

Sainsbury's Market Growth Faster Than Asda for the First Time in a Decade

Contributed by TNS
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Peter East, Director, TNS Superpanel comments:

“Sainsbury’s has achieved improved growth figures of 4.1% year on year according to the latest Supermarket share figures from TNS, the market information group. Sainsbury’s growth rate in this period is ahead of its nearest rival, Asda, whose own performance has slowed to 3.0%. This is the first time Sainsbury’s growth has led Asda’s in the past ten years, indicating an intensifying battle between the leading grocery retailers for market share.

This news from TNS follows the announcements over the past few days of further significant price cuts from both Asda and Tesco. In the latest 12 week ending data for 27th March 2005 Tesco continues to be the strongest of the

major players with 11.4% growth year on year, but the focus is towards Sainsbury’s, whose recovery appears invigorated, as it strives to address well-publicised price competitiveness and availability issues.

Sainsbury’s improvements will place further pressure on to the Morrisons group, as they seek to speed up the programme of conversions of Safeway stores to Morrisons fascias in order to generate a turnaround in sales

performance.

Waitrose continues to perform extremely well, growing by 17.5% on the latest 12 weeks still buoyed by new converted stores.”