



— HERM.IO RESEARCH · TURKEY FURNITURE MARKET

# AI Visibility Report

The first AI-visibility snapshot of Turkey's furniture market: how do five large language models see and rank brands?

**746**

Usable Responses

**30**

Questions Analyzed

**352**

Entities Tracked

**28**

Qualified (Main)

## KEY FINDINGS

## At a glance

This report reproduces the real Turkish-language questions consumers ask AI assistants and measures how often, in what order, and across how many models five large language models name each furniture (mobilya) brand — read across three market cuts.

- 1 A tight “**big three**” — **İstikbal (96.78)**, **Bellona (94.36)** and **Doğtaş (90.12)** — leads every cut within 6.7 points and appears in all five models.
- 2 Then a **cliff**: a 23.5-point gap separates Doğtaş from fourth-placed **Kelebek (66.62)** — the defining break of the market.
- 3 Of a **352-entity** dictionary, only **28** cleared the 5% Main threshold (avg score 52.5); **IKEA** is the only foreign name in the top tier (#5).
- 4 The models **agree on the big three** but differ in breadth — Grok names ~10.6 brands/answer, Claude and GPT-4o-mini ~4.2.
- 5 The open shelf is strongly **domestic**: **88.4%** of origin-neutral answers name a Turkish brand vs **34.8%** a foreign one.

### SCOPE & METHOD

Vertical: Furniture, sofas, bedroom & home furnishing (mobilya) — Turkey. Method: a single point-in-time study of 746 usable responses; five large language models (Claude, ChatGPT, Gemini, Grok, Perplexity), each asked 30 Turkish-language questions five times. Collection date: 27 June 2026.

### HOW TO READ THIS REPORT — VISIBILITY IS NOT QUALITY

This report measures one thing: how often, how prominently, and across how many AI assistants a brand is named when people ask about furniture in Turkey. A high score means these systems currently have a lot of information available about a brand and surface it readily — not that the brand is better-built, longer-lasting or better value. AI visibility reflects information availability and discovery, not product quality.

**Key terms:** AI visibility, AI Visibility Score, furniture brands, Turkish furniture (mobilya) market, Turkish (yerli) furniture brands, LLM brand recommendations, ChatGPT/Gemini/Claude/Grok/Perplexity brand recommendation, Generative Engine Optimization (GEO).

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# 01

## SECTION 01

# Executive Summary

AI visibility in Turkey's furniture market is concentrated in a tight "big three" that leads every cut within a few points; below them visibility falls off a cliff, and the origin-neutral shelf is strongly domestic.

## EXECUTIVE SUMMARY

# A big three, then a cliff

## ONE-SENTENCE TAKEAWAY

AI visibility in Turkey's furniture market is concentrated in a tight "big three" — İstikbal, Bellona and Doğtaş — that leads every cut within a few points of one another; below them visibility falls off a cliff, and the origin-neutral shelf is strongly domestic.

- 1 It's a three-way race at the top, not a runaway.** İstikbal tops the Main leaderboard with 96.78, but Bellona is mentioned most often (50.5% of all 746 responses vs İstikbal's 46.9%); İstikbal leads because it is named earlier in answers. Doğtaş (90.12) completes the trio, all within 6.7 points and in all five models.
- 2 Then a cliff.** A 23.5-point gap separates third-placed Doğtaş (90.12) from fourth-placed Kelebek (66.62) — far larger than any other break on the list, and the defining feature of the market.
- 3 28 entities qualified in the Main cut.** From a 352-entity dictionary, only 28 cleared the 5% threshold; their average score is 52.5. Of the 28, 22 are brands and 6 are retailers/marketplaces (Vivense, Koçtaş, Trendyol, Modoko, Hepsiburada, Masko), kept in deliberately.
- 4 One foreign brand cracks the top tier.** IKEA is fifth in the Main cut (58.73) and the only foreign entity to qualify there. Every other qualified entity is Turkish.
- 5 The models broadly agree.** All five place İstikbal, Bellona and Doğtaş in their top three; they differ mainly in breadth — Grok names ~10.6 brands per answer and Perplexity ~9.0, while Claude and GPT-4o-mini are leaner (~4.2).
- 6 Answers are almost always grounded.** 98.4% of responses carried a citation; only 12 were memory-only — too few to support a reliable web-vs-memory comparison.
- 7 The Local cut concentrates even harder — but leaks.** In the 13 Turkish-only questions the big three lead by wider margins (İstikbal 99.15), yet IKEA still appears at #17 — models do not perfectly honour an origin instruction.
- 8 The open market is strongly domestic.** Across the 17 origin-neutral questions, 88.4% of answers name at least one Turkish brand versus 34.8% a foreign one; only two foreign brands qualify (IKEA #4, Roche Bobois #23).
- 9 Sources split between brand sites and a listicle long tail.** Brand-owned sites are the single largest citation block (43.3%), nearly tied with a 291-domain editorial long tail (42.7%); the three most-cited domains are the big three's own sites.

## Why it matters

Consumers are shifting product discovery from search engines to AI assistants. Whether a brand appears in those assistants' answers is becoming a discovery channel in its own right. This report captures the first snapshot (baseline) of this new "visibility shelf" for Turkey's furniture market — describing visibility and information availability, not which brands are best.

# 02

## SECTION 02

# Methodology

Five large language models were asked 30 Turkish questions five times each — with no system prompt — producing 746 usable responses; entities were identified by automated extraction plus human validation and ranked with a three-component (45/30/25) score across three cuts.

## METHODOLOGY

# How the study was run

## ONE-SENTENCE TAKEAWAY

Five large language models were asked 30 Turkish questions five times each — with no system prompt — producing 746 usable responses; brands and shopping entities were identified by automated extraction plus human validation and ranked with a three-component (45/30/25) score, computed separately for the Main, Local and Open cuts.

## 2.1 SCOPE AND MODELS

The study queried five large language models directly via API with identical questions. Each model received only the user question — no system prompt was used, temperature was left at the provider default, and no region/locale parameter was defined. Because the questions are in Turkish, models infer the Turkish market from language alone.

TABLE 1 — MODELS & WEB-SEARCH CONFIGURATION

web-search rate = share of answers with  $\geq 1$  citation

Model	Version	Web search	Web rate
GPT-4o-mini	gpt-4o-mini	Enabled — web search tool	100.0%
Gemini 2.5 Flash-Lite	gemini-2.5-flash-lite	Enabled — Google Search grounding	91.8%
Claude Haiku 4.5	claude-haiku-4.5	Enabled — web search tool	100.0%
Perplexity Sonar	perplexity/sonar	Always search-grounded	100.0%
Grok 4.3	grok-4.3	Enabled — web search tool	100.0%

**Scale:** 30 questions  $\times$  5 repeats  $\times$  5 models = 750 responses; 4 were excluded (empty Gemini generations), leaving 746 usable. Single run, 27 June 2026. The final dictionary holds 352 entities (338 Turkish, 14 foreign) — 336 brands, 11 retailers and 5 marketplaces. Across the Main cut, about 5,260 brand mentions were captured.

## 2.2 WEB-SEARCH CONFIGURATION

Web search was offered as an enabled tool to all five models; each decided for itself whether to use it (Perplexity Sonar is search-grounded by design). Whether a response drew on web search or the model's own knowledge was inferred from whether the provider returned any citation: a citation means "web-search", none means "own knowledge." This is a reasonable proxy, not direct proof. In this run 98.4% of usable answers were grounded.

## 2.3 QUESTIONS AND THE THREE CUTS

The 30 questions are evenly split across three behavioural types (10 each): discovery (recommendation), attribute (durability, MDF quality, stain-resistant fabric, value, etc.) and use\_case (small living rooms, homes with cats or children, wedding packages, balcony sets). The same questions are read in three market cuts, each ranked independently.

TABLE 2 — THE THREE MARKET CUTS

Local + Open = the full 30-question set

Cut	Questions	Responses	Qualified	What it answers
Main	30	746	28	Overall visibility across every question
Local	13	323	31	Who is named when asked for Turkish brands
Open	17	423	26	Fair Turkish-vs-foreign comparison

## 2.4 BRAND EXTRACTION AND VALIDATION

Entities were extracted in two stages — automated extraction (emphasised names and citation domains, variants merged into a canonical name) and human validation (real brands confirmed, non-brands filtered, aliases merged, each labelled Turkish/foreign). A brand is Turkish if founded and headquartered in Turkey; foreign otherwise, even when widely sold in Turkey (e.g. IKEA, Roche Bobois). Retailers and marketplaces are kept as entities so the shelf is described as shoppers actually meet it.

### İNEGÖL NOTE

İnegöl is a furniture-manufacturing hub near Bursa, not a brand. Generic “İnegöl ...” phrases are treated as a place, while specific İnegöl-based companies with their own domains are kept as brands.

## 2.5 AI VISIBILITY SCORE (0-100)

$$\text{Score} = 0.45 \times \text{Mention} + 0.30 \times \text{Position} + 0.25 \times \text{Breadth}$$

Component	Weight	Basis
Mention	45%	mention rate within the cut
Position	30%	MRR (how early the brand is named)
Breadth	25%	number of models covering it (0-5)

Each component is scaled so the leading qualified brand in each cut = 100 (breadth scaled across the five models), then combined with the weights. **Qualification (≥5% rule):** only entities mentioned in at least 5% of a cut’s responses are ranked — 28 Main, 31 Local, 26 Open.

## 2.6 NEUTRALITY AND SELF-EXCLUSION

This is a market-wide, neutral study with no focus brand. To prevent any conflict of interest, all citations to Herm.io’s own domain were excluded from the source data before analysis, so the company’s own content neither appears among the most-cited domains nor influences any figure.

# 03

## SECTION 03

# Overall Visibility Leaderboard

A tight big three (İstikbal, Bellona, Doğtaş) leads within 6.7 points; a 23.5-point cliff then separates them from the rest, and the 28-entity list tapers quickly into a long tail.

## — OVERALL VISIBILITY LEADERBOARD — MAIN CUT

# AI Visibility Score — 28 qualified entities

TABLE 3 — AI VISIBILITY SCORE (MAIN CUT)

all 28 qualified entities

#	Entity	Type	Origin	Ment.	AI Score
● 1	İstikbal	brand	TR	46.9%	96.78
2	Bellona	brand	TR	50.5%	94.36
3	Doğtaş	brand	TR	48.7%	90.12
4	Kelebek	brand	TR	33.4%	66.62
5	IKEA	brand	Foreign	19.4%	58.73
6	Gündoğdu	brand	TR	13.8%	56.24
7	Vivense	retailer	TR	20.8%	55.87
8	Enza	brand	TR	21.7%	55.62
9	Koçtaş	marketpl.	TR	13.8%	55.22
10	Trendyol	marketpl.	TR	22.3%	54.64
11	Medusa	brand	TR	7.0%	54.46
12	Varalli	brand	TR	8.3%	49.07
13	Sivriiler	brand	TR	8.3%	47.70
14	Modalife	brand	TR	10.6%	46.75
15	Çilek	brand	TR	8.4%	46.20
16	Belusso	brand	TR	8.7%	46.15
17	Yataş	brand	TR	11.3%	46.14
18	Lazzoni	brand	TR	12.7%	45.36
19	Ergül	brand	TR	5.6%	45.00
20	Almila	brand	TR	6.0%	44.66
21	Modoko	marketpl.	TR	10.2%	44.65
22	Palmera	brand	TR	5.1%	44.33
23	Mondi	brand	TR	11.8%	43.71
24	Hepsiburada	marketpl.	TR	9.2%	40.74
25	Kilim	brand	TR	5.1%	39.04
26	Masko	marketpl.	TR	8.4%	38.82
27	Divanev	brand	TR	8.4%	36.28

(cont.)

#	Entity	Type	Origin	Ment.	AI Score
28	Alfemo	brand	TR	5.4%	28.07

**AVERAGE**

Average score of the 28 qualified entities: 52.5. Of these, 22 are brands and 6 are retailers/marketplaces.

### 3.1 Tier narrative

**The big three (96.78 / 94.36 / 90.12).** İstikbal, Bellona and Doğtaş are in a class of their own — each appears in roughly half of all 746 answers and in all five models. The nuance is how they differ: Bellona is mentioned most often (50.5%), but İstikbal is named earliest (MRR 0.64), which is why İstikbal leads overall despite the lower mention rate.

**The cliff.** Below Doğtaş, the score drops 23.5 points to Kelebek (66.62, 33.4%) — the single largest break on the list. Everything past this point is materially less visible than the leaders.

**The upper-middle (ranks 5–11).** Here brands and shopping entities mix: IKEA (58.73) is the lone foreign name; Gündoğdu and Enza are domestic makers; and Vivense, Koçtaş and Trendyol sit among them, because shoppers treat “where to buy” and “which brand” as one shelf. Medusa (#11) is telling: despite a 7.0% mention rate it ranks here because when named it appears very early (MRR 0.4954).

**The long tail (ranks 12–28).** Scores fall from ~49 to 28.07 (Alfemo). Most entities still appear in all five models, but their mention and position components decline; at the bottom, breadth also drops (Sivriler, Masko, Divanev at 4 models, Alfemo at 3). A lower rank means lower current visibility — not lower quality.

# 04

## SECTION 04

# Differences Between Models

The five models agree on the big three but differ sharply in breadth — Grok and Perplexity name many brands per answer, while Claude and GPT-4o-mini stay lean — and Perplexity surfaces by far the widest long tail.

## DIFFERENCES BETWEEN MODELS

## Same big three, very different breadth

TABLE 4 – REPERTOIRE BY MODEL

150 responses each; Gemini 146

Model	Web	Distinct	/Answer	Top brands (mentions)
Claude Haiku 4.5	100%	116	4.23	Doğtaş (48), Bellona (45), Kelebek (32)
GPT-4o-mini	100%	120	4.21	Doğtaş (52), Bellona (49), Kelebek (33)
Gemini 2.5 Flash-Lite	91.8%	147	7.24	İstikbal (84), Bellona (76), Doğtaş (72)
Grok 4.3	100%	135	10.61	İstikbal (133), Bellona (129), Doğtaş (116)
Perplexity Sonar	100%	245	8.99	Bellona (78), İstikbal (76), Doğtaş (75)

Two patterns stand out. **Breadth varies enormously:** Grok names ~10.6 brands per answer and Perplexity ~9.0, while Claude (4.23) and GPT-4o-mini (4.21) give short, selective lists. **Perplexity surfaces the widest long tail** – 245 distinct brands, roughly double the others – yet its top three is still the big three.

### 4.2 The agreement story

Where some markets see the models disagree on the leader, furniture shows strong consensus: every model places İstikbal, Bellona and Doğtaş in its top three. The disagreement is about how much else gets named. Lean models (Claude, GPT-4o-mini) reproduce the big three plus a handful of others; broad models (Grok, Perplexity, Gemini) reach deeper into the domestic long tail, lifting mid-tier makers such as Enza, Gündoğdu and Vivense into view. For a brand outside the big three, being named is largely a question of whether a broad model is doing the answering.

# 05

## SECTION 05

# Web Search or Model Memory?

Almost every answer was web-grounded (98.4%); the memory-only segment is too small (12 responses) to support a leader comparison, so this is reported as an indicative note only.

# Almost everything is grounded

## ONE-SENTENCE TAKEAWAY

Almost every answer was web-grounded (98.4%); the memory-only segment is too small (12 responses) to support a leader comparison, so this is reported as an indicative note only.

The 746 responses split into **734 grounded** answers (carrying a citation) and just **12 own-knowledge** answers (no citation). Because the own-knowledge segment is so small, the figures below are indicative only and should not be read as a finding.

### GROUNDED SEGMENT – TOP 6

734 responses

#	Brand (web search)	Mentions
● 1	Bellona	369
2	Doğtaş	357
3	İstikbal	346
4	Kelebek	245
5	Trendyol	162
6	Vivense	154

### OWN-KNOWLEDGE SEGMENT – TOP 6

12 responses · indicative only

#	Brand (own memory)	Mentions
● 1	Bellona	8
2	Enza	8
3	Doğtaş	6
4	İstikbal	4
5	Trendyol	4
6	Hepsiburada	4

## 5.1 What the two segments show

The grounded segment simply mirrors the overall picture — the big three on top. The only thing worth flagging in the memory segment is that **Enza** appears unusually high (8 of 12 answers), level with Bellona, which might hint that an established name carries further without search. With just 12 responses behind it, that is a hypothesis to test in future editions, not a conclusion.

# 06

## SECTION 06

## Category Ownership

The big three lead all three behavioural types; discovery questions elicit the widest brand lists, while use-case questions pull retailers (Vivense) and value makers (Gündoğdu) forward.

## The big three top every type

This furniture edition has no topical sub-categories, so the breakdown uses the three behavioural types — each covering 10 questions. The table shows responses, the average number of brands named per answer, and the most-mentioned brands in each.

TABLE 5 — MOST-MENTIONED BRANDS BY BEHAVIOURAL TYPE

Type	Resp.	/Ans	Top brands (mentions)
attribute	248	5.88	Bellona (130), Doğtaş (118), İstikbal (114), Kelebek (73), IKEA (67)
discovery	248	9.04	Doğtaş (153), İstikbal (142), Bellona (139), Kelebek (123), Enza (90)
use_case	250	6.25	Bellona (108), İstikbal (94), Doğtaş (92), Gündoğdu (70), Vivense (68)

**Reading.** The big three top every type, but the texture differs. **Discovery** questions produce the widest lists ( $\approx 9.0$  brands per answer) and lift mid-tier makers such as Enza into the top five. **Attribute** questions — durability, MDF quality, stain-resistant fabric — are where IKEA surfaces most strongly (it makes the attribute top five but not the others). **Use-case** questions — wedding packages, homes with children or pets, small rooms — bring Gündoğdu and the retailer Vivense forward, because need-driven questions often resolve into “where do I buy a full set,” not just “which brand.”

# 07

## SECTION 07

# The Local Cut

When questions explicitly ask for Turkish furniture, the big three lead by even wider margins and smaller domestic makers surface — yet IKEA still leaks into this Turkish-only cut at #17.

## — THE LOCAL CUT — ASKING SPECIFICALLY FOR TURKISH BRANDS

## A tighter grip, with one leak

This cut uses only the 13 Turkish-only questions (323 responses); 31 entities qualified. The leaders tighten their grip: İstikbal 99.15, Bellona 94.13, Doğtaş 90.37, then Kelebek (68.45) and Gündoğdu (64.62).

TABLE 6 — LOCAL (YERLI) CUT

13 questions, 323 responses · top 15 of 31

#	Brand	Type	Ment.	Score
● 1	İstikbal	brand	48.3%	99.15
2	Bellona	brand	49.2%	94.13
3	Doğtaş	brand	48.9%	90.37
4	Kelebek	brand	35.0%	68.45
5	Gündoğdu	brand	22.3%	64.62
6	Enza	brand	22.3%	56.85
7	Vivense	retailer	18.0%	53.31
8	Modalife	brand	15.2%	53.16
9	Koçtaş	marketpl.	14.9%	52.51
10	Trendyol	marketpl.	20.7%	51.11
11	Ergül	brand	11.5%	50.72
12	Sivriler	brand	11.1%	49.10
13	Belusso	brand	9.9%	48.76
14	CaddeYıldız	brand	9.3%	47.48
15	Yataş	brand	10.5%	43.81

**Two things stand out.** First, the Turkish-only framing surfaces smaller domestic makers that do not qualify in the Main cut at all — Ergül (#11), CaddeYıldız (#14), Savenis (#25), Minar Mobilya Online (#29) and Kargılı (#31) — exactly the regional manufacturers a “find me a Turkish brand” question is meant to reach.

### ORIGIN LEAKAGE

More revealing about the models themselves: IKEA still appears at #17 (5.6%) in a cut whose questions explicitly ask for Turkish brands. The models do not perfectly honour an origin constraint — a small but consistent leakage worth tracking, since it shapes what a shopper who asked for “yerli” actually sees.



## SECTION 08

# Open Market: Turkish vs. Foreign

In origin-neutral questions the furniture shelf is overwhelmingly domestic — 88.4% of answers name a Turkish brand versus 34.8% a foreign one — and only IKEA and Roche Bobois qualify as foreign.

## — OPEN MARKET: TURKISH VS. FOREIGN

## A domestic shelf, even when nothing forces it

This chapter relies on the 17 open questions with no origin restriction (423 responses) — the only group where Turkish and foreign brands can be compared fairly. Treat the exact figures as a baseline to track across editions.

### 8.1 Origin reach

The figures below show the share of open-market answers that name at least one brand of each origin (an answer can name both, so these do not sum to 100).

Origin reach in open-market answers	Share of answers
Names ≥1 Turkish brand	88.4%
Names ≥1 foreign brand	34.8%

Domestic dominance here is striking, and it is the clearest contrast with other verticals: where some markets split close to evenly once the origin restriction is dropped, **Turkey's furniture shelf stays domestic even when nothing forces it to**. Of the 26 qualified open-market entities, 24 are Turkish and only 2 are foreign.

### 8.2 Open-market top 15 (any origin)

TABLE 7 — OPEN MARKET

17 questions, 423 responses · top 15 of 26

#	Brand	Origin	Ment.	Score
1	İstikbal	TR	45.9%	95.05
2	Bellona	TR	51.5%	94.59
3	Doğtaş	TR	48.5%	90.05
4	IKEA	Foreign	30.0%	68.62
5	Kelebek	TR	32.2%	65.34
6	Koçtaş	TR	13.0%	57.94
7	Vivense	TR	22.9%	57.78
8	Trendyol	TR	23.4%	57.22
9	Enza	TR	21.3%	54.70
10	Varalli	TR	12.8%	53.34
11	Çilek	TR	5.7%	52.11
12	Gündoğdu	TR	7.3%	48.72
13	Lazzoni	TR	14.9%	48.06
14	Yataş	TR	11.8%	47.85
15	Almila	TR	5.7%	47.84

### 8.3 The one foreign exception

**IKEA is the only foreign brand with real open-market visibility** — fourth overall (68.62), ahead of every domestic name except the big three, and the foreign brand that consumers and models alike reach for as the international reference point. After IKEA, the next foreign name is Roche Bobois, which barely qualifies at #23 (6.6%) as a luxury reference. There is no broad foreign mid-tier here. The open-market reading is encouraging on its face — but the question to watch each quarter is whether that single foreign exception broadens.

## 09

## SECTION 09

# The Discovery Ecosystem

AI's picture of furniture brands is built from two roughly equal blocks — the brands' own websites and a long tail of nearly 300 small editorial/listicle sites — with retail and forums playing only minor roles.

## — THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

## Owned sites plus a listicle long tail

When a model answers with web search, it draws on the content available to it at that moment. The cited source addresses were reduced to domains and ranked by how many answers cited them — a map of where these systems read about furniture brands.

### 9.1 THE 12 MOST-CITED DOMAINS

#	Domain	Citing	Source type
1	bellona.com.tr	29.36%	Brand
2	istikbal.com.tr	27.88%	Brand
3	dogtas.com	25.07%	Brand
4	eniyimobilyamarkalari.com	19.84%	Editorial / Other
5	trendyol.com	19.17%	Retailer / Marketplace
6	gundogdumobilya.com.tr	18.10%	Brand
7	eniyilerden.com	18.10%	Editorial / Other
8	koctas.com.tr	15.15%	Retailer / Marketplace
9	sivrilermobilya.com	14.75%	Brand
10	vivense.com	14.61%	Retailer / Marketplace
11	kelebek.com	13.54%	Brand
12	umutspot.com	13.27%	Editorial / Other

#### MOST CITED

The three most-cited domains are the big three's own websites — bellona.com.tr, istikbal.com.tr, dogtas.com — each cited in roughly a quarter to a third of answers and by all five models.

### 9.2 SOURCE-TYPE MIX

Source type	Domains	Citation share
Brand	94	43.3%
Editorial / Other	291	42.7%
Retailer / Marketplace	10	8.4%
Forum / UGC	10	5.6%

### 9.3 Concentration plus fragmentation

The mix tells two stories at once. **Brand-owned sites are concentrated and powerful:** just 94 domains account for 43.3% of citations, because a handful of large brands' own websites are cited again and again. **Editorial/Other is fragmented and large:** 291 domains add up to almost the same share (42.7%), none individually dominant — a long tail of small “top 10 brands” articles and local sites. Together these two blocks are ~86% of all citations; retail/marketplace (8.4%) and forum/UGC (5.6%, mostly YouTube and Ekşi Sözlük) are comparatively minor.

# 10

## SECTION 10

# What the Patterns Suggest

The most visible furniture names share broad model coverage, a strong owned-website presence, and — for the leaders — frequent early mention; the domestic shelf dominates origin-neutral questions.

## — WHAT THE PATTERNS SUGGEST

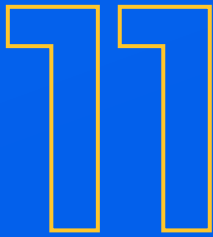
## Five structural patterns

This chapter is a neutral reading of the data. It describes patterns associated with visibility; it is not advice, and visibility remains separate from quality.

- 1 Breadth is a baseline condition.** Every top entity appears in all five models (breadth component 100). The brands that slip down the list are the ones that lose model coverage (Sivriler, Masko, Divanev at 4 models; Alfemo at 3).
- 2 Mention and position are different levers.** Bellona is named most often; İstikbal is named earliest; Medusa is rarely named but, when it is, appears near the top. A brand can be visible by frequency, by prominence, or both.
- 3 Owned web presence and visibility move together.** The three most-cited domains in the entire study are the big three's own websites. In a near-fully-grounded run (98.4%), a current, well-structured brand site is the factor most visibly associated with the top of the leaderboard — an observed association, not a proven cause.
- 4 The shelf includes shops, not just brands.** Retailers and marketplaces (Vivense, Koçtaş, Trendyol) qualify alongside manufacturers and rise specifically in use-case questions. For furniture, “which brand” and “where to buy” are answered together.
- 5 Domestic brands own the open shelf.** Even with no origin restriction, Turkish brands dominate (88.4% vs 34.8%), with IKEA the lone strong foreign exception. The headline number to track: whether the domestic shelf stays this dominant, or foreign names broaden beyond IKEA.

### How a brand can locate itself in the data

Using the dataset (available on request), a brand can read four things in order: whether it appears in all five models; how frequently it is mentioned; how early it ranks when mentioned; and which model, cut or category it is weakest in. Together these show where a brand's visibility gap sits — without saying anything about whether its products are good.



## SECTION 11

# Limitations and Notes

This report is a single, one-market, point-in-time snapshot; the figures should be read within the limitations below.

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**LIMITATIONS AND NOTES**

## How to read the findings

- **Single, point-in-time measurement.** Data were collected in one run on 27 June 2026 — a snapshot, not a trend. This is the first (baseline) edition.
- **Web-vs-memory is not analysable here.** Only 12 of 746 answers were memory-only; the segment is too small for any leader comparison and is reported as an indicative note only.
- **Entities are mixed into the leaderboard.** Retailers and marketplaces are ranked alongside brands by design, to describe the real shopping shelf; a brand-only view is easily derived and leaves the order of the leaders unchanged.
- **Origin instructions leak.** Models do not perfectly honour a “Turkish-only” request — IKEA appears in the Local cut at #17. Origin cuts should be read as strong tendencies, not hard filters.
- **Small score gaps are not meaningful.** In the packed middle of each leaderboard, differences of a point or two should not be over-interpreted; only larger gaps (such as the 23.5-point cliff) are robust.
- **Visibility is not quality.** The study measures only mention and position — not whether a brand was described positively, whether a recommendation was accurate, or whether a product is well made.
- **Models are probabilistic.** The same question can produce different answers; five repeats reduce but do not remove run-to-run variation.
- “Web search vs own knowledge” is inferred from whether a citation accompanied the answer, not from internal traces.
- **Precision over recall.** Brand matching was cautious; some long-tail or implicit mentions may be undercounted. Common-word collisions (e.g. koltuk = sofa) were detected and removed during validation.
- Citation structures differ by provider; domain extraction is best-effort. Origin classification involves judgement, token caps differ by provider, and model versions date quickly.

# 12

SECTION 12

## Appendix & Data

The study's 30 questions, the tracked-entity dictionary, data availability, and about Herm.io.

## APPENDIX &amp; DATA

## 12.1 All questions (30) and their cuts

#	Type	Cut	Question (Turkish)
1	discovery	Open	en iyi mobilya markası hangisi
2	discovery	Open	koltuk takımı hangi marka alınmalı
3	discovery	Open	salon için en iyi koltuk takımları
4	discovery	Open	lüks mobilya markaları neler
5	discovery	Open	mobilya nereden alınır, güvenilir yer önerir misin
6	discovery	Local	iyi bir yerli mobilya önerir misin
7	discovery	Local	türk malı mobilya markası arıyorum, hangileri iyi
8	discovery	Local	yerli koltuk takımı olarak ne önerirsin
9	discovery	Local	İnegöl mobilyası iyi mi, hangi yerli üreticilere bakılır
10	discovery	Local	ev dizmek için yerli mobilya nereden alınır
11	attribute	Open	uzun ömürlü mobilya hangi markalarda iyi
12	attribute	Open	MDF kullanan kaliteli mobilya markası önerisi
13	attribute	Open	uygun fiyatlı ama sağlam mobilya
14	attribute	Open	leke tutmayan silinebilir koltuk takımı önerisi
15	attribute	Open	çökmeyen rahat koltuk hangi marka iyi
16	attribute	Open	en kullanışlı koltuk kumaşı olan takımlar
17	attribute	Local	fiyat performans yerli mobilya önerir misin
18	attribute	Local	türk malı sağlam MDF yatak odası takımı var mı
19	attribute	Local	leke tutmayan kumaşlı yerli koltuk markası
20	attribute	Local	kaliteli ama çok pahalı olmayan yerli koltuk takımı
21	use_case	Open	evleniyoruz düğün paketi mobilya nereden alınır
22	use_case	Open	küçük salon için köşe koltuk hangi marka iyi
23	use_case	Open	kedi olan eve dayanıklı koltuk önerisi
24	use_case	Open	çocuklu ev için kolay silinen koltuk takımı
25	use_case	Open	genç odası için hangi marka iyi
26	use_case	Open	balkon için rattan ya da bambu takımında hangi marka iyi
27	use_case	Local	kiralık eve uygun yerli mobilya önerisi
28	use_case	Local	türk malı düğün paketi mobilya önerisi

(cont.)

#	Type	Cut	Question (Turkish)
29	use_case	Local	balkon için yerli bahçe mobilyası önerir misin
30	use_case	Local	çocuğa yerli genç odası takımı bakıyorum, nereden alınır

**Distribution:** 10 discovery, 10 attribute, 10 use\_case; 13 Local (explicitly yerli/Turkish) and 17 Open (origin-neutral).

## 12.2 Tracked entities (Main cut)

The study locked a 352-entity dictionary (338 Turkish, 14 foreign; 336 brands, 11 retailers, 5 marketplaces). The table below lists the 28 entities that cleared the 5% threshold in the Main cut, marked Ranked, ordered by mention count descending. The full 352-entity list is available on request.

Entity	Origin	Ment.	Rate	Models	Status
Bellona	TR	377	50.5%	5	Ranked
Doğtaş	TR	363	48.7%	5	Ranked
İstikbal	TR	350	46.9%	5	Ranked
Kelebek	TR	249	33.4%	5	Ranked
Trendyol	TR	166	22.3%	5	Ranked
Enza	TR	162	21.7%	5	Ranked
Vivense	TR	155	20.8%	5	Ranked
IKEA	Foreign	145	19.4%	5	Ranked
Gündoğdu	TR	103	13.8%	5	Ranked
Koçtaş	TR	103	13.8%	5	Ranked
Lazzone	TR	95	12.7%	5	Ranked
Mondi	TR	88	11.8%	5	Ranked
Yataş	TR	84	11.3%	5	Ranked
Modalife	TR	79	10.6%	5	Ranked
Modoko	TR	76	10.2%	5	Ranked
Hepsiburada	TR	69	9.2%	5	Ranked
Belusso	TR	65	8.7%	5	Ranked
Çilek	TR	63	8.4%	5	Ranked
Masko	TR	63	8.4%	4	Ranked
Divanev	TR	63	8.4%	4	Ranked
Sivriiler	TR	62	8.3%	4	Ranked

(cont.)

Entity	Origin	Ment.	Rate	Models	Status
Varalli	TR	62	8.3%	5	Ranked
Medusa	TR	52	7.0%	5	Ranked
Almila	TR	45	6.0%	5	Ranked
Ergül	TR	42	5.6%	5	Ranked
Alfemo	TR	40	5.4%	3	Ranked
Palmera	TR	38	5.1%	5	Ranked
Kilim	TR	38	5.1%	5	Ranked

## 12.3 Data availability

The study tracked 352 entities; 28 / 31 / 26 cleared the 5% threshold in the Main / Local / Open cuts respectively. To support scrutiny and reproduction, the underlying data is available on request: response-level brand mentions, the qualified-entity leaderboards for all three cuts, full unfiltered metrics, per-model and per-category breakdowns, the open-market and web-vs-memory breakdowns, the top source domains, and the methodology and data dictionary.

All figures reflect a single point-in-time run (27 June 2026) and are subject to the limitations in Chapter 11. This is the first baseline measurement; the study will be repeated quarterly.

## 12.4 About Herm.io & disclosure

Herm.io is a consumer-behaviour and marketing-data company. It studies how people discover and choose brands so that brands can reach the right customers. This report is part of its public research and is a recurring quarterly study.

### DISCLOSURE & NEUTRALITY

Herm.io does not sell SEO or GEO (search/AI-ranking) services, and this report does not recommend any. No brand paid to be included, ranked, or described, and a brand's score is not an endorsement or a judgment of its quality — it is a measure of visibility only. All citations to Herm.io's own domain were excluded from the source data, so the company does not appear in, measure, or benefit from its own study.

### REPORT PERIOD

June 2026 · Edition 1 (baseline) of a quarterly series.