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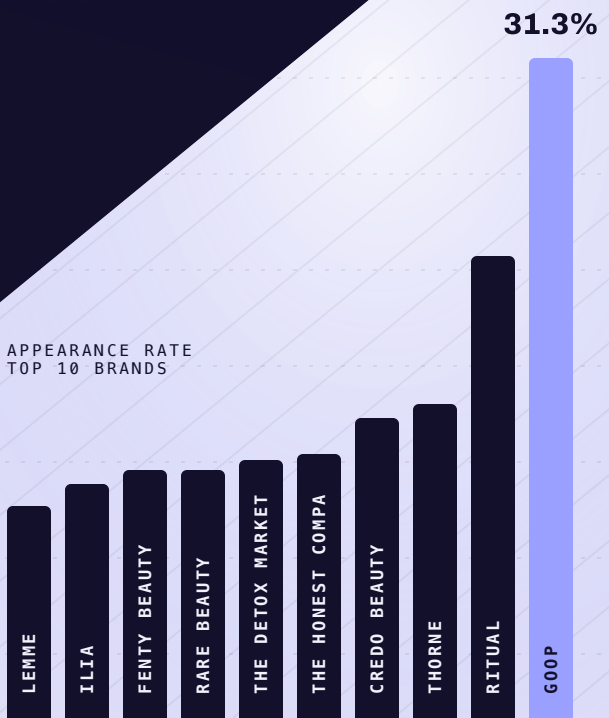
HOW AI DESCRIBES GOOP 2.0

Which wellness brands AI engines name
288 AI answers · November 5 to 6, 2026

Measured :
November 5 to 6, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 51 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Ritual is within Goop's margin.

Goop: 90/288 returned four-engine answers (31.3%; 95% interval 26.2–36.8%). The two leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published July 1, 2026. It uses measured counts, so the two versions are not comparable.

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

31.3%
of answers named Goop, the most-named (90 of 288)

22
tracked brands named at least once (of 22)

89.5%
of Google searches showed an AI Overview (51 of 57)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Goop

Goop: 90/288 returned four-engine answers (31.3%; 95% interval 26.2–36.8%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

49/288 (17.0%)

Goop was the first brand named in 49 of 288 answers, more than any other tracked brand. Its average first position was 1.9.

OWN-SITE CITATIONS

19/288 (6.6%)

Goop's own domains were cited in 19 of 288 grounded answers, more than any other tracked brand. Credo Beauty followed at 14 of 288. 9 of 22 tracked brands had 0 of 288.

AIO TRIGGER

51/57 (89.5%)

Google AI Overviews appeared on 51 of 57 searches (CI 78.9–95.1%). On the other 6, no overview was shown.

AIO LEADER

12/51 (23.5%)

Goop was the brand named most often in AI Overviews, at 12 of 51, followed by Fenty Beauty at 11 of 51 (21.6%). In the four-engine set, Goop was named in 90 of 288 answers (31.3%).

TOP DOMAIN

54/288 (18.8%)

en.wikipedia.org was cited in 54 of 288 grounded four-engine answers, with 77 of 2,468 citations (3.1%). fortune.com came second with 43 citations in 31 answers (10.8%).

NO TRACKED NAME

0/12 (0.0%)

For 'Where can I read about wellness trends?', 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	Goop	31.3%	90/288
2	Ritual	21.9%	63/288
3	Thorne	14.9%	43/288
4	Credo Beauty	14.2%	41/288
5	The Honest Company	12.5%	36/288
6	The Detox Market	12.2%	35/288
7	Fenty Beauty	11.8%	34/288
8	Rare Beauty	11.8%	34/288
9	Ilia	11.1%	32/288
10	Lemme	10.1%	29/288
11	Rhode	10.1%	29/288
12	Thrive Market	9.0%	26/288
13	AG1	8.0%	23/288
14	Kosas	8.0%	23/288
15	Tata Harper	7.6%	22/288

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 2,468 citations. Question 4 names Goop, so its count includes up to 12 answers that name it by design. Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Goop (78/276) and Ritual (62/276); their order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Goop	90/288	31.3%	26.2–36.8%	1.9	6.6% (19/288)	0.8%
2	Ritual	63/288	21.9%	17.5–27%	1.4	0% (0/288)	0%
3	Thorne	43/288	14.9%	11.3–19.5%	1.8	2.1% (6/288)	0.2%
4	Credo Beauty	41/288	14.2%	10.7–18.7%	2.2	4.9% (14/288)	0.6%
5	The Honest Company	36/288	12.5%	9.2–16.8%	3.2	0.7% (2/288)	0.1%
6	The Detox Market	35/288	12.2%	8.9–16.4%	2.1	4.2% (12/288)	0.5%
7	Fenty Beauty	34/288	11.8%	8.6–16%	1.5	0% (0/288)	0%
8	Rare Beauty	34/288	11.8%	8.6–16%	2.4	0.7% (2/288)	0.1%
9	Ilia	32/288	11.1%	8–15.3%	1.8	0% (0/288)	0%
10	Lemme	29/288	10.1%	7.1–14.1%	2.1	0% (0/288)	0%
11	Rhode	29/288	10.1%	7.1–14.1%	2.9	0.3% (1/288)	0%
12	Thrive Market	26/288	9%	6.2–12.9%	2.8	2.8% (8/288)	0.3%
13	AG1	23/288	8%	5.4–11.7%	2	0.3% (1/288)	0%
14	Kosas	23/288	8%	5.4–11.7%	2.2	0% (0/288)	0%
15	Tata Harper	22/288	7.6%	5.1–11.3%	2.7	0.3% (1/288)	0%
16	Seed Health	20/288	6.9%	4.5–10.5%	1.7	0.3% (1/288)	0%
17	Poosh	19/288	6.6%	4.3–10.1%	3.4	2.1% (6/288)	0.2%
18	Sakara	19/288	6.6%	4.3–10.1%	3.8	0% (0/288)	0%
19	Moon Juice	17/288	5.9%	3.7–9.2%	3.9	0% (0/288)	0%
20	Glossier	14/288	4.9%	2.9–8%	3.3	0% (0/288)	0%
21	Follain	13/288	4.5%	2.7–7.6%	3.2	0.3% (1/288)	0%
22	Erewhon	3/288	1%	0.4–3%	1	0% (0/288)	0%

02 THE LEADERBOARD

Separate unranked table: Earlier-page comparables (unranked)

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
Hello Sunshine	**0/288**	0.0%	0.0–1.3%	0

02 THE LEADERBOARD

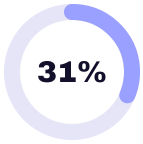
Separately ranked: Wellness media (separate ranking)

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Healthline**	33/288	11.5%	8.3–15.7%	30
2	**mindbodygreen**	29/288	10.1%	7.1–14.1%	19
3	**Well+Good**	24/288	8.3%	5.7–12.1%	7
4	**Byrdie**	3/288	1.0%	0.4–3.0%	2

PROFILES

03 The top eight, side by side

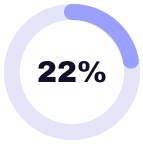


RANK 1

Goop

90/288 answers · 95% CI 26.2–36.8%

1.9	6.6%	0.8%
first-mention position	owned-domain citation (19/288)	citation share

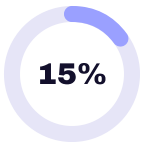


RANK 2

Ritual

63/288 answers · 95% CI 17.5–27%

1.4	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

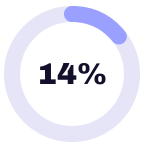


RANK 3

Thorne

43/288 answers · 95% CI 11.3–19.5%

1.8	2.1%	0.2%
first-mention position	owned-domain citation (6/288)	citation share

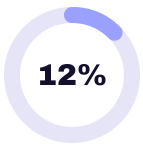


RANK 4

Credo Beauty

41/288 answers · 95% CI 10.7–18.7%

2.2	4.9%	0.6%
first-mention position	owned-domain citation (14/288)	citation share

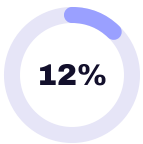


RANK 5

The Honest Company

36/288 answers · 95% CI 9.2–16.8%

3.2	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share



RANK 6

The Detox Market

35/288 answers · 95% CI 8.9–16.4%

2.1	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share



RANK 7

Fenty Beauty

34/288 answers · 95% CI 8.6–16%

1.5	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 8

Rare Beauty

34/288 answers · 95% CI 8.6–16%

2.4	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
Goop			**31.9%**
Credo Beauty			**18.1%**
Ritual			**16.7%**
The Honest Company			**16.7%**
Thorne			**15.3%**
The Detox Market			**13.9%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Goop			**36.1%**
Ritual			**23.6%**
Thorne			**16.7%**
Rare Beauty			**16.7%**
AG1			**15.3%**
Fenty Beauty			**13.9%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Goop			**27.8%**
Ritual			**22.2%**
Credo Beauty			**16.7%**
Thorne			**15.3%**
The Detox Market			**13.9%**
The Honest Company			**12.5%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Goop			**29.2%**
Ritual			**25%**
The Honest Company			**15.3%**
Fenty Beauty			**13.9%**
Thorne			**12.5%**
Credo Beauty			**12.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 57 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 51 = 339 answers.



TRIGGER RATE

Google AI Overviews appeared on 51 of 57 searches (89.5%, CI 78.9–95.1%). The other 6 searches showed no overview. Within the 51 overviews, Goop was named in 12 (23.5%), Fenty Beauty was named in 11 (21.6%), Rare Beauty was named in 10 (19.6%), Ritual was named in 9 (17.6%). youtube.com was the most-cited source, with 30 citations and an appearance in 18 of 51 overviews.

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

1	Goop	30.1%	=
2	Ritual	21.2%	=
3	Thorne	14.2%	=
4	Credo Beauty	13.3%	=
5	Fenty Beauty	13.3%	▲ 2
6	Rare Beauty	13.0%	▲ 2
7	The Detox Market	12.1%	▼ 1
8	Ilia	12.1%	▲ 1
9	The Honest Company	11.8%	▼ 4
10	Rhode	11.2%	▲ 1

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Ritual 75%

TIED WITH GOOP

Goop	75%
AG1	50%

AI Overview shown on 1 of 2 searches

Q02 · 12 ANSWERS

Goop 100%

The Honest Company	91.7%
Lemme	75%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

Credo Beauty 100%

TIED WITH THE DETOX MARKET

The Detox Market	100%
Goop	58.3%

AI Overview shown on 1 of 3 searches

Q04 · 12 ANSWERS

Goop 100%

Poosh	83.3%
Credo Beauty	75%

AI Overview shown on 1 of 1 searches

Q05 · 12 ANSWERS

Ilia 100%

Kosas	91.7%
Tata Harper	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Ritual 100%

TIED WITH THORNE

Thorne	100%
Seed Health	33.3%

AI Overview shown on 2 of 2 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,468 citations in total. en.wikipedia.org was cited most often, with 77 citations (3.1%) across 54 answers. Next came fortune.com (43), forbes.com (40), healthline.com (37), vogue.com (33), athletechnews.com (23).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**18.8%**
forbes.com	**11.8%**
healthline.com	**11.1%**
vogue.com	**11.1%**
fortune.com	**10.8%**
newbeauty.com	**8%**
glossy.co	**7.3%**
femfounded.org	**6.6%**
goop.com	**6.6%**
sablewest.com	**6.6%**

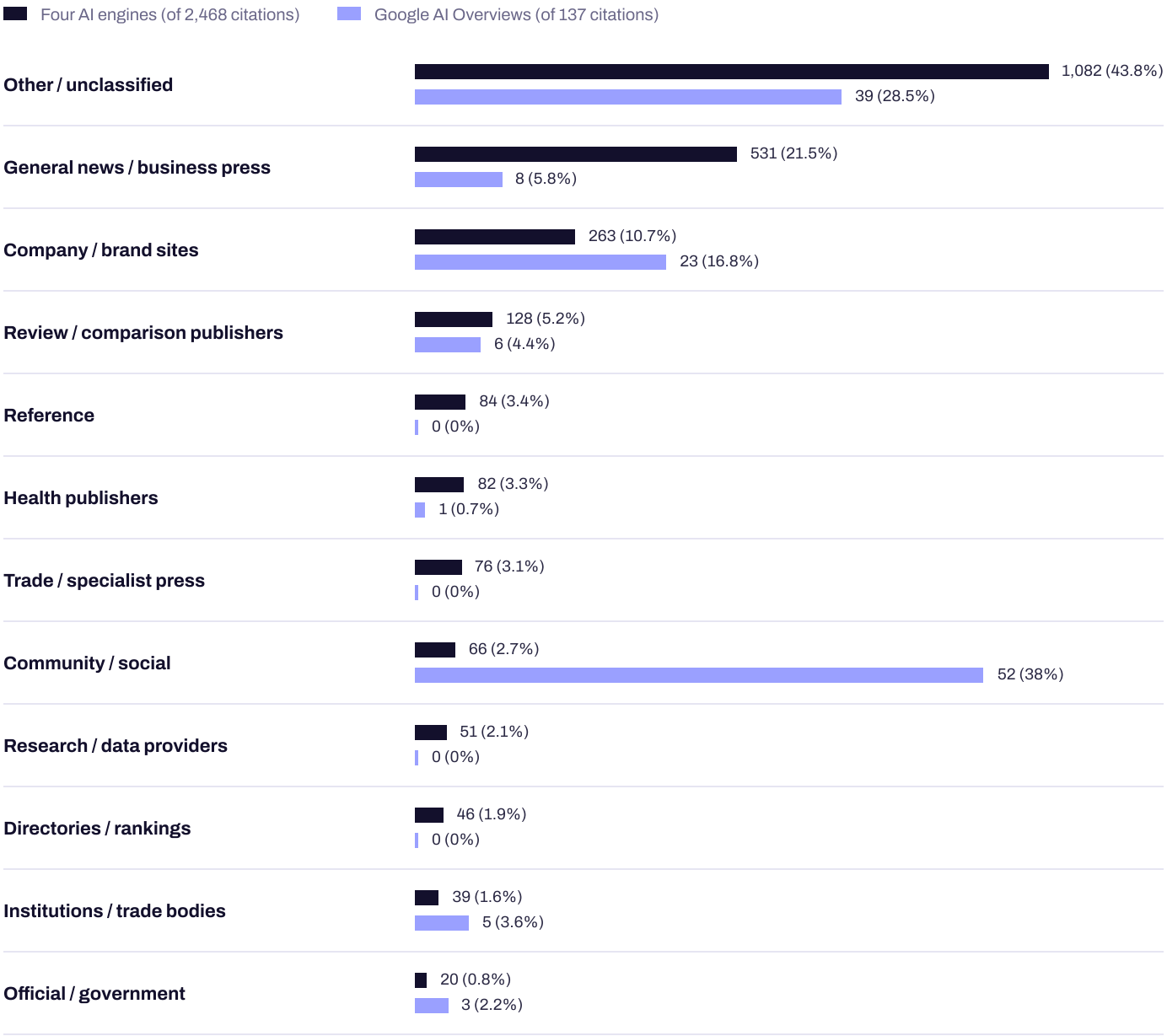
GOOGLE AI OVERVIEWS · SHARE OF 51 OVERVIEWS

youtube.com	**35.3%**
instagram.com	**17.6%**
reddit.com	**13.7%**
credobeauty.com	**7.8%**
thedetoxmarket.com	**7.8%**
axiologybeauty.com	**5.9%**
cosmetify.com	**5.9%**
ecocult.com	**5.9%**
ewg.org	**5.9%**
nia.nih.gov	**5.9%**

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 wellness 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.	Credo Beauty's own domains were cited in 4.9% of grounded answers, The Detox Market's in 4.2% and Thrive Market's in 2.8%.
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), forbes.com (11.8%), healthline.com (11.1%), vogue.com (11.1%) and fortune.com (10.8%). General news and business press supplied 21.5% of citations and review and comparison publishers 5.2%.
Check each engine separately.	Claude named AG1 in 15.3% of answers against 2.8% on Gemini. ChatGPT named The Honest Company in 16.7% of answers against 5.6% on Claude.
Watch names outside the tracked list.	Garden of Life (30 answers), Well+Good (21 answers), True Botanicals (21 answers), Alo Yoga (20 answers), Nature Made (20 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 wellness brands appear in these AI answers?

Goop: 90/288 returned four-engine answers (31.3%; 95% interval 26.2–36.8%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Goop was the first brand named in 49 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 51 of 57 searches (89.5%, CI 78.9–95.1%). Within those 51 overviews, Goop was named most often, in 12 (23.5%).

Q4 Which sources do the engines cite?

Across 2,468 four-engine citations, en.wikipedia.org was cited most (77 citations, in 54 of 288 grounded answers), followed by fortune.com (43 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	+	57
questions		runs each		AI engines		answers		Google searches · 51 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5 to 6, 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)	57	51 shown	51

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 22 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 Garden of Life (30 answers), Well+Good (21 answers), True Botanicals (21 answers), Alo Yoga (20 answers), Nature Made (20 answers).
- 345 of 360 planned results were returned. 15 AI Overview lookups were excluded after at most three total attempts.
- 57 successful Google searches: 51 overviews shown; 6 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 4 names Goop, so its count includes up to 12 answers to that question.
- Measured across two days, November 5 to 6, 2026.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Goop (78/276) and Ritual (62/276); their order does not change.
- Names with no tracked own site are shown with a dash. 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.
- Measures appearance, first mention and cited sources only; no description, tone or quality scoring. This edition is by 5W Public Relations. The earlier page had no full tracked list. This edition adds 21 wellness and clean-beauty brands, four wellness publishers, plus Goop, Rhode and Hello Sunshine. Wellness publishers are ranked separately and Hello Sunshine is unranked.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and are separate measures.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best wellness lifestyle brands?	How AI Describes Goop 2.0	CORE QUESTION
02	What are the most popular celebrity-founded wellness brands?	How AI Describes Goop 2.0	CORE QUESTION
03	Where can I shop for clean beauty and wellness products online?	How AI Describes Goop 2.0	CORE QUESTION
04	What are good alternatives to Goop?	How AI Describes Goop 2.0	CORE QUESTION
05	What are the best clean beauty brands?	How AI Describes Goop 2.0	CORE QUESTION
06	Which wellness brands sell the best supplements for women?	How AI Describes Goop 2.0	CORE QUESTION
07	What are the most trusted wellness websites?	How AI Describes Goop 2.0	CORE QUESTION
08	Which celebrity beauty brands are worth buying?	How AI Describes Goop 2.0	CORE QUESTION
09	Which wellness brands are most popular with women in their 30s and 40s?	How AI Describes Goop 2.0	ADDED QUESTION
10	Which lifestyle brands sell wellness, beauty and fashion together?	How AI Describes Goop 2.0	ADDED QUESTION
11	Which celebrities have started successful skincare brands?	How AI Describes Goop 2.0	ADDED QUESTION
12	Which celebrity-founded supplement brands are popular?	How AI Describes Goop 2.0	ADDED QUESTION
13	What clean beauty retailers carry the most brands?	How AI Describes Goop 2.0	ADDED QUESTION
14	Which clean skincare brands use non-toxic ingredients?	How AI Describes Goop 2.0	ADDED QUESTION
15	What are the best non-toxic makeup brands?	How AI Describes Goop 2.0	ADDED QUESTION
16	Which supplement brands are best for hormone health?	How AI Describes Goop 2.0	ADDED QUESTION
17	What are the best daily vitamin brands for women?	How AI Describes Goop 2.0	ADDED QUESTION
18	Which probiotic brands are most popular?	How AI Describes Goop 2.0	ADDED QUESTION
19	Which wellness newsletters and websites have the biggest audiences?	How AI Describes Goop 2.0	ADDED QUESTION
20	Where can I read about wellness trends?	How AI Describes Goop 2.0	ADDED QUESTION
21	Which wellness brands have the strongest communities online?	How AI Describes Goop 2.0	ADDED QUESTION
22	Which online stores sell natural and organic wellness products?	How AI Describes Goop 2.0	ADDED QUESTION
23	What are the most talked-about wellness brands right now?	How AI Describes Goop 2.0	ADDED QUESTION
24	Which beauty brands founded by influencers are most successful?	How AI Describes Goop 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

How AI Describes Goop 2.0

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WEB
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RESEARCH
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