



AgentRank

BY CONSENSYS 

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AI Influence Whitepaper

U.S. Retailer Influence Across
ChatGPT · Gemini · Grok · Claude · DeepSeek



EXECUTIVE SUMMARY

There is no single AI retail shelf — there are five.

AI platforms do not read the U.S. retail landscape in the same way. Across Pet, Baby & Maternal, Beauty & Personal Care, and Food & Beverage, AgentRank shows that each AI platform has a distinct **retailer fingerprint**.

Brands are no longer competing only on the physical shelf or the search shelf. They are competing on the **AI recommendation shelf**: the mix of retailers, reviews, product pages, source ecosystems, and shopper language AI uses to decide what to recommend.

Most brands know *where they sell*. Far fewer know *which retailers are shaping their AI recommendations* on each platform.

*The key question is no longer where do we sell? It is **where does AI learn what to recommend?***

PLATFORM FINGERPRINTS

Each AI platform reads U.S. retail differently.



ChatGPT

BROAD MAINSTREAM COMMERCE

Mass availability, strong PDPs, review quality, and category familiarity matter most.



Gemini

STRUCTURED RETAIL ECOSYSTEMS

Clean taxonomy, detailed product content, review depth, and ecosystem consistency matter.



Grok

MASS RETAIL + COMMUNITY VALIDATION

Availability, value cues, shopper language, and social / community proof matter.



Claude

TRUST AND AUTHORITY RETAIL

Credible claims, professional validation, trusted retailers, and review consistency matter.



DeepSeek

SPECIALIST + TECHNICAL RETAIL EVIDENCE

Ingredient specificity, technical detail, safety proof, and specialist-channel coverage matter.



SHELF BY WORLD

Every world has its own retail evidence layer.

Each category world has a different retail influence structure. One AI optimization playbook will not work across categories.

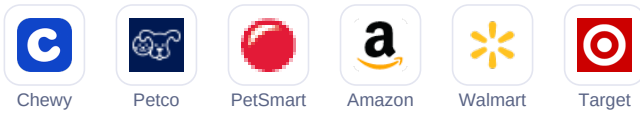
World	Core AI Retail Shelf	Distinctive Second Layer
Pet	Chewy · Petco · PetSmart · Amazon · Walmart	Vet, autoship, pet health, niche pet specialists
Baby & Maternal	Amazon · Walmart · Target	Pharmacy, baby specialist, wellness, maternal retail
Beauty & Personal Care	Amazon · Target · Walmart · Ulta · Sephora · CVS · Walgreens	Sally Beauty, Dermstore, Nordstrom, Macy's, salon, fragrance, device
Food & Beverage	Walmart · Target · Amazon · Costco · Whole Foods	Kroger, Trader Joe's, Amazon Fresh, Dollar Tree, H Mart, 99 Ranch

PET

Pet is the most specialist-led world.

Chewy, Petco, and PetSmart are central across platforms. Amazon and Walmart matter, but they do not replace the specialist pet layer.

RETAIL SHELF



PLATFORM PATTERN

**ChatGPT**

Balances pet specialty and mass retail.

**Gemini**

Adds structured specialist and vet-related signals.

**Grok**

Leans toward Amazon, Walmart, and familiar retailers.

**Claude**

Adds trust signals from vet offices and specialty stores.

**DeepSeek**

Picks up specialist, health, autoship, and niche pet retailers.

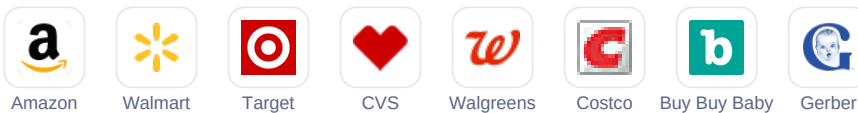
STRATEGIC IMPLICATION

Pet brands need strong evidence across Chewy, Petco, PetSmart, Amazon, Walmart, vet channels, and niche specialist retailers. Mass retail visibility alone is not enough.

BABY & MATERNAL

Baby & Maternal has the clearest shared retail core.

Amazon, Walmart, and Target dominate across AI platforms. But the second layer changes by model.

RETAIL SHELFPLATFORM PATTERN**ChatGPT**

Adds CVS, Costco, and Walgreens.

**Gemini**

Adds Kroger, Whole Foods, Ulta, and Sephora.

**Grok**

Surfaces BuyBuyBaby, Gerber, and Diapers.com.

**Claude**

Brings in Costco, Whole Foods, Instacart, and pharmacy trust.

**DeepSeek**

Adds Buy Buy Baby, iHerb, Thrive Market, Motherhood Maternity, Vitamin Shoppe.

STRATEGIC IMPLICATION

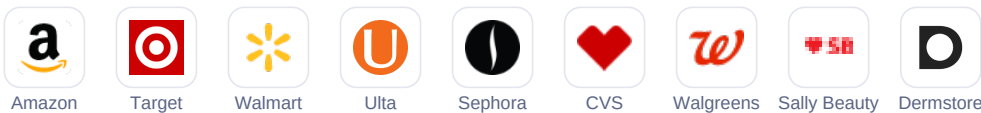
Baby & Maternal brands need different retail evidence depending on the segment. Diapers, baby food, formula, maternal skin, postpartum recovery, and prenatal supplements each sit in different AI retail ecosystems.

BEAUTY & PERSONAL CARE

Beauty & Personal Care has the richest AI retail structure.

It spans mass retail, beauty specialty, pharmacy, premium retail, salon, fragrance, dermatology, and device ecosystems. Core shelf: **Amazon + Target + Walmart + Ulta + Sephora + CVS + Walgreens**.

RETAIL SHELF



PLATFORM PATTERN

**ChatGPT**

Acts like a broad mainstream beauty shelf.

**Gemini**

Adds structured beauty, pharmacy, and salon ecosystem signals.

**Grok**

Combines mass retail with beauty authority and social proof.

**Claude**

Leans toward trusted retail, fragrance, device, and dermatology cues.

**DeepSeek**

Emphasizes specialist and technical evidence, including Dermstore and professional sources.

STRATEGIC IMPLICATION

Beauty brands may win on Amazon, Target, and Walmart but still underperform in AI if they are weak on Ulta, Sephora, CVS, Walgreens, Sally Beauty, Dermstore, or specialist beauty sources.

FOOD & BEVERAGE

Food & Beverage is the most grocery-led world.

The core AI shelf is **Walmart + Target + Amazon + Costco + Whole Foods**, but each platform expands differently.

RETAIL SHELF

Walmart



Target



Amazon



Costco



Whole Foods



Kroger



Trader Joe's



H Mart

PLATFORM PATTERN**ChatGPT**

Balances mass retail, club, ecommerce, and natural retail.

**Gemini**

More grocery-structured, with Kroger more prominent.

**Grok**

Leans toward big-box value and availability.

**Claude**

Concentrates around five major trust retailers.

**DeepSeek**

Widest long-tail: Trader Joe's, Amazon Fresh, Dollar Tree, Party City, H Mart, 99 Ranch.

STRATEGIC IMPLICATION

Food & Beverage brands need to understand the retail mission behind the category: grocery, club, convenience, value, natural, specialty, ethnic, or occasion-led retail.

STRATEGIC IMPLICATIONS

Retailers are becoming AI visibility infrastructure.

Brands should not treat retailer product pages only as conversion tools. They are also **AI evidence systems**. To improve AI recommendation visibility, brands need to understand:

- 1 Which retailers influence AI recommendations in their category.
- 2 Which retailers matter by AI platform.
- 3 Whether their product pages are complete and consistent.
- 4 Whether retailer reviews contain the language AI repeats.
- 5 Whether claims, ingredients, benefits, and proof points are clear.
- 6 Whether specialist channels are supporting category authority.
- 7 Whether the brand is visible, preferred, or missing in AI answers.

SPECIALIST AUTHORITY BY WORLD

Pet	Chewy
Beauty & Personal Care	Ulta, Sephora
Baby & Maternal	Buy Buy Baby, iHerb
Food & Beverage	Whole Foods, Kroger, Trader Joe's, H Mart, 99 Ranch

CONCLUSION

Every world has a different AI retail shelf. Every AI platform reads it differently.

ChatGPT, Gemini, Grok, Claude, and DeepSeek each show different retailer fingerprints. Across Pet, Baby & Maternal, Beauty & Personal Care, and Food & Beverage, the pattern is clear.

The next shelf battle is not only physical retail. It is not only search. It is the **AI recommendation shelf**.

NEXT STEP

See your brand on the AI recommendation shelf

AgentRank shows which retailers, sources, reviews, and product pages are shaping AI recommendations across categories, countries, and AI platforms. See where your brand is visible, where it is preferred, and where it is missing.

GET IN TOUCH

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SIGN UP FOR THE PLATFORM

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