

BAPL 2025/26 full season British apple sales



Full-season British apple sales	
Retailer	Tonnes
Aldi	34,246
Asda	13,369
Co-op	5,399
Iceland	372
Lidl	26,138
M&S	6,299
Morrisons	6,136
Ocado	2,847
Sainsbury's	24,861
Tesco	34,436
Waitrose	7,319
Other retailers	909
TOTAL	162,331

September 2025 to August 2026 inclusive. Tonnes supplied by BAPL members. Source: British Apples & Pears monthly sales data.

BAPL 2025/26 full season British pear sales



Full-season British pear sales	
Retailer	Tonnes
Aldi	2,854
Asda	4
Co-op	802
Iceland	0
Lidl	3,406
M&S	308
Morrisons	128
Ocado	143
Sainsbury's	6,012
Tesco	2,834
Waitrose	1,562
Other retailers	122
TOTAL	18,175

September 2025 to August 2026 inclusive. Tonnes supplied by BAPL members. Source: British Apples & Pears monthly sales data.

BAPL early season British apple sales 2025/26



September 2025 and October 2025 British apple sales	
Retailer	Tonnes
Aldi	3,809
Asda	1,895
Co-op	697
Iceland	67
Lidl	4,313
M&S	666
Morrisons	1,157
Ocado	275
Sainsbury's	2,573
Tesco	2,863
Waitrose	632
Other retailers	66
TOTAL	19,013

1 September - 26 October 2025. Tonnes supplied by BAPL members. Source: British Apples & Pears monthly sales data.

BAPL early season British pear sales 2025/26



September 2025 and October 2025 British pear sales	
Retailer	Tonnes
Aldi	458
Asda	0
Co-op	57
Iceland	0
Lidl	721
M&S	23
Morrisons	7
Ocado	18
Sainsbury's	847
Tesco	443
Waitrose	236
Other retailers	19
TOTAL	2,829

1 September - 26 October 2025. Tonnes supplied by BAPL members. Source: British Apples & Pears monthly sales data.

BAPL 2026 market outperformance awards – British apples



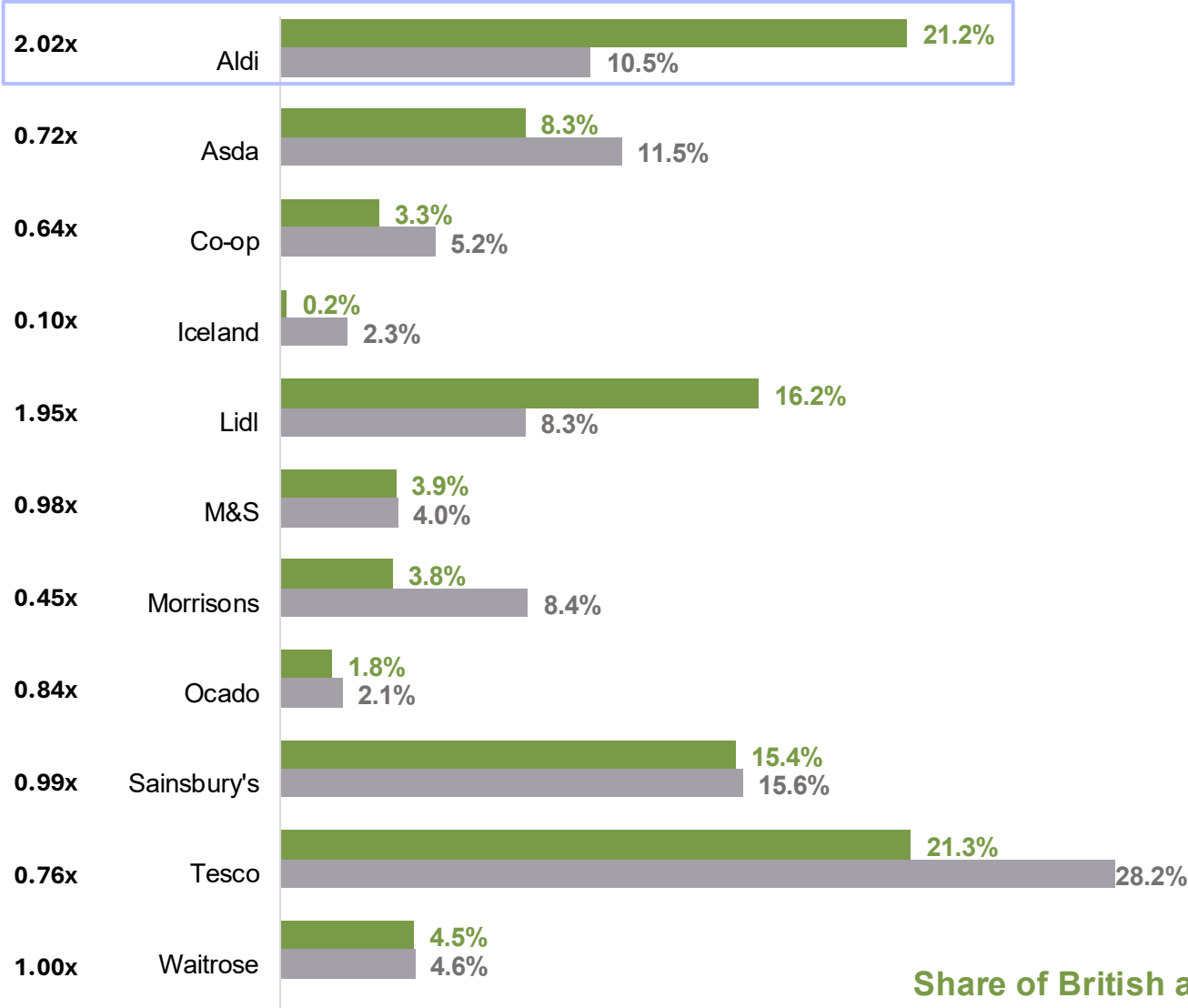
Market outperformance is calculated by dividing each retailer’s share of BAPL member sales among the retailers included in the analysis by its average grocery market share across the 12 monthly reporting periods.

An index of 1.00 means the retailer’s sales share is in line with its grocery market share; an index above 1.00 indicates outperformance.

Indices calculated using unrounded figures.

Source: BAPL member sales data, September 2025–August 2026. Average grocery market share uses the 12 monthly Worldpanel by Numerator snapshots, with M&S figures drawn from its published Food Market Share. “Other retailers” are excluded from the sales-share calculations.

British apple index



Share of British apple sales
Average grocery market share

BAPL 2026 market outperformance awards – British pears



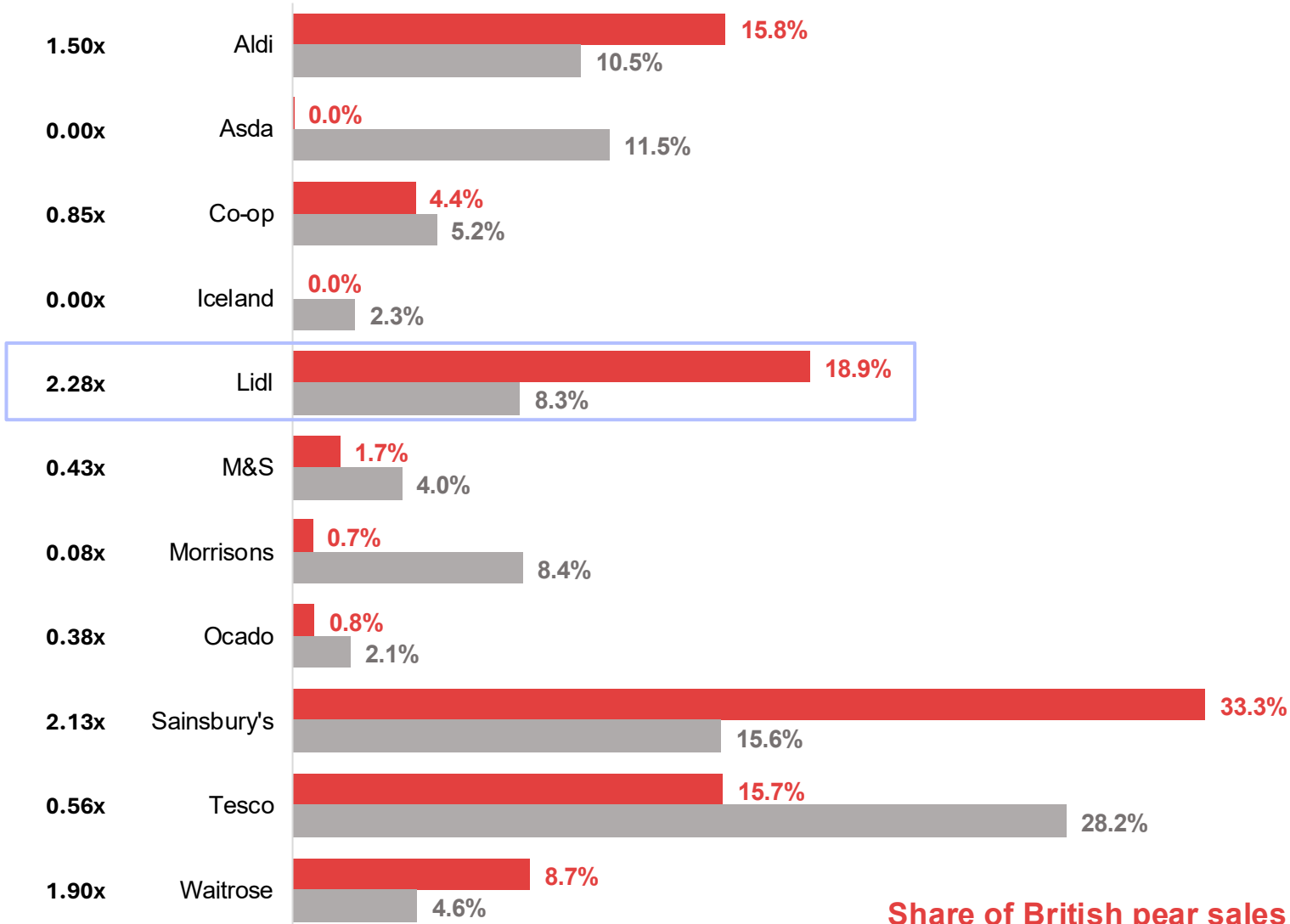
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British pear index



Share of British pear sales
Average grocery market share