Citation sources per market: 50+ countries, October 2026 snapshot

Citation Builder research, IT DEV E.E., Athens. Catalog read 2026-10-20. Licence CC BY 4.0.

Summary

One row per market in the Citation Builder catalog: how many citation sources (business directories, map and places platforms) a local business in that country is ranked against, split into national and global sources and by cost model, with the count at domain rating 70 or higher and how many our service builds.

- The median market resolves 30 citation sources; the largest are United Kingdom (82), Australia (73), United States (67), Germany (48), Canada (45), France (44).
- Every market shares the same 27 global sources (maps, places databases and the largest general directories); what separates markets is the national layer, from 55 national sources down to 0.
- 21 of 63 markets have two national sources or fewer, so for them the global layer carries most of the weight.
- Free to list is the norm: the median market is 90% free.

Methodology

- Source: the live Citation Builder catalog, read on 2026-10-20 through the same relevance-ranked query that renders each public country page at https://localseocitationbuilder.com/citation-sites.
- national = sources mapped to that country; global = sources applied to every market; free / freemium / paid = the cost model of listing; dr70_plus = sources whose stored third-party domain rating is 70 or higher (most sources carry none); built_for_you = sources our builds submit to.
- No value is estimated; every figure is a count over rows.

Data

country_code	country	sources	national	global	free	freemium	paid	free_pct	dr70_plus	built_for_you
AL	Albania	29	2	27	27	2	0	93	5	7
AR	Argentina	31	4	27	27	3	1	87	6	8
AU	Australia	73	46	27	62	5	6	85	11	39
AT	Austria	34	7	27	29	4	1	85	7	11
BD	Bangladesh	31	4	27	26	5	0	84	5	7
BE	Belgium	30	3	27	28	2	0	93	6	9
BR	Brazil	32	5	27	26	3	3	81	7	8
BG	Bulgaria	29	2	27	27	2	0	93	5	9
CA	Canada	45	18	27	38	5	2	84	10	12
CL	Chile	30	3	27	26	4	0	87	5	8
HR	Croatia	30	3	27	28	2	0	93	5	10
CY	Cyprus	30	3	27	28	2	0	93	5	9
CZ	Czechia	29	2	27	26	3	0	90	6	7

DK	Denmark	30	3	27	27	3	0	90	7	8
EG	Egypt	30	3	27	28	2	0	93	5	7
EE	Estonia	29	2	27	28	1	0	97	5	8
FI	Finland	30	3	27	27	3	0	90	6	8
FR	France	44	17	27	33	5	6	75	10	12
DE	Germany	48	21	27	33	10	5	69	14	17
GR	Greece	38	11	27	36	2	0	95	7	17
HK	Hong Kong	29	2	27	27	2	0	93	5	9
HU	Hungary	29	2	27	26	3	0	90	5	9
IS	Iceland	27	0	27	26	1	0	96	5	7
IN	India	34	7	27	28	6	0	82	8	9
ID	Indonesia	30	3	27	26	4	0	87	5	7
IE	Ireland	33	6	27	27	5	1	82	5	9
IL	Israel	29	2	27	26	3	0	90	5	7
IT	Italy	37	10	27	30	5	2	81	8	11
JP	Japan	28	1	27	27	1	0	96	5	8
KE	Kenya	30	3	27	26	4	0	87	5	7
LV	Latvia	30	3	27	27	3	0	90	5	10
LT	Lithuania	29	2	27	27	2	0	93	5	8
LU	Luxembourg	32	5	27	27	3	2	84	5	9
MY	Malaysia	31	4	27	28	3	0	90	5	8
MT	Malta	29	2	27	27	2	0	93	5	8
MX	Mexico	31	4	27	26	5	0	84	6	9
MA	Morocco	32	5	27	28	4	0	88	5	9
NL	Netherlands	34	7	27	28	3	3	82	8	9
NZ	New Zealand	33	6	27	30	3	0	91	5	10
NG	Nigeria	31	4	27	29	2	0	94	5	8
NO	Norway	28	1	27	26	2	0	93	6	7
PK	Pakistan	30	3	27	26	4	0	87	5	7
PH	Philippines	29	2	27	27	2	0	93	5	8
PL	Poland	35	8	27	28	5	2	80	8	10
PT	Portugal	34	7	27	29	4	1	85	6	9
QA	Qatar	29	2	27	26	3	0	90	5	7
RO	Romania	29	2	27	26	3	0	90	6	9
SA	Saudi Arabia	30	3	27	26	4	0	87	5	7
SG	Singapore	29	2	27	26	3	0	90	5	9
SK	Slovakia	28	1	27	26	2	0	93	5	7
SI	Slovenia	28	1	27	26	2	0	93	5	7
ZA	South Africa	33	6	27	29	2	2	88	5	10
KR	South Korea	29	2	27	28	1	0	97	7	7
ES	Spain	37	10	27	30	5	2	81	10	10
LK	Sri Lanka	29	2	27	28	1	0	97	5	7
SE	Sweden	30	3	27	27	3	0	90	7	8
CH	Switzerland	35	8	27	30	3	2	86	9	13

TH	Thailand	29	2	27	26	3	0	90	5	7
TR	Turkey	33	6	27	29	4	0	88	5	10
AE	United Arab Emirates	30	3	27	27	2	1	90	6	9
GB	United Kingdom	82	55	27	54	15	13	66	18	28
US	United States	67	40	27	54	9	4	81	24	13
VN	Vietnam	30	3	27	26	4	0	87	5	7