Record Share For Amazon Over Christmas Period

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The latest figures from Kantar Worldpanel show Amazon grew its share of the entertainment market by 3.1 percentage points to 23.4%Â over Christmas period.

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The retailer posted growth across all categories, with its most notable performance in CD sales - historically HMV's stronghold. However, this doesn't necessarily mean it would benefit the most from possible HMV store closures. HMV shoppers are more likely to shop in physical stores, leaving the likes of Game and the grocers in a good position if HMV leaves the high street - particularly if they react quickly.

Asda has had a strong quarter and is the only grocer to have grown its share, which now stands at 10.4%. This was mainly driven by its performance within games, on the back of the big Christmas releases, which pushed it significantly closer to Tesco within this category.

Amazon's strong performance may not sit so well for the wider industry as a move away from the high street brings with it a move away from impulse purchasing. Last year, HMV music customers spentÂ£61m on CDs picked up while browsing. Generating sales in this way remains a challenge for online retailers.

Read more on the Kantar Worldpanel website.