












		% of Branded products which are British				% of Own Label products which are British			
Retailer	Product	Nov 2018	Jan 2019	v Last Time	v Year ago	Nov 2018	Jan 2019	v Last Time	v Year ago
	Pork	None	None	n/a	n/a	100%	100%	→ 0%	→ 0%
	Bacon	100%	51%	↓ -49%	n/a	50%	43%	↓ -12%	↓ -10%
	Ham	41%	22%	↓ -46%	n/a	64%	84%	↑ 33%	↑ 62%
	Sausage	32%	11%	↓ -65%	↓ -89%	100%	100%	→ 0%	→ 0%
	Pork	0%	14%	n/a	↓ -49%	40%	42%	↑ 4%	↓ -7%
	Bacon	71%	80%	↑ 13%	n/a	28%	27%	↓ -3%	↓ -11%
	Ham	50%	27%	↓ -45%	↓ -48%	35%	26%	↓ -27%	↓ -27%
	Sausage	37%	40%	↑ 9%	↓ -9%	96%	95%	↓ 0%	↓ -1%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	55%	23%	↓ -58%	→ 1%	23%	64%	↑ 178%	↑ 75%
	Ham	56%	34%	↓ -39%	↓ -34%	48%	70%	↑ 47%	↑ 5%
	Sausage	72%	65%	↓ -10%	↑ 9%	84%	100%	↑ 19%	→ 0%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	None	None	n/a	n/a	100%	100%	→ 0%	→ 0%
	Ham	100%	100%	→ 0%	→ 0%	96%	99%	↑ 4%	↑ 2%
	Sausage	53%	68%	↑ 30%	↑ 4%	98%	96%	↓ -3%	↓ -4%
	Pork	None	0%	n/a	n/a	56%	47%	↓ -16%	n/a
	Bacon	14%	0%	↓ -100%	n/a	14%	18%	↑ 24%	n/a
	Ham	25%	0%	↓ -100%	n/a	33%	50%	↑ 52%	n/a
	Sausage	8%	21%	↑ 177%	n/a	100%	94%	↓ -6%	n/a
	Pork	None	100%	n/a	→ 0%	100%	100%	↓ 0%	↓ 0%
	Bacon	0%	37%	n/a	↑ 86%	46%	38%	↓ -17%	↓ -1%
	Ham	None	0%	n/a	↓ -100%	32%	26%	↓ -20%	↓ -26%
	Sausage	11%	26%	↑ 137%	↓ -74%	99%	100%	→ 1%	→ 0%
	Pork	100%	None	n/a	n/a	100%	100%	→ 0%	→ 0%
	Bacon	None	None	n/a	n/a	100%	100%	→ 0%	→ 0%
	Ham	0%	0%	n/a	n/a	96%	98%	↑ 2%	↑ 2%
	Sausage	None	None	n/a	n/a	100%	100%	→ 0%	→ 0%
	Pork	100%	None	n/a	n/a	100%	100%	→ 0%	→ 0%
	Bacon	98%	77%	↓ -21%	↓ -20%	51%	49%	↓ -4%	↓ -5%
	Ham	0%	52%	n/a	↓ -48%	58%	63%	↑ 8%	↓ -1%
	Sausage	37%	44%	↑ 19%	↑ 10%	100%	99%	↓ -1%	↓ 0%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	59%	62%	↑ 5%	↑ 10%	43%	41%	↓ -4%	↓ -2%
	Ham	30%	31%	↑ 5%	↓ -40%	97%	97%	→ 0%	↓ -1%
	Sausage	44%	47%	↑ 6%	↓ -6%	100%	100%	→ 0%	→ 0%
	Pork	73%	69%	↓ -5%	↑ 205%	62%	64%	↑ 4%	→ 1%
	Bacon	53%	43%	↓ -19%	↓ -7%	34%	35%	↑ 5%	↑ 5%
	Ham	27%	14%	↓ -49%	↓ -83%	68%	68%	→ 0%	↑ 9%
	Sausage	36%	30%	↓ -17%	↓ -40%	100%	100%	→ 0%	↑ 3%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Ham	91%	90%	↓ -1%	→ 1%	94%	89%	↓ -5%	↓ -7%
	Sausage	98%	100%	↑ 3%	→ 0%	100%	100%	→ 0%	→ 0%
<b>Total Market</b>	Pork	91%	80%	↓ -12%	↑ 13%	78%	79%	↑ 2%	→ 0%
	Bacon	72%	62%	↓ -14%	↑ 5%	46%	47%	→ 1%	↓ -3%
	Ham	49%	35%	↓ -28%	↓ -41%	65%	65%	→ -1%	↓ -1%
	Sausage	40%	43%	↑ 7%	↓ -14%	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.