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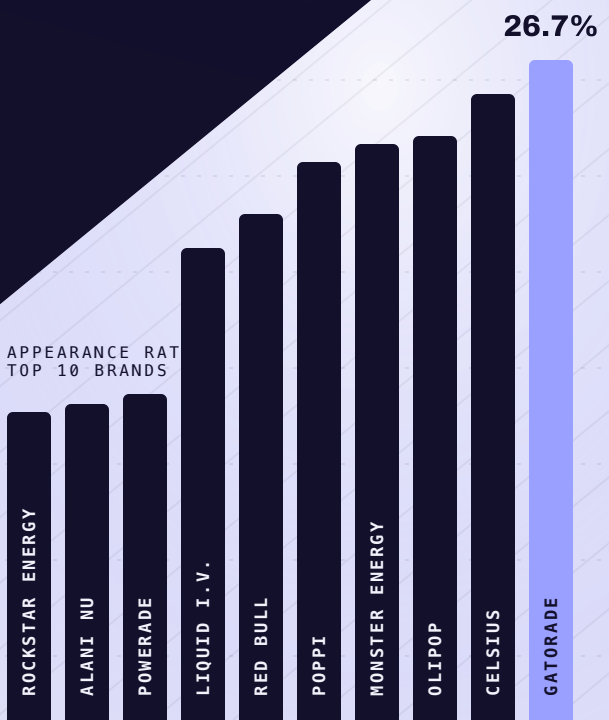
FUNCTIONAL BEVERAGES INDEX 2.0

Which drink 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 :
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AT A GLANCE

No clear leader. Seven brands are within the margin.

Gatorade was named most often, but six other brands are within its margin. Gatorade: 77/288 (26.7%; 95% interval 22.0–32.1%). CELSIUS: 73/288 (25.3%; 95% interval 20.7–30.7%). Their 95% intervals overlap. OLIPOP (68/288), Monster Energy (67/288), poppi (65/288), Red Bull (59/288) and Liquid I.V. (55/288) are also within the margin.

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

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

26.7%
of answers named Gatorade, the most-named (77 of 288)

25
tracked brands named at least once (of 25)

79.3%
of Google searches showed an AI Overview (46 of 58)

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KEY FINDINGS

01 What the data shows

MOST NAMED

77/288 (26.7%)

Gatorade appeared in 77 of 288 four-engine answers (CI 22–32.1%). CELSIUS appeared in 73 of 288 (25.3%, CI 20.7–30.7%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

56/288 (19.4%)

OLIPOP was the first brand named in 56 of 288 answers, more than any other tracked brand. Its average first position was 1.3. Gatorade was named first in 48 of 288. Without the question “Olipop vs Poppi: which is better?”, OLIPOP was named first in 44, below Gatorade.

OWN-SITE CITATIONS

26/288 (9%)

vitaminwater's own domains were cited in 26 of 288 grounded answers, more than any other tracked brand. OLIPOP followed at 18 of 288. 6 of 25 tracked brands had 0 of 288.

AIO TRIGGER

46/58 (79.3%)

Google AI Overviews appeared on 46 of 58 searches (CI 67.2–87.7%). On the other 12, no overview was shown.

AIO LEADER

10/46 (21.7%)

Gatorade was the brand named most often in AI Overviews, at 10 of 46, followed by OLIPOP at 10 of 46 (21.7%). In the four-engine set, Gatorade was named in 77 of 288 answers (26.7%).

TOP DOMAIN

54/288 (18.8%)

en.wikipedia.org was cited in 54 of 288 grounded four-engine answers, with 65 of 2,399 citations (2.7%). target.com came second with 54 citations in 27 answers (9.4%).

NO TRACKED NAME

0/12 (0%)

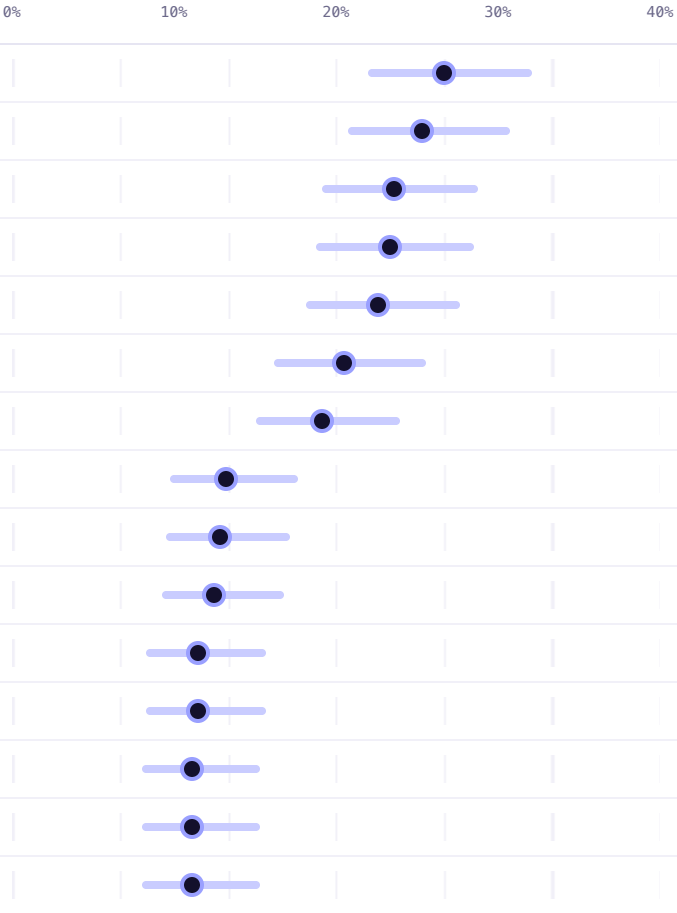
For 'What is the best drink for focus without jitters?', none of the tracked brands was named in any of 12 four-engine answers.

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	Gatorade	26.7%	77/288
2	CELSIUS	25.3%	73/288
3	OLIPOP	23.6%	68/288
4	Monster Energy	23.3%	67/288
5	poppi	22.6%	65/288
6	Red Bull	20.5%	59/288
7	Liquid I.V.	19.1%	55/288
8	POWERADE	13.2%	38/288
9	Alani Nu	12.8%	37/288
10	Rockstar Energy	12.5%	36/288
11	Bang Energy	11.5%	33/288
12	GHOST Energy	11.5%	33/288
13	AG1	11.1%	32/288
14	BODYARMOR	11.1%	32/288
15	LMNT	11.1%	32/288



02 THE LEADERBOARD

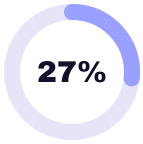
The full list

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 2,399 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Gatorade	77/288	26.7%	22–32.1%	1.9	3.5% (10/288)	0.4%
2	CELSIUS	73/288	25.3%	20.7–30.7%	2.5	3.5% (10/288)	0.4%
3	OLIPOP	68/288	23.6%	19.1–28.8%	1.3	6.3% (18/288)	0.8%
4	Monster Energy	67/288	23.3%	18.8–28.5%	2.6	1.4% (4/288)	0.2%
5	poppi	65/288	22.6%	18.1–27.7%	2.3	0.3% (1/288)	0%
6	Red Bull	59/288	20.5%	16.2–25.5%	2	2.1% (6/288)	0.3%
7	Liquid I.V.	55/288	19.1%	15–24%	3.3	1% (3/288)	0.1%
8	POWERADE	38/288	13.2%	9.8–17.6%	2.3	0.7% (2/288)	0.1%
9	Alani Nu	37/288	12.8%	9.5–17.2%	5.2	0% (0/288)	0%
10	Rockstar Energy	36/288	12.5%	9.2–16.8%	3.7	1% (3/288)	0.1%
11	Bang Energy	33/288	11.5%	8.3–15.7%	4.4	1% (3/288)	0.1%
12	GHOST Energy	33/288	11.5%	8.3–15.7%	4.9	0% (0/288)	0%
13	AG1	32/288	11.1%	8–15.3%	1.7	1% (3/288)	0.1%
14	BODYARMOR	32/288	11.1%	8–15.3%	3.6	1.4% (4/288)	0.2%
15	LMNT	32/288	11.1%	8–15.3%	2.8	1.7% (5/288)	0.2%
16	Liquid Death	21/288	7.3%	4.8–10.9%	2.2	1.4% (4/288)	0.2%
17	Recess	19/288	6.6%	4.3–10.1%	3.1	1% (3/288)	0.1%
18	Spindrift	18/288	6.3%	4–9.7%	2.1	0.7% (2/288)	0.1%
19	Electrolit	15/288	5.2%	3.2–8.4%	4.4	0.7% (2/288)	0.1%
20	ZOA Energy	15/288	5.2%	3.2–8.4%	5.3	0% (0/288)	0%
21	vitaminwater	15/288	5.2%	3.2–8.4%	1.7	9% (26/288)	1.8%
22	PRIME	14/288	4.9%	2.9–8%	5.2	0.3% (1/288)	0%
23	C4 Energy	12/288	4.2%	2.4–7.1%	6.6	0% (0/288)	0%
24	Yerba Madre	7/288	2.4%	1.2–4.9%	1	0% (0/288)	0%
25	Hint	3/288	1%	0.4–3%	2	0% (0/288)	0%

PROFILES

03 The top eight, side by side

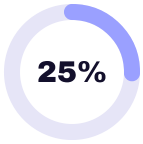


RANK 1

Gatorade

77/288 answers · 95% CI 22–32.1%

1.9	3.5%	0.4%
first-mention position	owned-domain citation (10/288)	citation share



RANK 2

CELSIUS

73/288 answers · 95% CI 20.7–30.7%

2.5	3.5%	0.4%
first-mention position	owned-domain citation (10/288)	citation share

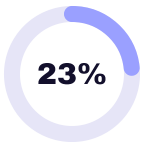


RANK 3

OLIPOP

68/288 answers · 95% CI 19.1–28.8%

1.3	6.3%	0.8%
first-mention position	owned-domain citation (18/288)	citation share

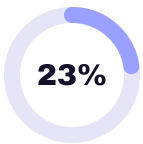


RANK 4

Monster Energy

67/288 answers · 95% CI 18.8–28.5%

2.6	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share



RANK 5

poppi

65/288 answers · 95% CI 18.1–27.7%

2.3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

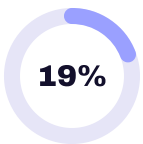


RANK 6

Red Bull

59/288 answers · 95% CI 16.2–25.5%

2	2.1%	0.3%
first-mention position	owned-domain citation (6/288)	citation share

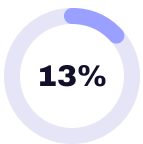


RANK 7

Liquid I.V.

55/288 answers · 95% CI 15–24%

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



RANK 8

POWERADE

38/288 answers · 95% CI 9.8–17.6%

2.3	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	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
CELSIUS			**27.8%**
Gatorade			**26.4%**
Monster Energy			**26.4%**
Red Bull			**25%**
OLIPOP			**23.6%**
poppi			**23.6%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
CELSIUS			**27.8%**
OLIPOP			**25%**
Monster Energy			**25%**
poppi			**25%**
Gatorade			**22.2%**
Red Bull			**22.2%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
CELSIUS			**30.6%**
Gatorade			**27.8%**
OLIPOP			**25%**
Monster Energy			**23.6%**
Liquid I.V.			**23.6%**
poppi			**20.8%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Gatorade			**30.6%**
OLIPOP			**20.8%**
poppi			**20.8%**
Monster Energy			**18.1%**
Red Bull			**18.1%**
Alani Nu			**18.1%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 58 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 58 searches (79.3%, CI 67.2–87.7%). The other 12 searches showed no overview. Within the 46 overviews, Gatorade was named in 10 (21.7%), OLIPOP was named in 10 (21.7%), Liquid I.V. was named in 10 (21.7%), CELSIUS was named in 9 (19.6%). google.com was the most-cited source, with 69 citations and an appearance in 28 of 46 overviews.

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

1	Gatorade	26.0%	=
2	CELSIUS	24.6%	=
3	OLIPOP	23.4%	=
4	poppi	22.2%	▲ 1
5	Monster Energy	21.9%	▼ 1
6	Red Bull	19.5%	=
7	Liquid I.V.	19.5%	=
8	Alani Nu	13.5%	▲ 1
9	POWERADE	12.0%	▼ 1
10	GHOST Energy	11.7%	▲ 2

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

Red Bull 100%

Monster Energy	75%
CELSIUS	66.7%

AI Overview shown on 1 of 3 searches

Q02 · 12 ANSWERS

CELSIUS 75%

Yerba Madre	58.3%
ZOA Energy	41.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

CELSIUS 75%

TIED WITH MONSTER ENERGY, RED BULL

Monster Energy	75%
Red Bull	75%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

OLIPOP 100%

TIED WITH POPPI

poppi	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

OLIPOP 100%

TIED WITH POPPI

poppi	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

LMNT 91.7%

Liquid I.V.	83.3%
Gatorade	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,399 citations in total. en.wikipedia.org was cited most often, with 65 citations (2.7%) across 54 answers. Next came target.com (54), garagegymreviews.com (50), statista.com (43), coca-cola.com (42), healthline.com (34).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**18.8%**
garagegymreviews.com	**16.3%**
healthline.com	**11.8%**
foodnetwork.com	**11.1%**
target.com	**9.4%**
coca-cola.com	**9%**
walmart.com	**8%**
sporked.com	**7.6%**
fortune.com	**7.3%**
eatthis.com	**7.3%**

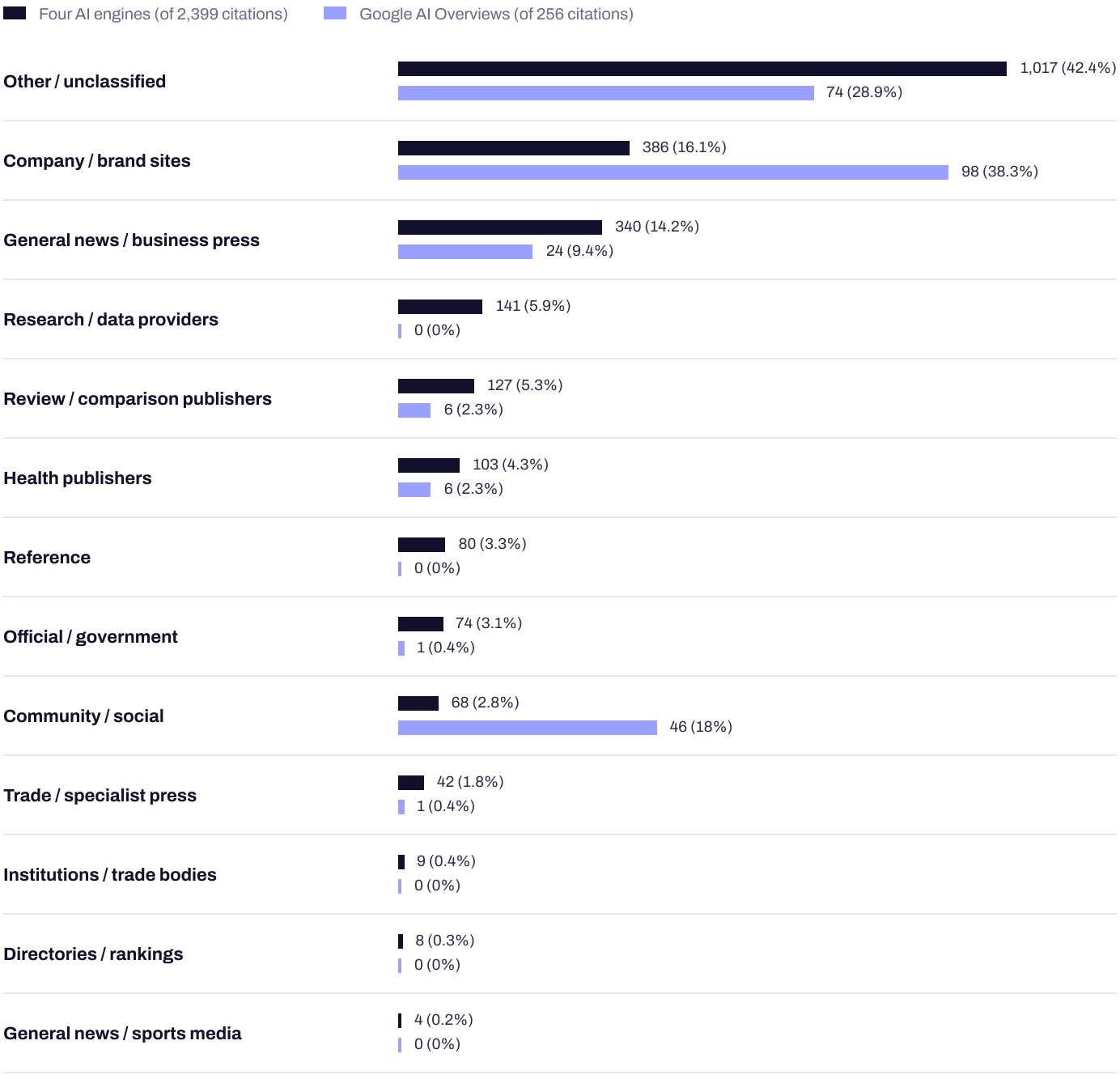
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

google.com	**60.9%**
reddit.com	**26.1%**
facebook.com	**23.9%**
youtube.com	**23.9%**
cozymeal.com	**13%**
instagram.com	**13%**
bodyspec.com	**10.9%**
amazon.com	**8.7%**
bonappetit.com	**8.7%**
sporked.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.	OLIPOP's own domains were cited in 6.3% of grounded answers, Gatorade's in 3.5% and CELSIUS's in 3.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 18.8% of grounded answers), garagegymreviews.com (16.3%), healthline.com (11.8%), foodnetwork.com (11.1%) and target.com (9.4%). General news and business press supplied 14.2% of citations and research and data providers 5.9%.
Check each engine separately.	Gemini named CELSIUS in 30.6% of answers against 15.3% on Perplexity. Claude named GHOST Energy in 18.1% of answers against 4.2% on ChatGPT.
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?

Gatorade, named in 77 of 288 four-engine answers (26.7%, CI 22–32.1%). CELSIUS was second at 73 of 288 (25.3%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which brand is named first most often?

OLIPOP was the first brand named in 56 of 288 answers, with an average first position of 1.3.

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

An overview appeared on 46 of 58 searches (79.3%, CI 67.2–87.7%). Within those 46 overviews, Gatorade was named most often, in 10 (21.7%).

Q4 Which sources do the engines cite?

Across 2,399 four-engine citations, en.wikipedia.org was cited most (65 citations, in 54 of 288 grounded answers), followed by target.com (54 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	+	58
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; 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)	58	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 25 tracked brands are ranked; results are not an exhaustive market ranking.
- 346 of 360 planned results were returned. 14 AI Overview lookups were excluded after at most three total attempts.
- 58 successful Google searches: 46 overviews shown; 12 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Gatorade (77/276) and CELSIUS (73/276); 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.
- Guayakí Yerba Mate is counted as Yerba Madre, its name since a May 2025 rebrand. CELSIUS, Alani Nu and Rockstar Energy are counted separately, although Celsius Holdings now owns Alani Nu and holds the Rockstar Energy rights in the US and Canada. AG1 and Athletic Greens are counted as one brand.
- One Core question names OLIPOP and poppi: "Olipop vs Poppi: which is better?" Without it, OLIPOP is named first in 44 answers and Gatorade (48) is named first most often.
- 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 is the best energy drink?	Functional Beverages Index	CORE QUESTION
02	What is the healthiest energy drink?	Functional Beverages Index	CORE QUESTION
03	What is the best energy drink with no sugar?	Functional Beverages Index	CORE QUESTION
04	What is the best prebiotic soda?	Functional Beverages Index	CORE QUESTION
05	Olipop vs Poppi: which is better?	Functional Beverages Index	CORE QUESTION
06	What is the best electrolyte drink?	Functional Beverages Index	CORE QUESTION
07	What is the best drink for hydration after a workout?	Functional Beverages Index	CORE QUESTION
08	What is the best sports drink?	Functional Beverages Index	CORE QUESTION
09	What are the best functional beverage brands?	Functional Beverages Index	CORE QUESTION
10	What is the best drink for focus without jitters?	Functional Beverages Index	CORE QUESTION
11	What is the best canned water or flavored water brand?	Functional Beverages Index	CORE QUESTION
12	What is the best greens drink?	Functional Beverages Index	CORE QUESTION
13	Which energy drink brands are widely sold in the United States?	Functional Beverages Index	ADDED QUESTION
14	Which energy drink brands offer caffeine-free products?	Functional Beverages Index	ADDED QUESTION
15	Which energy drink brands publish caffeine content per serving?	Functional Beverages Index	ADDED QUESTION
16	Which prebiotic soda brands publish fiber content per serving?	Functional Beverages Index	ADDED QUESTION
17	Which better-for-you soda brands offer low-sugar products?	Functional Beverages Index	ADDED QUESTION
18	Which electrolyte drink brands sell both ready-to-drink products and mixes?	Functional Beverages Index	ADDED QUESTION
19	Which sports drink brands are sold in US supermarkets?	Functional Beverages Index	ADDED QUESTION
20	Which wellness drink brands use adaptogenic ingredients?	Functional Beverages Index	ADDED QUESTION
21	Which enhanced water brands publish vitamin and mineral content?	Functional Beverages Index	ADDED QUESTION
22	Which canned water brands offer unflavored products?	Functional Beverages Index	ADDED QUESTION
23	Which greens powder brands publish independent product testing results?	Functional Beverages Index	ADDED QUESTION
24	Which functional beverage brands publish evidence supporting their product claims?	Functional Beverages Index	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Functional Beverages Index

Measured October 30, 2026 · 5W Public Relations

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RESEARCH
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