



# Price inflation trends in ecommerce

UK

January 2023 vs January 2022



## Price inflation

### Analysis objectives

Analyse variations of average prices between January 2023 and January 2022

### Methodology

- **Retailers included:** Asda, Sainsbury's, Tesco, Amazon, Waitrose, Morrisons, Ocado
- **Products included:** A selection of 33 categories  
Standard SKU with ND > 10% in January 2023 and January 2022  
Products can differ according to retailers
- **Calculation:** The more products in the retailer or category, the heavier their weight in the total

Total = arithmetical average of base prices by product

### Number of analysed products

Categories	Asda UK	Sainsburys	Tesco	Amazon UK	Waitrose	Morrisons UK	Ocado UK	Total
Cheese	277	251	315		318	218	325	1704
Cereals	234	223	206	97	227	191	447	1625
Chocolate	311	419	463	317	362	217	749	2838
Candy	233	217	198	227	130	145	275	1425
Hair Care	343	518	513	24	292	435	910	3035
Skin Care	401	677	555	2445	312	427	1304	6121
Skin Cleansing	172	361	245	77	256	229	800	2140
Oral Care	102	131	117	2	85	143	241	821
Gift Sets	2	17	12	47	4	1	44	127
Fabric Cleaning	50	93	61	60	88	75	167	594
Fabric Enhancers	37	70	37	41	54	39	117	395
Beer	357	338	361	94	299	388	531	2368
Adult Incontinence	59	16	56		29	58	73	291
Consumer Tissue	58	82	59	125	71	82	134	611
Feminine Hygiene	62	41	68	5	82	84	198	540
Chips & Snacks	363	364	385	80	380	259	629	2460
Fresh Spices & herbs	58	66	94	9	81	47	121	476
Dry Spices & herbs	262	113	246	626	65	231	457	2000
Frozen Spices & herbs	4		5		6	13	4	32
Sweet biscuit	519	490	542	192	440	391	782	3356
Frozen ready meals	128	65	89		44	113	59	498
Frozen Meat Free	90	84	80		41	68	111	474
Frozen Fish	71	55	70		47	65	72	380
Frozen Desserts	20	11	38		30	31	30	160
Frozen Vegetables	124	74	132		75	118	119	642
Frozen pizza	73	50	61		35	58	75	352
Frozen Meat	90	46	47		16	70	39	308
Frozen roasts	19	17	24		16	17	26	119
Deodorants & Fragrances	140	189	182	14	109	149	196	979
Home & Hygiene	161	198	176	269	167	174	496	1641
Ice Cream	169	174	191		151	135	257	1077
Dressings	194	258	236	120	205	187	505	1705
Yoghurt	378	437	339		294	317	420	2185
<b>Total général</b>	<b>5561</b>	<b>6145</b>	<b>6203</b>	<b>4871</b>	<b>4811</b>	<b>5175</b>	<b>10713</b>	<b>43479</b>

# Executive Summary

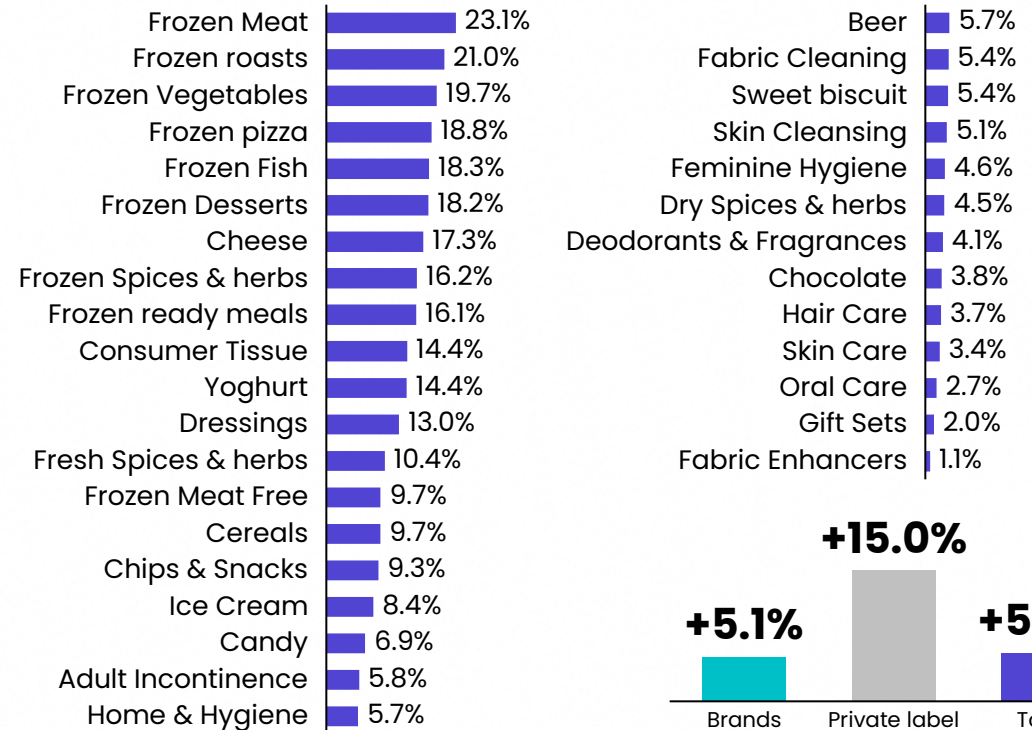
## January 2023 vs January 2022

### Summary

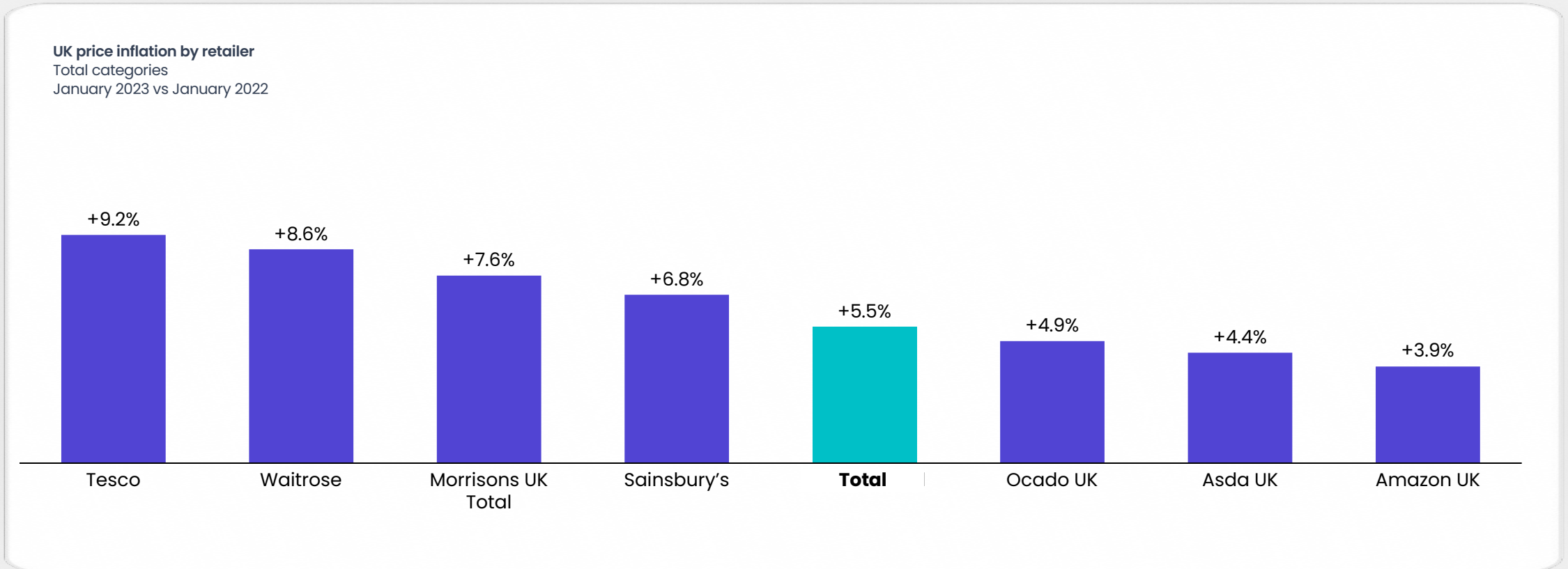
- ❖ +5.5% inflation in January 2023 compared to 2022. Private label products increased in price +10 pts more than brands
- ❖ Frozen products, cheese and consumer tissue experienced the largest price increases
- ❖ Home & Beauty Care categories experience a lower inflation vs food categories due to lower prevalence of private label
- ❖ Tesco is the retailer with the highest inflation +9.2%
- ❖ Amazon has the lowest inflation rate at +3.9%

UK price inflation by category

Total retailer  
January 2023 vs January 2022



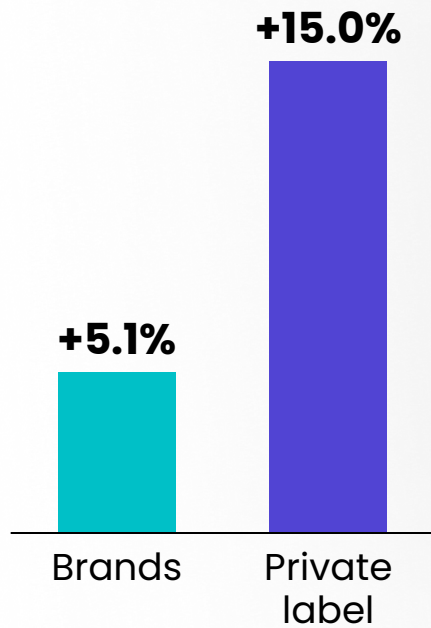
# Click & collect retailers increased price more than pure players (excluding Asda)



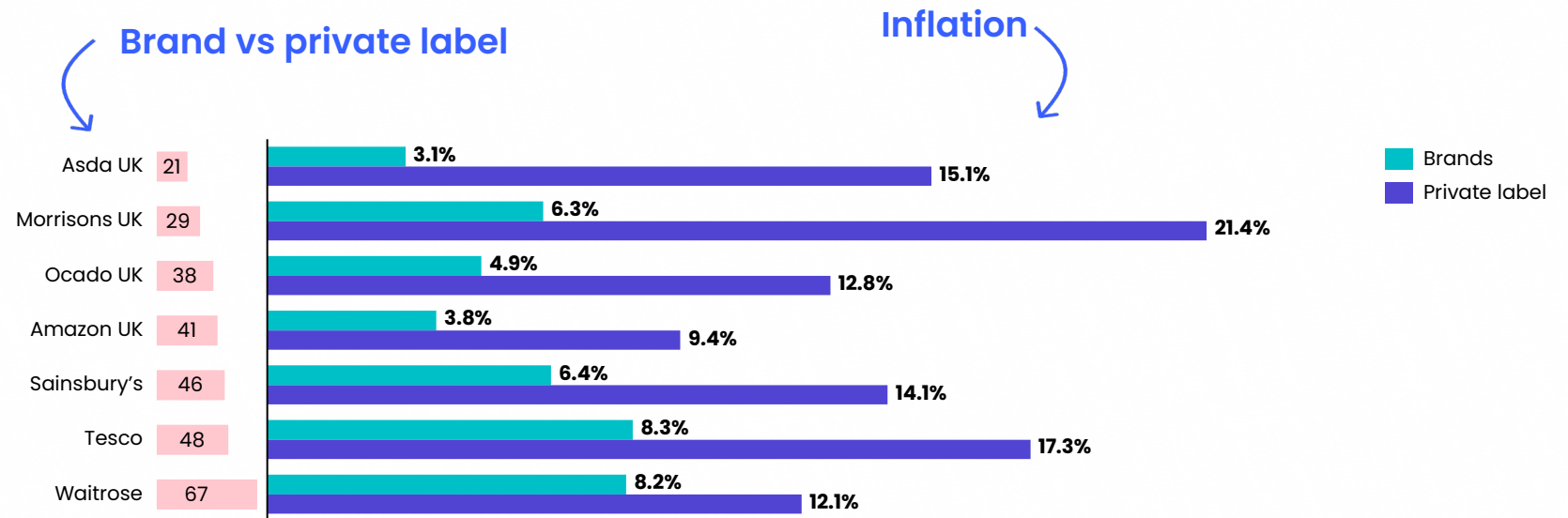
# Private label prices increased by 15% YoY

+10 pts compared to brands

UK price inflation by type of brand  
Total category – Total retailer  
January 2023 vs January 2022

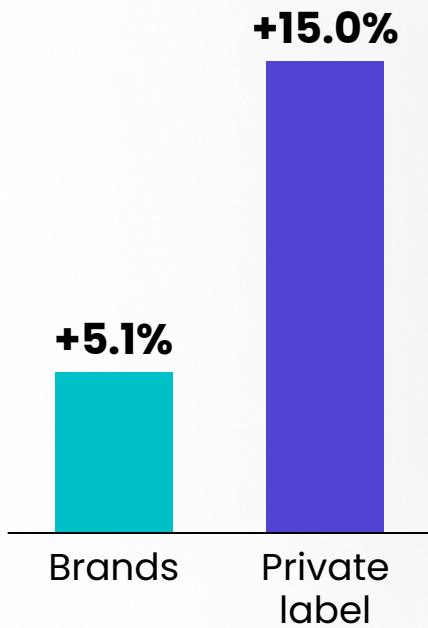


UK price inflation by type of brand  
By retailer – Total category  
January 2023 vs January 2022

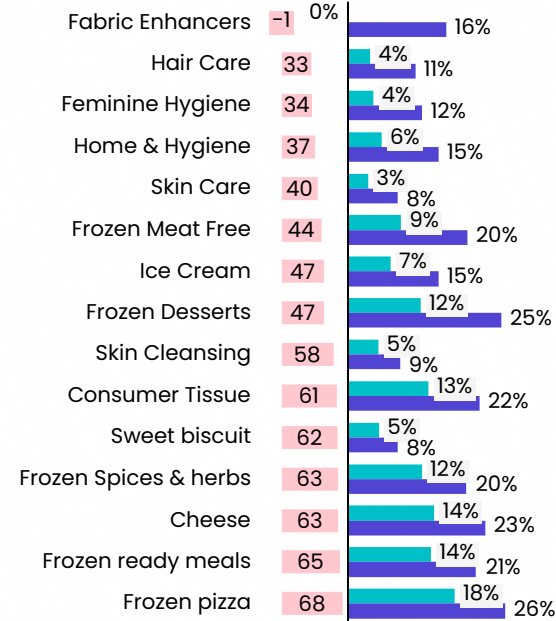


# The home & beauty care categories saw a large variance between branded and private label inflation

UK price inflation by type of brand  
Total category – Total retailer  
January 2023 vs January 2022

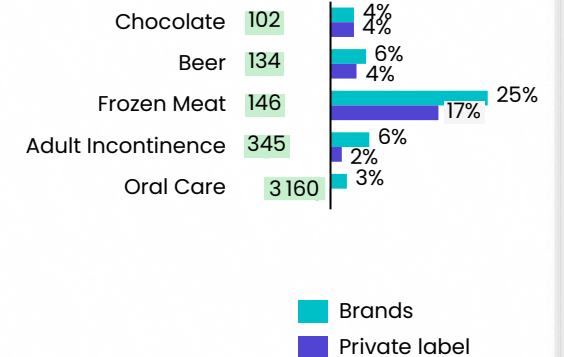
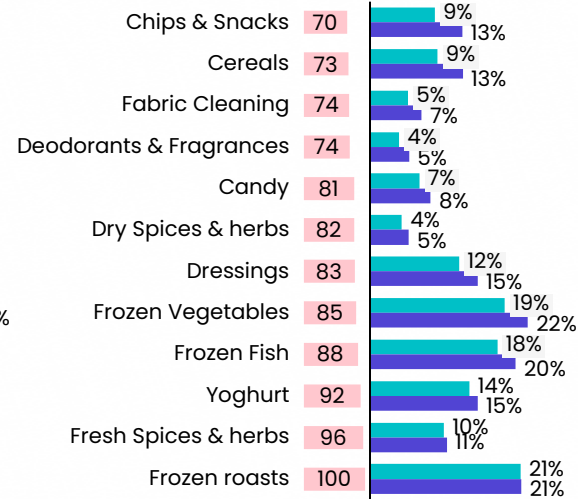


UK price inflation by type of brand  
By category – Total retailer  
January 2023 vs January 2022



Brands vs Private label

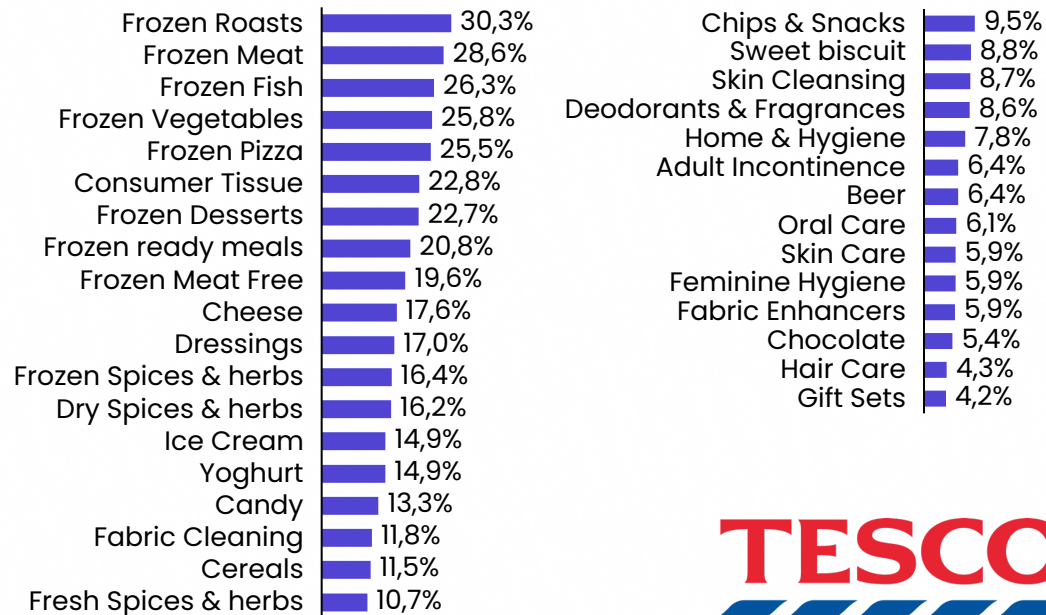
Inflation



# Frozen products, cheese and consumer tissue underwent the most inflation

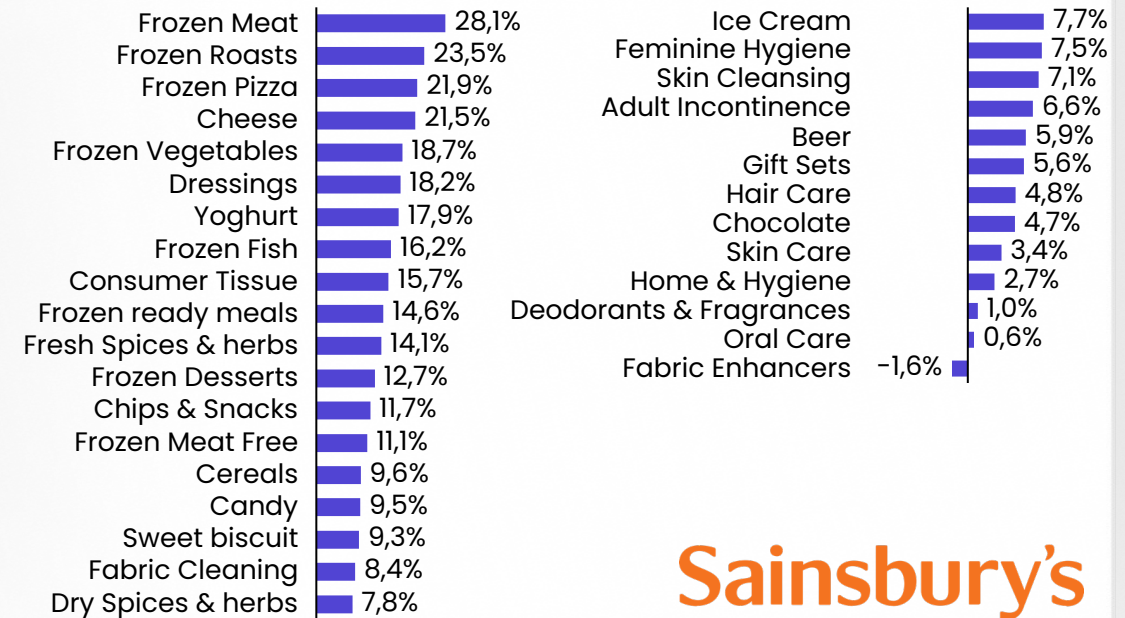
UK price inflation by category

Tesco  
January 2023 vs January 2022



UK price inflation by category

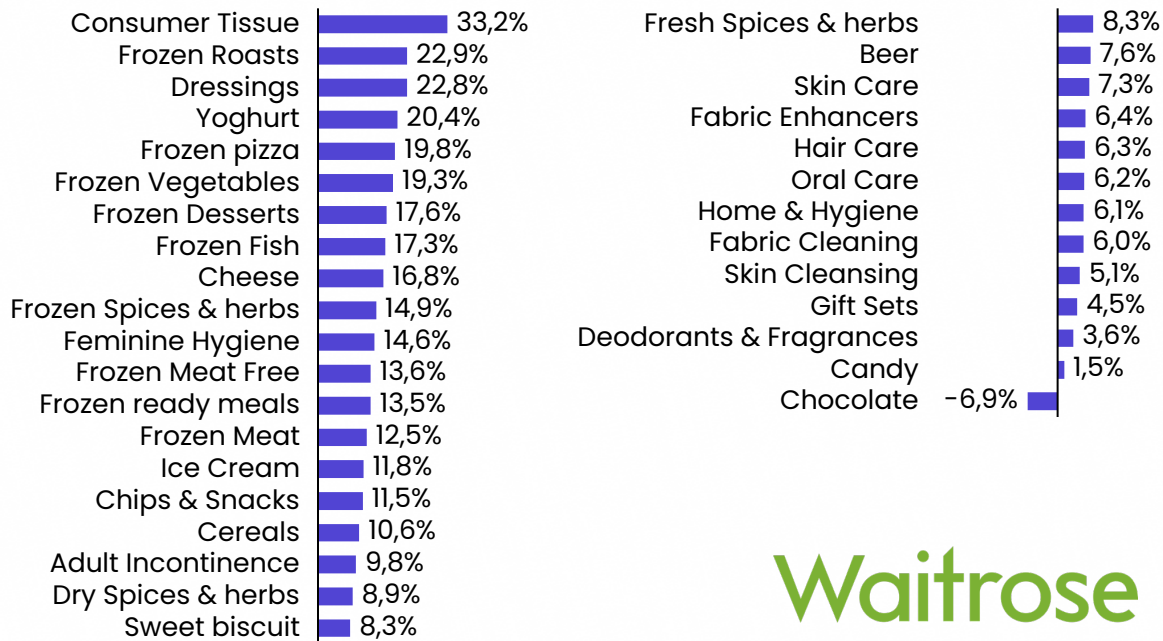
Sainsbury's  
January 2023 vs January 2022



# Frozen products, cheese and consumer tissue underwent the most inflation

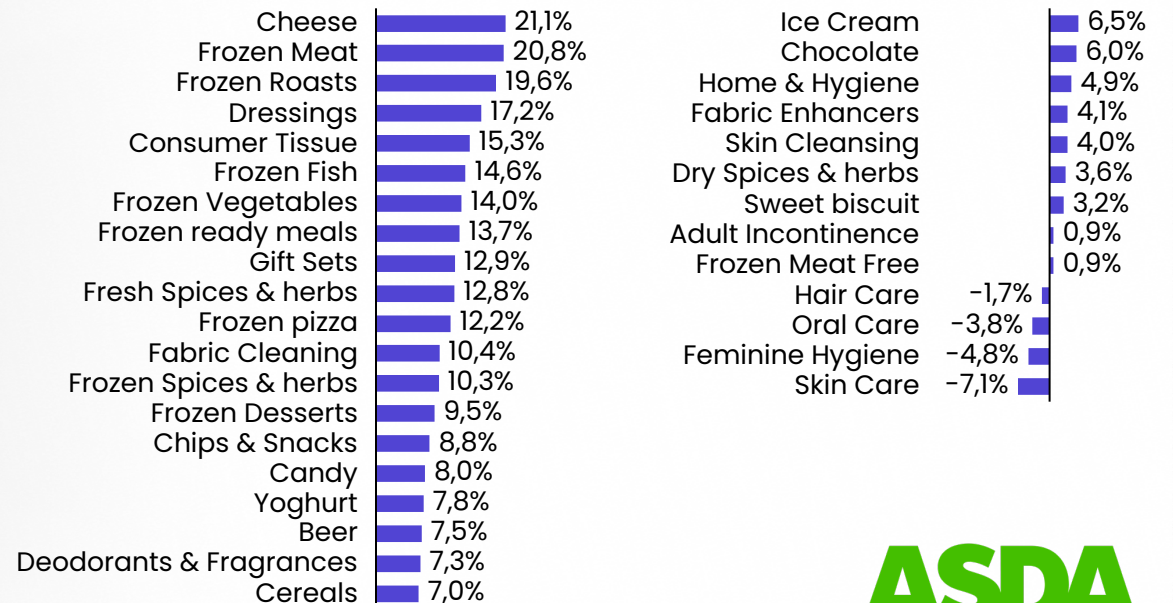
UK price inflation by category

Waitrose  
January 2023 vs January 2022



UK price inflation by category

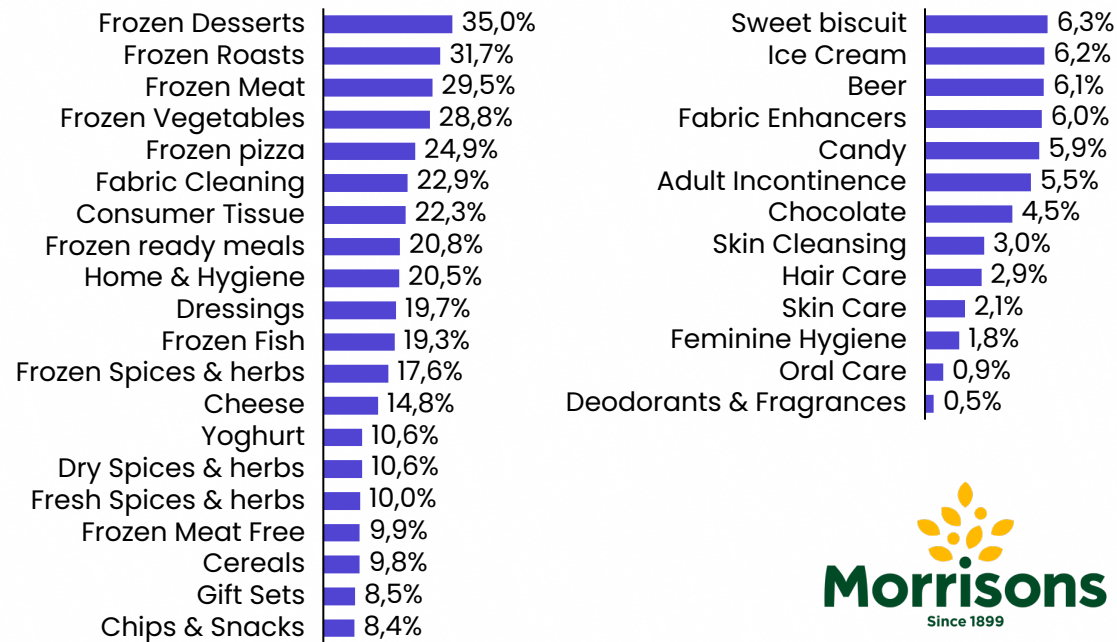
Asda  
January 2023 vs January 2022





# Frozen products, cheese and consumer tissue underwent the most inflation

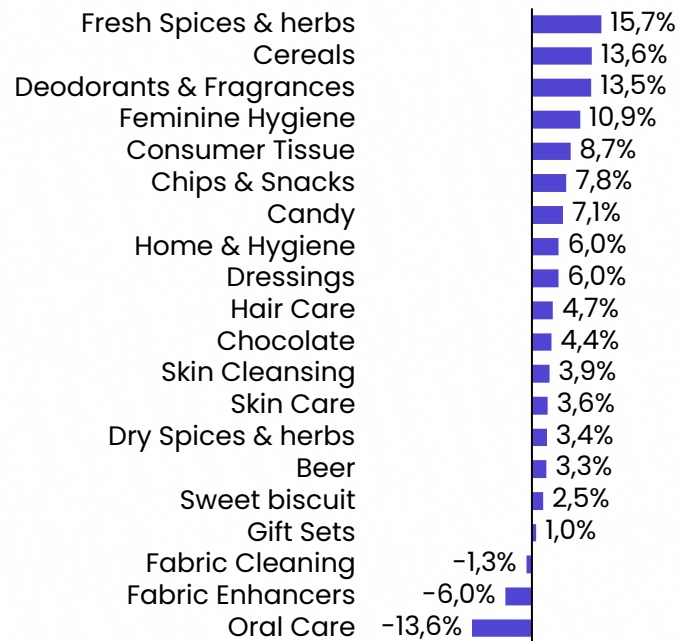
UK price inflation by category  
Morrisons  
January 2023 vs January 2022



# Frozen products, cheese and consumer tissue underwent the most inflation

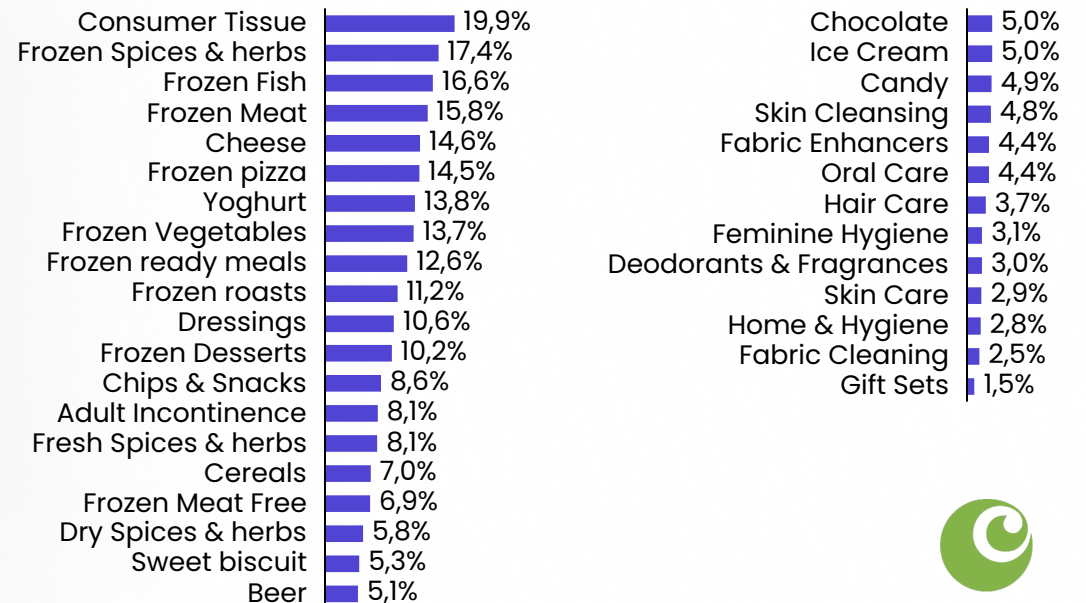
UK price inflation by category

Amazon  
January 2023 vs January 2022



UK price inflation by category

Asda  
January 2023 vs January 2022



# Let's work together

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[www.dataimpact.io](http://www.dataimpact.io)

(+33) 1 42 51 87 08

[contact@dataimpact.io](mailto:contact@dataimpact.io)

