

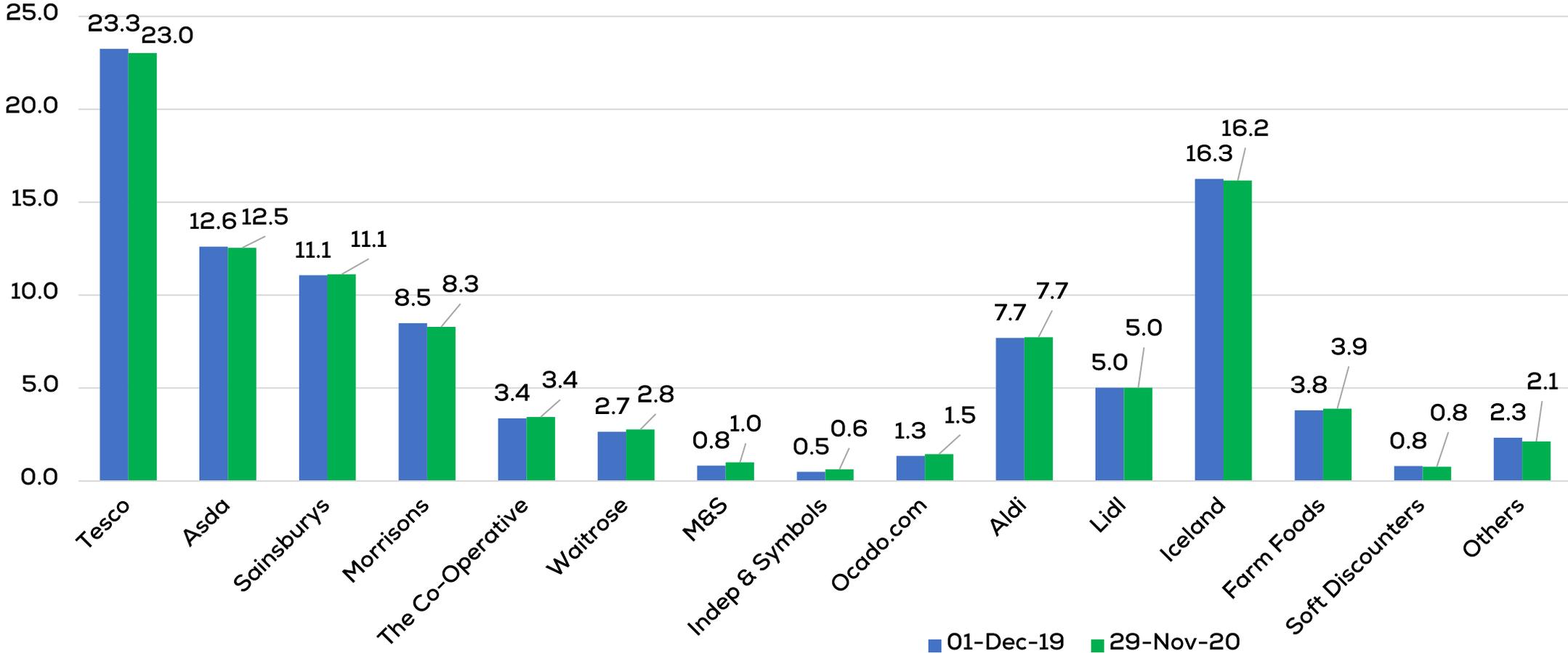
Kantar Data Retailer Share Data



KANTAR



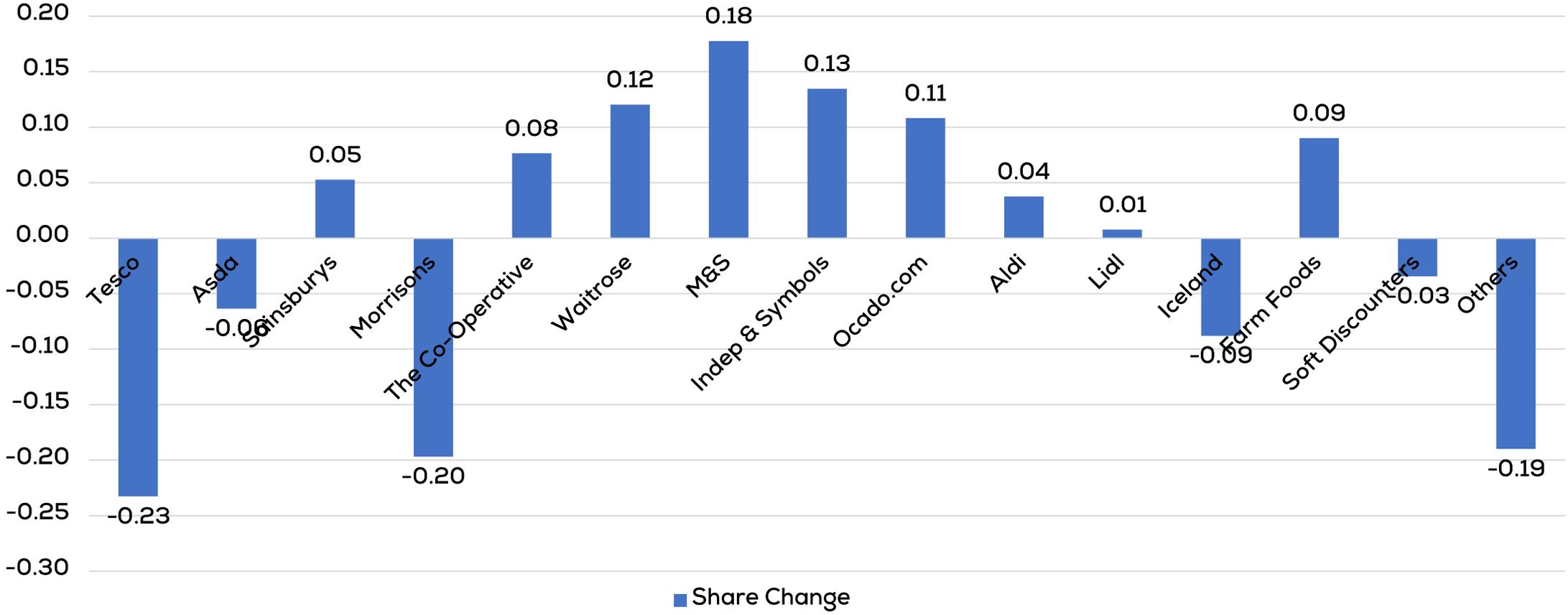
Retailer Frozen Food Market Shares



Kantar Data 52 week data 29/11/20



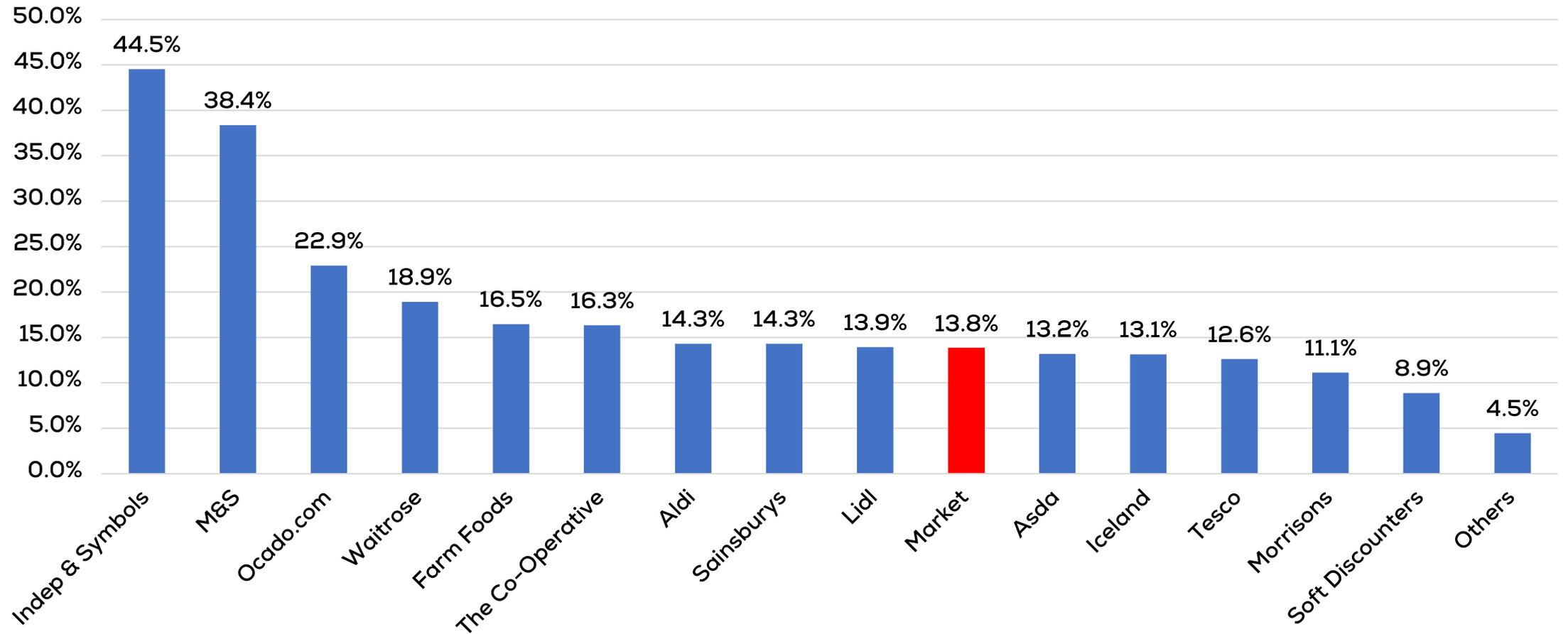
Retailer Frozen Food Market Shares



Kantar Data 52 week data 29/11/20



% Growth in value sales



Kantar Data 52 week data 29/11/20

Total Market

- ▶ All retailers saw an increase in value sales. All but 2 saw double digit growth.
- ▶ Independents & Symbol groups, M&S and Ocado achieved the highest value share growth but all from a low base.
- ▶ It is also notable that Sainsbury and Waitrose, both retailers with a strong fresh share saw value growth above the average.
- ▶ Farmfoods also increased their share slightly and were above the average for value growth.
- ▶ Iceland saw their share dip slightly.