

Press information

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FAMILIAR TRENDS BRING NEW RECORDS

The latest grocery share figures from [Kantar Worldpanel](#), published today for the 12 weeks ending 20 July 2014, show familiar trends bringing new market and retailer records.

Grocery price inflation has fallen for the tenth successive period and now stands at 0.4%. Competitive pricing among the big grocers and deflation in the price of staple items such as vegetables, milk and bread has driven inflation to the lowest level since October 2006 when Kantar Worldpanel began this measure. As a result, market growth has fallen to 0.9% – the lowest figure for 10 years.

[Edward Garner](#), director at Kantar Worldpanel explains: “Aldi’s 32% growth rate has lifted its market share to 4.8%; this is a new record for the retailer and means it has nearly caught up with Waitrose on 4.9%. Similarly, Lidl sales have grown by nearly 20% and it has held onto its record share of 3.6%.

“Waitrose has continued to resist pressure from the competition, testament to its policy of maximum differentiation, and has grown sales by 3.4%. This figure is well above the market average and thereby has lifted its market share.”

Among the big four grocers, both Asda and Sainsbury’s have held onto their market shares of 17.0% and 16.6% respectively. Conversely, Tesco and Morrisons have recorded losses with sales for both outlets declining by 3.8% compared with this time last year.

Iceland has posted a small drop in sales, its first since 2005, but has retained its 2.0% share.

Our next update will be delayed by one day due to the August bank holiday and will be released instead on Wednesday 27 August.

An update on inflation

Grocery inflation has seen its tenth successive fall and now stands at 0.4%* for the 12 week period ending 20 July 2014. This is the lowest level since we began recording GPI in October 2006 and reflects the impact of Aldi and Lidl and the market’s competitive response, as well as deflation in some major categories including vegetables, bread and milk.

*This figure is based on over 75,000 identical products compared year-on-year in the proportions purchased by 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.

KANTAR WORLD PANEL MARKET SHARE - TOTAL TILL ROLL

Includes all expenditure through main store tills and excludes petrol & instore concessions

Total Till Roll - GB Consumer Spend					
	12 weeks to 21 July 2013		12 Weeks to 20 July 2014		% Change
	£000s	% **	£000s	% **	%
Total Till Roll	32,178,400		32,459,920		0.9%
Total Grocers	24,874,620	100.0%	25,096,290	100.0%	0.9%
Total Multiples	24,356,800	97.9%	24,580,030	97.9%	0.9%
Tesco	7,535,618	30.3%	7,248,330	28.9%	-3.8%
Asda	4,224,824	17.0%	4,264,216	17.0%	0.9%
Sainsbury's	4,122,739	16.6%	4,173,881	16.6%	1.2%
Morrisons	2,867,962	11.5%	2,758,776	11.0%	-3.8%
The Co-operative	1,607,447	6.5%	1,573,334	6.3%	-2.1%
Waitrose	1,195,139	4.8%	1,235,289	4.9%	3.4%
Aldi	912,814	3.7%	1,206,659	4.8%	32.2%
Lidl	766,137	3.1%	915,595	3.6%	19.5%
Iceland	499,632	2.0%	498,379	2.0%	-0.3%
Farmfoods	159,625	0.6%	184,880	0.7%	15.8%
Other Multiples	464,869	1.9%	520,694	2.1%	12.0%
Symbols & Independents	517,815	2.1%	516,254	2.1%	-0.3%

** = Percentage Share of Total Grocers

Follow us on Twitter at http://twitter.com/#!/KWP_UK and join the debate #kwpmarketshare.

Kantar Worldpanel supermarket share app

Kantar Worldpanel's supermarket share app has been relaunched. The app has been optimised for iPad, iPhone and Android and includes data and intelligence from Great Britain, Ireland, Spain and Portugal. Download now on [iTunes](#) and [Google play](#).

Notes to editors

Please note that four week ending or six week ending retailer share data should not be used in media reporting. We would recommend that you use the 12 week ending data stated in this release, as it covers a longer time period which means it is a superior indicator of retailer performances and trends.

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

These findings are based on Kantar Worldpanel data for the 12 weeks to 20 July 2014. Kantar Worldpanel monitors the household grocery purchasing habits of 30,000 demographically representative households in Great Britain. 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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About Kantar Worldpanel

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its High Definition Inspiration™ approach combines market monitoring, advanced analytics and tailored market research solutions to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel's expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel delivers High Definition Inspiration™ in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

For further information, please visit us at www.kantarworldpanel.com.

About Kantar

Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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