# Tesco and Sainsbury Lead Growth In Run Up to Xmas

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TESCO AND SAINSBURY LEAD THE GROWTH IN THE RUN-UP TO CHRISTMAS
EDWARD GARNER, COMMUNICATIONS DIRECTOR, TNS SUPERPANEL, comments:
â€œThe latest TNS Grocery market share figures have just been published for the 12 weeks ending 4 December 2005 and Tesco continues to post double-digit growth to bring the share to another record of 30.6% on the run-up to Christmas.? Sainsbury is also keeping up its current momentum growing ahead of the market for the tenth successive period and lifting its share from 15.6% a year ago to 15.9% in the latest period.?
Now that the Safeway disposals have ceased, the overall Morrisons share is starting to stabilise â€“ the year-on-year decline of 8% is the lowest seen for a year and the share of 11.3% is largely unchanged for the last 5 periods.
This trading background means that the â€œsofterâ€• retail targets we saw a year ago no longer exist and, as a result, Asda is finding it hard to maintain its historical growth.? The share has declined from 16.8% a year go to 16.5% and the 2% growth rate is behind the market average.â€•