5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

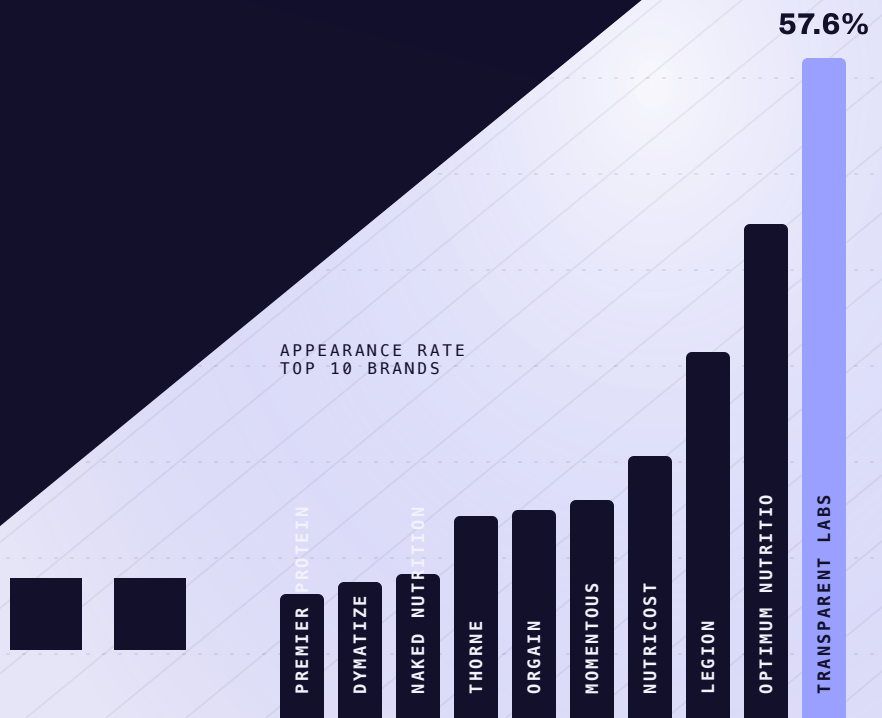
SPORTS NUTRITION INDEX 2.0

Which sports nutrition 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 47 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Transparent Labs leads. Optimum Nutrition is second.

Transparent Labs: 166/288 (57.6%; 95% interval 51.9–63.2%). Optimum Nutrition: 124/288 (43.1%; 95% interval 37.5–48.8%).

> 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

57.6%
of answers named Transparent Labs, the most-named (166 of 288)

34
tracked brands named at least once (of 34)

83.9%
of Google searches showed an AI Overview (47 of 56)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Transparent Labs

Transparent Labs leads this measured set. Transparent Labs: 166/288 (57.6%; 95% interval 51.9–63.2%). Optimum Nutrition: 124/288 (43.1%; 95% interval 37.5–48.8%).

NAMED FIRST

98/288 (34.0%)

Transparent Labs was the first brand named in 98 of 288 answers, more than any other tracked brand. Its average first position was 1.8.

CLAUDE SKEW

37/72 (51.4%)

Claude named Legion in 37 of 72 answers. The other engines named it in 17 to 20 of 72.

CLAUDE SKEW

28/72 (38.9%)

Claude named Nutricost in 28 of 72 answers. The other engines named it in 9 to 16 of 72.

OWN-SITE CITATIONS

13/288 (4.5%)

Optimum Nutrition's own domains were cited in 13 of 288 grounded answers, more than any other tracked brand. Transparent Labs followed at 12 of 288. 15 of 34 tracked brands had 0 of 288, and 2 had no tracked own site.

AIO TRIGGER

47/56 (83.9%)

Google AI Overviews appeared on 47 of 56 searches (CI 72.2–91.3%). On the other 9, no overview was shown.

AIO LEADER

25/47 (53.2%)

Transparent Labs was the brand named most often in AI Overviews, at 25 of 47, followed by Optimum Nutrition at 14 of 47 (29.8%). In the four-engine set, Transparent Labs was named in 166 of 288 answers (57.6%).

TOP DOMAIN

124/288 (43.1%)

forbes.com was cited in 124 of 288 grounded four-engine answers, with 151 of 2,374 citations (6.4%). garagegymreviews.com came second with 121 citations in 91 answers (31.6%).

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	Transparent Labs	57.6%	166/288
2	Optimum Nutrition	43.1%	124/288
3	Legion	31.9%	92/288
4	Nutricost	22.9%	66/288
5	Momentous	19.1%	55/288
6	Orgain	18.1%	52/288
7	Thorne	17.7%	51/288
8	Naked Nutrition	12.5%	36/288
9	Dymatize	11.8%	34/288
10	Premier Protein	10.8%	31/288
11	Garden of Life	10.1%	29/288
12	Quest Nutrition	9.7%	28/288
13	Fairlife Core Power	8.7%	25/288
14	Owyn	8.7%	25/288
15	Ghost	8.3%	24/288

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 2,374 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	Transparent Labs	166/288	57.6%	51.9–63.2%	1.8	4.2% (12/288)	0.5%
2	Optimum Nutrition	124/288	43.1%	37.5–48.8%	2.4	4.5% (13/288)	0.5%
3	Legion	92/288	31.9%	26.8–37.5%	2.8	2.1% (6/288)	0.3%
4	Nutricost	66/288	22.9%	18.4–28.1%	3.1	0.3% (1/288)	0%
5	Momentous	55/288	19.1%	15–24%	2.9	2.4% (7/288)	0.3%
6	Orgain	52/288	18.1%	14–22.9%	3.4	1% (3/288)	0.1%
7	Thorne	51/288	17.7%	13.7–22.5%	2.4	1.7% (5/288)	0.2%
8	Naked Nutrition	36/288	12.5%	9.2–16.8%	3.4	1% (3/288)	0.1%
9	Dymatize	34/288	11.8%	8.6–16%	3.3	0.3% (1/288)	0%
10	Premier Protein	31/288	10.8%	7.7–14.9%	2.5	0.7% (2/288)	0.1%
11	Garden of Life	29/288	10.1%	7.1–14.1%	3.1	1% (3/288)	0.1%
12	Quest Nutrition	28/288	9.7%	6.8–13.7%	2	0% (0/288)	0%
13	Fairlife Core Power	25/288	8.7%	5.9–12.5%	2	0% (0/288)	0%
14	Owyn	25/288	8.7%	5.9–12.5%	2.8	None	None
15	Ghost	24/288	8.3%	5.7–12.1%	3.3	0% (0/288)	0%
16	Myprotein	23/288	8%	5.4–11.7%	2.9	3.5% (10/288)	0.5%
17	Kaged	22/288	7.6%	5.1–11.3%	3.3	1.7% (5/288)	0.2%
18	Barebells	18/288	6.3%	4–9.7%	1.6	0% (0/288)	0%
19	Huel	17/288	5.9%	3.7–9.2%	3	0% (0/288)	0%
20	Isopure	16/288	5.6%	3.4–8.8%	3.5	0% (0/288)	0%
21	Klean Athlete	13/288	4.5%	2.7–7.6%	3.2	0.3% (1/288)	0%
22	Muscle Milk	11/288	3.8%	2.1–6.7%	3.1	0% (0/288)	0%
23	RXBAR	11/288	3.8%	2.1–6.7%	2.1	0% (0/288)	0%
24	Body Fortress	10/288	3.5%	1.9–6.3%	3	0% (0/288)	0%
25	C4 / Cellucor	9/288	3.1%	1.7–5.8%	5.3	0% (0/288)	0%
26	Bucked Up	7/288	2.4%	1.2–4.9%	3.7	1.7% (5/288)	0.3%
27	MuscleTech	7/288	2.4%	1.2–4.9%	2.9	1.4% (4/288)	0.2%
28	Six Star	7/288	2.4%	1.2–4.9%	3.3	0% (0/288)	0%

02 THE LEADERBOARD

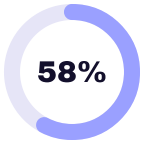
The full list (continued)

None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	**Ascent**	5/288	**1.7%**	0.7–4%	3.6	0% (0/288)	0%
30	**Vital Proteins**	3/288	**1%**	0.4–3%	1	0% (0/288)	0%
31	**Alani Nu**	2/288	**0.7%**	0.2–2.5%	6	0% (0/288)	0%
32	**Ryse**	2/288	**0.7%**	0.2–2.5%	7	0% (0/288)	0%
33	**BSN**	1/288	**0.3%**	0.1–1.9%	6	None	None
34	**ONE**	1/288	**0.3%**	0.1–1.9%	2	0.3% (1/288)	0%

PROFILES

03 The top eight, side by side

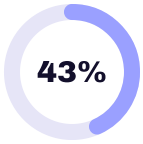


RANK 1

Transparent Labs

166/288 answers · 95% CI 51.9–63.2%

1.8	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

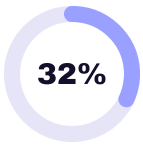


RANK 2

Optimum Nutrition

124/288 answers · 95% CI 37.5–48.8%

2.4	4.5%	0.5%
first-mention position	owned-domain citation (13/288)	citation share

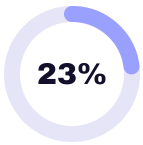


RANK 3

Legion

92/288 answers · 95% CI 26.8–37.5%

2.8	2.1%	0.3%
first-mention position	owned-domain citation (6/288)	citation share

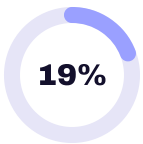


RANK 4

Nutricost

66/288 answers · 95% CI 18.4–28.1%

3.1	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

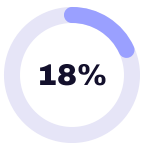


RANK 5

Momentous

55/288 answers · 95% CI 15–24%

2.9	2.4%	0.3%
first-mention position	owned-domain citation (7/288)	citation share



RANK 6

Orgain

52/288 answers · 95% CI 14–22.9%

3.4	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share



RANK 7

Thorne

51/288 answers · 95% CI 13.7–22.5%

2.4	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share



RANK 8

Naked Nutrition

36/288 answers · 95% CI 9.2–16.8%

3.4	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Legion in 37 of 72 answers. The other engines named it in 17 to 20 of 72. Claude named Nutricost in 28 of 72 answers. The other engines named it in 9 to 16 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Transparent Labs	**51.4%**
Optimum Nutrition	**51.4%**
Orgain	**26.4%**
Legion	**25%**
Thorne	**18.1%**
Naked Nutrition	**13.9%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Transparent Labs	**63.9%**
Legion	**51.4%**
Optimum Nutrition	**44.4%**
Nutricost	**38.9%**
Momentous	**36.1%**
Orgain	**15.3%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Transparent Labs	**58.3%**
Optimum Nutrition	**55.6%**
Legion	**27.8%**
Nutricost	**22.2%**
Momentous	**22.2%**
Orgain	**22.2%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Transparent Labs	**56.9%**
Legion	**23.6%**
Thorne	**23.6%**
Optimum Nutrition	**20.8%**
Nutricost	**18.1%**
Naked Nutrition	**11.1%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 56 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 47 = 335 answers.



TRIGGER RATE

Google AI Overviews appeared on 47 of 56 searches (83.9%, CI 72.2–91.3%). The other 9 searches showed no overview. Within the 47 overviews, Transparent Labs was named in 25 (53.2%), Optimum Nutrition was named in 14 (29.8%), Nutricost was named in 13 (27.7%), Dymatize was named in 11 (23.4%). youtube.com was the most-cited source, with 84 citations and an appearance in 35 of 47 overviews.

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

1	Transparent Labs	57.0%	=
2	Optimum Nutrition	41.2%	=
3	Legion	28.4%	=
4	Nutricost	23.6%	=
5	Momentous	18.8%	=
6	Orgain	18.5%	=
7	Thorne	16.1%	=
8	Dymatize	13.4%	▲ 1
9	Naked Nutrition	12.5%	▼ 1
10	Premier Protein	11.9%	=

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

Transparent Labs 100%

TIED WITH OPTIMUM NUTRITION

Optimum Nutrition	100%
Momentous	66.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Transparent Labs 83.3%

TIED WITH NAKED NUTRITION

Naked Nutrition	83.3%
Legion	41.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Premier Protein 91.7%

Fairlife Core Power	83.3%
Owyn	66.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Premier Protein 75%

TIED WITH OWYN

Owyn	75%
Huel	66.7%

AI Overview shown on 1 of 2 searches

Q05 · 12 ANSWERS

Transparent Labs 100%

Legion	66.7%
Optimum Nutrition	58.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Transparent Labs 100%

Legion	91.7%
Garden of Life	41.7%

AI Overview shown on 0 of 0 searches

07 WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,374 citations in total. forbes.com was cited most often, with 151 citations (6.4%) across 124 answers. Next came garagegymreviews.com (121), healthline.com (119), fortune.com (108), barbend.com (90), everydayhealth.com (60).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

forbes.com	**43.1%**
healthline.com	**33.3%**
garagegymreviews.com	**31.6%**
fortune.com	**28.5%**
barbend.com	**28.1%**
health.yahoo.com	**16.3%**
youtube.com	**13.5%**
aarp.org	**12.8%**
everydayhealth.com	**12.5%**
tigerfitness.com	**10.8%**

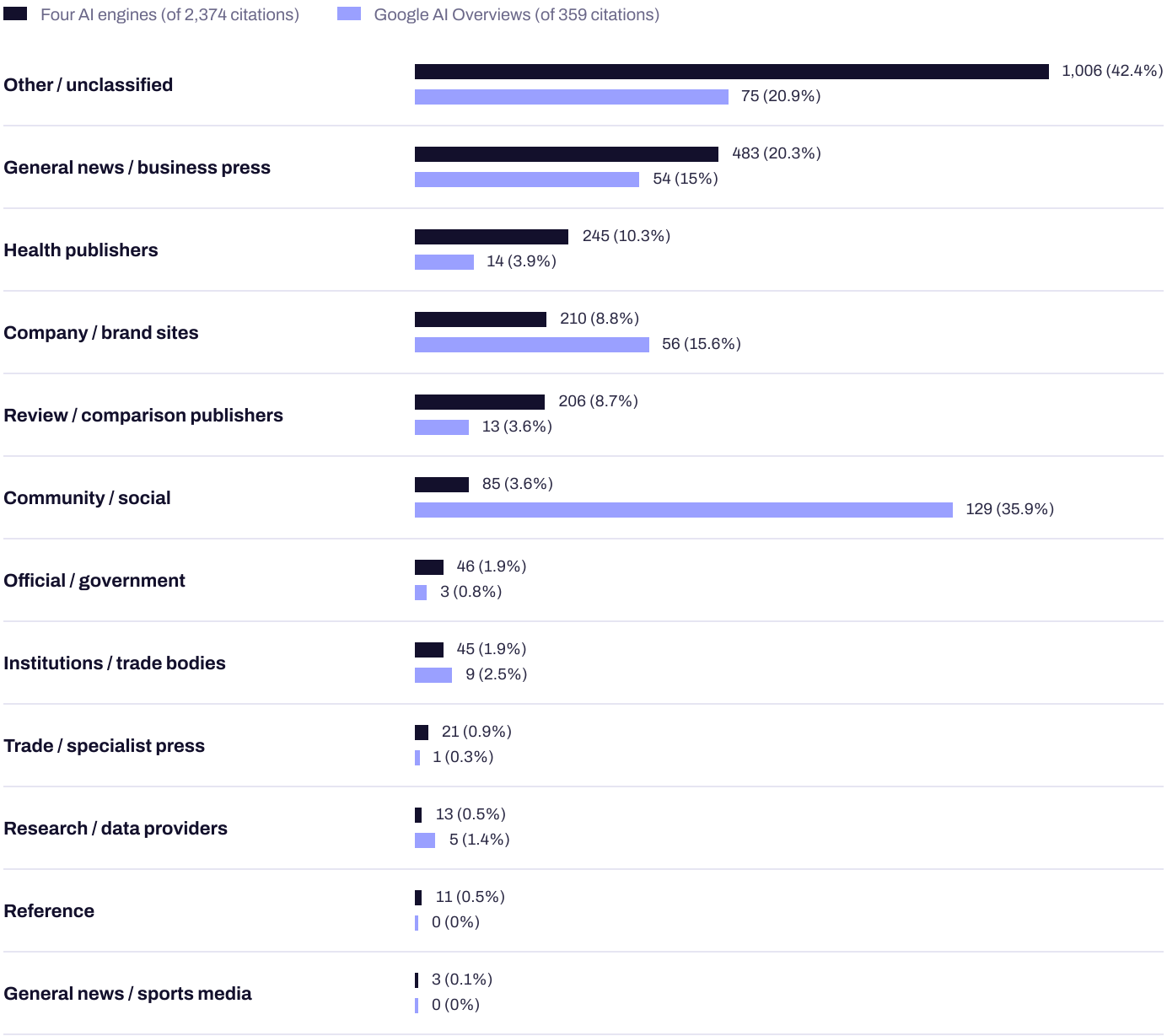
GOOGLE AI OVERVIEWS · SHARE OF 47 OVERVIEWS

forbes.com	**80.9%**
youtube.com	**74.5%**
reddit.com	**57.4%**
amazon.com	**42.6%**
gnc.com	**25.5%**
aarp.org	**19.1%**
bonappetit.com	**19.1%**
facebook.com	**14.9%**
healthline.com	**14.9%**
1stphorm.com	**12.8%**

WHO THE ENGINES CITE

07 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.	Optimum Nutrition's own domains were cited in 4.5% of grounded answers, Transparent Labs' in 4.2% and Momentous' in 2.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 43.1% of grounded answers), healthline.com (33.3%), garagegymreviews.com (31.6%), fortune.com (28.5%) and barbend.com (28.1%). General news and business press supplied 20.3% of citations and health publishers 10.3%.
Check each engine separately.	Gemini named Optimum Nutrition in 55.6% of answers against 20.8% on Perplexity. Claude named Momentous in 36.1% of answers against 8.3% on Perplexity.
Watch names outside the tracked list.	Informed Sport (14 answers), NutraBio (13 answers), Plant-based (11 answers), Puori (11 answers), Promix Nutrition (11 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?

Transparent Labs leads this measured set. Transparent Labs: 166/288 (57.6%; 95% interval 51.9–63.2%). Optimum Nutrition: 124/288 (43.1%; 95% interval 37.5–48.8%).

Q2 Which brand is named first most often?

Transparent Labs was the first brand named in 98 of 288 answers, with an average first position of 1.8.

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

An overview appeared on 47 of 56 searches (83.9%, CI 72.2–91.3%). Within those 47 overviews, Transparent Labs was named most often, in 25 (53.2%).

Q4 Which sources do the engines cite?

Across 2,374 four-engine citations, forbes.com was cited most (151 citations, in 124 of 288 grounded answers), followed by garagegymreviews.com (121 citations).

Q5 Do the four engines agree?

Only in part. Claude named Legion in 37 of 72 answers, against 17 to 20 of 72 on the other engines. Claude named Nutricost in 28 of 72 answers, against 9 to 16 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	56
questions		runs each		AI engines		answers		Google searches · 47 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	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	56	47 shown	47

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 34 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 Informed Sport (14 answers), NutraBio (13 answers), Plant-based (11 answers), Puori (11 answers), Promix Nutrition (11 answers).
- 344 of 360 planned results were returned. 16 AI Overview lookups were excluded after at most three total attempts.
- 56 successful Google searches: 47 overviews shown; 9 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Measured across two days, November 2 to 3, 2026.
- No Core question names a tracked name.
- 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.
- The earlier edition's brands are retained, with added protein-bar and pre-workout brands. Bare Fairlife mentions are not counted as Core Power.
- 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	What is the best protein powder?	Sports Nutrition Index 2.0	CORE QUESTION
02	What is the cleanest protein powder?	Sports Nutrition Index 2.0	CORE QUESTION
03	What is the best protein shake?	Sports Nutrition Index 2.0	CORE QUESTION
04	What is the best ready-to-drink protein for weight loss?	Sports Nutrition Index 2.0	CORE QUESTION
05	What is the best pre-workout?	Sports Nutrition Index 2.0	CORE QUESTION
06	What is the best pre-workout without too much caffeine?	Sports Nutrition Index 2.0	CORE QUESTION
07	What is the best creatine?	Sports Nutrition Index 2.0	CORE QUESTION
08	What is the best creatine for women?	Sports Nutrition Index 2.0	CORE QUESTION
09	What is the best third-party tested protein powder?	Sports Nutrition Index 2.0	CORE QUESTION
10	What is the best plant-based protein powder?	Sports Nutrition Index 2.0	CORE QUESTION
11	What is the best whey isolate?	Sports Nutrition Index 2.0	CORE QUESTION
12	What protein should I take on a GLP-1 medication?	Sports Nutrition Index 2.0	CORE QUESTION
13	What is the best post-workout recovery supplement?	Sports Nutrition Index 2.0	CORE QUESTION
14	What is the best tasting protein powder?	Sports Nutrition Index 2.0	ADDED QUESTION
15	Which plant-based protein powders combine several protein sources?	Sports Nutrition Index 2.0	ADDED QUESTION
16	What is the best protein shake for building muscle?	Sports Nutrition Index 2.0	ADDED QUESTION
17	Which pre-workout brands disclose individual ingredient doses?	Sports Nutrition Index 2.0	ADDED QUESTION
18	Which creatine products come in capsules rather than powder?	Sports Nutrition Index 2.0	ADDED QUESTION
19	Which sports nutrition brands publish batch-specific contaminant test results?	Sports Nutrition Index 2.0	ADDED QUESTION
20	Which recovery products list carbohydrate and electrolyte amounts per serving?	Sports Nutrition Index 2.0	ADDED QUESTION
21	What is the best protein bar?	Sports Nutrition Index 2.0	ADDED QUESTION
22	What is the best low-sugar protein bar?	Sports Nutrition Index 2.0	ADDED QUESTION
23	What is the best cheap protein powder?	Sports Nutrition Index 2.0	ADDED QUESTION
24	Which value protein powders have the lowest cost per gram of protein?	Sports Nutrition Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Sports Nutrition Index 2.0

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WEB
5wpr.com

RESEARCH
5wpr.com/research