Market Buoyancy And Kwik Save Collapse Boost Retailer Growth

Contributed by TNS
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EDWARD GARNER, DIRECTOR OF RESEARCH, TNS WORLDPANEL, comments:

â€œThe latest TNS Worldpanel grocery market share figures published today, for the 12 weeks ending 13 August 2006, show a strong market growth of 6% against the same period a year ago â€“ a level not seen since August 2004.Â Coupled with the collapse of the Kwik Save fascia, which has dropped from 1.7% share a year ago to 0.2% now, this has enabled most of the major grocery retailers to show a positive trend.

In term of share gain, once again Tesco wins, with a share of 31.6%, up from 30.3% last year.Â However, in terms of growth, Waitrose and Aldi have topped the table with year-on-year growth of 12% and 16% respectively, helped by recent store acquisitions.Â

The battle for second place continues unabated.Â The Sainsbury recovery is now firmly established with growth of 8% (the best for several years) lifting the share from 15.7% to 16.0% in the last year.Â At the same time, Asda posts year-on-year growth of 6% - this is in line with the market which means the share is unchanged at 16.6%.Â This is an improvement on the share losses we saw at the start of the year.

The Kwik Save break-up has also benefited Somerfield with further fascia changes lifting their share to 4.4%, a level not seen since March 2000.â€•Â