Who AI Recommends: Skincare

How ChatGPT, Gemini and Google AI Overviews rank 48 skincare brands on 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 skincare category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

48
skincare brands named
by at least one engine

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

5%
of citations point to brands' own websites
7 of 144 sources

83%
of answers mention La Roche-Posay
the most of any brand

13%
of answers rank La Roche-Posay #1
4 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 skincare through ten buying questions, from facial cleansers to body lotion.

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

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EXECUTIVE SUMMARY

AI skincare advice centers on three brands, and CeraVe is most often first

AI skincare recommendations cluster around three brands. CeraVe, La Roche-Posay and SkinCeuticals win eight of the ten questions between them. La Roche-Posay is named in more answers than anyone else, yet it is ranked first in only 13%. And 95% of what the engines cite comes from someone other than the brand.

KEY FINDINGS

1 **CeraVe leads by a clear margin.**

CeraVe tops the index with an AI Rank Score of 60.7. It is named first in 11 of 30 answers, more than any rival. La Roche-Posay (48.3) and SkinCeuticals (35.0) come next. Then the scores drop fast, and Vanicream, in fourth place, sits at 23.3.

2 **La Roche-Posay is in most answers, and rarely first.**

La Roche-Posay appears in 83% of answers, the highest visibility in the category, yet it is ranked first in only 13%. Paula's Choice shows a smaller gap of the same kind. It is named in 47% of answers and first in one. A lower spot is worth much less, because shoppers act on the first name an AI gives them.

3 **Three brands split eight of the ten questions.**

CeraVe takes cleansers, moisturizers and body lotion. SkinCeuticals takes vitamin C serums, eye cream and anti-aging, and La Roche-Posay has acne and sensitive skin. The other two questions go to specialists, with EltaMD winning face sunscreen and RoC winning retinol.

4 **The engines rarely agree.**

ChatGPT, Gemini and Google AI Overviews pick the same #1 brand for only 2 of the 10 questions, moisturizers and vitamin C serums. On retinol, each engine puts a different brand first, and RoC takes the question without a single first place. Brands have to track each engine separately.

5 **AI learns about skincare from beauty editors and retailers.**

Of the 144 sources the engines cited, 95% belong to someone other than the brand. Allure, Who What Wear, The New York Times and Byrdie top the editorial list. Retailers such as Dermstore and Ulta show up too, and Google Shopping cards make up 27% of AI Overviews' citations. Brand websites supply 5%.

6 **Several familiar names are missing.**

Olay is absent from 4 of the 6 questions where it competes. Drunk Elephant misses 3 of 4. The Ordinary, Kiehl's, Clinique and Cetaphil are each missing from two questions, and Neutrogena is missing from cleansers and anti-aging.

1 · THE SKINCARE LEADERBOARD

CeraVe leads the AI shelf for skincare, with La Roche-Posay in second

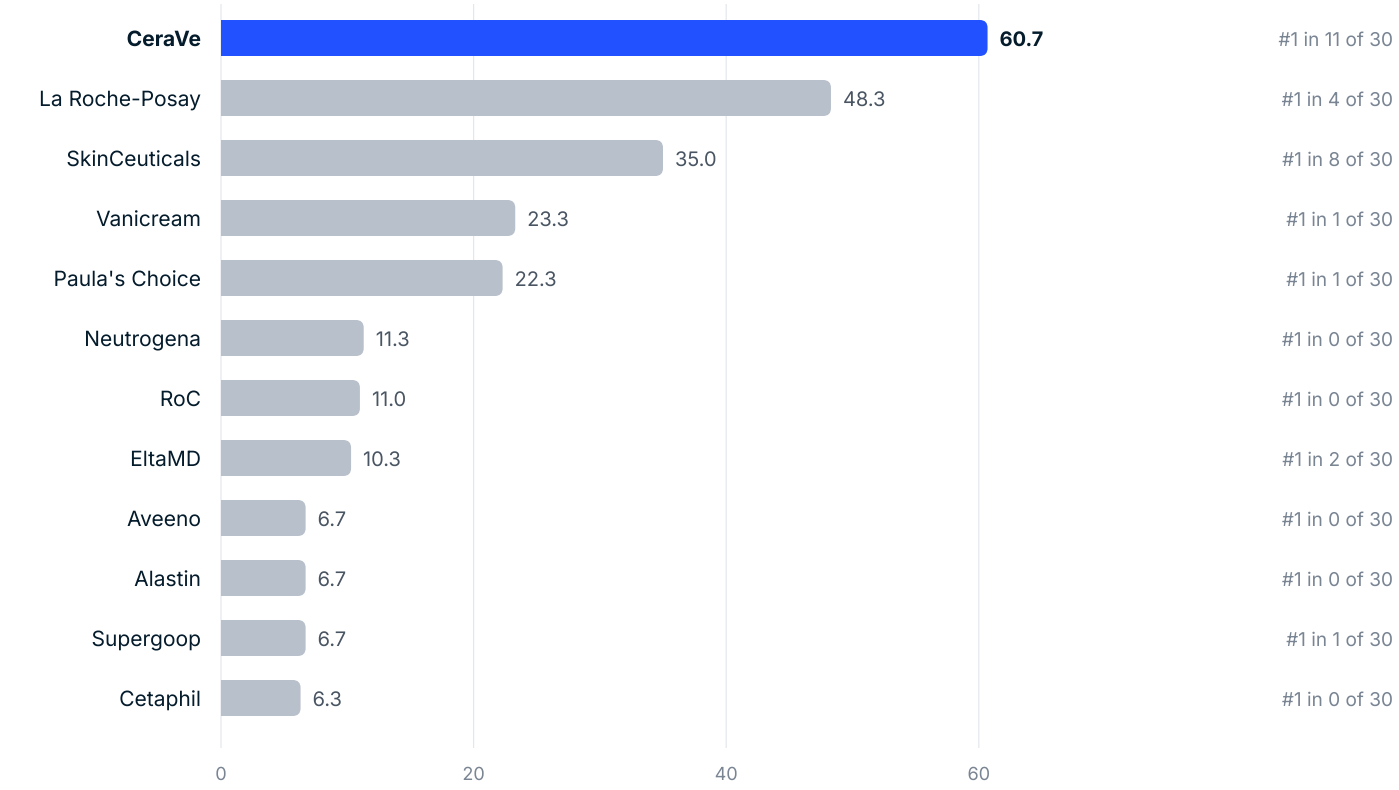
The AI Rank Score measures how high each engine places a brand in its recommendations across all ten questions. A perfect 100 would mean being named first by all three engines on every question. Skincare spans products as different as sunscreen and eye cream, so we read CeraVe's 60.7 as a strong result.

CeraVe wins three questions outright and is first in 11 of the 30 answers. La Roche-Posay gets most of its score from simply being present, with only four first places. SkinCeuticals is narrower. It wins vitamin C serums, eye cream and anti-aging while appearing in 57% of answers. Below the top three, no brand scores above 23.3.

Exhibit 1

CeraVe ranks first on the AI Rank Score, and La Roche-Posay is second.

AI Rank Score, skincare 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

La Roche-Posay is named in 83% of answers and ranked first in only 13%

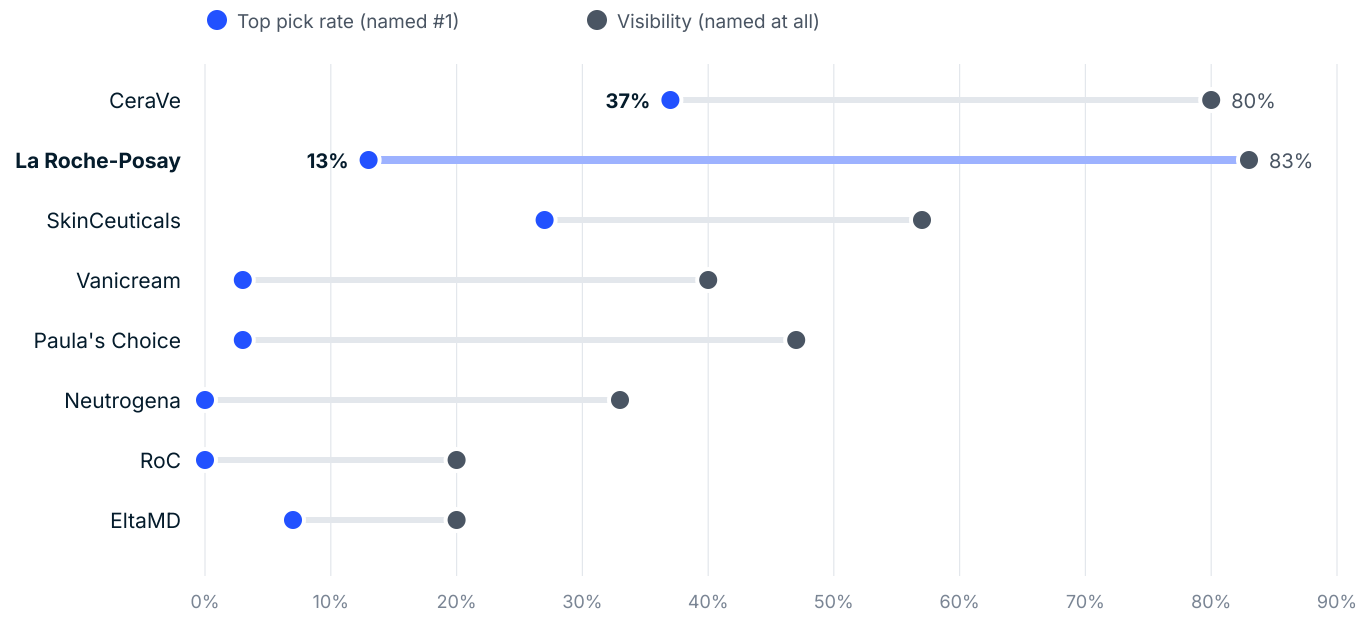
Visibility counts how often a brand is named at all, and the top pick rate counts how often it is named first. The gap between them tells us whether an engine treats a brand as the answer or as one more option on the list.

No brand in the index has a wider gap than La Roche-Posay. It is named in more answers than CeraVe, yet it is the first pick in only 4 of 30. ChatGPT names it in 70% of its answers and never ranks it first. CeraVe and SkinCeuticals convert visibility into first picks far more often. If a CMO tracks one number here, it should be the top pick rate.

Exhibit 2

La Roche-Posay is named more often than any rival, yet it is rarely first.

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 shopper who asks for "the best face moisturizer brands" usually reads the first name or two and stops there. Brands in fourth or fifth place are still seen. They are rarely bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Five brands share the ten #1 spots in skincare

Taken question by question, skincare sorts into camps. CeraVe owns the everyday basics, SkinCeuticals the treatment questions, and La Roche-Posay acne and sensitive skin. There is still room for specialists. EltaMD wins face sunscreen, and RoC wins retinol while appearing in only 20% of all skincare answers.

Exhibit 3

Three brands win eight questions, and two specialists take the rest.

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

	Cleanser	Moistur-izer	Sun-screen	Vitamin C serum	Retinol	Eye cream	Acne	Anti-aging	Sensitive skin	Body lotion
CeraVe	**93**	**100**	3	37	60	63	80	3	73	**93**
La Roche-Posay	87	40	60	30	27	3	**93**	23	**80**	40
SkinCeuticals	3	7	–	**100**	53	**87**	3	**93**	3	–
Vanicream	47	53	27	13	–	–	–	–	73	20
Paula's Choice	30	10	10	27	57	–	57	20	3	10
Neutrogena	–	47	3	–	23	17	23	–	–	–
RoC	–	–	–	–	**67**	30	–	13	–	–
EltaMD	3	3	**93**	–	–	–	–	–	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

Choose the skin concerns where your product genuinely is the best option, and build coverage around them. EltaMD and RoC show that a focused brand can win a question in this category. Broad brands need to check every question for gaps. Olay is missing from 4 of the 6 questions it competes on.

Exhibit 4

Winners and losers on every skincare question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best facial cleanser brands	**CeraVe 93**	La Roche-Posay 87	p. 9
2	Best face moisturizer brands	**CeraVe 100**	Vanicream 53	p. 10
3	Best face sunscreen brands	**EltaMD 93**	Supergoop 67	p. 11
4	Best vitamin C serum brands	**SkinCeuticals 100**	CeraVe 37	p. 12
5	Best retinol brands	**RoC 67**	CeraVe 60	p. 13
6	Best eye cream brands	**SkinCeuticals 87**	CeraVe 63	p. 14
7	Best skincare brands for acne	**La Roche-Posay 93**	CeraVe 80	p. 15
8	Best anti-aging skincare brands	**SkinCeuticals 93**	Alastin 53	p. 16
9	Best skincare brands for sensitive skin	**La Roche-Posay 80**	CeraVe 73	p. 17
10	Best body lotion brands	**CeraVe 93**	Vaseline 57	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 face moisturizer brands": CeraVe (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 facial cleanser brands"

CeraVe leads AI answers for facial cleansers, ahead of La Roche-Posay

13	93	2 of 3	11
brands named across the three answers	AI Rank Score for CeraVe	engines agree on the #1 brand	sources cited, none from brand sites

CeraVe scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks La Roche-Posay instead. La Roche-Posay is close behind at 87, so this question could change hands next month. In total 13 brands are named, and the top three take 42% of all brand mentions.

Exhibit 4.1

CeraVe scores 93, out of 13 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	CeraVe	93	**#1**	**#1**	#2	14.0%	3/3	2/3
2	La Roche-Posay	87	#2	#2	**#1**	11.6%	3/3	1/3
3	Vanicream	47	#4	#3	#4	16.3%	3/3	0/3
4	Cetaphil	33	–	#4	#3	9.3%	2/3	0/3
5	Paula's Choice	30	#3	#5	–	7.0%	2/3	0/3
6	The Ordinary	13	#5	#7	–	7.0%	2/3	0/3
7	Youth To The People	13	–	#8	#5	7.0%	2/3	0/3
8	Tatcha	7	–	#10	#6	9.3%	1/3	0/3
9	EltaMD	3	–	#12	–	2.3%	1/3	0/3
10	First Aid Beauty	3	–	#9	–	2.3%	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

Google Shopping cards	3
buybeautique.com	1
byrdie.com	1
cartiq.net	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 facial cleanser brands": CeraVe (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 2 OF 10

"Best face moisturizer brands"

CeraVe is the clear AI pick for face moisturizers

15	100	All 3	9
brands named across the three answers	AI Rank Score for CeraVe	engines agree on the #1 brand	sources cited, none from brand sites

CeraVe scores 100 and is the first pick on all three engines. Vanicream is a distant second at 53. In total 15 brands are named, and the top three take 41% of all brand mentions.

Exhibit 4.2

CeraVe scores 100, out of 15 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	CeraVe	100	**#1**	**#1**	**#1**	15.7%	3/3	3/3
2	Vanicream	53	#4	#3	#3	13.7%	3/3	0/3
3	Neutrogena	47	#3	#4	#4	11.8%	3/3	0/3
4	La Roche-Posay	40	#5	#2	#7	11.8%	2/3	0/3
5	Augustinus Bader	30	#2	–	#6	3.9%	2/3	0/3
6	Clinique	27	–	–	#2	2.0%	1/3	0/3
7	Cetaphil	10	–	–	#5	2.0%	1/3	0/3
8	Paula's Choice	10	–	#5	–	3.9%	1/3	0/3
9	SkinCeuticals	7	#6	#10	–	7.8%	2/3	0/3
10	Tatcha	7	#7	#8	–	7.8%	2/3	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
byrdie.com	1
cartiq.net	1
forbes.com	1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Cetaphil, Paula's Choice, Kiehl's, Clinique and 1 more

QUOTE IT. #1 in AI answers for "Best face moisturizer brands": CeraVe (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 face sunscreen brands"

EltaMD is the clear AI pick for face sunscreens

12	93	2 of 3	18
brands named across the three answers	AI Rank Score for EltaMD	engines agree on the #1 brand	sources cited, none from brand sites

EltaMD scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Supergoop instead. Supergoop is a distant second at 67. In total 12 brands are named, and the top three take 50% of all brand mentions.

Exhibit 4.3

EltaMD scores 93, out of 12 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	EltaMD	93	#2	**#1**	**#1**	18.8%	3/3	2/3
2	Supergoop	67	**#1**	#4	#3	18.8%	3/3	1/3
3	La Roche-Posay	60	#3	#2	#4	12.5%	2/3	0/3
4	Colorescience	30	–	#3	#5	9.4%	1/3	0/3
5	Vanicream	27	–	–	#2	3.1%	1/3	0/3
6	Paula's Choice	10	–	#5	–	3.1%	1/3	0/3
7	Black Girl Sunscreen	3	–	#7	–	9.4%	1/3	0/3
8	CeraVe	3	–	#8	–	9.4%	1/3	0/3
9	Hero Cosmetics	3	–	#10	–	6.2%	1/3	0/3
10	Innisfree	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
aad.org	1
allure.com	1
cartiq.net	1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Neutrogena, CeraVe and Black Girl Sunscreen

QUOTE IT. #1 in AI answers for "Best face sunscreen brands": EltaMD (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 4 OF 10

"Best vitamin C serum brands"

SkinCeuticals is the clear AI pick for vitamin C serums

7	100	All 3	14
brands named across the three answers	AI Rank Score for SkinCeuticals	engines agree on the #1 brand	sources cited, none from brand sites

SkinCeuticals scores 100 and is the first pick on all three engines. CeraVe is a distant second at 37. The field is narrow. Only 7 brands are named, and the top three take 68% of all brand mentions.

Exhibit 4.4

SkinCeuticals scores 100, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best vitamin C serum brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	SkinCeuticals	100	**#1**	**#1**	**#1**	42.1%	3/3	3/3
2	CeraVe	37	#2	#5	–	15.8%	2/3	0/3
3	La Roche-Posay	30	–	#6	#2	10.5%	2/3	0/3
4	Paula's Choice	27	–	#2	–	10.5%	1/3	0/3
5	Obagi	20	#3	–	–	5.3%	1/3	0/3
6	Sunday Riley	20	–	#3	–	10.5%	1/3	0/3
7	Vanicream	13	–	#4	–	5.3%	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

allure.com	1	1
dermstore.com	2	
cartiq.net	1	
dermondemand.com		1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Paula's Choice

QUOTE IT. #1 in AI answers for "Best vitamin C serum brands": SkinCeuticals (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 retinol brands"

RoC leads AI answers for retinol products, ahead of CeraVe

15	67	None	20
brands named across the three answers	AI Rank Score for RoC	engines agree on the #1 brand	sources cited, 1 from brand sites

RoC scores 67 without a single first place. It wins by ranking high on every engine. CeraVe is close behind at 60, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses SkinCeuticals, Gemini CeraVe and Google AI Overviews Paula's Choice. The field is wide open: 15 brands are named and the top three take only 31% of mentions.

Exhibit 4.5

RoC scores 67, out of 15 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	RoC	67	#4	#2	#2	13.8%	3/3	0/3
2	CeraVe	60	#2	**#1**	–	9.2%	2/3	1/3
3	Paula's Choice	57	#3	#6	**#1**	7.7%	3/3	1/3
4	SkinCeuticals	53	**#1**	#5	#5	10.8%	3/3	1/3
5	La Roche-Posay	27	#7	#7	#3	10.8%	3/3	0/3
6	Neutrogena	23	#9	#3	–	7.7%	2/3	0/3
7	Medik8	17	–	#8	#4	9.2%	2/3	0/3
8	Differin	13	–	#4	–	7.7%	1/3	0/3
9	Olay	10	#5	–	–	1.5%	1/3	0/3
10	Avène	3	–	#9	–	7.7%	1/3	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

allure.com	3	1
whowhatwear.com	3	
abrilboutique.com.mx	1	
cerave.si	1	

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE The Ordinary, Olay and Differin

QUOTE IT. #1 in AI answers for "Best retinol brands": RoC (AI Rank Score 67/100, 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 eye cream brands"

SkinCeuticals is the clear AI pick for eye creams

14	87	2 of 3	12
brands named across the three answers	AI Rank Score for SkinCeuticals	engines agree on the #1 brand	sources cited, 2 from brand sites

SkinCeuticals scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks CeraVe instead. CeraVe is a distant second at 63. The field is wide open: 14 brands are named and the top three take only 37% of mentions.

Exhibit 4.6

SkinCeuticals scores 87, out of 14 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	SkinCeuticals	87	**#1**	**#1**	#3	13.6%	3/3	2/3
2	CeraVe	63	#2	#6	**#1**	13.6%	3/3	1/3
3	RoC	30	#3	#5	–	10.2%	2/3	0/3
4	Colorescience	27	–	#2	–	5.1%	1/3	0/3
5	Shiseido	27	–	–	#2	3.4%	1/3	0/3
6	Revision Skincare	20	–	#3	–	5.1%	1/3	0/3
7	Neutrogena	17	#4	#8	–	8.5%	2/3	0/3
8	Alastin	13	–	#4	–	8.5%	1/3	0/3
9	Biossance	3	–	#12	–	5.1%	1/3	0/3
10	Estée Lauder	3	–	#9	–	3.4%	1/3	0/3

4 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

allure.com	1
antiagingvancouver.com	1
byrdie.com	1
cerave.com.au	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Kiehl's, Estée Lauder and La Roche-Posay

QUOTE IT. #1 in AI answers for "Best eye cream brands": SkinCeuticals (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 skincare brands for acne"

La Roche-Posay leads AI answers for acne-prone skin, ahead of CeraVe

11	93	2 of 3	16
brands named across the three answers	AI Rank Score for La Roche-Posay	engines agree on the #1 brand	sources cited, 2 from brand sites

La Roche-Posay scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks CeraVe instead. CeraVe follows at 80. In total 11 brands are named, and the top three take 40% of all brand mentions.

Exhibit 4.7

La Roche-Posay scores 93, out of 11 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	La Roche-Posay	93	#2	**#1**	**#1**	11.9%	3/3	2/3
2	CeraVe	80	**#1**	#2	#3	14.3%	3/3	1/3
3	Paula's Choice	57	#3	#5	#2	14.3%	3/3	0/3
4	Neutrogena	23	#5	–	#4	7.1%	2/3	0/3
5	PanOxyl	20	–	#3	–	9.5%	1/3	0/3
6	The Ordinary	17	#4	#8	–	9.5%	2/3	0/3
7	Differin	13	–	#4	–	14.3%	1/3	0/3
8	Hero Cosmetics	3	–	#9	–	7.1%	1/3	0/3
9	Murad	3	–	#7	–	4.8%	1/3	0/3
10	SkinCeuticals	3	–	#6	–	2.4%	1/3	0/3

1 more brand 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

whowhatwear.com	2
aad.org	1
bachhoaxanh.com	1
cvs.com	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Differin, PanOxyl and Hero Cosmetics

QUOTE IT. #1 in AI answers for "Best skincare brands for acne": La Roche-Posay (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 8 OF 10

"Best anti-aging skincare brands"

SkinCeuticals is the clear AI pick for anti-aging skincare

15	93	2 of 3	13
brands named across the three answers	AI Rank Score for SkinCeuticals	engines agree on the #1 brand	sources cited, 2 from brand sites

SkinCeuticals scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Estée Lauder instead. Alastin is a distant second at 53. The field is wide open: 15 brands are named and the top three take only 32% of mentions.

Exhibit 4.8

SkinCeuticals scores 93, out of 15 brands named.

AI Rank Score and engine positions, top 10 brands for "Best anti-aging skincare brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	SkinCeuticals	93	**#1**	**#1**	#2	16.2%	3/3	2/3
2	Alastin	53	#2	#2	–	10.8%	2/3	0/3
3	Estée Lauder	33	–	–	**#1**	5.4%	1/3	1/3
4	La Roche-Posay	23	–	#6	#3	8.1%	2/3	0/3
5	Olay	20	–	#5	#5	10.8%	2/3	0/3
6	Paula's Choice	20	#3	–	–	2.7%	1/3	0/3
7	Revision Skincare	20	–	#3	–	2.7%	1/3	0/3
8	Biossance	17	#4	#10	–	8.1%	2/3	0/3
9	Medik8	13	–	–	#4	5.4%	1/3	0/3
10	RoC	13	–	#4	–	5.4%	1/3	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
thedailybeast.com	2
babor.com	1
byrdie.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Estée Lauder and RoC

QUOTE IT. #1 in AI answers for "Best anti-aging skincare brands": SkinCeuticals (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 skincare brands for sensitive skin"

La Roche-Posay leads AI answers for sensitive skin, ahead of CeraVe

11	80	None	14
brands named across the three answers	AI Rank Score for La Roche-Posay	engines agree on the #1 brand	sources cited, none from brand sites

La Roche-Posay scores 80, although only Google AI Overviews ranks it first. CeraVe is close behind at 73, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses CeraVe, Gemini Vanicream and Google AI Overviews La Roche-Posay. In total 11 brands are named, and the top three take 50% of all brand mentions.

Exhibit 4.9

La Roche-Posay scores 80, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best skincare brands for sensitive skin"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	La Roche-Posay	80	#2	#3	**#1**	13.2%	3/3	1/3
2	CeraVe	73	**#1**	#2	#4	15.8%	3/3	1/3
3	Vanicream	73	#4	**#1**	#2	21.1%	3/3	1/3
4	Avène	27	#7	#9	#3	13.2%	3/3	0/3
5	Aveeno	23	#5	#4	–	10.5%	2/3	0/3
6	Cetaphil	20	#3	–	–	5.3%	1/3	0/3
7	Tower 28	10	–	#5	–	5.3%	1/3	0/3
8	First Aid Beauty	7	#6	#6	–	5.3%	2/3	0/3
9	EltaMD	3	–	#8	–	2.6%	1/3	0/3
10	Paula's Choice	3	–	#7	–	2.6%	1/3	0/3

1 more brand 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

ulta.com	1	1
aad.org		1
dermondemand.com		1
dermstore.com		1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Cetaphil

QUOTE IT. #1 in AI answers for "Best skincare brands for sensitive skin": La Roche-Posay (AI Rank Score 80/100, 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 body lotion brands"

CeraVe is the clear AI pick for body lotions

13	93	2 of 3	17
brands named across the three answers	AI Rank Score for CeraVe	engines agree on the #1 brand	sources cited, none from brand sites

CeraVe scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Vaseline instead. Vaseline is a distant second at 57. In total 13 brands are named, and the top three take 46% of all brand mentions.

Exhibit 4.10

CeraVe scores 93, out of 13 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	CeraVe	93	#2	**#1**	**#1**	18.2%	3/3	2/3
2	Vaseline	57	**#1**	#11	#3	15.9%	3/3	1/3
3	Aveeno	40	–	#4	#2	11.4%	2/3	0/3
4	La Roche-Posay	40	#4	#2	–	6.8%	2/3	0/3
5	Necessaire	37	#3	#7	#4	9.1%	3/3	0/3
6	Vanicream	20	–	#3	–	11.4%	1/3	0/3
7	Lubriderm	10	#5	–	–	2.3%	1/3	0/3
8	Paula's Choice	10	–	#5	–	4.5%	1/3	0/3
9	Eucerin	3	–	#12	–	4.5%	1/3	0/3
10	First Aid Beauty	3	–	#6	–	2.3%	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

byrdie.com	2
Google Shopping cards	2
allure.com	1
dermstore.com	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Eucerin, Gold Bond and Lubriderm

QUOTE IT. #1 in AI answers for "Best body lotion brands": CeraVe (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

3 · THE ENGINES DISAGREE

The three engines agree on the top pick for only two of ten questions

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for just two questions, face moisturizers and vitamin C serums. Their answers look nothing alike, either. Gemini writes the longest (about 1,160 words) and names 10.7 brands on average, while Google AI Overviews stops at about 180 words and 4.5 brands.

The engines also play favorites. Gemini names CeraVe and La Roche-Posay in every one of its ten answers. On Google AI Overviews, La Roche-Posay is the most visible brand and is ranked first three times. ChatGPT names La Roche-Posay in 70% of its answers and never puts it first.

Exhibit 5

Engines split on eight of the ten skincare questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best facial cleanser	CeraVe	CeraVe	La Roche-Posay	Split
Best face moisturizer	CeraVe	CeraVe	CeraVe	✓ All agree
Best face sunscreen	Supergoop	EltaMD	EltaMD	Split
Best vitamin C serum	SkinCeuticals	SkinCeuticals	SkinCeuticals	✓ All agree
Best retinol	SkinCeuticals	CeraVe	Paula's Choice	Split
Best eye cream	SkinCeuticals	SkinCeuticals	CeraVe	Split
Best skincare for acne	CeraVe	La Roche-Posay	La Roche-Posay	Split
Best anti-aging skincare	SkinCeuticals	SkinCeuticals	Estée Lauder	Split
Best skincare for sensitive skin	CeraVe	Vanicream	La Roche-Posay	Split
Best body lotion	Vaseline	CeraVe	CeraVe	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
CeraVe	80% / 4×#1	100% / 4×#1	60% / 3×#1
La Roche-Posay	70% / 0×#1	100% / 1×#1	80% / 3×#1
SkinCeuticals	60% / 4×#1	70% / 3×#1	40% / 1×#1
Vanicream	30% / 0×#1	50% / 1×#1	40% / 0×#1
Paula's Choice	40% / 0×#1	80% / 0×#1	20% / 1×#1
Neutrogena	40% / 0×#1	40% / 0×#1	20% / 0×#1

4 · WHERE AI LEARNS ABOUT SKINCARE

Each engine draws on its own set of skincare sources

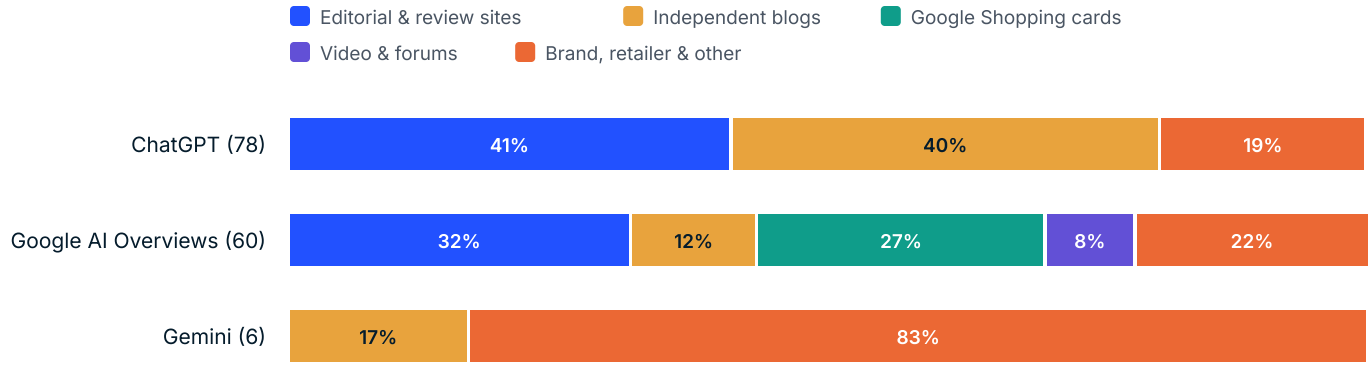
Across the ten questions, the engines cited 144 sources from 75 websites. Just 7 of those citations (5%) lead to a brand's own website. The rest come from beauty publishers, independent blogs, retailers, Google Shopping and a handful of reference sites such as aad.org.

ChatGPT relies on editorial reviews and blogs. It draws 11.5% of its citations from retailers and cited no Reddit or YouTube pages. Google AI Overviews blends editorial picks with Google Shopping cards and retailers such as Ulta. Gemini cited sources in only 2 of its 10 answers, and those were mostly reference sites.

Exhibit 6

Outside sources supply 95% of the citations behind AI skincare 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 2 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%	0	27%	2 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

Two brands lead the pages AI cites

We read the 76 cited articles we could open. CeraVe is the main brand on 16 of them and La Roche-Posay on 14. Neutrogena leads 8, the same as SkinCeuticals, and still no engine ranks it first.

Exhibit 7

Neutrogena leads 8 cited pages, yet no engine ranks it first.

Share of 76 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)
CeraVe	57%	16	11
La Roche-Posay	61%	14	4
SkinCeuticals	37%	8	8
Vanicream	18%	1	1
Paula's Choice	20%	2	1
Neutrogena	34%	8	0

Based on the 76 of 126 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 skincare.

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	16	ChatGPT 16	9	Product listings
allure.com	9	ChatGPT 7 · Google AI Overviews 2	5	La Roche-Posay, Olay, SkinCeuticals, CeraVe
whowhatwear.com	8	ChatGPT 8	5	La Roche-Posay, CeraVe, Neutrogena, RoC
nytimes.com	6	Google AI Overviews 6	6	CeraVe, La Roche-Posay, Vanicream, Kiehl's
byrdie.com	6	Google AI Overviews 6	5	Page could not be opened
dermstore.com	5	ChatGPT 4 · Google AI Overviews 1	4	SkinCeuticals, EltaMD, Obagi, Sunday Riley
ulta.com	5	ChatGPT 2 · Google AI Overviews 3	4	La Roche-Posay, CeraVe, The Ordinary, Drunk Elephant
cartiq.net	4	ChatGPT 4	4	La Roche-Posay, CeraVe, Vanicream, Neutrogena

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 alongside market share and brand health. In skincare they can point in different directions.
- Ask your team for the top pick rate. La Roche-Posay shows how far it can trail visibility.
- Fund this as an ongoing program. The engines change their answers every month, and a one-off campaign will fade.

CMOs

- Pick the questions you must win ("best retinol brands", for example) and measure each engine separately.
- Aim for first place in roundups on specific skin concerns, such as acne or sensitive skin, and in the general lists too.
- Treat Google Shopping product data as part of AEO. It supplies 27% of AI Overviews' skincare citations.

Brand & PR teams

- Prioritize beauty editors and tested roundups (Allure, Who What Wear, Byrdie, Vogue) over general news coverage.
- Keep retailer listings complete on Dermstore, Ulta and Sephora. ChatGPT and AI Overviews both cite retailers.
- Start with pages that already mention you but cover another brand first. New placements can wait.

Agencies

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

The skincare citation playbook: where to get cited

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

Must win

Cited across engines and questions

- Allure (9 citations, 5 questions)
- Google Shopping product listings (16, AI Overviews only)
- The New York Times (6, 6 questions)
- Forbes (4)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- Who What Wear (8, ChatGPT only)
- Byrdie (6, AI Overviews only)
- Vogue (4)
- cartiq.net (4)

Retail & reference

Lends credibility on questions about specific skin concerns

- Dermstore (5)
- Ulta (5)
- Sephora (3)
- American Academy of Dermatology, aad.org (3)

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 skincare brands

Exhibit A1

All eight index metrics for skincare.

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	**CeraVe**	**60.7**	80%	80%	37%	13.0%	6/10	0	2	0 of 9
2	**La Roche-Posay**	**48.3**	83%	77%	13%	10.2%	6/10	3	2	0 of 8
3	**SkinCeuticals**	**35.0**	57%	57%	27%	8.6%	4/10	0	1	0 of 2
4	**Vanicream**	**23.3**	40%	40%	3%	6.7%	3/10	0	0	0 of 1
5	**Paula's Choice**	**22.3**	47%	47%	3%	5.3%	2/10	0	0	0 of 5
6	**Neutrogena**	**11.3**	33%	33%	0%	4.7%	1/10	0	2	2 of 7
7	**RoC**	**11.0**	20%	20%	0%	4.0%	1/10	0	0	0 of 2
8	**EltaMD**	**10.3**	20%	20%	7%	2.6%	1/10	1	0	0 of 1
9	**Aveeno**	**6.7**	17%	17%	0%	2.3%	0/10	1	0	0 of 2
10	**Alastin**	**6.7**	10%	10%	0%	2.1%	0/10	0	0	–
11	**Supergoop**	**6.7**	10%	10%	3%	1.4%	1/10	0	0	0 of 1
12	**Cetaphil**	**6.3**	13%	13%	0%	1.6%	0/10	2	0	2 of 5
13	**Colorescience**	**5.7**	10%	7%	0%	1.4%	0/10	1	0	–
14	**Vaseline**	**5.7**	10%	10%	3%	1.6%	1/10	1	0	0 of 1
15	**Revision Skincare**	**4.0**	7%	7%	0%	0.9%	0/10	0	0	–
16	**Necessaire**	**3.7**	10%	10%	0%	0.9%	1/10	0	0	–
17	**Estée Lauder**	**3.7**	7%	7%	3%	0.9%	0/10	1	0	0 of 2
18	**The Ordinary**	**3.3**	17%	17%	0%	1.9%	0/10	0	0	2 of 4
19	**Augustinus Bader**	**3.3**	10%	10%	0%	0.7%	0/10	0	0	–
20	**Avène**	**3.0**	13%	13%	0%	2.3%	1/10	1	0	0 of 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

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.
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 144 citations by type and read the 76 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 2 of its 10 skincare answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN SKINCARE QUESTIONS

1. Best facial cleanser brands
2. Best face moisturizer brands
3. Best face sunscreen brands
4. Best vitamin C serum brands
5. Best retinol brands
6. Best eye cream brands
7. Best skincare brands for acne
8. Best anti-aging skincare brands
9. Best skincare brands for sensitive skin
10. Best body lotion 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 face moisturizer 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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This report is an independent, observational study of how three third-party AI answer engines (ChatGPT by OpenAI, Gemini by Google and Google AI Overviews) answered a fixed set of ten buying questions about skincare. It records what those engines said. It is not a review, test, rating, certification or endorsement of any product, service, brand or company, and it makes no claim about the quality, safety, performance, value or suitability of anything named in it.

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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