Who AI Recommends: Supplements & Vitamins

How ChatGPT, Gemini and Google AI Overviews rank 51 supplement brands across ten buying questions, and what it takes to be the brand they name first.

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

PLEASE READ FIRST

Important notice and disclaimer

Please read the terms on the last page before using, sharing or quoting this report.

AT A GLANCE

The supplement and vitamin category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

51
supplement brands named
by at least one engine

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

5%
of citations point to brands' own websites
7 of 140 sources

43%
of answers mention Transparent Labs
second only to Thorne (57%)

3
times Transparent Labs 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 supplements and vitamins, with ten questions running from multivitamins to greens powders.

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

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EXECUTIVE SUMMARY

Thorne leads AI's supplement picks, and specialists own the rest of the shelf

In supplements, AI names one clear leader and hands most other questions to specialists. Thorne wins four of the ten questions. Single-product brands such as AG1, Vital Proteins and Culturelle win their own. Almost everything the engines cite (95%) comes from someone other than the brand.

KEY FINDINGS

1 **Thorne leads by a wide margin.**

Thorne tops the index with an AI Rank Score of 43.0 and is named first in 8 of 30 answers. It wins multivitamins, creatine, vitamin D and magnesium. Transparent Labs (30.7) is the only other brand above 20. The vitamin D win is Thorne's weakest, at 60, with two engines picking other brands first.

2 **Transparent Labs is seen more often than it is chosen.**

Transparent Labs appears in 43% of answers, second only to Thorne, but is ranked first in just 3 of 30. It wins pre-workout and is runner-up on protein powder. Garden of Life has it worse: named in 27% of answers and not once ranked first.

3 **Specialists win their questions outright.**

Seven brands split the ten #1 spots. Optimum Nutrition takes protein powder, Nordic Naturals takes omega-3, Vital Proteins takes collagen and AG1 takes greens powders, each with a perfect 100. Culturelle wins probiotics with 93. None of them appears in more than 23% of all answers.

4 **The engines agree half the time.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for 5 of the 10 questions. On vitamin D, each engine names a different #1. Gemini ranks Nature Made first twice, and AI Overviews names Transparent Labs more often than any other brand.

5 **AI learns about supplements from health publishers and blogs.**

Of the 140 sources the engines cited, 95% belong to someone other than the brand. Healthline and Forbes lead with 9 citations each, followed by YouTube (8) and U.S. News (7). ChatGPT relies on independent blogs for 66% of its citations. Gemini cited sources in only 2 of its 10 answers.

6 **Some big names are missing.**

Nature's Bounty and Kirkland are absent from vitamin D, Olly from multivitamins, and Isopure and Premier Protein from protein powder. Garden of Life is missing from greens powders, one of five questions it competes on.

1 · THE SUPPLEMENT AND VITAMIN LEADERBOARD

Thorne leads the AI shelf for supplements, well ahead of Transparent Labs

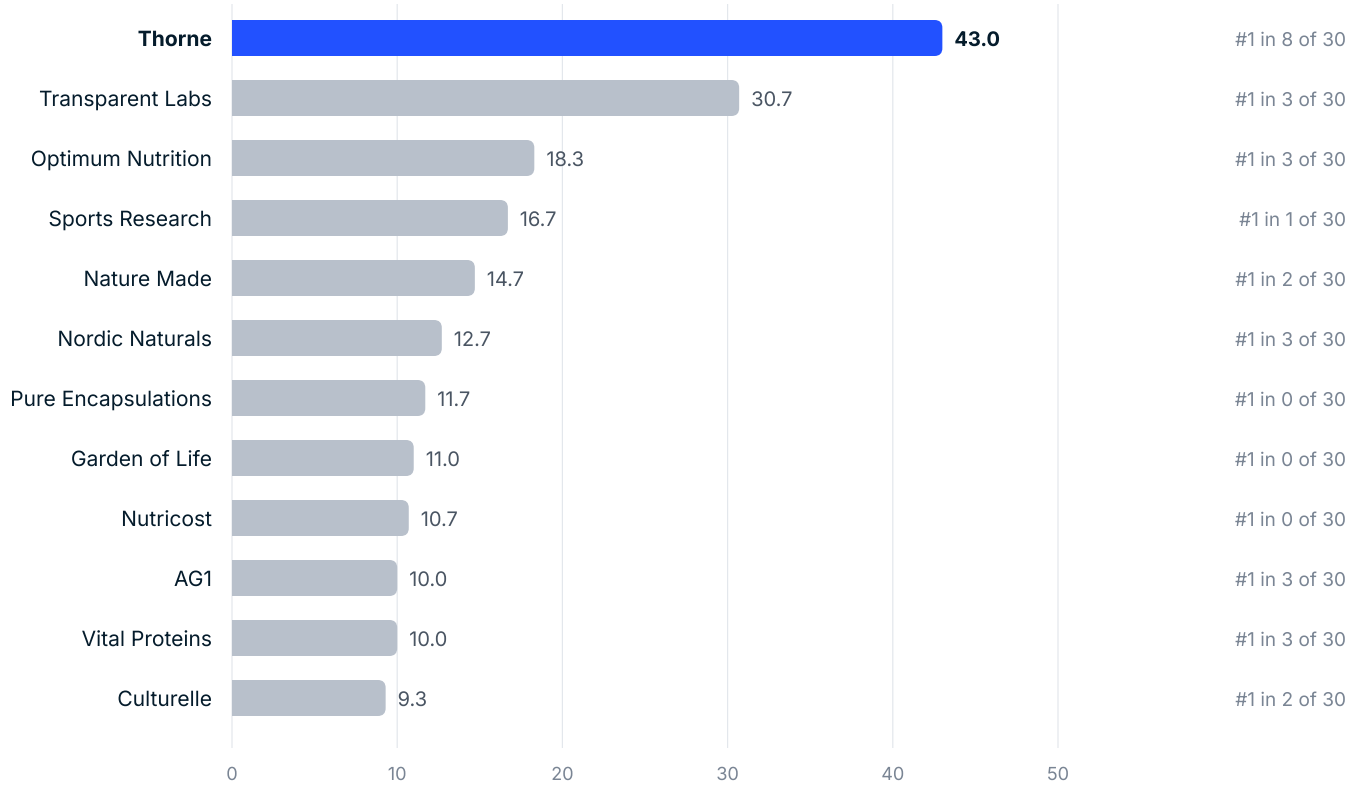
The AI Rank Score measures how high each engine places a brand across all ten questions. To score 100, a brand would need to be named first by all three engines on every question. These questions cover very different products, from fish oil to pre-workout, so no brand gets close. Thorne's 43.0 is still a clear lead.

Thorne's score comes from four wins plus top five places on omega-3, collagen and greens powders. Transparent Labs earns most of its score on fitness questions: pre-workout, creatine and protein powder. After the top two, scores fall below 20, and most single-product winners score about 10.

Exhibit 1

Thorne ranks first on the AI Rank Score, with Transparent Labs second.

AI Rank Score, supplement and vitamin 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

Being mentioned and being chosen are two different things

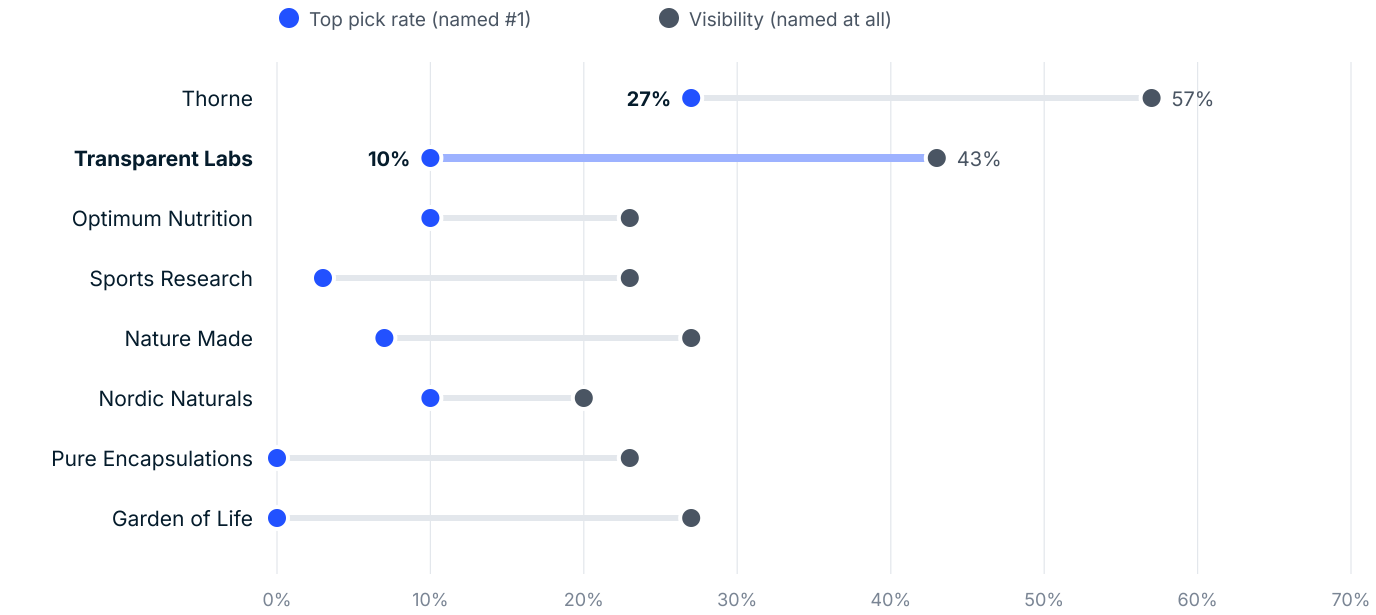
Visibility counts how often a brand is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a brand as the answer or as one more option on the list.

Transparent Labs has the widest gap in the index. It is named in 43% of answers and is the first pick in 10% of them. Garden of Life is named in 27% and never first. Thorne converts visibility into first places better than any rival, with 8 of them. The number for a CMO to watch is the top pick rate.

Exhibit 2

Transparent Labs is named in 43% of answers, but first in only 10%.

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 magnesium supplement 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

Seven brands share the ten #1 spots in supplements and vitamins

Read question by question, this category is a market of specialists. Outside Thorne, each winner takes one product type: Optimum Nutrition in protein powder, Nordic Naturals in fish oil, Culturelle in probiotics, Vital Proteins in collagen and AG1 in greens powders. Transparent Labs wins pre-workout.

Exhibit 3

Thorne wins four questions, and specialists own most of the rest.

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

	Multi-vitamin	Protein powder	Creatine	Omega-3	Pro-biotics	Vitamin D	Magne-sium	Pre-workout	Collagen	Greens powder
Thorne	**87**	–	**87**	33	–	**60**	**100**	10	20	33
Transparent Labs	–	73	73	–	–	20	–	**93**	13	33
Optimum Nutrition	–	**100**	80	–	–	–	–	3	–	–
Sports Research	–	–	–	47	–	47	–	–	73	–
Nature Made	73	–	–	13	3	33	23	–	–	–
Nordic Naturals	–	–	–	**100**	–	17	–	–	10	–
Pure Encapsulations	10	–	–	–	–	33	73	–	–	–
Garden of Life	43	13	–	–	50	–	–	–	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

Pick the product types where your formula genuinely is the best option and build coverage around them. AG1 and Vital Proteins each win their question with 10% overall visibility. Broad brands should check every question for gaps. Garden of Life is named on several questions, wins none and is missing from greens powders.

Exhibit 4

Winners and losers on every supplement and vitamin question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best multivitamin brands	**Thorne** 87	Nature Made 73	p. 9
2	Best protein powder brands	**Optimum Nutrition** 100	Transparent Labs 73	p. 10
3	Best creatine brands	**Thorne** 87	Optimum Nutrition 80	p. 11
4	Best omega-3 fish oil brands	**Nordic Naturals** 100	Carlson 60	p. 12
5	Best probiotic brands	**Culturelle** 93	Garden of Life 50	p. 13
6	Best vitamin D brands	**Thorne** 60	NOW Foods 50	p. 14
7	Best magnesium supplement brands	**Thorne** 100	Pure Encapsulations 73	p. 15
8	Best pre-workout brands	**Transparent Labs** 93	Gorilla Mode 60	p. 16
9	Best collagen brands	**Vital Proteins** 100	Sports Research 73	p. 17
10	Best greens powder brands	**AG1** 100	Amazing Grass 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 magnesium supplement brands": Thorne (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 multivitamin brands"

Thorne leads AI answers for multivitamins, ahead of Nature Made

10	87	2 of 3	10
brands named across the three answers	AI Rank Score for Thorne	engines agree on the #1 brand	sources cited, 1 from brand sites

Thorne scores 87. Two of the three engines rank it first. Gemini puts it at #3 and picks Nature Made instead. Nature Made follows at 73. In total 10 brands are named, and the top three take 46% of all brand mentions.

Exhibit 4.1

Thorne scores 87, out of 10 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Thorne	87	**#1**	#3	**#1**	18.0%	3/3	2/3
2	Nature Made	73	#4	**#1**	#2	14.0%	3/3	1/3
3	Ritual	50	#2	#4	#5	14.0%	3/3	0/3
4	Garden of Life	43	#3	#7	#3	12.0%	3/3	0/3
5	Kirkland	30	#6	#2	–	10.0%	2/3	0/3
6	Centrum	23	#5	–	#4	10.0%	2/3	0/3
7	Pure Encapsulations	10	–	#5	–	4.0%	1/3	0/3
8	MegaFood	7	#7	#6	–	10.0%	2/3	0/3
9	Life Extension	3	–	–	#6	2.0%	1/3	0/3
10	Smarty Pants	3	–	#8	–	6.0%	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

usnews.com	4
cspi.org	1
healthline.com	1
lifeextension.com	1

Plus 3 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best multivitamin brands": Thorne (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 2 OF 10

"Best protein powder brands"

Optimum Nutrition is the clear AI pick for protein powders

11	100	All 3	18
brands named across the three answers	AI Rank Score for Optimum Nutrition	engines agree on the #1 brand	sources cited, none from brand sites

Optimum Nutrition scores 100 and is the first pick on all three engines. Transparent Labs is a distant second at 73. In total 11 brands are named, and the top three take 48% of all brand mentions.

Exhibit 4.2

Optimum Nutrition scores 100, out of 11 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Optimum Nutrition	100	**#1**	**#1**	**#1**	22.7%	3/3	3/3
2	Transparent Labs	73	#2	#3	#2	15.9%	3/3	0/3
3	Dymatize	33	#3	#4	–	9.1%	2/3	0/3
4	GNC	27	–	#2	–	4.5%	1/3	0/3
5	Momentous	23	–	#5	#4	11.4%	2/3	0/3
6	Naked Nutrition	23	–	#8	#3	11.4%	2/3	0/3
7	Orgain	13	#5	#6	–	9.1%	2/3	0/3
8	Garden of Life	13	#4	–	–	2.3%	1/3	0/3
9	Nutricost	10	–	–	#5	2.3%	1/3	0/3
10	Ghost	3	–	#9	–	4.5%	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

forbes.com	2
healthline.com	2
youtube.com	2
amazon.com	1

Plus 11 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Garden of Life and Ghost

QUOTE IT. #1 in AI answers for "Best protein powder brands": Optimum Nutrition (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 creatine brands"

Thorne leads AI answers for creatine supplements, ahead of Optimum Nutrition

11	87	2 of 3	16
brands named across the three answers	AI Rank Score for Thorne	engines agree on the #1 brand	sources cited, none from brand sites

Thorne scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Transparent Labs instead. Optimum Nutrition is close behind at 80, so this question could change hands next month. The field is wide open: 11 brands are named and the top three take only 38% of mentions.

Exhibit 4.3

Thorne scores 87, out of 11 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Thorne	87	**#1**	**#1**	#3	13.5%	3/3	2/3
2	Optimum Nutrition	80	#2	#2	#2	11.5%	3/3	0/3
3	Transparent Labs	73	#3	#3	**#1**	13.5%	3/3	1/3
4	Kaged	17	#4	#9	–	9.6%	2/3	0/3
5	Nutricost	17	–	#6	#4	9.6%	2/3	0/3
6	Creapure	13	–	#4	–	11.5%	1/3	0/3
7	Bloom	10	–	–	#5	1.9%	1/3	0/3
8	Momentous	10	–	#5	–	9.6%	1/3	0/3
9	Bulk Supplements	3	–	#7	–	5.8%	1/3	0/3
10	GNC	3	–	#10	–	1.9%	0/3	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

creatinefinders.com	1
fado.vn	1
fitnesscoffee507.com	1
forbes.com	1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Momentous and Bulk Supplements

QUOTE IT. #1 in AI answers for "Best creatine brands": Thorne (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 4 OF 10

"Best omega-3 fish oil brands"

Nordic Naturals is the clear AI pick for omega-3 fish oil

8	100	All 3	14
brands named across the three answers	AI Rank Score for Nordic Naturals	engines agree on the #1 brand	sources cited, 1 from brand sites

Nordic Naturals scores 100 and is the first pick on all three engines. Carlson is a distant second at 60. In total 8 brands are named, and the top three take 55% of all brand mentions.

Exhibit 4.4

Nordic Naturals scores 100, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best omega-3 fish oil brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Nordic Naturals	100	**#1**	**#1**	**#1**	20.7%	3/3	3/3
2	Carlson	60	#2	#4	#3	20.7%	3/3	0/3
3	Sports Research	47	#3	#2	–	13.8%	2/3	0/3
4	Thorne	33	–	#3	#4	13.8%	2/3	0/3
5	Viva Naturals	27	–	–	#2	6.9%	1/3	0/3
6	Kirkland	13	#5	#6	–	10.3%	2/3	0/3
7	Nature Made	13	#4	–	–	3.4%	1/3	0/3
8	Life Extension	10	–	#5	–	10.3%	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

amazon.com	1
australianvit.com	1
ebay.com	1
foodok.com.ua	1

Plus 10 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Nature Made and Viva Naturals

QUOTE IT. #1 in AI answers for "Best omega-3 fish oil brands": Nordic Naturals (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 probiotic brands"

Culturelle is the clear AI pick for probiotics

12	93	2 of 3	14
brands named across the three answers	AI Rank Score for Culturelle	engines agree on the #1 brand	sources cited, none from brand sites

Culturelle scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Ritual instead. Garden of Life is a distant second at 50. The field is wide open: 12 brands are named and the top three take only 38% of mentions.

Exhibit 4.5

Culturelle scores 93, out of 12 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Culturelle	93	**#1**	**#1**	#2	18.8%	3/3	2/3
2	Garden of Life	50	#2	#6	#3	12.5%	3/3	0/3
3	Align	47	#3	#2	–	6.2%	2/3	0/3
4	Ritual	33	–	–	**#1**	6.2%	1/3	1/3
5	Seed	20	–	#3	–	9.4%	1/3	0/3
6	Florastor	13	–	–	#4	3.1%	1/3	0/3
7	Visbiome	13	–	#4	–	12.5%	1/3	0/3
8	Jarrow	10	–	#5	–	6.2%	1/3	0/3
9	Physician's Choice	10	–	–	#5	3.1%	1/3	0/3
10	Just Thrive	3	–	#7	–	9.4%	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

amazon.com	1
bestreviews.guide	1
cdhf.ca	1
costcobusinessdelivery.com	1

Plus 10 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Seed, Florastor and Renew Life

QUOTE IT. #1 in AI answers for "Best probiotic brands": Culturelle (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 6 OF 10

"Best vitamin D brands"

Thorne leads AI answers for vitamin D supplements, ahead of NOW Foods

9	60	None	16
brands named across the three answers	AI Rank Score for Thorne	engines agree on the #1 brand	sources cited, 1 from brand sites

Thorne scores 60, although only ChatGPT ranks it first. NOW Foods follows at 50. Each engine picks a different #1: ChatGPT chooses Thorne, Gemini Nature Made and Google AI Overviews Sports Research. In total 9 brands are named, and the top three take 49% of all brand mentions.

Exhibit 4.6

Thorne scores 60, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best vitamin D brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Thorne	60	**#1**	#2	–	16.2%	2/3	1/3
2	NOW Foods	50	#2	#5	#4	16.2%	3/3	0/3
3	Sports Research	47	–	#4	**#1**	16.2%	2/3	1/3
4	Pure Encapsulations	33	#3	#6	#5	13.5%	3/3	0/3
5	Nature Made	33	–	**#1**	–	8.1%	1/3	1/3
6	Nutricost	27	–	–	#2	5.4%	1/3	0/3
7	Carlson	20	–	#3	–	10.8%	1/3	0/3
8	Transparent Labs	20	–	–	#3	2.7%	1/3	0/3
9	Nordic Naturals	17	#4	#7	–	10.8%	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

biogena.com	1
fortune.com	1
gnc.com	1
healthline.com	1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Nature Made

QUOTE IT. #1 in AI answers for "Best vitamin D brands": Thorne (AI Rank Score 60/100, recommended by 2 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best magnesium supplement brands"

Thorne is the clear AI pick for magnesium supplements

10	100	All 3	11
brands named across the three answers	AI Rank Score for Thorne	engines agree on the #1 brand	sources cited, 1 from brand sites

Thorne scores 100 and is the first pick on all three engines. Pure Encapsulations is a distant second at 73. In total 10 brands are named, and the top three take 49% of all brand mentions.

Exhibit 4.7

Thorne scores 100, out of 10 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Thorne	100	**#1**	**#1**	**#1**	17.1%	3/3	3/3
2	Pure Encapsulations	73	#2	#3	#2	17.1%	3/3	0/3
3	Doctor's Best	43	#5	#4	#3	14.6%	3/3	0/3
4	Life Extension	43	#7	#2	#4	14.6%	3/3	0/3
5	Nature Made	23	#3	#6	–	9.8%	2/3	0/3
6	NOW Foods	17	#6	#7	#5	12.2%	3/3	0/3
7	Klean Athlete	13	#4	–	–	2.4%	1/3	0/3
8	Natural Vitality	10	–	#5	–	4.9%	1/3	0/3
9	GNC	3	#8	–	–	2.4%	1/3	0/3
10	Magtein	3	–	#8	–	4.9%	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	2	
mitohealth.com	1	1
allaboutsupplements.com	1	
amazon.com		1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Natural Vitality and Magtein

QUOTE IT. #1 in AI answers for "Best magnesium supplement brands": Thorne (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 pre-workout brands"

Transparent Labs is the clear AI pick for pre-workout supplements

9	93	2 of 3	8
brands named across the three answers	AI Rank Score for Transparent Labs	engines agree on the #1 brand	sources cited, 2 from brand sites

Transparent Labs scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Gorilla Mode instead. Gorilla Mode is a distant second at 60. The field is wide open: 9 brands are named and the top three take only 39% of mentions.

Exhibit 4.8

Transparent Labs scores 93, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best pre-workout brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Transparent Labs	93	**#1**	#2	**#1**	15.7%	3/3	2/3
2	Gorilla Mode	60	#2	**#1**	–	9.8%	2/3	1/3
3	Legion	50	#5	#4	#2	13.7%	3/3	0/3
4	Nutricost	40	#3	–	#3	5.9%	2/3	0/3
5	Cellucor	30	#4	#6	#4	29.4%	3/3	0/3
6	Ghost	30	–	#3	#5	9.8%	2/3	0/3
7	Thorne	10	–	#5	–	5.9%	1/3	0/3
8	GNC	3	–	#8	–	2.0%	0/3	0/3
9	Optimum Nutrition	3	–	#7	–	7.8%	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

amazon.com	1
forbes.com	1
fortune.com	1
garagegymreviews.com	1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Optimum Nutrition

QUOTE IT. #1 in AI answers for "Best pre-workout brands": Transparent Labs (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 collagen brands"

Vital Proteins is the clear AI pick for collagen supplements

9	100	All 3	14
brands named across the three answers	AI Rank Score for Vital Proteins	engines agree on the #1 brand	sources cited, none from brand sites

Vital Proteins scores 100 and is the first pick on all three engines. Sports Research is a distant second at 73. In total 9 brands are named, and the top three take 54% of all brand mentions.

Exhibit 4.9

Vital Proteins scores 100, out of 9 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Vital Proteins	100	**#1**	**#1**	**#1**	17.1%	3/3	3/3
2	Sports Research	73	#2	#2	#3	22.9%	3/3	0/3
3	Ancient Nutrition	43	#3	#4	#5	14.3%	3/3	0/3
4	Momentous	37	#5	–	#2	5.7%	2/3	0/3
5	Thorne	20	–	#3	–	17.1%	1/3	0/3
6	Nutricost	13	–	–	#4	2.9%	1/3	0/3
7	Transparent Labs	13	#4	–	–	2.9%	1/3	0/3
8	Nordic Naturals	10	–	#5	–	8.6%	1/3	0/3
9	Garden of Life	3	–	#6	–	8.6%	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

forbes.com	1	1
ulta.com	1	1
allnutrition.cl		1
claritypick.com		1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Garden of Life and Thorne

QUOTE IT. #1 in AI answers for "Best collagen brands": Vital Proteins (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 greens powder brands"

AG1 is the clear AI pick for greens powders

8	100	All 3	19
brands named across the three answers	AI Rank Score for AG1	engines agree on the #1 brand	sources cited, 1 from brand sites

AG1 scores 100 and is the first pick on all three engines. Amazing Grass is a distant second at 57. In total 8 brands are named, and the top three take 52% of all brand mentions.

Exhibit 4.10

AG1 scores 100, out of 8 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	AG1	100	**#1**	**#1**	**#1**	25.0%	3/3	3/3
2	Amazing Grass	57	#3	#5	#2	12.5%	3/3	0/3
3	Thorne	33	#4	#3	–	15.0%	2/3	0/3
4	Transparent Labs	33	–	#4	#3	15.0%	2/3	0/3
5	Huel	30	#2	–	#6	7.5%	1/3	0/3
6	Bloom	27	#5	#6	#4	12.5%	3/3	0/3
7	Live it Up	27	–	#2	–	10.0%	1/3	0/3
8	Legion	10	–	–	#5	2.5%	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

forbes.com	1	1
fda.gov		1
wired.com		1
wetestyoutrust.com		1

Plus 14 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Live it Up

QUOTE IT. #1 in AI answers for "Best greens powder brands": AG1 (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

3 · THE ENGINES DISAGREE

The engines agree on the top supplement brand for only five questions

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for 5 of the 10 questions. Gemini writes the longest answers (about 1,127 words) and names 7.7 brands per answer. ChatGPT and AI Overviews both name 5.1 brands, in about 328 and 226 words. AI Overviews is the only engine to cite Google Shopping cards, and it did so only twice.

Brand results shift from engine to engine. Gemini names Thorne in 80% of its answers yet ranks Nature Made first twice, on multivitamins and vitamin D. AI Overviews names Transparent Labs more than any other brand and ranks it first for creatine, where the other two engines choose Thorne.

Exhibit 5

Engines split on half of the supplement and vitamin questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best multivitamin	Thorne	Nature Made	Thorne	Split
Best protein powder	Optimum Nutrition	Optimum Nutrition	Optimum Nutrition	✓ All agree
Best creatine	Thorne	Thorne	Transparent Labs	Split
Best omega-3 fish oil	Nordic Naturals	Nordic Naturals	Nordic Naturals	✓ All agree
Best probiotic	Culturelle	Culturelle	Ritual	Split
Best vitamin D	Thorne	Nature Made	Sports Research	Split
Best magnesium supplement	Thorne	Thorne	Thorne	✓ All agree
Best pre-workout	Transparent Labs	Gorilla Mode	Transparent Labs	Split
Best collagen	Vital Proteins	Vital Proteins	Vital Proteins	✓ All agree
Best greens powder	AG1	AG1	AG1	✓ All agree

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
Thorne	50% / 4×#1	80% / 2×#1	40% / 2×#1
Transparent Labs	40% / 1×#1	40% / 0×#1	50% / 2×#1
Optimum Nutrition	20% / 1×#1	30% / 1×#1	20% / 1×#1
Sports Research	20% / 0×#1	30% / 0×#1	20% / 1×#1
Nature Made	30% / 0×#1	40% / 2×#1	10% / 0×#1
Nordic Naturals	20% / 1×#1	30% / 1×#1	10% / 1×#1

4 · WHERE AI LEARNS ABOUT SUPPLEMENTS AND VITAMINS

Health publishers and independent blogs supply most of what AI cites

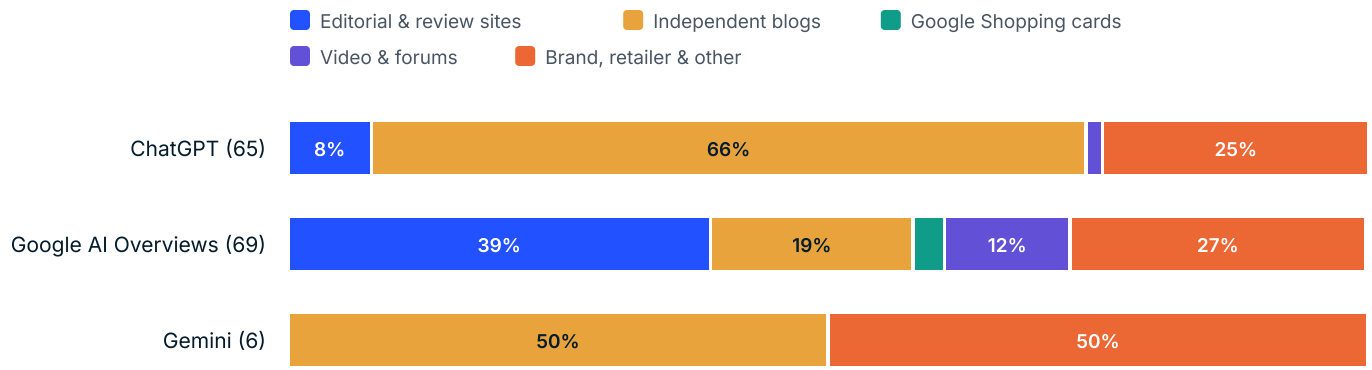
Across the ten questions, the engines cited 140 sources from 85 websites, a wide spread. Only 7 of those citations (5%) go to a brand's own website. The rest come from health reference sites, publishers, independent blogs, retailers, video and forums.

ChatGPT leans heavily on independent blogs (66.2%) and splits most of the rest between retailers and health reference sites such as Healthline. Google AI Overviews favors editorial outlets like Forbes, U.S. News and Fortune, plus YouTube and Amazon. Gemini cited just 6 sources, in 2 of its 10 answers.

Exhibit 6

Outside sources supply 95% of the citations behind AI supplement 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%	1	3%	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

Thorne leads more cited pages than any rival

Of the 77 cited articles we read, Thorne appears on 30%, the highest share, and is the main brand on 10, more than any rival. Transparent Labs leads 7, and AG1, which competes on one question, leads 6.

Exhibit 7

Thorne leads more cited pages than any rival but appears on under a third.

Share of 77 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)
Thorne	30%	10	8
Transparent Labs	27%	7	3
Optimum Nutrition	13%	3	3
Sports Research	14%	1	1
Nature Made	16%	2	2
Nordic Naturals	13%	4	3

Based on the 77 of 130 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 supplements.

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
healthline.com	9	ChatGPT 5 · Google AI Overviews 4	7	Thorne, Ritual, Pure Encapsulations, Transparent Labs
forbes.com	9	ChatGPT 2 · Google AI Overviews 7	6	Page could not be opened
youtube.com	8	ChatGPT 1 · Google AI Overviews 7	7	Video and discussion (not analyzed)
usnews.com	7	Google AI Overviews 7	4	Page could not be opened
amazon.com	5	Google AI Overviews 5	5	Nutricost, Transparent Labs, Ghost, Legion
fortune.com	5	Google AI Overviews 5	5	Legion, Transparent Labs, Nutricost, Kaged
gnc.com	4	ChatGPT 2 · Google AI Overviews 2	4	GNC, Ghost, Legion, Cellucor
medicalnewstoday.com	3	ChatGPT 2 · Google AI Overviews 1	3	Thorne, Ritual, Transparent Labs, Ghost

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 and brand health. In supplements it can tell a different story from both.
- 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 product questions you have to win ("best magnesium supplement", for example) and measure each engine on its own.
- Earn a place in health reference content. Healthline ties Forbes as the most cited site, with 9 citations across 7 questions.
- Keep Amazon listings complete and accurate. AI Overviews cited Amazon on 5 questions.

Brand & PR teams

- Put health publishers and tested roundups (Healthline, Forbes, U.S. News, Fortune) ahead of general news coverage.
- Get honest product reviews onto YouTube. AI Overviews cited it 7 times across the ten questions.
- 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, 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 supplement playbook: where to get cited

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

Must win

Cited across engines and questions

- Healthline (9 citations, 7 questions)
- Forbes (9)
- YouTube reviews (8)
- Medical News Today (3)

Editorial

Shapes AI Overviews' shortlists

- U.S. News (7, AI Overviews only)
- Fortune (5)
- Garage Gym Reviews (2)
- GoodRx (2)

Retail & blogs

Adds weight on single product questions

- Amazon (5, AI Overviews only)
- GNC (4)
- eBay (2, ChatGPT only)
- Independent supplement blogs (66.2% of ChatGPT's citations)

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 supplement and vitamin brands

Exhibit A1

All eight index metrics for supplement and vitamin.

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	**Thorne**	**43.0**	57%	57%	27%	11.7%	3/10	0	0	0 of 6
2	**Transparent Labs**	**30.7**	43%	43%	10%	7.3%	3/10	0	1	0 of 3
3	**Optimum Nutrition**	**18.3**	23%	23%	10%	4.9%	2/10	0	0	0 of 3
4	**Sports Research**	**16.7**	23%	23%	3%	4.4%	1/10	0	0	0 of 3
5	**Nature Made**	**14.7**	27%	27%	7%	4.4%	1/10	0	0	0 of 4
6	**Nordic Naturals**	**12.7**	20%	20%	10%	3.2%	1/10	1	1	0 of 1
7	**Pure Encapsulations**	**11.7**	23%	23%	0%	3.4%	2/10	0	0	0 of 2
8	**Garden of Life**	**11.0**	27%	27%	0%	3.4%	2/10	1	0	1 of 5
9	**Nutricost**	**10.7**	23%	23%	0%	2.9%	0/10	0	0	0 of 1
10	**AG1**	**10.0**	10%	10%	10%	2.4%	1/10	0	0	0 of 1
11	**Vital Proteins**	**10.0**	10%	10%	10%	1.5%	1/10	0	0	0 of 1
12	**Culturelle**	**9.3**	10%	10%	7%	1.5%	1/10	0	0	0 of 1
13	**Ritual**	**8.3**	13%	13%	3%	2.2%	1/10	0	0	0 of 1
14	**Carlson**	**8.0**	13%	13%	0%	2.4%	1/10	0	0	0 of 1
15	**Momentous**	**7.0**	17%	17%	0%	2.9%	0/10	0	0	0 of 2
16	**NOW Foods**	**6.7**	20%	20%	0%	2.7%	2/10	0	0	0 of 2
17	**Legion**	**6.0**	13%	13%	0%	1.9%	1/10	0	0	1 of 2
18	**Gorilla Mode**	**6.0**	7%	7%	3%	1.2%	0/10	0	0	0 of 1
19	**Life Extension**	**5.7**	17%	17%	0%	2.4%	1/10	0	1	–
20	**Amazing Grass**	**5.7**	10%	10%	0%	1.2%	1/10	0	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. Gold Standard counts as Optimum Nutrition, and Athletic Greens counts as AG1.
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 140 citations by type and read the 77 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 supplement and vitamin answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN SUPPLEMENT AND VITAMIN QUESTIONS

1. Best multivitamin brands
2. Best protein powder brands
3. Best creatine brands
4. Best omega-3 fish oil brands
5. Best probiotic brands
6. Best vitamin D brands
7. Best magnesium supplement brands
8. Best pre-workout brands
9. Best collagen brands
10. Best greens powder 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 magnesium supplement 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 supplement and vitamin. 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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