Co-op Partner Q&A

Listings & Range Opportunities

We are struggling to gain traction with bespoke listings. Any advice?

We recommend discussing opportunities with your Co-op buying contact. While smaller-scale trials can sometimes be appropriate, suppliers should work through established listing processes to ensure products are assessed consistently and have the best opportunity for success.

How do suppliers access ranging opportunities across the wider Co-op network?

For nationally distributed products, suppliers should discuss opportunities with their relevant Co-op buying contact. Local sourcing opportunities may also exist in certain circumstances and can be discussed directly with the relevant teams.

Are suppliers allowed to contact buyers to develop mutual growth plans?

Absolutely. We encourage open and constructive conversations with buying teams to explore opportunities for growth, innovation and category development.

Promotions & Member Activity

Do Co-op societies run member deals?

Member-focused promotional activity may be available across different parts of the Co-op network. Suppliers interested in exploring such opportunities should discuss proposals with their Co-op buying contact.

Communications & Engagement

What is the best way to communicate with the relevant Co-op teams?

The most effective route is through your existing Co-op contact, who can help direct your enquiry to the appropriate team where required.

How can suppliers get in touch with teams supporting the wider Co-op network?

Your category or buying contact remains the best starting point and can advise on the most appropriate route for specific enquiries.

In-Store Activation & Media

How can we activate activity in stores? Should this be through the Co-op Media Network?

The Co-op Media Network provides opportunities for brands to engage shoppers through a range of channels. The availability of activation opportunities may vary across different parts of the Co-op network, so suppliers should discuss their objectives with the relevant Co-op contact.

Data & Insights

We heard there are plans to improve data accessibility. When can we expect to see this?

We are continually exploring ways to enhance the insight and information available to colleagues and supplier partners. We will share updates as future developments are confirmed.

Partner Priorities

What is Co-op's number one priority for partners?

Our priority is to build strong, collaborative partnerships that create long-term mutual growth while delivering value for customers and members. This includes focusing on great availability, relevant ranges, innovation and customer outcomes.

What are the biggest challenges facing partners?

Like the wider retail sector, partners continue to navigate a dynamic operating environment shaped by changing consumer behaviour, cost pressures and market competition. Success comes from close collaboration, agility and a shared focus on meeting customer needs.

Disclaimer

This document has been prepared to summarise questions raised during the IGD 2026 Supplier Session. The answers provided are for information purposes only and represent indicative guidance at the time of publication. Nothing within this document should be interpreted as a commitment to list products, agree commercial proposals, provide access to specific opportunities, or implement future initiatives. Co-op reserves the right to review, amend or withdraw processes, requirements and approaches as business needs evolve. Suppliers

should discuss any specific opportunities or commercial matters directly with their Co-op contact.