












		% of Branded products which are British				% of Own Label products which are British			
Retailer	Product	Sep 2018	Nov 2018	v Last Time	v Year ago	Sep 2018	Nov 2018	v Last Time	v Year ago
	Pork	None	None	n/a	n/a	100%	100%	⇒ 0%	⇒ 0%
	Bacon	None	100%	n/a	n/a	51%	50%	↓ -2%	↑ 8%
	Ham	100%	41%	↓ -59%	n/a	52%	64%	↑ 22%	↑ 25%
	Sausage	73%	32%	↓ -56%	↓ -68%	100%	100%	⇒ 0%	↓ 0%
	Pork	None	0%	n/a	↓ -100%	40%	41%	⇒ 1%	↓ -6%
	Bacon	67%	71%	↑ 6%	↑ 219%	29%	28%	↓ -5%	↑ 27%
	Ham	34%	50%	↑ 47%	↑ 663%	36%	35%	↓ -2%	↓ -10%
	Sausage	53%	37%	↓ -30%	↓ -14%	95%	96%	⇒ 1%	⇒ 0%
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	21%	55%	↑ 159%	↑ 100%	31%	23%	↓ -27%	↓ -36%
	Ham	50%	56%	↑ 13%	↑ 43%	72%	48%	↓ -34%	↓ -32%
	Sausage	68%	72%	↑ 6%	↑ 16%	100%	84%	↓ -16%	↓ -16%
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	100%	None	n/a	n/a	100%	100%	⇒ 0%	⇒ 0%
	Ham	100%	100%	⇒ 0%	⇒ 0%	97%	96%	↓ -2%	↓ -2%
	Sausage	74%	53%	↓ -29%	↓ -20%	100%	98%	↓ -2%	↓ -2%
	Pork	100%	None	n/a	n/a	56%	61%	↑ 8%	n/a
	Bacon	40%	14%	↓ -64%	n/a	33%	14%	↓ -57%	n/a
	Ham	0%	25%	n/a	n/a	35%	33%	↓ -6%	n/a
	Sausage	20%	8%	↓ -62%	n/a	100%	100%	⇒ 0%	n/a
	Pork	100%	None	n/a	n/a	100%	100%	⇒ 0%	⇒ 0%
	Bacon	0%	0%	n/a	↓ -100%	38%	46%	↑ 21%	↑ 10%
	Ham	None	None	n/a	n/a	35%	32%	↓ -8%	↓ -15%
	Sausage	50%	11%	↓ -78%	↓ -89%	100%	99%	↓ -1%	↓ -1%
	Pork	None	100%	n/a	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	None	None	n/a	n/a	100%	100%	⇒ 0%	⇒ 0%
	Ham	0%	0%	n/a	↓ -100%	96%	96%	⇒ 0%	↓ -1%
	Sausage	None	None	n/a	n/a	100%	100%	⇒ 0%	⇒ 0%
	Pork	None	100%	n/a	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	87%	98%	↑ 13%	↑ 13%	48%	51%	↑ 6%	⇒ 1%
	Ham	43%	0%	↓ -100%	↓ -100%	60%	58%	↓ -3%	↓ -10%
	Sausage	41%	37%	↓ -8%	↓ -6%	100%	100%	⇒ 0%	⇒ 1%
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	86%	59%	↓ -32%	↓ -14%	40%	43%	↑ 6%	↑ 20%
	Ham	41%	30%	↓ -28%	↓ -27%	97%	97%	⇒ 0%	⇒ 0%
	Sausage	50%	44%	↓ -13%	↓ -1%	100%	100%	⇒ 0%	↑ 3%
	Pork	44%	73%	↑ 66%	↑ 4%	62%	53%	↓ -13%	↓ -30%
	Bacon	55%	53%	↓ -4%	↑ 68%	41%	34%	↓ -19%	↓ -1%
	Ham	45%	27%	↓ -40%	↓ -30%	78%	68%	↓ -13%	↑ 10%
	Sausage	41%	36%	↓ -11%	↓ -35%	100%	100%	⇒ 0%	⇒ 0%
	Pork	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Bacon	100%	100%	⇒ 0%	⇒ 0%	100%	100%	⇒ 0%	⇒ 0%
	Ham	96%	91%	↓ -5%	↓ -1%	97%	94%	↓ -3%	↓ -2%
	Sausage	100%	98%	↓ -3%	↓ -2%	100%	100%	⇒ 0%	⇒ 0%
<b>Total Market</b>	Pork	78%	91%	↑ 16%	⇒ 1%	78%	76%	↓ -3%	↓ -5%
	Bacon	76%	72%	↓ -5%	↑ 15%	47%	46%	↓ -1%	↑ 6%
	Ham	50%	49%	↓ -2%	↑ 54%	67%	65%	↓ -2%	↓ -1%
	Sausage	49%	40%	↓ -19%	↓ -20%	99%	99%	⇒ 0%	⇒ 0%

For definition:

**Own Label Products** consist of products that are either:

- Clearly branded for the retailer eg. Asda Chosen By You

- Produced for or exclusive to a specific retailer eg. Specially produced for Aldi

Where the table says **None**, this means no products were collected in this category.

Where the table says **0%**, this means products were collected, but 0% were British.

**Branded Products** are the other products that are available.