

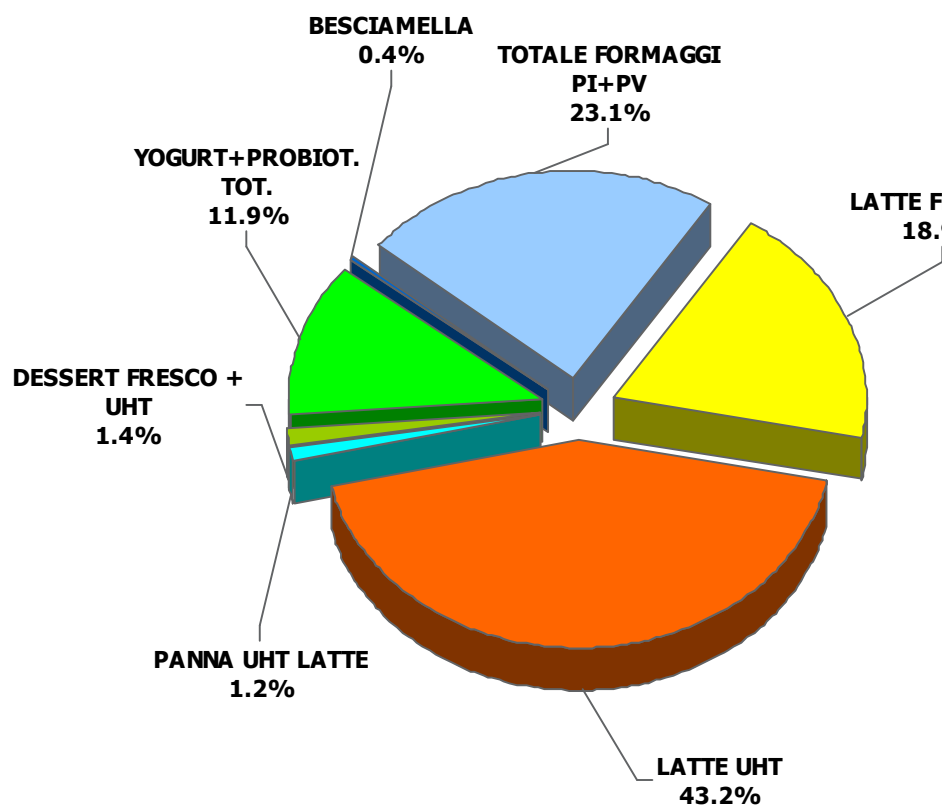
Assemblea Fedagri - Confcooperative *Settore Lattiero-caseario*

Cremona, 24 Ottobre 2008



Lattiero Caseario– Peso Volume dei Segmenti & Trend A.T. Settembre '08 – Totale Italia

Tot. Mercato Lattiero Caseario ('000) 3,323,649



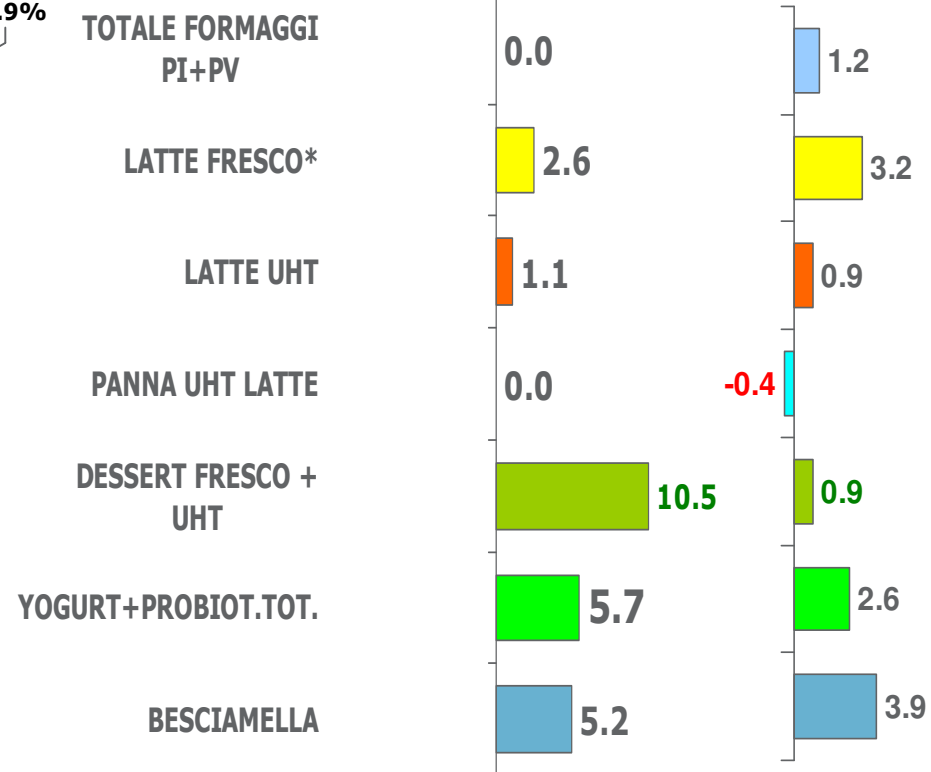
*Iper + Super + Liberi Servizi + Discount

**Var. % Vol.
Sett07 vs Sett06**

**Var. % Vol.
Sett08 vs Sett07**

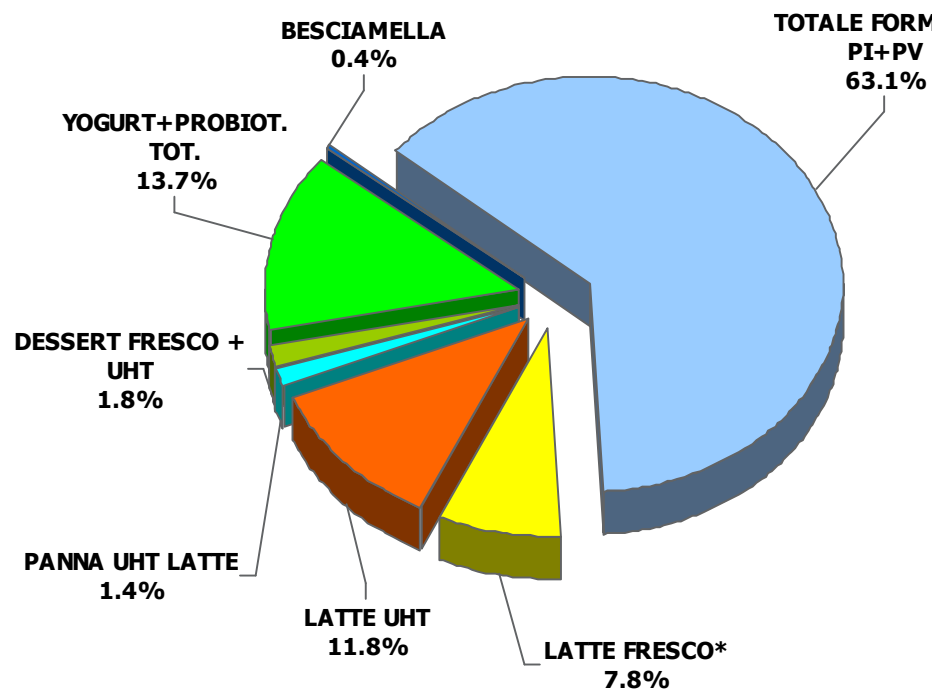
Mkt (+1.7%)

(+1.6%)



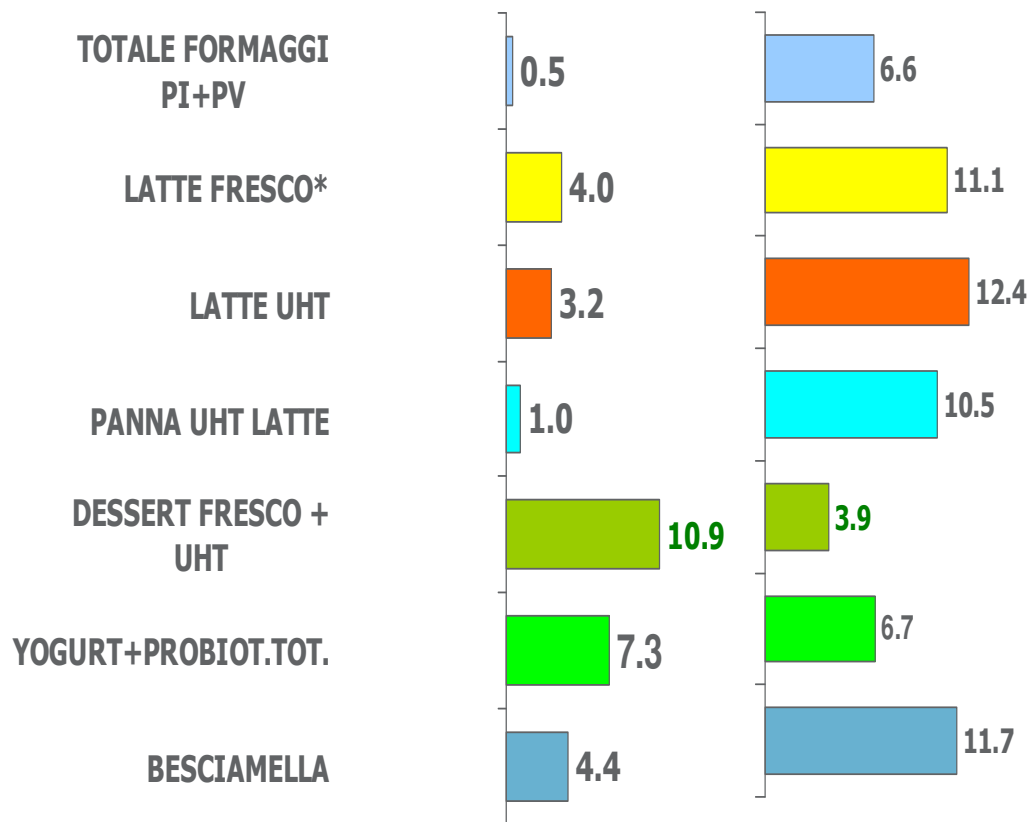
Lattiero Caseario– Peso Valore dei Segmenti & Trend A.T. Settembre '08 – Totale Italia

Tot. Mercato Lattiero Caseario € ('000) 11,592,851



**Var. % Vol.
Sett07 vs Sett06**
Mkt (+2.1%)

**Var. % Vol.
Sett08 vs Sett07**
(+7.6%)



*Iper + Super + Liberi Servizi + Discount

Lattiero Caseario – Prezzo Medio A.T. Settembre '08 – Totale Italia

| | PREZZO MEDIO | | | | |
|---------------------------------------|----------------------------------|----------------------------------|------------|----------------------------------|------------|
| | Anno Terminante Sett. 2006 | Anno Terminante Sett. 2007 | VAR % | Anno Terminante Sett. 2008 | VAR % |
| TOT. MERCATO LATTIERO CASEARIO | 10.21 | 10.27 | 0.5 | 10.8 | 5.6 |
| TOTALE FORMAGGI PI+PV | 9.02 | 9.06 | 0.4 | 9.54 | 5.3 |
| LATTE FRESCO* | 1.30 | 1.32 | 1.4 | 1.42 | 7.7 |
| LATTE UHT | 0.84 | 0.86 | 2.1 | 0.95 | 11.4 |
| PANNA UHT LATTE | 3.89 | 3.93 | 1.0 | 4.36 | 11.0 |
| DESSERT FRESCO + UHT | 4.51 | 4.52 | 0.3 | 4.66 | 3.0 |
| YOGURT+PROBIOT.TOT. | 3.77 | 3.82 | 1.5 | 3.98 | 4.0 |
| BESCIAMELLA | 3.13 | 3.10 | -0.7 | 3.34 | 7.5 |

*Iper + Super + Liberi Servizi + Discount

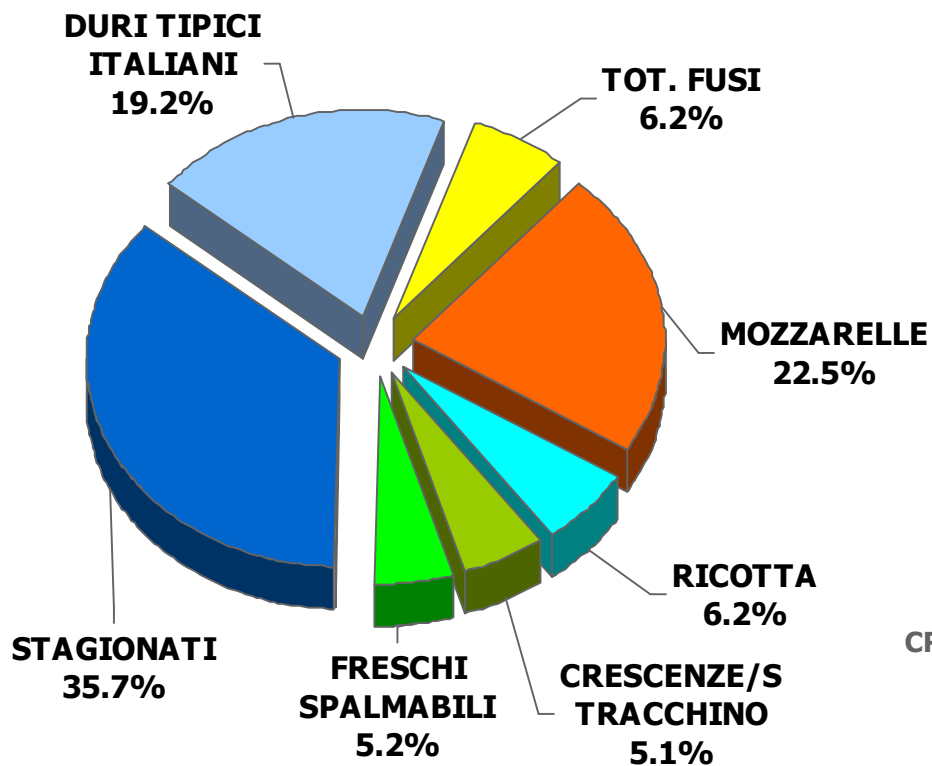
Lattiero Caseario – Prezzo Medio Bim. Term. Sett. '08 – Totale Italia

| | PREZZO MEDIO | | | | |
|---------------------------------------|----------------------|-----------------------|------------|-----------------------|------------|
| | Bim.Term. AS 2006 | Bim. Term. AS 2007 | VAR % | Bim. Term. AS 2008 | VAR % |
| TOT. MERCATO LATTIERO CASEARIO | 3.8 | 3.8 | 1.3 | 4.1 | 7.3 |
| TOTALE FORMAGGI PI+PV | 9.02 | 9.11 | 1.0 | 9.67 | 6.1 |
| TOT. LATTE FRESCO* | 1.31 | 1.35 | 3.1 | 1.43 | 5.4 |
| LATTE UHT | 0.85 | 0.89 | 4.0 | 0.97 | 9.6 |
| PANNA UHT LATTE | 3.84 | 3.95 | 2.9 | 4.39 | 11.2 |
| DESSERT FRESCO + UHT | 4.50 | 4.50 | -0.1 | 4.71 | 4.7 |
| YOGURT+PROBIOT.TOT. | 3.73 | 3.77 | 1.0 | 3.99 | 6.0 |
| BESCIAMELLA | 3.11 | 3.15 | 1.3 | 3.52 | 11.6 |

*Iper + Super + Liberi Servizi + Discount

Totale Formaggi PI + PV– Peso Volume dei Segmenti & Trend Anno Term. AS 2008 – Totale Italia

Tot. Formaggi PI+PV kg ('000) 764,878

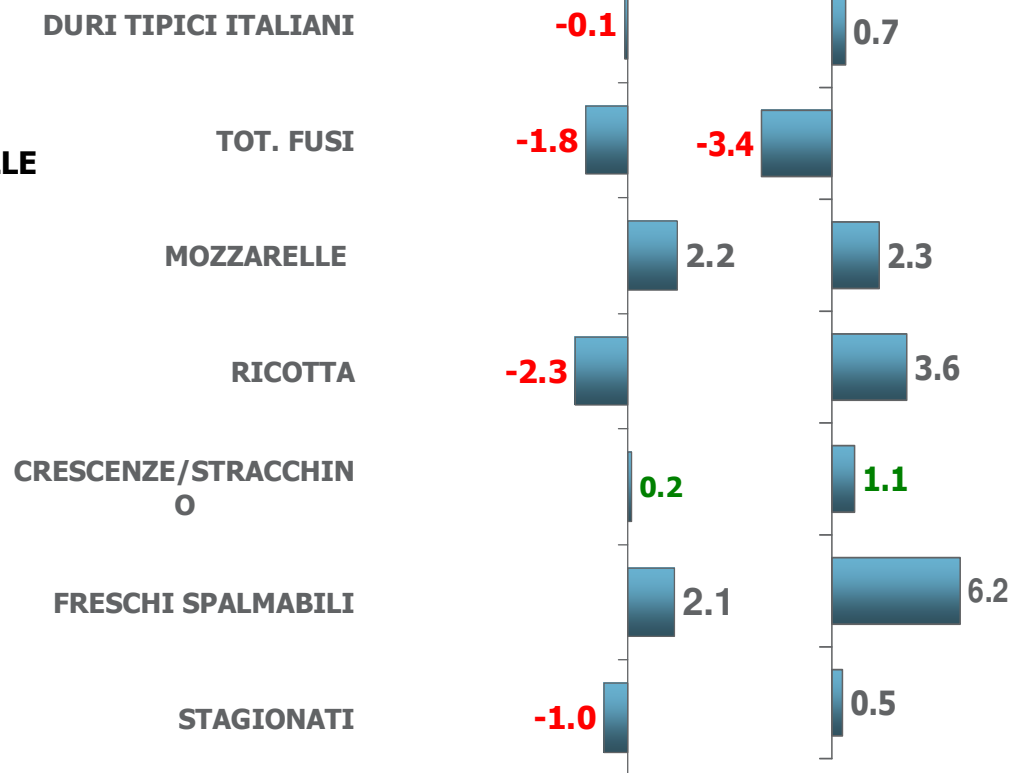


**Var. % Vol.
AS07 vs AS06**

Mkt (+0.0%)

**Var. % Vol.
AS08 vs AS07**

(+1.2%)



Totale Formaggi PI + PV– Peso Valore dei Segmenti & Trend Anno Term. AS 2008 – Totale Italia

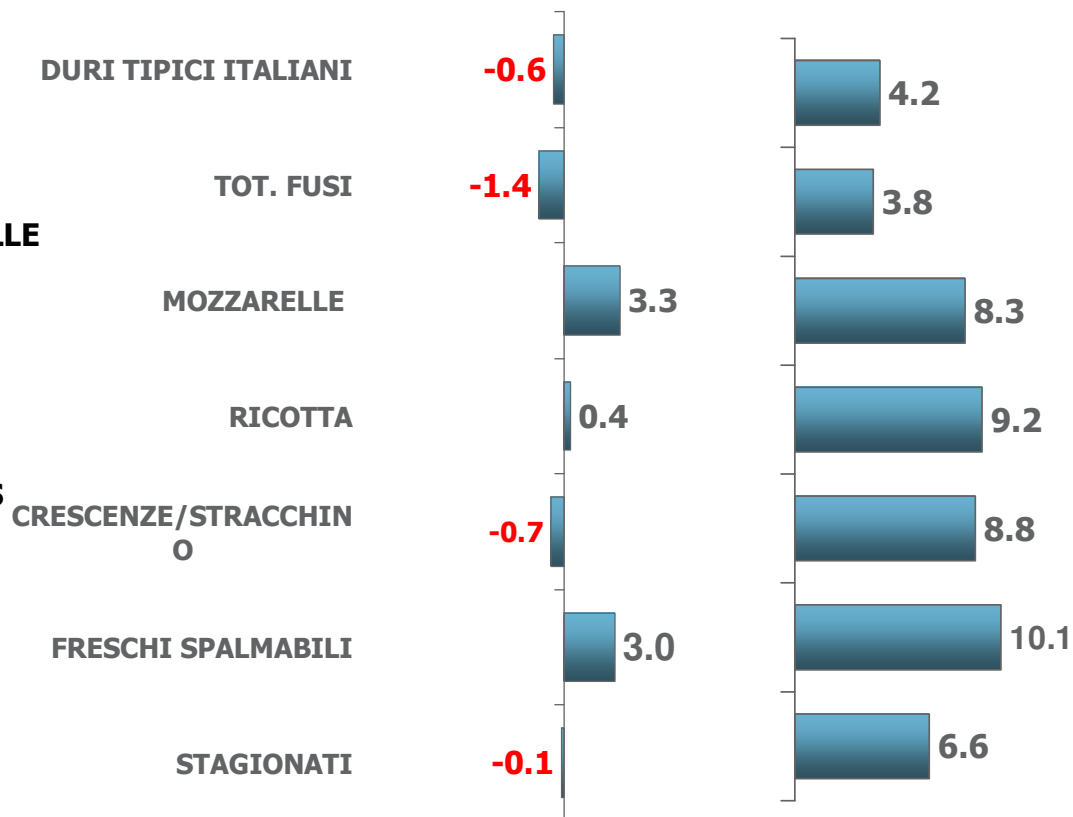
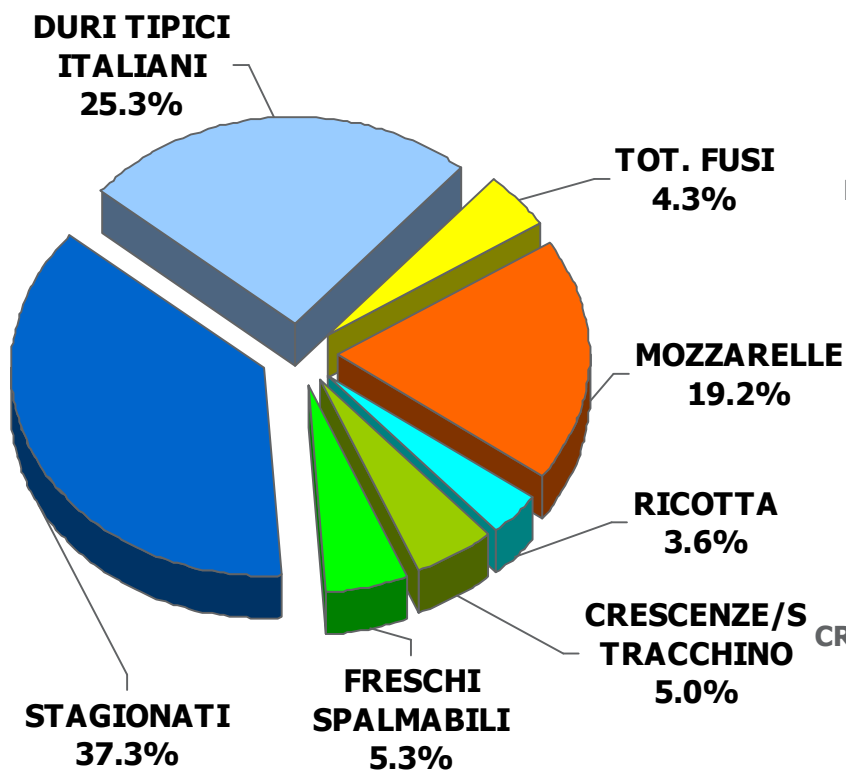
Tot. Formaggi PI+PV ('000) € 7,317,438

**Var. % Vol.
AS07 vs AS06**

**Var. % Vol.
AS08 vs AS07**

Mkt (+0.5%)

(+6.6%)



Totale Formaggi PI + PV– Prezzo Medio
Anno Term. AS 2008 – Totale Italia

| | PREZZO MEDIO | | | | |
|------------------------------|-----------------------|-----------------------|-------|-----------------------|-------|
| | Anno Term. AS 2006 | Anno Term. AS 2007 | VAR % | Anno Term. AS 2008 | VAR % |
| TOTALE FORMAGGI PI+PV | 9.02 | 9.06 | 0.5 | 9.54 | 5.3 |
| DURI TIPICI ITALIANI | 12.31 | 12.25 | -0.5 | 12.67 | 3.4 |
| TOT. FUSI | 7.01 | 7.02 | 0.2 | 7.58 | 8.1 |
| MOZZARELLE | 7.53 | 7.61 | 1.1 | 8.06 | 5.9 |
| RICOTTA | 5.00 | 5.14 | 2.7 | 5.42 | 5.4 |
| CRESCENZE/STRACCHINO | 8.87 | 8.78 | -1.0 | 9.45 | 7.7 |
| FRESCHI SPALMABILI | 8.88 | 8.96 | 0.8 | 9.29 | 3.7 |
| STAGIONATI | 9.42 | 9.50 | 0.9 | 10.08 | 6.1 |

**Totale Formaggi PI + PV– Prezzo Medio
Bimestre Term. AS 2008 – Totale Italia**

| | PREZZO MEDIO | | | | |
|------------------------------|-----------------------|-----------------------|-------------|-----------------------|------------|
| | Bim. Term. AS 2006 | Bim. Term. AS 2007 | VAR % | Bim. Term. AS 2008 | VAR % |
| TOTALE FORMAGGI PI+PV | 9.02 | 9.11 | 1.0 | 9.67 | 0.6 |
| DURI TIPICI ITALIANI | 12.38 | 12.32 | -0.5 | 12.77 | 0.5 |
| TOT. FUSI | 7.04 | 7.15 | 1.6 | 7.89 | 0.7 |
| MOZZARELLE | 7.72 | 7.85 | 1.7 | 8.28 | 0.4 |
| RICOTTA | 5.02 | 5.24 | 4.4 | 5.57 | 0.3 |
| CRESCENZE/STRACCHINO | 9.06 | 8.90 | -1.8 | 9.71 | 0.8 |
| FRESCHI SPALMABILI | 8.74 | 8.91 | 1.9 | 9.47 | 0.6 |
| STAGIONATI | 9.39 | 9.55 | 1.7 | 10.28 | 0.7 |

Principali Formaggi STAGIONATI PI + PV

Anno Term. AS 2008 – Totale Italia

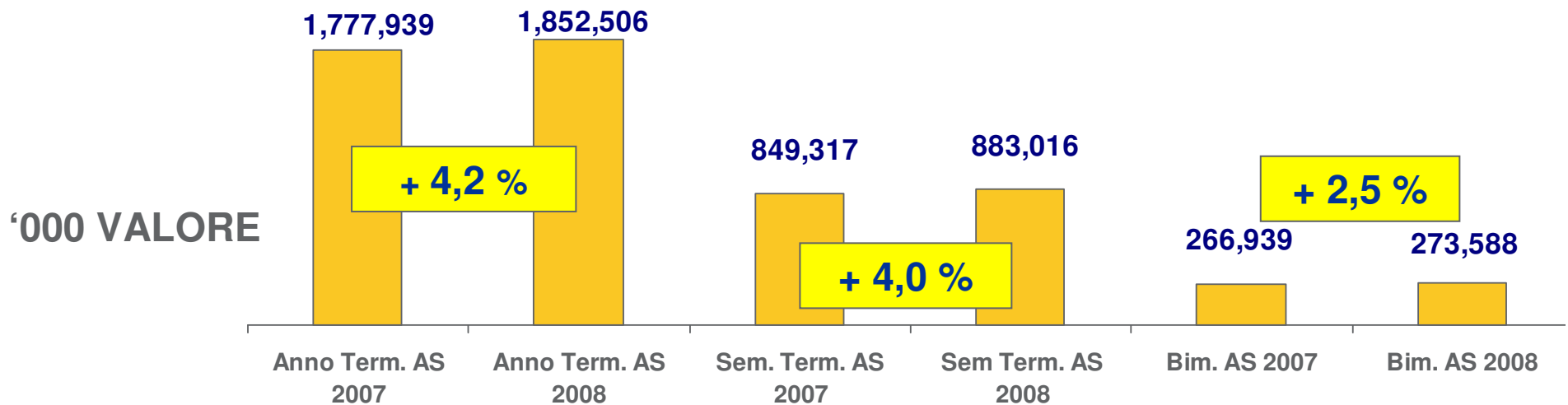
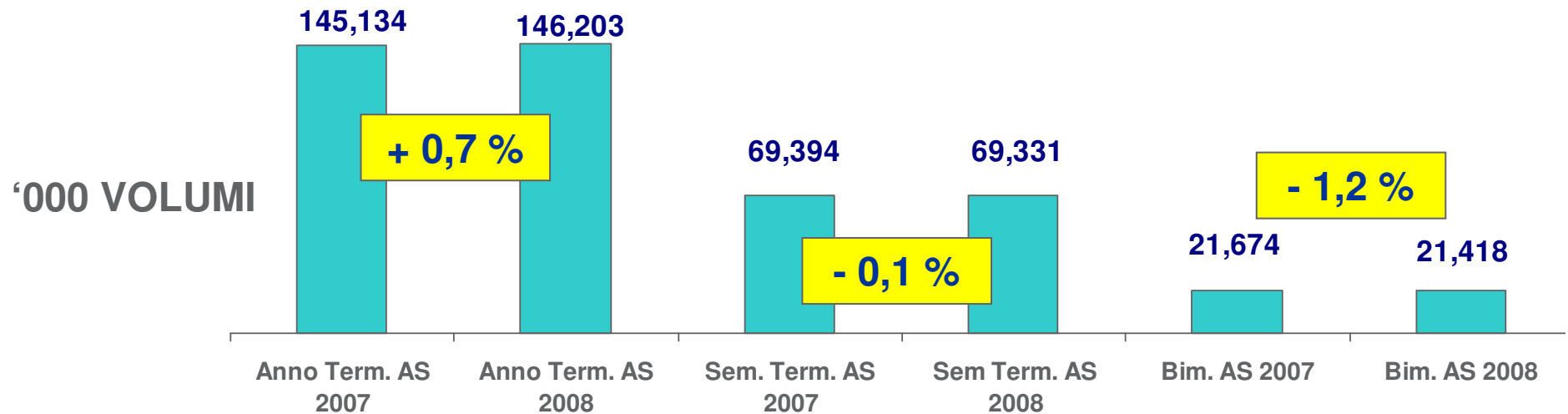
| | VENDITE QUANTITA' | | | | | VENDITE IN VALORE | | | | | PREZZO MEDIO | | | | |
|-------------------------|-------------------|------------------|-------------|------------------|------------|--------------------|--------------------|-------------|--------------------|------------|--------------|------------|------------|-------------|------------|
| | Anno | Anno | | Anno | | Anno | Anno | | Anno | | Anno | Anno | | Anno | |
| | Term. AS | Term. AS | VAR % | Term. AS | VAR % | Term. AS | Term. AS | VAR % | Term. AS | VAR % | Term. AS | Term. AS | VAR % | Term. AS | VAR % |
| | 2006 | 2007 | | 2008 | | 2006 | 2007 | | 2008 | | 2006 | 2007 | | AS 2008 | |
| STAGIONATI PI+PV | 272,470.4 | 269,815.3 | -1.0 | 271,156.0 | 0.5 | 2,565,454.6 | 2,562,122.5 | -0.1 | 2,732,000.9 | 6.6 | 9.4 | 9.5 | 0.9 | 10.1 | 6.1 |
| * TALEGGIO | 2.4 | 2.3 | -5.6 | 2.2 | -3.9 | 2.6 | 2.3 | -9.8 | 2.2 | -3.3 | 10.0 | 9.6 | -3.6 | 10.3 | 6.8 |
| * GORGONZOLA | 8.5 | 8.6 | 1.7 | 8.7 | 1.1 | 9.0 | 9.0 | 0.4 | 9.1 | 0.9 | 10.0 | 9.9 | -0.4 | 10.5 | 5.9 |
| * CACIOTTE + ITALICO | 6.2 | 6.1 | -0.1 | 6.2 | 0.4 | 6.8 | 6.7 | -1.1 | 6.6 | -1.1 | 10.4 | 10.3 | -0.2 | 10.8 | 4.6 |
| * PECORINO | 9.8 | 9.6 | -2.1 | 9.5 | -0.8 | 12.5 | 12.3 | -1.8 | 11.9 | -3.5 | 12.1 | 12.2 | 1.1 | 12.6 | 3.2 |
| * PASTE FILATE | 18.2 | 19.1 | 4.9 | 18.8 | -1.8 | 17.7 | 18.4 | 4.3 | 18.4 | -0.1 | 9.1 | 9.2 | 0.3 | 9.9 | 7.9 |
| * EMMENTHAL + MAASDAM | 13.8 | 14.2 | 2.9 | 14.8 | 3.9 | 12.6 | 12.9 | 2.3 | 13.3 | 3.1 | 8.6 | 8.6 | 0.3 | 9.0 | 5.3 |
| * FONTINA/FONTAL | 4.0 | 4.1 | 1.6 | 4.2 | 3.0 | 3.9 | 4.1 | 4.0 | 4.1 | 1.3 | 9.2 | 9.5 | 3.3 | 9.9 | 4.4 |
| * ASIAGO | 7.3 | 7.2 | -1.5 | 7.4 | 2.4 | 6.2 | 6.3 | 1.2 | 6.5 | 3.3 | 8.0 | 8.3 | 3.6 | 8.9 | 7.1 |

Principali Formaggi STAGIONATI PI + PV Bim. Term. AS 2008 – Totale Italia

| | PREZZO MEDIO | | | | |
|-------------------------|-----------------------|-----------------------|------------|-----------------------|------------|
| | Bim. Term. AS 2006 | Bim. Term. AS 2007 | VAR % | Bim. Term. AS 2008 | VAR % |
| STAGIONATI PI+PV | 9.42 | 9.56 | 1.4 | 10.28 | 7.6 |
| * TALEGGIO | 9.66 | 9.63 | -0.3 | 10.45 | 8.6 |
| * GORGONZOLA | 9.76 | 9.95 | 1.9 | 10.65 | 7.0 |
| * CACIOTTE + ITALICO | 10.36 | 10.43 | 0.7 | 11.13 | 6.7 |
| * PECORINO | 12.27 | 12.34 | 0.6 | 13.02 | 5.5 |
| * PASTE FILATE | 9.06 | 9.28 | 2.4 | 9.85 | 6.1 |
| * EMMENTHAL + MAASDAM | 8.68 | 8.63 | -0.6 | 9.38 | 8.8 |
| * FONTINA/FONTAL | 9.51 | 9.28 | -2.5 | 9.99 | 7.6 |
| * ASIAGO | 8.01 | 8.38 | 4.6 | 9.15 | 9.3 |

FOCUS FORMAGGI DURI TIPICI ITALIANI

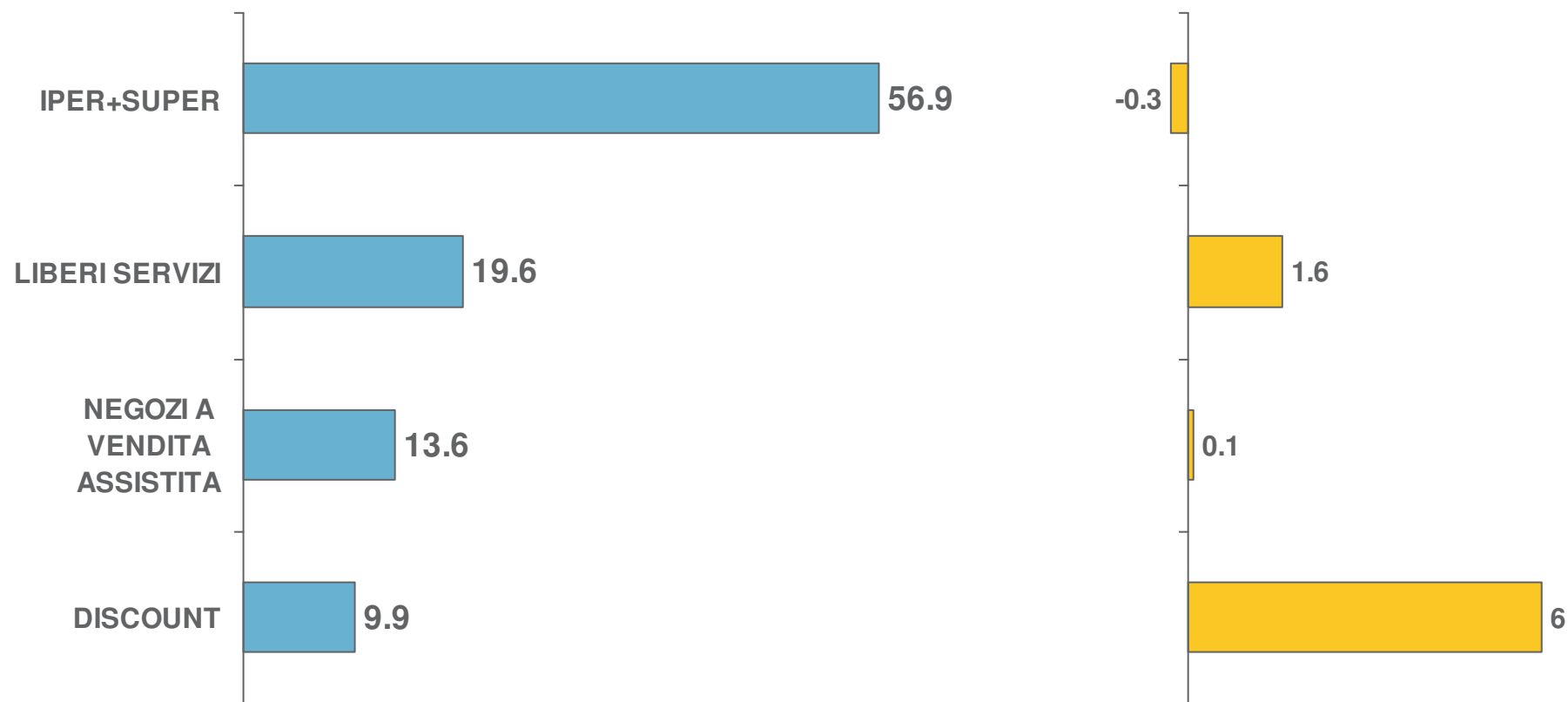
Totale Formaggi Duri Tipici Italiani – Evoluzione della Categoria Totale Italia



Formaggi Duri Tipici Italiani – Canalizzazione della categoria Anno Term. AS 2008 – Vendite Volume

Tot. Italia Duri Tipici Italiani ('000) kg 146,203

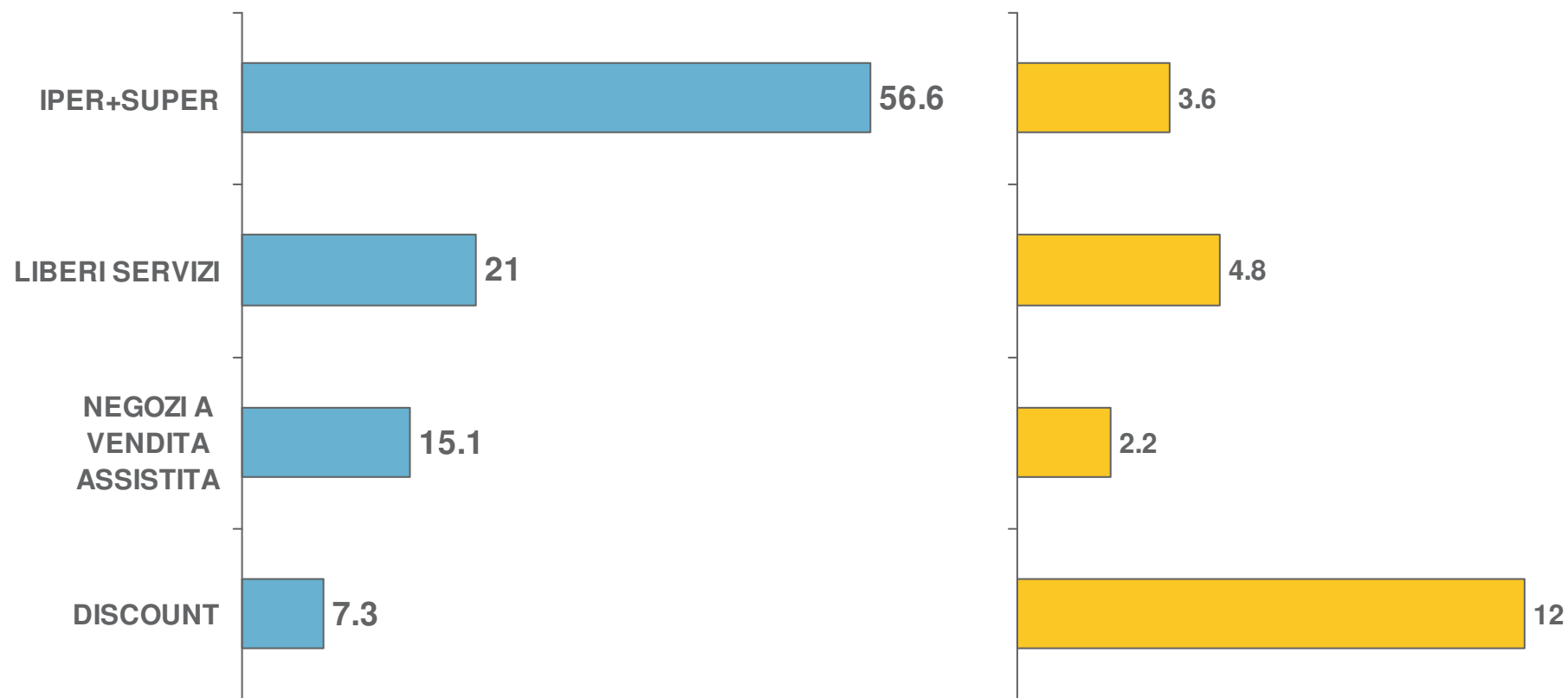
Var. 0.7 %



Formaggi Duri Tipici Italiani – Canalizzazione della categoria Anno Term. AS 2008 – Vendite Valore

Tot. Italia Duri Tipici Italiani ('000) € 1,852,506

Var. 4.2 %



**Formaggi Duri Tipici Italiani – Canalizzazione della categoria
Anno Term. AS 2008 – Prezzo Medio**

| | Anno Term. AS 07 | Anno Term. AS 08 | var % |
|-----------------------------------|-----------------------------|-----------------------------|--------------|
| TOTALE ITALIA | 12.25 | 12.67 | 3.4 |
| IPER+SUPER | 12.14 | 12.61 | 3.9 |
| LIBERI SERVIZI | 13.14 | 13.56 | 3.2 |
| NEGOZI A VENDITA ASSISTITA | 13.81 | 14.10 | 2.1 |
| DISCOUNT | 8.80 | 9.30 | 5.7 |

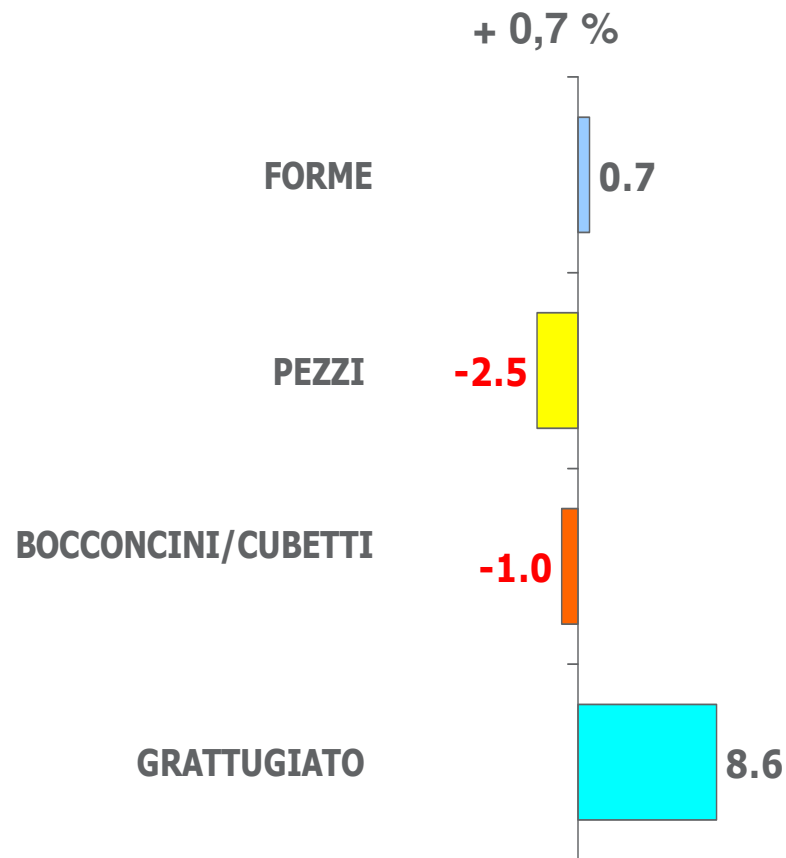
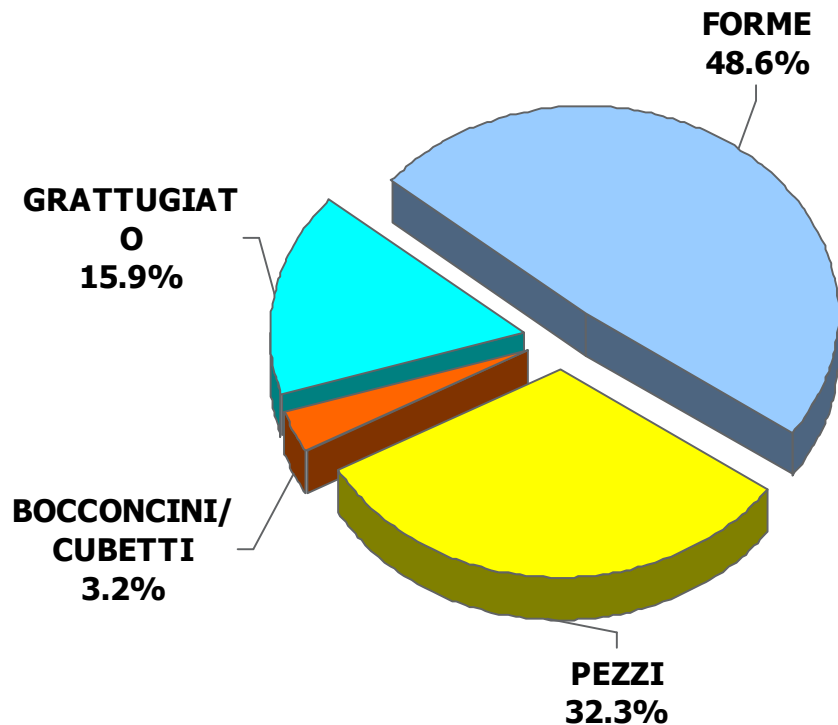
Formaggi Duri Tipici Italiani – Canalizzazione della categoria Bimestre Term. AS 2008 – Prezzo Medio

| | Bim. AS 2007 | Bim. AS 2008 | var % |
|-----------------------------------|--------------|--------------|------------|
| TOTALE ITALIA | 12.32 | 12.77 | 3.7 |
| IPER+SUPER | 12.19 | 12.74 | 4.6 |
| LIBERI SERVIZI | 13.21 | 13.71 | 3.7 |
| NEGOZI A VENDITA ASSISTITA | 13.91 | 14.08 | 1.2 |
| DISCOUNT | 8.82 | 9.33 | 5.8 |

Formaggi Duri Tipici Italiani – Peso Volume dei Segmenti & Trend Anno Term. AS 2008 – Totale Italia

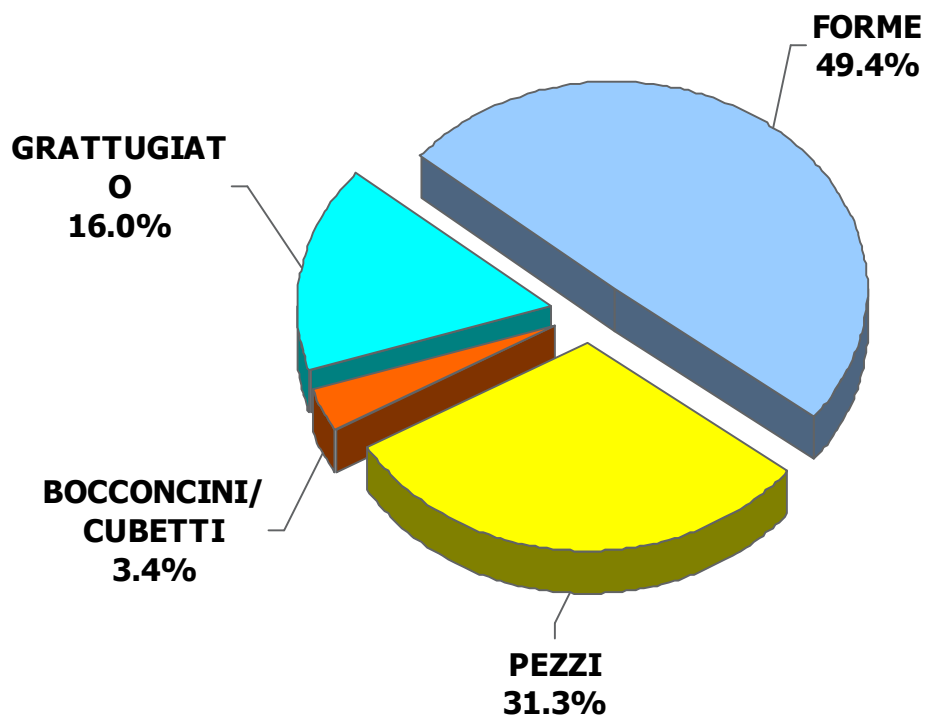
Tot. Formaggi Duri Italia kg ('000) 146,203

**Var. % Vol.
AS08 vs AS07**

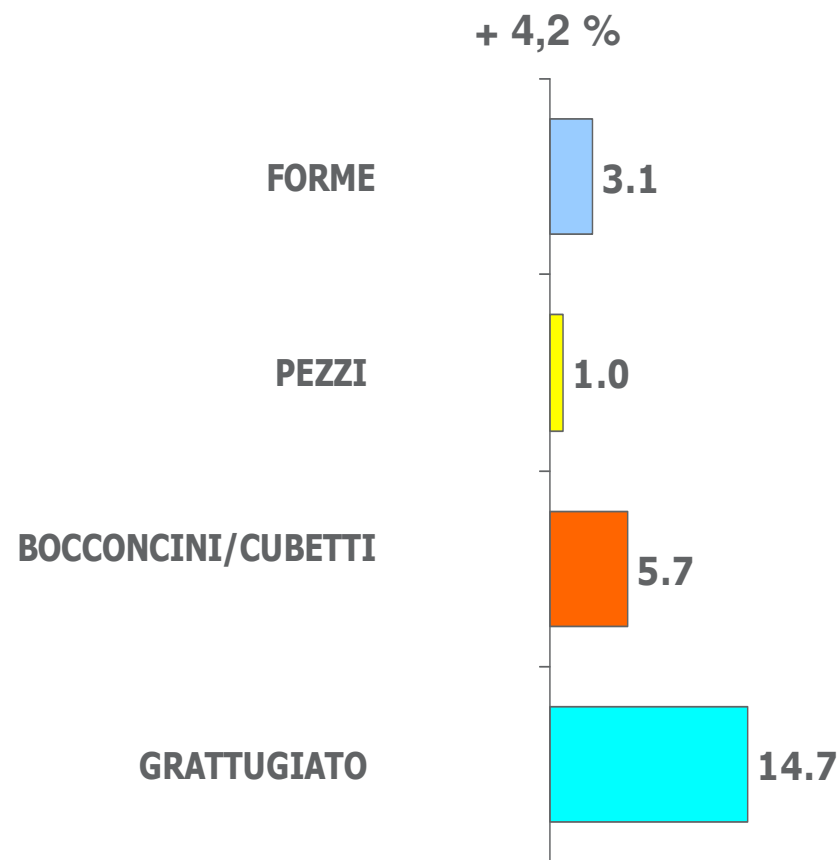


Formaggi Duri Tipici Italiani – Peso Valore dei Segmenti & Trend Anno Term. AS 2008 – Totale Italia

Tot. Formaggi Duri Italia € ('000) 1,852,506



**Var. % Vol.
AS08 vs AS07**



**Formaggi Duri Tipici Italiani – Prezzo Medio Segmenti
Anno Term. AS 2008 – Totale Italia**

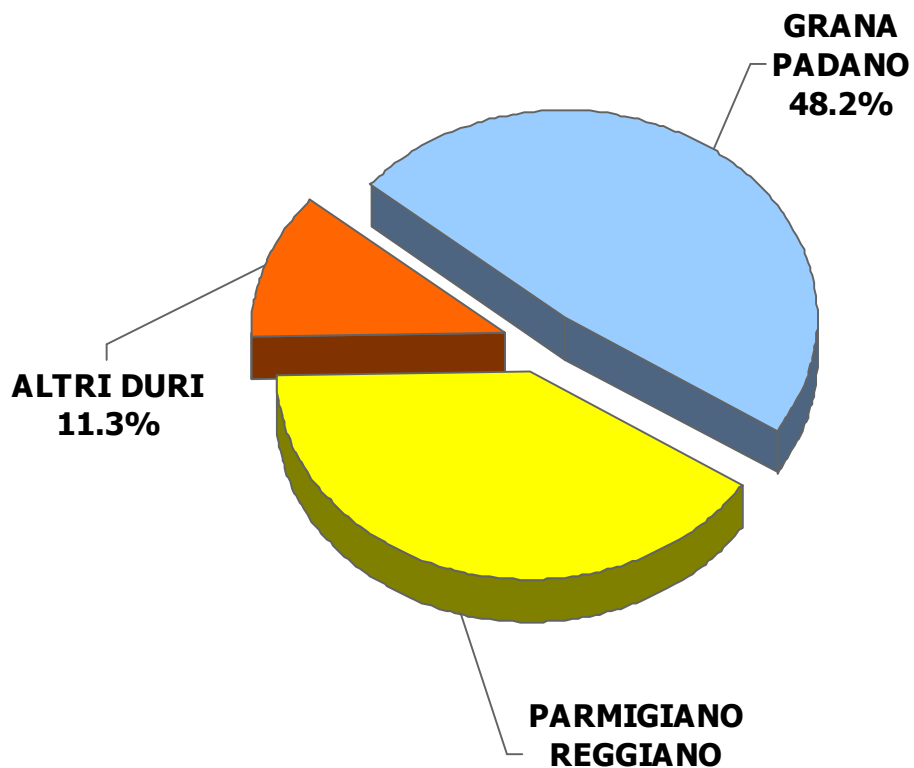
| | Anno Term. AS 2007 | Anno Term. AS 2008 | var % |
|--------------------------------------------|-----------------------|-----------------------|------------|
| FORMAGGI DURI TIPICI ITALIANI PI+PV | 12.25 | 12.67 | 3.4 |
| ALTRI DURI PI+PV FORME | 10.16 | 10.88 | 7.1 |
| ALTRI DURI PI+PV PEZZI | 11.17 | 9.56 | -14.4 |
| ALTRI DURI PI+PV BOCCONCINI/CUBETTI | 11.98 | 12.82 | 7.1 |
| ALTRI DURI PI+PV GRATTUGIATO | 10.05 | 10.61 | 5.6 |

Formaggi Duri Tipici Italiani – Prezzo Medio Segmenti Bimestre Term. AS 2008 – Totale Italia

| | Bim. AS 2007 | Bim. AS 2008 | var % |
|--------------------------------------------|--------------|--------------|-------------|
| FORMAGGI DURI TIPICI ITALIANI PI+PV | 12.32 | 12.77 | 3.7 |
| FORME | 9.86 | 11.08 | 12.4 |
| PEZZI | 8.45 | 8.98 | 6.3 |
| BOCCONCINI/CUBETTI | 12.15 | 13.16 | 8.4 |
| GRATTUGIATO | 10.13 | 10.65 | 5.1 |

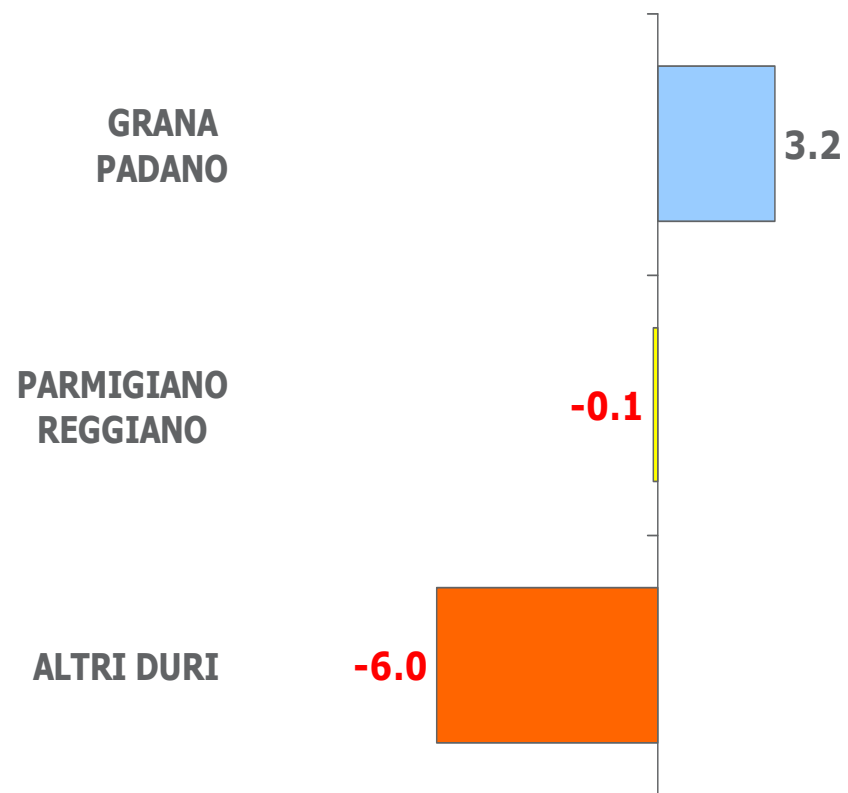
Formaggi Duri Tipici Italiani – Peso Volume dei Marchi & Trend Anno Term. AS 2008 – Totale Italia

Tot. Formaggi Duri Italiani kg ('000) 146,203



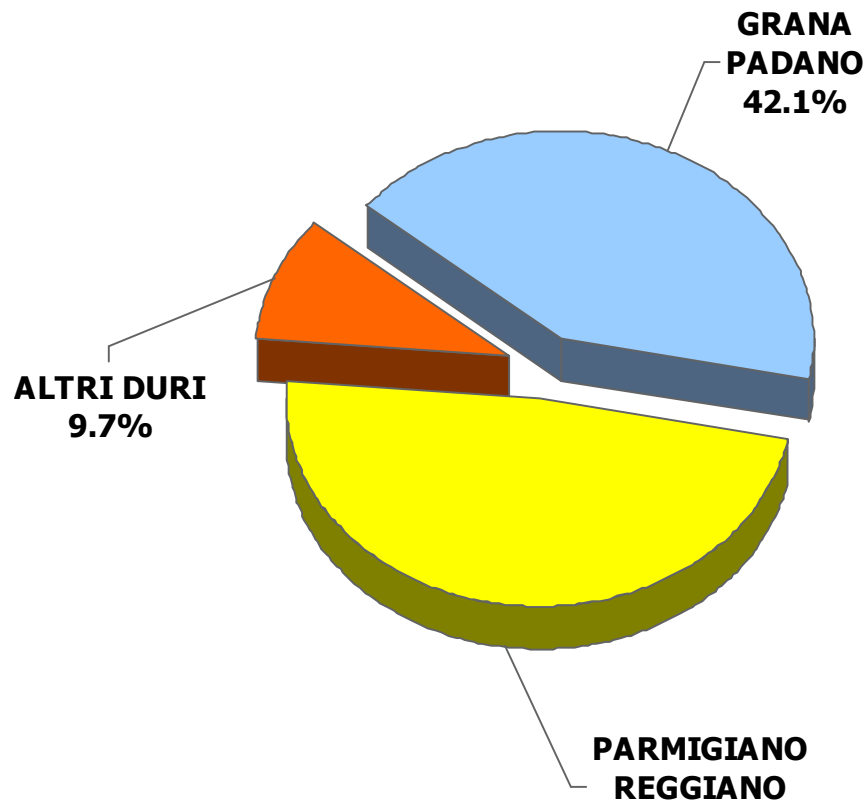
**Var. % Vol.
AS08 vs AS07**

+ 0,7 %

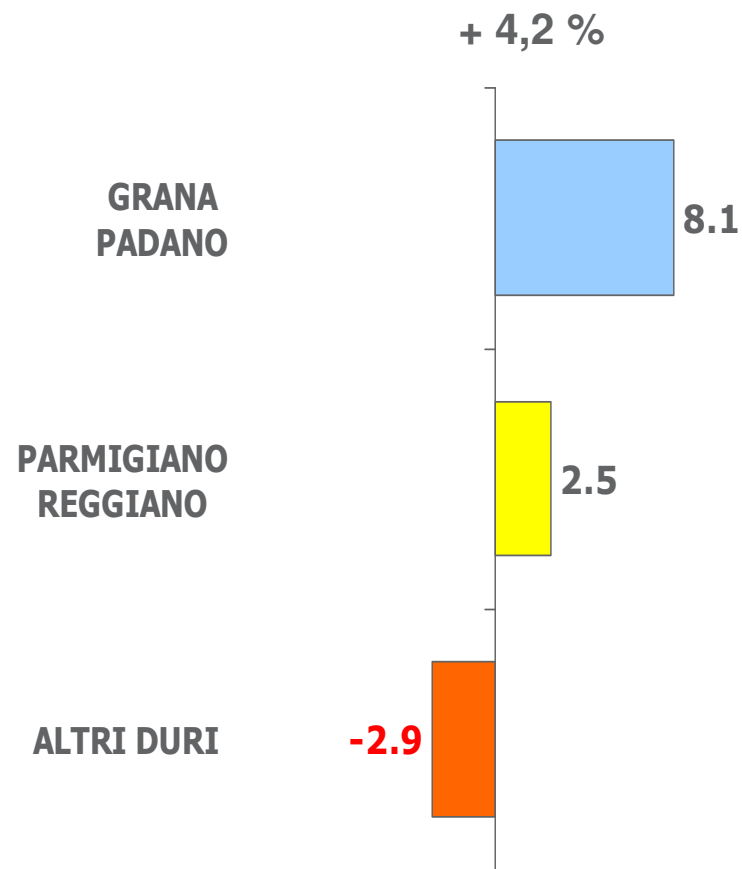


Formaggi Duri Tipici Italiani – Peso Valore dei Marchi & Trend Anno Term. AS 2008 – Totale Italia

Tot. Formaggi Duri Italiani € ('000) 1,852,506



Var. % Vol. AS08 vs AS07



Formaggi Duri Tipici Italiani – Prezzo Medio Anno Term. AS 2008 – Totale Italia

| | Anno Term. AS 07 | Anno Term. AS 08 | var % |
|--------------------------------------------|---------------------|---------------------|------------|
| FORMAGGI DURI TIPICI ITALIANI PI+PV | 12.25 | 12.67 | 3.4 |
| GRANA PADANO | 10.57 | 11.07 | 4.7 |
| PARMIGIANO REGGIANO | 14.69 | 15.07 | 2.6 |
| ALTRI DURI | 10.54 | 10.88 | 3.2 |

Formaggi Duri Tipici Italiani – Prezzo Medio Bimestre Term. AS 2008 – Totale Italia

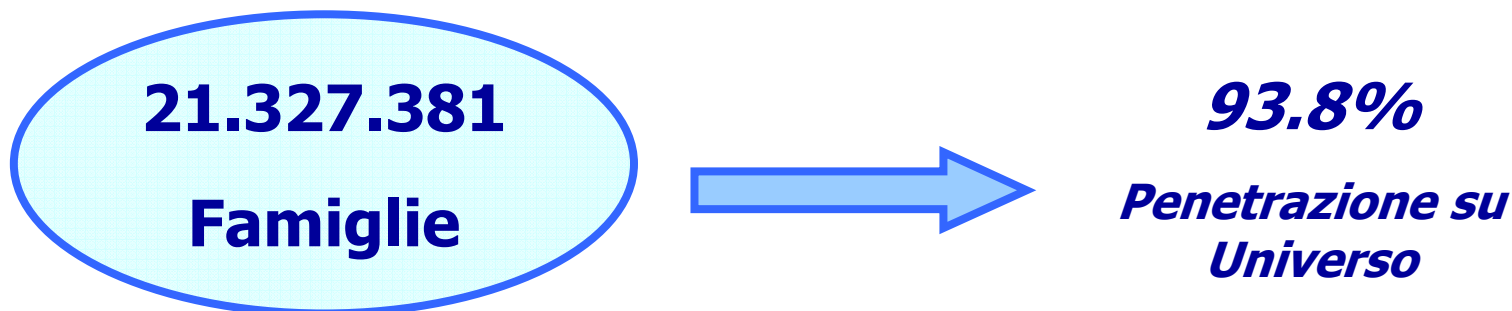
| | Bim. AS 2007 | Bim. AS 2008 | var % |
|--------------------------------------------|--------------|--------------|------------|
| FORMAGGI DURI TIPICI ITALIANI PI+PV | 12.32 | 12.77 | 3.7 |
| GRANA PADANO | 10.74 | 11.18 | 4.1 |
| PARMIGIANO REGGIANO | 14.73 | 15.29 | 3.8 |
| ALTRI DURI | 10.32 | 10.98 | 6.4 |

FORMAGGI DURI TIPICI ITALIANI

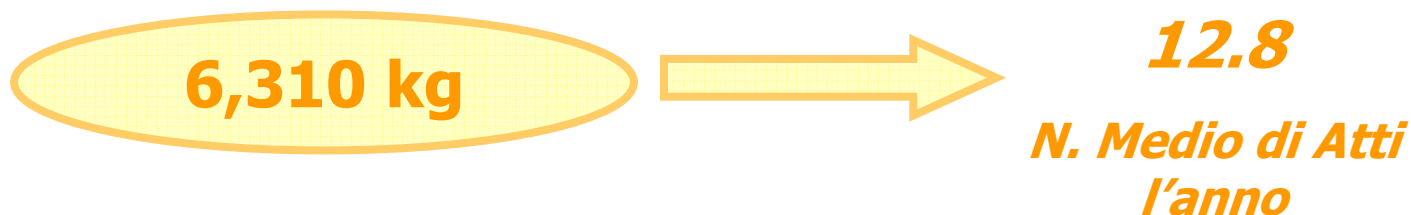
Home Scan

Formaggi Duri Tipici Italiani
Totale Italia – AT 14 Settembre 2008

Le famiglie che hanno acquistato Formaggio Duri Tipici Italiani almeno una volta nel corso dell'ultimo anno sono:



Mediamente ogni famiglia acquista nell'anno:



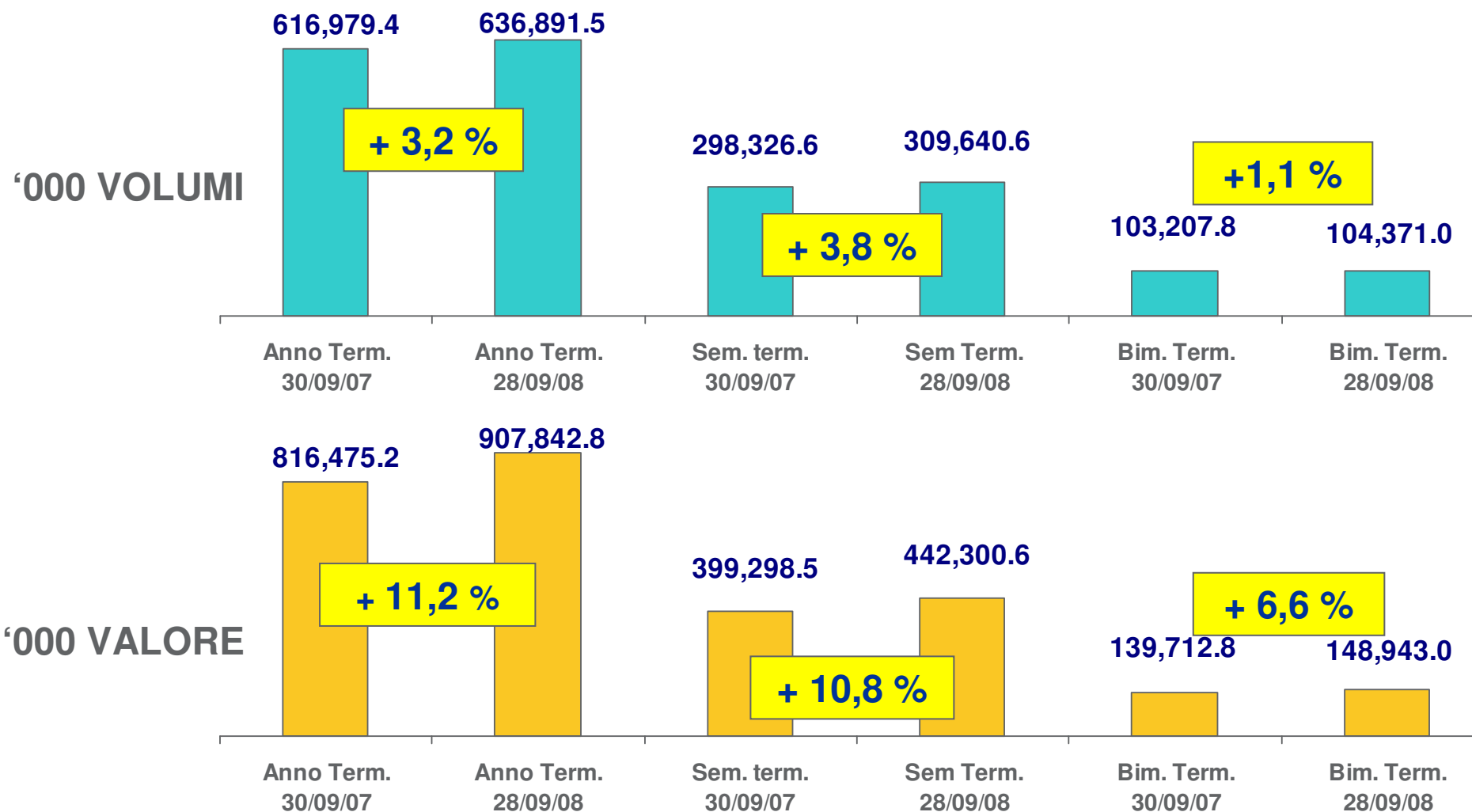
Cioè acquista Formaggi Duri Tipici Italiani ogni 28 gg circa

**Fonte CPS*

FOCUS LATTE FRESCO



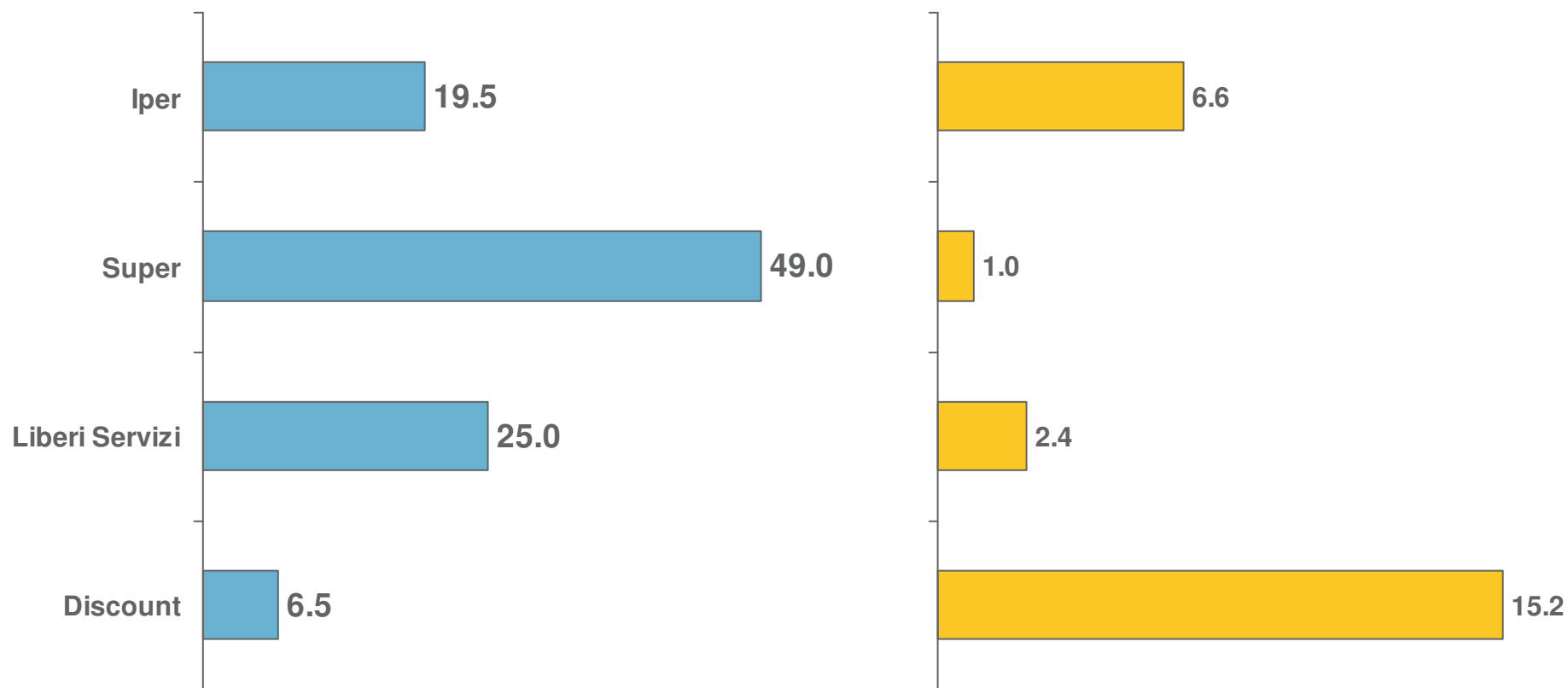
Totale Latte Fresco – Evoluzione della Categoria Iper + Super + Liberi Servizi + Discount



Latte Fresco – Canalizzazione della categoria A.T. 28 Settembre '08 – Vendite Volume

Latte Fresco ('000) It 636,891

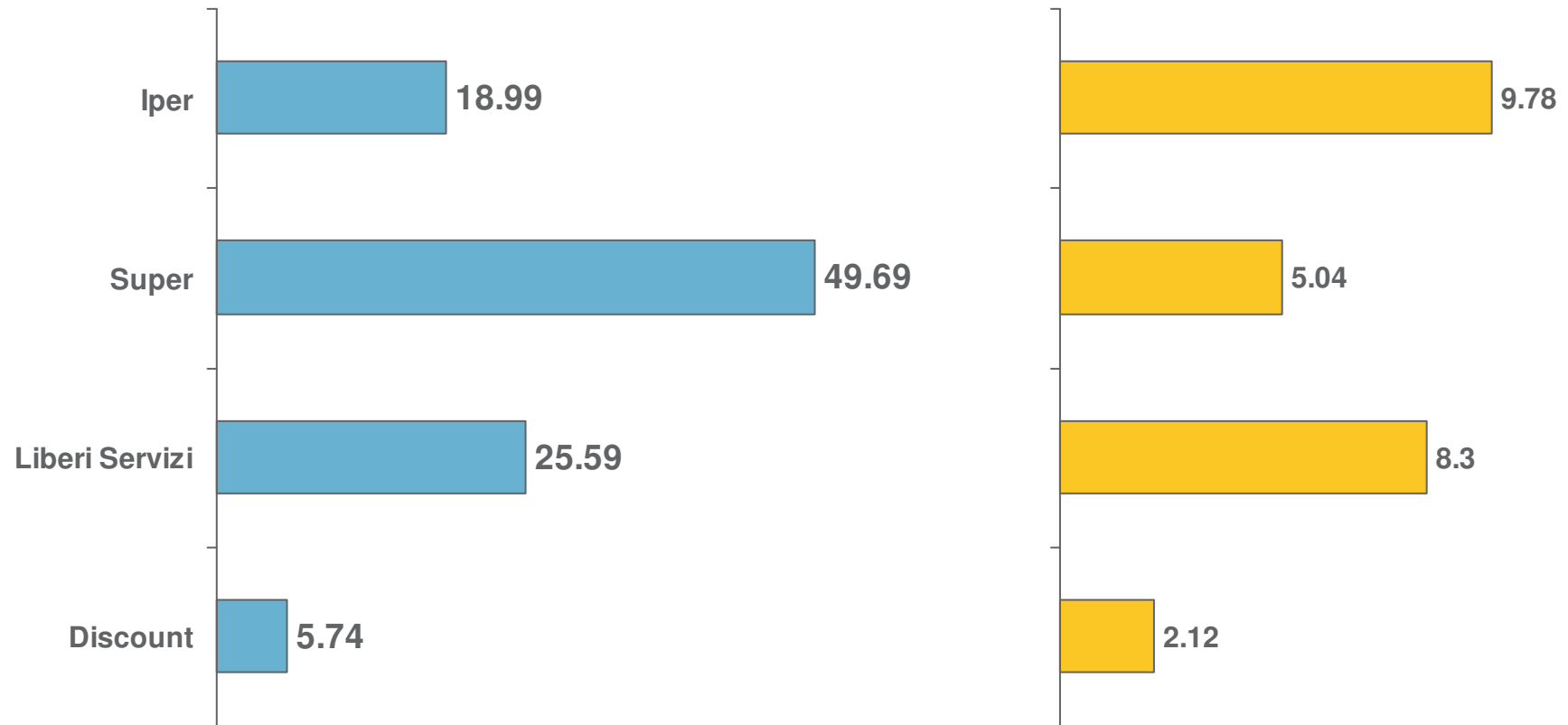
Var. 3.3 %



Latte Fresco – Canalizzazione della categoria A.T. 28 Settembre '08 – Vendite Valore

Latte Fresco ('000) € 907,842

Var. 3.3 %



**Latte Fresco – Canalizzazione della categoria
A.T. 28 Settembre '08 – Prezzo Medio**

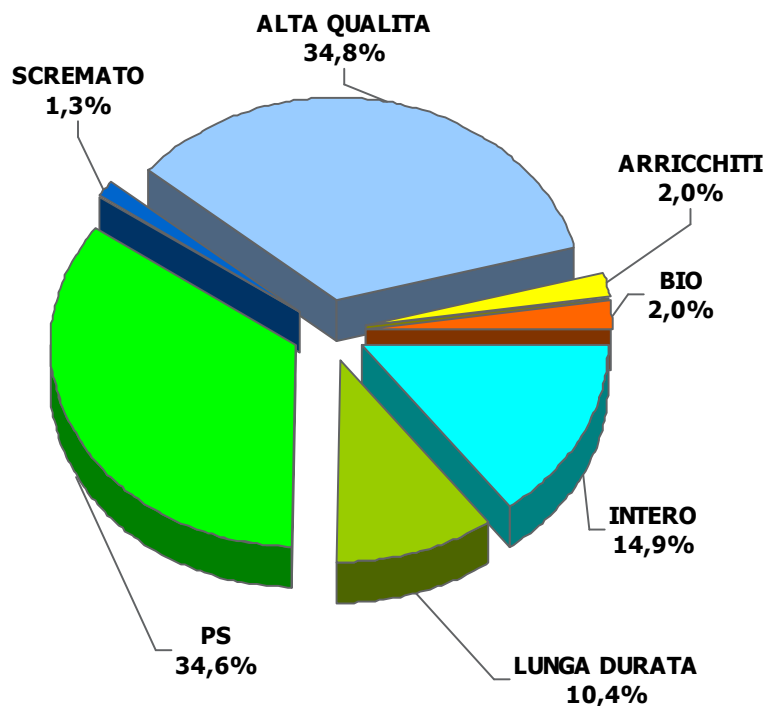
| | Anno Term. AS 07 | Anno Term. AS 08 | var % |
|-----------------------|-----------------------------|-----------------------------|--------------|
| TOTALE ITALIA | 1.32 | 1.43 | 7.7 |
| Iper | 1.29 | 1.39 | 7.2 |
| Super | 1.34 | 1.45 | 8.3 |
| Liberi Servizi | 1.35 | 1.46 | 8.0 |
| Discount | 1.20 | 1.26 | 5.3 |

**Latte Fresco – Canalizzazione della categoria
Bim. Term. 28 Sett. '08 – Prezzo Medio**

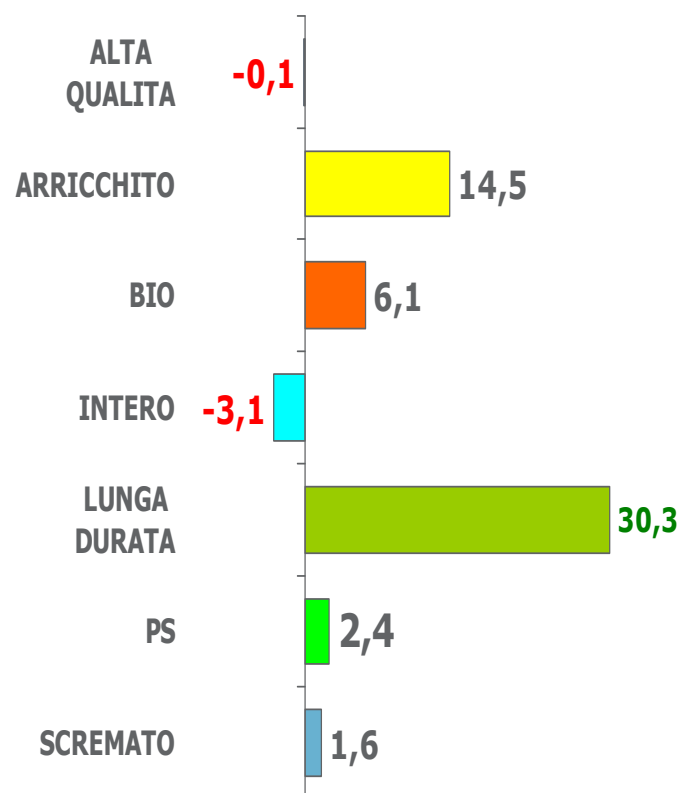
| | Bim. Term. AS 07 | Bim. Term. AS 08 | var % |
|-----------------------|-----------------------------|-----------------------------|--------------|
| TOTALE ITALIA | 1.35 | 1.43 | 5.4 |
| Iper | 1.34 | 1.38 | 3.5 |
| Super | 1.37 | 1.45 | 6.1 |
| Liberi Servizi | 1.37 | 1.47 | 6.8 |
| Discount | 1.23 | 1.24 | 0.7 |

Latte Fresco– Peso Volume dei Segmenti & Trend A.T. 28 Settembre '08 – Totale Italia

Tot. Latte ('000) It 636,891



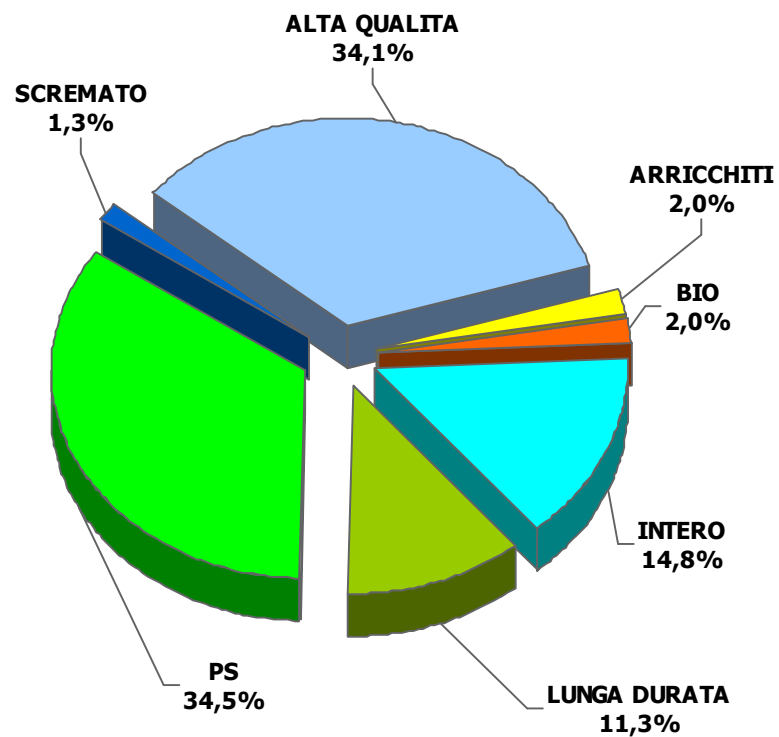
**Var. % Vol.
Sett08 vs Sett07**
+3.2%



*Iper + Super + Liberi Servizi + Discount

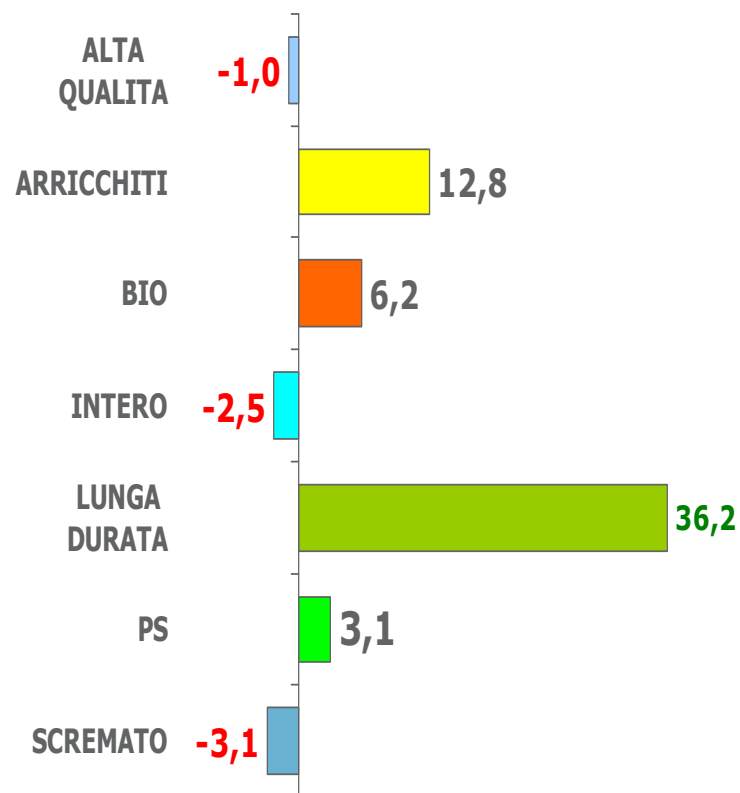
Latte Fresco– Peso Volume dei Segmenti & Trend Semestre Term. 28 Settembre '08 – Totale Italia

Tot. Latte ('000) It 309,640



**Var. % Vol.
Sett08 vs Sett07**

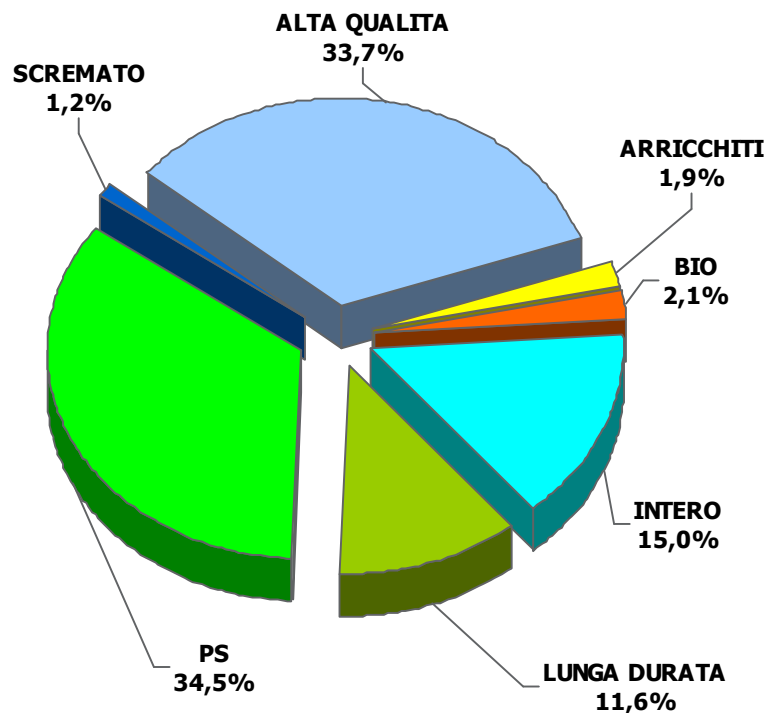
+3.8%



*Iper + Super + Liberi Servizi + Discount

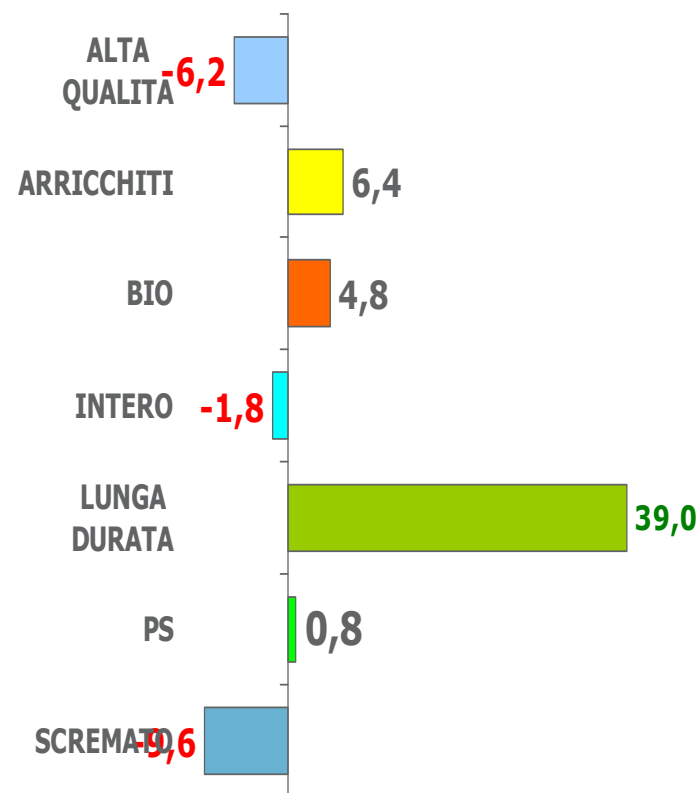
Latte Fresco– Peso Volume dei Segmenti & Trend Bimestre Term. 28 Settembre '08 – Totale Italia

Tot. Latte ('000) lt 140,371



**Var. % Vol.
Sett08 vs Sett07**

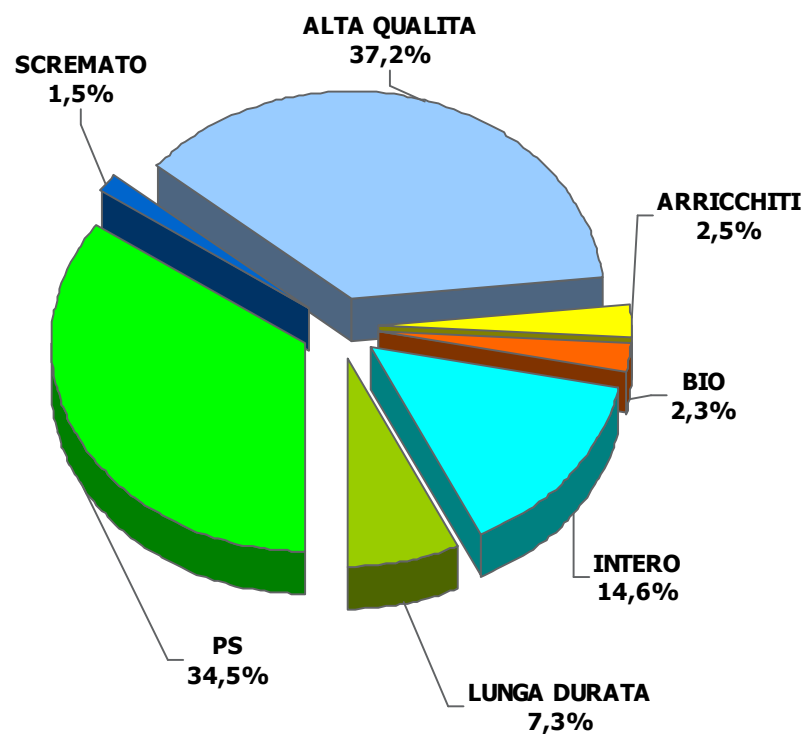
+ 1.1 %



*Iper + Super + Liberi Servizi + Discount

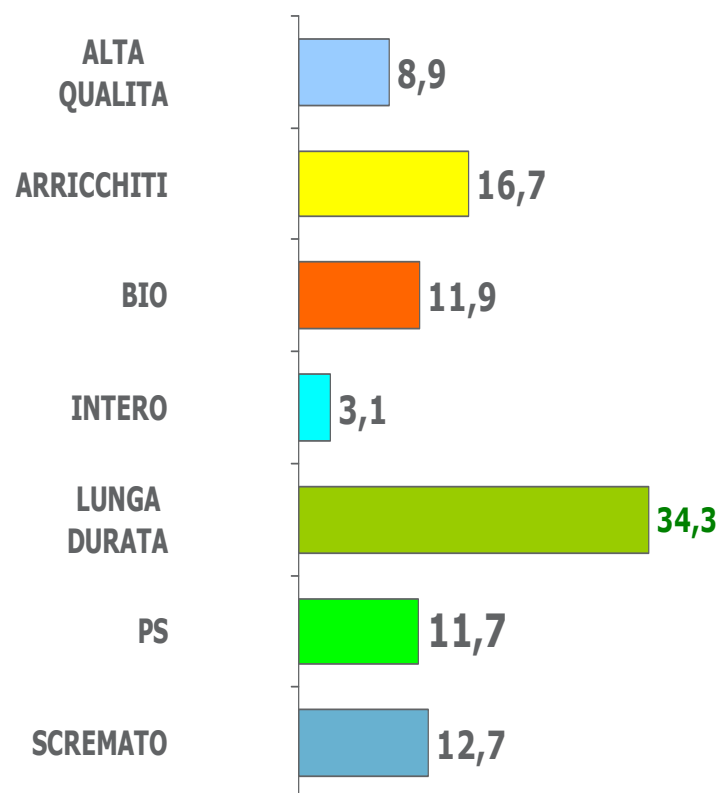
Latte Fresco– Peso Valore dei Segmenti & Trend A.T. 28 Settembre '08 – Totale Italia

Tot. Latte ('000) € 907,843



**Var. % Vol.
Sett08 vs Sett07**

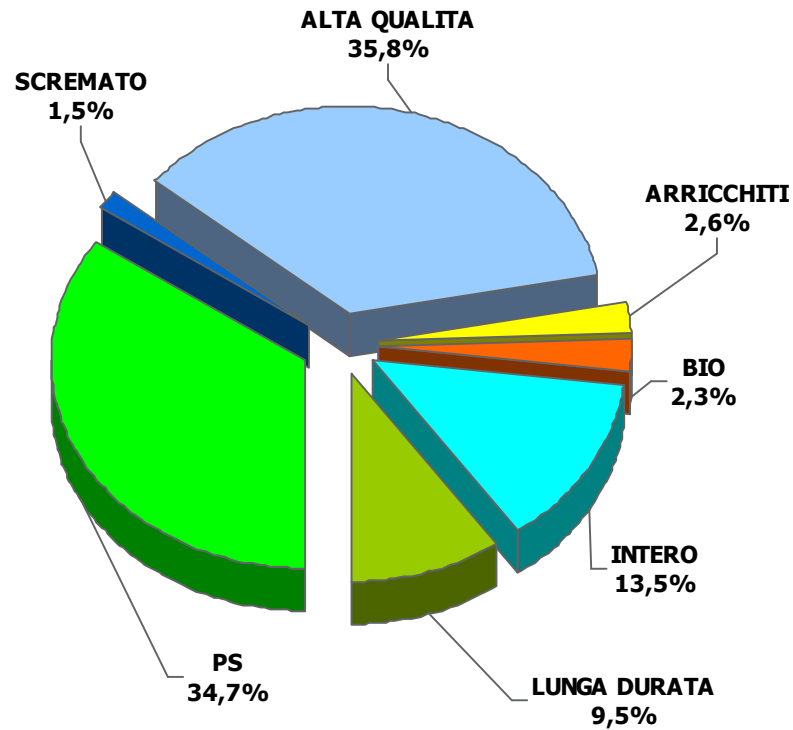
+11.2%



*Iper + Super + Liberi Servizi + Discount

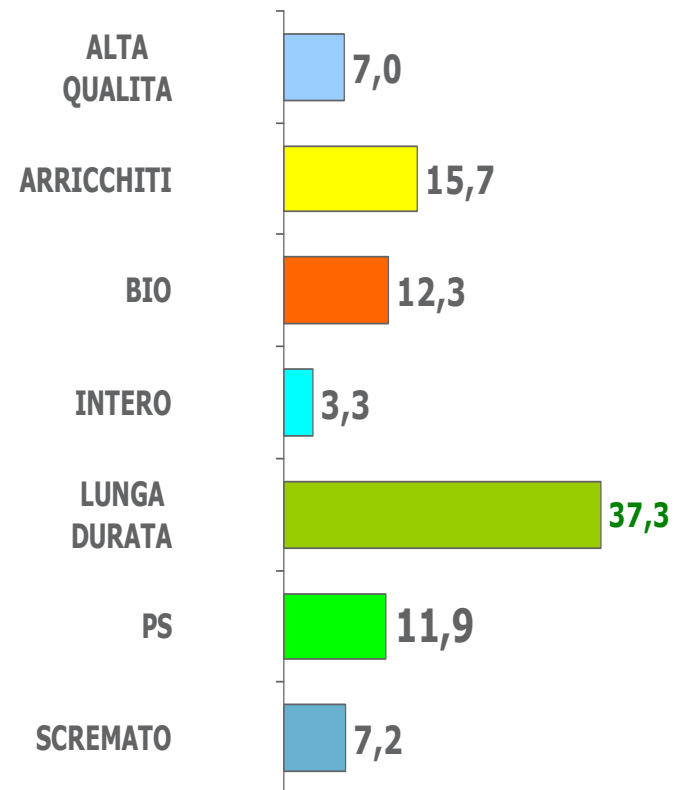
Latte Fresco– Peso Valore dei Segmenti & Trend Semestre Term. 28 Settembre '08 – Totale Italia

Tot. Latte ('000) € 442,301



**Var. % Vol.
Sett08 vs Sett07**

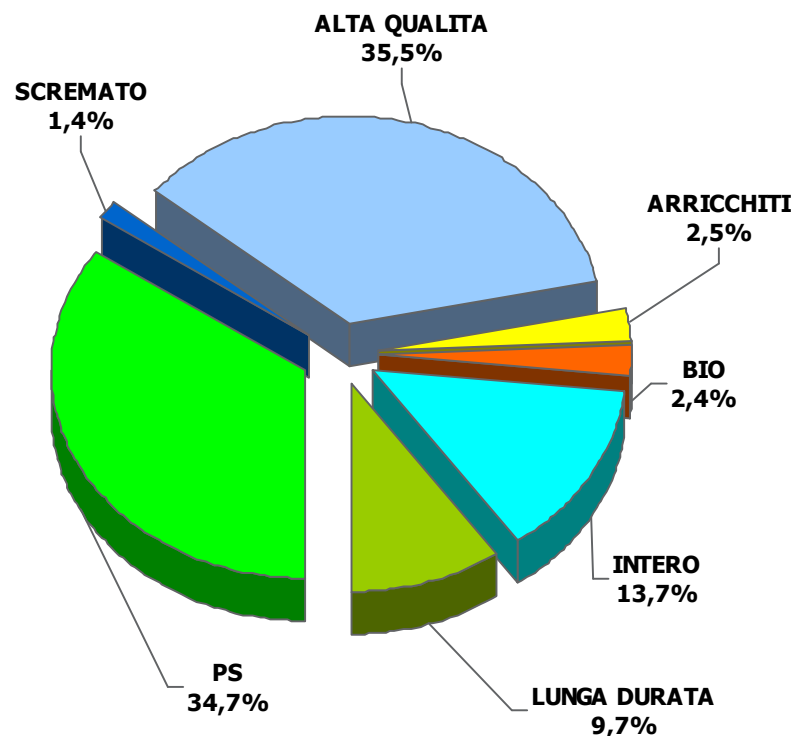
+10.8 %



*Iper + Super + Liberi Servizi + Discount

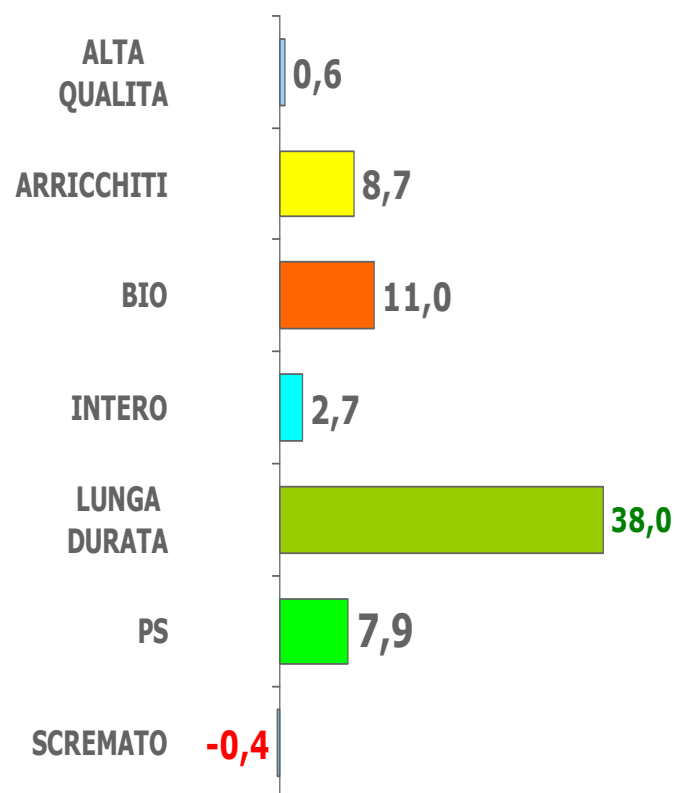
Latte Fresco– Peso Valore dei Segmenti & Trend Bimestre Term. 28 Settembre '08 – Totale Italia

Tot. Latte ('000) € 148,943



**Var. % Vol.
Sett08 vs Sett07**

+ 6.6 %



*Iper + Super + Liberi Servizi + Discount

Segmentazione Tot. Latte Fresco – Vendite Volume Iper + Super + Liberi Servizi + Discount

| | Anno Term. 30/09/07 | Anno Term. 28/09/08 | Variaz. % | Sem. Term. 30/09/07 | Sem Term. 28/09/08 | Variaz. % | Bim. Term. 30/09/07 | Bim. Term. 28/09/08 | Variaz. % |
|--------------------------|------------------------|------------------------|------------|------------------------|-----------------------|--------------|------------------------|------------------------|--------------|
| TOT. LATTE FRESCO | 616,979.4 | 636,891.5 | 3.2 | 298,326.6 | 309,640.6 | 3.8 | 103,207.8 | 104,371.0 | 1.1 |
| ALTA QUALITA | 35.8 | 34.7 | -0.1 | 35.7 | 34.0 | -1.0 | 36.2 | 33.6 | -6.2 |
| ARRICCHITI | 1.8 | 2.0 | 14.5 | 1.9 | 2.0 | 12.8 | 1.8 | 1.9 | 6.4 |
| BIO | 2.0 | 2.0 | 6.1 | 2.0 | 2.0 | 6.2 | 2.0 | 2.1 | 4.8 |
| INTERO | 15.8 | 14.9 | -3.1 | 15.7 | 14.8 | -2.5 | 15.4 | 15.0 | -1.8 |
| LUNGA DURATA | 8.3 | 10.4 | 30.3 | 8.6 | 11.3 | 36.2 | 8.4 | 11.6 | 39.0 |
| P.S. | 34.8 | 34.5 | 2.4 | 34.6 | 34.4 | 3.1 | 34.5 | 34.4 | 0.8 |
| SCREMATO | 1.3 | 1.3 | 1.6 | 1.4 | 1.3 | -3.1 | 1.4 | 1.2 | -9.6 |

Segmentazione Tot. Latte Fresco – Vendite Valore Iper + Super + Liberi Servizi + Discount

| | Anno Term. 30/09/07 | Anno Term. 28/09/08 | Variaz. % | Sem. Term. 30/09/07 | Sem Term. 28/09/08 | Variaz. % | Bim. Term. 30/09/07 | Bim. Term. 28/09/08 | Variaz. % |
|--------------------------|------------------------|------------------------|--------------|------------------------|-----------------------|--------------|------------------------|------------------------|-------------|
| TOT. LATTE FRESCO | 816,475.2 | 907,842.8 | -11.2 | 399,298.5 | 442,300.6 | -10.8 | 139,712.8 | 148,943.0 | -6.6 |
| •ALTA QUALITA | •37.1 | •36.3 | •8.9 | •37.0 | •35.7 | •7.0 | •37.5 | •35.4 | •0.6 |
| •ARRICCHITI | •2.5 | •2.6 | •16.7 | •2.5 | •2.6 | •15.7 | •2.4 | •2.5 | •8.7 |
| •BIO | •2.3 | •2.3 | •11.9 | •2.3 | •2.3 | •12.3 | •2.3 | •2.4 | •11.0 |
| •INTERO | •14.6 | •13.6 | •3.1 | •14.4 | •13.5 | •3.3 | •14.2 | •13.7 | •2.7 |
| •LUNGA DURATA | •7.3 | •8.8 | •34.3 | •7.6 | •9.5 | •37.3 | •7.5 | •9.7 | •38.0 |
| •P.S. | •34.4 | •34.6 | •11.7 | •34.3 | •34.6 | •11.9 | •34.1 | •34.6 | •7.9 |
| •SCREMATO | •1.5 | •1.5 | •12.7 | •1.6 | •1.5 | •7.2 | •1.6 | •1.4 | •-0.4 |

Segmentazione Tot. Latte Fresco – Prezzo Medio Iper + Super + Liberi Servizi + Discount

| | •Anno Term. •30/09/07 | •Anno Term. •28/09/08 | •Variaz. % | •Sem. Term. •30/09/07 | •Sem Term. •28/09/08 | •Variaz. % | •Bim. Term. •30/09/07 | •Bim. Term. •28/09/08 | •Variaz. % |
|--------------------|--------------------------|--------------------------|------------|--------------------------|-------------------------|------------|--------------------------|--------------------------|------------|
| •TOT. LATTE FRESCO | •1.32 | •1.43 | •7.7 | •1.34 | •1.43 | •6.7 | •1.35 | •1.43 | •5.4 |
| •ALTA QUALITA | •1.37 | •1.49 | •9.0 | •1.39 | •1.50 | •8.1 | •1.40 | •1.50 | •7.2 |
| •ARRICCHITI | •1.80 | •1.83 | •1.9 | •1.80 | •1.85 | •2.5 | •1.81 | •1.85 | •2.2 |
| •BIO | •1.50 | •1.58 | •5.5 | •1.51 | •1.59 | •5.7 | •1.50 | •1.59 | •5.9 |
| •INTERO | •1.22 | •1.30 | •6.4 | •1.23 | •1.30 | •6.0 | •1.25 | •1.30 | •4.6 |
| •LUNGA DURATA | •1.17 | •1.21 | •3.0 | •1.18 | •1.19 | •0.8 | •1.21 | •1.20 | •-0.7 |
| •P.S. | •1.31 | •1.43 | •9.1 | •1.33 | •1.44 | •8.5 | •1.34 | •1.43 | •7.1 |
| •SCREMATO | •1.50 | •1.66 | •11.0 | •1.53 | •1.69 | •10.6 | •1.54 | •1.70 | •10.2 |

LATTE FRESCO

Home Scan

Latte Fresco

Totale Italia – AT 17 Agosto 2008

Le famiglie che hanno acquistato Latte Fresco almeno una volta nel corso dell'ultimo anno sono:

LATTE UHT

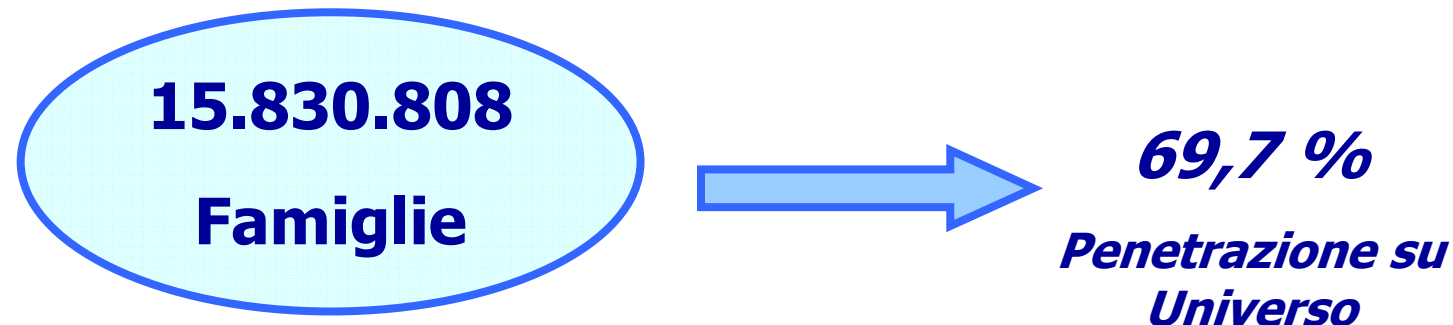
19.3 Mio Famiglie

Penetrazione 84,8 %

YOGURT

21.8 Mio Famiglie

Penetrazione 95,9 %



Mediamente ogni famiglia acquista nell'anno:

LATTE UHT

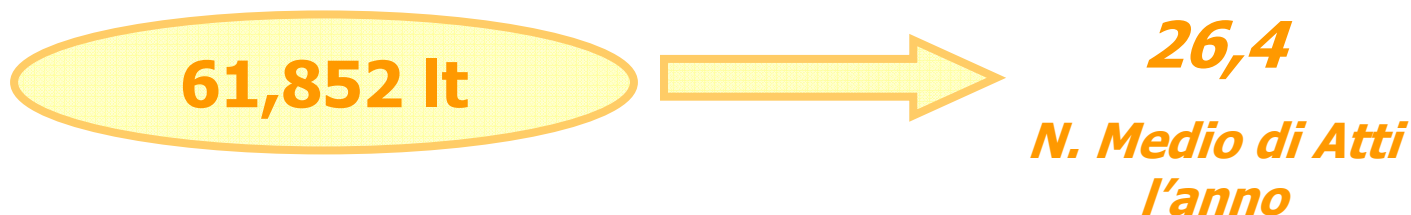
68,6 lt acquisto annuo

16,8 Num. atti medi

YOGURT

17,9 lt acquisto annuo

19,8 Num. atti medi



Cioè acquista Latte Fresco ogni 14 gg circa

*Fonte CPS

Thank you

nielsen
● ● ● ● ● ● ● ● ●

nielsen
● ● ● ● ● ● ● ● ●



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