# Press information

Peter Rogers / Rhianna Brien

Camargue

020 7636 7366

[progers@camarguepr.com](mailto:progers@camarguepr.com) / [rbrien@camarguepr.com](mailto:rbrien@camarguepr.com)



11 February 2014

**Strong performances from Sainsbury’s, Waitrose and the discounters**

*Despite overall grocery market growth slowing*

The latest grocery share figures from [Kantar Worldpanel](http://www.kantarworldpanel.com/en/), published today for the 12 weeks ending 2 February 2014, show increased market share for Sainsbury’s, Waitrose and the discounters despite the overall grocery market growing at its slowest rate since 2005.

[Fraser McKevitt](http://www.kantarworldpanel.com/en/About-us/People), retail analyst at Kantar Worldpanel, explains: “Grocery market growth slipped slightly to 2.4%, indicating that brighter economic prospects are yet to be seen in the nation’s shopping trolleys. The slowest industry growth since 2005 made it hard for many of the biggest retailers to increase sales. However, shoppers felt the benefit as grocery inflation fell to only 2.1%.”

Asda managed to grow, with sales up 0.5% compared with a year ago, but lost share after failing to match the 2.4% market growth. Tesco and Morrison also lost market share as a result of declining sales. As the UK’s biggest retailer, Tesco unsurprisingly reflected the slow overall market with sales down by 0.4% compared with the same period last year.

Fraser continues: “Mike Coupe, who will be taking over from Sainsbury’s current CEO Justin King in July, will be inheriting the retailer in good shape as it continues to be the fastest growing of the big four – an unbroken run that stretches back nearly two years according to our reporting. Year-on-year growth of 2.7% was enough to boost Sainsbury’s market share to 17.1% from 17.0% a year ago.

“Double digit growth helped Aldi and Lidl to gain market share, as shopper habits evolve from using the so called ‘discounters’ to pick up a few items in between shops to them being considered an acceptable place for the weekly shopping trip. Aldi and Lidl together now account for 7.3% of sales, up 1.3% percentage points from last year. Waitrose sales were up 5.6% compared with a year ago and this helped it to grow its share of the market to 4.9%.”

**An update on inflation**

Grocery inflation stands at 2.1%\* for the 12 week period ending 2 February 2014. This is at the lowest level since July 2010 and offers a small respite for hard-pressed household budgets.

\*This figure is based on over 75,000 identical products compared year-on-year in the proportions purchased by shoppers and therefore represents the most authoritative figure currently available. It is a ‘pure’ inflation measure in that shopping behaviour is held constant between the two comparison periods – shoppers are likely to achieve a lower personal inflation rate if they trade down or seek out more offers.



Follow us on Twitter at [**http://twitter.com/#!/KWP\_UK**](http://twitter.com/#!/KWP_UK) and join the debate #kwpmarketshare.

**Kantar Worldpanel supermarket share app**

Kantar Worldpanel’s supermarket share app has been relaunched. The app has been optimised for iPad, iPhone and Android and includes data and intelligence from Great Britain, Ireland, Spain and Portugal.  Download now on [iTunes](https://itunes.apple.com/gb/app/kantar-worldpanel/id586210979?mt=8) and [Google play](https://play.google.com/store/apps/details?id=com.kantar.worldpanel&feature=search_result#?t=W10).

**Notes to editors**

Please note that four week ending or six week ending retailer share data should not be used in media reporting. We would recommend that you use the 12 week ending data stated in this release, as it covers a longer time period which means it is a superior indicator of retailer performances and trends.

**For all publicly-quoted Worldpanel data, users of our research (including media) must ensure that data is sourced Kantar Worldpanel**.

These findings are based on Kantar Worldpanel data for the 12 weeks to 2 February 2014. Kantar Worldpanel monitors the household grocery purchasing habits of 30,000 demographically representative households in Great Britain. All data discussed in the above announcement is based on the value of items being bought by these consumers, Kantar will only support data that is published in the context we have presented it and our own interpretation of these findings. We cannot be held responsible for any other interpretation of these findings.

**For further information, please contact:**

Peter Rogers / Rhianna Brien   
Camargue   
+44 (0) 20 7636 7366   
[progers@camarguepr.com](mailto:progers@camarguepr.com) / [rbrien@camarguepr.com](mailto:rbrien@camarguepr.com)

**About Kantar Worldpanel**

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its **High Definition Inspiration™** approach combines market monitoring, advanced analytics and tailored market research solutions to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel’s expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations globally.

With over 60 years’ experience, a team of 3,000, and services covering more than 50 countries directly or through partners, Kantar Worldpanel delivers High Definition Inspiration™ in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

For further information, please visit us at <http://www.kantarworldpanel.co.uk>.

**About Kantar**

Kantar is one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group’s services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at [www.kantar.com](http://www.kantar.com)