

Minty's Prompt Watch™



Week Of October 12–25, 2026



Minty's Prompt Watch TM

Methodology

Minty tracks AI shopping prompts on its platform and from Minty's PromptToSaveTM generator that provides prompts to use on AI platforms including Minty, ChatGPT, Claude, Gemini, Grok, Microsoft Co-Pilot, Muse and Perplexity.

Results are summarized and ranked by prompt themes and by e-commerce categories and brands. The report covers Monday through Sunday over two weeks and is posted on the first business day following the close of the week.

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Minty's Prompt Watch TM

Gift ideas become number one prompt the past two weeks October 12–25.

Minty's Smart Shopper Holiday Study forecast is coming to fruition as people are shopping smarter assisted with AI, cashback and savings apps, and shopping earlier to extract more value from their dollars.

The National Retail Federation is now projecting 2026 sales to reach \$1.013 trillion in total sales (excluding auto dealers, gas stations, and restaurants) with **Year-over-Year Growth** up 4.2% compared to the 3.1% growth (\$972 billion) recorded in 2025.

Before consumers buy, the majority have reported they are often asking AI. In the past two weeks their AI focus has shifted to Gift Idea generation, which has taken over as the number one prompt on the Minty network over Dupes or any prompt for Big Box e-tailers. Big Box e-tailer prompts are still substantial, but consumers are also looking across all major shopping categories.

Three signals for the holiday season

01

Gift idea generation tops brand prompts

Gifts were 39% of prompt themes and used by more shoppers than all other themes not e-tail brand specific combined.

02

Gifts, Dupes, and Trips made up $\frac{2}{3}$ of searches without brands

A significant increase in prompts without brand names are up 3X.

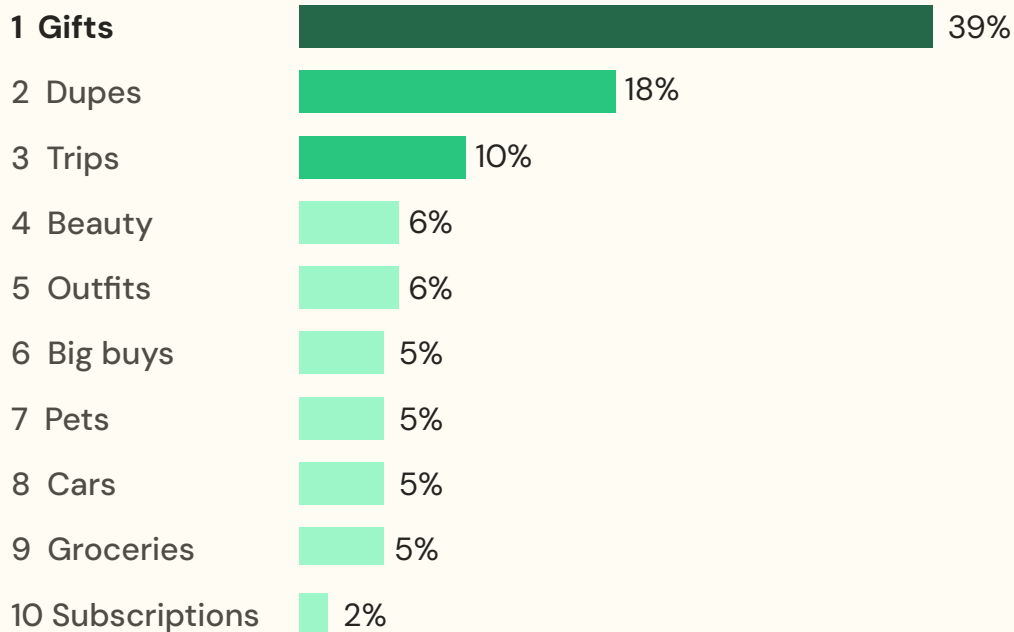
03

Premium brands gain on Big Box

Big Box is still the top of all brand searches by category, but some Big Box brands are being passed by premium, super premium and value brands.

WHAT SHOPPERS ASKED AI FOR

Gifts led all 10 prompt themes



39%

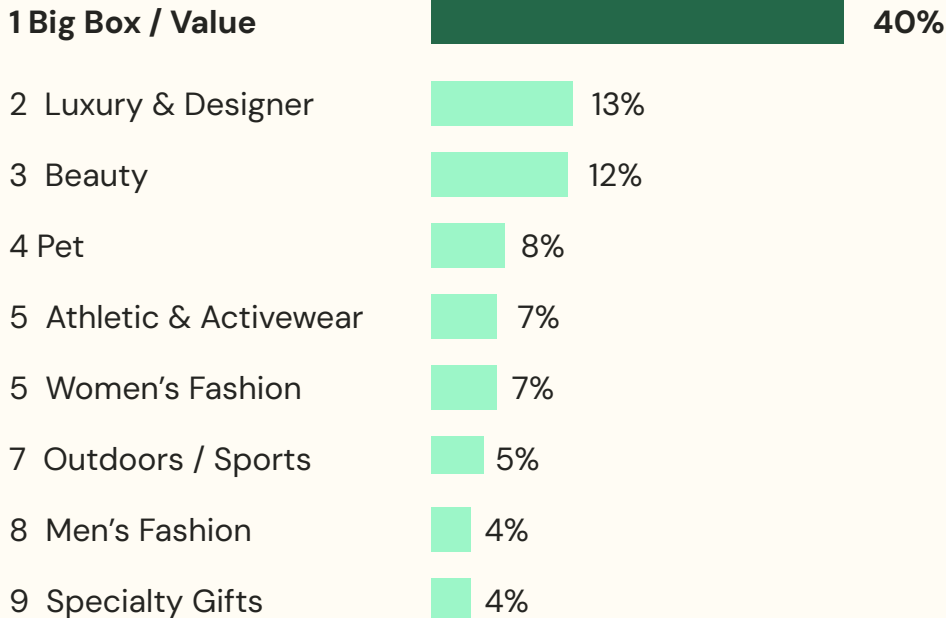
of theme views went to Gifts, up from 16% in the prior two weeks.

67%

of theme prompts went to the top three: Gifts, Dupes and Trips.

WHERE SHOPPERS STARTED

Everyday value led retailer prompts



40%

of retailer prompts were for everyday-value stores.

25%

of all e-tailer prompts were for Luxury or Beauty stores, up from 15% in the prior two weeks.

BRANDS BY CATEGORY

The top 5 brands prompted in every category

#	Category	Top 5 brands, in order
1	Big Box / Value	Amazon · Walmart · Costco · Temu · Target
2	Luxury & Designer	Mytheresa · Balenciaga · Carolina Herrera · Dior · Burberry
3	Beauty	Sephora · CeraVe · DedCool · Glossier · Jones Road Beauty
4	Pet	Chewy · Bark · American Service Pets · Biocraft Pet · Native Pet
5	Athletic & Activewear	Adidas · Nike · New Balance · NOBULL · Hoka
6	Women's Fashion	Abercrombie & Fitch · Aritzia · Anthropologie · Mango · Zara
7	Outdoors / Sports	Bass Pro Shops · Academy Sports · Cabela's · Columbia · Dick's Sporting Goods
8	Men's Fashion	Marine Layer · Levi's · Brooks Brothers · Buck Mason · Carhartt
9	Specialty Gifts	Bath & Body Works · 1-800-Flowers · Bouqs · GiftTree · Olive & Cocoa

Minty Prompt Watch | Brands ranked by shoppers opening each store's prompts; ties broken by page views, then alphabetically. | Source: Minty first-party web data, Oct 12-25, 2026

Top 30 brands prompted

- | | | |
|----------------|-----------------------|-----------------------------|
| 1) Amazon | 11) Bass Pro | 21) Balenciaga |
| 2) Walmart | 12) Bath & Body works | 22) Carolina Herrera Parfum |
| 3) Sephora | 13) Dollar General | 23) Cerave |
| 4) Mytheresa | 14) Marine Layer | 24) Five Below |
| 5) Costco | 15) Nike | 25) Levi's |
| 6) Chewy | 16) Aritzia | 26) New Balance |
| 7) Abercrombie | 17) Academy Sports | 27) Nobull |
| 8) Temu | 18) Anthropologie | 28) Dior |
| 9) Adidas | 19) Bark | 29) Kohl's |
| 10) Target | 20) Best Buy | 30) 1-800-Flowers |

The top items people are prompting

Takeaways for Prompt Watch:

- 1) **Holiday gifting is underway for family members**, typically in the \$50–\$150 range.
- 2) **Mom comes first for Holiday Gifts ranking**: 1) Mom, 2) Wife, 3) Sibling, 4) Dad, 5) Kids, 6) Friends
- 3) **E-tail deal checks**: Amazon led followed by Walmart, Costco, Mytheresa, Nike and Sephora.

Items shoppers prompted

- 1) **Gifts of all kinds** from coffee makers to luxury fashion, beauty, toys and electronics.
- 2) **Dupe prompts are used most for**: 1) Beauty products, 2) Fashion, 3) Electronics, 4) Shoes, 5) Activewear
- 3) **Trips tied to holiday travel** were up significantly.

Contact us



Contact: Minty@fletchergroupllc.com