

Asda Keeps Hold of No 2 Spot

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PETER EAST, DIRECTOR, TNS WORLDPANEL, comments:

“The latest TNS Worldpanel grocery market share figures published today, for the 12 weeks ending 26 March 2006, show Asda holding on to the No.2 spot (with 16.3% share) despite strong competition from their nearest challenger, Sainsbury's (16.0% share).

Asda's share continues to be under pressure, with a growth rate of 1.9%, which falls behind the average for Total Grocers of 2.8%. Sainsbury's faster and stronger growth of 4.2% was not sufficient to grab the prized second place position in this period, despite market speculation to the contrary.

The Tesco growth rate, although still remarkably strong, has slowed down to 7.2% and must be indicative of the heightened level of competition in the grocery marketplace. Morrisons, Sainsbury's, Waitrose, Iceland and M&S could all stake a claim to improved performances over recent months.

It should also be noted that growth rates are generally lower this month “ with Easter being so late this year, the seasonal uplift seen in this period last year will not be reflected until the next release on 4th May 2006.”