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# Adobe & Tesco Enter Strategic AI Partnership to Personalise Experiences and Reward Loyalty for Tesco's Customers

- Tesco plans to use Adobe AI and agentic AI capabilities to better interpret and anticipate customers' needs for an even more personalised and helpful shopping experience
- Launch of new Tesco x Adobe Innovation Lab will see Adobe engineers work alongside Tesco's tech team to support experimentation and innovation in AI-driven personalisation
- Adobe will support Tesco's creative output with technology that rapidly produces on-brand content at scale

**LONDON, UK – 13<sup>th</sup> April 2026** — Adobe – the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms – and Tesco – one of the UK's leading grocery retailers – have today announced a strategic AI partnership to improve the shopping experience for customers with helpful, personalised prompts that offer individual recommendations, ideas and deals.

With more than 24 million Clubcard households, Tesco has established one of the largest loyalty and reward schemes in UK retail, with millions of customers receiving personalised and timely offers, product recommendations and recipe ideas.

Through its partnership with Adobe, utilising its AI and creative technologies, Tesco aims to accelerate the personal engagement and service it offers customers. Using technology like Adobe's agentic AI capabilities and Adobe Firefly Foundry, Tesco's personalisation and AI teams will be able to use its customer intelligence responsibly to help it to better anticipate customers' needs, in order to serve up cutting-edge, personalised content, offers and experiences across its digital channels.

Becky Brock, Tesco Group Customer Digital Transformation Director, said: "At Tesco, we want customers to feel that the more they use their Clubcard, the more use it is to them. Working with Adobe, we can be even more responsive to the needs of shoppers. We can act in the moment, getting the right messages, savings or ideas to the right customers, just when they need them. Our focus is always on finding ways to surprise and delight our customers, and the partnership with Adobe gives us more ways to do that - using AI to benefit our customers with shopping experiences that are genuinely personalised, convenient and helpful."

Nathan Hancock, Vice President and Managing Director, UK, Ireland, Middle East and Africa, Adobe, commented: "The combination of Tesco's unmatched customer relationships and Adobe's AI capabilities is a genuine step-change for modern retail personalisation. Few retailers anywhere in the world have built the depth of trust and knowledge that Tesco has — and together, we can connect

that foundation with AI-powered solutions that deliver smarter journeys and more personal customer experiences at an unprecedented scale.”

### **The Tesco x Adobe Innovation Lab**

Making this next generation of retail experience possible will be the new Tesco x Adobe Innovation Lab, a co-innovation model, which will bring together the best of Tesco’s extensive own in-house technology and expertise with Adobe’s leading capabilities in AI.

Adobe engineers will work directly alongside Tesco personalisation and AI teams, bringing together world-class retail customer, technology and AI expertise and world-class customer experience technology for a single, unified mission.

The strategic partnership aims to make Tesco’s Clubcard offers feel even more relevant and useful to individual customers, and that interactions with Tesco – whether in store, online, or on the app – reflects the quality and trust the brand has built over the past century.

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