

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

H&M.

fashion retail · HQ: Sweden · Market: Sweden

MEAN ARI

62.0

RANK IN 66-BRAND COHORT

#15

How AI describes H&M across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



STRATEGIC SIGNALS

Three numbers that change the brief.

BILINGUAL PENALTY

-2.6

Home-language ARI (64.9) and English ARI (67.5) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.65

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

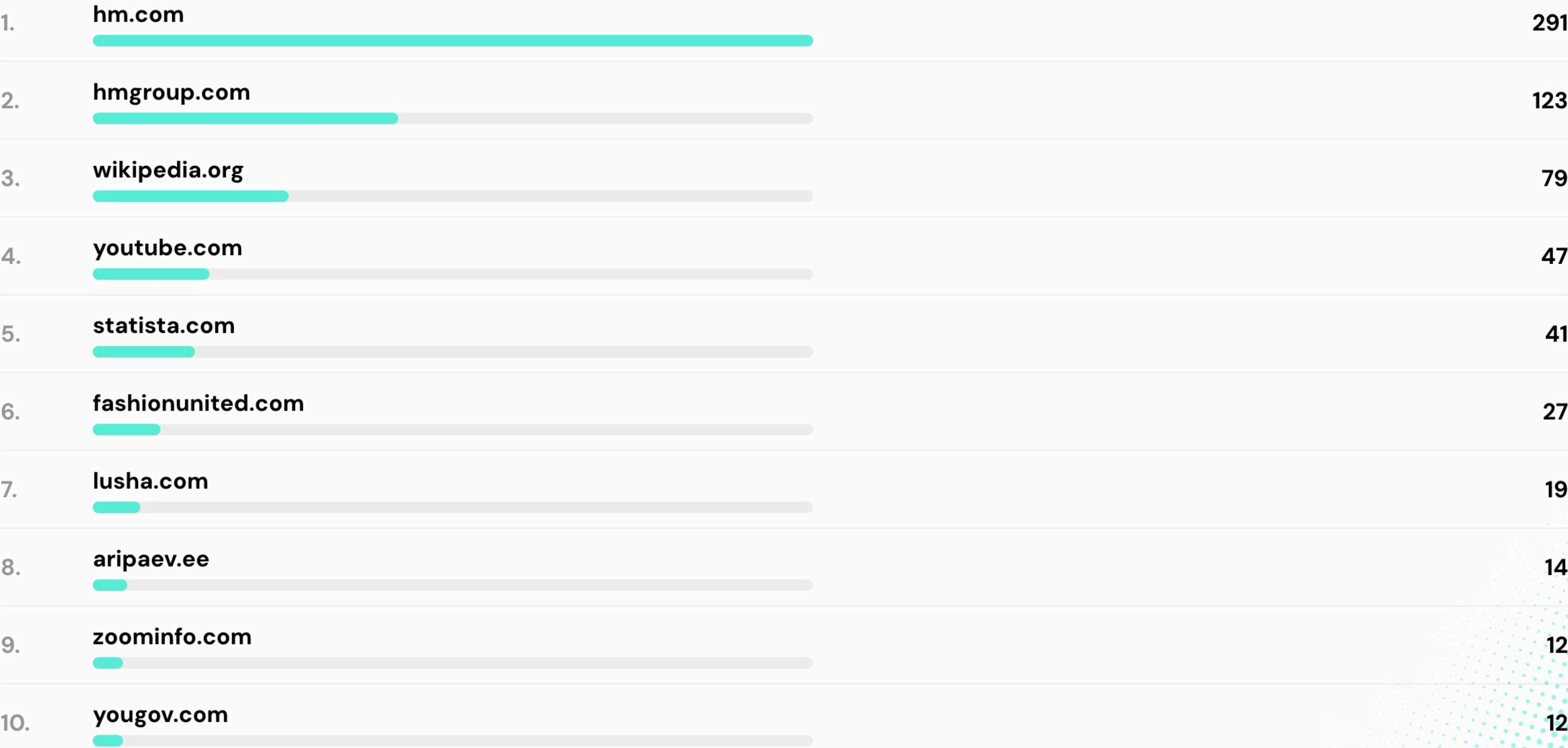
85%

Share of buyer-intent prompts where AI mentions H&M when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.26.

Where AI gets H&M's story.

Top 10 domains AI cited when asked about H&M, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

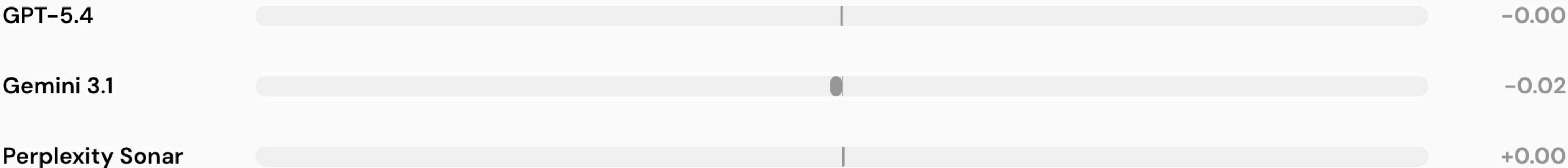
Distribution of source types in citations for H&M. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes H&M most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



Inter-model std: 0.011. Models broadly agree.

KEY TAKEAWAY

The so-what for H&M.

AI recommends H&M in 85% of buyer-intent prompts about retail in Sweden.

Distinctive strength

Balanced citation profile (HHI 0.65). Mid-concentration sourcing.

Opportunity

Mean sentiment-vs-recommendation gap is 0.26. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

H&M can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

dmitrij@rankfor.ai · Subject: Right of reply

Citation: Žatuchin, D. (2026). The Rankfor® Index 2026: Nordic-Baltic Edition. Rankfor.AI Research Report.
open.rankfor.ai/index-2026/brands · © 2026 Rankfor.AI