REFINA

Original Research

Who AI Recommends in Dubai

A summary of 2,175 answers from five AI assistants to 145 buyer questions

22 categories, three runs of every question, collected 21 October to 4 November 2026

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What the Research Found

Refina put 145 questions in 22 categories, written the way buyers ask them, to ChatGPT, Gemini, Perplexity, Claude and Google's AI search, three times each, from 21 October to 4 November 2026. Every one of the 2,175 answers was stored in full and checked by name, to show which Dubai businesses the assistants recommend and how often that list changes.

Founder led Dubai businesses named in no answer

116 of 146

In the seven categories researched in October

666
Businesses named across the 22 categories

98
Named by all five assistants, 15 per cent

269
Named by one assistant only, 40 per cent

348
Had their own website cited, 52 per cent

Founder Led Businesses Named in No Answer

Checked against their own category's questions

CATEGORY	CHECKED	NAMED IN NO ANSWER	
Fine jewellery	50	42	
Business setup services	35	29	
Luxury car dealers	23	16	
Car exporters	23	17	
Used car showrooms	15	13	
Bullion dealers	2	1	
ALL CATEGORIES, EACH BUSINESS COUNTED ONCE	146	116	79 per cent

Two bullion businesses were checked in fine jewellery as well, so the category rows add to 148 businesses checked and 118 named in no answer, and the final row counts each business once. Aesthetic clinics and the 15 categories added from 28 October drew their founder led businesses from the names the assistants gave, so they carry no absence figure.

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Who the Assistants Name

The 22 Categories Researched

Every question asked three times on each assistant

CATEGORY	QUESTIONS	ANSWERS	BUSINESSES NAMED	TEN MOST NAMED
Fine jewellery	40	600	72	57 per cent
Dental clinics	5	75	44	60 per cent
Bullion dealers	5	75	41	61 per cent
Recruitment firms	5	75	40	62 per cent
Aesthetic clinics	5	75	39	64 per cent
Ladies salons	5	75	35	64 per cent
Luxury car dealers	5	75	47	66 per cent
Used car showrooms	5	75	32	66 per cent
Car exporters	5	75	32	67 per cent
Interior design studios	5	75	32	70 per cent
Business setup services	5	75	40	72 per cent
Hair restoration clinics	5	75	29	72 per cent
Pre owned luxury watch dealers	5	75	22	75 per cent
Fine dining restaurants	5	75	25	80 per cent
Boutique law firms	5	75	20	81 per cent
Luxury car rental	5	75	24	81 per cent
Luxury wedding planners	5	75	22	82 per cent
Boutique hotels	5	75	21	83 per cent
Fertility clinics	5	75	17	85 per cent
Yacht charter companies	5	75	19	85 per cent
Bespoke tailors	5	75	23	87 per cent
Luxury real estate brokerages	5	75	16	89 per cent
ALL 22 CATEGORIES	145	2,175	666	

For businesses named and the ten most named, the fine jewellery row uses five of its 40 questions, following the same five question pattern as the other categories, so every row compares 75 answers, 1,650 in all. The total of 666 counts each business once, so a business named in more than one category appears in several rows and once in the total.

> *In each of the 22 categories, the ten most named businesses took between 57 and 89 per cent of all mentions.*

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How Often the Answers Change

In fine jewellery, the same question asked three times returned a different set of the twenty tracked brands in 77 per cent of question and assistant pairs.

ASSISTANT	QUESTION PAIRS	CHANGED BETWEEN RUNS	SHARE
ChatGPT	40	21	53 per cent
Perplexity	40	24	60 per cent
Claude	40	34	85 per cent
Google AI Overviews	40	36	90 per cent
Gemini	40	38	95 per cent
ALL FIVE	200	153	77 per cent

How the Research Was Carried Out

Most answers came through the assistants' own websites on a Dubai connection and the rest through search data services set to a Dubai location, each run in a new conversation. Google's AI search was read through AI Overviews in five categories and AI Mode in 17. A business counts as named when its name or a common spelling appears in the answer, and as cited when its own website appears among the sources. The figures describe October and early November 2026, since AI answers drift over days and weeks.

Using These Figures

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Each category's full report, with the questions asked and the answers behind every figure, is available on request at contact@refina.ae.

With warm regards

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