MentionLab

GEO : Insurance Sector

BELGIUM - APRIL 2026

On a monthly basis, we process 1268 insurance-related LLM queries (634 FR, 634 NL) across ChatGPT, AI Overview and AI Mode to measure and compare brand visibility in Belgium. **Reach out to discover the full audit.**

26 628 unique results

1268 queries* NL/FR

Which insurance brands are the most visible in ChatGPT?

	SHARE OF MENTIONS	AVERAGE RANK
AXA	52.7%	3.0
ETHIAS	36.2%	3.1
AG INSURANCE	35.7%	3.0
ALLIANZ	35.1%	3.6
BELFIUS	23.6%	3.6
KBC	21.9%	3.2
YUZZU	13.0%	3.6
BALOISE	12.0%	4.4
DVV	11.4%	4.0
DKV	7.8%	2.2

FR-BE	SHARE OF MENTIONS	AVERAGE RANK
AXA	65.2%	3.1
ETHIAS	41.6%	3.7
AG INSURANCE	39.7%	4.6
ALLIANZ	37.8%	3.6
BELFIUS	27.7%	3.5
GROUPAMA	14.0%	3.8
YUZZU	13.9%	3.6
DVV	13.5%	4.2
BALOISE	12.6%	4.5
MAIF	10.8%	2.8

NL-BE	SHARE OF MENTIONS	AVERAGE RANK
AXA	40.2%	2.8
KBC	36.3%	3.0
ALLIANZ	32.5%	3.5
AG INSURANCE	31.8%	3.0
ETHIAS	30.9%	3.4
BELFIUS	19.6%	3.6
UNIVÉ	12.5%	3.5
CENTRAAL BEHEER	12.3%	2.7
YUZZU	12.2%	3.5
BALOISE	11.4%	4.2

* The study was conducted using 1268 insurance-related queries in French and Dutch for Belgium, in order to measure and compare brand visibility. The analysis covered 12 B2C insurance categories and 4 B2B insurance categories, as well as different user profiles (young, family, senior) and key decision criteria such as quality/price, coverage level, client service, deductible, reimbursement, and reputation.

What are the sources used by ChatGPT to answer?

FR-BE

MEDIA	PAGES	CITATION %
meilleurcourtier.be	25	17.4%
assurances.be	54	14.2%
axa.be	40	12.5%
directfin.be	22	10.2%
pv.be	28	8.8%
hellosafe.be	29	8.2%
reddit.com	72	6.7%
mon-assurance-auto.be	26	6.2%
ag.be	35	6.2%
mon-assurance-familiale.be	7	6.1%

NL-BE

MEDIA	PAGES	CITATION %
hellosafe.be	44	14.3%
kbc.be	47	13.6%
verzekeringen.be	52	13.1%
axa.be	50	11.9%
pv.be	42	11.2%
reddit.com	58	7.4%
allianz.be	53	6.1%
test-aankoop.be	50	6.0%
autoverzekering.vlaanderen	36	5.9%
dvv.be	7	5.5%

By B2B insurance type

	WORK-RELATED ACCIDENTS	COMPANY VEHICLE	PROFESSIONAL RESPONSIBILITY	FIRE
1	AXA	Allianz	AXA	AXA
2	AG Insurance	AXA	Allianz	Allianz
3	ETHIAS	ETHIAS	HISCOX	AG Insurance

By profile

	FAMILY	YOUNG	SENIOR
1	AXA	AXA	AXA
2	ETHIAS	Allianz	Allianz
3	AG Insurance	ETHIAS	ETHIAS

By criteria

	1	2	3
CLIENT SERVICE	AXA	Allianz	ETHIAS
QUALITY / PRICE	AXA	ETHIAS	Allianz
COMPENSATION CAP	AXA	AG Insurance	Allianz
COVERAGE LEVEL	AXA	Allianz	ETHIAS
DEDUCTIBLE	AXA	ETHIAS	Allianz

	1	2	3
MODULARITY	AXA	AG Insurance	ETHIAS
ONLINE PROCESS	AXA	Belfius	YAGO
REIMBURSEMENT	AXA	AG Insurance	Allianz
REPUTATION	AXA	AG Insurance	ETHIAS
WAITING PERIOD	AXA	AG Insurance	ETHIAS

By B2C insurance type

	HOME	CAR	MOTORCYCLE	BICYCLE	FAMILY	LEGAL PROTECTION
1	AXA	AXA	AXA	YUZZUC	AXA	ARAG
2	ETHIAS	YUZZUC	Belfius	KBC	ETHIAS	DAS
3	Allianz	ETHIAS	YUZZUC	AXA	AG INSURANCE	AXA

	PENSION SAVINGS	OUTSTANDING BALANCE	TRAVEL	FUNERAL	HOSPITALIZATION	ACCIDENT
1	AG INSURANCE	AXA	Allianz	DELA	DKV	AXA
2	AXA	Allianz	europ assistance	Belfius	AG INSURANCE	Allianz
3	KBC	KBC	AXA	Monuta	ETHIAS	AG INSURANCE

Results for

AI Mode

BRANDS	MENTION	AV. RANK
AG insurance	56.1 %	2.9
Axa	54.5 %	3.4
Ethias	53.5 %	3.7
Belfius	26.9 %	3.8
Allianz	24.8 %	4.1

MEDIAS	CITATION %	PAGES
ag.be	35.2%	297
ethias.be	29.2%	191
axa.be	26.7%	193
hellosafe.be	20.7%	127
verzekeringhelp.be	18.9%	7

AI Overview

BRANDS	MENTION	AV. RANK
Ethias	36.5 %	3.3
Axa	36.1 %	3.2
AG insurance	35.3 %	2.6
Belfius	17.2 %	3.5
Allianz	15.9 %	3.9

MEDIAS	CITATION %	PAGES
ag.be	21.6%	210
axa.be	19.8%	118
ethias.be	19.4%	122
yago.be	14.3%	173
pv.be	13.1%	83

AXA establishes itself as the **leader in AI visibility** on the Belgian insurance market (**52.7%** share of mentions). **Ethias** confirms its position as a solid runner-up with **36.2**% share of mentions, reflecting an already competitive landscape in terms of generative AI visibility, particularly in the French-speaking market, where **AXA** reaches **65.2%**.

The sources cited by AI go well **beyond official brand websites**: comparison and broker platforms (meilleurcourtier.be, assurances.be, hellosafe.be) and community forums like Reddit are increasingly influencing which brands surface in AI-generated answers, a trend to monitor closely for any AI visibility strategy.

On **Google AI Mode** and **AI Overview**, a new dynamic is emerging clearly: **AG Insurance** leads on AI Mode with **56.1%** share of mentions, while **Ethias** takes the top spot on AI Overview (**36.5%**), revealing that brand visibility can vary significantly depending on the AI engine. Brands with a strong presence across comparison platforms and their own .be domains therefore benefit from a growing structural advantage, while **Baloise** (**avg. rank 4.4**) and **DVV** (**avg. rank 4.0**) appear to be the least visible brands in this first edition of the barometer.

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