

## press release

8 October 2009

### Store Wars – Sainsbury’s beat Tesco’s like-for-like sales

- Sainsbury’s like-for-like sales rose by 4.6% compared to Tesco’s 2.1%
- Sainsbury’s benefits from non-food sales as consumers hunt for value
- Tesco remains The Share Centre’s preferred supermarket

**This morning Sainsbury’s announced its like-for-like sales more than doubled Tesco’s as consumers continue to shop around for value. Nick Raynor, investment adviser at The Share Centre explains why despite good results, Tesco remains the stockbroker’s preferred supermarket group.**

“Sainsbury’s like-for-like sales rose 4.6 per cent which compares favourably to the 2.1 per cent rise rival Tesco announced yesterday. With 18.5m transactions each week, Sainsbury’s continue to perform well under tough market conditions. In particular, its expansion into non-food, such as its TU clothing brand, has grown at nearly three times the rate of food, while online grocery sales were up 20 per cent on the year.

“Sainsbury’s continues to snap at Tesco’s heels in terms of market share and competing discounts. Consumers have proven to be more fickle than ever, shopping around for the best value on the high street. However, both supermarkets have fared better than other retailers in the downturn thanks to their focus on essential items and rising food prices.

“Despite Sainsbury’s encouraging results, Tesco remains a firm favourite with consumers, occupying the largest market share in the sector. We recommend Tesco as a buy for those investors looking for more stability during the downturn and long-term growth. Tesco’s portfolio is far more diverse and it continues to perform well both at home and away.

“However, we continue to list Sainsbury’s as a hold for those looking for income due to its solid dividend of 4 per cent.”

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# thesharecentre:

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Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

## About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on [www.share.com](http://www.share.com). Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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