Morrisons Turns The Corner To Achieve Real Growth

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CHRIS LONGBOTTOM, DIRECTOR, TNS WORLDPANEL, comments:

â€œThe latest TNS Worldpanel grocery market share figures published today, for the 12 weeks ending 18 June 2006, show Morrisons moving into positive growth of 2% for the first time since its acquisition of the Safeway business, which has now been fully incorporated. Total Market growth however currently stands at 5% so Morrisons share of the Grocery market (11.3%) is still down on the 11.7% level of a year ago. However, the 2% increase in value demonstrates clearly that the business is turning the corner and seems poised for market share growth, as the period of store disposals has come to an end.

Asda again still holds on to the No.2 spot with 16.5% share. The year-on-year growth rate has risen still further to 6% as better performance is achieved, and the gap with its closest competitor has widened once more.

Sainsburyâ€™s recovery has also continued with the year-on-year growth rate improving still further to 7%, holding its share at 16.0% now, still ahead of last yearâ€™s 15.8% for the same period.Â

Tesco continues to grow ahead of the market at 9%, lifting its share still further to 31.4%.Â Indeed a feature of this periodâ€™s trends has been the buoyant performance of all the industryâ€™s leaders.

Somerfield have continued to increase share, from 4.0% to 4.2%, with an increase in consumer spending of 11%, partly arising from conversion of Kwik Save outlets that were not part of the sale to the Tchenguiz consortium.Â Lidl and especially Aldi have also seen growth resulting from their participation in former Kwik Save branch acquisitions.â€•