

# Food retailing responses to the global crisis: the example of UK



The 7<sup>th</sup> SARD Workshop

## **Economic Recession and Retail Internationalization**

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# In recession do retailers lead consumers or do consumers force retailers to respond?



What are the main areas where retailers change their activity in a recession?

1. Branding
2. Format
3. Promotion
4. Supply chain

Consider what recession related changes have taken place in UK food retail sector – are these replicated elsewhere?