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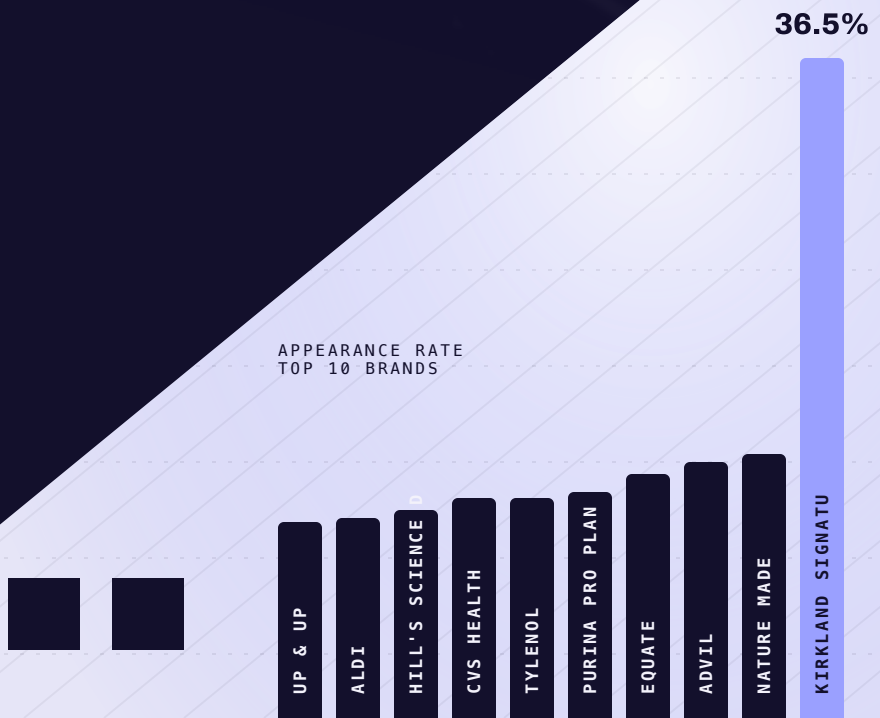
STORE BRANDS INDEX 2.0

Which store and national brands 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 57 Google AI Overviews

Prepared by :
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AT A GLANCE

Kirkland Signature leads. Nature Made is second.

Kirkland Signature: 105/288 (36.5%; 95% interval 31.1–42.2%). Nature Made: 42/288 (14.6%; 95% interval 11.0–19.1%).

> Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

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

36.5%
of answers named Kirkland Signature, the most-named (105 of 288)

54
tracked brands named at least once (of 63)

87.7%
of Google searches showed an AI Overview (57 of 65)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Kirkland Signature

Kirkland Signature leads this measured set. Kirkland Signature: 105/288 (36.5%; 95% interval 31.1–42.2%). Nature Made: 42/288 (14.6%; 95% interval 11.0–19.1%).

NAMED FIRST

48/288 (16.7%)

Kirkland Signature was the first brand named in 48 of 288 answers, more than any other tracked brand. Its average first position was 1.9.

GEMINI SKEW

34/72 (47.2%)

Gemini named Kirkland Signature in 34 of 72 answers. The other engines named it in 21 to 25 of 72.

OWN-SITE CITATIONS

10/285 (3.5%)

Nature Made's own domains were cited in 10 of 285 grounded answers, more than any other tracked brand. CVS Health followed at 9 of 285. 45 of 63 tracked brands had 0 of 285, and 6 had no tracked own site.

AIO TRIGGER

57/65 (87.7%)

Google AI Overviews appeared on 57 of 65 searches (CI 77.5–93.6%). On the other 8, no overview was shown.

AIO LEADER

15/57 (26.3%)

Kirkland Signature was the brand named most often in AI Overviews, at 15 of 57, followed by Advil at 12 of 57 (21.1%). In the four-engine set, Kirkland Signature was named in 105 of 288 answers (36.5%).

TOP DOMAIN

57/285 (20%)

consumerreports.org was cited in 57 of 285 grounded four-engine answers, with 91 of 2,282 citations (4%). target.com came second with 51 citations in 27 answers (9.5%).

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	Kirkland Signature	36.5%	105/288
2	Nature Made	14.6%	42/288
3	Advil	14.2%	41/288
4	Equate	13.5%	39/288
5	Purina Pro Plan	12.5%	36/288
6	CVS Health	12.2%	35/288
7	Tylenol	12.2%	35/288
8	Hill's Science Diet	11.5%	33/288
9	Aldi	11.1%	32/288
10	Up & Up	10.8%	31/288
11	Walgreens	10.4%	30/288
12	Trader Joe's	10.1%	29/288
13	Great Value	9.4%	27/288
14	Royal Canin	8.3%	24/288
15	Good & Gather	8.0%	23/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,282 citations. None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Kirkland Signature	105/288	36.5%	31.1–42.2%	1.9	0% (0/285)	0%
2	Nature Made	42/288	14.6%	11–19.1%	2.3	3.5% (10/285)	0.6%
3	Advil	41/288	14.2%	10.7–18.7%	1.9	0.4% (1/285)	0%
4	Equate	39/288	13.5%	10.1–18%	2.9	0% (0/285)	0%
5	Purina Pro Plan	36/288	12.5%	9.2–16.8%	2.1	0% (0/285)	0%
6	CVS Health	35/288	12.2%	8.9–16.4%	3.5	3.2% (9/285)	0.4%
7	Tylenol	35/288	12.2%	8.9–16.4%	1.5	2.5% (7/285)	0.3%
8	Hill's Science Diet	33/288	11.5%	8.3–15.7%	1.9	0% (0/285)	0%
9	Aldi	32/288	11.1%	8–15.3%	2.9	0% (0/285)	0%
10	Up & Up	31/288	10.8%	7.7–14.9%	3.4	0% (0/285)	0%
11	Walgreens	30/288	10.4%	7.4–14.5%	4.4	0.7% (2/285)	0.1%
12	Trader Joe's	29/288	10.1%	7.1–14.1%	2.7	0% (0/285)	0%
13	Great Value	27/288	9.4%	6.5–13.3%	2.8	0% (0/285)	0%
14	Royal Canin	24/288	8.3%	5.7–12.1%	2.2	0.4% (1/285)	0%
15	Good & Gather	23/288	8%	5.4–11.7%	3.4	0% (0/285)	0%
16	Thorne	23/288	8%	5.4–11.7%	2	1.1% (3/285)	0.1%
17	Amazon Basics	22/288	7.6%	5.1–11.3%	1.5	0% (0/285)	0%
18	Anker	20/288	6.9%	4.5–10.5%	1.6	0.4% (1/285)	0%
19	Iams	20/288	6.9%	4.5–10.5%	2.9	0% (0/285)	0%
20	Claritin	18/288	6.3%	4–9.7%	3.4	0.4% (1/285)	0%
21	Garden of Life	18/288	6.3%	4–9.7%	4.1	0% (0/285)	0%
22	365 by Whole Foods Market	15/288	5.2%	3.2–8.4%	2.3	0.4% (1/285)	0%
23	Blue Buffalo	15/288	5.2%	3.2–8.4%	4.1	0.4% (1/285)	0%
24	Chobani	15/288	5.2%	3.2–8.4%	1.1	0% (0/285)	0%
25	Aleve	14/288	4.9%	2.9–8%	3.4	0% (0/285)	0%
26	Ritual	14/288	4.9%	2.9–8%	3.2	0% (0/285)	0%
27	Zyrtec	14/288	4.9%	2.9–8%	1.8	0% (0/285)	0%
28	Simple Truth	13/288	4.5%	2.7–7.6%	3.6	0% (0/285)	0%
29	Bounty	12/288	4.2%	2.4–7.1%	1	0.4% (1/285)	0%
30	Mama Bear	11/288	3.8%	2.1–6.7%	2.8	None	None
31	Centrum	10/288	3.5%	1.9–6.3%	4.9	0% (0/285)	0%
32	NyQuil	9/288	3.1%	1.7–5.8%	2.6	0% (0/285)	0%
33	OXO	9/288	3.1%	1.7–5.8%	1.3	0% (0/285)	0%

02 THE LEADERBOARD

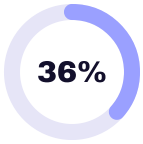
The full list (continued)

None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
34	Sudafed	9/288	3.1%	1.7–5.8%	3.1	0% (0/285)	0%
35	Heinz	7/288	2.4%	1.2–4.9%	5	0% (0/285)	0%
36	Frisco	6/288	2.1%	1–4.5%	1	0% (0/285)	0%
37	Pampers	6/288	2.1%	1–4.5%	3.7	0% (0/285)	0%
38	Spring Valley	6/288	2.1%	1–4.5%	3.5	0% (0/285)	0%
39	Amazon Basic Care	5/288	1.7%	0.7–4%	4.4	0% (0/285)	0%
40	Duracell	5/288	1.7%	0.7–4%	2.2	0% (0/285)	0%
41	Merrick	4/288	1.4%	0.5–3.5%	4.8	0% (0/285)	0%
42	Presto!	4/288	1.4%	0.5–3.5%	3.3	None	None
43	American Journey	3/288	1%	0.4–3%	2	0% (0/285)	0%
44	Campbell's	3/288	1%	0.4–3%	2	0% (0/285)	0%
45	Simply Nourish	3/288	1%	0.4–3%	2	0% (0/285)	0%
46	Taste of the Wild	3/288	1%	0.4–3%	2	0% (0/285)	0%
47	Tyson	3/288	1%	0.4–3%	1	0% (0/285)	0%
48	Logitech	2/288	0.7%	0.2–2.5%	3.5	0% (0/285)	0%
49	Oreo	2/288	0.7%	0.2–2.5%	8.5	0% (0/285)	0%
50	Cheerios	1/288	0.3%	0.1–1.9%	8	0% (0/285)	0%
51	Nutro	1/288	0.3%	0.1–1.9%	5	0% (0/285)	0%
52	Optimum Nutrition	1/288	0.3%	0.1–1.9%	2	0% (0/285)	0%
53	Solimo	1/288	0.3%	0.1–1.9%	5	None	None
54	WholeHearted	1/288	0.3%	0.1–1.9%	3	0% (0/285)	0%
55	Amazon Essentials	0/288	0%	0–1.3%	–	0% (0/285)	0%
56	Berkley Jensen	0/288	0%	0–1.3%	–	0% (0/285)	0%
57	Carhartt	0/288	0%	0–1.3%	–	0% (0/285)	0%
58	Happy Belly	0/288	0%	0–1.3%	–	None	None
59	Ninja	0/288	0%	0–1.3%	–	0% (0/285)	0%
60	Pedigree	0/288	0%	0–1.3%	–	0% (0/285)	0%
61	Philadelphia	0/288	0%	0–1.3%	–	None	None
62	Pinzon	0/288	0%	0–1.3%	–	None	None
63	Tums	0/288	0%	0–1.3%	–	0% (0/285)	0%

PROFILES

03 The top eight, side by side

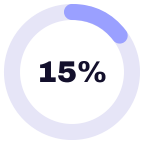


RANK 1

Kirkland Signature

105/288 answers · 95% CI 31.1–42.2%

1.9	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

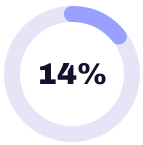


RANK 2

Nature Made

42/288 answers · 95% CI 11–19.1%

2.3	3.5%	0.6%
first-mention position	owned-domain citation (10/285)	citation share

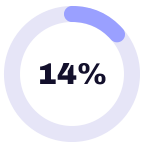


RANK 3

Advil

41/288 answers · 95% CI 10.7–18.7%

1.9	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share

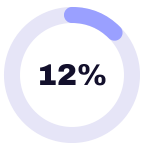


RANK 4

Equate

39/288 answers · 95% CI 10.1–18%

2.9	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

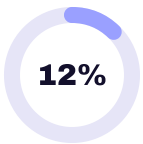


RANK 5

Purina Pro Plan

36/288 answers · 95% CI 9.2–16.8%

2.1	0%	0%
first-mention position	owned-domain citation (0/285)	citation share



RANK 6

CVS Health

35/288 answers · 95% CI 8.9–16.4%

3.5	3.2%	0.4%
first-mention position	owned-domain citation (9/285)	citation share



RANK 7

Tylenol

35/288 answers · 95% CI 8.9–16.4%

1.5	2.5%	0.3%
first-mention position	owned-domain citation (7/285)	citation share



RANK 8

Hill's Science Diet

33/288 answers · 95% CI 8.3–15.7%

1.9	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

Gemini named Kirkland Signature in 34 of 72 answers. The other engines named it in 21 to 25 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Kirkland Signature	**34.7%**
Advil	**13.9%**
Nature Made	**12.5%**
Tylenol	**12.5%**
Equate	**11.1%**
Purina Pro Plan	**11.1%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Kirkland Signature	**34.7%**
Equate	**19.4%**
Nature Made	**16.7%**
Purina Pro Plan	**16.7%**
Trader Joe's	**15.3%**
Hill's Science Diet	**12.5%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Kirkland Signature	**47.2%**
CVS Health	**18.1%**
Walgreens	**18.1%**
Nature Made	**16.7%**
Advil	**16.7%**
Equate	**15.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Kirkland Signature	**29.2%**
Advil	**16.7%**
Aldi	**16.7%**
Nature Made	**12.5%**
Purina Pro Plan	**12.5%**
Tylenol	**12.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 65 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 65 searches (87.7%, CI 77.5–93.6%). The other 8 searches showed no overview. Within the 57 overviews, Kirkland Signature was named in 15 (26.3%), Advil was named in 12 (21.1%), Nature Made was named in 10 (17.5%), Trader Joe's was named in 7 (12.3%). youtube.com was the most-cited source, with 52 citations and an appearance in 34 of 57 overviews.

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

1	Kirkland Signature	34.8%	=
2	Advil	15.4%	▲ 1
3	Nature Made	15.1%	▼ 1
4	Purina Pro Plan	12.2%	▲ 1
5	Tylenol	11.9%	▲ 2
6	Equate	11.3%	▼ 2
7	Hill's Science Diet	11.0%	▲ 1
8	Aldi	11.0%	▲ 1
9	Trader Joe's	10.4%	▲ 3
10	CVS Health	10.1%	▼ 4

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

Anker 100%

Amazon Basics	8.3%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

OXO 75%

Amazon Basics	50%

AI Overview shown on 0 of 2 searches

Q03 · 12 ANSWERS

Bounty 100%

Kirkland Signature	91.7%
Presto!	33.3%

AI Overview shown on 1 of 3 searches

Q04 · 12 ANSWERS

Amazon Basics 100%

Anker	66.7%
Duracell	41.7%

AI Overview shown on 0 of 0 searches

Q05 · 12 ANSWERS

Mama Bear 91.7%

Up & Up	75%
Kirkland Signature	75%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

365 by Whole Foods Market 83.3%

Trader Joe's	50%
Simple Truth	50%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,282 citations in total. consumerreports.org was cited most often, with 91 citations (4%) across 57 answers. Next came target.com (51), forbes.com (44), healthline.com (42), reddit.com (34), fda.gov (31).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

consumerreports.org	**20%**
forbes.com	**14.4%**
healthline.com	**11.6%**
reddit.com	**10.9%**
target.com	**9.5%**
goodhousekeeping.com	**9.1%**
goodrx.com	**8.8%**
consumerlab.com	**8.4%**
youtube.com	**8.4%**
fda.gov	**7.4%**

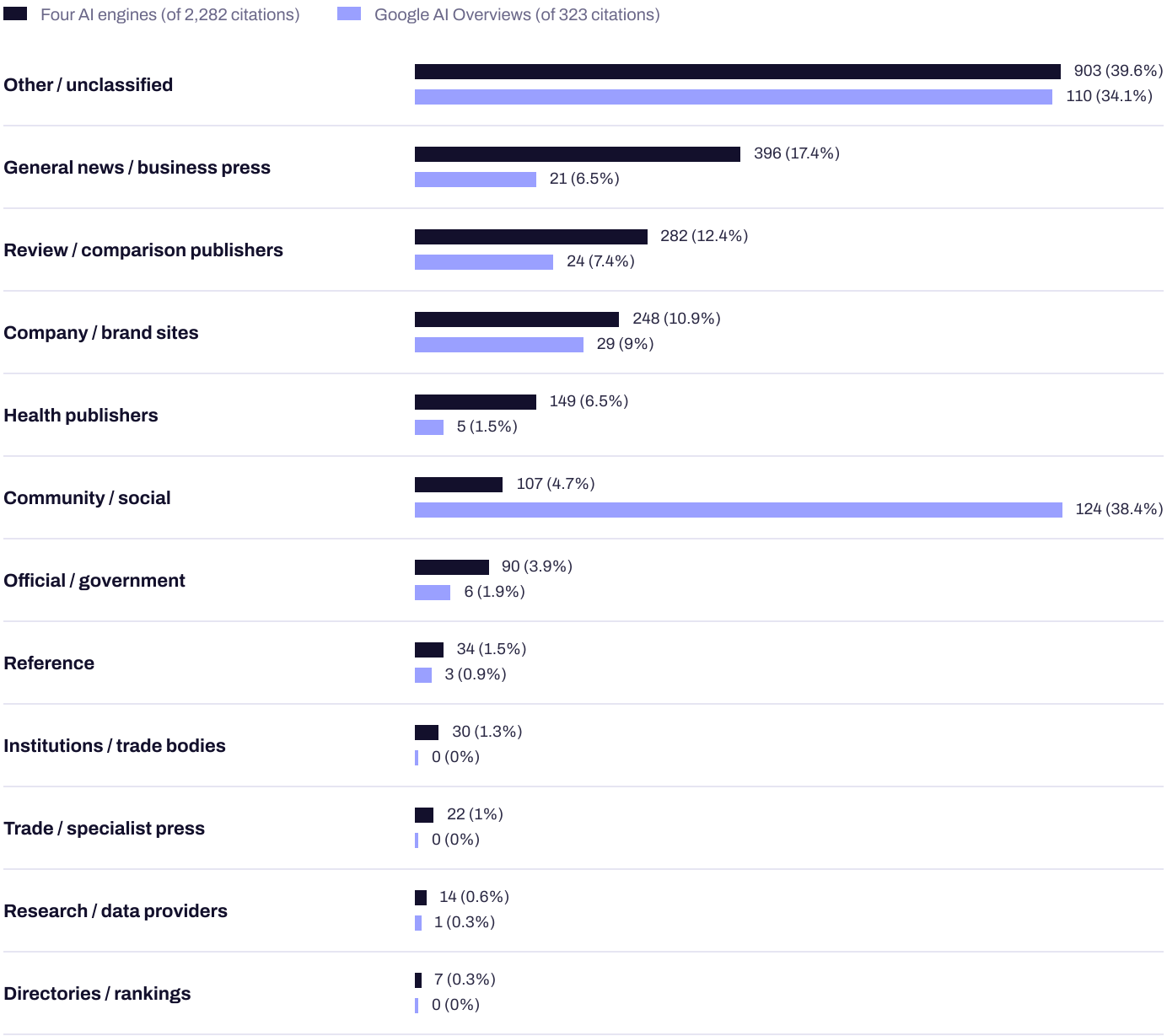
GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

youtube.com	**59.6%**
reddit.com	**47.4%**
goodrx.com	**17.5%**
facebook.com	**17.5%**
nytimes.com	**15.8%**
quora.com	**12.3%**
chewy.com	**12.3%**
instagram.com	**10.5%**
smithrx.com	**10.5%**
amazon.com	**8.8%**

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.	Nature Made's own domains were cited in 3.5% of grounded answers, CVS Health's in 3.2% and Tylenol's in 2.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were consumerreports.org (in 20.0% of grounded answers), forbes.com (14.4%), healthline.com (11.6%), reddit.com (10.9%) and goodhousekeeping.com (9.1%). General news and business press supplied 17.4% of citations and review and comparison publishers 12.4%.
Check each engine separately.	Gemini named Kirkland Signature in 47.2% of answers against 29.2% on Perplexity. Gemini named Walgreens in 18.1% of answers against 5.6% on Claude.
Watch names outside the tracked list.	Costco Wholesale Corporation (23 answers), Target Corporation (18 answers), Haleon plc (17 answers), Walmart Inc (15 answers), Kenvue Inc (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 watch brands lead these AI answers?

Kirkland Signature leads this measured set. Kirkland Signature: 105/288 (36.5%; 95% interval 31.1–42.2%). Nature Made: 42/288 (14.6%; 95% interval 11.0–19.1%).

Q2 Which brand is named first most often?

Kirkland Signature was the first brand named in 48 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 65 searches (87.7%, CI 77.5–93.6%). Within those 57 overviews, Kirkland Signature was named most often, in 15 (26.3%).

Q4 Which sources do the engines cite?

Across 2,282 four-engine citations, consumerreports.org was cited most (91 citations, in 57 of 285 grounded answers), followed by target.com (51 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Kirkland Signature in 34 of 72 answers, against 21 to 25 of 72 on the other engines. Gemini named Walgreens in 13 of 72 answers, against 4 to 7 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	65
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 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	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	65	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 63 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 Costco Wholesale Corporation (23 answers), Target Corporation (18 answers), Haleon plc (17 answers), Walmart Inc (15 answers), Kenvue Inc (13 answers).
- 353 of 360 planned results were returned. 7 AI Overview lookups were excluded after at most three total attempts.
- 65 successful Google searches: 57 overviews shown; 8 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Questions 4, 17 and 24 name Amazon Basics, Advil, Kirkland Signature and Nature Made, so each of those counts includes up to 12 answers to a question that names it.
- Measured across two days, November 2 to 3, 2026.
- Removing 3 Core questions naming tracked subjects leaves 252 eligible answers. The top two are Kirkland Signature (88/252) and Purina Pro Plan (36/252); their order changes.
- Names with no tracked own site are shown as None. 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.
- Each channel is ranked within its own answers: 60 answers for Amazon & E-Commerce, Grocery, Pet and Pharmacy & OTC, and 48 for Supplements. There is no pooled cross-channel leader. Brands appearing in several channels are counted separately in each. Some tracked brands have no question in their product category: batteries, wardrobe basics, value coffee, sheets; cereal, condiments or soup, cream cheese; antacids; and protein powder. Bare CVS, Walgreens and Aldi can name a retailer rather than a store brand. Those mentions require review and do not establish store-brand preference. Retailer pages are labelled affiliated and are path-scoped where verified.

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	Best budget phone charger	Store Brands Index 2.0	CORE QUESTION
02	Best value kitchen storage containers	Store Brands Index 2.0	CORE QUESTION
03	Best paper towels to buy online	Store Brands Index 2.0	CORE QUESTION
04	Amazon Basics vs name brand which is better	Store Brands Index 2.0	CORE QUESTION
05	Best value diapers	Store Brands Index 2.0	CORE QUESTION
06	Best organic grocery brands	Store Brands Index 2.0	CORE QUESTION
07	Best high-protein grocery items	Store Brands Index 2.0	CORE QUESTION
08	Are store brand groceries as good as name brands?	Store Brands Index 2.0	CORE QUESTION
09	Best Greek yogurt brand	Store Brands Index 2.0	CORE QUESTION
10	Which grocery store has the best store brand?	Store Brands Index 2.0	CORE QUESTION
11	Best dog food for the money	Store Brands Index 2.0	CORE QUESTION
12	Best cat food brands	Store Brands Index 2.0	CORE QUESTION
13	Vet-recommended dog food for allergies	Store Brands Index 2.0	CORE QUESTION
14	Best value cat litter	Store Brands Index 2.0	CORE QUESTION
15	Is store brand dog food good?	Store Brands Index 2.0	CORE QUESTION
16	Best over-the-counter pain reliever	Store Brands Index 2.0	CORE QUESTION
17	Is generic ibuprofen the same as Advil?	Store Brands Index 2.0	CORE QUESTION
18	Best cold and flu medicine	Store Brands Index 2.0	CORE QUESTION
19	Cheapest effective allergy medicine	Store Brands Index 2.0	CORE QUESTION
20	Store brand vs name brand medicine	Store Brands Index 2.0	CORE QUESTION
21	Best multivitamin	Store Brands Index 2.0	CORE QUESTION
22	Best third-party tested vitamins	Store Brands Index 2.0	CORE QUESTION
23	Are store-brand vitamins good?	Store Brands Index 2.0	CORE QUESTION
24	Kirkland vs Nature Made vitamins	Store Brands Index 2.0	CORE QUESTION

5W

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