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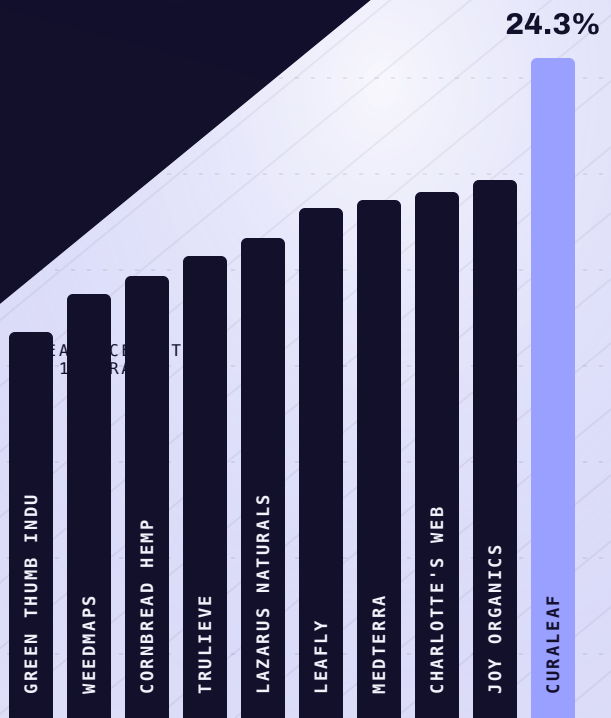
CANNABIS BRANDS INDEX 2.0

Which cannabis brands AI engines name
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 46 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No clear leader. Nine brands are within the margin.

Curaleaf was named most often, but eight other brands are within its margin. Curaleaf: 70/288 (24.3%; 95% interval 19.7–29.6%). Joy Organics: 57/288 (19.8%; 95% interval 15.6–24.8%). Their 95% intervals overlap. Charlotte's Web (56/288), Medterra (55/288), Leafly (54/288), Lazarus Naturals (51/288), Trulieve (49/288), Cornbread Hemp (47/288) and Weedmaps (45/288) are also within the margin.

> Version 2. This version replaces the first version of this study, first published July 1, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

24.3%
of answers named Curaleaf, the most-named (70 of 288)

37
tracked brands named at least once (of 43)

92%
of Google searches showed an AI Overview (46 of 50)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 07
04 How the engines differ 08
05 Google AI Overviews 09
06 Leaders by question 10
07 Who the engines cite 11
08 Improving AI visibility 13
09 Questions people ask 14
10 Methodology 15
A Appendix: the 24 questions 16

KEY FINDINGS

01 What the data shows

MOST NAMED

70/288 (24.3%)

Curaleaf appeared in 70 of 288 four-engine answers (CI 19.7–29.6%). Joy Organics appeared in 57 of 288 (19.8%, CI 15.6–24.8%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

39/288 (13.5%)

Curaleaf was the first brand named in 39 of 288 answers, more than any other tracked brand. Its average first position was 2.1.

CHATGPT SKEW

23/72 (31.9%)

ChatGPT named Leafly in 23 of 72 answers. The other engines named it in 9 to 12 of 72.

CHATGPT SKEW

20/72 (27.8%)

ChatGPT named Weedmaps in 20 of 72 answers. The other engines named it in 6 to 10 of 72.

OWN-SITE CITATIONS

37/285 (13%)

Leafly's own domains were cited in 37 of 285 grounded answers, more than any other tracked brand. Weedmaps followed at 20 of 285. 8 of 43 tracked brands had 0 of 285.

AIO TRIGGER

46/50 (92%)

Google AI Overviews appeared on 46 of 50 searches (CI 81.2–96.8%). On the other 4, no overview was shown.

AIO LEADER

9/46 (19.6%)

Joy Organics was the brand named most often in AI Overviews, at 9 of 46, followed by Cornbread Hemp at 9 of 46 (19.6%). In the four-engine set, Joy Organics was named in 57 of 288 answers (19.8%).

TOP DOMAIN

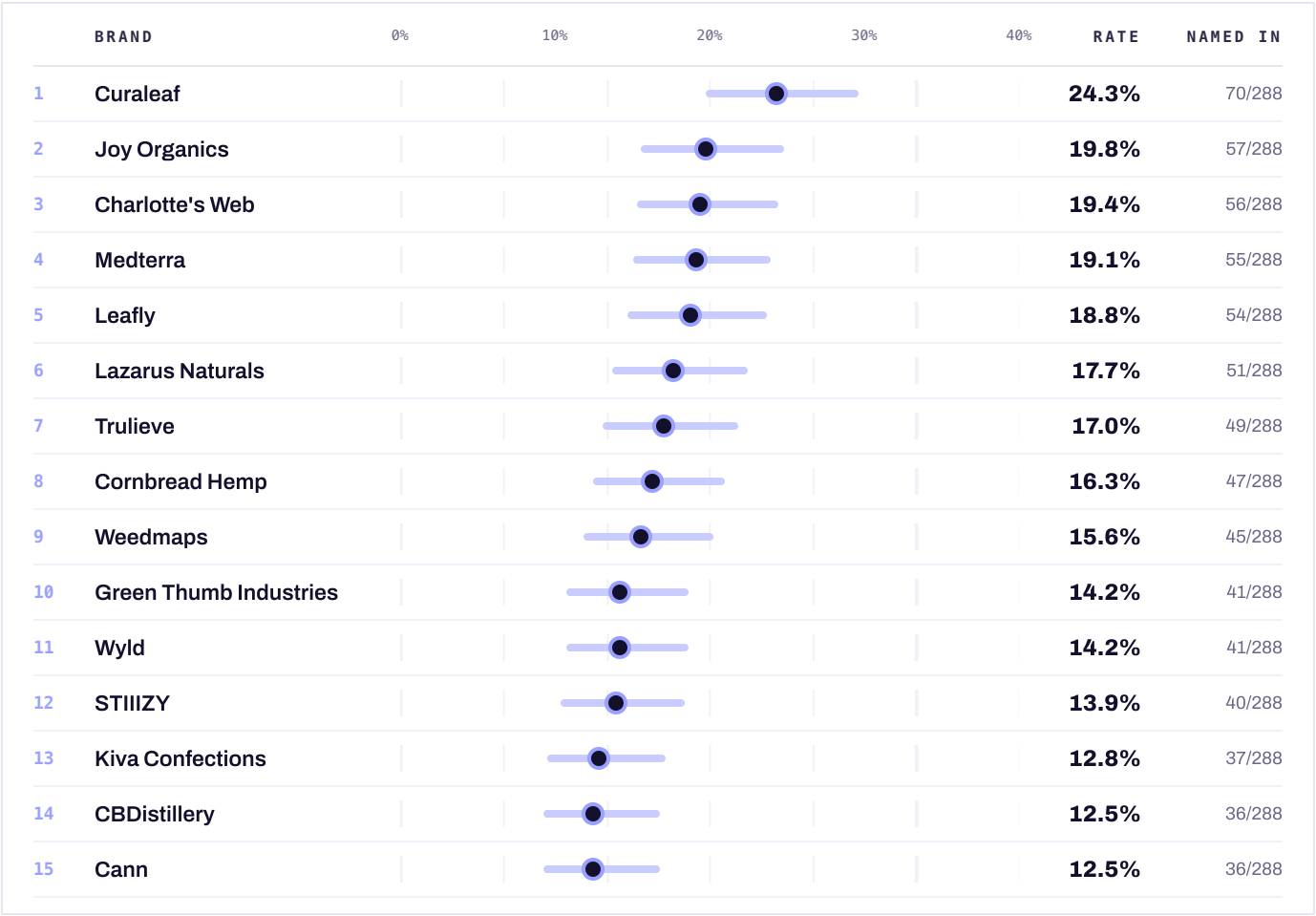
52/285 (18.2%)

healthline.com was cited in 52 of 285 grounded four-engine answers, with 95 of 2,351 citations (4%). forbes.com came second with 74 citations in 51 answers (17.9%).

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	Curaleaf	24.3%	70/288
2	Joy Organics	19.8%	57/288
3	Charlotte's Web	19.4%	56/288
4	Medterra	19.1%	55/288
5	Leafly	18.8%	54/288
6	Lazarus Naturals	17.7%	51/288
7	Trulieve	17.0%	49/288
8	Cornbread Hemp	16.3%	47/288
9	Weedmaps	15.6%	45/288
10	Green Thumb Industries	14.2%	41/288
11	Wyld	14.2%	41/288
12	STIIIZY	13.9%	40/288
13	Kiva Confections	12.8%	37/288
14	CBDistillery	12.5%	36/288
15	Cann	12.5%	36/288

THE LEADERBOARD

02 The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,351 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Curaleaf	70/288	24.3%	19.7–29.6%	2.1	1.4% (4/285)	0.2%
2	Joy Organics	57/288	19.8%	15.6–24.8%	2	6.3% (18/285)	0.9%
3	Charlotte's Web	56/288	19.4%	15.3–24.4%	2.2	4.2% (12/285)	0.5%
4	Medterra	55/288	19.1%	15–24%	2.8	2.1% (6/285)	0.3%
5	Leafly	54/288	18.8%	14.7–23.7%	2.5	13% (37/285)	1.7%
6	Lazarus Naturals	51/288	17.7%	13.7–22.5%	2.9	3.5% (10/285)	0.4%
7	Trulieve	49/288	17%	13.1–21.8%	3.2	2.5% (7/285)	0.3%
8	Cornbread Hemp	47/288	16.3%	12.5–21%	2.4	3.5% (10/285)	0.4%
9	Weedmaps	45/288	15.6%	11.9–20.3%	2	7% (20/285)	0.9%
10	Green Thumb Industries	41/288	14.2%	10.7–18.7%	3.3	1.1% (3/285)	0.1%
11	Wyld	41/288	14.2%	10.7–18.7%	2.1	1.4% (4/285)	0.2%
12	STIIIZY	40/288	13.9%	10.4–18.4%	2.3	2.8% (8/285)	0.3%
13	Kiva Confections	37/288	12.8%	9.5–17.2%	1.6	2.5% (7/285)	0.3%
14	CBDistillery	36/288	12.5%	9.2–16.8%	3.4	3.2% (9/285)	0.4%
15	Cann	36/288	12.5%	9.2–16.8%	2.1	0.4% (1/285)	0%
16	Cresco Labs	36/288	12.5%	9.2–16.8%	4.6	3.2% (9/285)	0.4%
17	PAX	36/288	12.5%	9.2–16.8%	1.8	2.1% (6/285)	0.3%
18	Eaze	27/288	9.4%	6.5–13.3%	2.3	2.5% (7/285)	0.5%
19	Verano Holdings	23/288	8%	5.4–11.7%	5	1.1% (3/285)	0.1%
20	Dutchie	22/288	7.6%	5.1–11.3%	4.4	1.8% (5/285)	0.2%
21	Wana Brands	22/288	7.6%	5.1–11.3%	2.9	2.5% (7/285)	0.3%
22	The Cannabist Company	21/288	7.3%	4.8–10.9%	7.1	0% (0/285)	0%
23	RYTHM	19/288	6.6%	4.3–10.1%	2.9	0% (0/285)	0%
24	Cookies	17/288	5.9%	3.7–9.2%	4.7	1.4% (4/285)	0.2%
25	Ascend Wellness Holdings	14/288	4.9%	2.9–8%	7.5	0.4% (1/285)	0%
26	Jane Technologies	14/288	4.9%	2.9–8%	3.9	0.4% (1/285)	0%
27	Sunnyside	13/288	4.5%	2.7–7.6%	6	3.2% (9/285)	0.4%
28	Cresco	12/288	4.2%	2.4–7.1%	3.9	3.2% (9/285)	0.4%

THE LEADERBOARD

02 The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Verano	12/288	4.2%	2.4–7.1%	6.1	1.1% (3/285)	0.1%
30	TerrAscend	9/288	3.1%	1.7–5.8%	7.8	0% (0/285)	0%
31	Headset	7/288	2.4%	1.2–4.9%	2.4	2.5% (7/285)	0.4%
32	Jushi Holdings	6/288	2.1%	1–4.5%	6.3	1.1% (3/285)	0.1%
33	Mindy's Edibles	6/288	2.1%	1–4.5%	4.3	3.2% (9/285)	0.4%
34	Dogwalkers	4/288	1.4%	0.5–3.5%	4.8	0% (0/285)	0%
35	Savvy	4/288	1.4%	0.5–3.5%	7.3	1.1% (3/285)	0.1%
36	Beboe	3/288	1%	0.4–3%	5.3	0% (0/285)	0%
37	Encore	1/288	0.3%	0.1–1.9%	4	1.1% (3/285)	0.1%
38	Flowhub	0/288	0%	0–1.3%	–	0.4% (1/285)	0%
39	MJBizDaily	0/288	0%	0–1.3%	–	3.2% (9/285)	0.4%
40	Marijuana Moment	0/288	0%	0–1.3%	–	2.8% (8/285)	0.3%
41	NORML	0/288	0%	0–1.3%	–	0% (0/285)	0%
42	National Cannabis Industry Association	0/288	0%	0–1.3%	–	0% (0/285)	0%
43	Select	0/288	0%	0–1.3%	–	0% (0/285)	0%

PROFILES

03 The top eight, side by side



RANK 1

Curaleaf

70/288 answers · 95% CI 19.7–29.6%

2.1	1.4%	0.2%
first-mention position	owned-domain citation (4/285)	citation share

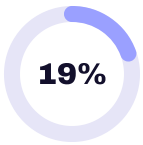


RANK 2

Joy Organics

57/288 answers · 95% CI 15.6–24.8%

2	6.3%	0.9%
first-mention position	owned-domain citation (18/285)	citation share

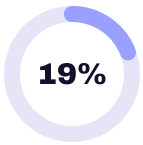


RANK 3

Charlotte's Web

56/288 answers · 95% CI 15.3–24.4%

2.2	4.2%	0.5%
first-mention position	owned-domain citation (12/285)	citation share

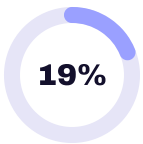


RANK 4

Medterra

55/288 answers · 95% CI 15–24%

2.8	2.1%	0.3%
first-mention position	owned-domain citation (6/285)	citation share

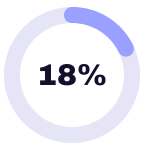


RANK 5

Leafly

54/288 answers · 95% CI 14.7–23.7%

2.5	13%	1.7%
first-mention position	owned-domain citation (37/285)	citation share

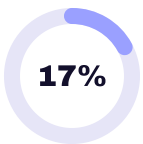


RANK 6

Lazarus Naturals

51/288 answers · 95% CI 13.7–22.5%

2.9	3.5%	0.4%
first-mention position	owned-domain citation (10/285)	citation share

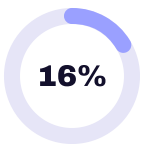


RANK 7

Trulieve

49/288 answers · 95% CI 13.1–21.8%

3.2	2.5%	0.3%
first-mention position	owned-domain citation (7/285)	citation share



RANK 8

Cornbread Hemp

47/288 answers · 95% CI 12.5–21%

2.4	3.5%	0.4%
first-mention position	owned-domain citation (10/285)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named Leafly in 23 of 72 answers. The other engines named it in 9 to 12 of 72. ChatGPT named Weedmaps in 20 of 72 answers. The other engines named it in 6 to 10 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Leafly	**31.9%**
Weedmaps	**27.8%**
Curaleaf	**22.2%**
Charlotte's Web	**22.2%**
CBDistillery	**20.8%**
Joy Organics	**19.4%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Cornbread Hemp	**29.2%**
Charlotte's Web	**27.8%**
Joy Organics	**23.6%**
Curaleaf	**22.2%**
Medterra	**22.2%**
Lazarus Naturals	**22.2%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Curaleaf	**27.8%**
Medterra	**23.6%**
Joy Organics	**22.2%**
Trulieve	**19.4%**
Green Thumb Industries	**19.4%**
Charlotte's Web	**18.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Curaleaf	**25%**
Trulieve	**16.7%**
Wyld	**16.7%**
Lazarus Naturals	**15.3%**
Cann	**15.3%**
Joy Organics	**13.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 50 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 46 = 334 answers.



TRIGGER RATE

Google AI Overviews appeared on 46 of 50 searches (92%, CI 81.2–96.8%). The other 4 searches showed no overview. Within the 46 overviews, Joy Organics was named in 9 (19.6%), Cornbread Hemp was named in 9 (19.6%), Lazarus Naturals was named in 8 (17.4%), Curaleaf was named in 7 (15.2%). youtube.com was the most-cited source, with 35 citations and an appearance in 19 of 46 overviews (Google Shopping links not counted).

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Curaleaf	23.1%	=
2	Joy Organics	19.8%	=
3	Medterra	18.3%	▲ 1
4	Leafly	18.3%	▲ 1
5	Charlotte's Web	18.0%	▼ 2
6	Lazarus Naturals	17.7%	=
7	Trulieve	16.8%	=
8	Cornbread Hemp	16.8%	=
9	Weedmaps	15.6%	=
10	Green Thumb Industries	14.4%	=

06

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Curaleaf 100%

TIED WITH GREEN THUMB INDUSTRIES, TRULIEVE

Green Thumb Industries	100%
Trulieve	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Wyld 100%

Cann	75%
Kiva Confections	75%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Wyld 100%

TIED WITH KIVA CONFECTIONS

Kiva Confections	100%
Wana Brands	83.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

STIIIZY 100%

PAX	91.7%
Leafly	25%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Cann 75%

Leafly	66.7%
Cornbread Hemp	25%

AI Overview shown on 1 of 3 searches

Q06 · 12 ANSWERS

Lazarus Naturals 91.7%

Joy Organics	83.3%
Medterra	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,351 citations in total. healthline.com was cited most often, with 95 citations (4%) across 52 answers. Next came forbes.com (74), sec.gov (47), leafly.com (38), medicalnewstoday.com (38), en.wikipedia.org (36).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

healthline.com	**18.2%**
forbes.com	**17.9%**
leafly.com	**12.6%**
medicalnewstoday.com	**12.3%**
en.wikipedia.org	**9.1%**
cbd.market	**8.1%**
weedmaps.com	**7%**
bdsa.com	**6.7%**
planetofthevapes.com	**6.3%**
joyorganics.com	**6.3%**

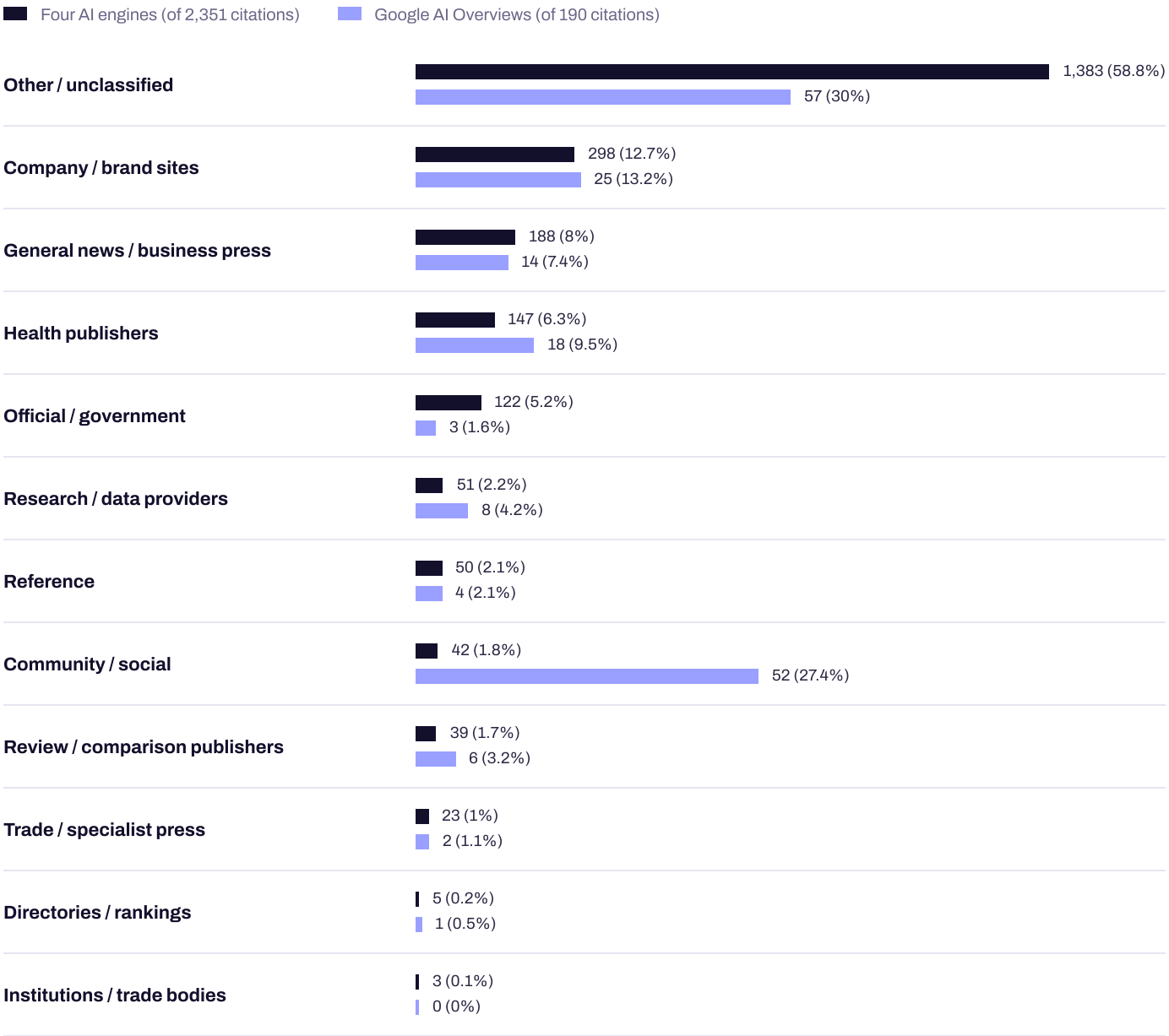
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

youtube.com	**41.3%**
goodrx.com	**19.6%**
healthline.com	**17.4%**
cbd.market	**13%**
medicalnewstoday.com	**13%**
forbes.com	**10.9%**
reddit.com	**10.9%**
investingnews.com	**8.7%**
joyorganics.com	**8.7%**
vice.com	**8.7%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Leafly's own domains were cited in 13.0% of grounded answers, Weedmaps' in 7.0% and Joy Organics' in 6.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were healthline.com (in 18.2% of grounded answers), forbes.com (17.9%), medicalnewstoday.com (12.3%), en.wikipedia.org (9.1%) and cbd.market (8.1%). General news and business press supplied 8.0% of citations and health publishers 6.3%.
Check each engine separately.	Claude named Cornbread Hemp in 29.2% of answers against 5.6% on ChatGPT. ChatGPT named Weedmaps in 27.8% of answers against 8.3% on Perplexity.
Watch names outside the tracked list.	Extract Labs (24 answers), Soul CBD (19 answers), NuLeaf Naturals (19 answers), Cycling Frog (18 answers), CBDfx (18 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which brand do AI engines name most often?

Curaleaf, named in 70 of 288 four-engine answers (24.3%, CI 19.7–29.6%). Joy Organics was second at 57 of 288 (19.8%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which brand is named first most often?

Curaleaf was the first brand named in 39 of 288 answers, with an average first position of 2.1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 46 of 50 searches (92%, CI 81.2–96.8%). Within those 46 overviews, Joy Organics was named most often, in 9 (19.6%).

Q4 Which sources do the engines cite?

Across 2,351 four-engine citations, healthline.com was cited most (95 citations, in 52 of 285 grounded answers), followed by forbes.com (74 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Leafly in 23 of 72 answers, against 9 to 12 of 72 on the other engines. ChatGPT named Weedmaps in 20 of 72 answers, against 6 to 10 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	50
questions		runs each		AI engines		answers		Google searches · 46 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; Cresco Labs and Verano Holdings alone do not count as the Cresco and Verano product brands. First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	50	46 shown	46

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 43 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Extract Labs (24 answers), Soul CBD (19 answers), NuLeaf Naturals (19 answers), Cycling Frog (18 answers), CBDfx (18 answers).
- 338 of 360 planned results were returned. 22 AI Overview lookups were excluded after at most three total attempts.
- 50 successful Google searches: 46 overviews shown; 4 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Schwazze is not tracked: Vireo Growth bought selected Schwazze assets in March 2026. The Cannabist Company (formerly Columbia Care) is tracked under its current name; it disclosed a restructuring in a 2026 filing. Sunnyside, Mindy's Edibles, Savvy, Encore and Cresco share their parent companies' websites, so their own-site figures include the parent site.
- One Core question names Curaleaf: "Curaleaf vs Trulieve: which is the bigger operator?" Without it, Curaleaf is named in 58 of 276 answers and named first in 30, level with Joy Organics (57).
- Google Shopping links and Google redirect URLs are not counted as cited sources in the AI Overview figures; original URLs remain in the evidence.
- This index counts how often brands are named in AI answers. It makes no legal, medical or health claim, does not describe any state's law, and being named is not an endorsement. It is intended for adult readers.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the biggest cannabis companies in the US?	Cannabis AI Visibility Index	CORE QUESTION
02	What are the best cannabis brands for beginners?	Cannabis AI Visibility Index	CORE QUESTION
03	What are the best cannabis edibles brands?	Cannabis AI Visibility Index	CORE QUESTION
04	What is the best cannabis vape brand?	Cannabis AI Visibility Index	CORE QUESTION
05	What is the best cannabis beverage brand?	Cannabis AI Visibility Index	CORE QUESTION
06	What is the best CBD oil?	Cannabis AI Visibility Index	CORE QUESTION
07	What is the best CBD for sleep?	Cannabis AI Visibility Index	CORE QUESTION
08	What is the best THC-free CBD brand?	Cannabis AI Visibility Index	CORE QUESTION
09	Curaleaf vs Trulieve: which is the bigger operator?	Cannabis AI Visibility Index	CORE QUESTION
10	What is the best app to find a cannabis dispensary?	Cannabis AI Visibility Index	CORE QUESTION
11	What is the best dry herb vaporizer?	Cannabis AI Visibility Index	CORE QUESTION
12	What is the difference between cannabis and CBD?	Cannabis AI Visibility Index	CORE QUESTION
13	Which cannabis companies operate dispensaries across multiple US states?	Cannabis AI Visibility Index	ADDED QUESTION
14	Which cannabis flower brands are distributed in the United States?	Cannabis AI Visibility Index	ADDED QUESTION
15	Which cannabis edible brands publish serving-size and THC information?	Cannabis AI Visibility Index	ADDED QUESTION
16	Which cannabis vape brands publish product testing results?	Cannabis AI Visibility Index	ADDED QUESTION
17	Which cannabis beverage brands offer low-dose products?	Cannabis AI Visibility Index	ADDED QUESTION
18	Which CBD oil brands publish independent laboratory reports?	Cannabis AI Visibility Index	ADDED QUESTION
19	Which CBD gummy brands offer THC-free products?	Cannabis AI Visibility Index	ADDED QUESTION
20	Which dispensary finder platforms list licensed US retailers?	Cannabis AI Visibility Index	ADDED QUESTION
21	Which cannabis delivery platforms operate in legal US markets?	Cannabis AI Visibility Index	ADDED QUESTION
22	Which dry herb vaporizer brands publish device specifications?	Cannabis AI Visibility Index	ADDED QUESTION
23	Which cannabis brands sell both flower and edible products?	Cannabis AI Visibility Index	ADDED QUESTION
24	Which CBD brands publish information about ingredient sourcing?	Cannabis AI Visibility Index	ADDED QUESTION

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