








UK 2018 coverage - 181 categories

Big 4 retailers in all categories plus others as noted

Fresh	Chilled	BWS	Core Grocery	Impulse Grocery
Apples   Waitrose	Milk Waitrose	Standard Lager Waitrose	Instant Coffee Waitrose	Carbonated Soft Drinks Waitrose
Pears   Waitrose	Milk Alternatives Waitrose	World & Speciality Lager Waitrose	Roast & Ground Coffee Waitrose	Energy Drinks
Grapes   M&S Waitrose	Cream Waitrose	Craft Beer	Everyday Tea Waitrose	Bottled Water Waitrose
Bananas   Waitrose	Pre-packed Block Cheese   Waitrose	Bitters/Ales/stout Waitrose	Speciality Teas Waitrose	Squash/Cordial Waitrose
Soft Fruit   M&S Waitrose	Pre-packed Speciality Chees   M&S Waitrose	Cider Waitrose	Canned Soup Waitrose	Everyday Chocolate Confectionery Waitrose
Total Stone Fruit   M&S Waitrose	Deli Counter Cheese Waitrose	White Wine   M&S Waitrose	Beans or Spaghetti Waitrose	Boxed Chocolates & Twists  M&S Waitrose
Total Citrus Fruit   Waitrose	Eggs   Waitrose	Red Wine   M&S Waitrose	Canned Tom/Veg Waitrose	Easter Confectionery & Eggs  M&S Waitrose
Exotic Fruit Waitrose	Adult Yoghurts Waitrose	Sparkling Wine M&S Waitrose	Canned Fish & Meat Waitrose	Sugar Confectionery M&S Waitrose
Melons Waitrose	Kids Yoghurts Waitrose	Champagne Waitrose	Sauces/Condiments Waitrose	Sweet biscuits   M&S Waitrose
Prepared Fruit M&S Waitrose	Butter, Margarines and Fats Waitrose	Spirits Waitrose	Oils & Vinegars Waitrose	Crackers & Crispbreads Waitrose
Root Vegetables   Waitrose	Chilled Fruit Juice Waitrose	Mixers Waitrose	Pickles, Chutney & Olives Waitrose	Crisps & Snacks M&S Waitrose
Green Vegetables   Waitrose	Cooked Meats M&S Waitrose	Baby   M&S	Jams & Spreads Waitrose	Snacking Nuts   M&S Waitrose
Potatoes   Waitrose	Continental Meat   M&S Waitrose	Nappies Waitrose	Herbs & Spices Waitrose	On-the-Go Snacking M&S Waitrose
Mushrooms   Waitrose	Deli Counter Meat and Savoury Waitrose	Baby Wipes Superdrug   M&S	Instant Noodles & Packet Soups	Healthier Biscuits/Bars Waitrose
Prepared Vegetables M&S Waitrose	Pre-packed Roast Poultry M&S Waitrose	Baby Toiletries Superdrug   M&S	Rice & Noodles Waitrose	Healthcare   M&S Waitrose
Speciality Vegetables   M&S Waitrose	Pate Waitrose	Baby Milk	Pasta & Pasta Sauces Waitrose	Pain Relief Medicine
Avocados   Waitrose	Pies, Pastries & Quiches M&S Waitrose	Baby Food	World Foods & Sauces Waitrose	Cold & Flu Medicine Superdrug   M&S
Cucumbers & Peppers   Waitrose	Prep. Pasta, Cous Cous & Veg Salads M&S Waitrose	Frozen	Cold Cereal   M&S Waitrose	Cough Medicine Superdrug   M&S
Lettuce   Waitrose	Chilled Olives and Antipasti Waitrose	Frozen Vegetables Waitrose	Porridge & Hot Cereal   M&S Waitrose	Decongestant Superdrug   M&S
Tomatoes   M&S Waitrose	Chilled Pasta and Sauces M&S Waitrose	Frozen Potatoes & Chips Waitrose	Muesli & Granolas   M&S Waitrose	Indigestion Remedy Superdrug   M&S
Prepared Salads M&S Waitrose	Chilled Ready Meals M&S Waitrose	Frozen Fruit   M&S Waitrose	Cereal Bars and Breakfast Biscuits	Stomach upset and IBS Superdrug   M&S
Organic Fruit & Vegetables Waitrose	Chilled Soup M&S Waitrose	Standard Ice Cream Waitrose	Healthier Biscuits/Bars Waitrose	Allergy Treatments Superdrug   M&S
Fresh Herbs   M&S Waitrose	Chilled Pizza M&S Waitrose	Luxury Ice Cream Waitrose	Baking & Ingredients Waitrose	Childrens Medicine Superdrug   M&S
Garlic & Chillies   M&S Waitrose	Chilled Vegetarian Food Waitrose	Frozen Desserts   M&S Waitrose	Sugars & Sweeteners Waitrose	Medicated Skincare   M&S Superdrug   M&S
Fresh Beef   M&S Waitrose	Chilled Dips M&S Waitrose	Frozen Ready Meals Waitrose	Longlife Milk Waitrose	Nicotine gum/patches Superdrug   M&S
Fresh Lamb M&S Waitrose	Chilled Desserts M&S Waitrose	Frozen Meat & Poultry Waitrose	Free From & Dietary Needs M&S Waitrose	Vitamins   M&S Superdrug   M&S
Fresh Pork   M&S Waitrose	Stir Fry M&S Waitrose	Frozen Fish & Seafood   M&S Waitrose	Toiletries   M&S	Intimate Health   M&S Superdrug   M&S
Fresh Poultry   M&S Waitrose	Sandwiches M&S Waitrose	Frozen Vegetarian Food Waitrose	Toothpaste Superdrug   M&S Waitrose	Non Edible Grocery
Fresh Minced beef Waitrose	Bakery	Frozen Pizza Waitrose	Toothbrush Superdrug   M&S Waitrose	Toilet Paper Waitrose
Sausages M&S Waitrose	Packaged Cakes M&S Waitrose	General Merchandise	Mouthwash Superdrug   M&S Waitrose	Facial Tissues Waitrose
Bacon   M&S Waitrose	In store Baked Bread   M&S Waitrose	Cookware and Dining Waitrose	Female Deodorants Waitrose	Kitchen Roll/Towel Waitrose
Fresh meat/butcher counter Waitrose	In store Baked Rolls & Snacks   M&S Waitrose	Plants & Gardening tools Waitrose	Male Deodorants	Cleaners Waitrose
Ready to Cook Prep. Meat M&S Waitrose	Instore Patisserie and Cakes M&S Waitrose	Tights & Stockings	Soaps & Shower Gels Waitrose	Laundry products Waitrose
Pre-packed Fish   M&S Waitrose	Everyday Wrapped Bread   M&S Waitrose	Newspapers Waitrose	Haircare Waitrose	Washing up/Dishwash Waitrose
Fish Counter Fish Waitrose	Speciality Wrapped Bread   M&S Waitrose	Magazines Waitrose	Hand & Body cream Superdrug   M&S	Pet Food Waitrose
Fresh Seafood   M&S Waitrose	Sandwich Alternatives   M&S	Greetings Cards Waitrose	Clear Skin Creams & Treatments Superdrug   M&S	Bags, Foils & Cling Film Waitrose
Flowers   M&S Waitrose	Wrapped Rolls   M&S	Other	Female Skincare	
	Wrapped Bakery Snacks   M&S Waitrose	Tobacco	Men's Toiletries Waitrose	
	Free From Baked Goods   M&S		Feminine Hygiene Waitrose	