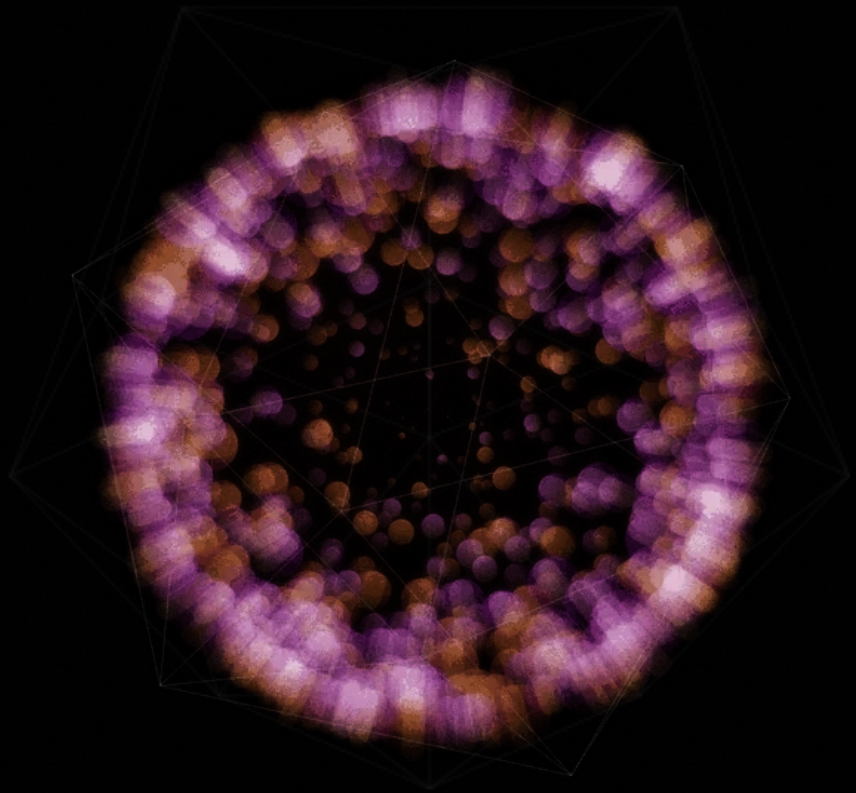




SEMIANNUAL RANKING • EDITION H2 2026 • US

# Pharma AI-Ready Brands H2 2026

US TOP 50 • GEO PLAYBOOK • SECOND EDITION

The top 50 pharma brands in the US, audited for AI search. What ChatGPT, Gemini, Claude and Perplexity can read on brand sites, and what they actually say.

50 BRANDS

4 AI ENGINES

6 DIMENSIONS

2,587 AI ANSWERS

## FOREWORD

# AI answers now sit between your brand and your audience

This is the H2 2026 edition of our semiannual ranking of AI-ready pharma brands. The H1 2026 edition, the Omnichannel Pharma Guide published in June 2026, was an editorial audit of 40 brands. This second edition goes further. We took the 50 best-selling brands with a US presence, measured their sites the way an AI engine meets them, and collected 2,587 AI answers from four engines to questions that US patients and physicians ask every day. The next edition is planned for H1 2027.

## Why it matters now

- More than four in five US physicians (81%) now use AI in their practice, up from 38% in 2023, according to the [AMA 2026 physician survey](#).
- OpenAI reports that more than 230 million people ask ChatGPT health and wellness questions every week ([Reuters, January 2026](#)). ChatGPT Health opened to all US users in July 2026 ([TechCrunch](#)).
- About a third of US adults (32%) used AI chatbots for health information in the past year, and 36% of adults aged 18 to 29 ([KFF, March 2026](#)).
- OpenEvidence says it is used daily by more than 40% of US physicians ([CNBC, January 2026](#)).

## What is new since H1 2026

- **US scope.** 50 brands selected on 2025 worldwide sales, all with an active US patient site.
- **Measured data.** Every score comes from a technical audit of the brand site and from real answers generated by ChatGPT (OpenAI), Gemini, Claude and Perplexity through the PharmaGEO platform.
- **Brand and unbranded kept apart.** Questions naming the brand and questions about the condition are measured separately. A blended number would hide the gap that matters most.
- **Demand side.** Google Trends US data shows what people search about each brand right now.

### HOW TO READ IT

Start with the key findings and the ranking. Then open the fact sheet of your brand and of its competitors. Each sheet ends with three next moves.

## KEY FINDINGS

# Most brand sites are built for browsers. AI engines read them differently.

Six numbers from the audit. Each is measured on the 50 brands, with the method described in the methodology section of the full edition.

## 13

of 50 brand sites refused content to at least one of our three crawler-style probes. 4 refused all three.

## 19

of the 48 readable homepages carry no JSON-LD structured data. None declares an FAQPage.

## 50

of 50 homepages name no medical reviewer. 11 show a visible review or update date.

## 75%

median share of unbranded answers that mention the brand, when people ask about the condition without naming a product.

## 5%

median share of unbranded answers that cite a brand-owned domain. Regulators, journals and health publishers take the rest.

## 50%

median share of answers to questions naming the brand that cite a brand-owned domain.

### THE ACCESS GAP

Bot managers protect brand sites against automated traffic. Several also refuse or challenge the AI fetchers that answer engines use. A site that an AI engine cannot fetch cannot be quoted, however good its content.

### THE CITATION GAP

On unbranded questions, AI engines build answers from FDA labels, guidelines, PubMed, Mayo Clinic, Drugs.com and patient associations. Brand sites rarely make that list, which leaves the brand story to third parties.

THE H2 2026 RANKING · TOP 10

# The ten most GEO-ready brands in the US top 50

GEO score out of 100, the average of six measured dimensions: AI access, content structure, structured data, brand-answer ownership, unbranded presence, authority and freshness.

|    |                                       |                       |                        |    |
|----|---------------------------------------|-----------------------|------------------------|----|
| 1  | <b>Botox</b><br>AbbVie                | Neurology             | <div><div></div></div> | 83 |
| 2  | <b>Keytruda</b><br>Merck              | Oncology              | <div><div></div></div> | 81 |
| 3  | <b>Xolair</b><br>Genentech / Novartis | Respiratory & allergy | <div><div></div></div> | 81 |
| 4  | <b>Dupixent</b><br>Sanofi / Regeneron | Immunology            | <div><div></div></div> | 80 |
| 5  | <b>Biktarvy</b><br>Gilead Sciences    | Infectious disease    | <div><div></div></div> | 78 |
| 6  | <b>Ocrevus</b><br>Roche / Genentech   | Neurology             | <div><div></div></div> | 78 |
| 7  | <b>Vabysmo</b><br>Roche / Genentech   | Ophthalmology         | <div><div></div></div> | 78 |
| 8  | <b>Tecentriq</b><br>Roche / Genentech | Oncology              | <div><div></div></div> | 78 |
| 9  | <b>Gardasil 9</b><br>Merck            | Vaccines              | <div><div></div></div> | 76 |
| 10 | <b>Ozempic</b><br>Novo Nordisk        | Cardio-metabolic      | <div><div></div></div> | 75 |

Scores measured between 28 September and 30 September 2026. Unavailable values are excluded from the average, never counted as zero. Full method in the methodology section of the full edition.

■ Good, 71 to 100   ■ Average, 51 to 70   ■ Weak, 0 to 50

MEDIAN SCORE

64

BRANDS IN THE GOOD BAND  
(71+)

19

RANGE

42 to 83

CONTINUE READING

# The full H2 2026 edition is free to download

The complete edition covers the 50 brands with one fact sheet each, the full ranking from 1 to 50, the cross-brand findings, the GEO-Readiness framework and a 90-day plan.

- 50 brand fact sheets: what AI engines see, what they say, what people search
- Who AI engines cite instead of brand sites
- The 90-day GEO plan for a brand team

Download at [pharma-geo.com/research](https://pharma-geo.com/research)

Also available at [aikka.ai/resources/pharma-geo-playbook-2026](https://aikka.ai/resources/pharma-geo-playbook-2026)