Sharp Differences Among The Big 4

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The latest grocery share figures from Kantar Worldpanel, published today for the 12 weeks ending 28 October, show sharply differing fortunes for the big four supermarkets.

The stand-out performer is Sainsburyâ€™s, which has delivered a 0.4 percentage point jump in market share â€“ moving from 16.4% a year ago to 16.8% now.Â

Paralympics sponsorship, Brand Match and own-label investment have all helped to boost Sainsburyâ€™s appeal to its shoppers.

Tesco continues to experience the pressure on share that has been a feature of the past year, growing behind the market at 2.1%.
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Edward Garner, director at Kantar Worldpanel, comments:
â€œMorrisonâ€™s performance this month will cause concern, with its share dropping from 12.0% to 11.5% and a decline in sales of 0.4%.Â Recent announcements about the development of online and convenience, which are the two fastest growing grocery channels, will no doubt be given added urgency as these channels continue to deliver growth for competitors.â€•

Asdaâ€™s share is unchanged this period as the effect of the Netto acquisition has largely dropped out of the year-on-year comparisons.

The discounters continue to progress as Aldi reaches a 3.0% market share â€“ yet another all-time record for the retailer. Waitrose also impresses, as it gears up for its traditionally strong Christmas period, by holding on to the record 4.7% share it achieved last period.

An update on inflation
Grocery inflation stands at 3.0%* for the 12 week period ending 28 October 2012. This is an increase on the 2.6% we reported last period and may herald further increases going forward as the widely reported rises in world foodstuff prices work their way through to retail channels.

*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 that 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.

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 28 October 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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