

# Q3 Trading Statement

2024/25



Sainsbury's

# Strong delivery of our winning Christmas plan



**Standout operational delivery. Best ever Christmas service<sup>1</sup> and availability**



**Great value for customers at Christmas boosted by Nectar Prices**



**Innovation powering our performance. Leading Taste the Difference growth<sup>2</sup>**



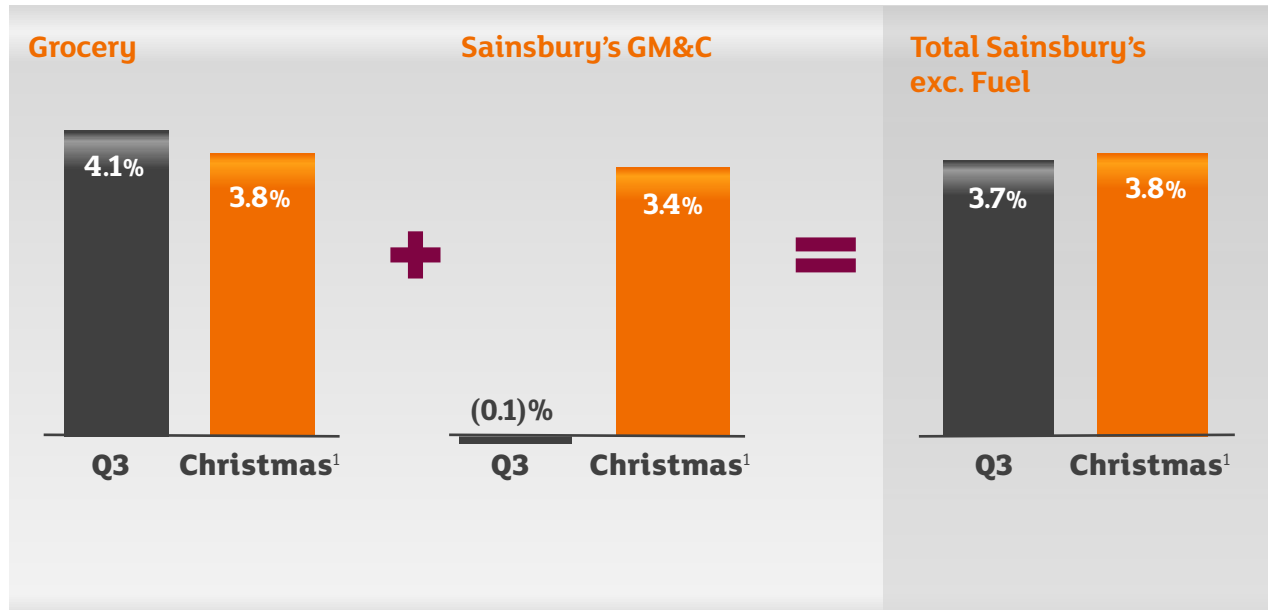
**Black Friday & Christmas sales growth offset by challenging GM market conditions**

1. Lettuce Know, Christmas week commencing 22nd December 2024, Supermarket overall satisfaction. Since start of LK programme

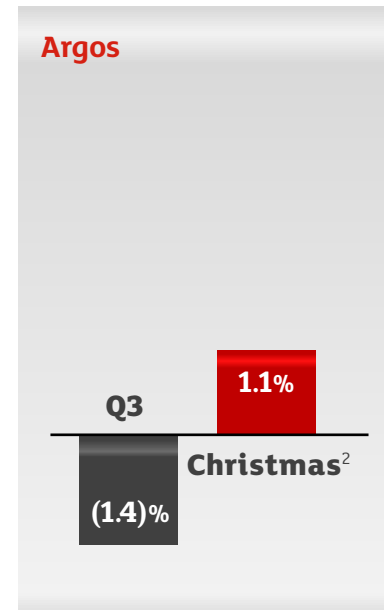
2. Kantar Panel, Total FMCG (exc. Kiosk and Tobacco), Premium Own Label tier, YoY % value growth, 4 weeks to 29<sup>th</sup> December 2024

# Retail sales growth by category

## Sainsbury's sales growth



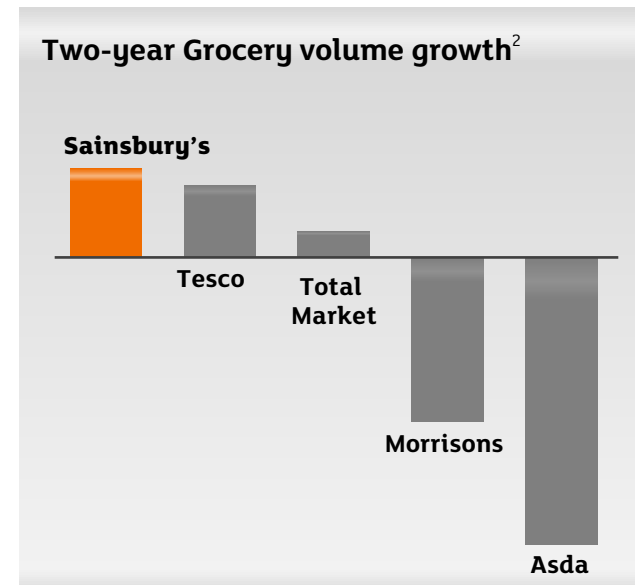
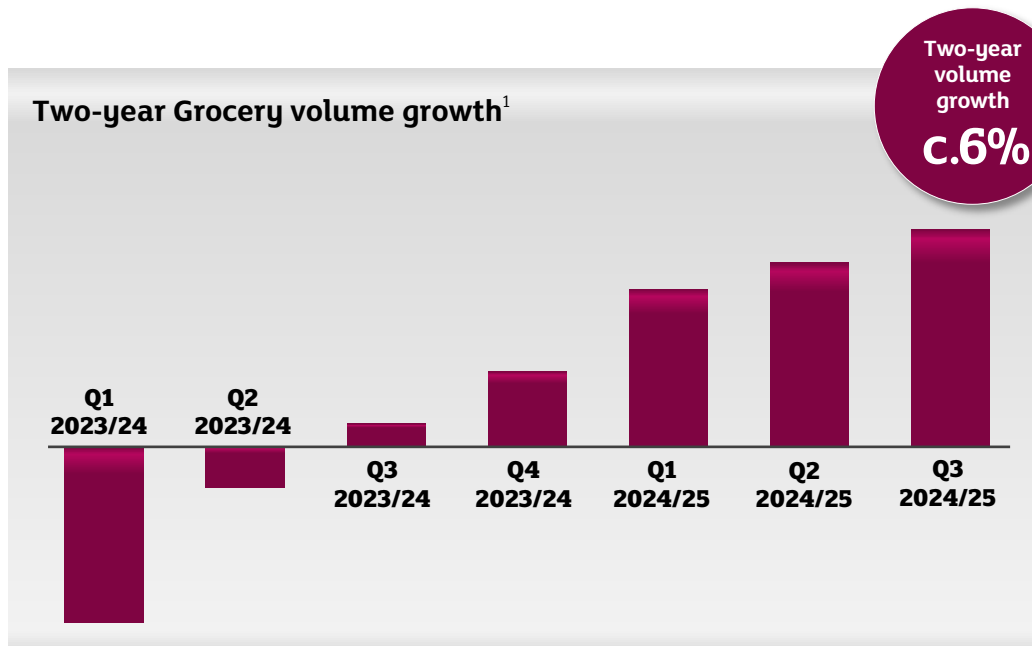
## Argos sales growth



1. Christmas – 6 weeks ending 4 January 2025

2. Christmas – 8 weeks to 4 January 2025 to include prior year Black Friday timing. For the 6 weeks to 4 January 2025, Argos sales were up 10.2%

# Accelerating two-year grocery volume performance

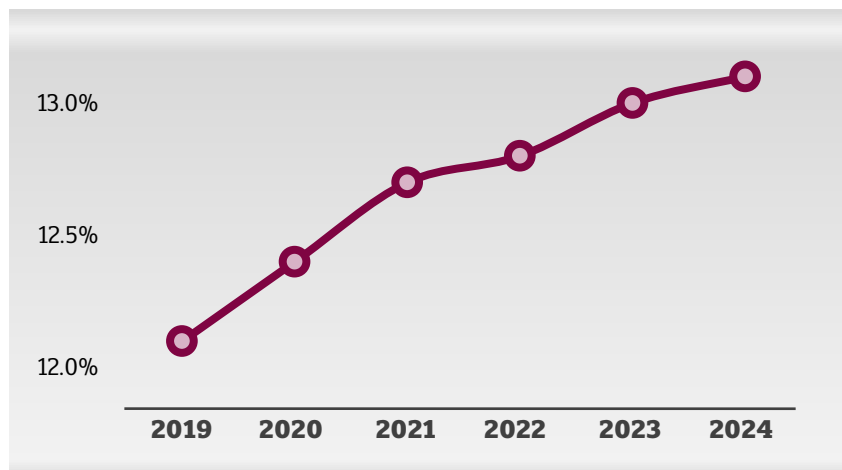


1. Internal data

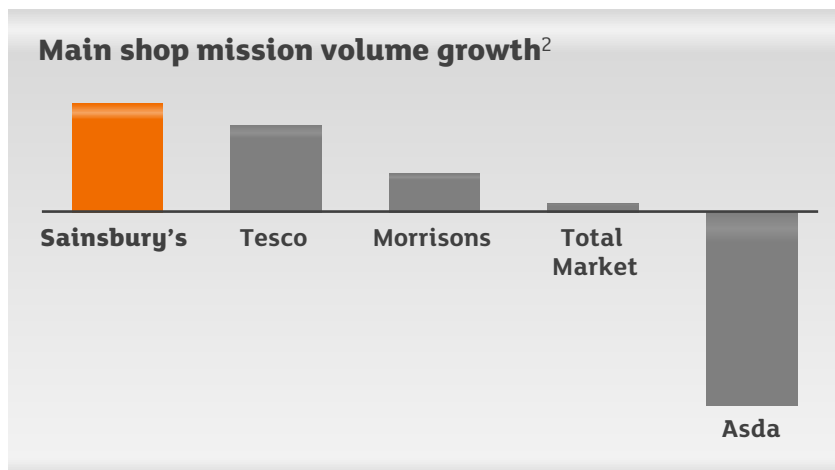
2. Kantar Panel, Total FMCG excl. K&T, Packs growth, 4 weeks to 29 Dec 2024 vs 1 Jan 2023

# Continued market share gains as more customers choose Sainsbury's for their main shop

**Winning share at Christmas for the fifth consecutive year<sup>1</sup>**



**More customers doing their big basket shopping at Sainsbury's**



1. Kantar Worldpanel division, Sainsbury's volume market share, 4w to 3rd Jan 2021, 4w to 2nd Jan 2022, 4w to 1st Jan 2023, 4w to 31st Dec 2023, 4w to 29th Dec 2024

2. Kantar Panel, Total FMCG excl K&T, Volume growth by Mission – Main Shop, YoY volume growth, 12 weeks to 1st Dec 2024

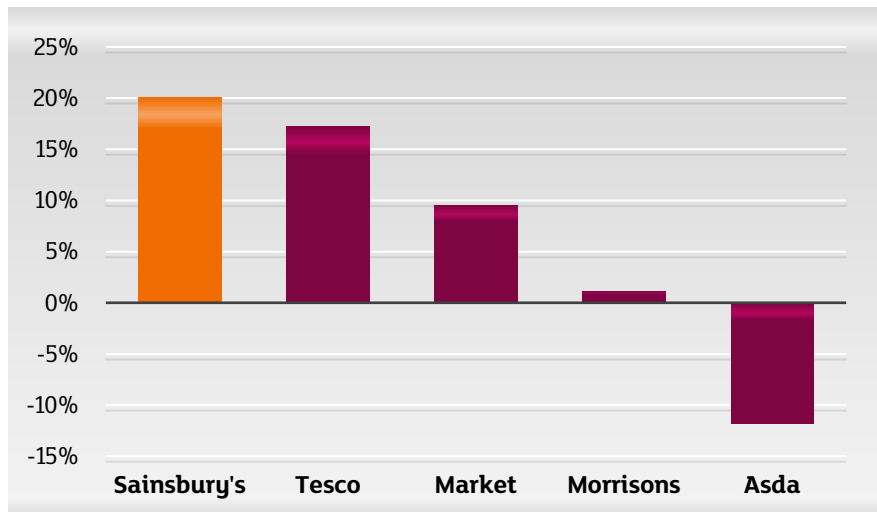
# Our winning combination is delivering



1. CSAT Supermarket Competitor Benchmarking data – Q3 2024/25 scores. Quality of Items
2. CSAT Supermarket Competitor Benchmarking data – Q3 2024/25 – Overall Satisfaction
3. YouGov Brand Index – Supermarket Value for Money Perception metric net %, Value metrics, Q3 24/25 YoY

# Strong Taste the Difference growth at Christmas

Outperforming the market and key competitors in Premium Own Label growth<sup>1</sup>



**+16%**  
Taste the  
Difference Growth<sup>2</sup>

**>50%**  
Christmas baskets  
contained  
Taste the  
Difference<sup>3</sup>

**>300**  
Taste the  
Difference products  
launched in Q3

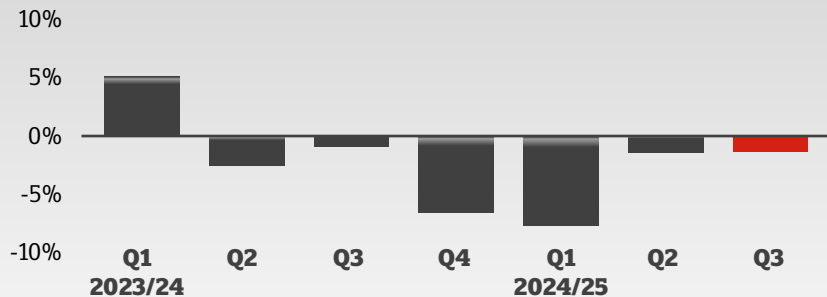


1. Kantar Panel, Total FMCG (exc. Kiosk and Tobacco), Premium Own Label tier, YoY% value growth, 4 weeks to 29 December 2024
2. Total Taste the Differences sales growth – 4 weeks to 4th January 2025
3. Internal sales data, Sainsbury's Insights Platform, Taste the Difference and Total Grocery transactions, Main shop baskets, week to 24th Dec 2024

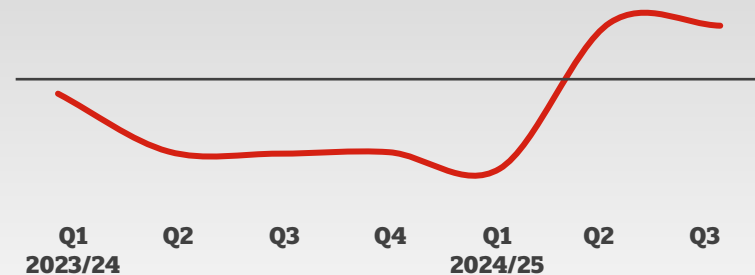
# Strong Argos Black Friday against challenging market backdrop

More Argos,  
more often

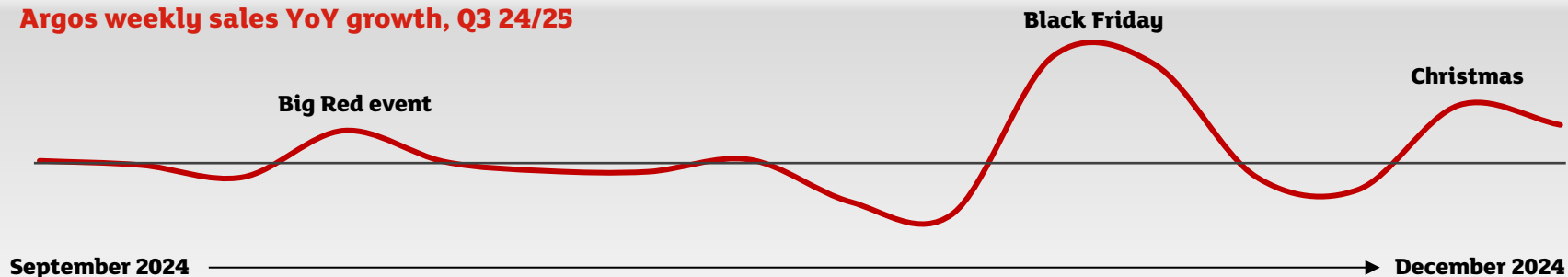
## Argos Quarterly sales performance



## Argos Online Traffic, YoY growth %



## Argos weekly sales YoY growth, Q3 24/25





# Next Level Sainsbury's

We make **good food joyful, accessible** and **affordable** for everyone, every day

## First choice for food

Attract many more people to choose Sainsbury's as the place they come to for good food and play a leading role in creating a sustainable food system in the UK

## Loyalty everyone loves

Build a world-leading loyalty platform  
- more personalised, joyful, rewarding and transparent  
- for everyone

## More Argos, more often

Unleash and transform Argos around the three things that have always made it brilliant  
- curated range, famously convenient experience and great value – so more customers buy more complete baskets more often

## Save and invest to win

Save £1 billion and invest in transforming our capabilities  
- taking another big leap forward in efficiency, productivity and customer focus, continuing to build a platform for growth