5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

CIGARS & PIPES INDEX 2.0

Which cigar and pipe brands AI engines name
288 AI answers · November 2 to 3, 2026

Measured :
November 2 to 3, 2026
24 questions × 3 runs · 288 AI answers

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

Prepared by :
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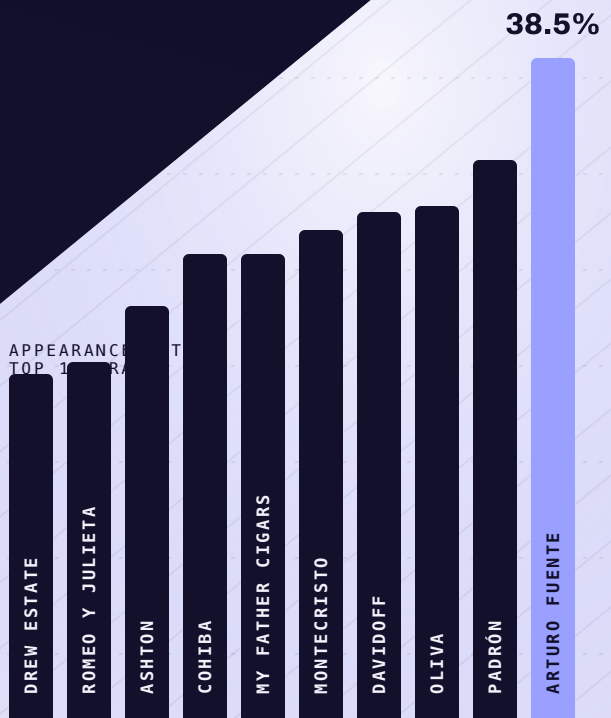

AT A GLANCE

Arturo Fuente tops a close field. Four other brands are within its margin.

Arturo Fuente, Padrón, Oliva, Davidoff and Montecristo lead this measured set. Arturo Fuente: 111/288 (38.5%; 95% interval 33.1–44.3%). Padrón: 94/288 (32.6%; 95% interval 27.5–38.3%). Their 95% intervals overlap; neither can be called the sole leader.

Version 2. This version replaces the first version of this study, first published August 15, 2026. It uses measured counts, so the two versions are not comparable.

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

38.5%
of answers named Arturo Fuente, the most-named (111 of 288)

39
tracked brands named at least once (of 39)

86.8%
of Google searches showed an AI Overview (46 of 53)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Arturo Fuente, Padrón, Oliva, Davidoff and Montecristo

Arturo Fuente, Padrón, Oliva, Davidoff and Montecristo lead this measured set. Arturo Fuente: 111/288 (38.5%; 95% interval 33.1–44.3%). Padrón: 94/288 (32.6%; 95% interval 27.5–38.3%). Their 95% intervals overlap; neither can be called the sole leader.

NAMED FIRST

50/288 (17.4%)

Padrón was the first brand named in 50 of 288 answers, more than any other tracked brand. Its average first position was 2.4. Arturo Fuente was named first in 34 of 288.

CLAUDE SKEW

22/72 (30.6%)

Claude named Romeo y Julieta in 22 of 72 answers. The other engines named it in 12 to 13 of 72.

OWN-SITE CITATIONS

49/282 (17.4%)

JR Cigars' own domains were cited in 49 of 282 grounded answers, more than any other tracked brand. Cigars International followed at 24 of 282. 16 of 39 tracked brands had 0 of 282, and 9 had no tracked own site.

AIO TRIGGER

46/53 (86.8%)

Google AI Overviews appeared on 46 of 53 searches (CI 75.2–93.5%). On the other 7, no overview was shown.

AIO LEADER

21/46 (45.7%)

Montecristo was the brand named most often in AI Overviews, at 21 of 46, followed by Ashton at 18 of 46 (39.1%). In the four-engine set, Montecristo was named in 82 of 288 answers (28.5%).

TOP DOMAIN

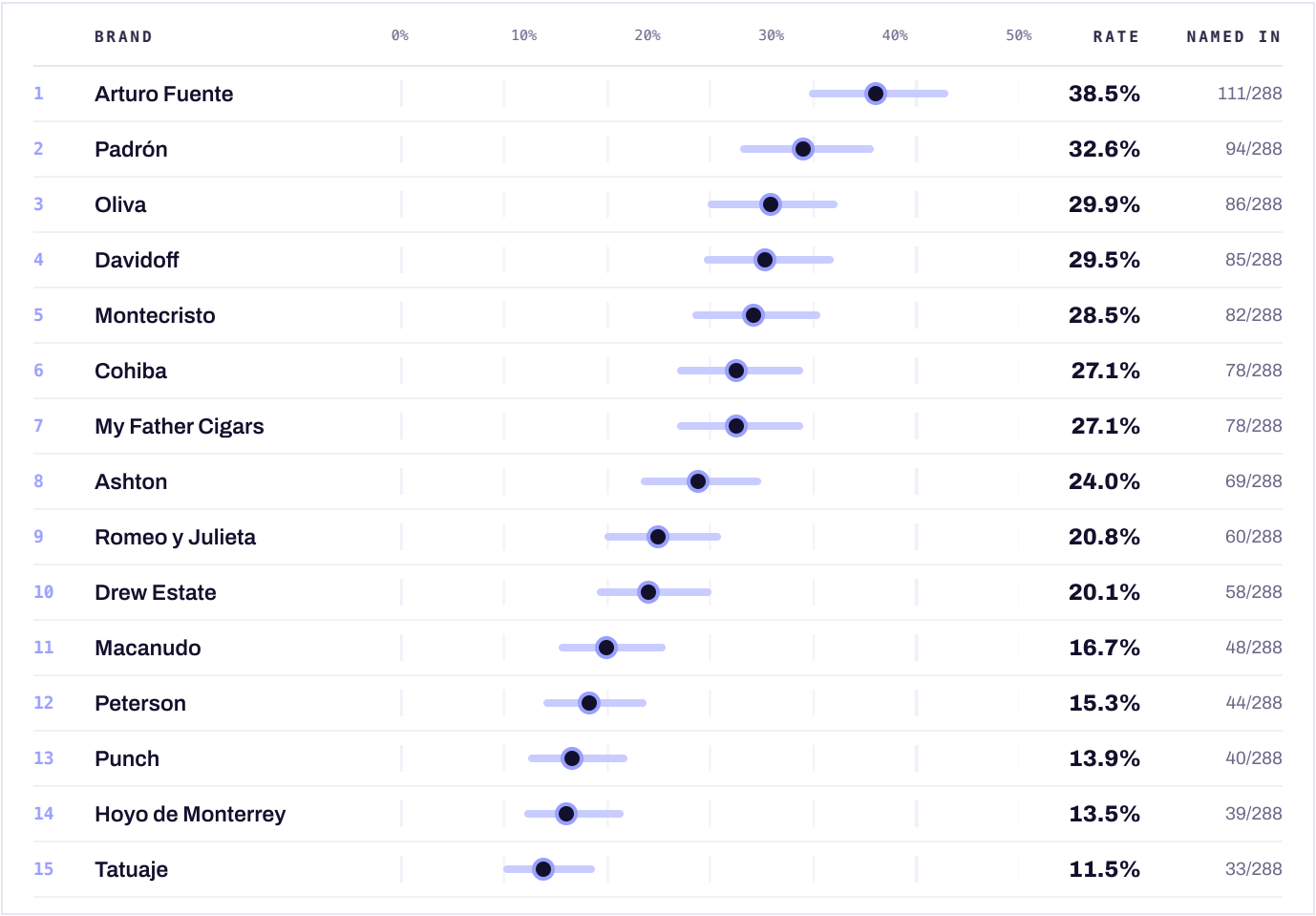
66/282 (23.4%)

en.wikipedia.org was cited in 66 of 282 grounded four-engine answers, with 130 of 2,215 citations (5.9%). holts.com came second with 114 citations in 94 answers (33.3%).

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	Arturo Fuente	38.5%	111/288
2	Padrón	32.6%	94/288
3	Oliva	29.9%	86/288
4	Davidoff	29.5%	85/288
5	Montecristo	28.5%	82/288
6	Cohiba	27.1%	78/288
7	My Father Cigars	27.1%	78/288
8	Ashton	24.0%	69/288
9	Romeo y Julieta	20.8%	60/288
10	Drew Estate	20.1%	58/288
11	Macanudo	16.7%	48/288
12	Peterson	15.3%	44/288
13	Punch	13.9%	40/288
14	Hoyo de Monterrey	13.5%	39/288
15	Tatuaje	11.5%	33/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 282 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,215 citations. None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Arturo Fuente	111/288	38.5%	33.1–44.3%	2.7	1.8% (5/282)	0.3%
2	Padrón	94/288	32.6%	27.5–38.3%	2.4	1.4% (4/282)	0.2%
3	Oliva	86/288	29.9%	24.9–35.4%	4.5	0% (0/282)	0%
4	Davidoff	85/288	29.5%	24.5–35%	3.9	0% (0/282)	0%
5	Montecristo	82/288	28.5%	23.6–33.9%	4	None	None
6	Cohiba	78/288	27.1%	22.3–32.5%	2.8	None	None
7	My Father Cigars	78/288	27.1%	22.3–32.5%	4.3	0.4% (1/282)	0%
8	Ashton	69/288	24%	19.4–29.2%	4.5	0.7% (2/282)	0.1%
9	Romeo y Julieta	60/288	20.8%	16.5–25.9%	4.9	None	None
10	Drew Estate	58/288	20.1%	15.9–25.1%	4.7	1.1% (3/282)	0.1%
11	Macanudo	48/288	16.7%	12.8–21.4%	2.9	None	None
12	Peterson	44/288	15.3%	11.6–19.9%	2.3	0.4% (1/282)	0%
13	Punch	40/288	13.9%	10.4–18.4%	4.2	None	None
14	Hoyo de Monterrey	39/288	13.5%	10.1–18%	4.6	None	None
15	Tatuaje	33/288	11.5%	8.3–15.7%	4.3	0% (0/282)	0%
16	Famous Smoke Shop	31/288	10.8%	7.7–14.9%	2.8	8.2% (23/282)	1.1%
17	La Flor Dominicana	30/288	10.4%	7.4–14.5%	3.9	0% (0/282)	0%
18	Perdomo	30/288	10.4%	7.4–14.5%	5.5	0% (0/282)	0%
19	Rocky Patel	30/288	10.4%	7.4–14.5%	5.8	0.7% (2/282)	0.1%
20	Savinelli	30/288	10.4%	7.4–14.5%	2	0% (0/282)	0%
21	Cigars International	27/288	9.4%	6.5–13.3%	2	8.5% (24/282)	1.1%
22	Plasencia	27/288	9.4%	6.5–13.3%	4.7	0% (0/282)	0%
23	Alec Bradley	26/288	9%	6.2–12.9%	2.3	0% (0/282)	0%
24	CAO	26/288	9%	6.2–12.9%	4.2	None	None
25	JR Cigars	25/288	8.7%	5.9–12.5%	2.7	17.4% (49/282)	2.3%
26	Missouri Meerschaum	25/288	8.7%	5.9–12.5%	1.4	1.4% (4/282)	0.2%
27	Cornell & Diehl	22/288	7.6%	5.1–11.3%	2.2	0% (0/282)	0%
28	Mac Baren	19/288	6.6%	4.3–10.1%	2.6	0% (0/282)	0%

02 THE LEADERBOARD

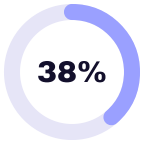
The full list (continued)

None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Atlantic Cigar	17/288	5.9%	3.7–9.2%	5.2	6.4% (18/282)	0.9%
30	Captain Black	16/288	5.6%	3.4–8.8%	3.9	0% (0/282)	0%
31	Dunhill	16/288	5.6%	3.4–8.8%	2.1	0% (0/282)	0%
32	J.C. Newman	13/288	4.5%	2.7–7.6%	5.8	1.1% (3/282)	0.1%
33	E.P. Carrillo	12/288	4.2%	2.4–7.1%	3.3	0% (0/282)	0%
34	Thompson Cigar	12/288	4.2%	2.4–7.1%	3.7	3.5% (10/282)	0.5%
35	Joya de Nicaragua	11/288	3.8%	2.1–6.7%	5.5	0% (0/282)	0%
36	Gurkha	9/288	3.1%	1.7–5.8%	6.3	0% (0/282)	0%
37	Samuel Gawith	9/288	3.1%	1.7–5.8%	2	None	None
38	La Aurora	4/288	1.4%	0.5–3.5%	8.5	0% (0/282)	0%
39	Zino Platinum	3/288	1%	0.4–3%	9	None	None

PROFILES

03 The top eight, side by side



RANK 1

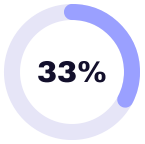
Arturo Fuente

111/288 answers · 95% CI 33.1–44.3%

2.7 first-mention position

1.8% owned-domain citation (5/282)

0.3% citation share



RANK 2

Padrón

94/288 answers · 95% CI 27.5–38.3%

2.4 first-mention position

1.4% owned-domain citation (4/282)

0.2% citation share



RANK 3

Oliva

86/288 answers · 95% CI 24.9–35.4%

4.5 first-mention position

0% owned-domain citation (0/282)

0% citation share



RANK 4

Davidoff

85/288 answers · 95% CI 24.5–35%

3.9 first-mention position

0% owned-domain citation (0/282)

0% citation share



RANK 5

Montecristo

82/288 answers · 95% CI 23.6–33.9%

4 first-mention position



RANK 6

Cohiba

78/288 answers · 95% CI 22.3–32.5%

2.8 first-mention position



RANK 7

My Father Cigars

78/288 answers · 95% CI 22.3–32.5%

4.3 first-mention position

0.4% owned-domain citation (1/282)

0% citation share



RANK 8

Ashton

69/288 answers · 95% CI 19.4–29.2%

4.5 first-mention position

0.7% owned-domain citation (2/282)

0.1% citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Romeo y Julieta in 22 of 72 answers. The other engines named it in 12 to 13 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Arturo Fuente	**37.5%**
Padrón	**34.7%**
Oliva	**33.3%**
Montecristo	**30.6%**
Davidoff	**29.2%**
Cohiba	**25%**

Claude

72 ASKED | 72 RETURNED | 66 GROUNDED

Arturo Fuente	**38.9%**
Padrón	**34.7%**
Montecristo	**33.3%**
Cohiba	**33.3%**
Oliva	**30.6%**
Romeo y Julieta	**30.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Arturo Fuente	**38.9%**
My Father Cigars	**34.7%**
Ashton	**33.3%**
Davidoff	**30.6%**
Padrón	**29.2%**
Oliva	**29.2%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Arturo Fuente	**38.9%**
Davidoff	**33.3%**
Padrón	**31.9%**
Ashton	**27.8%**
Oliva	**26.4%**
Cohiba	**25%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 53 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 53 searches (86.8%, CI 75.2–93.5%). The other 7 searches showed no overview. Within the 46 overviews, Montecristo was named in 21 (45.7%), Ashton was named in 18 (39.1%), Arturo Fuente was named in 16 (34.8%), Padrón was named in 16 (34.8%). youtube.com was the most-cited source, with 72 citations and an appearance in 38 of 46 overviews.

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

1	Arturo Fuente	38.0%	=
2	Padrón	32.9%	=
3	Montecristo	30.8%	▲ 2
4	Oliva	29.3%	▼ 1
5	Davidoff	29.0%	▼ 1
6	My Father Cigars	28.1%	▲ 1
7	Ashton	26.0%	▲ 1
8	Cohiba	25.4%	▼ 2
9	Drew Estate	19.2%	▲ 1
10	Romeo y Julieta	18.9%	▼ 1

LEADERS BY QUESTION

06 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

Padrón 100%

TIED WITH ARTURO FUENTE, DAVIDOFF

Arturo Fuente	100%
Davidoff	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Arturo Fuente 100%

TIED WITH MACANUDO, OLIVA

Macanudo	100%
Oliva	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Macanudo 100%

Ashton	91.7%
Arturo Fuente	83.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Padrón 100%

TIED WITH OLIVA, MY FATHER CIGARS

Oliva	100%
My Father Cigars	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Arturo Fuente 100%

TIED WITH DAVIDOFF

Davidoff	100%
Ashton	83.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Padrón 100%

TIED WITH ARTURO FUENTE

Arturo Fuente	100%
Davidoff	91.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,215 citations in total. en.wikipedia.org was cited most often, with 130 citations (5.9%) across 66 answers. Next came holts.com (114), cigaraficionado.com (108), reddit.com (90), smokingpipes.com (79), savinelli.com (53).

FOUR AI ENGINES · SHARE OF 282 GROUNDED ANSWERS

holts.com	**33.3%**
cigaraficionado.com	**28%**
en.wikipedia.org	**23.4%**
reddit.com	**23.4%**
smokingpipes.com	**21.3%**
jrcigars.com	**17.4%**
youtube.com	**14.2%**
themanual.com	**14.2%**
cigardesk.com	**12.8%**
blog.casadnc.com	**12.1%**

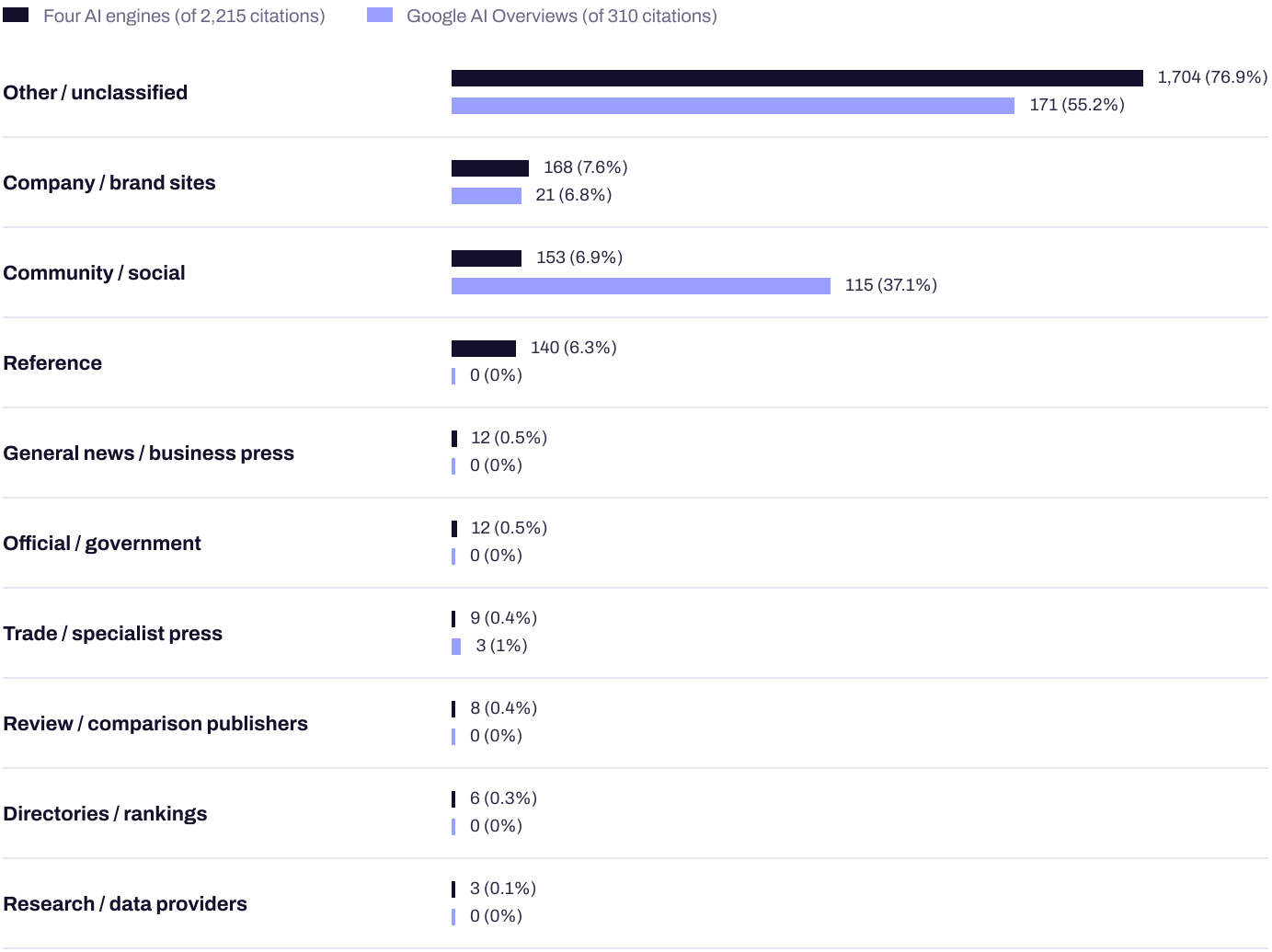
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

youtube.com	**82.6%**
reddit.com	**58.7%**
casademontecristo.c...	**30.4%**
holts.com	**28.3%**
jrcigars.com	**23.9%**
aicigarexplorer.com	**19.6%**
cigaraficionado.com	**19.6%**
cigarcountry.com	**19.6%**
cigarsdirect.com	**17.4%**
mardocigars.com	**17.4%**

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.	Arturo Fuente's own domains were cited in 1.8% of grounded answers, Padrón's in 1.4% and Drew Estate's in 1.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were holts.com (in 33.3% of grounded answers), cigaraficionado.com (28.0%), en.wikipedia.org (23.4%), reddit.com (23.4%) and smokingpipes.com (21.3%). Community and social supplied 6.9% of citations and reference sites 6.3%.
Check each engine separately.	Gemini named Ashton in 33.3% of answers against 16.7% on Claude. Claude named Romeo y Julieta in 30.6% of answers against 16.7% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 10.0% of Google AI Overview citations against 6.9% in the four chat engines. youtube.com was cited in 82.6% of overviews, reddit.com in 58.7% and facebook.com in 13.0%.
Watch names outside the tracked list.	Partagás (24 answers), H. Upmann (19 answers), Foundation Cigar Company (15 answers), La Gloria Cubana (15 answers), Lane Limited 1-Q (14 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 watch brands lead these AI answers?

Arturo Fuente, Padrón, Oliva, Davidoff and Montecristo lead this measured set. Arturo Fuente: 111/288 (38.5%; 95% interval 33.1–44.3%). Padrón: 94/288 (32.6%; 95% interval 27.5–38.3%). Their 95% intervals overlap; neither can be called the sole leader.

Q2 Which brand is named first most often?

Padrón was the first brand named in 50 of 288 answers, with an average first position of 2.4.

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

An overview appeared on 46 of 53 searches (86.8%, CI 75.2–93.5%). Within those 46 overviews, Montecristo was named most often, in 21 (45.7%).

Q4 Which sources do the engines cite?

Across 2,215 four-engine citations, en.wikipedia.org was cited most (130 citations, in 66 of 282 grounded answers), followed by holts.com (114 citations).

Q5 Do the four engines agree?

Only in part. Claude named Romeo y Julieta in 22 of 72 answers, against 12 to 13 of 72 on the other engines. Claude named Macanudo in 18 of 72 answers, against 9 to 11 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	53
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 November 2 to 3, 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; 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	66
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	53	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 39 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 Partagás (24 answers), H. Upmann (19 answers), Foundation Cigar Company (15 answers), La Gloria Cubana (15 answers), Lane Limited 1-Q (14 answers).
- 341 of 360 planned results were returned. 19 AI Overview lookups were excluded after at most three total attempts.
- 53 successful Google searches: 46 overviews shown; 7 without an overview. Failures are excluded, not scored as zero.
- 6 chat answers had no search sources and are left out of the citation figures.
- Question 9 asks whether Cuban cigars are better, so counts for Cuban-heritage brands (Cohiba, Montecristo, Romeo y Julieta, Punch and Hoyo de Monterrey) include up to 12 answers to it.
- Measured across two days, November 2 to 3, 2026.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Arturo Fuente (100/276) and Padrón (82/276); their order does not change.
- Names with no tracked own site are shown as None. 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.
- For adult consumers only. This report makes no health claim, and being named is not an endorsement. Drew Estate is a Swisher International business, not part of Philip Morris International. Cigar Aficionado is a cited publication, not a cigar or pipe brand in the ranking. Dunhill's fashion-house website is not attributed to cigars or pipes.
- Google Shopping links and Google redirect URLs are not counted as cited sources; original URLs remain in the evidence.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps

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 best premium cigar brands?	Cigars and Pipes Index 2.0	CORE QUESTION
02	What is the best cigar for a beginner?	Cigars and Pipes Index 2.0	CORE QUESTION
03	What is the best mild cigar?	Cigars and Pipes Index 2.0	CORE QUESTION
04	What is the best Nicaraguan cigar?	Cigars and Pipes Index 2.0	CORE QUESTION
05	What is the best Dominican cigar?	Cigars and Pipes Index 2.0	CORE QUESTION
06	What is a good cigar to give as a gift?	Cigars and Pipes Index 2.0	CORE QUESTION
07	What is the best cigar under $20?	Cigars and Pipes Index 2.0	CORE QUESTION
08	What are the most sought-after limited edition cigars?	Cigars and Pipes Index 2.0	CORE QUESTION
09	Are Cuban cigars better than non-Cuban cigars?	Cigars and Pipes Index 2.0	CORE QUESTION
10	What is the best online store to buy cigars?	Cigars and Pipes Index 2.0	CORE QUESTION
11	What is the best tobacco pipe brand for a beginner?	Cigars and Pipes Index 2.0	CORE QUESTION
12	What is the best pipe tobacco?	Cigars and Pipes Index 2.0	CORE QUESTION
13	Which premium cigar brands publish tobacco origin and blend information?	Cigars and Pipes Index 2.0	ADDED QUESTION
14	What are the best full-bodied cigars?	Cigars and Pipes Index 2.0	ADDED QUESTION
15	What are the best Honduran cigars?	Cigars and Pipes Index 2.0	ADDED QUESTION
16	Which cigar brands are owned by large tobacco companies?	Cigars and Pipes Index 2.0	ADDED QUESTION
17	What are the best boutique cigar brands?	Cigars and Pipes Index 2.0	ADDED QUESTION
18	Which non-Cuban versions of Cuban cigar brands are sold in the US?	Cigars and Pipes Index 2.0	ADDED QUESTION
19	What are the most famous Cuban cigar brands?	Cigars and Pipes Index 2.0	ADDED QUESTION
20	Which online cigar retailers offer sampler assortments for adults?	Cigars and Pipes Index 2.0	ADDED QUESTION
21	Which online cigar retailers publish storage and shipping policies?	Cigars and Pipes Index 2.0	ADDED QUESTION
22	Which tobacco pipe makers offer replaceable stems?	Cigars and Pipes Index 2.0	ADDED QUESTION
23	What is the best briar pipe?	Cigars and Pipes Index 2.0	ADDED QUESTION
24	What are the best aromatic pipe tobaccos?	Cigars and Pipes Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Cigars and Pipes Index 2.0

Measured November 2 to 3, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research