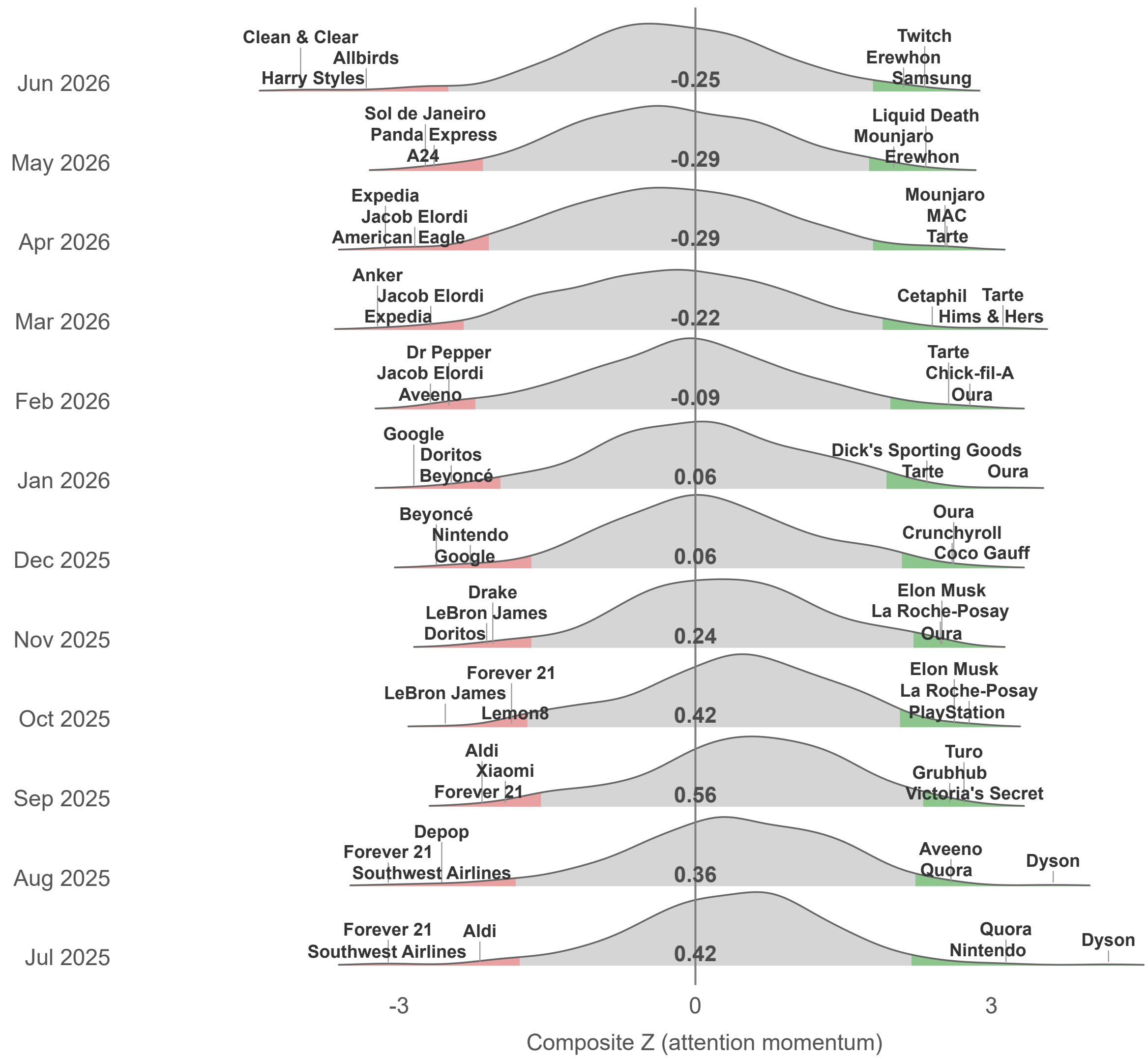


The Lifecycle chip marks where the brand sits in its overall attention arc:

	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.

Top movers of the past 12 months



Green shading marks names above that month’s 97.5th percentile (breaking out); red marks the bottom 2.5% (fading). The names labeled on each tail are that month’s extremes — on screen, hover a name for what was behind the move: its new and surging contributors (or the ones that went quiet) and what the month’s press coverage centered on. Weight left of zero marks a month when attention narrowed across the board.

Where attention is broadening

New breakouts this month (first flag of this cycle): **Xiaomi**, **Jeep**, **Under Armour**, **Burberry**, **Vuori**, **Drake**. 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)
Samsung	SSU.VI	Consumer Tech	decay	+2.40	
Twitch	AMZN	Gaming	saturation	+2.32	
Erewhon	—	Retail	discovery	+2.11	
Qualcomm	QCOM	Consumer Tech	decay	+2.07	
Richard Mille	—	Luxury	mainstreaming	+2.05	—
Xiaomi	—	Consumer Tech	decay	+1.96	
Jeep	—	Autos	decay	+1.93	
Under Armour	UA	Apparel	decay	+1.89	
Burberry	BRBY.L	Luxury	decay	+1.85	
Vuori	—	Apparel	discovery	+1.79	
Drake	—	Creators & Celebrities	decay	+1.73	
Tissot	—	Accessories	dormant	+1.69	—

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)
Clean & Clear	—	Beauty & Personal Care	decay	-4.00	—
Harry Styles	—	Creators & Celebrities	discovery	-3.87	—
Allbirds	BIRD	Footwear	discovery	-3.33	
Nothing	—	Consumer Tech	decay	-2.93	
BeReal	—	Digital & Media	decay	-2.87	
Sol de Janeiro	—	Beauty & Personal Care	decay	-2.71	
Chanel	—	Luxury	decay	-2.70	
A24	—	Digital & Media	saturation	-2.65	
Supreme	VFC	Apparel	decay	-2.60	—
Zendaya	—	Creators & Celebrities	discovery	-2.50	
Panda Express	—	Food & Beverage	decay	-2.48	
Revlon	REV	Beauty & Personal Care	decay	-2.06	—

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	**Under Armour**	UA	decay	+2.00	+0.27
	2	**Vuori**	—	discovery	+1.79	+1.13
	3	**Champion**	—	decay	+0.81	-0.52
	4	**Aritzia**	ATZ.TO	decay	+0.80	-0.47
	5	**Carhartt**	—	dormant	+0.47	+0.16
Footwear	1	**Hey Dude**	—	mainstreaming	+0.98	+0.30
	2	**Brooks**	BRK-B	decay	+0.71	-0.41
	3	**Clarks**	—	mainstreaming	+0.70	-0.52
	4	**Dr. Martens**	DOCS.L	decay	+0.59	-0.08
	5	**Steve Madden**	SHOO	decay	+0.56	-0.49
Luxury	1	**Richard Mille**	—	mainstreaming	+2.02	+0.62
	2	**Burberry**	BRBY.L	decay	+1.82	-0.20
	3	**Prada**	1913.HK	decay	+0.61	-0.12
	4	**Rolex**	—	decay	+0.58	+0.24
	5	**Louis Vuitton**	MC.PA	decay	+0.30	-0.41
Accessories	1	**Tissot**	—	dormant	+1.71	+0.21
	2	**Owala**	—	decay	+0.85	+0.00
	3	**Fossil**	FOSL	decay	+0.63	-0.07
	4	**Casio**	—	decay	+0.24	+0.51
	5	**Michael Kors**	CPRI	decay	+0.08	-0.38
Beauty & Personal Care	1	**MAC**	EL	decay	+1.09	-0.37
	2	**Moroccan Oil**	—	decay	+0.91	-0.32
	3	**Rhode**	—	—	+0.74	+0.79
	4	**Tarte**	4922.T	decay	+0.67	-0.90

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
	5	**Olaplex**	OLPX	discovery	+0.64	+3.43
Food & Beverage	1	**Liquid Death**	—	mainstreaming	+1.61	+0.29
	2	**Doritos**	PEP	decay	+1.26	-0.07
	3	**Cheez-It**	—	decay	+1.25	+0.00
	4	**Lays**	PEP	decay	+1.23	+0.01
	5	**Chick-fil-A**	—	dormant	+1.15	+0.12
Retail	1	**Erewhon**	—	discovery	+2.11	+1.33
	2	**Labubu**	—	discovery	+1.48	—
	3	**Kohl's**	KSS	decay	+0.86	-0.66
	4	**Costco**	COST	decay	+0.81	-0.22
	5	**CVS**	CVS	decay	+0.54	-0.33
Gaming	1	**Twitch**	AMZN	saturation	+2.32	—
	2	**Nintendo**	NTDOY	decay	+0.88	-0.21
	3	**Xbox**	—	saturation	+0.54	+0.07
	4	**Minecraft**	—	decay	+0.36	—
	5	**Fortnite**	—	saturation	+0.25	—
Digital & Media	1	**Etsy**	ETSY	decay	+1.55	—
	2	**StockX**	—	decay	+1.44	+0.08
	3	**Depop**	ETSY	mainstreaming	+1.20	+0.59
	4	**Threads**	META	decay	+1.18	—
	5	**Apple TV+**	AAPL	decay	+1.15	—
Consumer Tech	1	**Samsung**	SSU.VI	decay	+2.40	-0.02
	2	**Qualcomm**	QCOM	decay	+2.07	+0.09
	3	**Xiaomi**	—	decay	+1.91	-0.14
	4	**Hugging Face**	—	dormant	+1.40	—

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
	5	**OpenAI**	—	saturation	+1.27	—
Autos	1	**Jeep**	—	decay	+1.94	-0.22
	2	**Tesla**	TSLA	decay	+1.03	+0.00
	3	**Lucid Motors**	LCID	decay	+0.52	+0.00
	4	**BYD**	—	decay	+0.11	-0.20
	5	**Rivian**	RIVN	decay	-0.02	-0.08
Fintech	1	**Chime**	—	decay	+1.63	-0.22
	2	**Robinhood**	HOOD	decay	+1.39	+0.02
	3	**Coinbase**	COIN	decay	+0.91	-0.52
	4	**Klarna**	—	decay	+0.14	-0.65
	5	**Venmo**	PYPL	decay	-0.04	-0.18
Travel	1	**DoorDash**	DASH	dormant	+0.32	-0.04
	2	**Marriott**	MAR	decay	+0.12	-0.12
	3	**Southwest Airlines**	LUV	saturation	+0.09	-0.06
	4	**Delta Air Lines**	DAL	decay	-0.42	-0.18
	5	**Uber**	UBER	decay	-0.56	-0.22
Health & Wellness	1	**Mounjaro**	—	dormant	+1.59	—
	2	**Ozempic**	—	decay	+0.94	—
	3	**Hims & Hers**	HIMS	mainstreaming	+0.77	-0.13
	4	**Novo Nordisk**	NVO	decay	+0.53	-0.55
	5	**Eli Lilly**	LLY	mainstreaming	+0.49	+0.31
Creators & Celebrities	1	**Drake**	—	decay	+1.73	—
	2	**Lionel Messi**	—	decay	+1.41	—

Sector	Rank	Brand	Ticker	Lifecycle	Trend (Z)	Attention Δ
	3	**Jensen Huang**	—	mainstreaming	+1.40	—
	4	**Billie Eilish**	—	saturation	+1.19	—
	5	**Kevin Hart**	—	mainstreaming	+0.99	—

Theme Discovery Leaderboard

Investment themes ranked by how broadly they're being discovered this month, each measured against its own history — the same breadth-momentum lens as the brand tables above, aggregated to the whole theme. Effective names reads the concentration within a theme: a high number means many names share the attention (a broad field), a low number means one name is carrying it.

Theme	Discovery Index	6 mo ago	Effective names	Names
Food & QSR	+1.48	+1.01	8.6	20
Delivery, Gig & Travel	+1.35	+0.07	7.0	17
Consumer Tech	+1.28	+0.99	8.0	31
Beauty	+0.85	-1.59	5.9	54
AI	+0.70	+0.97	6.2	16
Beverages	+0.54	+0.60	3.7	6
Footwear & Sneakers	+0.49	+1.12	10.6	32
Apparel & Activewear	+0.10	-1.69	11.1	33
Luxury & Accessories	-0.06	+0.92	9.9	29
Fintech	-0.37	+0.21	2.4	9
Gaming	-0.38	-0.77	9.4	12
Social & Streaming	-0.44	-1.26	7.2	20
Retail & Ecommerce	-0.52	+0.07	6.2	18
Creators & Celebrities	-0.73	-0.12	18.0	49
Health & Wellness	-0.88	-0.64	3.9	7
Autos & EV	-1.64	+0.09	8.6	12

Brands That Move Together

Some names' attention moves in lockstep: when one breaks out, the other tends to follow. 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	0.87	strong	Jensen Huang leading
A24 ↔ Discord	0.87	—	Discord leading
Elon Musk ↔ Tesla	0.72	strong	both broadening
OpenAI ↔ Sam Altman	0.69	strong	OpenAI leading
Delta Air Lines ↔ United Airlines	0.66	strong	both narrowing
BMW ↔ MAC	0.65	—	MAC leading
PayPal ↔ Tesla	0.64	moderate	Tesla leading
SpaceX ↔ Tesla	0.64	strong	both broadening

Strongest Co-Movements — All Tracked Brands

The tightest attention co-movements across the entire tracked universe over five-plus years of shared history — regardless of whether either name is moving this month. These are structural pairings: a company and the executive who fronts it, direct rivals, siblings, a platform and its ecosystem. They tend to move as a unit, so a breakout in one is a standing tell to watch the other.

Pair	Co-movement	Direct flow	This month
Jensen Huang ↔ Nvidia	0.87	strong	Jensen Huang leading
A24 ↔ Discord	0.87	—	Discord leading
Jake Paul ↔ Logan Paul	0.83	strong	Jake Paul leading
Coach ↔ Kate Spade	0.80	moderate	mixed / flat
Elon Musk ↔ SpaceX	0.77	strong	both broadening
Audemars Piguet ↔ Swatch	0.76	moderate	mixed / flat
Elon Musk ↔ Tesla	0.72	strong	both broadening
eBay ↔ Steam	0.71	—	both narrowing
Amazon ↔ Audible	0.69	moderate	Amazon leading
OpenAI ↔ Sam Altman	0.69	strong	OpenAI leading
Riot Games ↔ Valorant	0.68	strong	both narrowing
Elon Musk ↔ PayPal	0.68	strong	Elon Musk leading

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.
