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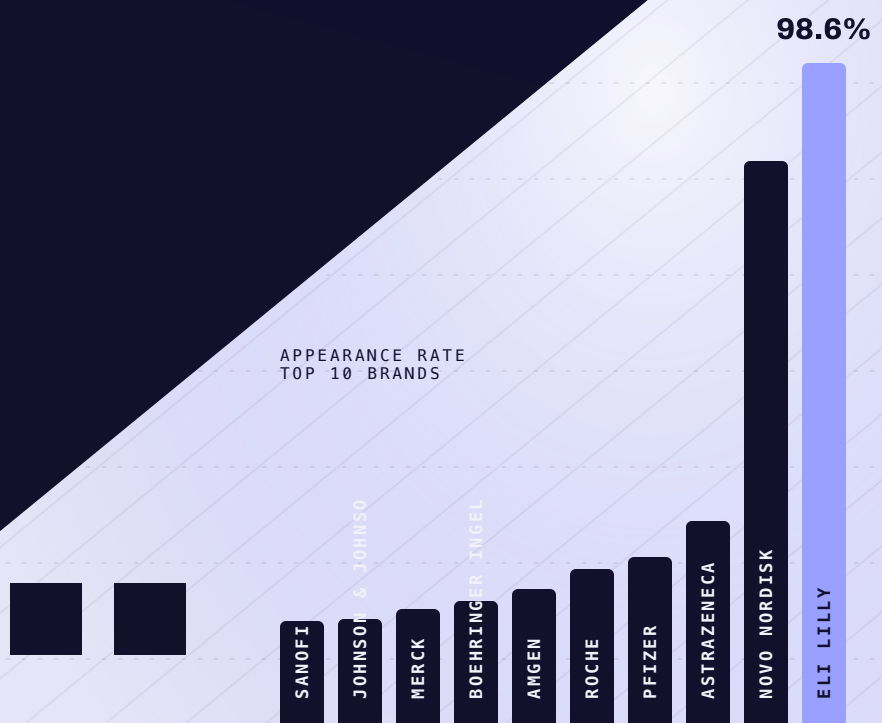
OBESITY DRUGS INDEX 2.0

Which drug companies AI engines name
288 AI answers · November 3, 2026

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

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 57 Google AI Overviews

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AT A GLANCE

Eli Lilly leads. Novo Nordisk is second.

Eli Lilly: 284/288 (98.6%; 95% interval 96.5–99.5%). Novo Nordisk: 242/288 (84.0%; 95% interval 79.4–87.8%).

Version 2. This version replaces the first version of this study, first published May 23, 2026. It uses measured counts, so the two versions are not comparable.

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

98.6%
of answers named Eli Lilly, the most-named (284 of 288)

24
tracked companies named at least once (of 24)

95%
of Google searches showed an AI Overview (57 of 60)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Eli Lilly

Eli Lilly leads this measured set. Eli Lilly: 284/288 (98.6%; 95% interval 96.5–99.5%). Novo Nordisk: 242/288 (84.0%; 95% interval 79.4–87.8%).

NAMED FIRST

135/288 (46.9%)

Eli Lilly was the first company named in 135 of 288 answers, more than any other tracked company. Its average first position was 1.9.

OWN-SITE CITATIONS

53/288 (18.4%)

Eli Lilly's own domains were cited in 53 of 288 grounded answers, more than any other tracked company. WeightWatchers followed at 30 of 288. 7 of 24 tracked companies had 0 of 288.

AIO TRIGGER

57/60 (95%)

Google AI Overviews appeared on 57 of 60 searches (CI 86.3–98.3%). On the other 3, no overview was shown.

AIO LEADER

56/57 (98.2%)

Eli Lilly was the company named most often in AI Overviews, at 56 of 57, followed by Novo Nordisk at 42 of 57 (73.7%). In the four-engine set, Eli Lilly was named in 284 of 288 answers (98.6%).

TOP DOMAIN

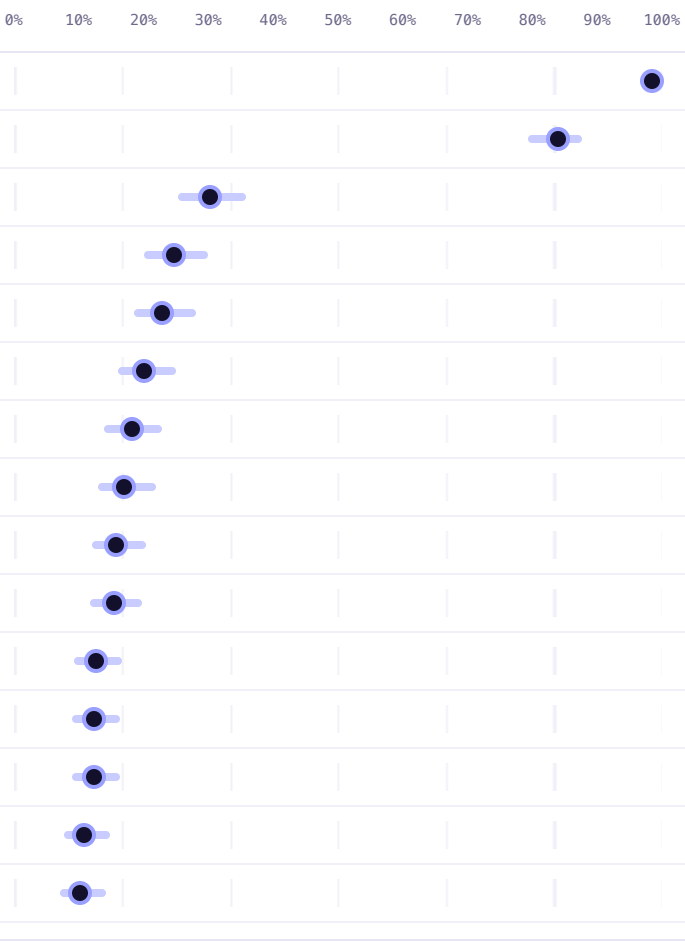
74/288 (25.7%)

drugs.com was cited in 74 of 288 grounded four-engine answers, with 99 of 2,425 citations (4.1%). goodrx.com came second with 64 citations in 55 answers (19.1%).

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	Eli Lilly	98.6%	284/288
2	Novo Nordisk	84.0%	242/288
3	AstraZeneca	30.2%	87/288
4	Pfizer	24.7%	71/288
5	Roche	22.9%	66/288
6	Amgen	20.1%	58/288
7	Boehringer Ingelheim	18.1%	52/288
8	Merck	17.0%	49/288
9	Johnson & Johnson	15.6%	45/288
10	Sanofi	15.3%	44/288
11	Ro	12.5%	36/288
12	AbbVie	12.2%	35/288
13	Viking Therapeutics	12.2%	35/288
14	WeightWatchers	10.8%	31/288
15	Structure Therapeutics	10.1%	29/288

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 2,425 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Eli Lilly	284/288	98.6%	96.5–99.5%	1.9	18.4% (53/288)	2.6%
2	Novo Nordisk	242/288	84%	79.4–87.8%	2.1	8% (23/288)	1.1%
3	AstraZeneca	87/288	30.2%	25.2–35.7%	4.6	1% (3/288)	0.1%
4	Pfizer	71/288	24.7%	20–29.9%	4.6	2.1% (6/288)	0.2%
5	Roche	66/288	22.9%	18.4–28.1%	4.3	0.3% (1/288)	0%
6	Amgen	58/288	20.1%	15.9–25.1%	5.1	0.3% (1/288)	0%
7	Boehringer Ingelheim	52/288	18.1%	14–22.9%	4.4	1.7% (5/288)	0.2%
8	Merck	49/288	17%	13.1–21.8%	4.9	0% (0/288)	0%
9	Johnson & Johnson	45/288	15.6%	11.9–20.3%	3.4	0% (0/288)	0%
10	Sanofi	44/288	15.3%	11.6–19.9%	4.8	0% (0/288)	0%
11	Ro	36/288	12.5%	9.2–16.8%	2.9	6.6% (19/288)	0.8%
12	AbbVie	35/288	12.2%	8.9–16.4%	4.9	0% (0/288)	0%
13	Viking Therapeutics	35/288	12.2%	8.9–16.4%	5.8	1.4% (4/288)	0.2%
14	WeightWatchers	31/288	10.8%	7.7–14.9%	3.2	10.4% (30/288)	1.3%
15	Structure Therapeutics	29/288	10.1%	7.1–14.1%	6	0.7% (2/288)	0.1%
16	Biogen	28/288	9.7%	6.8–13.7%	2.6	2.1% (6/288)	0.2%
17	Eisai	24/288	8.3%	5.7–12.1%	1.8	1.4% (4/288)	0.2%
18	Zealand Pharma	24/288	8.3%	5.7–12.1%	6.5	0% (0/288)	0%
19	Hims & Hers	21/288	7.3%	4.8–10.9%	5.1	2.8% (8/288)	0.4%
20	Noom	21/288	7.3%	4.8–10.9%	4.4	6.3% (18/288)	0.7%
21	Found	15/288	5.2%	3.2–8.4%	3.9	3.8% (11/288)	0.5%
22	Mochi Health	14/288	4.9%	2.9–8%	5.9	0% (0/288)	0%
23	Calibrate	12/288	4.2%	2.4–7.1%	4.7	2.8% (8/288)	0.3%
24	Henry Meds	3/288	1%	0.4–3%	10	0% (0/288)	0%

03 THE LEADERBOARD

Second table: drug brands

Drug-brand names in 288 four-engine answers. Each drug mention is also credited once per answer to its maker in the main company ranking.

#	DRUG BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Zepbound	166/288	57.6%	51.9–63.2%	50
2	Wegovy	163/288	56.6%	50.8–62.2%	68
3	Mounjaro	125/288	43.4%	37.8–49.2%	21
4	Ozempic	118/288	41.0%	35.4–46.7%	43
5	Rybelsus	77/288	26.7%	22.0–32.1%	3
6	Foundayo	75/288	26.0%	21.3–31.4%	18
7	Trulicity	53/288	18.4%	14.4–23.3%	2
8	Saxenda	50/288	17.4%	13.4–22.2%	1
9	CagriSema	38/288	13.2%	9.8–17.6%	12
10	LillyDirect	30/288	10.4%	7.4–14.5%	2
11	Januvia	26/288	9.0%	6.2–12.9%	4
12	Farxiga	24/288	8.3%	5.7–12.1%	3
13	Jardiance	24/288	8.3%	5.7–12.1%	1
14	Leqembi	24/288	8.3%	5.7–12.1%	16
15	Kisunla	22/288	7.6%	5.1–11.3%	8
16	NovoCare Pharmacy	16/288	5.6%	3.4–8.8%	1

PROFILES

04 The top eight, side by side

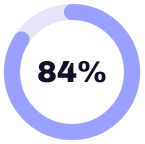


RANK 1

Eli Lilly

284/288 answers · 95% CI 96.5–99.5%

1.9	18.4%	2.6%
first-mention position	owned-domain citation (53/288)	citation share



RANK 2

Novo Nordisk

242/288 answers · 95% CI 79.4–87.8%

2.1	8%	1.1%
first-mention position	owned-domain citation (23/288)	citation share



RANK 3

AstraZeneca

87/288 answers · 95% CI 25.2–35.7%

4.6	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

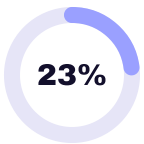


RANK 4

Pfizer

71/288 answers · 95% CI 20–29.9%

4.6	2.1%	0.2%
first-mention position	owned-domain citation (6/288)	citation share



RANK 5

Roche

66/288 answers · 95% CI 18.4–28.1%

4.3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

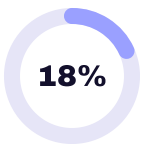


RANK 6

Amgen

58/288 answers · 95% CI 15.9–25.1%

5.1	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

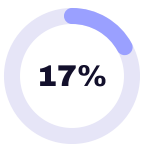


RANK 7

Boehringer Ingelheim

52/288 answers · 95% CI 14–22.9%

4.4	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share



RANK 8

Merck

49/288 answers · 95% CI 13.1–21.8%

4.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

05

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
Eli Lilly			**98.6%**
Novo Nordisk			**81.9%**
AstraZeneca			**29.2%**
Pfizer			**26.4%**
Sanofi			**20.8%**
Amgen			**19.4%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Eli Lilly			**100%**
Novo Nordisk			**87.5%**
AstraZeneca			**27.8%**
Pfizer			**20.8%**
Roche			**20.8%**
Amgen			**19.4%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Eli Lilly			**95.8%**
Novo Nordisk			**84.7%**
AstraZeneca			**36.1%**
Pfizer			**30.6%**
Roche			**25%**
Amgen			**22.2%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Eli Lilly			**100%**
Novo Nordisk			**81.9%**
Roche			**29.2%**
AstraZeneca			**27.8%**
Pfizer			**20.8%**
Boehringer Ingelheim			**20.8%**

06

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 60 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 57 = 345 answers.



TRIGGER RATE

Google AI Overviews appeared on 57 of 60 searches (95%, CI 86.3–98.3%). The other 3 searches showed no overview. Within the 57 overviews, Eli Lilly was named in 56 (98.2%), Novo Nordisk was named in 42 (73.7%), AstraZeneca was named in 14 (24.6%), Roche was named in 14 (24.6%). jamanetwork.com was the most-cited source, with 35 citations and an appearance in 18 of 57 overviews.

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

1	Eli Lilly	98.6%	=
2	Novo Nordisk	82.3%	=
3	AstraZeneca	29.3%	=
4	Pfizer	24.1%	=
5	Roche	23.2%	=
6	Amgen	20.9%	=
7	Boehringer Ingelheim	18.0%	=
8	Merck	16.8%	=
9	Johnson & Johnson	14.2%	=
10	Sanofi	13.6%	=

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

Eli Lilly 100%

TIED WITH NOVO NORDISK

Novo Nordisk	100%
Roche	25%

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

Eli Lilly 100%

TIED WITH NOVO NORDISK

Novo Nordisk	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Eli Lilly 100%

TIED WITH NOVO NORDISK

Novo Nordisk	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Novo Nordisk 100%

TIED WITH ELI LILLY

Eli Lilly	100%
AstraZeneca	75%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Eli Lilly 100%

TIED WITH NOVO NORDISK

Novo Nordisk	100%
Pfizer	91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Viking Therapeutics 100%

Novo Nordisk	91.7%
Structure Therapeutics	83.3%

AI Overview shown on 3 of 3 searches

08

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,425 citations in total. drugs.com was cited most often, with 99 citations (4.1%) across 74 answers. Next came goodrx.com (64), pmc.ncbi.nlm.nih.gov (57), forbes.com (45), fda.gov (37), healthline.com (37).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

drugs.com	**25.7%**
goodrx.com	**19.1%**
pmc.ncbi.nlm.nih.gov	**14.6%**
forbes.com	**11.5%**
healthline.com	**10.8%**
fda.gov	**10.1%**
weightwatchers.com	**10.1%**
ozmosi.com	**9.4%**
mayoclinic.org	**8.3%**
delveinsight.com	**8.3%**

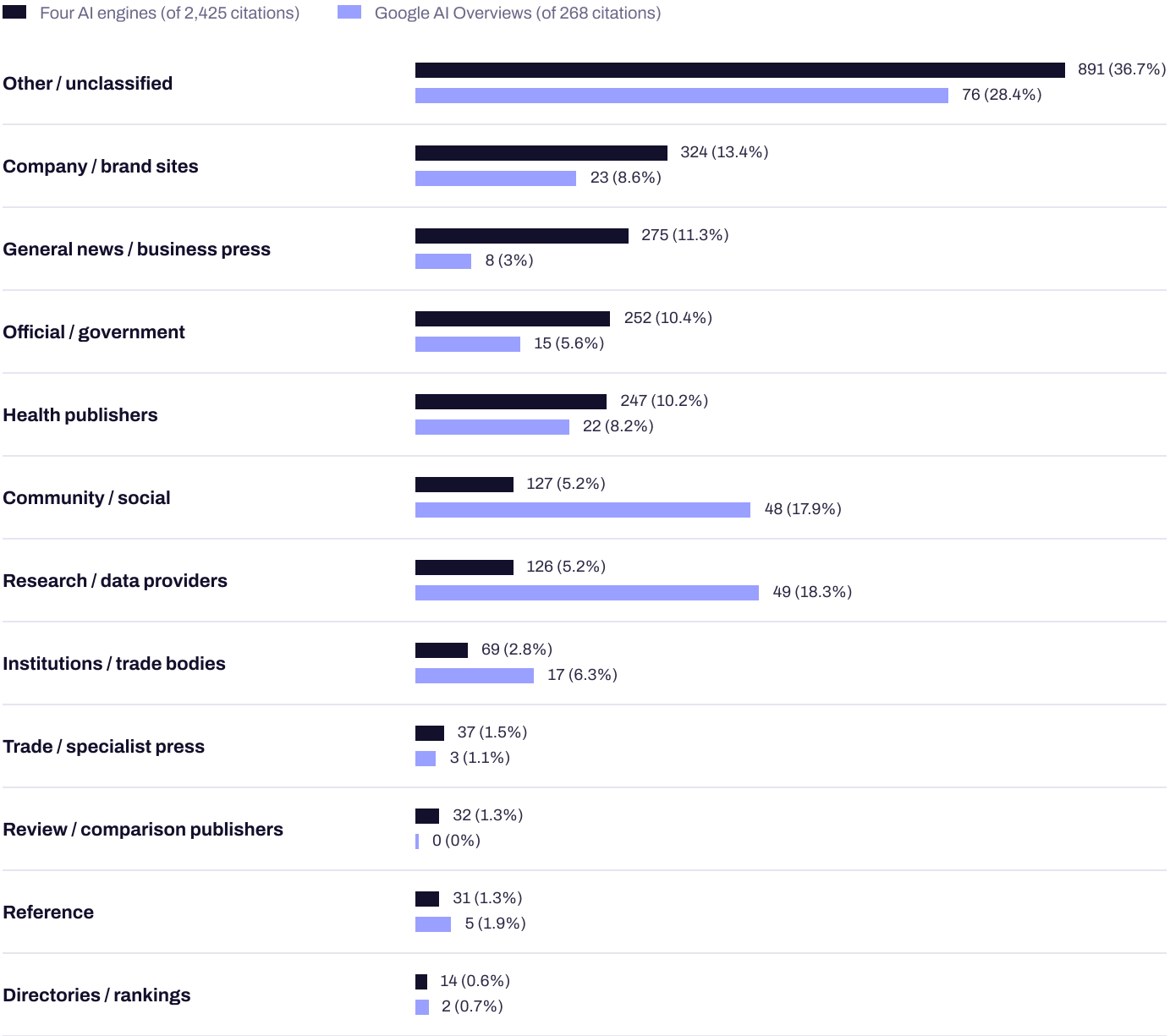
GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

jamanetwork.com	**31.6%**
youtube.com	**31.6%**
goodrx.com	**12.3%**
facebook.com	**10.5%**
mayoclinic.org	**10.5%**
weightwatchers.com	**8.8%**
diabetesjournals.org	**7%**
en.wikipedia.org	**7%**
diabetes.org	**7%**
obesitymedicine.org	**7%**

09 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



10

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.	Eli Lilly's own domains were cited in 18.4% of grounded answers, WeightWatchers' in 10.4% and Novo Nordisk's in 8.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were drugs.com (in 25.7% of grounded answers), goodrx.com (19.1%), pmc.ncbi.nlm.nih.gov (14.6%), forbes.com (11.5%) and healthline.com (10.8%). General news and business press supplied 11.3% of citations and official and government 10.4%.
Check each engine separately.	Gemini named Viking Therapeutics in 22.2% of answers against 5.6% on ChatGPT. ChatGPT named Sanofi in 20.8% of answers against 8.3% on Perplexity.
Watch names outside the tracked list.	Wegovy (52 answers), Zepbound (51 answers), Mounjaro (50 answers), Ozempic (50 answers), Rybelsus (35 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 Which companies lead these AI answers?

Eli Lilly leads this measured set. Eli Lilly: 284/288 (98.6%; 95% interval 96.5–99.5%). Novo Nordisk: 242/288 (84.0%; 95% interval 79.4–87.8%).

Q2 Which company is named first most often?

Eli Lilly was the first company named in 135 of 288 answers, with an average first position of 1.9.

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

An overview appeared on 57 of 60 searches (95%, CI 86.3–98.3%). Within those 57 overviews, Eli Lilly was named most often, in 56 (98.2%).

Q4 Which sources do the engines cite?

Across 2,425 four-engine citations, drugs.com was cited most (99 citations, in 74 of 288 grounded answers), followed by goodrx.com (64 citations).

Q5 Do the four engines agree?

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

METHODOLOGY

12 How this study was measured

24	×	3	×	4	=	288	+	60
questions		runs each		AI engines		answers		Google searches · 57 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 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)	60	57 shown	57

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 24 tracked companies are ranked; results are not an exhaustive market ranking.
- Only the tracked companies were scored. Untracked names that appeared often were not scored, including Wegovy (52 answers), Zepbound (51 answers), Mounjaro (50 answers), Ozempic (50 answers), Rybelsus (35 answers).
- 348 of 360 planned results were returned. 12 AI Overview lookups were excluded after at most three total attempts.
- 60 successful Google searches: 57 overviews shown; 3 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Questions 2, 3 and 10 name Mounjaro, Ozempic, Zepbound and Wegovy, so each of those counts includes up to 12 answers to a question that names it.
- Removing 3 Core questions naming tracked subjects leaves 252 eligible answers. The top two are Eli Lilly (248/252) and Novo Nordisk (218/252); 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.
- Covers the companies, branded drugs and telehealth providers named in obesity and type 2 diabetes questions, US market. Drug names are tracked in their own table and also credited to their maker. Status: Lilly's oral GLP-1 orforglipron was approved by the FDA as Foundayo on April 1, 2026. Novo Nordisk's CEO is Maziar Mike Doustdar, and its Wegovy pill launched before Foundayo. This report counts names in AI answers only. It makes no safety, efficacy or prescribing claim, and being named is not an endorsement. Questions are informational, not requests for medical advice. Main ranking: companies (drug makers and telehealth providers), with each drug-brand mention credited to its maker; the title and summary follow the Wilson rule on this company view. Drug brands are shown as a second table.

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 are the most effective prescription weight-loss medications?	Obesity Drugs Index 2.0	CORE QUESTION
02	Mounjaro vs Ozempic: what is the difference?	Obesity Drugs Index 2.0	CORE QUESTION
03	Zepbound vs Wegovy: which works better for weight loss?	Obesity Drugs Index 2.0	CORE QUESTION
04	Which companies make GLP-1 drugs?	Obesity Drugs Index 2.0	CORE QUESTION
05	Which pharmaceutical companies lead in obesity treatment?	Obesity Drugs Index 2.0	CORE QUESTION
06	What oral weight-loss drugs are in development?	Obesity Drugs Index 2.0	CORE QUESTION
07	Where can I get GLP-1 medication online?	Obesity Drugs Index 2.0	CORE QUESTION
08	What are the leading pharmaceutical companies in the US?	Obesity Drugs Index 2.0	CORE QUESTION
09	Which companies are developing Alzheimer's treatments?	Obesity Drugs Index 2.0	CORE QUESTION
10	How much does Zepbound cost without insurance?	Obesity Drugs Index 2.0	CORE QUESTION
11	What are the newest FDA-approved weight-loss drugs?	Obesity Drugs Index 2.0	ADDED QUESTION
12	What medications are used to treat type 2 diabetes?	Obesity Drugs Index 2.0	ADDED QUESTION
13	What are the most commonly prescribed GLP-1 drugs for type 2 diabetes?	Obesity Drugs Index 2.0	ADDED QUESTION
14	What are the newer types of diabetes medication besides metformin?	Obesity Drugs Index 2.0	ADDED QUESTION
15	Are there weight-loss pills that work like GLP-1 injections?	Obesity Drugs Index 2.0	ADDED QUESTION
16	Which drug companies have the strongest obesity drug pipelines?	Obesity Drugs Index 2.0	ADDED QUESTION
17	What next-generation obesity drugs are in late-stage trials?	Obesity Drugs Index 2.0	ADDED QUESTION
18	What are the best telehealth programs for medical weight loss?	Obesity Drugs Index 2.0	ADDED QUESTION
19	How do online weight-loss programs prescribe GLP-1 medications?	Obesity Drugs Index 2.0	ADDED QUESTION
20	What Alzheimer's drugs have been approved recently?	Obesity Drugs Index 2.0	ADDED QUESTION
21	Which pharmaceutical companies have the biggest market value?	Obesity Drugs Index 2.0	ADDED QUESTION
22	How much do GLP-1 medications cost per month in the US?	Obesity Drugs Index 2.0	ADDED QUESTION
23	Which companies make insulin in the US?	Obesity Drugs Index 2.0	ADDED QUESTION
24	What are the main differences between semaglutide and tirzepatide?	Obesity Drugs Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Obesity Drugs Index 2.0

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WEB
5wpr.com

RESEARCH
5wpr.com/research