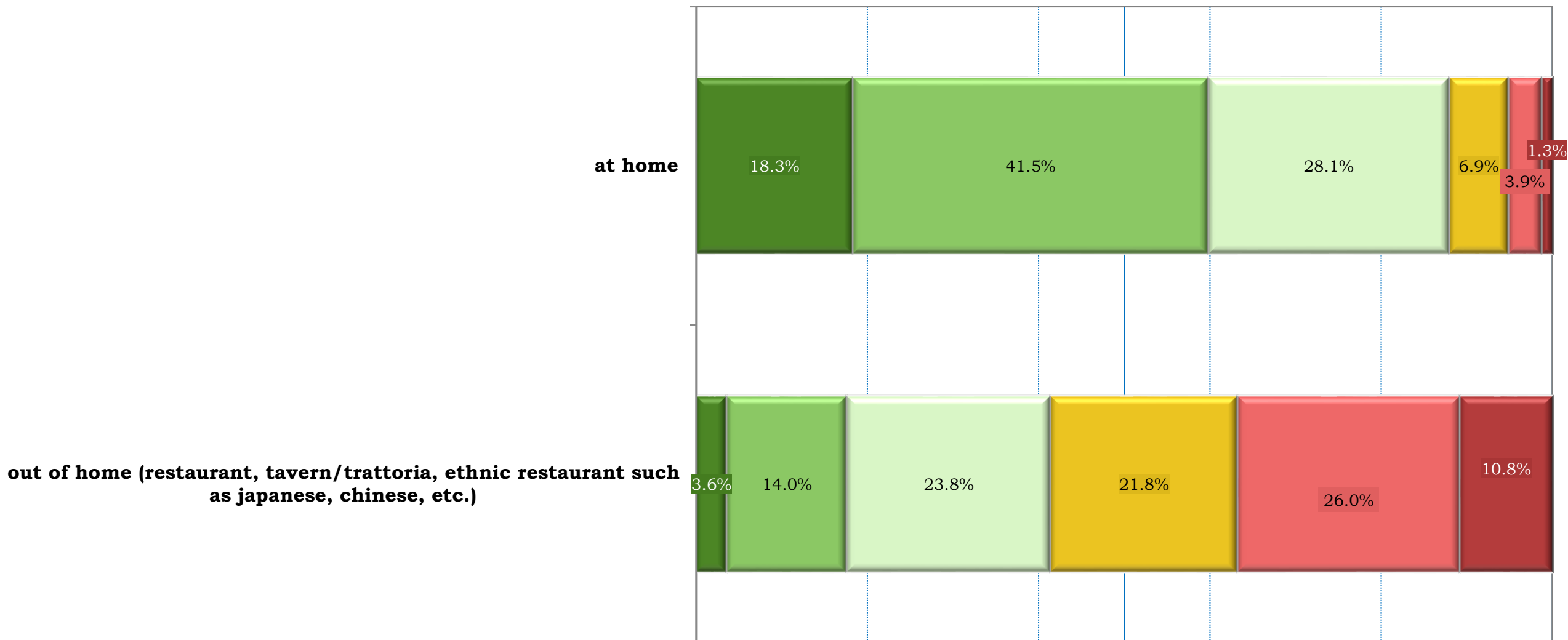


Italians and rice

researches to understand the market



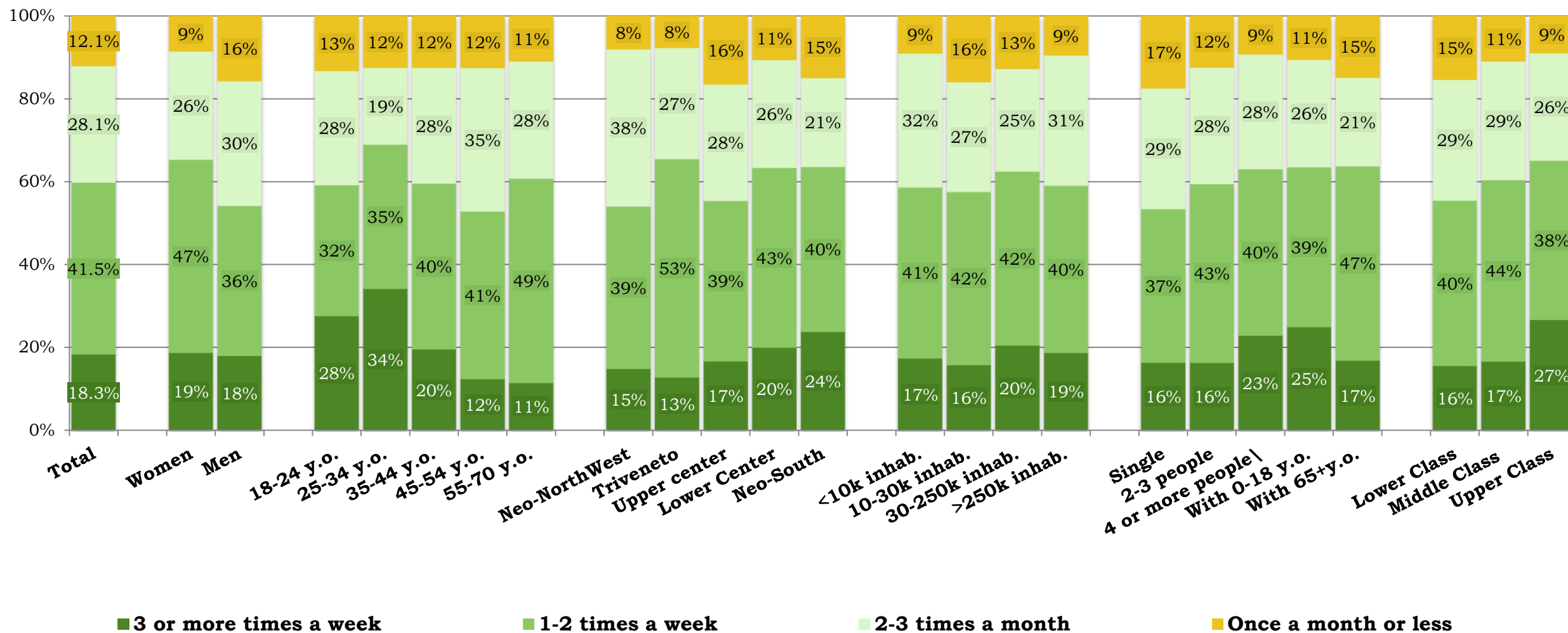
Frequency of rice consumption



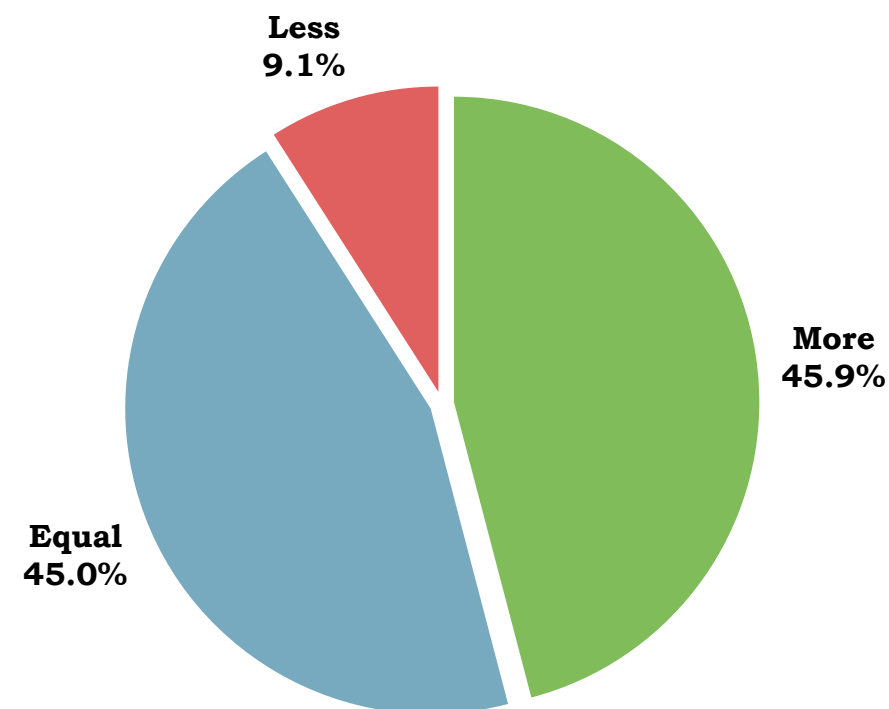
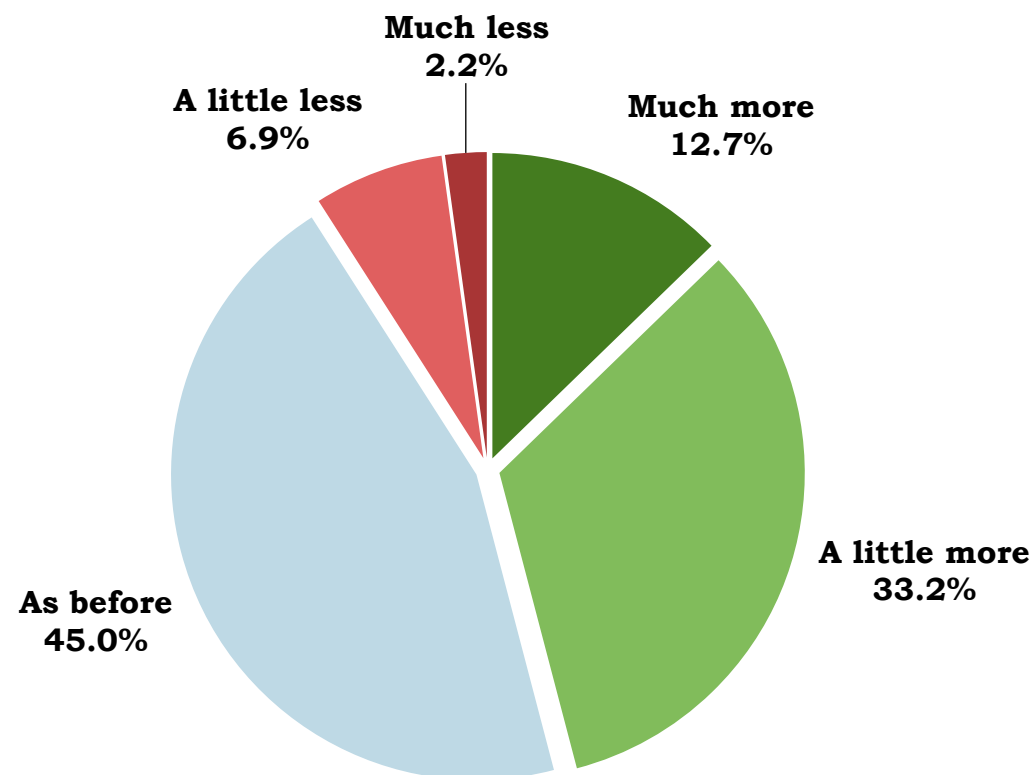
■ 3 or more times a week
■ 1-2 times a week
■ 2-3 times a month
■ once a month
■ Less than once a month
■ Never

Frequency of rice consumption

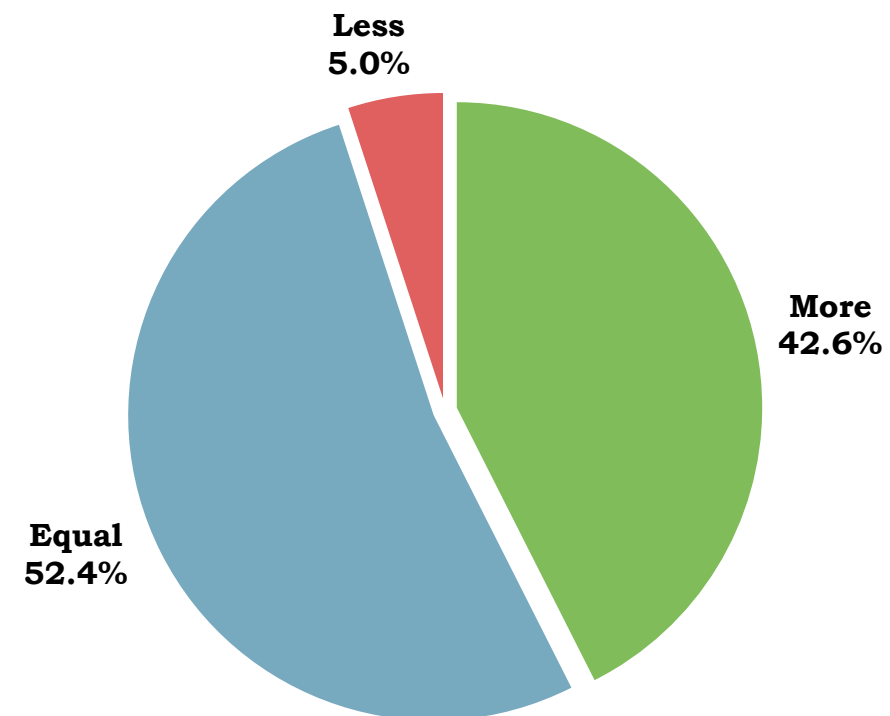
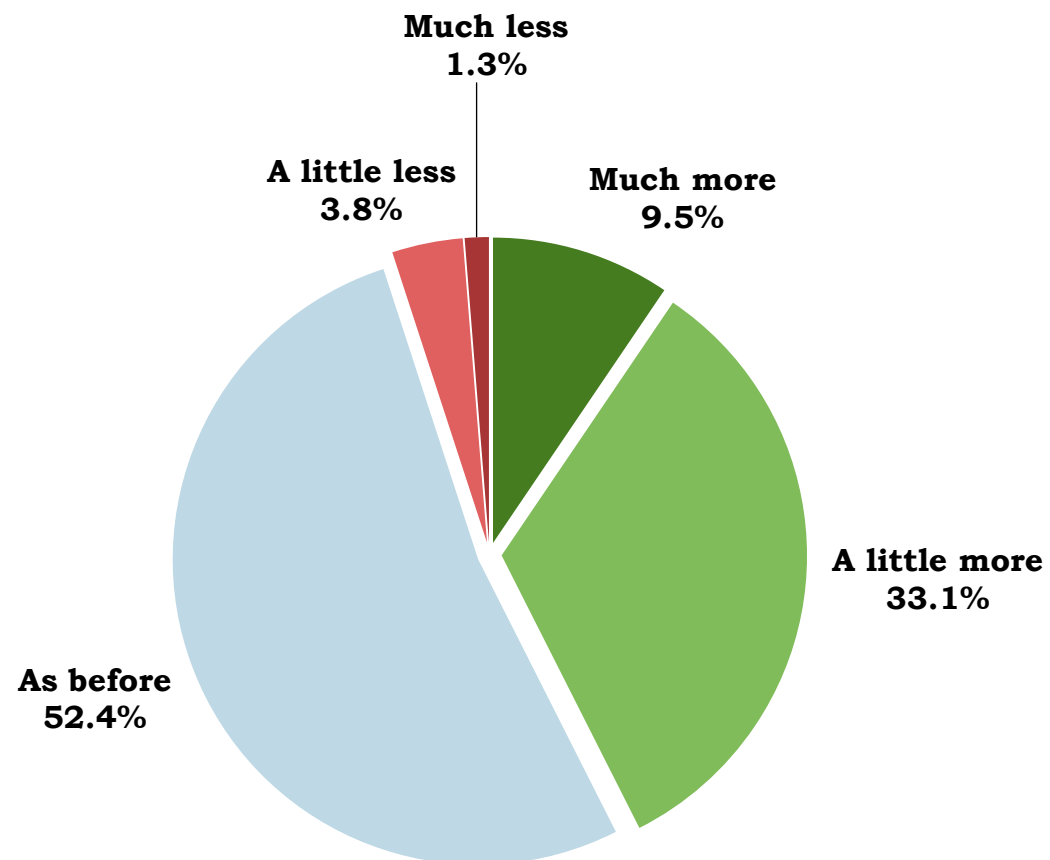
at home



Rice consumption trend over the last 5 years

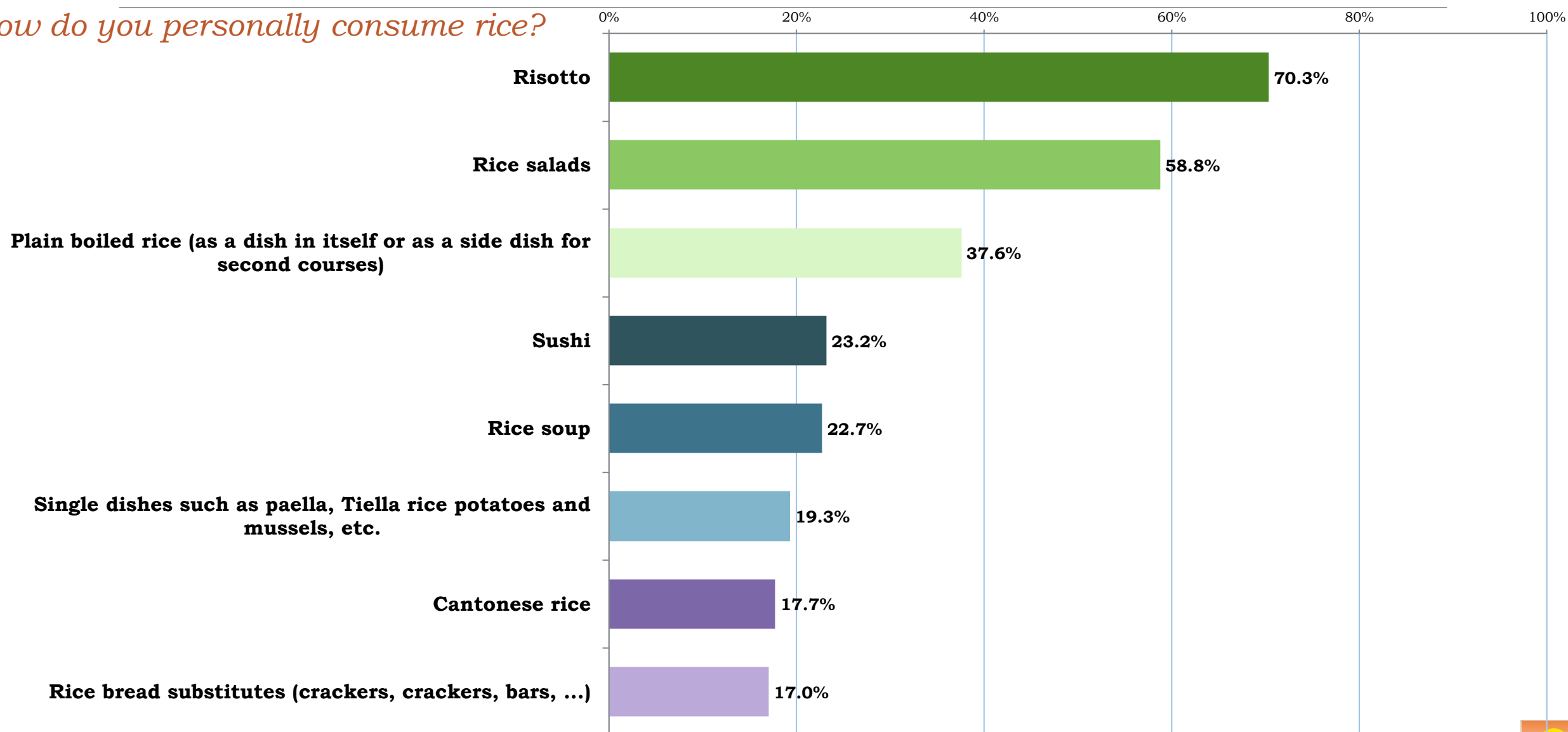


The expected trend of rice consumption in the next 5 years

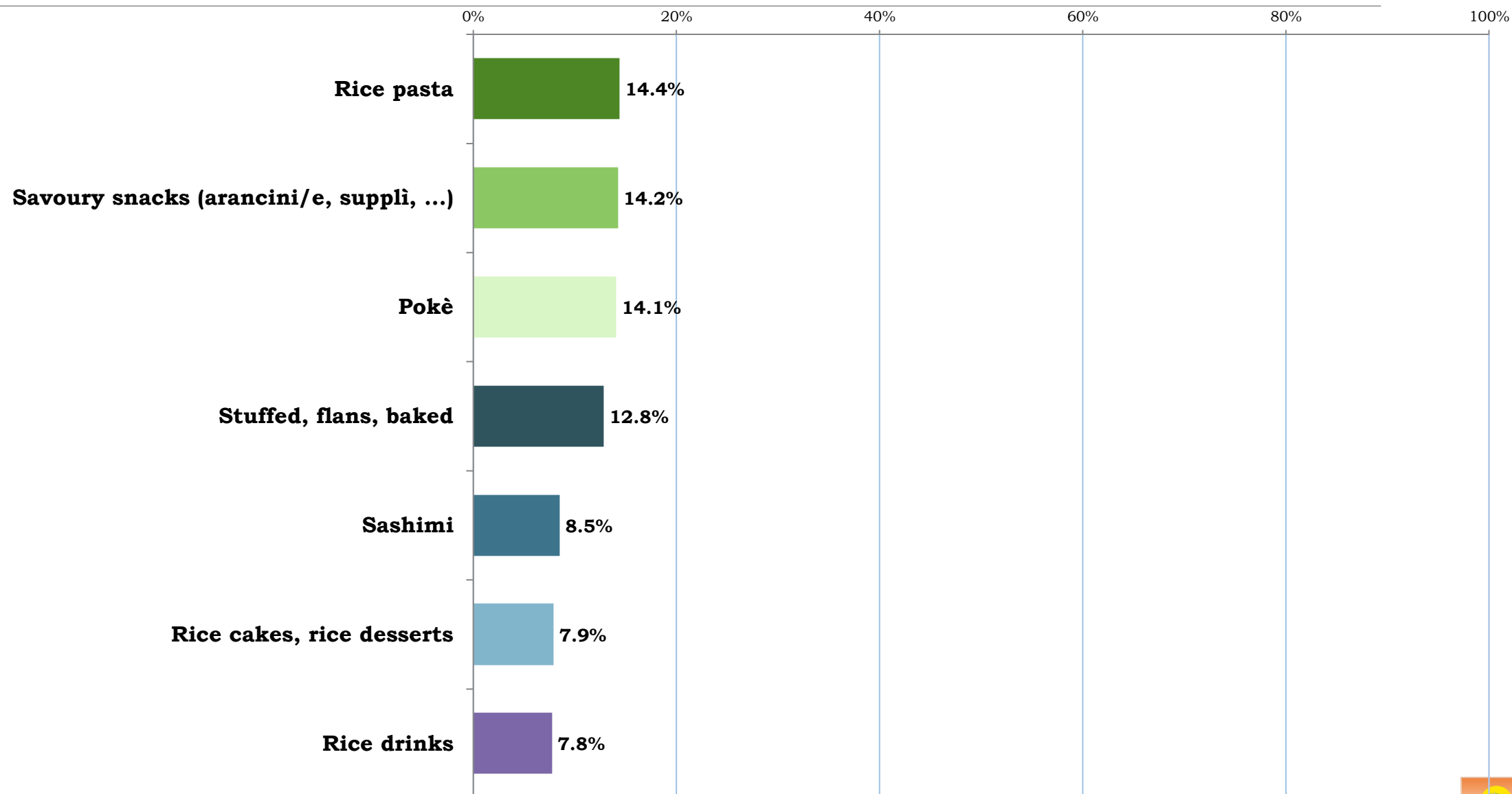


Preparations, rice-based dishes consumed

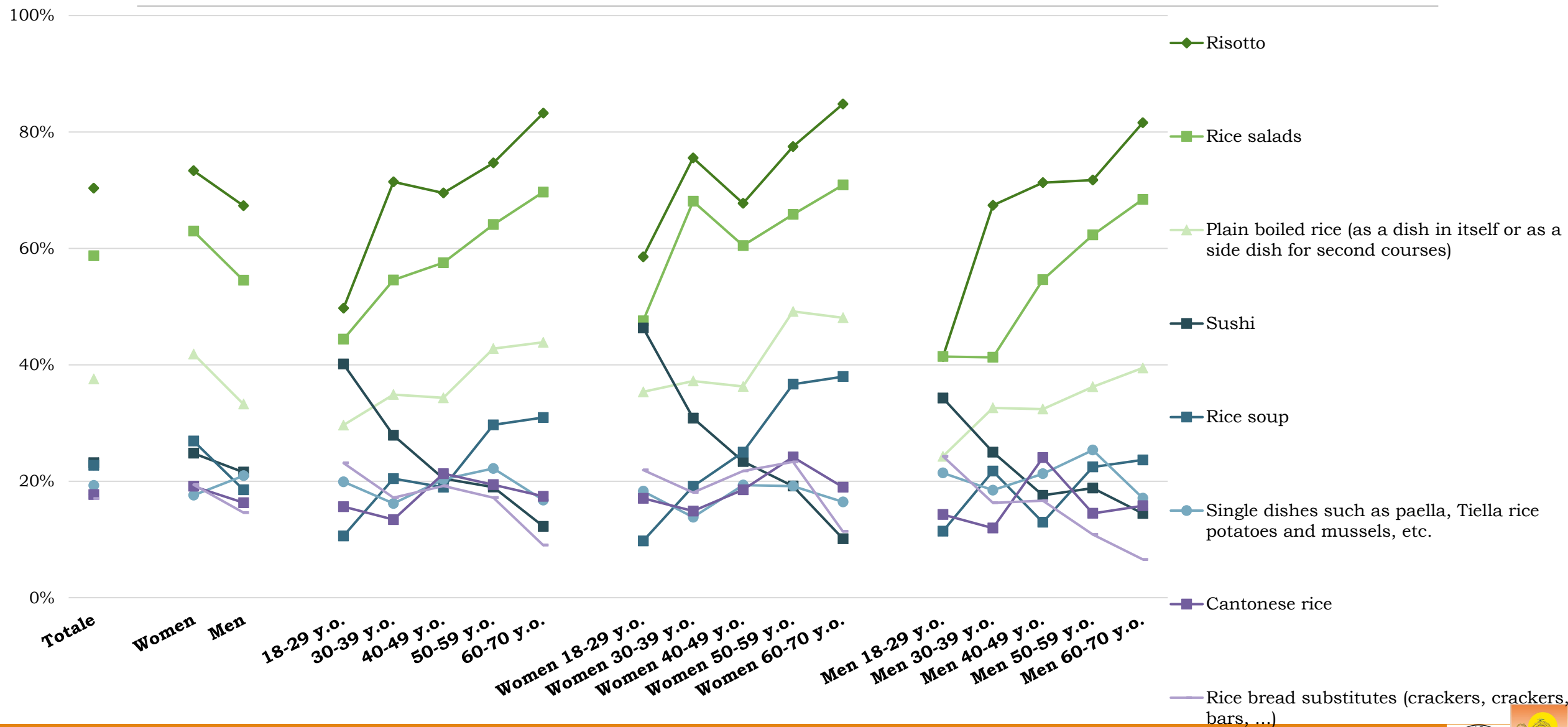
How do you personally consume rice?



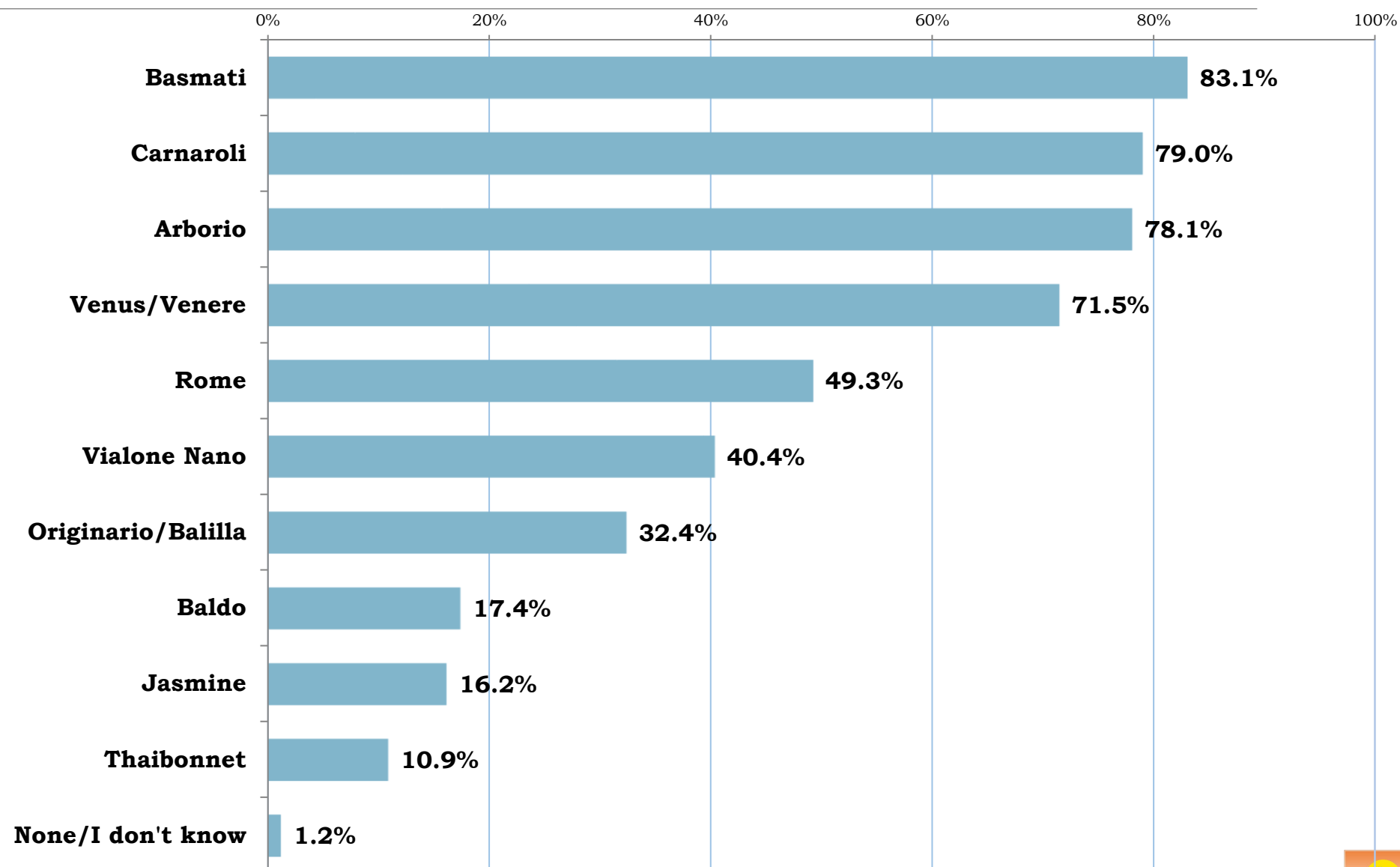
Preparations, rice-based dishes consumed



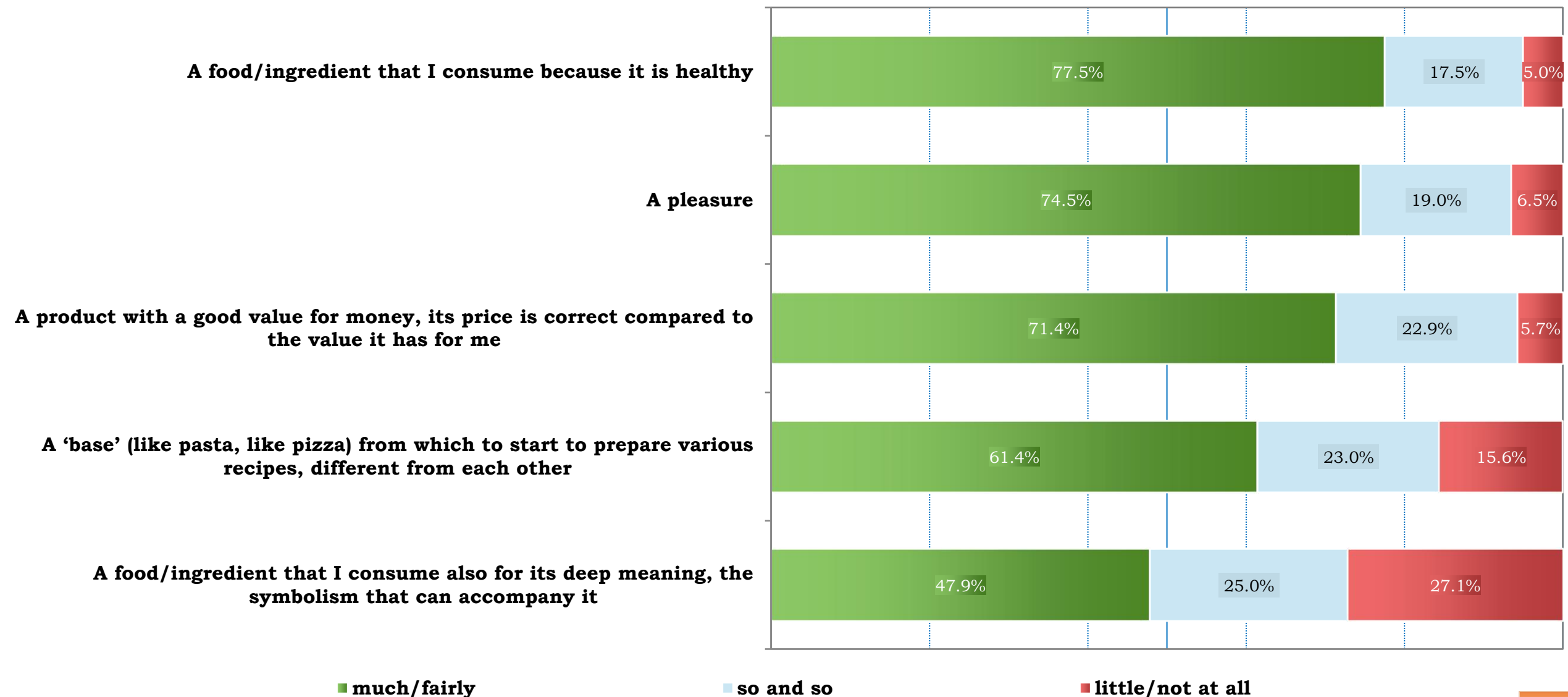
Preparations, rice-based dishes consumed



Awareness of the main varieties of rice



The role of rice in one's diet



Shared opinions about rice

It is ideal in combinations with other foods: legumes, meat, fish, vegetables

81.2%

14.3%

4.4%

It is practical, it can be easily preserved for a long time

80.4%

15.8%

3.8%

For each preparation there is a type, an optimal variety of rice

79.9%

15.6%

4.4%

It has numerous preparations that are cornerstones of the Italian culinary tradition

79.5%

16.5%

4.0%

It is an excellent substitute for pasta and bread

78.1%

16.2%

5.7%

It is a versatile food that lends itself to the preparation of appetizers, first courses, second courses, side dishes and desserts

77.7%

17.0%

5.3%

It is the basis of at least one typical dish of every Italian region or almost

73.1%

20.3%

6.6%

It is economical, it allows you to contain food expenses

66.0%

25.6%

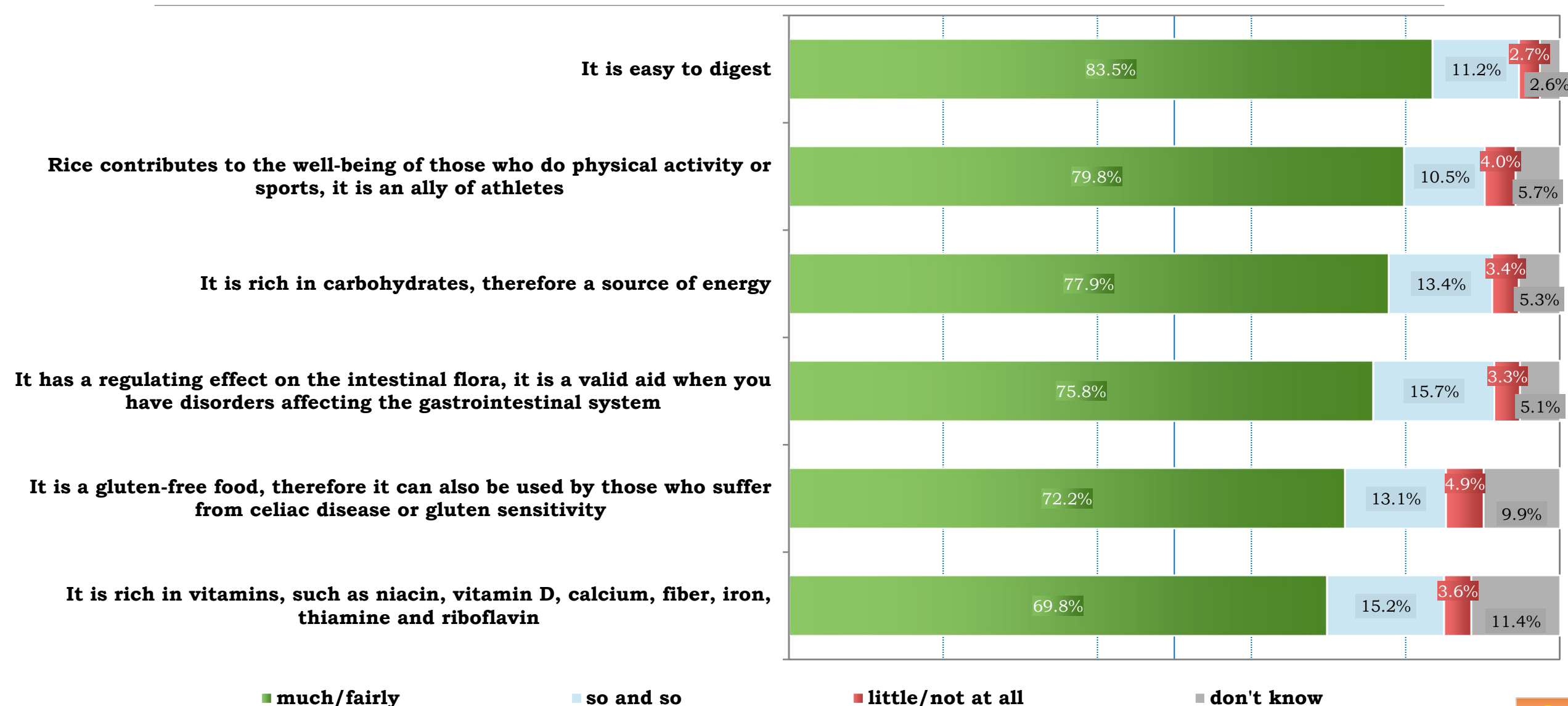
8.4%

■ much/fairly

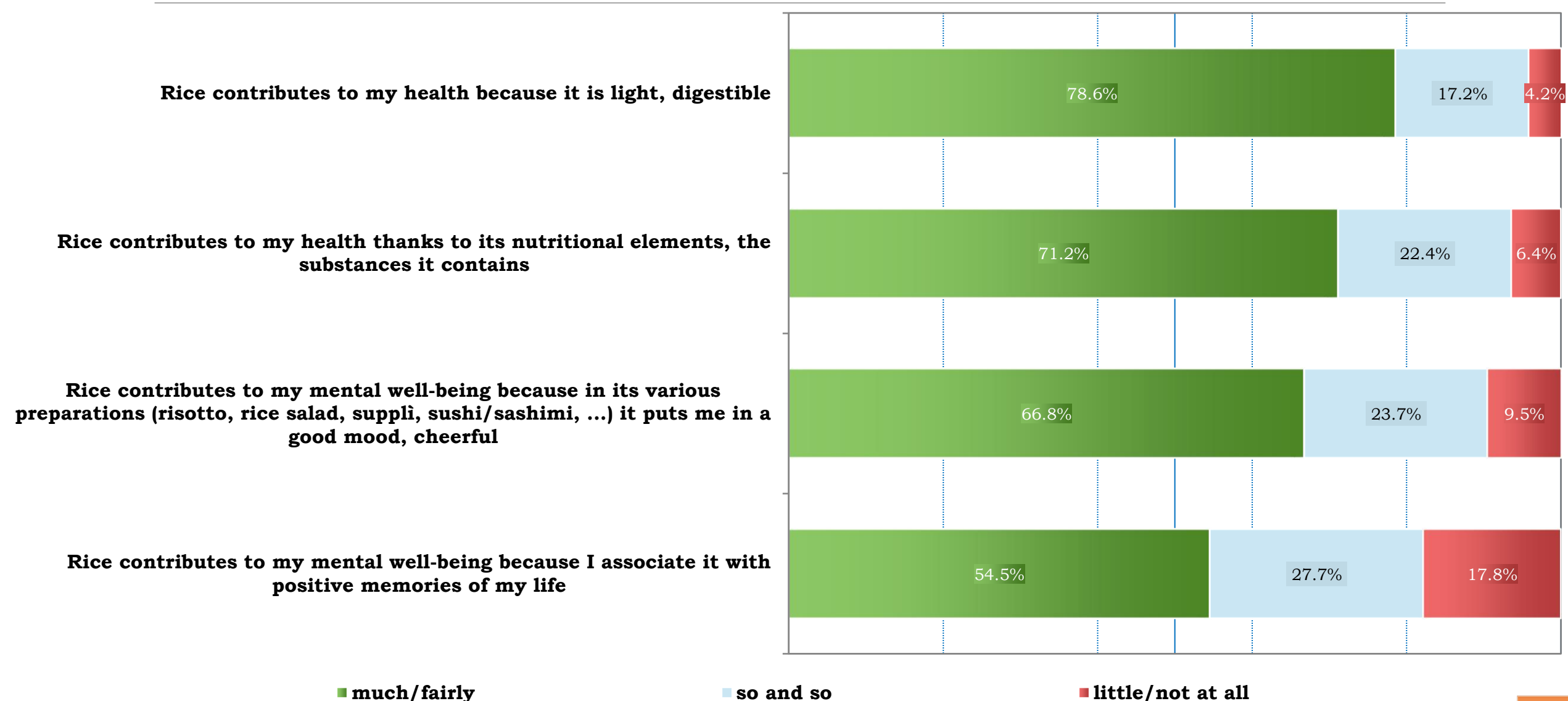
■ so and so

■ little/not at all

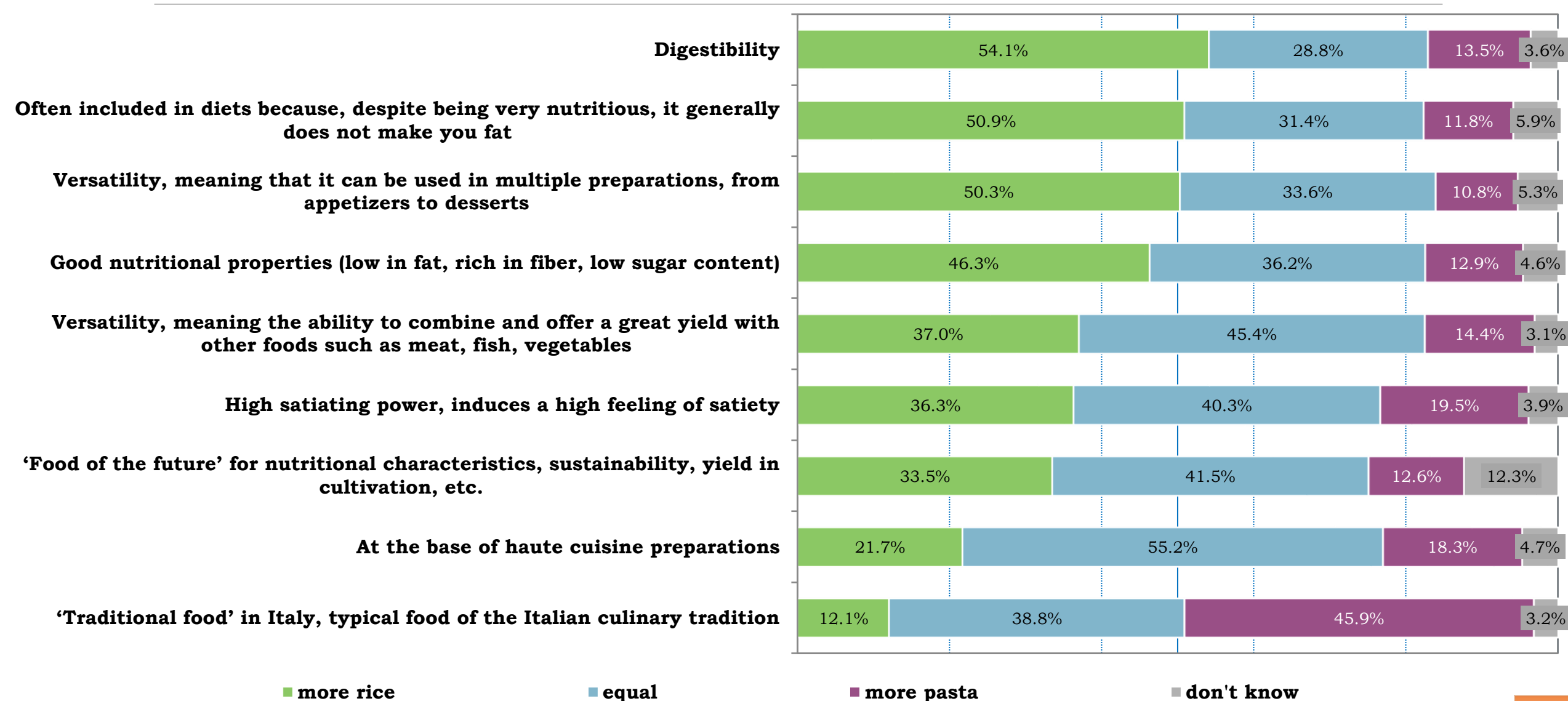
The properties attributed to rice in nutrition



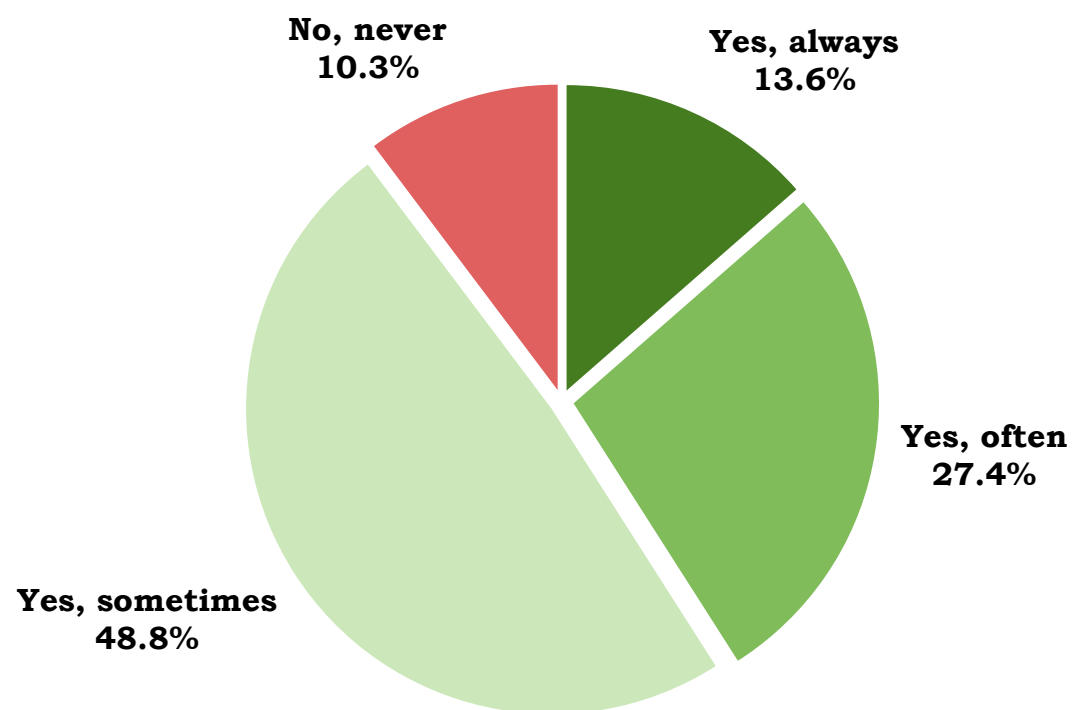
The contribution of rice to one's health, well-being



Rice vs pasta

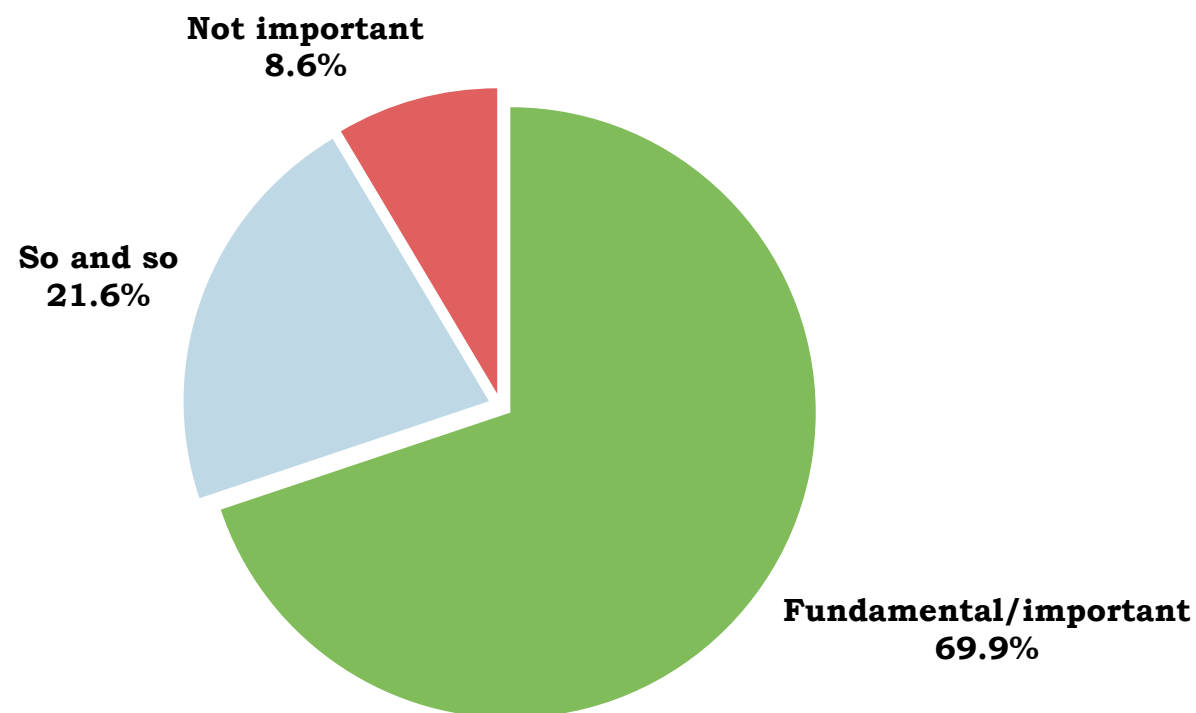
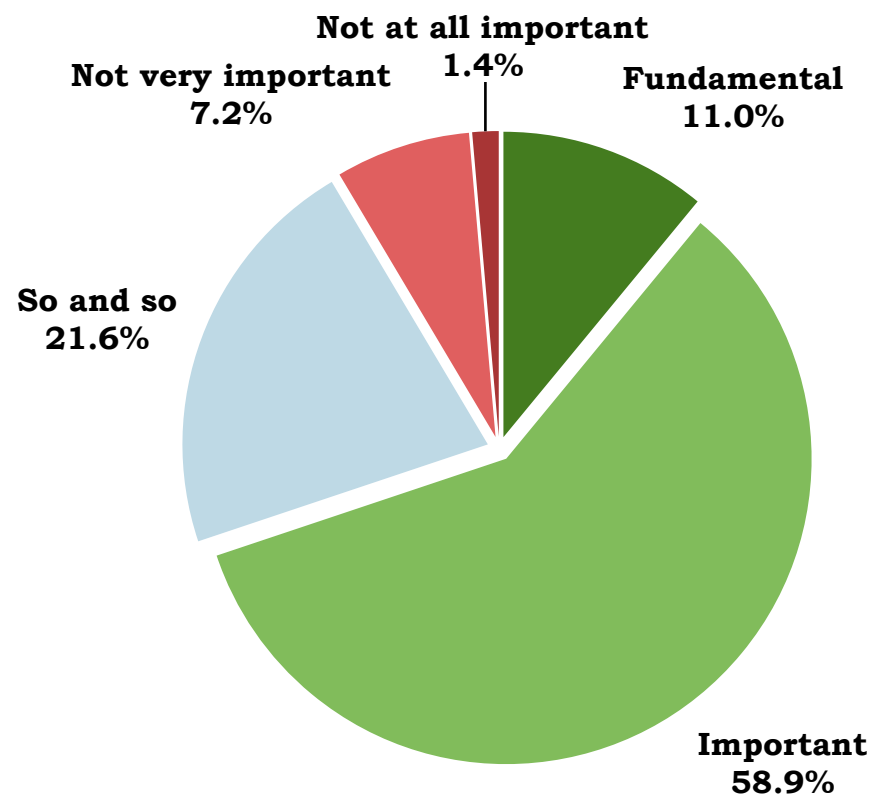


The habit of reading the labels on rice packages

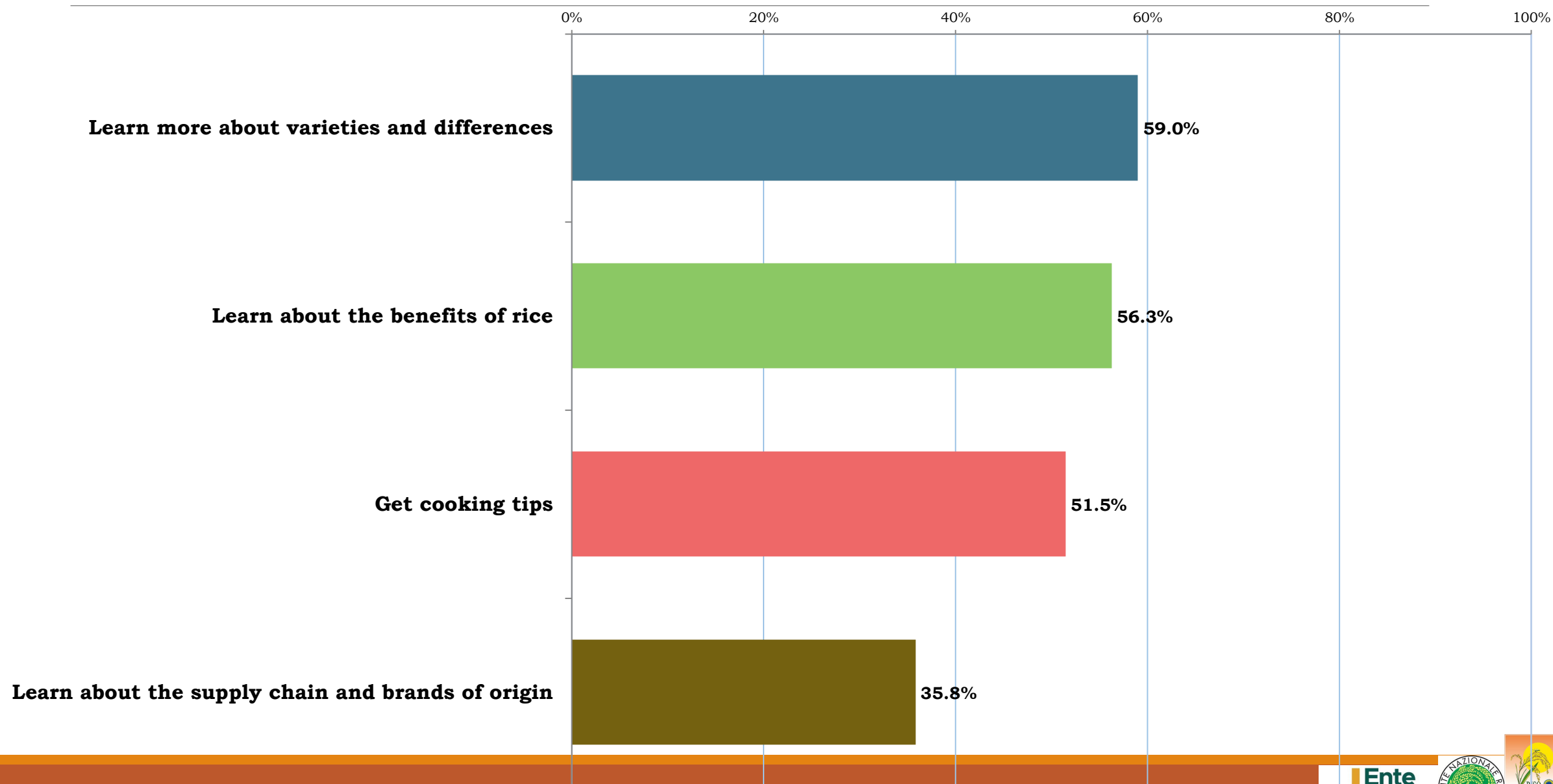


The importance attributed to the presence of the Italian Rice guarantee mark

How important is/would be the presence of the Italian Rice guarantee mark for you when choosing which rice to buy?



Activities that would encourage more frequent rice consumption



Activities that would encourage more frequent rice consumption

