



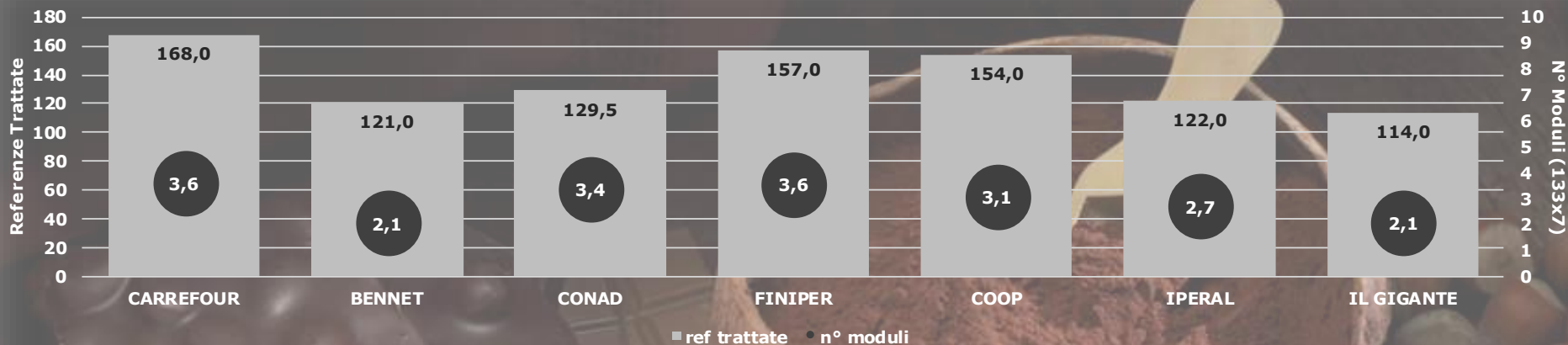
123,1 referenze

2,4 Moduli

	Referenze Trattate	Quota Assortimento	Quota Spazio
Fondente	46,4	37,7%	37,3%
Specialita'	23,9	23,9%	20,1%
Latte	19,4	15,7%	17,4%
Nocciolato	17,1	13,9%	16,0%
Bianco	5,7	4,7%	5,3%
Base Cioccolato	5,7	4,1%	4,0%



Referenze Trattate e N° Moduli (133cm x 7ripiani)

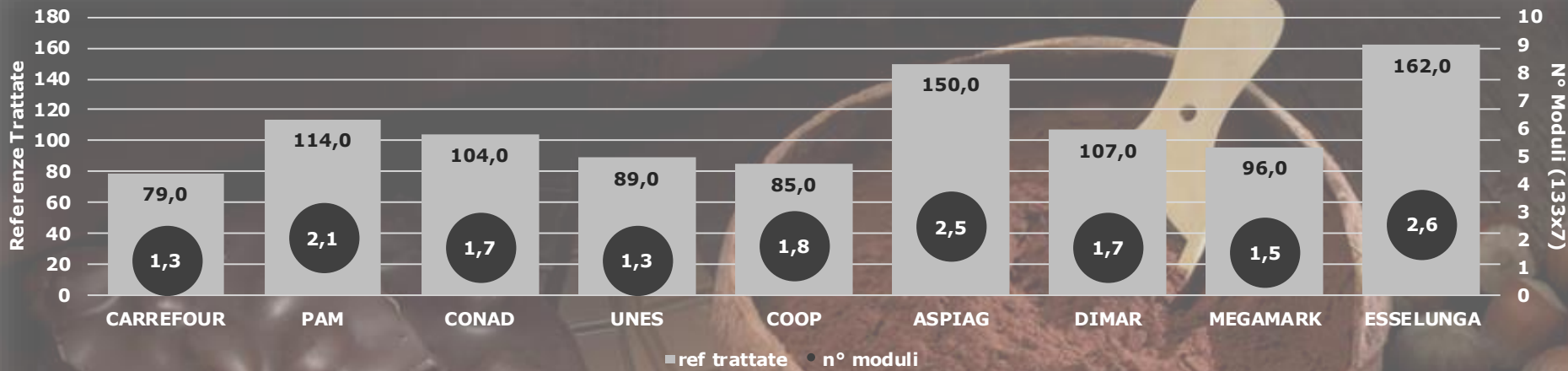


Quota Spazio Segmenti

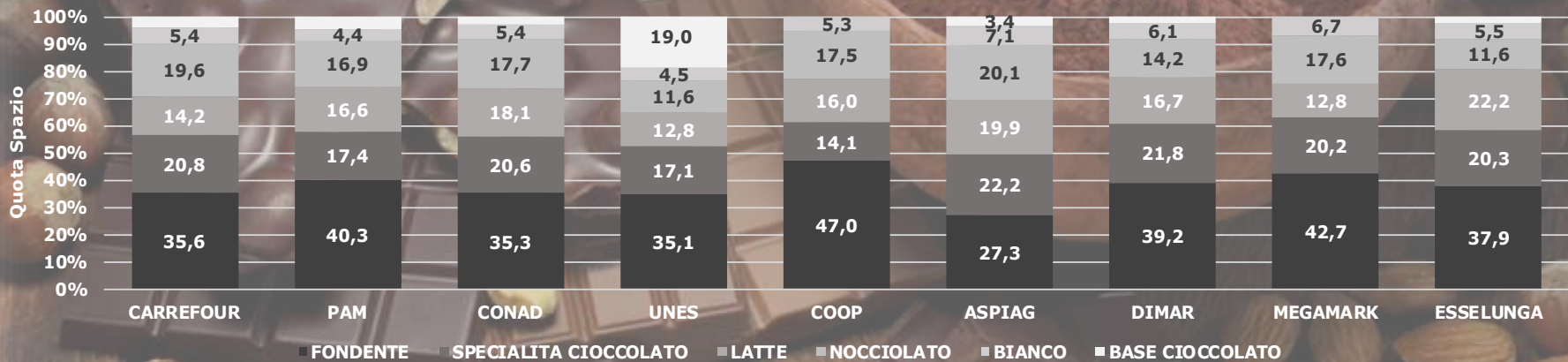




Referenze Trattate e N° Moduli (133cm x 7ripiani)



Quota Spazio Segmenti





123,1 referenze

2,4 Moduli

	Referenze Trattate	Quota Assortimento	Quota Spazio
Elah-Dufour	25,5	20,7%	21,8%
Lindt & Spruengli	21,3	17,3%	14,4%
Mondelez Int.	16,2	13,1%	16,2%
Private Label	15,2	12,4%	14,0%
Alfred Ritter	13,1	10,0%	8,1%
Nestle'	12,8	10,4%	10,5%