



Category Assessment

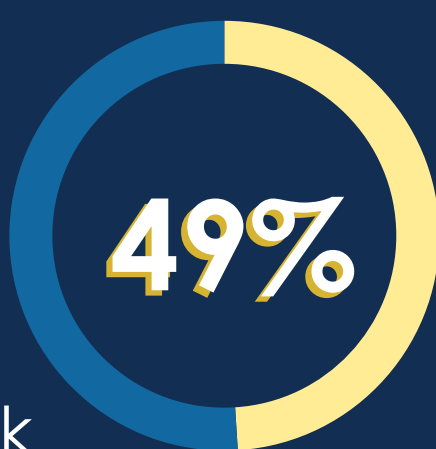


78%

of the consumers eat pasta
once a week or more



once
a week



several
times
a week

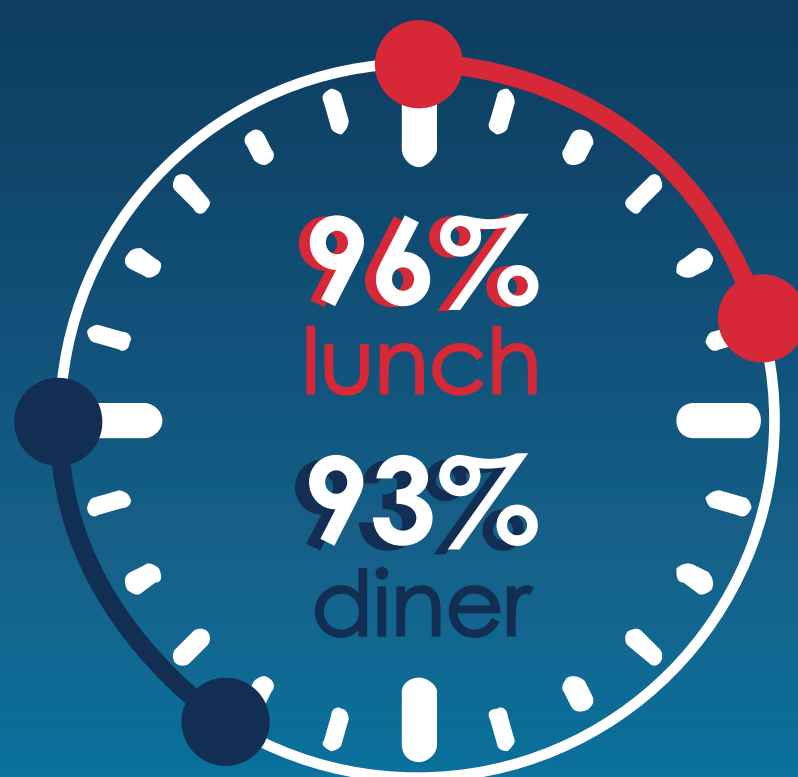
Why not more ?

33% “It makes me
put on weight,”

32% “I reduce my
carbohydrate
consumption,”

26% “It's not very
varied,”

When do we eat pasta ?



At home
For usual meals

81%



At home
For usual kids meals

64%



At home
When I am alone

61%



At home
For guests

51%



Cuts purchase
(past 6 months)

84%

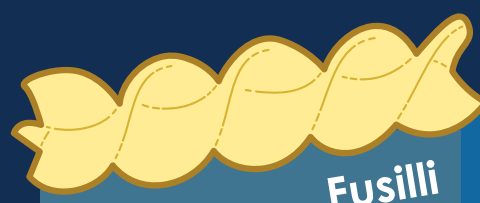
37%

Most often purchase



76%

17%



67%

12%



61%

9%



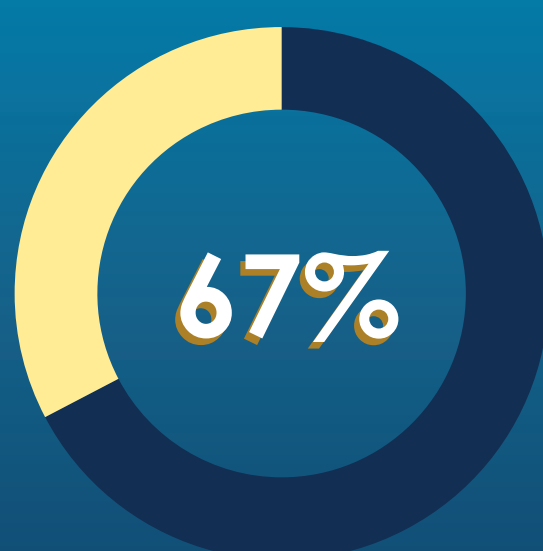
58%

3%

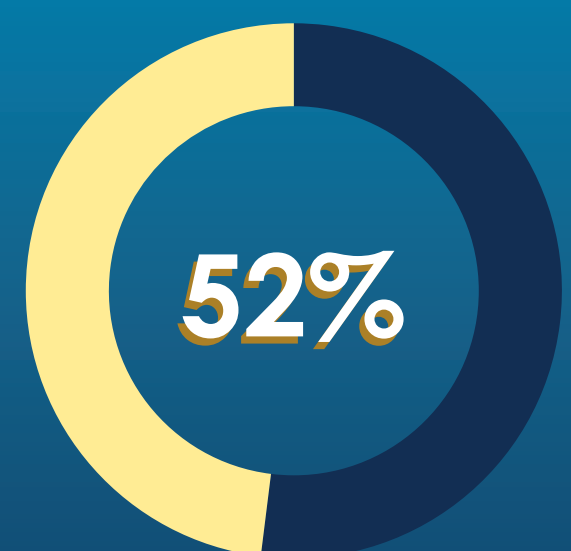
10 cuts

bought on average
(past 6 months)

How do we buy pasta ?



“Yes, I planned to buy
dry pasta,”



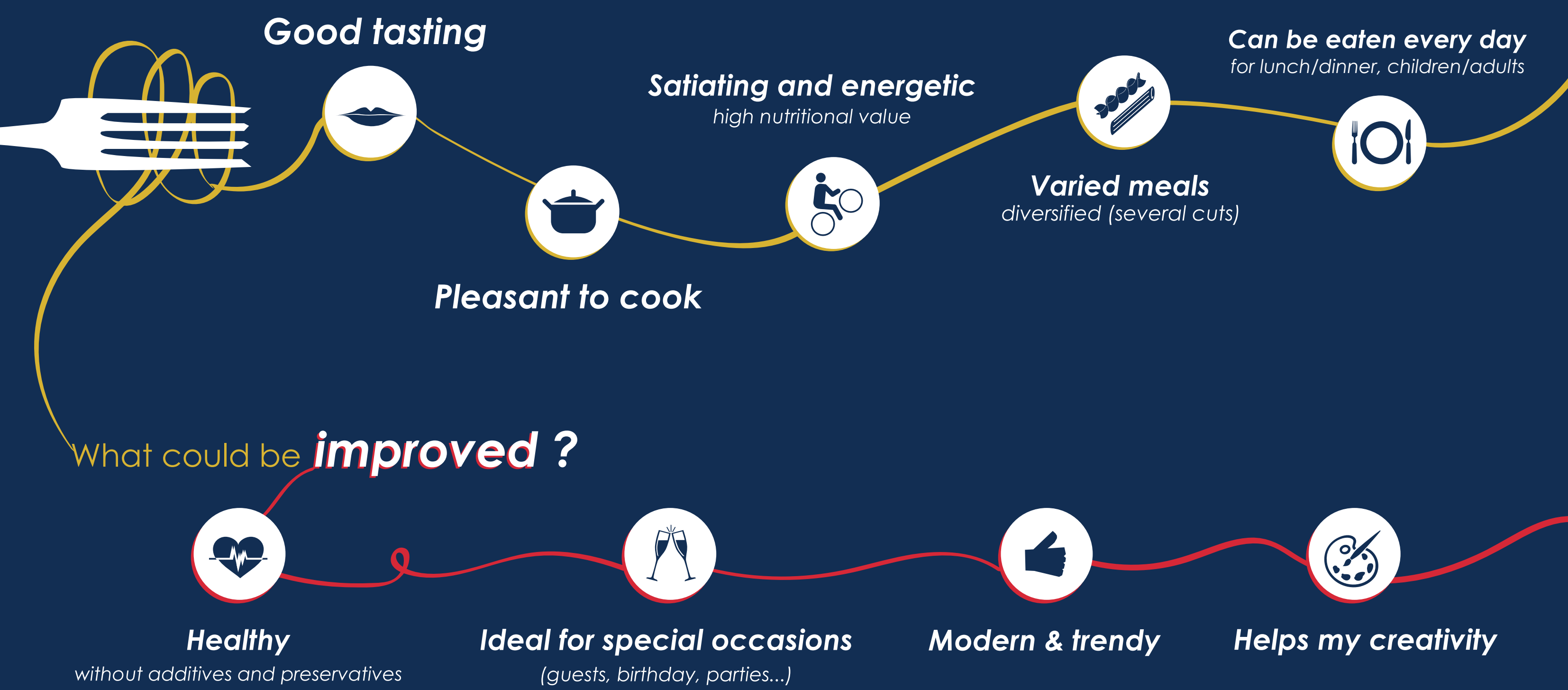
“Yes, I had a
specific brand in mind,”



Focus on the
Dry pasta
category

8,3
10

“Pasta meets my
needs and desires,”
(relevance of the category)



Focus on the
Dry pasta
brands



Dry pasta
AWARDS



Awareness



P12M Purchase

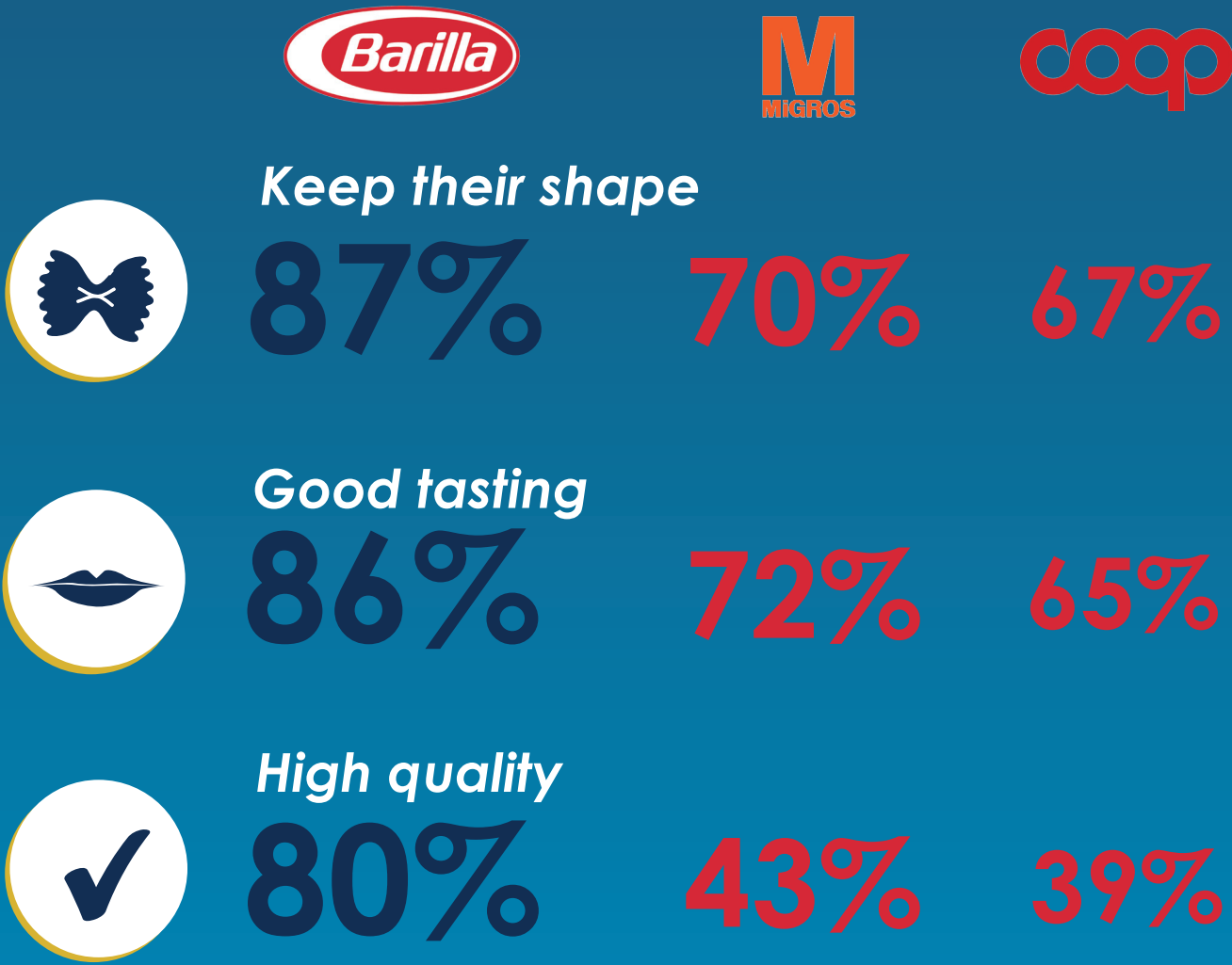


Differentiation



Relevance

Barilla's strengths



Barilla's weaknesses

