Over Half The Country Now Shops In A Discounter

Contributed by Kantar Worldpanel
Wednesday, 18 December 2013

The latest grocery share figures from Kantar Worldpanel, published today for the 12 weeks ending 8 December 2013, show that, for the first time, over half the country shopped in either Aldi or Lidl during the past 12 weeks.Â Some 50.1% of all British households stepped into a discount retailer compared with 46.1% a year ago.

Chris Longbottom, director at Kantar Worldpanel, comments: â€œBoth Aldi and Lidl have continued to record double-digit growth and are successfully broadening their shopper base with half of all British households visiting one of them during the latest period.Â Aldi now boasts a record 4.0% of the grocery market having increased its share for nearly every 12-week period since the end of 2010.Â Lidl retains its record share of 3.1% which it reached during the summer.â€• Â

Value continues to be a powerful incentive for the British shopper, a fact that is further highlighted by Farmfoods which, while still a relatively small player in the market, has grown its sales by 36.6% compared with last year.

Longbottom continues:Â â€œAt the other end of the market Waitrose has performed strongly with 6.7% growth.Â Based on past patterns, it is likely to further boost its market share over the busy Christmas period, as is Iceland which traditionally performs well with its party food offering.â€• Â

Elsewhere, all of the big four grocers and the Co-operative have lost market share this period.Â Among this group, the best performer continues to be Sainsburyâ€™s although the year-on-year growth of 1.8% was insufficient to match the market growth of 2.8%.Â Tesco accounted for 29.9% of sales in the latest period, Asda 16.9%, Sainsburyâ€™s 16.8% and Morrisons 11.6%.Â For more information please visit:Â www.kantarworldpanel.co.uk | @K_WorldpanelÂ Â Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group