ANSWERBURST | September 2026 Industry AEO Report
AI creation tools
Collected September 14, 2026 | All six models

91 answers | 4.6 brands per answer | 4 answers name no brand
Brand mention share (top 15):
ChatGPT: 71.4% (65 answers)
Claude: 65.9% (60 answers)
Gemini: 50.5% (46 answers)
Microsoft Copilot: 31.9% (29 answers)
Perplexity: 29.7% (27 answers)
Adobe Firefly: 22.0% (20 answers)
Grammarly: 22.0% (20 answers)
Canva: 19.8% (18 answers)
Jasper: 19.8% (18 answers)
Midjourney: 18.7% (17 answers)
Runway: 18.7% (17 answers)
Copy.ai: 12.1% (11 answers)
DALL-E: 11.0% (10 answers)
Descript: 11.0% (10 answers)
Writesonic: 8.8% (8 answers)

Topics:
Ease of use: Perplexity, 100.0% of 11 answers
Innovation: Claude, 90.9% of 11 answers
Performance: Adobe Firefly, 72.7% of 11 answers
Price and value: ChatGPT, 100.0% of 12 answers
Quality: Claude, 90.9% of 11 answers
Trust: Gemini, 83.3% of 12 answers
Exploratory: ChatGPT, 52.2% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/ai-creation-tools/

ANSWERBURST | September 2026 Industry AEO Report
Accounting software
Collected September 14, 2026 | All six models

89 answers | 4.5 brands per answer | 1 answers name no brand
Brand mention share (top 15):
QuickBooks: 93.3% (83 answers)
Xero: 84.3% (75 answers)
FreshBooks: 62.9% (56 answers)
Wave: 46.1% (41 answers)
Zoho Books: 43.8% (39 answers)
Sage: 37.1% (33 answers)
NetSuite: 23.6% (21 answers)
Gusto: 14.6% (13 answers)
TurboTax: 13.5% (12 answers)
Patriot Software: 9.0% (8 answers)
Expensify: 6.7% (6 answers)
Brex: 5.6% (5 answers)
Bill.com: 4.5% (4 answers)
Kashoo: 2.2% (2 answers)
Melio: 1.1% (1 answers)

Topics:
Audience fit: QuickBooks, 100.0% of 11 answers
Customer service: TurboTax, 90.9% of 11 answers
Ease of use: QuickBooks, 100.0% of 10 answers
Integrations: QuickBooks, 100.0% of 12 answers
Price and value: QuickBooks, 81.8% of 11 answers
Trust: QuickBooks, 90.9% of 11 answers
Exploratory: QuickBooks, 95.7% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/accounting-software/

ANSWERBURST | September 2026 Industry AEO Report
Athletic apparel
Collected September 14, 2026 | All six models

84 answers | 5.3 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Lululemon: 59.5% (50 answers)
Athleta: 56.0% (47 answers)
Vuori: 52.4% (44 answers)
Nike: 51.2% (43 answers)
Old Navy: 33.3% (28 answers)
Girlfriend Collective: 32.1% (27 answers)
Gymshark: 32.1% (27 answers)
Alo Yoga: 31.0% (26 answers)
Amazon: 28.6% (24 answers)
Under Armour: 27.4% (23 answers)
Fabletics: 23.8% (20 answers)
Adidas: 21.4% (18 answers)
Target: 20.2% (17 answers)
Beyond Yoga: 19.0% (16 answers)
Patagonia: 17.9% (15 answers)

Topics:
Audience fit: Athleta, 100.0% of 12 answers
Performance: Under Armour, 100.0% of 12 answers
Price and value: Lululemon, 100.0% of 12 answers
Quality: Vuori, 100.0% of 12 answers
Reliability: Lululemon, 83.3% of 12 answers
Exploratory: Athleta, 45.8% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/athletic-apparel/

ANSWERBURST | September 2026 Industry AEO Report
Auto insurance
Collected September 14, 2026 | All six models

83 answers | 5.7 brands per answer | 1 answers name no brand
Brand mention share (top 15):
State Farm: 84.3% (70 answers)
USAA: 79.5% (66 answers)
GEICO: 69.9% (58 answers)
Progressive: 55.4% (46 answers)
Erie Insurance: 51.8% (43 answers)
Travelers: 42.2% (35 answers)
Auto-Owners: 41.0% (34 answers)
Nationwide: 36.1% (30 answers)
Amica: 31.3% (26 answers)
Allstate: 28.9% (24 answers)
Farmers: 15.7% (13 answers)
Liberty Mutual: 12.0% (10 answers)
American Family: 9.6% (8 answers)
Hagerty: 7.2% (6 answers)
Safeco: 4.8% (4 answers)

Topics:
Audience fit: State Farm, 100.0% of 12 answers
Customer service: USAA, 91.7% of 12 answers
Price and value: USAA, 100.0% of 12 answers
Reliability: Erie Insurance, 75.0% of 12 answers
Trust: GEICO, 81.8% of 11 answers
Exploratory: State Farm, 91.7% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/auto-insurance/

ANSWERBURST | September 2026 Industry AEO Report
Auto marketplaces
Collected September 14, 2026 | All six models

80 answers | 5.0 brands per answer | 12 answers name no brand
Brand mention share (top 15):
CarMax: 65.0% (52 answers)
Carvana: 65.0% (52 answers)
Cars.com: 53.8% (43 answers)
CarGurus: 52.5% (42 answers)
Autotrader: 50.0% (40 answers)
Edmunds: 33.8% (27 answers)
Facebook Marketplace: 30.0% (24 answers)
CARFAX: 26.2% (21 answers)
Craigslist: 26.2% (21 answers)
TrueCar: 23.8% (19 answers)
AutoCheck: 20.0% (16 answers)
Kelley Blue Book: 18.8% (15 answers)
Vroom: 13.8% (11 answers)
eBay Motors: 12.5% (10 answers)
Bring a Trailer: 5.0% (4 answers)

Topics:
Customer service: CarMax, 91.7% of 12 answers
Ease of use: CarMax, 100.0% of 10 answers
Price and value: CarGurus, 75.0% of 12 answers
Reliability: CarMax, 50.0% of 12 answers
Trust: Autotrader, 100.0% of 11 answers
Exploratory: Carvana, 43.5% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/auto-marketplaces/

ANSWERBURST | September 2026 Industry AEO Report
Banks and neobanks
Collected September 14, 2026 | All six models

94 answers | 5.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Ally: 67.0% (63 answers)
Capital One: 63.8% (60 answers)
Chase: 60.6% (57 answers)
SoFi: 48.9% (46 answers)
Bank of America: 40.4% (38 answers)
Wells Fargo: 30.9% (29 answers)
Discover: 27.7% (26 answers)
Chime: 26.6% (25 answers)
Alliant: 25.5% (24 answers)
U.S. Bank: 19.1% (18 answers)
Charles Schwab: 17.0% (16 answers)
Marcus: 17.0% (16 answers)
American Express: 16.0% (15 answers)
Navy Federal: 16.0% (15 answers)
Axos: 10.6% (10 answers)

Topics:
Customer service: Ally, 100.0% of 12 answers
Ease of use: Capital One, 100.0% of 12 answers
Price and value: Ally, 100.0% of 12 answers
Reliability: Ally, 91.7% of 12 answers
Safety: SoFi, 66.7% of 12 answers
Trust: Ally, 72.7% of 11 answers
Exploratory: Chase, 69.6% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/banks-and-neobanks/

ANSWERBURST | September 2026 Industry AEO Report
Brokerages
Collected September 14, 2026 | All six models

94 answers | 4.6 brands per answer | 4 answers name no brand
Brand mention share (top 15):
Fidelity: 89.4% (84 answers)
Charles Schwab: 81.9% (77 answers)
Vanguard: 59.6% (56 answers)
Robinhood: 51.1% (48 answers)
Betterment: 35.1% (33 answers)
Interactive Brokers: 31.9% (30 answers)
Wealthfront: 28.7% (27 answers)
SoFi: 20.2% (19 answers)
TD Ameritrade: 17.0% (16 answers)
Webull: 17.0% (16 answers)
Merrill: 11.7% (11 answers)
Acorns: 9.6% (9 answers)
M1 Finance: 4.3% (4 answers)
Public: 4.3% (4 answers)
Ellevest: 1.1% (1 answers)

Topics:
Customer service: Charles Schwab, 83.3% of 12 answers
Ease of use: Fidelity, 100.0% of 12 answers
Expert recommendation: Charles Schwab, 90.9% of 11 answers
Price and value: Fidelity, 100.0% of 12 answers
Safety: Charles Schwab, 100.0% of 12 answers
Trust: Fidelity, 75.0% of 12 answers
Exploratory: Fidelity, 82.6% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/brokerages/

ANSWERBURST | September 2026 Industry AEO Report
CRM software
Collected September 14, 2026 | All six models

104 answers | 4.6 brands per answer | 0 answers name no brand
Brand mention share (top 15):
HubSpot: 98.1% (102 answers)
Zoho: 76.9% (80 answers)
Salesforce: 76.0% (79 answers)
Pipedrive: 66.3% (69 answers)
Microsoft Dynamics: 33.7% (35 answers)
Freshsales: 28.8% (30 answers)
Monday.com: 14.4% (15 answers)
Copper: 11.5% (12 answers)
Less Annoying CRM: 10.6% (11 answers)
Insightly: 7.7% (8 answers)
ActiveCampaign: 6.7% (7 answers)
Keap: 4.8% (5 answers)
Notion: 4.8% (5 answers)
Airtable: 3.8% (4 answers)
Attio: 3.8% (4 answers)

Topics:
Audience fit: HubSpot, 100.0% of 11 answers
Customer service: HubSpot, 100.0% of 12 answers
Ease of use: HubSpot, 100.0% of 12 answers
Expert recommendation: Salesforce, 100.0% of 11 answers
Integrations: HubSpot, 100.0% of 12 answers
Performance: HubSpot, 100.0% of 12 answers
Price and value: HubSpot, 100.0% of 12 answers
Exploratory: HubSpot, 95.5% of 22 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/crm-software/

ANSWERBURST | September 2026 Industry AEO Report
Clear aligners
Collected September 14, 2026 | All six models

93 answers | 4.7 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Invisalign: 93.5% (87 answers)
ClearCorrect: 48.4% (45 answers)
ALIGNERCO: 47.3% (44 answers)
Spark: 47.3% (44 answers)
Byte: 43.0% (40 answers)
SmileDirectClub: 37.6% (35 answers)
NewSmile: 36.6% (34 answers)
Align Technology: 30.1% (28 answers)
Candid: 26.9% (25 answers)
SureSmile: 26.9% (25 answers)
3M Clarity: 18.3% (17 answers)
Smileie: 10.8% (10 answers)
Angelalign: 2.2% (2 answers)

Topics:
Customer service: Invisalign, 100.0% of 12 answers
Expert recommendation: Invisalign, 100.0% of 10 answers
Price and value: Invisalign, 100.0% of 12 answers
Quality: Invisalign, 100.0% of 12 answers
Safety: Invisalign, 100.0% of 12 answers
Trust: Invisalign, 66.7% of 12 answers
Exploratory: Invisalign, 91.3% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/clear-aligners/

ANSWERBURST | September 2026 Industry AEO Report
Connected fitness
Collected September 14, 2026 | All six models

64 answers | 3.0 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Peloton: 53.1% (34 answers)
Apple Fitness+: 25.0% (16 answers)
NordicTrack: 25.0% (16 answers)
Tonal: 25.0% (16 answers)
Rogue Fitness: 23.4% (15 answers)
REP Fitness: 18.8% (12 answers)
Bowflex: 17.2% (11 answers)
Nike Training Club: 17.2% (11 answers)
Echelon: 14.1% (9 answers)
Garmin: 14.1% (9 answers)
Fitbit: 12.5% (8 answers)
Hydrow: 9.4% (6 answers)
Strava: 9.4% (6 answers)
Concept2: 7.8% (5 answers)
Whoop: 7.8% (5 answers)

Topics:
Audience fit: Peloton, 50.0% of 8 answers
Ease of use: Peloton, 87.5% of 8 answers
Performance: Peloton, 87.5% of 8 answers
Price and value: Peloton, 62.5% of 8 answers
Quality: Rogue Fitness, 100.0% of 8 answers
Reliability: Peloton, 50.0% of 8 answers
Exploratory: Peloton, 31.2% of 16 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/connected-fitness/

ANSWERBURST | September 2026 Industry AEO Report
Credit cards
Collected September 14, 2026 | All six models

84 answers | 4.7 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Chase: 91.7% (77 answers)
Capital One: 82.1% (69 answers)
American Express: 76.2% (64 answers)
Citi: 59.5% (50 answers)
Discover: 53.6% (45 answers)
Wells Fargo: 34.5% (29 answers)
Bank of America: 26.2% (22 answers)
Mastercard: 11.9% (10 answers)
Visa: 11.9% (10 answers)
Navy Federal: 7.1% (6 answers)
U.S. Bank: 7.1% (6 answers)
USAA: 3.6% (3 answers)
Chime: 2.4% (2 answers)
Barclays: 1.2% (1 answers)
Petal: 1.2% (1 answers)

Topics:
Audience fit: Capital One, 100.0% of 12 answers
Customer service: American Express, 100.0% of 12 answers
Expert recommendation: American Express, 100.0% of 12 answers
Price and value: American Express, 100.0% of 12 answers
Trust: Chase, 100.0% of 12 answers
Exploratory: Chase, 75.0% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/credit-cards/

ANSWERBURST | September 2026 Industry AEO Report
Cruise lines
Collected September 14, 2026 | All six models

69 answers | 6.3 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Royal Caribbean: 84.1% (58 answers)
Carnival: 68.1% (47 answers)
Celebrity Cruises: 65.2% (45 answers)
Norwegian: 59.4% (41 answers)
Princess Cruises: 44.9% (31 answers)
Viking: 43.5% (30 answers)
Holland America: 42.0% (29 answers)
MSC Cruises: 34.8% (24 answers)
Virgin Voyages: 33.3% (23 answers)
Disney Cruise Line: 30.4% (21 answers)
Regent Seven Seas: 29.0% (20 answers)
Silversea: 29.0% (20 answers)
Seabourn: 26.1% (18 answers)
Oceania Cruises: 23.2% (16 answers)
AmaWaterways: 8.7% (6 answers)

Topics:
Audience fit: Carnival, 80.0% of 10 answers
Customer service: Royal Caribbean, 87.5% of 8 answers
Expert recommendation: Celebrity Cruises, 100.0% of 10 answers
Price and value: Carnival, 100.0% of 8 answers
Quality: Celebrity Cruises, 100.0% of 8 answers
Trust: Celebrity Cruises, 100.0% of 8 answers
Exploratory: Royal Caribbean, 82.4% of 17 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/cruise-lines/

ANSWERBURST | September 2026 Industry AEO Report
Crypto exchanges
Collected September 14, 2026 | All six models

94 answers | 4.5 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Coinbase: 100.0% (94 answers)
Kraken: 96.8% (91 answers)
Gemini: 80.9% (76 answers)
Robinhood: 45.7% (43 answers)
Crypto.com: 35.1% (33 answers)
Binance.US: 33.0% (31 answers)
Uphold: 9.6% (9 answers)
Bitstamp: 8.5% (8 answers)
Ledger: 8.5% (8 answers)
Cash App: 7.4% (7 answers)
Trezor: 7.4% (7 answers)
MetaMask: 4.3% (4 answers)
OKX: 3.2% (3 answers)
Trust Wallet: 3.2% (3 answers)
Exodus: 2.1% (2 answers)

Topics:
Customer service: Coinbase, 100.0% of 11 answers
Ease of use: Coinbase, 100.0% of 12 answers
Price and value: Coinbase, 100.0% of 12 answers
Reliability: Coinbase, 100.0% of 12 answers
Safety: Coinbase, 100.0% of 12 answers
Trust: Coinbase, 100.0% of 12 answers
Exploratory: Coinbase, 100.0% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/crypto-exchanges/

ANSWERBURST | September 2026 Industry AEO Report
Dating apps
Collected September 14, 2026 | All six models

79 answers | 4.8 brands per answer | 8 answers name no brand
Brand mention share (top 15):
Hinge: 87.3% (69 answers)
Bumble: 83.5% (66 answers)
Tinder: 70.9% (56 answers)
Match.com: 60.8% (48 answers)
OkCupid: 35.4% (28 answers)
eharmony: 35.4% (28 answers)
Coffee Meets Bagel: 30.4% (24 answers)
Facebook Dating: 21.5% (17 answers)
The League: 10.1% (8 answers)
Plenty of Fish: 8.9% (7 answers)
SilverSingles: 8.9% (7 answers)
OurTime: 7.6% (6 answers)
Grindr: 6.3% (5 answers)
Raya: 5.1% (4 answers)
Christian Mingle: 1.3% (1 answers)

Topics:
Audience fit: Hinge, 100.0% of 11 answers
Ease of use: Bumble, 100.0% of 11 answers
Price and value: Bumble, 91.7% of 12 answers
Safety: Bumble, 90.9% of 11 answers
Trust: Hinge, 100.0% of 11 answers
Exploratory: Hinge, 65.2% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/dating-apps/

ANSWERBURST | September 2026 Industry AEO Report
EV brands
Collected September 14, 2026 | All six models

106 answers | 5.8 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Tesla: 94.3% (100 answers)
Hyundai: 75.5% (80 answers)
Kia: 55.7% (59 answers)
Chevrolet: 48.1% (51 answers)
Rivian: 47.2% (50 answers)
Ford: 40.6% (43 answers)
Lucid: 34.0% (36 answers)
Nissan: 26.4% (28 answers)
BMW: 24.5% (26 answers)
Tesla Supercharger: 23.6% (25 answers)
Toyota: 20.8% (22 answers)
Mercedes-Benz: 13.2% (14 answers)
Audi: 11.3% (12 answers)
Volvo: 11.3% (12 answers)
ChargePoint: 10.4% (11 answers)

Topics:
Expert recommendation: Tesla, 100.0% of 12 answers
Innovation: Kia, 100.0% of 11 answers
Performance: Tesla, 91.7% of 12 answers
Price and value: Chevrolet, 100.0% of 12 answers
Quality: Ford, 100.0% of 12 answers
Reliability: Hyundai, 100.0% of 11 answers
Safety: Hyundai, 100.0% of 12 answers
Exploratory: Tesla, 87.5% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/ev-brands/

ANSWERBURST | September 2026 Industry AEO Report
Email marketing platforms
Collected September 14, 2026 | All six models

93 answers | 4.6 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Mailchimp: 72.0% (67 answers)
Klaviyo: 60.2% (56 answers)
ActiveCampaign: 54.8% (51 answers)
MailerLite: 47.3% (44 answers)
Omnisend: 39.8% (37 answers)
Brevo: 37.6% (35 answers)
HubSpot: 35.5% (33 answers)
Kit: 25.8% (24 answers)
Constant Contact: 24.7% (23 answers)
Beehiiv: 14.0% (13 answers)
Drip: 9.7% (9 answers)
Substack: 9.7% (9 answers)
Salesforce Marketing Cloud: 6.5% (6 answers)
Attentive: 4.3% (4 answers)
Campaign Monitor: 4.3% (4 answers)

Topics:
Audience fit: Mailchimp, 91.7% of 12 answers
Customer service: ActiveCampaign, 41.7% of 12 answers
Ease of use: Mailchimp, 100.0% of 12 answers
Integrations: ActiveCampaign, 100.0% of 11 answers
Performance: ActiveCampaign, 72.7% of 11 answers
Price and value: Brevo, 100.0% of 11 answers
Exploratory: Mailchimp, 70.8% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/email-marketing-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Eyewear retailers
Collected September 14, 2026 | All six models

91 answers | 3.3 brands per answer | 8 answers name no brand
Brand mention share (top 15):
Warby Parker: 68.1% (62 answers)
Zenni Optical: 64.8% (59 answers)
EyeBuyDirect: 60.4% (55 answers)
GlassesUSA: 45.1% (41 answers)
Oakley: 23.1% (21 answers)
Ray-Ban: 18.7% (17 answers)
LensCrafters: 12.1% (11 answers)
Costco Optical: 9.9% (9 answers)
Target Optical: 8.8% (8 answers)
Felix Gray: 5.5% (5 answers)
America’s Best: 3.3% (3 answers)
Liingo: 2.2% (2 answers)
Roka: 2.2% (2 answers)
1-800 Contacts: 1.1% (1 answers)
Pearle Vision: 1.1% (1 answers)

Topics:
Audience fit: Oakley, 50.0% of 12 answers
Customer service: Warby Parker, 100.0% of 12 answers
Ease of use: EyeBuyDirect, 90.9% of 11 answers
Price and value: EyeBuyDirect, 100.0% of 12 answers
Quality: EyeBuyDirect, 58.3% of 12 answers
Reliability: Warby Parker, 58.3% of 12 answers
Exploratory: Warby Parker, 70.0% of 20 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/eyewear-retailers/

ANSWERBURST | September 2026 Industry AEO Report
Food delivery
Collected September 14, 2026 | All six models

79 answers | 3.3 brands per answer | 2 answers name no brand
Brand mention share (top 15):
DoorDash: 86.1% (68 answers)
Uber Eats: 84.8% (67 answers)
Grubhub: 72.2% (57 answers)
Instacart: 34.2% (27 answers)
Walmart: 15.2% (12 answers)
Target: 12.7% (10 answers)
Amazon Fresh: 7.6% (6 answers)
Gopuff: 7.6% (6 answers)
Costco: 3.8% (3 answers)
Postmates: 3.8% (3 answers)
Kroger: 2.5% (2 answers)
Seamless: 2.5% (2 answers)
Caviar: 1.3% (1 answers)

Topics:
Audience fit: DoorDash, 100.0% of 11 answers
Customer service: DoorDash, 100.0% of 12 answers
Ease of use: DoorDash, 58.3% of 12 answers
Price and value: DoorDash, 100.0% of 12 answers
Reliability: DoorDash, 100.0% of 12 answers
Exploratory: DoorDash, 70.0% of 20 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/food-delivery/

ANSWERBURST | September 2026 Industry AEO Report
Furniture retailers
Collected September 14, 2026 | All six models

83 answers | 5.4 brands per answer | 0 answers name no brand
Brand mention share (top 15):
IKEA: 63.9% (53 answers)
Wayfair: 59.0% (49 answers)
West Elm: 50.6% (42 answers)
Pottery Barn: 45.8% (38 answers)
Article: 44.6% (37 answers)
Crate & Barrel: 41.0% (34 answers)
Target: 31.3% (26 answers)
Amazon: 28.9% (24 answers)
Stickley: 28.9% (24 answers)
Room & Board: 27.7% (23 answers)
Restoration Hardware: 24.1% (20 answers)
Burrow: 20.5% (17 answers)
CB2: 15.7% (13 answers)
Costco: 15.7% (13 answers)
Ashley Furniture: 14.5% (12 answers)

Topics:
Audience fit: IKEA, 100.0% of 12 answers
Customer service: IKEA, 83.3% of 12 answers
Price and value: IKEA, 100.0% of 11 answers
Quality: Pottery Barn, 66.7% of 12 answers
Reliability: Stickley, 91.7% of 12 answers
Exploratory: Wayfair, 66.7% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/furniture-retailers/

ANSWERBURST | September 2026 Industry AEO Report
Gaming platforms
Collected September 14, 2026 | All six models

68 answers | 4.2 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Xbox: 100.0% (68 answers)
PlayStation: 95.6% (65 answers)
Nintendo: 83.8% (57 answers)
Steam: 52.9% (36 answers)
Epic Games: 23.5% (16 answers)
GOG: 14.7% (10 answers)
EA Play: 13.2% (9 answers)
Apple Arcade: 10.3% (7 answers)
Humble Bundle: 7.4% (5 answers)
Amazon Luna: 4.4% (3 answers)
GeForce Now: 4.4% (3 answers)
Green Man Gaming: 4.4% (3 answers)
Ubisoft+: 4.4% (3 answers)
Google Play: 2.9% (2 answers)

Topics:
Audience fit: Nintendo, 100.0% of 10 answers
Performance: PlayStation, 100.0% of 10 answers
Price and value: PlayStation, 100.0% of 10 answers
Quality: Nintendo, 100.0% of 9 answers
Reliability: PlayStation, 100.0% of 10 answers
Exploratory: PlayStation, 100.0% of 19 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/gaming-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Helpdesk software
Collected September 14, 2026 | All six models

91 answers | 5.0 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Freshdesk: 83.5% (76 answers)
Zendesk: 81.3% (74 answers)
HubSpot Service Hub: 53.8% (49 answers)
Zoho Desk: 51.6% (47 answers)
Intercom: 47.3% (43 answers)
Help Scout: 41.8% (38 answers)
Salesforce Service Cloud: 38.5% (35 answers)
Jira Service Management: 25.3% (23 answers)
ServiceNow: 23.1% (21 answers)
Gorgias: 22.0% (20 answers)
Tidio: 12.1% (11 answers)
Gladly: 5.5% (5 answers)
LiveChat: 4.4% (4 answers)
Re:amaze: 4.4% (4 answers)
Kustomer: 3.3% (3 answers)

Topics:
Audience fit: Freshdesk, 83.3% of 12 answers
Customer service: Zendesk, 100.0% of 12 answers
Ease of use: Freshdesk, 81.8% of 11 answers
Integrations: HubSpot Service Hub, 100.0% of 11 answers
Performance: Freshdesk, 90.9% of 11 answers
Price and value: Freshdesk, 100.0% of 11 answers
Exploratory: HubSpot Service Hub, 69.6% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/helpdesk-software/

ANSWERBURST | September 2026 Industry AEO Report
Home security
Collected September 14, 2026 | All six models

94 answers | 4.6 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Ring: 74.5% (70 answers)
SimpliSafe: 73.4% (69 answers)
ADT: 62.8% (59 answers)
Vivint: 42.6% (40 answers)
Amazon Alexa: 40.4% (38 answers)
Nest: 35.1% (33 answers)
Eufy: 27.7% (26 answers)
Abode: 25.5% (24 answers)
Arlo: 20.2% (19 answers)
Apple HomeKit: 19.1% (18 answers)
Frontpoint: 19.1% (18 answers)
Wyze: 10.6% (10 answers)
Schlage: 8.5% (8 answers)
Brinks: 3.2% (3 answers)
Aqara: 1.1% (1 answers)

Topics:
Customer service: ADT, 100.0% of 12 answers
Ease of use: Ring, 100.0% of 12 answers
Price and value: Ring, 83.3% of 12 answers
Quality: Eufy, 72.7% of 11 answers
Reliability: ADT, 100.0% of 12 answers
Safety: SimpliSafe, 100.0% of 12 answers
Exploratory: Ring, 73.9% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/home-security/

ANSWERBURST | September 2026 Industry AEO Report
Mattresses
Collected September 14, 2026 | All six models

92 answers | 4.8 brands per answer | 4 answers name no brand
Brand mention share (top 15):
Saatva: 65.2% (60 answers)
Helix: 47.8% (44 answers)
Tempur-Pedic: 43.5% (40 answers)
Brooklyn Bedding: 42.4% (39 answers)
Nectar: 40.2% (37 answers)
WinkBeds: 33.7% (31 answers)
DreamCloud: 28.3% (26 answers)
Purple: 26.1% (24 answers)
Avocado: 22.8% (21 answers)
Stearns & Foster: 17.4% (16 answers)
Sealy: 16.3% (15 answers)
Casper: 15.2% (14 answers)
Leesa: 13.0% (12 answers)
Serta: 12.0% (11 answers)
Amerisleep: 10.9% (10 answers)

Topics:
Audience fit: Saatva, 80.0% of 10 answers
Customer service: Nectar, 90.9% of 11 answers
Performance: Saatva, 75.0% of 12 answers
Price and value: Brooklyn Bedding, 91.7% of 12 answers
Quality: Saatva, 83.3% of 12 answers
Reliability: Saatva, 91.7% of 12 answers
Exploratory: Tempur-Pedic, 69.6% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/mattresses/

ANSWERBURST | September 2026 Industry AEO Report
Meal kits
Collected September 14, 2026 | All six models

91 answers | 5.3 brands per answer | 1 answers name no brand
Brand mention share (top 15):
HelloFresh: 82.4% (75 answers)
Home Chef: 68.1% (62 answers)
Blue Apron: 58.2% (53 answers)
Green Chef: 53.8% (49 answers)
EveryPlate: 49.5% (45 answers)
Sunbasket: 37.4% (34 answers)
Factor: 33.0% (30 answers)
Dinnerly: 27.5% (25 answers)
Marley Spoon: 26.4% (24 answers)
CookUnity: 24.2% (22 answers)
Hungryroot: 23.1% (21 answers)
Purple Carrot: 22.0% (20 answers)
Gobble: 9.9% (9 answers)
Mosaic Foods: 5.5% (5 answers)
Trifecta: 5.5% (5 answers)

Topics:
Audience fit: Home Chef, 91.7% of 12 answers
Customer service: EveryPlate, 100.0% of 12 answers
Ease of use: HelloFresh, 90.0% of 10 answers
Price and value: Dinnerly, 90.0% of 10 answers
Quality: Green Chef, 100.0% of 12 answers
Reliability: HelloFresh, 100.0% of 12 answers
Exploratory: HelloFresh, 69.6% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/meal-kits/

ANSWERBURST | September 2026 Industry AEO Report
Music streaming
Collected September 14, 2026 | All six models

71 answers | 4.8 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Spotify: 93.0% (66 answers)
Apple Music: 85.9% (61 answers)
YouTube Music: 67.6% (48 answers)
Amazon Music: 66.2% (47 answers)
Tidal: 53.5% (38 answers)
Qobuz: 29.6% (21 answers)
Deezer: 16.9% (12 answers)
Pandora: 15.5% (11 answers)
Spotify Premium: 15.5% (11 answers)
SoundCloud: 11.3% (8 answers)
Apple Podcasts: 8.5% (6 answers)
Audible: 8.5% (6 answers)
Libby: 5.6% (4 answers)
iHeartRadio: 2.8% (2 answers)
Bandcamp: 1.4% (1 answers)

Topics:
Audience fit: Apple Music, 100.0% of 11 answers
Ease of use: Spotify, 100.0% of 11 answers
Innovation: Apple Music, 100.0% of 10 answers
Price and value: Apple Music, 100.0% of 10 answers
Quality: Amazon Music, 100.0% of 10 answers
Exploratory: Spotify, 89.5% of 19 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/music-streaming/

ANSWERBURST | September 2026 Industry AEO Report
Online learning platforms
Collected September 14, 2026 | All six models

64 answers | 5.3 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Coursera: 85.9% (55 answers)
edX: 71.9% (46 answers)
LinkedIn Learning: 65.6% (42 answers)
Udemy: 57.8% (37 answers)
Khan Academy: 37.5% (24 answers)
Skillshare: 35.9% (23 answers)
Codecademy: 26.6% (17 answers)
MasterClass: 26.6% (17 answers)
Pluralsight: 26.6% (17 answers)
Google Career Certificates: 18.8% (12 answers)
DataCamp: 14.1% (9 answers)
Udacity: 14.1% (9 answers)
freeCodeCamp: 12.5% (8 answers)
Duolingo: 10.9% (7 answers)
Springboard: 7.8% (5 answers)

Topics:
Audience fit: Coursera, 100.0% of 8 answers
Ease of use: LinkedIn Learning, 100.0% of 8 answers
Expert recommendation: Coursera, 100.0% of 8 answers
Price and value: Coursera, 100.0% of 8 answers
Quality: Coursera, 100.0% of 8 answers
Trust: Coursera, 100.0% of 8 answers
Exploratory: Coursera, 50.0% of 16 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/online-learning-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Online therapy platforms
Collected September 14, 2026 | All six models

106 answers | 4.5 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Talkspace: 96.2% (102 answers)
BetterHelp: 91.5% (97 answers)
Grow Therapy: 53.8% (57 answers)
Brightside Health: 38.7% (41 answers)
Amwell: 28.3% (30 answers)
Teladoc: 28.3% (30 answers)
Headway: 17.9% (19 answers)
Open Path Collective: 17.9% (19 answers)
Alma: 17.0% (18 answers)
Cerebral: 16.0% (17 answers)
Rula: 13.2% (14 answers)
MDLIVE: 12.3% (13 answers)
Teen Counseling: 9.4% (10 answers)
Doctor on Demand: 5.7% (6 answers)
Calmerry: 4.7% (5 answers)

Topics:
Audience fit: Talkspace, 100.0% of 11 answers
Customer service: BetterHelp, 100.0% of 12 answers
Ease of use: BetterHelp, 100.0% of 12 answers
Expert recommendation: BetterHelp, 100.0% of 12 answers
Price and value: BetterHelp, 100.0% of 12 answers
Safety: BetterHelp, 83.3% of 12 answers
Trust: Talkspace, 100.0% of 12 answers
Exploratory: Talkspace, 91.3% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/online-therapy-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Payroll platforms
Collected September 14, 2026 | All six models

93 answers | 4.5 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Gusto: 83.9% (78 answers)
ADP: 66.7% (62 answers)
Paychex: 44.1% (41 answers)
QuickBooks Payroll: 43.0% (40 answers)
OnPay: 40.9% (38 answers)
Rippling: 38.7% (36 answers)
Patriot Software: 31.2% (29 answers)
Deel: 17.2% (16 answers)
Square Payroll: 15.1% (14 answers)
Paylocity: 12.9% (12 answers)
Justworks: 11.8% (11 answers)
Paycom: 9.7% (9 answers)
Papaya Global: 8.6% (8 answers)
TriNet: 8.6% (8 answers)
Wave Payroll: 6.5% (6 answers)

Topics:
Audience fit: Rippling, 63.6% of 11 answers
Customer service: ADP, 100.0% of 11 answers
Ease of use: ADP, 81.8% of 11 answers
Integrations: Gusto, 100.0% of 12 answers
Price and value: Gusto, 100.0% of 12 answers
Trust: ADP, 100.0% of 12 answers
Exploratory: Gusto, 66.7% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/payroll-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Pet food
Collected September 14, 2026 | All six models

89 answers | 4.2 brands per answer | 7 answers name no brand
Brand mention share (top 15):
Purina: 77.5% (69 answers)
Hill’s Science Diet: 67.4% (60 answers)
Royal Canin: 62.9% (56 answers)
Iams: 37.1% (33 answers)
Chewy: 22.5% (20 answers)
Eukanuba: 22.5% (20 answers)
Blue Buffalo: 21.3% (19 answers)
Ollie: 15.7% (14 answers)
Orijen: 15.7% (14 answers)
Acana: 12.4% (11 answers)
Freshpet: 11.2% (10 answers)
The Farmer’s Dog: 11.2% (10 answers)
Nom Nom: 10.1% (9 answers)
Kirkland Signature: 6.7% (6 answers)
Merrick: 6.7% (6 answers)

Topics:
Audience fit: Hill’s Science Diet, 91.7% of 12 answers
Expert recommendation: Hill’s Science Diet, 81.8% of 11 answers
Price and value: Purina, 100.0% of 10 answers
Quality: Purina, 90.0% of 10 answers
Safety: Hill’s Science Diet, 100.0% of 12 answers
Trust: Purina, 72.7% of 11 answers
Exploratory: Purina, 52.2% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/pet-food/

ANSWERBURST | September 2026 Industry AEO Report
Project management tools
Collected September 14, 2026 | All six models

94 answers | 5.2 brands per answer | 6 answers name no brand
Brand mention share (top 15):
Asana: 76.6% (72 answers)
ClickUp: 69.1% (65 answers)
Monday.com: 69.1% (65 answers)
Trello: 53.2% (50 answers)
Smartsheet: 40.4% (38 answers)
Notion: 39.4% (37 answers)
Jira: 38.3% (36 answers)
Wrike: 34.0% (32 answers)
Microsoft Project: 26.6% (25 answers)
Slack: 18.1% (17 answers)
Basecamp: 17.0% (16 answers)
Airtable: 8.5% (8 answers)
Microsoft Teams: 8.5% (8 answers)
Teamwork: 8.5% (8 answers)
Zoho Projects: 5.3% (5 answers)

Topics:
Audience fit: Asana, 83.3% of 12 answers
Customer service: ClickUp, 72.7% of 11 answers
Ease of use: Asana, 66.7% of 12 answers
Integrations: Monday.com, 100.0% of 12 answers
Performance: Smartsheet, 91.7% of 12 answers
Price and value: Asana, 100.0% of 12 answers
Exploratory: Asana, 73.9% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/project-management-tools/

ANSWERBURST | September 2026 Industry AEO Report
Running shoes
Collected September 14, 2026 | All six models

95 answers | 5.5 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Brooks: 86.3% (82 answers)
New Balance: 85.3% (81 answers)
ASICS: 78.9% (75 answers)
Saucony: 74.7% (71 answers)
HOKA: 67.4% (64 answers)
Nike: 66.3% (63 answers)
Adidas: 42.1% (40 answers)
Altra: 12.6% (12 answers)
Puma: 10.5% (10 answers)
On: 7.4% (7 answers)
Salomon: 7.4% (7 answers)
Mizuno: 4.2% (4 answers)
Topo Athletic: 4.2% (4 answers)
Under Armour: 1.1% (1 answers)

Topics:
Audience fit: Brooks, 100.0% of 12 answers
Expert recommendation: ASICS, 100.0% of 12 answers
Performance: Brooks, 100.0% of 12 answers
Price and value: Brooks, 100.0% of 12 answers
Quality: New Balance, 83.3% of 12 answers
Reliability: Brooks, 91.7% of 12 answers
Exploratory: Brooks, 78.3% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/running-shoes/

ANSWERBURST | September 2026 Industry AEO Report
Skincare brands
Collected September 14, 2026 | All six models

92 answers | 4.1 brands per answer | 9 answers name no brand
Brand mention share (top 15):
CeraVe: 67.4% (62 answers)
La Roche-Posay: 54.3% (50 answers)
SkinCeuticals: 38.0% (35 answers)
The Ordinary: 35.9% (33 answers)
Neutrogena: 30.4% (28 answers)
Paula’s Choice: 29.3% (27 answers)
Vanicream: 28.3% (26 answers)
EltaMD: 25.0% (23 answers)
Cetaphil: 22.8% (21 answers)
Differin: 16.3% (15 answers)
Obagi: 10.9% (10 answers)
Drunk Elephant: 8.7% (8 answers)
Aveeno: 6.5% (6 answers)
Estee Lauder: 6.5% (6 answers)
First Aid Beauty: 6.5% (6 answers)

Topics:
Audience fit: CeraVe, 100.0% of 12 answers
Expert recommendation: SkinCeuticals, 90.9% of 11 answers
Performance: CeraVe, 83.3% of 12 answers
Price and value: La Roche-Posay, 100.0% of 12 answers
Quality: SkinCeuticals, 100.0% of 11 answers
Trust: CeraVe, 50.0% of 12 answers
Exploratory: CeraVe, 50.0% of 22 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/skincare-brands/

ANSWERBURST | September 2026 Industry AEO Report
Smartphones
Collected September 14, 2026 | All six models

70 answers | 3.8 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Apple: 94.3% (66 answers)
Samsung: 94.3% (66 answers)
Google: 78.6% (55 answers)
Motorola: 48.6% (34 answers)
OnePlus: 27.1% (19 answers)
Swappa: 7.1% (5 answers)
Gazelle: 5.7% (4 answers)
Xiaomi: 5.7% (4 answers)
Nokia: 4.3% (3 answers)
Nothing: 4.3% (3 answers)
TCL: 4.3% (3 answers)
Back Market: 2.9% (2 answers)

Topics:
Expert recommendation: Apple, 100.0% of 9 answers
Innovation: Apple, 100.0% of 8 answers
Performance: Apple, 100.0% of 9 answers
Price and value: Samsung, 88.9% of 9 answers
Quality: Apple, 100.0% of 9 answers
Reliability: Apple, 100.0% of 9 answers
Exploratory: Samsung, 100.0% of 17 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/smartphones/

ANSWERBURST | September 2026 Industry AEO Report
Supplements
Collected September 14, 2026 | All six models

94 answers | 4.5 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Thorne: 78.7% (74 answers)
Nature Made: 58.5% (55 answers)
Pure Encapsulations: 50.0% (47 answers)
Garden of Life: 44.7% (42 answers)
NOW Foods: 42.6% (40 answers)
Life Extension: 34.0% (32 answers)
Nordic Naturals: 28.7% (27 answers)
Klean Athlete: 19.1% (18 answers)
Transparent Labs: 19.1% (18 answers)
Optimum Nutrition: 17.0% (16 answers)
Kirkland Signature: 16.0% (15 answers)
Momentous: 16.0% (15 answers)
AG1: 10.6% (10 answers)
Legion: 6.4% (6 answers)
Jarrow Formulas: 3.2% (3 answers)

Topics:
Audience fit: Thorne, 100.0% of 12 answers
Expert recommendation: Thorne, 100.0% of 12 answers
Price and value: Nature Made, 90.0% of 10 answers
Quality: Thorne, 100.0% of 12 answers
Safety: Thorne, 100.0% of 12 answers
Trust: Thorne, 100.0% of 12 answers
Exploratory: Thorne, 50.0% of 24 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/supplements/

ANSWERBURST | September 2026 Industry AEO Report
Telecom providers
Collected September 14, 2026 | All six models

60 answers | 5.9 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Verizon: 96.7% (58 answers)
T-Mobile: 95.0% (57 answers)
AT&T: 93.3% (56 answers)
Mint Mobile: 46.7% (28 answers)
Visible: 46.7% (28 answers)
US Mobile: 30.0% (18 answers)
Tello: 28.3% (17 answers)
Cricket Wireless: 26.7% (16 answers)
Google Fi: 25.0% (15 answers)
Consumer Cellular: 21.7% (13 answers)
Spectrum Mobile: 18.3% (11 answers)
Xfinity Mobile: 16.7% (10 answers)
Metro by T-Mobile: 10.0% (6 answers)
Boost Mobile: 8.3% (5 answers)
Starlink: 8.3% (5 answers)

Topics:
Audience fit: AT&T, 100.0% of 8 answers
Customer service: AT&T, 100.0% of 8 answers
Performance: AT&T, 100.0% of 8 answers
Price and value: AT&T, 100.0% of 9 answers
Reliability: AT&T, 100.0% of 8 answers
Exploratory: Verizon, 89.5% of 19 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/telecom-providers/

ANSWERBURST | September 2026 Industry AEO Report
Travel booking platforms
Collected September 14, 2026 | All six models

59 answers | 5.3 brands per answer | 7 answers name no brand
Brand mention share (top 15):
Expedia: 64.4% (38 answers)
Booking.com: 59.3% (35 answers)
Kayak: 47.5% (28 answers)
Priceline: 45.8% (27 answers)
Hotels.com: 40.7% (24 answers)
Google Flights: 39.0% (23 answers)
Marriott: 30.5% (18 answers)
Hilton: 27.1% (16 answers)
Hyatt: 23.7% (14 answers)
Skyscanner: 23.7% (14 answers)
Vrbo: 22.0% (13 answers)
Airbnb: 20.3% (12 answers)
IHG: 13.6% (8 answers)
Orbitz: 13.6% (8 answers)
Costco Travel: 11.9% (7 answers)

Topics:
Customer service: Expedia, 100.0% of 8 answers
Ease of use: Kayak, 66.7% of 9 answers
Price and value: Expedia, 100.0% of 8 answers
Reliability: Booking.com, 100.0% of 8 answers
Trust: Booking.com, 100.0% of 9 answers
Exploratory: Kayak, 41.2% of 17 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/travel-booking-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Video streaming
Collected September 14, 2026 | All six models

77 answers | 6.3 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Netflix: 74.0% (57 answers)
Disney+: 67.5% (52 answers)
Hulu: 67.5% (52 answers)
Max: 55.8% (43 answers)
Apple TV+: 53.2% (41 answers)
Prime Video: 53.2% (41 answers)
Peacock: 45.5% (35 answers)
Paramount+: 33.8% (26 answers)
Tubi: 31.2% (24 answers)
The Roku Channel: 29.9% (23 answers)
YouTube TV: 29.9% (23 answers)
ESPN+: 23.4% (18 answers)
Pluto TV: 19.5% (15 answers)
Sling TV: 18.2% (14 answers)
Fubo: 11.7% (9 answers)

Topics:
Audience fit: Paramount+, 81.8% of 11 answers
Ease of use: Netflix, 91.7% of 12 answers
Price and value: Apple TV+, 90.0% of 10 answers
Quality: Hulu, 100.0% of 11 answers
Reliability: Apple TV+, 60.0% of 10 answers
Exploratory: Hulu, 69.6% of 23 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/video-streaming/

ANSWERBURST | September 2026 Industry AEO Report
Website and ecommerce platforms
Collected September 14, 2026 | All six models

93 answers | 5.4 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Shopify: 93.5% (87 answers)
WordPress: 66.7% (62 answers)
Wix: 65.6% (61 answers)
Squarespace: 55.9% (52 answers)
WooCommerce: 45.2% (42 answers)
BigCommerce: 39.8% (37 answers)
Adobe Commerce: 35.5% (33 answers)
Webflow: 24.7% (23 answers)
Hostinger: 21.5% (20 answers)
GoDaddy: 15.1% (14 answers)
Salesforce Commerce Cloud: 14.0% (13 answers)
SiteGround: 11.8% (11 answers)
Bluehost: 10.8% (10 answers)
Framer: 8.6% (8 answers)
Stripe: 8.6% (8 answers)

Topics:
Customer service: Wix, 100.0% of 12 answers
Ease of use: Wix, 100.0% of 12 answers
Integrations: Adobe Commerce, 100.0% of 11 answers
Performance: Shopify, 100.0% of 12 answers
Price and value: Shopify, 100.0% of 12 answers
Reliability: Shopify, 100.0% of 12 answers
Exploratory: Shopify, 90.9% of 22 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/website-and-ecommerce-platforms/

ANSWERBURST | September 2026 Industry AEO Report
Weight loss telehealth providers
Collected September 14, 2026 | All six models

92 answers | 4.4 brands per answer | 7 answers name no brand
Brand mention share (top 15):
WeightWatchers: 77.2% (71 answers)
Noom: 60.9% (56 answers)
Wegovy: 44.6% (41 answers)
Ro: 43.5% (40 answers)
Found: 42.4% (39 answers)
Zepbound: 40.2% (37 answers)
Calibrate: 34.8% (32 answers)
Mochi Health: 20.7% (19 answers)
Hims & Hers: 16.3% (15 answers)
Sequence: 15.2% (14 answers)
Form Health: 13.0% (12 answers)
Ozempic: 9.8% (9 answers)
Teladoc: 9.8% (9 answers)
LifeMD: 4.3% (4 answers)
Mounjaro: 4.3% (4 answers)

Topics:
Audience fit: Noom, 100.0% of 12 answers
Customer service: WeightWatchers, 100.0% of 12 answers
Expert recommendation: WeightWatchers, 81.8% of 11 answers
Price and value: WeightWatchers, 100.0% of 12 answers
Safety: Wegovy, 58.3% of 12 answers
Trust: Found, 83.3% of 12 answers
Exploratory: Noom, 47.6% of 21 answers

Brand mentions are not endorsements. This is one snapshot, not a trend.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-09/weight-loss-telehealth-providers/