Christmas Present for Morrisons

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

(Wednesday 9th January 2008) The latest TNS Worldpanel grocery market share figures, published today for the 12 weeks ending 30th December 2007 (and therefore covering the crucial Christmas trading period) should delight the Morrisons management as they show a very strong performance for the retailer.

The share has risen to 11.4% from 11.0% a year ago powered by a year-on-year growth rate of 9%.Â Not only is this growth by far the best recorded for Morrisons since the Safeway takeover, it is also the highest growth rate of any grocery retailer for this Christmas period.Â The relaunch advertising and a campaign of aggressive promotions have succeeded in attracting an increased number of shoppers to the stores.

Growth rates for Tesco, Asda and Sainsbury effectively match the market figure of 5% year-on-year producing only marginal share changes.Â Nevertheless this confirms the relatively robust performance of the grocery sector in the face of the pressure on consumer spending which has produced downturns and profit warnings elsewhere on the High Street.Â

Amongst smaller retailers, Iceland, Lidl and Aldi have delivered growth ahead of the market which indicates that a value-based proposition continues to find favour in the absence of Kwik Save.