Paralympic Gold For Sainsbury's

Contributed by Kantar Worldpanel
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The latest grocery share figures from Kantar Worldpanel, published today for the 12 weeks ending 30 September, show Sainsburyâ€™s has delivered strong growth of 5.6% lifting its share from 16.2% a year ago to 16.5% now.

Edward Garner, director at Kantar Worldpanel, explains:
â€œAmong the big four supermarkets, the stand out performance is from Sainsburyâ€™s.Â Its sponsorship of the Paralympic games has clearly borne fruit, boosting its sales in this period.Â The retailer has also been bolstered by its Brand Match promotion and the ongoing relaunch of its own label range â€“ both of which are proving popular with consumers.

â€œIt has also been a record-breaking period for Waitrose, posting its highest ever share of 4.7% and building on the strong performance we have seen over the past decade.â€• Â

The grocery market as a whole is growing at 3.9%. This is above the Kantar Worldpanel inflation measure of 2.6%* meaning that, despite a background of austerity, there is currently real growth in the market.

Asda has also out-performed the market adding 0.1 share points â€“ this is lower than the growths seen earlier this year as the effect of the Netto stores acquisition drops out of the year-on-year comparisons.

The results of Sainsburyâ€™s and Asda contrast with Tesco and Morrisons which have both lost share over this period.

Edward Garner concludes:
â€œThe growth of the discounters and Iceland continue to be a strong feature of the market.Â In particular, Aldi has been delivering growth in excess of 20% per year since mid-2011 â€“ clear evidence that value for money allied to a growing emphasis on product quality is encouraging shoppers to increase their loyalty to the outlet.â€•

An update on inflation
Grocery inflation stands at 2.6%* for the 12 week period ending 30 September 2012. This continues the downward trend from the recent peak of 6.2% in November 2011.Â However, this situation is threatened by stubbornly high world food prices as a result of poor grain harvests in the USA, Russia and Ukraine.

*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.

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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 30 September 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.

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