

127 ChatGPT answers to 64 buyer questions in 5 EU niches: who gets linked

We asked ChatGPT 64 questions a buyer would ask about tea, coffee, mattresses, supplements and beauty supplements in France, Belgium and Ireland, twice each. Runs: 2026-10-13 to 2026-10-14. Logged-out ChatGPT with web search on, connection from Spain.

FINDINGS

- The most-linked shop appears in 38% to 88% of a niche's answers; the top three shops take 26% to 56% of shop links.
- Two runs of the same question share only 28% to 61% of the shop sites they link, on average per niche.
- Links go to shops' own sites: 476 of 506 links.
- Technical traits do not split linked from never-linked shops (Organization schema: 13 of 24 linked shops vs 44 of 68 never linked; OpenAI's search crawler not blocked: 24 of 24 vs 65 of 68).
- ChatGPT linked 13 domains with no working page, 22 times in total, in 5 of 8 cells.

METHOD AND LIMITS

A shop counts as linked when its domain is among the answer's links; names in running text are not counted. Every answer is stored with a timestamp. One engine, one run location, 127 answers: read percentages as counts, not market share. Domains are as ChatGPT linked them; on 14 Oct 2026 we checked which ones load. No causes are claimed. Licence: CC BY 4.0, credit CitedBy with a link.

DATA

Tables per niche and country, method and CSV downloads: citedby.eu/data. Contact: hello@citedby.eu.