

Adam Leyland

Editor, The Grocer

Helicopter view



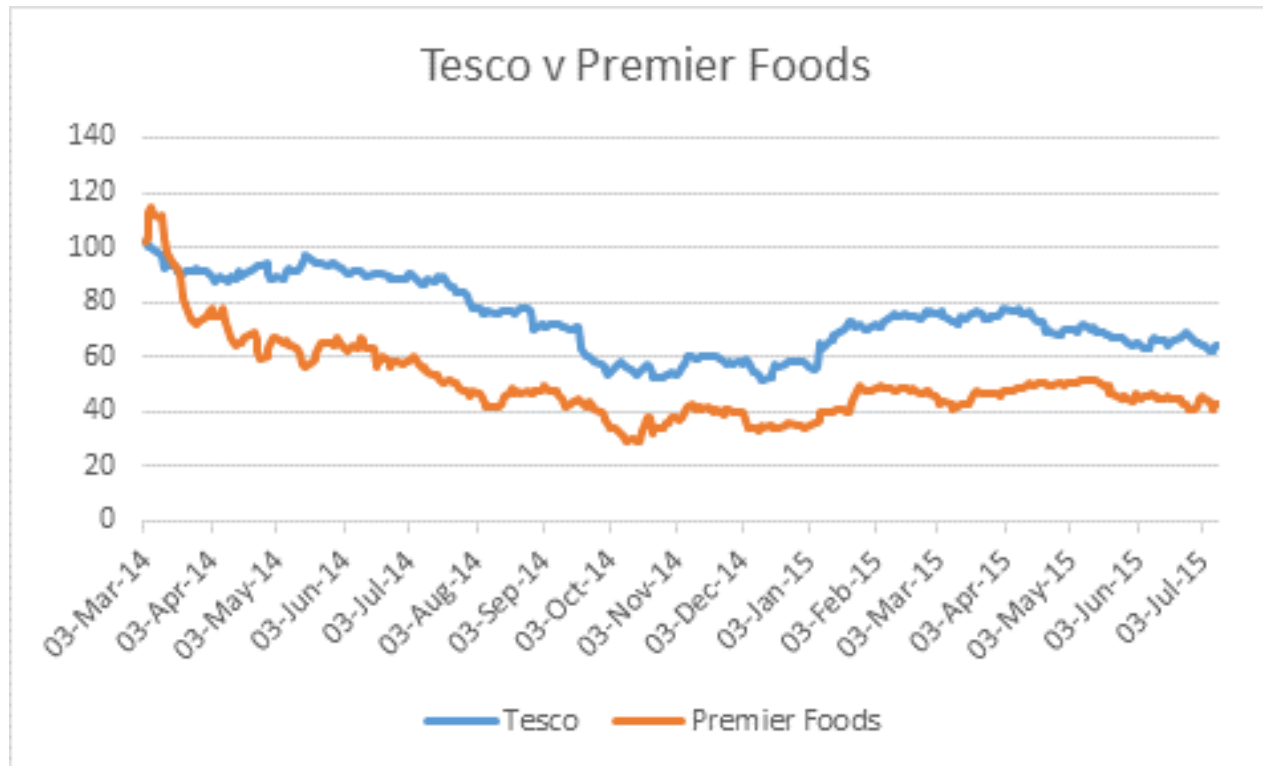
Amazon in the UK



Mr Kipling: slicing and dicing



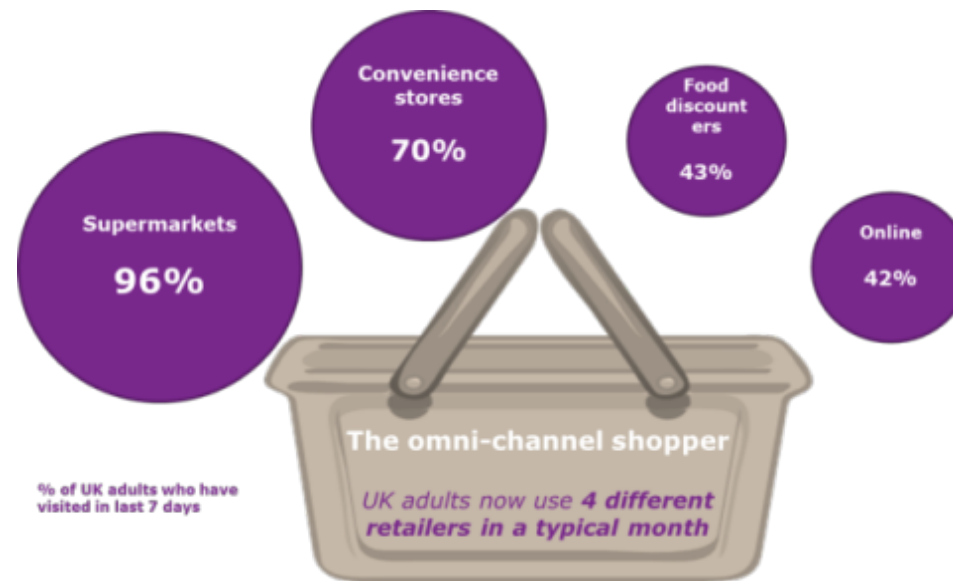
Premier vs Tesco



Sunday Trading

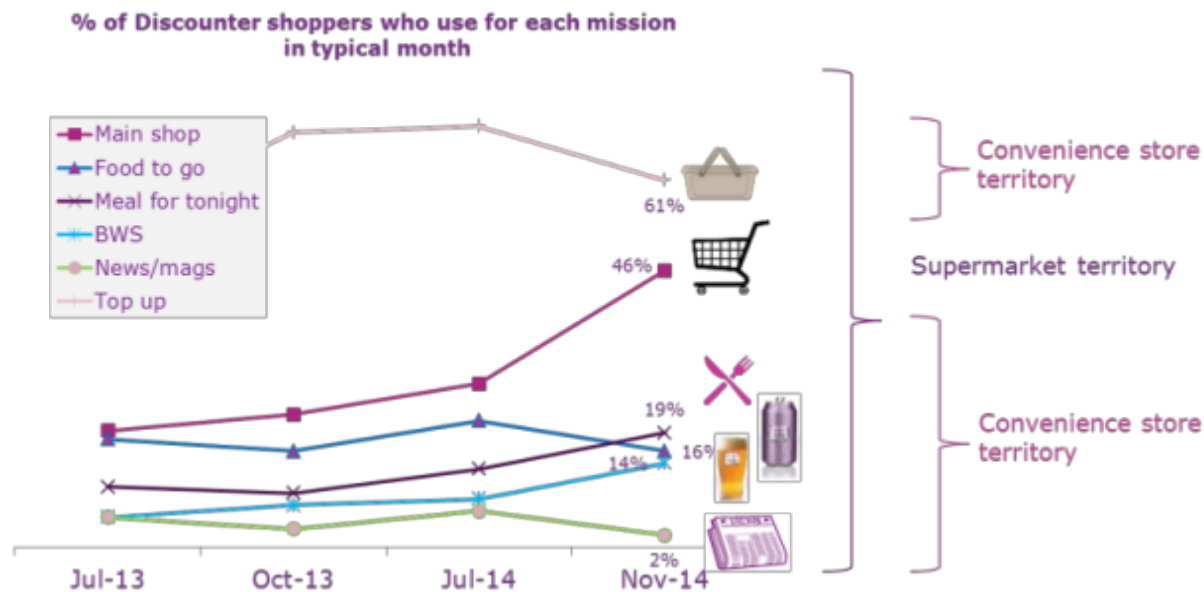


Who's shopping where?



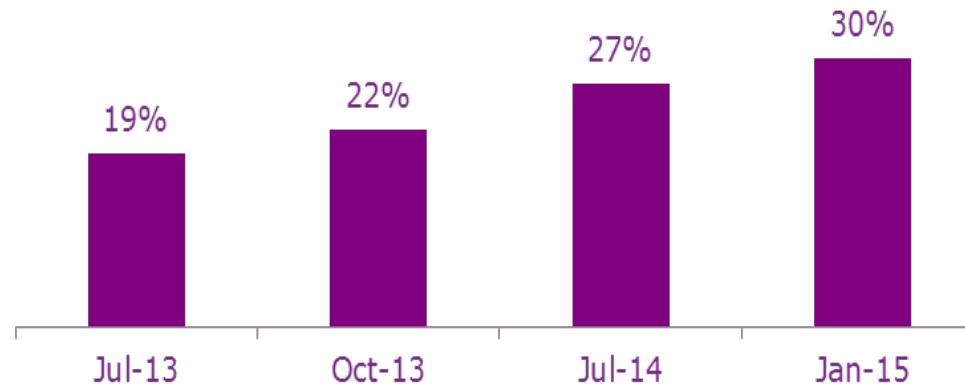
- Source: him!

How shoppers are using discounters

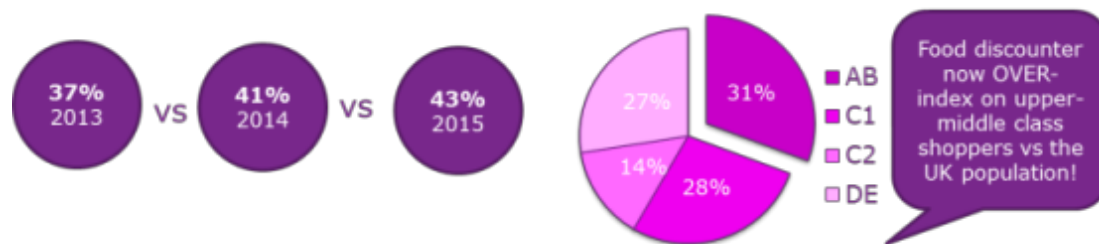


Main shop

% of shoppers are Food Discounters who are on a 'main shop'



Share of wallet vs demographics



Indigestible Biscuits



Nespresso



Asda: click & collect



Asda's lockers



Amazon lockers



Tesco burritos counter