

A hand holding a globe with a network overlay, symbolizing global connectivity and sustainability. The background is a lush green field with large green leaves in the foreground.

Notizie dalla *Fork*

Il Bio fra vecchi atteggiamenti e nuove sensibilità

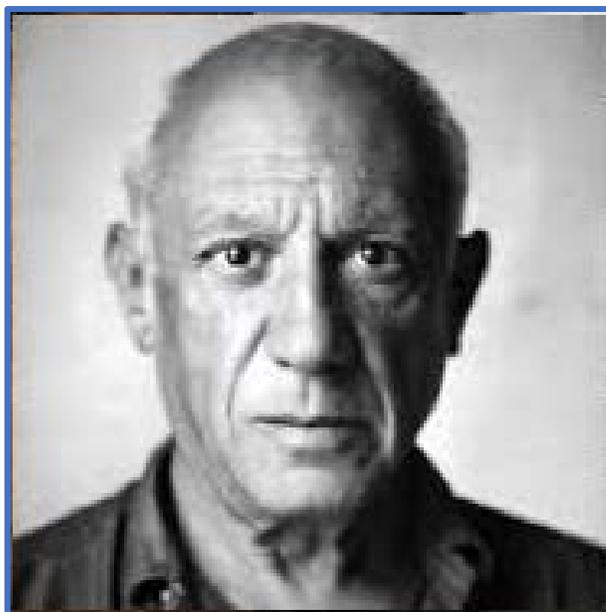
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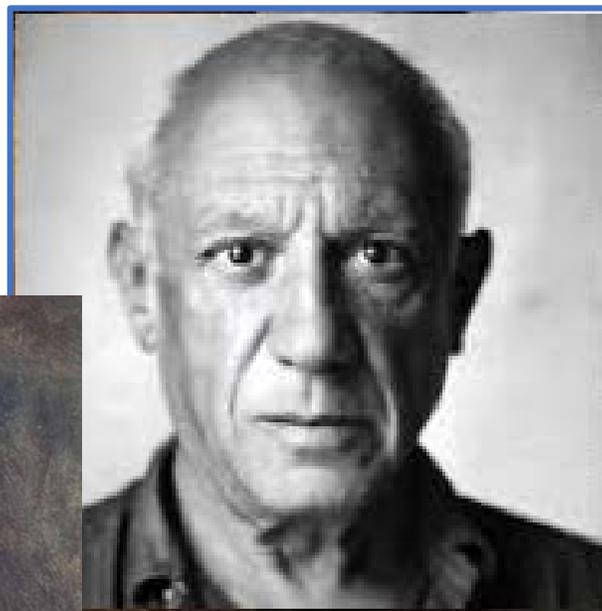
Notizie dalla *Fork*: #1

il consumatore sta diventando un *giovane adulto*

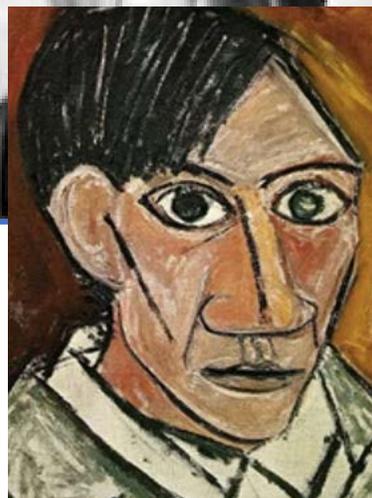
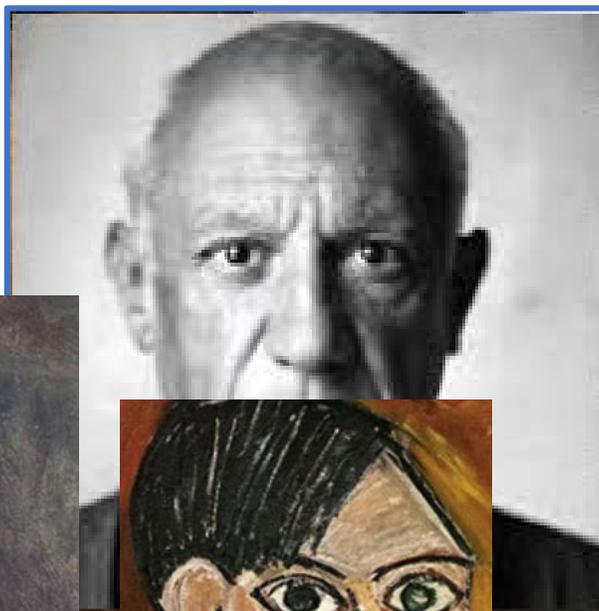




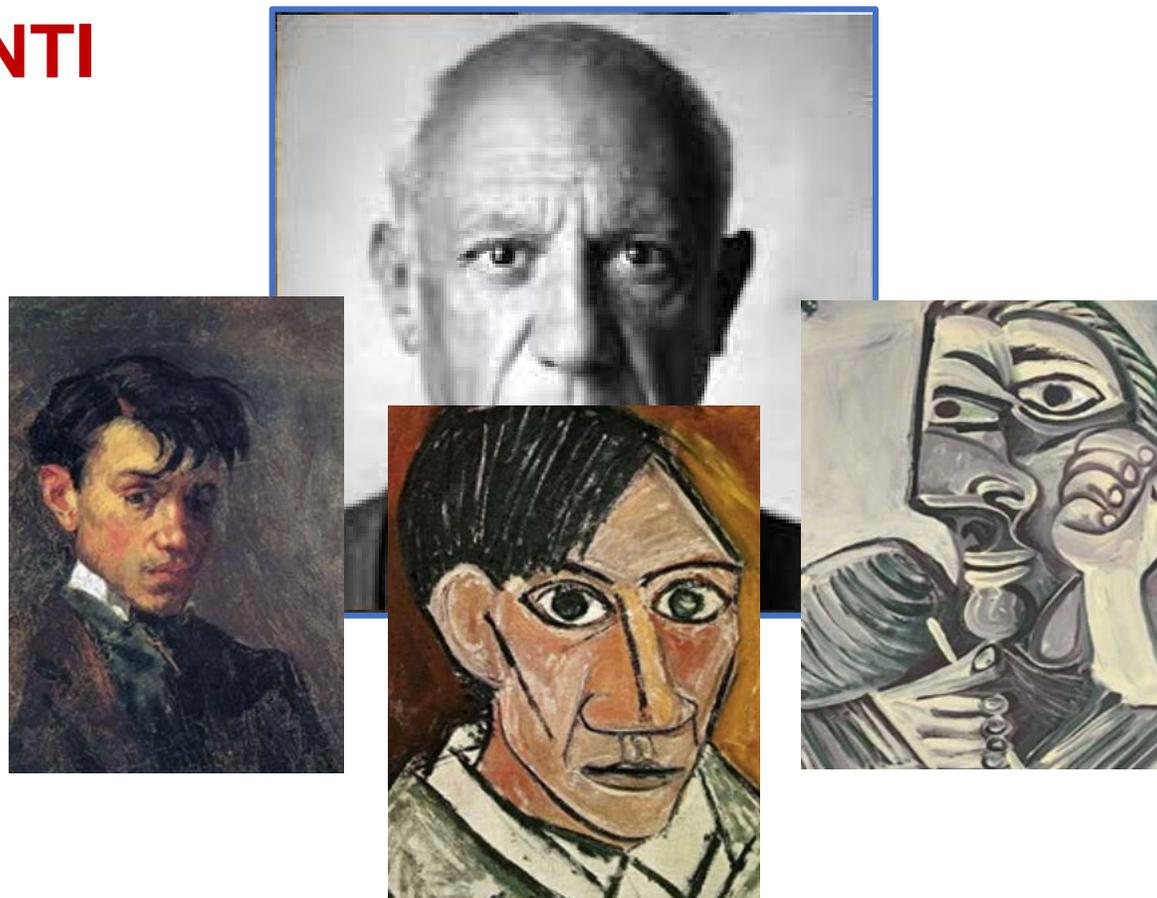
INDIVIDUO



COLLETTIVITA'



COMPORAMENTI









tempo



Società Pre-Industriale

Società Industriale

Società Post-Industriale

Società Digitale

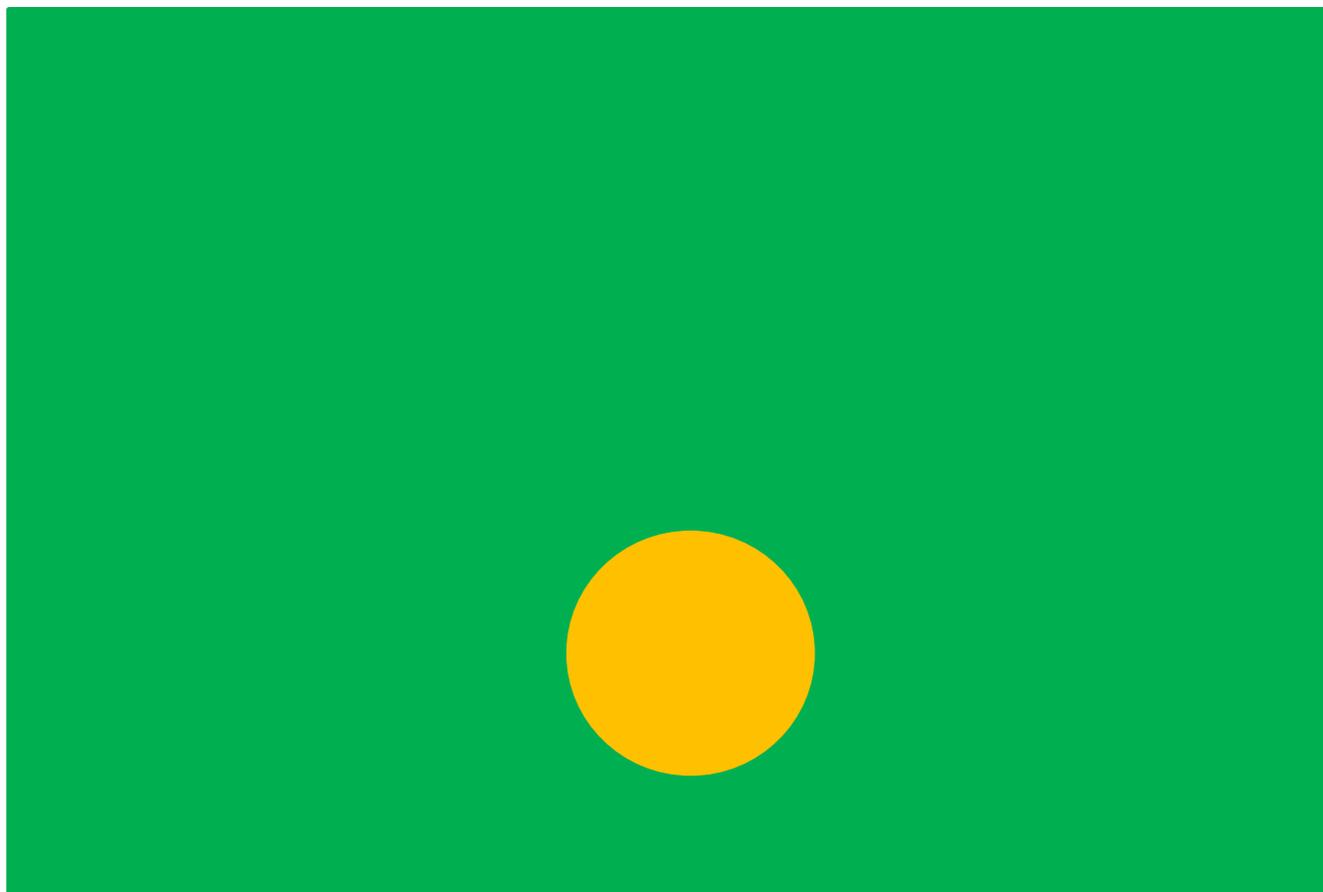
CONSUMATORE-persona

PERSONA-consumatore

Notizie dalla *Fork*: #2

il bio è una *nicchia contesa*





Canali GDO [totale categorie LCC]	[A] Quota % vendite Biologico su totale LCC in valore	[B] Quota % referenze Biologico su totale LCC	[A / B] Equilibrio assortimentale Biologico in GDO
Ipermercati	3,8%	7,6%	0,50
Supermercati	3,3%	5,6%	0,60
Prossimità/LS	2,3%	3,3%	0,71
Discount	1,7%	3,3%	0,50

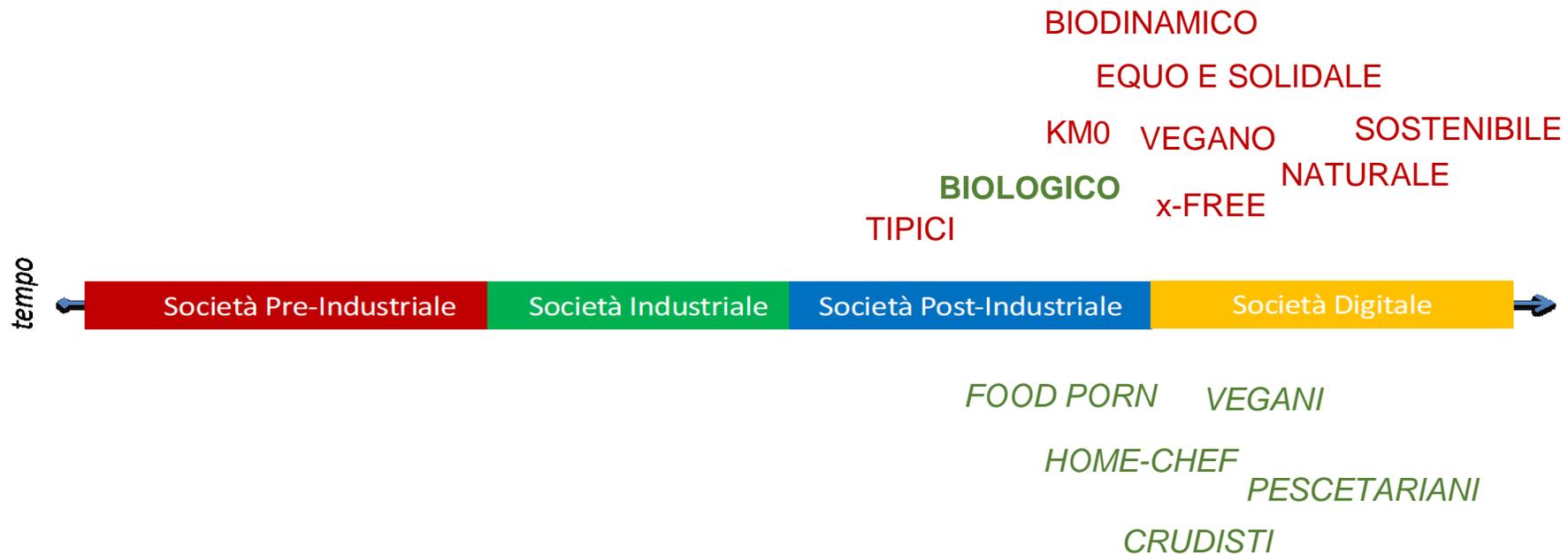
**IDENTITA'
CHIARA**

**UNICITA'
PROMESSA
DI VALORE**

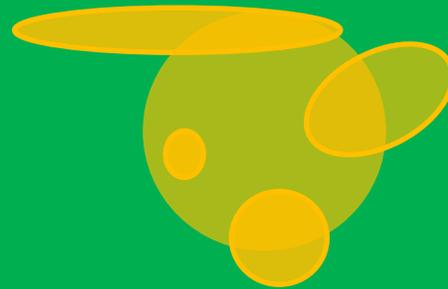
**PREZZO
PREMIUM**





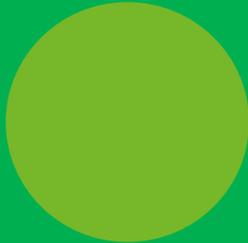


**UNICITA'
PROMESSA
DI VALORE**





**IDENTITA'
CHIARA**





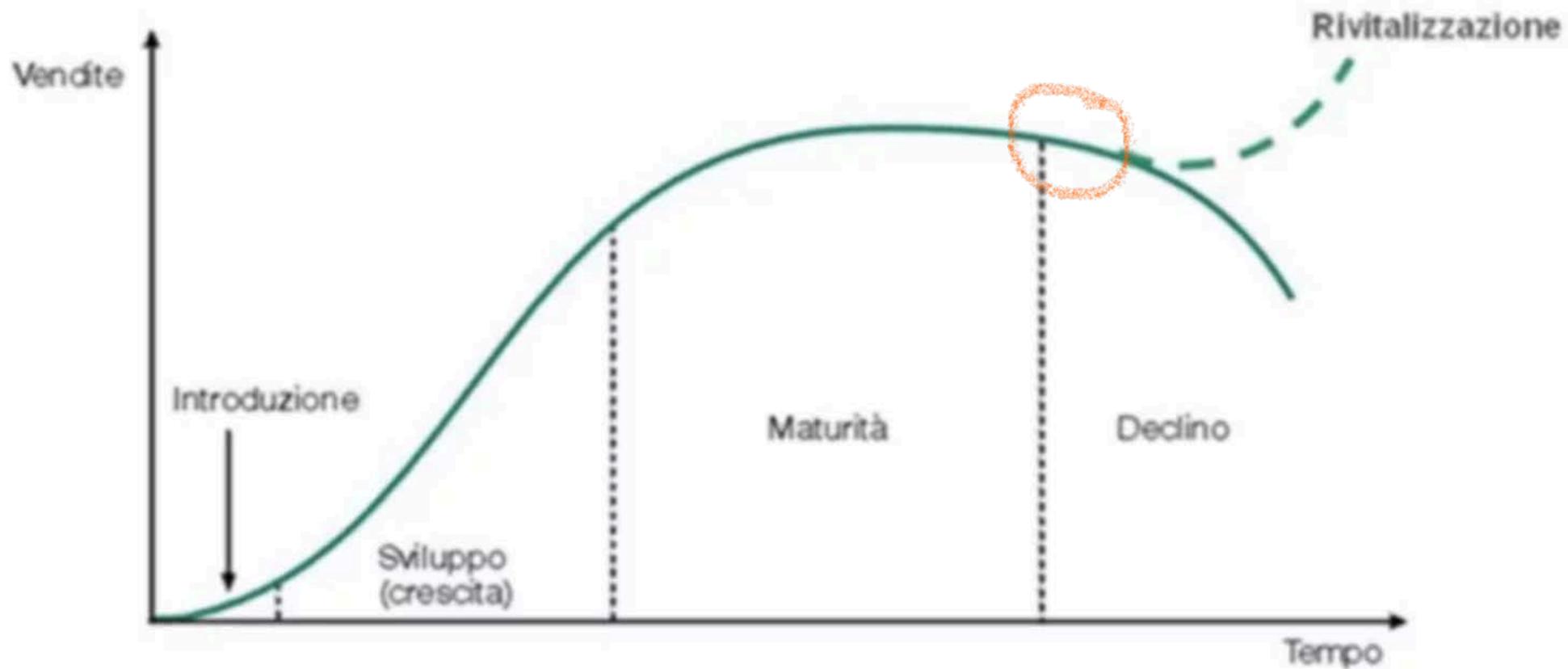


**PREZZO
PREMIUM**

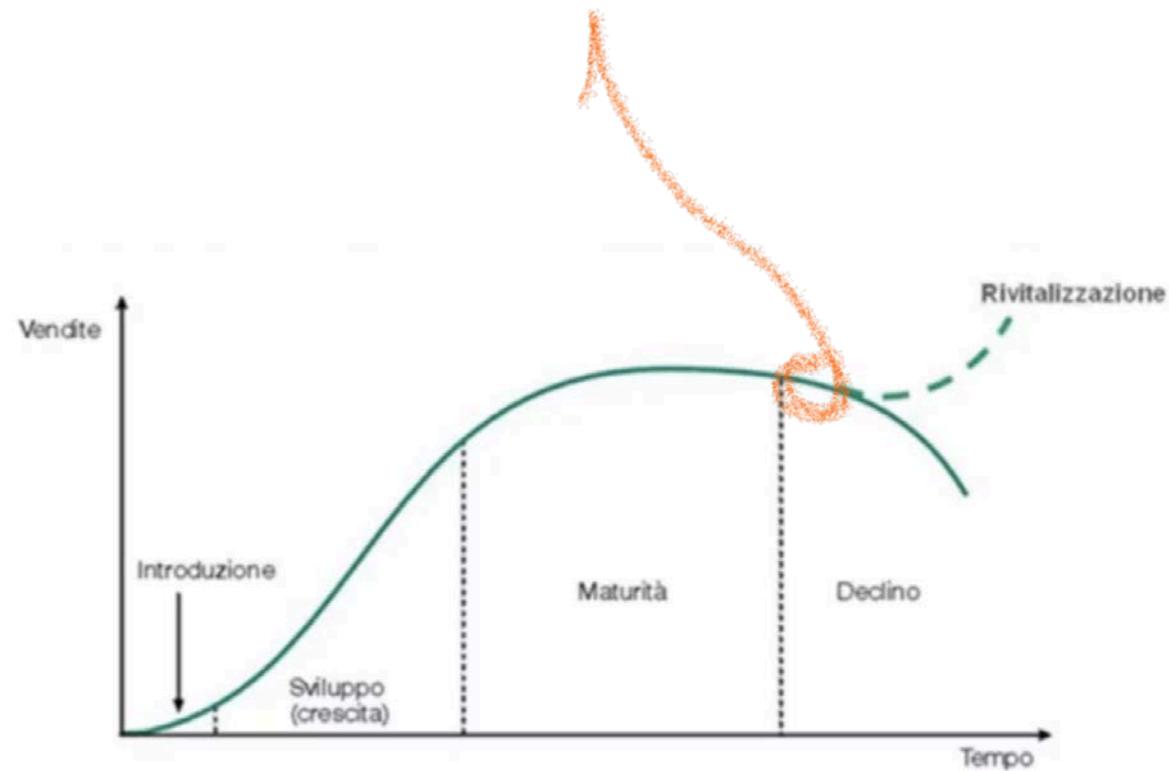
Quindi?

il bio alla sfida della rivitalizzazione





VALUE FOR MONEY



VALUE FOR MONEY

KEEP IT SIMPLE

CONSISTENCY OF BENEFITS

TRANSPARENCY

GRAZIE

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