

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

IKEA.

furniture and home furnishings · HQ: Sweden · Market: Sweden

MEAN ARI

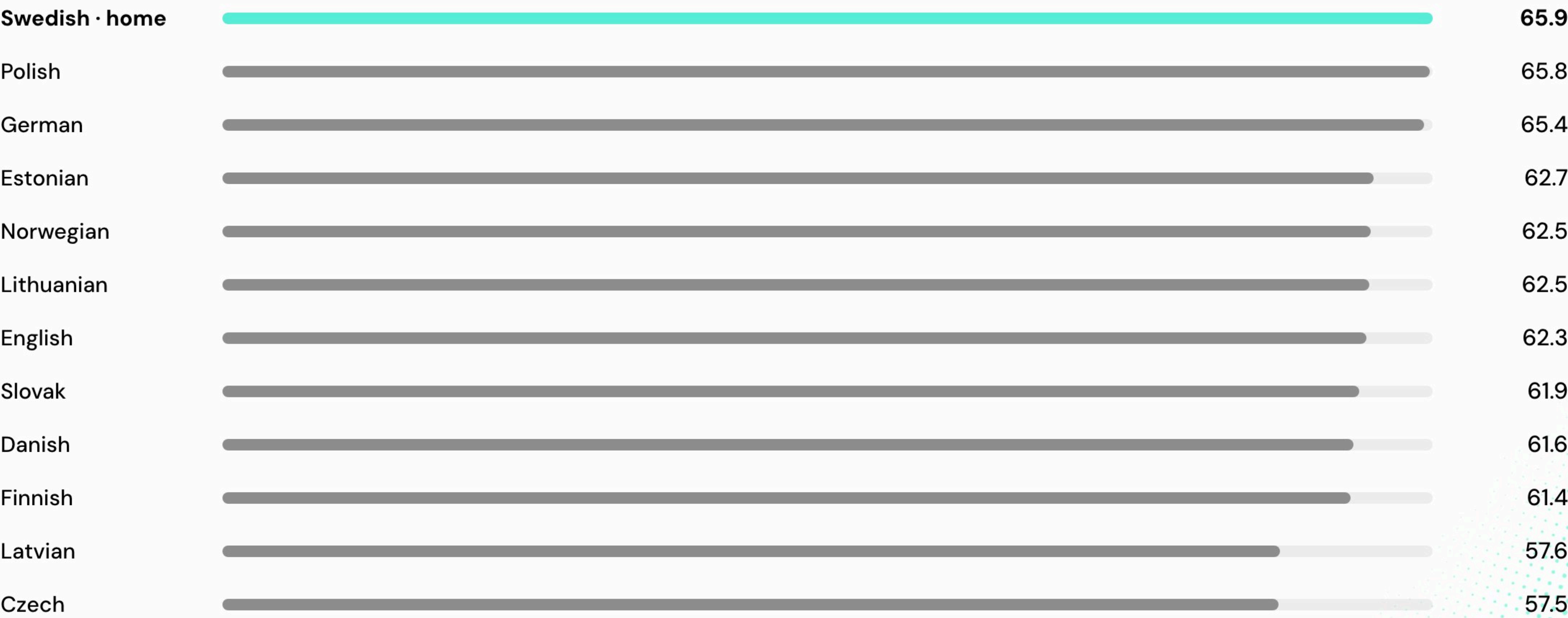
62.3

RANK IN 66-BRAND COHORT

#13

How AI describes IKEA 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

+3.6

AI is materially more positive in Swedish (65.9) than in English (62.3). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.44

Diverse citation base. Resilient to single-source bias. Requires broad-spectrum PR.

RECOMMENDATION SHARE

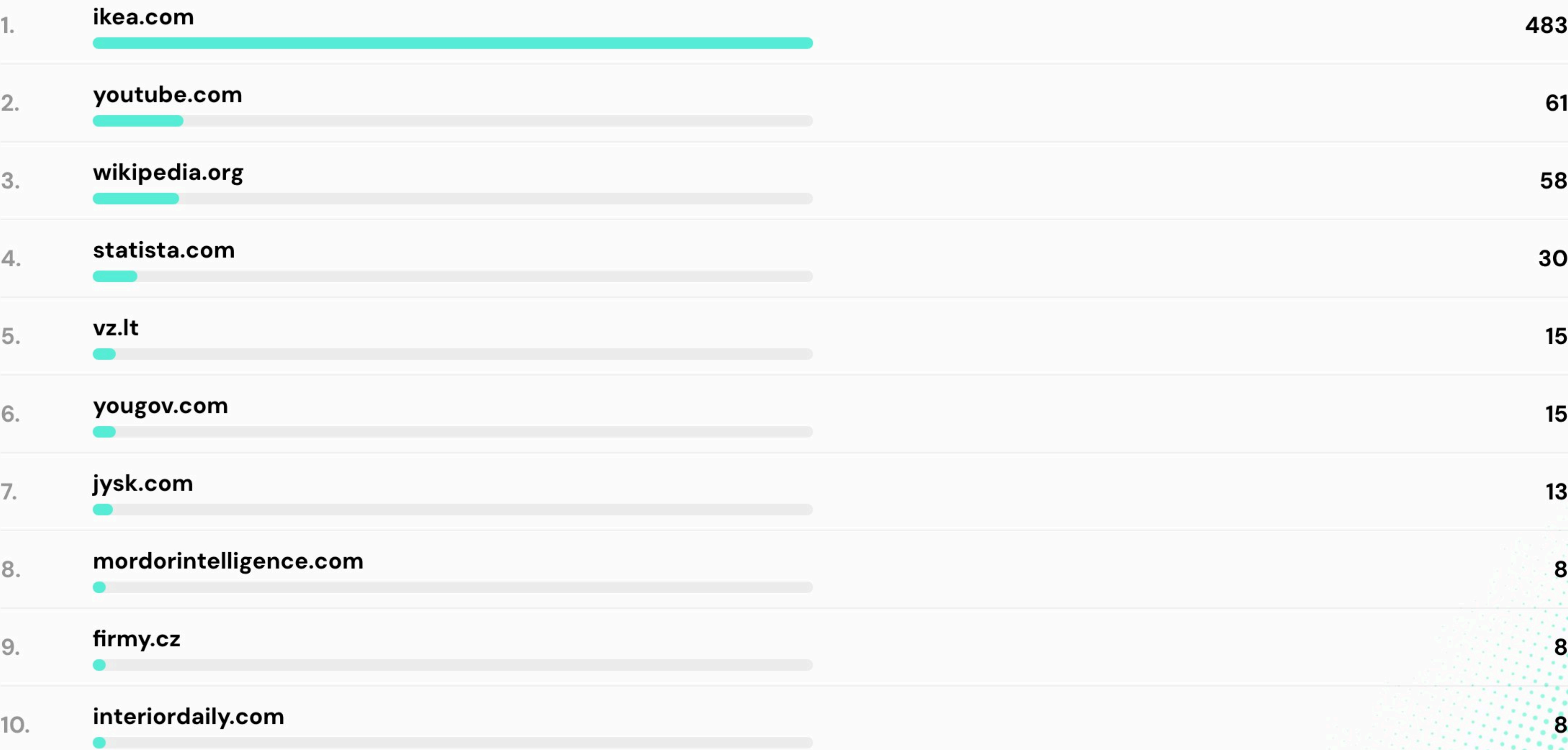
85%

Share of buyer-intent prompts where AI mentions IKEA when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.24.

Where AI gets IKEA's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

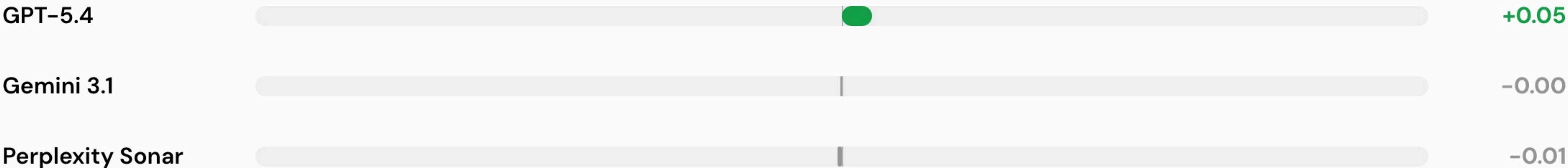
Distribution of source types in citations for IKEA. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes IKEA 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: 0.027. Models broadly agree.

KEY TAKEAWAY

The so-what for IKEA.

IKEA is a local AI champion: ARI 65.9 in Swedish vs 62.3 in English. A +3.6-point home-language boost.

Distinctive strength

Diverse citation base (HHI 0.44). No single source dominates.
AI narrative is broad and resilient to single-source bias.

Opportunity

International expansion will require dedicated English-language seeding. Home-market AI narrative does not translate.

RIGHT OF REPLY & CONTACT

IKEA 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

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