

Aldi Group in Retailing

August 2022

Table of Contents

INTRODUCTION

Scope
Executive summary

STATE OF PLAY

Top companies at a glance
Aldi Group's global footprint
Company overview
Ownership structure
Growth decomposition

EXPOSURE TO FUTURE GROWTH

Exposure to growth
Projected rankings
Aldi in the new normal: new concerns, new chances?

COMPETITIVE POSITIONING

Relative performance
Competitor overlap: Lidl remains the main competitor
Key categories and markets
A more sustainable business makes Aldi more competitive

INTERNATIONAL EXPANSION AS GROWTH DRIVER

Aldi's store-based retailing sales by region
Aldi expands in the US and the UK amidst struggles in German home market
Aldi in China: the premium German grocery retailer

ALDI BECOMING A TECHNOLOGY-DRIVEN COMPANY

E-commerce strategy
Next-generation retailing
Catching up in distribution and AI

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1)
Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/aldi-group-in-retailing/report.