Supermarkets - UK - November 2016

Report Price: £1995.00 | $2431.91 | €2216.64

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"Supermarkets remain the dominant sector within the wider grocery market but continue to lose market share. This is as much to do with increased choice in the market and demographic shifts as it is the fault of supermarket operators."
– Nick Carroll, Senior Retail Analyst

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Supermarkets continue to be the dominant force in the grocery industry, accounting for an estimated 52.7% of sector sales in 2016. However, they have been losing share consistently from a high point of 61.2% in 2011.

There are numerous reasons for their decline but the main reason, and easiest to pinpoint, is increased choice in the market. Whilst the majority of grocery shoppers (74%) say they spend the most in supermarkets during a typical month, the sector has seen basket sizes diminish as consumers increasingly split a supermarket shop with other formats. Since the superstore peak in 2011 the discounters, Aldi and Lidl, have more than doubled their share of the market. Investment by the leading multiples has seen the convenience sector gain its share in the same period and continued improvements in online services has seen this channel gain. Increased choice has bred more fluid and dynamic grocery shopping behaviours with the majority of shoppers (62%) now shopping multiple times per week for groceries.

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