

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

Kesko.

grocery and hardware retail · HQ: Finland · Market: Finland

MEAN ARI

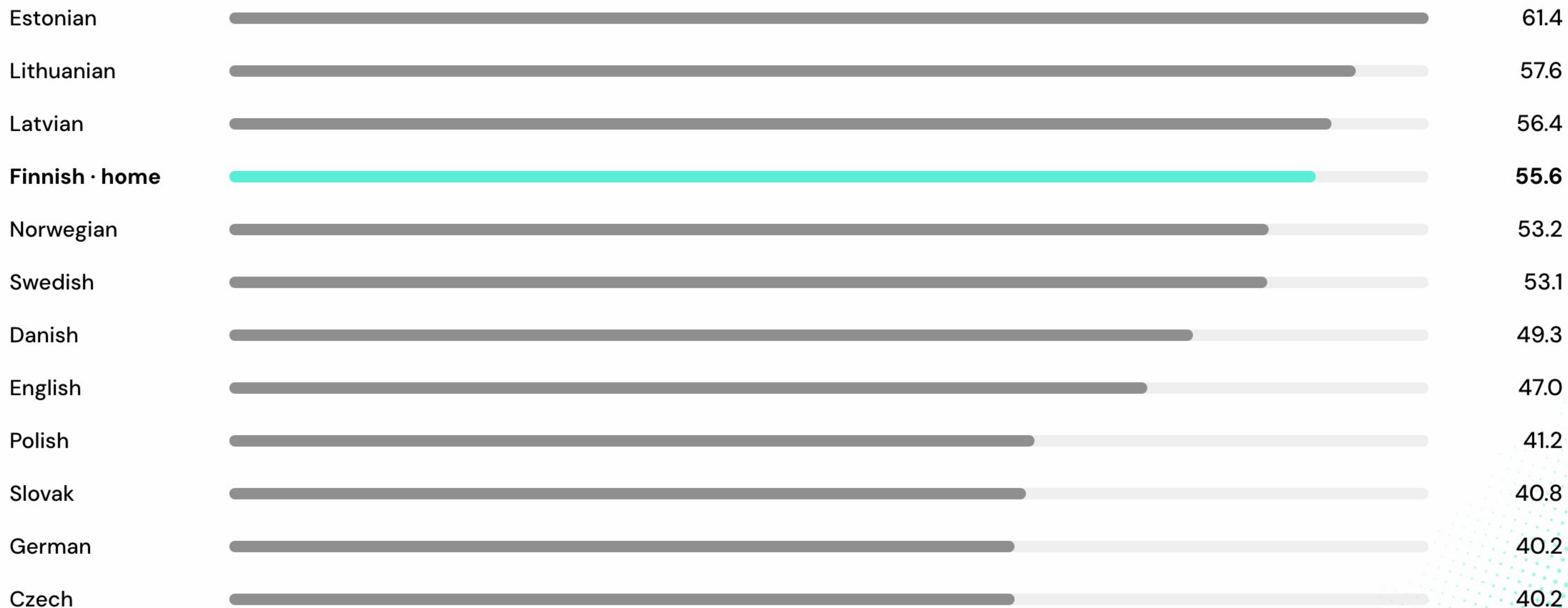
49.6

RANK IN 66-BRAND COHORT

#42

How AI describes Kesko 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

+8.6

AI is materially more positive in Finnish (55.6) than in English (47.0). Local AI champions inherit a positively-skewed home narrative.

CITATION CONCENTRATION

0.66

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

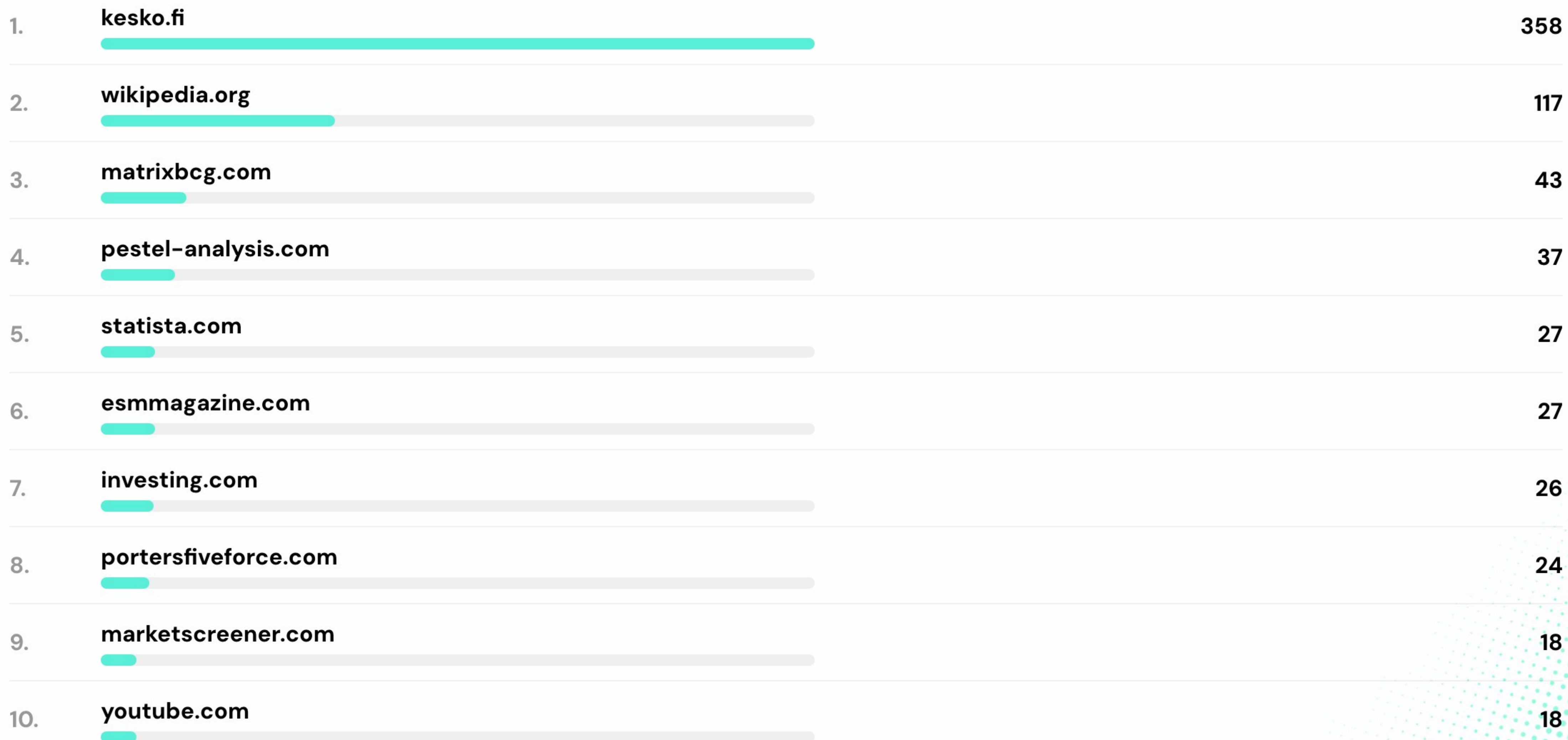
36%

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

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

Where AI gets Kesko's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

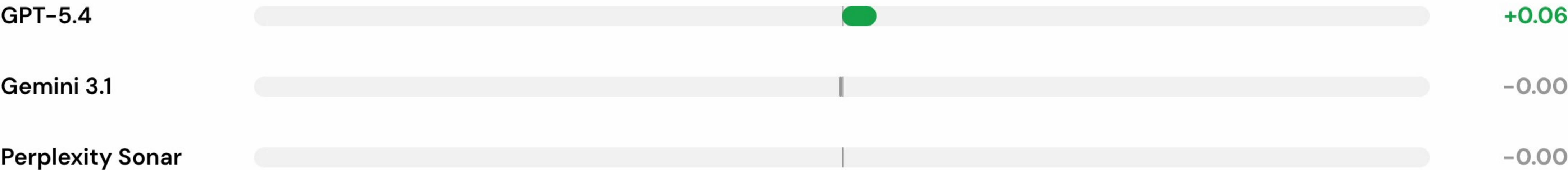
Distribution of source types in citations for Kesko. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Kesko 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: 0.029. Models broadly agree.

KEY TAKEAWAY

The so-what for Kesko.

Kesko is a local AI champion: ARI 55.6 in Finnish vs 47.0 in English. A +8.6-point home-language boost.

Distinctive strength

Balanced citation profile (HHI 0.66). Mid-concentration sourcing.

Opportunity

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

RIGHT OF REPLY & CONTACT

Kesko 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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