

Grocers Enjoy Three-Year Record Growth Rates

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 22nd April 2007, show that the strength of the Grocery sector continues unabated with year-on-year growth of 6%.

The Top 3 are all posting strong growth to lift their combined share by 1.5 points compared with a year ago. In particular, the growth rates seen for Asda and Sainsbury are the highest for at least three years.

In the case of Morrisons, whilst the annual growth rate is lower, at 5% it is at a record level for this retailer since the merger with Safeway. This marks a welcome change from the alarming negatives seen throughout 2005.

From now on, these levels of growth are going to prove challenging to maintain as the sharp decline of the Kwik Save business begins to drop out of the annual comparisons. In particular, Aldi and Lidl will have to strive to keep up their current strong run as the one-off gain of shoppers (and shops) from Kwik Save becomes history.

Elsewhere the pressure on Somerfield continues with a share drop of 0.4 percentage points over the last year.