



Online Retail Observations

Suzi Pegg-Darlison

12th April 2023



Agenda

Online retailer observations on 12th April 2023



01 New product observation summary

02 Asda

03 Iceland

04 Morrisons

05 M&S

06 Ocado

07 Sainsburys

08 Tesco

09 Waitrose

10 Contact details

New product observation summary



Retailer	Ambient Seafood	Chilled Seafood	Frozen Seafood	Total New Products
Asda	0	13	0	13
Iceland	0	0	5	5
Morrisons	2	0	0	2
M&S	0	11	0	11
Ocado	3	2	0	5
Sainsburys	0	2	0	2
Tesco	0	2	0	2
Waitrose	0	5	0	5
Total New Products	5	35	5	45

Asda New Products

Online observations 12/04/2023



Chilled (13)



Iceland New Products

Online observations 12/04/2023

Iceland

Frozen (5)

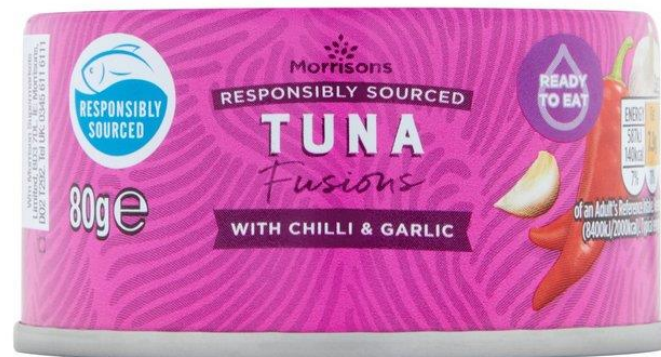


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Morrison's New Products

Online observations 12/04/2023

Ambient (2)



M&S New Products

Online observations 12/04/2023

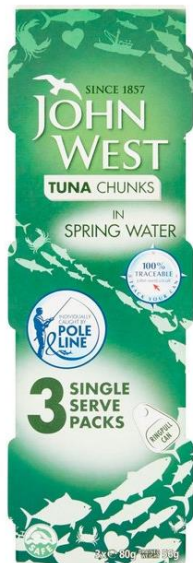
Chilled (11)



Ocado New Products

Online observations 12/04/2023

Ambient (3)



Chilled (2)



Sainsbury's New Products

Online observations 12/04/2023

Sainsbury's

Chilled (2)



Tesco New Products

Online observations 12/04/2023



Chilled (2)



Waitrose New Products

Online observations 12/04/2023

Waitrose

Chilled (5)



Thank you

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