# Challenges and Controversies in the UK Business Landscape of 2024



Publicans are urging the Co-op to retract a TV commercial promoting its beer and pizza deal for viewers of the Euro 2024 football tournament, instead of watching in pubs, citing it as detrimental to their businesses.

UK electricity prices were significantly higher than those in France and Spain during the spring of 2024, leading UK Steel to express concerns about the impact on the country's transition to greener technology. UK companies paid nearly £66 per megawatt-hour for wholesale electricity, more than double the rates in France and Spain.

British Gas has increased its filing of winding-up petitions against small businesses, with 111 cases in 2023 and 60 more in the first half of 2024, up from 38 in 2022 and 13 in 2021, indicating potential financial strain on sectors such as restaurants and care homes.

Tata Steel has decommissioned one of the two blast furnaces at its Port Talbot plant in South Wales, a move driven by its restructuring program aimed at reducing losses. The second blast furnace is slated for closure in September, as the company shifts to greener production methods.

KKR and CVC are leading in bids for B&B Hotels, offering over €3 billion. The hotel's owner, Goldman Sachs, has received proposals ranging from €3.2 billion to €3.3 billion.

Hyundai Steel and POSCO Holdings are experiencing increased greenhouse gas emissions, despite pledging to transition to low-carbon production systems. Hyundai Steel’s emissions rose to 29.27 million tons in 2022, while POSCO's emissions increased to 71.97 million tons. Both companies are focusing on developing new technologies to reduce emissions by 2030.

Efforts to reduce emissions in the steel industry, which accounts for a substantial portion of carbon emissions, highlight the complexities of balancing production needs with environmental goals.