

AI COMMERCE BENCHMARK

AI COMMERCE BENCHMARK

VITAMINS & SUPPLEMENTS

UNITED KINGDOM · 2026

How Shoppers Discover
and Choose Brands
Through AI.

162

SHOPPER QUESTIONS

486

DIRECT AI RESPONSES

1,479

RECOMMENDATION REFERENCES

56

DIRECT AI BRANDS

45×2

CONTROLLED RETAIL AI QUESTIONS

45 controlled questions × 2 independent Retail AI environments — Amazon Rufus and Boots AI Assistant. Not 90 unique questions.

● DIRECT AI ● AI SEARCH ● AMAZON RETAIL AI ● RETAILER AI

THE AI COMMERCE JOURNEY

ONE CATEGORY. MANY MOMENTS OF INFLUENCE.

The competitive shelf changes as the shopper moves through AI.

SHOPPER QUESTIONS CAN SURFACE DIFFERENT BRANDS ACROSS GENERAL-PURPOSE AI, AI-ASSISTED SEARCH AND RETAILER-OWNED AI ENVIRONMENTS.



EXAMPLE SHOPPER QUESTION

“Best premium supplement brands in the UK”

OPENS INTO

ENVIRONMENT

DIRECT AI

GEMINI · PERPLEXITY · OPENAI

ENVIRONMENT

AI SEARCH

GOOGLE AI MODE

ENVIRONMENT

AMAZON RETAIL AI

AMAZON RUFUS

ENVIRONMENT

RETAILER AI

BOOTS AI ASSISTANT

DIFFERENT AI ENVIRONMENTS.
DIFFERENT COMPETITIVE BRAND SETS.

AI Doesn’t Have One Shelf.

COMMERCIAL QUESTIONS TO INVESTIGATE

- Where is the brand being put forward?
- Which shopper needs surface different brands?
- Where does the competitive set change?
- What should be investigated next?

162

CERTIFIED SHOPPER QUESTIONS

486

DIRECT AI RESPONSES

45_{x2}

CONTROLLED RETAIL AI QUESTIONS

45 controlled questions × 2 independent Retail AI environments — Amazon Rufus and Boots AI Assistant. Not 90 unique questions.

A CONCEPTUAL MAP OF THE AI COMMERCE LANDSCAPE MEASURED BY THE BENCHMARK — NOT A SEQUENTIAL SHOPPER JOURNEY, A COMBINED SCORE OR A CAUSAL CLAIM.

THE SHOPPER-QUESTION UNIVERSE

162

97.5%

CERTIFIED SHOPPER QUESTIONS.

UNBRANDED.

WE MEASURE WHAT AI RECOMMENDS
BEFORE THE SHOPPER HAS CHOSEN
A BRAND.

162

158

4

97.5%

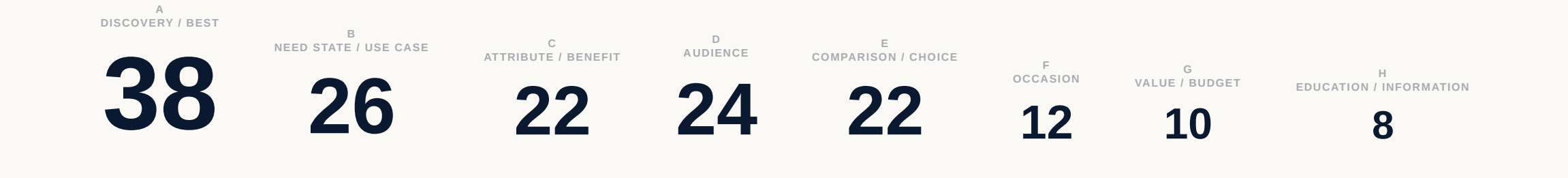
CERTIFIED SHOPPER QUESTIONS

UNBRANDED

BRANDED

UNBRANDED

THE EIGHT COMMERCIAL QUESTION FAMILIES



COMPOSITION OF THE CERTIFIED 162-QUESTION UNIVERSE — NOT SEARCH VOLUME, DEMAND OR POPULARITY. TOTAL: 162.

SHOPPER QUESTION

“Best premium supplement brands in the UK”

SHOPPER QUESTION

“Best iron supplement for women with low iron levels”

COMMERCIAL INTENT

P1

42

HIGH COMMERCIAL INTENT

P2

102

CONSIDERATION

P3

18

EDUCATION / CATEGORY

P1 IS ENTIRELY UNBRANDED.

The highest-commercial-intent questions measure recommendation before a shopper has selected a brand.

BRANDED VS. UNBRANDED



FROM QUESTIONS TO DIRECT AI EVIDENCE

162

MEASURED ACROSS

GEMINI · PERPLEXITY · OPENAI

=

486

CERTIFIED SHOPPER QUESTIONS

DIRECT AI PROVIDERS

DIRECT AI RESPONSES

PAGE SCOPE

CATEGORY
Vitamins & Supplements

MARKET
UK

KPI
Direct AI Share of Conversation

DIRECT AI ENVIRONMENTS

- GEMINI
- PERPLEXITY
- OPENAI

EVIDENCE BASE

162
CERTIFIED AI
SHOPPER
QUESTIONS

486
DIRECT AI
RESPONSES

1,479
ELIGIBLE
RECOMMENDATION
REFERENCES

56
SCOREABLE
BRANDS

SHARE OF CONVERSATION MEASURES BRAND REPRESENTATION WITHIN ELIGIBLE RECOMMENDATION REFERENCES ACROSS THE CERTIFIED DIRECT AI SHOPPER-QUESTION UNIVERSE.

DIRECT AI · SHARE OF CONVERSATION

WHO OWNS THE AI CONVERSATION?

Healthspan

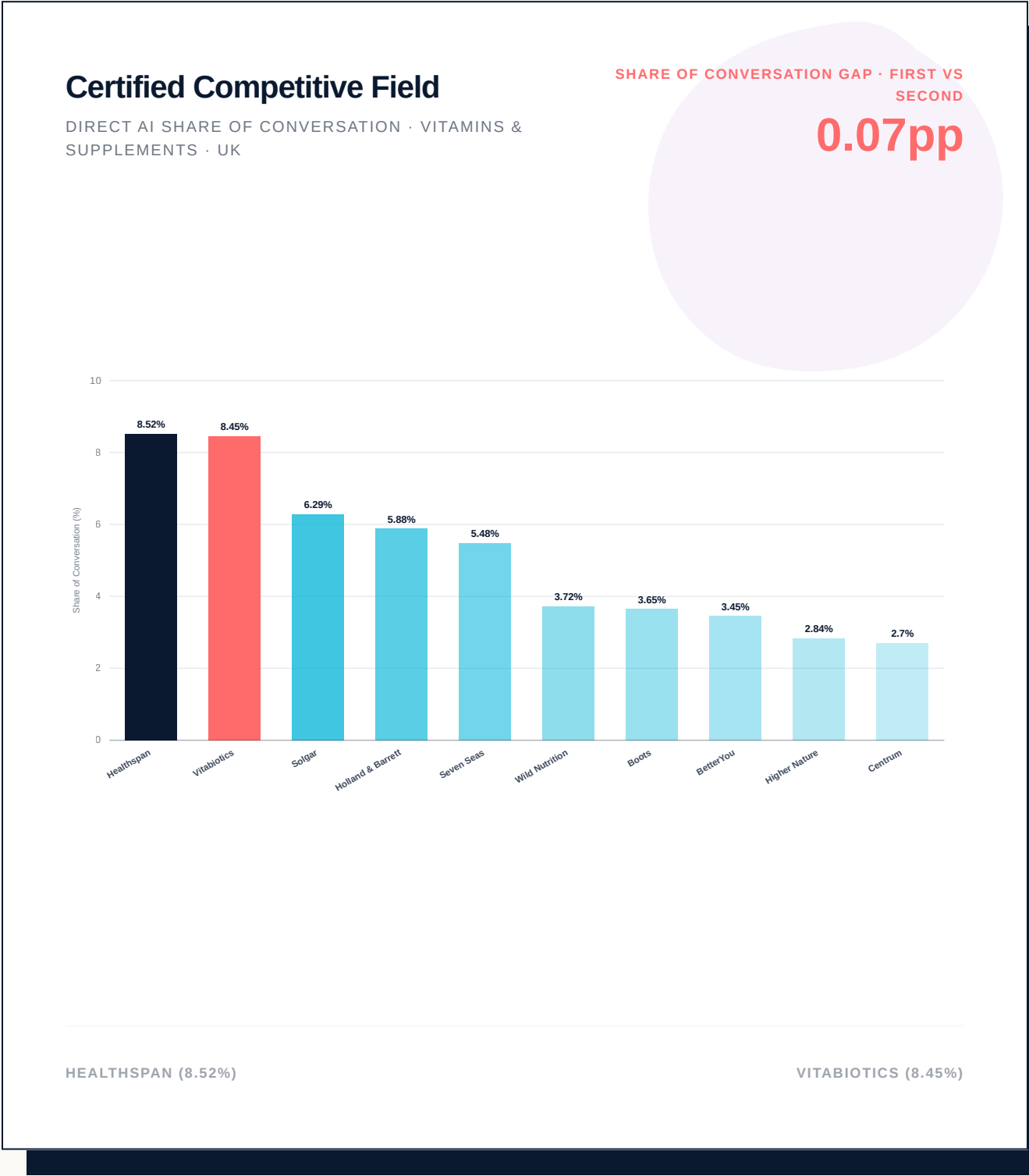
8.52%

RANK 01 · DIRECT AI SHARE OF CONVERSATION

Vitabiotics

8.45%

RANK 02 · DIRECT AI SHARE OF CONVERSATION



Healthspan leads the certified competitive field at 8.52% Direct AI Share of Conversation, with Vitabiotics second at 8.45% — a gap of 0.07 percentage points, measured across Gemini, Perplexity and OpenAI.

KEY FINDING

"Just 0.07 percentage points separate first and second."

CERTIFIED COMPETITIVE FIELD

Share of Conversation

01	Healthspan	8.52%
02	Vitabiotics	8.45%
03	Solgar	6.29%
04	Holland & Barrett	5.88%
05	Seven Seas	5.48%
06	Wild Nutrition	3.72%
07	Boots	3.65%
08	BetterYou	3.45%
09	Higher Nature	2.84%
10	Centrum	2.70%

PROVIDER SIGNALS

PROVIDER-SPECIFIC OBSERVATIONS — NOT THE OVERALL RANKING

GEMINI	
Healthspan	17.55%
Vitabiotics	8.59%
PERPLEXITY	
Vitabiotics	9.18%
OPENAI	
Solgar	10.06%
Vitabiotics	7.95%

CERTIFIED COMPETITIVE FIELD — BRANDS

HEALTHSPAN	VITABIOTICS
SOLGAR	HOLLAND & BARRETT
SEVEN SEAS	WILD NUTRITION
BOOTS	BETTERYOU
HIGHER NATURE	CENTRUM

FOLLOW THE SHOPPER

ONE QUESTION. FIVE EVIDENCE ENVIRONMENTS.

The competitive shelf changes as the shopper moves through AI.

“

PRIMARY SHOPPER QUESTION

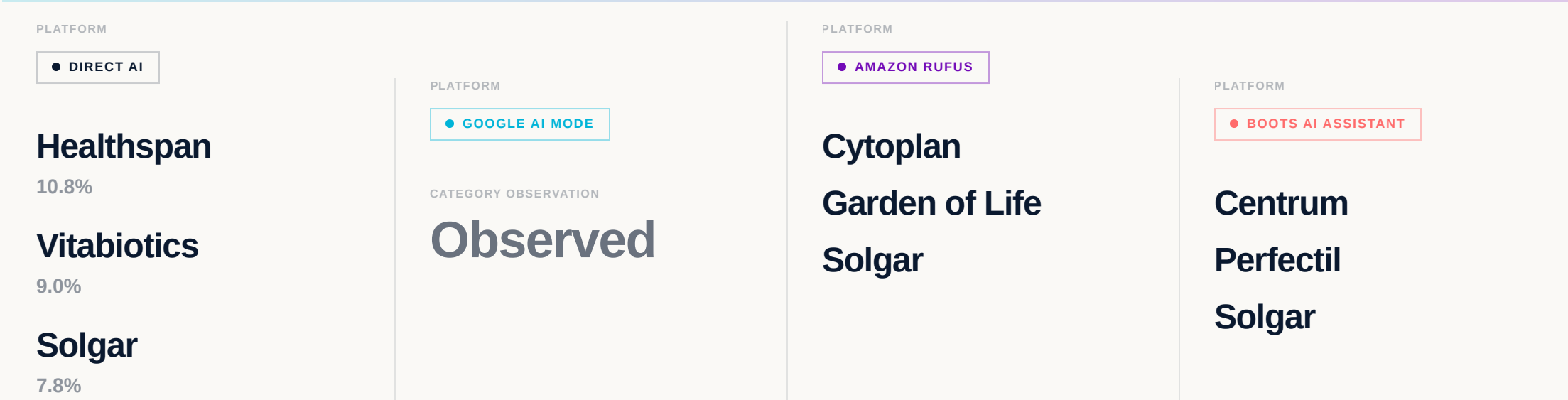
“best premium supplement brands in the
UK”

”

PRIMARY JOURNEY — CERTIFIED EVIDENCE

SAME QUESTION · FOUR AI ENVIRONMENTS

SHOPPER DEMAND Supported demand territory



EACH ENVIRONMENT MEASURED INDEPENDENTLY — A COMPARATIVE VIEW BY AI ENVIRONMENT, NOT A COMBINED SCORE OR A SINGLE SEQUENTIAL PATH.

SAME SHOPPER NEED. DIFFERENT AI SHELF.

SUPPORTING EVIDENCE · SELECTED FROM A BROADER 15-NEED BENCHMARK

	DIRECT AI	GOOGLE AI MODE	AMAZON RUFUS	BOOTS AI ASSISTANT
PREGNANCY PRENATAL	Pregnacare is the strongest brand for the prenatal mission.	OBSERVED	Bassetts	Pregnacare
VEGAN DIETARY	Together Health is the strongest brand for the vegan mission.	OBSERVED	BetterYou	No supported observation

AMAZON RUFUS

THE AI SHELF INSIDE AMAZON.

The brands Amazon Rufus puts forward create a distinct competitive shelf at the point of product discovery and choice.

PLATFORM IDENTITY · PLACEHOLDER

RUFUS

MEASURED SURFACE
Amazon Rufus · United Kingdom · amazon.co.uk



UNBRANDED CONTROLLED QUESTIONS, DRAWN FROM THE CERTIFIED 162-QUESTION VITAMINS & SUPPLEMENTS SHOPPER-QUESTION UNIVERSE.

BRANDS RUFUS PUTS FORWARDRECOMMENDATION PRESENCE · OF 45 QUESTIONS

Vitabiotics	Centrum	Natures Aid	Nutravita	Bassetts	Solgar	Wellman	A.Vogel
18 / 45	11 / 45	11 / 45	11 / 45	9 / 45	8 / 45	6 / 45	5 / 45

CATEGORY PRESENCE · OBSERVED (SECONDARY MEASURE)				Distinct from recommendation presence above — not put forward			
Vitabiotics	23/45	Centrum	11/45	Natures Aid	11/45	Nutravita	11/45
Bassetts	9/45	Solgar	8/45	Wellman	7/45	Wellkid	5/45

BRAND SPOTLIGHT

VITABIOTICS

PORTFOLIO VIEW · PARENT-COMPANY ROLL-UP



DIRECT BRAND VIEW



Portfolio exposure is measured at question level across mapped Vitabiotics family brands. It is not a sum of individual family-brand counts and is not counted as an additional brand within the category shelf above.
Some product wording in this evidence set may not explicitly name the Vitabiotics brand; the certified 18/45 figure already accounts for this.

268 PRODUCT-WORDING OBSERVATIONS WERE CAPTURED; STRUCTURED COMMERCE FIELDS SUCH AS PRICE, RATING AND DELIVERY WERE NOT MACHINE-READABLE IN THIS EVIDENCE SET AND ARE NOT REPRESENTED HERE.

BOOTS AI ASSISTANT

THE RETAILER'S OWN LABEL BECOMES PART OF THE AI COMPETITIVE SET.

Inside retailer-owned AI, manufacturer brands can compete for recommendation alongside the retailer's own products.

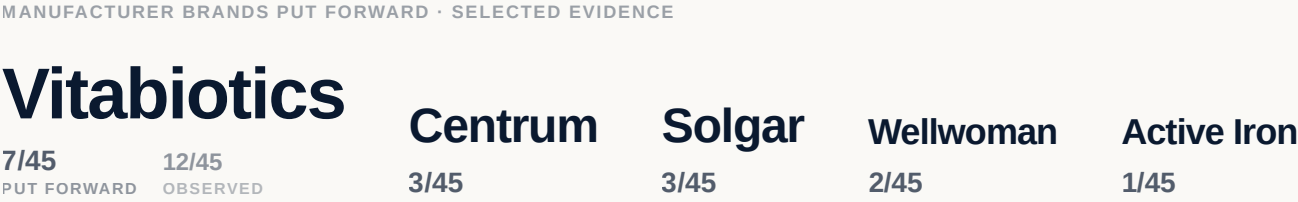
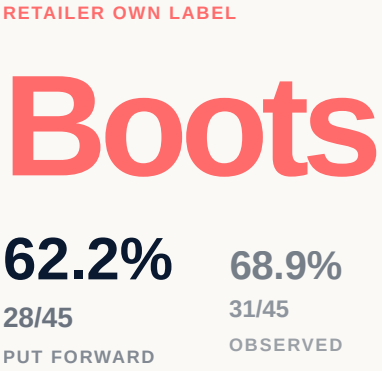


MEASURED SURFACE
Boots AI Assistant · United Kingdom · boots.com



UNBRANDED CONTROLLED QUESTIONS, INDEPENDENTLY MEASURED IN BOOTS AI ASSISTANT FROM THE SAME CERTIFIED 45-QUESTION RETAIL AI PANEL USED FOR AMAZON RUFUS. FIGURES ARE NOT COMBINED ACROSS RETAILERS.

ONE AI SHELF. TWO TYPES OF COMPETITOR.



THE EVIDENCE SET CONTAINS ADDITIONAL MANUFACTURER-BRAND PRESENCE BEYOND THE EXAMPLES SHOWN

Boots own-label evidence reflects supported product/brand observations only. Retailer wording alone was never counted as own-label exposure, and own-label presence is not assumed from environment ownership.

THE COMPETITIVE SHELF LOOKS DIFFERENT INSIDE RETAILER AI.

Presence reflects observed recommendation evidence; it does not establish why a brand was put forward.

SAME SHOPPER. DIFFERENT AI SHELF.

SAME SHOPPER.
DIFFERENT AI SHELF.

The competitive shelf changes with the shopper need — and with the AI environment.

15

SHOPPER NEEDS
ANALYSED

THIS PAGE SHOWS FOUR SELECTED MISSIONS · THE FULL BENCHMARK CONTAINS THE BROADER EVIDENCE

MISSION	● DIRECT AI GEMINI · PERPLEXITY · OPENAI	● AI SEARCH GOOGLE AI MODE	● AMAZON RETAIL AI AMAZON RUFUS	● RETAILER AI BOOTS AI ASSISTANT
MISSION 01 EVERYDAY MULTIVITAMINS “best premium supplement brands in the UK”	● Healthspan	● CATEGORY OBSERVATION OBSERVED	● Centrum	● Centrum
MISSION 02 PREGNANCY / PRENATAL	● Pregnacare	● CATEGORY OBSERVATION OBSERVED	● Bassetts	● Pregnacare
MISSION 03 VEGAN / DIETARY	● Together Health	● CATEGORY OBSERVATION OBSERVED	● BetterYou	● No supported observation
MISSION 04 WOMEN’S HEALTH “best iron supplement for women with low iron levels”	● Solgar	● CATEGORY OBSERVATION OBSERVED	● Centrum	● No supported observation

EACH MISSION AND ENVIRONMENT IS MEASURED INDEPENDENTLY — A COMPARATIVE VIEW, NOT A COMBINED SCORE OR A SEQUENTIAL SHOPPER PATH.

BRAND SPOTLIGHT

VITABIOTICS

ACROSS THE AI

COMMERCE LANDSCAPE.

One brand. Multiple AI environments. Different competitive signals.

ONE BRAND. DIFFERENT AI SHELVES.



WORKED EXAMPLE
Vitamins & Supplements · UK

VITABIOTICS ACROSS FOUR EVIDENCE ENVIRONMENTS

ONE BRAND · FOUR INDEPENDENTLY MEASURED ENVIRONMENTS

DIRECT AI

GEMINI · PERPLEXITY · OPENAI

8.45%

SHARE OF CONVERSATION

Gemini	8.59%
Perplexity	9.18%
OpenAI	7.95%

CATEGORY CONTEXT: HEALTHSPAN 8.52% ·
VITABIOTICS 8.45% (0.07PP)

AI SEARCH

GOOGLE AI MODE

CATEGORY OBSERVATION

OBSERVED

VITABIOTICS WAS OBSERVED IN
CONTROLLED CATEGORY
OBSERVATIONS.

AMAZON RETAIL AI

AMAZON RUFUS

PORTFOLIO VIEW

48.9%

22/45

PORTFOLIO PUT FORWARD

60.0% · 27/45 Observed

DIRECT BRAND VIEW

18/45 Put Forward
23/45 Observed

RETAILER AI

BOOTS AI ASSISTANT

DIRECT BRAND VIEW

7/45

PUT FORWARD

12/45 Observed

EACH ENVIRONMENT IS MEASURED INDEPENDENTLY. FIGURES ARE NOT COMBINED, AVERAGED, OR CONVERTED INTO
A SINGLE SCORE.

CLARA'S VIEW

Share of Conversation AI Commerce Strategist

AI Does Not Have
One Shelf.

CATEGORY BENCHMARK SIGNALS

20/45

IDENTICAL RETAIL AI QUESTIONS
PRODUCED DIFFERENT BRAND SETS
ACROSS AMAZON RUFUS AND BOOTS AI
ASSISTANT

Category / benchmark context across the controlled evidence set — not Vitabiotics-specific statistics.

WHAT IT MEANS

A strong competitive signal in one AI
environment should not be assumed to transfer
to another.

12/15

SHOPPER NEEDS HAD A DIFFERENT
STRONGEST BRAND ACROSS GENERAL AI
AND THE RETAILER-ASSISTANT
ENVIRONMENT

INVESTIGATE NEXT

Where do Vitabiotics' strongest category
territories carry through into Retail AI — and
where don't they?

WHO IS PUT FORWARD DIFFERS BY SURFACE.

18/45

AMAZON RUFUS · PUT FORWARD

7/45

BOOTS AI ASSISTANT · PUT FORWARD

Independently measured retailer environments.

RETAILER OWN LABEL IS PART OF THE COMPETITIVE SET.

28/45

62.2% BOOTS OWN LABEL PUT FORWARD

Manufacturer brands may encounter retailer-owned products within the same AI
recommendation environment.

THE AI COMMERCE LANDSCAPE

AI COMMERCE IS CREATING A NEW COMPETITIVE SHELF.

Shopper questions now move through multiple AI environments — and the brands that enter the conversation can change with them.

162 CERTIFIED SHOPPER QUESTIONS · 486 DIRECT AI RESPONSES · 56 DIRECT AI BRANDS · MEASURED ACROSS FOUR AI ENVIRONMENTS

WHAT THE BENCHMARK HAS SHOWN

THE COMPETITIVE SET CHANGES BY AI ENVIRONMENT.

Direct AI, AI Search and Retail AI are distinct evidence environments. The brands observed or put forward in one environment should not be assumed to be the same in another.

SHOPPER NEED CHANGES THE COMPETITIVE SHELF.

Different shopper missions surface different brand patterns. The category does not have one universal AI shelf.

RETAILER AI INTRODUCES ANOTHER POINT OF COMPETITION.

Amazon Rufus and Boots AI Assistant create distinct recommendation environments. Retailer-owned products can also become part of the competitive set where supported by the observed evidence.

BRAND POSITION IS ENVIRONMENT-SPECIFIC.

Vitabiotics demonstrates the principle — independently measured signals, not one quantitative scale or an overall score.

- DIRECT AI8.45%
- GOOGLE AI MODEObserved
- AMAZON RUFUS48.9% · 22/45
- BOOTS AI ASSISTANT7/45

THERE IS NO SINGLE AI SHELF.

SHOPPER NEED

● DIRECT AI GEMINI · PERPLEXITY · OPENAI	● AI SEARCH GOOGLE AI MODE	● AMAZON RETAIL AI AMAZON RUFUS	● RETAILER AI BOOTS AI ASSISTANT
---	---	--	---

DIFFERENT COMPETITIVE BRAND SETS

COMMERCIAL QUESTIONS TO INVESTIGATE

FROM AI COMMERCE INTELLIGENCE
TO COMMERCIAL ACTION

DISCOVER

Understand the shopper questions and category territories shaping AI discovery.

MEASURE

Observe which brands enter the conversation across AI environments.

DIAGNOSE

Identify where competitive patterns differ by shopper need, platform and retailer environment.

PRIORITISE

Determine which territories and environments warrant deeper investigation.

OPTIMISE

Inform the commercial, content, product and commerce actions selected by the brand.

RE-MEASURE

Return to the same evidence framework and observe what has changed.

SEE YOUR CATEGORY THROUGH THE AI SHOPPER’S EYES.

What does this landscape look like for your brand?

CATEGORY INTELLIGENCE FOR THE AI COMMERCE ERA

Contact Share of Conversation to explore a customised AI Commerce Benchmark for your category or brand.

HOW TO READ THE BENCHMARK

MULTIPLE AI ENVIRONMENTS.
NO BLENDED SCORE.

AI Commerce does not have one universal measurement surface. Each environment in this benchmark is measured independently and should be interpreted on its own terms.

THE EVIDENCE ARCHITECTURE

● DIRECT AI GEMINI PERPLEXITY OPENAI	MEASURED AS Share of Conversation Tells you which brands enter the recommendation conversation across general-purpose AI environments.
● AI SEARCH GOOGLE AI MODE	MEASURED AS Discoverability Observation Tells you which brands and sources are observed within AI-assisted search discovery.
● AMAZON RETAIL AI AMAZON RUFUS	MEASURED AS Observed Presence · Recommendation Presence Tells you which brands and ranges are observed or put forward within Amazon's AI shopping environment. Measured surface: Amazon Rufus · United Kingdom · amazon.co.uk
● RETAILER AI BOOTS AI ASSISTANT	MEASURED AS Observed Presence · Recommendation Presence Tells you which manufacturer and retailer-owned brands are observed or put forward inside the retailer's AI recommendation environment. Measured surface: Boots AI Assistant · United Kingdom · boots.com Retailer own-label evidence may be present. Retailer wording alone is not sufficient to count own-label product exposure.

THE BENCHMARK MEASURES GEMINI, PERPLEXITY AND OPENAI WITHIN DIRECT AI, GOOGLE AI MODE WITHIN AI SEARCH, AND TWO INDEPENDENT RETAIL AI ENVIRONMENTS — AMAZON RUFUS AND BOOTS AI ASSISTANT.

ONE CATEGORY. DIFFERENT AI
ENVIRONMENTS.
THE RIGHT MEASURE FOR EACH.

READ THE EVIDENCE SIDE BY SIDE.
NEVER BLEND IT.

INDEPENDENTLY MEASURED	Each AI environment is measured independently.
DIFFERENT MEASURES ANSWER DIFFERENT QUESTIONS	Share of Conversation, discoverability observation and retailer recommendation presence are not interchangeable metrics.
MISSING IS NOT ZERO	Where supported evidence is unavailable, the benchmark does not convert that absence of measurement into zero.
OBSERVED DOES NOT MEAN CAUSED	The benchmark reports what was observed. It does not infer why an AI environment produced that result.
ASSOCIATION IS NOT CAUSATION	Cross-environment patterns may identify questions worth investigating. They do not establish causal relationships.

VITAMINS & SUPPLEMENTS · UNITED KINGDOM

162 CERTIFIED SHOPPER QUESTIONS · 486 DIRECT AI RESPONSES · 15 SHOPPER NEEDS ANALYSED · 45 x 2 CONTROLLED RETAIL AI QUESTIONS

The same 45 controlled questions were measured independently in Amazon Rufus and Boots AI Assistant — not 90 unique Retail AI questions.

MEASURE EACH AI ENVIRONMENT ON ITS OWN TERMS.