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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

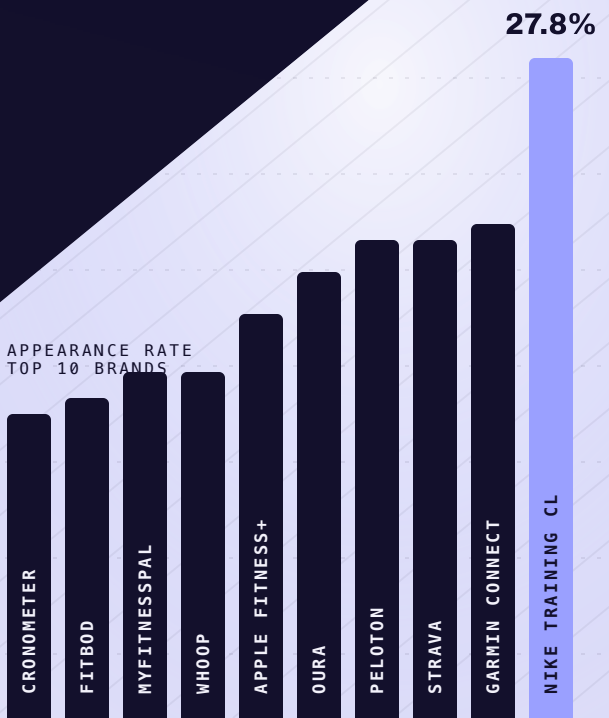
FITNESS APP INDEX 2.0

Which fitness apps 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 39 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Nike Training Club tops a close field. Four other apps are within its margin.

Nike Training Club, Garmin Connect, Peloton, Strava and Oura lead this measured set. Nike Training Club: 80/288 (27.8%; 95% interval 22.9–33.2%). Garmin Connect: 60/288 (20.8%; 95% interval 16.5–25.9%). 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

27.8%
of answers named Nike Training Club, the most-named (80 of 288)

33
tracked apps named at least once (of 34)

100%
of Google searches showed an AI Overview (39 of 39)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Nike Training Club, Garmin Connect, Peloton, Strava and Oura

Nike Training Club, Garmin Connect, Peloton, Strava and Oura lead this measured set. Nike Training Club: 80/288 (27.8%; 95% interval 22.9–33.2%). Garmin Connect: 60/288 (20.8%; 95% interval 16.5–25.9%). Their 95% intervals overlap; neither can be called the sole leader.

NAMED FIRST

40/288 (13.9%)

Strava was the first app named in 40 of 288 answers, more than any other tracked app. Its average first position was 1.8. Nike Training Club was named first in 27 of 288.

OWN-SITE CITATIONS

9/288 (3.1%)

Strava's own domains were cited in 9 of 288 grounded answers, more than any other tracked app. Fitbod followed at 7 of 288. 18 of 34 tracked apps had 0 of 288.

AIO TRIGGER

39/39 (100%)

Google AI Overviews appeared on 39 of 39 searches (CI 91–100%).

AIO LEADER

9/39 (23.1%)

Nike Training Club was the app named most often in AI Overviews, at 9 of 39, followed by Peloton at 9 of 39 (23.1%). In the four-engine set, Nike Training Club was named in 80 of 288 answers (27.8%).

TOP DOMAIN

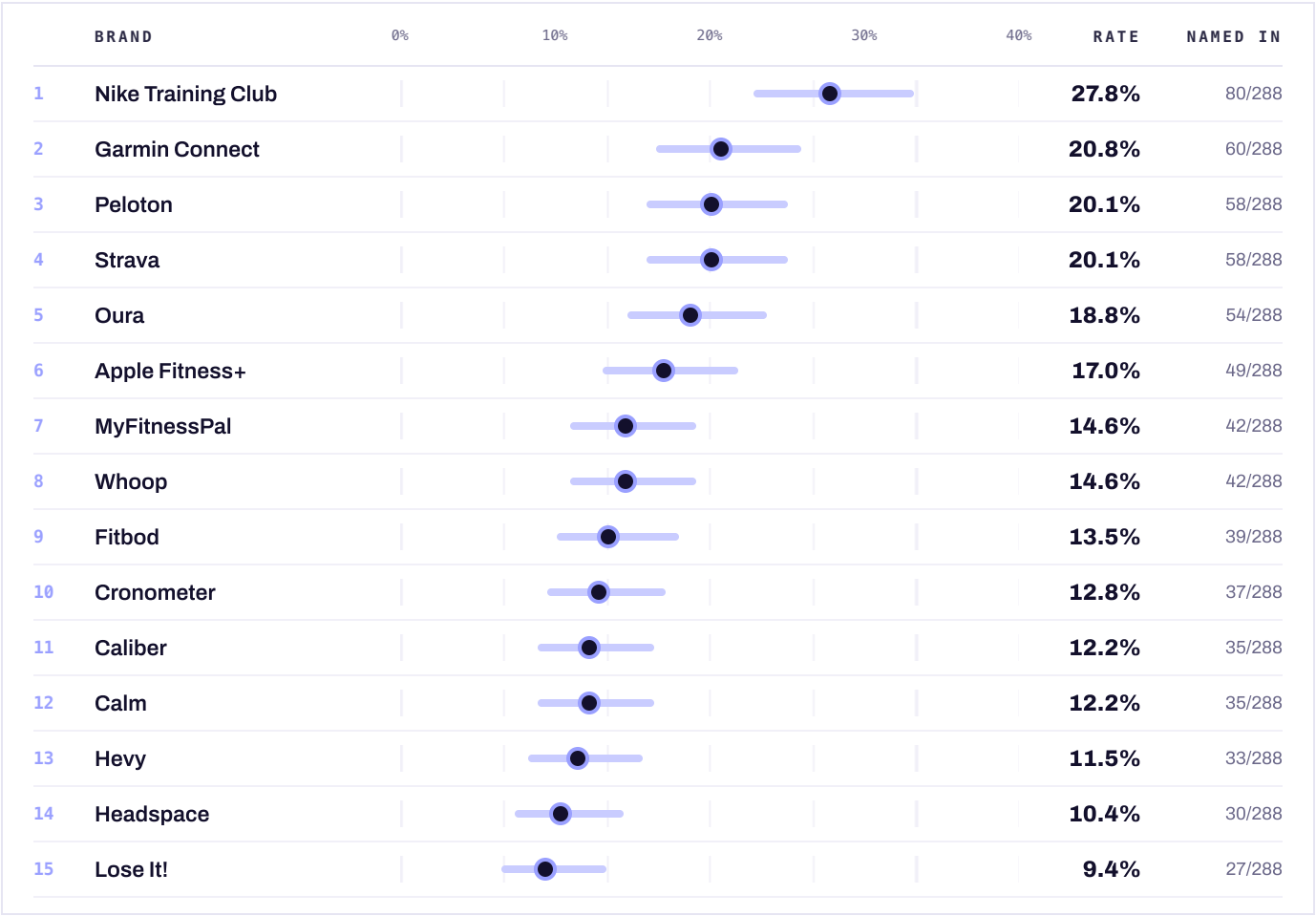
89/288 (30.9%)

garagegymreviews.com was cited in 89 of 288 grounded four-engine answers, with 98 of 2,300 citations (4.3%). apps.apple.com came second with 95 citations in 46 answers (16%).

02 THE LEADERBOARD

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	Nike Training Club	27.8%	80/288
2	Garmin Connect	20.8%	60/288
3	Peloton	20.1%	58/288
4	Strava	20.1%	58/288
5	Oura	18.8%	54/288
6	Apple Fitness+	17.0%	49/288
7	MyFitnessPal	14.6%	42/288
8	Whoop	14.6%	42/288
9	Fitbod	13.5%	39/288
10	Cronometer	12.8%	37/288
11	Caliber	12.2%	35/288
12	Calm	12.2%	35/288
13	Hevy	11.5%	33/288
14	Headspace	10.4%	30/288
15	Lose It!	9.4%	27/288

02 THE LEADERBOARD

The full list

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 2,300 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Nike Training Club	80/288	27.8%	22.9–33.2%	2	0% (0/288)	0%
2	Garmin Connect	60/288	20.8%	16.5–25.9%	2.9	0% (0/288)	0%
3	Peloton	58/288	20.1%	15.9–25.1%	2.4	1.7% (5/288)	0.4%
4	Strava	58/288	20.1%	15.9–25.1%	1.8	3.1% (9/288)	0.4%
5	Oura	54/288	18.8%	14.7–23.7%	2	0.3% (1/288)	0%
6	Apple Fitness+	49/288	17%	13.1–21.8%	3.3	0.3% (1/288)	0%
7	MyFitnessPal	42/288	14.6%	11–19.1%	2.6	0.7% (2/288)	0.1%
8	Whoop	42/288	14.6%	11–19.1%	1.6	1.4% (4/288)	0.2%
9	Fitbod	39/288	13.5%	10.1–18%	3.1	2.4% (7/288)	0.3%
10	Cronometer	37/288	12.8%	9.5–17.2%	2.3	1.4% (4/288)	0.2%
11	Caliber	35/288	12.2%	8.9–16.4%	2.9	0% (0/288)	0%
12	Calm	35/288	12.2%	8.9–16.4%	1.7	0.7% (2/288)	0.1%
13	Hevy	33/288	11.5%	8.3–15.7%	2.5	0.7% (2/288)	0.1%
14	Headspace	30/288	10.4%	7.4–14.5%	1.5	0% (0/288)	0%
15	Lose It!	27/288	9.4%	6.5–13.3%	3.6	0% (0/288)	0%
16	Noom	27/288	9.4%	6.5–13.3%	2.3	0.3% (1/288)	0%
17	FitOn	25/288	8.7%	5.9–12.5%	3.2	1% (3/288)	0.1%
18	Fitbit	24/288	8.3%	5.7–12.1%	3	0% (0/288)	0%
19	Alo Moves	23/288	8%	5.4–11.7%	2.6	0% (0/288)	0%
20	Insight Timer	21/288	7.3%	4.8–10.9%	2.6	0.3% (1/288)	0%
21	Komoot	21/288	7.3%	4.8–10.9%	2	1.7% (5/288)	0.2%
22	Nike Run Club	20/288	6.9%	4.5–10.5%	2.8	0% (0/288)	0%
23	Centr	12/288	4.2%	2.4–7.1%	3.8	0% (0/288)	0%
24	Runna	12/288	4.2%	2.4–7.1%	3.3	0.3% (1/288)	0%
25	Sleep Cycle	12/288	4.2%	2.4–7.1%	2.4	0% (0/288)	0%
26	Sweat	12/288	4.2%	2.4–7.1%	1.3	1.4% (4/288)	0.2%
27	WW (WeightWatchers)	12/288	4.2%	2.4–7.1%	3.1	0% (0/288)	0%
28	Zwift	11/288	3.8%	2.1–6.7%	3.7	0% (0/288)	0%

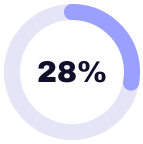
02 THE LEADERBOARD

The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Future	6/288	2.1%	1–4.5%	4	0% (0/288)	0%
30	Rise	5/288	1.7%	0.7–4%	4	0% (0/288)	0%
31	Freeletics	4/288	1.4%	0.5–3.5%	2.3	0% (0/288)	0%
32	Ladder	4/288	1.4%	0.5–3.5%	5.5	0% (0/288)	0%
33	Eight Sleep	2/288	0.7%	0.2–2.5%	3	0% (0/288)	0%
34	Aaptiv	0/288	0%	0–1.3%	–	0% (0/288)	0%

PROFILES

03 The top eight, side by side

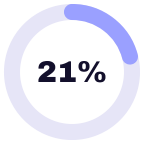


RANK 1

Nike Training Club

80/288 answers · 95% CI 22.9–33.2%

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



RANK 2

Garmin Connect

60/288 answers · 95% CI 16.5–25.9%

2.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 3

Peloton

58/288 answers · 95% CI 15.9–25.1%

2.4	1.7%	0.4%
first-mention position	owned-domain citation (5/288)	citation share

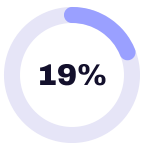


RANK 4

Strava

58/288 answers · 95% CI 15.9–25.1%

1.8	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

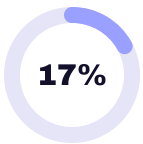


RANK 5

Oura

54/288 answers · 95% CI 14.7–23.7%

2	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

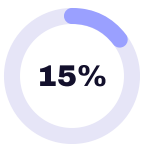


RANK 6

Apple Fitness+

49/288 answers · 95% CI 13.1–21.8%

3.3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

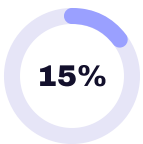


RANK 7

MyFitnessPal

42/288 answers · 95% CI 11–19.1%

2.6	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share



RANK 8

Whoop

42/288 answers · 95% CI 11–19.1%

1.6	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED	72 RETURNED	72 GROUNDED
Garmin Connect		**25%**
Peloton		**25%**
Nike Training Club		**23.6%**
Strava		**22.2%**
Apple Fitness+		**22.2%**
Oura		**20.8%**

Claude

72 ASKED	72 RETURNED	72 GROUNDED
Nike Training Club		**25%**
Garmin Connect		**22.2%**
Fitbod		**22.2%**
Hevy		**20.8%**
Oura		**19.4%**
Caliber		**19.4%**

Gemini

72 ASKED	72 RETURNED	72 GROUNDED
Nike Training Club		**29.2%**
Garmin Connect		**25%**
Peloton		**19.4%**
Strava		**19.4%**
Oura		**16.7%**
Apple Fitness+		**16.7%**

Perplexity

72 ASKED	72 RETURNED	72 GROUNDED
Nike Training Club		**33.3%**
Strava		**20.8%**
Peloton		**18.1%**
Oura		**18.1%**
Apple Fitness+		**12.5%**
MyFitnessPal		**12.5%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 39 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 39 = 327 answers.



TRIGGER RATE

Google AI Overviews appeared on 39 of 39 searches (100%, CI 91–100%). The other 0 searches showed no overview. Within the 39 overviews, Nike Training Club was named in 9 (23.1%), Peloton was named in 9 (23.1%), Garmin Connect was named in 8 (20.5%), Strava was named in 8 (20.5%). youtube.com was the most-cited source, with 87 citations and an appearance in 33 of 39 overviews.

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

1	Nike Training Club	27.2%	=
2	Garmin Connect	20.8%	=
3	Peloton	20.5%	=
4	Strava	20.2%	=
5	Oura	18.7%	=
6	Apple Fitness+	15.0%	=
7	Whoop	15.0%	▲ 1
8	MyFitnessPal	14.4%	▼ 1
9	Fitbod	12.8%	=
10	Cronometer	12.8%	=

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

Strava 100%

TIED WITH APPLE FITNESS+

Apple Fitness+	100%
Nike Training Club	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Strava 100%

TIED WITH NIKE RUN CLUB

Nike Run Club	100%
Runna	91.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Hevy 91.7%

Fitbod	75%
Nike Training Club	33.3%

AI Overview shown on 0 of 0 searches

Q04 · 12 ANSWERS

Fitbod 91.7%

Caliber	83.3%
Hevy	58.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Nike Training Club 100%

FitOn	91.7%
Hevy	41.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Peloton 100%

TIED WITH NIKE TRAINING CLUB

Nike Training Club	100%
Apple Fitness+	83.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,300 citations in total. garagegymreviews.com was cited most often, with 98 citations (4.3%) across 89 answers. Next came apps.apple.com (95), forbes.com (81), tomsguide.com (58), fortune.com (42), healthline.com (36).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

garagegymreviews.com	**30.9%**
forbes.com	**25%**
tomsguide.com	**18.8%**
apps.apple.com	**16%**
fortune.com	**13.2%**
youtube.com	**12.2%**
pcmag.com	**10.4%**
healthline.com	**10.1%**
barbend.com	**10.1%**
cnet.com	**9.7%**

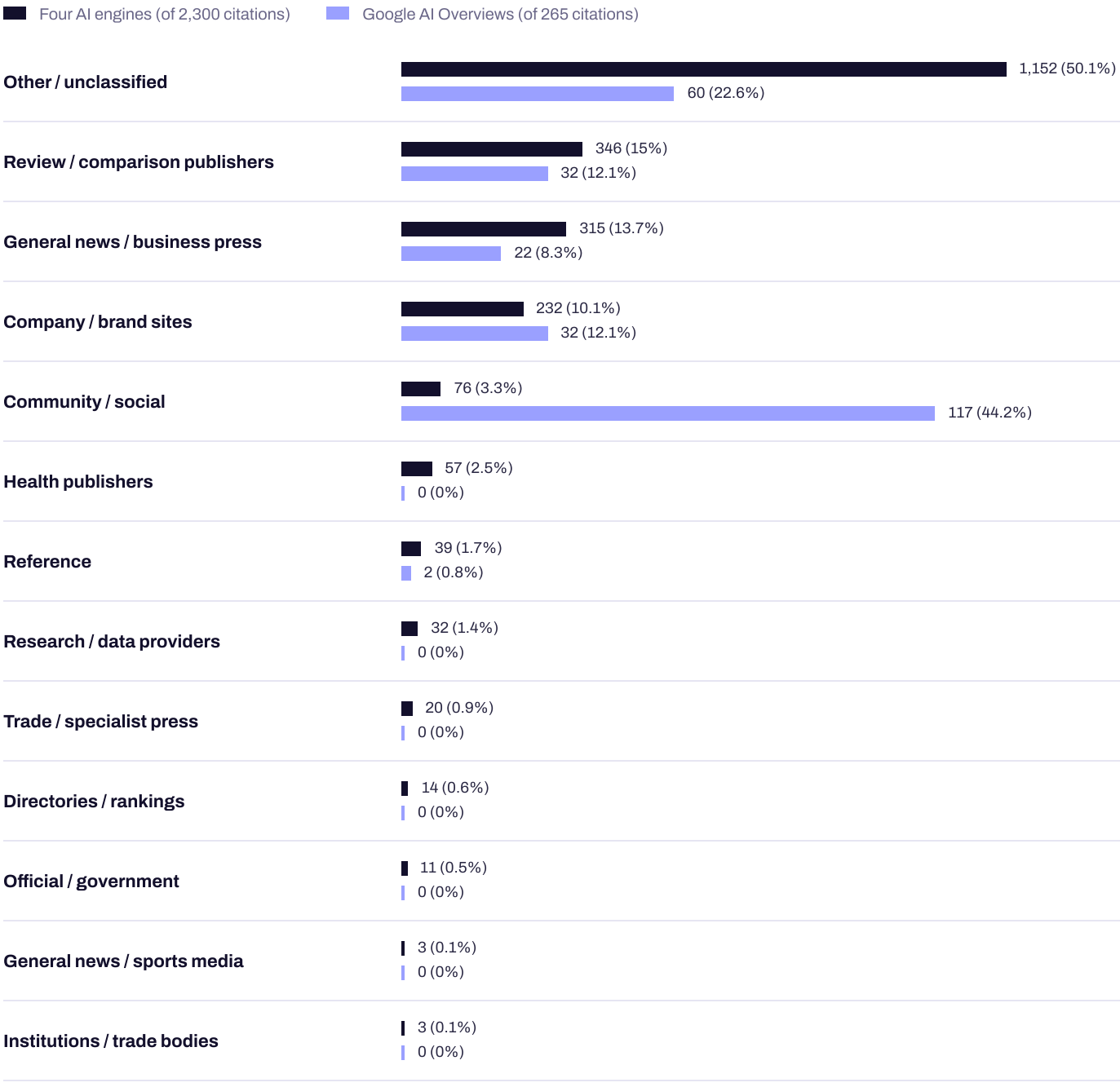
GOOGLE AI OVERVIEWS · SHARE OF 39 OVERVIEWS

youtube.com	**84.6%**
garagegymreviews.com	**30.8%**
reddit.com	**30.8%**
apps.apple.com	**20.5%**
boostcamp.app	**15.4%**
cnet.com	**15.4%**
sleepfoundation.org	**12.8%**
cronometer.com	**12.8%**
facebook.com	**12.8%**
fortune.com	**10.3%**

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.	Strava's own domains were cited in 3.1% of grounded answers, Fitbod's in 2.4% and Peloton's in 1.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were garagegymreviews.com (in 30.9% of grounded answers), forbes.com (25.0%), tomsguide.com (18.8%), fortune.com (13.2%) and youtube.com (12.2%). Review and comparison publishers supplied 15.0% of citations and general news and business press 13.7%.
Check each engine separately.	Claude named Fitbod in 22.2% of answers against 2.8% on Perplexity. Claude named Hevy in 20.8% of answers against 4.2% on Perplexity.
Watch names outside the tracked list.	Boostcamp (16 answers), Apple Inc (15 answers), AllTrails (15 answers), MacroFactor (14 answers), Nike, Inc (13 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?

Nike Training Club, Garmin Connect, Peloton, Strava and Oura lead this measured set. Nike Training Club: 80/288 (27.8%; 95% interval 22.9–33.2%). Garmin Connect: 60/288 (20.8%; 95% interval 16.5–25.9%). Their 95% intervals overlap; neither can be called the sole leader.

Q2 Which app is named first most often?

Strava was the first app named in 40 of 288 answers, with an average first position of 1.8.

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

An overview appeared on 39 of 39 searches (100%, CI 91–100%). Within those 39 overviews, Nike Training Club was named most often, in 9 (23.1%).

Q4 Which sources do the engines cite?

Across 2,300 four-engine citations, garagegymreviews.com was cited most (98 citations, in 89 of 288 grounded answers), followed by apps.apple.com (95 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	39
questions		runs each		AI engines		answers		Google searches · 39 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	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	39	39 shown	39

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 34 tracked apps are ranked; results are not an exhaustive market ranking.
- Only the tracked apps were scored. Untracked names that appeared often were not scored, including Boostcamp (16 answers), Apple Inc (15 answers), AllTrails (15 answers), MacroFactor (14 answers), Nike, Inc (13 answers).
- 327 of 360 planned results were returned. 33 AI Overview lookups were excluded after at most three total attempts.
- 39 successful Google searches: 39 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Questions 7 and 8 name Peloton, Whoop and Oura, so each of those counts includes up to 12 answers to a question that names it.
- Without those questions, Garmin Connect (60/264), Strava (58/264) and Peloton (46/264) stay within Nike Training Club's margin (72/264); Oura (42/264) does not.
- Measured across two days, November 2 to 3, 2026.
- Removing 2 Core questions naming tracked subjects leaves 264 eligible answers. The top two are Nike Training Club (72/264) and Garmin Connect (60/264); their order does not change.
- 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.
- The earlier edition's apps are retained; additional apps were added because the questions cover their category. Strava acquired Runna, which continues as a standalone app.
- 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 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 is the best fitness app?	Fitness App Index 2.0	CORE QUESTION
02	What is the best running app?	Fitness App Index 2.0	CORE QUESTION
03	What is the best app to track workouts at the gym?	Fitness App Index 2.0	CORE QUESTION
04	What is the best strength training app?	Fitness App Index 2.0	CORE QUESTION
05	What is the best free workout app?	Fitness App Index 2.0	CORE QUESTION
06	What is the best workout class app?	Fitness App Index 2.0	CORE QUESTION
07	Is Peloton worth it without the bike?	Fitness App Index 2.0	CORE QUESTION
08	Whoop vs Oura: which is better for recovery tracking?	Fitness App Index 2.0	CORE QUESTION
09	What is the best sleep tracker?	Fitness App Index 2.0	CORE QUESTION
10	What is the best calorie counting app?	Fitness App Index 2.0	CORE QUESTION
11	What is the best meditation app for beginners?	Fitness App Index 2.0	CORE QUESTION
12	What is the best workout app for women?	Fitness App Index 2.0	CORE QUESTION
13	What is the best app for tracking cycling rides?	Fitness App Index 2.0	ADDED QUESTION
14	Which activity apps support offline trail maps for hiking?	Fitness App Index 2.0	ADDED QUESTION
15	What is the best home workout app?	Fitness App Index 2.0	ADDED QUESTION
16	What is the best yoga app?	Fitness App Index 2.0	ADDED QUESTION
17	What is the best recovery tracker?	Fitness App Index 2.0	ADDED QUESTION
18	What is the best app for tracking heart rate variability?	Fitness App Index 2.0	ADDED QUESTION
19	What is the best app to improve sleep?	Fitness App Index 2.0	ADDED QUESTION
20	What is the best weight loss app?	Fitness App Index 2.0	ADDED QUESTION
21	What is the best app for tracking macros?	Fitness App Index 2.0	ADDED QUESTION
22	What is the best app for stress and anxiety?	Fitness App Index 2.0	ADDED QUESTION
23	Which free fitness apps export workout data to other platforms?	Fitness App Index 2.0	ADDED QUESTION
24	Which free fitness apps offer adaptive training plans?	Fitness App Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Fitness App Index 2.0

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

WEB
5wpr.com

RESEARCH
5wpr.com/research