

**Key Research Findings  
Prepared for presentation to the  
Australian Senate GROCERY Choice  
Inquiry  
October 2009**



**INFORMED SOURCES**

Informed Sources Australia Pty Ltd ABN 85 003 714 332  
Level 1 / 1 Gardner Close, Milton, QLD 4064  
Ph: +61 7 3858 0000 Fax: +61 7 3858 0010



[www.informedsources.com](http://www.informedsources.com)

Contact: Alan Cadd  
Phone: +61 7 3858 0001  
email: [acadd@informedsources.com](mailto:acadd@informedsources.com)

**COPYRIGHT**

**© Copyright Informed Sources Australia Pty Ltd 2009  
ALL RIGHTS RESERVED**

Reproduction of the whole or part of this document constitutes an infringement of copyright.

**CONFIDENTIALITY**

This document is confidential and the recipient(s) of this document is/are prohibited from disclosing such information, ideas and concepts to any person, other than to professional advisers or officers who have a need to know and are aware of and agreed to the confidential nature of the document. This Document remains the property of Informed Sources (Australia) Pty Ltd and the recipient, upon request from Informed Sources (Australia) Pty Ltd, must return this Document promptly.



## OVERVIEW

In the U.K., a free on-line grocery shopping website allows consumers to compare prices of groceries at Tesco, ASDA, Sainsbury's and Ocado on line supermarkets by logging onto: [www.mysupermarkets.co.uk](http://www.mysupermarkets.co.uk)

Morrisons and Aldi do not participate in this service as they do not currently have their grocery prices posted on line.

Of the four participating on line retailers it should be noted that Ocado do not also operate bricks and mortar type stores.

This is not a comparable service to what was being proposed by GroceryChoice in Australia. It does not provide comparisons by basket or the prices of individual products that a consumer would find in their local supermarket. **This is distinctly a comparison site for on-line shopping for groceries.**

Grocery orders can be lodged through mySupermarket's website to the four participating supermarkets web based offers and delivery is arranged by the supermarket chains themselves

The mySupermarket service indicates that it is based on pricing information sourced from the four participating retailers including specials updated daily.

Should the consumer wish to go shopping in person or require a home delivery service that is not available from the individual supermarkets online service for their specific geographic area, they can prepare a shopping list on mySupermarket, compare prices across the four participating chains and then print their own shopping list to take with them to the supermarket of their choice to make their purchases.

Although this is a helpful service in these circumstances, there is no guarantee that the prices seen on line will be reflected in the actual store visited.

Other features of the web site include a Loyalty Points scheme, Discount Vouchers and Healthy Eating suggestions.

Some interesting web analysis is available for mySupermarket from Alexa.com and we have reproduced these below:

## WEBSITE TRAFFIC ANALYSIS

	mySupermarket.co. u.k	Transport category for London	Tesco	The Times Newspaper
World Traffic Rank	26,754	2,400	1,809	495
UK Traffic Rank	986	74	57	44

**Table 1: mysupermarket.co.uk traffic ranking comparison<sup>1</sup>**

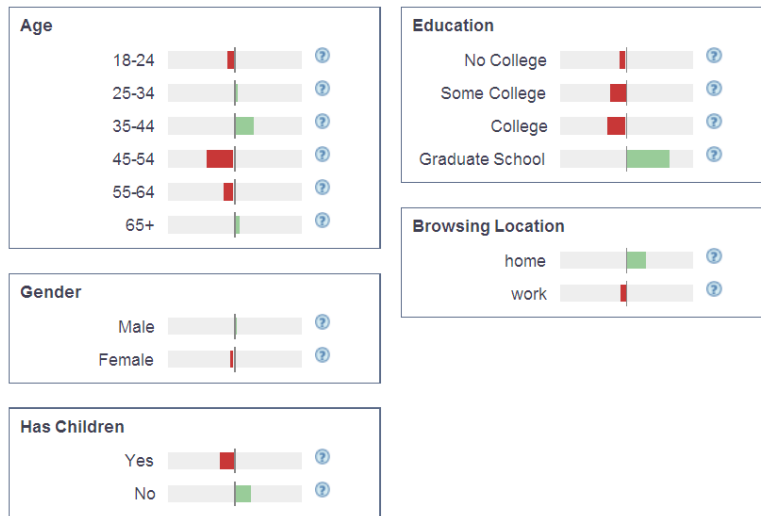
---

<sup>1</sup> [www.alexacom](http://www.alexacom); accessed 22/09/2009



## DEMOGRAPHICS

The following demographics have been reproduced from Alexa.com<sup>2</sup>



## USAGE AS A PERCENTAGE OF HOUSEHOLDS

Number of households in the UK: 24,479,439 (Census 2001)<sup>3</sup>

Number of regular visitors to mysupermarket.co.uk: 560,000 (assumes 200 percent increase since 2007 where the site attracted 140,000 regular visitors)<sup>4</sup>

Estimated percentage of households visiting mySupermarket.co.uk in 2009 2.316%.

## PRODUCT RANGE ANALYSIS

Brand	No. products available online at mysupermarket.co.uk	Total number of products offered by chain in store	% of total offering offered online at mysupermarket.co.uk
Tesco	14,854	Over 40,000	37%
Sainsbury's	17,513*	Up to 50,000	35%
ASDA	14,688*	Est. 40,000	37%
Ocado	15,955*	Not applicable	Not applicable

\*Product range count not given at mysupermarket.co.uk. Total count for ASDA, Sainsbury's and Ocado are estimates based on category sample taken and then multiplied across the total number of categories offered at www.mysupermarket.co.uk.

Nb. Tesco count undertaken manually.

Nb. Total product range offered in UK supermarket retailers may be wider than in traditional supermarkets within Australia, particularly in regard to general merchandise.

<sup>2</sup> www.alexa.com; accessed 07/10/2009

<sup>3</sup> www.statistics.gov.uk; accessed 23/09/2009

<sup>4</sup> www.realbusiness.co.uk; accessed 23/09/2009



## KEY FINDINGS

- mySupermarket is an on-line grocery shopping site comparing four large participating retailers online prices which is regularly visited by an estimated 2.3 percent of UK households.
- Regular visitors to mysupermarket.co.uk are typically aged between 35-44, have a graduate level of education and have no children.
- The product range available for three of the four participating retailers at mysupermarket.co.uk at below 40% is considerably less than what can be found within their respective in store offering (Note: Ocado has no physical stores).
- Prices available on mysupermarket.co.uk are not fully reflective of the prices consumers can expect to pay in store at their local supermarket.
- Whilst mySupermarket provides some degree of transparency of UK grocery prices, local independent retailers including smaller grocery chains, greengrocers, butchers and delicatessens are not catered for.
- Prices are not universally the same with some variances existing between online and in store pricing.
- mySupermarket does not take into account pricing differences based on geographic locations.
- Home delivery charges for orders range from free to A\$11.40<sup>5</sup>. Minimum order values vary across brands.

---

<sup>5</sup> Exchange rate used 1.00 AUD = 0.57 GBP