

Morrisons - At last Some Good News

Contributed by TNS
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EDWARD GARNER, COMMUNICATIONS DIRECTOR, TNS SUPERPANEL, comments:

"The latest TNS Grocery market share figures have just been published for the 12 weeks ending 6 November 2005 and the total Morrisons share (including Safeway) has risen for the second period running. Store conversions and disposals are coming to an end and the share has risen to 11.5% this period - up from the low of 11.3% seen two periods ago (12 weeks ending 11 September 2005).

Tesco is finding life a bit more competitive - whilst the year-on-year growth rate remains strong at 10%, their share has slipped to 30.2% from the all-time high of 30.5% seen three periods ago (12 weeks ending 14 August 2005). Similarly the Asda share has edged back to 16.6% from 16.7% a year ago.

Sainsbury continues to grow ahead of the market with the share lifting to 15.7% from 15.5% a year ago - if past experience is a guide the share will be on a rising trend as Christmas approaches.

Somerfield continues its recent strong run with a new record share of 4.4%. Newly converted stores plus an aggressive promotional programme are bearing fruit."

These findings are based on TNS Superpanel data for the 12 weeks to 6 November 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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