

## News Release

# Shoppers expected to spend over £6.4bn at supermarkets in fortnight up to Christmas

*Retailers hoping Christmas will provide a big boost to end a very difficult year*

**London, 15 December 2015.** With consumers having delayed their main Christmas grocery shop, over £6.4 billion is expected to be spent at the UK's leading supermarkets in the two weeks to Christmas, according to global information and insights company Nielsen.

*"Shoppers will leave it late this year – 60%<sup>1</sup> are planning to do their main grocery shop in the week before Christmas,"* says Mike Watkins, Nielsen's UK head of retailer and business insight. *"This could provide a welcome boost for grocery retailers, particularly with an extra weekday of trading before Christmas compared to last year. However, it's the discounters which could make another leap in market share – a third of people<sup>1</sup> are expecting to do their main Christmas shop at Aldi or Lidl."*

During the four weeks ending 5 December 2015, sales value at the tills dropped **-1.0%**<sup>2</sup> versus the same period a year ago. With volumes declining **-0.8%**, it meant both metrics declined for the fourth time in the last five 4-week periods.

Watkins notes: *"It's been a very difficult year for the major supermarkets, driven by price deflation and compounded by having to respond to the discounters' lower prices – even promotional activity around Black Friday did nothing to boost food sales."*

### **Asda's struggles continue**

For the 10th consecutive twelve-week period, Asda had the largest drop (-4.3%) in year-on-year sales among the top 10 supermarkets.

Sainsbury's was the only top-four supermarket to see an increase (0.5%) in year-on-year sales.

Marks & Spencer (4.6%) experienced the largest growth in sales, aside from Aldi (24.4%) and Lidl (19.8%).

Table: **12-Weekly** % share of grocery market spend by retailer and value sales % change

	% share, 12 weeks to 5 December 2015	% share, 12 weeks to 6 December 2014	% sales change vs. same 12 weeks year ago
TESCO	27.1%	28.2%	-3.1%
SAINSBURY	16.0%	16.0%	0.5%
ASDA	15.4%	16.2%	-4.3%
MORRISONS	10.8%	11.1%	-2.1%
ALDI	6.8%	5.5%	24.4%
CO-OPERATIVE	5.4%	5.4%	0.7%
LIDL	4.5%	3.8%	19.8%
WAITROSE	4.3%	4.2%	2.2%
MARKS AND SPENCER	3.1%	3.0%	4.6%
ICELAND	2.1%	2.1%	-1.3%

The figures in the table are based on 12 weeks sales through to **5 December 2015** compared with the same 12 week period ending in 2014  
Source: Nielsen Total Till, Nielsen Homescan. Includes an annual universe update at October 2014.

*“The major supermarkets will have to raise their game in 2016 and be more creative when it comes to stemming the rise of the discounters who’ve become smarter and more aggressive in their marketing activity,” concludes Watkins. “A key tactic is to focus on why their shopping experience is superior, such as breadth of customer services and wider product ranges – as well as techniques such as cutting petrol prices, which encourages shoppers to visit larger supermarkets and out of town stores.”*

**- ENDS -**

#### Notes

All figures are from Nielsen Homescan Total Till unless otherwise stated

<sup>1</sup>Source: Nielsen Consumer Survey

<sup>2</sup>Source: Nielsen Scantrack Grocery Multiples

#### About Nielsen Homescan Total Till

The Nielsen continuous 14,500 GB household panel is geo-demographically balanced and designed to measure household purchasing through a wide range of channels. It includes all food and drink and non-food spend (e.g. household, personal care, clothing, electrical, cards and stationery, toys, music, general merchandise, etc.) It represents the total amount paid (after all coupons and vouchers), found on the till receipt.

#### About Nielsen Scantrack

The Nielsen scanning service that measures total store sales every week by SKU for 15,000 shops across all food and drink trade channels in GB. This uses the actual EPOS data from retailers, thus, Scantrack is the most robust and reliable measure of FMCG sales and is integrated with Homescan for the key indicators of retailer and category performance. The total market measured is £145bn per annum. ‘Grocery Multiples’ is a defined sub-set of the major supermarkets that also includes all food sales from Marks and Spencer (but excludes Aldi and Lidl). The Grocery Multiples account for over £121bn of all GB food, drink and supermarket general merchandise sales.

#### About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen’s Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an

S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com)

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