# Tesco pilots QR code initiative to enhance shopping experience



Tesco is currently piloting a significant innovation in its supermarkets as part of efforts to enhance customer experience and streamline shopping. The initiative involves replacing traditional barcodes with QR codes on a selection of 12 own-brand items, including fresh produce and meat, in around 20 per cent of its stores located in the South of England, according to Isabela De Pedro, Tesco's supply chain development and change director.

The trial aims to enrich the shopping experience by providing shoppers with a wealth of information right at their fingertips. Customers will be able to scan the QR codes to access detailed nutritional information, use-by dates, and even suggestions for alternative products, thereby improving their understanding of the items they are purchasing. Speaking at the Retail Technology Show 2025, De Pedro stated, "It’s certainly our intention to make sure the customers better understand the product."

Tesco is collaborating with ten suppliers for this initiative, which is still in its early development stages. De Pedro elaborated on the potential advantages of this shift, explaining the limitations of current packaging in conveying product information due to regulatory constraints. She highlighted that "the QR opens up the door to do all of this stuff...to talk about origin, nutritionals, health, alternatives, locally sourced stuff."

The supermarket chain's move towards QR code technology aligns with a broader trend in the retail sector, as other retailers such as Lidl are investing in innovative technology to enhance customer service. Lidl recently introduced a "Click, Reserve and Collect" scheme, showcasing the competitive landscape of supermarket retail.

This initiative follows Tesco’s previous efforts to reduce waste by trialling eco-friendly practices, such as replacing avocado stickers with laser-etched barcodes directly on the fruit skin. Additionally, the retailer has rolled out "menopause-friendly bays" across 93 stores in the UK, reflecting its commitment to catering to diverse customer needs.

As Tesco continues to explore technological advancements in its operations, the outcome of this QR code trial could significantly influence the future of shopping experiences in its outlets across the UK.

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

## References

* <https://www.grocerygazette.co.uk/2024/06/27/tesco-pack-scannable-qr-codes/> - Corroborates Tesco's initiative to replace barcodes with QR codes, enhancing customer experience by providing detailed product information and aligning with GS1's 'second barcode revolution' efforts.
* <https://www.grocerygazette.co.uk/2025/04/04/tesco-qr-codes-barcodes-ditch/> - Supports the ongoing trial of QR codes on Tesco's packaging, specifically mentioning the inclusion of 12 own-brand items across stores in the South of England.
* <https://www.thegrocer.co.uk/news/tesco-to-pilot-checkout-scannable-on-pack-qr-codes-in-second-barcode-revolution/692777.article> - Details Tesco's partnership with GS1 to develop QR codes that can be scanned both by smartphones and at checkout, enhancing product information and tracking capabilities.
* <https://www.noahwire.com> - This URL would ideally provide the original article information but is not a specific source for the claims mentioned.
* <https://www.grocerygazette.co.uk/2025/04/04/tesco-qr-codes-barcodes-ditch/> - Mentions Tesco's collaboration with suppliers and emphasizes the role of QR codes in overcoming the limitations of traditional packaging regarding product information.
* <https://www.thegrocer.co.uk/news/tesco-continues-trial-of-laser-etched-bar-code/692544.article> - This article would ideally detail Tesco's trial with laser-etched barcodes as part of its efforts to reduce waste but was not found in the search results.