

GROW YOUR BUSINESS PROFITABLY
IN A COMPLEX MARKETPLACE



FEDERDISTRIBUZIONE
LE AZIENDE DELLA DISTRIBUZIONE MODERNA

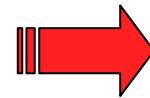
Il canale Cash & Carry Potenzialità e caratteristiche

Toptrade IRI gennaio 2009



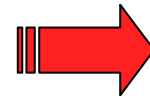
Il canale Cash & Carry

Numero punti di vendita



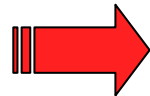
413

Superficie totale (mq)



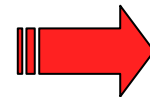
1,670,265

Superficie media (mq)



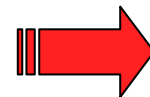
4,044

Numero Imprese



115

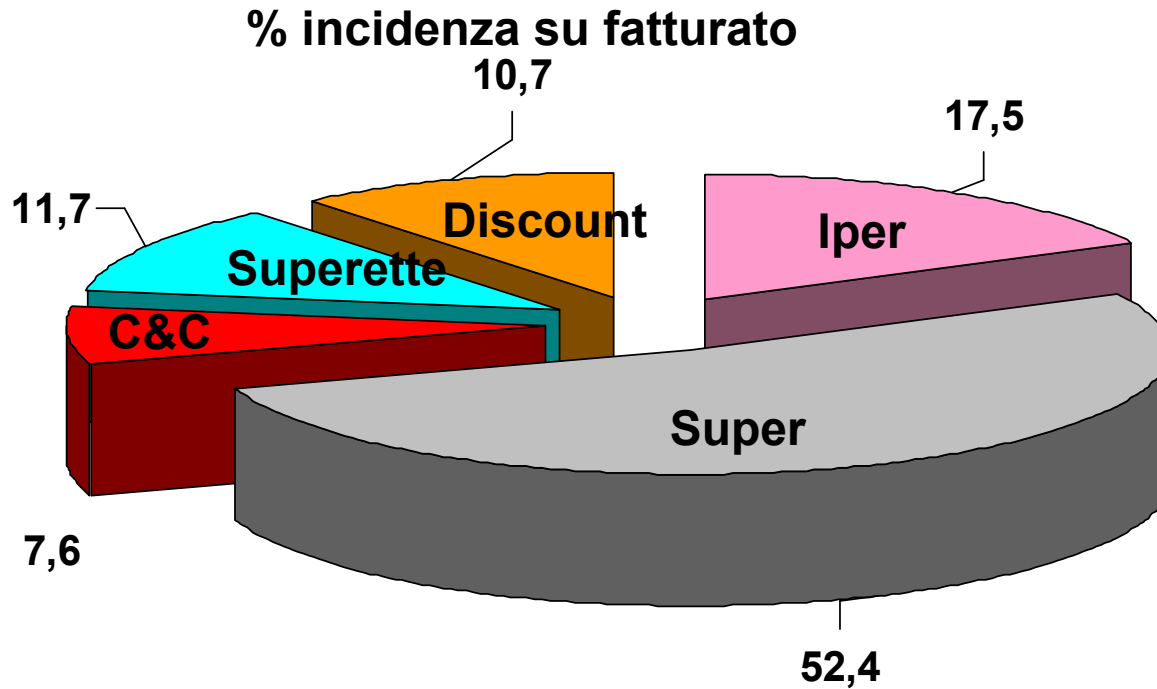
Dimensioni del canale LCC



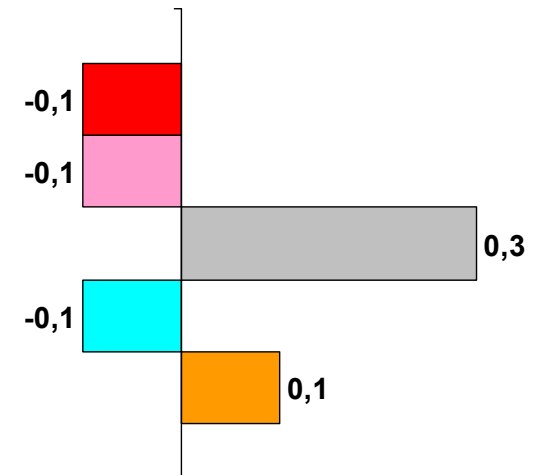
4,3 miliardi €

La quota dei Cash & Carry

Largo Consumo Confezionato - Superfici moderne



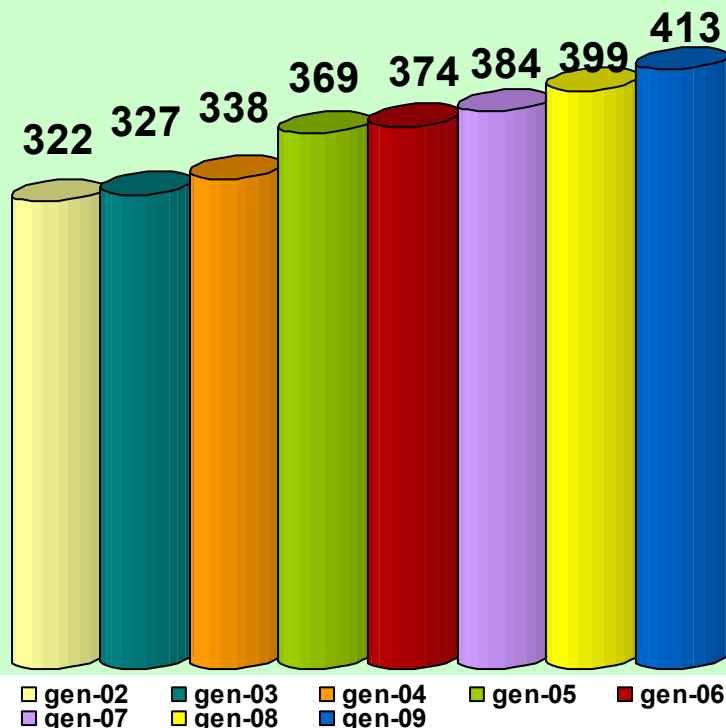
Diff. Punti quota vs Giu-08



L'evoluzione del Canale Cash&Carry

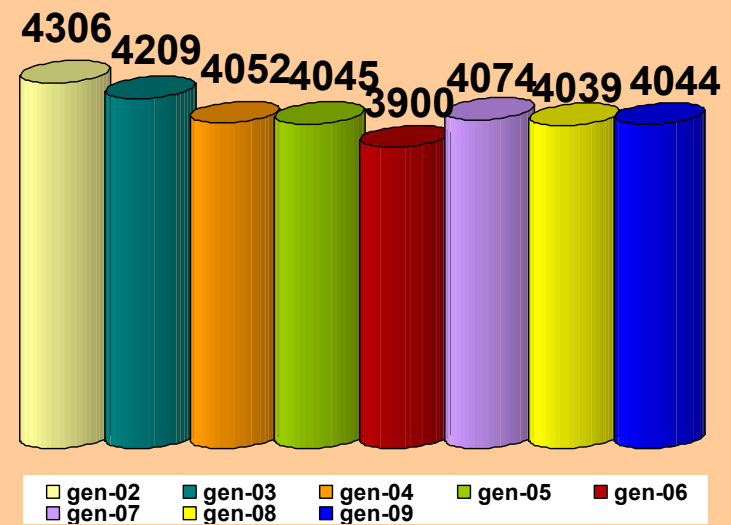
In 8 anni i punti vendita sono aumentati del 28%.

Numerica PDV

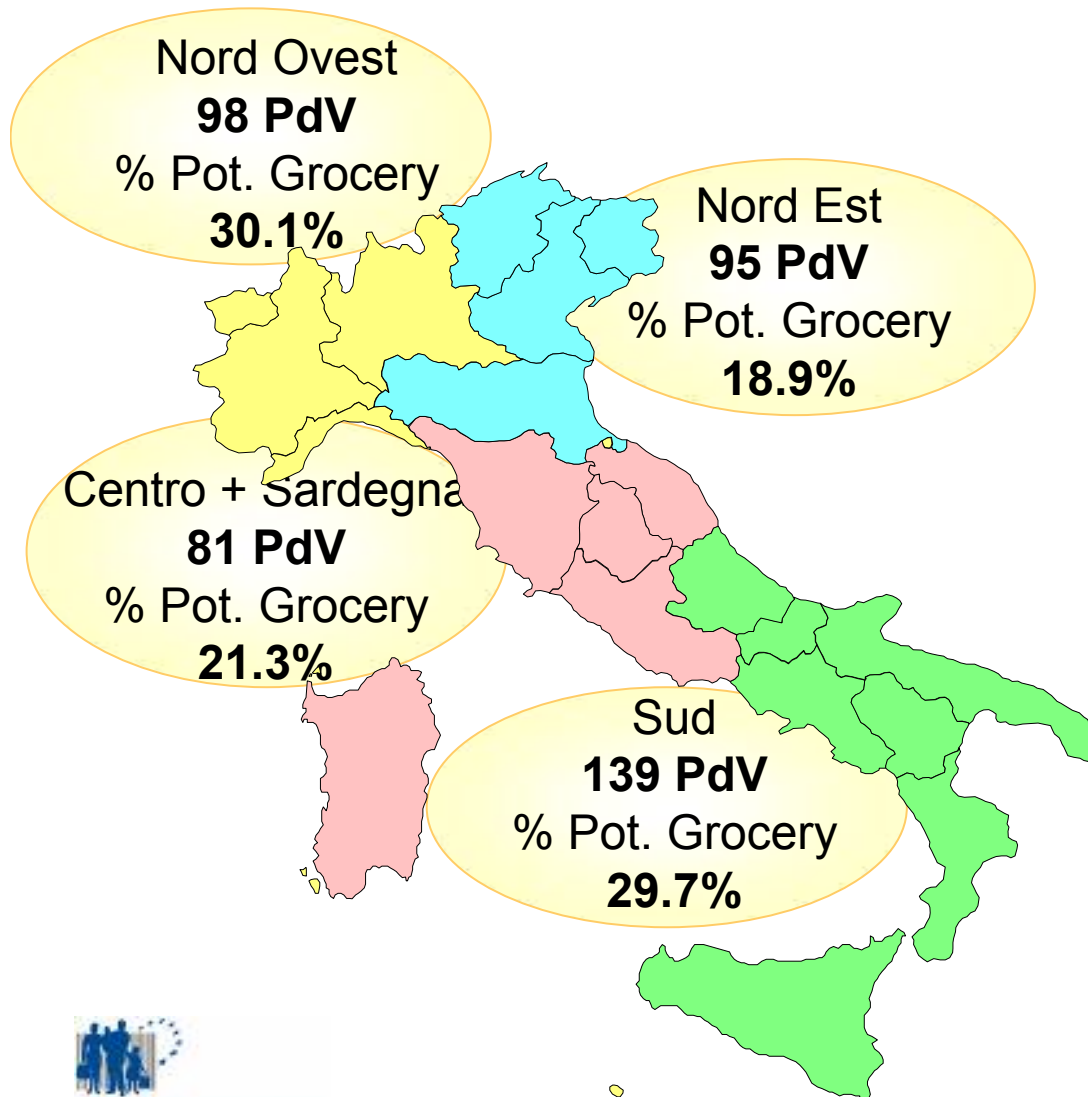


La superficie media è diminuita rispetto al 2002 stabilizzandosi intorno ai 4.000 mq.

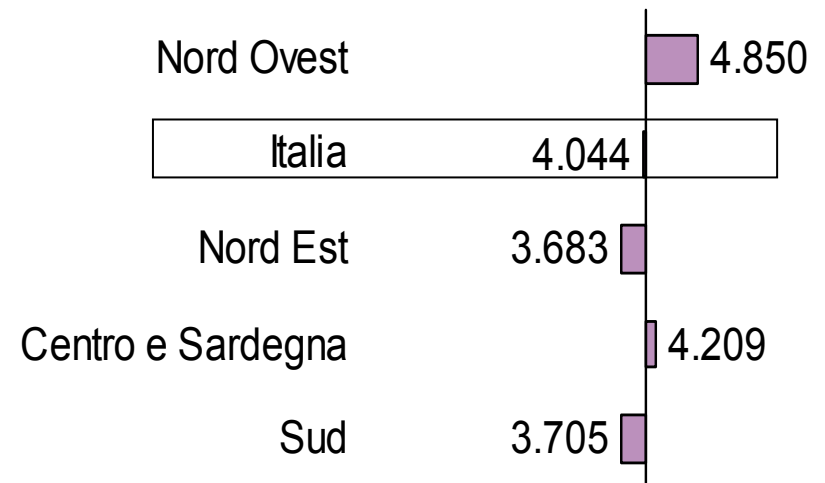
Metratura media



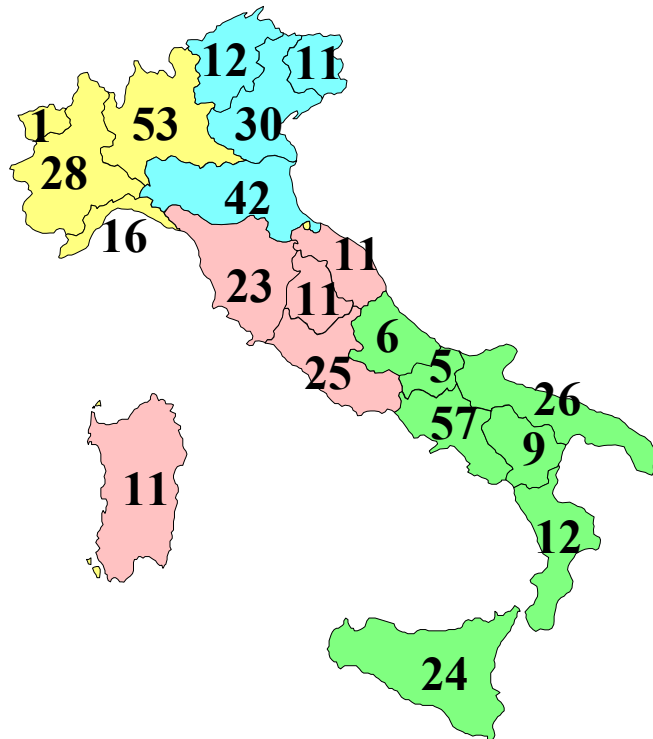
La copertura territoriale del canale C&C



Superficie media (mq)



La copertura regionale

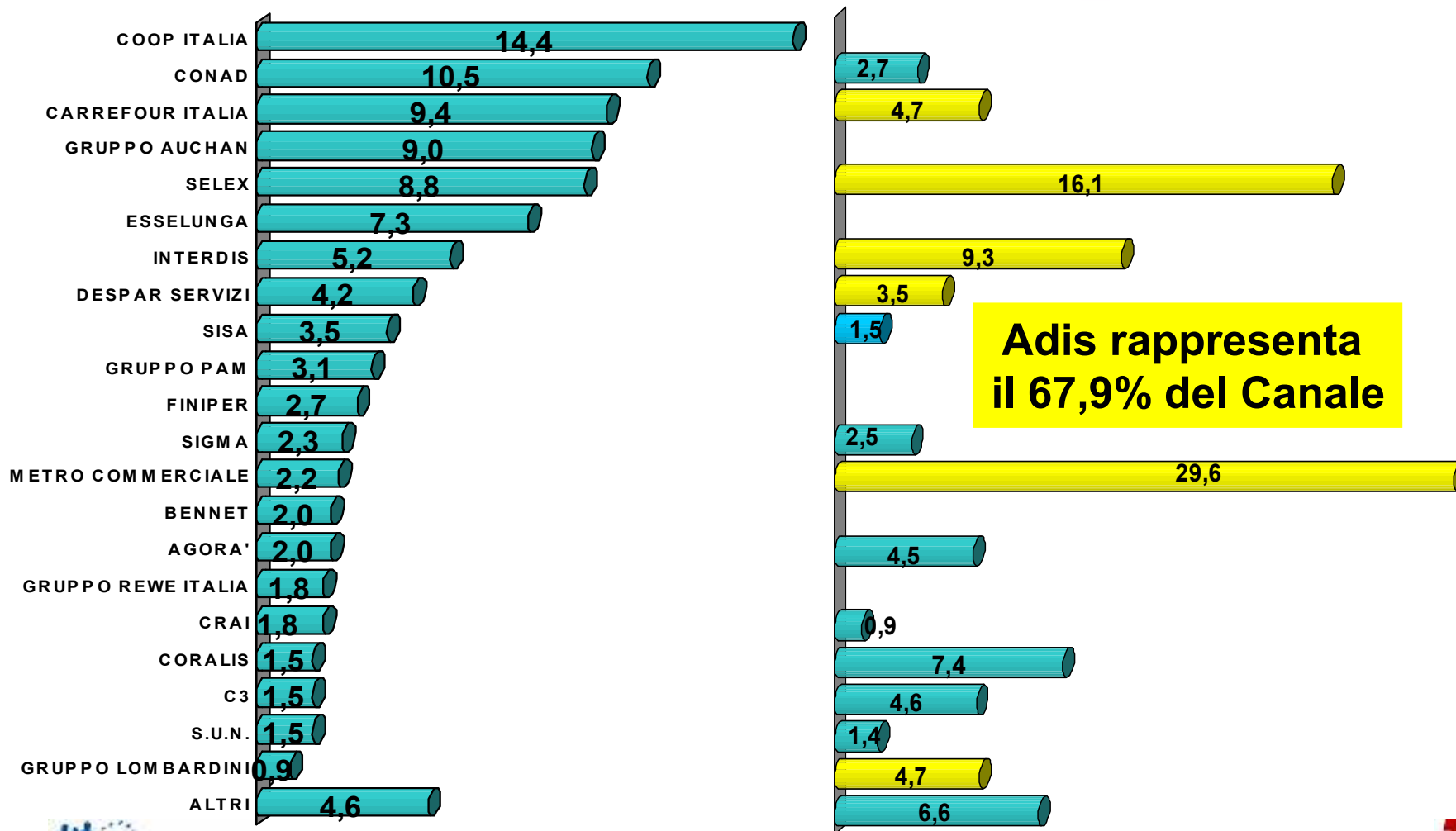


Regione	Numero Punti Vendita	% Pot LCC
ABRUZZO	6	1,8
BASILICATA	9	1,5
CALABRIA	12	1,8
CAMPANIA	57	14,1
EMILIA ROMAGNA	42	8,4
FRIULI VENEZIA GIULIA	11	2,0
LAZIO	25	7,8
LIGURIA	16	4,4
LOMBARDIA	53	15,3
MARCHE	11	2,0
MOLISE	5	0,6
PIEMONTE	28	10,1
PUGLIA	26	6,7
SARDEGNA	11	3,1
SICILIA	24	3,3
TOSCANA	23	6,7
TRENTINO ALTO ADIGE	12	2,1
UMBRIA	11	1,7
VALLE D' AOSTA	1	0,3
VENETO	30	6,4
Grand Total	413	100,0

Le quote dei gruppi distributivi

Iper, Super, Superette, C&C

Cash & Carry



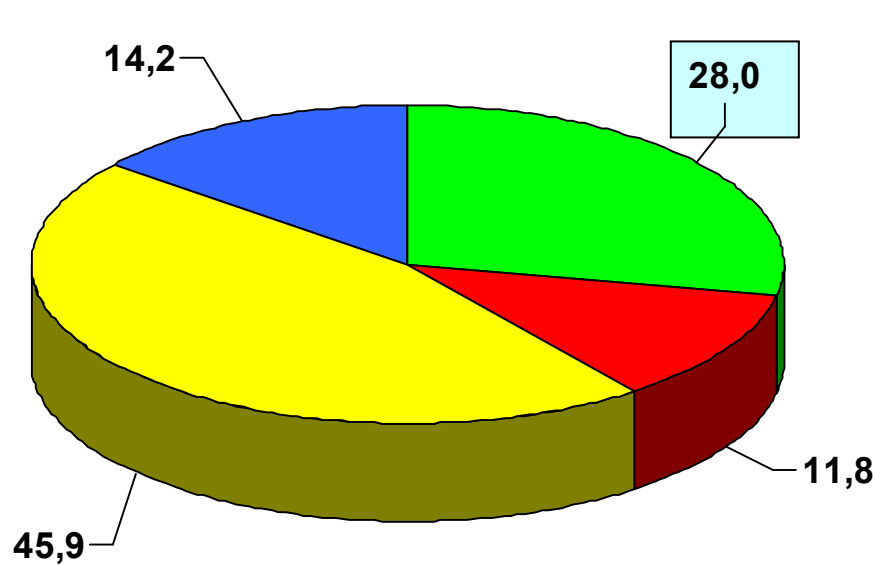
Fonte : Top Trade IRI 01/2009



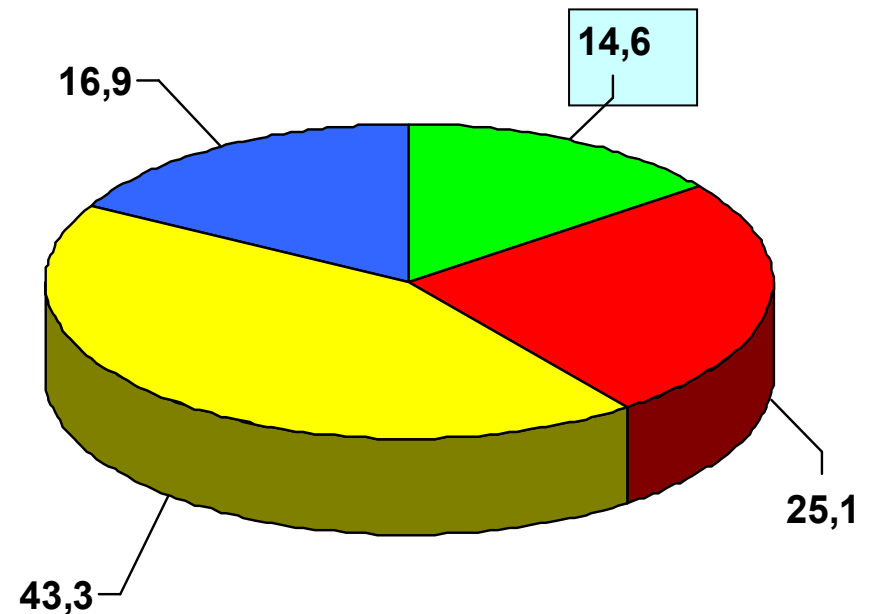
La struttura merceologica dell'offerta - Fatturato

Largo Consumo Confezionato Incidenza del fatturato per reparto

■ Bevande ■ Fresco+Freddo LCC ■ Alimentari secchi ■ Detergenza e Persona



Cash & Carry



Ipermercati+Supermercati