



AgentRank

BY CONSENSYS 

WHITEPAPER · JUNE 2026 · MULTIVITAMINS

How Centrum Can Defend and Grow AI Visibility in Multivitamins

A Haleon manufacturer whitepaper on AI recommendation strategy, Asia market differences, and how Centrum can defend leadership in the age of AI recommendations.

24.7%

CENTRUM AI SHARE

25.1%

HALEON MFR SHARE

#1

CATEGORY RANK

9.9pp

LEAD OVER BAYER

PREPARED FOR

Haleon · Centrum Global Brand Team

Source: AgentRank Multivitamins intelligence · 15 June 2026

EXECUTIVE SUMMARY

Centrum is the default AI answer. The job is to stay there.

Centrum holds **24.7%** AI recommendation share in Multivitamins — almost 3x the #2 brand. Haleon is the #1 manufacturer with **25.1%** share and a **9.9pp** lead over Bayer. This is not a category where Centrum is merely visible — it is the brand AI systems **choose to recommend**.

The global picture

Centrum leads at **24.7%**, followed by One A Day (8.2%), Blackmores (5.4%), Supradyn (4.9%), and Nature Made (4.4%). A **16.5pp** gap to #2 — a durable, strongly-led category.

Centrum ranks #1 across AI Leaders, Recommendation Power, Trust & Authority, Visibility-to-Preference conversion, and #1 Rankings (79). Leadership stability is high; challenger pressure is medium.

The strategic opportunity

The risk isn't displacement — it's **erosion**. Specialist brands (Doppelherz, Swisse, Nature's Bounty) can win specific markets, platforms, or need states if Centrum's authority becomes too generic.

Four moves: defend core Multivitamins authority, fix Deepseek (66 idx) and Claude (90), execute an Asia cluster strategy, and add technical proof — bioavailability, ingredient forms, dietary specificity — without losing mainstream simplicity.

*“Centrum already owns the mainstream answer. To keep winning, it must become the brand AI can most **confidently explain** — backed by ingredient detail, bioavailability proof, and platform-consistent authority.”*

THE MODEL

Six drivers that shape every AI multivitamin recommendation

1 Nutrient Completeness

Complete daily coverage — vitamins, minerals, gap-filling — Centrum's core territory.

2 Brand Familiarity

Trusted, recognizable pharmacy brands are easier for AI to confidently recommend.

3 Clinical Authority

Doctor / pharmacist endorsement, formulation rationale, dosage standards.

4 Value-for-Money

Daily-use category; price-per-serving and one-per-day convenience matter.

5 Review & Retail Signal

Volume and quality of reviews, retailer visibility, certifications.

6 Technical Specificity

Bioavailability, methylated B12/folate, mineral chelates, dietary alignment.

MARKET STRUCTURE

Centrum holds 24.7% — a 16.5pp lead over the #2 brand

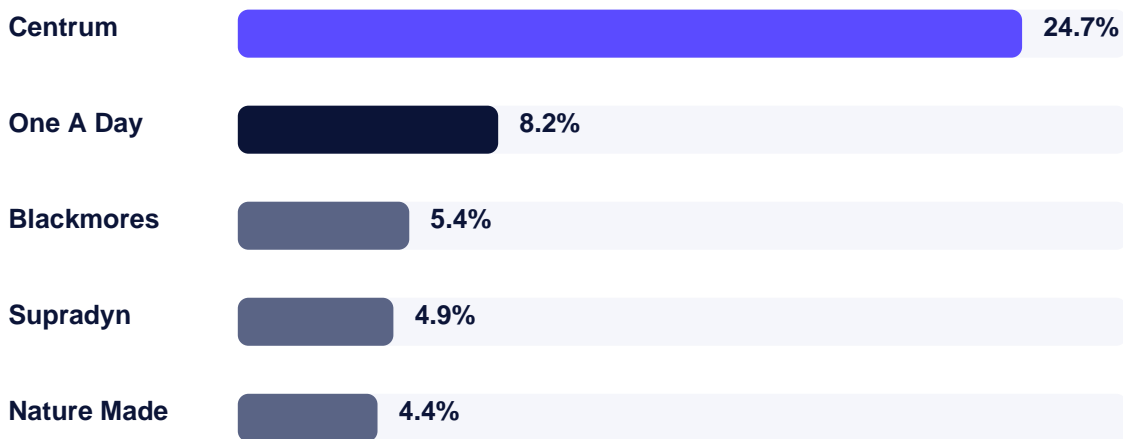
Centrum is the default mainstream answer. One A Day, Blackmores, Supradyn, and Nature Made follow. Recommendation favors the leader that can keep proving difference, not the one that relies on familiarity alone.

KEY FINDING 01

Multivitamins is a leader-dominated AI category

Global AI recommendation share by brand

Share of recommendations across ChatGPT, Claude, Gemini, Grok, Deepseek — June 2026



KEY FINDING 02 - HALEON PORTFOLIO

Centrum is Haleon's single Multivitamins engine

Haleon's #1 Multivitamins position is Centrum-led. Centrum is classified **'Defend'**; Multicentrum is **'Review'** — weak contribution or unclear role. The priority is not to spread investment across multiple assets; it is to protect and strengthen Centrum's recommendation authority — one brand, one strategy.

THE CORE RISK

Centrum is the mainstream answer — but uneven across AI platforms

Centrum's largest vulnerability isn't share — it's **platform variance**. The brand is strongest where AI rewards mainstream wellness language, weakest where AI demands ingredient-level proof. A 59-point spread between best and worst platform.

GROK · STRONGEST

125

performance index (100 = global avg)

Full-spectrum coverage, third-party verified, bioavailability, doctor-recommended.

DEEPSEEK · PRIORITY WEAKNESS

66

performance index (100 = global avg)

Needs ingredient specificity, methylated forms, mineral chelates, bioavailability proof.

STRATEGIC IMPLICATION

Closing the platform gap is a **proof** problem, not an awareness problem. Centrum needs stronger technical evidence — bioavailability, ingredient forms, dietary specificity, third-party testing, review quality — so AI systems that demand precision (Deepseek, Claude) have the data they need to keep recommending Centrum with confidence.

GEOGRAPHIC PORTFOLIO

Asia is three different Centrum realities

Country	Share	Rank	Gap	Strategic priority
Taiwan	33.0%	#1	—	Defend leadership
Philippines	32.0%	#1	—	Defend leadership
Malaysia	31.0%	#1	—	Defend leadership
Thailand	29.0%	#1	—	Defend leadership
China	23.0%	#1	—	Defend leadership
South Korea	20.4%	#1	—	Defend leadership
Vietnam	21.4%	#2	3.6pp	Accelerate growth
Indonesia	20.6%	#2	4.4pp	Accelerate growth
India	16.6%	#2	6.4pp	Accelerate growth
United States	32.0%	#1	—	Defend leadership
Japan	7.0%	#5	26.0pp	Selective expansion

- Vietnam & Indonesia — narrowest gaps, highest realistic upside.
- Taiwan, Philippines, Malaysia, Thailand, China, South Korea — defend AI authority.
- Japan — structurally weak; selective, segment-specific only.

ASIA CLUSTERS

Three distinct AI conversations Centrum must win

DEFEND LEADERSHIP

Taiwan · Philippines · Malaysia · Thailand · China · South Korea

Protect AI authority. Reinforce completeness, immunity, energy, life-stage relevance, and pharmacy trust. Strengthen absorption / bioavailability proof to deter specialist challengers.

“Centrum is the trusted, complete daily multivitamin for adults seeking everyday wellness support across nutrient gaps, energy, and immunity.”

ACCELERATE GROWTH

Vietnam · Indonesia · India

Gaps to leader are narrow (3.6–6.4pp). Increase localized AI-readable content, pharmacy and retailer proof, review volume, and value-for-money framing. Fix Deepseek in Indonesia specifically.

“Centrum is the complete, trusted multivitamin that fits local pharmacy recommendations and everyday family wellness at strong value.”

SELECTIVE EXPANSION

Japan

26pp gap to leader. Avoid broad catch-up. Test specific segments — senior wellness, adult nutrient gaps, global pharmacy credibility — where Centrum has credible relevance.

“Centrum is a globally trusted multivitamin for adults seeking dependable daily nutrient support.”

WINNING LANGUAGE

The phrases AI needs to repeat about Centrum

AI recommendations use direct, consumer-facing language. Centrum should engineer its content so these exact phrases appear consistently across PDPs, FAQs, pharmacy pages, and review responses.

✓ WINNING PHRASES

Completeness

“complete daily nutrition” · “fills nutrient gaps” · “complete vitamin formula”

Energy & immunity

“supports immunity” · “helps reduce tiredness” · “daily wellness support”

Absorption

“bioavailable forms” · “certified high absorption” · “proven absorption”

Verification

“third-party tested” · “USP verified” · “non-GMO”

Life-stage relevance

“gender-specific formula” · “for adults 50+” · “one-per-day”

✗ NEGATIVE DRIVERS

Generic positioning

AI struggles to differentiate Centrum from store-brand multis.

Missing methylated B12 / folate

Deepseek & Claude downrank without bioactive forms.

No mineral chelate detail

Technical platforms hedge without mineral form clarity.

Weak bioavailability proof

Absorption claims need explanation, not assertion.

Poor dietary specificity

Claude expects allergen / vegetarian / dietary alignment.

THE PRINCIPLE

Centrum's risk isn't being unknown — it's being too generic.

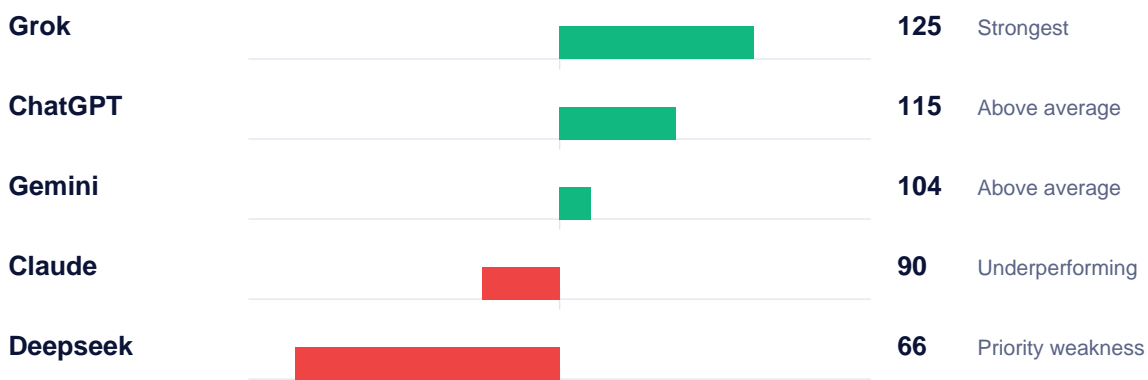
Preserve mainstream simplicity. Add technical proof underneath. Make Centrum easy for every AI to justify.

AI PLATFORM SCORECARD

Deepseek is the priority global fix

Centrum's platform variance is 59 index points — high. Grok and ChatGPT reward mainstream wellness language; Claude and Deepseek demand technical precision Centrum hasn't fully built.

Performance index by platform (100 = global average)



Where local platform gaps amplify global variance

Country	Leading AI	Weakest AI	Gap	Priority
Sweden	Grok	Deepseek	161 idx	Critical
Italy	Grok	Deepseek	138 idx	Critical
United Kingdom	ChatGPT	Deepseek	127 idx	Critical
France	Grok	Deepseek	117 idx	High
Indonesia	Grok	Deepseek	—	High
Germany	ChatGPT	Claude	—	High

ADJACENT VITAMINS SEGMENTS

Stretch selectively — own Multivitamins first

Centrum owns the general multivitamin answer. Its authority weakens significantly in specialized supplement categories where consumers expect targeted expertise. Stretch only where the formula and proof align.

Segment	AI share · #1 ranks	Strategic role for Centrum
Multivitamins	25.1% · 80 #1 ranks	Core stronghold — defend at all costs
Mineral Supplements	13.7% · 19 #1 ranks	Logical adjacency (paired with Caltrate)
Bone & Joint	8.0% · 2 #1 ranks	Support role — let Caltrate carry expertise
Brain & Eye	5.5% · 11 #1 ranks	Selective extension — variant-specific only
Heart Supplements	5.1% · 1 #1 rank	Selective, proof-led — avoid generic claims
Skin Supplements	4.2% · 1 #1 rank	Low priority — beauty brands more credible
Hair Supplements	1.9% · 0 #1 ranks	Weak fit — avoid broad investment

PRINCIPLE Use Multivitamins as the anchor. Stretch only where proof aligns.

HOW TO STAY #1

Five moves that defend and extend Centrum's AI leadership

01

Own the mainstream daily wellness answer

Protect Centrum as complete daily nutrition for adults — nutrient gaps, energy, immunity, convenience. The strongest territory; defend it on every platform.

02

Add technical proof without losing simplicity

Surface bioavailability, ingredient forms, dosage rationale, and quality standards underneath the mainstream story. Satisfy Claude and Deepseek without becoming a niche brand.

03

Fix Deepseek as the #1 platform priority

Build a Deepseek optimization program: ingredient specificity, methylated forms, mineral chelates, review quality, retailer visibility, and value-for-money framing.

04

Execute the Asia cluster strategy

Defend Taiwan, Philippines, Malaysia, Thailand, China, South Korea. Accelerate Vietnam, Indonesia, India. Treat Japan as selective, segment-specific only.

05

Stretch only where Centrum has credible proof

Use Multivitamins as the anchor. Extend into mineral supplements naturally. Avoid hair, skin, and broad heart-supplement claims without variant-specific evidence.

CONCLUSION

The winning multivitamin won't be the one consumers know. It will be the one AI can most confidently explain.

Centrum is already the leading AI recommendation brand in Multivitamins. That is a powerful position — but not enough. AI visibility is moving from broad familiarity toward stronger evidence, platform-specific proof, and localized relevance. Defend the global lead, fix Deepseek and Claude, execute the Asia cluster strategy, anchor in Multivitamins, and stretch into adjacent segments only where Centrum has credible proof. The future advantage comes from making Centrum not only famous, but easier for AI to justify.

NEXT STEP

Walk through the Centrum AgentRank workspace

See country-level AI share, platform variance, winning phrases, adjacent-segment opportunity maps, and a live recommendation evidence pack — built for the Centrum brand team.

GET IN TOUCH

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SIGN UP FOR THE PLATFORM

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