Sainsbury Benefits From Buoyant Xmas Trading

Contributed by TNS
Wednesday, 11 January 2006
Last Updated Wednesday, 11 January 2006

The latest TNS Grocery market share figures have just been published for the 12 weeks ending 1 January 2006 and the grocery trade enjoyed a buoyant Christmas with overall sales for the 12-week period up 4.3% on a year ago.Â

SAINSBURY BENEFITS FROM BUOYANT CHRISTMAS TRADING

EDWARD GARNER, DIRECTOR OF RESEARCH, TNS WORLDPANEL, comments:
â€œThe latest TNS Grocery market share figures have just been published for the 12 weeks ending 1 January 2006 and the grocery trade enjoyed a buoyant Christmas with overall sales for the 12-week period up 4.3% on a year ago.Â In particular, the Christmas week delivered a record performance in line with TNS predictions â€“ up 19% on the same week a year ago.Â

Sainsbury saw a return of its traditional Christmas uplift with the highest share for nearly two years at 16.2% - up from 15.9% a year ago, representing 6% sales growth.Â It is closing the gap with Asda which despite also seeing Christmas uplift, failed to match its record high share of a year ago and slipped from 17.1% to 16.7% share.Â

Morrisons, as predicted, now looks much more stable now that the Safeway fascia has been integrated and the disposal programme largely finished. The overall share of 11.3% has remained constant for the last 6 reports and year-on-year declines have subsided to 6% - the lowest figure since October 2004.

In absolute terms, Tesco continues to dominate with a share of 30.5% - a figure largely unchanged for the last 8 reports.â€•

These findings are based on TNS Worldpanel data for the 12 weeks to 1 January 2006. TNS Worldpanel 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 that 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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