Who AI Recommends: Pet Products

How ChatGPT, Gemini and Google AI Overviews rank 59 pet product brands across ten buying questions, and what it takes to be the brand they name first.

PUBLISHED BY
Answer Engine Daily
answerenginedaily.com

ANALYSIS POWERED BY
markaeo
markaeo.com

ENGINES
ChatGPT · Gemini · Google AI Overviews
United States · October 2026

PLEASE READ FIRST

Important notice and disclaimer

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AT A GLANCE

The pet product category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

59
pet product brands named
by at least one engine

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

4.8%
of citations point to brands' own websites
10 of 208 sources

73%
of answers mention Purina
the most of any brand

2
times Hill's Science Diet 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 pet products, with ten questions running from dog and cat food to flea and tick treatments, supplements and cat litter.

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

CONTENTS

Executive summary 4
1 The pet product leaderboard 5
2 Winners and losers, question by question 7
The ten questions in detail 9
3 The engines disagree 19
4 Where AI learns about pet products 20
5 What leaders should do now 22
Appendix: brand scorecard 24
Methodology and definitions 25
About this index 26
Important notice and disclaimer 27

EXECUTIVE SUMMARY

Purina leads AI's pet aisle by a wide margin, and specialists take the rest

Pet products have a clear leader. Purina is named in 73% of answers and is the most visible brand on all three engines. Outside everyday food, specialists such as Zuke's and Nutramax win their questions. And the engines agree on the #1 brand for just 2 of 10 questions.

KEY FINDINGS

1 **Purina is well ahead.**

Purina tops the index with an AI Rank Score of 52.0. Hill's Science Diet (37.7) and Royal Canin (33.7) trail well behind. Purina is named in 73% of answers and ranked first in 9 of 30. It wins cat food, puppy food and wet cat food outright, and shares dog food.

2 **Hill's Science Diet is everywhere and rarely first.**

Hill's Science Diet is named in 53% of answers but ranked first in only 2 of 30, both by ChatGPT. Google AI Overviews names it in 60% of its answers and never puts it first. Royal Canin has a milder version of the same problem: 50% visibility, two first places.

3 **Specialists win the questions outside food.**

Zuke's takes dog treats with a perfect 100. Simparica wins flea and tick treatments, Nutramax wins supplements and Dr. Elsey's wins cat litter. Even within food, Orijen takes grain-free. Eight brands share the ten #1 spots.

4 **The engines rarely agree.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for only 2 of the 10 questions, cat food and dog treats. On the most basic question, dog food, each engine names a different #1 and three brands tie at 80.

5 **AI learns about pets from blogs, experts and retailers.**

Of the 208 sources the engines cited, 95.2% belong to someone other than the brand. PetMD is the most cited publisher, with 11 citations. Gemini draws 25.5% of its citations from authorities such as AAFCO and Cornell, and Google Shopping cards supply 21.3% of AI Overviews' citations.

6 **Some big names are missing.**

Pedigree is absent from all 3 questions where we expected it, and Taste of the Wild misses 3 of 4. Blue Buffalo is missing from 3 of 7, despite appearing on 27% of the pages the engines cite.

1 · THE PET PRODUCT LEADERBOARD

Purina leads the AI shelf for pet products by a wide margin

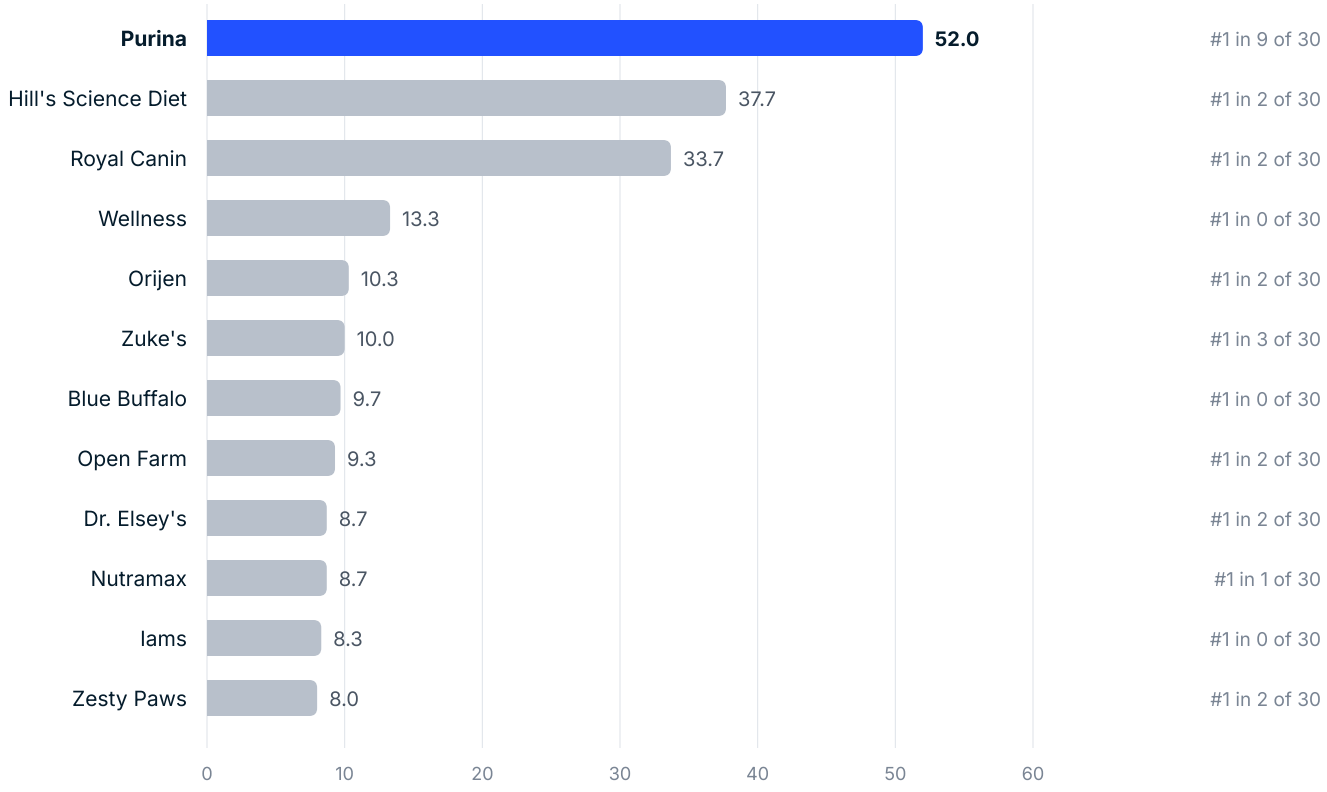
The AI Rank Score measures how high each engine places a brand in its recommendations across all ten questions. To score 100, a brand would need to be named first by all three engines on every question. Pet questions run from dog food to flea treatments and cat litter, and no brand can win them all. For a category this broad, Purina's 52.0 is a strong score.

Purina wins cat food, puppy food and wet cat food outright, shares dog food, and also places on supplements and litter. Hill's Science Diet and Royal Canin score on food questions only. Then the scores fall away: the next brand, Wellness, has 13.3. Specialists like Zuke's and Dr. Elsey's win their one question and barely register anywhere else.

Exhibit 1

Purina ranks first on the AI Rank Score, with Hill's Science Diet second.

AI Rank Score, pet product 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

Hill's Science Diet is named in half of all answers but rarely first

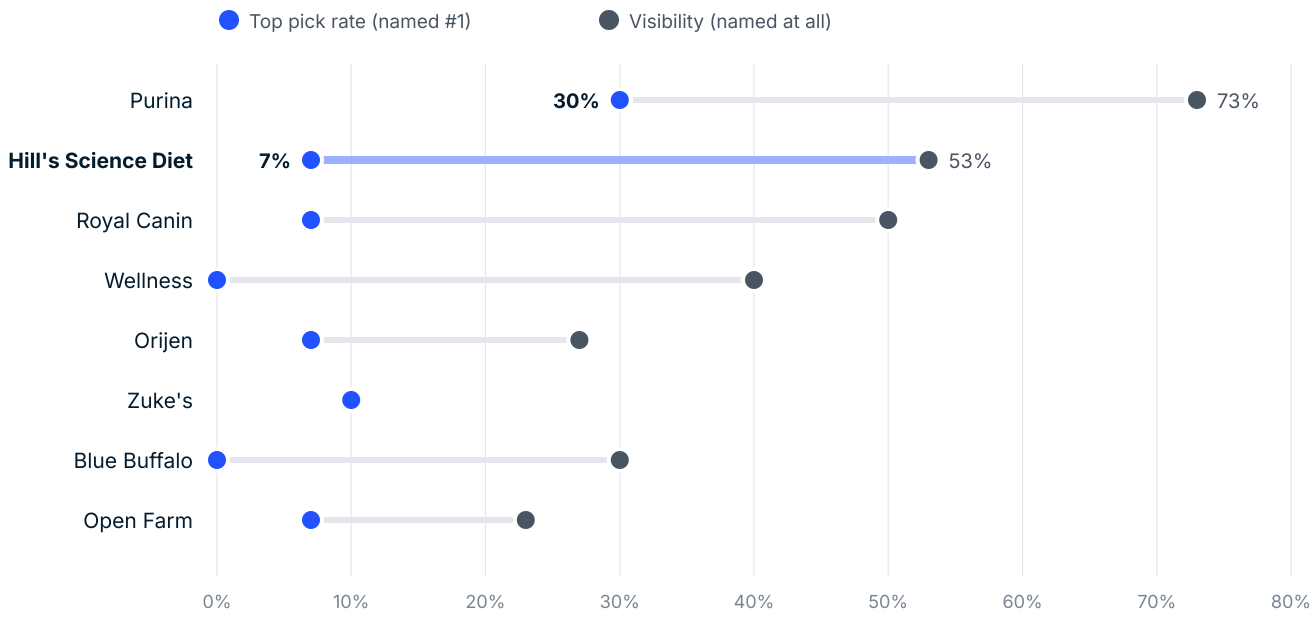
Visibility counts how often a brand is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a brand as the answer or as one more option on the list.

Hill's Science Diet has the widest gap in the index. It appears in 53% of answers and is the first pick in only 2 of 30, both from ChatGPT. Gemini and Google AI Overviews name it often and never put it first. Purina converts far better, with 9 first places. If a CMO watches one number here, it should be the top pick rate.

Exhibit 2

Hill's Science Diet is named in 53% of answers, but first in only 7%.

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. A pet owner who asks for "the best dog food brands" tends to read the first name or two and stop there. Brands in fourth or fifth place still get seen, but they rarely end up in the bowl.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Eight brands share the ten #1 spots in pet products

Question by question, the category splits in two. Purina, Hill's Science Diet and Royal Canin take every food question except grain-free, which goes to Orijen. Treats, flea and tick, supplements and litter each go to a specialist that scores little anywhere else.

Exhibit 3

Three brands own the food questions, and specialists win the rest.

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

	Dog food	Cat food	Dog treats	Flea & tick	Puppy food	Senior dogs	Grain-free	Wet cat food	Supple-ments	Cat litter
Purina	**80**	**100**	–	–	**87**	80	7	**93**	37	37
Hill's Science Diet	**80**	67	–	–	80	**87**	3	60	–	–
Royal Canin	**80**	73	–	–	73	53	–	57	–	–
Wellness	7	20	–	–	20	7	60	20	–	–
Orijen	27	–	–	–	3	7	**67**	–	–	–
Zuke's	–	–	**100**	–	–	–	–	–	–	–
Blue Buffalo	–	–	33	–	17	27	20	–	–	–
Open Farm	13	3	–	–	3	33	37	3	–	–

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

If you sit outside the big three, pick the needs where you really lead and build coverage there. Zuke's wins dog treats with a perfect 100 while appearing in only 10% of all answers. Food brands should look for gaps. Purina is missing from dog treats, and Blue Buffalo misses 3 of the 7 questions where we expected it.

Exhibit 4

Winners and losers on every pet product question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best dog food brands	**Hill's Science Diet & Purina & Royal Canin** 80	Orijen 27	p. 9
2	Best cat food brands	**Purina** 100	Royal Canin 73	p. 10
3	Best dog treat brands	**Zuke's** 100	Bocce's Bakery 47	p. 11
4	Best flea and tick treatment brands	**Simparica** 67	K9 Advantix 50	p. 12
5	Best puppy food brands	**Purina** 87	Hill's Science Diet 80	p. 13
6	Best dog food brands for senior dogs	**Hill's Science Diet** 87	Purina 80	p. 14
7	Best grain-free dog food brands	**Orijen** 67	Wellness 60	p. 15
8	Best wet cat food brands	**Purina** 93	Hill's Science Diet 60	p. 16
9	Best pet supplement brands	**Nutramax** 87	Zesty Paws 80	p. 17
10	Best cat litter brands	**Dr. Elsey's** 87	World's Best Cat Litter 73	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 cat food brands": Purina (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 dog food brands"

Hill's Science Diet, Purina and Royal Canin share the top spot for dog food

17	80	None	11
brands named across the three answers	joint AI Rank Score for the three leaders	engines agree on the #1 brand	sources cited, none from brand sites

Hill's Science Diet, Purina and Royal Canin tie at 80, and each is ranked first by a different engine. In total 17 brands are named, and the top three take 45% of all brand mentions.

Exhibit 4.1

Hill's Science Diet, Purina and Royal Canin score 80, out of 17 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Hill's Science Diet	80	**#1**	#2	#3	11.3%	3/3	1/3
2	Purina	80	#3	**#1**	#2	25.4%	3/3	1/3
3	Royal Canin	80	#2	#3	**#1**	8.5%	3/3	1/3
4	Orijen	27	#4	#10	#5	9.9%	3/3	0/3
5	The Farmer's Dog	20	#5	#5	–	4.2%	2/3	0/3
6	Iams	13	–	#4	–	2.8%	1/3	0/3
7	Open Farm	13	–	–	#4	2.8%	1/3	0/3
8	Acana	7	#8	#11	–	4.2%	2/3	0/3
9	Merrick	7	#6	#12	–	5.6%	2/3	0/3
10	Stella & Chewy's	7	–	#16	#6	4.2%	2/3	0/3

7 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

dogfoodadvisor.com	2
amazon.com	1
emancipet.org	1
forbes.com	1

Plus 6 more sites.

WHO IS MISSING

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QUOTE IT. Joint #1 in AI answers for "Best dog food brands": Hill's Science Diet, Purina and Royal Canin (AI Rank Score 80/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best cat food brands"

Purina is the clear AI pick for cat food

10	100	All 3	20
brands named across the three answers	AI Rank Score for Purina	engines agree on the #1 brand	sources cited, none from brand sites

Purina scores 100 and is the first pick on all three engines. Royal Canin is a distant second at 73. The field is narrow. Only 10 brands are named, and the top three take 68% of all brand mentions.

Exhibit 4.2

Purina scores 100, out of 10 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Purina	100	#1	#1	#1	42.6%	3/3	3/3
2	Royal Canin	73	#2	#3	#2	13.2%	3/3	0/3
3	Hill's Science Diet	67	#3	#2	#3	11.8%	3/3	0/3
4	Iams	27	#4	–	#4	4.4%	2/3	0/3
5	Wellness	20	#5	#5	–	7.4%	2/3	0/3
6	Tiki Cat	13	–	#4	–	5.9%	1/3	0/3
7	Instinct	3	–	#6	–	4.4%	1/3	0/3
8	K9 Advantix	3	–	#9	–	1.5%	1/3	0/3
9	Open Farm	3	–	#8	–	4.4%	1/3	0/3
10	Smalls	3	–	#7	–	4.4%	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

healthline.com	1	1
Google Shopping cards		2
neko-neko.co	1	
walmart.com	1	

Plus 14 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Tiki Cat and Smalls

QUOTE IT. #1 in AI answers for "Best cat food brands": Purina (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 dog treat brands"

Zuke's is the clear AI pick for dog treats

13	100	All 3	23
brands named across the three answers	AI Rank Score for Zuke's	engines agree on the #1 brand	sources cited, none from brand sites

Zuke's scores 100 and is the first pick on all three engines. Bocce's Bakery is a distant second at 47. The field is wide open: 13 brands are named and the top three take only 37% of mentions.

Exhibit 4.3

Zuke's scores 100, out of 13 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Zuke's	100	#1	#1	#1	14.8%	3/3	3/3
2	Bocce's Bakery	47	–	#3	#2	11.1%	2/3	0/3
3	Blue Buffalo	33	#3	–	#4	11.1%	2/3	0/3
4	Greenies	27	#4	#8	#5	14.8%	3/3	0/3
5	Cloud Star	27	–	#2	–	3.7%	1/3	0/3
6	Milk-Bone	27	#2	–	–	7.4%	1/3	0/3
7	Stella & Chewy's	20	–	–	#3	7.4%	1/3	0/3
8	Stewart	13	–	#4	–	3.7%	1/3	0/3
9	Vital Essentials	10	–	#5	–	3.7%	1/3	0/3
10	Full Moon	7	–	#6	#6	11.1%	2/3	0/3

3 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

vohc.org	2
Google Shopping cards	2
aafco.org	1
petmax.ca	1

Plus 17 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Milk-Bone and Old Mother Hubbard

QUOTE IT. #1 in AI answers for "Best dog treat brands": Zuke's (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 4 OF 10

"Best flea and tick treatment brands"

Simparica leads AI answers for flea and tick treatments, ahead of K9 Advantix

9	67	2 of 3	26
brands named across the three answers	AI Rank Score for Simparica	engines agree on the #1 brand	sources cited, 3 from brand sites

Simparica scores 67. Two of the three engines rank it first. ChatGPT leaves it out and picks Frontline. K9 Advantix follows at 50. In total 9 brands are named, and the top three take 41% of all brand mentions.

Exhibit 4.4

Simparica scores 67, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best flea and tick treatment brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Simparica	67	–	**#1**	**#1**	7.6%	2/3	2/3
2	K9 Advantix	50	#3	#6	#2	16.7%	3/3	0/3
3	NexGard	40	#4	#2	–	16.7%	2/3	0/3
4	Frontline	37	**#1**	#7	–	12.1%	2/3	1/3
5	Seresto	30	#2	#8	–	12.1%	2/3	0/3
6	Bravecto	20	–	#3	–	7.6%	1/3	0/3
7	Capstar	13	#5	#9	–	9.1%	2/3	0/3
8	Credelio	13	–	#4	–	4.5%	1/3	0/3
9	Revolution	10	–	#5	–	13.6%	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		4
petmd.com	1	2
zoetispetcare.com		2
petbasics.com		2

Plus 15 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Bravecto, Credelio and Revolution

QUOTE IT. #1 in AI answers for "Best flea and tick treatment brands": Simparica (AI Rank Score 67/100, recommended by 2 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best puppy food brands"

Purina leads AI answers for puppy food, ahead of Hill's Science Diet

13	87	2 of 3	28
brands named across the three answers	AI Rank Score for Purina	engines agree on the #1 brand	sources cited, none from brand sites

Purina scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Royal Canin instead. Hill's Science Diet is close behind at 80, so this question could change hands next month. In total 13 brands are named, and the top three take 55% of all brand mentions.

Exhibit 4.5

Purina scores 87, out of 13 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Purina	87	**#1**	**#1**	#3	26.5%	3/3	2/3
2	Hill's Science Diet	80	#2	#2	#2	16.3%	3/3	0/3
3	Royal Canin	73	#3	#3	**#1**	12.2%	3/3	1/3
4	Iams	40	#4	#4	#4	12.2%	3/3	0/3
5	Wellness	20	#5	#5	–	4.1%	2/3	0/3
6	Blue Buffalo	17	#6	#6	#5	8.2%	3/3	0/3
7	The Farmer's Dog	7	–	#11	#7	6.1%	2/3	0/3
8	Acana	3	–	#9	–	2.0%	1/3	0/3
9	JustFoodForDogs	3	–	#10	–	4.1%	1/3	0/3
10	Nulo	3	–	–	#6	2.0%	1/3	0/3

3 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

forbes.com	1	1	1
chewy.com	1	1	
levittownvet.com		1	1
thepetdoctorinc.com		1	1

Plus 15 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Orijen

QUOTE IT. #1 in AI answers for "Best puppy food brands": Purina (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

2 · QUESTION 6 OF 10

"Best dog food brands for senior dogs"

Hill's Science Diet leads AI answers for senior dog food, ahead of Purina

12	87	None	31
brands named across the three answers	AI Rank Score for Hill's Science Diet	engines agree on the #1 brand	sources cited, 2 from brand sites

Hill's Science Diet scores 87, although only ChatGPT ranks it first. Purina is close behind at 80, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses Hill's Science Diet, Gemini Purina and Google AI Overviews Open Farm. In total 12 brands are named, and the top three take 57% of all brand mentions.

Exhibit 4.6

Hill's Science Diet scores 87, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best dog food brands for senior dogs"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Hill's Science Diet	87	**#1**	#2	#2	18.2%	3/3	1/3
2	Purina	80	#2	**#1**	#3	27.3%	3/3	1/3
3	Royal Canin	53	#3	#3	#4	11.4%	3/3	0/3
4	Open Farm	33	–	–	**#1**	2.3%	1/3	1/3
5	Blue Buffalo	27	#4	#9	#5	9.1%	3/3	0/3
6	JustFoodForDogs	13	–	#4	–	9.1%	1/3	0/3
7	Nutro	10	#5	–	–	2.3%	1/3	0/3
8	The Farmer's Dog	10	–	#5	–	2.3%	1/3	0/3
9	Orijen	7	–	#7	#7	6.8%	2/3	0/3
10	Wellness	7	–	#8	#6	4.5%	2/3	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

ubuy.com	4
Google Shopping cards	3
adspet.com.au	1
petco.com	1

Plus 22 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE The Farmer's Dog and Iams

QUOTE IT. #1 in AI answers for "Best dog food brands for senior dogs": Hill's Science Diet (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

2 · QUESTION 7 OF 10

"Best grain-free dog food brands"

Orijen leads AI answers for grain-free dog food, ahead of Wellness

13	67	2 of 3	13
brands named across the three answers	AI Rank Score for Orijen	engines agree on the #1 brand	sources cited, 2 from brand sites

Orijen scores 67. Two of the three engines rank it first. Google AI Overviews leaves it out and picks Open Farm. Wellness is close behind at 60, so this question could change hands next month. The field is wide open: 13 brands are named and the top three take only 33% of mentions.

Exhibit 4.7

Orijen scores 67, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Best grain-free dog food brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Orijen	67	**#1**	**#1**	–	11.5%	2/3	2/3
2	**Wellness**	60	#3	#2	#4	11.5%	3/3	0/3
3	**Taste of the Wild**	50	#2	#3	#6	9.6%	3/3	0/3
4	**Open Farm**	37	–	#8	**#1**	11.5%	2/3	1/3
5	**Merrick**	33	#4	#5	#5	15.4%	3/3	0/3
6	**The Honest Kitchen**	27	–	–	#2	3.8%	1/3	0/3
7	**Blue Buffalo**	20	–	–	#3	1.9%	1/3	0/3
8	**Canidae**	13	#5	#7	–	11.5%	2/3	0/3
9	**Diamond**	13	–	#4	–	1.9%	1/3	0/3
10	**Purina**	7	–	#6	#7	5.8%	1/3	0/3

3 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

chewy.com	2
Google Shopping cards	2
dogfooddb.app	1
forbes.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Blue Buffalo and Instinct

QUOTE IT. #1 in AI answers for "Best grain-free dog food brands": Orijen (AI Rank Score 67/100, recommended by 2 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best wet cat food brands"

Purina is the clear AI pick for wet cat food

12	93	2 of 3	20
brands named across the three answers	AI Rank Score for Purina	engines agree on the #1 brand	sources cited, none from brand sites

Purina scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Tiki Cat instead. Tiki Cat is a distant second at 60. In total 12 brands are named, and the top three take 59% of all brand mentions.

Exhibit 4.8

Purina scores 93, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best wet cat food brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Purina	93	#2	**#1**	**#1**	37.5%	3/3	2/3
2	Tiki Cat	60	**#1**	#4	#4	10.9%	3/3	1/3
3	Hill's Science Diet	60	#4	#2	#3	10.9%	3/3	0/3
4	Royal Canin	57	#5	#3	#2	9.4%	3/3	0/3
5	Weruva	20	–	#5	#5	7.8%	2/3	0/3
6	Wellness	20	#3	–	–	3.1%	1/3	0/3
7	Sheba	7	#6	#9	–	6.2%	2/3	0/3
8	Smalls	7	–	#10	#6	4.7%	2/3	0/3
9	Instinct	3	–	#8	–	3.1%	1/3	0/3
10	Nulo	3	–	#6	–	3.1%	1/3	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		3
petmd.com	1	1
youtube.com		2
aafco.org		1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Wellness

QUOTE IT. #1 in AI answers for "Best wet cat food brands": Purina (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best pet supplement brands"

Nutramax leads AI answers for pet supplements, ahead of Zesty Paws

7	87	2 of 3	19
brands named across the three answers	AI Rank Score for Nutramax	engines agree on the #1 brand	sources cited, 2 from brand sites

Nutramax scores 87, although only Gemini ranks it first. Zesty Paws is close behind at 80, so this question could change hands next month. ChatGPT and Google AI Overviews put Zesty Paws first, while Gemini goes with Nutramax. In total 7 brands are named, and the top three take 56% of all brand mentions.

Exhibit 4.9

Nutramax scores 87, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best pet supplement brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Nutramax	87	#2	**#1**	#2	30.8%	3/3	1/3
2	Zesty Paws	80	**#1**	#4	**#1**	12.8%	3/3	2/3
3	VetriScience	47	#4	#3	#4	12.8%	3/3	0/3
4	Purina	37	#5	#2	–	20.5%	2/3	0/3
5	Native Pet	30	–	#5	#3	7.7%	2/3	0/3
6	Pet Honesty	30	#3	–	#5	7.7%	2/3	0/3
7	PetLab Co.	7	#6	–	#6	7.7%	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

ringly.io	1	1
amazon.com		1
businessinsider.com		1
youtube.com		1

Plus 14 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best pet supplement brands": Nutramax (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

2 · QUESTION 10 OF 10

"Best cat litter brands"

Dr. Elsey's leads AI answers for cat litter, ahead of World's Best Cat Litter

7	87	2 of 3	17
brands named across the three answers	AI Rank Score for Dr. Elsey's	engines agree on the #1 brand	sources cited, 1 from brand sites

Dr. Elsey's scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Boxiecat instead. World's Best Cat Litter follows at 73. In total 7 brands are named, and the top three take 54% of all brand mentions.

Exhibit 4.10

Dr. Elsey's scores 87, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best cat litter brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Dr. Elsey's	87	**#1**	**#1**	#3	17.9%	3/3	2/3
2	World's Best Cat Litter	73	#3	#2	#2	17.9%	3/3	0/3
3	Arm & Hammer	57	#2	#3	#5	17.9%	3/3	0/3
4	Purina	37	#4	#5	#4	25.0%	3/3	0/3
5	Boxiecat	33	–	–	**#1**	7.1%	1/3	1/3
6	PrettyLitter	13	–	#4	–	10.7%	1/3	0/3
7	Fresh Step	10	#5	–	–	3.6%	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
amazon.com	1
cats.com	1
forbes.com	1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Fresh Step, PrettyLitter and Boxiecat

QUOTE IT. #1 in AI answers for "Best cat litter brands": Dr. Elsey's (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 three engines agree on the top pick for only two pet questions

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for just 2 of the 10 questions, cat food and dog treats. On dog food, each engine picks a different brand. Gemini writes the longest answers (about 1,211 words) and names 9.7 brands per answer. ChatGPT and Google AI Overviews name 5.5 and 5.7.

Purina does best on Gemini, which names it in 80% of its answers and ranks it first five times. Google AI Overviews spreads its first places more widely. It ranks Royal Canin and Open Farm first twice each, on questions where ChatGPT and Gemini preferred other brands.

Exhibit 5

Engines split on eight of the ten pet product questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best dog food	Hill's Science Diet	Purina	Royal Canin	Split
Best cat food	Purina	Purina	Purina	✓ All agree
Best dog treat	Zuke's	Zuke's	Zuke's	✓ All agree
Best flea and tick treatment	Frontline	Simparica	Simparica	Split
Best puppy food	Purina	Purina	Royal Canin	Split
Best dog food for senior dogs	Hill's Science Diet	Purina	Open Farm	Split
Best grain-free dog food	Orijen	Orijen	Open Farm	Split
Best wet cat food	Tiki Cat	Purina	Purina	Split
Best pet supplement	Zesty Paws	Nutramax	Zesty Paws	Split
Best cat litter	Dr. Elsey's	Dr. Elsey's	Boxiecat	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
Purina	70% / 2×#1	80% / 5×#1	70% / 2×#1
Hill's Science Diet	50% / 2×#1	50% / 0×#1	60% / 0×#1
Royal Canin	50% / 0×#1	50% / 0×#1	50% / 2×#1
Wellness	50% / 0×#1	50% / 0×#1	20% / 0×#1
Orijen	20% / 1×#1	40% / 1×#1	20% / 0×#1
Zuke's	10% / 1×#1	10% / 1×#1	10% / 1×#1

4 · WHERE AI LEARNS ABOUT PET PRODUCTS

Each engine draws on a different set of pet sources

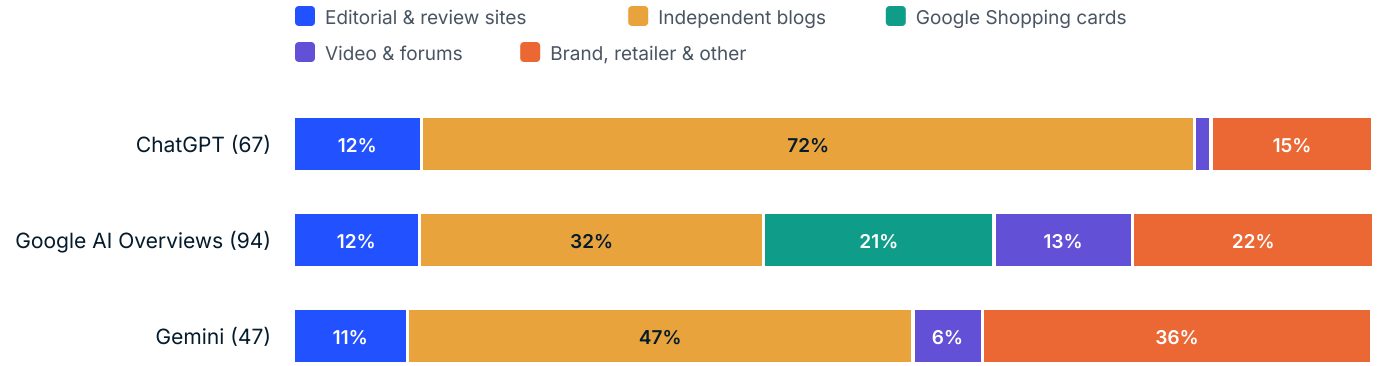
Across the ten questions, the engines cited 208 sources from 125 websites. Only 10 of those citations (4.8%) go to a brand's own website. The rest come from blogs and publishers, retailers, Google Shopping cards, vet and nutrition authorities, video and forums.

Their habits differ. ChatGPT takes 71.6% of its citations from independent blogs and publishers and cited Reddit or YouTube just once. Gemini cited sources in 6 of its 10 answers and leans on authorities such as AAFCO and Cornell (25.5%). Google AI Overviews mixes blogs with Google Shopping cards (21.3%), retailers like Chewy and Amazon, and forums.

Exhibit 6

Outside sources supply 95.2% of the citations behind AI pet 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 6 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

5%	1	21%	6 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

Purina leads 34 of the pages AI cites

Of the 103 cited articles we could read, Purina is the main brand on 34. Hill's Science Diet leads just 3.

Exhibit 7

Hill's Science Diet appears on 32% of cited pages but leads only 3.

Share of 103 cited articles that mention each brand, articles where it is the main brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Purina	44%	34	9
Hill's Science Diet	32%	3	2
Royal Canin	34%	1	2
Wellness	18%	1	0
Orijen	14%	3	2
Zuke's	5%	1	3

Based on the 103 of 169 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

PetMD and Google Shopping carry the most weight.

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
Google Shopping cards	20	20	9	Product listings
petmd.com	11	5 · 3 · 3	7	Purina, Hill's Science Diet, Royal Canin, NexGard
youtube.com	9	1 · 2 · 6	7	Video and discussion (not analyzed)
forbes.com	7	2 · 1 · 4	5	Page could not be opened
reddit.com	6	1 · 5	5	Video and discussion (not analyzed)
chewy.com	6	2 · 1 · 3	4	K9 Advantix, Seresto, NexGard, Simparica
amazon.com	4	4	4	Purina, Blue Buffalo, Rachael Ray Nutrish, Pedigree
cats.com	4	4	4	Purina, Dr. Elsey's, Stella & Chewy's, Nulo

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 next to market share. In pet products one brand already takes 22.4% of all mentions.
- 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 needs you have to win ("best senior dog food", for example) and measure each engine on its own.
- Treat Google Shopping and retailer listings as AEO work. They supply 21.3% and 14.9% of AI Overviews' citations.
- Back product claims with vet and nutrition sources. Gemini takes 25.5% of its citations from authority sites.

Brand & PR teams

- Put PetMD, Forbes and Cats.com ahead of general news coverage. Each is cited on several questions.
- Keep product pages complete on Chewy, Amazon and Walmart. The engines cite all three.
- Get honest reviews onto YouTube and take part in real Reddit discussions. Google AI Overviews cites both.

Agencies

- Report on a fixed set of questions, engine by engine, with the AI Rank Score and the 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 pet product citation playbook: where to get cited

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

Must win

Cited across engines and questions

- PetMD (11 citations, 7 questions)
- Google Shopping product listings (20, AI Overviews only)
- YouTube reviews (9)
- Reddit (6)

Editorial & expert

Shapes Gemini's and AI Overviews' answers

- Forbes (7)
- Cats.com (4, AI Overviews)
- AAFCO (3, Gemini only)
- Cornell (3)

Retail

Product pages the engines cite directly

- Chewy (6, all three engines)
- Amazon (4, AI Overviews)
- Ubuy (4, AI Overviews)
- Walmart (3, ChatGPT)

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 pet product brands

Exhibit A1

All eight index metrics for pet product.

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	**Purina**	52.0	73%	70%	30%	22.4%	6/10	7	0	1 of 8
2	**Hill's Science Diet**	37.7	53%	50%	7%	7.9%	5/10	1	0	0 of 5
3	**Royal Canin**	33.7	50%	50%	7%	6.3%	5/10	2	1	0 of 5
4	**Wellness**	13.3	40%	40%	0%	3.9%	1/10	0	1	1 of 7
5	**Orijen**	10.3	27%	27%	7%	3.3%	1/10	0	0	0 of 4
6	**Zuke's**	10.0	10%	10%	10%	0.8%	1/10	0	0	0 of 1
7	**Blue Buffalo**	9.7	30%	30%	0%	2.4%	2/10	2	0	3 of 7
8	**Open Farm**	9.3	23%	23%	7%	2.8%	0/10	0	1	–
9	**Dr. Elsey's**	8.7	10%	10%	7%	1.0%	1/10	0	0	0 of 1
10	**Nutramax**	8.7	10%	10%	3%	2.4%	1/10	0	0	0 of 1
11	**Iams**	8.3	23%	23%	0%	2.4%	1/10	0	0	1 of 5
12	**Zesty Paws**	8.0	10%	10%	7%	1.0%	1/10	0	1	0 of 1
13	**Tiki Cat**	7.3	13%	13%	3%	2.2%	1/10	0	0	0 of 2
14	**World's Best Cat Litter**	7.3	10%	10%	0%	1.0%	1/10	0	1	0 of 1
15	**Simparica**	6.7	7%	7%	7%	1.0%	0/10	0	0	0 of 1
16	**Arm & Hammer**	5.7	10%	10%	0%	1.0%	1/10	0	0	0 of 1
17	**K9 Advantix**	5.3	13%	13%	0%	2.4%	1/10	2	0	0 of 1
18	**Taste of the Wild**	5.0	10%	10%	0%	1.0%	1/10	0	0	3 of 4
19	**VetriScience**	4.7	10%	10%	0%	1.0%	1/10	0	1	0 of 1
20	**Bocce's Bakery**	4.7	7%	7%	0%	0.6%	0/10	0	0	–

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. Pro Plan, Fancy Feast, Tidy Cats, Beneful and Friskies count as Purina, and Cosequin and Dasuquin count as Nutramax.
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 208 citations by type and read the 103 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 6 of its 10 pet product answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN PET PRODUCT QUESTIONS

1. Best dog food brands
2. Best cat food brands
3. Best dog treat brands
4. Best flea and tick treatment brands
5. Best puppy food brands
6. Best dog food brands for senior dogs
7. Best grain-free dog food brands
8. Best wet cat food brands
9. Best pet supplement brands
10. Best cat litter 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 cat food 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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