KANTAR WORLDPANEL

DEFRA Categories

Kantar Worldpanel – 52 w/e 31st December 2017

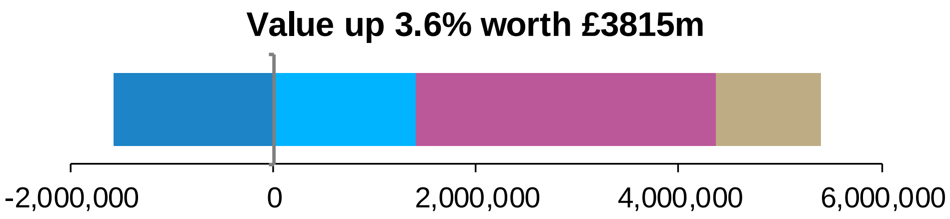
KANTAR WORLDPANEL

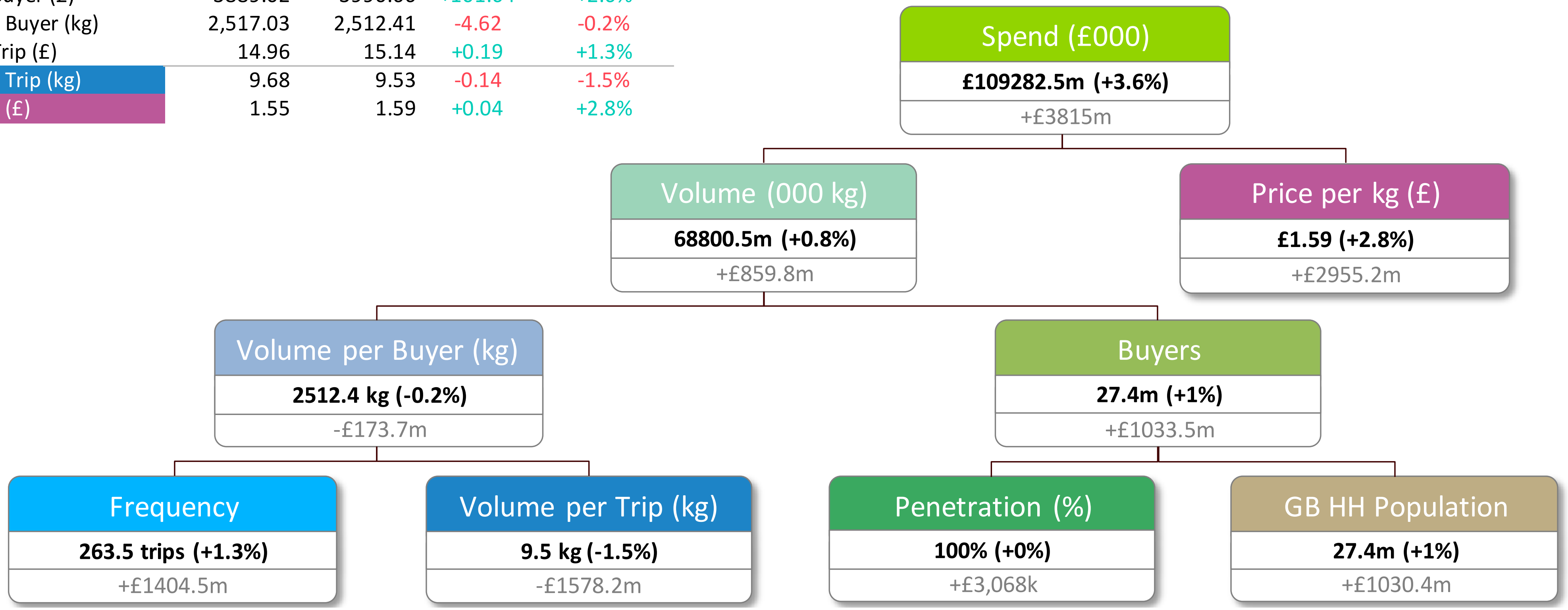
Total Grocery

Kantar Worldpanel - 52 w/e 31th December 2017

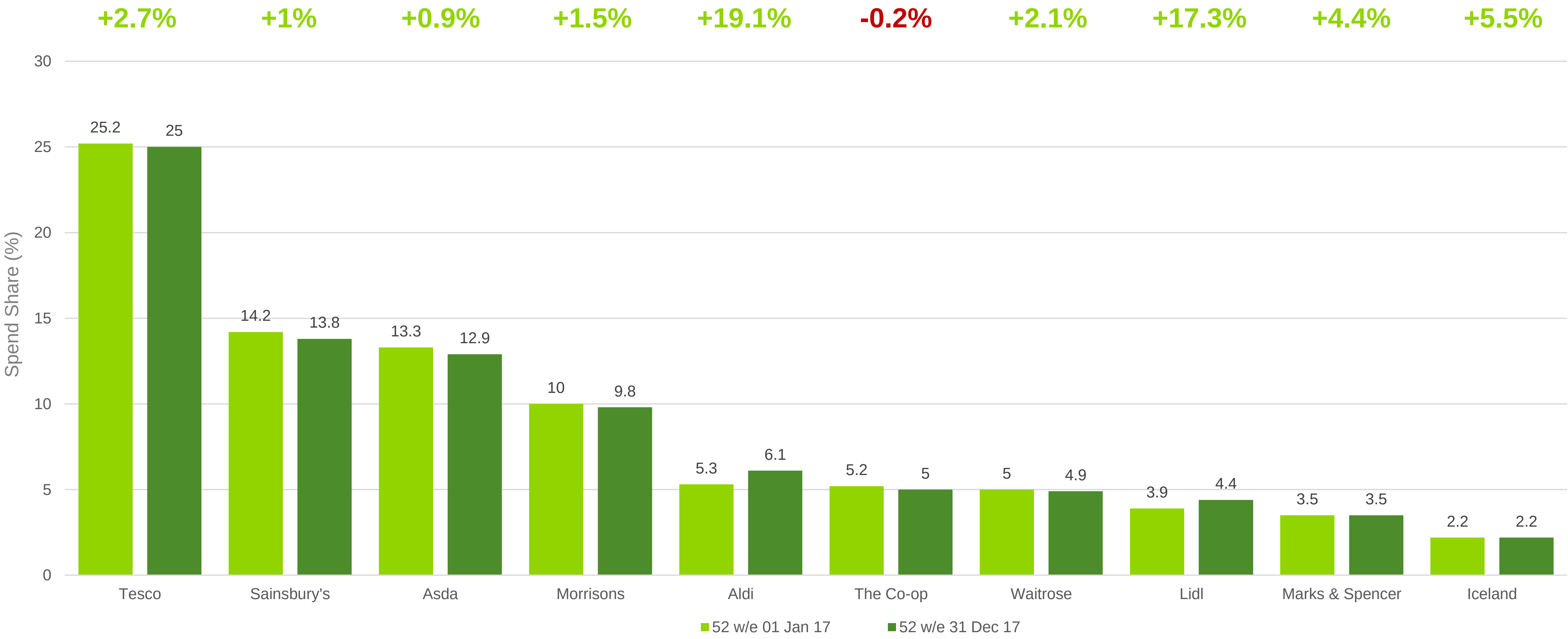
The Grocery Market is in strong growth of +3.6%, driven through increasing average prices as well as shoppers making more frequent purchase occasions through the year.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	105,467,500	109,282,500	+£3,815,000	+3.6%
Volume (000 kg)	68,259,660	68,800,540	+540,880	+0.8%
Penetration (%)	100.00	100.00	+0.00	+0.0%
Frequency	260.04	263.51	+3.46	+1.3%
Spend per Buyer (£)	3889.02	3990.66	+101.64	+2.6%
Volume per Buyer (kg)	2,517.03	2,512.41	-4.62	-0.2%
Spend per Trip (£)	14.96	15.14	+0.19	+1.3%
Volume per Trip (kg)	9.68	9.53	-0.14	-1.5%
Price per kg (£)	1.55	1.59	+0.04	+2.8%

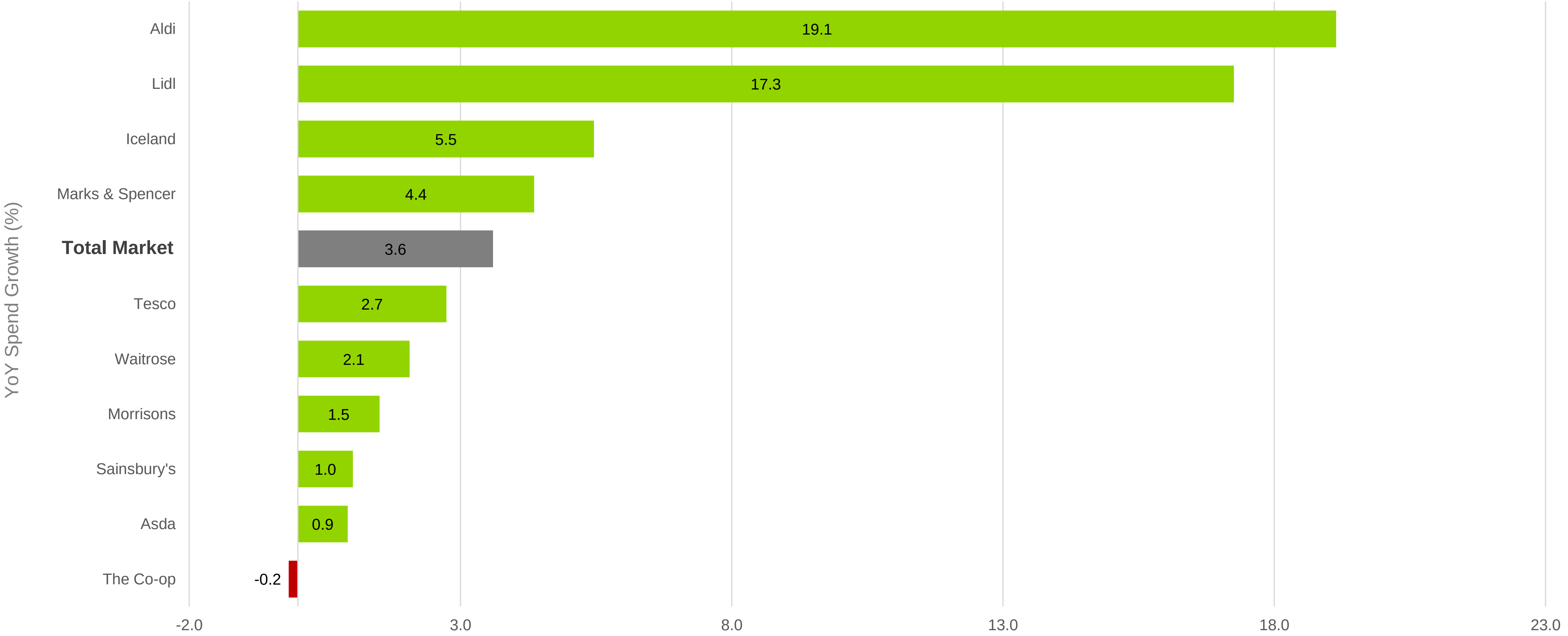




This growth is reflected across the retailers, with all but Co-Op seeing growth over the year. The Discounters both see strong growth, with Aldi finishing the year 5th in Market Share.

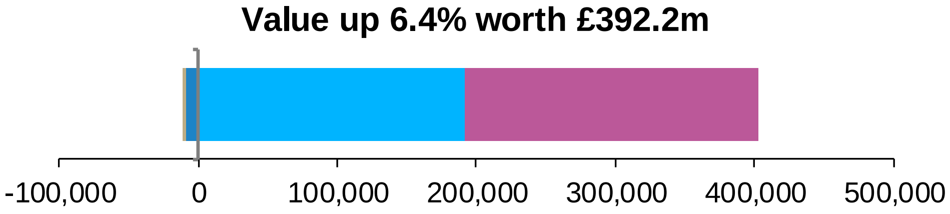


The Big 4 and Waitrose are all growing below the Total Market, which is being pushed by the strong performance of the Discounters, Iceland and M&S. Co-Op sees slight decline vs LY.

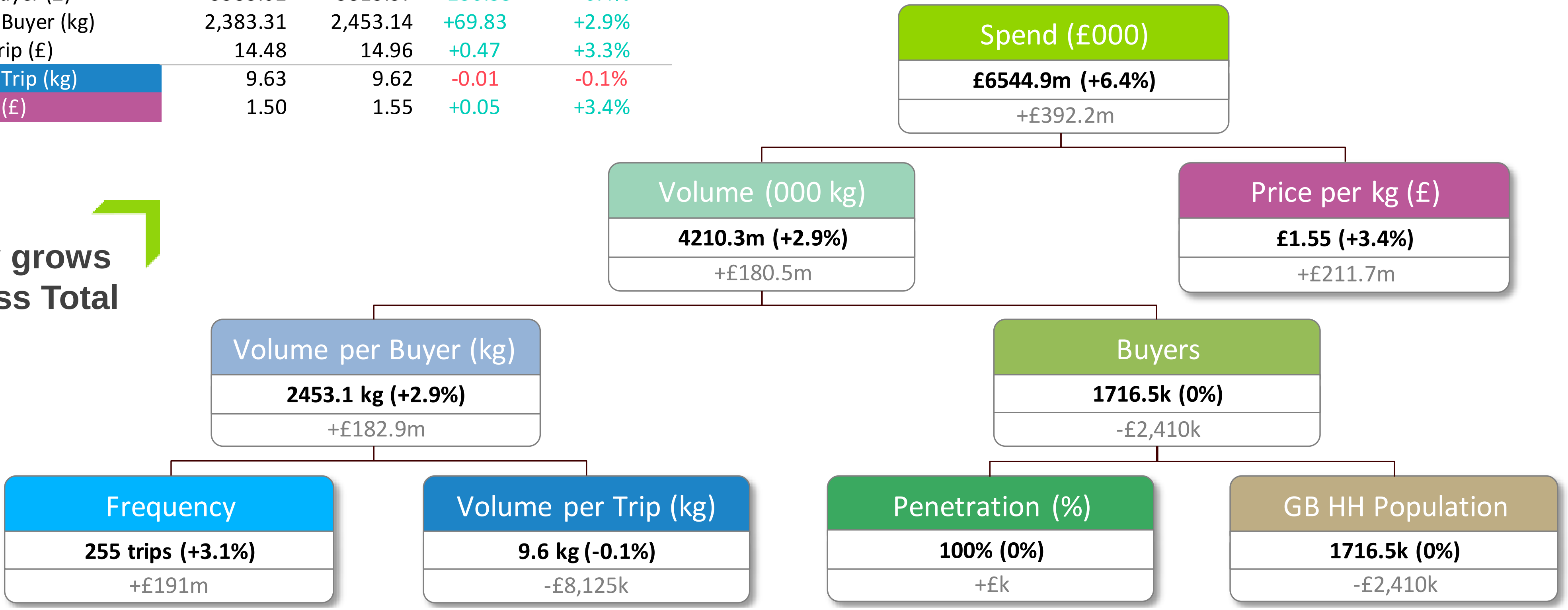


The Welsh Grocery Market is growing above that of the UK as a whole. Wales is seeing higher levels of price inflation as well as shoppers making more frequent purchases.

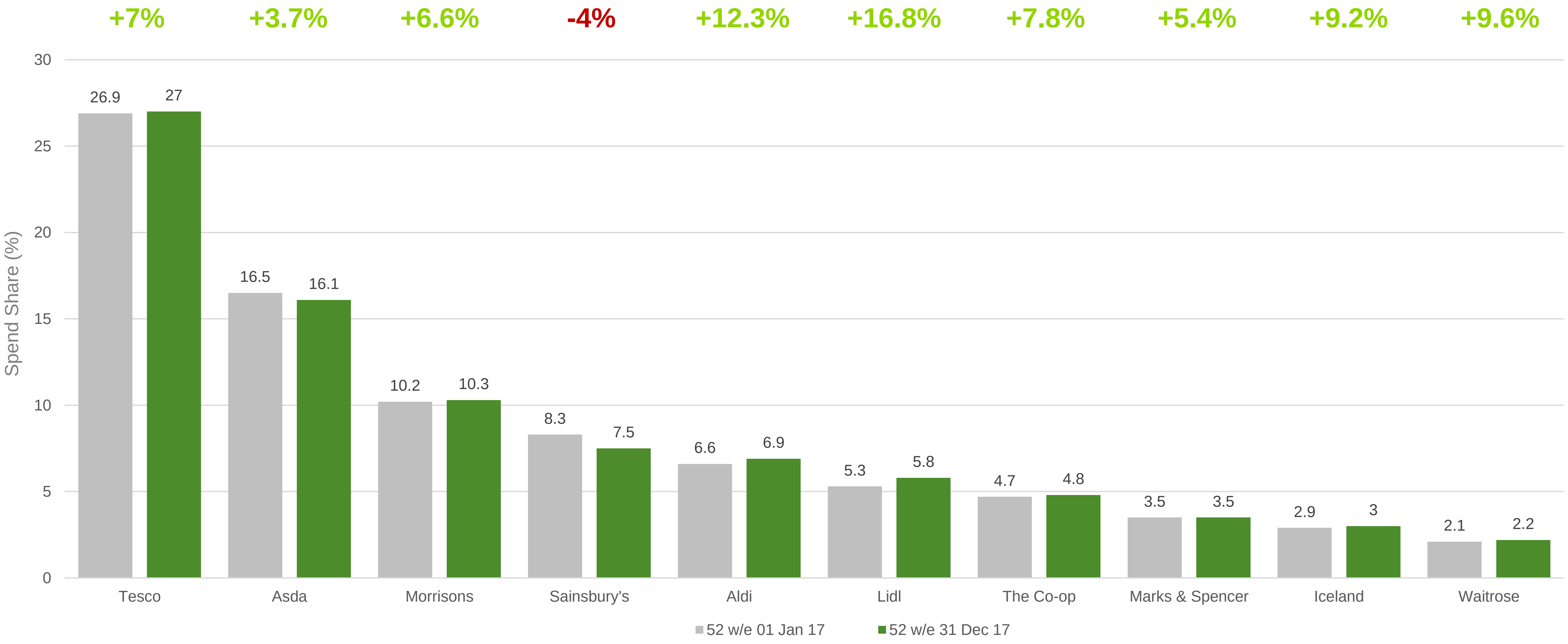
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	6,152,714	6,544,893	+392,179	+6.4%
Volume (000 kg)	4,092,580	4,210,335	+117,755	+2.9%
Penetration (%)	100.00	100.00	+0.00	+0.0%
Frequency	247.36	254.95	+7.59	+3.1%
Spend per Buyer (£)	3583.02	3813.37	+230.35	+6.4%
Volume per Buyer (kg)	2,383.31	2,453.14	+69.83	+2.9%
Spend per Trip (£)	14.48	14.96	+0.47	+3.3%
Volume per Trip (kg)	9.63	9.62	-0.01	-0.1%
Price per kg (£)	1.50	1.55	+0.05	+3.4%



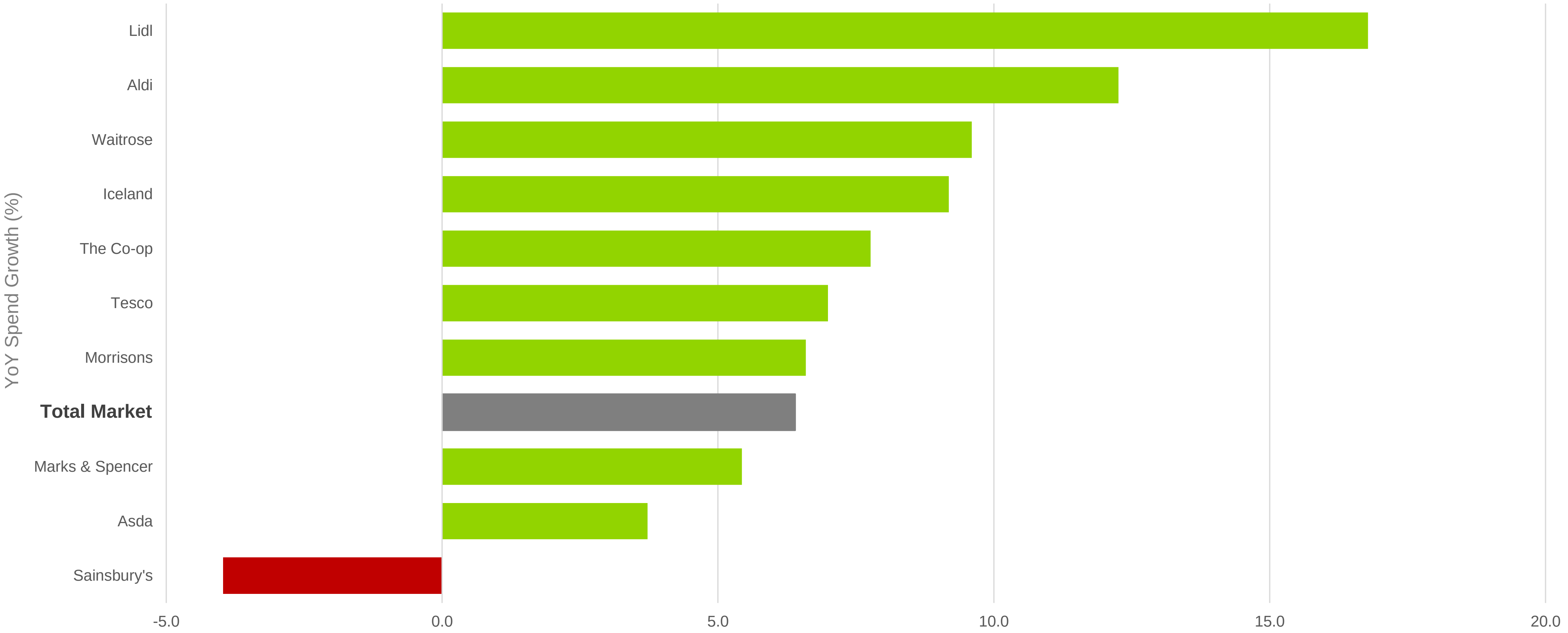
Total Grocery grows at +3.6% across Total GB.



Aldi encroach Sainsbury's in market share of the Welsh Grocery Market. The smaller retailers are boasting the strongest performance, with all but M&S growing above the market.



Most retailers are showcasing stronger performance in the Welsh Grocery Market than the UK as a whole. Lidl has stronger growth vs. Aldi within Wales, while Sainsbury's is in decline.

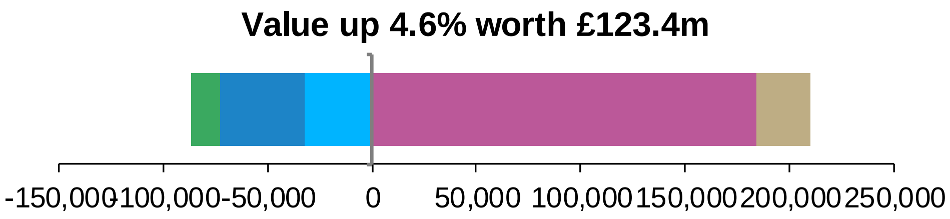


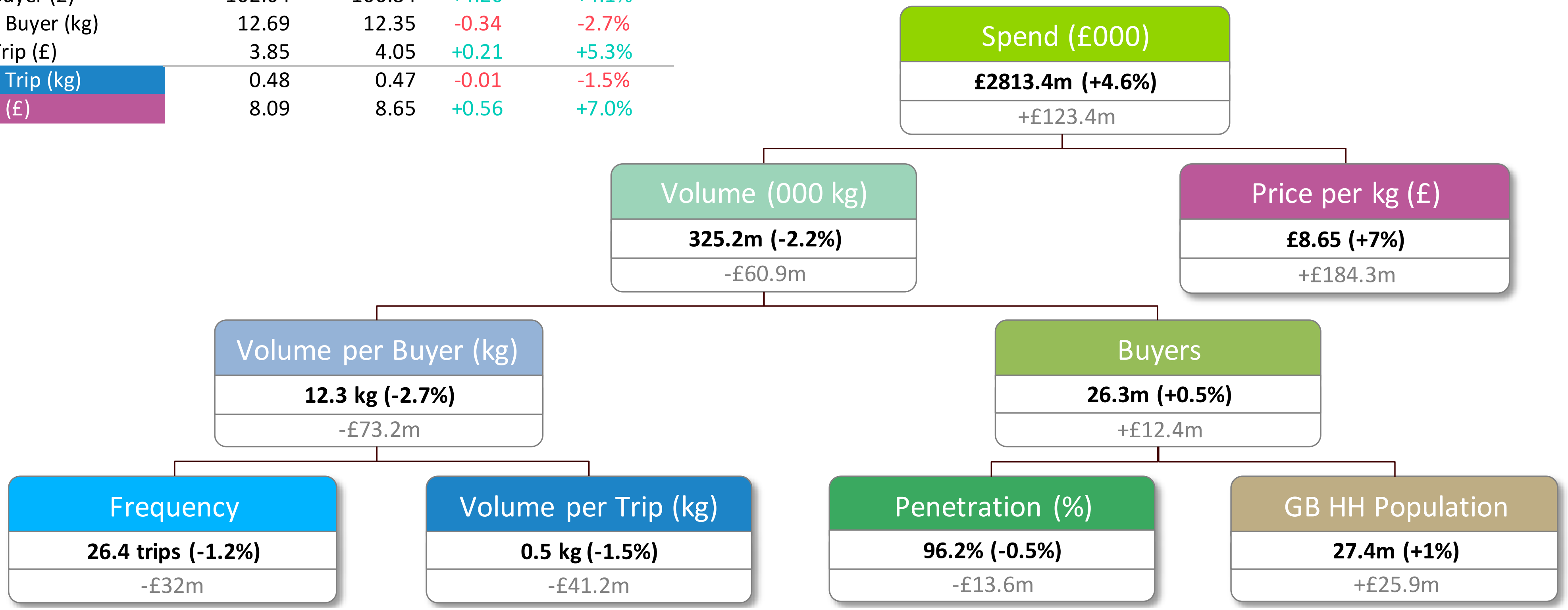
Total Fish and Seafood

Kantar Worldpanel - 52 w/e 31th December 2017

The Fish and Seafood market is growing above GB Total Grocery due to high levels of price inflation, however the number of shoppers, and shopper volumes drop.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	2,689,928	2,813,370	+123,442	+4.6%
Volume (000 kg)	332,526	325,185	-7,341	-2.2%
Penetration (%)	96.64	96.16	-0.48	-0.5%
Frequency	26.69	26.37	-0.31	-1.2%
Spend per Buyer (£)	102.64	106.84	+4.20	+4.1%
Volume per Buyer (kg)	12.69	12.35	-0.34	-2.7%
Spend per Trip (£)	3.85	4.05	+0.21	+5.3%
Volume per Trip (kg)	0.48	0.47	-0.01	-1.5%
Price per kg (£)	8.09	8.65	+0.56	+7.0%

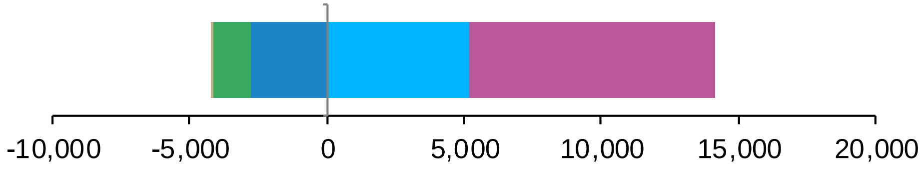




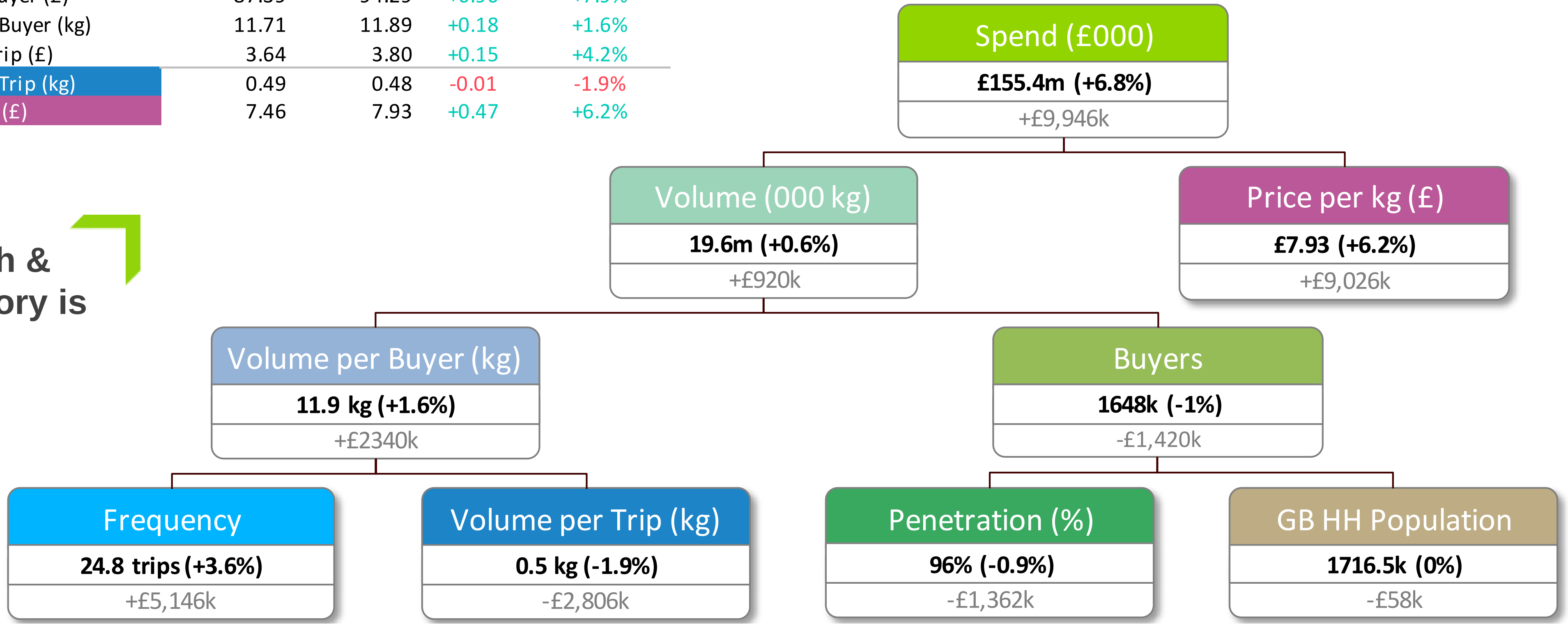
The Welsh Fish and Seafood Market grows above the Total GB Category. Welsh shoppers are buying more frequently, offsetting less shoppers and smaller trip volumes.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	145,429	155,375	+9,946	+6.8%
Volume (000 kg)	19,486	19,596	+110	+0.6%
Penetration (%)	96.91	96.01	-0.90	-0.9%
Frequency	23.98	24.83	+0.85	+3.6%
Spend per Buyer (£)	87.39	94.29	+6.90	+7.9%
Volume per Buyer (kg)	11.71	11.89	+0.18	+1.6%
Spend per Trip (£)	3.64	3.80	+0.15	+4.2%
Volume per Trip (kg)	0.49	0.48	-0.01	-1.9%
Price per kg (£)	7.46	7.93	+0.47	+6.2%

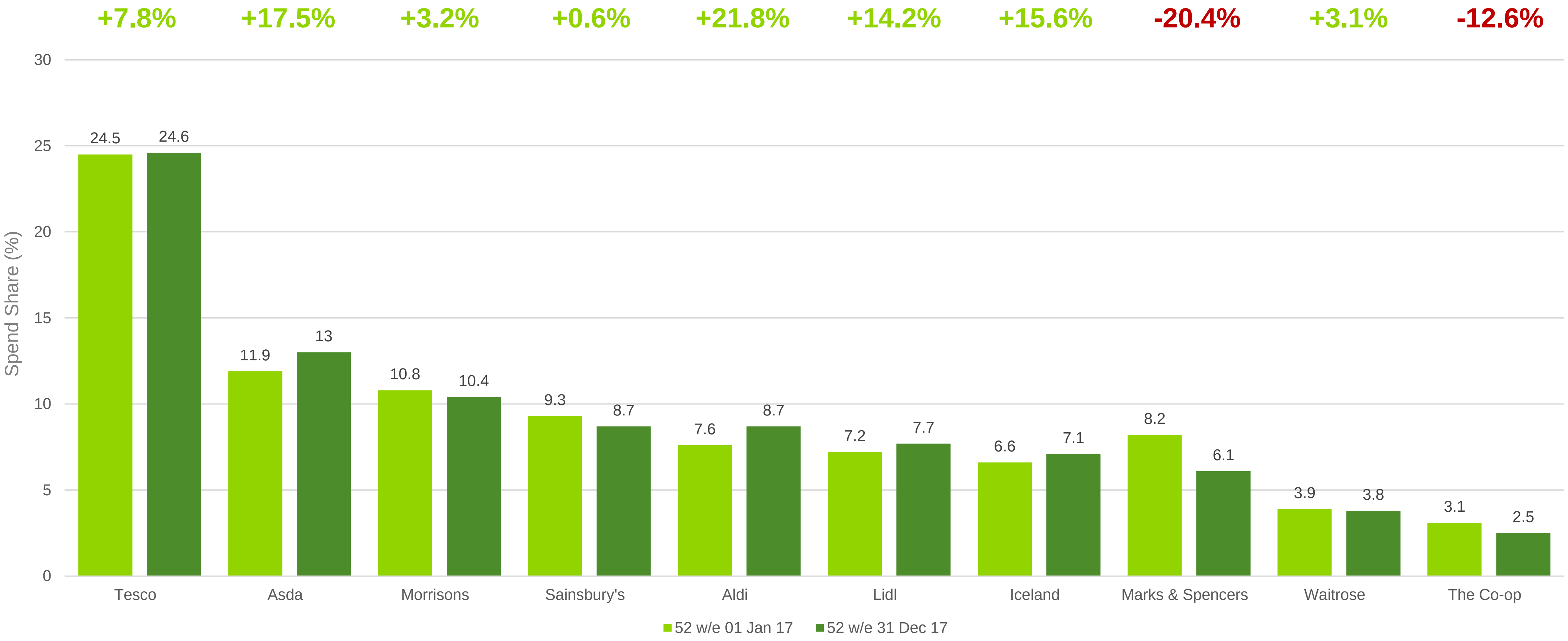
Value up 6.8% worth £9,946k



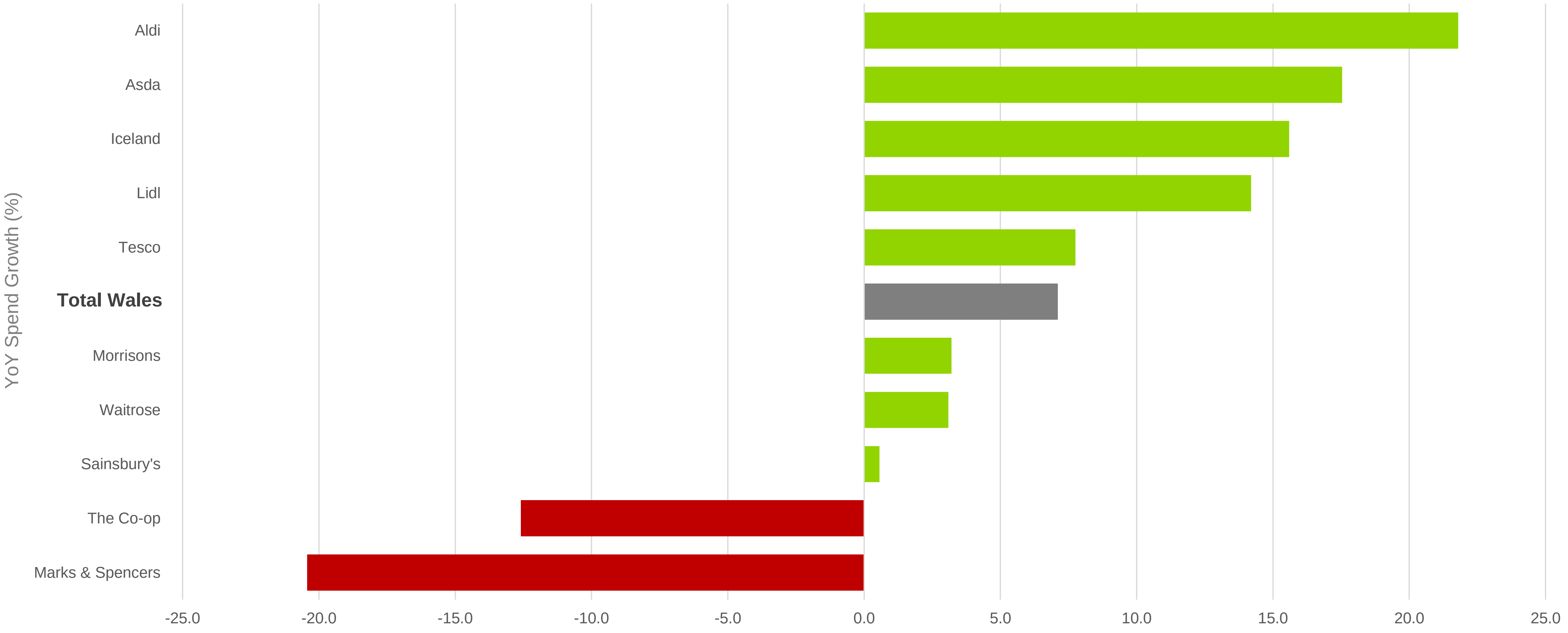
Total GB Fish & Seafood category is up +4.6%



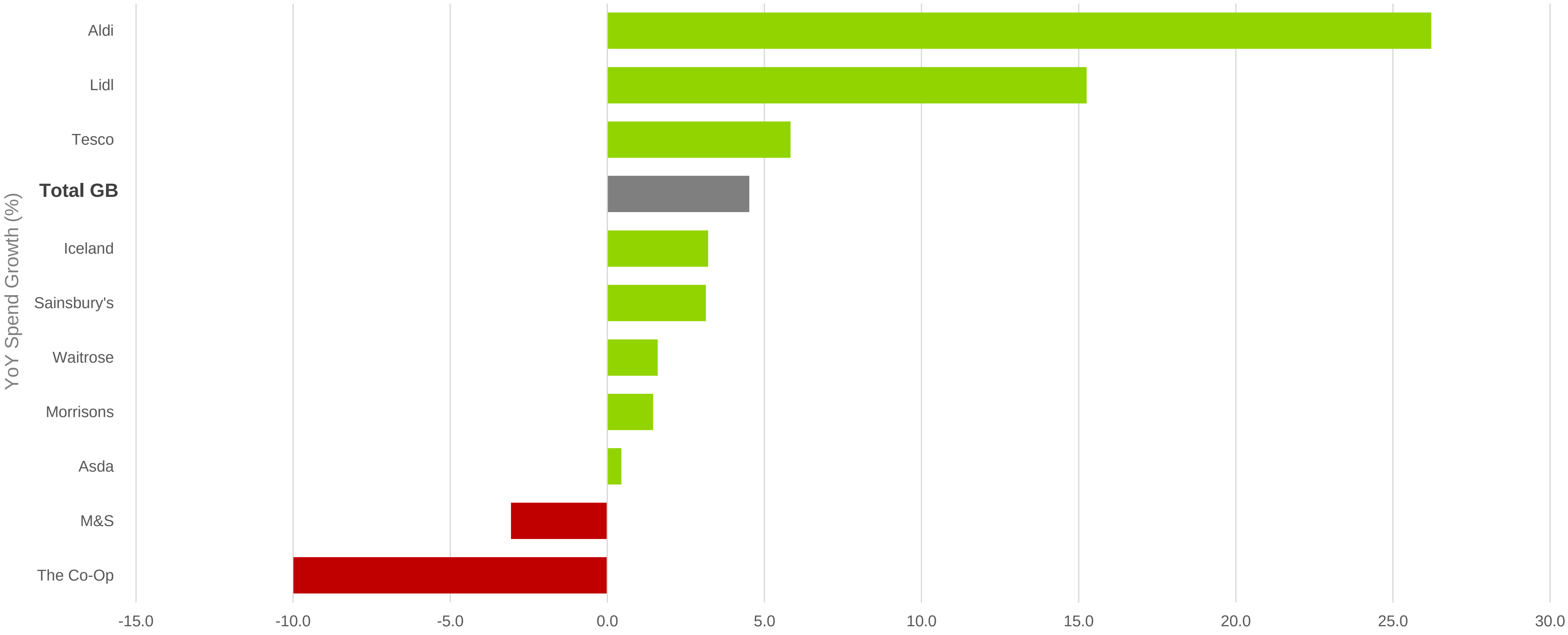
M&S share drops by 2.1ppts as it struggles to grow within the category; Tesco maintain their market lead



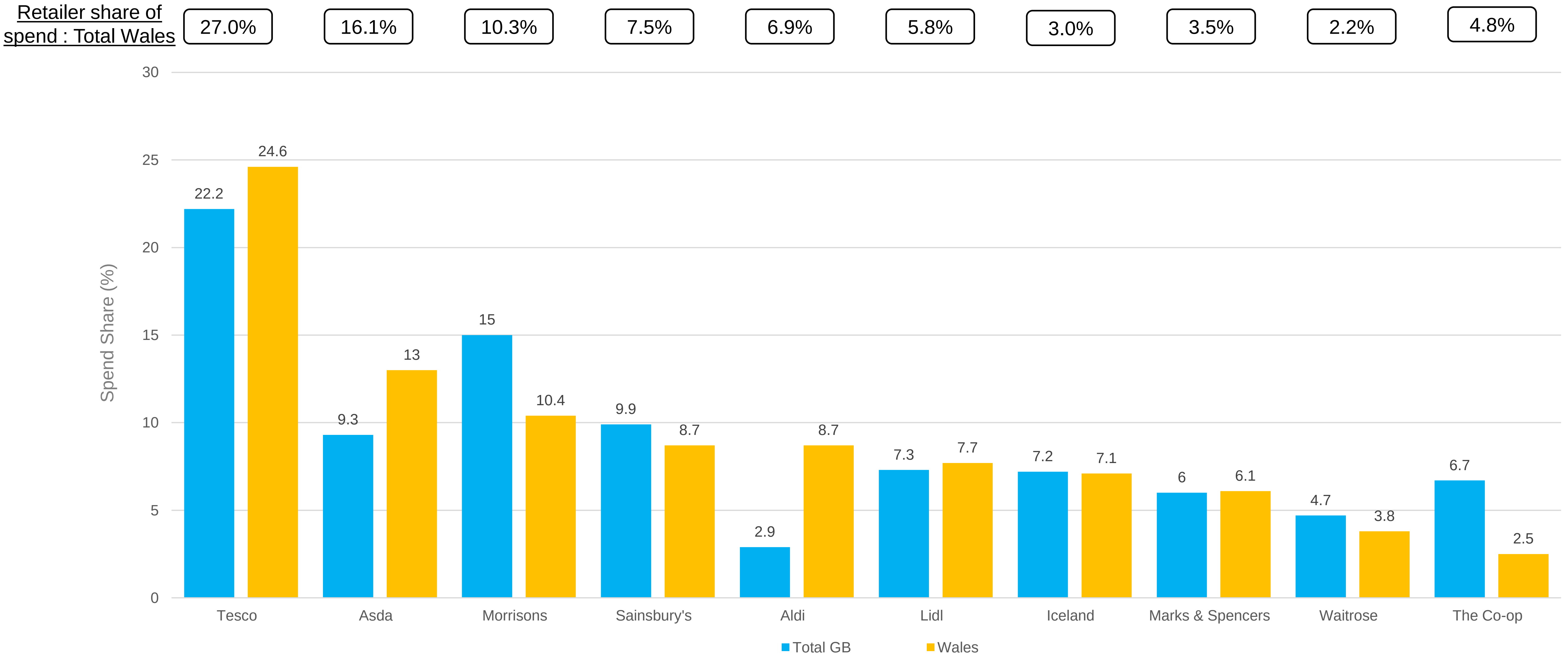
Both M&S and Co-Op see sharp decline within Wales, while the Discounters, Asda and Lidl all see double digit growth.



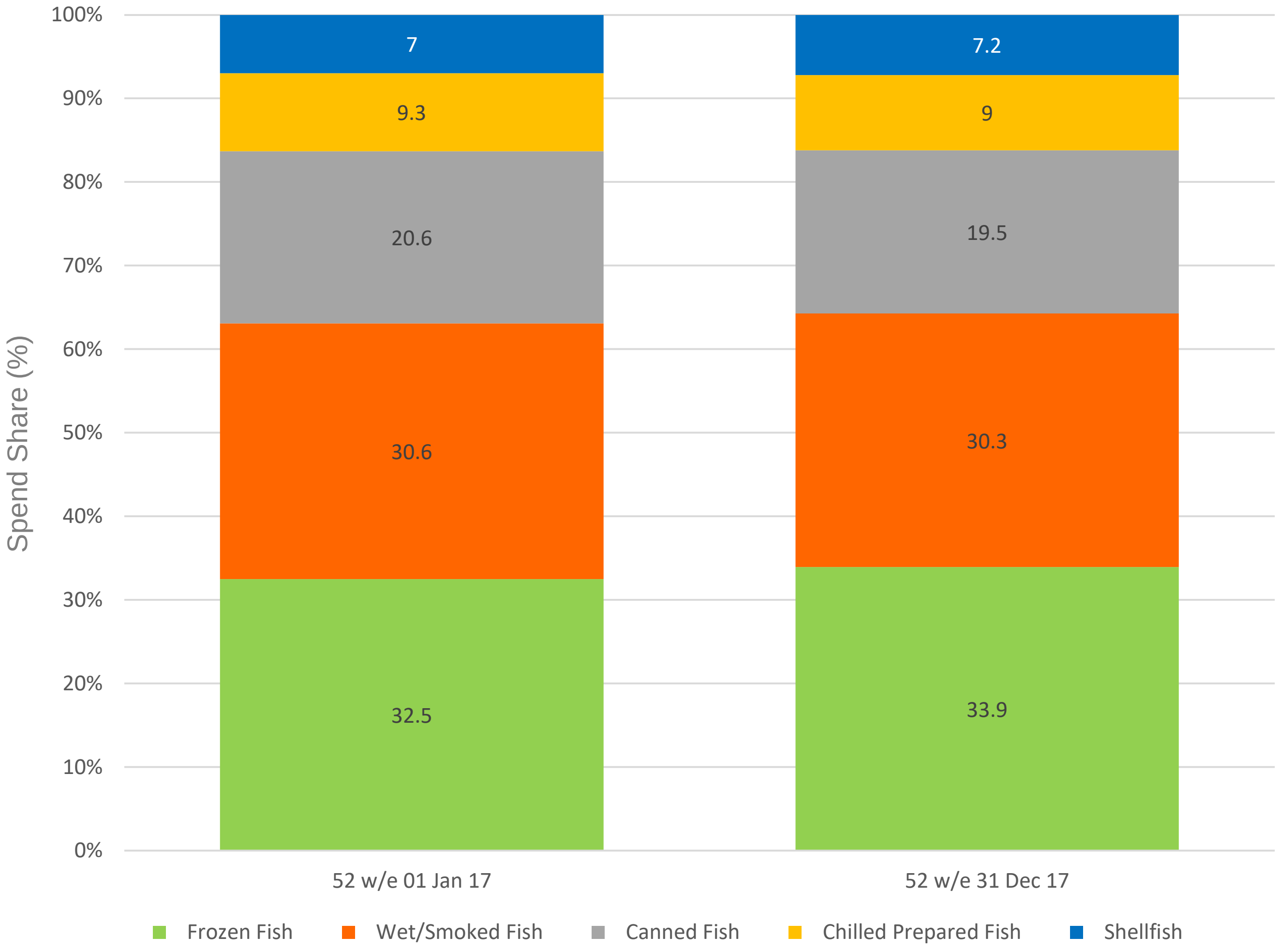
At a Total GB level both M&S (-3.1%) and Co-Op (-10.0%) are in decline, whilst Aldi and Lidl have achieved double digit growth

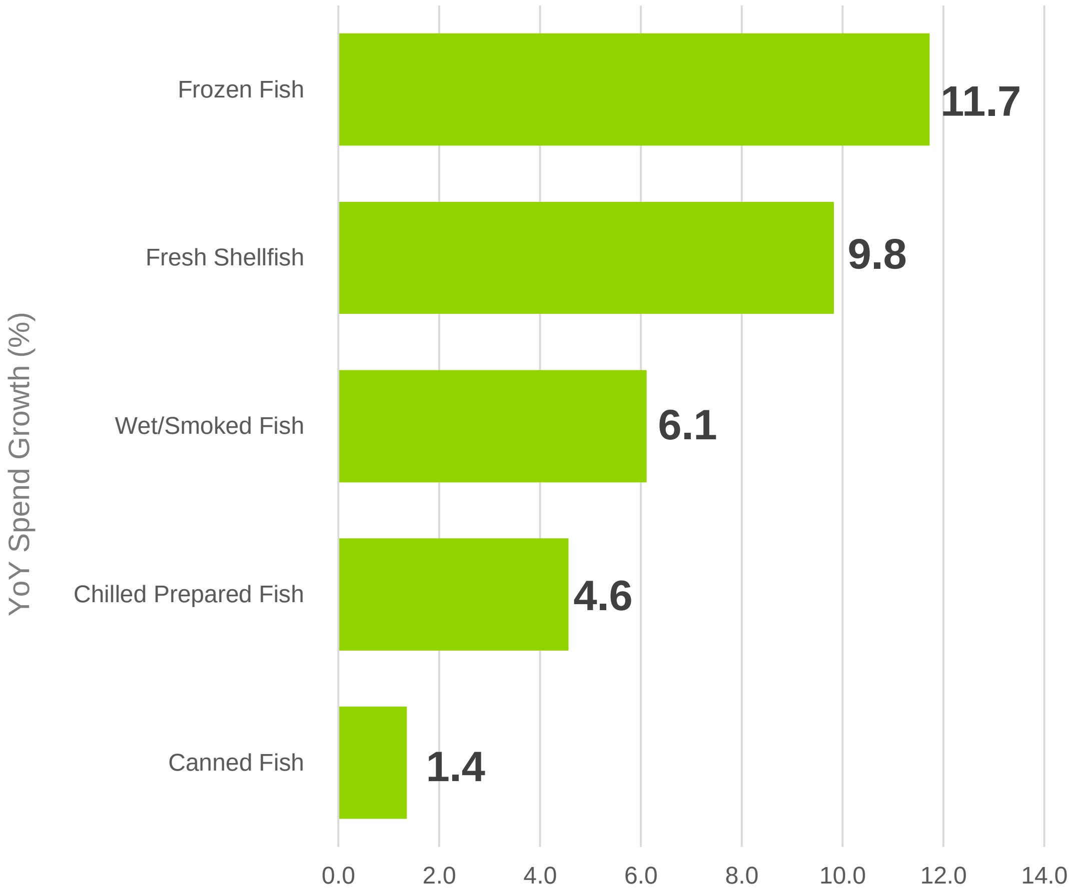


Sainsbury's and Aldi have strong over indexes in Fish & Seafood vs. their share of Total Wales spend

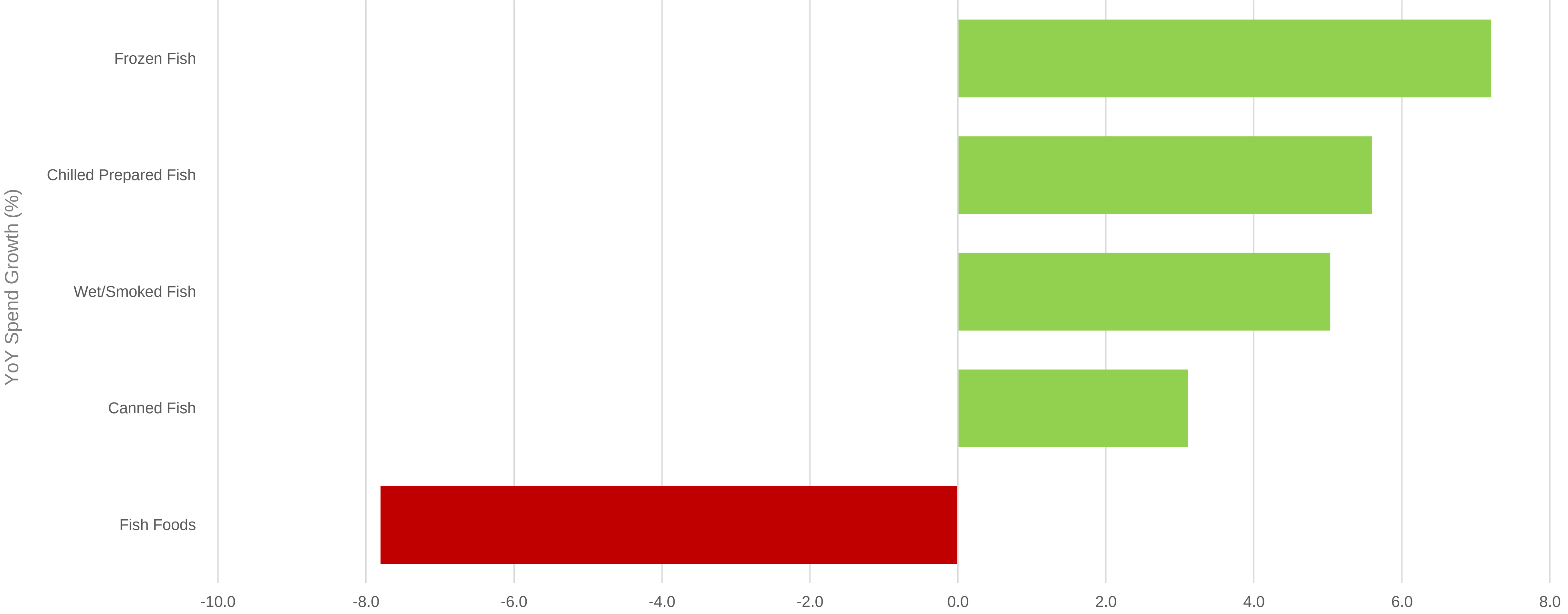


Frozen Fish holds the greatest share of the category, and is also achieving the strongest growth (+11.7%). While Shellfish is the smallest Fish Sector, it also boasts strong growth.

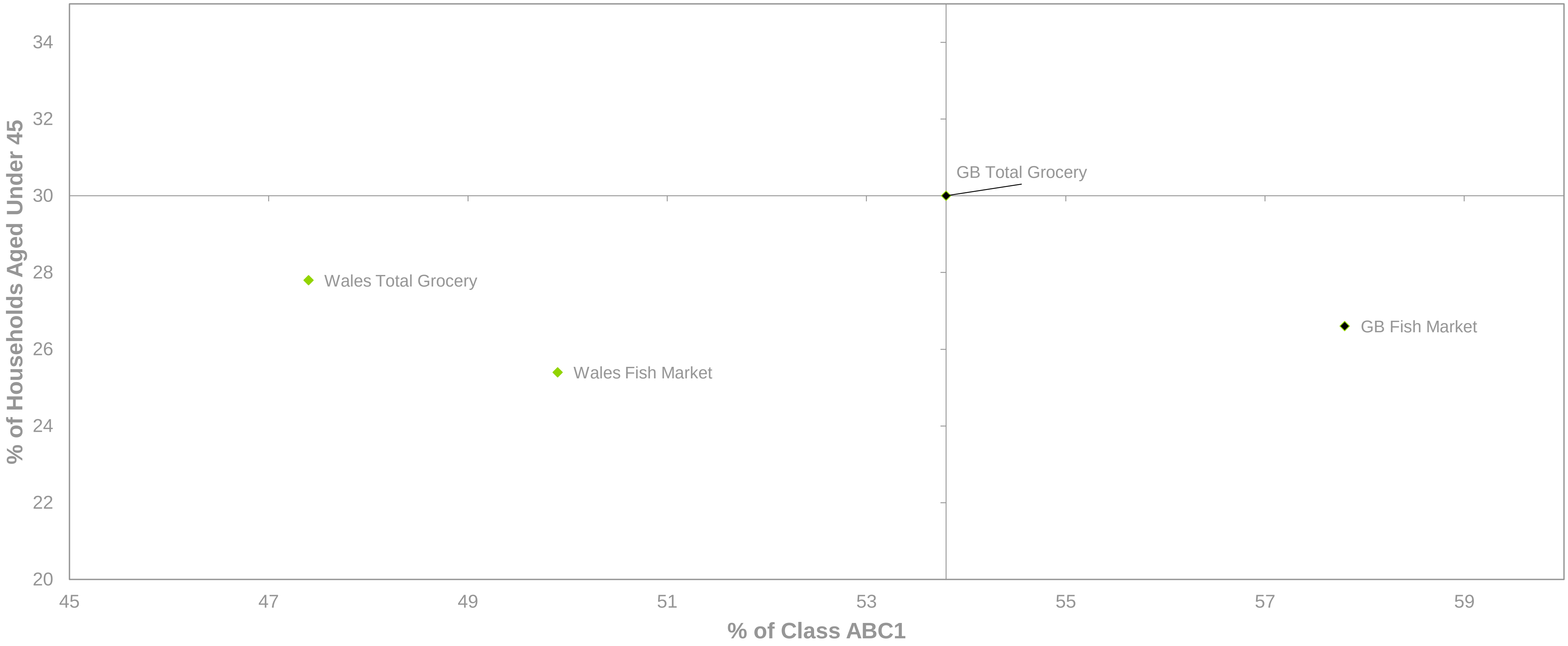




Frozen Fish has the strongest growth at a Total GB level with growth of +7.2%, followed by Chilled Prepared Fish which is growing at +5.6%



The average fish shopper is more affluent than the average grocery shopper in both Wales and Total GB. Both GB and Wales Fish shoppers more closely align in age than affluence.

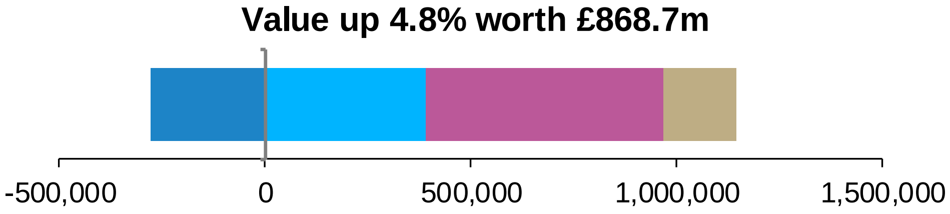


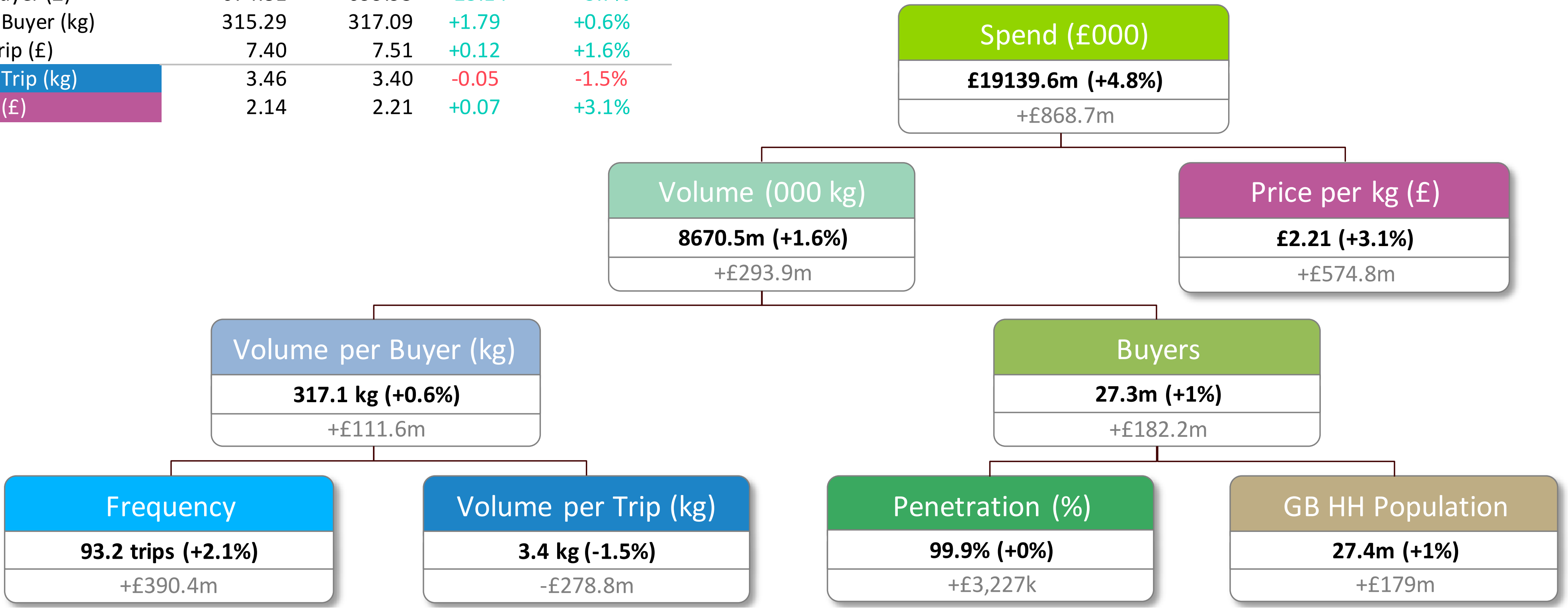
Total Beverages

Kantar Worldpanel - 52 w/e 31th December 2017

The value of Total Beverages is up +4.8% as prices rise and shoppers buy more frequently. There is slight decline in volume per trip, but this is offset by increased purchase frequency.

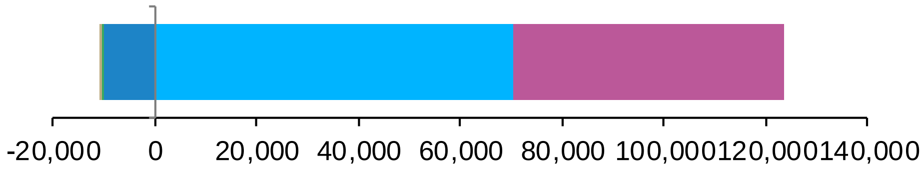
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	18,270,820	19,139,550	+868,730	+4.8%
Volume (000 kg)	8,536,686	8,670,486	+133,800	+1.6%
Penetration (%)	99.84	99.85	+0.02	+0.0%
Frequency	91.24	93.19	+1.94	+2.1%
Spend per Buyer (£)	674.81	699.95	+25.14	+3.7%
Volume per Buyer (kg)	315.29	317.09	+1.79	+0.6%
Spend per Trip (£)	7.40	7.51	+0.12	+1.6%
Volume per Trip (kg)	3.46	3.40	-0.05	-1.5%
Price per kg (£)	2.14	2.21	+0.07	+3.1%



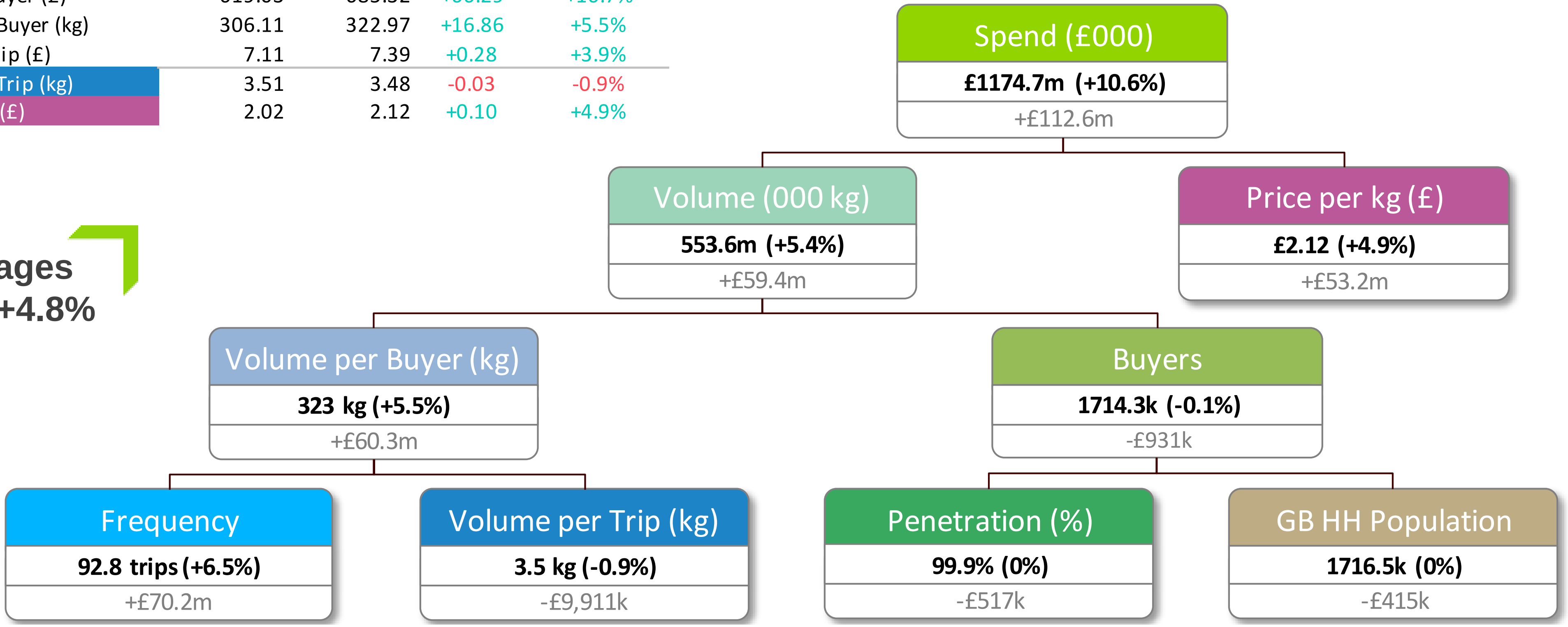


In Wales, Total Beverages is a £1.2B category, which has grown by 10.6% over 2017. This is driven through increased purchase frequency and higher average prices.

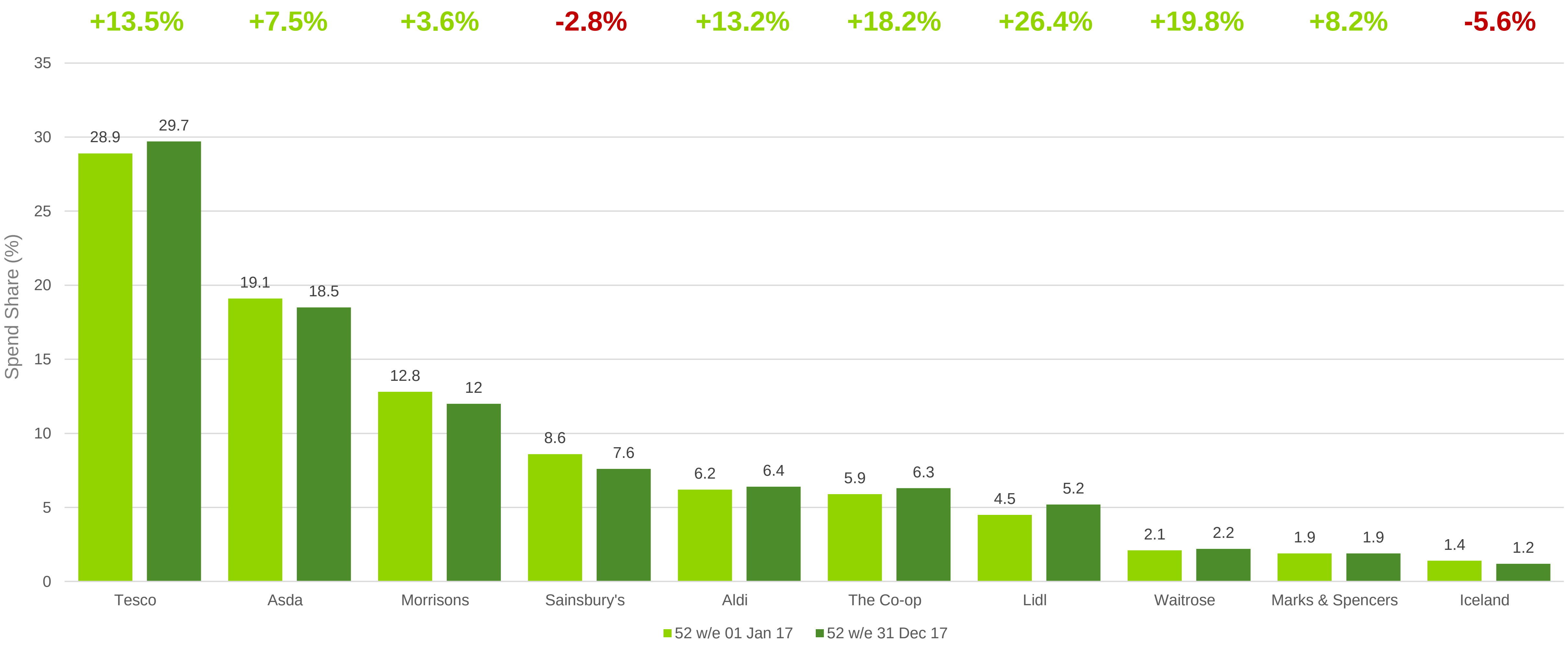
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	1,062,177	1,174,733	+112,556	+10.6%
Volume (000 kg)	525,251	553,610	+28,359	+5.4%
Penetration (%)	99.92	99.87	-0.05	-0.0%
Frequency	87.10	92.78	+5.67	+6.5%
Spend per Buyer (£)	619.03	685.32	+66.29	+10.7%
Volume per Buyer (kg)	306.11	322.97	+16.86	+5.5%
Spend per Trip (£)	7.11	7.39	+0.28	+3.9%
Volume per Trip (kg)	3.51	3.48	-0.03	-0.9%
Price per kg (£)	2.02	2.12	+0.10	+4.9%



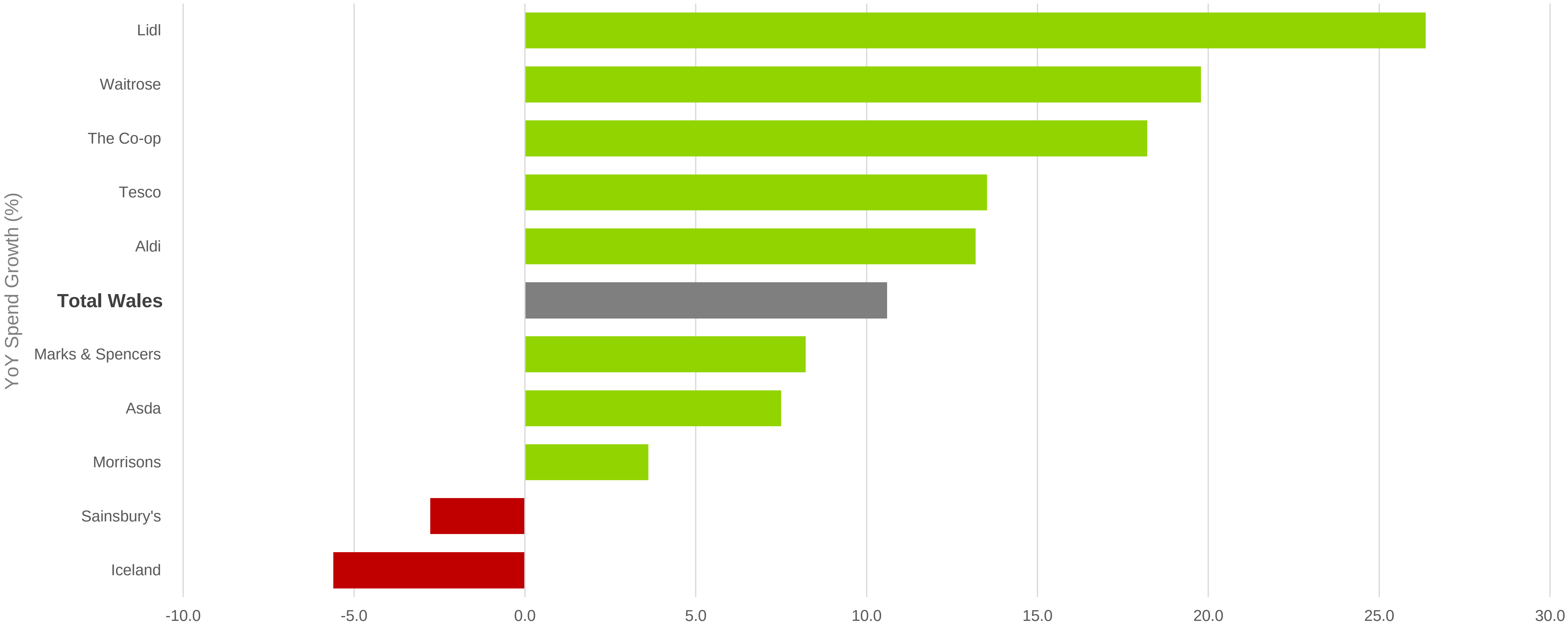
The GB Beverages Category is up +4.8%



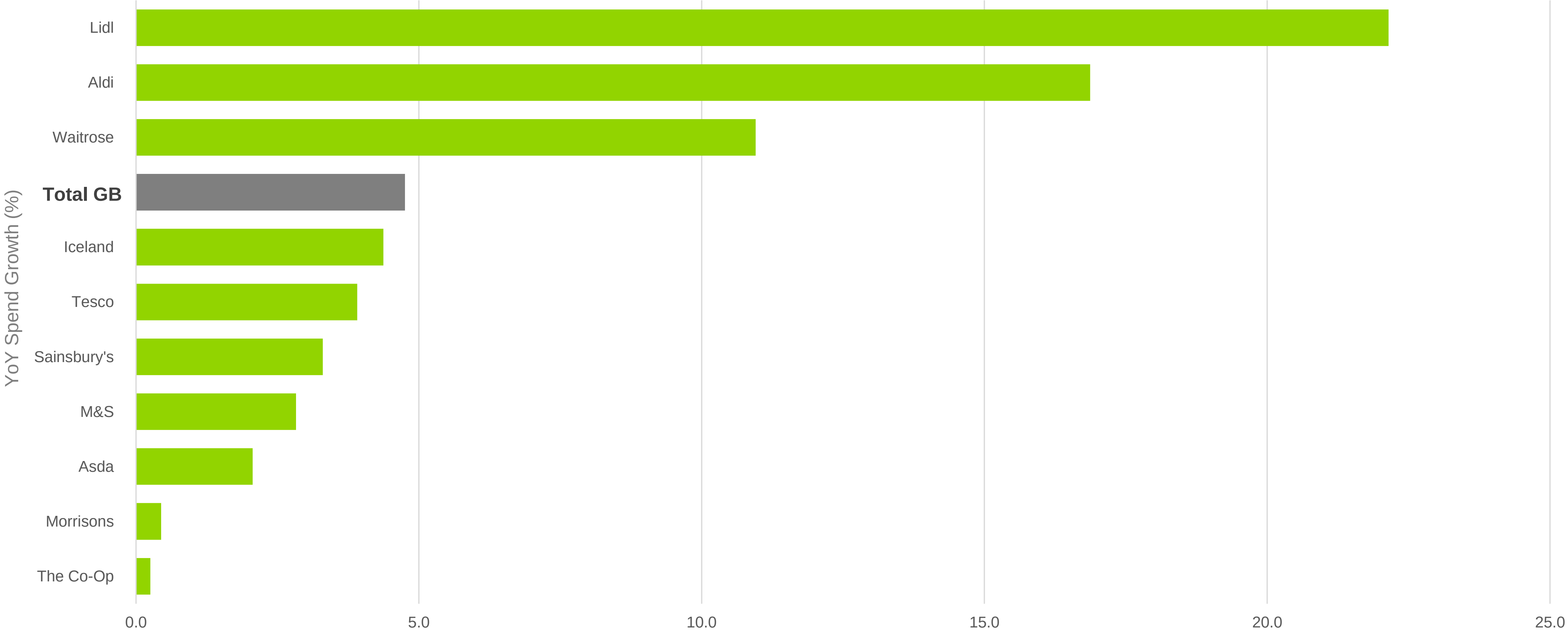
Tesco strengthen their market lead, growing share by 0.8ppts.



Tesco is the only Big Four retailer to grow above the Market, beating Aldi in performance.

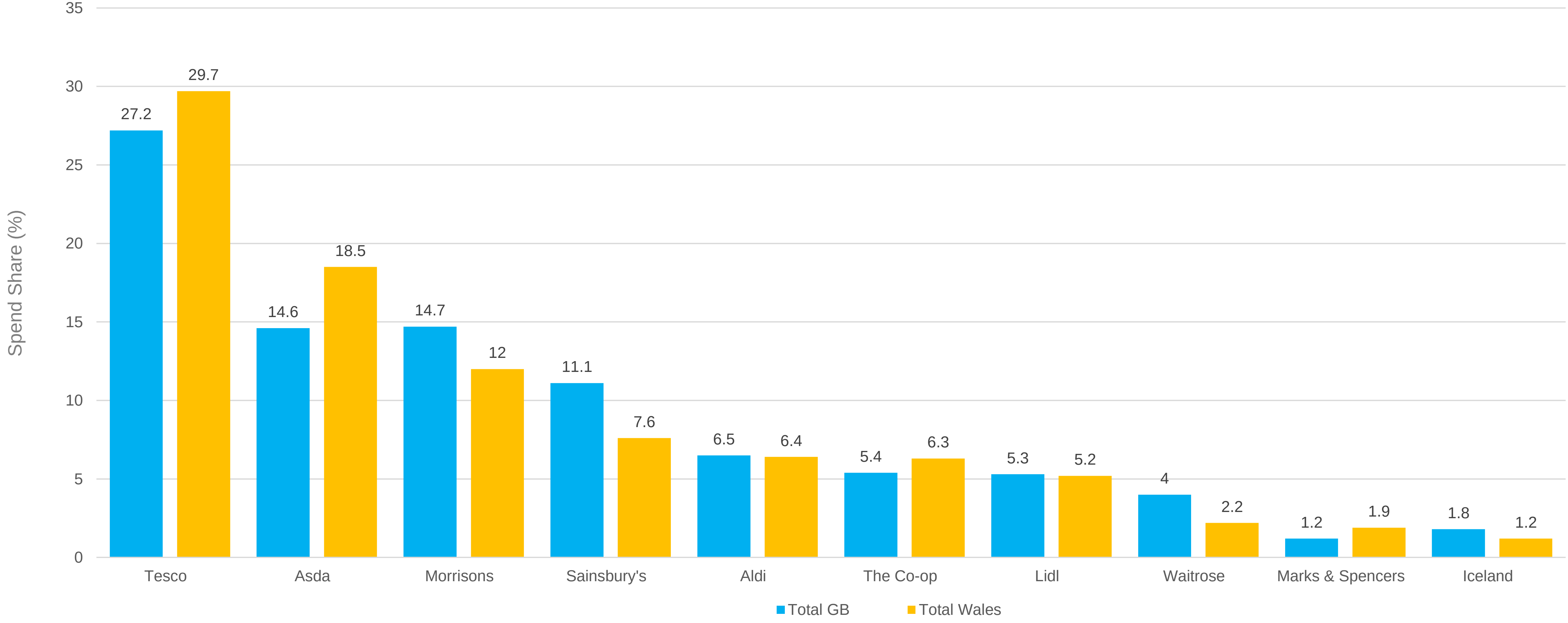


All retailers are in growth over the year; Lidl, Aldi and Waitrose are growing ahead of the Total GB market average

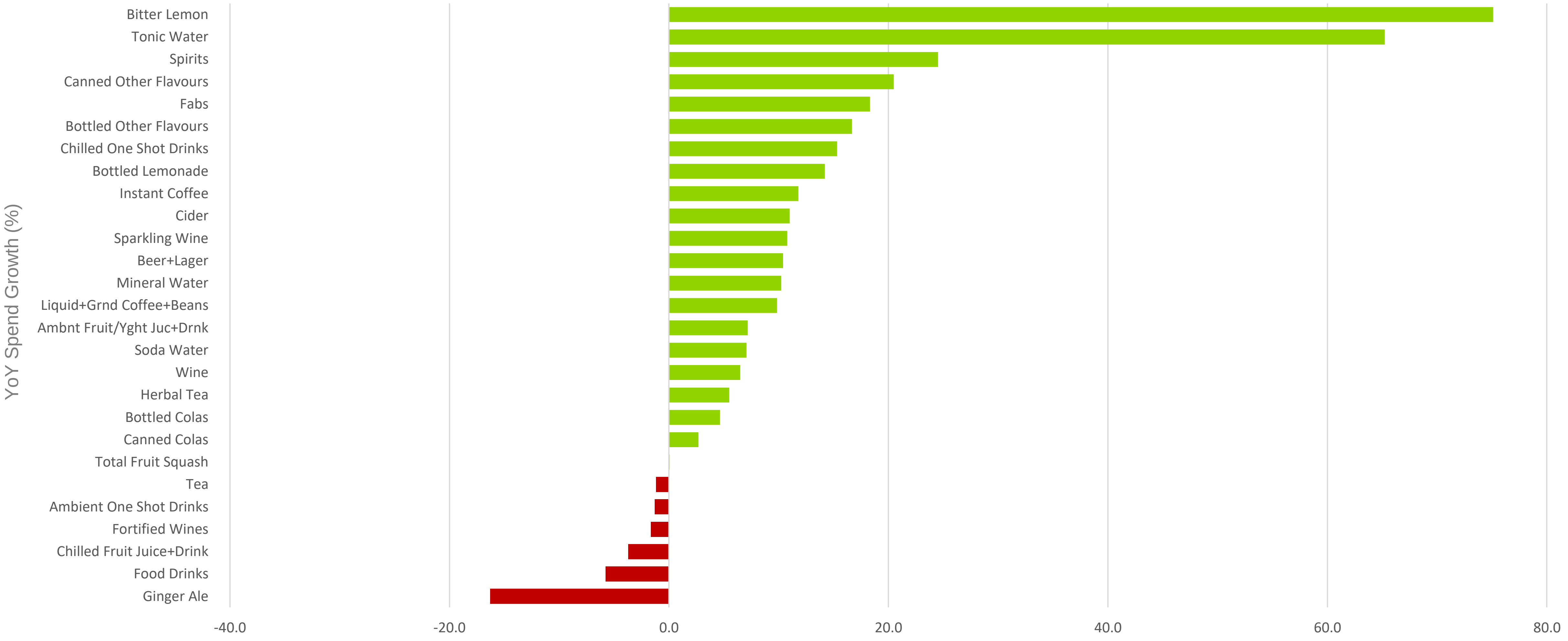


All of the Big 4 retailers over trade in Beverages in Wales vs. their share of Total Wales

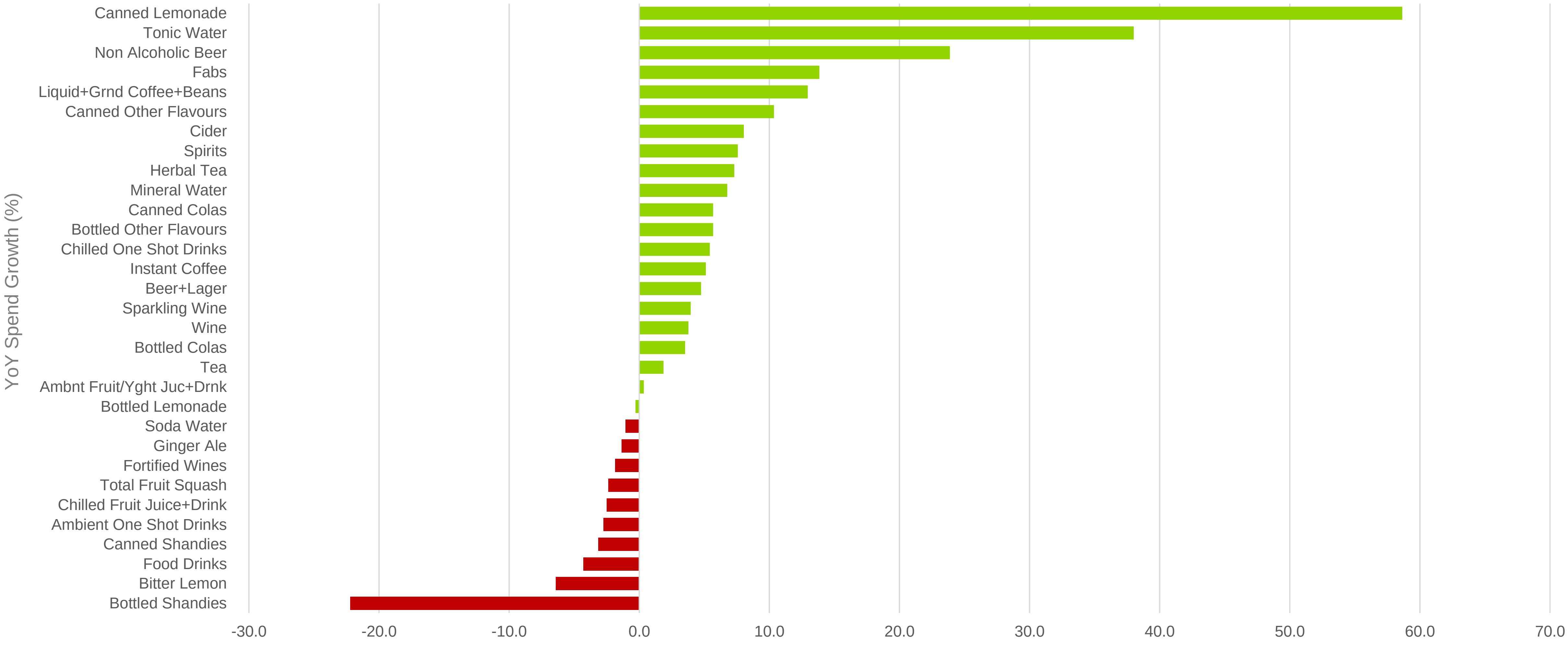
Retailer share of spend : Total Wales	27.0%	16.1%	10.3%	7.5%	6.9%	4.8%	5.8%	2.2%	3.5%	3.0%



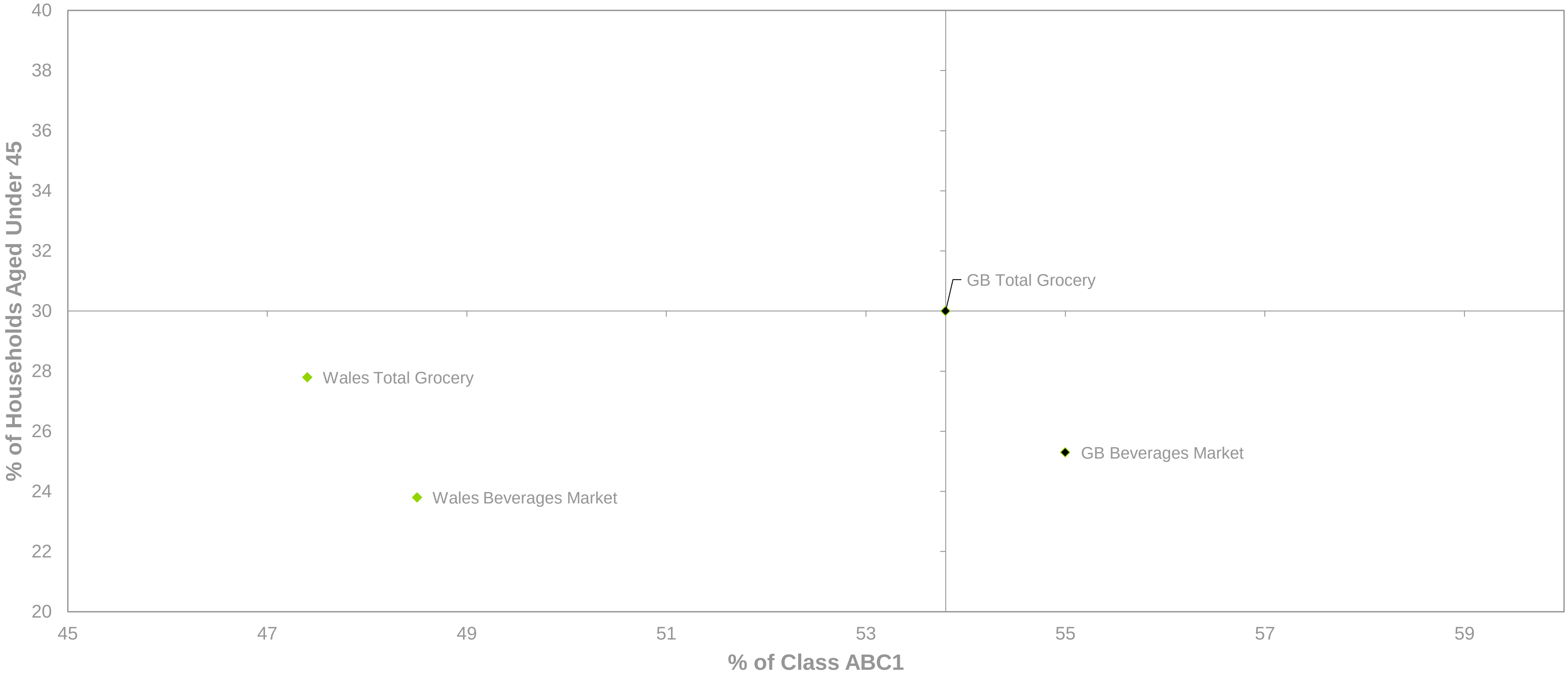
Non-Alcoholic Beer is growing faster than any of its alcoholic counter-parts; Bitter Lemon is the fastest growing soft drink.



Canned Lemonade, Tonic Water and Non-Alcoholic Beer have all seen growth over 20% in the last year. Bottled Shandies are the only sector to see declines of more than 20%



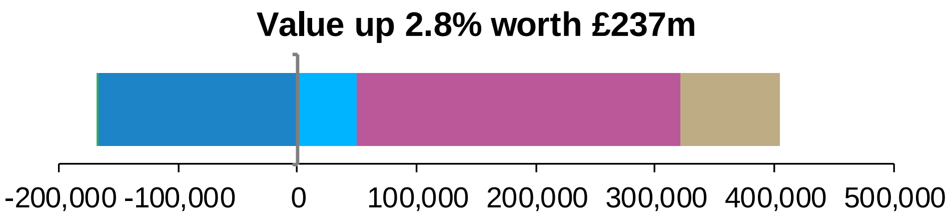
Welsh Beverage shoppers are older and less affluent than the Total GB Beverage shopper.

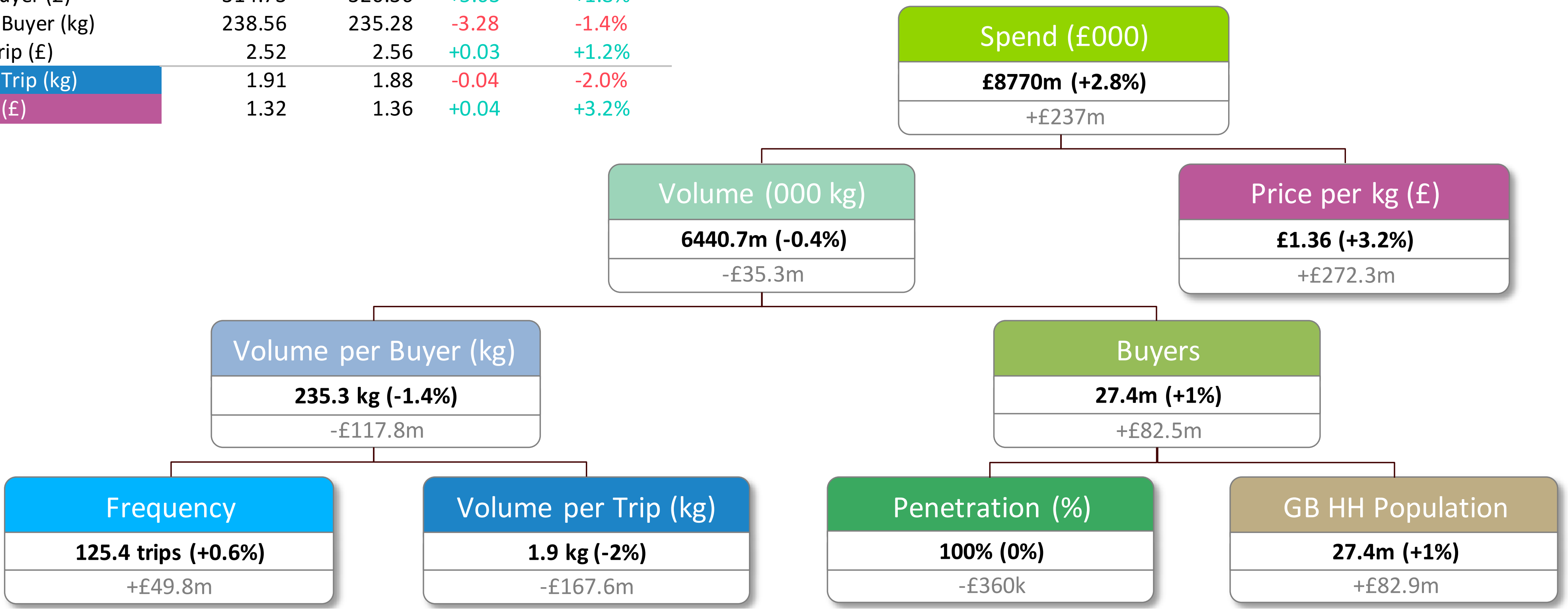



Total Bakery
Kantar Worldpanel - 52 w/e 31th December 2017

Bakery is growing at 2.8%, below that of Total Grocery. The market is seeing higher average prices play a key role in growth

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	8,532,933	8,769,955	+237,022	+2.8%
Volume (000 kg)	6,467,865	6,440,719	-27,146	-0.4%
Penetration (%)	99.97	99.97	-0.00	-0.0%
Frequency	124.66	125.39	+0.73	+0.6%
Spend per Buyer (£)	314.73	320.36	+5.63	+1.8%
Volume per Buyer (kg)	238.56	235.28	-3.28	-1.4%
Spend per Trip (£)	2.52	2.56	+0.03	+1.2%
Volume per Trip (kg)	1.91	1.88	-0.04	-2.0%
Price per kg (£)	1.32	1.36	+0.04	+3.2%

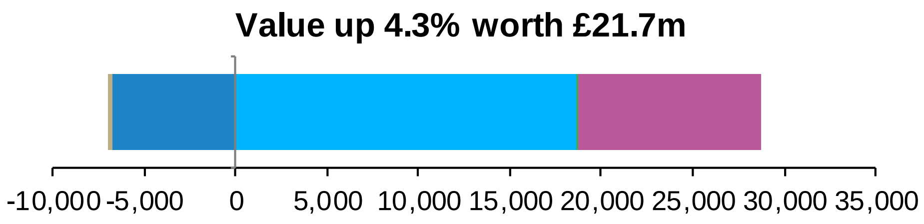


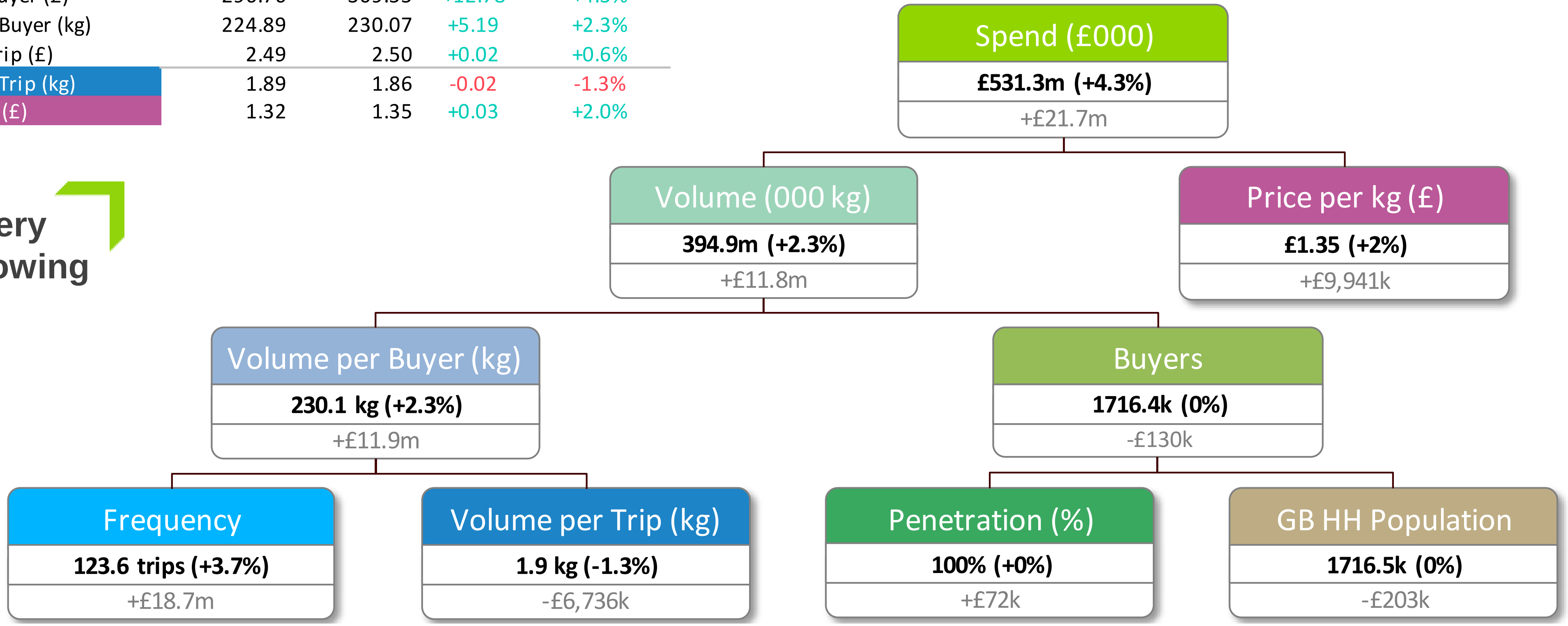


Welsh shoppers are buying Bakery products more often and at higher prices.

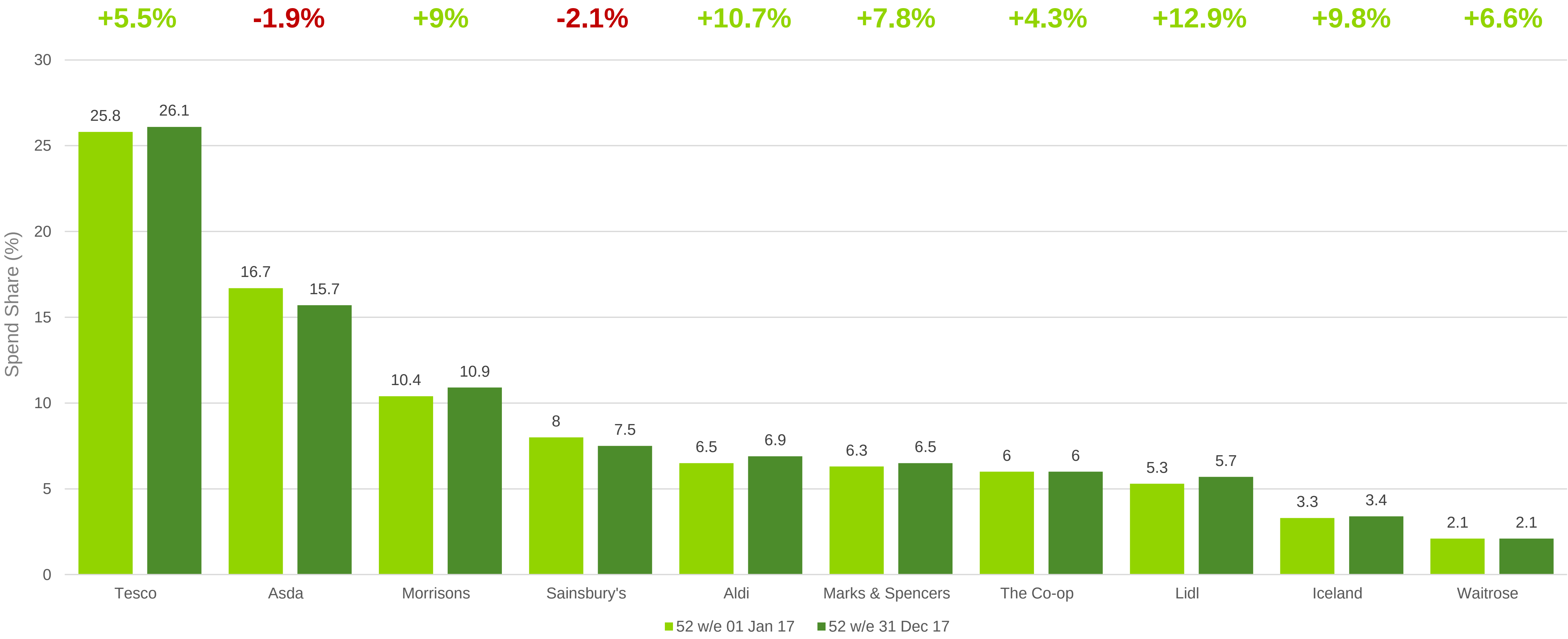
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	509,507	531,255	+21,748	+4.3%
Volume (000 kg)	386,103	394,862	+8,759	+2.3%
Penetration (%)	99.98	100.00	+0.01	+0.0%
Frequency	119.25	123.63	+4.38	+3.7%
Spend per Buyer (£)	296.76	309.55	+12.78	+4.3%
Volume per Buyer (kg)	224.89	230.07	+5.19	+2.3%
Spend per Trip (£)	2.49	2.50	+0.02	+0.6%
Volume per Trip (kg)	1.89	1.86	-0.02	-1.3%
Price per kg (£)	1.32	1.35	+0.03	+2.0%

The GB Bakery Category is growing at +2.8%

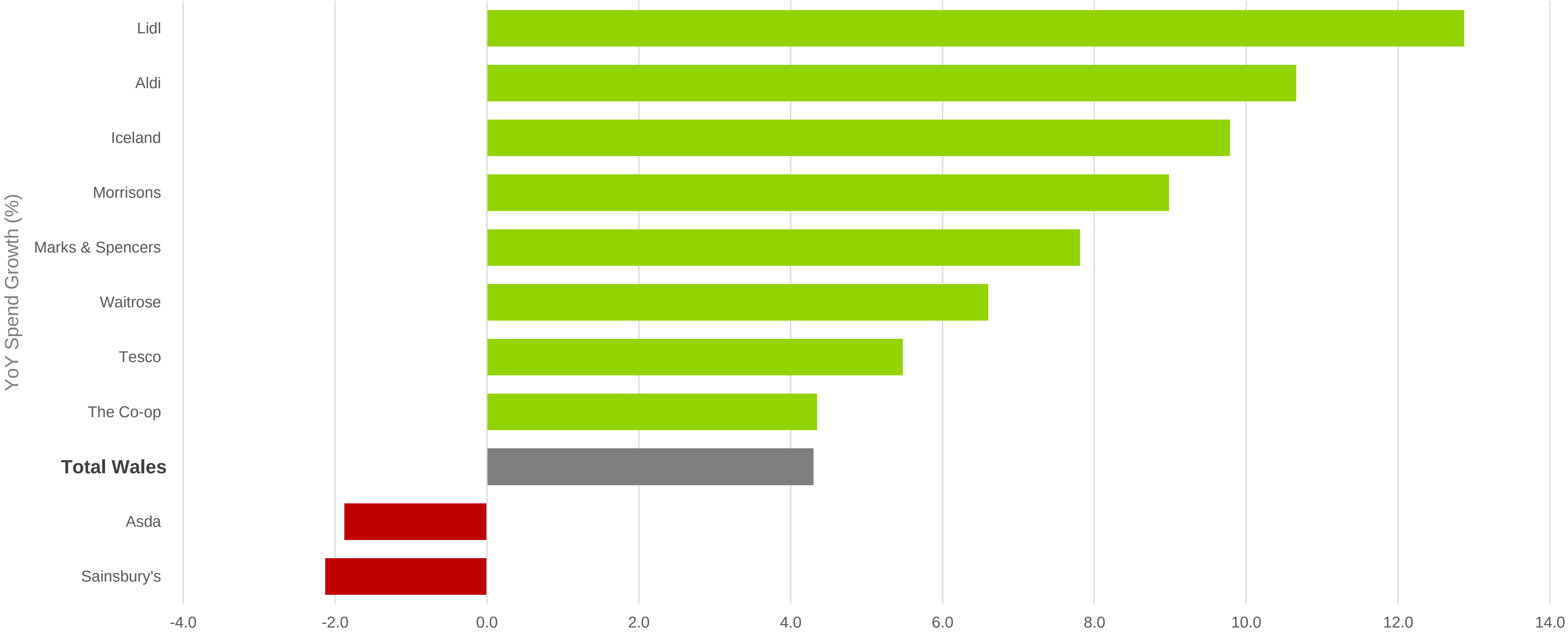




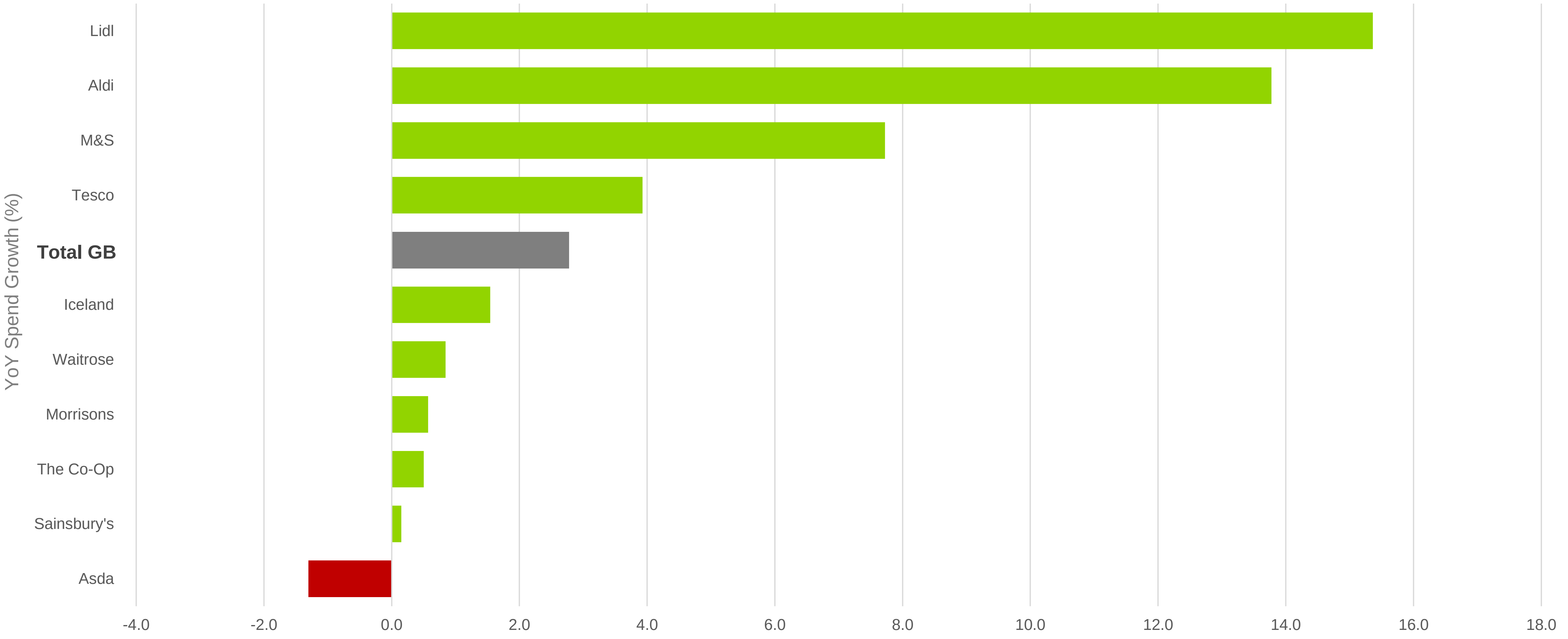
Asda and Sainsbury's share of spend decline, whilst Aldi gain ground on Sainsbury's



The Discounters both see double digit growth, helping drive the Bakery sector in Wales.

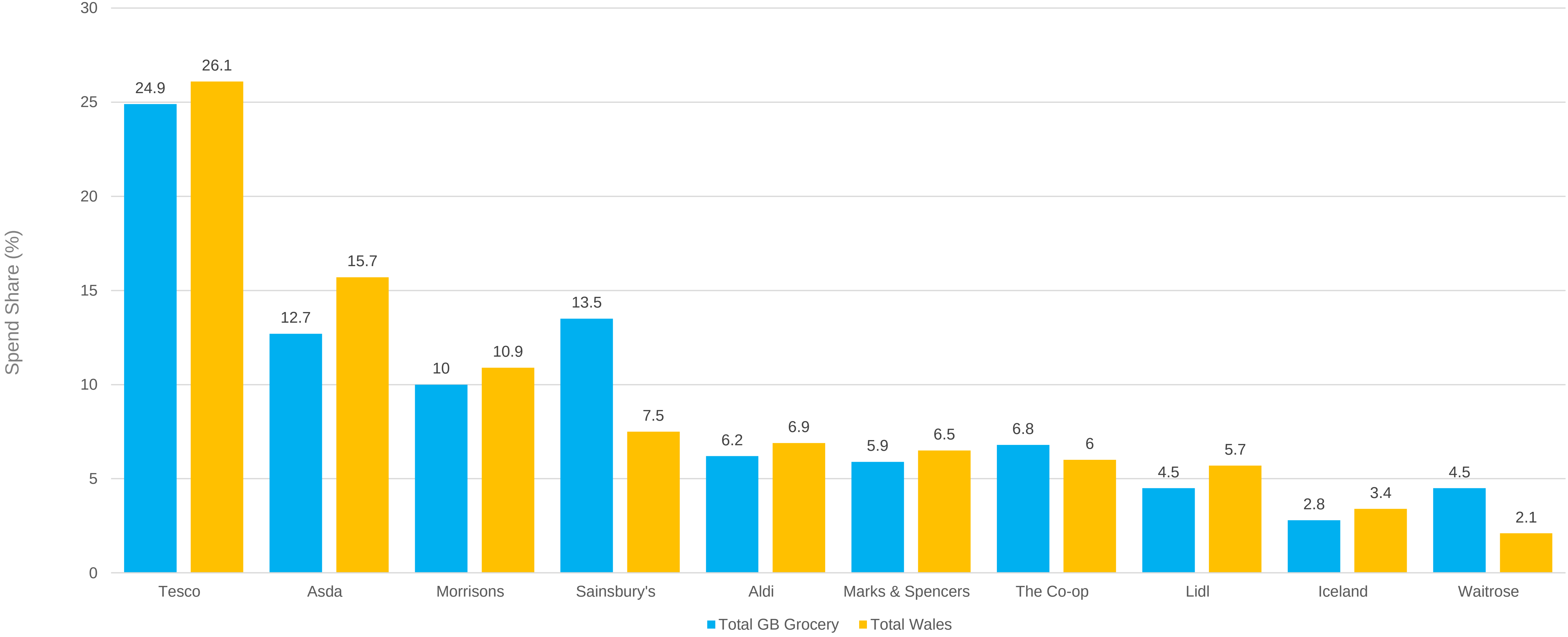


Tesco is the only Big 4 retailer to see growth higher than the Total GB market average. Asda are the only retailer to see a decline

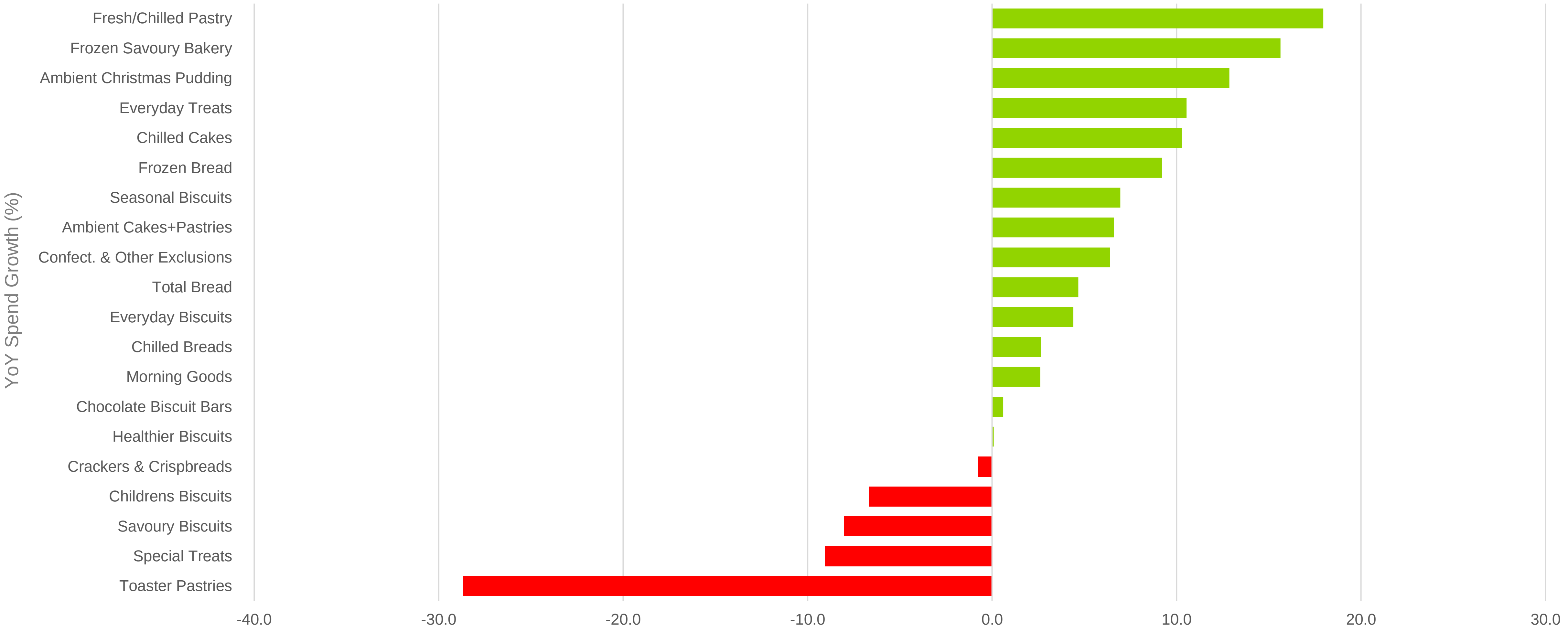


M&S and The Co-Op have noticeable over indexes in Bakery vs. their share of Total Wales

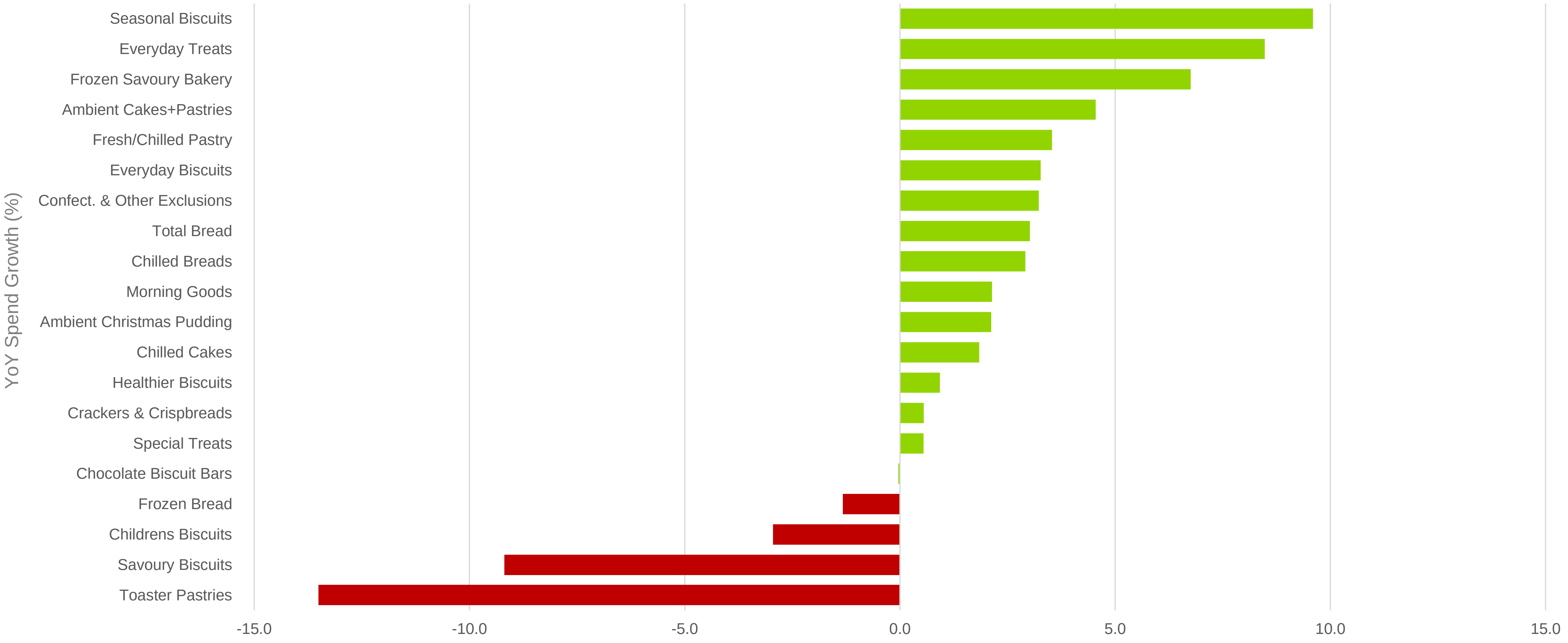
Retailer share of spend : Total Wales	Tesco	Asda	Morrisons	Sainsbury's	Aldi	Marks & Spencers	The Co-op	Lidl	Iceland	Waitrose
	27.0%	16.1%	10.3%	7.5%	6.9%	3.5%	4.8%	5.8%	3.0%	2.2%



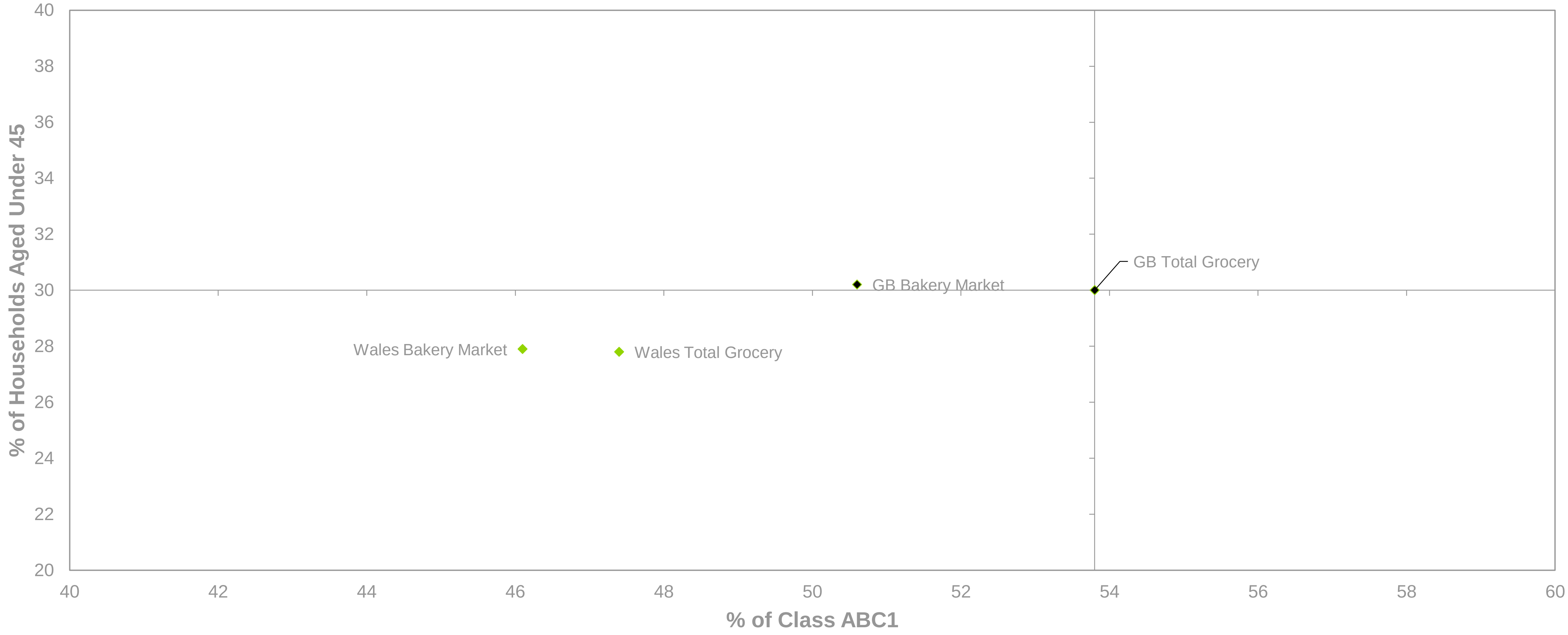
Fresh/Chilled Pastry is the fastest growing Bakery sector, growing at 18%. Many Biscuit sectors are facing decline over the year (Savoury, Children & Healthier Biscuits).



Seasonal Biscuits (+9.6%) and Everyday Treats (+8.5%) have the strongest growth across the year, Toaster Pastries have had the largest decline (-13.5%)



Welsh Bakery shoppers are slightly older and less affluent than for Total GB



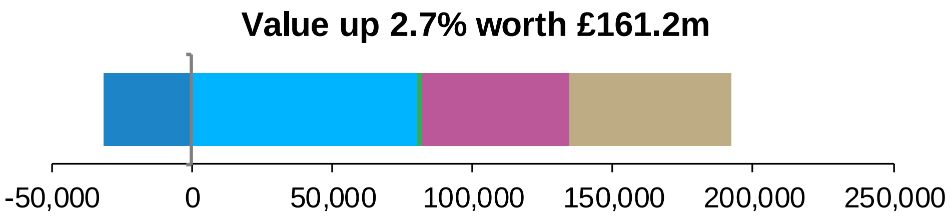
KANTAR WORLDPANEL

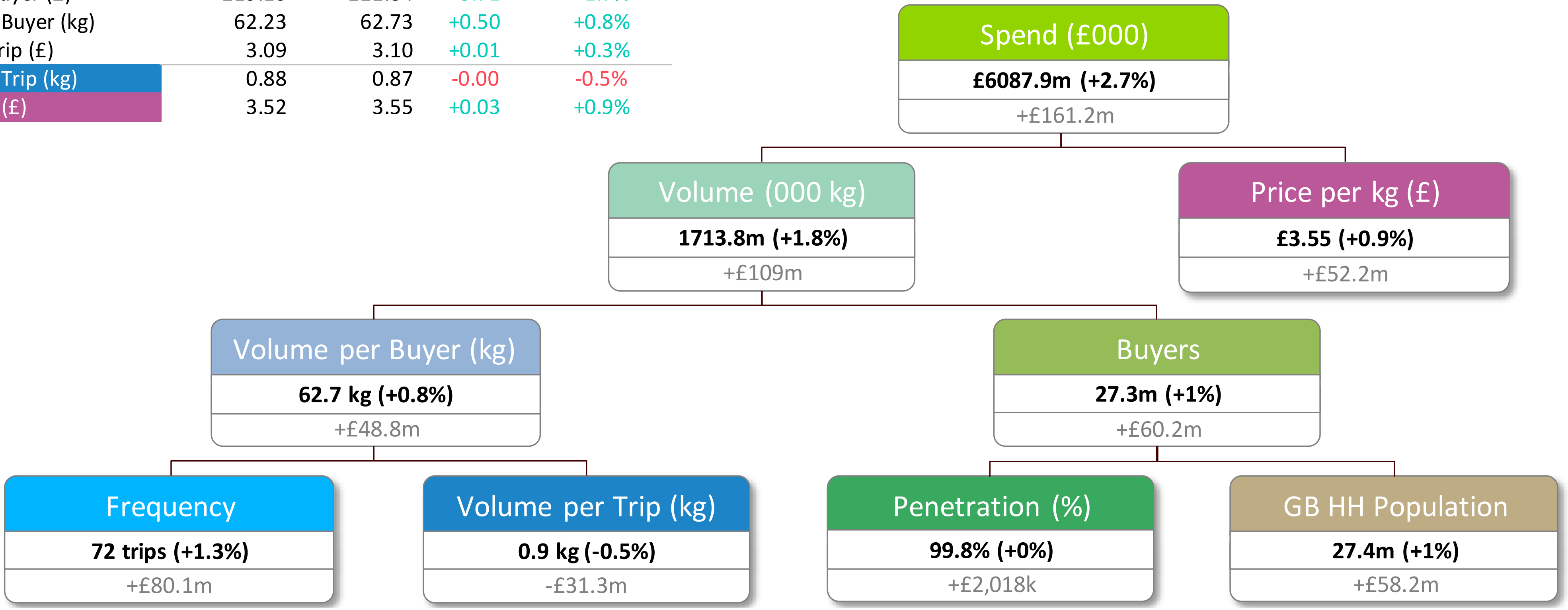
Total Cereal, Grains and Starch

Kantar Worldpanel - 52 w/e 31th December 2017

The Cereals, Grains and Starch market is growing at +2.7%, driven by shoppers making more transactions at higher average prices.

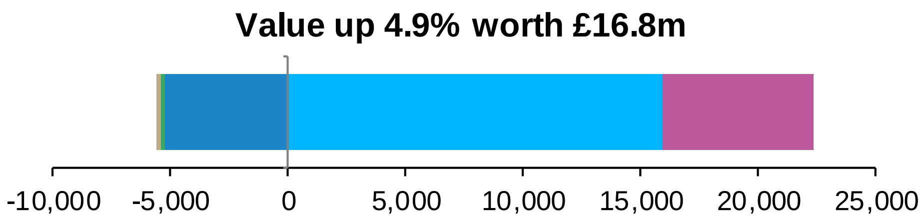
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	5,926,746	6,087,907	+161,161	+2.7%
Volume (000 kg)	1,683,071	1,713,812	+30,741	+1.8%
Penetration (%)	99.73	99.76	+0.03	+0.0%
Frequency	71.00	71.96	+0.96	+1.3%
Spend per Buyer (£)	219.13	222.84	+3.71	+1.7%
Volume per Buyer (kg)	62.23	62.73	+0.50	+0.8%
Spend per Trip (£)	3.09	3.10	+0.01	+0.3%
Volume per Trip (kg)	0.88	0.87	-0.00	-0.5%
Price per kg (£)	3.52	3.55	+0.03	+0.9%

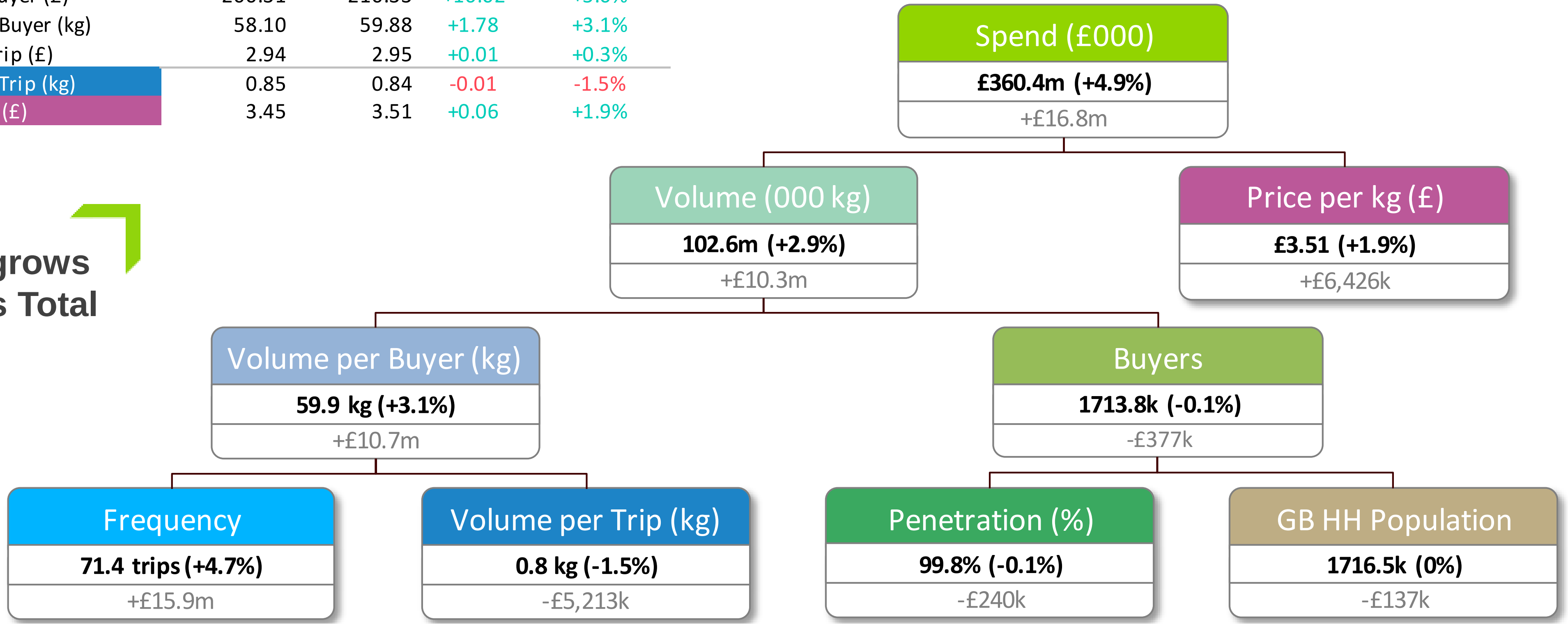




Frequency growth is greater in Wales, with the majority of Wales' +4.9% growth coming through shoppers making more transactions.

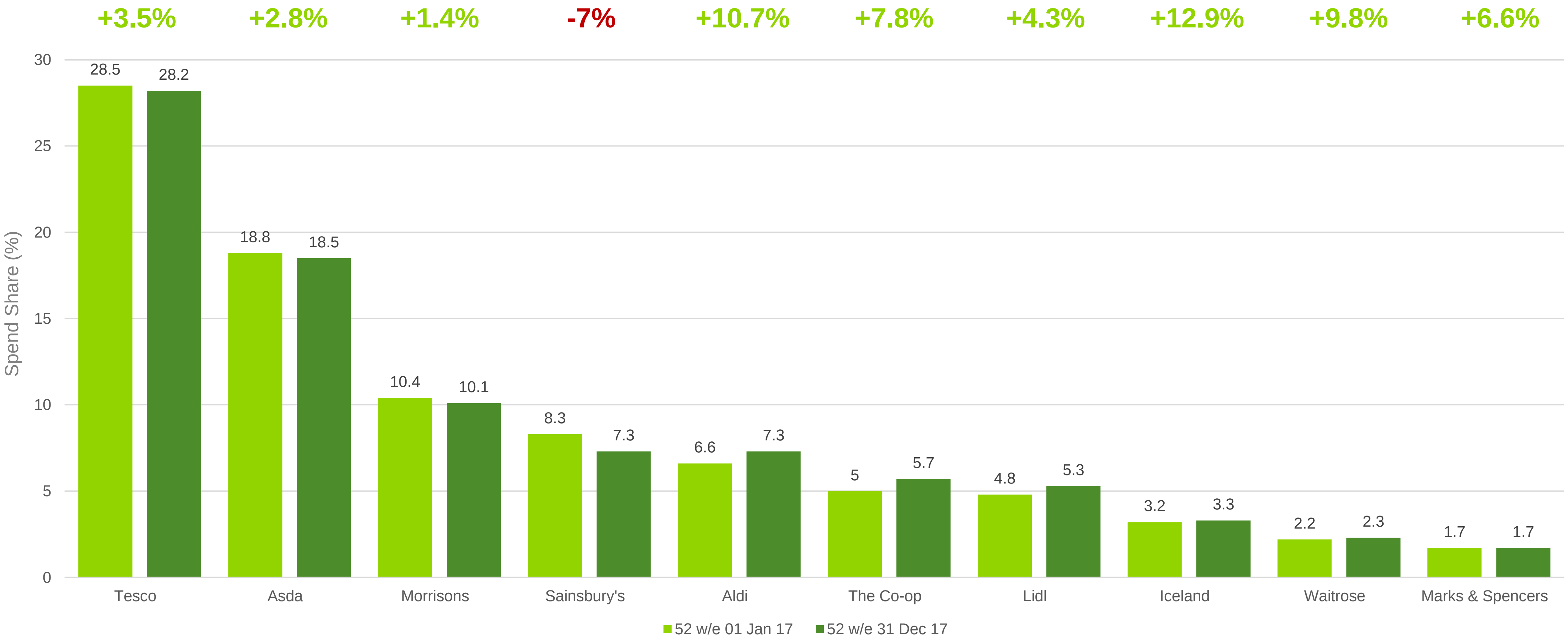
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	343,678	360,439	+16,761	+4.9%
Volume (000 kg)	99,676	102,611	+2,935	+2.9%
Penetration (%)	99.92	99.85	-0.07	-0.1%
Frequency	68.22	71.39	+3.17	+4.7%
Spend per Buyer (£)	200.31	210.33	+10.02	+5.0%
Volume per Buyer (kg)	58.10	59.88	+1.78	+3.1%
Spend per Trip (£)	2.94	2.95	+0.01	+0.3%
Volume per Trip (kg)	0.85	0.84	-0.01	-1.5%
Price per kg (£)	3.45	3.51	+0.06	+1.9%



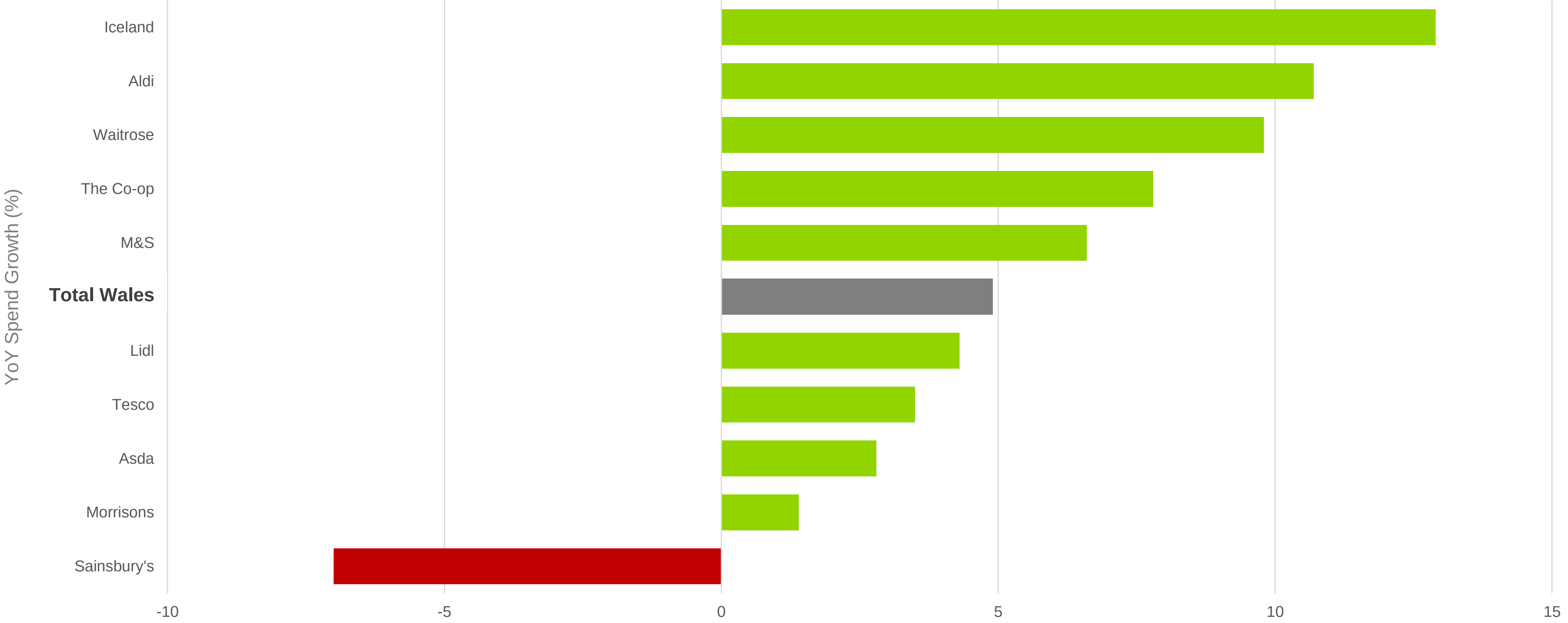


Total Grocery grows at +2.7% across Total GB.

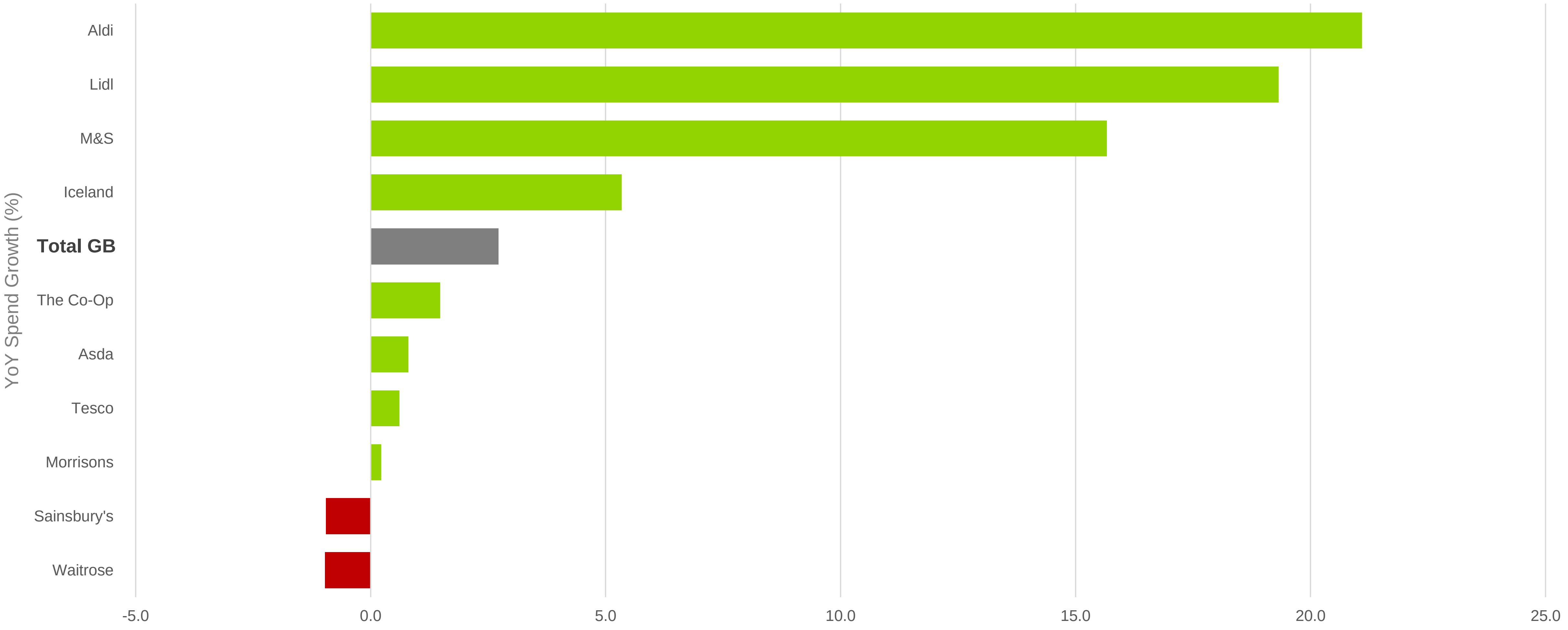
A tale of two nations – The Big Four retailers grow behind the market, whilst the smaller retailers showcase impressive growth and share gain.



The Big 4 and Lidl all grow behind Total Wales, with Iceland showing the largest growth rates in Cereals, Grains and Starch.



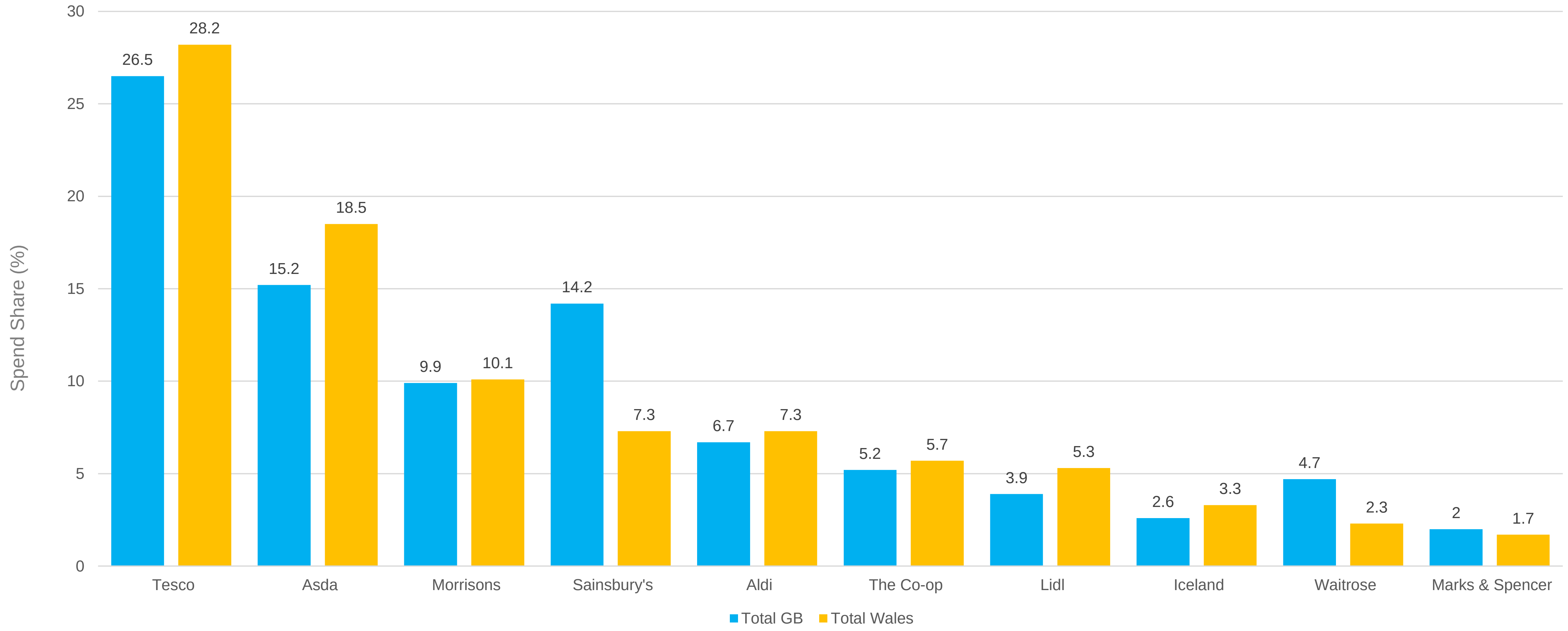
Both the discounters, M&S and Iceland have grown ahead of the Total GB market average



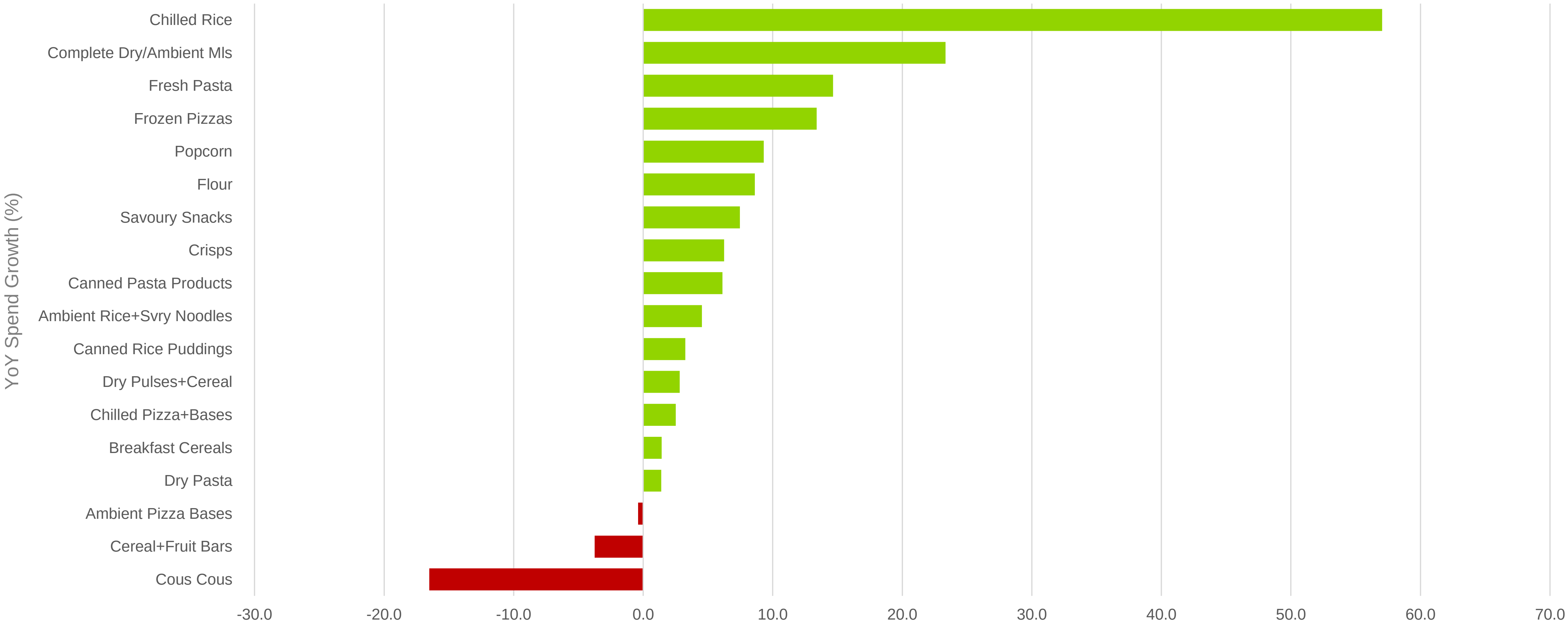
Whilst Tesco and Asda over trade in Cereals, Grains & Starch, Morrisons and Sainsbury's under trade compared to their share of Total Wales

Retailer share of spend : Total Wales

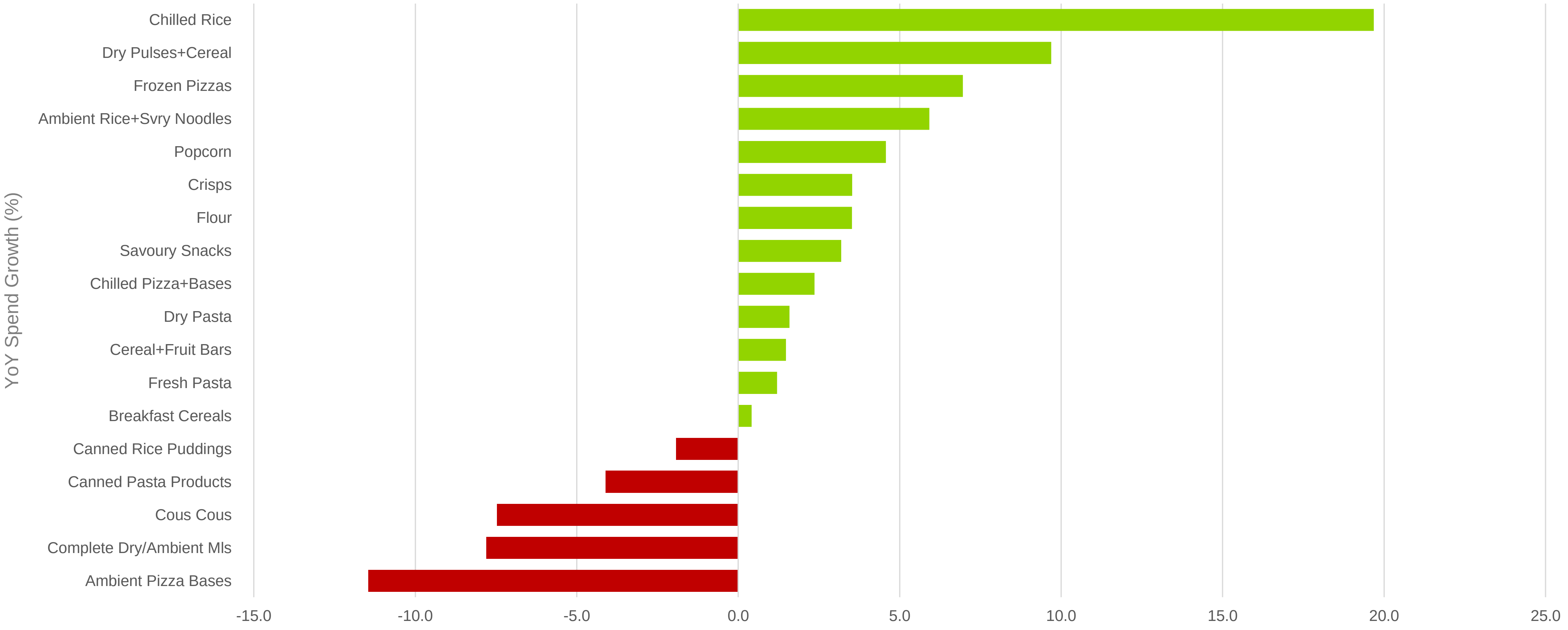
27.0%	16.1%	10.3%	7.5%	6.9%	4.8%	5.8%	3.0%	2.2%	3.5%



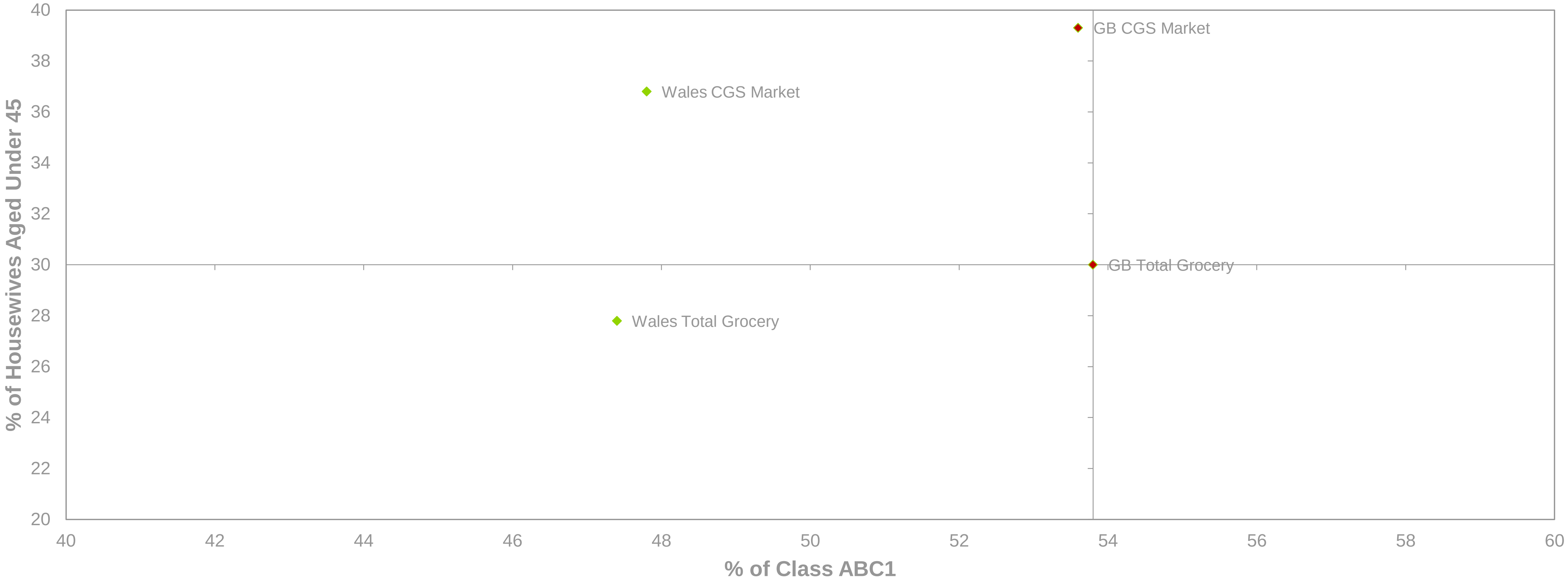
Only Cous Cous, Cereal Fruit Bars and Ambient Pizza Bases are declining within the market.



Chilled Rice is growing at +19.7% in the last year, twice the growth of Dry Pulses+Cereal with the 2nd largest increase in spend



Cereal, Grains and Starch are bought by significantly younger shoppers than Total GB and Wales Grocery, with the biggest distinction between GB and Wales being affluence.



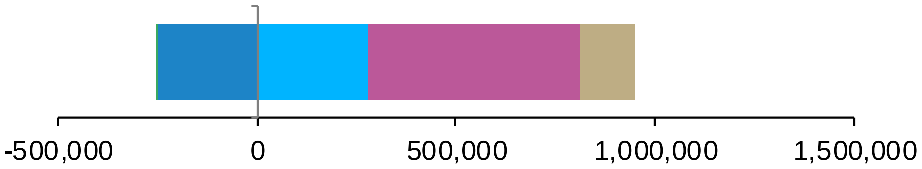
Total Fruit and Vegetables

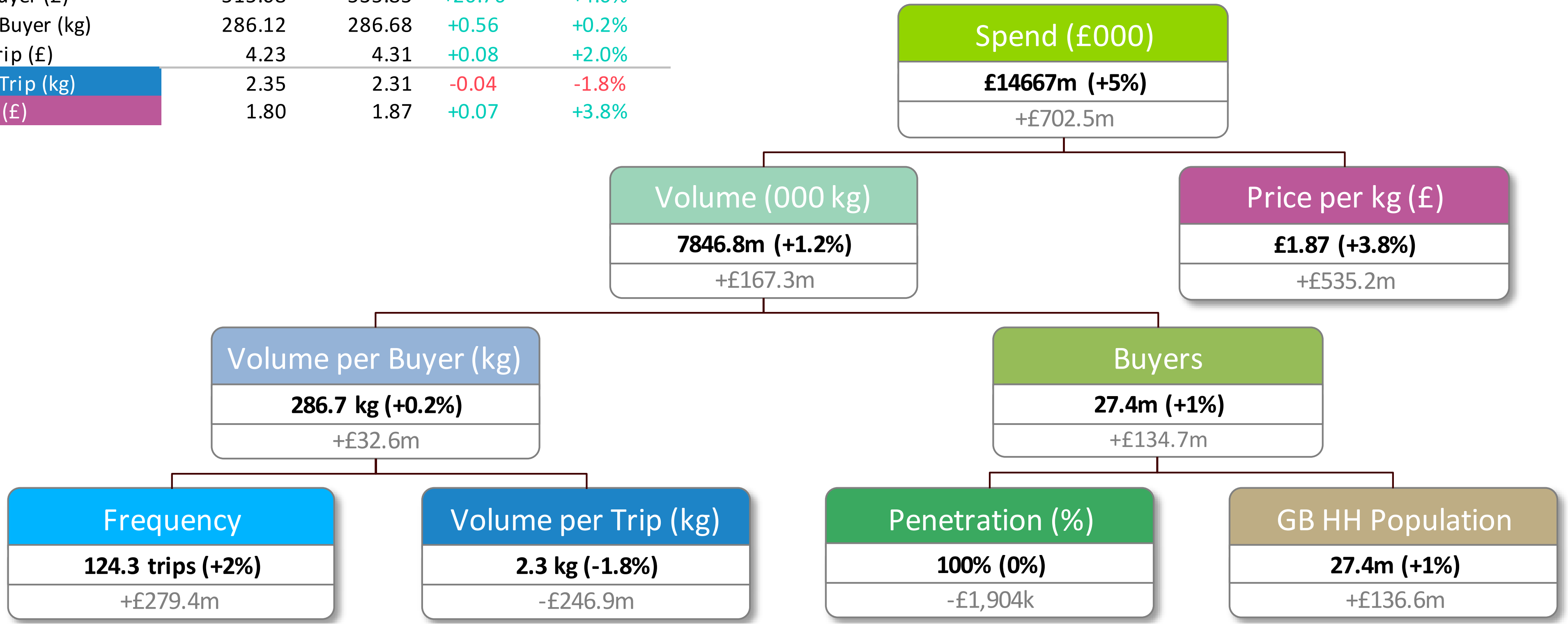
Kantar Worldpanel - 52 w/e 31th December 2017

The Fruit and Vegetable market is growing at 5%, as prices become more expensive and shoppers buy the category more regularly, although in smaller basket sizes.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	13,964,480	14,666,980	+702,500	+5.0%
Volume (000 kg)	7,757,051	7,846,819	+89,768	+1.2%
Penetration (%)	99.97	99.95	-0.01	-0.0%
Frequency	121.91	124.35	+2.44	+2.0%
Spend per Buyer (£)	515.08	535.85	+20.76	+4.0%
Volume per Buyer (kg)	286.12	286.68	+0.56	+0.2%
Spend per Trip (£)	4.23	4.31	+0.08	+2.0%
Volume per Trip (kg)	2.35	2.31	-0.04	-1.8%
Price per kg (£)	1.80	1.87	+0.07	+3.8%

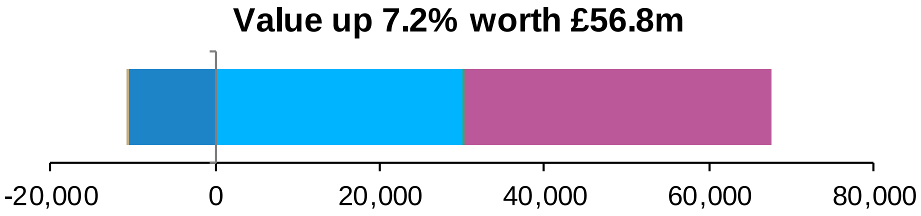
Value up 5% worth £702.5m

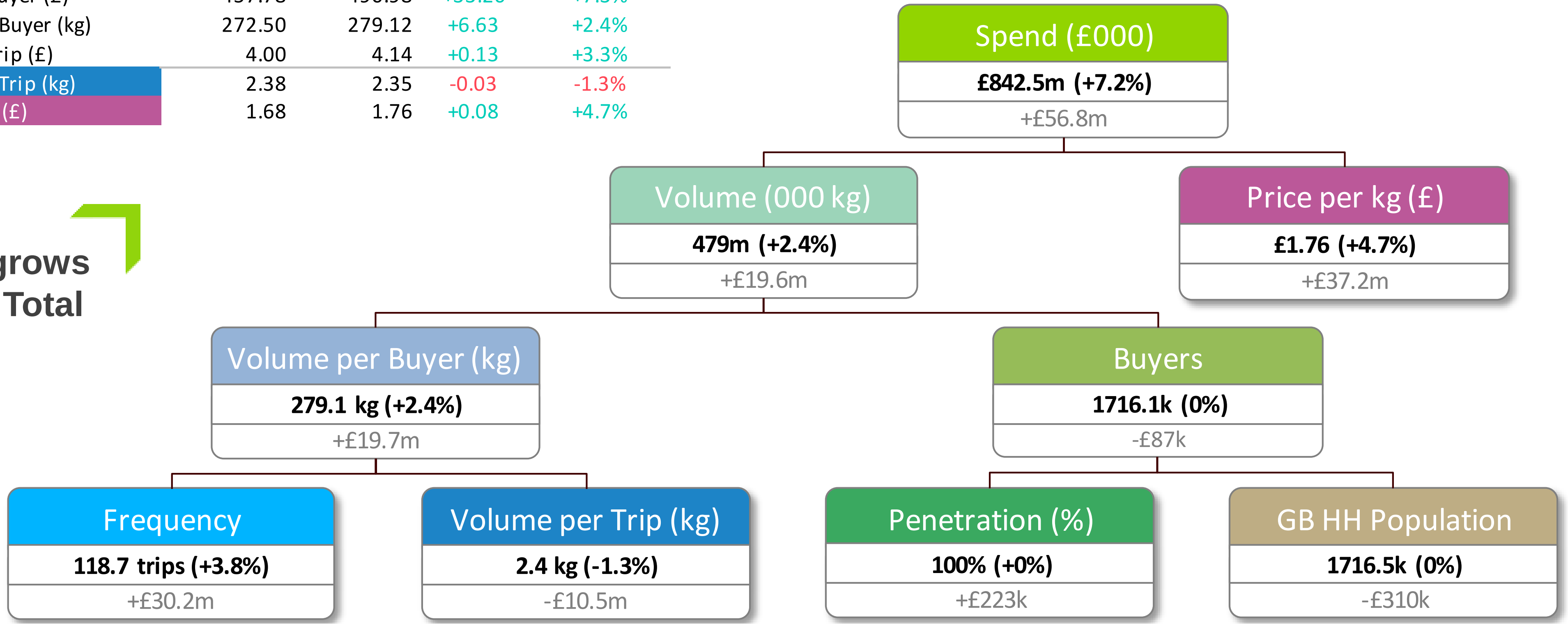




Wales boasts similar growth patterns, however manages to out-pace Total GB as price inflation is greater.

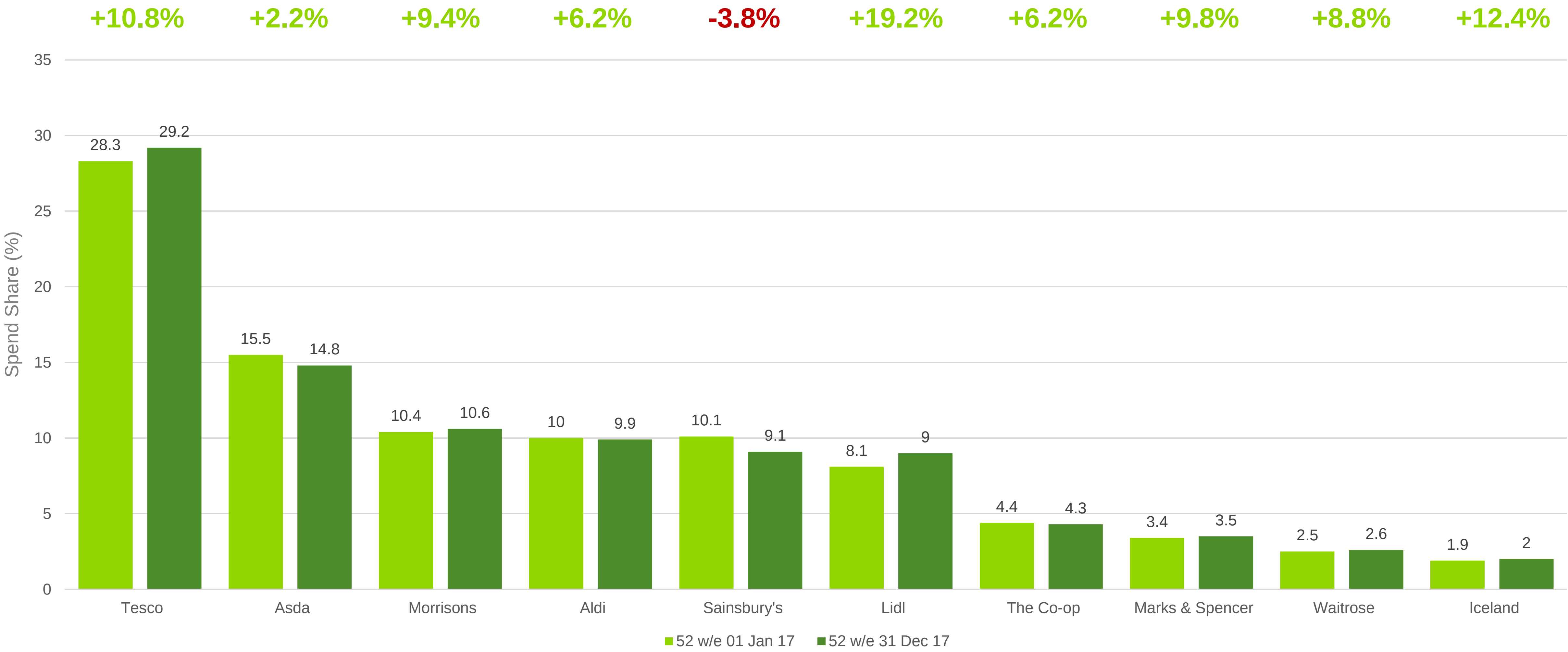
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	785,695	842,491	+56,796	+7.2%
Volume (000 kg)	467,694	478,954	+11,260	+2.4%
Penetration (%)	99.95	99.98	+0.03	+0.0%
Frequency	114.31	118.68	+4.37	+3.8%
Spend per Buyer (£)	457.78	490.98	+33.20	+7.3%
Volume per Buyer (kg)	272.50	279.12	+6.63	+2.4%
Spend per Trip (£)	4.00	4.14	+0.13	+3.3%
Volume per Trip (kg)	2.38	2.35	-0.03	-1.3%
Price per kg (£)	1.68	1.76	+0.08	+4.7%



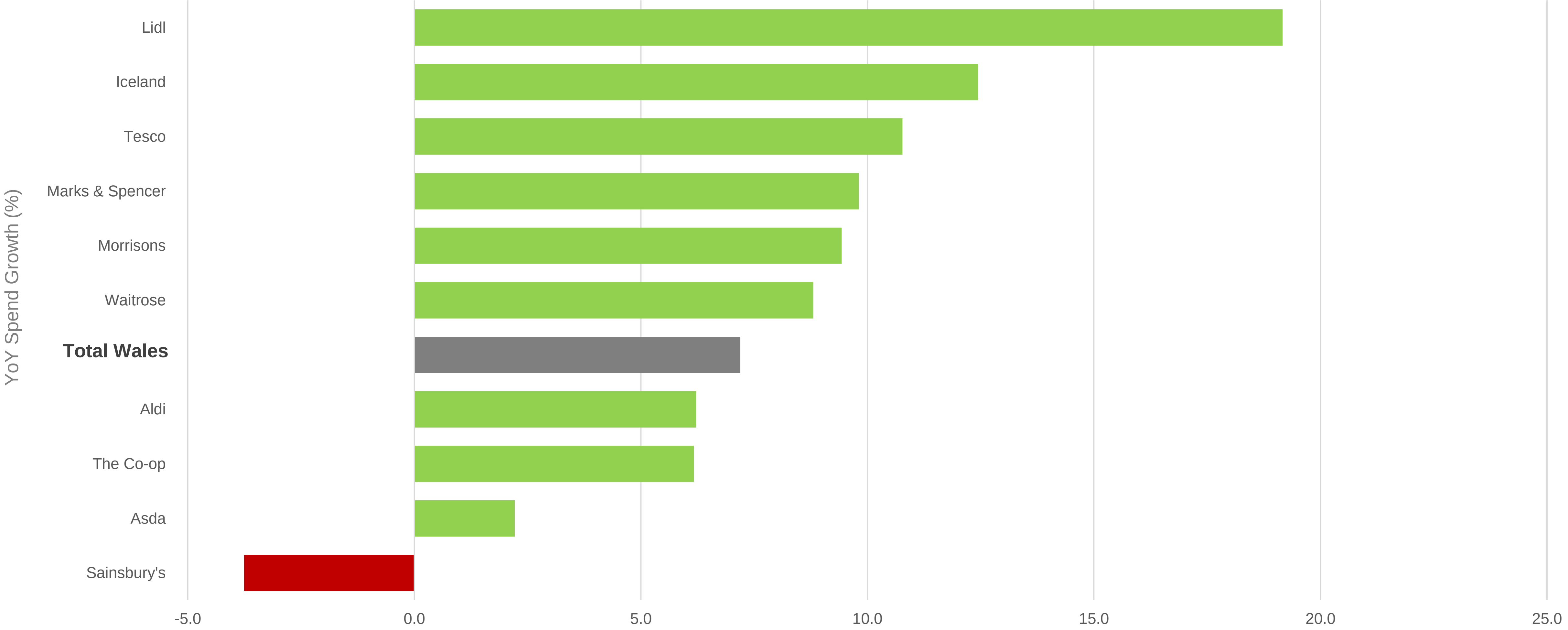


Total Grocery grows at +5% across Total GB.

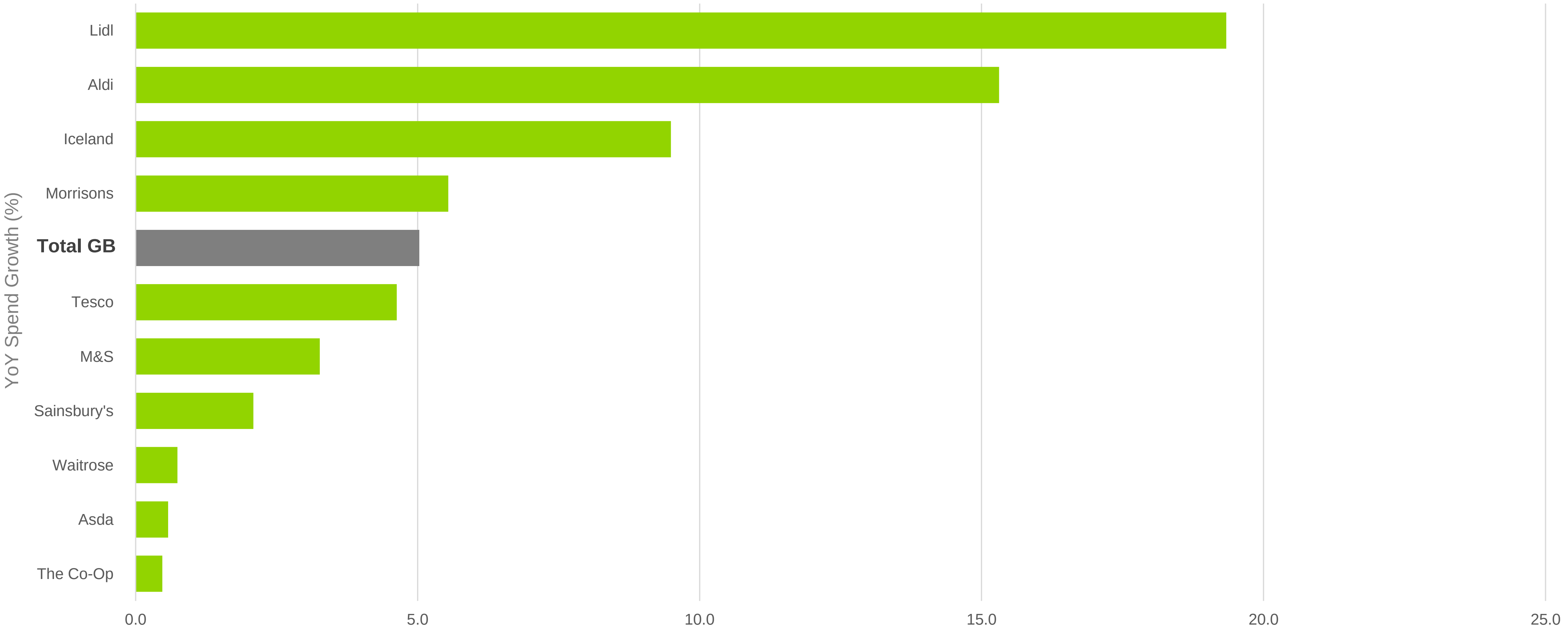
Aldi over-takes Sainsbury's to make the top 4 retailers in Fruit and Vegetables, whilst Lidl aren't far behind Sainsbury's



While Aldi is one of the fastest growing retailers in Wales (+12.2% Total Wales), it has fallen behind the market in Fruit and Veg.

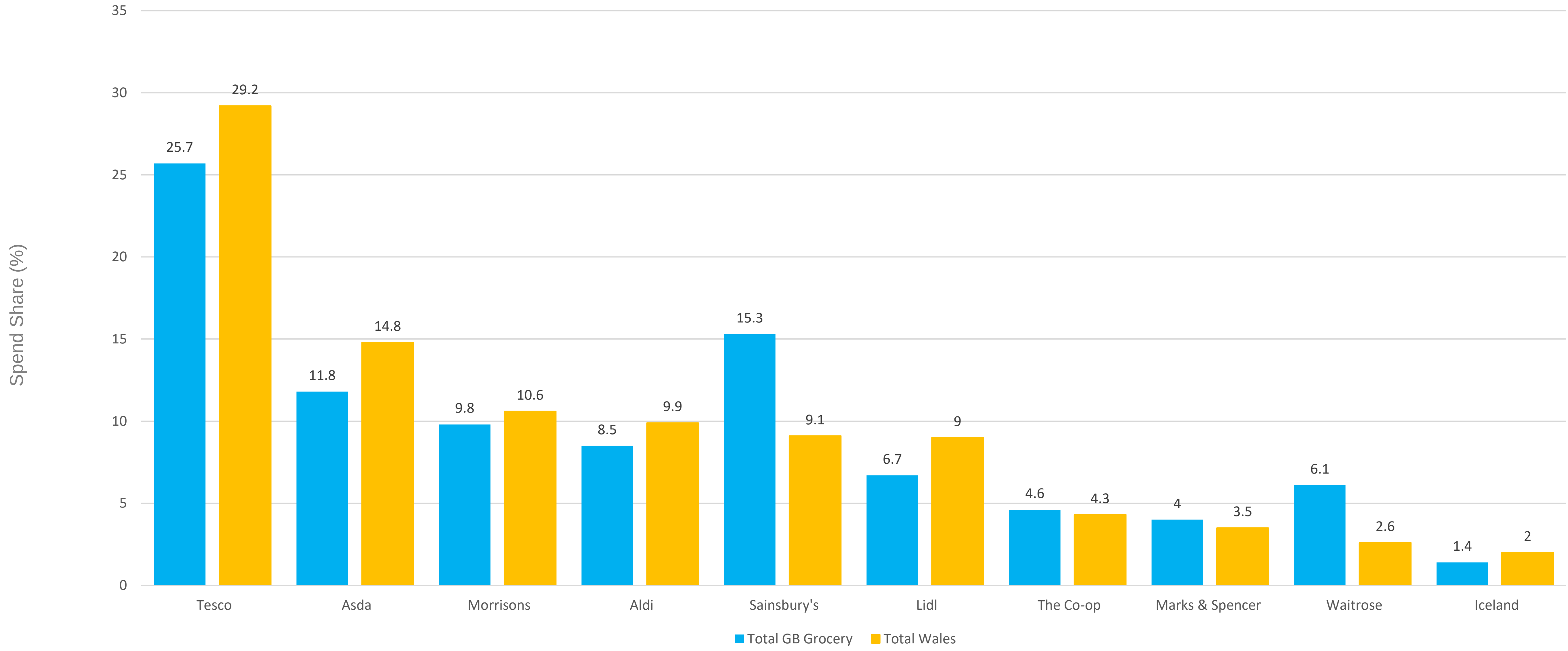


Lidl (+19.3%) and Aldi (+15.3%) are the only retailers to achieve double digit spend growth in the last year, all of the Big 4 are growing behind the Total GB market average

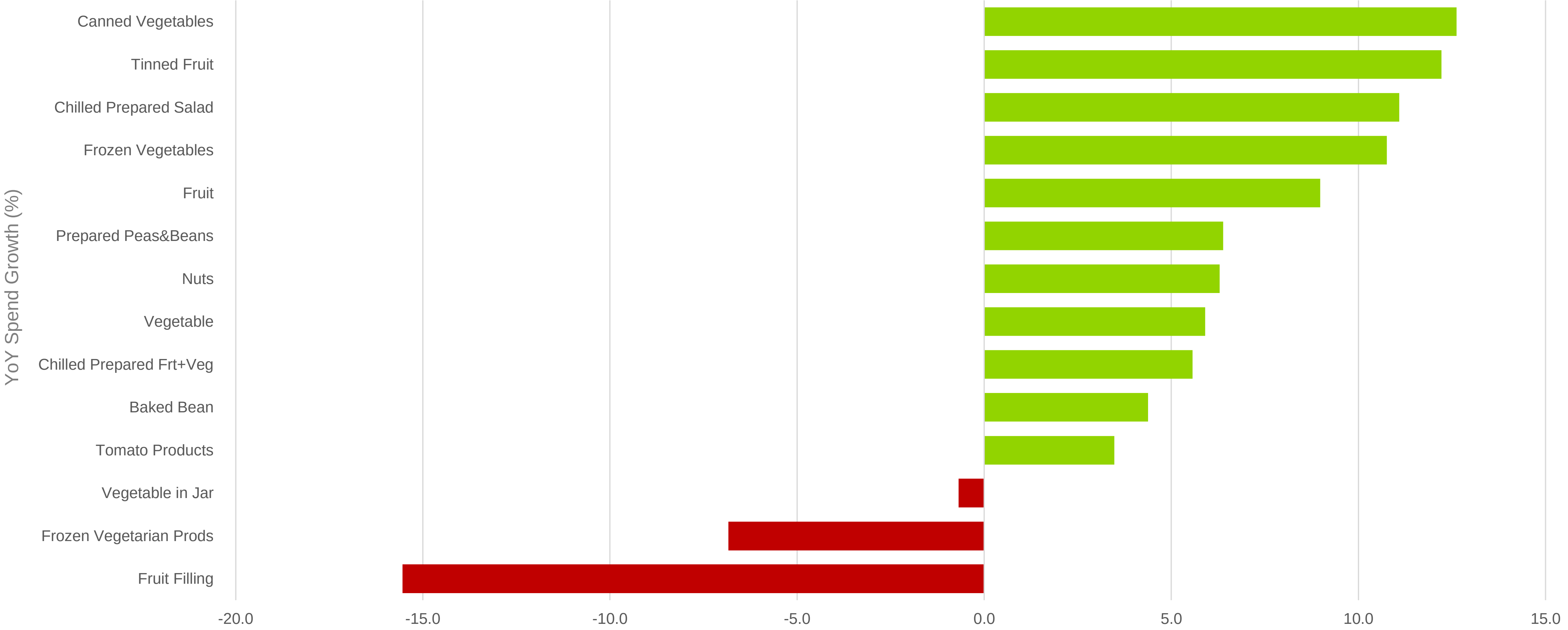


Lidl has a strong over trade in Fruit & Vegetables vs. their share of Total Wales

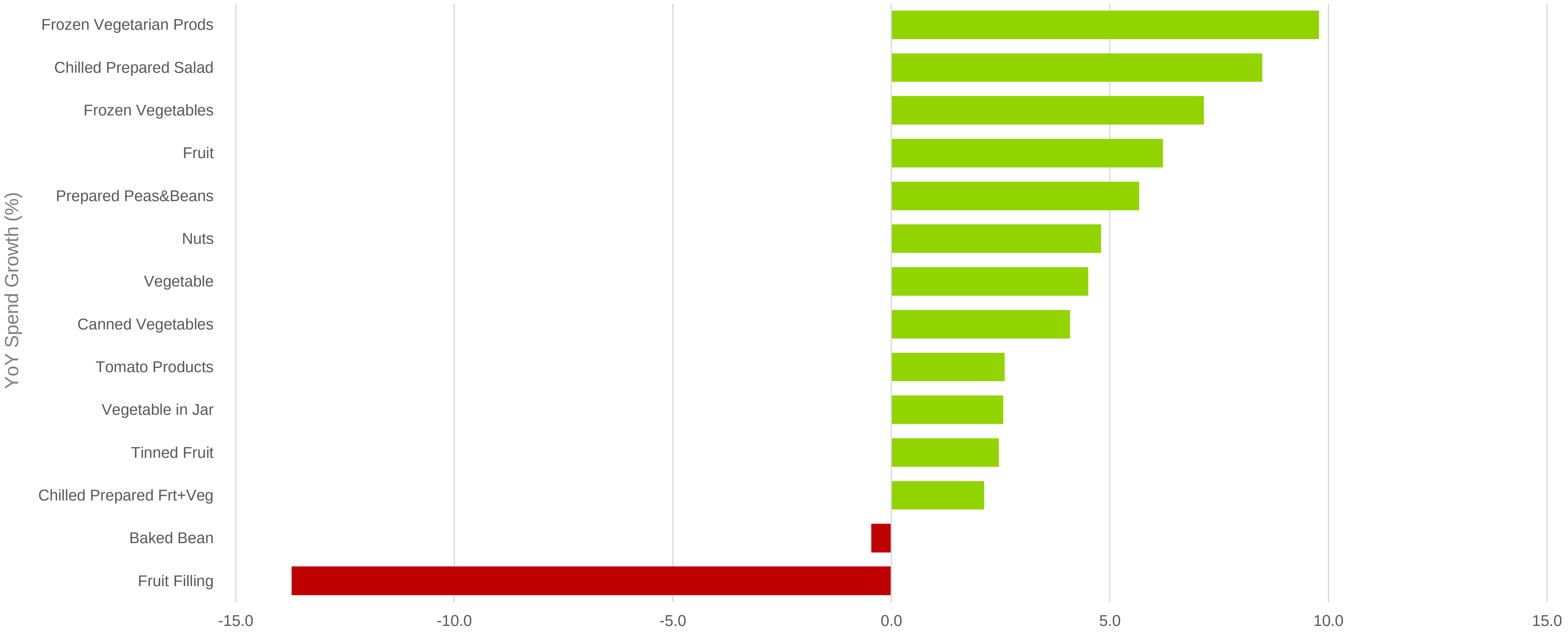
Retailer share of spend : Total Wales	27.0%	16.1%	10.3%	6.9%	7.5%	5.8%	4.8%	3.5%	2.2%	3.0%



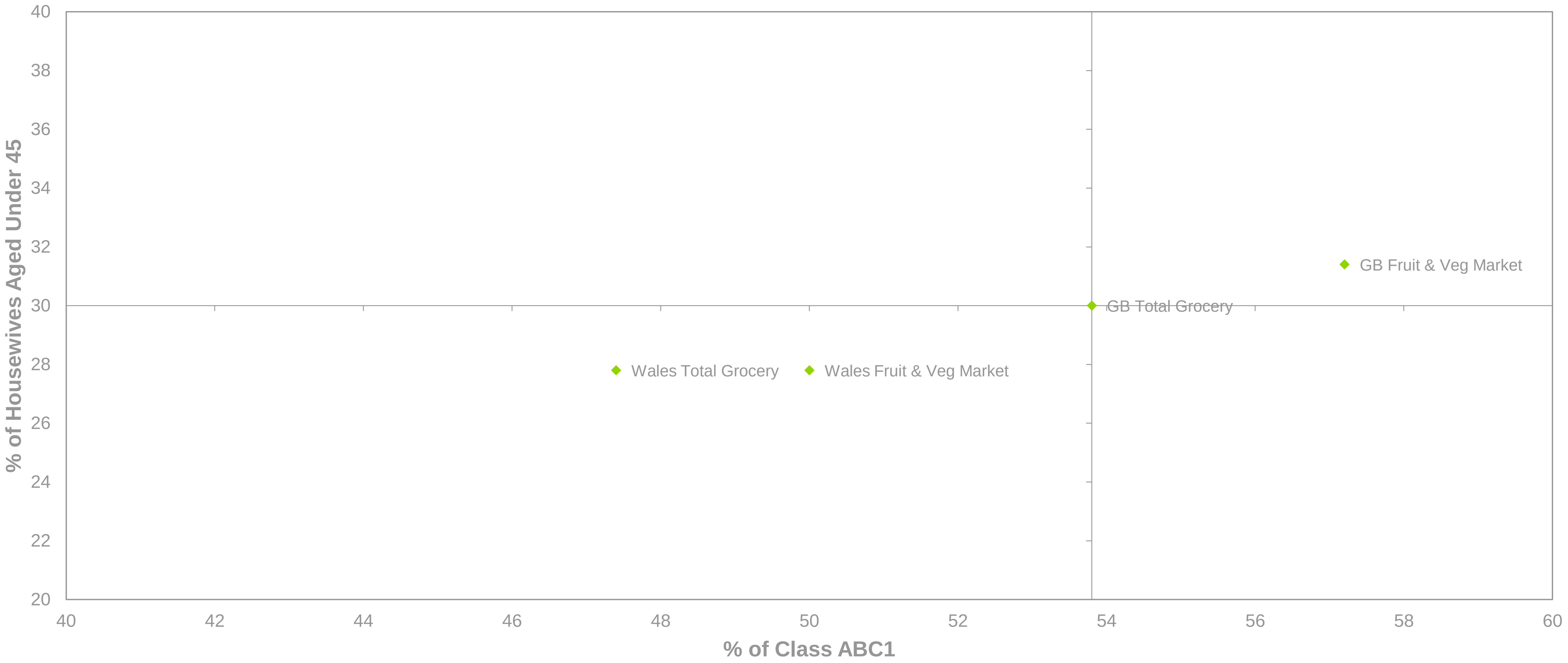
Canned Veg and Tinned Fruit are both seeing the strongest category growth.



Most sectors are in growth in the last year, with only Baked Beans (-0.5%) and Fruit Filling (-13.7%) seeing a decline in spend



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

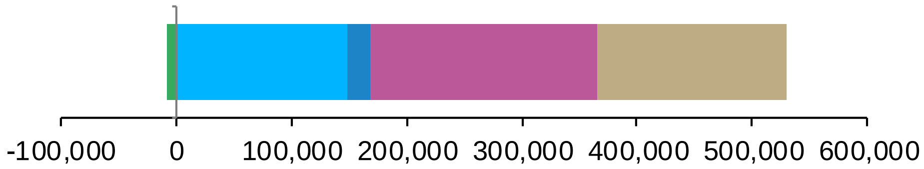
KANTAR WORLDPANEL

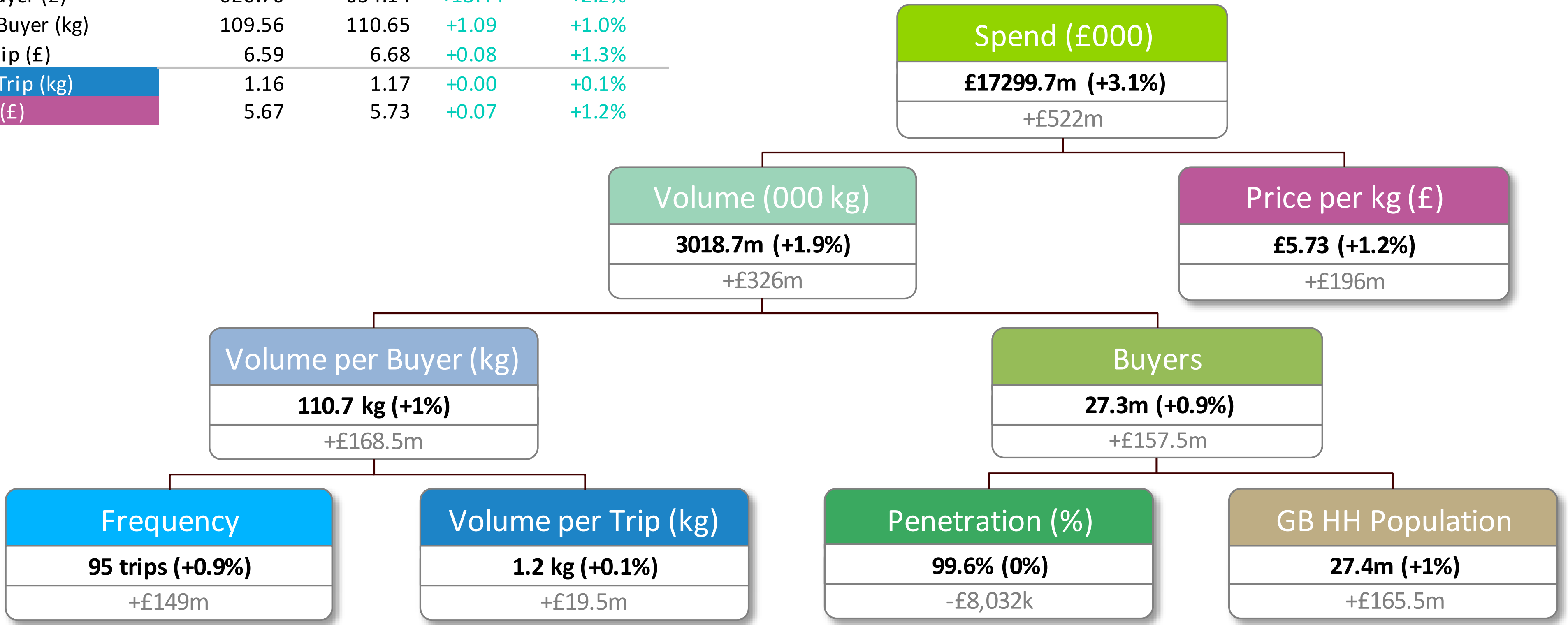
Total Meat and Meat Products

Kantar Worldpanel - 52 w/e 31th December 2017

The Meat category is seeing stable growth of +3.1%, growing through higher average prices and purchase frequency.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	16,777,650	17,299,680	+522,030	+3.1%
Volume (000 kg)	2,961,463	3,018,662	+57,199	+1.9%
Penetration (%)	99.67	99.62	-0.05	-0.0%
Frequency	94.12	94.95	+0.83	+0.9%
Spend per Buyer (£)	620.70	634.14	+13.44	+2.2%
Volume per Buyer (kg)	109.56	110.65	+1.09	+1.0%
Spend per Trip (£)	6.59	6.68	+0.08	+1.3%
Volume per Trip (kg)	1.16	1.17	+0.00	+0.1%
Price per kg (£)	5.67	5.73	+0.07	+1.2%

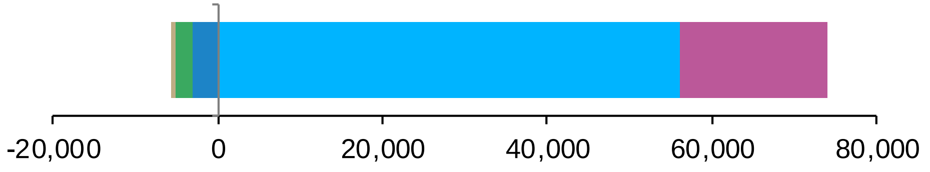


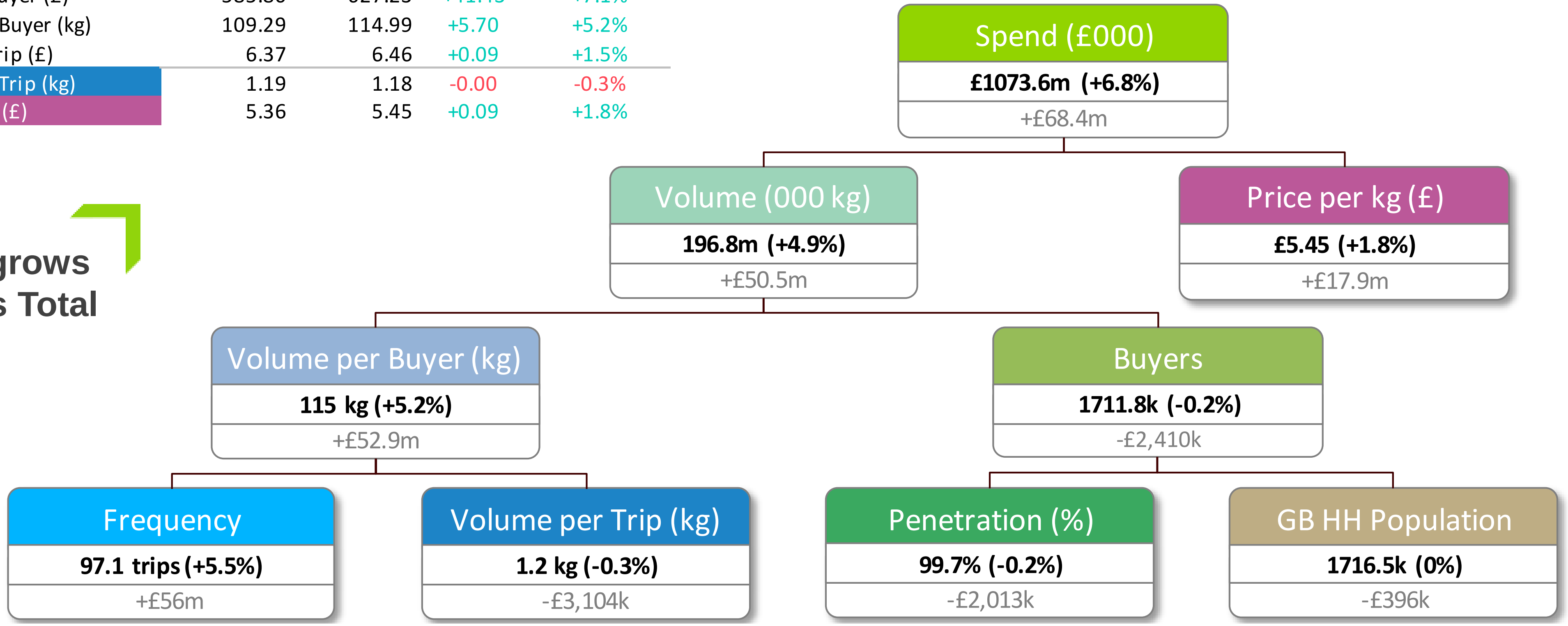


Frequency contribution is greater in Total Wales, with shoppers now making +5.5% more purchases over the year.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	1,005,188	1,073,553	+68,365	+6.8%
Volume (000 kg)	187,540	196,817	+9,277	+4.9%
Penetration (%)	99.93	99.72	-0.20	-0.2%
Frequency	91.98	97.08	+5.10	+5.5%
Spend per Buyer (£)	585.80	627.23	+41.43	+7.1%
Volume per Buyer (kg)	109.29	114.99	+5.70	+5.2%
Spend per Trip (£)	6.37	6.46	+0.09	+1.5%
Volume per Trip (kg)	1.19	1.18	-0.00	-0.3%
Price per kg (£)	5.36	5.45	+0.09	+1.8%

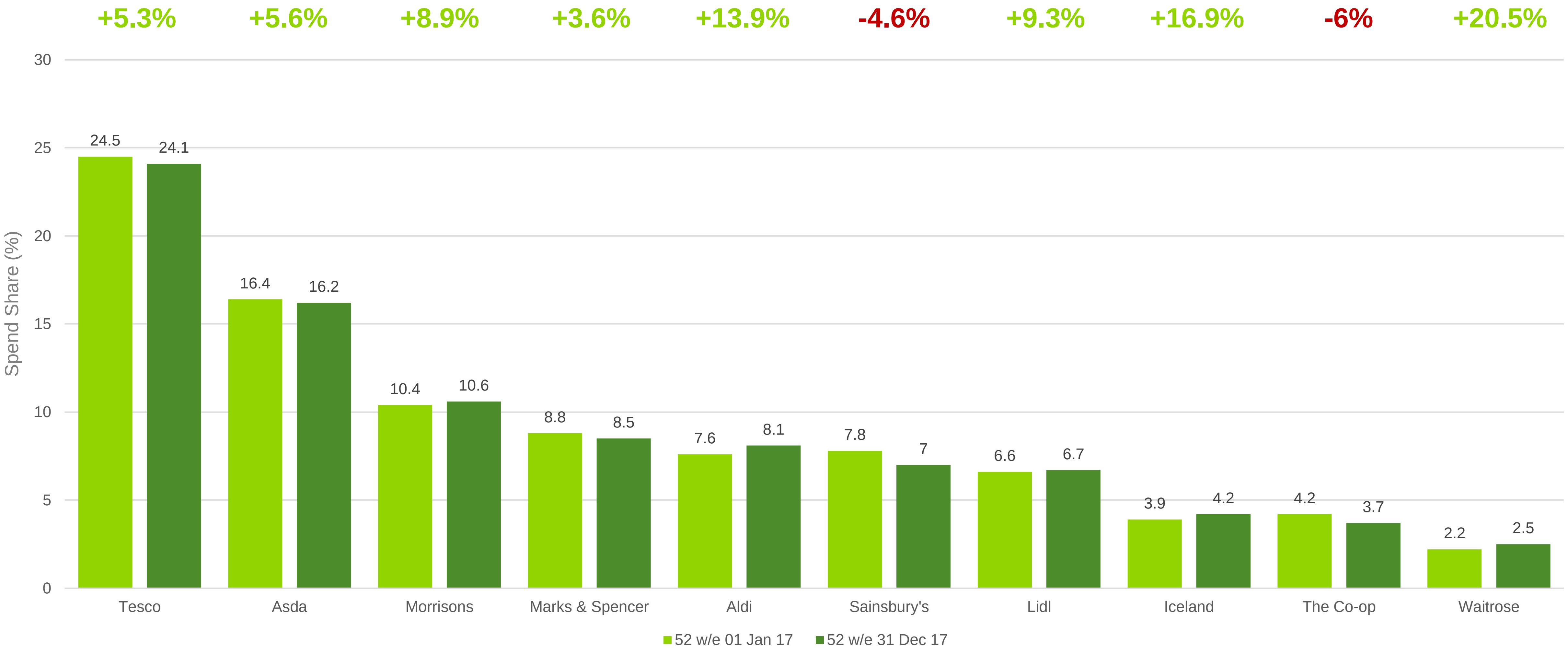
Value up 6.8% worth £68.4m



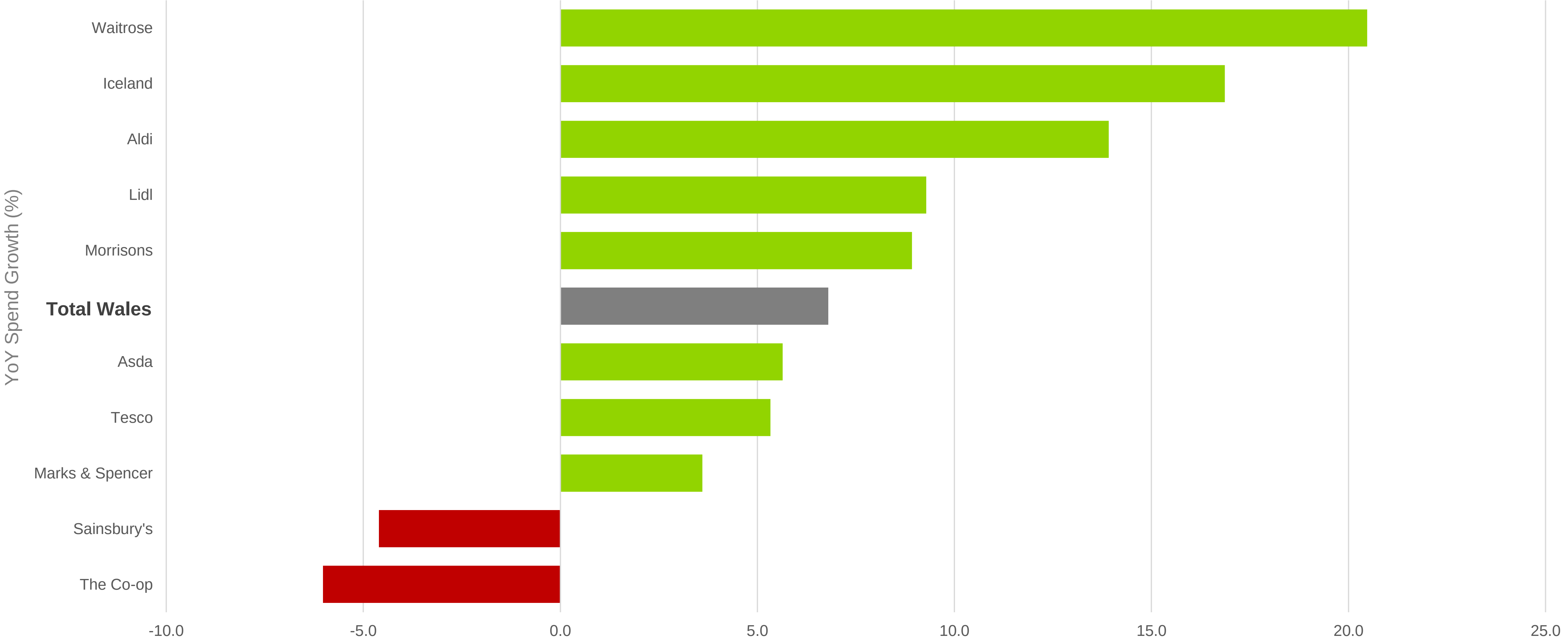


Total Grocery grows at +3.1% across Total GB.

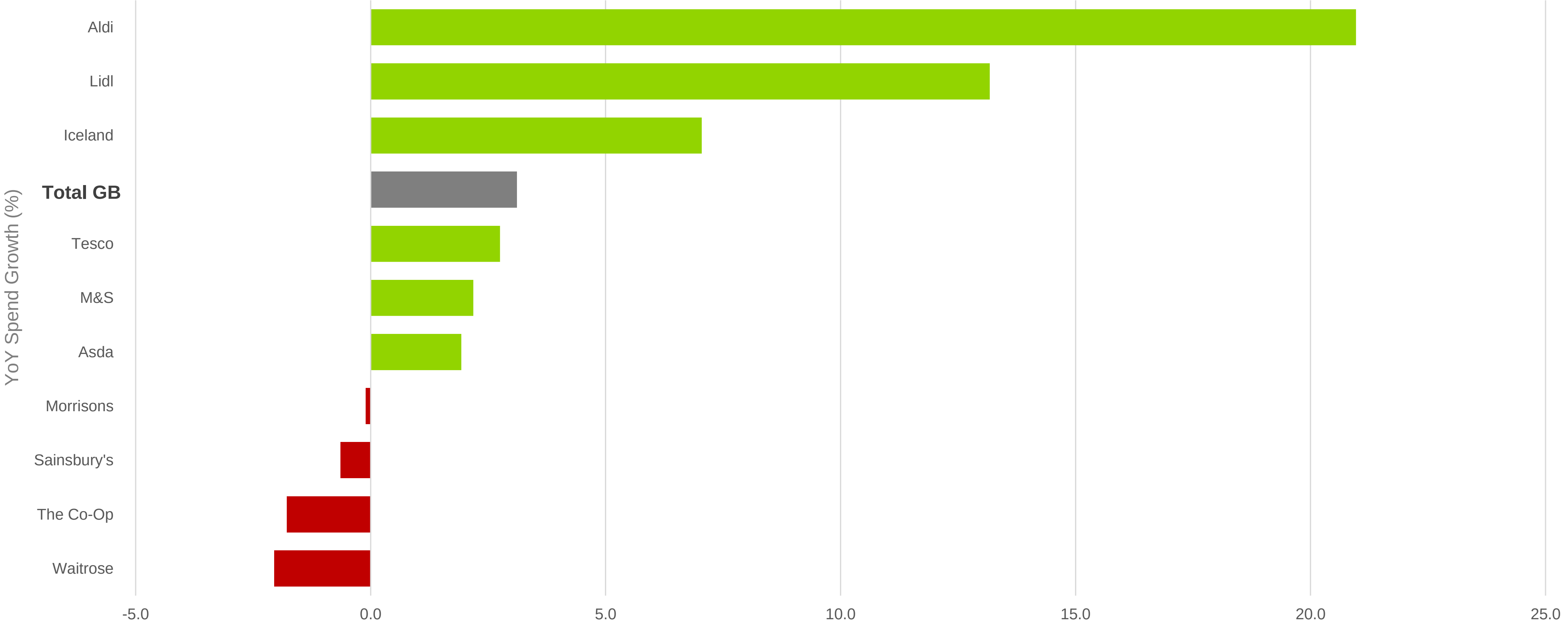
M&S makes the top 4 retailers in the category, however struggles to match the pace of smaller category retailers such as the discounters and Iceland.



Morrisons is the only Big Four retailer to grow above Total Wales, however it is Waitrose and Iceland that boast the strongest growth overall.

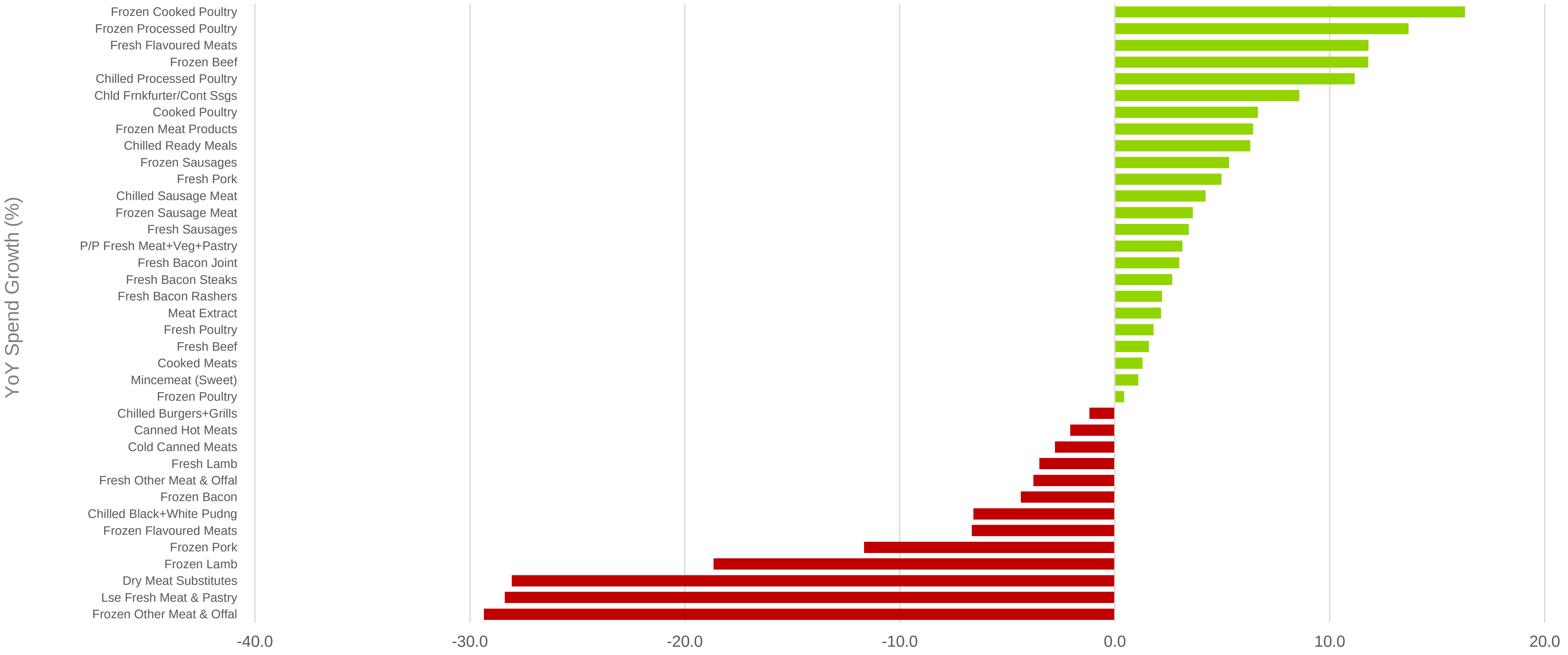


Tesco have the strongest growth out of the Big 4 retailers but are growing behind the Total GB market average

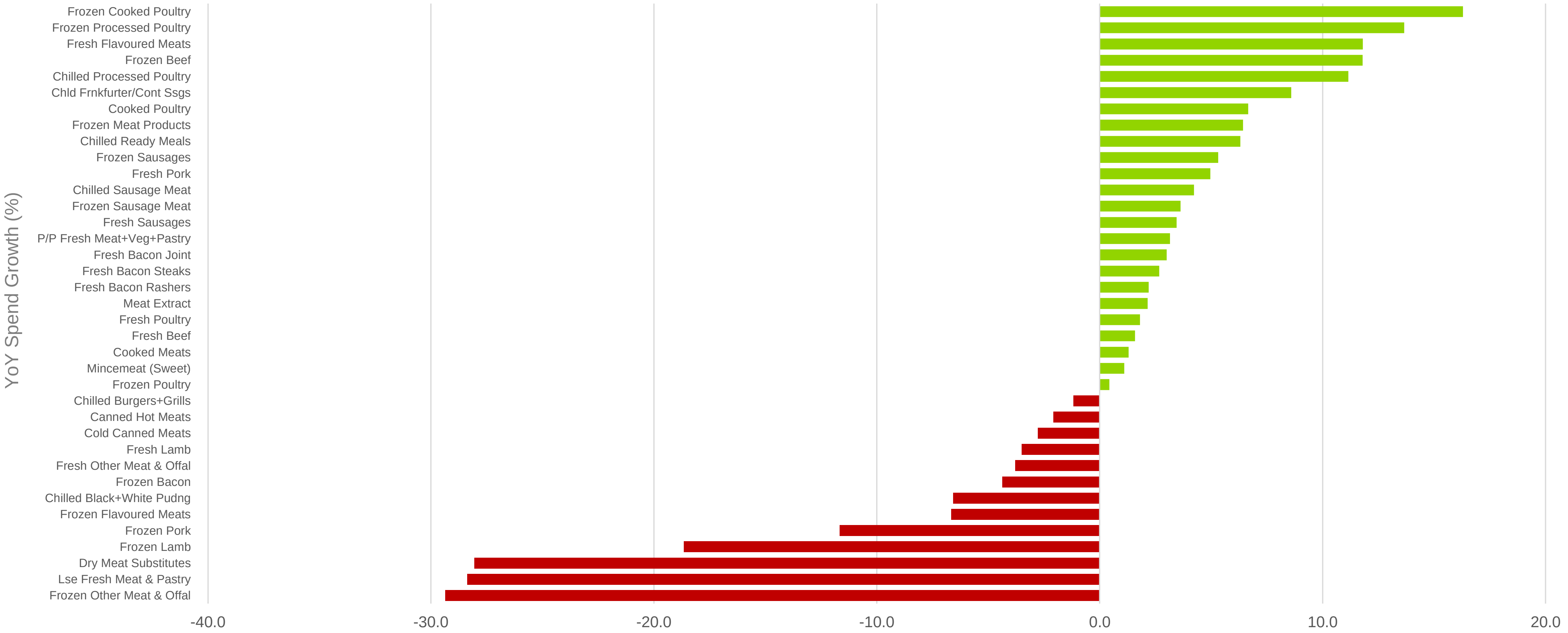


Tesco under trade in Meat & Meat Products, whilst M&S, Aldi and Lidl all have strong over trades vs. their share of Total Wales

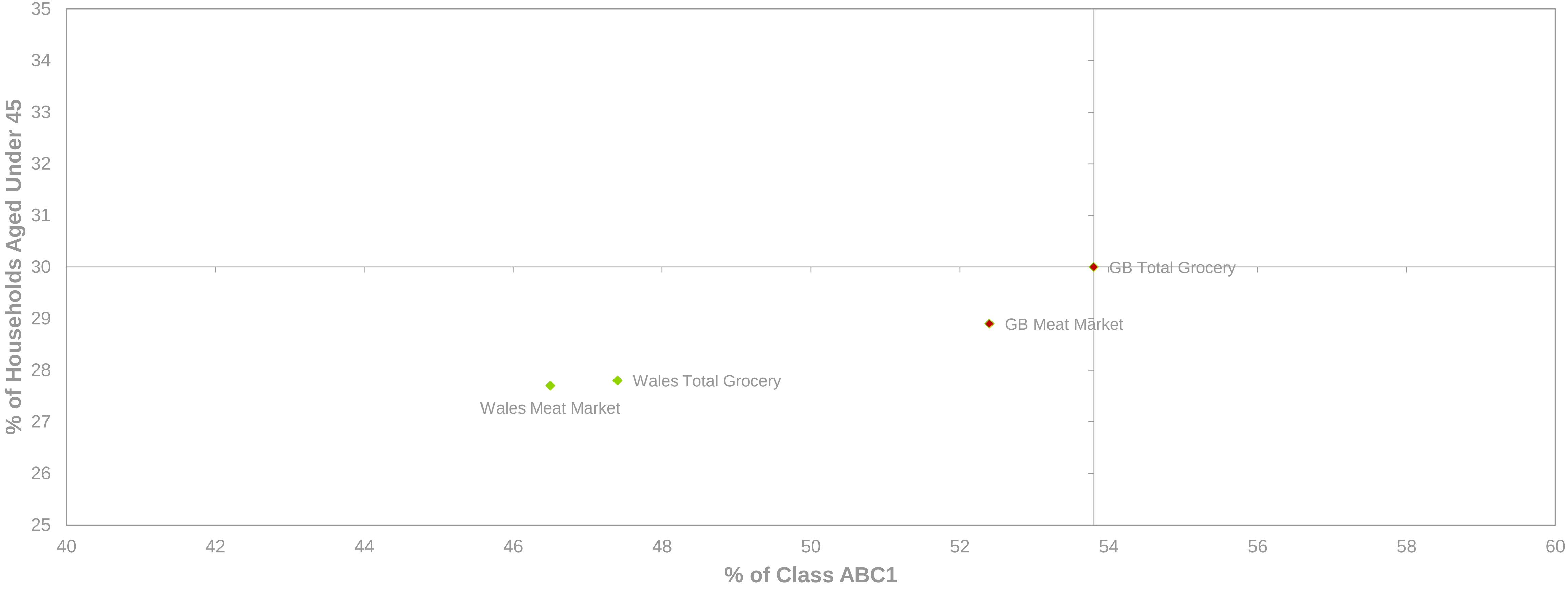
Poultry sectors all see some of the strongest growth in Meat, alongside Fresh Flavoured Meats and Chilled Ready Meals.



Frozen Poultry (cooked and processed) has the strongest growth in the last year, followed by Fresh Flavoured Meats and Frozen Beef



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



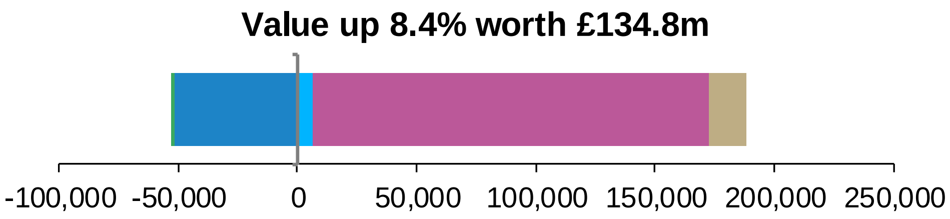
KANTAR WORLDPANEL

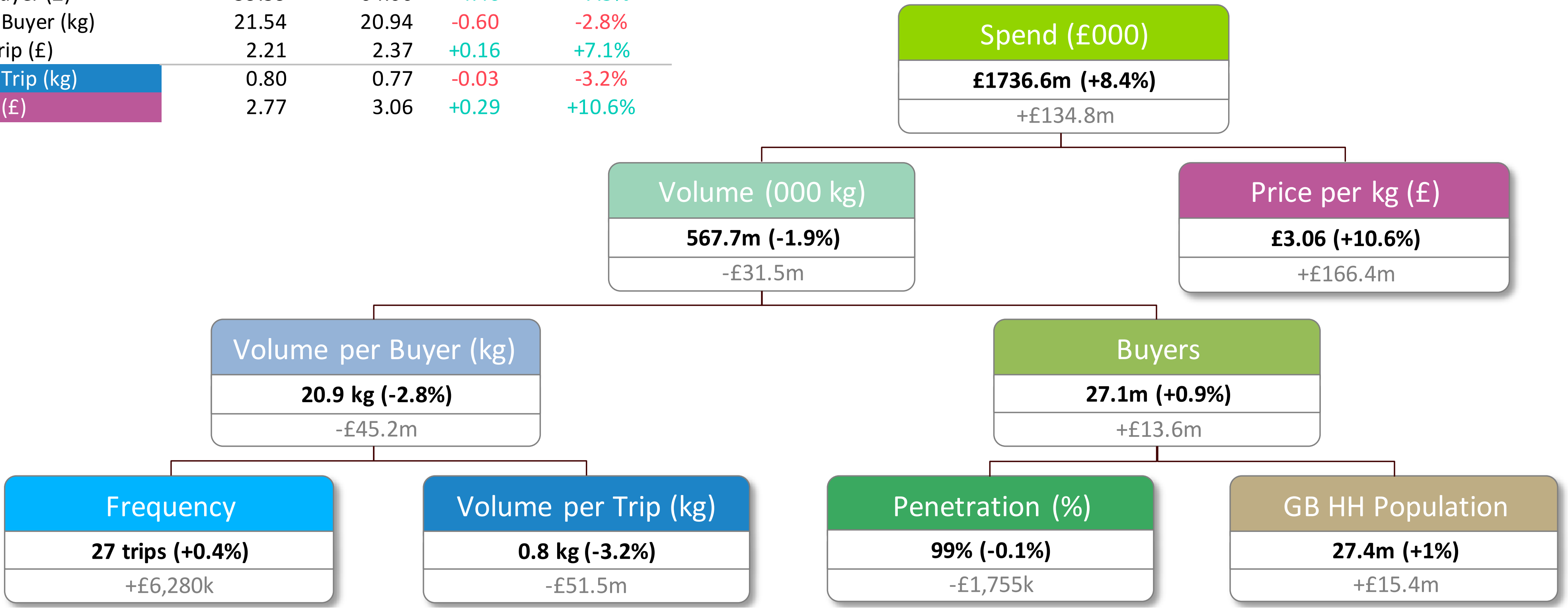
Total Oils and Fats

Kantar Worldpanel - 52 w/e 31th December 2017

Oils and Fats are becoming more expensive, however shopper numbers have remained flat, leading to strong growth of +8.4%.

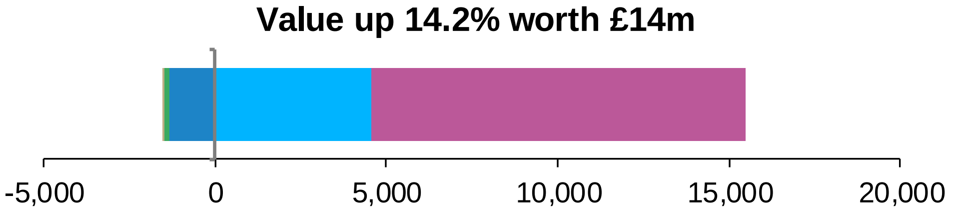
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	1,601,787	1,736,599	+134,812	+8.4%
Volume (000 kg)	578,907	567,707	-11,200	-1.9%
Penetration (%)	99.11	99.00	-0.11	-0.1%
Frequency	26.93	27.04	+0.11	+0.4%
Spend per Buyer (£)	59.59	64.06	+4.46	+7.5%
Volume per Buyer (kg)	21.54	20.94	-0.60	-2.8%
Spend per Trip (£)	2.21	2.37	+0.16	+7.1%
Volume per Trip (kg)	0.80	0.77	-0.03	-3.2%
Price per kg (£)	2.77	3.06	+0.29	+10.6%

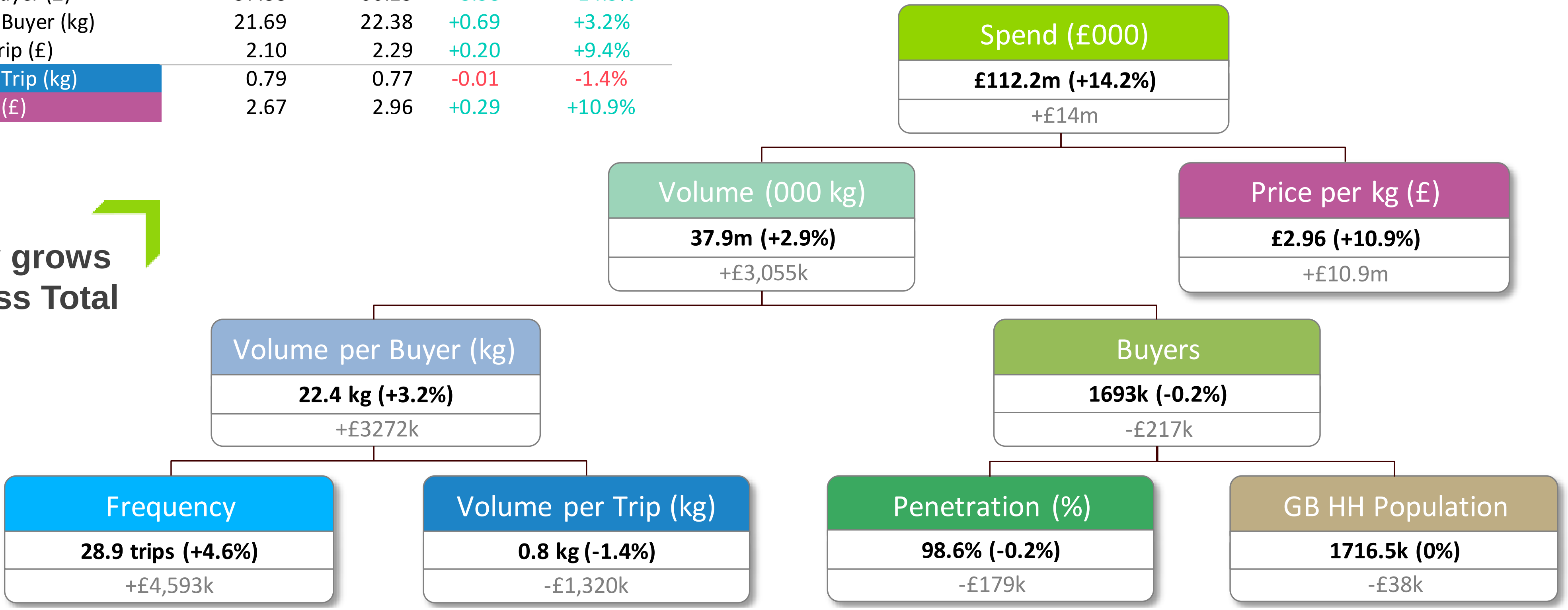




Wales has experienced similar levels of price inflation (+10.9% vs +10.6% in GB), however Welsh shoppers are buying the category more often.

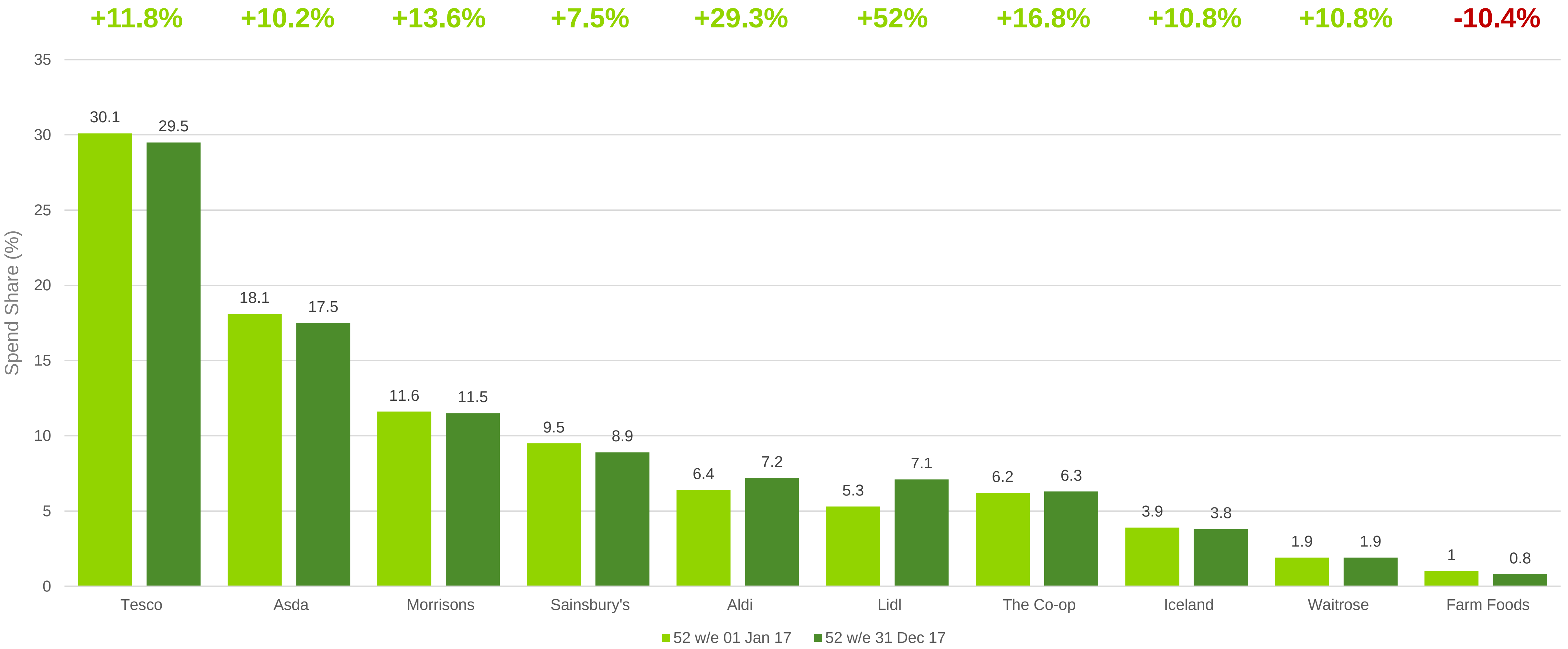
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	98,204	112,158	+13,954	+14.2%
Volume (000 kg)	36,797	37,880	+1,083	+2.9%
Penetration (%)	98.81	98.63	-0.18	-0.2%
Frequency	27.61	28.88	+1.27	+4.6%
Spend per Buyer (£)	57.88	66.25	+8.38	+14.5%
Volume per Buyer (kg)	21.69	22.38	+0.69	+3.2%
Spend per Trip (£)	2.10	2.29	+0.20	+9.4%
Volume per Trip (kg)	0.79	0.77	-0.01	-1.4%
Price per kg (£)	2.67	2.96	+0.29	+10.9%



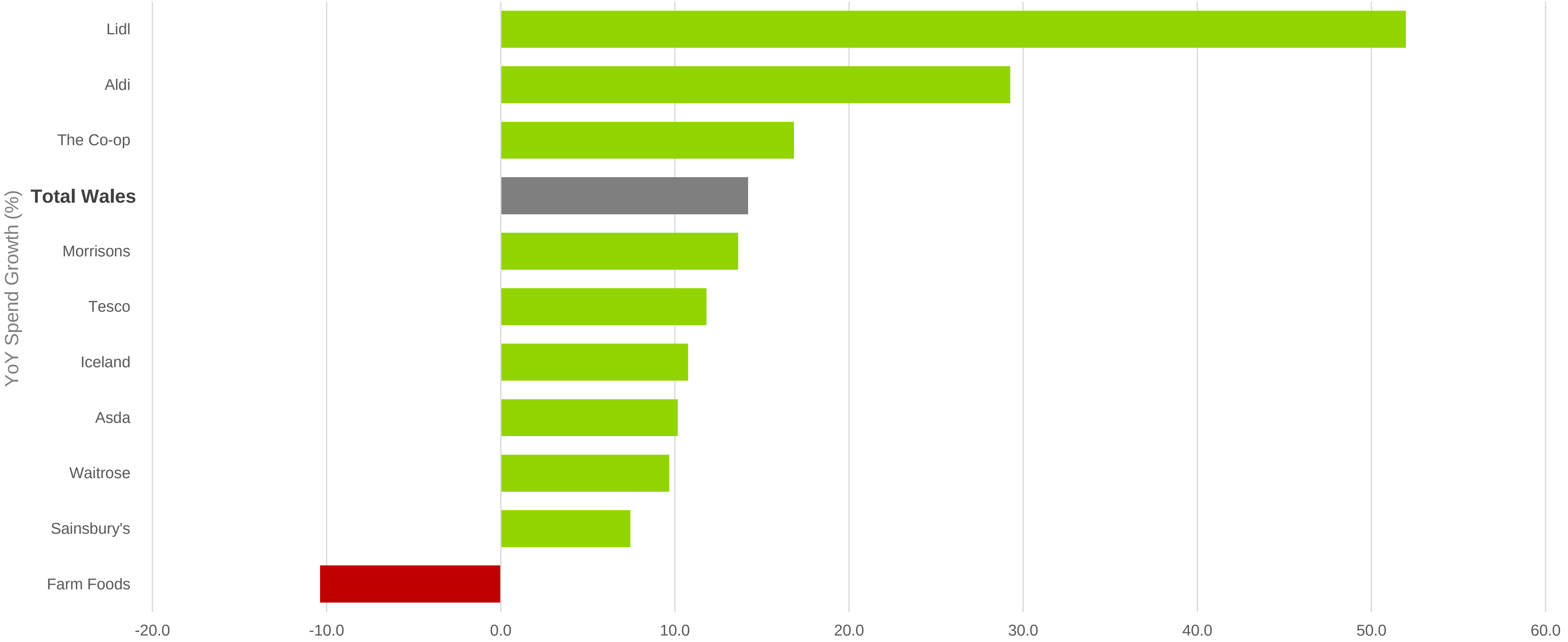


Total Grocery grows at +8.4% across Total GB.

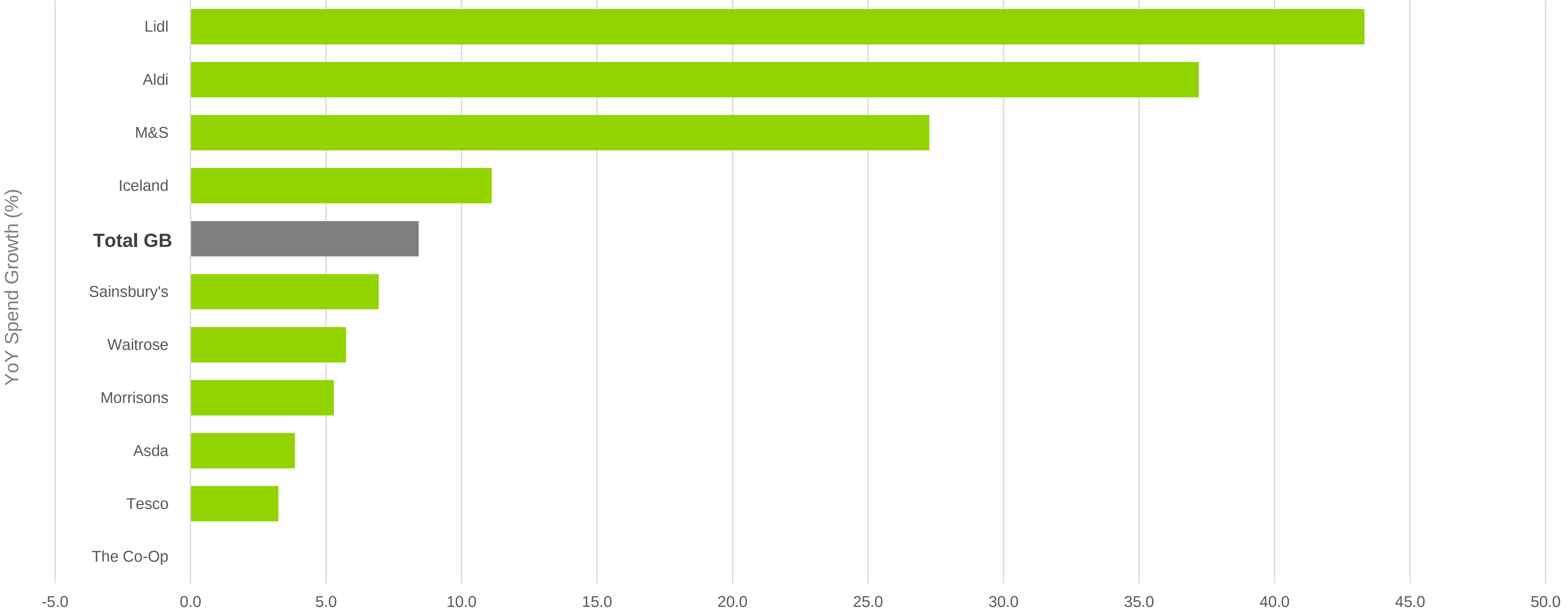
Strong growth across the retailers, with Lidl managing to grow its share of Oil and Fats by 1.9ppts.



The discounters help drive the Oils and Fats market growth in Wales, with Lidl growing by +52%.



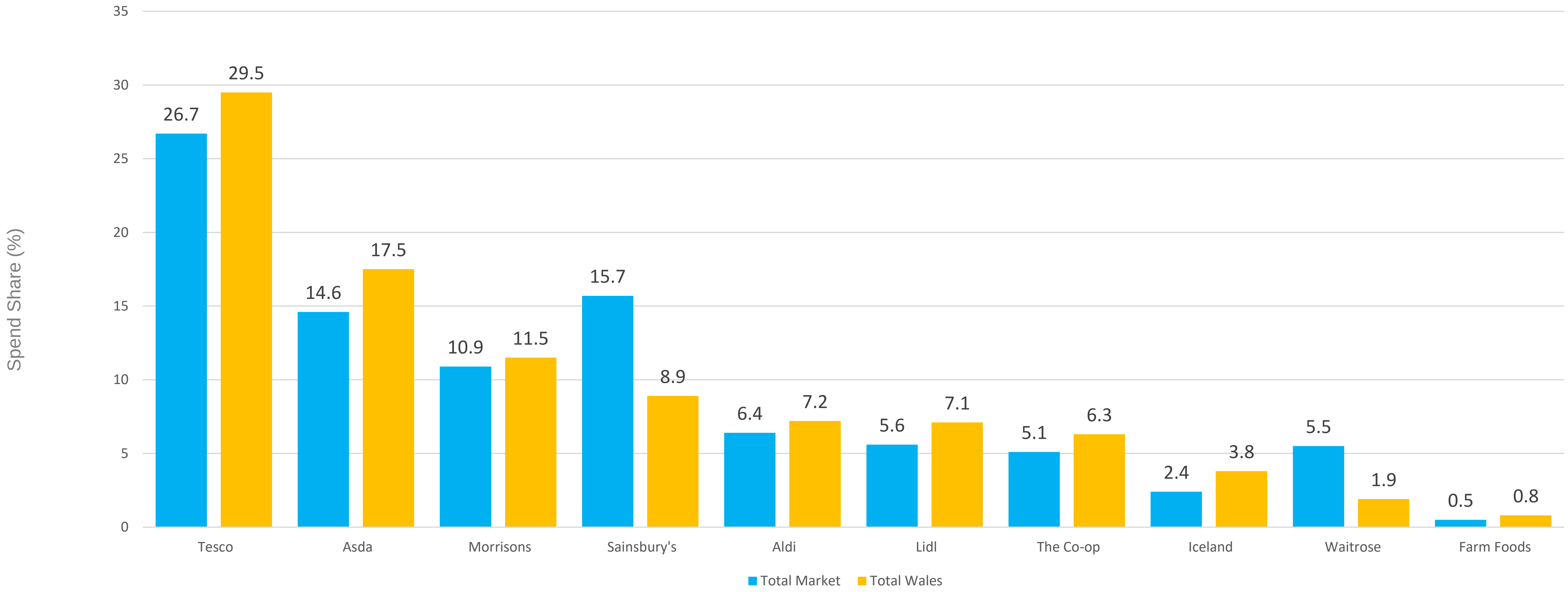
Lidl's spend growth within Oils & Fats is 43.3% in the last year at a Total GB market level, Aldi's growth is 37.2%



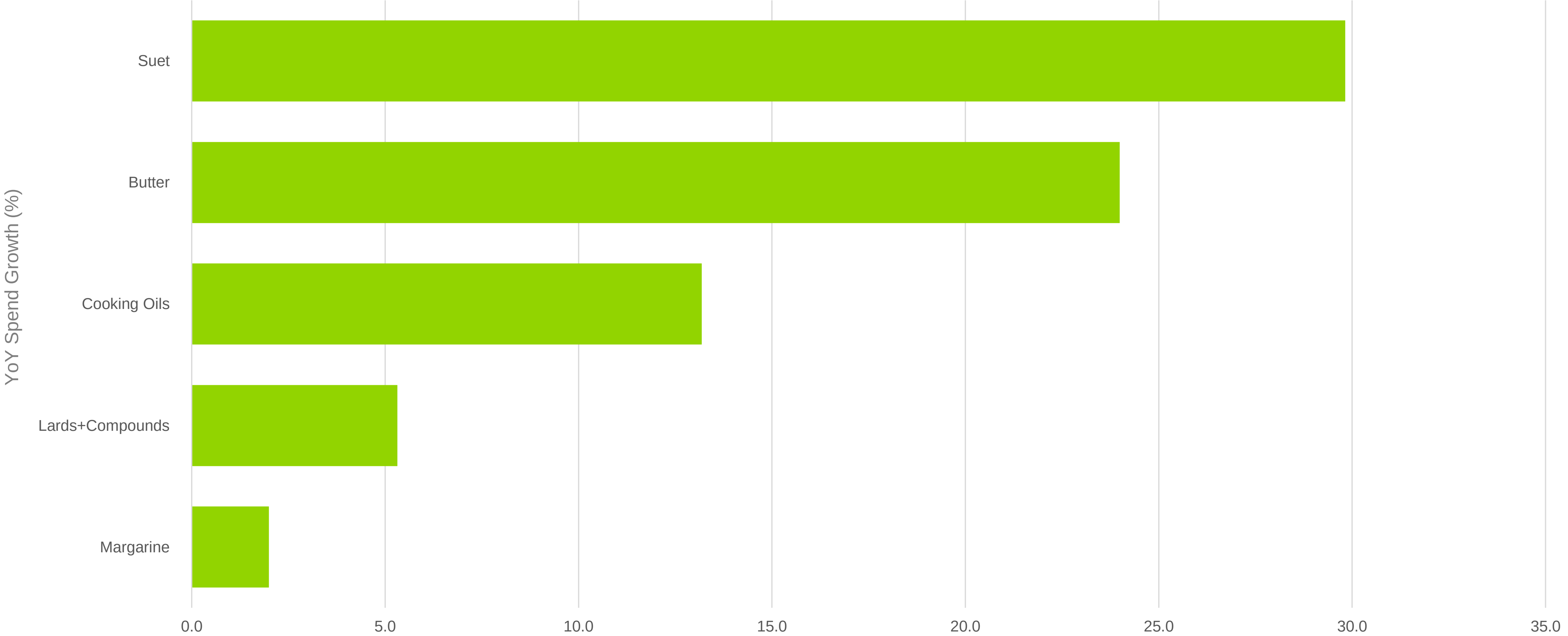
Most retailers over trade in Oils & Fats compared to their share of Total Wales

Retailer share of spend : Total Wales

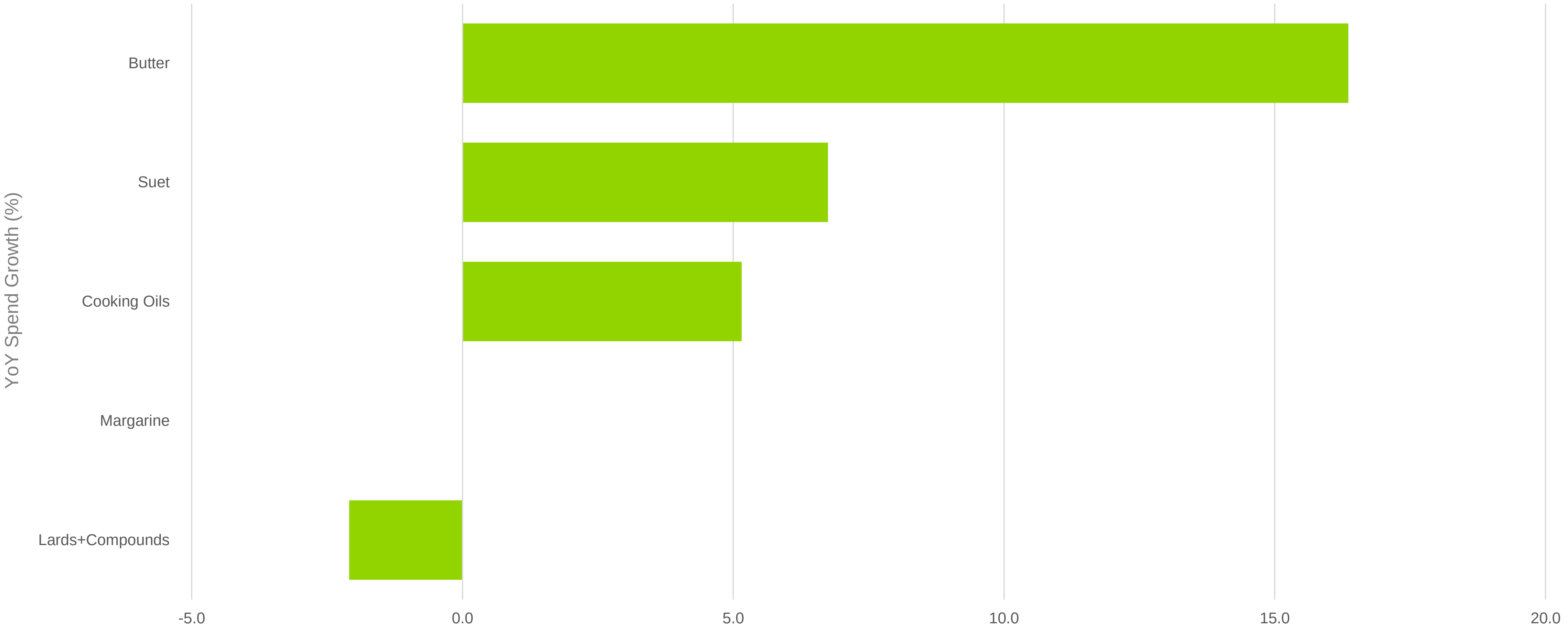
27.0%	16.1%	10.3%	7.5%	6.9%	5.8%	4.8%	3.0%	2.2%



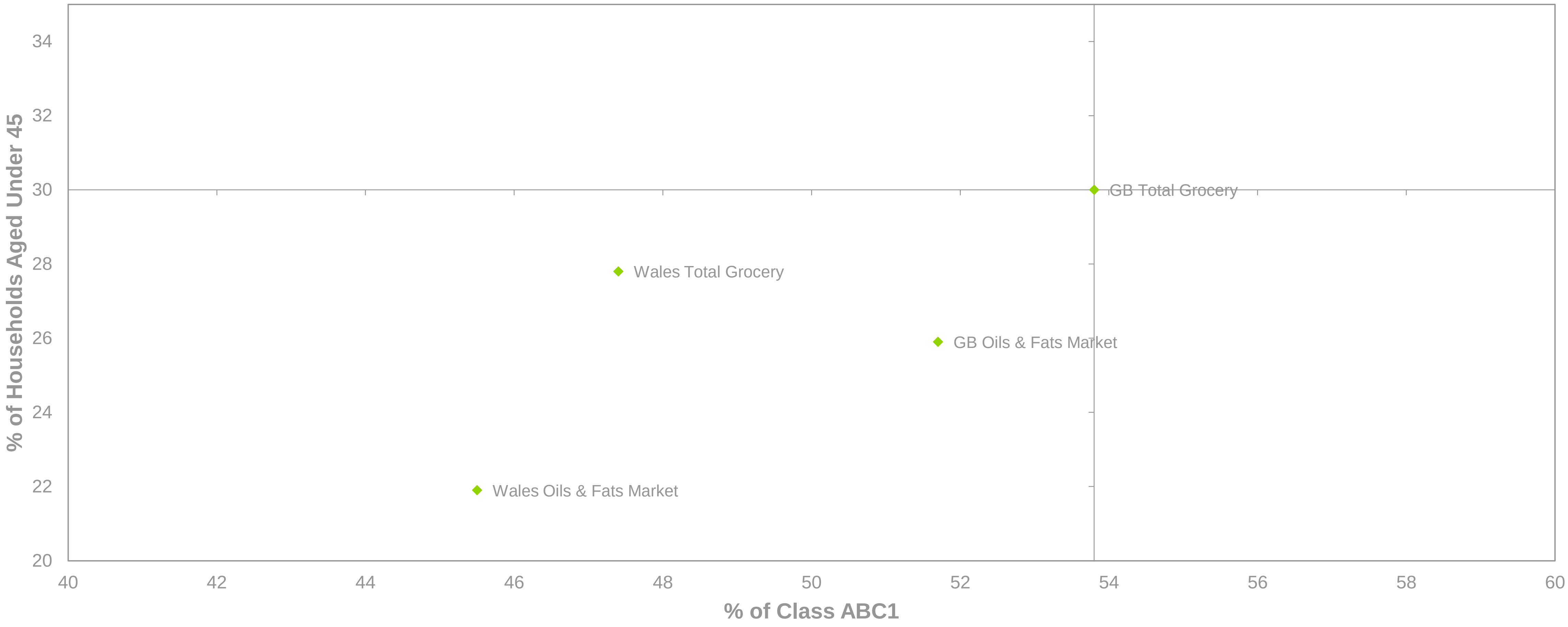
Butter is in strong growth as average prices continue to rise.



Butter has the strongest growth at a Total GB level, growing 16.4% in the last year



Oils and Fats are more likely to be bought by older, less affluent shoppers than Total Grocery in both Total GB and Wales.



KANTAR WORLDPANEL

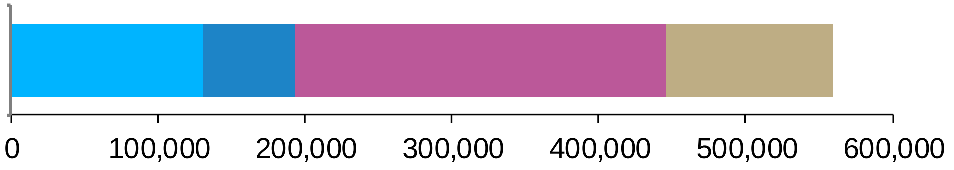
Total Dairy and Dairy Products

Kantar Worldpanel - 52 w/e 31th December 2017

Dairy/Dairy Products grows across all metrics, with price inflation being the main driver of growth. Shoppers are also buying more overall volume, largely due to purchase frequency.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	11,402,610	11,962,230	+559,620	+4.9%
Volume (000 kg)	13,597,620	13,961,010	+363,390	+2.7%
Penetration (%)	99.95	99.96	+0.01	+0.0%
Frequency	119.89	121.24	+1.35	+1.1%
Spend per Buyer (£)	420.66	437.01	+16.35	+3.9%
Volume per Buyer (kg)	501.64	510.03	+8.39	+1.7%
Spend per Trip (£)	3.51	3.60	+0.10	+2.7%
Volume per Trip (kg)	4.18	4.21	+0.02	+0.5%
Price per kg (£)	0.84	0.86	+0.02	+2.2%

Value up 4.9% worth £559.6m



Spend (£000)
£11962.2m (+4.9%)
+£559.6m

Volume (000 kg)
13961m (+2.7%)
+£307.3m

Price per kg (£)
£0.86 (+2.2%)
+£252.3m

Volume per Buyer (kg)
510 kg (+1.7%)
+£193.1m

Buyers
27.4m (+1%)
+£114.3m

Frequency
121.2 trips (+1.1%)
+£130.4m

Volume per Trip (kg)
4.2 kg (+0.5%)
+£62.6m

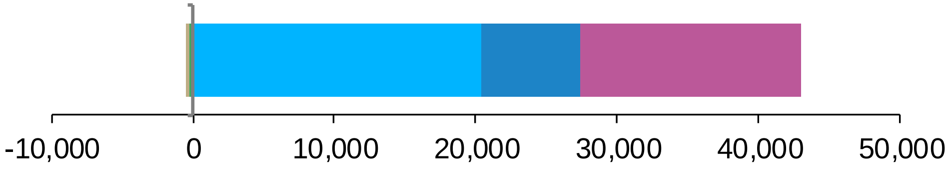
Penetration (%)
100% (+0%)
+£1,025k

GB HH Population
27.4m (+1%)
+£113.2m

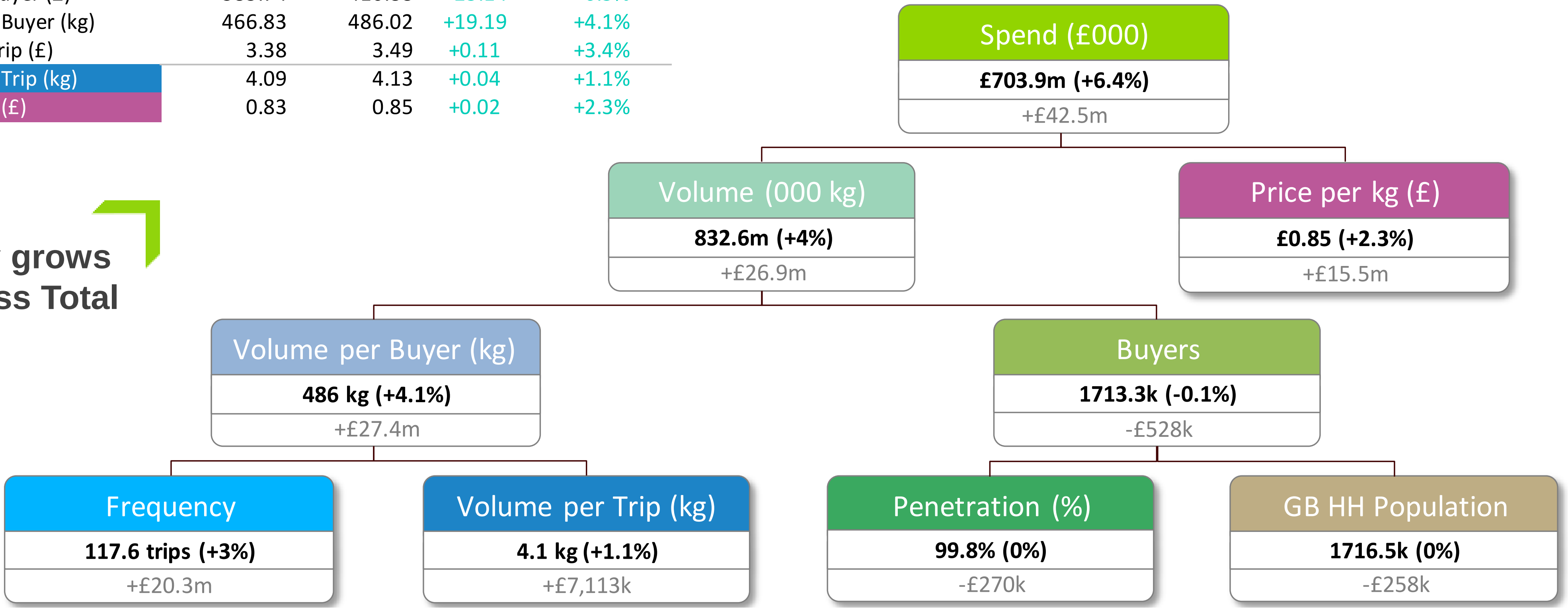
Wales sees purchase frequency as the main driver, opposed to price inflation. Welsh shoppers are buying Dairy more often than this time last year.

Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	661,437	703,895	+42,458	+6.4%
Volume (000 kg)	800,484	832,614	+32,130	+4.0%
Penetration (%)	99.86	99.82	-0.04	-0.0%
Frequency	114.17	117.62	+3.45	+3.0%
Spend per Buyer (£)	385.74	410.88	+25.14	+6.5%
Volume per Buyer (kg)	466.83	486.02	+19.19	+4.1%
Spend per Trip (£)	3.38	3.49	+0.11	+3.4%
Volume per Trip (kg)	4.09	4.13	+0.04	+1.1%
Price per kg (£)	0.83	0.85	+0.02	+2.3%

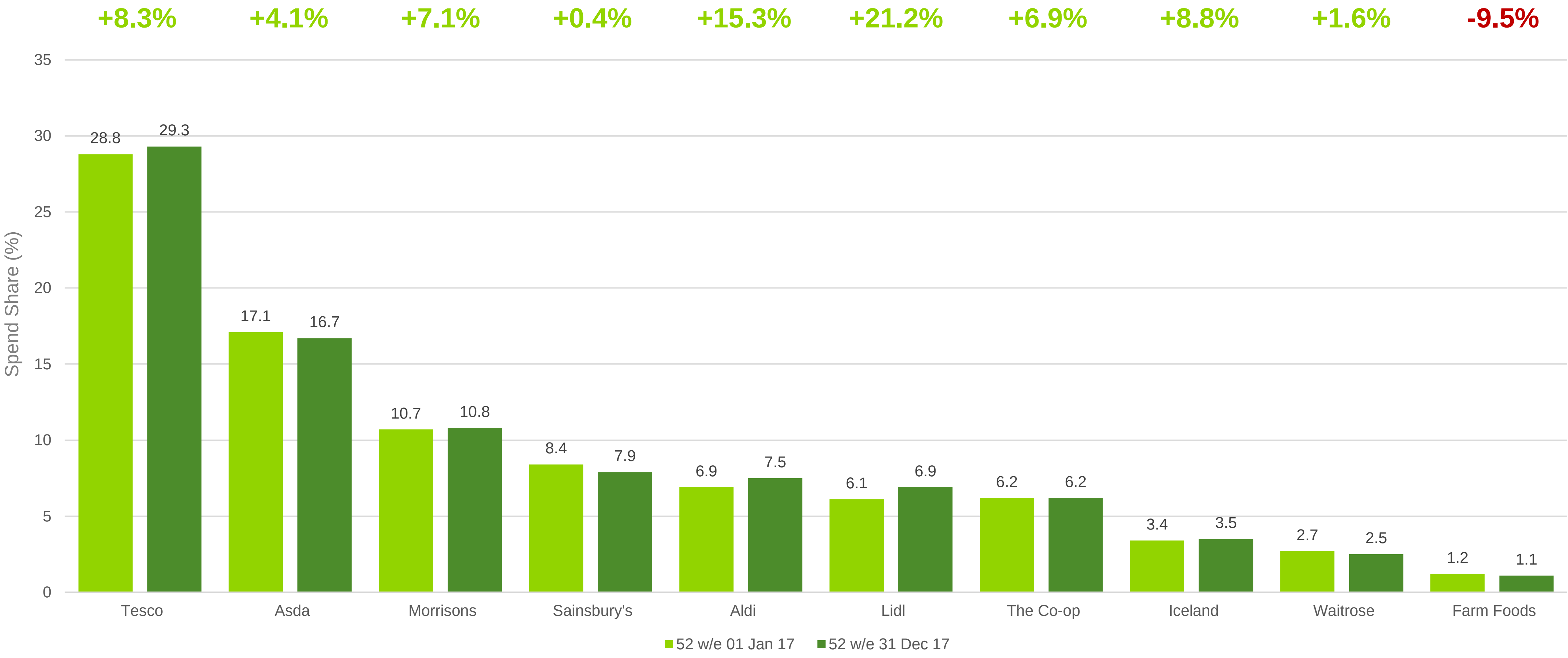
Value up 6.4% worth £42.5m



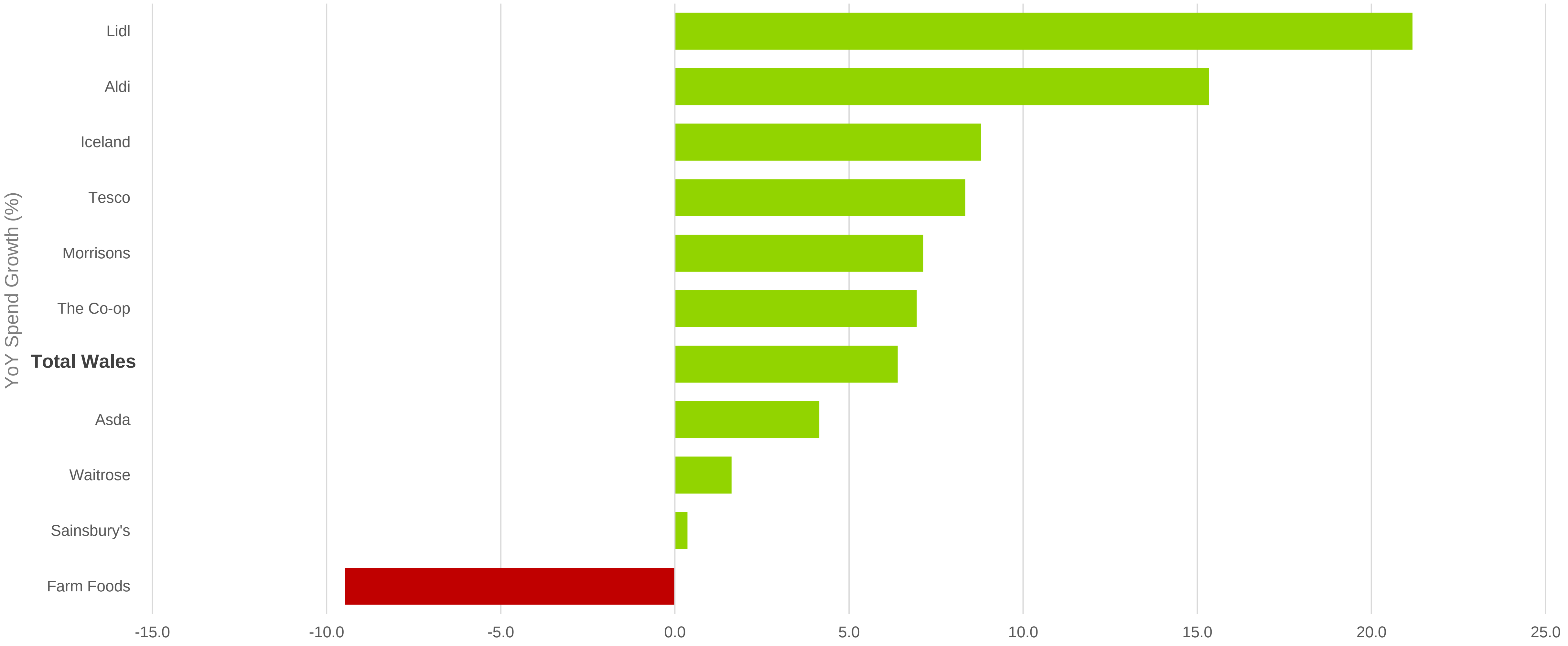
Total Grocery grows at +4.9% across Total GB.



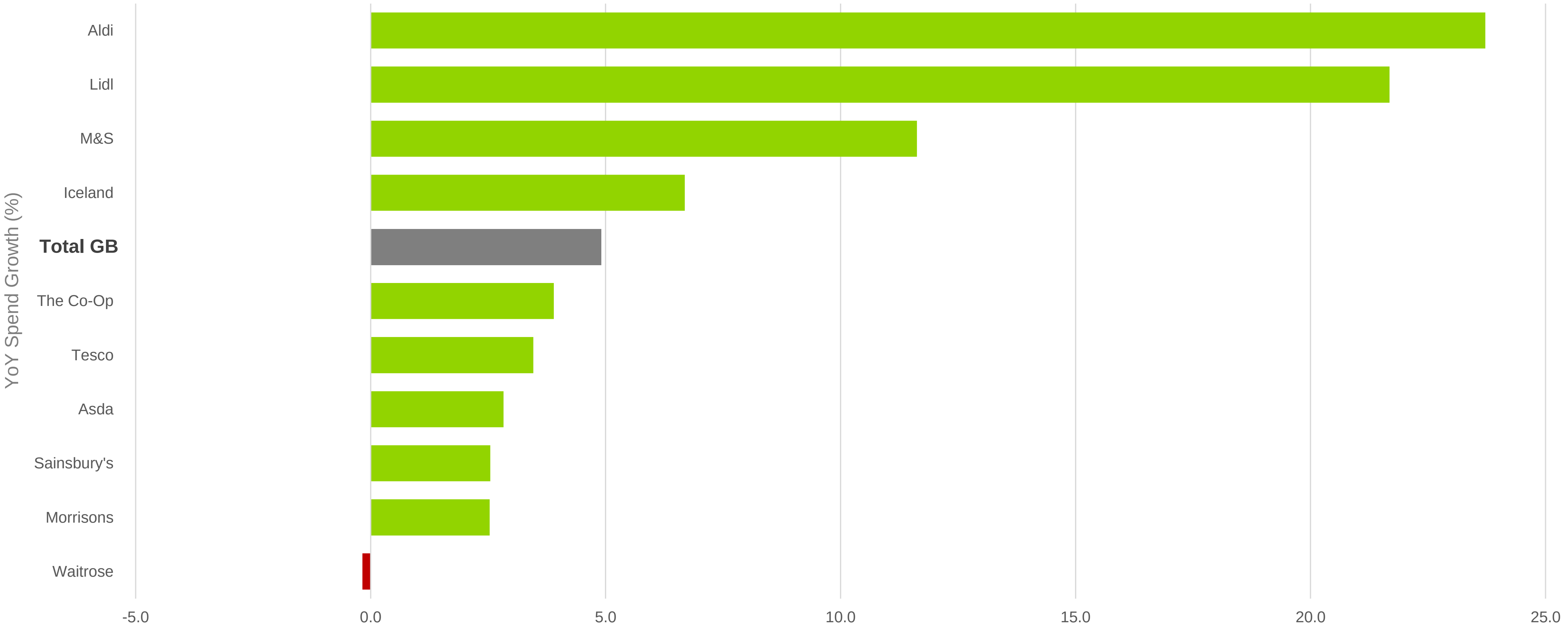
Aldi is closing on Sainsbury's as they continue to out-pace the Big Four in growth.



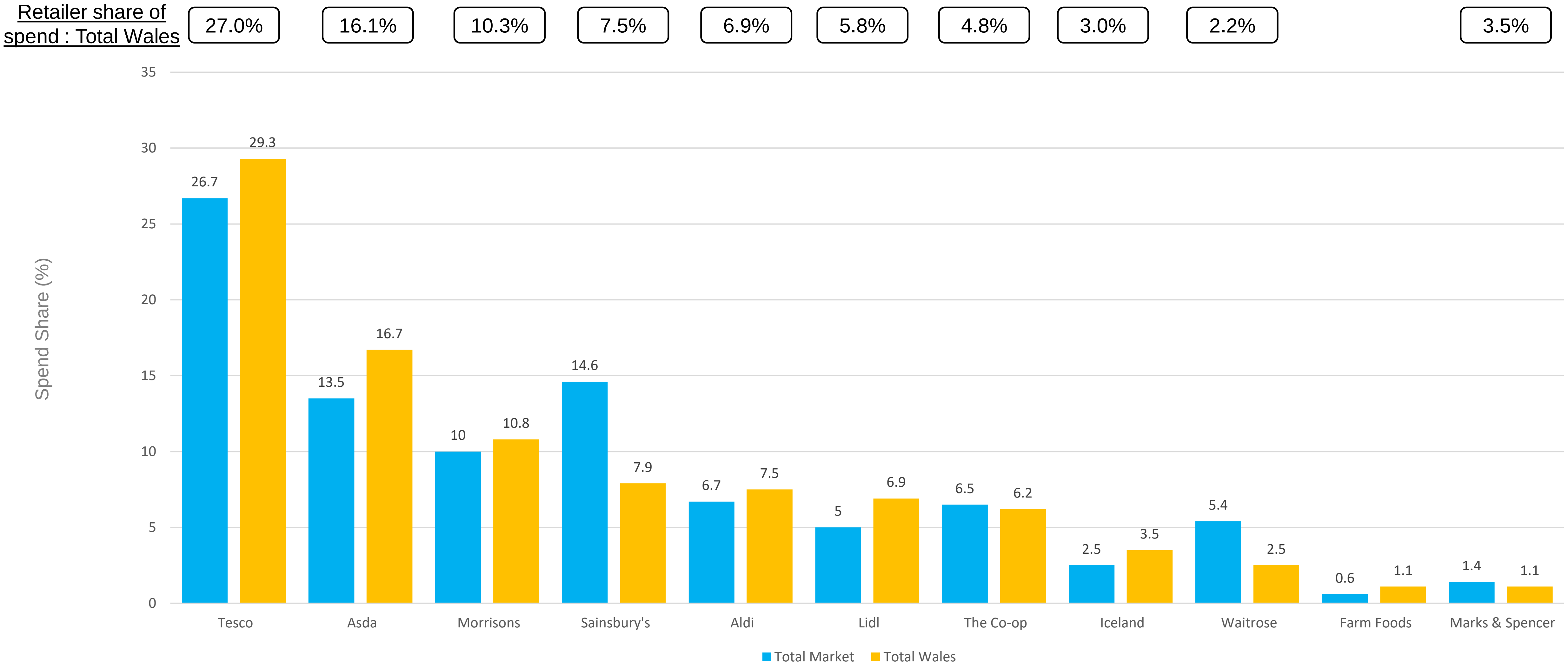
Lidl surpasses Aldi in growth over the latest year



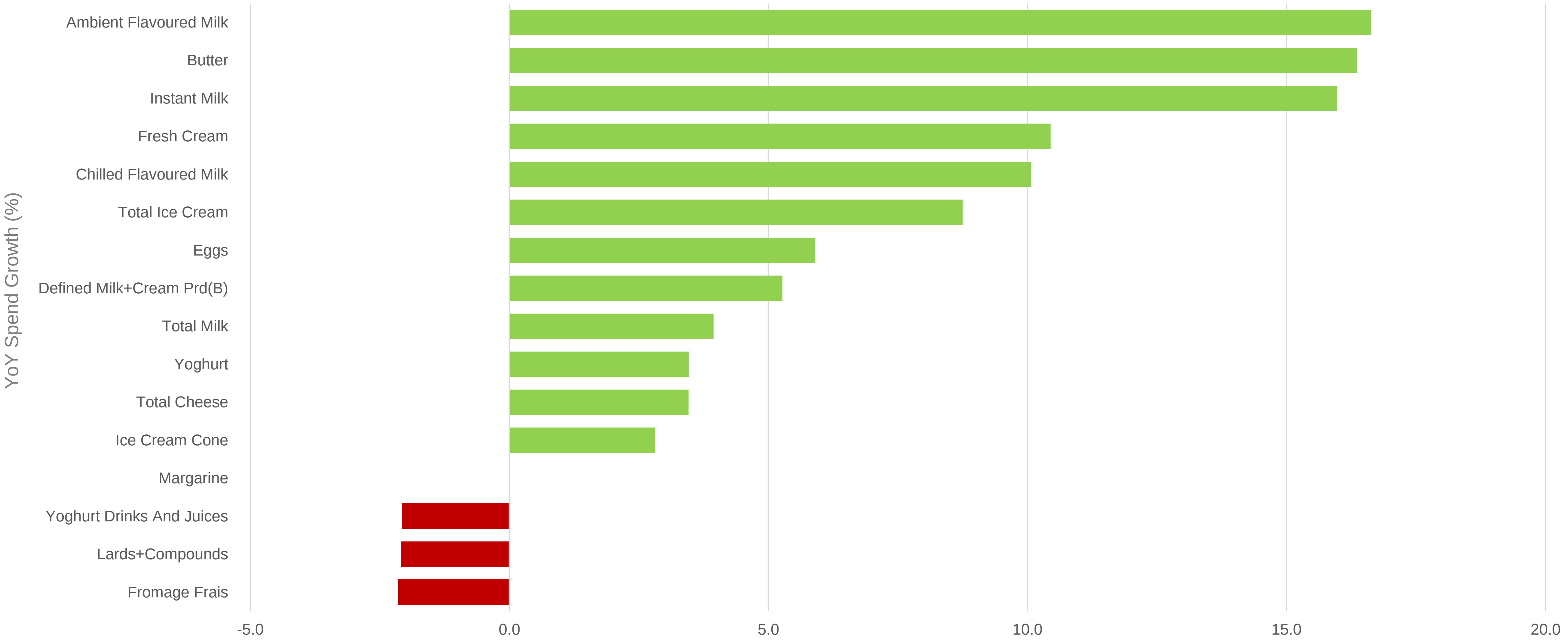
Aldi has the strongest growth in the last year with an increase of 23.7%



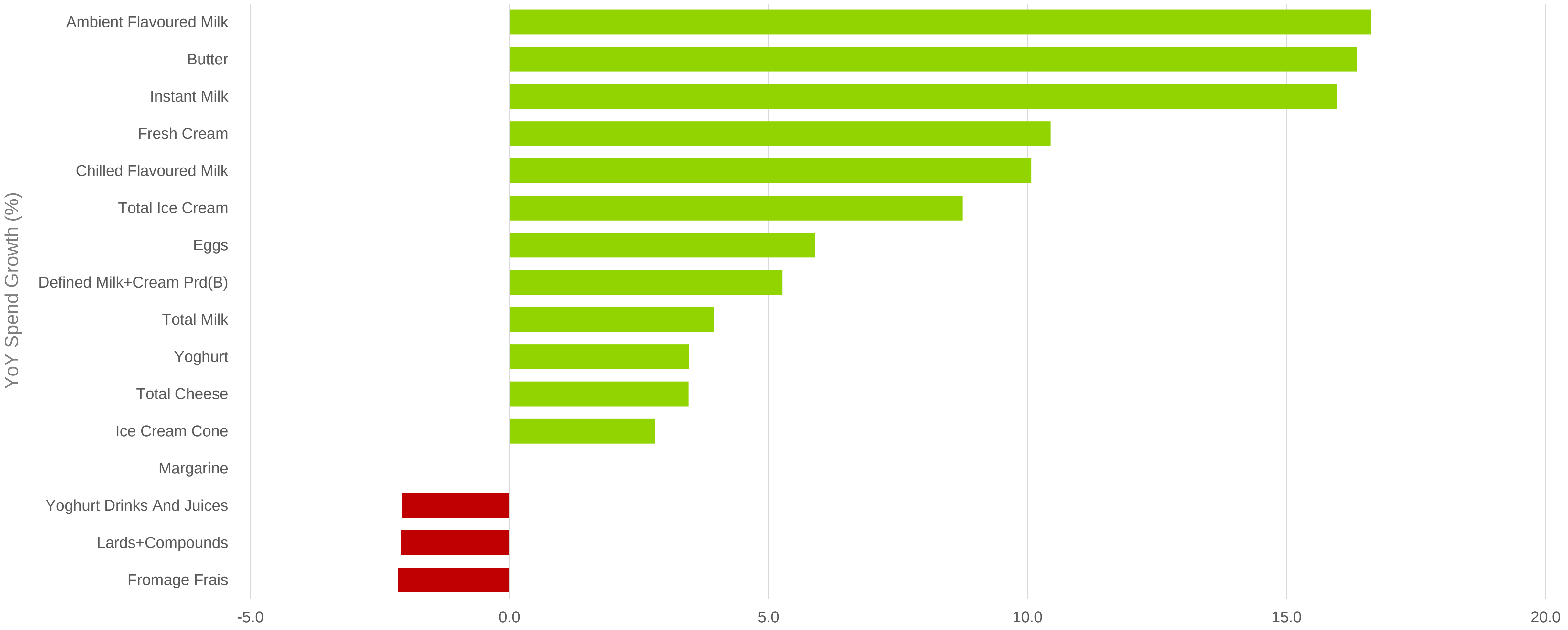
Tesco has a strong over trade in Dairy & Dairy products compared to its share of Total Wales



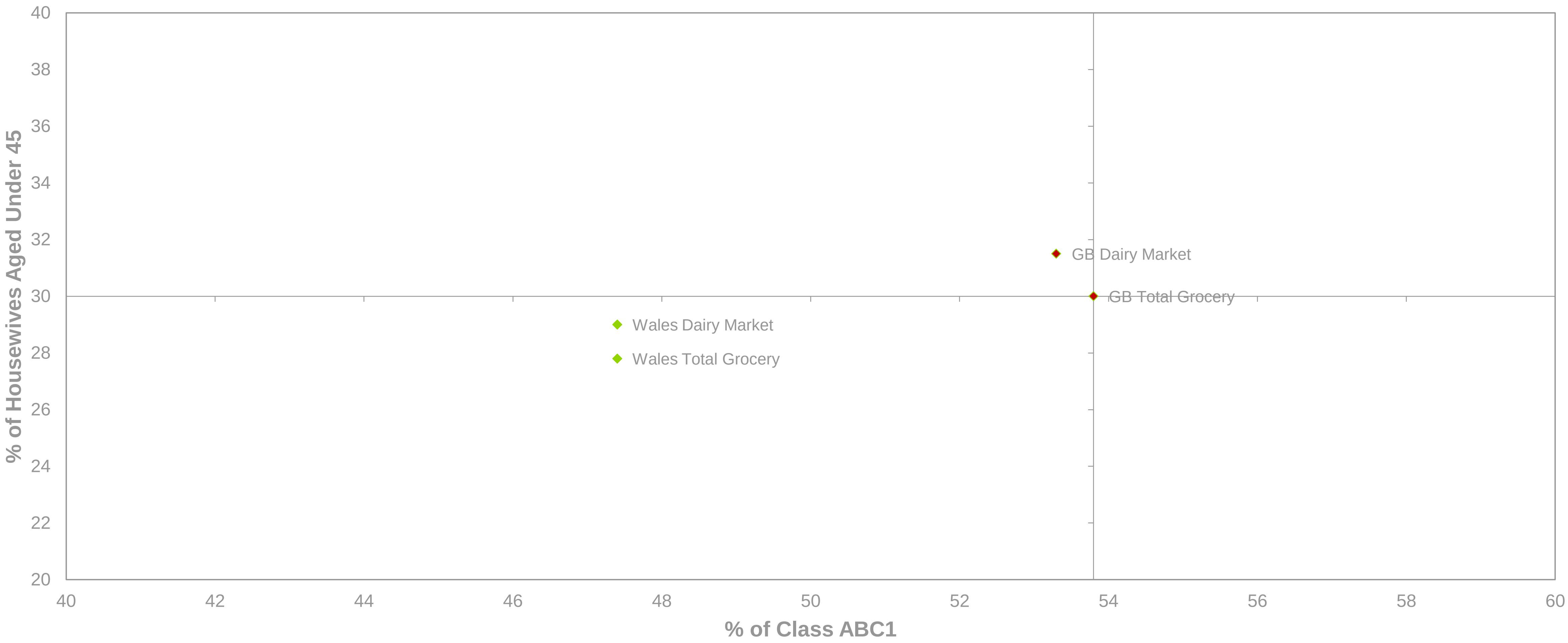
Flavoured Milk and Butter are two key sectors to Dairy, while Fromage Frais declines over the year.



Ambient Flavoured Milk is growing at 16.6% in the last year



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



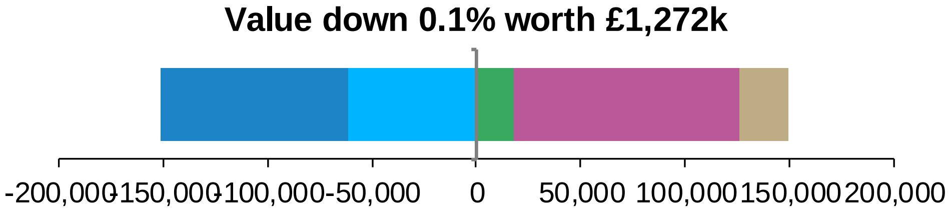
KANTAR WORLDPANEL

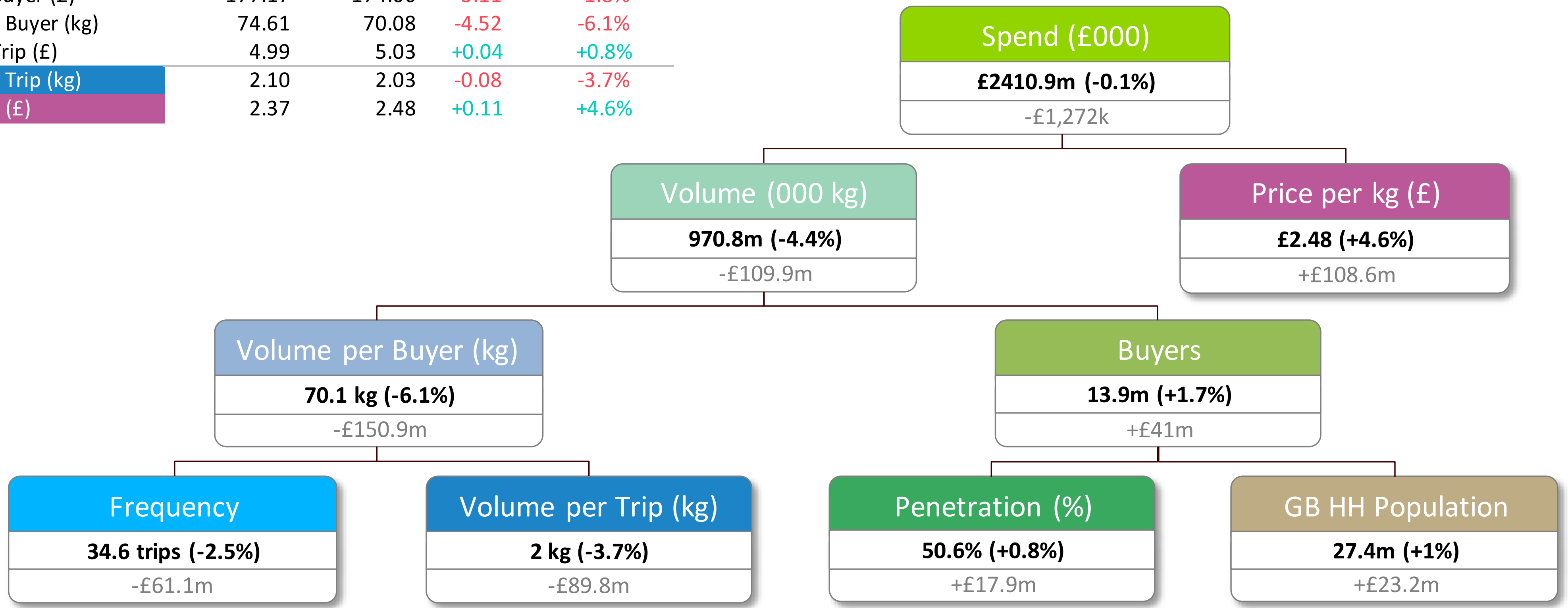
Total Animal Feed

Kantar Worldpanel - 52 w/e 31th December 2017

Animal Feed is in slight decline led by volume declines. Price inflation has offset some of this decline.

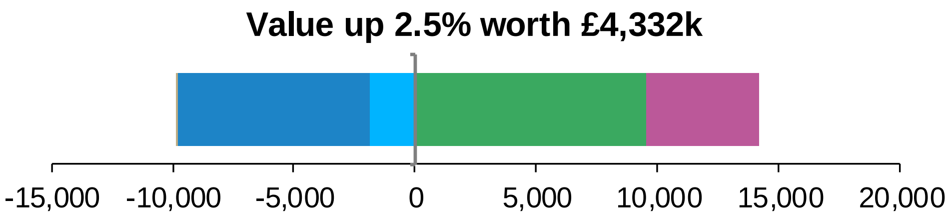
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	2,412,197	2,410,925	-1,272	-0.1%
Volume (000 kg)	1,015,764	970,762	-45,002	-4.4%
Penetration (%)	50.20	50.58	+0.38	+0.8%
Frequency	35.49	34.61	-0.88	-2.5%
Spend per Buyer (£)	177.17	174.06	-3.11	-1.8%
Volume per Buyer (kg)	74.61	70.08	-4.52	-6.1%
Spend per Trip (£)	4.99	5.03	+0.04	+0.8%
Volume per Trip (kg)	2.10	2.03	-0.08	-3.7%
Price per kg (£)	2.37	2.48	+0.11	+4.6%



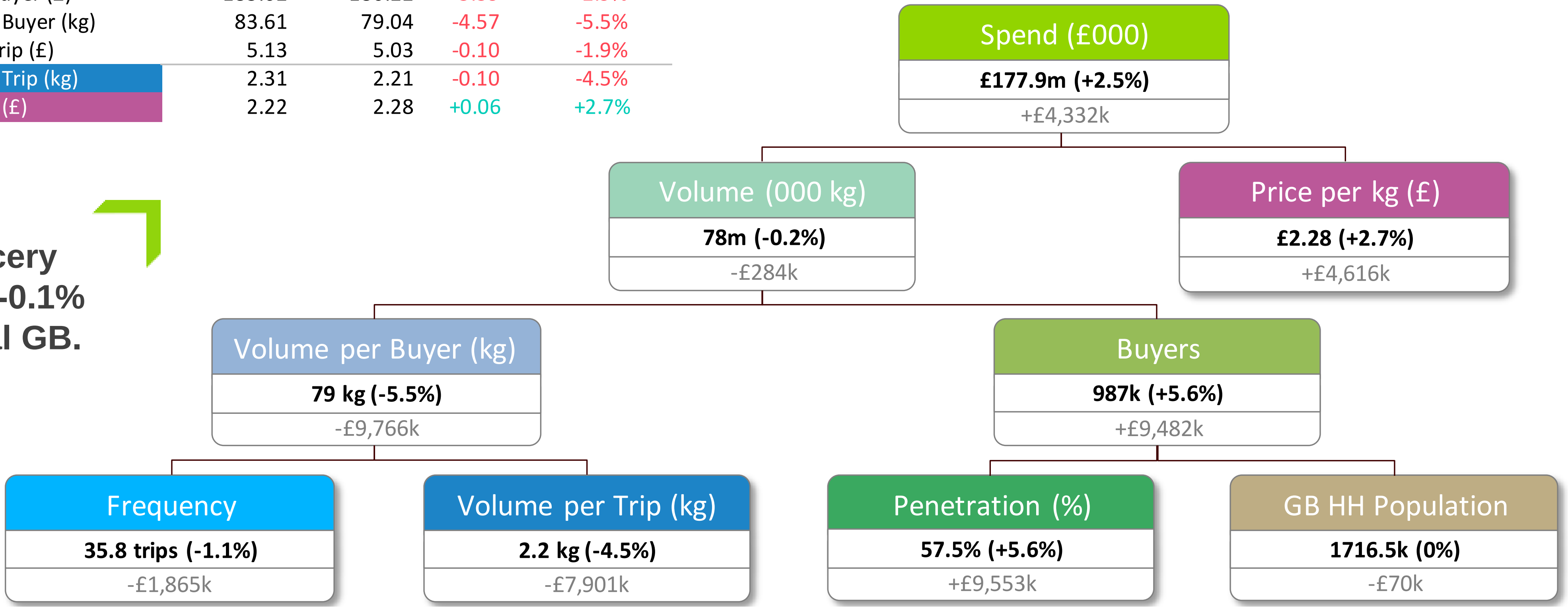


In Wales, Animal Feed achieves growth of +2.5% as new shoppers enter the category. However similar to Total GB, frequency and trip volume offset much of the growth.

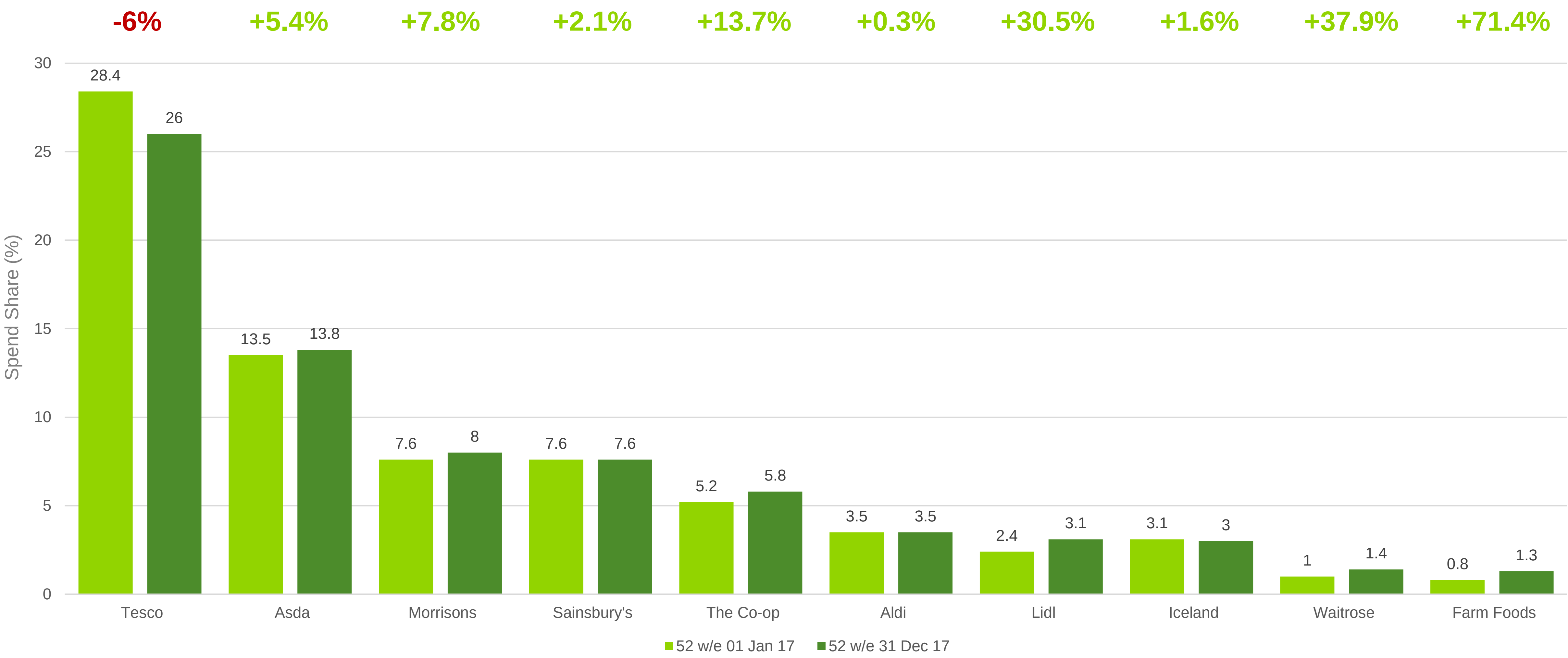
Measure	52 w/e 01 Jan 17	52 w/e 31 Dec 17	Change (Actual)	Change (%)
Spend (£000)	173,526	177,858	+4,332	+2.5%
Volume (000 kg)	78,167	78,001	-166	-0.2%
Penetration (%)	54.44	57.50	+3.06	+5.6%
Frequency	36.19	35.80	-0.38	-1.1%
Spend per Buyer (£)	185.62	180.22	-5.39	-2.9%
Volume per Buyer (kg)	83.61	79.04	-4.57	-5.5%
Spend per Trip (£)	5.13	5.03	-0.10	-1.9%
Volume per Trip (kg)	2.31	2.21	-0.10	-4.5%
Price per kg (£)	2.22	2.28	+0.06	+2.7%



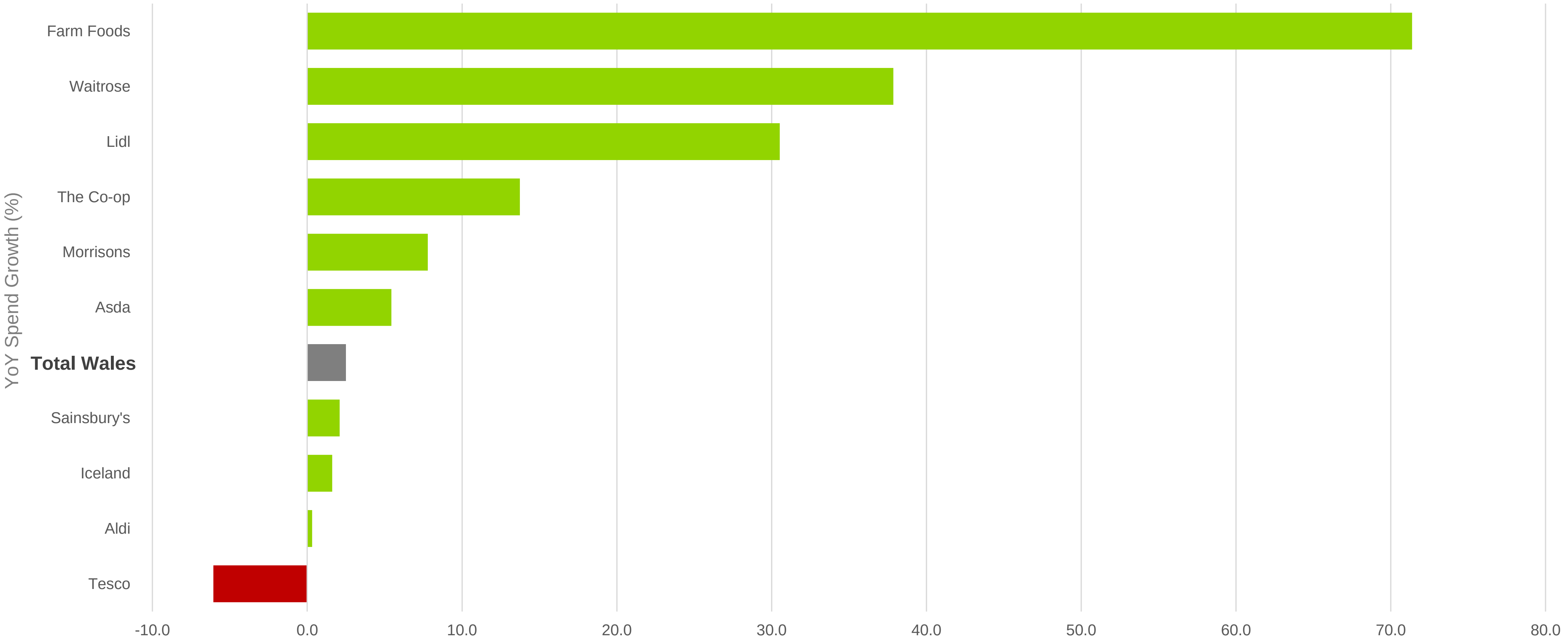
Total Grocery declines at -0.1% across Total GB.



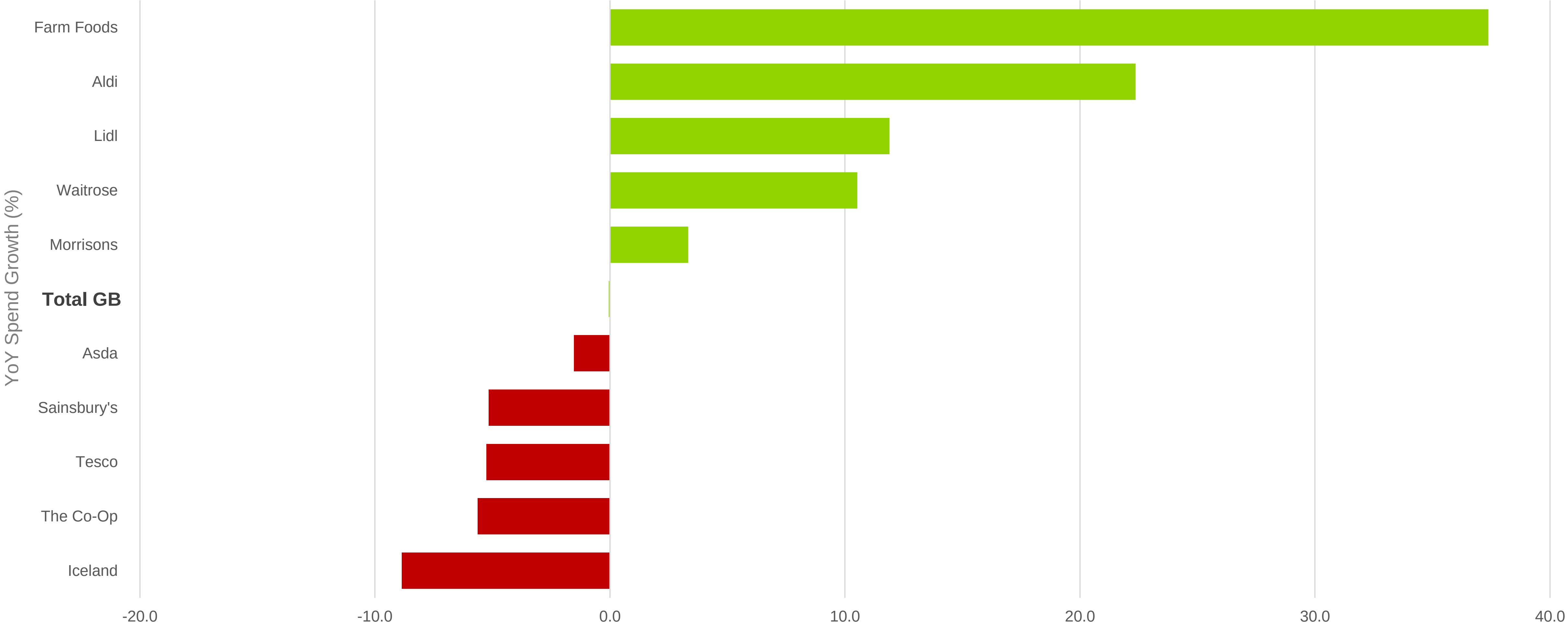
Tesco's share of spend drops by 2.4ppts over the year



Aldi are also struggling to grow, with the smaller category retailers such as Farm Foods unable to sway the category as a whole.

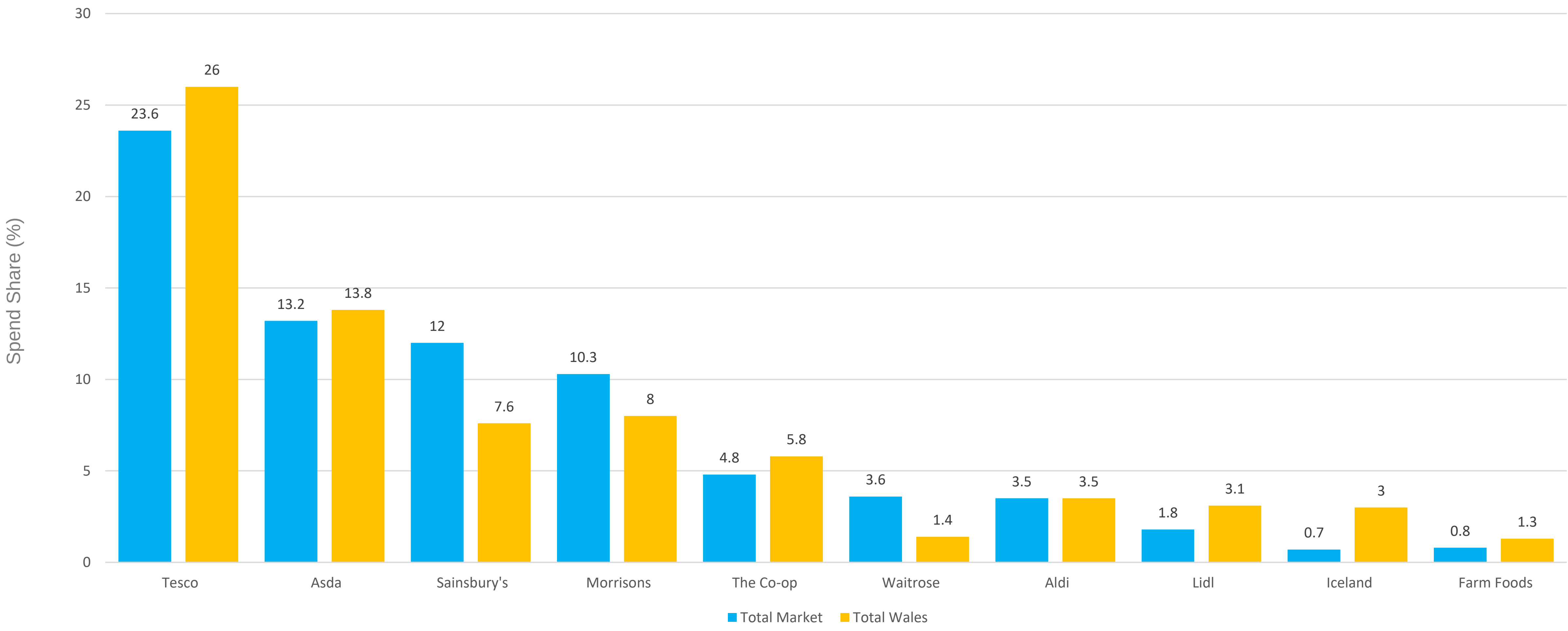


Farm Foods and Aldi have the largest growth amongst the retailers, only Morrisons out of the Big 4 see growth

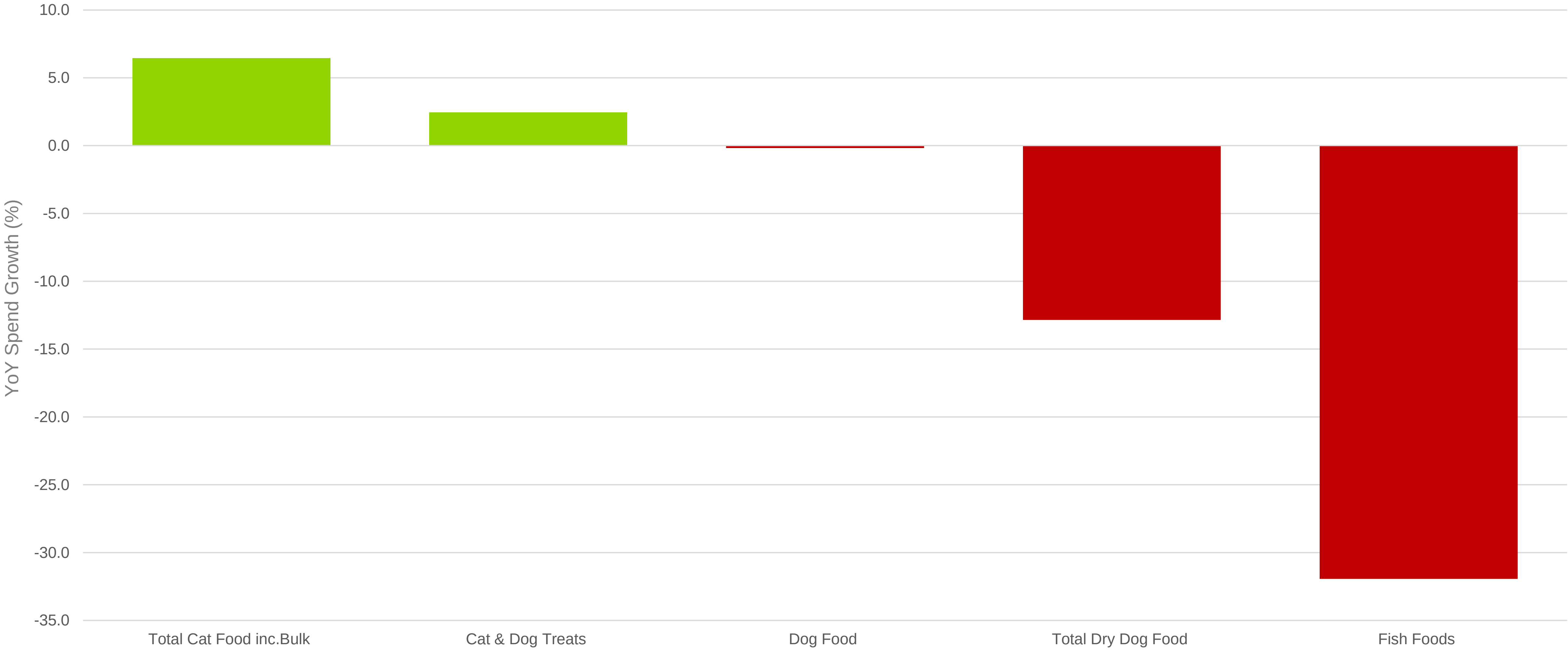


Tesco and The Co-Op have the largest over trades in Animal Feed vs. their share of Total Wales

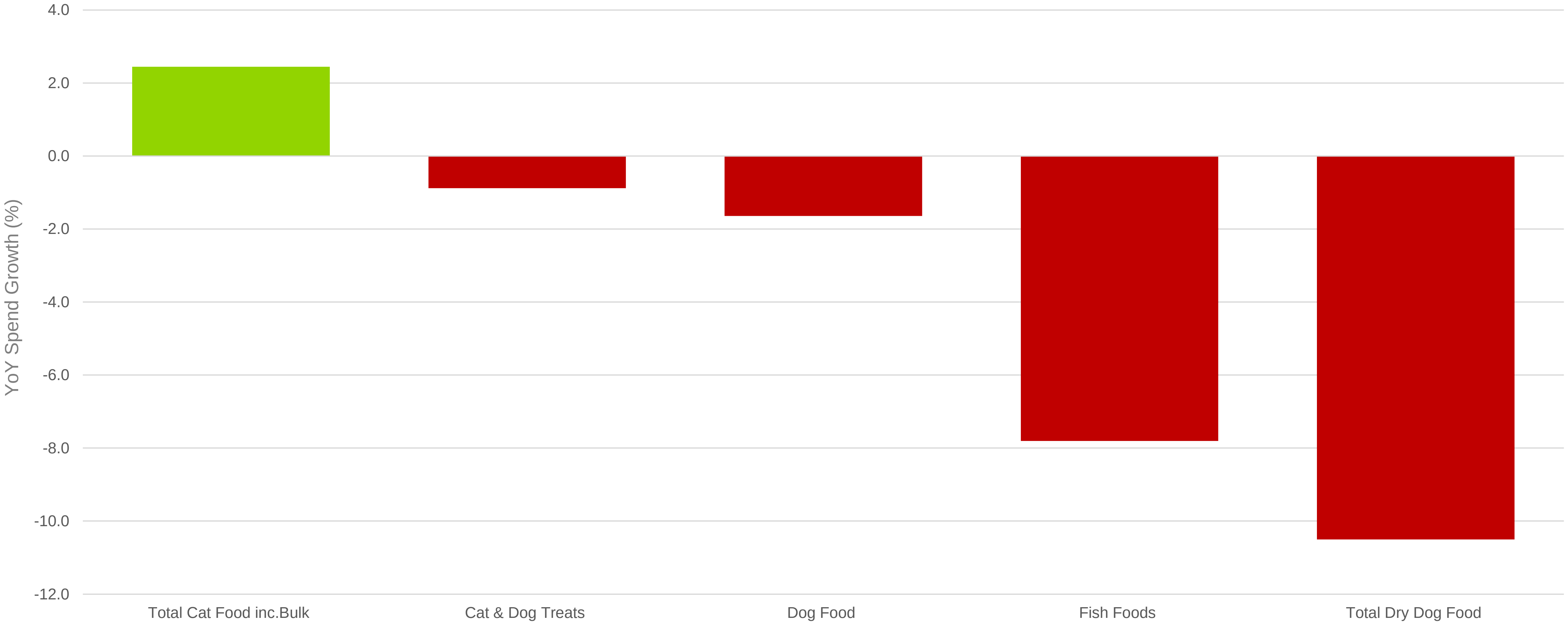
Retailer share of spend : Total Wales	Tesco	Asda	Sainsbury's	Morrisons	The Co-op	Waitrose	Aldi	Lidl	Iceland	Farm Foods
	27.0%	16.1%	7.5%	10.3%	4.8%	2.2%	6.9%	5.8%	3.0%	



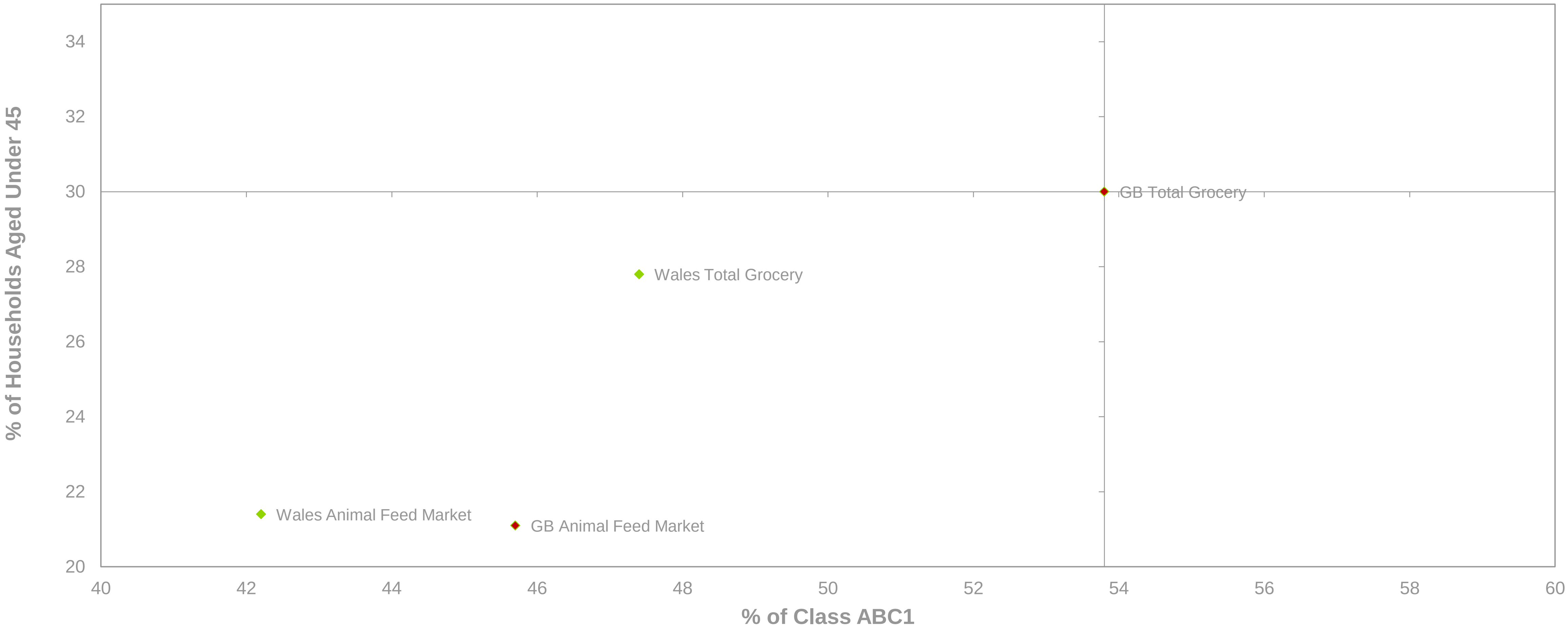
Fish and Dog food sectors are facing the most severe decline, although growth in Cat Food and Cat & Dog treats is enough to grow the Total Market.



Across the Total GB Animal Feed market, only Cat Food is in growth.



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