Price Dashboard - WE 15th May (FY22 - W46)

From: Pricing Ops <[redacted]@woolworths.com.au>
To: Stephanie Gray <[redacted]@woolworths.com.au> Jason Mcquaid <[redacted]@woolworths.com.au> Adam Mitchell <[redacted]@woolworths.com.au> James Hepworth <[redacted]@woolworths.com.au> Ewan Shearer <[redacted]@woolworths.com.au> Donald Keith <[redacted]@woolworths.com.au> Simon Lunn <[redacted]@woolwort[redacted].au> Ziggy Kwarcinski <[redacted]@w[redacted].com.au> Paul Turner <[redacted]@woolworths.com.au> Reza Fararoui <[redacted]@woolworths[redacted] Michael Kelly <[redacted]@woolworths.c[redacted]@wool[redacted]com.au; [redacted]@woolworths.com.au; [redacted]olworths.com.au; [redacted]olw[redacted]; [redacted]olworths.com.au; WW-[redacted]Gen Merch CM Buyer <[redacted]com.au> Brad Sinton <[redacted]@woolwort[redacted]au [redacted]@wo[redacted]com.[redacted] [redacted]orths.com.au; [redacted]@woolwort[redacted]au; [redacted]@woolwor[redacted]au [redacted]@woolworths.com[redacted]oolworths.com.au; [redacted]ths.com.au; [redacted]@woolworths.com.au; [redacted]att [redacted]olworths.com.au [redacted]wnBrand MGRS <[redacted]au> Marnie Macaulay <[redacted]@woolw[redacted]enessa Cule <[redacted]@[redacted]ths.[redacted]au> Deborah [redacted]l < [redacted]@woolwor[redacted] Lyn Modesda [redacted]@woolw[redacted]au> J[redacted]@woolworths.com.au> Alyssa Dooley <[redacted]@[redacted]mitha Karki <[redacted]@woolworths.com.au> [redacted]es [redacted]@woolworths.com.au> WW[redacted]ll OwnBrand Buyers [redacted]olworths.com.au> WW-SS-All OwnBr[redacted]pers <[redacted]olworths.com.au> Va[redacted]tevens <[redacted]olworths.com.au [redacted]wort[redacted].au; [redacted]worths.com. [redacted]wo[redacted]com.au> Craig McGinley [redacted]@[redacted]com.au> [redacted]orths.com.au> Scott Wing <[redacted]ns.com.au> Robert [redacted] Kirolos Nasr <[redacted]@[redacted]rz < [redacted]@woolw[redacted]com.au> An[redacted]rathy < [redacted]@wo[redacted]com.au> [redacted]orths.com.au; Samantha Quinn [redacted]worths.com.au> Chun Ho Loo < [redacted]@woo[redacted]ths.com.au> Monica Dime [redacted]ths.com.au> Jeanet[redacted]ske [redacted]@[redacted]ths.com.au> Taly [redacted]< [redacted]@[redacted]ths.com.au> Eric Chen [redacted]com.au> Matthew Franich < [redacted]s.com.au> Kelvin Goodhew < [redacted]orths.com.au> Elsa Lynch < [redacted]hs.com.au> Hayden Jenkins < [redacted]hs.com.au> Candice Che [redacted]@[redacted].com.au> Michelle Pswarayi [redacted]untdown.co.nz> Andre Vi[redacted]tdown.co.nz> Alex Hahn [redacted]wo[redacted].com.au> Alex Simmon [redacted]@[redacted]om.au> Yoanna [redacted]< [redacted]@wo[redacted]om.au> Al[redacted]Pantelis < [redacted]@woo[redacted]om.au> Alexia Perrotis [redacted]rths.com.au> Kara Sanders < [redacted]s.com.au> WW-SS-Gen Merc < [redacted]s.com. [redacted]hin < [redacted]@w[redacted]s.com.au> Isobel [redacted]@[redacted]s.com.au> Anita Krishnan < [redacted]@[redacted]s.com.au> Emily Ong [redacted]oolworths.com.au> Fiona Diamond [redacted]s.com.au> FoodCo Asia Food Sourcin [redacted]@[redacted] Er[redacted]im < [redacted]@woolworths.c[redacted] Sanja [redacted]@woolworths[redacted] Sam [redacted]@woolworths.c[redacted]Jessica [redacted]@woolworths.com.au> Von In[redacted]worths.com.au> Dulmini De Silva < [redacted]w[redacted] Pham < [redacted]worths.com.au> [redacted]-Deli ACM Team [redacted]wort[redacted]u> Tim Dudding < [redacted]worth[redacted]> Hinesh Gadhia [redacted]orths.com.au> [redacted]@woolwort[redacted]au; Andrew Camilleri < [redacted]@woolwo[redacted]au> Amanda Kong < [redacted]@woolw[redacted]om.au> Stephen Johnson [redacted]@woolworth[redacted] Claire Johnson < [redacted]@woolworths[redacted] Matt Fragall < [redacted]@woolworths.com.au> [redacted]avis < [redacted]@woolwort[redacted]> Andrew Hicks < [redacted]@woolworths.c[redacted]rad Banducci < [redacted]@woolworths.[redacted]> Nolan Justin [redacted]@woolworths.com. [redacted]an Meurs < [redacted]@woolworths.com.au> Stephen Harrison < [redacted]@woolw[redacted].au> Doug Frank < [redacted]@wool[redacted]com.au> Peter McNamara < [redacted]worths.com.au> Ingrid Maes < [redacted]@woolworths.com.au> Andrew Hall < [redacted]@wool[redacted]om.au> Michelle White < [redacted]@woolw[redacted]au> Robert Moffat < [redacted]@woolwor[redacted]> Peet Vermeulen [redacted]@woolworths.com.au> Mark Van De [redacted]@woolworths.com.au> Sonia Chidel < [redacted]@woolworths.com.au [redacted]Peters [redacted]@woolworths.com.au [redacted]rd Smith (NSW) [redacted]@woolworths [redacted]ul Harker < [redacted]@woolworths.com.au> Guy Brent [redacted]olworths.com.au> Paul Bashford < [redacted]olworths.com.au> WW-SS-Long Life Health & Ethnicity CM Team < [redacted]rths.com.au> WW-SS-Long Life Health & Ethnicity ACM Team < [redacted]worths.com.au> Elizabeth Yee < [redacted]oolworths.com.au> Stuart Robinson [redacted]@[redacted]s.com.au> Alex Ascroft < [redacted]@w[redacted]s.com.au> E[redacted]@woolwor[redacted] Andrew Min < [redacted]@woolworths.co[redacted] Marty [redacted]ths.com.a[redacted] [redacted]olworths.com.au; Daniel Hake < [redacted]olworths.com.au> Anna Cameron < [redacted]olworths.com.au> Jessic[redacted]@w[redacted]rths.com.au> Warwick Ho [redacted]@w[redacted]ths.com.au> Abby Cardo [redacted]@woo[redacted]com.au> Moni Lau [redacted]om.au> Marie Gallagher < [redacted]worths.com.au> [redacted]ishaan Gunanathan < [redacted]oolworths.com.au> Cade Simps [redacted]olworths.com.au> [redacted]s.com.au; [redacted]s.com.au; WW-SS-All Buying ACMs & Buyers <[redacted]@woolworths.com.au> [redacted]Buying CMs <[redacted]@woolworths.co[redacted] < [redacted]@woolworths.com.au> Ke Yang [redacted]olworths.com.au> Lia [redacted]@w[redacted].com.au [redacted]woolworths[redacted]Chin < [redacted]@[redacted].au> St-ven Tselepi < [redacted]@woolworths.com. [redacted]Davie < [redacted]@bigw.com> Shar[redacted]m < [redacted]@woolworths.com.au> [redacted]ll Nelthropp <[redacted]@woolworths.com.au> Fernando Koch [redacted].com.au> Sofia Vila Puig < [redacted]olworths.com.au> William Herron < [redacted]@woolworths.com.au [redacted]l Mumford < [redacted]@woolworths.com [redacted]ne Rennie < [redacted]@woolw[redacted]om.au> Thomas Derooy < [redacted]@woolw[redacted]drew Dixon < [redacted]@countdown.co.nz> Capucine de Montgolfier < [redacted]lworths.com.au> Tony Mardini < [redacted]@woolworths.com.au> Thai Lim < [redacted]@woolworths.com.au> Afshan Ali < [redacted]@woolworths.com.au> Anna Speer < [redacted]@woolworths.com.au> [redacted]Fong < [redacted]@woolworths.com.au> To [redacted]woolworths.com.au> Johannes Nordqvist [redacted]@woolworths.com.au> Nick Healy < [redacted]@woolworths. [redacted]u> Laura Brown < [redacted]@woolwort[redacted].au> Lydia Kwarcinski < [redacted]orths.com.au> Chris Azzi < [redacted]@[redacted]ths.com.au> Kavita Taneja < [redacted]@woolworths.com.au> Sean Dillane [redacted]Sarah Armstrong < [redacted].com.au> [redacted]worths.com.au; Christian Melville < [redacted]worths.com.au> Colin Wise < [redacted]worths.com.au [redacted]y Shomar [redacted]worths.co[redacted]ne Bothma < [redacted]worths.com.au> [redacted]gg < [redacted]@woolworths.com.au> Cal Da[redacted]olworths.com. [redacted]Comley < [redacted]olworths.com.au> Jacob Ooi < [redacted]olworths.com.au>
Cc: [redacted]rths.com.au; Charnine Short < [redacted]@woolworths.com.au> Hoang Nguyen < [redacted]@woolworths.com.au> Richard Lowe < [redacted]@woolworths.com.au> Stephen Townsend < [redacted]@woolworths.com.au> Mithun Bindiganavile < [redacted]@woolworths.com.au>
Date: Fri, 13 May 2022 18:08:24 +1000

Dear All,

The shelf index vs Coles decreased by 11 bps to **99.5** this week. There hasn't been much reaction from Coles to the **'Dropped for Winter'** campaign so far.

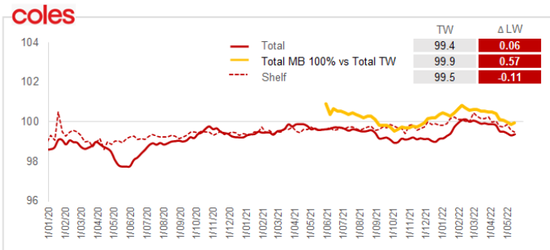
The Aldi total index remained stable week on week at **109.7** but there was an increase in the shelf index (up 258bps to **115.6**) due to some variances in produce pricing last week.

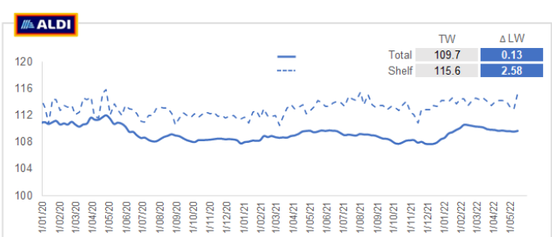
The most notable increase this week was across the Arnotts range with both WW and Coles moving up in price following a cost increase.

Full details of this week's price movements can be found **here**.

Price indices vs Coles and Aldi

Week ending *15-May-22*





	coles						ALDI			
	Total		Total 100% Multi Buys		Shelf		Total		Shelf	
	TW	vs. LW	TW	vs. Total Index	TW	vs. LW	TW	vs. LW	TW	vs. LW
Long Life departments										
Pantry Essentials	99.1	-0.04	99.5	0.37	99.7	-0.09	102.5	-0.42	102.7	-0.07
Pantry Meal Occasions	99.8	0.02	100.0	0.22	100.2	0.12	106.5	-1.06	108.5	-0.26
Drinks	98.7	0.63	100.1	1.44	98.9	-0.24	112.7	0.22	128.5	-1.47
Snacking	98.9	0.05	101.8	2.96	99.9	0.17	110.1	0.10	132.5	3.11
Health & Wellness	100.9	1.01	101.6	0.72	99.5	-0.36	107.9	0.63	109.5	-0.22
Frozen Foods	99.2	0.25	99.6	0.43	99.0	0.02	105.3	-0.98	103.9	0.86
Baby Needs	100.8	0.46	101.0	0.15	100.2	0.40	104.8	0.61	107.5	-0.01
Pet Needs	100.1	0.58	100.3	0.23	99.9	0.14	109.1	-2.62	107.2	1.45
Personal Care	100.2	-0.33	100.7	0.53	100.0	-0.01	115.5	0.34	132.2	-0.30
Household Care	100.2	-0.26	100.5	0.31	100.0	0.26	101.3	-0.32	101.0	-0.69
Home Essentials	99.1	0.11	99.2	0.08	98.4	-0.47	106.6	-0.69	104.7	0.00
Fresh departments										
Bakery	99.0	-0.28	99.5	0.46	98.7	-0.07	111.2	1.49	115.0	0.01
Everyday Chilled	99.0	0.09	99.0	0.05	99.8	0.05	104.9	0.17	107.4	-0.07
Chilled Meals & Occasions	99.3	-0.02	99.4	0.12	99.6	0.09	111.7	0.84	115.3	1.22
Poultry	99.3	-0.23	99.5	0.14	99.1	0.00	106.8	-0.21	108.2	0.15
Seafood	99.9	-0.08	99.9	-0.03	99.7	-0.17	108.7	-0.23	108.6	-0.02
Meat	99.3	-0.08	99.0	-0.33	99.1	-0.17	112.8	0.04	113.4	-0.36
Produce	99.5	-0.15	99.5	-0.00	98.8	-0.98	112.4	0.48	115.7	5.08
Brand *(ex Cigarettes, Front of Store, Produce)*										
Branded	99.4	0.14	100.3	0.90	99.7	0.00	111.5	0.17	128.9	0.88
Our brand	99.2	-0.04	99.1	-0.12	99.3	0.01	106.9	-0.15	107.3	0.07
Our brand entry level	99.0	-0.11	98.9	-0.13	99.5	0.15	106.6	-0.34	106.0	0.14

Notes:
- Excludes Cigarettes, Front of Store
- Shelf Index is 1 week
- Total Index is rolling 6 weeks

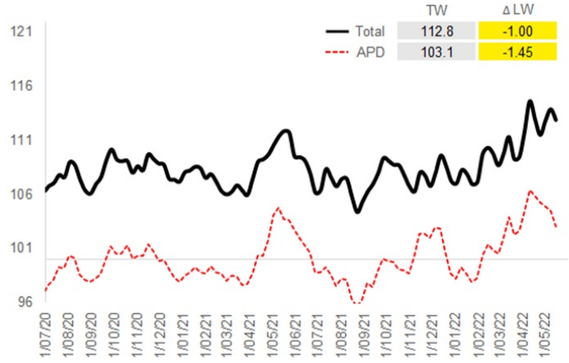
	Coles						Aldi					
	Budget		Mainstream		Premium		Budget		Mainstream		Premium	
	Std	Total	Std	Total	Std	Total	Std	Total	Std	Total	Std	Total
2022-05-15	99.52	99.49	99.43	99.41	99.34	99.24	115.1	108.95	116.65	110.08	114.89	110.04
vs LW (bps)	-7	9	-12	10	-13	-3	196	7	288	18	277	19

Price indices vs Chemist WH

Week ending *15-May-22*

Long Life departments	Total TW	Total vs. LW	APD Program TW	APD Program vs. LW
Personal Care	114.6	-2.22	109.4	-1.61
Baby Needs	103.8	-0.29	101.4	-0.49
Home Essentials	102.5	-0.43	96.7	0.05
Household Care	117.3	-0.75	98.9	-1.70
Health & Wellness	113.6	4.09	99.0	2.43
Snacking	104.9	0.00		
Drinks	90.8	0.05	87.7	0.01

	TW	Δ LW
Total	112.8	-1.00
APD	103.1	-1.45



	Total TW	Total vs. LW	Products #	APD Program TW	APD Program vs. LW	Products #
Personal Care						
Toiletries	116.5	-2.68	1,314	112.7	-2.30	120
Health Care	110.5	1.19	471	104.0	0.04	
Baby Needs						
Baby Needs	103.7	-0.33	166	101.4	-0.49	18
Babywear	106.9	1.53	24			0
Home Essentials						
Domesticware	93.9	-0.00	1			0
Electrical	98.0	0.18	16	96.7	0.05	6
Haberdashery	106.0	-5.39	13			0
Hosiery			0			0
Household Cleaning	116.4	-0.01	9			0
Household Care						
Cleansing	127.9	2.32	61	109.7	0.38	9
Papergoods	112.5	-2.12	17	98.2	-1.78	3
Health & Wellness						
Health Care	110.5	1.19	471	104.0	0.04	67
Snacking						
Confectionery	104.9	0.00	8			0
Drinks						
Water Non Carbonated	87.7	0.01	1	87.7	0.01	1

Notes:

- Total Index is rolling 6 weeks

The following reports will be updated on Monday:

Price dashboard for Coles (Tableau)
Price dashboard for Aldi (Tableau)
Price dashboard for Chemist Warehouse
Irritants report link

Kind Regards,

Pricing Operations Team
Pricing & Customer Value
Woolworths - Supermarkets
1 Woolworths Way Bella Vista, NSW 2153