

# Morrisons closures and Waitrose decline underline food shopping's revolution

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The revolution underway in food shopping has been underlined after [Morrisons](#) announced it was closing 11 big supermarkets, and Waitrose revealed falling sales for the first time in seven years. The closure of the [Morrisons](#) stores puts 900 jobs at risk and was revealed as the food retailer reported that profits have almost halved in the last six months.

Morrisons is one of Britain's big four supermarket chains alongside [Tesco](#), Asda and Sainsbury's. All are suffering from falling sales as shoppers turn away from supermarkets in favour of buying more of their groceries either from local convenience stores, online or at the discount chains such as Aldi and Lidl.

The upmarket grocer [Waitrose](#) said like-for-like sales fell as it was forced to cut prices to compete with cheaper rivals. Waitrose lost its position as the country's sixth-largest food retailer to Aldi earlier this year, and the expansion of Aldi and its fellow German discounter Lidl shows little sign of abating.

[Lidl](#) wants to open dozens of new stores in Waitrose's upmarket London heartland. This includes shops in Chelsea, Notting Hill and Highgate, some of the capital's wealthiest areas.

Morrisons CEO David Potts is aiming to get Morrisons back on track by tailoring the products in each supermarket to the demands of the local community, adding 5,000 staff to stores, making the company's pricing and promotions simpler, and introducing new in-store services such as mobile phone repairs. Morrisons also intends to grow its online grocery service.

\*Like for like sales: ventes en données comparables