

Fortunes Turn for Asda

Contributed by TNS Superpanel
Thursday, 28 July 2005
Last Updated Thursday, 28 July 2005

PETER EAST, DIRECTOR, TNS SUPERPANEL, comments:

“The latest TNS Grocery market share figures, published today, show that the recent downturn in sales performance for Asda appears to have stabilised. The supermarket’s share has increased versus the same period the previous year (16.6 % for 12 weeks ending July 17th 2005 versus 16.5 % for 12 weeks to July 18th 2004), indicating an improved outlook for Asda and halting the downward trend in market share - this turnaround may be partly driven by increased levels of price promotional activity.

Elsewhere, Tesco show little sign of slowing down, continuing to increase sales year on year by an impressive 11%. The two largest European Discount supermarkets in Great Britain, Aldi and Lidl are both displaying disappointing growth figures (3 % and 5 % respectively), whilst still ahead of the overall marketplace growth (2%), these figures show a slow down in performance over the last 12 weeks.

The Somerfield group (which includes Kwik Save stores) is now growing share, up from 5.7% to 5.8% year on year. This follows the acquisition of many of the smaller Safeway stores and indicates positive growth further to the period of consolidation of these stores.”

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About Superpanel

TNS Superpanel is Britain’s leading continuous consumer panel and provides purchasing information on all main grocery markets. The panel was launched in 1991 and now consists of 15,000 households which are demographically and regionally balanced to offer a representative picture of the British marketplace. Superpanel is the industry standard for measurement of consumer purchasing, and delivers unsurpassed levels of detail and accuracy.

Superpanel covers all FMCG markets and acts as a highly effective market tracking vehicle and consumer diagnostics tool.

For further information, please contact:

Rachel Argyle, Senior UK PR Executive, TNS

Tel: 020 8967 1415 or email: Rachel.argyle@tns-global.com