

Soult's Retail View

Table 3: Comparison of Asda with other supermarkets on a product-by-product basis

	Asda	Tesco	Sainsbury's	Morrisons	Waitrose
0.49 x ASDA New Potatoes by Weight (100g)	£0.72	£0.96		£0.73	
1 x ASDA Garlic Loose	£0.26	£0.30	£0.30	£0.30	
1 x ASDA British Semi Skimmed Milk 1 Pint (568ml)	£0.49	£0.48	£0.49	£0.49	£0.49
1 x ASDA British Iceberg Lettuce Loose	£0.78	£0.40	£1.00	£0.49	£1.00
1 x ASDA Closed Cup Mushrooms (250g)	£0.80	£0.83		£0.83	
1 x ASDA Cucumber Portion	£0.40	£0.40	£0.40	£0.40	£0.42
1 x ASDA Cherry Tomatoes (250g)	£0.77			£0.49	£0.99
1 x ASDA Baking Potatoes (4)	£0.70		£0.70	£0.70	£0.99
1 x ASDA Extra Special Garlic Infused Extra Virgin Oli...	£1.98			£1.98	
1 x Marigold Health Foods Swiss Vegetable Bouillon Pow...	£1.98	£1.99	£1.99	£1.99	£1.99
1 x Mr Muscle Window & Glass Cleaner with Vinegar (500...	£1.00	£1.99	£1.99		£1.99
1 x Baylis & Harding Mosaic Sweet Mandarin & Grapefrui...	£2.00	£2.00	£2.00	£2.00	£2.09
2 x Taylors of Harrogate Cafe Brasilia Rich Roast (227...	£5.00	£6.58	£6.58	£6.56	£6.58
1 x Muller Amore Luxury Yoqurt Strawberry (150g)	£0.61	£0.61	£0.61	£0.61	
1 x Heinz Baked Beans in Tomato Sauce (415g)	£0.50	£0.69	£0.69	£0.69	£0.69
1 x Felix As Good As It Looks Ocean Feast Selection in...	£3.88	£4.67	£4.69	£3.50	£4.69
1 x Kerrygold Pure Irish Butter (250g)	£1.40	£1.00	£1.40		£1.40
1 x McVitie's Ginger Nuts (250g)	£0.55	£1.09	£0.98	£0.50	£1.09
1 x Schweppes Indian Tonic Water (12x150ml)	£3.00	£3.00	£3.65	£3.00	£3.65
1 x Young's Chip Shop Large Haddock Fillets in Batter ...	£3.00	£3.99	£3.99	£3.94	£2.94
1 x Napolina Extra Virgin Olive Oil (750ml)					
1 x KP Dry Roasted Peanuts (300g)	£1.48	£1.80	£1.50	£1.62	£1.60
1 x McCoy's Ridge Cut Crisps Classic Variety (6x32g)	£1.70	£0.85	£1.00	£1.75	£1.79
1 x Clover (500g)	£2.00	£2.00	£2.00	£2.00	£1.33
1 x Warburtons Seeded Batch Loaf (400g)	£0.85	£0.85	£0.85	£0.85	£0.85
1 x Blossom Hill Pinot Grigio Chardonnay (750ml)	£5.00		£5.64		
1 x Echo Falls Merlot California (750ml)	£4.00	£4.99	£6.49	£5.99	
1 x McCain Lightly Spiced Wedges (750g)	£1.58	£1.58	£1.58	£1.58	£1.58
1 x Quorn Cumberland Sausages (5 per pack - 250g)	£1.98	£1.70	£2.10		
2 x Belvoir Elderflower Presse (750ml)	£3.50	£4.40	£4.40		
1 x Andrex White Toilet Tissue Rolls (4)	£1.97	£1.98	£1.98	£1.98	£1.98
1 x Innocent Pure Fruit Smoothie Mangoes & Passion Fru...					
1 x ASDA Freshly Frozen Sweetcorn (1Kq)	£1.48	£1.25			
1 x ASDA Redcurrant Jelly (227g)					
1 x ASDA Fresh Tastes Chopped Onion (225g)	£0.50	£0.50			
1 x ASDA Extra Special Cumberland Sausages (6 per pack...	£2.00	£3.00	£1.99	£2.58	
1 x Plenty Kitchen Towel White (2)	£1.86	£1.87	£2.00	£1.87	£1.87
1 x Iams Adult 1+ with Wild Ocean Fish & Chicken (1Kq)	£3.00	£5.39	£4.31	£5.06	£5.50
Total	£62.72	£63.14	£67.30	£54.48	£47.50
	35	31	29	28	23

	Asda	Tesco	Sainsbury's	Morrisons	Waitrose
1	1	3			2
1	1	2	2		2
2	2	1	2		2
3	3	1	4		4
1	1	2			2
1	1	1	1		5
2	2				3
1	1		1		4
1	1	2	2		2
1	1	2	2		2
1	1	2	2		2
1	1	3	3		3
1	1	1	1		1
1	1	2	2		2
2	2	4	3		4
1	1	1	4		4
2	2	4	4		3
1	1	5	2		4
3	3	1	2		4
2	2	2	2		1
1	1	1	1		1
1	1		2		
1	1	2	4		3
1	1	1	1		1
2	2	1	3		
1	1	2	2		
1	1	2	2		2
2	2	1			
1	1	1			
2	2	4	1		3
1	1	2	5		2
1	1	4	2		3
Count of #1 rank	23	13	7	11	4
	35	31	29	28	23
% of #1 ranks	65.7%	41.9%	24.1%	39.3%	17.4%

For full story and explanation of methodology, see:

<http://www.soulsretailview.co.uk/2011/08/31/putting-asdas-price-guarantee-to-the-test-in-an-ex-netto-asda-supermarket/>