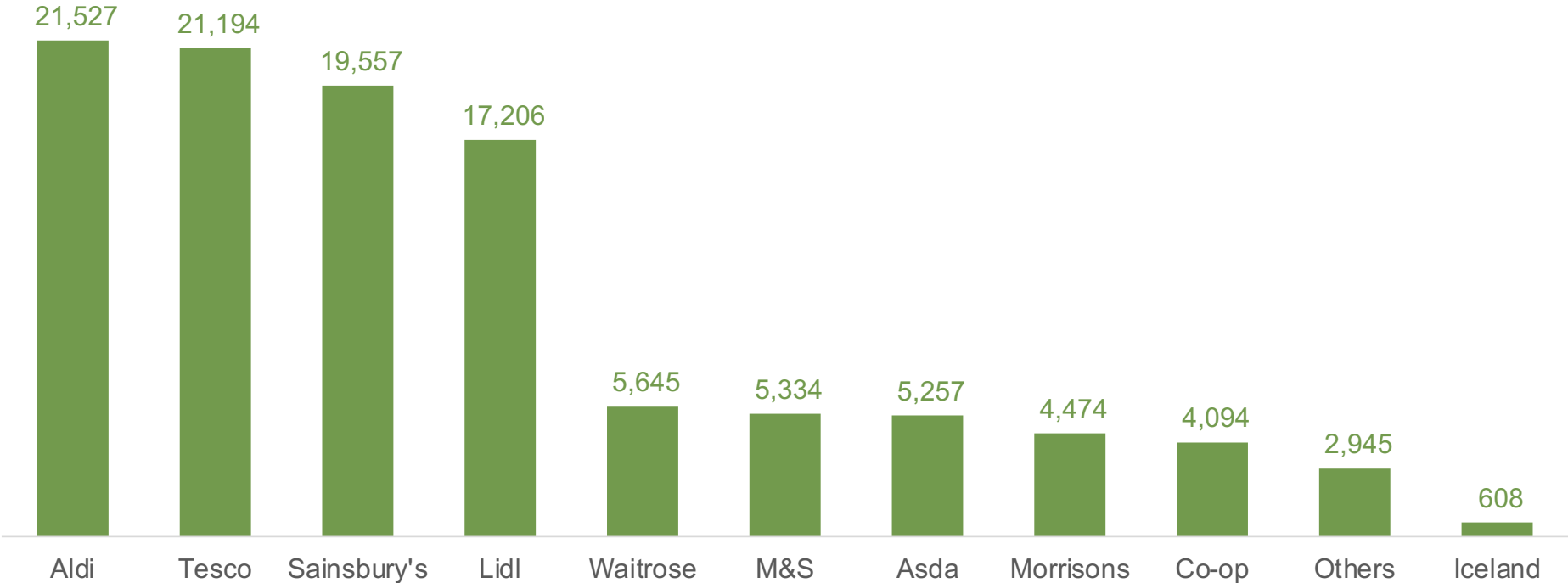


First half year sales of British apples and pears to UK supermarkets  
(October 2023 to March 2024 inclusive)



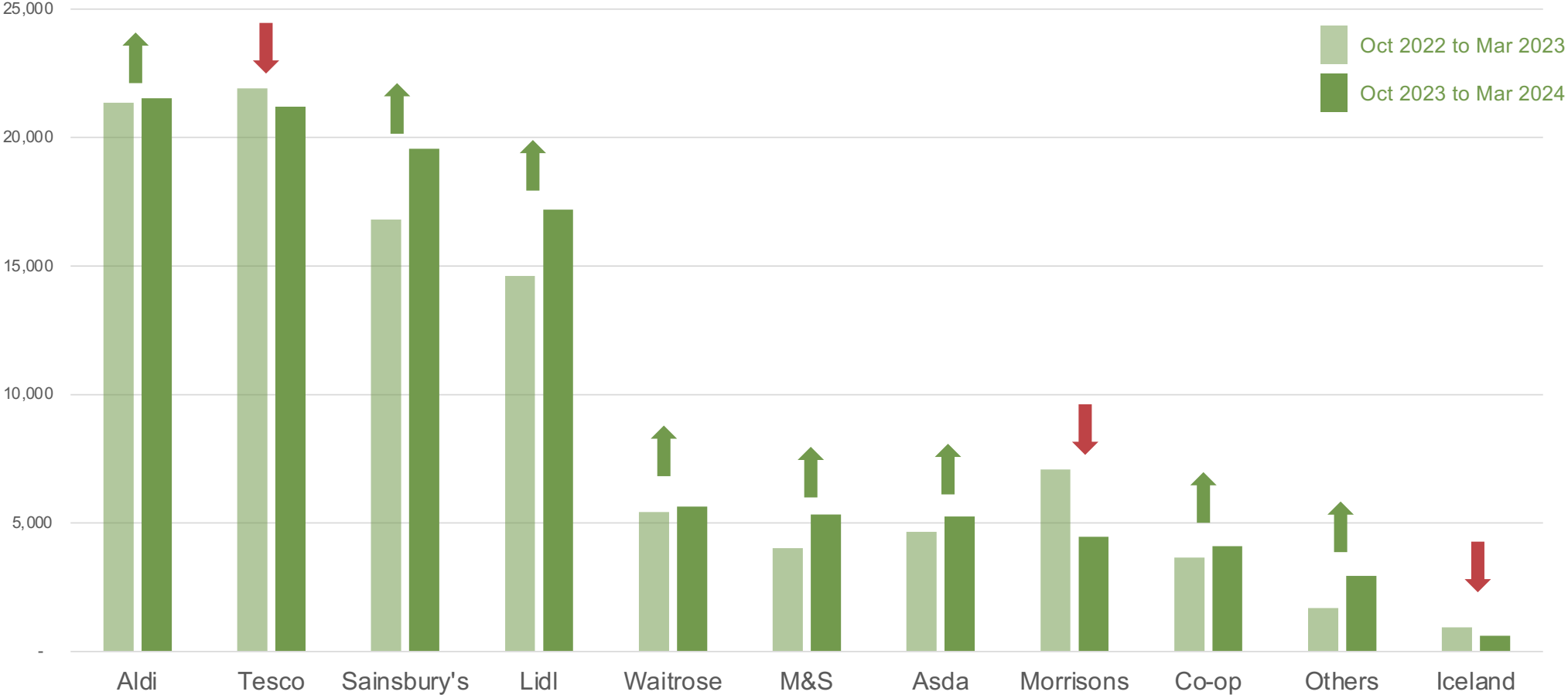
Tonnes



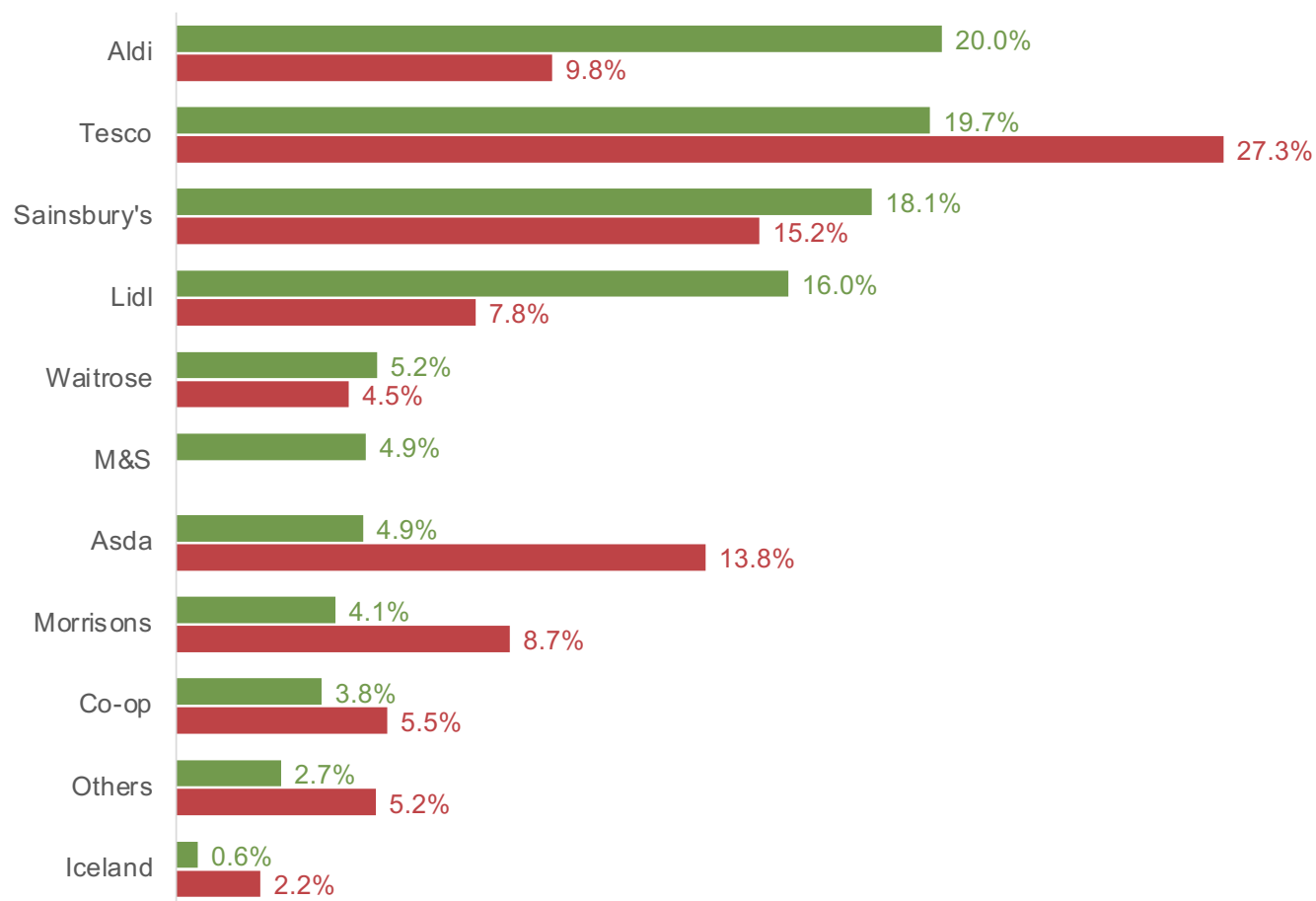
# First half year sales of British apples and pears to UK supermarkets (Oct 2022 to Mar 2023 compared to Oct 2023 to Mar 2024)



Tonnes



## First half year supermarket share British apple and pear sales vs grocery market share (October 2023 to March 2024 inclusive)



Share of British apple and pear sales  
 Grocery market share

Grocery market share data from Kantar: 17.3.24

# Volume sales data in table form



British apple and pear sales to UK supermarkets from BAPL growers

SUPERMARKET	TONNES IN 2022/23	TONNES IN 2023/24	DIFFERENCE
Aldi	21,361	21,527	166
Tesco	21,908	21,194	(714)
Sainsbury's	16,820	19,557	2,737
Lidl	14,609	17,206	2,597
Waitrose	5,426	5,645	219
M&S	4,021	5,334	1,313
Asda	4,654	5,257	603
Morrisons	7,087	4,474	(2,613)
Co-op	3,655	4,094	439
Others	1,693	2,945	1,252
Iceland	937	608	(329)