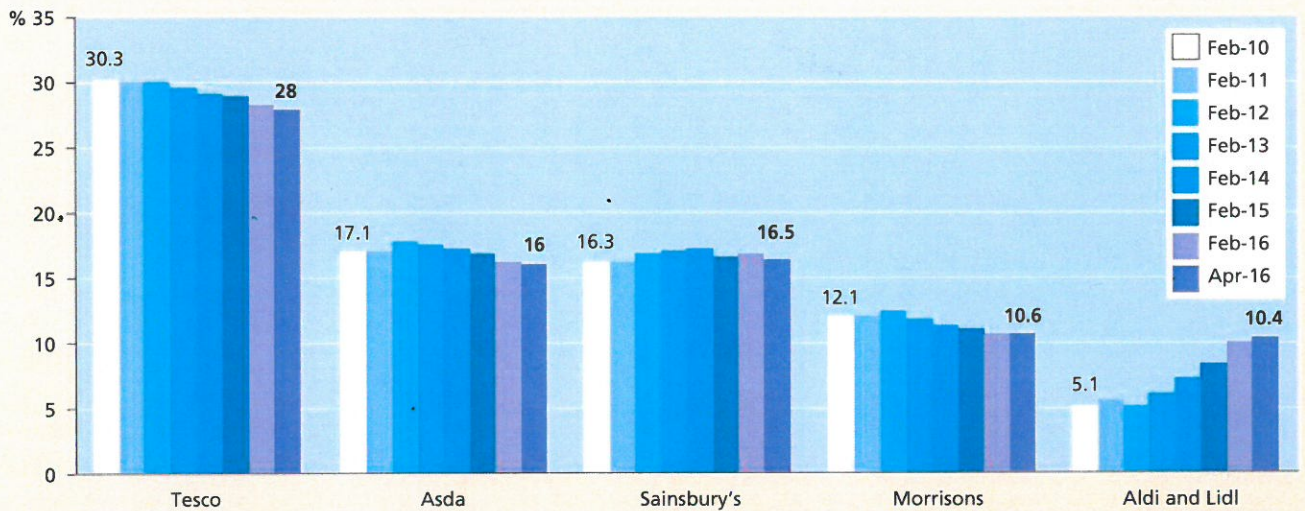




Pressure on Tesco, Asda and Morrisons

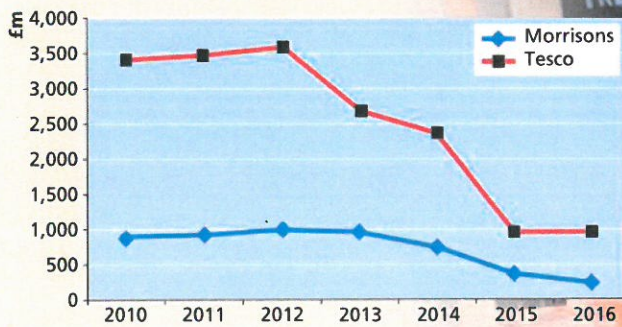
Discussion points

- 1 Use Figure 1 to compare the performance of Asda and Sainsbury's since 2010.
- 2 Use Figures 1 and 2 to compare the performance of Tesco and Morrisons.



Source: Kantar Worldpanel

Figure 1 UK grocery market share 2010–16



Source: company reports

Figure 2 Underlying profits 2010–16

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