5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

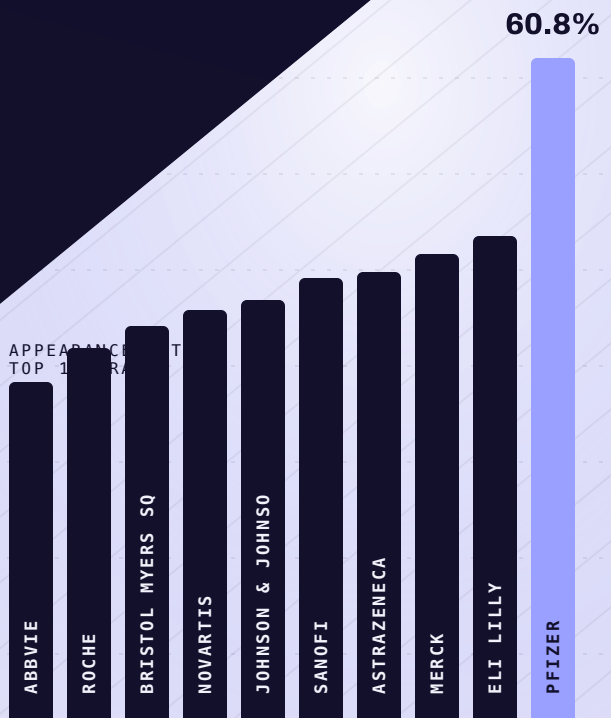
PHARMA COMPANIES INDEX 2.0

Which drugmakers 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 53 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Pfizer leads. Eli Lilly is second.

Pfizer: 175/288 (60.8%; 95% interval 55.0–66.2%). Eli Lilly: 128/288 (44.4%; 95% interval 38.8–50.2%).

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

60.8%
of answers named Pfizer, the most-named (175 of 288)

31
tracked companies named at least once (of 31)

91.4%
of Google searches showed an AI Overview (53 of 58)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Pfizer

Pfizer leads this measured set. Pfizer: 175/288 (60.8%; 95% interval 55.0–66.2%). Eli Lilly: 128/288 (44.4%; 95% interval 38.8–50.2%).

NAMED FIRST

35/288 (12.2%)

Pfizer was the first company named in 35 of 288 answers, more than any other tracked company. Its average first position was 4.

OWN-SITE CITATIONS

18/273 (6.6%)

Bristol Myers Squibb's own domains were cited in 18 of 273 grounded answers, more than any other tracked company. Pfizer followed at 17 of 273. 4 of 31 tracked companies had 0 of 273.

AIO TRIGGER

53/58 (91.4%)

Google AI Overviews appeared on 53 of 58 searches (CI 81.4–96.3%). On the other 5, no overview was shown.

AIO LEADER

30/53 (56.6%)

Pfizer was the company named most often in AI Overviews, at 30 of 53, followed by Eli Lilly at 22 of 53 (41.5%). In the four-engine set, Pfizer was named in 175 of 288 answers (60.8%).

TOP DOMAIN

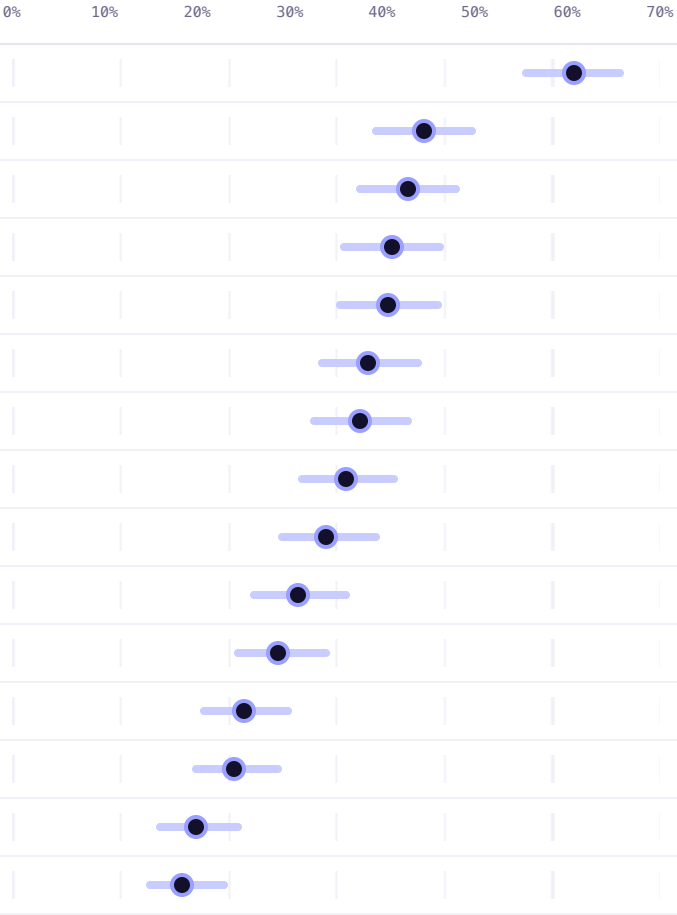
33/273 (12.1%)

sec.gov was cited in 33 of 273 grounded four-engine answers, with 76 of 2,108 citations (3.6%). fda.gov came second with 53 citations in 29 answers (10.6%).

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	Pfizer	60.8%	175/288
2	Eli Lilly	44.4%	128/288
3	Merck	42.7%	123/288
4	AstraZeneca	41.0%	118/288
5	Sanofi	40.6%	117/288
6	Johnson & Johnson	38.5%	111/288
7	Novartis	37.5%	108/288
8	Bristol Myers Squibb	36.1%	104/288
9	Roche	34.0%	98/288
10	AbbVie	30.9%	89/288
11	Amgen	28.8%	83/288
12	GSK	25.0%	72/288
13	Novo Nordisk	24.0%	69/288
14	Teva	19.8%	57/288
15	Viatris	18.4%	53/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 273 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,108 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Pfizer	175/288	60.8%	55–66.2%	4	6.2% (17/273)	1.4%
2	Eli Lilly	128/288	44.4%	38.8–50.2%	4.3	2.9% (8/273)	0.4%
3	Merck	123/288	42.7%	37.1–48.5%	4.3	4% (11/273)	0.5%
4	AstraZeneca	118/288	41%	35.4–46.7%	5.1	3.7% (10/273)	0.5%
5	Sanofi	117/288	40.6%	35.1–46.4%	5.6	2.9% (8/273)	0.4%
6	Johnson & Johnson	111/288	38.5%	33.1–44.3%	4.1	1.8% (5/273)	0.2%
7	Novartis	108/288	37.5%	32.1–43.2%	5.4	5.1% (14/273)	0.8%
8	Bristol Myers Squibb	104/288	36.1%	30.8–41.8%	5.8	6.6% (18/273)	1%
9	Roche	98/288	34%	28.8–39.7%	5.3	2.9% (8/273)	0.4%
10	AbbVie	89/288	30.9%	25.8–36.5%	4.6	1.5% (4/273)	0.2%
11	Amgen	83/288	28.8%	23.9–34.3%	6.4	1.5% (4/273)	0.2%
12	GSK	72/288	25%	20.4–30.3%	6.1	2.9% (8/273)	0.4%
13	Novo Nordisk	69/288	24%	19.4–29.2%	5.3	2.6% (7/273)	0.4%
14	Teva	57/288	19.8%	15.6–24.8%	6.3	1.8% (5/273)	0.2%
15	Viatris	53/288	18.4%	14.4–23.3%	6.3	2.9% (8/273)	0.4%
16	Regeneron	49/288	17%	13.1–21.8%	7.3	2.9% (8/273)	0.5%
17	Gilead Sciences	48/288	16.7%	12.8–21.4%	7.5	1.8% (5/273)	0.2%
18	Boehringer Ingelheim	43/288	14.9%	11.3–19.5%	7.2	1.1% (3/273)	0.1%
19	Sandoz	38/288	13.2%	9.8–17.6%	1.8	2.9% (8/273)	0.4%
20	Takeda	38/288	13.2%	9.8–17.6%	9.8	0.4% (1/273)	0%
21	Moderna	33/288	11.5%	8.3–15.7%	4.7	0.7% (2/273)	0.1%
22	Biogen	28/288	9.7%	6.8–13.7%	6.6	1.5% (4/273)	0.2%
23	Sun Pharma	27/288	9.4%	6.5–13.3%	5.4	2.2% (6/273)	0.3%
24	Bayer	21/288	7.3%	4.8–10.9%	7.1	1.1% (3/273)	0.2%
25	Vertex Pharmaceuticals	21/288	7.3%	4.8–10.9%	7.8	0% (0/273)	0%
26	BioNTech	20/288	6.9%	4.5–10.5%	2.6	0% (0/273)	0%
27	CSL	18/288	6.3%	4–9.7%	5.6	1.1% (3/273)	0.1%
28	Celltrion	12/288	4.2%	2.4–7.1%	4.2	0.4% (1/273)	0%

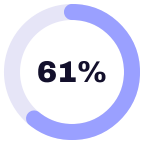
02 THE LEADERBOARD

The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Novavax	12/288	4.2%	2.4–7.1%	4.3	0% (0/273)	0%
30	Samsung Bioepis	12/288	4.2%	2.4–7.1%	4.3	0.4% (1/273)	0%
31	Organon	10/288	3.5%	1.9–6.3%	9.1	0% (0/273)	0%

PROFILES

03 The top eight, side by side

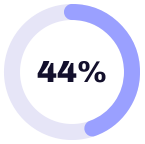


RANK 1

Pfizer

175/288 answers · 95% CI 55–66.2%

4	6.2%	1.4%
first-mention position	owned-domain citation (17/273)	citation share

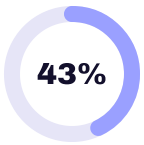


RANK 2

Eli Lilly

128/288 answers · 95% CI 38.8–50.2%

4.3	2.9%	0.4%
first-mention position	owned-domain citation (8/273)	citation share

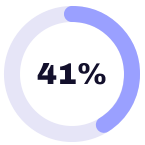


RANK 3

Merck

123/288 answers · 95% CI 37.1–48.5%

4.3	4%	0.5%
first-mention position	owned-domain citation (11/273)	citation share

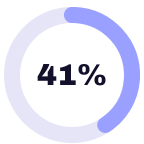


RANK 4

AstraZeneca

118/288 answers · 95% CI 35.4–46.7%

5.1	3.7%	0.5%
first-mention position	owned-domain citation (10/273)	citation share

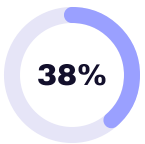


RANK 5

Sanofi

117/288 answers · 95% CI 35.1–46.4%

5.6	2.9%	0.4%
first-mention position	owned-domain citation (8/273)	citation share

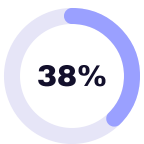


RANK 6

Johnson & Johnson

111/288 answers · 95% CI 33.1–44.3%

4.1	1.8%	0.2%
first-mention position	owned-domain citation (5/273)	citation share

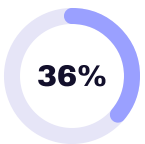


RANK 7

Novartis

108/288 answers · 95% CI 32.1–43.2%

5.4	5.1%	0.8%
first-mention position	owned-domain citation (14/273)	citation share



RANK 8

Bristol Myers Squibb

104/288 answers · 95% CI 30.8–41.8%

5.8	6.6%	1%
first-mention position	owned-domain citation (18/273)	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

Pfizer	**55.6%**
Eli Lilly	**43.1%**
Merck	**40.3%**
AstraZeneca	**40.3%**
Novartis	**40.3%**
Johnson & Johnson	**38.9%**

Claude

72 ASKED | 72 RETURNED | 57 GROUNDED

Pfizer	**56.9%**
Sanofi	**50%**
Merck	**47.2%**
Eli Lilly	**43.1%**
AstraZeneca	**43.1%**
Johnson & Johnson	**43.1%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Pfizer	**62.5%**
Eli Lilly	**44.4%**
Sanofi	**43.1%**
AstraZeneca	**41.7%**
Merck	**38.9%**
Bristol Myers Squibb	**37.5%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Pfizer	**68.1%**
Eli Lilly	**47.2%**
Merck	**44.4%**
Johnson & Johnson	**40.3%**
AstraZeneca	**38.9%**
Bristol Myers Squibb	**38.9%**

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 + 53 = 341 answers.



TRIGGER RATE

Google AI Overviews appeared on 53 of 58 searches (91.4%, CI 81.4–96.3%). The other 5 searches showed no overview. Within the 53 overviews, Pfizer was named in 30 (56.6%), Eli Lilly was named in 22 (41.5%), AstraZeneca was named in 20 (37.7%), Merck was named in 17 (32.1%). en.wikipedia.org was the most-cited source, with 18 citations and an appearance in 18 of 53 overviews.

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

1	Pfizer	60.1%	=
2	Eli Lilly	44.0%	=
3	Merck	41.1%	=
4	AstraZeneca	40.5%	=
5	Sanofi	38.7%	=
6	Johnson & Johnson	37.0%	=
7	Novartis	35.5%	=
8	Bristol Myers Squibb	34.3%	=
9	Roche	33.4%	=
10	AbbVie	30.8%	=

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

Novo Nordisk 100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Eli Lilly 100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Pfizer 100%

TIED WITH JOHNSON & JOHNSON, ABBVIE

Johnson & Johnson	100%
AbbVie	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Pfizer 100%

TIED WITH BIONTECH, MODERNA

BioNTech	100%
Moderna	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

AbbVie 100%

Amgen	16.7%
Sandoz	16.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Novo Nordisk 100%

TIED WITH ELI LILLY

Eli Lilly	100%
AstraZeneca	58.3%

AI Overview shown on 2 of 2 searches

07 WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,108 citations in total. sec.gov was cited most often, with 76 citations (3.6%) across 33 answers. Next came fda.gov (53), finance.yahoo.com (43), drugs.com (39), pmc.ncbi.nlm.nih.gov (36), pharmashots.com (35).

FOUR AI ENGINES · SHARE OF 273 GROUNDED ANSWERS

sec.gov	**12.1%**
finance.yahoo.com	**11.7%**
fda.gov	**10.6%**
drugs.com	**10.6%**
pmc.ncbi.nlm.nih.gov	**9.5%**
biopharmadive.com	**8.8%**
fiercepharma.com	**8.4%**
statista.com	**8.1%**
goodrx.com	**7.7%**
towardshealthcare.com	**7.7%**

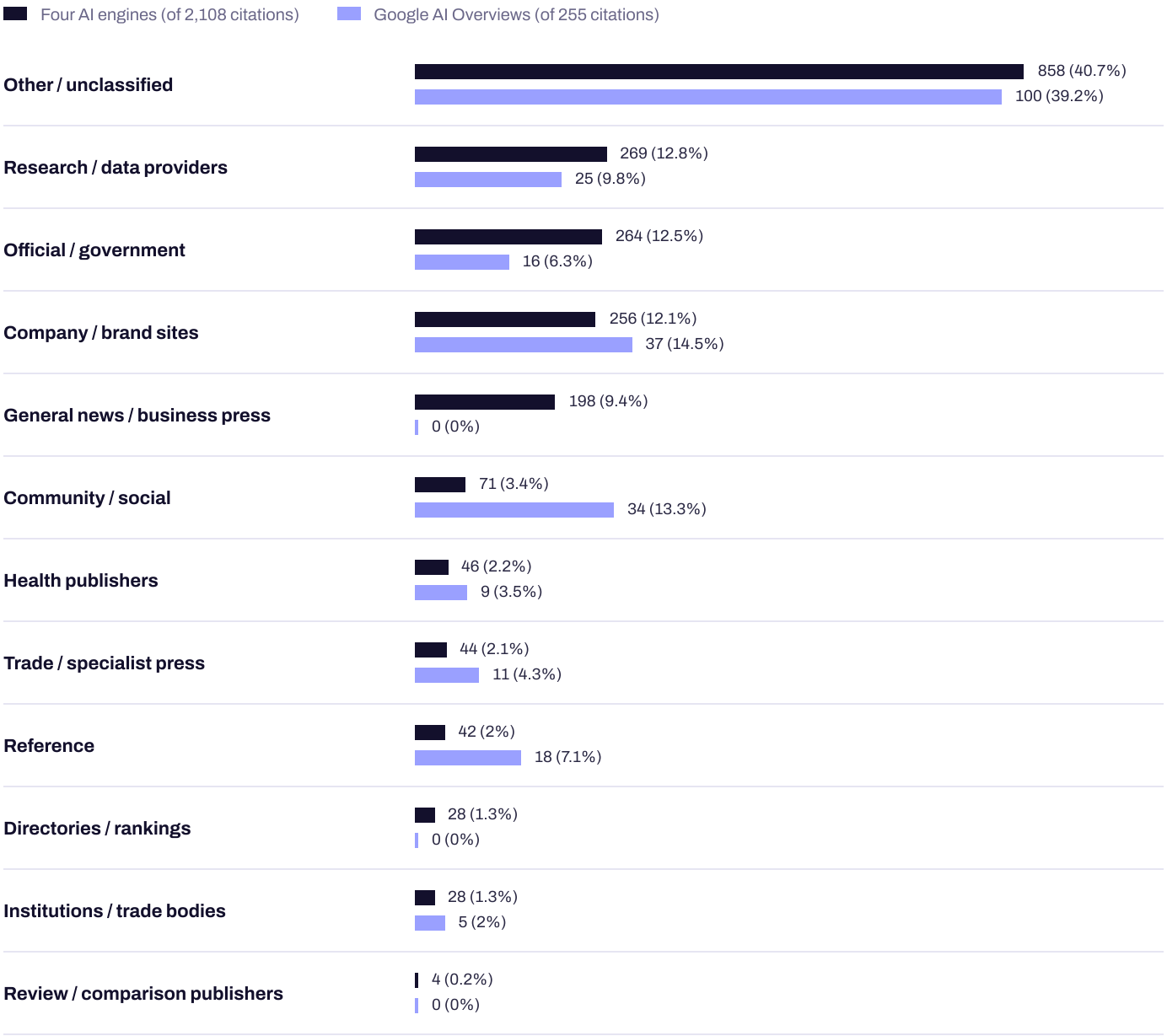
GOOGLE AI OVERVIEWS · SHARE OF 53 OVERVIEWS

en.wikipedia.org	**34%**
youtube.com	**24.5%**
fiercepharma.com	**18.9%**
drugdiscoverytrends.com	**11.3%**
drugs.com	**11.3%**
goodrx.com	**11.3%**
linkedin.com	**11.3%**
jamanetwork.com	**9.4%**
labiotech.eu	**9.4%**
merck.com	**9.4%**

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.	Bristol Myers Squibb's own domains were cited in 6.6% of grounded answers, Pfizer's in 6.2% and Novartis' in 5.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were sec.gov (in 12.1% of grounded answers), finance.yahoo.com (11.7%), fda.gov (10.6%), drugs.com (10.6%) and pmc.ncbi.nlm.nih.gov (9.5%). Research and data providers supplied 12.8% of citations and official and government 12.5%.
Check each engine separately.	Claude named Sanofi in 50.0% of answers against 31.9% on ChatGPT. Claude named Novo Nordisk in 30.6% of answers against 16.7% on ChatGPT.
Watch names outside the tracked list.	Zepbound (15 answers), GSK plc (15 answers), Lupin Limited (15 answers), Aurobindo Pharma Limited (14 answers), Cipla Limited (14 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?

Pfizer leads this measured set. Pfizer: 175/288 (60.8%; 95% interval 55.0–66.2%). Eli Lilly: 128/288 (44.4%; 95% interval 38.8–50.2%).

Q2 Which company is named first most often?

Pfizer was the first company named in 35 of 288 answers, with an average first position of 4.

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

An overview appeared on 53 of 58 searches (91.4%, CI 81.4–96.3%). Within those 53 overviews, Pfizer was named most often, in 30 (56.6%).

Q4 Which sources do the engines cite?

Across 2,108 four-engine citations, sec.gov was cited most (76 citations, in 33 of 273 grounded answers), followed by fda.gov (53 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 · 53 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	57
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	58	53 shown	53

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 31 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 Zepbound (15 answers), GSK plc (15 answers), Lupin Limited (15 answers), Aurobindo Pharma Limited (14 answers), Cipla Limited (14 answers).
- 346 of 360 planned results were returned. 14 AI Overview lookups were excluded after at most three total attempts.
- 58 successful Google searches: 53 overviews shown; 5 without an overview. Failures are excluded, not scored as zero.
- 15 chat answers had no search sources and are left out of the citation figures.
- Measured across two days, November 2 to 3, 2026.
- No Core question names a tracked name.
- 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.
- This report counts company names in AI answers only. It makes no safety, efficacy or prescribing claim, and being named is not an endorsement. SEC filings are reported as cited sources separately from the company ranking.
- 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	Which company makes Ozempic?	Pharma Companies Index 2.0	CORE QUESTION
02	Which company makes Mounjaro and Zepbound?	Pharma Companies Index 2.0	CORE QUESTION
03	What are the largest pharmaceutical companies in the world?	Pharma Companies Index 2.0	CORE QUESTION
04	Who makes the COVID-19 vaccine?	Pharma Companies Index 2.0	CORE QUESTION
05	What company makes Humira?	Pharma Companies Index 2.0	CORE QUESTION
06	Which companies make GLP-1 weight-loss drugs?	Pharma Companies Index 2.0	CORE QUESTION
07	Which pharmaceutical companies lead in cancer drugs?	Pharma Companies Index 2.0	CORE QUESTION
08	Which companies make the most widely used vaccines?	Pharma Companies Index 2.0	CORE QUESTION
09	Which drugmakers make generic medicines?	Pharma Companies Index 2.0	CORE QUESTION
10	Which companies make biosimilars?	Pharma Companies Index 2.0	CORE QUESTION
11	Which pharmaceutical companies are leading in obesity treatments?	Pharma Companies Index 2.0	CORE QUESTION
12	Who makes Keytruda?	Pharma Companies Index 2.0	CORE QUESTION
13	What are the largest pharmaceutical companies in the US?	Pharma Companies Index 2.0	ADDED QUESTION
14	Which large pharmaceutical companies publish research spending in their annual filings?	Pharma Companies Index 2.0	ADDED QUESTION
15	Which companies make HIV medicines?	Pharma Companies Index 2.0	ADDED QUESTION
16	Which companies make flu vaccines?	Pharma Companies Index 2.0	ADDED QUESTION
17	Which companies make immunology drugs?	Pharma Companies Index 2.0	ADDED QUESTION
18	Which company makes Dupixent?	Pharma Companies Index 2.0	ADDED QUESTION
19	Which company makes Eliquis?	Pharma Companies Index 2.0	ADDED QUESTION
20	Which pharmaceutical companies make cardiovascular drugs?	Pharma Companies Index 2.0	ADDED QUESTION
21	Which companies focus on rare disease treatments?	Pharma Companies Index 2.0	ADDED QUESTION
22	Which pharmaceutical companies work on Alzheimer's treatments?	Pharma Companies Index 2.0	ADDED QUESTION
23	Which drugmakers disclose cancer-drug patent expiry dates in company filings?	Pharma Companies Index 2.0	ADDED QUESTION
24	Which generic drugmakers publish manufacturing quality information?	Pharma Companies Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Pharma Companies Index 2.0

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

WEB
5wpr.com

RESEARCH
5wpr.com/research