

## POSITIONING MATRIX

Reference period: 2023



\*The ranking is based on the score

ITALIAN GROCERY SIGNES	CONSIDERED PERIOD					CONSIDERED PERIOD				
	From 2023/01/01 to 2023/12/31					From 2022/01/01 to 2022/12/31				
	Rank (#)	Average Score	Reviews N.		Player Tot. (n.)	Average Score	Reviews N.		Player Tot. (n.)	
			Per player	Total		Per player	Total			
ESSELUNGA	1°	4.31	↓	408	70,120	172	4.32	446	76,787	172
TOSANO	2°	4.30	↓	652	9,128	14	4.31	674	9,431	14
IPER	3°	4.29	→	1,287	25,736	20	4.29	1,400	27,996	20
IPERAL	4°	4.28	↓	226	9,263	41	4.30	243	9,945	41
ROSSETTO	5°	4.27	↑	224	4,701	21	4.25	257	5,397	21
COAL	6°	4.25	↓	12	2,210	189	4.26	14	2,749	195
OASI	7°	4.24	↓	169	3,879	23	4.25	206	4,743	23
DECO'	8°	4.22	↑	32	12,529	394	4.20	37	14,870	399
FAMILA	9°	4.21	↑	50	11,602	230	4.20	65	14,928	230
BASKO	9°	4.21	↑	77	3,321	43	4.14	92	3,954	43
EUROSPIN	10°	4.20	↑	86	91,712	1,066	4.19	98	104,943	1,066
DESPAR	11°	4.19	↑	36	33,425	918	4.18	41	37,641	921
CRAI	12°	4.17	↓	14	10,239	718	4.20	16	12,052	736
CONAD	12°	4.17	↑	64	159,617	2,482	4.13	61	151,583	2,486
LIDL	13°	4.16	↑	146	97,703	668	4.13	182	121,297	668
TODIS	14°	4.14	↓	48	8,759	183	4.20	56	10,255	183
DPIU' DISCOUNT	15°	4.13	↑	19	5,032	264	4.05	20	5,402	264
PRIX QUALITY	16°	4.10	→	34	5,052	148	4.10	40	5,910	148
ITALMARK	16°	4.10	↑	34	2,837	83	4.08	48	3,920	82
MERCATO'	16°	4.10	↓	39	2,856	73	4.15	58	4,214	73
CADORO	16°	4.10	↓	73	1,527	21	4.15	81	1,710	21
ALDI	16°	4.10	↓	129	17,659	137	4.11	157	21,457	137
COOP	17°	4.08	↑	65	81,445	1,252	4.06	63	79,226	1,267
IN'S MERCATO	18°	4.05	→	39	18,508	478	4.05	43	20,652	477
SIGMA	18°	4.05	↓	11	4,120	364	4.15	17	6,788	391
IL GIGANTE	19°	4.04	↓	154	8,299	54	4.05	186	10,059	54
CARREFOUR	20°	4.03	↑	65	66,430	1,016	4.02	70	71,189	1,021
PAM	21°	4.00	↓	78	21,365	273	4.05	88	24,126	273
PENNY.	21°	4.00	↓	52	20,009	383	4.02	62	23,897	383
BENNET	22°	3.99	↑	290	15,654	54	3.98	299	16,130	54
MD	23°	3.97	↓	15	9,503	642	4.03	16	10,056	639