

FINAL APPROVED

Independent Sales Health Check – Powered by SalesOut

May 2010 – Easter Review

The column is based on data for:

Over 11,000 independent stores
5,000 of which are symbol stores

SalesOut has compared sales over the following ten week Easter periods:

13th February 2009 – 24th April 2009
5th February 2010 – 16th April 2010

Easter is an important time of the year for the grocery retail sector, presenting a huge sales opportunity as people shop for food and drink to entertain the family, not to mention chocolate gifts.

For the independent sector, there is an opportunity to capitalise on shoppers who don't have time to travel to a larger store, or who need to top up in between a weekly shop. The shorter opening hours of the supermarkets can also drive traffic their way.

Independent retailers have reported strong sales with Easter Eggs flying off the shelves and supporting the business over the Easter weekend, and SalesOut can report strong growth in the Chocolate category (3.2%) and Easter Eggs sub-category (11.3%) over a ten week Easter period.

Total sales across the independent sector fell by 0.6% over the Easter period, which could be attributed to the poorer weather this year and aggressive marketing by the multiples. This should not however cloud the fact that the sector is in growth at 5.7% (52 wk MAT). As a result of the poorer weather, SalesOut saw 'fair weather' categories including Beer, Soft Drinks and Ice Cream losing sales. Conversely, Soups and Ready Meals, together with Car & DIY, were the fastest growing categories and reported double digit growth.

Sweet goods are typical of the Easter period, and SalesOut can report that Chocolate Confectionery, Sugar Confectionery and Mints & Gums all saw an increase in sales.

There is a noticeable trend towards sharing packs and larger pack sizes, with strong performers including Cadbury Milk Tray 600g, Malteser Pouch 135g, Cadbury Caramel Bag 288g, Mars Duo 85g, Maltesers Box 360g and Milkybar Block 100g. This suggests that people are choosing more home-based entertainment to save money in the current economic climate, and also that they are looking for better value.

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