

M&S to offer food products online in 150 countries

Marks & Spencer has made its products available in over 150 countries for the first time via British Corner Shop, an online supermarket for expats.

The retailer said that more than 800 products would be made available to customers from the US to Australia, with delivery times ranging from one to three days.

Since the onset of the pandemic, M&S has stepped up store closures after being driven to a £201m loss.

The company has also accelerated larger plans to expand its food division and drive online sales growth via collaborations with third-party platforms.

“Our mission is to deliver efficient and low-cost ways to sell the best of M&S to the world, and by partnering with British Corner Shop we’re able to instantly offer the best of M&S food to millions more customers,” said Paul Friston, managing director of M&S International.

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British Corner Shop, which has operated since 1999 selling items like Marmite and Heinz Baked Beans to Brits living overseas, said it had seen a surge in demand for its products since global travel restrictions came in to place last year.

The launch is part of a push by M&S to accelerate international growth through online shopping, and follows its recent expansion of its clothing and home ranges to customers in over 100 different markets.

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In May, the group committed to more than doubling online retail sales by working with partners and expanding the reach of M&S to new online markets,

“British Corner Shop connects quality British brands to customers worldwide, which is why partnering with M&S, one of the most iconic British brands, is a perfect fit for both parties,” said Mark Callaghan, managing director of British Corner Shop.