

Kantar Price Data for Northern Ireland and Great Britain for December 2021

The Department for the Economy has released the following information in relation to Kantar price data for December 2021.

The latest figures for NI and GB for December 2021 are provided in Tables 1 and 2.

The tables below provide the average price per pack¹ for grocery categories for items purchased in the 4 week period ending 26 December 2021. The prices are an average of all items in each category and provide an indication of price levels and price movements over time. The prices of individual items in a category are not available. Caution should be used when interpreting this information.

Table 1 provides the average category prices for NI and Table 2 provides the information for GB. The category definitions for NI and GB are different and therefore caution should be used when comparing the average prices for NI with GB.

The data are not official statistics, but they can provide some useful insight into the grocery market at an aggregate level. The panel size for NI is small and the NI figures are calculated from a sample of 650 households. The GB figures are calculated from a sample of 30,000 households.

The figures indicate that in December 2021 the average total grocery price² in GB was 8% higher than in NI. The average price per pack for dairy products in NI was 8% higher than in GB and the average price per pack for chilled convenience goods was 19% higher in NI.

¹ Price per Pack is a measure of the average price paid by shoppers per pack in a particular category.

² Total Grocery refers to all of the grocery items purchased in a given period, so it will be a combination of all categories.

Table 1: NI Category Prices (£/pack)

Data for 4 weeks ending	26-Dec-21
Total Grocery	1.70
Fruit	0.48
Vegetable + Salads	0.81
Dairy Products	1.63
Fresh Meat/Poultry/Fish	3.11
Frozen Meat/Poultry/Fish	2.50
Frozen Food excl. Meat/Poultry/F	1.98
Bakery Products	1.21
Ambient Goods	1.39
Chilled Convenience	2.50
Beverages excl. Alcohol	1.82
Household & Cleaning Prds	2.42
Toiletries	2.02

Source: Kantar NI Panel Average Price Tracker

Table 2: GB Category Prices (£/pack)

Data for 4 weeks ending	26 Dec 21
Total Grocery	1.83
Fruit+Veg+Salad	1.02
Dairy Products	1.50
Fresh Meat	3.48
Fresh Fish	3.59
Fresh Poultry+Game	4.30
Frozen Meat	2.45
Frozen Fish	2.78
Frozen Poultry+Game	7.49
Frozen Prepared Products	1.67
Ambient Bakery Products	1.21
Ambient Goods	1.31
Chilled Convenience	2.02
Take Home Soft Drinks	1.46
Household & Cleaning Products	2.27
Toiletries	2.17

Source: Kantar GB Panel Average Price Tracker