

AI VISIBILITY BENCHMARK 2026

Executive Summary

What we studied

Digital Platform 271 audited 30 Indian D2C and FMCG brand websites in July 2026 using its proprietary AI Citation Readiness Framework™, scoring each on five dimensions: AI Understanding, Trust, Discoverability, Recommendation Readiness, and Content & Entity Coverage. This is a single-pass audit of a small, non-random sample — directional industry research, not a statistically representative survey of the Indian D2C market.

What we found

AI Discoverability was the strongest dimension (avg. 16.0); AI Recommendation Readiness was the weakest (avg. 7.8) — brands were generally easier for AI systems to find than to be actively recommended by.

No brand reached Grade A or B. 53.3% of the sample graded D and 33.3% graded E.

The average Overall Score was 59.3 (median 63, std. dev. 11.86) — a below-midpoint mean with a moderately wide spread.

Recommendation Readiness was each brand's single weakest dimension in 80% of cases; Discoverability was each brand's single strongest in 87% of cases — the sample-average gap holds at the individual-brand level too.

Why it matters

As AI-powered search and assistants increasingly mediate how consumers discover brands, being crawlable is not the same as being recommended. This report separates confirmed data findings from interpretation throughout, states its limitations plainly, and does not attribute any score to a specific technical signal, since the underlying dataset holds no signal-level evidence to support that claim.

Takeaway: Indian D2C and FMCG brands in this sample are optimizing for AI visibility, but not yet for AI recommendation — and that gap, not raw discoverability, is where the room to improve sits.

Suggested Citation

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Proprietary industry research. Not peer-reviewed. Full methodology, limitations, and 30-brand dataset available in the full report.

About Digital Platform 271 Research

Digital Platform 271 Research is the independent research and publications division of Digital Platform 271. We publish original studies, benchmarks, and practical frameworks on AI Visibility, Generative Engine Optimization (GEO), AI Commerce, and AI-driven digital discoverability to help businesses prepare for AI-powered search.