gekopilot

SECTOR AI VISIBILITY INDEX

Türkiye Sports Nutrition

AI Visibility Report

Which brands appear — and which are absent — when the same questions are asked across four AI assistants? Where do the assistants agree, and where do they diverge?

Prepared by Gekopilot · October 2026

sector_visibility_v1 · core_v1

SECTION 01

Executive Summary

In Türkiye Sports Nutrition, 20 purchase and discovery questions were asked across 4 AI assistants, producing 80 measurements. This report summarizes which brands appeared in those measurements and where the assistants diverged.

MEASUREMENTS
80
20 questions × 4 assistants

MANUFACTURER BRANDS
166
from 243 raw entity records

RANKED BRANDS
82
appeared in at least 2 measurements

LEADER
Optimum Nutrition
71 measurements · 88.8%

Optimum Nutrition leads the index with 71 mentions, and was recommended in the #1 position 30 times.

The largest assistant divergence is HIQ Nutrition: Gemini 20 · Claude 2 · ChatGPT 2 · Perplexity 1. Strong visibility in a single assistant does not mean a brand is strong across the whole market.

21 brands appear in all four assistants; 26 brands appear in only one assistant.

> **What this ranking is not**
>
> This is not a ranking of product quality, health effects, safety, medical suitability or clinical effectiveness. It measures only brand visibility and recommendation behavior in AI assistants.

SECTION 02

Overall Visibility Ranking

Brand-family level and measurement-based. If both a brand and one of its product lines appear in the same measurement, the brand is counted **once**.

#	BRAND	MENTIONS	RATE	#1	TOP 3	AVG. RANK	AI
1	Optimum Nutrition	71	88.8%	30	39	3.63	4/4
2	BigJoy	64	80.0%	5	37	5.55	4/4
3	Hardline Nutrition	63	78.8%	25	35	5.16	4/4
4	Weider	44	55.0%	1	8	7.75	4/4
5	Proteinocean	43	53.8%	1	14	5.7	4/4
6	Scitec Nutrition	40	50.0%	0	9	6.97	4/4
7	Olimp	38	47.5%	0	3	8.45	4/4
8	Dymatize	35	43.8%	0	16	4.94	4/4
9	Myprotein	31	38.8%	4	17	4.74	4/4
10	MuscleTech	28	35.0%	1	6	6.68	4/4
11	HIQ Nutrition	25	31.2%	3	7	4.88	4/4
12	Multipower	21	26.2%	0	1	10.81	4/4
13	Kingsize Nutrition	18	22.5%	0	3	8.22	4/4
14	Torq Nutrition	16	20.0%	0	1	7.12	4/4
15	Nutrend	16	20.0%	0	0	12.19	4/4
16	Transparent Labs	15	18.8%	1	1	8.07	4/4
17	Applied Nutrition	14	17.5%	0	2	9.36	3/4
18	Universal Nutrition	14	17.5%	0	1	7.36	4/4
19	BioTechUSA	13	16.2%	0	3	8.08	4/4
20	BSN	11	13.8%	0	1	6.91	4/4

SECTION 03

What the Metrics Mean

There is **no** proprietary 0–100 score. Every number is countable and can be recalculated from the rules below.

Mention Count

The number of separate measurements in which the brand appears. Multiple mentions within one measurement count once.

Mention Rate

Mentions divided by total measurements.

#1 Recommendation

Number of measurements where the brand appears first in the assistant's answer.

Top 3

Number of measurements where the brand appears in the first three positions.

Average Rank

Average position among the measurements where the brand appears. Lower is better.

Assistant Coverage

How many of the four assistants mention the brand.

Consistency

How evenly mentions are distributed across assistants: minimum assistant mentions divided by maximum assistant mentions. 1.00 means perfect balance.

> **Ranking rule**
>
> First: number of measurements in which the brand appears. Ties are broken by #1 recommendations, then Top 3 count, assistant coverage, average rank and finally brand name. The rule is deterministic: identical data always produces the same ranking.

SECTION 04

General Discovery

Leading brands in the “General Discovery” questions from the core_v1 set.

#	BRAND	MENTIONS IN THIS GROUP
1	Optimum Nutrition	15
2	BigJoy	14
3	Hardline Nutrition	13
4	Proteinocean	11
5	Weider	8
6	Dymatize	7
7	MuscleTech	7
8	Olimp	7
9	Scitec Nutrition	7
10	Myprotein	6

SECTION 05

Protein / Whey

Leading brands in the “Protein / Whey” questions from the core_v1 set.

#	BRAND	MENTIONS IN THIS GROUP
1	Optimum Nutrition	16
2	Hardline Nutrition	14
3	Dymatize	13
4	BigJoy	12
5	Scitec Nutrition	12
6	Proteinocean	11
7	Weider	10
8	Myprotein	7
9	MuscleTech	6
10	Olimp	6

SECTION 06

Creatine / Performance

Leading brands in the “Creatine / Performance” questions from the core_v1 set.

#	BRAND	MENTIONS IN THIS GROUP
1	Optimum Nutrition	16
2	BigJoy	12
3	Hardline Nutrition	12
4	Weider	10
5	Myprotein	9
6	Olimp	9
7	Proteinocean	9
8	Multipower	7
9	MuscleTech	7
10	Dymatize	6

SECTION 07

Other Sports Nutrition

Leading brands in the “Other Sports Nutrition” questions from the core_v1 set.

#	BRAND	MENTIONS IN THIS GROUP
1	BigJoy	12
2	Hardline Nutrition	11
3	Olimp	9
4	Optimum Nutrition	9
5	Applied Nutrition	6
6	Nutrend	6
7	Scitec Nutrition	6
8	Transparent Labs	6
9	Weider	5
10	Cellucor	4

SECTION 08

Purchase Factors

Leading brands in the “Purchase Factors” questions from the core_v1 set.

#	BRAND	MENTIONS IN THIS GROUP
1	Optimum Nutrition	15
2	BigJoy	14
3	Hardline Nutrition	13
4	Weider	11
5	Proteinocean	9
6	Scitec Nutrition	9
7	Myprotein	7
8	Olimp	7
9	Dymatize	6
10	HIQ Nutrition	6

SECTION 09

Assistant Comparison

The same 20 questions across four assistants. The resulting brand lists differ substantially.

ChatGPT

#	BRAND	MENTIONS	AVG. RANK
1	Optimum Nutrition	16	3.63
2	Myprotein	12	4.74
3	Dymatize	11	4.94
4	MuscleTech	11	6.68
5	Hardline Nutrition	9	5.16
6	BigJoy	8	5.55
7	Weider	8	7.75
8	Scitec Nutrition	7	6.97
9	Transparent Labs	7	8.07
10	Olimp	7	8.45

Claude

#	BRAND	MENTIONS	AVG. RANK
1	BigJoy	18	5.55
2	Optimum Nutrition	17	3.63
3	Hardline Nutrition	17	5.16
4	Weider	16	7.75
5	Scitec Nutrition	14	6.97
6	Olimp	13	8.45
7	Proteinocean	12	5.7
8	Kingsize Nutrition	10	8.22
9	Multipower	10	10.81
10	Myprotein	7	4.74

Gemini

#	BRAND	MENTIONS	AVG. RANK
1	HIQ Nutrition	20	4.88
2	Hardline Nutrition	20	5.16
3	BigJoy	20	5.55
4	Optimum Nutrition	19	3.63
5	Proteinocean	19	5.7
6	Weider	13	7.75
7	Scitec Nutrition	12	6.97
8	Dymatize	9	4.94
9	MuscleTech	9	6.68
10	Myprotein	6	4.74

Perplexity

#	BRAND	MENTIONS	AVG. RANK
1	Optimum Nutrition	19	3.63
2	BigJoy	18	5.55
3	Hardline Nutrition	17	5.16
4	Olimp	13	8.45
5	Dymatize	11	4.94
6	Proteinocean	8	5.7
7	Scitec Nutrition	7	6.97
8	Torq Nutrition	7	7.12
9	Weider	7	7.75
10	Myprotein	6	4.74

SECTION 10

Assistant Agreement & Divergence

Brands mentioned by all four assistants

Optimum Nutrition, BigJoy, Hardline Nutrition, Weider, Proteinocean, Scitec Nutrition, Olimp, Dymatize, Myprotein, MuscleTech and 11 more brands

Most Consistent Leaders

BRAND	CONSISTENCY	ASSISTANT DISTRIBUTION
Optimum Nutrition	0.84	Gemini 19 · Perplexity 19 · Claude 17 · ChatGPT 16
Scitec Nutrition	0.5	Claude 14 · Gemini 12 · ChatGPT 7 · Perplexity 7
Myprotein	0.5	ChatGPT 12 · Claude 7 · Perplexity 6 · Gemini 6
Hardline Nutrition	0.45	Gemini 20 · Claude 17 · Perplexity 17 · ChatGPT 9
Weider	0.44	Claude 16 · Gemini 13 · ChatGPT 8 · Perplexity 7

Largest Divergence

BRAND	ASSISTANT DISTRIBUTION
HIQ Nutrition	Gemini 20 · Claude 2 · ChatGPT 2 · Perplexity 1
Proteinocean	Gemini 19 · Claude 12 · Perplexity 8 · ChatGPT 4
BigJoy	Gemini 20 · Claude 18 · Perplexity 18 · ChatGPT 8
Hardline Nutrition	Gemini 20 · Claude 17 · Perplexity 17 · ChatGPT 9
Weider	Claude 16 · Gemini 13 · ChatGPT 8 · Perplexity 7

> Divergence reflects differences in assistant data sources and training data. Strong visibility in a single assistant does not mean strong visibility across the whole AI market.

SECTION 11

Methodology

Sector	Türkiye Sports Nutrition
Question set	core_v1
Methodology version	sector_visibility_v1
Number of questions	20
Assistants	ChatGPT, Claude, Gemini, Perplexity
Planned measurements	80
Raw entity records	243
Brands (manufacturers)	166
Retailers / marketplaces	6
Product lines / sub-brands	33
Ranked brands	82

Brand-name consolidation

Different spellings of the same brand are merged into one row (for example, “BigJoy Sports” and “BigJoy”). Product lines do not receive separate rows, but contribute to the parent brand visibility. If both a brand and one of its product lines appear in the same measurement, it is counted once. Name similarity alone is not enough: the relationship must be strongly established in the data or manually verified; otherwise brands remain separate.

Ranking threshold

A brand must appear in at least 2 separate measurements to enter the ranking. Brands that appear in only one measurement are listed under “Other Mentioned Brands”.

SECTION 12

Limitations

The measurement is a SNAPSHOT: assistant answers change over time; this report shows the state at the measurement date.

Questions were asked in Turkish and target the Türkiye market; results may differ in another language or market.

Assistants do not always give the same answer to the same question; results should be read across the question × assistant matrix rather than from a single response.

Brand names are consolidated in the presentation layer. The consolidation rule is documented in the methodology; doubtful cases remain SEPARATE.

Retailers and marketplaces are excluded from the brand ranking; they are purchasing channels recommended by the assistants.

> **Important**
>
> This is not a ranking of product quality, health effects, safety, medical suitability or clinical effectiveness. It measures only brand visibility and recommendation behavior in AI assistants.

Other Mentioned Brands

85 brands appeared in a single measurement and therefore did not enter the ranking:

1st Phorm · Alani Nu · AllMax · Alpha Lion · Animal · Animal Joy · Army of One · Ascent · B&G Foods · BPI Sports · BPN Best Plus Nutrition · Bare Performance Nutrition · Barebells · Bellanut · Beyond Raw · Body Fortress · BodyTech · BulkSupplements Pea Protein · CNP · Carlson · Chaos Crew · Clean Powders · Commander Nutrition · Conteh Sports · Costco Kirkland Signature Whey Isolate · DNA Nutrition · Decathlon · Dynamic Nutrition · EFX Sports · Eprotein · Fairlife Core Power · Farmatek · High Nutrition · High5 · Honey Stinger · IronVegan · Isopure Zero/Low Carb · JNX Sports · JYM · Jacked Factory · Jarrow Formulas · Kion · Labrada · MHP · Muscle Feast · Muscle Food Nutrition · Muscle Station · Musclebalance · MyProtein Vegan Protein Blend · Nordic Naturals · Novopharm · Nutrex Research · Nutripure · ONYX Nutrition · PEScience · Podium Nutrition · PowerBar · Powerade · Powertech · Premier Protein · Pride Foods · Prime Nutrition · Project AD · Protein34 · Protouch · Proven4 · Puori · Quaker · Redcon1 · Ritual · Rivalus · Run Nutrition · Sports Research · Strom Sports · Strongest Nutrition · Supplement Needs · TBJP · True Nutrition · USN · Vega · WaspCo · Wiley's Finest · XXL Nutrition · Yeşilmarka · bahs.