

Google's product grid disappeared in 14 European markets. Here is what retailers need to check.

On 16 September 2026 Product Grid listings stopped appearing in all 14 EEA markets BrightEdge tracks, and a Comparison Sites section began appearing in the same markets on the same day.

Source: BrightEdge Professional Services, 1 September to 13 October 2026. 14 tracked EEA markets. These counts show how many tracked keywords display each section. They do not show whether a given merchant's products appear inside it.

One service represents your domain for free listings

UNTIL 15 SEPTEMBER

Free product grid

Fed by your Merchant Center feed.

FROM 16 SEPTEMBER

Comparison Sites section

Google's box plus third-party boxes fed by their own catalogs.

ROUTE INTO THE SECTION	FED BY	YOUR LEVER
Google Shopping box	Merchant Center feed, product and offer schema, page content	Feed quality, and which CSS represents your domain for free listings
Third-party service boxes	Each service's own catalog, fed by direct feeds, affiliate networks or feed partners	Presence and data accuracy in each service's catalog

Table 1. Routes by which a product can appear in the Comparison Sites section. Source: BrightEdge Professional Services, 1 September to 13 October 2026. 14 tracked EEA markets. CSS mechanics from Google Merchant Center documentation.

In the EEA one comparison shopping service represents a merchant domain for free product listings. That rule predates this change. What is new is where those listings now appear.

Third-party comparison services use their own product catalogs, separate from Merchant Center. Retailers should check which services carry their products and whether the information is accurate.

Google Shopping led by 16x to 35x in September

16 to 35x

Google Shopping's appearances against the next-largest service, in Germany, France, Spain and Italy

71%

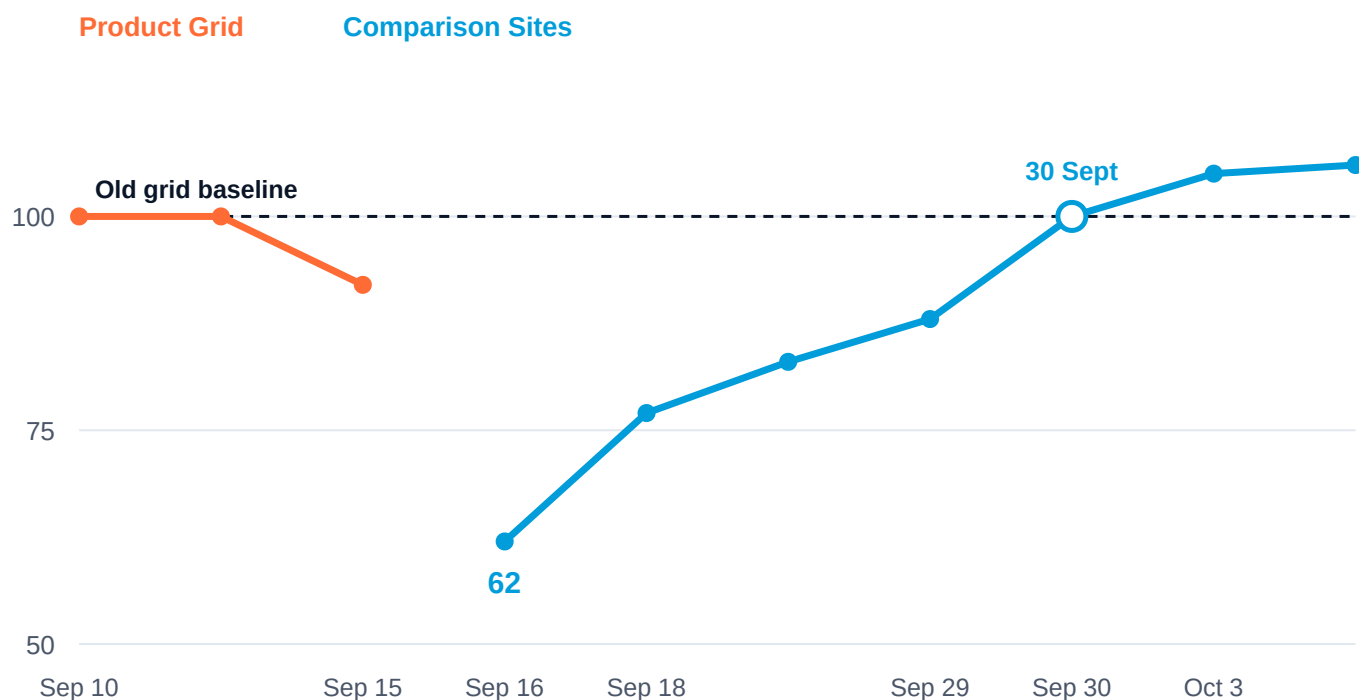
of Comparison Sites appearances land in positions one to four, from 61% in France to 76% in Spain and Italy

The multiple counts how often each service appears in the section, on tracked queries from 9 to 29 September 2026. It does not measure how a merchant's products perform inside it. BrightEdge has not tested what changes when a merchant switches service.

Figure 1. Source: BrightEdge Professional Services EEA product results analysis. Germany, France, Spain and Italy, 9 to 29 September 2026. The multiple is Google Shopping's appearances in the section divided by the next-largest service's appearances on tracked queries. The daily coverage collection runs 1 September to 13 October 2026, a different window.

Google Shopping appeared substantially more often than other services during the period measured. The section exists to give third-party services comparable prominence. If third-party services gain share, retailers will need to pay closer attention to their product coverage in those catalogs.

Product section coverage returned to baseline by 30 September



KEYWORDS SHOWING A PRODUCT SECTION, 14 TRACKED EEA MARKETS, BASELINE = 100

Figure 2. Keywords showing a product section, 14 tracked EEA markets, indexed to the 10 to 14 September Product Grid average. Source: BrightEdge Professional Services, 1 September to 13 October 2026. 14 tracked EEA markets. What to do: annotate 16 September in your own EEA product reporting.

The number of tracked keywords showing a product section fell 38% below the previous baseline on 16 September and returned to that level by 30 September. This measures the presence of the search feature. It does not show whether individual retailers maintained their product visibility. Collection changes may have affected the early coverage trend.

Four checks before the peak

- 1 Which CSS represents each merchant domain**
Confirm the service for free listings and resolve any eligibility issues.
- 2 Whether your products are in third-party catalogs**
Record the services carrying your priority products in each market, and the feed behind each.
- 3 Whether product data is accurate in both places**
Titles, prices, availability and identifiers, in the Merchant Center feed and in each catalog.
- 4 What changed after 16 September in your own numbers**
Product visibility and clicks, with the layout change marked in reporting.

Which service represents a domain is quick to establish. What that choice is worth is a separate question, and this research does not answer it.

Market detail, methodology and the full checklist

The article carries the market-by-market index, what the counts do and do not measure, the research limitations, and the checks in full.

Full research linked in the post.

Source: BrightEdge Professional Services. Daily search results collection on a tracked product query set, 1 September to 13 October 2026. 14 tracked EEA markets.

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