

## Monthly Category Scorecard

Review the overall category performance against key performance indicators such as distribution and value, and how they impact on your business.

Understand how your business is performing versus your key competition.

### Overview

	Mfer A			Competitor One			Competitor Two		
	MAT	%	Diff.	MAT	%	Diff.	MAT	%	Diff.
Sales Volume	1,527,689	12 %	↑	1,527,689	12 %	↑	1,527,689	12 %	↑
Sales @ Cost	£2,041,322	14 %	↑	£2,041,322	14 %	↑	£2,041,322	14 %	↑
Orders	35,110	6 %	↑	35,110	6 %	↑	35,110	6 %	↑
Stores	1,842	4 %	↑	1,842	4 %	↑	1,842	4 %	↑
Revenue per Unit	£1.34	2 %	↑	£1.34	2 %	↑	£1.34	2 %	↑
Revenue per Store	£1,108	10 %	↑	£1,108	10 %	↑	£1,108	10 %	↑
Revenue per Order	£58	7 %	↑	£58	7 %	↑	£58	7 %	↑

### Top 10 Brand L52

Brand	Volume (cases)					Value				
	Share Movement	Share %	Current Rank	Current volume	Change %	Share Movement	Share %	Current Rank	Current value	Change %
KELLOGGS	↓	39.0%	1	466,935	-6.3%	↓	43.6%	1	£9,363,749	-4.8%
WEETABIX	↑	14.8%	2	177,462	30.2%	↑	13.6%	3	£2,924,264	22.2%
QUAKER	↑	12.5%	3	149,560	6.2%	↑	12.2%	4	£2,616,943	5.8%
NESTLE	↓	12.2%	4	146,164	2.4%	↓	15.8%	2	£3,384,022	-29.8%
JORDANS	↑	8.1%	5	97,263	30.2%	↑	5.5%	5	£1,180,057	1.1%
HERITAGE	↑	6.9%	6	81,988	15.5%	↑	4.1%	6	£870,737	27.8%
ALPEN	↓	2.2%	7	26,823	0.7%	↑	2.0%	7	£421,743	3.3%
SCOTTS	↓	1.7%	8	20,155	-5.1%	↑	1.5%	8	£317,058	10.7%
DORSET	↑	1.2%	9	14,787	30.6%	↑	1.0%	9	£211,601	54.8%
NT VALUE	↓	0.4%	10	4,485	-29.6%	↓	0.2%	10	£42,185	-14.2%

### Top 10 Brand L13

Brand	Volume (cases)					Value				
	Share Movement	Share %	Current Rank	Current volume	Change %	Share Movement	Share %	Current Rank	Current value	Change %
KELLOGGS	↓	36.2%	1	122,008	-17.2%	↑	42.3%	1	£2,561,856	-9.9%
WEETABIX	↑	15.4%	2	51,952	19.1%	↑	13.1%	3	£795,739	9.0%
QUAKER	↑	14.3%	3	48,007	-1.3%	↓	12.1%	4	£730,621	-29.7%
NESTLE	↑	13.5%	4	45,277	2.5%	↓	18.0%	2	£1,089,861	-57.8%
JORDANS	↑	10.3%	5	34,758	48.5%	↑	7.1%	5	£430,619	46.2%
HERITAGE	↑	4.9%	6	16,595	-0.7%	↑	3.0%	6	£183,171	11.5%
ALPEN	↑	2.1%	7	7,017	21.9%	↑	1.8%	7	£111,959	20.2%
DORSET	↑	1.1%	8	3,710	26.1%	↑	0.9%	8	£55,948	44.1%
SCOTTS	↓	1.0%	9	3,508	-52.2%	↓	0.9%	9	£54,805	-40.7%
CADBURY	↑	0.4%	10	1,255	0.0%	↑	0.1%	10	£8,747	0.0%

### Composite measures - Growth

Total Mfer A  
Category - XX

	Category Size	Mfer A Size	Category % Chg	Mfer A % chg	Index
Wk 1	5,204,985,621	409,086,173			
Wk 2	5,263,621,862	418,670,599	1.1%	2.3%	206%
Wk 3	5,309,160,932	428,809,527	0.9%	2.4%	276%
Wk 4	5,246,420,498	425,941,520	-1.2%	-0.7%	56%
Wk 5	5,282,848,237	423,532,604	0.7%	-0.6%	-51%
Wk 6	5,326,226,575	422,987,269	0.8%	-0.1%	-16%
Wk 7	5,369,112,241	421,529,014	0.8%	-0.3%	-43%
Wk 8	5,461,713,203	432,293,075	1.7%	2.5%	147%
Wk 9	5,557,006,743	441,594,725	1.7%	2.1%	123%
Wk 10	5,597,071,694	447,452,776	0.7%	1.3%	183%
Wk 11	5,706,440,878	457,738,101	1.9%	2.2%	117%
Wk 12	5,854,413,062	470,844,794	2.5%	2.8%	110%
Wk 13	5,839,413,062	450,844,794	-0.3%	-4.4%	1727%

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