

Tech giant retreats from physical retail amid strategic shift

Amazon has announced plans to close all of its Amazon Fresh grocery stores across the United Kingdom, marking a significant pullback from its physical retail ambitions in the region. The decision affects more than a dozen locations, including flagship stores in London.

The company cited a strategic refocus on its core e-commerce and delivery services, noting that customer demand for in-person grocery shopping did not meet expectations. Employees will be offered redeployment opportunities within Amazon's UK operations.

Retail analysts say the move reflects broader challenges facing tech-driven grocery formats in competitive urban markets.

"Amazon's exit signals a recalibration of retail priorities — digital remains dominant," said retail strategist Fiona Clarke.