

# Reddit's breakout year in search

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We analyzed three BrightEdge datasets spanning up to 14 months. The answer is bigger than the headlines suggested.

# Reddit did not creep up the rankings. It broke out.

Reddit nearly doubled its AI citations in six months and multiplied its tracked search footprint many times over in a year. But every BrightEdge dataset tells the same second-act story: the explosion has settled into a dramatically higher baseline, and where Reddit shows up now depends entirely on which engine you ask.

**33x**

Growth in tracked search footprint,  
June 2025 to February 2026

**+84%**

AI citation growth in six months,  
February to July 2026

**~150x**

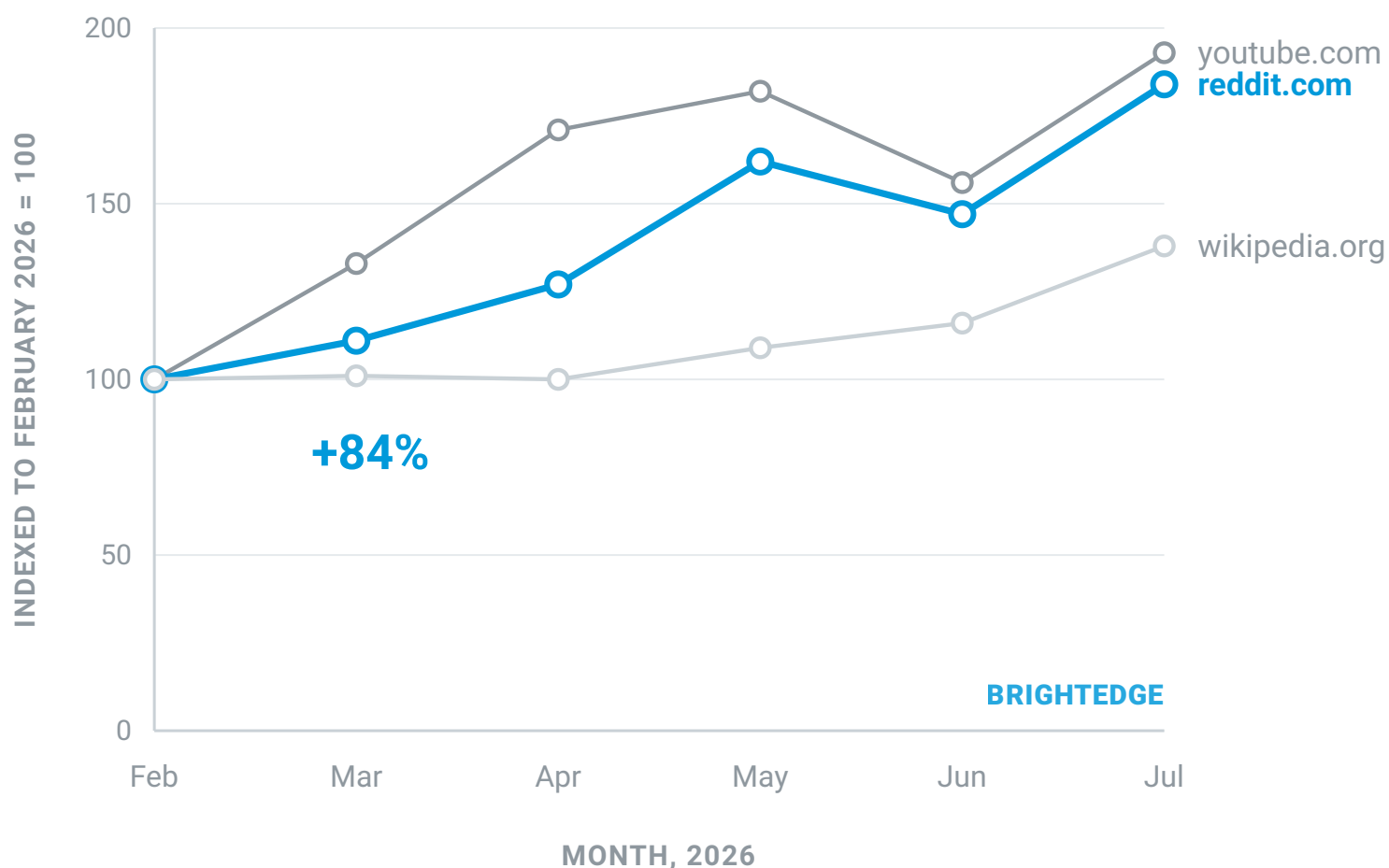
Peak estimated visibility against the  
June 2025 baseline, paid and organic

**May 2026**

Reddit passes Wikipedia in ChatGPT  
citations, the first crossover in the  
tracked window

Since the February 2026 peak, the numbers have not kept climbing. They have **consolidated at a level many times higher** than a year ago. For brands, the question is no longer whether Reddit is visible in your category. It is which Reddit content is already shaping what buyers see.

# Reddit's AI citations nearly doubled

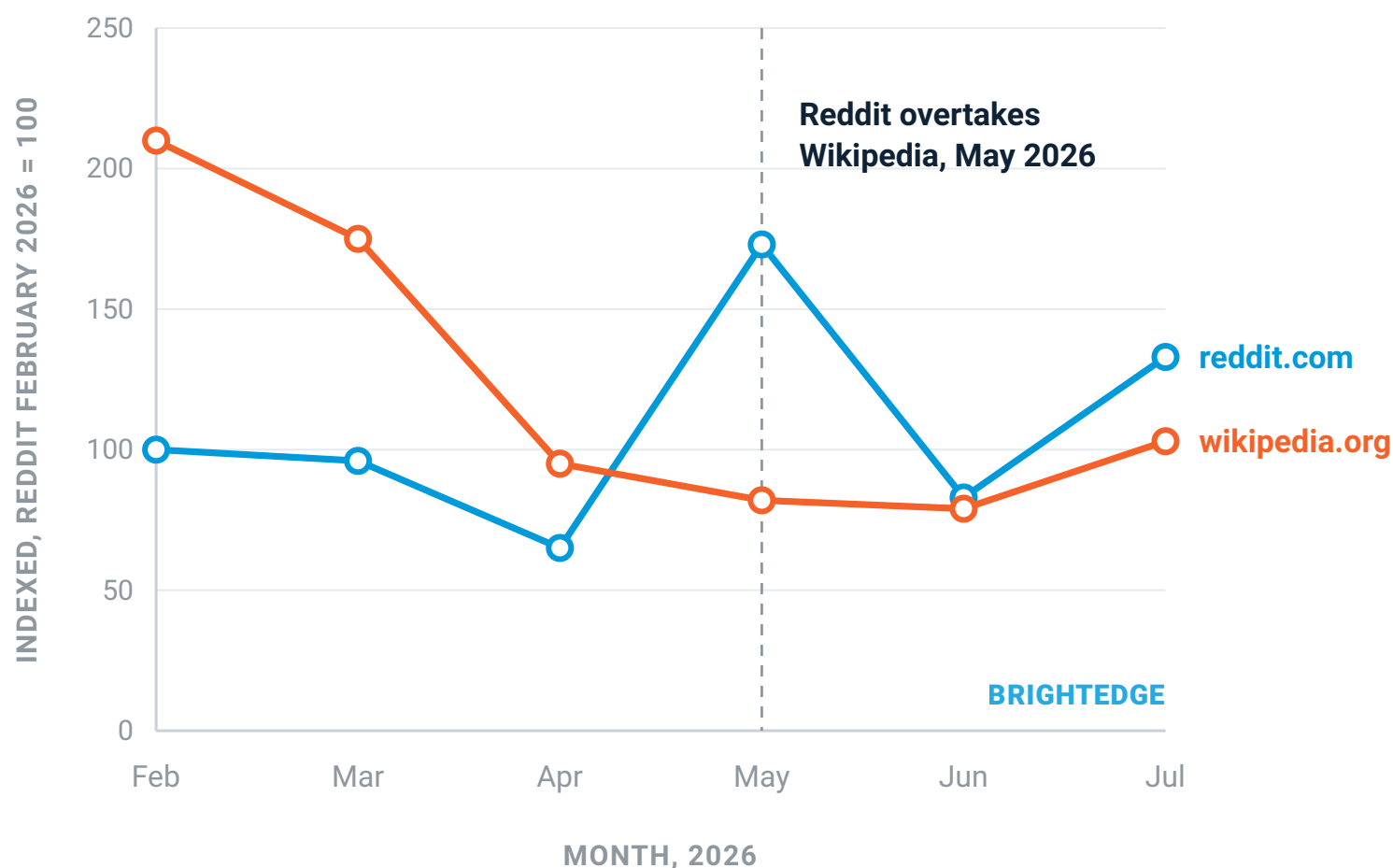


**Figure 1.** Monthly AI citations by platform, February to July 2026, indexed so each platform starts at 100. Vertical axis shows relative citation growth. Horizontal axis shows month.

Source: BrightEdge Insights from AI Hyper Cube, United States.

Reddit's AI citations grew roughly 84% between February and July 2026. Wikipedia grew around 37% over the same window. YouTube remained the volume leader throughout and grew fastest in percentage terms, from a far larger base.

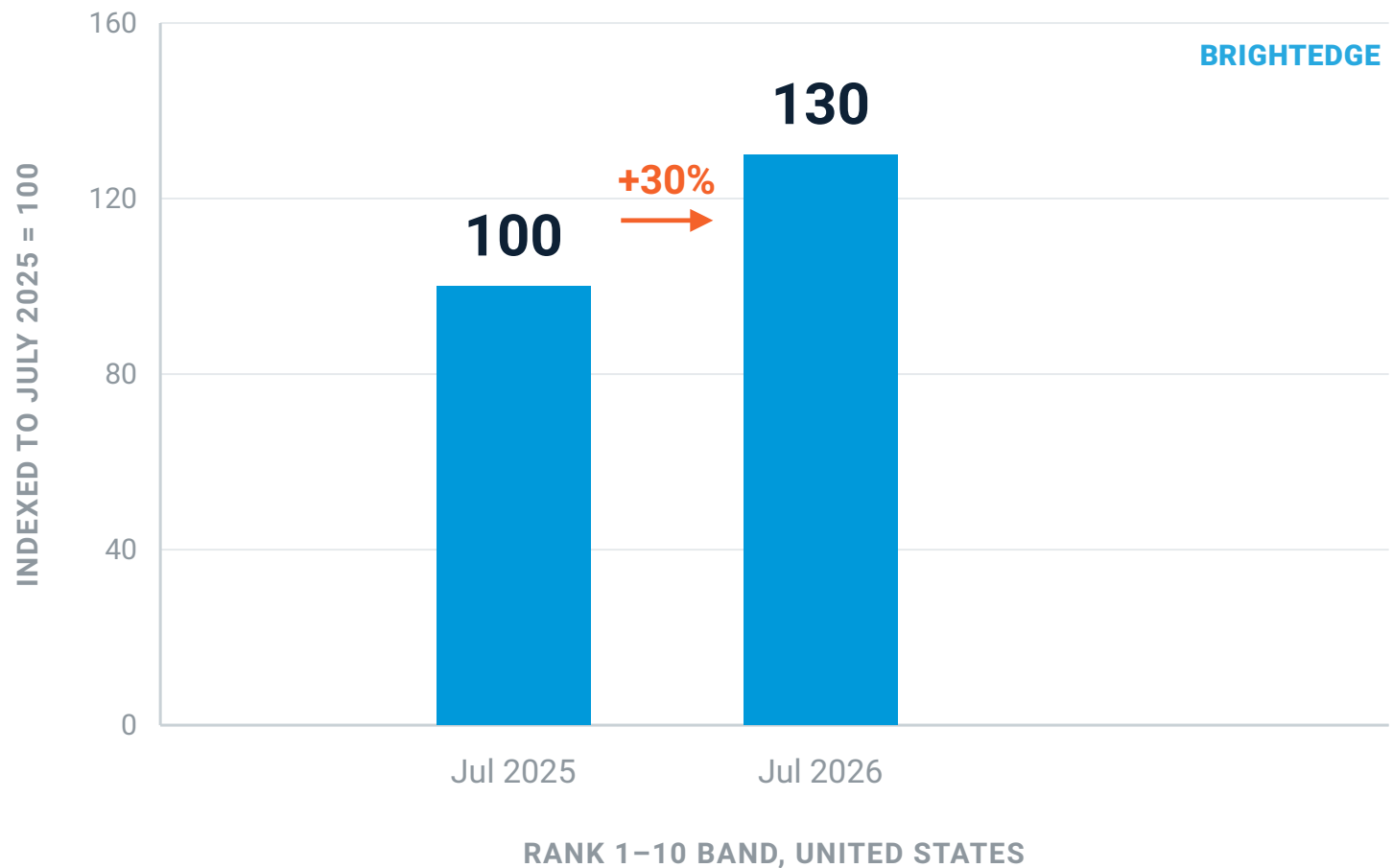
# Inside ChatGPT, Reddit overtook Wikipedia



**Figure 2.** ChatGPT citations, Reddit versus Wikipedia, February to July 2026, indexed to Reddit February 2026 so relative position is preserved. The May 2026 crossover is marked. Horizontal axis shows month.  
Source: BrightEdge Insights from AI Hyper Cube, engine-level breakout, United States.

Reddit passed Wikipedia in ChatGPT citations in May 2026, while Wikipedia's ChatGPT citations fell by around half across the window. Google AI Overviews still accounts for roughly 88% of Reddit's total AI citation volume. The two engines also use Reddit differently. Google co-cites it with YouTube, TikTok and retail sites. ChatGPT co-cites it with dictionaries, Healthline and the Mayo Clinic.

# Reddit did not just rank more. It ranked higher.

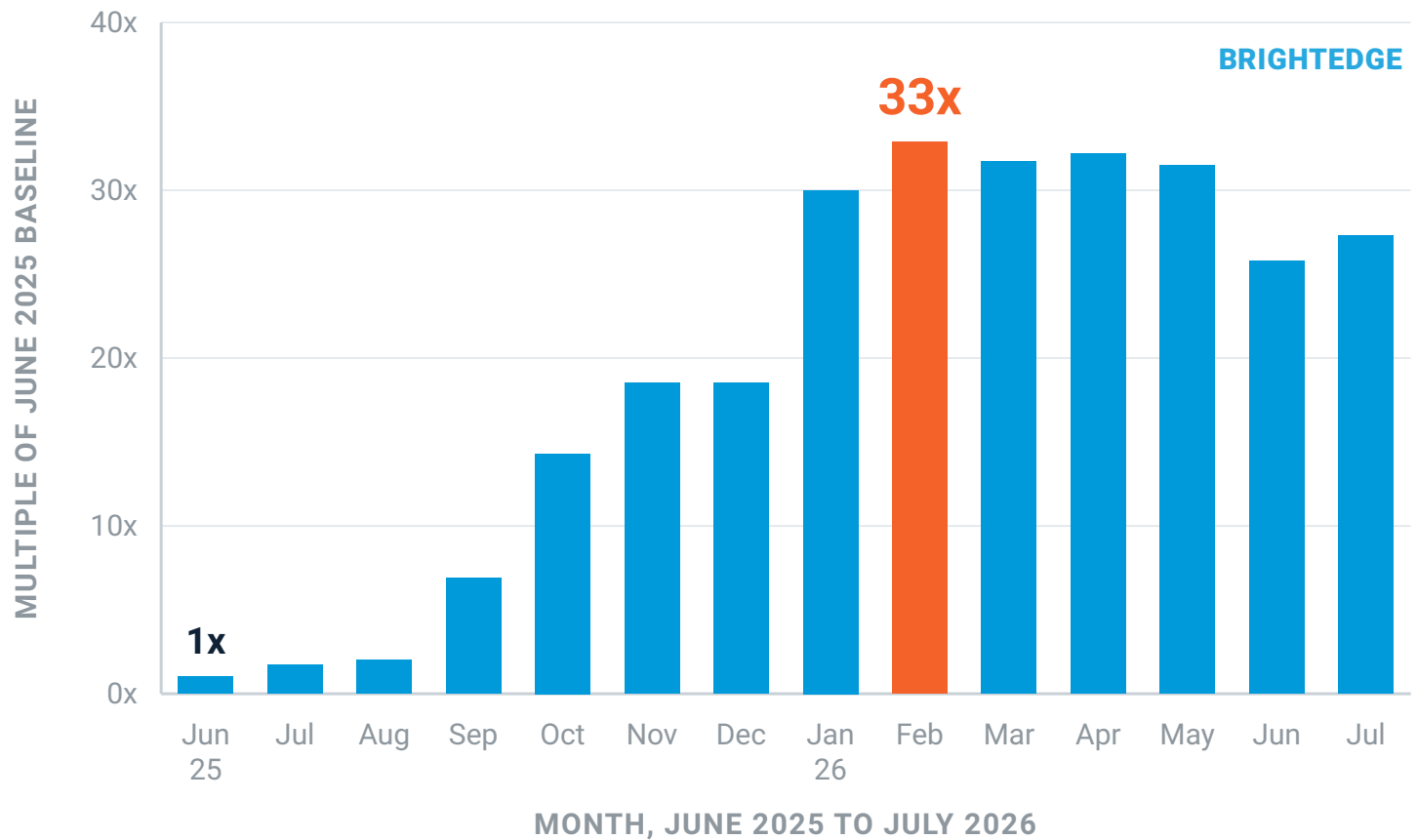


**Figure 3.** Reddit organic ranking footprint in the rank 1 to 10 band, July 2025 versus July 2026, indexed to July 2025 = 100. Horizontal axis shows the comparison period.

Source: BrightEdge Insights from Data Cube X, United States. Each BrightEdge source measures a different keyword universe, so figures are shown as growth against their own baseline rather than compared across sources.

Reddit's top-10 organic ranking footprint grew roughly 30% across the year even as its broader long-tail footprint softened. The total footprint peaked around January and February 2026, but the decline came from the rank 31 to 100 band, while the top-10 band kept climbing.

# An explosion, then a plateau



**Figure 4.** Reddit tracked search footprint across all listing types, June 2025 to July 2026, shown as a multiple of the June 2025 baseline. Horizontal axis shows month.

Source: BrightEdge Insights from BrightEdge Expert Services. Paid and organic listings, United States.

Reddit's tracked search footprint grew roughly 33x between June 2025 and February 2026. Since the peak it has settled at around 26 to 32 times the June 2025 baseline. The land grab is largely over. What remains is a sustained, dramatically larger Reddit presence in the SERP.

# Your Reddit visibility playbook

1

## **Audit before you participate**

Find what Reddit content AI already cites for your category. A thread you did not write may already be answering questions about your brand at the moment of decision.

2

## **Treat the two engines differently**

Google AI Overviews carries the volume. ChatGPT is where Reddit overtook Wikipedia in citations. A single Reddit strategy will not serve both surfaces.

3

## **Watch position, not just presence**

Reddit's top-10 organic band kept climbing while its long tail normalised. Track where Reddit ranks against your terms, not simply whether it ranks.

4

## **Participation is a judgement call**

Reddit visibility is not a mandate to post. Where a brand has a real community presence, participation is natural. Where it does not, forced participation reads as marketing and can backfire. Decide from what AI already cites, not from the growth number.

TRACK THIS IN YOUR CATEGORY

# See which Reddit threads are answering for your brand

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## AI Catalyst

See which Reddit threads AI engines cite for your prompts, and the sentiment attached to your brand when they do.

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## Data Cube X

Track Reddit's organic ranking overlap with your keywords, broken out by position band.

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## AI Hyper Cube

Monitor citation volume by platform and by engine, month over month, across Google AI Overviews and ChatGPT.

[Request a demo](#)