

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

Lego.

toy manufacturing · HQ: Denmark · Market: Denmark

MEAN ARI

55.4

RANK IN 66-BRAND COHORT

#24

How AI describes Lego 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

-2.2

Home-language ARI (66.5) and English ARI (68.8) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.52

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

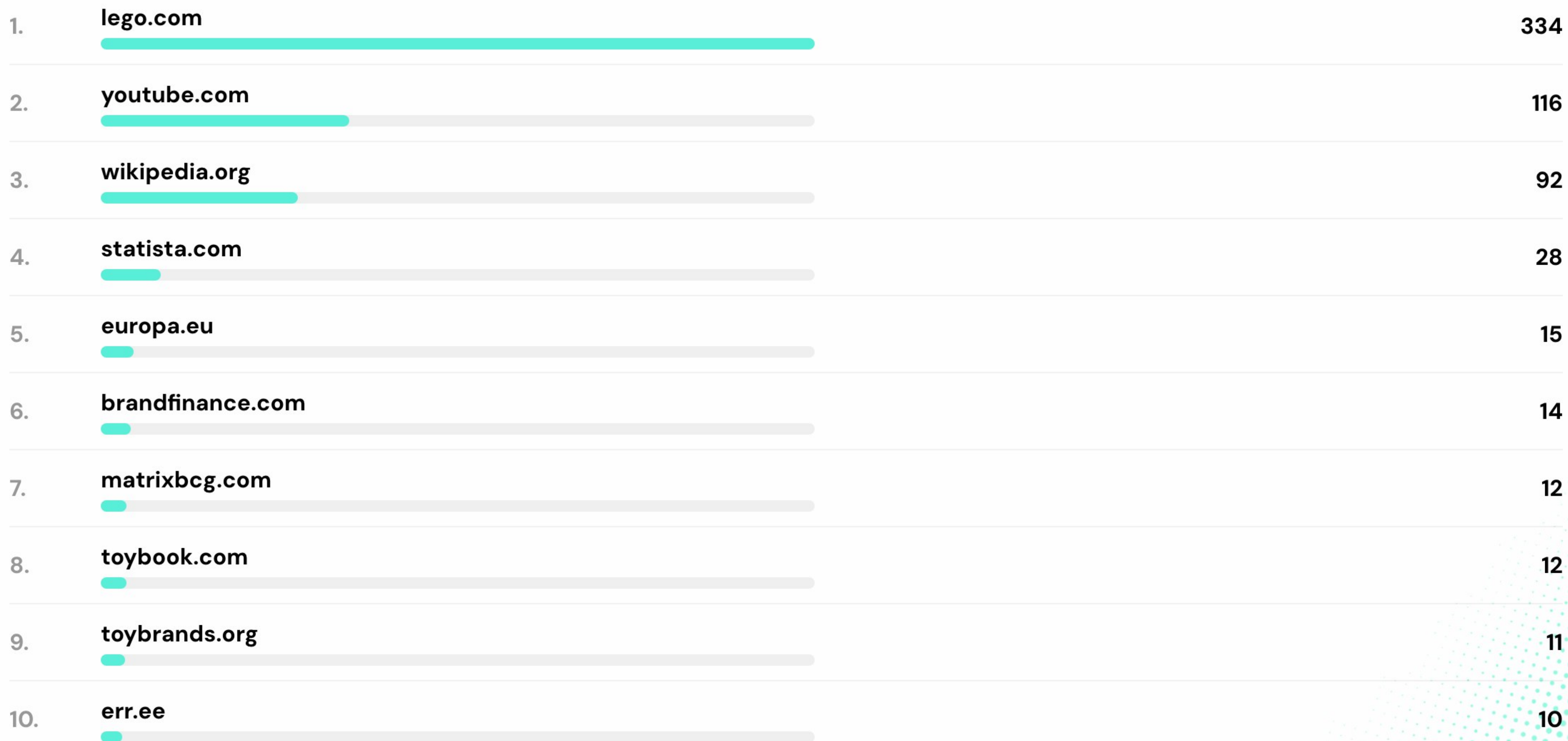
54%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.36.

Where AI gets Lego's story.

Top 10 domains AI cited when asked about Lego, 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 Lego. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Lego 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: 0.035. Models broadly agree.

KEY TAKEAWAY

The so-what for Lego.

Consumer goods brand in Denmark, mean ARI 55.4 across 12 languages.

Distinctive strength

Balanced citation profile (HHI 0.52). Mid-concentration sourcing.

Opportunity

Mean sentiment-vs-recommendation gap is 0.36. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

Lego 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.
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