I find this a nice and carefully conducted paper, and I think it will be a good contribution to the journal. I only provide a short report, which the author should not take into account to revise the paper. It can be published as it is.

This is a clear and carefully conducted analysis aiming to define the (geographic) market in retail markets in the U.K. The paper starts with a conceptual framework for identifying antitrust markets. It then provides an empirical analysis to see how sensitive consumers are with respect to price and distance to grocery stores. It uses a mixed logit model of consumer choice, and it finds that there is both observed and unobserved consumer heterogeneity. The paper concludes that in future work one may combine the estimated price elasticities with margin data, in order to implement the conceptual framework for market definition in the first part of the paper. However, even in the absence of direct information on such margin data it may be possible to accomplish this, if one uses a reasonable equilibrium model of grocery pricing to uncover the margins.