

When buyers ask AI about luxury bedding, *Brooklinen is on the list, rarely at the top.*

Often, but not first. Brooklinen is named in 42% of answers to questions that don't mention it, more than Boll & Branch (34%), Quince (29%) or Parachute (24%), yet picked first in only 12%. Need questions, like keeping a bed cool, name it in 4% of answers, and Parachute wins the durability head-to-head (q28).

THE SHORT VERSION

Brooklinen is the brand AI names most, and *picks first* in only one answer in eight.

42%

of answers to open questions name Brooklinen

208 answers to 26 questions

#1

of 117 brands the assistants named

Boll & Branch next, at 34%

12%

of open answers pick Brooklinen first

Boll & Branch and Quince 5% each

4%

of answers to need questions name it

like keeping a bed cool or a duvet from bunching

01 On the list for “best sheets”, rarely the pick.

83% of answers to the 8 best-pick questions name Brooklinen, but only 28% pick it first. The assistants list four or five brands and spread the top spot across them.

02 Need questions name Brooklinen in 4% of answers.

Ask how to keep a bed cool (q09) or stop a duvet from bunching (q14) and the answers explain. On q09, the answers that name a brand name cooling gadgets like Eight Sleep and BedJet.

03 Parachute wins the durability head-to-head (q28).

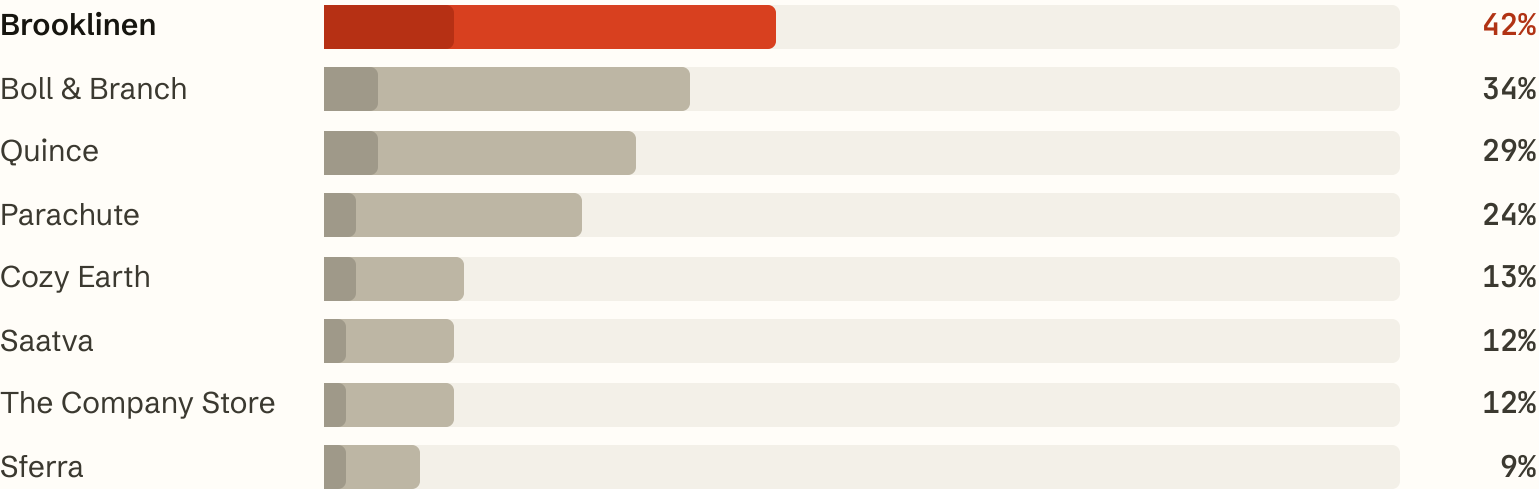
Asked Brooklinen vs Parachute on durability (q28), the assistants pick Parachute first in 7 of 8 answers. Across all the answers that name Brooklinen, 18 say its sheets wear thin, tear or pill.

SHARE OF ANSWERS

Brooklinen leads at 42%, but four brands split the answer.

Boll & Branch, Quince and Parachute follow close behind. Even the most-picked brand is first in only one answer in eight; the assistants hedge.

SHARE OF THE 208 ANSWERS TO QUESTIONS THAT DON'T NAME BROOKLINEN



Darker inner bar = share of answers where it is the first pick.

THE SAME, BY ASSISTANT

	CHATGPT	CLAUDE	GEMINI	PERPLEXITY
Brooklinen	38%	46%	44%	38%
Boll & Branch	23%	40%	42%	31%
Quince	13%	40%	42%	21%
Parachute	15%	29%	37%	15%
Cozy Earth	4%	19%	21%	8%
Saatva	8%	21%	13%	8%
The Company Store	12%	10%	8%	19%

WHERE YOU SHOW UP

Named in 83% of answers to best-pick questions, and 4% on need questions.

Ask for the best sheets and Brooklinen is there. Ask how to sleep cooler, choose a comforter or fix a fitted sheet and the answers explain, with few brands at all.

WHAT THE BUYER IS ASKING	QUESTIONS	MONTHLY SEARCHES	ALL FOUR	CHATGPT	CLAUDE	GEMINI	PERPLEXITY	FIRST PICK
Best-pick questions e.g. "What are the best luxury bed sheets for a queen size bed?"	8	49K	83%	88%	81%	75%	88%	28%
Need questions e.g. "How do I keep my bed cool at night if I overheat constantly?"	6	96K	4%	0%	0%	17%	0%	0%
Shortlist questions e.g. "What are the best high-end cotton sheet sets under \$200?"	4	49K	59%	50%	75%	62%	50%	12%
Rival questions e.g. "Parachute vs Boll & Branch: which brand has better quality bed sheets for ..."	4	25K	28%	25%	38%	25%	25%	12%
How-to-choose questions e.g. "What is the difference between cotton percale and cotton sateen sheets?"	4	4.9K	12%	0%	25%	25%	0%	0%
Brand-named questions e.g. "Are Brooklinen Luxe Sateen sheets worth the hype and price?"	6	38K	100%	100%	100%	100%	100%	25%

Cells: share of answers that name Brooklinen. Brand-named questions name Brooklinen in 100% of their answers; they show how it is described, not whether it is found. Searches: Google US monthly volume of the closest search phrase. Brooklinen · AI search report

THE QUESTIONS YOU LOSE

Brooklinen loses on *linen*, on organic sateen (q17), and on cooling in q09 and q20.

The six open questions where Brooklinen is named least. On three, a rival takes the top spot; on the other three, the answers name cooling gadgets, laundry detergents or no brand at all. Hot sleepers asking for crisp percale (q03) still get Brooklinen.

QUESTION	SEARCHES	NAMED BROOKLINEN	AI'S FIRST PICK INSTEAD	ALSO NAMED
What are the top OEKO-TEX certified organic cotton sateen sheets? q17	~18K	C ● ● CL ● ● G ● ● P ● ● 0 of 8	Boll & Branch 4 of 8 answers	Coyuchi (4), Avocado (4)
Parachute vs Quince linen sheets: is the higher price tag worth it? q21	~6.6K	C ● ● CL ● ● G ● ● P ● ● 0 of 8	Quince 7 of 8 answers	Parachute (8), Linoto (1)
Is Cozy Earth bamboo bedding actually cooler than Boll & Branch cotton sheets? q20	140	C ● ● CL ● ● G ● ● P ● ● 0 of 8	Cozy Earth 6 of 8 answers	Boll & Branch (8)
How do I keep my bed cool at night if I overheat constantly? q09	320	C ● ● CL ● ● G ● ● P ● ● 0 of 8	No single pick answers list options instead	Eight Sleep (4), Sleepme (4), BedJet (3)
What should I sleep on if standard cotton bedding irritates my sensitive skin? q13	210	C ● ● CL ● ● G ● ● P ● ● 0 of 8	No single pick answers list options instead	Tide (1), All (1)
How can I make my apartment bed feel like a 5-star luxury hotel bed? q10	~60K	C ● ● CL ● ● G ● ● P ● ● 0 of 8	No single pick answers list options instead	

WHO WINS INSTEAD, AND WHY

On q21 Quince wins on *half the price*; on q20 Cozy Earth wins on sleeping cool.

When the first pick on these questions is not Brooklinen, these are the brands and the reasons the assistants give.

Quince

First pick in 7 of 8 answers, all on q21

- Better value for most people at roughly half the price ChatGPT · q21
- 80% to 90% of the linen experience for roughly half the cost Gemini · q21
- Much lower price, same quality certifications, and a 365-day return policy Claude · q21

Sources behind these answers:
housebeautiful.com, thequalityedit.com, cnn.com, gg.com, sleepfoundation.org

Cozy Earth

First pick in 6 of 8 answers, all on q20

- Feels cooler and handles moisture better for hot or sweaty sleepers Perplexity · q20
- The safer pick for people who sleep very hot or have night sweats Claude · q20
- Sleeps cooler, with better moisture wicking and a cool-to-the-touch feel Gemini · q20

Sources behind these answers: cozyearth.com, interiorinsider.com, forbes.com, kaitlinmadden.com, mysubscriptionaddiction.com

Boll & Branch

First pick in 4 of 8 answers, all on q17

- Clearly documented dual certification and a premium feel Perplexity · q17
- Best for luxury, quality, traceability and soft organic cotton sateen Gemini · q17

Sources behind these answers:
apartmenttherapy.com, organicbeautylover.com, thegoodtrade.com, forbes.com, barehome.com

HOW AI DESCRIBES BROOKLINEN

AI likes Brooklinen as *luxury at a fair price*, and questions how long it lasts.

When the assistants name Brooklinen, they describe hotel-style sateen, cool percale for hot sleepers and thick towels at direct-to-consumer prices. The doubts are about wear: asked Brooklinen vs Parachute on durability (q28), they pick Parachute first in 7 of 8 answers.

WHAT THEY PRAISE

- Luxury feel at a direct-to-consumer price (24 answers)
- Silky, hotel-style sateen sheets (22)
- Crisp percale for hot sleepers (19)
- Thick, plush towels and robes (18)

THE CAUTIONS THEY REPEAT

- Sheets wear thin, tear or pill over time
18 answers
- Towels shed lint and lose softness 15 answers
- The price and the hype outrun the value
11 answers
- Some sheets sleep warm or wrinkle easily
10 answers

IN THEIR WORDS

“Bottom line: Choose Brooklinen Classic Percale if you want the safest luxury-DTC recommendation; choose Luxe Sateen if softness matters more than cooling.”

Perplexity · asked “What is the best luxury bedding brand for direct to consumer sheets?”

“For a silky, polished hotel feel, I’d start with Brooklinen Luxe Sateen—it’s the best all-around pick from recent bedding testing.”

ChatGPT · asked “What are the best cotton sateen sheets for a silky hotel feel?”

“Washed Linen: While linen sheets tend to be delicate across most brands, Brooklinen’s linen is particularly prone to thinning and tearing within 12–18 months.”

Gemini · asked “Do Brooklinen sheets rip easily or shrink after multiple washes?”

FACTS THAT NEED FIXING

AI says the fitted sheets fit *14-inch* mattresses. Your pages say 16.

Our read of brooklinen.com could settle 37 of the 166 facts the assistants stated, and flagged 8 as wrong. When we opened each page on October 28, 4 of the 8 held; the two linen weights share a row.

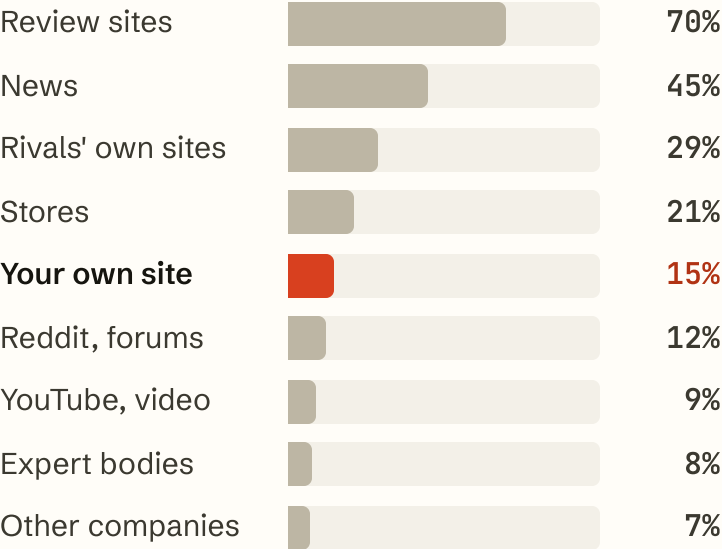
WHAT AI SAYS	WHO SAYS IT	WHAT YOUR SITE SAYS
Fitted sheets fit mattresses up to about 14 inches deep WRONG	Perplexity, Claude · 4 answers	“Our Fitted Sheets are designed to fit mattresses up to 16” deep, with 12”-16” being the best fit.” brooklinen.com/products/washed-classic-core-sheet-set
The comforter comes with a 30-day trial WRONG	Claude · 2 answers	“Most of our products can be returned or exchanged within 365 days.” brooklinen.com/pages/returns
Washed Linen weighs about 145 GSM OUT OF DATE	Gemini · 2 answers	“With an upgraded fabric weight of 155 GSM and improved tensile strength, our new linen is durable and designed to last.” brooklinen.com/products/linen-core-sheet-set

THE SOURCES AI LEANS ON

Review and news sites decide this category. *Forbes* is cited in 54 answers.

Review sites are cited in 70% of answers; Brooklinen's own site in 15%. Forbes, Good Housekeeping and Sleep Foundation are the three the assistants read most.

KIND OF SITE CITED • SHARE OF ALL ANSWERS



MOST-CITED SITES

SITE	KIND	ANSWERS	BROOKLINEN NAMED	CITED BY
forbes.com	News	54	81%	Claude, Gemini, Perplexity
goodhousekeeping.com	Review site	50	66%	ChatGPT, Perplexity
sleepfoundation.org	Review site	46	59%	ChatGPT, Claude, Gemini, Perplexity
brooklinen.com	Your site	39	95%	ChatGPT, Claude, Gemini, Perplexity
reddit.com	Forum	32	75%	Gemini, Perplexity
shopping.yahoo.com	Review site	32	78%	ChatGPT, Claude, Perplexity
mattressclarity.com	Review site	28	71%	Claude, Gemini, Perplexity
sleepopolis.com	Review site	25	76%	ChatGPT, Claude, Gemini, Perplexity
businessinsider.com	News	25	84%	Gemini, Perplexity

THE SAME NEEDS ON GOOGLE

On Google, Brooklinen shows up for *one* of these eight searches.

Seven of the eight show an AI Overview. Brooklinen ranks 7th and is cited for best percale sheets for hot sleepers; Boll & Branch is cited on two others.

SEARCH	MONTHLY	AI OVERVIEW	BROOKLINEN A SOURCE	BROOKLINEN RANK	SOURCES IT SHOWS MOST
percale vs sateen sheets	1.9K	Yes	Not in the 3 shown	-	sleepfoundation.org, bollandbranch.com, youtube.com
down vs down alternative comforter	720	Yes	Not in the 3 shown	-	youtube.com, marthastewart.com, bollandbranch.com
does thread count matter for sheets	390	Yes	Not in the 3 shown	-	sealy.com.au, nytimes.com, usa.yvesdelorme.com
bedding for night sweats	320	Yes	Not in the 3 shown	-	reddit.com, amazon.com, sweathelp.org
best all season down comforter	210	Yes	Not in the 3 shown	-	reddit.com, bobvila.com, facebook.com
sheets for sensitive skin	210	No	-	-	-
best percale sheets for hot sleepers	140	Yes	Yes	7	brooklinen.com, realsimple.com, ideal.house
parachute vs boll and branch	140	Yes	Not in the 2 shown	-	youtube.com, sleepopolis.com

THE NEXT 30 DAYS

Five moves for the next 30 days: *own the need questions*, then the comparisons.

WEEK 1

Answer the need questions in plain words

Guides on sleeping cooler, keeping a duvet in place, fitted sheets that stay on and percale vs sateen, each with a straight answer first and the product second. Today only 6 of their 32 answers name any brand.

Because: need questions name Brooklinen in 4% of answers; on 3 of the 6 questions it loses, the answers point to gadgets, detergents or tips alone.

WEEK 1-2

Fix the facts AI repeats

Put pocket depth (up to 16"), the 365-day returns, the linen's 155 GSM and one thread count per sheet in text on every product page, not only in size-guide pop-ups, so the assistants read them.

Because: 4 answers say fitted sheets fit 14" mattresses; 2 give the comforter a 30-day trial.

WEEK 2

Take on the durability doubt

Publish wash-test results and the guarantee on the sheet pages, and a fair Brooklinen vs Parachute page on how each holds up.

Because: asked Brooklinen vs Parachute on durability (q28), the assistants pick Parachute first in 7 of 8; 18 answers say the sheets wear thin.

WEEK 3

Give the review sites a reason to update

Send Forbes, Good Housekeeping and Sleep Foundation current specs, prices and test data; their buying guides are what the assistants quote.

Because: Forbes is cited in 54 answers and Good Housekeeping in 50, more than any other sites.

WEEK 4

Make Classic Percale the first pick for hot sleepers

It is the one search where Google's AI already cites Brooklinen. Give it a page that answers the hot-sleeper question outright, with test results, and pitch it to the cooling round-ups.

Because: for best percale sheets for hot sleepers, Google ranks Brooklinen 7th and its AI Overview cites it.

EVERY QUESTION WE ASKED

32 buyer questions, and how often each answer named Brooklinen

q01	What are the best luxury bed sheets for a queen size bed?	100%	q12	How can I get bath towels that stay fluffy and absorbent without feeling scratchy?	0%	q23	What is the difference between cotton percale and cotton sateen sheets?	0%
q02	What are the best cotton sateen sheets for a silky hotel feel?	100%	q13	What should I sleep on if standard cotton bedding irritates my sensitive skin?	0%	q24	Does a high thread count really matter when buying luxury bed sheets?	0%
q03	What are the best crisp cotton percale sheets for hot sleepers?	88%	q14	How do I keep my duvet insert from shifting and bunching inside the duvet cover?	0%	q25	Are expensive direct-to-consumer bed sheets actually worth the money over department store brands?	50%
q04	What is the best luxury bedding brand for direct to consumer sheets?	88%	q15	What are the best high-end cotton sheet sets under \$200?	88%	q26	How do I choose between a real down comforter and a down alternative comforter?	0%
q05	What is the best all-season down comforter for everyday home use?	100%	q16	Which luxury bed sheets have deep pockets that fit 16-inch queen mattresses?	88%	q27	Are Brooklinen Luxe Sateen sheets worth the hype and price?	100%
q06	What are the best thick, super plush bath towels that stay soft?	88%	q17	What are the top OEKO-TEX certified organic cotton sateen sheets?	0%	q28	Brooklinen vs Parachute sheets: which brand has better durability?	100%
q07	What is the best washed linen duvet cover set for master bedrooms?	38%	q18	Which luxury bedding sets offer lightweight linen specifically sized for king beds?	62%	q29	Do Brooklinen sheets rip easily or shrink after multiple washes?	100%
q08	What are the best luxury king bed sheets that do not pill?	62%	q19	Parachute vs Boll & Branch: which brand has better quality bed sheets for the price?	12%	q30	Are Brooklinen Classic Percale sheets good for hot sleepers?	100%
q09	How do I keep my bed cool at night if I overheat constantly?	0%	q20	Is Cozy Earth bamboo bedding actually cooler than Boll & Branch cotton sheets?	0%	q31	How do Brooklinen Super-Plush bath towels hold up over time?	100%
q10	How can I make my apartment bed feel like a 5-star luxury hotel bed?	0%	q21	Parachute vs Quince linen sheets: is the higher price tag worth it?	0%	q32	Is the Brooklinen Dreamweave Waffle Robe true to size and absorbent?	100%
q11	How do I stop my fitted sheets from popping off the corners of a deep mattress?	25%	q22	What are the best alternatives to Parachute for plush bath towels and robes?	100%			

HOW WE MEASURED

What we asked, who we asked, and how to read it

Assistants. ChatGPT (gpt-6-luna), Claude (claude-sonnet-5-5), Gemini (gemini-3.8-flash), Perplexity (sonar). Each question was asked 2 times per assistant on October 26, 2026, exactly as written, with live web search on. These are the assistants' own APIs; the apps can differ, especially for signed-in users.

Questions. 32 questions a buyer of luxury bedding would ask, written from Google search demand, People Also Ask and real questions people put to AI. 26 don't name Brooklinen; every share in this report is counted on those.

Reading the answers. Every answer was read for the brands it names, the one it picks first, how it treats Brooklinen, the facts it states and the sites it cites. Facts were checked against brooklinen.com's own pages.

How steady this is. Asked the same question again, an assistant made the same call on Brooklinen 93% of the time. Read single questions as direction; the totals are the reliable read.

Search volumes. Google US monthly searches for the search that asks what each question asks; where that search is too rare to measure, the broader search it sits under, marked ~. Google results are one capture and move day to day.

Rivals. We picked Parachute, Boll & Branch and Cozy Earth for this sample, as the rivals buyers weigh Brooklinen against. The share chart counts every brand the assistants named, so others, like Quince, show up on their own.

The evidence. The HTML version of this report holds all 256 answers, word for word, with the sites each one cited.