

# Press information

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**Grocery sales growing at their fastest rate for over a year**

*SuperValu attracting the most additional shoppers across Ireland*

The latest supermarket share figures from Kantar Worldpanel in Ireland, published today for the 12 weeks ending 22June, show that grocery sales grew by 2% this quarter – the fastest rate since March 2013 – and certainly in stark contrast to sales declines of 4.5% experienced just four years ago. This period’s sales growth comes amid falling inflation, down to 2.3% from 2.6% last period.

Mark Thomson, business unit director at Kantar Worldpanel, explains: “The fall in grocery inflation is providing welcome relief for households. Among the big grocers, SuperValu is the stand out performer, attracting 87,000 new shoppers this quarter – more than any other retailer over the latest period. Almost three quarters of Irish households shopped in SuperValu over the latest quarter.

“Aldi and Lidl continue to deliver outstanding growth, increasing sales by 19.5 and 12.4 percentage points, and market shares to 8.1% and 8.2% respectively. Meanwhile at the other end of the market, Tesco and Dunnes are both lagging, with their corresponding shares standing at 26.1% and 21.1%.”

Although Aldi and Lidl are continuing to benefit from increasing numbers of sales, both retailers are experiencing growth mainly as a result of their existing customers spending more. The average Aldi shopper in Ireland spent €161 over the latest period; up €15.60 compared with this time last year.

Mark continues: “Footfall is increasing for all the large retailers at a time when customers aren’t wedded to a particular grocer week by week. The opportunity for Tesco and Dunnes lies around encouraging shoppers to spend more per shopping trip, which is something that Aldi and Lidl are already doing successfully.”

**Ends**

**An update on inflation**

Grocery inflation stands at 2.3%\* for the 12 week period ending 22 June 2014, down slightly from 2.6% last period.

\*This figure is based on over 30,000 identical products compared year-on-year in the proportions purchased by Irish 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.

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**Notes to editors**

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

These findings are based on Kantar Worldpanel Ireland data for the 12 weeks to 22 June 2014. Kantar Worldpanel Ireland monitors the household grocery purchasing habits of 3,000 demographically representative households in the Republic of Ireland. 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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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.

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**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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