



# STOCKPILING INTENSIFIES IN THE U.K.

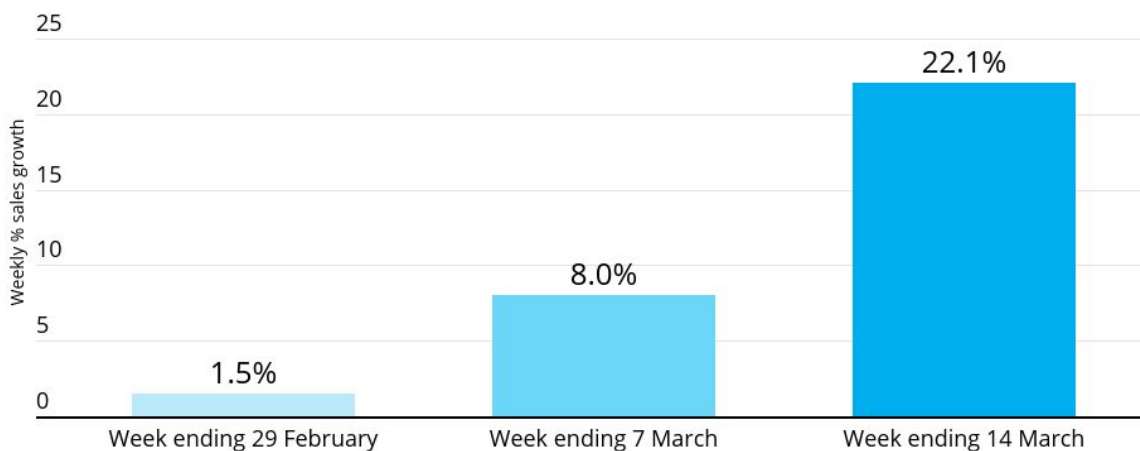
## WEEK ENDING 14TH MARCH

U.K. consumers have continued to increase their stockpiling of grocery and health and personal care items in the week ending 14th March. At a Total Store level, sales increased by 22% across the Grocery Multiples compared to a year ago, which is a very significant increase compared to the 8% increase of the previous week.

The growth in sales continues to be driven by big boosts in spending across the major supercategories, in particular with increased sales of key cupboard staples, frozen food, and also toiletries, baby care, and household and pet care. As concerns grow around COVID-19, for the first time this week, increased purchasing of beers, wines and spirits and Impulse snacking items have also started to emerge.

Retailers are now having to make changes to their business models to cope with this unprecedented demand and shoppers are also exploring new retail channels to find available products. The announcement on 20th March that retailers are now allowed to collaborate on supply chain planning and can share distribution and logistics, is a welcomed development, as manufacturers, wholesalers and retailers work together to reduce the impact of stockpiling.

### TOTAL STORE SALES: WEEKLY GROWTH



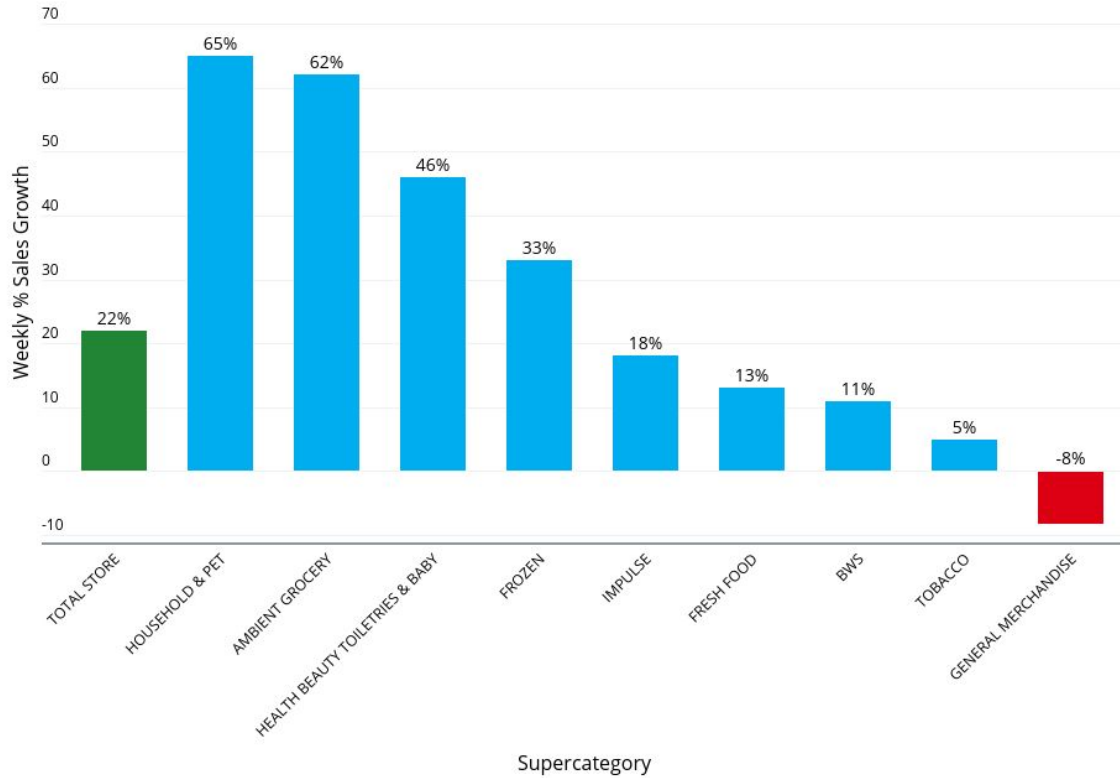
Nielsen Scantrack, Grocery Multiples, WE 29 February to WE 14 March 2020 vs same period in 2019

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## KEY SUPERCATEGORY GROWTH: WEEK ENDING 14 MARCH

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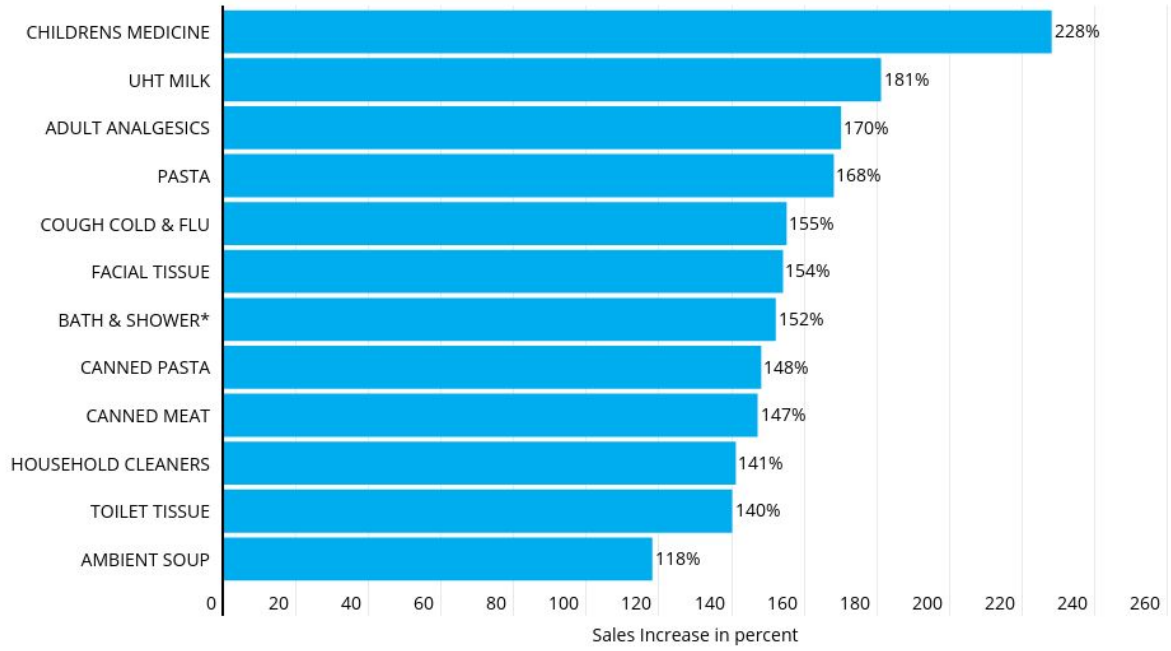
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## KEY CATEGORY GROWTH: WEEK ENDING 14 MARCH



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