

// Salience.

# Groceries

Salience Index 2024



6 Month Report

“ This **report** is a brief  
run through of digital  
performance for last 6  
months in the Online  
**Groceries Sector**.

Want to go beyond the data within?  
Speak to our team, any time, through  
our site or social pages.



# Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the nine key performance indicators provide direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing.

**Brett Janes**  
**Managing Director**  
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# Note

**We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.**

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services



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**Online Groceries Sector** has seen a 4% decrease in overall organic visibility within the last 6 months.

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

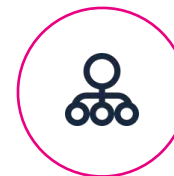
### How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.



# Traffic Score Findings

Top 5 winners

01 **Sainsbury's**

02 **ASDA**

03 **Morrisons**

04 **Iceland** | the food WAREHOUSE

05 **ocado**



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01 **TESCO**

02 

03 **WAITROSE**  
& PARTNERS

04 **SOUS**  
**CHEF**

05  **JAPAN CENTRE**



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
marksandspencer.com	1	-	12,950,060	12,962,566	-	+4%
tesco.com	2	-	9,088,259	9,470,738	-4%	-
sainsburys.co.uk	3	-	8,554,143	8,299,485	+3%	+7%
asda.com	4	-	8,197,122	7,654,173	+7%	+11%
aldi.co.uk	5	-	4,048,440	7,019,863	-42%	-39%
groceries.morrisons.com	6	-	2,206,226	2,135,440	+3%	+7%
waitrose.com	7	-	1,967,992	2,003,294	-2%	+2%
iceland.co.uk	8	-	1,965,356	1,904,174	+3%	+7%
lidl.co.uk	9	-	1,524,578	1,519,152	-	+4%
ocado.com	10	+1	1,375,853	1,220,762	+13%	+16%
coop.co.uk	11	-1	1,306,101	1,256,394	+4%	+8%
costco.co.uk	12	-	1,149,520	1,089,411	+6%	+9%
savers.co.uk	13	-	445,547	437,105	+2%	+6%
farmfoods.co.uk	14	-	285,077	258,731	+10%	+14%
spar.co.uk	15	-	180,748	158,252	+14%	+18%
thefoodwarehouse.com	16	-	112,355	98,663	+14%	+18%
nisalocally.co.uk	17	-	78,875	78,815	-	+4%
milkandmore.co.uk	18	+1	72,800	70,916	+3%	+6%
souschef.co.uk	19	-1	65,034	78,077	-17%	-13%
booths.co.uk	20	+3	50,434	38,133	+32%	+36%
japancentre.com	21	-1	50,402	67,593	-25%	-22%
orientalmart.co.uk	22	-1	46,798	49,671	-6%	-2%
planetorganic.com	23	-1	39,160	39,731	-1%	+2%
donaldrussell.com	24	+1	34,051	26,863	+27%	+30%
bestwaywholesale.co.uk	25	-1	32,232	32,288	-	+3%
theskinnyfoodco.com	26	+2	30,698	24,207	+27%	+30%
bigbarn.co.uk	27	+7	23,597	15,915	+48%	+52%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
wholefoodsmarket.co.uk	28	+1	22,729	23,352	-3%	+1%
americanfizz.co.uk	29	+3	21,572	17,073	+26%	+30%
starrymart.co.uk	30	-4	20,519	24,928	-18%	-14%
britsuperstore.com	31	-4	18,922	24,530	-23%	-19%
americangrocer.co.uk	32	-2	18,240	17,666	+3%	+7%
wanahong.co.uk	33	+5	17,872	12,335	+45%	+49%
tradewindsorientalshop.co.uk	34	-1	16,758	16,633	+1%	+4%
tuktukmart.co.uk	35	-4	16,722	17,281	-3%	-
americanfoodmart.co.uk	36	+1	15,563	12,814	+21%	+25%
mexgrocer.co.uk	37	-1	13,180	12,910	+2%	+6%
koreafoods.co.uk	38	+4	12,616	9,916	+27%	+31%
afrobuy.co.uk	39	-	12,464	11,516	+8%	+12%
usafoodstore.co.uk	40	+1	10,996	10,068	+9%	+13%
myjam.co.uk	41	+4	9,864	7,946	+24%	+28%
budgens.co.uk	42	+1	9,766	8,609	+13%	+17%
qualityfoodsonline.com	43	+8	9,349	6,888	+36%	+39%
poundshop.com	44	-4	9,293	10,371	-10%	-7%
longdan.co.uk	45	+8	8,680	6,643	+31%	+34%
theasiancookshop.co.uk	46	+11	8,133	6,369	+28%	+31%
thai-food-online.co.uk	47	-12	8,128	13,985	-42%	-38%
hiyou.co	48	+4	7,869	6,665	+18%	+22%
lakshmistores.com	49	+28	7,574	3,189	+138%	+141%
thefoodmarket.com	50	-2	7,323	7,219	+1%	+5%
thesavanna.co.uk	51	+7	7,116	5,977	+19%	+23%
britstore.co.uk	52	-5	7,049	7,289	-3%	-
formanandfield.com	53	+3	6,746	6,397	+5%	+9%
asiangroceryuk.com	54	+11	6,284	4,301	+46%	+50%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
greatbritishmeat.com	55	-11	6,215	8,434	-26%	-23%
veenas.com	56	+8	5,364	4,335	+24%	+27%
suryafoodsonline.com	57	-3	5,308	6,591	-19%	-16%
bazaar-foods.co.uk	58	-8	5,105	6,898	-26%	-22%
organicdeliverycompany.co.uk	59	-4	5,003	6,581	-24%	-20%
waiyeehong.com	60	+18	4,891	3,105	+58%	+61%
niyis.co.uk	61	+33	4,843	1,625	+198%	+202%
ifoodsuk.com	62	-16	4,836	7,558	-36%	-32%
savecobradford.co.uk	63	-2	4,756	5,256	-10%	-6%
partridges.co.uk	64	-4	4,628	5,635	-18%	-14%
hmart.co.uk	65	+1	4,471	4,212	+6%	+10%
matthewsfoodsonline.co.uk	66	+5	4,427	3,874	+14%	+18%
desicart.co.uk	67	+5	4,426	3,743	+18%	+22%
southafricanshop.uk	68	+6	4,251	3,617	+18%	+21%
britishcornershop.co.uk	69	+77	4,215	40	+10438%	+10441%
onlinemeatshop.com	70	-7	3,924	4,562	-14%	-10%
nifeislife.com	71	-3	3,646	4,159	-12%	-9%
foodforfoodies.co.uk	72	-10	3,571	4,968	-28%	-24%
britishgram.com	73	-24	3,498	6,967	-50%	-46%
yaubros.co.uk	74	+5	3,334	3,100	+8%	+11%
panzers.co.uk	75	-6	3,164	3,953	-20%	-16%
mestizomarket.com	76	+4	3,081	2,894	+6%	+10%
desime.co.uk	77	-4	2,976	3,641	-18%	-15%
bestgrocery.co.uk	78	-8	2,745	3,934	-30%	-27%
thaifooddirect.co.uk	79	+5	2,727	2,457	+11%	+15%
wosiwosi.co.uk	80	+16	2,636	1,560	+69%	+73%
earthandwheat.com	81	-	2,591	2,887	-10%	-7%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
shayonauk.com	82	+3	2,498	2,408	+4%	+7%
porkpie.co.uk	83	+3	2,462	2,218	+11%	+15%
prezzemoloevitale.co.uk	84	-17	2,160	4,169	-48%	-45%
totallyswedish.com	85	+2	1,869	2,206	-15%	-12%
aytacfood.co.uk	86	+7	1,803	1,639	+10%	+14%
halusky.co.uk	87	+14	1,713	1,336	+28%	+32%
ogbongeh.com	88	+20	1,636	915	+79%	+82%
regencyfoods.com	89	+2	1,601	1,697	-6%	-2%
socialsupermarket.org	90	-1	1,588	2,065	-23%	-19%
everfreshbutchers.co.uk	91	+8	1,568	1,381	+14%	+17%
johnandbiola.co.uk	92	+8	1,562	1,372	+14%	+17%
hoohing.shop	93	+12	1,489	1,083	+37%	+41%
southafricanshoplondon.co.uk	94	-19	1,476	3,426	-57%	-53%
taj.co.uk	95	-5	1,444	1,843	-22%	-18%
hdsfoods.co.uk	96	-4	1,307	1,649	-21%	-17%
urbanmerchants.co.uk	97	+5	1,268	1,248	+2%	+5%
proudfootsupermarkets.com	98	+6	1,244	1,134	+10%	+13%
randallsuk.com	99	-16	1,230	2,635	-53%	-50%
zerowastebulkfoods.co.uk	100	-3	1,197	1,405	-15%	-11%



# Industry Variance

# -4%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 4% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

**THE DPMI<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**SEARCH AWARDS**  
FINALIST 2016

**UK**  
**Agency Awards**  
2023  
**FINALIST**

**NORTHERN**  
**DIGITAL AWARDS**  
SHORTLIST  
2018

**DIGITAL IMPACT AWARDS 2018**  
WINNER

**ds Awards Awards Awards Awards Awards**

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**10+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



**The results we've achieved from  
Salience's content marketing efforts  
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

## Similar Challenges?

**Talk to an expert.**







**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis has brought huge changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

# Trends

## Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
milk	60500	22%
butter milk	40500	15%
mascarpone	40500	6%
pastries	33100	95%
cottage cheese	27100	22%
condensed milk	27100	22%
whip cream	27100	22%
yogurt	22200	22%
feta cheese	18100	14%
parmesan cheese	18100	14%
greek yogurt	14800	50%
food shopping delivery	14800	31%
food store delivery	14800	31%
grocery delivery	14800	31%
grocery shop delivery	14800	31%
evap milk	12100	22%
cheese string	12100	14%
frozen yogurt	9900	39%
ice cream neapolitan	8100	48%
red leicester	8100	39%
grocery shop near me	6600	49%
gruyere	6600	24%
frozen yogurt near me	5400	72%
greek yoghurt	5400	23%
edam cheese	5400	32%
quark cheese	4400	104%
vegan pastries	2900	73%
frozen yoghurt near me	1600	61%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
sainsburys	6120000	50%
asda	6120000	7%
morrisons	4090000	49%
aldi	3350000	82%
lidl	2240000	123%
iceland	2240000	7%
costco	1500000	15%
waitrose	1500000	8%
coop	823000	22%
savers	301000	22%
spar	165000	50%
milk and more	135000	11%
nisa locally	74000	172%
farm foods	60500	6%
budgens	49500	108%
booths	49500	7%
japan centre	33100	70%
whole foods market	27100	469%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
frozen cake	9900	-24%
bread buns	9900	-21%
ice popsicle	8100	-32%
protein yogurt	6600	-18%
lavash bread	2900	-23%
online food shopping	2900	-12%
protein yoghurt	2400	-19%
live yoghurt	2400	-12%
unpasteurized cheese	1600	-57%
sheep cheese	1600	-19%
cheap groceries online	1600	-16%
cheapest online food shop	1600	-16%
cheapest online grocery shopping	1600	-16%
cheapest online grocery store	1600	-16%
thin bread	1300	-38%
shop delivery near me	1300	-20%
asian supermarket online	1300	-20%
chinese grocery store online	1300	-20%
grocery delivery services	1000	-80%
grocery food delivery services	1000	-80%
grocery store delivery services	1000	-80%
manouri cheese	1000	-25%
organic fruits and vegetables near me	1000	-24%
low fat yogurt	1000	-23%
grocery delivery near me same day	1000	-23%
frozen cabbage	1000	-14%
coconut condensed milk	880	-37%
low fat cream cheese	880	-31%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
mark and spencer	90500	-68%
pound shop	60500	-45%
sous chef	40500	-6%
planet organic	33100	-18%
american fizz	8100	-23%
the skinny food co	5400	-30%
thai food online	1900	-47%
quality foods online	1600	-52%
my jam	1600	-21%
the asian cook shop	480	-13%
american food mart	390	-18%
best way wholesale	260	-54%
brit superstore	260	-13%



 **Sainsburys** has generated  
the greatest increase in  
brand awareness QoQ.

**Hats off to all the teams  
involved!**



**Brett Janes**  
**Managing Director**

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[Book a Chat](#)

# Ooo Nice Clients...

Dreams

carpetright.


*Lindt* 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny

 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORINGKING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK

  
TOTALLY wicked®

LiveScoreBet™

  
healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim  
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

// // **Salience.**

# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?





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