



# Tesco Portfolio



media sheet



## About Tesco

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As the UK's largest and best-known supermarket; Tesco serves millions of customers every week. With over 3,000 stores in the UK Tesco's market share is c.27% of the grocery market.

87% of UK shoppers visit Tesco at least once per year with the average Tesco shopper visiting 76 times per year.

With over 700 participating stores available for retail pop-up or promotional marketing events, Tesco is the perfect location to directly interact with consumers to get your brand message across.

### **Internal Promotions**

Designated retail pop-up and promotional spaces are available inside the entrance or exit areas of Tesco stores; these are high footfall locations and offer the perfect opportunity for lead generation and customer acquisition.

### **External promotions**

Working particularly well for larger experiential or vehicle based events, external promotions are allocated four car parking bays as close to the Tesco store entrance as possible.

The hard standing paved area may also be available in some locations. This space is directly outside of the Tesco entrance or exit doors and is used by a huge variety of industries.



## Store Descriptions

### Tesco Extra

Tesco Extra shops are larger, mainly out-of-town hypermarkets that stock nearly all of Tesco's product ranges, although some are in the heart of town centres and inner-city locations. The largest shop in England by floor space is Tesco Extra in Walkden, with 17,230 square metres (185,500 sq ft) of floorspace.

In common with other towns, such as Warrington, the St Helens shop, which at 13,000 m<sup>2</sup> (140,000 sq ft) is one of the biggest in England, was developed on the same site as the town's new rugby league stadium.

There are currently 252 Tesco Extra stores to choose from.

### Tesco Superstores

Tesco Superstores are standard large supermarkets, stocking groceries and a much smaller range of non-food goods than Extra hypermarkets. The shops have always been branded as 'Tesco', but a new shop in Liverpool was the first to use the format brand 'Tesco Superstore' above the door.

There are currently 479 Tesco Superstores in the UK.



# Contact Us



For more details or to book a promotional space at Tesco Superstore or Tesco Extra please get in touch.  
Call Access Point on **01704 544999** or email **hello@apuk.net**



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