

What's behind the inflation headlines?

IRI reveals the detail behind the rising cost of UK shopping baskets to give a clearer picture of what's really happening in the market.

The UK grocery market is now fully in a price lead inflationary cycle with direct price change at +2.5%

↑ 2.5%

direct price increase over last four weeks
w/e 11th December 2021

↑ 2%

Total PPU suppressed as shoppers choose cheaper & smaller packs to manage spend

2.7%

Private label

1.1%

Branded

For the first time since 2020 lockdown Private Label price is increasing faster than Branded

Average Unit Price change is a combination of three main factors: Range, Mix and Price



Range change

What the retailer made available



Mix change

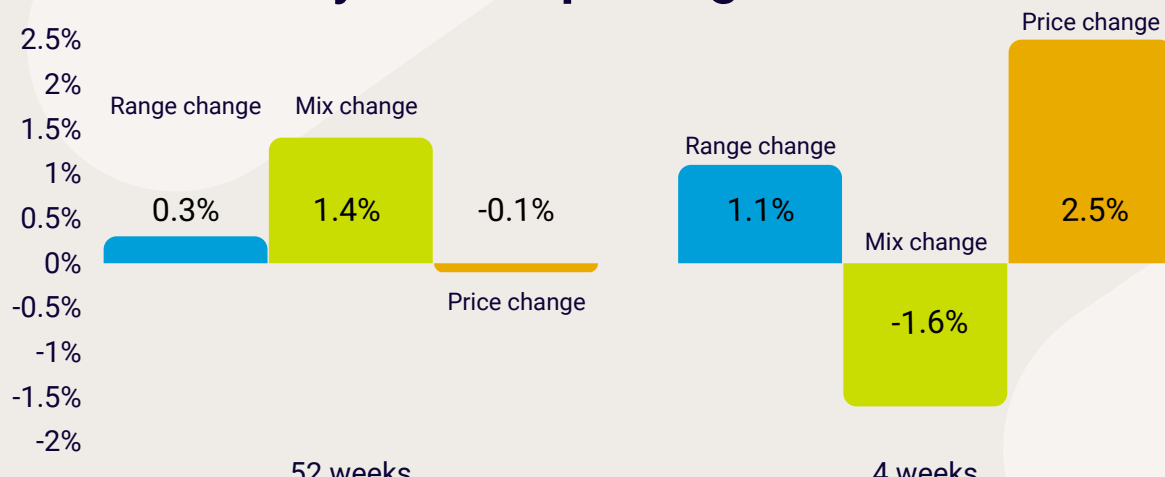
What customers chose at the shelf



Price change

What the retailer did to prices

But how are they each impacting inflation?



Trended drivers of average PPU change

w/e 11th December 2021

Which categories are seeing the biggest direct price increases?



Crisps & snacks

7.6%



Soft drinks

4%



Milk

5.1%



Chilled dairy

3.3%



Sweet frozen

4.4%



Ambient meals

3.2%

Direct price change: 12 week to 11th December 2021

Want to know how inflation is impacting your category? [Get in touch](#)

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