

Tesco Sees Strong Competition

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

“The latest TNS Worldpanel grocery market share figures published today for the 12 weeks ending 28th January 2007 show that the buoyant market seen over the Christmas period carries into the New Year with Grocery retailers continuing to enjoy 5% sales growth over the equivalent period last year.

Whilst Tesco remains dominant with 8% growth to a share of 31.5% it is seeing solid competition from Asda, Sainsbury and Morrisons. Both Asda and Sainsbury continue to grow, with share increases to 16.8% and 16.5% respectively and Morrisons remains stable with sales increase of 4% over the last year - the ninth successive period of growth.

In terms of smaller retailers both Waitrose and Iceland post robust figures with Waitrose tapping into current ethical trading and healthy eating consumer trends.

The other side of the coin is the effective collapse of Kwik Save which is fuelling the strong performance seen by Aldi and Lidl as both shops and shoppers switch over.

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.

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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.