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Same owner, opposite verdicts: AI ranks Willys first and Hemköp last

Willys and Lidl top the list with both Claude and GPT when Swedish households ask where to buy groceries. ICA ranks fifth with Claude and fourth with GPT. Hemköp, owned by the same group as Willys, comes last with both. That is the finding of Pickd, BrandValuator's measurement of which brands AI models recommend.

Pickd asked Claude Sonnet 5.5 and GPT-6 Luna about eight Swedish grocery brands. The results describe what the AI models say, not where consumers shop.

Three findings

- Willys and Lidl top both rankings. Matsmart is third with both models.
- Same owner, opposite verdicts. Willys and Hemköp both belong to Axfood. Willys comes first and Hemköp last of eight, with both models.
- The market leader lands mid-table. ICA, whose stores account for about half of Swedish grocery sales, ranks fifth with Claude and fourth with GPT. When the AI knows the household, scores for ICA, Coop, Hemköp and City Gross fall, while Willys and Lidl hold broadly steady.

What it could mean

The AI models judge what a brand stands for, not how large its owner is. Price recurs in the answers: Willys and Lidl are described as low-cost options, Hemköp as more expensive. The measurement does not show that price causes the ranking, and it does not account for store location, range or loyalty programmes.

How the measurement works

Each brand 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 question was repeated five times, 600 prompts per model in total. Measured on 21 October 2026. Matsmart and Mathem are online retailers with different formats from a regular grocery store and are shown separately. Market shares are operator-group shares from Konkurrensverket (2025), not chain shares.

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 and is independent of Anthropic, OpenAI and the ranked companies.

Pickd: brandvaluator.se/pickd/se/groceries/2026-10

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