



The Nielsen Company  
Nielsen House  
London Road  
Headington  
Oxford  
OX3 9RX  
[www.nielsen.com](http://www.nielsen.com)

## News Release

### **Contacts**

Danielle Tolson  
01865 732343  
07977 236204  
[danielle.tolson@nielsen.com](mailto:danielle.tolson@nielsen.com)

Date Tuesday 28<sup>th</sup> April 2009, For Immediate Release

### **Sainsbury are the fastest growing retailer over Easter 2009**

### **C Sector Green Shoots Continue to Sprout but Easter Belonged to the Out of Town Megastore, Where Sales Grew 22% YoY**

Sales in the grocery sector grew 4.2% in the 8 weeks to 18<sup>th</sup> April with Grocery Multiples growing at 5.8% versus the same period last year reports market research company Nielsen today.

Mike Watkins, senior manager retailer services at Nielsen commented, "There has been a marked improvement in performances within the convenience sector\* in the last eight weeks with sales growing at 3.2% YoY. A couple of months ago growths were languishing at around the 1% level. Stores such as Co-op, Tesco Express, Sainsbury's Locals and also the Symbols have all benefited from the shopper trend to visit more often for baskets of up to ten Grocery items."

Nielsen can also report strong growths at the other end of the spectrum, especially over Easter week where sales in out of town stores of over 25,000 feet grew 22% YoY. Watkins continued, "This stellar growth level is obviously in part due to this week being a non-Easter week in 2008, but even so, over 20% YoY growth is a welcome boost for retailers. The better weather and later Easter really drove shoppers out and got them spending on Grocery but also on Confectionary, Snacks and Alcohol. Also helped was General Merchandise sales at the Grocery Multiples which returned into growth with seasonal and outdoor purchases once more back on the shopping list."

Of the retailers Sainsbury's delivered the most notable performance. The retailer grew sales 15% YoY in the 4 weeks to 18<sup>th</sup> April, increasing its share to just under 15% once again.

"This growth can be attributed to shoppers trading up for the holiday period but also to the strong in store offers and price cuts that attracted new shoppers into Sainsbury for their Easter shopping."



Table 1: 12 Weekly % Share of grocery market spend by Retailer

| Retailer   | 12 w/e<br>19/04/08 | 12 w/e<br>18/04/09 | Value Sales<br>% Change |
|------------|--------------------|--------------------|-------------------------|
| Tesco      | 28.1               | 27.9               | 4.6                     |
| Asda       | 15.2               | 15.6               | 7.9                     |
| Sainsbury  | 14.6               | 14.9               | 7.5                     |
| Morrisons  | 10.4               | 10.6               | 7.4                     |
| Co-op      | 6.2                | 6.0                | 2.8                     |
| Waitrose   | 3.6                | 3.5                | 3.3                     |
| M&S        | 3.8                | 3.7                | 4.2                     |
| Somerfield | 3.6                | 3.3                | -1.6                    |
| Iceland    | 1.6                | 1.8                | 15.3                    |

The figures in the table are based on 12 weeks sales through to 18<sup>th</sup> April 2009 compared with the same 12 week period in 2008

Source: Nielsen Total Till, Nielsen Homescan

\*stores <3,000 sq feet

**About Nielsen Homescan Total Till:** Unless otherwise stated, data is based on all purchases, bar-coded and non bar-coded, brought back into the home from any outlet by an in-home scanning panel of more than 14,500 households. Total spend includes all items stocked by any outlet, including grocery, durables and clothing

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).