

Holland & Barrett x EMMA AI

Automated energy management across a large retail estate



Holland & Barrett is one of the UK's most recognised health and wellness brands, operating 800+ stores alongside a strong digital offer.



Overview

Holland & Barrett is working to cut energy costs and strengthen its sustainability commitments across a large and diverse estate. The aim was to introduce automated detection of energy waste at scale and target more than £500k in annual savings, while giving the team clearer data for compliance and future investment planning.



Why EMMA AI

EMMA AI provides real-time insight and identifies energy-saving opportunities with no capex, making it a strong fit for a large retail estate.



01 Initial data analysis

One year of half-hourly data was analysed, revealing savings potential across the estate.



02 Implementation pilot

A 3-month pilot across 193 stores demonstrated proven savings and validated the projections.



03 Roll-out to full estate

Automated energy monitoring is being expanded across the Holland & Barrett estate, with further opportunity in larger sites.



What this delivered



Rapid ROI — achieved in under three months, proving immediate value.



Zero capex — software-only deployment with no new hardware required.



ESOS compliance support — automated data collection to support reporting and planning.



Actionable insights — clear recommendations helping reduce cost and carbon.



193 stores
pilot completed



Under 3 months
achieved ROI



No capex
software-only deployment

Results and next steps

Validated savings, estate-wide opportunity and future focus



Annual electricity savings: **933,130 kWh**



What the pilot proved



Savings can be identified quickly across a large retail estate.



Automated monitoring provides a clearer basis for action and prioritisation.



The pilot created confidence to scale the approach beyond the initial 193 stores.



Summary

The pilot has helped build the case for wider deployment across the Holland & Barrett estate. As the programme expands, the focus is on maintaining data quality, ensuring uninterrupted data flow and supporting store-level engagement so the full savings opportunity can be realised.



Looking ahead

EMMA AI will continue to support Holland & Barrett in refining its energy strategy, improving visibility and driving further efficiencies. The collaboration shows how data-led energy management can deliver immediate savings while supporting longer-term sustainability goals across a large retail network.

Key outcomes



Rapid ROI

Savings achieved within months.



Actionable insight

Clear recommendations drive cost and carbon reductions.



Compliance support

Automated data collection and reporting reduce manual effort.



Scalable model

Proven results pave the way for estate-wide rollout.

