FSS Take Home Retail Purchase and Price Promotions in Scotland.

Data 52we December 2019, 2020 and 2021

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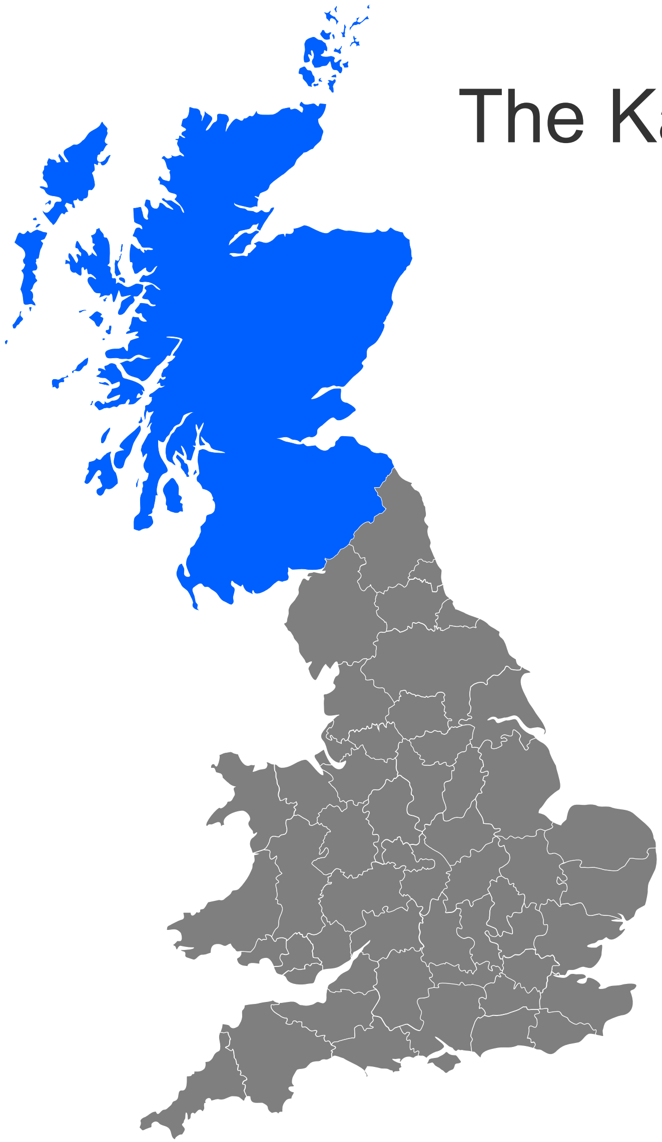
About this report

- The data presented within this report was prepared by Kantar Worldpanel FMCG in collaboration with Food Standards Scotland.
- The data presented relates to retail purchasing in Scotland, and refers to take home purchases. It does not include food and drink purchased for consumption outside the home (OOH).
- The data presented is purchase data only and this does not necessarily equate to consumption, as factors such as waste and cooking losses are not accounted for.
- The data does not provide motivations for purchase, such as stockpiling, which was widely reported in the media in the run up to the national lockdown in March 2020.
- For the most part, annual trends in purchase are presented as 52 week ending December 2019 compared with 2021, given the impact the COVID-19 pandemic had on retail purchasing patterns in 2020.
- Kantar continually improve their datasets, with regular changes/updates to both product coding and the way the data collected from sample data are weighted up to represent the total picture. Data are usually reworked back 5 years to ensure trends are not adversely affected. Therefore, there may be slight differences in the data provided for 2019-2021 in this report, compared to those previously published.
- Detail on Kantar's data collection and methodology can be found here: Exploring the impact of COVID-19 on retail purchase and price promotion in Scotland between 2019 and 2020 | Food Standards Scotland



The Kantar take home purchase panel is…

A sample of **30,000** households weighted up to represent the **GB** population (2,389 Scotland)

Demographically representative (age, lifestage, region, social class, household size etc.)

Panellists record all food and drink bought into the home from **retail shops and supermarkets**

Continuous, so we can track real changes in behaviour over time

Nutrition Service Methodology

We record the Big 8 nutritional values for over 100,000 food and drink products from the Take Home Purchase panel.
The nutritional values of food & drink products are collected from;

‘Real’ Methods

- **Fieldwork**: Back of pack nutrients are photographed for each category 3x yr
- **Webscraping:** All categories every week
- **3rd Party:** Product images shared daily

‘Cloning’ Method

- Product nutrient information is cloned from similar products i.e., different packsize

McCance & Widdowson for fresh & non barcoded items

‘Impute’ Method

- Category averages are applied if none of the above apply

The **barcode** is used to match the nutrient information to products scanned by the panel

CALORIES

CARBOHYDRATES

PROTEIN

SUGAR

FAT

SATURATES

SALT

FIBRE

Glossary of terms

Take home (retail) food and drink purchase: All food and drink purchased for use within the home, i.e. all grocery shopping. This definition excludes takeaway (including home-delivered takeaway food) and any foods that were purchased for immediate consumption outside the home such as food ‘on the go’, a sandwich purchased at a supermarket, or a meal ordered within a restaurant.

Nutritional Volume: Calculation of nutrients requires a measure of quantity. In most cases the nutritional volume is kilograms or litres. However, for some categories (loose products like cakes, pastries, morning goods and eggs) where pack weights are not available, volume is expressed as number of servings or packs.

Trip: A ‘trip’ includes in-store and online retail purchasing occasions.

Retailer: Refers to the type of outlet where food and drink purchases were made, e.g. supermarket, online, etc.

Market share: Within this report, the term ‘market share’ refers to the proportion of total food and drink purchased from a particular retailer. Data has been presented as share of nutritional volume and share of spend.

Discretionary food and drink: Items of food and drink which are high in calories and/or fats, sugar or salt, low in nutritional value, which aren’t required for our health. The discretionary food and drink categories presented in this report are sweet biscuits, puddings and desserts, confectionery, crisps and savoury snacks, ice cream and edible ices, and regular soft drinks. Data for cakes and pastries was not available for this report.

Glossary of terms

Category: A group of food and drink products that have common features and are grouped together e.g. crisps and savoury snacks or puddings and desserts.

HFSS: Food and drink classed as being high in fat, salt or sugar identified through the nutrient profiling model score. Food with a score of 4 or higher is classed as HFSS, drink with a score of 1 or higher is classed as HFSS.

Nutrient Profiling Model (NPM): The NMP uses a scoring system which balances the contribution made by beneficial nutrients that are particularly important in diets with components in the food that the population should eat less of. The overall score indicates whether that food (or drink) HFSS or not.

Out of Home: Any food or drink purchased for consumption away from home, including takeaways (including home-delivered takeaway food) and any foods that were purchased for immediate consumption outside the home such as food ‘on the go’, a sandwich purchased at a supermarket, or a meal ordered within a restaurant.

Sales Weighted Average (SWA): SWA goes beyond the simple average by also taking into account the amount of a product/category sold.

Ppt: Percentage points.

Total sugars: Includes sugars naturally present in foods such as fruit, vegetables and cereals, in addition to lactose found in milk products, and any added sugars.

Ambient: Food and drink that can be stored at room temperature.

Purchase & promotion

Total food and drink purchased into the home in Scotland was worth…

£10.4bn*

in 2021

-0.3%

Versus 2020

+12.7%

Versus 2019

Kantar Worldpanel Take Home purchasing Scotland | 52we data to December 2021, Spend versus 2020 & 2019

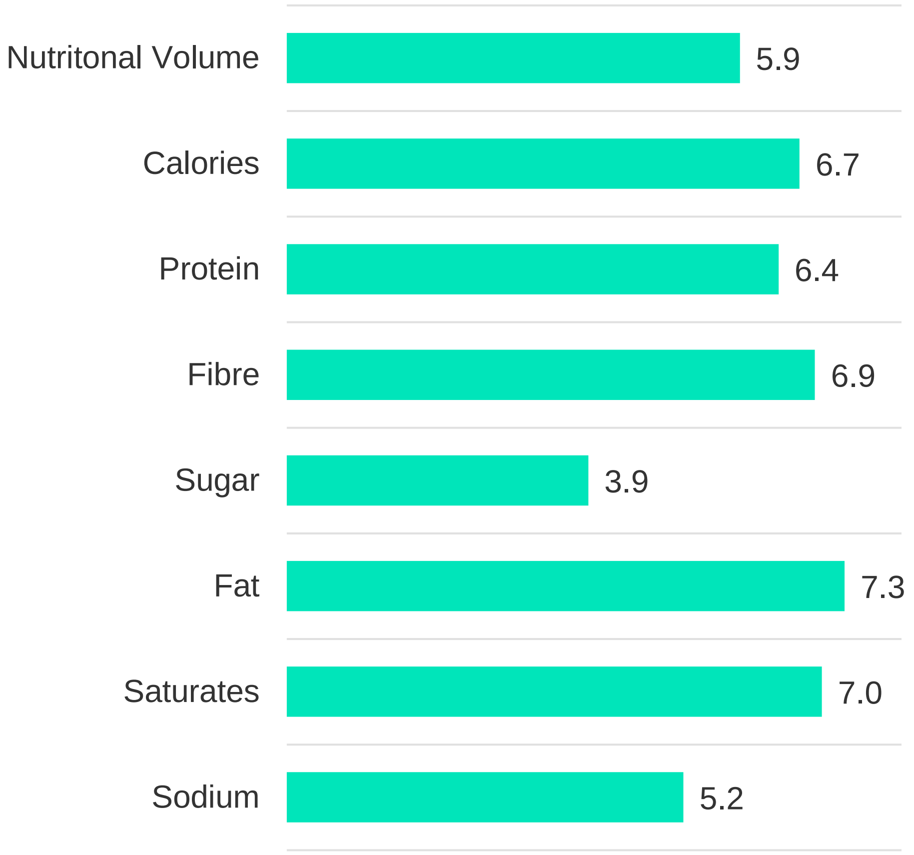
* This figure has not been adjusted for inflation.

Despite an 8.9% decline in the average number of household trips, we purchased 5.9% more food and drink (volume) in 2021 compared to 2019. Purchase of all nutrients, except sugar and sodium, also increased above the volume of total and drink purchased.

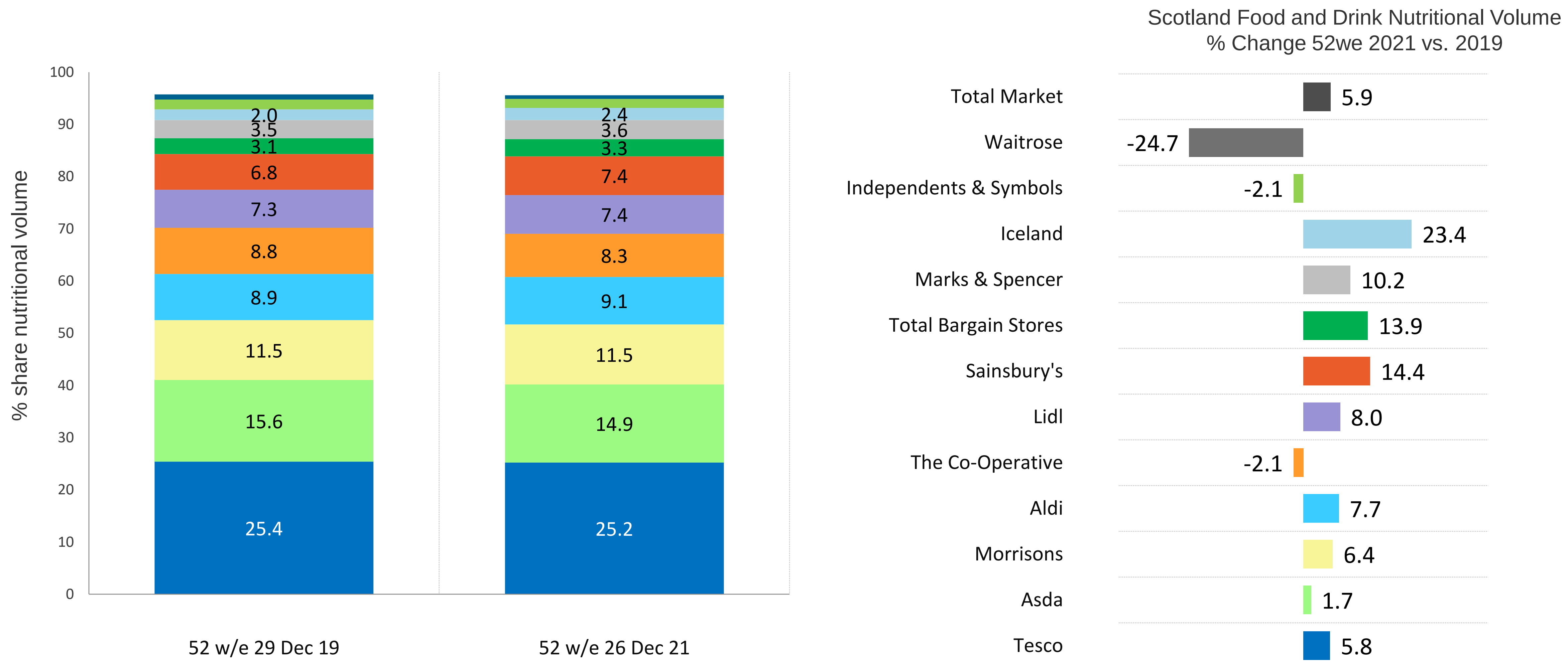
Scotland Food and Drink | Retail Purchase | 52 we December 2021 vs. 2019

	Dec 2021	vs. 2019
Spend:	£10.4bn	+12.7%
Nutritional Volume:	6.2bn (Kg,Lt,Servings)	+5.9%
Average trips per household:	253	-8.9%

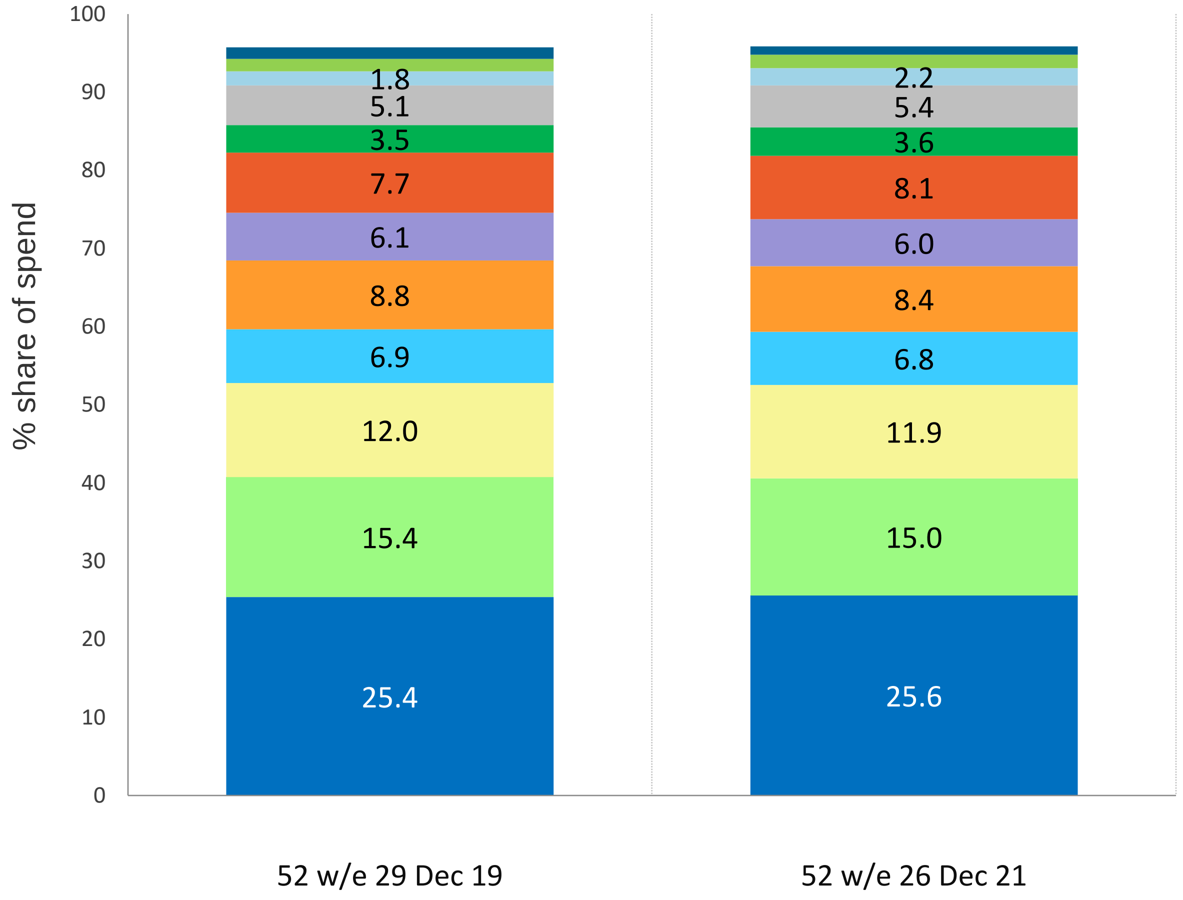
Scotland Food and Drink Nutrient Volume
% Change 52we 2021 vs. 2019



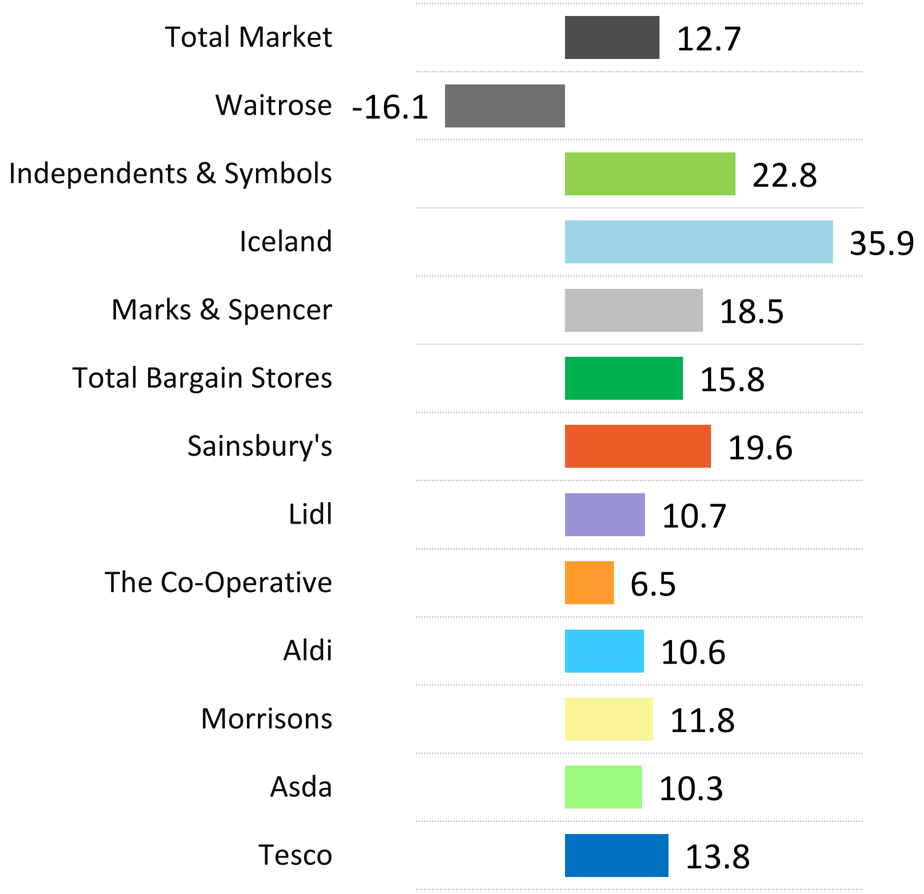
Tesco had the greatest share of food and drink purchased in 2021, followed by Asda and Morrisons.



Similarly to volume, Tesco had the greatest share of spend in 2021 followed by Asda and Morrisons. Iceland's share grew by 35.9%, whereas Waitrose's share declined by 16.1% vs. 2019.

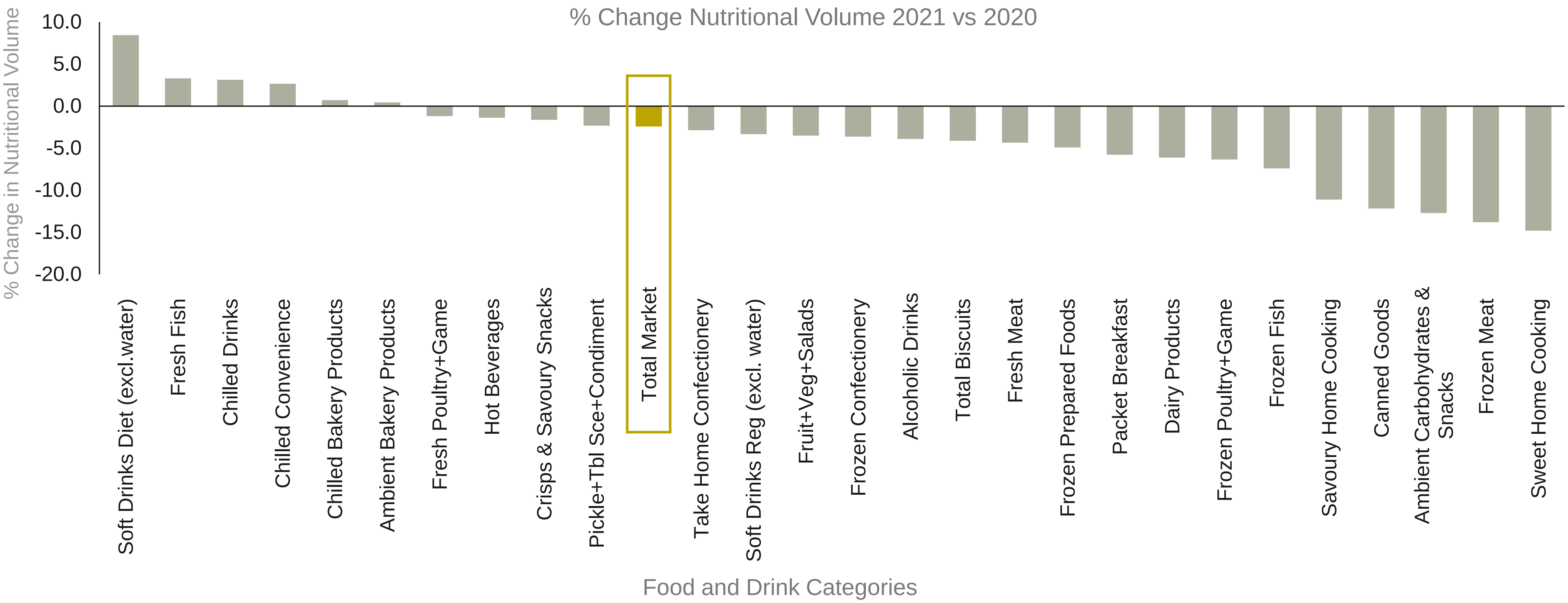


Scotland Food and Drink Spend
% Change 52we 2021 vs. 2019



Online purchase

Between 2020 and 2021, the amount of food and drink purchased declined by 2.4%. Purchase of most food and drink also declined, and to a greater extent than the total food and drink market. For example, purchase of alcohol, canned goods and sweet home cooking declined by 3.9%,12.2% and 14.8% respectively.

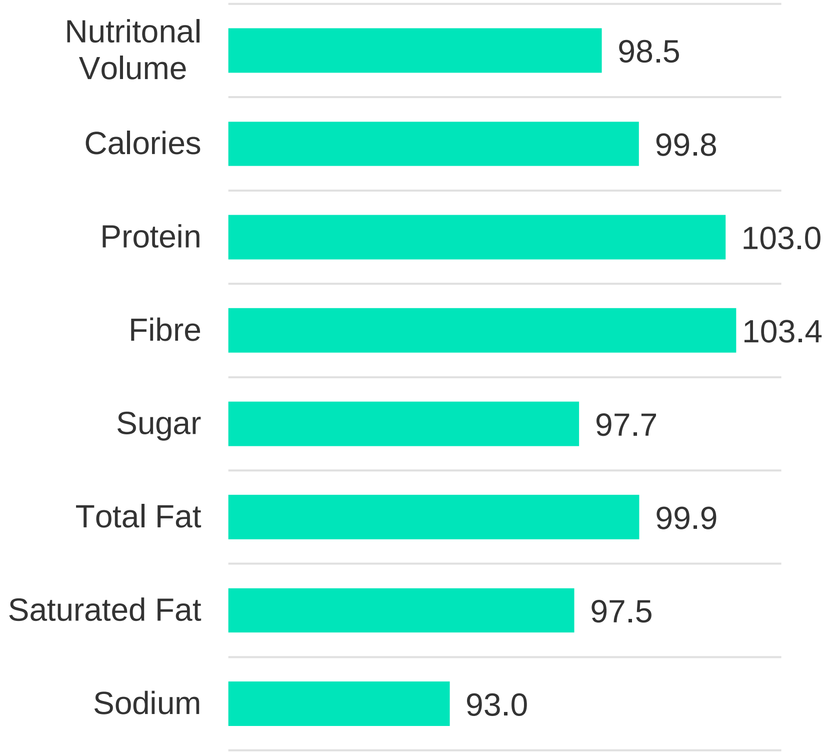


In 2021, the volume of food and drink purchased online increased by 98.5% compared to 2019, whilst online 'trips' increased by 23.2%. The change in online purchase of all nutrients, except sugar, sodium and saturated fat, increased above the volume of total food and drink purchased online.

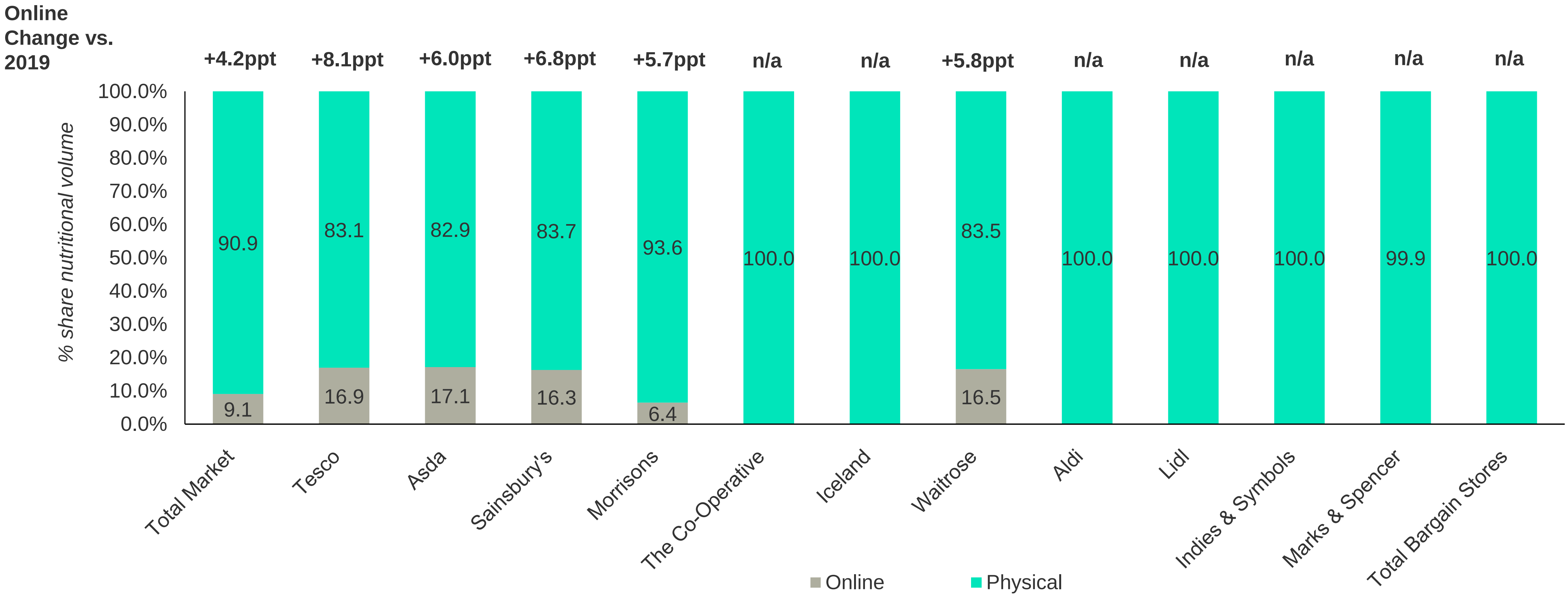
Scotland Food and Drink | Online Retail Purchase | 52 we December 2021 vs. 2019

	Dec 2021	vs. 2019
Spend:	£951m	+109.4%
Nutritional Volume:	568m (Kg,Lt,Servings)	+98.5%
Online trips:	17.7	+23.2%

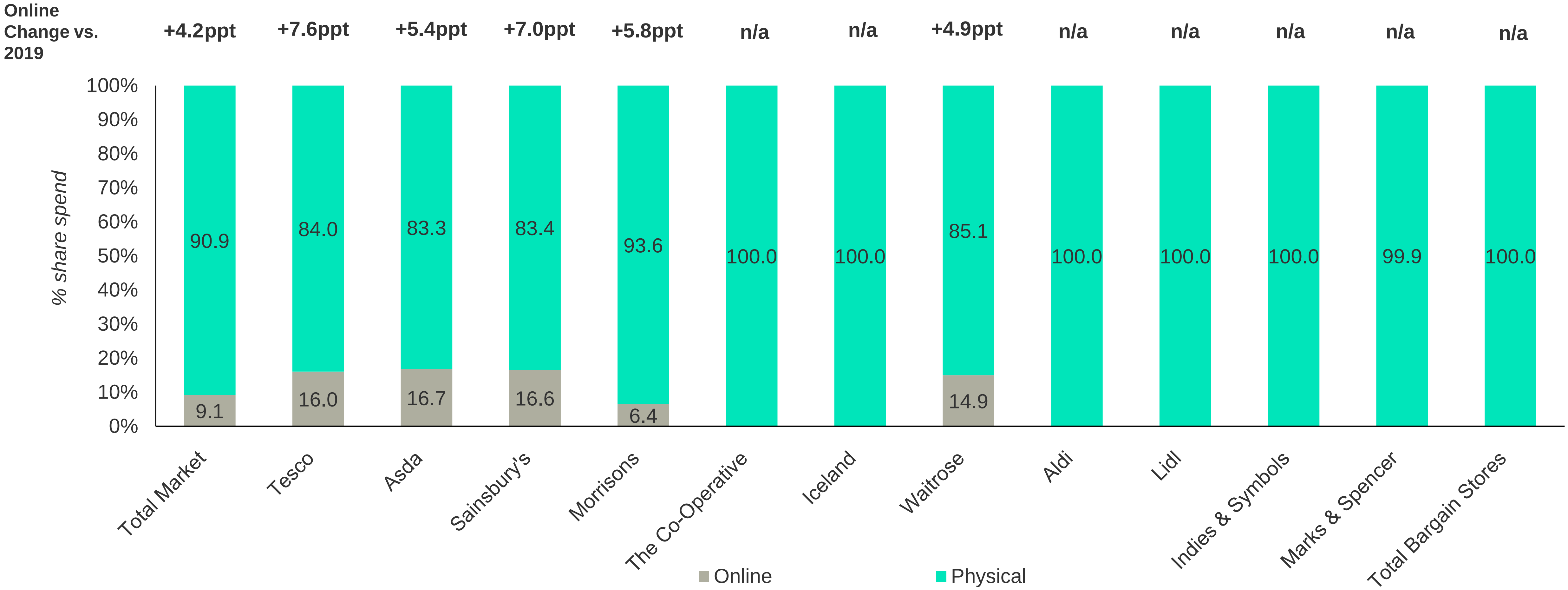
Scotland Food and Drink Online Nutrient Volume % Change 52we 2021 vs. 2019



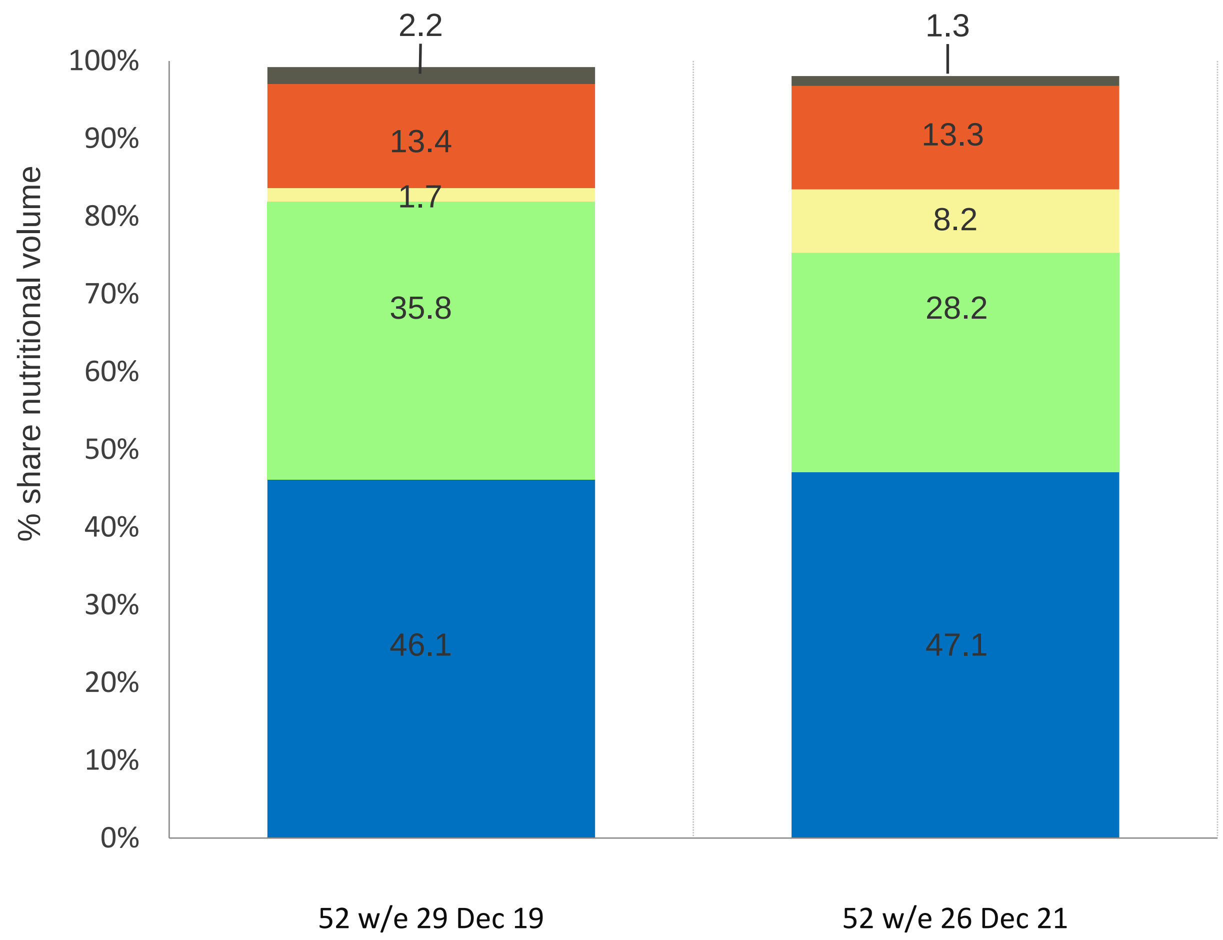
Overall, 9.1% of total food and drink was purchased online in 2021. Among the retailers who offer online shopping, this varied by retailer from 6.4% for Morrisons to 17.1% for Asda.

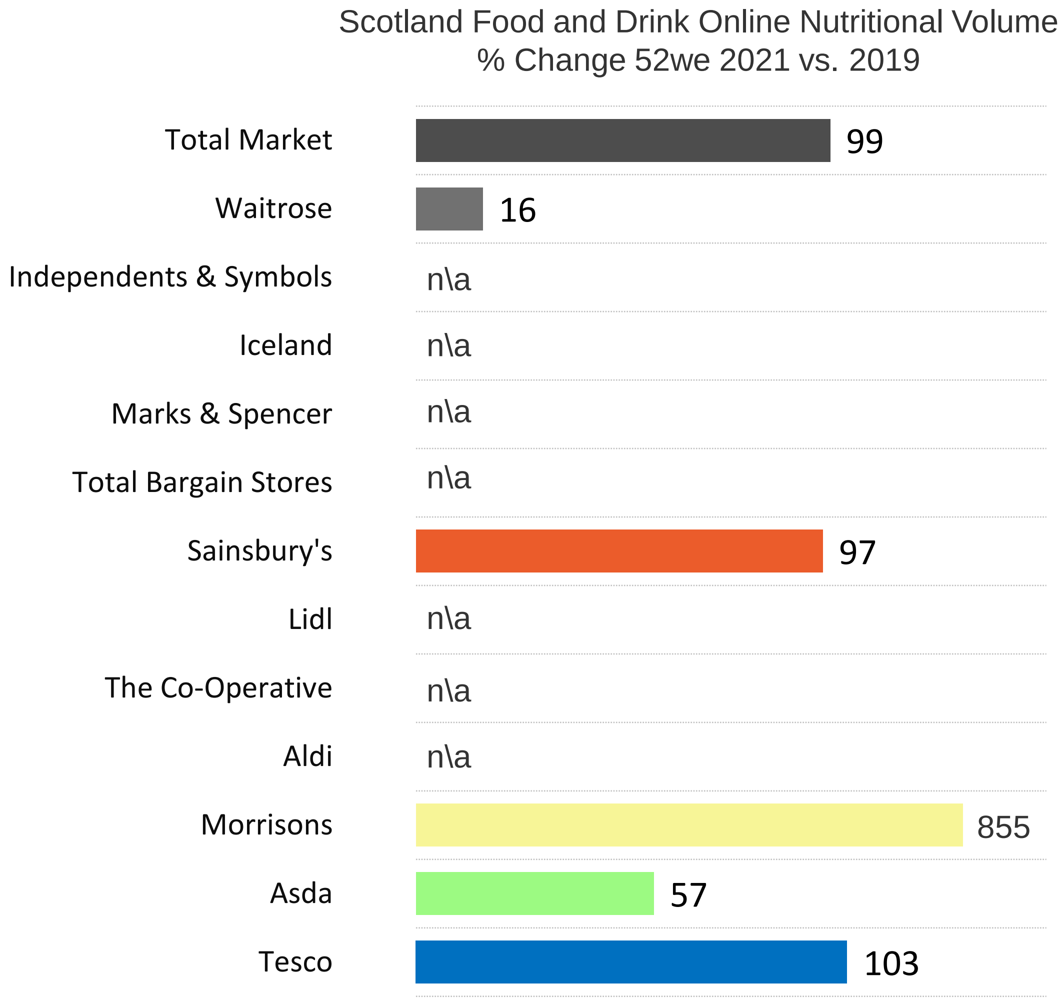


Overall, online shopping accounted for 9.1% of spend on total food and drink in 2021. Among retailers who offer online shopping, this varied from 6.4% for Morrisons to 16.7% for Asda.

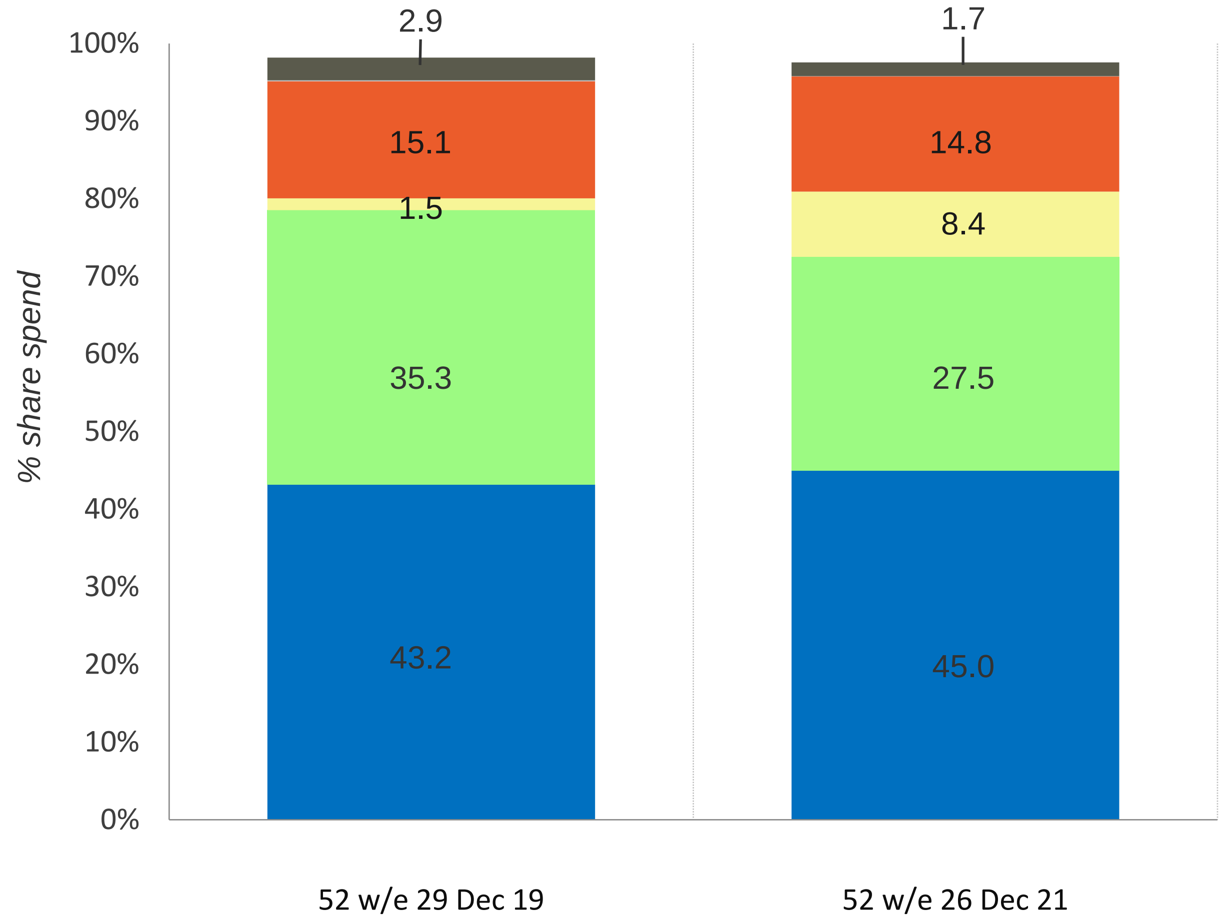


In 2021, Tesco had the greatest share of the online food and drink market at 47.1%. However, Morrisons had the largest growth in online share in 2021 compared to 2019, from 1.7% to 8.2%.

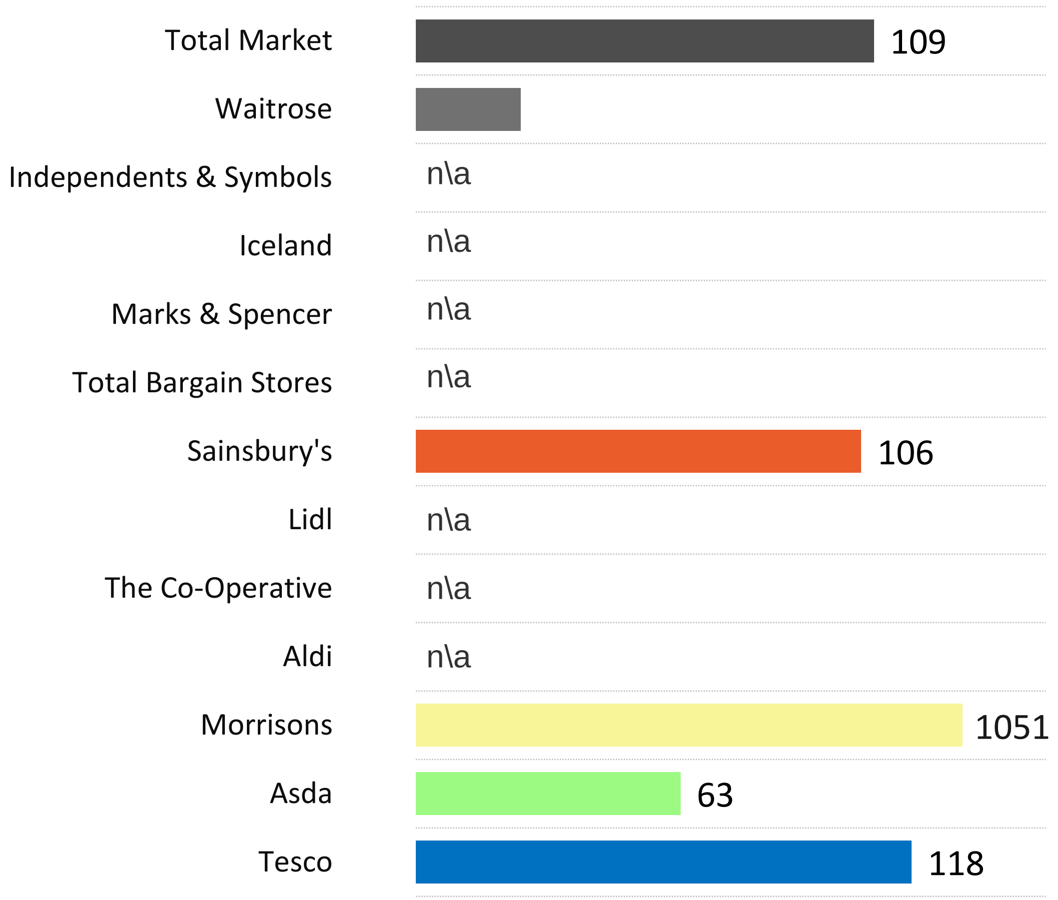




Similar to volume, Tesco had the greatest share of online spend in 2021 at 45%. However, Morrisons had the largest growth in share of online spend in 2021 vs. 2019 from 1.5% to 8.4%.

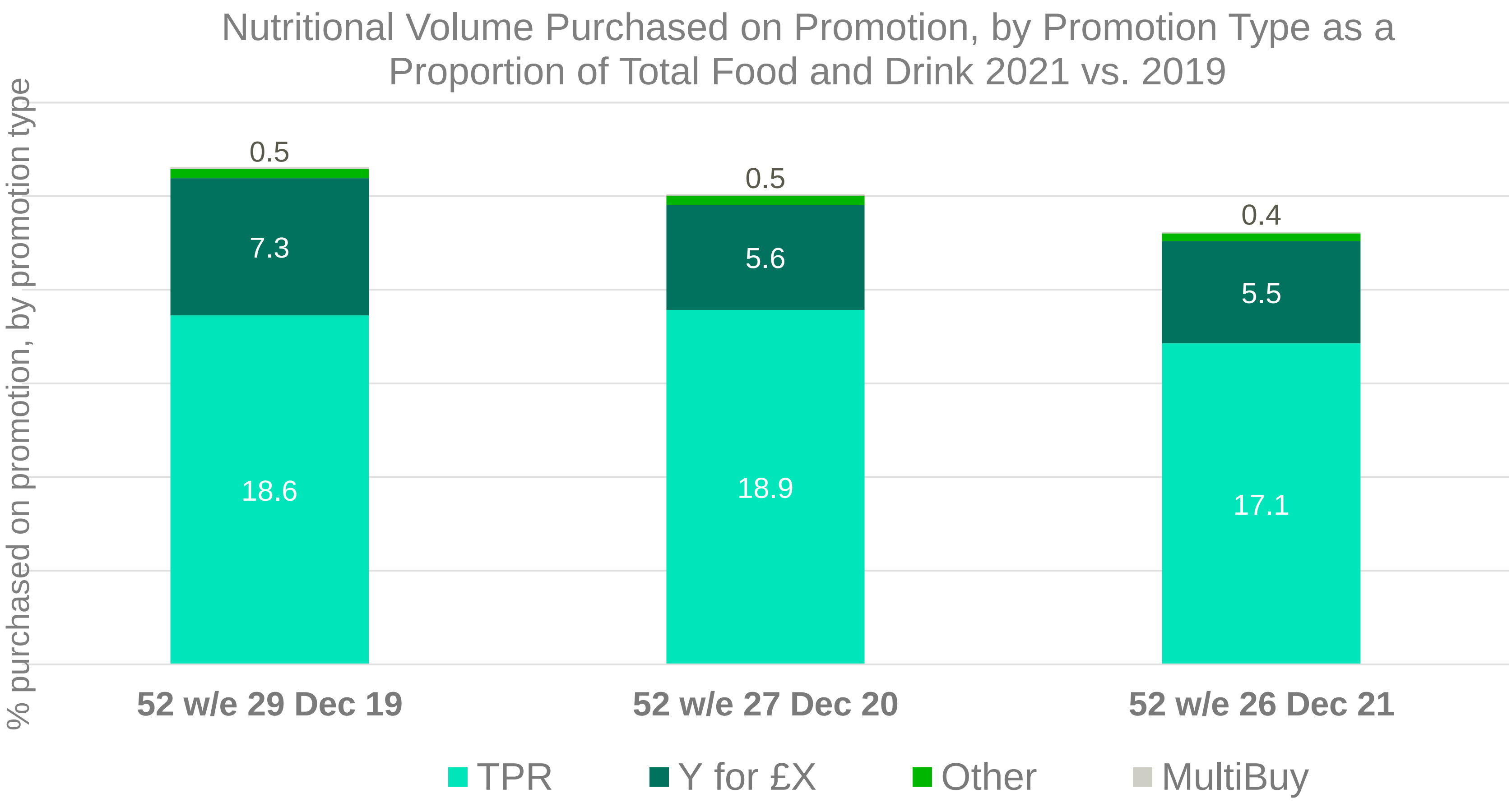


Scotland Food and Drink Online Spend
% Change 52we 2021 vs. 2019

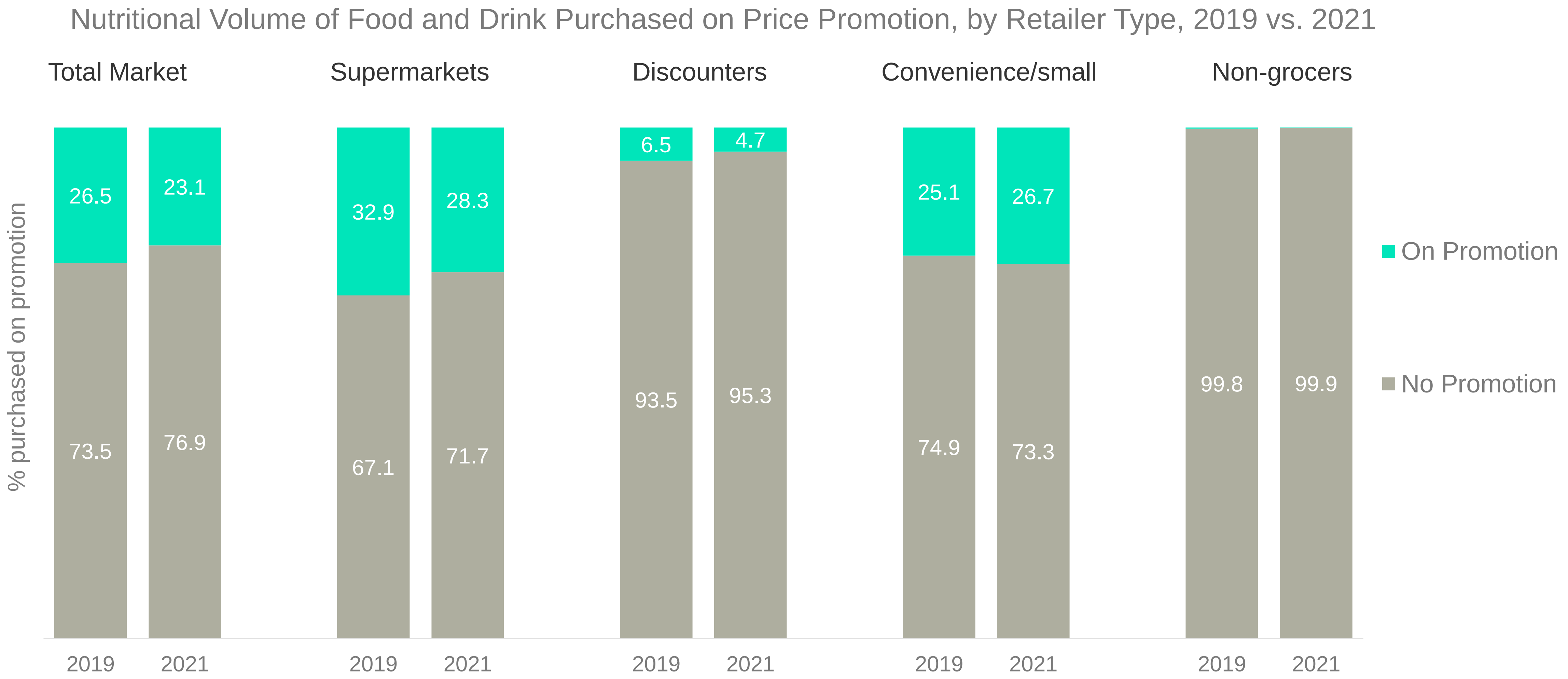


Promotions

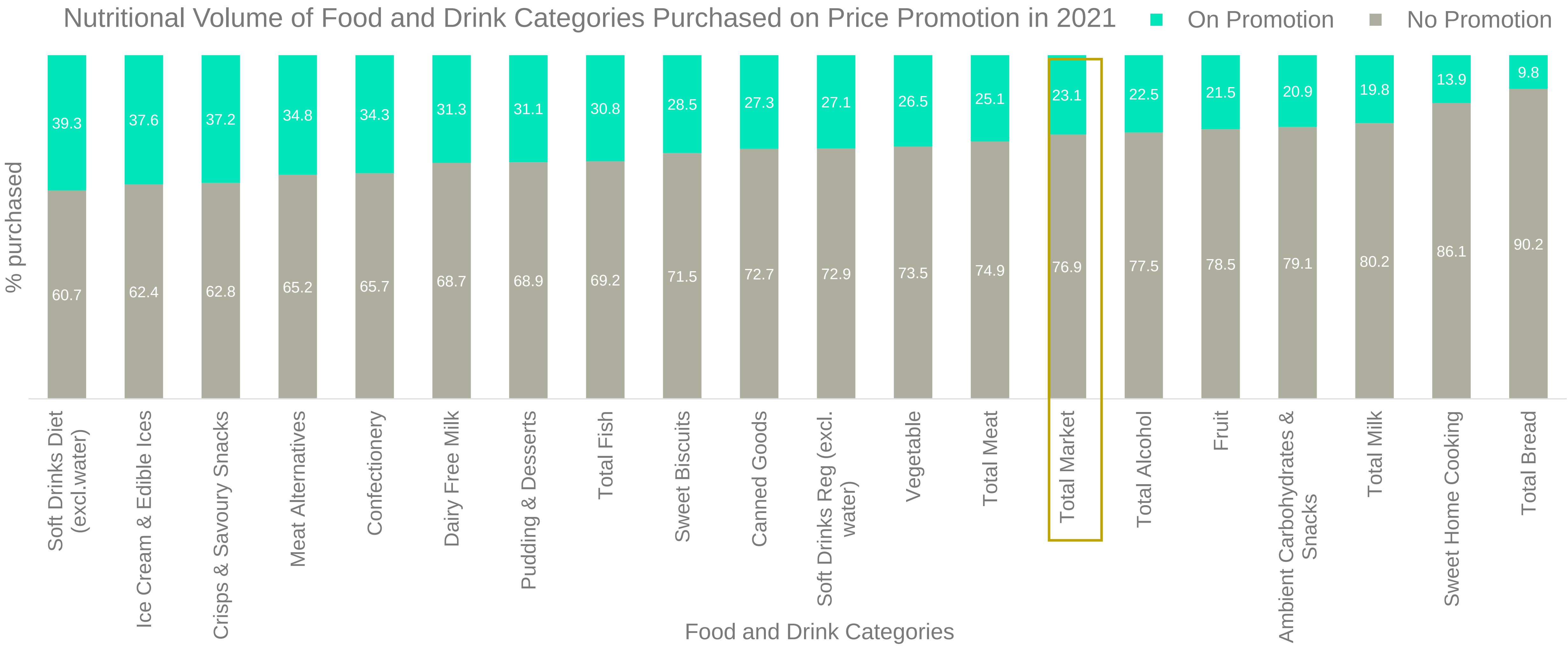
In 2021, TPR and Y for £X remained the two greatest price promotions types, but both have seen a decline since 2019.



Between 2019 and 2021, the volume of food and drink purchased on promotion declined among all retailer types, with the exception of convenience/small stores where purchase on promotion increased from 25.1% to 26.7%.



In 2021, 23.1% of total food and drink was purchased on price promotion. A higher volume of discretionary food and drink categories were purchased on price promotion, including 37.2% of take home savouries, 34.3% of take home confectionery and 31.1% of puddings and desserts.



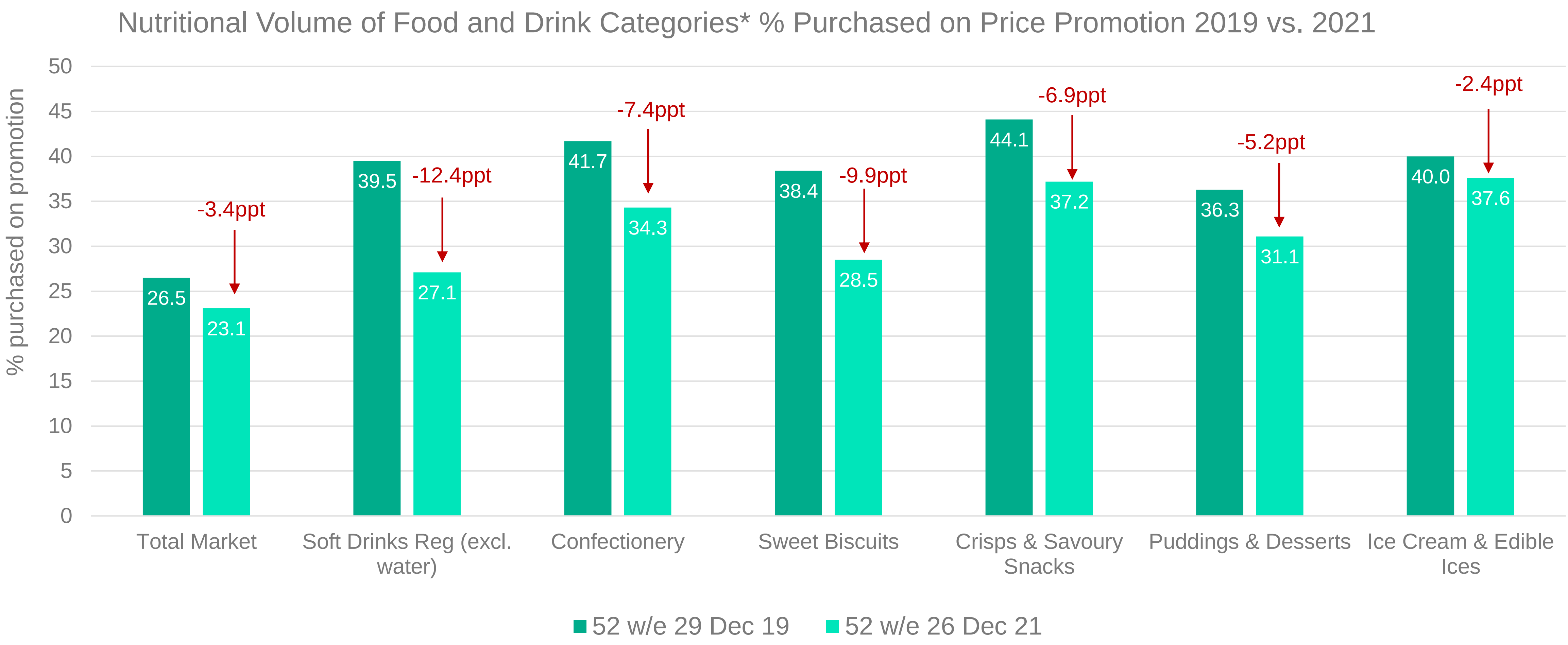
Kantar Worldpanel Take Home purchasing Scotland | 52we data to December 2021

*The discretionary food and drink categories presented in this report are sweet biscuits, puddings and desserts, confectionery, crisps and savoury snacks, ice cream and edible ices, and regular soft drinks. Data for cakes and pastries was not available for this report.

KANTAR

Scotland

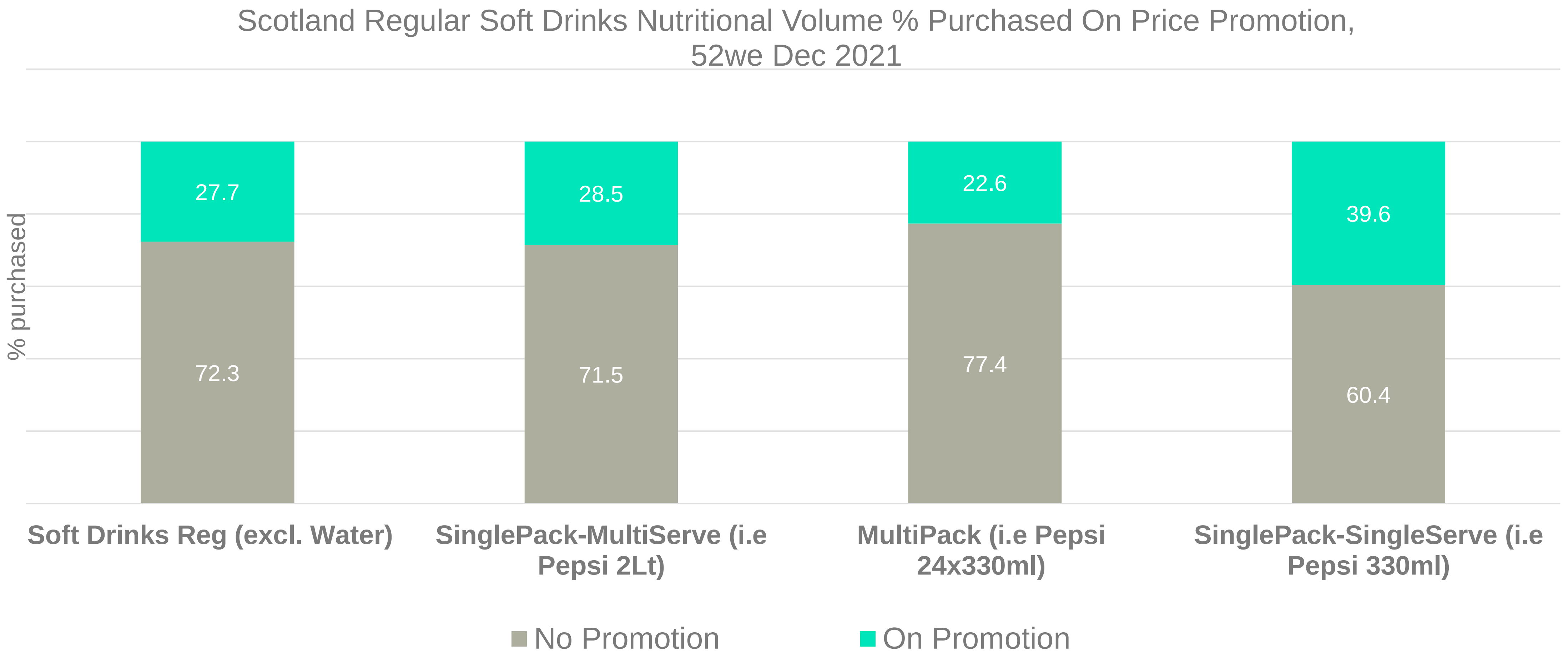
Within a selection of discretionary categories, the purchase of regular soft drinks on price promotion declined the most between 2019 and 2021, followed by sweet biscuits and take home confectionery.



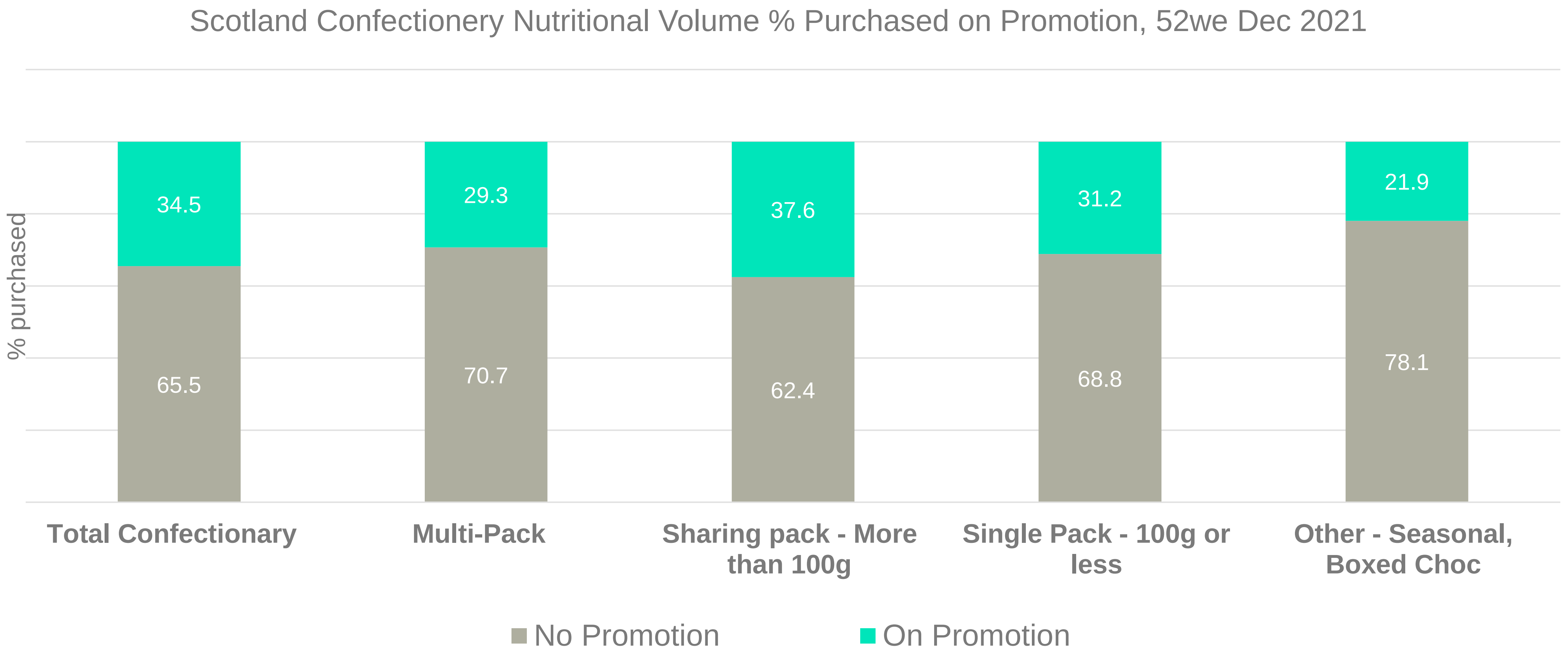
Kantar Worldpanel Take Home purchasing Scotland | 52we data to December 2019 & 2021

*The discretionary food and drink categories presented in this report are sweet biscuits, puddings and desserts, confectionery, crisps and savoury snacks, ice cream and edible ices, and regular soft drinks. Data for cakes and pastries was not available for this report.

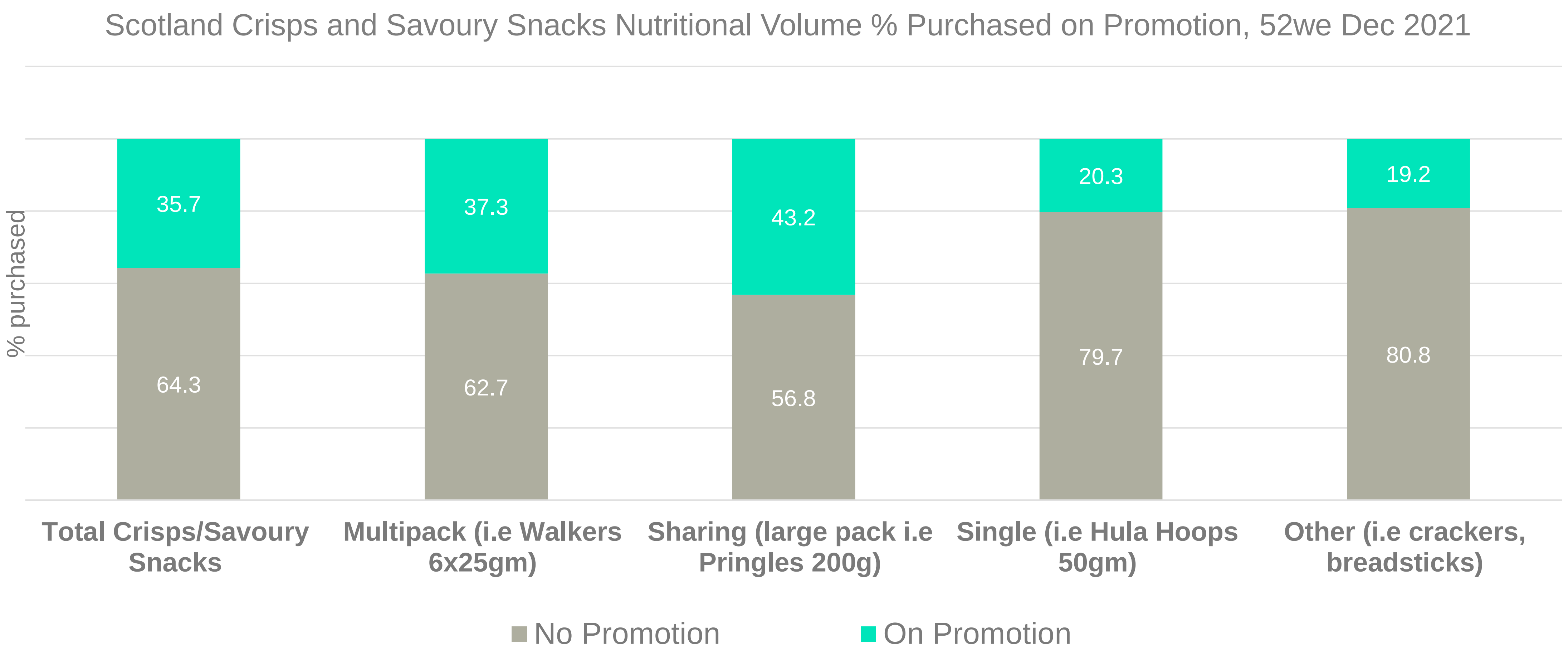
In 2021, 27.7% of regular soft drinks were purchased on promotion. Single pack/single serve pack were the pack type purchased on promotion the most (39.6%).



In 2021, 34.5% of confectionery was purchased on promotion. Sharing packs were the pack type purchased on promotion the most (37.6%).

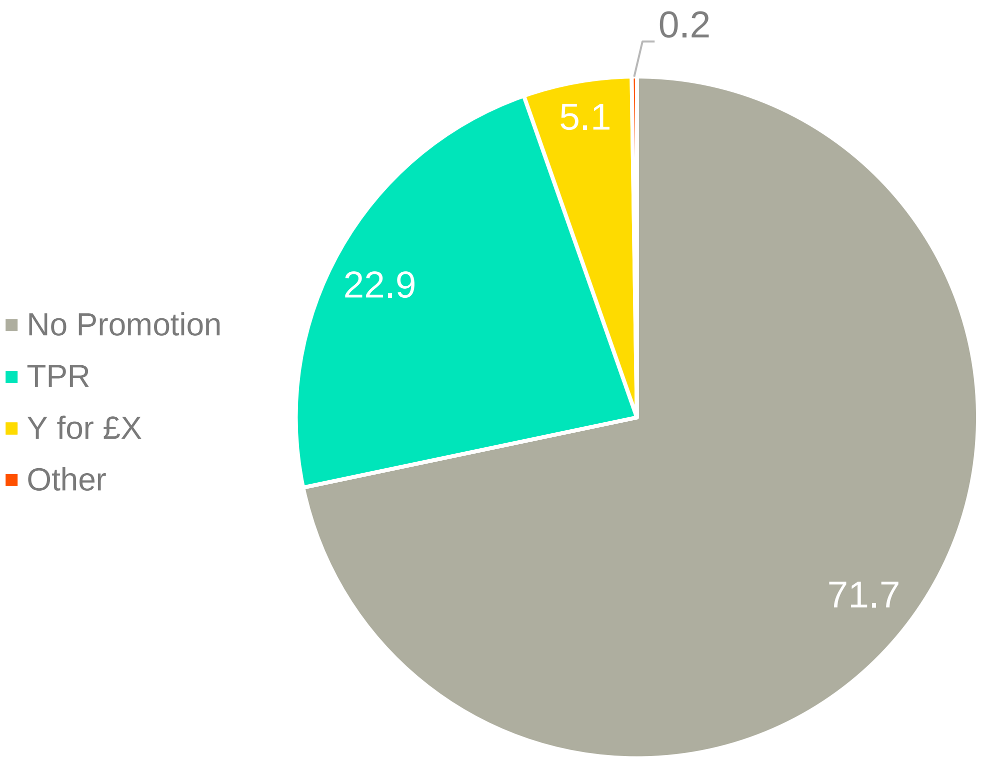


In 2021, 35.7% of crisps and savoury snacks were purchased on promotion. Sharing packs were the pack type purchased on promotion the most (43.2%).



In 2021, the volume of food and drink purchased online with a price promotion was 28.3%. All types of promotions online declined between 2019 and 2021.

Scotland Food and Drink | Promotion Share of Nutritional Volume | Online Purchases | 52 we December 2021 vs. 2019



No Promotion : **+4.4ppt**

TPR : **-0.2ppt**

Y for £X : **-4.3ppt**

Other: **n/a**

Nutrients

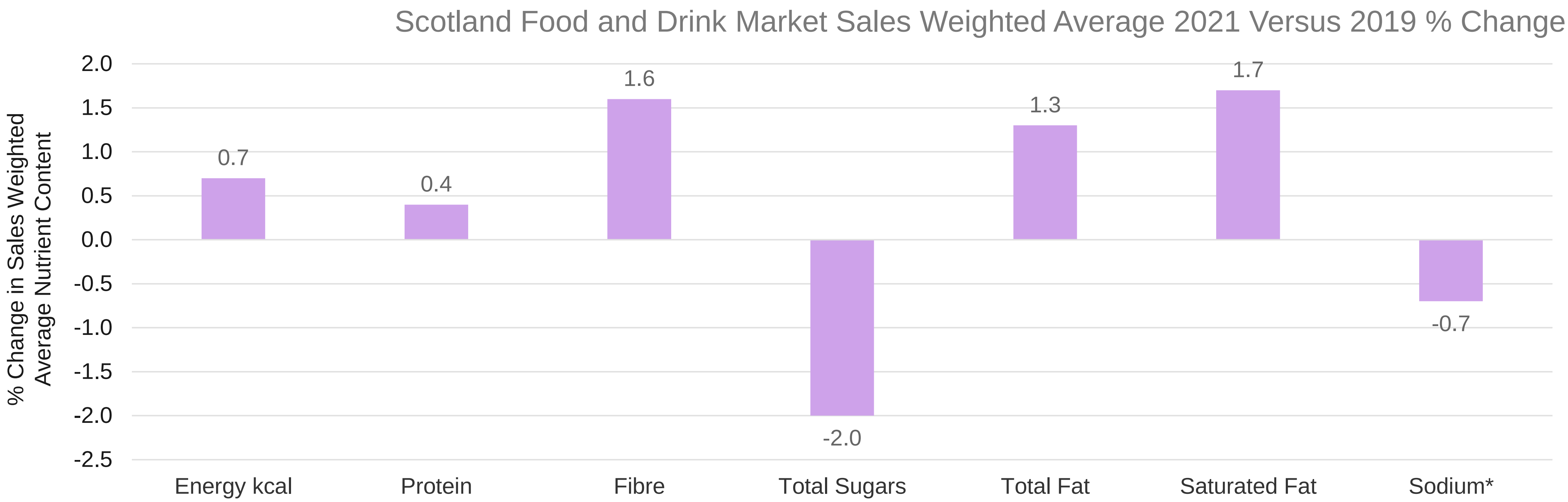
Purchase of calories and nutrients per person, per day decreased in 2021, compared to 2020. However, purchase of calories and nutrients per person, per day increased in 2021 vs. 2019.

Scotland Food and Drink | Nutrients Purchased Per Person, Per Day | 52 we December 2019 and 2021

	2019	2021	2021 vs. 2019 % Change
Population	5,463,300	5,479,900	+0.30
Energy	2,211	2,351	+6.35
Protein	74	78	+6.08
Fibre	19	20	+6.55
Sugars	118	122	+3.61
Fat	89	96	+6.93
Saturates	35	37	+6.64
Sodium*	2	2	+4.84

Kantar Worldpanel Take Home Food & Drink | Scotland – Nutrients Per Person Per Day | 52we purchase data to December 2021 and 2019
Scotland population figures; Source ONS and National Records of Scotland
*Sodium excludes Table Salt

The average shopping basket in Scotland saw an increase in the purchase of all nutrients in 2021 compared to 2019, except for sugar which declined by 2.0%.



Scotland SWA per Nutrient 2019 & 2021

	Energy kcal	Protein	Fibre	Total Sugars	Total Fat	Saturated Fat	Sodium
2019	74.62	2.48	0.63	3.99	3.02	1.17	0.0762
2021	75.17	2.49	0.64	3.91	3.06	1.19	0.0756

Kantar Worldpanel Take Home purchasing Scotland | 52we data to December 2021, Dec 2021 versus 2019
*Sodium excludes Table Salt

The average sugar content of confectionery, sweet home cooking, ambient bakery products and biscuits declined between 2019 and 2021.

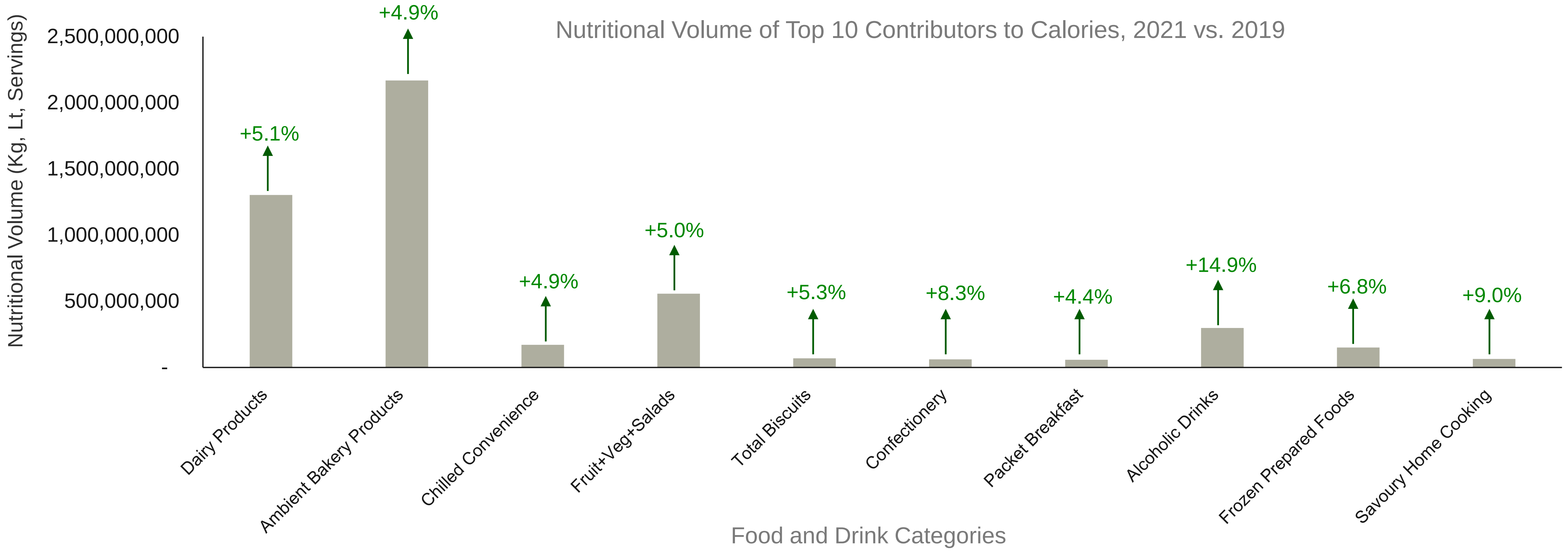
2021 Share of Sugar Volumes			2021 Sales Weighted Average Sugar	2021 vs 2019 Sales Weighted Average % Change Sugar
13.8%		Confectionery	55.8g	**-1.1%**
13.3%		Dairy Products	2.5g	**0.0%**
12.6%		Sweet Home Cooking	66.2g	**-1.1%**
8.5%		Ambient Bakery Products	1.0g	**-7.3%**
7.3%		Biscuits	25.8g	**-5.9%**

Many discretionary categories, including take home confectionery were top contributors to the purchase of calories, total sugars and total fat in 2021. Alcoholic drinks purchased contributed 4.4% to the purchase of calories.

Scotland Food and Drink | Top Ten Category Contribution by Nutrient | 52 we December 2021

	Saturated Fat		Sodium		Total Sugars		Calories	
Rank	**Market**	**% Share**	**Market**	**% Share**	**Market**	**% Share**	**Market**	**% Share**
1	Dairy Products	40.1	Savoury Home Cooking	30.1	Fruit+Veg+Salads	14.9	Dairy Products	17.3
2	Take Home Confectionery	8.9	Ambient Bakery Products	13.0	Take Home Confectionery	13.8	Ambient Bakery Products	14.0
3	Total Biscuits	8.7	Dairy Products	12.7	Dairy Products	13.3	Chilled Convenience	6.8
4	Chilled Convenience	8.2	Chilled Convenience	9.6	Sweet Home Cooking	12.6	Fruit+Veg+Salads	6.8
5	Fresh Meat	6.6	Fresh Meat	7.4	Ambient Bakery Products	8.5	Total Biscuits	6.7
6	Ambient Bakery Products	6.4	Frozen Prepared Foods	4.0	Total Biscuits	7.3	Take Home Confectionery	5.9
7	Frozen Confectionery	3.9	Take Home Savouries	3.5	Soft Drinks Reg (excl. water)	5.6	Packet Breakfast	4.6
8	Savoury Home Cooking	3.3	Total Biscuits	3.3	Packet Breakfast	5.3	Alcohol	4.4
9	Frozen Prepared Foods	3.0	Pickle+Tbl Sce+Condiment	3.2	Frozen Confectionery	3.4	Frozen Prepared Foods	4.4
10	Take Home Savouries	1.8	Canned Goods	3.2	Chilled Convenience	2.6	Savoury Home Cooking	4.3
	Top Ten Total Share	**90.8**	Top Ten Total Share	**90.0**	Top Ten Total Share	**87.2**	Top Ten Total Share	**75.3**

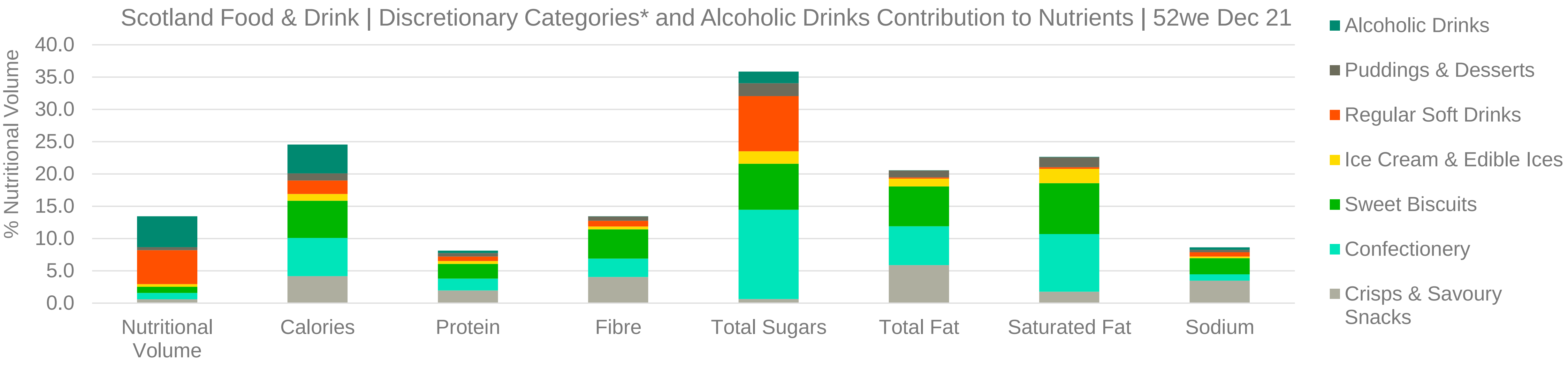
In 2021, dairy products, ambient bakery products and chilled convenience, were the top three food and drink categories contributing the most to calories.



Category contribution to calories

#1 → **#10**

Within discretionary food and drink categories, confectionery was the greatest contributor to purchase of calories, sugar and saturated fat in 2021. Regular soft drinks also contributed highly to the purchase of sugar.



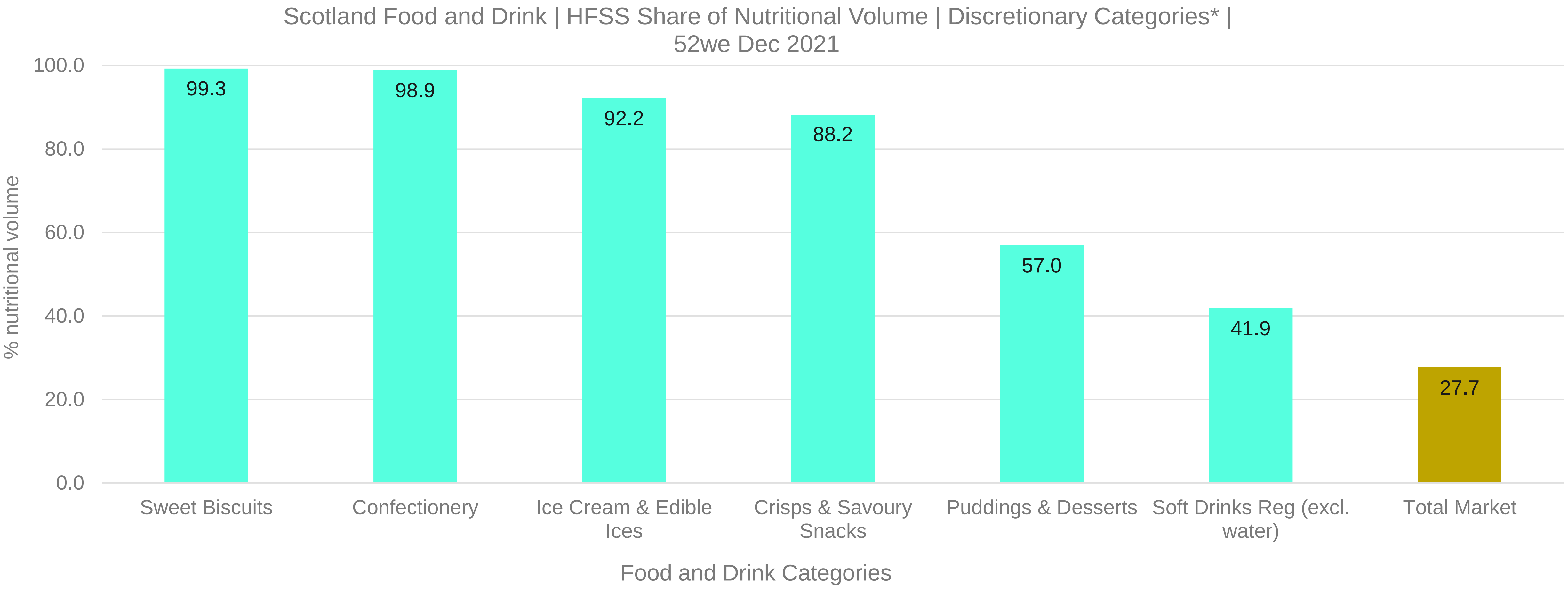
Percentage Point Change in Category % Nutritional Volume Share of Nutrient | 52 we Dec 21 vs Dec 19

	Nutritional Volume	Calories	Protein	Fibre	Total Sugars	Total Fat	Saturated Fat	Sodium
Crisps & Sav Snacks	0.03	0.19	0.13	0.21	0.04	0.24	0.13	-0.05
Confectionery	0.02	0.09	0.03	0.30	0.40	0.12	0.13	-0.02
Sweet Biscuits	-0.01	-0.32	-0.11	-0.21	-0.37	-0.37	-0.46	-0.17
Ice Cream & Edible Ices	-0.02	0.06	0.01	0.03	0.12	0.06	0.13	-0.01
Regular Soft Drinks	0.14	0.04	0.08	0.09	0.45	0.03	0.04	-0.08
Diet Soft Drinks	0.56	0.00	0.02	0.06	-0.00	0.00	0.00	0.05
Puddings & Desserts	-0.05	-0.12	-0.07	-0.06	-0.22	-0.11	-0.18	-0.07
Total Alcohol	0.36	0.45	0.07	-0.01	0.23	0.01	0.01	0.14

Kantar Worldpanel Take Home purchasing Scotland | Discretionary Categories Share of Nutrient Volume | Percentage Point Change
52we Dec 21 vs. Dec 2019

*Data for cakes and pastries was not available for this report.

In 2021, almost all sweet biscuits, take home confectionery and ice cream and ice lollies were classified as HFSS products compared to 27.7% of total food and drink products.



Since 2019, there has been little change in the average nutrient content per 100g of total food and drink purchased. However, the average sugar content of ice cream and edible ices increased by 9.6%, whilst the average calorie content of this category also increased by 12.3%.

Sales Weighted Average Nutrient Content per 100g | Discretionary Categories* | 52 we Dec 21 | % Change vs Dec 2019

	SWA Calories per 100g		SWA Total Sugars per 100g		SWA Saturated Fat per 100g		SWA Sodium per 100g	
	2021	% Change vs. 2019	2021	% Change vs. 2019	2021	% Change vs. 2019	2021	% Change vs. 2019
Total Market	**75**	0.7	**3.9**	-1.9	**1.2**	1.0	**0.10**	4.5
Crisps & Savoury Snacks	**516**	-0.1	**4.1**	-1.5	**3.4**	3.1	**0.57**	-2.5
Confectionery	**460**	0.0	**55.8**	-1.1	**10.9**	0.2	**0.10**	0.0
Sweet Biscuits	**455**	-3.4	**29.2**	-5.6	**9.8**	-3.4	**0.26**	-1.1
Ice Cream & Edible Ices	**192**	12.3	**18.8**	9.6	**6.5**	12.3	**0.06**	6.2
Regular Soft Drinks	**30**	0.0	**6.4**	0.9	**0.1**	15.4	**0.01**	-9.0
Puddings & Desserts	**178**	1.2	**16.7**	-1.9	**3.9**	0.6	**0.08**	-3.1

Summary – Purchase and Promotion on individual food categories

- Food and drink purchased into the home in Scotland in 2021 was worth £10.4bn (-0.3% versus 2020, +12.7% versus 2019).
- Most retailers saw high volume growth versus 2019, particularly Iceland, M&S, Bargain stores and Sainsbury's.
- The volume of food and drink sold on price promotion have decreased each year. In 2021, 23.1% of volume was sold on promotion.
- Versus 2019, all retailer types have seen a decrease in % of volumes sold on promo, except for convenience/small stores which have gained 1.6ppt.
- Diet soft drinks, ice cream and edible ices, crisps and savoury snacks, and meat alternatives were the top categories purchased on promotion.
- Versus 2019, the average basket in Scotland saw Sales Weighted Average increases across all nutrients, except sugar (-2.0%).

A deep dive into purchasing patterns by Social Class in Scotland (2021)

Social class

National Readership Survey (NRS) social grade classification system includes:

Social class	Definition
A	Higher managerial, administrative and professional.
B	Intermediate managerial, administrative and professional.
C1	Supervisory, clerical and junior managerial, administrative and professional.
C2	Skilled manual workers.
D	Semi-skilled and unskilled manual workers.
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only.

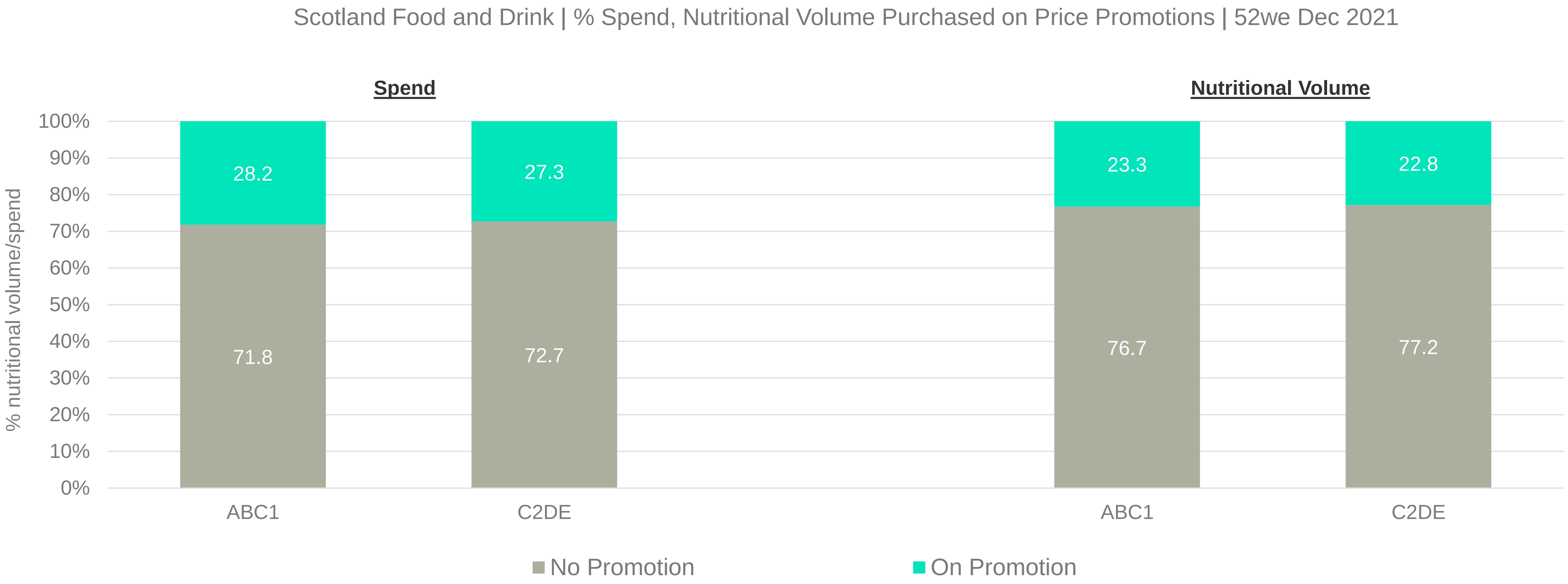
For the purposes of this report, social grade classifications were grouped together to make to two social class groups, ABC1 and C2DE, for the purpose of comparison.

In 2021, C2DE households visited retail shops and supermarkets more often than those in ABC1 households, but spent less on average per trip.

Scotland Food & Drink – 52we Dec 2021

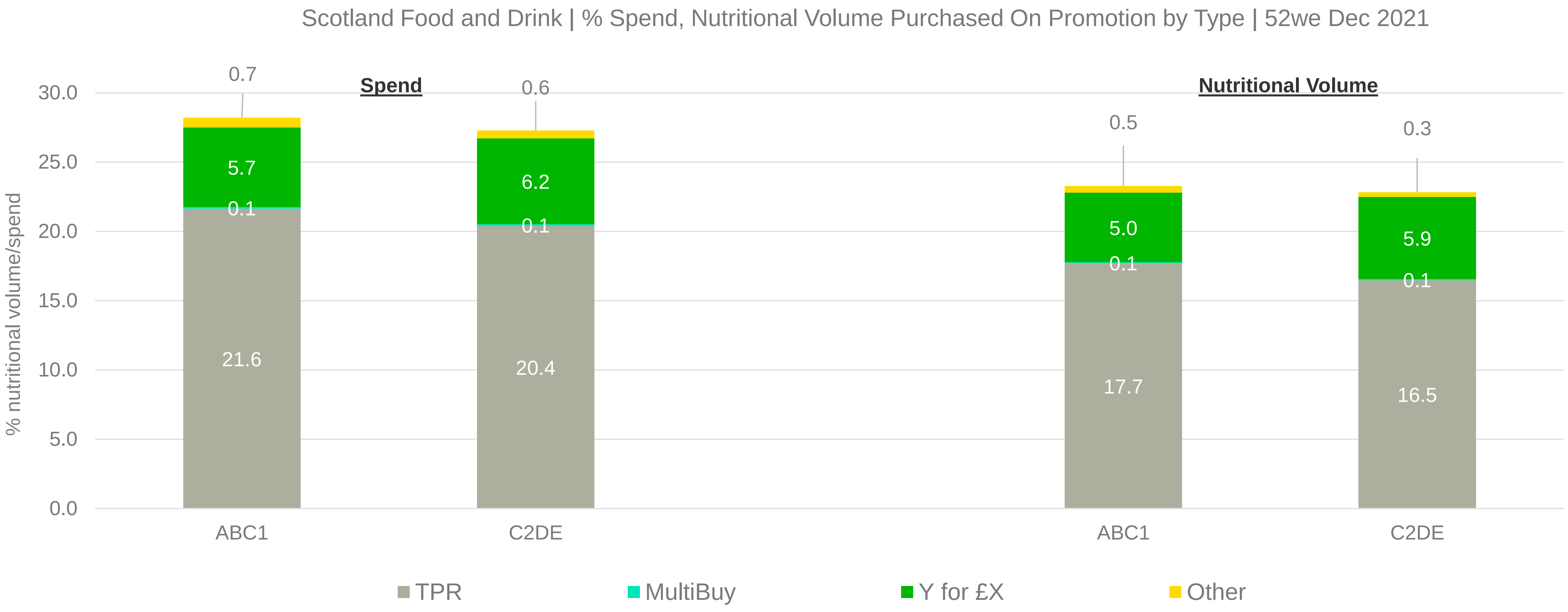
	Frequency Per Year	Average Spend Per Trip £	Volume Per Trip
ABC1	249	£16.76	8.0
C2DE	257	£14.55	7.8

In 2021, ABC1 and C2DE households purchased a similar proportion of food and drink on and off price promotion.

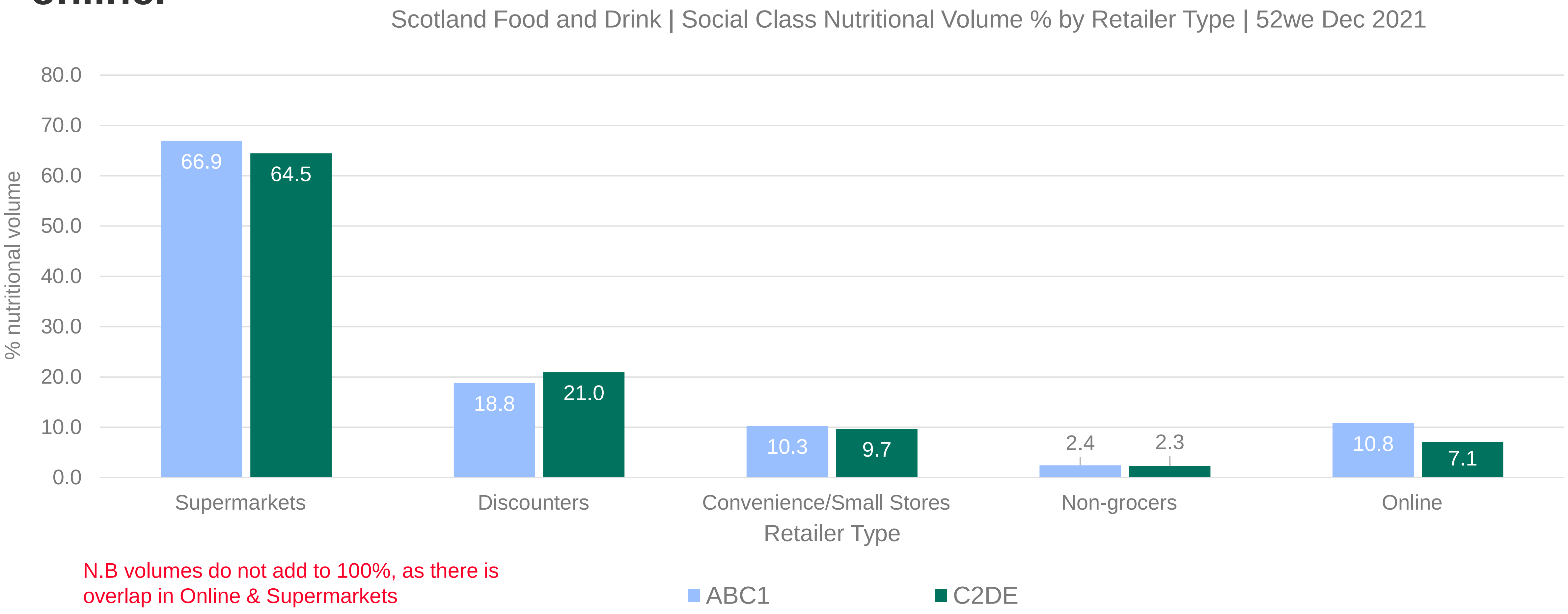


Kantar Worldpanel Take Home purchasing Scotland | 52we data to December 2021
Nutritional volume = Kgs, Ltrs, Servings | Volume = Kgs, Ltrs, Packs

In 2021, TPRs accounted for the largest proportion of purchase on price promotion for those living in ABC1 and C2DE households.

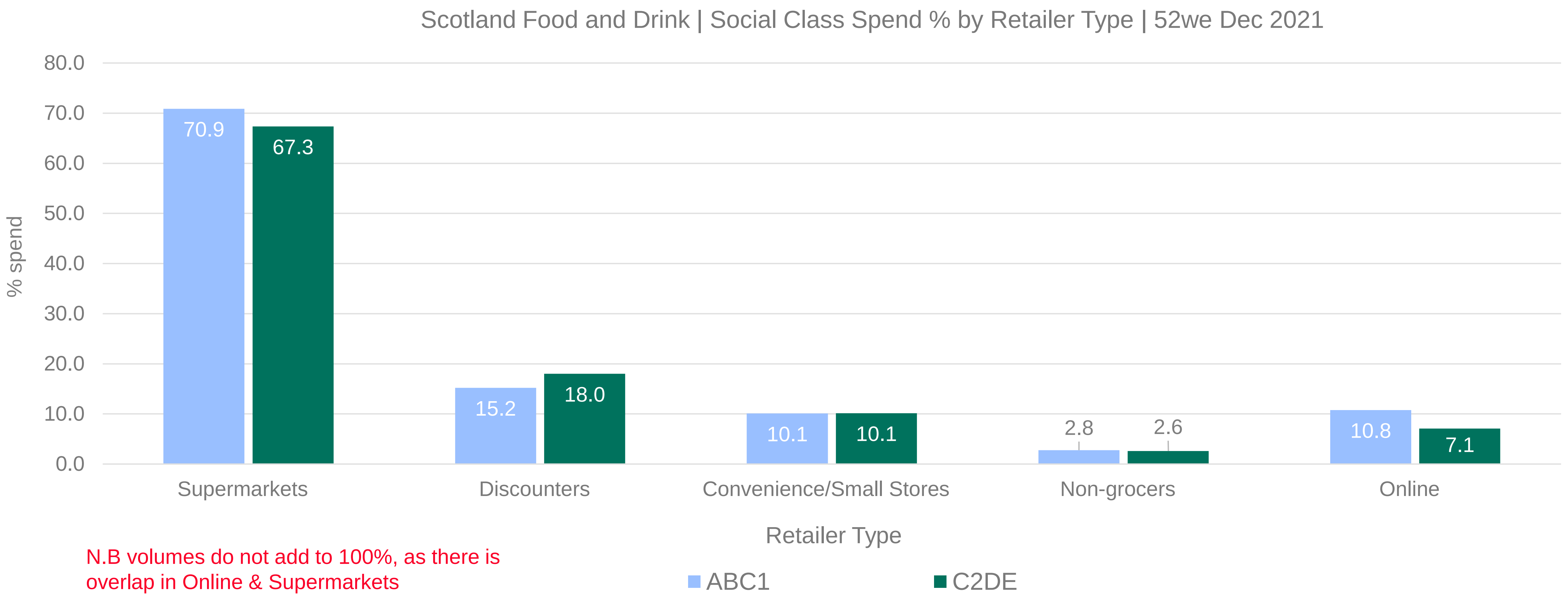


In 2021, C2DE households purchased a higher share of food and drink from discounters, whereas ABC1 households purchased more in supermarkets and online.



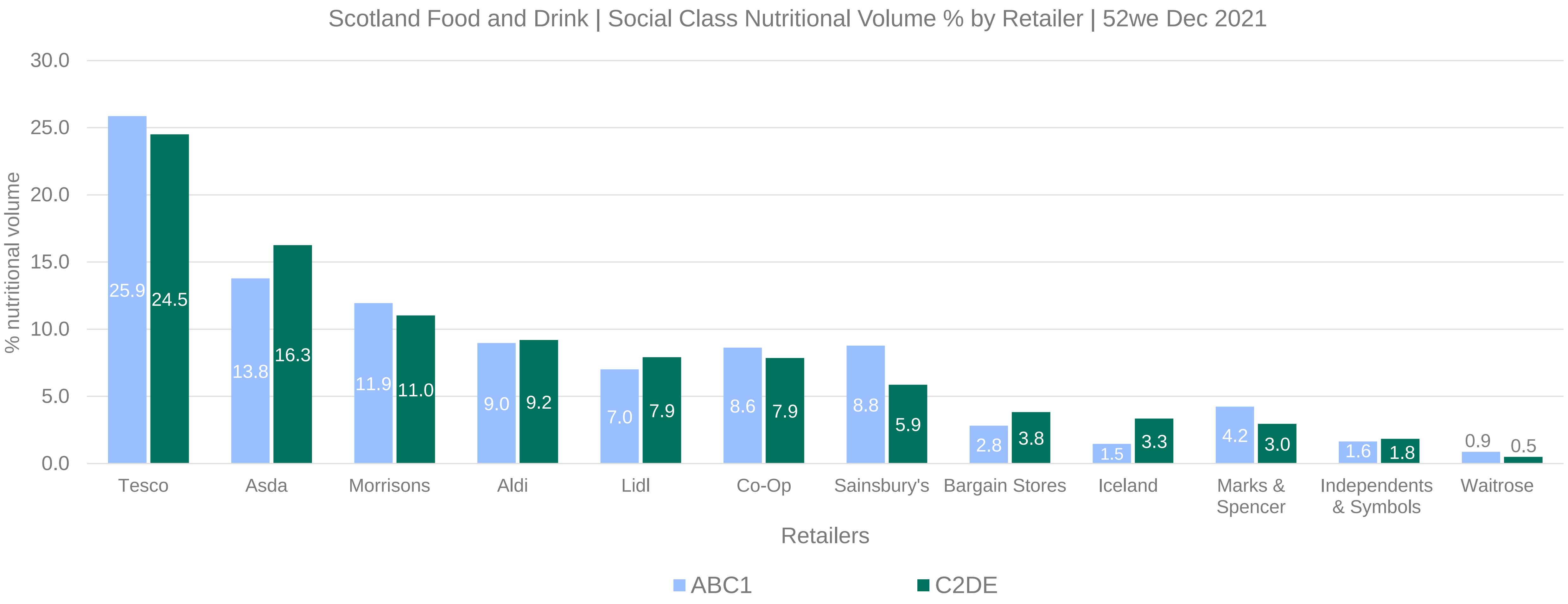
N.B volumes do not add to 100%, as there is overlap in Online & Supermarkets

In 2021, C2DE households had a higher share of spend on food and drink in discounters, while ABC1 households spent more in supermarkets and online.

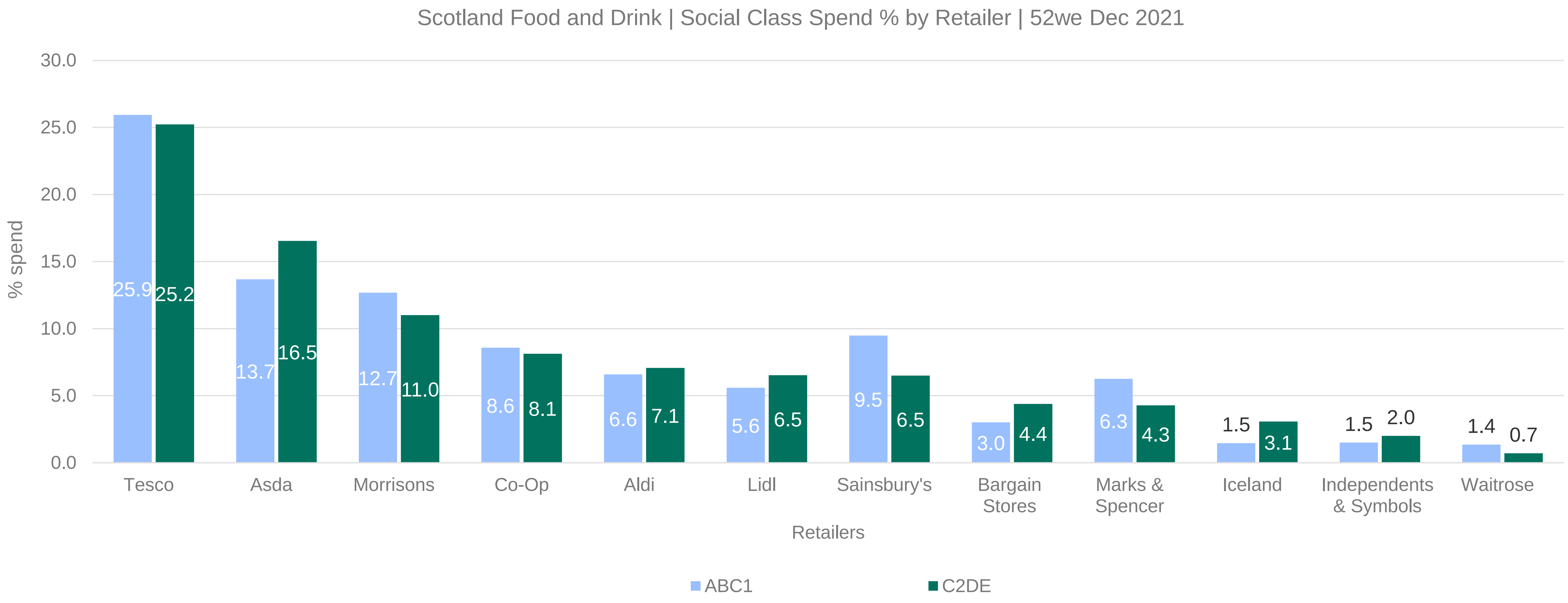


N.B volumes do not add to 100%, as there is overlap in Online & Supermarkets

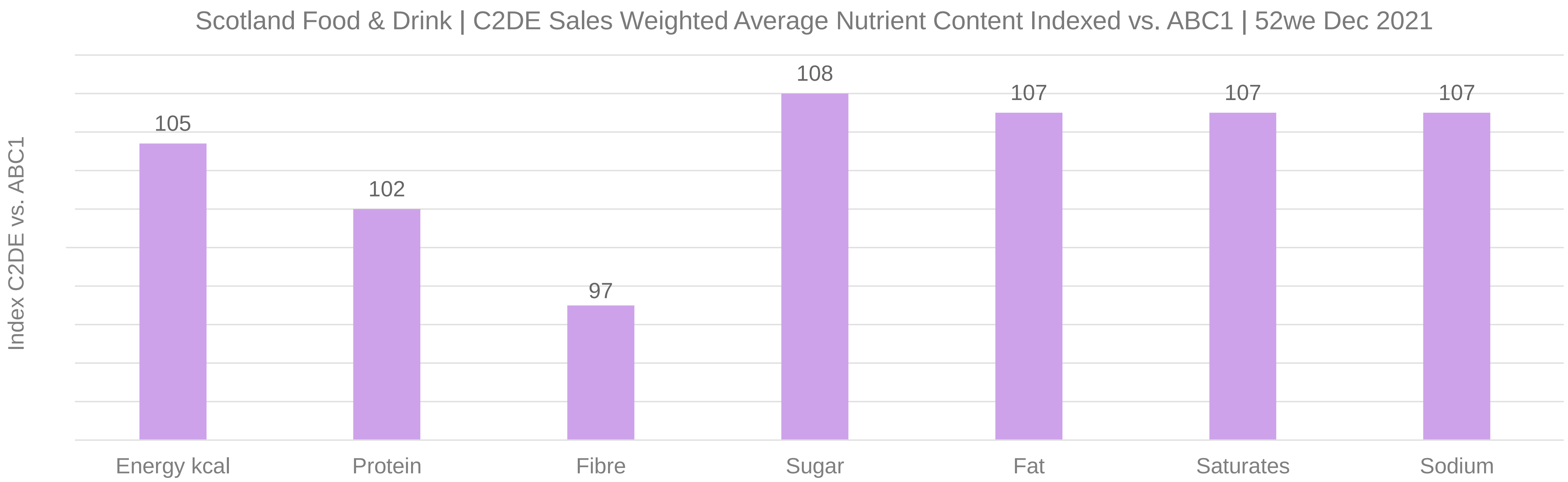
In 2021, C2DE households purchased a higher share of food and drink in Asda, Lidl, Iceland, Bargain Stores and Independents and Symbols, compared to ABC1 households.



In 2021, C2DE households had a higher share of spend in Asda, Aldi, Lidl, Iceland, Bargain Stores and Independents and Symbols compared to ABC1 households.



In 2021, C2DE households purchased more calories, sugar, fat, and saturated fat and less fibre on average, compared to ABC1 households.

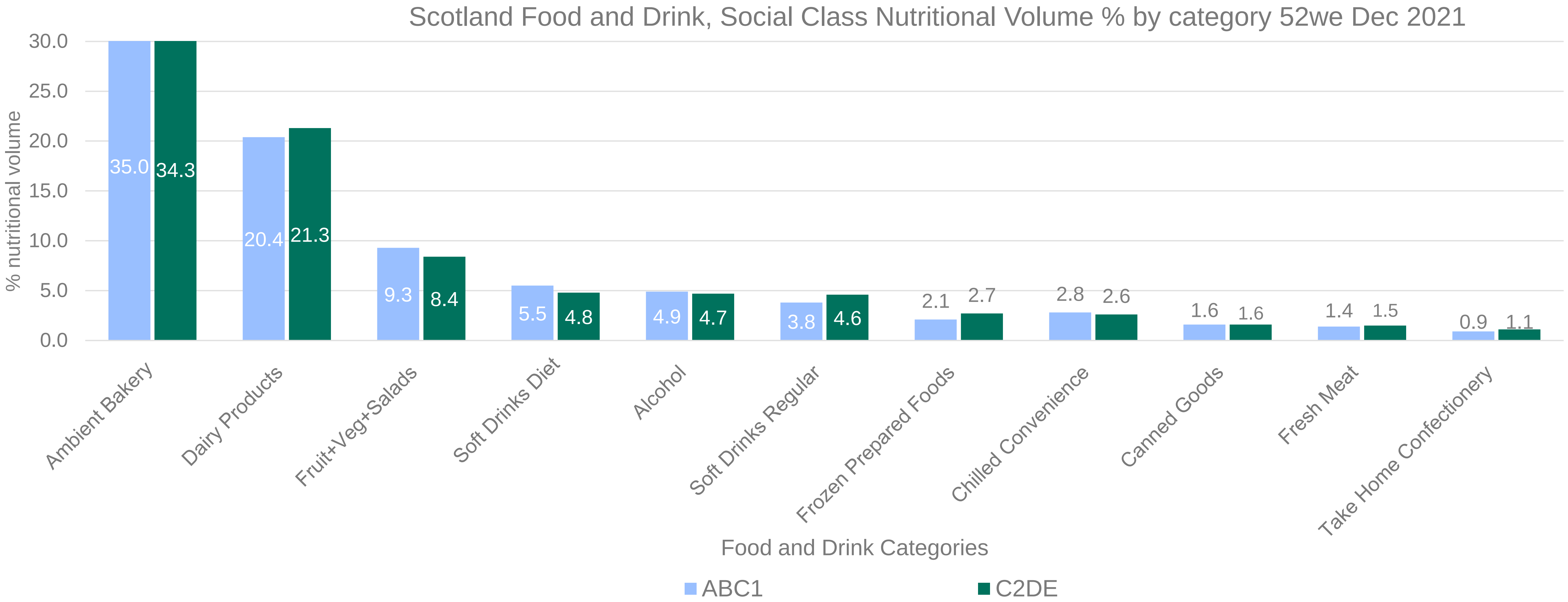


Scotland SWA per Nutrient by Social Class, 52we Dec 2021

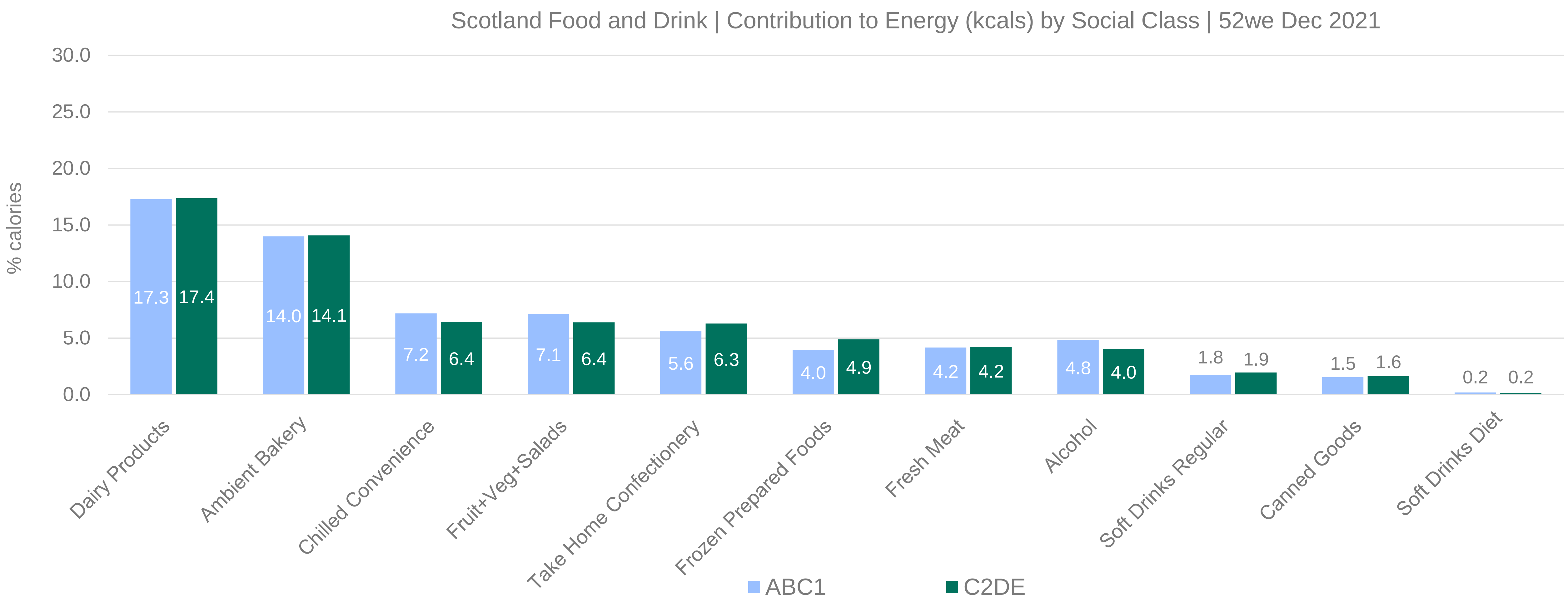
	SWA Energy	SWA Protein	SWA Fibre	SWA Sugars	SWA Fat	SWA Saturates	SWA Sodium
ABC1	73.29	2.46	0.64	3.76	2.95	1.14	0.0734
C2DE	77.27	2.52	0.62	4.07	3.16	1.22	0.0783

Kantar Worldpanel Take Home purchasing Scotland | 52we data to December 2021
*Sodium excludes Table Salt

In 2021, C2DE households purchased more dairy products, confectionery, regular soft drinks, and frozen prepared foods compared to ABC1 households.



In 2021, there were few differences in the contribution of discretionary food categories to purchase of calories between ABC1 and C2DE households.



Summary – Purchasing patterns by Social Class

- C2DE households made more trips than ABC1 households, but spent less on average per trip.
- Overall, C2DE households purchased a similar volume of food and drink on price promotion as ABC1 households. However, C2DE households purchased more food and drink on Y for £X deals, and purchased less on TPR, compared to ABC1 households.
- C2DE households purchased a higher volume of food and drink in discounters and convenience/small stores, and less online and supermarkets, compared to ABC1 households. C2DE households purchased more from Asda, Bargain Stores and Iceland, compared to ABC1 households.
- C2DE households had a higher Sales Weighted Averages across all nutrients, except fibre, compared to ABC1 households.
- C2DE households purchased more dairy products, confectionery, regular soft drinks, and frozen prepared foods, compared to ABC1 households.
- Although slightly lower, C2DE households spend on price promotions was at a similar level to ABC1 households in 2021.

Overall summary

Overall Summary

- In 2021, spend on total food and drink purchased into the home was £10.4bn. Although this was -0.3% lower than in 2020, this figure was +12.7% greater than in 2019.
- Compared to 2019, the proportion of total food and drink purchased on price promotion declined by -3.5pts, to 23.1%. This was driven by declined in purchase on TPR (-1.5pts) and Y for £X (1.9pts).
- In 2021, £951m was spent on total food and drink purchased online, which was an increase of 109.4%, compared to 2019. This occurred as the number of online shopping trips increased by +23.2% against a backdrop of a -8.9% decline for the total food and drink market.
- The SWA content per 100g for calories, sugar, saturated fat and sodium for discretionary food and drink categories saw minimal change in 2021, compared with 2019.
- Although slightly lower, C2DE households spend on price promotions was at a similar level to ABC1 households in 2021.

Appendix

Food and drink categories*

Category	Definition
Soft Drinks Diet (excl.water)	All diet or low calorie ambient soft drinks, excluding water
Fresh Fish	All fresh fish
Chilled Drinks	All chilled soft drinks
Chilled Convenience	Chilled Ready Meals, Chilled Desserts, Chilled Pizza, Fresh Pasta, Chilled Processed Poultry, Fresh Soup, Chilled Cooking Sauces, Chilled Dips, Chilled Spreads, Chilled Rice, Chilled Prepared Salad, Cooked Meats
Chilled Bakery Products	All chilled bakery products
Ambient Bakery Products	Ambient Morning Goods, Ambient Cakes & Pastries, Total Bread, Ambient Christmas Pudding
Fresh Poultry+Game	All Fresh Poultry & Game
Hot Beverages	All Hot Beverages (Ground Coffee, Instant Coffee, Drinking Chocolate, Tea, Speciality Tea)
Crisps & Savoury Snacks	Crisps, Snacking Nuts, Savoury Snacks

Category	Definition
Pickle+Tbl Sce+Condiment	All table sauces, dressings, condiments
Take Home Confectionery	All Chocolate Confectionery, Sweet Confectionery, Gum, Ice Cream Cone
Soft Drinks Reg (excl. water)	All regular (i.e not diet or low calorie) ambient soft drinks, excluding water
Fruit+Veg+Salads	All Fresh Fruit, Fresh Vegetables, Chilled Prepared Fruit & Veg, Fresh Nuts
Frozen Confectionery	All Ice Cream, Ice Lollies, Sorbet, Frozen Desserts (Cheescake, Danish, Pies/Tarts, Cake)
Alcohol Drinks	All Alcoholic drinks
Total Biscuits	All Sweet & Savoury Biscuits
Fresh Meat	All Fresh Beef, Fresh Lamb, Fresh Pork, Fresh Sausages, Fresh Bacon, Fresh Burgers
Frozen Prepared Foods	All Frozen Ready Meals, Frozen Chips, Frozen Burgers, Frozen Breaded/Battered Chicken, Frozen Pizza

*Note: Category definitions used for the purposed of this analysis are not necessarily the same as those used for previous FSS monitoring.

Food and drink categories*

Category	Definition
Packet Breakfast	All Cereals, Oats, Peanut Butter, Sweet Spreads
Dairy Products	All Milk, Cheese, Yoghurt, Butter, Eggs, Fresh Cream, Margarine, Fromage Frai, Lards, Yoghurt Drinks
Frozen Poultry+Game	All Frozen Poultry & Game
Frozen Fish	All Frozen Fish
Savoury Home Cooking	Cooking Oils, Ambient Cooking Sauces, Flour, Vinegar, Gravy Granules, Herbs, Spices
Canned Goods	All Ambient Canned Goods (Canned Fish, Canned Vegetables, Canned Fruit, Canned Meat, Rice Puddings, Canned Meals)
Ambient Carbohydrates & Snacks	Instant Hot Snacks, Pouch Rice, Pulses & Cereals, Bulk Rice, Instant Soup, Noodles, Pasta
Frozen Meat	Frozen Beef, Frozen Sausage Meat, Frozen Offal, Frozen Bacon, Frozen Lamb
Sweet Home Cooking	Snacking Fruit, Packet Sugar, Baking Fruit, Baking Nuts, Ice Cream,/Dessert Sauce, Ambient Sponge Pudding, Jelly

*Note: Category definitions used for the purposed of this analysis are not necessarily the same as those used for previous FSS monitoring.

Retailers

Data on retailers has been grouped according to retailer type:

Supermarkets*	Discounters	Small retailers/convenience	Non-grocers
Tesco, Asda, Sainsbury's, Morrisons, Marks & Spencer, Iceland, Waitrose	Lidl, Aldi, Bargain stores	Co-op, Independents and Symbols, Budgens	Chemists, Drugstores, 'Others'.

* Includes online shopping from supermarkets

Price promotions

Price Promotion Type	Definition
Temporary price reduction (TPR)	Short-term reductions in the price of food and drink products, (e.g. a single product with a full price of £1.50 being promoted for a short period at a reduced price of £1).
Y for £X	A promotion requiring the purchase of more than one pack e.g. “2 for £2”.
Multibuy	Including buy one get one free (BOGOF) and 3 for 2 offers.
Other promotion	Includes extra free deals, meal deals, free gifts and samples.

Note: Slide 27 Other Promotion = Multibuys | Meal Deals | Extra Free | Other