

TNS Predicts biggest ever Christmas for UK Supermarkets

Contributed by TNS
Tuesday, 02 January 2007

TNS WORLD PANEL PREDICTS BIGGEST EVER CHRISTMAS FOR BRITAIN'S SUPERMARKETS

- A Record £14.2 billion expected to be spent on household goods over Christmas period: Average spend of £580 per household*

- A £3.8bn expected to be spent on Christmas week, or £153 per household*

December 20 2006. London, UK. TNS Worldpanel, a leading market information provider, predicts we will spend a record £14.2 billion on household goods over the festive period, with a massive £3.8 billion in Christmas week alone. With Christmas day falling on a Monday this year, shoppers have a full seven days in Christmas week to prepare for the festivities.

TNS Worldpanel expects Thursday 21st and Friday 22nd December to be the busiest shopping times, with 40 per cent of the week's predicted £3.8 bn spend taking place on these days. This is closely followed by Wednesday 20th where 15 per cent of spend is expected to fall, and Saturday 23rd with 14 per cent of sales. Conversely, Christmas Eve is expected to be relatively quiet due to Sunday opening hours and families travelling or getting ready at home – only 6 per cent of the week's spend is expected to take place on Sunday 24th.

Edward Garner, research director, TNS Worldpanel, said: "Every year, the supermarkets have to strike a fine balance between keeping the shelves stocked and not having too much left over that they will have to dispose of. Retailers must be ready for the big hit we are expecting them to take on Thursday and Friday to ensure there is still enough stock for those shoppers waiting until the end of the working week and heading out on Saturday to get their goods in.

"Last year we saw many major supermarkets closing the books on their internet orders well in advance to avoid letting shoppers down. With the biggest Christmas week ever expected this year, they need to make sure they have enough in the warehouses to service both their internet customers and those turning up to the stores."

About TNS:

TNS is a market information group:

- The world's largest provider of custom research and analysis
- A leader in political and social polling
- A major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

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.

The group's employees deliver innovative thinking and excellent service to local and multi-national clients worldwide. In the custom business, they combine in-depth sector knowledge with expertise in the areas of new product development, positioning and segmentation research, brand and advertising research and stakeholder management.

TNS's strategic goal is to be recognised as the global leader in delivering value added information and insights that help our clients to make more effective decisions.

TNS is the sixth sense of business.
www.tns-global.com

Â