



## Press information

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### **FAMILIES FEEL THE HEAT AND MAKE FUTHER CUT BACKS ACROSS IRELAND**

*Aldi and Lidl's combined share expected to hit 15% by December*

The latest supermarket share figures from [Kantar Worldpanel](http://KantarWorldpanel.com) in Ireland, published today for the 12 weeks ending 7 July, show shoppers with children are coming under intense pressure with families spending less on their weekly shops and switching to value stores.

[Mark Thomson](#), director at Kantar Worldpanel, explains: "Although inflation is stabilising, price increases are nearly double the rate they were this time last year. Consumers are responding by cutting back with families spending, on average over this year, €67 less than they did in 2012. As a result, we have seen the overall market decline by 0.2%."

For the retailers, it is a testing period. Aldi, Lidl and SuperValu are the only retailers to increase market share, growing to 7.0%, 7.4% and 19.5% respectively.

Thomson continues: "The discounters continue to benefit from shoppers who are looking to actively manage their grocery spend. If this performance carries on for the rest of the year, Aldi and Lidl's combined share of the Irish market will hit 15% by December. The other retailers face a range of opportunities. Dunnes needs to concentrate on retaining its family customers, while Tesco and SuperValu must encourage existing family shoppers to spend more in store."

Tesco's share of 27.6% is in line with its 2011 performance, but a drop from the 28.8% recorded in 2012. Dunnes' share now stands at 21.5%, down from 22.2% last year and Superquinn has held share at 5.4%.

#### **An update on inflation**

Grocery inflation stands at 4.65%\* for the 12 week period ending 7 July 2013, down from the 4.82% seen 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.

For further information, please visit us at [www.kantarworldpanel.com](http://www.kantarworldpanel.com) and follow us on Twitter [http://twitter.com/#!/KWP\\_EIRE](http://twitter.com/#!/KWP_EIRE)

**KANTAR WORLD PANEL** MARKET SHARE - TOTAL GROCERY  
Includes expenditure across Food, Beverages, Alcohol, Household and Health & Beauty categories

Total Take Home Grocery - Ireland Consumer Spend			
	12 Weeks to 08 July 2012	12 Weeks to 07 July 2013	change**
	% *	% *	%
<b>Total Grocers</b>	<b>100.0%</b>	<b>100.0%</b>	<b>-0.2</b>
<b>Total Multiples</b>	<b>88.0%</b>	<b>88.4%</b>	<b>0.2</b>
Tesco	28.8%	27.6%	-4.4
Dunnes	22.2%	21.5%	-3.3
SuperValu	19.4%	19.5%	0.1
Superquinn	5.4%	5.4%	-0.8
<b>Total Discounters</b>	<b>12.2%</b>	<b>14.4%</b>	<b>18.1</b>
Aldi	5.5%	7.0%	27.3
Lidl	6.7%	7.4%	10.6
<b>Other Outlets***</b>	<b>12.0%</b>	<b>11.6%</b>	<b>-3.1</b>

\* = Percentage Share of Total Grocers

\*\*= Refers to sales growth or decline not change in market share

\*\*\*= Includes stores such as M&S, Boots, Spar, Centra, Greengrocers, Butchers and Cross Border shops

### Notes to editors

Kantar Worldpanel is updating its data period and four weekly release schedule across the UK and Ireland. The change will ensure that the entire Christmas period is covered in one report. In August, the supermarket share release dates will move by two weeks from 19 August to 02 September 2013. Please find a copy of our new schedule attached in the email and don't hesitate to contact us if you have any questions.

**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 7 July 2013. 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 is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider

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