

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

Lidl Slovakia.

discount grocery retail · HQ: Germany · Market: Slovakia

MEAN ARI

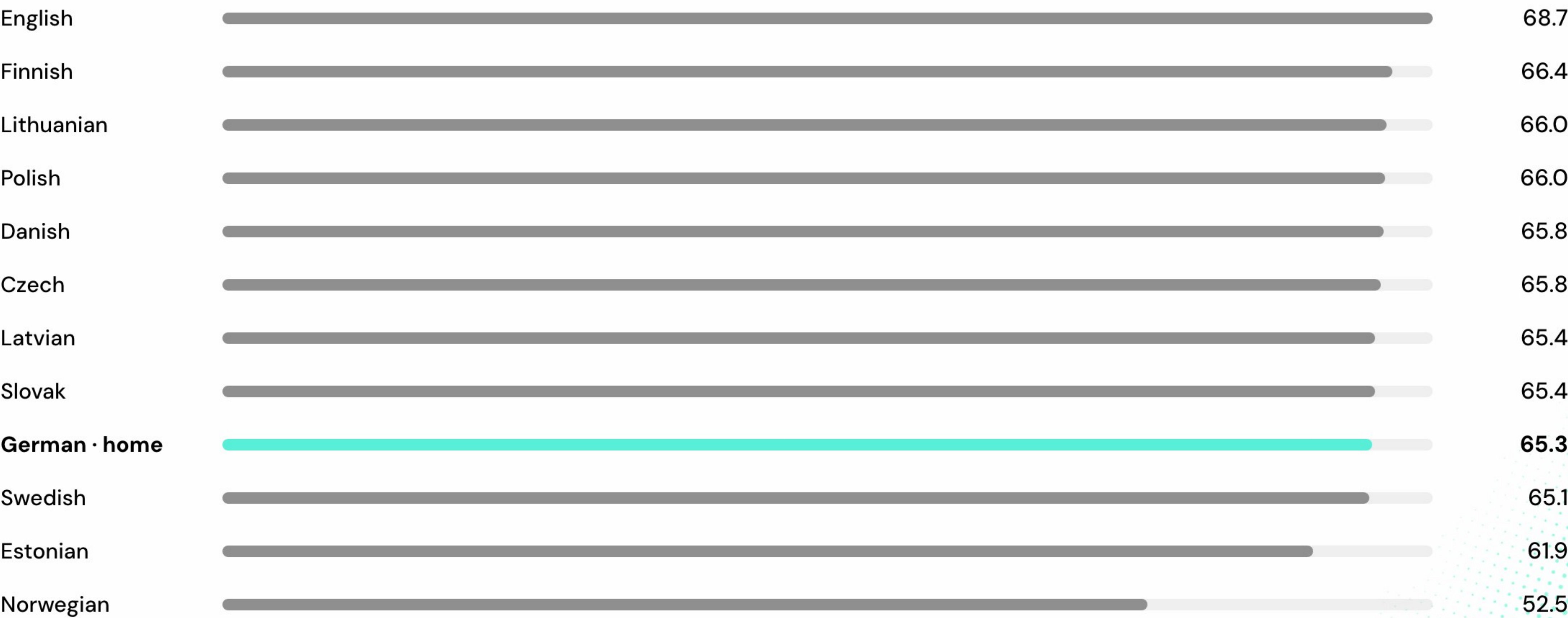
64.5

RANK IN 66-BRAND COHORT

#8

How AI describes Lidl Slovakia 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

-3.4

AI is materially more positive in English (68.7) than in German (65.3). Domestic press is more critical than international press.

CITATION CONCENTRATION

0.67

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

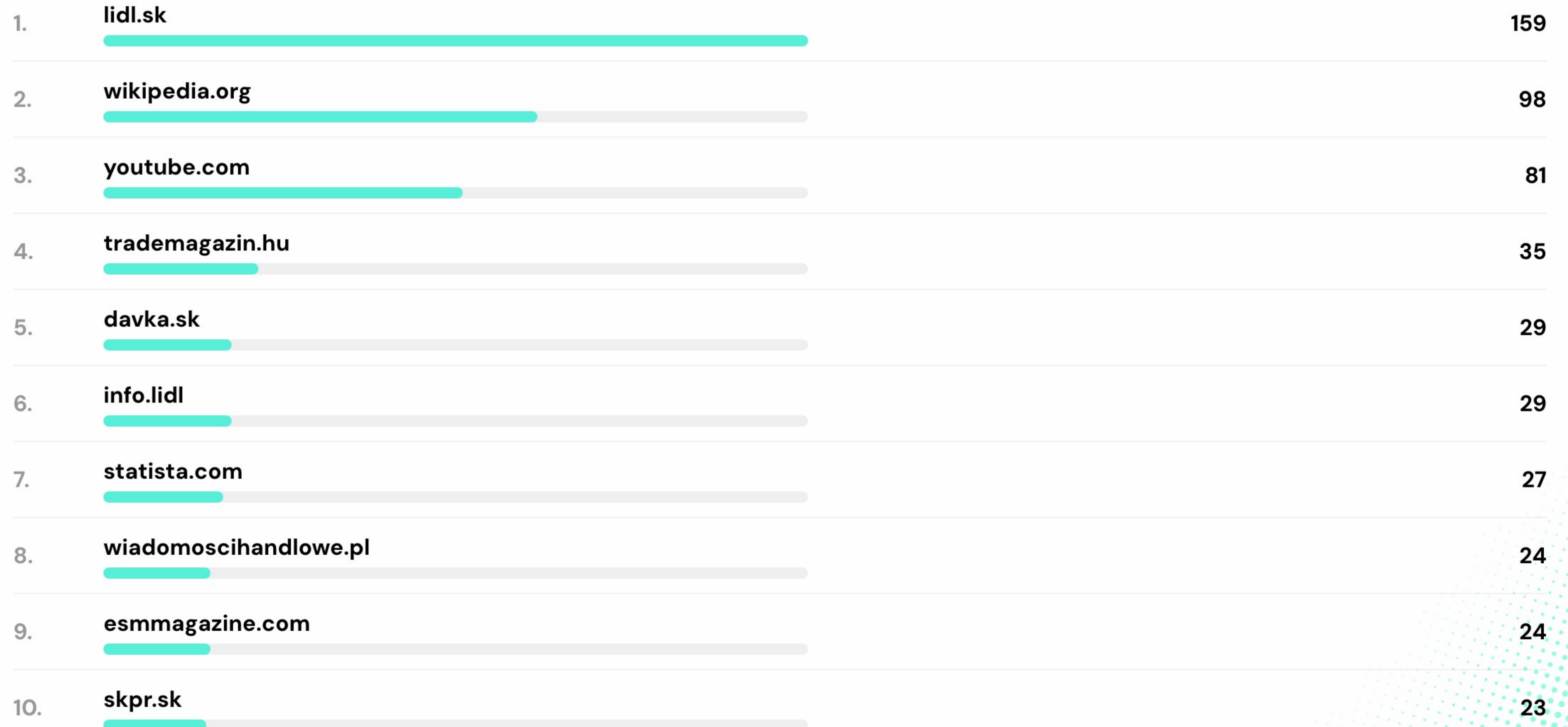
94%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.34.

Where AI gets Lidl Slovakia's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

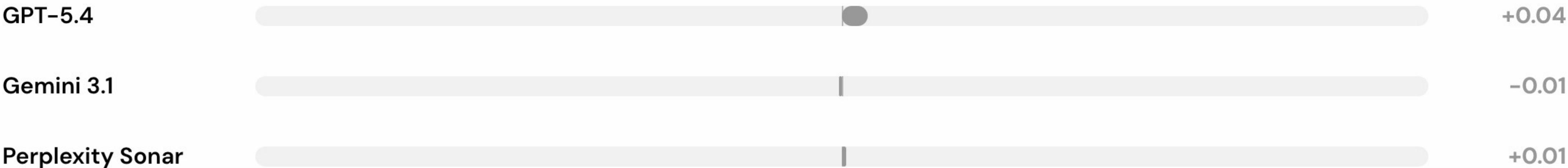
Distribution of source types in citations for Lidl Slovakia. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Lidl Slovakia 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: 0.021. Models broadly agree.

KEY TAKEAWAY

The so-what for Lidl Slovakia.

AI describes Lidl Slovakia more positively in English (68.7) than in German (65.3). A 3.4-point home-language penalty.

Distinctive strength

Balanced citation profile (HHI 0.67). Mid-concentration sourcing.

Opportunity

Invest in German-language coverage. A 3.4-point gap to English signals home-market press is more critical than international press.

RIGHT OF REPLY & CONTACT

Lidl Slovakia 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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