



— HERM.IO RESEARCH · TURKEY SPORTSWEAR & ACTIVEWEAR

AI Visibility Report

The first AI-visibility snapshot of Turkey's sportswear and activewear market: how five large language models name and rank brands across ten cuts — and why the origin-neutral shelf is foreign while the domestic shelf is not.

1,116

Total Responses

5

Models Queried

45

Questions Analyzed

30

Qualified (General)

KEY FINDINGS

At a glance

This report reproduces the real Turkish-language questions consumers ask AI assistants about sportswear, activewear and athleisure, and measures how often, in what order, and across how many models five large language models name each brand — read across ten independent cuts.

- 1 Nike leads; Adidas and Lescon follow.** Nike tops the general leaderboard at 58.6, named in 34.95% of all 1,116 responses and by all five models. Adidas (50.4) and Lescon (49.7) follow, with Decathlon (49.2) and XSIDE (49.1) close behind. Of 214 tracked entities, 30 cleared the 5% threshold.
- 2 The origin-neutral shelf is foreign; the domestic shelf reverses it.** On the 23 origin-neutral questions, mentions split 81.5% foreign to 18.5% Turkish. On the 22 questions that ask for *yerli* brands, the split becomes 81.5% Turkish — a near-perfect inversion. Domestic brands are highly visible when asked for, and far less so when not.
- 3 Four segments, four leaders.** Nike leads Kadın & Stüdyo and Erkek & Takım Sporları; Decathlon leads Koşu & Outdoor (40.7%); and XSIDE leads Genel & Athleisure at 48.6%, where six of the top seven names are Turkish. No single brand owns the category.
- 4 Retailers, not marketplaces, are the aggregators.** Decathlon ranks #5 overall and #1 in running & outdoor; its house labels Kiprun and Domyos qualify separately, and five of the nine most-cited domains are retail sites.
- 5 Sources are unusually broad.** Brand-owned sites are only 32.8% of citations, against 21.2% retailer, 7.9% editorial and 4.8% forum/social. The most-cited domain is trendyol.com (24.0%), but the second is the editorial site onedio.com (21.3%).

SCOPE & METHOD

Vertical: sportswear & activewear (spor giyim / aktif giyim), Turkey. Method: a single point-in-time study of 1,116 responses across five large language models (GPT-4o-mini, Gemini 2.5 Flash-Lite, Claude Haiku 4.5, Perplexity Sonar, Grok 4.3), each asked 45 Turkish-language questions five times. Collection window: 18–19 July 2026.

HOW TO READ THIS REPORT — VISIBILITY IS NOT QUALITY

This report measures one thing: how often, how prominently, and across how many AI assistants a brand is named when people ask about sportswear and activewear in Turkey. A high score means these systems currently surface a brand readily — not that it is better, more technical, cheaper or higher quality. AI visibility reflects information availability and discovery, not product performance, fit, durability, price or trustworthiness. This study does not measure the accuracy, quality, or sentiment of any recommendation.

Key terms: AI visibility, AI Visibility Score, sportswear brands, activewear brands, spor giyim / aktif giyim, athleisure, Turkish (yerli) sportswear brands, LLM brand recommendations, ChatGPT/Gemini/Claude/Perplexity/Grok brand recommendation, Generative Engine Optimization (GEO).

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01

SECTION 01

Executive Summary

AI visibility in Turkey's sportswear market is led by Nike, and the origin-neutral shelf is decisively foreign — but the moment a question asks for Turkish brands the shelf reverses almost exactly, and each activity segment turns out to have a different leader.

EXECUTIVE SUMMARY

A foreign default, a domestic reversal

ONE-SENTENCE TAKEAWAY

AI visibility in Turkey's sportswear market is led by Nike, and the origin-neutral shelf is decisively foreign — but the moment a question asks for Turkish brands the shelf reverses almost exactly, and each activity segment turns out to have a different leader.

- 1 Nike leads; Adidas and Lescon follow.** Nike tops the general leaderboard at 58.6, appearing in 34.95% of all 1,116 responses (390 of them) and named by all five models. Adidas (50.4) and Lescon (49.7) follow, with Decathlon (49.2) and XSIDE (49.1) completing the leading group once the position-driven entry at #2 is set aside.
- 2 30 entities qualified for the general ranking.** Of 214 tracked entities, 30 cleared the 5% mention threshold across all 45 questions: 16 foreign and 14 Turkish. Their average score is 41.3, and 29 of the 30 are seen by all five models.
- 3 The origin-neutral shelf is foreign-led.** On the 23 questions that place no origin restriction, mentions split 81.5% foreign to 18.5% Turkish. Only 9 of the 39 qualifying entities in that cut are Turkish, and the highest-placed is XSIDE at #8.
- 4 The domestic shelf reverses it almost exactly.** On the 22 questions that explicitly ask for *yerli* brands, the split becomes 81.5% Turkish, led by Lescon (57.7) with 35.5% of responses. Domestic brands are highly visible when asked for and substantially less so when not — the central finding of this edition.
- 5 Four segments, four leaders.** Nike leads Kadın & Stüdyo and Erkek & Takım Sporları; Decathlon leads Koşu & Outdoor at 40.7%; and XSIDE leads Genel & Athleisure at 48.6%, where six of the top seven places are held by Turkish names. No single brand owns the category.
- 6 Retailers, not marketplaces, are the aggregators.** Decathlon — whose own-label products dominate its shelves — ranks #5 overall and #1 in Koşu & Outdoor, and its house labels Kiprun (#15) and Domyos (#20) qualify separately. Trendyol is present at #8 but does not lead, and Hepsiburada is last of the 30 qualifiers.
- 7 The models see the market at very different breadths.** Grok names about 9.08 distinct brands per answer and Perplexity reaches the widest vocabulary (176 distinct brands), while GPT-4o-mini (3.90) and Claude Haiku (4.44) are far more selective. Nike is the most-named entity in four of the five models; in Grok it is third, behind Trendyol and Hepsiburada.
- 8 Search was near-universal.** 97.8% of answers were web-grounded; three of five models searched on 100% of answers and the lowest was Grok at 94.1%. With almost no memory-only answers, this edition contains no web-search-vs-memory comparison (Chapter 6).

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 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. Whether a sportswear brand appears in those assistants' answers is becoming a discovery channel in its own right. This report captures the first (baseline) snapshot of that shelf for Turkey's sportswear and activewear sector. One reminder: the numbers describe visibility and information availability, not which brands are best.

02

SECTION 02

Methodology

Five models were asked 45 Turkish questions five times each, with no system prompt, producing 1,116 usable responses; entities were ranked with a three-component (45/30/25) score, computed separately within each of ten cuts.

How the study was run

ONE-SENTENCE TAKEAWAY

Five models were asked 45 Turkish questions five times each, with no system prompt, producing 1,116 usable responses; entities were ranked with a three-component (45/30/25) score, computed separately within each of ten cuts.

2.1 SCOPE AND MODELS

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

Model	Version	Web search	Web-search rate
GPT-4o-mini	openai/gpt-4o-mini	Enabled (web search tool)	100.0%
Gemini 2.5 Flash-Lite	gemini-2.5-flash-lite	Google Search grounding	95.0%
Claude Haiku 4.5	anthropic/claude-haiku-4.5	Enabled (web search tool)	100.0%
Perplexity Sonar	perplexity/sonar	Always search-grounded	100.0%
Grok 4.3	x-ai/grok-4.3	Enabled (web search tool)	94.1%

Scale: 45 questions × 5 repeats × 5 models = 1,125 responses; 9 were excluded (5 Gemini, 4 Grok returned a completed status with empty answer text), leaving 1,116 usable. These are treated as API artifacts, not models declining to name brands, and are removed from all denominators, so Gemini is scored against 220 responses and Grok against 221. Single run, 18–19 July 2026. The final dictionary holds 214 matched entities — **111 Turkish and 103 foreign**, a majority-domestic dictionary worth holding in mind against the leaderboards that follow.

2.2 THE TEN CUTS

Every metric is computed **within a cut**, against that cut’s own denominator. Rates from different cuts are not comparable.

Cut	Questions	Resp.	Qual.	What it answers
General	45 (all)	1,116	30	Overall visibility across every question
Local	22 yerli	543	24	Who is named when the question asks for Turkish brands
Open	23 neutral	573	39	Fair Turkish-vs-foreign comparison
Kadın & Stüdyo	15	371	33	Women’s training, studio, yoga & Pilates
Koşu & Outdoor	11	275	43	Running, hiking, trail & outdoor
Genel & Athleisure	10	247	30	General sportswear & everyday athleisure
Erkek & Takım Sporları	9	223	33	Men’s training & team sports

(cont.)

Cut	Questions	Resp.	Qual.	What it answers
discovery / attribute / use_case	15 each	371 / 372 / 373	45 / 31 / 22	Three behavioural question types

NOTE

Local + Open = the full 45-question set. The four activity segments also partition it, as do the three question types. The Turkish-vs-foreign comparison (Chapter 8) rests solely on the 23 Open questions, since the Local questions cannot surface foreign brands by construction.

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 was inferred from whether the provider returned any citation: a citation means "web-search," none means "own knowledge." This is a reasonable proxy, not direct proof of the model's internal process. In this run, 97.8% of answers were grounded (Chapter 6).

2.4 QUESTIONS AND SEGMENTS

The 45 questions reproduce the real Turkish-language queries people bring to an assistant about sportswear: general discovery ("bir spor giyim markası söyle"), specific attributes (fabric quality, breathability, opacity, domestic production) and use cases (gym, running, hiking, football, Pilates, modest sportswear, kids). They are balanced globally across three behavioural types — 15 discovery, 15 attribute, 15 use_case — and split 22 Local against 23 Open. No question rewriting was required for this edition; the seeded grid was already balanced.

The questions as seeded carried 25 distinct subcategory values across 45 questions, 17 of them appearing only once — too sparse to report on. Segment leaderboards are therefore built on a four-way activity rollout:

THE DESIGN GRID

question types balanced globally, not within segments

Segment	Questions	Resp.	Local / Open	disc / attr / use
Kadın & Stüdyo (Women's & Studio)	15	371	7 / 8	3 / 7 / 5
Koşu & Outdoor (Running & Outdoor)	11	275	5 / 6	2 / 3 / 6
Genel & Athleisure (General & Athleisure)	10	247	4 / 6	7 / 2 / 1
Erkek & Takım Sporları (Men's & Team Sports)	9	223	6 / 3	3 / 3 / 3

2.5 ENTITY EXTRACTION AND CLASSIFICATION

Entities were extracted by alias-based matching, word-boundary anchored, with Turkish-aware case folding — İ and ı are normalised explicitly, since naive lowercasing corrupts them. The final dictionary carries 214 matched entities across 277 alias strings, each reviewed by hand.

Origin follows the trademark, not the operator. A brand is Turkish only if the mark itself is Turkish-owned. Foreign marks operated in Turkey under Turkish licence — Slazenger, Lotto, Kappa, Umbro, Sergio Tacchini — are classified **Foreign** and tagged licensed-brand. A product designed, made and sold by a Turkish company does not make the underlying trademark Turkish.

Entity types. Five classes are tracked: brand, retailer, marketplace, sub-brand and licensed-brand. Trendyol and Hepsiburada are marketplaces. Decathlon and Intersport are retailers, retained in all cuts because they operate largely as own-label businesses (Decathlon states around 90% of what it sells is designed in-house), but their house labels Kiprun and Domyos are tracked separately as sub-brands. Both marketplaces and retailers are removed in the brand-only views in §3.3.

SCOPE FIT

183 entities are classed Core and 32 Adjacent. Adjacent entities — modest-fashion, streetwear and kids labels with genuine sportswear ranges — are included in all cuts, because several map directly onto questions the study deliberately asked (modest sportswear, athleisure/street style, kids). The classification is retained as a column so any table can be regenerated Core-only.

Definitions. Mention: a validated entity 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 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 within the cut (0–1)
Position	30%	MRR — how early the entity is named (0–1)
Breadth	25%	models covering it ÷ 5 (0–1)

The components are used at their **absolute** values rather than rescaled so that each cut's leader reaches 100. A score of 100 would require an entity to be named in every response, always first, by all five models; nothing approaches it, which is why the general leader sits at 58.6 rather than near the top of the scale. Scores are therefore comparable across cuts in a way rescaled scores are not — but rates still are not, because denominators differ.

Qualification (≥5% rule): only entities mentioned in at least 5% of a 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 214 entities appear in Chapter 12.

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

Nike leads the general and open cuts, Lescon leads the local cut, and the gap between those two pictures is the story of this edition.

OVERALL VISIBILITY LEADERBOARDS

One market, read two ways

ONE-SENTENCE TAKEAWAY

Nike leads the general and open cuts, Lescon leads the local cut, and the gap between those two pictures is the story of this edition.

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

3.1 General leaderboard: 30 qualified entities

TABLE 1 – AI VISIBILITY SCORE (GENERAL)

45 questions · 1,116 responses · 30 qualified

#	Brand	Origin	Mention	MRR	AI Score
● 1	Nike	Foreign	35.0%	0.60	58.6
2	Ayma Active	TR	6.5%	0.76	50.8
3	Adidas	Foreign	30.2%	0.39	50.4
4	Lescon	TR	22.3%	0.49	49.7
5	Decathlon	Foreign	23.6%	0.45	49.2
6	XSIDE	TR	16.5%	0.56	49.1
7	DeFacto	TR	21.7%	0.35	45.2
8	Trendyol	TR	23.9%	0.30	44.9
9	Under Armour	Foreign	17.7%	0.37	44.0
10	Lululemon	Foreign	11.8%	0.45	43.9
11	The North Face	Foreign	11.7%	0.42	42.7
12	Kinetix	TR	15.6%	0.35	42.5
13	LC Waikiki	TR	15.6%	0.35	42.4
14	QLU	TR	5.7%	0.49	42.2
15	Kiprun	Foreign	7.0%	0.44	41.5
16	Champion	Foreign	6.2%	0.41	40.0
17	Bad Bear	TR	14.0%	0.29	39.9
18	Hummel	Foreign	10.6%	0.34	39.8
19	Exuma	TR	14.5%	0.27	39.8
20	Domyos	Foreign	5.6%	0.37	38.7
21	Puma	Foreign	14.6%	0.24	38.7
22	Jerf	TR	5.1%	0.32	37.0

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(cont.)

#	Brand	Origin	Mention	MRR	AI Score
23	Columbia	Foreign	8.4%	0.23	35.6
24	Koton	TR	5.1%	0.26	35.1
25	Salomon	Foreign	5.9%	0.25	35.1
26	Comm-Ci	TR	6.1%	0.22	34.2
27	New Balance	Foreign	7.1%	0.17	33.4
28	Skechers	Foreign	5.3%	0.18	32.8
29	Reebok	Foreign	6.5%	0.16	32.7
30	Hepsiburada	TR	15.0%	0.21	28.1

AVERAGE

Average score of the 30 qualified entities: 41.3. Origin split: 16 foreign, 14 Turkish. 29 of the 30 are seen by all five models; the exception is Hepsiburada, at #30 on three.

AI VISIBILITY SCORE – TOP 15 ENTITIES (GENERAL)

Nike	58.6
Ayma Active	50.8
Adidas	50.4
Lescon	49.7
Decathlon	49.2
XSIDE	49.1
DeFacto	45.2
Trendyol	44.9
Under Armour	44
Lululemon	43.9
The North Face	42.7
Kinetix	42.5
LC Waikiki	42.4
QLU	42.2
Kiprun	41.5

Reading

Nike tops the table at 58.6, named in 34.95% of answers and by all five models, with the strongest position component of any high-volume entity (MRR 0.60). Adidas is third on comparable volume (30.20%) but is named noticeably later (MRR 0.39). Lescon (#4) is the highest-placed Turkish entity at 22.31%, and XSIDE (#6) clears 49 on a much thinner 16.49% because it is named early when it appears.

The entry at #2 requires explanation. Ayma Active ranks second on a 6.54% mention rate — 73 responses, against Adidas's 337, a brand mentioned 4.6 times more often. Its MRR of 0.76 means that on the rare occasions it is named, it is almost always named first, and the 30% position weight carries it past brands with five times the volume. Ayma Active is a real, independently documented brand — a small family-run activewear label producing in small batches in Ankara — but its rank here reflects the score's design, not its share of the conversation. The same mechanism places FD Sports at #5 in the local cut and Shimano at #10 in Koşu & Outdoor. The next table makes the effect visible.

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

#	Brand	Mention	Mentions	Score	By score
1	Nike	35.0%	390	58.6	#1
2	Adidas	30.2%	337	50.4	#3
3	Trendyol	23.9%	267	44.9	#8
4	Decathlon	23.6%	263	49.2	#5
5	Lescon	22.3%	249	49.7	#4
6	DeFacto	21.7%	242	45.2	#7
7	Under Armour	17.7%	198	44.0	#9
8	XSIDE	16.5%	184	49.1	#6
9	Kinetix	15.6%	174	42.5	#12
10	LC Waikiki	15.6%	174	42.4	#13

The reordering is instructive. Ayma Active leaves the top ten entirely. Trendyol climbs from #8 to #3 and Decathlon from #5 to #4, because both are named often but late. XSIDE falls from #6 to #8 and Kinetix from #12 to #9. Neither ranking is more correct: the first asks *how prominently* a brand is named, the second asks *how often*. The AI Visibility Score deliberately blends the two, and readers should hold both pictures in mind.

3.3 Brand-only view (marketplaces and retailers removed)

Three of the 30 qualified entities are not brands in the ordinary sense: the retailer Decathlon (#5) and the marketplaces Trendyol (#8) and Hepsiburada (#30). They are kept in the headline ranking because that is how shoppers meet the shelf, but removing them gives a pure brand-versus-brand picture:

BRAND-ONLY TOP 10 (GENERAL)

marketplaces & retailers set aside

#	Brand	Origin	Mention	MRR	AI Score
● 1	Nike	Foreign	35.0%	0.60	58.6
2	Ayma Active	TR	6.5%	0.76	50.8
3	Adidas	Foreign	30.2%	0.39	50.4
4	Lescon	TR	22.3%	0.49	49.7

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(cont.)

#	Brand	Origin	Mention	MRR	AI Score
5	XSIDE	TR	16.5%	0.56	49.1
6	DeFacto	TR	21.7%	0.35	45.2
7	Under Armour	Foreign	17.7%	0.37	44.0
8	Lululemon	Foreign	11.8%	0.45	43.9
9	The North Face	Foreign	11.7%	0.42	42.7
10	Kinetix	TR	15.6%	0.35	42.5

With the aggregators set aside, the top of the market is Nike, Ayma Active, Adidas, Lescon and XSIDE. This removes retailers as well as marketplaces — a stricter rule than the underlying files apply — because Decathlon is a larger presence in this vertical than either marketplace, and leaving it in a “brand” ranking would mislead. Decathlon’s house labels Kiprun and Domyos remain, as sub-brands of a retailer rather than the retailer itself.

3.4 Local leaderboard: 24 qualified entities

When the 22 questions that explicitly ask for Turkish/*yerli* brands are isolated (543 responses), the shelf inverts:

TABLE 3 — AI VISIBILITY SCORE (LOCAL / YERLI)

22 questions · 543 responses · 24 qualified

#	Brand	Origin	Mention	MRR	AI Score
● 1	Lescon	TR	35.5%	0.56	57.7
2	Ayma Active	TR	12.3%	0.82	55.2
3	XSIDE	TR	25.2%	0.58	53.8
4	DeFacto	TR	32.8%	0.39	51.5
5	FD Sports	TR	5.9%	0.90	49.7
6	LC Waikiki	TR	23.8%	0.37	46.8
7	Kinetix	TR	23.4%	0.36	46.3
8	Hummel	Foreign	9.9%	0.50	44.6
9	Tchibo	Foreign	5.5%	0.54	43.6
10	Bad Bear	TR	19.0%	0.33	43.4
11	Nike	Foreign	13.8%	0.40	43.2
12	Exuma	TR	20.1%	0.28	42.5
13	Kiprun	Foreign	5.3%	0.47	41.5
14	QLU	TR	6.8%	0.43	41.0
15	Decathlon	Foreign	12.5%	0.35	41.0
16	Adidas	Foreign	10.3%	0.35	40.1

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(cont.)

#	Brand	Origin	Mention	MRR	AI Score
17	Jerf	TR	5.3%	0.41	39.7
18	Trendyol	TR	26.7%	0.37	38.1
19	Champion	Foreign	5.3%	0.48	36.8
20	Comm-Ci	TR	8.1%	0.25	36.2
21	Umyfit	TR	5.2%	0.37	33.3
22	Rasquad	TR	5.2%	0.52	33.0
23	Hepsiburada	TR	16.8%	0.28	30.9
24	Koton	TR	5.3%	0.26	25.1

AVERAGE

Average score of the 24 qualified local entities: 42.3. Origin split: 17 Turkish, 7 foreign. The top seven are Turkish without exception, and Nike — which leads every other overall cut — falls to #11 here.

Reading. Lescon leads at 57.7 on 35.54% of responses, ahead of Ayma Active (55.2, again on position), XSIDE (53.8) and DeFacto (51.5, the highest mention rate in the cut after Lescon at 32.78%). Seven foreign brands nonetheless survive a question that asks for domestic ones — Hummel (#8), Tchibo (#9), Nike (#11) — but this is not necessarily model error: several are long-established in the Turkish market through local manufacturing, licensing or retail partnerships. The constraint is otherwise respected: the domestic share rises from 18.5% of open-cut mentions to 81.5% of local-cut mentions, a large and deliberate shift.

04

SECTION 04

Segment Leaderboards

There is no single sportswear shelf: four activity segments produce four different leaders, and the domestic-versus-foreign balance changes sharply between them.

SEGMENT LEADERBOARDS

Four segments, four leaders

ONE-SENTENCE TAKEAWAY

There is no single sportswear shelf: four activity segments produce four different leaders, and the domestic-versus-foreign balance changes sharply between them.

The four segments partition the same 45 questions by activity context. Because question types are not balanced within segments (Genel & Athleisure is discovery-heavy, Koşu & Outdoor use_case-heavy), counts of distinct brands should not be compared *across* segments — see Chapter 11. Rankings *within* each segment are unaffected.

THE FOUR SEGMENTS AT A GLANCE

each ranked on its own responses

Segment	Qual.	Leader	Score	TR / For.	Avg
Kadın & Stüdyo	33	Nike	57.4	12 / 21	38.9
Koşu & Outdoor	43	Decathlon	56.8	17 / 26	37.9
Genel & Athleisure	30	XSIDE	66.4	14 / 16	39.8
Erkek & Takım Sporları	33	Nike	64.4	15 / 18	39.7

4.1 Kadın & Stüdyo — women's & studio (15 questions, 371 responses)

TABLE 4 — KADIN & STÜDYO

top 12 of 33 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
● 1	Nike	Foreign	Brand	36.9%	0.53	57.4
2	Ayma Active	TR	Brand	14.6%	0.78	55.0
3	FD Sports	TR	Brand	8.6%	0.90	50.9
4	Lululemon	Foreign	Brand	21.8%	0.50	49.7
5	Under Armour	Foreign	Brand	19.7%	0.52	49.4
6	DeFacto	TR	Brand	12.4%	0.59	48.4
7	Decathlon	Foreign	Retailer	17.8%	0.49	47.6
8	Adidas	Foreign	Brand	26.1%	0.31	46.1
9	Tchibo	Foreign	Brand	5.1%	0.58	44.6
10	Champion	Foreign	Brand	7.0%	0.53	44.0
11	QLU	TR	Brand	8.4%	0.42	41.3
12	Umyfit	TR	Brand	8.6%	0.41	41.0

The largest segment, and the most internationally contested: 21 of its 33 qualifiers are foreign. Nike leads at 57.4 (36.93%), with Lululemon (#4) and Under Armour (#5) close behind — Lululemon having entered Turkey physically only in May 2025. The two Turkish entries near the top are position-driven rather than high-volume: Ayma Active (#2, 14.56%) and FD Sports (#3, 8.63%, MRR 0.90), the latter a modest-activewear label. Their placement is a useful signal even after discounting for the position weight, because it indicates the assistants have specific, retrievable information attached to a narrow specialism.

4.2 Koşu & Outdoor — running & outdoor (11 questions, 275 responses)

TABLE 5 — KOŞU & OUTDOOR

top 12 of 43 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
● 1	Decathlon	Foreign	Retailer	40.7%	0.45	56.8
2	The North Face	Foreign	Brand	24.7%	0.64	55.3
3	Nike	Foreign	Brand	24.0%	0.57	53.0
4	Lescon	TR	Brand	17.1%	0.63	51.5
5	Tutku	TR	Brand	9.1%	0.72	50.8
6	Kiprun	Foreign	Sub-brand	24.4%	0.49	50.7
7	Scorp	TR	Brand	6.2%	0.92	50.4
8	Patagonia	Foreign	Brand	17.4%	0.52	48.4
9	Adidas	Foreign	Brand	18.6%	0.45	46.8
10	Shimano	Foreign	Brand	5.5%	0.97	46.5
11	Lululemon	Foreign	Brand	9.1%	0.55	45.6
12	Kinetix	TR	Brand	10.6%	0.53	45.5

The only segment led by a retailer. Decathlon tops it at 56.8 on 40.73% of responses — the highest mention rate of any entity in any segment — and its house label Kiprun ranks separately at #6 on 24.36%. The North Face (#2) and Nike (#3) follow, with Lescon (#4) the leading Turkish name at 17.09%. This segment produces the widest brand vocabulary of any cut, at 43 qualifiers, and contains the clearest question-design artifact in the study: Shimano ranks #10 on a 5.45% mention rate with an MRR of 0.97, resting almost entirely on the single cycling question, where it is effectively the only cycling brand available to name.

4.3 Genel & Athleisure — general & athleisure (10 questions, 247 responses)

TABLE 6 — GENEL & ATHLEISURE

top 12 of 30 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
● 1	XSIDE	TR	Brand	48.6%	0.65	66.4
2	Nike	Foreign	Brand	37.6%	0.63	60.8
3	DeFacto	TR	Brand	52.6%	0.30	57.6
4	Lescon	TR	Brand	49.4%	0.31	56.6

(cont.)

#	Brand	Origin	Type	Mention	MRR	AI Score
5	Kinetix	TR	Brand	45.3%	0.29	54.2
6	Exuma	TR	Brand	43.7%	0.30	53.5
7	LC Waikiki	TR	Brand	39.3%	0.34	52.8
8	Adidas	Foreign	Brand	38.1%	0.32	51.8
9	Decathlon	Foreign	Retailer	21.1%	0.52	50.1
10	Bad Bear	TR	Brand	38.9%	0.23	49.4
11	Puma	Foreign	Brand	27.5%	0.22	44.0
12	OD Sportswear	TR	Brand	11.7%	0.75	42.9

The one segment where Turkish brands lead outright. XSIDE tops it at 66.4 — the highest score recorded anywhere in this edition — on 48.58% of responses, and six of the top seven places are Turkish: XSIDE, DeFacto, Lescon, Kinetix, Exuma and LC Waikiki, with only Nike (#2) interrupting. DeFacto has the higher mention rate (52.63%) but is named much later (MRR 0.30 against XSIDE's 0.65). The pattern is coherent with how these brands are structured: XSIDE is LC Waikiki's own label and Kinetix belongs to the FLO Group; both reach consumers through large domestic retail and e-commerce networks rather than as standalone technical sportswear companies. Where the question is about everyday sportswear rather than performance, the assistants reach for exactly those names.

4.4 Erkek & Takım Sporları — men's & team sports (9 questions, 223 responses)

TABLE 7 — ERKEK & TAKIM SPORLARI

top 12 of 33 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
● 1	Nike	Foreign	Brand	42.1%	0.68	64.4
2	Lescon	TR	Brand	31.4%	0.69	59.9
3	Adidas	Foreign	Brand	42.6%	0.52	59.8
4	Hummel	Foreign	Brand	27.8%	0.45	51.1
5	Ayma Active	TR	Brand	6.7%	0.81	47.4
6	Bad Bear	TR	Brand	16.1%	0.47	46.3
7	Under Armour	Foreign	Brand	22.9%	0.36	46.2
8	Lacoste	Foreign	Brand	7.6%	0.58	45.8
9	Puma	Foreign	Brand	25.6%	0.29	45.3
10	LC Waikiki	TR	Brand	15.3%	0.43	44.6
11	Kinetix	TR	Brand	13.0%	0.42	43.6
12	Dossha	TR	Brand	6.7%	0.68	43.4

READ AS INDICATIVE

The thinnest segment — 9 questions, 223 responses — and should be read as indicative rather than settled.

Nike leads at 64.4, with Lescon (#2) the strongest domestic showing in any segment outside Genel & Athleisure at 31.39%, and Adidas third on a marginally higher mention rate than Nike (42.60% against 42.15%) but a much weaker position. Hummel (#4) is notably stronger here than in any other cut, consistent with its long association with team kit.

05

SECTION 05

Differences Between Models

The models broadly agree on Nike, but differ enormously in breadth — Grok names more than twice as many brands per answer as GPT-4o-mini — and Grok alone puts marketplaces at the top.

DIFFERENCES BETWEEN MODELS

Agreement on Nike, dispute on everything else

ONE-SENTENCE TAKEAWAY

The models broadly agree on Nike, but differ enormously in breadth — Grok names more than twice as many brands per answer as GPT-4o-mini — and Grok alone puts marketplaces at the top.

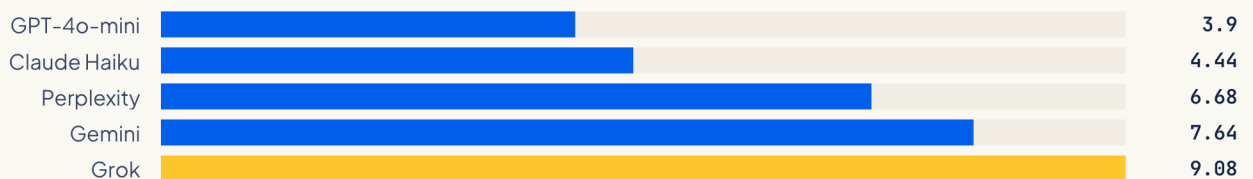
5.1 PER-MODEL BEHAVIOUR

TABLE 8 — WEB SEARCH & REPERTOIRE BY MODEL

response counts differ (9 empty generations excluded)

Model	Resp.	Web	Distinct	Br./ans	Most-named entity
GPT-4o-mini	225	100.0%	116	3.90	Nike (20.0%)
Gemini 2.5 Flash-Lite	220	95.0%	163	7.64	Nike (45.0%)
Claude Haiku 4.5	225	100.0%	133	4.44	Nike (20.4%)
Perplexity Sonar	225	100.0%	176	6.68	Nike (39.1%)
Grok 4.3	221	94.1%	156	9.08	Trendyol (82.8%)

DISTINCT BRANDS NAMED PER ANSWER, BY MODEL



Web search was near-universal: three of five models searched on every answer, Gemini on 95.0% and Grok on 94.1%. The clearest difference is breadth. Grok lists about 9.08 brands per answer and Perplexity reaches the longest tail (176 distinct brands), while GPT-4o-mini (3.90 per answer, 116 distinct) and Claude Haiku (4.44, 133) name a much more selective set. Gemini sits between them at 7.64 and 163. A brand in the long tail has a materially different chance of being named depending on which assistant the shopper uses.

5.2 EACH MODEL'S MOST-NAMED BRANDS

GPT-4o-MINI

top 5

#	Brand	Mentions	Rate
1	Nike	45	20.0%
2	Lescon	42	18.7%
3	Kinetix	36	16.0%
4	DeFacto	35	15.6%
5	XSIDE	32	14.2%

05 · DIFFERENCES BETWEEN MODELS

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GEMINI 2.5 FLASH-LITE

top 5

#	Brand	Mentions	Rate
1	Nike	99	45.0%
2	Adidas	87	39.5%
3	Decathlon	87	39.5%
4	Under Armour	60	27.3%
5	DeFacto	58	26.4%

CLAUDE HAIKU 4.5

top 5

#	Brand	Mentions	Rate
1	Nike	46	20.4%
2	Lescon	42	18.7%
3	Adidas	39	17.3%
4	DeFacto	39	17.3%
5	XSIDE	35	15.6%

PERPLEXITY SONAR

top 5

#	Brand	Mentions	Rate
1	Nike	88	39.1%
2	Adidas	77	34.2%
3	Lescon	48	21.3%
4	DeFacto	47	20.9%
5	Under Armour	46	20.4%

GROK 4.3

top 5

#	Brand	Mentions	Rate
1	Trendyol	183	82.8%
2	Hepsiburada	141	63.8%
3	Nike	112	50.7%
4	Adidas	104	47.1%
5	Decathlon	96	43.4%

5.3 THE STORY OF THE DIVERGENCE

Nike is the most-named entity in four of the five models. Grok is the exception, and instructively so: it names Trendyol in 82.8% of its answers and Hepsiburada in 63.8%, putting both ahead of Nike. Grok answers Turkish sportswear questions substantially by pointing at where to buy rather than what to buy — a behaviour no other model shares at anything like that rate. Because Grok also has the widest brand vocabulary, its marketplace habit sits on top of, rather than instead of, a long brand list.

Two domestic names are consistent across every model: Lescon and DeFacto appear in all five top tens. XSIDE reaches four of five (all but Grok) and Kinetix three (Claude Haiku, GPT-4o-mini and Perplexity — the three most selective models). Claude Haiku and GPT-4o-mini both place Lescon second, ahead of Adidas, a stronger domestic showing than either the general or the open cut suggests.

THE PRACTICAL READING

A brand's measured visibility depends heavily on which assistant the shopper happens to use. Nike is a safe bet nearly everywhere; almost every other brand's standing — and whether the answer names a marketplace at all — moves from one model to the next.

06

SECTION 06

Search vs. Memory

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

The web did almost all the work

ONE-SENTENCE TAKEAWAY

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

Some earlier Herm.io editions split answers into web-grounded and memory-only segments that produced different leaders. That split does not exist in this run. About **97.8% of the 1,116 answers** returned at least one citation or search result. Three of the five models (GPT-4o-mini, Claude Haiku, Perplexity) searched on 100% of answers, with Gemini at 95.0% and Grok at 94.1%.

A separate chapter would therefore compare roughly 1,091 grounded answers against about 25 ungrounded ones, which is not a meaningful contrast, so it is left out this edition. The takeaway is that, for Turkish sportswear questions, these assistants reach for live web content almost every time. This report therefore largely measures what the models *retrieve and select*, not what they know unprompted — and retrieval is sensitive to the live web, which changes independently of the models. That makes a current, well-structured web presence especially closely tied to visibility here (see Chapter 9). We will keep measuring the grounding rate each edition; if a memory-only segment grows, the comparison will return.

07

SECTION 07

Question-Type Ownership

Discovery questions surface Turkish brands, use-case questions surface Decathlon, and the number of qualifying brands halves as questions get more specific.

QUESTION-TYPE OWNERSHIP

Discovery is Turkish, use-case is Decathlon

ONE-SENTENCE TAKEAWAY

Discovery questions surface Turkish brands, use-case questions surface Decathlon, and the number of qualifying brands halves as questions get more specific.

The 45 questions are read through three behavioural types: **discovery** (general “best / recommended”), **attribute** (specific qualities such as fabric, breathability, opacity or domestic production) and **use_case** (activity-driven: gym, running, hiking, football, Pilates). Each type is a cut with its own denominator: 371 discovery, 372 attribute, 373 use_case responses.

TABLE 9 – MOST VISIBLE ENTITIES BY QUESTION TYPE

top 5 by AI Score · rate is within that type

#	discovery	attribute	use_case
1	Nike (39.4%)	Nike (31.2%)	Decathlon (37.3%)
2	XSIDE (38.5%)	Ayma Active (10.2%)	Nike (34.3%)
3	Lescon (43.4%)	Under Armour (23.1%)	Ayma Active (6.7%)
4	DeFacto (44.5%)	XSIDE (7.8%)	Adidas (27.6%)
5	Adidas (38.8%)	Patagonia (7.5%)	Lescon (9.4%)

Who leads. Nike leads discovery and attribute; Decathlon leads use_case at 37.3%, ahead of Nike at 34.3%. When the question describes an activity — what to wear for running, hiking, the gym — the assistants reach for the retailer that sells across all of them.

How Turkish the answer is. Discovery is the most domestic type by a distance: XSIDE (#2), Lescon (#3), DeFacto (#4) and Kinetix (#6) all place in the top six, and DeFacto has the single highest mention rate of the cut at 44.5%. Open “recommend me a sportswear brand” questions in Turkish surface Turkish brands; attribute and use-case questions surface fewer.

How many brands qualify. 45 entities clear the 5% threshold on discovery questions, 31 on attribute and only 22 on use_case. The more specific the question, the narrower the set of brands the assistants consider — and the more the answer concentrates on a handful of large names.

TWO CAVEATS

Ayma Active places #2 on attribute and #3 on use_case on mention rates of 10.2% and 6.7% — the position effect from §3.1 again. And because question types are not balanced within segments, the discovery cut draws disproportionately from Genel & Athleisure, which is itself the most domestic segment; part of the “discovery is Turkish” pattern is design, not market.

TABLE 10 – QUESTION TYPE × SEGMENT

brands per answer varies 4.15–11.27; much of that range is design

Type	Segment	Resp.	Distinct	Br./ans
attribute	Erkek & Takım Sporları (undefined)	75	44	4.15
attribute	Genel & Athleisure (undefined)	50	45	5.76

(cont.)

Type	Segment	Resp.	Distinct	Br./ans
attribute	Kadın & Stüdyo (undefined)	172	80	4.15
attribute	Koşu & Outdoor (undefined)	75	61	6.93
discovery	Erkek & Takım Sporları (undefined)	74	58	8.80
discovery	Genel & Athleisure (undefined)	172	88	8.57
discovery	Kadın & Stüdyo (undefined)	75	89	11.27
discovery	Koşu & Outdoor (undefined)	50	58	10.22
use_case	Erkek & Takım Sporları (undefined)	74	47	4.69
use_case	Genel & Athleisure (undefined)	25	24	5.08
use_case	Kadın & Stüdyo (undefined)	124	74	4.73
use_case	Koşu & Outdoor (undefined)	150	71	4.62



SECTION 08

Open Market: Turkish vs. Foreign

Across origin-neutral questions, 81.5% of mentions go to foreign brands and 18.5% to Turkish — and the local cut reverses that almost exactly, showing that domestic visibility here depends on being asked for.

OPEN MARKET — TURKISH VS. FOREIGN

A foreign default, conditional domestic visibility

ONE-SENTENCE TAKEAWAY

Across origin-neutral questions, 81.5% of mentions go to foreign brands and 18.5% to Turkish — and the local cut reverses that almost exactly, showing that domestic visibility here depends on being asked for.

This chapter relies only on the 23 open questions with no origin restriction (573 responses) — the only fair basis for comparing Turkish and foreign brands. A blended figure across all 45 questions would mislead, because 22 of them constrain the answer to domestic brands by construction.

8.1 ORIGIN SHARE

ORIGIN SHARE OF MENTIONS — OPEN MARKET (%)



Origin share can be measured two ways, and both answer different questions:

Measure	Foreign	Turkish	What it asks
Share of mentions	81.5% (2,485)	18.5% (563)	When a brand is named, how likely is it foreign?
Share of qualifying entities	76.9% (30)	23.1% (9)	How much of the visible shelf is foreign-branded?

The gap between the two measures is informative. Foreign brands hold 76.9% of the *positions* on the shelf but 81.5% of the *volume*, because the largest entities are foreign: Nike alone accounts for 315 open-cut mentions, more than half the combined total of all nine qualifying Turkish entities.

THE LOCAL CUT IS THE MIRROR IMAGE

On the 22 questions asking for Turkish brands, Turkish entities take 81.5% of mentions and 70.8% of qualifying entities — a near-perfect inversion of the open-cut mention share. The two cuts use the same models, the same window and the same scoring; the only thing that changes is whether the question asks for domestic brands.

8.2 OPEN-MARKET TOP 15 (ANY ORIGIN)

TABLE 11 — OPEN MARKET (ANY ORIGIN) 23 origin-neutral questions · 573 responses · top 15 of 39 qualified

#	Brand	Origin	Type	Rate	AI Score
1	Nike	Foreign	Brand	55.0%	69.0
2	Adidas	Foreign	Brand	49.0%	59.2
3	Decathlon	Foreign	Retailer	34.0%	55.0
4	Under Armour	Foreign	Brand	33.5%	51.2
5	Lululemon	Foreign	Brand	22.7%	48.9
6	The North Face	Foreign	Brand	22.0%	47.4
7	Patagonia	Foreign	Brand	8.7%	44.0
8	XSIDE	TR	Brand	8.2%	43.1

(cont.)

#	Brand	Origin	Type	Rate	AI Score
9	Puma	Foreign	Brand	24.3%	42.7
10	Kiprun	Foreign	Sub-brand	8.6%	41.7
11	Trendyol	TR	Marketplace	21.3%	41.2
12	Domyos	Foreign	Sub-brand	10.3%	41.0
13	Fjallraven	Foreign	Brand	5.4%	39.3
14	Columbia	Foreign	Brand	16.2%	39.1
15	Champion	Foreign	Brand	7.0%	38.8

8.3 THE PATTERN: DOMESTIC VISIBILITY IS CONDITIONAL

The individual ranking shows what the aggregate hides. The open-market top seven are entirely foreign — Nike, Adidas, Decathlon, Under Armour, Lululemon, The North Face, Patagonia — and the first Turkish name is XSIDE at #8, on an 8.20% mention rate. Trendyol at #11 is a marketplace rather than a brand. Below that the Turkish entries are thin and scattered.

Set that against §3.4, where Lescon reaches 35.54% and the top seven are Turkish without exception. The same assistants, asked the same kind of question with one clause changed, produce two different markets. The reasonable interpretation is that the models hold retrievable information about Turkish sportswear brands — otherwise the local cut could not look as it does — but do not surface it by default when the question leaves origin open. Domestic visibility in this vertical is conditional on being asked for.

This is a description of model behaviour, not of the market. Turkey is a net exporter under the customs headings used for sportswear, with official 2025 exports of USD 394.7m against USD 111m of imports, so a foreign-led AI shelf does not imply a foreign-led industry. What it does suggest is a discovery gap: the domestic brands that exist are less findable through this channel than their market position would predict. Whether that gap narrows is exactly the kind of movement a quarterly baseline is built to track.



SECTION 09

The Discovery Ecosystem

Unlike other verticals in this series, AI's picture of Turkish sportswear rests less on brands' own sites than on retailers and editorial content — a substantially more contested source base.

THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

Retailers and editorial, not just own-sites

ONE-SENTENCE TAKEAWAY

Unlike other verticals in this series, AI's picture of Turkish sportswear rests less on brands' own sites than on retailers and editorial content — a substantially more contested source base.

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. Across the run the models cited **623 distinct domains**.

9.1 THE 9 MOST-CITED DOMAINS

TABLE 12 — THE 9 MOST-CITED DOMAINS

of 623 distinct cited domains

#	Domain	Citing	Share	Source type
● 1	trendyol.com	268	24.0%	Marketplace
2	onedio.com	238	21.3%	Editorial / media
3	sporthink.com.tr	210	18.8%	Retailer
4	decathlon.com.tr	208	18.6%	Retailer
5	intersport.com.tr	176	15.8%	Retailer
6	qlu.com.tr	120	10.8%	Retailer
7	hepsiburada.com	117	10.5%	Marketplace
8	barcin.com	112	10.0%	Retailer
9	nike.com	110	9.9%	Brand-owned site

The most-cited domain is the marketplace **trendyol.com**, at 24.0% of responses — but its lead is narrow, and what follows is unusual. Second is **onedio.com**, an editorial and listicle site, at 21.3%. Then come four retailer domains in a row: **sporthink.com.tr**, **decathlon.com.tr**, **intersport.com.tr** and **qlu.com.tr**. The first brand-owned domain is **nike.com**, at #9 on 9.9%. Five of the top nine are retailers. In a vertical where the most-cited sources are the places that sell many brands and the sites that write listicles about them, a brand's visibility depends heavily on how it is represented in third-party assortments and roundups, not only on its own site.

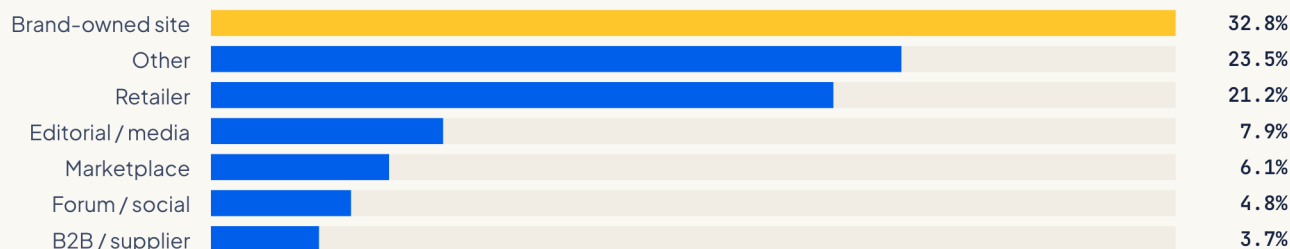
9.2 SOURCE-TYPE MIX

Source type	Domains	Citations	Share
Brand-owned site	107	2163	32.8%
Other	424	1548	23.5%
Retailer	29	1395	21.2%
Editorial / media	25	522	7.9%
Marketplace	7	403	6.1%

(cont.)

Source type	Domains	Citations	Share
Forum / social	10	319	4.8%
B2B / supplier	21	243	3.7%

CITATION SHARE BY SOURCE TYPE (%)



9.3 The mixed-ecosystem finding

Brand-owned sites are the largest single class at 32.8%, but they are not dominant. Retailers (21.2%) and marketplaces (6.1%) together contribute 27.3%, and the commercial classes combined reach 60.1%. The remainder is genuinely varied: a long tail classed as “other” spanning 424 domains (23.5%), editorial and media (7.9% across 25 domains), forum and social (4.8% across 10) and B2B or supplier sources (3.7%).

Two things follow. First, editorial and social content matter measurably more here than in verticals where brand-owned sites approach two-thirds of citations: roughly one citation in eight comes from editorial or forum/social sources, and a single editorial domain is the second most-cited in the study. Second, the concentration is low — 424 distinct domains sit in the “other” bucket alone — so no small set of sources controls the picture. Read as description rather than advice: in this market, visibility appears associated with being present across retailer assortments and third-party roundups, not only with maintaining a good own-site.

10

SECTION 10

What the Patterns Suggest

The most visible names share broad model coverage and a clear activity context; the widest gap in the data is between Turkish brands' domestic-cut visibility and their near-absence when origin is left open.

— WHAT THE PATTERNS SUGGEST

Five structural patterns

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

- 1 Breadth is a baseline condition.** 29 of the 30 qualified general entities appear in all five models. The single exception, Hepsiburada, sits last despite a 14.96% mention rate, precisely because only three models name it. Broad model coverage is what the visible entities share; a brand strong in one assistant and absent from three will not rank.
- 2 Mention and position are different signals.** Some entities are named often but late — Trendyol (23.92%, MRR 0.30), DeFacto (21.68%, MRR 0.35), Puma (14.61%, MRR 0.24). Others are named rarely but first — Ayma Active (6.54%, MRR 0.76), FD Sports, Scorp. Both clear the 5% bar and both are real, but they describe different positions: one is a name that comes up in passing, the other a name that comes up as an answer.
- 3 Context determines the leader.** No entity leads all four segments. Nike leads two, Decathlon and XSIDE one each, and XSIDE's 66.4 in Genel & Athleisure is the highest score anywhere in the edition. A brand's visibility is not a single number; it is a number per context, and the useful question is which segment and question type a brand owns rather than where it sits overall.
- 4 Retail intermediation is unusually strong here.** Decathlon ranks #5 overall and #1 in one segment; its house labels Kiprun and Domyos qualify independently; five of the nine most-cited domains are retailers; and Grok answers largely by naming marketplaces. Sub-brands also under-count structurally — Kiprun (6.99%) and Domyos (5.56%) are named far less often than Decathlon (23.57%) even where the house label is the actual product being recommended.
- 5 Domestic visibility is conditional, and that is the gap.** Turkish brands take 81.5% of mentions when asked for and 18.5% when not. The models clearly hold the information; the local cut proves it. Yet 111 of the 214 tracked entities are Turkish, a domestic majority, and only 14 of 30 qualify in the general cut and 9 of 39 in the open cut. What is missing is the default association between an unconstrained Turkish-language sportswear question and a domestic brand — a retrieval gap more than a knowledge one, given how web-grounded these answers are.

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 whether it appears at all 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;
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; read the figures within the limitations below.

- **Single collection window.** All data comes from a roughly four-hour window on 18–19 July 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.
- **The score rewards position as well as frequency.** This is by design, but it produces counterintuitive placings. Ayma Active ranks #2 in the general cut on a 6.54% mention rate because its MRR is 0.76. Fifteen entities across the ten cuts sit in a top ten on under 10% mentions, including FD Sports, Tchibo, Patagonia, Tutku, Scorp, Champion and Lacoste. Read thin-mention ranks cautiously everywhere; §3.2 gives the mention-rate view of the general cut for comparison.
- **Shimano is a question–design artifact.** Its MRR of 0.97 in Koşu & Outdoor rests on the single cycling question, where it is effectively the only cycling brand available to name. This is not a market signal.
- **Question types are not balanced within segments.** Genel & Athleisure is discovery-heavy (7 of 10), Koşu & Outdoor use_case-heavy (6 of 11). Discovery prompts reliably surface more distinct brands per answer, so cross-segment comparisons of distinct-brand counts partly reflect design, not market. Within-segment rankings are unaffected.
- **Erkek & Takım Sporları is the thinnest segment** — 9 questions, 223 responses — and should be read as indicative.
- **Sub-brands under-count structurally.** Kiprun and Domyos are named far less often than “Decathlon” even where the house label is the actual product being recommended.
- **Origin follows the trademark, which has consequences.** Foreign marks operated under Turkish licence are classified Foreign. Notably, no licensed brand qualifies in any cut: Slazenger, Lotto, Kappa, Umbro and Sergio Tacchini are all commercially present in Turkey and all sit below the 5% threshold everywhere, contributing nothing to either origin share.
- **Adjacent entities are included.** 32 of the 214 entities are modest-fashion, streetwear or kids labels with genuine sportswear ranges, retained because the study deliberately asked questions they answer. All tables can be regenerated Core-only.
- **Web-grounded, not recall.** 97.8% of responses carried at least one citation, so this largely measures what models retrieve and select, not what they know unprompted. Retrieval is sensitive to the live web, which changes independently of the models.
- **Turkish-language prompts only.** Results may not transfer to the same questions asked in English about the Turkish market.
- **Nine responses were excluded.** These returned a completed status with no error and empty answer text (5 Gemini, 4 Grok); treated as API artifacts and removed from all denominators.
- **Matching corrections were applied before the figures were finalised.** Markdown link targets and domain anchors were stripped so that being cited as a source is not counted as a recommendation (28 entities affected); the alias “mavi” was removed (all 44 hits were the Turkish colour word); and 172 generic Turkish phrases such as *kumaş kalitesi* and *nefes alabilirlik* were reviewer-dropped, removing 707 spurious mentions.

- **Gemini's sources are read indirectly.** All Gemini reference URLs are redirect wrappers; domains are taken from the search-result title field instead, since extracting from the URI would have ranked a Google redirect as the study's most-cited source.
- **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.
- **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 heuristic and auto-classified; treat it as indicative. Entity matching favoured precision over recall, so brands mentioned indirectly may be undercounted, and there is no sentiment layer.

— FREQUENTLY ASKED QUESTIONS

Frequently asked questions

Which sportswear brands does AI recommend most in Turkey?

Nike tops the general leaderboard at 58.6, appearing in 34.95% of all 1,116 answers, followed by Adidas (50.4) and Lescon (49.7), the highest-placed Turkish brand. Each activity segment has a different leader: Nike in women's & studio and men's & team sports, Decathlon in running & outdoor, and XSIDE in general & athleisure.

Are Turkish sportswear brands visible to AI assistants?

Conditionally. When a question explicitly asks for Turkish or yerli brands, Turkish names take 81.5% of mentions and lead the top seven places, headed by Lescon. When the question places no origin restriction, that falls to 18.5%, and the first Turkish name is XSIDE at #8. The models clearly hold the information but do not surface it by default.

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%). The components are absolute rather than rescaled, so 100 is a theoretical maximum no brand approaches — the general leader scores 58.6.

Why does a small brand rank second overall?

Because the score rewards position as well as frequency. Ayma Active is named in only 6.54% of answers, but when it is named it is almost always named first (MRR 0.76), and the 30% position weight carries it past brands mentioned far more often. §3.2 shows the same leaderboard ranked by mention rate alone, where it leaves the top ten.

Do the five AI assistants agree with each other?

Broadly on the leader: Nike is the most-named entity in four of the five models. Grok is the exception, naming Trendyol in 82.8% of its answers and Hepsiburada in 63.8%, ahead of any brand. They differ sharply on breadth, with Grok naming about 9.08 brands per answer against GPT-4o-mini's 3.90.

Where do AI assistants get their information about these brands?

Almost every answer (97.8%) used a live web search, drawing on 623 distinct domains. Brand-owned sites account for 32.8% of citations, retailers 21.2% and editorial 7.9%. The most-cited domain is trendyol.com, but the second is the editorial site onedio.com, and five of the top nine are retailer sites.

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, fit, durability, 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 45 questions

All 45 questions used in the study, with their behavioural type, origin scope and activity segment. Scope: 22 Local (ask for yerli brands) and 23 Open (origin-neutral). Distribution: 15 discovery, 15 attribute, 15 use_case, across four segments (15 / 11 / 10 / 9). No question was rewritten for this edition.

#	Type	Scope	Segment	Question (Turkish)
1	discovery	open	General & Athleisure	bir spor giyim markası söyle
2	discovery	open	General & Athleisure	Türkiye’de spor giyim deyince hangi markalar gerçekten iyi?
3	discovery	local	General & Athleisure	iyi bir yerli activewear markası var mı
4	discovery	local	Running & Outdoor	Türk malı koşu giyimi yapan marka önerir misin?
5	discovery	open	Women's & Studio	kadın spor giyimde son zamanlarda hangi markalar popüler?
6	discovery	open	Men's & Team Sports	erkek spor giyimde güvenilir markalar
7	discovery	open	General & Athleisure	az bilinen ama kaliteli spor giyim markası önerisi
8	discovery	local	Men's & Team Sports	yerli eşofman markası arıyorum, hangileri iyi?
9	discovery	open	General & Athleisure	uygun fiyatlı spor giyim için hangi markalara bakayım?
10	discovery	local	General & Athleisure	sokak stiline de uyan yerli spor giyim markaları
11	discovery	open	Women's & Studio	yoga ve pilates giyimde öne çıkan markalar
12	discovery	local	Women's & Studio	kadınlar için şık bir Türk spor giyim markası var mı?
13	discovery	open	Running & Outdoor	outdoor giyim markaları
14	discovery	local	General & Athleisure	yerli spor giyimde fiyat performans olarak ne önerirsin?
15	discovery	local	Men's & Team Sports	çocuklar için iyi bir Türk spor giyim markası var mı
16	attribute	open	Women's & Studio	squat yaparken iç göstermeyen tayt hangi marka?
17	attribute	open	Women's & Studio	belden kaymayan yüksek bel spor taytı önerisi
18	attribute	local	Men's & Team Sports	yıkandıkça diz yapmayan yerli eşofman altı var mı
19	attribute	open	Men's & Team Sports	çok terletmeyen spor tişörtü hangi markada iyi?
20	attribute	local	Women's & Studio	nefes alan Türk malı fitness tişörtü önerir misin
21	attribute	open	Women's & Studio	yüksek destekli sporcu sütyeni hangi marka iyi?
22	attribute	open	Women's & Studio	büyük göğüs için gerçekten toparlayan sporcu sütyeni önerisi
23	attribute	local	Women's & Studio	dikişleri rahatsız etmeyen yerli spor taytı arıyorum
24	attribute	open	Running & Outdoor	telefon cepli koşu taytı hangi markalarda var?
25	attribute	local	General & Athleisure	uygun fiyatlı ama kaliteli Türk spor giyim markası

(cont.)

#	Type	Scope	Segment	Question (Turkish)
26	attribute	open	General & Athleisure	sık yıkamada formu bozulmayan spor kıyafeti önerisi
27	attribute	local	Women's & Studio	kumaşı kalın ama terletmeyen yerli tayt var mı
28	attribute	open	Running & Outdoor	uzun ömürlü outdoor giyim için hangi markalara bakılır?
29	attribute	local	Running & Outdoor	rüzgar geçirmeyen yerli koşu ceketini önerisi
30	attribute	local	Men's & Team Sports	geri dönüştürülmüş kumaş kullanan iyi bir Türk spor markası var mı
31	use_case	open	Women's & Studio	pilatese yeni başladım, tayt ve üst için hangi markalara bakayım?
32	use_case	local	Running & Outdoor	kışın dışarıda koşmak için yerli termal tayt ve rüzgarlık önerisi
33	use_case	open	Running & Outdoor	uzun koşuda bacak arasını tahriş etmeyen şort hangi marka?
34	use_case	local	Women's & Studio	tesettürlü kadınlar için sporda rahat bir Türk marka var mı?
35	use_case	open	Women's & Studio	ağırlık antrenmanında rahat hareket ettiren erkek şortu önerisi
36	use_case	local	Men's & Team Sports	halı saha antrenmanı için Türk malı tişört ve şort önerir misin?
37	use_case	open	Men's & Team Sports	tenis veya padel için şık spor kıyafetini hangi markadan alayım?
38	use_case	local	Women's & Studio	yoga için yumuşak kumaşlı yerli tayt seti arıyorum
39	use_case	open	Running & Outdoor	bisiklete yeni başlayan biri için rahat tayt hangi marka?
40	use_case	local	Running & Outdoor	trekking için dayanıklı yerli outdoor pantolon önerisi
41	use_case	open	General & Athleisure	spora yeni başlayan arkadaşşıma hediye spor seti alacağım, hangi markaya bakayım?
42	use_case	local	Women's & Studio	büyük beden kadınlar için iyi bir yerli spor giyim markası var mı
43	use_case	open	Running & Outdoor	yazın açık havada koşuya uygun hafif kıyafet markaları
44	use_case	local	Running & Outdoor	kayak tatili için Türk malı termal içlik önerir misin?
45	use_case	local	Men's & Team Sports	basketbol antrenmanı için rahat yerli şort ve tişört önerisi

12.2 All 214 tracked entities

Every entity tracked in the study, general cut (1,116 responses). Rate is within the general cut, Models is breadth (0–5). Entities at or above 5% are marked **Ranked** (a score is only defined for ranked entities, since components are absolute within the cut); the rest are **Tracked**. Sorted by mention count.

Brand	Origin	Type	Mentions	Rate	Models	Status
Nike	Foreign	Brand	390	35.0%	5	Ranked
Adidas	Foreign	Brand	337	30.2%	5	Ranked
Trendyol	TR	Marketplace	267	23.9%	5	Ranked
Decathlon	Foreign	Retailer	263	23.6%	5	Ranked
Lescon	TR	Brand	249	22.3%	5	Ranked
DeFacto	TR	Brand	242	21.7%	5	Ranked
Under Armour	Foreign	Brand	198	17.7%	5	Ranked
XSIDE	TR	Brand	184	16.5%	5	Ranked
Kinetix	TR	Brand	174	15.6%	5	Ranked
LC Waikiki	TR	Brand	174	15.6%	5	Ranked
Hepsiburada	TR	Marketplace	167	15.0%	3	Ranked
Puma	Foreign	Brand	163	14.6%	5	Ranked
Exuma	TR	Brand	162	14.5%	5	Ranked
Bad Bear	TR	Brand	156	14.0%	5	Ranked
Lululemon	Foreign	Brand	132	11.8%	5	Ranked
The North Face	Foreign	Brand	130	11.7%	5	Ranked
Hummel	Foreign	Brand	118	10.6%	5	Ranked
Columbia	Foreign	Brand	94	8.4%	5	Ranked
New Balance	Foreign	Brand	79	7.1%	5	Ranked
Kiprun	Foreign	Sub-brand	78	7.0%	5	Ranked
Ayma Active	TR	Brand	73	6.5%	5	Ranked
Reebok	Foreign	Brand	73	6.5%	5	Ranked
Champion	Foreign	Brand	69	6.2%	5	Ranked
Comm-Ci	TR	Brand	68	6.1%	5	Ranked
Salomon	Foreign	Brand	66	5.9%	5	Ranked
QLU	TR	Brand	64	5.7%	5	Ranked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Domyos	Foreign	Sub-brand	62	5.6%	5	Ranked
Skechers	Foreign	Brand	59	5.3%	5	Ranked
Jerf	TR	Brand	57	5.1%	5	Ranked
Koton	TR	Brand	57	5.1%	5	Ranked
Asics	Foreign	Brand	54	4.8%	5	Tracked
Helly Hansen	Foreign	Brand	54	4.8%	5	Tracked
Patagonia	Foreign	Brand	51	4.6%	5	Tracked
H&M	Foreign	Brand	49	4.4%	5	Tracked
Vuori	Foreign	Brand	48	4.3%	5	Tracked
Alo	Foreign	Brand	45	4.0%	5	Tracked
Umyfit	TR	Brand	44	3.9%	5	Tracked
Tchibo	Foreign	Brand	39	3.5%	5	Tracked
Alo Yoga	Foreign	Brand	39	3.5%	5	Tracked
Intersport	Foreign	Retailer	39	3.5%	5	Tracked
OD Sportswear	TR	Brand	36	3.2%	3	Tracked
Penti	TR	Brand	35	3.1%	4	Tracked
Lumberjack	TR	Brand	35	3.1%	5	Tracked
Dossha	TR	Brand	34	3.0%	4	Tracked
Rasquad	TR	Brand	34	3.0%	3	Tracked
Sweaty Betty	Foreign	Brand	33	3.0%	5	Tracked
Beyond Yoga	Foreign	Brand	33	3.0%	5	Tracked
FD Sports	TR	Brand	32	2.9%	4	Tracked
Brooks	Foreign	Brand	32	2.9%	5	Tracked
Oysho	Foreign	Brand	32	2.9%	3	Tracked
Fjallraven	Foreign	Brand	31	2.8%	5	Tracked
Timberland	Foreign	Brand	30	2.7%	5	Tracked
Arcteryx	Foreign	Brand	30	2.7%	4	Tracked
Gymwolves	TR	Brand	29	2.6%	4	Tracked
Slazenger	Foreign	Licensed	29	2.6%	4	Tracked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Boyner	TR	Retailer	28	2.5%	4	Tracked
TommyLife	TR	Brand	27	2.4%	5	Tracked
Tutku	TR	Brand	25	2.2%	5	Tracked
Blackspade	TR	Brand	24	2.1%	5	Tracked
Marks & Spencer	Foreign	Brand	24	2.1%	5	Tracked
He-Qa	TR	Brand	24	2.1%	5	Tracked
Superstacy	TR	Brand	24	2.1%	4	Tracked
TALA	Foreign	Brand	23	2.1%	5	Tracked
Lacoste	Foreign	Brand	22	2.0%	5	Tracked
Mizuno	Foreign	Brand	22	2.0%	5	Tracked
Athleta	Foreign	Brand	22	2.0%	5	Tracked
Merrell	Foreign	Brand	22	2.0%	5	Tracked
Joma	Foreign	Brand	22	2.0%	5	Tracked
UTOPeak	TR	Brand	22	2.0%	4	Tracked
Sportive	TR	Retailer	22	2.0%	2	Tracked
Gymshark	Foreign	Brand	21	1.9%	5	Tracked
Kalenji	Foreign	Brand	21	1.9%	3	Tracked
Jack Wolfskin	Foreign	Brand	21	1.9%	3	Tracked
Converse	Foreign	Brand	20	1.8%	3	Tracked
Mammut	Foreign	Brand	20	1.8%	3	Tracked
Scorp	TR	Brand	19	1.7%	5	Tracked
Comeup	TR	Brand	18	1.6%	5	Tracked
Manduka	Foreign	Brand	18	1.6%	5	Tracked
Girlfriend Collective	Foreign	Brand	18	1.6%	5	Tracked
CRZ Yoga	Foreign	Brand	18	1.6%	5	Tracked
Gobik	Foreign	Brand	17	1.5%	5	Tracked
Thermoform	TR	Brand	17	1.5%	5	Tracked
Scorp Thermo-Fit	TR	Brand	17	1.5%	4	Tracked
Modanisa	TR	Brand	17	1.5%	3	Tracked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Marmot	Foreign	Brand	17	1.5%	4	Tracked
Hook Active	TR	Brand	16	1.4%	4	Tracked
Skims	Foreign	Brand	16	1.4%	5	Tracked
Spaio	Foreign	Brand	16	1.4%	3	Tracked
Rhone	Foreign	Brand	16	1.4%	5	Tracked
Moose Mood	TR	Brand	16	1.4%	5	Tracked
Stileft	TR	Retailer	16	1.4%	4	Tracked
Shimano	Foreign	Brand	15	1.3%	3	Tracked
SPX	TR	Retailer	15	1.3%	4	Tracked
Rab	Foreign	Brand	15	1.3%	4	Tracked
UTOPeak Outdoor	TR	Brand	15	1.3%	3	Tracked
Norrøna	Foreign	Brand	15	1.3%	3	Tracked
VITANY	TR	Brand	14	1.3%	3	Tracked
Varley	Foreign	Brand	14	1.3%	5	Tracked
Climbolic	TR	Brand	14	1.3%	4	Tracked
Kappa	Foreign	Brand	14	1.3%	4	Tracked
Korayspor	TR	Retailer	14	1.3%	4	Tracked
Suwen	TR	Brand	14	1.3%	3	Tracked
Bilcee	TR	Brand	14	1.3%	3	Tracked
Tommy Life	TR	Brand	13	1.2%	5	Tracked
EKF Spor Giyim	TR	Brand	13	1.2%	3	Tracked
Hanfendy Pro Sport	Foreign	Brand	13	1.2%	3	Tracked
Ghassy Co	TR	Brand	13	1.2%	3	Tracked
Sefamerve	TR	Brand	12	1.1%	3	Tracked
Lorna Jane	Foreign	Brand	12	1.1%	4	Tracked
Ecardin	TR	Brand	12	1.1%	3	Tracked
Saysky	Foreign	Brand	12	1.1%	3	Tracked
Lole	Foreign	Brand	11	1.0%	5	Tracked
Mudwill	TR	Brand	11	1.0%	3	Tracked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Santini	Foreign	Brand	11	1.0%	4	Tracked
Tarım Süper	TR	Brand	11	1.0%	3	Tracked
Kipeo	TR	Brand	11	1.0%	3	Tracked
Vans	Foreign	Brand	11	1.0%	4	Tracked
Bullpadel	Foreign	Brand	11	1.0%	3	Tracked
Adanola	Foreign	Brand	11	1.0%	3	Tracked
Vav Wear	TR	Brand	11	1.0%	3	Tracked
PAW Pivot Athletic Wears	TR	Brand	10	0.9%	3	Tracked
FP Movement	Foreign	Brand	10	0.9%	5	Tracked
LLBean	Foreign	Brand	10	0.9%	4	Tracked
Los Ojos	TR	Brand	10	0.9%	4	Tracked
Haşema	TR	Brand	10	0.9%	3	Tracked
Teveo	Foreign	Brand	10	0.9%	3	Tracked
NOX	Foreign	Brand	10	0.9%	3	Tracked
Fitinsane	TR	Brand	10	0.9%	1	Tracked
Outdoor Research	Foreign	Brand	10	0.9%	3	Tracked
Jack & Jones	Foreign	Brand	10	0.9%	2	Tracked
Sportime	TR	Retailer	10	0.9%	2	Tracked
Mountain Hardwear	Foreign	Brand	10	0.9%	2	Tracked
Louren	TR	Brand	9	0.8%	5	Tracked
THALISE	TR	Brand	9	0.8%	3	Tracked
Pulsar	TR	Brand	9	0.8%	3	Tracked
Zülays	TR	Brand	9	0.8%	3	Tracked
Koral	Foreign	Brand	9	0.8%	4	Tracked
Kar Spor	TR	Retailer	9	0.8%	3	Tracked
SESEH	TR	Brand	9	0.8%	2	Tracked
TB Sports	TR	Brand	9	0.8%	2	Tracked
Leggfly	TR	Brand	9	0.8%	2	Tracked
Vaneda	TR	Brand	9	0.8%	3	Tracked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Zara	Foreign	Brand	9	0.8%	2	Tracked
Genius Store	TR	Brand	8	0.7%	4	Tracked
Millet	Foreign	Brand	8	0.7%	4	Tracked
Machinist Clothing	TR	Brand	8	0.7%	3	Tracked
Umigo	TR	Brand	8	0.7%	3	Tracked
Amor Man	TR	Brand	8	0.7%	3	Tracked
TUSSE	TR	Brand	8	0.7%	2	Tracked
Vogel Tactical	TR	Brand	8	0.7%	4	Tracked
Hypetr	TR	Retailer	8	0.7%	3	Tracked
Prana	Foreign	Brand	8	0.7%	4	Tracked
NNormal	Foreign	Brand	8	0.7%	3	Tracked
Cosywolf	TR	Brand	8	0.7%	2	Tracked
LNDR	Foreign	Brand	8	0.7%	2	Tracked
Technogym	Foreign	Brand	7	0.6%	5	Tracked
Woolona	TR	Brand	7	0.6%	4	Tracked
Nature The Brand	TR	Brand	7	0.6%	3	Tracked
Barçın	TR	Retailer	7	0.6%	3	Tracked
Baleaf	Foreign	Brand	7	0.6%	3	Tracked
Catch	TR	Brand	7	0.6%	3	Tracked
Les Benjamins	TR	Brand	7	0.6%	2	Tracked
Zincir Wear	TR	Brand	7	0.6%	3	Tracked
Onzie	Foreign	Brand	7	0.6%	3	Tracked
Fabletics	Foreign	Brand	7	0.6%	3	Tracked
Trendyolmilla	TR	Brand	7	0.6%	2	Tracked
Dagi	TR	Brand	7	0.6%	2	Tracked
Siroko	Foreign	Brand	7	0.6%	2	Tracked
Splits59	Foreign	Brand	7	0.6%	2	Tracked
Aerie	Foreign	Brand	7	0.6%	2	Tracked
Montbell	Foreign	Brand	7	0.6%	1	Tracked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Bontrager	Foreign	Brand	6	0.5%	3	Tracked
Umigo Kids	TR	Brand	6	0.5%	3	Tracked
Ka Hijab	TR	Brand	6	0.5%	2	Tracked
Shout	TR	Brand	6	0.5%	3	Tracked
Teeki	Foreign	Brand	6	0.5%	3	Tracked
Babolat	Foreign	Brand	6	0.5%	2	Tracked
Civil	TR	Retailer	6	0.5%	2	Tracked
Sandfox	Foreign	Brand	6	0.5%	3	Tracked
Panço	TR	Brand	6	0.5%	2	Tracked
Set Active	Foreign	Brand	6	0.5%	2	Tracked
Tracksmith	Foreign	Brand	6	0.5%	1	Tracked
DNCN	TR	Brand	5	0.5%	1	Tracked
MyBen	TR	Brand	5	0.5%	2	Tracked
Armine	TR	Brand	5	0.5%	3	Tracked
Motion Blood	TR	Brand	5	0.5%	3	Tracked
Proforce	Foreign	Brand	5	0.5%	2	Tracked
Oner Active	Foreign	Brand	5	0.5%	2	Tracked
Diablo34	TR	Brand	5	0.5%	2	Tracked
Sokakbutik	TR	Brand	5	0.5%	1	Tracked
Outdoor Voices	Foreign	Brand	5	0.5%	1	Tracked
Lioness Activewear	TR	Brand	4	0.4%	1	Tracked
RARU	TR	Brand	4	0.4%	1	Tracked
LiyanaModa	TR	Brand	4	0.4%	1	Tracked
VOID TR	TR	Brand	4	0.4%	2	Tracked
CRNSSWIMWEAR	TR	Brand	4	0.4%	1	Tracked
MuscleCloth	TR	Brand	4	0.4%	1	Tracked
Tusebu	TR	Brand	4	0.4%	1	Tracked
The Slash	TR	Brand	4	0.4%	1	Tracked
Black Diamond	Foreign	Brand	4	0.4%	1	Tracked

(cont.)

Brand	Origin	Type	Mentions	Rate	Models	Status
Thin Shop	TR	Brand	3	0.3%	3	Tracked
Speedlife	TR	Brand	3	0.3%	2	Tracked
VAYU	TR	Brand	3	0.3%	2	Tracked
Pearl Izumi	Foreign	Brand	3	0.3%	1	Tracked
HNX	TR	Brand	3	0.3%	2	Tracked
Polo Ralph Lauren	Foreign	Brand	3	0.3%	2	Tracked
Norba	Foreign	Brand	3	0.3%	2	Tracked
DSG	Foreign	Brand	3	0.3%	1	Tracked
Regatta	Foreign	Brand	3	0.3%	2	Tracked
YDS Boots	TR	Brand	3	0.3%	2	Tracked
Senita Athletics	Foreign	Brand	3	0.3%	2	Tracked
Bueft	TR	Brand	3	0.3%	1	Tracked
Sully Sport Wear	TR	Brand	3	0.3%	1	Tracked
Mavi	TR	Brand	1	0.1%	1	Tracked

12.3 Data availability

The study tracked 214 entities (111 Turkish, 103 foreign); of these, 30 cleared the 5% threshold in the general cut, 24 in the local cut, 39 in the open cut, and 80 in at least one of the ten cuts. To support scrutiny and reproduction, the underlying data is available on request: response-level brand mentions, all ten qualified leaderboards and their brand-only variants, full unfiltered entity metrics, per-model and per-question-type breakdowns, the open-market breakdown, the full 623-domain source list, the entity dictionary with its decisions log, and the methodology and data dictionary.

All figures reflect a single point-in-time run (18–19 July 2026) and are subject to the limitations in Chapter 11. This is the first (baseline) measurement; the study will be repeated quarterly.

12.4 About Herm.io & disclosure

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

DISCLOSURE & NEUTRALITY

Herm.io does not sell SEO or GEO (search/AI-ranking) services, and this report does not recommend any. No brand paid to be included, ranked, or described, and a brand's score is not an endorsement or a judgment of its quality — it is a measure of visibility only. To keep the analysis objective, all citations to Herm.io's own domains were excluded from the source data.

REPORT PERIOD

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