Grocery Remains Buoyant For Christmas

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GROCERY REMAINS BUOYANT IN THE RUN-UP TO CHRISTMAS

EDWARD GARNER, DIRECTOR OF RESEARCH, TNS WORLDPANEL, comments:

â€œThe latest TNS Worldpanel grocery market share figures published today, for the 12 weeks ending 3rd December 2006, once again reveal a healthy overall market growth rate of 5%.Â Whilst there are media reports of potentially poor Christmas trading in other retail sectors, there appear to be no signs of a slow-down in Grocery.Â

Tesco, Asda, Sainsbury and Morrisons all post strong growth rates ahead of the overall market and, taken together, the top four now account for over three-quarters of British grocery trading.Â

Of the mainstream grocery retailers, Waitrose is demonstrating the strongest growth at 11% year-on-year. This is likely to lead into a record Christmas for the supermarket as shoppers traditionally adopt more upmarket buying patterns in the run-up to the big day.Â

At the same time however, the discount retailers (Aldi, Lidl, Netto) have achieved a record total share of 5.5% helped by recent new openings and acquisitions.

This environment, where every point of market share is being fought over, is proving tough for the independent sector and Kwik Save in particular.â€•Â

About TNS:

TNS is a market information group:

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-Â A major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.Â

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.

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About TNS Worldpanel :

Worldpanel is TNS's continuous consumer panel sector, delivering insight into consumer purchasing and usage habits on a local and global scale.

Our coverage extends to more than 50 countries worldwide with services typically based on continuously monitored samples providing information on purchasing and usage activity. We use data collection technology best matched to the development of the environment that we are measuring, including bar code scanners, Internet, till receipt scanning as well as paper diaries and interviewing.

Worldpanel works closely with a wide range of clients including multi-national and local FMCG brand and private label manufacturers, fresh food suppliers, retailers, market analysts and government organisations.

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