



Covid tracker

Supermarket and supergroup sales

March 2021

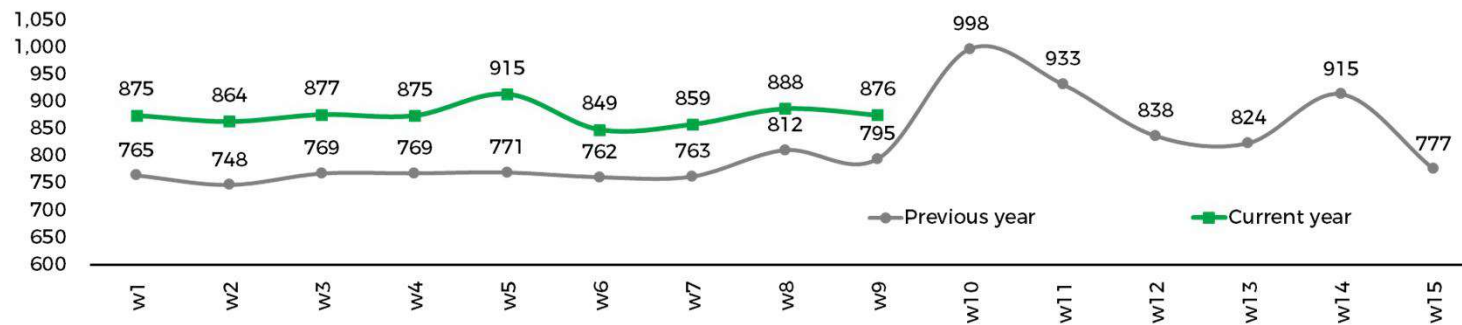
© 2021 Nielsen Consumer LLC. All Rights Reserved.



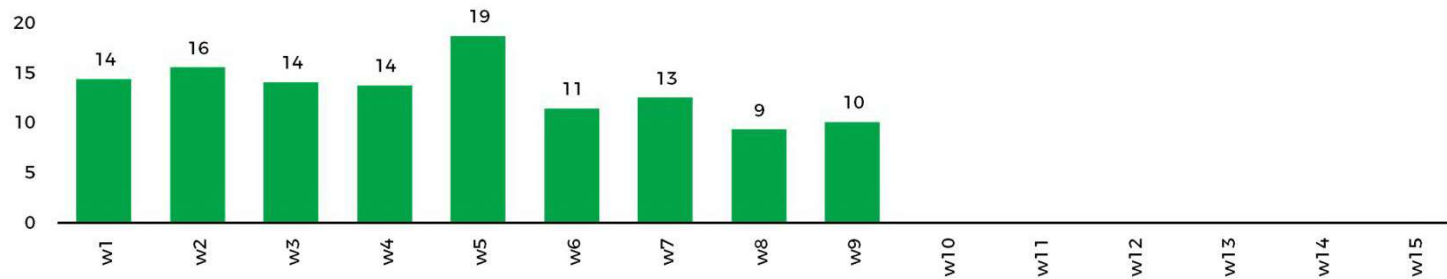


Supermarket sales per week in 2021

Supermarket sales per week (euro x mln)



% Value development vs previous year

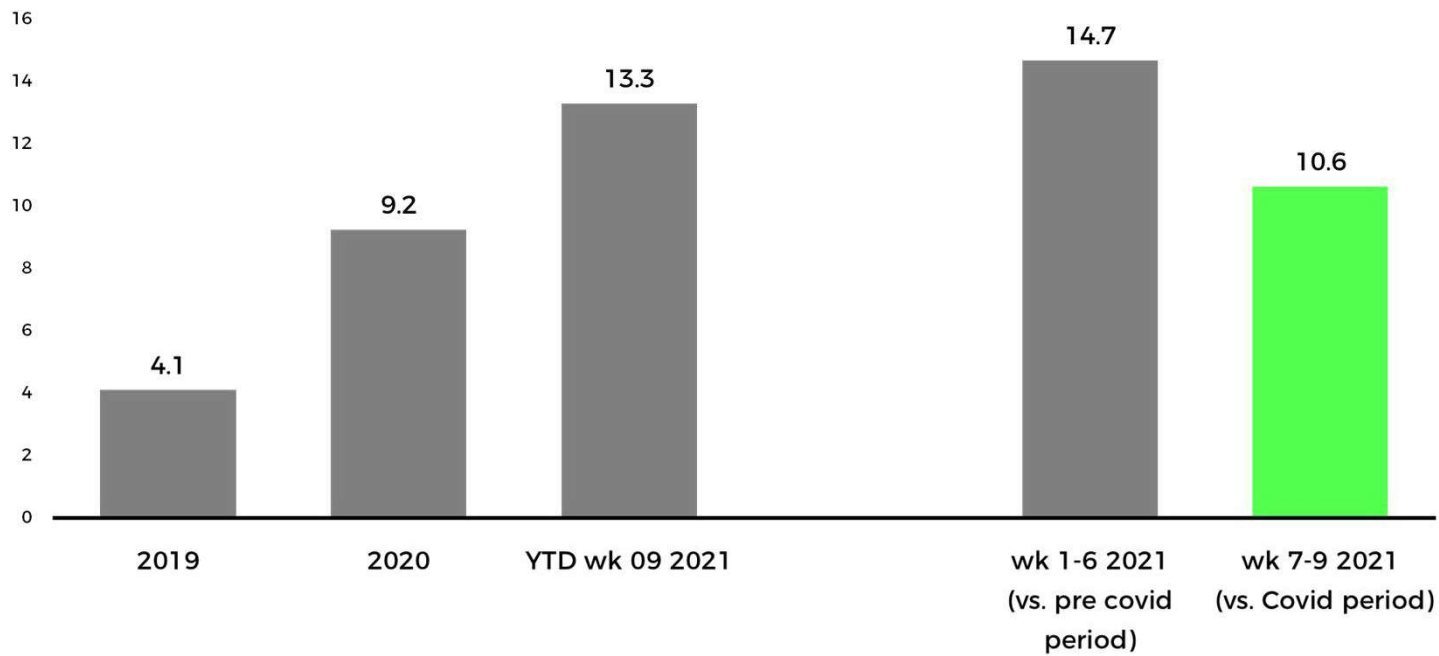


Growth in 2020 was 9.1% and YTD Wk 2109 13.3%. wk1 in 2021 is compared to Wk53 in 2020, wk2 in 2021 is compared to Wk1 in 2020 and so on.



Supermarket growth in different Covid-19 time frames

% Development supermarket sales 2021 vs 2020



2020 = wk 2-53 2020. YTD 2021 starts with wk1, YTD 2020 starts with wk2. Wk 1-6 2021 is vs wk 2-7 in 2020. From wk 7 in 2021 is vs from wk 8 in 2020.



Supergroup sales in supermarkets

% Development sales in euro vs. previous year

	2019	2020		YTD wk 09 2021	Wk 1-6 2021 (vs. pre-covid)	Wk 7 thru last 2021 (vs Covid)	wk 06 21	wk 07 21	wk 08 21	wk 09 21
Totaal supermarkten (ACV)	4.1	9.2		13.3	14.7	10.6	11.5	12.5	9.4	10.1
Fresh	4.8	7.9	●	7.8	9.0	5.2	6.0	7.4	4.2	4.3
Dranken houdbaar	1.4	9.8	●	15.8	15.7	15.9	12.4	15.0	18.1	14.6
Z&S	7.5	6.1	●	8.7	9.9	6.4	8.2	6.0	6.1	7.2
KW	6.7	11.7	●	10.1	14.0	2.6	9.9	10.0	-4.8	3.8
Vriesvers	4.8	14.0	●	14.6	17.0	10.0	15.4	8.1	9.1	12.8
Homecare	2.7	10.5	●	22.1	23.3	19.7	11.5	38.6	7.5	16.4
Drogmetica	4.2	9.4	●	4.7	9.1	-3.1	1.4	14.3	-6.9	-12.5
Rookwaren	3.1	10.0	●	26.2	28.8	21.4	26.2	20.8	26.8	16.4
Non food overig	7.2	10.5	●	67.1	67.9	65.5	58.1	65.7	67.0	63.7

2020 is based on wk2-53. YTD of 2020 starts with week 2. Wk 1-6 in 2021 is vs. wk 2-7 2020. From wk 7 2021 is vs. from wk 8 in 2020

Non food overig is a small group with < 3% share in total supermarket sales. Green/red icons refer to higher/lower YTD growth vs. total supermarket sales

