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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

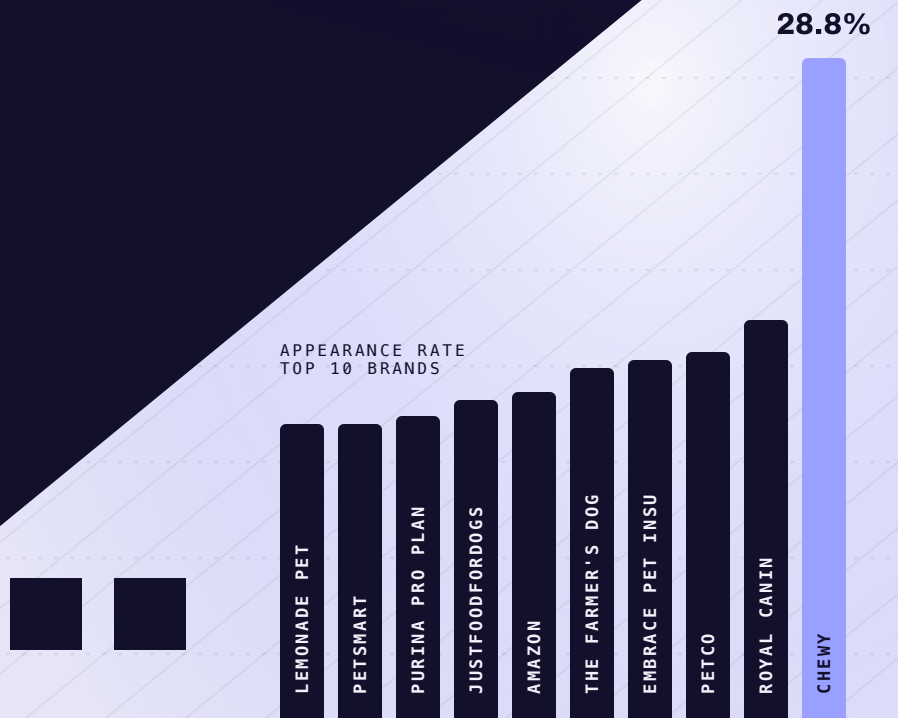
PET INDUSTRY INDEX 2.0

Which pet 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 49 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Chewy leads. No other brand is within its margin.

Chewy: 83/288 (28.8%; 95% interval 23.9–34.3%). Royal Canin: 50/288 (17.4%; 95% interval 13.4–22.2%).

> 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

28.8%
of answers named Chewy, the most-named (83 of 288)

45
tracked brands named at least once (of 54)

92.5%
of Google searches showed an AI Overview (49 of 53)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MOST NAMED

83/288 (28.8%)

Chewy appeared in 83 of 288 four-engine answers (CI 23.9–34.3%). Royal Canin appeared in 50 of 288 (17.4%, CI 13.4–22.2%). The intervals do not overlap.

NAMED FIRST

79/288 (27.4%)

Chewy was the first brand named in 79 of 288 answers, more than any other tracked brand. Its average first position was 1.1.

OWN-SITE CITATIONS

62/288 (21.5%)

Chewy's own domains were cited in 62 of 288 grounded answers, more than any other tracked brand. PetSmart followed at 21 of 288. 18 of 54 tracked brands had 0 of 288.

AIO TRIGGER

49/53 (92.5%)

Google AI Overviews appeared on 49 of 53 searches (CI 82.1–97%). On the other 4, no overview was shown.

AIO LEADER

19/49 (38.8%)

Chewy was the brand named most often in AI Overviews, at 19 of 49, followed by Amazon at 9 of 49 (18.4%). In the four-engine set, Chewy was named in 83 of 288 answers (28.8%).

TOP DOMAIN

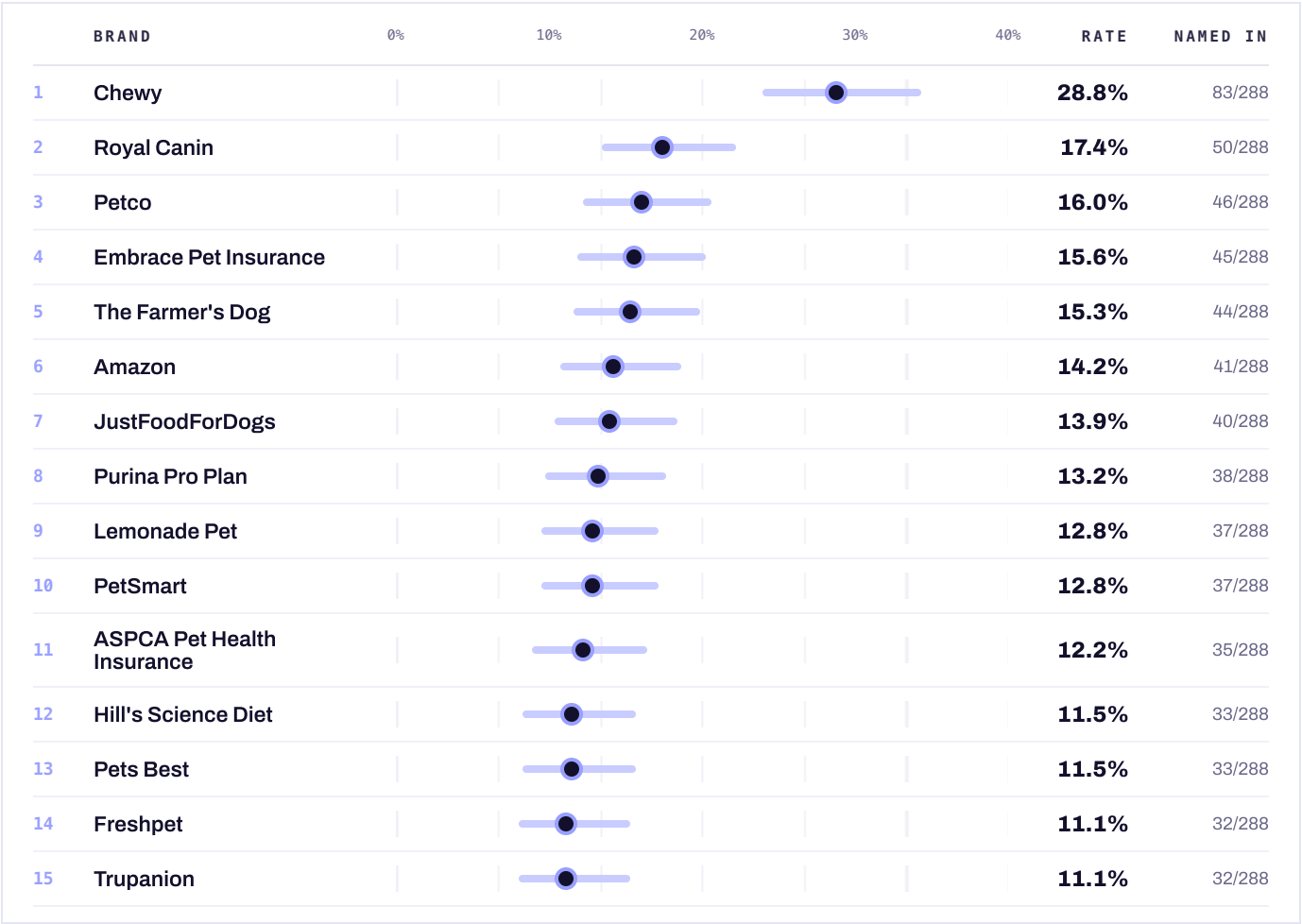
64/288 (22.2%)

forbes.com was cited in 64 of 288 grounded four-engine answers, with 73 of 2,459 citations (3%). chewy.com came second with 66 citations in 56 answers (19.4%).

THE LEADERBOARD

02 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	Chewy	28.8%	83/288
2	Royal Canin	17.4%	50/288
3	Petco	16.0%	46/288
4	Embrace Pet Insurance	15.6%	45/288
5	The Farmer's Dog	15.3%	44/288
6	Amazon	14.2%	41/288
7	JustFoodForDogs	13.9%	40/288
8	Purina Pro Plan	13.2%	38/288
9	Lemonade Pet	12.8%	37/288
10	PetSmart	12.8%	37/288
11	ASPCA Pet Health Insurance	12.2%	35/288
12	Hill's Science Diet	11.5%	33/288
13	Pets Best	11.5%	33/288
14	Freshpet	11.1%	32/288
15	Trupanion	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 2,459 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Chewy	83/288	28.8%	23.9–34.3%	1.1	21.5% (62/288)	3%
2	Royal Canin	50/288	17.4%	13.4–22.2%	2.3	1.7% (5/288)	0.3%
3	Petco	46/288	16%	12.2–20.6%	2.7	6.6% (19/288)	0.8%
4	Embrace Pet Insurance	45/288	15.6%	11.9–20.3%	3.6	6.6% (19/288)	0.9%
5	The Farmer's Dog	44/288	15.3%	11.6–19.9%	3.5	2.1% (6/288)	0.2%
6	Amazon	41/288	14.2%	10.7–18.7%	2.8	1.7% (5/288)	0.2%
7	JustFoodForDogs	40/288	13.9%	10.4–18.4%	3.9	5.6% (16/288)	0.7%
8	Purina Pro Plan	38/288	13.2%	9.8–17.6%	2.2	1.4% (4/288)	0.2%
9	Lemonade Pet	37/288	12.8%	9.5–17.2%	3.8	1% (3/288)	0.1%
10	PetSmart	37/288	12.8%	9.5–17.2%	2.7	7.3% (21/288)	1.1%
11	ASPCA Pet Health Insurance	35/288	12.2%	8.9–16.4%	2.8	4.5% (13/288)	0.5%
12	Hill's Science Diet	33/288	11.5%	8.3–15.7%	1.4	2.1% (6/288)	0.2%
13	Pets Best	33/288	11.5%	8.3–15.7%	3.9	3.5% (10/288)	0.4%
14	Freshpet	32/288	11.1%	8–15.3%	4.4	5.2% (15/288)	0.6%
15	Trupanion	32/288	11.1%	8–15.3%	4.1	2.4% (7/288)	0.3%
16	Nom Nom	31/288	10.8%	7.7–14.9%	4	2.4% (7/288)	0.3%
17	IAMS	29/288	10.1%	7.1–14.1%	4.6	0% (0/288)	0%
18	Healthy Paws	28/288	9.7%	6.8–13.7%	4.4	2.4% (7/288)	0.3%
19	Spot Pet Insurance	26/288	9%	6.2–12.9%	3.7	0.7% (2/288)	0.1%
20	Ollie	24/288	8.3%	5.7–12.1%	3.8	2.4% (7/288)	0.3%
21	Rover	24/288	8.3%	5.7–12.1%	1	5.9% (17/288)	0.8%
22	Tractive	24/288	8.3%	5.7–12.1%	1	2.1% (6/288)	0.2%
23	Wag!	24/288	8.3%	5.7–12.1%	2	5.2% (15/288)	0.6%
24	Whisker	24/288	8.3%	5.7–12.1%	1.1	0.7% (2/288)	0.1%
25	BarkBox	23/288	8%	5.4–11.7%	2.4	0% (0/288)	0%
26	Litter-Robot	23/288	8%	5.4–11.7%	1.9	1.7% (5/288)	0.2%
27	Fetch Pet Insurance	22/288	7.6%	5.1–11.3%	4.7	4.2% (12/288)	0.5%
28	MetLife Pet Insurance	22/288	7.6%	5.1–11.3%	4.2	4.9% (14/288)	0.6%

02 THE LEADERBOARD

The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Nationwide Pet Insurance	19/288	6.6%	4.3–10.1%	5.3	3.1% (9/288)	0.4%
30	Figo Pet Insurance	18/288	6.3%	4–9.7%	6.9	0.3% (1/288)	0%
31	Super Chewer	14/288	4.9%	2.9–8%	3.4	0% (0/288)	0%
32	Pumpkin Pet Insurance	12/288	4.2%	2.4–7.1%	6.3	0.3% (1/288)	0%
33	PupBox	12/288	4.2%	2.4–7.1%	3	0% (0/288)	0%
34	Petcube	10/288	3.5%	1.9–6.3%	2	0% (0/288)	0%
35	ORIJEN	9/288	3.1%	1.7–5.8%	5.7	0% (0/288)	0%
36	Blue Buffalo	8/288	2.8%	1.4–5.4%	4.4	0.3% (1/288)	0%
37	Fi	6/288	2.1%	1–4.5%	2.2	0.3% (1/288)	0%
38	PEDIGREE	5/288	1.7%	0.7–4%	4.2	0% (0/288)	0%
39	ACANA	4/288	1.4%	0.5–3.5%	7.5	0% (0/288)	0%
40	KitNipBox	4/288	1.4%	0.5–3.5%	4.5	0% (0/288)	0%
41	Stella & Chewy's	3/288	1%	0.4–3%	6	0% (0/288)	0%
42	Tractor Supply Company	2/288	0.7%	0.2–2.5%	7.5	0.7% (2/288)	0.1%
43	A Pup Above	1/288	0.3%	0.1–1.9%	6	1.4% (4/288)	0.2%
44	Beneful	1/288	0.3%	0.1–1.9%	6	1.4% (4/288)	0.2%
45	Fromm Family Foods	1/288	0.3%	0.1–1.9%	7	0% (0/288)	0%
46	ALPO	0/288	0%	0–1.3%	–	1.4% (4/288)	0.2%
47	Furbo	0/288	0%	0–1.3%	–	0% (0/288)	0%
48	Kibbles 'n Bits	0/288	0%	0–1.3%	–	0% (0/288)	0%
49	Modern Animal	0/288	0%	0–1.3%	–	0% (0/288)	0%
50	Nutrish	0/288	0%	0–1.3%	–	0% (0/288)	0%
51	Sundays for Dogs	0/288	0%	0–1.3%	–	0% (0/288)	0%
52	Taste of the Wild	0/288	0%	0–1.3%	–	0% (0/288)	0%
53	Wellness	0/288	0%	0–1.3%	–	0.7% (2/288)	0.1%
54	Wild Earth	0/288	0%	0–1.3%	–	0% (0/288)	0%

PROFILES

03 The top eight, side by side

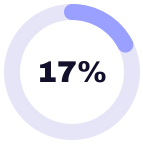


RANK 1

Chewy

83/288 answers · 95% CI 23.9–34.3%

1.1	21.5%	3%
first-mention position	owned-domain citation (62/288)	citation share

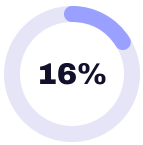


RANK 2

Royal Canin

50/288 answers · 95% CI 13.4–22.2%

2.3	1.7%	0.3%
first-mention position	owned-domain citation (5/288)	citation share

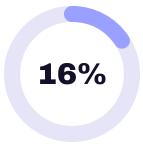


RANK 3

Petco

46/288 answers · 95% CI 12.2–20.6%

2.7	6.6%	0.8%
first-mention position	owned-domain citation (19/288)	citation share

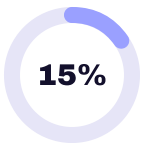


RANK 4

Embrace Pet Insurance

45/288 answers · 95% CI 11.9–20.3%

3.6	6.6%	0.9%
first-mention position	owned-domain citation (19/288)	citation share

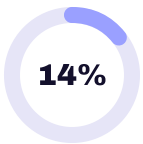


RANK 5

The Farmer's Dog

44/288 answers · 95% CI 11.6–19.9%

3.5	2.1%	0.2%
first-mention position	owned-domain citation (6/288)	citation share

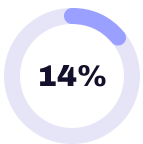


RANK 6

Amazon

41/288 answers · 95% CI 10.7–18.7%

2.8	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

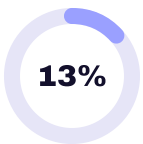


RANK 7

JustFoodForDogs

40/288 answers · 95% CI 10.4–18.4%

3.9	5.6%	0.7%
first-mention position	owned-domain citation (16/288)	citation share



RANK 8

Purina Pro Plan

38/288 answers · 95% CI 9.8–17.6%

2.2	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Chewy	**31.9%**
Petco	**19.4%**
Amazon	**19.4%**
Royal Canin	**16.7%**
Embrace Pet Insurance	**16.7%**
Trupanion	**15.3%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Chewy	**29.2%**
Royal Canin	**16.7%**
Petco	**16.7%**
The Farmer's Dog	**16.7%**
Lemonade Pet	**16.7%**
PetSmart	**16.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Chewy	**29.2%**
JustFoodForDogs	**20.8%**
Petco	**19.4%**
Royal Canin	**18.1%**
The Farmer's Dog	**18.1%**
Embrace Pet Insurance	**16.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Chewy	**25%**
Royal Canin	**18.1%**
Embrace Pet Insurance	**15.3%**
ASPCA Pet Health Insura...	**15.3%**
The Farmer's Dog	**13.9%**
Purina Pro Plan	**13.9%**

05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 53 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 49 = 337 answers.



TRIGGER RATE

Google AI Overviews appeared on 49 of 53 searches (92.5%, CI 82.1–97%). The other 4 searches showed no overview. Within the 49 overviews, Chewy was named in 19 (38.8%), Amazon was named in 9 (18.4%), PetSmart was named in 8 (16.3%), Pets Best was named in 8 (16.3%). google.com was the most-cited source, with 88 citations and an appearance in 36 of 49 overviews.

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

1	Chewy	30.3%	=
2	Royal Canin	16.9%	=
3	Petco	15.4%	=
4	Amazon	14.8%	▲ 2
5	The Farmer's Dog	13.9%	=
6	Embrace Pet Insurance	13.6%	▼ 2
7	PetSmart	13.4%	▲ 3
8	Lemonade Pet	12.8%	▲ 1
9	JustFoodForDogs	12.5%	▼ 2
10	Purina Pro Plan	12.5%	▼ 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

Chewy 100%

TIED WITH AMAZON, PETCO

Amazon	100%
Petco	100%

AI Overview shown on 2 of 2 searches

Q02 · 12 ANSWERS

Chewy 100%

TIED WITH AMAZON

Amazon	100%
Royal Canin	8.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Royal Canin 100%

TIED WITH PURINA PRO PLAN

Purina Pro Plan	100%
Hill's Science Diet	83.3%

AI Overview shown on 1 of 1 searches

Q04 · 12 ANSWERS

The Farmer's Dog 100%

TIED WITH FRESHPET

Freshpet	100%
Ollie	91.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Hill's Science Diet 100%

TIED WITH ROYAL CANIN, PURINA PRO PLAN

Royal Canin	100%
Purina Pro Plan	100%

AI Overview shown on 2 of 2 searches

Q06 · 12 ANSWERS

Royal Canin 100%

Purina Pro Plan	8.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,459 citations in total. forbes.com was cited most often, with 73 citations (3%) across 64 answers. Next came chewy.com (66), petmd.com (58), en.wikipedia.org (42), dogster.com (34), petful.com (34).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

forbes.com	**22.2%**
chewy.com	**19.4%**
petmd.com	**13.9%**
en.wikipedia.org	**11.8%**
petful.com	**11.8%**
dogster.com	**10.8%**
businessinsider.com	**10.4%**
reddit.com	**10.4%**
vetstreet.com	**9%**
moneygeek.com	**8.7%**

GOOGLE AI OVERVIEWS · SHARE OF 49 OVERVIEWS

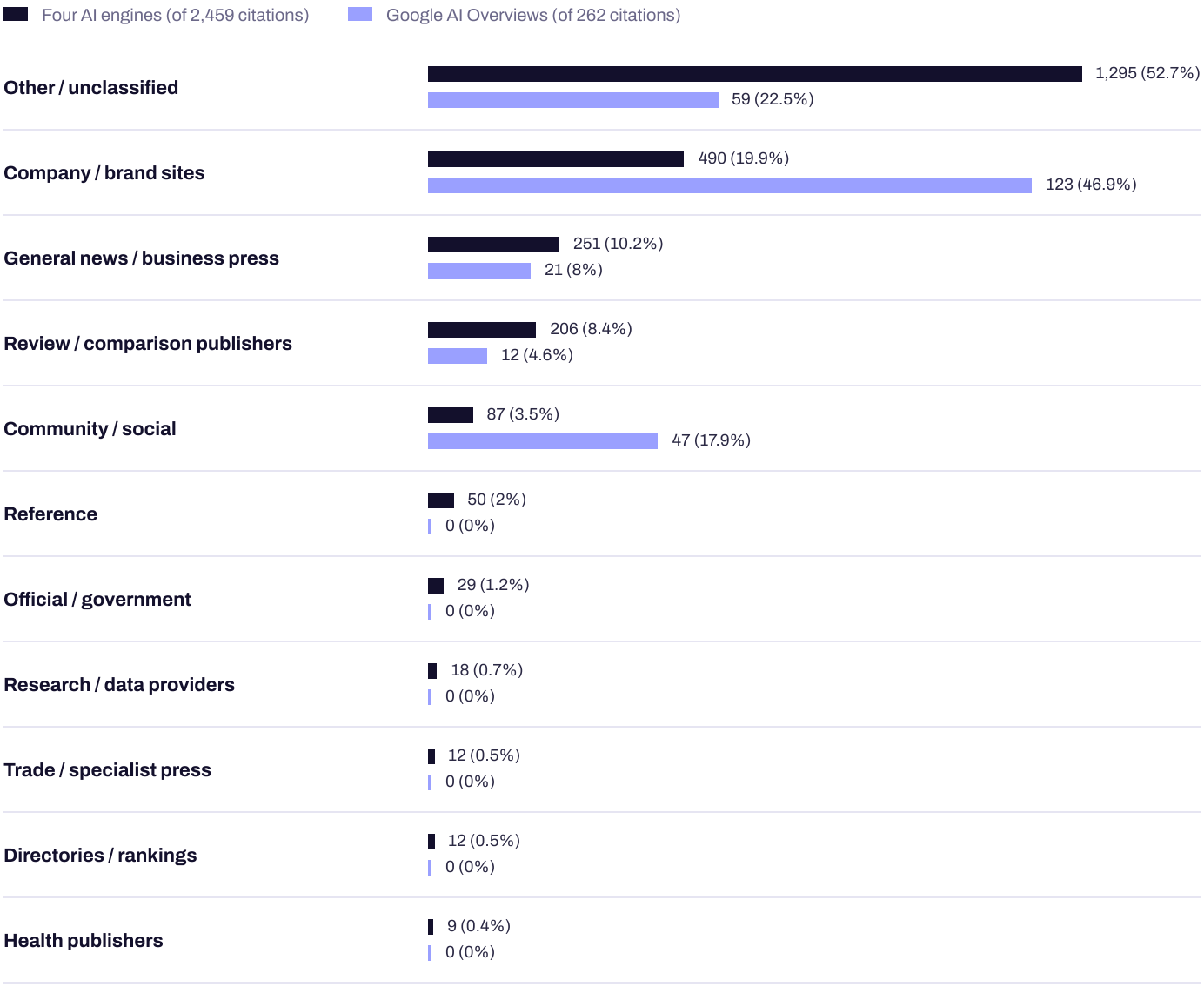
google.com	**73.5%**
youtube.com	**30.6%**
reddit.com	**26.5%**
forbes.com	**18.4%**
pawlicy.com	**12.2%**
petsbest.com	**10.2%**
facebook.com	**8.2%**
cnn.com	**6.1%**
dogfoodadvisor.com	**6.1%**
fetchpet.com	**6.1%**

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.	Chewy's own domains were cited in 21.5% of grounded answers, PetSmart's in 7.3% and Petco's in 6.6%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 22.2% of grounded answers), petmd.com (13.9%), en.wikipedia.org (11.8%), petful.com (11.8%) and dogster.com (10.8%). General news and business press supplied 10.2% of citations and review and comparison publishers 8.4%.
Check each engine separately.	Gemini named JustFoodForDogs in 20.8% of answers against 9.7% on Perplexity. ChatGPT named Petco in 19.4% of answers against 8.3% on Perplexity.
Watch names outside the tracked list.	AKC Pet Insurance (19 answers), PetMeds (18 answers), Care.com (15 answers), Spot & Tango (14 answers), Hill's Pet Nutrition (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 brand do AI engines name most often?

Chewy, named in 83 of 288 four-engine answers (28.8%, CI 23.9–34.3%). Royal Canin was second at 50 of 288 (17.4%).

Q2 Which brand is named first most often?

Chewy was the first brand named in 79 of 288 answers, with an average first position of 1.1.

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

An overview appeared on 49 of 53 searches (92.5%, CI 82.1–97%). Within those 49 overviews, Chewy was named most often, in 19 (38.8%).

Q4 Which sources do the engines cite?

Across 2,459 four-engine citations, forbes.com was cited most (73 citations, in 64 of 288 grounded answers), followed by chewy.com (66 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	+	53
questions		runs each		AI engines		answers		Google searches · 49 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)	53	49 shown	49

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 54 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 AKC Pet Insurance (19 answers), PetMeds (18 answers), Care.com (15 answers), Spot & Tango (14 answers), Hill's Pet Nutrition (13 answers).
- 341 of 360 planned results were returned. 19 AI Overview lookups were excluded after at most three total attempts.
- 53 successful Google searches: 49 overviews shown; 4 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- 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.
- Orijen and ACANA, one row in the original report, are counted separately. Whistle is not tracked: its service was retired after Tractive bought it. Petplan is counted as Fetch Pet Insurance, its current name. Mentions of Hill's count for Hill's Science Diet only when the product name appears.
- Two Core questions name brands: "Chewy vs Amazon for pet supplies?" and "Hill's vs Royal Canin prescription diet?" Without the first, Chewy is named in about 71 of 276 answers, still the most. Without the second, Royal Canin is named in 38 of 276, below Petco (46).
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

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	Where is the best place to buy pet supplies online?	Pet Industry Index	CORE QUESTION
02	Chewy vs Amazon for pet supplies?	Pet Industry Index	CORE QUESTION
03	What is the best dog food for senior dogs?	Pet Industry Index	CORE QUESTION
04	Is fresh dog food worth it?	Pet Industry Index	CORE QUESTION
05	What food do veterinarians recommend for dogs?	Pet Industry Index	CORE QUESTION
06	Hill's vs Royal Canin prescription diet?	Pet Industry Index	CORE QUESTION
07	What is the best pet insurance?	Pet Industry Index	CORE QUESTION
08	What is the best pet insurance for a French bulldog?	Pet Industry Index	CORE QUESTION
09	Where can I fill my dog's prescription online?	Pet Industry Index	CORE QUESTION
10	What is the best app to find a dog walker or pet sitter?	Pet Industry Index	CORE QUESTION
11	What is the best GPS tracker for dogs?	Pet Industry Index	CORE QUESTION
12	What is the best automatic litter box?	Pet Industry Index	CORE QUESTION
13	What is the best dog toy subscription box?	Pet Industry Index	CORE QUESTION
14	Which US pet retailers offer recurring delivery subscriptions?	Pet Industry Index	ADDED QUESTION
15	Which fresh dog food brands publish nutritional adequacy statements?	Pet Industry Index	ADDED QUESTION
16	Which dog and cat food brands publish feeding research?	Pet Industry Index	ADDED QUESTION
17	Which pet insurers publish coverage details for hereditary conditions?	Pet Industry Index	ADDED QUESTION
18	Which pet insurers offer accident-only policies?	Pet Industry Index	ADDED QUESTION
19	Which online pet pharmacies require veterinary prescriptions?	Pet Industry Index	ADDED QUESTION
20	Which online veterinary services offer consultations in the United States?	Pet Industry Index	ADDED QUESTION
21	Which pet service apps publish sitter screening policies?	Pet Industry Index	ADDED QUESTION
22	Which dog GPS tracker brands publish battery life and subscription prices?	Pet Industry Index	ADDED QUESTION
23	Which automatic litter box brands publish safety information?	Pet Industry Index	ADDED QUESTION
24	Which pet subscription services offer products for both dogs and cats?	Pet Industry Index	ADDED QUESTION

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