Asda At An All Time High

Contributed by Kantar Worldpanel
Wednesday, 28 March 2012

The latest grocery share figures from Kantar Worldpanel, published today for the 12 weeks ending 18 March 2012, show the market growing at 4.0%. Â

 This remains below the 5.5% grocery inflation rate meaning shoppers are having to take advantage of the current crop of special offers and make selective purchases to manage down their â€˜personalâ€™ inflation.

Edward Garner, director at Kantar Worldpanel, comments:
â€œThe findings make particularly good reading for Asda. Its 17.9% share is an all-time record performance and its year-on-year growth rate of 7.8% is leading the big four, largely thanks to the full integration of its Netto stores.

â€œElsewhere, Tescoâ€™s growth rate of 2.7% still lags behind the market and results in a drop in share. However, it is an improvement on the growth rates seen so far this year.Â Both Sainsburyâ€™s and Morrisonsâ€™ shares remain unchanged fro the same period last year.â€•

Waitrose, Aldi* and Lidl continue to out-perform the market, particularly so in the case of Aldi with year-on-year growth of 28.5%.

Edward adds:
â€œThe frozen food market remains buoyant and this has helped Iceland to enjoy 10.2% growth â€“ good news for the new consortium owning the chain.â€•

*Please see the notes below for details on changes to Kantar Worldpanelâ€™s sample affecting Aldiâ€™s share

An update on inflation
Grocery inflation stands at 5.5%* for the 12 week period ending 18 March 2012. This is unchanged from the previous report.Â This remains above the market growth of 4.0% this period and means that households are still trying to rein in grocery spending by managing down their â€˜personal inflationâ€™

*This figure is based on over 75,000 identical products compared year-on-year in the proportions purchased by British shoppers and therefore represents the most authoritative figure currently available.Â It is a â€˜pureâ€™ inflation measure in tha shopping behaviour is held constant between the two comparison periods â€“ shoppers are likely to achieve a lower personal inflation rate if they trade down or seek out more offers.

The latest grocery share figures and comparative data for the past three years are available as an app for the iPhone. To download Kantar Worldpanelâ€™s free â€˜Grocer Shareâ€™ app please visit the Apple iTunes Store. Â

Follow us on Twitter at http://twitter.com/#!/KWP_UK and join the debate #kwpmarketshare.

Notes
The number of households in the Kantar Worldpanel sample has increased by 20% to 30,000 â€“ making it one of the largest continuous panels of its kind in the world.Â As part of this process, the monthly supermarket share data has been updated to reflect the panel changes, which come into effect from March 2012. Changes to retailer shares, as a result of the increased panel size, are marginal and do not impact reported performance.Â Period-on-period changes will not be affected as the historical data has been reworked to maintain consistency.

Please also note, as part of this updating process, there has been a reduction in the stated Aldi turnover and market share to bring it in line with the outletâ€™s own reported performance.Â The strong period-on-period growth trend of the outlet remains unaffected.

For all publicly-quoted Worldpanel data, users of our research (including media) must ensure that data is now sourced Kantar Worldpanel. Â

These findings are based on Kantar Worldpanel data for the 12 weeks to 18 March 2012. Kantar Worldpanel monitors the household grocery purchasing habits of 30,000 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, Kantar 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

About Kantar
Please visit www.kantar.com for more information

About Kantar Worldpanel
For further information, please visit www.kantarworldpanel.com

27 March 2012