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# COVID-19 IRI Market Flash Report

Data to w/e 9<sup>th</sup> May 2020



**IRi**

Growth delivered.

## NEW IRI Flash Report contains the following view of UK market:

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- UK Market Context
- Summary of UK Performance
- Category Performance
- Top 12 Manufacturers
- Bottom 12 Manufacturers

# NEW IRI Flash Report contains the following view of UK market:

**Geography:**

Aggregated sales across Tesco, Sainsburys, Asda, Morrisons, Waitrose, The Co-op Group, Iceland, Ocado & M&S

**Time:**

Latest Week, Latest 4 Weeks, Latest YTD Weeks

**Periodicity:**

Current vs Year Ago (YA)

Current vs Prior

**Measures:**

Value Sales, Unit Sales, Average Unit Price

**Product:**

Total > Division > Department > Category > Sub Category > Manufacturer

**Notes:**

- The weekly flash report will be released each Wednesday for sales up to the previous Saturday i.e. working Day 3.
- This will be released exclusively to IRI clients
- Retailers included are based on those able to provide data in time for the Flash Report

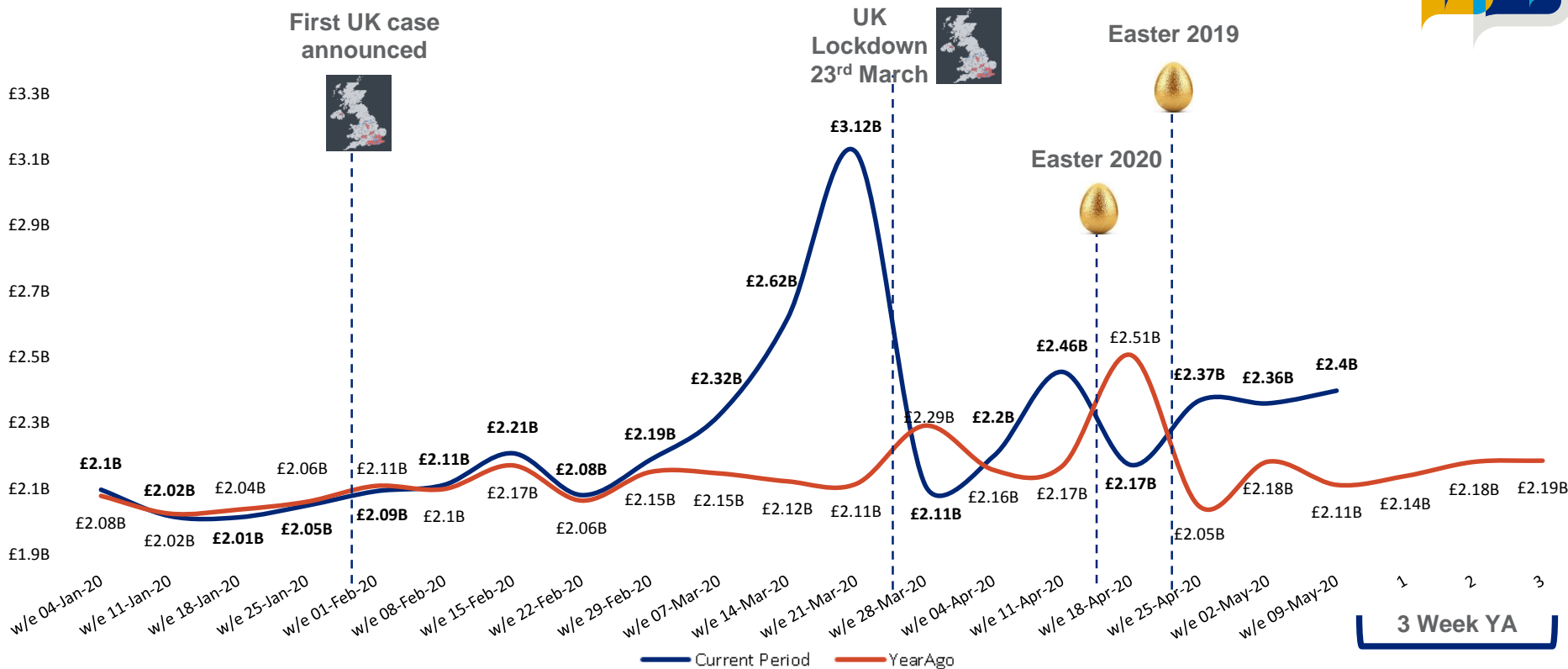
## Summary of UK Performance

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- In the latest week, which includes the recent VE day Bank Holiday Friday, sales reached £2.4b; £286m higher than the same time last year
- The additional £286m Total Store sales is +13.6% vs year ago and is driven by an increased Grocery spend of £265m
- BWS, Ice Cream and Fresh Meats continue to feature in the top growing Sub-Categories as the Bank Holiday and On-Trade closure drive demand.
- The panic buying around Toilet Tissue, Laundry Detergents and Baby Milk appears to be impacting performance and they join Food to Go, In-Store Bakeries and Water in the sub categories seeing the greatest decline

# Total Market Value Sales – In the latest week, which includes the recent VE day Bank Holiday Friday, sales reached £2.4b; £286m higher than the same time last year

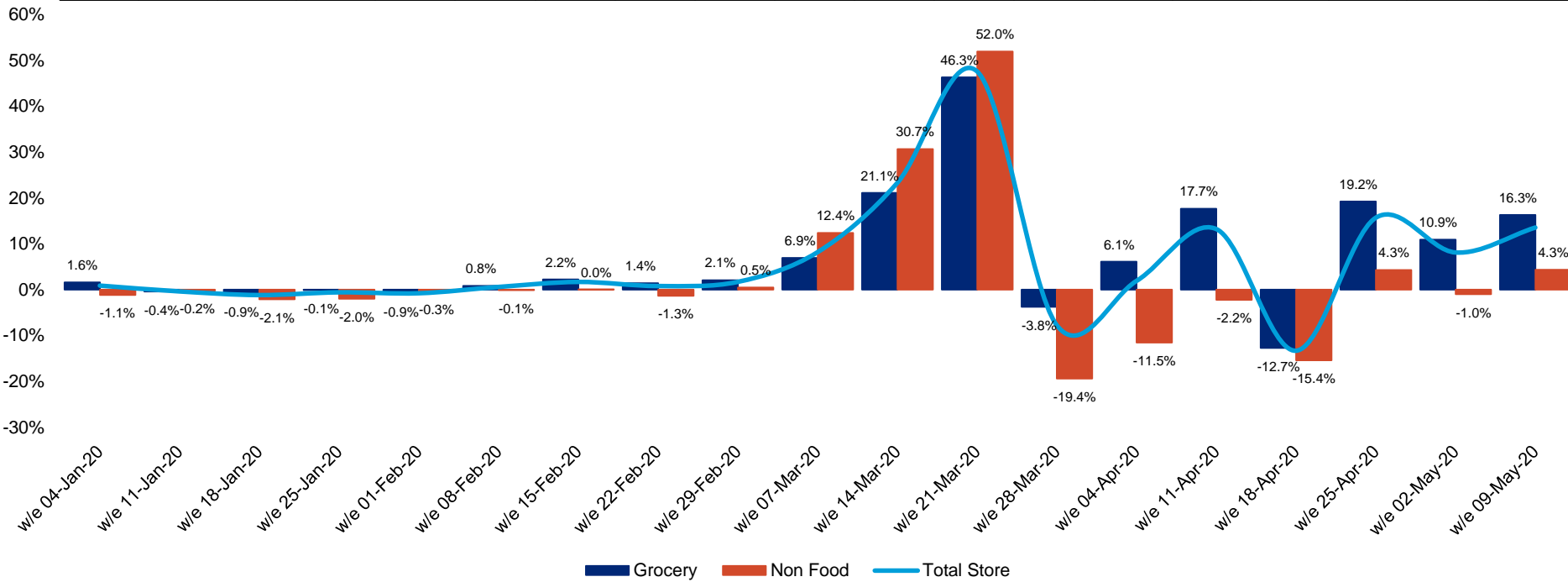


# Total Market Sales: % change vs YA – Total Store sales +13.6% vs year ago with both Non Food and Grocery contributing to the sales growth



Total Store % Change vs YA

0.9%	-0.4%	-1.2%	-0.6%	-0.8%	0.6%	1.7%	0.8%	1.7%	8.2%	23.3%	47.6%	-7.8%	1.9%	13.2%	-13.3%	15.7%	8.1%	13.6%
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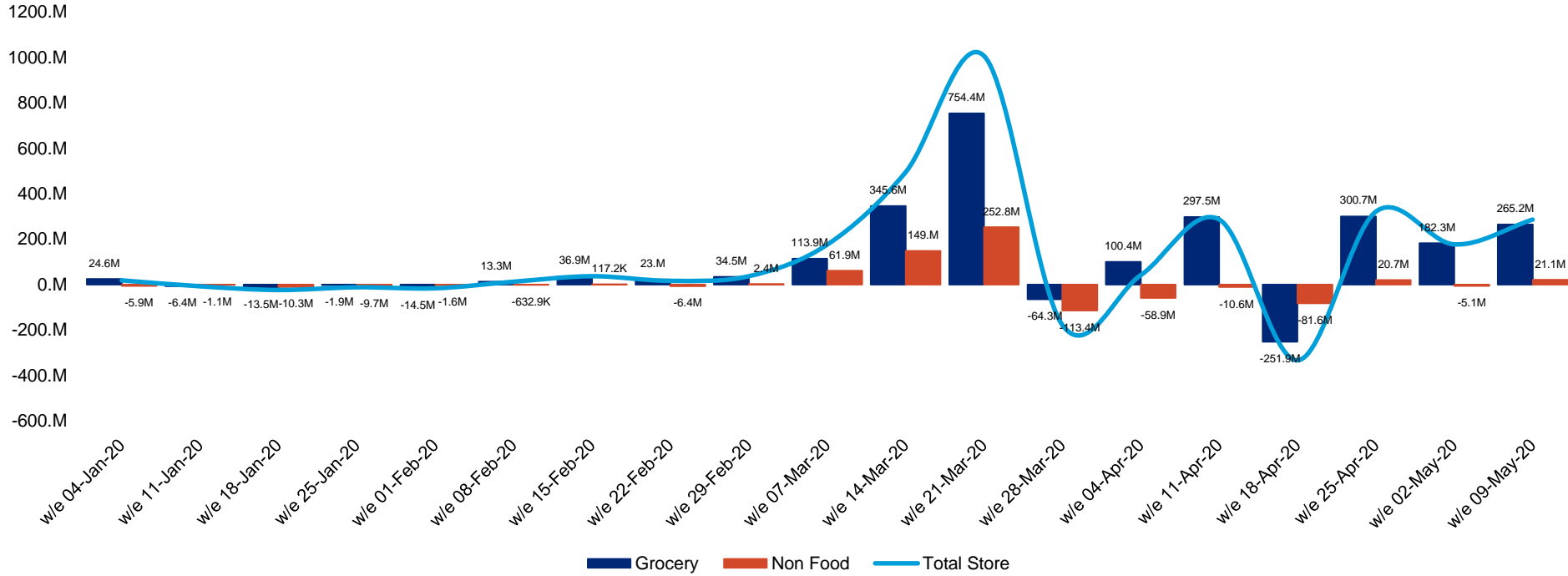


# Total Market Sales: £ change vs YA – An Additional £286m has been spent in the latest week driven by an increased Grocery spend of £265m



Total Store Absolute Change vs YA

£18.7M	-£7.5M	-£23.8M	-£11.7M	-£16.2M	£12.7M	£37.M	£16.6M	£36.9M	£175.8M	£494.6M	£1007.2M	-£177.6M	£41.6M	£286.9M	-£333.5M	£321.4M	£177.2M	£286.4M
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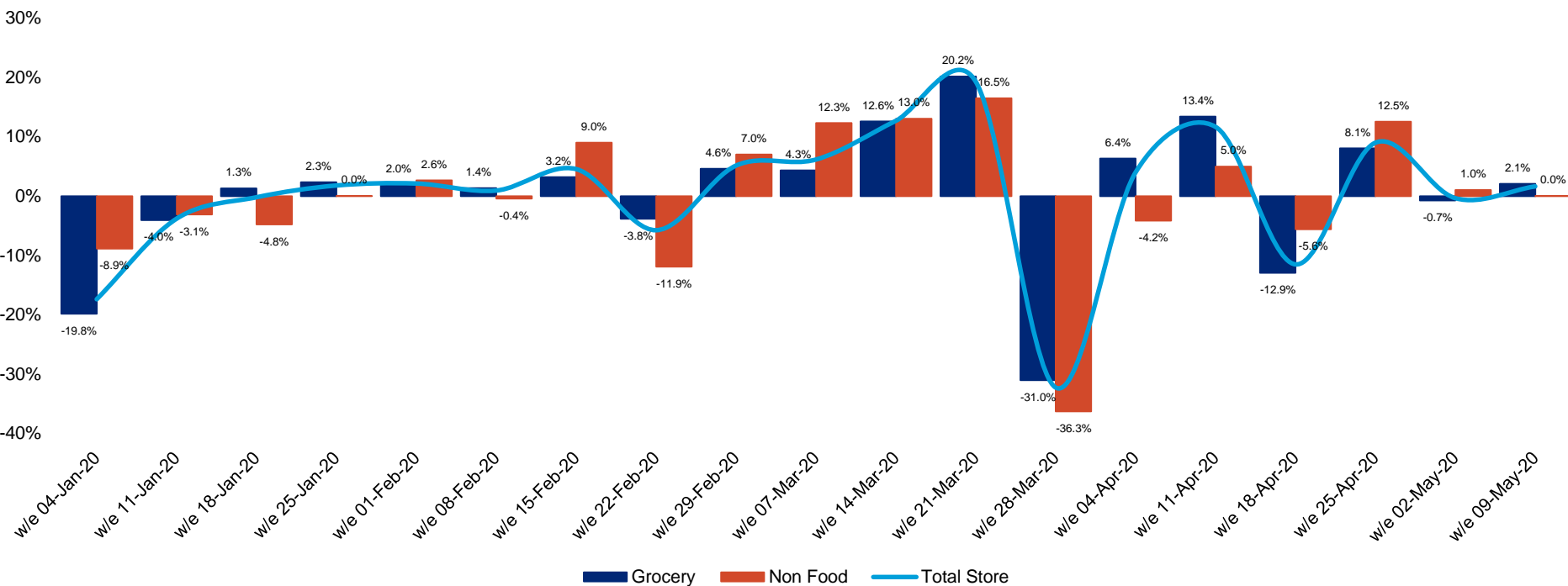


# Total Market Sales: % change vs Prior Week – Non Food sales are in line with last weeks, whilst Grocery sales growth of 2.1% is contributing to the additional £39m (+1.6% growth)



Total Store % Change vs Prior Week

-17.4%	-3.8%	-0.2%	1.8%	2.1%	0.9%	4.5%	-5.8%	5.1%	6.2%	12.7%	19.3%	-32.3%	4.0%	11.7%	-11.5%	9.0%	-0.4%	1.6%
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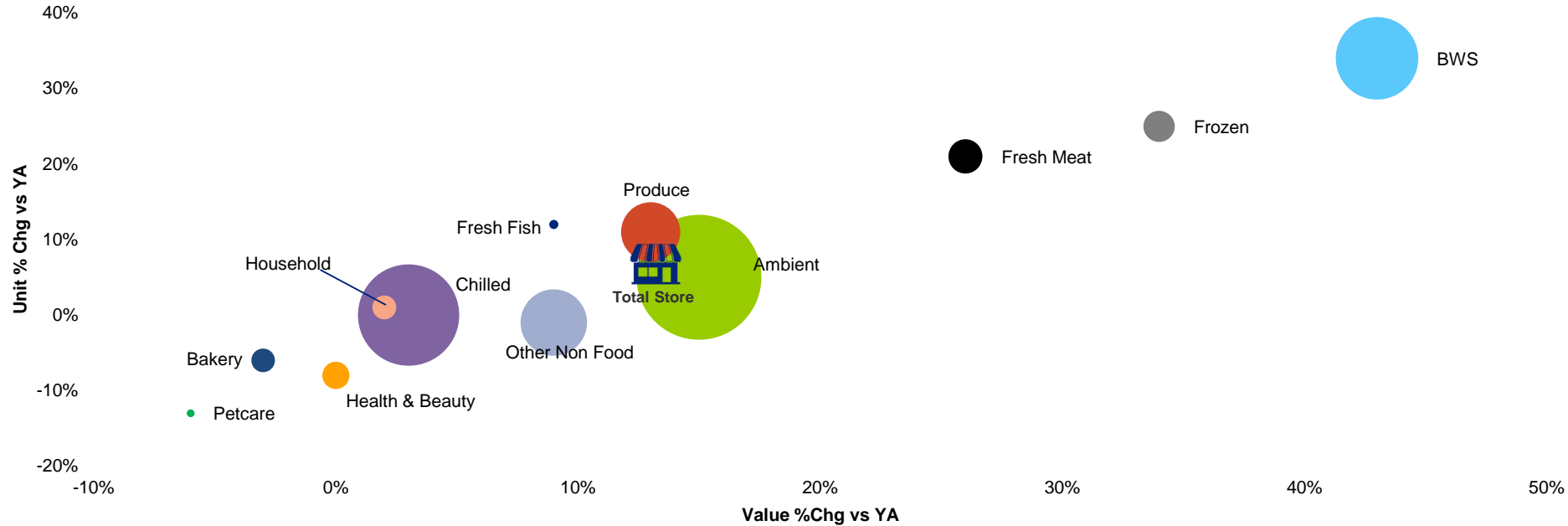


# BWS, Frozen and Fresh Meat sales continue to drive greatest growth across both Unit and Value. Petcare and Bakery continue to be impacted with declines across both Unit and Value



Department Performance for Units and Value % change for the Latest Week

Size of bubble: Current value sales for week 09/05/2020



- Ambient
- Bakery
- BWS
- Chilled
- Fresh Fish
- Fresh Meat
- Frozen
- Produce
- Health & Beauty
- Household
- Other Non Food
- Petcare
- Total Store



# Top 35 Categories based on Value Change for the Latest Week



Rank	Product	Value Sales				Unit Sales				Avg Unit Price			
		YearAgo	Current Period	Change vs Year Ago	%Chg vs YA	YearAgo	Current Period	Change vs Year Ago	%Chg vs YA	YearAgo	Current Period	Change vs Year Ago	%Chg vs YA
1	Beer	£58,166,865	£95,292,514	37,125,649	63.8%	13,960,629	19,618,347	5,657,718	40.5%	£4.17	£4.86	0.69	16.6%
2	Wine	£97,843,451	£126,339,092	28,495,641	29.1%	16,140,498	20,080,921	3,940,423	24.4%	£6.06	£6.29	0.23	3.8%
3	Spirits	£59,625,347	£82,178,631	22,553,284	37.8%	3,982,165	5,115,812	1,133,647	28.5%	£14.97	£16.06	1.09	7.3%
4	Ice Cream & Desserts	£20,777,459	£34,681,168	13,903,709	66.9%	10,814,095	17,949,920	7,135,825	66.0%	£1.92	£1.93	0.01	0.6%
5	Garden & Flowers	£31,006,300	£44,611,912	13,605,612	43.9%	7,922,576	10,527,215	2,604,639	32.9%	£3.91	£4.24	0.32	8.3%
6	Cooking Products	£30,012,298	£41,937,753	11,925,455	39.7%	22,566,160	28,479,559	5,913,399	26.2%	£1.33	£1.47	0.14	10.7%
7	Cheese	£44,384,070	£55,909,709	11,525,639	26.0%	24,634,774	29,915,134	5,280,360	21.4%	£1.80	£1.87	0.07	3.7%
8	Salad Vegetables	£47,645,322	£58,500,364	10,855,042	22.8%	51,222,688	60,947,576	9,724,888	19.0%	£0.93	£0.96	0.03	3.2%
9	Cider & Perry	£11,643,284	£21,961,669	10,318,385	88.6%	3,471,285	5,866,191	2,394,906	69.0%	£3.35	£3.74	0.39	11.6%
10	Baking Products	£16,386,037	£25,650,319	9,264,282	56.5%	11,783,645	17,052,458	5,268,813	44.7%	£1.39	£1.50	0.11	8.2%
11	Vegetables	£65,012,754	£73,896,206	8,883,452	13.7%	63,317,387	71,767,079	8,449,692	13.3%	£1.03	£1.03	0.00	0.3%
12	Fresh Beef	£29,882,378	£38,616,931	8,734,553	29.2%	7,704,939	10,041,457	2,336,518	30.3%	£3.88	£3.85	-0.03	-0.8%
13	Fruit	£99,965,154	£107,769,073	7,803,919	7.8%	75,272,408	77,161,911	1,889,503	2.5%	£1.33	£1.40	0.07	5.2%
14	Fresh Poultry	£53,519,467	£61,314,338	7,794,871	14.6%	16,973,760	18,679,717	1,705,958	10.1%	£3.15	£3.28	0.13	4.1%
15	Other Fresh Meat	£12,571,623	£20,057,756	7,486,133	59.5%	4,334,956	6,506,494	2,171,538	50.1%	£2.90	£3.08	0.18	6.3%
16	Butters, Fats & Margarines	£21,217,509	£28,406,267	7,188,758	33.9%	11,195,086	14,595,289	3,400,202	30.4%	£1.90	£1.95	0.05	2.7%
17	Soft Drinks	£84,375,532	£91,494,287	7,118,755	8.4%	65,376,412	62,303,233	-3,073,179	-4.7%	£1.29	£1.47	0.18	13.8%
18	Prepackaged Fresh Fish	£28,275,004	£34,192,148	5,917,144	20.9%	8,600,877	10,312,109	1,711,232	19.9%	£3.29	£3.32	0.03	0.9%
19	Sauces & Pickles	£15,835,558	£21,552,590	5,717,032	36.1%	11,635,419	14,561,031	2,925,612	25.1%	£1.36	£1.48	0.12	8.8%
20	Tobacco	£119,852,978	£125,401,301	5,548,323	4.6%	13,088,142	13,046,401	-41,741	-0.3%	£9.16	£9.61	0.45	5.0%
21	Frozen Vegetables	£22,969,356	£28,501,128	5,531,773	24.1%	14,445,671	17,237,570	2,791,899	19.3%	£1.59	£1.65	0.06	4.0%
22	Sausages	£10,623,391	£15,664,784	5,041,393	47.5%	5,299,355	7,274,139	1,974,784	37.3%	£2.00	£2.15	0.15	7.4%
23	Bacon	£13,993,126	£18,509,392	4,516,266	32.3%	6,810,774	8,357,361	1,546,586	22.7%	£2.05	£2.21	0.16	7.8%
24	Bread & Cakes	£69,375,981	£73,822,049	4,446,068	6.4%	60,184,136	64,280,724	4,096,589	6.8%	£1.15	£1.15	0.00	-0.4%
25	Frozen Meat	£13,761,156	£18,102,998	4,341,842	31.6%	6,381,136	7,277,434	896,298	14.0%	£2.16	£2.49	0.33	15.3%
26	Frozen Fish	£12,522,791	£16,592,955	4,070,164	32.5%	4,452,386	5,480,560	1,028,174	23.1%	£2.81	£3.03	0.21	7.6%
27	Eggs	£14,992,206	£18,764,225	3,772,020	25.2%	9,821,604	11,584,582	1,762,979	18.0%	£1.53	£1.62	0.09	6.1%
28	Cleaning Products	£9,823,669	£13,329,430	3,505,760	35.7%	7,702,011	9,305,533	1,603,522	20.8%	£1.28	£1.43	0.16	12.3%
29	Deos & Personal Wash	£9,636,176	£13,046,150	3,409,974	35.4%	7,260,541	8,873,768	1,613,227	22.2%	£1.33	£1.47	0.14	10.8%
30	Crisps, Snacks & Nuts	£48,858,746	£52,122,044	3,263,298	6.7%	41,147,194	39,024,433	-2,122,762	-5.2%	£1.19	£1.34	0.15	12.5%
31	A/V & Computing Electronics	£7,972,771	£11,190,220	3,217,449	40.4%	347,142	352,431	5,289	1.5%	£22.97	£31.75	8.78	38.2%
32	Confectionery	£52,928,926	£56,137,236	3,208,310	6.1%	52,972,095	51,332,660	-1,639,434	-3.1%	£1.00	£1.09	0.09	9.4%
33	Preserves & Spreads	£8,563,961	£11,619,580	3,055,619	35.7%	5,015,869	6,592,992	1,577,122	31.4%	£1.71	£1.76	0.06	3.2%
34	Hot Beverages	£31,219,548	£34,224,048	3,004,500	9.6%	11,703,647	11,962,434	258,787	2.2%	£2.67	£2.86	0.19	7.3%
35	Other Frozen	£16,336,179	£19,042,121	2,705,942	16.6%	10,460,154	11,337,964	877,810	8.4%	£1.56	£1.68	0.12	7.5%

# 36-70 Categories based on Value Change for the Latest Week



Rank	Product	Value Sales				Unit Sales				Avg Unit Price			
		YearAgo	Current Period	Change vs Year Ago	%Chg vs YA	YearAgo	Current Period	Change vs Year Ago	%Chg vs YA	YearAgo	Current Period	Change vs Year Ago	%Chg vs YA
36	Toys	£7,326,447	£9,905,561	2,579,114	35.2%	1,459,665	1,802,528	342,863	23.5%	£5.02	£5.50	0.48	9.5%
37	Fresh Pork	£8,232,859	£10,768,304	2,535,445	30.8%	2,467,969	2,982,123	514,154	20.8%	£3.34	£3.61	0.28	8.2%
38	Other BWS	£3,948,846	£6,244,231	2,295,384	58.1%	2,056,503	2,685,108	628,605	30.6%	£1.92	£2.33	0.41	21.1%
39	Misc Non Food	£13,555,865	£15,814,232	2,258,367	16.7%	3,011,072	3,355,807	344,735	11.4%	£4.50	£4.71	0.21	4.7%
40	Fresh Cream	£4,378,197	£6,631,131	2,252,934	51.5%	3,594,567	5,198,615	1,604,048	44.6%	£1.22	£1.28	0.06	4.7%
41	Chilled Pies, Pastries & Pizza	£37,814,087	£40,052,972	2,238,885	5.9%	22,325,639	22,936,206	610,566	2.7%	£1.69	£1.75	0.05	3.1%
42	Dry Pasta & Noodles	£9,499,095	£11,605,178	2,106,083	22.2%	12,788,453	13,624,263	835,810	6.5%	£0.74	£0.85	0.11	14.7%
43	Fresh Milk	£49,589,747	£51,634,043	2,044,297	4.1%	43,017,747	41,727,901	-1,289,845	-3.0%	£1.15	£1.24	0.08	7.3%
44	Chilled Salads	£15,581,695	£17,624,226	2,042,531	13.1%	11,137,877	12,400,170	1,262,293	11.3%	£1.40	£1.42	0.02	1.6%
45	Canned & Packet Veg/Pasta	£13,767,264	£15,774,876	2,007,612	14.6%	19,550,507	22,315,714	2,765,208	14.1%	£0.70	£0.71	0.00	0.4%
46	Milk, Topping & Whiteners	£7,080,044	£9,050,718	1,970,674	27.8%	6,079,094	7,410,401	1,331,306	21.9%	£1.16	£1.22	0.06	4.9%
47	Hot & Cold Desserts	£4,752,414	£6,498,628	1,746,214	36.7%	5,298,400	6,599,551	1,301,151	24.6%	£0.90	£0.98	0.09	9.8%
48	Biscuits	£35,554,300	£37,234,256	1,679,956	4.7%	34,889,399	34,689,917	-199,482	-0.6%	£1.02	£1.07	0.05	5.3%
49	Fresh Lamb	£6,337,446	£7,980,182	1,642,736	25.9%	1,166,440	1,450,135	283,695	24.3%	£5.43	£5.50	0.07	1.3%
50	Haircare	£12,499,543	£14,080,960	1,581,416	12.7%	4,406,759	4,307,344	-99,415	-2.3%	£2.84	£3.27	0.43	15.3%
51	Housewares	£23,670,417	£25,134,151	1,463,734	6.2%	6,339,750	6,929,537	589,788	9.3%	£3.73	£3.63	-0.11	-2.9%
52	Rice, Pulses & Cereals	£11,422,938	£12,791,629	1,368,691	12.0%	10,332,150	10,722,378	390,228	3.8%	£1.11	£1.19	0.09	7.9%
53	Skincare	£6,372,390	£7,601,463	1,229,073	19.3%	2,579,205	2,672,272	93,067	3.6%	£2.47	£2.84	0.37	15.1%
54	Frozen Pizza & Bread	£8,091,252	£9,229,747	1,138,495	14.1%	5,569,170	5,816,065	246,355	4.4%	£1.45	£1.59	0.13	9.2%
55	Foils & Wraps	£3,751,167	£4,799,442	1,048,274	27.9%	2,123,171	2,559,344	436,172	20.5%	£1.77	£1.88	0.11	6.1%
56	Household Sundries	£20,767,169	£21,739,922	972,753	4.7%	8,147,138	8,741,564	594,426	7.3%	£2.55	£2.49	-0.06	-2.4%
57	Specialty Foods	£10,707,309	£11,593,276	885,967	8.3%	8,923,430	8,846,290	-77,140	-0.9%	£1.20	£1.31	0.11	9.2%
58	Canned Fish	£8,081,226	£8,906,806	825,580	10.2%	4,590,910	5,002,642	411,732	9.0%	£1.76	£1.78	0.02	1.1%
59	Celebrations & Seasonal	£10,175,265	£10,896,718	721,453	7.1%	5,889,692	6,164,712	275,021	4.7%	£1.73	£1.77	0.04	2.3%
60	Canned & Bottled Fruit	£1,870,256	£2,557,474	687,218	36.7%	2,325,944	2,985,432	659,488	28.4%	£0.80	£0.86	0.05	6.5%
61	Canned Meats	£3,569,822	£4,221,270	651,448	18.2%	2,550,783	2,661,670	110,887	4.3%	£1.40	£1.59	0.19	13.3%
62	Vms & Nutrition	£3,535,976	£4,077,309	541,332	15.3%	1,242,846	1,137,679	-105,167	-8.5%	£2.85	£3.58	0.74	26.0%
63	Chilled Desserts	£43,921,336	£44,432,818	511,482	1.2%	35,256,108	33,727,456	-1,528,652	-4.3%	£1.25	£1.32	0.07	5.7%
64	Fortified Wine	£2,830,663	£3,258,027	427,365	15.1%	376,269	416,384	40,115	10.7%	£7.52	£7.82	0.30	4.0%
65	Suncare	£1,434,006	£1,746,002	311,995	21.8%	309,591	318,811	9,220	3.0%	£4.63	£5.48	0.84	18.2%
66	Breakfast Cereals	£27,722,803	£27,821,895	99,091	0.4%	15,135,891	13,626,689	-1,509,202	-10.0%	£1.83	£2.04	0.21	11.5%
67	Chilled Sauces	£1,271,960	£1,273,062	1,102	0.1%	802,796	824,341	21,545	2.7%	£1.58	£1.54	-0.04	-2.5%
68	Male Grooming	£6,154,191	£6,150,537	-3,654	-0.1%	3,143,571	2,661,080	-482,491	-15.3%	£1.96	£2.31	0.35	18.1%
69	Photo	£24,474	£11,587	-12,887	-52.7%	1,130	282	-848	-75.0%	£21.66	£41.09	19.43	89.7%
70	Cooked Meats	£43,646,044	£43,626,420	-19,623	0.0%	24,324,441	23,492,843	-831,598	-3.4%	£1.79	£1.86	0.06	3.5%

# Bottom 25 Categories based on Value Change for the Latest Week



Rank	Product	Value Sales				Unit Sales				Avg Unit Price			
		YearAgo	Current Period	Change vs Year Ago	%Chg vs YA	YearAgo	Current Period	Change vs Year Ago	%Chg vs YA	YearAgo	Current Period	Change vs Year Ago	%Chg vs YA
71	Computer Games	£1,056,294	£987,540	-68,755	-6.5%	62,877	48,342	-14,535	-23.1%	£16.80	£20.43	3.63	21.6%
72	Razors & Blades	£3,674,718	£3,494,977	-179,742	-4.9%	706,247	648,000	-58,247	-8.2%	£5.20	£5.39	0.19	3.7%
73	Soup	£4,684,129	£4,479,680	-204,449	-4.4%	5,390,325	5,197,103	-193,221	-3.6%	£0.87	£0.86	-0.01	-0.8%
74	Pet Non Food	£2,583,833	£2,356,534	-227,299	-8.8%	780,374	722,385	-57,989	-7.4%	£3.31	£3.26	-0.05	-1.5%
75	Oral Hygiene	£11,647,622	£11,388,165	-259,457	-2.2%	5,284,862	4,934,766	-350,097	-6.6%	£2.20	£2.31	0.10	4.7%
76	Cosmetics & Fragrances	£3,417,683	£3,140,828	-276,855	-8.1%	688,609	580,946	-107,663	-15.6%	£4.96	£5.41	0.44	8.9%
77	Stationery	£4,690,082	£4,394,779	-295,303	-6.3%	2,080,805	1,961,905	-118,899	-5.7%	£2.25	£2.24	-0.01	-0.6%
78	Detergents/Laundry	£30,932,786	£30,624,705	-308,081	-1.0%	10,319,915	9,914,622	-405,293	-3.9%	£3.00	£3.09	0.09	3.1%
79	Books	£2,384,232	£2,026,747	-357,485	-15.0%	529,699	465,240	-64,459	-12.2%	£4.50	£4.36	-0.14	-3.2%
80	Sanitary Protection	£3,416,168	£2,976,418	-439,750	-12.9%	2,232,969	1,870,186	-362,783	-16.2%	£1.53	£1.59	0.06	4.0%
81	Chilled Soup & Fresh Pasta	£6,106,549	£5,510,271	-596,278	-9.8%	3,586,789	3,281,734	-305,055	-8.5%	£1.70	£1.68	-0.02	-1.4%
82	Other Health & Beauty	£8,873,883	£8,115,292	-758,591	-8.5%	2,915,866	2,581,788	-334,078	-11.5%	£3.04	£3.14	0.10	3.3%
83	Home Entertainment	£3,073,587	£1,858,656	-1,214,931	-39.5%	397,508	224,652	-172,856	-43.5%	£7.73	£8.27	0.54	7.0%
84	Other Chilled	£3,823,925	£2,354,098	-1,469,827	-38.4%	1,904,204	1,254,602	-649,602	-34.1%	£2.01	£1.88	-0.13	-6.6%
85	Baby Care	£13,102,498	£11,329,687	-1,772,811	-13.5%	5,627,009	4,894,296	-732,712	-13.0%	£2.33	£2.31	-0.01	-0.6%
86	Petfood	£30,808,293	£28,996,142	-1,812,151	-5.9%	14,443,035	12,451,504	-1,991,531	-13.8%	£2.13	£2.33	0.20	9.2%
87	Medicines	£16,893,621	£15,019,981	-1,873,639	-11.1%	7,811,462	6,209,928	-1,601,533	-20.5%	£2.16	£2.42	0.26	11.8%
88	Baby Food	£10,020,241	£8,014,596	-2,005,645	-20.0%	5,277,880	4,084,454	-1,193,426	-22.6%	£1.90	£1.96	0.06	3.4%
89	Telephones/Mobile Phone	£4,458,823	£2,441,749	-2,017,074	-45.2%	349,921	186,349	-163,572	-46.7%	£12.74	£13.10	0.36	2.8%
90	Loose Fresh Fish	£5,360,138	£2,541,849	-2,818,289	-52.6%	1,103,574	576,893	-526,680	-47.7%	£4.86	£4.41	-0.45	-9.3%
91	Household Paper	£29,183,823	£26,303,628	-2,880,194	-9.9%	11,491,620	9,492,428	-1,999,192	-17.4%	£2.54	£2.77	0.23	9.1%
92	Newspapers & Magazines	£19,702,013	£15,593,655	-4,108,357	-20.9%	15,282,331	10,907,890	-4,374,441	-28.6%	£1.29	£1.43	0.14	10.9%
93	Chilled Ready Meals	£50,974,678	£44,530,058	-6,444,619	-12.6%	21,328,758	18,554,577	-2,774,181	-13.0%	£2.39	£2.40	0.01	0.4%
94	Instore Bakery	£28,793,558	£21,759,725	-7,033,833	-24.4%	33,013,521	23,729,971	-9,283,549	-28.1%	£0.87	£0.92	0.04	5.1%
95	Chilled Fruit Juice & Lunch Products	£51,682,099	£34,775,580	-16,906,519	-32.7%	30,618,458	21,252,932	-9,365,526	-30.6%	£1.69	£1.64	-0.05	-3.1%

# BWS, Ice Cream and Fresh Meats continue to feature in the top growing Sub-Categories as the Bank Holiday and On-Trade closure drives demand



## Top 12 Sub-categories based on Actual Value Change for the Latest Week

<p>Lager</p> <p><b>↑ 32.50M</b> Change vs Year Ago</p> <p>£79.60M      69.01% Current Period      %Chg vs YA</p>	<p>Ice Cream</p> <p><b>↑ 13.53M</b> Change vs Year Ago</p> <p>£32.42M      71.61% Current Period      %Chg vs YA</p>	<p>White Spirits</p> <p><b>↑ 13.19M</b> Change vs Year Ago</p> <p>£43.36M      43.72% Current Period      %Chg vs YA</p>	<p>White Wine</p> <p><b>↑ 11.90M</b> Change vs Year Ago</p> <p>£51.42M      30.10% Current Period      %Chg vs YA</p>
<p>Cider &amp; Perry</p> <p><b>↑ 10.32M</b> Change vs Year Ago</p> <p>£21.96M      88.62% Current Period      %Chg vs YA</p>	<p>Fresh Beef</p> <p><b>↑ 8.73M</b> Change vs Year Ago</p> <p>£38.62M      29.23% Current Period      %Chg vs YA</p>	<p>Other Fresh Meat</p> <p><b>↑ 7.49M</b> Change vs Year Ago</p> <p>£20.06M      59.55% Current Period      %Chg vs YA</p>	<p>Red Wine</p> <p><b>↑ 7.44M</b> Change vs Year Ago</p> <p>£42.36M      21.32% Current Period      %Chg vs YA</p>
<p>Prepacked Cooked Meats</p> <p><b>↑ 7.20M</b> Change vs Year Ago</p> <p>£40.23M      21.79% Current Period      %Chg vs YA</p>	<p>Fresh Chicken</p> <p><b>↑ 7.11M</b> Change vs Year Ago</p> <p>£39.23M      22.14% Current Period      %Chg vs YA</p>	<p>Prepacked Fresh Fish</p> <p><b>↑ 5.92M</b> Change vs Year Ago</p> <p>£34.19M      20.93% Current Period      %Chg vs YA</p>	<p>Carbonates</p> <p><b>↑ 5.62M</b> Change vs Year Ago</p> <p>£44.25M      14.53% Current Period      %Chg vs YA</p>



The panic buying around Toilet Tissue, Laundry Detergents and Baby Milk appears to be impacting performance and they join Food to Go categories, In-Store Bakeries and Water in the sub categories seeing the greatest decline



### Bottom 12 Sub-categories based on Actual Value Change for the Latest Week

<p><b>Sandwiches</b></p> <p>↓ -10.04M Change vs Year Ago</p> <p>£8.47M      -54.25% Current Period      %Chg vs YA</p>	<p><b>Loose Cooked Meats</b></p> <p>↓ -7.22M Change vs Year Ago</p> <p>£3.40M      -67.99% Current Period      %Chg vs YA</p>	<p><b>Chilled Ready Meals</b></p> <p>↓ -6.44M Change vs Year Ago</p> <p>£44.53M      -12.64% Current Period      %Chg vs YA</p>	<p><b>ISB Bakery Cakes</b></p> <p>↓ -4.62M Change vs Year Ago</p> <p>£10.87M      -29.85% Current Period      %Chg vs YA</p>
<p><b>Toilet Tissue</b></p> <p>↓ -3.24M Change vs Year Ago</p> <p>£15.93M      -16.91% Current Period      %Chg vs YA</p>	<p><b>Lunch Salads</b></p> <p>↓ -3.19M Change vs Year Ago</p> <p>£2.35M      -57.60% Current Period      %Chg vs YA</p>	<p><b>Prepared Fruit Salads</b></p> <p>↓ -3.09M Change vs Year Ago</p> <p>£5.88M      -34.45% Current Period      %Chg vs YA</p>	<p><b>Filled Rolls &amp; Wraps</b></p> <p>↓ -2.84M Change vs Year Ago</p> <p>£2.98M      -48.76% Current Period      %Chg vs YA</p>
<p><b>Loose Fresh Fish</b></p> <p>↓ -2.82M Change vs Year Ago</p> <p>£2.54M      -52.58% Current Period      %Chg vs YA</p>	<p><b>Water</b></p> <p>↓ -2.68M Change vs Year Ago</p> <p>£11.34M      -19.12% Current Period      %Chg vs YA</p>	<p><b>Laundry Detergents</b></p> <p>↓ -1.92M Change vs Year Ago</p> <p>£13.79M      -12.21% Current Period      %Chg vs YA</p>	<p><b>Baby Milk</b></p> <p>↓ -1.50M Change vs Year Ago</p> <p>£4.04M      -27.14% Current Period      %Chg vs YA</p>



# Top 12 Manufacturers based on Actual Value Change for the Latest Week



<p>Heineken International</p> <p><b>↑ 13.27M</b> Change vs Year Ago</p> <p>£28.89M      84.90% Current Period      %Chg vs YA</p>	<p>Unilever</p> <p><b>↑ 10.75M</b> Change vs Year Ago</p> <p>£50.02M      27.37% Current Period      %Chg vs YA</p>	<p>Ab Inbev</p> <p><b>↑ 8.80M</b> Change vs Year Ago</p> <p>£23.28M      60.78% Current Period      %Chg vs YA</p>	<p>Mondelez</p> <p><b>↑ 6.70M</b> Change vs Year Ago</p> <p>£37.83M      21.52% Current Period      %Chg vs YA</p>
<p>Pernod Ricard</p> <p><b>↑ 6.08M</b> Change vs Year Ago</p> <p>£11.92M      104.14% Current Period      %Chg vs YA</p>	<p>Molson Coors UK</p> <p><b>↑ 4.87M</b> Change vs Year Ago</p> <p>£15.30M      46.76% Current Period      %Chg vs YA</p>	<p>Diageo</p> <p><b>↑ 4.69M</b> Change vs Year Ago</p> <p>£24.79M      23.35% Current Period      %Chg vs YA</p>	<p>CCE</p> <p><b>↑ 4.13M</b> Change vs Year Ago</p> <p>£29.73M      16.12% Current Period      %Chg vs YA</p>
<p>Arla Foods</p> <p><b>↑ 4.13M</b> Change vs Year Ago</p> <p>£18.90M      27.93% Current Period      %Chg vs YA</p>	<p>Premier Foods</p> <p><b>↑ 4.08M</b> Change vs Year Ago</p> <p>£20.03M      25.56% Current Period      %Chg vs YA</p>	<p>Carlsberg UK</p> <p><b>↑ 3.65M</b> Change vs Year Ago</p> <p>£7.49M      94.93% Current Period      %Chg vs YA</p>	<p>Kopparberg Cider Of Sw...</p> <p><b>↑ 3.46M</b> Change vs Year Ago</p> <p>£5.41M      177.18% Current Period      %Chg vs YA</p>



# Bottom 12 Manufacturers based on Actual Value Change for the Latest Week



<p>Mars</p> <p>↓ -2.35M Change vs Year Ago</p> <p>£25.52M      -8.42% Current Period      %Chg vs YA</p>	<p>Danone</p> <p>↓ -1.42M Change vs Year Ago</p> <p>£12.35M      -10.30% Current Period      %Chg vs YA</p>	<p>LRS</p> <p>↓ -1.23M Change vs Year Ago</p> <p>£5.14M      -19.37% Current Period      %Chg vs YA</p>	<p>Kimberly-Clark UK</p> <p>↓ -1.18M Change vs Year Ago</p> <p>£7.38M      -13.75% Current Period      %Chg vs YA</p>
<p>Johnson &amp; Johnson</p> <p>↓ -1.05M Change vs Year Ago</p> <p>£6.48M      -13.96% Current Period      %Chg vs YA</p>	<p>Essity Hygiene &amp; Health ...</p> <p>↓ -624.01K Change vs Year Ago</p> <p>£1.59M      -28.19% Current Period      %Chg vs YA</p>	<p>Weetabix</p> <p>↓ -491.44K Change vs Year Ago</p> <p>£4.26M      -10.35% Current Period      %Chg vs YA</p>	<p>P&amp;G</p> <p>↓ -475.43K Change vs Year Ago</p> <p>£30.94M      -1.51% Current Period      %Chg vs YA</p>
<p>Natural Balance UK</p> <p>↓ -457.25K Change vs Year Ago</p> <p>£780.03K      -36.96% Current Period      %Chg vs YA</p>	<p>SCA</p> <p>↓ -431.43K Change vs Year Ago</p> <p>£3.99M      -9.75% Current Period      %Chg vs YA</p>	<p>Sistema Plastics</p> <p>↓ -418.29K Change vs Year Ago</p> <p>£231.61K      -64.36% Current Period      %Chg vs YA</p>	<p>Yoplait</p> <p>↓ -414.69K Change vs Year Ago</p> <p>£1.99M      -17.23% Current Period      %Chg vs YA</p>





# The impact of COVID-19 on FMCG and Retail



IRI is providing ongoing local and global insights to help you understand the impact of the coronavirus on the industry. [Learn more](#)



## FMCG and Retail Insights to Manage the Impact of COVID-19

The coronavirus/COVID-19 pandemic is having a significant impact on business across the globe, including FMCG and retail. IRI is closely tracking developments in our industry to help our clients understand the resulting changes in consumer and shopper behaviour across categories, brands, channels and retailers in the areas affected by the virus. Our goal is to help companies successfully determine how to best handle promotions, out-of-stocks, pricing and assortment to meet the changing needs of consumers.

# THANK YOU!



**For More Information, Contact Us...**

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