

TESCO FLOURISH HOME CULTIVATOR

NEW BRAND DEVELOPMENT

Tesco Flourish introduces a smart Home Food Cultivation device that allows customers to grow herbs, greens and micro-vegetables at home with zero expertise. It expands Tesco’s wellness and sustainable-living portfolio, offering fresh, pesticide-free produce directly from the kitchen (Adeola, Hinson and Sakkthivel, 2022). The brand positions Tesco as an innovator in affordable home food technology.

HOW IS THE NEW BRAND ALIGNING WITH CUSTOMER TRENDS?

Flourish responds to rising demand for healthier eating, cost-saving home food production, and sustainable lifestyles. Consumers are seeking freshness, transparency, and eco-friendly solutions (Happonen et al., 2022). The product supports the “grow-your-own” trend, reduces food waste, and aligns with smart-home adoption. It matches Tesco’s strategy of helping customers live healthier, budget-friendly lives.



HOW IS THE NEW BRAND ALIGNING WITH CUSTOMER TRENDS?

- Lifestyle:** Health-conscious adults, eco-friendly households
- Demographic:** 25–45 urban professionals, young families
- Behavioural:** Smart-home users, convenience seekers (Adeola, Hinson and Sakkthivel, 2022)
- Geographic:** UK urban & suburban consumers with limited garden space

MARKETING MIX

- Product:** Compact smart cultivator with LED growth system, auto-watering, seed pods, and Tesco app integration. Designed for freshness, ease of use, and sustainability (Yu et al., 2025).
- Promotion:** Digital campaigns on Instagram/TikTok, in-store demos, influencer partnerships, and “Grow at Home Challenge” to drive engagement and trial.

CONCLUSION

Tesco Flourish positions the company at the centre of affordable home-grown nutrition. It links sustainability, smart technology, and fresh food access—enhancing customer value while strengthening Tesco’s brand differentiation (Yu et al., 2025).

REFERENCE

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