

Asda Keeps Hold of No.2 Spot Again

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The Asda year-on-year growth rate has improved to 3% - in line with the Total Market but Sainsbury remains ahead with 5% growth.Â If this situation continues, the gap will close.Â

The Tesco growth remains subdued compared with the levels seen last year but 8% is still excellent and this means the share will continue to grow.

Morrisons continues its return to stability â€“ the year-on-year decline of just 4% is the best performance for the last 21 periods.Â

However, Kwik Save sees a very sharp decline of 34 % bringing the share down from 1.8% to 1.2%.Â This is in line with the recent sell-off of most of the outlets by the Tchenguiz consortium.Â