Record Somerfield Performance

Contributed by TNS
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RECORD SOMERFIELD PERFORMANCE AS TAKEOVER GETS BOARD APPROVAL
EDWARD GARNER, COMMUNICATIONS DIRECTOR, TNS SUPERPANEL, comments:â€œThe latest TNS Grocery market share figures have just been published for the 12 weeks ending October 9 2005 and the conversion of Safeway outlets to the Morrisons fascia is nearing an end.? The combined Morrisons / Safeway share has been stable for the last 3 reports and has actually shown a small increase to 11.4% from 11.3% in our report last month.
For both Sainsbury and Asda, over the last year the evidence is that every decimal point of share is being fiercely contested. Sainsbury continues to show growth with the share moving up from 15.4% a year ago to 15.6% now.? If past history is repeated we should see this share move above 16% during Christmas as Sainsbury traditionally does well during this period.
There has been a slight loss of momentum at Asda; the climb back from the low of 16.4% in June has been interrupted with the share easing to 16.7% this period â€“ down from 16.9% last month and 16.8% a year ago.
Somerfield holds on to the record 4.3% share we saw last month as the Robert Tchenguiz consortium bid of ?1.1bn is accepted by the Somerfield board.?
Similarly Waitrose also holds on to its record 3.7% share for the seventh successive period â€“ like Sainsbury this outlet traditionally enjoys a share uplift during the Christmas period and there should also be a further boost as another 5 stores acquired from Morrisons are converted.
Finally, Tescoâ€™s strong run continues with 11% turnover increase bring the share up from 28.1% a year ago to 30.3% now.â€
These findings are based on TNS Superpanel data for the 12 weeks to 9th October 2005. TNS Superpanel monitors the household grocery purchasing habits of 15,000 demographically representative households in Great Britain. All data discussed in the above announcement is based on the value of items being bought by these consumers, TNS will only support data which is published, in the context we have presented it and our own interpretation of these findings. We cannot be held responsible for any other interpretation of these findings.
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About Superpanel
TNS Superpanel is Britainâ€™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.
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