

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

# REWE Group.

grocery and consumer retail · HQ: Germany · Market: Germany

MEAN ARI

**50.4**

RANK IN 66-BRAND COHORT

**#40**

# How AI describes REWE Group 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

**+5.3**

AI is materially more positive in German (64.9) than in English (59.5). Local AI champions inherit a positively-skewed home narrative.

### CITATION CONCENTRATION

**0.64**

Balanced citation profile. Mid-concentration sourcing.

### RECOMMENDATION SHARE

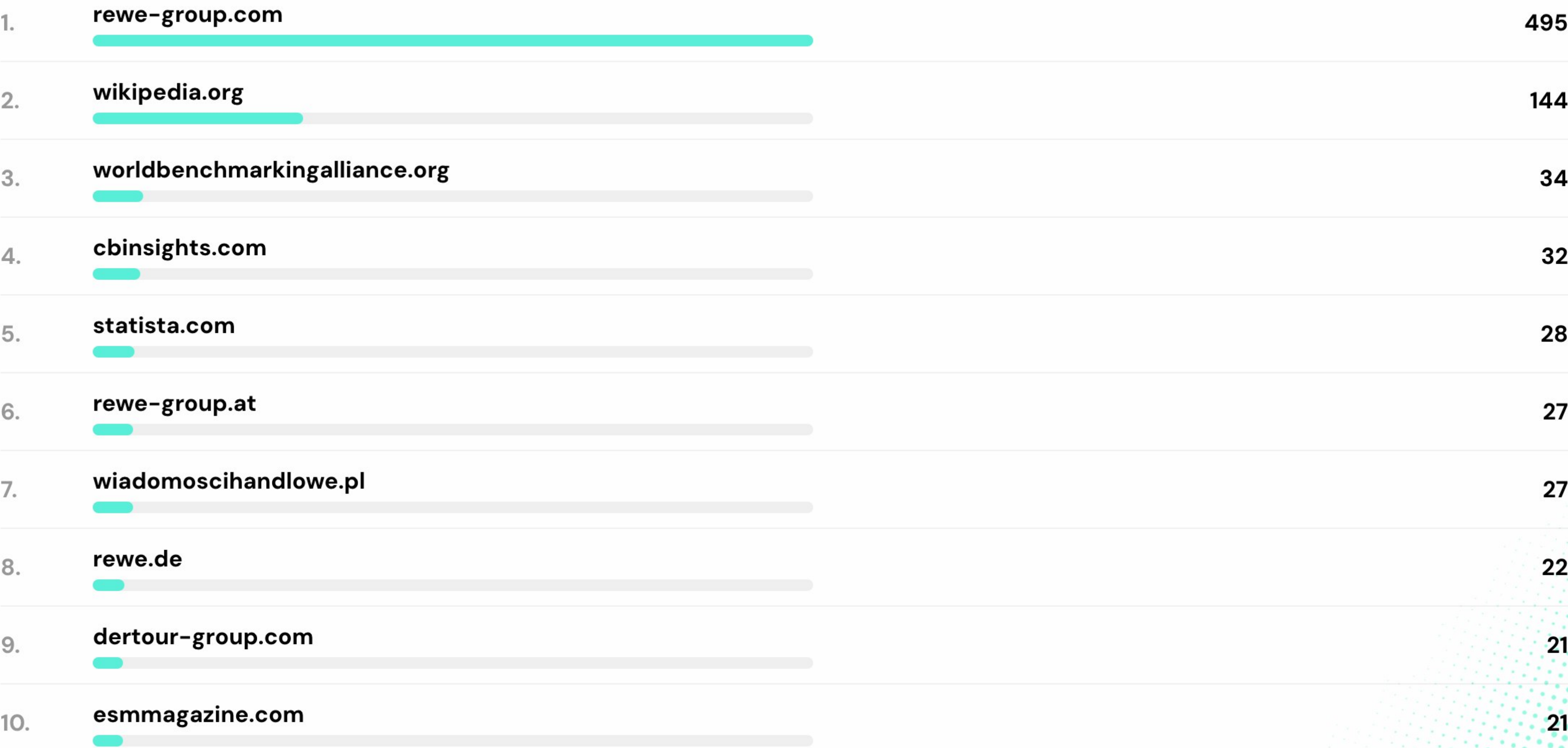
**36%**

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

*Mean visibility gap (sentiment-vs-recommendation MAE): 0.20.*

# Where AI gets REWE Group's story.

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



SOURCE-TYPE BREAKDOWN

# What kind of evidence does AI ground in?

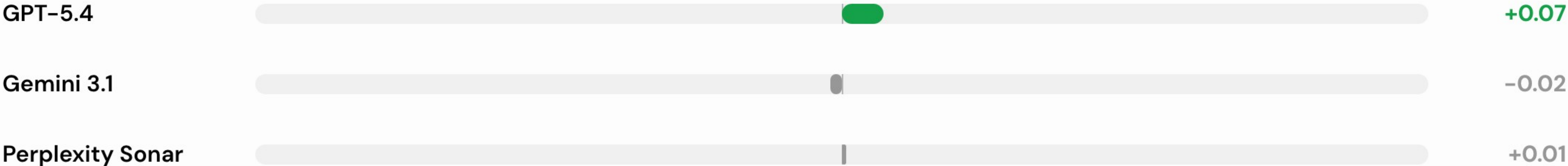
Distribution of source types in citations for REWE Group. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

# Which AI describes REWE Group 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: 0.038. Models broadly agree.*

## KEY TAKEAWAY

# The so-what for REWE Group.

REWE Group is a local AI champion: ARI 64.9 in German vs 59.5 in English. A +5.3-point home-language boost.

### Distinctive strength

Balanced citation profile (HHI 0.64). Mid-concentration sourcing.

### Opportunity

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

RIGHT OF REPLY & CONTACT

# REWE Group 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](mailto:dmitrij@rankfor.ai) · Subject: Right of reply**

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