Tesco Case Study: How Tesco Became the UK's Largest Retailer
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Introduction

In 1995, Tesco overtook Sainsbury’s to become the UK’s largest retailer. Since that time the company has gone from strength to strength, widening its lead year-on-year. This case study examines the factors that have led to the growth of the company as the UK’s number one retailer.

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Highlights

In 1995, Tesco became the first supermarket to introduce a unique loyalty card, the Tesco Clubcard. This has been central to the rise of Tesco as the number one UK retailer. In 1995, the same year the Clubcard was introduced, Tesco overtook Sainsbury's to become the market-leading supermarket in the UK.

Tesco’s grocery product brands tend to center around a three-tier branding system, which includes its Value, Tesco, and Finest own brands. In this way the company strategically appeals to a mass market.

Your key questions answered

* What factors led to Tesco becoming the number one UK retailer?
* What is Tesco's marketing strategy?

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