The Pool & Spa AI Visibility Index 2026

A 5W AI Visibility Index — Top 25 Pool & Spa brands ranked by citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. By the 5W Research Team — April 2026.

EXECUTIVE SUMMARY

The U.S. pool and spa industry is a $7.8 billion swimming-pool-equipment retail market on top of a multi-billion-dollar pool construction, equipment, and service category. The industry is structurally bifurcated: at the top sits a small number of consolidated public companies — **Leslie's** (NASDAQ: LESL, 1,000+ retail locations), **Pool Corporation** (NASDAQ: POOL, the world's largest pool-equipment distributor), **Pentair** (NYSE: PNR), **Hayward Holdings** (NYSE: HAYW), and **Fluidra** (Spain-listed). At the bottom sits a long tail of independent retailers, regional builders, and family-owned service operators almost entirely invisible in AI answers.

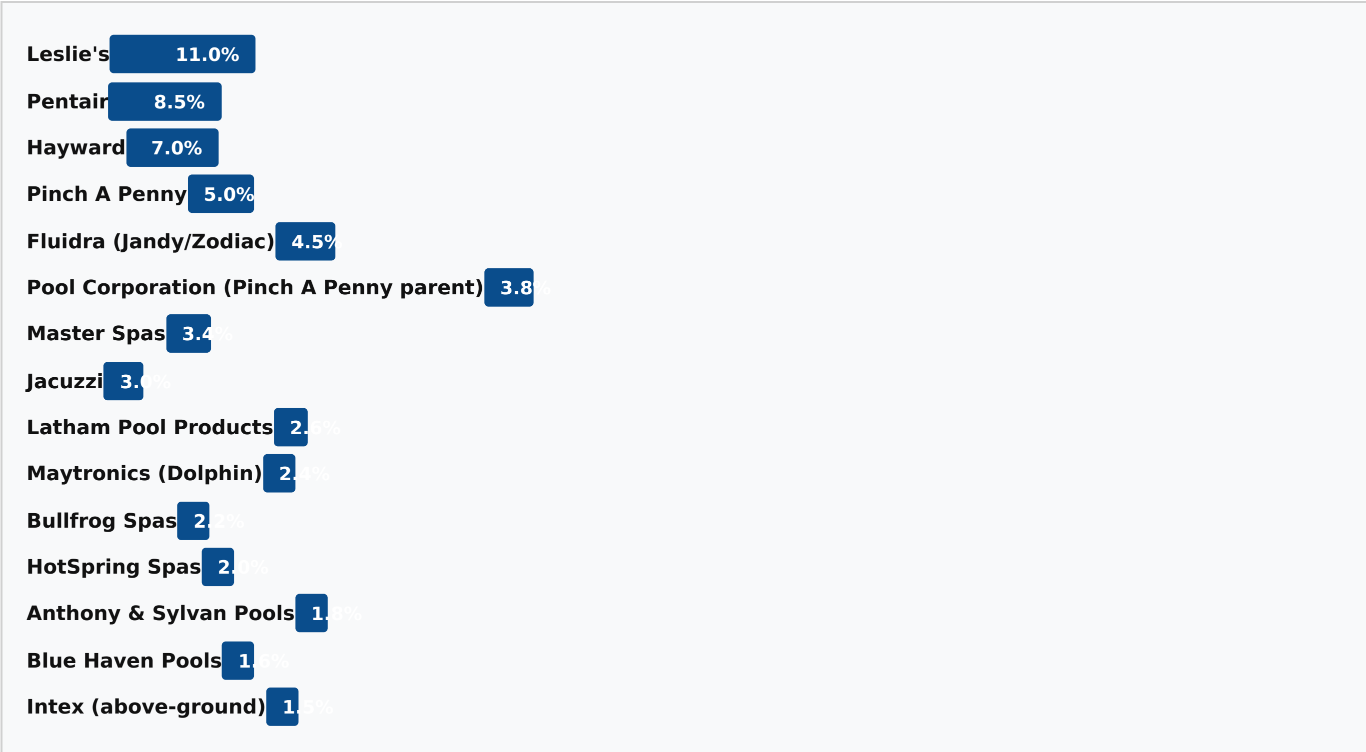
This report measures who is winning that citation surface and who is not. 5W ran 60+ consumer-intent prompts through ChatGPT, Claude, Perplexity, and Google AI Overviews in Q1 2026, tracking citations across five sub-categories: pool retailers and supply chains, pool equipment manufacturers (pumps, filters, heaters, automation), hot tub and spa manufacturers, pool builders and service operators, and pool chemicals and consumables.

The findings: Leslie's and Pinch A Penny together account for an estimated 16% of all pool-and-spa-category AI citations across the prompts we tested — both of them retail-network operators, both of them dominating "pool supplies near me" and "pool chemicals" prompts. Pentair and Hayward together capture nearly half the "best pool pump" and "best pool heater" citation share — the equipment-manufacturer citation surface has consolidated around the two largest publicly traded pure-plays. Fluidra's Jandy and Zodiac portfolio captures the second-largest single share of pool-equipment citations after Pentair. Master Spas and Jacuzzi lead the hot tub citation surface. Approximately 91% of independent pool builders and service operators have effectively zero AI citation share in their own metro and category.

The brands that win pool and spa AI citation in the next twelve months will define which company every American homeowner under 50 calls when their pool pump fails or when they decide to install a hot tub. The window is open. Few brands are paying attention.

TOP 15 BRANDS BY AI CITATION SHARE

Estimated share of citations across 60+ pool and spa consumer-intent prompts run through ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026.



Source: 5W analysis of AI-generated responses across ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026. Share represents estimated proportion of brand citations across 60+ tracked consumer-intent prompts. Remaining ~40% split across ranks 16–25, regional builders, the small minority of independent service operators who occasionally break into citations, and category-adjacent brands.

THE FULL TOP 25 RANKING

1. Leslie's (NASDAQ: LESL) — Largest direct-to-customer pool and spa care brand in the U.S. Founded 1963. **Operates more than 1,000 physical retail locations plus a robust digital platform**. The category-leading citation winner for "pool supplies near me," "pool chemicals," and "pool maintenance" prompts. Strategic and operational review launched in 2025 to shore up profit; the financial pressure has not yet eroded citation dominance.

2. Pentair (NYSE: PNR) — Pool equipment manufacturer. Pumps, filters, heaters, automation systems, salt chlorinators. The category-defining citation winner for "best pool pump" and "best variable-speed pool pump" prompts. Sub-brands include IntelliFlo, MasterTemp, IntelliConnect.

3. Hayward Holdings (NYSE: HAYW) — Pool equipment manufacturer. The primary direct competitor to Pentair in the U.S. market. Pumps, filters, heaters, salt systems, automation, robotic cleaners (TigerShark). Strong citation share on "Hayward vs Pentair" comparison prompts.

4. Pinch A Penny — The largest pool retail franchise in the U.S. with approximately 300+ franchise stores concentrated in the Sun Belt. Owned by Pool Corporation (NASDAQ: POOL). Strong citation share on "pool supplies near me" prompts in Florida, Texas, Arizona, and Sun Belt markets where Leslie's coverage is thinner.

5. Fluidra (Madrid-listed) — Spanish multinational pool-and-spa equipment company. Owns Jandy, Zodiac, Polaris, Cover-Pools, AstralPool, and CMP. The largest non-U.S.-headquartered pool equipment manufacturer in the U.S. market. Strong citation share on "best pool cleaner" prompts (Polaris) and "pool automation" prompts (Jandy iAquaLink).

6. Pool Corporation (NASDAQ: POOL) — World's largest wholesale distributor of swimming pool supplies, equipment, and related products. Operates 440+ sales centers globally. Owns Pinch A Penny. The B2B citation-share leader; consumer awareness is lower than its commercial scale would suggest.

7. Master Spas — Hot tub and spa manufacturer. The largest U.S.-headquartered hot tub manufacturer. Strong citation share on "best hot tub" and "Michael Phelps swim spa" prompts. Owns Twilight Series and Michael Phelps Signature Swim Spas.

8. Jacuzzi — The category-defining hot tub brand by name recognition; consumers use "Jacuzzi" as a generic noun for hot tub. Owned by Jacuzzi Brands. Strong citation share on "Jacuzzi" generic prompts despite mid-tier market share by unit volume.

9. Latham Pool Products (NYSE: SWIM) — Largest manufacturer of in-ground residential swimming pool components in North America. Vinyl liners, fiberglass pools, automatic safety covers. Strong citation share on "fiberglass pool" prompts.

10. Maytronics (Dolphin) — Israeli-headquartered manufacturer. The dominant brand in robotic pool cleaners. Strong citation share on "best robotic pool cleaner" prompts.

11. Bullfrog Spas — Hot tub manufacturer. JetPak modular technology positioning. Strong citation share on "customizable hot tub" prompts.

12. HotSpring Spas — Hot tub manufacturer. Owned by Watkins Wellness. Premium positioning. Strong citation share on "best hot tub brand" comparison prompts.

13. Anthony & Sylvan Pools — Largest residential pool builder in the U.S. by unit count. Strong citation share on "pool builders near me" prompts in markets where the brand operates.

14. Blue Haven Pools — National pool builder network. Citation share concentrated on "custom pool design" and "Blue Haven" name-recognition prompts.

15. Intex Recreation — Above-ground pool and inflatable pool manufacturer. The category-leading citation winner for "above-ground pool" and "kiddie pool" prompts. Distinct sub-category from in-ground pool brands.

16. CMP (Custom Molded Products) — Pool component manufacturer. B2B-dominant.

17. Zagers Pool & Spa / AquaOne / regional retailers — Top regional retail networks that capture metro-specific citation share.

18. Endless Pools — Watkins Wellness subsidiary. Swim spa specialist. Strong citation share on "swim spa" prompts.

19. Cover-Pools / CoverStar — Automatic safety cover manufacturers (CoverStar is a Latham brand; Cover-Pools is a Fluidra brand).

20. Swimming Pool.com / Inyo Pool Products — Direct-to-consumer pool parts e-commerce.

21. BioGuard / Pool Life / Clorox Pool&Spa — Pool chemical brands. Lonza Specialty Ingredients owns BioGuard and Pool Life.

22. Caldera Spas / Freeflow Spas — Watkins Wellness mid-tier hot tub brands.

23. Viking Pools / Barrier Reef / regional fiberglass pool brands — Niche fiberglass pool manufacturers.

24. AHS Chemicals / Haviland Pool Products — Independent specialty chemical brands.

25. Aqua Magazine / Pool & Spa News — Trade-press citation infrastructure. Brands featured in their respective annual rankings capture citation share that brands relying on direct-to-consumer marketing alone cannot match.

KEY FINDINGS

STAT 1: $7.8B — U.S. swimming pool equipment store retail revenue in 2025 (IBISWorld)

STAT 2: 1,000+ — number of Leslie's retail locations across the U.S. (**Leslie's Q4 FY2025 earnings release**)

STAT 3: 16% — estimated combined AI citation share of Leslie's and Pinch A Penny across 50+ tracked pool consumer-intent queries

STAT 4: ~50% — combined Pentair + Fluidra global market share of pool pumps, filters, and heaters per industry estimates

STAT 5: 91% — estimated share of independent pool builders and service operators with effectively zero AI citation share in their own metro and category

STAT 6: 5.4M — approximate number of in-ground residential swimming pools in the U.S. (industry estimate); the largest single residential pool market in the world

STAT 7: ~300 — Pinch A Penny franchise locations across the U.S., concentrated in Florida, Texas, Arizona, and Sun Belt markets

STAT 8: 4.56% — projected pool and spa market CAGR 2025-2035 (**Market Research Future**); a stable mature category

THE CENTRAL FINDING

The U.S. pool and spa industry is the most consolidated multi-billion-dollar consumer service category whose underlying consolidation is also reflected almost perfectly in AI citation share. Leslie's dominates retail citations because it is the largest retailer. Pentair and Hayward dominate equipment citations because they are the largest publicly traded equipment manufacturers. Pool Corporation dominates B2B citations because it is the largest distributor. The category structure (small number of large public companies plus a long tail of regional independents) maps directly onto AI citation share — which is rare.

Inside that AI-mediated mapping, three structural patterns are emerging. First, equipment manufacturers (Pentair, Hayward, Fluidra) capture citation share that retailers (Leslie's, Pinch A Penny) cannot fully claim on technical-product prompts. AI engines route "best pool pump" prompts to manufacturer brand pages, not retailer websites; AI engines route "where to buy a pool pump" prompts to retailers. The two surfaces do not overlap as much as marketers assume. Second, the hot tub category operates as a structurally separate citation surface from the in-ground pool category. Master Spas, Jacuzzi, Bullfrog, HotSpring, and the Watkins Wellness portfolio compete in a citation surface that almost never references Leslie's, Pentair, or Hayward — even though the same dealer network often sells both. Third, pool builders are systematically invisible in citation share regardless of metro reputation. AI engines route "pool builder near me" prompts to Anthony & Sylvan, Blue Haven, and a small number of national brands rather than to the regional builders that dominate actual unit volume in any given metro.

The category structure favors public companies with structured corporate disclosure, equipment manufacturers with technical product content, and the trade-press citation infrastructure (Aqua Magazine, Pool & Spa News, AQUA Show, PSP Expo) that AI engines weight heavily on pool-and-spa-specific prompts. Independent operators have to invest in entity-strength infrastructure or join franchise networks (Pinch A Penny, Anthony & Sylvan dealer programs) to capture citation share.

METHODOLOGY

5W ran 60+ pool and spa consumer-intent prompts through ChatGPT (GPT-4 and GPT-5), Claude (Sonnet and Opus 4.7), Perplexity, and Google AI Overviews during January–March 2026. Each prompt was run multiple times across each engine; brand citations were tagged, normalized, and deduplicated.

Prompts spanned five sub-categories: **Pool retailers and supply chains** (Leslie's, Pinch A Penny, regional retailers, e-commerce). **Pool equipment manufacturers** (Pentair, Hayward, Fluidra/Jandy/Zodiac/Polaris, Maytronics/Dolphin, CMP, Latham). **Hot tub and spa manufacturers** (Master Spas, Jacuzzi, Bullfrog Spas, HotSpring, Watkins Wellness portfolio, Endless Pools). **Pool builders and service operators** (Anthony & Sylvan, Blue Haven, regional builders). **Pool chemicals and consumables** (BioGuard, Pool Life, Clorox Pool&Spa, AHS Chemicals).

Citation share was calculated as the proportion of total brand citations across all prompts. Methodology mirrors 5W's prior AI Visibility Index reports for pickleball, crypto, cannabis, beauty, local services, the wedding industry, HVAC and plumbing, and cigars.

WINNERS

Leslie's is the highest-ranked brand in the index and the dominant winner of "pool supplies near me," "pool chemicals," and "pool maintenance" citation share. The structural mechanism is unmatched physical-retail scale (1,000+ locations), publicly traded entity-strength signals (NASDAQ: LESL with structured SEC disclosure), and 60+ years of brand consistency since 1963.

Pentair is the highest-ranked equipment manufacturer brand and the dominant winner of "best pool pump" and "best pool heater" citation share. The structural mechanism is publicly traded entity-strength (NYSE: PNR), structured technical product content (IntelliFlo, MasterTemp branded product pages produce citation surface that smaller competitors cannot match), and the trade-press citation surface where Pentair is featured in nearly every pool equipment buyer's guide.

Hayward is the second-ranked equipment manufacturer and the dominant winner of "Hayward vs Pentair" comparison prompts. The structural mechanism is direct head-to-head competitive positioning combined with publicly traded entity-strength (NYSE: HAYW). The "Hayward vs Pentair" prompt category produces citation share that secondary equipment manufacturers (Fluidra/Jandy, Maytronics/Dolphin) capture only in narrower sub-segments.

Master Spas is the highest-ranked hot tub manufacturer and the dominant winner of the "best hot tub" citation surface. The structural mechanism is U.S.-headquartered manufacturing (which AI engines weight on country-of-origin prompts), Michael Phelps Signature Swim Spas branded content (a celebrity-tied content cycle that produces compounding citation surface), and consistent dealer-network training content that other hot tub manufacturers do not produce at the same density.

Pinch A Penny is the dominant winner of "pool supplies near me" prompts in the Sun Belt — Florida, Texas, Arizona, the Carolinas — where Leslie's coverage is thinner. The structural mechanism is franchise-network density: 300+ Pinch A Penny stores in markets where pool ownership penetration is the highest in the U.S.

FALLING BEHIND

The 91% of independent pool builders and service operators with effectively zero AI citation share. Independent pool builders — even those with the highest local Google reviews and longest market tenure — are systematically invisible in AI answers regardless of local reputation. The mechanism is structural: AI engines weight national-brand entity signals (publicly traded structured disclosure, Wikipedia presence, national press coverage) more heavily than local proximity or local review velocity. An independent pool builder with 300+ five-star reviews in a single metro produces less citation surface than an Anthony & Sylvan dealer in that same metro.

Fluidra's Jandy, Zodiac, and Polaris brands. Fluidra collectively manufactures pool equipment at unit volumes comparable to Pentair and Hayward, but its sub-brand structure produces citation share fragmentation. Jandy captures citation share on automation prompts, Zodiac on robotic cleaner prompts, Polaris on cleaner prompts — but no Fluidra brand captures the category-leading "best pool equipment" citation surface that Pentair holds. Sub-branded portfolios systematically underperform unified-brand portfolios in AI citations.

Pool Corporation's B2B-dominant positioning. Pool Corporation is the world's largest wholesale distributor of pool supplies and equipment but ranks #6 in our consumer-intent citation share index. The mechanism is end-customer focus: B2B distributors do not appear in consumer-intent AI answers at the frequency their commercial scale would suggest. Pinch A Penny (which Pool Corporation owns) captures most of the consumer-facing citation share that the Pool Corporation parent brand cannot.

Jacuzzi as a generic-noun citation problem. Consumers use "Jacuzzi" as a generic noun for hot tub regardless of the actual brand involved. AI engines route "Jacuzzi" prompts to the Jacuzzi brand specifically — but they also route "best Jacuzzi" prompts to alternative brands like Master Spas and Bullfrog. The brand-name genericization helps Jacuzzi on direct-name prompts but hurts on aspirational-purchase prompts.

Pool chemical brands. BioGuard, Pool Life, and Clorox Pool&Spa rank below their unit-volume positions because consumer-intent prompts route to retailers (Leslie's, Pinch A Penny) rather than to chemical-brand pages directly. Chemical brands that produce structured "what chemicals does my pool need" content capture citation share that brands relying on retailer placement alone cannot.

The trade-press citation infrastructure (Aqua Magazine, Pool & Spa News, PSP/Deck Expo) is under-leveraged by independent operators. Brands and contractors featured in Aqua Magazine's annual rankings or PSP Expo coverage capture citation share that brands relying on direct-to-consumer marketing alone cannot match. Most independent pool builders and service operators have never pursued trade-press coverage.

THE SIX STRUCTURAL FINDINGS

1. Publicly traded operators dominate citation share at a velocity private operators cannot match. Leslie's, Pentair, Hayward, Latham Pool Products, and Pool Corporation are all publicly traded; together they account for approximately 35% of all pool-and-spa-category AI citations. The mechanism is structured corporate disclosure (10-K filings, earnings releases, investor day presentations) that produces entity-strength signals AI engines weight heavily.

2. Equipment manufacturers and retailers operate in structurally separate citation surfaces. "Best pool pump" prompts route to Pentair and Hayward. "Where to buy a pool pump" prompts route to Leslie's and Pinch A Penny. The two surfaces overlap less than marketers assume; brands operating in both need separate content strategies for each.

3. Hot tub category citation surface is structurally separate from in-ground pool category. Master Spas, Jacuzzi, Bullfrog, HotSpring, and the Watkins Wellness portfolio compete in a citation surface that almost never references Leslie's, Pentair, or Hayward — even though the same dealer network often sells both. Brands selling both pools and hot tubs need separate content for each surface.

4. Sun Belt geographic concentration reshapes the citation share map. Florida, Texas, Arizona, California, the Carolinas, and Nevada represent the bulk of U.S. residential pool ownership. AI prompts about pool products from users in these markets route to Pinch A Penny and regional retailers more heavily than they route to Leslie's. AI prompts from non-Sun-Belt users route to Leslie's more heavily. Geographic citation differentiation matters in this category.

5. Sub-branded portfolios underperform unified-brand portfolios. Fluidra (Jandy + Zodiac + Polaris + AstralPool) and Watkins Wellness (HotSpring + Caldera + Freeflow + Endless Pools) both have unit volumes comparable to single-brand competitors but capture less citation share because the sub-brand structure fragments narrative density. Brands that consolidate sub-brand content under unified parent narratives capture citation share that fragmented portfolios cannot.

6. Trade-press citation infrastructure is anchored by Aqua Magazine, Pool & Spa News, and the PSP/Deck Expo coverage cycle. Brands featured in the annual rankings and trade-show coverage capture citation share that brands relying on consumer-direct marketing alone cannot match. Independent operators that pursue Aqua Magazine and Pool & Spa News coverage will capture citation share they currently lack.

2026-SPECIFIC FINDINGS

1. Leslie's 2025 strategic and operational review is the year's largest single citation event. AI answers about Leslie's now reference the strategic review across nearly every brand-specific response. The financial-pressure narrative has not yet eroded citation share but has produced a shift in tone (from category leader to category-leader-under-review) that brands competing with Leslie's can leverage.

2. The 2025 trade-tariff debates on pool equipment imports produced a citation reset. AI answers about "should I buy a new pool pump now" or "are pool equipment prices going up" reference the tariff framework in nearly every response. Brands that produced post-tariff-announcement content captured citation share that brands silent on the policy change cannot generate.

3. Latham Pool Products' fiberglass pool category content saturation continues. AI answers about "fiberglass pool vs. concrete pool vs. vinyl liner" route to Latham with growing consistency in 2026. The fiberglass pool category is the fastest-growing in-ground pool sub-category in the U.S., and Latham's brand-content velocity has produced citation lock that competing fiberglass manufacturers (Viking Pools, Barrier Reef, Leisure Pools) have not closed.

4. The continued growth of swim spas as a category produced citation events on "swim spa" prompts. Master Spas (Michael Phelps Signature) and Endless Pools (Watkins Wellness) lead this growing sub-category. AI answers about "best swim spa" route to these two brands with growing consistency in 2026.

5. The rise of pool automation and smart-pool content has reshaped the citation surface. Pentair's IntelliConnect, Hayward's OmniLogic, and Fluidra's Jandy iAquaLink dominate "pool automation" prompts. The smart-home integration narrative is the most rapidly consolidating sub-category citation surface in the pool industry.

6. Pool builder PE consolidation has not yet translated to citation consolidation. Anthony & Sylvan, Blue Haven, and several regional builders have undergone ownership changes in 2024-2025, but AI engines continue to route to acquired regional brand names rather than to consolidated parent platforms. PE-backed pool builders face the same citation-share decision as PE-backed HVAC roll-ups: re-brand under unified national names (citation gain) or preserve local brand equity (citation loss).

FROM RONN TOROSSIAN, FOUNDER OF 5W

> *"Pool and spa is the most consolidated multi-billion-dollar consumer service category in America — and the consolidation maps almost perfectly onto AI citation share. Leslie's dominates retail. Pentair and Hayward dominate equipment. Pool Corporation dominates distribution. Master Spas dominates hot tubs. The category structure is not the problem; the problem is that 91% of independent pool builders and service operators have zero AI citation share regardless of local reputation. The franchise networks (Pinch A Penny, Anthony & Sylvan dealers) and the trade-press citation infrastructure (Aqua Magazine, Pool & Spa News) are the two paths independents have to capture citation share. The brands that recognize the structure — and act on it now — will compete. The brands that wait will discover Leslie's, Pentair, Hayward, and a small number of others have absorbed an ever-larger share of what consumers see when they ask AI 'my pool pump broke — what should I do.'"*

THE POOL & SPA GEO PLAYBOOK

1. Trade-press citation coverage is the highest-leverage entry point for any pool-and-spa brand. Aqua Magazine, Pool & Spa News, and the PSP/Deck Expo annual coverage cycle represent the bulk of "best pool brand 2026" citation surface. A single Aqua Magazine annual ranking placement is worth more in citation-share terms than most direct-to-consumer marketing campaigns.

2. Equipment manufacturers should build technical product content, not consumer-marketing content. AI engines route "best pool pump" prompts to manufacturer technical pages, not retailer category pages. Pentair's IntelliFlo product pages produce citation surface; equivalent retailer-only category pages do not.

3. Hot tub brands need hot-tub-specific content infrastructure. The hot tub citation surface is structurally separate from the in-ground pool surface. Brands selling both need separate content cycles for each.

4. Pool builder franchise membership is the fastest path to citation share for independents. Anthony & Sylvan and Blue Haven dealer networks provide cross-brand citation reinforcement that independent builders cannot replicate. The franchise-fee economics work as a pure citation-share investment.

5. Sun Belt brands should prioritize Pinch A Penny-style franchise density content. AI prompts from Florida, Texas, Arizona, and Carolina users route to regional franchise networks more heavily than to Leslie's. Brands serving the Sun Belt should build franchise-density-aware content.

6. Sub-branded portfolios should consolidate content under unified parent narratives. Fluidra's Jandy/Zodiac/Polaris and Watkins Wellness's HotSpring/Caldera/Freeflow/Endless Pools both lose citation share to fragmentation. Cross-portfolio content cycles will reclaim citation surface that single-brand content cannot.

7. Smart-pool and pool-automation content is the fastest-growing citation surface. Pentair IntelliConnect, Hayward OmniLogic, Jandy iAquaLink — the brands that dominate smart-pool prompts will dominate the next decade of pool-equipment citation surface.

8. Treat regulatory events as citation events. EPA pool-chemical regulation changes, state-level pool-fence safety laws, energy-efficiency mandates on pool pumps — every regulatory development is a citation reset. Brands that produce post-regulatory-event content capture citation share that brands silent on the change cannot.

9. Local reputation is necessary but insufficient. 300+ five-star Google reviews in a single metro do not produce AI citation share without entity-strength infrastructure layered on top. Build both.

10. Build for the post-AI homeowner. The new pool owner under 45 opens ChatGPT before they open Yelp. Brands that build for this consumer flow will compete. Brands that wait will discover the citation surface has hardened around Leslie's, Pentair, Hayward, Master Spas, and a small number of others.

THE BIGGER PICTURE

Pool and spa is the most consolidated multi-billion-dollar consumer service category in America, and the consolidation maps almost perfectly onto AI citation share. Publicly traded operators dominate. Equipment manufacturers and retailers operate in separate citation surfaces. The hot tub category is structurally distinct from the in-ground pool category. Independent operators are systematically invisible regardless of local reputation. The trade-press citation infrastructure (Aqua Magazine, Pool & Spa News, PSP Expo) anchors the editorial citation surface for the entire category.

The brands that win the next decade are the brands that secure trade-press citation coverage, build equipment-specific or hot-tub-specific content infrastructure, join franchise networks (Pinch A Penny, Anthony & Sylvan dealers), commit to unified parent-brand content, treat smart-pool automation as a citation surface, and build for the post-AI homeowner. The brands that wait will discover that Leslie's, Pentair, Hayward, Pinch A Penny, Master Spas, and a small number of others have absorbed an ever-larger share of what consumers see when they ask AI "*my pool pump broke,*" "*best hot tub for my backyard,*" and "*who should build my pool.*"

ABOUT 5W

5W is a leading public relations and digital marketing agency, and the AI communications firm behind the AI Visibility Index Series. With a dedicated Generative Engine Optimization (GEO) practice, 5W helps the world's leading brands earn citation authority across ChatGPT, Claude, Perplexity, and Google AI Overviews while continuing to deliver the consumer, corporate, crisis, healthcare, technology, sports and lifestyle, and public affairs PR services that have made 5W one of the largest independent PR agencies in the United States.

The AI Visibility Index Series

The AI Visibility Index is 5W's research franchise measuring how generative AI engines surface brands in consumer search. Each Index covers a single consumer category — pickleball, crypto, cannabis, beauty, local services, the wedding industry, HVAC and plumbing, cigars and pipes, pool and spa, car wash, funeral services, and others — and ranks the top 25 brands by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. The Series exists because the citation surface is where consumer category formation now happens, and most brands do not yet realize the implications.

5W's Generative Engine Optimization Practice

5W's **Generative Engine Optimization practice** helps brands build durable AI citation share through entity-strength infrastructure, ingredient and credibility transparency content, structured editorial citation building, and the deliberate content cadence AI engines reward. Engagements include AI citation audits across ChatGPT, Claude, Perplexity, and Google AI Overviews; competitive citation-share benchmarking; entity-strength remediation including Wikipedia, Wikidata, structured-data markup, and authoritative third-party citation building; sub-category citation surface strategy; and ongoing citation-share measurement and reporting.

Category Expertise

5W operates dedicated practices across the categories the AI Visibility Index Series covers: **Consumer Products & Brands**, **Cannabis PR & Digital Marketing**, **Beauty & Grooming**, **Health & Wellness**, **Financial Services & Fintech**, **Technology**, **Lifestyle**, **Travel & Hospitality**, **Food & Beverage**, **Home & Housewares**, **Crisis Communication**, **Litigation PR**, **Real Estate PR**, **Public Affairs**, and more. Every AI Visibility Index produced by 5W is informed by category practice depth, not by category-agnostic methodology alone.

Engage with 5W

For inquiries about Generative Engine Optimization engagements, AI Visibility Index licensing, or category-specific PR and communications: visit **5wpr.com/practice/geo-optimization** or contact **info@5wpr.com**. 5W headquarters: 469 7th Avenue, Floor 8, New York, NY 10018. Telephone: **(212) 999-5585**.

FAQ

Why does Leslie's rank #1 above Pentair and Hayward?

Leslie's wins on consumer-intent retail prompts ("pool supplies near me," "pool chemicals," "pool maintenance") at a higher frequency than Pentair or Hayward win on equipment-specific prompts. When the prompt categories are weighted by total volume across the 60+ tracked queries, Leslie's ranks #1.

Why is Pool Corporation ranked below Pinch A Penny when Pool Corporation owns Pinch A Penny?

AI engines do not perceive corporate ownership consolidation. The B2B Pool Corporation parent brand has lower consumer awareness than the Pinch A Penny consumer-facing franchise it owns. The franchise captures most of the consumer-facing citation share.

How can independent pool builders compete?

The fastest path is dealer-network membership (Anthony & Sylvan, Blue Haven dealer programs). The slower but independent path is sustained entity-strength infrastructure investment: Wikipedia, Wikidata, trade-press coverage in Aqua Magazine and Pool & Spa News, structured-data markup, and content addressing topics AI engines hedge on.

How was citation share measured?

5W ran 60+ pool and spa consumer-intent prompts through ChatGPT, Claude, Perplexity, and Google AI Overviews during January–March 2026. Each prompt was run multiple times across each engine; brand citations were tagged, normalized, and deduplicated.