



— HERM.IO RESEARCH · TURKEY SHOES & HANDBAGS

AI Visibility Report

The baseline AI-visibility snapshot of Turkey's shoes and handbags market: how five large language models answer 45 Turkish-language questions about shoes, boots, sneakers, leather bags and backpacks — read across eight separate cuts.

1,125

Total Responses

45

Questions Analyzed

5

Models Queried

50

Qualified Entities

KEY FINDINGS

At a glance

This report reproduces the real Turkish-language questions people ask AI assistants about shoes, boots, sneakers, leather bags and backpacks, and measures how often, in what order, and across how many models five large language models name each brand.

- 1 Skechers leads the general leaderboard at 83.96**, ahead of Forelli (81.22) and Derimod (81.03) — the first edition in this series where a foreign brand tops the overall table. Of 424 tracked entities, 50 cleared the 5% mention threshold across all 45 questions.
- 2 This market has two separate shelves.** On the 22 questions that ask for Turkish brands, 31 of 32 qualifiers are Turkish and they take 93.9% of mentions. On the 23 origin-neutral questions, 46 of 70 qualifiers are foreign, foreign entities take 70.2% of mentions, and the entire top six is foreign.
- 3 Footwear and Bags behave like two different markets**, not two halves of one. Only 7 entities qualify in both segments. Skechers leads Footwear at 89.46; Manu Atelier leads Bags at 91.79, ahead of Desa and Derimod.
- 4 One model searched on a third of its answers, and it mattered.** Gemini grounded only 33.3% of its responses. Within the 20 questions it answered both ways, 16 of the 20 largest gains from searching went to Turkish brands, while 14 of the 20 largest gains from answering off memory went to foreign ones.
- 5 Brand-owned sites account for 41.12% of citations** across 238 domains, and forelli.com.tr is the second most-cited domain in the entire study at 18.6% of responses — ahead of every marketplace except Trendyol.

SCOPE & METHOD

Vertical: shoes and handbags (ayakkabı ve çanta), Turkey. Method: a single point-in-time study of 1,125 responses across five large language models (Claude, Gemini, ChatGPT, Perplexity, Grok), each asked 45 Turkish-language questions five times. Collection window: 21 August 2026.

HOW TO READ THIS REPORT — VISIBILITY IS NOT QUALITY

Every number here measures whether an AI assistant *names* a brand, and how early. It does not measure whether the shoes are comfortable, whether the leather lasts, whether the price is fair, or whether the recommendation was accurate. A brand can be highly visible and mediocre, or excellent and invisible. Read the leaderboards as a map of findability in a new discovery channel — nothing more.

Key terms: AI visibility, AI Visibility Score, shoe brands, bag brands, ayakkabı markaları, çanta markaları, yerli ayakkabı, yerli çanta, hakiki deri çanta, sırt çantası, spor ayakkabı, LLM brand recommendations, ChatGPT/Gemini/Claude/Perplexity/Grok brand recommendation, Generative Engine Optimization (GEO).

Because the same questions can be read with or without an origin restriction, and because footwear and bags turn out to be genuinely different markets rather than two halves of one, the entities are ranked in eight separate cuts, defined in Chapter 2. It is a single point-in-time study and should be read within the limitations in Chapter 11.

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01

SECTION 01

Executive Summary

Turkey's shoe and bag brands are highly visible when a question asks for Turkish brands and a minority of the answer when it does not — the first vertical in this series where the origin-neutral shelf belongs to foreign names.

EXECUTIVE SUMMARY

Two shelves, one aisle

ONE-SENTENCE TAKEAWAY

Turkey's shoe and bag brands are highly visible when a question asks for Turkish brands and a minority of the answer when it does not — the first vertical in this series where the origin-neutral shelf belongs to foreign names.

- 1 Skechers leads the general leaderboard at 83.96**, appearing in **18.13%** of all 1,125 responses — 204 answers — and named by all five models. Forelli (81.22) and Derimod (81.03) follow, with Desa (79.65) and Kinetix (76.80) completing the top five. This is the first edition in the series in which a foreign brand tops the overall table.
- 2 50 entities qualified for the general ranking**, the widest field the series has measured. Of 424 tracked entities, 50 cleared the 5% mention threshold across all 45 questions: **26 Turkish and 24 foreign**, an almost even split. Their average score is 57.8 and 44 of the 50 are named by all five models.
- 3 The market has two separate shelves.** On the 22 questions that ask for *yerli* brands, **31 of the 32 qualifiers are Turkish** and domestic entities take 93.9% of mentions. On the 23 origin-neutral questions, that inverts: **46 of 70 qualifiers are foreign**, foreign entities take **70.2% of mentions**, and the entire open-cut top six — Skechers, New Balance, Nike, Samsonite, Adidas, Asics — is foreign. The highest-placed Turkish entity in the open cut is Derimod at #7.
- 4 Footwear and Bags are different markets.** Only **7 entities qualify in both segments** out of 96 qualifying places. Skechers leads Footwear (89.46) ahead of Forelli and Kinetix; **Manu Atelier leads Bags (91.79)** ahead of Desa and Derimod. Bags is also the more crowded shelf, producing 56 qualifiers on 525 responses against Footwear's 47 on 600.
- 5 Question shape decides how many brands get named at all.** Discovery questions produce **90 qualifiers**, attribute questions 42 and use-case questions 27. Open "which brands are good" prompts spray names; task-shaped prompts such as *"15.6 inç laptop alan sağlam sırt çantası"* converge on a handful, and the leaders change with them — Samsonite tops use_case at 93.98, a cut Skechers only reaches third in.
- 6 The models differ enormously in how they answer.** Grok names 14.08 entity mentions per answer against Claude Haiku's 6.14, and Grok alone answers with marketplaces: it names **Trendyol in 73.8%** of its responses and Hepsiburada in 51.6%, ahead of every brand. Trendyol's whole general-cut total is 180 responses, of which 166 are Grok's — roughly 92% of its visibility comes from one model.
- 7 One model barely searched, and it changed which brands it named.** Overall 86.67% of answers were web-grounded, but **Gemini grounded only 33.3%** of its own; all 150 ungrounded responses in the study are Gemini's. Restricting the comparison to the 20 questions it answered both ways, **16 of the 20 largest gains from searching go to Turkish brands** — Mehry Mu, Manu Atelier, Misela, Mack, Mlouye, Semender Leather — while **14 of the 20 largest gains from answering off memory go to foreign ones**, led by New Balance and Adidas. Search pulls this shelf domestic; memory pulls it global.
- 8 Sources are brand-led but unusually fragmented.** Brand-owned sites account for **41.12%** of citations across 238 domains, and **forelli.com.tr is the second most-cited domain in the whole study** at 18.6% of responses. But 19.81% of citations come from an "other" bucket spread across 349 domains — the most scattered source base the series has recorded.

Why it matters

Shoppers are shifting discovery from search engines and marketplaces to AI assistants. Independent survey work suggests roughly four in ten Turkish internet users were using ChatGPT monthly in mid-2025 (GWI), while TÜİK's first measurement of the subject put self-reported generative-AI use at 19.2% of people aged 16–74 in 2025 — different definitions, both indicating a channel that now exists at scale.

Footwear and leather goods are categories where Turkey has real manufacturing depth and long-established consumer brands, which makes the split shelf in this data the interesting result: the assistants clearly know which Turkish brands exist, and largely wait to be asked. This is the first (baseline) snapshot of that shelf. One reminder: the numbers describe visibility and information availability, not which brands are best.

02

SECTION 02

Methodology

Five large language models were asked 45 Turkish questions five times each, with no system prompt, producing 1,125 responses. Entities were identified by alias matching plus three rounds of human review and ranked with a three-component (45/30/25) score, computed separately within each of eight cuts.

METHODOLOGY

How the study was run

ONE-SENTENCE TAKEAWAY

Five large language models were asked 45 Turkish questions five times each, with no system prompt, producing 1,125 responses. Entities were identified by alias matching plus three rounds of human review and ranked with a three-component (45/30/25) score, computed separately within each of eight cuts.

2.1 SCOPE AND MODELS

The study queried five large language models directly via API with identical questions. All models received only the user question. No system prompt was used, temperature was not set manually (provider default), and no region or locale parameter was defined. Because the questions are in Turkish, the models infer the Turkish market from language alone.

THE FIVE MODELS QUERIED

225 responses each

Model	Version	Responses	Web-grounded rate
Claude Haiku 4.5	anthropic/claude-haiku-4.5	225	100.00%
Gemini 3.6 Flash	gemini-3.6-flash	225	33.30%
ChatGPT 5.6 Luna Pro	openai/gpt-5.6-luna-pro	225	100.00%
Perplexity Sonar	perplexity/sonar	225	100.00%
Grok 4.3	x-ai/grok-4.3	225	100.00%

NOTE

Web-grounded rate = share of the model's answers that returned at least one citation or search payload.

Scale: 45 questions x 5 repeats x 5 models = 1,125 responses. Every cell of the grid existed exactly once, and every response returned a completed status with a non-empty body — so collected equals analysed, and no denominator required adjustment. Denominators are computed per question-model cell from the response table rather than assumed from the design. Of the 1,125, **1,120 named at least one tracked entity**; five named none. Single collection window, 21 August 2026.

The final entity dictionary carries **424 entities across 790 aliases**, of which **213 are Turkish and 211 foreign**. Unlike previous editions, no entity is left at unknown origin: the seven candidates the automated rule could not resolve were settled by manual review. That near-even dictionary is worth holding in mind against the leaderboards that follow — this is a vertical where global brands genuinely compete for the same answer.

2.2 THE EIGHT CUTS

Every metric is computed *within a cut*, against that cut's own denominator. Rates from different cuts are not comparable, and neither are scores.

THE EIGHT CUTS

every cut sums to 1,125 responses

Cut	Questions	Responses	Qualified	What it answers
General	45 (all)	1,125	50	Overall visibility across every question
Local	22 (Turkish-only)	550	32	Who is named when the question asks for yerli brands
Open	23 (origin-neutral)	575	70	Fair Turkish-vs-foreign comparison (no origin restriction)
Footwear	24	600	47	Shoes, boots, sneakers, heels, orthopaedic footwear
Bags	21	525	56	Leather handbags, crossbody bags, backpacks, luggage, laptop bags
discovery	15	375	90	Open “best / recommended” questions
attribute	15	375	42	Specific qualities — leather, durability, comfort, waterproofing
use_case	15	375	27	Situation-driven questions — work, travel, a wedding, a gift

NOTE

Local + open = the full 45-question set; the two segments also partition it, as do the three question types.

2.3 WEB-SEARCH CONFIGURATION

Web search was offered as an enabled tool to all five models; each decided for itself whether to use it (Perplexity’s Sonar is search-grounded by design). Whether a response drew on web search or the model’s own knowledge was inferred from whether the provider returned any citation or source payload: a citation means “web-search,” none means “own knowledge.” This is a reasonable proxy, not direct proof of the model’s internal process.

In this run 86.67% of answers were grounded, but the average is misleading. Four of the five models grounded on every single answer; Gemini grounded on 33.3% of its own, leaving 150 responses drawn from model knowledge alone. Those 150 are counted in the denominator like any other valid response. Any model-level comparison in this report has to be read with that asymmetry in view, and Chapter 6 treats it as a finding rather than a footnote.

2.4 QUESTIONS AND SEGMENTS

The 45 questions reproduce the real Turkish-language queries people bring to an assistant about footwear and bags: general discovery (“*en iyi ayakkabı markaları*”, “*yerli çanta markası önerir misin*”), specific attributes (genuine leather, durability, comfort, waterproofing, orthopaedic support, price-performance), and use cases (standing all day at work, walking, wide feet, a wedding, a 15.6-inch laptop, cabin-size travel, a gift for one’s mother). They are balanced globally across the three behavioural types — 15 discovery, 15 attribute, 15 use_case — and split 22 local against 23 open. **No question was rewritten for this edition.**

Unusually for this series, the design is balanced *within* segments as well as globally:

THE DESIGN GRID

balanced 8/8/8 in Footwear and 7/7/7 in Bags

Segment	Questions	Responses	Local / Open	disc / attr / use
Footwear	24	600	11 / 13	8 / 8 / 8
Bags	21	525	11 / 10	7 / 7 / 7

That balance removes a caveat that limited the previous editions: because each segment carries an equal number of discovery, attribute and use-case questions, a difference between question types cannot be explained away as a difference in which products those questions happened to cover. The remaining design asymmetry is size — Footwear has 24 questions and Bags 21 — which is why distinct-entity counts should not be compared across the two segments even though rankings within each are unaffected.

Of the 45, 22 are “local” (they explicitly ask for Turkish / *yerli* brands) and 23 are “open” (no origin restriction). The Turkish-versus-foreign comparison in Chapter 8 rests solely on the 23 open questions, the only fair basis for comparing origins, since the local questions cannot surface foreign brands by construction.

2.5 ENTITY EXTRACTION AND CLASSIFICATION

Entities were extracted case-insensitively from URL-stripped answer text, word-boundary anchored, with Turkish-aware case folding — *İ* and *ı* are normalised explicitly, since naive lowercasing corrupts them. Candidates then went through **three rounds of human review**, resolving to the final 424 entities and 790 aliases. Every rejected candidate is retained with a stated reason.

TWO REVIEW ROUNDS WERE CAUSED BY DEFECTS

The candidate filter measured how often a name appears in lowercase in order to detect ordinary words — but it counted URL text, so every *boyner.com.tr* citation made the brand look like a common noun. Recomputing on URL-stripped text recovered 107 candidates, of which 30 were confirmed entities including Boyner (24 responses), Özözler (20), Mavi, Meskanto, Mounbag, PAEN, Nomatic and Deichmann. Separately, four domain-derived rows (boyner, barcin, paen, ciceksepeti) were duplicating properly-named entities and took their counts, leaving the correctly-named entity scoring zero; these were merged. A third correction restored Rossea, which had been merged into a target that was itself subsequently dropped — a merge into a dropped target deletes the source silently.

Origin follows the trademark, not the operator, derived from the trademark registration against Türkiye. Foreign marks operated in Turkey under Turkish licence are classified **Foreign** and tagged *Licensed-brand* so they can be isolated — Nine West and Reebok are the clearest cases here. Twelve entities were corrected by manual review where the register disagreed with ownership.

Two of those corrections matter for the leaderboards: **Manu Atelier** and **Mlouye** are Istanbul-founded bag houses whose marks are registered in the United Kingdom and the United States respectively, and both are recorded as Turkish. **Lumberjack is not**: it is an Italian marque now owned and operated by a Turkish group, and it is recorded as foreign, which is why it is the single foreign entity to clear the threshold in the Turkish-only cut.

Entity types. Six classes are tracked: Brand (317), Brand+Retailer (56), Retailer (25), Sub-brand (16), Marketplace (5) and Licensed-brand (5). Sub-brands matter more in this vertical than in previous ones: Kinetix, Polaris and Lumberjack are group own-labels named independently often enough to qualify on their own.

What the brand-only views remove. Only the five marketplaces: Amazon, Hepsiburada, N11, Trendyol and Çiçeksepeti. Vertically integrated own-label retailers such as FLO, Boyner, Decathlon and Barçın are retailers rather than marketplaces and are retained in every table.

Scope fit. 313 entities are classed Core, 106 Adjacent and 5 Out-of-scope. Adjacent entities — fashion houses, luggage specialists and outdoor brands with genuine footwear or bag ranges — are **included** in all cuts, because they answer questions the study deliberately asked. The five out-of-scope entities (Lenovo, Pegasus, MediaMarkt, Vatan and one non-brand domain) appear in **no leaderboard and no origin share**; two of them, Lenovo and Pegasus, would otherwise have cleared the threshold, because models named a laptop maker and an airline in answer to questions about laptop backpacks and cabin luggage. They remain in the full entity index in Chapter 12, marked out of scope. No excluded entity sets a component maximum in any cut, so removing them leaves every published score unchanged.

Alias restrictions. Nineteen short all-caps names (CAT, FLO, YDS, MP, PAEN, ÇÇS and others) are matched case-sensitively, and three collision-prone names match only in multi-word form — *Mavi Jeans*, *Panda Safety*, *Crash Galata* — as does *On*, which matches only as *On Running*. Those four consequently score zero this edition, a deliberate precision-over-recall trade.

DEFINITIONS

- **Mention:** a validated entity (or alias) appears in the answer text, counted once per response (presence, not frequency).
- **Position (MRR):** mean reciprocal of the entity's first-appearance rank within each answer (first = 1.0; second = 0.5; ...), averaged only over the responses where it appears.
- **Breadth:** number of the 5 models (0–5) that mention the entity within that cut.

2.6 AI VISIBILITY SCORE (0–100)

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

Component	Weight	Basis
Mention	45%	mention rate ÷ the cut's highest mention rate
Position	30%	MRR ÷ the cut's highest MRR
Breadth	25%	models covering it ÷ 5

Each component is divided by the highest value observed among qualified entities *within that cut*, so the cut's leader on any one component scores 100 on that component. Those maxima live in a single scale registry that every output reads and none recomputes.

A WORKED EXAMPLE — SKECHERS, GENERAL CUT

204 responses of 1,125 gives a mention rate of 0.1813; the cut maximum is 0.2276 (Derimod), so the mention component is $100 \times 0.1813 \div 0.2276 = 79.69$. Its MRR of 0.5383 against the cut maximum of 0.6991 (Misatra) gives a position component of 77.00. It appears in all five models, so breadth is 100. The score is $0.45 \times 79.69 + 0.30 \times 77.00 + 0.25 \times 100 = 83.96$.

The leader scores 83.96, not 100, and that is the expected behaviour rather than a defect. A score of 100 requires one entity to top all three components at once. In this edition no entity does so in the general cut — Derimod leads on volume, Misatra on position and forty-four entities tie on breadth — so the overall leader is a compromise between the three.

- 1 **Scores are not comparable across cuts, editions or verticals.** The scale moves whenever the leader moves, so 100 in the open cut is a different absolute quantity from 100 in the local cut. For any comparison beyond this edition, use the raw layer — mention rate, MRR and breadth — which is published for every entity in Chapter 12.
- 2 **An unqualified entity can exceed 100 on a component.** Unqualified entities are scored against a scale they did not help set, so **48 of the 2,304 entity-cut rows (2.08%) carry at least one component above 100.** The clearest case is Karinca, whose position component reaches 118.7 in the general cut on 44 responses. These are reported and never clipped. No qualified entity can exceed 100 by construction, and none does.

Qualification ($\geq 5\%$ rule): only entities mentioned in at least 5% of that cut's responses are ranked. This limits the risk that a rare brand which happens to appear first in a few answers inflates the position component. It does not eliminate it — see §3.1 and Chapter 11. Unfiltered metrics for all 418 matched entities appear in §12.2.

2.7 NEUTRALITY AND SELF-EXCLUSION

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

03

SECTION 03

Overall Visibility Leaderboards

The general leaderboard is split almost evenly between Turkish and foreign brands — but that balance is an average of two very different shelves, and the local cut shows the domestic one.

OVERALL VISIBILITY LEADERBOARDS

An even split that hides two shelves

ONE-SENTENCE TAKEAWAY

The general leaderboard is split almost evenly between Turkish and foreign brands — but that balance is an average of two very different shelves, and the local cut shows the domestic one.

As a reminder, these rank visibility, not product quality, durability, price or reliability.

3.1 General leaderboard: 50 qualified entities

TABLE 1 — AI VISIBILITY SCORE (GENERAL)

45 questions · 1,125 responses · 50 qualified

#	Entity	Origin	Mention	MRR	AI Score
● 1	Skechers	Foreign	18.13%	0.538	83.96
2	Forelli	TR	16.53%	0.548	81.22
3	Derimod	TR	22.76%	0.257	81.03
4	Desa	TR	18.67%	0.413	79.65
5	Kinetix	TR	15.47%	0.494	76.80
6	Manu Atelier	TR	14.04%	0.508	74.56
7	Greyder	TR	18.40%	0.277	73.26
8	New Balance	Foreign	16.53%	0.337	72.16
9	Lescon	TR	13.69%	0.426	70.34
10	Nike	Foreign	13.96%	0.383	69.04
11	Samsonite	Foreign	9.24%	0.559	67.27
12	Adidas	Foreign	15.38%	0.265	66.77
13	Tergan	TR	15.91%	0.345	66.28
14	Asics	Foreign	13.07%	0.298	63.65
15	Lumberjack	Foreign	13.60%	0.251	62.66
16	YDS	TR	6.13%	0.584	62.18
17	Mack	TR	6.04%	0.586	62.11
18	Hotiç	TR	14.04%	0.206	61.61
19	Scooter	TR	12.53%	0.271	61.41
20	Hoka	Foreign	9.16%	0.358	58.45
21	Hermès	Foreign	6.04%	0.496	58.26
22	Trendyol	TR	16.00%	0.148	57.98

03 · OVERALL VISIBILITY LEADERBOARDS

15 / 70

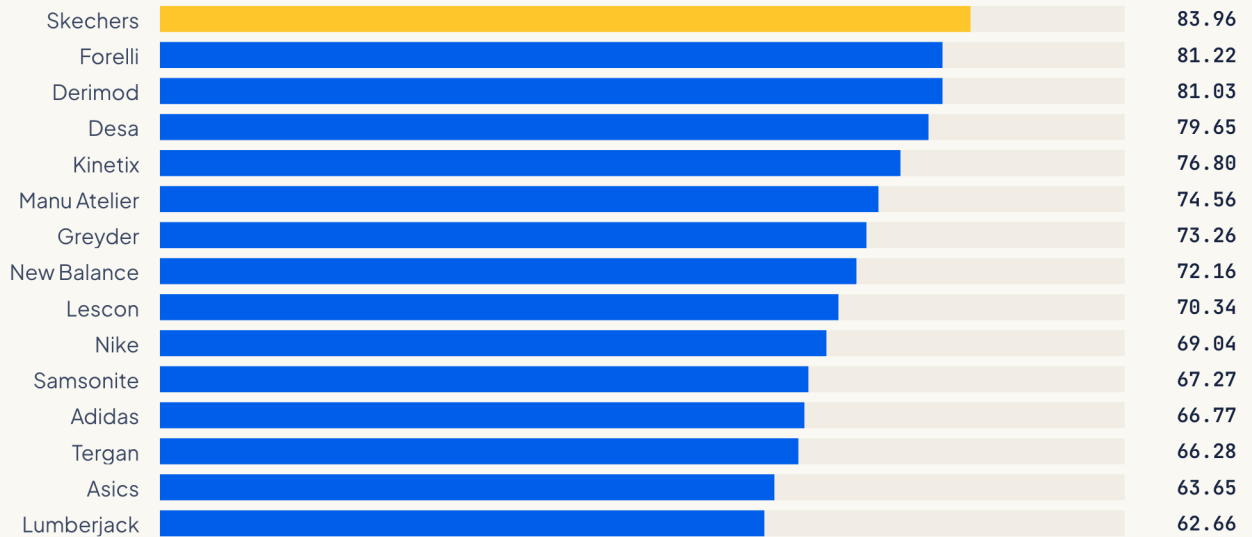
(cont.)

#	Entity	Origin	Mention	MRR	AI Score
23	Misela	TR	10.76%	0.272	57.94
24	Hammer Jack	TR	11.02%	0.217	56.12
25	FLO	TR	9.96%	0.231	54.61
26	Timberland	Foreign	5.96%	0.412	54.45
27	Mehry Mu	TR	9.60%	0.241	54.34
28	Brooks	Foreign	8.89%	0.272	54.23
29	Chanel	Foreign	6.13%	0.396	54.10
30	Mlouye	TR	9.51%	0.238	54.00
31	Salomon	Foreign	9.51%	0.236	53.96
32	Louis Vuitton	Foreign	5.24%	0.427	53.68
33	Eastpak	Foreign	5.87%	0.396	53.61
34	Prada	Foreign	8.62%	0.229	51.89
35	Misatra	TR	5.87%	0.699	51.60
36	Jump	TR	8.09%	0.246	51.56
37	Puma	Foreign	8.62%	0.171	49.41
38	The North Face	Foreign	6.31%	0.264	48.79
39	Hepsiburada	TR	11.11%	0.141	48.04
40	Longchamp	Foreign	7.38%	0.171	46.92
41	Coach	Foreign	8.00%	0.128	46.32
42	MANC	TR	6.84%	0.163	45.52
43	Gucci	Foreign	6.04%	0.197	45.41
44	Columbia	Foreign	6.31%	0.185	45.41
45	Bottega Veneta	Foreign	5.07%	0.227	44.77
46	Merrell	Foreign	6.49%	0.158	44.62
47	Vakko	TR	5.07%	0.188	43.09
48	Elle	TR	6.04%	0.122	42.20
49	Gön	TR	5.42%	0.225	35.40
50	Beymen	TR	5.33%	0.112	35.37

AVERAGE

Average score of the 50 qualified entities: 57.8. Origin split: 26 Turkish, 24 foreign. 44 of the 50 are named by all five models.

AI VISIBILITY SCORE — TOP 15 ENTITIES (GENERAL CUT)



Reading. Skechers tops the table at 83.96 on an 18.13% mention rate — 204 of 1,125 answers — from all five models. It does not lead on volume: **Derimod is the most-mentioned entity in the study at 22.76%** (256 responses) and finishes third, because it is named comparatively late in the answers where it appears (MRR 0.2571 against Skechers' 0.5383). Forelli splits the difference at second, with a lower mention rate than either but the strongest position score of the three.

The top ten is seven Turkish to three foreign, and the two groups behave differently within it. The Turkish entries are specialists in the classical sense — Forelli, Derimod, Desa, Kinetix, Manu Atelier, Greyder, Lescon — leather houses and own-label sportswear. The three foreign entries are global athletic brands, Skechers, New Balance and Nike, with Adidas (#12) and Asics (#14) close behind them. There is no foreign leather-goods presence at the top of this table and no Turkish athletic brand above Kinetix.

Fifty qualifiers is the widest field this series has measured, and the reason is visible in the tail. Places 20 to 50 contain a long run of global luxury and outdoor names — Hermès, Timberland, Chanel, Louis Vuitton, Prada, The North Face, Longchamp, Coach, Gucci, Bottega Veneta — that clear the 5% bar without approaching the leaders. Their presence is a property of the questions: asking about handbags in Turkish reliably surfaces the international luxury set alongside the domestic one.

ONE ENTRY RESTS ON TWO MODELS

Misatra at #35 qualifies on 5.87% (66 responses) but a breadth of only 2, and its MRR of 0.6991 is the highest in the cut — which means it also *sets the position scale* that every other entity here is measured against, including the 77.00 position component in the Skechers worked example above. Chapter 11 returns to this; it is the single most consequential thin entry in the edition.

3.2 The same cut, ranked by mention rate

Identical data, ranked by volume alone rather than by the weighted score:

TABLE 2 — GENERAL CUT BY MENTION RATE

top 10 · compare the final column against the first

#	Entity	Origin	Mention rate	Mentions	Score	Rank by score
1	Derimod	TR	22.76%	256	81.03	#3
2	Desa	TR	18.67%	210	79.65	#4
3	Greyder	TR	18.40%	207	73.26	#7
4	Skechers	Foreign	18.13%	204	83.96	#1
5	Forelli	TR	16.53%	186	81.22	#2
6	New Balance	Foreign	16.53%	186	72.16	#8
7	Trendyol	TR	16.00%	180	57.98	#22
8	Tergan	TR	15.91%	179	66.28	#13
9	Kinetix	TR	15.47%	174	76.80	#5
10	Adidas	Foreign	15.38%	173	66.77	#12

The reordering is instructive. **Trendyol climbs from #22 to #7**, the largest move in the table, because it is named in 16.00% of all answers but almost always late and by only four models. Greyder rises from #7 to #3 and Tergan from #13 to #8 on the same logic. Moving the other way, Kinetix falls from #5 to #9 and Skechers and Forelli each drop three places, because both are named early when they appear.

Neither ranking is more correct than the other: the first asks *how prominently is this brand named*, the second asks *how often*. The AI Visibility Score deliberately blends the two, and readers should hold both pictures in mind for the rest of the report.

What the threshold leaves out is also worth one line. Karınca, a Turkish work-shoe maker, scores 68.35 in the general cut — enough for eleventh place, between Nike and Samsonite — but it is named in only 3.91% of general-cut answers and therefore does not qualify. It appears twice elsewhere in this report, at #12 in Footwear and #4 in use_case, because in those cuts its mention rate clears the bar. The 5% rule is doing real work here, and it cuts both ways.

3.3 Brand-only view (marketplaces removed)

Two of the 50 qualified entities are marketplaces rather than brands: Trendyol (#22) and Hepsiburada (#39). They are kept in the headline ranking because that is how many shoppers meet the shelf, but removing them gives a pure brand-versus-brand picture:

BRAND-ONLY TOP 10 (GENERAL)

marketplaces set aside · retailers retained

#	Entity	Origin	Mention	MRR	AI Score
● 1	Skechers	Foreign	18.13%	0.538	83.96
2	Forelli	TR	16.53%	0.548	81.22
3	Derimod	TR	22.76%	0.257	81.03

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
4	Desa	TR	18.67%	0.413	79.65
5	Kinetix	TR	15.47%	0.494	76.80
6	Manu Atelier	TR	14.04%	0.508	74.56
7	Greyder	TR	18.40%	0.277	73.26
8	New Balance	Foreign	16.53%	0.337	72.16
9	Lescon	TR	13.69%	0.426	70.34
10	Nike	Foreign	13.96%	0.383	69.04

Neither marketplace sits high enough to disturb the top of the table: the leading twenty-one are otherwise unchanged, with Skechers, Forelli, Derimod, Desa and Kinetix still first through fifth. Retailers stay in — FLO at #25 and Beymen at #50 are own-label and multi-brand retailers respectively, not marketplaces — and \$2.5 explains why. The brand-only view matters more in the model chapter than here: as Chapter 5 shows, almost all of the marketplace visibility in this study comes from a single model.

3.4 Local leaderboard: 32 qualified entities (Turkish-only questions)

When the 22 questions that explicitly ask for Turkish/*yerli* brands are isolated, the shelf changes completely:

TABLE 3 — AI VISIBILITY SCORE (LOCAL / YERLI)

22 questions · 550 responses · 32 qualified

#	Entity	Origin	Mention	MRR	AI Score
● 1	Forelli	TR	22.36%	0.604	89.09
2	Desa	TR	24.00%	0.458	86.21
3	Manu Atelier	TR	19.45%	0.592	83.35
4	Greyder	TR	25.09%	0.331	83.13
5	Kinetix	TR	19.64%	0.537	81.50
6	Lescon	TR	19.82%	0.481	79.63
7	Tergan	TR	22.18%	0.362	74.14
8	Scooter	TR	18.91%	0.321	71.63
9	YDS	TR	10.18%	0.698	70.96
10	Derimod	TR	21.82%	0.292	70.73
11	Mack	TR	7.09%	0.756	67.72
12	Misela	TR	16.55%	0.318	67.30
13	Hammer Jack	TR	15.64%	0.217	61.65
14	Hotiç	TR	13.09%	0.285	59.78
15	Mlouye	TR	13.64%	0.258	59.69

03 · OVERALL VISIBILITY LEADERBOARDS

19 / 70

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
16	Lumberjack	Foreign	13.82%	0.243	59.42
17	Mehry Mu	TR	14.00%	0.259	55.38
18	Cabani	TR	5.64%	0.500	54.93
19	Misatra	TR	7.82%	0.749	53.74
20	Jump	TR	10.18%	0.263	53.71
21	Trendyol	TR	17.64%	0.162	53.04
22	Hepsiburada	TR	13.45%	0.157	50.37
23	FLO	TR	10.00%	0.304	49.99
24	Classone	TR	5.45%	0.501	49.68
25	MANC	TR	9.64%	0.171	49.06
26	Kemal Tanca	TR	6.55%	0.423	48.52
27	Cakard	TR	5.82%	0.538	46.79
28	Nevzat Onay	TR	5.27%	0.349	43.30
29	Balkan Deri Çanta	TR	6.36%	0.386	41.71
30	Gön	TR	9.64%	0.233	41.51
31	Bago	TR	5.82%	0.227	34.43
32	Blinq	TR	5.09%	0.181	26.31

AVERAGE

Average score of the 32 qualified local entities: 60.0. Origin split: 31 Turkish, 1 foreign.

Reading. Forelli leads at 89.09 on 22.36% of local-cut responses, with Desa (86.21) and Manu Atelier (83.35) behind it. Greyder is the most-mentioned entity in this cut at 25.09% and places fourth on the same volume-versus-position trade seen in §3.1. Skechers, Nike, Adidas, New Balance and Asics — the five names that dominate the origin-neutral shelf — **appear nowhere in this table at all.**

The origin filter is respected almost absolutely. 31 of 32 qualifiers are Turkish and domestic entities take 93.9% of the cut's mentions. The single exception is **Lumberjack at #16**, an Italian marque owned and operated by a Turkish group, which by this study's trademark rule counts as foreign. That the assistants treat it as a Turkish answer is defensible from a shopper's point of view and is the kind of edge the trademark rule is designed to expose rather than hide.

Two structural points sit underneath the table. First, the local cut produces **32 qualifiers against the open cut’s 70** — asking for Turkish brands narrows the field by more than half, which is the mirror image of the finding in Chapter 8. Second, the bottom of this table is thin: Blinq (#32) is named by two models and Cakard, Gön, Bago and Balkan Deri Çanta by three, against five for most of the top fifteen. Breadth is doing the work at the bottom of this table, and small differences there should not be over-read.

04

SECTION 04

Segment Leaderboards

Footwear and bags are not two halves of one market — only seven entities qualify in both, and each segment has a different leader, a different origin balance and a different shape.

SEGMENT LEADERBOARDS

Two markets sharing a retail aisle

ONE-SENTENCE TAKEAWAY

Footwear and bags are not two halves of one market — only seven entities qualify in both, and each segment has a different leader, a different origin balance and a different shape.

The two segments partition the same 45 questions by product category, and both carry a balanced 8/8/8 and 7/7/7 split of question types (§2.4). Because Footwear has 24 questions and Bags 21, counts of distinct entities should not be compared *across* segments; rankings *within* each are unaffected.

EACH SEGMENT'S LEADER, BY MENTION RATE (%)

Footwear — Skechers		34.00%
Bags — Manu Atelier		30.10%

4.1 Footwear — 24 questions, 600 responses, 47 qualifiers

TABLE 4 — FOOTWEAR

24 questions · 600 responses · 47 qualified

#	Entity	Origin	Mention	MRR	AI Score
● 1	Skechers	Foreign	34.00%	0.538	89.46
2	Forelli	TR	30.33%	0.545	84.83
3	Kinetix	TR	28.67%	0.499	80.98
4	Greyder	TR	33.83%	0.279	79.88
5	New Balance	Foreign	31.00%	0.337	78.22
6	Lescon	TR	25.67%	0.426	74.36
7	Nike	Foreign	24.50%	0.397	71.77
8	Adidas	Foreign	27.33%	0.270	70.94
9	Asics	Foreign	24.50%	0.298	68.22
10	Lumberjack	Foreign	25.50%	0.251	67.82
11	Scooter	TR	23.50%	0.271	65.90
12	Karınca	TR	7.33%	0.830	64.71
13	YDS	TR	11.00%	0.600	61.26
14	Hoka	Foreign	17.17%	0.358	60.65
15	Hammer Jack	TR	20.67%	0.217	60.20
16	FLO	TR	17.67%	0.239	57.02
17	Brooks	Foreign	16.67%	0.272	56.87
18	Hotiç	TR	17.17%	0.222	55.76

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
19	Salomon	Foreign	16.50%	0.234	55.29
20	Timberland	Foreign	11.17%	0.412	54.66
21	Derimod	TR	16.67%	0.193	54.04
22	Jump	TR	15.17%	0.246	53.97
23	Puma	Foreign	15.17%	0.172	51.27
24	Cabani	TR	7.50%	0.431	50.52
25	Kemal Tanca	TR	7.83%	0.341	47.69
26	Merrell	Foreign	12.17%	0.158	46.82
27	Columbia	Foreign	11.17%	0.182	46.35
28	Trendyol	TR	15.00%	0.149	45.24
29	Lowa	Foreign	5.33%	0.330	43.98
30	Nevzat Onay	TR	6.00%	0.298	43.72
31	Elle	TR	9.67%	0.117	42.03
32	Desa	TR	8.67%	0.285	41.77
33	Hepsiburada	TR	12.17%	0.132	40.88
34	Polaris	TR	9.17%	0.101	40.77
35	Hummel	Foreign	7.17%	0.174	40.76
36	The North Face	Foreign	5.67%	0.207	39.98
37	Reebok	Foreign	6.50%	0.172	39.81
38	Nine West	Foreign	5.00%	0.201	38.89
39	Caterpillar	Foreign	5.00%	0.185	38.30
40	Bambi	TR	7.00%	0.094	37.67
41	Tergan	TR	7.17%	0.219	37.39
42	Clarks	Foreign	8.17%	0.167	36.83
43	Gezer	TR	5.50%	0.109	36.23
44	Muggo	TR	5.33%	0.241	35.77
45	İnci	TR	5.50%	0.176	33.65
46	Birkenstock	Foreign	5.17%	0.135	31.70
47	Ecco	Foreign	6.67%	0.176	30.18

Skechers takes it at 89.46 on a 34.00% mention rate, ahead of Forelli (84.83) and Kinetix (80.98). Greyder is again the volume leader at 33.83% and places fourth. The top eleven alternate almost perfectly between Turkish and foreign — Skechers, Forelli, Kinetix, Greyder, New Balance, Lescon, Nike, Adidas, Asics, Lumberjack, Scooter — which is a fair summary of the segment as a whole: **25 of the 47 qualifiers are Turkish**, but foreign brands take 50.2% of mentions.

Two entries reward a closer look. **Karinca at #12** qualifies on a 7.33% mention rate with an MRR of 0.830 — the highest position score in the segment. It is a work-and-comfort shoe specialist that the models reach for on standing-all-day and workplace questions and rarely otherwise, which is exactly the profile the position component is designed to surface. **YDS at #13** shows the same pattern more mildly (11.00%, MRR 0.600). Neither is a general-purpose answer; both are the answer to a specific question.

4.2 Bags — 21 questions, 525 responses, 56 qualifiers

TABLE 5 — BAGS

21 questions · 525 responses · 56 qualified

#	Entity	Origin	Mention	MRR	AI Score
● 1	Manu Atelier	TR	30.10%	0.508	91.79
2	Desa	TR	30.10%	0.456	89.55
3	Derimod	TR	29.71%	0.298	82.23
4	Samsonite	Foreign	19.81%	0.559	78.61
5	Tergan	TR	25.90%	0.385	75.26
6	Misela	TR	23.05%	0.272	71.13
7	Mack	TR	12.76%	0.588	69.30
8	Mehry Mu	TR	20.57%	0.241	66.11
9	Hermès	Foreign	12.95%	0.496	65.67
10	Mlouye	TR	20.38%	0.238	65.67
11	Chanel	Foreign	13.14%	0.396	61.63
12	Eastpak	Foreign	12.57%	0.396	60.81
13	Louis Vuitton	Foreign	11.24%	0.427	60.11
14	Prada	Foreign	15.24%	0.262	59.04
15	Misatra	TR	12.57%	0.699	58.80
16	Coach	Foreign	17.14%	0.128	56.13
17	Longchamp	Foreign	15.43%	0.168	55.30
18	Osprey	Foreign	7.62%	0.409	53.95
19	MANC	TR	14.67%	0.163	53.92
20	Matraş	TR	9.71%	0.322	53.35
21	Gucci	Foreign	11.05%	0.220	50.96

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
22	Bottega Veneta	Foreign	10.67%	0.229	50.78
23	Thule	Foreign	7.81%	0.440	50.58
24	Vakko	TR	10.86%	0.188	49.31
25	Classone	TR	6.67%	0.448	49.19
26	The North Face	Foreign	7.05%	0.315	49.07
27	Patagonia	Foreign	5.14%	0.373	48.72
28	Miu Miu	Foreign	6.29%	0.315	47.91
29	Cakard	TR	6.10%	0.538	47.22
30	Trendyol	TR	17.14%	0.146	46.92
31	The Row	Foreign	5.14%	0.321	46.45
32	Targus	Foreign	5.90%	0.279	45.81
33	Balkan Deri Çanta	TR	9.71%	0.375	45.64
34	Bellroy	Foreign	5.14%	0.396	44.68
35	Dior	Foreign	8.57%	0.145	44.04
36	Hotiç	TR	10.48%	0.175	43.18
37	Celine	Foreign	8.00%	0.136	42.81
38	Saint Laurent	Foreign	7.05%	0.137	41.43
39	Bago	TR	8.57%	0.186	40.78
40	Balenciaga	Foreign	5.14%	0.179	40.39
41	MUGO	TR	5.71%	0.274	40.29
42	Loewe	Foreign	6.86%	0.166	37.36
43	Beymen	TR	8.95%	0.091	37.31
44	Gön	TR	7.05%	0.254	36.44
45	Hepsiburada	TR	9.90%	0.154	36.44
46	Michael Kors	Foreign	7.81%	0.085	35.32
47	Fendi	Foreign	5.90%	0.150	35.26
48	Chivit	TR	5.71%	0.122	33.76
49	Mare Atelier	TR	5.90%	0.213	32.98
50	Blinq	TR	6.48%	0.161	31.61

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
51	Marc Jacobs	Foreign	5.14%	0.074	30.88
52	Megna Studio	TR	5.14%	0.150	29.11
53	Polène	Foreign	6.48%	0.097	28.84
54	Fonfique	TR	6.10%	0.107	28.70
55	ALLBYB	TR	5.14%	0.117	27.72
56	Furla	Foreign	5.33%	0.084	26.59

Manu Atelier leads at 91.79, level with Desa on mention rate (30.10% each) and ahead on position. Derimod (82.23) is third, Samsonite (78.61) fourth and Tergan (75.26) fifth. This is the more domestic of the two segments on volume — **Turkish entities take 56.8% of mentions here against 49.8% in Footwear** — and the more crowded: 56 qualifiers on 525 responses.

The composition differs from Footwear in kind, not just in degree. Where footwear pits Turkish own-labels against global athletic brands, bags pit Turkish leather houses — Desa, Derimod, Tergan, Misela, Mehry Mu, Mlouye — against international luxury: Hermès (#9), Chanel (#11), Louis Vuitton (#13), Prada (#14). Between the two sits a functional layer of luggage and backpack specialists led by Samsonite and Eastpak. Three distinct competitive sets share one leaderboard, and a brand's rank means something different depending on which it belongs to.

Misatra at #15 is the thin entry here: 12.57% of responses, an MRR of 0.699 that is the highest in the segment, and a breadth of two. As in the general cut, it sets the position scale that every other entity in this segment is measured against.

4.3 What crosses between them

TABLE 6 — THE TWO SEGMENTS AT A GLANCE

qualified counts are not comparable across segments

Segment	Questions	Responses	Qualified	Leader	Leader mention	TR / foreign
Footwear	24	600	47	Skechers	34.00%	25 / 22
Bags	21	525	56	Manu Atelier	30.10%	28 / 28

Only seven entities qualify in both segments, out of 96 qualifying places: Derimod, Desa, Tergan, Hotiç, The North Face, Trendyol and Hepsiburada. Two of those seven are marketplaces and one is an outdoor brand, which leaves four — Derimod, Desa, Tergan, Hotiç — Turkish leather houses whose ranges genuinely span both categories.

That is the clearest structural finding in this edition. A brand's AI visibility in Turkish footwear tells you almost nothing about its visibility in Turkish bags, and the two leaderboards should be read as two markets that happen to share a retail aisle. It also explains the general cut: Skechers tops it not because it dominates the category but because Footwear carries three more questions than Bags, and because the entity that dominates Bags — Manu Atelier — does not appear in footwear answers at all.

05

SECTION 05

Differences Between Models

The five models broadly agree on the leading Turkish leather houses, but they differ enormously in how many names they give, and one of them answers with marketplaces rather than brands.

DIFFERENCES BETWEEN MODELS

Six names or fourteen

ONE-SENTENCE TAKEAWAY

The five models broadly agree on the leading Turkish leather houses, but they differ enormously in how many names they give, and one of them answers with marketplaces rather than brands.

5.1 PER-MODEL BEHAVIOUR SUMMARY

TABLE 7 – GROUNDING & REPERTOIRE BY MODEL 225 responses each (45 questions × 5 repeats)

Model	Responses	Web-grounded	Distinct	Ent./answer
Claude Haiku 4.5	225	100.00%	196	6.14
Gemini 3.6 Flash	225	33.30%	263	11.24
ChatGPT 5.6 Luna Pro	225	100.00%	243	7.80
Perplexity Sonar	225	100.00%	217	7.98
Grok 4.3	225	100.00%	288	14.08

NOTE

All five models answered all 225 of their responses. Distinct entities counts in-scope entities only; the final column is total entity mentions ÷ responses.

ENTITY MENTIONS PER ANSWER, BY MODEL



The clearest split is breadth of answer. Grok names 14.08 entities per answer and Gemini 11.24, while Claude Haiku names 6.14 — less than half. ChatGPT (7.80) and Perplexity (7.98) sit between. Unlike the previous edition, breadth per answer and breadth of vocabulary move together here: Grok also has the widest vocabulary at 288 distinct entities and Claude the narrowest at 196.

This matters for interpretation. A specialist in the long tail has a materially different chance of being named depending on which assistant the shopper opens. In Grok or Gemini, an answer has room for fifteen names and small Turkish leather workshops appear in it; in Claude, an answer listing six names rarely goes beyond the best-known houses — with one striking exception, covered next.

5.2 EACH MODEL’S MOST-NAMED ENTITIES

Rate = share of that model’s 225 answers naming the entity. In-scope entities only.

CLAUDE HAIKU 4.5

top 5 of 225 answers

#	Entity	Origin	Mentions	Rate
1	Forelli	TR	72	32.0%
2	Misatra	TR	42	18.7%
3	Skechers	Foreign	31	13.8%
4	Adidas	Foreign	28	12.4%
5	Balkan Deri Çanta	TR	28	12.4%

GEMINI 3.6 FLASH

top 5 of 225 answers

#	Entity	Origin	Mentions	Rate
1	Derimod	TR	81	36.0%
2	Tergan	TR	80	35.6%
3	Desa	TR	63	28.0%
4	Greyder	TR	46	20.4%
5	Scooter	TR	46	20.4%

CHATGPT 5.6 LUNA PRO

top 5 of 225 answers

#	Entity	Origin	Mentions	Rate
1	Desa	TR	60	26.7%
2	Greyder	TR	45	20.0%
3	New Balance	Foreign	43	19.1%
4	Derimod	TR	39	17.3%
5	Tergan	TR	39	17.3%

PERPLEXITY SONAR

top 5 of 225 answers

#	Entity	Origin	Mentions	Rate
1	Derimod	TR	55	24.4%
2	Forelli	TR	52	23.1%
3	Skechers	Foreign	48	21.3%
4	Hotiç	TR	44	19.6%
5	Lumberjack	Foreign	44	19.6%

GROK 4.3

top 5 of 225 answers

#	Entity	Origin	Mentions	Rate
1	Trendyol	TR	166	73.8%
2	Hepsiburada	TR	116	51.6%

(cont.)

#	Entity	Origin	Mentions	Rate
3	Derimod	TR	67	29.8%
4	Nike	Foreign	54	24.0%
5	Hotiç	TR	53	23.6%

No entity is the most-named in more than two models. Derimod leads Gemini (36.0%) and Perplexity (24.4%), Desa leads ChatGPT (26.7%), Forelli leads Claude (32.0%) and Trendyol leads Grok. That is a markedly lower level of agreement than the previous editions of this series, where one brand topped three or four models — and it is consistent with a fragmented category rather than a concentrated one.

Claude is the outlier on the domestic side. Its top five includes **Misatra at 18.7% and Balkan Deri Çanta at 12.4%**, two small Turkish makers that barely register elsewhere. Misatra's entire study-wide total of 66 responses comes from two models; 42 of them are Claude's. The model with the narrowest vocabulary spends a disproportionate share of it on a handful of specialists — which is why Misatra, on two models, ends up setting the position scale in three of the eight cuts.

5.3 THE MARKETPLACE POSITIONS ARE ONE MODEL'S HABIT

Grok is the outlier on the retail side. It names **Trendyol in 73.8%** of its answers and Hepsiburada in 51.6%, putting both ahead of every brand; Derimod, its highest-ranked brand, reaches 29.8%. The effect on the study-wide numbers is large and worth stating plainly: **Trendyol appears in 180 general-cut responses, 166 of which are Grok's — about 92% —** and Hepsiburada in 125, of which 116 are Grok's. Both marketplaces qualify in the general cut essentially on the strength of one model's habit of answering "where to buy" rather than "what to buy." The brand-only views in §3.3 exist for readers who consider that a different question.

WHAT THESE TABLES EXCLUDE

Each model also named entities that appear in no leaderboard — component trademarks, corporate parents and adjacent-category brands classed out of scope. The pattern is not evenly spread. Gemini named Gore-Tex in 14.2% of its answers and Vibram in 9.3%; Grok named Ziyilan Grup in 9.8% and FLO Grubu in 4.4%. The first pair are materials, not brands a shopper can buy; the second pair are the holding companies behind FLO, Kinetix, Polaris and Lumberjack. Both are real differences in answer usefulness that the leaderboards, by design, do not show — and the Ziyilan mentions are the reason that name is excluded from the entity set entirely (§2.5).



SECTION 06

Search vs. Memory

One model searched on only a third of its answers, and comparing its grounded answers against its ungrounded ones on the same questions shows a clear directional effect: search surfaces Turkish brands, memory surfaces global ones.

— SEARCH VS. MEMORY

Search pulls domestic, memory pulls global

ONE-SENTENCE TAKEAWAY

One model searched on only a third of its answers, and comparing its grounded answers against its ungrounded ones on the same questions shows a clear directional effect: search surfaces Turkish brands, memory surfaces global ones.

The aggregate grounding rate of 86.67% conceals a near-binary split between models.

TABLE 8 — GROUNDED VS UNGROUNDED RESPONSES BY MODEL

grounded = at least one citation or search payload

Model	Grounded	Ungrounded	Grounded rate
Claude Haiku 4.5	225	0	100.00%
Gemini 3.6 Flash	75	150	33.30%
ChatGPT 5.6 Luna Pro	225	0	100.00%
Perplexity Sonar	225	0	100.00%
Grok 4.3	225	0	100.00%

All 150 ungrounded responses in the entire study are Gemini's. That fact governs how this chapter can be read. An all-models comparison of grounded against ungrounded answers would not measure grounding at all — it would compare Gemini against the other four models and call the difference a search effect. The only defensible comparison is within Gemini.

Even that is not quite enough. Gemini's grounding is not random across the question set: it searched on all five repeats of 7 questions, on none of the five for 18 questions, and variably on the remaining 20. Comparing all 75 grounded answers against all 150 ungrounded ones would therefore partly compare *questions* rather than grounding. **This chapter uses only the 20 questions Gemini answered both ways — 40 grounded responses against 60 ungrounded** — which holds the question mix constant and isolates the effect of searching.

6.1 What changes when Gemini searches

TABLE 9 — NAMED FAR MORE OFTEN WHEN GEMINI SEARCHED

20 matched questions · 40 grounded vs 60 memory responses

Entity	Origin	Grounded	Memory	Difference
Mehry Mu	TR	22.5%	6.7%	+15.8pp
Manu Atelier	TR	22.5%	8.3%	+14.2pp
Misela	TR	22.5%	8.3%	+14.2pp
Classone	TR	15.0%	1.7%	+13.3pp
Mack	TR	15.0%	1.7%	+13.3pp
Mlouye	TR	17.5%	5.0%	+12.5pp
Semender Leather	TR	12.5%	0.0%	+12.5pp
Rossea	TR	12.5%	0.0%	+12.5pp

TABLE 10 — NAMED FAR MORE OFTEN WHEN GEMINI ANSWERED FROM MEMORYpercentage-point difference in mention rate

Entity	Origin	Grounded	Memory	Difference
New Balance	Foreign	10.0%	21.7%	-11.7pp
Adidas	Foreign	7.5%	18.3%	-10.8pp
Muya	TR	2.5%	11.7%	-9.2pp
Ceyo	TR	5.0%	13.3%	-8.3pp
Skechers	Foreign	10.0%	18.3%	-8.3pp
Clarks	Foreign	7.5%	15.0%	-7.5pp
Geox	Foreign	5.0%	11.7%	-6.7pp
Asics	Foreign	12.5%	18.3%	-5.8pp

Reading. The direction is unambiguous and it runs along origin. **Sixteen of the twenty largest gains from searching go to Turkish brands** — Mehry Mu (+15.8pp), Manu Atelier (+14.2pp), Misela (+14.2pp), Classone and Mack (+13.3pp), Mlouye (+12.5pp) — and two of them, **Semender Leather and Rossea, are never named at all when Gemini does not search.** In the other direction, **fourteen of the twenty largest gains from memory go to foreign brands:** New Balance (+11.7pp from memory), Adidas (+10.8pp), Skechers (+8.3pp), Clarks, Geox, Asics. Across the full comparison, Turkish entities outnumber foreign ones 54 to 30 among those that gain from searching, and foreign outnumber Turkish 40 to 20 among those that gain from memory.

The reading that fits is the simple one: a model's stored knowledge of this category is weighted toward globally-marketed brands, and the live Turkish web is where the domestic specialists live. When Gemini does not look, it answers a Turkish question with an international shelf. When it does look, the Turkish leather houses appear.

This is a single-model result on 100 responses and should not be generalised to the other four assistants, all of which searched on every answer. But it is the first time in this series that grounding has produced a directional shift rather than a marginal one, and it has a practical implication worth stating plainly: for a smaller Turkish brand, being findable on the live web is not a supplement to being known — in this data it is the entire mechanism by which one model names you at all.

The other four models ground on every answer, so this report largely measures what they *retrieve and select*, not what they know unprompted — and retrieval is sensitive to the live web, which changes independently of the models. The grounding rate is measured every edition.

07

SECTION 07

Question-Type Ownership

How a question is phrased changes not only who is named but how many brands get named at all — discovery questions produce 90 qualifiers, use-case questions 27.

QUESTION-TYPE OWNERSHIP

Ninety names, or twenty-seven

ONE-SENTENCE TAKEAWAY

How a question is phrased changes not only who is named but how many brands get named at all — discovery questions produce 90 qualifiers, use-case questions 27.

The 45 questions are read through three behavioural types: discovery (general “best / recommended”), attribute (specific qualities such as genuine leather, durability, comfort or waterproofing) and use_case (situation-driven, such as standing all day, a wedding, a 15.6-inch laptop or a gift). Each is a cut in its own right with an identical denominator of 375 responses, and — unusually for this series — each is balanced within both segments, so the differences below are not a product of question mix.

TABLE 11 — MOST VISIBLE ENTITIES PER QUESTION TYPE top 5 by AI Score · rate is within that type’s 375 responses

#	discovery	attribute	use_case
1	Manu Atelier (27.47%)	Skechers (21.07%)	Samsonite (21.33%)
2	Derimod (36.80%)	Kinetix (18.93%)	Forelli (18.93%)
3	Greyder (32.00%)	Desa (19.20%)	Skechers (17.33%)
4	Kinetix (22.67%)	Lescon (16.27%)	Karınca (11.47%)
5	Hermès (17.33%)	Derimod (19.20%)	New Balance (15.73%)

ENTITIES CLEARING THE 5% THRESHOLD, BY QUESTION TYPE

discovery	90
attribute	42
use_case	27

Reading. The instability is the finding, and it is the reverse of the previous edition. **Each question type has a different leader** — Manu Atelier on discovery, Skechers on attribute, Samsonite on use_case — and only sixteen entities qualify in all three cuts. There is no brand in this vertical that owns the conversation regardless of how the question is put.

The width of the answer changes even more than its content. 90 entities clear the 5% threshold on discovery questions, 42 on attribute and **27 on use_case**. A question like “*en iyi çanta markaları*” produces a long list in which many brands get a mention; “*kabin boy seyahat sırt çantası hangi marka iyi*” produces a short one in which a few do. Fifty-six entities qualify on discovery questions and on neither of the other two types — they are visible only in the broadest possible prompt.

That concentration also reshapes the top. Use_case is where position scores run highest in the entire study: Forelli’s MRR of 0.811, Karınca’s 0.848 and Samsonite’s 0.678 are all first-or-second-name-mentioned averages. When an assistant answers a specific task, it leads with one recommendation rather than surveying the market, and the brands that own those tasks are named first or not at all.

Three entities are worth pulling out of the specific cuts. **Karinca** places #4 on use_case at 11.47% with the highest MRR in the study (0.848), carried by standing-all-day and workwear questions. **Mack** places #6 on use_case (13.33%) and #7 in Bags, a school-and-work backpack maker that surfaces on task questions and disappears on discovery ones. Moving the other way, **Hotiç** is #8 on discovery at 29.87% and does not reach the use_case top ten at all — a well-known name that comes up when the question is “which brands are good” and not when it is “what should I buy for this.”



SECTION 08

Open Market: Turkish vs. Foreign

Across origin-neutral questions, foreign brands take 70.2% of mentions and the entire top six — the first vertical in this series where the domestic industry does not lead the unrestricted shelf.

— OPEN MARKET — TURKISH VS. FOREIGN

A gap of default, not recognition

ONE-SENTENCE TAKEAWAY

Across origin-neutral questions, foreign brands take 70.2% of mentions and the entire top six — the first vertical in this series where the domestic industry does not lead the unrestricted shelf.

This chapter relies only on the 23 open questions with no origin restriction (575 responses), the only fair basis for comparing Turkish and foreign brands. A blended figure across all 45 questions would be misleading, because 22 of them constrain the answer to domestic brands by construction.

8.1 Origin share

ORIGIN SHARE OF MENTIONS — OPEN CUT AGAINST LOCAL CUT (%)



Origin share can be measured two ways, and both are reported here because they answer different questions:

TABLE 12 — TWO MEASURES OF ORIGIN SHARE

open cut · 23 questions · 575 responses · qualifying entities only

Measure	Turkish	Foreign	What it asks
Share of mentions	29.8% (1,992)	70.2% (4,701)	When a brand is named, how likely is it to be Turkish?
Share of qualifying entities	34.3% (24)	65.7% (46)	How much of the visible shelf is Turkish-branded?

The two measures point the same way and diverge slightly in magnitude: Turkish brands hold about a third of the *positions* on the origin-neutral shelf but under 30% of the *volume*, because the largest entities in this cut are foreign. Skechers alone accounts for 202 open-cut mentions, half as many again as Derimod, the most-mentioned Turkish entity in this cut, and nearly four times Manu Atelier's total.

The local cut inverts it. On the 22 questions asking for Turkish brands, domestic entities take **93.9% of mentions** and 31 of 32 qualifying places. The gap between 29.8% and 93.9% is 64 points — the widest origin gap this series has recorded, and the defining number of this edition. Both figures must be stated together; neither is meaningful alone.

8.2 Open-market top 15 entities (any origin)

TABLE 13 — OPEN MARKET (ANY ORIGIN)

23 questions · 575 responses · top 15 of 70 qualified

#	Entity	Origin	Type	Rate	Score
1	Skechers	Foreign	Brand	35.13%	97.58
2	New Balance	Foreign	Brand	32.35%	83.57
3	Nike	Foreign	Brand	26.09%	78.19
4	Samsonite	Foreign	Brand	16.35%	75.94
5	Adidas	Foreign	Brand	29.04%	75.85
6	Asics	Foreign	Brand	25.57%	72.92

(cont.)

#	Entity	Origin	Type	Rate	Score
7	Derimod	TR	Brand	23.65%	66.78
8	Hoka	Foreign	Brand	17.91%	66.12
9	Hermès	Foreign	Brand	11.13%	65.64
10	Kinetix	TR	Sub-brand	11.48%	61.33
11	Forelli	TR	Brand	10.96%	61.30
12	Timberland	Foreign	Brand	9.91%	61.04
13	Brooks	Foreign	Brand	17.04%	60.71
14	Chanel	Foreign	Brand	11.48%	60.36
15	Salomon	Foreign	Brand	17.74%	60.00

8.3 The pattern: two shelves, not one

The individual ranking shows what the aggregate hides. **The open-market top six is entirely foreign** — Skechers, New Balance, Nike, Samsonite, Adidas, Asics — and the first Turkish name is **Derimod at #7**, on a 23.65% mention rate. Kinetix (#10) and Forelli (#11) follow, and then the table returns to global names for another ten places.

The composition of that foreign set is the real finding, and it splits cleanly in two. In footwear questions, the origin-neutral answer is global athletic: five of the top six are sportswear brands with no particular Turkish connection. In bag questions, it is a mix of functional luggage (Samsonite, Eastpak, Osprey) and international luxury (Hermès, Chanel, Louis Vuitton, Prada). Turkish brands are present in both, but as the second tier rather than the first.

This is a description of model behaviour, not a verdict on the industry — and here the two are harder to reconcile than in previous editions. Turkey has substantial footwear and leather-goods manufacturing, and several of the entities on this leaderboard are long-established consumer brands with their own retail networks. The assistants clearly know they exist: given a *yerli* filter, they produce 32 Turkish qualifiers without hesitation and place foreign names almost nowhere. What the open cut shows is not ignorance but **default**. When nothing in the question points toward Turkey, the default answer for shoes is a global sportswear brand and the default answer for a luxury bag is a European house.

That is a different problem from invisibility, and it has a different shape. A Turkish shoe brand in this data is not competing to be *known* — it is competing to be the answer to a question that never mentions Turkey. The gap between 29.8% and 93.9% is the size of that gap, and it is the number this series will track across future editions.



SECTION 09

The Discovery Ecosystem

Brand-owned sites are the largest single source of what these assistants read — and one brand's own website is the second most-cited domain in the entire study.

THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

A wide, shallow web

ONE-SENTENCE TAKEAWAY

Brand-owned sites are the largest single source of what these assistants read — and one brand's own website is the second most-cited domain in the entire study.

When an assistant answers with web search, it draws on the content available to it at that moment. We collected the source addresses returned by the models, reduced them to domains, and ranked them by how many distinct answers cited each, giving a map of where these systems read about shoes and bags. Across the run the models cited **691 distinct domains**.

9.1 THE 15 MOST-CITED DOMAINS

TABLE 14 — THE 15 MOST-CITED DOMAINS

of 691 distinct cited domains

#	Domain	Citing	Share	Source type	Models
1	trendyol.com	236	21.0%	Marketplace	5
2	forelli.com.tr	209	18.6%	Brand-owned site	5
3	oggusto.com	145	12.9%	Editorial	5
4	ciceksepeti.com	125	11.1%	Marketplace	4
5	eniyimarka.com.tr	115	10.2%	Editorial	3
6	eksisozluk.com	108	9.6%	Forum / social	3
7	hepsiburada.com	104	9.2%	Marketplace	4
8	misatra.com	99	8.8%	Brand-owned site	2
9	skechers.com.tr	91	8.1%	Brand-owned site	5
10	desa.com.tr	84	7.5%	Brand-owned site	5
11	balkanderi.com	72	6.4%	Brand-owned site	3
12	paen.com	72	6.4%	Brand-owned site	4
13	tergan.com.tr	62	5.5%	Brand-owned site	4
14	forum.donanimarsivi.com	61	5.4%	Forum / social	3
15	samsonite.com.tr	58	5.2%	Brand-owned site	5

The most-cited domain is the marketplace trendyol.com at 21.0% of responses, but the entry immediately behind it is the more interesting one. **forelli.com.tr is cited in 18.6% of all responses** — 209 answers, from all five models — making a single brand's own website the second most-read source in the study, ahead of Hepsiburada, Çiçeksepeti and every editorial site. Eight of the fifteen most-cited domains are brand-owned, and six of those eight belong to entities in the general leaderboard.

Two other patterns are worth naming. **Editorial sources are stronger in this vertical than in previous ones:** [oggusto.com](#) (#3, 12.9%) and [eniyimarka.com.tr](#) (#5, 10.2%) are both Turkish editorial and “best of” sites cited by three to five models. And **forums are genuinely present:** [eksisozluk.com](#) is cited in 9.6% of responses and [forum.donanimarsivi.com](#) in 5.4% — user-generated discussion appearing above most brand sites, which is not something the home-textiles edition showed.

ONE CAVEAT SITS ON THE EIGHTH ROW

[misatra.com](#) is cited in 8.8% of responses but by only two models, mirroring the entity’s breadth-2 profile in the leaderboards. A domain cited heavily by a minority of models is a different signal from one cited moderately by all five, and the Models column is there to let readers separate the two.

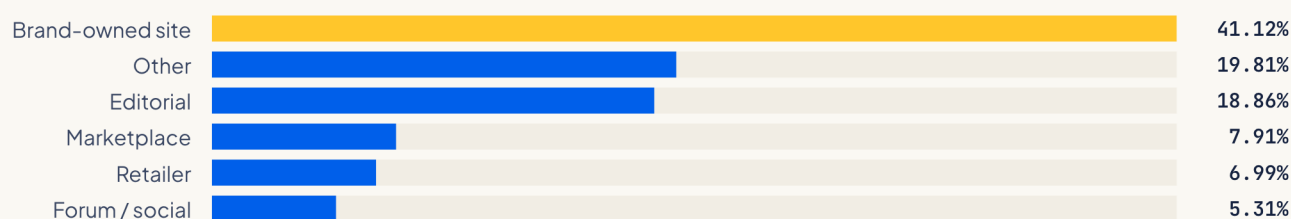
9.2 SOURCE-TYPE MIX

TABLE 15 — CITATION SHARE BY SOURCE TYPE

derived from the entity dictionary · see Chapter 11

Source type	Share	Distinct domains	Responses citing
Brand-owned site	41.12%	238	2501
Other	19.81%	349	1205
Editorial	18.86%	67	1147
Marketplace	7.91%	6	481
Retailer	6.99%	20	425
Forum / social	5.31%	11	323

CITATION SHARE BY SOURCE TYPE (%)



9.3 The fragmentation finding

Brand-owned sites account for **41.12%** of all citations across 238 domains — the largest single class, but well short of a majority, and notably lower than the 52.82% recorded in the home-textiles edition. The commercial classes together — brand-owned, retailer and marketplace — reach 56.02%. Editorial contributes 18.86% across just 67 domains and forum/social 5.31% across only 11.

The residual is the story. **19.81% of citations come from an “other” bucket spread across 349 domains** — more than half of every domain cited in the study, contributing a fifth of the reading. These are small independent retailers, regional news sites, and commerce pages with no tracked entity behind them: [ayakkabidunyasi.com.tr](#), [marmarisyenisayfa.com](#) and hundreds like them, most cited in a handful of answers each.

Two things follow. First, this is the most fragmented source ecosystem the series has measured. No small set of intermediaries controls what the assistants read about Turkish shoes and bags; the long tail is genuinely long. Second, the concentration that *does* exist is unusually top-heavy within its class: 238 brand-owned domains produce 41.12% of citations, but a single one of them — [forelli.com.tr](#) — produces nearly a fifth of all responses’ worth of citations on its own.

Read as a description rather than advice: in this market the assistants are reading a wide, shallow web, and the brands that appear most often in it are the ones with substantial, current content on their own domains. That is not a claim that publishing more will raise a score — it is an observation about where these systems currently read.

10

SECTION 10

What the Patterns Suggest

The visible names share breadth across all five models and a clear product context; the widest gap in the data is between being known and being the default.

WHAT THE PATTERNS SUGGEST

Five structural patterns

ONE-SENTENCE TAKEAWAY

The visible names share breadth across all five models and a clear product context; the widest gap in the data is between being known and being the default.

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

- 1 Breadth is the baseline condition.** 44 of the 50 qualified general entities appear in all five models. The exceptions are instructive: Misatra (2 models), Gön (3), and Tergan, Trendyol, Hepsiburada and Beymen (4 each). Broad model coverage is what the visible entities share; an entity strong in one assistant and absent from three does not rank. Fourteen qualifying places across the eight cuts rest on fewer than three models, and every one of them sits in the lower half of its table.
- 2 Mention and position are different signals, and in this vertical they diverge sharply.** Some entities are named often but late — Derimod (22.76%, MRR 0.257), Greyder (18.40%, 0.277), Hotiç (14.04%, 0.206). Others are named rarely but first — Karınca (3.91% general, MRR 0.848 in use_case), YDS (6.13%, 0.584), Mack (6.04%, 0.586), Samsonite (9.24%, 0.559). Both patterns are real and they describe different market positions: one is a name that comes up in a list, the other is a name that comes up as *the answer*.
- 3 Product context determines the leader, not the category.** Only seven entities qualify in both Footwear and Bags. Manu Atelier leads bags and is invisible in footwear; Skechers leads footwear and does not qualify in bags. A brand's visibility here is not a single number; it is a number per product context, and the useful question is which segment and which question type a brand owns, rather than where it sits overall.
- 4 The question does more work than the brand.** Discovery questions produce 90 qualifiers, use_case 27 — and the leaders change with them. Fifty-six entities qualify on discovery alone. For most brands in this vertical, visibility is not a property they carry into every conversation; it is contingent on the shape of the prompt, and the brands that clear the bar in all three types (sixteen of them) are the exception rather than the pattern.
- 5 The gap here is default, not recognition.** Turkish brands are not missing from the models' knowledge: given a *yerli* filter they produce 32 qualifiers and 93.9% of mentions. They are missing from the *default answer*: on origin-neutral questions they take 29.8% of mentions and none of the top six places. Of 424 tracked entities, 50 qualify in the general cut and 111 in any cut at all, which leaves **313 tracked entities qualifying nowhere**. For most Turkish shoe and bag businesses the relevant gap is not that assistants prefer foreign brands when asked to compare — it is that nothing in an ordinary question prompts the assistant to consider a Turkish one.

How a brand can locate itself in the data

Using the dataset (available on request), a brand can read five things in order: whether it appears in all five models; how often it is mentioned within its cut; how early it is named when mentioned; which segment and question type it is strongest and weakest in; and — most diagnostic in this vertical — whether it appears in the open cut as well as the local one. These readings show where a visibility gap sits, without saying anything about whether its product is good.



SECTION 11

Limitations and Notes

This is a single, point-in-time snapshot of one Turkish vertical, scored on a scale that does not travel between editions; read the figures within the limitations below.

— LIMITATIONS AND NOTES

How to read the figures

ONE-SENTENCE TAKEAWAY

This is a single, point-in-time snapshot of one Turkish vertical, scored on a scale that does not travel between editions; read the figures within the limitations below.

- **Single collection window.** All data comes from one run on 21 August 2026. Model outputs drift; these figures are a snapshot, not a stable property of the models. This is the first (baseline) edition; quarterly editions will enable trend analysis.
- **Scores are not comparable across cuts, editions or verticals.** Each component is scaled against that cut's maximum, so 100 in the open cut is a different absolute quantity from 100 in the local cut, and the scale moves whenever the leader moves. Any comparison beyond this edition uses the raw layer — mention rate, MRR and breadth — published for every entity in §12.2.
- **One low-breadth entity sets the position scale in three cuts.** Misatra is named in 66 responses by two models. It qualifies in four cuts — general, local, Bags and attribute — and in three of them its MRR is the cut maximum, so every position component in those cuts is expressed against a scale supplied by a single two-model entity. This does not change the *order* of any leaderboard, but it compresses the position scores of everything below it. For reference, the position scale is set by Mack in the local cut, Samsonite in the open cut, Karınca in Footwear and use_case, and Manu Atelier in discovery.
- **The score rewards position as well as frequency.** This is by design, but it produces counterintuitive placings — Karınca reaches #12 in Footwear and #4 in use_case on mention rates of 7.33% and 11.47%, on the strength of MRRs of 0.830 and 0.848. §3.2 gives the mention-rate view of the general cut for comparison; read thin-mention ranks cautiously everywhere.
- **Fourteen qualifying places rest on fewer than three models.** Misatra (four cuts), Hepsiburada (three), Trendyol, Gön, Semender Leather, Carfier, Polène, Blinq and Cakard account for the rest. All are in the lower half of their tables and should be read as indicative.
- **Fourteen qualifying entities carry sub-High classification confidence** in the entity dictionary, including New Balance, Lescon, MANC, Merrell, Chanel, Eastpak, Misatra, Karınca and İnci. Classification errors in this group would show up in a published table rather than only in the appendix.
- **Never compare local against foreign across all 45 questions.** The local cut constrains answers to domestic brands by construction. Chapter 8 uses only the 23 open questions, and both denominators are stated wherever an origin figure appears.
- **Do not compare distinct-entity counts across the two segments.** Footwear carries 24 questions and Bags 21, so Bags producing more qualifiers (56 against 47) partly reflects a smaller denominator. Rankings within each segment are unaffected.
- **Two segments only.** A finer product cut — boots, sneakers, backpacks, luxury handbags — puts every segment below the eight-question floor this series uses, so Footwear/Bags is the whole product axis this edition. Several findings above (the luxury cluster in bags, the athletic cluster in footwear) would benefit from a finer cut and cannot get one yet.

- **Grounding is not uniform, and one model supplies the entire ungrounded set.** All 150 ungrounded responses are Gemini's. Chapter 6 therefore compares Gemini against itself, and further restricts the comparison to the 20 questions it answered both ways, because its grounding is not randomly distributed across the question set. The result is a single-model finding on 100 responses and should not be read as a general property of web search.
- **Marketplace visibility is largely one model's habit.** Trendyol and Hepsiburada qualify in the general cut, but 166 of Trendyol's 180 mentions and 116 of Hepsiburada's 125 come from Grok. Readers who consider marketplaces out of place in a brand ranking should use the brand-only views in §3.3; readers who do not should still be aware that this part of the leaderboard is not a five-model consensus.
- **Out-of-scope entities are excluded, and two of them would otherwise rank.** Five entities appear in no leaderboard and no origin share. Lenovo and Pegasus both cleared the 5% threshold in the open cut — an airline and a laptop maker named in answer to questions about cabin-size travel backpacks and 15.6-inch laptop bags. They are tracked and visible in §12.2, marked out of scope. No excluded entity sets a component maximum, so no published score changes as a result of the exclusion.
- **Origin follows the trademark, which has consequences.** Twelve entities were corrected by manual review where the register disagreed with ownership. Manu Atelier and Mlouye are recorded as Turkish despite UK and US trademark registration; Lumberjack is recorded as foreign despite Turkish ownership and operation, and is the only foreign entity to qualify in the Turkish-only cut; Neri Karra is recorded as foreign despite a Turkish mark, on the basis of Bulgarian operation. Readers who would draw those lines differently should note that Manu Atelier's classification alone moves the Bags leader between origins.
- **Sub-brands under-count where models name the parent.** Kinetix, Polaris and Lumberjack are named independently often enough to qualify; smaller own-labels are not. Separately, Zilyan Grup was classified a non-brand corporate group and its 39 responses are **not** credited to FLO, Kinetix, Polaris or Lumberjack — a decision that reduces those brands' measured visibility relative to a reading that treats a group mention as a brand mention.
- **Six dictionary entities have zero matches** and are carried for completeness: Crash, Mavi and Panda are alias-restricted collisions that match only in multi-word form, and dalkilicspor, genclercanta and modakozmetikcanta are organisations found only through cited domains and never named in any answer.
- **Precision over recall in matching.** Nineteen short all-caps names are matched case-sensitively and four names are restricted to multi-word forms, so brands mentioned indirectly or in unusual casing may be undercounted. Diga and Özder share an identical response set — both are sub-brands of Özözler Deri always named in the same sentence — and were verified as co-mentions rather than a split entity.
- **Components above 100 are reported, not clipped.** 48 of 2,304 entity-cut rows (2.08%) carry a component above 100 because unqualified entities are scored against a scale they did not set. The highest is Karınca's position component at 118.7 in the general cut.
- **Turkish-language prompts only.** Results may not transfer to the same questions asked in English about the Turkish market.
- **Small score gaps are not meaningful.** In the packed middle of each leaderboard, differences of a point or two should not be over-interpreted; only larger gaps are robust. Mehry Mu and Brooks are separated by 0.11 points in the general cut, and Chanel and Mlouye by 0.10.
- **Visibility is not quality.** This report measures only mention and position. It does not assess whether a brand was described positively, whether a recommendation was accurate, or whether a product is good. A score is not an endorsement.

- **Models are probabilistic.** The same question can produce different answers; five repeats reduce but do not eliminate this.
- **Source-type mix is derived, not independently classified.** A domain's type comes from the entity dictionary via root-website ownership, falling back to a name match on the domain label. Treat the mix as indicative, particularly the 349-domain "other" bucket, which is a residual rather than a category. Source coverage also varies by model.
- **Output-length limits and model versions** differ and date quickly; findings are specific to the versions in §2.1 as of August 2026.

THE FOURTEEN THIN QUALIFYING PLACES

qualifying rows resting on fewer than three models

Cut	Rank	Entity	Mention	MRR	Models
Bags	#15	Misatra	12.57%	0.699	2
attribute	#16	Misatra	10.13%	0.738	2
attribute	#37	Hepsiburada	12.00%	0.153	2
attribute	#41	Gön	5.33%	0.304	2
attribute	#42	Semender Leather	5.33%	0.160	2
discovery	#58	Carfier	5.60%	0.435	2
discovery	#89	Polène	6.13%	0.088	2
discovery	#90	Hepsiburada	6.13%	0.080	2
general	#35	Misatra	5.87%	0.699	2
local	#19	Misatra	7.82%	0.749	2
local	#32	Blinq	5.09%	0.181	2
use_case	#16	Trendyol	17.60%	0.187	2
use_case	#22	Hepsiburada	15.20%	0.157	2
use_case	#24	Cakard	5.07%	0.620	2

— FREQUENTLY ASKED QUESTIONS

Frequently asked questions

Which shoe and bag brands does AI recommend most in Turkey?

Skechers leads the general leaderboard at 83.96, appearing in 18.13% of all 1,125 answers, followed by Forelli (81.22) and Derimod (81.03). The two product segments have different leaders: Skechers in footwear at 89.46, and Manu Atelier in bags at 91.79, ahead of Desa and Derimod.

Are Turkish shoe and bag brands visible to AI assistants?

It depends entirely on whether the question asks for them. On the 22 questions that request *yerli* brands, 31 of 32 qualifying entities are Turkish and they take 93.9% of mentions. On the 23 origin-neutral questions, Turkish entities take only 29.8% of mentions and 24 of 70 qualifying places, and the top six are all foreign. The assistants clearly know which Turkish brands exist; they mostly wait to be asked.

Which Turkish brands are strongest on origin-neutral questions?

Derimod at #7 on a 23.65% mention rate is the highest-placed Turkish entity in the open cut, followed by Kinetix (#10) and Forelli (#11). Desa, Manu Atelier, Hotiç, Lescon and Greyder also qualify. No Turkish brand reaches the open-cut top six, which is Skechers, New Balance, Nike, Samsonite, Adidas and Asics.

How is the AI Visibility Score calculated?

It combines three parts: how often a brand is mentioned within a cut (45%), how early it appears in the answer (30%), and how many of the five models mention it (25%). Each component is scaled against the highest value in that cut, so a cut's leader on a component reaches 100 on it. Because the scale moves with the leader, scores cannot be compared across cuts, editions or verticals — use mention rate, MRR and breadth for that.

Why does the leader score 83.96 rather than 100?

Because no single entity tops all three components in the general cut. Derimod leads on mention rate, Misatra on position, and forty-four entities tie on breadth, so Skechers wins the weighted combination without maxing any one part of it. That is expected behaviour under component scaling, not a defect.

Do the five AI assistants agree with each other?

Less than in previous editions of this series. No entity is the most-named brand in more than two of the five models: Derimod tops Gemini and Perplexity, Desa tops ChatGPT, Forelli tops Claude, and Grok answers with Trendyol in 73.8% of its responses and Hepsiburada in 51.6%, ahead of any brand. They also differ enormously in breadth, with Grok naming 14.08 entities per answer against Claude Haiku's 6.14.

Does web search change which brands AI names?

In this data, yes, and in a specific direction. Gemini grounded only 33.3% of its answers, and on the 20 questions it answered both ways, 16 of the 20 largest gains from searching went to Turkish brands — with Semender Leather and Rossea never named at all without it — while 14 of the 20 largest gains from answering off memory went to foreign brands led by New Balance and Adidas. It is a single-model result on 100 responses, but the direction is unambiguous.

Where do AI assistants get their information about these brands?

86.67% of answers used a live web search, drawing on 691 distinct domains. Brand-owned sites account for 41.12% of citations, editorial 18.86%, marketplaces 7.91% and forums 5.31%. The second most-cited domain in the entire study is a single brand's own website, forelli.com.tr, at 18.6% of responses.

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 five assistants. It does not assess quality, durability, comfort, leather grade, price, accuracy or sentiment, so a score is a measure of visibility, not an endorsement.

12

SECTION 12

Appendix & Data

The study's 45 questions, every tracked entity, data availability, and about Herm.io.

APPENDIX & DATA

12.1 All questions (45) and their categories

All 45 questions used in the study, asked exactly as written. Scope: 22 local (ask for *yerli* brands), 23 open (origin-neutral). Distribution: 15 discovery, 15 attribute, 15 use_case; across two product segments (Footwear 24, Bags 21), balanced 8/8/8 and 7/7/7 by question type within each. No question was rewritten for this edition.

#	Type	Scope	Segment	Question (Turkish)
1	discovery	open	Footwear	en iyi ayakkabı markaları
2	discovery	open	Footwear	kadın ayakkabıda hangi markalar iyi
3	discovery	open	Footwear	boykot edilmeyen ayakkabı markaları hangileri
4	discovery	open	Footwear	en iyi bot markaları hangileri
5	discovery	open	Bags	en iyi çanta markaları
6	discovery	open	Bags	bu sene hangi çanta markaları moda
7	discovery	open	Bags	en çok tutulan kadın çanta markaları
8	discovery	local	Footwear	iyi bir yerli ayakkabı markası var mı
9	discovery	local	Footwear	yerli spor ayakkabı markası önerisi
10	discovery	local	Footwear	Türk malı erkek ayakkabı markaları
11	discovery	local	Bags	yerli çanta markası önerir misin
12	discovery	local	Bags	iyi Türk deri çanta markaları
13	discovery	local	Bags	yerli lüks çanta markası var mı
14	discovery	local	Bags	Türk malı sırt çantası markası arıyorum
15	discovery	local	Footwear	Türkiye'de üretilen kaliteli bot markası önerisi
16	attribute	open	Footwear	ucuz ama kaliteli ayakkabı markaları
17	attribute	open	Footwear	en sağlam ayakkabı markası
18	attribute	open	Footwear	en rahat ayakkabı hangi marka
19	attribute	open	Footwear	en iyi ortopedik ayakkabı markası
20	attribute	open	Footwear	ayağı terletmeyen spor ayakkabı hangi marka
21	attribute	open	Bags	hakiki deri çanta için hangi marka iyi
22	attribute	open	Bags	soyulmayan uzun ömürlü çanta markası
23	attribute	open	Bags	su geçirmez sağlam sırt çantası hangi marka
24	attribute	local	Footwear	fıyat performans yerli ayakkabı önerisi
25	attribute	local	Footwear	rahat ve hafif Türk malı spor ayakkabı var mı

(cont.)

#	Type	Scope	Segment	Question (Turkish)
26	attribute	local	Footwear	su geçirmeyen sağlam yerli bot hangi marka
27	attribute	local	Bags	hakiki deri yerli çanta hangi marka alınır
28	attribute	local	Bags	kaliteli ama çok pahalı olmayan yerli çanta önerisi
29	attribute	local	Bags	uzun yıllar gidecek Türk malı deri çanta var mı
30	attribute	local	Bags	su geçirmez yerli sırt çantası markası var mı
31	use_case	open	Footwear	ayakta çok duranlar için en rahat ayakkabı hangi marka
32	use_case	open	Footwear	yürüyüş için hangi ayakkabı markası iyi
33	use_case	open	Footwear	taraklı ayaklar için spor ayakkabı önerisi
34	use_case	open	Footwear	düğünde saatlerce giyilecek rahat topuklu hangi marka
35	use_case	open	Bags	15.6 inç laptop alan sağlam sırt çantası hangi marka
36	use_case	open	Bags	kabin boy seyahat sırt çantası hangi marka iyi
37	use_case	open	Bags	her gün işe götürmelik şık laptop çantası hangi marka
38	use_case	open	Bags	günlük kullanıma çapraz çanta hangi marka iyi
39	use_case	local	Footwear	ayakta çalışanlar için yerli rahat ayakkabı önerir misin
40	use_case	local	Footwear	kışın kar ve yağmurda giymek için yerli su geçirmez bot önerisi
41	use_case	local	Footwear	gelinlik altına rahat topuklu yapan yerli bir marka var mı
42	use_case	local	Footwear	anneme rahat günlük ayakkabı alacağım, Türk malı ne önerirsin
43	use_case	local	Bags	işe laptop götürmek için yerli sırt çantası hangi marka iyi
44	use_case	local	Bags	okul için sağlam Türk malı sırt çantası önerir misin
45	use_case	local	Bags	anneme hediye yerli deri çanta almak istiyorum, hangi marka iyi

12.2 All tracked entities (418 matched)

All 418 matched entities, general cut (1,125 responses). Rate is within the general cut. Entities at or above 5% and in scope are marked **Ranked**. A further six dictionary entities matched nothing and are listed in Chapter 11. Sorted by mention count.

Entity	Origin	Type	Mentions	Rate	Models	Status
Skechers	Foreign	Brand	204	18.13%	5	Ranked
Forelli	TR	Brand	186	16.53%	5	Ranked
Derimod	TR	Brand	256	22.76%	5	Ranked
Desa	TR	Brand	210	18.67%	5	Ranked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Kinetix	TR	Sub-brand	174	15.47%	5	Ranked
Manu Atelier	TR	Brand	158	14.04%	5	Ranked
Greyder	TR	Brand	207	18.40%	5	Ranked
New Balance	Foreign	Brand	186	16.53%	5	Ranked
Lescon	TR	Brand	154	13.69%	5	Ranked
Nike	Foreign	Brand	157	13.96%	5	Ranked
Karinca	TR	Brand	44	3.91%	5	Tracked
Samsonite	Foreign	Brand	104	9.24%	5	Ranked
Adidas	Foreign	Brand	173	15.38%	5	Ranked
Tergan	TR	Brand	179	15.91%	4	Ranked
Asics	Foreign	Brand	147	13.07%	5	Ranked
Lumberjack	Foreign	Sub-brand	153	13.60%	5	Ranked
YDS	TR	Sub-brand	69	6.13%	5	Ranked
Mack	TR	Brand	68	6.04%	5	Ranked
Hotiç	TR	Brand	158	14.04%	5	Ranked
Scooter	TR	Brand	141	12.53%	5	Ranked
Hoka	Foreign	Brand	103	9.16%	5	Ranked
Hermès	Foreign	Brand	68	6.04%	5	Ranked
Trendyol	TR	Marketplace	180	16.00%	4	Ranked
Misela	TR	Brand	121	10.76%	5	Ranked
KraftCover	TR	Brand	23	2.04%	5	Tracked
Hammer Jack	TR	Brand	124	11.02%	5	Ranked
FLO	TR	Retailer	112	9.96%	5	Ranked
Timberland	Foreign	Brand	67	5.96%	5	Ranked
Mehry Mu	TR	Brand	108	9.60%	5	Ranked
Brooks	Foreign	Brand	100	8.89%	5	Ranked
Chanel	Foreign	Brand	69	6.13%	5	Ranked
Mlouye	TR	Brand	107	9.51%	5	Ranked
Salomon	Foreign	Brand	107	9.51%	5	Ranked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Louis Vuitton	Foreign	Brand	59	5.24%	5	Ranked
Eastpak	Foreign	Brand	66	5.87%	5	Ranked
Ortlieb	Foreign	Brand	16	1.42%	4	Tracked
Prada	Foreign	Brand	97	8.62%	5	Ranked
Misatra	TR	Brand	66	5.87%	2	Ranked
Jump	TR	Brand	91	8.09%	5	Ranked
Cabani	TR	Brand	45	4.00%	5	Tracked
Ulusoy Çanta	TR	Brand	17	1.51%	5	Tracked
Osprey	Foreign	Brand	40	3.56%	5	Tracked
Puma	Foreign	Brand	97	8.62%	5	Ranked
The North Face	Foreign	Brand	71	6.31%	5	Ranked
Uniqlo	Foreign	Brand+Retailer	7	0.62%	2	Tracked
Design Vira	TR	Brand	10	0.89%	2	Tracked
Hepsiburada	TR	Marketplace	125	11.11%	4	Ranked
Kemal Tanca	TR	Brand+Retailer	50	4.44%	5	Tracked
Matraş	TR	Brand	51	4.53%	5	Tracked
Longchamp	Foreign	Brand	83	7.38%	5	Ranked
Coach	Foreign	Brand	90	8.00%	5	Ranked
Thule	Foreign	Brand	41	3.64%	4	Tracked
Patagonia	Foreign	Brand	27	2.40%	5	Tracked
Vaneda	TR	Brand	22	1.96%	4	Tracked
MANC	TR	Brand	77	6.84%	5	Ranked
Gucci	Foreign	Brand	68	6.04%	5	Ranked
Columbia	Foreign	Brand	71	6.31%	5	Ranked
Classone	TR	Brand	35	3.11%	4	Tracked
Lowa	Foreign	Brand	32	2.84%	5	Tracked
Bottega Veneta	Foreign	Brand	57	5.07%	5	Ranked
Merrell	Foreign	Brand	73	6.49%	5	Ranked
RILU	TR	Brand	7	0.62%	2	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Miu Miu	Foreign	Brand	33	2.93%	5	Tracked
Nevzat Onay	TR	Brand	36	3.20%	5	Tracked
Cakard	TR	Brand	32	2.84%	3	Tracked
Dia Comfort	TR	Brand	19	1.69%	5	Tracked
The Row	Foreign	Brand	27	2.40%	5	Tracked
Wonder Ayakkabı	TR	Brand	4	0.36%	1	Tracked
Tamaris	Foreign	Brand	6	0.53%	2	Tracked
Vakko	TR	Brand+Retailer	57	5.07%	5	Ranked
Kipling	Foreign	Brand	24	2.13%	5	Tracked
Targus	Foreign	Brand	31	2.76%	5	Tracked
Lenovo	Foreign	Brand	36	3.20%	5	Out of scope
Nine West	Foreign	Licensed-brand	53	4.71%	5	Tracked
Elle	TR	Brand	68	6.04%	5	Ranked
Ruxene	TR	Brand	15	1.33%	4	Tracked
Relaxion	TR	Brand	17	1.51%	4	Tracked
Chloé	Foreign	Brand	22	1.96%	5	Tracked
Bellroy	Foreign	Brand	27	2.40%	4	Tracked
CabinZero	Foreign	Brand	12	1.07%	4	Tracked
Coral High	TR	Brand	17	1.51%	3	Tracked
Harrods	Foreign	Retailer	4	0.36%	1	Tracked
Adel	TR	Brand	3	0.27%	1	Tracked
Sanemiko	TR	Brand	9	0.80%	3	Tracked
Decathlon	Foreign	Retailer	47	4.18%	4	Tracked
Balkan Deri Çanta	TR	Brand	51	4.53%	3	Tracked
Hummel	Foreign	Brand	43	3.82%	5	Tracked
Dior	Foreign	Brand	48	4.27%	5	Tracked
Reebok	Foreign	Licensed-brand	39	3.47%	5	Tracked
İnci	TR	Sub-brand	37	3.29%	5	Tracked
Polaris	TR	Sub-brand	55	4.89%	5	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Venüs	TR	Brand	9	0.80%	2	Tracked
Aldo	Foreign	Brand	21	1.87%	5	Tracked
Celine	Foreign	Brand	42	3.73%	5	Tracked
Caterpillar	Foreign	Brand	30	2.67%	5	Tracked
Marcatelli	TR	Brand	15	1.33%	4	Tracked
Balenciaga	Foreign	Brand	34	3.02%	5	Tracked
Neri Karra	Foreign	Brand	7	0.62%	2	Tracked
Naturalizer	Foreign	Brand	12	1.07%	3	Tracked
Saint Laurent	Foreign	Brand	37	3.29%	5	Tracked
Walkway	TR	Brand+Retailer	22	1.96%	5	Tracked
KAFT	TR	Brand	16	1.42%	3	Tracked
MUGO	TR	Retailer	30	2.67%	4	Tracked
Bambi	TR	Brand+Retailer	43	3.82%	5	Tracked
UGG	Foreign	Brand	26	2.31%	5	Tracked
Scarpa	Foreign	Brand	22	1.96%	5	Tracked
Muggo	TR	Brand	32	2.84%	4	Tracked
Fudela	TR	Brand	5	0.44%	1	Tracked
Bago	TR	Brand	45	4.00%	4	Tracked
Clarks	Foreign	Brand	49	4.36%	4	Tracked
Cole Haan	Foreign	Brand+Retailer	4	0.36%	2	Tracked
Red Wing	Foreign	Brand	25	2.22%	4	Tracked
OrtoPlus	TR	Brand	9	0.80%	3	Tracked
Shule Bags	TR	Brand	10	0.89%	4	Tracked
Gezer	TR	Brand	33	2.93%	5	Tracked
Gön	TR	Brand	61	5.42%	3	Ranked
Beymen	TR	Retailer	60	5.33%	4	Ranked
Tumi	Foreign	Brand	21	1.87%	4	Tracked
Victorinox	Foreign	Brand	15	1.33%	3	Tracked
Converse	Foreign	Brand	29	2.58%	5	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
QIMU	TR	Brand	23	2.04%	4	Tracked
Vans	Foreign	Brand	30	2.67%	5	Tracked
ÇÇS	TR	Brand	10	0.89%	3	Tracked
Camper	Foreign	Brand	25	2.22%	5	Tracked
Ozpack	TR	Brand	10	0.89%	4	Tracked
Dockers by Gerli	Foreign	Brand	25	2.22%	5	Tracked
Kalenji	Foreign	Sub-brand	13	1.16%	4	Tracked
My Valice	TR	Brand	7	0.62%	3	Tracked
Loewe	Foreign	Brand	36	3.20%	4	Tracked
Bagmori	TR	Brand	14	1.24%	2	Tracked
Roxbros	TR	Brand	18	1.60%	2	Tracked
Guess	Foreign	Brand	26	2.31%	5	Tracked
Yaygan	TR	Brand	18	1.60%	3	Tracked
Carfier	TR	Brand	24	2.13%	2	Tracked
Jordan	Foreign	Brand	8	0.71%	2	Tracked
Kifdis	TR	Retailer	12	1.07%	4	Tracked
Fjällräven	Foreign	Brand	21	1.87%	4	Tracked
HP	Foreign	Brand	11	0.98%	4	Tracked
Toteme	Foreign	Brand	17	1.51%	5	Tracked
Altra	Foreign	Brand	20	1.78%	3	Tracked
Stradivarius	Foreign	Brand	15	1.33%	5	Tracked
Fendi	Foreign	Brand	31	2.76%	4	Tracked
Dr. Martens	Foreign	Brand	24	2.13%	4	Tracked
Stilo	TR	Brand	12	1.07%	3	Tracked
Quechua	Foreign	Sub-brand	20	1.78%	4	Tracked
Lotto	Foreign	Brand	8	0.71%	3	Tracked
Birkenstock	Foreign	Brand	31	2.76%	4	Tracked
Michael Kors	Foreign	Brand	41	3.64%	4	Tracked
Pegasus	TR	Brand	36	3.20%	3	Out of scope

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Chivit	TR	Brand	30	2.67%	4	Tracked
Nomatic	Foreign	Brand	8	0.71%	3	Tracked
D'Lueur Atelier	TR	Brand	6	0.53%	2	Tracked
Neka	TR	Brand	7	0.62%	1	Tracked
Tommy Hilfiger	Foreign	Brand	16	1.42%	4	Tracked
Under Armour	Foreign	Brand	19	1.69%	4	Tracked
CAT	Foreign	Licensed-brand	18	1.60%	4	Tracked
Daykom	TR	Brand	23	2.04%	2	Tracked
Opia Leather	TR	Brand	11	0.98%	2	Tracked
Letoon	TR	Brand+Retailer	3	0.27%	1	Tracked
Crash Galata	TR	Brand	5	0.44%	1	Tracked
Nors	TR	Brand	19	1.69%	1	Tracked
Mare Atelier	TR	Brand	31	2.76%	3	Tracked
Ecco	Foreign	Brand	40	3.56%	3	Tracked
Aer	Foreign	Brand	16	1.42%	4	Tracked
Calvin Klein	Foreign	Brand	17	1.51%	4	Tracked
Geox	Foreign	Brand	26	2.31%	2	Tracked
Tuna Ayakkabı	TR	Brand	16	1.42%	2	Tracked
Danner	Foreign	Brand	6	0.53%	2	Tracked
Mango	Foreign	Brand	28	2.49%	4	Tracked
Ortopedia	TR	Brand	7	0.62%	3	Tracked
Slazenger	Foreign	Brand	7	0.62%	4	Tracked
Yakupoğlu	TR	Brand	29	2.58%	2	Tracked
Diga	TR	Brand	11	0.98%	1	Tracked
Forclaz	Foreign	Sub-brand	13	1.16%	4	Tracked
Kappa	Foreign	Brand	9	0.80%	4	Tracked
Tacchi	TR	Brand	8	0.71%	3	Tracked
DELSEY PARIS	Foreign	Brand+Retailer	3	0.27%	1	Tracked
Cengiz Pakel	TR	Brand	5	0.44%	2	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Marc Jacobs	Foreign	Brand	27	2.40%	4	Tracked
Blundstone	Foreign	Brand	12	1.07%	4	Tracked
Blinq	TR	Brand	34	3.02%	3	Tracked
Sea to Summit	Foreign	Brand	10	0.89%	3	Tracked
Arinni	TR	Brand	6	0.53%	2	Tracked
Mesa	TR	Brand	5	0.44%	2	Tracked
Casper	TR	Brand	3	0.27%	2	Tracked
Deuter	Foreign	Brand	10	0.89%	3	Tracked
Vicco	TR	Brand	22	1.96%	4	Tracked
Deery	TR	Brand	16	1.42%	3	Tracked
Crocs	Foreign	Brand	12	1.07%	4	Tracked
İstanbul Belt	TR	Brand	11	0.98%	3	Tracked
Ceyo	TR	Brand	24	2.13%	2	Tracked
Divarese	TR	Brand	16	1.42%	4	Tracked
Otrera	TR	Brand	16	1.42%	4	Tracked
Deichmann	Foreign	Retailer	7	0.62%	4	Tracked
Troubadour	Foreign	Brand	6	0.53%	3	Tracked
Meskanto	TR	Brand	10	0.89%	3	Tracked
Atölye Çınar	TR	Brand	6	0.53%	2	Tracked
Megna Studio	TR	Brand	27	2.40%	3	Tracked
Valentino	Foreign	Brand	13	1.16%	4	Tracked
Orthofoet	Foreign	Brand	10	0.89%	3	Tracked
Dr. Comfort	Foreign	Brand	6	0.53%	2	Tracked
Dell	Foreign	Brand	7	0.62%	3	Tracked
Peak Design	Foreign	Brand	17	1.51%	3	Tracked
Derinet	TR	Brand	6	0.53%	3	Tracked
Berkemann	Foreign	Brand	9	0.80%	3	Tracked
Pierre Cardin	Foreign	Brand	13	1.16%	4	Tracked
Semender Leather	TR	Brand	24	2.13%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Dr. Flexer	TR	Brand	7	0.62%	3	Tracked
Wenger	Foreign	Brand	7	0.62%	2	Tracked
LC Waikiki	Foreign	Retailer	9	0.80%	4	Tracked
Selfridges	Foreign	Retailer	4	0.36%	1	Tracked
Old Cotton Cargo	TR	Brand	9	0.80%	2	Tracked
Fonfique	TR	Brand	32	2.84%	3	Tracked
Polène	Foreign	Brand	34	3.02%	3	Tracked
Manuka	TR	Brand	10	0.89%	3	Tracked
ALLBYB	TR	Brand	27	2.40%	3	Tracked
Mounbag	TR	Brand	9	0.80%	3	Tracked
Nstep	TR	Brand	19	1.69%	3	Tracked
Topo Athletic	Foreign	Brand	7	0.62%	2	Tracked
Graceland	Foreign	Sub-brand	4	0.36%	4	Tracked
Aslı Acar	TR	Brand	7	0.62%	2	Tracked
Matmazel	TR	Brand	15	1.33%	3	Tracked
Knomo	Foreign	Brand	9	0.80%	2	Tracked
Warboots	TR	Brand	6	0.53%	2	Tracked
Harley Davidson	Foreign	Brand	11	0.98%	3	Tracked
Atelier Emine	TR	Brand	22	1.96%	3	Tracked
U.S. Polo Assn.	Foreign	Licensed-brand	15	1.33%	3	Tracked
Boyner	TR	Retailer	24	2.13%	3	Tracked
Vank Deri	TR	Brand	11	0.98%	2	Tracked
Parfois	Foreign	Brand+Retailer	7	0.62%	3	Tracked
YETI	Foreign	Brand	7	0.62%	3	Tracked
Meindl	Foreign	Brand	17	1.51%	2	Tracked
Oggo	TR	Brand	13	1.16%	2	Tracked
Furla	Foreign	Brand	28	2.49%	3	Tracked
La Sportiva	Foreign	Brand	10	0.89%	3	Tracked
Saucony	Foreign	Brand	12	1.07%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Mudo	TR	Brand+Retailer	18	1.60%	3	Tracked
Herschel	Foreign	Brand	16	1.42%	3	Tracked
Aida Platform	TR	Retailer	13	1.16%	2	Tracked
Itiwit	Foreign	Sub-brand	3	0.27%	3	Tracked
Vionic	Foreign	Brand	14	1.24%	3	Tracked
Bloomsbury	TR	Brand	5	0.44%	1	Tracked
King Paolo	TR	Brand	14	1.24%	2	Tracked
Helly Hansen	Foreign	Brand	13	1.16%	3	Tracked
Tory Burch	Foreign	Brand	27	2.40%	3	Tracked
Veskemann	TR	Brand	16	1.42%	2	Tracked
Fossil	Foreign	Brand	11	0.98%	3	Tracked
Mittra	TR	Brand+Retailer	3	0.27%	2	Tracked
Biggdesign	TR	Brand+Retailer	3	0.27%	1	Tracked
Dansko	Foreign	Brand	6	0.53%	3	Tracked
K'ai & Vrosi	TR	Brand	18	1.60%	3	Tracked
Vogel	TR	Brand	16	1.42%	2	Tracked
Pelanir	TR	Brand	4	0.36%	1	Tracked
Zara	Foreign	Brand	22	1.96%	3	Tracked
Chrome Industries	Foreign	Brand+Retailer	3	0.27%	2	Tracked
Newfeel	Foreign	Sub-brand	3	0.27%	2	Tracked
Viatox	TR	Brand	4	0.36%	2	Tracked
Lacoste	Foreign	Brand	5	0.44%	3	Tracked
Acne Studios	Foreign	Brand	9	0.80%	3	Tracked
Wiwu	Foreign	Brand	6	0.53%	2	Tracked
DeFacto	TR	Retailer	5	0.44%	3	Tracked
Rara Atelier	TR	Brand	16	1.42%	3	Tracked
Mekap	TR	Brand	3	0.27%	2	Tracked
Rains	Foreign	Brand	9	0.80%	2	Tracked
Ferragamo	Foreign	Brand	11	0.98%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Efkay	TR	Brand	5	0.44%	2	Tracked
Fosco	TR	Brand	6	0.53%	1	Tracked
Mianqa	TR	Brand	15	1.33%	3	Tracked
Cuyana	Foreign	Brand	13	1.16%	2	Tracked
DeMellier	Foreign	Brand	14	1.24%	3	Tracked
Swissgear	Foreign	Licensed-brand	4	0.36%	2	Tracked
Alaïa	Foreign	Brand	9	0.80%	3	Tracked
Çuval	TR	Brand	19	1.69%	2	Tracked
Koton	TR	Retailer	10	0.89%	3	Tracked
Keen	Foreign	Brand	6	0.53%	3	Tracked
huner	TR	Brand	10	0.89%	3	Tracked
Özder	TR	Brand	11	0.98%	1	Tracked
Miéra Atelier	TR	Brand	5	0.44%	1	Tracked
Yargıcı	TR	Brand+Retailer	4	0.36%	3	Tracked
Vagabond	Foreign	Brand	9	0.80%	3	Tracked
Roomys	TR	Brand	7	0.62%	2	Tracked
Piquadro	Foreign	Brand+Retailer	3	0.27%	2	Tracked
Beutel	TR	Brand+Retailer	4	0.36%	1	Tracked
Garmont	Foreign	Brand	6	0.53%	3	Tracked
Roarcraft	TR	Brand	15	1.33%	1	Tracked
Staud	Foreign	Brand	9	0.80%	3	Tracked
Steve Madden	Foreign	Brand	9	0.80%	3	Tracked
Karizma Polo	TR	Brand	3	0.27%	2	Tracked
Macro	TR	Brand	12	1.07%	2	Tracked
Osoi	Foreign	Brand	9	0.80%	3	Tracked
TULLAA	TR	Brand	11	0.98%	3	Tracked
Delsey	Foreign	Brand	1	0.09%	1	Tracked
Deriza	TR	Brand	8	0.71%	2	Tracked
Tara Folks	TR	Brand	6	0.53%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Lüks Ayakkabıcılık	TR	Brand	8	0.71%	2	Tracked
Strathberry	Foreign	Brand	5	0.44%	3	Tracked
MARKÉTT	TR	Brand	5	0.44%	3	Tracked
St Agni	Foreign	Brand	8	0.71%	3	Tracked
Evolite	TR	Brand	6	0.53%	2	Tracked
Jabotter	TR	Brand+Retailer	3	0.27%	2	Tracked
Pera Çanta	TR	Brand+Retailer	3	0.27%	1	Tracked
Massimo Dutti	Foreign	Brand	7	0.62%	3	Tracked
Jimmy Choo	Foreign	Brand	7	0.62%	2	Tracked
Naturae Sacra	TR	Brand	5	0.44%	3	Tracked
Arc'teryx	Foreign	Brand	5	0.44%	1	Tracked
Muya	TR	Brand	14	1.24%	2	Tracked
Sorel	Foreign	Brand	5	0.44%	3	Tracked
North Wild	TR	Brand	5	0.44%	1	Tracked
Carhartt	Foreign	Brand+Retailer	3	0.27%	2	Tracked
Marjin	TR	Brand	9	0.80%	2	Tracked
Veja	Foreign	Brand	5	0.44%	3	Tracked
Berluti	Foreign	Brand+Retailer	3	0.27%	3	Tracked
Ralph Lauren	Foreign	Brand+Retailer	3	0.27%	3	Tracked
Gelinlik Ayakkabıcım	TR	Brand+Retailer	3	0.27%	1	Tracked
Nas Bag	TR	Brand	5	0.44%	1	Tracked
YSL	Foreign	Brand	10	0.89%	2	Tracked
Golden Goose	Foreign	Brand	6	0.53%	2	Tracked
Vier Adler	TR	Brand	6	0.53%	1	Tracked
Mark Ryden	Foreign	Brand	8	0.71%	2	Tracked
BushLove	TR	Sub-brand	3	0.27%	2	Tracked
Stuart Weitzman	Foreign	Brand+Retailer	3	0.27%	2	Tracked
MÇS	TR	Brand	5	0.44%	2	Tracked
On	Foreign	Brand	8	0.71%	2	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Rossea	TR	Brand	15	1.33%	2	Tracked
Marché	TR	Brand+Retailer	3	0.27%	2	Tracked
Qaf	TR	Brand	12	1.07%	1	Tracked
Amazon	Foreign	Marketplace	14	1.24%	2	Tracked
Deribu	TR	Brand	4	0.36%	1	Tracked
Sahtian	TR	Brand	16	1.42%	1	Tracked
Kiprun	Foreign	Sub-brand	3	0.27%	1	Tracked
Neslihan Canpolat	TR	Brand	8	0.71%	1	Tracked
Yeşil Kundura	TR	Retailer	9	0.80%	1	Tracked
Joma	Foreign	Brand+Retailer	3	0.27%	1	Tracked
Captivex	TR	Brand	4	0.36%	1	Tracked
Manolo Blahnik	Foreign	Brand	6	0.53%	2	Tracked
D'ylla Atelier	TR	Brand	14	1.24%	2	Tracked
Jack Wolfskin	Foreign	Brand	5	0.44%	2	Tracked
Allbirds	Foreign	Brand	5	0.44%	2	Tracked
Lorentin	TR	Brand	3	0.27%	1	Tracked
InStreet	TR	Retailer	4	0.36%	2	Tracked
Barçın	TR	Retailer	5	0.44%	2	Tracked
İpekyol	TR	Retailer	10	0.89%	2	Tracked
5.11 Tactical	Foreign	Brand	5	0.44%	2	Tracked
FOHM	TR	Brand	13	1.16%	1	Tracked
Hanwag	Foreign	Brand	5	0.44%	1	Tracked
Bueno	TR	Brand+Retailer	3	0.27%	2	Tracked
Tamer Tanca	TR	Brand	12	1.07%	1	Tracked
Rhea	TR	Brand+Retailer	3	0.27%	1	Tracked
Christian Louboutin	Foreign	Brand	7	0.62%	2	Tracked
The Mill Story	TR	Brand+Retailer	3	0.27%	1	Tracked
Jacquemus	Foreign	Brand	6	0.53%	2	Tracked
Baggu	Foreign	Brand	6	0.53%	2	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Goyard	Foreign	Brand+Retailer	3	0.27%	2	Tracked
Togo	TR	Brand+Retailer	3	0.27%	2	Tracked
İriadam	TR	Brand	7	0.62%	1	Tracked
PAEN	TR	Brand	8	0.71%	2	Tracked
Cactive	TR	Brand	3	0.27%	1	Tracked
Givenchy	Foreign	Brand	5	0.44%	2	Tracked
BAGH Collection	TR	Brand	10	0.89%	2	Tracked
Stella McCartney	Foreign	Brand	8	0.71%	2	Tracked
N11	TR	Marketplace	4	0.36%	2	Tracked
Folle	TR	Brand	3	0.27%	1	Tracked
Waddell	TR	Brand	3	0.27%	2	Tracked
Kate Spade	Foreign	Brand	9	0.80%	2	Tracked
Savette	Foreign	Brand	7	0.62%	2	Tracked
Coccinelle	Foreign	Brand	5	0.44%	2	Tracked
Mizuno	Foreign	Brand	5	0.44%	2	Tracked
Sarah Flint	Foreign	Brand	5	0.44%	2	Tracked
VuQu	TR	Brand+Retailer	4	0.36%	2	Tracked
Khaite	Foreign	Brand+Retailer	3	0.27%	2	Tracked
MP	TR	Brand	1	0.09%	1	Tracked
Patent of Heart	TR	Brand+Retailer	5	0.44%	2	Tracked
Çiçeksepeti	TR	Marketplace	4	0.36%	2	Tracked
Thorogood	Foreign	Brand	3	0.27%	2	Tracked
Sam Edelman	Foreign	Brand	5	0.44%	2	Tracked
JW Pei	Foreign	Brand+Retailer	4	0.36%	2	Tracked
Isabel Marant	Foreign	Brand+Retailer	4	0.36%	2	Tracked
Allen Edmonds	Foreign	Brand+Retailer	3	0.27%	2	Tracked
Gianvito Rossi	Foreign	Brand+Retailer	4	0.36%	2	Tracked
Toronata	Foreign	Brand+Retailer	3	0.27%	1	Tracked
Anka Shoes	TR	Brand	6	0.53%	1	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Pinko	Foreign	Brand+Retailer	4	0.36%	2	Tracked
Nicks	Foreign	Brand+Retailer	2	0.18%	2	Tracked
Ayakmod	TR	Retailer	3	0.27%	1	Tracked
Timbuk2	Foreign	Brand	5	0.44%	1	Tracked
Church's	Foreign	Brand+Retailer	3	0.27%	2	Tracked
COS	Foreign	Brand+Retailer	3	0.27%	2	Tracked
Ditanto	TR	Brand+Retailer	3	0.27%	1	Tracked
Filderi	TR	Brand+Retailer	3	0.27%	1	Tracked
Ispartalılar	TR	Brand	3	0.27%	1	Tracked
Tribord	Foreign	Sub-brand	4	0.36%	1	Tracked
Mapi	TR	Brand+Retailer	3	0.27%	1	Tracked
Vatan	TR	Retailer	3	0.27%	1	Out of scope
Ersin Outdoor	TR	Retailer	3	0.27%	1	Tracked
Beymen Collection	TR	Brand	5	0.44%	1	Tracked
Dolce Vita	Foreign	Brand+Retailer	3	0.27%	1	Tracked
Beymen Club	TR	Brand	11	0.98%	1	Tracked
Riccon	TR	Brand+Retailer	4	0.36%	1	Tracked
MediaMarkt	Foreign	Retailer	3	0.27%	1	Out of scope
Valentino Garavani	Foreign	Brand	5	0.44%	1	Tracked
Lomer	Foreign	Brand+Retailer	4	0.36%	1	Tracked
Rivacase	Foreign	Brand	3	0.27%	1	Tracked
Senterlan	Foreign	Brand	3	0.27%	1	Tracked
Tigernu	Foreign	Brand+Retailer	4	0.36%	1	Tracked
Bera Design	TR	Brand+Retailer	3	0.27%	1	Tracked
Quince	Foreign	Brand	5	0.44%	1	Tracked
American Tourister	Foreign	Brand	5	0.44%	1	Tracked
Caperlan	Foreign	Sub-brand	3	0.27%	1	Tracked
Hiva Atelier	TR	Brand+Retailer	3	0.27%	1	Tracked
Mudo Collection	TR	Sub-brand	5	0.44%	1	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Ilvi	TR	Brand+Retailer	4	0.36%	1	Tracked
sporthink	TR	Retailer	1	0.09%	1	Tracked
WWF Market	Foreign	Retailer	3	0.27%	1	Tracked
Dogo Store	TR	Brand	5	0.44%	1	Tracked
Lufian	TR	Brand+Retailer	3	0.27%	1	Tracked
Loake	Foreign	Brand+Retailer	3	0.27%	1	Tracked
Charles & Keith	Foreign	Brand+Retailer	5	0.44%	1	Tracked
Amina Muaddi	Foreign	Brand+Retailer	3	0.27%	1	Tracked

12.3 Data availability

The study tracked 424 entities, of which 418 matched at least once; 50 cleared the 5% threshold in the general cut, 32 in the local cut, 70 in the open cut, and 111 in at least one of the eight cuts. To support scrutiny and reproduction, the underlying data is available on request: response-level entity mentions with grounding flags, all eight qualified leaderboards and their brand-only variants, full unfiltered entity metrics, per-model and per-question-type breakdowns, the open-market breakdown, the full 691-domain source list, the Gemini grounded-versus-memory comparison, the entity dictionary with its decisions log and every rejected candidate with a reason, and the methodology and data dictionary.

All figures reflect a single point-in-time run (21 August 2026) and are subject to the limitations in Chapter 11. This is the first (baseline) measurement; the study will be repeated quarterly.

WANT THE DEEPER CUT?

The full domain-level source breakdown, per-model leaderboards for each cut, the segment brand-only variants, and the question-by-question brand visibility are not reproduced in the public report. To request them, or to be notified when the next quarterly edition is published, book a call with the Herm.io team. There is no fee and nothing to buy; it is part of how we share what we learn.

12.4 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.

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.

DISCLOSURE & NEUTRALITY

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.

REPORT PERIOD

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