

Table 12 Convenience Goods Turnover 2011-33

	Total Turnover from the Study Area 2011 (£m)	Total Turnover from the Study Area 2016 (£m)	Total Turnover from the Study Area 2021 (£m)	Total Turnover from the Study Area 2026 (£m)	Total Turnover from the Study Area 2031 (£m)	Total Turnover from the Study Area 2033 (£m)
<b>Total available expenditure</b>	<b>£357.61</b>	<b>£388.08</b>	<b>£413.13</b>	<b>£441.68</b>	<b>£485.30</b>	<b>£499.44</b>
<b>Saffron Walden</b>						
Aldi, Saffron Walden	£18.51	£20.09	£21.39	£23.19	£25.13	£25.86
Cost Cutter, High Street, Saffron Walden	£0.28	£0.31	£0.33	£0.36	£0.39	£0.40
Nisa, Cromwell Road, Saffron Walden	£1.15	£1.25	£1.33	£1.45	£1.56	£1.61
Tesco, Pleasant Valley, Saffron Walden	£3.50	£3.80	£4.05	£4.37	£4.75	£4.89
Tesco, Radwinter Road, Saffron Walden	£22.43	£24.34	£25.91	£28.22	£30.44	£31.32
Waitrose, Hill Street, Saffron Walden	£26.53	£28.79	£30.65	£33.34	£36.00	£37.05
Local Market, Saffron Walden	£0.13	£0.15	£0.16	£0.17	£0.18	£0.19
Local Shops, Saffron Walden	£0.98	£1.06	£1.13	£1.23	£1.33	£1.37
<b>Saffron Walden Total</b>	<b>£73.52</b>	<b>£79.79</b>	<b>£84.94</b>	<b>£92.33</b>	<b>£99.78</b>	<b>£102.68</b>
<b>Great Dunmow</b>						
Co-Op, White Street, Great Dunmow	£5.28	£5.73	£6.10	£6.66	£7.17	£7.38
Tesco, Stortford Road, Great Dunmow	£41.72	£45.28	£48.20	£51.66	£56.62	£58.27
Local Shops, Great Dunmow	£1.63	£1.77	£1.88	£2.05	£2.21	£2.27
<b>Great Dunmow Total</b>	<b>£48.64</b>	<b>£52.78</b>	<b>£56.19</b>	<b>£60.37</b>	<b>£66.00</b>	<b>£67.93</b>
<b>Clavering</b>						
Local shops, Clavering	£0.16	£0.17	£0.19	£0.20	£0.22	£0.22
<b>Clavering Total</b>						
<b>Duxford</b>						
Local shops, Duxford	£0.34	£0.37	£0.39	£0.43	£0.46	£0.48
<b>Duxford Total</b>						
<b>Elsenham</b>						
Local Shops, Elsenham	£1.21	£1.31	£1.40	£1.52	£1.64	£1.69
<b>Elsenham Total</b>						
<b>Felsted</b>						
Local shops, Felsted	£0.45	£0.48	£0.52	£0.56	£0.61	£0.62
<b>Felsted Total</b>						
<b>Filth Green</b>						
Co-op, Webb Road, Filth Green	£2.01	£2.18	£2.32	£2.53	£2.72	£2.80
<b>Filth Green Total</b>						
<b>Great Bardfield</b>						
Co-op, Brook Street, Great Bardfield	£1.68	£1.83	£1.94	£2.09	£2.28	£2.35
<b>Great Bardfield Total</b>						
<b>Great Chesterford</b>						
Local shops, Great Chesterford	£0.19	£0.21	£0.22	£0.25	£0.26	£0.27
<b>Great Chesterford Total</b>						
<b>Haverhill</b>						
Aldi, Lord's Croft Lane, Haverhill	£17.75	£19.27	£20.51	£22.37	£24.09	£24.79
Sainsbury's, Haycocks Road, Haverhill	£32.46	£35.23	£37.50	£40.90	£44.05	£45.34
Iceland, High Street, Haverhill	£1.90	£2.06	£2.19	£2.39	£2.58	£2.65
Tesco Superstore, Cangle Road, Haverhill	£17.06	£18.51	£19.71	£21.49	£23.15	£23.82
<b>Haverhill Total</b>	<b>£69.17</b>	<b>£75.06</b>	<b>£79.91</b>	<b>£87.15</b>	<b>£93.87</b>	<b>£96.60</b>
<b>Henham</b>						
Local shops, Henham	£0.20	£0.22	£0.24	£0.26	£0.28	£0.29
<b>Henham Total</b>						
<b>Linton</b>						
Co-op, High Street, Linton	£3.35	£3.63	£3.87	£4.22	£4.54	£4.67
<b>Linton Total</b>						
<b>Takeley</b>						
Local shops, Takeley	£0.39	£0.42	£0.45	£0.49	£0.53	£0.55
<b>Takeley Total</b>						
<b>Thaxted</b>						
Local shops, Thaxted	£1.45	£1.57	£1.68	£1.83	£1.97	£2.03
<b>Thaxted Total</b>						
<b>Stansted Mountfitchet</b>						
Co-Op, Cambridge Road, Stansted Mountfitchet	£1.57	£1.70	£1.81	£1.90	£2.13	£2.19
Local shops, Stansted Mountfitchet	£2.09	£2.26	£2.41	£2.63	£2.83	£2.91
Tesco Express, Cambridge Road, Stansted Mountfitchet	£0.24	£0.27	£0.28	£0.31	£0.33	£0.34
<b>Stansted Mountfitchet Total</b>	<b>£3.90</b>	<b>£4.23</b>	<b>£4.50</b>	<b>£4.83</b>	<b>£5.29</b>	<b>£5.44</b>
<b>Stebbing</b>						
Local shops, Stebbing	£1.33	£1.44	£1.54	£1.68	£1.81	£1.86
<b>Stebbing Total</b>						
<b>Sawston</b>						
Budgens, High Street, Sawston	£3.64	£3.95	£4.21	£4.59	£4.94	£5.09
<b>Sawston Total</b>						
<b>Outside of Study Area</b>						
Aldi, London Road, Bishop's Stortford	£8.55	£9.28	£9.88	£9.98	£11.61	£11.94
Asda, Coldhams Lane, Cambridge	£2.10	£2.28	£2.43	£2.65	£2.85	£2.93
Asda, Elizabeth II Square, Chelmsford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Village Square, Chelmsford	£0.33	£0.36	£0.38	£0.38	£0.45	£0.46
Asda, Watergardens, Harlow	£0.70	£0.76	£0.81	£0.83	£0.95	£0.98
Co-op, Bridge End Lane, Great Notley, Braintree	£0.22	£0.24	£0.25	£0.27	£0.30	£0.30
Co-op, Church Street, Bocking, Braintree	£0.39	£0.42	£0.45	£0.49	£0.53	£0.54
Iceland, Bank Street, Braintree	£0.05	£0.06	£0.06	£0.07	£0.07	£0.07
Lidl, Rayne Road, Braintree	£6.26	£6.80	£7.24	£7.54	£8.50	£8.75
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	£0.17	£0.18	£0.19	£0.21	£0.23	£0.23
Marks & Spencer, South Street, Bishops Stortford	£0.48	£0.52	£0.55	£0.60	£0.65	£0.67
Morrisons, Baldock Street, Royston	£2.85	£3.09	£3.29	£3.59	£3.86	£3.98
Morrisons, Broad Street, Cambridge	£0.29	£0.31	£0.33	£0.36	£0.39	£0.40
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£6.59	£7.15	£7.62	£7.78	£8.95	£9.21
Sainsbury's, Birchanger Motorway Services, Bishops Stortford	£1.90	£2.06	£2.19	£2.23	£2.57	£2.65
Sainsbury's, Brooks Road, Cambridge	£2.10	£2.28	£2.42	£2.64	£2.85	£2.93
Sainsbury's, Fifth Avenue, Harlow	£0.20	£0.22	£0.24	£0.24	£0.28	£0.29
Sainsbury's, Jackson Square, Bishops Stortford	£5.13	£5.57	£5.93	£6.09	£6.97	£7.17
Sainsbury's, The Thorley Centre, Bishops Stortford	£2.06	£2.24	£2.38	£2.38	£2.80	£2.88
Sainsbury's, Tofts Walk, Braintree	£5.15	£5.59	£5.95	£6.05	£6.99	£7.19
Sainsbury's, White Heart Lane, Chelmsford	£3.78	£4.10	£4.36	£4.39	£5.13	£5.27
Tesco Extra, Old North Road, Royston	£15.05	£16.33	£17.39	£18.97	£20.43	£21.02
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	£0.17	£0.19	£0.20	£0.22	£0.23	£0.24
Tesco Superstore, Cheddars Lane, Cambridge	£1.33	£1.45	£1.54	£1.68	£1.81	£1.86
Tesco Superstore, Church Langley Centre, Harlow	£0.50	£0.54	£0.57	£0.58	£0.67	£0.69
Tesco Superstore, East Road / Edinburgh Way, Harlow	£0.77	£0.84	£0.89	£0.93	£1.05	£1.08
Tesco Superstore, Great Notley, Braintree	£13.19	£14.31	£15.23	£15.56	£17.90	£18.42
Tesco Superstore, Lancaster Way, Bishops Stortford	£11.60	£12.59	£13.40	£13.53	£15.74	£16.20
Tesco Superstore, Market Place, Braintree	£2.09	£2.26	£2.41	£2.49	£2.83	£2.91
Tesco Superstore, Marks Farm, Braintree	£4.90	£5.31	£5.66	£5.78	£6.65	£6.84
Tesco Superstore, Springfield Road, Chelmsford	£5.60	£6.07	£6.46	£6.51	£7.59	£7.82
Tesco Superstore, The Square, Notley Green, Braintree	£0.59	£0.64	£0.68	£0.71	£0.80	£0.83
Tesco Superstore, Yarrow Road, Cambridge	£2.98	£3.24	£3.45	£3.72	£4.05	£4.16
Waitrose, Cambridge	£4.69	£5.08	£5.41	£5.90	£6.36	£6.54
Waitrose, Hauxton Road, Trumpington	£3.35	£3.64	£3.88	£4.23	£4.55	£4.68
Waitrose, Northgate End, Bishops Stortford	£5.56	£6.03	£6.42	£6.66	£7.54	£7.76
Taunton town centre	£0.21	£0.23	£0.24	£0.26	£0.28	£0.29
<b>Outside of Study Area</b>	<b>£24.11</b>	<b>£26.17</b>	<b>£27.86</b>	<b>£29.85</b>	<b>£32.72</b>	<b>£33.68</b>
<b>Others</b>						
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Internet / delivery	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
(Don't know / varies)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
(Don't do this type of shopping)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00

Source: Tables 3A, 5A, 5B  
 Pitney Bowes Business Insight  
 Pitney Bowes Business Insight Retail Expenditure Guide 2017/18