



CUCINA

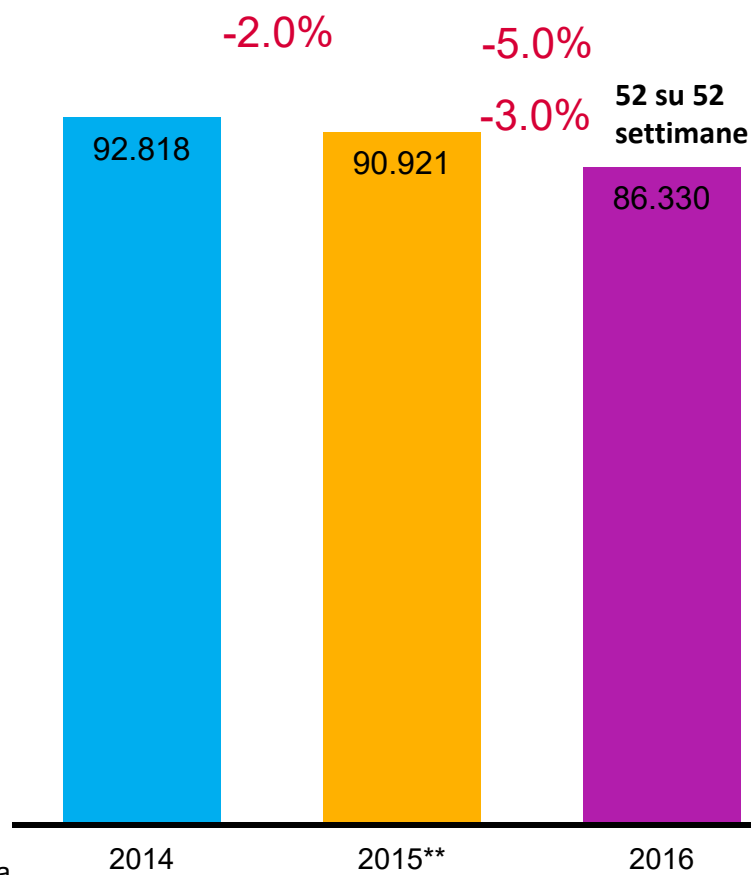
Dinamiche e approfondimenti

IL MERCATO ITALIANO

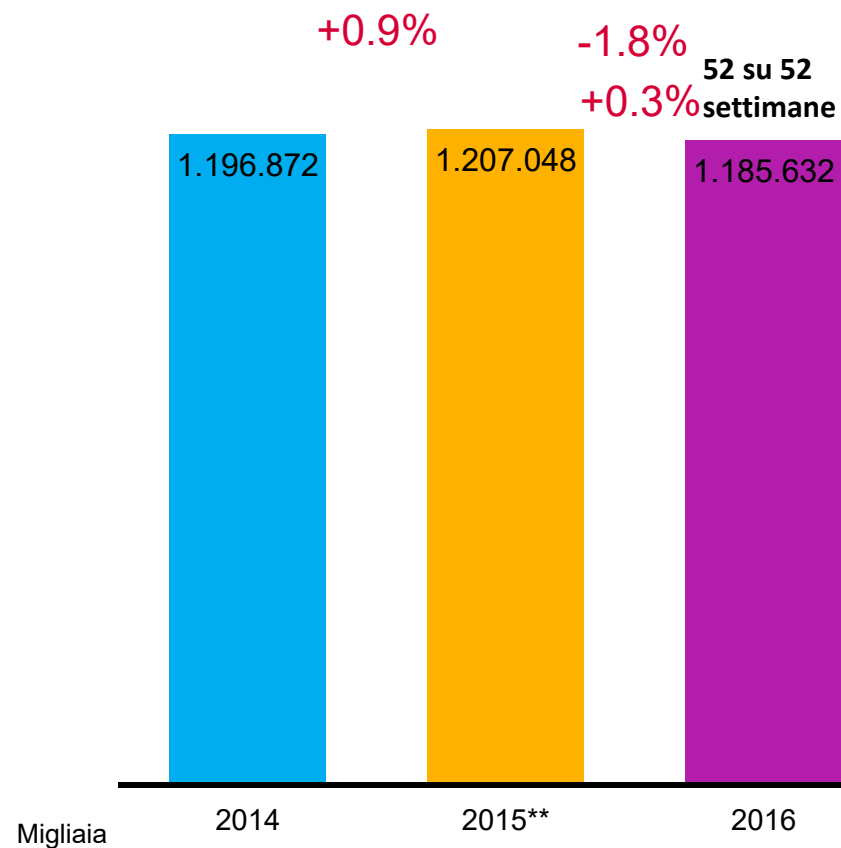
GLI ULTIMI TRE ANNI

Totale mercato

Vendite a volume



Vendite a valore*



No Amazon
Periodi dal 29/12/2013 al 31/12/2016

*prezzo di copertina

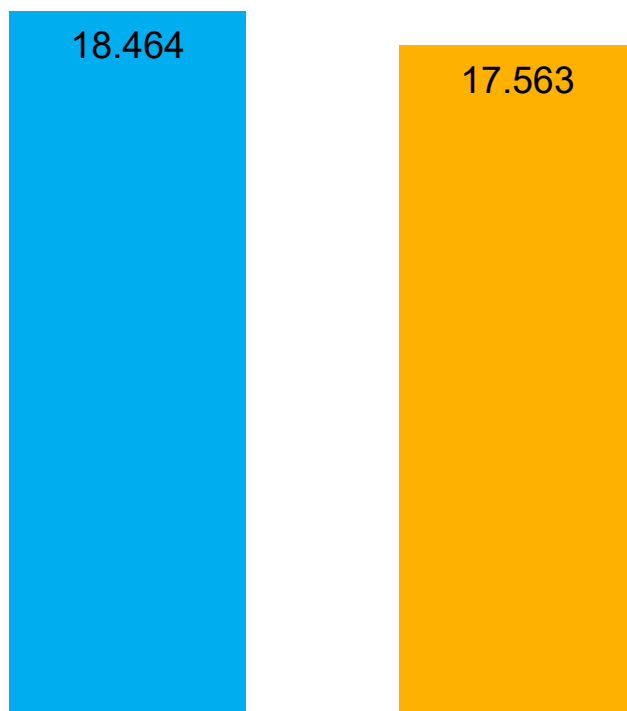
**53 settimane

IL PRIMO TRIMESTRE

Totale mercato

Vendite a volume

-4.9%



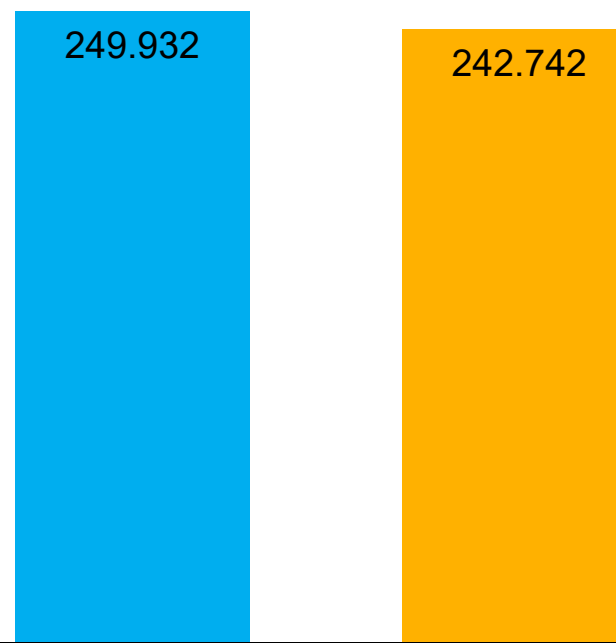
Migliaia

2016

2017

Vendite a valore*

-2.9%



Migliaia

2016

2017

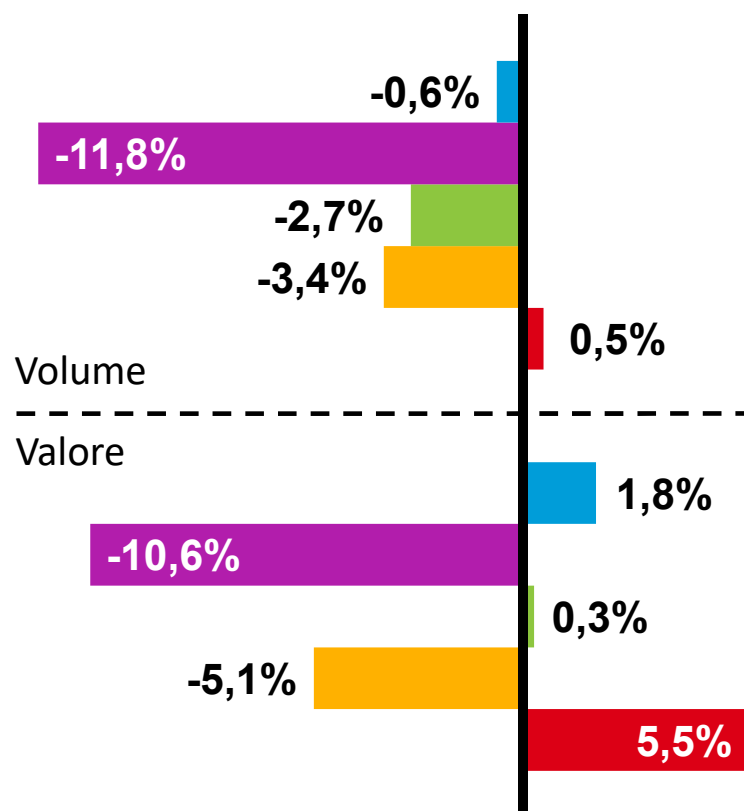
No Amazon

Periodi dal 03/01/2016 al 26/03/2016 - dal 01/01/2017 al 25/03/2017

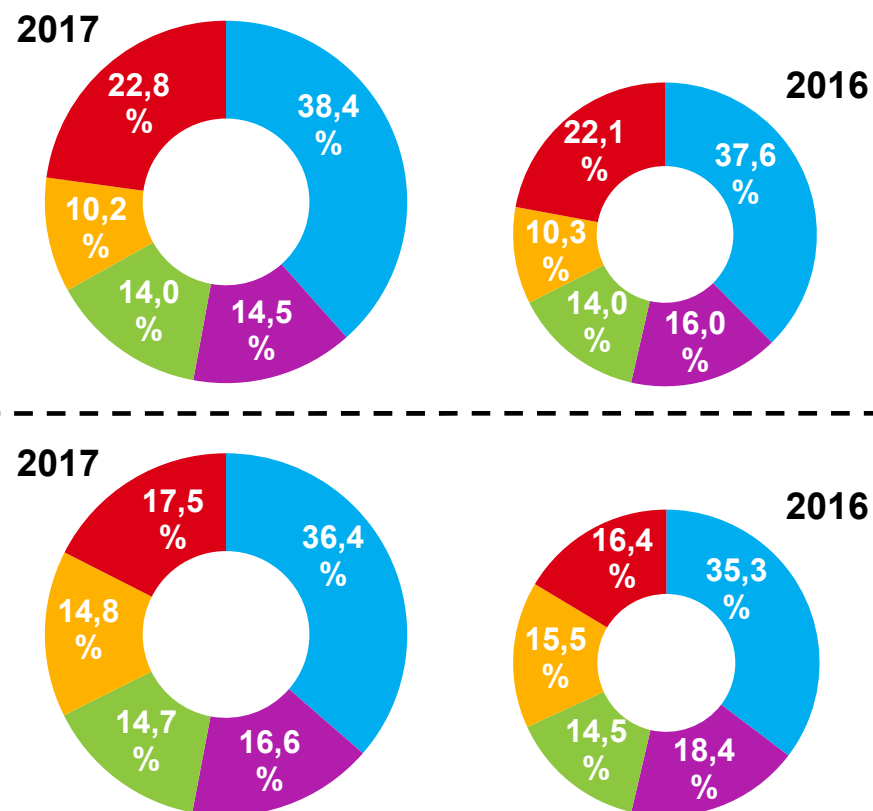
*prezzo di copertina

I MACROSETTORI

Variazioni dei generi



Quote dei generi

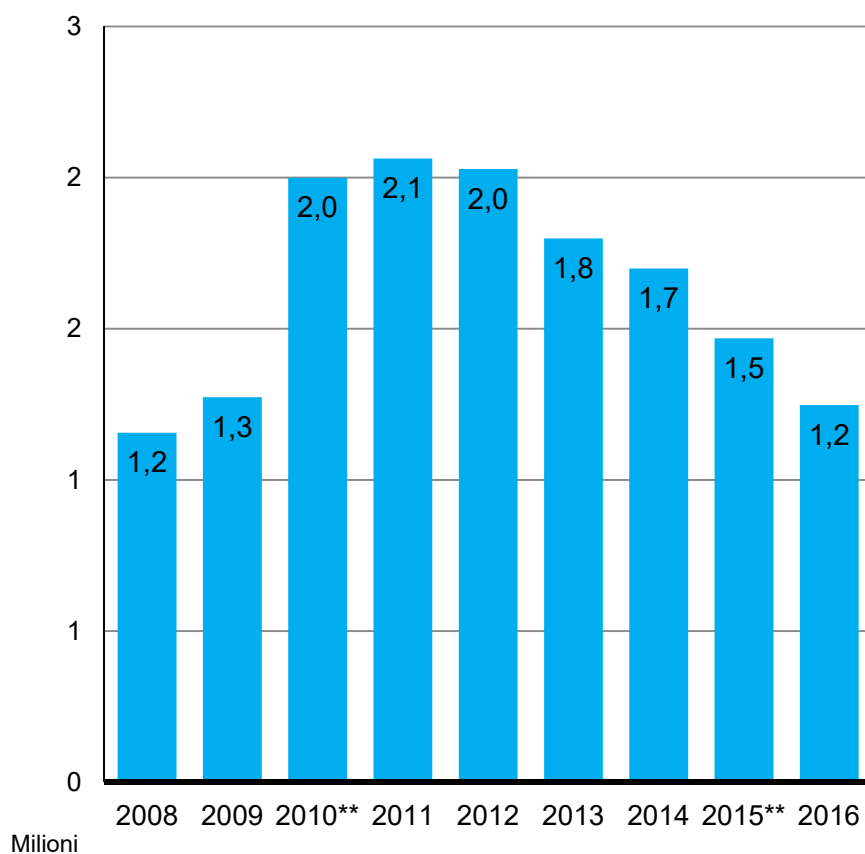


■ Fiction ■ Non Fiction Generale ■ Non Fiction Pratica ■ Non Fiction Specialistica ■ Bambini e Ragazzi

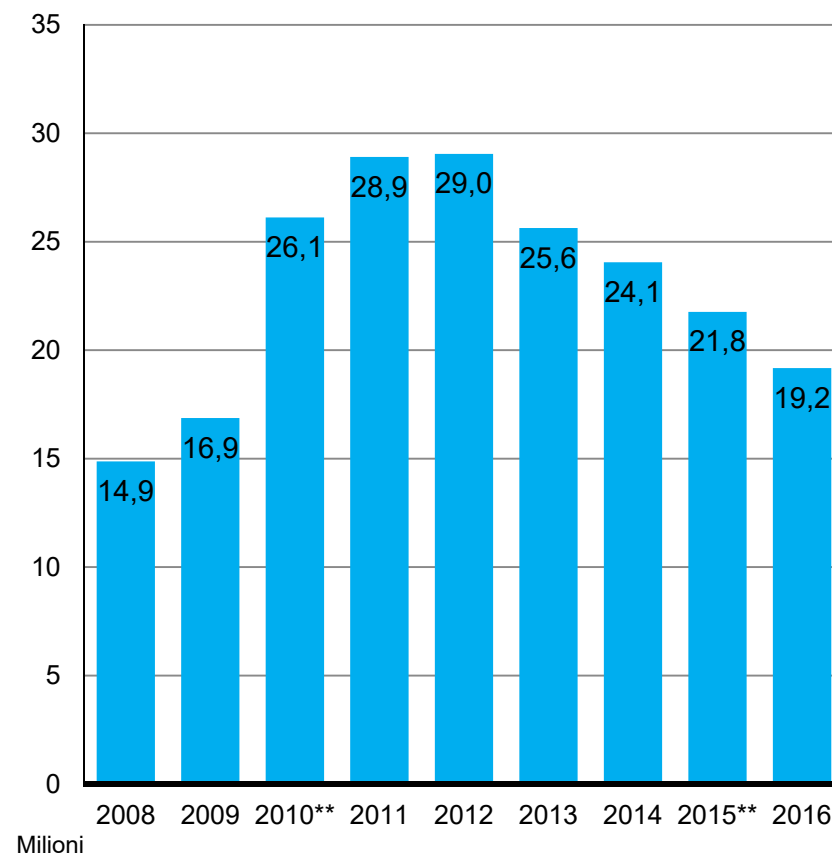
CUCINA

LA CUCINA NEGLI ANNI

Vendite a volume



Vendite a valore*

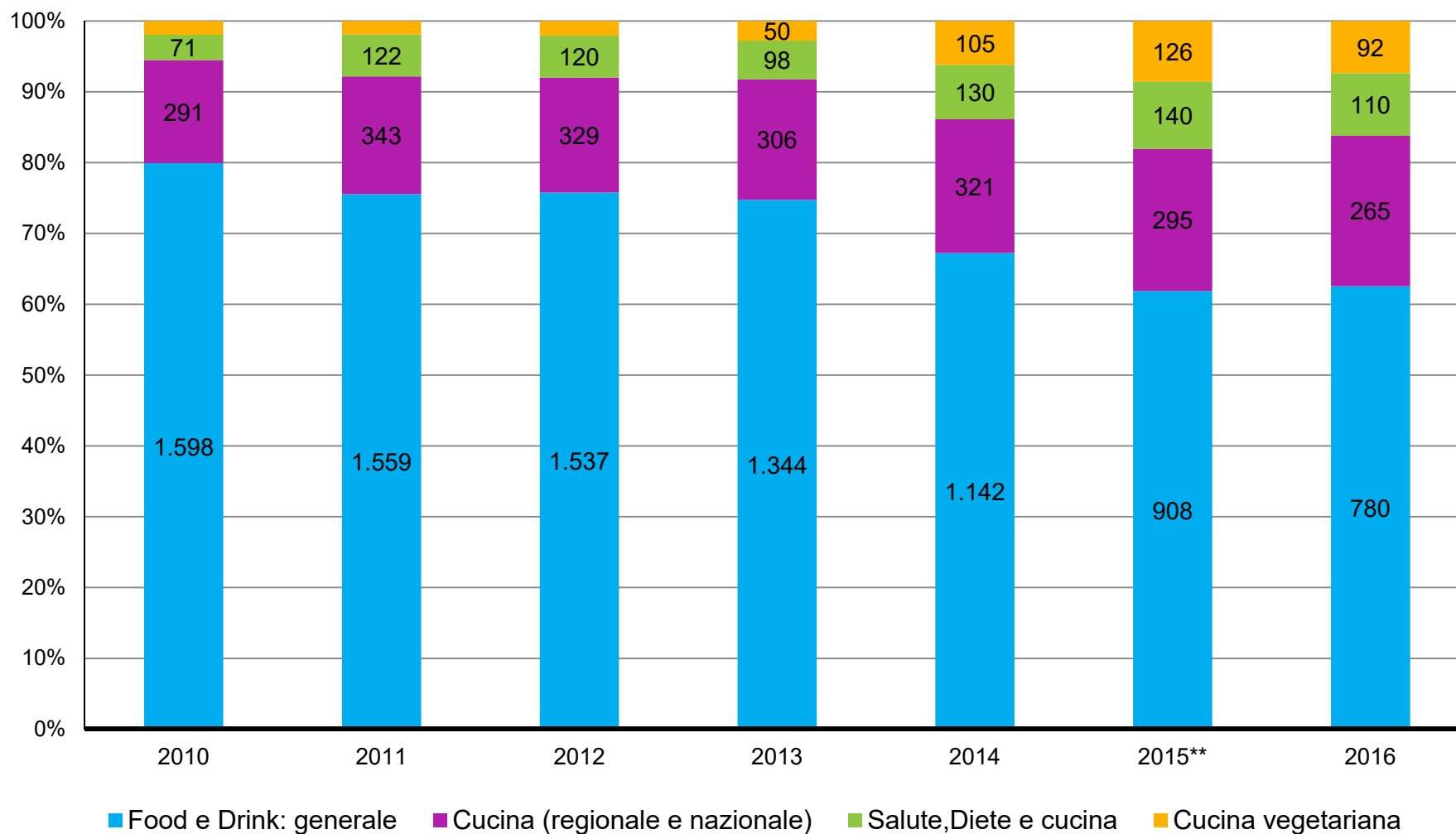


Periodi dal 30/12/2007 al 31/12/2016

Esclusa Gdo

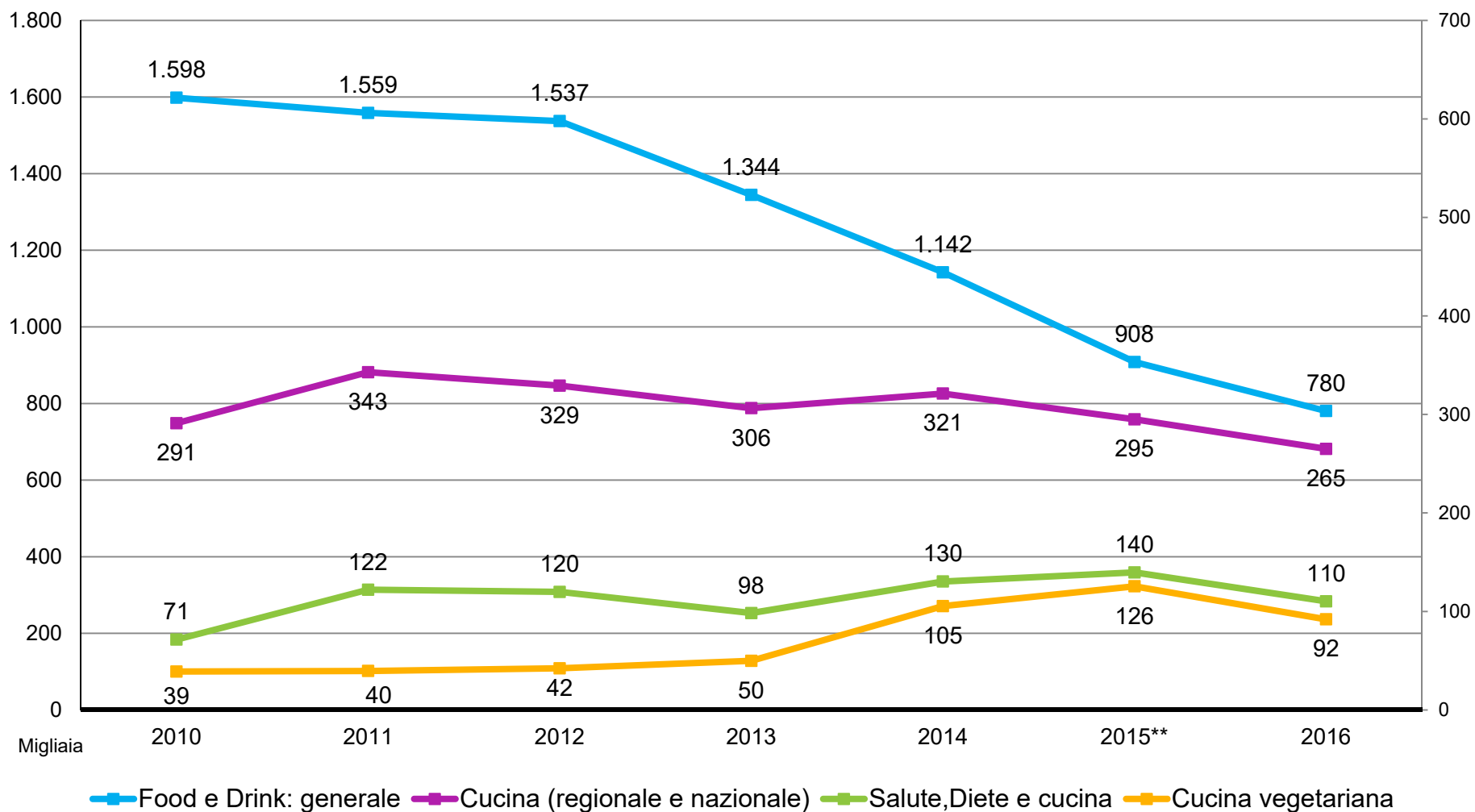
QUALI GENERI COMPONGONO IL SETTORE

Vendite a volume



I GENERI DEL SETTORE IN TREND

Vendite a volume



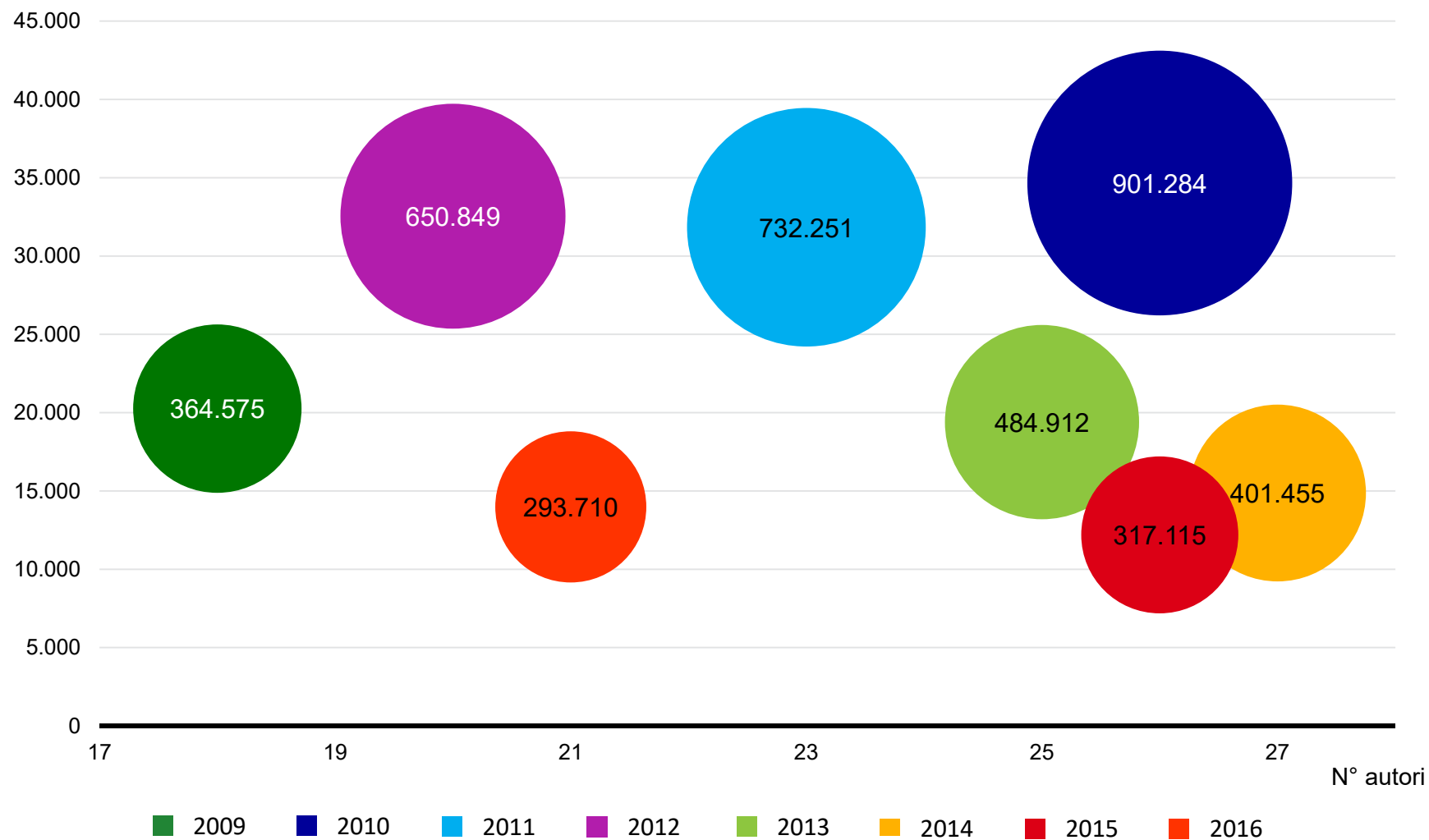
Periodi dal 27/12/2009 al 31/12/2016

Esclusa Gdo

I TOP50

Vendite a volume

N° copie per autore



Periodi dal 27/12/2009 al 31/12/2016

Esclusa Gdo

LA CONCENTRAZIONE DEL MERCATO

	2009	2010	2011	2012	2013	2014	2015	2016
N° copie bestseller	72,847	297,270	104,954	88,065	50,649	29,777	24,485	23,418
N° titoli per decile	259	335	406	465	522	589	635	680

Decile	2009	2010	2011	2012	2013	2014	2015	2016
0	6%	15%	5%	4%	3%	2%	2%	2%
10	62%	72%	71%	72%	71%	71%	70%	72%
20	79%	85%	85%	86%	86%	86%	86%	87%
30	88%	92%	92%	93%	93%	93%	92%	93%

GLI AUTORI

Pos	2009	2010	2011	2012
1	Parodi, Benedetta	Parodi, Benedetta	Parodi, Benedetta	Parodi, Benedetta
2	De Riso, Salvatore	Clerici, Antonella	Clerici, Antonella	Casati Modignani, Sveva
3	Clerici, Antonella & Moroni, Anna	Montersino, Luca	Dukan, Pierre	Dukan, Pierre
4	Moroni, Anna & Isoardi, Elisa	Moroni, Anna & Isoardi, Elisa	Spisni, Alessandra	Clerici, Antonella; Spisni, Alessandra; Barzetti, Sergio
5	Bigazzi, Giuseppe	Aitken, Helen	Montersino, Luca	Cracco, Carlo
6	D'Adamo, Peter J. & Whitney, Catherine	Bardi, Carla	Peronaci, Sonia	Peronaci, Sonia

Pos	2013	2014	2015	2016
1	Parodi, Benedetta	Parodi, Benedetta	Parodi, Benedetta	Parodi, Benedetta
2	Cracco, Carlo	Cracco, Carlo	Bianchi, Marco	Cannavacciuolo, Antonino
3	Farinetti, Oscar; Hayashi, Shigeru	Peronaci, Sonia	Cracco, Carlo	Rossi, Benedetta
4	Vitali, Andrea	Montersino, Luca	Mozzi, Esther; Negri, Gianfranco	Mozzi, Esther; Negri, Gianfranco
5	Clerici, Antonella; Spisni, Alessandra; Barzetti, Sergio	Campbell, Leanne	Barchiesi, Giorgio	Cracco, Carlo
6	Clerici, Antonella; Romani, Ambra; Barzetti, Sergio	Clerici, Antonella	Cannavacciuolo, Antonino	Bianchi, Marco

The background of the slide is a vibrant green with a series of flowing, wavy lines that create a sense of movement and depth. The word "nielsen" is centered in a white, lowercase serif font. Below the letters, there are eight white dots arranged in a horizontal line, serving as a decorative element.

nielsen
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