













The top positions in the Italian market are held by Amazon, Nike, and Adidas

Top 10 Rated Retailers¹ Italy 2024

Rank	Retailer	Category	Shopper Rating
1°	 amazon	General Merchandiser	87.3
2°	 NIKE	Clothing & Footwear	87.2
3°	 adidas	Clothing & Footwear	85.6
4	 Booking.com	Digital Champion	82.3
5	 IKEA	Home furnishings	81.8
6	 DECATHLON	Sports & Outdoors	81.7
7	 zooplus	Pets	81.4
8	 ESSELUNGA	Grocery	81.2
9	 ACQUA & SAPONE	Health & Beauty	80.4
10	 SEPHORA	Health & Beauty	79.2

1. Considering everything you know about the following brands / retailers, what is your overall opinion of each?

Source: OC&C Retail Proposition Index 2024, OC&C analysis





Back up: Surveyed Brands by Category



Clothing & Footwear

1. & Other Stories
2. Adidas
3. Asos
4. Bata
5. Benetton
6. Calzedonia
7. Farfetch
8. Gap
9. H&M
10. Intimissimi
11. JD Sports
12. Luisaviaroma
13. Massimo Dutti
14. Max Mara
15. Motivi
16. mytheresa
17. Nike
18. OVS
19. Oysho
20. Pinko
21. Pittarosso
22. Primark
23. Sezane
24. Shein
25. Tezenis
26. Twinset
27. UPIM
28. Veepee
29. Vinted
30. Yamamay
31. Yoox
32. Zalando
33. Zara



Grocery

34. A&O
35. Bennet
36. Carrefour
37. Conad
38. Coop
39. CRAI
40. DESPAR
41. Esselunga
42. Famila
43. Finiper
44. Il Gigante
45. PAM
46. Unes
47. Aldi¹
48. Eurospin¹
49. MD¹
50. Lidl¹
51. Penny¹



Sports & Outdoors

52. Cisalfa
53. Decathlon
54. Intersport
55. Sport 2000
56. Sport specialist



Health & Beauty

57. Acqua & Sapone
58. Bottega Verde
59. Douglas
60. Efarma
61. Farmaè
62. Ipersoap
63. Kiko
64. Lillapois
65. MAC Cosmetics
66. Marionnaud
67. NaturaSi
68. Notino
69. Pinalli
70. Sephora
71. Tigotà
72. Wycon



Consumer Electronic

73. Euronics
74. Expert
75. Mediaworld
76. Trony
77. Unieuro



Home Furnishing

78. Casa
79. IKEA
80. Maison du Monde
81. Mondo Convenienza



Digital Champion

82. Airbnb
83. Booking.com
84. Just Eat
85. Uber / Uber Eats



Pets

86. Arcaplanet
87. Isola dei tesori
88. PetStore Conad
89. Zooplus



General Me. (Fash.)

90. AliExpress
91. Amazon
92. eBay
93. Temu



Wine Specialist

94. Bernabei
95. Callmewine
96. Tannico
97. Vino.com



Home & G. Improv.

98. Brico
99. Leroy Merlin
100. OBI



General Merch.

101. Action
102. Privalia



Depart. Stores

103. COIN
104. La Rinascente



Homeware

105. Kasanova
106. Risparmio Casa

1. Also categorised as Discounter
Source: OC&C Retail Proposition Index 2024





Italian Proposition Champions 2024 (1/2)

Value for Money



2024 Winner:
Decathlon

Rank	Retailer	Shopper Rating
1	Decathlon	79.8
2	Notino	79.0
3	Zooplus	78.7
4	Farmaè	78.2
5	Risparmio Casa	78.2
6	Action	77.9
7	Aldi	77.5
8	Amazon	77.1
9	Acqua & Sapone	76.4
10	Kiko	75.9

Wide Choice of Products



2024 Winner:
Amazon

Rank	Retailer	Shopper Rating
1	Amazon	88.8
2	Shein	84.9
3	Acqua & Sapone	84.7
4	Temu	84.6
5	Zooplus	84.4
6	Notino	83.7
7	Booking.com	83.6
8	Arcaplanet	83.6
9	eBay	83.5
10	Esselunga	83.5

Suited to Me



2024 Winner:
Zooplus

Rank	Retailer	Shopper Rating
1	Zooplus	83.5
2	Notino	81.3
3	Farmaè	80.5
4	Acqua & Sapone	80.3
5	Nike	79.8
6	Adidas	79.7
7	Amazon	79.1
8	Efarma	78.5
9	Booking.com	78.5
10	Just Eat	78.2

Product Quality



2024 Winner:
Nike

Rank	Retailer	Shopper Rating
1	Nike	84.2
2	NaturaSi	83.8
3	Zooplus	83.5
4	Douglas	83.3
5	Farmaè	83.3
6	Notino	81.9
7	Max Mara	81.4
8	Luisaviaroma	81.2
9	Arcaplanet	81.2
10	Adidas	81.0

Easy to Shop



2024 Winner:
Amazon

Rank	Retailer	Shopper Rating
1	Amazon	88.2
2	Zooplus	84.2
3	Booking.com	83.4
4	Arcaplanet	83.2
5	Douglas	83.0
6	Action	83.0
7	Acqua & Sapone	82.7
8	Farmaè	82.7
9	Just Eat	82.7
10	Decathlon	82.4

Reliability



2024 Winner:
Amazon

Rank	Retailer	Shopper Rating
1	Amazon	85.0
2	Zooplus	84.8
3	Farmaè	82.4
4	Nike	81.8
5	Notino	81.6
6	Esselunga	80.8
7	Acqua & Sapone	80.7
8	Douglas	80.7
9	Arcaplanet	80.6
10	Booking.com	80.5

1. Shopper rating indexed 0-100. Based on shoppers visiting or purchasing from that retailer in the last 3 months
Source: OC&C Retail Proposition Index 2024, OC&C analysis





Italian Proposition Champions 2024 (2/2)

Low Prices



2024 Winner:
Shein

Rank	Retailer	Shopper Rating
1	Shein	83.8
2	Primark	83.7
3	Action	83.7
4	Temu	83.5
5	AliExpress	82.7
6	Risparmio Casa	77.3
7	Aldi	75.7
8	Eurospin	75.5
9	Vinted	74.7
10	Penny	74.1

Fun to Shop



2024 Winner:
Booking.com

Rank	Retailer	Shopper Rating
1	Booking.com	79.7
2	Action	77.6
3	Notino	77.0
4	Shein	76.9
5	IKEA	76.7
6	Just Eat	76.6
7	Temu	76.4
8	Uber or Uber Eats	76.4
9	MAC Cosmetics	76.3
10	Wycon	76.3

Fashionability



2024 Winner:
Nike

Rank	Retailer	Shopper Rating
1	Nike	84.3
2	Luisaviaroma	81.1
3	Intimissimi	81.1
4	Max Mara	81.0
5	La Rinascente	80.0
6	Adidas	79.9
7	Calzedonia	79.7
8	Zalando	78.5
9	Yoox	78.3
10	JD Sports	78.2

Sustainability



2024 Winner:
NaturaSi

Rank	Retailer	Shopper Rating
1	NaturaSi	80.2
2	IKEA	74.5
3	Bottega Verde	73.8
4	Vinted	73.7
5	Luisaviaroma	71.5
6	Sport 2000	70.8
7	Vino.com	70.3
8	Uber or Uber Eats	70.2
9	Decathlon	69.8
10	Max Mara	69.7

Customer Service



2024 Winner:
Amazon

Rank	Retailer	Shopper Rating
1	Amazon	81.7
2	Zooplus	77.6
3	Arcaplanet	75.8
4	Bottega Verde	75.5
5	Notino	75.4
6	Douglas	75.2
7	Booking.com	75.2
8	Luisaviaroma	75.0
9	Max Mara	74.8
10	Sephora	74.7

Trust



2024 Winner:
Amazon

Rank	Retailer	Shopper Rating
1	Amazon	85.5
2	Nike	84.1
3	Adidas	83.9
4	Decathlon	82.1
5	Acqua & Sapone	81.4
6	Coop	80.9
7	Esselunga	80.7
8	Euronics	80.2
9	Leroy Merlin	79.9
10	Booking.com	79.6

1. Shopper rating indexed 0-100. Based on shoppers visiting or purchasing from that retailer in the last 3 months
Source: OC&C Retail Proposition Index 2024, OC&C analysis

