

25 November 2013

## Food price inflation falls to lowest level for a year

*Relief for shoppers in the run up to busy Christmas period*

The latest supermarket share figures from Kantar Worldpanel in Ireland, published today for the 12 weeks ending 10 November, show a welcome boost for shoppers with price inflation dropping to 2.9%. Having remained above 4.0% for the past 12 months, peaking in January at 6.4%, the drop in inflation is good news for shoppers in the build up to Christmas.

David Berry, commercial director at Kantar Worldpanel, explains: "Fresh food has been the main driver of price inflation over the past year and this has now started to recede, for example vegetables are now cheaper on average than they were last year. This drop in price inflation has caused the value of the grocery market to slip into year on year decline, following six months of sales growth as consumers continue to focus on value and savvy shopping.

"One area which continues to experience significant inflationary pressure is alcoholic drinks. Increased duty on alcohol as part of the October budget has affected wine in particular, where the average price has increased by 16%. As a result, 51,000 fewer shoppers have put wine in their baskets; while those who continue to buy have cut back by almost one bottle over the past 12 weeks."

Among the retailers Tesco has seen a 6.0% drop in sales leading to its share of the market dropping from 28.0% to 26.5%. David continues: "Dunnes performed ahead of the market for the third successive month, and has grown its market share from 23.0% to 23.6%. SuperValu's share of the market has increased slightly with sales remaining in line with last year. Discounter Aldi continues to set the pace; however this is the first time its year on year growth has dipped below 20% since April 2012, highlighting stiff competition in the grocery market."

### **An update on inflation**

Grocery inflation stands at 2.9%\* for the 12 week period ending 10 November 2013, down from the 4.2% seen last period.

\*This figure is based on over 30,000 identical products compared year-on-year in the proportions purchased by Irish shoppers and therefore represents the most authoritative figure currently available. It is a 'pure' inflation measure in that shopping behaviour is held constant between the two comparison periods – shoppers are likely to achieve a lower personal inflation rate if they trade down or seek out more offers.

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KANTAR WORLD PANEL MARKET SHARE - TOTAL GROCERY			
Includes expenditure across Food, Beverages, Alcohol, Household and Health & Beauty categories			
Total Take Home Grocery - Ireland Consumer Spend			
	12 Weeks to 11 November 2012	12 Weeks to 10 November 2013	change
	% *	% *	%
<b>Total Grocers</b>	<b>100.0%</b>	<b>100.0%</b>	<b>-0.3</b>
<b>Total Multiples</b>	<b>88.2%</b>	<b>88.8%</b>	<b>0.4</b>
Tesco	28.0%	26.5%	-6.0
Dunnes	23.0%	23.6%	2.3
SuperValu	19.3%	19.4%	0.0
Superquinn	5.3%	5.2%	-3.9
<b>Total Discounters</b>	<b>12.5%</b>	<b>14.3%</b>	<b>13.7</b>
Aldi	6.2%	7.4%	19.4
Lidl	6.3%	6.9%	8.2
<b>Other Outlets**</b>	<b>11.8%</b>	<b>11.2%</b>	<b>-6.0</b>

\* = Percentage Share of Total Grocers  
 \*\* = Includes stores such as M&S, Boots, Spar, Centra, Greengrocers, Butchers and Cross Border shops

### **Notes to editors**

**For all publicly-quoted Worldpanel data, users of our research (including media) must ensure that data is sourced Kantar Worldpanel Ireland.**

These findings are based on Kantar Worldpanel Ireland data for the 12 weeks to 10 November 2013. Kantar Worldpanel Ireland monitors the household grocery purchasing habits of 3,000 demographically representative households in the Republic of Ireland. All data discussed in the above announcement is based on the value of items being bought by these consumers, Kantar will only support data that is published in the context we have presented it and our own interpretation of these findings. We cannot be held responsible for any other interpretation of these findings.

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