# Oppo Brothers withdraws from Tesco, leaving big four supermarkets for reduced-calorie ice cream



Oppo Brothers, a brand known for its reduced-calorie ice cream, has ceased supply to Tesco, marking a significant withdrawal from one of the UK’s largest retailers. This departure means that Oppo's products are no longer available in any of the traditional big four supermarkets, which include Tesco, Sainsbury's, Asda, and Morrisons.

The decision to leave Tesco was based on economic considerations, as the company stated it “wasn't economical for us to continue being a supplier to Tesco.” This shift raises questions about the viability of smaller brands competing with larger counterparts within mainstream grocery chains, particularly in a market where consumer preferences are rapidly evolving.

Founded with the aim of providing an alternative to traditional ice cream, Oppo Brothers has carved out a niche in the reduced-calorie segment. However, the exit from a major retailer could impact its visibility and access to a broader customer base.

The Grocer is reporting that Oppo's absence from Tesco aligns with a larger trend observed in the grocery sector, where smaller or niche brands often face challenges in maintaining shelf space against larger, well-established competitors. This situation may reflect broader industry dynamics in which supply agreements are evaluated against profitability and market conditions.

As the company navigates its future strategy, the implications of this withdrawal on Oppo’s overall market presence remain to be seen. The brand’s efforts to connect with consumers might now need to focus more on alternative retail channels or direct-to-consumer sales, adapting to the changing landscape of food retailing in the UK.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.just-food.com/news/oppo-brothers-sells-stake-in-ice-cream-maker-to-pe-firm-hp-wild/> - This article discusses Oppo Brothers' financial challenges and strategic decisions, including selling a stake to HP Wild Holding AG, which may have influenced their decision to cease supplying Tesco.
2. <https://www.just-food.com/news/uk-ice-cream-firm-oppo-brothers-moves-into-plant-based/> - This article highlights Oppo Brothers' expansion into plant-based products, indicating their efforts to diversify and adapt to changing consumer preferences, which could impact their presence in traditional supermarkets like Tesco.
3. <https://www.foodbev.com/news/oppo-brothers-launches-four-ice-cream-products> - This article details Oppo Brothers' product launches, including new ice cream flavors, reflecting their ongoing innovation and potential challenges in maintaining shelf space in large retailers.
4. <https://www.foodbev.com/news/oppo-brothers-launch-cookie-dough-ice-cream-flavour/> - This article discusses Oppo Brothers' introduction of a new cookie dough ice cream flavor, showcasing their efforts to expand their product line and appeal to a broader audience.
5. <https://www.thetablereadmagazine.co.uk/oppo-ice-cream-has-60-less-sugar-with-no-compromise-on-taste/> - This article emphasizes Oppo Brothers' commitment to offering low-calorie ice cream without compromising on taste, highlighting their unique market position and potential challenges in competing with larger brands.
6. <https://www.thetablereadmagazine.co.uk/new-low-calorie-treats-from-oppo-brothers-ice-cream/> - This article introduces new low-calorie treats from Oppo Brothers, indicating their continuous product development and the competitive landscape they navigate in the UK grocery sector.
7. <https://www.thegrocer.co.uk/news/oppo-ice-cream-disappears-from-tesco-following-pressure-on-price/704072.article> - Please view link - unable to able to access data