

**EMBARGOED FOR 08:00 AM WEDNESDAY 31 MAY 2023**

## **Shoppers spend more as UK supermarkets see Total Till growths of 12.3%**

- *Total Till sales grew over the four weeks ending 20 May as a result of continued inflation combined with events such as the coronation and bank holiday weekend*
- *There was a boost to sales across all channels, with online experiencing its highest growth in sales (+5.2%) since April 2021*
- *Inflation and cost-of-living still top of mind as shoppers opt to purchase own-label products over brands, with own-label share of volume sales rising to 63.3% in FMCG over the last four weeks, up from 62.1% in 2022.*

**London, 31 May 2023:** UK supermarkets experienced a 12.3% uplift in Total Till sales over the last four weeks ending 20th May 2023. This is a rise from the +9.7% recorded in April 2023, reveals new data, released today by [NIQ](#) (previously known as NielsenIQ).

According to data from NIQ, UK supermarkets (stores over 3000 sq ft) experienced the biggest uplift in sales during the week of the Coronation (+17.6%) as shoppers focussed on celebrating the event and bought extra items, with larger stores able to offer a wider variety of celebratory ranges.

Moreover, NIQ data shows that over the four week period, there was a 3.8% increase in shopping occasions - across all channels - with a 4.9% increase in visits to stores, as shoppers continued to shop around for the cheapest prices. With this in mind, the brick and mortar stores sales increased by 13.5%. There was also a boost in online sales, which grew by +5.2%<sup>1</sup> - the best growth experienced for the channel since April 2021 - while its market share stabilising at 10.9%.

Data from NIQ reveals that volume sales at UK supermarkets was better over the last four weeks, improving to -2.6% and has slowly improved in every month of 2023 since the low point of -6.9% in January. As a result of the Coronation and bank holiday weekends which allowed for shoppers to celebrate with family and friends, the highest performing categories in terms of value sales over the four week period were bakery (+17.9%), confectionery (+17.9%) and dairy (+16.5%). There was also a lift in discretionary spend which helped to deliver positive volume sales growth in beers, wines and spirits (+0.7%) and crisps and snacks (+0.6%).<sup>2</sup>

During 2023, own label products have demonstrated strong performance in terms of value sales, with a substantial growth rate of +14.1% surpassing the growth achieved by branded products, which recorded a growth rate of +7.1%.<sup>3</sup> The volume share of own label products climbed to 63.3% of all FMCG sales in the past four weeks, a jump from 62.1% in 2022.

**Mike Watkins, NIQ's UK Head of Retailer and Business Insight, said:** "Inflation has been a significant drag on shopper spend, so this year, incremental sales are reliant on a short-term boost from well-activated events rather than regular promotional activity. With 27% of households saying that they

buy extra or special items to celebrate an event or occasion,<sup>4</sup> this will have helped many prioritise spending for the coronation in early May."

**Watkins concludes:** "With warmer weather coming up towards the end of May, we can expect to see a further lift to sales in June, particularly at convenience stores where 30% of households now say they shop at once a week or more. The advantage for retailers is that shopper mobility tends to increase over the summer, and with 82% of consumers buying food on the go, this is another reason to visit a store. While some parts of the hospitality industry are facing headwinds, there remains a strong consumer demand for dining at home, and shoppers are indulging themselves through quick grocery delivery and enjoying meals and snacks from a diverse range of rapid delivery platforms like Just Eat, Uber Eats, or Deliveroo. Many shoppers are still looking for a special treat now and again, despite the challenges of inflation."

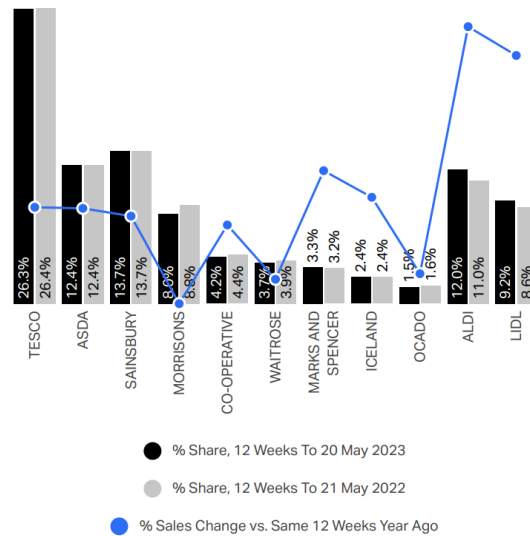
Table: 12-weekly % share of grocery market spend by retailer and value sales % change

NIQ Total Till:

### Retailer market share

Source: NIQ Total Till, NIQ Homescan.

% Sales Change vs. Same 12 Weeks Year Ago:  
 10.6% 12.0% 11.2% 1.0% 6.0% 4.2% 16.5% 8.6% 5.9% 22.1% 19.2%



Nielsen Consumer LLC



ENDS

**Notes**

Unless otherwise stated all data is NIQ Homescan Total Till

<sup>1</sup> NIQ Homescan FMCG GB

<sup>2</sup> NielsenIQ Scantrack Grocery Multiples

<sup>3</sup>NielsenIQ Homescan FMCG GB, YTD to 20/5/2023

4 NielsenIQ Homescan Survey

**About NIQ Homescan Total Till**

NIQ's continuous panel of 14,550 GB households and our widest read of retailer performance and designed to measure household purchasing through major supermarkets intended for in-home consumption and brought back into the home. It includes all food and drink, household, and personal care and an estimate of non-food spend (e.g. clothing, electrical, cards and stationery, newspapers & magazines, toys, music, general merchandise, etc.) and also tobacco.

**About NIQ**

NIQ, the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the Full View. NIQ was founded in 1923 and is an Advent International portfolio company.

For more information, visit [NIQ.com](https://www.niq.com)