

GCA Annual Survey 2022

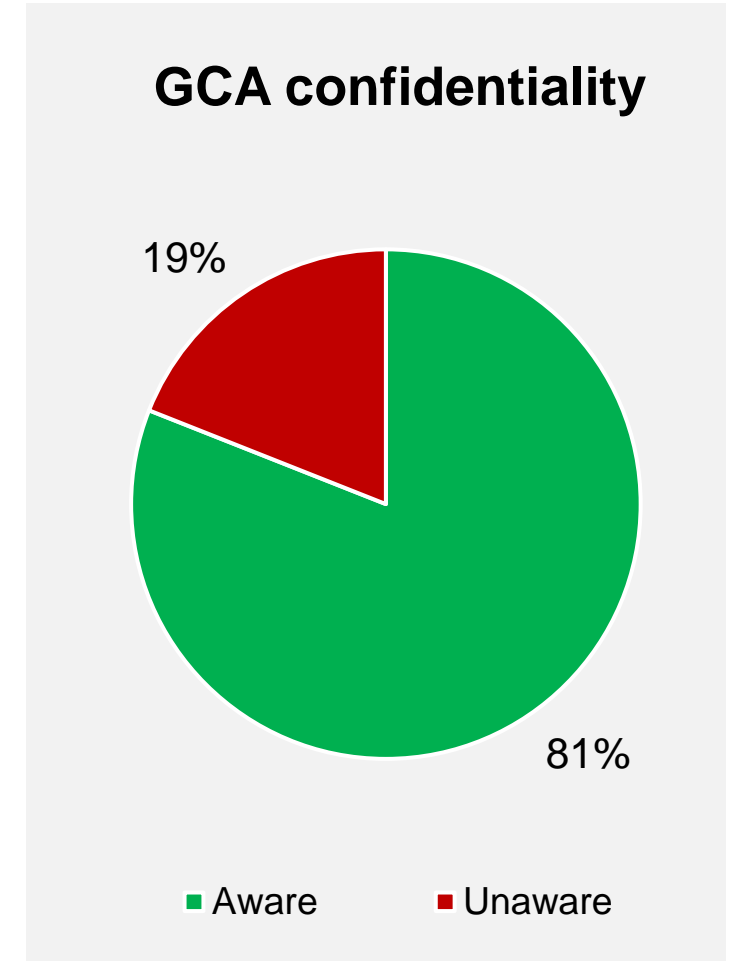
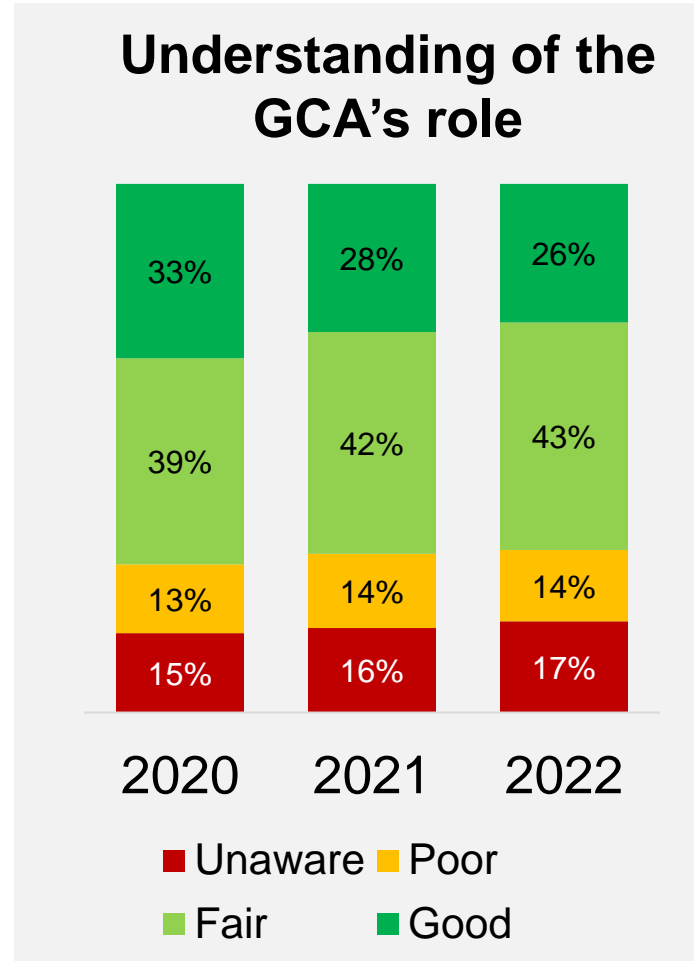
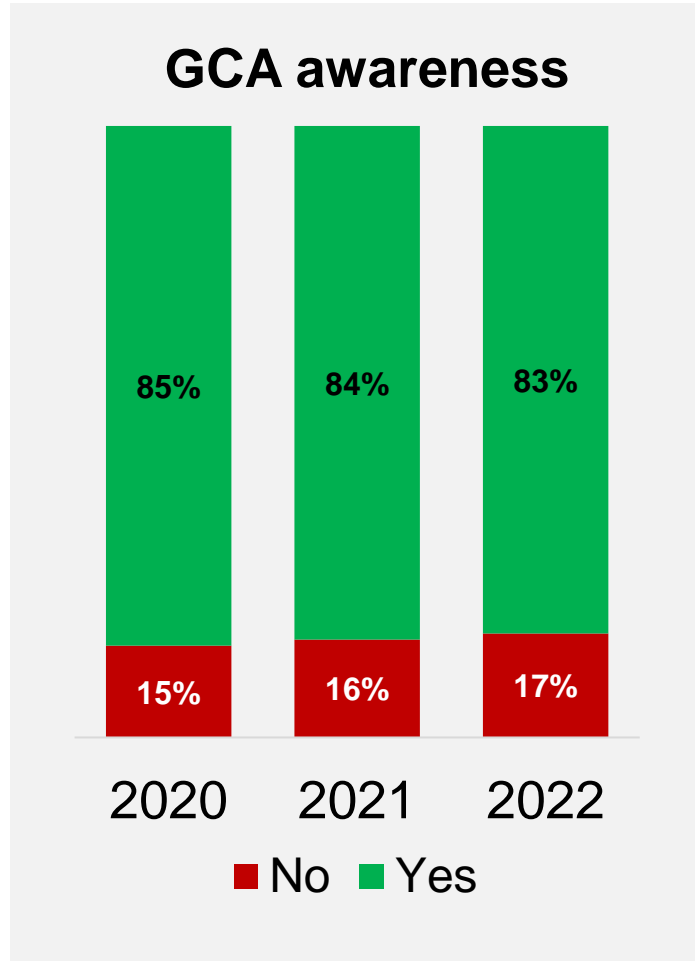
Annual survey results 2022



Groceries Code
Adjudicator

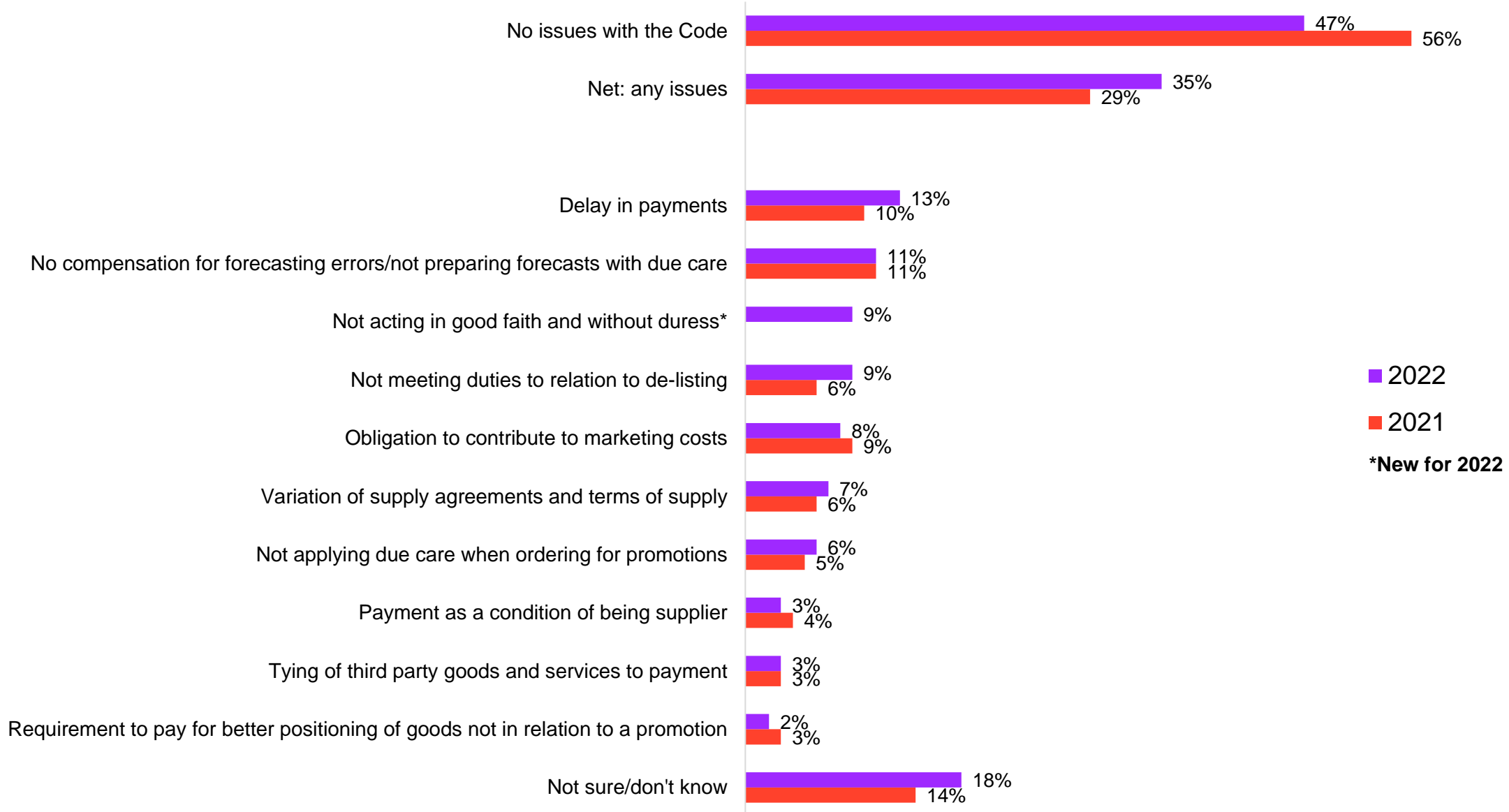
YouGov®

Awareness & understanding of the GCA



Issues experienced in the past 12 months (in Code language)

Direct suppliers



Issues experienced in the past 12 months (in supplier language)



8% have raised an issue with a retailer in the last year

About which retailer? (as a % of their suppliers)

- Asda 4%
- Sainsbury's 3%
- Morrisons 3%
- Lidl 3%
- Ocado 2%
- Aldi 2%
- Tesco 2%
- M&S 2%
- Waitrose 2%
- Co-op 1%
- Iceland 1%
- Home Bargains 1%
- B&M 0%

Code-related issues experienced by direct suppliers– by retailer

	Retailer 1	Retailer 2	Retailer 3	Retailer 4	Retailer 5	Retailer 6	Retailer 7	Retailer 8	Retailer 9	Retailer 10	Retailer 11	Retailer 12	Retailer 13
Refusal to consider a cost price increase (CPI)/ unreasonable delay in agreeing or in implementing an agreed CPI	15%	5%	15%	3%	7%	6%	9%	10%	7%	8%	11%	12%	9%
Incurring significant costs because of inaccurate forecasting by retailers	8%	2%	5%	1%	4%	4%	4%	5%	7%	6%	3%	5%	5%
Inadequate processes and procedures in place to enable invoice discrepancies to be resolved promptly	6%	1%	7%	2%	5%	2%	3%	11%	4%	5%	4%	3%	5%
De-listing (including significant reduction in volume) without reasonable notice	4%	5%	5%	3%	2%	4%	3%	1%	2%	2%	4%	3%	4%
Delays in or not receiving payment when there are disagreements about deliveries, including drop and drive	4%	1%	3%	1%	1%	1%	2%	7%	2%	4%	2%	2%	4%
Requirement to predominantly fund the cost of a promotion	5%	2%	4%	1%	2%	2%	7%	2%	1%	1%	9%	5%	6%
Undisputed invoices not paid according to agreed terms	3%	1%	2%	1%	2%	1%	1%	8%	1%	3%	2%	1%	3%
Data input errors (e.g. pricing) not resolved promptly (7 days)	2%	1%	5%	1%	2%	1%	1%	4%	1%	4%	1%	2%	2%
Retrospective changes to supply agreements	3%	1%	2%	1%	1%	2%	1%	3%	2%	1%	2%	2%	2%
Not allowing time (30 days) to challenge proposed invoice deductions, or deducting even if challenged	2%	1%	2%	0%	1%	1%	2%	5%	2%	3%	2%	2%	2%
Variation of supply chain procedures without reasonable notice	1%	0%	2%	1%	1%	0%	1%	3%	2%	3%	1%	3%	3%
Brexit-related retrospective or unilateral changes to supply agreements	1%	1%	2%	1%	1%	1%	0%	2%	3%	1%	1%	2%	2%
Requests for payments to keep your existing business with a retailer (pay to stay)	3%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%
Requests for lump sum payments relating to retailer margin shortfall not agreed at the start of the contract period	5%	1%	3%	0%	0%	3%	1%	0%	0%	0%	1%	1%	2%
Unfair, unreasonable or unexpected charges for artwork and design	2%	0%	1%	0%	1%	1%	2%	2%	6%	4%	1%	2%	1%

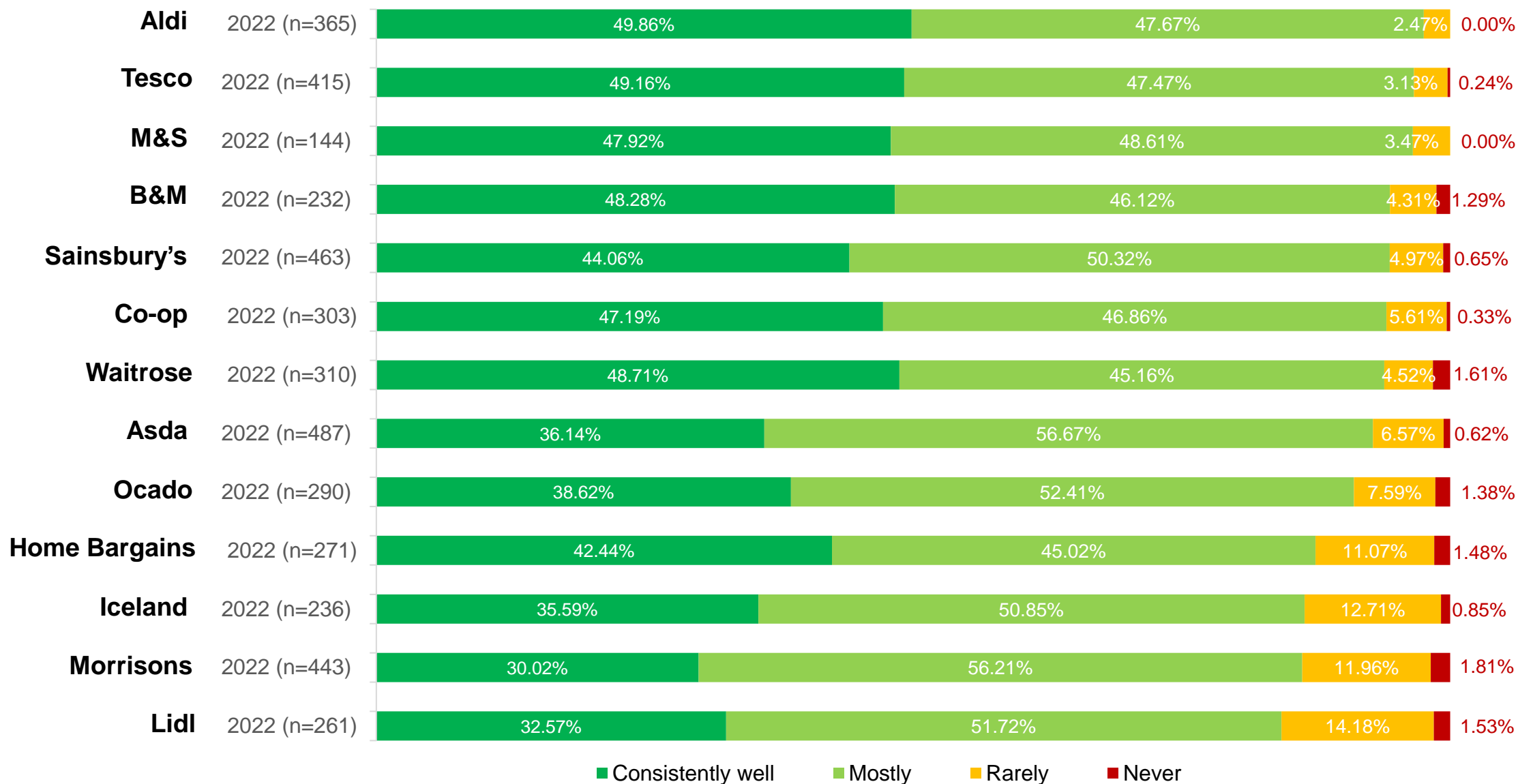
Example of how to read this table: for each issue:

- All issues that are 3% or lower are coloured green
- All issues that are between 4% and 6% are coloured amber
- All issues that are 7% or more are coloured red

N.B. Retailers have been shuffled and are NOT shown in alphabetical order

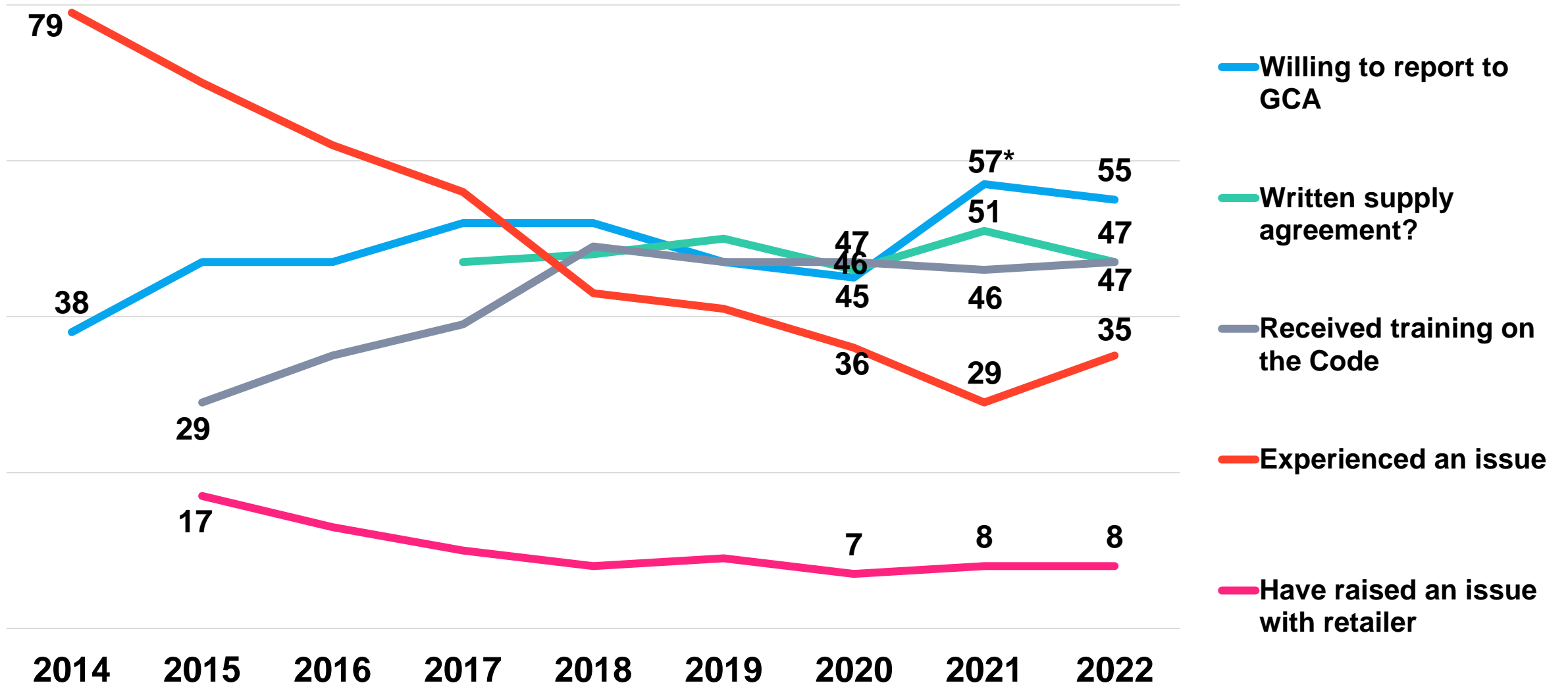
Overall assessment of compliance with the Code

Direct suppliers commenting on the retailers they have supplied in the past 12 months



Selected key trends 2014 to 2022

Direct suppliers



7 *Question wording changed between 2020 and 2021