

Q1 - Supplier Survey Report

January 1 - March 31, 2026 | AEO/SEO Optimization



About Us

PMMI Media Group is not just a media provider, but a vital part of the industry's ecosystem, fostering connections, education, and growth between end users and suppliers in the market.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1,000 manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry and produces the world-class PACK EXPO portfolio of trade shows.

PMMI Media Group connects packaging and processing suppliers with the PMMI Trade Show audience through year-round engagement. Our portfolio features industry-leading brands such as Packaging World, ProFood World, Healthcare Packaging, OEM, and Mundo EXPO PACK

About the Survey

This survey reflects the voices of 276 respondents from packaging and processing solutions supplier companies. A survey is sent out covering a different topic every quarter and results are shared with PMMI Media Group prospects and customers to discover similar challenges, best practices, and more.

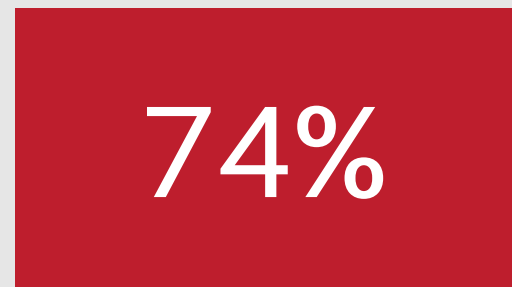
2026 Survey Results - Q1

Is your content/ web page optimized for AEO (AI Engine Optimization)/SEO (Search Engine Optimization)?

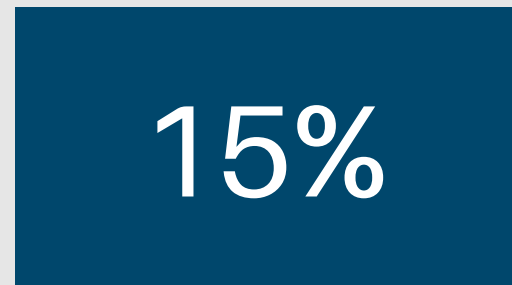


2026 Survey Results - Q1

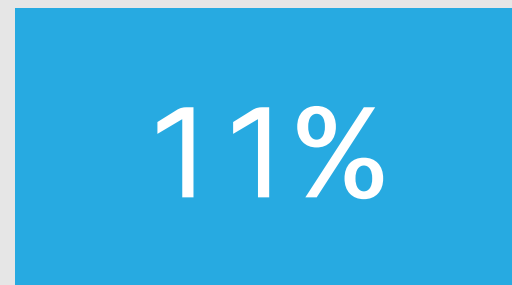
Does your team monitor web page performance?



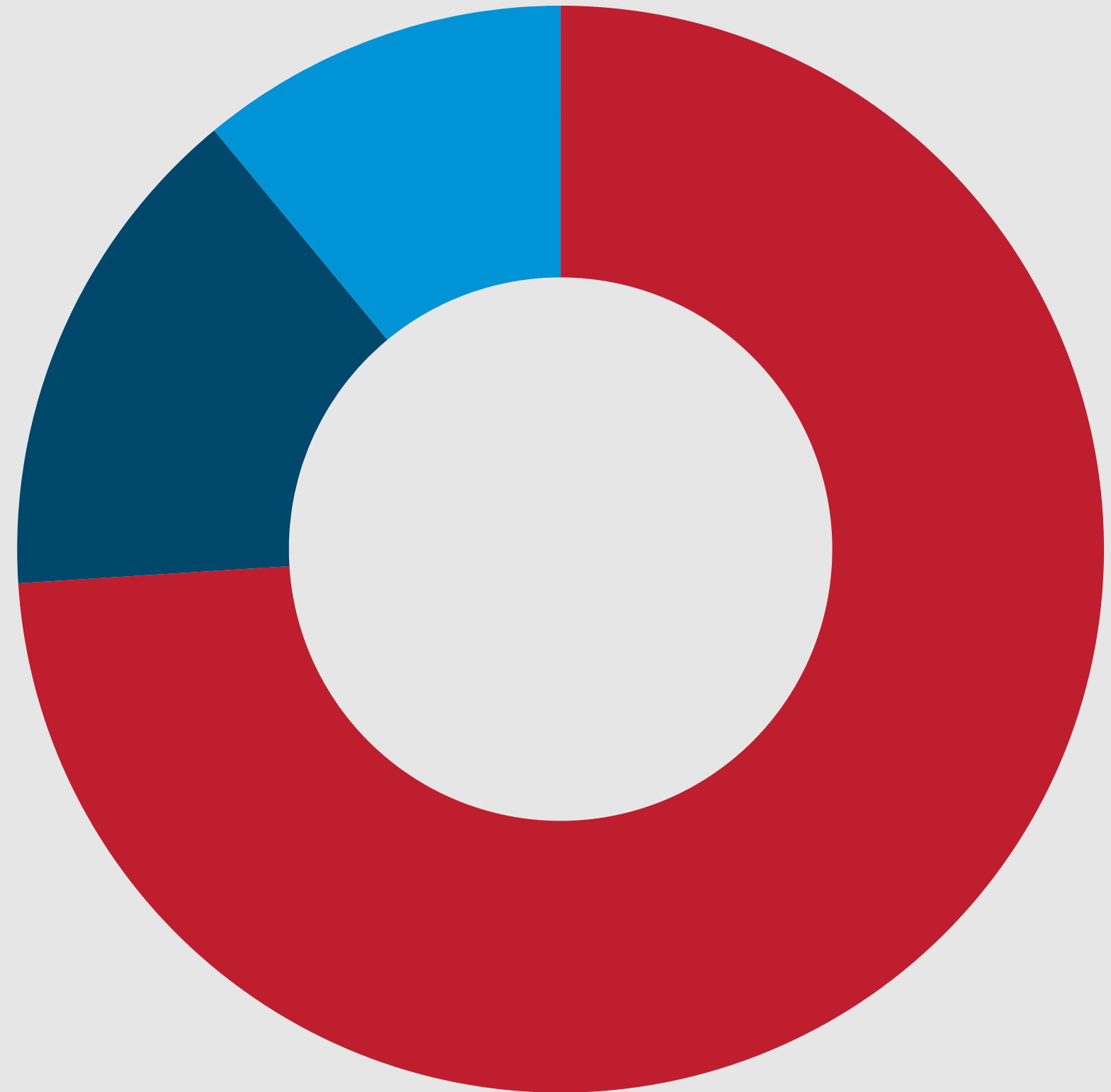
Yes



No

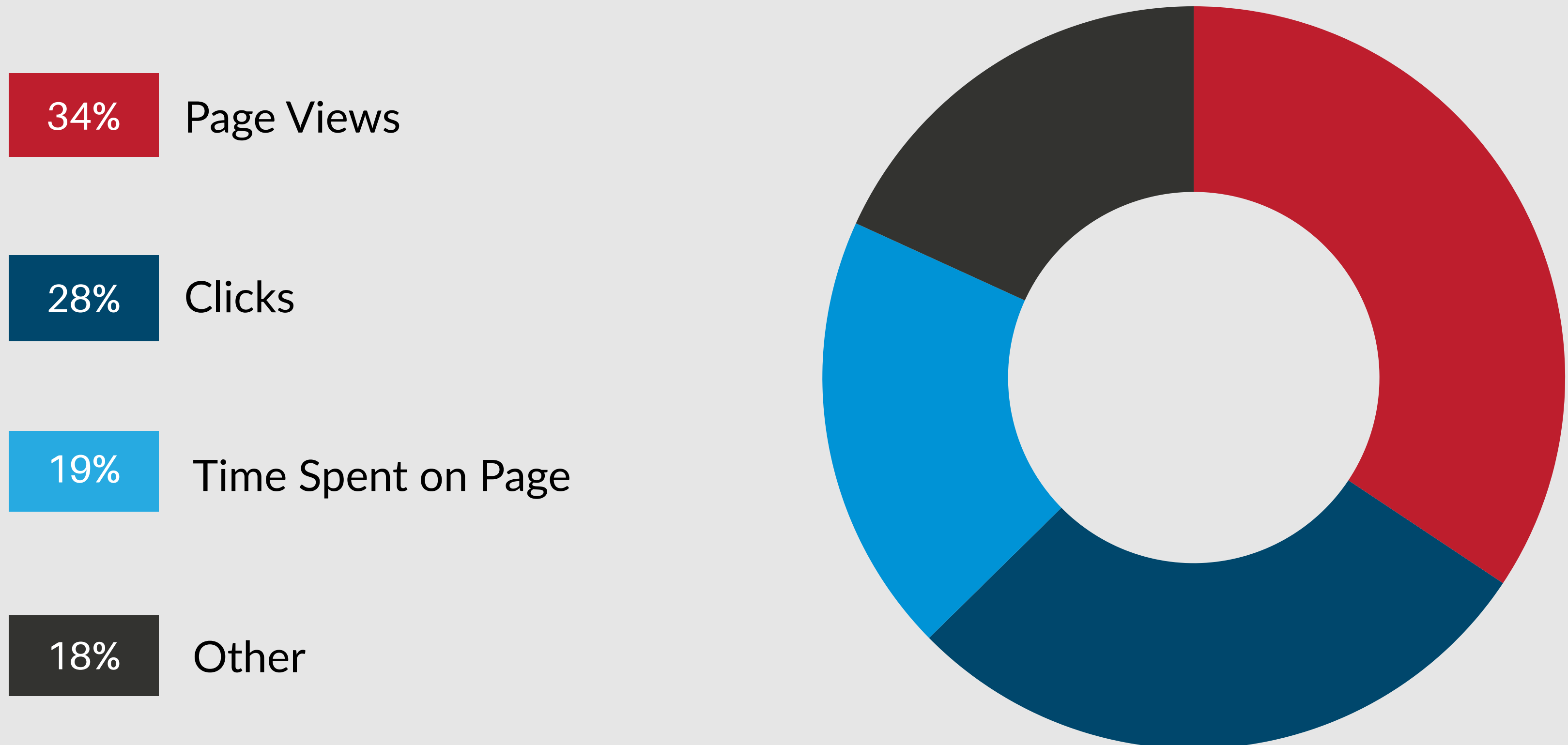


Unsure



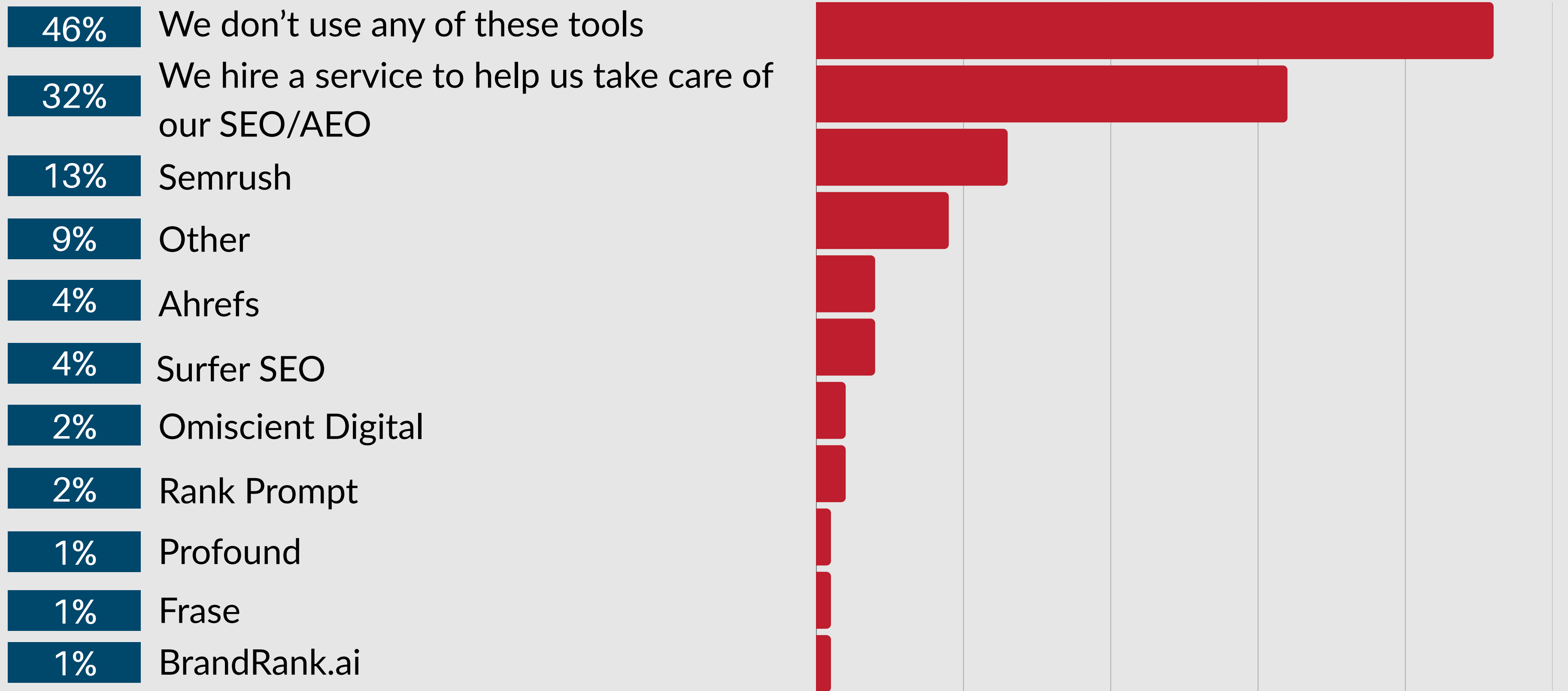
2026 Survey Results - Q1

What metrics do you use to monitor page performance?



2026 Survey Results - Q1

What tools do you use for AI search optimization? (Select all that apply)



2026 Survey Results - Q1

Has optimization for AEO/SEO come up in meetings/ strategy sessions with your leadership team?

46%

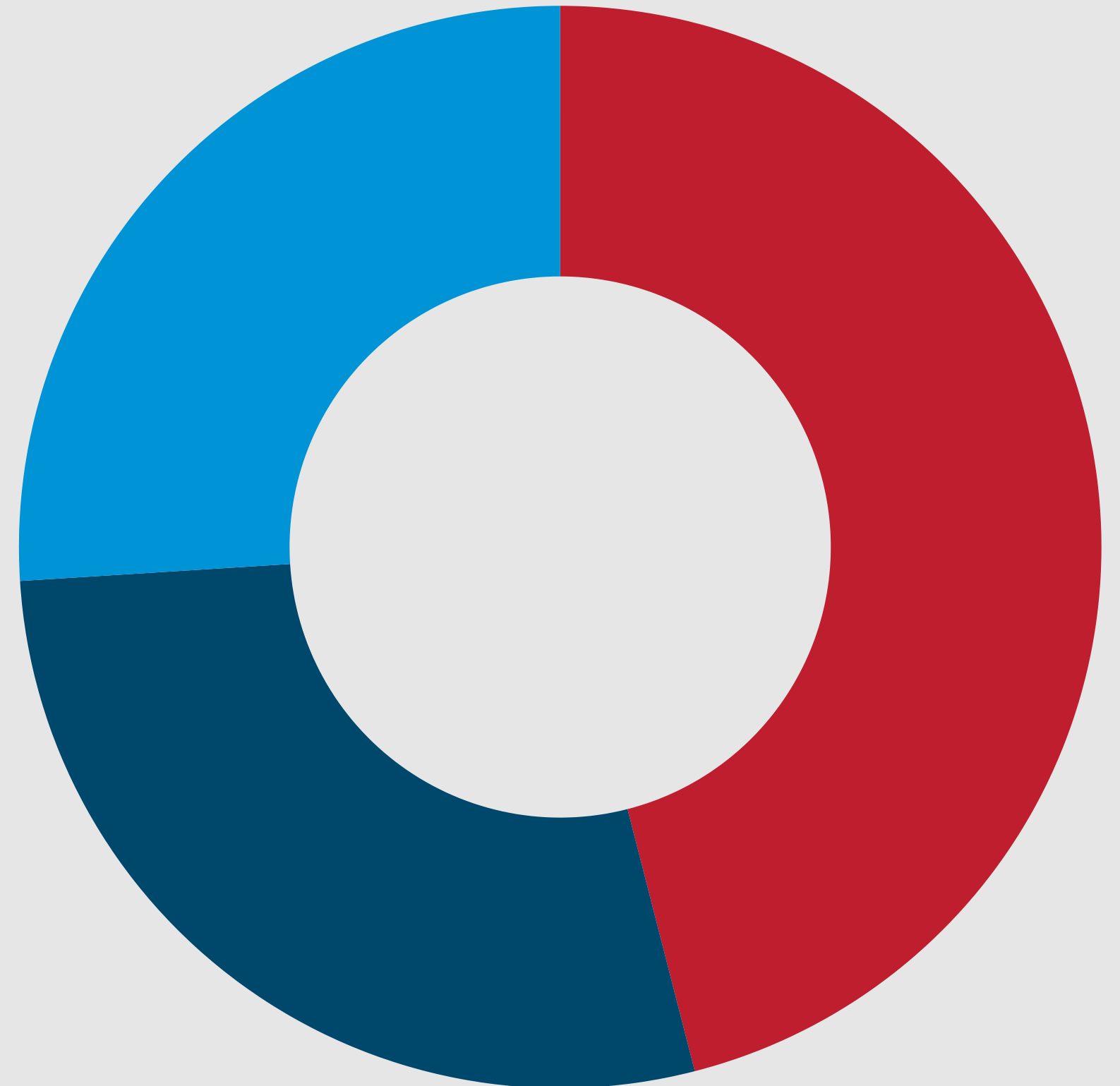
Yes, and we are trying to figure out how to implement a better strategy

28%

No, we haven't talked about it

26%

Yes, but not a priority





Key Takeaways

72% of respondents say their content/web page is optimized or somewhat optimized for AEO/SEO

74% of respondent companies monitor web page performance

46% Don't use any of the AI search optimization tools listed

32% of respondents hire a service to help with SEO/AEO

76% of companies have discussed AEO/SEO optimization with 46% actively working to implement better strategy

Testimonials

“

PMG has been a fantastic partner in helping us home in on our target markets while also breaking into new verticals.

”



Robbie Quinlin



“

PMMI Media Group has focused channels to reach decision makers in every category.

”



Justin Slarks,



Interested in reaching a qualified audience of CPG's? Get in touch to schedule an informational meeting with one of our representatives.

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