



# Online Retail Observations

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10th February 2023



# Agenda

Online retailer observations on 10<sup>th</sup> February 2023



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# New product observation summary



Retailer	Ambient Seafood	Chilled Seafood	Frozen Seafood	Total New Products
Iceland	0	0	3	3
Morrisons	6	7	0	14
M&S	0	14	1	15
Ocado	5	8	0	13
Sainsburys	5	2	0	7
Tesco	0	1	0	1
Total New Products	16	32	4	52

# Iceland New Products

## Online observations 10/02/2023

Iceland

Frozen (3)



# Morrison's New Products

## Online observations 10/02/2023

### Ambient (6)



### Chilled (7)

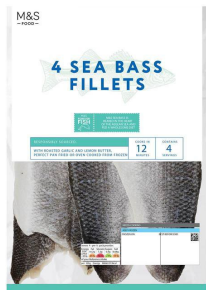


# M&S New Products

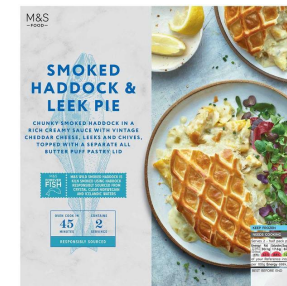
## Online observations 10/02/2023



### Frozen (1)



### Chilled (14)



# Ocado New Products

## Online observations 10/02/2023



### Ambient (5)



### Chilled (8)



# Sainsburys New Products

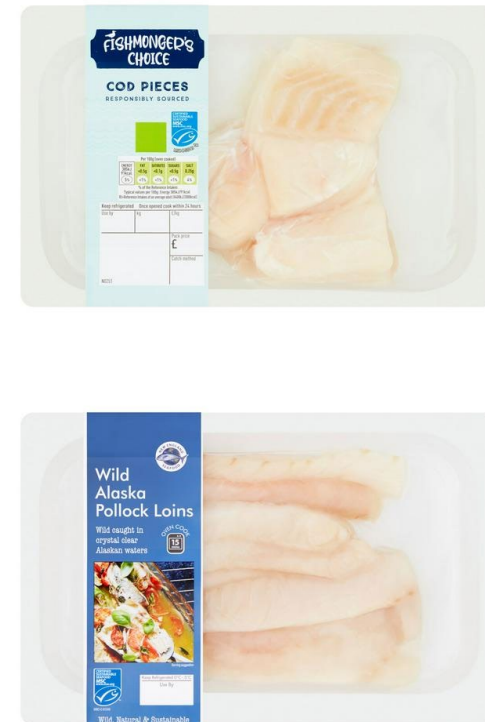
## Online observations 10/02/2023

Sainsbury's

### Ambient (5)



### Chilled (2)



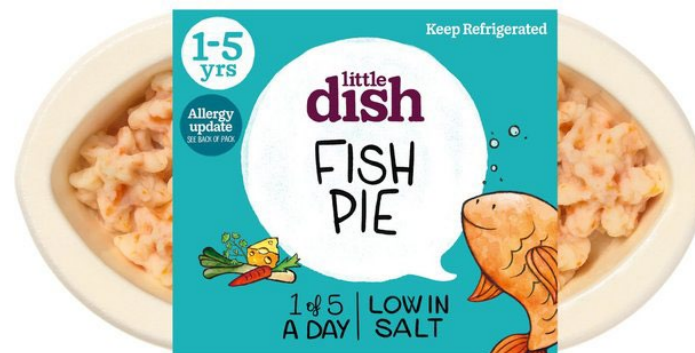


# Tesco New Products

## Online observations 10/02/2023



Chilled (1)



# Thank you

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