No Stopping Aldi - Another Record Share For The Discount Retailer

Contributed by Kantar Worldpanel
Tuesday, 22 October 2013
Last Updated Tuesday, 22 October 2013

The latest grocery share figures from Kantar Worldpanel, show a further step in the remarkable rise of Aldi.Â Its latest market share of 3.8% is yet another all-time record and is a sharp increase compared with 3.0% this time last year.

Edward Garner, director at Kantar Worldpanel, comments: â€œAldiâ€™s year-on-year growth rate of 31.7% is the latest in an unbroken series of double-digit growth figures that date back to early 2011.Â The retailer has done a particularly good job in conveying its competitive pricing message through its â€˜Like Brands Only Cheaperâ€™ and subsequent â€˜Swap and Saveâ campaigns â€“ both of which have given the supermarket a clear point of difference.Â â€œLidlâ€™s growth of 13.1% is somew overshadowed by Aldiâ€™s performance but it nevertheless keeps up a strong run.Â The combined discounter share of 6.8% continues to grow and has remained above that of the Co-operative since March this year.â€• The only grocers to resist pressure from the discounters are Sainsburyâ€™s and Waitrose which have outperformed the market with growth of 3.7% and 7.6% respectively.Â Elsewhere, the polarisation of the grocery market and subsequent pressure on the middle-ground continues unabated, with Tesco, Asda and Morrisons all recording growth behind the 3.0% market average. Icelandâ€™s share is static at 2.0% this period despite growth dipping below the market average.Â Its position is likely to strengthen in the run-up to Christmas when it traditionally performs as a result of its frozen party food offering.Â For more information regarding this article please visit: www.kantarworldpanel.com/en/ | @K_WorldpanelÂ Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group