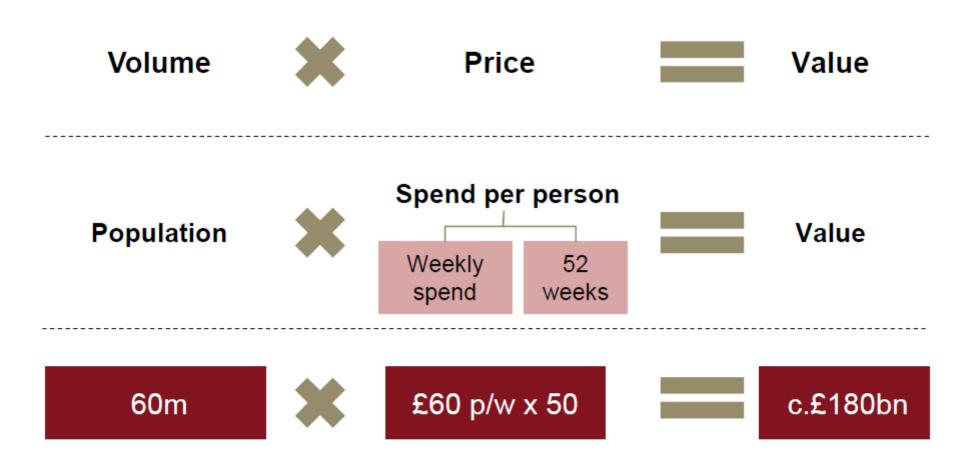
Question 1: Market sizing

Estimate the size (by value) of the UK grocery retail market



Strategy& | PwC 23

Question 1: Model answer



Strategy& | PwC 24