

# MARKET SHARE ANALYSIS

**20**  
Current Week  
**Tonnage**  
**14.55%**  
Market Share

## Food Performance Drivers

MCH2 Category YoY Change in Market Share

MCH2 Category	Change in Market Share %
SALAD BAR	1.71%
HMR	1.23%
BAKERY INSTORE	0.81%
OTC	0.01%
DELI	-0.50%
SEAFOOD	-0.79%
HBA	-0.97%
MEAT	-1.54%
<b>Total</b>	<b>-1.70%</b>

## Pre/Post Rollout

ALL MCH2 CATEGORIES

**-1.07%**  
Pre-Rollout  
**-2.9%**  
Prev  
**-2.65%**  
Post Rollout

Rollout Start: Week 16

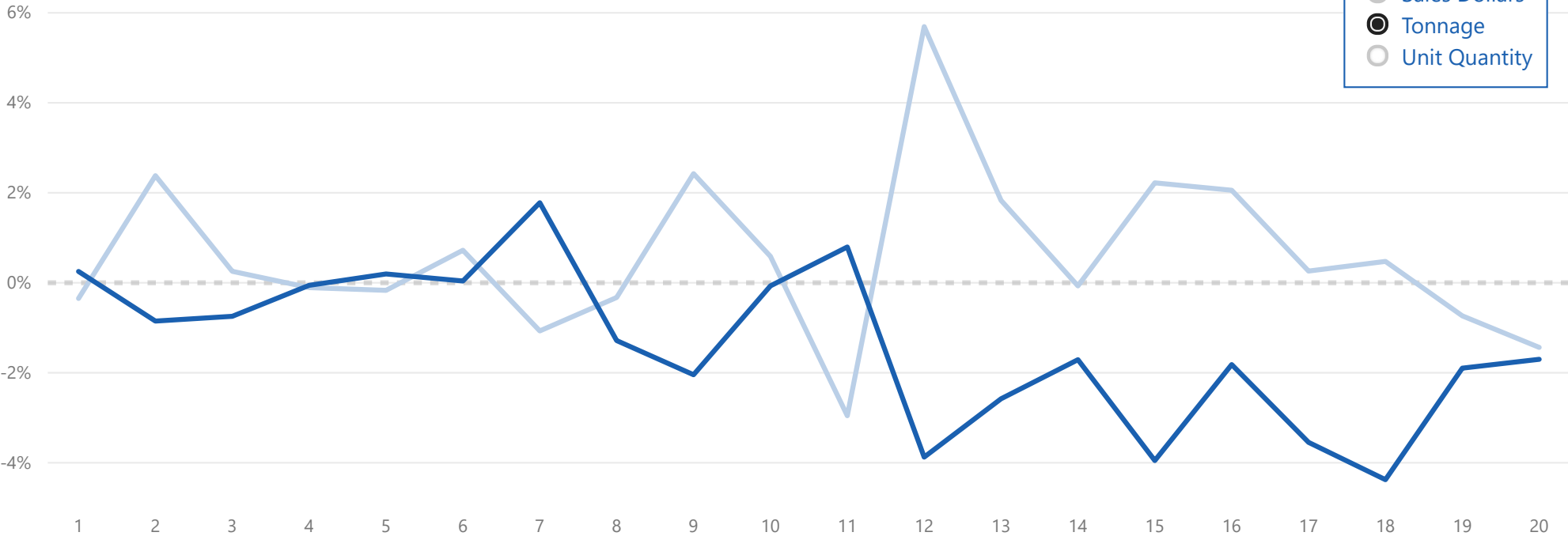


# FOOD

## ALL MCH2 CATEGORIES

No Frills Year over Year Weekly Change in Market Share %

● Competitors: 2020 over 2019 ● No Frills: 2020 over 2019



No Frills Market Share from Previous Year for **Current Week: 20**

**Tonnage** **Unit Quantity** **Sales Dollars**  
**-1.70%** **-1.68%** **-1.63%**

○ Sales Dollars  
● Tonnage  
○ Unit Quantity

## AVERAGE PRODUCE PURCHASE PRICE

No Frills Year over Year Average Produce Purchase Price Over Time (2020 over 2019)



Current Week Change in Average Produce Purchase Price

**\$0.05**