

CASE STUDY · INFANT NUTRITION, BABY CARE, FOOD SUPPLEMENTS, PET CARE

H&H Group tracks five brands in three markets and finds that online pharmacies shape AI answers

H&H GROUP × MEIKAI

281,305

AI ANSWERS ANALYSED

since 18 July: 700 questions asked every day to six engines, 140 per brand, for five brands in three markets

+4.2 pts

FOR DODIE ON BRAND COMPARISONS

observed since tracking began: from 35.2% to 39.4% of answers comparing baby care brands; the gap with MAM narrows from 32 to 25 points

8 / 40

TOP SOURCES ARE ONLINE PHARMACIES

for both Biostime and Dodie, among the 40 sources AI engines cite most

AT A GLANCE

CLIENT

H&H Group

SECTOR

Infant nutrition, baby care, food supplements, pet care

KPIS

Visibility, share of voice, average position, attributes, cited sources

REGION

France, United Kingdom, Italy

BRANDS

Biostime, Good Goût, Dodie (France), Zesty Paws (UK), Swisse (Italy)

SOLUTION

Multi-brand GEO audit, Prompt Studio (panel of real prompts), brand content

AI ENGINES

ChatGPT, Gemini, Perplexity, Copilot, Google AI Mode, Google AI Overview

CHALLENGE

Reaching parents before they buy

At H&H, search remains a major acquisition channel and has not yet been affected by AI Overviews. But the audience renews all the time: young parents choose their formula and bottles from the third trimester of pregnancy, and now ask AI engines their questions. After a first analysis with the media agency, what was missing was direct access to the data, to steer brand content in-house.

APPROACH

Questions from real users

H&H decided not to write the questions itself. For Céline Debydeal, the worst trap for a brand is to project its own biases. Meikai generates the questions from a panel of more than 2 million users and links them to personas and topics. Since late July, they are asked every day to six engines for Biostime, Good Goût, Dodie

and Zesty Paws; Swisse joined in Italy in September.

The platform is open to marketing, legal, e-commerce and PR teams, and to agencies, which connect it to their own tools through the MCP server. It tracks visibility, share of voice, five perception attributes and the sources cited by AI engines, grouped by type (media, retail sites, social networks, brand site); a scorecard generated in the platform feeds the monthly D2C reviews.

FINDINGS

What the data showed

AI engines draw on 2,700 to 5,900 domains depending on the brand; more than half of the citations come from retail sites, and each brand's own site weighs under 2%. Online pharmacies, until now seen only as sales accounts, also act as editorial sources: for Biostime, an online pharmacy is the 7th most cited source and two of its pages out of three name the brand. The pharmacy sales team is now looking at content collaborations with it.

Early movements observed since tracking began: Dodie moves from 5th to 3rd place on anti-colic bottles, Zesty Paws remains No. 1 in the UK on dog allergies, and Swisse ranks No. 1 in Italy on hair, skin and nail supplements.

Biostime is, according to H&H, the No. 1 organic cow's milk formula in French pharmacies, yet nine of its fifteen most visible questions are about goat milk, a category where it is also well positioned: 3rd, with 27.6% of answers, behind Babybio Caprea and Holle. It is absent, however, from switching questions such as "is goat milk better tolerated?" (0%). "It does not reflect a market shift, but rather a lack of information online on this specific topic," says Céline Debydeal. The brand will produce more content on goat milk, backed by its R&D.

Briefs to creators and media partners have changed: the science behind the formulas becomes the differentiating argument, and partners for sponsored operations are also chosen for their actual contribution to AI answers. Advertising in ChatGPT is not on the agenda yet: H&H is first optimising its content to rise organically in AI answers.

I was quite surprised by the diversity of contributors. For example, an online pharmacy that produces content emerged as a key contributor in the models' answers.

Céline Debydeal, Director of Brand Strategy and Media, Europe, H&H Group

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Minted, 8 October 2026, in French · www.mntd.fr/comment-hh-utilise-meikai-pour-rendre-sa-strategie-de-brand-content-geo-ready

HOW MEIKAI MEASURED IT

140 questions per brand generated by Prompt Studio, asked every day to six engines: 281,305 answers analysed from 18 July to 12 October 2026. Sources and topics: 13 September to 12 October. Changes: 21 July to 19 August against 13 September to 12 October, same questions, five engines; Swisse: weeks of 18 September and 6 October. Visibility: share of answers naming the brand. Changes are observed movements, not results of H&H's content work, still being rolled out. Quote translated from an interview published by Minted on 8 October 2026, in French.