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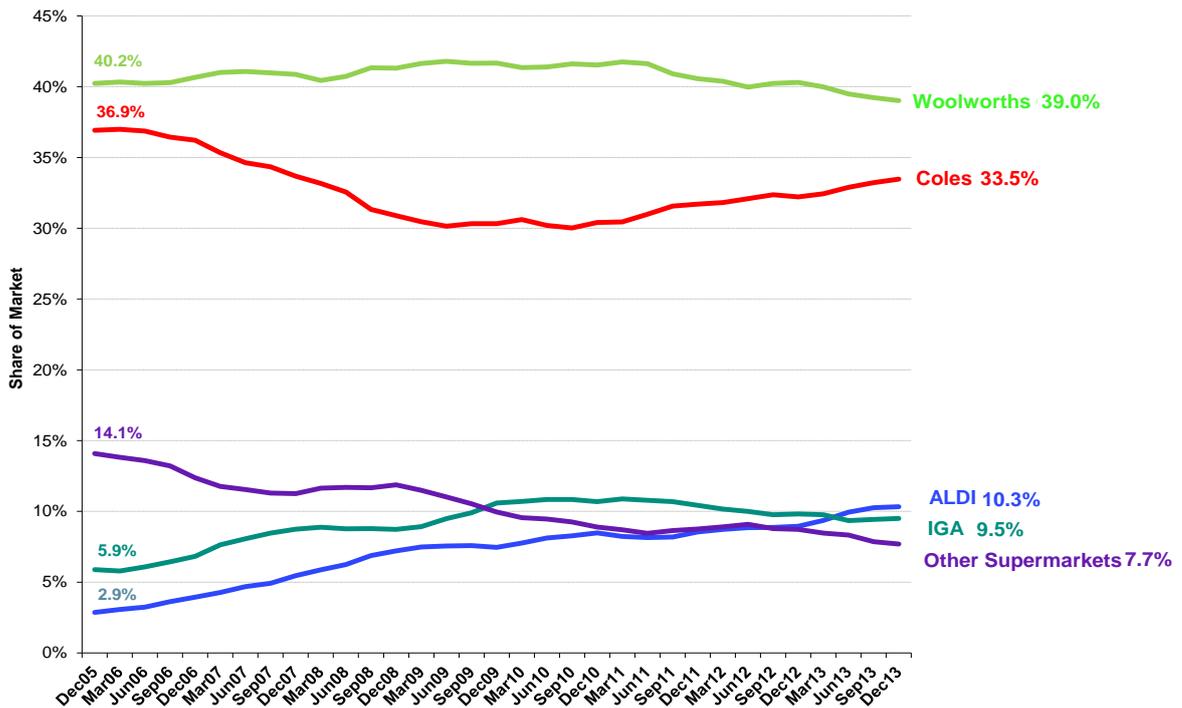
Market share narrows between Coles and Woolworths, while ALDI makes important gains

ALDI supermarkets continue to go from strength to strength, quadrupling their customer base over the last eight years from under a million to 4.2 million people shopping there in an average four-week period. While this falls a long way short of the 8.8 million customers shopping at Coles or the 9.5 million at Woolworths, ALDI's long-term gains in terms of market share indicate that the European supermarket chain is on the up and up.

As of December 2013, Roy Morgan's Supermarket Currency report placed ALDI in the Top 3 of supermarkets in terms of market share. Accounting for 10.3% of all grocery dollars, ALDI surpassed even IGA (9.5%). At 39.0%, Woolworths still maintains the largest slice of the pie, while Coles continued to improve, achieving its highest market-share proportion since March 2008 at 33.5%.

FOR IMMEDIATE RELEASE

Proportion of all grocery dollars spent at each supermarket



Source: Roy Morgan Single Source (Australia), January 2005 - December 2013, latest 12 months to December 2013 n= 14,006. Base: Grocery Buyers 14+

Warren Reid, Group Account Manager – Consumer Products, Roy Morgan Research, says:

“Despite the long-standing dominance of Coles and Woolworths, ALDI have shown that it’s not a two-horse race. More importantly, ALDI’s popularity also suggests that there are opportunities for other international supermarket giants to successfully enter the Australian grocery market.”

“While ALDI’s increase in market share over the last eight years may seem like a slow burn, they’ve actually secured a sizeable chunk of the \$82 billion grocery market. It’s not that Metcash/ IGA are any less important to consider, but they haven’t made the same kind of gains over the last few years.

“Despite Woolworths posting above-average sales in their latest quarter, this hasn’t had any noticeable impact on their market share, as Coles continues to close the gap, and ALDI continues to grow.”

For comments or more information please contact:

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Related Research

View our [extensive range of Retail profiles](#) across a range of categories, including [Supermarket currency reports](#), [ALDI customer profile](#), and [Coles customer profile](#). These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3