

TNS Reveals Sandwich Market Is Worth ?2.8 Billion

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TNS WORLDPANEL RESEARCH REVEALS BRITISH SANDWICH MARKET IS WORTH Â£2.8 BILLION

Innovative text message tracking service introduced by TNS

First measure to accurately track the value of the sandwich market

25 April 2006 - London, UK. TNS Worldpanel, a leading market information provider, today revealed that the British "on the go" sandwich market is worth Â£2.8 billion. The service is the first to put a true value on the British sandwich market, looking at the price of each sandwich bought and consumed outside the home, as well as the number bought. In the last year, 1.69 billion sandwiches were bought on the go at an average price of Â£1.66. Previous market measures were based on an estimated average price for a sandwich.

This accurate market measurement is generated by TNS Worldpanel's innovative Impulse Food on the Go service. It is the first panel service in the UK to use text messaging research combined with traditional techniques to gain precise measurements of the snacking market including soft drinks, sandwiches & savouries, confectionery, snacks & nuts, and crisps. By asking the panellists to text the bar codes of their purchases, TNS can track their snacking purchases in real-time.

Tim Nancholas, Strategic Insight Director, TNS Worldpanel, said: "The out of home snacking market is notoriously difficult to measure accurately, as people tend to buy on impulse and can forget the details of their purchases. The innovative text message reporting measure has provided us with a significantly more accurate view of this market and enabled us to show far more precise sandwich sales than previously achieved by the industry.

"We are monitoring consumer snack spending across a wide range of outlets from grocery, bakeries and garages to vending machines and canteens. Client feedback has positively demonstrated how closely we can now measure Britain's snacking behaviour."