# Press information

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**1 July 2014**

**Good news for household budgets as inflation falls to record low**

The latest grocery share figures from [Kantar Worldpanel](http://www.kantarworldpanel.co.uk/), published today for the 12 weeks ending 22 June 2014, show market growth bouncing back to 2.8% from last period’s historic low of 1.7%. Compared with our measure of inflation which stands at just 0.8%, this indicates real volume growth.\*

Fraser McKevitt, consumer insight consultant at Kantar Worldpanel, explains: “The low grocery price inflation this period will be welcome news for household budgets. The outlook is positive as we predict continuing sub 1% levels into the near future, providing some relief for cash-strapped consumers.

“Aldi and Lidl continue their stellar growth streaks, holding their all-time record shares reached last period of 4.7% and 3.6% respectively. Both retailers have recently announced impressive expansion plans. Aldi will aim to double its store numbers to 1,000 by 2021, while Lidl is seeking to boost its presence with an eventual total of 1,500 outlets.”

Looking outside of the big four, Waitrose and Farmfoods are both continuing to perform strongly with the latter growing ahead of the market at 23.3%. Iceland held its 2.0% market share in line with last year.

Fraser continues: “There are mixed fortunes for the big four with Tesco and Morrisons registering falls in both share and sales. By contrast, both Asda and Sainsbury’s have increased share, beating the market average with growth rates of 3.6% and 3.0% respectively.”

*\* Please note that the current period includes Easter 2014 whereas the comparative 2013 period does not.*

**An update on inflation**

Grocery inflation has shown its ninth successive fall and now stands at 0.8%\*\* for the 12 week period ending 22 June 2014. This is the lowest level in our dataset which began in October 2006 and reflects the impact of Aldi and Lidl and the market’s competitive response as well as deflation in some categories including vegetables and milk.

\*\*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 22 June 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.

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**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 3,500, and services covering 60 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 [www.kantarworldpanel.com](http://www.kantarworldpanel.com/).

**About Kantar**

Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group’s services are employed by over half of the Fortune Top 500 companies.

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