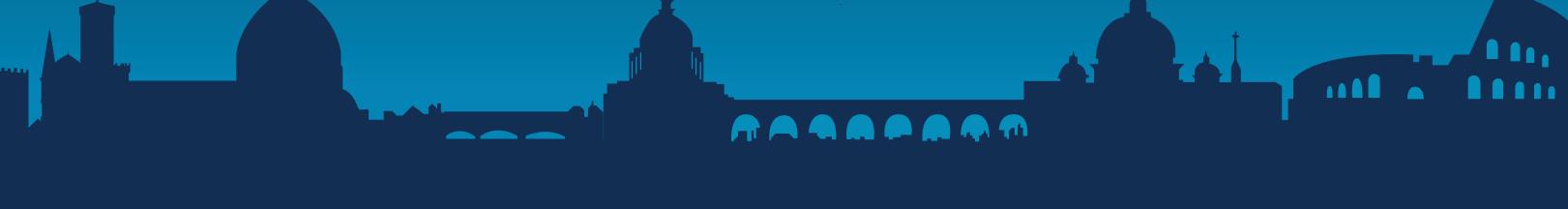






Category Assessment



several

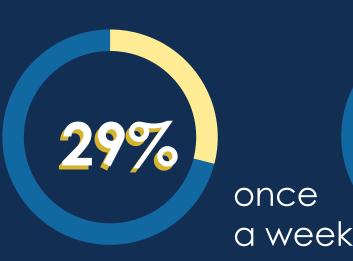
a week

times



78%

of the consumers eat pasta once a week or more



49% once a week

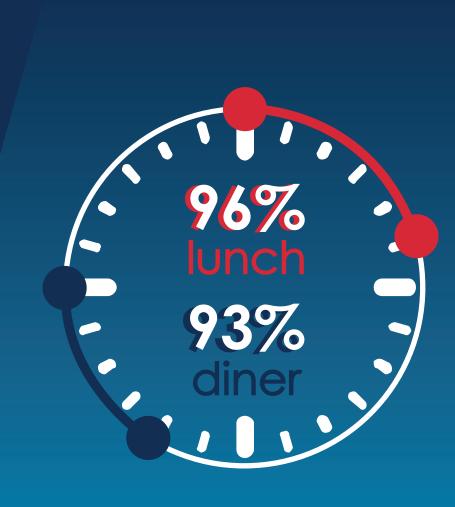
Why not more?

33% It makes me put on weight,

32% I reduce my carbohydrate consumption

26% It's not very varied,

## Mhen do we eat 2 pasta ?



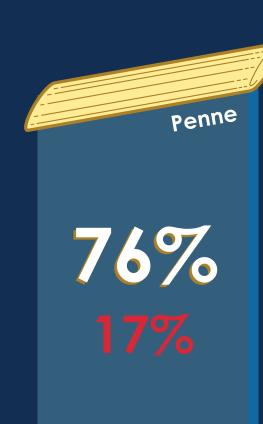
At home For usual meals 81%

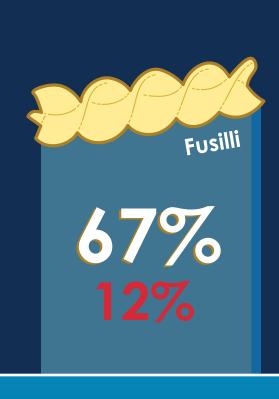


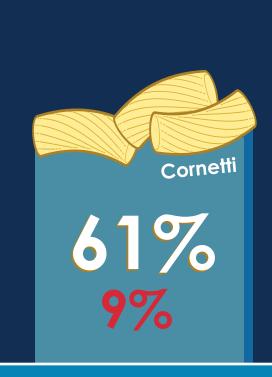














10 cuts

bought on average

(past 6 months)

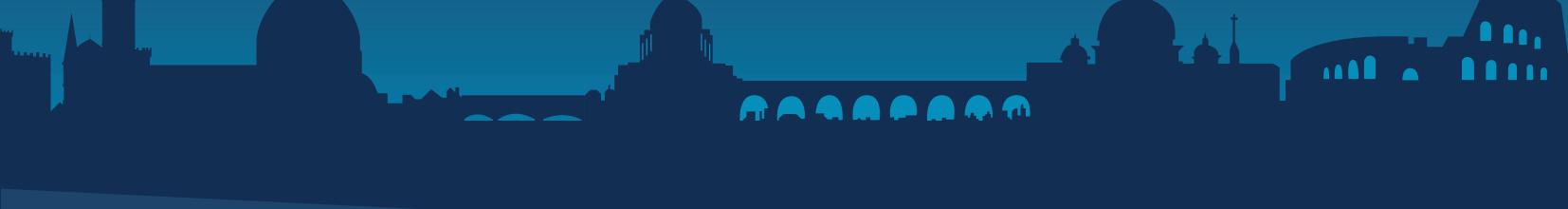
How do we pasta?







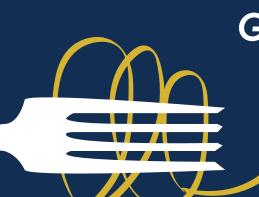






<sup>66</sup> Pasta meets my needs and desires

(relevance of the category)



Good tasting

Satiating and energetic high nutritional value

50

Varied meals diversified (several cuts)

Can be eaten every day for lunch/dinner, children/adults





What could be improved?









Healthy

without additives and preservatives

Ideal for special occasions

(guests, birthday, parties...)

Modern & trendy

Helps my creativity

## Focus on the Dry pasta brands





Awareness

Barilla

P12M Purchase



**Differentiation** 



Relevance

## Barilla's strengths



Keep their shape



**Good tasting** 

High quality

## Barilla's weaknesses



Weight management

Family & friends bonding

**Creativity in cooking**