

# Asda Continues to Stage Recovery

Contributed by TNS  
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The latest TNS Worldpanel grocery market share figures published today, for the 12 weeks ending 16 July 2006, show Asda continuing to enjoy a recovery in its share after a period of poorer performance earlier in this year.

## ASDA CONTINUES TO STAGE RECOVERY

CHRIS LONGBOTTOM, DIRECTOR, TNS WORLDPANEL, comments:

“The latest TNS Worldpanel grocery market share figures published today, for the 12 weeks ending 16 July 2006, show Asda continuing to enjoy a recovery in its share after a period of poorer performance earlier in this year. Its share of the Grocery market has now risen back up to 16.6%, just marginally ahead of the 16.5% share it enjoyed at this time last year. Shopper spending at Asda grew by 6%, ahead of Total Grocery growth of 4.6%. Greater focus on competitive prices has helped Asda stage this resurgence.

Sainsbury’s share has continued to hold steady at 16.0% for the fifth consecutive period, up from the level of 15.8% for the same time in 2005, and reflecting an increase in turnover of 7%.

Meanwhile Tesco continues to grow ahead of the market at 9%, nudging its share of the Grocery sector up slightly to 31.5%.

Morrisons stabilisation is confirmed by another period with a share of 11.3%, a level which it has now held more or less steadily now for the last 12 months. Shopper spending was up by 3% compared to the same period in 2005.

Both Somerfield & Waitrose have continued to increase share. Somerfield attained a share of 4.2% with spending up 10%. Waitrose achieved the same level of growth to post a share of 3.8%.

Much of the major operators’ buoyancy was aided by the near-disappearance of Kwik Save subsequent to its disposal by previous owner Somerfield.