PRESS RELEASE · Stockholm, 20 November 2026

AI recommends Länsförsäkringar, but would rather not choose your home insurance for you

Länsförsäkringar comes first with both Claude and GPT when Swedish households ask for advice on home insurance. But no insurer gets a strong recommendation: both models almost always tell the buyer to compare offers first. 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 nine Swedish insurers. The results describe what the AI models say, not what insurance costs or what consumers buy.

Three findings

- The AI will not pick. No insurer received a weighted average of 8 out of 10 or higher from either model, and almost six in ten scores were exactly 5. No other category Pickd has measured has been this cautious.
- The big four split in two. Länsförsäkringar and Folksam rank near the top. If and Trygg-Hansa rank eighth and ninth with Claude.
- A digital challenger near the top. Hedvig ranks third with Claude and second with GPT, ahead of both If and Trygg-Hansa.

How the measurement works

Each insurer 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, 675 prompts per model in total. Measured on 13 November 2026. The measurement does not compare premiums, deductibles or terms.

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/se/home-insurance/2026-11

Press contact: Alexander Todoran, info@brandvaluator.se