# Tesco trials QR codes to enhance shopping experience



Tesco, the British supermarket chain, is currently trialling an innovative initiative aimed at enhancing the customer shopping experience. This pilot project involves the introduction of QR codes to replace traditional barcodes on a selection of its own-brand fresh produce and meat items, which forms part of its larger digital modernisation efforts.

The trial, which involves collaboration with 10 suppliers and is active in approximately 20 per cent of Tesco's stores located in the South of England, will see 12 items featuring these new QR codes. Customers can scan these codes using their mobile phones, allowing them to access a wealth of information directly related to the products they are purchasing. Features promised include detailed nutritional details, product expiration guidelines, and alternative product recommendations.

Isabela De Pedro, Tesco’s supply chain development and change director, elaborated on the project during her remarks at the Retail Technology Show 2025. She stated, "It’s certainly our intention to make sure the customers better understand the product." De Pedro underscored the limitations of existing packaging, which often prioritises regulatory information over comprehensive details such as product origin and health considerations. According to her, "The QR opens up the door to do all of this stuff...to talk about origin, nutritionals, health, alternatives, locally sourced stuff."

The introduction of QR codes marks a significant shift in how Tesco is approaching product information, potentially enhancing consumer understanding and engagement. The trial follows Tesco's previous initiative to replace traditional stickers on avocados with laser-etched barcodes, part of an ongoing effort to reduce waste within its operations.

Tesco is not the only supermarket exploring innovative technology, as competitors like Lidl recently unveiled their own initiatives, such as the "Click, Reserve and Collect" scheme. The trial of QR codes represents Tesco’s commitment to modernising the shopping experience, while also aligning with broader trends within the retail sector.

This development comes amidst Tesco’s continued efforts to advance sustainability and customer convenience, illustrated by its recent introduction of "menopause-friendly bays" across 93 UK stores. Newsquest has reached out to Tesco for further comments regarding this trial.

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

## References

* <https://www.grocerygazette.co.uk/2025/04/04/tesco-qr-codes-barcodes-ditch/> - This URL corroborates Tesco's trial of using QR codes to replace traditional barcodes, highlighting its collaboration with suppliers and the provision of detailed product information to customers.
* <https://www.retailgazette.co.uk/blog/2025/04/tesco-qr-codes/> - This article supports the details of Tesco's QR code trial, including the involvement of 10 suppliers and the coverage across about 20% of stores in South England.
* <https://www.ground.news/article/tesco-progressing-shift-from-away-barcodes> - This news article provides further details on Tesco's shift towards QR codes, which aligns with its broader digital innovation and sustainability efforts.
* <https://www.noahwire.com> - This is mentioned as a source but lacks specific content supporting the claims. Alternatively, more relevant sources are preferred.
* <https://www.tesco.com/contact/update-on-our-sustainability-work> - While not directly linked in the search results, Tesco's official sustainability updates often discuss innovations like waste reduction and customer convenience enhancements, which align with their QR code trial.
* <https://www.lidl.co.uk/click-reserve-collect> - This URL from Lidl supports the broader trend in the retail sector towards technological innovation, as mentioned with Lidl's 'Click, Reserve and Collect' scheme.