Who AI Recommends: Home Appliances

How ChatGPT, Gemini and Google AI Overviews rank 49 appliance brands across ten buying questions, and what it takes to be the brand they name first.

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ENGINES
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PLEASE READ FIRST

Important notice and disclaimer

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AT A GLANCE

The home appliance category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

49
appliance brands named
by at least one engine

7 of 10
questions where all three engines agree
on the #1 brand

1
citation points to a brand's own website
out of 132 sources

53%
of answers mention Whirlpool
second only to LG (57%)

1
time Whirlpool is ranked #1
out of 30 answers

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers home appliances, with ten questions running from washing machines to air purifiers.

None of the questions names a brand, so every brand starts on equal terms.

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EXECUTIVE SUMMARY

AI picks a different appliance leader for almost every job in the home

Home appliances are really ten small markets, and AI crowns a different leader in nearly every one. LG leads the index without dominating it. Whirlpool is named in more answers than any brand but LG and is almost never first. Brands' own websites supply just 1 of 132 citations.

KEY FINDINGS

1 **LG leads a crowded field.**

LG tops the index with an AI Rank Score of 36.3 and is named first in 6 of 30 answers. It wins washers and dryers outright. Bosch (26.3), GE Appliances (24.7) and Whirlpool (24.3) follow. No brand is named in more than 57% of answers, so nobody owns this category.

2 **Whirlpool is named often and ranked first once.**

Whirlpool appears in 53% of answers, second only to LG, but is ranked first just once, by ChatGPT for refrigerators. Gemini names it in 60% of its answers and never puts it first. Shoppers tend to act on the first brand an AI names. A mention further down the list counts for much less.

3 **Ten brands split the ten questions.**

The category breaks into distinct sub-markets, each with its own winner. LG takes laundry. Bosch takes dishwashers and shares refrigerators with Whirlpool. GE Appliances wins ovens, Panasonic wins microwaves, and Dyson and Miele share vacuums. Ninja, Roborock and Coway win their questions and barely register elsewhere.

4 **The engines mostly agree.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for 7 of the 10 questions. They split on refrigerators, vacuums and air purifiers, and each time ChatGPT is the odd one out. Gemini and AI Overviews both rank SEBO first for vacuums.

5 **AI learns about appliances from other people's websites.**

Of the 132 sources the engines cited, only one belongs to a brand. YouTube (19 citations) and Google Shopping cards (18) top the list, followed by Tom's Guide and Consumer Reports (8 each). Shopping cards make up 23% of AI Overviews' citations. Gemini cited a source in just 1 of its 10 answers.

6 **Samsung barely registers.**

Samsung competes on six of these questions. No engine names it for dryers, and only one engine names it for washers, dishwashers, microwaves or ovens. Frigidaire is missing from dishwashers and Tineco from vacuums.

1 · THE HOME APPLIANCE LEADERBOARD

LG leads the AI shelf for home appliances, but no brand dominates

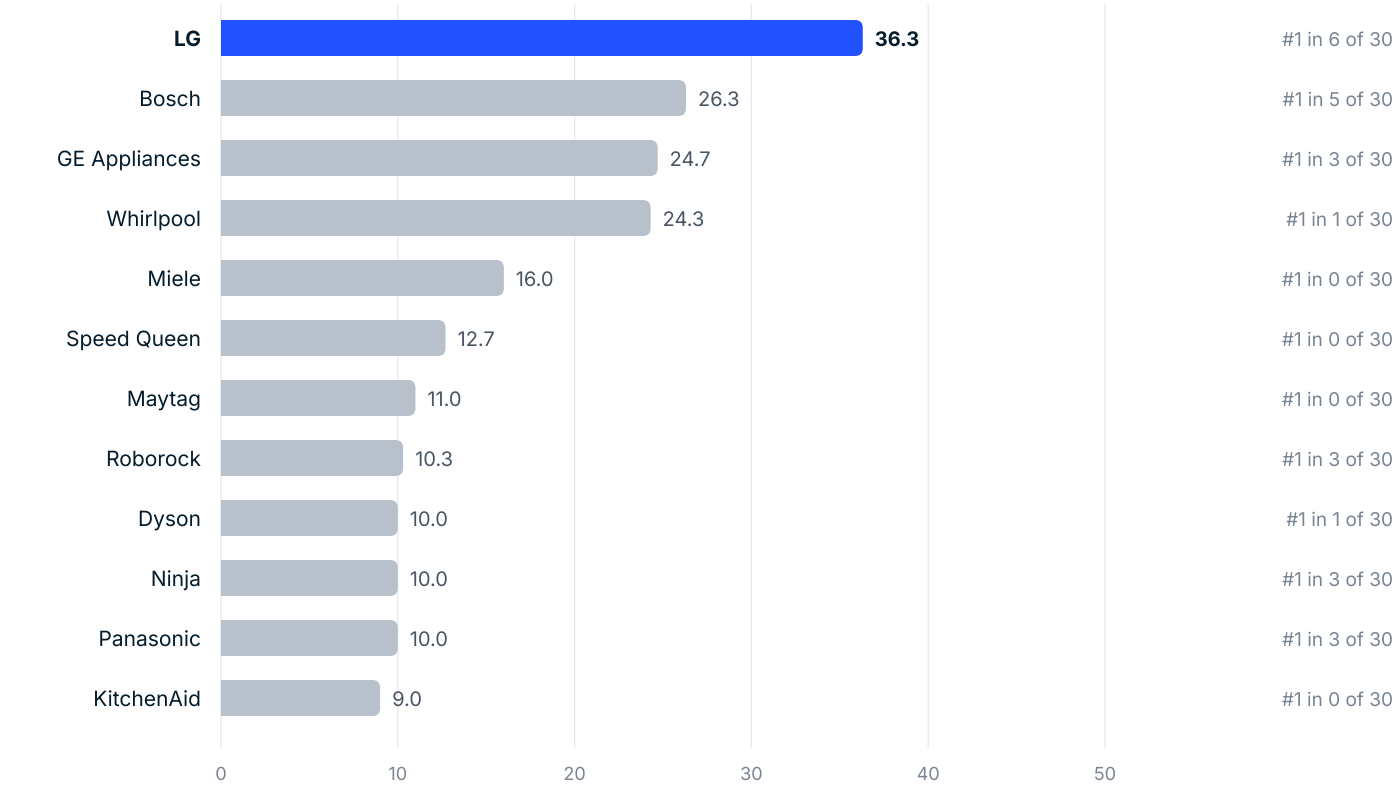
The AI Rank Score measures how high each engine places a brand across all ten questions. To score 100, a brand would need to be named first by all three engines on every question. Washing machines, air fryers and robot vacuums draw on very different sets of brands, so nobody comes close. LG's 36.3 is enough to lead.

LG gets its score from two outright wins in laundry and a strong second place on ovens and ranges. Bosch, GE Appliances and Whirlpool sit close together, between 24.3 and 26.3. Below them, specialists such as Roborock, Ninja and Panasonic win one question each and score about 10 overall.

Exhibit 1

LG ranks first on the AI Rank Score, with Bosch second.

AI Rank Score, home appliance category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Whirlpool is named often but almost never chosen first

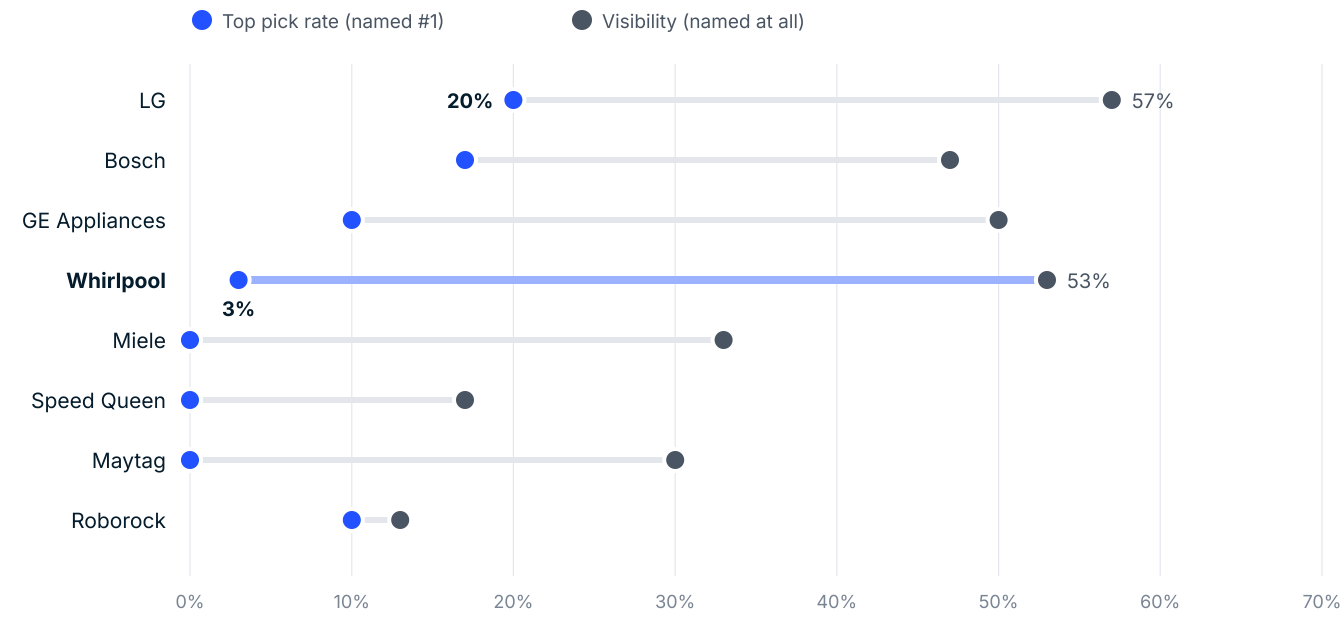
Visibility counts how often a brand is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a brand as the answer or as one more option on the list.

Whirlpool has the widest gap in the index. It is named in 53% of answers and is the first pick in 3%, a single answer. GE Appliances shows a milder version of the same pattern: named in 50%, first in 10%. LG and Bosch convert visibility into first picks far more often. The top pick rate is the number a CMO should watch.

Exhibit 2

Whirlpool is named in more than half of answers, but first only once.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

AI answers are short lists. Someone who asks for "the best dishwasher brands" tends to read the first name or two and stop there. Brands in fourth or fifth place still get seen, but they rarely get bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Ten brands share the ten #1 spots in home appliances

Home appliances behave like a set of separate markets. The brands that lead washers and refrigerators barely appear in air fryers or robot vacuums, so each question needs its own read (see the question pages). LG wins laundry. Ninja, Roborock and Coway each win a small appliance question while appearing in no more than 13% of all answers.

Exhibit 3

Each sub-market has its own winner, and no brand wins more than two.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Washers	Dryers	Refrig-erators	Dish-washers	Micro-waves	Ovens & ranges	Air fryers	Vacuums	Robot vacuums	Air puri-fiers
LG	**100**	**100**	47	17	20	80	–	–	–	–
Bosch	10	7	**87**	**100**	–	60	–	–	–	–
GE Appliances	13	13	60	13	47	**100**	–	–	–	–
Whirlpool	47	47	**87**	37	3	23	–	–	–	–
Miele	3	7	–	73	–	3	–	**73**	–	–
Speed Queen	47	80	–	–	–	–	–	–	–	–
Maytag	47	53	7	–	3	–	–	–	–	–
Roborock	–	–	–	–	–	–	–	3	**100**	–

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for brands

Pick the appliances where your product really is the best option and build coverage around them. A focused brand can own a question here: Roborock wins robot vacuums with 13% overall visibility. Broad brands should check every question for gaps. Samsung competes on six of these questions, is missing from dryers and is named by only one engine on four others.

Exhibit 4

Winners and losers on every home appliance question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best washing machine brands	**LG** 100	Electrolux 47	p. 9
2	Best clothes dryer brands	**LG** 100	Speed Queen 80	p. 10
3	Best refrigerator brands	**Bosch & Whirlpool** 87	GE Appliances 60	p. 11
4	Best dishwasher brands	**Bosch** 100	Miele 73	p. 12
5	Best microwave brands	**Panasonic** 100	Toshiba 80	p. 13
6	Best oven and range brands	**GE Appliances** 100	LG 80	p. 14
7	Best air fryer brands	**Ninja** 100	Cosori 67	p. 15
8	Best vacuum cleaner brands	**Dyson & Miele** 73	SEBO 67	p. 16
9	Best robot vacuum brands	**Roborock** 100	Dreame 73	p. 17
10	Best air purifier brands	**Coway** 87	Blueair 80	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best washing machine brands": LG (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best washing machine brands"

LG is the clear AI pick for washing machines

12	100	All 3	25
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, 1 from brand sites

LG scores 100 and is the first pick on all three engines. Maytag is a distant second at 47. In total 12 brands are named, and the top three take 48% of all brand mentions.

Exhibit 4.1

LG scores 100, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best washing machine brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	100	**#1**	**#1**	**#1**	16.9%	3/3	3/3
2	Maytag	47	#2	#5	#5	16.9%	3/3	0/3
3	Whirlpool	47	#3	#4	#4	14.3%	3/3	0/3
4	Electrolux	47	–	#3	#2	9.1%	2/3	0/3
5	Speed Queen	47	–	#2	#3	9.1%	2/3	0/3
6	GE Appliances	13	#5	#6	–	13.0%	2/3	0/3
7	Samsung	13	#4	–	–	3.9%	1/3	0/3
8	Bosch	10	#6	#8	#6	9.1%	3/3	0/3
9	Amana	3	–	#9	–	1.3%	0/3	0/3
10	Haier	3	–	#11	–	1.3%	0/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	1	1	2
cnet.com		1	1
grandappliance.com		1	1
donsappliances.com		1	1

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Samsung

QUOTE IT. #1 in AI answers for "Best washing machine brands": LG (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best clothes dryer brands"

LG is the clear AI pick for clothes dryers

10	100	All 3	12
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, none from brand sites

LG scores 100 and is the first pick on all three engines. Speed Queen is a distant second at 80. In total 10 brands are named, and the top three take 49% of all brand mentions.

Exhibit 4.2

LG scores 100, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best clothes dryer brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	100	**#1**	**#1**	**#1**	18.2%	3/3	3/3
2	Speed Queen	80	#2	#2	#2	14.3%	3/3	0/3
3	Maytag	53	#3	#4	#3	16.9%	3/3	0/3
4	Whirlpool	47	#4	#3	#4	14.3%	3/3	0/3
5	Electrolux	20	–	#5	#5	6.5%	2/3	0/3
6	GE Appliances	13	#5	#6	–	15.6%	2/3	0/3
7	Bosch	7	–	#8	#7	5.2%	2/3	0/3
8	Miele	7	–	#7	#6	6.5%	2/3	0/3
9	Amana	3	–	#9	–	1.3%	0/3	0/3
10	Haier	3	–	#10	–	1.3%	0/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
aboderight.com	1
aboutdarwin.com	1
automaticwasher.org	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best clothes dryer brands": LG (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best refrigerator brands"

Bosch and Whirlpool share the top spot for refrigerators

12	87	2 of 3	10
brands named across the three answers	AI Rank Score for Bosch and Whirlpool	engines agree on the #1 brand	sources cited, none from brand sites

Bosch and Whirlpool tie at 87. Bosch is ranked first by two engines; Whirlpool is ranked first by one engine. Gemini and Google AI Overviews put Bosch first, while ChatGPT goes with Whirlpool. In total 12 brands are named, and the top three take 54% of all brand mentions.

Exhibit 4.3

Bosch and Whirlpool score 87, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best refrigerator brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Bosch	87	#3	**#1**	**#1**	15.7%	3/3	2/3
2	Whirlpool	87	**#1**	#2	#2	12.4%	3/3	1/3
3	GE Appliances	60	#2	#3	#4	25.8%	3/3	0/3
4	LG	47	#4	#4	#3	12.4%	3/3	0/3
5	Samsung	13	#5	#7	–	7.9%	2/3	0/3
6	Sub-Zero	13	–	#6	#5	7.9%	2/3	0/3
7	Frigidaire	10	–	#5	–	5.6%	1/3	0/3
8	Maytag	7	#7	#8	–	4.5%	1/3	0/3
9	Amana	3	–	#9	–	1.1%	0/3	0/3
10	Electrolux	3	–	#11	–	1.1%	0/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	1	1
arnoldsappliance.com		1
baltimorechronicle.com	1	
bobvila.com	1	

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Frigidaire and KitchenAid

QUOTE IT. Joint #1 in AI answers for "Best refrigerator brands": Bosch and Whirlpool (AI Rank Score 87/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best dishwasher brands"

Bosch is the clear AI pick for dishwashers

8	100	All 3	19
brands named across the three answers	AI Rank Score for Bosch	engines agree on the #1 brand	sources cited, none from brand sites

Bosch scores 100 and is the first pick on all three engines. Miele is a distant second at 73. In total 8 brands are named, and the top three take 49% of all brand mentions.

Exhibit 4.4

Bosch scores 100, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best dishwasher brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Bosch	100	**#1**	**#1**	**#1**	19.7%	3/3	3/3
2	Miele	73	#2	#3	#2	14.8%	3/3	0/3
3	KitchenAid	67	#3	#2	#3	14.8%	3/3	0/3
4	Whirlpool	37	#5	#4	#4	13.1%	3/3	0/3
5	LG	17	#4	#6	–	11.5%	2/3	0/3
6	GE Appliances	13	#6	#5	–	21.3%	2/3	0/3
7	Haier	3	–	#7	–	1.6%	0/3	0/3
8	Samsung	3	#7	–	–	3.3%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	1	3
consumerreports.org		2
Google Shopping cards		2
tomsguide.com	2	

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Samsung

QUOTE IT. #1 in AI answers for "Best dishwasher brands": Bosch (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best microwave brands"

Panasonic is the clear AI pick for microwaves

12	100	All 3	11
brands named across the three answers	AI Rank Score for Panasonic	engines agree on the #1 brand	sources cited, none from brand sites

Panasonic scores 100 and is the first pick on all three engines. Toshiba is a distant second at 80. In total 12 brands are named, and the top three take 40% of all brand mentions.

Exhibit 4.5

Panasonic scores 100, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best microwave brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Panasonic	100	**#1**	**#1**	**#1**	14.9%	3/3	3/3
2	Toshiba	80	#2	#2	#2	13.8%	3/3	0/3
3	Breville	50	#3	#3	#5	11.7%	3/3	0/3
4	GE Appliances	47	#4	#4	#3	19.1%	3/3	0/3
5	LG	20	#7	#9	#4	9.6%	3/3	0/3
6	Sharp	13	#6	#5	–	10.6%	2/3	0/3
7	Samsung	10	#5	–	–	2.1%	1/3	0/3
8	KitchenAid	3	–	#8	–	3.2%	1/3	0/3
9	Maytag	3	–	#7	–	5.3%	1/3	0/3
10	Thermador	3	–	#10	–	1.1%	0/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		2
rtings.com		2
youtube.com	1	1
allkitchentips.com	1	

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Samsung

QUOTE IT. #1 in AI answers for "Best microwave brands": Panasonic (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Best oven and range brands"

GE Appliances is the clear AI pick for ovens and ranges

15	100	All 3	12
brands named across the three answers	AI Rank Score for GE Appliances	engines agree on the #1 brand	sources cited, none from brand sites

GE Appliances scores 100 and is the first pick on all three engines. LG is a distant second at 80. In total 15 brands are named, and the top three take 52% of all brand mentions.

Exhibit 4.6

GE Appliances scores 100, out of 15 brands named.

AI Rank Score and engine positions, top 10 brands for "Best oven and range brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	GE Appliances	100	**#1**	**#1**	**#1**	26.7%	3/3	3/3
2	LG	80	#2	#2	#2	11.9%	3/3	0/3
3	Bosch	60	#3	#3	#3	12.9%	3/3	0/3
4	Whirlpool	23	#5	#9	#5	8.9%	3/3	0/3
5	Frigidaire	17	#4	#8	–	7.9%	2/3	0/3
6	Wolf	17	–	#4	#6	8.9%	2/3	0/3
7	KitchenAid	13	–	–	#4	2.0%	1/3	0/3
8	Sub-Zero	10	–	#5	–	2.0%	1/3	0/3
9	BlueStar	7	–	#7	#7	5.9%	2/3	0/3
10	Fisher & Paykel	3	–	#12	–	1.0%	0/3	0/3

5 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		2
tomsguide.com		2
youtube.com	1	1
consumerreports.org		1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Samsung and KitchenAid

QUOTE IT. #1 in AI answers for "Best oven and range brands": GE Appliances (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best air fryer brands"

Ninja is the clear AI pick for air fryers

9	100	All 3	9
brands named across the three answers	AI Rank Score for Ninja	engines agree on the #1 brand	sources cited, none from brand sites

Ninja scores 100 and is the first pick on all three engines. Cosori is a distant second at 67. In total 9 brands are named, and the top three take 51% of all brand mentions.

Exhibit 4.7

Ninja scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best air fryer brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Ninja	100	**#1**	**#1**	**#1**	21.3%	3/3	3/3
2	Cosori	67	#3	#3	#2	14.7%	3/3	0/3
3	Instant	60	#4	#2	#3	14.7%	3/3	0/3
4	Philips	30	#2	#6	–	12.0%	2/3	0/3
5	Breville	27	–	#4	#4	13.3%	2/3	0/3
6	Cuisinart	20	#5	#5	–	10.7%	2/3	0/3
7	Typhur	10	–	–	#5	1.3%	0/3	0/3
8	Gourmia	3	–	#7	–	8.0%	1/3	0/3
9	Hamilton Beach	3	#6	–	–	4.0%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

airfriers.org	1
foodandwine.com	1
foodnetwork.com	1
goodhousekeeping.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Typhur

QUOTE IT. #1 in AI answers for "Best air fryer brands": Ninja (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best vacuum cleaner brands"

Dyson and Miele share the top spot for vacuum cleaners

7	73	2 of 3	11
brands named across the three answers	AI Rank Score for Dyson and Miele	engines agree on the #1 brand	sources cited, none from brand sites

Dyson and Miele tie at 73. Dyson is ranked first by one engine; Miele is ranked first by no engines. Gemini and Google AI Overviews put SEBO first, while ChatGPT goes with Dyson. In total 7 brands are named, and the top three take 48% of all brand mentions.

Exhibit 4.8

Dyson and Miele score 73, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best vacuum cleaner brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Dyson	73	**#1**	#3	#3	19.3%	3/3	1/3
2	Miele	73	#3	#2	#2	14.5%	3/3	0/3
3	SEBO	67	–	**#1**	**#1**	14.5%	2/3	2/3
4	Shark	53	#2	#4	#4	21.7%	3/3	0/3
5	Bissell	23	#4	#5	–	13.3%	2/3	0/3
6	Roborock	3	–	#6	–	6.0%	1/3	0/3
7	iRobot	3	–	#7	–	10.8%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
techradar.com	2
evacuumstore.com	1
lifestoryresearch.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. Joint #1 in AI answers for "Best vacuum cleaner brands": Dyson and Miele (AI Rank Score 73/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best robot vacuum brands"

Roborock is the clear AI pick for robot vacuums

6	100	All 3	9
brands named across the three answers	AI Rank Score for Roborock	engines agree on the #1 brand	sources cited, none from brand sites

Roborock scores 100 and is the first pick on all three engines. Dreame is a distant second at 73. The field is narrow. Only 6 brands are named, and the top three take 62% of all brand mentions.

Exhibit 4.9

Roborock scores 100, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best robot vacuum brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Roborock	100	#1	#1	#1	21.3%	3/3	3/3
2	Dreame	73	#2	#3	#2	18.0%	3/3	0/3
3	iRobot	37	#5	#2	–	23.0%	2/3	0/3
4	Eufy	33	#3	#4	–	14.8%	2/3	0/3
5	Ecovacs	23	–	#6	#3	8.2%	2/3	0/3
6	Shark	23	#4	#5	–	14.8%	2/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

consumeranalysis.com	1
Google Shopping cards	1
justadadapproved.com	1
pcmag.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best robot vacuum brands": Roborock (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best air purifier brands"

Coway leads AI answers for air purifiers, ahead of Blueair

9	87	2 of 3	14
brands named across the three answers	AI Rank Score for Coway	engines agree on the #1 brand	sources cited, none from brand sites

Coway scores 87. Two of the three engines rank it first. ChatGPT puts it at #3 and picks Blueair instead. Blueair is close behind at 80, so this question could change hands next month. In total 9 brands are named, and the top three take 54% of all brand mentions.

Exhibit 4.10

Coway scores 87, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best air purifier brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Coway	87	#3	**#1**	**#1**	17.4%	3/3	2/3
2	Blueair	80	**#1**	#3	#2	15.9%	3/3	1/3
3	Levoit	73	#2	#2	#3	20.3%	3/3	0/3
4	Dyson	27	#4	#8	#5	14.5%	3/3	0/3
5	Honeywell	13	#5	#6	–	8.7%	2/3	0/3
6	Alen	13	–	–	#4	4.3%	1/3	0/3
7	Winix	13	–	#4	–	10.1%	1/3	0/3
8	IQAir	10	–	#5	–	4.3%	1/3	0/3
9	Rabbit Air	3	–	#7	–	4.3%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
consumerreports.org	2
youtube.com	2
housefresh.com	1

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Winix and IQAir

QUOTE IT. #1 in AI answers for "Best air purifier brands": Coway (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

The engines agree on seven questions, and ChatGPT breaks ranks on the rest

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for 7 of the 10 questions. The answers themselves differ widely, though. Gemini writes the longest answers (about 1,149 words) and names 9.0 brands per answer. Google AI Overviews keeps it short, at about 195 words and 5.2 brands, and it is the only engine that cites Google Shopping cards.

Where the engines split, ChatGPT is the outlier each time. It picks Whirlpool for refrigerators, Dyson for vacuums and Blueair for air purifiers, while Gemini and AI Overviews choose Bosch, SEBO and Coway. Whirlpool's only first place in the index comes from that one ChatGPT answer.

Exhibit 5

Engines agree on seven of the ten appliance questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best washing machine	LG	LG	LG	✓ All agree
Best clothes dryer	LG	LG	LG	✓ All agree
Best refrigerator	Whirlpool	Bosch	Bosch	Split
Best dishwasher	Bosch	Bosch	Bosch	✓ All agree
Best microwave	Panasonic	Panasonic	Panasonic	✓ All agree
Best oven and range	GE Appliances	GE Appliances	GE Appliances	✓ All agree
Best air fryer	Ninja	Ninja	Ninja	✓ All agree
Best vacuum cleaner	Dyson	SEBO	SEBO	Split
Best robot vacuum	Roborock	Roborock	Roborock	✓ All agree
Best air purifier	Blueair	Coway	Coway	Split

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
LG	60% / 2×#1	60% / 2×#1	50% / 2×#1
Bosch	40% / 1×#1	50% / 2×#1	50% / 2×#1
GE Appliances	60% / 1×#1	60% / 1×#1	30% / 1×#1
Whirlpool	50% / 1×#1	60% / 0×#1	50% / 0×#1
Miele	20% / 0×#1	50% / 0×#1	30% / 0×#1
Speed Queen	10% / 0×#1	20% / 0×#1	20% / 0×#1

4 · WHERE AI LEARNS ABOUT HOME APPLIANCES

AI learns about appliances almost entirely from third parties

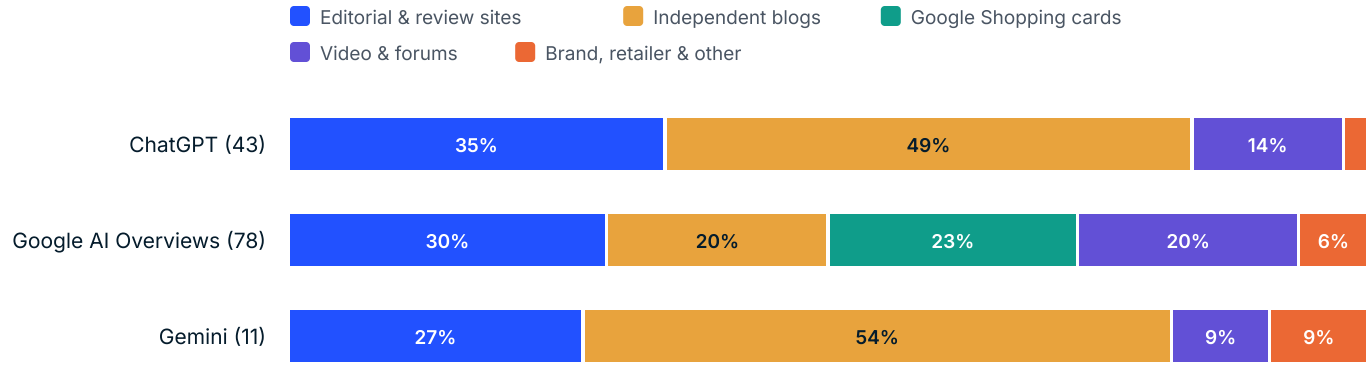
Across the ten questions, the engines cited 132 sources from 63 websites. Just one of those citations goes to a brand's own website. Everything else comes from review sites, independent blogs, video, forums, retailers and Google Shopping cards.

ChatGPT mixes independent blogs (48.8%) with editorial reviews such as Tom's Guide and TechRadar, and it cited YouTube six times. Google AI Overviews spreads across editorial reviews, Google Shopping cards, YouTube and Reddit. Gemini cited sources in only 1 of its 10 appliance answers. That makes it the hardest of the three engines to influence through sources.

Exhibit 6

Outside sources supply 99% of the citations behind AI appliance recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 1 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

1%	6	23%	1 of 10
of citations come from brands' own websites	Reddit or YouTube citations by ChatGPT in this category	of AI Overviews' citations are Google Shopping cards	Gemini answers that cite any source

GE Appliances leads more cited pages than LG

Of the 62 cited articles we read, LG appears on 61%. GE Appliances is the main brand on 13 of them, LG on 8. Whirlpool appears on 42% and leads just 4, which may explain its missing first places.

Exhibit 7

GE Appliances leads the most cited pages, but LG appears on the most.

Share of 62 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
LG	61%	8	6
Bosch	35%	5	5
GE Appliances	55%	13	3
Whirlpool	42%	4	1
Miele	26%	0	0
Speed Queen	19%	1	0

Based on the 62 of 89 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

Eight websites carry the most weight in AI answers about appliances.

Most cited domains across 30 answers, with the engines that cited them and the brands they feature most

● ChatGPT ● Gemini ● Google AI Overviews Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
youtube.com	19	● 6 ● 1 ● 12	9	Video and discussion (not analyzed)
Google Shopping cards	18	● 18	10	Product listings
tomsguide.com	8	● 8	6	GE Appliances, LG, Samsung, Maytag
consumerreports.org	8	● 1 ● 7	5	LG, Whirlpool, Bosch, GE Appliances
rtings.com	6	● 6	5	Page could not be opened
techradar.com	4	● 4	3	LG, Dyson, Shark, Levoit
lifestoryresearch.com	3	● 3	3	Ninja, Philips, Hamilton Beach, Cuisinart
grandappliance.com	3	● 1 ● 2	2	Page could not be opened

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share one product line at a time. A lead in laundry says nothing about air fryers.
- Ask your team for the top pick rate. Mentions alone flatter the brand.
- Fund this as a standing program. The engines change their answers every month, so a single campaign will fade.

CMOs

- Choose the questions you have to win ("best dishwasher brands", for example) and measure each engine on its own.
- Treat Google Shopping product data as AEO work. It supplies 23% of AI Overviews' appliance citations.
- Invest in hands-on video. YouTube is the most cited site here, with 19 citations across 9 questions.

Brand & PR teams

- Put testing labs and review sites (Consumer Reports, Tom's Guide, RTINGS, TechRadar) ahead of general news coverage.
- Support honest video reviews and take part in real Reddit discussions. All three engines cited YouTube.
- Before chasing new placements, fix the pages where you are mentioned but another brand is covered first.

Agencies

- Report on a fixed set of questions for each sub-market, engine by engine, with the AI Rank Score and top pick rate.
- Map the sources behind each competitor's #1 picks and plan coverage on those same sources.
- Benchmark results every month against the Answer Engine Daily index.

The home appliance playbook: where to get cited

Every source below was cited by at least one engine while answering this month's ten home appliance questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- YouTube reviews (19 citations, 9 questions)
- Google Shopping product listings (18, AI Overviews only)
- Consumer Reports (8)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- Tom's Guide (8, ChatGPT only)
- RTINGS (6, AI Overviews only)
- TechRadar (4)
- The New York Times (2)

Specialist & retail

Adds credibility on single appliance questions

- grandappliance.com (3, retailer)
- lifestoryresearch.com (3)
- automaticwasher.org (2)
- allkitchentips.com (2)
- Reddit (2)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 20 highest ranked home appliance brands

Exhibit A1

All eight index metrics for home appliance.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**LG**	**36.3**	57%	57%	20%	8.4%	5/10	3	1	0 of 6
2	**Bosch**	**26.3**	47%	47%	17%	6.4%	4/10	1	0	0 of 5
3	**GE Appliances**	**24.7**	50%	50%	10%	13.1%	3/10	1	0	0 of 6
4	**Whirlpool**	**24.3**	53%	53%	3%	7.2%	5/10	1	0	0 of 5
5	**Miele**	**16.0**	33%	30%	0%	3.8%	2/10	0	0	0 of 2
6	**Speed Queen**	**12.7**	17%	17%	0%	2.3%	1/10	1	0	0 of 2
7	**Maytag**	**11.0**	30%	27%	0%	4.4%	2/10	0	0	0 of 2
8	**Roborock**	**10.3**	13%	13%	10%	2.3%	1/10	1	0	0 of 1
9	**Dyson**	**10.0**	20%	20%	3%	3.3%	2/10	2	0	0 of 2
10	**Ninja**	**10.0**	10%	10%	10%	2.0%	1/10	1	0	0 of 1
11	**Panasonic**	**10.0**	10%	10%	10%	1.8%	1/10	1	0	0 of 1
12	**KitchenAid**	**9.0**	23%	20%	0%	2.4%	1/10	0	0	0 of 3
13	**Coway**	**8.7**	10%	10%	7%	1.5%	1/10	0	0	0 of 1
14	**Blueair**	**8.0**	10%	10%	3%	1.4%	1/10	1	0	0 of 1
15	**Toshiba**	**8.0**	10%	10%	0%	1.7%	1/10	0	0	0 of 1
16	**Breville**	**7.7**	17%	17%	0%	2.7%	1/10	0	0	0 of 2
17	**Shark**	**7.7**	17%	17%	0%	3.4%	1/10	1	0	0 of 2
18	**Dreame**	**7.3**	10%	10%	0%	1.4%	1/10	0	0	0 of 1
19	**Levoit**	**7.3**	10%	10%	0%	1.8%	1/10	1	0	0 of 1
20	**Electrolux**	**7.0**	17%	13%	0%	1.7%	0/10	2	0	0 of 2

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand. GE Profile and Café count as GE Appliances, and Roomba counts as iRobot.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 132 citations by type and read the 62 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 1 of its 10 home appliance answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN HOME APPLIANCE QUESTIONS

1. Best washing machine brands
2. Best clothes dryer brands
3. Best refrigerator brands
4. Best dishwasher brands
5. Best microwave brands
6. Best oven and range brands
7. Best air fryer brands
8. Best vacuum cleaner brands
9. Best robot vacuum brands
10. Best air purifier brands

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best washing machine brands', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

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2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

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