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## Sainsbury's Holds Top Spot as Most Expensive Supermarket for Seventh Week

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Sainsbury's has once again topped the price comparison chart for the seventh consecutive week, with one staple item still priced nearly 20 per cent higher than at rival stores.

A 500g pack of beef mince remains at £3.50 at Sainsbury's, compared to £2.99 at Morrisons, Asda, Lidl and Aldi. Tesco is the closest competitor at £3.29. Despite repeated comparisons showing the higher cost, Sainsbury's has not reduced the price, keeping it the highest among the six main supermarkets monitored.

The ongoing supermarket price tracking, which began in March 2022, examines the cost of eight essential items: chicken, baked beans, bread, butter, tea, coffee, milk, and beef

mince. This week's figures bring mixed news for consumers. Aldi has lost its position as the cheapest supermarket for coffee after raising its 200g jar from £1.99 to £2.09. Lidl now takes the lead in that category.

There was a slight boost for shoppers as Sainsbury's, Lidl, and Aldi cut the price of 300g packs of chicken breasts from £2.25 to £2.19, a drop of around 3 per cent. While modest, this move offers some relief as the cost of living continues to squeeze household budgets.

When the comparison began over two years ago, Sainsbury's 500g mince cost £2.00, while Aldi and Lidl – selling a 25 per cent fat version – priced theirs at £1.69. Price rises have been seen across the board, with tea bags and mince increasing the most, both up by an average of 69 per cent. Coffee prices have risen by an average of 43 per cent, while chicken breast has climbed 15 per cent.

This week's overall basket totals put Sainsbury's at the top for cost, with a bill of £13.84. Tesco follows at £13.66. Lidl emerges as the most affordable at £13.04, with Aldi and Asda tied at £13.13, and Morrisons close behind at £13.55.

A Sainsbury's spokesperson defended the retailer's pricing, stating that the comparison only covers a limited range of items and does not reflect the full value available in-store. They highlighted the supermarket's value lines, Aldi Price Match, and Nectar Prices as ways customers can save.

Aldi challenged the findings, noting that the comparison does not account for differences in product quality or size, claiming its tea, coffee, and baked beans offer better value. The chain also pointed out that its meat products often have a higher fat content than competitors, which can affect price.

Asda also rejected the comparison's conclusions, arguing that the sample is too small and fails to reflect its broader pricing strategy, including its Just Essentials range, which it says rivals Aldi for affordability.

While supermarket competition remains fierce, shoppers are still seeing higher prices on key staples than they did just a few years ago, underscoring the ongoing pressure on household grocery budgets.