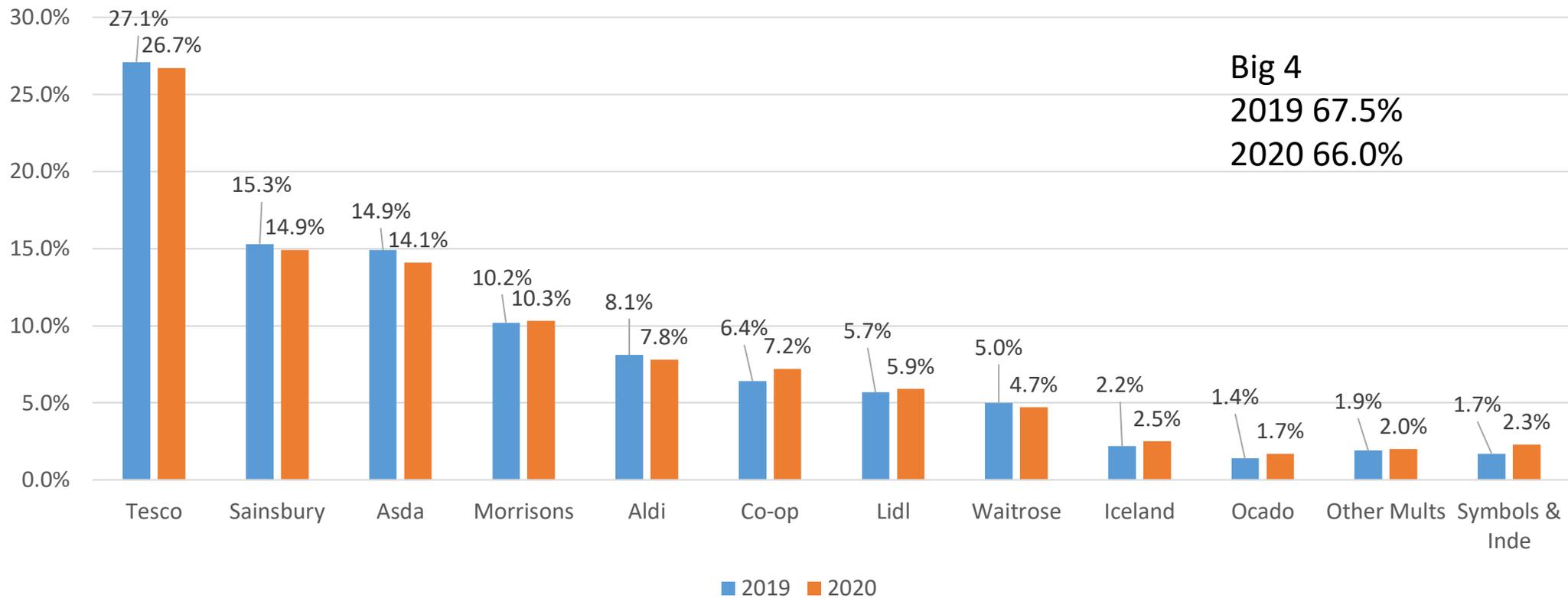




**Kantar Data 12 July 2020**

# Retailer Shares

Grocery Share 12 weeks

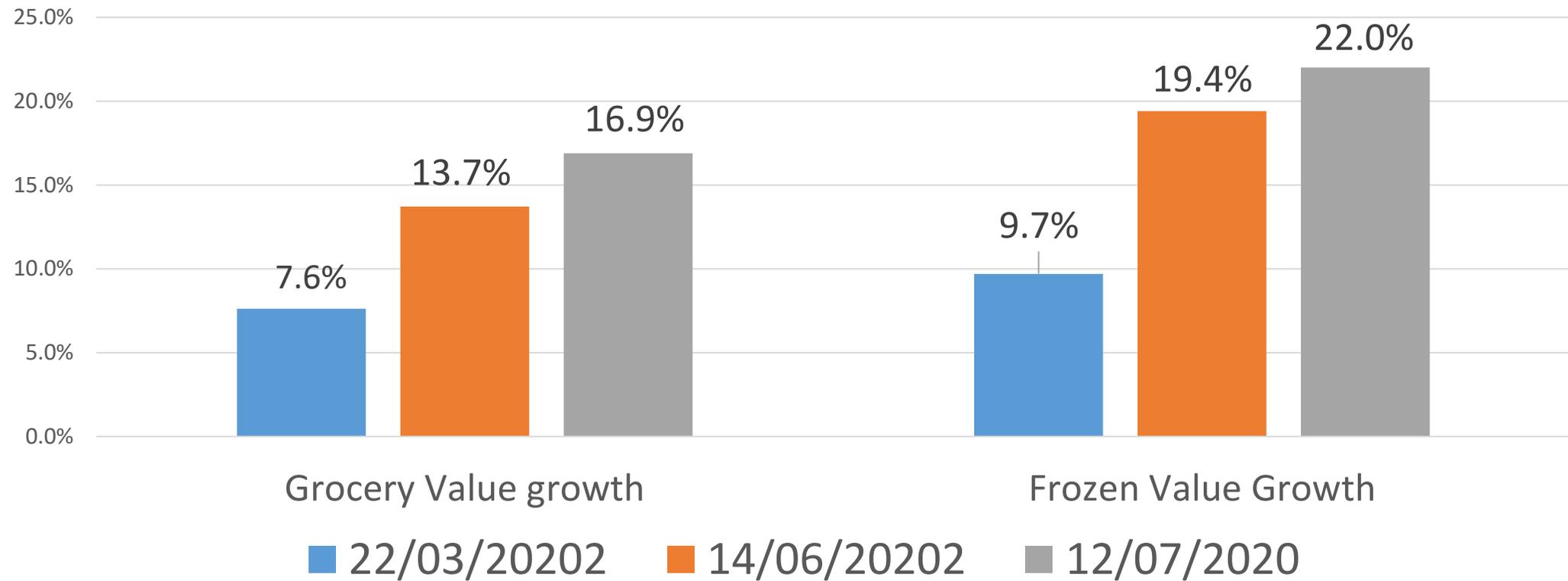


# Grocery Market

- The 12-week data showed a market growth rate of +16.9% in value.
- This is the highest 12-week growth rate since the Covid-19 pandemic hit the UK
- Despite this the Big 4 still showed a loss of share down by -1.5%, this is a slower rate of share loss than the last 12-week period.
- Lidl gained share yr on yr of +0.1%, whilst Aldi lost 0.3% share.
- Ocado grew by +45.5%, Iceland +34.1%, Symbols and Independents +59.9%

# Frozen Market

Total Frozen 12 weeks



# Frozen Market

- From the 12-week data we have Frozen Food is consistently out-performing total Grocery sales.
- Kantar reported on the data to 12 July that frozen is the second highest growth category after Alcohol at 22% (Alcohol was 41%).
- This is consistent with the many discussions I have had with our Retail contacts.