Pickd™

powered by BrandValuator

SAMPLE REPORT

GROCERIES · SWEDEN · OCTOBER 2026

Which grocery chains do AI models recommend — and why?

The monthly Pickd report for brand owners and agencies: the full ranking from Claude and GPT, how each chain compares with its owner group's market position, and a page per brand on what the AI says about it.

2
AI models measured

8
brands ranked

600
prompts per model

Real ranking, illustrative detail. Pages 2–3 show the actual October 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

Same owner, first and last. The market leader lands mid-table.

Willys and Lidl top the ranking for both Claude and GPT. Hemköp, owned by Axfood like Willys, comes last with both. ICA, whose stores account for about half of Swedish grocery sales, ranks fifth and fourth.

01

Two discounters at the top

Willys is first and Lidl second with both models. Matsmart is third with both.

02

Same owner, opposite verdicts

Willys and Hemköp both belong to Axfood. Willys comes first and Hemköp last of eight, with Claude and with GPT.

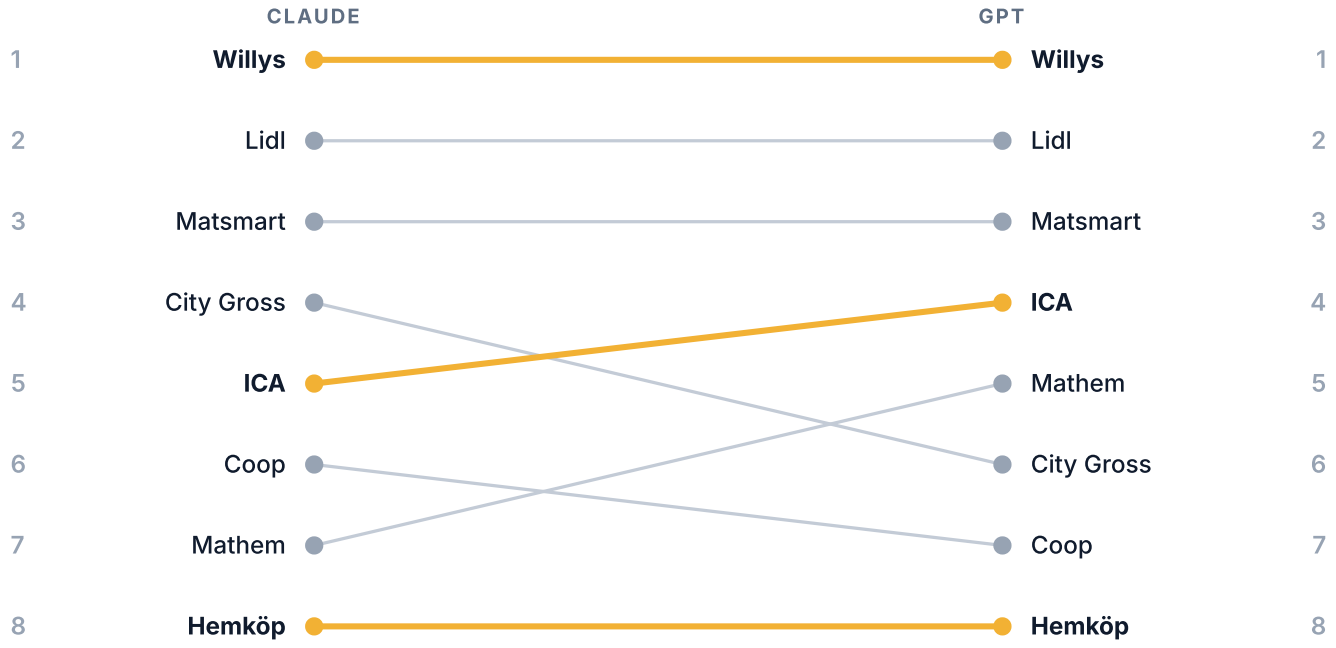
03

Knowing the household hits the full-price chains

With a household profile, scores for ICA, Coop, Hemköp and City Gross fall, while Willys and Lidl hold broadly steady.

The ranking at a glance

Rank 1–8 · lines connect each brand's place with Claude and with GPT



FIRST EDITION

This is Pickd's first measurement of grocery retail. From the next edition, the report shows each brand's change since last month.

2 · CLAUDE VS GPT VS THE MARKET

The models agree. Group size does not decide.

Claude and GPT rank the chains in a similar order (rank correlation 0.88). Their biggest splits are City Gross, fourth with Claude and sixth with GPT, and Mathem, seventh with Claude and fifth with GPT.

BRAND	CLAUDE	GPT	OWNER GROUP	GROUP SHARE*	FORMAT
Willys	1	1	Axfood	24.9%	Grocery chain
Lidl	2	2	Lidl	6.3%	Grocery chain
Matsmart	3	3	–	–	Surplus goods online
City Gross	4	6	Axfood	24.9%	Grocery chain
ICA	5	4	ICA	50.6%	Grocery chain
Coop	6	7	Coop	16.7%	Grocery chain
Mathem	7	5	–	–	Full-range online
Hemköp	8	8	Axfood	24.9%	Grocery chain

How to read it

Ranks 1–8 by weighted average recommendation score across all three question settings. ICA and Mathem are almost tied with GPT. Matsmart and Mathem are online formats that differ from a weekly grocery store; they are shown, not dropped.

About the market data

*Konkurrensverket 2025, shares of Swedish grocery stores by operator group. Axfood's share covers Willys, Hemköp and City Gross together and cannot be assigned to any one chain. Context only, not brand shares.

IN THE FULL REPORT

Each chain's score per model with a 95% interval, the result in all three question settings, the score change from no information to a known buyer, and selected answers.

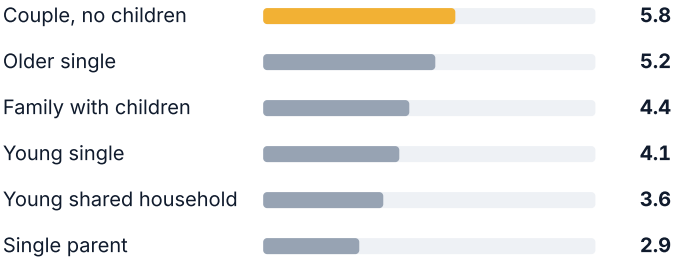
3 · BRAND PAGE · FICTIONAL EXAMPLE

Hagström Livs

The quality store the AI hesitates to send budgets to. Hagström Livs is praised for fresh produce and service, but once the household is described the AI points to cheaper chains.

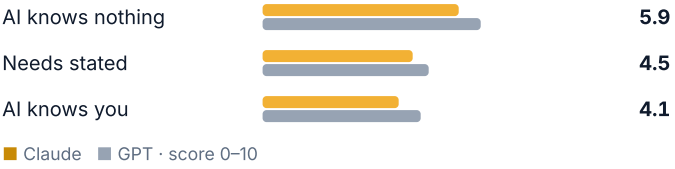
CLAUDE RANK	GPT RANK	GROUP SHARE	CLAUDE SCORE
7 / 8	6 / 8	22%	4.6 (4.3–4.9)

Score by household · Claude, 0–10



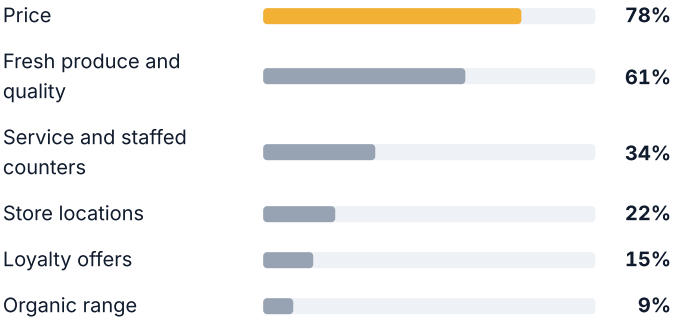
All households: 4.6

Score by question setting



5.9	4.5	4.1
AI knows nothing	Needs stated	AI knows you

What the AI talks about · share of answers



What the AI suggests instead

Torgkassen	38% of answers
Fyndkorgen	17% of answers
Matvik	11% of answers

7/10 · COUPLE, NO CHILDREN

"Good fresh produce and a nice store, if quality matters more than price."

2/10 · SINGLE PARENT

"Usually pricier than the discount chains. Your budget goes further elsewhere."

WHAT IT MEANS FOR HAGSTRÖM LIVS

The AI knows Hagström Livs for quality, not value. Price comes up in 78% of answers, mostly as a reason to shop elsewhere. Its clearest opening is a visible value offer for families.

3 · BRAND PAGE · FICTIONAL EXAMPLE

Torgkassen

The discounter the AI recommends almost unconditionally. Torgkassen scores high in every setting and gains a little once the buyer's budget is known.

CLAUDE RANK	GPT RANK	GROUP SHARE	CLAUDE SCORE
1 / 8	1 / 8	22%	7.5 (7.2–7.8)

Score by household · Claude, 0–10

Family with children	8.3
Single parent	8.1
Young shared household	7.6
Young single	7.3
Couple, no children	7.0
Older single	6.4

All households: 7.5

Score by question setting

AI knows nothing	7.4
Needs stated	7.5
AI knows you	7.6

Claude · GPT · score 0–10

7.4	7.5	7.6
AI knows nothing	Needs stated	AI knows you

What the AI talks about · share of answers

Price	92%
Large packs and staples	48%
Own-label range	37%
Store size and location	23%
Campaigns	19%
Fresh produce	11%

What the AI suggests instead

Fyndkorgen	24% of answers
Matvik	12% of answers
Hagström Livs	5% of answers

9/10 · FAMILY WITH CHILDREN

"Low prices on staples and large packs. A good fit for a big household."

6/10 · OLDER SINGLE

"Cheap, but the stores are large. A smaller local shop may suit you better."

WHAT IT MEANS FOR TORGKASSEN

Torgkassen wins on price in every household. Its weak spot is convenience: large stores and few city locations come up in 23% of answers for small households.

4 · HOW WE MEASURE

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

Each AI model rates every brand from 0 to 10 for how likely it is to recommend it for the household's grocery shopping. 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
Brands	Eight, fixed before the run: City Gross, Coop, Hemköp, ICA, Lidl, Mathem, Matsmart, Willys
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):

Young single	Rented apartment, Stockholm
Older single	Apartment, Västerås, pension
Single parent	Two children, Örebro, tight budget
Couple, no children at home	Terraced house outside Uppsala
Family with children	Three children, house outside Gothenburg
Young shared household	Shared house outside Östersund

Volume	600 prompts per model, five repeats of every question. Measured 21 October 2026.
Market data	Konkurrensverket 2025, operator-group shares of grocery stores. Context only, not brand shares.

The scores describe what AI models say, not where customers shop, and they are not buying advice. 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 chains, ranks, scores and owner groups

A page per brand 8 pp
Scores, households, settings, what the AI says

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

THE RANKING IS FREE · THE REPORT IS A PAID SUBSCRIPTION

Find out why your brand ranks where it does.

Monthly, for brand owners and agencies. Request the full report for your category and our pricing.

From SEK 4,900 per month excl. VAT

Request the full report → info@brandvaluator.se