



# Supermarkets in the United Kingdom

March 2024

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## Supermarkets in the United Kingdom - Category analysis

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#### 2023 DEVELOPMENTS

Supermarkets repeats negative sales performance in 2023

The impact of HFSS legislation in 2023

Waitrose announces major revamp of its supermarkets

#### PROSPECTS AND OPPORTUNITIES

Stagnant value growth for supermarkets expected over the forecast period

Iceland set to search for ways to increase footfall after a busy 2023

Some players set to further diversify, while others are likely to forge ahead with investment in supermarkets

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