Who AI Recommends: Watches

How ChatGPT, Gemini and Google AI Overviews rank 52 watch brands on ten buying questions, and what it takes to be the brand they put 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 watch category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

52
watch brands named
by at least one engine

4 of 10
questions on which all three engines agree
on the #1 brand

7.5%
of citations go to brands' own websites
12 of 159 sources

60%
of answers mention Garmin
the most of any brand

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 is about watches. Its ten questions run from smartwatches and fitness watches to luxury and dive watches.

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

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EXECUTIVE SUMMARY

AI treats watches as two markets, and Garmin, Apple and Rolex lead the field

In AI answers, watches are two categories in one. Garmin and Apple lead the smartwatch and fitness questions; Rolex, Patek Philippe, Cartier and Casio take the traditional ones. Garmin leads overall on breadth, and Rolex has the most first places. Citizen appears in 43% of answers and is never ranked first.

KEY FINDINGS

1 **Garmin wins on breadth.**

Garmin has the top AI Rank Score, 39.3, and is the most visible brand on all three engines, named in 60% of answers. It wins the fitness and running watch questions. Apple (32.3) and Rolex (31.3) come next, with Omega fourth at 21.3.

2 **Two markets with separate winners.**

Half the questions concern smartwatches and fitness; the other half concern traditional watches. Apple wins smartwatches and ties with TickTalk on kids' smartwatches, and Withings wins hybrids. On the traditional side, Rolex wins dive watches and the overall question, Patek Philippe wins luxury, Casio budget and Cartier women's watches. Few brands appear in both.

3 **Rolex collects the most first places.**

No brand is ranked #1 more often than Rolex, which takes 8 of 30 answers despite appearing in only 37% of them. Four of those first places come from ChatGPT. On traditional watch questions, Rolex is often the first name an engine gives.

4 **Citizen and Omega are seen but never first.**

Citizen is named in 43% of answers and Omega in 40%, yet neither is ranked first a single time. Some names never appear at all. No engine mentions Tudor for luxury watches, Tag Heuer for the overall question or Whoop for fitness.

5 **The engines agree on 4 of 10 questions.**

For smartwatches, running, dive and hybrid watches, all three engines pick the same top brand. Elsewhere they split. On luxury watches Gemini chooses Patek Philippe, while ChatGPT and Google AI Overviews go with Rolex. Track each engine separately.

6 **YouTube and review sites shape what AI knows about watches.**

Someone other than the brand owns 92.5% of the 159 sources cited. YouTube (23 citations) and Google Shopping cards (22) lead, ahead of TechRadar and Tom's Guide. Shopping cards are 24.1% of AI Overviews' citations, and brand websites supply 7.5% overall.

1 · THE WATCH LEADERBOARD

Garmin tops the watch index, and Apple and Rolex are close behind

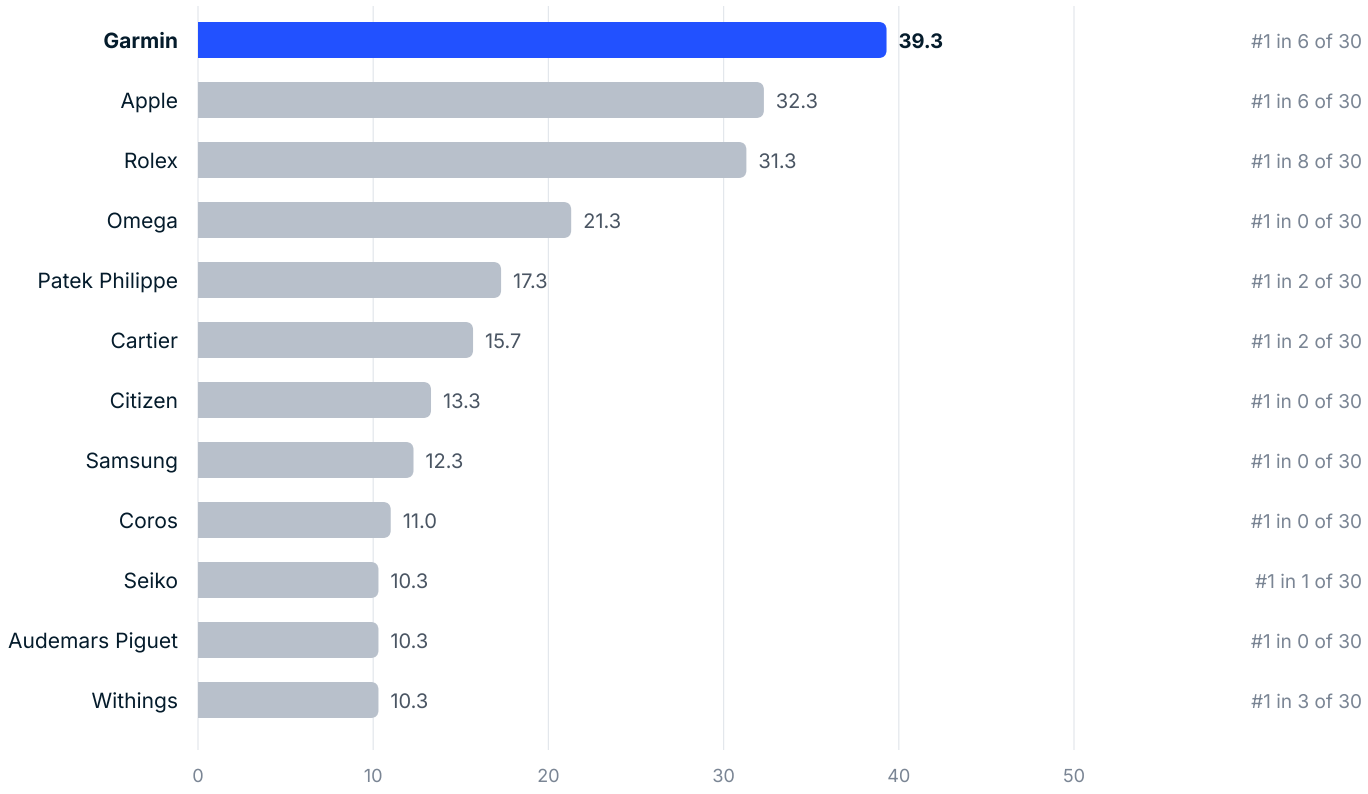
The AI Rank Score reflects how high each engine places a brand in its recommendations over all ten questions. Only a brand named first by all three engines on every question would reach 100. Here the questions range from smartwatches and fitness watches to budget and luxury pieces, which rarely share a shortlist, so no brand comes close.

Garmin built its lead on two question wins (fitness and running), a second place on hybrid smartwatches and solid placings on the other smartwatch questions. Apple earns its points on those same smartwatch questions. Rolex gets nearly all of its score from four traditional questions, winning two and finishing second on the other two.

Exhibit 1

Garmin has the highest AI Rank Score, and Apple and Rolex are close behind.

AI Rank Score, watch 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

Citizen and Omega are named often, yet never picked first

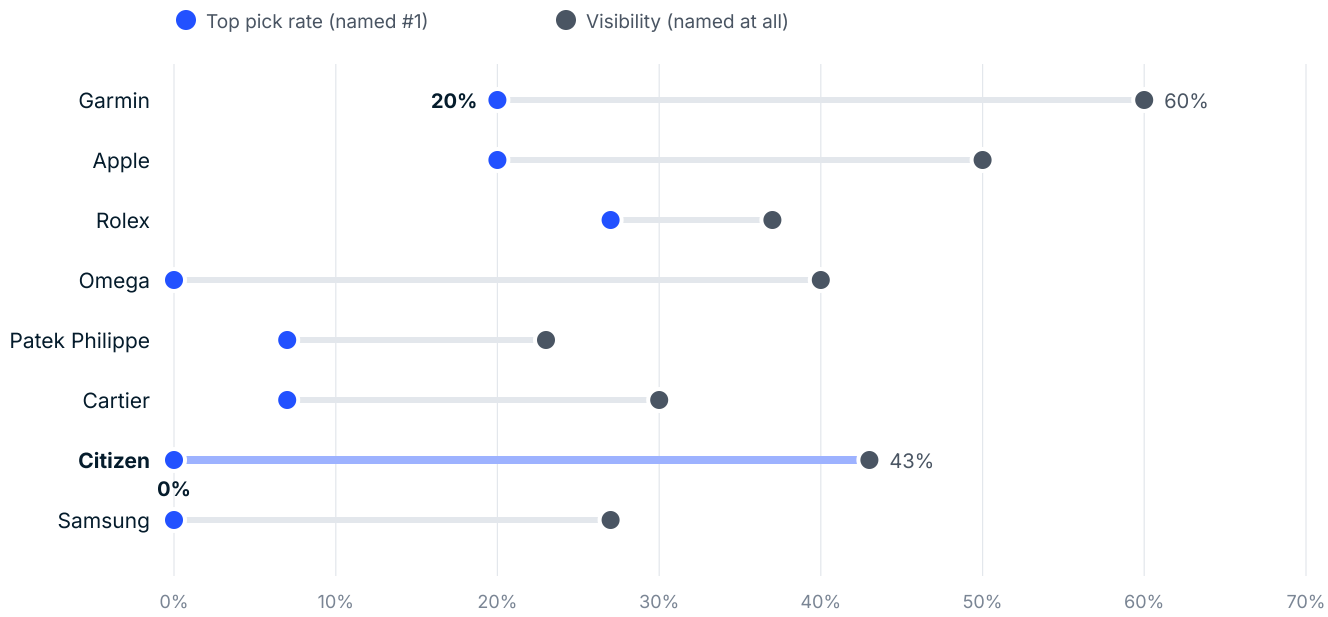
A brand's visibility is the share of answers that name it at all. Its top pick rate is the share that name it first. The distance between the two shows whether an engine treats the brand as the answer or as one more option on the list.

Citizen's gap is the widest in the index. It is named in 43% of answers, across the budget, dive, hybrid, women's and overall questions, and is the first pick in none. Omega shows the same pattern at 40%. Rolex is the reverse, named in 37% of answers and first in 27%. The top pick rate is the number for a CMO to watch.

Exhibit 2

Citizen is named in 43% of answers and never ranked 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 dive watch brands" typically reads the first name or two and stops. Brands listed fourth or fifth are still seen, though they are rarely bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Eight brands split the ten #1 spots between two markets

Question by question, the category divides cleanly. The five smartwatch and fitness questions go to Apple, Garmin and Withings, with TickTalk tied with Apple on kids. The five traditional ones go to Rolex, Patek Philippe, Casio and Cartier. Rolex, Omega, Patek Philippe and Cartier are missing from every smartwatch question, and no engine names Apple for luxury or dive watches.

Exhibit 3

Smartwatch brands and traditional watchmakers each win their own set of questions.

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

	Smart-watch	Fitness	Luxury	Budget	Running	Dive	Hybrid	Women	Kids' smart	Overall
Garmin	53	**93**	–	–	**100**	3	80	3	57	3
Apple	**100**	87	–	–	57	–	3	7	**67**	3
Rolex	–	–	77	–	–	**100**	–	60	–	**77**
Omega	–	–	30	–	–	80	–	47	–	57
Patek Philippe	–	–	**87**	–	–	–	–	27	–	60
Cartier	–	–	27	–	–	–	–	**87**	–	43
Citizen	–	–	–	50	–	20	40	17	–	7
Samsung	80	33	–	–	–	–	3	3	–	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

Start by knowing which market the engines place you in. Luxury names never appear on smartwatch questions, and Apple earns no credit on luxury or dive watches. Within each market, single questions can be won. Casio takes budget watches and Withings takes hybrids, and neither makes the overall top 10.

Exhibit 4

Winners and losers on every watch question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best smartwatch brands	**Apple** 100	Samsung 80	p. 9
2	Best fitness watch brands	**Garmin** 93	Apple 87	p. 10
3	Best luxury watch brands	**Patek Philippe** 87	Rolex 77	p. 11
4	Best budget watch brands	**Casio** 80	Seiko 63	p. 12
5	Best watch brands for running	**Garmin** 100	Coros 73	p. 13
6	Best dive watch brands	**Rolex** 100	Omega 80	p. 14
7	Best hybrid smartwatch brands	**Withings** 100	Garmin 80	p. 15
8	Best watch brands for women	**Cartier** 87	Rolex 60	p. 16
9	Best smartwatch brands for kids	**TickTalk & Apple** 67	Garmin 57	p. 17
10	Best watch brands overall	**Rolex** 77	Patek Philippe 60	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 watch brands for running": Garmin (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 smartwatch brands"

Apple is the clear AI pick for smartwatches

9	100	All 3	12
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, none from brand sites

Apple scores 100 and is the first pick on all three engines. Samsung is a distant second at 80. The field is narrow. Only 9 brands are named, and the top three take 64% of all brand mentions.

Exhibit 4.1

Apple scores 100, out of 9 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	100	**#1**	**#1**	**#1**	20.0%	3/3	3/3
2	Samsung	80	#2	#2	#2	20.0%	3/3	0/3
3	Garmin	53	#4	#3	#3	23.5%	3/3	0/3
4	Fitbit	30	#3	#5	–	9.4%	2/3	0/3
5	Google	13	–	#4	–	5.9%	1/3	0/3
6	Amazfit	10	#5	–	–	3.5%	1/3	0/3
7	Coros	7	#7	#6	–	10.6%	2/3	0/3
8	Oura	7	#6	#8	–	4.7%	1/3	0/3
9	Withings	3	–	#7	–	2.4%	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

Google Shopping cards		2
techradar.com	1	1
tomsguide.com	2	
amazon.com		1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Google and Amazfit

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

2 · QUESTION 2 OF 10

"Best fitness watch brands"

Garmin leads AI answers for fitness watches, ahead of Apple

10	93	2 of 3	12
brands named across the three answers	AI Rank Score for Garmin	engines agree on the #1 brand	sources cited, none from brand sites

Garmin scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Apple instead. Apple is close behind at 87, so this question could change hands next month. In total 10 brands are named, and the top three take 50% of all brand mentions.

Exhibit 4.2

Garmin scores 93, out of 10 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Garmin	93	#2	**#1**	**#1**	25.0%	3/3	2/3
2	Apple	87	**#1**	#2	#2	17.4%	3/3	1/3
3	Samsung	33	#4	–	#3	7.6%	2/3	0/3
4	Coros	30	–	#3	#5	12.0%	2/3	0/3
5	Polar	27	–	#4	#4	10.9%	2/3	0/3
6	Fitbit	23	#3	#6	–	13.0%	2/3	0/3
7	Amazfit	10	#5	–	–	3.3%	1/3	0/3
8	Suunto	10	–	#5	–	6.5%	1/3	0/3
9	Google	3	–	#7	–	1.1%	1/3	0/3
10	Oura	3	#6	–	–	3.3%	1/3	0/3

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

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

SOURCES BEHIND THESE ANSWERS

youtube.com	3
Google Shopping cards	2
androidauthority.com	1
androidcentral.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Amazfit

QUOTE IT. #1 in AI answers for "Best fitness watch brands": Garmin (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 3 OF 10

"Best luxury watch brands"

Patek Philippe leads AI answers for luxury watches, ahead of Rolex

13	87	2 of 3	13
brands named across the three answers	AI Rank Score for Patek Philippe	engines agree on the #1 brand	sources cited, 1 from brand sites

Patek Philippe scores 87, although only Gemini ranks it first. Rolex follows at 77. ChatGPT and Google AI Overviews put Rolex first, while Gemini goes with Patek Philippe. In total 13 brands are named, and the top three take 42% of all brand mentions.

Exhibit 4.3

Patek Philippe scores 87, out of 13 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Patek Philippe	87	#2	**#1**	#2	12.3%	3/3	1/3
2	Rolex	77	**#1**	#5	**#1**	19.2%	3/3	2/3
3	Audemars Piguet	57	#3	#2	#5	11.0%	3/3	0/3
4	Vacheron Constantin	33	#5	#3	#6	6.8%	3/3	0/3
5	Omega	30	#4	#7	#4	8.2%	3/3	0/3
6	Cartier	27	#7	#6	#3	12.3%	3/3	0/3
7	A. Lange & Söhne	17	–	#4	#8	4.1%	2/3	0/3
8	Breitling	10	#9	#11	#10	5.5%	3/3	0/3
9	Jaeger-LeCoultre	10	#6	#8	#9	8.2%	3/3	0/3
10	IWC	7	#8	#10	–	4.1%	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

Google Shopping cards	3
bobswatches.com	1
chrono24.com	1
everythinggoesluxury.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best luxury watch brands": Patek Philippe (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 budget watch brands"

Casio is the clear AI pick for budget watches

10	80	2 of 3	13
brands named across the three answers	AI Rank Score for Casio	engines agree on the #1 brand	sources cited, none from brand sites

Casio scores 80. Two of the three engines rank it first. ChatGPT puts it at #4 and picks Seiko instead. Seiko follows at 63. In total 10 brands are named, and the top three take 46% of all brand mentions.

Exhibit 4.4

Casio scores 80, out of 10 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Casio	80	#4	**#1**	**#1**	15.8%	3/3	2/3
2	Seiko	63	**#1**	#5	#3	15.8%	3/3	1/3
3	Timex	57	#6	#2	#2	14.9%	3/3	0/3
4	Orient	53	#3	#3	#4	16.8%	3/3	0/3
5	Citizen	50	#2	#4	#5	15.8%	3/3	0/3
6	Bulova	13	#5	#6	–	8.9%	2/3	0/3
7	Hamilton	7	#7	#9	–	3.0%	1/3	0/3
8	Tissot	7	#8	#7	–	5.9%	2/3	0/3
9	Fossil	3	#9	–	–	2.0%	1/3	0/3
10	Swatch	3	–	#8	–	1.0%	0/3	0/3

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

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

SOURCES BEHIND THESE ANSWERS

youtube.com	3
braverywatch.com	2
exquisitetimepieces.com	1
facebook.com	1

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Fossil

QUOTE IT. #1 in AI answers for "Best budget watch brands": Casio (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 5 OF 10

"Best watch brands for running"

Garmin is the clear AI pick for running watches

6	100	All 3	19
brands named across the three answers	AI Rank Score for Garmin	engines agree on the #1 brand	sources cited, 5 from brand sites

Garmin scores 100 and is the first pick on all three engines. Coros is a distant second at 73. The field is narrow. Only 6 brands are named, and the top three take 69% of all brand mentions.

Exhibit 4.5

Garmin scores 100, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best watch brands for running"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Garmin	100	**#1**	**#1**	**#1**	36.1%	3/3	3/3
2	Coros	73	#3	#2	#2	16.5%	3/3	0/3
3	Apple	57	#2	#3	#5	16.5%	3/3	0/3
4	Polar	43	#4	#5	#3	14.4%	3/3	0/3
5	Suunto	37	#5	#4	#4	15.5%	3/3	0/3
6	Amazfit	3	–	–	#6	1.0%	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

youtube.com	1	3
Google Shopping cards		2
techradar.com	2	
apple.com	1	

Plus 10 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

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

2 · QUESTION 6 OF 10

"Best dive watch brands"

Rolex is the clear AI pick for dive watches

19	100	All 3	17
brands named across the three answers	AI Rank Score for Rolex	engines agree on the #1 brand	sources cited, none from brand sites

Rolex scores 100 and is the first pick on all three engines. Omega is a distant second at 80. The field is wide open: 19 brands are named and the top three take only 31% of mentions.

Exhibit 4.6

Rolex scores 100, out of 19 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Rolex	100	**#1**	**#1**	**#1**	12.6%	3/3	3/3
2	Omega	80	#2	#2	#2	9.7%	3/3	0/3
3	Tudor	43	#5	#4	#3	8.7%	3/3	0/3
4	Blancpain	33	–	#3	#4	2.9%	2/3	0/3
5	Seiko	27	#3	#8	#10	10.7%	3/3	0/3
6	Citizen	20	#4	#9	#11	8.7%	3/3	0/3
7	Doxa	13	–	#5	#8	5.8%	2/3	0/3
8	Panerai	13	#6	–	#5	3.9%	2/3	0/3
9	Orient	7	#9	–	#12	3.9%	2/3	0/3
10	Oris	7	–	#7	#7	3.9%	2/3	0/3

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

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

SOURCES BEHIND THESE ANSWERS

youtube.com	1	2
t3.com		2
techradar.com		2
divewatch.com		1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Breitling

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

2 · QUESTION 7 OF 10

"Best hybrid smartwatch brands"

Withings is the clear AI pick for hybrid smartwatches

11	100	All 3	23
brands named across the three answers	AI Rank Score for Withings	engines agree on the #1 brand	sources cited, 1 from brand sites

Withings scores 100 and is the first pick on all three engines. Garmin is a distant second at 80. The field is narrow. Only 11 brands are named, and the top three take 61% of all brand mentions.

Exhibit 4.7

Withings scores 100, out of 11 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Withings	100	**#1**	**#1**	**#1**	22.5%	3/3	3/3
2	Garmin	80	#2	#2	#2	26.8%	3/3	0/3
3	Citizen	40	–	#3	#3	11.3%	2/3	0/3
4	Fossil	23	#3	#6	–	9.9%	2/3	0/3
5	Skagen	17	#4	#9	–	7.0%	1/3	0/3
6	Tissot	13	–	#4	–	9.9%	1/3	0/3
7	Polar	10	#5	–	–	4.2%	1/3	0/3
8	Swatch	10	–	#5	–	1.4%	1/3	0/3
9	Apple	3	–	#7	–	2.8%	0/3	0/3
10	Michael Kors	3	–	#10	–	1.4%	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

youtube.com	3	3
Google Shopping cards		3
bestbuy.com	1	1
reddit.com	1	1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best hybrid smartwatch brands": Withings (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 watch brands for women"

Cartier is the clear AI pick for women's watches

21	87	2 of 3	14
brands named across the three answers	AI Rank Score for Cartier	engines agree on the #1 brand	sources cited, 1 from brand sites

Cartier scores 87. Two of the three engines rank it first. ChatGPT puts it at #3 and picks Rolex instead. Rolex is a distant second at 60. The field is wide open: 21 brands are named and the top three take only 28% of mentions.

Exhibit 4.8

Cartier scores 87, out of 21 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Cartier	87	#3	**#1**	**#1**	13.3%	3/3	2/3
2	Rolex	60	**#1**	#2	–	7.1%	2/3	1/3
3	Omega	47	#4	#4	#3	7.1%	3/3	0/3
4	Longines	37	–	#5	#2	6.2%	2/3	0/3
5	Tissot	27	#5	#6	#4	7.1%	3/3	0/3
6	Patek Philippe	27	#2	–	–	1.8%	1/3	0/3
7	Jaeger-LeCoultre	20	–	#3	–	3.5%	1/3	0/3
8	Citizen	17	#7	#12	#5	5.3%	3/3	0/3
9	Timex	10	#8	#14	#7	7.1%	3/3	0/3
10	Apple	7	#11	#16	–	5.3%	2/3	0/3

11 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
gnomonwatches.com	1
macys.com	1
michele.com	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Movado

QUOTE IT. #1 in AI answers for "Best watch brands for women": Cartier (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 9 OF 10

"Best smartwatch brands for kids"

TickTalk and Apple share the top spot for smartwatches for kids

7	67	2 of 3	22
brands named across the three answers	AI Rank Score for TickTalk and Apple	engines agree on the #1 brand	sources cited, 4 from brand sites

TickTalk and Apple tie at 67. TickTalk is ranked first by no engines; Apple is ranked first by two engines. Gemini and Google AI Overviews put Apple first, while ChatGPT goes with Garmin. The field is narrow. Only 7 brands are named, and the top three take 63% of all brand mentions.

Exhibit 4.9

TickTalk and Apple score 67, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best smartwatch brands for kids"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	TickTalk	67	#2	#4	#2	19.7%	2/3	0/3
2	Apple	67	–	**#1**	**#1**	18.3%	2/3	2/3
3	Garmin	57	**#1**	#5	#4	25.4%	2/3	1/3
4	Gabb Watch	33	#4	#3	–	16.9%	2/3	0/3
5	Verizon Gizmo	30	#3	–	#5	4.2%	1/3	0/3
6	Fitbit	27	–	#2	–	14.1%	1/3	0/3
7	Xplora	20	–	–	#3	1.4%	0/3	0/3

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

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

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	1	2
amazon.com		2
myticktalk.com	1	1
facebook.com		1

Plus 14 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Fitbit and Xplora

QUOTE IT. Joint #1 in AI answers for "Best smartwatch brands for kids": TickTalk and Apple (AI Rank Score 67/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best watch brands overall"

Rolex is the clear AI pick for watches overall

27	77	2 of 3	14
brands named across the three answers	AI Rank Score for Rolex	engines agree on the #1 brand	sources cited, none from brand sites

Rolex scores 77. Two of the three engines rank it first. Google AI Overviews puts it at #5 and picks Patek Philippe instead. Patek Philippe follows at 60. The field is wide open: 27 brands are named and the top three take only 20% of mentions.

Exhibit 4.10

Rolex scores 77, out of 27 brands named.

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

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Rolex	77	**#1**	**#1**	#5	8.5%	3/3	2/3
2	Patek Philippe	60	#4	#4	**#1**	6.0%	3/3	1/3
3	Omega	57	#2	#2	#6	6.0%	3/3	0/3
4	Audemars Piguet	47	#5	#5	#2	7.7%	3/3	0/3
5	Cartier	43	#3	#3	#7	6.8%	3/3	0/3
6	Vacheron Constantin	23	–	#6	#3	2.6%	2/3	0/3
7	A. Lange & Söhne	17	–	#7	#4	1.7%	2/3	0/3
8	Hamilton	10	#9	#13	#15	7.7%	3/3	0/3
9	Tissot	10	#8	#11	#14	5.1%	3/3	0/3
10	Casio	7	#11	#17	–	6.0%	2/3	0/3

17 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
braverywatch.com	1
chrono24.com	1
gq.com	1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Apple and Garmin

QUOTE IT. #1 in AI answers for "Best watch brands overall": Rolex (AI Rank Score 77/100, 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

All three engines share a top pick on four of ten questions

ChatGPT, Gemini and Google AI Overviews agree on the #1 brand for smartwatches, running, dive and hybrid watches. Their answers look very different, though. Gemini writes the longest (about 1,190 words) and names the most brands, 10.6 per answer. Google AI Overviews is brief, at about 220 words and 7.3 brands, and supplies nearly all the Google Shopping cards.

These differences matter to individual brands. ChatGPT ranks Rolex first four times; Gemini and Google AI Overviews do so twice each. ChatGPT also picks Apple for fitness watches and Garmin for kids' smartwatches, the reverse of what the other two engines choose.

Exhibit 5

The engines agree only on smartwatches, running, dive and hybrid watches.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best smartwatch	Apple	Apple	Apple	✓ All agree
Best fitness watch	Apple	Garmin	Garmin	Split
Best luxury watch	Rolex	Patek Philippe	Rolex	Split
Best budget watch	Seiko	Casio	Casio	Split
Best watch for running	Garmin	Garmin	Garmin	✓ All agree
Best dive watch	Rolex	Rolex	Rolex	✓ All agree
Best hybrid smartwatch	Withings	Withings	Withings	✓ All agree
Best watch for women	Rolex	Cartier	Cartier	Split
Best smartwatch for kids	Garmin	Apple	Apple	Split
Best watch overall	Rolex	Rolex	Patek Philippe	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
Garmin	70% / 2×#1	60% / 2×#1	50% / 2×#1
Apple	50% / 2×#1	60% / 2×#1	40% / 2×#1
Rolex	40% / 4×#1	40% / 2×#1	30% / 2×#1
Omega	40% / 0×#1	40% / 0×#1	40% / 0×#1
Patek Philippe	30% / 0×#1	20% / 1×#1	20% / 1×#1
Cartier	30% / 0×#1	30% / 1×#1	30% / 1×#1

4 · WHERE AI LEARNS ABOUT WATCHES

Each engine draws its watch knowledge from different sources

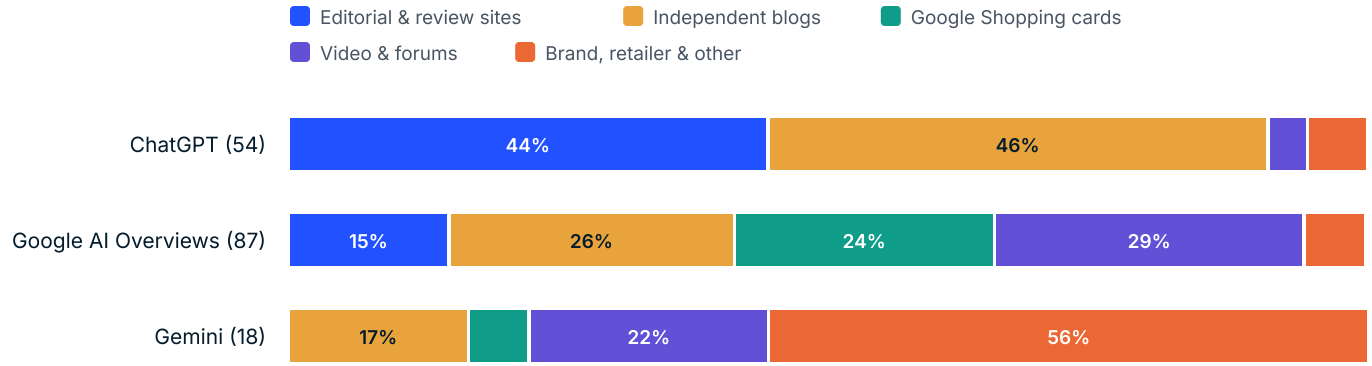
The engines cited 159 sources from 76 websites over the ten questions, and just 12 of those citations (7.5%) go to a brand's own website. The rest come from review sites, blogs, video, forums, retailers and Google Shopping.

Their habits differ. ChatGPT relies on editorial reviews and independent blogs such as TechRadar and Tom's Guide. Google AI Overviews combines YouTube (18 citations), independent blogs and Google Shopping cards. Gemini cited sources in only 3 of its 10 watch answers, and half of its 18 citations go to brand websites.

Exhibit 6

Outside sources account for 92.5% of the citations behind AI watch 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 3 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

8%	**2**	**24%**	**3 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

No brand leads more cited pages than Garmin

We read the 68 cited articles we were able to open. Apple appears on the most (57%), Garmin on half. Garmin is the main subject of 18 pages, Apple of 11. Rolex leads only 6 yet has the most first places, so we think its standing rests on more than these pages.

Exhibit 7

Garmin is the main subject of 18 cited pages, the most of any brand.

Share of 68 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)
Garmin	50%	18	6
Apple	57%	11	6
Rolex	31%	6	8
Omega	28%	2	0
Patek Philippe	22%	0	2
Cartier	21%	2	2

Based on the 68 of 106 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

YouTube and Google Shopping carry the most weight in AI answers on watches.

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

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

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
youtube.com	23	2 · 3 · 18	9	Video and discussion (not analyzed)
Google Shopping cards	22	1 · 21	10	Product listings
techradar.com	8	7 · 1	5	Apple, Garmin, Samsung, Amazfit
tomsguide.com	6	6	5	Apple, Samsung, Garmin, Fitbit
teddybaldassarre.com	4	4	4	Rolex, Timex, Blancpain, IWC
reddit.com	4	1 · 3	3	Video and discussion (not analyzed)
t3.com	4	4	3	Samsung, Garmin, Polar, Apple
amazon.com	3	3	2	Garmin, Apple, Samsung, Timex

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. For watches, it shows which market the engines place you in.
- Ask for the top pick rate, since mentions on their own flatter the brand.
- Run this as a standing program. The engines' answers shift every month, and the effect of one campaign fades.

CMOs

- Decide which questions you must win, "best dive watch brands" for instance, and measure every engine separately.
- Brands selling both smart and traditional watches should track them as two markets. The engines rarely mix the two.
- Count Google Shopping product data as AEO work: it supplies 24.1% of AI Overviews' watch citations.

Brand & PR teams

- Rank review sites such as TechRadar, Tom's Guide, T3 and Teddy Baldassarre above general news coverage.
- Get honest reviews onto YouTube, the most cited website for watches with 23 citations over 9 questions.
- Fix pages that mention you but cover another brand first, and do it before chasing new placements.

Agencies

- Report the AI Rank Score and top pick rate for a fixed set of questions, one engine at a time.
- Find the sources behind each competitor's #1 picks and plan coverage in those same places.
- Compare results each month with the Answer Engine Daily index.

Where watch brands should get cited: the playbook

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

Must win

Cited across engines and questions

- YouTube reviews (23 citations, 9 questions)
- Google Shopping product listings (22, mostly AI Overviews)
- Reddit (4)

Editorial

Shapes ChatGPT's smartwatch shortlists

- TechRadar (8)
- Tom's Guide (6, ChatGPT only)
- T3 (4)
- Android Central (2)

Specialist & retail

Lends credibility on traditional and fitness questions

- Teddy Baldassarre (4, AI Overviews only)
- Bravery Watch (3)
- Wareable (3)
- Amazon (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 watch brands

Exhibit A1

All eight index metrics for watch.

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	**Garmin**	**39.3**	60%	57%	20%	13.3%	5/10	4	2	0 of 6
2	**Apple**	**32.3**	50%	47%	20%	7.8%	3/10	0	2	0 of 6
3	**Rolex**	**31.3**	37%	37%	27%	4.9%	3/10	0	0	0 of 4
4	**Omega**	**21.3**	40%	40%	0%	3.4%	4/10	2	0	0 of 4
5	**Patek Philippe**	**17.3**	23%	23%	7%	2.0%	2/10	0	0	0 of 1
6	**Cartier**	**15.7**	30%	30%	7%	3.5%	3/10	3	0	0 of 2
7	**Citizen**	**13.3**	43%	43%	0%	4.7%	3/10	0	0	0 of 2
8	**Samsung**	**12.3**	27%	23%	0%	3.3%	1/10	1	0	0 of 2
9	**Coros**	**11.0**	23%	23%	0%	3.9%	1/10	0	1	0 of 2
10	**Seiko**	**10.3**	33%	33%	3%	4.3%	2/10	0	0	0 of 3
11	**Audemars Piguet**	**10.3**	20%	20%	0%	1.8%	2/10	0	0	0 of 1
12	**Withings**	**10.3**	13%	13%	10%	2.0%	1/10	2	1	0 of 1
13	**Casio**	**9.7**	27%	27%	7%	3.9%	1/10	1	0	0 of 2
14	**Polar**	**8.0**	20%	20%	0%	2.9%	1/10	2	1	0 of 2
15	**Fitbit**	**8.0**	17%	17%	0%	3.3%	0/10	1	0	0 of 3
16	**Timex**	**7.3**	27%	27%	0%	3.0%	2/10	0	0	0 of 1
17	**TickTalk**	**6.7**	10%	7%	0%	1.5%	1/10	0	2	0 of 1
18	**Orient**	**6.0**	17%	17%	0%	2.3%	1/10	0	0	0 of 1
19	**Tissot**	**5.7**	30%	30%	0%	2.9%	2/10	2	0	–
20	**Vacheron Constantin**	**5.7**	17%	17%	0%	0.9%	1/10	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.
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 159 citations by type and read the 68 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 3 of its 10 watch answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN WATCH QUESTIONS

1. Best smartwatch brands
2. Best fitness watch brands
3. Best luxury watch brands
4. Best budget watch brands
5. Best watch brands for running
6. Best dive watch brands
7. Best hybrid smartwatch brands
8. Best watch brands for women
9. Best smartwatch brands for kids
10. Best watch brands overall

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 watch brands for running', 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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