



# Price inflation trends in ecommerce

UK

March 2023 vs March 2022



# Price inflation

## Analysis objectives

Analyse variations of average prices between March 2023 and March 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 March 2023 and March 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

Category	Asda UK	Sainsburys	Tesco	Amazon UK	Waitrose	Morrisons UK	Ocado UK	Total retailer
Cheese	278	251	317		252	212	318	1628
Cereals	239	222	206	85	226	217	431	1626
Chocolate	384	427	440	310	339	251	664	2815
Hair Care	359	490	507	45	262	427	875	2965
Skin Care	402	644	550	2067	308	403	1247	5621
Skin Cleansing	193	355	247	78	259	231	826	2189
Oral Care	99	128	115	2	93	132	219	788
Gift Sets	1	16	11	32	3	1	42	106
Fabric Cleaning	52	89	49	53	89	61	150	543
Fabric Enhancers	42	67	38	33	54	39	102	375
Beer	347	329	387	89	269	395	495	2311
Adult Incontinence	60	15	56	1	32	59	69	292
Consumer Tissue	54	56	60	108	70	79	129	556
Feminine Hygiene	61	44	72	5	80	73	196	531
Chips & Snacks	379	386	397	70	356	280	635	2503
Fresh Spices & Herbs	56	62	88	7	80	44	118	455
Dry Spices & Herbs	223	114	247	554	56	225	443	1862
Frozen Spices & Herbs	4		5		6	11	4	30
Sweet Biscuit	498	485	521	158	411	364	738	3175
Frozen Ready Meals	125	69	102		44	101	59	500
Frozen Meat Free	82	94	77		34	66	105	458
Frozen Fish	67	62	72		46	65	71	383
Frozen Desserts	15	8	37		28	25	30	143
Frozen Vegetables	120	84	136		69	115	112	636
Frozen Pizza	74	53	62		35	56	71	351
Frozen Meat	92	54	56		13	66	35	316
Frozen Roasts	19	18	24		15	19	24	119
Deodorants & Fragrances	141	160	180	20	105	143	210	959
Home & Hygiene	121	186	159	243	158	158	440	1465
Ice Cream	153	144	198		137	122	260	1014
Dressings	182	255	229	101	204	182	498	1651
Yoghurt	384	434	341		286	317	428	2190
World foods	327	323	407	223	251	310	690	2531
<b>Total category</b>	<b>5633</b>	<b>6124</b>	<b>6393</b>	<b>4284</b>	<b>4670</b>	<b>5249</b>	<b>10734</b>	<b>43087</b>

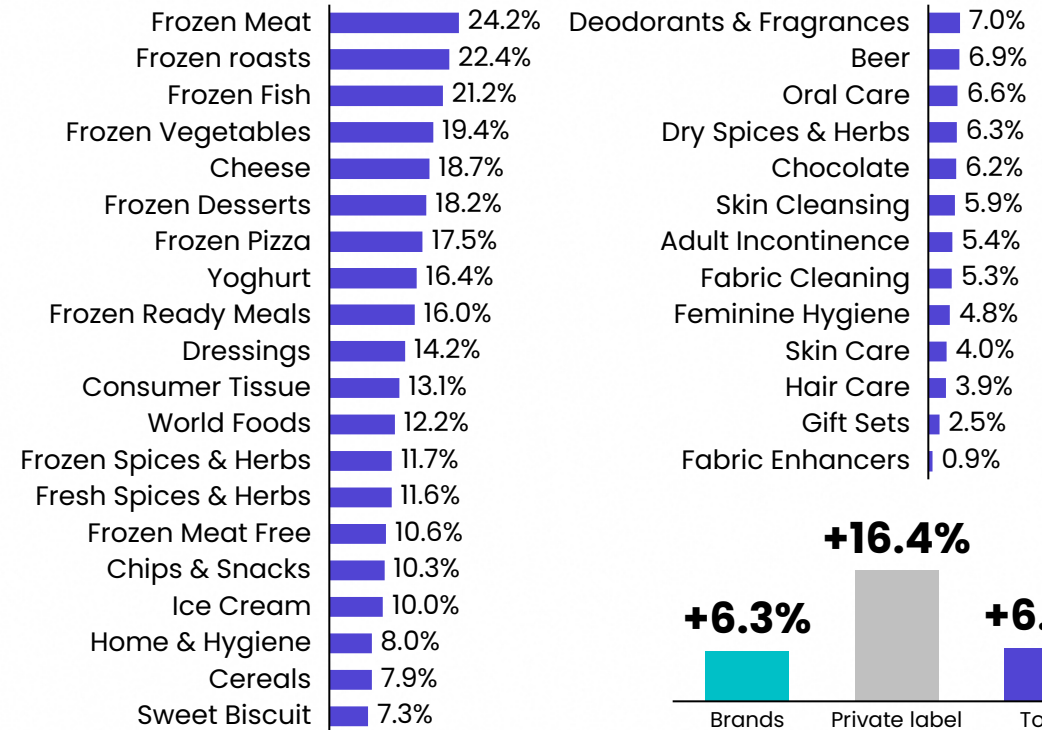
# Executive Summary

## March 2023 vs March 2022

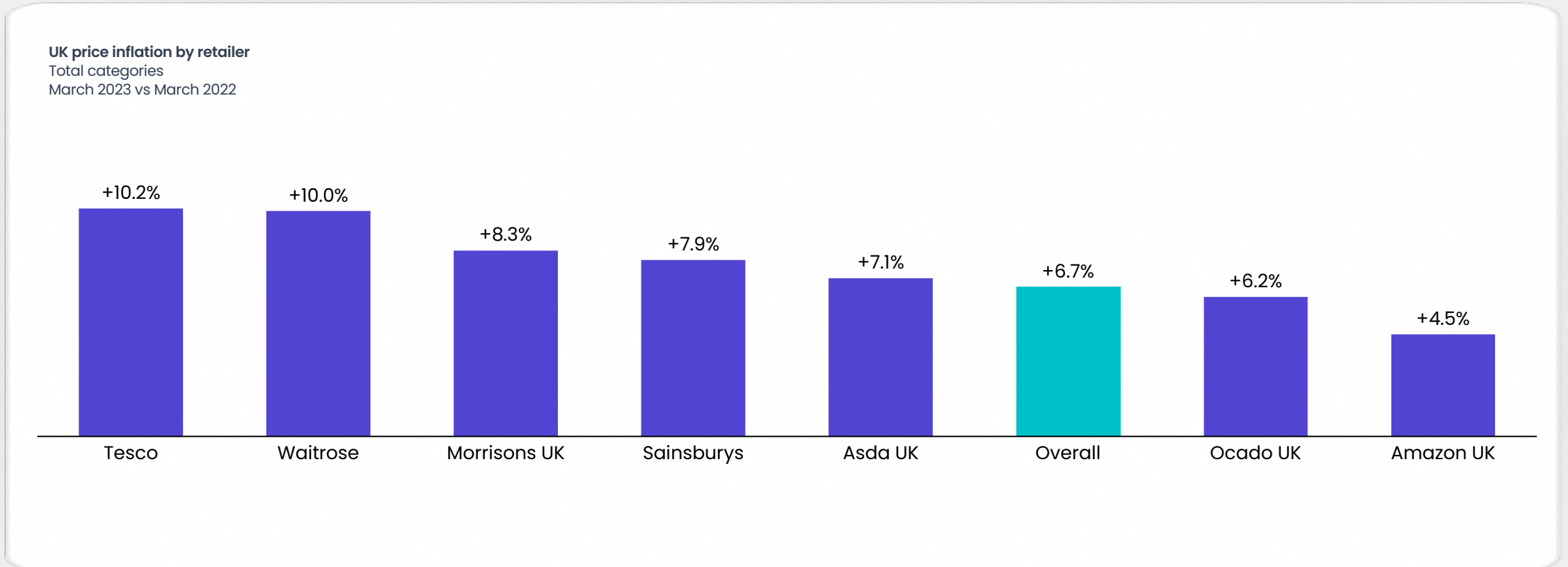
### Summary

- ❖ +6.7% inflation in March 2023 compared to 2022. Private label products increased in price +10 pts more than brands.
- ❖ Frozen Products, Cheese and Yoghurt underwent the largest price increases.
- ❖ Home & Beauty Care categories experience a lower inflation vs food categories due to less prevalence of private label.
- ❖ Tesco was the retailer with the highest inflation rate at +10.2%. Amazon was the lowest at +4.5%.

UK price inflation by category  
Total retailer  
March 2023 vs March 2022



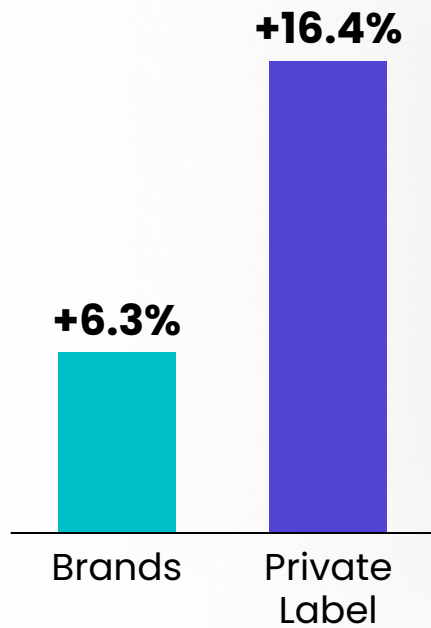
# Click & collect retailers increased price more than pure players



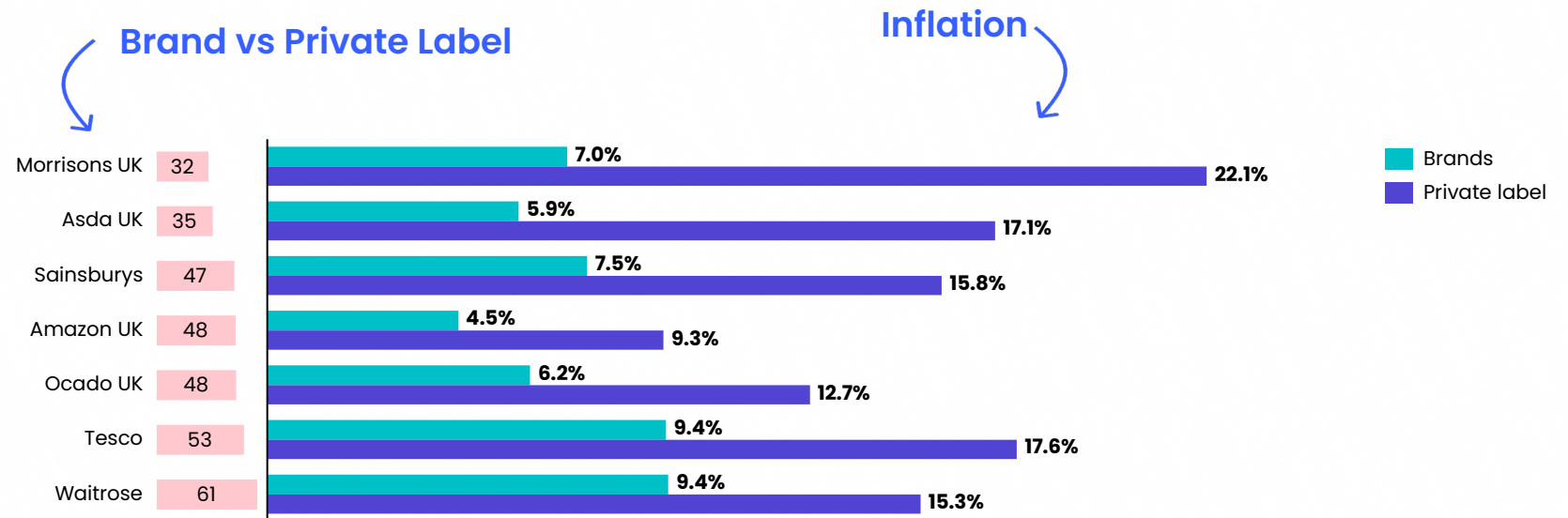
# Private label prices increased by 16.4% YoY

+10 pts compared to brands

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

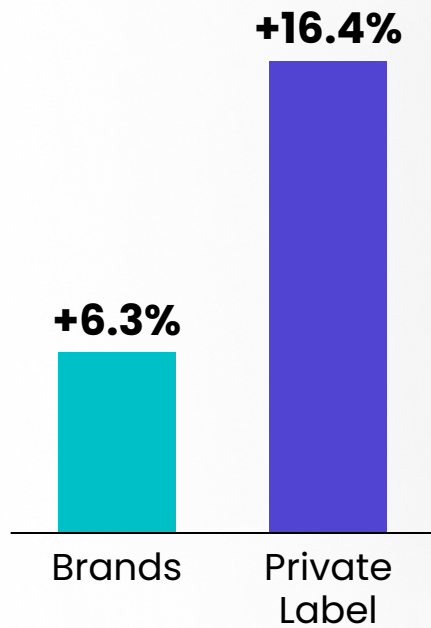


UK price inflation by type of brand  
By retailer – Total category  
March 2023 vs March 2022

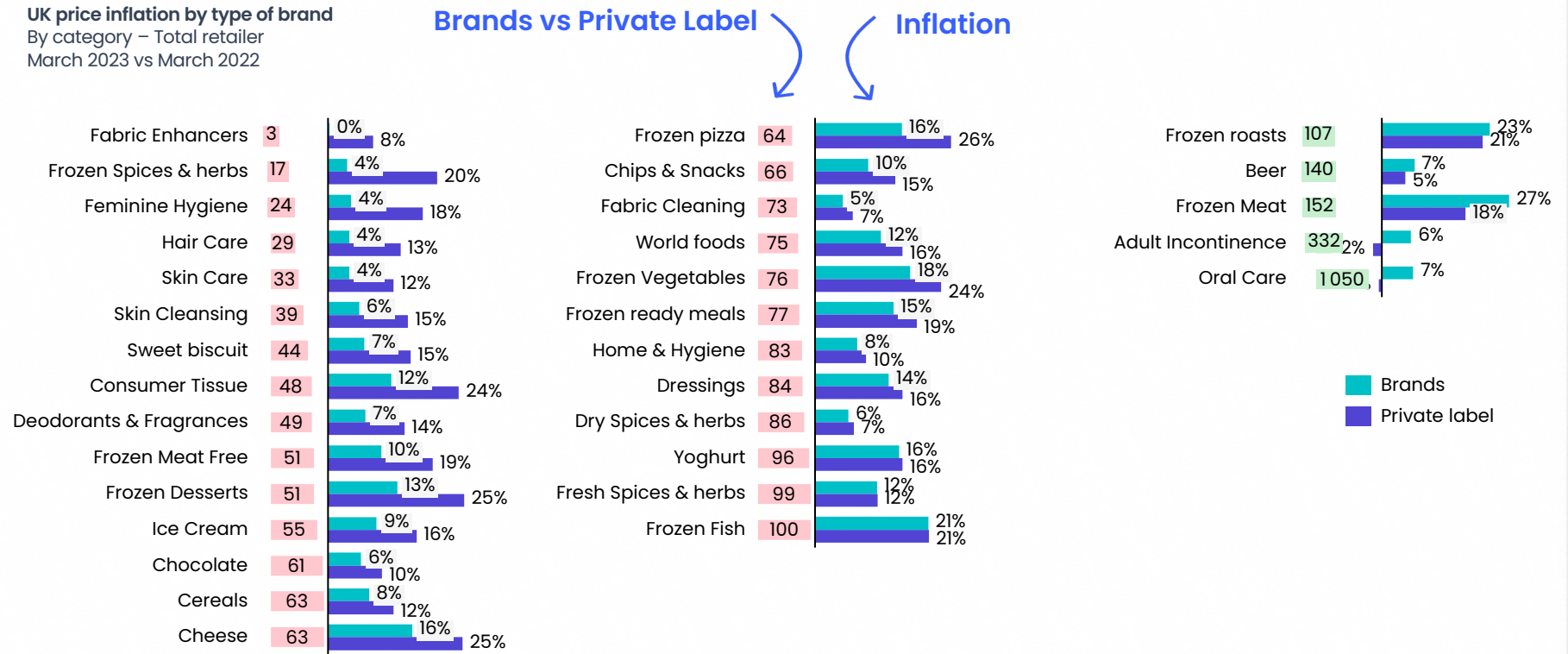


# The home & beauty care and frozen categories saw a large variance between branded and private label inflation

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



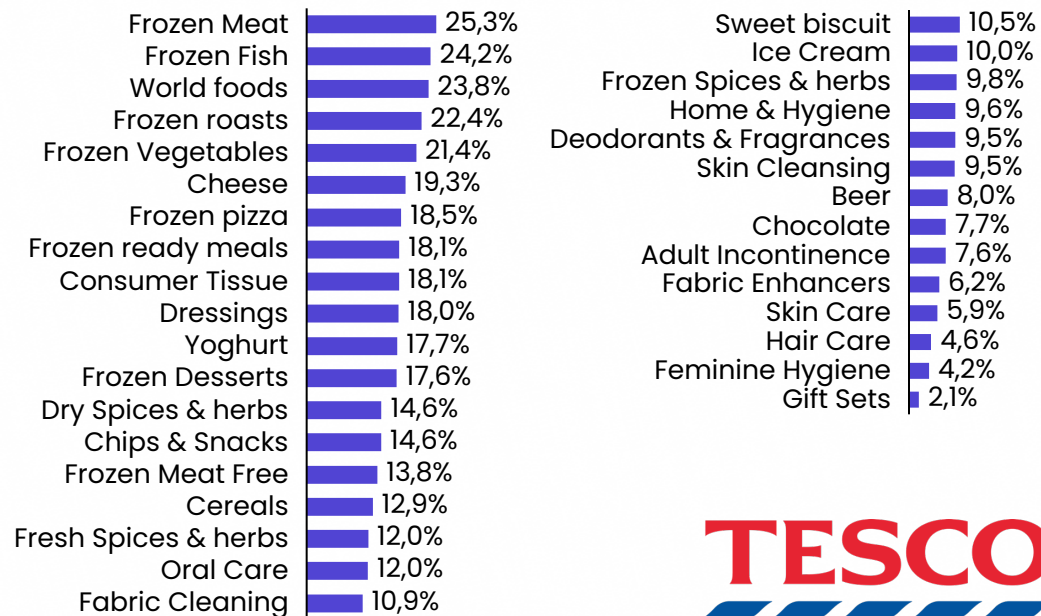
**UK price inflation by type of brand**  
By category – Total retailer  
March 2023 vs March 2022



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

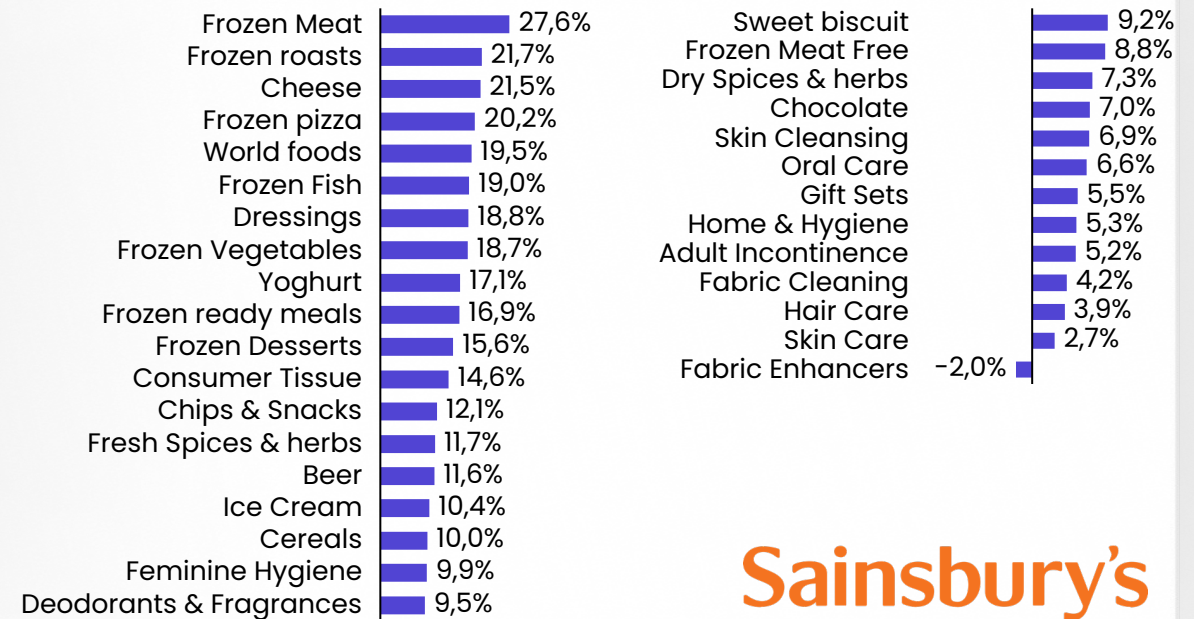
## UK price inflation by category

Tesco  
March 2023 vs March 2022



## UK price inflation by category

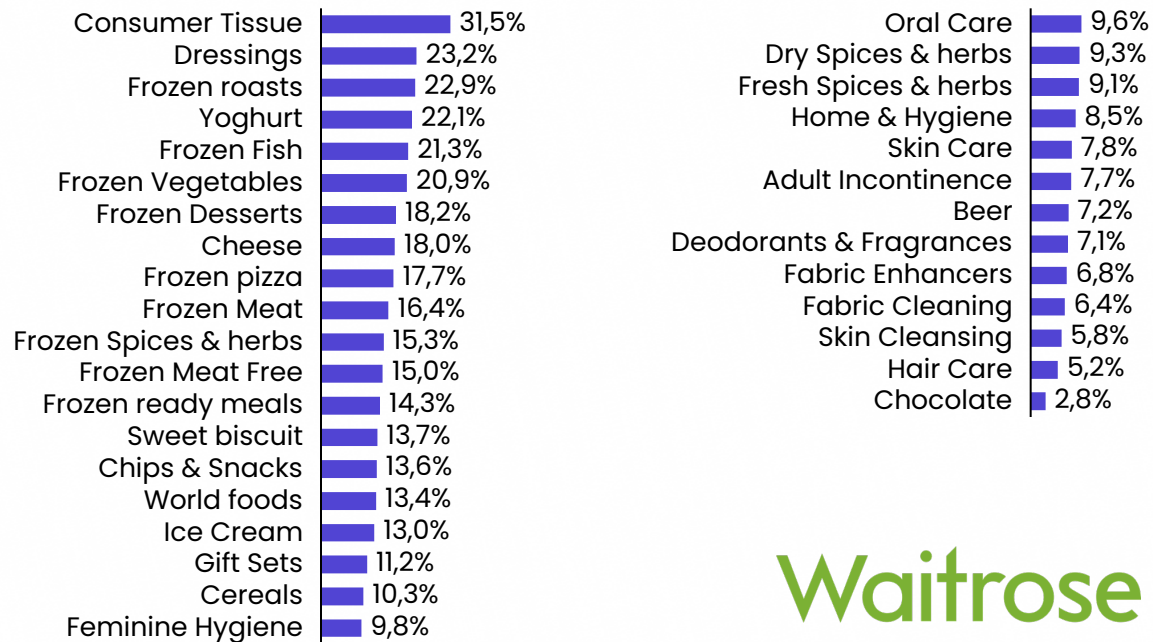
Sainsbury's  
March 2023 vs March 2022



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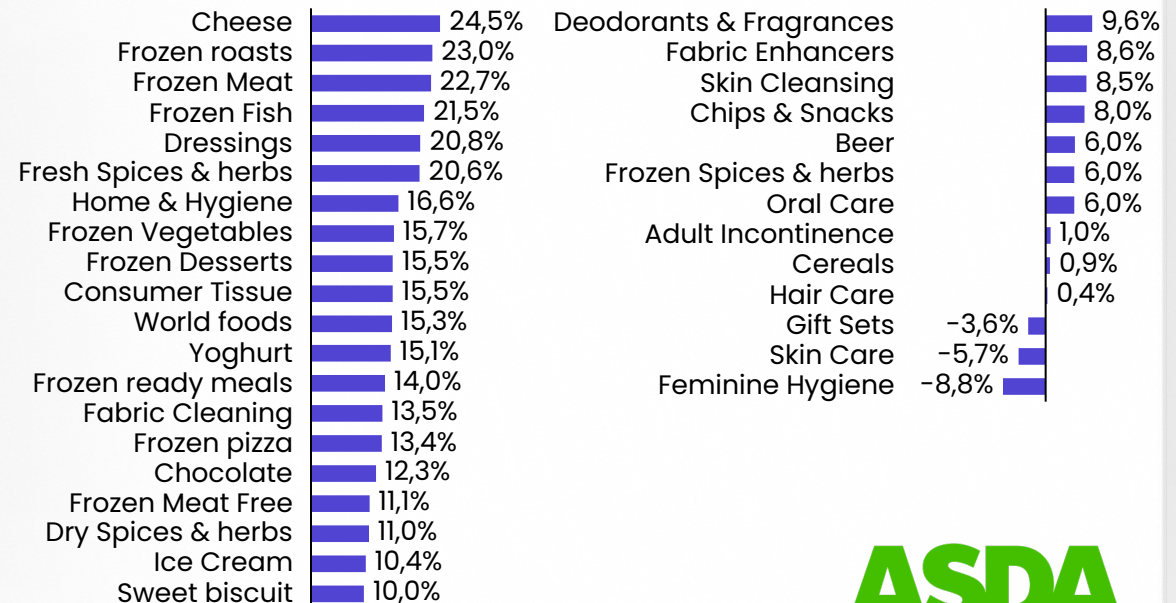
UK price inflation by category

Waitrose  
March 2023 vs March 2022



UK price inflation by category

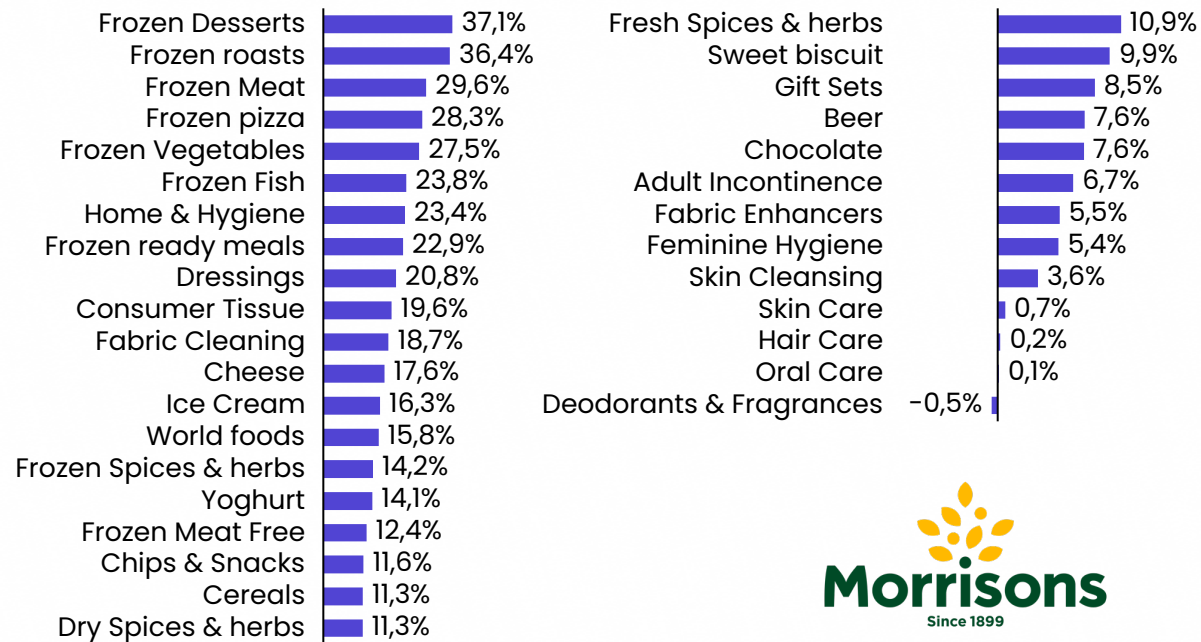
Asda  
March 2023 vs March 2022





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

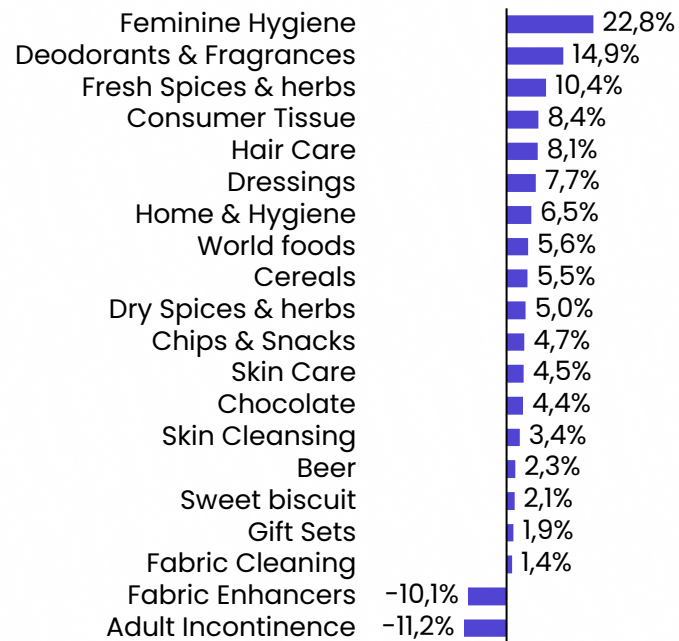
UK price inflation by category  
Morrisons  
March 2023 vs March 2022



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

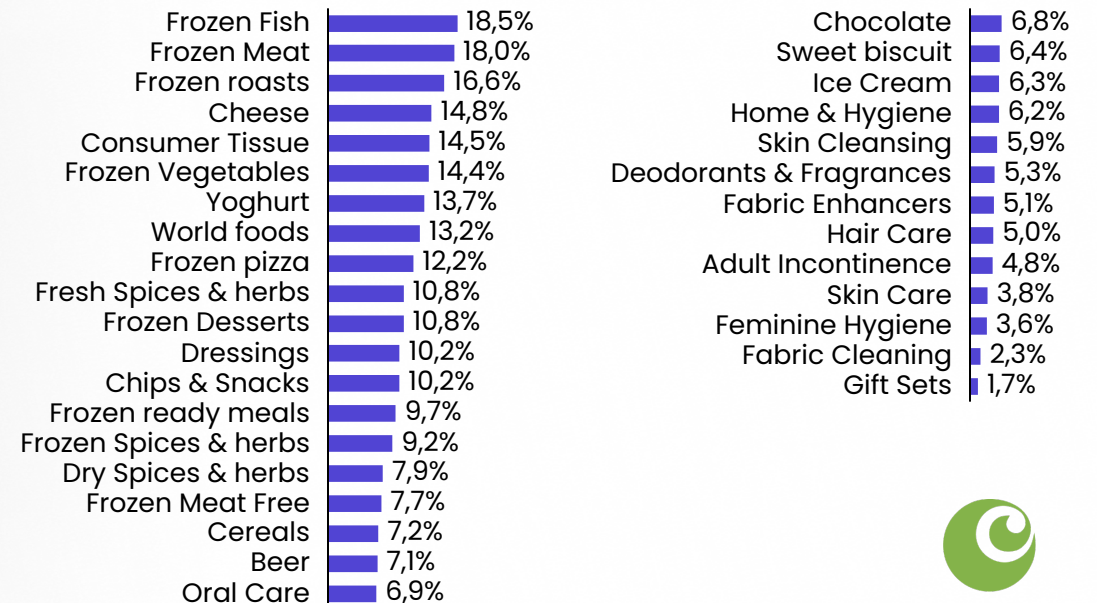
## UK price inflation by category

Amazon  
March 2023 vs March 2022



## UK price inflation by category

Ocado  
March 2023 vs March 2022



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