



# Stretch for Success

How Elastic Brands use insight and innovation to stretch smarter and grow faster

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An Outlook Report from Circana



Stretch for Success

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Oreo amplified ice cream. Dyson restyled haircare. Google challenged the smartphone. What do these brands have in common? They seamlessly integrated new products into their existing portfolios without confusing consumers. These “elastic brands” have stretched and expanded their offerings by being nimble, innovative, and customer-focused, all while maintaining their core identities and values.

In this fast-paced, competitive market, brands and retailers are constantly challenged to adapt and evolve to stay relevant. They have had to navigate multiple headwinds in a turbulent economy characterized by disruption, including technological advancements, shifting consumer preferences, and more. This has demanded agility and responsiveness, alongside being consistent yet flexible to adapt and evolve to stay relevant.

The thriving brands have been in it for the long haul with a firmly future-focused, agile “stretch” strategy for evolution and growth. Think the Virgin Group, which started out as a humble record label and now reaches for the stars – literally. This brand’s successful stretch is due to its laser focus on its service and experience DNA to provide real value in everything from travel to fitness and finance.





# Ensure your brand stretch strategy is powered by Circana’s superior technology

Circana’s industry-leading Liquid Data technology provides cross-industry data and advanced analytics in a single, open platform. It is customisable to meet unique business needs and future-proof brand strategies with robust self-service capabilities tracking opportunities. Alerts and recommendations inform decision-making through AI and machine learning solutions:

## Liquid AI™

Developed with the sole purpose of answering clients’ most pressing business questions.

## Liquid Data Collaborate™

An end-to-end solution integrating critical data and analytics for a single source of truth.

## Liquid Data Engage™

Curated best practice reports and guided analysis for swift action on challenges.

## Liquid Data Go™

Market, retailer, and consumer insights designed exclusively for small CPG businesses.





# Stretch into growth, in real time

Stretching into new products or categories can accelerate demand in a competitive landscape. Circana's innovative, tech-enabled solutions can help you **drive growth and loyalty** by delivering real-time analytics you can use to measure and accelerate demand and stretch your brand to success.

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