

5W  
AI  
VISIBILITY  
REPORT

5W AI TRUST MAP OF AMERICA – VOLUME 1

MAY 2026

# The 50-State *Grocery AI Map*

*Where the answer wins — one state at a time. A follow-up to the April 2026 US Grocery Retail AI Visibility Index.*

States mapped

50

Retailers winning at least one state

17

States Walmart wins

2

Answer engines

ChatGPT · Claude · Perplexity · Gemini · Google AI Overviews

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PDF

49/2

STATES WITH WALMART STORES · STATES WHERE AI CITES WALMART FIRST

17

RETAILERS THAT WIN THE AI ANSWER IN AT LEAST ONE STATE

12

STATES COSTCO WINS OUTRIGHT – THE LARGEST SINGLE-RETAILER BLOCK

40+

STATES WHERE AI CITES A RETAILER OTHER THAN THE STATE'S MARKET LEADER





















# 5W AI Communications

## About 5W

5W is the AI Communications Firm, building brand authority across the platforms where decisions now happen — ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews — alongside earned media, digital, and influencer channels. 5W combines public relations, digital marketing, Generative Engine Optimization (GEO), and proprietary AI visibility research to help clients measure and grow their presence in AI-driven buyer research. Founded in 2003, 5W is recognized as a Top U.S. PR Agency by O'Dwyer's, named Agency of the Year in the American Business Awards®, honored as a 2026 Top Place to Work in Communications by Ragan, and named to Digiday's WorkLife Employer of the Year list. Learn more at [5wpr.com](https://www.5wpr.com).

## Sources & Methodology

The 50-State Grocery AI Map is a directional model assembled from state-level queries to ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews in May 2026 · State winners reflect the most-cited grocery retailer per state across “best grocery store” and related local-intent queries · This report follows *The US Grocery Retail AI Visibility Index 2026*, published by 5W in April 2026 · Citation Share figures are directional models, not logged-query counts.

The 50-State Grocery AI Map · Volume 1, 5W AI Map of America · AI discovery and recommendation intelligence by 5W AI Communications · May 2026.