



GMB LONDON REGION

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GMB YOUR VOICE IN ASDA

July 2025

Structure Update

Dear members,

ASDA has announced a restructure of its management teams to better reflect the way modern supermarkets operate. The aim is to streamline leadership, reduce role overlap, and improve efficiency across stores. These changes are designed to give managers and team leaders more clarity, better support during key trading hours, and stronger development opportunities.

While change can be challenging, this restructure also brings investment in leadership training, clearer career pathways, and new roles that reflect how stores actually run day to day.

GMB is here to ensure that members are supported through every step.

Key Headlines:

- 774 Managers Promoted
- 58 new Operations Managers
- 100 Twilight Managers and 22 Night Managers being introduced
- Trading Managers will be integrated into other roles across the store
- OTMs (Online Trading Managers) reduced to 1 per store

The changes have been brutal for some of the leadership team, have created concern with others and have been beneficial for some.

The business needs to make change. Unfortunately, some of these changes are due to the need to pay back the debt leveraged on the business.

The business needs stability and needs to learn from the workers who create profits for the business.

If you are impacted by this issue and would like support or advice, or you are seeking assistance on other matters, please contact our office directly at 01603 626492, or visit our GMB Members' Support Centre at www.gmb-asda.com/support

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