



ESA 'Cheapest on Display' Tracker

Pricing for Planning & Implementation

Information collected on Monday 8th March 2010

Key headlines for this week:

1. The lowest 3 price retailers are: Asda, Sainsbury's and Tesco
2. 50 products stocked in Tesco, Asda, Morrison's & Sainsbury's. 49 in Waitrose. 48 in Coop. 43 in Netto. 42 in Aldi & Lidl.

For further information on promotions details, backdata or other queries please call Guy Palmer on 0771 8767278 or email guy.palmer@esa.co.uk

Notes on the Report

1. Prices shown are actual shelf-edge label prices recorded in store (after any discount)
2. Prices in **bold** are promotional prices.
3. Yellow indicates product not stocked in all 9 retailers

Item	Lowest Prices recorded per Retailer								
	Tesco £	Asda £	Sainsbury's £	Morrisons £	Waitrose £	Co-op £	Aldi £	Lidl £	Netto £
COD Beer/Lager (Standard 440-500ml Cans) 4 pack	£0.90	£0.90	£0.90	£0.90	£3.45	£2.99	£2.39	£2.29	£3.00
COD Red Wine Bottle 75cl	£2.49	£1.82	£2.53	£2.50	£3.79	£3.19	£2.99	£1.89	£2.49
COD White Wine Bottle 75cl	£2.49	£1.97	£2.58	£2.21	£2.79	£3.20	£1.99	£1.89	£2.79
COD Jam Doughnuts (any) 5 Pack	£0.69	£0.69	£0.60	£0.69	£0.99	£0.65			
COD Medium White Loaf 800g	£0.47	£0.47	£0.47	£0.47	£0.50	£0.49	£0.47	£0.47	£0.47
COD Soft White Baps/Rolls 4-6 Pack	£0.65	£0.65	£0.52	£0.47	£0.69	£0.59	£0.49	£0.59	£0.49
COD Eggs Medium 6 Pack	£0.91	£0.88	£0.91	£1.37	£1.45	£1.42	£0.99	£0.99	
COD Milk Semi-Skimmed 4 Pints (2.27L)	£1.53	£1.53	£1.53	£1.53	£1.52	£1.53	£1.09	£1.09	£1.00
COD White Cheddar Cheese Mild Medium Block	£2.40	£1.77	£1.67	£2.24	£2.11	£1.77	£1.98	£2.19	£1.49
COD Coffee Powder/granules 100g	£0.49	£0.27	£0.74	£0.74	£0.74	£1.12	£1.55	£1.35	£1.06
COD Cola 2L	£0.17	£0.17	£0.17	£0.17	£0.84	£0.18	£0.39	£0.17	£0.17
COD Lemonade 2L	£0.18	£0.18	£0.18	£0.18	£0.79	£0.19	£0.39	£0.18	£0.18
COD Orange Juice (chilled) Fresh 1L	£0.56	£0.56	£0.56	£0.56	£0.98	£1.09	£1.29	£0.93	£1.45
COD Tea bags 80 pack	£0.28	£0.28	£0.28	£0.28	£1.44	£0.49	£1.29	£0.28	£0.28
COD Chocolate Block Milk 100g	£0.27	£0.27	£0.27	£0.27	£0.97		£0.59	£0.45	£0.89
COD Chocolate Chip Cookies 200g	£0.40	£0.32	£0.39	£0.43		£0.84		£0.39	£0.39
COD Chopped Tomatoes (Tinned) 400g	£0.35	£0.32	£0.35	£0.35	£0.42	£0.37	£0.41	£0.32	£0.35
COD Corn Flakes 500g	£0.46	£0.95	£0.46	£0.46	£0.95	£0.48	£0.69	£0.73	£0.69
COD Crisps Assorted Multipack 12 pack	£1.69	£0.47	£0.47	£1.59	£1.66	£2.65		£1.55	£0.89
COD Digestive Biscuits 400-500g	£0.31	£0.31	£0.31	£0.39	£0.56	£0.52	£0.32	£0.32	£0.31
COD Gravy granules - Beef/Chicken 170g	£0.27	£0.27	£0.69	£0.23	£0.84	£0.34	£0.77		£0.77
COD Ham Slices (not wafer thin) 125g	£0.42	£0.42	£0.42	£1.00	£1.69	£1.15	£0.59		
COD Ketchup 500-600g	£0.36	£0.36	£0.38	£0.36	£2.09	£0.40		£0.59	£0.79
COD Margarine/Spread 500g	£0.59	£0.45	£0.45	£0.50	£1.02	£0.60	£0.59	£0.59	£0.45
COD Pasta (any) 1kg	£0.89	£1.00	£1.11	£1.07	£1.10	£1.36	£0.89	£1.09	
COD Rice (any) 1kg	£0.73	£0.73	£0.73	£0.73	£1.14	£0.77	£0.89	£0.73	£0.73
COD Rich Tea Biscuits 300g	£0.25	£0.25	£0.25	£0.48	£0.77	£0.55	£0.49	£0.29	£0.49
COD Tuna in Brine/Oil (Tinned) 180-200g	£0.38	£0.38	£0.45	£0.38	£1.45	£0.78	£0.55	£0.73	£0.45
COD Chicken Breasts (Fresh) 4 Pack (approx 500g)	£4.00	£3.70	£4.00	£3.29	£4.52	£3.00	£3.99	£3.00	
COD Mince (Fresh) 500g	£1.21	£2.20	£2.20	£2.00	£1.98	£2.99	£2.49	£1.99	
COD Sausages (Fresh) Thick 8 Pack	£0.48	£0.48	£0.48	£0.48	£0.96	£1.00	£0.95	£0.95	£0.48
COD Fish Fingers (Frozen) (any) 10-12 pack	£0.47	£0.47	£0.69	£0.47	£1.49	£0.99			£0.47
COD Oven Chips (Frozen) (any) 1.5-2kg	£0.72	£0.64	£1.45	£0.96	£1.23	£0.90	£0.99		£0.89
COD Peas (Frozen) 0.8-1kg	£0.87	£0.79	£1.63	£0.87	£1.44	£1.06	£0.99	£0.99	£0.89
COD Apples (any) Pack/Bag (6-8 Apples/800g)	£0.68	£0.68	£0.85	£0.85	£0.98	£1.00	£0.49	£0.89	£0.99
COD Carrots 1-1.5kg	£0.80	£0.87	£0.80	£0.81	£0.98	£0.88	£0.65	£0.39	£0.59
COD Potatoes (any) 2.5kg	£0.99	£0.84	£0.99	£1.00	£1.32	£1.00	£1.65	£0.69	£1.00
COD Tomatoes (Fresh) 6 Pack	£0.87	£0.87	£0.82	£0.65	£0.96	£1.00	£0.75	£0.75	£0.79
COD Conditioner (any) 300-400ml	£0.85	£0.24	£0.24	£0.70	£0.99	£0.62	£0.70	£0.79	£1.00
COD Nappies Mini/Maxi/Junior 18-24 Pack	£3.19	£1.47	£1.47	£2.99	£5.98	£5.99		£3.59	£3.49
COD Shampoo (any) 300-400ml	£0.70	£0.20	£0.26	£0.62	£0.99	£0.62	£0.70	£0.79	£1.00
COD Shower Gel (any) 300-400ml	£0.10	£0.08	£0.10	£0.10	£1.89		£0.45	£0.19	
COD Soap (any) 4 pack	£0.85	£0.90	£0.85	£1.00	£0.99	£1.00	£0.85		£1.00
COD Kitchen Rolls (any) 2 Pack	£0.97	£1.00	£1.10	£1.25	£1.42	£1.16		£0.99	£1.00
COD Tin Foil 20m (300-450mm Wide)	£2.50	£0.60	£3.05	£0.60	£2.40	£2.59	£1.99		£1.00
COD Toilet Rolls (any) 4 Pack	£0.44	£0.45	£0.45	£1.50	£1.83	£0.49	£1.55	£1.69	£1.55
COD Washing Up Liquid (any) 500ml	£0.51	£0.34	£0.34	£0.34	£0.43	£0.29	£0.59	£0.59	£0.34
COD Washing Powder (any) 800g	£1.01	£0.82	£0.84	£2.19	£5.29	£0.87			£2.14
COD Cat Food (Tinned) (any) 400g	£0.47	£0.45	£0.47	£0.48	£0.44	£0.44	£0.45	£0.47	£0.45
COD Dog Food (Tinned) (any) 400g	£0.45	£0.45	£0.48	£0.53	£0.44	£0.44	£0.39	£0.52	£0.39

Total price for those items stocked in all retailers	£23.79	£20.62	£22.94	£24.37	£37.71	£29.74	£30.11	£26.54	£27.81
Total number of items stocked	50	50	50	50	49	48	42	42	43