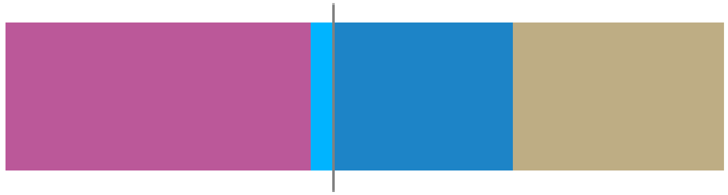
TOTAL GROCERY

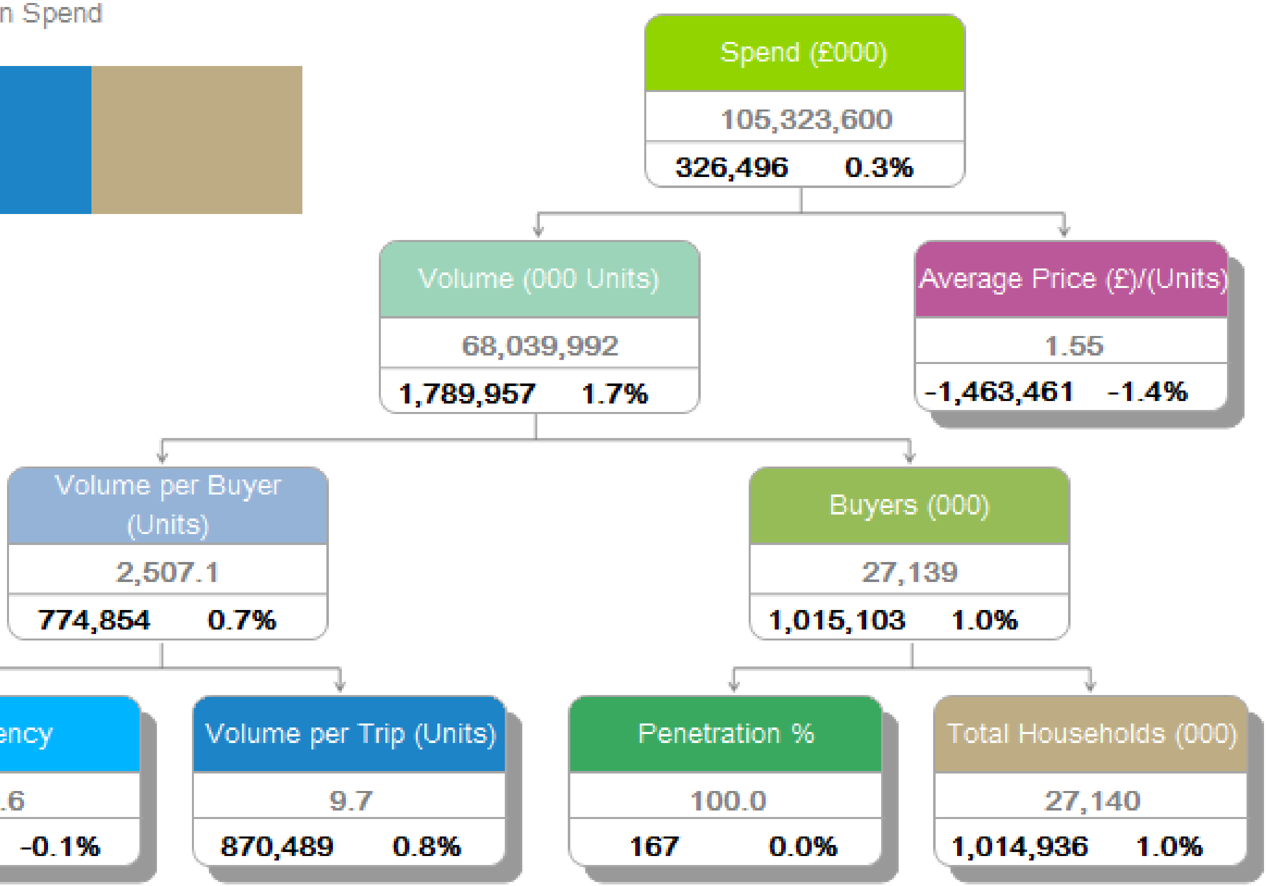
Total Grocery remains in very marginal growth, driven by bigger baskets with falling prices continuing to hold back further growth.

29-Jan-17 vs. Previous Year

Total Grocery | Total Market | Total Grocery | 52 w/e | Previous Year

Attribution of Change in Spend

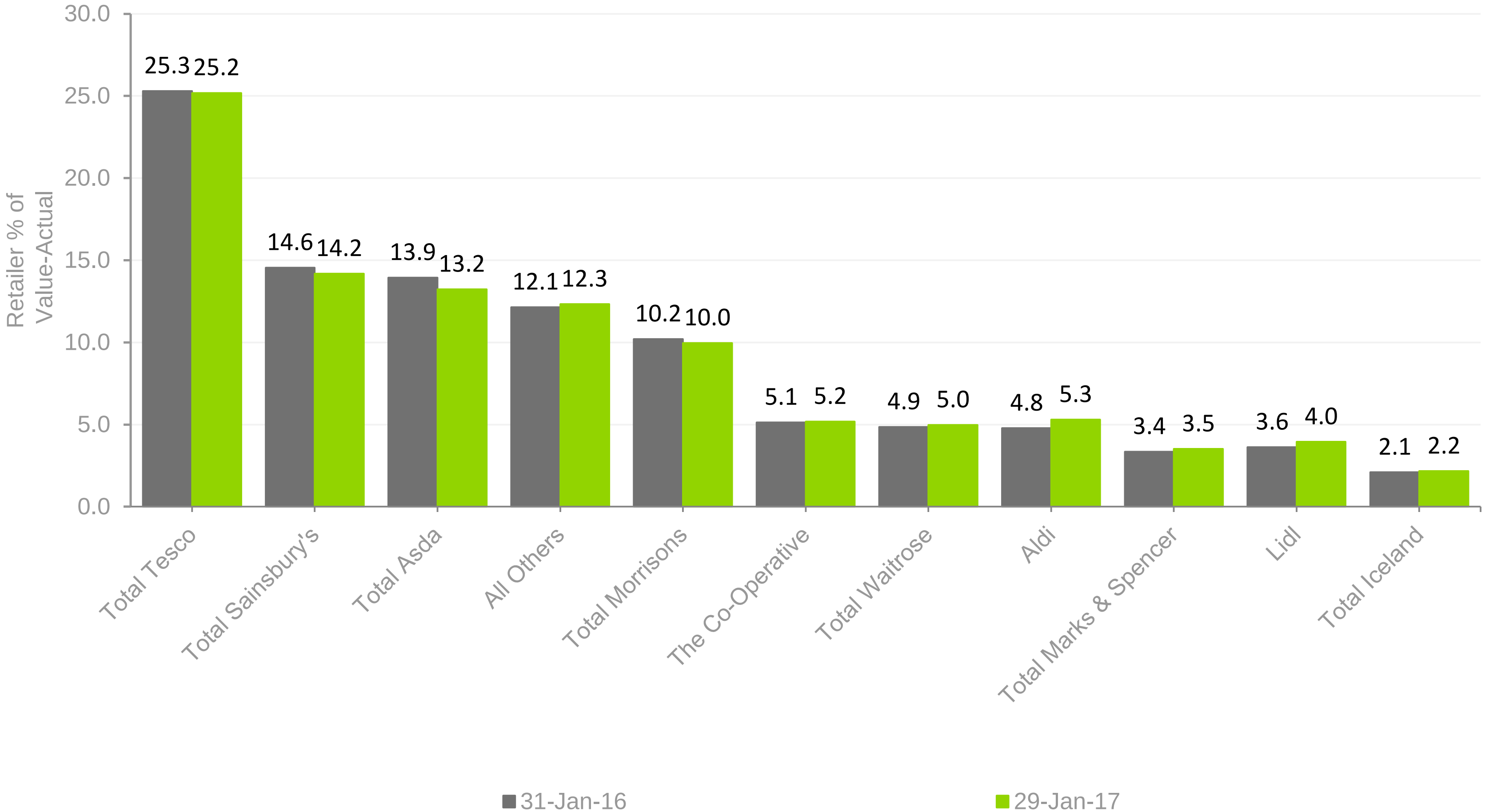




KEY
= > 3% Change
= < -3% Change

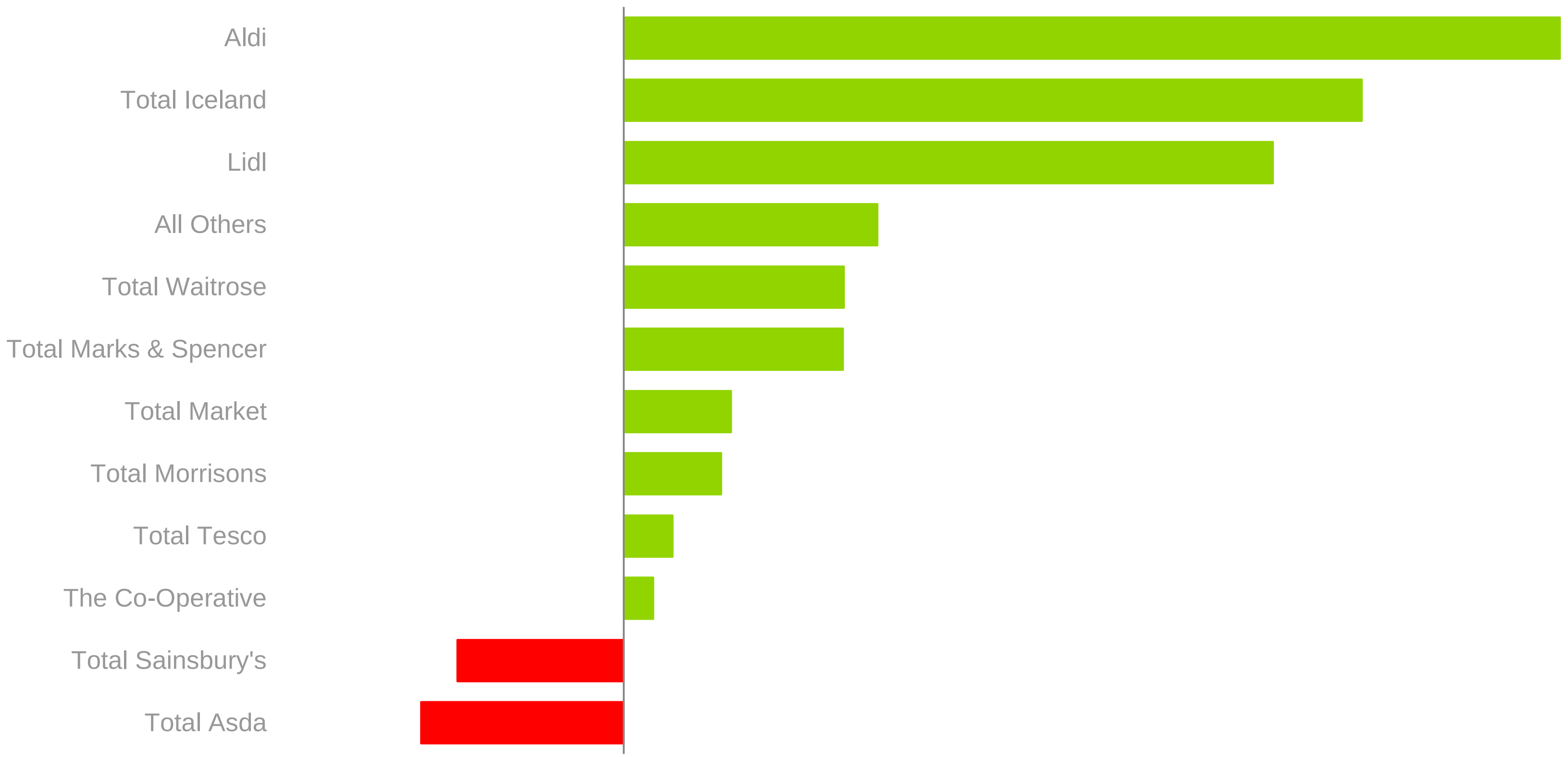
When we focus on the retailers, all of the big 4 have lost share in the last 52weeks. The discounters, Waitrose, M&S, Co-op and Iceland all see their market share increase.

Retailer % of Value | Actual | Total GB | Total Grocery | 52 w/e



Aldi continues to grow the fastest, with Iceland growing ahead of Lidl.

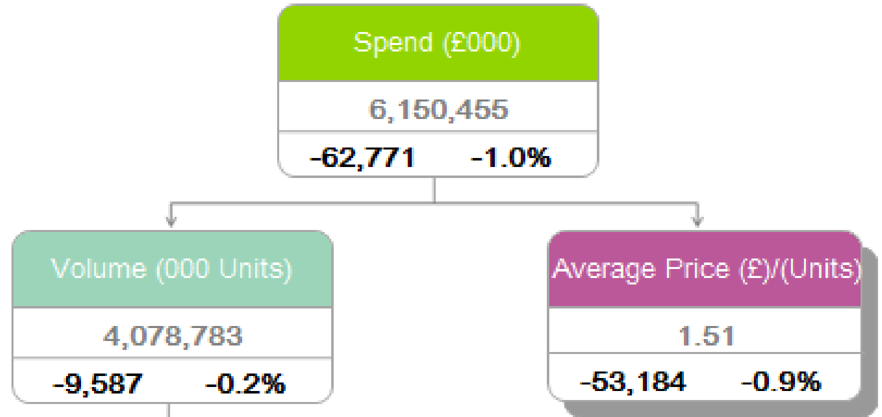
Spend (£000) | Yr on Yr % Change | Total GB | Total Grocery | 12 w/e

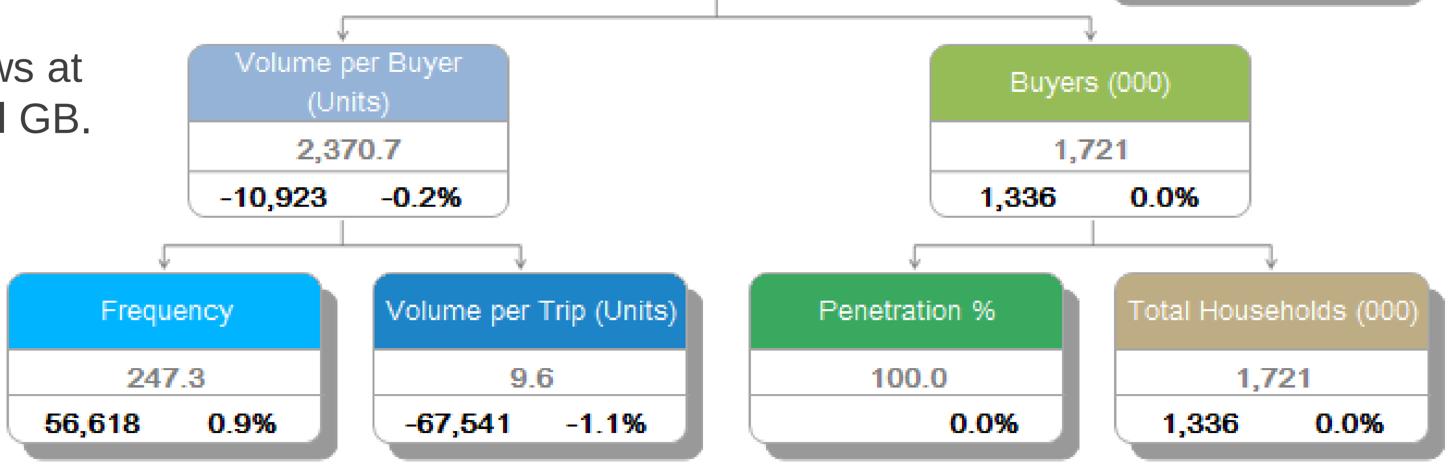


In Wales, Grocery performs behind the market as volume actually declines, combining with price deflation to outweigh people shopping more often.

Total Grocery | Total Wales | 52we 29 January 2017

Attribution of Change in Spend





Total Grocery grows at +0.3% across Total GB.

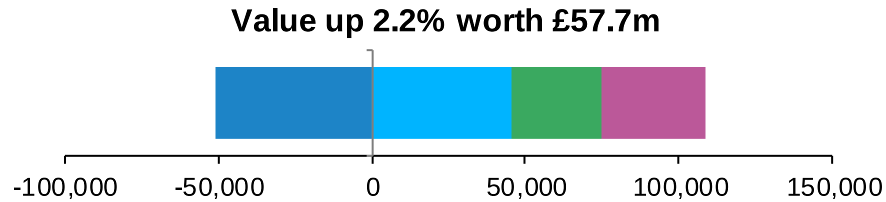
KEY
= > 3% Change
= < -3% Change

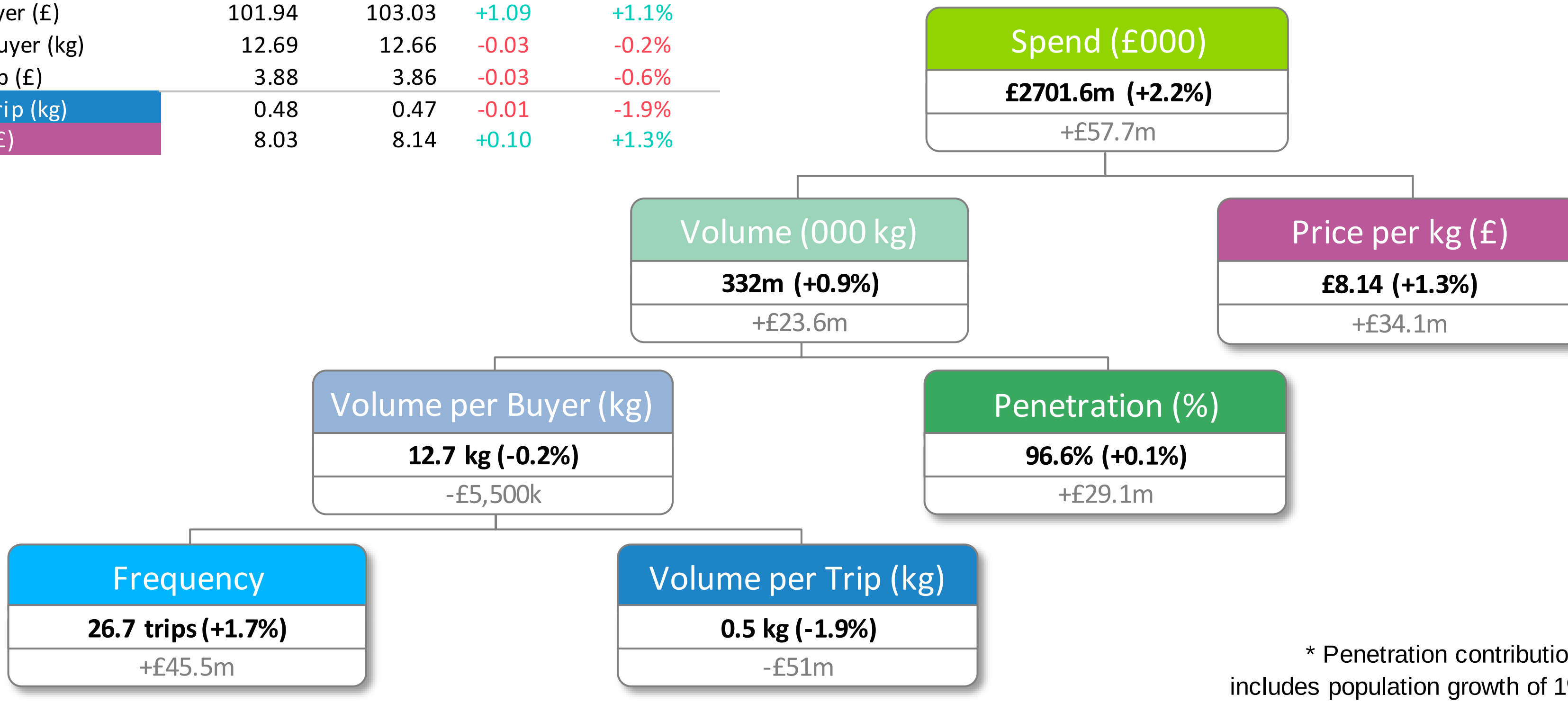
FISH AND SEAFOOD

Total Fish grows as more people shop more often at a higher price.

Total Fish and Seafood | Total GB | 52 w/e 29th January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	2,643,940	2,701,644	+57,704	+2.2%
Volume (000 kg)	329,138	332,015	+2,877	+0.9%
Penetration (%)	96.49	96.61	+0.13	+0.1%
Frequency	26.25	26.71	+0.45	+1.7%
Spend per Buyer (£)	101.94	103.03	+1.09	+1.1%
Volume per Buyer (kg)	12.69	12.66	-0.03	-0.2%
Spend per Trip (£)	3.88	3.86	-0.03	-0.6%
Volume per Trip (kg)	0.48	0.47	-0.01	-1.9%
Price per kg (£)	8.03	8.14	+0.10	+1.3%





* Penetration contribution includes population growth of 1%

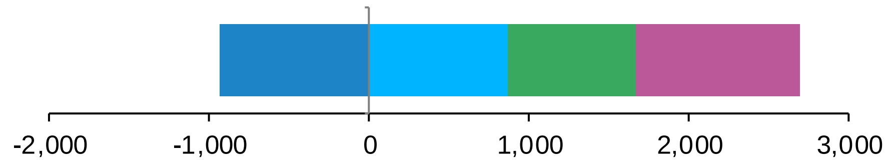
KANTAR WORLDPANEL

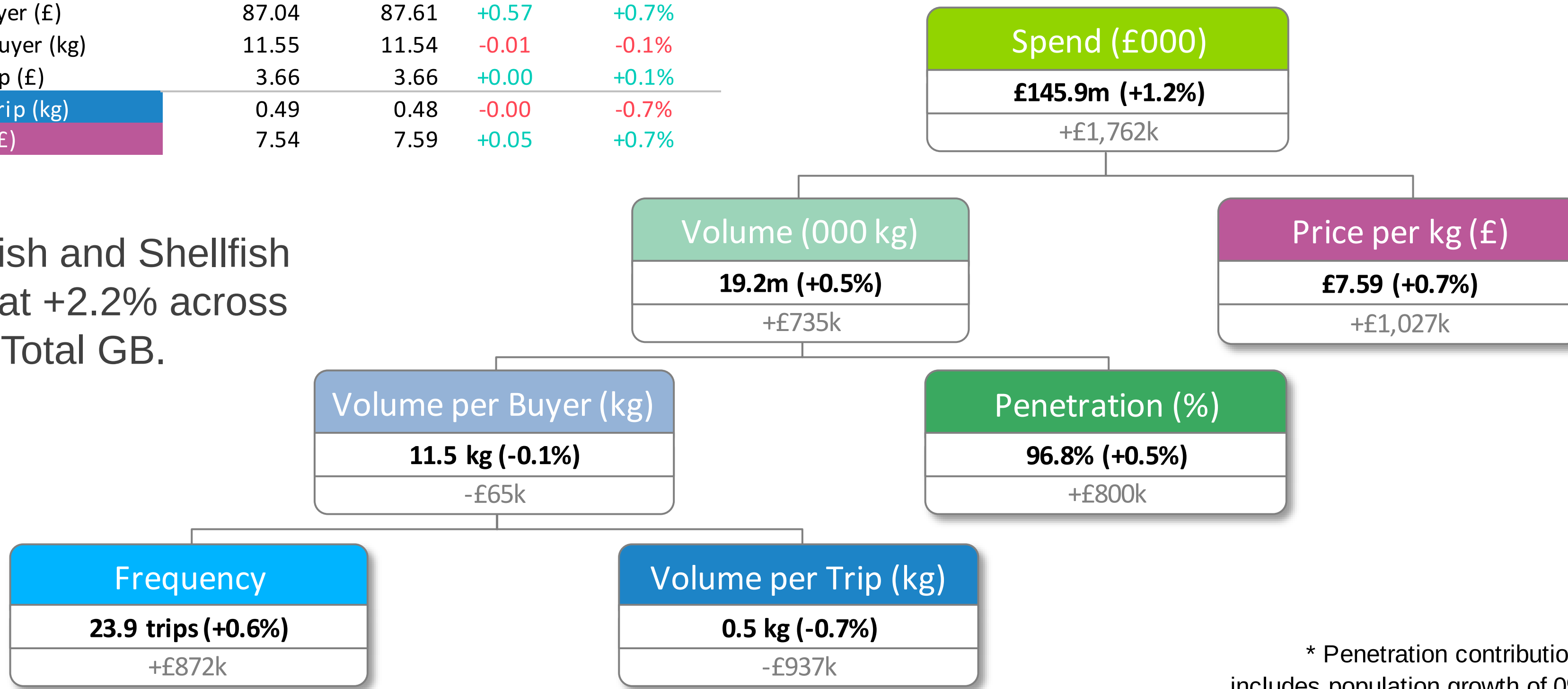
In Wales, Fish grows behind the total market due to smaller frequency and price increases.

Total Fish and Seafood | Total Wales | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	144,154	145,916	+1,762	+1.2%
Volume (000 kg)	19,128	19,225	+97	+0.5%
Penetration (%)	96.29	96.80	+0.51	+0.5%
Frequency	23.79	23.93	+0.14	+0.6%
Spend per Buyer (£)	87.04	87.61	+0.57	+0.7%
Volume per Buyer (kg)	11.55	11.54	-0.01	-0.1%
Spend per Trip (£)	3.66	3.66	+0.00	+0.1%
Volume per Trip (kg)	0.49	0.48	-0.00	-0.7%
Price per kg (£)	7.54	7.59	+0.05	+0.7%

Value up 1.2% worth £1,762k



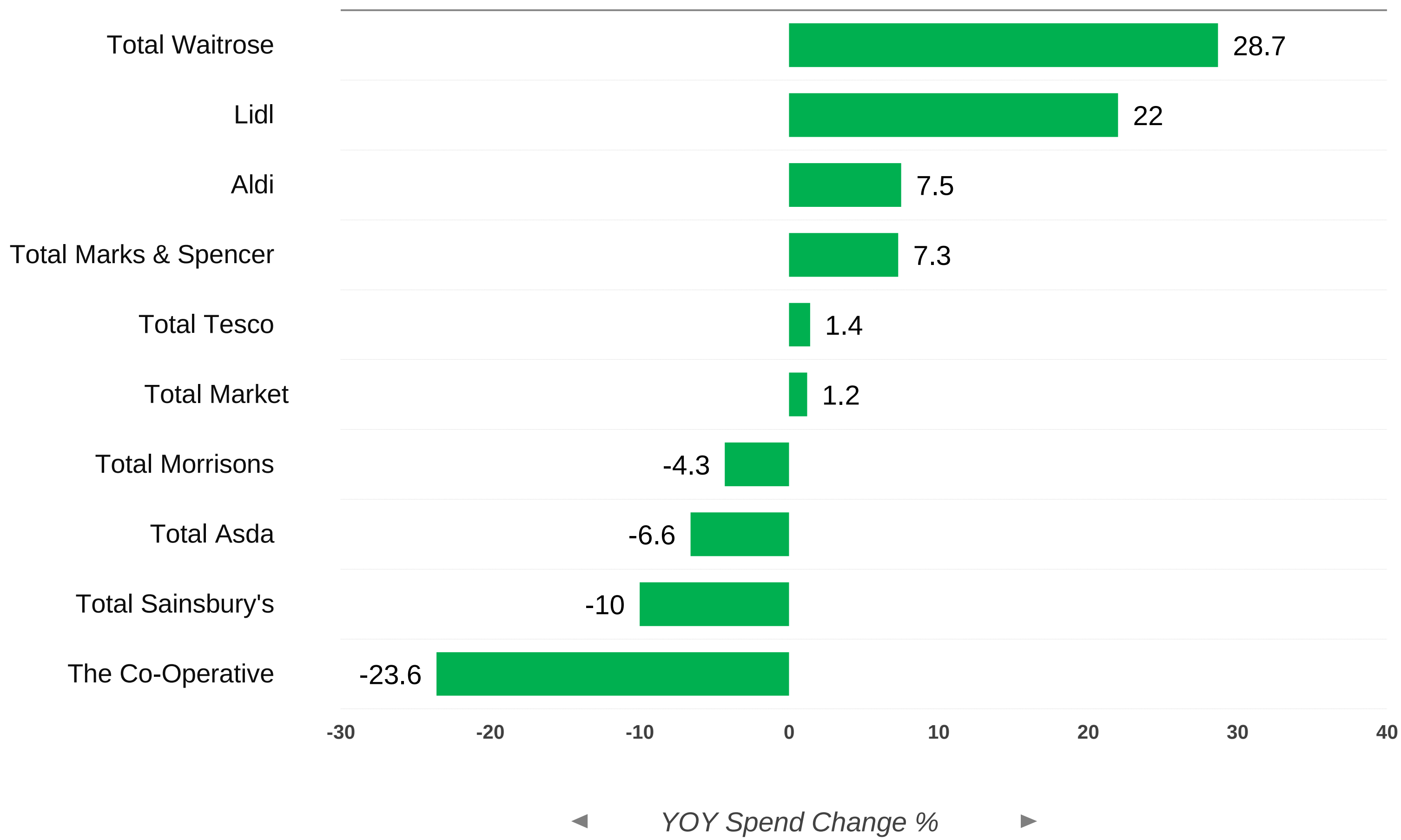


Total Fish and Shellfish grows at +2.2% across Total GB.

* Penetration contribution includes population growth of 0%

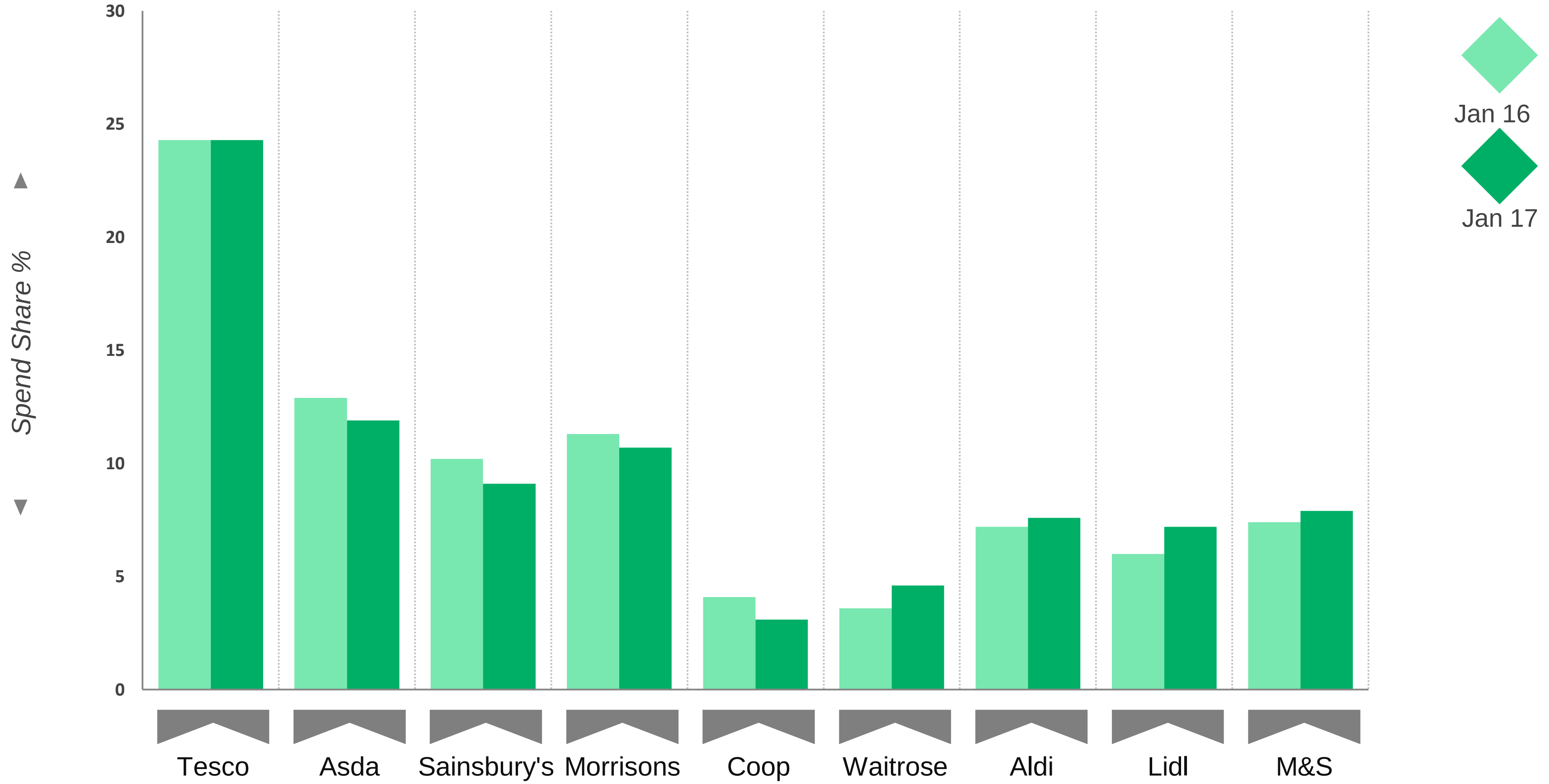
The retailers at polar ends – the 'premium' stores and the Hard Discounters – perform well, whereas three of the Big 4'retailers underperform versus the market.

Total Fish and Seafood | Total Wales | 52we 29 January 2017



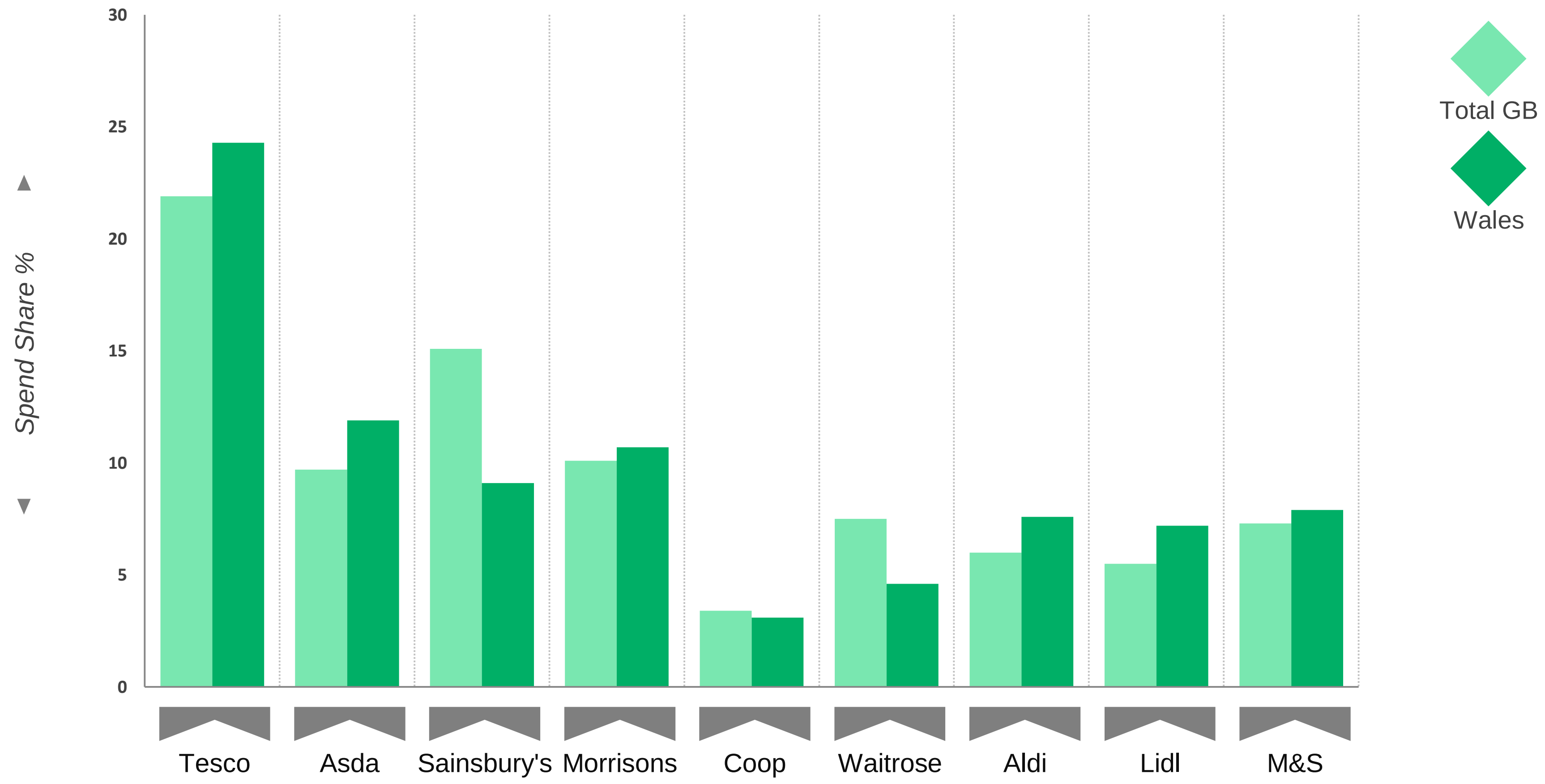
Tesco dominates the market but share remains static. Lidl and Waitrose are the biggest winners in terms of gains in share of trade.

Total Fish and Seafood | Total Wales | 52we 11 Sept 2016



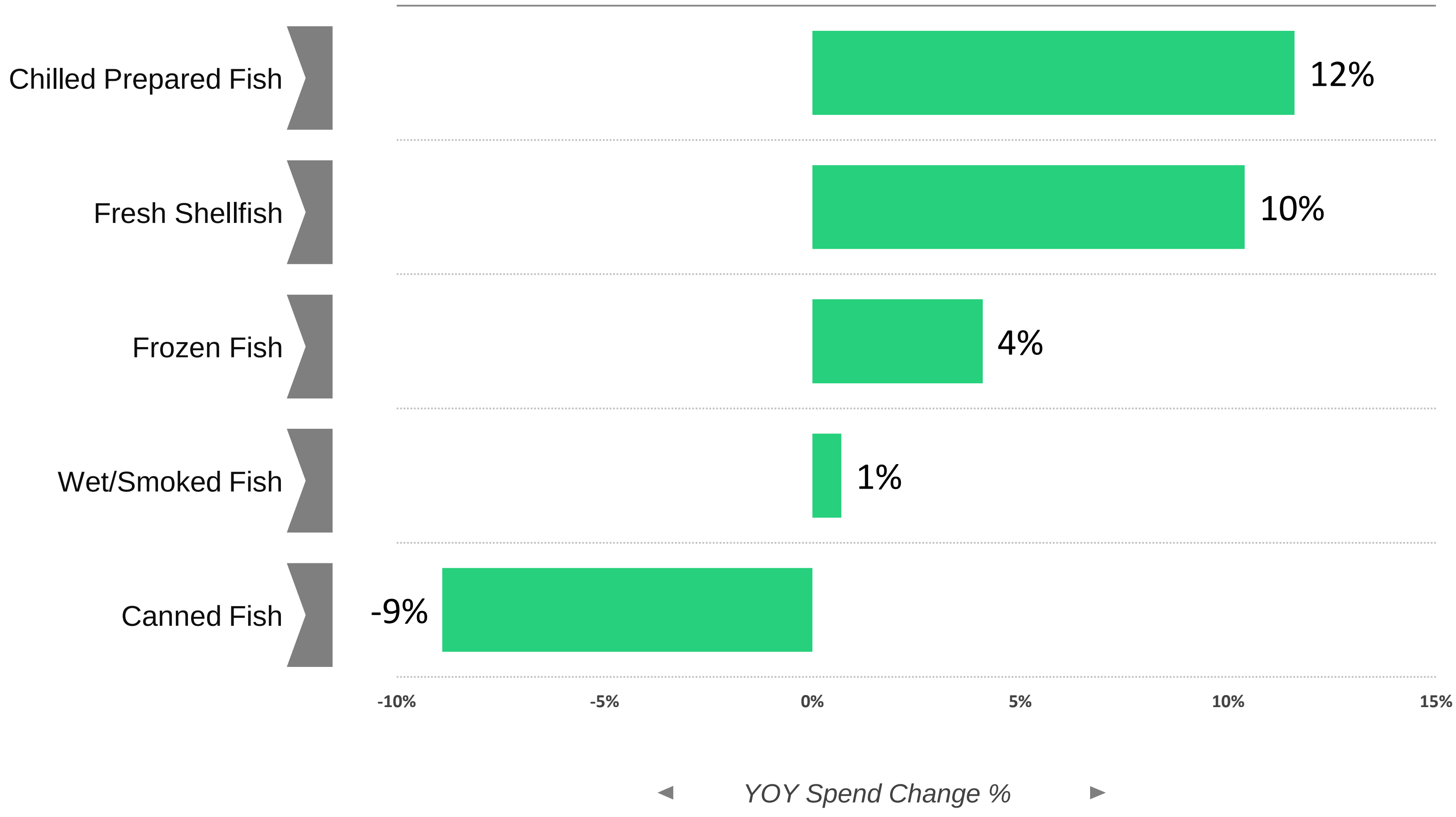
Sainsbury’s and Waitrose significantly undertrade in the category within Wales.

Total Fish and Seafood | Total Wales versus Total GB | 52we 29 January 2017



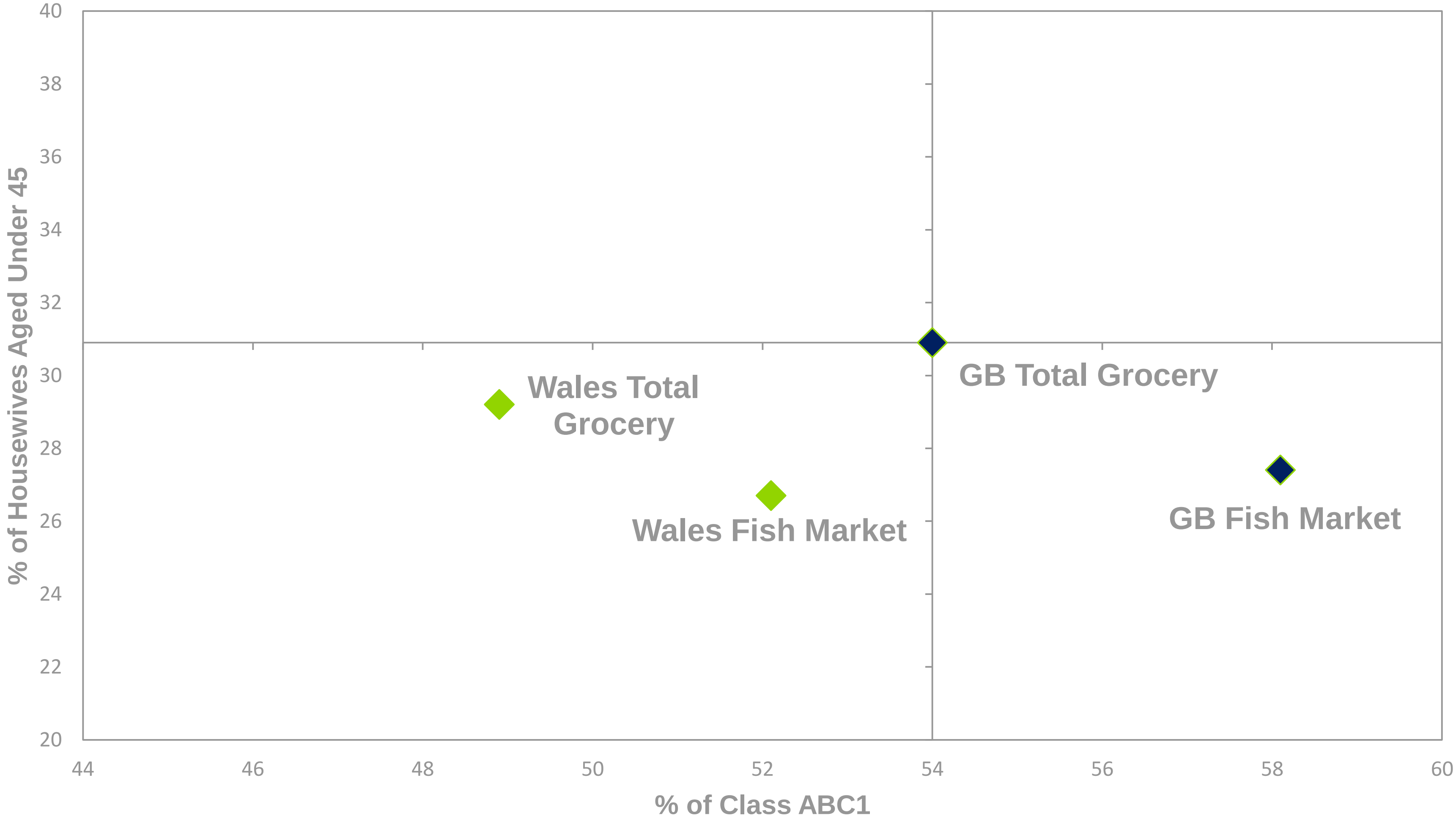
Fresh Fish holds 47.5% of the category and outperforms, driven by Shellfish and Chilled Prepared. Frozen and Canned sectors are less favoured.

Total Fish and Seafood | Total Wales | 52we 29 January 2017



Wales shoppers tend to be less affluent than the GB average. The Fish category appeals to a slightly older shopper than the typical Grocery shopper for each region.

Total Fish and Seafood | Total Wales versus Total GB | 52we 29 January 2017



KANTAR WORLDPANEL

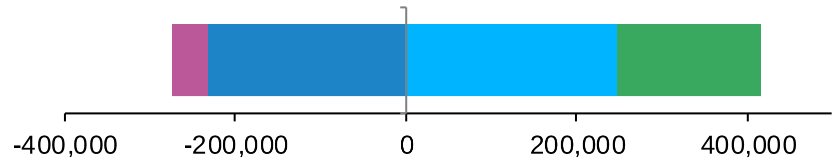
TOTAL BEVERAGES

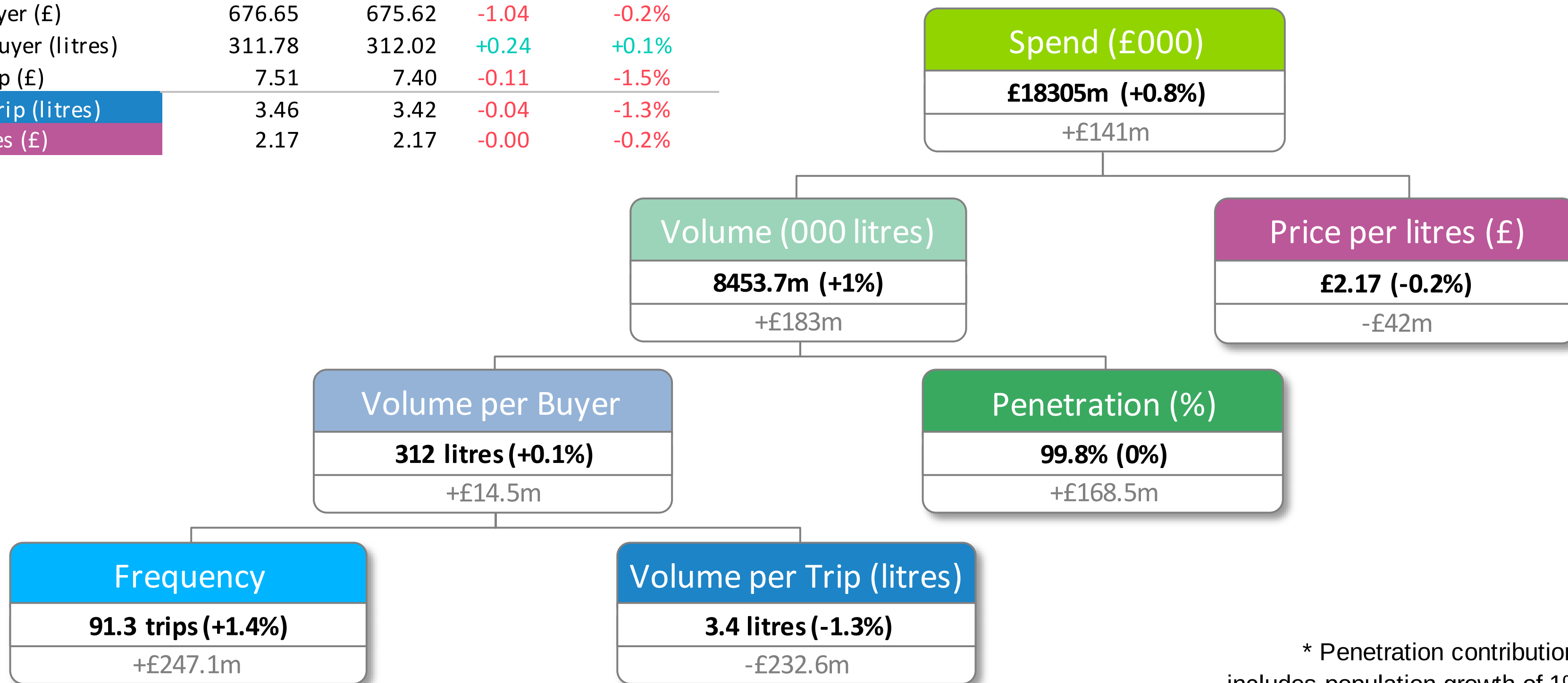
The value of Total Beverages increases by 0.8% as frequency drives growth.

Total Beverages | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	18,164,040	18,305,040	+141,000	+0.8%
Volume (000 litres)	8,369,283	8,453,704	+84,421	+1.0%
Penetration (%)	99.87	99.83	-0.04	-0.0%
Frequency	90.09	91.32	+1.23	+1.4%
Spend per Buyer (£)	676.65	675.62	-1.04	-0.2%
Volume per Buyer (litres)	311.78	312.02	+0.24	+0.1%
Spend per Trip (£)	7.51	7.40	-0.11	-1.5%
Volume per Trip (litres)	3.46	3.42	-0.04	-1.3%
Price per litres (£)	2.17	2.17	-0.00	-0.2%

Value up 0.8% worth £141m



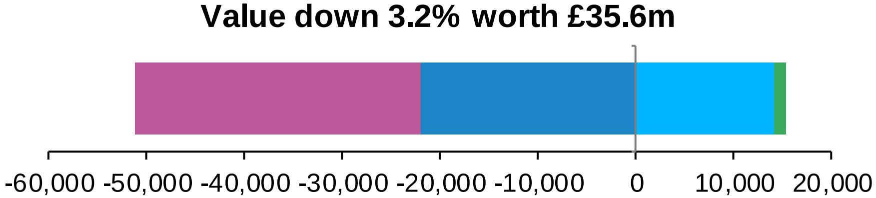


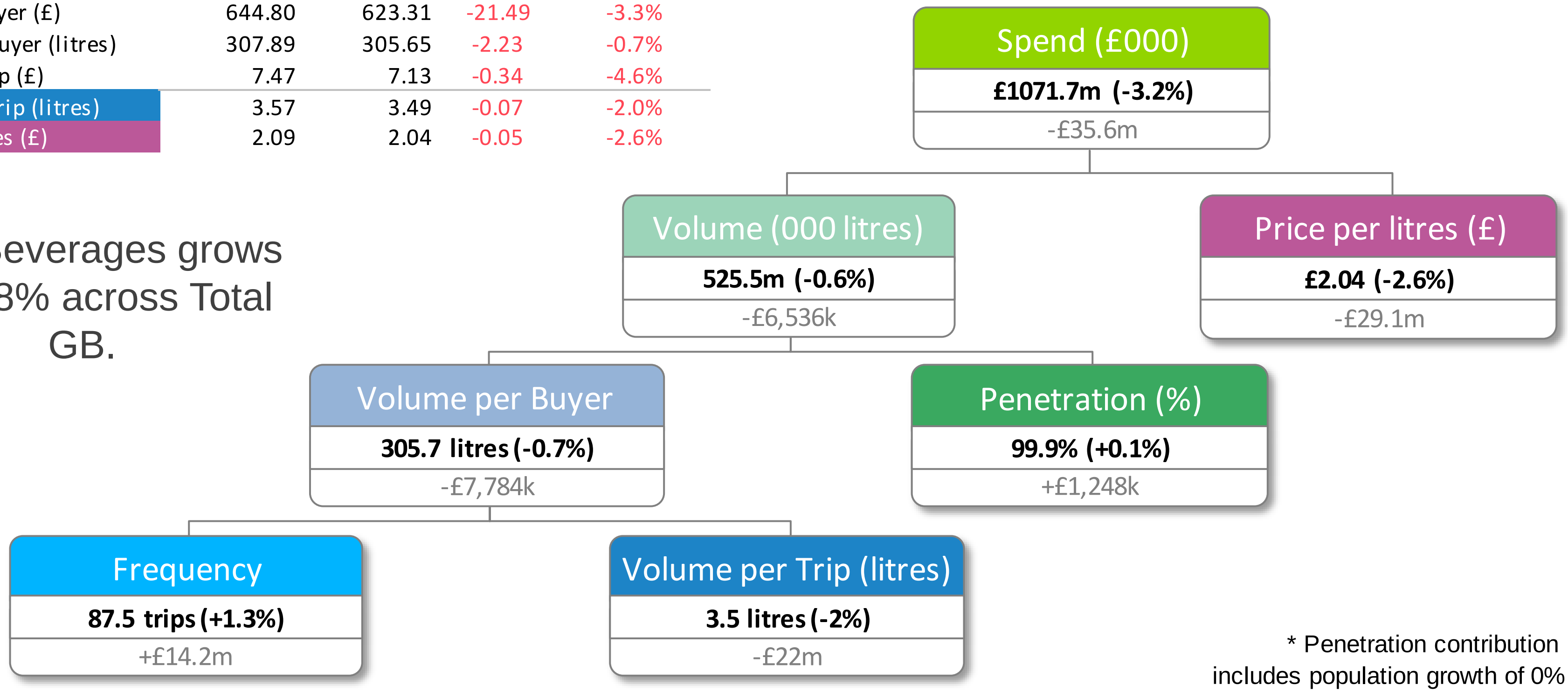
* Penetration contribution includes population growth of 1%

In Wales, Total Beverages declines in value. This results from falling purchase volumes and price decreasing by 5p driving value out of the category.

Total Beverages | Total Wales | 52we 29 Jan 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	1,107,367	1,071,720	-35,647	-3.2%
Volume (000 litres)	528,761	525,542	-3,219	-0.6%
Penetration (%)	99.84	99.94	+0.09	+0.1%
Frequency	86.35	87.45	+1.11	+1.3%
Spend per Buyer (£)	644.80	623.31	-21.49	-3.3%
Volume per Buyer (litres)	307.89	305.65	-2.23	-0.7%
Spend per Trip (£)	7.47	7.13	-0.34	-4.6%
Volume per Trip (litres)	3.57	3.49	-0.07	-2.0%
Price per litres (£)	2.09	2.04	-0.05	-2.6%



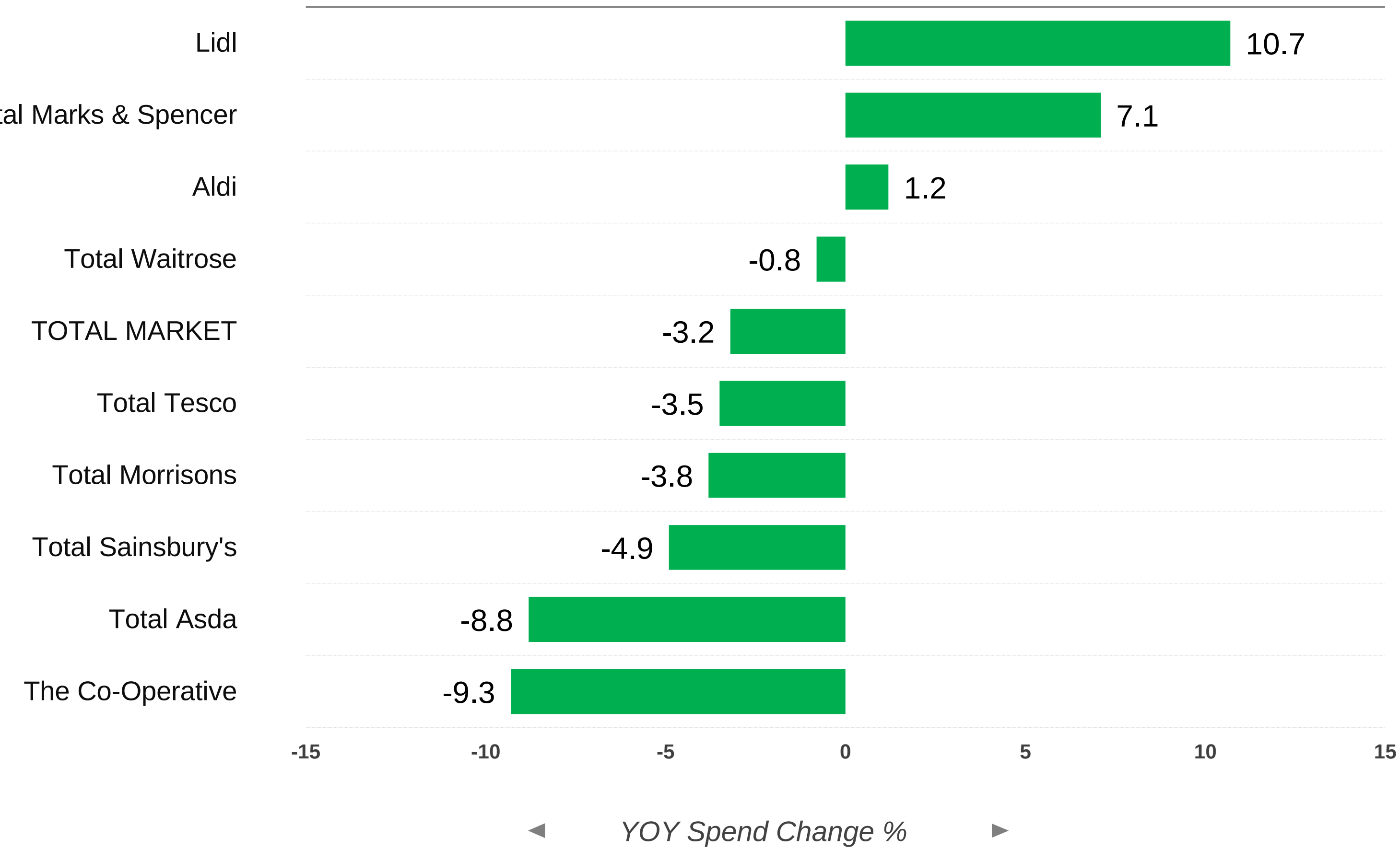


Total Beverages grows at +0.8% across Total GB.

* Penetration contribution includes population growth of 0%

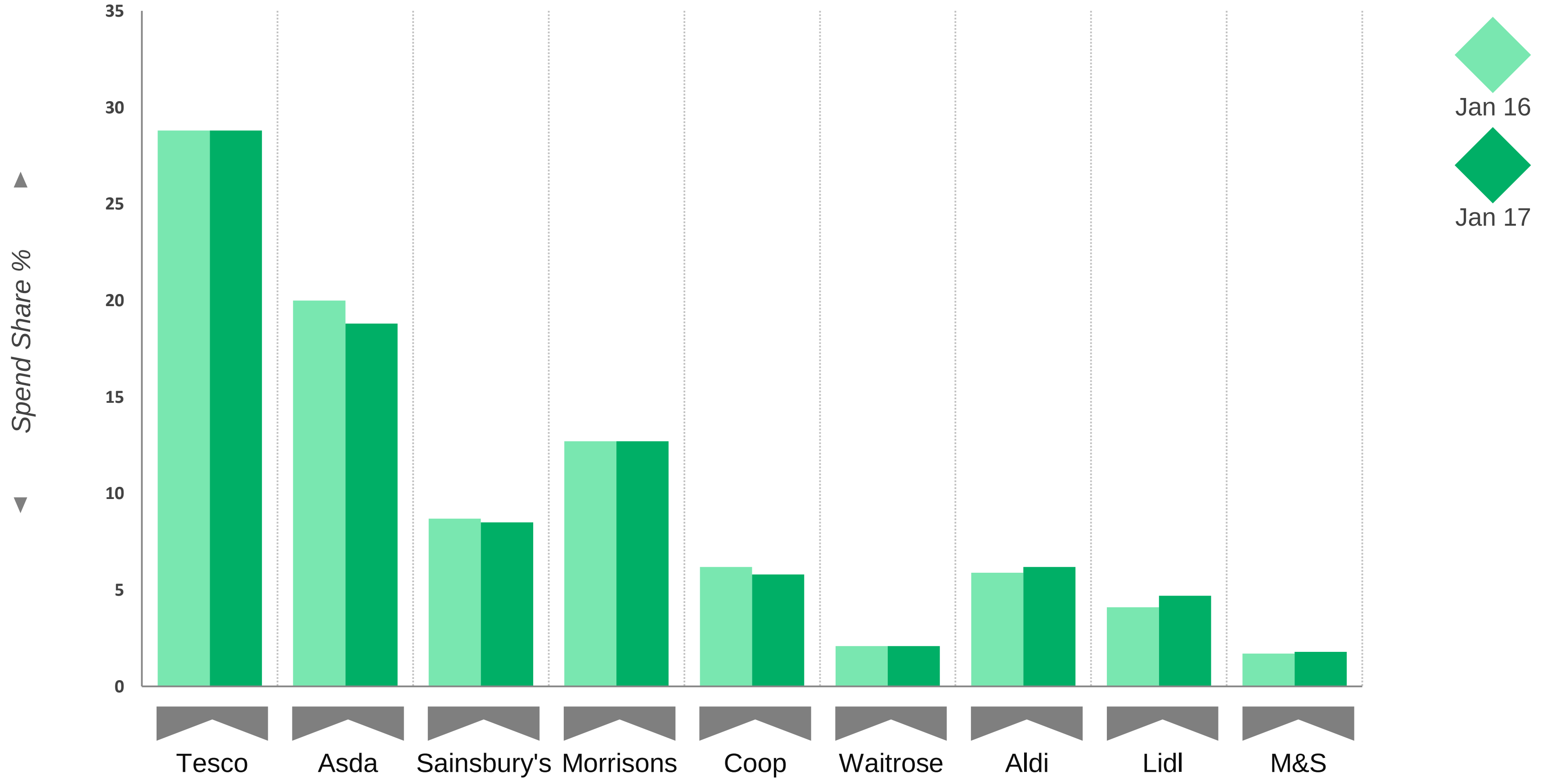
The premium retailers and the discounters outperform in Wales, whereas three of the 'Big 4' supermarkets underperform compared to the wider market.

Total Beverages | Total Wales | 52we 29 January 2017



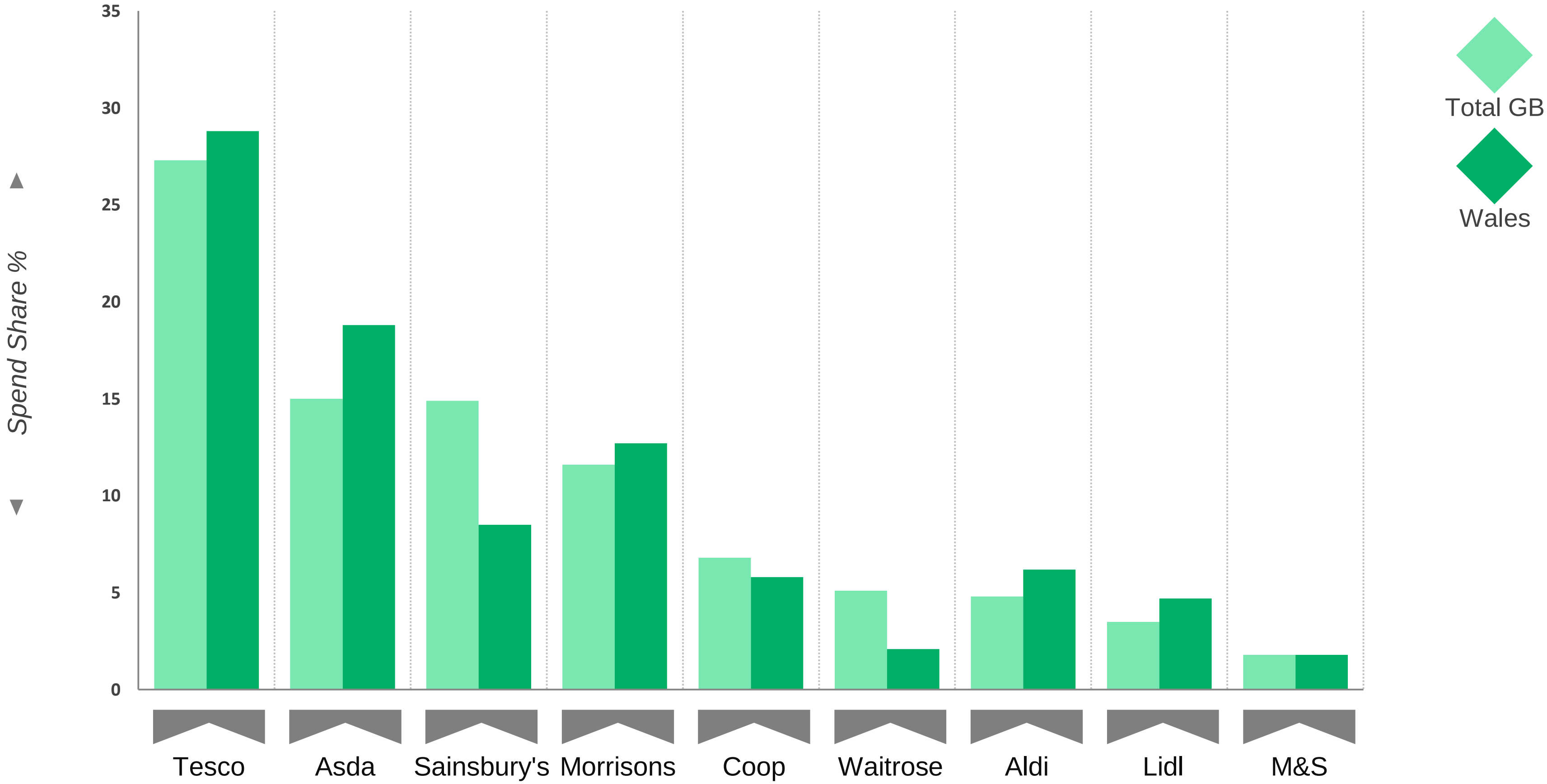
Tesco dominates the market but share is static. The ‘premium’ retailers and the Hard Discounters all gain share of trade with Lidl seeing the biggest gain.

Total Beverages | Total Wales | 52we 29 January 2017



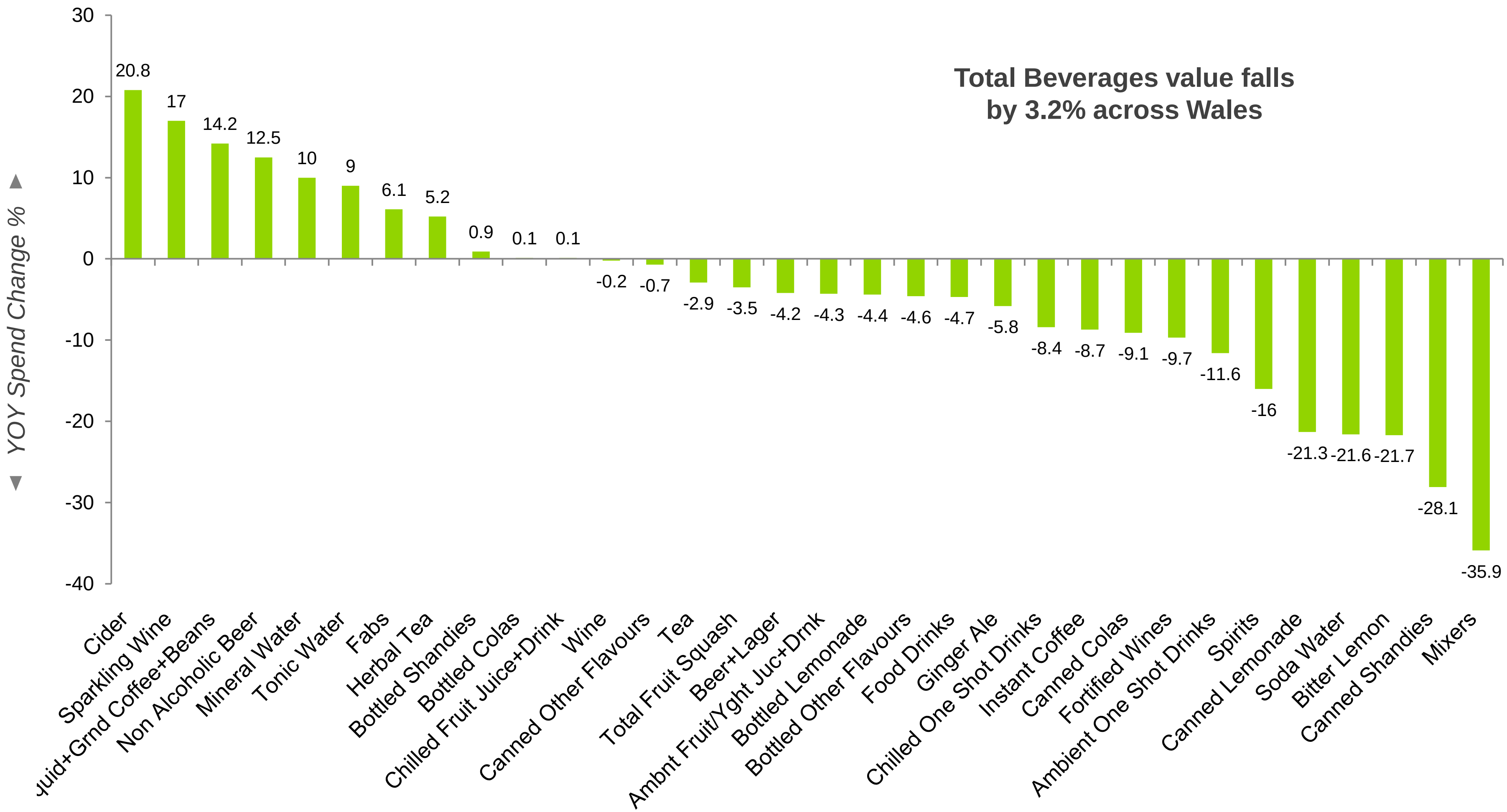
Tesco, Asda and the Hard Discounters overtrade in the category within Wales compared to Total GB. Meanwhile, Sainsbury's and Waitrose significantly under trade.

Total Beverages | Total Wales versus Total GB | 52we 29 January 2017



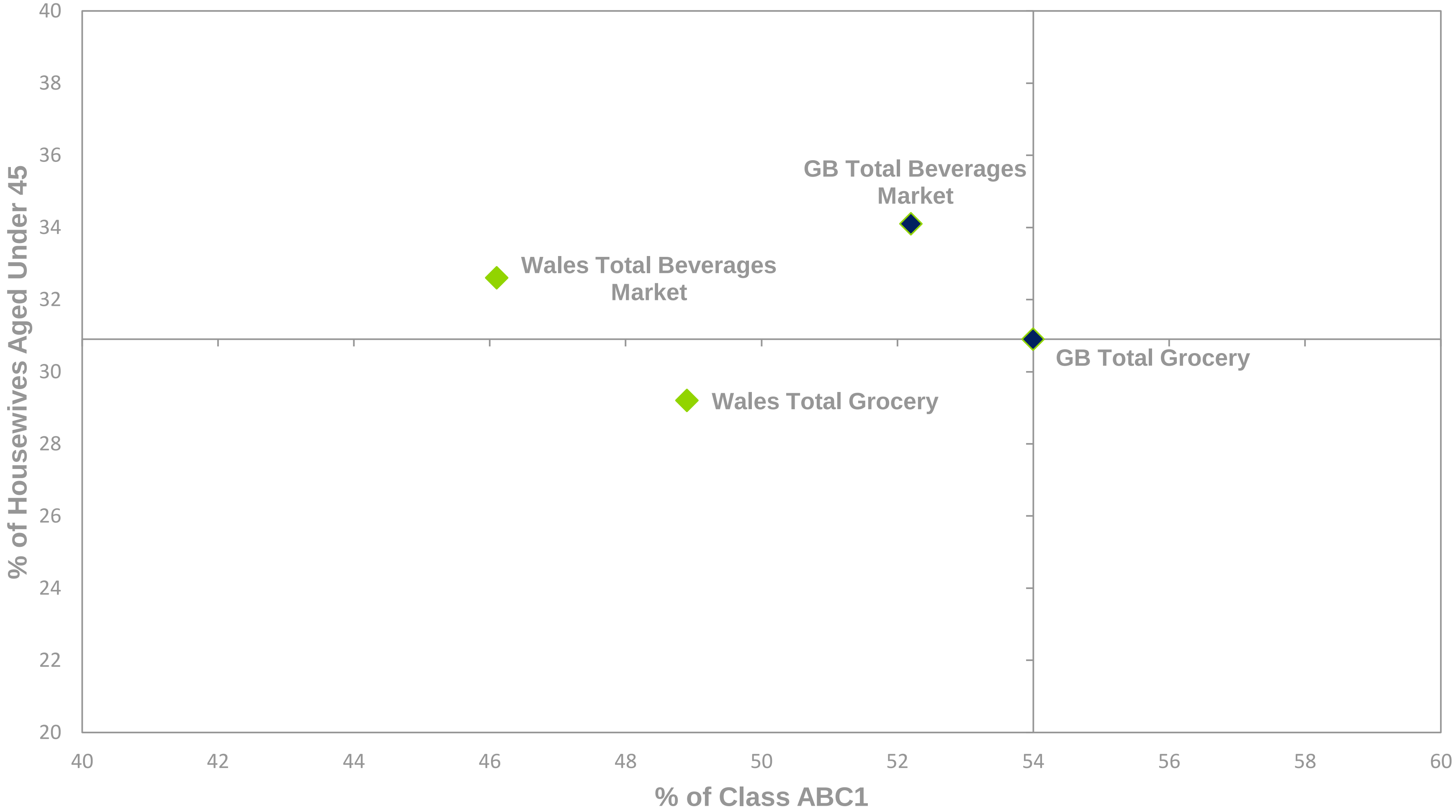
Alcoholic drinks comprise 65.1% of the category in Wales. Take Home Soft Drinks underperform, driven by mixers and lemon products.

Total Beverages | Total Wales | 52we 29 January 2017



Shoppers in Wales tend to be less affluent than the GB average. The category appeals to a slightly younger shopper than the typical Grocery shopper for each region.

Total Beverages | Total Wales versus Total GB | 52we 29 January 2017



KANTAR WORLDPANEL

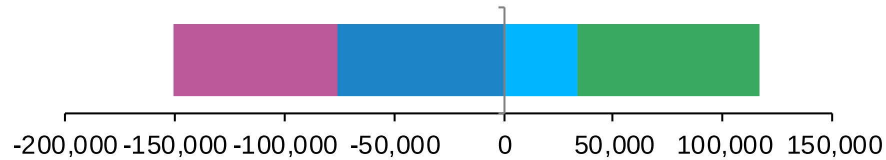
TOTAL BAKERY

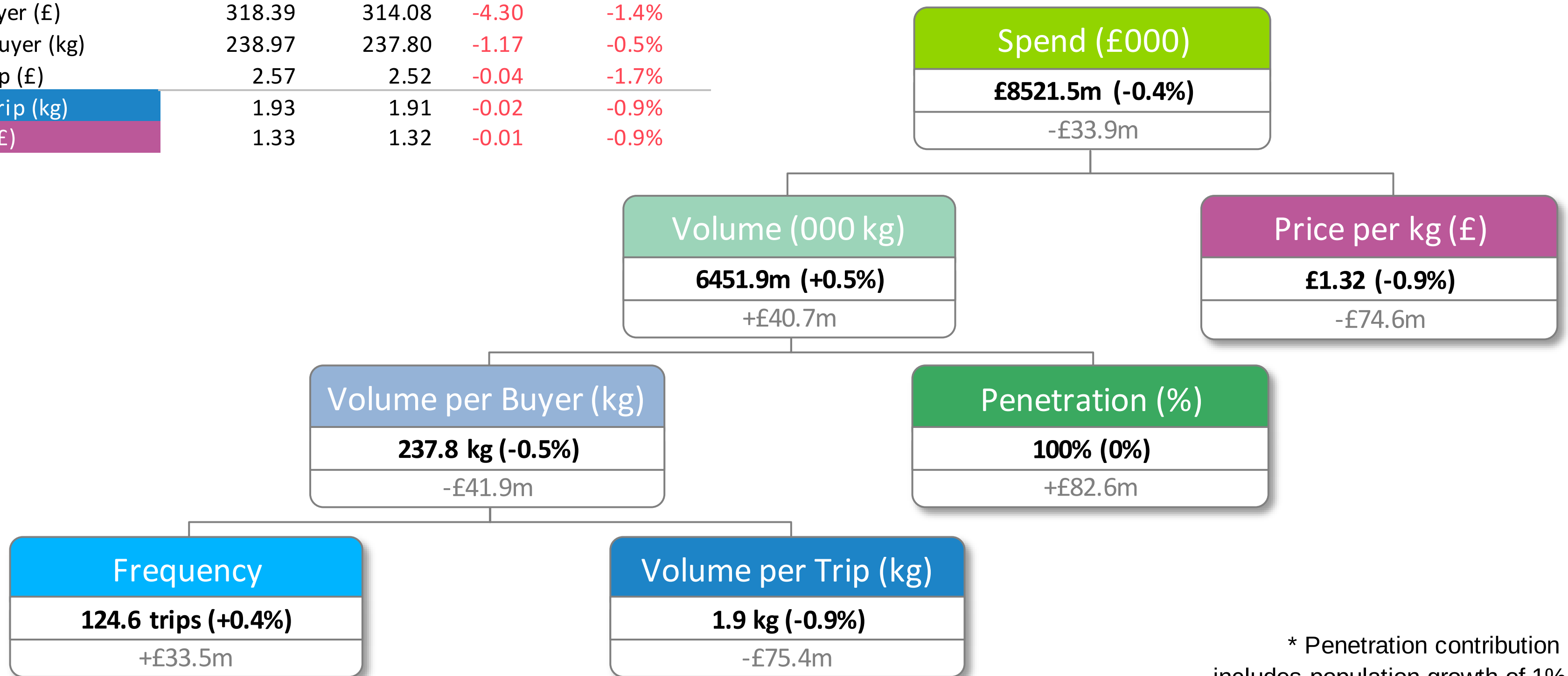
Total Bakery falls in value slightly due to falling prices and volume.

Total Bakery | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	8,555,408	8,521,480	-33,928	-0.4%
Volume (000 kg)	6,421,368	6,451,920	+30,552	+0.5%
Penetration (%)	99.97	99.97	-0.00	-0.0%
Frequency	124.12	124.61	+0.49	+0.4%
Spend per Buyer (£)	318.39	314.08	-4.30	-1.4%
Volume per Buyer (kg)	238.97	237.80	-1.17	-0.5%
Spend per Trip (£)	2.57	2.52	-0.04	-1.7%
Volume per Trip (kg)	1.93	1.91	-0.02	-0.9%
Price per kg (£)	1.33	1.32	-0.01	-0.9%

Value down 0.4% worth £33.9m



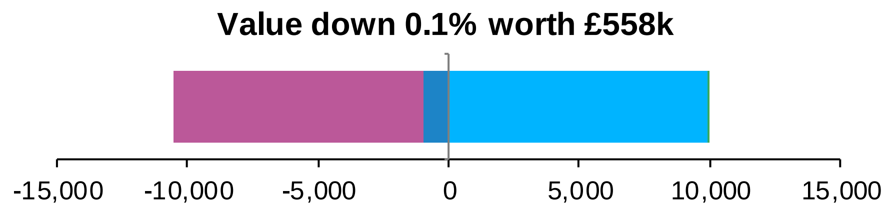


* Penetration contribution includes population growth of 1%

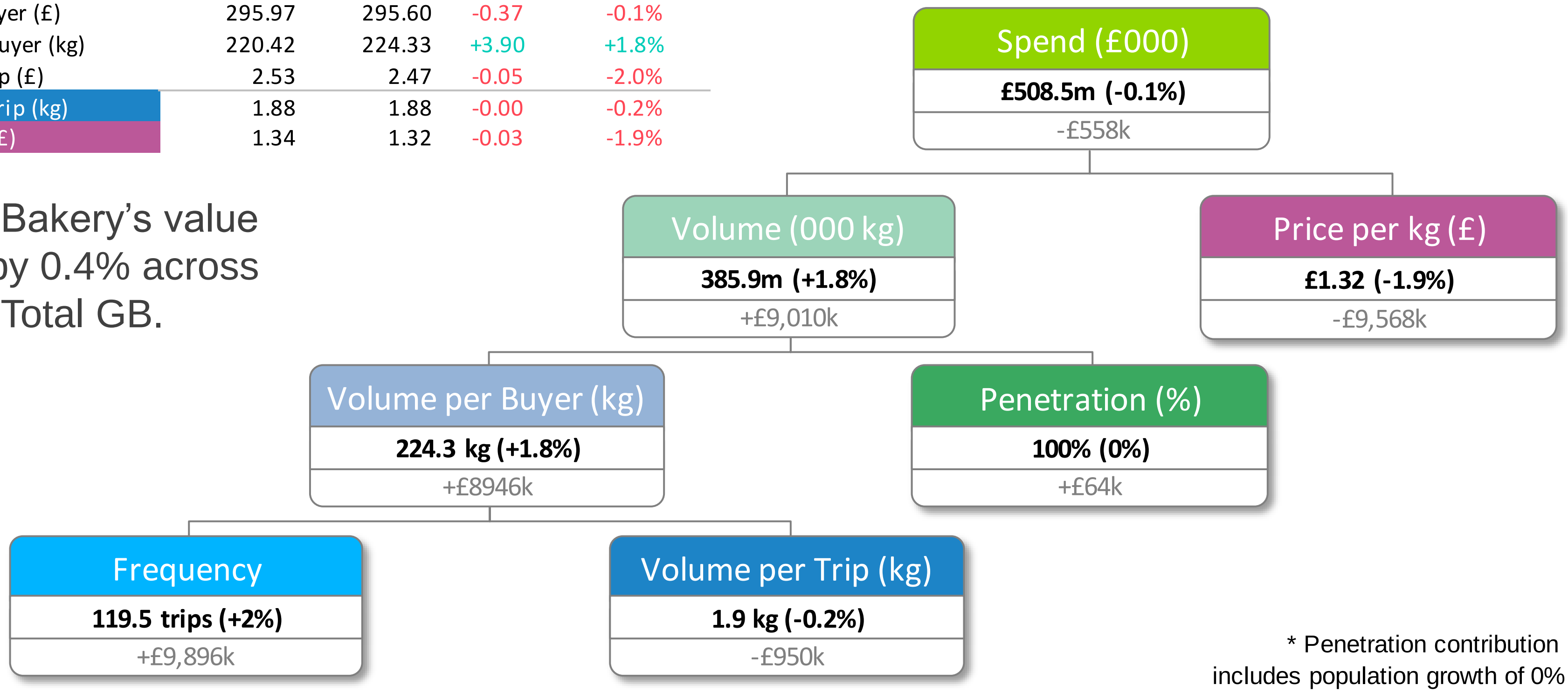
Spend in Total Bakery in Wales decreases slightly less thanks to frequency gains.

Total Bakery | Total Wales | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	509,093	508,535	-558	-0.1%
Volume (000 kg)	379,143	385,922	+6,779	+1.8%
Penetration (%)	100.00	99.99	-0.01	-0.0%
Frequency	117.19	119.48	+2.30	+2.0%
Spend per Buyer (£)	295.97	295.60	-0.37	-0.1%
Volume per Buyer (kg)	220.42	224.33	+3.90	+1.8%
Spend per Trip (£)	2.53	2.47	-0.05	-2.0%
Volume per Trip (kg)	1.88	1.88	-0.00	-0.2%
Price per kg (£)	1.34	1.32	-0.03	-1.9%



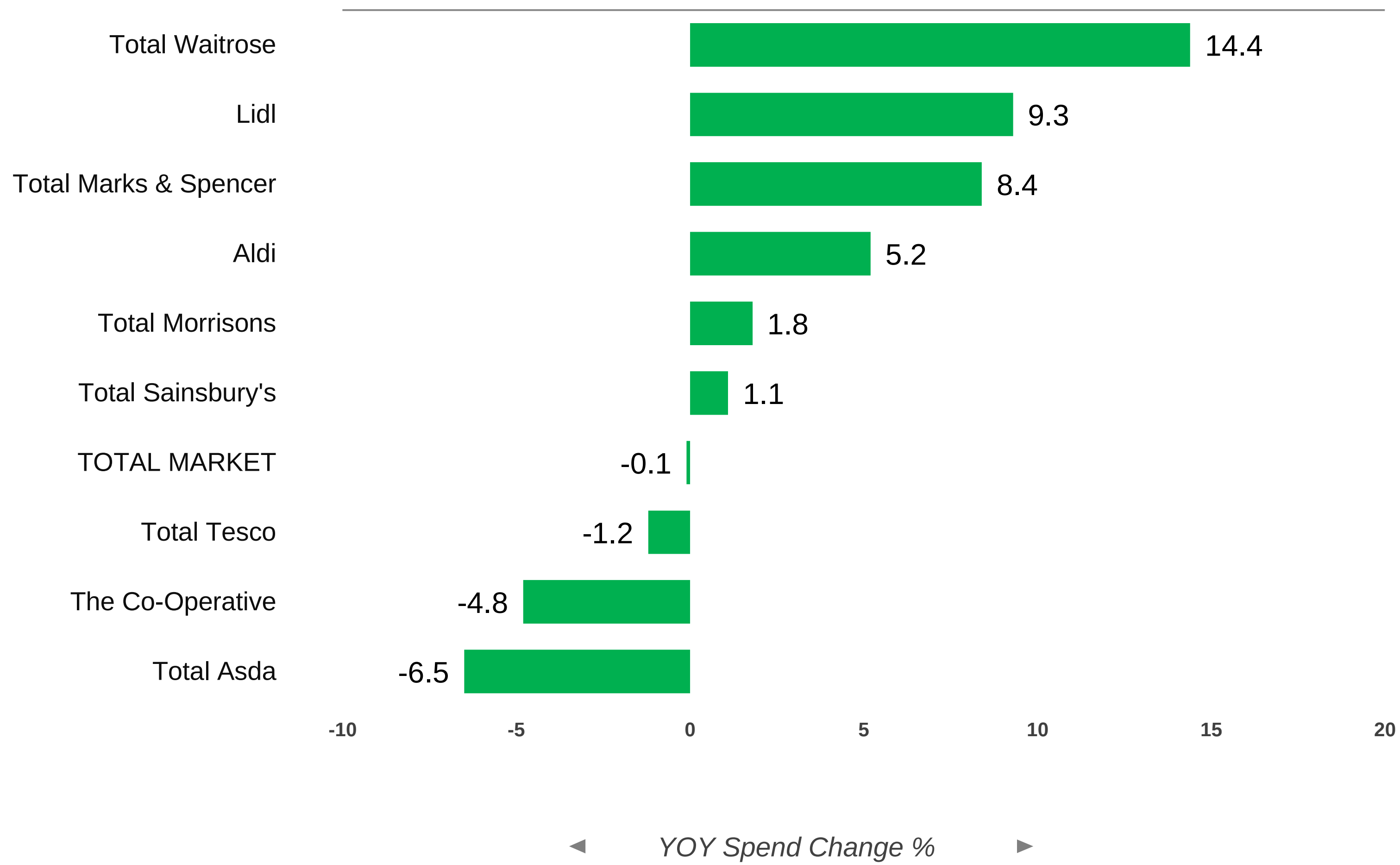
Total Bakery's value falls by 0.4% across Total GB.



* Penetration contribution includes population growth of 0%

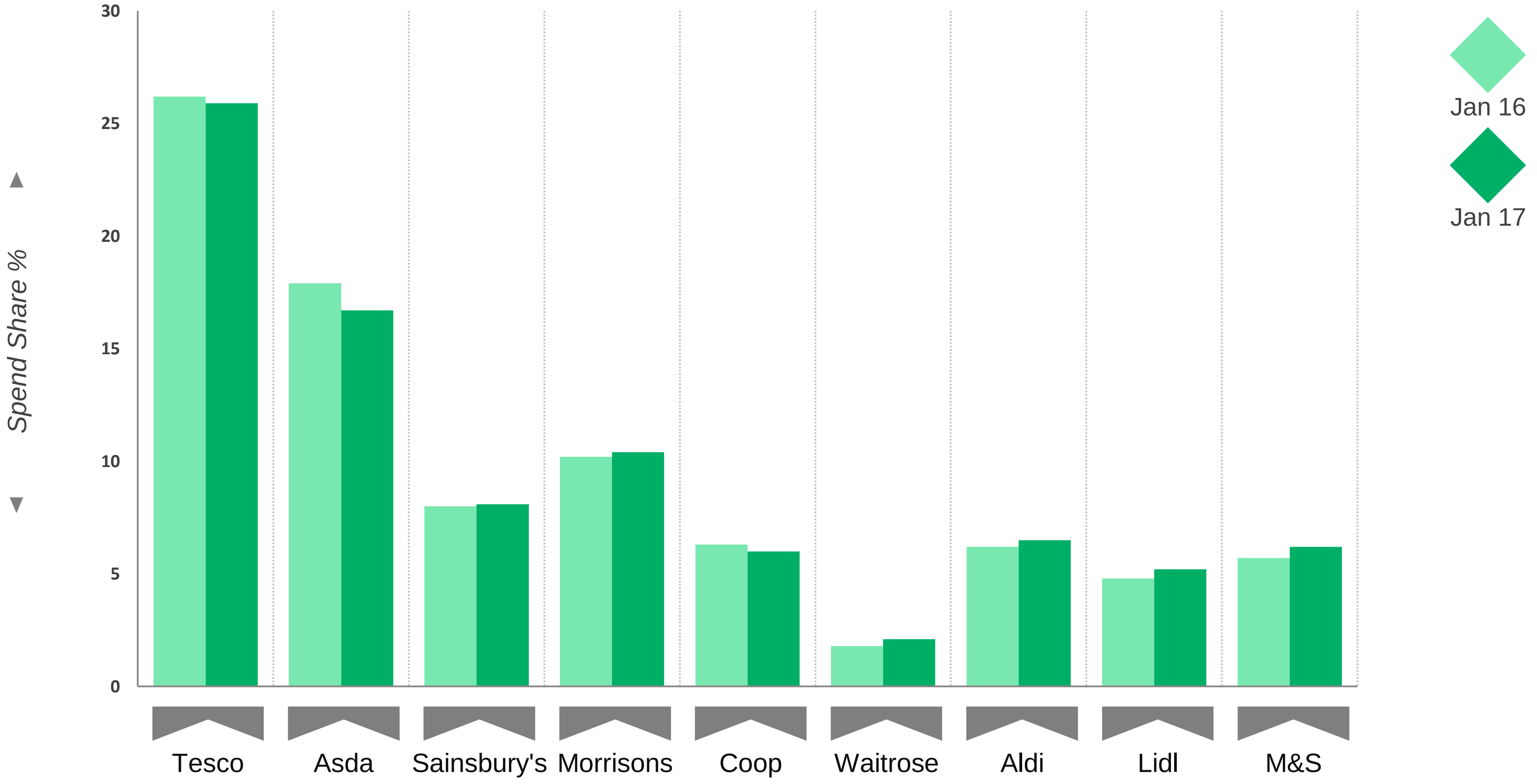
The 'premium' stores and the Hard Discounters outperform in the market, whilst Tesco, Co-Op and Asda underperform.

Total Bakery| Total Wales | 52we 29 January 2017



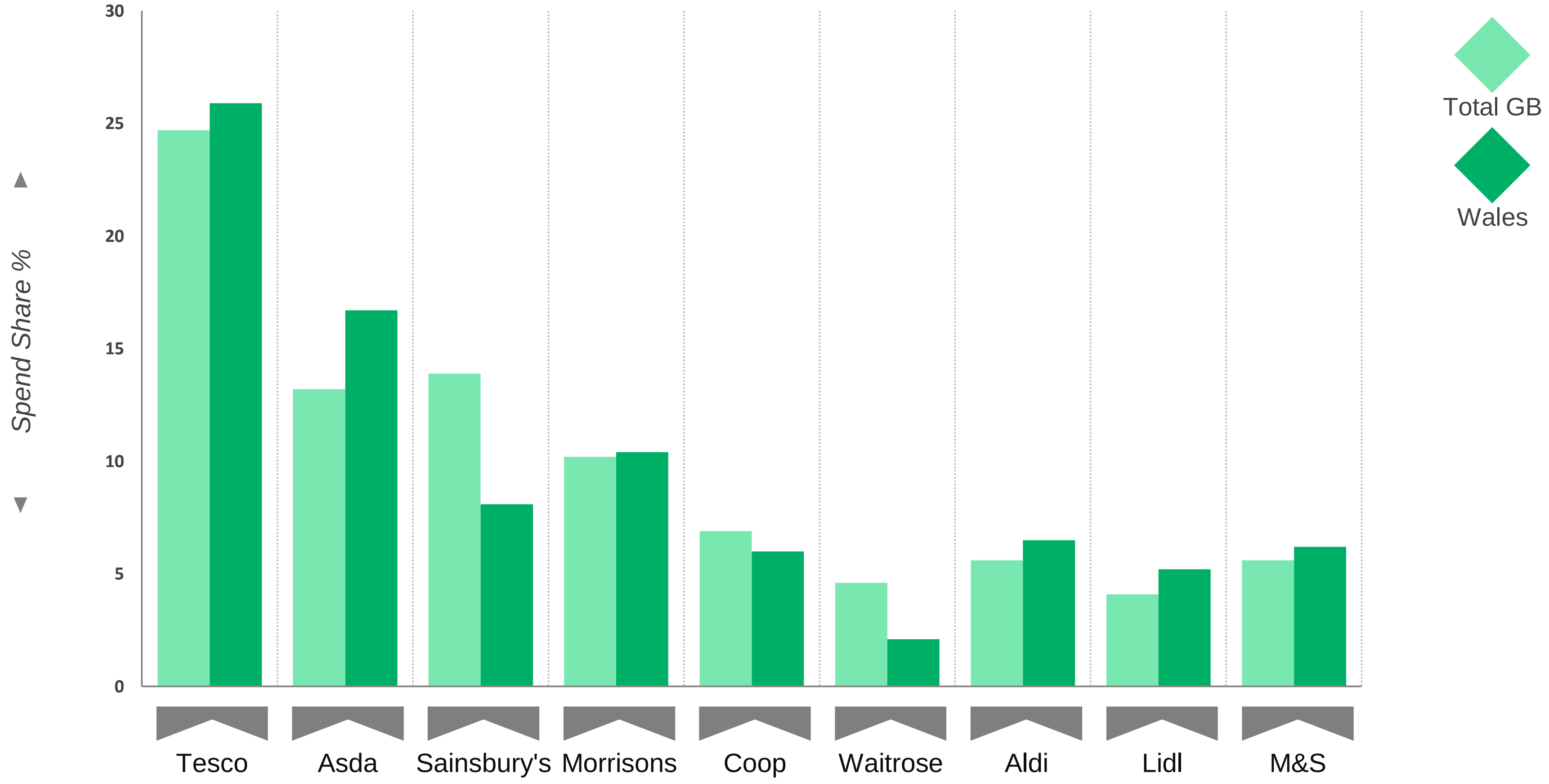
All retailers gain share in the category apart from Tesco, Asda and Co-Op, although the former two retailers remain the dominant two by some distance.

Total Bakery | Total Wales | 52we 29 January 2017



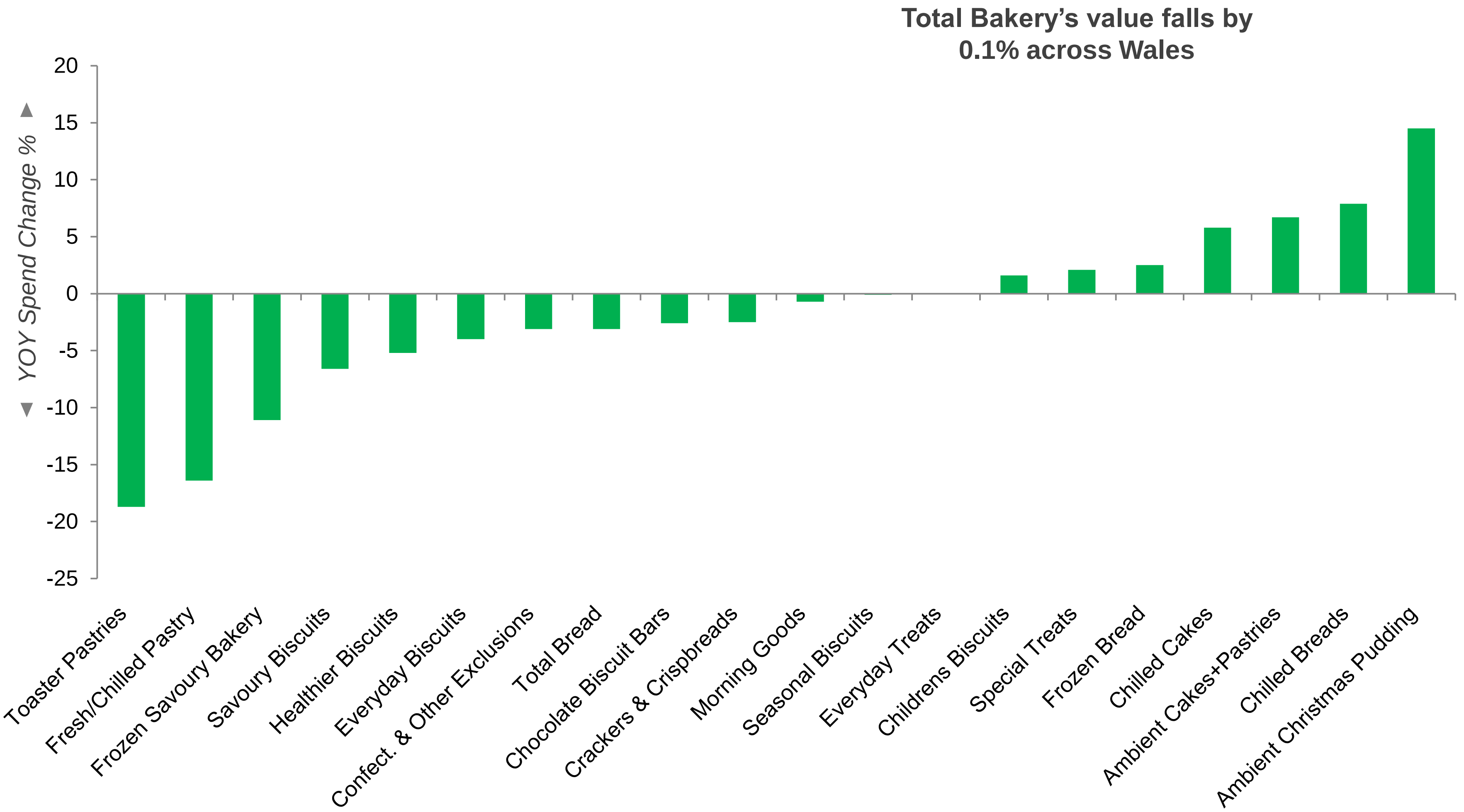
Asda overtrades significantly in the category. The Co-Operative, Sainsbury’s and Waitrose under trade in the category and should look to gain their fair share.

Total Bakery | Total Wales versus Total GB | 52we 29 January 2017



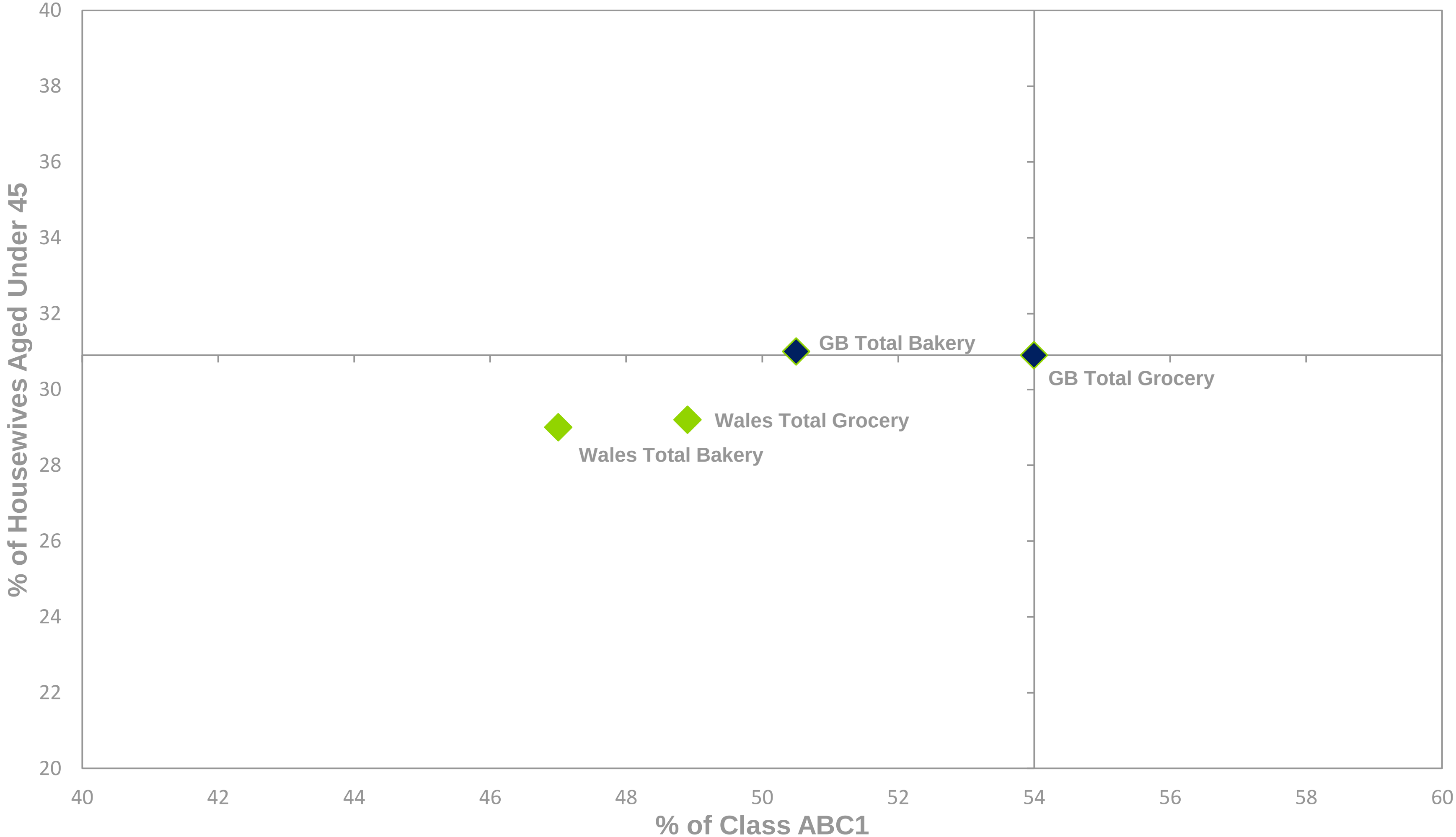
Chilled Bakery Products outperform in the Wales Total Bakery category, whilst Frozen Savoury Bakery and Total Bread drive category value downwards.

Total Bakery | Total Wales | 52we 29 January 2017



Wales shoppers tend to be less affluent than the GB average. The Bakery category appeals to slightly less affluent shoppers than the typical Grocery shopper for each region.

Total Bakery | Total Wales versus Total GB | 52we 29 January 2017



KANTAR WORLDPANEL

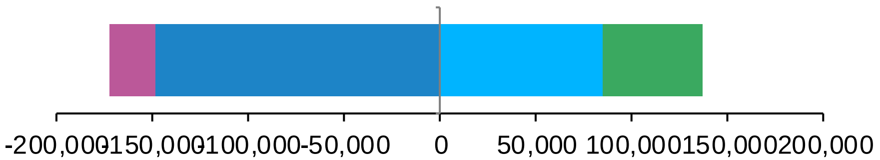
CEREALS, GRAINS AND STARCH

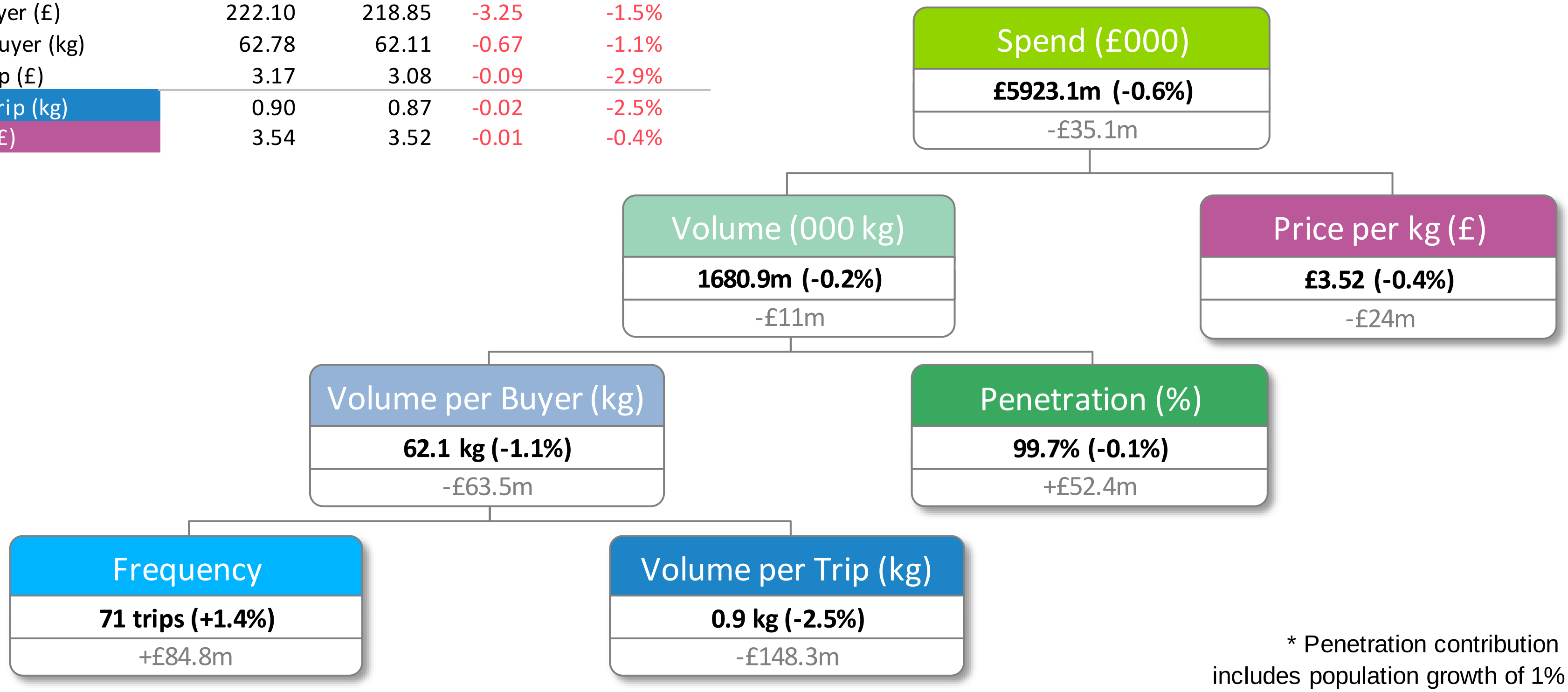
The Cereals, Grains and Starch category declines in value slightly. Although shoppers are buying this category more frequently, this is offset by smaller basket sizes.

Cereals, Grains and Starch | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	5,958,188	5,923,118	-35,070	-0.6%
Volume (000 kg)	1,684,116	1,680,928	-3,188	-0.2%
Penetration (%)	99.80	99.72	-0.08	-0.1%
Frequency	70.04	71.04	+1.01	+1.4%
Spend per Buyer (£)	222.10	218.85	-3.25	-1.5%
Volume per Buyer (kg)	62.78	62.11	-0.67	-1.1%
Spend per Trip (£)	3.17	3.08	-0.09	-2.9%
Volume per Trip (kg)	0.90	0.87	-0.02	-2.5%
Price per kg (£)	3.54	3.52	-0.01	-0.4%

Value down 0.6% worth £35.1m





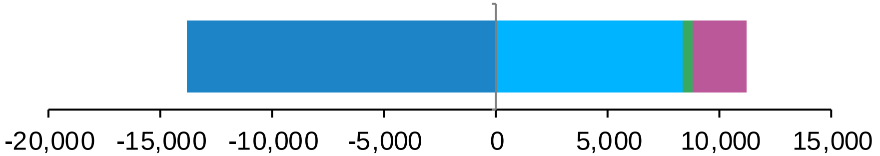
* Penetration contribution includes population growth of 1%

Cereals, Grains and Starch decline in Wales. Although shoppers purchase more frequently, this is offset by falling volumes purchased at each trip.

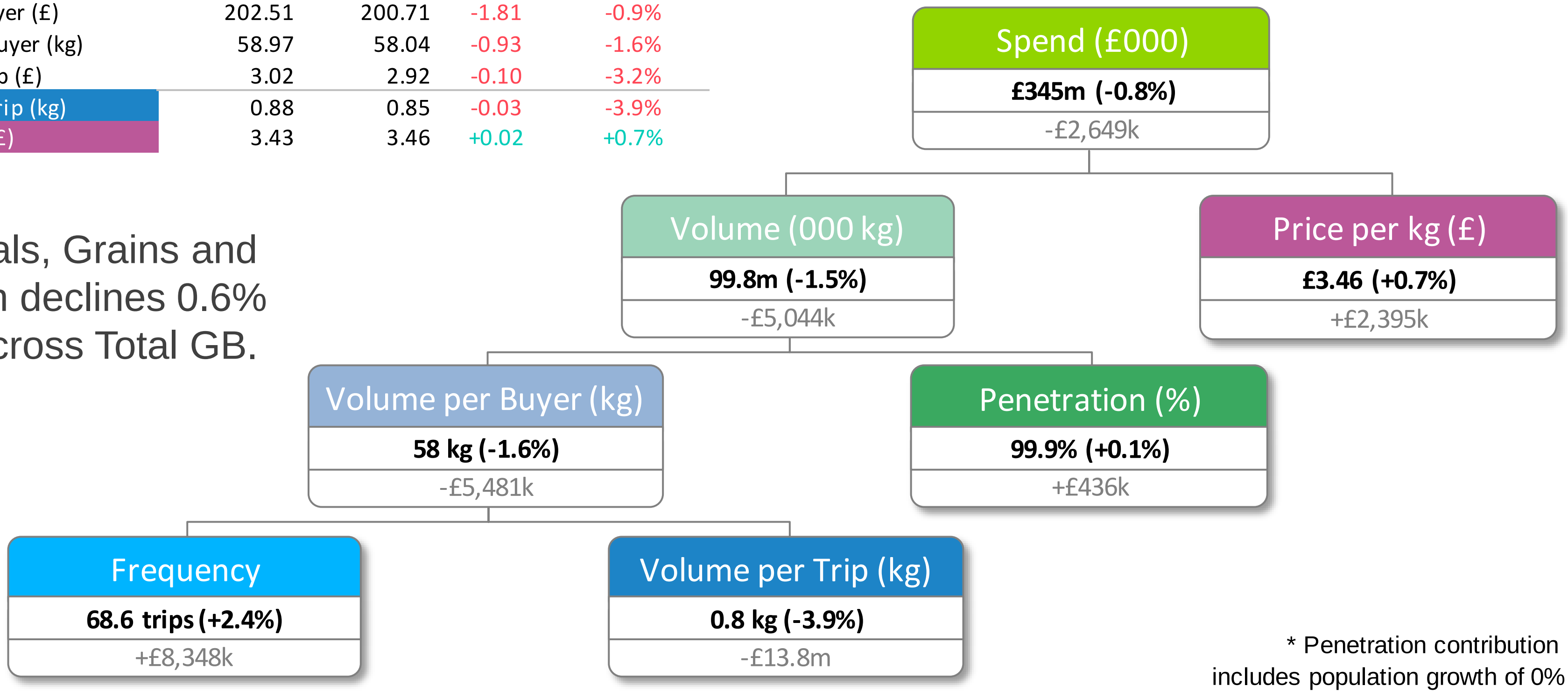
Cereals, Grains and Starch | Total Wales | 52we 11 Sept 2016

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	347,656	345,007	-2,649	-0.8%
Volume (000 kg)	101,232	99,764	-1,468	-1.5%
Penetration (%)	99.81	99.91	+0.11	+0.1%
Frequency	67.00	68.63	+1.63	+2.4%
Spend per Buyer (£)	202.51	200.71	-1.81	-0.9%
Volume per Buyer (kg)	58.97	58.04	-0.93	-1.6%
Spend per Trip (£)	3.02	2.92	-0.10	-3.2%
Volume per Trip (kg)	0.88	0.85	-0.03	-3.9%
Price per kg (£)	3.43	3.46	+0.02	+0.7%

Value down 0.8% worth £2,649k



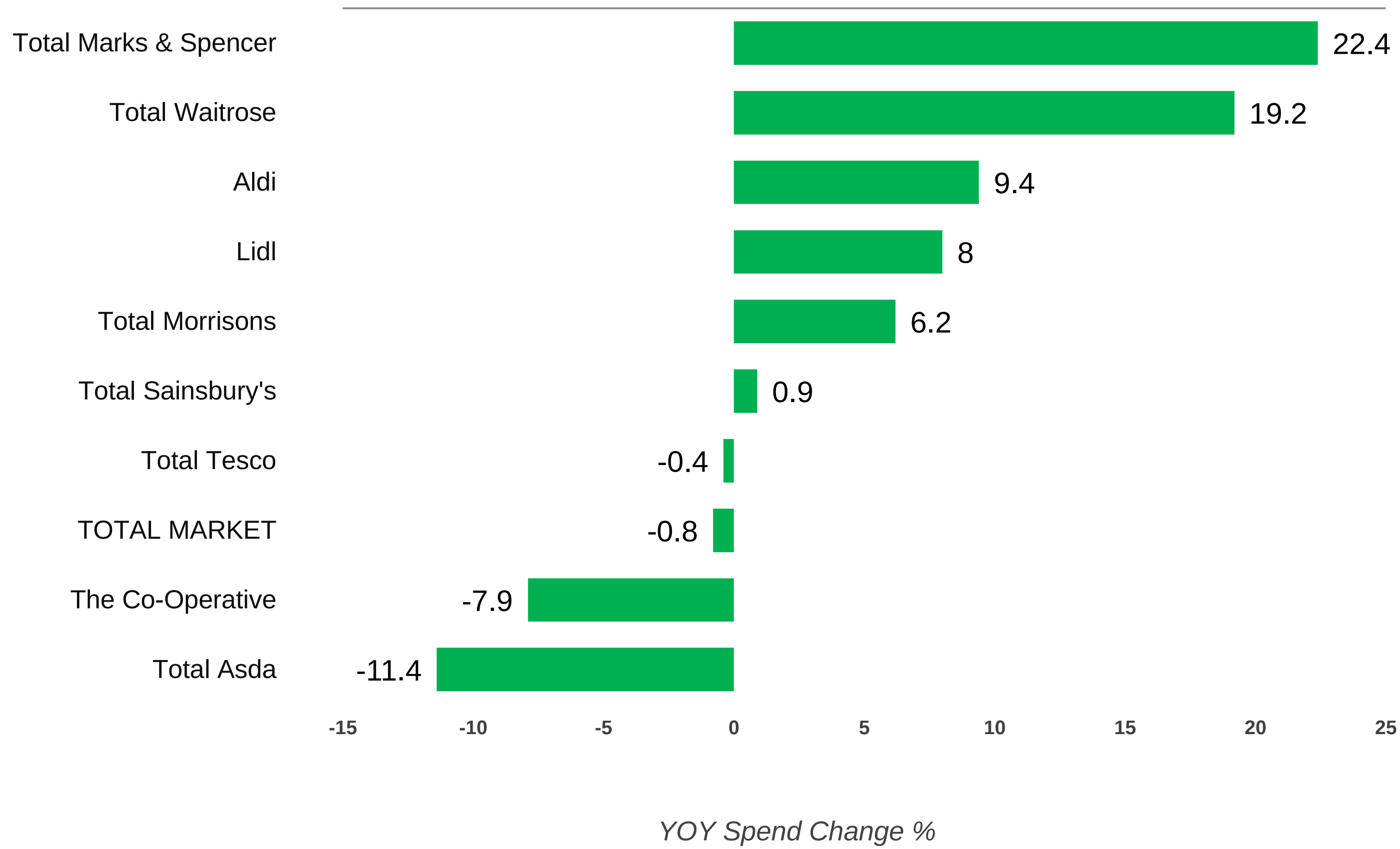
Cereals, Grains and Starch declines 0.6% by across Total GB.



* Penetration contribution includes population growth of 0%

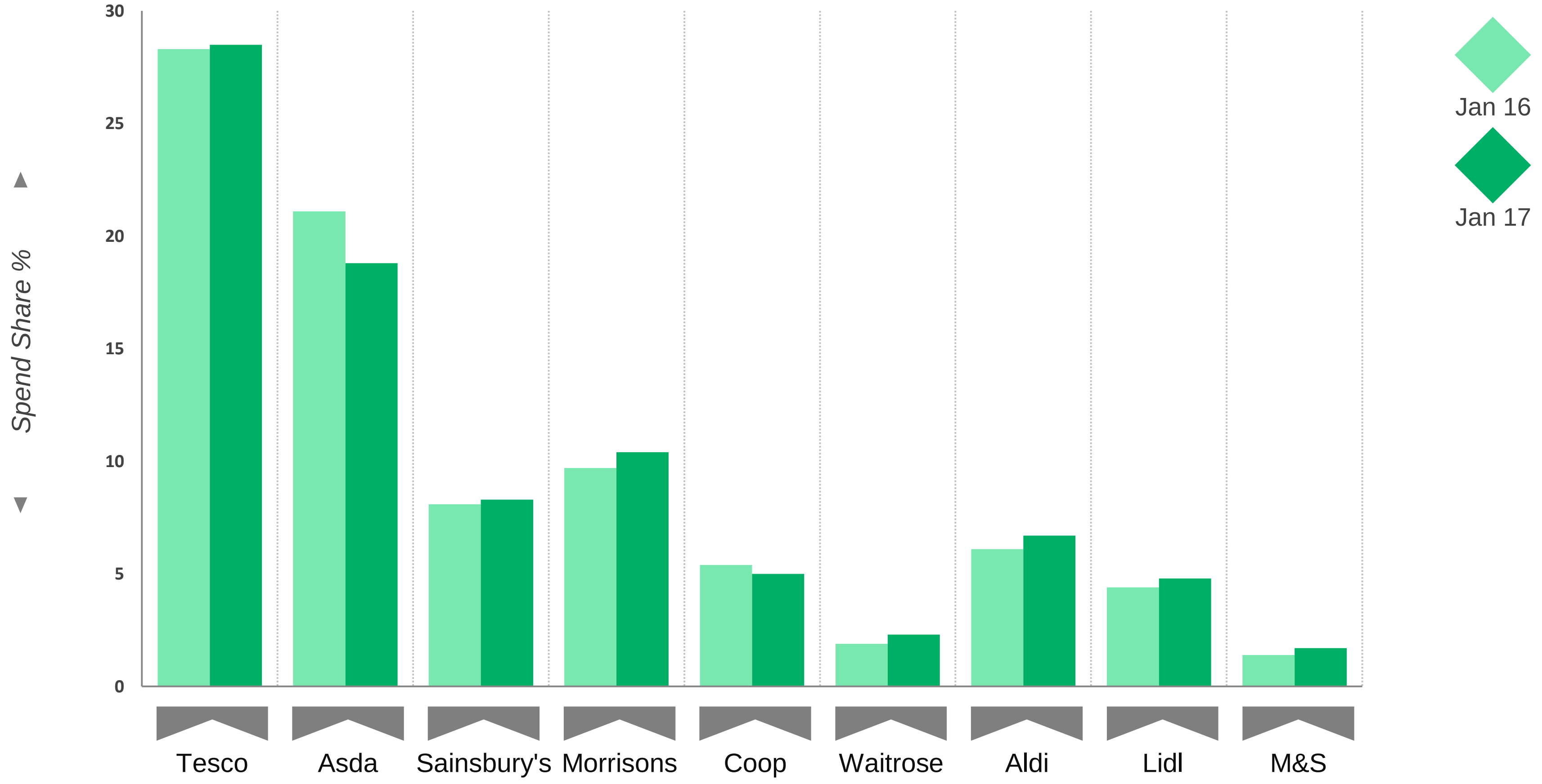
Asda and the Co-Op under perform compared to the market. The 'premium' retailers outperform the market significantly.

Cereals, Grains and Starch | Total Wales | 52we 29 January 2017



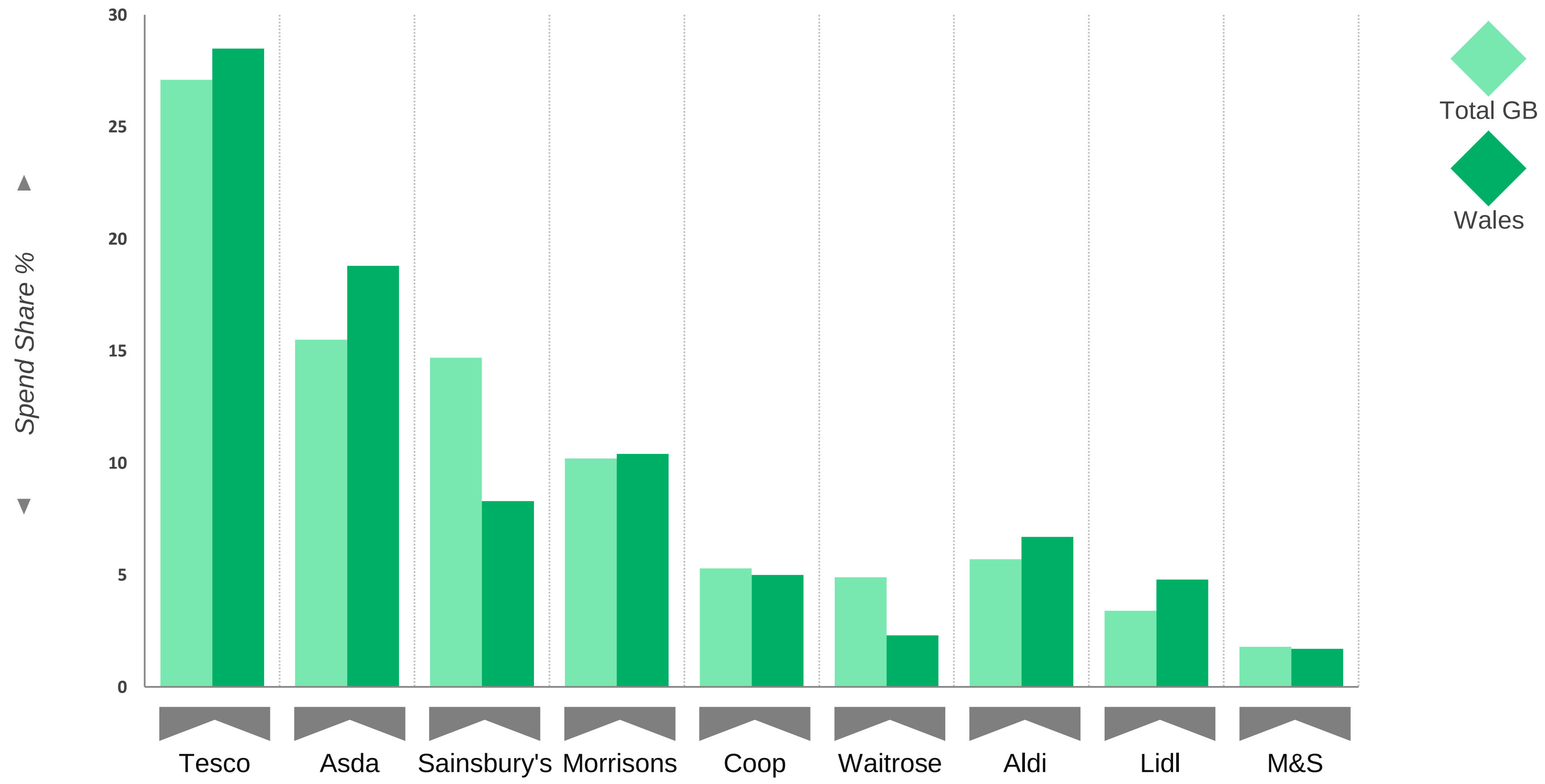
Asda and Co-Op lose share in Wales. The Hard Discounters and the 'premium' retailers see their share increase.

Cereals, Grains and Starch | Total Wales | 52we 29 January 2017



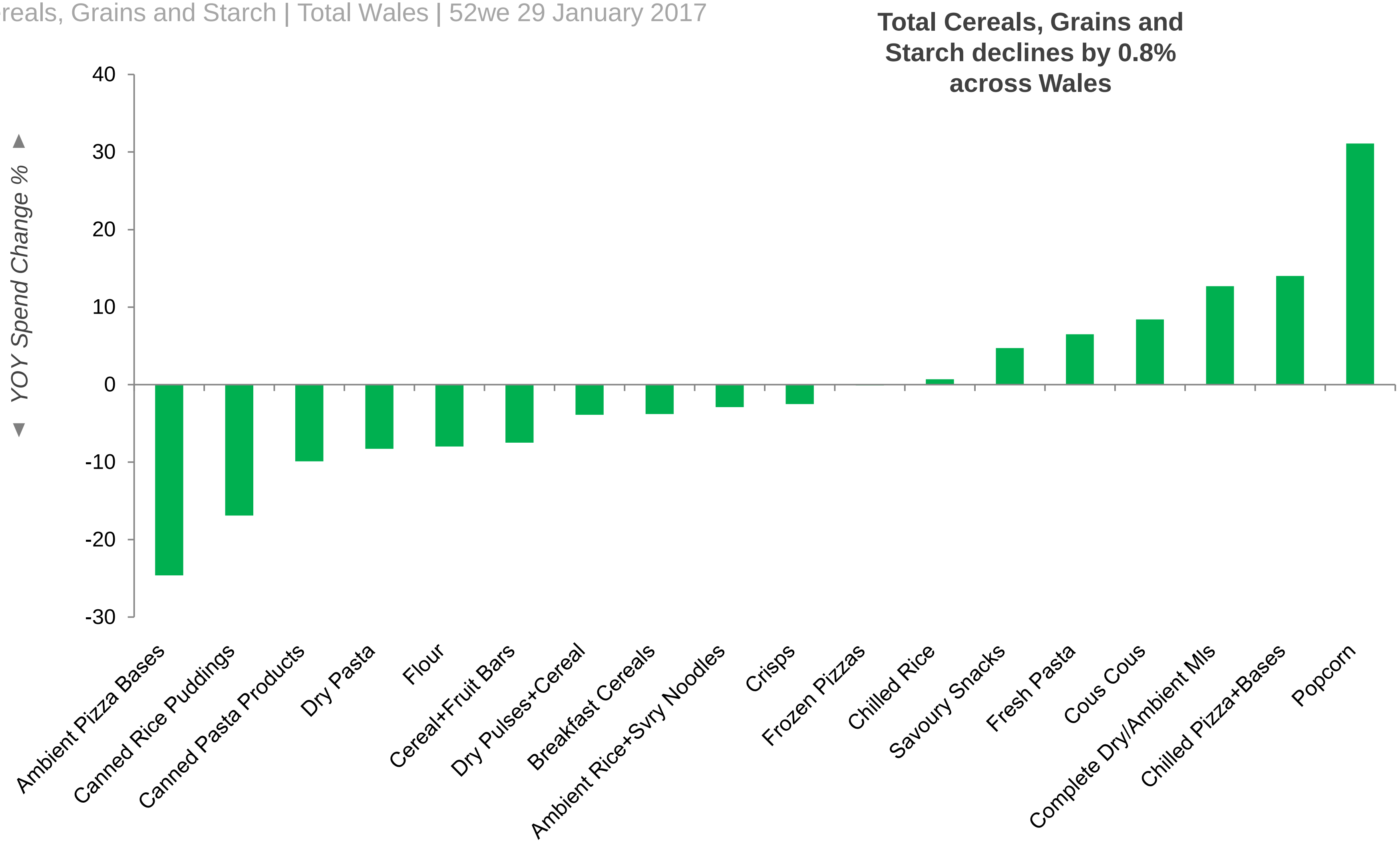
Tesco and Asda overtrade in the category within Wales, although with Asda losing spend share YOY this may be threatened in future.

Cereals, Grains and Starch | Total Wales versus Total GB | 52we 29 January 2017



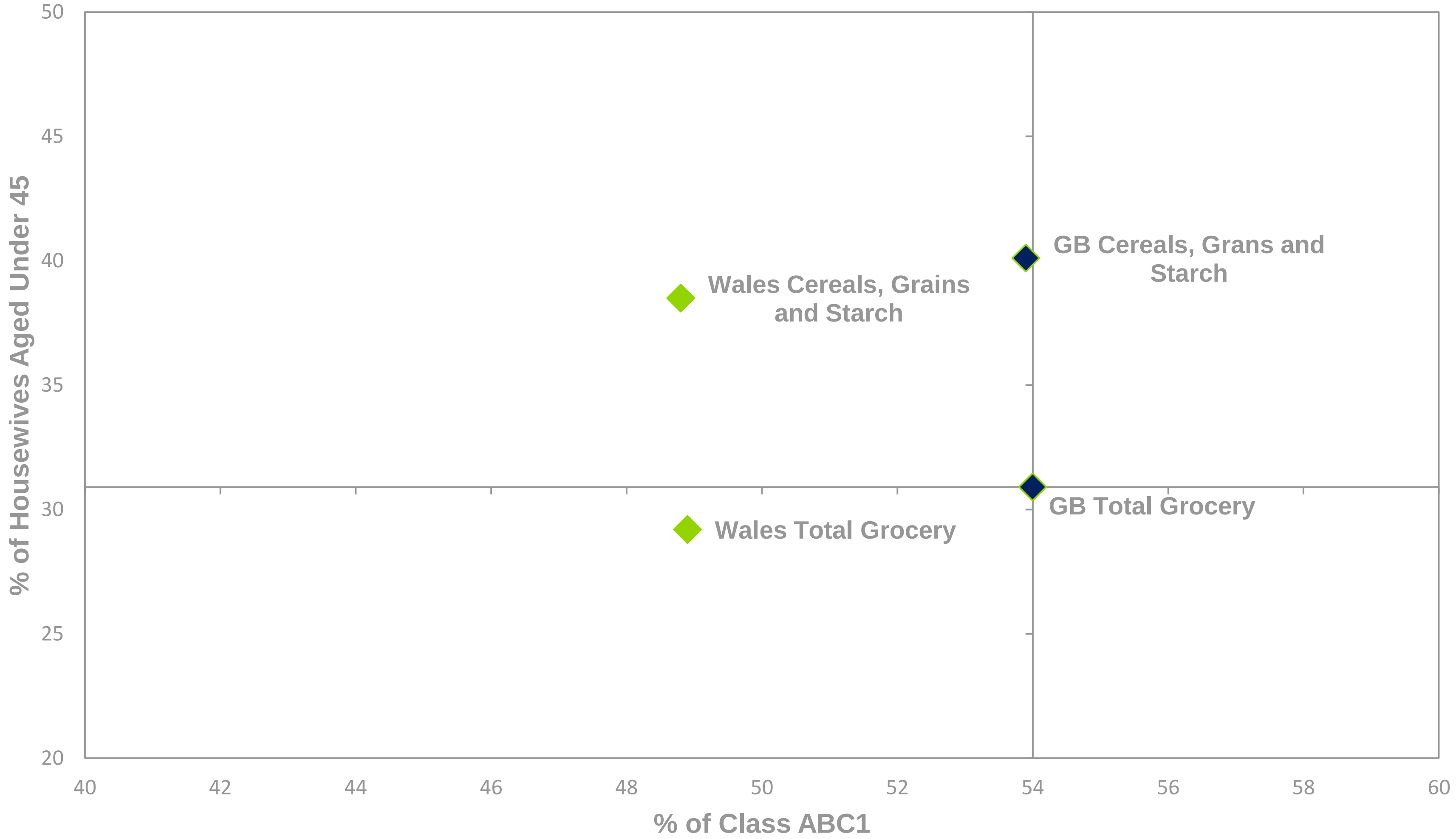
Cous Cous and Popcorn outperform the market and grow at strong rates. Ambient Pizza Base underperforms most significantly, but constitutes less than 0.1% of the category.

Cereals, Grains and Starch | Total Wales | 52we 29 January 2017



Shoppers in Wales tend to be less affluent than the GB average. In both regions, the category attracts a younger shopper than in the wider Grocery market.

Cereals, Grains and Starch | Total Wales versus Total GB | 52we 29 January 2017

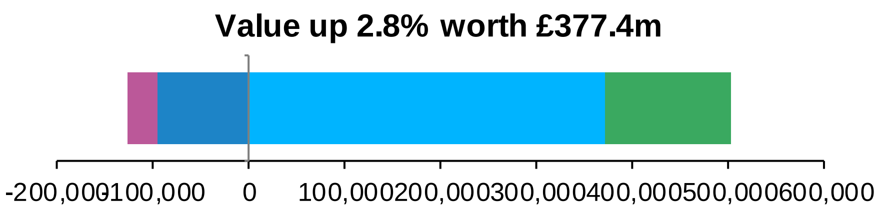


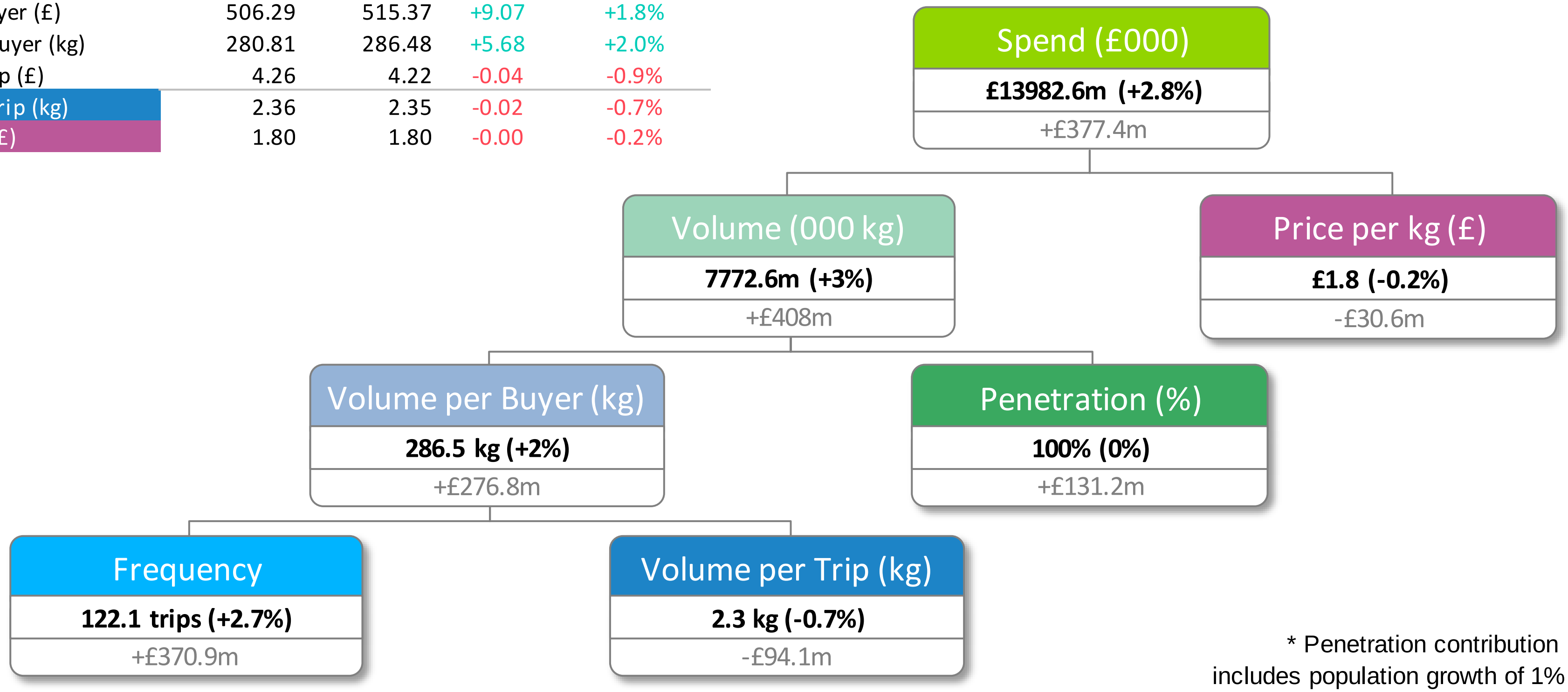
FRUIT AND VEGETABLES

Fruit and Vegetables benefit from a 260k increase in shoppers and people buying more often.

Fruit and Vegetables | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	13,605,210	13,982,600	+377,390	+2.8%
Volume (000 kg)	7,545,891	7,772,637	+226,746	+3.0%
Penetration (%)	99.97	99.97	-0.01	-0.0%
Frequency	118.84	122.09	+3.25	+2.7%
Spend per Buyer (£)	506.29	515.37	+9.07	+1.8%
Volume per Buyer (kg)	280.81	286.48	+5.68	+2.0%
Spend per Trip (£)	4.26	4.22	-0.04	-0.9%
Volume per Trip (kg)	2.36	2.35	-0.02	-0.7%
Price per kg (£)	1.80	1.80	-0.00	-0.2%





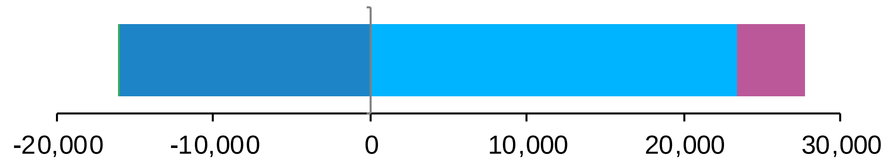
* Penetration contribution includes population growth of 1%

Fruit and Vegetables don't grow as fast in Fruit & Vegetables as GB as penetration remains flat. However, frequency is in strong growth.

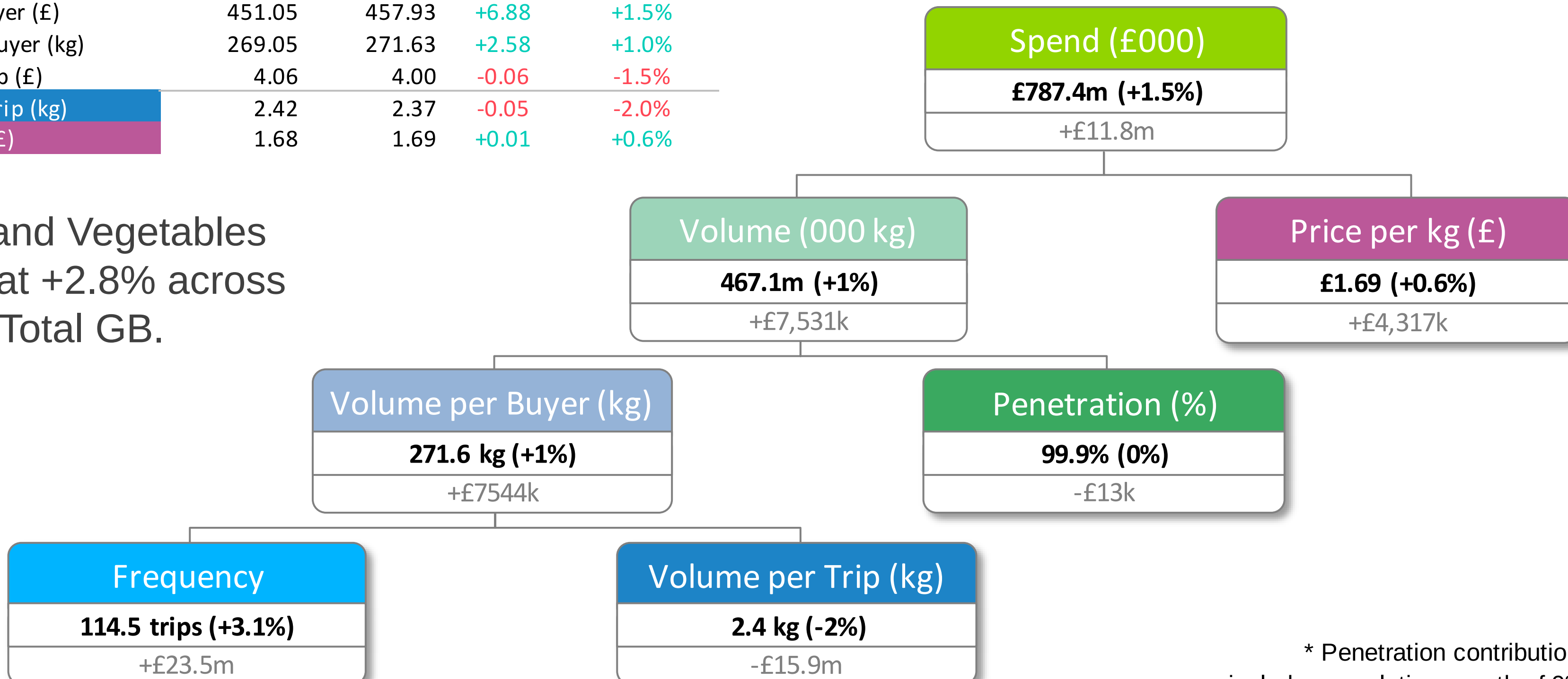
Fruit and Vegetables | Total Wales | 52we 11 Sept 2016

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	775,591	787,439	+11,848	+1.5%
Volume (000 kg)	462,641	467,085	+4,444	+1.0%
Penetration (%)	99.97	99.94	-0.02	-0.0%
Frequency	111.11	114.51	+3.40	+3.1%
Spend per Buyer (£)	451.05	457.93	+6.88	+1.5%
Volume per Buyer (kg)	269.05	271.63	+2.58	+1.0%
Spend per Trip (£)	4.06	4.00	-0.06	-1.5%
Volume per Trip (kg)	2.42	2.37	-0.05	-2.0%
Price per kg (£)	1.68	1.69	+0.01	+0.6%

Value up 1.5% worth £11.8m



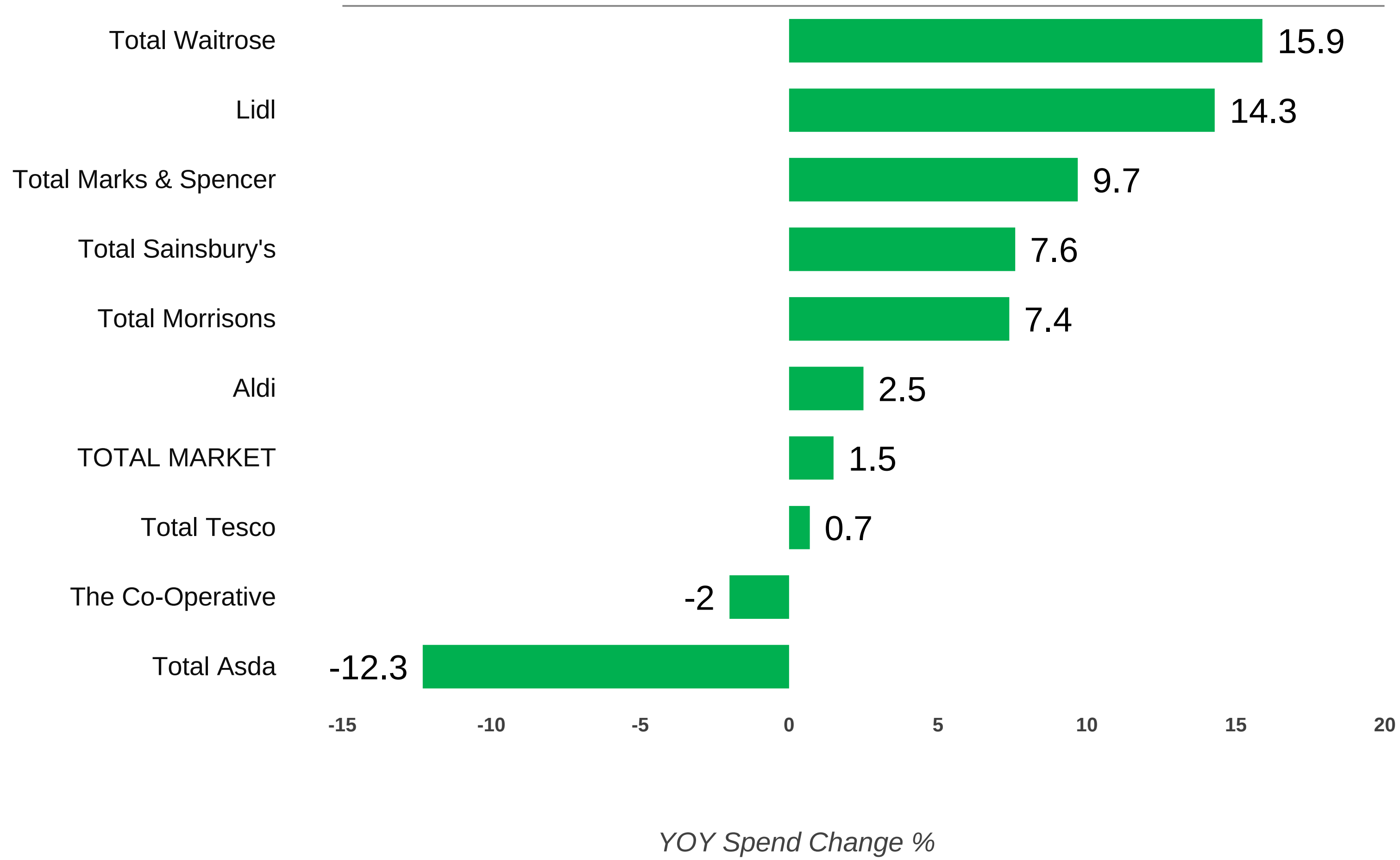
Fruit and Vegetables grows at +2.8% across Total GB.



* Penetration contribution includes population growth of 0%

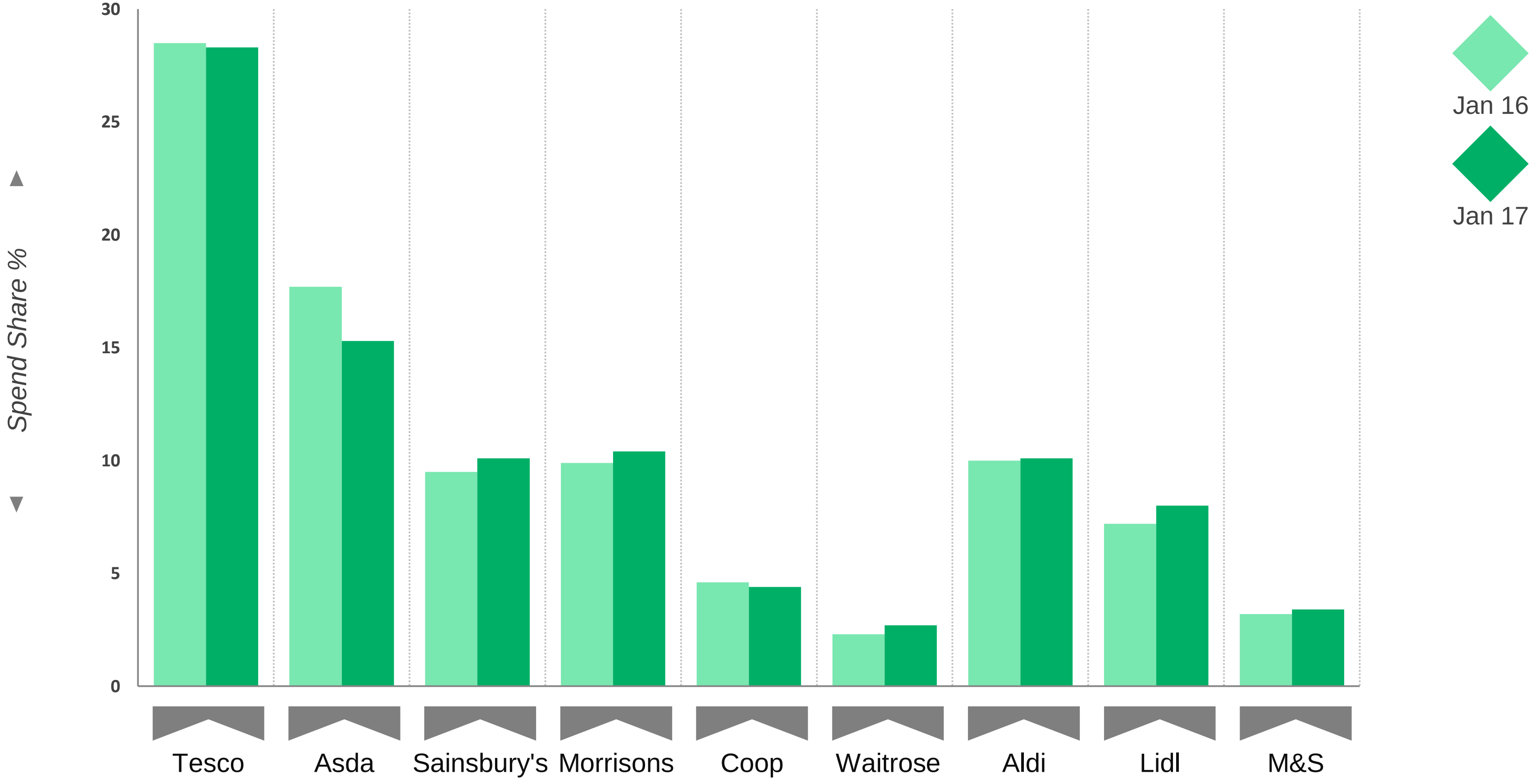
The discounters and premium retailers outperform the market, whilst Asda underperforms to a significant extent.

Fruit and Vegetables | Total Wales | 52we 29 January 2017



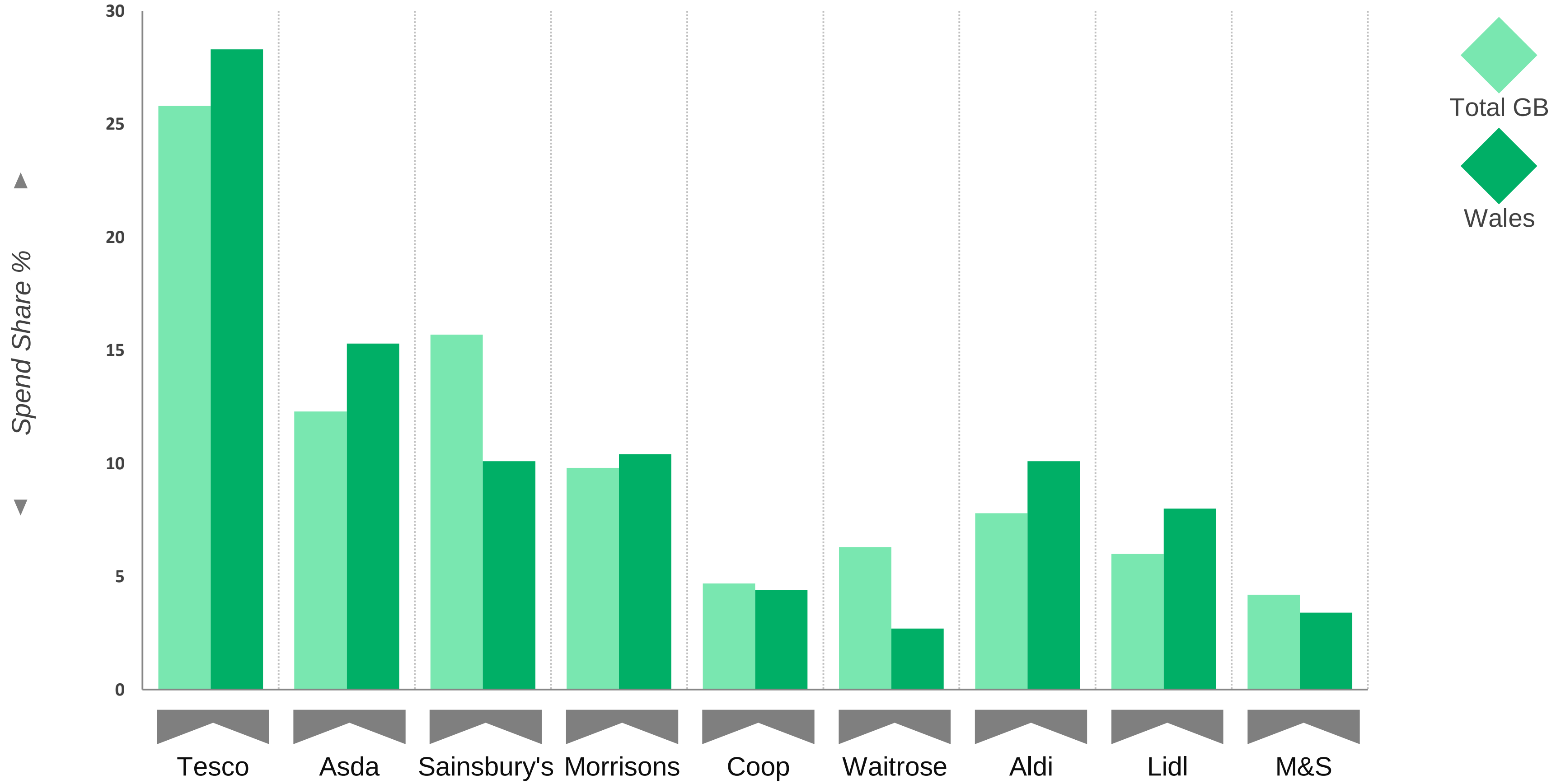
Tesco and Asda lose share but still dominate the market. Aldi matches Sainsbury's with 10.1% share and is close to over taking Morrisons as third biggest retailer in the category.

Fruit and Vegetables | Total Wales | 52we 29 January 2017



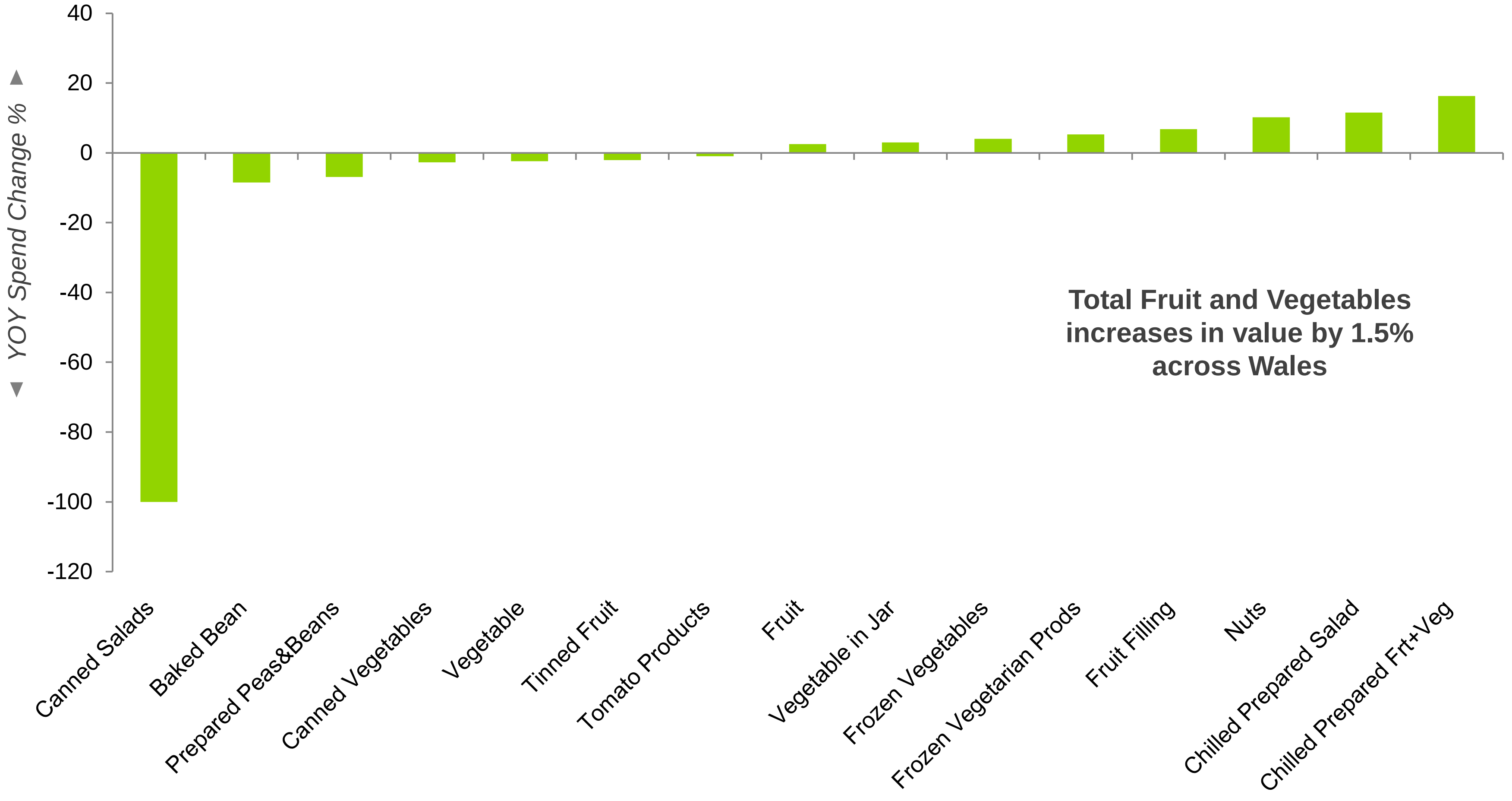
Sainsbury's significantly under trades in the category in Wales compared to Total GB as does Waitrose, M&S and Co-Op.

Fruit and Vegetables | Total Wales versus Total GB | 52we 29 January 2017



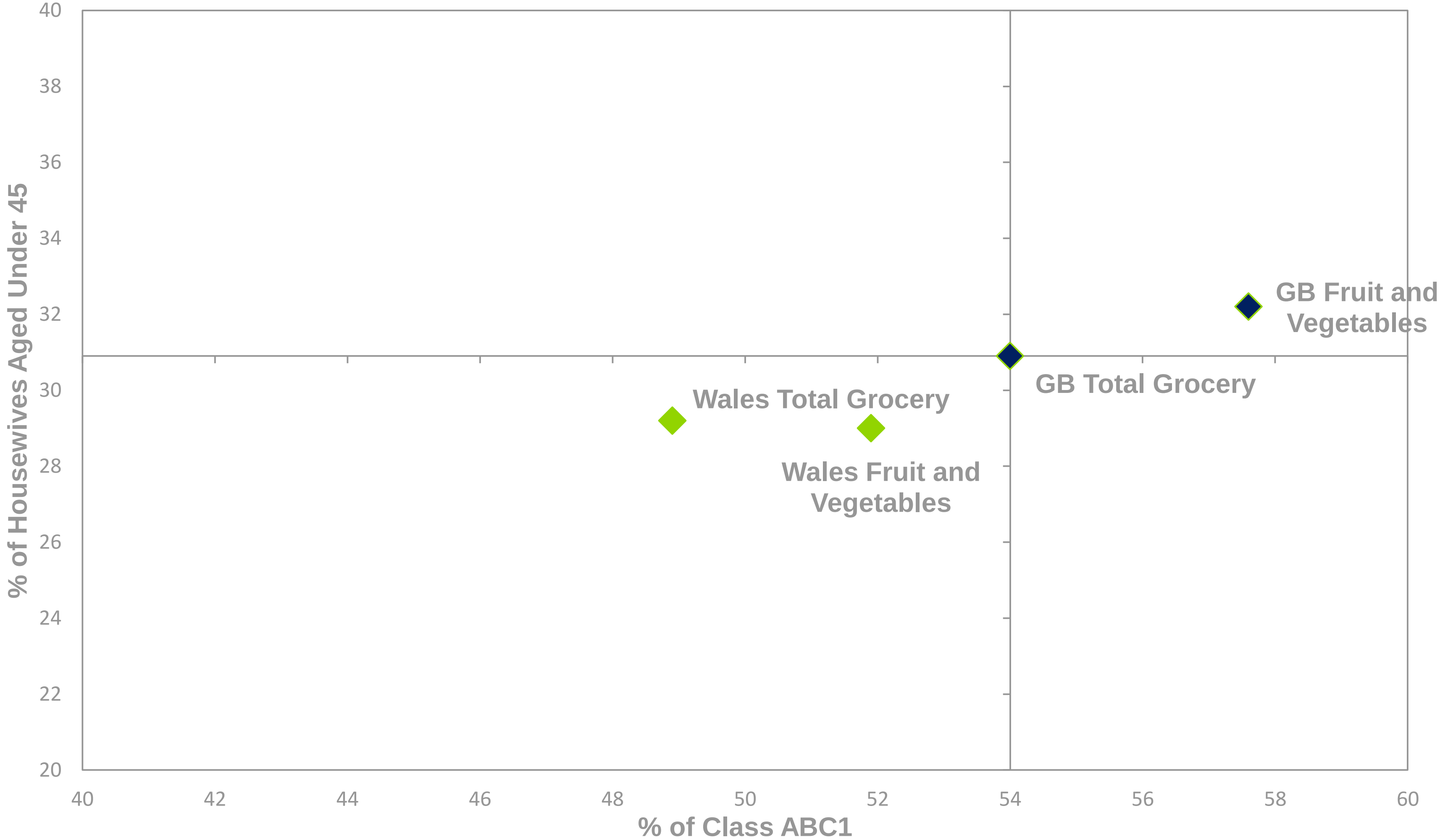
Fresh and Chilled accounts for 85% of this category and outperforms, driven by Chilled Prepared Salad, Chilled Prepared Fruit & Veg and Nuts. Ambient products underperform.

Fruit and Vegetables | Total Wales | 52we 29 January 2017



Wales shoppers tend to be less affluent than the GB average. The category appeals to a slightly more affluent shopper than the typical Grocery shopper for each region.

Fruit and Vegetables | Total Wales versus Total GB | 52we 29 January 2017



KANTAR WORLDPANEL

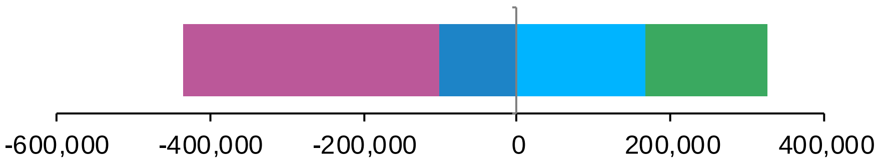
MEAT AND MEAT PRODUCTS

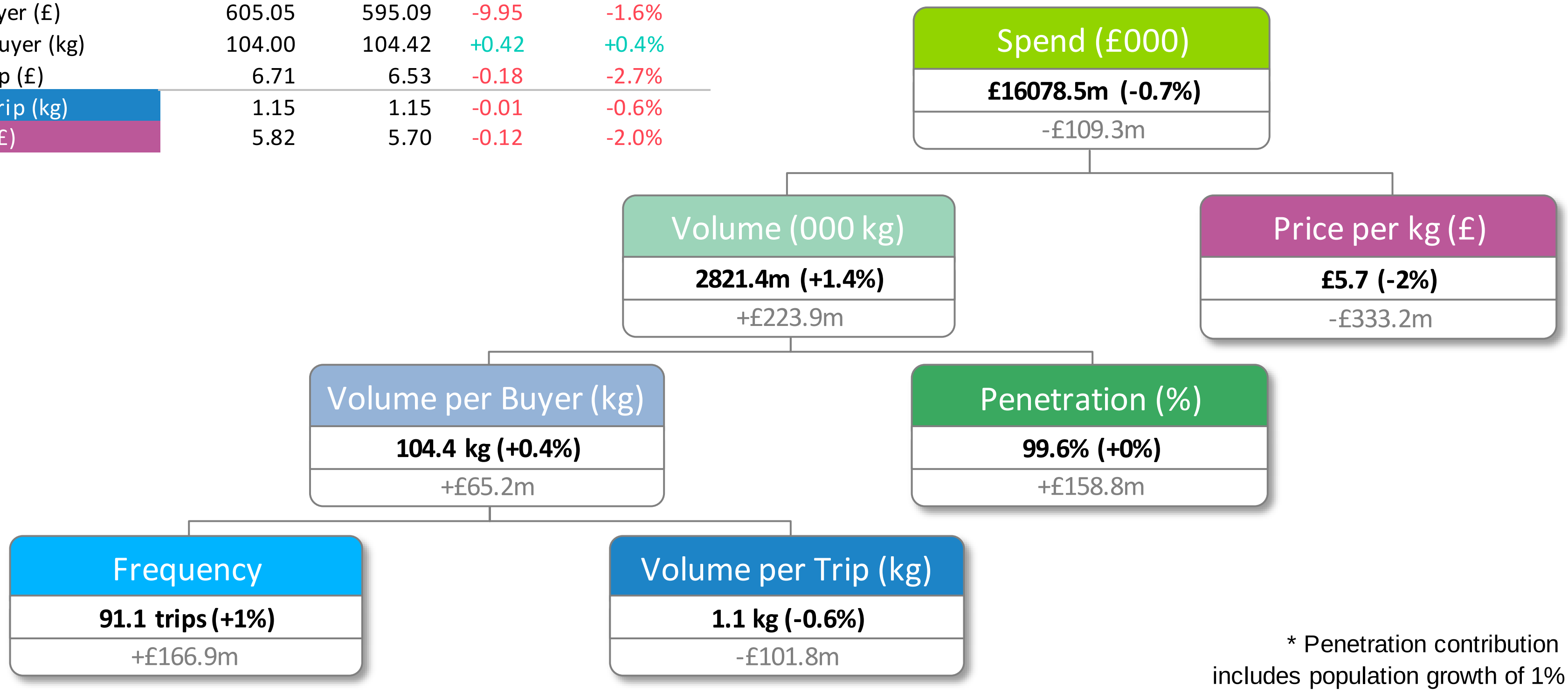
Falling prices mean Meat and Meat Products see a decline in value across Total GB.

Meat and Meat Products | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	16,187,800	16,078,490	-109,310	-0.7%
Volume (000 kg)	2,782,512	2,821,403	+38,891	+1.4%
Penetration (%)	99.54	99.55	+0.02	+0.0%
Frequency	90.19	91.13	+0.94	+1.0%
Spend per Buyer (£)	605.05	595.09	-9.95	-1.6%
Volume per Buyer (kg)	104.00	104.42	+0.42	+0.4%
Spend per Trip (£)	6.71	6.53	-0.18	-2.7%
Volume per Trip (kg)	1.15	1.15	-0.01	-0.6%
Price per kg (£)	5.82	5.70	-0.12	-2.0%

Value down 0.7% worth £109.3m



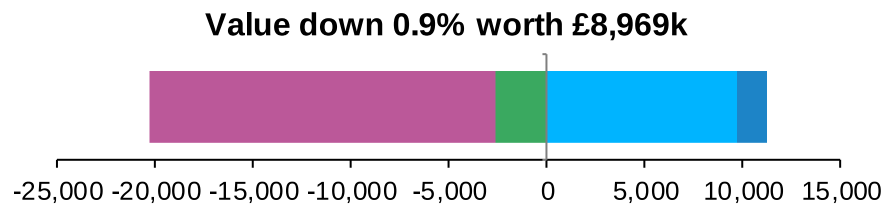


* Penetration contribution includes population growth of 1%

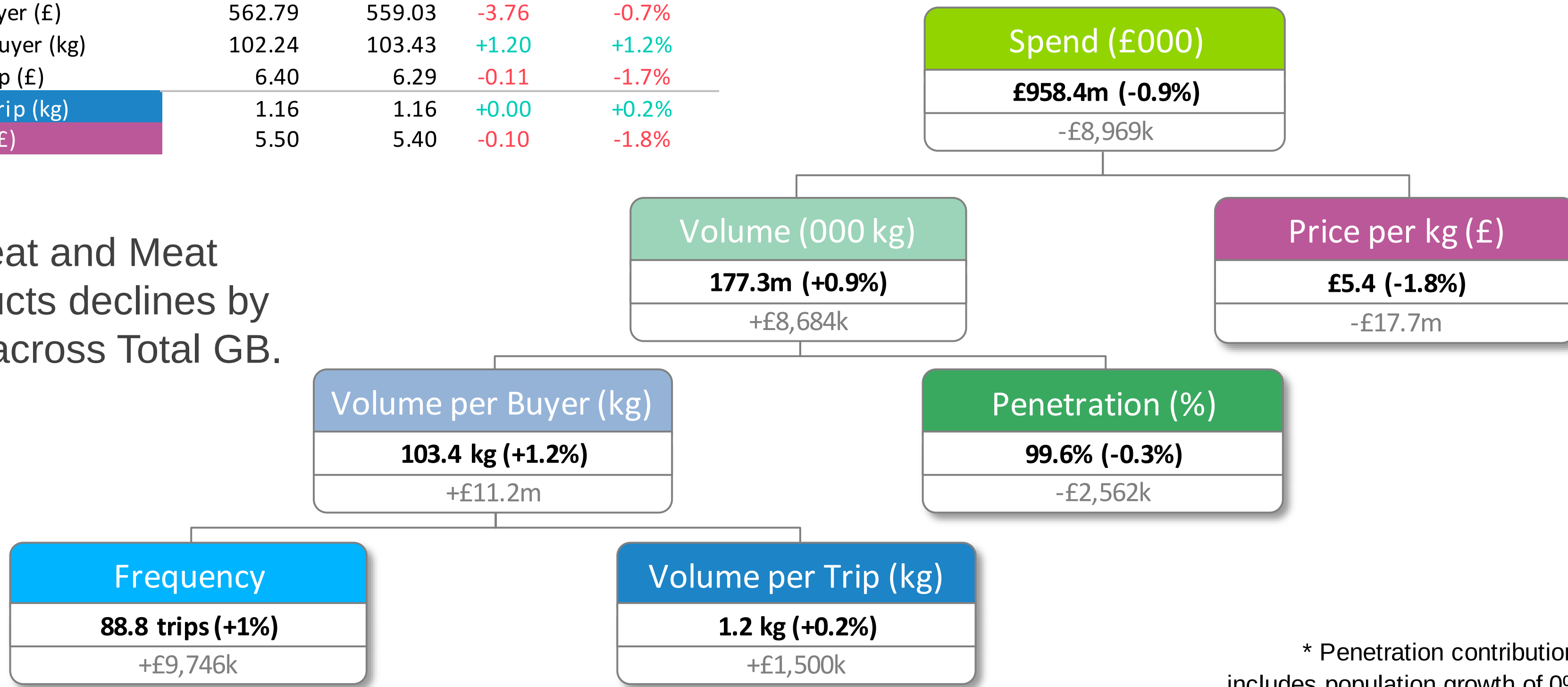
Wales declines ahead of total GB as shoppers leave the market as well as declining price.

Meat and Meat Products | Total Wales | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	967,402	958,433	-8,969	-0.9%
Volume (000 kg)	175,742	177,335	+1,593	+0.9%
Penetration (%)	99.93	99.65	-0.28	-0.3%
Frequency	87.95	88.84	+0.89	+1.0%
Spend per Buyer (£)	562.79	559.03	-3.76	-0.7%
Volume per Buyer (kg)	102.24	103.43	+1.20	+1.2%
Spend per Trip (£)	6.40	6.29	-0.11	-1.7%
Volume per Trip (kg)	1.16	1.16	+0.00	+0.2%
Price per kg (£)	5.50	5.40	-0.10	-1.8%



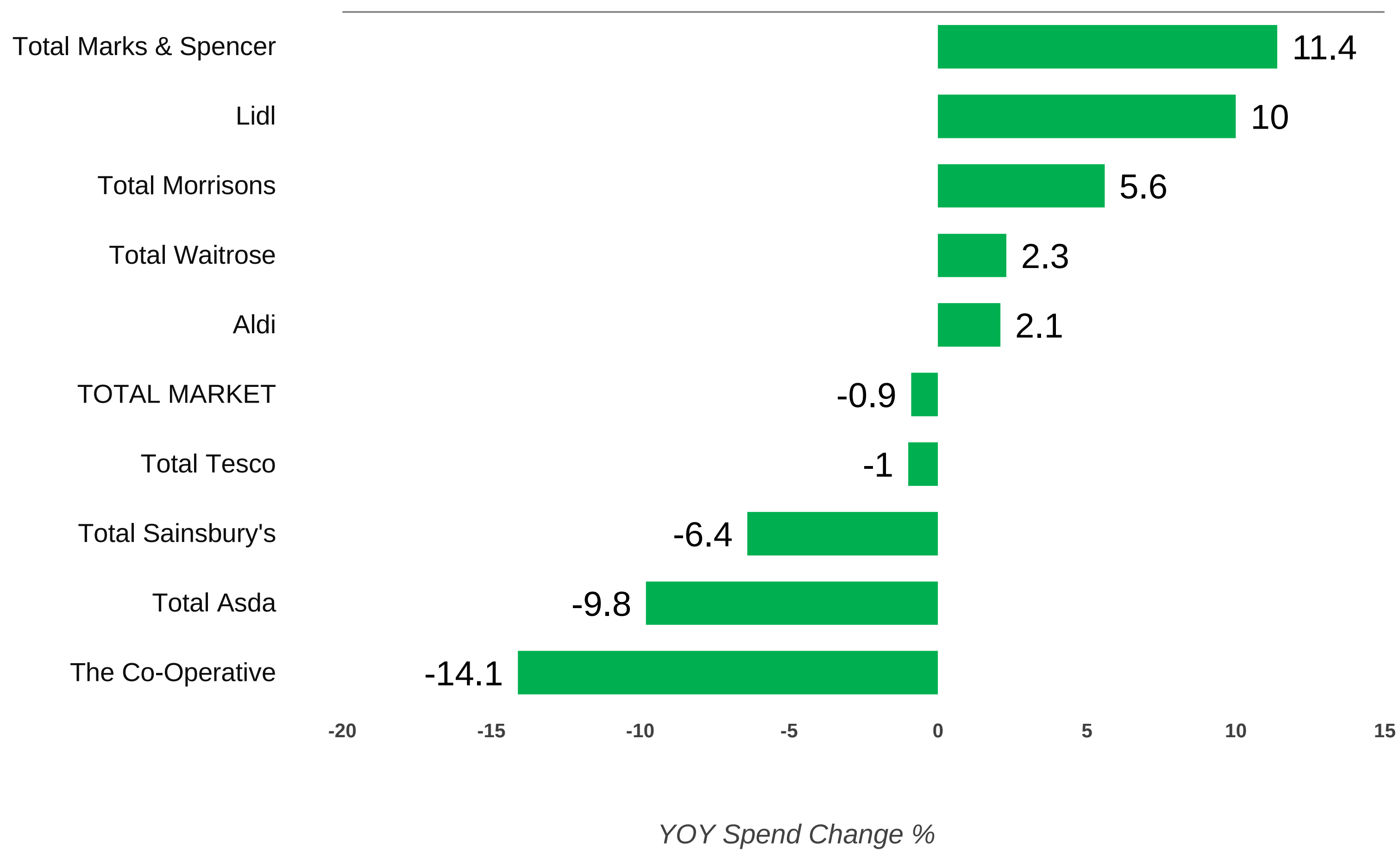
Meat and Meat Products declines by 0.7% across Total GB.



* Penetration contribution includes population growth of 0%

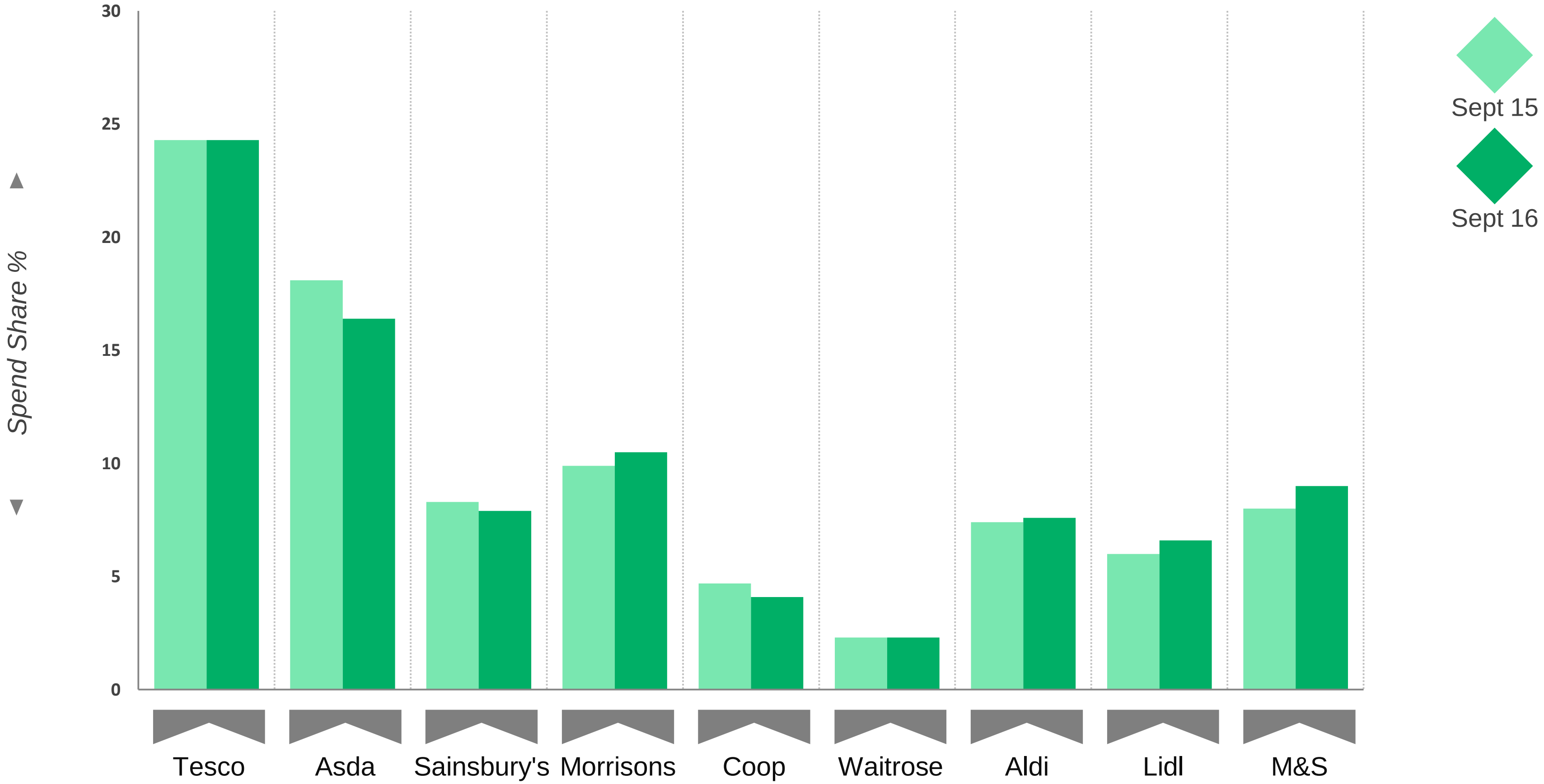
The retailers at polar ends – the 'premium' stores and the Hard Discounters – perform well, whereas 3 of the 'Big 4' retailers underperform versus the market.

Meat and Meat Products | Total Wales | 52we 29 January 2017



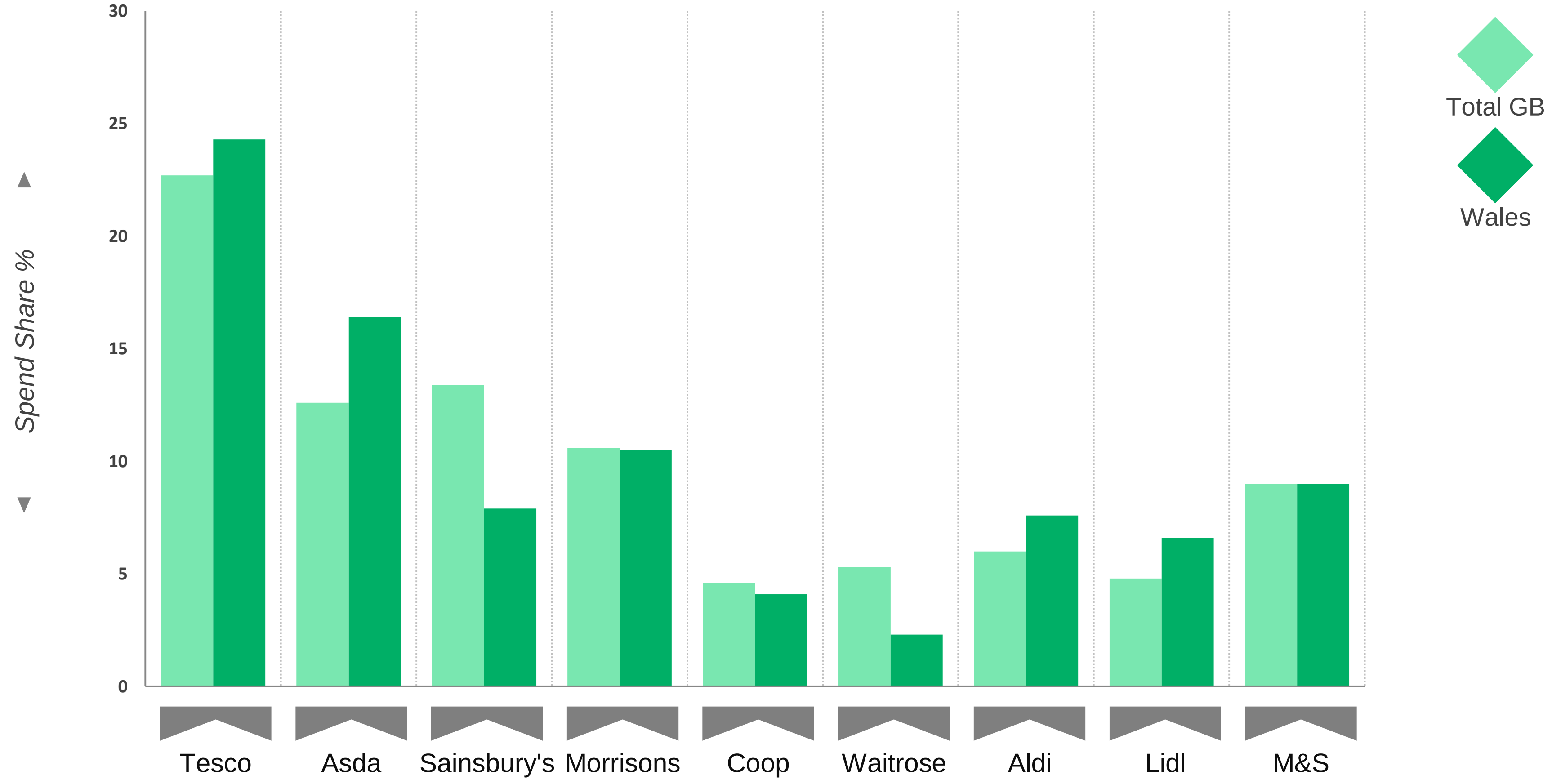
Marks & Spencer and the Hard Discounters have a fairly high spend share, which is increasing. Although still dominant, Tesco maintains share whilst Asda's declines.

Meat and Meat Products | Total Wales | 52we 29 January 2017



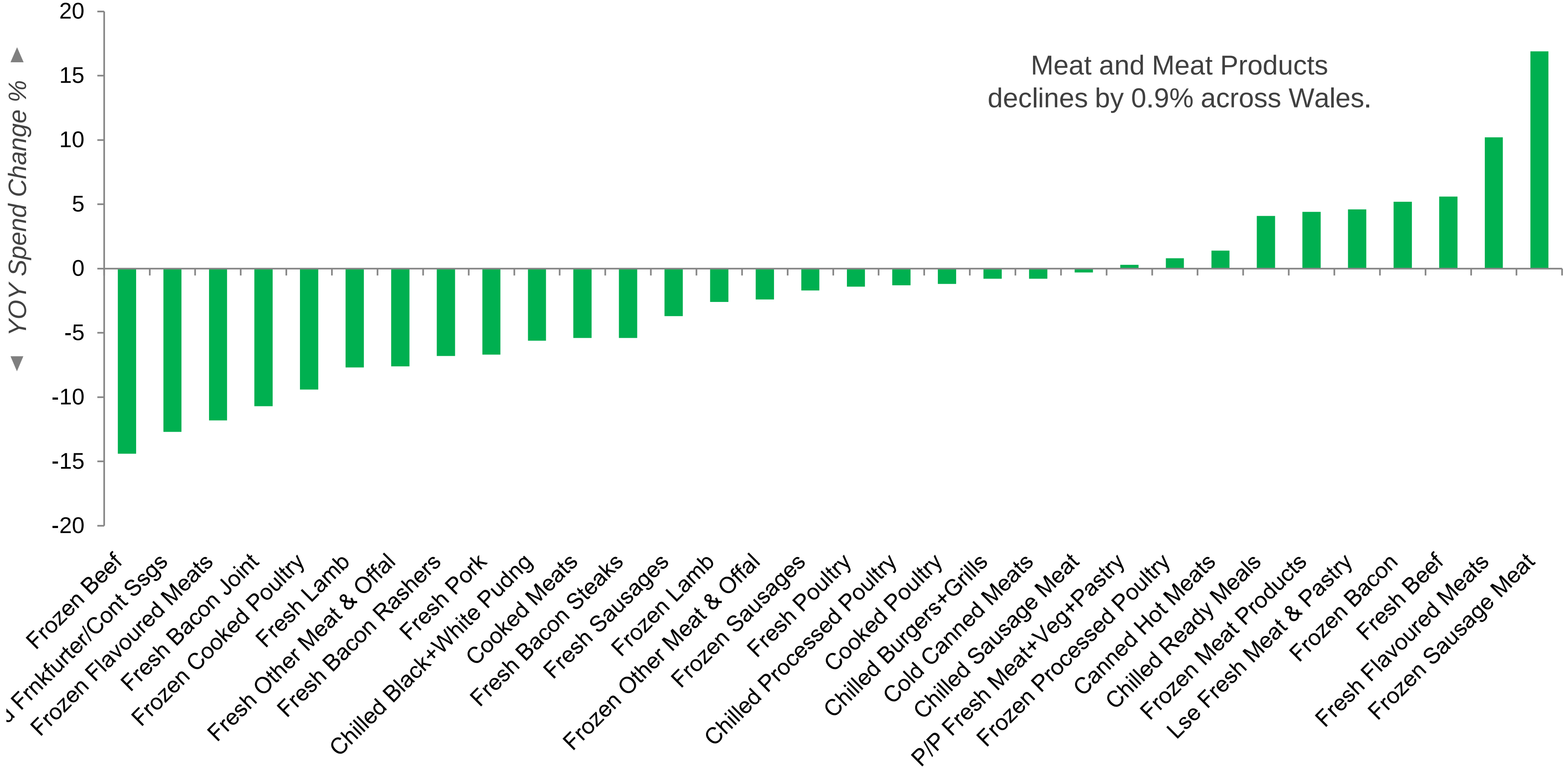
Tesco, Asda and the Hard Discounters overtrade in Wales compared to Total GB. As with other categories, Sainsbury's and Waitrose significantly undertrade in Wales.

Meat and Meat Products | Total Wales versus Total GB | 52we 29 January 2017



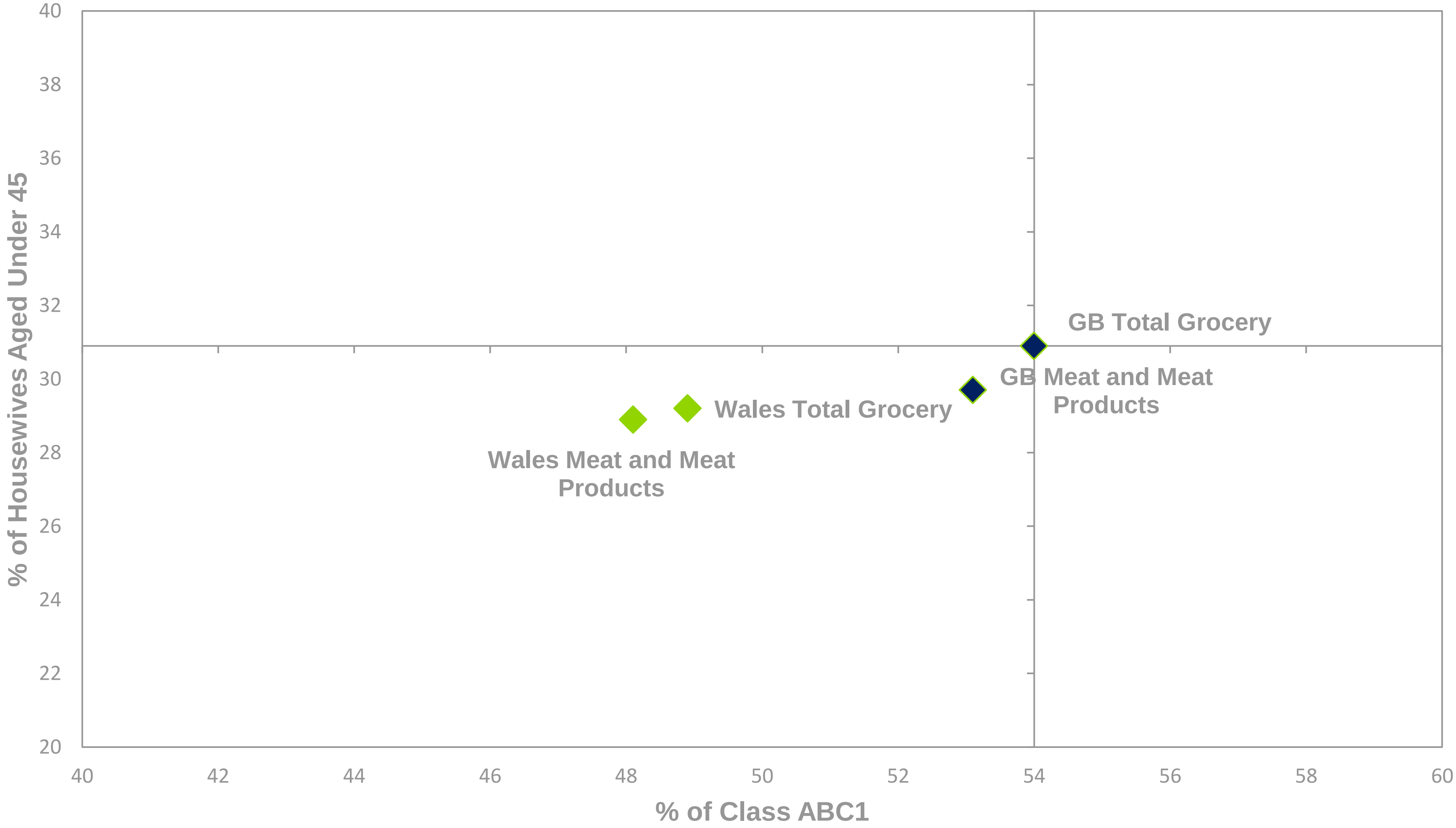
Fresh meat underperforms driven by a decline in sausage and bacon products.

Meat and Meat Products | Total Wales | 52we 29 January 2017



Wales shoppers tend to be less affluent than the GB average. The category appeals to a slightly older shopper than the typical Grocery shopper for each region.

Meat and Meat Products | Total Wales versus Total GB | 52we 29 January 2017



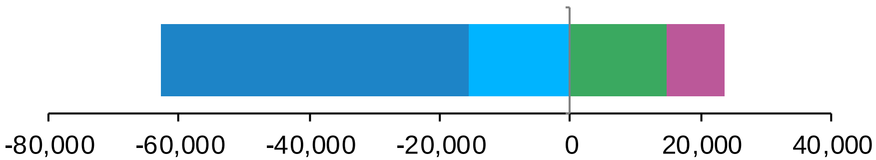
OILS AND FATS

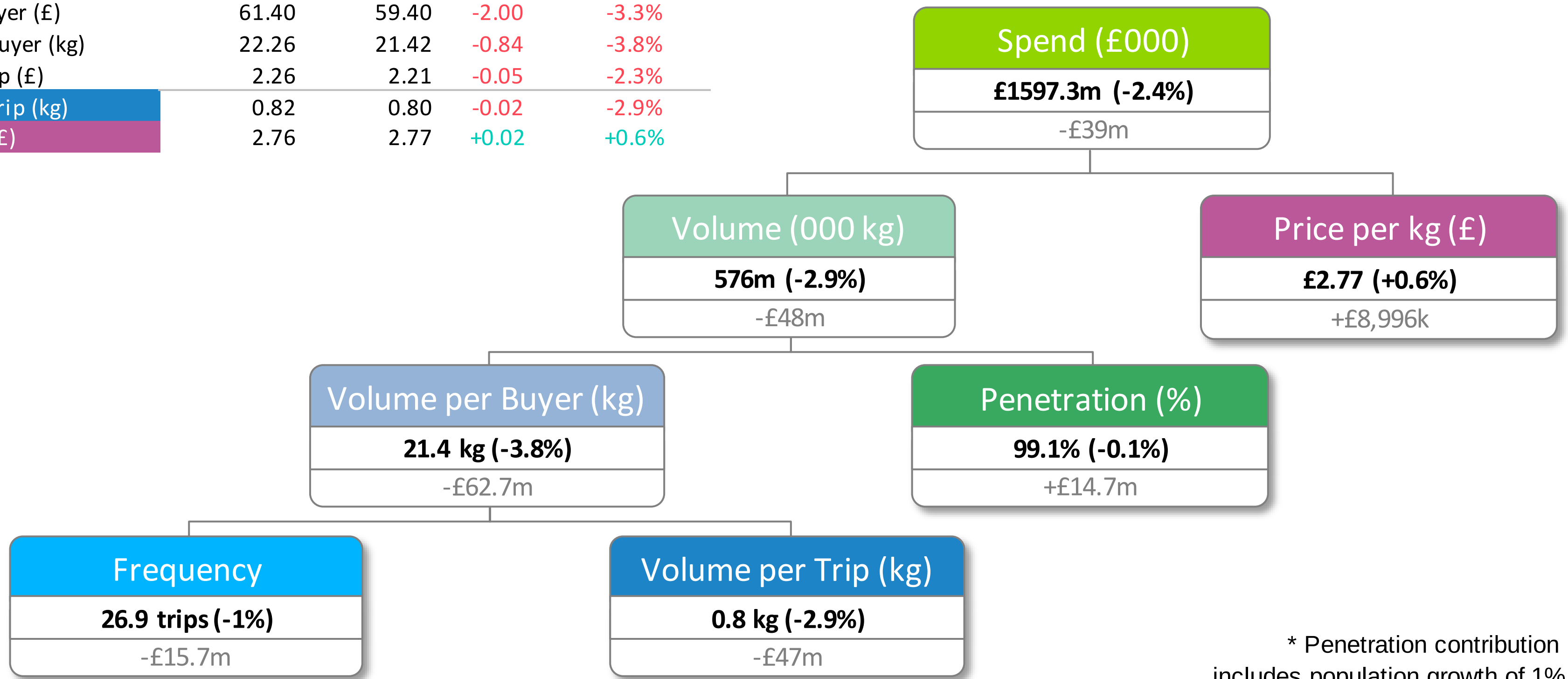
A fall in the amount bought by shoppers on each trip as well as falling frequency means the Oils and Fats category loses value.

Oils and Fats | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	1,636,358	1,597,325	-39,033	-2.4%
Volume (000 kg)	593,360	576,025	-17,335	-2.9%
Penetration (%)	99.16	99.08	-0.07	-0.1%
Frequency	27.11	26.85	-0.26	-1.0%
Spend per Buyer (£)	61.40	59.40	-2.00	-3.3%
Volume per Buyer (kg)	22.26	21.42	-0.84	-3.8%
Spend per Trip (£)	2.26	2.21	-0.05	-2.3%
Volume per Trip (kg)	0.82	0.80	-0.02	-2.9%
Price per kg (£)	2.76	2.77	+0.02	+0.6%

Value down 2.4% worth £39m





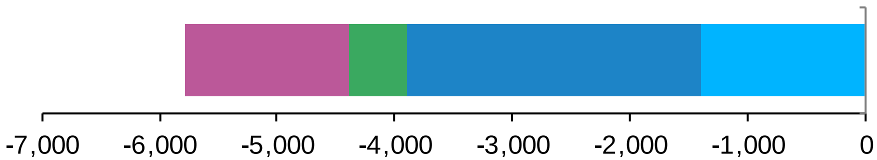
* Penetration contribution includes population growth of 1%

Oils and Fats decreases in value due to both falling prices and volumes purchased.

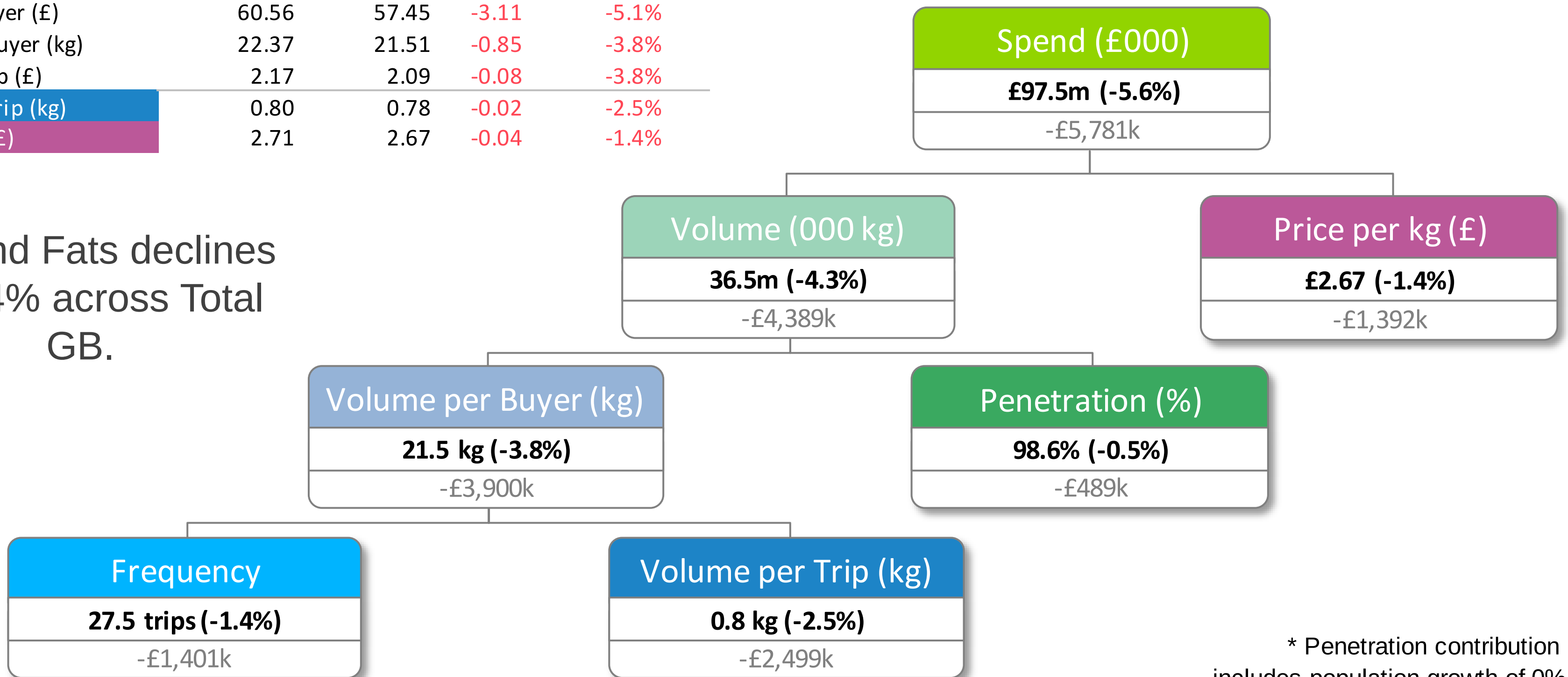
Oils and Fats | Total Wales | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	103,286	97,505	-5,781	-5.6%
Volume (000 kg)	38,147	36,514	-1,633	-4.3%
Penetration (%)	99.15	98.65	-0.50	-0.5%
Frequency	27.86	27.47	-0.39	-1.4%
Spend per Buyer (£)	60.56	57.45	-3.11	-5.1%
Volume per Buyer (kg)	22.37	21.51	-0.85	-3.8%
Spend per Trip (£)	2.17	2.09	-0.08	-3.8%
Volume per Trip (kg)	0.80	0.78	-0.02	-2.5%
Price per kg (£)	2.71	2.67	-0.04	-1.4%

Value down 5.6% worth £5,781k



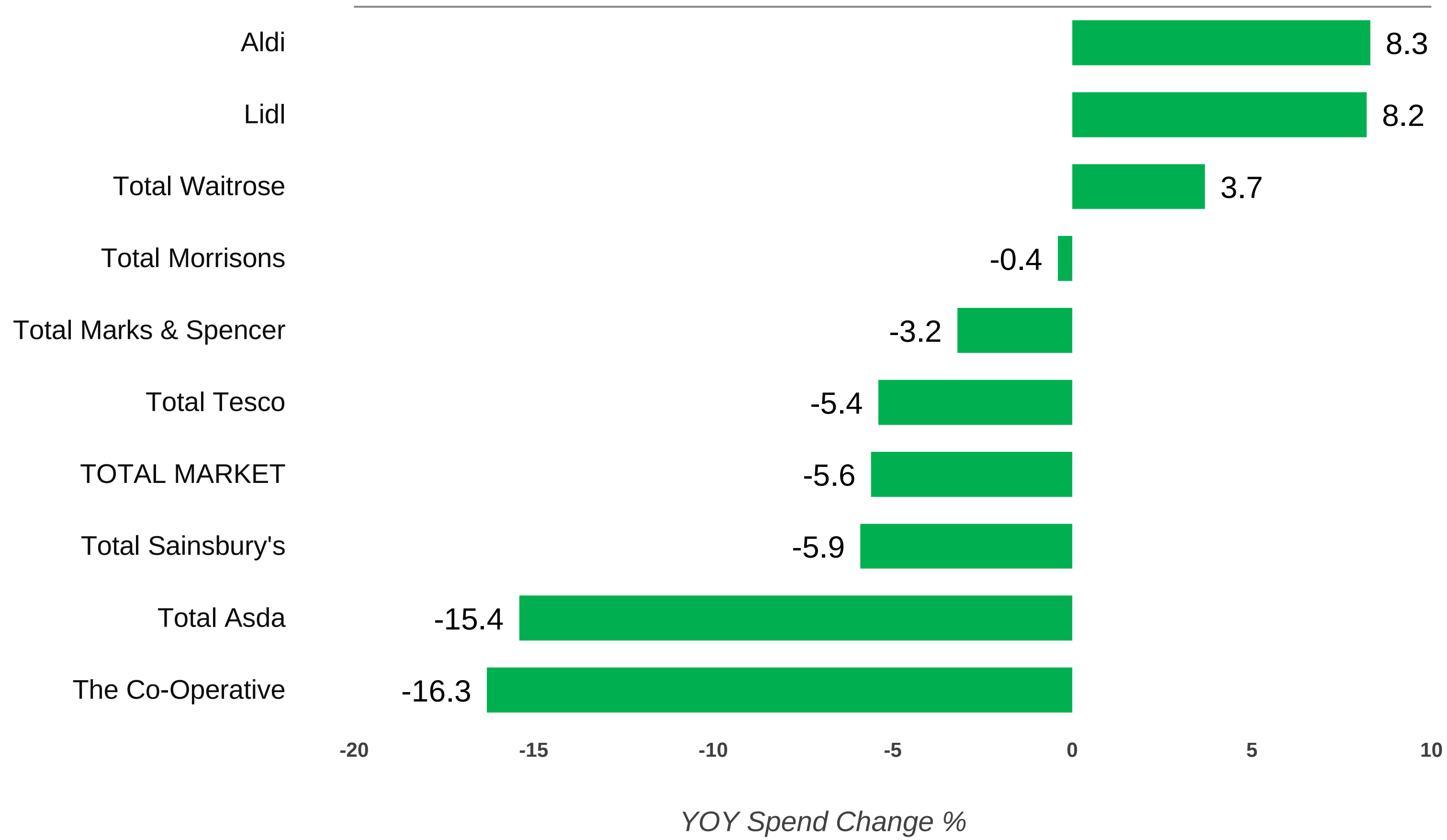
Oils and Fats declines by 2.4% across Total GB.



* Penetration contribution includes population growth of 0%

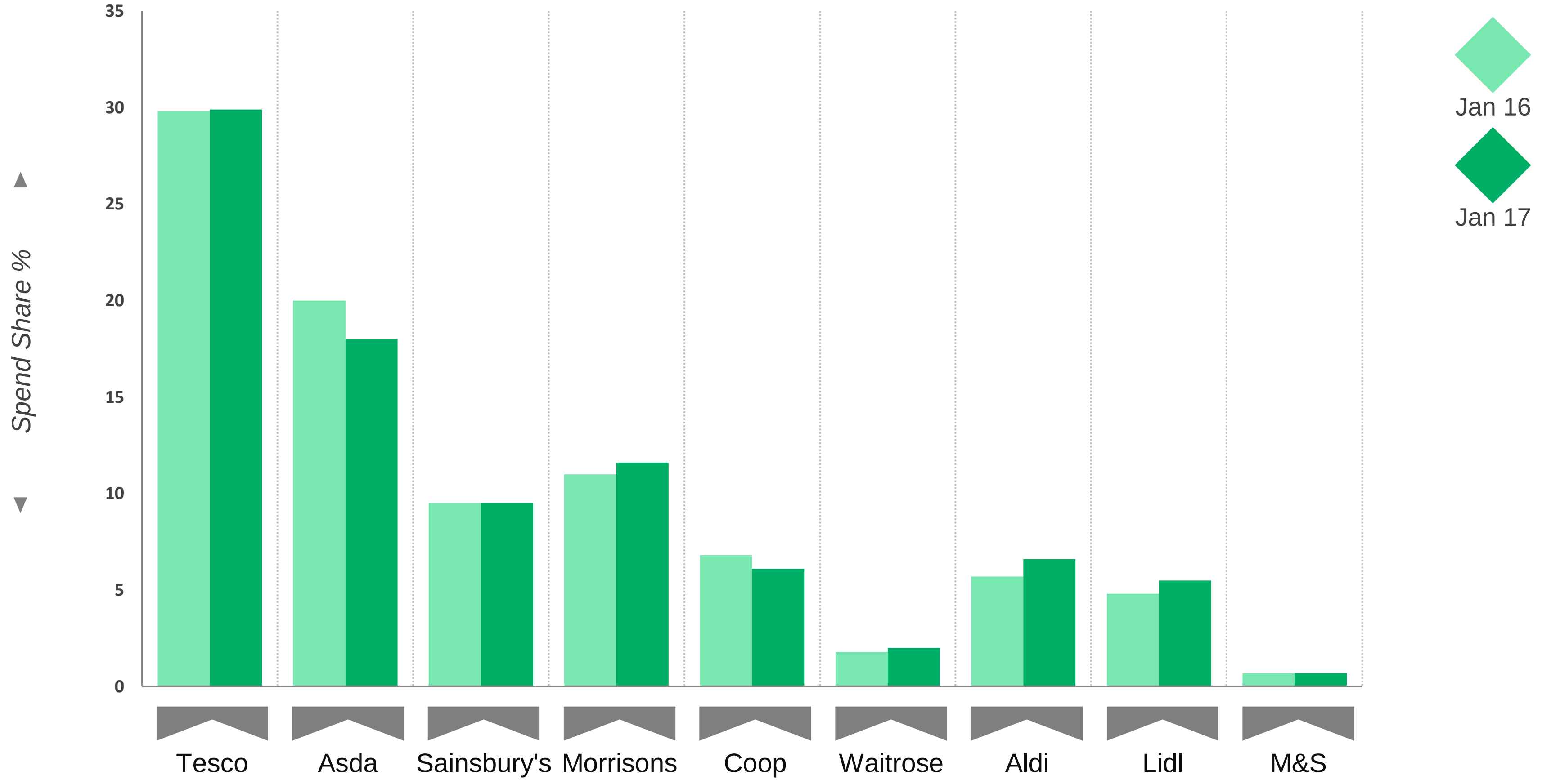
The discounters and Waitrose are the only retailers to experience positive year-on-year spend change. Asda and Co-Op underperform to the greatest extent.

Oils and Fats | Total Wales | 52we 29 January 2017



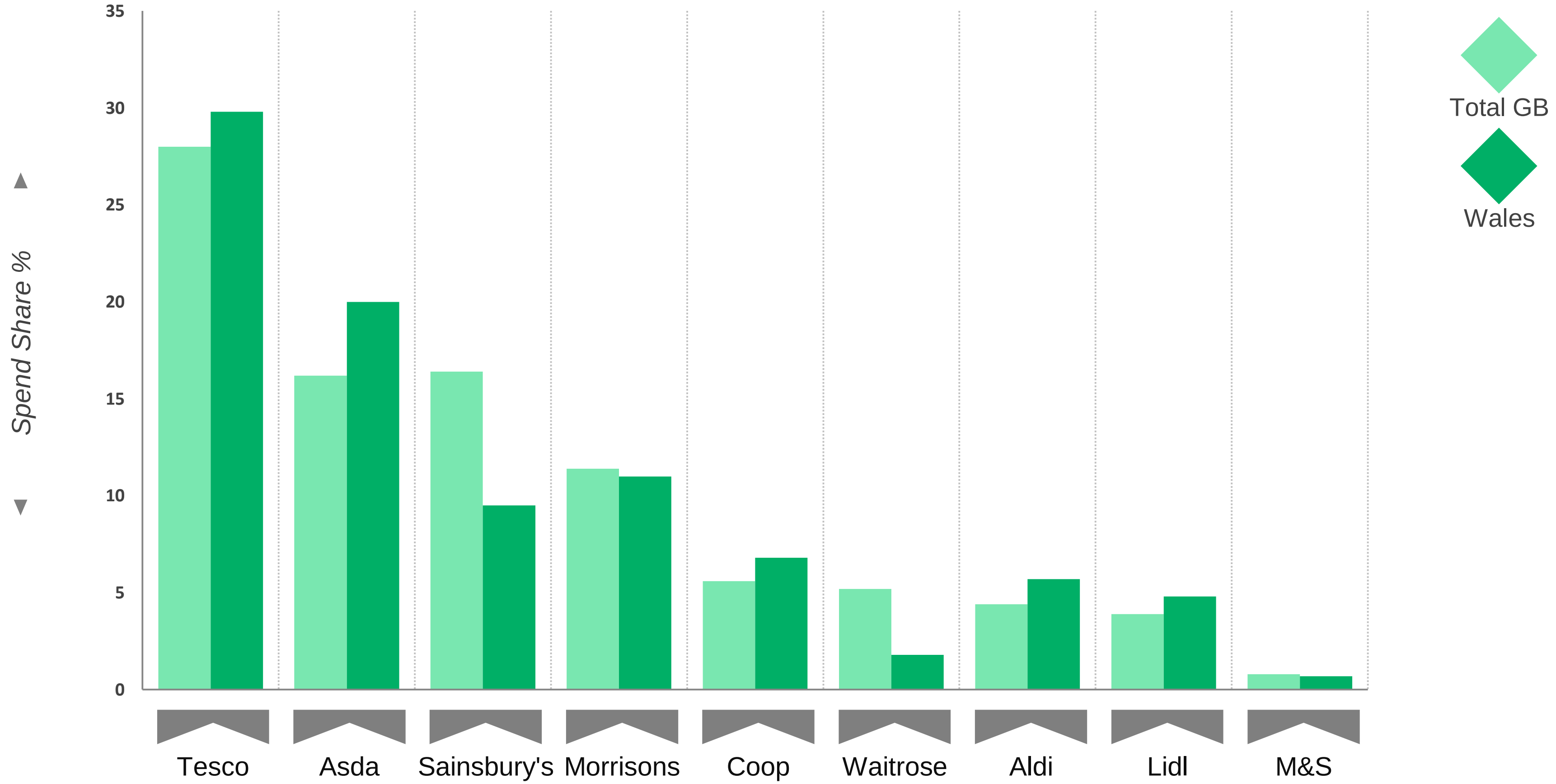
Compared to other categories, Oils and Fats spend shares remain fairly stationary. Similarly though, Asda loses share.

Oils and Fats | Total Wales | 52we 29 January 2017



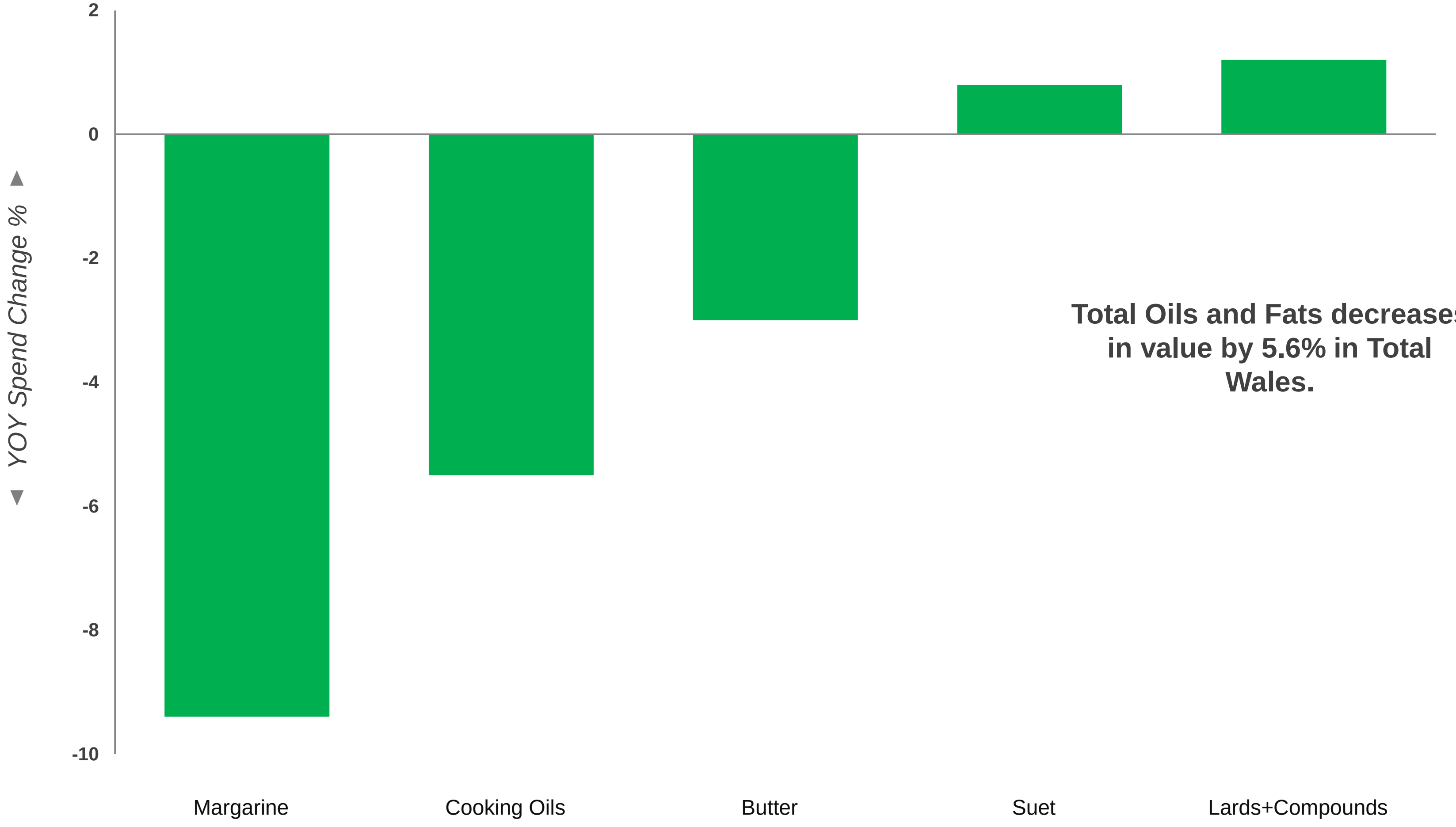
Tesco, Asda, Co-Op and the Hard Discounters overtrade in Oils and Fats in Wales. Conversely, Sainsbury's and Waitrose under trade in Wales compared to Total GB.

Oils and Fats | Total Wales versus Total GB | 52we 29 January 2017



Dairy Products account for 82% of this category, and underperform due to the decline of Margarine.

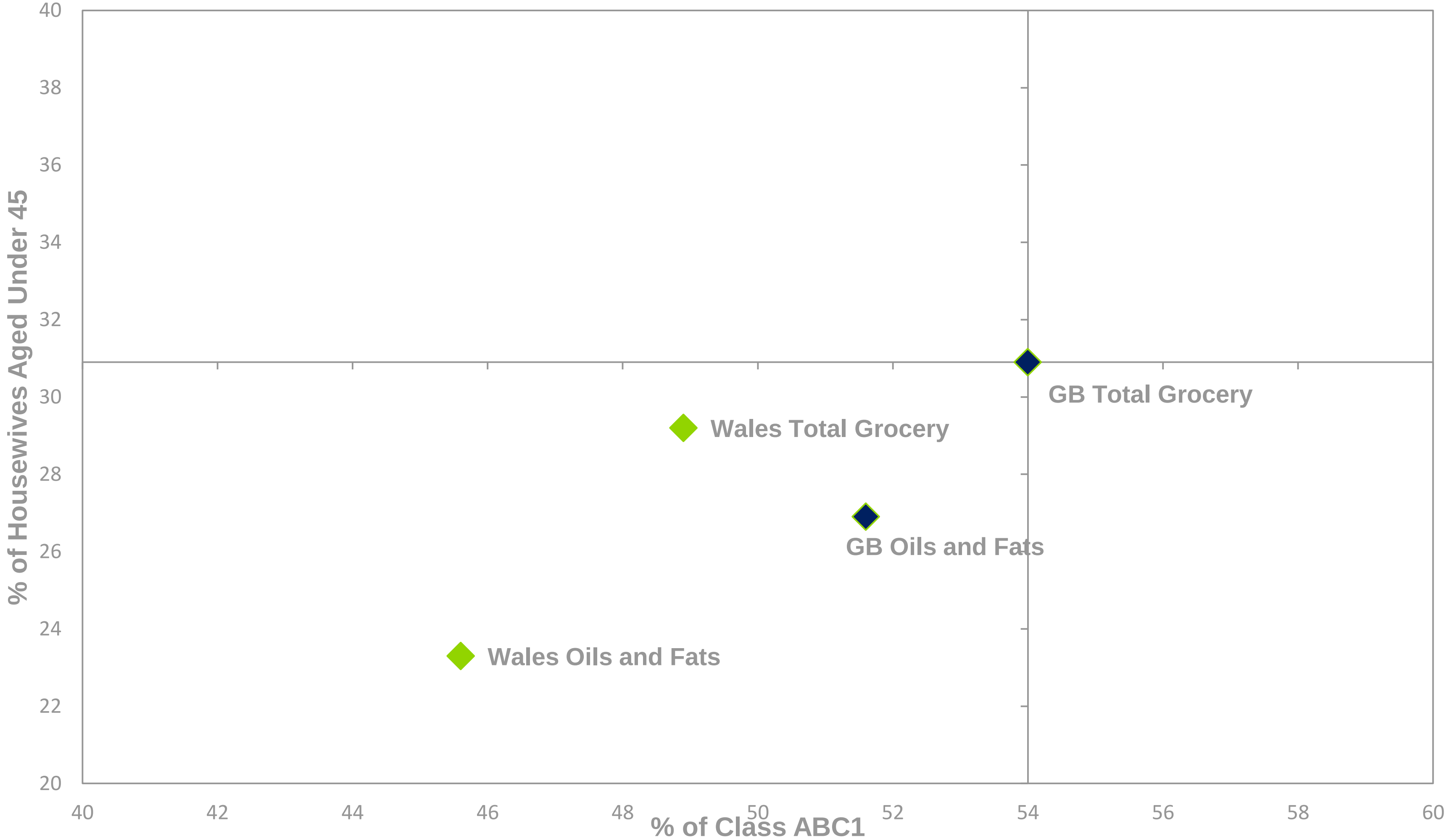
Oils and Fats | Total Wales | 52we 11 Sept 2016



Total Oils and Fats decreases in value by 5.6% in Total Wales.

Wales shoppers tend to be less affluent than the GB average. The category appeals to a slightly older shopper and less affluent than the typical Grocery shopper for each region.

Oils and Fats | Total Wales versus Total GB | 52we 29 January 2017

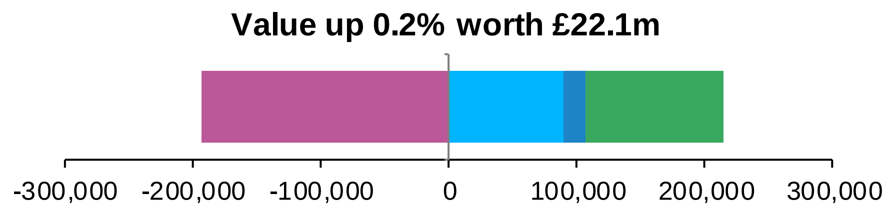


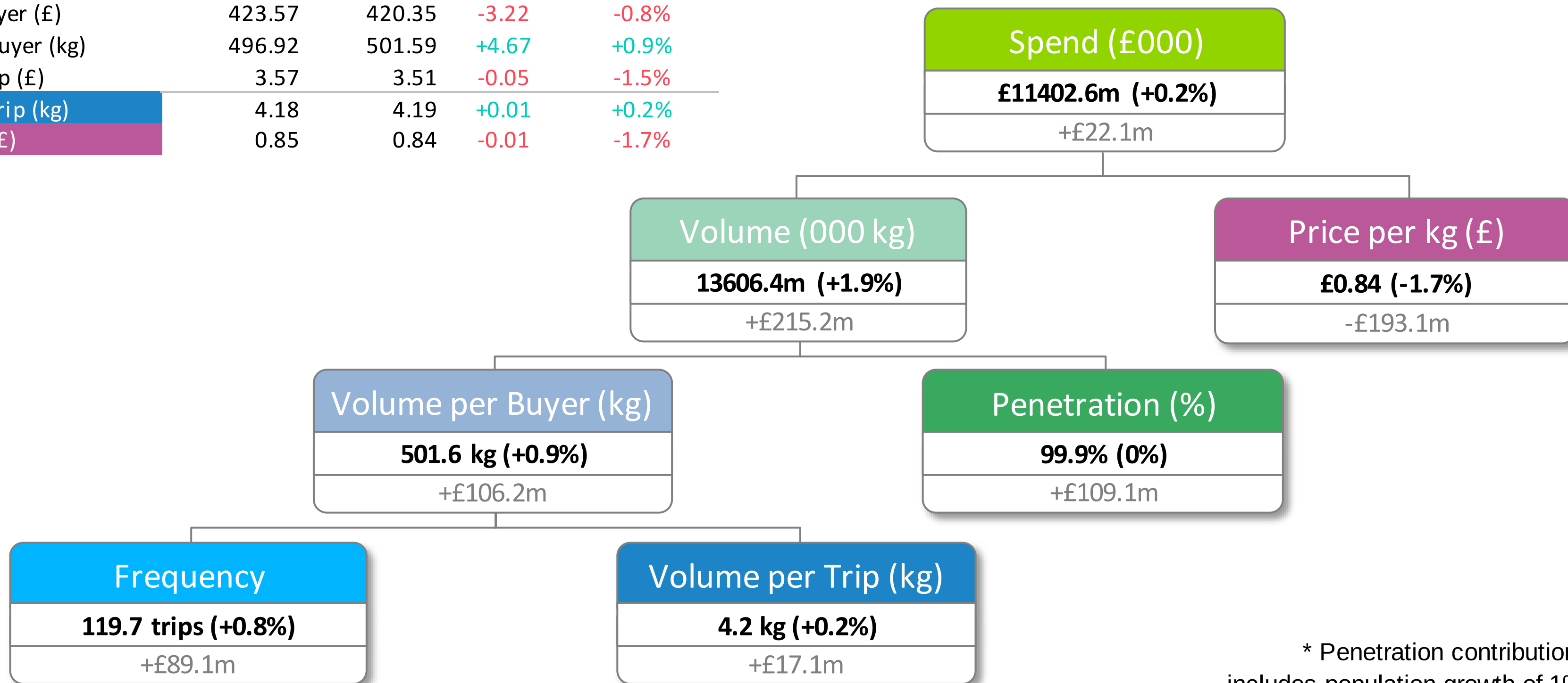
DAIRY AND DAIRY PRODUCTS

The Dairy and Dairy Products category grows slightly despite falling prices as frequency and penetration drive growth.

Dairy and Dairy Products | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	11,380,470	11,402,590	+22,120	+0.2%
Volume (000 kg)	13,351,120	13,606,410	+255,290	+1.9%
Penetration (%)	99.96	99.95	-0.01	-0.0%
Frequency	118.77	119.71	+0.94	+0.8%
Spend per Buyer (£)	423.57	420.35	-3.22	-0.8%
Volume per Buyer (kg)	496.92	501.59	+4.67	+0.9%
Spend per Trip (£)	3.57	3.51	-0.05	-1.5%
Volume per Trip (kg)	4.18	4.19	+0.01	+0.2%
Price per kg (£)	0.85	0.84	-0.01	-1.7%





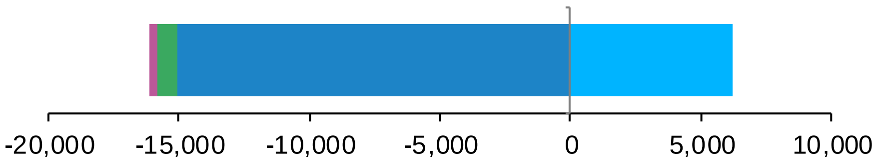
* Penetration contribution includes population growth of 1%

Dairy and Dairy products experiences greater decline in value in Wales than in Total GB due to falling volumes shopped at each trip.

Dairy and Dairy Products | Total Wales | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	668,352	658,387	-9,965	-1.5%
Volume (000 kg)	807,621	795,968	-11,653	-1.4%
Penetration (%)	99.99	99.86	-0.13	-0.1%
Frequency	112.40	113.45	+1.05	+0.9%
Spend per Buyer (£)	388.59	383.21	-5.38	-1.4%
Volume per Buyer (kg)	469.57	463.29	-6.27	-1.3%
Spend per Trip (£)	3.46	3.38	-0.08	-2.3%
Volume per Trip (kg)	4.18	4.08	-0.09	-2.2%
Price per kg (£)	0.83	0.83	-0.00	-0.0%

Value down 1.5% worth £9,965k



Spend (£000)
£658.4m (-1.5%)
-£9,965k

Volume (000 kg)
796m (-1.4%)
-£9,632k

Price per kg (£)
£0.83 (0%)
-£333k

Volume per Buyer (kg)
463.3 kg (-1.3%)
-£8,880k

Penetration (%)
99.9% (-0.1%)
-£753k

Frequency
113.4 trips (+0.9%)
+£6,188k

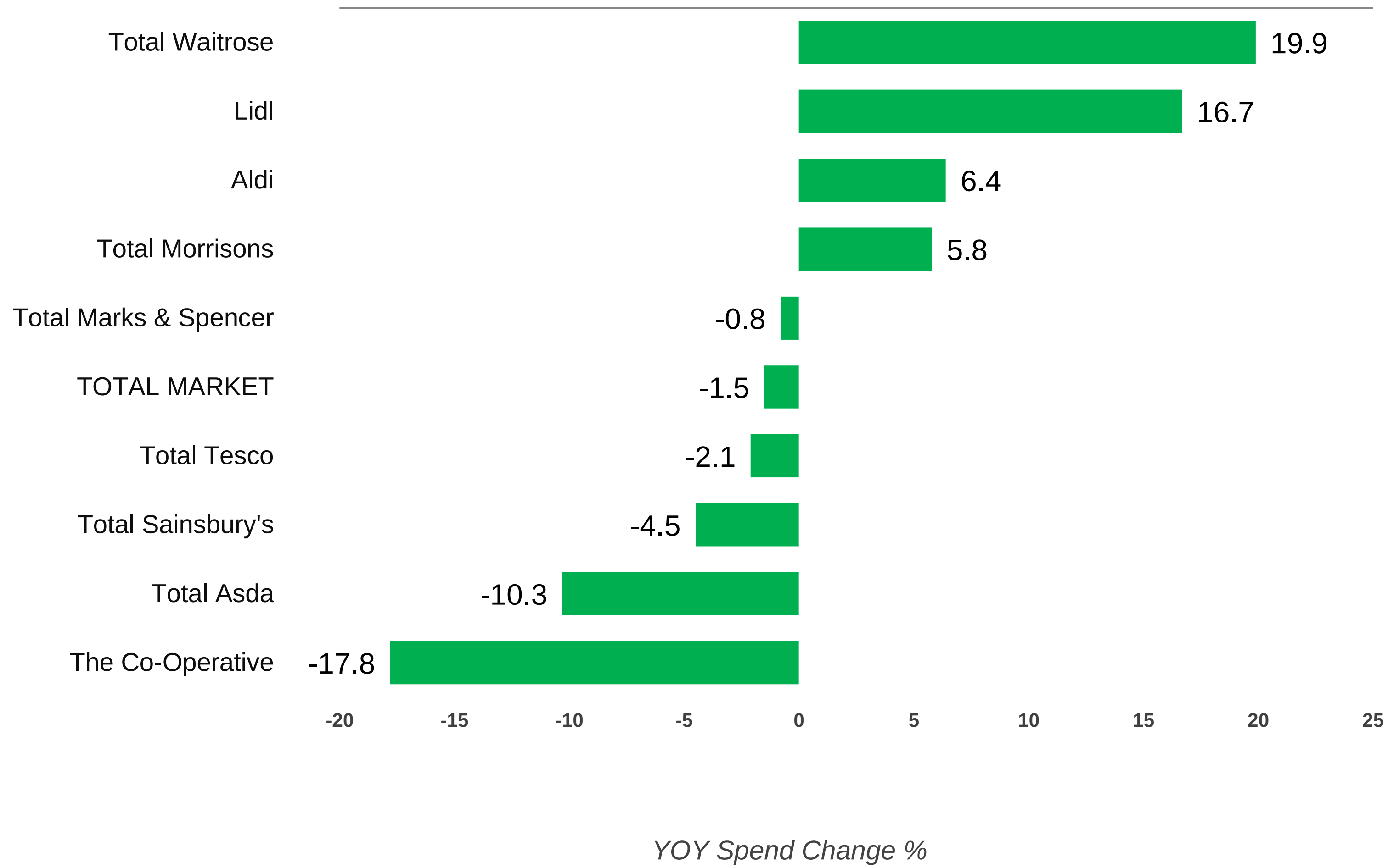
Volume per Trip (kg)
4.1 kg (-2.2%)
-£15.1m

Dairy and Dairy Products grows by 0.2% across Total GB.

* Penetration contribution includes population growth of 0%

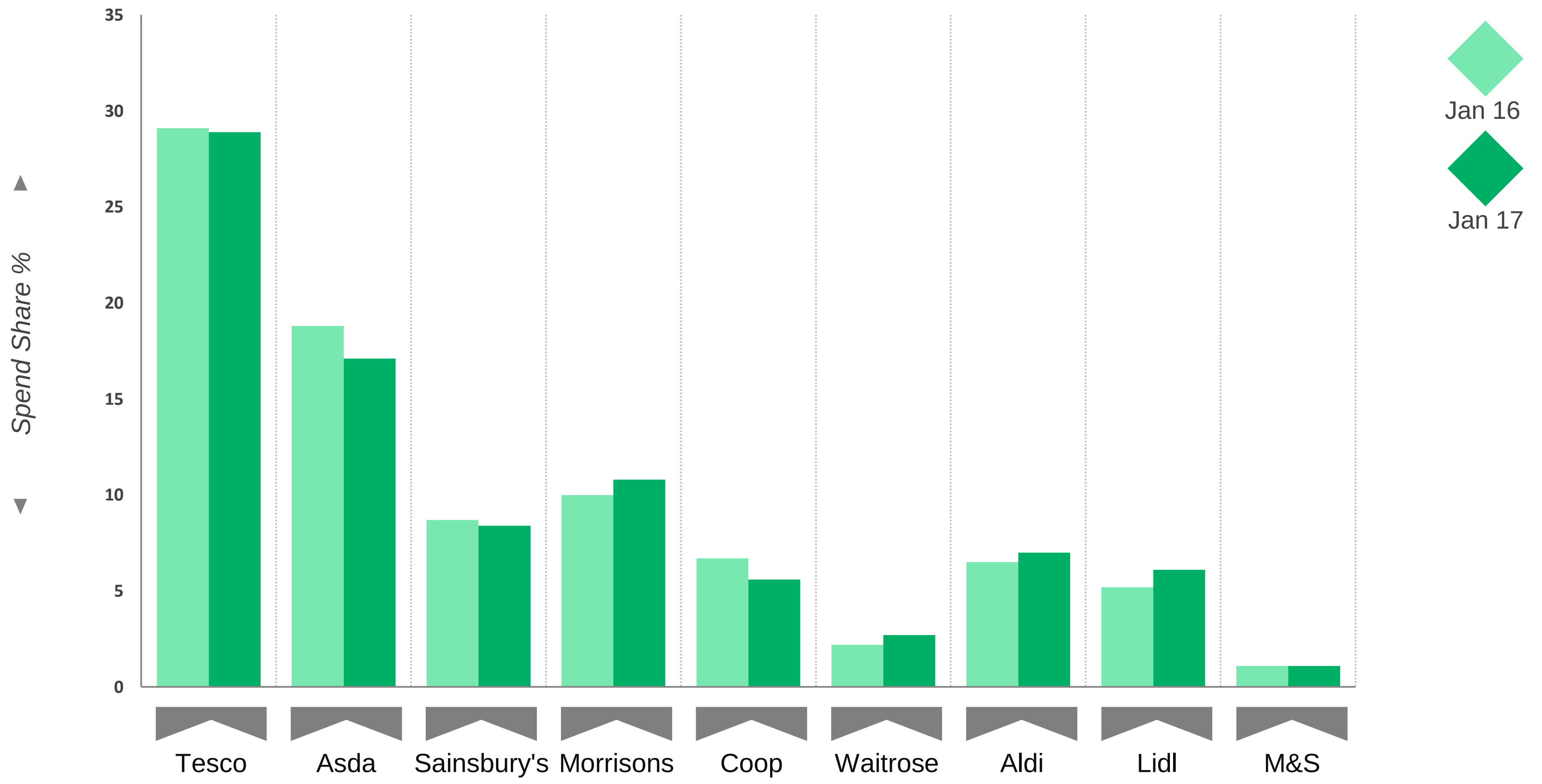
Waitrose, the Discounters and Morrisons experience positive growth whilst the rest of the big 4 and Co-Op perform behind the market.

Dairy and Dairy Products | Total Wales | 52we 29 January 2017



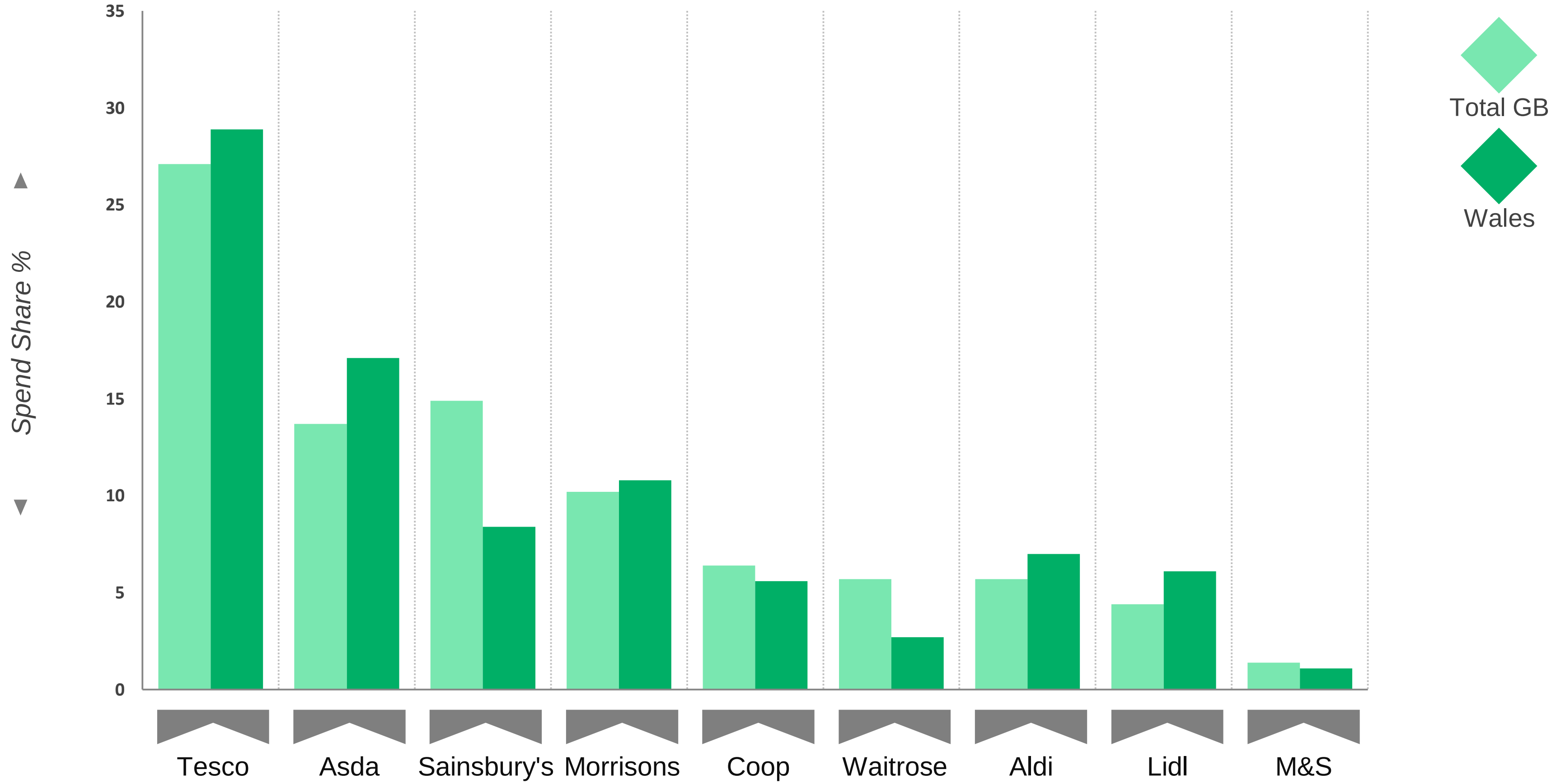
Morrisons and the Hard Discounters gain market share. Although they retain dominance, Asda and Tesco lose share.

Dairy and Dairy Products | Total Wales | 52we 29 January 2017



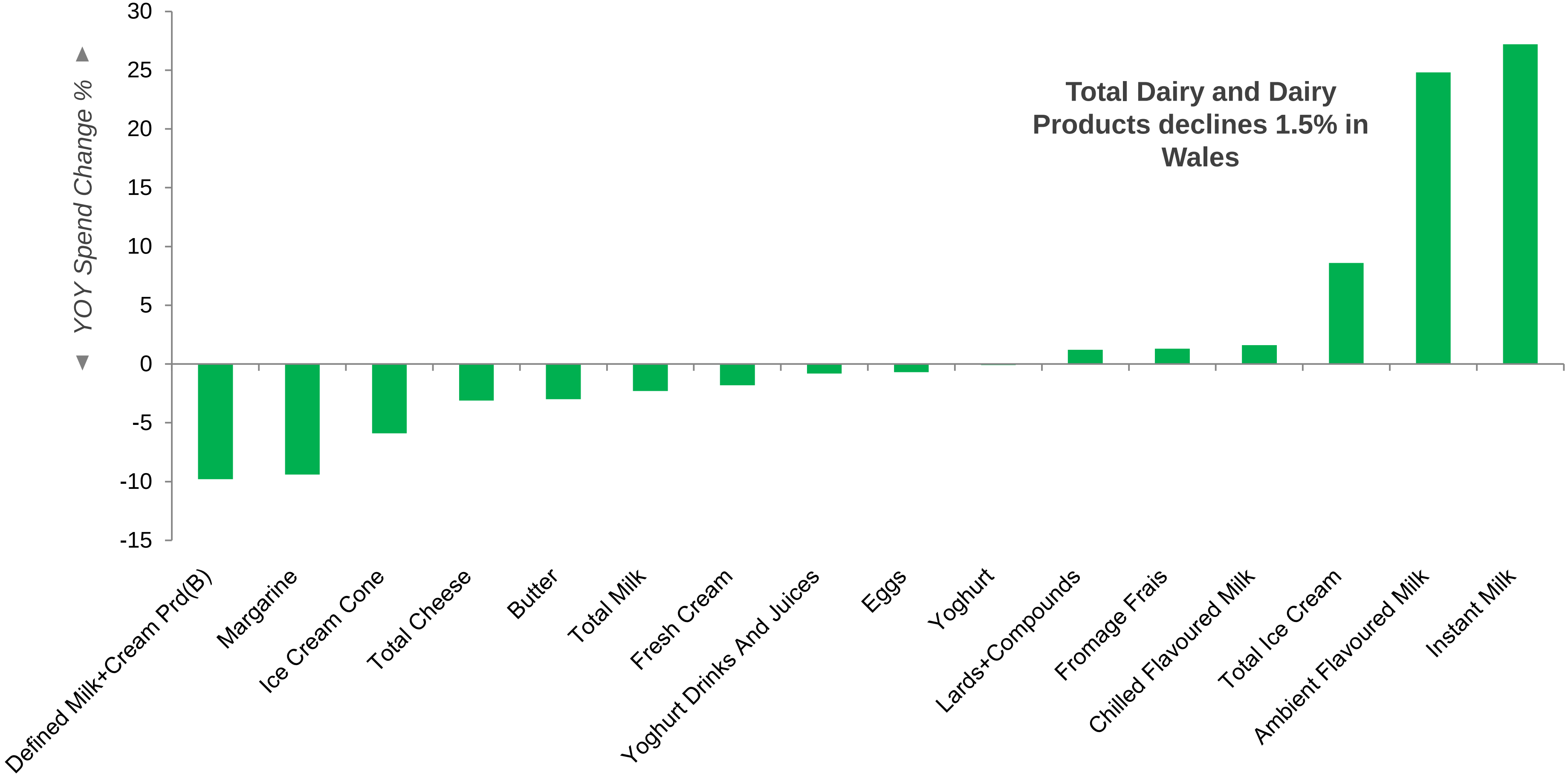
Tesco, Asda and the Hard Discounters overtrade in Wales compared with Total GB. The ‘premium’ retailers, Sainsbury’s and Co-op undertrade.

Dairy and Dairy Products | Total Wales versus Total GB | 52we 29 January 2017



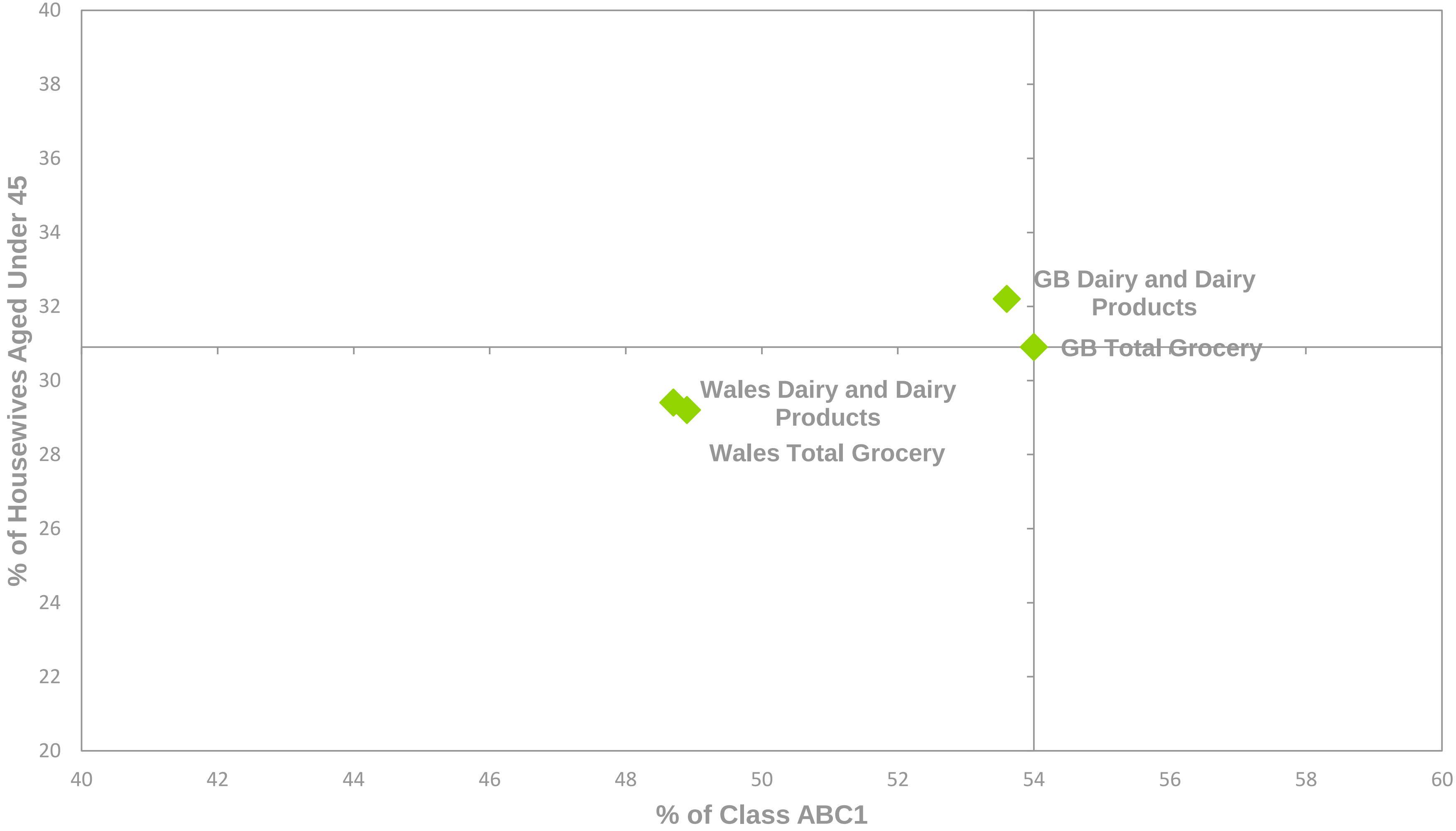
Fresh and Chilled Dairy accounts for 90% of this category and underperforms. Sweet Home Cooking also underperforms due to the decline of Defined Milk+Cream.

Dairy and Dairy Products | Total Wales | 52we 11 Sept 2016



Wales shoppers tend to be less affluent than the GB average. The category appeals to a slightly younger shopper than the typical Grocery shopper for Gb but is a very similar shopper to the typical Grocery shopper within Wales.

Dairy and Dairy Products | Total Wales versus Total GB | 52we 11 Sept 2016



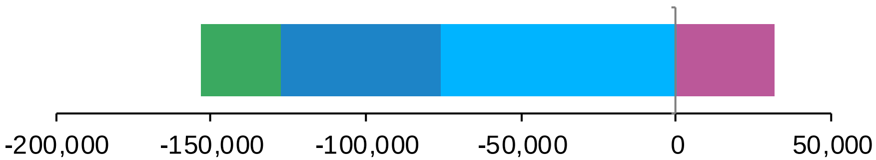
ANIMAL FEED

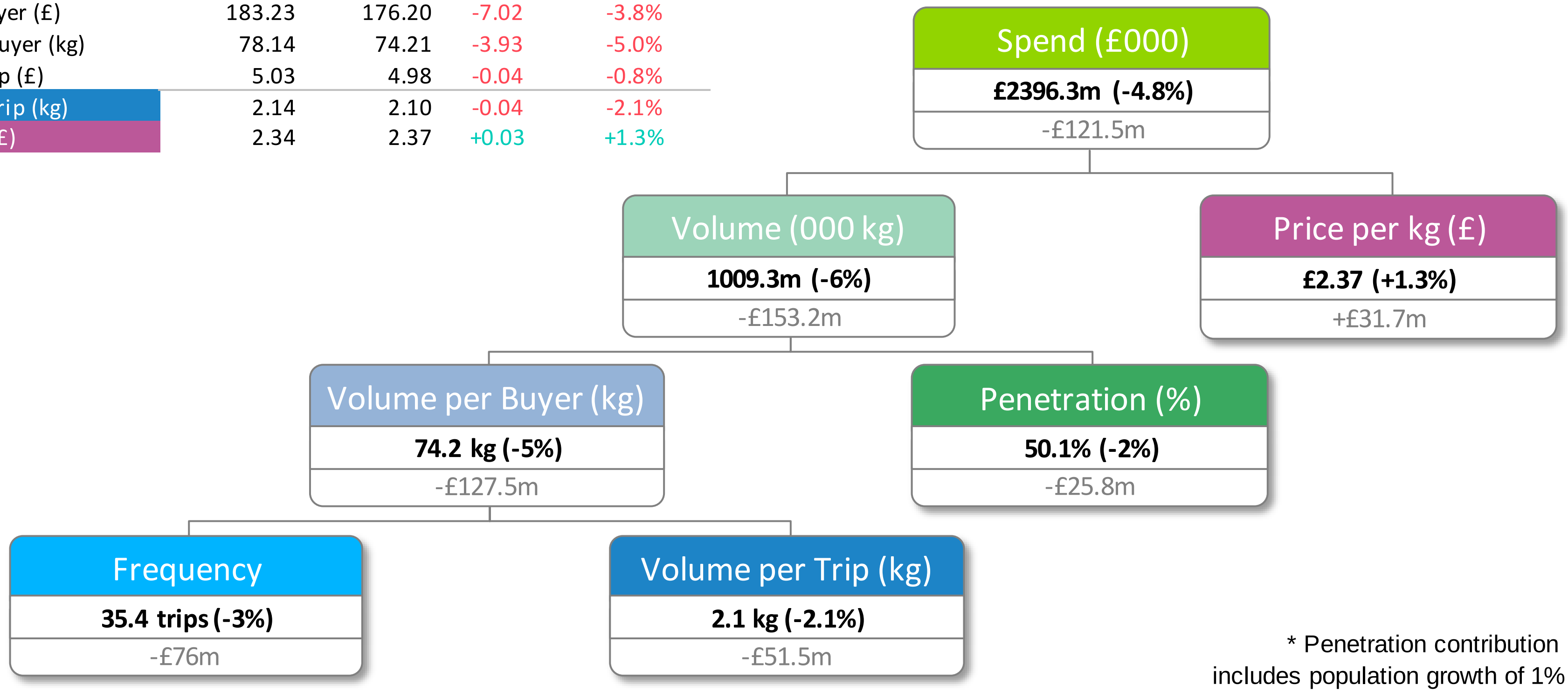
Animal Feed declines due to shoppers purchasing both less often and in smaller amounts. There are 141k less shoppers purchasing in the category.

Animal Feed | Total GB | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	2,517,837	2,396,338	-121,499	-4.8%
Volume (000 kg)	1,073,729	1,009,251	-64,478	-6.0%
Penetration (%)	51.12	50.11	-1.01	-2.0%
Frequency	36.46	35.36	-1.11	-3.0%
Spend per Buyer (£)	183.23	176.20	-7.02	-3.8%
Volume per Buyer (kg)	78.14	74.21	-3.93	-5.0%
Spend per Trip (£)	5.03	4.98	-0.04	-0.8%
Volume per Trip (kg)	2.14	2.10	-0.04	-2.1%
Price per kg (£)	2.34	2.37	+0.03	+1.3%

Value down 4.8% worth £121.5m



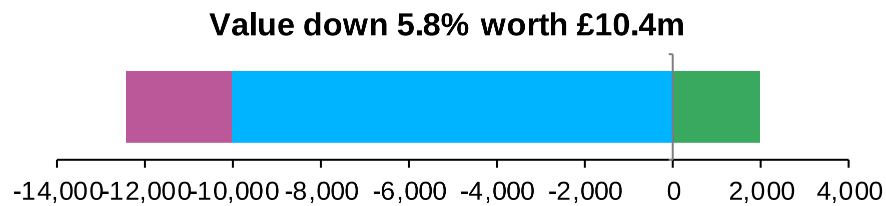


* Penetration contribution includes population growth of 1%

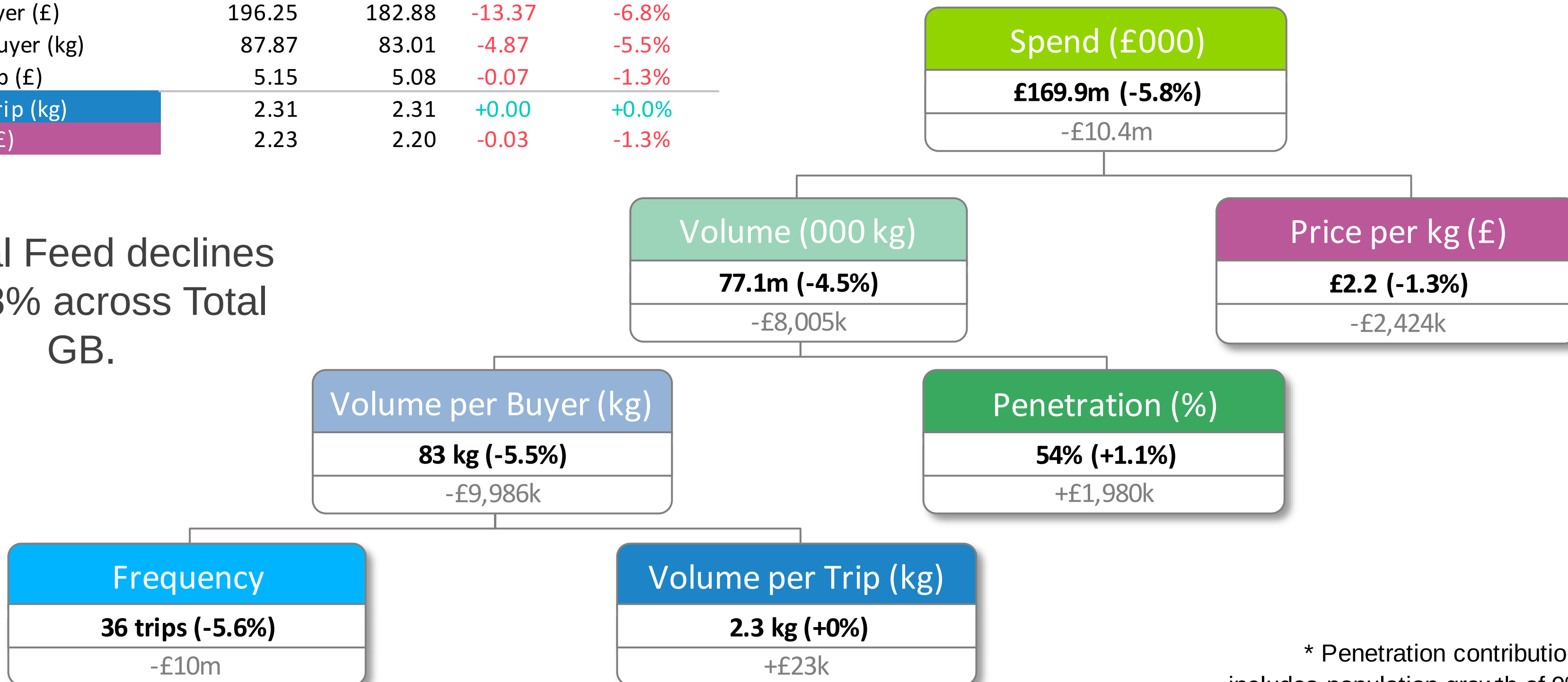
Animal Feed declines in Wales due to significant declines in frequency of purchase and price declines.

Animal Feed | Total Wales | 52we 29 January 2017

Measure	52 w/e 31 Jan 16	52 w/e 29 Jan 17	Change (Actual)	Change (%)
Spend (£000)	180,340	169,911	-10,429	-5.8%
Volume (000 kg)	80,751	77,118	-3,633	-4.5%
Penetration (%)	53.43	54.00	+0.57	+1.1%
Frequency	38.08	35.97	-2.11	-5.6%
Spend per Buyer (£)	196.25	182.88	-13.37	-6.8%
Volume per Buyer (kg)	87.87	83.01	-4.87	-5.5%
Spend per Trip (£)	5.15	5.08	-0.07	-1.3%
Volume per Trip (kg)	2.31	2.31	+0.00	+0.0%
Price per kg (£)	2.23	2.20	-0.03	-1.3%



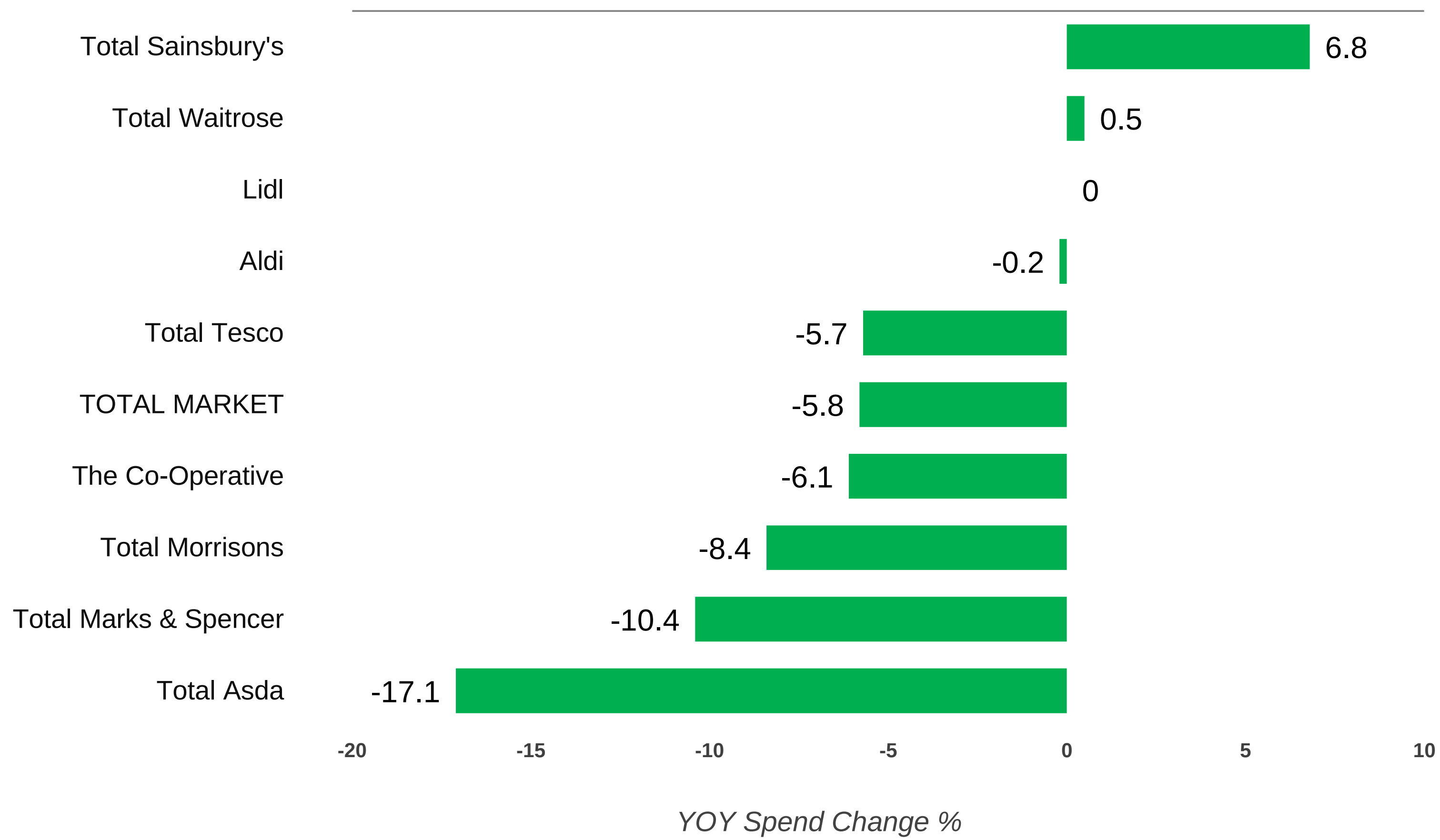
Animal Feed declines by 4.8% across Total GB.



* Penetration contribution includes population growth of 0%

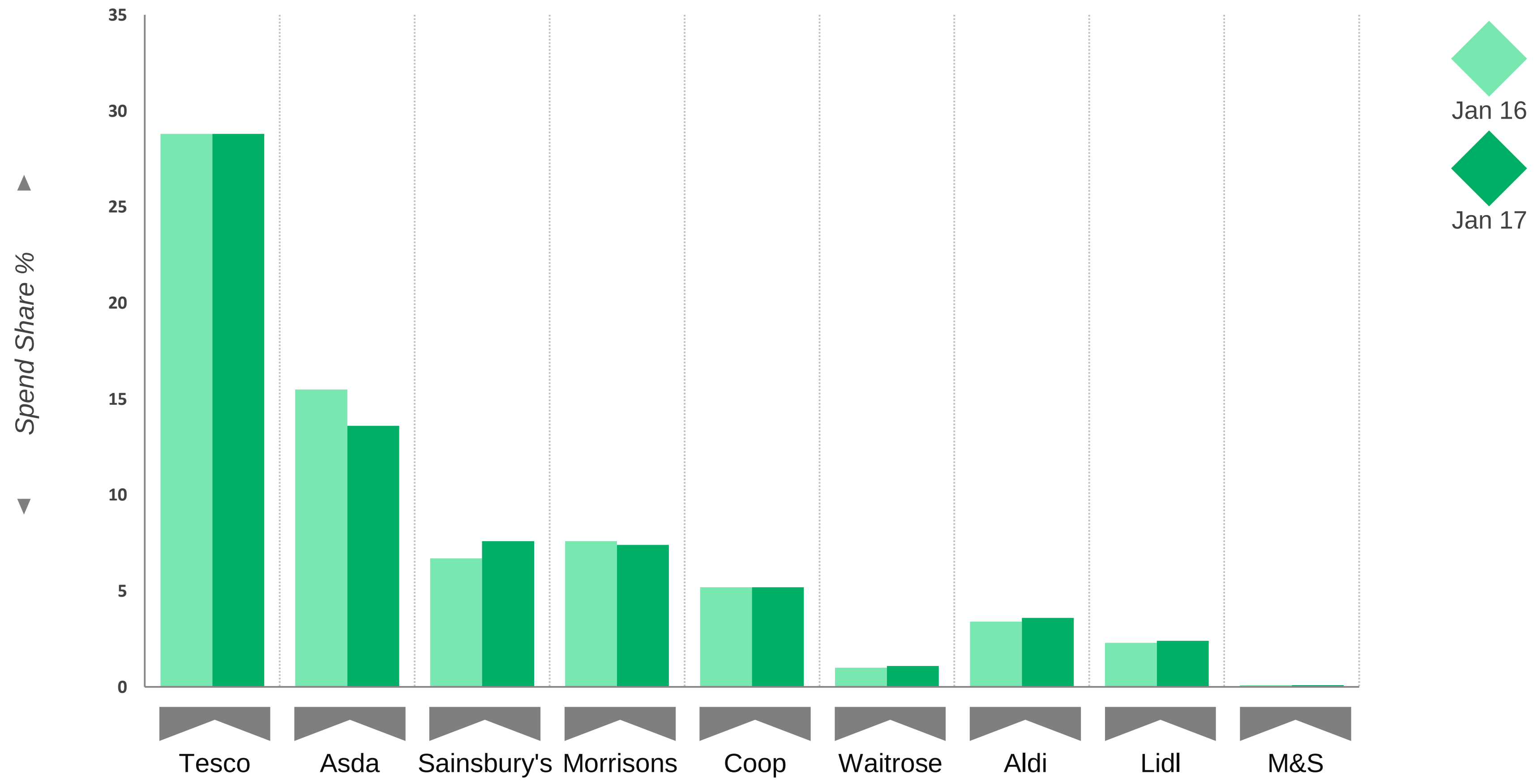
Sainsbury's and Waitrose are the only retailers to grow in this category whilst Asda, M&S, Morrisons and Co-Op under perform.

Animal Feed | Total Wales | 52we 29 January 2017



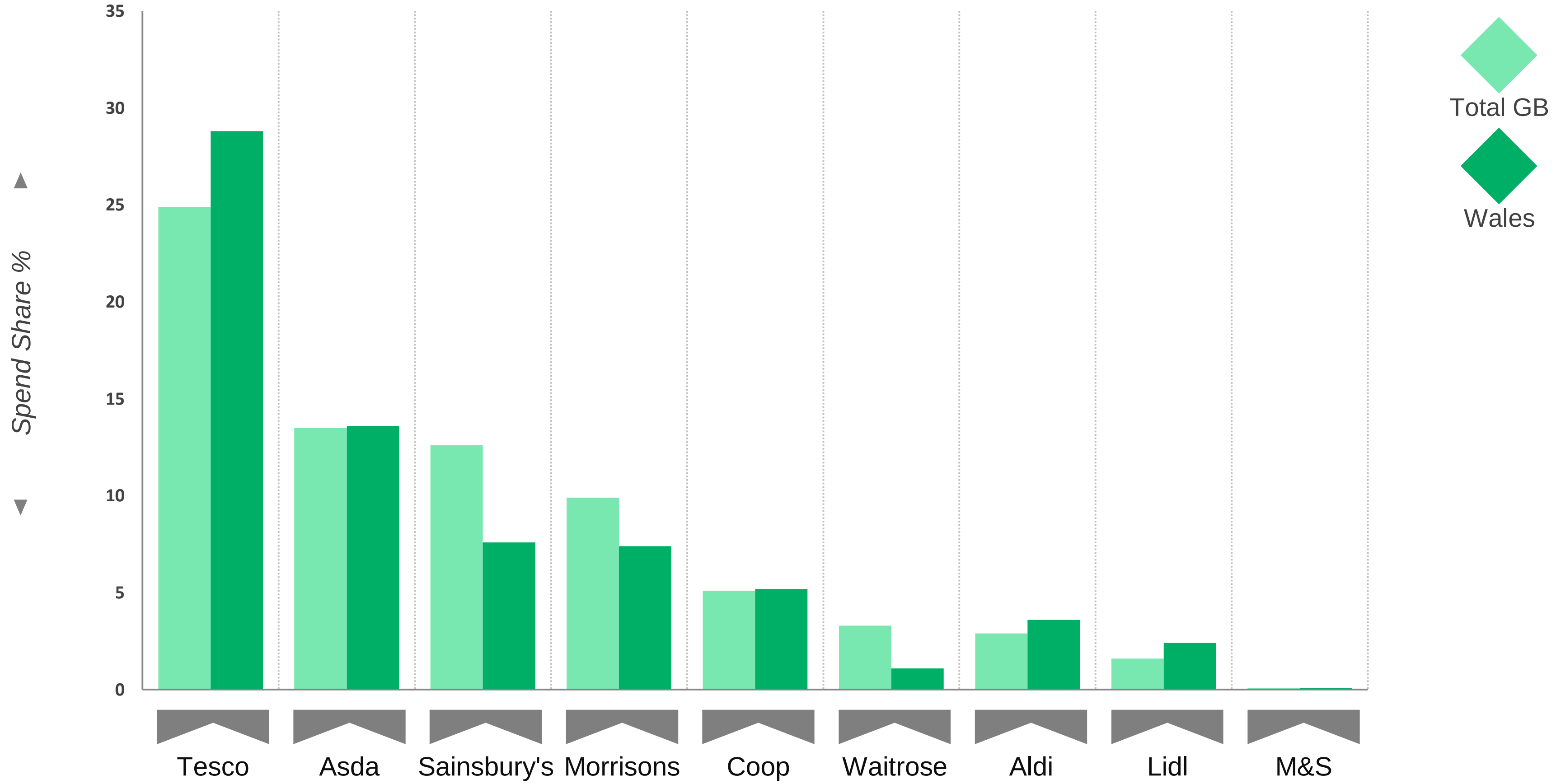
Asda loses the most share YoY. Marks & Spencer's share remains significantly smaller than their share in other categories.

Animal Feed| Total Wales | 52we 29 January 2017



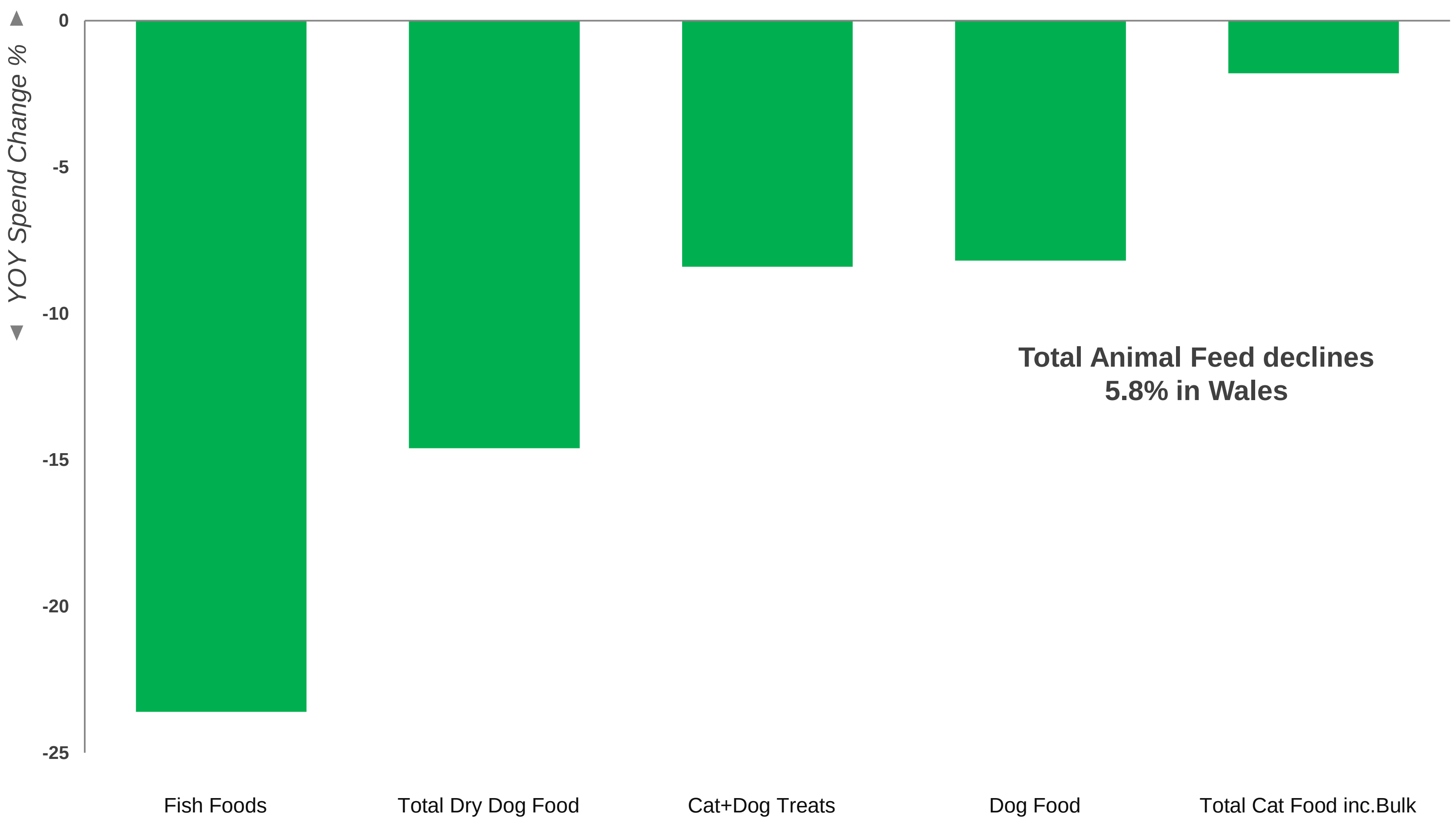
Tesco significantly overtrades in Animal Feed in Wales compared to Total GB, whereas Waitrose and Sainsbury's under trade.

Animal Feed | Total Wales versus Total GB | 52we 29 January 2017



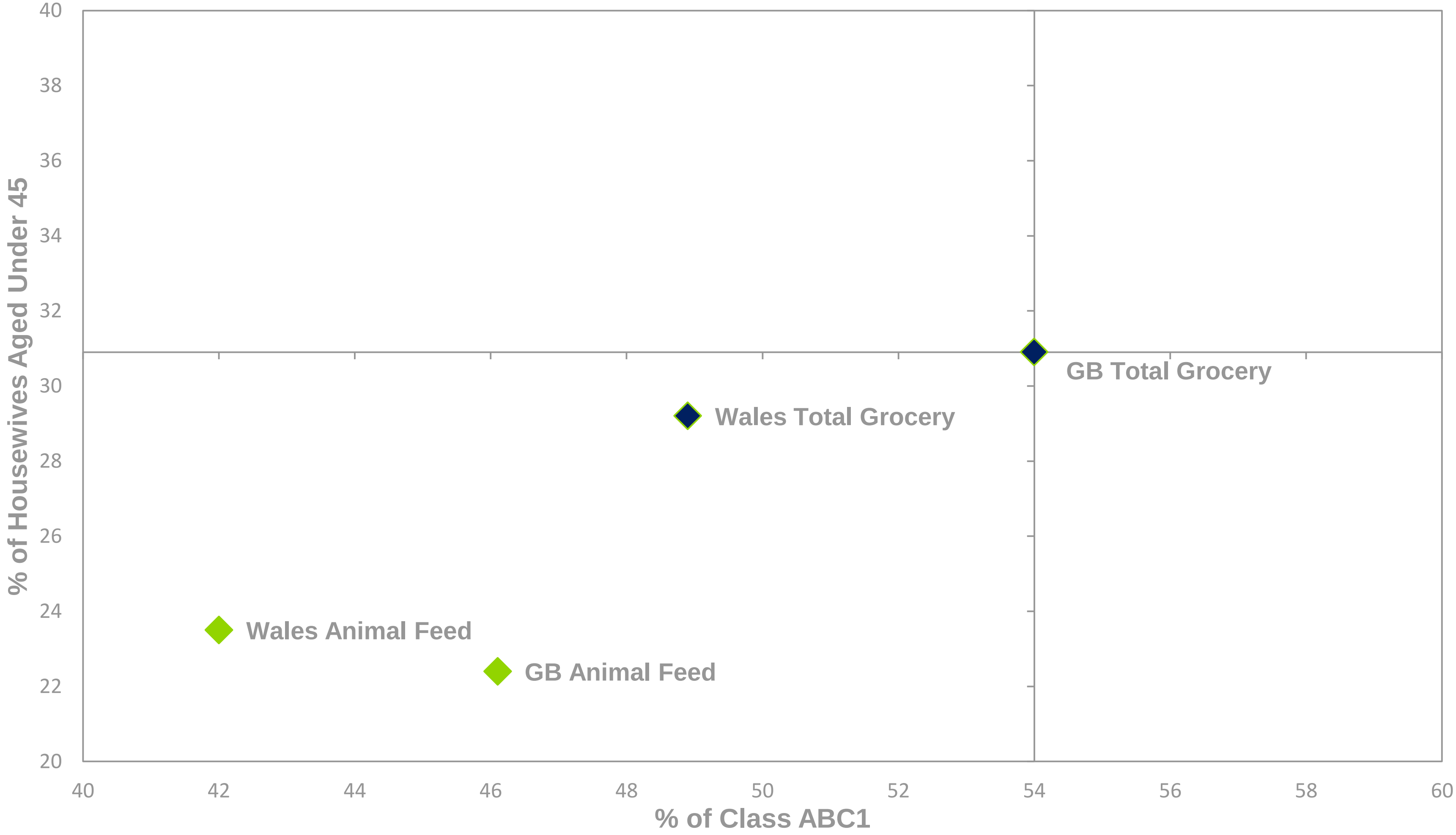
Dog Food accounts for 23% of the category, and drives the category decline. Fish Food underperforms dramatically, however only accounts for 0.5% of the overall category and therefore, the decline of Dog Food will have a greater impact in actual terms.

Animal Feed | Total Wales | 52we 29 January 2017



Wales shoppers tend to be less affluent than the GB average. The category appeals to a slightly older shopper than the typical Grocery shopper for each region.

Animal Feed | Total Wales versus Total GB | 52we 29 January 2017



KANTAR WORLDPANEL