Losses for the Big Four Supermarkets

Contributed by Kantar Worldpanel
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The latest grocery share figures from Kantar Worldpanel, published today for the 12 weeks ending 30 March 2014, show what appears to be a dramatic market slowdown, with growth of only 0.6%   however this is distorted by the late falling of Easter this year, which was included in the 2013 period but not in the current data.

Kantar Worldpanel estimates that Easter accounts for market growth of 0.9%.Â This means that a â€˜correctedâ€™ market growth would stand at 1.5%, which is still low by historical standards. Edward Garner, director at Kantar Worldpanel explains: â€œAmid a challenging market backdrop, individual retailer growth might be expected to be restricted.Â This is certainly not the case for Aldi which achieved its highest ever growth of 35.3%, boosting the retailer to a record market share of 4.6%.Â Â Lidl also experienced strong growth in a record breaking month, and now accounts for 3.4% of the market.Â   â€œAll of the â€˜big fourâ€™ supermarkets have faced declining sales over the past 12 weeks, which has been accentuated by the late falling of Easter.Â Nevertheless, they have also seen worrying share declines, with the most resilient performance coming from Asda this period. Waitrose continues to hold on to its record 5.0% share reached last period, while The Co-operative appears to have stemmed its share losses, managing to hold its current 6.1% share over our past four reports.Â Frozen food outlet Farmfoods is performing well, reaching a record share of 0.8%.

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