

Tesco Stores

MEDIA SHEET

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.

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.



To book a promotional space at any Tesco store please get in touch.
Call Access Point on **01704 544999**, email **hello@apuk.net** or visit **www.apuk.net**

Tesco Stores

Tesco Extra - Tesco Extra shops are larger, mainly out-of-town supermarkets that stock nearly all of Tesco's product ranges, although some are in the heart of town centres and inner-city locations.

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 supermarkets.

There are currently 479 Tesco Superstores in the UK.

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.

If you would like to find out more about your nearest Tesco store you can also take a look at our [venue locator](#).



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