Not as Bad as Last Time

Contributed by TNS

Monday, 17 September 2007
Last Updated Monday, 14 July 2008

EDWARD GARNER, DIRECTOR OF RESEARCH, TNS WORLDPANEL, comments: Â The latest TNS Worldpanel grocery market share figures, published today for the 12 weeks ending 9th September 2007, show sales through grocers growing at an annual rate of 4%.Â It is encouraging that this is up on the 3% seen in the last report â€“ the spending slowdown may be not as sharp as feared.Â Â Continuing the recent pattern, Tesco, Asda and Sainsbury have all exceeded the market growth rate and have therefore all lifted their shares compared with a year ago.Â Â Morrisons growth rate remains low at 2% and the share has dipped from 11.0% a year ago to 10.8% now.Â Angus McIver, the newly appointed board-level Marketing Director, will be keen to raise the profile of the new â€œFresh Choice for Youâ€• positioning.Â Â Iceland continues its recovery from the turnover declines it suffered in 2004/2005 with a solid 8% growth this time.Â Similarly, there is strong growth for the â€˜Hardâ€™ discounters with their combined share lifting from 5.3% a year ago to 5.6% now.Â Th aftermath of the Kwik Save collapse is still being felt.Â Â Somerfield is still suffering, posting a turnover decline of 7% - similar to last time.