



KEY CATEGORIES TRENDS BY MARKET SECTOR

VISION : **LAST WEEK @ 10/05/2020 (D+5)**

**ONLY RETAIL CHANNELS EXCLUDING
PHARMA, ORGANIC, BABY, ON-THE-GO CHANNELS**

week ending 10/05/2020

Top/Bottom

DROGHERIA ALIMENTARE - Latest week - Week Ending 10/05/20- Red

TOP20 - Benchmark Market - Sales

100% EPICERIE sector

IT Italia

IT Italia Supermercati

			Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
DROGHERIA ALIMENTARE PRODOTTI FORNO E CEREALI	15.9	79.5	7.7	5.7	16.3	34.8	8.1	2,605.5	43.8	0.2		
DROGHERIA ALIMENTARE LATTICINI UHT ed ASSIMILABILI	8.3	41.3	23.0	7.7	8.1	17.3	23.7	3,310.7	41.9	0.2		
DROGHERIA ALIMENTARE PREPARATI BEVANDE CALDE	8.1	40.7	24.3	7.9	8.6	18.4	28.3	4,054.4	45.2	1.4		
DROGHERIA ALIMENTARE CONSERVE ANIMALI	7.6	38.0	19.1	6.1	7.5	15.9	20.7	2,721.4	41.8	0.6		
DROGHERIA ALIMENTARE FUORI PASTO DOLCI	7.0	34.9	-1.8	-0.6	6.9	14.7	0.8	117.9	42.1	1.1		
DROGHERIA ALIMENTARE OLIO ACETO SUCCO di LIMONE	6.6	33.0	20.0	5.5	6.6	14.0	20.7	2,404.2	42.6	0.2		
DROGHERIA ALIMENTARE PANE e SOSTITUTIVI	6.4	31.7	6.2	1.8	6.5	13.8	7.9	1,004.5	43.4	0.7		

	IT Italia					IT Italia Supermercati				
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
DROGHERIA ALIMENTARE PASTA	4.9	24.5	9.2	2.1	5.3	11.3	10.8	1,104.7	46.1	0.7
DROGHERIA ALIMENTARE INGREDIENTI BASE	4.9	24.3	75.2	10.4	5.0	10.6	82.7	4,793.0	43.5	1.8
DROGHERIA ALIMENTARE VEGETALI CONSERVATI	4.3	21.3	22.9	4.0	3.9	8.2	23.5	1,565.8	38.6	0.2
DROGHERIA ALIMENTARE SPALMABILI DOLCI	4.3	21.3	29.0	4.8	4.5	9.6	26.1	1,977.2	44.9	-1.0
DROGHERIA ALIMENTARE FRUTTA E VEGETALI SECCHI	4.2	20.8	14.9	2.7	3.8	8.1	18.1	1,240.1	38.9	1.1
DROGHERIA ALIMENTARE FUORI PASTO SALATI	3.3	16.5	9.7	1.5	3.1	6.6	10.5	624.8	39.6	0.3
DROGHERIA ALIMENTARE SUGHI SALSE e CONDIMENTI	3.1	15.6	24.7	3.1	3.1	6.5	25.7	1,332.0	41.9	0.3

TOP20 - Benchmark Market - Sales

	IT Italia				IT Italia Supermercati					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
DROGHERIA ALIMENTARE DERIVATI DEL POMODORO	2.9	 14.6	27.2	3.1	2.9	 6.2	28.4	1,370.2	42.5	0.4
DROGHERIA ALIMENTARE INSAPORITORI	1.8	 9.0	19.0	1.4	1.8	 3.9	19.8	637.0	42.8	0.3
DROGHERIA ALIMENTARE RISO	1.6	 7.8	16.8	1.1	1.5	 3.1	15.2	414.4	40.4	-0.6
DROGHERIA ALIMENTARE PRODOTTI DIETETICI	1.5	 7.2	7.4	0.5	1.3	 2.7	13.1	315.5	37.6	1.9
DROGHERIA ALIMENTARE CIBI INFANZIA	1.1	 5.5	-10.9	-0.7	1.2	 2.5	-8.2	-221.7	44.8	1.3
DROGHERIA ALIMENTARE PREPARATI e PIATTI PRONTI	0.9	 4.3	10.8	0.4	0.8	 1.7	4.4	72.8	39.8	-2.4
Summary	98.5	491.8	16.2	68.5	98.5	209.8	17.6	31,444.6	42.7	0.5

Top/Bottom

BEVANDE - Latest week - Week Ending 10/05/20- Red: <

TOP30 - Benchmark Market - Sales

100% LIQUIDES sector

IT Italia

IT Italia Supermercati

		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
BEVANDE VINO		21.4	45.2	21.6	8.0	21.2	18.2	25.7	3,723.3	40.2	1.3
BEVANDE BIRRE		19.8	42.0	51.2	14.2	19.6	16.8	49.3	5,557.0	40.1	-0.5
BEVANDE ACQUA		19.1	40.5	11.8	4.3	19.8	17.0	10.8	1,660.7	42.0	-0.4
BEVANDE BEVANDE GASSATE		11.7	24.8	22.8	4.6	11.4	9.8	19.5	1,594.5	39.4	-1.1
BEVANDE LIQUORI		8.4	17.8	21.3	3.1	8.2	7.0	29.8	1,615.0	39.4	2.6
BEVANDE SUCCHI NETTARI E SPREMUTE		7.0	14.8	11.7	1.5	6.8	5.8	11.8	615.9	39.4	0.0
BEVANDE BEVANDE PIATTE		4.4	9.3	9.0	0.8	4.5	3.9	7.0	252.8	41.7	-0.8
BEVANDE CHAMPAGNE/SPUMANTE		4.1	8.6	32.7	2.1	4.2	3.6	34.3	916.4	41.6	0.5
BEVANDE APERITIVI		3.0	6.4	56.1	2.3	3.2	2.7	70.4	1,122.9	42.5	3.6
BEVANDE ALTRE BEVANDE PREPARATI		1.1	2.3	45.4	0.7	1.1	0.9	49.1	305.5	39.6	1.0
Summary		100.0	211.7	24.6	41.8	100.0	85.7	25.4	17,364.0	40.5	0.3

Shared vs. BEVANDE

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS(

TOP20 - Benchmark Market - Sales

100% FRAIS LS sector

		IT Italia		IT Italia Supermercati							
		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRESCO FORMAGGI	29.4	89.7	29.9	20.7	29.3	35.7	33.6	8,980.1	39.8	1.1	
FRESCO SALUMI	19.9	60.8	33.5	15.3	17.0	20.7	33.8	5,231.2	34.1	0.1	
FRESCO YOGURT E SIMILARI	11.7	35.7	15.2	4.7	13.2	16.1	16.2	2,245.8	45.2	0.4	
FRESCO PREPARATI/PIATTI PRONTI/SPECIALITA	9.3	28.4	5.2	1.4	8.8	10.8	2.9	302.9	37.9	-0.9	
FRESCO UOVA FRESCHE	6.5	19.9	29.8	4.6	6.9	8.4	32.9	2,082.5	42.3	1.0	
FRESCO PASTA FRESCA	5.3	16.2	6.9	1.0	5.8	7.1	7.7	510.0	44.0	0.3	
FRESCO LATTE e PANNA FRESCA	5.2	15.9	1.2	0.2	6.3	7.6	0.6	49.0	48.0	-0.2	
FRESCO CONDIMENTI FRESCHI	3.5	10.8	36.5	2.9	3.6	4.4	35.1	1,149.4	40.9	-0.4	
FRESCO ALTRI PRODOTTI FRESCHI	2.9	8.8	27.2	1.9	3.1	3.8	28.5	849.0	43.3	0.5	
FRESCO FRESCHI DOLCI	2.8	8.5	17.9	1.3	2.8	3.4	19.6	565.1	40.7	0.6	
FRESCO PRECOTTI	2.3	7.0	39.3	2.0	2.1	2.5	52.7	866.9	35.9	3.2	
FRESCO GASTRONOMIA VEGETALE SOSTITUTIVA	0.8	2.3	3.9	0.1	0.8	0.9	5.4	47.4	40.3	0.6	
FRESCO BEVANDE FRESCHE	0.3	1.0	-13.0	-0.1	0.3	0.4	-14.3	-66.6	39.8	-0.6	
Summary	100.0	304.9	22.4	55.8	100.0	122.0	23.0	22,812.6	40.0	0.2	

Top/Bottom

FREDDO - Latest week - Week Ending 10/05/2020 - Retail

TOP20 - Benchmark Market - Sales

100% SURGELES sector

		IT Italia				IT Italia Supermercati					
		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FREDDO SURGELATI		67.5	64.7	24.1	12.5	64.9	25.4	23.2	4,774.0	39.2	-0.3
FREDDO GELATI		32.5	31.1	64.0	12.1	35.1	13.7	66.2	5,457.8	44.1	0.6
Summary		100.0	95.7	34.7	24.7	100.0	39.1	35.5	10,231.8	40.8	0.2

Shared vs. FREDDO

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (



nielsen strategic planner (local)

Copyright © 2020 The Nielsen Company
Prepared by Nielsen for ALL BANNER PROMO
Created on May 15th 2020 - RET82

Top/Bottom

FREDDO SURGELATI - Latest week - Week Ending 10/05/2024 - Key

TOP20 - Benchmark Market - Sales

100% SURGELES SALES
sector

IT Italia

IT Italia Supermercati

			Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FREDDO SURGELATI SURG PESCE NATURALE			16.1	15.4	43.2	4,653.6	14.1	5,498.7	44.3	1,688.4	35.7	0.3
FREDDO SURGELATI SURG VEGETALI NATURALI/FRUTTA			16.0	15.3	12.9	1,758.6	15.8	6,180.2	11.1	617.2	40.3	-0.7
FREDDO SURGELATI SURG PIZZERIA			8.8	8.4	14.9	1,094.1	8.8	3,436.0	20.8	591.2	40.8	2.0
FREDDO SURGELATI SURG PESCE PREPARATO PANATO			7.6	7.3	27.1	1,557.8	8.3	3,233.6	25.8	663.3	44.2	-0.4
FREDDO SURGELATI SURG PIATTI PRONTI			6.2	5.9	13.2	692.8	6.2	2,431.6	16.5	343.8	41.0	1.1
FREDDO SURGELATI SURG SPECIALITA' SALATE			3.5	3.4	24.2	658.6	3.4	1,309.8	19.4	212.9	38.8	-1.6
FREDDO SURGELATI SURG CARNE			2.8	2.7	26.6	559.7	2.2	864.8	26.0	178.5	32.5	-0.2

Top/Bottom

FREDDO SURGELATI - Latest week - Week Ending 10/05/2020 - Retail

TOP20 - Benchmark Market - Sales

100% SURGELES SALES sector

IT Italia

IT Italia Supermercati

			Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FREDDO SURGELATI SURG PREP SUGHI E SALSE	2.1	2.1	61.7	785.0	1.9	758.6	40.1	217.2	36.9	-5.7		
FREDDO SURGELATI SURG VEGETALI PREPARATI	1.5	1.4	17.1	207.2	1.3	494.5	13.6	59.0	34.8	-1.1		
FREDDO SURGELATI SURG DOLCI/PASTICCERIA	1.2	1.2	63.1	449.0	1.2	454.3	61.3	172.7	39.1	-0.4		
FREDDO SURGELATI SURGELATI S/GLUTINE	1.1	1.1	36.5	290.1	1.2	478.1	39.8	136.2	44.1	1.1		
FREDDO SURGELATI SURG PANE/PASTE	0.5	0.5	-25.7	-167.2	0.6	221.8	-32.4	-106.4	45.9	-4.6		
Summary	67.5		64.7	24.1	12,539.4	64.9	25,362.0	23.2	4,774.0	39.2	-0.3	

Shared vs. FREDDO

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (

Top/Bottom

PET CARE - Latest week - Week Ending 10/05/20- Red:

TOP20 - Benchmark Market - Sales

100% PET CARE sector

IT Italia

IT Italia Supermercati

		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
PET CARE PET CARE GATTO		57.7	16.6	4.7	748.2	61.1	6,298.5	3.0	183.3	38.0	-0.6
PET CARE PET CARE CANE		39.2	11.2	5.5	582.8	36.4	3,746.6	5.2	185.3	33.4	-0.1
PET CARE PET CARE ALTRI ANIMALI		3.1	0.9	14.7	114.4	2.5	255.4	12.9	29.3	28.7	-0.5
Summary		100.0	28.7	5.3	1,445.4	100.0	10,300.4	4.0	397.9	35.9	-0.4

Shared vs. PET CARE

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (



nielsen strategic planner (local)

Copyright © 2020 The Nielsen Company
Prepared by Nielsen for ALL BANNER PROMO
Created on May 15th 2020 - RET82

Top/Bottom

CURA PERSONA - Latest week - Week Ending 10/05/20- Red: <=0

TOP20 - Benchmark Market - Sales

100% HYGIENE-BEAUTE
sector

IT Italia

IT Italia Specialisti Drug

		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
CURA PERSONA IGIENICO SANITARI	23.1	34.7	2.4	815.7	14.1	7,644.5	12.7	862.3	22.1	2.0	
CURA PERSONA IGIENE PERSONALE	15.9	24.0	14.7	3,075.0	15.5	8,423.3	18.3	1,301.8	35.2	1.1	
CURA PERSONA CAPELLI	14.9	22.4	35.8	5,914.7	18.1	9,856.3	47.3	3,164.1	44.0	3.4	
CURA PERSONA IGIENE ORALE	10.6	15.9	5.3	794.7	9.2	4,982.9	8.6	393.2	31.3	1.0	
CURA PERSONA CORPO MANI PIEDI	6.1	9.1	27.0	1,946.5	7.9	4,299.3	46.5	1,363.7	47.0	6.2	
CURA PERSONA VISO	6.1	9.1	-4.4	-417.8	8.1	4,383.2	3.0	128.9	48.1	3.5	
CURA PERSONA PARAFARMACEUTICO	6.0	9.1	148.6	5,427.4	4.1	2,239.9	251.5	1,602.7	24.7	7.2	
CURA PERSONA RASATURA+DEPILAZIONE	6.0	9.1	22.4	1,654.6	6.8	3,711.8	48.4	1,211.0	41.0	7.2	
CURA PERSONA PRIMA INFANZIA	5.7	8.5	-3.4	-302.2	3.7	1,986.3	-0.2	-3.2	23.4	0.8	
CURA PERSONA COSMETICA	3.2	4.8	-23.0	-1,445.0	6.6	3,593.7	-27.2	-1,342.1	74.2	-4.3	
CURA PERSONA PROFUMERIA	2.4	3.6	-22.1	-1,019.8	5.9	3,199.1	-22.6	-933.3	88.8	-0.6	
Summary	100.0	150.3	12.3	16,443.9	100.0	54,320.4	16.6	7,749.2	36.1	1.3	

Shared vs. CURA PERSONA

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS{

CURA CASA - Latest week - Week Ending 10/05/20- Red: <=

[illegible][illegible]

100% ENTRETIEN-MENAGE sector

	IT Italia				IT Italia Specialisti Drug					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in K EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
CURA CASA INSETTICIDI	3.4	4.5	113.5	2,402.9	3.3	1,132.8	143.7	668.0	25.1	3.1
CURA CASA COMMODITIES	1.3	1.8	54.8	626.8	1.0	347.8	59.3	129.5	19.6	0.6
Summary	100.0	132.6	29.4	30,113.2	100.0	34,741.2	37.6	9,484.7	26.2	1.6

Shared vs. CURA CASA

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS{



nielsen strategic planner (local)

Copyright © 2020 The Nielsen Company
Prepared by Nielsen for ALL BANNER PROMO
Created on May 15th 2020 - RET82



KEY CATEGORIES TRENDS BY MARKET SECTOR

VISION YTS COVID-19 = LAST 12 WEEKS @ 10/05/2020 (D+5)

ONLY RETAIL CHANNELS EXCLUDING
PHARMA, ORGANIC, BABY, ON-THE-GO CHANNELS

12 weeks ending 10/05/2020

Top/Bottom

DROGHERIA ALIMENTARE - Latest 12 Weeks - Week Ending 10/05/2024

TOP20 - Benchmark Market - Sales

100% EPICERIE sector

IT Italia

IT Italia Supermercati

TOP20 - Benchmark Market - Sales

	IT Italia				IT Italia Supermercati					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
DROGHERIA ALIMENTARE INGREDIENTI BASE	5.3	334.4	79.9	148.5	5.4	151.2	92.8	72.8	45.2	3.0
DROGHERIA ALIMENTARE PASTA	5.1	322.3	19.3	52.1	5.4	151.9	23.9	29.3	47.1	1.8
DROGHERIA ALIMENTARE RICORRENZE	4.6	292.8	-30.3	-127.1	5.2	145.4	-24.3	-46.8	49.6	3.9
DROGHERIA ALIMENTARE SPALMABILI DOLCI	4.3	268.8	32.6	66.1	4.5	125.6	37.7	34.4	46.7	1.7
DROGHERIA ALIMENTARE FRUTTA E VEGETALI SECCHI	4.0	249.8	11.6	25.9	3.6	101.1	21.0	17.6	40.5	3.2
DROGHERIA ALIMENTARE VEGETALI CONSERVATI	3.9	247.7	21.7	44.2	3.6	101.0	31.5	24.2	40.8	3.0
DROGHERIA ALIMENTARE FUORI PASTO SALATI	3.2	200.6	11.5	20.7	2.9	82.3	16.1	11.4	41.0	1.6

TOP20 - Benchmark Market - Sales

	IT Italia				IT Italia Supermercati					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
DROGHERIA ALIMENTARE DERIVATI DEL POMODORO	3.0	189.8	38.0	52.2	3.0	84.4	44.8	26.1	44.5	2.1
DROGHERIA ALIMENTARE SUGHI SALSE e CONDIMENTI	2.8	173.6	22.2	31.5	2.7	75.3	27.7	16.3	43.4	1.9
DROGHERIA ALIMENTARE INSAPORITORI	1.8	113.6	22.0	20.5	1.8	50.9	28.7	11.4	44.8	2.3
DROGHERIA ALIMENTARE RISO	1.5	95.2	29.0	21.4	1.5	40.7	33.4	10.2	42.7	1.4
DROGHERIA ALIMENTARE PRODOTTI DIETETICI	1.2	75.9	-1.6	-1.2	1.1	29.7	7.5	2.1	39.1	3.3
DROGHERIA ALIMENTARE CIBI INFANZIA	1.1	70.3	-1.8	-1.3	1.2	32.4	4.1	1.3	46.0	2.6
Summary	98.2	6,187.6	13.0	712.2	98.3	2,749.5	19.3	445.3	44.4	2.4

Top/Bottom

BEVANDE - Latest 12 Weeks - Week Ending 10/05/2020

TOP20 - Benchmark Market - Sales

100% LIQUIDES sector

IT Italia

IT Italia Supermercati

		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
BEVANDE VINO	23.0	503.6	11.3	51.1	22.9	210.8	17.6	31.5	41.9	2.2	
BEVANDE ACQUA	20.4	446.5	2.0	8.9	21.1	194.2	6.1	11.1	43.5	1.7	
BEVANDE BIRRE	17.8	390.3	16.0	53.8	17.5	161.1	18.5	25.1	41.3	0.9	
BEVANDE BEVANDE GASSATE	11.8	259.6	2.6	6.6	11.5	105.6	2.6	2.7	40.7	0.0	
BEVANDE LIQUORI	8.7	191.3	-0.1	-0.1	8.5	78.6	7.0	5.2	41.1	2.7	
BEVANDE SUCCHI NETTARI E SPREMUTE	7.1	155.5	1.1	1.7	6.8	62.7	5.1	3.0	40.3	1.5	
BEVANDE BEVANDE PIATTE	3.8	83.9	-4.8	-4.3	3.9	35.5	-3.2	-1.2	42.3	0.7	
BEVANDE CHAMPAGNE/SPUMANTE	3.8	83.7	-10.5	-9.8	3.9	36.2	-4.3	-1.6	43.3	2.8	
BEVANDE APERITIVI	2.6	57.0	7.8	4.1	2.7	24.6	19.0	3.9	43.3	4.1	
BEVANDE ALTRE BEVANDE PREPARATI	1.0	22.4	27.8	4.9	1.0	9.5	36.1	2.5	42.4	2.6	
Summary	100.0	2,193.7	5.6	117.0	100.0	918.9	9.8	82.3	41.9	1.6	

Shared vs. BEVANDE

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (

FRESCO - Latest 12 Weeks - Week Ending 10/05/20- Red: ≤ 0 ,

100% FRAIS LS sector

		IT Italia				IT Italia Supermercati					
		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FRESCO FORMAGGI	29.2	1,043.8	27.5	225.0	28.7	429.2	36.1	113.9	41.1	2.6	
FRESCO SALUMI	19.0	678.1	24.7	134.1	16.5	247.5	37.3	67.3	36.5	3.4	
FRESCO YOGURT E SIMILARI	10.9	389.2	9.3	33.3	12.1	181.5	13.7	21.9	46.6	1.8	
FRESCO PREPARATI/PIATTI PRONTI/SPECIALITA	9.1	324.6	-2.6	-8.6	8.8	132.2	2.6	3.3	40.7	2.0	
FRESCO UOVA FRESCHE	7.2	258.0	35.4	67.5	7.6	113.8	44.4	35.0	44.1	2.7	
FRESCO PASTA FRESCA	5.8	208.6	8.7	16.7	6.4	95.5	13.7	11.5	45.8	2.0	
FRESCO LATTE e PANNA FRESCA	5.3	189.4	0.5	0.9	6.2	93.0	2.0	1.8	49.1	0.7	
FRESCO CONDIMENTI FRESCI	4.2	148.8	42.8	44.6	4.3	65.1	51.4	22.1	43.7	2.5	
FRESCO ALTRI PRODOTTI FRESCI	3.2	115.4	30.0	26.6	3.4	51.5	36.0	13.7	44.6	2.0	
FRESCO FRESCI DOLCI	2.8	99.9	11.1	10.0	2.8	41.3	15.6	5.6	41.4	1.6	
FRESCO PRECOTTI	2.3	80.5	33.3	20.1	2.0	30.1	53.4	10.5	37.3	4.9	
FRESCO GASTRONOMIA VEGETALE SOSTITUTIVA	0.7	25.9	0.1	0.0	0.7	10.7	5.6	0.6	41.3	2.1	
FRESCO BEVANDE FRESCHE	0.3	11.3	-15.3	-2.0	0.3	4.7	-11.2	-0.6	41.9	1.9	
Summary	100.0	3,573.6	18.9	568.3	100.0	1,496.1	25.8	306.4	41.9	2.3	

Top/Bottom

FREDDO - Latest 12 Weeks - Week Ending 10/05/20- Red: <=0,

TOP20 - Benchmark Market - Sales

100% SURGELES sector

IT Italia					IT Italia Supermercati						
		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FREDDO SURGELATI		82.0	843.6	27.6	182.5	80.8	352.7	35.8	93.0	41.8	2.5
FREDDO GELATI		18.0	184.9	27.6	40.0	19.2	83.6	32.4	20.5	45.2	1.6
Summary		100.0	1,028.5	27.6	222.5	100.0	436.3	35.2	113.5	42.4	2.4

Shared vs. FREDDO

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (



nielsen strategic planner (local)

Copyright © 2020 The Nielsen Company
Prepared by Nielsen for ALL BANNER PROMO
Created on May 15th 2020 - RET82

		IT Italia		IT Italia Supermercati							
		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FREDDO SURGELATI SURG VEGETALI NATURALI/FRUTTA		21.3	219.4	22.7	40.6	21.5	93.8	27.4	20.2	42.8	1.6
FREDDO SURGELATI SURG PESCE NATURALE		17.7	182.4	37.0	49.3	15.9	69.4	49.8	23.1	38.0	3.3
FREDDO SURGELATI SURG PIZZERIA		10.7	110.1	23.2	20.7	10.8	47.0	34.3	12.0	42.7	3.5
FREDDO SURGELATI SURG PESCE PREPARATO PANATO		9.6	98.7	33.6	24.8	10.5	46.0	39.4	13.0	46.6	2.0
FREDDO SURGELATI SURG PIATTI PRONTI		7.8	80.5	19.1	12.9	8.0	34.9	30.0	8.1	43.4	3.6
FREDDO SURGELATI SURG SPECIALITA' SALATE		4.5	45.9	38.4	12.7	4.3	19.0	46.5	6.0	41.3	2.3
FREDDO SURGELATI SURG CARNE		3.1	31.5	25.6	6.4	2.5	11.1	37.4	3.0	35.3	3.0

	IT Italia				IT Italia Supermercati					
	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
FREDDO SURGELATI SURG PREP SUGHI E SALSE	2.2	22.3	28.8	5.0	2.2	9.7	41.6	2.8	43.4	3.9
FREDDO SURGELATI SURG VEGETALI PREPARATI	1.8	18.5	22.6	3.4	1.6	6.8	27.6	1.5	36.7	1.4
FREDDO SURGELATI SURGELATI S/GLUTINE	1.5	15.0	44.5	4.6	1.6	7.0	61.0	2.7	46.8	4.8
FREDDO SURGELATI SURG DOLCI/PASTICCERIA	1.2	11.9	31.8	2.9	1.1	4.6	37.2	1.3	39.0	1.5
FREDDO SURGELATI SURG PANE/PASTE	0.7	7.3	-10.5	-0.9	0.8	3.4	-15.2	-0.6	46.4	-2.6
Summary	82.0	843.6	27.6	182.5	80.8	352.7	35.8	93.0	41.8	2.5

Shared vs. FREDDO

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (

Top/Bottom

PET CARE - Latest 12 Weeks - Week Ending 10/05/20- Red: <=0, Green: >0

TOP20 - Benchmark Market - Sales

100% PET CARE sector

IT Italia

IT Italia Supermercati

		Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in K EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
PET CARE PET CARE GATTO		57.5	192.4	4.9	8,961.6	60.5	77.3	9.9	6,985.4	40.2	1.8
PET CARE PET CARE CANE		39.4	131.7	4.3	5,485.2	36.8	47.0	11.9	5,011.5	35.7	2.4
PET CARE PET CARE ALTRI ANIMALI		3.2	10.6	14.2	1,318.9	2.7	3.4	30.4	794.1	32.2	4.0
Summary		100.0	334.7	4.9	15,765.7	100.0	127.7	11.1	12,791.1	38.2	2.1

Shared vs. PET CARE

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS (



nielsen strategic planner (local)

Copyright © 2020 The Nielsen Company
Prepared by Nielsen for ALL BANNER PROMO
Created on May 15th 2020 - RET82

Top/Bottom

CURA PERSONA - Latest 12 Weeks - Week Ending 10/05/20- Rec

TOP20 - Benchmark Market - Sales

100% HYGIENE-BEAUTE sector

IT Italia

IT Italia Specialisti Drug

			Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
			27.7	422.5	5.6	22.5	17.4	77.2	-0.6	-0.5	18.3	-1.2
			16.0	243.8	5.3	12.3	15.9	70.8	-7.5	-5.7	29.0	-4.0
			13.9	211.9	14.6	27.0	17.7	78.8	7.9	5.7	37.2	-2.3
			11.1	169.2	-1.2	-2.0	9.8	43.4	-11.0	-5.4	25.7	-2.8
			6.6	101.2	-3.7	-3.8	4.5	20.1	-11.1	-2.5	19.8	-1.7
			5.6	85.2	-19.4	-20.5	7.8	34.5	-24.2	-11.0	40.5	-2.5
			5.5	84.5	1.1	1.0	6.3	28.0	2.2	0.6	33.2	0.3
			5.2	80.1	78.2	35.1	3.7	16.2	113.2	8.6	20.3	3.3
			4.2	64.5	-6.1	-4.2	5.8	26.0	-5.2	-1.4	40.3	0.4
			2.8	42.0	-39.7	-27.6	6.8	30.2	-44.1	-23.8	72.0	-5.6
			1.5	23.1	-43.3	-17.6	4.3	19.2	-45.2	-15.8	83.1	-2.9
			100.0	1,527.9	1.5	22.2	100.0	444.3	-10.3	-51.2	29.1	-3.8

Shared vs. CURA PERSONA

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS(

CURA CASA - Latest 12 Weeks - Week Ending 10/05/20- Rec

[illegible][illegible]

Top/Bottom

CURA CASA - Latest 12 Weeks - Week Ending 10/05/20- Rec

TOP20 - Benchmark Market - Sales

100% ENTRETIEN-MENAGE sector

IT Italia

IT Italia Specialisti Drug

	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Sales Value (in %)	Value (in M EUR)	% Chg. Value vs. Year Ago	Chg. Value vs. Year Ago (in M EUR)	Share of Trade in Value (in %)	Abs. Chg. Share of Trade Value vs. Year Ago
CURA CASA COMMODITIES	1.5	21.6	63.5	8.4	1.2	3.7	56.3	1.3	17.3	-0.8
CURA CASA INSETTICIDI	1.2	16.3	31.0	3.9	1.2	3.7	32.3	0.9	22.6	0.2
Summary	100.0	1,397.9	17.4	207.0	100.0	303.3	10.3	28.4	21.7	-1.4

Shared vs. CURA CASA

Benchmark Market : IT Italia Country : Italy Category : ABANPROSUI- CONNECTEXPRESS{



nielsen strategic planner (local)

Copyright © 2020 The Nielsen Company
Prepared by Nielsen for ALL BANNER PROMO
Created on May 15th 2020 - RET82