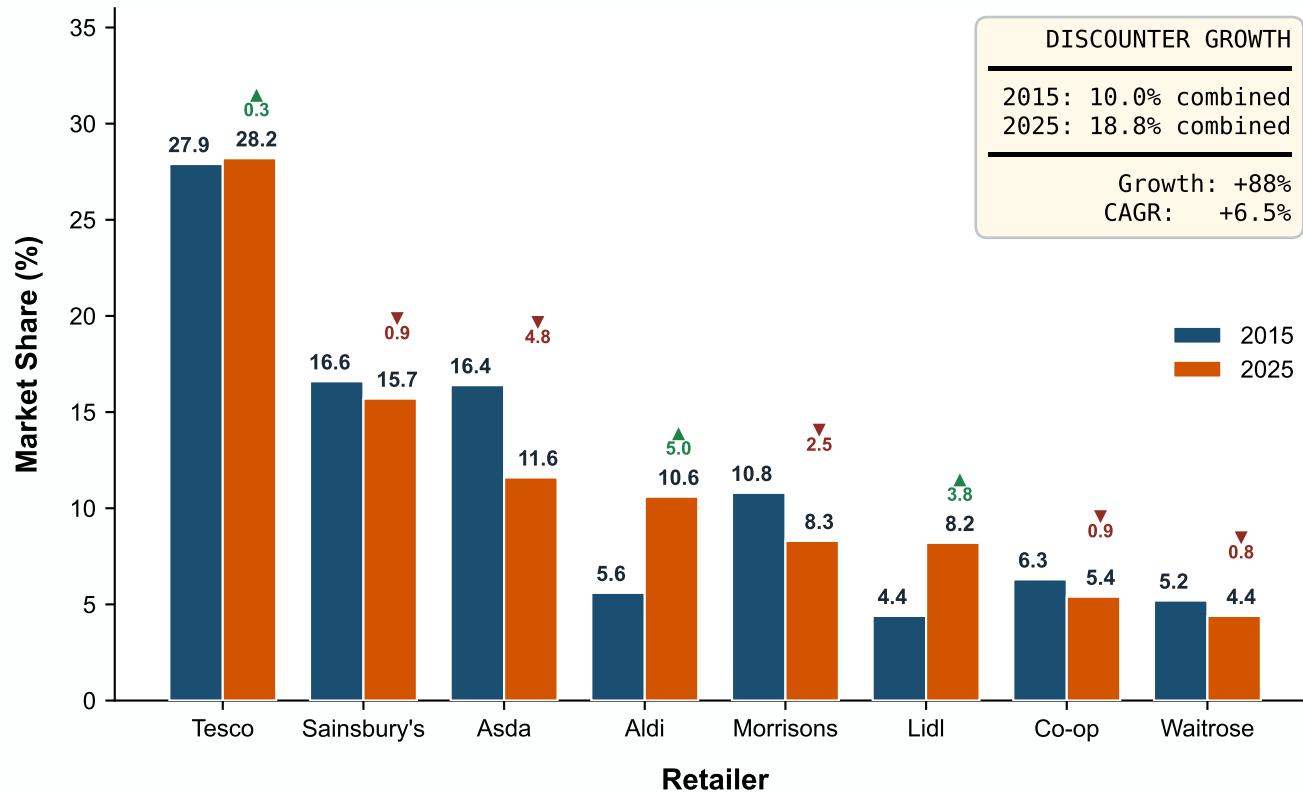


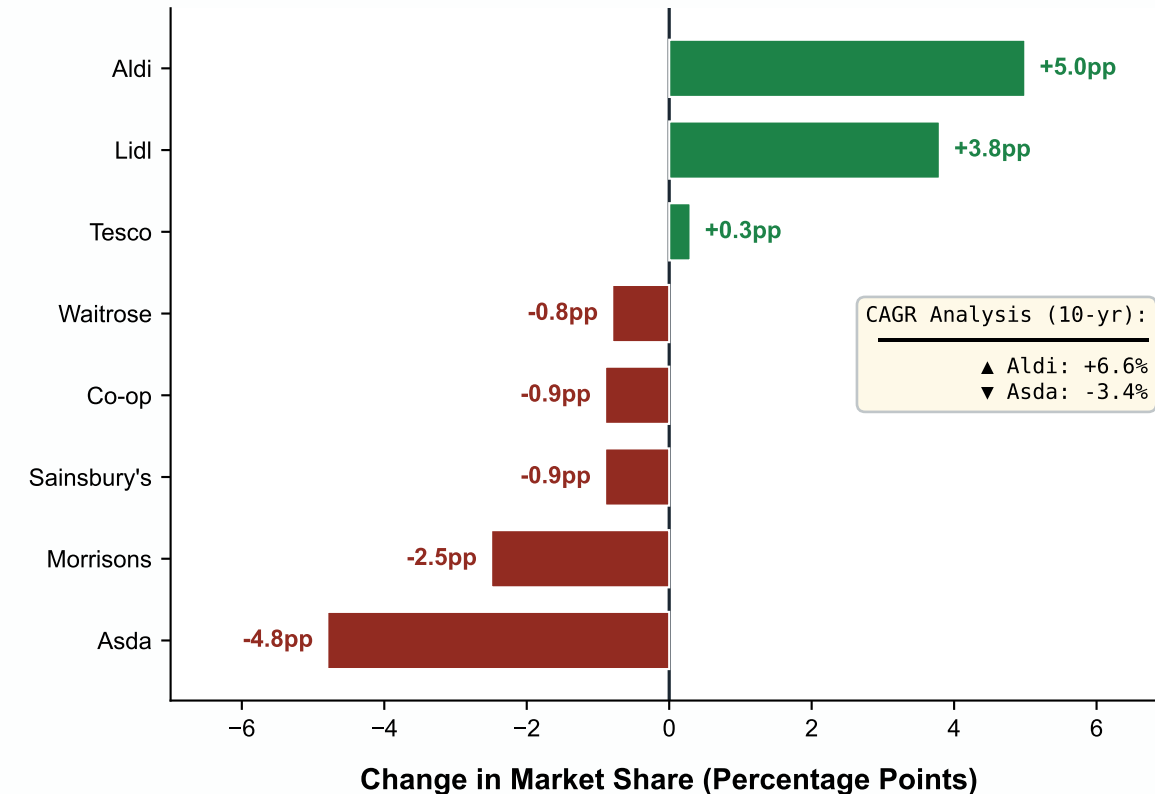
Figure 1.1: UK Grocery Market Structural Transformation (2015–2025)

Analysis of competitive dynamics, market concentration, and category evolution

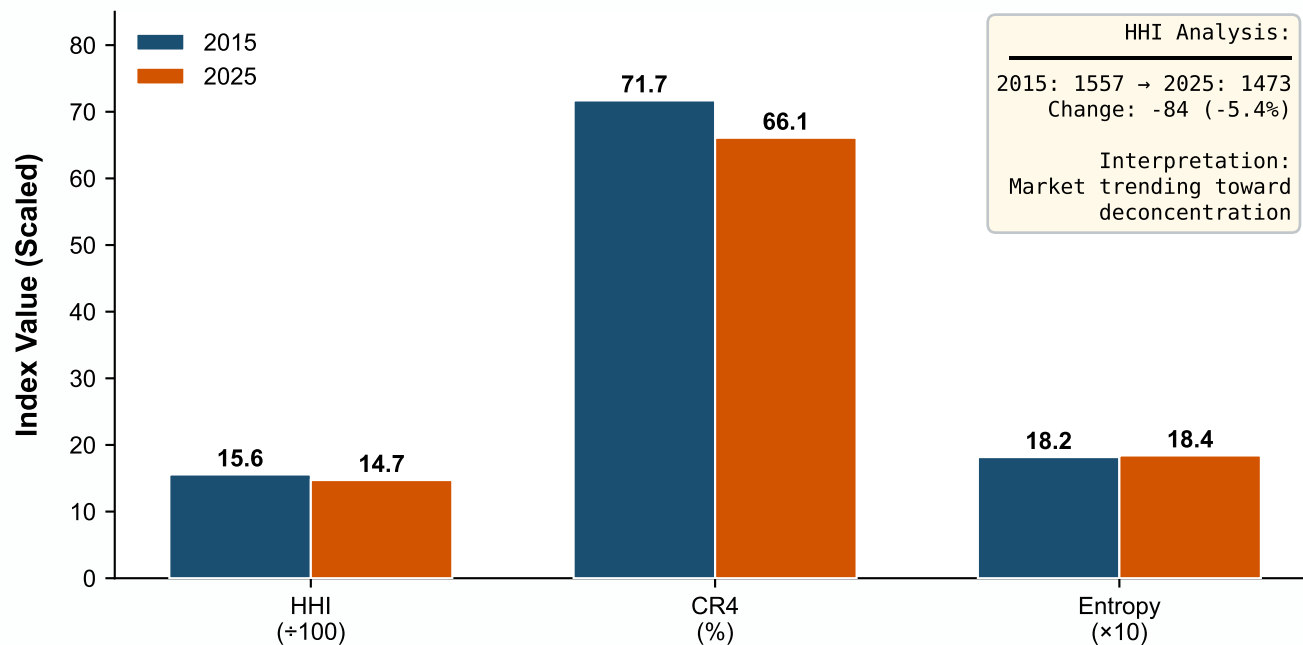
(a) Market Share Comparison by Retailer



(b) Market Share Change (2015 → 2025)



(c) Market Concentration Metrics



(d) Category Evolution

