ANSWERBURST | October 2026 Industry AEO Report
AI creation tools
Collected October 26, 2026 | All seven models

112 answers | 4.8 brands per answer | 3 answers name no brand
Brand mention share (top 15):
ChatGPT: 73.2% (82 answers)
Claude: 69.6% (78 answers)
Gemini: 64.3% (72 answers)
Microsoft Copilot: 44.6% (50 answers)
Perplexity: 33.0% (37 answers)
Jasper: 20.5% (23 answers, +2 since September 2026)
Canva: 19.6% (22 answers, +1 since September 2026)
Grammarly: 17.9% (20 answers, -2 since September 2026)
Midjourney: 17.0% (19 answers, +1 since September 2026)
Adobe Firefly: 15.2% (17 answers, -4 since September 2026)
Runway: 15.2% (17 answers)
Zapier: 15.2% (17 answers, +5 since September 2026)
ElevenLabs: 12.5% (14 answers, +5 since September 2026)
Copy.ai: 10.7% (12 answers, -2 since September 2026)
Descript: 10.7% (12 answers, -1 since September 2026)

Topics:
Ease of use: ChatGPT, 92.9% of 14 answers
Innovation: Claude, 71.4% of 14 answers
Performance: Adobe Firefly, 85.7% of 14 answers
Price and value: ChatGPT, 100.0% of 14 answers
Quality: Claude, 100.0% of 14 answers
Trust: Gemini, 100.0% of 14 answers
Exploratory: ChatGPT, 57.1% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/ai-creation-tools/

ANSWERBURST | October 2026 Industry AEO Report
Accounting software
Collected October 26, 2026 | All seven models

111 answers | 4.6 brands per answer | 4 answers name no brand
Brand mention share (top 15):
QuickBooks: 92.8% (103 answers)
Xero: 81.1% (90 answers)
FreshBooks: 61.3% (68 answers)
Zoho Books: 54.1% (60 answers, +1 since September 2026)
Wave: 53.2% (59 answers, -1 since September 2026)
Sage: 37.8% (42 answers)
NetSuite: 27.0% (30 answers)
Gusto: 18.0% (20 answers)
TurboTax: 12.6% (14 answers)
Expensify: 6.3% (7 answers, +1 since September 2026)
Bill.com: 5.4% (6 answers, +2 since September 2026)
Brex: 4.5% (5 answers)
Patriot Software: 4.5% (5 answers, -2 since September 2026)
Odoo: 3.6% (4 answers, +1 since September 2026)

Topics:
Audience fit: QuickBooks, 100.0% of 14 answers
Customer service: TurboTax, 78.6% of 14 answers
Ease of use: QuickBooks, 100.0% of 14 answers
Integrations: QuickBooks, 100.0% of 14 answers
Price and value: Zoho Books, 92.9% of 14 answers
Trust: QuickBooks, 100.0% of 14 answers
Exploratory: QuickBooks, 92.6% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/accounting-software/

ANSWERBURST | October 2026 Industry AEO Report
Athletic apparel
Collected October 26, 2026 | All seven models

95 answers | 5.6 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Lululemon: 63.2% (60 answers)
Nike: 61.1% (58 answers, +2 since September 2026)
Athleta: 57.9% (55 answers, -1 since September 2026)
Vuori: 57.9% (55 answers)
Girlfriend Collective: 52.6% (50 answers, +1 since September 2026)
Under Armour: 34.7% (33 answers, +4 since September 2026)
Gymshark: 33.7% (32 answers, -1 since September 2026)
Old Navy: 32.6% (31 answers, -3 since September 2026)
Alo Yoga: 27.4% (26 answers, -1 since September 2026)
Beyond Yoga: 27.4% (26 answers, +5 since September 2026)
Fabletics: 22.1% (21 answers)
Adidas: 21.1% (20 answers)
Amazon: 20.0% (19 answers, -4 since September 2026)
Patagonia: 20.0% (19 answers, +2 since September 2026)
Target: 12.6% (12 answers, -2 since September 2026)

Topics:
Audience fit: Athleta, 100.0% of 13 answers
Performance: Under Armour, 92.3% of 13 answers
Price and value: Old Navy, 92.9% of 14 answers
Quality: Vuori, 92.9% of 14 answers
Reliability: Lululemon, 92.9% of 14 answers
Exploratory: Girlfriend Collective, 55.6% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/athletic-apparel/

ANSWERBURST | October 2026 Industry AEO Report
Auto insurance
Collected October 26, 2026 | All seven models

98 answers | 6.0 brands per answer | 3 answers name no brand
Brand mention share (top 15):
State Farm: 81.6% (80 answers)
USAA: 80.6% (79 answers)
GEICO: 70.4% (69 answers)
Erie Insurance: 58.2% (57 answers, +1 since September 2026)
Travelers: 57.1% (56 answers, +1 since September 2026)
Progressive: 54.1% (53 answers, -2 since September 2026)
Auto-Owners: 36.7% (36 answers)
Amica: 34.7% (34 answers, +1 since September 2026)
Nationwide: 32.7% (32 answers, -1 since September 2026)
Allstate: 28.6% (28 answers)
American Family: 18.4% (18 answers, +2 since September 2026)
Farmers: 18.4% (18 answers)
Liberty Mutual: 15.3% (15 answers, -1 since September 2026)
Hagerty: 6.1% (6 answers)
Safeco: 4.1% (4 answers)

Topics:
Audience fit: USAA, 100.0% of 14 answers
Customer service: Erie Insurance, 92.9% of 14 answers
Price and value: USAA, 92.9% of 14 answers
Reliability: Erie Insurance, 85.7% of 14 answers
Trust: State Farm, 85.7% of 14 answers
Exploratory: State Farm, 85.7% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/auto-insurance/

ANSWERBURST | October 2026 Industry AEO Report
Auto marketplaces
Collected October 26, 2026 | All seven models

97 answers | 5.0 brands per answer | 14 answers name no brand
Brand mention share (top 15):
CarMax: 71.1% (69 answers)
Carvana: 63.9% (62 answers, -1 since September 2026)
Autotrader: 51.5% (50 answers, +2 since September 2026)
CarGurus: 51.5% (50 answers, +1 since September 2026)
Cars.com: 50.5% (49 answers, -2 since September 2026)
Facebook Marketplace: 34.0% (33 answers, +1 since September 2026)
Edmunds: 33.0% (32 answers, -1 since September 2026)
Craigslist: 26.8% (26 answers)
TrueCar: 26.8% (26 answers, +2 since September 2026)
Kelley Blue Book: 25.8% (25 answers, +2 since September 2026)
CARFAX: 24.7% (24 answers, -3 since September 2026)
eBay Motors: 9.3% (9 answers, +2 since September 2026)
Vroom: 8.2% (8 answers)
AutoCheck: 6.2% (6 answers, -3 since September 2026)
Bring a Trailer: 5.2% (5 answers)

Topics:
Customer service: CarMax, 100.0% of 14 answers
Ease of use: CarMax, 100.0% of 14 answers
Price and value: CarMax, 71.4% of 14 answers
Reliability: CarMax, 50.0% of 14 answers
Trust: Autotrader, 100.0% of 14 answers
Exploratory: CarMax, 40.7% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/auto-marketplaces/

ANSWERBURST | October 2026 Industry AEO Report
Banks and neobanks
Collected October 26, 2026 | All seven models

112 answers | 5.5 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Capital One: 75.0% (84 answers, +1 since September 2026)
Ally: 58.0% (65 answers, -1 since September 2026)
Chase: 57.1% (64 answers)
SoFi: 53.6% (60 answers)
Bank of America: 42.0% (47 answers)
Chime: 33.9% (38 answers, +2 since September 2026)
Wells Fargo: 30.4% (34 answers, -1 since September 2026)
U.S. Bank: 26.8% (30 answers, +2 since September 2026)
American Express: 25.9% (29 answers, +4 since September 2026)
Axos: 25.9% (29 answers, +6 since September 2026)
Discover: 23.2% (26 answers, -4 since September 2026)
Alliant: 20.5% (23 answers, -3 since September 2026)
Marcus: 17.0% (19 answers, -2 since September 2026)
Charles Schwab: 15.2% (17 answers, -3 since September 2026)
Varo: 13.4% (15 answers, +2 since September 2026)

Topics:
Customer service: Ally, 100.0% of 14 answers
Ease of use: Capital One, 71.4% of 14 answers
Price and value: Ally, 100.0% of 14 answers
Reliability: Capital One, 92.9% of 14 answers
Safety: Capital One, 71.4% of 14 answers
Trust: Capital One, 85.7% of 14 answers
Exploratory: Chase, 64.3% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/banks-and-neobanks/

ANSWERBURST | October 2026 Industry AEO Report
Brokerages
Collected October 26, 2026 | All seven models

112 answers | 5.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Fidelity: 93.8% (105 answers)
Charles Schwab: 87.5% (98 answers)
Vanguard: 58.0% (65 answers)
Robinhood: 46.4% (52 answers)
Betterment: 38.4% (43 answers)
Interactive Brokers: 37.5% (42 answers)
Wealthfront: 31.2% (35 answers)
SoFi: 29.5% (33 answers)
Webull: 20.5% (23 answers)
Merrill: 19.6% (22 answers, +1 since September 2026)
Acorns: 15.2% (17 answers, +1 since September 2026)
TD Ameritrade: 14.3% (16 answers, -3 since September 2026)
tastytrade: 8.0% (9 answers, +2 since September 2026)
M1 Finance: 5.4% (6 answers, -1 since September 2026)
Public: 1.8% (2 answers, -2 since September 2026)

Topics:
Customer service: Charles Schwab, 100.0% of 14 answers
Ease of use: Robinhood, 92.9% of 14 answers
Expert recommendation: Betterment, 100.0% of 14 answers
Price and value: Charles Schwab, 100.0% of 14 answers
Safety: Charles Schwab, 100.0% of 14 answers
Trust: Fidelity, 71.4% of 14 answers
Exploratory: Fidelity, 96.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/brokerages/

ANSWERBURST | October 2026 Industry AEO Report
CRM software
Collected October 26, 2026 | All seven models

126 answers | 4.6 brands per answer | 1 answers name no brand
Brand mention share (top 15):
HubSpot: 96.8% (122 answers)
Salesforce: 75.4% (95 answers, +1 since September 2026)
Zoho: 75.4% (95 answers)
Pipedrive: 66.7% (84 answers)
Freshsales: 31.0% (39 answers, +1 since September 2026)
Microsoft Dynamics: 31.0% (39 answers)
Less Annoying CRM: 17.5% (22 answers, +2 since September 2026)
Monday.com: 17.5% (22 answers)
Copper: 15.1% (19 answers, -1 since September 2026)
Insightly: 8.7% (11 answers)
Attio: 4.8% (6 answers, +3 since September 2026)
Nutshell: 4.8% (6 answers, +6 since September 2026)
ActiveCampaign: 3.2% (4 answers, -2 since September 2026)
Capsule: 3.2% (4 answers, +6 since September 2026)
Notion: 3.2% (4 answers, -1 since September 2026)

Topics:
Audience fit: HubSpot, 100.0% of 14 answers
Customer service: HubSpot, 100.0% of 14 answers
Ease of use: HubSpot, 100.0% of 14 answers
Expert recommendation: Salesforce, 100.0% of 14 answers
Integrations: HubSpot, 92.9% of 14 answers
Performance: HubSpot, 100.0% of 14 answers
Price and value: HubSpot, 100.0% of 14 answers
Exploratory: HubSpot, 92.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/crm-software/

ANSWERBURST | October 2026 Industry AEO Report
Clear aligners
Collected October 26, 2026 | All seven models

111 answers | 4.7 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Invisalign: 91.9% (102 answers)
ClearCorrect: 59.5% (66 answers)
Spark: 54.1% (60 answers)
ALIGNERCO: 49.5% (55 answers, -1 since September 2026)
Byte: 37.8% (42 answers)
NewSmile: 36.9% (41 answers, +1 since September 2026)
SureSmile: 32.4% (36 answers, +2 since September 2026)
SmileDirectClub: 27.9% (31 answers, -2 since September 2026)
Smileie: 24.3% (27 answers, +3 since September 2026)
Align Technology: 22.5% (25 answers, -2 since September 2026)
Candid: 17.1% (19 answers, -2 since September 2026)
3M Clarity: 15.3% (17 answers, -1 since September 2026)

Topics:
Customer service: Invisalign, 92.9% of 14 answers
Expert recommendation: Invisalign, 100.0% of 14 answers
Price and value: Invisalign, 92.9% of 14 answers
Quality: ClearCorrect, 100.0% of 14 answers
Safety: ClearCorrect, 100.0% of 14 answers
Trust: Invisalign, 78.6% of 14 answers
Exploratory: Invisalign, 85.2% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/clear-aligners/

ANSWERBURST | October 2026 Industry AEO Report
Connected fitness
Collected October 26, 2026 | All seven models

108 answers | 3.3 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Peloton: 57.4% (62 answers)
NordicTrack: 34.3% (37 answers)
Tonal: 28.7% (31 answers, -1 since September 2026)
Rogue Fitness: 25.0% (27 answers, +1 since September 2026)
Apple Fitness+: 21.3% (23 answers, -3 since September 2026)
Bowflex: 17.6% (19 answers, +1 since September 2026)
Nike Training Club: 17.6% (19 answers, +1 since September 2026)
REP Fitness: 17.6% (19 answers)
Concept2: 16.7% (18 answers, +5 since September 2026)
Fitbit: 15.7% (17 answers, +1 since September 2026)
Garmin: 13.9% (15 answers, -2 since September 2026)
Hydrow: 13.0% (14 answers)
Echelon: 10.2% (11 answers, -4 since September 2026)
Strava: 10.2% (11 answers, -1 since September 2026)
Oura: 9.3% (10 answers, +2 since September 2026)

Topics:
Audience fit: Peloton, 53.8% of 13 answers
Ease of use: Peloton, 71.4% of 14 answers
Performance: Peloton, 100.0% of 14 answers
Price and value: Peloton, 64.3% of 14 answers
Quality: Rogue Fitness, 92.9% of 14 answers
Reliability: Rogue Fitness, 64.3% of 14 answers
Exploratory: Peloton, 36.0% of 25 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/connected-fitness/

ANSWERBURST | October 2026 Industry AEO Report
Credit cards
Collected October 26, 2026 | All seven models

98 answers | 5.0 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Chase: 88.8% (87 answers)
American Express: 80.6% (79 answers, +1 since September 2026)
Capital One: 79.6% (78 answers, -1 since September 2026)
Wells Fargo: 53.1% (52 answers, +2 since September 2026)
Citi: 51.0% (50 answers, -1 since September 2026)
Discover: 46.9% (46 answers, -1 since September 2026)
Bank of America: 28.6% (28 answers)
Visa: 23.5% (23 answers)
U.S. Bank: 17.3% (17 answers, +1 since September 2026)
Mastercard: 10.2% (10 answers, -2 since September 2026)
Navy Federal: 10.2% (10 answers)
USAA: 7.1% (7 answers)
Chime: 4.1% (4 answers)
Barclays: 1.0% (1 answers)
Petal: 1.0% (1 answers)

Topics:
Audience fit: Capital One, 100.0% of 14 answers
Customer service: American Express, 100.0% of 14 answers
Expert recommendation: American Express, 100.0% of 14 answers
Price and value: Chase, 100.0% of 14 answers
Trust: American Express, 92.9% of 14 answers
Exploratory: Citi, 71.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/credit-cards/

ANSWERBURST | October 2026 Industry AEO Report
Cruise lines
Collected October 26, 2026 | All seven models

112 answers | 6.3 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Royal Caribbean: 79.5% (89 answers)
Celebrity Cruises: 72.3% (81 answers, +1 since September 2026)
Carnival: 58.9% (66 answers, -1 since September 2026)
Holland America: 50.0% (56 answers, +3 since September 2026)
Virgin Voyages: 50.0% (56 answers, +5 since September 2026)
Princess Cruises: 48.2% (54 answers, -1 since September 2026)
Norwegian: 44.6% (50 answers, -3 since September 2026)
Viking: 42.0% (47 answers, -2 since September 2026)
Disney Cruise Line: 41.1% (46 answers, +1 since September 2026)
MSC Cruises: 32.1% (36 answers, -2 since September 2026)
Regent Seven Seas: 32.1% (36 answers, +1 since September 2026)
Seabourn: 22.3% (25 answers, +1 since September 2026)
Oceania Cruises: 17.9% (20 answers, +1 since September 2026)
Silversea: 16.1% (18 answers, -3 since September 2026)
Windstar: 5.4% (6 answers, +2 since September 2026)

Topics:
Audience fit: Princess Cruises, 64.3% of 14 answers
Customer service: Royal Caribbean, 92.9% of 14 answers
Expert recommendation: Celebrity Cruises, 100.0% of 14 answers
Price and value: Carnival, 100.0% of 14 answers
Quality: Celebrity Cruises, 100.0% of 14 answers
Trust: Celebrity Cruises, 100.0% of 14 answers
Exploratory: Royal Caribbean, 71.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/cruise-lines/

ANSWERBURST | October 2026 Industry AEO Report
Crypto exchanges
Collected October 26, 2026 | All seven models

112 answers | 4.9 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Coinbase: 98.2% (110 answers)
Kraken: 92.9% (104 answers)
Gemini: 73.2% (82 answers)
Binance.US: 42.0% (47 answers, +2 since September 2026)
Crypto.com: 42.0% (47 answers, +1 since September 2026)
Robinhood: 42.0% (47 answers)
Bitstamp: 21.4% (24 answers, +1 since September 2026)
Uphold: 17.0% (19 answers, -1 since September 2026)
Ledger: 8.9% (10 answers, -1 since September 2026)
Bybit: 7.1% (8 answers, +8 since September 2026)
Cash App: 7.1% (8 answers)
OKX: 7.1% (8 answers, +3 since September 2026)
Trezor: 7.1% (8 answers)
MetaMask: 5.4% (6 answers, -2 since September 2026)
PayPal: 4.5% (5 answers)

Topics:
Customer service: Coinbase, 100.0% of 14 answers
Ease of use: Coinbase, 92.9% of 14 answers
Price and value: Coinbase, 100.0% of 14 answers
Reliability: Coinbase, 100.0% of 14 answers
Safety: Coinbase, 100.0% of 14 answers
Trust: Coinbase, 100.0% of 14 answers
Exploratory: Coinbase, 96.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/crypto-exchanges/

ANSWERBURST | October 2026 Industry AEO Report
Dating apps
Collected October 26, 2026 | All seven models

98 answers | 5.3 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Hinge: 91.8% (90 answers)
Bumble: 84.7% (83 answers)
Match.com: 72.4% (71 answers, +1 since September 2026)
Tinder: 68.4% (67 answers, -1 since September 2026)
eharmony: 55.1% (54 answers)
OkCupid: 40.8% (40 answers, -1 since September 2026)
Coffee Meets Bagel: 27.6% (27 answers)
Facebook Dating: 24.5% (24 answers)
Grindr: 13.3% (13 answers, +4 since September 2026)
The League: 12.2% (12 answers, -1 since September 2026)
Plenty of Fish: 11.2% (11 answers, -1 since September 2026)
OurTime: 10.2% (10 answers)
SilverSingles: 9.2% (9 answers, -3 since September 2026)
Feeld: 5.1% (5 answers, +1 since September 2026)
Raya: 5.1% (5 answers)

Topics:
Audience fit: Hinge, 100.0% of 14 answers
Ease of use: Bumble, 100.0% of 14 answers
Price and value: Bumble, 92.9% of 14 answers
Safety: Bumble, 100.0% of 14 answers
Trust: Hinge, 100.0% of 14 answers
Exploratory: Hinge, 75.0% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/dating-apps/

ANSWERBURST | October 2026 Industry AEO Report
EV brands
Collected October 26, 2026 | All seven models

125 answers | 5.9 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Tesla: 91.2% (114 answers)
Hyundai: 73.6% (92 answers)
Kia: 56.8% (71 answers)
Rivian: 51.2% (64 answers, +1 since September 2026)
Ford: 47.2% (59 answers, +1 since September 2026)
Chevrolet: 46.4% (58 answers, -2 since September 2026)
Lucid: 36.8% (46 answers)
Nissan: 29.6% (37 answers)
BMW: 28.8% (36 answers)
Tesla Supercharger: 23.2% (29 answers)
Toyota: 16.8% (21 answers)
Mercedes-Benz: 16.0% (20 answers)
Audi: 15.2% (19 answers)
Volvo: 12.8% (16 answers, -1 since September 2026)
ChargePoint: 9.6% (12 answers)

Topics:
Expert recommendation: Hyundai, 92.9% of 14 answers
Innovation: Rivian, 100.0% of 14 answers
Performance: Tesla, 85.7% of 14 answers
Price and value: Chevrolet, 92.9% of 14 answers
Quality: Ford, 100.0% of 14 answers
Reliability: Tesla, 100.0% of 14 answers
Safety: Hyundai, 100.0% of 14 answers
Exploratory: Tesla, 77.8% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/ev-brands/

ANSWERBURST | October 2026 Industry AEO Report
Email marketing platforms
Collected October 26, 2026 | All seven models

112 answers | 4.4 brands per answer | 3 answers name no brand
Brand mention share (top 15):
Mailchimp: 58.9% (66 answers)
Brevo: 55.4% (62 answers, +4 since September 2026)
Klaviyo: 55.4% (62 answers)
ActiveCampaign: 53.6% (60 answers, -1 since September 2026)
MailerLite: 53.6% (60 answers)
Omnisend: 42.0% (47 answers, -1 since September 2026)
Constant Contact: 28.6% (32 answers, +2 since September 2026)
HubSpot: 28.6% (32 answers)
Kit: 13.4% (15 answers, -1 since September 2026)
Beehiiv: 9.8% (11 answers)
GetResponse: 9.8% (11 answers, +4 since September 2026)
Substack: 6.2% (7 answers, -1 since September 2026)
Drip: 5.4% (6 answers, -2 since September 2026)
AWeber: 4.5% (5 answers, +3 since September 2026)
Braze: 4.5% (5 answers, +4 since September 2026)

Topics:
Audience fit: MailerLite, 78.6% of 14 answers
Customer service: Constant Contact, 50.0% of 14 answers
Ease of use: Mailchimp, 92.9% of 14 answers
Integrations: Klaviyo, 100.0% of 14 answers
Performance: ActiveCampaign, 57.1% of 14 answers
Price and value: Brevo, 100.0% of 14 answers
Exploratory: Brevo, 71.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/email-marketing-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Eyewear retailers
Collected October 26, 2026 | All seven models

108 answers | 3.5 brands per answer | 5 answers name no brand
Brand mention share (top 15):
Zenni Optical: 68.5% (74 answers, +1 since September 2026)
EyeBuyDirect: 63.9% (69 answers, +1 since September 2026)
Warby Parker: 63.9% (69 answers, -1 since September 2026)
GlassesUSA: 55.6% (60 answers)
Oakley: 30.6% (33 answers)
Ray-Ban: 22.2% (24 answers)
LensCrafters: 13.9% (15 answers)
Target Optical: 13.9% (15 answers, +2 since September 2026)
Costco Optical: 5.6% (6 answers, -1 since September 2026)
Felix Gray: 4.6% (5 answers)
Roka: 4.6% (5 answers, +2 since September 2026)
Liingo: 3.7% (4 answers)
America’s Best: 2.8% (3 answers, -2 since September 2026)
1-800 Contacts: 0.9% (1 answers)

Topics:
Audience fit: Oakley, 76.9% of 13 answers
Customer service: Warby Parker, 100.0% of 14 answers
Ease of use: GlassesUSA, 92.9% of 14 answers
Price and value: EyeBuyDirect, 100.0% of 13 answers
Quality: Ray-Ban, 71.4% of 14 answers
Reliability: EyeBuyDirect, 46.2% of 13 answers
Exploratory: EyeBuyDirect, 70.4% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/eyewear-retailers/

ANSWERBURST | October 2026 Industry AEO Report
Food delivery
Collected October 26, 2026 | All seven models

98 answers | 3.5 brands per answer | 5 answers name no brand
Brand mention share (top 15):
DoorDash: 81.6% (80 answers)
Uber Eats: 75.5% (74 answers)
Grubhub: 62.2% (61 answers)
Instacart: 43.9% (43 answers)
Walmart: 27.6% (27 answers)
Target: 13.3% (13 answers)
Gopuff: 12.2% (12 answers)
Amazon Fresh: 10.2% (10 answers, -1 since September 2026)
Postmates: 8.2% (8 answers)
Costco: 6.1% (6 answers, -1 since September 2026)
Kroger: 4.1% (4 answers)
Seamless: 4.1% (4 answers)
Caviar: 2.0% (2 answers)

Topics:
Audience fit: DoorDash, 100.0% of 14 answers
Customer service: DoorDash, 100.0% of 14 answers
Ease of use: DoorDash, 50.0% of 14 answers
Price and value: DoorDash, 85.7% of 14 answers
Reliability: DoorDash, 100.0% of 14 answers
Exploratory: DoorDash, 67.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/food-delivery/

ANSWERBURST | October 2026 Industry AEO Report
Furniture retailers
Collected October 26, 2026 | All seven models

97 answers | 5.2 brands per answer | 0 answers name no brand
Brand mention share (top 15):
IKEA: 56.7% (55 answers)
Wayfair: 53.6% (52 answers)
Room & Board: 49.5% (48 answers, +7 since September 2026)
Article: 48.5% (47 answers, +1 since September 2026)
West Elm: 46.4% (45 answers, -2 since September 2026)
Pottery Barn: 30.9% (30 answers, -2 since September 2026)
Crate & Barrel: 29.9% (29 answers, -1 since September 2026)
Target: 29.9% (29 answers)
Stickley: 26.8% (26 answers, -1 since September 2026)
Burrow: 25.8% (25 answers, +2 since September 2026)
Restoration Hardware: 21.6% (21 answers)
Amazon: 19.6% (19 answers, -4 since September 2026)
Ashley Furniture: 18.6% (18 answers, +2 since September 2026)
Costco: 14.4% (14 answers, -1 since September 2026)
CB2: 12.4% (12 answers, -2 since September 2026)

Topics:
Audience fit: IKEA, 100.0% of 14 answers
Customer service: Wayfair, 78.6% of 14 answers
Price and value: IKEA, 100.0% of 14 answers
Quality: Room & Board, 85.7% of 14 answers
Reliability: Stickley, 85.7% of 14 answers
Exploratory: West Elm, 66.7% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/furniture-retailers/

ANSWERBURST | October 2026 Industry AEO Report
Gaming platforms
Collected October 26, 2026 | All seven models

97 answers | 4.2 brands per answer | 3 answers name no brand
Brand mention share (top 15):
Xbox: 94.8% (92 answers)
PlayStation: 90.7% (88 answers)
Nintendo: 78.4% (76 answers)
Steam: 55.7% (54 answers)
Epic Games: 26.8% (26 answers)
EA Play: 17.5% (17 answers, +1 since September 2026)
GOG: 13.4% (13 answers, -1 since September 2026)
Apple Arcade: 11.3% (11 answers)
Humble Bundle: 6.2% (6 answers)
Ubisoft+: 6.2% (6 answers, +1 since September 2026)
Amazon Luna: 5.2% (5 answers, -1 since September 2026)
GeForce Now: 5.2% (5 answers, -1 since September 2026)
Green Man Gaming: 3.1% (3 answers, -3 since September 2026)
Google Play: 2.1% (2 answers)

Topics:
Audience fit: Xbox, 92.9% of 14 answers
Performance: Steam, 100.0% of 14 answers
Price and value: PlayStation, 100.0% of 14 answers
Quality: Nintendo, 100.0% of 14 answers
Reliability: PlayStation, 84.6% of 13 answers
Exploratory: PlayStation, 92.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/gaming-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Helpdesk software
Collected October 26, 2026 | All seven models

112 answers | 4.8 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Zendesk: 79.5% (89 answers, +1 since September 2026)
Freshdesk: 75.0% (84 answers, -1 since September 2026)
Zoho Desk: 54.5% (61 answers, +1 since September 2026)
Intercom: 45.5% (51 answers, +1 since September 2026)
Help Scout: 42.0% (47 answers, +1 since September 2026)
Salesforce Service Cloud: 42.0% (47 answers, +2 since September 2026)
HubSpot Service Hub: 38.4% (43 answers, -4 since September 2026)
Jira Service Management: 24.1% (27 answers)
Gorgias: 21.4% (24 answers, +1 since September 2026)
ServiceNow: 18.8% (21 answers, -1 since September 2026)
Tidio: 17.0% (19 answers)
LiveChat: 8.0% (9 answers, +1 since September 2026)
Kustomer: 4.5% (5 answers, +2 since September 2026)
Re:amaze: 4.5% (5 answers)
Gladly: 2.7% (3 answers, -3 since September 2026)

Topics:
Audience fit: Freshdesk, 85.7% of 14 answers
Customer service: Freshdesk, 100.0% of 14 answers
Ease of use: Zendesk, 64.3% of 14 answers
Integrations: HubSpot Service Hub, 100.0% of 14 answers
Performance: Zendesk, 100.0% of 14 answers
Price and value: Freshdesk, 100.0% of 14 answers
Exploratory: Zendesk, 67.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/helpdesk-software/

ANSWERBURST | October 2026 Industry AEO Report
Home security
Collected October 26, 2026 | All seven models

108 answers | 5.2 brands per answer | 1 answers name no brand
Brand mention share (top 15):
SimpliSafe: 73.1% (79 answers, +1 since September 2026)
Ring: 72.2% (78 answers, -1 since September 2026)
ADT: 69.4% (75 answers)
Vivint: 52.8% (57 answers)
Amazon Alexa: 46.3% (50 answers)
Nest: 43.5% (47 answers)
Eufy: 37.0% (40 answers)
Abode: 30.6% (33 answers)
Frontpoint: 25.9% (28 answers, +1 since September 2026)
Arlo: 20.4% (22 answers, -1 since September 2026)
Apple HomeKit: 14.8% (16 answers, -1 since September 2026)
Wyze: 14.8% (16 answers, +1 since September 2026)
Brinks: 6.5% (7 answers, +1 since September 2026)
Schlage: 6.5% (7 answers)
Aqara: 2.8% (3 answers)

Topics:
Customer service: ADT, 100.0% of 14 answers
Ease of use: SimpliSafe, 100.0% of 14 answers
Price and value: ADT, 100.0% of 13 answers
Quality: Nest, 92.3% of 13 answers
Reliability: ADT, 100.0% of 14 answers
Safety: ADT, 100.0% of 14 answers
Exploratory: Ring, 69.2% of 26 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/home-security/

ANSWERBURST | October 2026 Industry AEO Report
Mattresses
Collected October 26, 2026 | All seven models

105 answers | 6.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Saatva: 78.1% (82 answers)
Helix: 64.8% (68 answers)
Brooklyn Bedding: 56.2% (59 answers, +1 since September 2026)
Nectar: 52.4% (55 answers, +1 since September 2026)
DreamCloud: 45.7% (48 answers, +2 since September 2026)
Tempur-Pedic: 43.8% (46 answers, -3 since September 2026)
WinkBeds: 41.0% (43 answers, -1 since September 2026)
Purple: 32.4% (34 answers)
Leesa: 24.8% (26 answers, +4 since September 2026)
Avocado: 23.8% (25 answers, -1 since September 2026)
Bear: 20.0% (21 answers, +7 since September 2026)
Casper: 19.0% (20 answers)
Nolah: 19.0% (20 answers, +9 since September 2026)
Stearns & Foster: 16.2% (17 answers, -4 since September 2026)
Sealy: 13.3% (14 answers, -4 since September 2026)

Topics:
Audience fit: Helix, 91.7% of 12 answers
Customer service: Nectar, 100.0% of 14 answers
Performance: Helix, 92.3% of 13 answers
Price and value: Brooklyn Bedding, 92.9% of 14 answers
Quality: Saatva, 100.0% of 13 answers
Reliability: Saatva, 100.0% of 14 answers
Exploratory: Tempur-Pedic, 72.0% of 25 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/mattresses/

ANSWERBURST | October 2026 Industry AEO Report
Meal kits
Collected October 26, 2026 | All seven models

112 answers | 5.6 brands per answer | 0 answers name no brand
Brand mention share (top 15):
HelloFresh: 74.1% (83 answers)
Home Chef: 68.8% (77 answers)
Blue Apron: 64.3% (72 answers)
EveryPlate: 58.0% (65 answers, +1 since September 2026)
Green Chef: 49.1% (55 answers, -1 since September 2026)
Factor: 35.7% (40 answers, +1 since September 2026)
Marley Spoon: 35.7% (40 answers, +3 since September 2026)
Sunbasket: 34.8% (39 answers, -2 since September 2026)
Dinnerly: 32.1% (36 answers, -1 since September 2026)
CookUnity: 31.2% (35 answers)
Hungryroot: 25.0% (28 answers)
Purple Carrot: 22.3% (25 answers)
Gobble: 8.0% (9 answers)
Daily Harvest: 6.2% (7 answers, +2 since September 2026)
Mosaic Foods: 4.5% (5 answers, -1 since September 2026)

Topics:
Audience fit: EveryPlate, 85.7% of 14 answers
Customer service: Home Chef, 100.0% of 14 answers
Ease of use: HelloFresh, 85.7% of 14 answers
Price and value: EveryPlate, 92.9% of 14 answers
Quality: Green Chef, 100.0% of 14 answers
Reliability: Blue Apron, 100.0% of 14 answers
Exploratory: HelloFresh, 60.7% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/meal-kits/

ANSWERBURST | October 2026 Industry AEO Report
Music streaming
Collected October 26, 2026 | All seven models

98 answers | 5.5 brands per answer | 0 answers name no brand
Brand mention share (top 15):
Spotify: 96.9% (95 answers)
Apple Music: 85.7% (84 answers)
YouTube Music: 80.6% (79 answers)
Amazon Music: 68.4% (67 answers)
Tidal: 59.2% (58 answers)
Qobuz: 32.7% (32 answers)
Deezer: 25.5% (25 answers)
Pandora: 25.5% (25 answers, +1 since September 2026)
Spotify Premium: 24.5% (24 answers, -1 since September 2026)
SoundCloud: 11.2% (11 answers)
Audible: 9.2% (9 answers)
Bandcamp: 9.2% (9 answers, +4 since September 2026)
Libby: 7.1% (7 answers)
Apple Podcasts: 6.1% (6 answers, -3 since September 2026)
iHeartRadio: 6.1% (6 answers)

Topics:
Audience fit: Apple Music, 100.0% of 14 answers
Ease of use: Apple Music, 100.0% of 14 answers
Innovation: Apple Music, 100.0% of 14 answers
Price and value: Apple Music, 100.0% of 14 answers
Quality: Amazon Music, 100.0% of 14 answers
Exploratory: Spotify, 92.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/music-streaming/

ANSWERBURST | October 2026 Industry AEO Report
Online learning platforms
Collected October 26, 2026 | All seven models

112 answers | 5.1 brands per answer | 3 answers name no brand
Brand mention share (top 15):
Coursera: 82.1% (92 answers)
edX: 67.9% (76 answers)
Udemy: 64.3% (72 answers, +1 since September 2026)
LinkedIn Learning: 52.7% (59 answers, -1 since September 2026)
Khan Academy: 35.7% (40 answers)
Skillshare: 32.1% (36 answers)
Pluralsight: 25.9% (29 answers)
Google Career Certificates: 24.1% (27 answers, +2 since September 2026)
MasterClass: 22.3% (25 answers, -2 since September 2026)
Codecademy: 21.4% (24 answers, -3 since September 2026)
DataCamp: 21.4% (24 answers, +1 since September 2026)
freeCodeCamp: 16.1% (18 answers, +1 since September 2026)
Duolingo: 13.4% (15 answers, +1 since September 2026)
Udacity: 10.7% (12 answers, -3 since September 2026)
Springboard: 7.1% (8 answers)

Topics:
Audience fit: Coursera, 100.0% of 14 answers
Ease of use: Udemy, 85.7% of 14 answers
Expert recommendation: Google Career Certificates, 85.7% of 14 answers
Price and value: Coursera, 100.0% of 14 answers
Quality: Coursera, 100.0% of 14 answers
Trust: Coursera, 92.9% of 14 answers
Exploratory: Coursera, 53.6% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/online-learning-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Online therapy platforms
Collected October 26, 2026 | All seven models

126 answers | 4.8 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Talkspace: 97.6% (123 answers)
BetterHelp: 83.3% (105 answers)
Grow Therapy: 72.2% (91 answers)
Brightside Health: 55.6% (70 answers)
Amwell: 29.4% (37 answers)
MDLIVE: 25.4% (32 answers, +6 since September 2026)
Teladoc: 21.4% (27 answers, -2 since September 2026)
Cerebral: 15.9% (20 answers, +2 since September 2026)
Open Path Collective: 15.1% (19 answers, -2 since September 2026)
Rula: 14.3% (18 answers, +1 since September 2026)
Headway: 13.5% (17 answers, -4 since September 2026)
Alma: 10.3% (13 answers, -3 since September 2026)
Doctor on Demand: 8.7% (11 answers, +1 since September 2026)
Calmerry: 7.9% (10 answers, +1 since September 2026)
Teen Counseling: 6.3% (8 answers, -2 since September 2026)

Topics:
Audience fit: Talkspace, 100.0% of 14 answers
Customer service: BetterHelp, 100.0% of 14 answers
Ease of use: BetterHelp, 100.0% of 14 answers
Expert recommendation: BetterHelp, 100.0% of 14 answers
Price and value: BetterHelp, 100.0% of 14 answers
Safety: Talkspace, 92.9% of 14 answers
Trust: Talkspace, 100.0% of 14 answers
Exploratory: Talkspace, 92.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/online-therapy-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Payroll platforms
Collected October 26, 2026 | All seven models

111 answers | 4.7 brands per answer | 8 answers name no brand
Brand mention share (top 15):
Gusto: 85.6% (95 answers)
ADP: 65.8% (73 answers)
OnPay: 50.5% (56 answers, +2 since September 2026)
QuickBooks Payroll: 48.6% (54 answers)
Rippling: 42.3% (47 answers, +1 since September 2026)
Paychex: 40.5% (45 answers, -3 since September 2026)
Patriot Software: 36.9% (41 answers)
Deel: 15.3% (17 answers)
Square Payroll: 14.4% (16 answers)
Justworks: 12.6% (14 answers, +1 since September 2026)
Paycom: 9.9% (11 answers, +1 since September 2026)
Paylocity: 9.9% (11 answers, -1 since September 2026)
Insperity: 8.1% (9 answers, +3 since September 2026)
Papaya Global: 8.1% (9 answers)
TriNet: 7.2% (8 answers, -2 since September 2026)

Topics:
Audience fit: Gusto, 71.4% of 14 answers
Customer service: Gusto, 100.0% of 14 answers
Ease of use: Gusto, 100.0% of 14 answers
Integrations: Gusto, 100.0% of 14 answers
Price and value: Gusto, 100.0% of 13 answers
Trust: ADP, 92.9% of 14 answers
Exploratory: Gusto, 60.7% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/payroll-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Pet food
Collected October 26, 2026 | All seven models

107 answers | 4.8 brands per answer | 3 answers name no brand
Brand mention share (top 15):
Purina: 85.0% (91 answers)
Hill’s Science Diet: 77.6% (83 answers)
Royal Canin: 63.6% (68 answers)
Iams: 43.0% (46 answers)
Blue Buffalo: 28.0% (30 answers, +2 since September 2026)
Freshpet: 19.6% (21 answers, +5 since September 2026)
Eukanuba: 16.8% (18 answers, -2 since September 2026)
Ollie: 16.8% (18 answers, +1 since September 2026)
Nom Nom: 15.0% (16 answers, +4 since September 2026)
Chewy: 14.0% (15 answers, -5 since September 2026)
Merrick: 14.0% (15 answers, +4 since September 2026)
The Farmer’s Dog: 14.0% (15 answers, +1 since September 2026)
Orijen: 13.1% (14 answers, -5 since September 2026)
Kirkland Signature: 10.3% (11 answers)
Wellness: 10.3% (11 answers, +2 since September 2026)

Topics:
Audience fit: Hill’s Science Diet, 100.0% of 12 answers
Expert recommendation: Royal Canin, 100.0% of 14 answers
Price and value: Purina, 100.0% of 13 answers
Quality: Hill’s Science Diet, 85.7% of 14 answers
Safety: Purina, 92.9% of 14 answers
Trust: Purina, 85.7% of 14 answers
Exploratory: Purina, 73.1% of 26 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/pet-food/

ANSWERBURST | October 2026 Industry AEO Report
Project management tools
Collected October 26, 2026 | All seven models

112 answers | 5.5 brands per answer | 6 answers name no brand
Brand mention share (top 15):
Asana: 77.7% (87 answers)
ClickUp: 71.4% (80 answers)
Monday.com: 67.9% (76 answers, -1 since September 2026)
Trello: 51.8% (58 answers)
Jira: 50.0% (56 answers, +2 since September 2026)
Wrike: 40.2% (45 answers, +2 since September 2026)
Smartsheet: 37.5% (42 answers, -2 since September 2026)
Microsoft Project: 30.4% (34 answers, +1 since September 2026)
Notion: 25.9% (29 answers, -3 since September 2026)
Slack: 17.9% (20 answers)
Zoho Projects: 17.9% (20 answers, +5 since September 2026)
Airtable: 15.2% (17 answers)
Basecamp: 15.2% (17 answers, -1 since September 2026)
Teamwork: 15.2% (17 answers)
Microsoft Teams: 9.8% (11 answers, -3 since September 2026)

Topics:
Audience fit: Asana, 100.0% of 14 answers
Customer service: Asana, 64.3% of 14 answers
Ease of use: Asana, 78.6% of 14 answers
Integrations: Monday.com, 100.0% of 14 answers
Performance: Microsoft Project, 92.9% of 14 answers
Price and value: Trello, 100.0% of 14 answers
Exploratory: Asana, 71.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/project-management-tools/

ANSWERBURST | October 2026 Industry AEO Report
Running shoes
Collected October 26, 2026 | All seven models

107 answers | 6.0 brands per answer | 0 answers name no brand
Brand mention share (top 15):
New Balance: 90.7% (97 answers, +1 since September 2026)
ASICS: 86.9% (93 answers, +1 since September 2026)
Brooks: 86.9% (93 answers, -1 since September 2026)
Saucony: 83.2% (89 answers)
Nike: 74.8% (80 answers, +1 since September 2026)
HOKA: 69.2% (74 answers, -1 since September 2026)
Adidas: 43.0% (46 answers)
Altra: 20.6% (22 answers)
Mizuno: 19.6% (21 answers, +3 since September 2026)
Puma: 15.9% (17 answers, -1 since September 2026)
On: 5.6% (6 answers, -1 since September 2026)
Salomon: 3.7% (4 answers, -2 since September 2026)
Topo Athletic: 2.8% (3 answers, -1 since September 2026)
Under Armour: 1.9% (2 answers)

Topics:
Audience fit: ASICS, 100.0% of 13 answers
Expert recommendation: ASICS, 100.0% of 14 answers
Performance: ASICS, 100.0% of 12 answers
Price and value: ASICS, 92.9% of 14 answers
Quality: New Balance, 76.9% of 13 answers
Reliability: Brooks, 100.0% of 14 answers
Exploratory: Nike, 92.6% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/running-shoes/

ANSWERBURST | October 2026 Industry AEO Report
Skincare brands
Collected October 26, 2026 | All seven models

107 answers | 4.0 brands per answer | 11 answers name no brand
Brand mention share (top 15):
CeraVe: 63.6% (68 answers)
La Roche-Posay: 59.8% (64 answers)
SkinCeuticals: 40.2% (43 answers)
The Ordinary: 33.6% (36 answers)
EltaMD: 29.0% (31 answers, +3 since September 2026)
Neutrogena: 29.0% (31 answers)
Vanicream: 25.2% (27 answers)
Paula’s Choice: 18.7% (20 answers, -2 since September 2026)
Cetaphil: 16.8% (18 answers)
Differin: 14.0% (15 answers)
Olay: 11.2% (12 answers, +2 since September 2026)
Drunk Elephant: 9.3% (10 answers)
Medik8: 8.4% (9 answers, +8 since September 2026)
Aveeno: 7.5% (8 answers, -1 since September 2026)
First Aid Beauty: 7.5% (8 answers, -1 since September 2026)

Topics:
Audience fit: La Roche-Posay, 91.7% of 12 answers
Expert recommendation: SkinCeuticals, 92.9% of 14 answers
Performance: CeraVe, 100.0% of 13 answers
Price and value: CeraVe, 92.9% of 14 answers
Quality: SkinCeuticals, 92.9% of 14 answers
Trust: The Ordinary, 50.0% of 14 answers
Exploratory: La Roche-Posay, 53.8% of 26 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/skincare-brands/

ANSWERBURST | October 2026 Industry AEO Report
Smartphones
Collected October 26, 2026 | All seven models

110 answers | 4.1 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Apple: 98.2% (108 answers)
Samsung: 92.7% (102 answers, -1 since September 2026)
Google: 86.4% (95 answers)
Motorola: 57.3% (63 answers)
OnePlus: 37.3% (41 answers)
Nothing: 10.9% (12 answers, +3 since September 2026)
Back Market: 6.4% (7 answers, +5 since September 2026)
Swappa: 6.4% (7 answers, -1 since September 2026)
Xiaomi: 6.4% (7 answers)
Gazelle: 5.5% (6 answers, -3 since September 2026)
TCL: 3.6% (4 answers, -2 since September 2026)
Nokia: 2.7% (3 answers, -3 since September 2026)

Topics:
Expert recommendation: Apple, 100.0% of 14 answers
Innovation: Apple, 100.0% of 14 answers
Performance: Apple, 100.0% of 13 answers
Price and value: Apple, 100.0% of 14 answers
Quality: Apple, 100.0% of 14 answers
Reliability: Apple, 100.0% of 14 answers
Exploratory: Apple, 92.6% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/smartphones/

ANSWERBURST | October 2026 Industry AEO Report
Supplements
Collected October 26, 2026 | All seven models

111 answers | 4.7 brands per answer | 2 answers name no brand
Brand mention share (top 15):
Thorne: 79.3% (88 answers)
Nature Made: 68.5% (76 answers)
Garden of Life: 50.5% (56 answers, +1 since September 2026)
Pure Encapsulations: 48.6% (54 answers, -1 since September 2026)
NOW Foods: 43.2% (48 answers)
Nordic Naturals: 34.2% (38 answers, +1 since September 2026)
Transparent Labs: 25.2% (28 answers, +1 since September 2026)
Klean Athlete: 20.7% (23 answers)
Momentous: 20.7% (23 answers, +3 since September 2026)
Kirkland Signature: 19.8% (22 answers, +1 since September 2026)
Life Extension: 18.0% (20 answers, -5 since September 2026)
Optimum Nutrition: 15.3% (17 answers, -2 since September 2026)
AG1: 10.8% (12 answers)
Centrum: 8.1% (9 answers, +3 since September 2026)
Legion: 7.2% (8 answers, -1 since September 2026)

Topics:
Audience fit: Thorne, 100.0% of 14 answers
Expert recommendation: Nature Made, 100.0% of 14 answers
Price and value: Nature Made, 100.0% of 14 answers
Quality: Thorne, 100.0% of 14 answers
Safety: Thorne, 100.0% of 14 answers
Trust: Thorne, 100.0% of 14 answers
Exploratory: Transparent Labs, 59.3% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/supplements/

ANSWERBURST | October 2026 Industry AEO Report
Telecom providers
Collected October 26, 2026 | All seven models

97 answers | 5.8 brands per answer | 2 answers name no brand
Brand mention share (top 15):
T-Mobile: 96.9% (94 answers, +1 since September 2026)
Verizon: 94.8% (92 answers, -1 since September 2026)
AT&T: 86.6% (84 answers)
Mint Mobile: 53.6% (52 answers)
Visible: 44.3% (43 answers, -1 since September 2026)
US Mobile: 43.3% (42 answers)
Cricket Wireless: 26.8% (26 answers, +1 since September 2026)
Consumer Cellular: 23.7% (23 answers, +2 since September 2026)
Tello: 23.7% (23 answers, -1 since September 2026)
Google Fi: 19.6% (19 answers, -1 since September 2026)
Spectrum Mobile: 18.6% (18 answers)
Xfinity Mobile: 14.4% (14 answers)
Metro by T-Mobile: 9.3% (9 answers)
Total Wireless: 8.2% (8 answers, +4 since September 2026)
Starlink: 6.2% (6 answers, -1 since September 2026)

Topics:
Audience fit: T-Mobile, 92.9% of 14 answers
Customer service: T-Mobile, 100.0% of 14 answers
Performance: AT&T, 100.0% of 14 answers
Price and value: AT&T, 100.0% of 14 answers
Reliability: T-Mobile, 100.0% of 14 answers
Exploratory: T-Mobile, 92.6% of 27 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/telecom-providers/

ANSWERBURST | October 2026 Industry AEO Report
Travel booking platforms
Collected October 26, 2026 | All seven models

98 answers | 5.4 brands per answer | 10 answers name no brand
Brand mention share (top 15):
Expedia: 70.4% (69 answers)
Booking.com: 58.2% (57 answers)
Kayak: 48.0% (47 answers)
Google Flights: 44.9% (44 answers, +2 since September 2026)
Skyscanner: 42.9% (42 answers, +4 since September 2026)
Priceline: 39.8% (39 answers, -2 since September 2026)
Marriott: 28.6% (28 answers)
Hilton: 26.5% (26 answers)
Hyatt: 24.5% (24 answers)
Hotels.com: 22.4% (22 answers, -5 since September 2026)
Momondo: 17.3% (17 answers, +10 since September 2026)
Airbnb: 15.3% (15 answers)
Travelocity: 15.3% (15 answers, +5 since September 2026)
Vrbo: 15.3% (15 answers, -1 since September 2026)
IHG: 12.2% (12 answers, -2 since September 2026)

Topics:
Customer service: Expedia, 100.0% of 14 answers
Ease of use: Booking.com, 57.1% of 14 answers
Price and value: Expedia, 92.9% of 14 answers
Reliability: Booking.com, 100.0% of 14 answers
Trust: Expedia, 100.0% of 14 answers
Exploratory: Kayak, 35.7% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/travel-booking-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Video streaming
Collected October 26, 2026 | All seven models

98 answers | 6.6 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Netflix: 74.5% (73 answers)
Hulu: 72.4% (71 answers)
Disney+: 70.4% (69 answers, -1 since September 2026)
Max: 59.2% (58 answers)
Prime Video: 56.1% (55 answers)
Apple TV+: 46.9% (46 answers, -1 since September 2026)
Peacock: 42.9% (42 answers)
Tubi: 38.8% (38 answers, +1 since September 2026)
YouTube TV: 37.8% (37 answers, +1 since September 2026)
Pluto TV: 30.6% (30 answers, +3 since September 2026)
ESPN+: 29.6% (29 answers, +1 since September 2026)
Paramount+: 28.6% (28 answers, -4 since September 2026)
The Roku Channel: 25.5% (25 answers, -3 since September 2026)
Sling TV: 22.4% (22 answers)
Fubo: 14.3% (14 answers)

Topics:
Audience fit: Disney+, 71.4% of 14 answers
Ease of use: Hulu, 85.7% of 14 answers
Price and value: Disney+, 100.0% of 14 answers
Quality: Apple TV+, 100.0% of 14 answers
Reliability: Netflix, 78.6% of 14 answers
Exploratory: Disney+, 71.4% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/video-streaming/

ANSWERBURST | October 2026 Industry AEO Report
Website and ecommerce platforms
Collected October 26, 2026 | All seven models

112 answers | 5.3 brands per answer | 1 answers name no brand
Brand mention share (top 15):
Shopify: 92.9% (104 answers)
Wix: 71.4% (80 answers, +1 since September 2026)
WordPress: 62.5% (70 answers, -1 since September 2026)
Squarespace: 58.9% (66 answers)
WooCommerce: 44.6% (50 answers)
BigCommerce: 41.1% (46 answers)
Adobe Commerce: 34.8% (39 answers)
Hostinger: 17.9% (20 answers, +1 since September 2026)
Webflow: 17.9% (20 answers)
GoDaddy: 17.0% (19 answers)
Salesforce Commerce Cloud: 15.2% (17 answers)
Amazon: 10.7% (12 answers, +4 since September 2026)
SiteGround: 10.7% (12 answers)
Stripe: 7.1% (8 answers)
Bluehost: 5.4% (6 answers, -2 since September 2026)

Topics:
Customer service: Shopify, 85.7% of 14 answers
Ease of use: Wix, 100.0% of 14 answers
Integrations: Adobe Commerce, 100.0% of 14 answers
Performance: Shopify, 100.0% of 14 answers
Price and value: Shopify, 85.7% of 14 answers
Reliability: Shopify, 100.0% of 14 answers
Exploratory: Shopify, 92.9% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/website-and-ecommerce-platforms/

ANSWERBURST | October 2026 Industry AEO Report
Weight loss telehealth providers
Collected October 26, 2026 | All seven models

111 answers | 4.8 brands per answer | 7 answers name no brand
Brand mention share (top 15):
WeightWatchers: 69.4% (77 answers)
Noom: 67.6% (75 answers)
Zepbound: 54.1% (60 answers, +3 since September 2026)
Wegovy: 53.2% (59 answers, -1 since September 2026)
Ro: 48.6% (54 answers, -1 since September 2026)
Found: 39.6% (44 answers, -1 since September 2026)
Mochi Health: 27.9% (31 answers, +1 since September 2026)
Calibrate: 26.1% (29 answers, -1 since September 2026)
Ozempic: 18.9% (21 answers, +3 since September 2026)
Form Health: 16.2% (18 answers, +1 since September 2026)
Hims & Hers: 11.7% (13 answers, -2 since September 2026)
Sequence: 10.8% (12 answers, -2 since September 2026)
Saxenda: 9.9% (11 answers, +1 since September 2026)
Mounjaro: 9.0% (10 answers)
Teladoc: 8.1% (9 answers, -3 since September 2026)

Topics:
Audience fit: Noom, 78.6% of 14 answers
Customer service: Noom, 92.9% of 14 answers
Expert recommendation: WeightWatchers, 92.3% of 13 answers
Price and value: Noom, 92.9% of 14 answers
Safety: Ro, 78.6% of 14 answers
Trust: Ro, 92.9% of 14 answers
Exploratory: Wegovy, 53.6% of 28 answers

Brand mentions are not endorsements. Changes compare places with the September 2026 edition.
Source: https://answerburst.moburst.com/benchmarks/reports/2026-10/weight-loss-telehealth-providers/