KANTAR WORLDPANEL

DEFRA Categories

Kantar Worldpanel – 52 w/e 30th December 2018

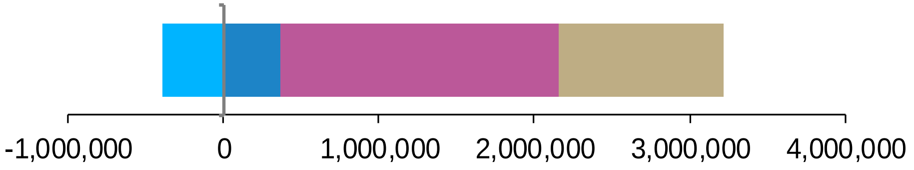
Total Grocery

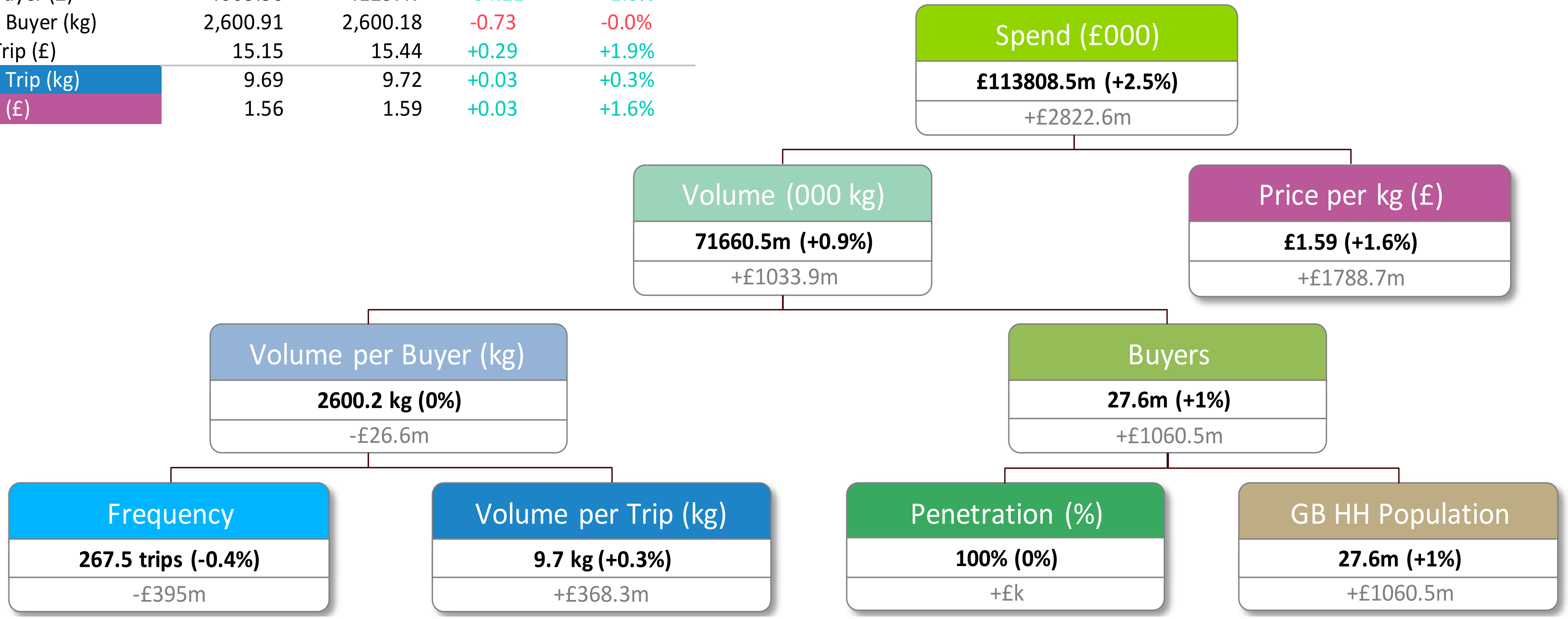
Kantar Worldpanel - 52 w/e 30^{th} December 2018

The Grocery Market is in strong growth of +2.5% which has been driven through increasing prices and shoppers purchasing more per trip.

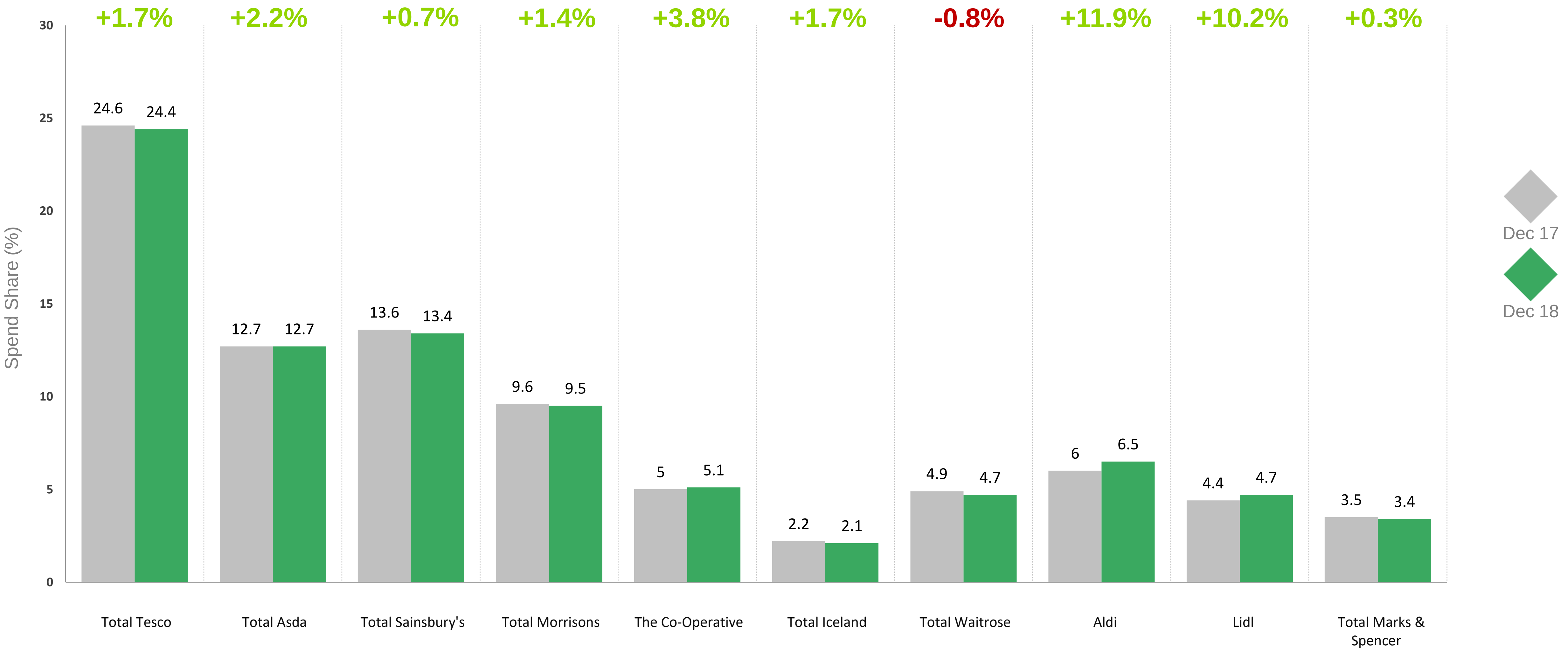
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	110,985,900	113,808,500	+2,822,600	+2.5%
Volume (000 kg)	71,005,250	71,660,530	+655,280	+0.9%
Penetration (%)	100.00	100.00	+0.00	+0.0%
Frequency	268.41	267.45	-0.96	-0.4%
Spend per Buyer (£)	4065.36	4129.47	+64.11	+1.6%
Volume per Buyer (kg)	2,600.91	2,600.18	-0.73	-0.0%
Spend per Trip (£)	15.15	15.44	+0.29	+1.9%
Volume per Trip (kg)	9.69	9.72	+0.03	+0.3%
Price per kg (£)	1.56	1.59	+0.03	+1.6%

Value up 2.5% worth £2822.6m

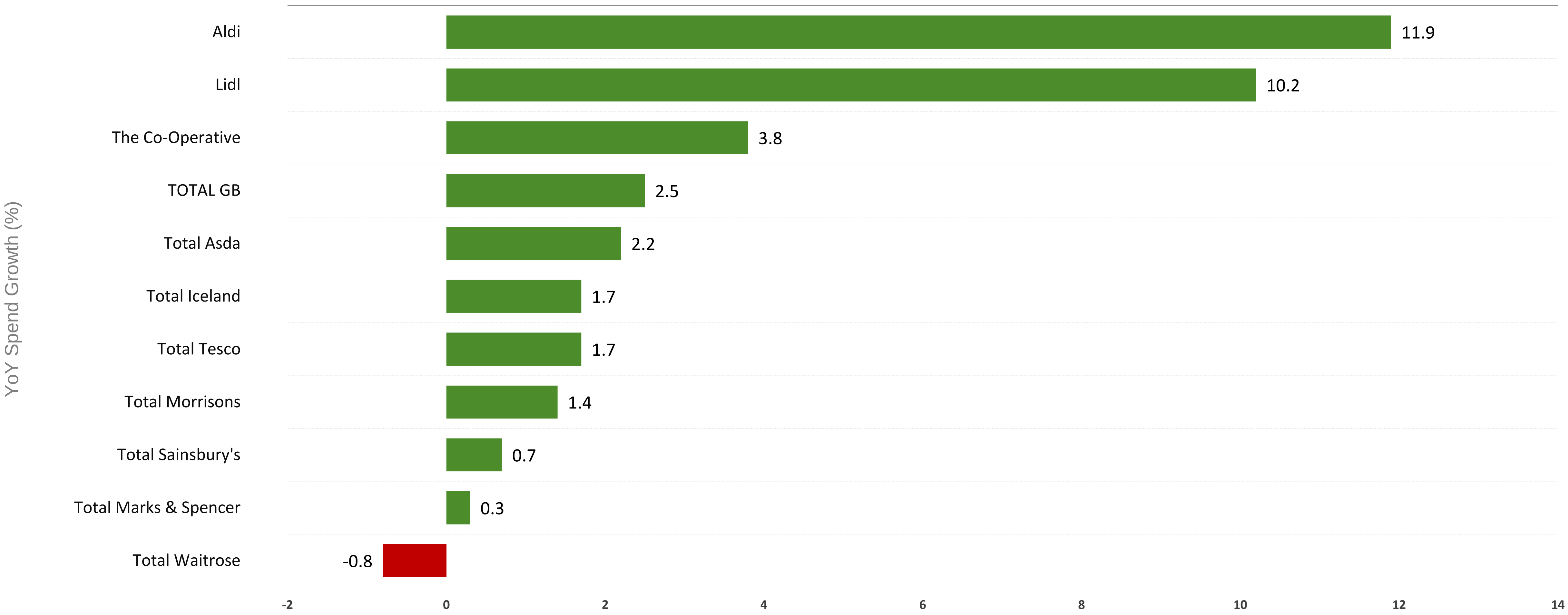




As expected the discounters are the fastest growing retailers with Aldi (+11.9%) growing just ahead of Lidl (+10.2%). Asda record the strongest growth out of the Big 4 whilst Waitrose are the only retailer in decline

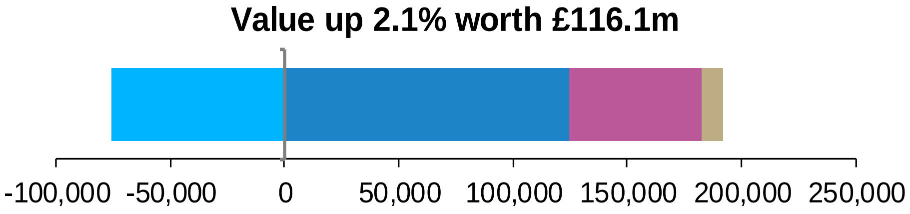


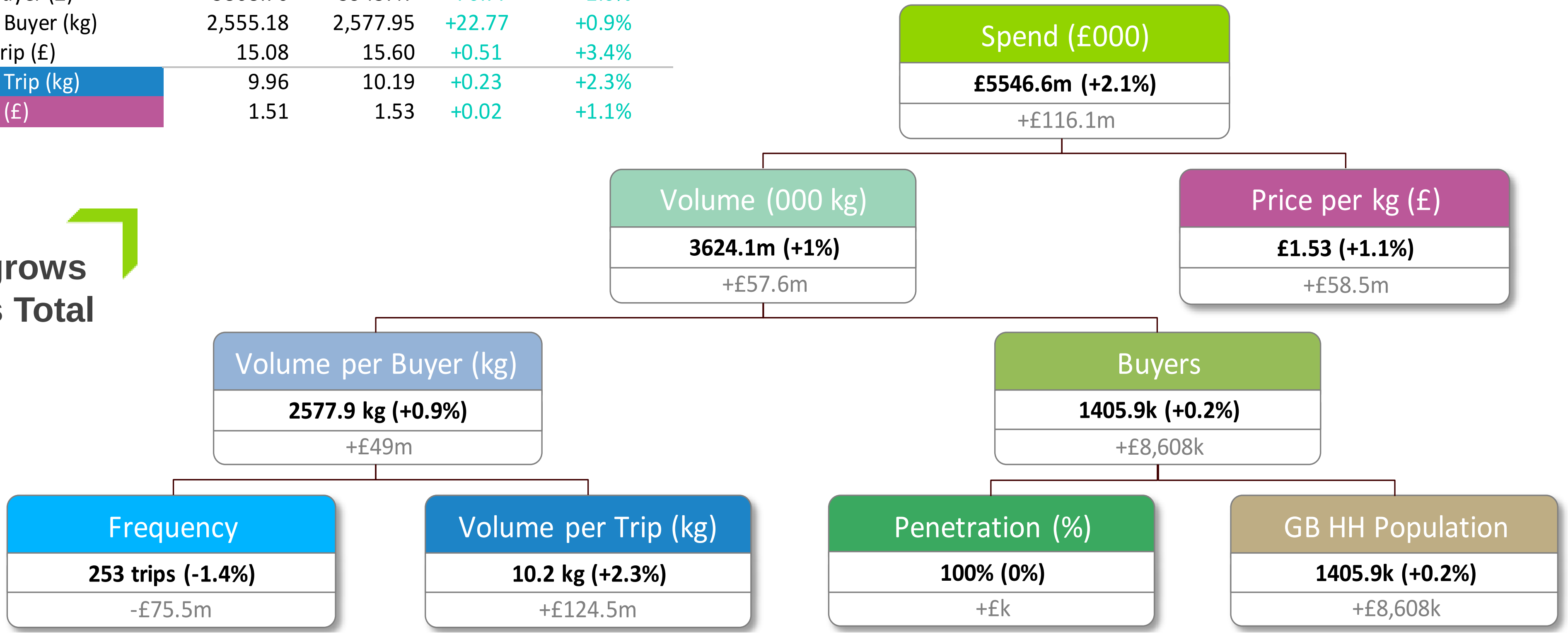
At a Total GB level, the Big 4 all grow behind the Total GB growth of +2.5%. The more premium retailers of Waitrose (-0.8%) and M&S (+0.3%) fall at the bottom of the list



The Welsh Grocery Market is growing slightly below that of the Total GB Market. However, the market is less heavily reliant on price and grows through shoppers putting more into their baskets

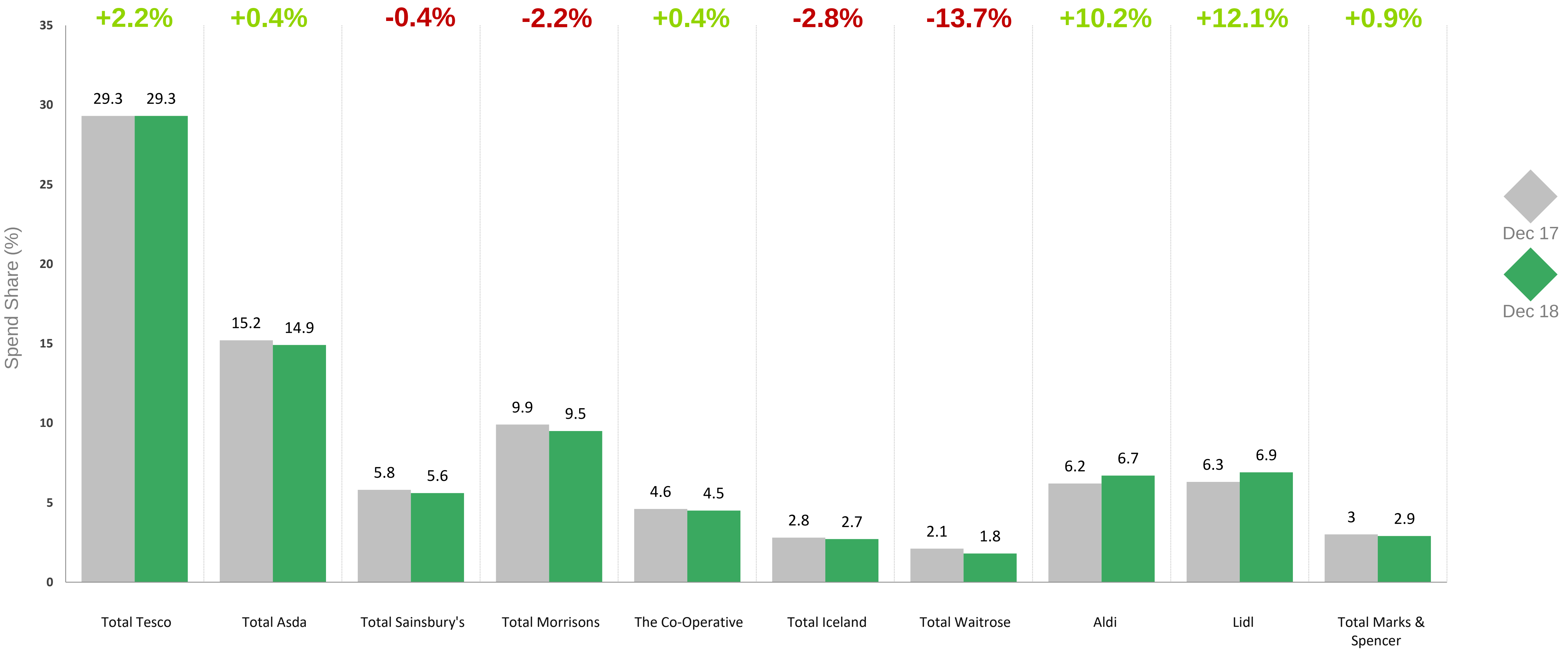
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	5,430,510	5,546,595	+116,085	+2.1%
Volume (000 kg)	3,586,717	3,624,124	+37,407	+1.0%
Penetration (%)	100.00	100.00	+0.00	+0.0%
Frequency	256.51	252.97	-3.55	-1.4%
Spend per Buyer (£)	3868.70	3945.47	+76.77	+2.0%
Volume per Buyer (kg)	2,555.18	2,577.95	+22.77	+0.9%
Spend per Trip (£)	15.08	15.60	+0.51	+3.4%
Volume per Trip (kg)	9.96	10.19	+0.23	+2.3%
Price per kg (£)	1.51	1.53	+0.02	+1.1%



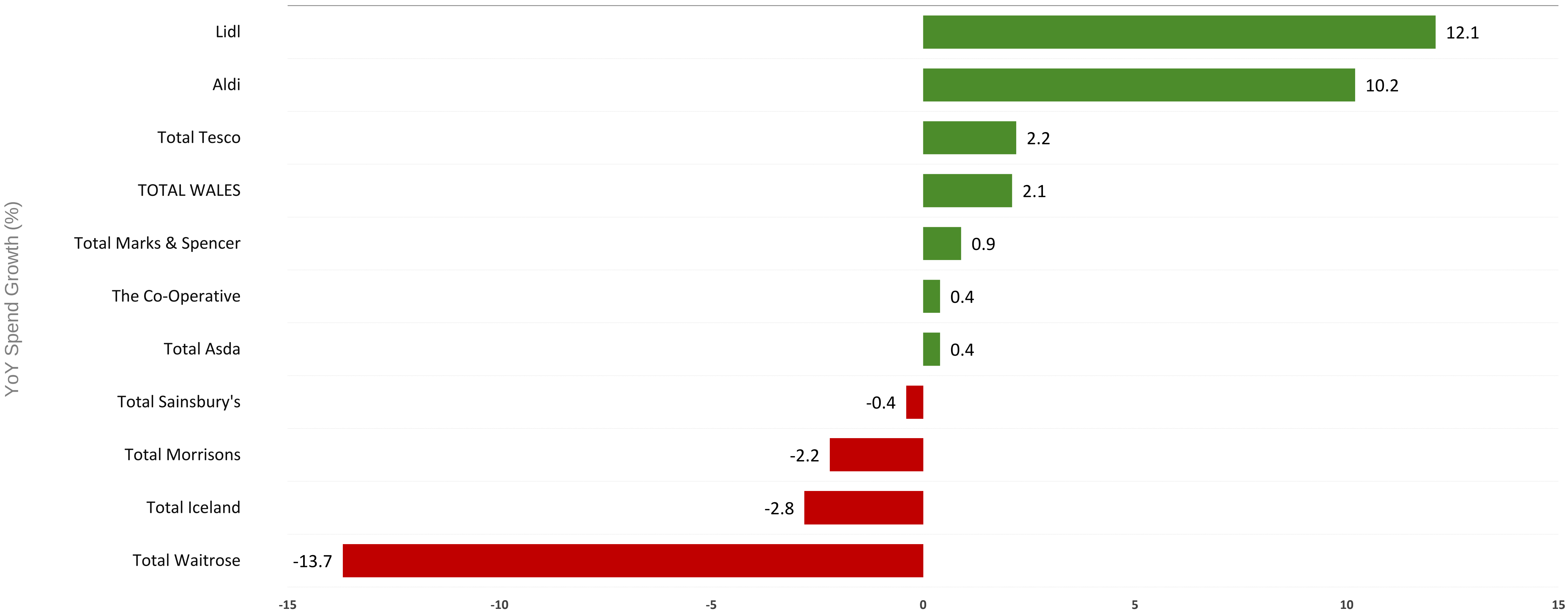


Total Grocery grows at +2.5% across Total GB.

In Wales, the Big 4 either see a decline in their share or it remains flat whilst the discounters both increase their share this year. Unlike Total GB, Lidl's growth is larger than Aldi's



The Discounters and Tesco all grow ahead of the Total Welsh market. Waitrose (-13.7%) are the worst performing retailer and Sainsbury's and Morrisons also see decline in Wales

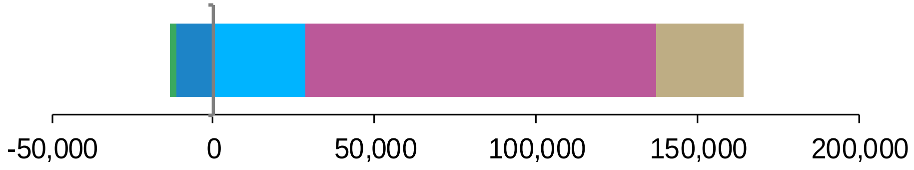


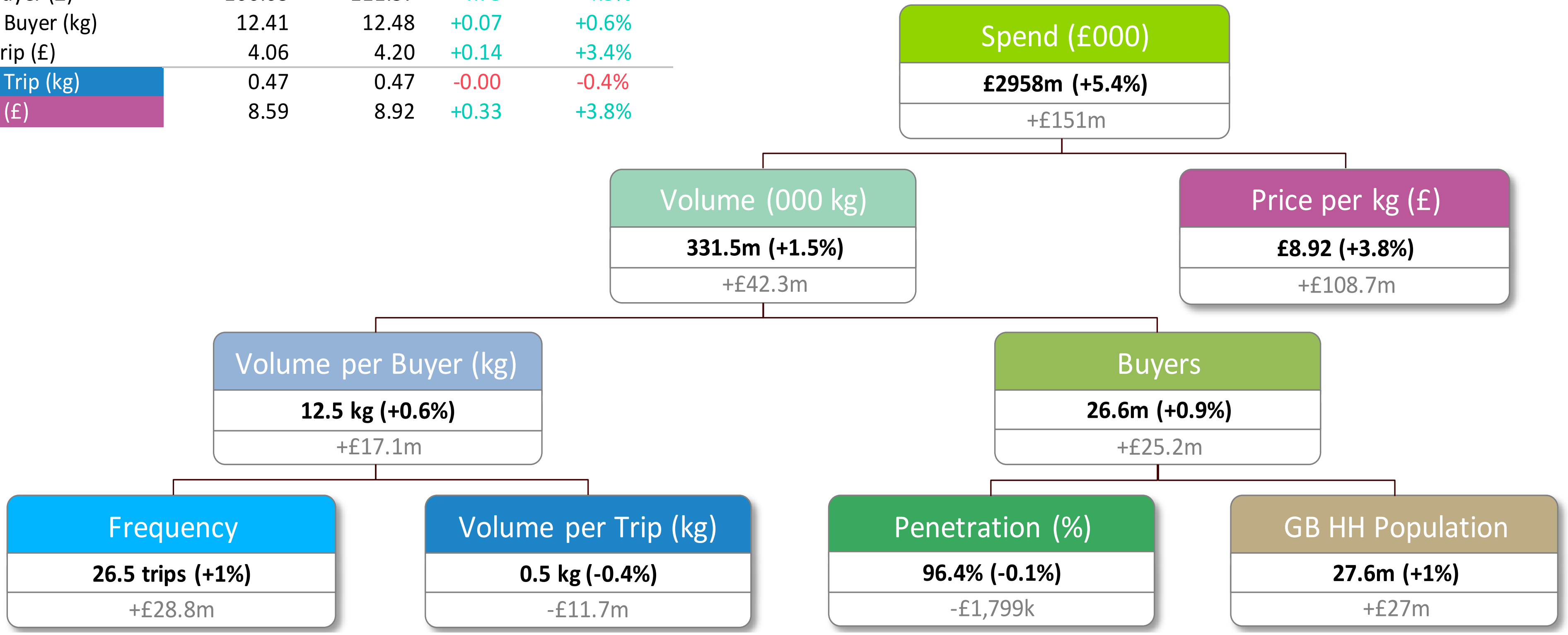
Total Fish and Seafood

Kantar Worldpanel - 52 w/e 30th December 2018

The GB Fish and Seafood market is growing at +5.4% predominately due to price increases and more frequent shopping trips

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	2,806,997	2,957,962	+150,965	+5.4%
Volume (000 kg)	326,624	331,470	+4,846	+1.5%
Penetration (%)	96.43	96.37	-0.06	-0.1%
Frequency	26.23	26.50	+0.27	+1.0%
Spend per Buyer (£)	106.63	111.37	+4.75	+4.5%
Volume per Buyer (kg)	12.41	12.48	+0.07	+0.6%
Spend per Trip (£)	4.06	4.20	+0.14	+3.4%
Volume per Trip (kg)	0.47	0.47	-0.00	-0.4%
Price per kg (£)	8.59	8.92	+0.33	+3.8%

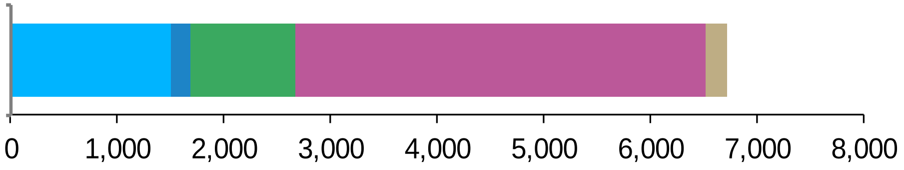




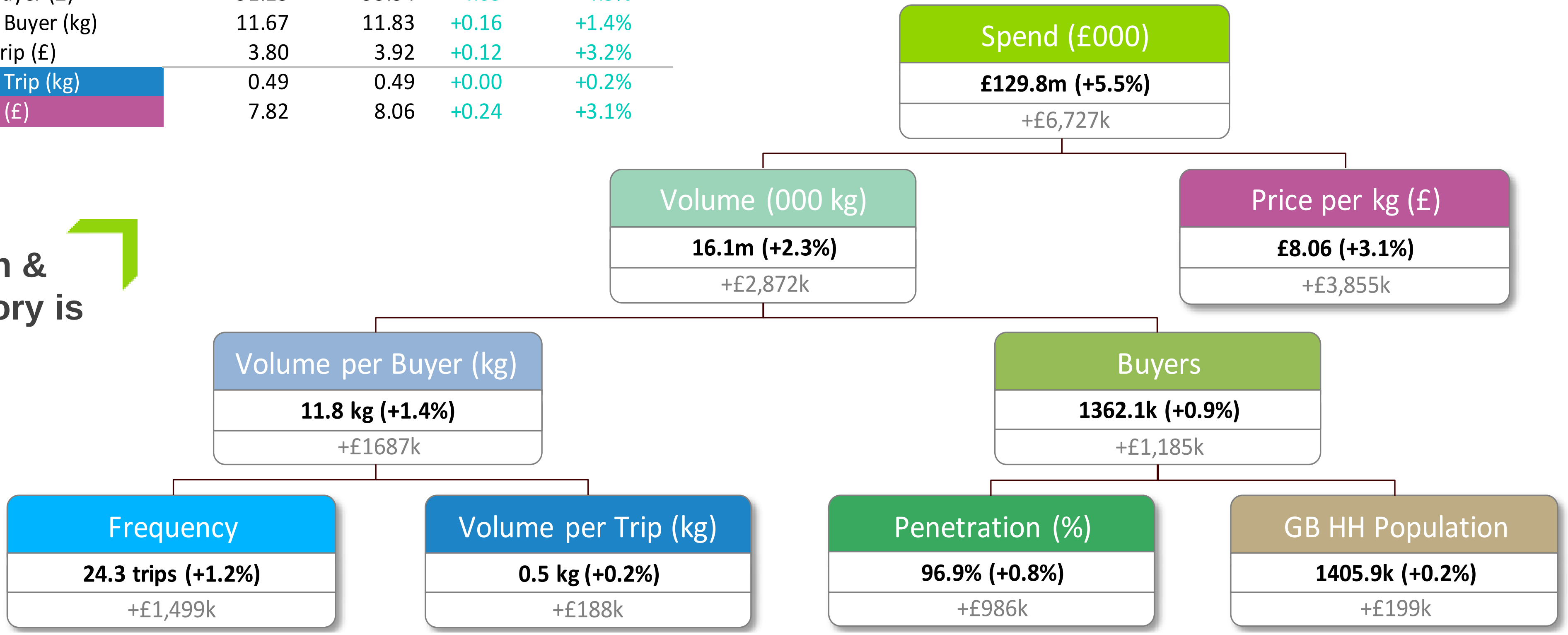
The Welsh Fish and Seafood Market grows just above the Total GB Category. All 4 KPI's are in growth, however the market is predominately driven through price inflation

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	123,121	129,848	+6,727	+5.5%
Volume (000 kg)	15,751	16,114	+363	+2.3%
Penetration (%)	96.12	96.88	+0.76	+0.8%
Frequency	24.03	24.32	+0.29	+1.2%
Spend per Buyer (£)	91.25	95.34	+4.09	+4.5%
Volume per Buyer (kg)	11.67	11.83	+0.16	+1.4%
Spend per Trip (£)	3.80	3.92	+0.12	+3.2%
Volume per Trip (kg)	0.49	0.49	+0.00	+0.2%
Price per kg (£)	7.82	8.06	+0.24	+3.1%

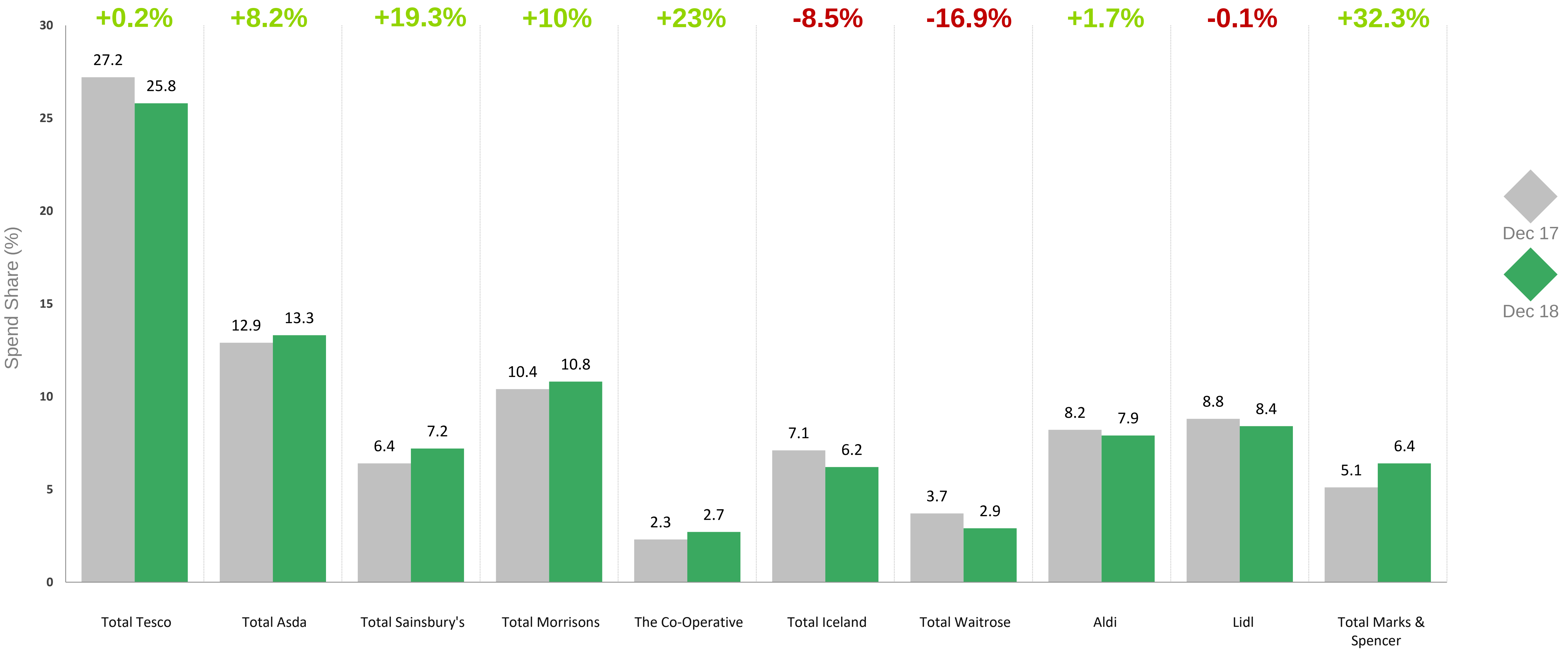
Value up 5.5% worth £6,727k



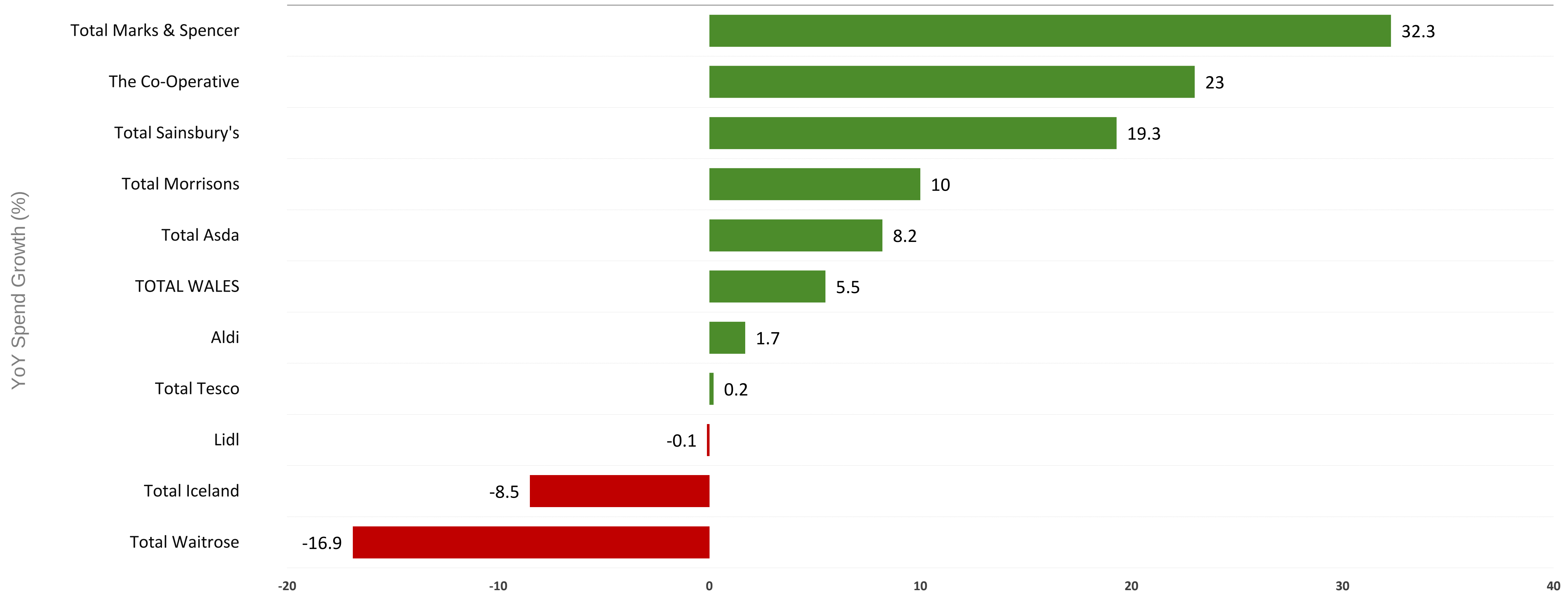
Total GB Fish & Seafood category is up +5.4%



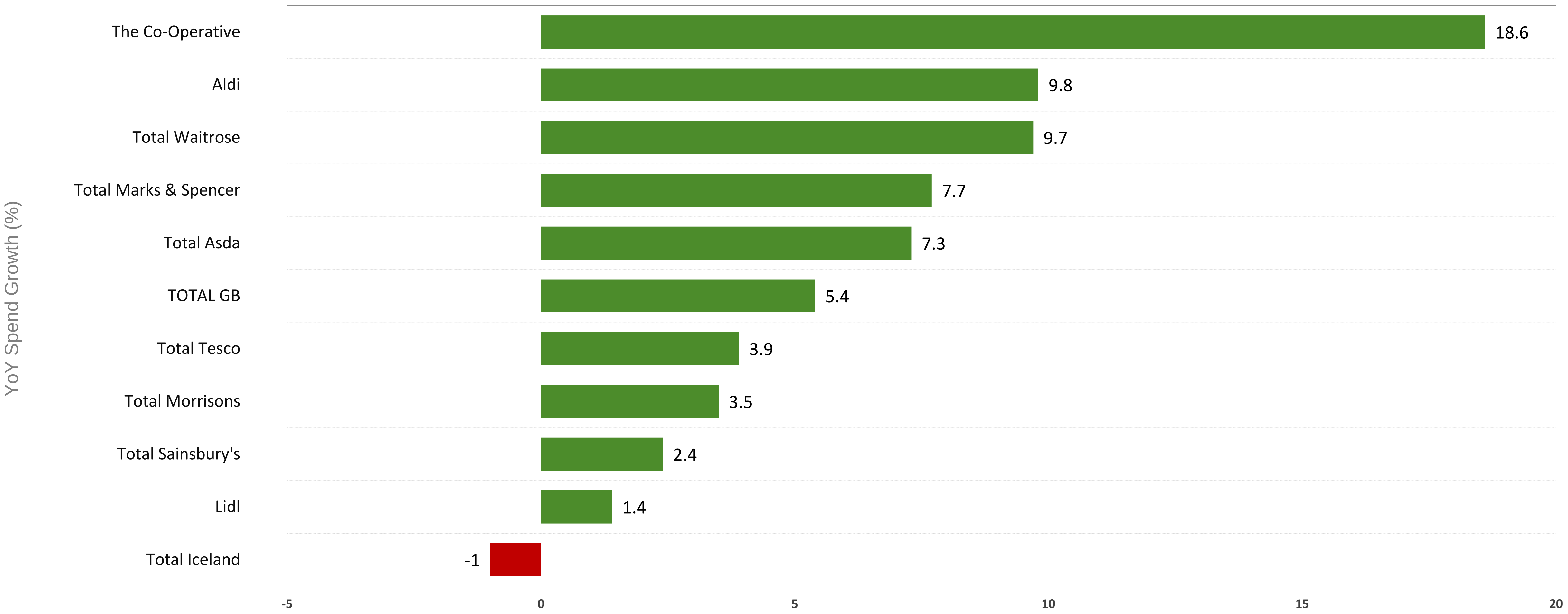
Sainsbury's record the strongest growth out of the Big 4 at +19.3% and grow by 0.8%pts. Tesco remain the market leader and still grow at +0.2% despite losing -1.4%pts in share terms



Both M&S and Co-Op annualise on last year's poor performance and record strong double digit growth whilst premium retailer Waitrose decline at -16.9%

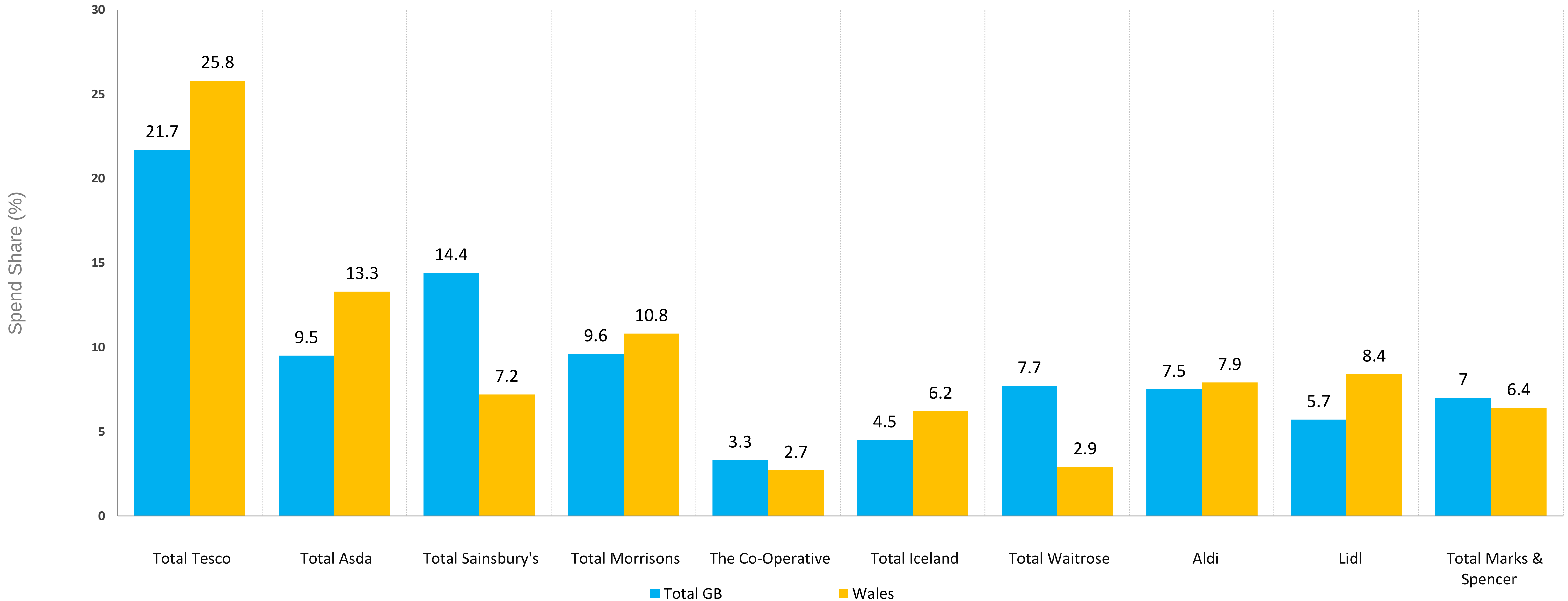


At a Total GB level the Co-Op also see double digit growth (+18.6%). Iceland are the only retailer to see decline at -1%

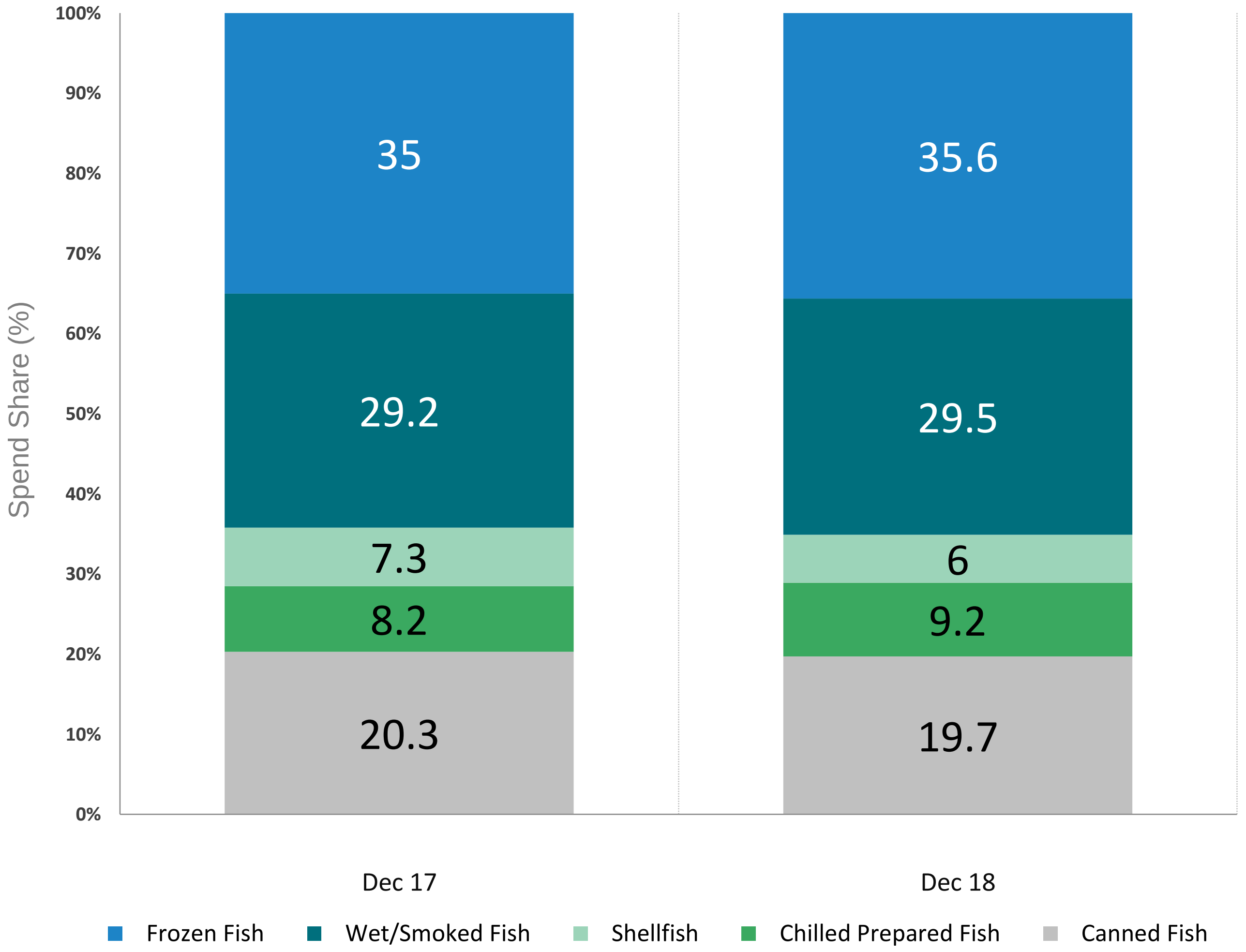


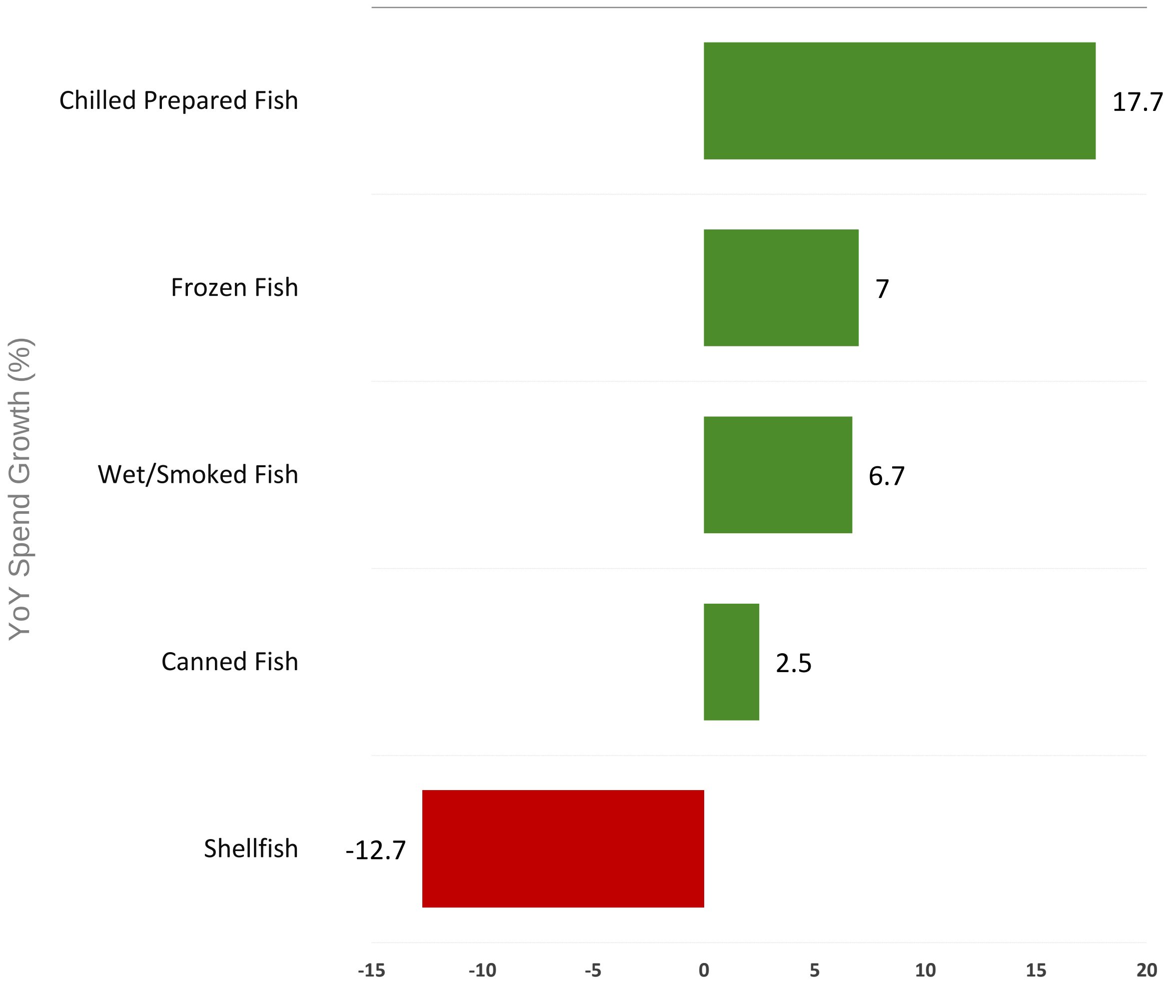
Out of the Big 4, Sainsbury's and Morrisons both see huge overtrades within their Fish & Seafood category in comparison to the Welsh Grocery market

Retailer share of spend : Total Wales	Total Tesco	Total Asda	Total Sainsbury's	Total Morrisons	The Co-Operative	Total Iceland	Total Waitrose	Aldi	Lidl	Total Marks & Spencer
	29.3%	14.9%	5.6%	9.5%	4.5%	2.7%	1.8%	6.7%	6.9%	2.9%

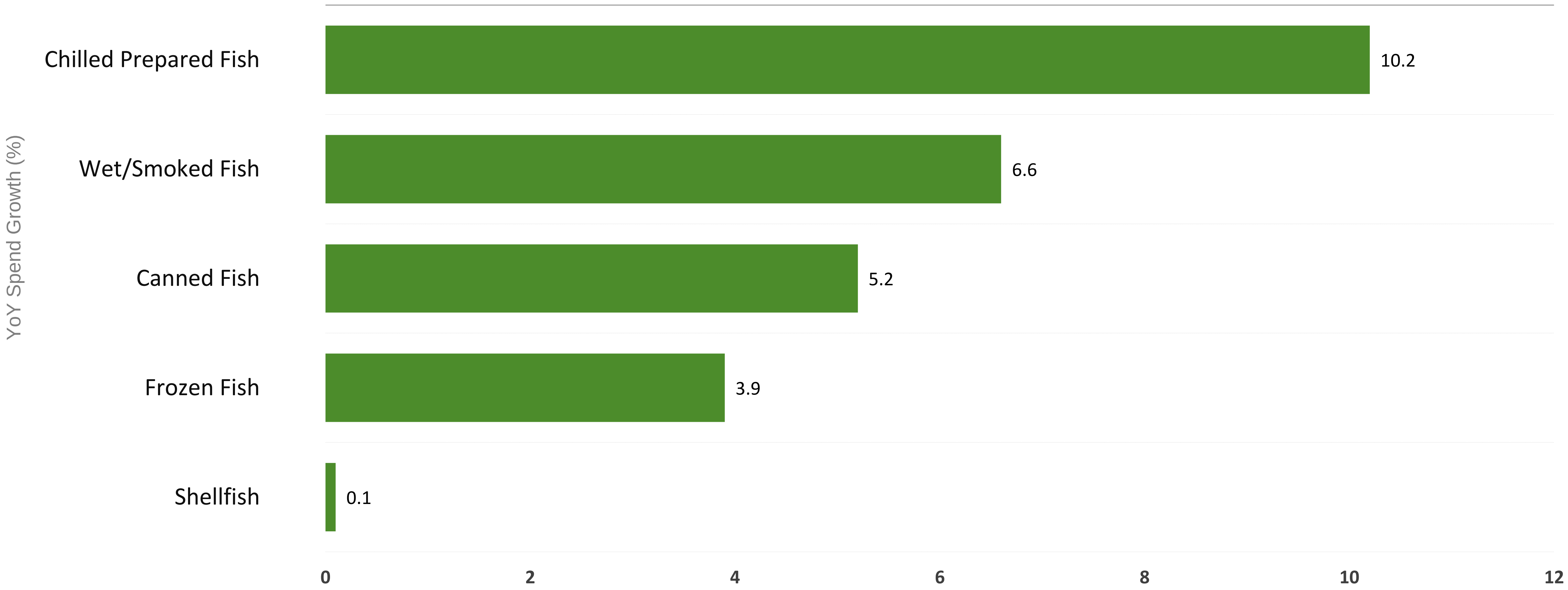


Despite having less than 10% share of the market, Chilled Prepared Fish see the strongest growth at +17.7% whilst Shellfish is the only category to decline (-12.7%)

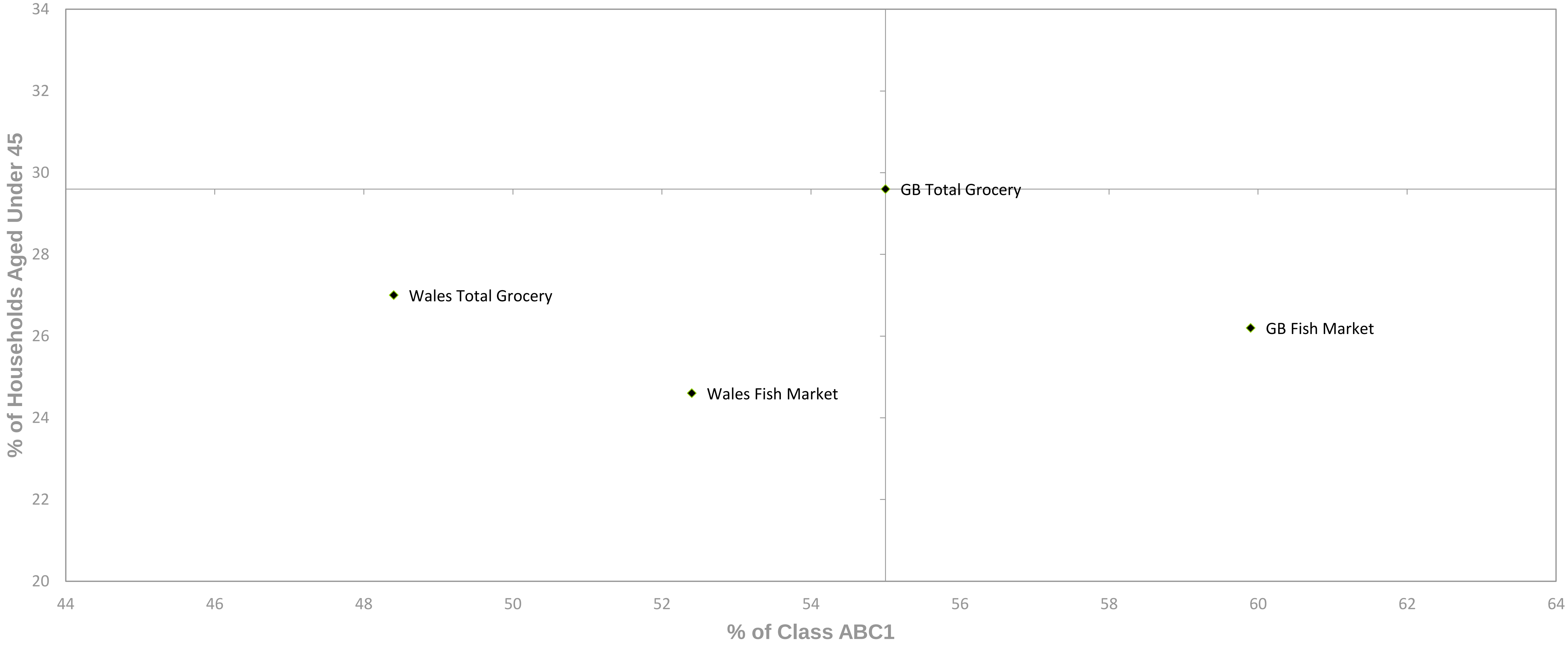




Chilled Prepared Fish has the strongest growth at a Total GB level with growth of +10.2% however all sectors see growth within the GB market



The GB Fish Market attracts a more affluent shopper than both the GB Total Grocery and the Welsh Fish shopper. Both the Welsh and the Total GB Fish shopper are older than their respective Grocery shoppers



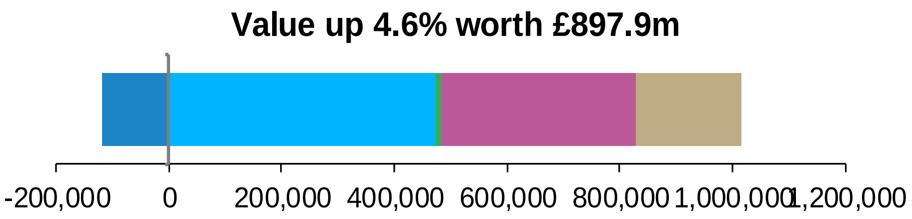
KANTAR WORLDPANEL

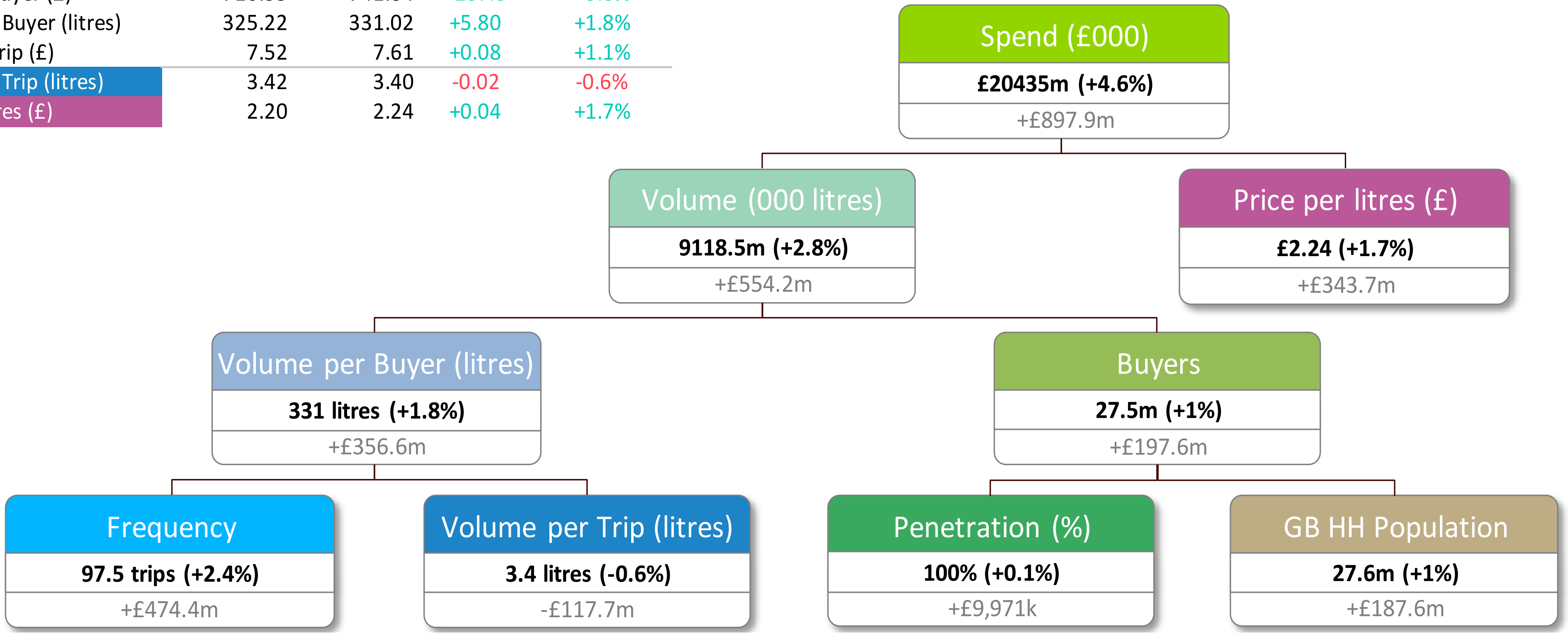
Total Beverages

Kantar Worldpanel - 52 w/e 30th December 2018

The GB value of Total Beverages is up +4.6% due to more frequent shopping trips and increasing prices. Although trips are increasing, shoppers are purchasing less per trip

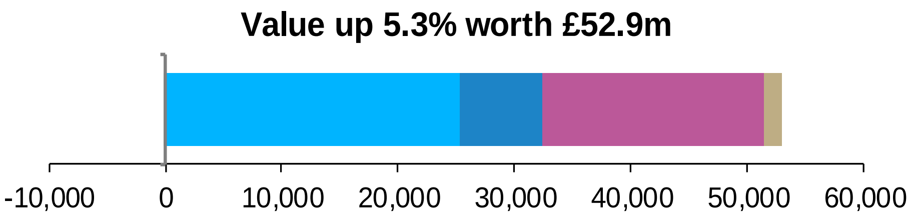
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	19,537,070	20,434,960	+897,890	+4.6%
Volume (000 litres)	8,869,854	9,118,534	+248,680	+2.8%
Penetration (%)	99.90	99.95	+0.05	+0.1%
Frequency	95.21	97.50	+2.29	+2.4%
Spend per Buyer (£)	716.35	741.84	+25.49	+3.6%
Volume per Buyer (litres)	325.22	331.02	+5.80	+1.8%
Spend per Trip (£)	7.52	7.61	+0.08	+1.1%
Volume per Trip (litres)	3.42	3.40	-0.02	-0.6%
Price per litres (£)	2.20	2.24	+0.04	+1.7%



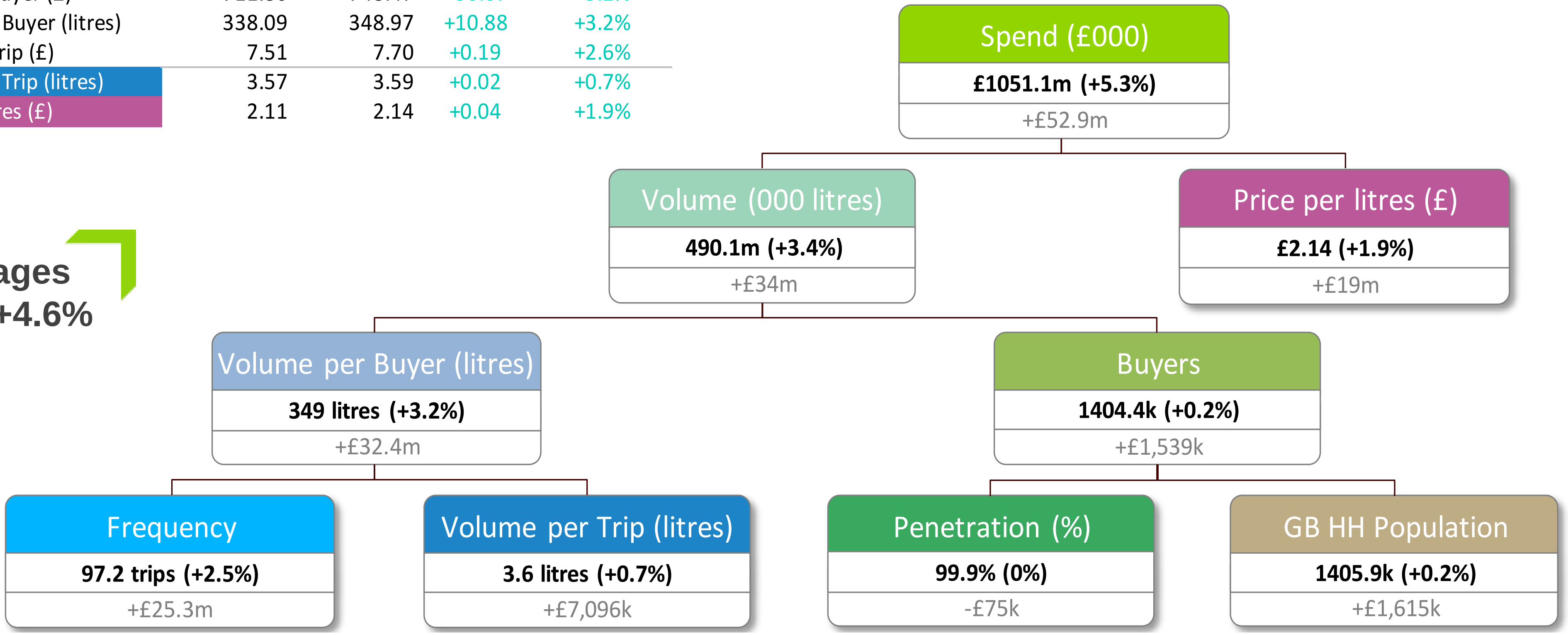


In Wales, Total Beverages becomes a £1B category growing at +5.3% which has been driven through frequency and price inflation, as well as volume per trip which declines within Total GB Beverages

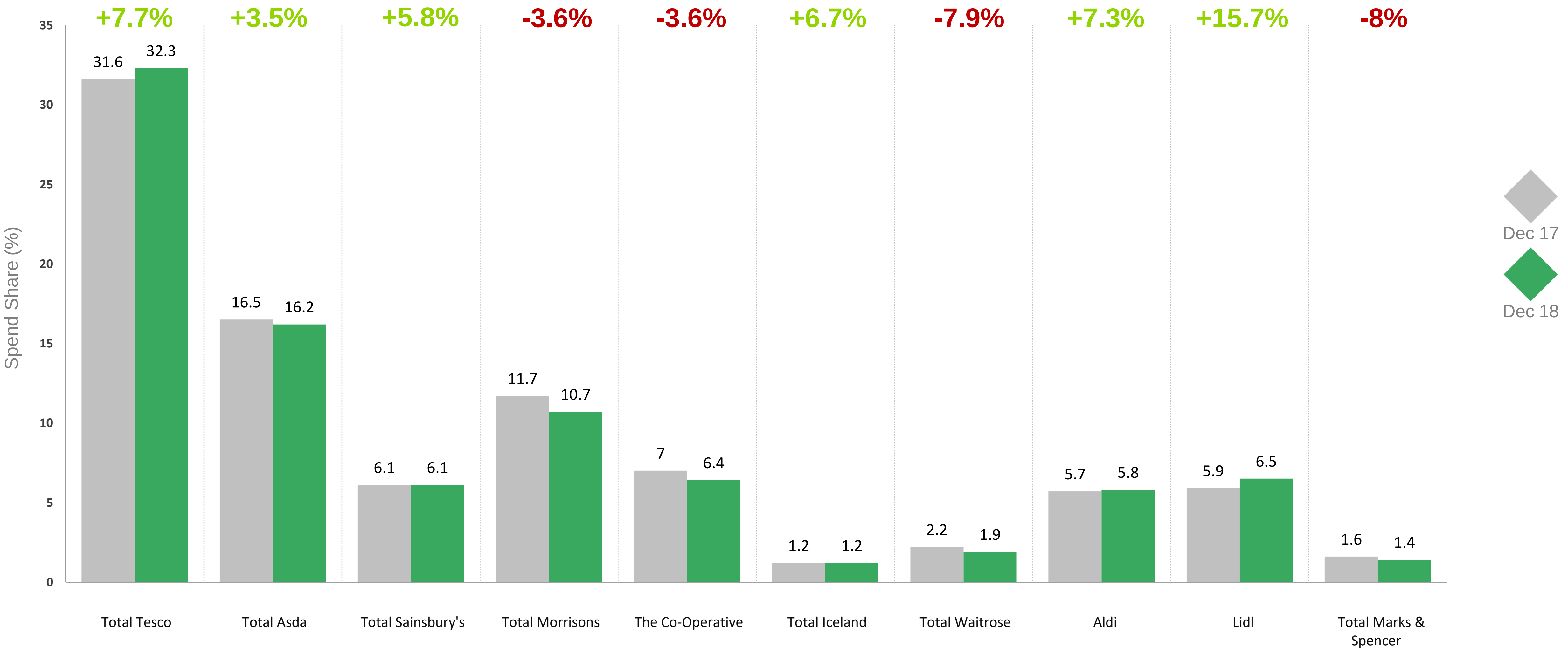
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	998,144	1,051,055	+52,911	+5.3%
Volume (000 litres)	474,092	490,050	+15,958	+3.4%
Penetration (%)	99.90	99.89	-0.01	-0.0%
Frequency	94.80	97.17	+2.37	+2.5%
Spend per Buyer (£)	711.80	748.47	+36.67	+5.2%
Volume per Buyer (litres)	338.09	348.97	+10.88	+3.2%
Spend per Trip (£)	7.51	7.70	+0.19	+2.6%
Volume per Trip (litres)	3.57	3.59	+0.02	+0.7%
Price per litres (£)	2.11	2.14	+0.04	+1.9%



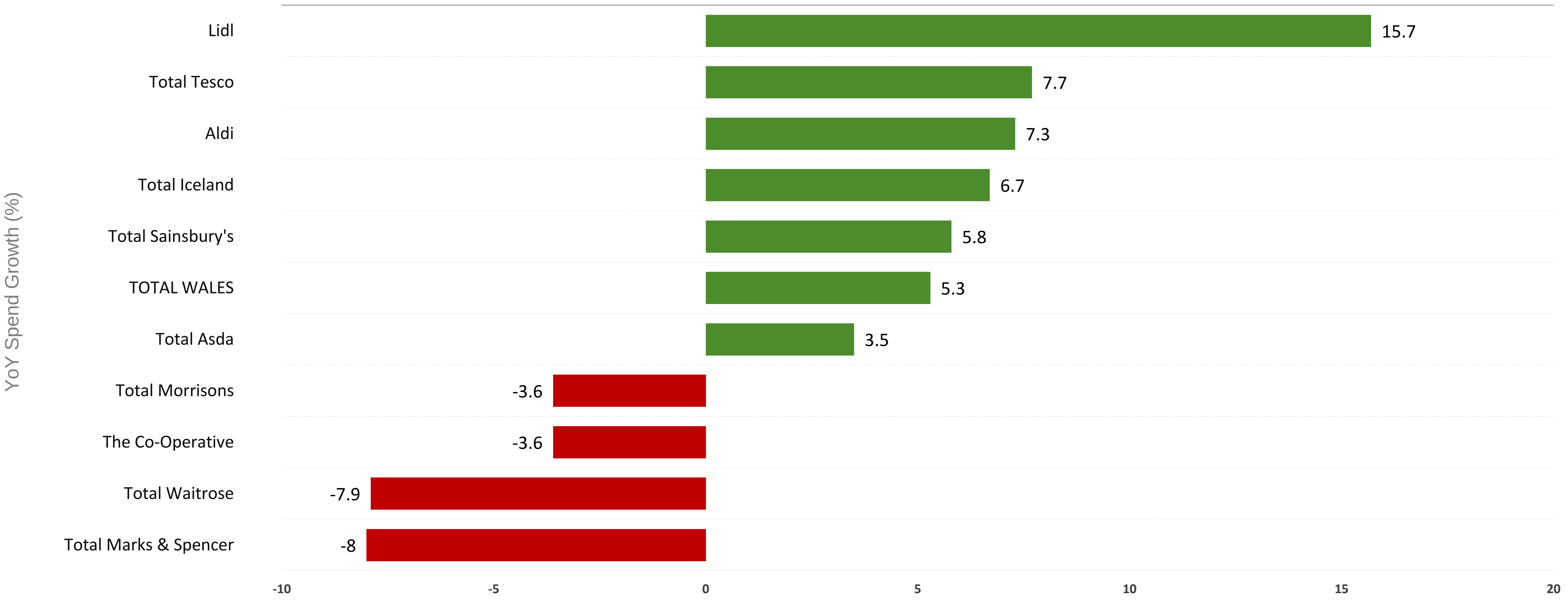
The GB Beverages Category is up +4.6%



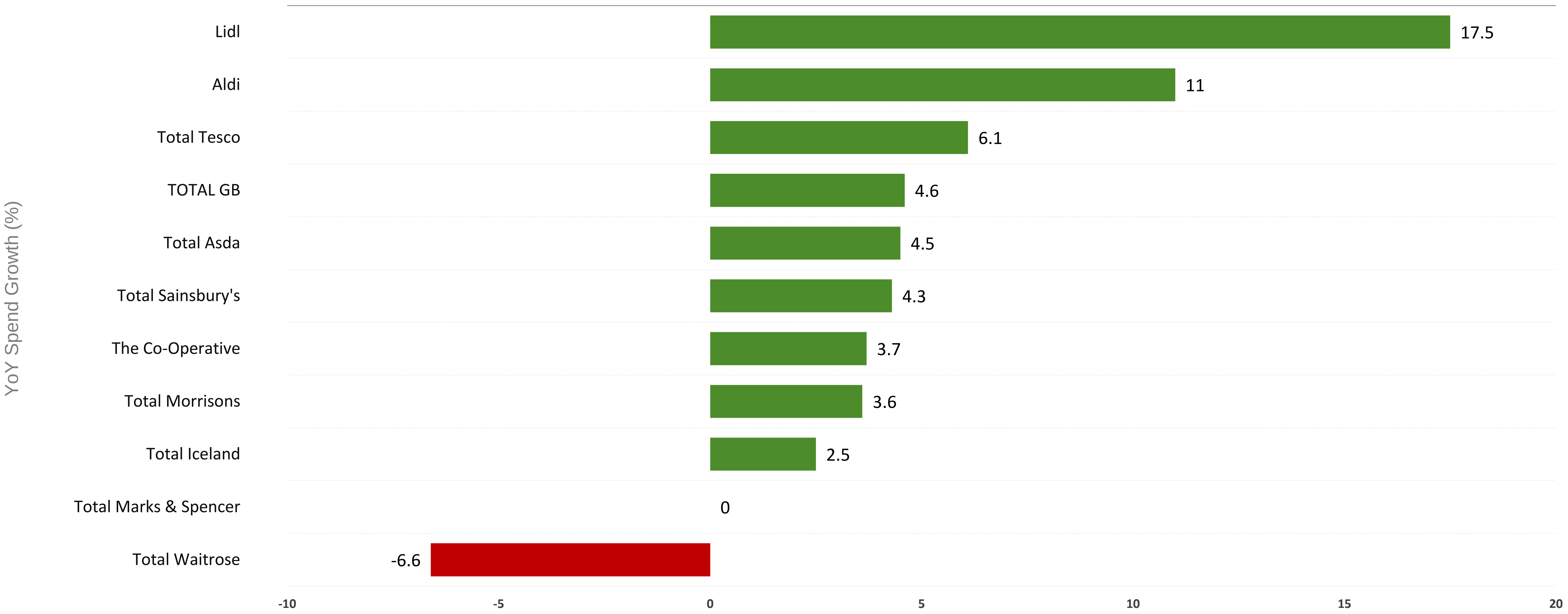
Lidl see the strongest growth at +15.7% and have increased their share by 0.6%pts, whilst Tesco make up almost 1/3rd of the Welsh Beverage market and continue to grow at +7.7%



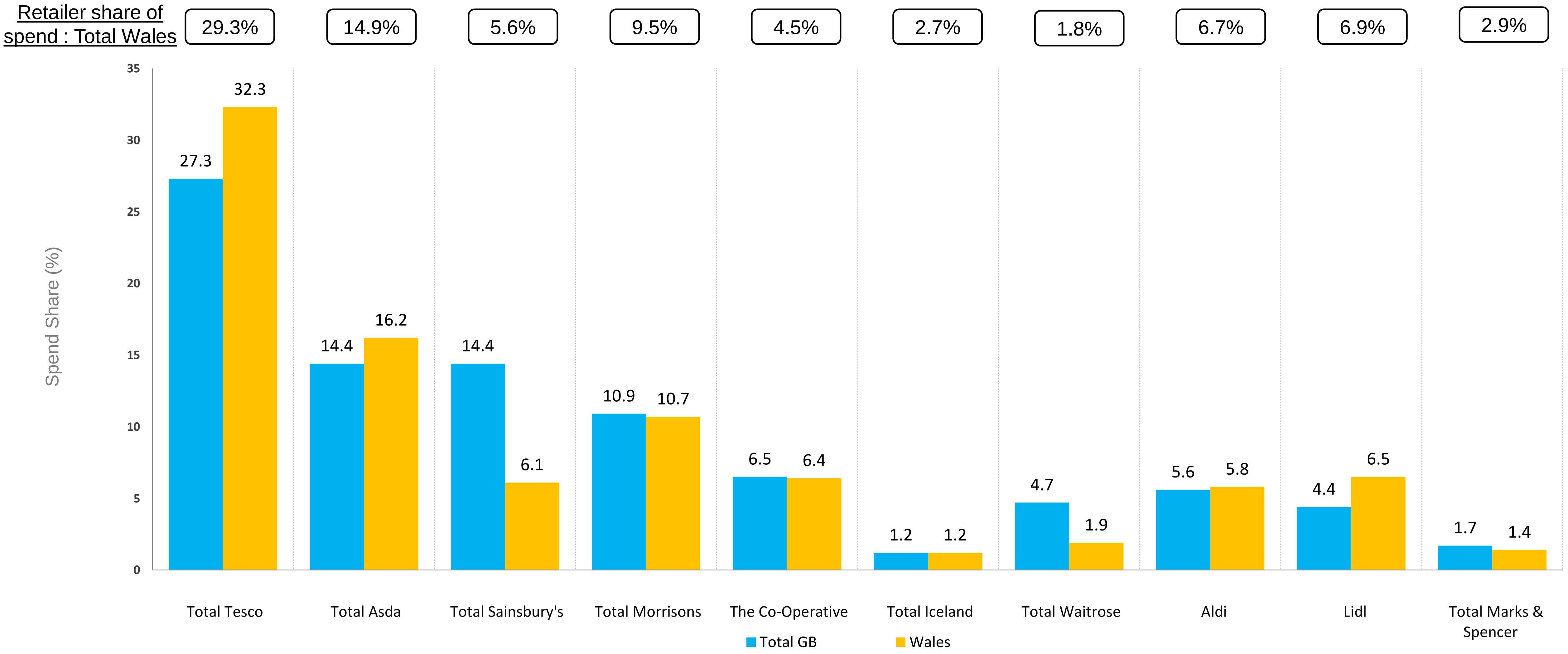
Lidl see the strongest growth within Wales at +15.7% however premium retailers M&S and Waitrose decline by -8% and -7.9% respectively



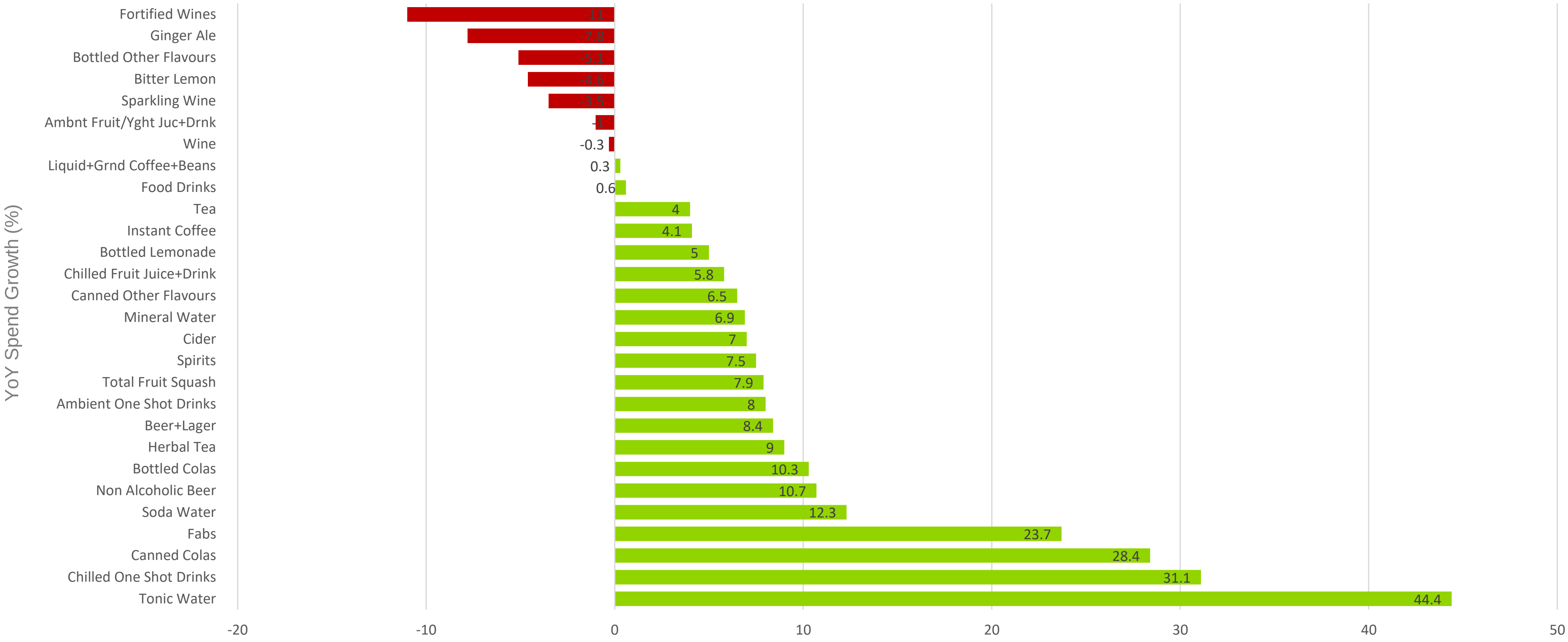
Similarly at a Total GB level, Lidl also record the strongest growth (+17.5%) followed by their competitor Aldi who also record double digit growth (+11%)



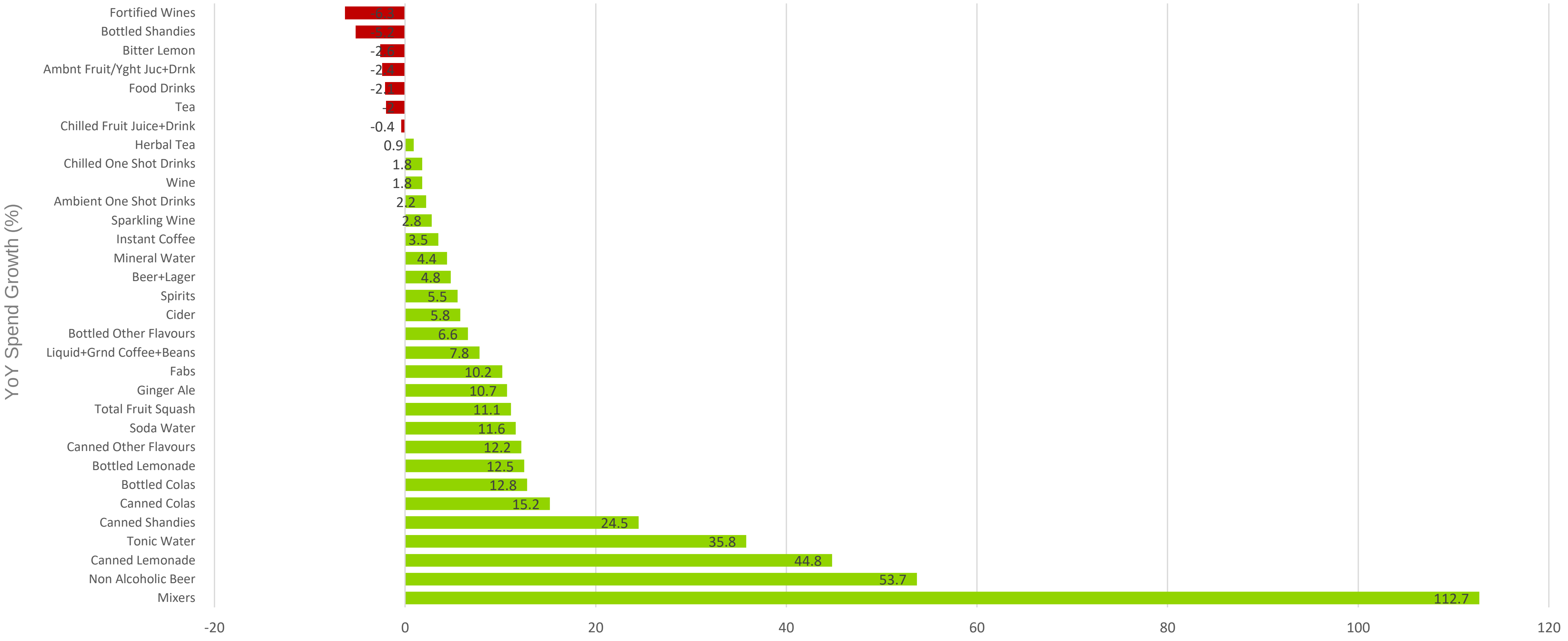
Both of the discounters under trade in the Wales Total Beverages market in comparison to their share at Total Grocery level



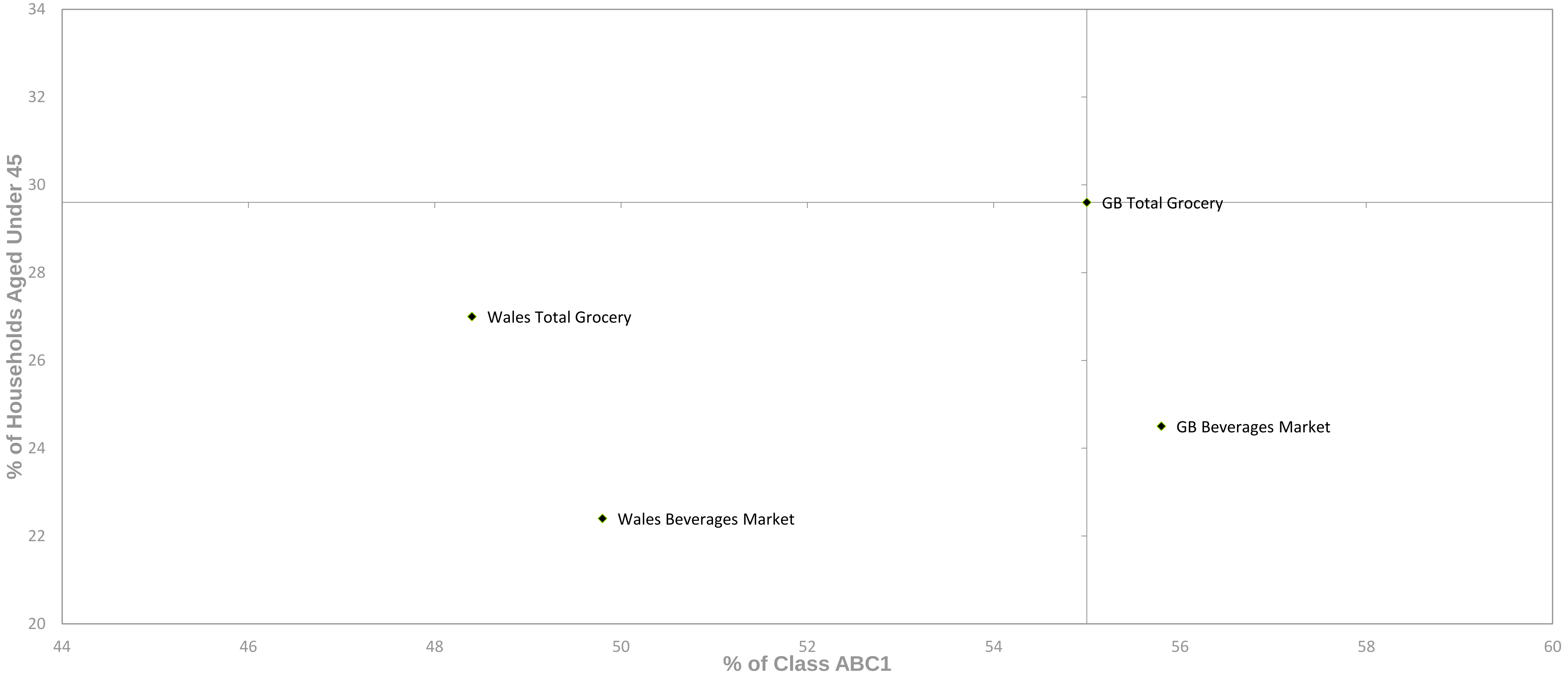
Tonic Water is the fastest growing beverage at +44.4% however Fortified Wines is the worst performer seeing decline of -11% YoY



Within the Total GB market, Mixers record growth of +112.7% although from a small base and Non Alcoholic Beer also grows at +53.7%. Similarly to Wales, Fortified Wines are declining the heaviest



Welsh Beverage shoppers continue to be older and less affluent than the Total GB Beverage shopper.

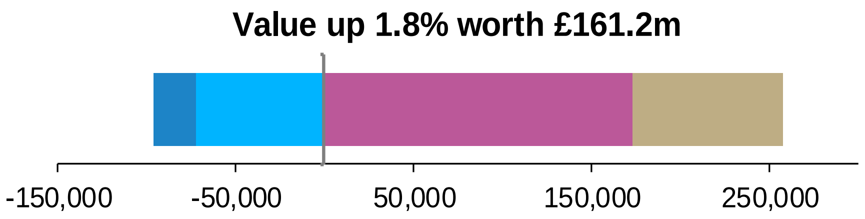


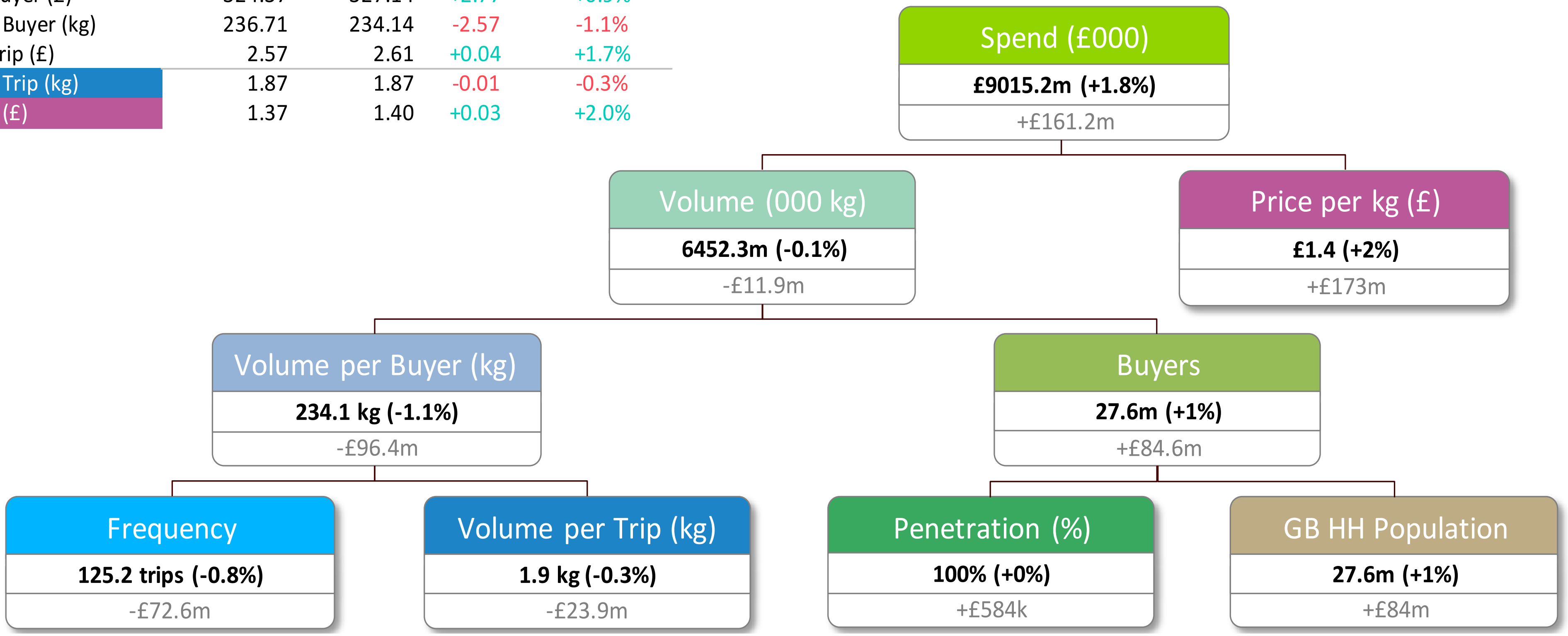
Total Bakery

Kantar Worldpanel - 52 w/e 30th December 2018

Bakery sees steady growth of +1.8% however this has all been driven by an increase in price – is this sustainable moving forward?

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	8,853,996	9,015,175	+161,179	+1.8%
Volume (000 kg)	6,461,110	6,452,261	-8,849	-0.1%
Penetration (%)	99.98	99.99	+0.01	+0.0%
Frequency	126.25	125.22	-1.03	-0.8%
Spend per Buyer (£)	324.37	327.14	+2.77	+0.9%
Volume per Buyer (kg)	236.71	234.14	-2.57	-1.1%
Spend per Trip (£)	2.57	2.61	+0.04	+1.7%
Volume per Trip (kg)	1.87	1.87	-0.01	-0.3%
Price per kg (£)	1.37	1.40	+0.03	+2.0%

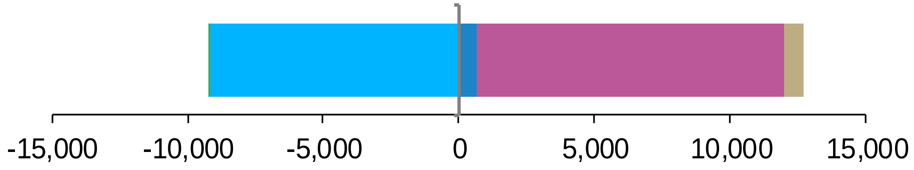


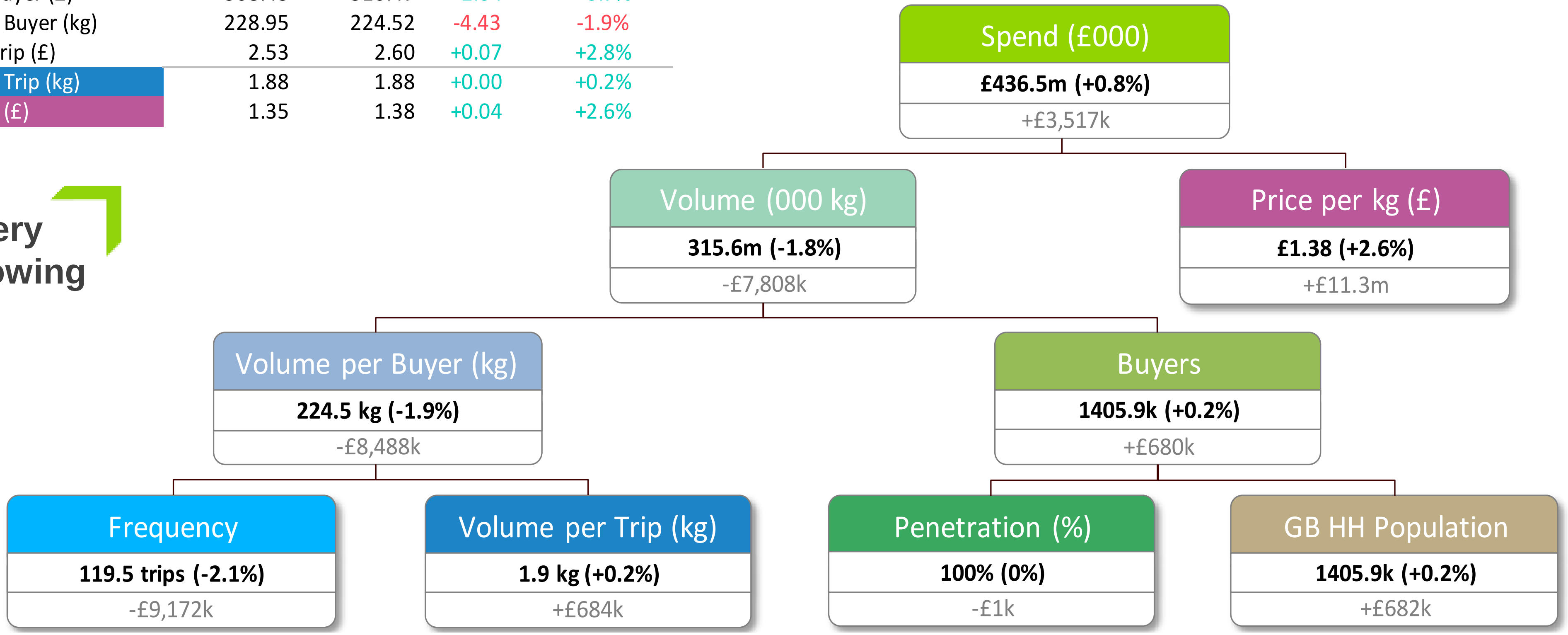


Welsh Bakery is in growth (+0.8%) but at a slower rate than the GB market (+1.8%) this is also predominately driven through inflation and slightly bigger basket sizes

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	432,935	436,452	+3,517	+0.8%
Volume (000 kg)	321,379	315,630	-5,749	-1.8%
Penetration (%)	100.00	100.00	-0.00	-0.0%
Frequency	122.10	119.55	-2.56	-2.1%
Spend per Buyer (£)	308.43	310.47	+2.04	+0.7%
Volume per Buyer (kg)	228.95	224.52	-4.43	-1.9%
Spend per Trip (£)	2.53	2.60	+0.07	+2.8%
Volume per Trip (kg)	1.88	1.88	+0.00	+0.2%
Price per kg (£)	1.35	1.38	+0.04	+2.6%

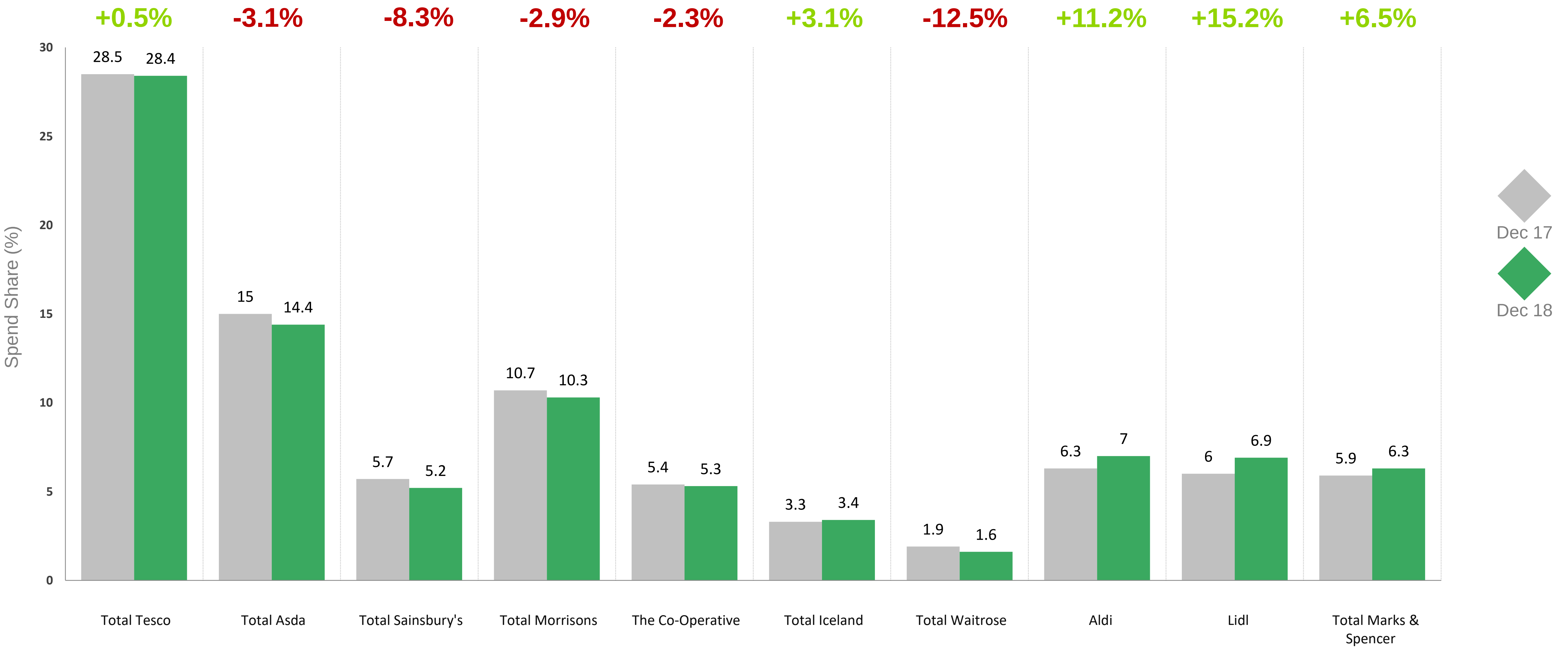
Value up 0.8% worth £3,517k



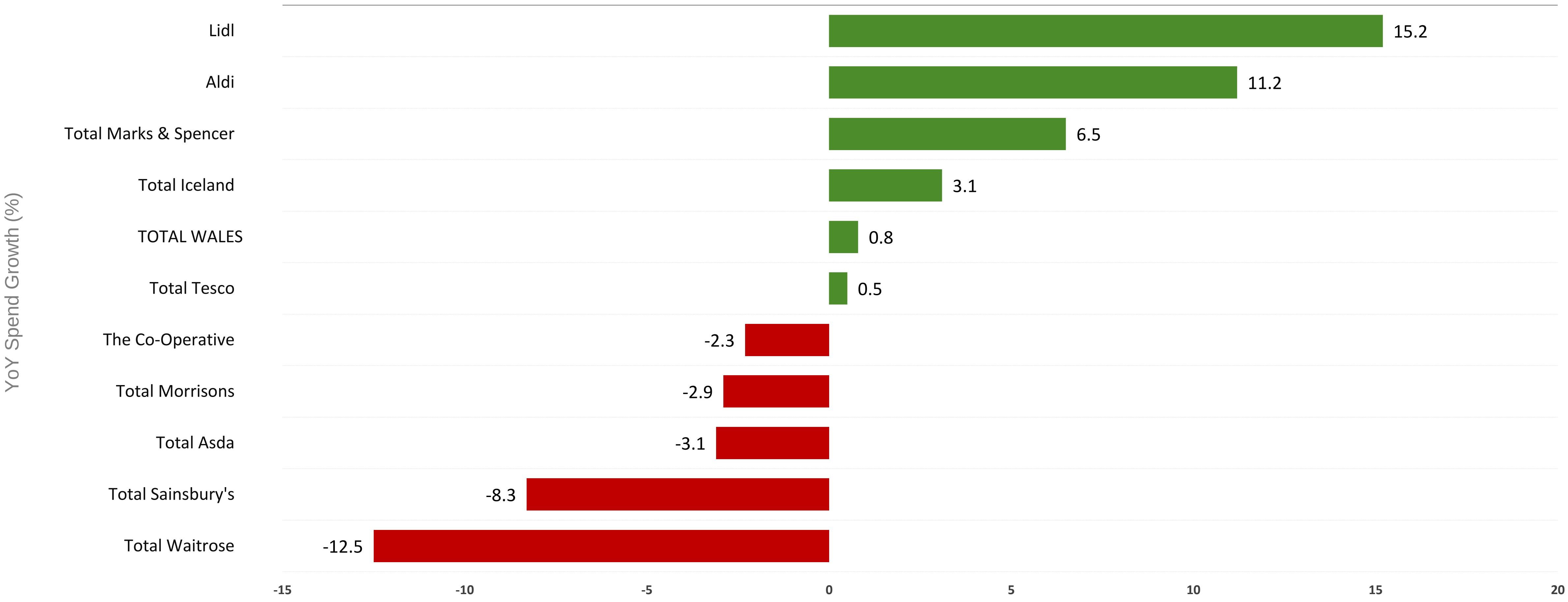


The GB Bakery Category is growing at +1.8%

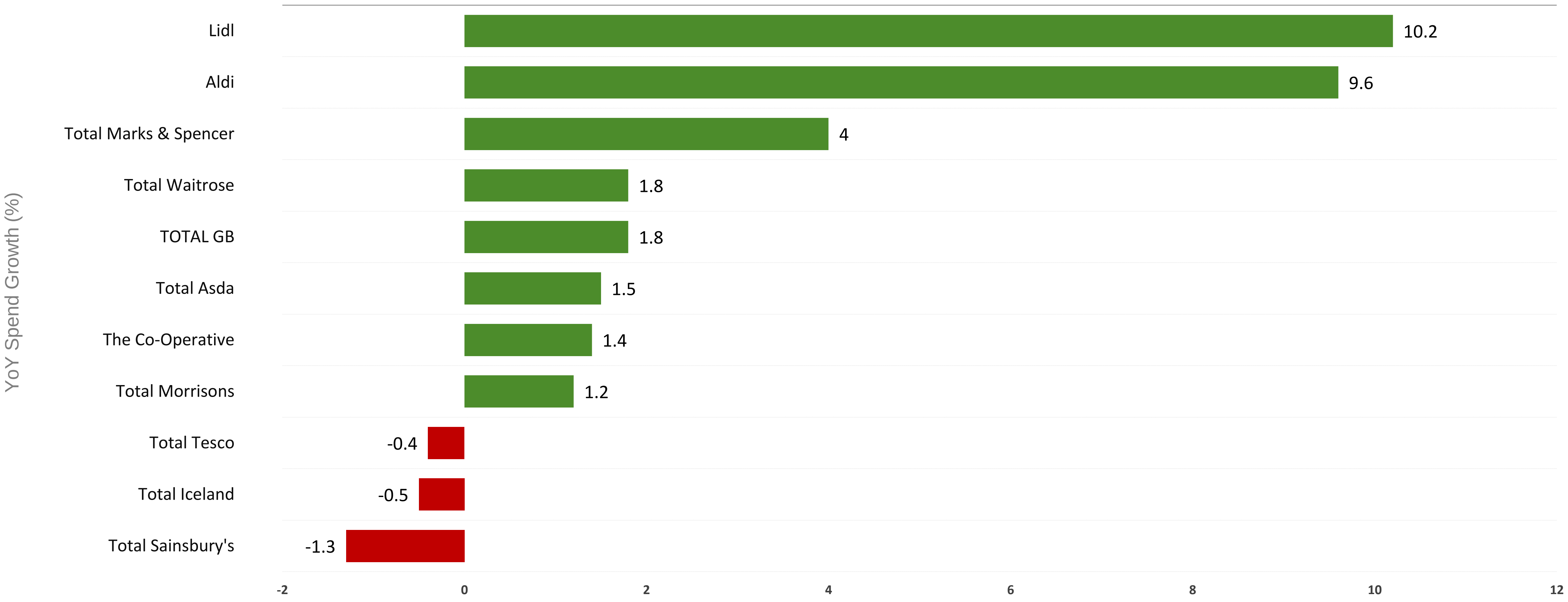
Aldi and Lidl increase their share by +0.7%pts and +0.9%pts respectively and both record double digit growth. Out of the Big 4, it is only Tesco's Bakery which see growth, albeit small growth at +0.5%



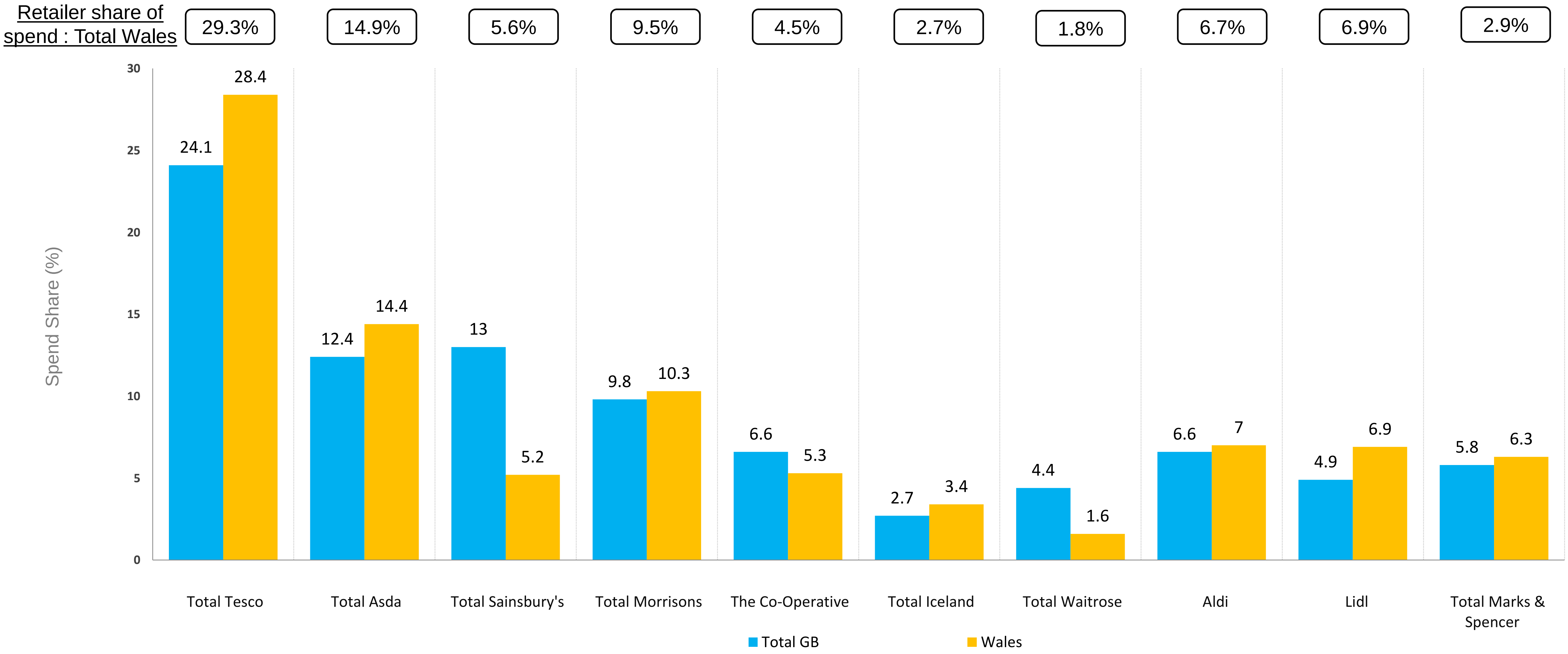
Unsurprisingly it is the discounters that see the strongest growth, both recording double digit increases. Whereas, yet again Waitrose suffer YoY decline



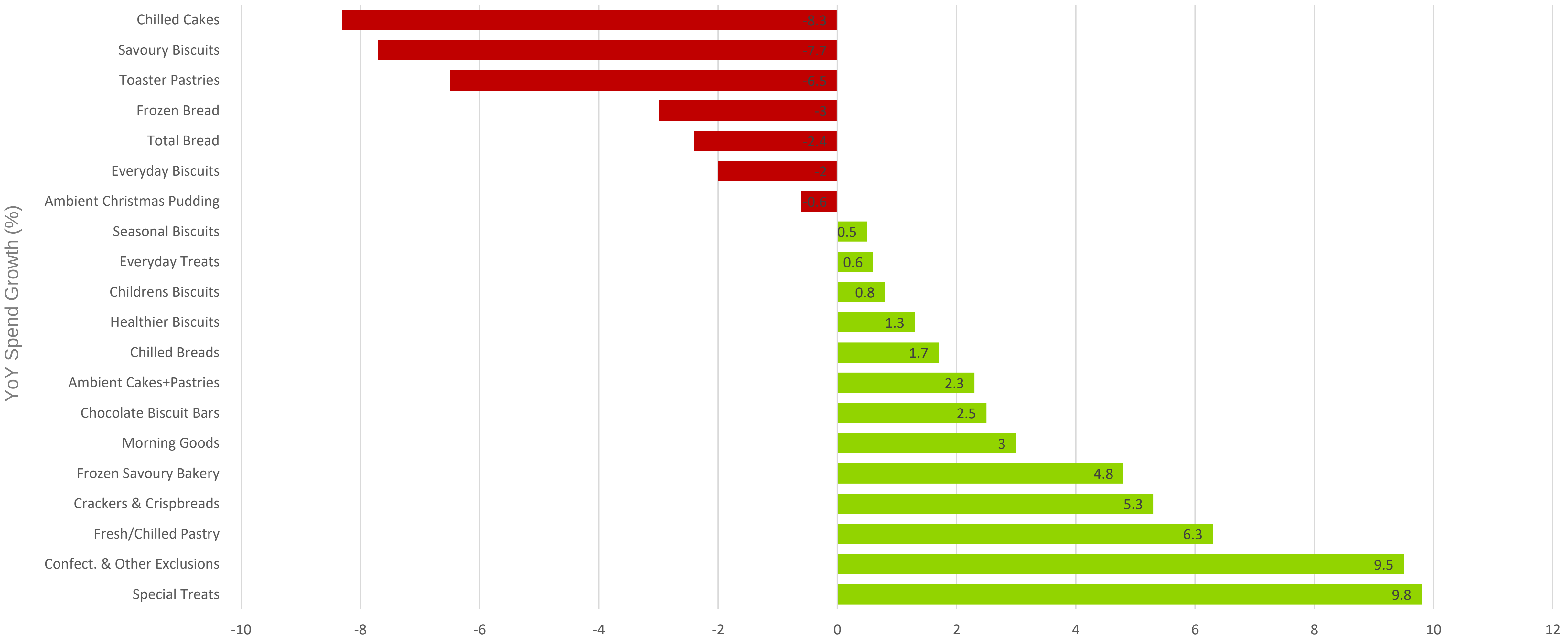
In the GB Market the same trend is evidenced with Aldi and Lidl. However, Waitrose is the surprise retailer which grows at +1.8% in the GB Market but sees decline of -12.5% in Wales



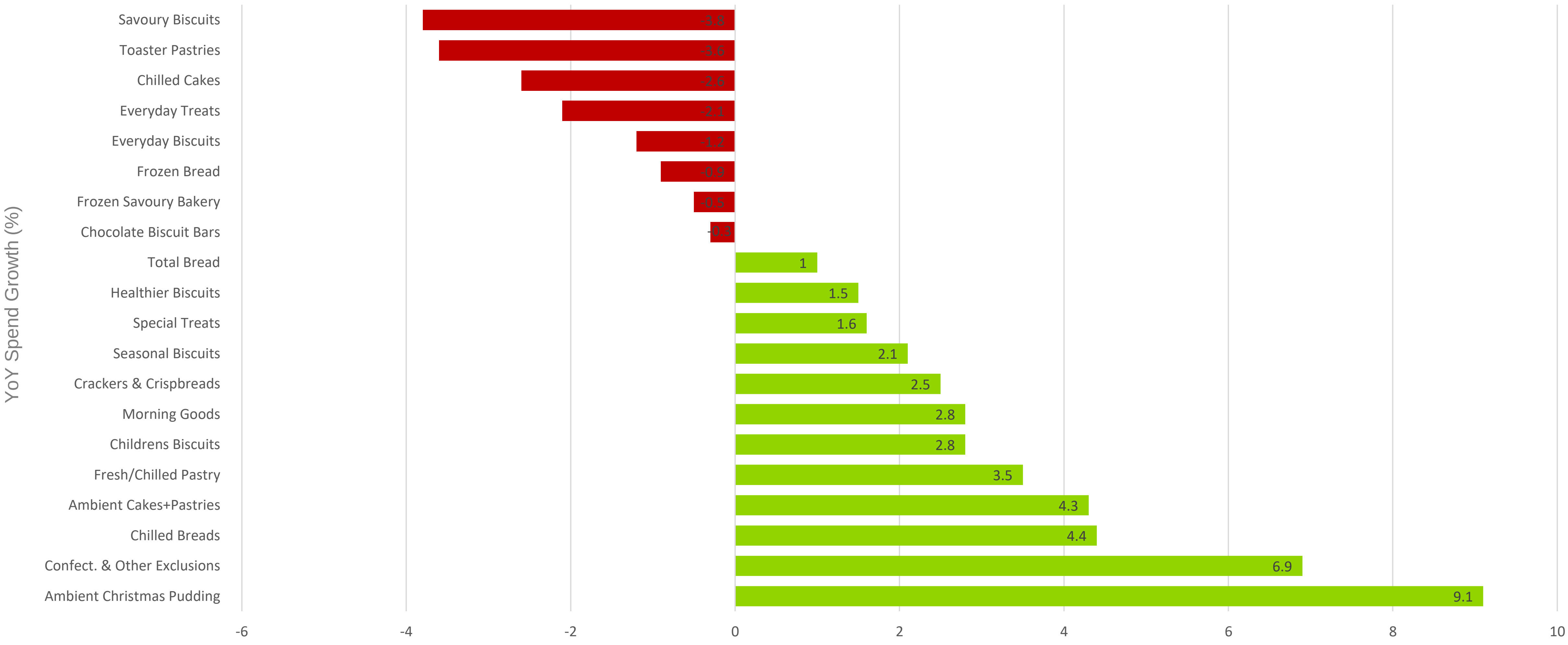
In Wales 3 of the Big 4 retailers bar Morrisons under trade in Bakery



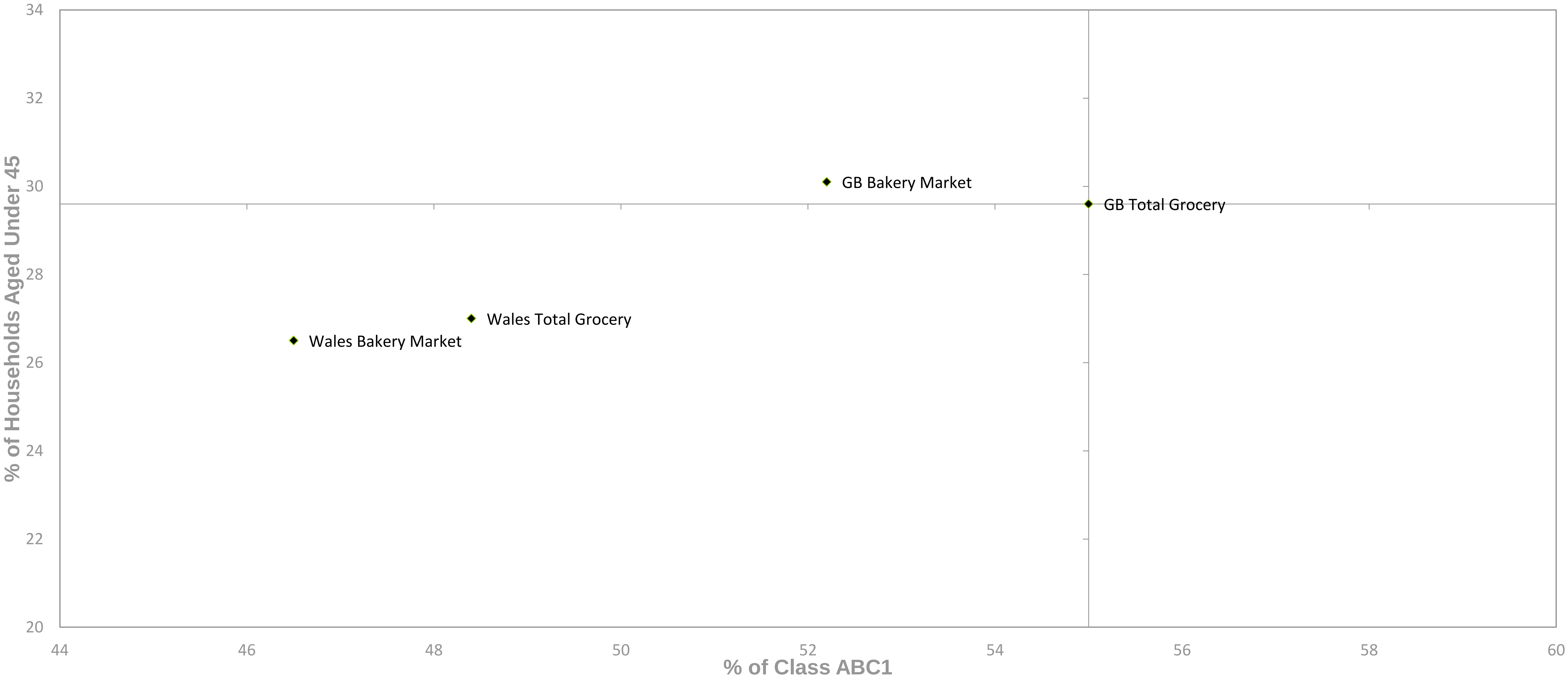
Special Treats is the fastest growing sector at +9.8% in Wales, whereas Chilled Cakes and Savoury Biscuits are 2 of the worst performing sectors



Ambient Christmas Pudding (+9.1%) and Confectionary (+6.9%) see the strongest growth whereas Savoury Biscuits and Chilled Cakes even see decline at Total GB Market level



Welsh Bakery shoppers are a lot less affluent and older than GB Bakery shoppers. The GB Bakery shopper is slightly less younger and affluent compared to the GB Total Grocery shopper



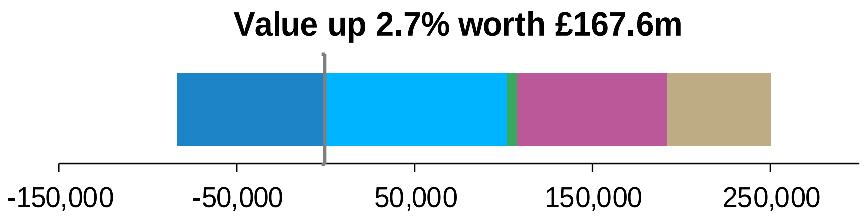
KANTAR WORLDPANEL

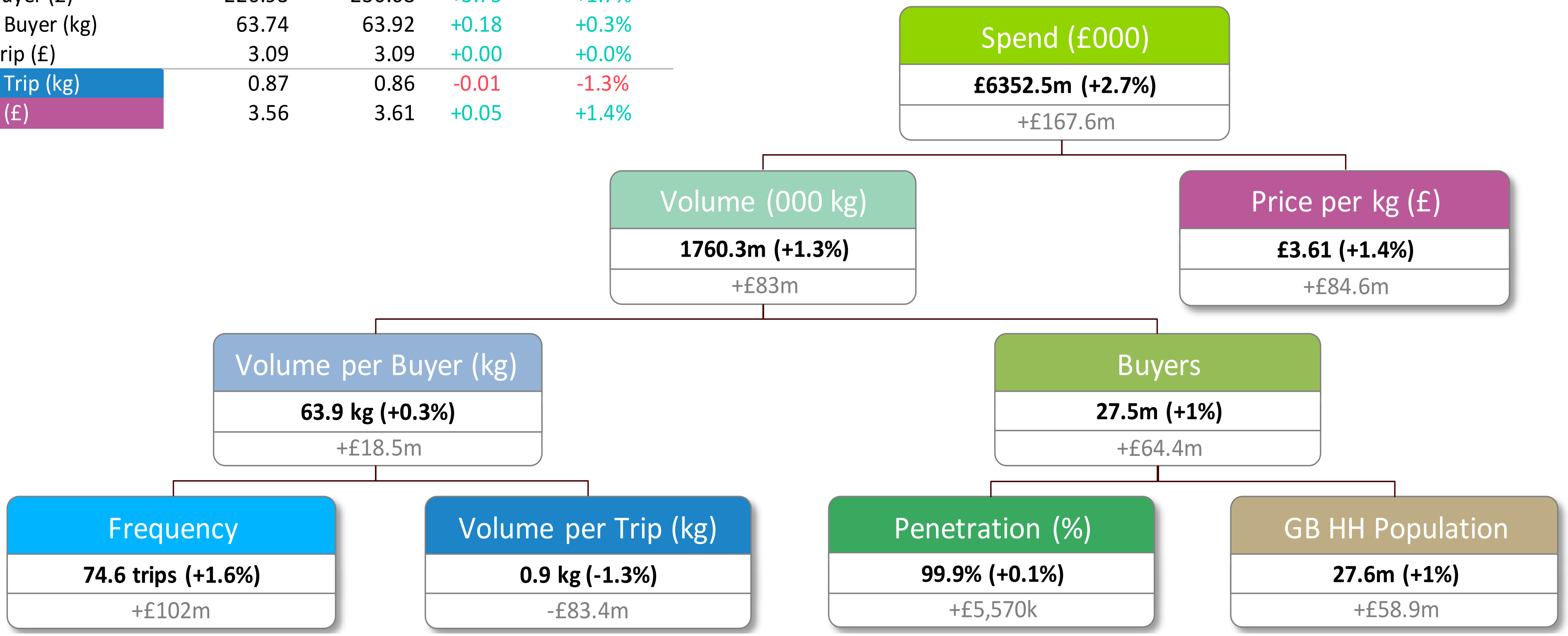
Total Cereal, Grains and Starch

Kantar Worldpanel - 52 w/e 30th December 2018

The Cereals, Grains and Starch market is growing at +2.7%, despite shoppers purchasing less per trip; the growth is driven through rising prices and more frequent purchases

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	6,184,915	6,352,517	+167,602	+2.7%
Volume (000 kg)	1,737,274	1,760,261	+22,987	+1.3%
Penetration (%)	99.83	99.92	+0.09	+0.1%
Frequency	73.43	74.64	+1.21	+1.6%
Spend per Buyer (£)	226.93	230.68	+3.75	+1.7%
Volume per Buyer (kg)	63.74	63.92	+0.18	+0.3%
Spend per Trip (£)	3.09	3.09	+0.00	+0.0%
Volume per Trip (kg)	0.87	0.86	-0.01	-1.3%
Price per kg (£)	3.56	3.61	+0.05	+1.4%

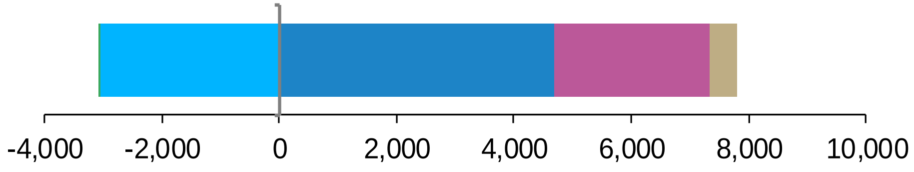


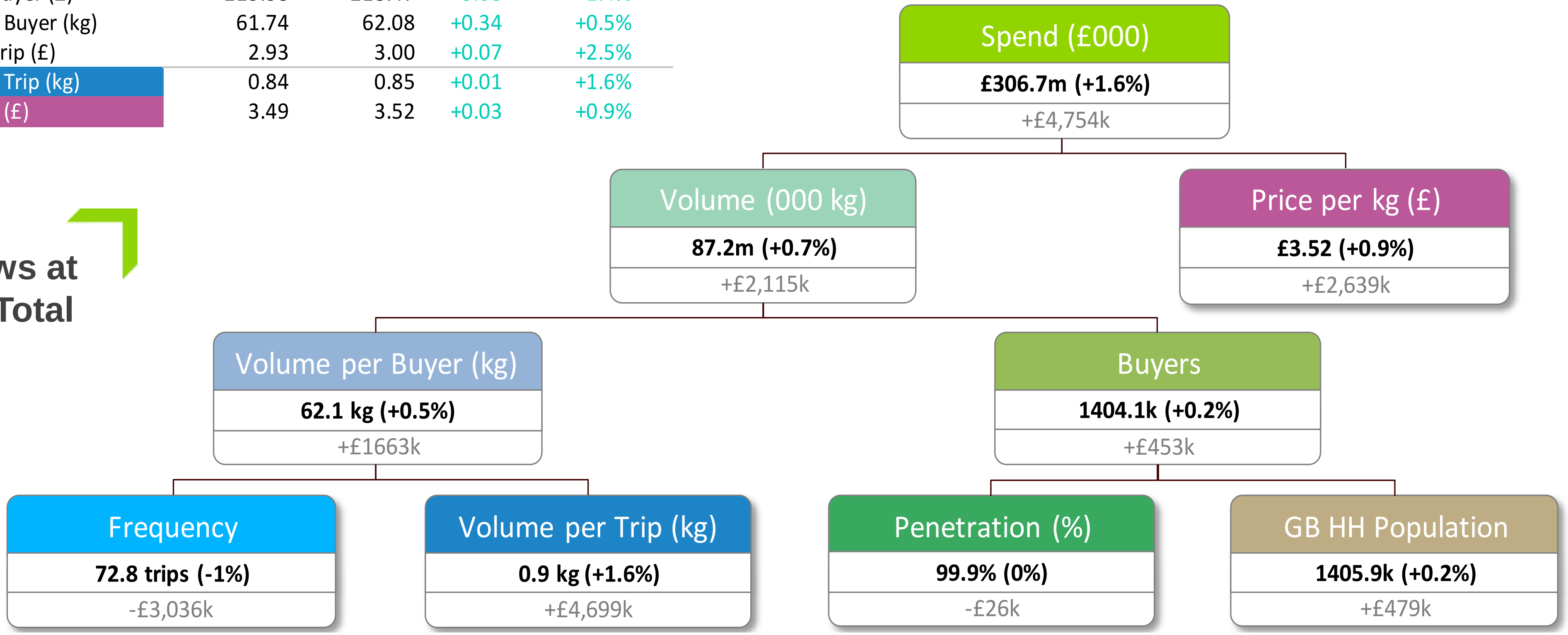


In Wales we see the opposite trend, shoppers are putting more into their baskets thus are purchasing less frequently

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	301,965	306,719	+4,754	+1.6%
Volume (000 kg)	86,559	87,156	+597	+0.7%
Penetration (%)	99.88	99.87	-0.01	-0.0%
Frequency	73.52	72.79	-0.74	-1.0%
Spend per Buyer (£)	215.38	218.47	+3.08	+1.4%
Volume per Buyer (kg)	61.74	62.08	+0.34	+0.5%
Spend per Trip (£)	2.93	3.00	+0.07	+2.5%
Volume per Trip (kg)	0.84	0.85	+0.01	+1.6%
Price per kg (£)	3.49	3.52	+0.03	+0.9%

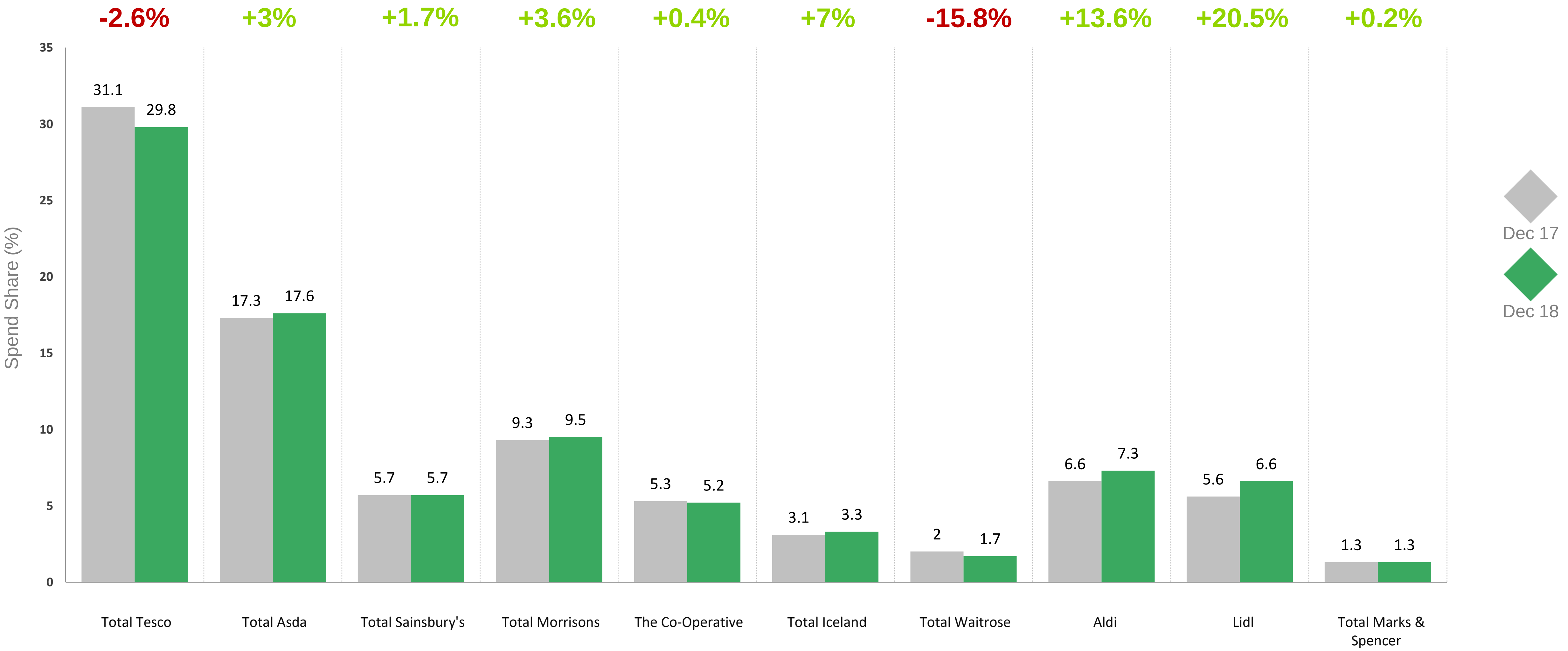
Value up 1.6% worth £4,754k



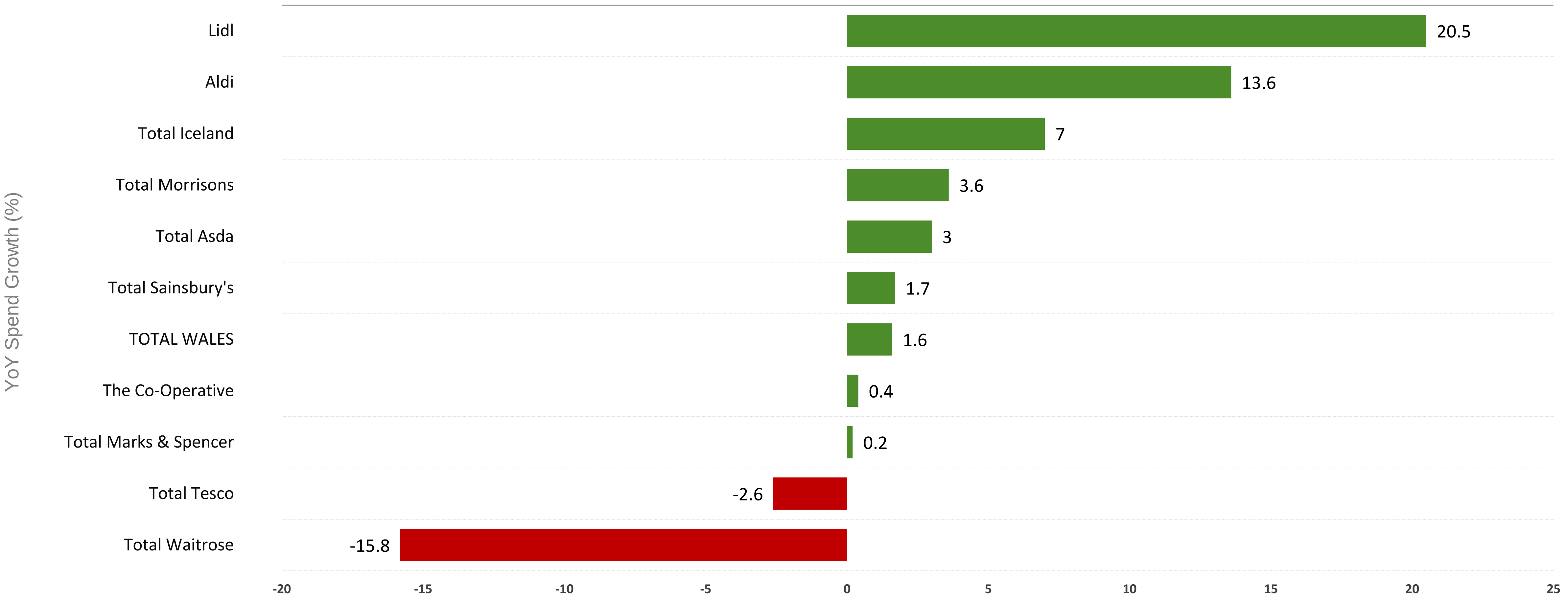


Total CGS grows at +2.7% across Total GB.

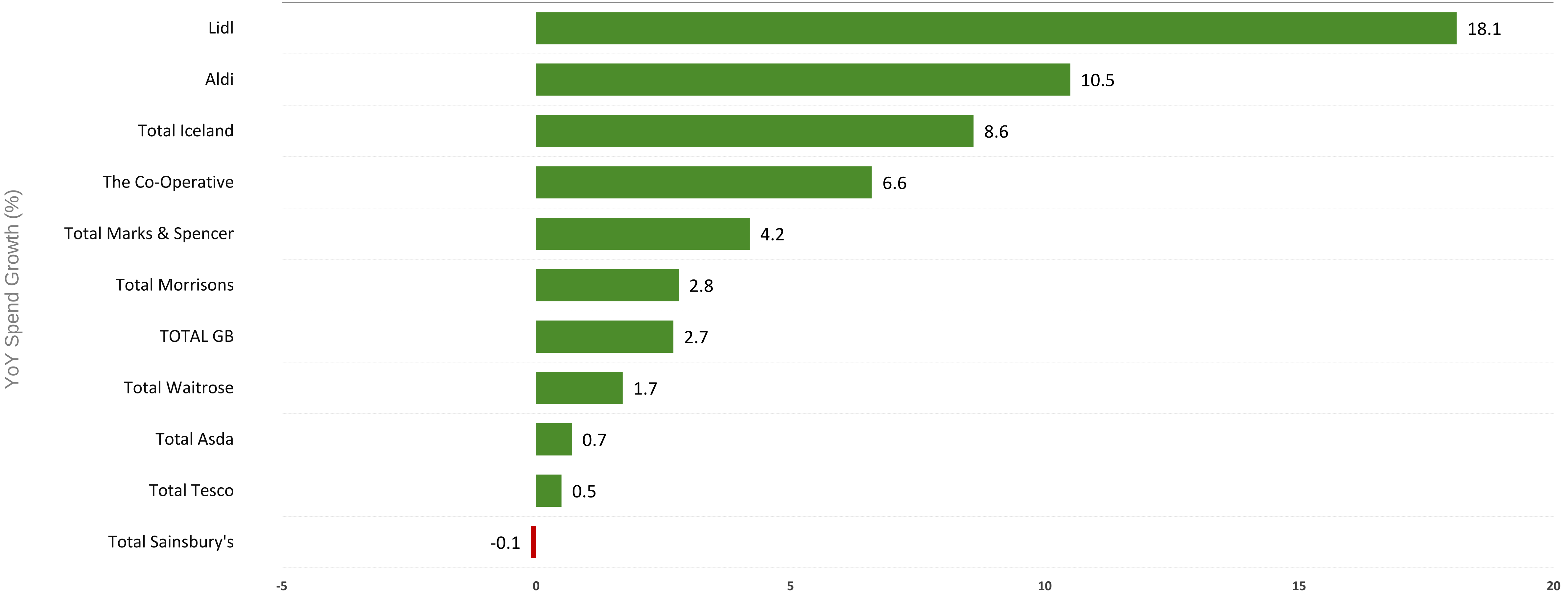
The discounters both see a strong increase in their share whilst Tesco lose over 1%pt of their share and fall into decline of -2.6%



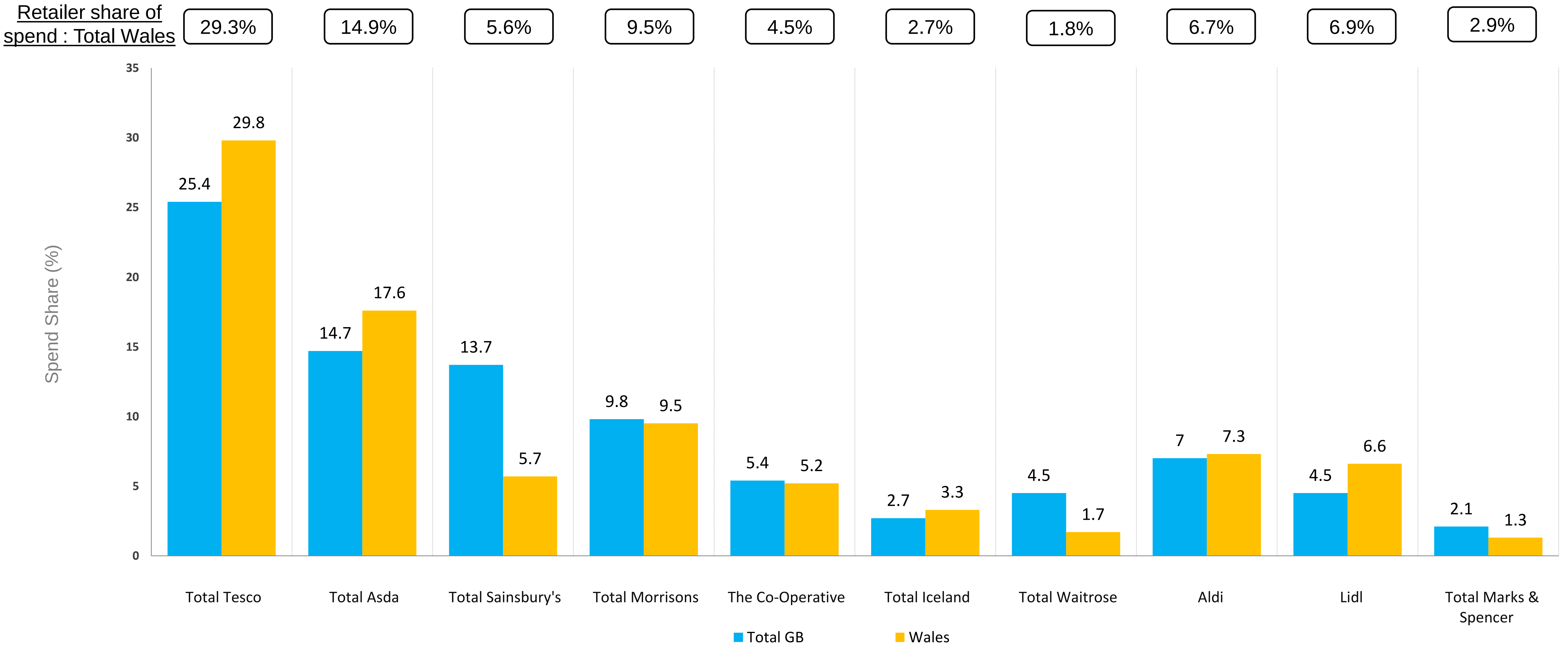
Yet again the discounters lead the growth in Wales with Lidl (+20.5%) and Aldi (+13.6%). Tesco declines at -2.6% and Waitrose at -15.8%



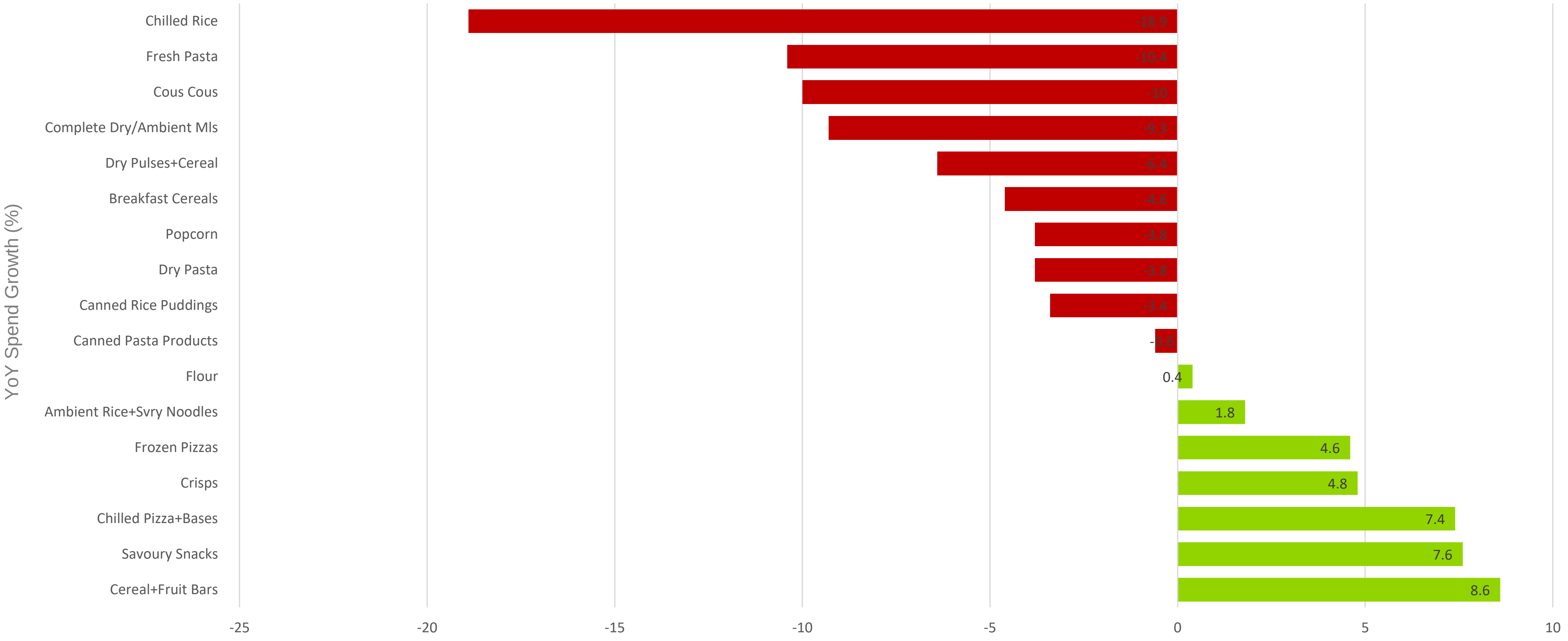
Within GB, the discounters also have the strongest growth. Waitrose and Tesco which see declines in Wales are actually growing at Total GB level. Sainsbury's are the only retailer which see decline (-0.1%)



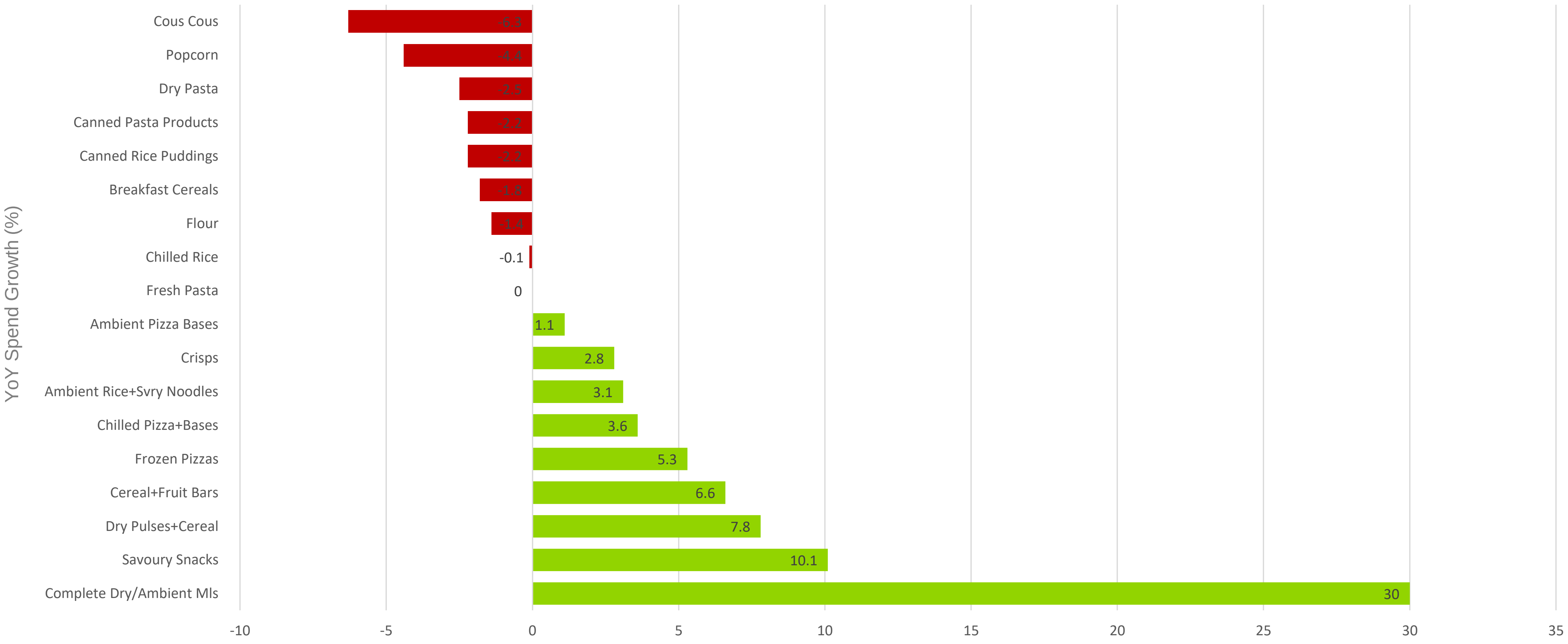
There are opportunities for Waitrose, Lidl and M&S who all under trade in Cereals, Grains & Starch compared to their share of Total Grocery in Wales



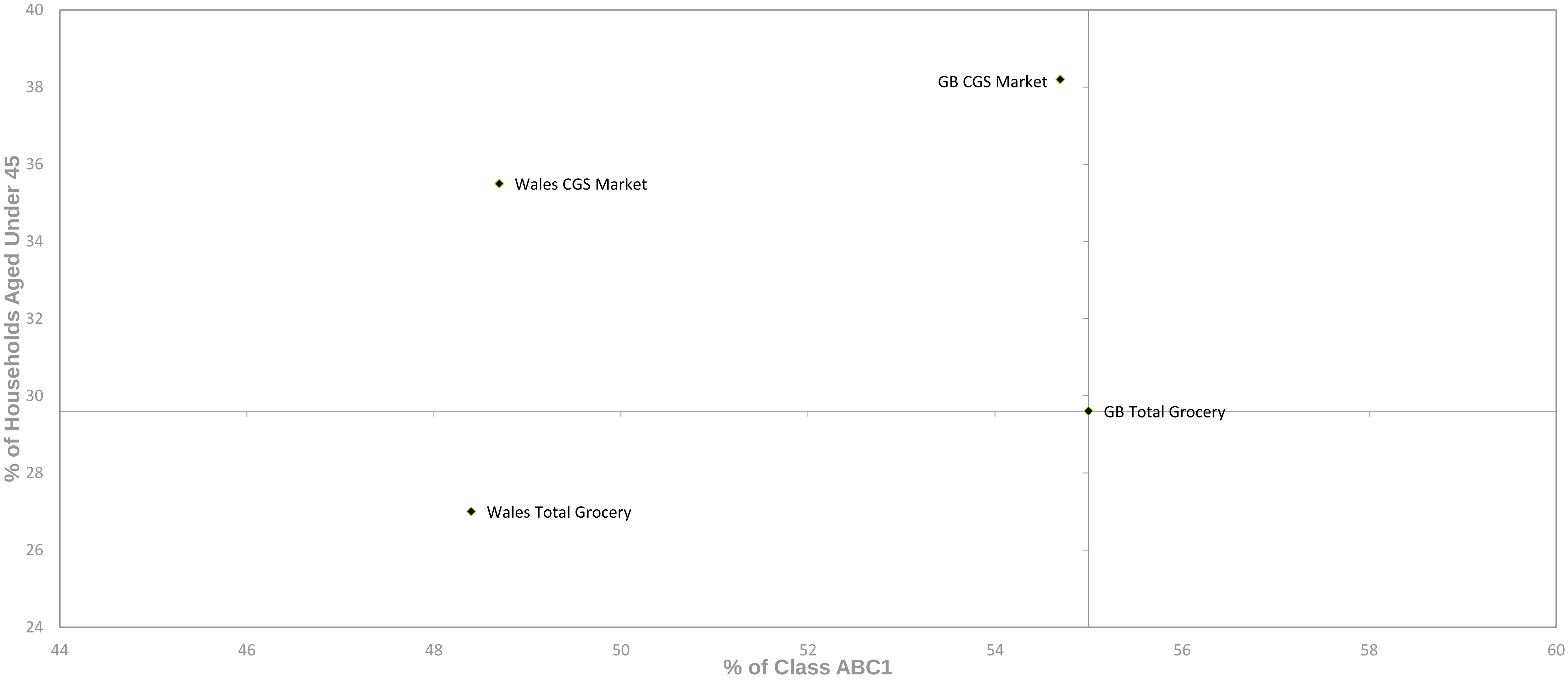
More sectors are actually in decline than growth in Wales. Cereal + Fruit Bars record strong growth (+8.6%) whilst Chilled Rice is the worst performer declining at -18.9%



Complete Dry/Ambient MIs record the strongest growth in GB at +30%, Savoury Snacks and Cereal + Fruit Bars also grow strongly as was the case in Wales



Cereal, Grains and Starch are bought by significantly younger shoppers than Total GB and Wales Grocery, with the GB CGS shopper being more affluent than the Welsh CGS shopper

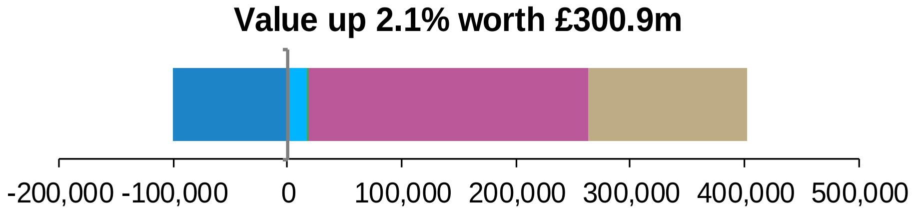


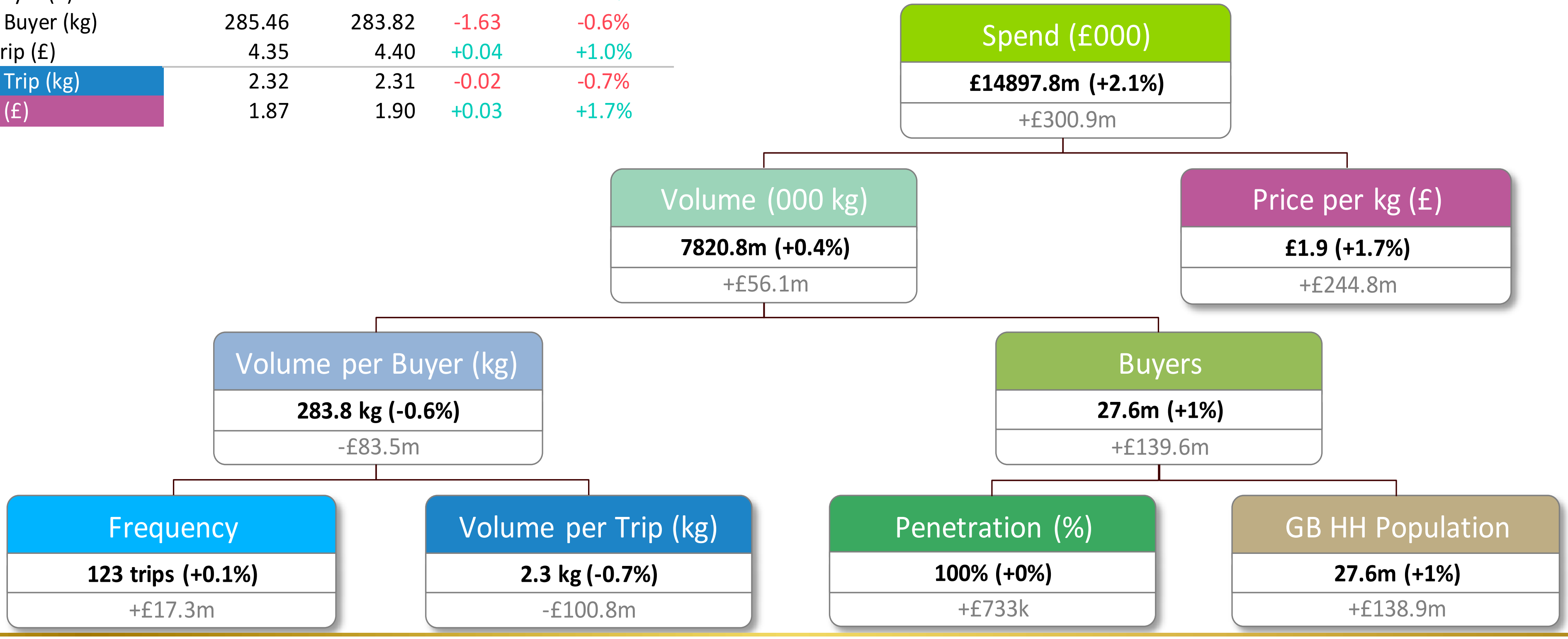
Total Fruit and Vegetables

Kantar Worldpanel - 52 w/e 30th December 2018

The Fruit and Vegetable market is growing at 2.1%, as prices become more expensive and shoppers buy the category more regularly, although in smaller basket sizes.

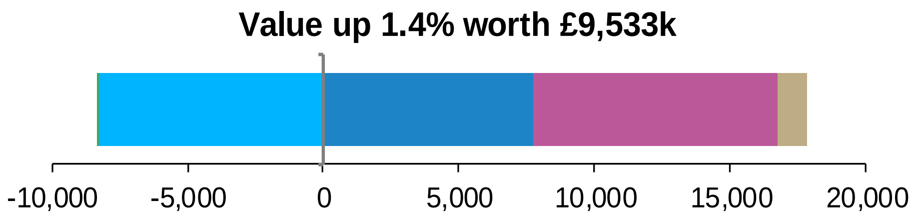
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	14,596,850	14,897,790	+300,940	+2.1%
Volume (000 kg)	7,791,373	7,820,833	+29,460	+0.4%
Penetration (%)	99.98	99.98	+0.01	+0.0%
Frequency	122.84	122.99	+0.15	+0.1%
Spend per Buyer (£)	534.79	540.65	+5.86	+1.1%
Volume per Buyer (kg)	285.46	283.82	-1.63	-0.6%
Spend per Trip (£)	4.35	4.40	+0.04	+1.0%
Volume per Trip (kg)	2.32	2.31	-0.02	-0.7%
Price per kg (£)	1.87	1.90	+0.03	+1.7%



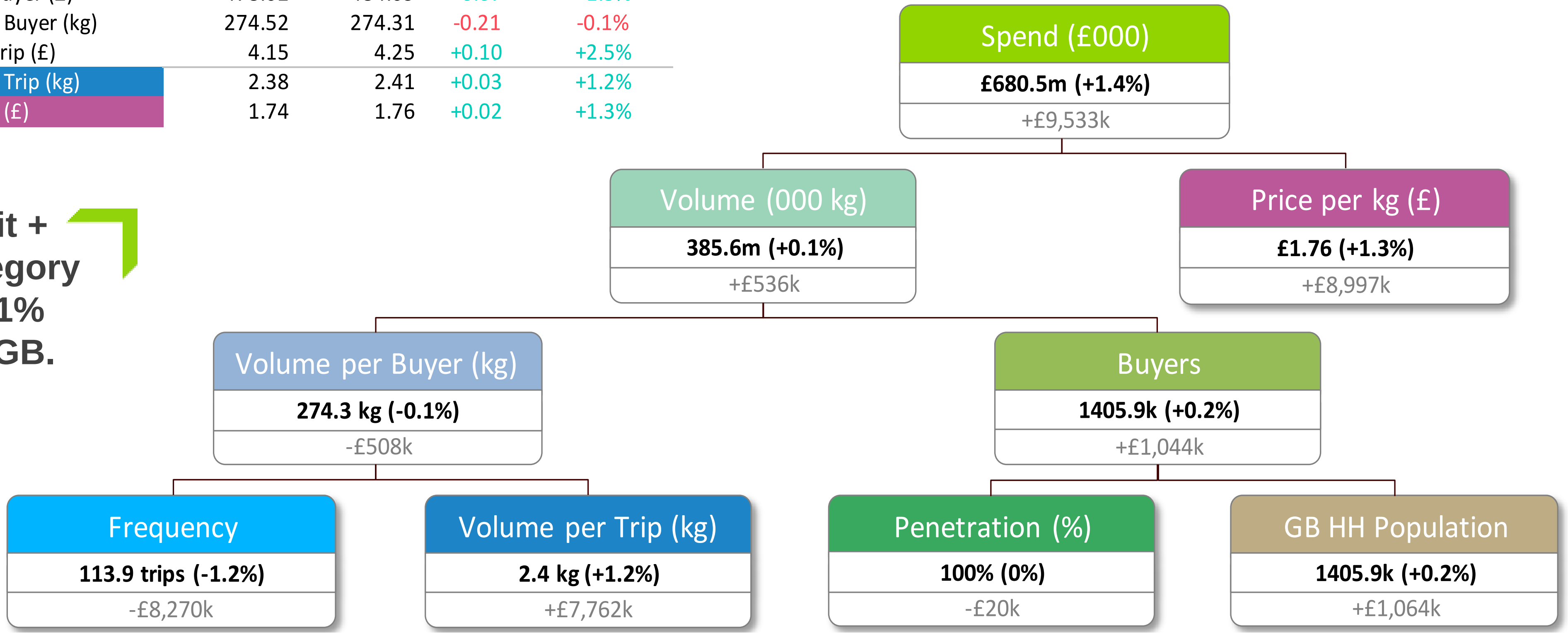


Wales sees growth albeit at a slower rate than the Total GB market, however through different KPI metrics. Wales also see growth through bigger basket sizes unlike the GB market

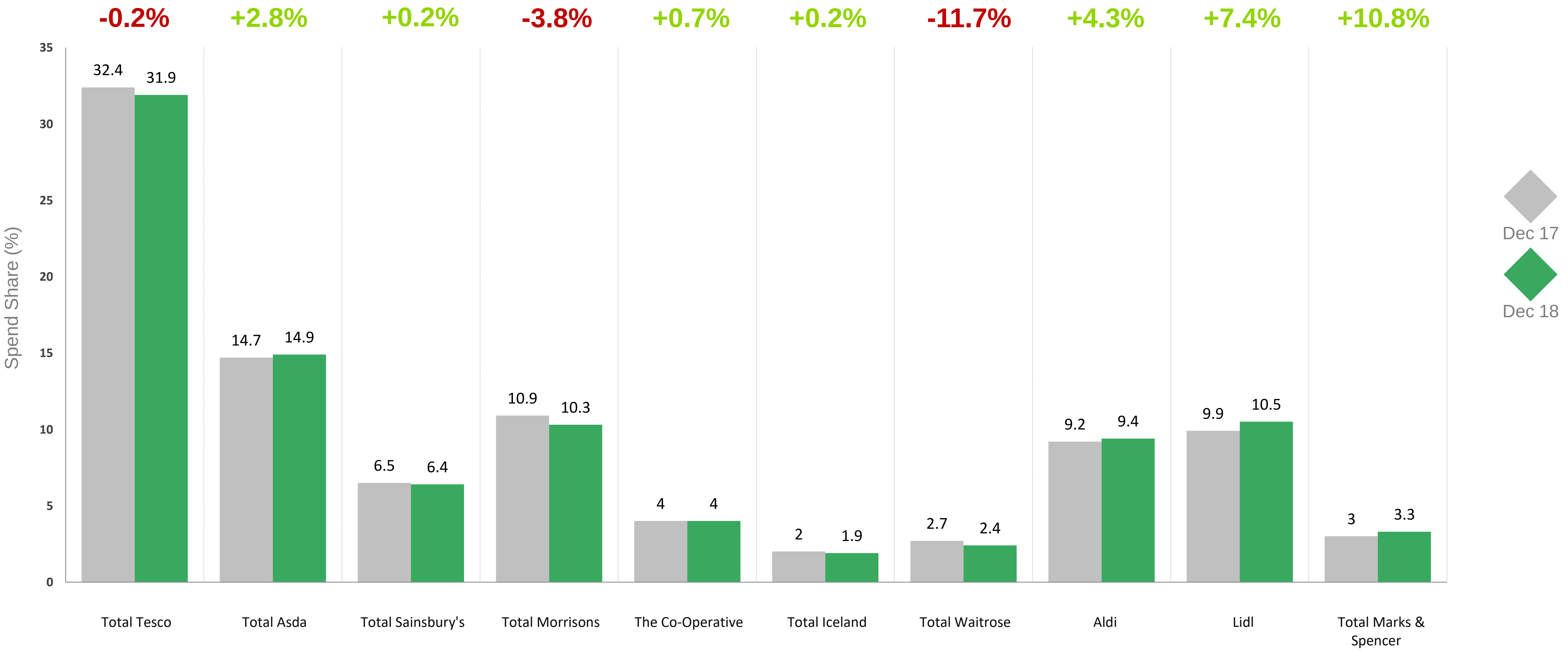
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	671,001	680,534	+9,533	+1.4%
Volume (000 kg)	385,346	385,621	+275	+0.1%
Penetration (%)	100.00	100.00	-0.00	-0.0%
Frequency	115.29	113.87	-1.41	-1.2%
Spend per Buyer (£)	478.02	484.09	+6.07	+1.3%
Volume per Buyer (kg)	274.52	274.31	-0.21	-0.1%
Spend per Trip (£)	4.15	4.25	+0.10	+2.5%
Volume per Trip (kg)	2.38	2.41	+0.03	+1.2%
Price per kg (£)	1.74	1.76	+0.02	+1.3%



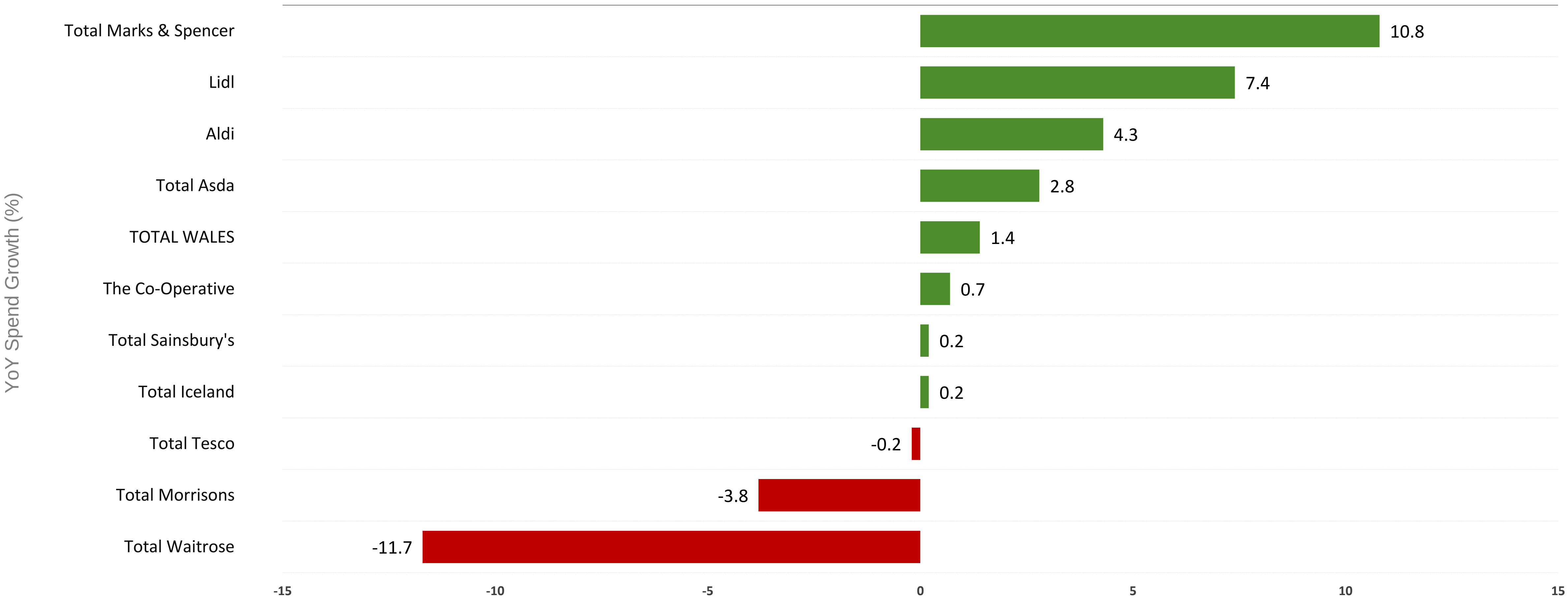
Total GB Fruit + Vegetable Category grows at +2.1% across Total GB.



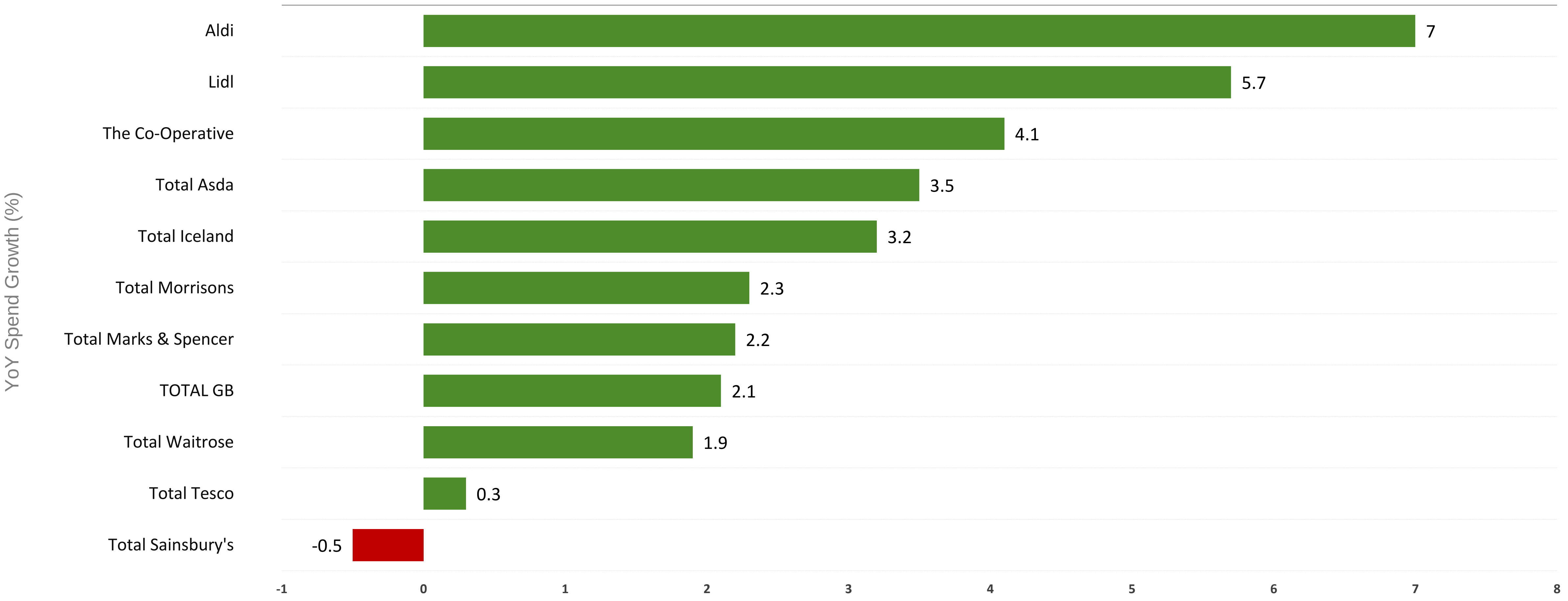
Despite having a low share of the market, Marks & Spencer are the only retailer to see double digit growth and increase their share by +0.3%pts



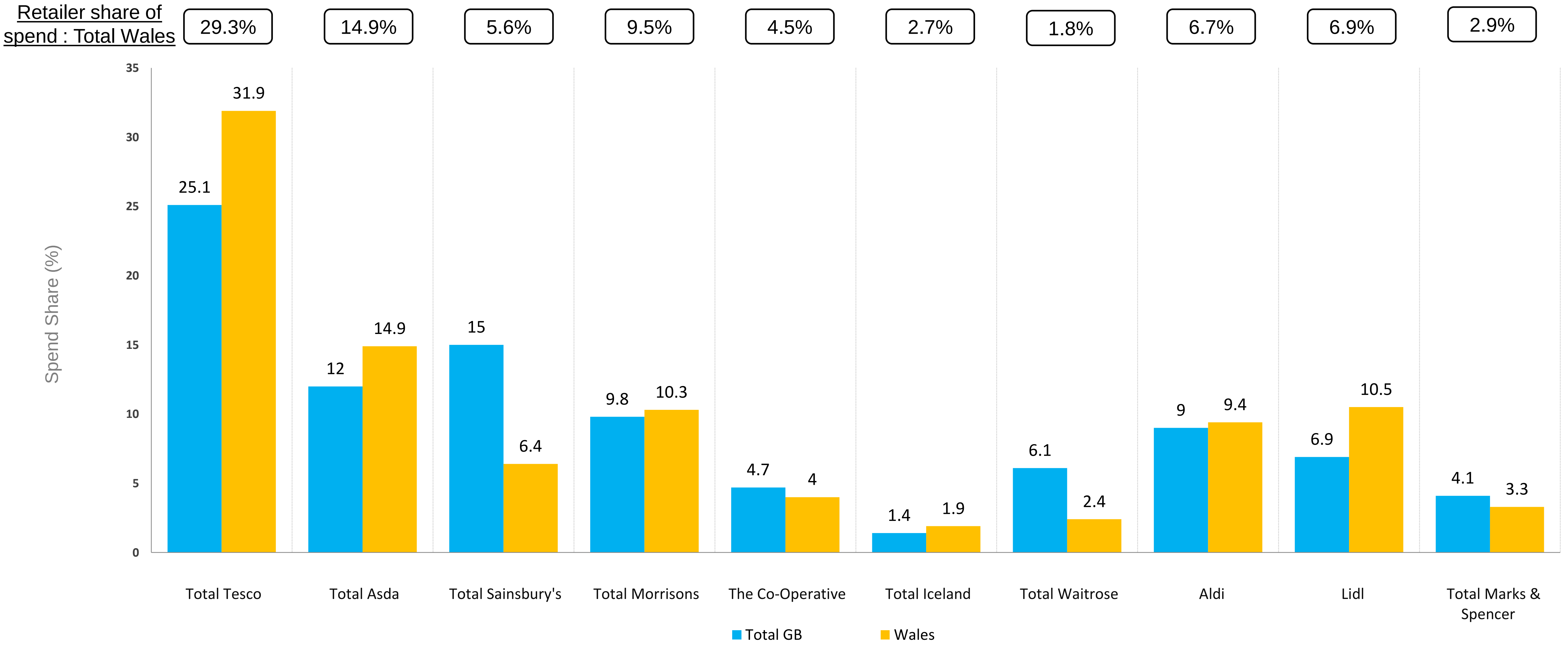
Interestingly, premium retailer M&S is the strongest growing retailer in Wales (+10.8%) whereas its direct premium competitor Waitrose sees the strongest decline at -11.7%



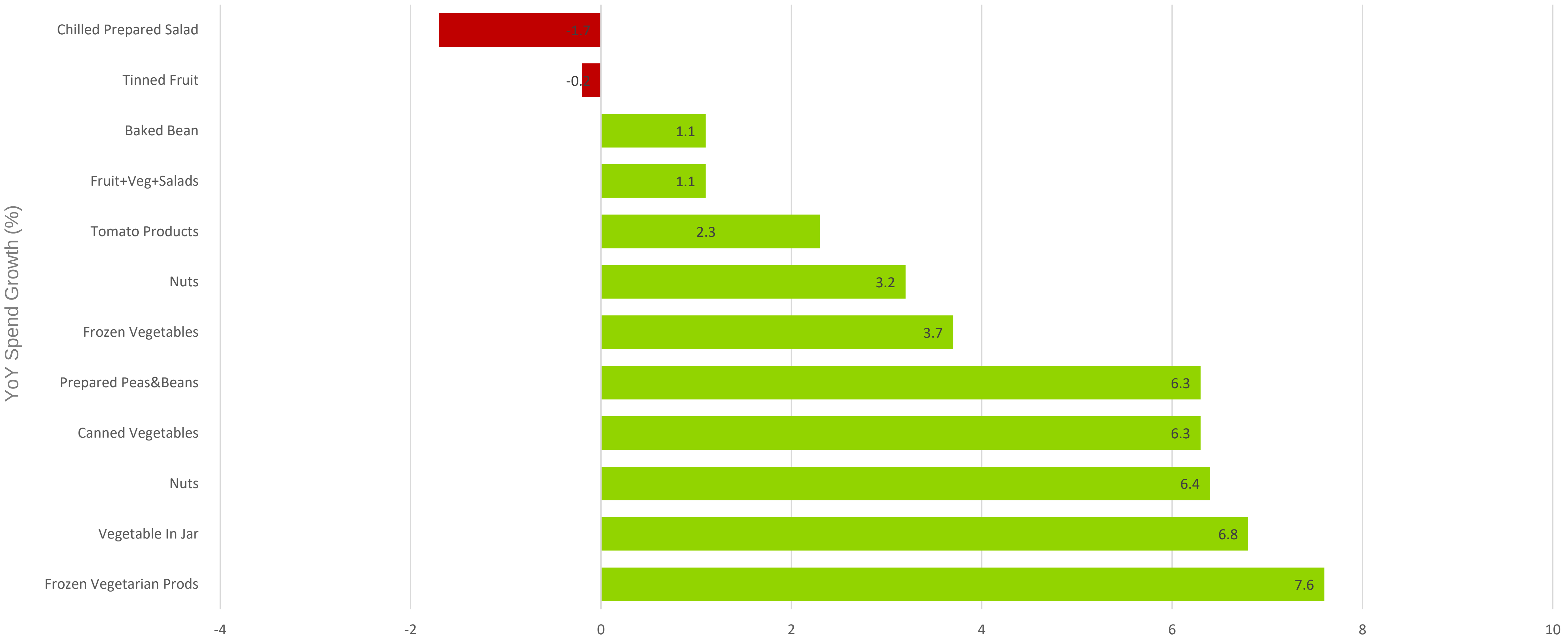
At a Total GB level both Aldi and Lidl show the strongest growth figures, followed by convenience retailer The Co-Op



The discounters appear to have a greater share of the Fruit + Vegetable market in Wales than they do at Total GB level and massively over trade in the category

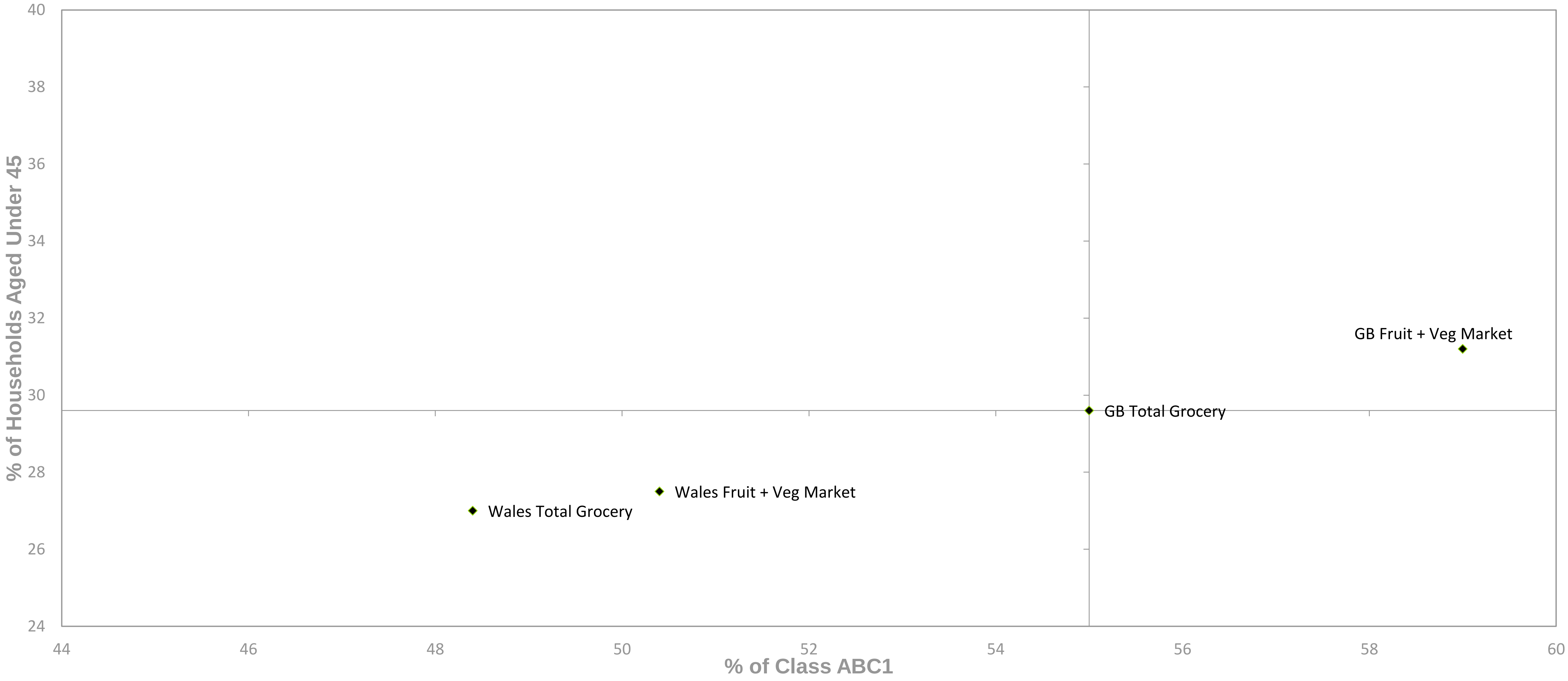


Frozen Vegetarian products seeing the strongest growth at +7.6%



At Total GB level, Vegetables in jars and Fruit fillings see the strongest growth at +15.9% and +14%. Nuts are the only sector in decline (-4.5%)

Shoppers buying Fruit and Vegetables tend to be more affluent than the Total Market in both Total GB and Wales. In the case of GB, fruit and Veg shoppers are also slightly younger.



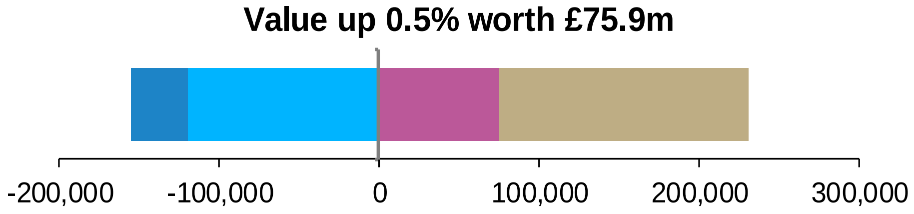
KANTAR WORLDPANEL

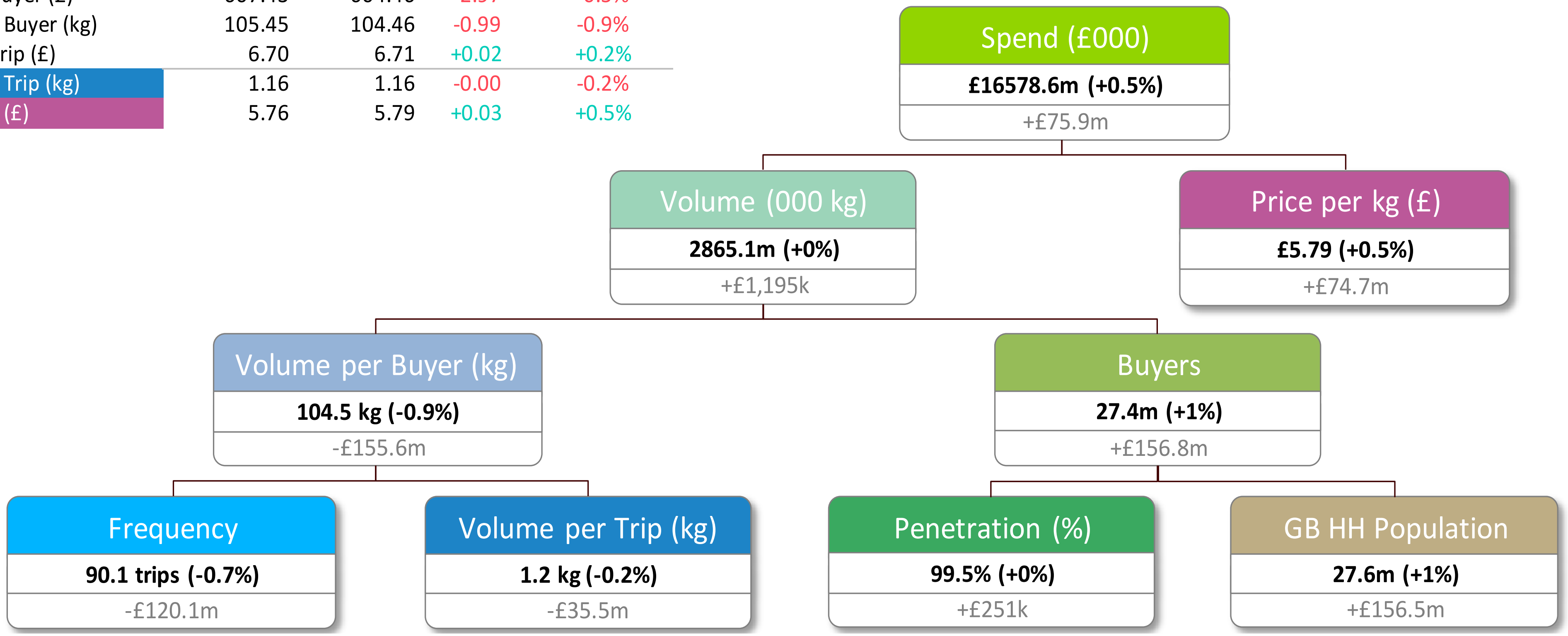
Total Meat and Meat Products

Kantar Worldpanel - 52 w/e 30th December 2018

The Meat category grows marginally at +0.5% however this has solely been driven through price increases

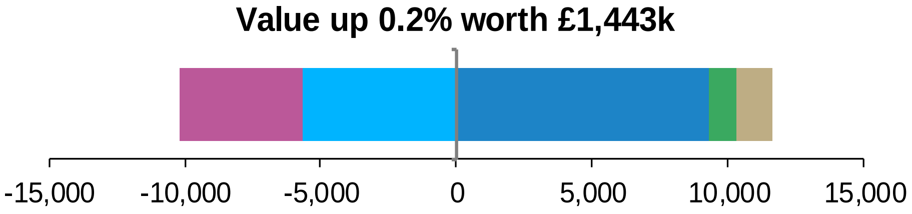
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	16,502,750	16,578,630	+75,880	+0.5%
Volume (000 kg)	2,864,896	2,865,059	+163	+0.0%
Penetration (%)	99.52	99.52	+0.00	+0.0%
Frequency	90.73	90.07	-0.66	-0.7%
Spend per Buyer (£)	607.43	604.46	-2.97	-0.5%
Volume per Buyer (kg)	105.45	104.46	-0.99	-0.9%
Spend per Trip (£)	6.70	6.71	+0.02	+0.2%
Volume per Trip (kg)	1.16	1.16	-0.00	-0.2%
Price per kg (£)	5.76	5.79	+0.03	+0.5%



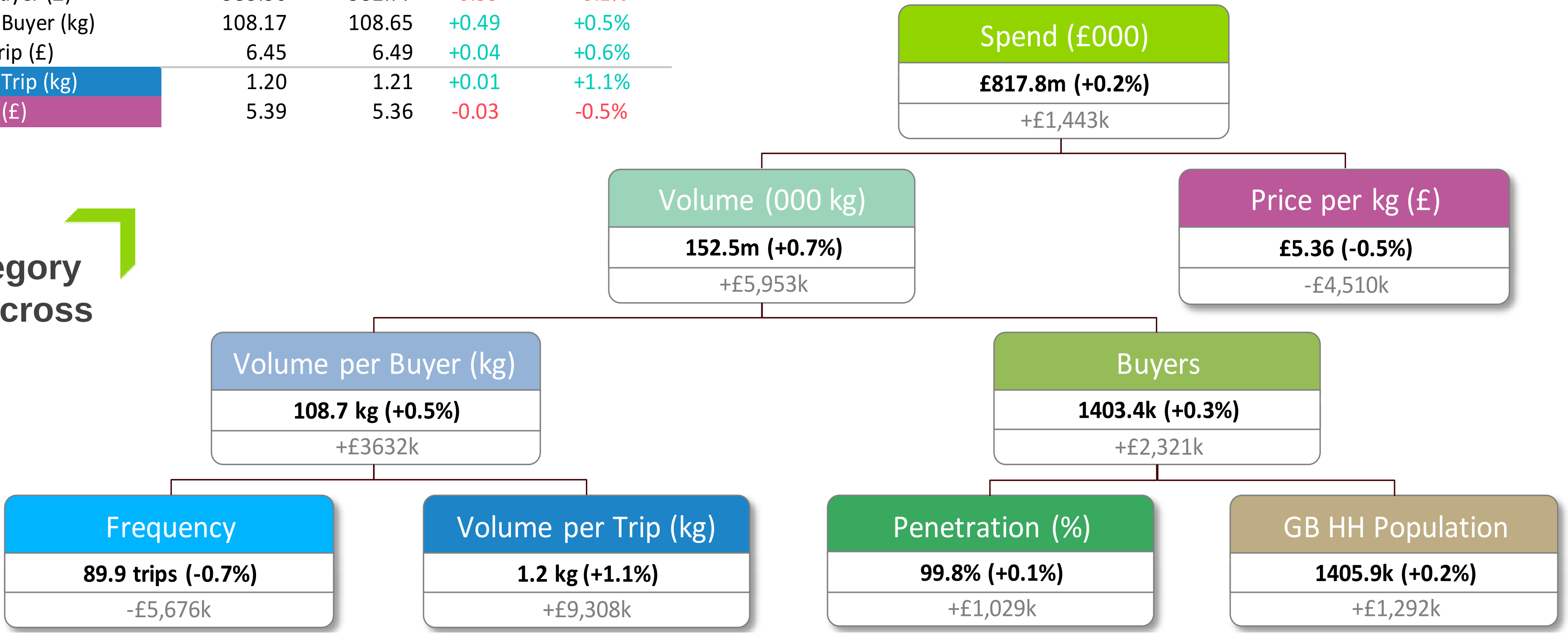


Wales actually see price decreasing and their growth of +0.2% has been driven through shoppers putting more into their baskets

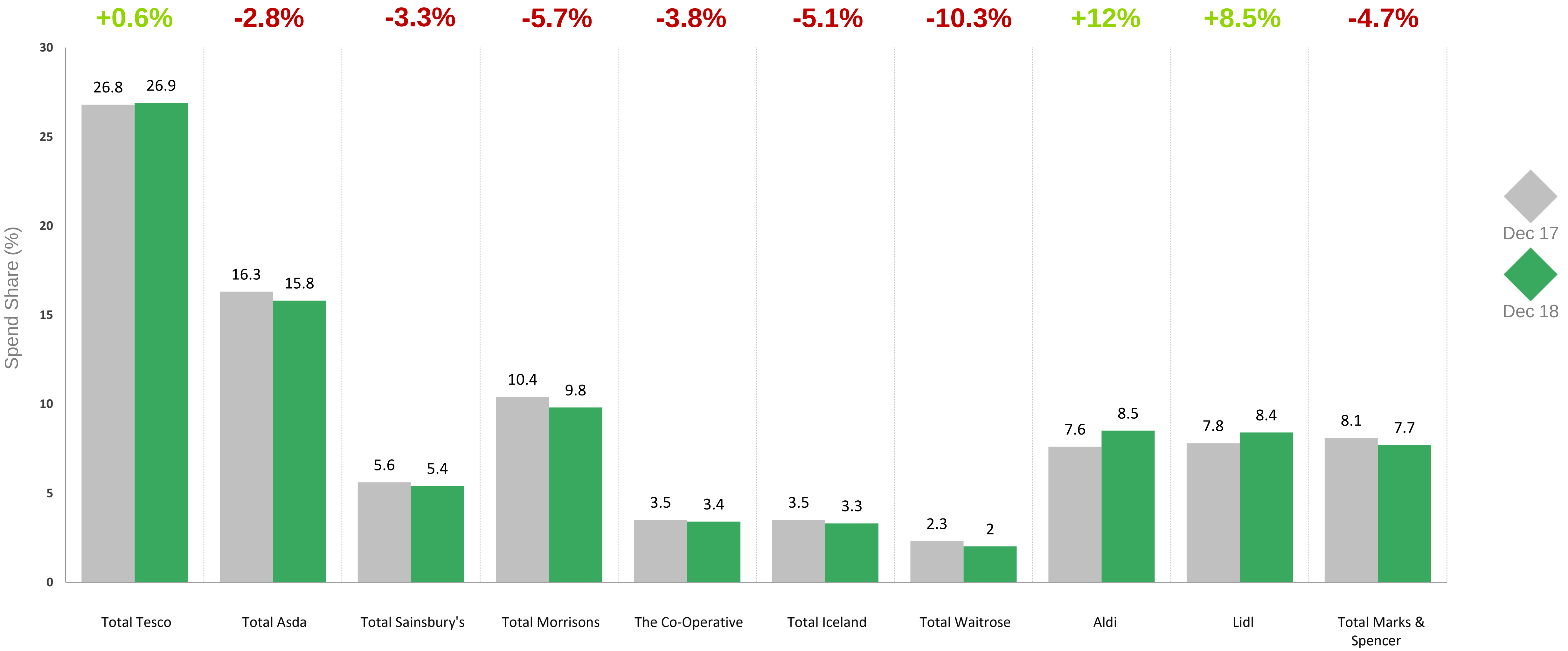
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	816,381	817,824	+1,443	+0.2%
Volume (000 kg)	151,375	152,479	+1,104	+0.7%
Penetration (%)	99.70	99.82	+0.13	+0.1%
Frequency	90.49	89.86	-0.62	-0.7%
Spend per Buyer (£)	583.36	582.77	-0.59	-0.1%
Volume per Buyer (kg)	108.17	108.65	+0.49	+0.5%
Spend per Trip (£)	6.45	6.49	+0.04	+0.6%
Volume per Trip (kg)	1.20	1.21	+0.01	+1.1%
Price per kg (£)	5.39	5.36	-0.03	-0.5%



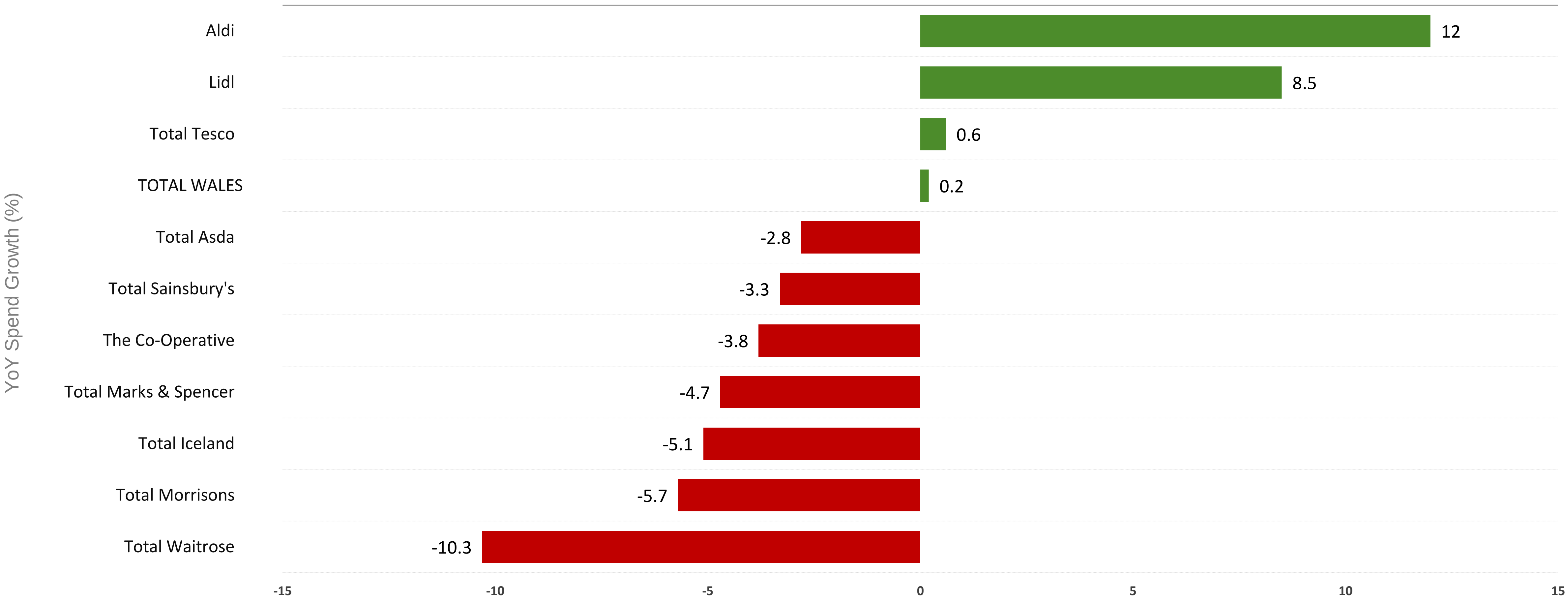
Total Meat Category grows at 0.5% across Total GB.



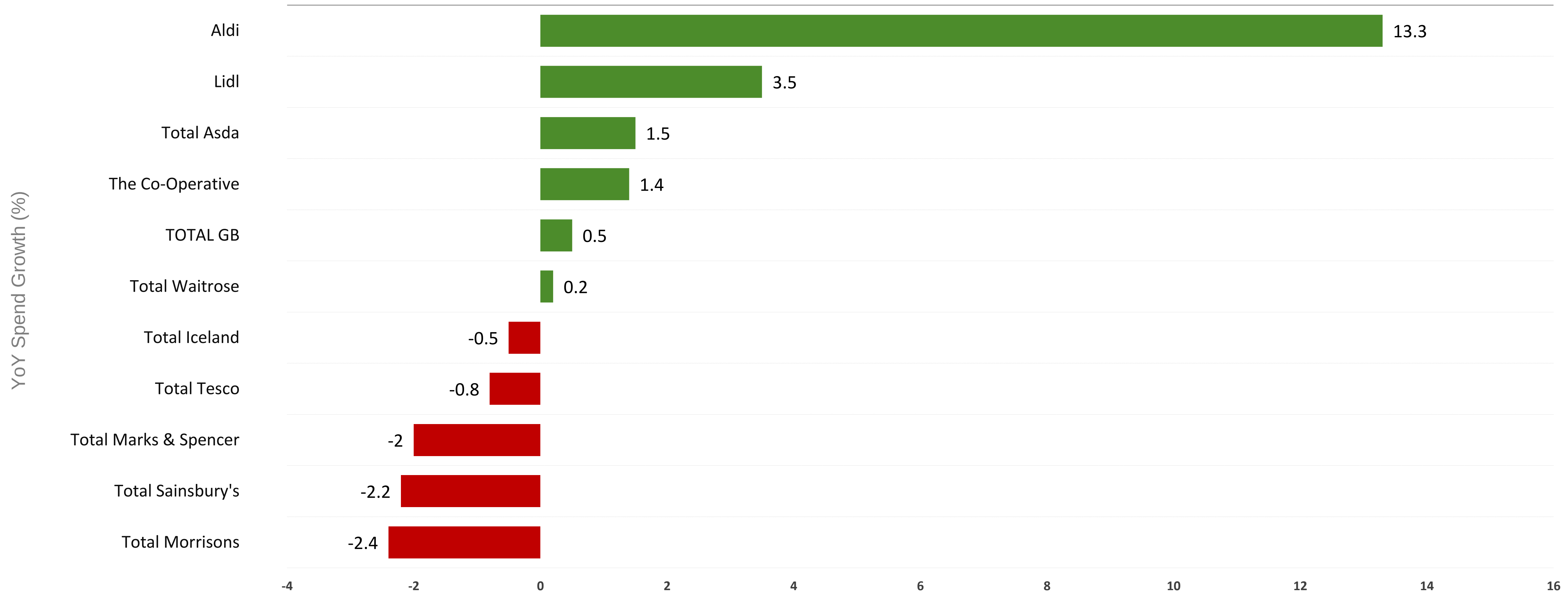
Tesco are the only Big 4 retailer to increase their share and see growth (+0.6%) the other retailers in strong growth are unsurprisingly the discounters



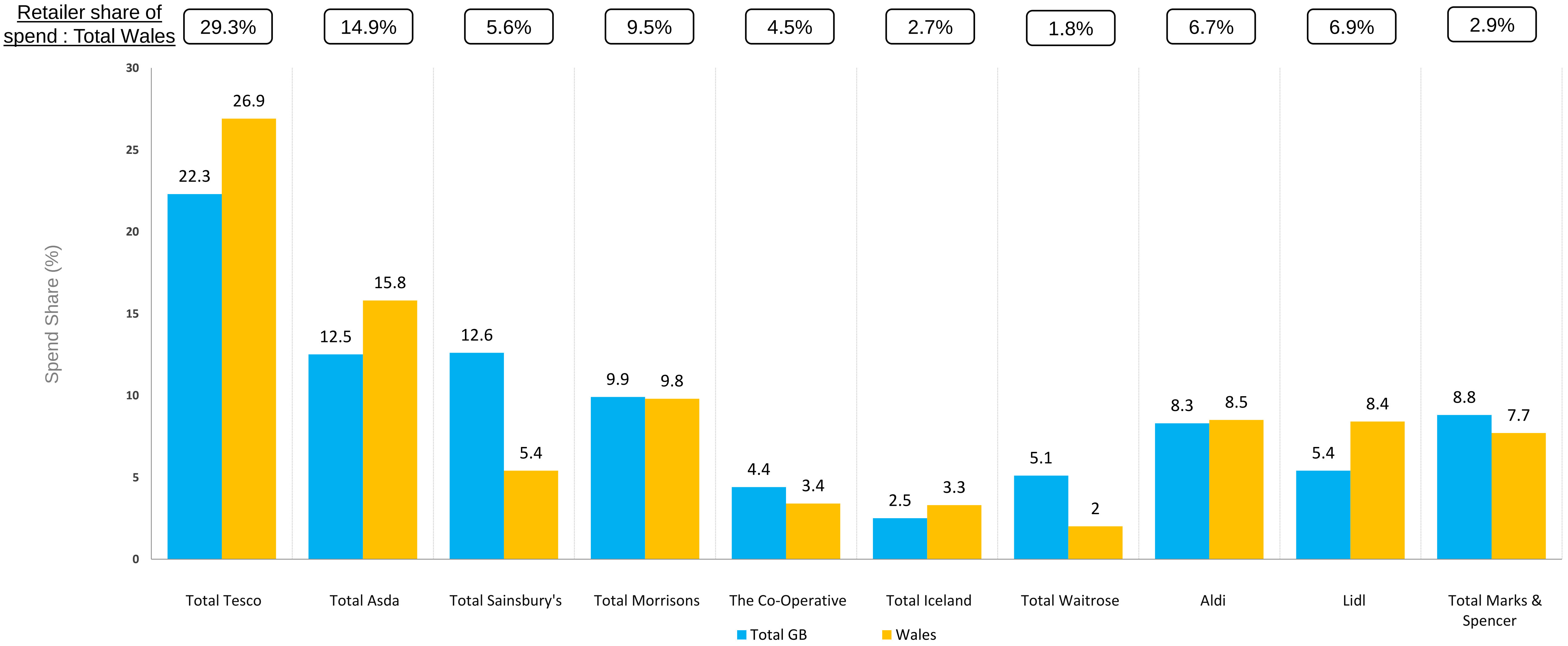
Aldi are the strongest performing retailer in Wales growing at +12% closely followed by their competitor Lidl (+8.5%). Morrisons sees the strongest decline out of the Big 4 (-5.7%)



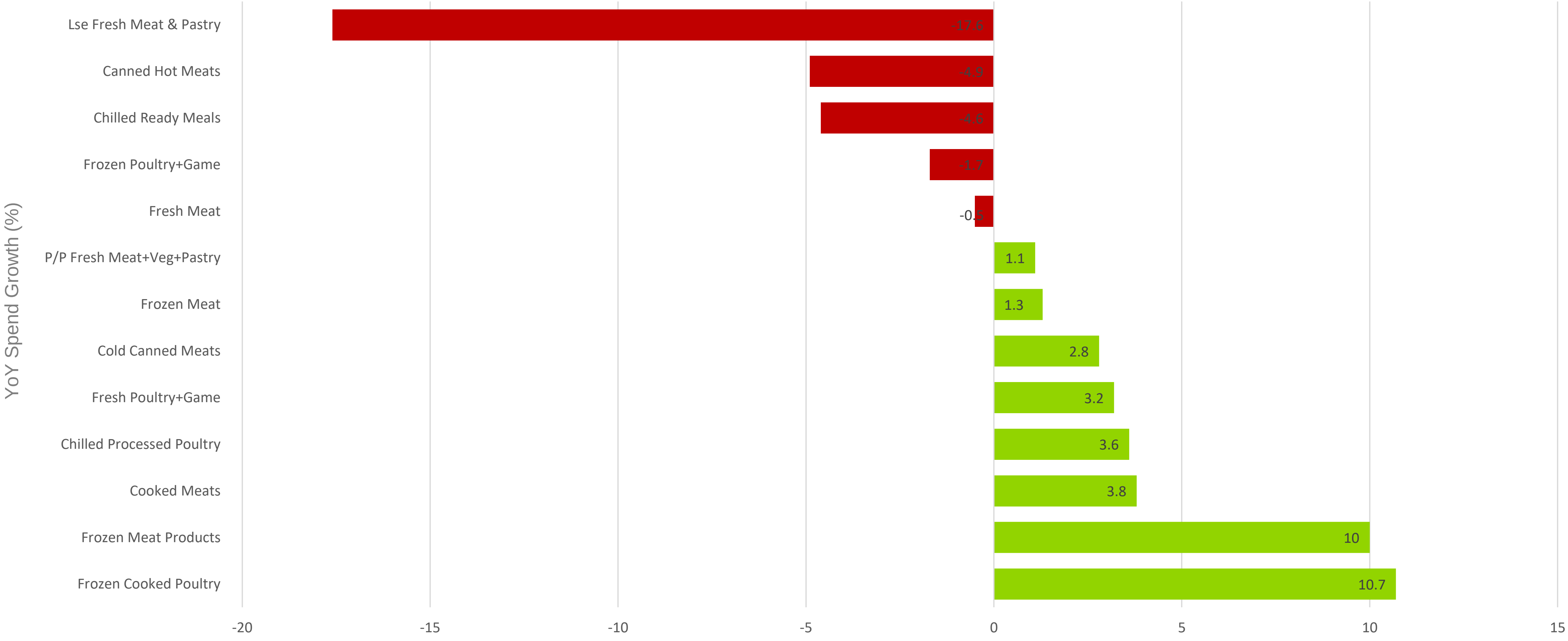
The same trend is evident at Total GB level with Aldi and Lidl leading the growth and Morrisons being the worst performer out of the Big 4 (-2.4%)



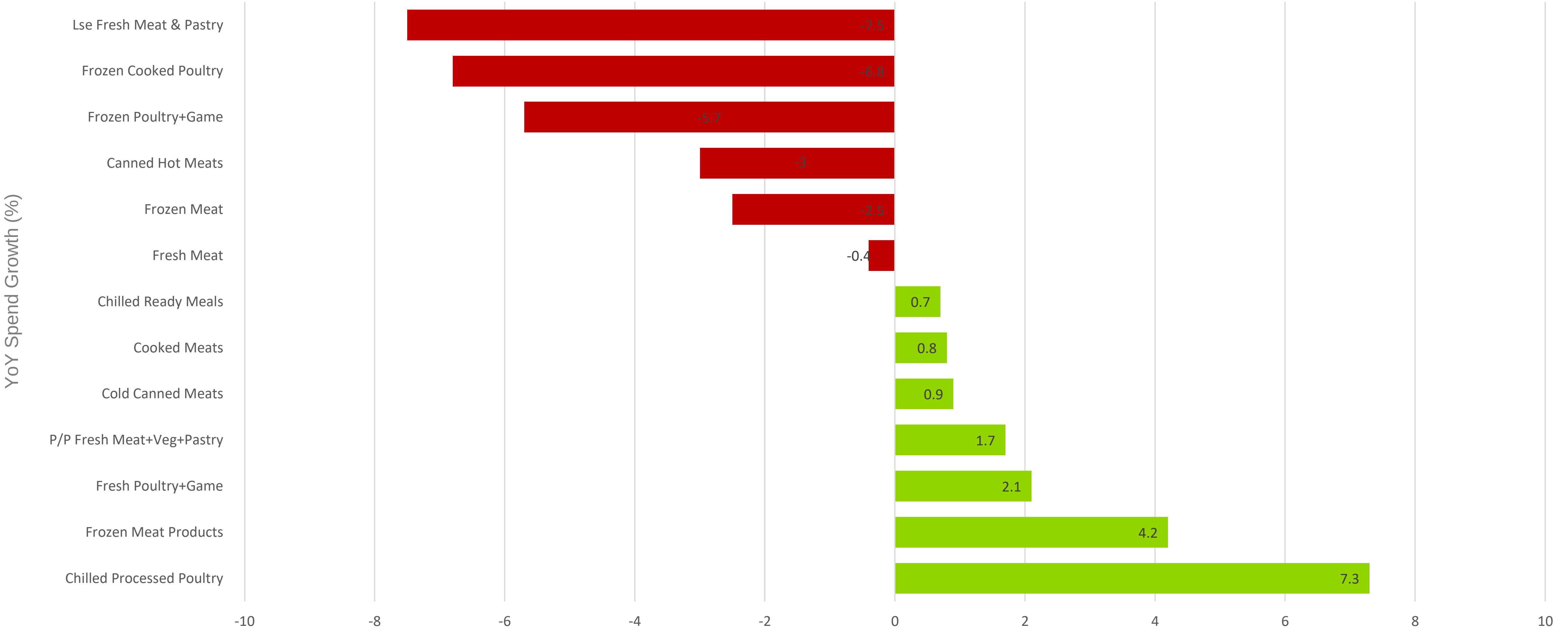
There are key opportunities in Tesco and Sainsbury's who both under trade in Meat, and would be key target opportunities to enhance sales further



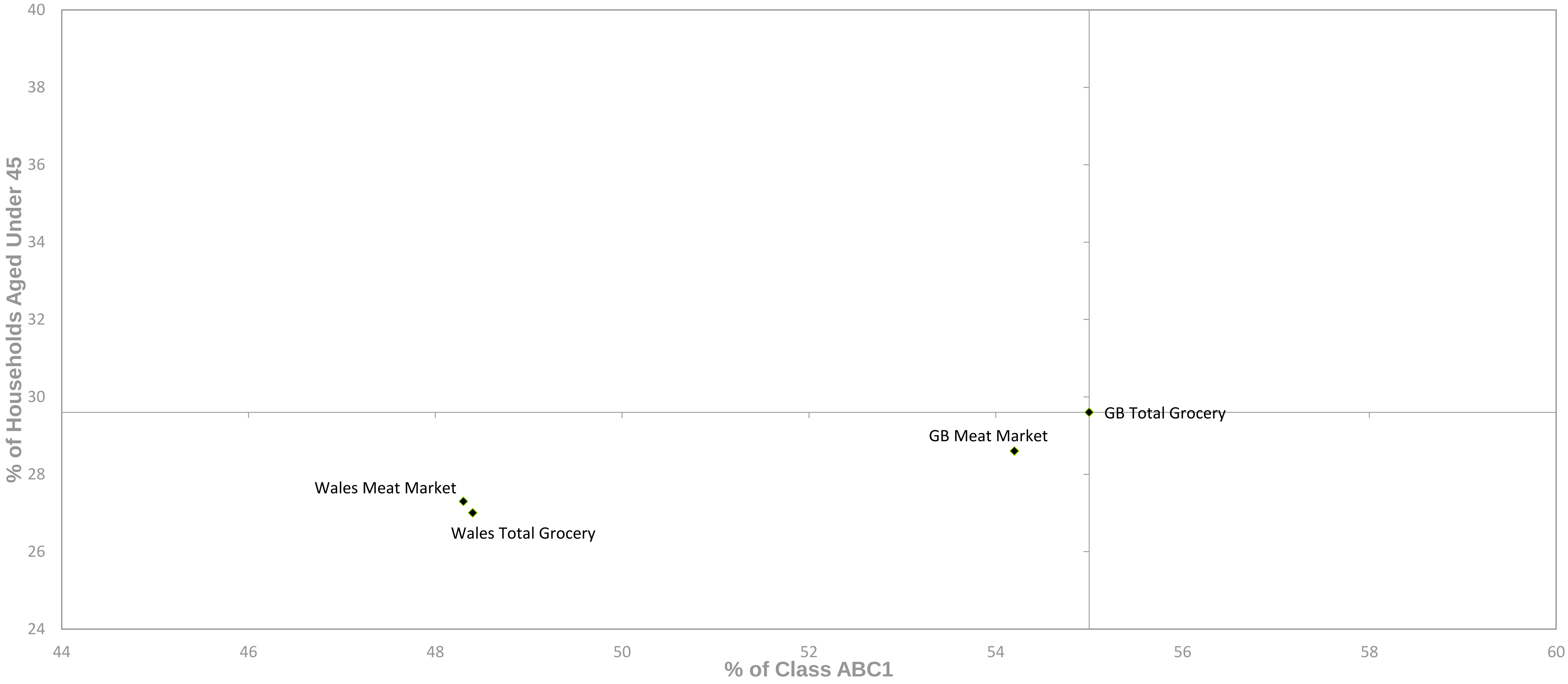
Frozen cooked poultry is the faster growing sector in Wales at +10.7% whilst Loose Fresh Meat & Pastry sees poor performance at -17.6%



At Total GB level, Loose Fresh Meat & Pastry declining (-7.5%) whereas Chilled Processed Poultry is up 7.3%



The average Meat shopper is older and less affluent than the Total Grocery market average



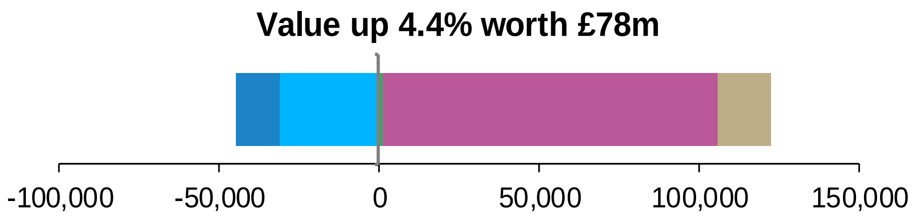
KANTAR WORLDPANEL

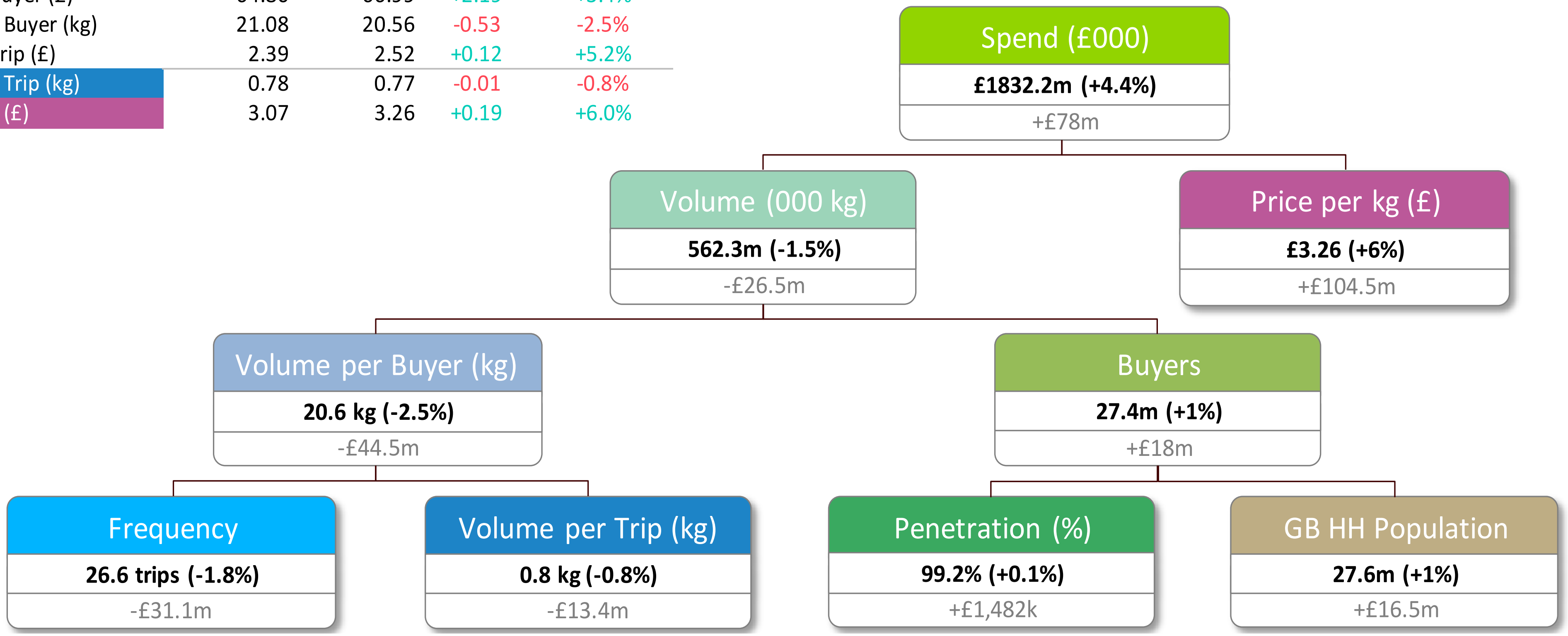
Total Oils and Fats

Kantar Worldpanel - 52 w/e 30th December 2018

Despite shoppers becoming less engaged, Oils and Fats are becoming more expensive thus driving the growth of +4.4%

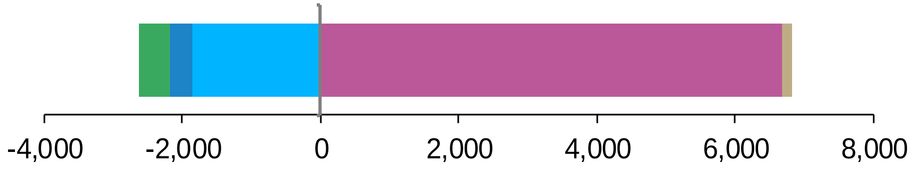
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	1,754,170	1,832,182	+78,012	+4.4%
Volume (000 kg)	570,752	562,267	-8,485	-1.5%
Penetration (%)	99.16	99.24	+0.08	+0.1%
Frequency	27.08	26.60	-0.48	-1.8%
Spend per Buyer (£)	64.80	66.99	+2.19	+3.4%
Volume per Buyer (kg)	21.08	20.56	-0.53	-2.5%
Spend per Trip (£)	2.39	2.52	+0.12	+5.2%
Volume per Trip (kg)	0.78	0.77	-0.01	-0.8%
Price per kg (£)	3.07	3.26	+0.19	+6.0%



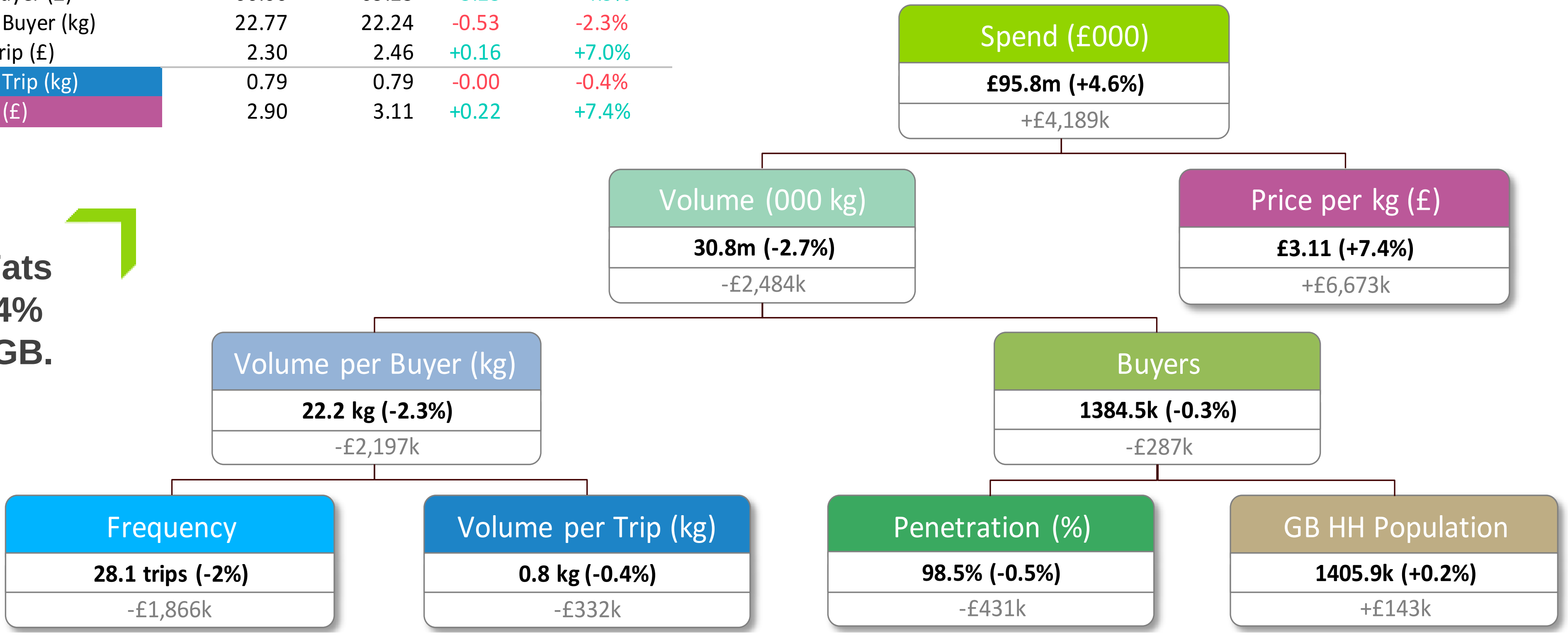


Wales also experience the same trend as the Total GB Market with rising prices as well as a fall in penetration

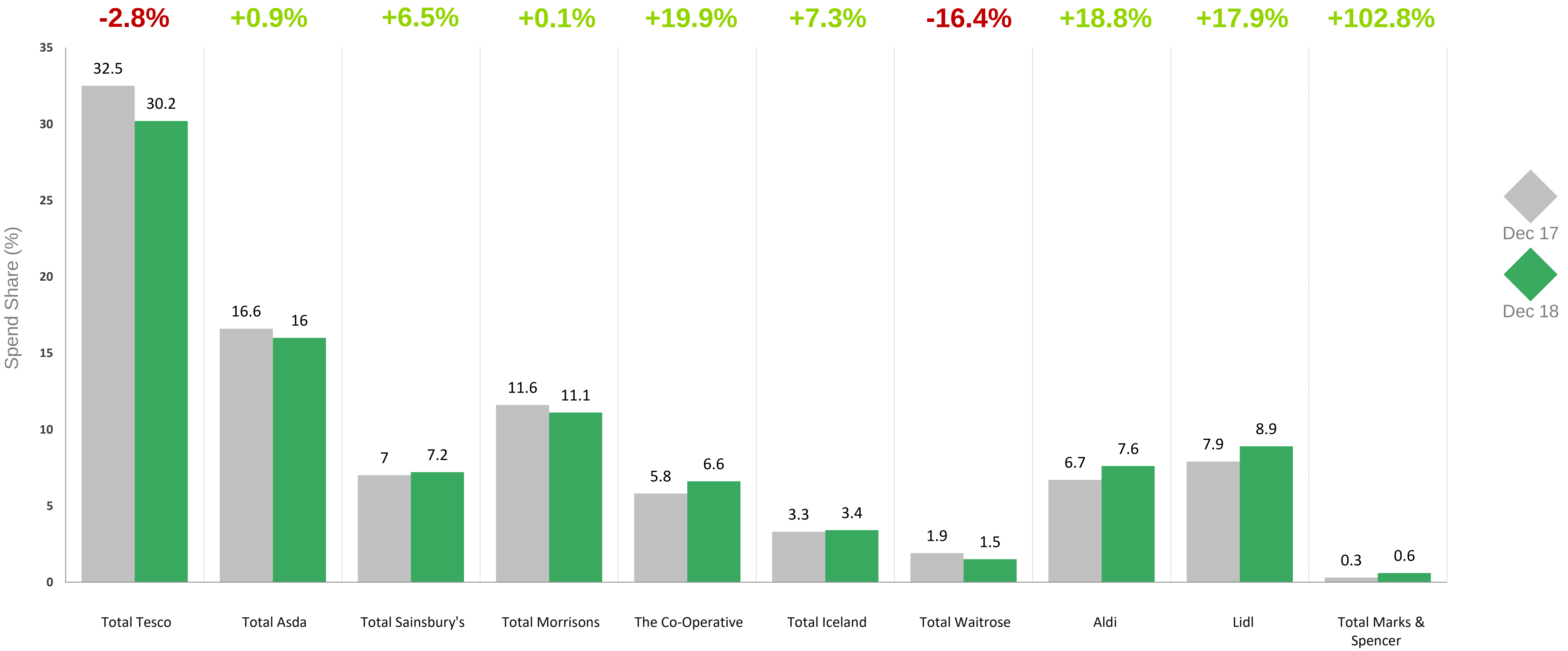
Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	91,655	95,844	+4,189	+4.6%
Volume (000 kg)	31,622	30,784	-838	-2.7%
Penetration (%)	98.93	98.48	-0.46	-0.5%
Frequency	28.68	28.11	-0.57	-2.0%
Spend per Buyer (£)	66.00	69.23	+3.23	+4.9%
Volume per Buyer (kg)	22.77	22.24	-0.53	-2.3%
Spend per Trip (£)	2.30	2.46	+0.16	+7.0%
Volume per Trip (kg)	0.79	0.79	-0.00	-0.4%
Price per kg (£)	2.90	3.11	+0.22	+7.4%



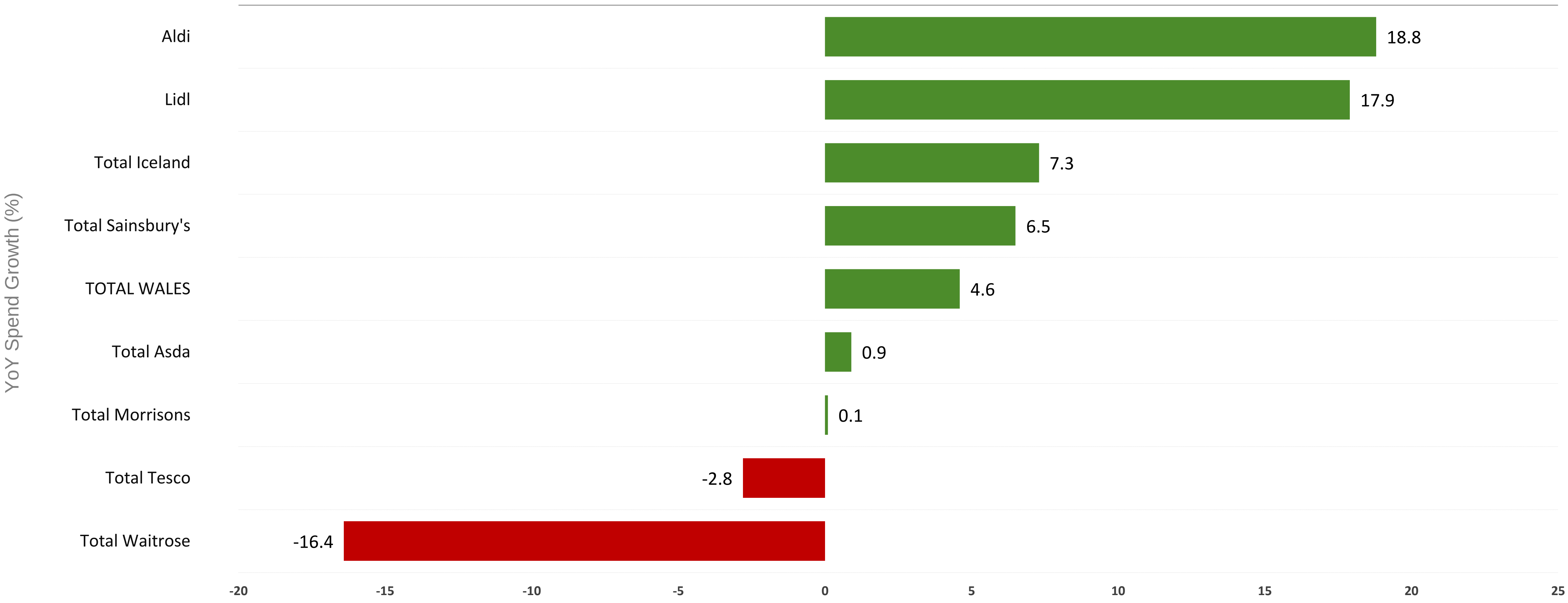
Total Oils & Fats grows at +4.4% across Total GB.



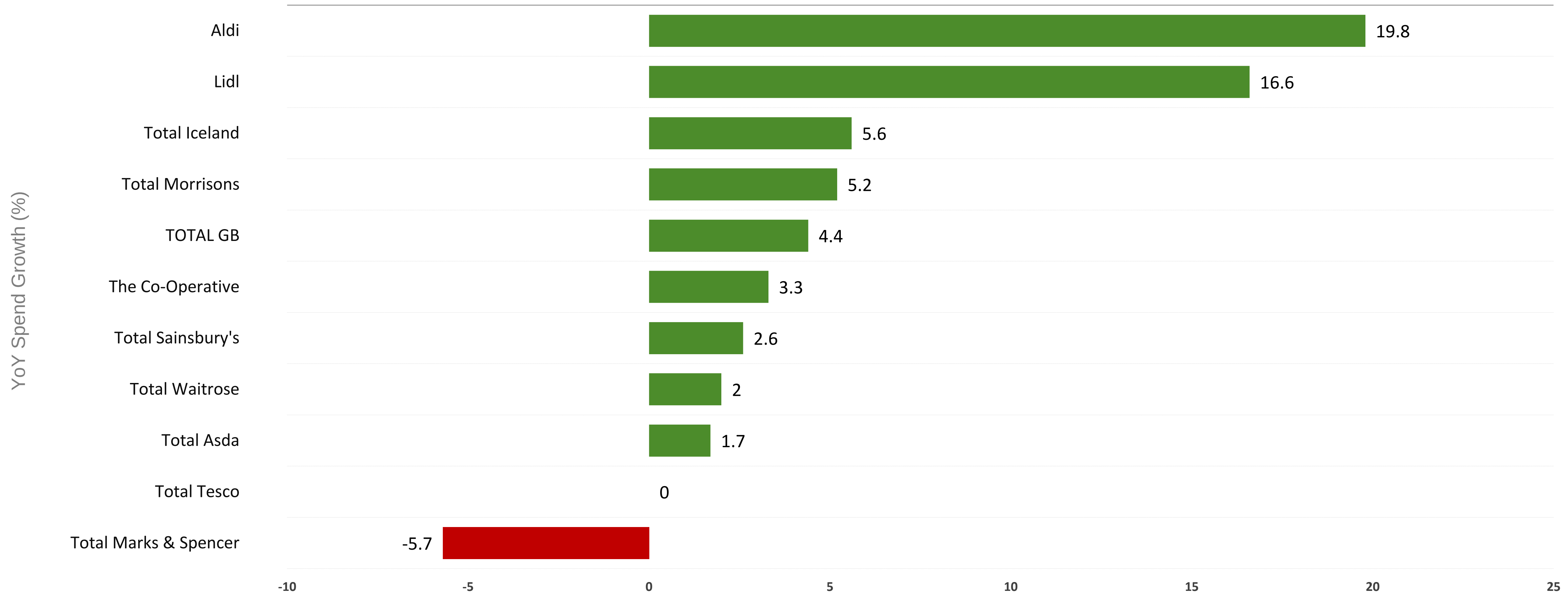
Tesco see a decline of -2.3%pts in their share and are the only retailer to decline out of the Big 4. The Co-Op and the discounters record the strongest growth



Within Oils & Fats, the story is the same, the discounters record the strongest growth whilst Waitrose lose spend and decline at -16.4%

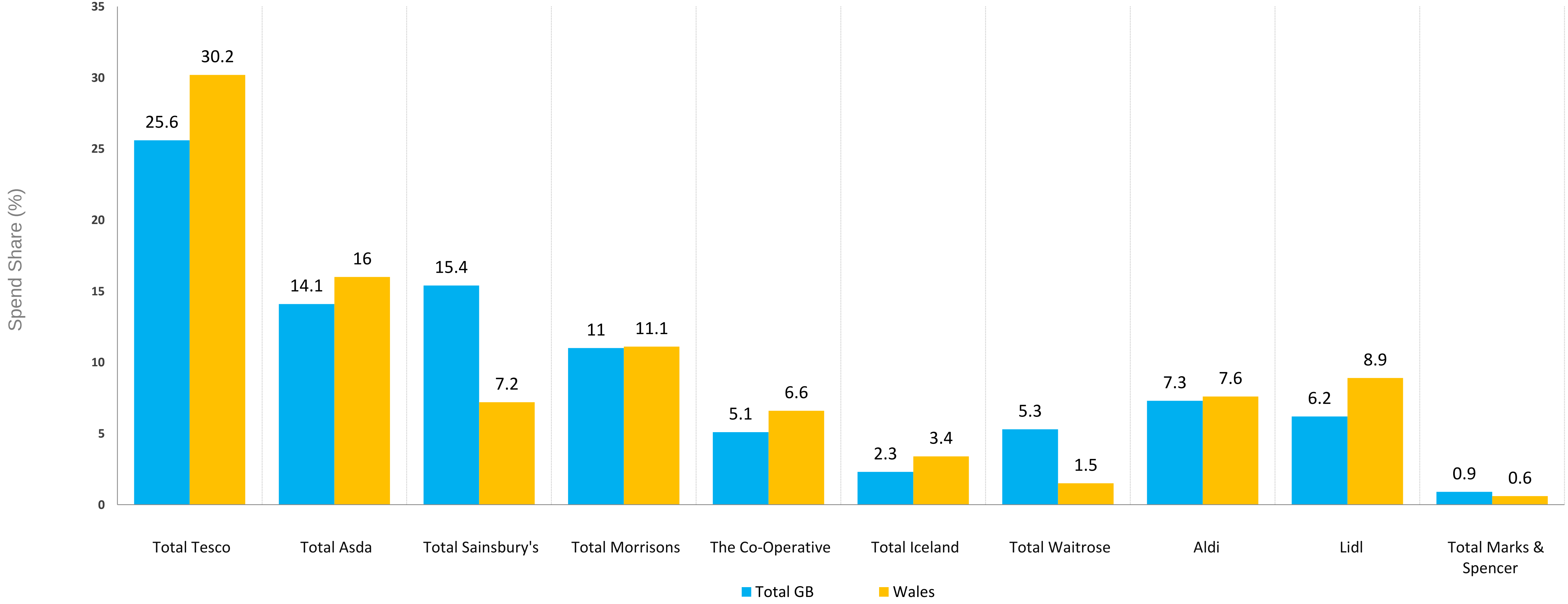


Similarly at total market level, Aldi & Lidl are the strongest growers however Waitrose is actually in growth of +2% at Total GB level

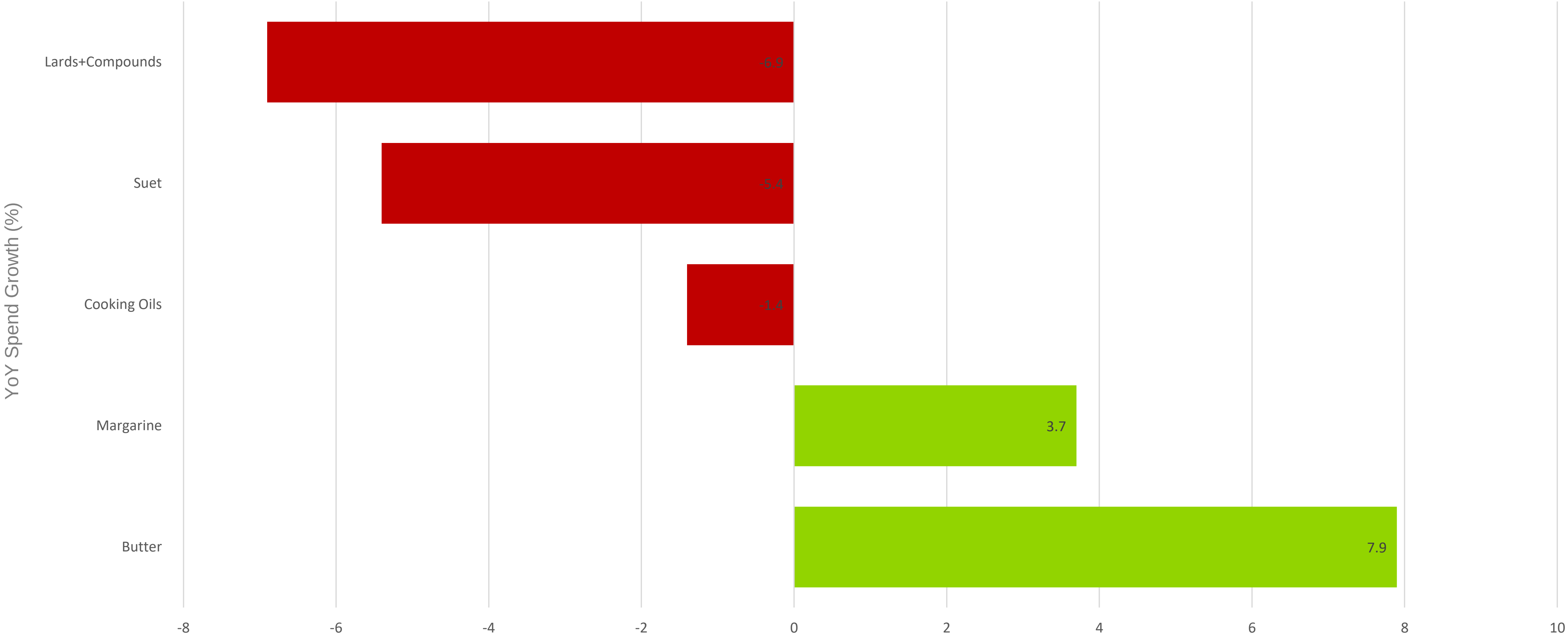


All of the Big 4 over trade in Oils & Fats in Wales in comparison to their Grocery market share. There are opportunities in both premium retailers – Waitrose and M&S.

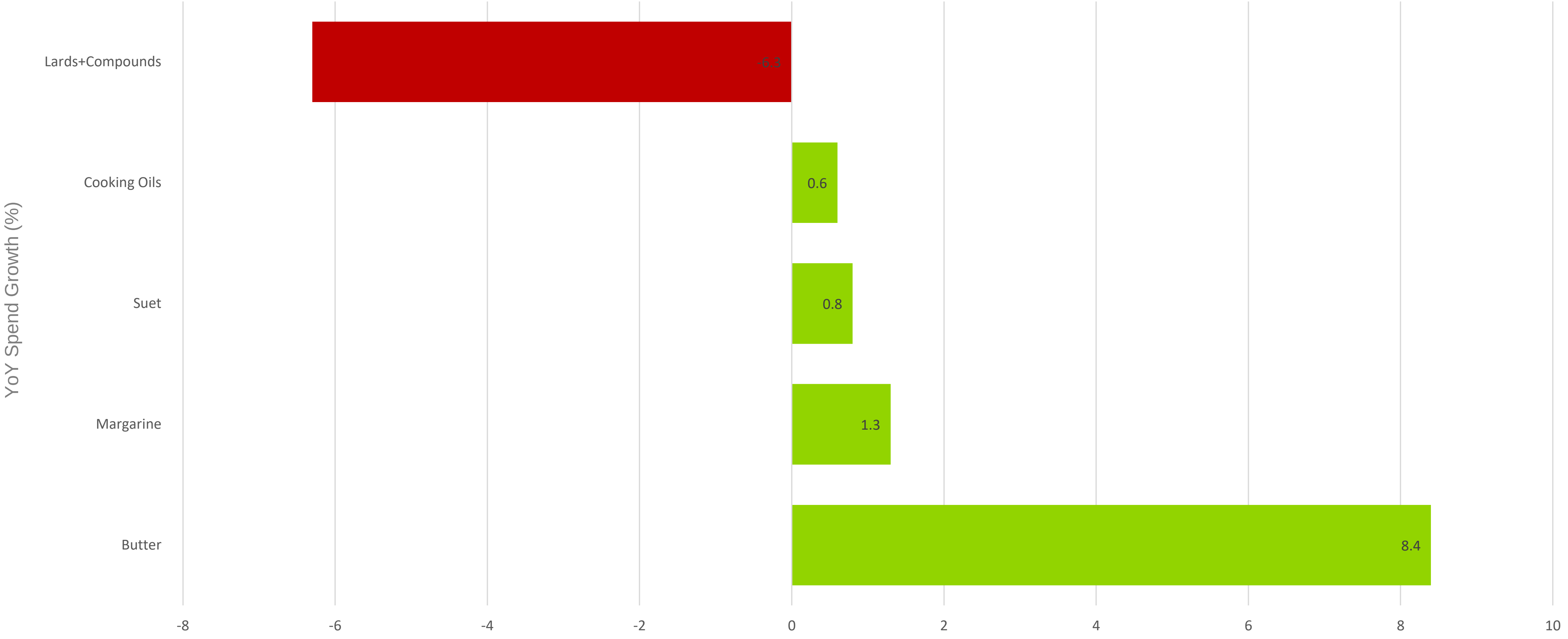
Retailer share of spend : Total Wales	Total Tesco	Total Asda	Total Sainsbury's	Total Morrisons	The Co-Operative	Total Iceland	Total Waitrose	Aldi	Lidl	Total Marks & Spencer
	29.3%	14.9%	5.6%	9.5%	4.5%	2.7%	1.8%	6.7%	6.9%	2.9%



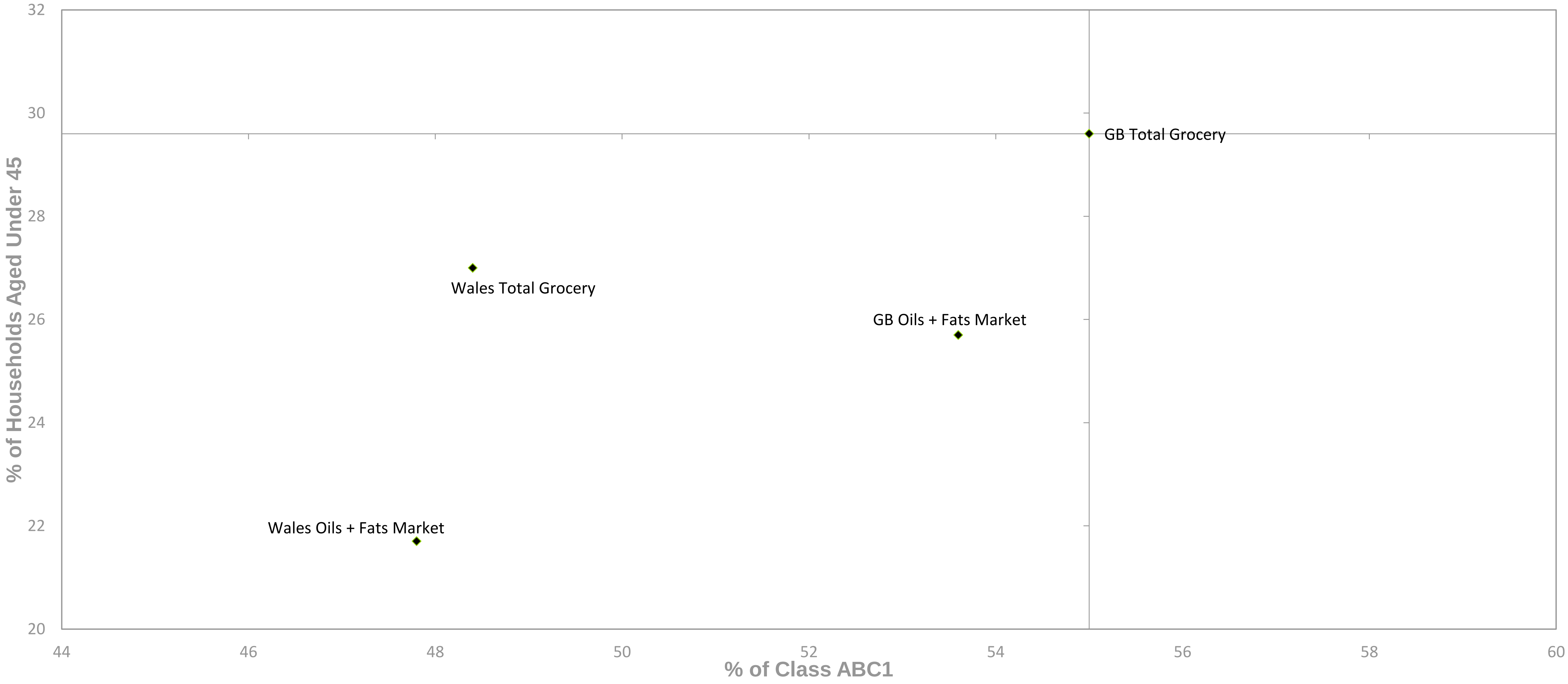
Classic options such as Butter & Margarine drive the growth within the Welsh market. Whilst less traditional Lards + Compounds see a decline of -6.9%



At Total GB level, Lards + Compounds are the only sector to be in decline (-6.3%). However, the GB market is more heavily driven by Butter which is growing at +8.4%



Oils and Fats are more likely to be bought by older, less affluent shoppers than Total Grocery in both Total GB and Wales. The Welsh Oil shopper is even less affluent and older than the GB Oil shopper



KANTAR WORLDPANEL

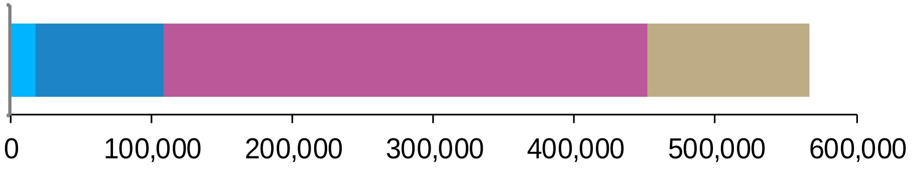
Total Dairy and Dairy Products

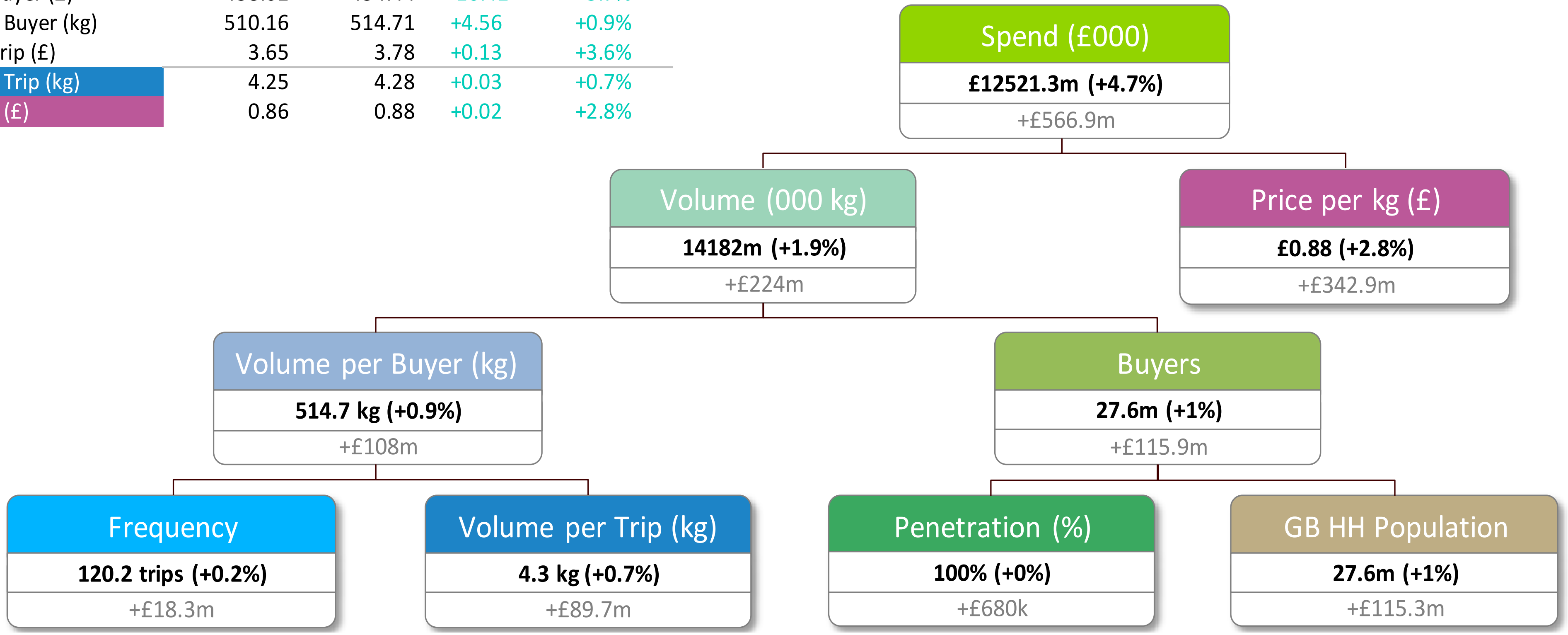
Kantar Worldpanel - 52 w/e 30th December 2018

Dairy/Dairy Products see all 4 KPI's in growth. This is predominately driven through price inflation and shoppers putting more volume into their baskets

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	11,954,400	12,521,320	+566,920	+4.7%
Volume (000 kg)	13,923,230	14,182,000	+258,770	+1.9%
Penetration (%)	99.97	99.98	+0.01	+0.0%
Frequency	120.00	120.18	+0.18	+0.2%
Spend per Buyer (£)	438.02	454.44	+16.42	+3.7%
Volume per Buyer (kg)	510.16	514.71	+4.56	+0.9%
Spend per Trip (£)	3.65	3.78	+0.13	+3.6%
Volume per Trip (kg)	4.25	4.28	+0.03	+0.7%
Price per kg (£)	0.86	0.88	+0.02	+2.8%

Value up 4.7% worth £566.9m

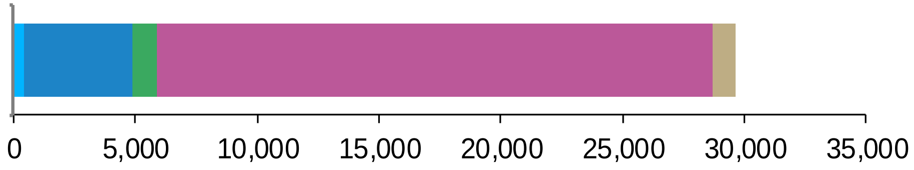




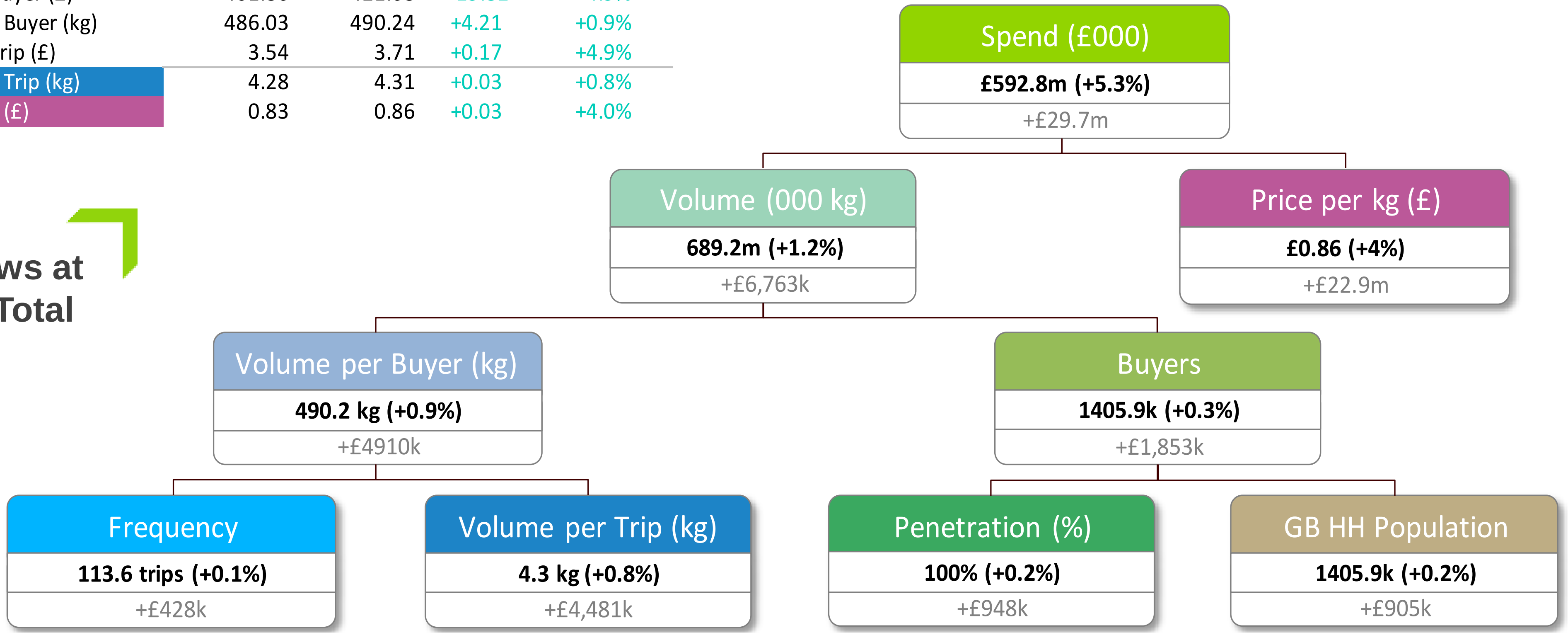
Wales grows ahead of Total GB at +5.3% however sees the majority of this growth also coming through price inflation and larger baskets

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	563,132	592,784	+29,652	+5.3%
Volume (000 kg)	681,080	689,158	+8,078	+1.2%
Penetration (%)	99.83	100.00	+0.17	+0.2%
Frequency	113.56	113.64	+0.09	+0.1%
Spend per Buyer (£)	401.86	421.68	+19.82	+4.9%
Volume per Buyer (kg)	486.03	490.24	+4.21	+0.9%
Spend per Trip (£)	3.54	3.71	+0.17	+4.9%
Volume per Trip (kg)	4.28	4.31	+0.03	+0.8%
Price per kg (£)	0.83	0.86	+0.03	+4.0%

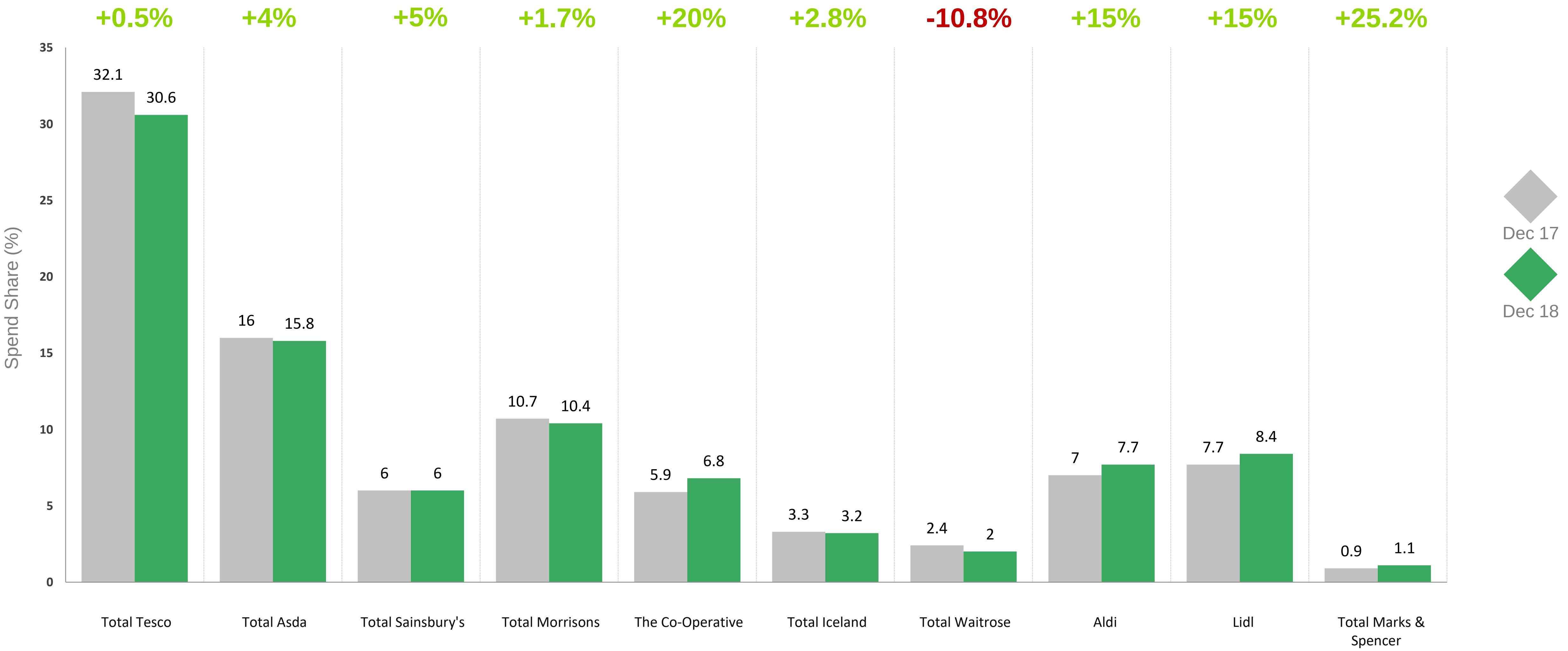
Value up 5.3% worth £29.7m



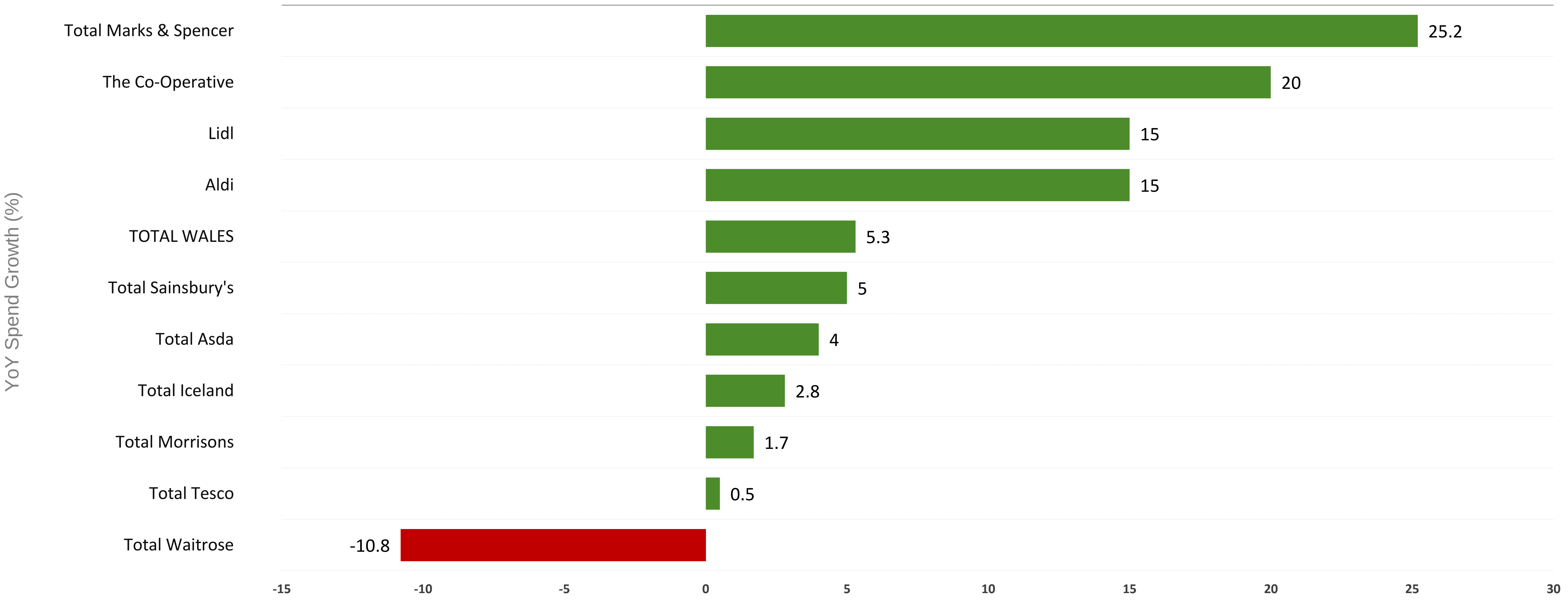
Total Dairy grows at +4.7% across Total GB.



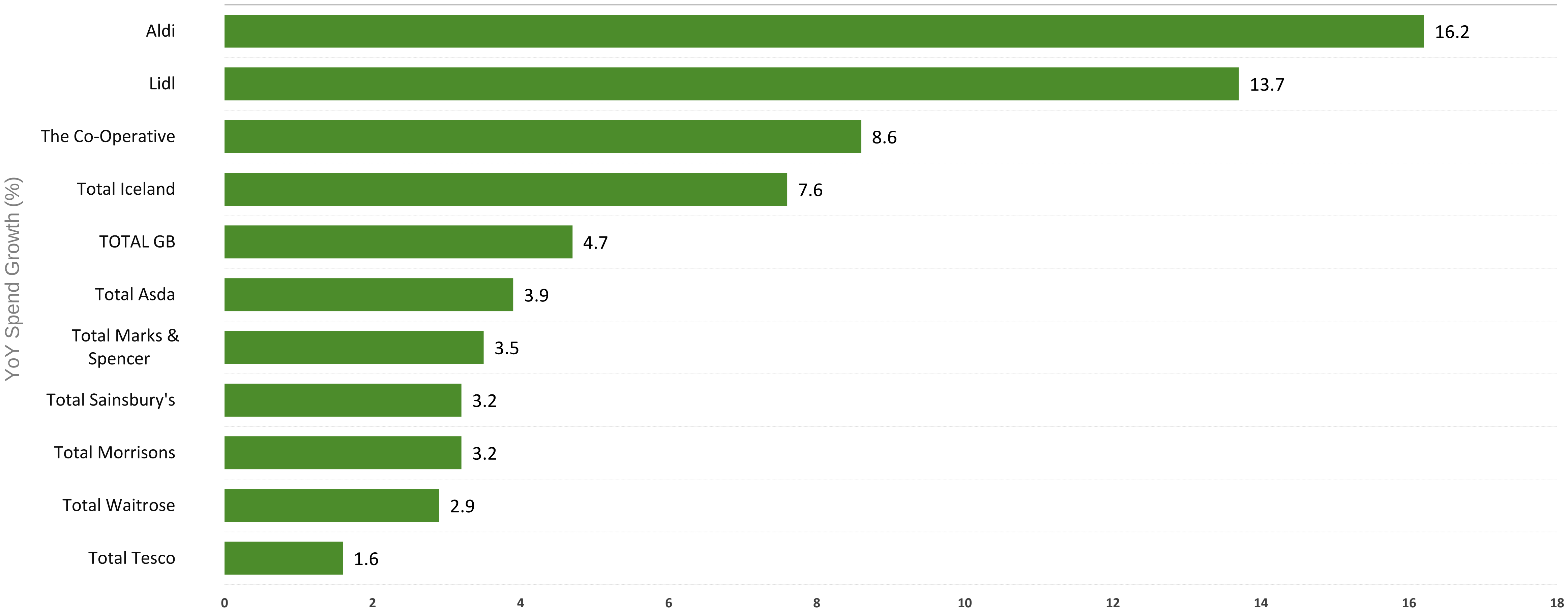
All of the Big 4 either lose share or remain flat whilst both discounters add +0.7%pts to their share and both grow at +15%



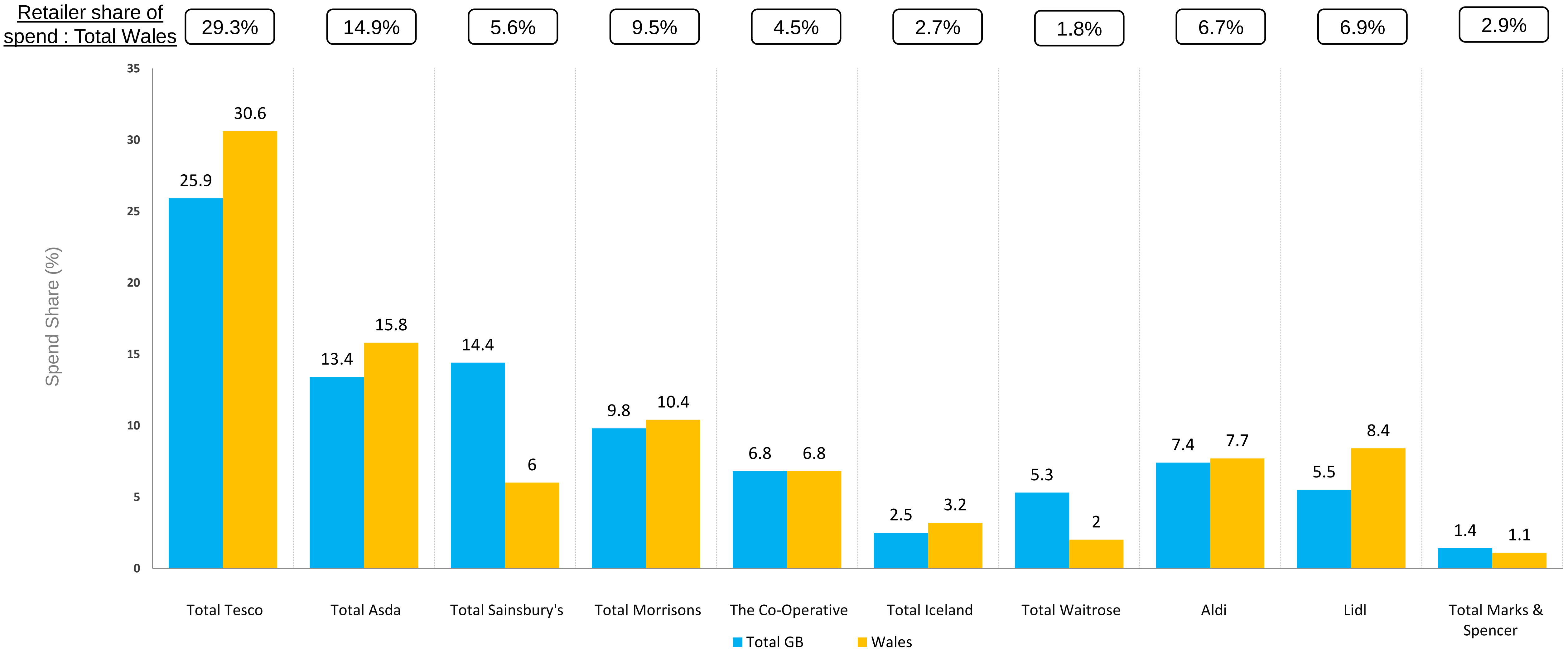
All retailers are in growth in Wales apart from Waitrose. All of the Big 4 grow behind Total Wales whilst M&S posts the strongest growth at +25.2%



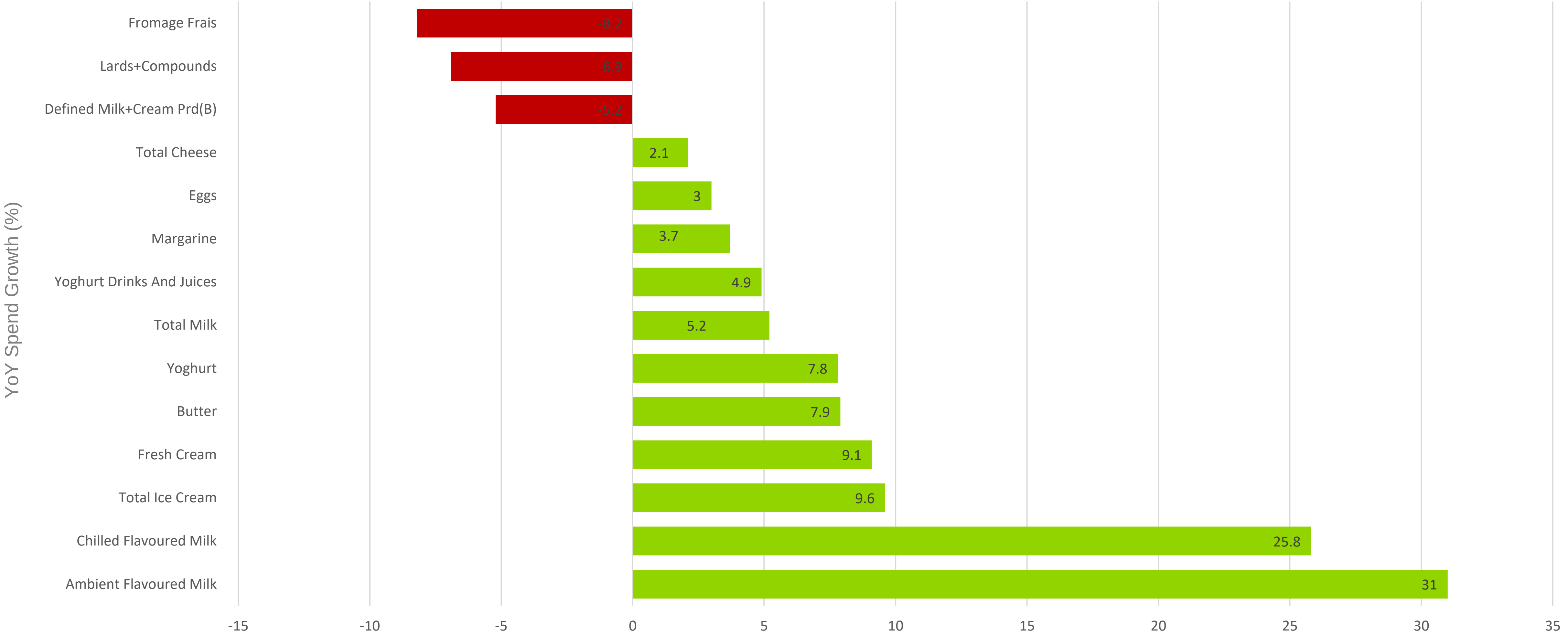
Similar to Total Grocery, the discounters post the strongest growth. However, the Dairy category performs strongly and all retailers are in growth



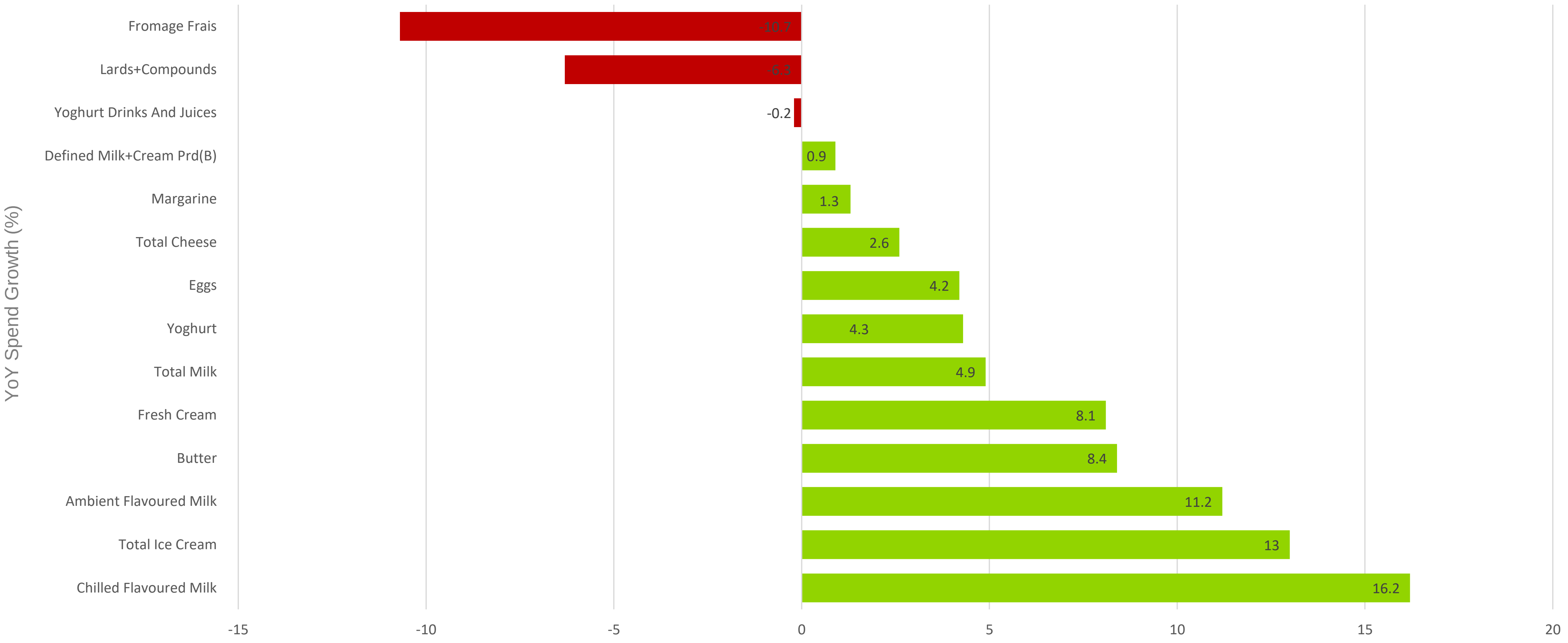
The Big 4 and the discounters all over trade within the Dairy category in Wales in comparison to their total grocery share. Despite M&S' strong growth they still fall 1.8%pts behind their fair share in Wales



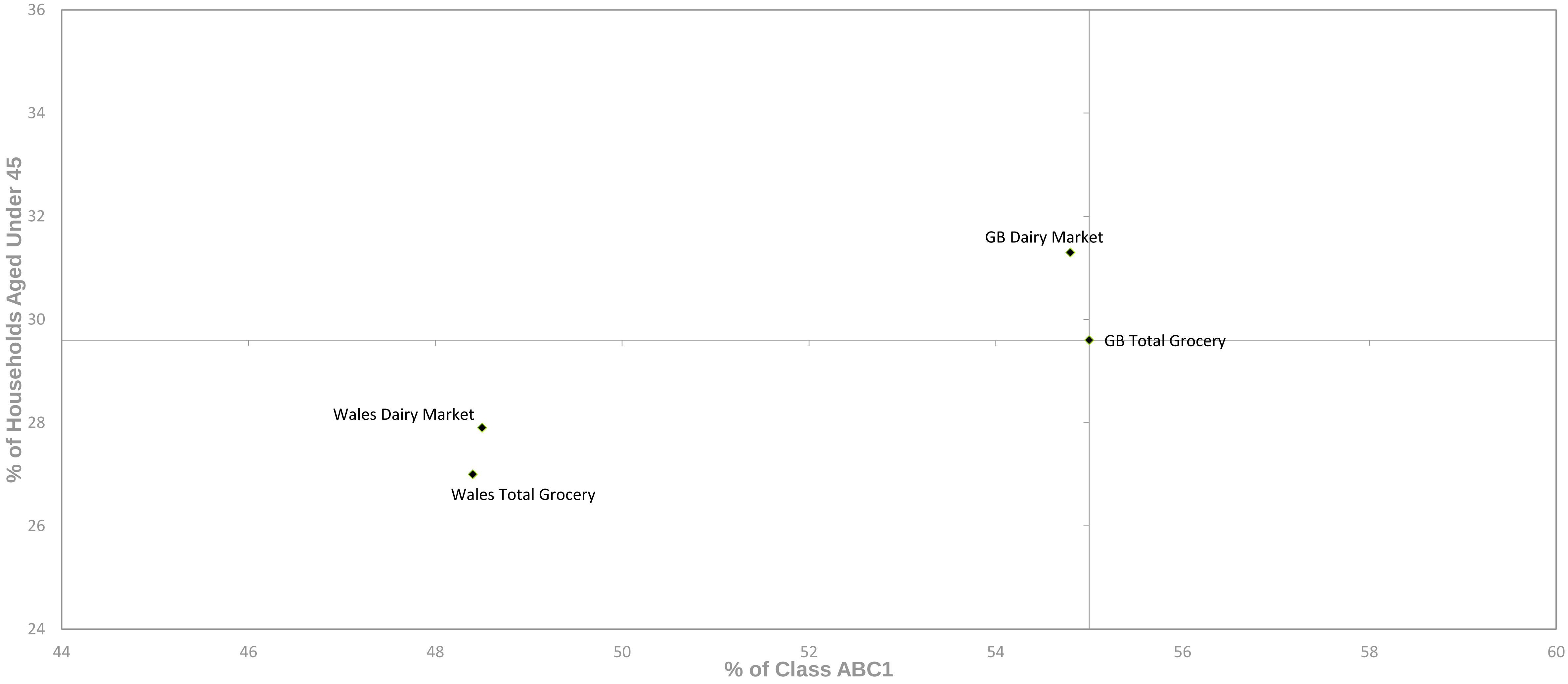
In Wales, Flavoured Milk proves to be a popular option with both ambient and chilled recording strong growth



At Total GB level, the same trends are evidenced. Fromage Frais is still the worst performer and Flavoured Milk continue to post double digit growth



The average Welsh Dairy shopper is slightly younger than Total Wales Grocery, however older and less affluent than Total GB.



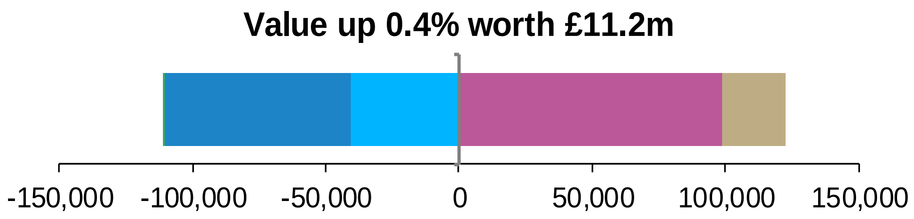
KANTAR WORLDPANEL

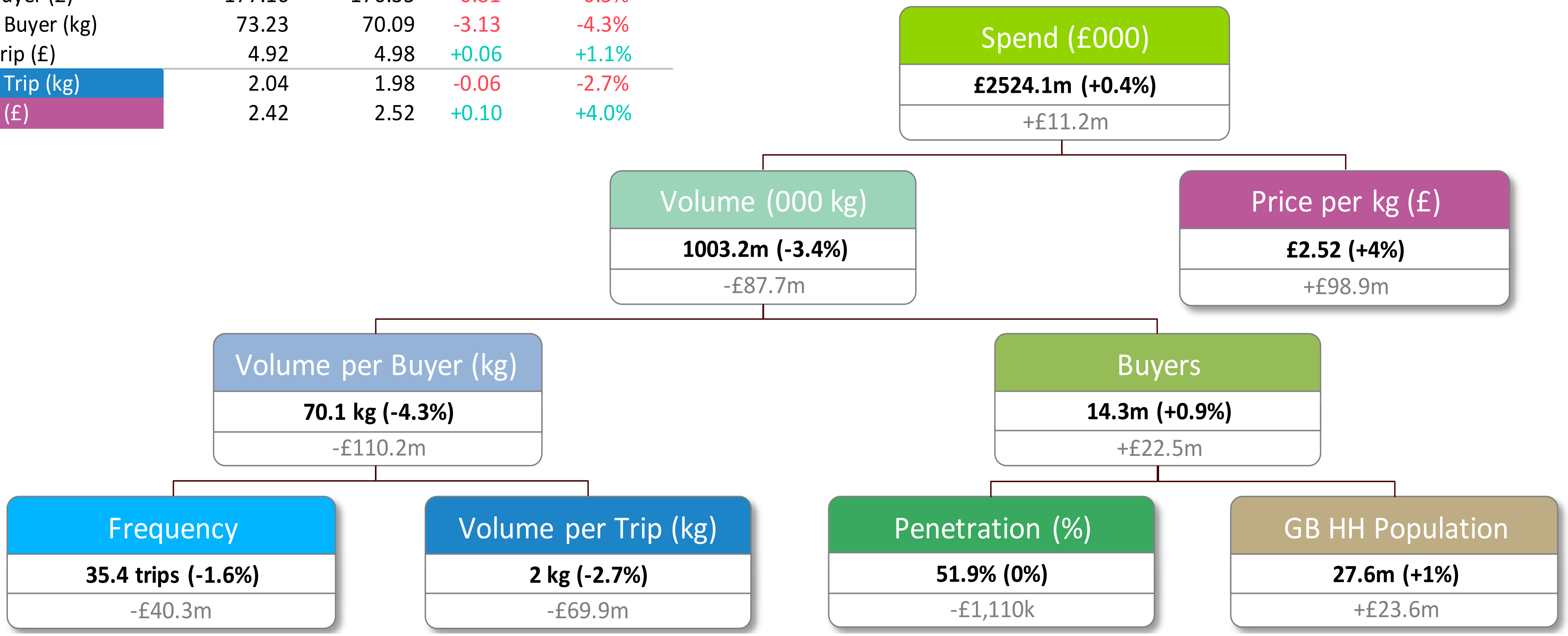
Total Animal Feed

Kantar Worldpanel - 52 w/e 30th December 2018

Animal Feed is in slight growth of +0.4% however shoppers are becoming less engaged with the category

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	2,512,928	2,524,143	+11,215	+0.4%
Volume (000 kg)	1,038,658	1,003,236	-35,422	-3.4%
Penetration (%)	51.96	51.93	-0.02	-0.0%
Frequency	35.98	35.41	-0.57	-1.6%
Spend per Buyer (£)	177.16	176.35	-0.81	-0.5%
Volume per Buyer (kg)	73.23	70.09	-3.13	-4.3%
Spend per Trip (£)	4.92	4.98	+0.06	+1.1%
Volume per Trip (kg)	2.04	1.98	-0.06	-2.7%
Price per kg (£)	2.42	2.52	+0.10	+4.0%

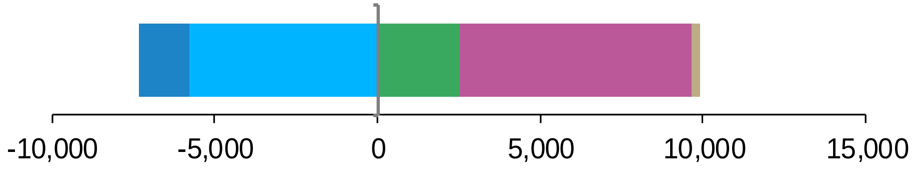


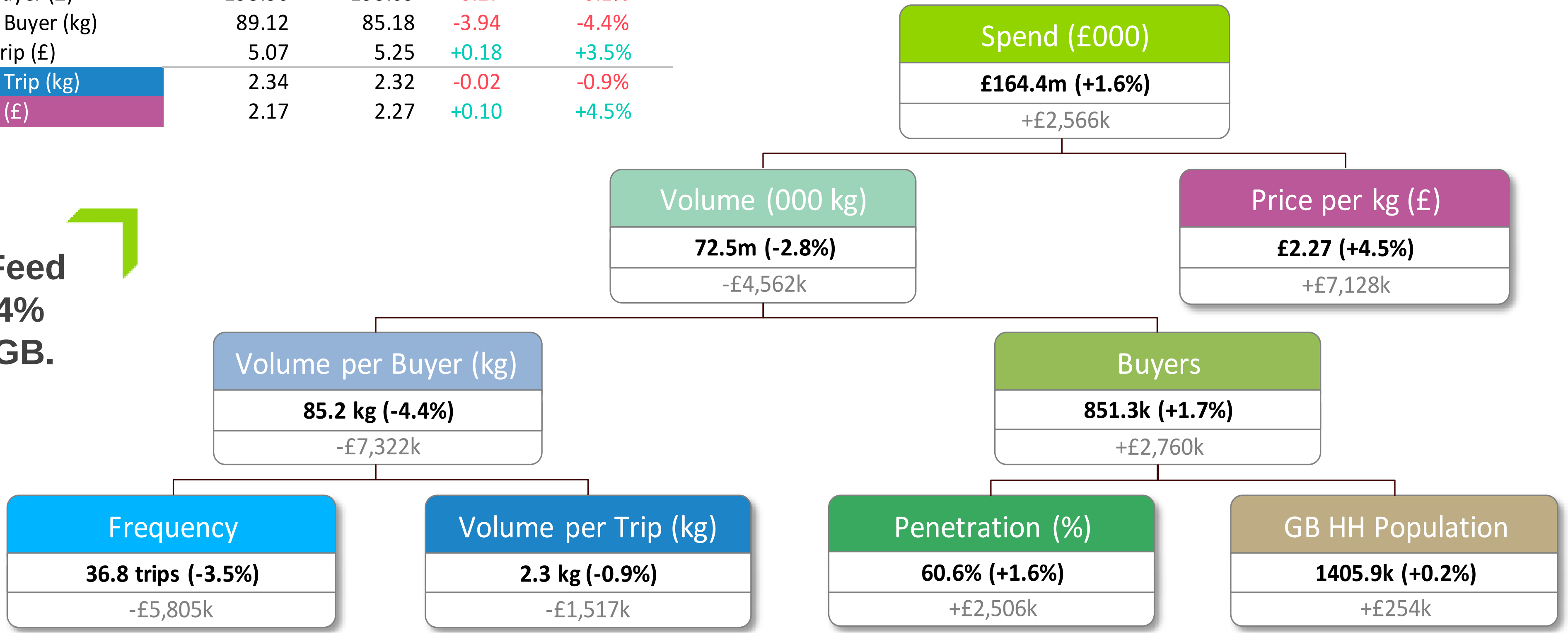


In Wales, Animal Feed achieves growth of +1.6% as new shoppers enter the category and price continues to rise. However similar to Total GB, frequency and trip volume offset much of the growth.

Measure	52 w/e 31 Dec 17	52 w/e 30 Dec 18	Change (Actual)	Change (%)
Spend (£000)	161,807	164,373	+2,566	+1.6%
Volume (000 kg)	74,580	72,516	-2,064	-2.8%
Penetration (%)	59.62	60.55	+0.94	+1.6%
Frequency	38.10	36.76	-1.35	-3.5%
Spend per Buyer (£)	193.36	193.09	-0.27	-0.1%
Volume per Buyer (kg)	89.12	85.18	-3.94	-4.4%
Spend per Trip (£)	5.07	5.25	+0.18	+3.5%
Volume per Trip (kg)	2.34	2.32	-0.02	-0.9%
Price per kg (£)	2.17	2.27	+0.10	+4.5%

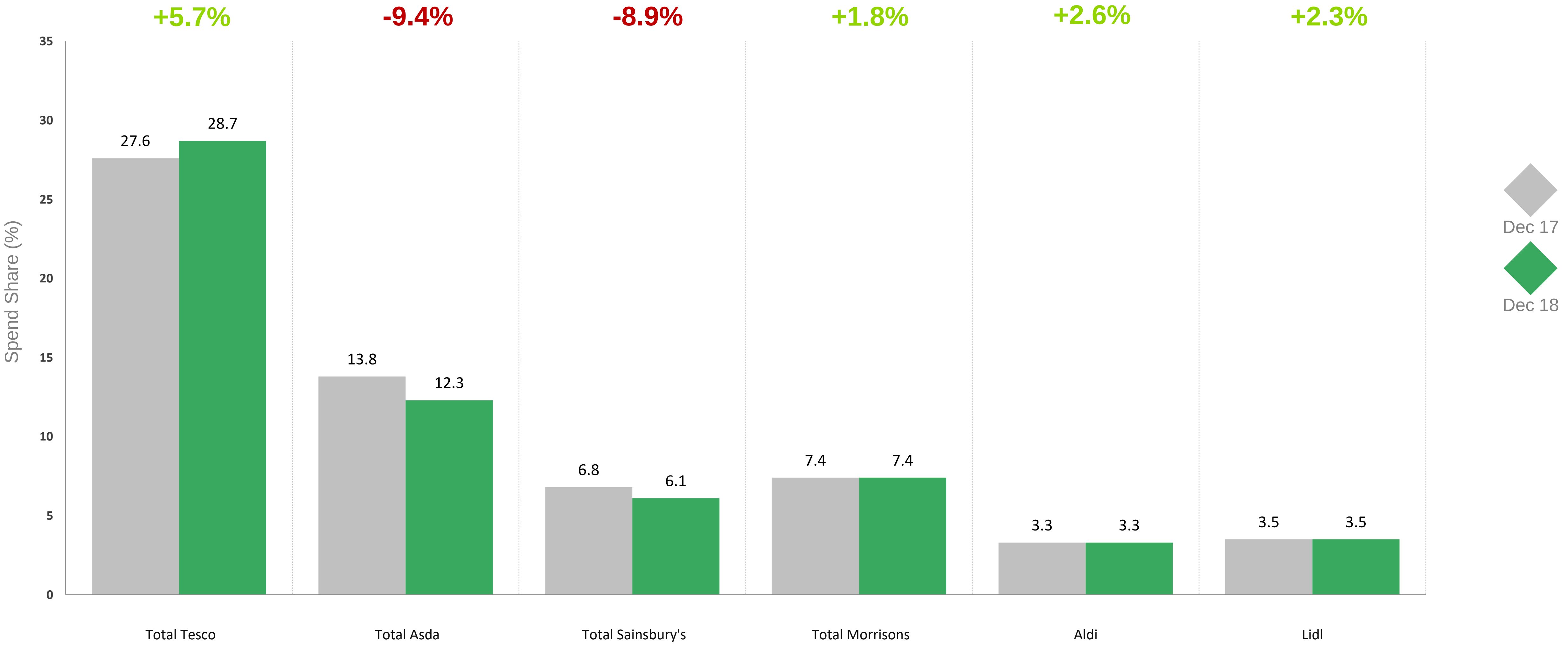
Value up 1.6% worth £2,566k



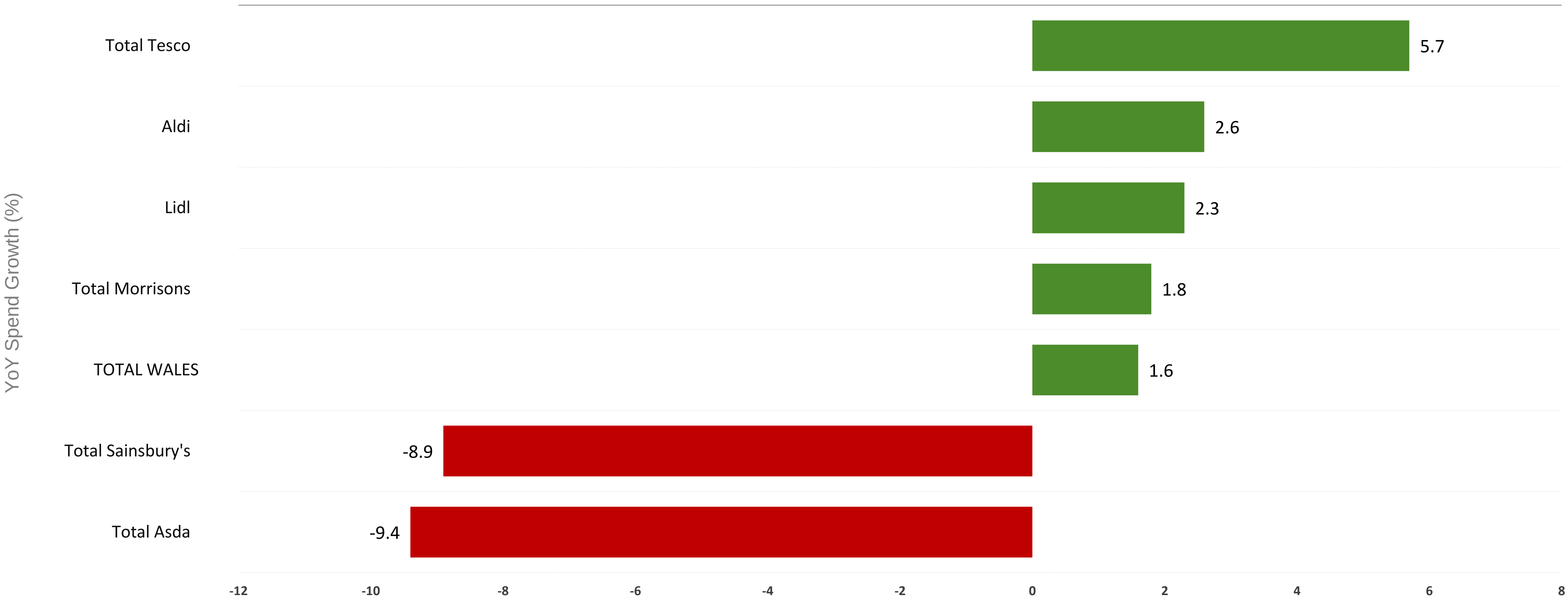


Total Animal Feed grows at +0.4% across Total GB.

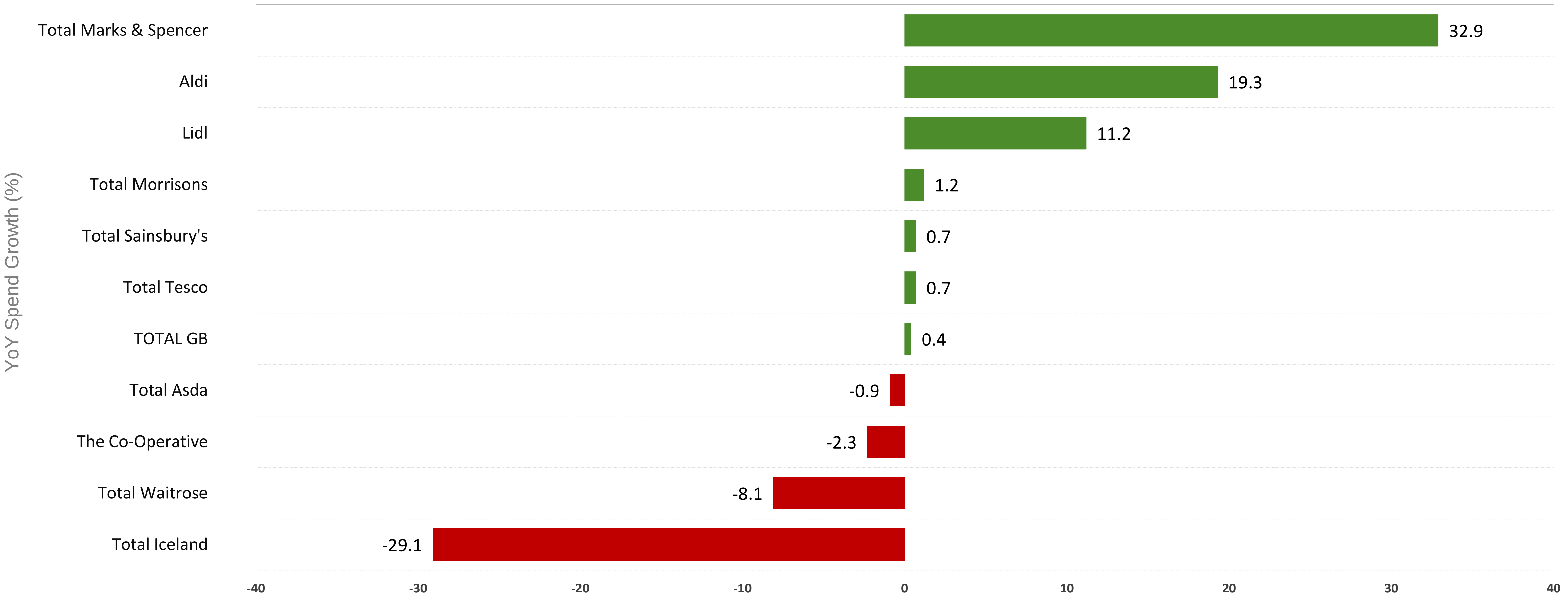
Out of the retailers that are robust in Wales, Tesco increase their share by +1.1%pts and post the strongest growth at +5.7%



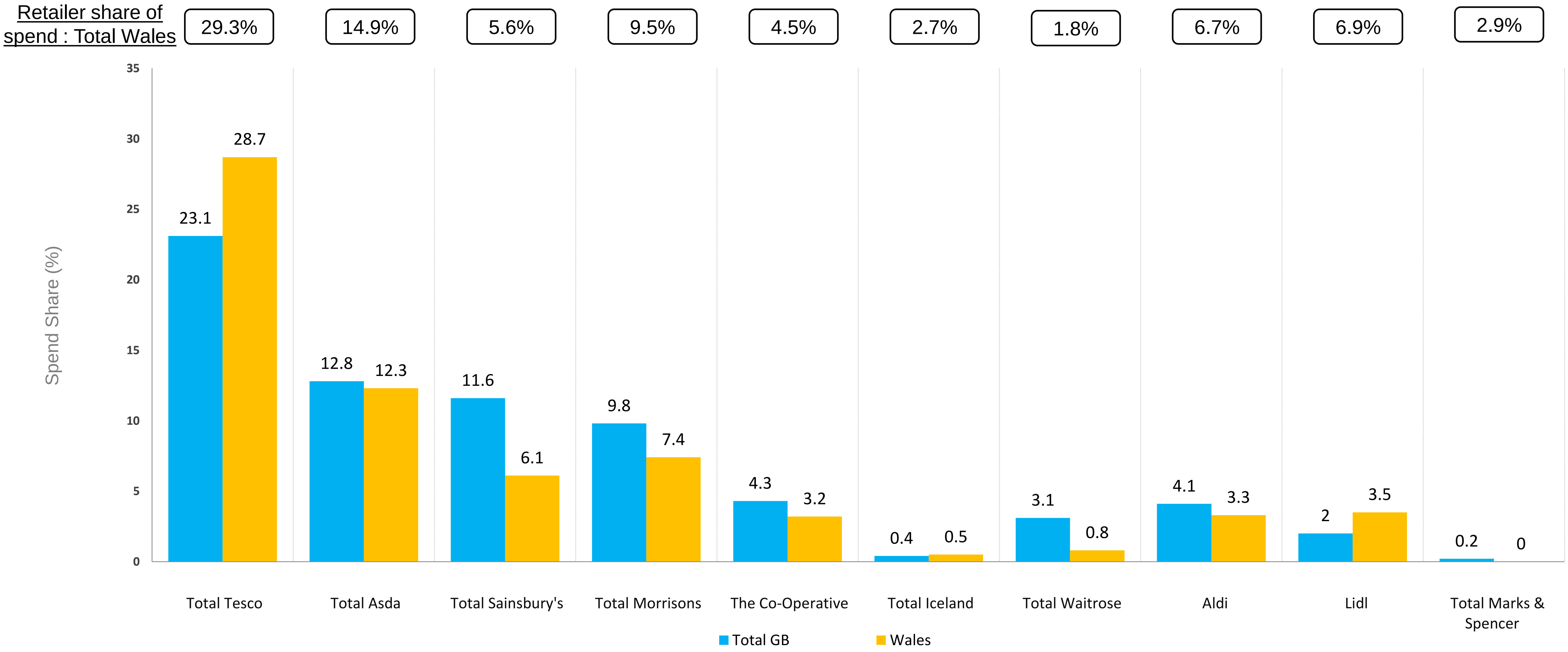
In Wales, Sainsbury's (-8.9%) and Asda (-9.4%) are the only 2 retailers that see decline. The discounters continue to grow ahead of the market with Tesco and Morrisons as well



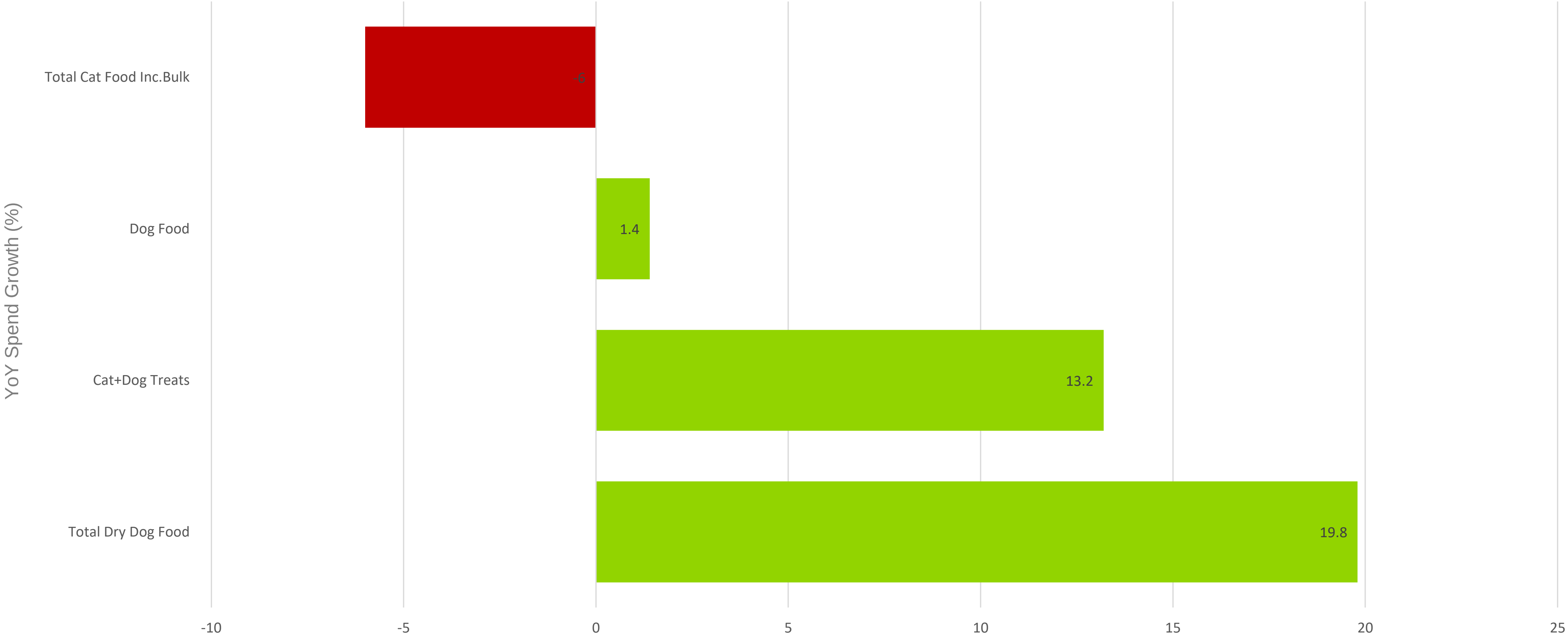
At Total GB level, M&S record the strongest growth (+32.9%) albeit from a low base, yet again both the discounters see double digit growth. Asda are the only big 4 retailer who decline at -0.9%



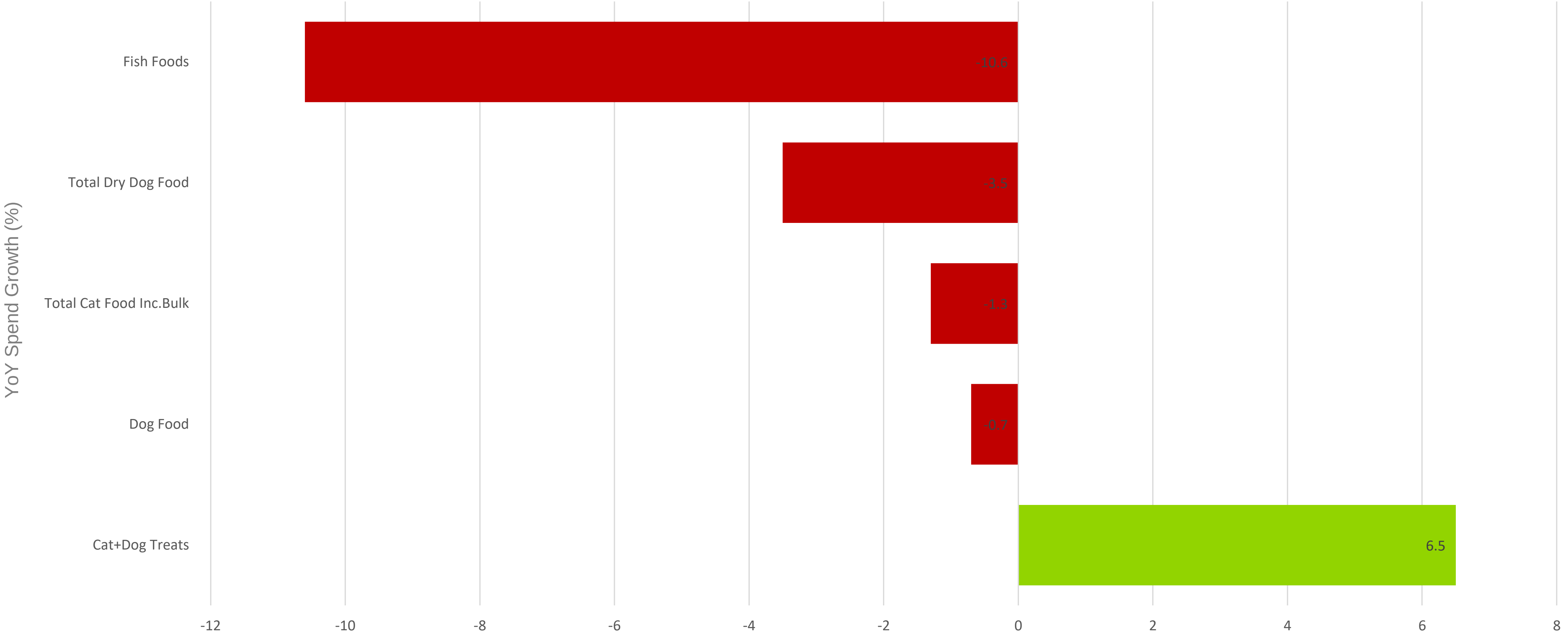
Within Animal Feed there are opportunities across every single retailer bar Sainsbury's to achieve their fair share



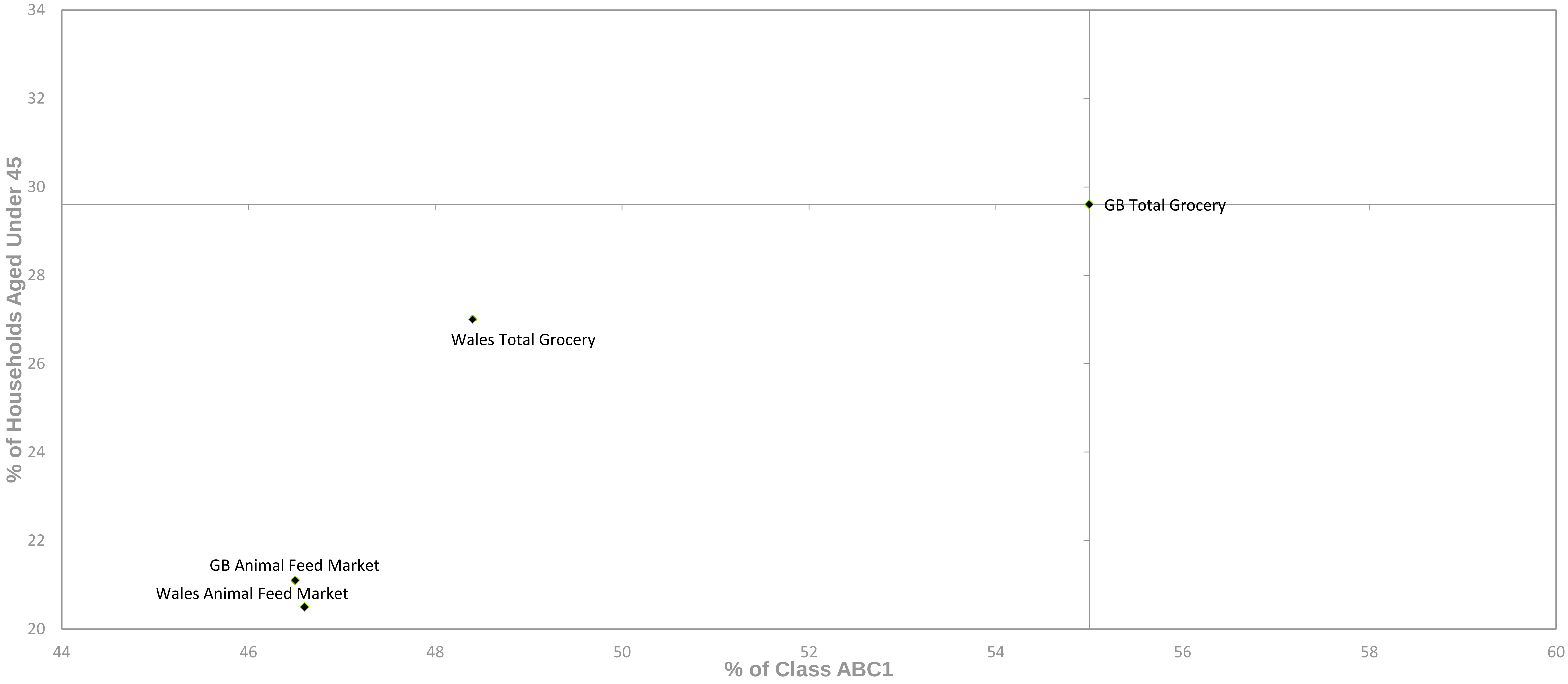
Cat Food is the only sector to see decline (-6%) whereas Dry Dog Food is the best performing sector in Wales and grows at +19.8%



However, this is totally different at GB level. Only Cat + Dog Treats see growth at +6.5% and all other sectors are actually declining



Animal Feed is bought by significantly older and less affluent shoppers than Total Grocery. The difference is most extreme across Total GB



Appendix

Appendix

- **Total Fish and Seafood =** Canned Fish, Fresh Fish and Frozen Fish
- **Total Beverages =** Alcohol; Hot Beverages; Take Home Soft Drinks (excluding Ambient Flavoured Milk); and Chilled Drinks (excluding Chilled Flavoured Milk)
- **Total Bakery =** Ambient Bakery Products; Biscuits (excluding Cereal & Fruit Bars); Toaster Pastries (in Packet Breakfast); Chilled Bakery Products; Fresh/Chilled Pastry; Frozen Bread and Frozen Savoury Bakery.
- **Cereals, Grains and Starch =** Cereal & Fruit Bars, Canned Pasta Products, Canned Rice Puddings, Breakfast Cereals, Ambient Rice & Savoury Noodles, Complete Dry/Ambient Mls, Cous-cous, Dry Pasta, Dry Pulses & Cereals, Ambient Pizza Bases, Flour, Take Home Savouries (excluding Nuts), Chilled Pizza & Bases, Chilled Rice, Fresh Pasta, Frozen Pizzas
- **Fruit and Vegetables =** Baked Bean, Canned Salads, Canned Vegetables, Fruit Filling, Prepared Peas & Beans, Tinned Fruit, Tomato Products, Vegetable In Jar (all Canned Goods), Nuts (Sweet Home Cooking), Nuts (Take Home Savouries), Chilled Prepared Salad (Chilled Convenience), Fruit & Veg & Salads, Frozen Vegetables and Frozen Vegetarian Prods.

Appendix

- **Meat and Meat Products =** Canned Hot Meats, Cold Canned Meats (in Ambient Groceries); Chilled Processed Poultry, Chilled Ready Meals, Cooked Meats, Lse Fresh Meat & Pastry, P/P Fresh Meat+Veg+Pastry (in Chilled Convinience); Fresh Meat; Mincemeat; Fresh Poultry+Game; Frozen Meat; Frozen Poultry+Game; Frozen Cooked Poultry and Frozen Meat Products (in Frozen Prepared).
- **Oils and Fats =** Cooking Oils and Suet (in Savoury Home Cooking); Butter, Lards+Compounds and Margarine (in Dairy).
- **Dairy and Dairy Products =** Defined Milk+Cream Prd (B) and Instant Milk (in Sweet Home Cooking); Ice Cream Cone (in Take Home Confectionary); Ambient Flavoured Milk (in Take Home Soft Drinks); Chilled Flavoured Milk; Dairy Products; Total Ice Cream (in Frozen Confectionary).
- **Animal Feed =** Cat+Dog Treats, Dog Food, Fish Foods, Total Cat Food Inc.Bulk, Total Dry Dog Food

Thank you