



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.

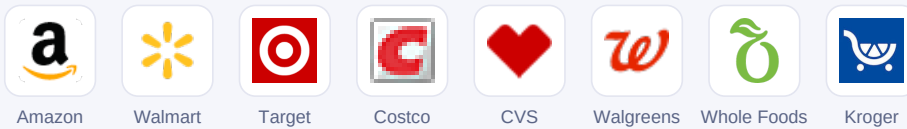
*The key question is no longer where do we sell? It is **where does AI learn what to recommend?***

THE TWO-LAYER SHELF

Every category sits on a shared layer and a specialist layer.

LAYER 1 · THE SHARED NATIONAL RETAIL LAYER

Large, familiar, review-rich, broadly represented.



LAYER 2 · CATEGORY-SPECIFIC AUTHORITY LAYER

World	Category-Specific Retail Layer
Pet	Chewy, Petco, PetSmart, 1800PetMeds, The Farmer's Dog, BarkBox, Aquarium Co-op, Small Pet Select
Baby & Maternal	Buy Buy Baby, iHerb, Thrive Market, Motherhood Maternity, Vitamin Shoppe, Ulta, Sephora
Beauty & Personal Care	Ulta, Sephora, Sally Beauty, Nordstrom, Macy's, Dermstore, FragranceBuy, salon platforms
Food & Beverage	Kroger, Whole Foods, Trader Joe's, Amazon Fresh, Dollar Tree, Party City, H Mart, 99 Ranch

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.

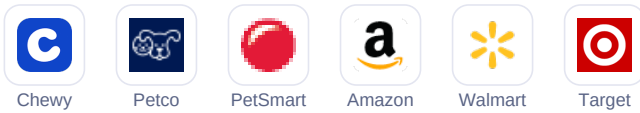
World	Core AI Retail Shelf	Distinctive Second Layer
Pet	Chewy · Petco · PetSmart · Amazon · Walmart	Vet, autoship, pet health, niche pet specialists
Baby & Maternal	Amazon · Walmart · Target	Pharmacy, baby specialist, wellness, maternal retail
Beauty & Personal Care	Amazon · Target · Walmart · Ulta · 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.

PET · DEEP DIVE

Full retailer signals and sub-segment implications.

AI Platform	Top Retailer Signals	Pattern
ChatGPT	Chewy, Petco, PetSmart, Amazon, Walmart, Target	Balanced pet-specialist + mass retail
Gemini	Chewy, Petco, PetSmart, Amazon, Walmart, Target, Tractor Supply Co, vet specialty	Structured retail + specialist / vet channels
Grok	Amazon, Walmart, Petco, PetSmart, Chewy, Wild Birds Unlimited	Mass retail first, then pet specialty
Claude	Amazon, Chewy, Walmart, Target, pet specialty stores, Petco, PetSmart, vet offices	Trust ecosystem: mass + pet specialty + vet
DeepSeek	Chewy, Amazon, Petco, PetSmart, 1800PetMeds, The Farmer's Dog, BarkBox, Chewy autoship, Target	Specialist pet retail + health / subscription signals

WHAT THIS MEANS BY SUB-SEGMENT

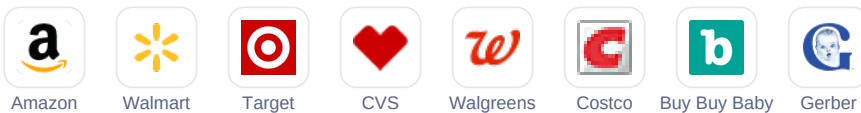
Sub-segment	Retailers that shape AI evidence
Dog & cat food, treats	Chewy · Petco · PetSmart · Amazon · Walmart · Target
Pet health & pharmacy	Chewy · 1800PetMeds · vet pharmacy platforms · vet offices
Subscription / autoship	Chewy autoship · BarkBox · The Farmer's Dog
Niche species (bird, fish, small pets)	Aquarium Co-op · Small Pet Select · Wild Birds Unlimited

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 SHELF



PLATFORM 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.



BABY & MATERNAL · DEEP DIVE

Full retailer signals and sub-segment implications.

AI Platform	Top Retailer Signals	Pattern
ChatGPT	Amazon, Walmart, Target, CVS, Costco, Walgreens, Whole Foods, Buy Buy Baby	Mass retail + pharmacy + club
Gemini	Target, Amazon, Walmart, CVS, Kroger, Walgreens, BuyBuy Baby, Whole Foods, Costco, Sam's Club, Ulta, Sephora	Structured retail + grocery + beauty crossover
Grok	Amazon, Walmart, Target, CVS, BuyBuyBaby, Walgreens, Costco, Gerber, Diapers.com	Mass retail first + baby-specific signals
Claude	Amazon, Target, Walmart, Costco, CVS, Whole Foods, Diapers.com, Instacart, Buy Buy Baby, Ulta, Sephora	Household commerce + convenience + premium / specialty
DeepSeek	Amazon, Target, Walmart, Buy Buy Baby, Costco, iHerb, Thrive Market, Walgreens, CVS, Ulta, Motherhood Maternity, Vitamin Shoppe	Specialist baby / maternal + health / wellness retail

WHAT THIS MEANS BY SUB-SEGMENT

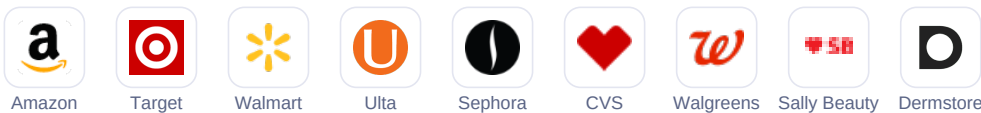
Sub-segment	Retailers that shape AI evidence
Diapers & wipes	Amazon · Walmart · Target · Costco · CVS · Walgreens · Buy Buy Baby
Baby food & formula	Amazon · Walmart · Target · Kroger · Whole Foods · Gerber
Prenatal supplements	Amazon · Target · Walmart · iHerb · Vitamin Shoppe · Thrive Market · Motherhood Maternity
Maternal skin / postpartum	Target · Amazon · Walmart · Ulta · Sephora · Whole Foods

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.

BEAUTY & PERSONAL CARE · DEEP DIVE

Full retailer signals and sub-segment implications.

AI Platform	Top Retailer Signals	Pattern
ChatGPT	Amazon, Target, Walmart, Ulta, CVS, Sephora, Walgreens, Sally Beauty, Costco, Nordstrom, Best Buy, Macy's	Mass retail + beauty specialty + pharmacy
Gemini	Amazon, Target, Walmart, Ulta, CVS, Sephora, Walgreens, Nordstrom, Sally Beauty, Best Buy, Macy's, salon platforms	Structured mass + beauty specialty + professional / salon
Grok	Amazon, Walmart, Target, Ulta, Sephora, CVS, Walgreens, Macy's, Nordstrom, Sally Beauty	Mass retail first + beauty authority
Claude	Amazon, Target, Walmart, Ulta, CVS, Sephora, Walgreens, Sally Beauty, Best Buy, Nordstrom, FragranceBuy, Dermstore	Trust retail + beauty specialty + niche authority
DeepSeek	Amazon, Target, Walmart, Ulta, Sephora, CVS, Walgreens, Sally Beauty, Nordstrom, Best Buy, Costco, Dermstore	Beauty specialist + technical / category authority

WHAT THIS MEANS BY SUB-SEGMENT

Sub-segment	Retailers that shape AI evidence
Mass AI shelf	Amazon · Target · Walmart
Beauty specialty shelf	Ulta · Sephora · Sally Beauty
Pharmacy authority shelf	CVS · Walgreens
Premium / department	Nordstrom · Macy's
Technical / niche	Dermstore · FragranceBuy · salon platforms
Device crossover	Best Buy

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.

FOOD & BEVERAGE · DEEP DIVE

Full retailer signals and sub-segment implications.

AI Platform	Top Retailer Signals	Pattern
ChatGPT	Walmart, Target, Costco, Amazon, Whole Foods, Kroger, Trader Joe's, 7-Eleven	Mainstream mass + club + health / natural
Gemini	Walmart, Target, Kroger, Costco, Whole Foods, Amazon, 7-Eleven, CVS	Structured grocery + mass retail
Grok	Walmart, Target, Amazon, Costco, Whole Foods, Kroger, CVS	Mass retail + club + everyday value
Claude	Amazon, Walmart, Target, Costco, Whole Foods	Concentrated around five major trust retailers
DeepSeek	Walmart, Target, Amazon, Kroger, Whole Foods, Costco, Trader Joe's, Amazon Fresh, Dollar Tree, Party City, H Mart, 99 Ranch	Grocery + value + specialty / ethnic retail

WHAT THIS MEANS BY SUB-SEGMENT

Sub-segment	Retailers that shape AI evidence
Functional drinks	Amazon · Walmart · Target · Whole Foods · Costco · wellness ecosystems
Cereal & snacks	Walmart · Target · Amazon · Costco · Kroger · value retailers
Sauces, noodles, ethnic	H Mart · 99 Ranch · Amazon Fresh · Kroger · Walmart
Premium / natural	Whole Foods · Amazon · Target · Costco · specialist sources

PLATFORM DEEP DIVE

Five distinct optimization playbooks.



ChatGPT

BROAD MAINSTREAM COMMERCE

Typical pattern: Amazon · Walmart · Target · Costco · CVS · Walgreens · category specialists

Strategic implication: Focus on broad retail credibility, consistent PDPs, review quality, and category-specific proof across mainstream retailers.



Gemini

STRUCTURED RETAIL ECOSYSTEMS

Typical pattern: Amazon · Walmart · Target · Kroger · CVS · category specialists · structured retail · review ecosystems

Strategic implication: Focus on structured retail content, category taxonomy, review depth, ingredient and claim clarity, and ecosystem consistency.



Grok

MASS RETAIL + COMMUNITY VALIDATION

Typical pattern: Amazon · Walmart · Target · Costco · category specialists · social / community sources

Strategic implication: Focus on broad accessibility, shopper language, community validation, value cues, and high-familiarity retail.



Claude

TRUST AND AUTHORITY RETAIL

Typical pattern: Amazon · Target · Walmart · Costco · Whole Foods · specialist retailers · professional / expert ecosystems

Strategic implication: Focus on trust signals, authority, professional validation, review quality, and clarity across credible retail.



DeepSeek

SPECIALIST + TECHNICAL EVIDENCE

Typical pattern: Amazon · Walmart · Target · category specialists · health / wellness · niche ecommerce · technical sources

Strategic implication: Focus on technical proof, ingredient specificity, specialist retail presence, evidence depth, and category-specific detail.

THE NEW MODEL

Four layers from presence to recommendation outcome.

Traditional retail strategy asks where a brand is distributed, listed, promoted, and converting. AI retail strategy adds a different set of questions — and a four-layer model for answering them.

LAYER 1**Retailer Presence**

Is the brand present on the retailers that matter for the category?

LAYER 2**Retailer Evidence Quality**

Are product pages, reviews, claims, images, attributes, pricing, and availability strong enough to be used as AI evidence?

LAYER 3**Platform-Specific Retailer Influence**

Which retailers matter by AI platform? ChatGPT, Gemini, Grok, Claude, and DeepSeek each weight retail differently.

LAYER 4**Recommendation Outcome**

Does the brand appear, rank, and get selected when consumers ask AI what to buy?

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

STRATEGIC CHECKLIST

Fifteen questions every brand should be able to answer.

- 01 Which retailers appear most often in AI recommendations for my category?
- 02 Which retailers matter most on ChatGPT?
- 03 Which retailers matter most on Gemini?
- 04 Which retailers matter most on Grok?
- 05 Which retailers matter most on Claude?
- 06 Which retailers matter most on DeepSeek?
- 07 Is my brand listed on the retailers that influence AI in my world?
- 08 Are my product pages complete and consistent?
- 09 Do retailer reviews contain the phrases AI rewards?
- 10 Are product claims specific enough for AI to justify recommendation?
- 11 Are safety, ingredient, clinical, quality, value, and performance signals clear?
- 12 Are specialist retailers supporting category authority?
- 13 Are pharmacy, beauty, pet, grocery, wellness, or specialist channels being missed?
- 14 Do I know whether my brand is visible, preferred, or absent?
- 15 Am I tracking retailer influence over time?

FAQ

What teams ask about AI retailer influence.

Q01 What is AI retailer influence?

The role retailer ecosystems play in shaping AI-generated product and brand recommendations — spanning retailer product pages, reviews, availability, category structure, claims, pricing, and shopper language.

Q02 Why does it matter for AI recommendations?

AI systems use evidence from across the web. Retailers are rich evidence environments because they contain product information, reviews, ratings, claims, images, availability, and shopper language.

Q03 Is this the same as ecommerce performance?

No. Ecommerce performance measures sales and conversion. AI retailer influence measures which retailers shape AI recommendations and brand visibility.

Q04 Which retailers matter most in the United States?

It depends on the world. Amazon, Walmart, and Target are widely important, but specialist retailers matter heavily by category: Chewy in Pet; Ulta and Sephora in Beauty & Personal Care; Buy Buy Baby and iHerb in Baby & Maternal; Kroger and Whole Foods in Food & Beverage.

Q05 Do different AI platforms rely on different retailer signals?

Yes. ChatGPT, Gemini, Grok, Claude, and DeepSeek show different retailer fingerprints. Brands need platform-specific AI visibility monitoring.

Q06 Can a brand win on one AI platform and lose on another?

Yes. A brand may be well supported in the retailer and source ecosystems one AI platform uses, but weaker in another platform's evidence environment.

Q07 What is the AI retail shelf?

The set of retailer and ecommerce ecosystems that influence whether a brand appears, ranks, and is preferred in AI-generated recommendations.

Q08 How can brands improve AI retailer visibility?

By strengthening product pages, claims, reviews, attributes, ingredients, images, availability, retailer coverage, specialist channel presence, and platform-specific evidence.

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

hello@consensys.world

SIGN UP FOR THE PLATFORM

consensysagentrankdemo.live