You will need to know the following formulae and be confident in using them to calculate market share, size and growth.

**Formula to calculate the market share of one business (eg. ABC Ltd):**

**ABC’s sales value or volume x 100**

**Sales value or volume of whole market**

e.g.

If ABC Ltd’s sales have a value of £10,000 and the whole market’s sales are worth £120,000:

10,000/120,000 = 0.0833

0.08333 x 100 = 8.33

Therefore ABC Ltd’s market share is 8.33% of the market.

**Formula to calculate the growth of a market as a percentage:**

**Change in sales value or volume of total market x 100**

**Original sales value or volume of total market**

***NB: a market that has decreased in size will show a negative percentage.***

e.g. Last year the sales of confectionary in the UK were worth £200,000, this year they are worth £350,000:

Change in sales value = £350,000 – £200,000 = £150,000

Original sales value = £200,000

£150,000 / £200,00 = 0.75

0.75 x 100 = 75

Therefore sales of confectionary in the UK have increased by 75%.

**Questions.**

The rapidly growing world-wide market for tablet computers is predicted to rise from 140 million units in 2010 to 286 million units by 2016.

1. ***Calculate the forecast percentage increase in the total size of the market (in terms of volume) to one decimal place.***

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1. ***If 49% of tablets sold in 2010 were Apple I-pads, calculate how many I-pads Apple sold in 2010 to the nearest million.***

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1. ***LHS plc makes left handed scissors. Its sales volume is 230,000 scissors per year. The total sales volume for the left handed scissor market is 810,000 scissors per year. Calculate LHS plc’s market share to one decimal place.***

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1. ***Samsung sold more than 200 million phones in 2014 and its market share was 30.4%. Calculate the total size of the market for mobile phones (in terms of volume) in 2014 to the nearest million.***

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1. ***If Apple’s market share of the mobile phones market in 2014 was 15.3%, using the figure you have calculated above, calculate the value of Apple’s market share to the nearest million pounds.***

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| * **Tesco** (27.8%) * **Sainsbury's** (15.8%) * **Asda** (15.3%) * **Morrisons** (10.4%) * **Aldi**(7%) * **Co-op** (6.3%) * **Lidl** (5.2%) * **Waitrose** (5.1%) * **Iceland** (2.1%) * **Ocado** (1.4%) |  |

1. ***In October 2017, the research company*** [***Kantar WorldPanel***](http://uk.kantar.com/consumer/shoppers/2017/october-2017-worldpanel-uk-grocery-share/) ***published the following data re: grocery market share in the UK - the biggest supermarket chains in the UK, by market share are:***

Given that the total value of the UK grocery market is £184.5bn, **calculate the value of the market shares of Tesco, Aldi and Ocado.**