

KANTAR WORLD PANEL High definition inspiration



Austerity and the Retail Landscape
Edward Garner - Communications Director

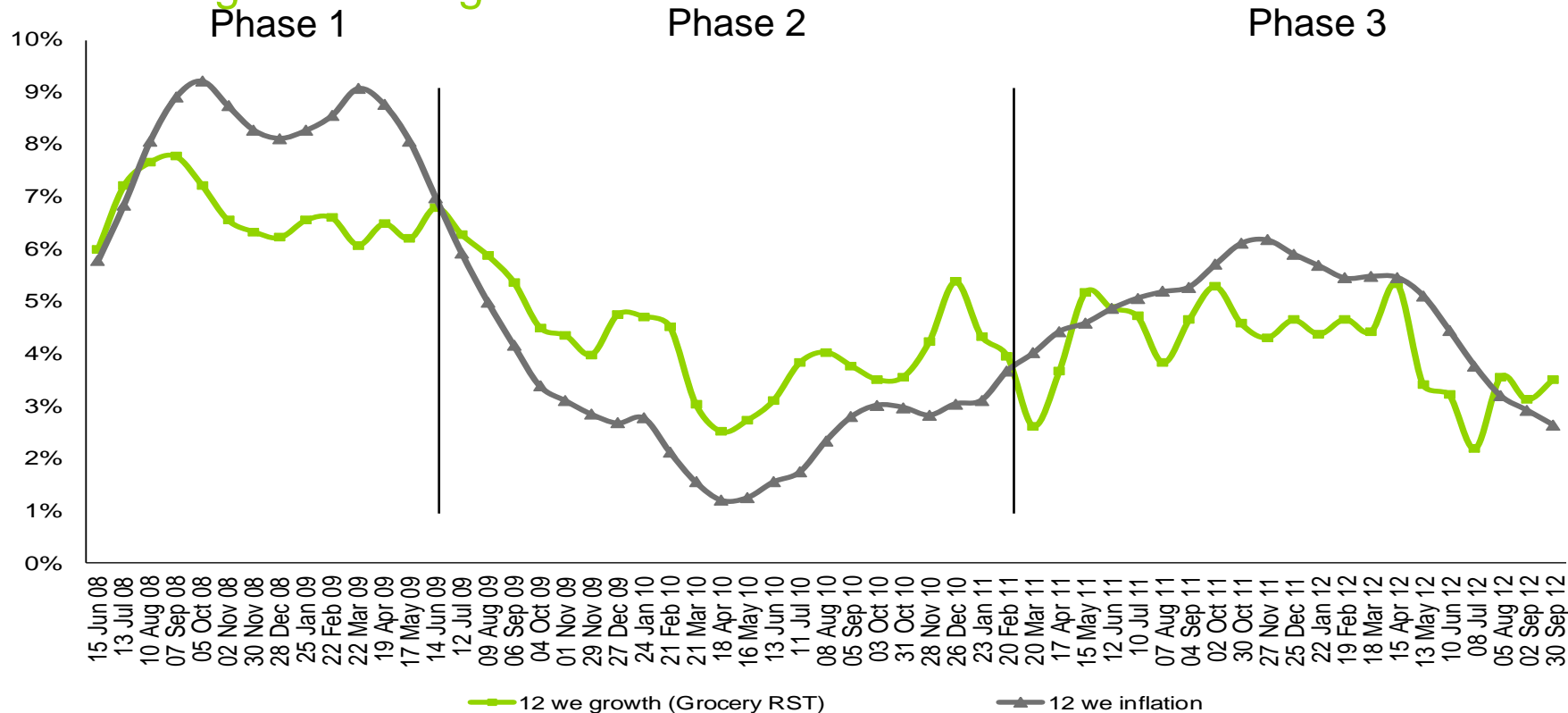
The Agenda

- > – Austerity
- Niches
- The Big 4
- Other Outlets
- Home Delivery
- Seeking Differentiation



Grocery Market Growth v. Inflation

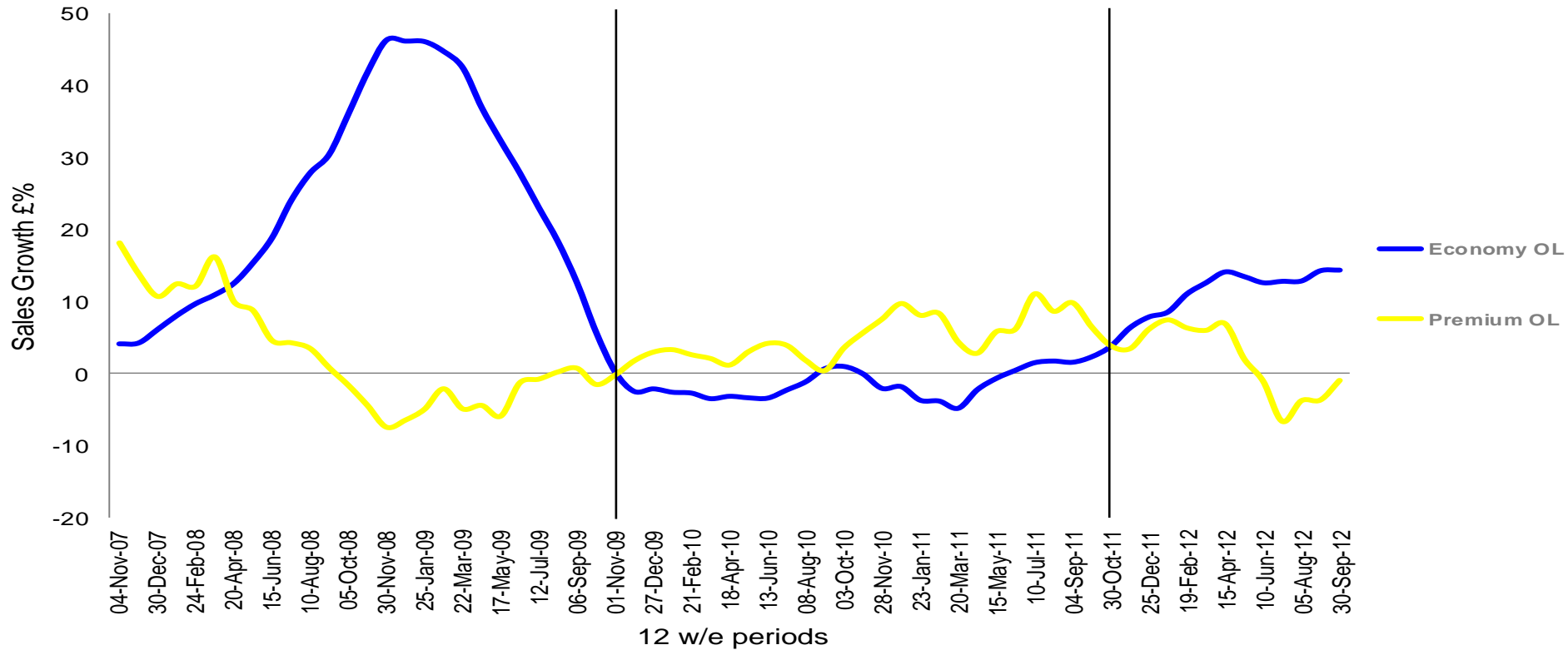
Now trailing inflation again

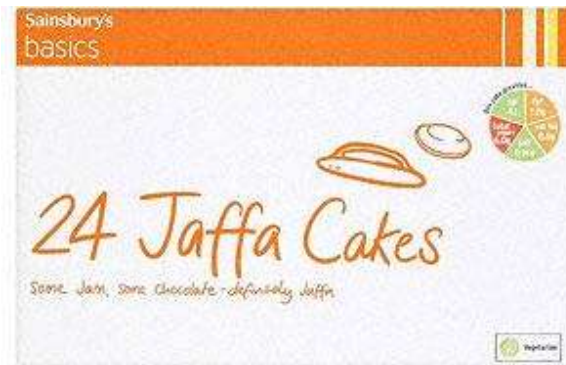
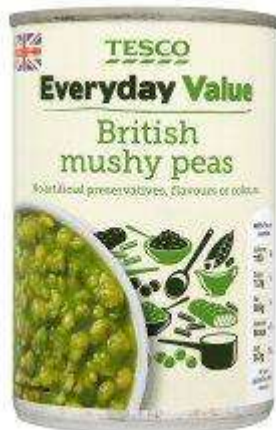


12 we growth (Grocery RST)

12 we inflation

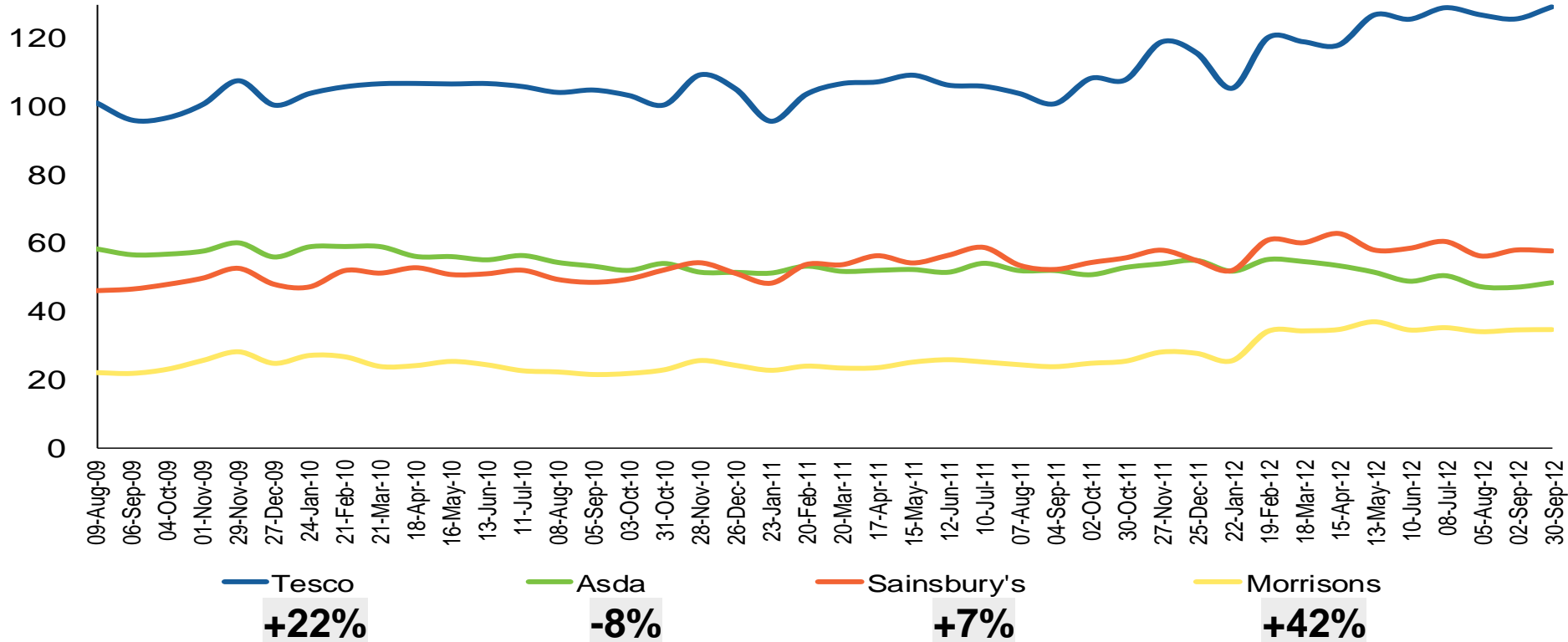
Total Grocers Year-on-Year £% Changes





Latest 12-wk % Change

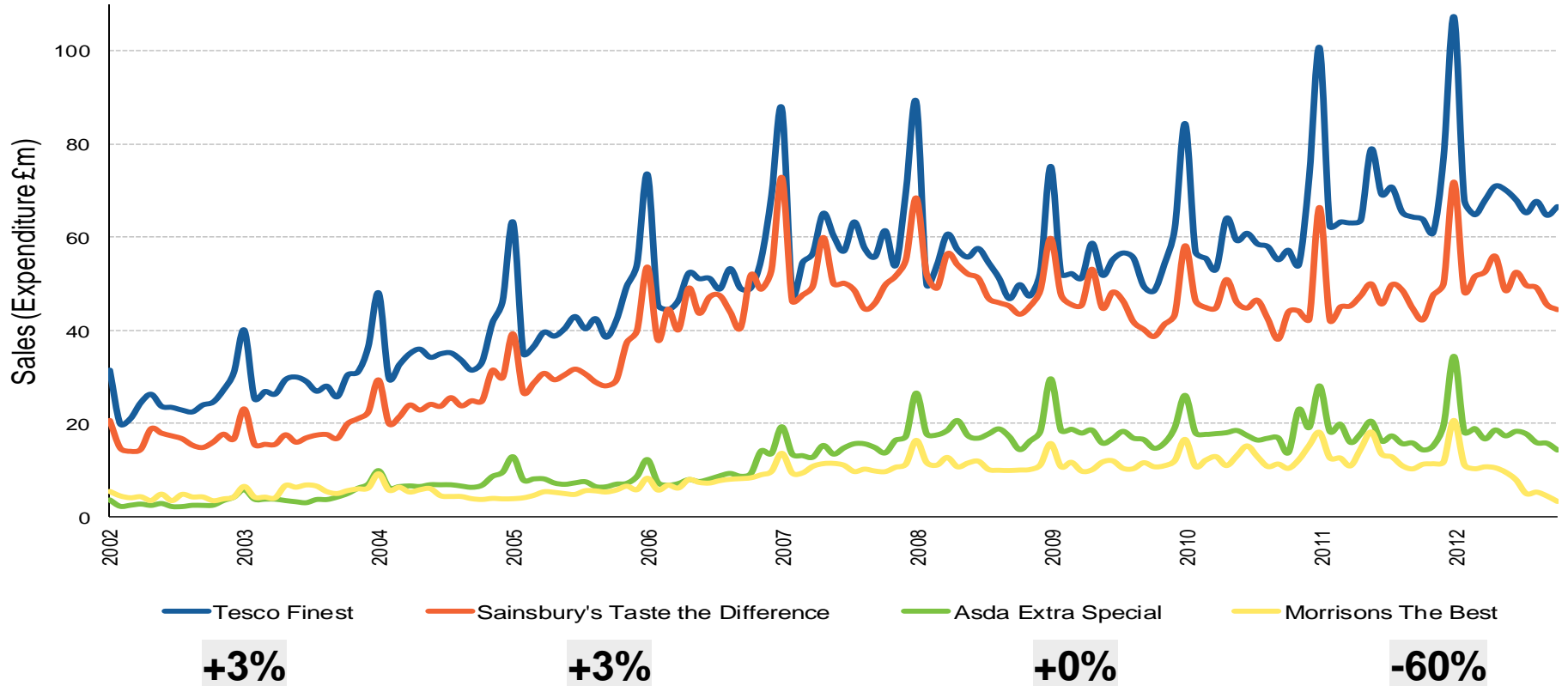
Total Grocery Budget Own Label Trends - 4-weekly £m





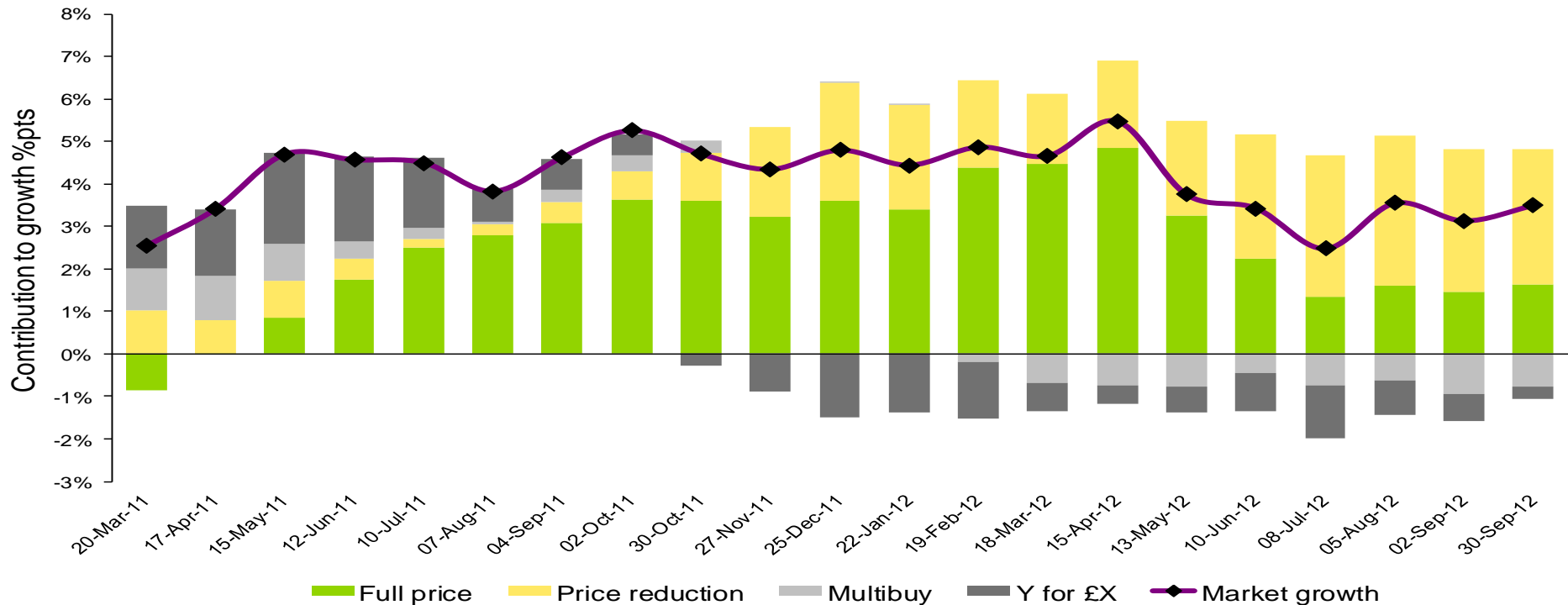
Premium Own-Label Sales Trends

Latest 12-wk % Change



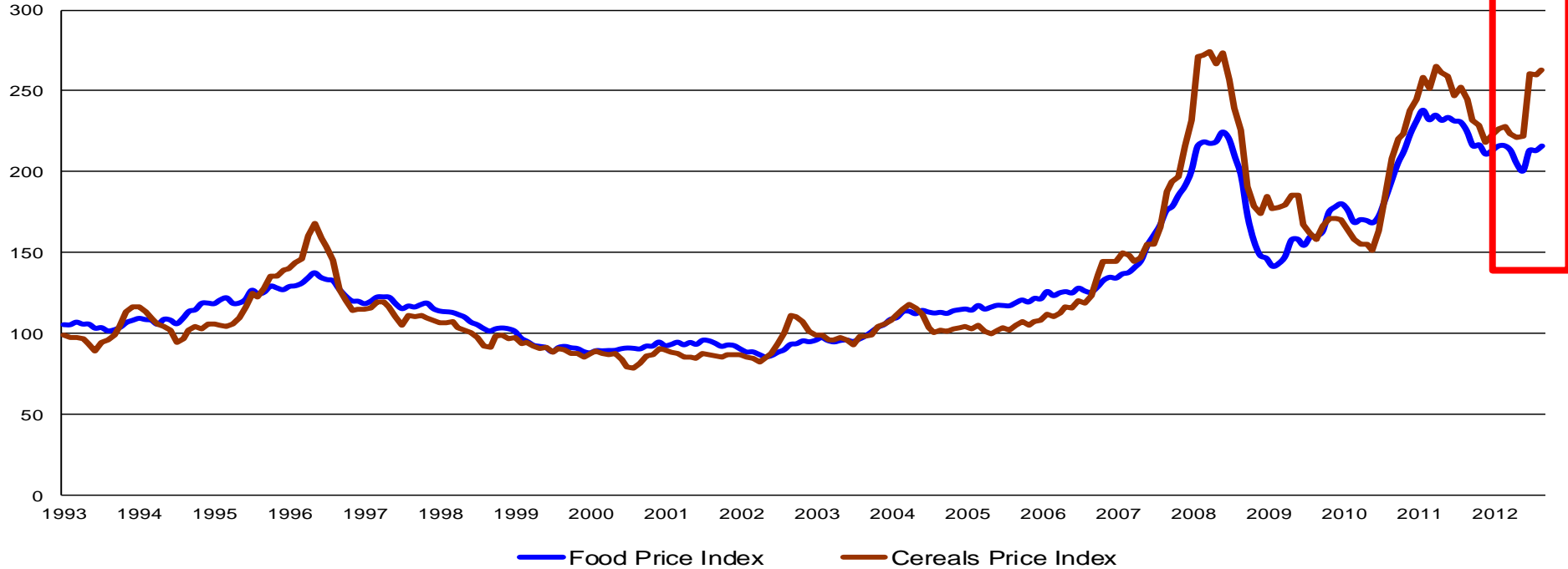
PROMOTIONAL MECHANICS CONTRIBUTION TO GROWTH

Market growth increasingly driven by price cuts



12w/e periods

Global Food Price Indices



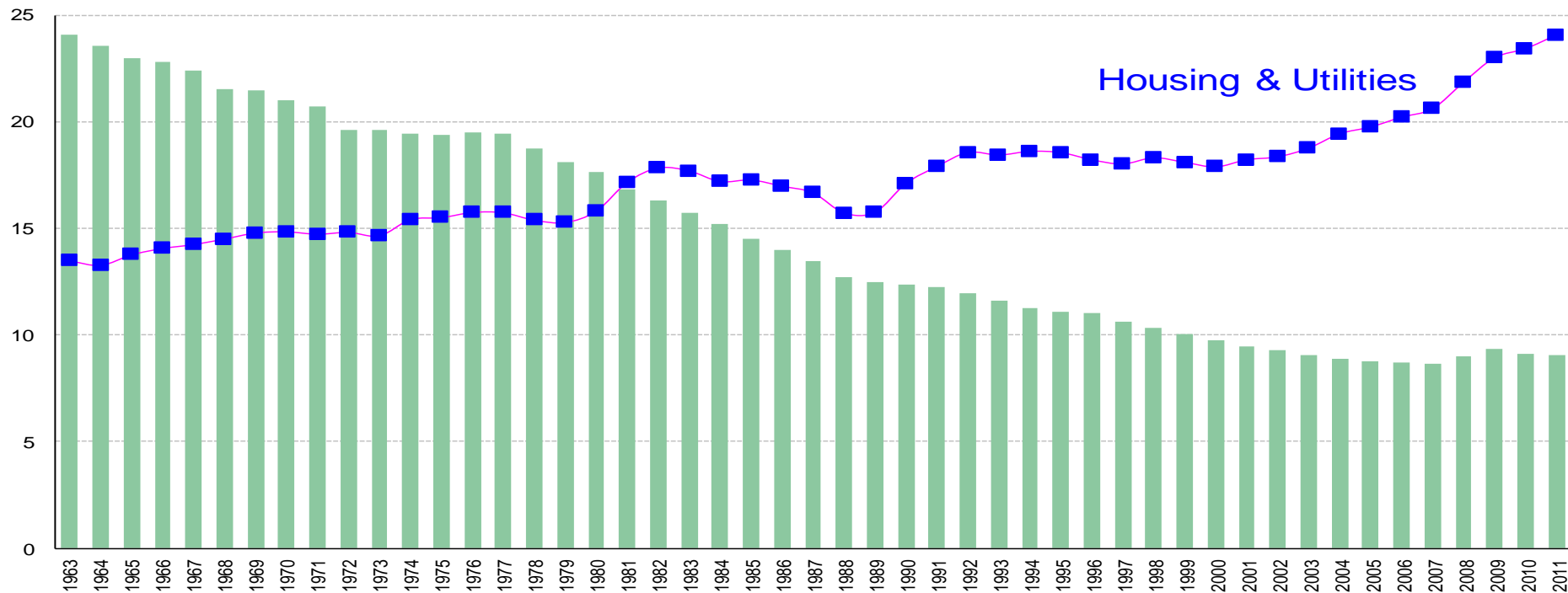
Food Price Index, UN FAO

Food and Drink as a Proportion of UK Household Expenditure %



Source: ONS Series ABQI / ABZV

Food and Drink as a Proportion of UK Household Expenditure %



Source: ONS Series ABQI / ABZV

The Agenda

– Austerity

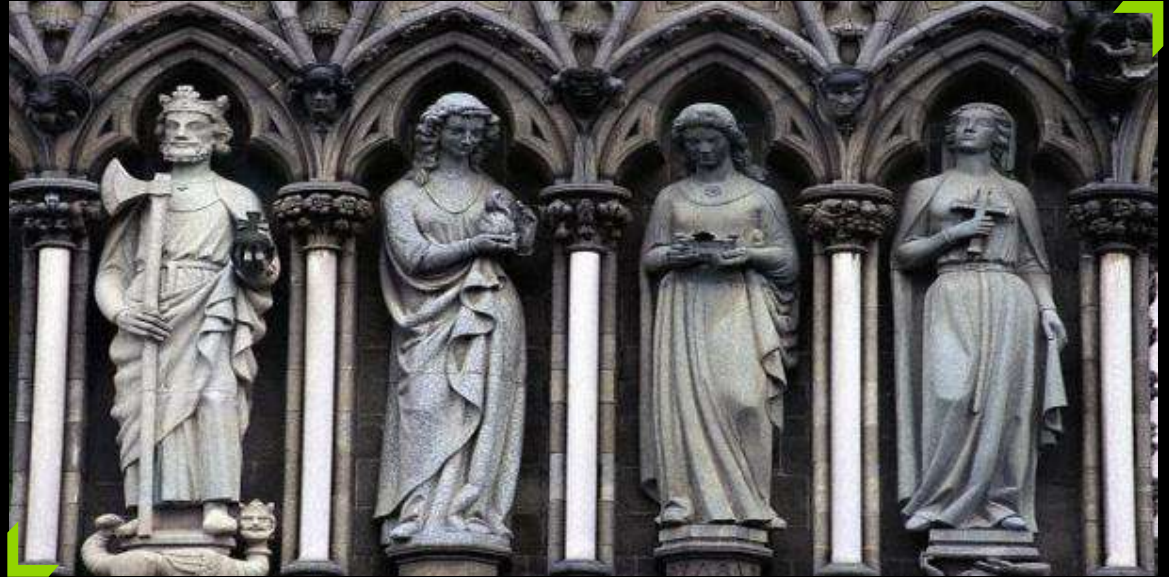
– Niches

– The Big 4

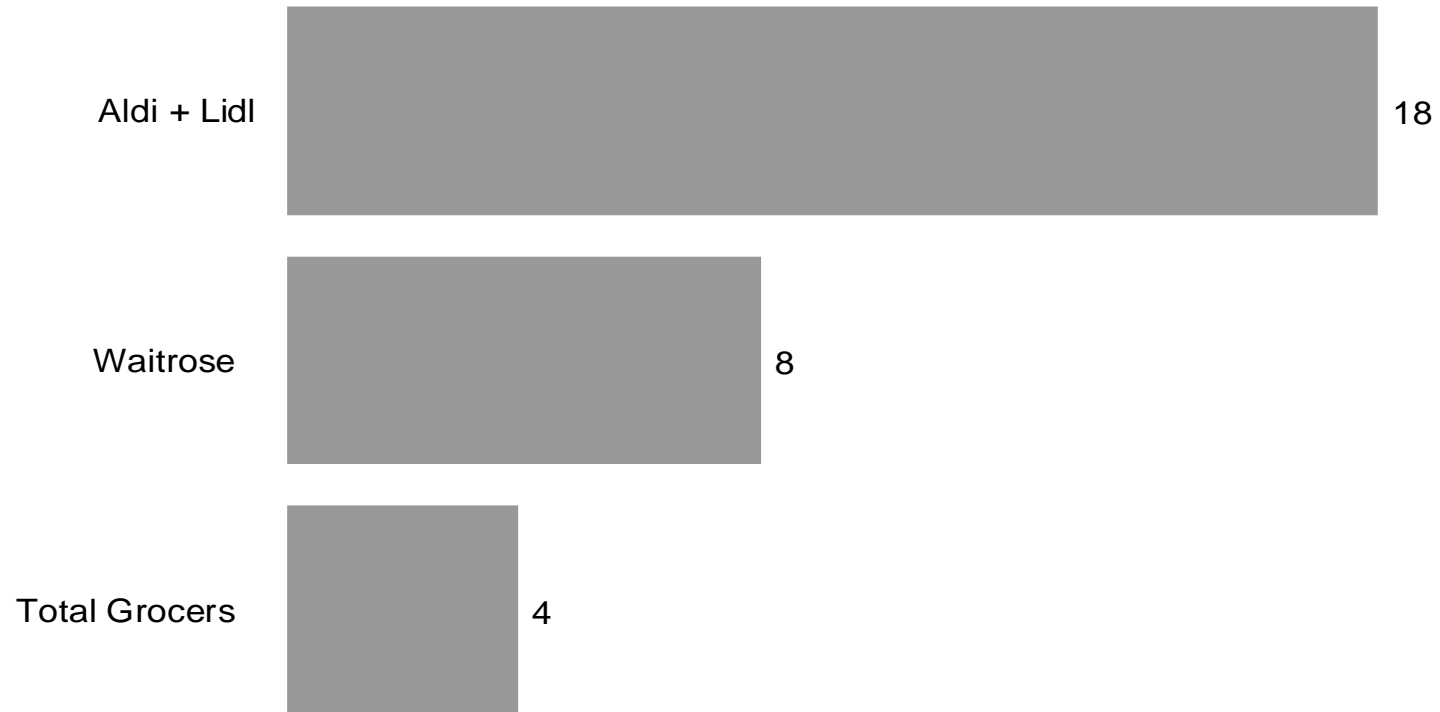
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– Home Delivery

– Seeking Differentiation

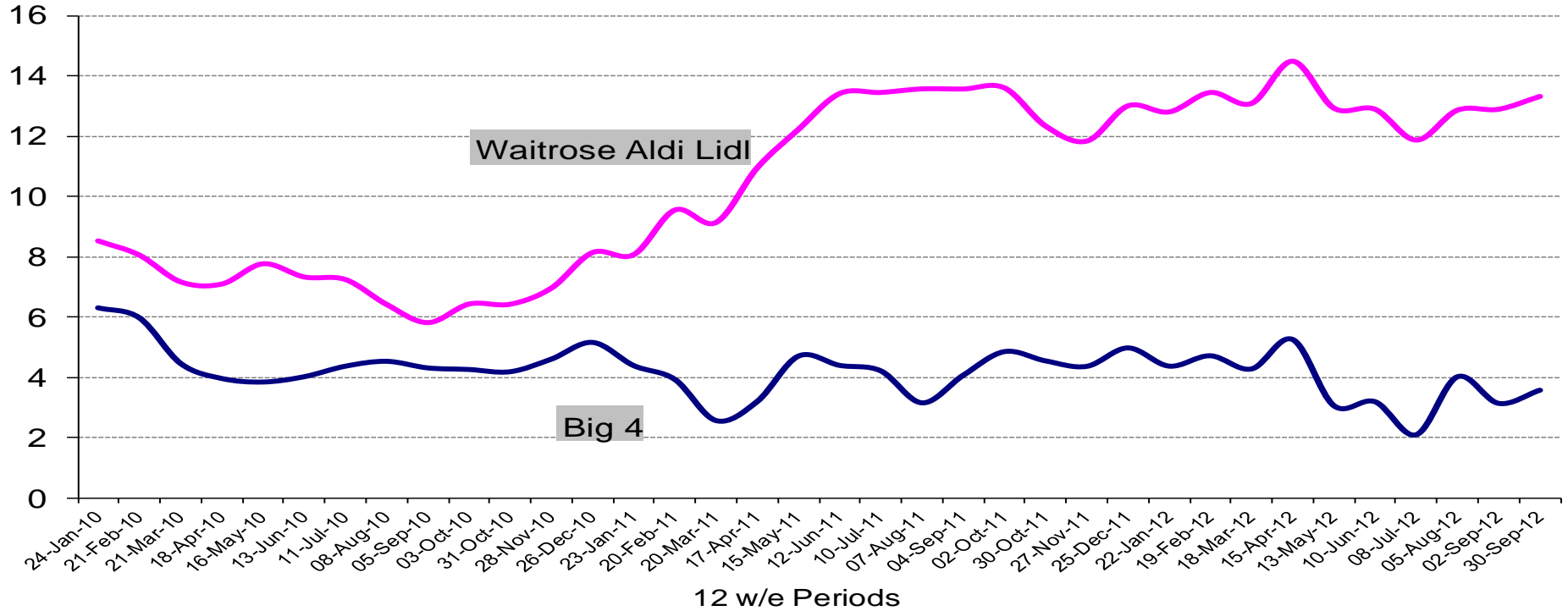


Annual Till Roll Totals Expenditure Trends



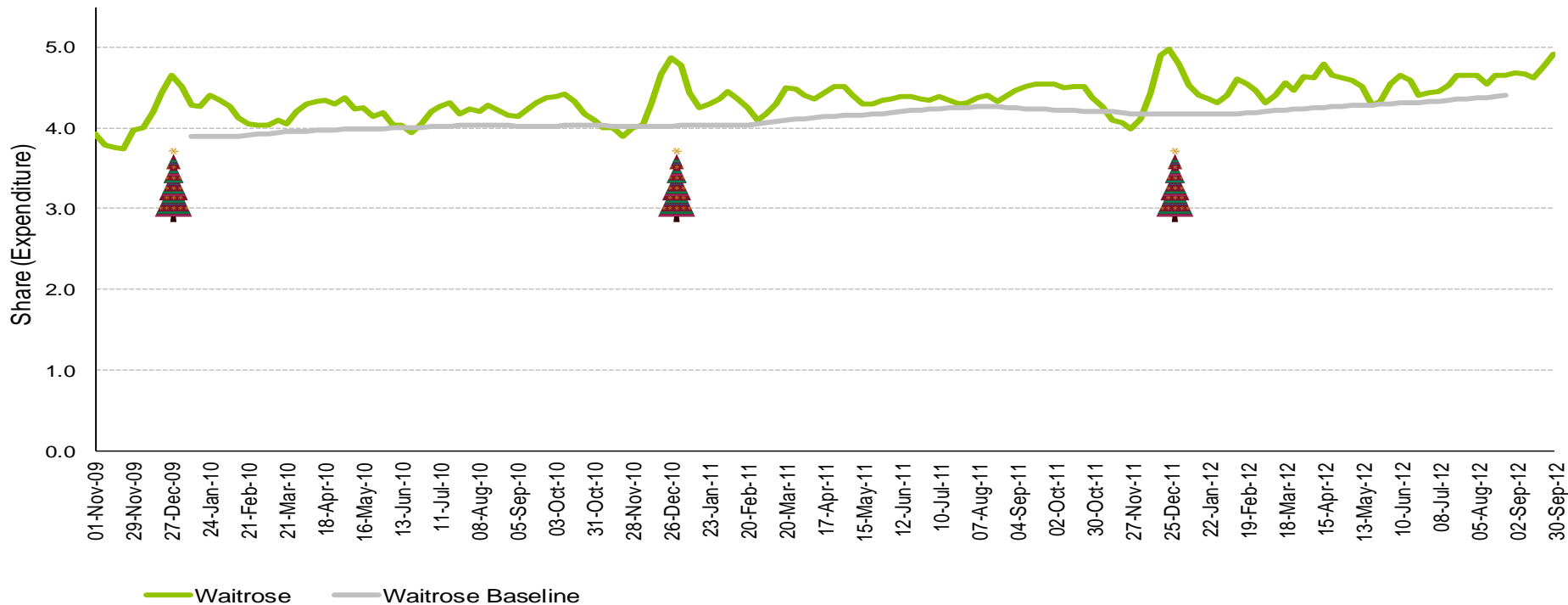
52 w/e Sep 30 2012 y/y % Change

Till Roll Annual Growth Rates



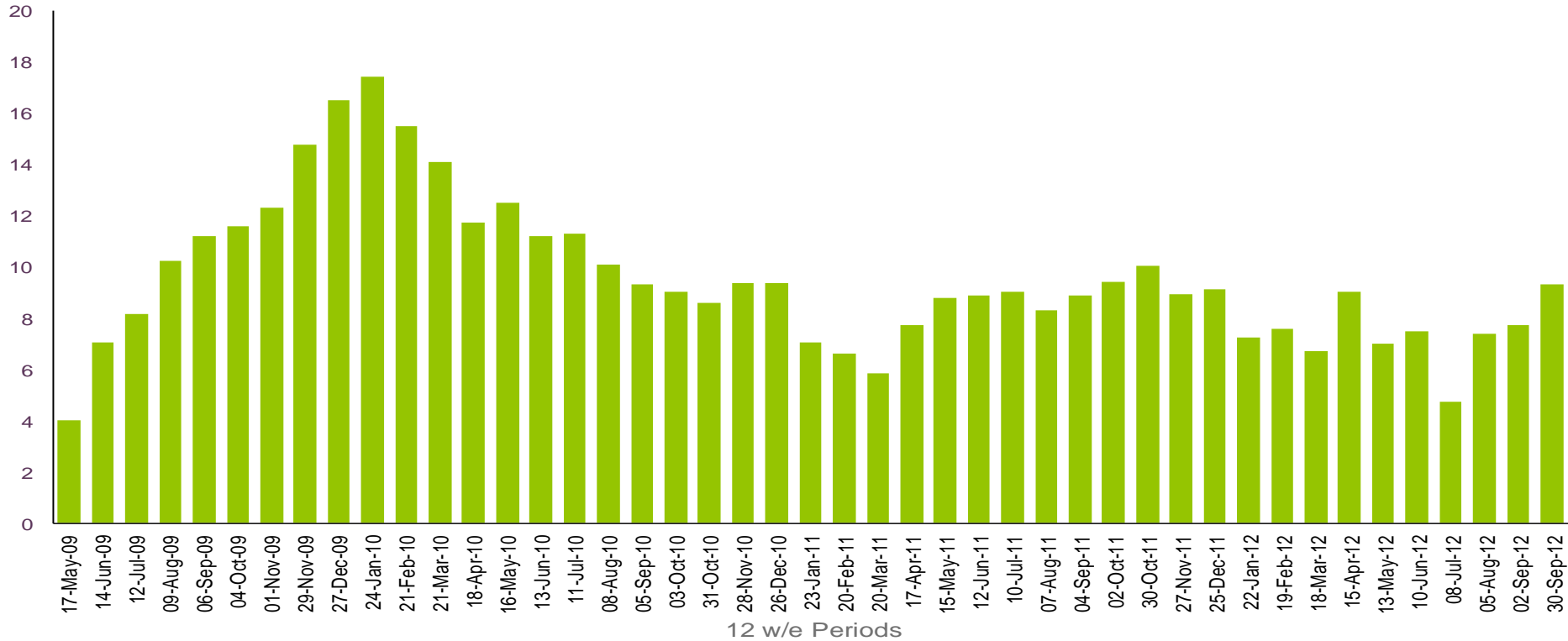
Waitrose Share of Till Roll Grocers

Waitrose



Weekly 3 Point Centred Moving Average

Waitrose Year-on-Year Trends - Till Roll £%

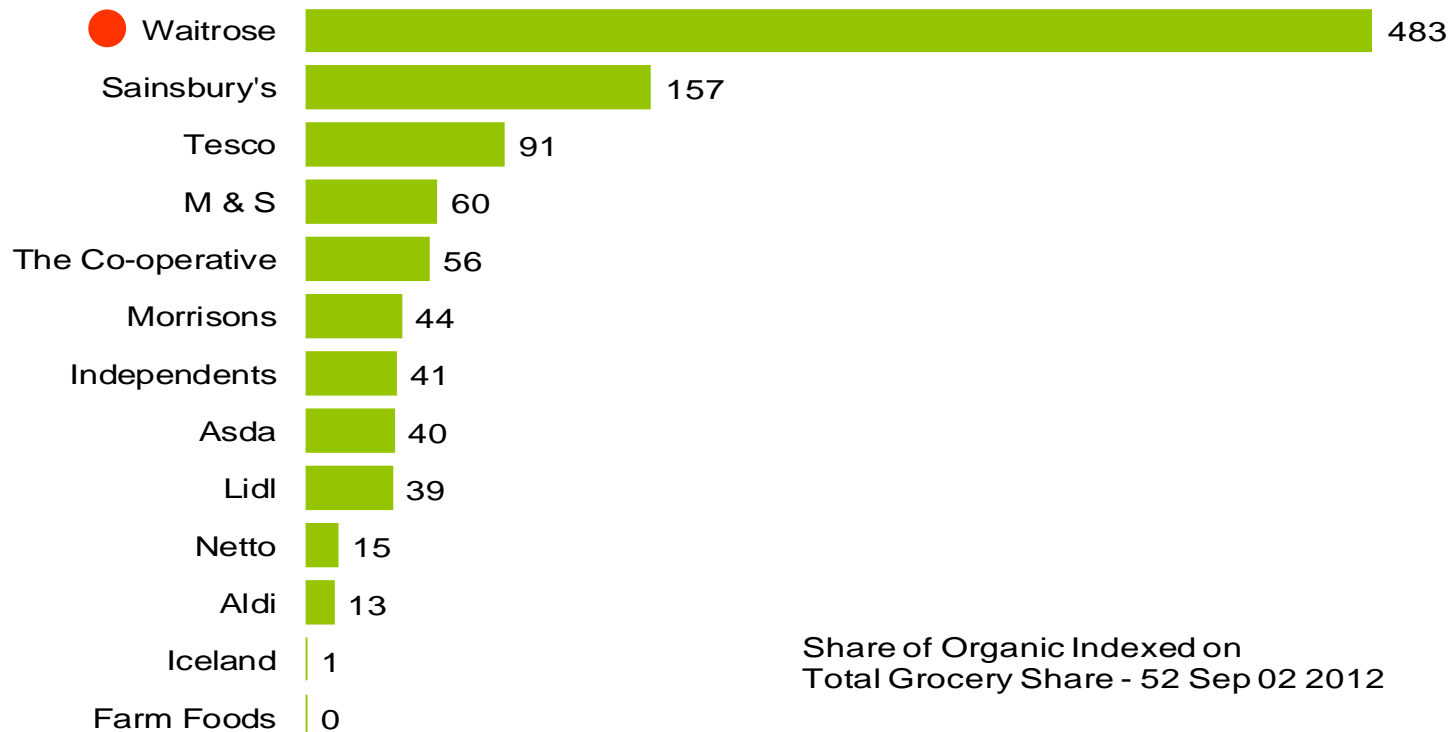


Waitrose Share Index

● I am prepared to pay more for organic food	217
I regard myself as a connoisseur of food and wine	196
● I actively seek out fair trade products	188
● I try to buy environmentally friendly products	144
I am more likely to buy a HBA product if it is made of more natural ingredients	136
It is important to me what brand I buy	134
● I try to buy local product whenever I can	133
I am willing to travel further to shop at the supermarket I prefer	130
The brand name of the clothes I wear is important to me	125
I have a pastime/hobby that is an important part of my life	123
If usual item is not available than I buy another size rather than change brands	123
I/my partner enjoy cooking to entertain friends and family	120
I restrict how much sugary food I eat	117
I regularly take active exercise	116
I try to lead a healthy lifestyle	110
I find the amount of recycling now too confusing	109
I stick with a brand I usually buy than try something I am not very sure of	109
I often treat myself/family to a meal out	108
My diet is very important to me	108
The nutritional labeling on food & drink products has an effect on what I buy	107

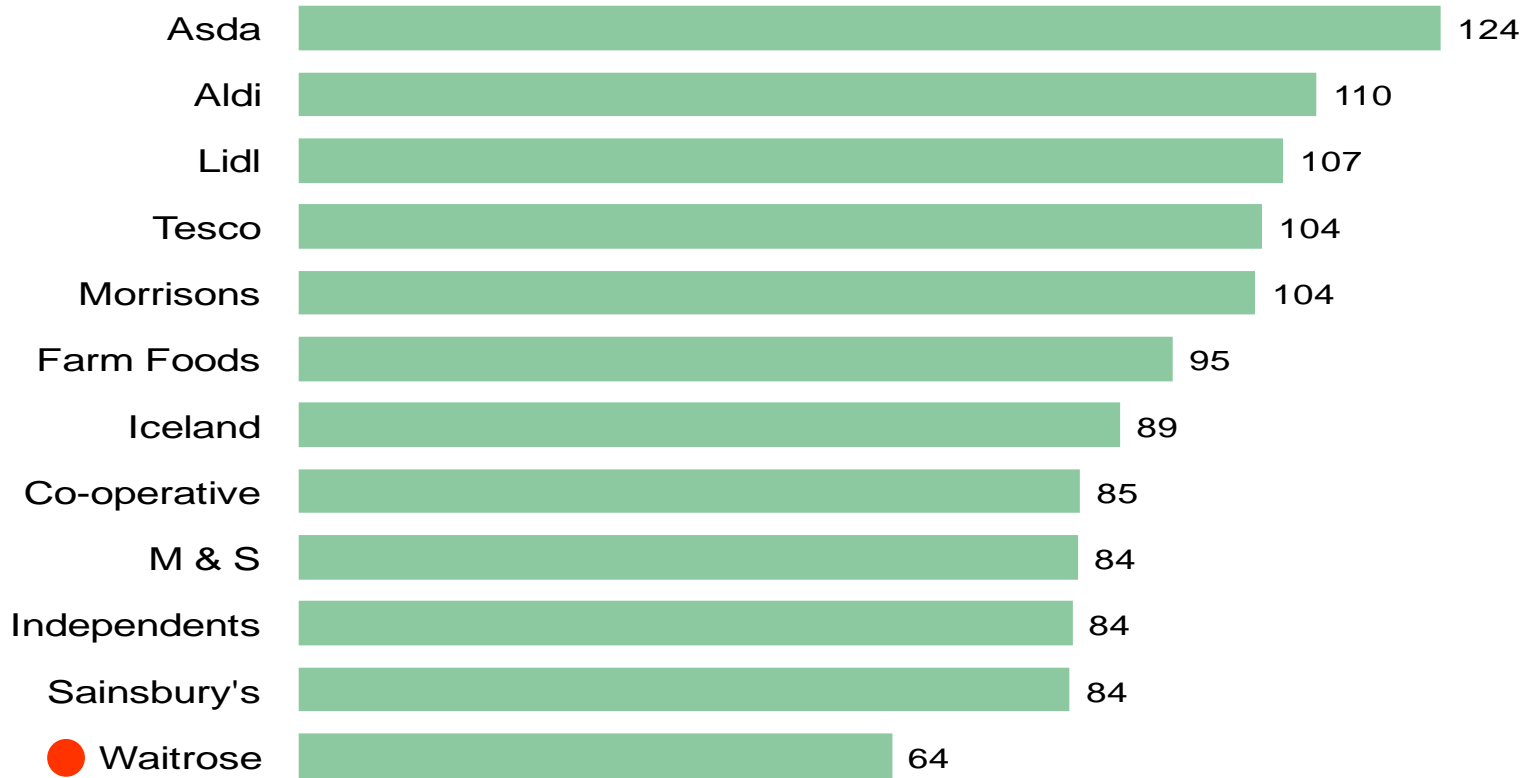
Till Roll Share indexed on All Shoppers – 52 w/e Jun 10 2012

Organic Trading Indices



Share of Organic Indexed on
Total Grocery Share - 52 Sep 02 2012

Reasons for Store Choice - Low Prices



On-line Questionnaire - Outlet Share Index 52 w/e Jun 10 2012

Food & drink

Waitrose Deliver

Waitrose Wine Direct

Cooking and recipes

Food

Shop online at Waitrose

Ask our Nutritionist

Celebrities and articles

Food issues and policies

Palm oil

HVOs

GM

Sustainable fishing

World without fish

LEAF

Food Waste

Waste and recycling

Save Our Bacon

Waitrose organic and agricultural policy

Responsible sourcing

Fair trade for British farmers

Podcasts

Save our bacon

Climate Change

Product ranges

Origin of our food

Health and nutrition

Food seasonality

[Home](#) > [Food & drink](#) > [Food](#) > [Food issues and policies](#)[Save article to scrapbook](#) [Print](#)

Food issues and policies

Naturally, customers want to know the food they are eating is safe and healthy. They want to know where it comes from, how it has been produced and what it contains. And so does Waitrose.

Waitrose recently came out top... sustainable fishing

Waitrose recently came out top in the latest Marine Conservation Society (MCS) League Table. The survey examines the main UK supermarkets' commitment to sourcing fish from responsibly managed fisheries.

[SUSTAINABLE FISHING](#)

Calculated against criteria which include the policies that inform supermarkets' buying decisions and the sustainability of fish sold, the MCS League Table placed Waitrose in joint first place with Marks & Spencer. As well as being awarded a distinction for its dedication, Waitrose was commended for not selling any fish from the MCS List of Fish to Avoid and sourcing the greatest number of fish from the MCS Fish to Eat List (26 species).

In 2006, Waitrose became the first UK supermarket to sell only line-caught fresh and smoked cod and haddock in place of trawled net fish. It was also the first retailer to announce its intention to remove beam trawled fish from its assortment. Read more about [our sustainable fishing policy](#) here.

[Listen to our sustainable fish podcast](#) and leave a comment in our forum.

Food & drink

Waitrose Deliver
 Waitrose Wine Direct
 Cooking and recipes

Food

Shop online at Waitrose
 Ask our Nutritionist
 Celebrities and articles
 Food issues and policies
 Product ranges

Origin of our food

Foundation
 Foundation Blog
 Fairtrade
 Sourcing British food
 Farming

Health and nutrition
 Food seasonality
 Organics

Drink

Home > Food & drink > Food > Origin of our food

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Origin of our food

In ensuring fresh, quality and safe products we put provenance, traceability and responsible sourcing first and foremost.



Traceability is key...

...which is why Waitrose knows every farm and farmer who supplies every pack of our British pork, bacon and sausages. We know the parentage and history of the Aberdeen Angus and Hereford animals supplying its beef, and we know the origin of every own-label free range egg and pint of milk – claims that few supermarkets can make.

[Read about Waitrose meat](#)



Committed to supplying food of the highest quality...

...we have owned our own farm for over 70 years – the 4,000-acre Leckford Estate supplies mushrooms, free range eggs, flour, honey, apples and Select Farm milk to Waitrose shops.

[Read about our Leckford farm](#)



Where possible Waitrose buys British...

...which is why our strawberries between June and September come from British fields and why 89% of eight food staples, which include beef, chicken, apples and potatoes, are sourced from Britain.

essential Waitrose®

Few things in life are more important than the food we buy.

Great quality is essential

[Start shopping ▶](#)



More than **1,500** great value products with Waitrose quality

Our prices on branded
grocery products are
now identical to Tesco's

**BRAND
PRICE
MATCH**

Excluding promotions



DUCHY ORIGINALS
ORGANIC



DUCHY
ORIGINALS
from Waitrose

A PARTNERSHIP PRESERVING OUR HERITAGE

Discounters

Threat...



...or not



Back in 2008.....

Discounters Boom In Inflation UK

f Share

0

tweet

Share

Comments

5:31pm UK, Tuesday August 19, 2008

Discount supermarkets are booming as Britons try to save money amid soaring energy, food and fuel costs, new figures show.



Here we go again?

This is MONEY.co.uk
FINANCIAL WEBSITE OF THE YEAR

Markets

Money Home | Markets | Saving & banking | Investing | Bills | Cars | Holidays | Cards & loans | Pensions | Mortgages & home | Experts | Forums | Login

Budget supermarkets Aldi and Lidl top of table as shoppers save money in recession

By HARRY GLASS


PUBLISHED: 08:45, 15 August 2012 | UPDATED: 08:45, 15 August 2012

Comments (22) | Share | Like | Tweet

Lidl and Aldi have led the grocery market recovery as the necessary belt-tightening going on in British households is having a knock-on effect as to where people do their shopping.

Aldi's till-take grew by a bumper 26 per cent in the last quarter as savvy shoppers flocked to its out-of-town warehouse sites to buy the best deals that they could.

Lidl followed closely in its rival's wake, chalking up a near 12 per cent spike in transactions in the last three months.



Food fight: Aldi's till-take grew a whopping 26 per cent

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DEALS AND OFFERS

- £12.50 share dealing**
Dividend reinvestment just 0.5%
- Buy discounted funds**
Check out our fund supermarket
- Free investment brochures**
Useful info by post or email
- Annuity rates**
Best buys and calculator

MONEY'S SIX OF THE BEST

- Give your grandchild a £1m fund 'with just £51,840'
- Interest-only 'could be next scandal' - bank chief
- 'My daughter's debt collector vanished - what now?'
- Savers 'face catastrophe' if rates are cut
- Do I need to tell HMRC about properties abroad?
- 'I lost £7.6k to fraudsters but NatWest won't help'

FTSE 100 | DOW | OIL | GOLD

5,719.0
-0.68%

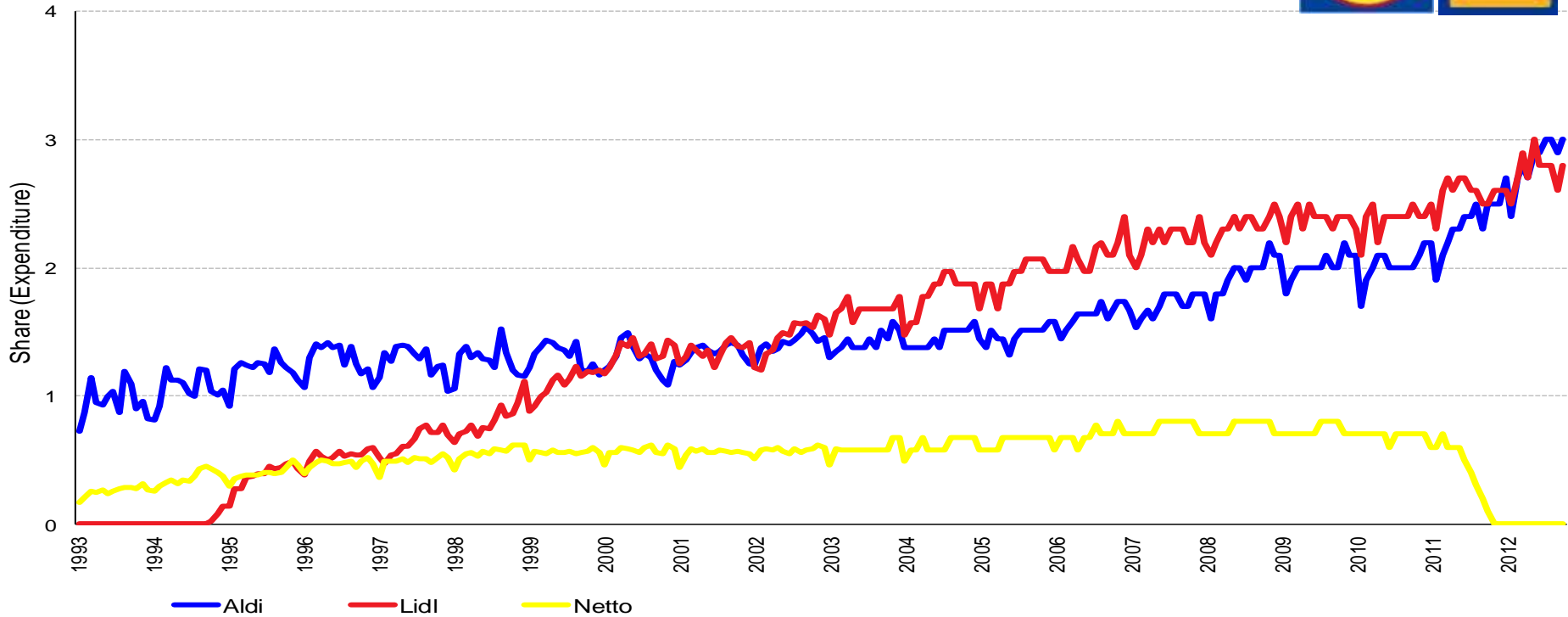
Pound today ▶

\$1.5878

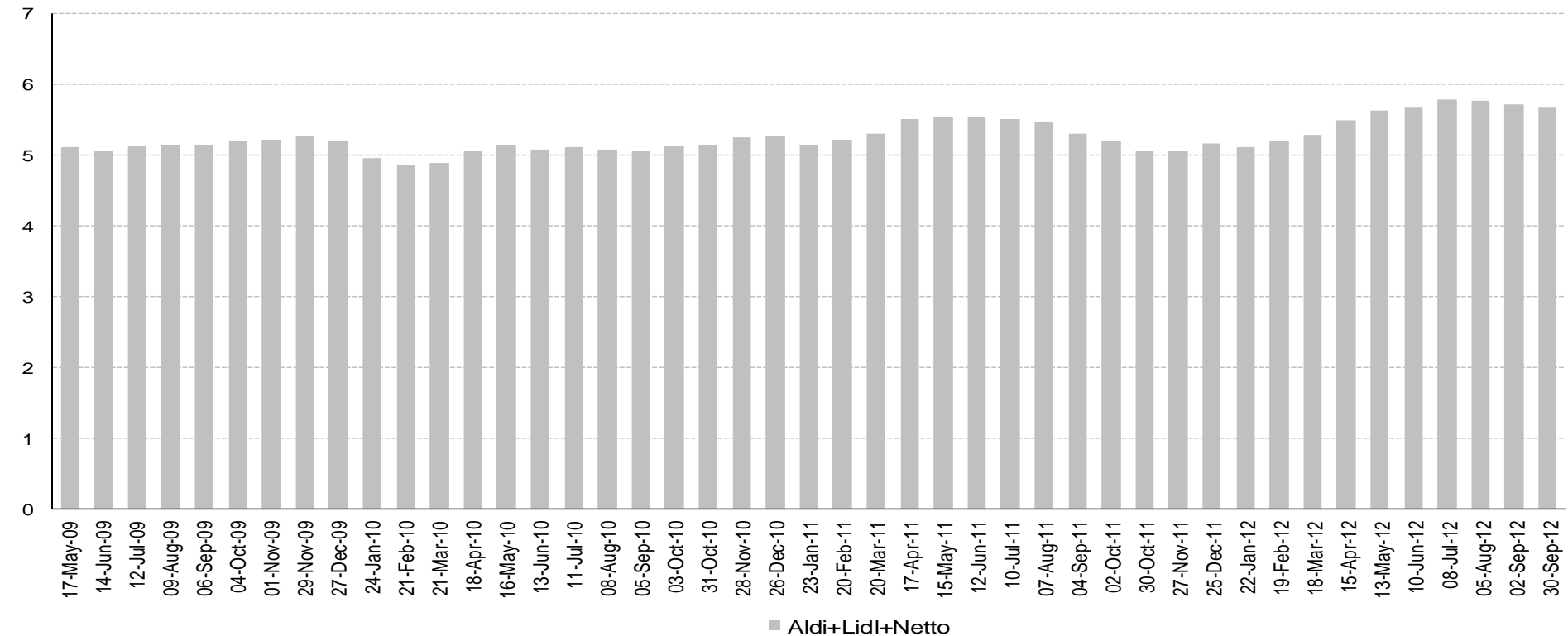
€1.2601

All market data

Long-Term Share of Till Roll Grocers



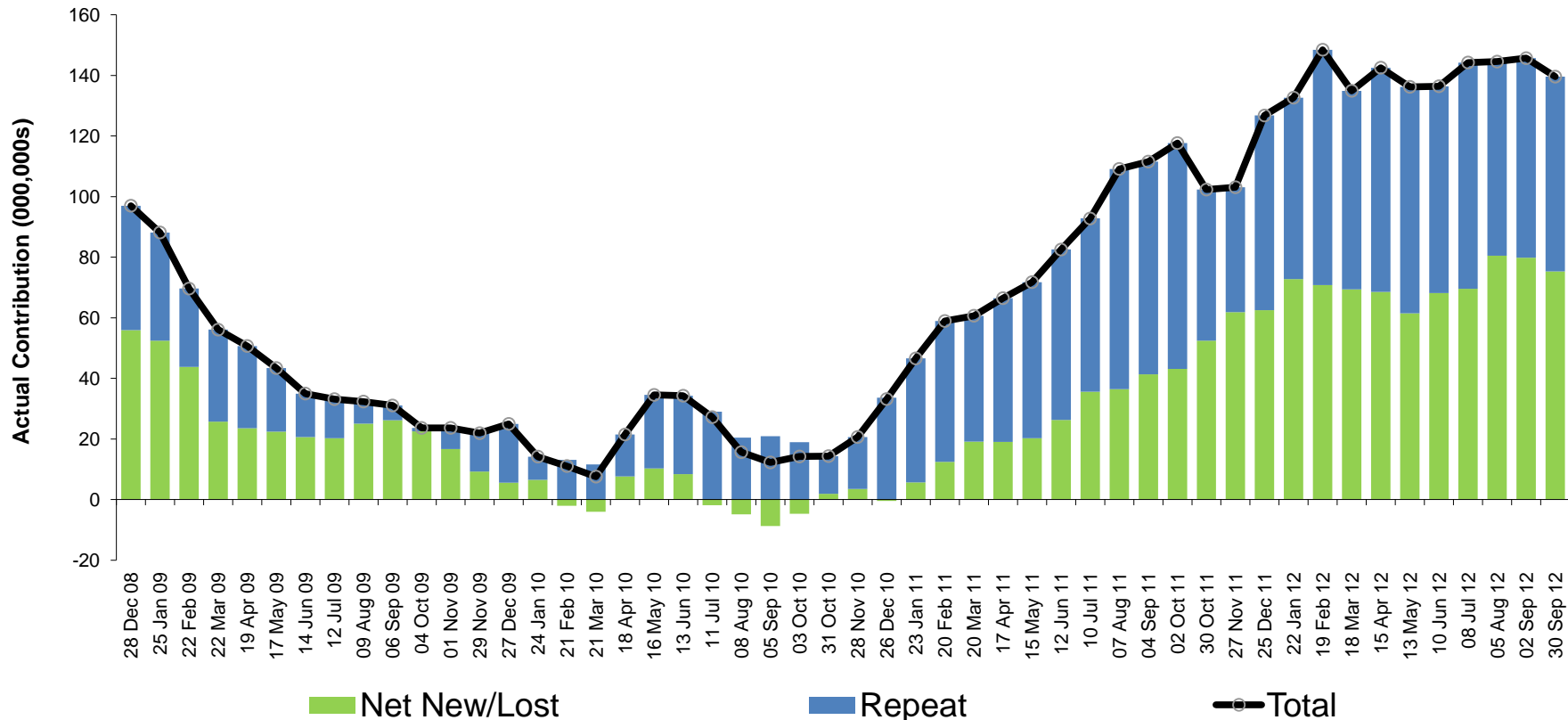
Discounters Combined Market Share £%



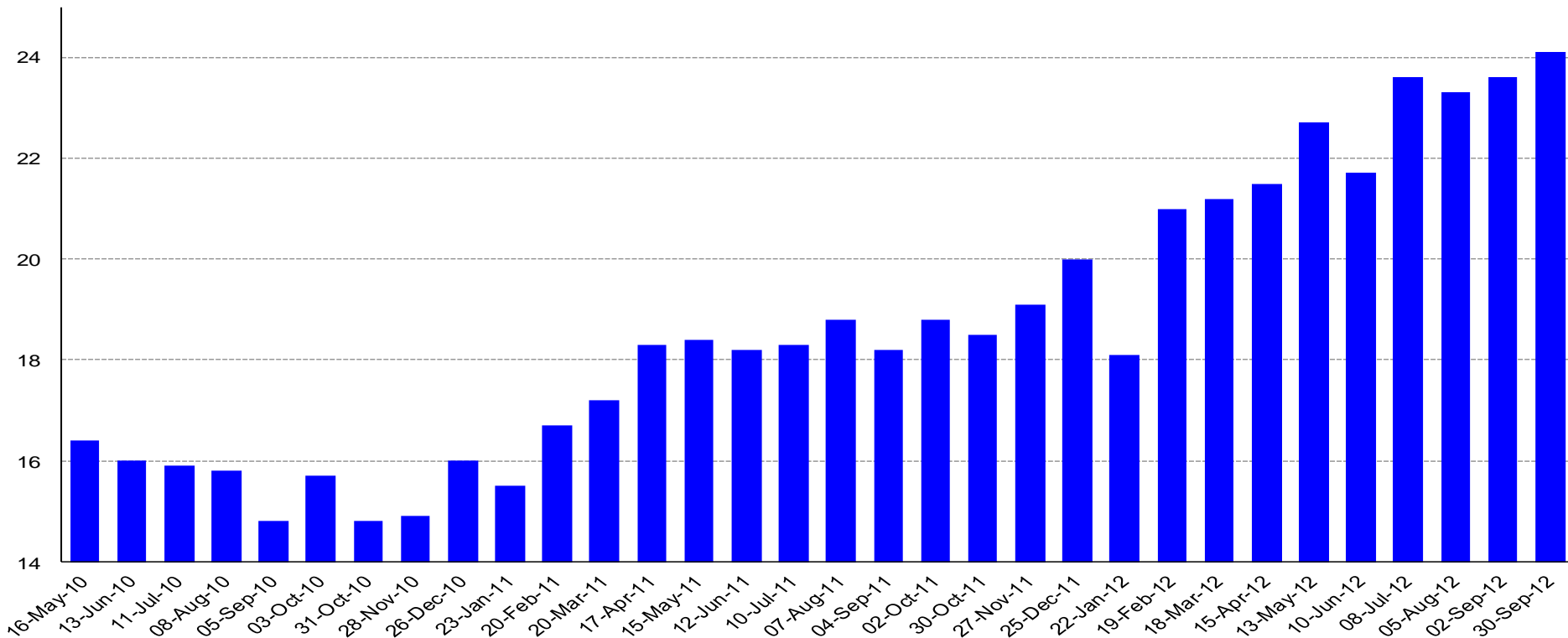
■ Aldi+Lidl+Netto

Aldi

Net New/Lost & Repeat Buyers - Contribution to Change



Aldi share amongst Asda/Aldi Shoppers - £%





Harvest Morn

Start your day right, for less

Special Buys

Shopping at Aldi

Info and Service

About Us

Store Locator

Careers

You are here: Home page

Door Handles

£7.99
per set

Sunday
22nd January



Sunday Specialbuys

Look out for our great value Specialbuys every Sunday

[More](#)

Special Buys

Sun 22nd & Thurs 26th Jan

Click here to view our latest in-store leaflet >



3 Section Domestic Loft Ladder

£44.99
each

Thursday
26th January



Thursday Specialbuys

Look out for our great value Specialbuys every Thursday

[More](#)

Where to find us



Postcode:

[search](#)

Like Aldi. Like the price.



69p
per pack

Super 6 Offers

With value like this, they are sure to be a popular choice.

[More](#)

60 Day Guarantee

Relax everything is covered. For more information click here >

Like it
or your
money back.

FRESH FRUIT & VEG

**Like Aldi.
Like the price.**

**Superb value
on fruit and veg**



Fresh savings on fresh food, don't miss out!

At Aldi, we always aim to offer the best quality products at the very best prices. That's why, wherever possible we source our fresh fruit & veg locally to ensure better value. Take a look at our super offers and more fantastic prices.

Watch out for more amazing offers at tasty low prices at your local Aldi store.

Offers available between 15th - 28th January 2012.



White Potatoes

2.5 kg **69p**



Fine Beans

200g **69p**



Large Vine Tomatoes

450g **69p**

SUN 22nd & THURS 26th Jan

[Click here to view our latest in-store leaflet >](#)



Where to find us



Postcode:

[search](#)

60 Day Guarantee

Relax everything is covered. For more information click here >

**Like it
or your
money back.**

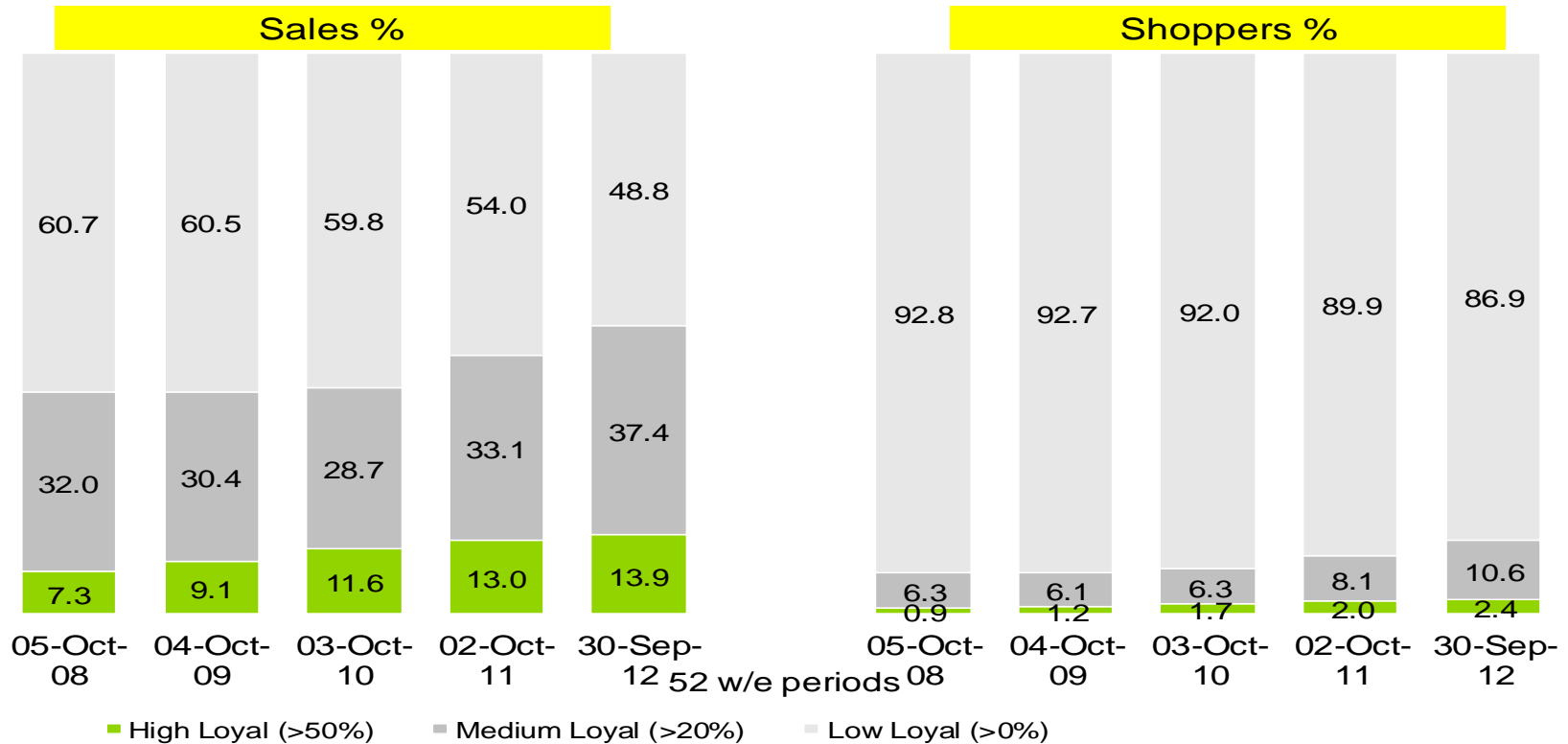
Aldi News

2nd place for Aldi in the Which? supermarket survey



Aldi now on

Trended Aldi Loyalty Breakdown



The Agenda

– Austerity

– Niches

∨ – The Big 4

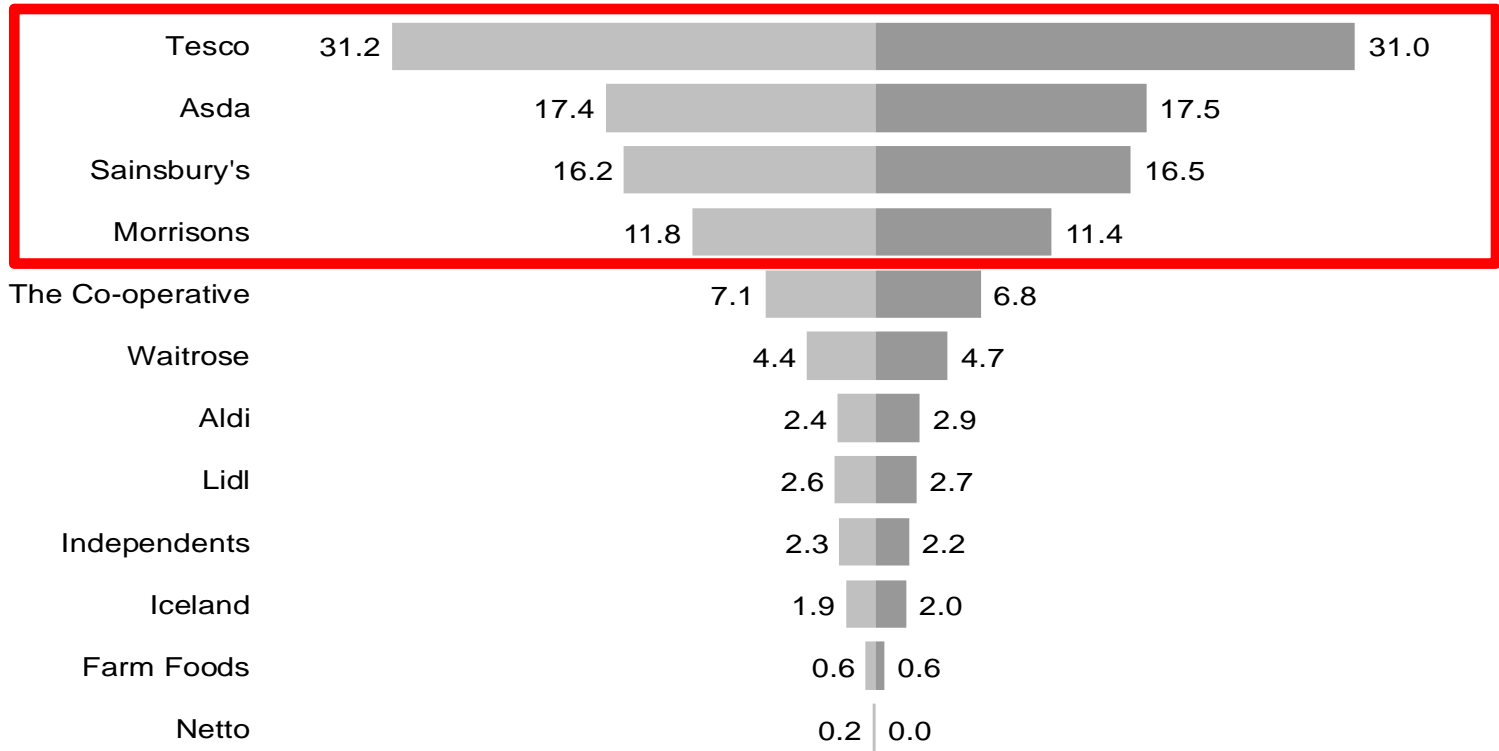
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Latest Period Till Roll Totals - Share of Total Grocers



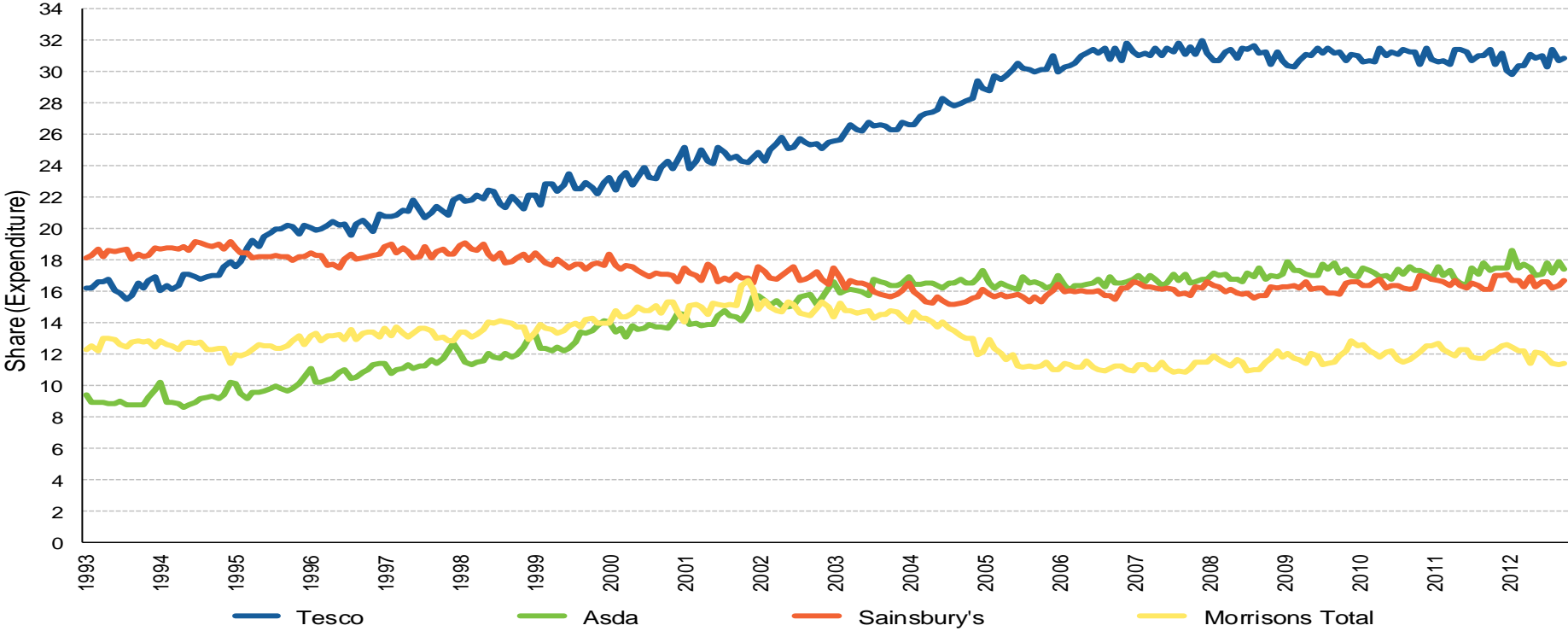
12 w/e 02 Oct 11

12 w/e 30 Sep 12

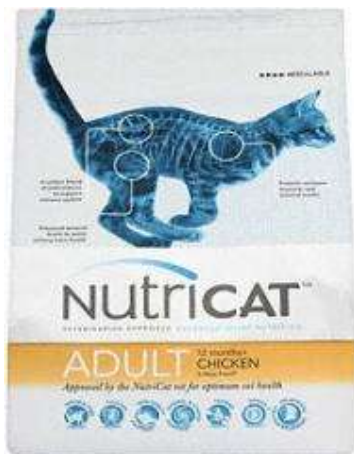
TESCO



Long-Term Share of Till Roll Grocers









Groceries

Pick a website and search

Search

Tescodirect >



Fresh food & groceries >



Clubcard >



Tesco Bank >



Fresh food & groceries

Let us do the hard work for you. Save time and money when you shop online.

Start shopping >

My account >

Book a delivery slot >

Favourites >

Every little helps >



Prices are dropping on your weekly shopping

Shop now



Clothing >



Wine by the case >



Music, films & games >



Phone Shop >



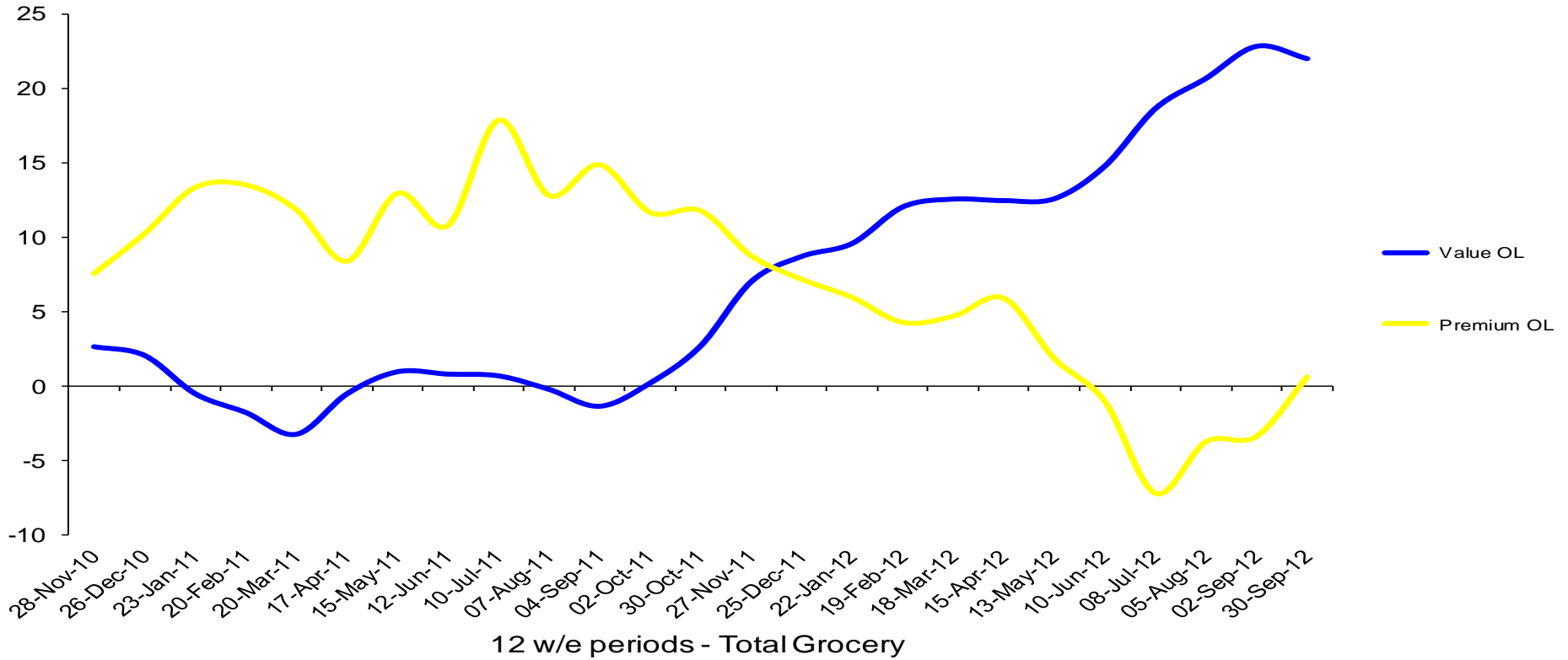
Together For Trees >



Facebook & Twitter >



Tesco Year-on-Year £% Changes



ASDA



10% cheaper

or we'll give you the difference. Guaranteed

On your comparable grocery shop versus Morrisons (in-store, excluding Northern Ireland) and Waitrose.com (excludes Northern Ireland), Tesco.com and Sainsburys.co.uk only.

[View Terms & Conditions](#)



If we're not 10% cheaper on your comparable grocery shopping we'll give you the difference. Guaranteed.

[Terms & Conditions](#)

WHERE DID YOU LAST SHOP?

INSTORE

[ENTER RECEIPT DETAILS](#)

Please ensure that you have waited until 6am the day after your shop to compare your receipt

ONLINE

[LOG INTO ACCOUNT](#)

Please ensure that you have waited 48hrs after your shopping was delivered to compare prices

Have you tried Asda Groceries online?



Picked, packed and delivered to your door

[Sign in / Register](#)

[Find out more](#)

Asda Price Guarantee



"I'm a single mum, the more I save, the more I can spend on my boy."

Emma Green & Lewis.



"It's a lot easier than I thought!"

Rosemary Jameson.

Testimonials



"Throw away your receipts and you could be throwing away money."

Keith Hucksfield.



"I've never tried it before and was shocked at what I saved."

Rebecca Holgate.

What is the ASDA Price Guarantee?

The ASDA Price Guarantee gives you the opportunity to check the cost of your comparable grocery shopping at ASDA and our main competitors.

If we're not 10% cheaper than Tesco, Sainsbury's, Morrisons and Waitrose on your comparable grocery shopping we'll give you the difference. Guaranteed!

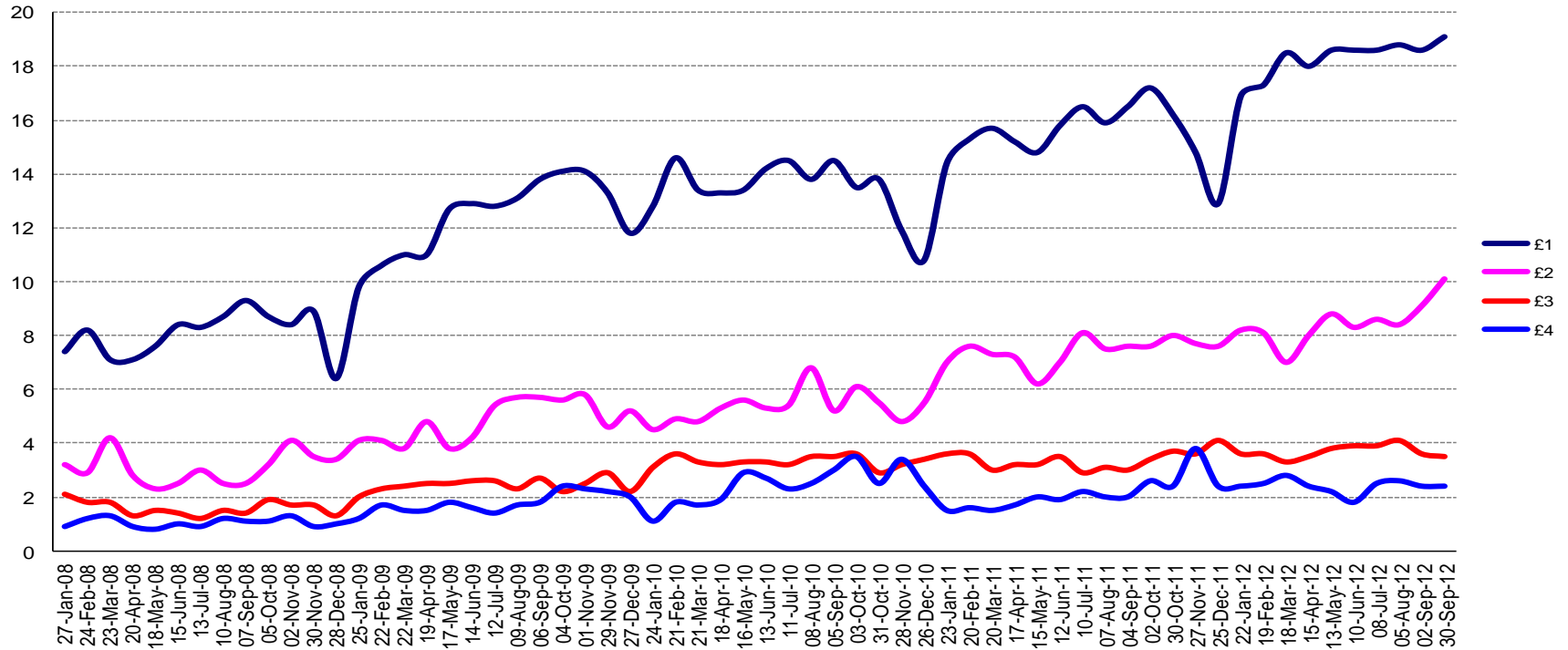
Check the



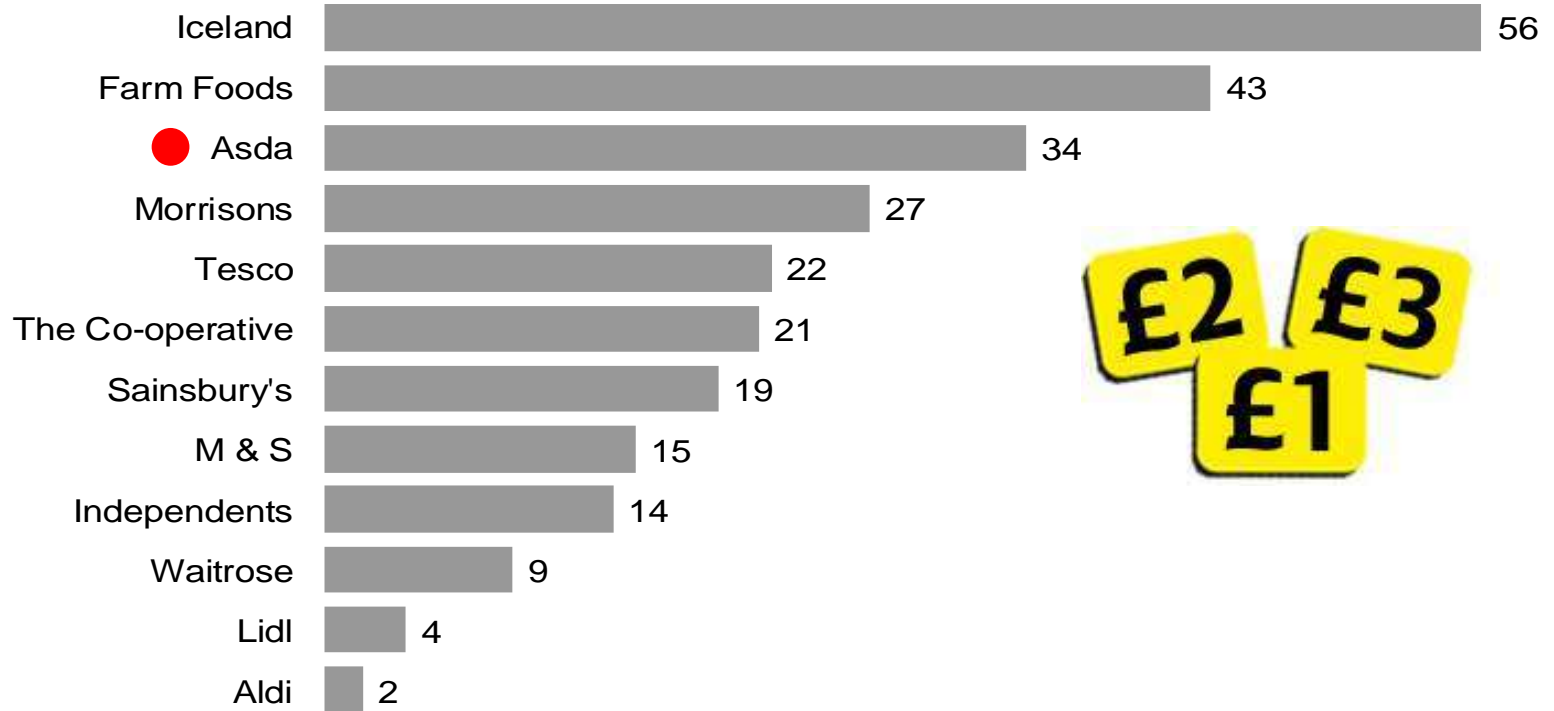
LET'S
Celebrate
MORE £1
PRODUCTS
than any other big supermarket*

[Shop Now](#)

Grocery Share at Round Pound Prices - £% - Asda

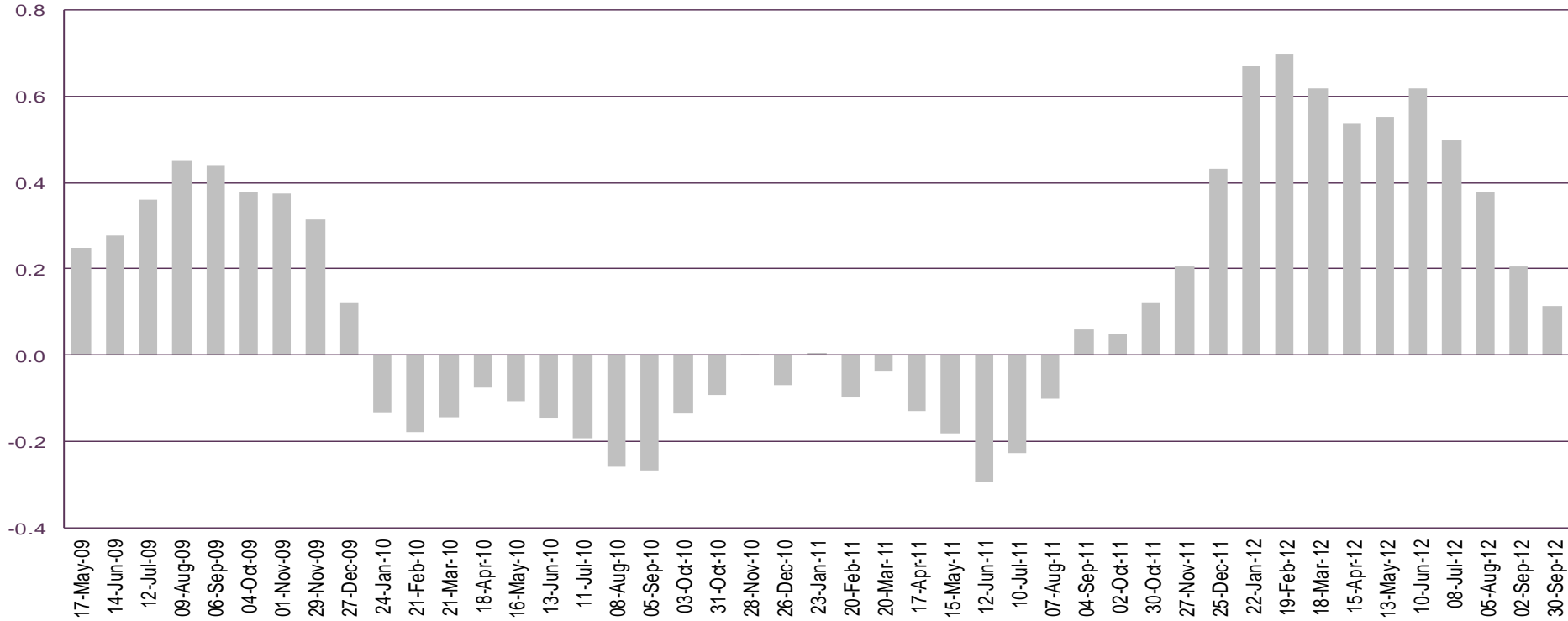


Grocery Share at Round Pound Prices £1/2/3/4 - £%



12 w/e Sep 30 2012

Asda Share Change - 12 week share year-on-year change



ASDA

Supermarket





ASIA Supermarket

TRAFFIC LIGHTS
ENTRANCE
←

11

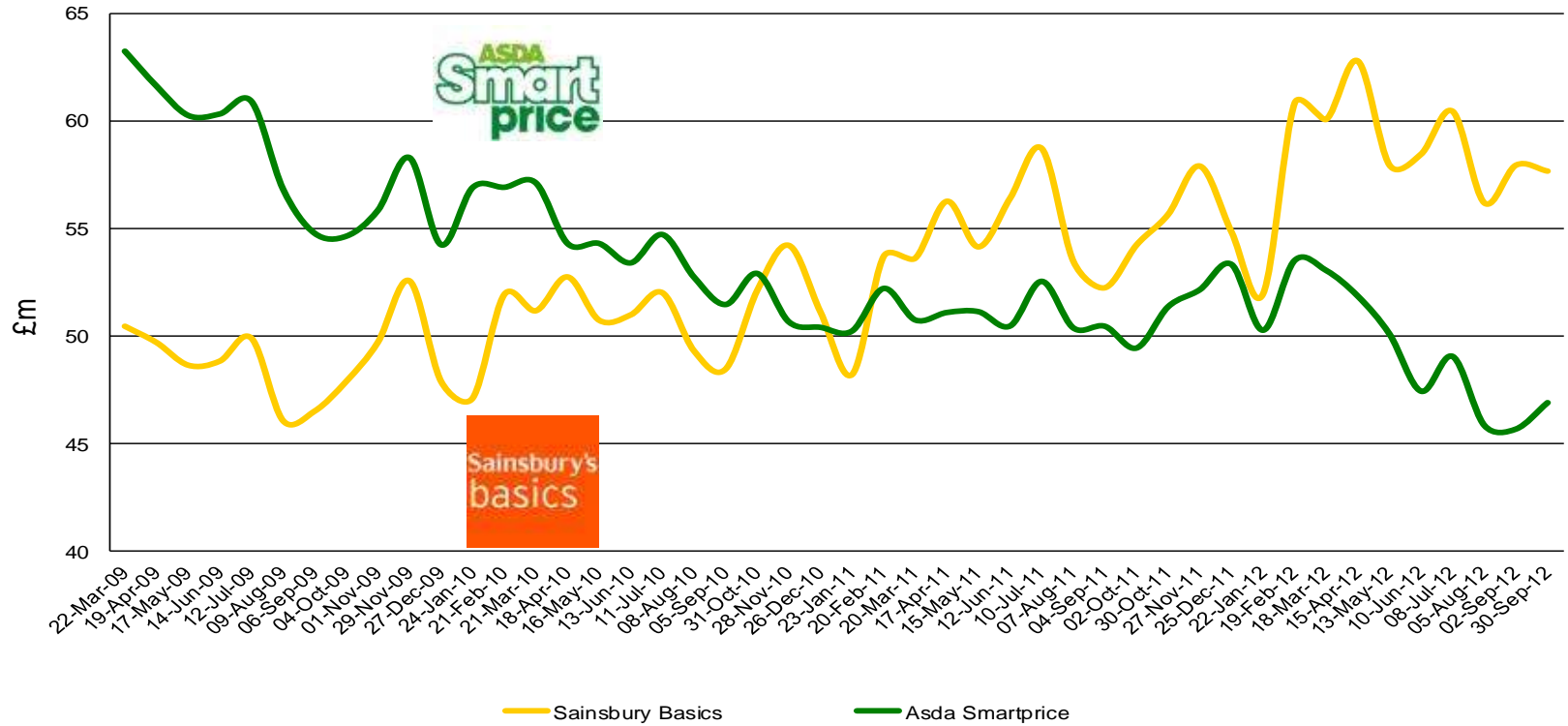
15%
ASIA

Sainsbury's

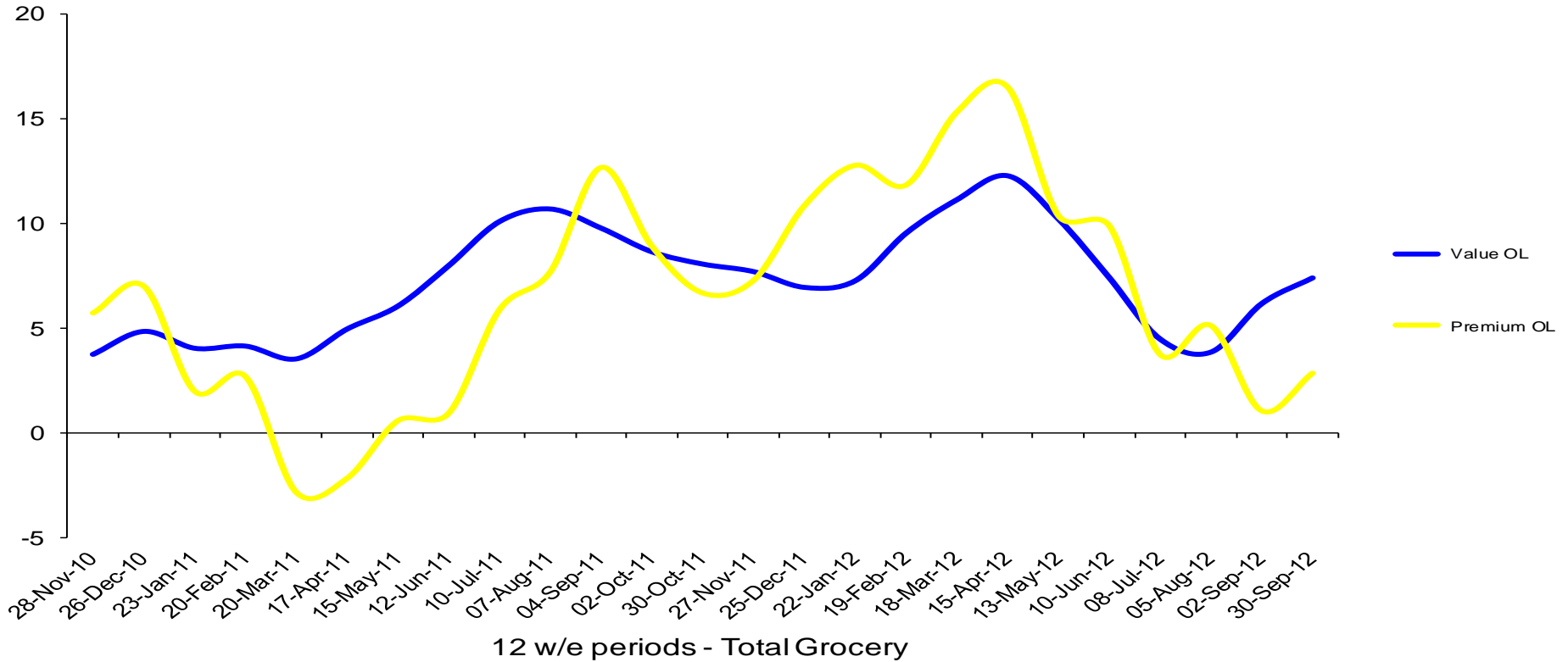
Value

Values

Basics v Smart Price - 4 weekly sales



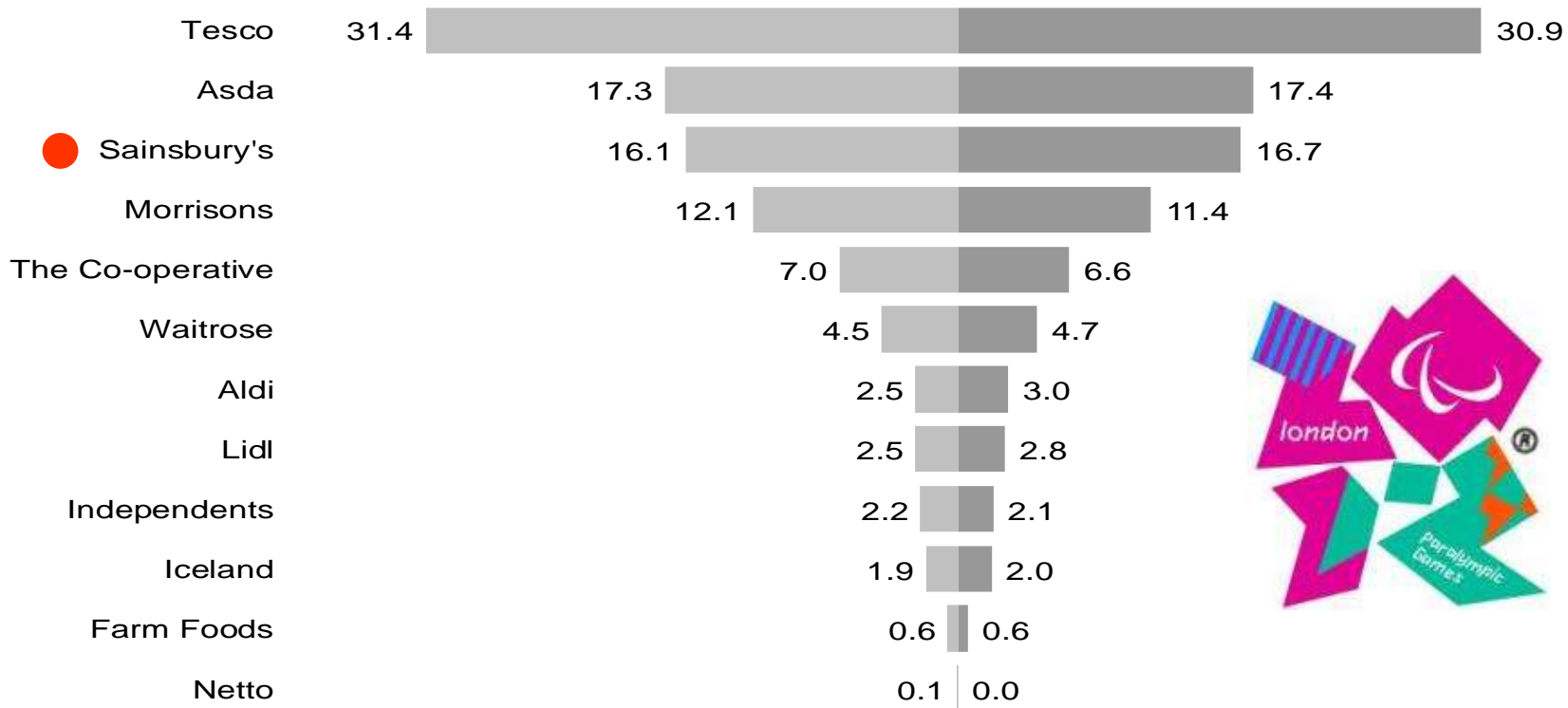
Sainsbury's Year-on-Year £% Changes



Value

Values

Latest Period Till Roll Totals - Share of Total Grocers



4 w/e 02 Oct 11

4 w/e 30 Sep 12

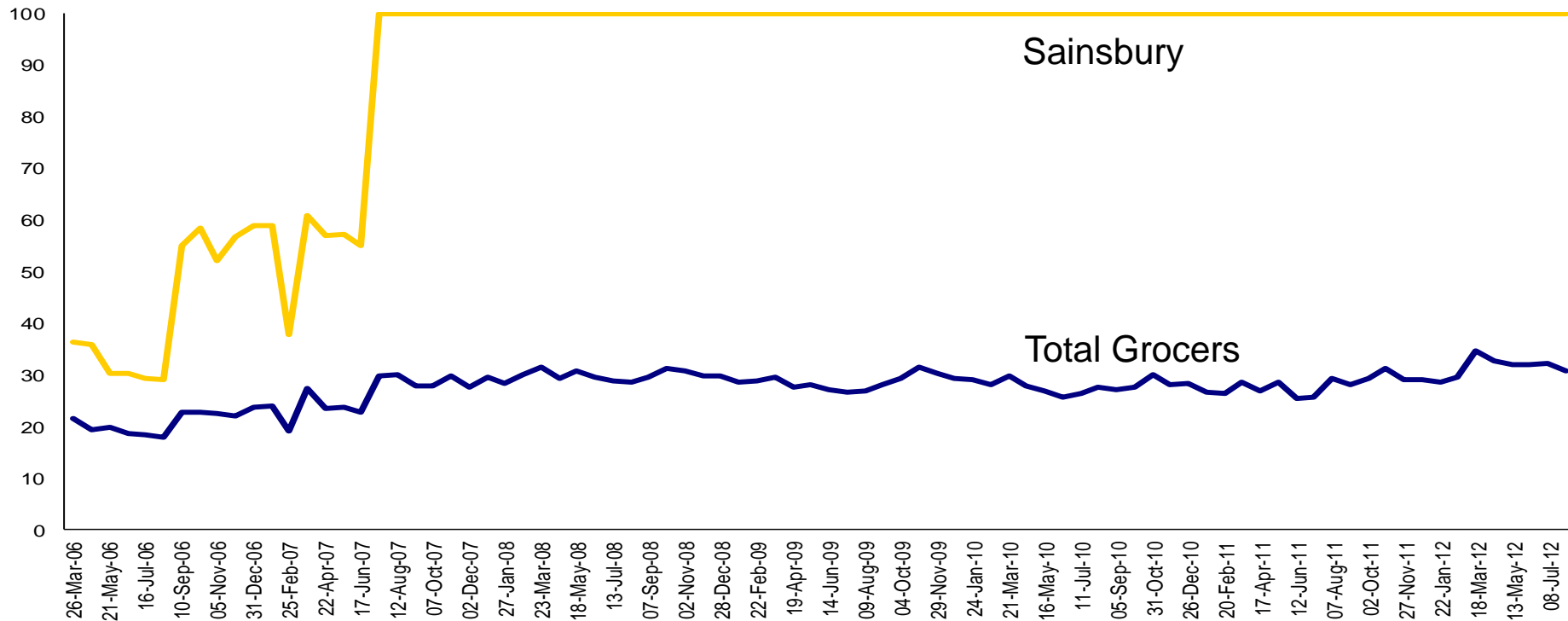
Sainsbury Share Index

I actively seek out fair trade products	136
I am prepared to pay more for organic food	123
The nutritional labeling on food & drink products has an effect on what I buy	114
It is important to me what brand I buy	113
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I regularly take active exercise	106
My diet is very important to me	106
I stick with a brand I usually buy than try something I am not very sure of	105
I try to lead a healthy lifestyle	105
My style is influenced by celebrities or people I see in TV or in magazines	105
I am always looking out for health & beauty products with new added benefits	105
I try to buy local product whenever I can	104
If usual item is not available than I buy another size rather than change brands	104
I restrict how much sugary food I eat	104
I regularly use different types of media to keep up with the latest fashion trends	104

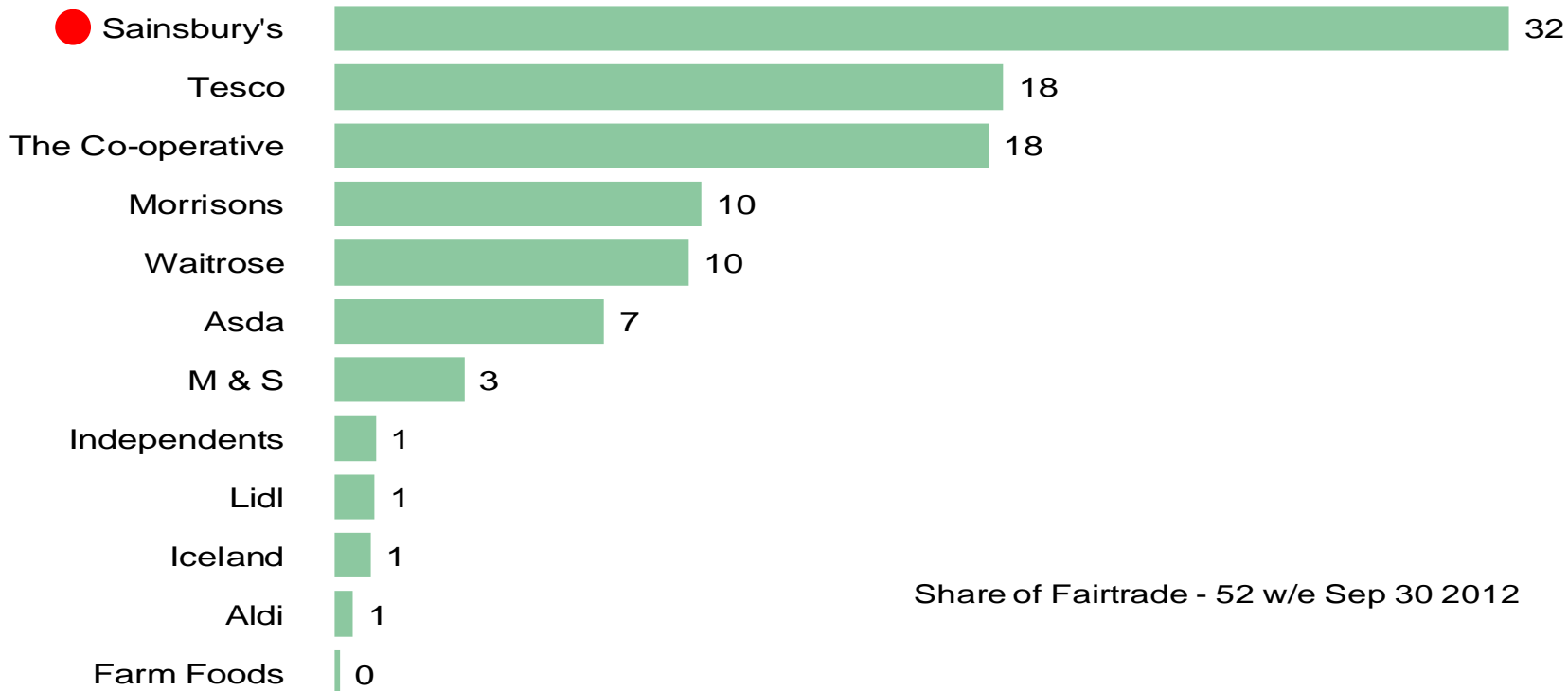
Till Roll Share indexed on All Shoppers – 52 w/e Jun 10 2012



Fairtrade Prepacked Bananas Market Share

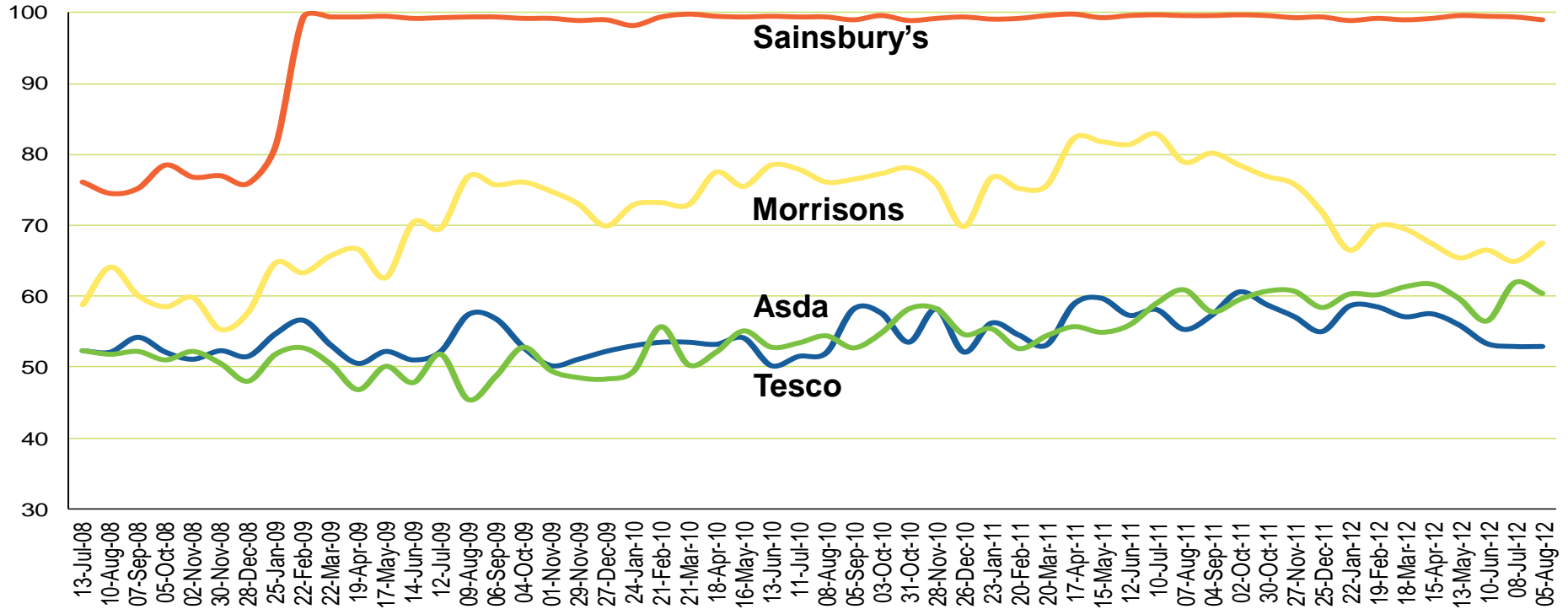


Fairtrade Shares



Share of Fairtrade - 52 w/e Sep 30 2012

Not-Caged Eggs Market Share





**Sainsbury's
20 by 20
Sustainability
Plan**

**OUR VALUES
MAKE US
DIFFERENT**
j.sainsbury.co.uk/cv

**Live
Well
for
Less**

Sainsbury's



Sainsbury's

[Recipes & Inspiration](#)[Meal Planning](#)[Occasions](#)[Brand Match](#)[Products & Values](#)[Shop Online](#)

› Brand Match

Save at Sainsbury's with Brand Match

When you shop instore with us you'll never pay more for brands than at Asda or Tesco. It's simple.



Tesco



Sainsbury's



Asda



Introducing Brand Match

Spend £20 or more, with at least one branded product in your basket, and we'll work out any difference in the price compared with Asda and Tesco. If the same branded items could have been bought for less, we'll give you a coupon* for the difference.



[Watch demo](#)



MORRISONS

MARKET STREET



a



FRESH FISH



Special Offer
£5

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

per kg

Our suppliers

- [Egg tracker](#)
- [Taste of the season](#)
- [Fresh off the press](#)
- [Find a supplier](#)
- [Explore our produce](#)
- [Inside story: Autumn](#)
- [The Morrisons Farm at Dumfries House](#)**

Quick recipe Search

Search for a recipe to plan your perfect menu.

[Advanced search >](#)

Quick Wine Chooser

Which colour do you like?

Got a price in mind?

How do you like it?

The Morrisons Farm at Dumfries House



Welcome to The Morrisons Farm at Dumfries House.

At Morrisons, we are passionate about fresh food and the brilliant British farmers who supply us with it. That's why we now have our very own farm in Scotland – The Morrisons Farm at Dumfries House – and are rolling out a UK-wide farm research programme aimed at helping to build a sustainable British farming industry.

By farming ourselves, we will get an even better idea of the challenges that face farmers and we hope the lessons we learn will benefit not only our suppliers, but many other farmers in Scotland and the rest of the UK. In the future we plan to open The Morrisons Farm at Dumfries House to visits from schools taking part in **Let's Grow**, so kids can see for themselves where their food comes from.



The latest news

The Morrisons Farm at Dumfries House has undergone a major transformation over the summer months. We've built a new cattle shed to allow us to increase the size of our

Newsletter

Sign up to My Morrisons Newsletter

Receive the latest offers & competitions as well as being able to save recipes, wines and guides.

Recipe search

Browse through our recipes to plan your perfect menu.

[Detailed search >](#)

WINNER



Fresh Produce
Retailer of
the Year

2010
Retail
Industry
AWARDS

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Our suppliers

Egg tracker
Taste of the season
Fresh off the press

Find a supplier

Explore our produce
The Morrisons Farm at Dumfries House
Inside story: Spring

Quick recipe Search

Search for a recipe to plan your perfect menu:

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Quick Wine Chooser

Which colour do you like?

Got a price in mind?

How do you like it?

Falfish, Cornwall

Headed up by Mark Greet, Falfish is a family run seafood company based in Redruth, Cornwall. Passionate about quality fresh fish, Mark and his family have been sourcing fish in the West Country for over thirty years. His regular haul includes Cornish sardines, lemon sole, pollack, sea bass and scallops. The fish come straight off the boats, are packed in ice and delivered to Morrisons fish counters to keep up with our customers' demands for tasty fresh fish.



"Morrisons fish buyer, Matthew Bailey, visits us regularly to see the processing of our fish and shellfish. He also meets the fishermen and visits their boats when they offload their catch. It's a close trading relationship that is truly appreciated."

Mark Greet

More fish in the sea

Egg Tracker

Now you can track your free range egg back to the farm.

Simply match the code on your egg to one in our list to get tracking.

1UK

Not got an egg code? [Find out more about](#)

[Egg Tracker >](#)



WINNER



**Fresh Produce
Retailer of
the Year**

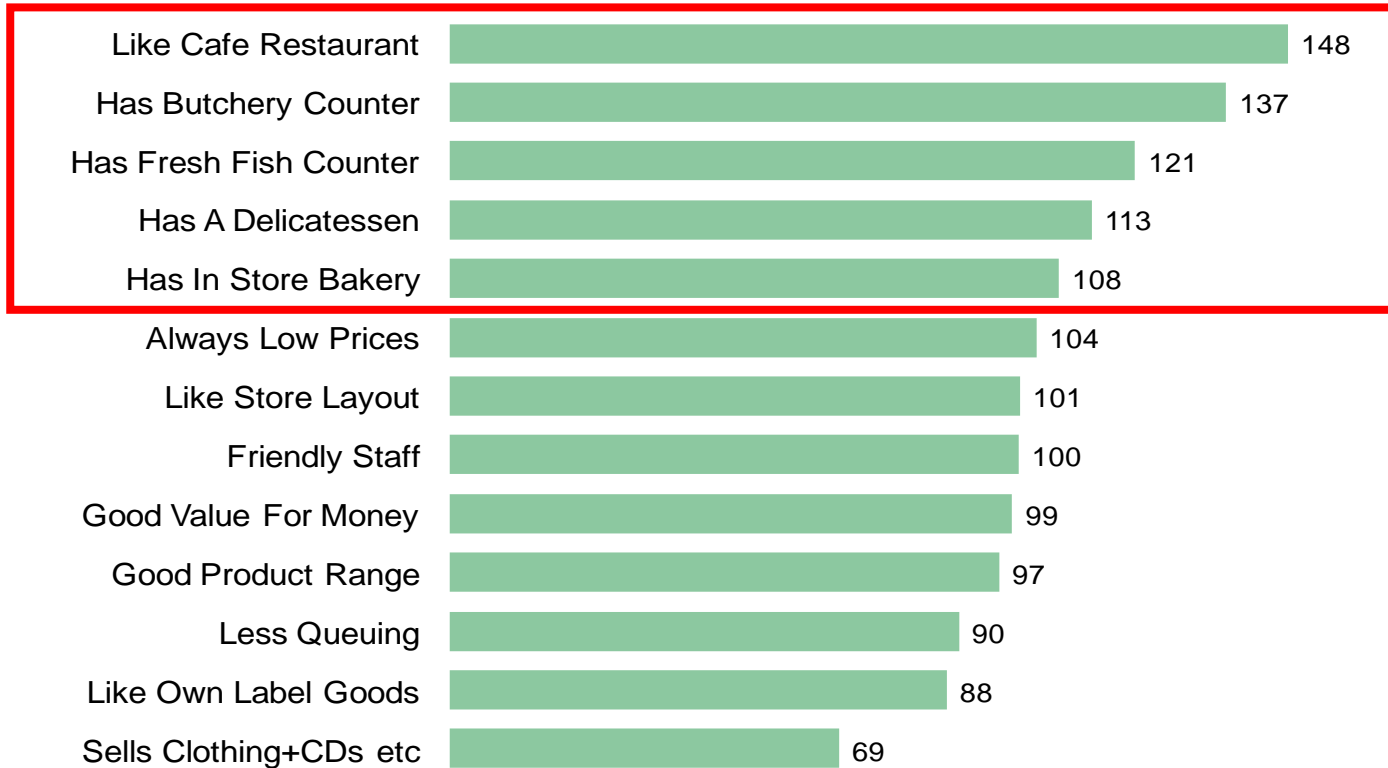
**2010
Retail
Industry
AWARDS**

[Find your nearest store >](#)

Market Sectors indexed on Total Groceries

● Chilled Bakery Products	130
● Fresh Fish	123
● Fresh Meat	116
Canned Goods	112
Hot Beverages	111
● Chilled Convenience	108
Biscuits	105
Savoury Carbohydrates+Sncks	104
● Ambient Bakery Products	104
Pet Care	104

Reasons for Store Choice - Morrisons



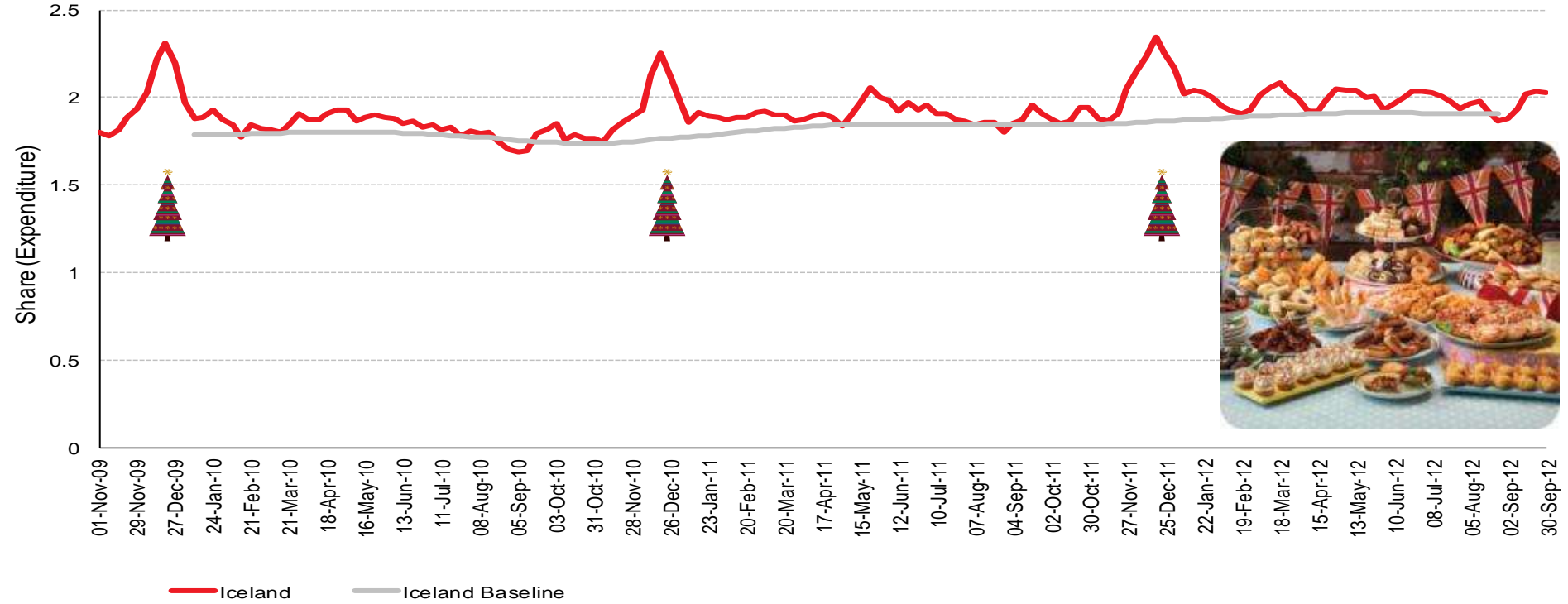
On-line Questionnaire - Outlet Share Index 52 w/e Jun 10 2012

The Agenda

- Austerity
- Niches
- The Big 4
- Other Outlets
- Home Delivery
- Seeking Differentiation

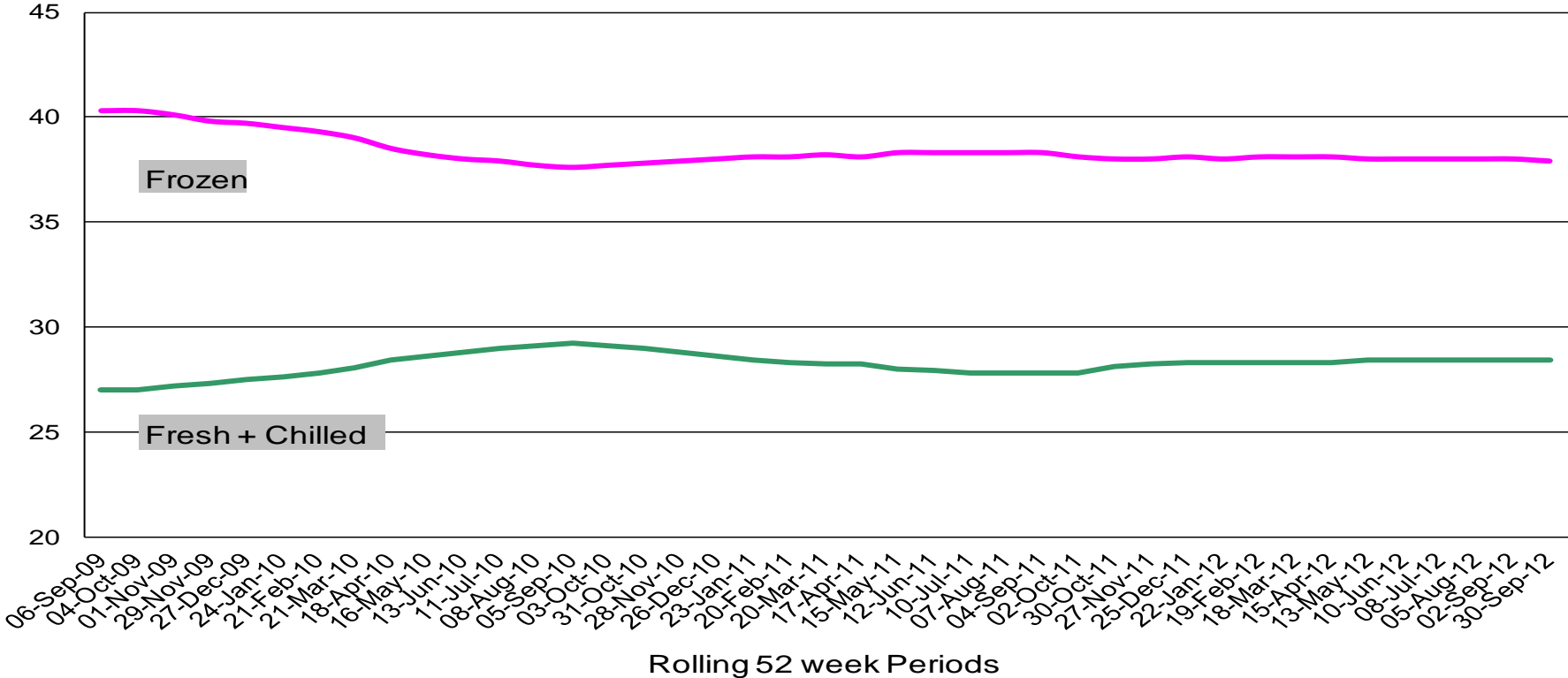


Iceland Share of Till Roll Grocers



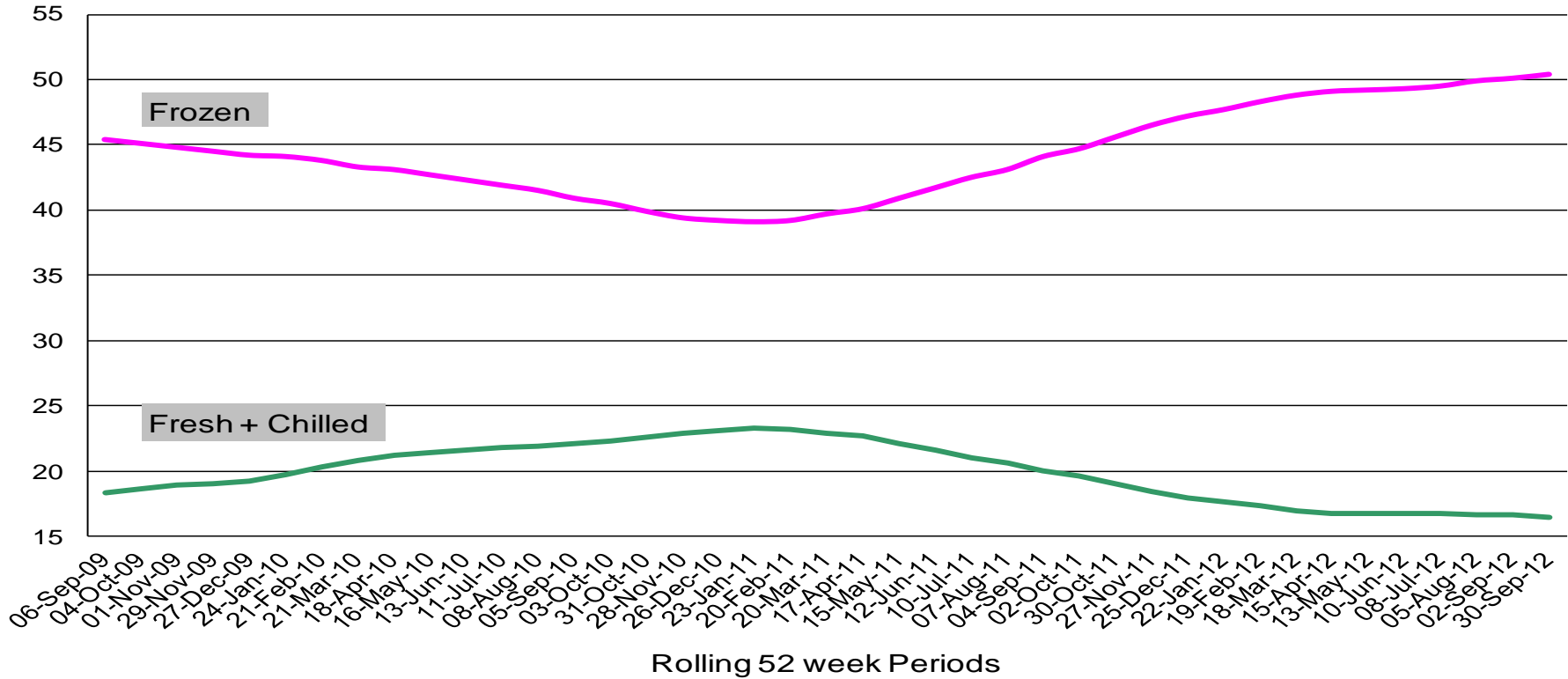
Weekly 3 Point Centred Moving Average

Category Shares of Outlet - Iceland

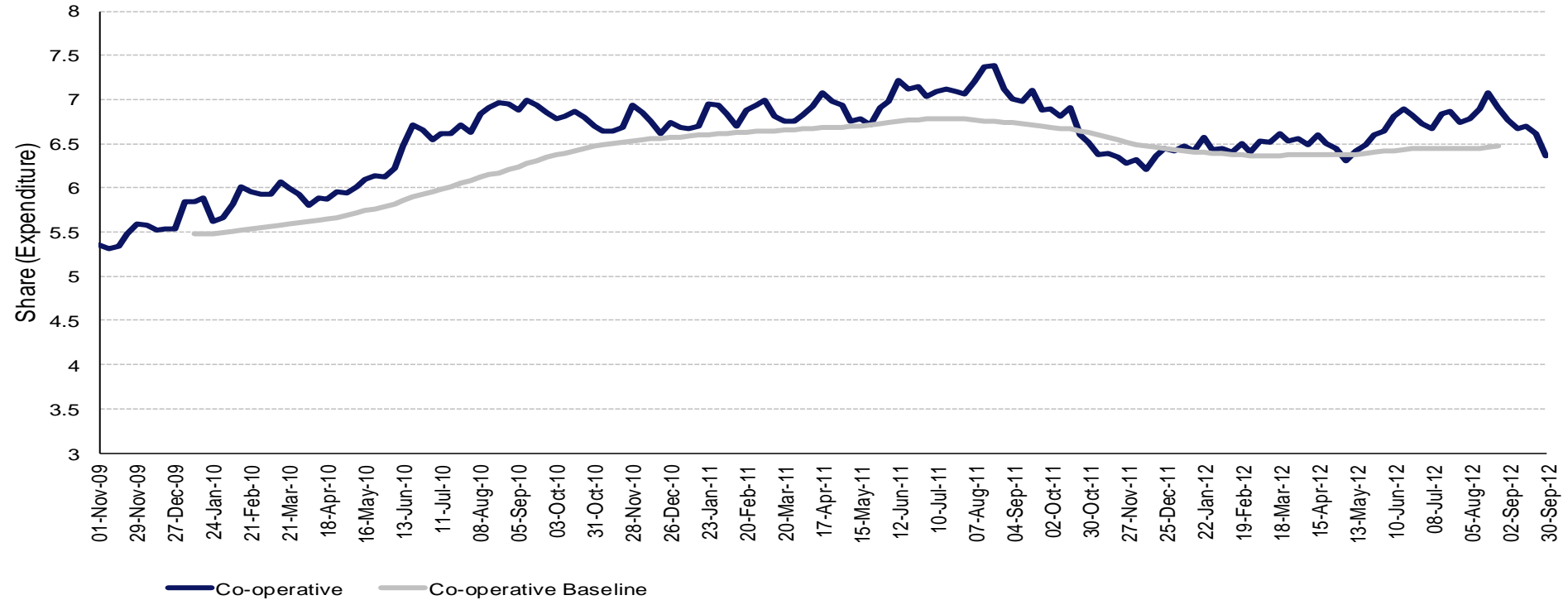




Category Shares of Outlet - Farm Foods

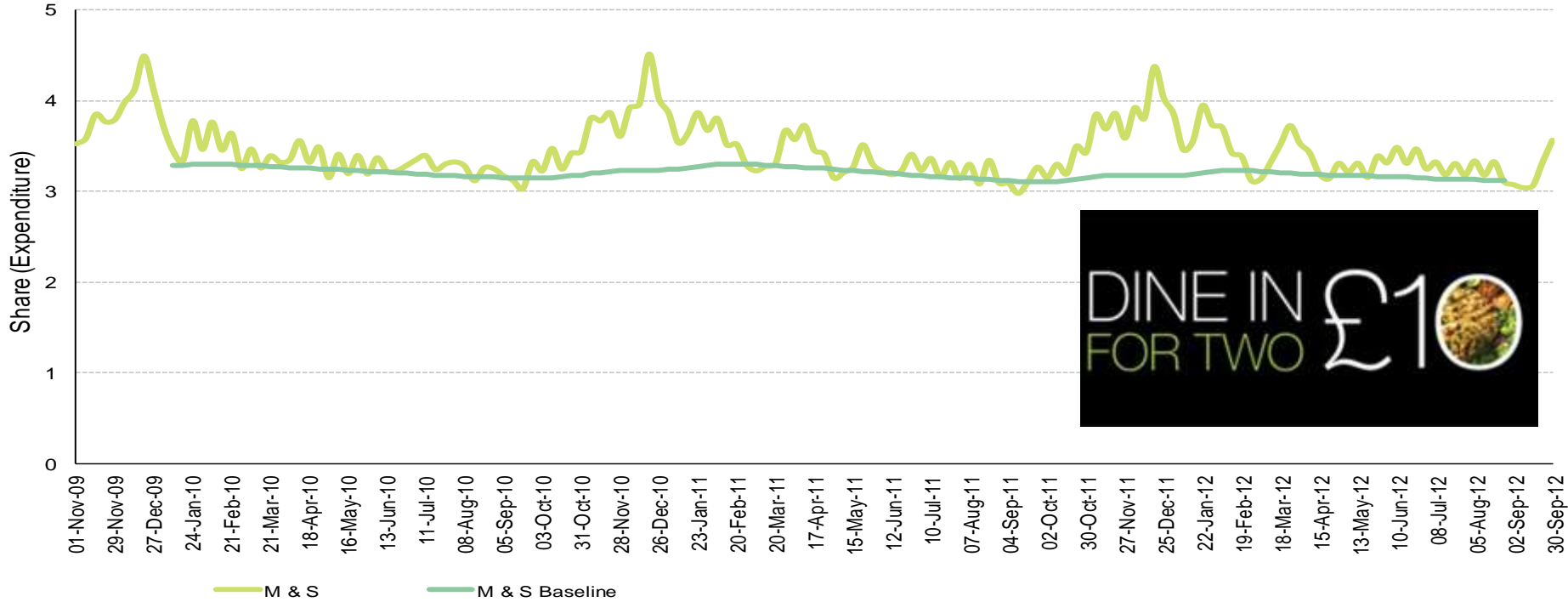


Co-operative Share of Till Roll Grocers



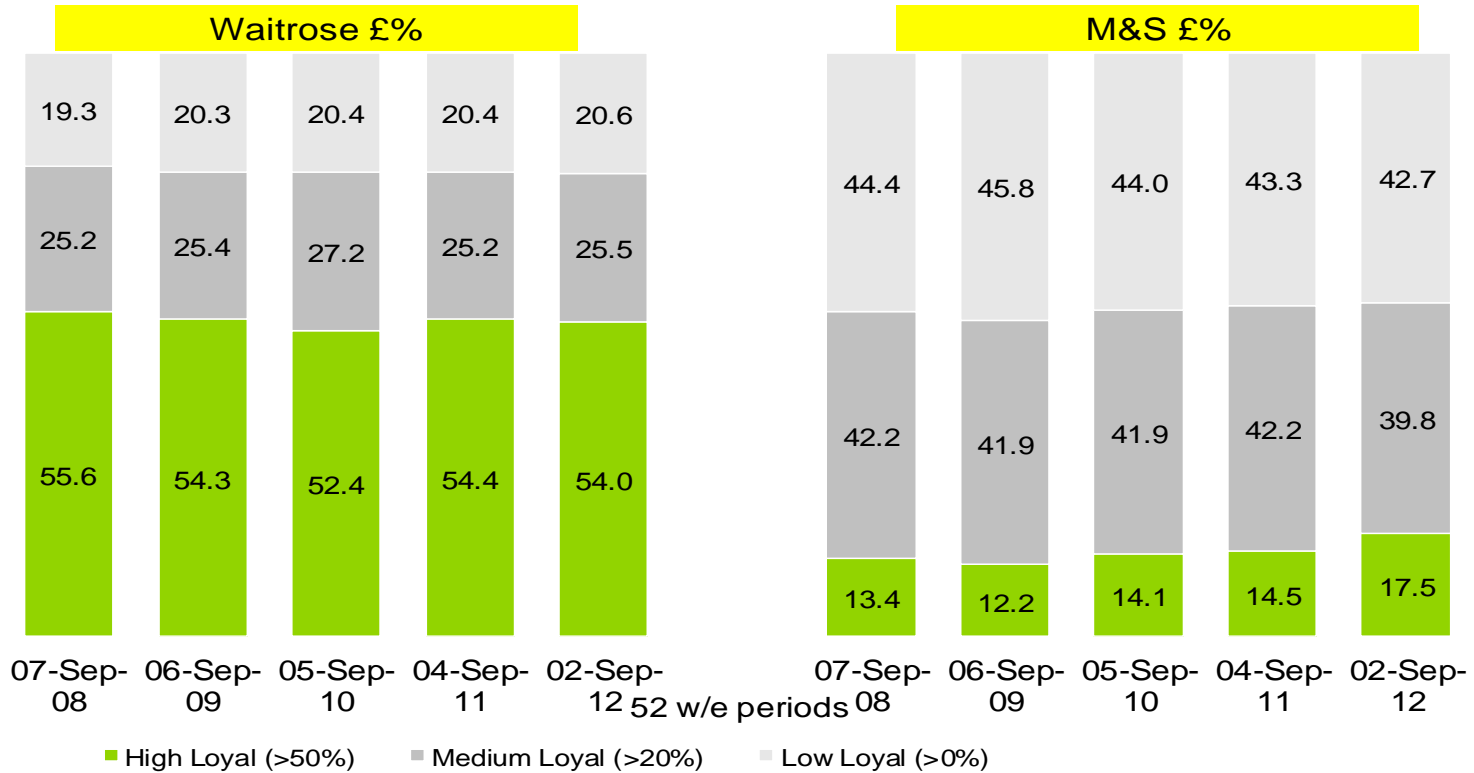
Weekly 3 Point Centred Moving Average

M&S Share of Retailer ShareTrack Grocers



Weekly 3 Point Centred Moving Average

Trended Loyalty Breakdowns

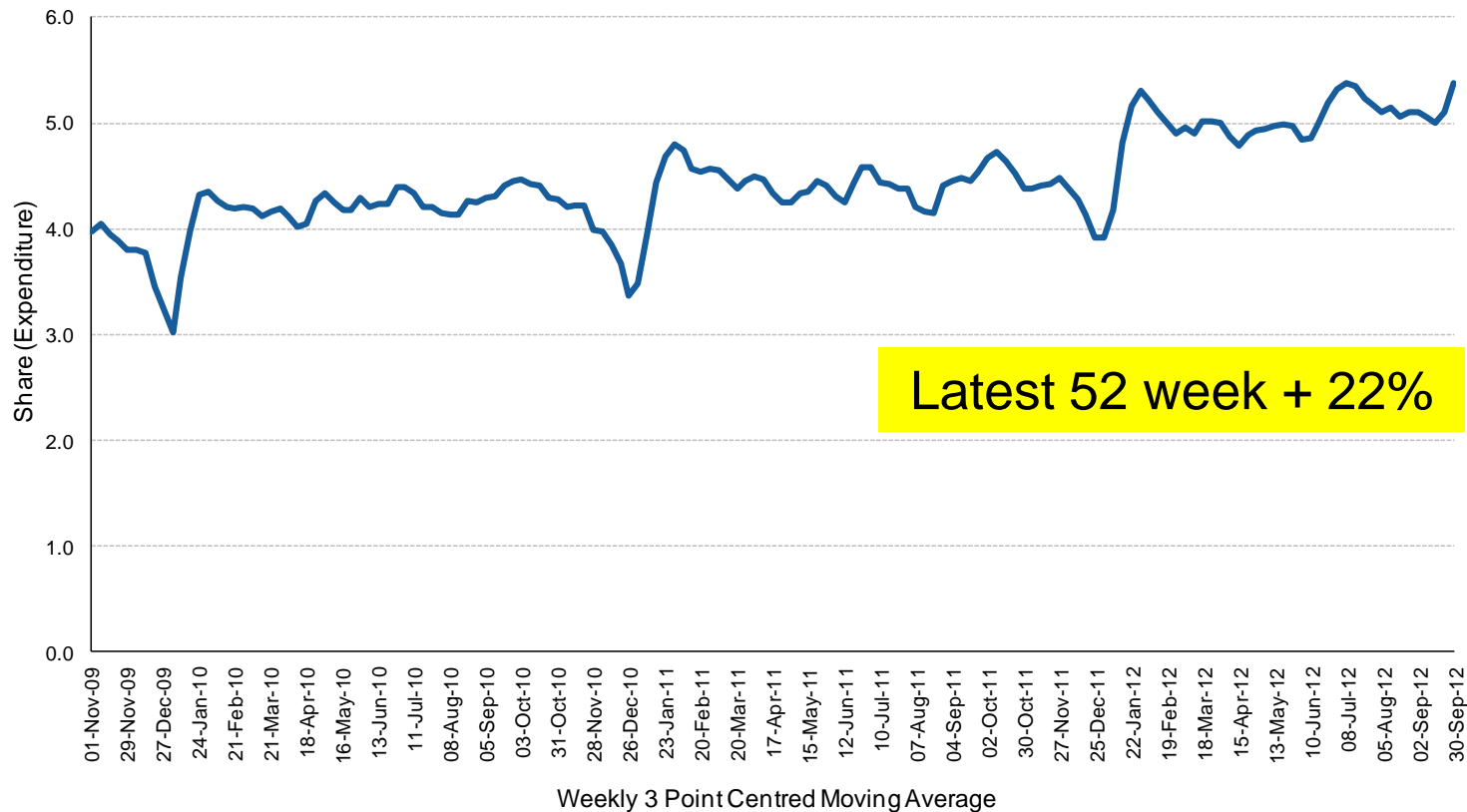


The Agenda

- Austerity
- Niches
- The Big 4
- Other Outlets
- > - Home Delivery
- Seeking Differentiation



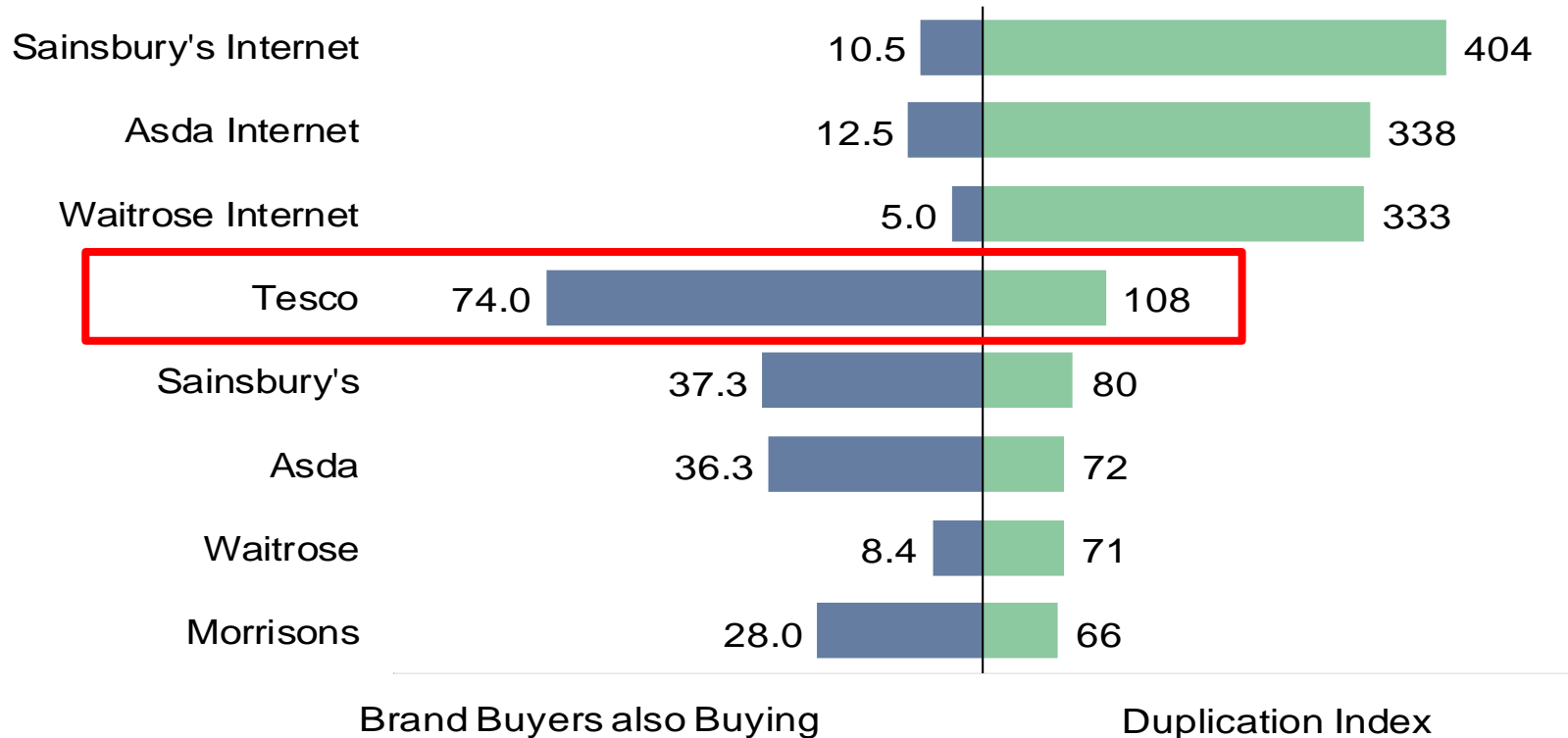
Home Delivery Share of Till Roll Grocers



Grocery Internet Household Income Signatures



Till Roll - Duplication by Tesco Internet Buyers



12 w/e Sep 30 2012

Trading Index

Internet Delivery



Chilled / Fresh



Frozen

BREAD & BAGELS

BREAKFAST

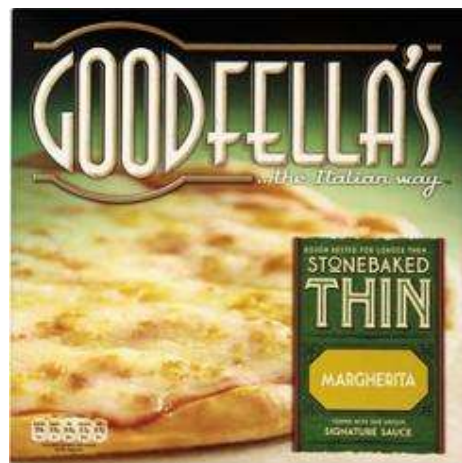
Save a bundle with 99¢



Chilled / Fresh



Frozen



The Agenda

- Austerity
- Niches
- The Big 4
- Other Outlets
- Home Delivery
- Seeking Differentiation







How hot can you go?

Fishmongers

£1 33p £1 25p £1.00 £1 70p 70p 70p £1.00 £3.60 27p

Fresh Market

pizza, pasta & garlic bread

butchers

fishmongers





Dill
An herb with a delicate, feathery appearance that is used in a variety of dishes, including pickles and soups.

Parsley
A versatile herb that is commonly used in salads, soups, and as a garnish.

Coriander
A herb with a strong, citrusy flavor that is used in many cuisines, particularly in Southeast Asian and Mexican dishes.

Mint
A herb with a refreshing, cooling flavor that is used in teas, desserts, and as a garnish.

Basil
A herb with a sweet, slightly spicy flavor that is a staple in Italian cuisine.

Sage
A herb with a woody, earthy flavor that is used in stuffing, sausages, and as a garnish.

Thyme
A herb with a subtle, earthy flavor that is used in a variety of dishes, including soups, stews, and as a garnish.

Chives
A herb with a mild onion-like flavor that is used as a garnish for soups, dips, and potatoes.

Rosemary
A herb with a strong, pine-like flavor that is used in roasted meats, breads, and as a garnish.

Asparagus
A vegetable with a unique, slightly bitter flavor that is used in a variety of dishes, including soups, salads, and as a garnish.

Cucumbers
A fresh vegetable with a crisp, watery texture and a mild flavor. They are commonly used in salads, sandwiches, and as a garnish.

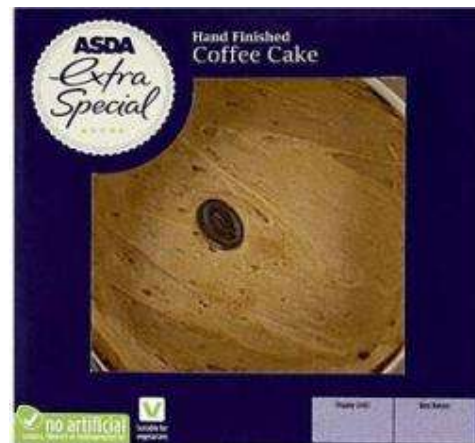
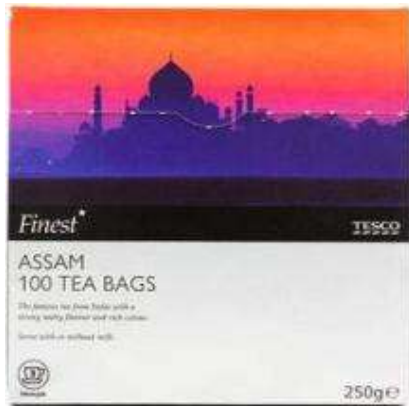
HOT SNACKS

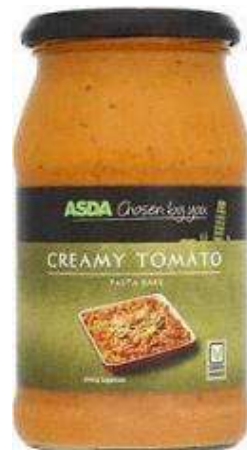
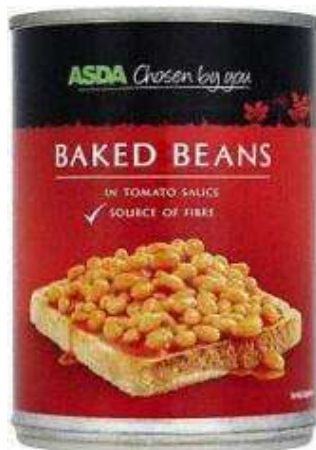
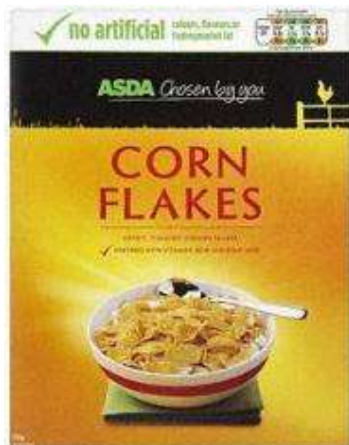




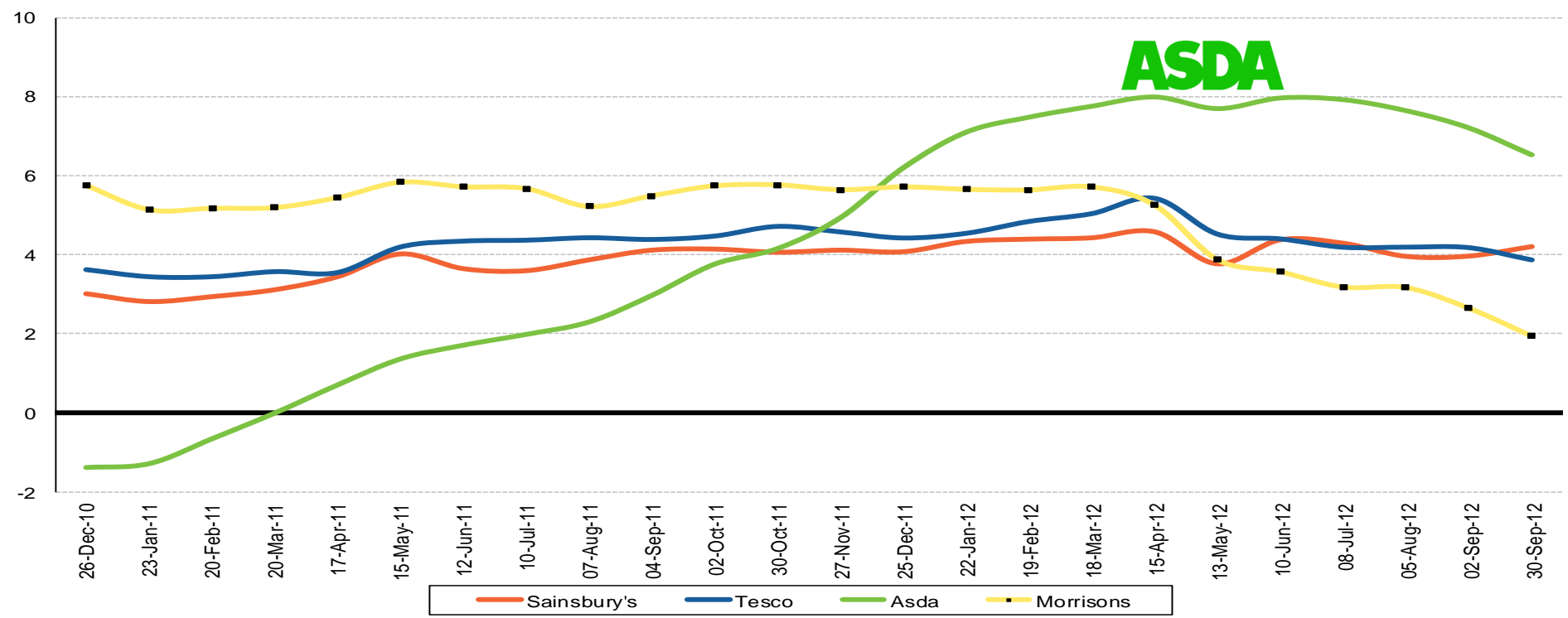
The Branding of Own-Brand







Own-Label Trends - Annual £% Change - Rolling 52wk periods





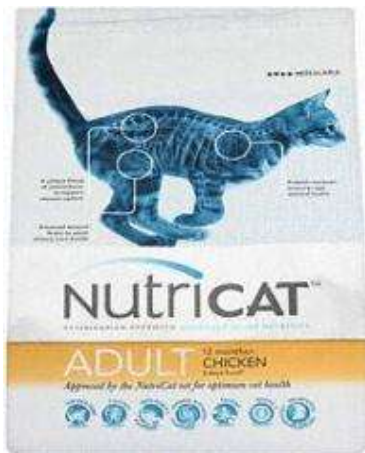
















KANTAR WORLD PANEL

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