Pickd™

powered by BrandValuator

PRESS RELEASE · Stockholm, November 2026

What Black Week 2026 looks like if AI gets to choose

If AI decided where Swedes buy consumer electronics during Black Week, NetOnNet would win, not market leader Elgiganten. Shoppers would be told to check price history, steered away from Temu and, in some cases, sent to a store that no longer exists. That is the finding of Pickd, BrandValuator's measurement of which brands AI models recommend.

More and more people ask an AI assistant before they shop. Pickd asked Claude Sonnet 5.5 and GPT-6 Luna about ten stores where Swedes buy consumer electronics, for households planning to shop on Black Friday. The results describe what the AI models say, not what consumers buy.

AI's Black Week, in four points

- **The winner is NetOnNet.** NetOnNet tops both Claude and GPT. Elgiganten, with more than twice the Swedish revenue, ranks third with Claude and fifth with GPT.
- **The advice is to compare prices.** When the household says it will shop on Black Friday, Claude points to price history, Prisjakt or PriceRunner in three answers out of four. GPT does so in none.
- **Temu is ruled out.** None of 150 answers about Temu gave more than 3 out of 10. The models raise warranty and returns in every answer.
- **A store from 2023 turns up.** MediaMarkt became Power in August 2023. Yet Claude suggests MediaMarkt in 133 of 750 answers, even when the question is about Power.

How the measurement works

Each store was rated separately from 0 to 10, in fresh conversations without web search. Questions were asked in three settings: with no information about the buyer, with the household described in the question, and with a known buyer profile. Six Swedish household types were weighted according to Statistics Sweden, each with its own purchase, from headphones to a TV. Each question was repeated five times, 750 prompts per model in total. Measured on 16 November 2026. Swedish revenue is taken from the companies' latest annual reports.

About Pickd and BrandValuator

Pickd™ is a recurring measurement of which brands AI models recommend. The ranking is free to share; detailed reports are available by subscription. Pickd is powered by BrandValuator, a research and valuation company, and is independent of Anthropic, OpenAI and the ranked companies.

Pickd: brandvaluator.se/pickd

Press contact: Alexander Todoran, info@brandvaluator.se, +46 70 556 61 85