Pickd™

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SAMPLE REPORT

CONSUMER ELECTRONICS · SWEDEN · BLACK FRIDAY 2026

Which electronics stores do AI models recommend — and why?

The Pickd report for retailers and agencies: the full ranking from Claude and GPT, how AI rank compares with Swedish revenue, and a page per store on what the AI says about it.

2
AI models measured

10
stores ranked

750
prompts per model

Real ranking, illustrative detail. Pages 2–3 show the actual November ranking as ranks only. Pages 4–5 use fictional brands and figures to show the format of the subscriber report. They are not a measurement of any real retailer.

1 · SUMMARY

NetOnNet first for both models. The market leader comes third and fifth.

NetOnNet tops the ranking for both Claude and GPT. Elgiganten, with more than twice NetOnNet's Swedish revenue, ranks third with Claude and fifth with GPT.

01

Temu is ruled out

None of 150 answers about Temu gave more than 3 out of 10. Both models raise warranty and returns in every answer.

02

A store from 2023 turns up

MediaMarkt became Power in August 2023. Claude still suggests MediaMarkt in 133 of 750 answers, even when asked about Power.

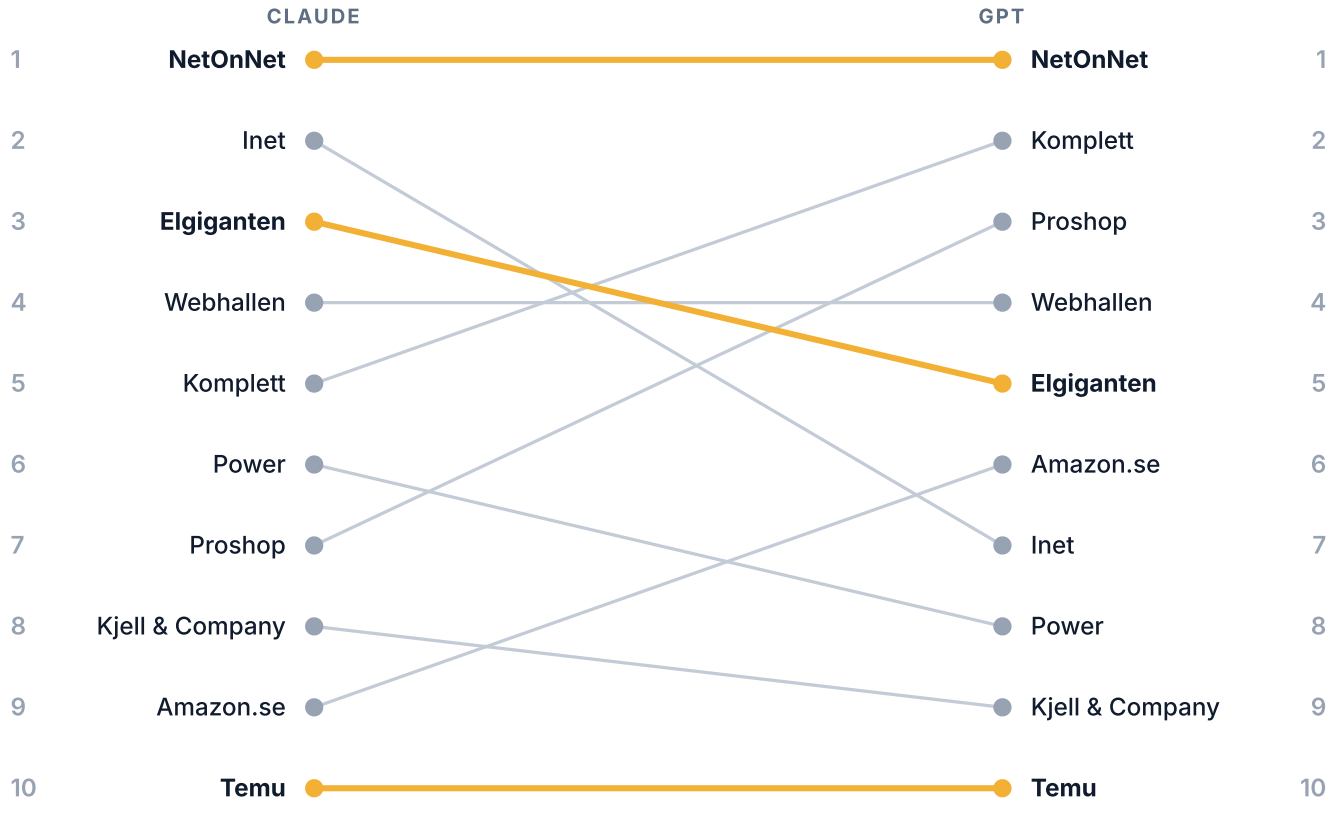
03

Only one model warns

On Black Friday, Claude points to price history, Prisjakt or PriceRunner in three answers out of four. GPT does so in none.

The ranking at a glance

Rank 1–10 · lines connect each store's place with Claude and with GPT



FIRST EDITION

This is Pickd's first measurement of consumer electronics. From the next edition, the report shows each store's change since the previous measurement.

2 · CLAUDE VS GPT VS THE MARKET

The models agree at the ends. Revenue does not decide.

Both models put NetOnNet first and Temu last, but they disagree more in the middle (rank correlation 0.59). The biggest splits are Inet, second with Claude and seventh with GPT, and Proshop, seventh with Claude and third with GPT.

STORE	CLAUDE	GPT	MARKET*
NetOnNet	1	1	2
Inet	2	7	4
Elgiganten	3	5	1
Webhallen	4	4	5
Komplett	5	2	7
Power	6	8	3
Proshop	7	3	–
Kjell & Company	8	9	6
Amazon.se	9	6	–
Temu	10	10	–

How to read it

Ranks 1–10 by weighted average recommendation score across all three question settings. Inet, Elgiganten and Webhallen are almost tied with Claude, as are Komplett and Power. MediaMarkt was replaced by Proshop before the run because it no longer trades in Sweden.

About the market data

*Rank among the seven stores with comparable Swedish revenue in the latest annual report. Elgiganten SEK 15.4bn (FY 2024/25), NetOnNet SEK 6.3bn (2025), Power SEK 4.3bn (2025, incl. former MediaMarkt). Amazon.se, Temu and Proshop publish no comparable figure.

IN THE FULL REPORT

Each store's score per model with a 95% interval, the result in all three question settings, which competitors the AI suggests instead, and selected answers.

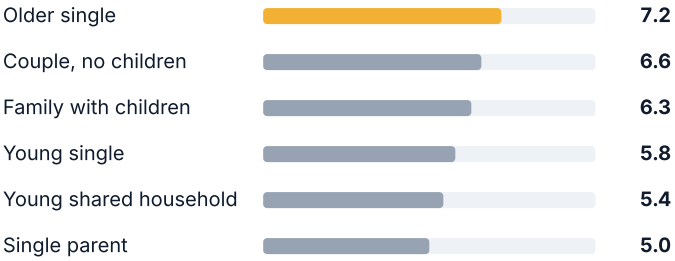
3 · BRAND PAGE · FICTIONAL EXAMPLE

Voltmarknaden

The national chain the AI calls reliable but rarely puts first. Voltmarknaden is credited for its stores and installation service, but the AI tells most buyers to compare its Black Friday prices first.

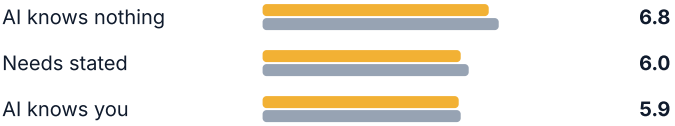
CLAUDE RANK	GPT RANK	MARKET	CLAUDE SCORE
5 / 10	6 / 10	1 / 7	6.1 (5.8–6.4)

Score by household · Claude, 0–10



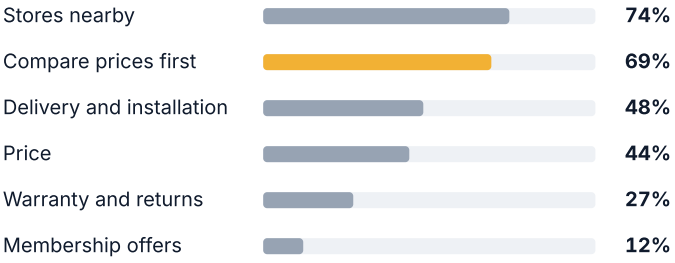
All households: 6.1

Score by question setting



6.8	6.0	5.9
AI knows nothing	Needs stated	AI knows you

What the AI talks about · share of answers



What the AI suggests instead

Kretsen	31% of answers
Pixelhallen	22% of answers
Ljudbutiken	9% of answers

8/10 · OLDER SINGLE

"A big store nearby with delivery and installation, a good fit if you want help getting started."

5/10 · SINGLE PARENT

"Prices are often higher than online stores. Check the price history before Black Friday."

WHAT IT MEANS FOR VOLTMARKNADEN

The AI credits Voltmarknaden for its stores in 74% of answers, but sends price-sensitive buyers elsewhere. The clearest opening is a visible price promise for Black Friday.

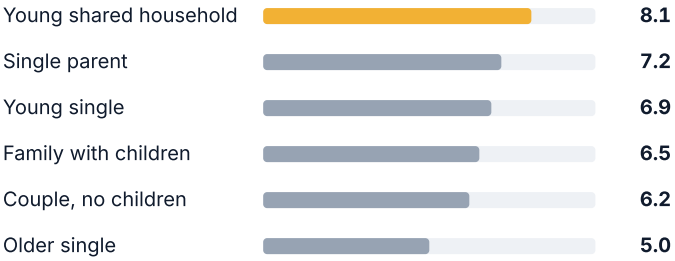
3 · BRAND PAGE · FICTIONAL EXAMPLE

Kretsen

The online specialist the AI recommends for gamers and budget buyers. Kretsen scores high for components and laptops and drops for buyers who want help at home.

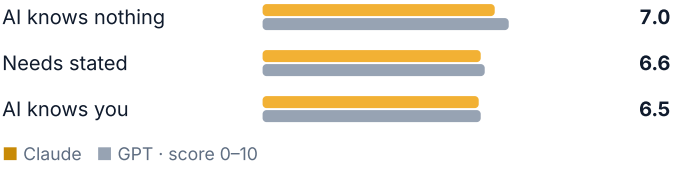
CLAUDE RANK	GPT RANK	MARKET	CLAUDE SCORE
2 / 10	3 / 10	4 / 7	6.7 (6.4–7.0)

Score by household · Claude, 0–10



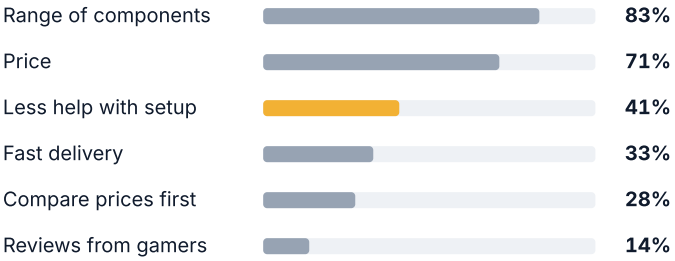
All households: 6.7

Score by question setting



7.0	6.6	6.5
AI knows nothing	Needs stated	AI knows you

What the AI talks about · share of answers



What the AI suggests instead

Pixelhallen	26% of answers
Voltmarknaden	14% of answers
Ljudbutiken	6% of answers

9/10 · YOUNG SHARED HOUSEHOLD

"Wide range of components and sharp prices. A natural first stop for a gaming PC."

5/10 · OLDER SINGLE

"Mainly online, so you get less help with setup. A store with installation may suit you better."

WHAT IT MEANS FOR KRETSEN

Kretsen wins on range and price for buyers who know what they want. Its weak spot is service: "less help with setup" comes up in 41% of answers for older buyers.

4 · HOW WE MEASURE

The same questions, asked the same way, every month.

Each AI model rates every store from 0 to 10 for how likely it is to recommend it for buying consumer electronics. Every prompt starts a fresh conversation with no memory and no web search.

Models	Claude Sonnet 5.5 and GPT-6 Luna, via their APIs
Stores	Ten, fixed before the run: Amazon.se, Elgiganten, Inet, Kjell & Company, Komplett, NetOnNet, Power, Proshop, Temu, Webhallen
Three settings	The AI knows nothing about the buyer · the buyer describes their household in the question · the AI already knows the household. The ranking is the weighted average across all three.
Six households	Scenario profiles, weighted by their share of Swedish households (Statistics Sweden). Each plans to shop on Black Friday:

Young single	Wireless headphones
Older single	A new TV and help setting it up
Single parent	A budget laptop for schoolwork
Couple, no children at home	A large TV and a soundbar
Family with children	A games console and a tablet as gifts
Young shared household	Parts for a gaming PC

Volume	750 prompts per model, five repeats of every question. Measured 16 November 2026.
Market data	Swedish revenue from each company's latest annual report, for the seven stores where a comparable figure exists.

The scores describe what AI models say, not what customers buy, and they are not buying advice. The measurement does not compare prices. Results apply to the model versions and the date of measurement.

What the full report contains

Summary 2 pp
Ranking, biggest moves, key findings

Claude vs GPT vs market 1 p
All stores, ranks, scores and revenue

A page per store 10 pp
Scores, households, settings, what the AI says

Method and data appendix 2 pp
All scores with 95% intervals

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