

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

Zalando.

fashion e-commerce · HQ: Germany · Market: Germany

MEAN ARI

64.5

RANK IN 66-BRAND COHORT

#9

How AI describes Zalando 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

-2.4

Home-language ARI (65.4) and English ARI (67.8) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.65

Balanced citation profile. Mid-concentration sourcing.

RECOMMENDATION SHARE

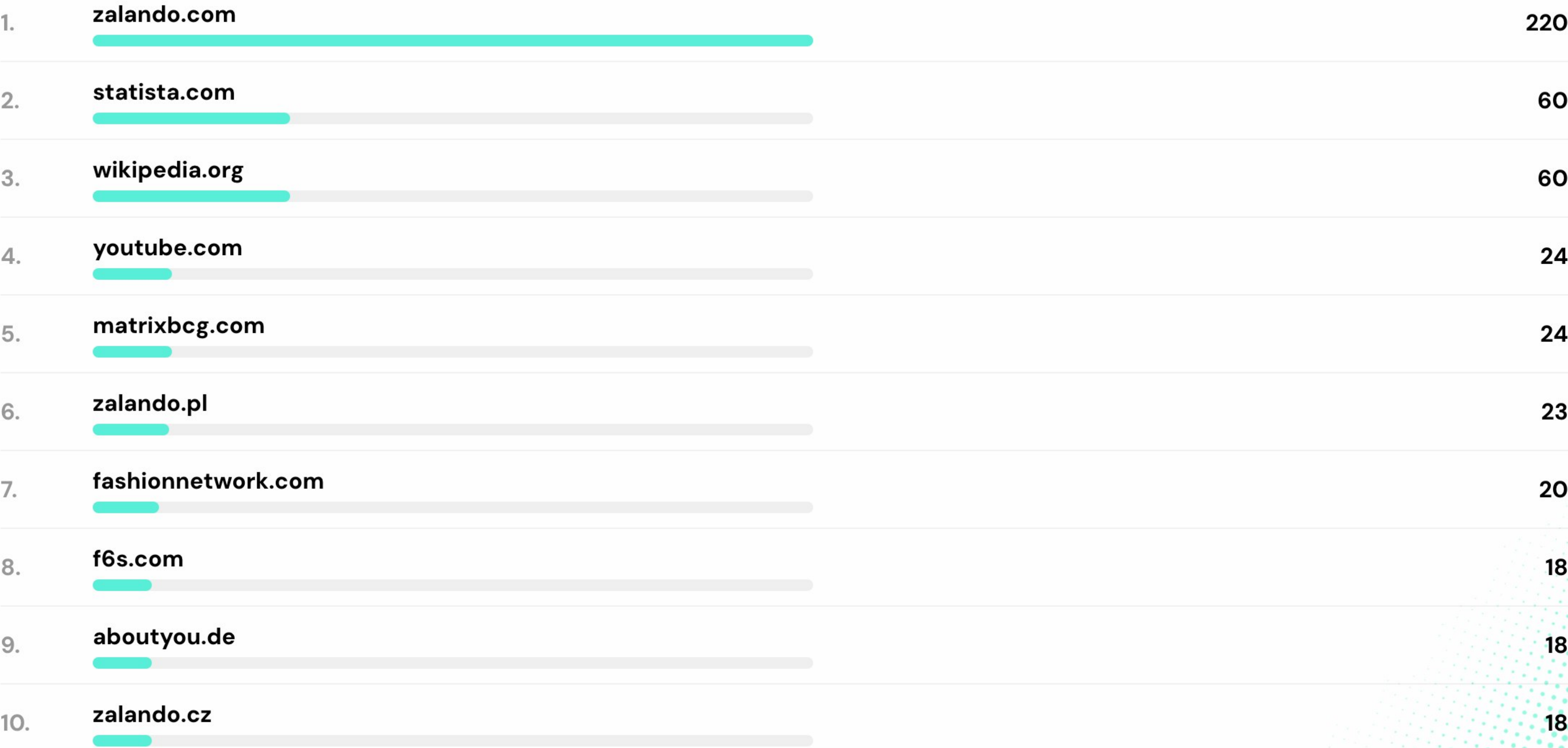
92%

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

Mean visibility gap (sentiment-vs-recommendation MAE): 0.27.

Where AI gets Zalando's story.

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



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

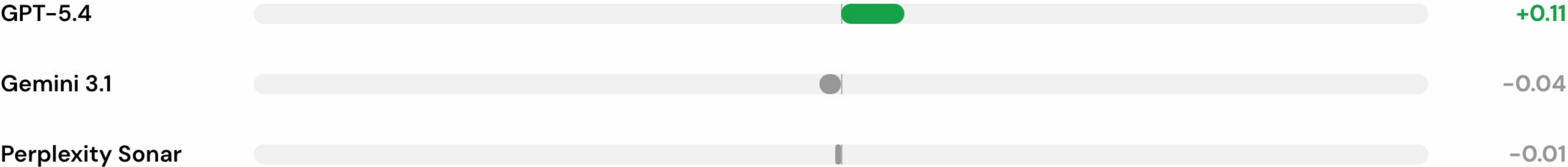
Distribution of source types in citations for Zalando. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Zalando 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: 0.063. Significant disagreement.

KEY TAKEAWAY

The so-what for Zalando.

AI recommends Zalando in 92% of buyer-intent prompts about retail in Germany.

Distinctive strength

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

Opportunity

Mean sentiment-vs-recommendation gap is 0.27. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

Zalando 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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