

SNAPSHOT

GROCERY: PRICE COMPARISON REPORT

15.09.25



OVERVIEW

A weekly dive into a basket of 30 branded and own-label products across **Aldi, Asda, Co-op, Morrisons, Ocado, Sainsbury's, Tesco** and **Waitrose**. The basket we've chosen to look at is pretty universal – a combination of products based on a shop for a few breakfasts, lunches and dinners plus snacks, drinks, and a few other items.

I'm not sure we need to explain the abbreviations and acronyms being used here, but it wouldn't be a good report without a key, so:

- **NOW**: Friday of the previous week unless otherwise stated
- **LY**: Last year; **LM**: Last month; **LW**: Last week
- **YOY**: Year-on-year; **MOM**: Month-on-month, **WOW**: Week-on-week

Observations – 15.09.25

- **Aldi's** basket takes the win again this week.
- **Asda** shows the highest number of products from the basket discounted YoY, 4 more than the next highest, **Ocado**.
- While **Co-op** shows the largest number of products having increased in price in yearly, monthly and weekly comparisons, **Sainsbury's** shows the highest average % increases in all those periods.
- **Ocado's** total basket price has reduced this week – making them 4th cheapest. Three products reduced this week putting them on par with **Waitrose** and **Asda** for number of price decreases WoW. Further analysis shows **Ocado's** average cut of -22% yoy is driven by promotional reductions in alcohol and cheese.



		Tesco			Asda			Sainsbury's			Aldi			Waitrose			Morrisons			Co-op			Ocado		
Birds Eye Garden Peas 800g	NOW	2.49			2.74			2.95			2.49			3.10			2.49			2.00			2.50		
	LY LM LW	2.49	2.49	2.49	3.00	2.72	2.74	2.25	2.95	2.95	0.00	2.49	2.49	2.95	3.10	3.10	2.50	2.49	2.49	3.10	3.10	2.00	2.50	2.50	2.50
	VOY MOM WOW	0%	0%	0%	-9%	1%	0%	31%	0%	0%		0%	0%	5%	0%	0%	0%	0%	0%	-35%	-35%	0%	0%	0%	0%
Brewdog Hazy Jane New England IPA Cans 4x330ml 1320ml	NOW	6.40			5.73			6.35			5.59			5.65			6.35			6.75			5.25		
	LY LM LW	5.50	6.40	6.40	6.00	5.73	4.98	5.25	6.35	6.35	0.00	5.15	5.59	6.50	6.65	5.65	6.25	6.35	6.35	6.50	6.00	6.75	6.25	5.40	6.40
	VOY MOM WOW	16%	0%	0%	-4%	0%	15%	21%	0%	0%		9%	0%	-13%	-15%	0%	2%	0%	0%	4%	13%	0%	-16%	-3%	-18%
Cathedral City Mature Cheddar Cheese 350g	NOW	3.39			2.93			3.75			3.39			3.40			3.25			4.65			2.90		
	LY LM LW	2.99	2.90	3.39	2.50	2.93	2.93	3.50	3.75	3.35	0.00	3.39	3.39	3.00	4.25	3.40	3.50	3.00	3.75	4.25	4.65	4.65	3.50	3.15	3.65
	VOY MOM WOW	13%	17%	0%	17%	0%	0%	7%	0%	12%		0%	0%	13%	-20%	0%	-7%	8%	-13%	9%	0%	0%	-17%	-8%	-21%
Chicago Town Deep Dish Four Cheese Mini Pizzas 2x148g 296g	NOW	1.39			1.24			2.25			1.39			2.35			2.25			2.00			2.20		
	LY LM LW	1.59	1.59	1.39	1.50	1.58	1.24	2.25	2.25	1.25	0.00	1.39	1.39	0.00	2.35	2.35	2.29	2.25	2.25	1.25	2.00	2.00	2.20	1.50	2.20
	VOY MOM WOW	-13%	-13%	0%	-17%	-22%	0%	0%	0%	80%		0%	0%		0%	0%	-2%	0%	0%	60%	0%	0%	0%	47%	0%
Coca Cola Original Cans 8x330ml 2640ml	NOW	5.59			5.80			5.65			5.59			5.65			5.59			5.60			5.90		
	LY LM LW	5.19	5.59	4.75	5.80	5.80	5.80	5.50	5.65	5.65	0.00	5.59	5.59	5.50	4.75	5.65	5.20	5.59	5.59	5.50	5.95	4.75	5.85	5.90	5.90
	VOY MOM WOW	8%	0%	18%	0%	0%	0%	3%	0%	0%		0%	0%	3%	19%	0%	8%	0%	0%	2%	-6%	18%	1%	0%	0%
Corona Extra Premium Lager Beer bottles 18x330ml 5940ml	NOW	17.99			14.98			20.00			17.89			16.00			20.00			20.50			16.00		
	LY LM LW	16.49	17.99	17.99	16.50	17.94	14.98	15.00	15.00	15.00	0.00	14.99	18.99	17.00	20.25	16.00	17.00	17.00	15.00	18.50	20.50	0.00	20.75	15.00	22.30
	VOY MOM WOW	9%	0%	0%	-9%	-16%	0%	33%	33%	33%		19%	-6%	-6%	-21%	0%	18%	18%	33%	11%	0%		-23%	7%	-28%
Elmlea Double 270ml	NOW	1.29			1.28			1.50			1.29			1.65			1.55			1.75			1.55		
	LY LM LW	1.05	1.29	1.29	1.40	1.40	1.28	1.00	1.40	1.50	0.00	1.29	1.29	1.55	1.40	1.65	1.25	1.35	1.39	1.60	1.75	1.75	1.40	1.55	1.39
	VOY MOM WOW	23%	0%	0%	-9%	-9%	0%	50%	7%	0%		0%	0%	6%	18%	0%	24%	15%	12%	9%	0%	0%	11%	0%	12%
Kellogg's Corn Flakes Cereal 450g	NOW	2.29			2.34			2.35			2.29			2.50			2.61			2.50			2.30		
	LY LM LW	2.19	2.29	2.29	2.19	2.34	2.34	2.25	2.35	2.35	0.00	2.29	2.29	2.35	2.50	2.50	2.25	2.61	2.61	2.50	2.50	2.50	2.20	2.30	2.30
	VOY MOM WOW	5%	0%	0%	7%	0%	0%	4%	0%	0%		0%	0%	6%	0%	0%	16%	0%	0%	0%	0%	0%	5%	0%	0%
Knorr Stock Pot Chicken 8x28g 224g	NOW	2.45			1.98			2.80			2.45			2.80			2.45			3.40			2.50		
	LY LM LW	2.49	2.45	2.20	2.80	2.48	2.48	2.50	2.80	2.80	0.00	2.45	2.45	3.20	3.20	3.20	2.50	2.45	2.45	3.15	3.40	3.40	2.50	2.50	2.50
	VOY MOM WOW	-2%	0%	11%	-29%	-20%	-20%	12%	0%	0%		0%	0%	-13%	-13%	-13%	-2%	0%	0%	8%	0%	0%	0%	0%	0%
Mars Chocolate Multipack Bars 4 x 39.4g 157.6g	NOW	1.75			1.98			2.00			1.75			2.00			2.00			2.55			2.00		
	LY LM LW	1.69	1.75	1.75	1.75	1.78	1.98	1.69	2.00	2.00	0.00	1.75	1.75	1.75	2.25	2.25	1.75	2.00	2.00	1.75	2.00	2.00	2.10	2.00	2.00
	VOY MOM WOW	4%	0%	0%	13%	11%	0%	18%	0%	0%		0%	0%	14%	-11%	-11%	14%	0%	0%	46%	28%	28%	-5%	0%	0%
Own Label 2 Smoked Haddock Fillet 220g - 280g	NOW	5.85			3.94			5.25			3.89			6.35			4.60			5.85			5.85		
	LY LM LW	4.50	5.85	5.25	4.40	3.36	4.38	4.75	5.25	4.50	0.00	3.89	3.89	4.60	6.35	6.35	4.25	4.60	4.60	4.50	5.85	5.85	5.60	5.85	5.85
	VOY MOM WOW	30%	0%	11%	-10%	17%	-10%	11%	0%	17%		0%	0%	38%	0%	0%	8%	0%	0%	30%	0%	0%	4%	0%	0%
Own Label Beef Lasagne 400g	NOW	3.50			3.32			3.50			2.69			3.75			3.75			4.25			4.00		
	LY LM LW	3.25	3.50	3.50	3.25	3.32	3.32	3.30	2.80	3.50	0.00	2.69	2.69	3.50	3.75	3.75	3.75	3.75	3.75	3.75	4.25	4.25	3.50	4.00	4.00
	VOY MOM WOW	8%	0%	0%	2%	0%	0%	6%	25%	0%		0%	0%	7%	0%	0%	0%	0%	0%	13%	0%	0%	14%	0%	0%
Own Label Crunchy Peanut Butter 340g	NOW	1.10			1.10			1.10			0.99			1.70			1.25			1.75			1.70		
	LY LM LW	1.09	1.10	1.10	1.09	1.09	1.10	1.09	1.10	1.10	0.00	0.99	0.99	1.80	1.70	1.70	1.09	1.25	1.25	1.70	1.75	1.75	1.70	1.70	1.70
	VOY MOM WOW	1%	0%	0%	1%	1%	0%	1%	0%	0%		0%	0%	-6%	0%	0%	15%	0%	0%	3%	0%	0%	0%	0%	0%
Own Label Greek Feta Cheese 200g	NOW	2.10			2.04			2.10			1.69			2.15			2.10			2.60			2.10		
	LY LM LW	2.00	2.10	2.10	1.79	2.04	2.09	2.10	1.69	1.69	0.00	1.69	1.69	2.15	2.15	2.15	2.10	2.10	2.10	2.35	2.40	2.60	2.00	2.10	2.10
	VOY MOM WOW	5%	0%	0%	14%	0%	-2%	0%	24%	24%		0%	0%	0%	0%	0%	0%	0%	0%	11%	8%	0%	5%	0%	0%
Own Label Ground Ginger 28g - 38g	NOW	1.00			1.00			1.10			0.55			1.70			1.25			1.35			1.00		
	LY LM LW	1.00	1.00	1.00	1.00	1.00	1.00	1.10	1.10	1.10	0.00	0.55	0.55	1.60	1.70	1.70	1.00	1.25	1.25	1.30	1.35	1.35	1.00	1.00	1.00
	VOY MOM WOW	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	6%	0%	0%	25%	0%	0%	4%	0%	0%	0%	0%	0%
Own Label Medium Free Range Eggs 6ea	NOW	1.75			1.75			1.75			1.55			1.80			1.75			1.65			1.75		
	LY LM LW	1.50	1.75	1.75	1.60	1.75	1.75	1.50	1.75	1.75	0.00	1.55	1.55	1.75	1.80	1.80	1.50	1.75	1.75	1.40	1.55	1.55	1.50	1.75	1.75
	VOY MOM WOW	17%	0%	0%	9%	0%	0%	17%	0%	0%		0%	0%	3%	0%	0%	17%	0%	0%	18%	6%	6%	17%	0%	0%
Own Label Organic Bananas 5 - 6ea	NOW	1.50			1.38			1.80			1.49			1.95			1.50			1.80			1.80		
	LY LM LW	1.30	1.30	1.50	1.35	1.38	1.38	1.15	1.80	1.80	0.00	1.49	1.49	1.95	1.95	1.95	1.35	1.50	1.50	1.80	1.80	1.80	1.80	1.80	1.80
	VOY MOM WOW	15%	15%	0%	2%	0%	0%	57%	0%	0%		0%	0%	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%
Own Label Organic Broccoli 300g - 350g	NOW	1.45			1.28			1.40			1.19			1.50			1.40			1.55			1.45		
	LY LM LW	1.15	1.45	1.45	1.20	1.28	1.28	1.15	1.40	1.40	0.00	1.19	1.19	1.50	1.50	1.50	1.30	1.40	1.40	1.55	1.55	1.55	1.30	1.45	1.45
	VOY MOM WOW	26%	0%	0%	7%	0%	0%	22%	0%	0%		0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	12%	0%	0%
Own Label Pure Clear Honey 454g	NOW	1.75			1.66			1.75			0.99			1.75			1.75			2.25			1.75		
	LY LM LW	1.75	1.75	1.75	1.75	1.66	1.66	1.75	1.75	1.75	0.00	0.99	0.99	1.75	1.75	1.75	1.75	1.75	1.75	2.10	2.25	2.25	1.75	1.75	1.75
	VOY MOM WOW	0%	0%	0%	-5%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%
Own Label Romaine Lettuce Hearts 2ea	NOW	1.15			1.14			1.15			1.09			1.40			1.09			1.65			1.40		
	LY LM LW	1.15	1.00	1.15	0.99	1.14	1.14	1.15	1.15	1.15	0.00	1.09	1.09	1.30	1.40	1.40	0.99	1.09	1.09	1.25	1.65	1.65	1.15	1.30	1.40
	VOY MOM WOW	0%	15%	0%	15%	0%	0%	0%	0%	0%		0%	0%	8%	0%	0%	10%	0%	0%	32%	0%	0%	22%	8%	0%
Own Label Semi Skimmed Milk 2 Pints 1136ml	NOW	1.20			1.20			1.20			1.20			1.25			1.25			1.35			1.20		
	LY LM LW	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	0.00	1.20	1.20	1.25	1.25	1.25	1.20	1.25	1.25	1.25	1.20	1.20	1.20	1.20	1.20
	VOY MOM WOW	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	4%	0%	0%	8%	13%	13%	0%	0%	0%

		Tesco			Asda			Sainsbury's			Aldi			Waitrose			Morrisons			Co-op			Ocado		
Own Label Sirloin Steak 170g - 227g	NOW	7.00			6.64			7.00			5.49			7.60			7.00			7.35			7.20		
	LY LM LW	4.55	7.00	7.00	4.55	6.64	6.64	4.50	7.00	7.00	0.00	5.49	5.49	4.95	7.60	7.60	5.00	7.00	7.00	4.75	7.35	7.35	4.80	7.20	7.20
	YOY MOM WOW	54%	0%	0%	46%	0%	0%	56%	0%	0%		0%	0%	54%	0%	0%	40%	0%	0%	55%	0%	0%	50%	0%	0%
Own Label Sundried Tomatoes 280 - 285g	NOW	3.25			3.19			3.30			1.49			3.00			3.15			3.90			3.20		
	LY LM LW	3.00	3.25	3.25	2.95	2.95	3.19	3.20	3.30	3.30	0.00	1.49	1.49	3.00	3.00	3.00	2.95	3.15	3.15	3.75	3.90	3.90	2.95	3.20	3.20
	YOY MOM WOW	8%	0%	0%	8%	8%	0%	3%	0%	0%		0%	0%	0%	0%	0%	7%	0%	0%	4%	0%	0%	8%	0%	0%
Own Label Unsmoked Back Bacon Rashers 200g - 300g	NOW	1.89			1.89			1.69			1.69			3.00			2.25			2.35			1.90		
	LY LM LW	2.00	1.70	1.70	2.00	1.89	1.89	2.25	1.89	1.69	0.00	1.89	1.69	2.95	3.00	3.00	2.25	2.25	2.25	2.00	1.89	1.89	2.25	1.90	1.90
	YOY MOM WOW	-6%	11%	11%	-6%	0%	0%	-25%	-11%	0%		-11%	0%	2%	0%	0%	0%	0%	0%	18%	24%	24%	-16%	0%	0%
Own Label White Pitta Breads 6ea	NOW	0.50			0.50			0.50			0.50			0.75			0.50			0.85			0.75		
	LY LM LW	0.50	0.50	0.50	0.50	0.50	0.50	0.60	0.50	0.50	0.00	0.50	0.50	0.65	0.75	0.75	0.75	0.50	0.50	0.00	0.80	0.85	0.65	0.75	0.75
	YOY MOM WOW	0%	0%	0%	0%	0%	0%	-17%	0%	0%		0%	0%	15%	0%	0%	-33%	0%	0%		6%	0%	15%	0%	0%
Own Label Yellow Honeydew Melon 1ea	NOW	1.89			1.89			1.89			1.89			2.20			1.89			2.40			1.90		
	LY LM LW	1.89	1.50	1.50	1.99	1.89	1.89	1.89	1.89	1.89	0.00	1.89	1.89	1.90	1.76	2.20	1.89	1.89	1.89	2.40	2.40	2.40	1.90	1.90	1.90
	YOY MOM WOW	0%	26%	26%	-5%	0%	0%	0%	0%	0%		0%	0%	16%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Skittles Chewy Sweets (Fruits) 136g	NOW	0.95			1.08			0.95			0.95			1.50			1.10			0.90			1.20		
	LY LM LW	1.25	0.95	0.95	1.25	0.98	1.08	1.25	0.95	0.95	0.00	0.95	0.95	1.50	1.50	1.50	1.35	1.10	1.10	1.25	1.10	1.00	1.25	1.20	1.20
	YOY MOM WOW	-24%	0%	0%	-14%	10%	0%	-24%	0%	0%		0%	0%	0%	0%	0%	-19%	0%	0%	-28%	-18%	-10%	-4%	0%	0%
Snickers Bars 4x41.7g 166.8g	NOW	1.75			1.98			2.00			1.75			2.00			2.00			2.55			2.00		
	LY LM LW	1.69	1.75	1.75	1.75	1.78	1.98	1.69	2.00	2.00	0.00	1.75	1.75	1.75	2.25	2.25	1.75	2.00	2.00	1.75	2.00	2.00	2.10	2.00	2.00
	YOY MOM WOW	4%	0%	0%	13%	11%	0%	18%	0%	0%		0%	0%	14%	-11%	-11%	14%	0%	0%	46%	28%	28%	-5%	0%	0%
Tetley Tea Original Softpack Tea Bags 750g 240ea	NOW	5.25			5.28			6.10			5.25			6.40			5.25			6.85			5.30		
	LY LM LW	4.99	5.25	5.25	5.00	5.28	5.28	5.75	6.10	6.10	0.00	5.25	5.25	6.00	6.00	6.40	4.99	5.25	5.25	6.85	6.85	4.75	5.00	5.30	5.30
	YOY MOM WOW	5%	0%	0%	6%	0%	0%	6%	0%	0%		0%	0%	7%	7%	0%	5%	0%	0%	0%	0%	44%	6%	0%	0%
Walkers Classic Variety Crisps Multipack 12x25g 300g	NOW	3.05			3.08			3.25			3.05			3.35			3.05			3.25			3.25		
	LY LM LW	3.00	3.05	3.05	3.00	3.08	3.08	3.00	3.25	3.25	0.00	3.05	3.05	3.15	3.35	3.35	2.99	3.05	3.05	3.00	3.45	3.45	3.00	3.25	3.25
	YOY MOM WOW	2%	0%	0%	3%	0%	0%	8%	0%	0%		0%	0%	6%	0%	0%	2%	0%	0%	8%	-6%	-6%	8%	0%	0%
Total	Total Basket Price	£92.91			£86.34			£98.38			£83.50			£100.20			£96.42			£108.15			£93.80		
Reductions	Count of Reductions	4	1	0	11	4	3	3	1	0	0	1	1	4	6	3	6	0	1	2	4	2	7	2	3
	Avg Reduction %	-11%	-13%	N/A	-11%	-17%	-11%	-22%	-11%	N/A	N/A	-11%	-6%	-9%	-15%	-12%	-11%	N/A	-13%	-32%	-16%	-8%	-12%	-5%	-22%
Increases	Count of Increases	19	5	5	15	7	1	20	4	5	0	2	0	18	4	0	19	3	2	22	8	7	14	3	1
	Avg Increases %	13%	17%	16%	11%	9%	15%	19%	22%	33%	N/A	14%	N/A	12%	17%	N/A	13%	14%	22%	18%	16%	23%	13%	20%	12%

Methodology:

Loyalty or shelf price (whichever is lowest, excluding multi-buy promotions) on 12/09/25, 05/09/25, 12/08/25 and 12/09/24 across England.
Note: The last available prices for the Aldi products Knorr Stock Pot Chicken 8x28g 224g and Own Label Organic Bananas 5 - 6ea were available on 02/09/2025 and 05/09/2025 respt
Note: The last available prices for the Asda product Own Label Beef Lasagne 400g and Own Label Pure Clear Honey 454g were available on 10/09/2025 and 11/09/2025