



AI Brand Reputation Index

Top 50 OTC Brands 2025

June 2025



Welcome to LiveWorld's First AI Brand Reputation Index for OTC

This is LiveWorld's first over the counter (OTC)-focused AI Brand Reputation Index, and the second in our AI-powered series — following the inaugural [Pharma edition](#). Our AI Brand Reputation reports are the first studies that analyze brand perception through AI-driven insights rather than traditional metrics like market share or ad spend.

As AI tools such as ChatGPT become integral to healthcare decision-making, understanding brand reputation through AI models is crucial.

In this report, we evaluated 50 of the most visible, high-interest OTC brands across 10 consumer-facing product categories. These categories cover a broad spectrum of the healthcare products that consumers buy directly off the shelf, based on their perceptions of the choices available.

Each brand was scored on four reputation drivers using public, web-accessible information interpreted by large language models (LLMs). Final rankings reflect both overall performance and category-specific leadership.





**CeraVe comes out top in
LiveWorld's first OTC
AI Brand Reputation Report**

OTC Brand Index Highlights



CeraVe tops the index

Scoring highest overall thanks to strong consumer satisfaction, brand trust, and a powerful presence across digital platforms.

All the skin care brands performed strongly.

Heritage brands still matter

Trusted names like **Advil**, **Tums**, and **Vicks** performed well in sentiment and repeat-use indicators, reinforcing the value of consistency.



TikTok and Instagram visibility

Brands like **ZZZQuil**, **Neutrogena**, and **Mucinex** benefit from influencer-friendly campaigns and strong shareability on channels like Instagram and TikTok.



Neutrogena®

Mucinex

Value stands out as a reputation driver

Brands like **Aleve**, **Nature Made**, and **Centrum** earn high marks for accessibility, affordability, and perceived efficiency.



Centrum

“Nature” wins

Brands that are perceived as natural such as **Nature Made** score well and others like **La Roche-Posay** benefit from consumer demand for clean ingredients and wellness-first positioning.



LiveWorld's 2025 AI Brand Reputation Index for OTC

Rank	Drug	Company	Condition	AI BR
1	CeraVe	L'Oréal	Skin Care	880
2	Neutrogena	Kenvue	Skin Care	843
3	Advil	Haleon	Pain Relief	839
4	Nature Made	Pharmavite LLC	Vitamins	832
5	Pepto-Bismol	Procter & Gamble	Gut Health	832
6	La Roche-Posay	L'Oréal	Skin Care	831
7	Tums	Haleon	Acid Control	831
8	Vicks	Procter & Gamble	Cold and Flu	829
9	Garden of Life	Nestle Health Sciences	Vitamins	825
10	Aquaphor	Beiersdorf	Skin Care	820
11	Claritin	Bayer	Allergy	808
12	Aleve	Kenvue	Pain Relief	805
13	Centrum	Haleon	Vitamins	801
14	Olay	Procter & Gamble	Skin Care	801
15	Zyrtec	Kenvue	Allergy	797
16	Excedrin	Haleon	Pain Relief	794
17	Nature's Bounty	Nestle Health Sciences	Vitamins	791
18	Monistat	Prestige Consumer Healthcare	Feminine	791
19	Culturelle	i-Health	Gut Health	785
20	Prilosec OTC	Procter & Gamble	Acid Control	783
21	Pepcid AC	Kenvue	Acid Control	780
22	MiraLAX	Bayer	Gut Health	778
23	Tylenol	Kenvue	Pain Relief	777
24	Theraflu	Haleon	Cold and Flu	776
25	ZzzQuil	Procter & Gamble	Sleep Aids	775



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Rank	Drug	Company	Condition	AI BR
26	Systane	Alcon	Eye and Ear	775
27	Allegra	Sanofi	Allergy	773
28	Mucinex	Reckitt	Cold and Flu	772
29	Flonase	Haleon	Cold and Flu	771
30	Gas-X	Haleon	Gut Health	769
31	Vitafusion	Church & Dwight	Vitamins	764
32	Visine	Kenvue	Eye and Ear	760
33	Unisom	Sanofi	Sleep Aids	759
34	Clear Eyes	Prestige Consumer Healthcare	Eye and Ear	755
35	Imodium	Kenvue	Gut Health	754
36	Nexium	Haleon	Acid Control	754
37	Benadryl	Kenvue	Allergy	752
38	AZO	i-Health	Feminine	752
39	Vagisil	Combe Incorporated	Feminine	749
40	Hyland's Naturals	Hyland's Naturals	Eye and Ear	745
41	Tyelonol PM	Kenvue	Sleep Aids	735
42	Bayer Aspirin	Haleon	Pain Relief	729
43	Summer's Eve	Prestige Consumer Healthcare	Feminine	728
44	Gaviscon	Reckitt	Acid Control	723
45	iVizia	Théa Pharma	Eye and Ear	704
46	Delsym	Reckitt	Cold and Flu	690
47	Replens	Church & Dwight	Feminine	679
48	Pataday	Alcon	Allergy	677
49	Sominex	Prestige Consumer Healthcare	Sleep Aids	665
50	Nytol	Haleon	Sleep Aids	645



Methodology: How We Measured AI Reputation

LiveWorld's AI Brand Reputation Indices use a proprietary analytical framework to evaluate brands across three large language models (LLMs): ChatGPT, Perplexity, and Claude (Anthropic's model). The final reputation score (out of 1,000) is weighted by their relative share of search.

To build an objective and comprehensive AI reputation ranking for OTC brands, we analyzed 50 of the most prominent consumer health products across 10 key OTC categories. Each brand was scored across four weighted reputation drivers, based on real-world consumer experience and AI-driven data analysis.

The four reputation drivers used in this report include:

1. Product Satisfaction & Effectiveness

How well the product performs according to consumer reviews, ratings, and discussion sentiment. Includes perceived effectiveness, speed of relief, and side effect experiences.

2. Brand Trust & Consumer Sentiment

Includes indicators such as presence or absence of recalls or lawsuits, general consumer sentiment in forums and social media, and mentions of repeat purchases or brand loyalty.

3. Visibility & Marketing Strength

Captures organic and paid brand visibility through digital marketing campaigns, influencer activity, search presence, and content across TikTok and Instagram.

4. Accessibility & Value

Reflects price accessibility, availability of generics or coupons, and ease of purchase across mainstream retail and e-commerce platforms.

This framework delivers a modern, AI-informed snapshot of OTC brand perception grounded in public data, weighted by real usage, and designed to reflect how today's digital consumers perceive these everyday health brands.



Key Findings

Top 10 Brands by OTC Category

Over-the-counter healthcare spans a wide range of consumer needs — from pain relief and allergies to skin care and sleep.

To reflect how people shop and think about OTC products, we've organized our analysis around ten condition-based product categories.

Pain Relief	Cold & Flu	Acid Control	Gut Health	Allergy
				
Eye and Ear Care	Skin Care	Sleep Aids	Vitamins & Supplements	Feminine Care
				

Top 5 Brands by Reputation Driver



Product Satisfaction & Effectiveness

1. CeraVe
2. Garden of Life
3. La Roche-Posay
4. Aquaphor
5. Nature Made



Brand Trust & Sentiment

1. TUMS
2. Advil
3. CeraVe
4. Aquaphor
5. La Roche-Posay



Brand Visibility & Marketing Strength

1. CeraVe
2. Vicks
3. Neutrogena
4. Tylenol
5. Advil



Accessibility & Value

1. TUMS
2. Nature Made
3. Benadryl
4. CeraVe
5. Pepto-Bismol



What Made CeraVe #1

CeraVe emerged as the top-ranked OTC brand by combining:

- Exceptional product satisfaction across skin care users
- High trust and repeat usage signals
- Strong social media visibility on TikTok and Instagram
- Widespread accessibility and value perception

It's a case study in how a focused, consumer-first brand can dominate its category and the entire OTC space.

Category Highlights

Skin Care

#1

Dominated the rankings with four of the top 10 overall brands. **CeraVe**, **Neutrogena**, **La Roche-Posay**, and **Aquaphor** combined strong scores in satisfaction, trust, and visibility.

Vitamins & Supplements

#2

Nature Made and **Garden of Life** led this high-performing category, with strong scores in product

Pain Relief

#3

Advil ranked third overall and led a strong group of legacy brands that performed well in trust and visibility.

Gut Health

#4

Culturelle and **MiraLAX** helped propel this category with strong scores across all four drivers, especially value and effectiveness.

Acid Control

#5

Pepto-Bismol led the group, with high effectiveness and visibility scores, keeping this category solidly in the middle of the pack.

Cold & Flu

#6

Vicks and **Theraflu** helped carry the category, which had strong visibility but more mixed performance in trust and sentiment.

Allergy

#7

Claritin and **Zyrtec** delivered above-average results, though some brands in this category had wider score variation.

Eye & Ear Care

#8

Performance was steady but not standout, with **Systane** and **Visine** ranking mid-pack across most drivers.

Feminine Health

#9

Monistat led this category, which had lower visibility and mixed sentiment, pulling down the overall average.

Sleep Aids

#10

The lowest-scoring category overall. **ZzzQuil** led, but weaker scores in trust and visibility from other brands brought down the category average.



The Best by Consumer Type

There were distinct patterns in brand appeal based on likely consumer motivations. While individuals often fall into more than one group, four core segments stood out:

1. **Outcome Seekers** prioritize proven results and gravitate toward high-performing brands like **CeraVe**, **Advil**, and **Pepto-Bismol**, which lead in Product Satisfaction & Effectiveness.
2. **Budget-Conscious Shoppers** look for value and reliability, often choosing brands with strong Accessibility & Value scores: **Aleve**, **Nature Made**, and **Centrum** all stand out for their affordability and trust.
3. **Social Trend Followers** are influenced by visibility and shareable content. Brands like **CeraVe**, **ZzzQuil**, and **Neutrogena** benefit from strong marketing strength and engagement across TikTok and Instagram.
4. **Trust-First Buyers** seek brand consistency, safety, and legacy reputation. **Claritin**, **Nature Made**, and **Tums** score high on sentiment, loyalty, and absence of controversy, making them preferred choices for these consumers.

These segments aren't mutually exclusive, but they help frame why some OTC brands outperform in reputation and influence.

Strategic Takeaways: What Pharma Brands Should Do Next

- 1 Invest in AI-Powered Brand Monitoring:**
As AI-driven brand analysis grows in influence, brands will need to engage in deeper reputation management beyond traditional SEO strategies. Track AI reputation metrics continuously and monitor how AI-generated content presents your brand across platforms.
- 2 Optimize how brands appear in search results:**
Proactively shape how brands appear in the AI-powered search landscape.
- 3 Strengthen AI Reputation Through Content Optimization:**
Ensure structured data, FAQs, and expert-authored content are optimized to influence AI-generated responses positively.
- 4 Enhance Digital & Social Media Presence:**
Proactively engage through digital channels and social media to maintain visibility and foster strong brand perception.
- 5 Address AI Search Biases and Sentiment Trends:**
Counteract misinformation and negative sentiment by creating credible, optimized sources and continuously managing reputation dynamics.
- 6 Optimize Media & PR Strategies:**
Actively shape your brand narrative through strategic media outreach to strengthen reputation and consumer trust.
- 7 Address Pricing & Accessibility Concerns:**
Improve transparency around drug costs and patient support programs to boost perception, loyalty, and overall reputation.
- 8 Integrate AI in Marketing:**
Use AI-powered tools for personalization, precise audience targeting, and improved campaign effectiveness.
- 9 Leverage TikTok and Instagram for Brand Lift:**
Influencer content and organic engagement are shaping modern OTC reputations.
- 10 Embrace “Natural” and Wellness-first Positioning:**
Clean ingredient claims and holistic narratives drive success in skincare and vitamins.

How AI Brand Reputation Ranking Differs from a Conventional Approach

Aspect	Conventional Brand Reputation Rankings	AI Brand Reputation Ranking
Scale & Speed	Surveys and focus groups take time, covering a limited sample.	AI analyzes vast amounts of data across platforms in real-time, providing a dynamic, up-to-date view.
Sentiment Analysis	Struggles to detect subtle sentiment, sarcasm, or emotional tones.	AI excels at understanding nuanced sentiment in text, capturing public perception more accurately.
Proactive Monitoring	Reactive—brands only receive feedback after issues arise.	AI continuously scans online discussions, identifying risks before they escalate.
Multi-Channel Integration	Focuses on limited sources, often surveys or single-channel data.	AI aggregates social media, news, forums, and search trends for a holistic view.
Predictive Capabilities	Limited to historical analysis, unable to forecast future trends.	AI can identify emerging trends and predict potential reputation risks.
Cost-Effectiveness	Requires continuous investment in human-led research.	AI systems are more efficient over time, reducing long-term costs.
Bias Mitigation	Prone to researcher or participant bias in interpretation.	AI can minimize certain biases but must be monitored for algorithmic bias.



How the Data Was Collected

Brand scores were generated using a combination of structured and unstructured data, interpreted and synthesized by leading LLMs across public, web-accessible sources. We combined scores from three leading large language models — ChatGPT, Perplexity, and Claude weighted according to their relative share of search.

Key inputs included:

- User satisfaction insights from Drugs.com, WebMD, and review discussions
- Forums like Reddit and summaries of major retailer reviews
- Health content platforms like Healthline and Verywell Health
- Social sentiment from Reddit, TikTok, Instagram, and forums
- Search trends and AI visibility from brand queries
- Media mentions and campaign visibility from PR and news outlets

The Importance of Shaping Your AI Reputation

As AI-driven tools continue to shape public and professional perceptions of pharmaceutical brands, companies must take a proactive approach to managing their AI reputation.

This report provides a high-level view of how AI models interpret and rank leading pharma brands, offering key insights into the factors driving perception. However, the impact of AI on individual brands is complex

and evolving, making it essential for companies to understand their own AI reputation in depth.

For organizations looking to take a closer look at their own brand performance, LiveWorld offers customized AI brand reputation reports that provide a deeper analysis of specific brands, uncovering reputation drivers, perception challenges, and opportunities for improvement.

Beyond AI reputation, LiveWorld partners with pharmaceutical companies to deliver moderation, strategy, insights, and creative services that enhance digital engagement and brand trust in an evolving healthcare landscape.

To explore a detailed analysis of your own brands or learn more about LiveWorld's insight, AI, and broader capabilities, please contact us for more information.

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