5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

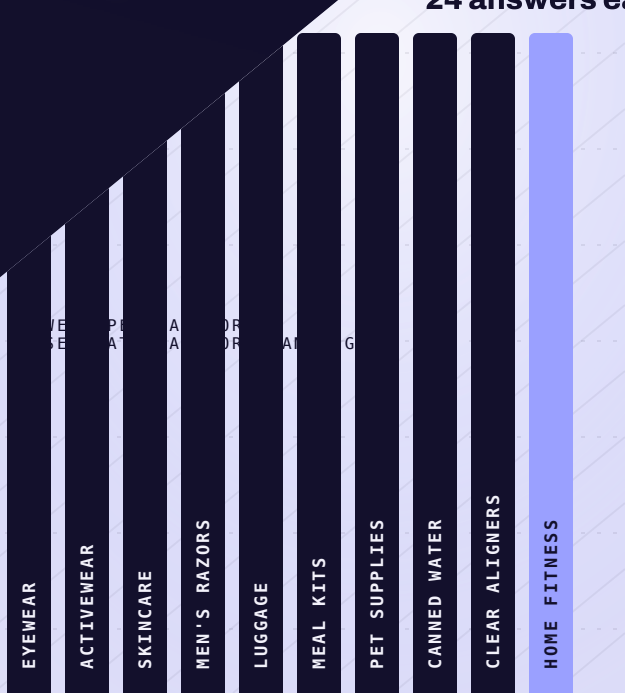
DTC BRANDS INDEX 2.0

Which DTC brands AI engines name
288 AI answers · October 30 to 31, 2026

Measured :
October 30 to 31, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 48 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

12 DTC categories. Each ranked on its own.

Each category has 24 answers (2 questions × 3 runs × 4 chat engines). Brands are ranked only within their own category; pooled totals do not rank brands across categories.

Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

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

12
categories ranked separately; no cross-category brand leader

24
four-engine answers per category; all 60 tracked brands retained

78.7%
of Google searches showed an AI Overview (48 of 61)

INSIDE THIS REPORT

01 Key findings 03
02 By category 04
03 The leaderboard 16
04 Profiles 19
05 How the engines differ 20
06 Google AI Overviews 21
07 Leaders by question 25
08 Who the engines cite 26
09 Citation share by source type 27
10 Improving AI visibility 28
11 Questions people ask 29
12 Methodology 30
13 Appendix: the 24 questions 31

KEY FINDINGS

01 What the data shows

CATEGORY-SPECIFIC RESULTS

12 × 24

Each category has 2 questions × 3 runs × 4 chat engines = 24 answers. Brands are ranked only within their assigned category. Counts include each answer once per brand; equal counts share a competition rank. Wilson 95% intervals are descriptive; overlapping intervals do not establish a sole leader.

QUESTION-DESIGN CAP

24/288 = 8.3%

Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings.

ALL BRANDS RETAINED

60 brands

All previously tracked DTC brands, survivors, incumbents and competitors remain, including former brands and original operating-status notes.

AIO TRIGGER

48/61 (78.7%)

Google AI Overviews appeared on 48 of 61 searches (CI 66.9–87.1%). On the other 13, no overview was shown.

TOP DOMAIN

97/288 (33.7%)

forbes.com was cited in 97 of 288 grounded four-engine answers, with 112 of 2,265 citations (4.9%). en.wikipedia.org came second with 46 citations in 36 answers (12.5%).

02

BY CATEGORY

Mattresses

Each category has 2 questions × 3 runs × 4 chat engines = 24 answers. Brands are ranked only within their assigned category. Counts include each answer once per brand; equal counts share a competition rank. Wilson 95% intervals are descriptive; overlapping intervals do not establish a sole leader. Highest observed count: Leesa (20/24). The top two 95% intervals overlap; neither can be called the sole leader.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Leesa**	20/24	83.3%	64.1–93.3%	5	DTC
2	**Helix**	17/24	70.8%	50.8–85.1%	14	DTC
3	**Nectar**	15/24	62.5%	42.7–78.8%	1	DTC
4	**Saatva**	13/24	54.2%	35.1–72.1%	3	DTC
5	**Tuft & Needle**	7/24	29.2%	14.9–49.2%	0	DTC
6 (tie)	**Purple**	2/24	8.3%	2.3–25.8%	0	DTC
6 (tie)	**Tempur-Pedic**	2/24	8.3%	2.3–25.8%	0	Incumbent
8	**Casper**	1/24	4.2%	0.7–20.2%	0	DTC; Carpenter Co. subsidiary since November 2024
9	**Sealy**	0/24	0.0%	0.0–13.8%	0	Incumbent

BY CATEGORY

02 Sneakers

Highest observed count: Allbirds (24/24).

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Allbirds**	24/24	100.0%	86.2–100.0%	12	DTC; signed an asset sale to an American Exchange Group affiliate on March 29, 2026
2	**Nike**	12/24	50.0%	31.4–68.6%	12	Incumbent
3	**Rothy's**	9/24	37.5%	21.2–57.3%	0	DTC
4	**Veja**	6/24	25.0%	12.0–44.9%	0	Competitor

BY CATEGORY

02 Eyewear

Highest observed count: EyeBuyDirect, Warby Parker, Zenni Optical (24/24 each). These brands are tied; their display order does not break the tie.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1 (tie)	**EyeBuyDirect**	24/24	100.0%	86.2–100.0%	0	Online eyewear
1 (tie)	**Warby Parker**	24/24	100.0%	86.2–100.0%	3	DTC survivor
1 (tie)	**Zenni Optical**	24/24	100.0%	86.2–100.0%	21	Online eyewear
4	**LensCrafters**	2/24	8.3%	2.3–25.8%	0	Incumbent
5	**Glasses.com**	0/24	0.0%	0.0–13.8%	0	Online eyewear

02

BY CATEGORY

Activewear

Highest observed count: Alo Yoga, Athleta, Girlfriend Collective, Lululemon, Vuori (24/24 each). These brands are tied; their display order does not break the tie.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1 (tie)	**Alo Yoga**	24/24	100.0%	86.2–100.0%	0	Not labelled
1 (tie)	**Athleta**	24/24	100.0%	86.2–100.0%	0	Incumbent
1 (tie)	**Girlfriend Collective**	24/24	100.0%	86.2–100.0%	0	DTC
1 (tie)	**Lululemon**	24/24	100.0%	86.2–100.0%	24	Incumbent
1 (tie)	**Vuori**	24/24	100.0%	86.2–100.0%	0	Competitor
6	**Gymshark**	18/24	75.0%	55.1–88.0%	0	DTC
7	**Outdoor Voices**	4/24	16.7%	6.7–35.9%	0	DTC (acquired 2024)

02

BY CATEGORY

Skincare

Highest observed count: CeraVe, The Ordinary (23/24 each). These brands are tied; their display order does not break the tie.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1 (tie)	**CeraVe**	23/24	95.8%	79.8–99.3%	11	Incumbent
1 (tie)	**The Ordinary**	23/24	95.8%	79.8–99.3%	13	Competitor
3 (tie)	**Drunk Elephant**	4/24	16.7%	6.7–35.9%	0	Competitor
3 (tie)	**Glossier**	4/24	16.7%	6.7–35.9%	0	DTC survivor
5	**Rhode**	0/24	0.0%	0.0–13.8%	0	DTC survivor

02 BY CATEGORY

Men's razors

Highest observed count: Gillette (23/24).

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Gillette**	23/24	95.8%	79.8–99.3%	12	Incumbent
2	**Dollar Shave Club**	13/24	54.2%	35.1–72.1%	11	DTC
3	**Schick**	7/24	29.2%	14.9–49.2%	0	Incumbent
4	**Harry's**	2/24	8.3%	2.3–25.8%	1	DTC

02

BY CATEGORY

Luggage

Highest observed count: Briggs & Riley, Samsonite (24/24 each). These brands are tied; their display order does not break the tie.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1 (tie)	**Briggs & Riley**	24/24	100.0%	86.2–100.0%	6	Incumbent
1 (tie)	**Samsonite**	24/24	100.0%	86.2–100.0%	2	Incumbent
3	**Travelpro**	23/24	95.8%	79.8–99.3%	16	Incumbent
4	**Monos**	6/24	25.0%	12.0–44.9%	0	DTC
5	**Away**	3/24	12.5%	4.3–31.0%	0	DTC

02

BY CATEGORY

Meal kits

Highest observed count: Home Chef (24/24). The top two 95% intervals overlap; neither can be called the sole leader.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Home Chef**	24/24	100.0%	86.2–100.0%	4	Competitor
2	**HelloFresh**	23/24	95.8%	79.8–99.3%	20	Competitor
3	**Green Chef**	19/24	79.2%	59.5–90.8%	0	Competitor
4	**Blue Apron**	12/24	50.0%	31.4–68.6%	0	DTC (sold 2023)
5	**Factor**	2/24	8.3%	2.3–25.8%	0	Competitor

02

BY CATEGORY

Pet supplies

Highest observed count: Chewy (24/24). The top two 95% intervals overlap; neither can be called the sole leader.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Chewy**	24/24	100.0%	86.2–100.0%	18	DTC survivor
2	**The Farmer's Dog**	20/24	83.3%	64.1–93.3%	6	DTC
3	**Petco**	13/24	54.2%	35.1–72.1%	0	Incumbent
4	**PetSmart**	10/24	41.7%	24.5–61.2%	0	Incumbent

BY CATEGORY

02 Canned water

Highest observed count: Liquid Death (24/24). The top two 95% intervals overlap; neither can be called the sole leader.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Liquid Death**	24/24	100.0%	86.2–100.0%	14	DTC survivor
2	**Open Water**	20/24	83.3%	64.1–93.3%	10	Not labelled
3	**Mananalu**	7/24	29.2%	14.9–49.2%	0	Competitor
4	**Flow**	0/24	0.0%	0.0–13.8%	0	Not labelled

BY CATEGORY

02 Clear aligners

Highest observed count: Invisalign (24/24).

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**Invisalign**	24/24	100.0%	86.2–100.0%	24	Incumbent
2	**SmileDirectClub**	9/24	37.5%	21.2–57.3%	0	DTC; bankrupt and closed 2023
3	**Byte**	3/24	12.5%	4.3–31.0%	0	DTC
4	**Candid**	1/24	4.2%	0.7–20.2%	0	DTC

BY CATEGORY

02 Home fitness

Highest observed count: NordicTrack (22/24). The top two 95% intervals overlap; neither can be called the sole leader.

RANK	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST	STATUS
1	**NordicTrack**	22/24	91.7%	74.2–97.7%	6	Incumbent
2	**Peloton**	17/24	70.8%	50.8–85.1%	13	DTC
3	**Bowflex**	14/24	58.3%	38.8–75.5%	5	Incumbent
4	**Echelon**	5/24	20.8%	9.2–40.5%	0	Competitor

03 THE LEADERBOARD

Pooled appearance chart (secondary)

Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings.

	BRAND	0% 10% 20%	RATE	NAMED IN
1	Nike		11.1%	32/288
2	Allbirds		8.3%	24/288
3	Alo Yoga		8.3%	24/288
4	Athleta		8.3%	24/288
5	Briggs & Riley		8.3%	24/288
6	Chewy		8.3%	24/288
7	EyeBuyDirect		8.3%	24/288
8	Girlfriend Collective		8.3%	24/288
9	Home Chef		8.3%	24/288
10	Invisalign		8.3%	24/288
11	Liquid Death		8.3%	24/288
12	Lululemon		8.3%	24/288
13	Samsonite		8.3%	24/288
14	Vuori		8.3%	24/288
15	Warby Parker		8.3%	24/288

03 THE LEADERBOARD

All 60 brands: pooled full list (secondary)

Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings. Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,265 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Nike	32/288	11.1%	8–15.3%	3.3	1% (3/288)	0.1%
2	Allbirds	24/288	8.3%	5.7–12.1%	1.5	1.7% (5/288)	0.2%
3	Alo Yoga	24/288	8.3%	5.7–12.1%	3.6	0% (0/288)	0%
4	Athleta	24/288	8.3%	5.7–12.1%	3.3	0% (0/288)	0%
5	Briggs & Riley	24/288	8.3%	5.7–12.1%	2	0% (0/288)	0%
6	Chewy	24/288	8.3%	5.7–12.1%	1.3	0.7% (2/288)	0.1%
7	EyeBuyDirect	24/288	8.3%	5.7–12.1%	2.5	0.7% (2/288)	0.1%
8	Girlfriend Collective	24/288	8.3%	5.7–12.1%	4.4	1% (3/288)	0.1%
9	Home Chef	24/288	8.3%	5.7–12.1%	1.9	0% (0/288)	0%
10	Invisalign	24/288	8.3%	5.7–12.1%	1	1% (3/288)	0.1%
11	Liquid Death	24/288	8.3%	5.7–12.1%	1.5	0.3% (1/288)	0%
12	Lululemon	24/288	8.3%	5.7–12.1%	1	0% (0/288)	0%
13	Samsonite	24/288	8.3%	5.7–12.1%	2.8	0% (0/288)	0%
14	Vuori	24/288	8.3%	5.7–12.1%	4.5	0% (0/288)	0%
15	Warby Parker	24/288	8.3%	5.7–12.1%	2.4	0% (0/288)	0%
16	Zenni Optical	24/288	8.3%	5.7–12.1%	1.1	0% (0/288)	0%
17	CeraVe	23/288	8%	5.4–11.7%	1.5	0% (0/288)	0%
18	Gillette	23/288	8%	5.4–11.7%	1.5	0% (0/288)	0%
19	HelloFresh	23/288	8%	5.4–11.7%	1.1	0.7% (2/288)	0.1%
20	The Ordinary	23/288	8%	5.4–11.7%	1.4	0% (0/288)	0%
21	Travelpro	23/288	8%	5.4–11.7%	1.3	1.7% (5/288)	0.2%
22	NordicTrack	22/288	7.6%	5.1–11.3%	1.8	0% (0/288)	0%
23	Leesa	20/288	6.9%	4.5–10.5%	3	0% (0/288)	0%
24	Open Water	20/288	6.9%	4.5–10.5%	1.5	3.5% (10/288)	0.8%
25	The Farmer's Dog	20/288	6.9%	4.5–10.5%	2.4	0.3% (1/288)	0%
26	Green Chef	19/288	6.6%	4.3–10.1%	3.3	0% (0/288)	0%
27	Gymshark	18/288	6.3%	4–9.7%	6.1	0% (0/288)	0%
28	Helix	17/288	5.9%	3.7–9.2%	1.5	0% (0/288)	0%
29	Peloton	17/288	5.9%	3.7–9.2%	1.2	0% (0/288)	0%
30	Nectar	15/288	5.2%	3.2–8.4%	2.7	0% (0/288)	0%

03 THE LEADERBOARD

All 60 brands: pooled full list (secondary) (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
31	Bowflex	14/288	4.9%	2.9–8%	2.1	0% (0/288)	0%
32	Dollar Shave Club	13/288	4.5%	2.7–7.6%	1.2	0% (0/288)	0%
33	Petco	13/288	4.5%	2.7–7.6%	2.2	0.7% (2/288)	0.1%
34	Saatva	13/288	4.5%	2.7–7.6%	1.9	0% (0/288)	0%
35	Blue Apron	12/288	4.2%	2.4–7.1%	3.1	0% (0/288)	0%
36	PetSmart	10/288	3.5%	1.9–6.3%	3	0.3% (1/288)	0%
37	Rothy's	9/288	3.1%	1.7–5.8%	2.8	0% (0/288)	0%
38	SmileDirectClub	9/288	3.1%	1.7–5.8%	2	0% (0/288)	0%
39	Mananalu	7/288	2.4%	1.2–4.9%	2.6	0% (0/288)	0%
40	Schick	7/288	2.4%	1.2–4.9%	2	0% (0/288)	0%
41	Tuft & Needle	7/288	2.4%	1.2–4.9%	3.9	0% (0/288)	0%
42	Monos	6/288	2.1%	1–4.5%	3.7	0.7% (2/288)	0.1%
43	Veja	6/288	2.1%	1–4.5%	3	1% (3/288)	0.1%
44	Echelon	5/288	1.7%	0.7–4%	3.2	0% (0/288)	0%
45	Drunk Elephant	4/288	1.4%	0.5–3.5%	3.8	0% (0/288)	0%
46	Glossier	4/288	1.4%	0.5–3.5%	3.3	0% (0/288)	0%
47	Outdoor Voices	4/288	1.4%	0.5–3.5%	7.3	0% (0/288)	0%
48	Away	3/288	1%	0.4–3%	3.3	0% (0/288)	0%
49	Byte	3/288	1%	0.4–3%	2.7	None	None
50	Factor	2/288	0.7%	0.2–2.5%	4	0% (0/288)	0%
51	Harry's	2/288	0.7%	0.2–2.5%	2	0.3% (1/288)	0%
52	LensCrafters	2/288	0.7%	0.2–2.5%	4	0% (0/288)	0%
53	Purple	2/288	0.7%	0.2–2.5%	2.5	0% (0/288)	0%
54	Tempur-Pedic	2/288	0.7%	0.2–2.5%	3.5	0% (0/288)	0%
55	Candid	1/288	0.3%	0.1–1.9%	3	0.3% (1/288)	0%
56	Casper	1/288	0.3%	0.1–1.9%	2	0% (0/288)	0%
57	Flow	0/288	0%	0–1.3%	–	0.3% (1/288)	0%
58	Glasses.com	0/288	0%	0–1.3%	–	0% (0/288)	0%
59	Rhode	0/288	0%	0–1.3%	–	0% (0/288)	0%
60	Sealy	0/288	0%	0–1.3%	–	0% (0/288)	0%

PROFILES

04 Pooled brand profiles (secondary)

Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings.

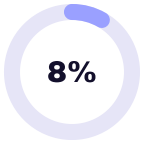


RANK 1

Nike

32/288 answers · 95% CI 8–15.3%

3.3	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

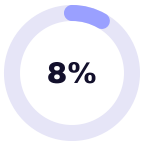


RANK 2

Allbirds

24/288 answers · 95% CI 5.7–12.1%

1.5	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

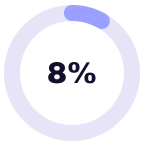


RANK 3

Alo Yoga

24/288 answers · 95% CI 5.7–12.1%

3.6	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

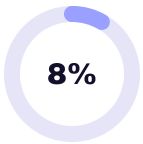


RANK 4

Athleta

24/288 answers · 95% CI 5.7–12.1%

3.3	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

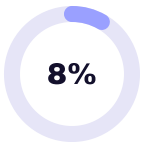


RANK 5

Briggs & Riley

24/288 answers · 95% CI 5.7–12.1%

2	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

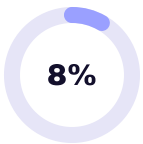


RANK 6

Chewy

24/288 answers · 95% CI 5.7–12.1%

1.3	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share

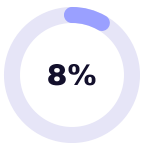


RANK 7

EyeBuyDirect

24/288 answers · 95% CI 5.7–12.1%

2.5	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share



RANK 8

Girlfriend Collective

24/288 answers · 95% CI 5.7–12.1%

4.4	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

HOW THE ENGINES DIFFER

05 Pooled engine charts (secondary)

Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings. See the category-by-engine table for comparable within-category counts.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Nike			**11.1%**
Allbirds			**8.3%**
Alo Yoga			**8.3%**
Athleta			**8.3%**
Briggs & Riley			**8.3%**
Chewy			**8.3%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Nike			**12.5%**
Allbirds			**8.3%**
Alo Yoga			**8.3%**
Athleta			**8.3%**
Briggs & Riley			**8.3%**
Chewy			**8.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Nike			**8.3%**
Allbirds			**8.3%**
Alo Yoga			**8.3%**
Athleta			**8.3%**
Briggs & Riley			**8.3%**
Chewy			**8.3%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Nike			**12.5%**
Allbirds			**8.3%**
Alo Yoga			**8.3%**
Athleta			**8.3%**
Briggs & Riley			**8.3%**
Chewy			**8.3%**

GOOGLE AI OVERVIEWS

06 Google AI Overviews (secondary pooled results)

Google AI Overviews were captured through 61 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 48 = 336 answers. Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings.



TRIGGER RATE

Google AI Overviews appeared on 48 of 61 searches (78.7%, CI 66.9–87.1%). The other 13 searches showed no overview.

SECONDARY POOLED FIVE-ENGINE ORDER; NOT A CROSS-CATEGORY LEADER RANKING

1	Nike	10.4%	=
2	Briggs & Riley	8.9%	▲ 3
3	Samsonite	8.9%	▲ 10
4	Lululemon	8.6%	▲ 8
5	Travelpro	8.6%	▲ 16
6	Home Chef	8.3%	▲ 3
7	Alo Yoga	8.0%	▼ 4
8	Athleta	8.0%	▼ 4
9	EyeBuyDirect	8.0%	▼ 2
10	Invisalign	8.0%	=

06

GOOGLE AI OVERVIEWS

Google AI Overview mentions by category

Secondary only. Denominator is the number of returned overviews within that category, not 24 chat answers. Failed lookups are excluded, not scored as zero.

CATEGORY	BRAND	NAMED / SHOWN OVERVIEWS	RATE
Mattresses	Leesa	3/6	50.0%
Mattresses	Helix	0/6	0.0%
Mattresses	Nectar	0/6	0.0%
Mattresses	Saatva	3/6	50.0%
Mattresses	Tuft & Needle	0/6	0.0%
Mattresses	Purple	0/6	0.0%
Mattresses	Tempur-Pedic	0/6	0.0%
Mattresses	Casper	0/6	0.0%
Mattresses	Sealy	0/6	0.0%
Sneakers	Allbirds	2/2	100.0%
Sneakers	Nike	1/2	50.0%
Sneakers	Rothy's	0/2	0.0%
Sneakers	Veja	2/2	100.0%
Eyewear	EyeBuyDirect	3/3	100.0%
Eyewear	Warby Parker	3/3	100.0%
Eyewear	Zenni Optical	3/3	100.0%
Eyewear	LensCrafters	0/3	0.0%
Eyewear	Glasses.com	0/3	0.0%
Activewear	Alo Yoga	3/5	60.0%
Activewear	Athleta	3/5	60.0%

06 GOOGLE AI OVERVIEWS

Google AI Overview mentions by category (continued)

CATEGORY	BRAND	NAMED / SHOWN OVERVIEWS	RATE
Activewear	Girlfriend Collective	2/5	40.0%
Activewear	Lululemon	5/5	100.0%
Activewear	Vuori	2/5	40.0%
Activewear	Gymshark	2/5	40.0%
Activewear	Outdoor Voices	0/5	0.0%
Skincare	CeraVe	2/2	100.0%
Skincare	The Ordinary	2/2	100.0%
Skincare	Drunk Elephant	0/2	0.0%
Skincare	Glossier	0/2	0.0%
Skincare	Rhode	0/2	0.0%
Men's razors	Gillette	2/5	40.0%
Men's razors	Dollar Shave Club	3/5	60.0%
Men's razors	Schick	2/5	40.0%
Men's razors	Harry's	0/5	0.0%
Luggage	Briggs & Riley	6/6	100.0%
Luggage	Samsonite	6/6	100.0%
Luggage	Travelpro	6/6	100.0%
Luggage	Monos	3/6	50.0%
Luggage	Away	0/6	0.0%
Meal kits	Home Chef	4/4	100.0%

06 GOOGLE AI OVERVIEWS

Google AI Overview mentions by category (continued)

CATEGORY	BRAND	NAMED / SHOWN OVERVIEWS	RATE
Meal kits	HelloFresh	4/4	100.0%
Meal kits	Green Chef	3/4	75.0%
Meal kits	Blue Apron	0/4	0.0%
Meal kits	Factor	3/4	75.0%
Pet supplies	Chewy	2/3	66.7%
Pet supplies	The Farmer's Dog	1/3	33.3%
Pet supplies	Petco	1/3	33.3%
Pet supplies	PetSmart	1/3	33.3%
Canned water	Liquid Death	3/3	100.0%
Canned water	Open Water	2/3	66.7%
Canned water	Mananalu	0/3	0.0%
Canned water	Flow	0/3	0.0%
Clear aligners	Invisalign	3/3	100.0%
Clear aligners	SmileDirectClub	2/3	66.7%
Clear aligners	Byte	0/3	0.0%
Clear aligners	Candid	0/3	0.0%
Home fitness	NordicTrack	3/6	50.0%
Home fitness	Peloton	6/6	100.0%
Home fitness	Bowflex	3/6	50.0%
Home fitness	Echelon	0/6	0.0%

LEADERS BY QUESTION

07 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

Leesa 66.7%

Helix	41.7%
Nectar	41.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Saatva 100%

TIED WITH HELIX, LEESA

Helix	100%
Leesa	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Allbirds 100%

Rothy's	33.3%
Veja	16.7%

AI Overview shown on 1 of 3 searches

Q04 · 12 ANSWERS

Zenni Optical 100%

TIED WITH WARBY PARKER, EYEBUYDIRECT

Warby Parker	100%
EyeBuyDirect	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Lululemon 100%

TIED WITH ALO YOGA, GIRLFRIEND COLLECTIVE

Alo Yoga	100%
Girlfriend Collective	100%

AI Overview shown on 2 of 3 searches

Q06 · 12 ANSWERS

CeraVe 91.7%

TIED WITH THE ORDINARY

The Ordinary	91.7%
Glossier	8.3%

AI Overview shown on 2 of 3 searches

08

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,265 citations in total. forbes.com was cited most often, with 112 citations (4.9%) across 97 answers. Next came en.wikipedia.org (46), cnet.com (42), goodhousekeeping.com (42), outdoorgearlab.com (39), youtube.com (39).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

forbes.com	**33.7%**
cnet.com	**14.6%**
outdoorgearlab.com	**13.5%**
youtube.com	**13.5%**
en.wikipedia.org	**12.5%**
goodhousekeeping.com	**12.5%**
cnn.com	**10.8%**
nbcnews.com	**9%**
reddit.com	**8%**
fortune.com	**7.3%**

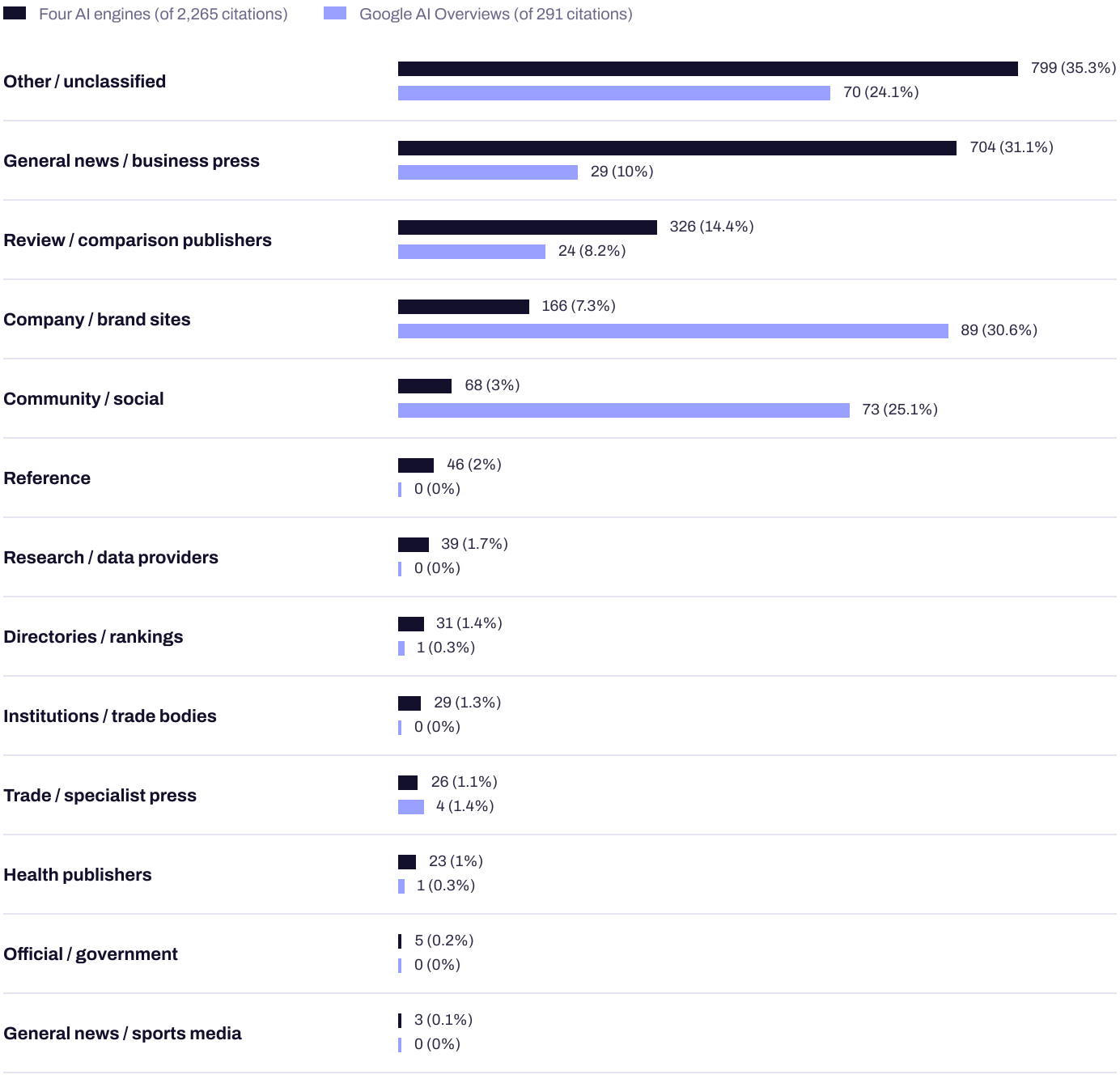
GOOGLE AI OVERVIEWS · SHARE OF 48 OVERVIEWS

google.com	**54.2%**
youtube.com	**52.1%**
reddit.com	**35.4%**
outdoorgearlab.com	**18.8%**
naplab.com	**12.5%**
cntraveler.com	**12.5%**
garagegymreviews.com	**12.5%**
nytimes.com	**12.5%**
packhacker.com	**12.5%**
amazon.com	**10.4%**

09 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



WHAT THE DATA SUGGESTS

10 How can a DTC brand improve its 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.	Allbirds' own domains were cited in 1.7% of grounded answers, Nike's in 1.0% and Invisalign's in 1.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 33.7% of grounded answers), cnet.com (14.6%), outdoorgearlab.com (13.5%), youtube.com (13.5%) and en.wikipedia.org (12.5%). General news and business press supplied 31.1% of citations and review and comparison publishers 14.4%.
Check each engine separately.	Claude named Nike in 12.5% of answers against 8.3% on Gemini.
Do not ignore video and community sites.	Community and social sites supplied 12.8% of Google AI Overview citations against 3.0% in the four chat engines. youtube.com was cited in 52.1% of overviews, reddit.com in 35.4% and instagram.com in 6.3%.
Watch names outside the tracked list.	ClearCorrect (18 answers), Vanicream (17 answers), EveryPlate (16 answers), La Roche-Posay (16 answers), Cariuma (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

11 What AI answers

Q1 Is there an overall cross-category brand leader?

No. Secondary pooled results use all 288 chat answers. A brand appearing only in its category is capped at 24/288 (8.3%); this is a question-design cap, not weak visibility. Cross-category mentions can exceed that cap: Nike has 12/24 sneaker answers and 20 mentions elsewhere (32/288 overall). Pooled totals are not comparable cross-category leader rankings.

Q2 How are category rankings and ties calculated?

Each category has 2 questions × 3 runs × 4 chat engines = 24 answers. Brands are ranked only within their assigned category. Counts include each answer once per brand; equal counts share a competition rank. Wilson 95% intervals are descriptive; overlapping intervals do not establish a sole leader.

Q3 Which brands have the highest observed count in each category?

mattresses: Leesa (20/24 each); sneakers: Allbirds (24/24 each); eyewear: EyeBuyDirect, Warby Parker, Zenni Optical (24/24 each); activewear: Alo Yoga, Athleta, Girlfriend Collective, Lululemon, Vuori (24/24 each); skincare: CeraVe, The Ordinary (23/24 each); men's razors: Gillette (23/24 each); luggage: Briggs & Riley, Samsonite (24/24 each); meal kits: Home Chef (24/24 each); pet supplies: Chewy (24/24 each); canned water: Liquid Death (24/24 each); clear aligners: Invisalign (24/24 each); home fitness: NordicTrack (22/24 each). Tied counts share a rank; consult category intervals before interpreting differences.

Q4 How often do Google AI Overviews appear for these questions?

An overview appeared on 48 of 61 searches (78.7%, CI 66.9–87.1%). Within-category brand mentions appear in the separate category AIO table.

Q5 Which sources do the engines cite?

Across 2,265 four-engine citations, forbes.com was cited most (112 citations, in 97 of 288 grounded answers), followed by en.wikipedia.org (46 citations).

METHODOLOGY

12 How this study was measured

24	×	3	×	4	=	288	+	61
questions		runs each		AI engines		answers		Google searches · 48 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30 to 31, 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. Each category has 2 questions × 3 runs × 4 chat engines = 24 answers. Brands are ranked only within their assigned category. Counts include each answer once per brand; equal counts share a competition rank. Wilson 95% intervals are descriptive; overlapping intervals do not establish a sole leader.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	61	48 shown	48

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 60 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 ClearCorrect (18 answers), Vanicream (17 answers), EveryPlate (16 answers), La Roche-Posay (16 answers), Cariuma (14 answers).
- Answers were collected over two days, October 30 and 31, 2026. 349 of 360 planned results were returned. 11 AI Overview lookups were excluded after at most three total attempts.
- 61 successful Google searches: 48 overviews shown; 13 without an overview. Failures are excluded, not scored as zero. All returned chat answers had search sources.
- 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.
- Status is the earlier edition's group (DTC, DTC survivor or incumbent); "Competitor" marks main competitors added in this edition; "Not labelled" means neither. Status notes come from public reports: Casper has been a Carpenter Co. subsidiary since November 2024; SmileDirectClub shut down after its 2023 bankruptcy; Blue Apron was sold in 2023; Outdoor Voices was acquired in 2024; Allbirds agreed on March 29, 2026 to sell its footwear assets and brand to an American Exchange Group affiliate; it is still sold as Allbirds.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

13 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 is the best mattress in a box?	DTC Brands Index 2.0	CORE QUESTION
02	Which online mattress brands are worth buying?	DTC Brands Index 2.0	CORE QUESTION
03	What are the most comfortable sustainable sneakers?	DTC Brands Index 2.0	CORE QUESTION
04	Where is the best place to buy prescription glasses online?	DTC Brands Index 2.0	CORE QUESTION
05	What are the best activewear brands for women?	DTC Brands Index 2.0	CORE QUESTION
06	What are the best skincare brands for a simple routine?	DTC Brands Index 2.0	CORE QUESTION
07	What is the best razor subscription?	DTC Brands Index 2.0	CORE QUESTION
08	What is the best carry-on luggage brand?	DTC Brands Index 2.0	CORE QUESTION
09	Which meal kit delivery service is best?	DTC Brands Index 2.0	CORE QUESTION
10	Where is the best place to buy pet food online?	DTC Brands Index 2.0	CORE QUESTION
11	What are the best canned water brands?	DTC Brands Index 2.0	CORE QUESTION
12	What are the best clear aligner options?	DTC Brands Index 2.0	CORE QUESTION
13	What is the best at-home exercise bike?	DTC Brands Index 2.0	CORE QUESTION
14	Which sneaker brands use recycled materials?	DTC Brands Index 2.0	ADDED QUESTION
15	What are the best affordable eyeglasses brands?	DTC Brands Index 2.0	ADDED QUESTION
16	What are the best leggings brands?	DTC Brands Index 2.0	ADDED QUESTION
17	What are the best minimalist skincare brands?	DTC Brands Index 2.0	ADDED QUESTION
18	What are the best razors for men?	DTC Brands Index 2.0	ADDED QUESTION
19	What is the best checked luggage brand?	DTC Brands Index 2.0	ADDED QUESTION
20	What is the best meal kit for families?	DTC Brands Index 2.0	ADDED QUESTION
21	What is the best pet food delivery service?	DTC Brands Index 2.0	ADDED QUESTION
22	Which canned water brands are most sustainable?	DTC Brands Index 2.0	ADDED QUESTION
23	Which clear aligner brands are most popular?	DTC Brands Index 2.0	ADDED QUESTION
24	What is the best home gym equipment brand?	DTC Brands Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

DTC Brands Index 2.0

Measured October 30 to 31, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research