



— HERM.IO RESEARCH · TURKEY INNERWEAR, HOSIERY & BEACHWEAR

AI Visibility Report

1,125 responses, 5 models, 487 entities: Penti leads every cut, and how Turkish the shelf behind it looks depends on the question.

1,125

Total Responses

45

Questions Analyzed

487

Entities Tracked

26

Qualified Entities

5

AI Models

OVERVIEW

Turkish innerwear & swimwear brands: AI visibility, September 2026

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, retailer and marketplace.

Entities are ranked separately within six cuts of the same questions — all questions, origin-constrained, origin-neutral, and three question types — defined in Chapter 2. It is a single point-in-time study and should be read within the limitations in Chapter 11.

SCOPE & METHOD

Vertical: Innerwear, hosiery & beachwear — Turkey

Method: A single point-in-time study of **1,125 responses** — five large language models (Claude, Gemini, ChatGPT, Perplexity, Grok), each asked 45 Turkish-language questions five times

Collection date: 21 September 2026

Edition: 2 of a quarterly series. Edition 1 (June 2026) asked the same 45 questions; two of its five models were replaced for this edition.

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. A low score, or a zero, means a brand is currently less visible to these systems — **not** that it is inferior. AI visibility reflects **information availability and discovery, not product quality, fit, price or trustworthiness**. Readers and shoppers should not treat an AI recommendation — or this report — as a verdict on whether a brand is “good” or “bad.” This study does not measure the accuracy, quality, or sentiment of any recommendation.

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).

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SECTION 01

Executive Summary

ONE-SENTENCE TAKEAWAY

Penti leads Turkey's innerwear, hosiery and swimwear answers on every cut, named in 50.49% of 1,125 responses, and the shelf behind it is almost entirely domestic when the question asks for Turkish brands and much closer to even when it does not.

- **Penti leads, and leads alone.** Penti tops the general board at **97.27**, named in **50.49%** of all 1,125 responses (568) and by all five models. Dagi (70.16), Suwen (66.34), Ayyıldız (64.55) and Dünder Çorap (63.32) complete the top five.
- **26 of 487 tracked entities qualify on the general cut** — 19 domestic and 7 foreign — with an average score of **55.05**. The seven foreign qualifiers are Decathlon, Intimissimi, Calzedonia, Marks & Spencer, MOEVA, Nike and Oysho. Two marketplaces, Trendyol (#21) and Hepsiburada (#26), rank alongside the brands, because they are what the assistants name.
- **The question decides how Turkish the shelf is.** On the **23 origin-constrained questions** (575 responses), domestic entities take **97.38%** of qualifying mentions and foreign entities **2.62%**, with origin on file for 2,103 of 2,103. On the **22 origin-neutral questions** (550 responses), domestic entities take **55.31%** and foreign entities **44.69%**, with origin on file for 1,931 of 1,931 — and 16 of the 28 entities in that share are foreign.
- **One foreign brand clears the bar on questions that ask for Turkish brands.** MOEVA, a swimwear brand run from London, is named in 55 of the 575 origin-constrained responses (9.57%) and ranks 14th of the 32 qualifiers there. Every other qualifier on that cut is domestic.
- **Origin shares cannot be set against June's.** This edition assigns origin by brand home; June required a brand to be founded and headquartered in Turkey. Under the new rule OYE Swimwear, Sand&Blue and Alvina are domestic and Lovable is Italian. That is the rule and the research changing, not the market, and no origin share in this report is compared with June's.
- **The assistants agree on the leader, not on how long an answer is.** Every model names Penti more often than any other entity, but Grok 4.3 names **11.48** entities per answer and Gemini 3.6 Flash 9.51, against 4.19 for Claude Haiku 4.5 and 4.21 for ChatGPT 5.6 Luna Pro. The two marketplace ranks are largely Grok's: it accounts for 108 of Hepsiburada's 124 general-cut mentions and 134 of Trendyol's 172.
- **Grounding was complete for four models and partial for one.** 87.11% of all 1,125 responses were web-grounded. Four models grounded 100.00% of their 225 answers; Gemini 3.6 Flash grounded 35.56%, and the other 145 of its answers returned no grounding metadata at all — which is not evidence that it answered from memory.
- **Against June, Kom rose most and Ayyıldız fell most — on a panel that changed.** On the same 45 questions, with June's answers counted the way this edition counts and with Gemini 2.5 Flash-Lite and GPT-4o-mini replaced by Gemini 3.6 Flash and ChatGPT 5.6 Luna Pro, Kom moved from 5.46% of 1,117 responses to 19.02% of 1,125 (+13.56 points) and Ayyıldız from 30.44% to 19.56% (-10.88); Kom's gain sits mostly in the two models that joined (Chapter 8).
- **Brand and marketplace sites lead the sources.** penti.com is cited in **80 of 225** question-model cells (35.56%), ahead of ayyildiz.com.tr (49) and trendyol.com (46). Claude Haiku 4.5 returned exactly 5 citations on every one of its answers, so its domain counts are capped and do not compare with the other models'.

WHY IT MATTERS

Shoppers increasingly ask AI assistants where to buy underwear, socks and swimwear, and whether a brand appears in those answers is becoming a discovery channel in its own right. June's edition set the baseline; this one repeats its 45 questions word for word, which makes a first reading of movement possible — with the confounds stated beside it, because two of the five assistants answering are not the ones that answered in June. The clearest finding is not a movement but a structure: the same assistants, on the same day, produce a near-exclusively Turkish shelf or a contested one depending only on whether the question asks for Turkish brands. **A reminder:** the numbers below describe visibility and information availability — not which brands are best.

SECTION 02

Methodology

ONE-SENTENCE TAKEAWAY

Five models answered 45 Turkish questions five times each, giving 1,125 responses across 225 question-model cells; 487 entities were scored within each cut, and since June two models, the counting rule and the origin rule have changed.

2.1 SCOPE AND MODELS

The study queried five large language models through their APIs with identical Turkish-language questions. Each of the 45 questions was put to each model five times, giving 225 question-model cells and **1,125 responses analyzed**, all collected on 21 September 2026. The questions are in Turkish and models infer the market from them. The deployment’s system prompt and locale parameter were not recorded with this run, so this report makes no statement about either.

TABLE 01 · THE FIVE-MODEL PANEL 225 responses each

Model	API name	Responses	In June’s panel
Claude Haiku 4.5	anthropic/claude-haiku-4.5	225	Yes
Gemini 3.6 Flash	gemini-3.6-flash	225	No — joined this edition
ChatGPT 5.6 Luna Pro	openai/gpt-5.6-luna-pro	225	No — joined this edition
Perplexity Sonar	perplexity/sonar	225	Yes
Grok 4.3	x-ai/grok-4.3	225	Yes

The five-model panel. Gemini 2.5 Flash-Lite and GPT-4o-mini, both in June’s panel, were not run this edition.

2.2 WEB-SEARCH CONFIGURATION

Every model was asked to search the web. Whether it did is a separate question, and the table below keeps the two apart: the first column is what the deployment asked of each model; the rest is what each model returned.

TABLE 02 · WEB-SEARCH CONFIGURATION AND BEHAVIOUR by model

Model	Asked to search	Answers	Web-grounded	Citations	Answer modes
Claude Haiku 4.5	Yes	225	100.00%	1,125	searched 225
Gemini 3.6 Flash	Yes	225	35.56%	712	searched 80, unknown 145
ChatGPT 5.6 Luna Pro	Yes	225	100.00%	1,005	searched 225
Perplexity Sonar	Yes	225	100.00%	6,103	searched 225
Grok 4.3	Yes	225	100.00%	1,271	searched 225

Answer modes: ‘searched’ means the model reports searching; ‘unknown’ means it was asked to search and returned no grounding metadata at all.

Overall, **87.11%** of the 1,125 responses were web-grounded. Four models grounded 100.00% of their answers.

Gemini 3.6 Flash grounded 35.56%: 80 answers report a search, and the other 145 carry no grounding metadata of any kind. An “unknown” answer is not a memory answer. The model was asked to search, and it is not known whether it did; the answer may rest on retrieval that was not reported, on the model’s own knowledge, or on both. This report never treats those 145 answers as answers from memory.

That is also why this edition, like June’s, has no search-versus-memory chapter, though for a different reason. Every model was asked to search, so there is no memory segment by design; and the only ungrounded answers are one model’s, of unknown provenance. Splitting the board by grounding would compare Gemini 3.6 Flash with the other four models, not search with memory.

A citation cap, not a measurement. Claude Haiku 4.5 returned exactly 5 citations on every one of its 225 answers. Its domain counts are truncated at that ceiling and do not compare with an uncapped model’s; Chapter 9 reads them that way.

2.3 QUESTIONS AND CUTS

All 45 questions are the ones asked in June, carried verbatim: none was added, none retired and none reworded. Each is typed by what it asks — **discovery** (a general “which brand?”), **attribute** (a specific property such as seamless or affordable) or **use_case** (a need, such as a postpartum swimsuit) — and scoped by whether it constrains origin. A constrained question asks for Turkish brands (“iyi bir yerli iç giyim markası var mı” — is there a good Turkish innerwear brand?); a neutral one does not (“dikişsiz belli olmayan külot önerisi” — a seamless brief that doesn’t show).

TABLE 03 · QUESTION DESIGN BALANCE

45 questions

Question type	Origin-neutral	Origin-constrained	Total
Discovery	7	8	15
Attribute	7	8	15
Use case	8	7	15

Question design balance: 15 questions of each type; 22 origin-neutral and 23 origin-constrained in all.

Every metric is computed separately within each of six cuts:

TABLE 04 · THE SIX CUTS

questions · responses · qualifiers

Cut	Questions	Models	Responses	Qualified	Distinct entities
All questions	45	5	1,125	26	487
Origin-constrained questions	23	5	575	32	309
Origin-neutral questions	22	5	550	30	353
Discovery questions	15	5	375	49	288
Attribute questions	15	5	375	25	257
Use-case questions	15	5	375	25	284

The six cuts. Origin-constrained (23 questions, 575 responses) plus origin-neutral (22, 550) equals all questions (45, 1,125); the three question-type cuts also sum to all questions.

June called the first three cuts main, local and open. The all-questions cut is referred to in this report as the **general** cut.

Every question also records the subcategory it was written for — innerwear (İç giyim), hosiery and socks (Çorap), or swimwear and beachwear (Mayo/Bikini) — and the appendix shows it against each question. Under this series' rules, a subcategory is published as a cut only when the study declares it before collection. This study did not, so June's subcategory leaderboards are not repeated and no subcategory figure appears in this report. Chapter 7 returns to this.

2.4 ENTITY RESOLUTION

Every name in every answer is matched against Herm.io's brand registry. A name that matches a registered brand or one of its aliases is counted directly and never becomes a candidate. Names that do not match are reviewed as candidates: **428** this period. Of those, 407 were resolved to a brand, 15 were given a verdict by a language model, and 6 were answered by a stored verdict from earlier work. These figures count the work, not the field, and do not reconcile to the 487 entities tracked.

Six candidates were rejected as not a brand, and they show what the rules do.

A rejected name is not always a lost mention. Three of the six name tracked brands. "Tutku / Tutku Elit" (6 responses) was credited to Tutku. "Kom & Ayyıldız" and "Kom & Dagi" (3 responses each) were split, and each brand they name was credited.

Shops are not brands. plajperisi.com.tr (5 responses) and glingerie.com.tr (4) were judged not to be brands and are not counted.

A web address is not a brand name. ayyildiz.com.tr, written out in 3 responses, is Ayyıldız's own domain. It was judged not to be a brand name, so the 3 responses that wrote out the address were not credited to Ayyıldız for it.

One name is overruled before any verdict is asked. "sunset" means a different brand in this study than in the global registry: it is redirected to **Sunset Swimwear**, a Turkish swimwear brand, not Sunset Magazine (US), because the corpus mentions describe a swimwear maker. A redirect moves mentions without changing the entity count; no name was suppressed this edition.

Resemblance is not identity. Among entities named in at least three answers, nine near-name pairs were flagged — Trendyolmilla and Trendyol, Pazarama and Zara, and Vakkorama and Vakko among them. None of the nine shares a website on file, and each pair is tracked as two entities.

The result is **487 entities**: 394 brands, 39 brands that are also retailers, 26 retailers, 14 sub-brands, 9 marketplaces and 5 publishers. Origin is on file as domestic for 266 and foreign for 174; 47 have no origin on file. No entity is provisional. No entity has a product category on file, so scope could not be resolved for any of them, and all 487 are eligible to rank.

2.5 AI VISIBILITY SCORE (0-100)

$$\text{Score} = 0.45 \times \text{Mention} + 0.3 \times \text{Position} + 0.25 \times \text{Breadth}$$

Mention is the share of the cut's responses that name the entity. **Position** is the mean reciprocal rank (MRR) of the entity's first appearance in each answer that names it — first is 1, second 0.5, and so on. **Breadth** is the number of models, of five, that name it. Each component is scaled to the highest value among qualified entities in that cut and is never clipped. An entity qualifies for ranking on a cut if it is named in at least **5%** of that cut's responses; there is no absolute mention floor.

Worked example — Penti, general cut. Penti is named in 568 of 1,125 responses, a mention rate of 50.49%, the highest among qualified entities in the cut, so its mention component is 100.00. Its MRR of 0.5303 against the cut maximum of 0.5835, held by Dündar Çorap, gives a position component of 90.89. It is named by 5 of 5 models, so breadth is 100.00. The composite is $0.45 \times 100.00 + 0.3 \times 90.89 + 0.25 \times 100.00 = \mathbf{97.27}$. The position component is computed from the unrounded inputs (MRR 0.530297646 against 0.583473167); dividing the four-decimal figures printed on this page gives a slightly different number.

Penti scores 97.27 rather than 100 because the highest MRR in the general cut belongs to Dündar Çorap, not to the leader. Because the maxima come from qualified entities only, an unqualified entity can exceed 100 on a component: 48 of 1,978 entity-cut rows do (2.40%), all of them unqualified — 2.70% of the 1,791 unqualified rows. A value above 100 says the entity beats the cut leader on that one component while being named too rarely to rank.

A SCORE BELONGS TO ONE CUT'S SCALE

The scale moves whenever the leader moves, so an AI Visibility Score is never compared across cuts, across editions or across verticals. This report shows no score change since June. Where it compares editions (Chapter 8), it uses raw mention rate on the general cut only. The maxima behind every table are published in the report's data file.

2.6 WHAT CHANGED SINCE JUNE, AND WHAT IS COMPARABLE

TABLE 05 · WHAT CHANGED BETWEEN THE TWO EDITIONS study, not market

	Edition 1 — June 2026	Edition 2 — September 2026
Questions	45	The same 45, carried verbatim; none added or retired
Responses analyzed	1,117	1,125
Models carried	Claude Haiku 4.5, Perplexity Sonar, Grok 4.3	Claude Haiku 4.5, Perplexity Sonar, Grok 4.3
Models replaced	Gemini 2.5 Flash-Lite, GPT-4o-mini	Gemini 3.6 Flash, ChatGPT 5.6 Luna Pro
What counts as a mention	The name appearing anywhere in the answer text, including where-to-buy phrases and links	A name identified as a recommended brand
Origin rule	Founded and headquartered in Turkey	Brand home: the country the brand itself is operated from
Comparable across editions	—	Raw mention rate on the general cut, with the panel change stated beside every figure. Not comparable: AI Visibility Scores and origin shares.

What changed between the two editions. The question set is identical; the panel, the counting rule and the origin rule are not.

Three changes matter for any comparison with June. **The panel:** three models are carried and two were replaced, and nothing in this report corrects for that. **The counting rule:** June's page counted any answer whose text contained a name; this edition counts only names identified as a recommended brand. For ordinary brands the two rules give nearly the same counts; for the two marketplaces, whose names appear in where-to-buy phrases and links, they do not (Chapter 8). So that both sides of every comparison count a brand the same way, June's levels in this report are **June's answers, counted the way this edition counts** — not the figures June's page printed. **The origin rule:** see 2.7.

2.7 ORIGIN, NEUTRALITY AND SELF-EXCLUSION

Origin is the brand home: the country the brand itself is operated from, which is not always its owner's. Fendi Casa is Italian though LVMH is French; Cetaphil is American though Galderma is Swiss. Where no separate brand home can be established, the parent's headquarters stands in. Local-market naming variants are folded into their parent before origin is read, so a brand named after its market subsidiary is not recorded as domestic; where the parent is not tracked in this edition, the variant carries its own researched origin. Tables show ISO country codes; shares use a domestic/foreign rollup. Entities with no origin on file stay in every table, are excluded from every origin share, and are counted — never defaulted.

June used a different rule. June's edition counted a brand as Turkish only if it was founded and headquartered in Turkey. Under this edition's rule OYE Swimwear, Sand&Blue and Alvina are domestic and Lovable is Italian. These are changes in the rule and in the research, not in the market. Within this edition the rule is published here beside every origin figure, which is what makes a domestic-versus-foreign comparison safe; across the change it is not, and **no origin share in this report is compared with June's.**

Marketplaces and retailers rank in every leaderboard, because they are what the assistants actually name. The brand-only view in section 3.3 removes the two qualifying marketplaces, Hepsiburada and Trendyol, by name and changes nothing else. Retailers with their own labels — Decathlon, Cottonhill and LC Waikiki among the qualifiers — are retained everywhere.

Origin shares are read on a brand-only, qualified basis. The headline share is computed over qualified entities with origin on file, with marketplaces and publishers left out — a marketplace is where a brand is bought and a publisher is where it is written about — and own-label retailers kept in. It is always printed with its coverage: the qualifying mentions with origin on file. The same arithmetic over every tracked entity, qualified or not, is published as a sanity check; it describes the long tail, not the shelf a reader sees. This basis applies to shares only; it does not change who ranks.

Neutrality and self-exclusion. This is a market-wide study with no focus brand. Herm.io's own domain is excluded from the source data before analysis, so the company's own content neither appears among the cited domains nor influences any figure.

SECTION 03

Overall Visibility Leaderboard

ONE-SENTENCE TAKEAWAY

Twenty-six of 487 tracked entities qualify on the general cut; Penti stands alone at 97.27, and below it a brand's rank depends as much on how early it is named as on how often.

The list below ranks the **26 entities** named in at least 5% of all 1,125 responses, by AI Visibility Score. As a reminder, it ranks **visibility**, not quality.

TABLE 06 · AI VISIBILITY SCORE, GENERAL CUT

45 questions · 1,125 responses · 26 qualified

#	Entity	Origin	Type	Mention	MRR	Models	AI Score
● 01	Penti	TR	Brand	50.49%	0.5303	5	97.27
02	Dagi	TR	Brand	30.49%	0.3499	5	70.16
03	Suwen	TR	Brand	22.58%	0.4127	5	66.34
04	Ayyıldız	TR	Brand	19.56%	0.4303	5	64.55
05	Dündar Çorap	TR	Brand	9.33%	0.5835	5	63.32
06	Bolero	TR	Brand	9.60%	0.5332	5	60.97
07	Kom	TR	Brand	19.02%	0.3497	5	59.94
08	Decathlon	FR	Retailer	11.82%	0.4308	5	57.69
09	Mısırlı	TR	Brand	8.36%	0.4708	5	56.65
10	Intimissimi	IT	Brand	5.16%	0.5077	5	55.70
11	Calzedonia	IT	Brand	8.71%	0.4428	5	55.53
12	Marks & Spencer	GB	Brand	10.04%	0.3893	5	53.97
13	Tutku	TR	Brand	11.38%	0.3656	5	53.94
14	Blackspade	TR	Brand	14.13%	0.3062	5	53.34
15	Koton	TR	Brand	8.62%	0.3988	5	53.19
16	Aytuğ	TR	Brand	7.91%	0.3952	5	52.37
17	MOEVA	GB	Brand	6.84%	0.3566	5	49.43
18	Anıl	TR	Brand	5.78%	0.3742	5	49.39
19	DeFacto	TR	Brand	10.40%	0.2933	5	49.35
20	Cottonhill	TR	Retailer	5.33%	0.3722	5	48.89
21	Trendyol	TR	Marketplace	15.29%	0.1739	5	47.57
22	Nike	US	Brand	5.16%	0.3271	5	46.41
23	NBB	TR	Brand	5.96%	0.2646	5	43.91
24	LC Waikiki	TR	Retailer	6.31%	0.2525	5	43.61

03 · OVERALL VISIBILITY LEADERBOARD

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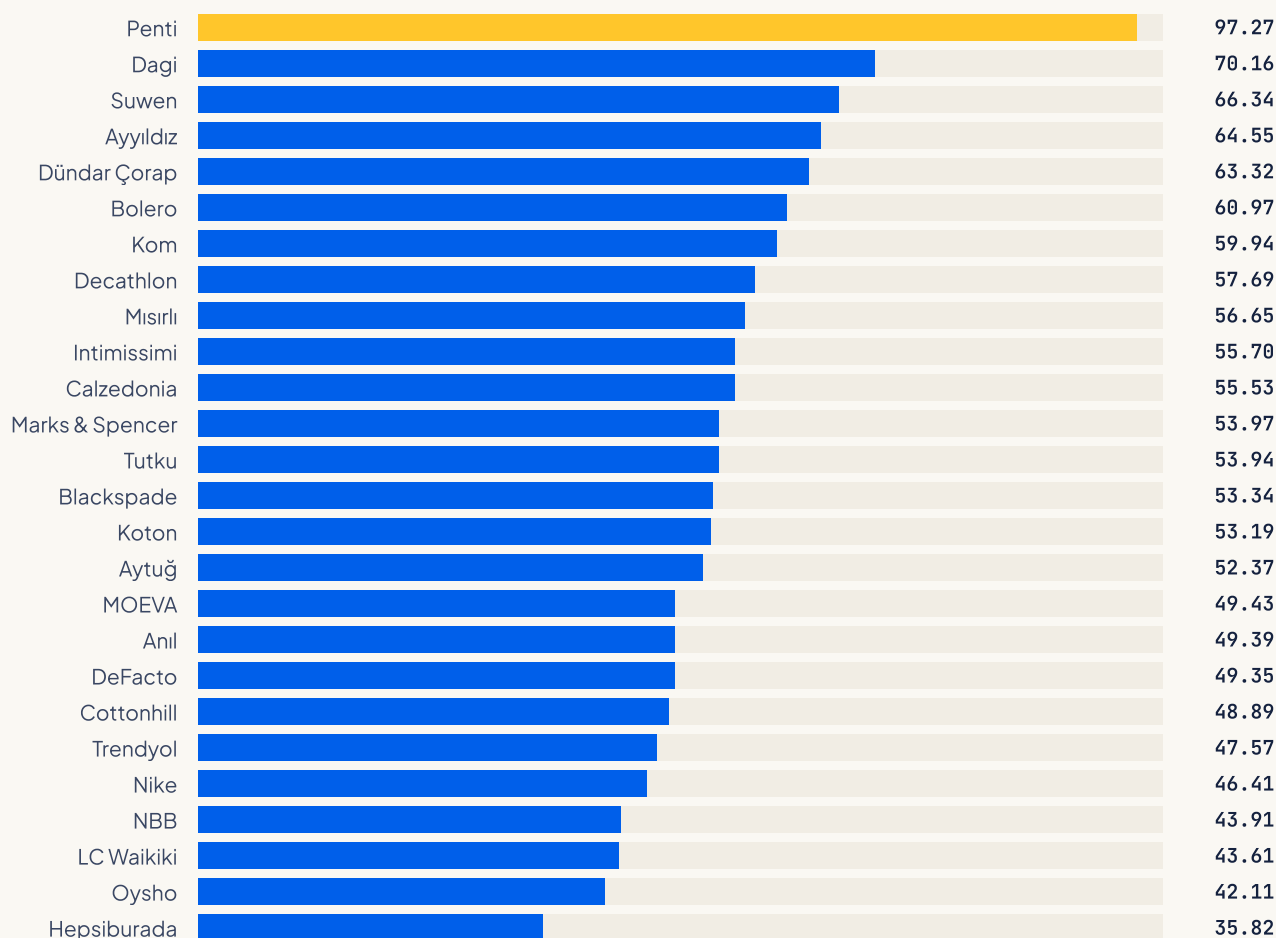
(cont.)

#	Entity	Origin	Type	Mention	MRR	Models	AI Score
25	Oysho	ES	Brand	5.60%	0.3329	4	42.11
26	Hepsiburada	TR	Marketplace	11.02%	0.1166	4	35.82

AVERAGE

Average score of the 26 qualified entities: 55.05. Nineteen are domestic and seven foreign.

CHART 01 · AI VISIBILITY SCORE – QUALIFIED ENTITIES, ALL 45 QUESTIONS



3.1 TIER NARRATIVE

The leader (97.27). Penti holds the highest mention rate in the cut, 50.49% (568 of 1,125), and is named by all five models. Its only shortfall is position: an MRR of 0.5303 against Dündar Çorap's 0.5835.

The second tier (70.16–64.55). Dagi (70.16), Suwen (66.34) and Ayyıldız (64.55) are each named in roughly a fifth to a third of all responses — 30.49%, 22.58% and 19.56%. Ayyıldız is named least often of the three but earliest, with an MRR of 0.4303 against Dagi's 0.3499.

Position specialists, and Kom (63.32–59.94). Dündar Çorap ranks fifth on a 9.33% mention rate (105 of 1,125) because, when it is named, it is named earlier than any other qualifier — the cut's highest MRR, 0.5835. Bolero (60.97) follows the same route: 9.60% (108 of 1,125) with an MRR of 0.5332. Kom is named in 214 responses (19.02%), against 105 and 108 for those two, yet ranks below both at 59.94 because it tends to appear later (MRR 0.3497).

The packed middle (57.69–49.35). From Decathlon (#8) to DeFacto (#19), with no clean origin boundary. Decathlon, a French retailer with its own labels, is the highest foreign entry, at 11.82% (133 of 1,125). Intimissimi reaches 10th on a 5.16% mention rate (58 of 1,125), the joint lowest of any qualifier with Nike's, on an MRR of 0.5077. Blackspade is the reverse case: 14.13% (159 of 1,125), but an MRR of 0.3062 holds it at 14th. Marks & Spencer (53.97) and Tutku (53.94) sit a few hundredths apart; gaps of that size here carry no meaning.

The tail of the board (48.89–35.82). Cottonhill, Trendyol, Nike, NBB, LC Waikiki, Oysho and Hepsiburada. The two marketplaces show the board's sharpest split between frequency and position: Trendyol is named in 15.29% of responses (172 of 1,125) and Hepsiburada in 11.02% (124 of 1,125), but with MRRs of 0.1739 and 0.1166 — when they appear, they appear late, typically as where to buy rather than what to buy. Every qualifier except Oysho and Hepsiburada is named by all five models; those two are named by four. The remaining tracked entities sit below the threshold, and the appendix lists them all.

3.2 THE SAME BOARD BY MENTION RATE

Scores reward prominence as well as frequency, so the ranking by raw mention rate is a different list, and the difference is informative.

TABLE 07 · GENERAL CUT BY RAW MENTION RATE

top 12 · 1,125 responses

#	Entity	Mention rate	Mentions	Score	Rank by score	Δ (+ = higher on score)
01	Penti	50.49%	568	97.27	1	0
02	Dagi	30.49%	343	70.16	2	0
03	Suwen	22.58%	254	66.34	3	0
04	Ayyıldız	19.56%	220	64.55	4	0
05	Kom	19.02%	214	59.94	7	-2
06	Trendyol	15.29%	172	47.57	21	-15
07	Blackspade	14.13%	159	53.34	14	-7
08	Decathlon	11.82%	133	57.69	8	0
09	Tutku	11.38%	128	53.94	13	-4
10	Hepsiburada	11.02%	124	35.82	26	-16
11	DeFacto	10.40%	117	49.35	19	-8
12	Marks & Spencer	10.04%	113	53.97	12	0

Top 12 of the general cut by raw mention rate (denominator 1,125 responses), with each entity's rank on the score board.

The first four are the same either way. The marketplaces move furthest: Trendyol is 6th by volume and 21st by score, Hepsiburada 10th and 26th. Blackspade (7th by volume, 14th by score), DeFacto (11th and 19th), Tutku (9th and 13th) and Kom (5th and 7th) all lose ground to position. Decathlon and Marks & Spencer hold the same place on both lists.

3.3 BRAND-ONLY VIEW

Removing the two qualifying marketplaces — Hepsiburada and Trendyol, named explicitly, with nothing else changed — leaves 24 entities. Scores are unchanged, because the scale is still the general cut's; the entities ranked below Trendyol each move up a place. Decathlon, Cottonhill and LC Waikiki stay: they are retailers with their own labels, not marketplaces.

03 · OVERALL VISIBILITY LEADERBOARD

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TABLE 08 · BRAND-ONLY BOARD, GENERAL CUT

marketplaces removed · 24 entities

#	Entity	Origin	Type	Score	Mention rate
● 01	Penti	TR	Brand	97.27	50.49%
02	Dagi	TR	Brand	70.16	30.49%
03	Suwen	TR	Brand	66.34	22.58%
04	Ayyıldız	TR	Brand	64.55	19.56%
05	Dündar Çorap	TR	Brand	63.32	9.33%
06	Bolero	TR	Brand	60.97	9.60%
07	Kom	TR	Brand	59.94	19.02%
08	Decathlon	FR	Retailer	57.69	11.82%
09	Mısırlı	TR	Brand	56.65	8.36%
10	Intimissimi	IT	Brand	55.70	5.16%
11	Calzedonia	IT	Brand	55.53	8.71%
12	Marks & Spencer	GB	Brand	53.97	10.04%
13	Tutku	TR	Brand	53.94	11.38%
14	Blackspade	TR	Brand	53.34	14.13%
15	Koton	TR	Brand	53.19	8.62%
16	Aytuğ	TR	Brand	52.37	7.91%
17	MOEVA	GB	Brand	49.43	6.84%
18	Anıl	TR	Brand	49.39	5.78%
19	DeFacto	TR	Brand	49.35	10.40%
20	Cottonhill	TR	Retailer	48.89	5.33%
21	Nike	US	Brand	46.41	5.16%
22	NBB	TR	Brand	43.91	5.96%
23	LC Waikiki	TR	Retailer	43.61	6.31%
24	Oysho	ES	Brand	42.11	5.60%

Brand-only board, general cut: entity type Marketplace removed, nothing else changed. Denominator 1,125 responses.

SECTION 04

Two Shelves: Origin-Constrained and Origin-Neutral Questions

ONE-SENTENCE TAKEAWAY

On the 23 origin-constrained questions domestic entities take 97.38% of qualifying mentions and foreign entities 2.62%, and on the 22 origin-neutral questions they take 55.31% and 44.69% — with origin on file for all 2,103 and all 1,931 qualifying mentions respectively.

The 45 questions divide into 23 that ask for Turkish brands and 22 that do not. Each set has its own leaderboard, its own denominator and its own scale. Neither is the market on its own, so the two figures are always quoted together, each with the number of questions behind it.

4.1 ORIGIN SHARE ON BOTH CUTS

TABLE 09 · ORIGIN SHARE OF QUALIFYING MENTIONS

brand-only, qualified basis

	Origin-constrained	Origin-neutral	All questions (blended — not an origin cut)
Questions	23	22	45
Responses	575	550	1,125
Qualified entities in the share (domestic / foreign / unknown)	30 (29 / 1 / 0)	28 (12 / 16 / 0)	24 (17 / 7 / 0)
Qualified entities left out (marketplaces), with mentions	Trendyol (91), Hepsiburada (69)	Trendyol (81), Hepsiburada (55)	Trendyol (172), Hepsiburada (124)
Domestic share of qualifying mentions	97.38%	55.31%	82.14%
Foreign share of qualifying mentions	2.62%	44.69%	17.86%
Qualifying mentions with origin on file	2,103 of 2,103	1,931 of 1,931	3,359 of 3,359
Sanity check — domestic share, all tracked entities	90.34%	52.22%	71.56%
Sanity check — foreign share, all tracked entities	9.66%	47.78%	28.44%
All-entity mentions with origin on file	3,706 of 3,794	3,598 of 3,720	7,304 of 7,514

Headline basis: qualified entities with origin on file; marketplaces and publishers left out, own-label retailers kept in. Domestic and foreign are each computed, not derived from the other. The all-questions column blends both question scopes and is shown for reconciliation only.

CHART 02 · DOMESTIC SHARE OF QUALIFYING MENTIONS, BY CUT (%)



Origin-constrained (23 questions, 575 responses): domestic entities take 97.38% of qualifying mentions and foreign entities 2.62%, with origin on file for 2,103 of 2,103 qualifying mentions. Of the 30 qualified entities in the share, 29 are domestic and one, MOEVA, is foreign.

Origin-neutral (22 questions, 550 responses): domestic entities take **55.31%** and foreign entities **44.69%**, with origin on file for 1,931 of 1,931. Of the 28 qualified entities in the share, 12 are domestic and 16 foreign.

The assistants clearly read “yerli” as a constraint and answer it with domestic names. Without it, foreign entities outnumber domestic ones among the qualifiers, but domestic entities still take the larger share of mentions, because the most-named entities on the neutral shelf — Penti, Suwen and Dagi — are domestic.

The sanity check points the same way. Across every tracked entity, qualified or not, domestic entities take 90.34% and foreign entities 9.66% of mentions on the constrained questions (origin on file for 3,706 of 3,794), and 52.22% and 47.78% on the neutral questions (3,598 of 3,720). On the constrained questions, the long tail is more foreign than the shelf — a reminder that a constrained question narrows what qualifies, not everything that is named.

Left out of every share, and still ranked. Trendyol and Hepsiburada are left out of both shares (91 and 69 mentions on the constrained cut, 81 and 55 on the neutral cut). Across all tracked entities, 11 marketplaces and publishers with 207 mentions are left out on the constrained cut, and 11 with 179 on the neutral cut. Both marketplaces are domestic, so including them would raise the domestic share for a reason that has nothing to do with brands. They still rank in every leaderboard.

4.2 THE ORIGIN-CONSTRAINED SHELF

TABLE 10 · AI VISIBILITY SCORE, ORIGIN-CONSTRAINED CUT

23 questions · 575 responses · 32 qualified

#	Entity	Origin	Type	Mention	MRR	Models	AI Score
01	Penti	TR	Brand	48.87%	0.5218	5	88.21
02	Dagi	TR	Brand	33.39%	0.3661	5	68.53
03	Woolona	TR	Brand	6.09%	0.8595	5	60.60
04	Dünder Çorap	TR	Brand	14.26%	0.6426	5	60.56
05	Suwen	TR	Brand	21.04%	0.4283	5	59.33
06	Ayyıldız	TR	Brand	19.83%	0.4391	5	58.58
07	Kom	TR	Brand	20.70%	0.3555	5	56.47
08	Haşema	TR	Brand	6.43%	0.7030	5	55.46
09	Blackspade	TR	Brand	17.39%	0.3557	5	53.43
10	Tutku	TR	Brand	16.70%	0.3657	5	53.14
11	Aytuğ	TR	Brand	13.04%	0.4248	5	51.84
12	Norfolk	TR	Brand	5.91%	0.7005	4	49.89
13	Koton	TR	Brand	10.61%	0.4046	5	48.89
14	MOEVA	GB	Brand	9.57%	0.3905	5	47.44
15	Anil	TR	Brand	9.91%	0.3747	5	47.21
16	Kral Çorap	TR	Brand	6.96%	0.4517	5	47.17
17	OYE Swimwear	TR	Brand	8.87%	0.3972	5	47.03
18	Mısırlı	TR	Brand	13.22%	0.4251	4	47.01
19	Bolero	TR	Brand	10.78%	0.4533	4	45.75

(cont.)

#	Entity	Origin	Type	Mention	MRR	Models	AI Score
20	Mayovera	TR	Brand	5.39%	0.4061	5	44.14
21	DeFacto	TR	Brand	12.52%	0.2906	4	41.67
22	NBB	TR	Brand	8.35%	0.2374	5	40.97
23	Loya	TR	Brand	6.43%	0.4193	4	40.56
24	Trendyol	TR	Marketplace	15.83%	0.1242	4	38.91
25	AYJE	TR	Brand	5.04%	0.2574	5	38.63
26	MOVOM	TR	Brand	6.09%	0.1943	5	37.39
27	Trendyolmilla	TR	Sub-brand	6.26%	0.4724	3	37.25
28	Yeni İnci	TR	Brand	5.91%	0.3372	4	37.21
29	MAIRA	TR	Brand	5.57%	0.1811	4	31.44
30	Şahinler	TR	Brand	5.04%	0.2056	3	26.82
31	LC Waikiki	TR	Retailer	5.57%	0.1346	3	24.82
32	Hepsiburada	TR	Marketplace	12.00%	0.0989	2	24.50

ORIGIN-CONSTRAINED CUT

32 entities qualify on the 23 origin-constrained questions (575 responses). Thirty enter the origin share — 29 domestic, 1 foreign — and the two marketplaces are left out of it.

Penti leads at 88.21, named in 48.87% of these responses (281 of 575), with Dagi second at 68.53 (33.39%, 192 of 575). Below them, this shelf rewards specialists. **Woolona** ranks third on a 6.09% mention rate (35 of 575) with an MRR of 0.8595; **Haşema** ranks eighth on 6.43% (37 of 575, MRR 0.7030); **Norfolk** twelfth on 5.91% (34 of 575, MRR 0.7005, named by 4 of 5 models). Dündar Çorap, fifth overall, is fourth here with a higher mention rate (14.26%, 82 of 575) and an MRR of 0.6426. Ranks built mainly on position and thin mentions should be read cautiously.

MOEVA is the one foreign qualifier. It is named in 55 of the 575 responses (9.57%), by all five models, and ranks 14th at 47.44. Its brand home is London, so it is recorded as GB. That makes it a genuine case of the assistants answering a question that asks for Turkish brands with a foreign one. OYE Swimwear, 17th here at 8.87% (51 of 575), is recorded as domestic under this edition's rule; under June's rule it was foreign, which is why no comparison with June's constrained shelf is drawn.

Hepsiburada qualifies on this cut on mentions from **two models only** (69 mentions), the lowest breadth of any qualifier here; Chapter 5 shows why.

4.3 THE ORIGIN-NEUTRAL SHELF

TABLE 11 · AI VISIBILITY SCORE, ORIGIN-NEUTRAL CUT

22 questions · 550 responses · 30 qualified

#	Entity	Origin	Type	Score	Mention rate	Mentions / responses	Breadth
01	Penti	TR	Brand	95.22	52.18%	287 / 550	5 of 5
02	Decathlon	FR	Retailer	64.91	21.27%	117 / 550	5 of 5
03	Suwen	TR	Brand	64.51	24.18%	133 / 550	5 of 5

04 · TWO SHELVES: ORIGIN-CONSTRAINED AND ORIGIN-NEUTRAL QUESTIONS

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(cont.)

#	Entity	Origin	Type	Score	Mention rate	Mentions / responses	Breadth
04	Dagi	TR	Brand	64.09	27.45%	151 / 550	5 of 5
05	Bolero	TR	Brand	62.21	8.36%	46 / 550	5 of 5
06	Ayyıldız	TR	Brand	61.32	19.27%	106 / 550	5 of 5
07	Marks & Spencer	GB	Brand	59.33	18.73%	103 / 550	5 of 5
08	Intimissimi	IT	Brand	57.86	10.55%	58 / 550	5 of 5
09	Kom	TR	Brand	55.93	17.27%	95 / 550	5 of 5
10	Calzedonia	IT	Brand	52.76	14.91%	82 / 550	4 of 5
11	Speedo	GB	Brand	50.62	5.09%	28 / 550	4 of 5
12	Cottonhill	TR	Retailer	49.75	7.09%	39 / 550	5 of 5
13	Nike	US	Brand	49.41	10.55%	58 / 550	5 of 5
14	Trendyol	TR	Marketplace	48.46	14.73%	81 / 550	5 of 5
15	LC Waikiki	TR	Retailer	47.46	7.09%	39 / 550	5 of 5
16	DeFacto	TR	Brand	45.99	8.18%	45 / 550	5 of 5
17	Victoria's Secret	US	Brand	44.38	8.91%	49 / 550	4 of 5
18	Adidas	DE	Brand	44.05	9.82%	54 / 550	5 of 5
19	Oysho	ES	Brand	44.02	10.36%	57 / 550	4 of 5
20	Pierre Cardin	FR	Brand	43.91	7.09%	39 / 550	5 of 5
21	Koton	TR	Brand	43.86	6.55%	36 / 550	4 of 5
22	Tutku	TR	Brand	42.12	5.82%	32 / 550	4 of 5
23	Blackspade	TR	Brand	39.66	10.73%	59 / 550	4 of 5
24	Calvin Klein	US	Brand	39.52	7.27%	40 / 550	5 of 5
25	Triumph	CH	Brand	37.67	5.64%	31 / 550	4 of 5
26	Smartwool	US	Brand	36.41	8.00%	44 / 550	4 of 5
27	Miraclesuit	US	Brand	35.43	6.00%	33 / 550	3 of 5
28	Hepsiburada	TR	Marketplace	35.12	10.00%	55 / 550	4 of 5
29	Darn Tough	US	Brand	29.94	7.64%	42 / 550	3 of 5
30	Spanx	US	Brand	26.97	5.09%	28 / 550	3 of 5

Origin-neutral cut: all 30 qualifiers. Denominator 550 responses across 22 questions.

Penti leads this shelf too, at 95.22 and 52.18% (287 of 550). The difference is what follows it. **Decathlon** is second at 64.91, named in 21.27% of these responses (117 of 550) — a French retailer with its own labels. Suwen (24.18%) and Dagi (27.45%) come next; Dagi is named more often but later. **Bolero** reaches fifth on 8.36% (46 of 550) with an MRR of 0.6408.

Foreign entities run through the rest of the board. **Marks & Spencer** is seventh at 18.73% (103 of 550); Intimissimi (10.55%) and Calzedonia (14.91%) are eighth and tenth. **Speedo** qualifies at eleventh on 5.09% (28 of 550) with an MRR of 0.5604, named by 4 of 5 models. Nike, Victoria's Secret, Adidas, Oysho and Pierre Cardin all place in the top twenty. Two Turkish retailers with their own labels, Cottonhill and LC Waikiki, are 12th and 15th, both at 7.09% (39 of 550).

4.4 WHAT THIS CHAPTER DOES NOT COMPARE

No origin share here is compared with June's, because June assigned origin by a different rule (section 2.7). The constrained figure is never read on its own: 97.38% domestic and 2.62% foreign on 23 questions that ask for Turkish brands describes the question as much as the market. And the question-type cuts in Chapter 6 each blend constrained and neutral questions, so their counts of domestic qualifiers are not origin measurements.

SECTION 05

Differences Between Models

ONE-SENTENCE TAKEAWAY

Every model names Penti more often than any other entity, but Grok 4.3 names 11.48 entities per answer to Claude Haiku 4.5's 4.19, and the two marketplace ranks rest mainly on one model.

5.1 PER-MODEL BEHAVIOR

TABLE 12 · PER-MODEL BEHAVIOR

225 question-repeat cells each

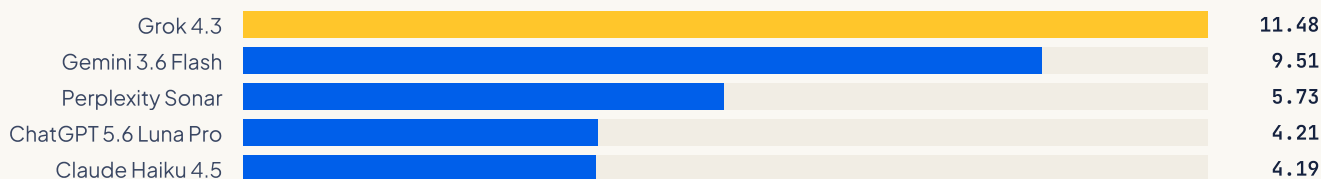
Model	Resp.	Web-grounded	Citations	Distinct entities	Entities per answer	Most-named entity	Its rate	In June's panel
Claude Haiku 4.5	225	100.00%	1,125	174	4.19	Penti (TR)	28.44%	Yes
Gemini 3.6 Flash	225	35.56%	712	220	9.51	Penti (TR)	76.89%	No
ChatGPT 5.6 Luna Pro	225	100.00%	1,005	198	4.21	Penti (TR)	32.89%	No
Perplexity Sonar	225	100.00%	6,103	196	5.73	Penti (TR)	53.78%	Yes
Grok 4.3	225	100.00%	1,271	291	11.48	Penti (TR)	60.44%	Yes

Each model answered the same 225 question-repeat cells. 'Its rate' is the share of that model's 225 responses naming its most-named entity.

All five lead with Penti, at very different rates. Penti is named in 76.89% of Gemini 3.6 Flash's answers, 60.44% of Grok 4.3's and 53.78% of Perplexity Sonar's, but in 32.89% of ChatGPT 5.6 Luna Pro's and 28.44% of Claude Haiku 4.5's. The two models with the shortest answers name even the leader least often.

Answer length is the largest difference. Grok 4.3 names **11.48** entities per answer and reaches the widest repertoire, 291 distinct entities. Gemini 3.6 Flash names 9.51 per answer (220 distinct), Perplexity Sonar 5.73 (196). ChatGPT 5.6 Luna Pro (4.21, 198 distinct) and Claude Haiku 4.5 (4.19, 174 distinct) give short, selective answers. For an entity at the edge of visibility, being named at all depends heavily on which assistant answers.

CHART 03 · ENTITIES NAMED PER ANSWER, BY MODEL



5.2 EACH MODEL'S MOST-NAMED ENTITIES

TABLE 13 · TOP TEN ENTITIES PER MODEL

rate = share of 225 responses

#	Claude Haiku 4.5	Gemini 3.6 Flash	ChatGPT 5.6 Luna Pro	Perplexity Sonar	Grok 4.3
01	Penti 28.44%	Penti 76.89%	Penti 32.89%	Penti 53.78%	Penti 60.44%
02	Ayyıldız 16.00%	Dagi 53.33%	Dagi 15.56%	Dagi 26.22%	Trendyol 59.56%
03	Suwen 13.33%	Kom 48.89%	Kom 14.67%	Ayyıldız 23.56%	Dagi 50.22%
04	Bolero 10.22%	Suwen 45.33%	Trendyolmilla 14.22%	Suwen 14.67%	Hepsiburada 48.00%

(cont.)

#	Claude Haiku 4.5	Gemini 3.6 Flash	ChatGPT 5.6 Luna Pro	Perplexity Sonar	Grok 4.3
05	Marks & Spencer 10.22%	Blackspade 39.11%	Ayyıldız 13.78%	Calzedonia 13.78%	Suwen 34.67%
06	Calzedonia 9.33%	Tutku 30.22%	Norfolk 12.44%	Marks & Spencer 13.33%	DeFacto 28.00%
07	MOEVA 8.44%	Ayyıldız 25.33%	Decathlon 12.44%	Aytuğ 11.11%	Koton 23.56%
08	Kral Çorap 8.44%	Bolero 20.89%	Anıl 8.44%	Dündar Çorap 11.11%	Decathlon 23.11%
09	OYE Swimwear 8.00%	Oysho 18.67%	Tutku 7.11%	Tutku 10.67%	Ayyıldız 19.11%
10	Dagi 7.11%	Calzedonia 17.33%	Blackspade 6.67%	Mısırlı 10.67%	Kom 18.22%

Top ten entities per model. Rate = share of that model's 225 responses naming the entity.

The models agree on the core: Dagi or Ayyıldız is second for every model except Grok 4.3. They differ beneath it. **Grok 4.3** puts the two marketplaces second and fourth — Trendyol at 59.56% and Hepsiburada at 48.00% — and is the only model with either in its top ten. **Claude Haiku 4.5**'s top ten includes Marks & Spencer (10.22%), Calzedonia (9.33%) and MOEVA (8.44%). **ChatGPT 5.6 Luna Pro** has Trendyolmilla fourth (14.22%) and Norfolk sixth (12.44%), names no other model's top ten carries. **Gemini 3.6 Flash** has Oysho ninth (18.67%).

5.3 ONE MODEL'S HABIT

Three qualifying entities on the general cut draw at least three in five of their mentions from a single model:

TABLE 14 · MENTIONS CONCENTRATED IN ONE MODEL

general cut · ≥60% from one model

Entity	General rank	Mentions, all models	From one model	That model's share	That model's rate	Models naming
Hepsiburada	26	124	Grok 4.3 (108)	87.10%	48.00% of 225	4
Trendyol	21	172	Grok 4.3 (134)	77.91%	59.56% of 225	5
Oysho	25	63	Gemini 3.6 Flash (42)	66.67%	18.67% of 225	4

Qualified entities whose general-cut mentions come 60% or more from one model.

The marketplace ranks are Grok's. Grok 4.3 accounts for 108 of Hepsiburada's 124 general-cut mentions (87.10%) and 134 of Trendyol's 172 (77.91%). Grok names Trendyol in 59.56% of its 225 answers, almost as often as it names Penti. The two ranks — Trendyol 21st and Hepsiburada 26th — describe one assistant's habit of pointing to where to buy, not a consensus across the panel. On the origin-constrained cut, Hepsiburada qualifies on two models only.

Oysho's rank is largely Gemini's. Gemini 3.6 Flash supplies 42 of Oysho's 63 mentions (66.67%). Gemini 3.6 Flash joined the panel this edition, so this is also a reminder of how a panel change can move a single entity.

5.4 WHAT ONLY ONE MODEL NAMES

Every model names entities no other model names at all: 82 for Grok 4.3, 52 for Gemini 3.6 Flash, 42 for ChatGPT 5.6 Luna Pro, 25 for Perplexity Sonar and 23 for Claude Haiku 4.5.

TABLE 15 · ENTITIES NAMED BY A SINGLE MODEL count and examples

Model	Entities named by this model alone	Examples
ChatGPT 5.6 Luna Pro	42	Pietro, Çorap Fabrikam, Codek, Ege Socks, Halis Yün, Bellisa
Claude Haiku 4.5	23	Aksu Çorap, Elixunder®, Naturalive, OrganicEra, Doğanyıldız, Hanky Panky
Gemini 3.6 Flash	52	Sunset Swimwear, Anıt, Namaldı, Bridgedale, Forclaz, He-Qa
Grok 4.3	82	Endeep, Cupshe, Knitss, İKİKİZ, Vardar Socks, n11
Perplexity Sonar	25	The Beach, Lacoste, Modaselvim, OGGUSTO, Filodoro, Philippe Maignon

Entities named by a single model. They carry a breadth component of one model in five and rarely qualify.

SECTION 06

Question-Type Ownership

ONE-SENTENCE TAKEAWAY

Penti leads all three question types; discovery questions qualify 49 entities against 25 each for attribute and use-case questions, and the position specialists change with the type.

TABLE 16 · THE THREE QUESTION-TYPE CUTS 15 questions · 375 responses each

	Discovery	Attribute	Use case
Questions	15	15	15
Responses	375	375	375
Distinct entities	288	257	284
Qualified	49	25	25
Domestic qualifiers (blended)	33	21	15
Average score	40.41	53.19	48.79
Leader	Penti (93.50)	Penti (88.87)	Penti (87.68)
Highest mention rate	61.07% (Penti)	48.80% (Penti)	41.60% (Penti)
Highest MRR	0.7692 (Falke)	0.7381 (Speedo)	0.8519 (Woolona)

All three cuts rest on 15 questions and 375 responses each. Each mixes origin-constrained and origin-neutral questions (section 2.3), so ‘Domestic qualifiers’ counts domestic entities over a blended question set and is not an origin measurement.

TABLE 17 · DISCOVERY – TOP 5 OF 49 375 responses

#	Entity	Score	Rate	MRR
01	Penti	93.50	61.07%	0.6025
02	Dagi	69.62	40.00%	0.3882
03	Suwen	62.46	30.40%	0.3860
04	Ayyıldız	58.20	25.87%	0.3625
05	Kom	55.61	25.07%	0.3112

TABLE 18 · ATTRIBUTE – TOP 5 OF 25 375 responses

#	Entity	Score	Rate	MRR
01	Penti	88.87	48.80%	0.4642
02	Dündar Çorap	66.97	14.13%	0.7120
03	Dagi	62.56	25.33%	0.3494
04	Suwen	61.11	19.47%	0.4466
05	Kom	60.14	18.40%	0.4470

TABLE 19 • USE CASE — TOP 5 OF 25

375 responses

#	Entity	Score	Rate	MRR
01	Penti	87.68	41.60%	0.5019
02	Woolona	67.98	12.00%	0.8519
03	Decathlon	67.77	20.00%	0.6002
04	Dagi	63.55	26.13%	0.2918
05	Ayyıldız	59.73	16.53%	0.4785

Discovery — “which brand?” — spreads visibility widest: 288 distinct entities, 49 qualifiers and the lowest average score of the three, 40.41. Penti is named in 61.07% of these responses (229 of 375), its highest rate on any cut, and the top five are all domestic: Penti, Dagi, Suwen, Ayyıldız and Kom. Falke holds the cut’s highest MRR, 0.7692.

Attribute — a specific property — narrows the field to 25 qualifiers from 257 distinct entities, with the highest average score, 53.19. Penti leads at 48.80% (183 of 375). **Dündar Çorap** is second at 66.97 on a 14.13% mention rate (53 of 375), carried by an MRR of 0.7120. Speedo holds the cut’s highest MRR, 0.7381.

Use case — a need — also qualifies 25, from 284 distinct entities, with an average score of 48.79. Penti leads at 41.60% (156 of 375), its lowest rate of the three types. **Woolona** is second at 67.98 on 12.00% (45 of 375) with an MRR of 0.8519, the highest of any question type. **Decathlon** is third at 67.77 and the only foreign entity in any of the three top fives, named in 20.00% of use-case responses (75 of 375).

Each rests on the same number of responses, 375. The differences between them are not origin findings: the cuts differ in their mix of constrained and neutral questions, and Chapter 4 is where origin is measured.

SECTION 07

Attribute Axes

ONE-SENTENCE TAKEAWAY

No attribute axis can be published this edition: no entity has a product category or audience on file, and no subcategory was declared before collection, which this series requires before publishing one as a cut.

An attribute chapter ranks entities by something they are — the product categories they make, or the audience they serve — rather than by the questions asked. This edition's data carries no such attribute: none of the 487 tracked entities has a product category on file, and no audience attribute is recorded. A product-shelf chapter cannot be written from this export, and this report does not substitute an estimate for one.

The questions themselves record a subcategory — innerwear, hosiery and socks, or swimwear and beachwear — and the appendix shows it. That is a property of the question, not of the entity, and publishing it would make it a cut. Under this series' rules a subcategory is published as a cut only when the study declares it before collection. This study did not, so June's subcategory leaderboards have no counterpart here.

SECTION 08

What Changed Since June

ONE-SENTENCE TAKEAWAY

On the same 45 questions, against June’s answers counted the way this edition counts, Kom gained 13.56 points and Ayyıldız lost 10.88 on the general cut — with two of the five models replaced between editions, which no figure here corrects for.

8.1 HOW THIS COMPARISON IS BUILT

This chapter compares **raw mention rate on the general cut** and nothing else; AI Visibility Scores do not travel between editions. All 45 questions were asked in both editions, so the change on the shared questions is the plain difference between the two levels: June’s 1,117 responses against September’s 1,125.

June’s levels are recounts. Every June figure in this chapter is June’s answers, counted the way this edition counts — re-read with this edition’s brand registry so both sides count a brand the same way. They are not the figures June’s page printed. June’s published page counted every answer whose text contained a name — including “buy it on Trendyol” and trendyol.com links — while this edition counts only names identified as a recommended brand; for ordinary brands the two counts land close together, and only the two marketplaces diverge materially: June’s published page showed Trendyol in 369 answers and Hepsiburada in 209, against 240 and 135 when June’s answers are counted the way this edition counts.

The panel is the confound, and it is declared, not corrected. Claude Haiku 4.5, Perplexity Sonar and Grok 4.3 answered in both editions. Gemini 2.5 Flash-Lite and GPT-4o-mini answered in June only; Gemini 3.6 Flash and ChatGPT 5.6 Luna Pro answered in September only. Rebasing adjusts for the question set, which did not change; nothing adjusts for the panel. Every number below carries that confound: the direction of a large move is better supported than its exact size.

Origin in this chapter is this edition’s coding, applied to both editions. June’s own origin rule is not re-read.

TABLE 20 · TREND SUMMARY raw mention rate · general cut

Summary	
Questions	45 shared; 0 added; 0 retired
Responses	June 1,117 (recounted); September 1,125
Models in both editions	Claude Haiku 4.5, Perplexity Sonar, Grok 4.3
Joined / left	Gemini 3.6 Flash, ChatGPT 5.6 Luna Pro / Gemini 2.5 Flash-Lite, GPT-4o-mini
Entities named in both editions	326: rose 174, fell 130, unchanged 22
— domestic: held / rose	181 / 92
— foreign: held / rose	121 / 71
— no origin on file: held	24
Named only in September / only in June	161 / 92
Largest gain	Kom (+13.56 points)
Largest fall	Ayyıldız (-10.88 points)

Raw mention rate, general cut. June = June's answers counted the way this edition counts. Two of five models differ between editions.

Of the 326 entities named in both editions, 174 rose, 130 fell and 22 were unchanged. Domestic entities account for 181 of the 326, of which 92 rose; foreign entities for 121, of which 71 rose; 24 have no origin on file and are neither. A further 161 entities were named only in September's answers and 92 only in June's.

8.2 THE MOVERS

TABLE 21 · TEN LARGEST GAINS IN RAW MENTION RATE

general cut · points

Entity	Origin	June (recounted)	September	Δ points
Kom	TR	5.46% (61 / 1,117)	19.02% (214 / 1,125)	+13.56
Penti	TR	41.00% (458 / 1,117)	50.49% (568 / 1,125)	+9.49
Blackspade	TR	5.28% (59 / 1,117)	14.13% (159 / 1,125)	+8.85
Decathlon	FR	5.55% (62 / 1,117)	11.82% (133 / 1,125)	+6.27
Tutku	TR	5.46% (61 / 1,117)	11.38% (128 / 1,125)	+5.92
Dagi	TR	24.80% (277 / 1,117)	30.49% (343 / 1,125)	+5.69
Koton	TR	3.67% (41 / 1,117)	8.62% (97 / 1,125)	+4.95
Aytuğ	TR	3.49% (39 / 1,117)	7.91% (89 / 1,125)	+4.42
Anıl	TR	1.52% (17 / 1,117)	5.78% (65 / 1,125)	+4.26
Suwen	TR	18.44% (206 / 1,117)	22.58% (254 / 1,125)	+4.14

Ten largest gains in raw mention rate, general cut. June = June's answers counted the way this edition counts; two of five models differ between editions.

TABLE 22 · TEN LARGEST FALLS IN RAW MENTION RATE

general cut · points

Entity	Origin	June (recounted)	September	Δ points
Ayyıldız	TR	30.44% (340 / 1,117)	19.56% (220 / 1,125)	-10.88
Trendyol	TR	21.49% (240 / 1,117)	15.29% (172 / 1,125)	-6.20
Marks & Spencer	GB	16.11% (180 / 1,117)	10.04% (113 / 1,125)	-6.07
Sand&Blue	TR	6.80% (76 / 1,117)	2.31% (26 / 1,125)	-4.49
Dündar Çorap	TR	12.53% (140 / 1,117)	9.33% (105 / 1,125)	-3.20
Skechers Δ	US	3.76% (42 / 1,117)	0.71% (8 / 1,125)	-3.05
Minca Δ	TR	3.58% (40 / 1,117)	0.71% (8 / 1,125)	-2.87
Calvin Klein	US	6.89% (77 / 1,117)	4.27% (48 / 1,125)	-2.63
Hemington	TR	5.55% (62 / 1,117)	2.93% (33 / 1,125)	-2.62
Cabani	TR	5.01% (56 / 1,117)	2.40% (27 / 1,125)	-2.61

Ten largest falls, same basis. Δ Skechers and Minca rest on 8 mentions each this edition (8 of 1,125); read their falls as indicative only.

Gains. Kom moved from 5.46% of June's recounted answers (61 of 1,117) to 19.02% (214 of 1,125), **+13.56 points**. Penti gained 9.49 points, from 41.00% to 50.49%, and Blackspade 8.85, from 5.28% to 14.13%. Decathlon (+6.27, from 5.55% to 11.82%) is the only foreign entity among the ten largest gains.

Falls. Ayyıldız fell **10.88 points**, from 30.44% (340 of 1,117) to 19.56% (220 of 1,125), and is still fourth on the general board. Trendyol fell 6.20 points, from 21.49% to 15.29% — measured against June’s recount of 240, not the 369 June’s page printed. Marks & Spencer fell 6.07, from 16.11% to 10.04%, and Sand&Blue 4.49, from 6.80% to 2.31%, coded domestic on both sides. Skechers and Minca, each down to 8 mentions (0.71%), rest on too few mentions to read as more than direction.

8.3 WHERE THE GAINS SIT

Kom’s gain sits mostly in the two models that joined. Kom is third in Gemini 3.6 Flash’s answers (48.89%) and third in ChatGPT 5.6 Luna Pro’s (14.67%); of the three models that answered in both editions, only Grok 4.3 has it in its top ten, in tenth place (18.22%). Blackspade’s profile is similar: fifth in Gemini 3.6 Flash’s answers (39.11%), tenth in ChatGPT 5.6 Luna Pro’s (6.67%), and in none of the three carried models’ top tens. This report publishes no shared-model comparison, so it does not say how much of either gain the panel change accounts for — only that the panel change cannot be ruled out as a large part of it.

SECTION 09

The Discovery Ecosystem: Where AI Learns About Brands

ONE-SENTENCE TAKEAWAY

penti.com is cited in 80 of the 225 question-model cells (35.56%), and the top of the list is brand and marketplace sites; one model's citations are capped and another's grounding is partial, so the map is uneven by model.

When an assistant answers with web search, it draws on whatever is available to it at that moment. The cited addresses were reduced to domains and counted by **question-model cell** — one cell is one question put to one model, holding that question's repeats — never by response. Three units appear in this chapter, and they are not interchangeable:

- **Citations recorded — 10,216.** The citation entries the models returned.
- **Link rows — 3,540.** Attribution rows, one per model, entity, domain and attribution rule; one mention can be attributed to several domains.
- **Mentions attributed — 10,155.** Those rows' mention counts, summed. Because one mention can sit on several rows, this is not a count of distinct mentions and does not compare with any mention rate's numerator.

Across all answers, **296 domains** were cited, 136 of them in a single cell only.

9.1 THE MOST-CITED DOMAINS

TABLE 23 · MOST-CITED DOMAINS

top 15 of 30 · cells of 225

#	Domain	Cells citing	Share of cells	Mentions attributed	Owner
● 01	penti.com	80	35.56%	729	Penti
02	ayyildiz.com.tr	49	21.78%	547	Ayyıldız
03	trendyol.com	46	20.44%	279	Trendyol
04	dagi.com.tr	45	20.00%	265	Dagi
05	decathlon.com.tr	31	13.78%	240	Decathlon
06	bolero.com.tr	26	11.56%	217	Bolero
07	calzedonia.com	26	11.56%	112	Calzedonia
08	suwen.com.tr	23	10.22%	129	Suwen
09	dundarcorap.com	20	8.89%	172	Dündar Çorap
10	norfolk.com.tr	20	8.89%	152	Norfolk
11	misirli.com.tr	20	8.89%	83	Mısırlı
12	hepsiburada.com	19	8.44%	122	Hepsiburada
13	kralcorap.com	19	8.44%	98	Kral Çorap
14	kom.com.tr	18	8.00%	107	Kom
15	oggusto.com	17	7.56%	458	OGGUSTO

Top 15 of the 30 domains in the report's data file, by question-model cells citing them (of 225). Mentions attributed are attribution-row units, not distinct mentions.

penti.com is cited in 80 of the 225 cells (35.56%), followed by **ayyildiz.com.tr** (49 cells, 21.78%), the marketplace **trendyol.com** (46, 20.44%) and **dagi.com.tr** (45, 20.00%). Every one of the fifteen has an owner among the tracked entities — mostly brands on the leaderboards, plus both marketplaces. **oggusto.com** is the outlier in the attribution column: cited in only 17 cells (7.56%) but carrying 458 attributed mentions, a reminder that attribution rows count every entity a cited page is credited with.

9.2 ENTITIES' OWN SITES

201 of the 296 domains are the own site of some tracked entity. Tracked is not ranked: marketplaces, publishers and entities that qualify in no cut have sites too, so this count does not reconcile with the leaderboard, and it should not be read as brands citing themselves. Rows on those domains account for 4,138 of the 10,155 attributed mentions — attribution-row units, not distinct mentions.

That figure is **understated**. Eleven cited domains look like a tracked entity's own site but are not attributed to it, because the registry holds a different website or none: **adidas.com.tr**, **amazon.com.tr**, **ankamedikal.com.tr**, **corapfabrikam.com**, **gowith.com.tr**, **jojomamanbebe.com**, **lavcorap.com.tr**, **marksandspencer.com.tr**, **n11.com**, **steppeberry.com** and **tesmay.com**. They are therefore not counted among own sites.

In 62 rows, the rule that assigns a mention to the entity's own domain and the rule that assigns it by position in the answer disagreed about which citation the mention belongs to. Those conflicts are surfaced in the data, not resolved.

9.3 WHY THE MAP IS UNEVEN

The models do not contribute equally. **Claude Haiku 4.5** returned exactly 5 citations on every one of its 225 answers — 1,125 in all — so its domain counts stop at a ceiling and do not compare with an uncapped model's. **Perplexity Sonar** alone returned 6,103 of the 10,216 citations. **Gemini 3.6 Flash** returned 712 and grounded 35.56% of its answers. A domain's place in this table therefore reflects which models cite at length as much as what any one model reads.

This edition carries no source-type classification of domains and no per-response citation counts, so June's source-type mix has no counterpart here. Nothing in this chapter tests whether being cited causes visibility or merely accompanies it.

SECTION 10

What the Patterns Suggest

ONE-SENTENCE TAKEAWAY

Five neutral readings, not recommendations: the leader holds on every cut, origin follows the question, frequency and position are separate routes onto the board, the marketplace ranks are one model's habit, and answer format decides who is seen in the long tail.

This chapter describes patterns in the data. It is not advice, and visibility remains separate from quality.

- 1 The leader holds on every cut.** Penti leads the general cut (97.27), the origin-constrained cut (88.21), the origin-neutral cut (95.22) and all three question types (93.50, 88.87, 87.68), and it is the most-named entity for all five models. No other finding in this report is as stable across the ways the data can be cut.
- 2 Origin follows the question.** On the 23 origin-constrained questions domestic entities take 97.38% of qualifying mentions and foreign entities 2.62%; on the 22 origin-neutral questions, 55.31% and 44.69% — with origin on file for every qualifying mention on both. The assistants read “yerli” as a constraint. Without it, the shelf is still led by domestic names but is shared.
- 3 Frequency and position are separate routes onto the board.** Dündar Çorap is named in 9.33% of all responses and ranks fifth because it is named earliest (MRR 0.5835). Trendyol is named in 15.29% and ranks 21st because it is named late (MRR 0.1739). On the constrained cut, Woolona ranks third on a 6.09% mention rate with an MRR of 0.8595. “Named often” and “named early” are different signals, and the score weighs both.
- 4 The marketplace ranks are one model's habit.** Grok 4.3 supplies 108 of Hepsiburada's 124 general-cut mentions and 134 of Trendyol's 172. A marketplace in an answer usually means where to buy, and in this panel it mostly means one assistant's answering style.
- 5 Answer format decides who is seen in the long tail.** Grok 4.3 names 11.48 entities per answer, reaches 291 distinct entities and names 82 that no other model does; Claude Haiku 4.5 names 4.19 per answer, 174 distinct and 23 alone. For an entity at the edge of the board, whether it is seen depends on the assistant's format as much as on the entity.

SECTION 11

Limitations and Notes

ONE-SENTENCE TAKEAWAY

This is one market on one collection day, measured on a panel and under an origin rule that both changed since June; read every figure with the notes below.

- **The panel changed.** Gemini 2.5 Flash-Lite and GPT-4o-mini were replaced by Gemini 3.6 Flash and ChatGPT 5.6 Luna Pro. Chapter 8 declares this confound beside every figure; it does not correct for it, and at least part of the largest gain sits in the models that joined.
- **The counting rule changed.** June's page counted a name anywhere in the answer text; this edition counts names identified as a recommended brand. June's levels in this report are therefore recounts of June's answers, not the figures June printed. The difference is material only for the two marketplaces.
- **The origin rule changed.** June required a brand to be founded and headquartered in Turkey; this edition uses brand home. OYE Swimwear, Sand&Blue and Alvina are domestic under the new rule and Lovable is Italian. No origin share is compared across the change.
- **Origin classification involves judgment.** Brand home is a researched decision, and brands run from one country under an owner in another are genuinely arguable cases. 47 entities have no origin on file; they appear in every table and in no share.
- **Some local-market names could not be folded.** A few names carry a brand's Turkish market subsidiary in them while the brand itself is not tracked in this edition, so there was nothing to fold them into. Each carries its own researched origin, and each was named in a single response.
- **Scope was not resolved.** No entity has a product category on file, so the study could not separate core innerwear, hosiery and swimwear entities from adjacent ones, and every entity is eligible to rank. An entity whose main business lies outside the vertical can rank if the assistants name it often enough.
- **One model's answers have unknown grounding.** 145 of Gemini 3.6 Flash's 225 answers returned no grounding metadata. They are not memory answers, and nothing in this report treats them as such.
- **One model's citations are capped.** Claude Haiku 4.5 returned exactly 5 citations per answer, so its source counts are truncated (Chapter 9).
- **Own-site figures are understated.** Eleven cited domains look like a tracked entity's own site but are not attributed to it, because the registry holds a different website or none.
- **Three qualifying positions rest on two models.** Hepsiburada on the origin-constrained cut (69 mentions), and Oysho (27) and Hepsiburada (28) on the discovery cut. Their visibility is model-specific, not panel-wide.
- **Rank built on position.** Woolona, Haşema, Norfolk and Dündar Çorap rank high on some cuts mainly because they are named early when named at all. That is the score working as designed, but it is a different kind of visibility from being named in half of all answers.
- **Small score gaps are not meaningful.** In the packed middle of each board, differences of a point or two should not be over-interpreted.
- **Components can exceed 100.** Because each component is scaled to the qualified leader and never clipped, 48 of 1,978 entity-cut rows (2.40%) exceed 100 on a component — all of them unqualified.

- **Near-name pairs.** Nine pairs of similar names among entities named in at least three answers were flagged: Direct Message / Essa, DoReMi / Dore, Dore / Dorea, Doreanse / Dore, Doreanse / Dorea, Emay / Emayo, Pazarama / Zara, Trendyolmilla / Trendyol and Vakkorama / Vakko. None shares a website on file, and each pair is tracked as two entities. The outcome is in the data; the reasoning behind each merge or non-merge is not.
- **System prompt and locale.** Neither was recorded with this run.
- **Single, point-in-time measurement.** All responses were collected on 21 September 2026. Five repeats per question-model cell capture variation within a model, not drift from day to day.
- **Models are probabilistic.** The same question can produce different answers; repeats reduce this variability but do not remove it.
- **Web search depends on momentary conditions.** Grounded answers depend on what was indexed and served at the time of collection.
- **Precision over recall.** Only names identified as a recommended brand are counted. Brands referred to indirectly, or only by a web address, are not.
- **Visibility is not quality.** This report measures mention, position and breadth only. 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.
- **Model versions date quickly.** These findings are specific to the model versions in section 2.1, as of September 2026.

SECTION 12

Appendix & Data

ONE-SENTENCE TAKEAWAY

All 45 questions and all 487 tracked entities behind this report are listed below, and the underlying data is available on request.

12.1 ALL 45 QUESTIONS

TABLE 24 · ALL 45 QUESTIONS

carried verbatim from June 2026

#	ID	Type	Scope	Subcategory	Question (Turkish)
01	ic_giyim_corap_plaj_giyi_m_tr_033	Discovery	Origin-neutral	Mayo/Bikini	plaj giyim markası önerisi
02	ic_giyim_corap_plaj_giyi_m_tr_007	Attribute	Origin-neutral	İç giyim	dikişsiz belli olmayan külot önerisi
03	ic_giyim_corap_plaj_giyi_m_tr_020	Discovery	Origin-constrained	Çorap	kaliteli yerli kadın çorabı var mı
04	ic_giyim_corap_plaj_giyi_m_tr_023	Attribute	Origin-constrained	Çorap	türk malı bambu çorap hangi marka iyi
05	ic_giyim_corap_plaj_giyi_m_tr_032	Discovery	Origin-neutral	Mayo/Bikini	toparlayıcı mayo hangi marka iyi
06	ic_giyim_corap_plaj_giyi_m_tr_010	Attribute	Origin-constrained	İç giyim	yerli toparlayıcı sütyen önerisi
07	ic_giyim_corap_plaj_giyi_m_tr_004	Discovery	Origin-constrained	İç giyim	türk malı kadın iç giyim önerir misin
08	ic_giyim_corap_plaj_giyi_m_tr_016	Discovery	Origin-neutral	Çorap	çorapta hangi markalar daha kaliteli
09	ic_giyim_corap_plaj_giyi_m_tr_021	Attribute	Origin-neutral	Çorap	terletmeyen pamuklu çorap
10	ic_giyim_corap_plaj_giyi_m_tr_003	Discovery	Origin-constrained	İç giyim	iyi bir yerli iç giyim markası var mı
11	ic_giyim_corap_plaj_giyi_m_tr_041	Use case	Origin-neutral	Mayo/Bikini	göbek toparlayan mayo arıyorum hangi marka bakayım
12	ic_giyim_corap_plaj_giyi_m_tr_005	Discovery	Origin-constrained	İç giyim	erkek iç giyimde yerli kaliteli ne var
13	ic_giyim_corap_plaj_giyi_m_tr_030	Use case	Origin-constrained	Çorap	kışın sıcak tutan türk malı çorap önerisi
14	ic_giyim_corap_plaj_giyi_m_tr_018	Discovery	Origin-constrained	Çorap	yerli çorap markası önerisi
15	ic_giyim_corap_plaj_giyi_m_tr_011	Use case	Origin-neutral	İç giyim	gelinlik altına belli olmayan iç çamaşırı hangi marka
16	ic_giyim_corap_plaj_giyi_m_tr_043	Use case	Origin-constrained	Mayo/Bikini	bu sezonda popüler olan bikinileri alabileceğim marka
17	ic_giyim_corap_plaj_giyi_m_tr_027	Use case	Origin-neutral	Çorap	spor yaparken ayağı yakmayan çorap hangi marka

(cont.)

#	ID	Type	Scope	Subcategory	Question (Turkish)
18	ic_giyim_corap_plaj_giyim_tr_044	Use case	Origin-constrained	Mayo/Bikini	muhafazakâr plaj için türk malı mayo önerisi
19	ic_giyim_corap_plaj_giyim_tr_029	Use case	Origin-constrained	Çorap	çocuğa rahat yerli okul çorabı önerisi
20	ic_giyim_corap_plaj_giyim_tr_042	Use case	Origin-neutral	Mayo/Bikini	doğum sonrası toparlayıcı mayo tavsiyesi
21	ic_giyim_corap_plaj_giyim_tr_017	Discovery	Origin-neutral	Çorap	en rahat erkek çorabı markası
22	ic_giyim_corap_plaj_giyim_tr_037	Attribute	Origin-neutral	Mayo/Bikini	büyük beden toparlayıcı mayo önerisi
23	ic_giyim_corap_plaj_giyim_tr_024	Attribute	Origin-constrained	Çorap	yerli dikişsiz çorap var mı
24	ic_giyim_corap_plaj_giyim_tr_001	Discovery	Origin-neutral	İç giyim	en iyi iç giyim markaları
25	ic_giyim_corap_plaj_giyim_tr_019	Discovery	Origin-constrained	Çorap	türk malı günlük çorap hangi marka iyi
26	ic_giyim_corap_plaj_giyim_tr_022	Attribute	Origin-neutral	Çorap	lastiği iz yapmayan çorap önerisi
27	ic_giyim_corap_plaj_giyim_tr_045	Use case	Origin-constrained	Mayo/Bikini	yaz tatiline giderken yerli bikini mayo bakıyorum, ne önerirsin
28	ic_giyim_corap_plaj_giyim_tr_002	Discovery	Origin-neutral	İç giyim	rahat sütyen hangi marka iyi
29	ic_giyim_corap_plaj_giyim_tr_039	Attribute	Origin-constrained	Mayo/Bikini	yerli toparlayıcı mayo önerisi
30	ic_giyim_corap_plaj_giyim_tr_035	Discovery	Origin-constrained	Mayo/Bikini	iyi bir yerli plaj giyim markası var mı
31	ic_giyim_corap_plaj_giyim_tr_026	Use case	Origin-neutral	Çorap	yazın ayak terletmeyen çorap önerisi
32	ic_giyim_corap_plaj_giyim_tr_040	Attribute	Origin-constrained	Mayo/Bikini	türk malı tesettür mayo kaliteli olan var mı
33	ic_giyim_corap_plaj_giyim_tr_014	Use case	Origin-constrained	İç giyim	rahat yerli sütyen hangi marka iyi
34	ic_giyim_corap_plaj_giyim_tr_008	Attribute	Origin-constrained	İç giyim	pamuklu yerli külot hangi marka iyi
35	ic_giyim_corap_plaj_giyim_tr_038	Attribute	Origin-neutral	Mayo/Bikini	hızlı kuruyan mayo hangi marka iyi
36	ic_giyim_corap_plaj_giyim_tr_015	Use case	Origin-constrained	İç giyim	kışın üşütmeyen türk malı içlik önerisi
37	ic_giyim_corap_plaj_giyim_tr_031	Discovery	Origin-neutral	Mayo/Bikini	mayo bikini tavsiyesi
38	ic_giyim_corap_plaj_giyim_tr_036	Attribute	Origin-neutral	Mayo/Bikini	iç göstermeyen kaliteli bikini markası

(cont.)

#	ID	Type	Scope	Subcategory	Question (Turkish)
39	ic_giyim_corap_plaj_giyim_tr_012	Use case	Origin-neutral	İç giyim	emzirme sonrası toparlayan sütyen tavsiyesi
40	ic_giyim_corap_plaj_giyim_tr_006	Attribute	Origin-neutral	İç giyim	uygun fiyatlı kaliteli iç çamaşır markası
41	ic_giyim_corap_plaj_giyim_tr_013	Use case	Origin-neutral	İç giyim	kışın sıcak tutan içlik önerisi
42	ic_giyim_corap_plaj_giyim_tr_009	Attribute	Origin-constrained	İç giyim	türk malı kaliteli boxer arıyorum
43	ic_giyim_corap_plaj_giyim_tr_025	Attribute	Origin-constrained	Çorap	kaliteli ama uygun fiyatlı yerli çorap
44	ic_giyim_corap_plaj_giyim_tr_034	Discovery	Origin-constrained	Mayo/Bikini	türk malı mayo bikini önerir misin
45	ic_giyim_corap_plaj_giyim_tr_028	Use case	Origin-neutral	Çorap	bot içinde kaymayan kalın çorap önerisi

All 45 questions, each carried verbatim from June 2026. Subcategory is recorded for each question; it is not a published cut (section 2.3).

12.2 ALL TRACKED ENTITIES (487)

The table lists **all 487 entities** tracked in this study, ordered by general-cut mentions, and marks the **26** that qualify on the general cut. 61 entities qualify in at least one cut. Brand pages are not linked in this edition.

TABLE 25 · ALL TRACKED ENTITIES

general cut · 1,125 responses · 21 September 2026

Entity	Origin	Type	Mentions	Rate	Models	Status
Penti	TR	Brand	568	50.49%	5	Ranked
Dagi	TR	Brand	343	30.49%	5	Ranked
Suwen	TR	Brand	254	22.58%	5	Ranked
Ayyıldız	TR	Brand	220	19.56%	5	Ranked
Kom	TR	Brand	214	19.02%	5	Ranked
Trendyol	TR	Marketplace	172	15.29%	5	Ranked
Blackspade	TR	Brand	159	14.13%	5	Ranked
Decathlon	FR	Retailer	133	11.82%	5	Ranked
Tutku	TR	Brand	128	11.38%	5	Ranked
Hepsiburada	TR	Marketplace	124	11.02%	4	Ranked
DeFacto	TR	Brand	117	10.40%	5	Ranked
Marks & Spencer	GB	Brand	113	10.04%	5	Ranked
Bolero	TR	Brand	108	9.60%	5	Ranked
Dündar Çorap	TR	Brand	105	9.33%	5	Ranked
Calzedonia	IT	Brand	98	8.71%	5	Ranked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Koton	TR	Brand	97	8.62%	5	Ranked
Mısırlı	TR	Brand	94	8.36%	5	Ranked
Aytuğ	TR	Brand	89	7.91%	5	Ranked
MOEVA	GB	Brand	77	6.84%	5	Ranked
LC Waikiki	TR	Retailer	71	6.31%	5	Ranked
NBB	TR	Brand	67	5.96%	5	Ranked
Anıl	TR	Brand	65	5.78%	5	Ranked
Oysho	ES	Brand	63	5.60%	4	Ranked
Cottonhill	TR	Retailer	60	5.33%	5	Ranked
Intimissimi	IT	Brand	58	5.16%	5	Ranked
Nike	US	Brand	58	5.16%	5	Ranked
OYE Swimwear	TR	Brand	56	4.98%	5	—
Victoria's Secret	US	Brand	55	4.89%	4	—
Adidas	DE	Brand	54	4.80%	5	—
Trendyolmilla	TR	Sub-brand	54	4.80%	3	—
Kral Çorap	TR	Brand	53	4.71%	5	—
Loya	TR	Brand	51	4.53%	4	—
Norfolk	TR	Brand	50	4.44%	5	—
Calvin Klein	US	Brand	48	4.27%	5	—
Pierre Cardin	FR	Brand	46	4.09%	5	—
Woolona	TR	Brand	45	4.00%	5	—
Smartwool	US	Brand	44	3.91%	4	—
Darn Tough	US	Brand	42	3.73%	3	—
Haşema	TR	Brand	42	3.73%	5	—
MAIRA	TR	Brand	41	3.64%	4	—
Yeni İnci	TR	Brand	41	3.64%	5	—
AYJE	TR	Brand	38	3.38%	5	—
H&M	SE	Brand	38	3.38%	5	—
MOVOM	TR	Brand	38	3.38%	5	—
Remsa Mayo	TR	Brand	38	3.38%	5	—
Kiğılı	TR	Brand	37	3.29%	4	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
KIINI	US	Brand	36	3.20%	4	—
Twist	TR	Brand	35	3.11%	4	—
Hemington	TR	Brand	33	2.93%	5	—
Miraclesuit	US	Brand	33	2.93%	3	—
Normailot	TR	Brand	33	2.93%	3	—
My Beachy Side	TR	Brand	32	2.84%	5	—
Triumph	CH	Brand	32	2.84%	5	—
Luna B	TR	Brand & retailer	31	2.76%	5	—
Mayovera	TR	Brand	31	2.76%	5	—
Şahinler	TR	Brand	31	2.76%	3	—
Berrak	TR	Brand	30	2.67%	4	—
Bross	TR	Brand	30	2.67%	4	—
Lily and Rose	SE	Brand	30	2.67%	2	—
Thermoform	TR	Brand	30	2.67%	5	—
Zara	ES	Brand	30	2.67%	3	—
GoWith	TR	Brand	29	2.58%	3	—
Spanx	US	Brand	29	2.58%	3	—
Speedo	GB	Brand	28	2.49%	4	—
Cabani	TR	Brand	27	2.40%	3	—
Chantelle	FR	Brand	27	2.40%	5	—
La Perla	IT	Brand	27	2.40%	5	—
Onay Çorap	TR	Brand	27	2.40%	3	—
Sand&Blue	TR	Brand	26	2.31%	5	—
ÖTS İç Giyim	TR	Brand	26	2.31%	4	—
Katia & Bony	TR	Brand	25	2.22%	4	—
Marina Mayo	TR	Brand	25	2.22%	4	—
Akakçe	TR	Publisher	24	2.13%	2	—
Less is More	TR	Brand	24	2.13%	5	—
Pro Çorap	TR	Brand	24	2.13%	4	—
Under Armour	US	Brand	24	2.13%	5	—
Amazon	US	Marketplace	23	2.04%	2	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Sefamerve	TR	Retailer	23	2.04%	4	—
Adasea	TR	Brand	22	1.96%	3	—
Agent Provocateur	GB	Brand	22	1.96%	4	—
Le Jardin	TR	Brand	22	1.96%	5	—
Zeki Triko	TR	Brand	22	1.96%	4	—
Beymen	TR	Retailer	21	1.87%	3	—
Falke	DE	Brand	21	1.87%	4	—
Hunza G	GB	Brand	21	1.87%	4	—
Doreanse	TR	Brand	20	1.78%	3	—
Emay	TR	Brand	20	1.78%	4	—
Mango	ES	Brand	20	1.78%	4	—
Müjde	TR	Brand	20	1.78%	4	—
Arena	IT	Brand	19	1.69%	4	—
Burcumay	TR	Brand & retailer	19	1.69%	3	—
Dayco	TR	Brand	19	1.69%	4	—
Direct Message	GB	Brand	19	1.69%	3	—
Tesmay	TR	Brand	19	1.69%	5	—
Seçil	TR	Brand	18	1.60%	3	—
Heliophilia	TR	Brand	17	1.51%	4	—
Malabadi	TR	Brand	17	1.51%	3	—
Uniqlo	JP	Brand	17	1.51%	3	—
Buluş Organic	TR	Brand	16	1.42%	5	—
Endeep	TR	Brand	16	1.42%	1	—
Icebreaker	NZ	Brand	16	1.42%	3	—
Simone Perele	FR	Brand	16	1.42%	3	—
Altınyıldız Classics	TR	Sub-brand	15	1.33%	5	—
Nabaiji	FR	Sub-brand	15	1.33%	4	—
Plaj Perisi	—	Brand	15	1.33%	2	—
Tony Bruno	TR	Brand	15	1.33%	2	—
AQUAVIVA	TR	Brand	14	1.24%	4	—
Chetic	TR	Brand	14	1.24%	4	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Cupshe	US	Brand	14	1.24%	1	—
DayMod	TR	Brand	14	1.24%	2	—
Hasyün	TR	Brand	14	1.24%	3	—
Jiber	TR	Brand	14	1.24%	4	—
Kardeşler Çorap	TR	Brand	14	1.24%	3	—
Modanisa	TR	Marketplace	14	1.24%	3	—
Nefes İstanbul	TR	Brand	14	1.24%	2	—
Puma	DE	Brand	14	1.24%	4	—
Quechua	FR	Sub-brand	14	1.24%	3	—
Salomon	FR	Brand	14	1.24%	4	—
Sunset Swimwear	TR	Brand	14	1.24%	1	—
Boyner	TR	Retailer	13	1.16%	4	—
Columbia	US	Brand	13	1.16%	3	—
DoReMi	TR	Brand	13	1.16%	4	—
Jojomia	TR	Brand	13	1.16%	3	—
Knitss	TR	Brand	13	1.16%	1	—
LAR Studio	GB	Brand	13	1.16%	5	—
Lovable	IT	Brand	13	1.16%	3	—
Magic Form	TR	Brand	13	1.16%	3	—
Mavi	TR	Brand	13	1.16%	4	—
Pera Socks	TR	Brand	13	1.16%	2	—
Summersalt	US	Brand	13	1.16%	2	—
İKİKİZ	TR	Brand	13	1.16%	1	—
Andie	US	Brand	12	1.07%	2	—
Bombas	US	Brand	12	1.07%	2	—
Erbos Çorap	TR	Brand	12	1.07%	4	—
Frankies Bikinis	US	Brand	12	1.07%	3	—
Kompedan	TR	Brand	12	1.07%	4	—
Narince	TR	Brand	12	1.07%	3	—
Özge Çorap	TR	Brand	12	1.07%	2	—
Anıt	TR	Brand	11	0.98%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Balega	US	Brand	11	0.98%	3	—
Billabong	AU	Brand	11	0.98%	3	—
Erdem	TR	Brand	11	0.98%	3	—
Filyos	TR	Brand	11	0.98%	2	—
GladUnder	TR	Brand	11	0.98%	2	—
Happy Socks	SE	Brand	11	0.98%	2	—
Salty People	TR	Brand	11	0.98%	5	—
Shikoo	TR	Brand	11	0.98%	3	—
Tommy Hilfiger	US	Brand	11	0.98%	3	—
Özkan	TR	Brand	11	0.98%	3	—
Dore	TR	Brand	10	0.89%	2	—
Erceys	—	Brand	10	0.89%	3	—
Hummel	DK	Brand	10	0.89%	4	—
Lorpen	ES	Brand	10	0.89%	2	—
Pantherella	GB	Brand	10	0.89%	3	—
Pietro	TR	Brand	10	0.89%	1	—
SAYSEZ	TR	Brand	10	0.89%	4	—
Thivalen	TR	Brand	10	0.89%	2	—
Türen	TR	Brand	10	0.89%	2	—
Vardar Socks	TR	Brand	10	0.89%	1	—
Aksu Çorap	TR	Brand	9	0.80%	1	—
Burlington	DE	Sub-brand	9	0.80%	3	—
Gama Socks	TR	Brand	9	0.80%	3	—
Maresiva	TR	Brand	9	0.80%	2	—
Namaldı	TR	Brand	9	0.80%	1	—
Patagonia	US	Brand	9	0.80%	2	—
Rafe Originals	TR	Brand	9	0.80%	2	—
Starinci	TR	Brand	9	0.80%	2	—
Vilebrequin	CH	Brand	9	0.80%	3	—
Wedze	FR	Sub-brand	9	0.80%	3	—
Zimmermann	AU	Brand	9	0.80%	3	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
n11	TR	Marketplace	9	0.80%	1	—
Çorap Fabrikam	TR	Retailer	9	0.80%	1	—
Argisa	TR	Brand	8	0.71%	2	—
Bamboo Star	—	Brand	8	0.71%	3	—
Bridgedale	GB	Brand	8	0.71%	1	—
DIM	FR	Brand	8	0.71%	2	—
Enika Moda	—	Brand	8	0.71%	2	—
Forclaz	FR	Sub-brand	8	0.71%	1	—
Hollister	US	Brand	8	0.71%	1	—
Manuka	TR	Brand	8	0.71%	3	—
Minca	TR	Brand	8	0.71%	4	—
Mono Socks	TR	Brand	8	0.71%	3	—
Organic Basics	DK	Brand	8	0.71%	2	—
Pact	US	Brand	8	0.71%	2	—
Quiksilver	US	Brand	8	0.71%	3	—
Sateen	TR	Brand & retailer	8	0.71%	3	—
Skechers	US	Brand	8	0.71%	4	—
Skims	US	Brand	8	0.71%	3	—
Stance	US	Brand	8	0.71%	2	—
The Beach	TR	Brand	8	0.71%	1	—
Triangl	JE	Brand	8	0.71%	3	—
Wacoal	JP	Brand	8	0.71%	4	—
Yargıcı	TR	Brand	8	0.71%	3	—
5thPosition	TR	Brand	7	0.62%	3	—
Angelsin	TR	Brand	7	0.62%	3	—
Bali	TR	Brand	7	0.62%	2	—
Donella	TR	Brand	7	0.62%	2	—
Eres	FR	Brand	7	0.62%	3	—
Feetures	US	Brand	7	0.62%	3	—
He-Qa	TR	Brand	7	0.62%	1	—
Kalenji	FR	Brand	7	0.62%	2	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Kayra	TR	Brand	7	0.62%	2	—
Kota	TR	Brand	7	0.62%	1	—
Koza	TR	Brand	7	0.62%	4	—
Lav Çorap	TR	Brand	7	0.62%	2	—
MATE the Label	US	Brand	7	0.62%	2	—
Mevra	TR	Brand & retailer	7	0.62%	2	—
SEABUBBLES	TR	Brand	7	0.62%	2	—
Silk & Cashmere	TR	Brand & retailer	7	0.62%	1	—
Steppeberry	—	Brand	7	0.62%	3	—
Stradivarius	ES	Brand & retailer	7	0.62%	2	—
TA3	US	Brand	7	0.62%	1	—
Tizero	—	Brand	7	0.62%	2	—
Vakkorama	TR	Retailer	7	0.62%	3	—
Wolford	AT	Brand & retailer	7	0.62%	3	—
Anthony Jackson	TR	Brand	6	0.53%	1	—
Codek	—	Brand	6	0.53%	1	—
FOURSOLOS	—	Brand	6	0.53%	2	—
Injinji	US	Brand	6	0.53%	3	—
JERF	TR	Brand	6	0.53%	4	—
Katamino	TR	Brand	6	0.53%	1	—
Left on Friday	US	Brand	6	0.53%	1	—
Leonisa	CO	Brand	6	0.53%	2	—
Lise Charmel	FR	Brand	6	0.53%	2	—
Meguca Socks	—	Brand	6	0.53%	5	—
Myfirstsea	—	Brand	6	0.53%	2	—
Orkide	TR	Brand	6	0.53%	2	—
Pazarama	TR	Marketplace	6	0.53%	3	—
Quince	US	Brand	6	0.53%	2	—
Shoticaret	—	Retailer	6	0.53%	2	—
Slipstop	TR	Brand	6	0.53%	2	—
Sloggi	CH	Brand	6	0.53%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Solid & Striped	US	Brand	6	0.53%	4	—
Stylest	US	Brand	6	0.53%	1	—
TomboyX	US	Brand	6	0.53%	2	—
Twisocks	—	Brand	6	0.53%	2	—
U.S. Polo Assn.	US	Brand	6	0.53%	3	—
UZARLAR	TR	Brand	6	0.53%	1	—
Vakre Çorap	TR	Brand	6	0.53%	2	—
W Collection	TR	Brand	6	0.53%	1	—
Armes	—	Brand	5	0.44%	2	—
Baff Socks	TR	Brand	5	0.44%	2	—
Beks Çorap	TR	Brand	5	0.44%	2	—
Berlei	AU	Brand	5	0.44%	1	—
Color Socks	—	Brand	5	0.44%	1	—
Ege Socks	TR	Brand	5	0.44%	1	—
Elixunder®	—	Brand	5	0.44%	1	—
Faithfull	AU	Brand	5	0.44%	1	—
Halis Yün	TR	Brand	5	0.44%	1	—
Kare Tekstil	TR	Brand	5	0.44%	1	—
Lacoste	FR	Brand	5	0.44%	1	—
Leswear	TR	Brand	5	0.44%	1	—
Levi's	US	Brand	5	0.44%	3	—
Matteau	AU	Brand	5	0.44%	2	—
Miami Beach	—	Brand	5	0.44%	1	—
Miorre	TR	Brand	5	0.44%	2	—
Miss Lana	—	Brand	5	0.44%	1	—
Modaselvim	TR	Brand & retailer	5	0.44%	1	—
Naturalive	TR	Brand	5	0.44%	1	—
Network	TR	Brand	5	0.44%	2	—
OGGUSTO	TR	Publisher	5	0.44%	1	—
OUS	—	Brand	5	0.44%	1	—
OrganicEra	TR	Brand & retailer	5	0.44%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Pelse Socks	TR	Brand	5	0.44%	2	—
Pupool	—	Brand	5	0.44%	1	—
Rip Curl	AU	Brand & retailer	5	0.44%	1	—
Seafolly	AU	Brand & retailer	5	0.44%	3	—
Sevim	TR	Brand	5	0.44%	1	—
Silyon	TR	Retailer	5	0.44%	1	—
Swana	—	Brand	5	0.44%	1	—
Ten	TR	Brand & retailer	5	0.44%	1	—
Vakko	TR	Retailer	5	0.44%	3	—
Çorap Kurdu	—	Retailer	5	0.44%	3	—
İstanbul Mayo	TR	Brand	5	0.44%	4	—
ASDEN	—	Brand	4	0.36%	2	—
Abercrombie & Fitch	US	Brand	4	0.36%	2	—
Akbeniz	TR	Brand	4	0.36%	1	—
Altinel İpek	TR	Retailer	4	0.36%	1	—
Anka Medikal	TR	Retailer	4	0.36%	3	—
Aubade	FR	Brand	4	0.36%	3	—
Bellisa	TR	Brand	4	0.36%	1	—
Blue Style	—	Brand	4	0.36%	1	—
Compressport	CH	Brand	4	0.36%	1	—
DeepSEA	TR	Brand	4	0.36%	1	—
Dorea	TR	Brand	4	0.36%	1	—
Doğanyıldız	—	Brand	4	0.36%	1	—
Eros	—	Brand	4	0.36%	1	—
Evolite	TR	Brand	4	0.36%	1	—
Filodoro	IT	Brand	4	0.36%	1	—
Flora İç Giyim	TR	Retailer	4	0.36%	1	—
G Lingerie	TR	Retailer	4	0.36%	2	—
Gap	US	Brand	4	0.36%	3	—
Hanky Panky	US	Brand	4	0.36%	1	—
Jenes	TR	Brand	4	0.36%	2	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
JoJo Maman Bébé	GB	Brand & retailer	4	0.36%	1	—
Kip	TR	Brand & retailer	4	0.36%	2	—
Luna Intim	TR	Brand	4	0.36%	1	—
Marlies Dekkers	NL	Brand	4	0.36%	1	—
Melsa Giyim	TR	Retailer	4	0.36%	1	—
Meristanbul	—	Brand	4	0.36%	1	—
Momidea	TR	Brand & retailer	4	0.36%	1	—
Murat Çorap	TR	Brand	4	0.36%	1	—
Mycey	GB	Brand	4	0.36%	1	—
Oséree	IT	Brand	4	0.36%	3	—
Ozzy Socks	TR	Brand	4	0.36%	2	—
Philippe Matignon	IT	Brand	4	0.36%	1	—
Pinar Tekstil	TR	Retailer	4	0.36%	1	—
Sarar	TR	Brand	4	0.36%	2	—
Seher Yıldızı	TR	Brand	4	0.36%	2	—
Sir.	AU	Brand	4	0.36%	1	—
SocksStations	TR	Retailer	4	0.36%	1	—
Socksub	—	Brand	4	0.36%	1	—
TYR	US	Brand	4	0.36%	1	—
Tchibo	DE	Brand	4	0.36%	2	—
The HUEZ	—	Brand	4	0.36%	1	—
With Jean	US	Brand	4	0.36%	1	—
Wrightsock	US	Brand	4	0.36%	2	—
Zirve Çorap	TR	Brand	4	0.36%	1	—
Çift Kaplan	TR	Brand	4	0.36%	1	—
Çorap Sepeti	TR	Brand	4	0.36%	2	—
Çorapevi	—	Retailer	4	0.36%	1	—
İpekyol	TR	Brand	4	0.36%	1	—
AND Çorap	TR	Brand	3	0.27%	1	—
ASOS	GB	Retailer	3	0.27%	2	—
Altın İplik	TR	Brand	3	0.27%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Alvina	TR	Brand	3	0.27%	2	—
Asmay	TR	Brand	3	0.27%	1	—
Bamuta	TR	Brand	3	0.27%	1	—
Bonesta	TR	Brand	3	0.27%	2	—
Burberry	GB	Brand	3	0.27%	1	—
Casilli	—	Brand	3	0.27%	1	—
Cihan Nacar	TR	Brand	3	0.27%	1	—
Cimri	TR	Publisher	3	0.27%	1	—
Commando	US	Brand	3	0.27%	2	—
Emayo	TR	Brand	3	0.27%	3	—
Embrace	SG	Brand	3	0.27%	1	—
Emporio Armani	IT	Sub-brand	3	0.27%	1	—
Essa	—	Brand	3	0.27%	1	—
Estiva	TR	Brand	3	0.27%	1	—
FS Fresh Socks	—	Brand	3	0.27%	2	—
Felina	DE	Brand	3	0.27%	1	—
Fendi	IT	Brand	3	0.27%	1	—
Ghassy Co	—	Brand	3	0.27%	1	—
Hey Niri	TR	Brand	3	0.27%	1	—
Kaft	TR	Brand	3	0.27%	2	—
Kent	US	Brand	3	0.27%	2	—
Kipsta	FR	Brand	3	0.27%	2	—
LCW Dream	TR	Sub-brand	3	0.27%	2	—
Lands' End	US	Brand & retailer	3	0.27%	1	—
Laperissa	TR	Brand	3	0.27%	1	—
Lespadon	TR	Brand	3	0.27%	1	—
Marysia	—	Brand	3	0.27%	2	—
Mayom	—	Brand	3	0.27%	1	—
Medima	DE	Brand	3	0.27%	2	—
Mediven	DE	Sub-brand	3	0.27%	1	—
Meine Liebe	TR	Brand	3	0.27%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Miss Blue Moon	—	Brand & retailer	3	0.27%	1	—
Missoni Mare	IT	Sub-brand	3	0.27%	1	—
Modasena	TR	Brand & retailer	3	0.27%	2	—
Natori	US	Brand	3	0.27%	2	—
Nicoletta	TR	Brand	3	0.27%	1	—
OXXO	TR	Brand	3	0.27%	1	—
Plistre	TR	Brand	3	0.27%	2	—
Ramsey	TR	Brand & retailer	3	0.27%	1	—
Roff	TR	Brand	3	0.27%	2	—
SayaSocks	—	Brand	3	0.27%	1	—
Seamay	—	Brand	3	0.27%	1	—
Shesea	TR	Brand	3	0.27%	1	—
Sigvaris	CH	Brand	3	0.27%	1	—
Skadi Mons	—	Brand	3	0.27%	1	—
Stocalze	TR	Brand	3	0.27%	2	—
X-Man	TR	Brand	3	0.27%	1	—
İbrahim Berk	—	Brand	3	0.27%	1	—
İmoda	TR	Brand	3	0.27%	2	—
Şirin	TR	Brand	3	0.27%	1	—
ALBERO NATUR	DE	Brand & retailer	2	0.18%	1	—
Alfasa	TR	Brand	2	0.18%	1	—
Anatolian Premium	TR	Brand	2	0.18%	1	—
Argento Beachwear	TR	Brand	2	0.18%	1	—
BIA Swimwear	TR	Brand	2	0.18%	1	—
Brooks Running	US	Brand & retailer	2	0.18%	2	—
BİM	TR	Retailer	2	0.18%	1	—
Cacharel	FR	Brand	2	0.18%	1	—
Ducks Socks	TR	Brand	2	0.18%	1	—
Haracci Shop	TR	Brand	2	0.18%	1	—
Hatemoğlu	TR	Brand	2	0.18%	1	—
J.Crew	US	Brand	2	0.18%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Kadriye Baştürk	TR	Brand	2	0.18%	1	—
Kıfdis	TR	Brand	2	0.18%	2	—
Kindred Bravely	US	Brand	2	0.18%	1	—
LOFT	TR	Brand	2	0.18%	2	—
Lapieno	TR	Brand	2	0.18%	2	—
Louren	TR	Brand	2	0.18%	2	—
Magicsuit	—	Brand	2	0.18%	1	—
Mahal Tekstil	TR	Brand	2	0.18%	1	—
Mizalle	TR	Brand	2	0.18%	1	—
Mudo	TR	Brand	2	0.18%	1	—
Nurmelek	TR	Publisher	2	0.18%	1	—
Orlebar Brown	GB	Brand	2	0.18%	1	—
Pazarium	TR	Retailer	2	0.18%	1	—
Paşabahçe	TR	Brand	2	0.18%	1	—
PİAURA	—	Brand	2	0.18%	1	—
REI Co-op	US	Brand & retailer	2	0.18%	1	—
Roman	TR	Brand	2	0.18%	2	—
Sevil Parfümeri	TR	Retailer	2	0.18%	1	—
Swimsuits For All	US	Brand	2	0.18%	1	—
The Socks Company	TR	Brand	2	0.18%	1	—
ThirdLove	US	Brand	2	0.18%	1	—
YDS	TR	Brand & retailer	2	0.18%	1	—
bonprix	DE	Brand & retailer	2	0.18%	1	—
& Other Stories	SE	Brand & retailer	1	0.09%	1	—
ARMA	NL	Brand	1	0.09%	1	—
AVVA	TR	Brand & retailer	1	0.09%	1	—
Aerie	US	Sub-brand	1	0.09%	1	—
Alpakora	TR	Brand	1	0.09%	1	—
Armine	TR	Brand	1	0.09%	1	—
Artengo	FR	Sub-brand	1	0.09%	1	—
Ayma Active	TR	Brand	1	0.09%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
BAFK	TR	Brand	1	0.09%	1	—
BGK Çorap	TR	Brand	1	0.09%	1	—
BRNCY	TR	Brand	1	0.09%	1	—
Bershka Türkiye	ES	Brand	1	0.09%	1	—
Bisse	TR	Brand	1	0.09%	1	—
Bluemint Türkiye	TR	Brand	1	0.09%	1	—
CDLP	SE	Brand	1	0.09%	1	—
Caterpillar	US	Brand	1	0.09%	1	—
Champion	US	Brand	1	0.09%	1	—
Cigit	TR	Brand & retailer	1	0.09%	1	—
D'S Damat	TR	Brand	1	0.09%	1	—
Don Joy	TR	Brand	1	0.09%	1	—
ETRO	IT	Brand	1	0.09%	1	—
Exuma	TR	Brand	1	0.09%	1	—
Felline	—	Brand	1	0.09%	1	—
Free People	US	Brand & retailer	1	0.09%	1	—
Freya	GB	Sub-brand	1	0.09%	1	—
GUESS	US	Brand	1	0.09%	1	—
Givenchy SA	FR	Brand	1	0.09%	1	—
Glamour	US	Publisher	1	0.09%	1	—
Good American	US	Brand	1	0.09%	1	—
Gossard	GB	Brand	1	0.09%	1	—
HANRO	AT	Brand	1	0.09%	1	—
HUGO BOSS	DE	Brand	1	0.09%	1	—
Hass Çorap	TR	Brand	1	0.09%	1	—
Helly Hansen	NO	Brand	1	0.09%	1	—
Herita	—	Brand	1	0.09%	1	—
Ibex	US	Brand	1	0.09%	1	—
JACQUEMUS	FR	Brand	1	0.09%	1	—
KAE LAUREAN	—	Brand	1	0.09%	1	—
Kenn Paul	TR	Brand	1	0.09%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
LOEWE	ES	Brand	1	0.09%	1	—
LOWA	DE	Brand	1	0.09%	1	—
Laplaya	TR	Brand	1	0.09%	1	—
Large Moda	—	Brand & retailer	1	0.09%	1	—
Lee	US	Brand	1	0.09%	1	—
Mai Studios	TR	Brand	1	0.09%	1	—
Mayo Dünyası	TR	Brand & retailer	1	0.09%	1	—
Missoni	IT	Brand & retailer	1	0.09%	1	—
Mutlu Battery	TR	Brand	1	0.09%	1	—
Nautica Türkiye	US	Brand	1	0.09%	1	—
Next	GB	Brand & retailer	1	0.09%	1	—
Nurteks	TR	Brand	1	0.09%	1	—
OD Sportswear	TR	Brand	1	0.09%	1	—
PULL&BEAR Türkiye	ES	Brand	1	0.09%	1	—
Papatya	—	Brand	1	0.09%	1	—
Puhu	TR	Brand	1	0.09%	1	—
Pulsar	TR	Brand & retailer	1	0.09%	1	—
Reformation	US	Brand & retailer	1	0.09%	1	—
Rhone	US	Brand	1	0.09%	1	—
SAGAZA	TR	Brand & retailer	1	0.09%	1	—
SPX	TR	Retailer	1	0.09%	1	—
Sans Complexe	FR	Brand	1	0.09%	1	—
Seamark	TR	Brand	1	0.09%	1	—
Sunspel	GB	Brand	1	0.09%	1	—
TOM FORD	US	Brand	1	0.09%	1	—
TOTEME	SE	Brand & retailer	1	0.09%	1	—
Temu	US	Marketplace	1	0.09%	1	—
Timberland	US	Brand & retailer	1	0.09%	1	—
Tolin	TR	Brand	1	0.09%	1	—
Tommy John	US	Brand	1	0.09%	1	—
Vogel Tactical	TR	Brand & retailer	1	0.09%	1	—

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
YDS (Yakupoğlu)	TR	Brand	1	0.09%	1	—
Zalando	DE	Marketplace	1	0.09%	1	—
Zimmerli of Switzerland	CH	Brand	1	0.09%	1	—
Zülays	TR	Brand & retailer	1	0.09%	1	—
adL	TR	Brand	1	0.09%	1	—
ebebek	TR	Retailer	1	0.09%	1	—
ÇiçekSepeti	TR	Marketplace	1	0.09%	1	—

All 487 tracked entities, general cut (1,125 responses, 21 September 2026).

12.3 DATA AVAILABILITY

The data behind this report is **available on request**: per-entity metrics across all six cuts, the qualified leaderboards and their brand-only variants, the entity registry with origins, the per-model breakdowns, the origin-share tables on both bases, the source attribution tables, the raw-layer trend file, and the published scale registry.

All figures reflect a single collection day (21 September 2026) and are subject to the limitations in Chapter 11. This is the **second** edition; the study is repeated quarterly.

METHODOLOGY NOTE

Five models (Claude Haiku 4.5, Gemini 3.6 Flash, ChatGPT 5.6 Luna Pro, Perplexity Sonar, Grok 4.3), each asked to search the web, answered 45 Turkish questions five times each: 1,125 responses, collected on 21 September 2026. A mention is a name identified as a recommended brand. AI Visibility Score = 0.45 × Mention + 0.3 × Position + 0.25 × Breadth, each component scaled to the highest value among qualified entities in the cut; an entity qualifies at a 5% mention rate within the cut. Origin is the brand home. Origin shares are computed over qualified entities with origin on file, with marketplaces and publishers left out, and are always printed with their coverage. The comparison with June uses raw mention rate on the general cut, with June’s answers counted the way this edition counts; two of five models differ between editions. Herm.io’s own domain is excluded from the source data before analysis.

— FREQUENTLY ASKED QUESTIONS

Frequently asked questions

Which innerwear brands does AI recommend most in Turkey?

Across all 45 questions, Penti leads with a 97.27 score, named in 50.49% of 1,125 responses and by all five assistants. Dagi, Suwen, Ayyıldız and Dündar Çorap complete the top five.

Do AI assistants name Turkish or foreign innerwear brands?

It depends on the question. On the 23 questions that ask for Turkish brands, domestic entities take 97.38% of qualifying mentions and foreign entities 2.62%. On the 22 origin-neutral questions they take 55.31% and 44.69%. Origin is on file for every qualifying mention on both.

How many brands were tracked, and how many made the ranking?

487 entities were tracked, including retailers and marketplaces. 26 cleared the 5% mention threshold on the full question set — 19 domestic and 7 foreign — with an average score of 55.05, and 61 qualify in at least one cut.

How is the AI Visibility Score calculated?

It combines how often an entity is named (45%), how early it appears in the answer (30%), and how many of the five models name it (25%). Each part is scaled against the leading qualified entity within that cut, so scores are never compared across cuts or editions. Only entities named in at least 5% of a cut's responses are ranked.

Do the five AI assistants agree with each other?

On the leader, yes: every model names Penti more often than any other entity. On length, no: Grok 4.3 names 11.48 entities per answer and Claude Haiku 4.5 names 4.19. The two marketplaces rank mainly because of Grok, which supplies 108 of Hepsiburada's 124 mentions and 134 of Trendyol's 172.

How does this compare with the June 2026 edition?

The 45 questions are the same, but two of the five models were replaced, so changes show direction more reliably than size. Measured by raw mention rate against June's answers counted the way this edition counts, Kom gained 13.56 points and Ayyıldız lost 10.88. Origin shares are not compared with June's, because the origin rule changed.

Does a high score mean a brand is better than the others?

No. The score measures only how often and how prominently a brand is named across the assistants. It does not assess quality, price, accuracy or sentiment, so a score is a measure of visibility, not an endorsement.

— ABOUT HERM.IO

About Herm.io & disclosure

Herm.io is a consumer behaviour and marketing data company. We study how people discover and choose brands to help businesses reach the right customers. This report forms part of our public research and is conducted quarterly.

DISCLOSURE & NEUTRALITY

The rankings and metrics in this report are entirely impartial and are based on the methodology described within the report. No brand can pay or provide sponsorship to be included in the report, improve its ranking or influence how it is described in the content.

A brand's score in the report is not an endorsement or assessment of quality; it is solely a measure of its current visibility within AI models. No service or product offered by Herm.io is sold for the purpose of directly changing the results of this report or guaranteeing a ranking. To preserve objectivity, all references to Herm.io's own domain are removed from the source data before analysis. This ensures that the company does not appear in, measure itself through or benefit from its own study.

Brands seeking to understand their position in the data can [schedule a consultation](#) for an impartial assessment of the findings. The consultation is advisory and free of charge.

REPORT PERIOD

September 2026 · Edition 2 of a quarterly series.