

— HERM.IO RESEARCH · TURKEY INNERWEAR MARKET

AI Visibility Report

The first AI-visibility snapshot of Turkey's innerwear, hosiery and beachwear market: how do large language models see and rank brands?

1,117

Total Responses

45

Questions Analyzed

189

Brands Tracked

28

Qualified Brands

KEY FINDINGS

At a glance

This report reproduces the real Turkish-language questions consumers ask AI assistants about underwear, socks, tights and swimwear, and measures how often, in what order, and across how many models five large language models name each brand.

- 1** **Penti** leads the main leaderboard with a 94.91 score, appearing in 41.3% of all responses across all five models, with an 8.35-point gap to Ayyıldız (86.56).
- 2** Of 189 tracked brands, **28** cleared the 5% mention threshold in the main market — 19 Turkish and 9 foreign; the two foreign names in the top ten are Marks & Spencer (#7) and OYE Swimwear (#10).
- 3** The market is Turkish-led but not Turkish-only: in the origin-neutral open market, mentions split **59.3% Turkish / 40.7% foreign** — the closest balance of any Herm.io edition so far.
- 4** **Grok** has by far the widest repertoire (9.4 brands/answer); GPT-4o-mini and Claude Haiku the narrowest (3.43 and 3.64). Search was near-universal — 98.7% of all answers were web-grounded.
- 5** Different brands own different shelves: **Penti** leads innerwear, **Dündar Çorap** leads hosiery, and **Ayyıldız** leads swimwear/beachwear.

SCOPE & METHOD

Vertical: Innerwear, hosiery & beachwear — Turkey. Method: a single point-in-time study of 1,117 responses; five large language models (GPT-4o-mini, Gemini, Claude, Perplexity, Grok), each asked 45 Turkish-language questions five times. Collection dates: 19–20 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 innerwear, hosiery and beachwear 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, more comfortable, cheaper or higher quality. AI visibility reflects information availability and discovery, not product quality, fit, price or trustworthiness.

Key terms: AI visibility, AI Visibility Score, innerwear brands, hosiery brands, beachwear brands, Turkish (yerli) underwear/swimwear brands, LLM brand recommendations, ChatGPT/Gemini/Claude/Perplexity/Grok brand recommendation, Generative Engine Optimization (GEO).

CONTENTS

Report contents

01	Executive Summary	04
02	Methodology	06
03	Overall Visibility Leaderboards	09
04	Differences Between Models	14
05	Search vs. Memory: Why This Edition Omits the Split	17
06	Category Ownership	19
07	Open Market: Turkish vs. Foreign	21
08	The Discovery Ecosystem	24
09	What the Patterns Suggest	27
10	Limitations and Notes	29
11	Appendix & Data	31

01

SECTION 01

Executive Summary

AI visibility in Turkey's innerwear, hosiery and beachwear market is led decisively by Penti and Ayyıldız, sits on a Turkish-majority but genuinely contested shelf, and is split cleanly by subcategory.

EXECUTIVE SUMMARY

Two leaders, three shelves, one contested market

ONE-SENTENCE TAKEAWAY

AI visibility in Turkey's innerwear, hosiery and beachwear market is led decisively by Penti and Ayyıldız, sits on a Turkish-majority but genuinely contested shelf, and is split cleanly by subcategory — a different brand leads underwear, socks and swimwear.

- 1 Penti leads; Ayyıldız is a clear second.** Penti tops the main leaderboard at 94.91, appearing in 41.3% of all responses across all five models, with an 8.35-point gap to Ayyıldız (86.56). Trendyol (75.9), Dagi (68.92) and Dündar Çorap (68.67) complete the top five.
- 2 28 brands qualified for the main ranking.** Of 189 tracked brands, 28 cleared the 5% mention threshold across all 45 questions — 19 Turkish and 9 foreign. The two foreign names inside the top ten are Marks & Spencer (#7) and OYE Swimwear (#10). The average score of the 28 qualified brands is 56.1.
- 3 The market is Turkish-led but not Turkish-only.** On the 22 origin-neutral (open) questions, mentions split 59.3% Turkish / 40.7% foreign — the most balanced origin split Herm.io has recorded in any vertical to date. Foreign visibility here is real and broad (12 foreign brands qualify in the open cut), not confined to a single niche.
- 4 The local shelf is overwhelmingly Turkish.** When questions explicitly ask for Turkish/yerli brands (the 23 local questions), only 4 of 36 qualified brands are foreign (OYE Swimwear, Sand&Blue, Moeva London, Marks & Spencer). The assistants clearly recognise “yerli” as a constraint and answer it with domestic names.
- 5 Subcategory leadership is split three ways.** Penti leads innerwear (52.6% within the subcategory), Dündar Çorap leads hosiery (37.7%), and Ayyıldız leads swimwear/beachwear (58.5%). No single brand owns all three shelves.
- 6 The models see the same market at very different breadths.** Grok lists ~9.4 distinct brands per answer; GPT-4o-mini (3.43) and Claude Haiku (3.64) are the most selective. Despite that, Penti and Ayyıldız lead across models.
- 7 Search was near-universal.** 98.7% of all answers were web-grounded; four of five models searched on ~100% of answers and only Gemini fell below (93.1%). With almost no “memory-only” answers, this edition does not include a web-search-vs-memory comparison (see Chapter 5).
- 8 Sources are brand-owned first.** 45.3% of cited sources are brands' own websites; the single most-cited domain is the marketplace trendyol.com (40.4% of responses), followed by brand sites ayyildiz.com.tr and penti.com.

Why it matters

Shoppers are shifting discovery from search engines and marketplaces to AI assistants. Whether an underwear, sock or swimwear 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 innerwear, hosiery and beachwear sector. A reminder: the numbers describe visibility and information availability — not which brands are best.

02

SECTION 02

Methodology

Five large language models were asked 45 Turkish questions five times each — with no system prompt — producing 1,117 usable responses; brands were ranked with a three-component (45/30/25) score, computed separately for the main, local and open cuts.

METHODOLOGY

How the study was run

ONE-SENTENCE TAKEAWAY

Five large language models were asked 45 Turkish questions five times each — with no system prompt — to produce 1,117 usable responses; brands 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. All models received only the user question — no system prompt was used, temperature was not set manually (provider default), and no region/locale parameter was defined. Because the questions are in Turkish, models infer the Turkish market from language alone.

Model	Version	Web search	Rate
GPT-4o-mini	openai/gpt-4o-mini	Enabled — web search tool	100.0%
Gemini 2.5 Flash-Lite	gemini-2.5-flash-lite	Enabled — Google Search grounding	93.1%
Claude Haiku 4.5	anthropic/claude-haiku-4.5	Enabled — web search tool	100.0%
Perplexity Sonar	perplexity/sonar	Always search-grounded	100.0%
Grok 4.3	x-ai/grok-4.3	Enabled — web search tool	100.0%

Scale: 45 questions × 5 repeats × 5 models = 1,125 responses; 8 were excluded (7 empty Gemini generations and 1 stuck Perplexity row), leaving 1,117 usable. Single run, 19–20 June 2026. The 45 questions are evenly split across three subcategories — innerwear, hosiery & socks and swimwear & beachwear, 15 each — and across three behavioural types — discovery, attribute and use_case, 15 each. Final brand dictionary: 189 brands (130 Turkish, 59 foreign).

2.2 THE THREE MARKET CUTS

Rather than two side-by-side markets, this vertical is read in three cuts of the same questions.

Cut	Questions	Resp.	Qual.	What it answers
Main	45 (all)	1,117	28	Overall visibility across every question
Local	23 TR-only	571	36	Who is named when the question asks for yerli brands
Open	22 neutral	546	26	Fair Turkish-vs-foreign comparison (no origin restriction)

NOTE

Local + open = the full 45-question set; the main cut spans both.

2.3 WEB-SEARCH CONFIGURATION

Web search was offered as an enabled tool to all five models; each decided for itself whether to use it (Perplexity’s 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/source: a citation means “web-search,” none means “own knowledge.” This is a reasonable proxy, not direct proof of the model’s internal process. In this run 98.7% of answers were grounded (see Chapter 5).

2.4 QUESTIONS

The 45 questions were generated in a two-step process — LLM seeding, then validation against real demand on Google, YouTube and Ekşi Sözlük (plus “People also ask,” alsoasked.com and answerthepublic.com) — and the top 15 per subcategory selected by occurrence. Of the 45, 23 are local (they explicitly ask for Turkish/yerli brands) and 22 are open (no origin restriction). The Turkish-vs-foreign comparison in Chapter 7 rests solely on the 22 open questions.

2.5 BRAND EXTRACTION AND VALIDATION

Brands were extracted in two stages: automated extraction (emphasised brand names and citation domains, variants merged into a canonical name) and human validation (real brands confirmed, non-brands filtered, aliases merged, each brand labelled Turkish/foreign). Final dictionary: 189 brands. Per study scope, retailers and marketplaces (Trendyol, Hepsiburada) are kept as entities so the shelf is described as shoppers meet it; a brand-only view is given in §3.2.

ORIGIN RULE

A brand is Turkish if founded and headquartered in Turkey; foreign otherwise, even when widely sold in Turkey (e.g. Marks & Spencer, Calzedonia, Intimissimi, Victoria’s Secret). A mention is counted once per response (presence, not frequency); position is the mean reciprocal rank of first appearance; breadth is the number of the five models that name the brand.

2.6 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 market
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, then combined with the weights. Qualification (≥5% rule): only brands mentioned in at least 5% of that cut’s responses are ranked (28 main, 36 local, 26 open). Unfiltered metrics for all 189 brands appear in Chapter 11.

2.7 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 domains 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 Leaderboards

Penti and Ayyıldız lead the market in every cut; the difference between cuts is what happens behind them — the local shelf is almost entirely Turkish, the open shelf is genuinely contested by foreign brands.

— OVERALL VISIBILITY LEADERBOARDS

Penti and Ayyıldız lead every cut

ONE-SENTENCE TAKEAWAY

Penti and Ayyıldız lead the market in every cut; the difference between cuts is what happens behind them — the local shelf is almost entirely Turkish, the open shelf is genuinely contested by foreign brands. As a reminder, these rank visibility, not product quality, fit, price or reliability.

3.1 Main leaderboard — 28 qualified brands

TABLE 1 — AI VISIBILITY SCORE (MAIN)

45 questions · 1,117 responses

#	Brand	Origin	AI Score
● 1	Penti	TR	94.91
2	Ayyıldız	TR	86.56
3	Trendyol	TR	75.90
4	Dagi	TR	68.92
5	Dünder Çorap	TR	68.67
6	Suwen	TR	63.90
7	Marks & Spencer	Foreign	59.09
8	Mısırlı	TR	57.92
9	Bolero	TR	56.92
10	OYE Swimwear	Foreign	56.46
11	DeFacto	TR	55.47
12	Intimissimi	Foreign	55.07
13	Adidas	Foreign	51.29
14	Kral Çorap	TR	50.98
15	Calzedonia	Foreign	50.32
16	Hepsiburada	TR	49.69
17	Tutku	TR	49.38
18	Blackspade	TR	49.24
19	Loya	TR	49.21
20	Calvin Klein	Foreign	49.06
21	Hemington	TR	48.70
22	Sand&Blue	Foreign	47.85

(cont.)

#	Brand	Origin	AI Score
23	LC Waikiki	TR	47.48
24	Cabani	TR	47.01
25	Victoria's Secret	Foreign	46.56
26	Decathlon	Foreign	45.02
27	Cottonhill	TR	44.49
28	Kom	TR	44.42

AVERAGE

Average score of the 28 qualified brands: 56.1. 25 of the 28 are seen by all five models; the top ten are foreign only twice — Marks & Spencer (#7) and OYE Swimwear (#10).

Reading. Penti maxes out the mention and breadth components and tops the table at 94.91, appearing in 41.3% of answers. Ayyıldız (86.56) is second on the strength of the highest position score in the top tier (MRR 0.61). Then come Trendyol, Dagi and Dünder Çorap — a notable case: Dünder is named in only 12.5% of answers but, when named, almost always first (MRR 0.66, the highest position component of any brand), which is why it sits fifth despite thin mentions.

3.2 Brand-only view (marketplaces removed)

Two entities above are marketplaces rather than brands — Trendyol and Hepsiburada. They are kept in the headline ranking because that is how shoppers meet the shelf, but removing them gives a pure brand-versus-brand picture. (DeFacto and Koton are treated as brands, not marketplaces, and remain in both views.)

BRAND-ONLY TOP 10 (MAIN)

marketplaces set aside

#	Brand	Origin	AI Score
● 1	Penti	TR	94.91
2	Ayyıldız	TR	86.56
3	Dagi	TR	68.92
4	Dünder Çorap	TR	68.67
5	Suwen	TR	63.90
6	Marks & Spencer	Foreign	59.09
7	Mısırlı	TR	57.92
8	Bolero	TR	56.92
9	OYE Swimwear	Foreign	56.46
10	DeFacto	TR	55.47

With Trendyol and Hepsiburada set aside, the top of the market is Penti, Ayyıldız, Dagi, Dünder Çorap and Suwen — all Turkish — with Marks & Spencer and OYE Swimwear the highest foreign names.

3.3 Local leaderboard — 36 qualified brands (Turkish-only questions)

When the 23 questions that explicitly ask for Turkish/yerli brands are isolated, the shelf gets longer (36 qualify) and almost entirely domestic.

TABLE 2 – AI VISIBILITY SCORE (LOCAL)

23 questions · 571 responses

#	Brand	Origin	AI Score
● 1	Penti	TR	93.55
2	Ayyıldız	TR	88.36
3	Dündar Çorap	TR	75.27
4	Trendyol	TR	75.25
5	Dagi	TR	68.84
6	Haşema	TR	61.82
7	Woolona	TR	60.53
8	DeFacto	TR	59.67
9	Remsa Mayo	TR	59.43
10	Suwen	TR	59.32
11	OYE Swimwear	Foreign	57.96
12	Bolero	TR	56.81
13	Mısırlı	TR	54.00
14	Kral Çorap	TR	54.00
15	Tutku	TR	53.67
16	Loya	TR	52.70
17	Hepsiburada	TR	52.15
18	Sand&Blue	Foreign	51.80
19	Blackspade	TR	51.03
20	Aytuğ	TR	49.89
21	Kom	TR	47.99
22	LC Waikiki	TR	47.76
23	Marina Mayo	TR	47.52
24	Zeki Triko	TR	47.32
25	Movom	TR	44.53
26	Moeva London	Foreign	43.41
27	Berrak	TR	42.40

(cont.)

#	Brand	Origin	AI Score
28	Koton	TR	42.01
29	Hemington	TR	41.68
30	Minca	TR	41.11
31	Dayco Çorap	TR	39.81
32	Marks & Spencer	Foreign	39.40
33	Cottonhill	TR	38.79
34	Kiğılı	TR	31.79
35	Cabani	TR	30.97
36	Kompedan	TR	30.24

AVERAGE

Average score of the 36 qualified local brands: 52.6. Only 4 of the 36 are foreign (OYE Swimwear, Sand&Blue, Moeva London, Marks & Spencer) – all in the lower half.

Reading. Penti and Ayyıldız again lead, but the local cut elevates specialist domestic names: Dündar Çorap rises to #3, and small, position-strong brands such as Haşema (#6, mentioned in 5.6% of answers but with MRR 0.79) and Woolona (#7, 5.1%, MRR 0.78) clear the bar mainly on how early and how broadly they are named. Their ranks should be read cautiously (see Chapter 10).

04

SECTION 04

Differences Between Models

All five models broadly agree on the leaders, but they differ enormously in breadth — Grok names nearly 9.4 brands per answer, GPT-4o-mini and Claude Haiku closer to 3.5.

DIFFERENCES BETWEEN MODELS

Same leaders, very different breadth

TABLE 3 – WEB SEARCH & REPERTOIRE BY MODEL

~224-225 responses each

Model	Web search	Distinct brands	Brands/answer
GPT-4o-mini	100.0%	109	3.43
Gemini 2.5 Flash-Lite	93.1%	137	6.25
Claude Haiku 4.5	100.0%	112	3.64
Perplexity Sonar	100.0%	127	5.35
Grok 4.3	100.0%	127	9.4

Web search was near-universal: four of the five models searched on essentially every answer; Gemini on 93.1%. The clearest difference is breadth: Grok lists ~9.4 brands per answer and reaches the longest tail, while GPT-4o-mini (3.43) and Claude Haiku (3.64) name a much more selective set. Note Grok's most-named entities are the marketplaces (Trendyol, Hepsiburada) rather than a single brand — a different answering style from the others.

4.2 Each model's most-named brands

Each table gives a model's five most-mentioned entities across its ~225 responses (rate = % of that model's answers naming the brand). Penti or Ayyıldız tops four of the five models; Grok is the exception, led by Trendyol.

GPT-40-MINI

#	Brand	Mentions	Rate
1	Penti	68	30.2%
2	Ayyıldız	52	23.1%
3	Marks & Spencer	34	15.1%
4	Trendyol	22	9.8%
5	Dagi	18	8.0%

GEMINI 2.5 FLASH-LITE

#	Brand	Mentions	Rate
1	Penti	94	43.1%
2	Suwen	72	33.0%
3	Dagi	69	31.7%
4	Trendyol	61	28.0%
5	Ayyıldız	60	27.5%

CLAUDE HAIKU 4.5

#	Brand	Mentions	Rate
1	Penti	69	30.7%
2	Ayyıldız	62	27.6%
3	Trendyol	33	14.7%
4	Marks & Spencer	25	11.1%
5	Sand&Blue	18	8.0%

PERPLEXITY SONAR

#	Brand	Mentions	Rate
1	Penti	106	47.3%
2	Ayyıldız	80	35.7%
3	Dagi	73	32.6%
4	Mısırlı	36	16.1%
5	Marks & Spencer	36	16.1%

GROK 4.3

#	Brand	Mentions	Rate
1	Trendyol	223	99.1%
2	Hepsiburada	175	77.8%
3	Penti	124	55.1%
4	Dagi	103	45.8%
5	Ayyıldız	94	41.8%

4.3 The practical reading

Which brands appear at the very top is fairly consistent, but how many brands an answer contains — and whether a marketplace or a brand is named first — depends heavily on the model. A long-tail brand's chance of being named is far higher in Grok than in the more selective GPT-4o-mini or Claude Haiku.

05

SECTION 05

Search vs. Memory: Why This Edition Omits the Split

Almost every answer in this run used web search, so there is no meaningful “memory-only” segment to compare against — itself a finding.

— SEARCH VS. MEMORY

No memory-only segment to compare

ONE-SENTENCE TAKEAWAY

Almost every answer in this run used web search, so there is no meaningful “memory-only” segment to compare against — itself a finding.

Some earlier Herm.io editions split answers into web-grounded and memory-only segments that produced different leaders. That split does not exist in this run. About 98.7% of the 1,117 answers returned at least one citation or search result; the “own-knowledge” segment is a handful of responses — far too small to support a comparison. Four of the five models (GPT-4o-mini, Claude Haiku, Perplexity, Grok) searched on ~100% of answers, and only Gemini fell below 100%, at 93.1%.

Because almost all queries used web search, a separate web-search-vs-memory chapter would compare ~1,102 grounded answers against ~15 ungrounded ones — not a meaningful contrast — so it is intentionally omitted this edition. The takeaway is that, for Turkish innerwear, hosiery and beachwear questions, these assistants reach for live web content almost every time. That makes a current, well-structured web presence especially closely tied to visibility here (see Chapter 8).

GROUNDING RATE

We will keep measuring the grounding rate each edition; if a memory-only segment grows, the comparison will return.

06

SECTION 06

Category Ownership

No brand owns the whole vertical — Penti leads innerwear, Dündar Çorap leads hosiery, and Ayyıldız leads swimwear/beachwear — and question type reshuffles the order.

Three shelves, three leaders

ONE-SENTENCE TAKEAWAY

No brand owns the whole vertical — Penti leads innerwear, Dündar Çorap leads hosiery, and Ayyıldız leads swimwear/beachwear — and question type reshuffles the order, with the marketplaces surfacing more on attribute and use-case questions.

6.1 By subcategory

TABLE 4 — MOST VISIBLE BRANDS BY SUBCATEGORY

top 5 · rate within subcategory

#	Innerwear	Hosiery & Socks	Swimwear & Beachwear
1	Penti — 52.55%	Dündar Çorap — 37.74%	Ayyıldız — 58.45%
2	Dagi — 41.55%	Trendyol — 36.39%	Penti — 42.9%
3	Ayyıldız — 34.85%	Penti — 28.3%	Trendyol — 33.78%
4	Trendyol — 28.95%	Bolero — 28.3%	Dagi — 29.49%
5	Suwen — 26.54%	Mısırlı — 27.49%	Suwen — 26.54%

Reading. The three shelves have three different leaders. Penti dominates innerwear (52.6%), ahead of Dagi (41.6%) and Ayyıldız (34.9%). Dündar Çorap leads hosiery (37.7%), narrowly ahead of Trendyol (36.4%) and Penti (28.3%) — the one subcategory a specialist owns outright. Ayyıldız leads swimwear/beachwear (58.5%), ahead of Penti (42.9%); this is also where foreign brands are most visible (Marks & Spencer, Calzedonia, OYE Swimwear, Sand&Blue all rank in the subcategory's top ten).

6.2 By question type

TABLE 5 — MOST VISIBLE BRANDS BY QUESTION TYPE

top 4

#	discovery	attribute	use_case
1	Penti — 47.43%	Trendyol — 40.11%	Penti — 40.11%
2	Ayyıldız — 41.19%	Penti — 36.36%	Trendyol — 33.69%
3	Dagi — 32.52%	Ayyıldız — 29.41%	Dagi — 23.53%
4	Trendyol — 25.2%	Suwen — 21.93%	Ayyıldız — 22.99%

Reading. Penti leads discovery (47.4%) and use-case (40.1%) questions, while the marketplace Trendyol leads attribute questions (40.1%) — when shoppers ask for a specific property, the assistants lean on the marketplace's breadth of listings. Hepsiburada also rises on attribute and use-case questions, the same pattern: marketplaces gain ground when the question is specific rather than a general "recommend a brand."

07

SECTION 07

Open Market: Turkish vs. Foreign

Across origin-neutral questions, 59.3% of mentions go to Turkish brands and 40.7% to foreign — the most balanced split Herm.io has measured, with foreign brands competitive across the board.

— OPEN MARKET: TURKISH VS. FOREIGN

Turkish leads, foreign is never far behind

ONE-SENTENCE TAKEAWAY

Across origin-neutral questions, 59.3% of mentions go to Turkish brands and 40.7% to foreign — the most balanced split Herm.io has measured, with foreign brands competitive across the board rather than parked in one niche.

This chapter relies only on the 22 open questions with no origin restriction (546 responses) — the only fair basis for comparing Turkish and foreign brands.

7.1 Origin share

ORIGIN SHARE OF MENTIONS

open market · 546 responses

Origin	Share	Mentions	Distinct brands
Turkish (TR)	59.3%	1,742	78
Foreign	40.7%	1,195	55

The Turkish lead is real but modest: 1,742 Turkish mentions to 1,195 foreign, and 78 distinct Turkish brands surface in the open market versus 55 foreign. Compared with verticals where domestic brands dominate origin-neutral questions, this market is genuinely contested: foreign innerwear and swimwear names are recalled readily even when the question does not invite them.

7.2 Open-market top 15 brands (any origin)

TABLE 6 – OPEN-MARKET TOP 15

22 questions · 546 responses

#	Brand	Origin	Rate	Score
1	Penti	TR	45.79%	93.16
2	Ayyıldız	TR	30.59%	81.63
3	Trendyol	TR	32.42%	76.63
4	Marks & Spencer	Foreign	27.11%	69.31
5	Dagi	TR	25.64%	67.39
6	Suwen	TR	20.33%	66.42
7	Intimissimi	Foreign	12.82%	61.26
8	Vilebrequin	Foreign	5.31%	60.22
9	Adidas	Foreign	12.09%	58.00
10	Calzedonia	Foreign	14.1%	56.78
11	Bolero	TR	7.14%	55.51
12	Mısırlı	TR	8.42%	54.98
13	Hemington	TR	6.04%	54.04

(cont.)

#	Brand	Origin	Rate	Score
14	Victoria's Secret	Foreign	12.27%	51.97
15	Skechers	Foreign	7.69%	51.83

7.3 The pattern: Turkish leads, foreign is never far behind

The individual ranking shows the structure the aggregate hides. The open-market top three are Turkish — Penti, Ayyıldız, Trendyol — but Marks & Spencer ranks #4, ahead of Dagi, and foreign names (Intimissimi, Vilebrequin, Adidas, Calzedonia, Victoria's Secret) populate the rest of the top fifteen. So when a shopper asks an origin-neutral question, the answer leads with Turkish brands but routinely includes foreign ones — especially in lingerie (Intimissimi, Victoria's Secret, Chantelle) and premium swimwear (Vilebrequin, OYE Swimwear). Whether that balance shifts is exactly the kind of movement a quarterly baseline is built to track.



SECTION 08

The Discovery Ecosystem

AI's picture of this market rests first on brands' own websites (45.3% of cited sources) and a large marketplace presence — led by [trendyol.com](https://www.trendyol.com) — rather than on editorial or review content.

— THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

Brand-owned and marketplace first

ONE-SENTENCE TAKEAWAY

AI's picture of this market rests first on brands' own websites (45.3% of cited sources) and a large marketplace presence — led by trendyol.com — rather than on editorial or review content.

8.1 THE 9 MOST-CITED DOMAINS

#	Domain	Citing	Source type
1	trendyol.com	451	Retailer/marketplace
2	ayyildiz.com.tr	361	Brand-owned
3	penti.com	276	Brand-owned
4	marksandspencer.com.tr	210	Brand-owned
5	dagi.com.tr	206	Brand-owned
6	hepsiburada.com	177	Retailer/marketplace
7	glingerie.com.tr	170	Other (brand/independent)
8	suwen.com.tr	141	Brand-owned
9	dundarcorap.com	137	Brand-owned

MOST CITED

The single most-cited domain is trendyol.com (cited by 40.4% of responses), followed immediately by a wall of brand-owned sites — ayyildiz.com.tr, penti.com, marksandspencer.com.tr, dagi.com.tr, suwen.com.tr, dundarcorap.com — interleaved with a second marketplace (hepsiburada.com), shopping/editorial sites (glingerie.com.tr, oggusto.com, onedio.com) and forums (eksisozluk.com, reddit.com).

8.2 SOURCE-TYPE MIX

Source type	Share
Brand-owned	45.33%
Other (brand/independent)	37.05%
Retailer/marketplace	12.1%
Social/UGC	3.68%
Editorial/news/blog	1.84%

8.3 The brand-owned finding

The most striking pattern is concentration on official and marketplace sites: 45.3% of citations point to brands' own domains and another 12.1% to retailers/marketplaces, with a large 37.0% "other" bucket (brand and independent sites not in the dictionary) and only small shares for social/UGC (3.7%) and editorial/news/blog (1.8%). The practical reading (a description, not advice): in this market, a current, machine-readable brand site — plus presence on the big marketplaces — appears closely associated with AI visibility, more so than editorial or review coverage.

09

SECTION 09

What the Patterns Suggest

The most visible brands tend to share three things — coverage across all five models, a strong own-site and marketplace web presence, and clear leadership in at least one subcategory.

— 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, a service, or a recommendation, and visibility remains separate from quality.

- 1 Breadth is a baseline condition.** 25 of the 28 qualified main-market brands appear in all five models. Brands seen by only three or four models sit lower largely for this reason — broad model coverage is what the most visible brands share.
- 2 Mention and position are different things.** Some brands are named often but late (Trendyol, Hepsiburada — high mentions, low MRR); others are named rarely but early (Dündar Çorap, Haşema, Woolona — thin mentions, very high MRR). “Named often” and “named early” are independent signals.
- 3 Web presence tracks with the dominant scenario.** With 98.7% of answers grounded in web search, and brand-owned plus marketplace sites the largest source types, a current and structured web presence is the factor most closely associated with visibility here.
- 4 Subcategory is where leadership is actually won.** No brand leads all three shelves. Penti owns innerwear, Dündar Çorap owns hosiery, Ayyıldız owns swimwear/beachwear. A brand’s context — which subcategory, which question type, which cut — matters as much as its overall rank.
- 5 Origin is contested, not settled.** Foreign innerwear and swimwear brands are recalled readily in the open market (40.7% of mentions). The local/open gap shows the assistants can distinguish “yerli” requests — the open balance is therefore a real competitive signal, not an artefact.

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 often it is mentioned within its subcategory and cut; how early it is named when mentioned; and which model or question type it is weakest in. These readings show where a visibility gap sits — without saying anything about whether its product is good.

10

SECTION 10

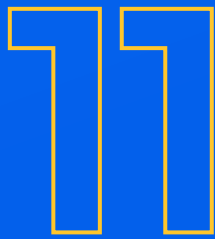
Limitations and Notes

This is a single, point-in-time snapshot of one Turkish vertical;
read the figures within the limitations below.

— LIMITATIONS AND NOTES

How to read the findings

- **Single, point-in-time measurement.** Collected in one run on 19–20 June 2026 — a snapshot, not a trend. This is the first (baseline) edition; quarterly editions will enable trend analysis.
- **Small-sample position inflation.** A few brands clear the 5% bar but rank high mainly on position and breadth despite thin mentions (e.g. Dündar Çorap, Haşema, Woolona). Read their ranks cautiously.
- **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 Penti's lead) are robust.
- **Visibility is not quality.** This report measures only mention and position. It does not assess whether a brand was described positively, whether a recommendation was accurate, or whether a product is good. A score is not an endorsement.
- **Models are probabilistic.** The same question can produce different answers; five repeats reduce but do not eliminate this.
- Web search depends on momentary conditions — the content indexed and served at measurement time. “Web search vs. own knowledge” is a proxy based on whether a citation accompanied the answer.
- **Precision over recall.** Brand matching was cautious to avoid false positives; brands mentioned indirectly may be undercounted. There is no sentiment layer — the study is strictly quantitative.
- **Source-type mix is heuristic.** Domain types were auto-classified (brand-owned detected by matching the domain to a brand); the large “other” bucket is brand/independent sites not in the dictionary, so treat the mix as indicative. Source coverage also varies by model.
- **Origin classification involves judgment.** A brand is Turkish only if founded and headquartered in Turkey; some widely-sold names are foreign-origin even with a large local presence.
- **Retailers/marketplaces are included as entities** per study scope (Trendyol, Hepsiburada); they compete differently from direct brands, so §3.2 gives a brand-only view. DeFacto and Koton are treated as brands.
- **Output-length limits and model versions** differ and date quickly; findings are specific to the versions in Chapter 2 as of June 2026.



SECTION 11

Appendix & Data

The study's 45 questions, all 189 tracked brands, data availability, and about Herm.io.

APPENDIX & DATA

11.1 All questions (45) and their categories

All 45 questions used in the study (15 innerwear, 15 hosiery, 15 beachwear). Scope: 23 local (ask for yerli brands), 22 open (origin-neutral).

#	Subcat.	Type	Scope	Question (Turkish)
1	Innerwear	discovery	open	en iyi iç giyim markaları
2	Innerwear	discovery	open	rahat sütyen hangi marka iyi
3	Innerwear	discovery	local	iyi bir yerli iç giyim markası var mı
4	Innerwear	discovery	local	türk malı kadın iç giyim önerir misin
5	Innerwear	discovery	local	erkek iç giyimde yerli kaliteli ne var
6	Innerwear	attribute	open	uygun fiyatlı kaliteli iç çamaşırı markası
7	Innerwear	attribute	open	dikişsiz belli olmayan külot önerisi
8	Innerwear	attribute	local	pamuklu yerli külot hangi marka iyi
9	Innerwear	attribute	local	türk malı kaliteli boxer arıyorum
10	Innerwear	attribute	local	yerli toparlayıcı sütyen önerisi
11	Innerwear	use_case	open	gelinlik altına belli olmayan iç çamaşırı hangi marka
12	Innerwear	use_case	open	emzirme sonrası toparlayan sütyen tavsiyesi
13	Innerwear	use_case	open	kışın sıcak tutan içlik önerisi
14	Innerwear	use_case	local	rahat yerli sütyen hangi marka iyi
15	Innerwear	use_case	local	kışın üşütmeyen türk malı içlik önerisi
16	Hosiery	discovery	open	çorapta hangi markalar daha kaliteli
17	Hosiery	discovery	open	en rahat erkek çorabı markası
18	Hosiery	discovery	local	yerli çorap markası önerisi
19	Hosiery	discovery	local	türk malı günlük çorap hangi marka iyi
20	Hosiery	discovery	local	kaliteli yerli kadın çorabı var mı
21	Hosiery	attribute	open	terletmeyen pamuklu çorap
22	Hosiery	attribute	open	lastiği iz yapmayan çorap önerisi
23	Hosiery	attribute	local	türk malı bambu çorap hangi marka iyi
24	Hosiery	attribute	local	yerli dikişsiz çorap var mı
25	Hosiery	attribute	local	kaliteli ama uygun fiyatlı yerli çorap
26	Hosiery	use_case	open	yazın ayak terletmeyen çorap önerisi

(cont.)

#	Subcat.	Type	Scope	Question (Turkish)
27	Hosiery	use_case	open	spor yaparken ayağı yakmayan çorap hangi marka
28	Hosiery	use_case	open	bot içinde kaymayan kalın çorap önerisi
29	Hosiery	use_case	local	çocuğa rahat yerli okul çorabı önerisi
30	Hosiery	use_case	local	kışın sıcak tutan türk malı çorap önerisi
31	Beachwear	discovery	open	mayo bikini tavsiyesi
32	Beachwear	discovery	open	toparlayıcı mayo hangi marka iyi
33	Beachwear	discovery	open	plaj giyim markası önerisi
34	Beachwear	discovery	local	türk malı mayo bikini önerir misin
35	Beachwear	discovery	local	iyi bir yerli plaj giyim markası var mı
36	Beachwear	attribute	open	iç göstermeyen kaliteli bikini markası
37	Beachwear	attribute	open	büyük beden toparlayıcı mayo önerisi
38	Beachwear	attribute	open	hızlı kuruyan mayo hangi marka iyi
39	Beachwear	attribute	local	yerli toparlayıcı mayo önerisi
40	Beachwear	attribute	local	türk malı tesettür mayo kaliteli olan var mı
41	Beachwear	use_case	open	göbek toparlayan mayo arıyorum hangi marka bakayım
42	Beachwear	use_case	open	doğum sonrası toparlayıcı mayo tavsiyesi
43	Beachwear	use_case	local	bu sezonda popüler olan bikinileri alabileceğim marka
44	Beachwear	use_case	local	muhafazakâr plaj için türk malı mayo önerisi
45	Beachwear	use_case	local	yaz tatiline giderken yerli bikini mayo bakıyorum, ne önerirsin

Distribution: 15 discovery, 15 attribute, 15 use_case; 23 local (Turkish-only) and 22 open (origin-unrestricted); 15 questions in each of innerwear, hosiery and beachwear.

11.2 All tracked brands (189)

The table below lists all 189 brands tracked in the study (130 Turkish, 59 foreign), ordered by mention count in the main market. Rate is within the main market; brands $\geq 5\%$ are marked Ranked.

Brand	Origin	Ment.	Rate	Models	Status
Penti	TR	461	41.27%	5	Ranked
Ayyıldız	TR	348	31.15%	5	Ranked
Trendyol	TR	369	33.03%	5	Ranked
Dagi	TR	280	25.07%	5	Ranked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Dünder Çorap	TR	140	12.53%	5	Ranked
Suwen	TR	207	18.53%	5	Ranked
Marks & Spencer	Foreign	178	15.94%	5	Ranked
Mısırlı	TR	123	11.01%	5	Ranked
Bolero	TR	105	9.40%	5	Ranked
OYE Swimwear	Foreign	84	7.52%	5	Ranked
DeFacto	TR	96	8.59%	5	Ranked
Intimissimi	Foreign	79	7.07%	5	Ranked
Adidas	Foreign	69	6.18%	5	Ranked
Kral Çorap	TR	77	6.89%	5	Ranked
Calzedonia	Foreign	91	8.15%	5	Ranked
Hepsiburada	TR	209	18.71%	4	Ranked
Tutku	TR	66	5.91%	5	Ranked
Blackspade	TR	58	5.19%	5	Ranked
Loya	TR	59	5.28%	5	Ranked
Calvin Klein	Foreign	79	7.07%	5	Ranked
Hemington	TR	62	5.55%	5	Ranked
Sand&Blue	Foreign	76	6.80%	5	Ranked
LC Waikiki	TR	93	8.33%	5	Ranked
Cabani	TR	62	5.55%	5	Ranked
Victoria's Secret	Foreign	80	7.16%	5	Ranked
Decathlon	Foreign	63	5.64%	4	Ranked
Cottonhill	TR	85	7.61%	4	Ranked
Kom	TR	63	5.64%	5	Ranked
Chantelle	Foreign	52	4.66%	5	Tracked
Movom	TR	52	4.66%	5	Tracked
Remsa Mayo	TR	50	4.48%	5	Tracked
Dayco Çorap	TR	48	4.30%	5	Tracked
Marina Mayo	TR	48	4.30%	5	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Woolona	TR	47	4.21%	5	Tracked
Pierre Cardin	Foreign	46	4.12%	5	Tracked
Koton	TR	46	4.12%	5	Tracked
Kiğılı	TR	45	4.03%	3	Tracked
Zeki Triko	TR	43	3.85%	5	Tracked
Kompedan	TR	42	3.76%	4	Tracked
Skechers	Foreign	42	3.76%	5	Tracked
Minca	TR	41	3.67%	5	Tracked
Moeva London	Foreign	41	3.67%	5	Tracked
Beymen	TR	40	3.58%	3	Tracked
Aytuğ	TR	39	3.49%	5	Tracked
Nike	Foreign	38	3.40%	5	Tracked
Altinyıldız	TR	37	3.31%	5	Tracked
Berrak	TR	35	3.13%	5	Tracked
Haşema	TR	32	2.86%	5	Tracked
Oysho	Foreign	32	2.86%	4	Tracked
Mayovera	TR	30	2.69%	5	Tracked
ÖTS İç Giyim	TR	29	2.60%	5	Tracked
The Beach	TR	29	2.60%	5	Tracked
Vilebrequin	Foreign	29	2.60%	5	Tracked
Hummel	Foreign	28	2.51%	5	Tracked
Thermoform	TR	27	2.42%	3	Tracked
NBB	TR	27	2.42%	5	Tracked
Darn Tough	Foreign	27	2.42%	2	Tracked
Malabadi	TR	24	2.15%	3	Tracked
Erdem İç Giyim	TR	24	2.15%	3	Tracked
Smartwool	Foreign	23	2.06%	2	Tracked
Maira Swimwear	TR	23	2.06%	4	Tracked
Triumph	Foreign	23	2.06%	3	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Salomon	Foreign	23	2.06%	5	Tracked
Chetic	TR	22	1.97%	3	Tracked
Yeni İnci	TR	21	1.88%	4	Tracked
Sefamerve	TR	21	1.88%	5	Tracked
Kardeşler Çorap	TR	21	1.88%	5	Tracked
Katia & Bony	TR	20	1.79%	3	Tracked
The Socks Company	TR	20	1.79%	3	Tracked
Adasea	TR	20	1.79%	5	Tracked
Spanx	Foreign	19	1.70%	3	Tracked
Angelsin	TR	19	1.70%	5	Tracked
Magic Form	TR	19	1.70%	4	Tracked
Jiber	TR	19	1.70%	3	Tracked
Baff	TR	19	1.70%	3	Tracked
Levi's	Foreign	19	1.70%	5	Tracked
H&M	Foreign	19	1.70%	4	Tracked
Anil	TR	18	1.61%	5	Tracked
Lovable	TR	18	1.61%	4	Tracked
Seher Yıldızı	TR	17	1.52%	3	Tracked
Arena	Foreign	17	1.52%	5	Tracked
GladUnder	TR	16	1.43%	3	Tracked
BRNCY	TR	16	1.43%	3	Tracked
Dore Çorap	TR	15	1.34%	4	Tracked
Endeep	TR	15	1.34%	5	Tracked
My Beachy Side	TR	15	1.34%	2	Tracked
Summersalt	Foreign	15	1.34%	1	Tracked
Under Armour	Foreign	15	1.34%	3	Tracked
Tesmay	TR	15	1.34%	4	Tracked
Simone Perele	Foreign	15	1.34%	4	Tracked
Türen	TR	14	1.25%	5	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Shikoo	TR	14	1.25%	2	Tracked
GoWith	TR	13	1.16%	3	Tracked
Onay Çorap	TR	13	1.16%	3	Tracked
Jerf	TR	13	1.16%	2	Tracked
SeaBubbles	TR	13	1.16%	3	Tracked
He-Qa	TR	13	1.16%	2	Tracked
Sans Complexe	Foreign	13	1.16%	3	Tracked
BGK Çorap	TR	12	1.07%	2	Tracked
Don Joy	TR	12	1.07%	3	Tracked
Egs Çorap	TR	12	1.07%	3	Tracked
Quiksilver	Foreign	12	1.07%	3	Tracked
Bombas	Foreign	12	1.07%	2	Tracked
Alkatek Çorap	TR	12	1.07%	4	Tracked
Pelse Çorap	TR	12	1.07%	2	Tracked
5thPosition	TR	12	1.07%	2	Tracked
Tchibo	Foreign	12	1.07%	3	Tracked
Manuka	TR	12	1.07%	3	Tracked
ThirdLove	Foreign	12	1.07%	3	Tracked
Hunza G	Foreign	11	0.98%	3	Tracked
Vakre Çorap	TR	11	0.98%	4	Tracked
Trendyolmilla	TR	11	0.98%	3	Tracked
Seamark	TR	11	0.98%	2	Tracked
Çorap Sepeti	TR	11	0.98%	3	Tracked
La Perla	Foreign	11	0.98%	2	Tracked
Speedo	Foreign	11	0.98%	3	Tracked
Norma Swimwear	TR	11	0.98%	2	Tracked
Filyos	TR	11	0.98%	3	Tracked
Bonesta	TR	10	0.90%	2	Tracked
DIM	Foreign	10	0.90%	4	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Mahal Tekstil	TR	10	0.90%	4	Tracked
Narince	TR	10	0.90%	2	Tracked
Solid & Striped	Foreign	9	0.81%	1	Tracked
Cupshe	Foreign	9	0.81%	1	Tracked
Doreanse	TR	9	0.81%	2	Tracked
Mango	Foreign	9	0.81%	2	Tracked
Thivalen	TR	9	0.81%	2	Tracked
Jojomia	TR	9	0.81%	3	Tracked
DRESSY LIFE	TR	9	0.81%	3	Tracked
Gipaş Tekstil	TR	9	0.81%	2	Tracked
Müjde Çorap	TR	9	0.81%	4	Tracked
Akay Çorap	TR	8	0.72%	3	Tracked
Less is More	TR	8	0.72%	2	Tracked
Puma	Foreign	8	0.72%	5	Tracked
Skims	Foreign	8	0.72%	2	Tracked
Falke	Foreign	8	0.72%	2	Tracked
Mai Collection	TR	8	0.72%	1	Tracked
Gama Socks	TR	8	0.72%	2	Tracked
Commando	Foreign	7	0.63%	2	Tracked
Beks	TR	7	0.63%	1	Tracked
Uniqlo	Foreign	7	0.63%	1	Tracked
Starinci	TR	7	0.63%	2	Tracked
Emay Korse	TR	7	0.63%	2	Tracked
Sloggi	Foreign	7	0.63%	2	Tracked
Atlas Çorap	TR	7	0.63%	2	Tracked
Erdal Çorap	TR	7	0.63%	2	Tracked
Frankies Bikinis	Foreign	6	0.54%	3	Tracked
Kıfıdis	TR	6	0.54%	3	Tracked
Jack & Jones	Foreign	6	0.54%	3	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Lacoste	Foreign	6	0.54%	2	Tracked
Cotonella	Foreign	6	0.54%	3	Tracked
BAFK	TR	6	0.54%	2	Tracked
Şahinler Tekstil	TR	5	0.45%	1	Tracked
The Bra Diva	Foreign	5	0.45%	1	Tracked
Gap	Foreign	5	0.45%	3	Tracked
Alvina	Foreign	5	0.45%	2	Tracked
Tony Bruno	TR	5	0.45%	1	Tracked
Hass Çorap	TR	5	0.45%	2	Tracked
Network	TR	5	0.45%	2	Tracked
J.Crew	Foreign	5	0.45%	1	Tracked
Gost Liria	TR	5	0.45%	2	Tracked
Alpakora	TR	5	0.45%	3	Tracked
Yaşar Underwear	TR	5	0.45%	2	Tracked
Kadriye Baştürk	TR	5	0.45%	2	Tracked
Alfasa	TR	5	0.45%	2	Tracked
Özge Çorap	TR	5	0.45%	1	Tracked
Lapieno	TR	4	0.36%	2	Tracked
ANKEL	TR	4	0.36%	2	Tracked
Rivus	TR	4	0.36%	2	Tracked
Saúde İstanbul	TR	4	0.36%	1	Tracked
Luna Intim	TR	4	0.36%	2	Tracked
Wacoal	Foreign	4	0.36%	2	Tracked
Matteau	Foreign	4	0.36%	2	Tracked
Kenn Paul	TR	4	0.36%	3	Tracked
Kiini	Foreign	4	0.36%	1	Tracked
Cosabella	Foreign	4	0.36%	2	Tracked
LaMoria	TR	4	0.36%	1	Tracked
Papatya Lingerie	TR	4	0.36%	2	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
DeepSEA	TR	4	0.36%	1	Tracked
Argento Beachwear	TR	4	0.36%	1	Tracked
Nicoletta	TR	3	0.27%	1	Tracked
Satenia Lingerie	TR	3	0.27%	2	Tracked
Jenes	TR	3	0.27%	2	Tracked
İKİKİZ	TR	3	0.27%	2	Tracked
Bellisa Tekstil Ürünleri	TR	3	0.27%	1	Tracked
Else	TR	3	0.27%	1	Tracked
Hatemoğlu	TR	3	0.27%	2	Tracked
Laplaya	TR	3	0.27%	1	Tracked
Kuloğlu Tekstil	TR	3	0.27%	2	Tracked

11.3 Data availability

The study tracked 189 brands; of these, 28 cleared the 5% threshold in the main market (with 36 qualifying in the local cut and 26 in the open cut). To support scrutiny and reproduction, the underlying data is available on request: response-level brand mentions, all three qualified leaderboards, full unfiltered brand metrics, per-model and per-subcategory breakdowns, the open-market breakdown, the top source domains, and the methodology and data dictionary.

All figures reflect a single point-in-time run (19–20 June 2026) and are subject to the limitations in Chapter 10. This is the first (baseline) measurement; the study will be repeated quarterly.

11.4 About Herm.io & disclosure

Herm.io is a consumer-behavior and marketing-data company. We study how people discover and choose brands so that brands can reach the right customers. This report is part of our 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. To keep the analysis objective, all citations to Herm.io's own domains were excluded from the source data.

REPORT PERIOD

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