



QR transition Tesco case study

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27 May 2026



The next generation of barcodes

1974



2026

GS1®



(01)05060243860040



Not all QR codes are created equal

QR Code



- ✓ Links to a web page

<https://www.gs1.org>

QR code powered by GS1

GS1®



(01)05012345000008

- ✓ Holds offline information (GTIN)
- ✓ Can link to multiple web pages
- ✓ Can be dynamically updated
- ✓ Goes BEEP at the till

<https://id.gs1.org/01/05012345000008>

Transition timelines

In the next three years we expect majority of retailers to be capable of reading and processing a defined set of 2D barcodes with GS1 standards at the point of sale, in addition to existing linear barcodes.



Now

- Biggest UK retailer scanning QR nationwide
- Majority of retailers looking into the capability
- Scaling of retail pilots



2024 - 2025

- Scanning tests and landscape readiness
- Small scale retail pilots



2027 - 2037

- Growing number of retailers able to scan QR at POS
- Brands scale adoption of QR
- Eventual phase out of the barcode

One smarter scan, many possibilities



QR codes in action



Making vital consumer information **accessible** to blind and partially sighted consumers.



Keeping allergy sufferers **informed and protected** through access to detailed product information.



Using **first party scan data** to power a targeted media activation campaign **boosting ROI by 30%**



Better visibility of **inventory by date code** to reduce risk of fined and prevent food waste



Global first movers



Tesco and QR

Tesco's road to QR

**Technology upgrade
to support QR codes**



**Conducted cross-
category trials**



**Scaling across
multiple products
and categories**



Business and regulatory drivers



Business priorities

- Food waste targets
- Net zero targets
- Healthy eating programmes
- Brand positioning



Current regulation

- The Food Safety Act 1990
- The Food Safety and Hygiene (England) Regulation 2013



Future regulation

- National food strategy
- Food Data Transparency Partnership
- Ecolabeling for nutrition & ESG

Why is it important to Tesco?

- ✓ Food waste prevention
- ✓ Store process simplification
- ✓ Regulatory compliance
- ✓ Consumer engagement



What does good look like

- ✓ High quality QR codes
- ✓ Accurate additional data
- ✓ Consistent
- ✓ Maintain production line speed
- ✓ **Beep at the tills**



Tesco's journey so far

- Small-scale pilot on three SKUs in 99 stores (Oct 2024)
- Data used to build an internal business case (Dec 2024)
- Pilot extended to a further 12 SKUs in 170 stores (March 2025)
- Two SKUs went national (End of May 2025)
- **Now** 34 SKUs nationally of which 31 are QR only (14 MFP, 4 Produce, 14 Horticulture)
- Targeting 200+ products by end of 2027



Benefits

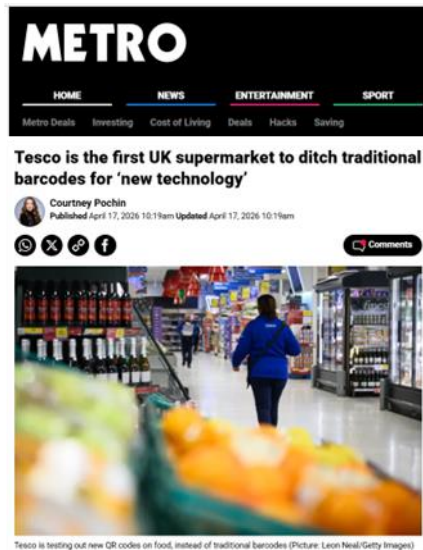
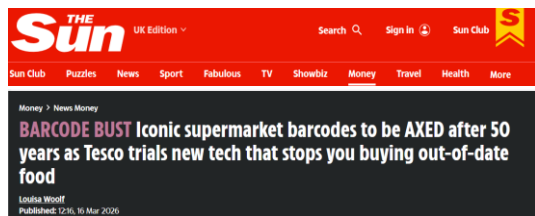
- Use of QR codes powered by GS1 restricts the sale of out-of-date products
- Reduces waste and facilitates smarter procurement
- Moving to use of QR codes powered by GS1 on check weight products, reduction stickers and shelf edge labels
- Generated substantial media coverage, highlighting their proactive approach to technology and food waste

“As well as improving the customer experience and unlocking new supply chain value, we are testing how QR codes can help Tesco with issues including traceability, compliance, sustainability and shelf-edge communication.”

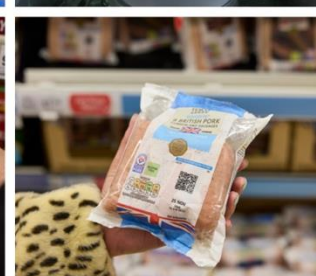
Isabela De Pedro
Supply chain development & change director



Tesco's progress makes headlines



380+ pieces of coverage
1.4bn combined reach





Thank you

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