

Waitrose uses AI to drive food innovation

What is it?

Waitrose is using artificial intelligence (AI) to complement its own data for food innovation, including the development of its new own-brand Japanese-inspired food range Japan Menyū.

Why does it matter?

Working with AI platform Tastewise, Waitrose was able to complement its own customer data with analytics and insights from across the food and drinks industry, including search trends and discussions on social media, to develop food that consumers really want.

Strategic implications:

Retailers will increasingly use next-level, AI-derived insights to identify future trends and edge ahead of the competition by creating data-informed, in-demand products and services.

STEPIC drivers/winning strategies:

AI powers next stage of retail
Innovation and ingenuity



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"From the trends that our team has seen and the data that's been gathered, we know that our customers are looking to expand their dining options even further and already enjoy delicious Japanese food."

Zoe Simons, senior development chef, Waitrose

