

AI Visibility Benchmark Report 2026

What 30 Indian D2C brands reveal about the gap between being discoverable by AI and being ready to earn a recommendation.

30 Indian D2C brands	53 AI visibility signals	5 evaluation dimensions	80% 24 of 30 weakest in Recommendation Readiness
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Key findings

Recommendation Readiness was the clearest bottleneck. It was the weakest dimension for 24 of 30 brands (80%).

Discoverability was comparatively strongest. It was the strongest dimension for 26 of 30 brands (86.7%), showing that being findable and being recommendation-ready are different challenges.

Dimension	Average score
AI Discoverability	16.0
Content & Entity Coverage	12.9
AI Trust Signals	11.3
AI Understanding	11.2
AI Recommendation Readiness	7.8

What the benchmark measures

The study evaluates **website-level AI visibility and recommendation-readiness signals**: whether a brand's public website provides accessible, understandable, authoritative, citation-supporting and decision-useful information. It does **not** measure live recommendation frequency inside ChatGPT, Gemini or other AI systems.

Methodology at a glance

Sample: 30 Indian D2C brands **Signals:** 53 **Dimensions:** AI Discoverability, Content & Entity Coverage, AI Trust Signals, AI Understanding and AI Recommendation Readiness.

"The strongest pattern was not that brands were impossible for AI to find. It was that many websites still lacked the evidence and decision context needed to support a confident recommendation."
- Sanchari Sarkar, Founder, Digital Platform 271

For journalists and researchers

Detailed methodology and findings are available from Digital Platform 271. When citing the benchmark, please link to the original research page.

Original research: digitalplatform271.com/research/ai-visibility-benchmark-2026

Media contact: Sanchari Sarkar, Founder, Digital Platform 271 | **Email:** marketing@digitalplatform271.com

Website: digitalplatform271.com

Research note: This benchmark evaluates website-verifiable signals. AI systems are dynamic, and no website-level score guarantees that a brand will be cited or recommended by an external AI platform.