5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

CONSUMER BRANDS INDEX 2.0

Which consumer goods companies AI engines name
288 AI answers · November 3, 2026

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

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 46 Google AI Overviews

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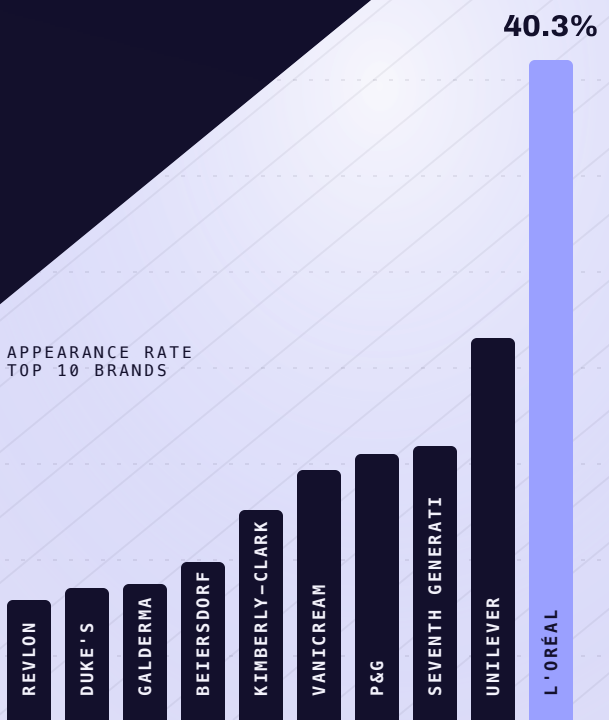

AT A GLANCE

L'Oréal leads. No other company is within its margin.

L'Oréal: 116/288 (40.3%; 95% interval 34.8–46.0%). Unilever: 67/288 (23.3%; 95% interval 18.8–28.5%).

Version 2. This version replaces the first version of this study, first published August 13, 2026. It uses measured counts, so the two versions are not comparable.

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

40.3%
of answers named L'Oréal, the most-named (116 of 288)

52
tracked companies named at least once (of 59)

63.9%
of Google searches showed an AI Overview (46 of 72)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

L'Oréal

L'Oréal leads this measured set. L'Oréal: 116/288 (40.3%; 95% interval 34.8–46.0%). Unilever: 67/288 (23.3%; 95% interval 18.8–28.5%).

NAMED FIRST

63/288 (21.9%)

L'Oréal was the first company named in 63 of 288 answers, more than any other tracked company. Its average first position was 1.6.

OWN-SITE CITATIONS

3/288 (1%)

Celsius' own domains were cited in 3 of 288 grounded answers, more than any other tracked company. Harney & Sons followed at 2 of 288. 36 of 59 tracked companies had 0 of 288, and 17 had no tracked own site.

AIO TRIGGER

46/72 (63.9%)

Google AI Overviews appeared on 46 of 72 searches (CI 52.4–74%). On the other 26, no overview was shown.

AIO LEADER

17/46 (37%)

L'Oréal was the company named most often in AI Overviews, at 17 of 46, followed by Unilever at 12 of 46 (26.1%). In the four-engine set, L'Oréal was named in 116 of 288 answers (40.3%).

TOP DOMAIN

66/288 (22.9%)

nbcnews.com was cited in 66 of 288 grounded four-engine answers, with 78 of 2,217 citations (3.5%). allure.com came second with 64 citations in 44 answers (15.3%).

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	L'Oréal	40.3%	116/288
2	Unilever	23.3%	67/288
3	Seventh Generation	16.7%	48/288
4	P&G	16.3%	47/288
5	Vanicream	15.3%	44/288
6	Kimberly-Clark	12.8%	37/288
7	Beiersdorf	9.7%	28/288
8	Galderma	8.3%	24/288
9	Duke's	8.0%	23/288
10	Revlon	7.3%	21/288
11	Kewpie	6.6%	19/288
12	Harney & Sons	5.6%	16/288
13	Branch Basics	5.2%	15/288
14	ECOS	5.2%	15/288
15	Milani	4.9%	14/288

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 2,217 citations. None means no own site is tracked for that name.

#	COMPANY	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**L'Oréal**	116/288	**40.3%**	34.8–46%	1.6	None	None
2	**Unilever**	67/288	**23.3%**	18.8–28.5%	1.9	None	None
3	**Seventh Generation**	48/288	**16.7%**	12.8–21.4%	2.6	0.3% (1/288)	0%
4	**P&G**	47/288	**16.3%**	12.5–21%	1.4	None	None
5	**Vanicream**	44/288	**15.3%**	11.6–19.9%	2.1	0% (0/288)	0%
6	**Kimberly-Clark**	37/288	**12.8%**	9.5–17.2%	3.2	None	None
7	**Beiersdorf**	28/288	**9.7%**	6.8–13.7%	2.8	None	None
8	**Galderma**	24/288	**8.3%**	5.7–12.1%	3.3	None	None
9	**Duke's**	23/288	**8%**	5.4–11.7%	1.3	0% (0/288)	0%
10	**Revlon**	21/288	**7.3%**	4.8–10.9%	2.1	0% (0/288)	0%
11	**Kewpie**	19/288	**6.6%**	4.3–10.1%	2.9	0% (0/288)	0%
12	**Harney & Sons**	16/288	**5.6%**	3.4–8.8%	1.3	0.7% (2/288)	0.1%
13	**Branch Basics**	15/288	**5.2%**	3.2–8.4%	2	0% (0/288)	0%
14	**ECOS**	15/288	**5.2%**	3.2–8.4%	3.5	0.3% (1/288)	0%
15	**Milani**	14/288	**4.9%**	2.9–8%	2	0% (0/288)	0%
16	**Church & Dwight**	13/288	**4.5%**	2.7–7.6%	3	None	None
17	**Henkel**	13/288	**4.5%**	2.7–7.6%	1.5	None	None
18	**LMNT**	12/288	**4.2%**	2.4–7.1%	1.4	0% (0/288)	0%
19	**Method**	12/288	**4.2%**	2.4–7.1%	3.3	0% (0/288)	0%
20	**Olaplex**	12/288	**4.2%**	2.4–7.1%	1.8	0% (0/288)	0%
21	**Barebells**	11/288	**3.8%**	2.1–6.7%	2	0% (0/288)	0%
22	**Blueland**	11/288	**3.8%**	2.1–6.7%	1.8	0% (0/288)	0%
23	**Colgate-Palmolive**	11/288	**3.8%**	2.1–6.7%	2.1	None	None
24	**Nature Made**	11/288	**3.8%**	2.1–6.7%	1	0.3% (1/288)	0%
25	**RXBAR**	11/288	**3.8%**	2.1–6.7%	1.5	0% (0/288)	0%
26	**e.l.f.**	11/288	**3.8%**	2.1–6.7%	2.5	0% (0/288)	0%
27	**Bigelow**	10/288	**3.5%**	1.9–6.3%	1.7	0% (0/288)	0%
28	**PepsiCo**	10/288	**3.5%**	1.9–6.3%	2.8	None	None
29	**Quest**	9/288	**3.1%**	1.7–5.8%	2.8	0% (0/288)	0%

THE LEADERBOARD

02 The full list (continued)

None means no own site is tracked for that name.

#	COMPANY	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
30	C4 Energy	8/288	2.8%	1.4–5.4%	1.3	0% (0/288)	0%
31	Celsius	8/288	2.8%	1.4–5.4%	2.4	1% (3/288)	0.1%
32	Charlotte Tilbury	8/288	2.8%	1.4–5.4%	1.8	0% (0/288)	0%
33	Puracy	8/288	2.8%	1.4–5.4%	3.6	0% (0/288)	0%
34	Twinings	8/288	2.8%	1.4–5.4%	2.6	0% (0/288)	0%
35	Clif Bar	7/288	2.4%	1.2–4.9%	2.4	0% (0/288)	0%
36	Mrs. Meyer's	7/288	2.4%	1.2–4.9%	4.1	0% (0/288)	0%
37	Ghost Energy	6/288	2.1%	1–4.5%	2.5	0% (0/288)	0%
38	LIPTON Teas and Infusions	6/288	2.1%	1–4.5%	1.8	None	None
39	Monster Energy	6/288	2.1%	1–4.5%	3.7	0% (0/288)	0%
40	Nuun	6/288	2.1%	1–4.5%	3.2	0% (0/288)	0%
41	Red Bull	6/288	2.1%	1–4.5%	3.3	0.3% (1/288)	0%
42	Centrum	4/288	1.4%	0.5–3.5%	2	0% (0/288)	0%
43	Clorox	3/288	1%	0.4–3%	1	None	None
44	Grove Co.	3/288	1%	0.4–3%	2	0% (0/288)	0%
45	Kraft Heinz	3/288	1%	0.4–3%	4	None	None
46	Sir Kensington's	3/288	1%	0.4–3%	3.7	0% (0/288)	0%
47	CoverGirl	2/288	0.7%	0.2–2.5%	3	0% (0/288)	0%
48	Primal Kitchen	2/288	0.7%	0.2–2.5%	4	0% (0/288)	0%
49	Tazo	2/288	0.7%	0.2–2.5%	2	0% (0/288)	0%
50	Yogi Tea	2/288	0.7%	0.2–2.5%	2	0% (0/288)	0%
51	Abbott	1/288	0.3%	0.1–1.9%	3	None	None
52	Estée Lauder Companies	1/288	0.3%	0.1–1.9%	3	None	None
53	Celestial Seasonings	0/288	0%	0–1.3%	–	0% (0/288)	0%
54	Fenty Beauty	0/288	0%	0–1.3%	–	0% (0/288)	0%
55	KIND	0/288	0%	0–1.3%	–	0% (0/288)	0%
56	ONE Bar	0/288	0%	0–1.3%	–	None	None
57	Optimum Nutrition	0/288	0%	0–1.3%	–	0% (0/288)	0%
58	Rare Beauty	0/288	0%	0–1.3%	–	0% (0/288)	0%
59	Reckitt	0/288	0%	0–1.3%	–	None	None

THE LEADERBOARD

03 Aisle: Skincare, body, hair and personal care

72 four-engine answers to this aisle's 6 questions; brands ranked only against this aisle's own list.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	CeraVe	45/72	62.5%	51.0–72.8%	17
2	Vanicream	44/72	61.1%	49.6–71.5%	19
3	La Roche-Posay	34/72	47.2%	36.1–58.6%	7
4	Eucerin	26/72	36.1%	26.0–47.6%	3
5	Aveeno	24/72	33.3%	23.5–44.8%	0
6	Cetaphil	24/72	33.3%	23.5–44.8%	1
7	Dove	23/72	31.9%	22.3–43.4%	4
8	Olaplex	12/72	16.7%	9.8–26.9%	5
9	Native	11/72	15.3%	8.8–25.3%	9
10	Aquaphor	10/72	13.9%	7.7–23.7%	0
11	K18	7/72	9.7%	4.8–18.7%	7
12	Neutrogena	2/72	2.8%	0.8–9.6%	0
13	Secret	1/72	1.4%	0.2–7.5%	0
14	Vaseline	1/72	1.4%	0.2–7.5%	0
15	Degree	0/72	0.0%	0.0–5.1%	0
16	Olay	0/72	0.0%	0.0–5.1%	0
17	Old Spice	0/72	0.0%	0.0–5.1%	0
18	Pantene	0/72	0.0%	0.0–5.1%	0
19	TRESemmé	0/72	0.0%	0.0–5.1%	0

04 THE LEADERBOARD

Aisle: Makeup

60 four-engine answers to this aisle's 5 questions; brands ranked only against this aisle's own list.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Maybelline**	51/60	85.0%	73.9–91.9%	28
2	**L'Oréal Paris**	33/60	55.0%	42.5–66.9%	14
3	**Revlon**	21/60	35.0%	24.2–47.6%	9
4	**Milani**	14/60	23.3%	14.4–35.4%	5
5	**e.l.f.**	11/60	18.3%	10.6–29.9%	1
6	**Charlotte Tilbury**	8/60	13.3%	6.9–24.2%	3
7	**Lancôme**	8/60	13.3%	6.9–24.2%	0
8	**NYX**	8/60	13.3%	6.9–24.2%	0
9	**CoverGirl**	2/60	3.3%	0.9–11.4%	0
10	**Clinique**	1/60	1.7%	0.3–8.9%	0
11	**Estée Lauder**	0/60	0.0%	-0.0–6.0%	0
12	**Fenty Beauty**	0/60	0.0%	-0.0–6.0%	0
13	**Rare Beauty**	0/60	0.0%	-0.0–6.0%	0
14	**Too Faced**	0/60	0.0%	-0.0–6.0%	0
15	**Urban Decay**	0/60	0.0%	-0.0–6.0%	0

05 THE LEADERBOARD

Aisle: Food, condiments and tea

48 four-engine answers to this aisle's 4 questions; brands ranked only against this aisle's own list.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Hellmann's	24/48	50.0%	36.4–63.6%	8
2	Duke's	23/48	47.9%	34.5–61.7%	16
3	Kewpie	19/48	39.6%	27.0–53.7%	0
4	Harney & Sons	16/48	33.3%	21.7–47.5%	13
5	Bigelow	10/48	20.8%	11.7–34.3%	7
6	Twinings	8/48	16.7%	8.7–29.6%	0
7	Lipton	6/48	12.5%	5.9–24.7%	2
8	Kraft Mayo	3/48	6.3%	2.1–16.8%	0
9	Sir Kensington's	3/48	6.3%	2.1–16.8%	0
10	Primal Kitchen	2/48	4.2%	1.2–14.0%	0
11	Tazo	2/48	4.2%	1.2–14.0%	0
12	Yogi Tea	2/48	4.2%	1.2–14.0%	0
13	Celestial Seasonings	0/48	0.0%	0.0–7.4%	0

06 THE LEADERBOARD

Aisle: Home care and laundry

60 four-engine answers to this aisle's 5 questions; brands ranked only against this aisle's own list.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Seventh Generation	48/60	80.0%	68.2–88.2%	5
2	Tide	20/60	33.3%	22.7–45.9%	14
3	Branch Basics	15/60	25.0%	15.8–37.2%	7
4	ECOS	15/60	25.0%	15.8–37.2%	0
5	Arm & Hammer	13/60	21.7%	13.1–33.6%	1
6	Dawn	13/60	21.7%	13.1–33.6%	7
7	Method	12/60	20.0%	11.8–31.8%	0
8	Blueland	11/60	18.3%	10.6–29.9%	5
9	Dreft	11/60	18.3%	10.6–29.9%	3
10	Palmolive	11/60	18.3%	10.6–29.9%	5
11	all free clear	11/60	18.3%	10.6–29.9%	4
12	Puracy	8/60	13.3%	6.9–24.2%	0
13	Mrs. Meyer's	7/60	11.7%	5.8–22.2%	0
14	Persil	7/60	11.7%	5.8–22.2%	2
15	Clorox	3/60	5.0%	1.7–13.7%	3
16	Grove Co.	3/60	5.0%	1.7–13.7%	1
17	Cascade	0/60	0.0%	-0.0–6.0%	0
18	Lysol	0/60	0.0%	-0.0–6.0%	0
19	Mr. Clean	0/60	0.0%	-0.0–6.0%	0

07 THE LEADERBOARD

Aisle: Health and wellness

48 four-engine answers to this aisle's 4 questions; brands ranked only against this aisle's own list.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	LMNT	12/48	25.0%	14.9–38.8%	7
2	Liquid I.V.	12/48	25.0%	14.9–38.8%	5
3	Barebells	11/48	22.9%	13.3–36.5%	4
4	Nature Made	11/48	22.9%	13.3–36.5%	11
5	RXBAR	11/48	22.9%	13.3–36.5%	8
6	Gatorade	10/48	20.8%	11.7–34.3%	3
7	Quest	9/48	18.8%	10.2–31.9%	0
8	C4 Energy	8/48	16.7%	8.7–29.6%	6
9	Celsius	8/48	16.7%	8.7–29.6%	3
10	Clif Bar	7/48	14.6%	7.2–27.2%	0
11	Ghost Energy	6/48	12.5%	5.9–24.7%	0
12	Monster Energy	6/48	12.5%	5.9–24.7%	0
13	Nuun	6/48	12.5%	5.9–24.7%	0
14	Red Bull	6/48	12.5%	5.9–24.7%	0
15	Centrum	4/48	8.3%	3.3–19.6%	0
16	Pedialyte	1/48	2.1%	0.4–10.9%	0
17	KIND	0/48	0.0%	0.0–7.4%	0
18	ONE Bar	0/48	0.0%	0.0–7.4%	0
19	Optimum Nutrition	0/48	0.0%	0.0–7.4%	0

PROFILES

08 The top eight, side by side

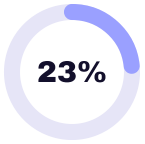


RANK 1

L'Oréal

116/288 answers · 95% CI 34.8–46%

1.6
first-mention position

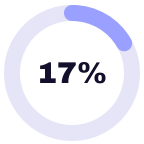


RANK 2

Unilever

67/288 answers · 95% CI 18.8–28.5%

1.9
first-mention position



RANK 3

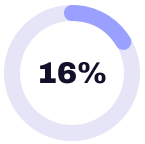
Seventh Generation

48/288 answers · 95% CI 12.8–21.4%

2.6
first-mention position

0.3%
owned-domain citation (1/288)

0%
citation share

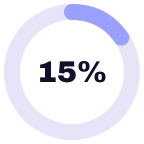


RANK 4

P&G

47/288 answers · 95% CI 12.5–21%

1.4
first-mention position



RANK 5

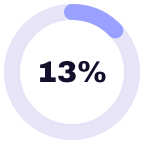
Vanicream

44/288 answers · 95% CI 11.6–19.9%

2.1
first-mention position

0%
owned-domain citation (0/288)

0%
citation share



RANK 6

Kimberly-Clark

37/288 answers · 95% CI 9.5–17.2%

3.2
first-mention position

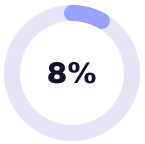


RANK 7

Beiersdorf

28/288 answers · 95% CI 6.8–13.7%

2.8
first-mention position



RANK 8

Galderma

24/288 answers · 95% CI 5.7–12.1%

3.3
first-mention position

09

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
L'Oréal			**38.9%**
Unilever			**22.2%**
Seventh Generation			**18.1%**
Vanicream			**15.3%**
Kimberly-Clark			**15.3%**
P&G			**13.9%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
L'Oréal			**41.7%**
Unilever			**25%**
P&G			**16.7%**
Vanicream			**16.7%**
Kimberly-Clark			**16.7%**
Seventh Generation			**12.5%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
L'Oréal			**38.9%**
Unilever			**20.8%**
Seventh Generation			**19.4%**
P&G			**18.1%**
Vanicream			**16.7%**
Galderma			**13.9%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
L'Oréal			**41.7%**
Unilever			**25%**
Seventh Generation			**16.7%**
P&G			**16.7%**
Vanicream			**12.5%**
Beiersdorf			**9.7%**

GOOGLE AI OVERVIEWS

10 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 46 = 334 answers.



TRIGGER RATE

Google AI Overviews appeared on 46 of 72 searches (63.9%, CI 52.4–74%). The other 26 searches showed no overview. Within the 46 overviews, L'Oréal was named in 17 (37%), Unilever was named in 12 (26.1%), P&G was named in 7 (15.2%), Harney & Sons was named in 6 (13%). youtube.com was the most-cited source, with 36 citations and an appearance in 21 of 46 overviews.

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

1	L'Oréal	39.8%	=
2	Unilever	23.7%	=
3	P&G	16.2%	▲ 1
4	Seventh Generation	15.9%	▼ 1
5	Vanicream	13.8%	=
6	Kimberly-Clark	12.3%	=
7	Beiersdorf	9.3%	=
8	Galderma	8.1%	=
9	Duke's	7.8%	=
10	Revlon	6.9%	=

LEADERS BY QUESTION

11 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

L'Oréal 100%

TIED WITH KIMBERLY-CLARK, VANICREAM

Kimberly-Clark	100%
Vanicream	100%

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

L'Oréal 100%

Galderma	83.3%
Beiersdorf	66.7%

AI Overview shown on 1 of 3 searches

Q03 · 12 ANSWERS

L'Oréal 100%

Milani	75%
Revlon	58.3%

AI Overview shown on 1 of 3 searches

Q04 · 12 ANSWERS

L'Oréal 91.7%

Charlotte Tilbury	25%

AI Overview shown on 1 of 3 searches

Q05 · 12 ANSWERS

Duke's 100%

TIED WITH UNILEVER

Unilever	100%
Kewpie	91.7%

AI Overview shown on 2 of 3 searches

Q06 · 12 ANSWERS

Harney & Sons 100%

Twinings	58.3%
LIPTON Teas and Infusions	50%

AI Overview shown on 3 of 3 searches

WHO THE ENGINES CITE

12 Most-cited domains

The four engines produced 2,217 citations in total. nbcnews.com was cited most often, with 78 citations (3.5%) across 66 answers. Next came allure.com (64), walmart.com (61), goodhousekeeping.com (57), whowhatwear.com (45), youtube.com (43).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

nbcnews.com	**22.9%**
goodhousekeeping.com	**19.8%**
allure.com	**15.3%**
whowhatwear.com	**14.9%**
youtube.com	**14.9%**
healthline.com	**13.5%**
walmart.com	**12.8%**
nytimes.com	**11.5%**
health.yahoo.com	**10.4%**
byrdie.com	**9.4%**

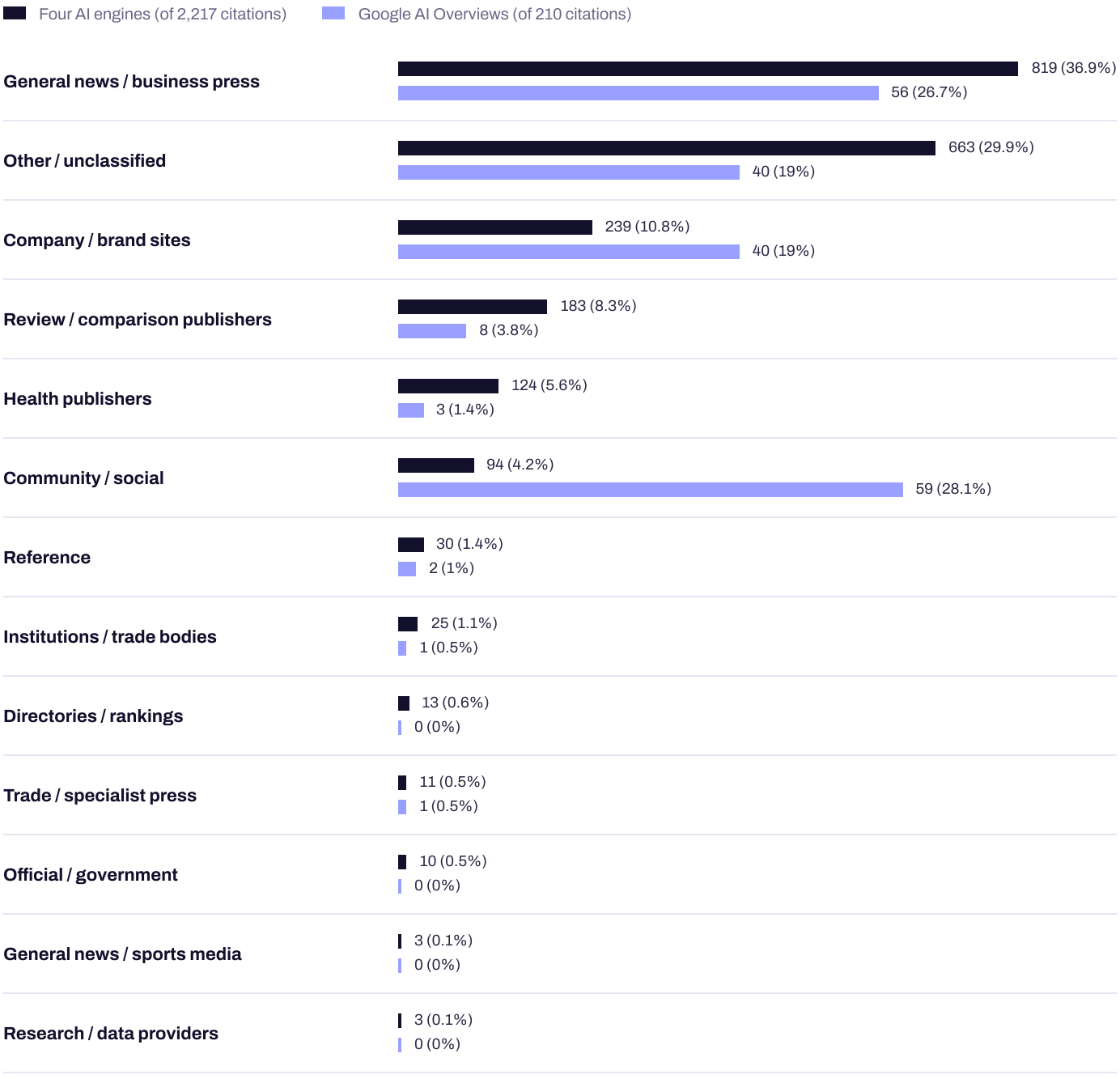
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

youtube.com	**45.7%**
allure.com	**28.3%**
amazon.com	**23.9%**
facebook.com	**17.4%**
reddit.com	**15.2%**
byrdie.com	**13%**
forbes.com	**13%**
target.com	**13%**
bonappetit.com	**10.9%**
thekitchn.com	**10.9%**

WHO THE ENGINES CITE

13 Citation share by source type

Share of all citations by the type of site cited.



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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.	Harney & Sons' own domains were cited in 0.7% of grounded answers, Seventh Generation's in 0.3% and ECOS's in 0.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were nbcnews.com (in 22.9% of grounded answers), goodhousekeeping.com (19.8%), allure.com (15.3%), whowhatwear.com (14.9%) and youtube.com (14.9%). General news and business press supplied 36.9% of citations and review and comparison publishers 8.3%.
Check each engine separately.	Gemini named Galderma in 13.9% of answers against 1.4% on Perplexity. Claude named Kimberly-Clark in 16.7% of answers against 8.3% on Perplexity.
Watch names outside the tracked list.	CeraVe Moisturizing Cream (25 answers), La Roche-Posay (10 answers), Dove Sensitive Skin Body Wash (8 answers), Cetaphil (8 answers), Maybelline New York (8 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

15 What AI answers

Q1 Which parent companies lead these AI answers?

L'Oréal leads this measured set. L'Oréal: 116/288 (40.3%; 95% interval 34.8–46.0%). Unilever: 67/288 (23.3%; 95% interval 18.8–28.5%).

Q2 Which company is named first most often?

L'Oréal was the first company named in 63 of 288 answers, with an average first position of 1.6.

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

An overview appeared on 46 of 72 searches (63.9%, CI 52.4–74%). Within those 46 overviews, L'Oréal was named most often, in 17 (37%).

Q4 Which sources do the engines cite?

Across 2,217 four-engine citations, nbcnews.com was cited most (78 citations, in 66 of 288 grounded answers), followed by allure.com (64 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

16 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 46 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 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)	72	46 shown	46

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 59 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 CeraVe Moisturizing Cream (25 answers), La Roche-Posay (10 answers), Dove Sensitive Skin Body Wash (8 answers), Cetaphil (8 answers), Maybelline New York (8 answers).
- 360 of 360 planned results were returned. 0 AI Overview lookups were excluded after at most three total attempts.
- 72 successful Google searches: 46 overviews shown; 26 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- 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.
- Brand tables are kept per aisle, against that aisle's own list. Each aisle has its own answer count (the question groups above), stated in the report. Ownership is shown for context. Ownership changes: Kimberly-Clark completed its acquisition of Kenvue (Aveeno, Neutrogena) on November 2, 2026. Unilever agreed on March 31, 2026 to combine its foods business (including Hellmann's) with McCormick; the deal had not closed when checked. Lipton tea has not been owned by Unilever since its tea business was sold; the earlier edition's grouping of Lipton with Unilever is corrected. Unilever spun off its ice cream business in 2025. Main ranking: parent companies across all 288 answers, each counted when any of its tracked companies is named; brands with no verified parent stay brand-only. The title and summary follow the Wilson rule on this parent ranking; the per-aisle brand tables are kept. The Unilever Foods and McCormick combination had not closed, so Hellmann's counts for Unilever.
- Google Shopping links and unresolved google.com/goto redirect links are not counted as cited sources; original URLs remain in the evidence.

APPENDIX

17 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 body wash for sensitive skin?	Consumer Brands Index 2.0	CORE QUESTION
02	What is the best moisturizer for dry skin?	Consumer Brands Index 2.0	CORE QUESTION
03	What is the best drugstore foundation?	Consumer Brands Index 2.0	CORE QUESTION
04	What is the best mascara for long lashes?	Consumer Brands Index 2.0	CORE QUESTION
05	What is the best mayonnaise brand?	Consumer Brands Index 2.0	CORE QUESTION
06	What is the best tea brand?	Consumer Brands Index 2.0	CORE QUESTION
07	What is the best laundry detergent for sensitive skin?	Consumer Brands Index 2.0	CORE QUESTION
08	What is the best eco-friendly cleaning brand?	Consumer Brands Index 2.0	CORE QUESTION
09	What is the best dish soap?	Consumer Brands Index 2.0	CORE QUESTION
10	What is the best electrolyte drink mix?	Consumer Brands Index 2.0	CORE QUESTION
11	What is the best shampoo for damaged hair?	Consumer Brands Index 2.0	CORE QUESTION
12	What is the best deodorant without aluminum?	Consumer Brands Index 2.0	CORE QUESTION
13	What is the best protein bar?	Consumer Brands Index 2.0	CORE QUESTION
14	What is the best energy drink for workouts?	Consumer Brands Index 2.0	CORE QUESTION
15	What is the best face moisturizer for sensitive skin?	Consumer Brands Index 2.0	ADDED QUESTION
16	What is the best body lotion for very dry skin?	Consumer Brands Index 2.0	ADDED QUESTION
17	What is the best drugstore lipstick?	Consumer Brands Index 2.0	ADDED QUESTION
18	What is the best concealer for dark circles?	Consumer Brands Index 2.0	ADDED QUESTION
19	What is the best tinted moisturizer from a drugstore brand?	Consumer Brands Index 2.0	ADDED QUESTION
20	What is the best green tea brand?	Consumer Brands Index 2.0	ADDED QUESTION
21	What is the best condiment brand for sandwiches?	Consumer Brands Index 2.0	ADDED QUESTION
22	What is the best natural all-purpose cleaner?	Consumer Brands Index 2.0	ADDED QUESTION
23	What is the best laundry detergent for baby clothes?	Consumer Brands Index 2.0	ADDED QUESTION
24	What is the best daily multivitamin brand?	Consumer Brands Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Consumer Brands Index 2.0

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WEB
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RESEARCH
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