

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

Rimi Baltic.

grocery retail · HQ: Sweden · Market: Latvia

MEAN ARI

47.9

RANK IN 66-BRAND COHORT

#51

How AI describes Rimi Baltic 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

-1.9

Home-language ARI (40.7) and English ARI (42.6) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.65

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

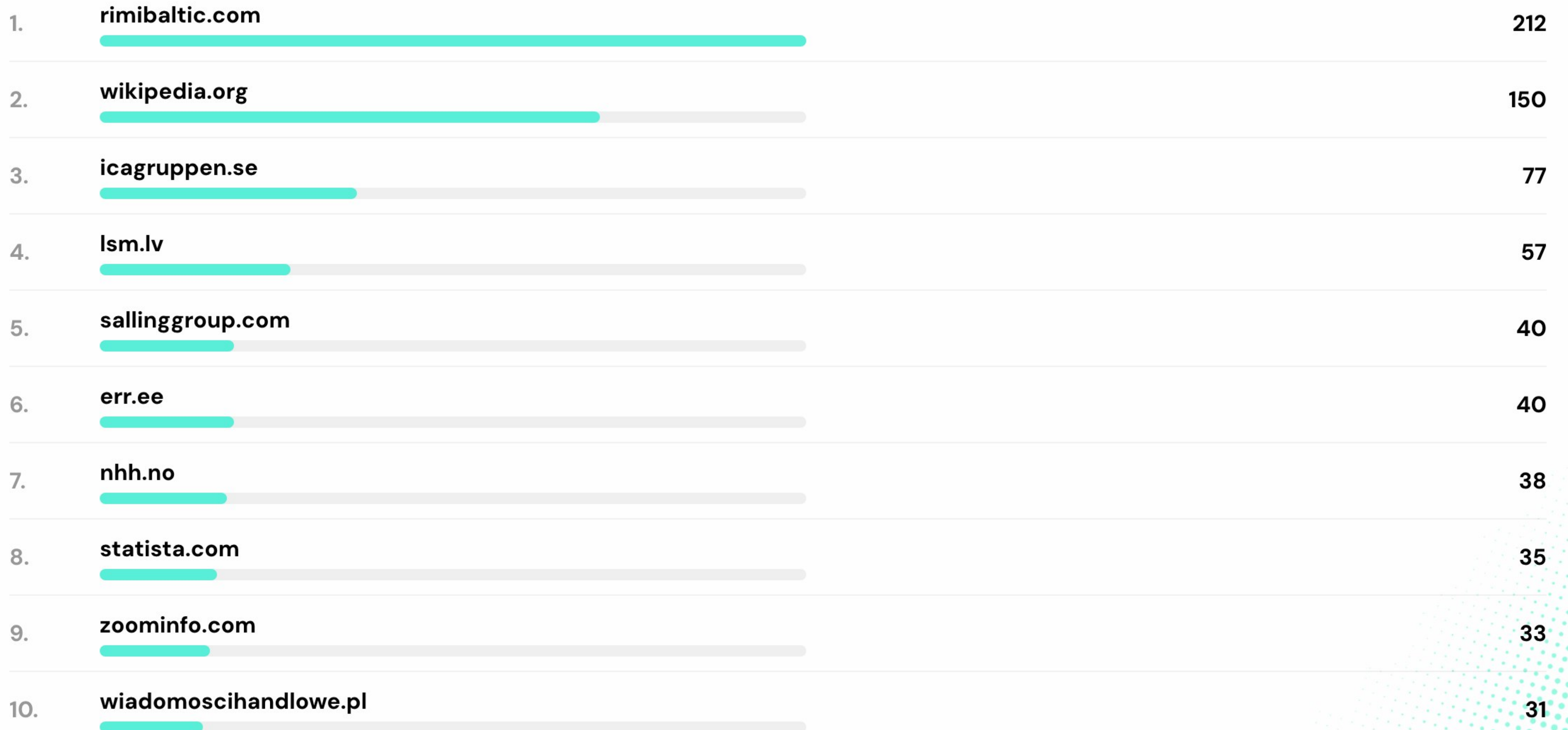
28%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.19.

Where AI gets Rimi Baltic's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

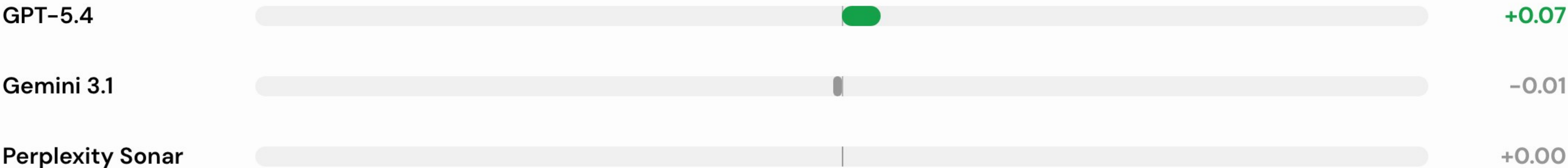
Distribution of source types in citations for Rimi Baltic. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Rimi Baltic 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 Rimi Baltic.

Retail brand in Latvia, mean ARI 47.9 across 12 languages.

Distinctive strength

Balanced citation profile (HHI 0.65). Mid-concentration sourcing.

Opportunity

Recommendation share is only 28%. AI does not default to Rimi Baltic when buyers ask about the category. Win recommendation share first.

RIGHT OF REPLY & CONTACT

Rimi Baltic 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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