

# ALDI comes out on top with the lowest prices of any national grocer and best-in-class selection.

Source: 2025 ALDI Price Leadership Report.

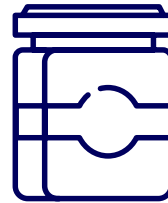
ALDI saves shoppers  
**\$8.3B**  
per year

**2:1**

From exciting products to fresh produce, shoppers say our selection **outranks the competition 2:1**



A family of four can save nearly  
**\$4,000** per year  
on groceries by switching from  
brand name to ALDI products



**76%**  
of shoppers agree  
ALDI brands are just  
as good as more  
expensive brands



Annual savings  
for a family of four.

If they typically shop competitor private label products.	<b>22%</b> \$1,869
If they typically shop comparable brand name products.	<b>36%</b> \$3,852

You can save up to  
**63%**  
on ALDI-exclusive  
products compared  
to name brands

