

ALDI Price Leadership Report 2025



Our focus: filling shoppers' carts, for less.

Over the past few years, grocery shopping has become a source of stress and frustration for many Americans. Inflation has had an undeniable impact on shoppers from coast-to-coast, with higher prices pushing everyday essentials to become out-of-budget luxuries. While periodic sales and limited time deals may have temporarily eased the burden, shoppers nationwide are still hit with sticker shock in the aisles of traditional grocery stores as they see new cost increases passed down to them.

At ALDI, the experience is much different.

The intentionally unique way ALDI runs its stores drew 19 million new shoppers into our stores the past year alone, and the number of ALDI super fans only continues to grow as more people discover the value we have to offer. Our stores are, quite literally, designed to save you money. By operating smaller locations, placing an emphasis on private labels and maintaining our famous quarter cart system, we offer award-winning quality at lower prices than the competition every day, even during economically challenging times.

To measure our progress against this mission and help chart our path as America's low-price leader, we commissioned a comprehensive cost analysis by a leading consulting firm to understand the value we're creating for our shoppers.

“We now know ALDI can save shoppers up to 36% on an average household's shopping list. For a family of four, that's nearly \$4,000 a year.”

How does this add up across the country? **In the U.S., we're saving ALDI shoppers a collective \$8.3 billion per year.**

Along the way, we've created a better shopping experience and jobs both inside and outside of our stores and facilities. We engaged Ernst & Young Quantitative Economics and Statistics Group (QUEST) to analyze the impact of ALDI on the communities we serve, and they found ALDI is contributing billions of investment dollars to growth, local economies and our network of 47,000+ employees.

We are proud of, and energized by, these findings and know there's much more work to be done. Thank you to our employees and supply partners for helping us deliver for households across the country.

For those of you who shop us today, thank you for choosing ALDI as your go-to grocer. For those of you who haven't yet experienced one of our 2,400+ stores, we can't wait to welcome you in.



Jason Hart, CEO

A handwritten signature in black ink that reads "Jason Hart". The signature is written in a cursive, flowing style.

Inflation is forcing shoppers to make sacrifices in order to stay on budget.

Persistent inflation has left consumers feeling frustrated and anxious as they stretch their budgets to make ends meet. According to a survey of shoppers, while nearly half of consumers say they are hopeful they'll be better off financially in the year ahead, many (62%) agree it's difficult to stay on budget today.

Overall, food categories have dominated areas where Americans surveyed are spending more money, and a majority (54%) said it is a challenge to save on groceries without sacrificing quality. That's where we come in.

Based on our survey,
consumers report spending:



More on
essentials



Less on
splurges



Gasoline
39%



Dining out
51%



Produce
36%



Clothing
48%



Meat
32%



Electronics
53%



Freezer
29%



Beauty
43%

Groceries

Percentages are of total survey respondents.

With the lowest prices at any national grocery store, shoppers save big at ALDI.

Whether you shop private label or brand name, you'll save at ALDI.



Annual savings for a family of four.

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

Bonus:

On any given individual item, shoppers can save up to 63% when shopping ALDI private label compared to a brand name equivalent product.

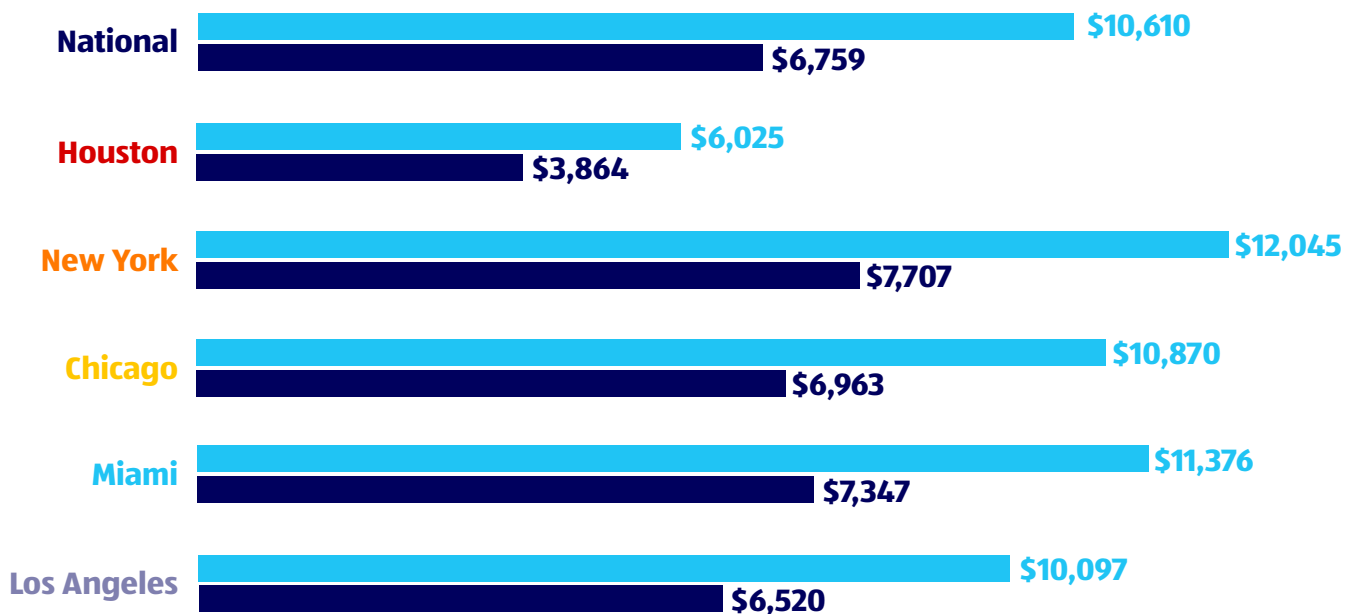
Shopping ALDI vs. brand name translates to thousands of dollars of savings, coast-to-coast.

Average annual shopping spend when buying brand name products

Average annual shopping spend when buying ALDI private label products

Note:

Savings are influenced by local demographics, cost of living, and other regional factors.

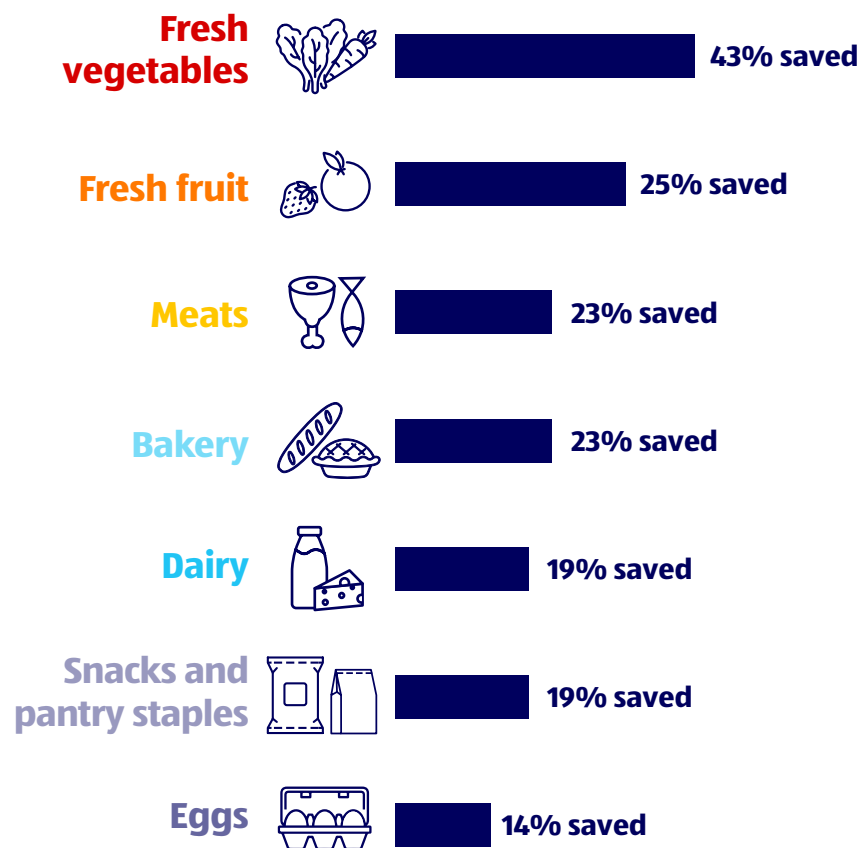


Annual savings for a family of four compared to traditional grocers.

Everyday low prices, in every aisle.

ALDI saves shoppers **\$8.3 billion per year*** – no matter what they shop for!

■ Savings when shopping ALDI private label vs. competitor private label equivalent



*Savings analysis based on 2023 ALDI customer spend.

ALDI comes out on top as best-in price, value, experience and products.



Nearly **9 in 10 (88%)** say ALDI helps them stay within budget.



With an average shopping trip of just 30 minutes, it's not surprising **77% of shoppers** say ALDI saves them time.



ALDI was **ranked #1** in having the freshest produce.



Twice the number of respondents selected ALDI for “unique and exciting products” compared to Walmart.



Compared to competitors, **most shoppers** say ALDI has the lowest everyday prices.



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

According to a survey of nearly 2,000 ALDI shoppers.

Our business makes a difference, inside and outside of our stores.

ALDI is helping more shoppers put fresh, affordable food on their table while also supporting national economic growth. According to an estimated economic impact analysis prepared by Ernst & Young QUEST, ALDI operations contributed over \$14B in U.S. GDP in 2023. By selling products people love, employing 47,000+ team members across the country and contributing to local tax revenue, ALDI helps the communities it's in thrive.

Building careers and communities, one store at a time.

Direct impact of our business.



\$9.2 billion

in direct contributions to the U.S. GDP in 2023.



47,755

team members employed across more than 2,400 stores and corporate campuses in the U.S.

Indirect impact of our business.



1:1

for every 1 ALDI job, the company supports nearly 1 additional job in other sectors of the U.S. economy, including jobs in real estate, professional services, transportation, and healthcare.



\$5.5 billion

contributed to the U.S. GDP through its supplier network and employees' discretionary and disposable spending.



Before you go...

This report isn't just another corporate document. It's a testament to our ability to challenge retail norms.

In a time when inflation is squeezing every penny out of Americans, ALDI is standing tall, offering the best prices, the freshest produce and the quickest shopping experience.

We're rewriting the rules to deliver value and create an impact that extends beyond our aisles. In our relentless pursuit of efficiency and quality, ALDI is helping more shoppers put fresh, affordable food on their tables, and supporting the growth of the economy as a result.

What's in our future? More of the same: low prices, great products and prospering communities as we set the new standard as America's first stop for groceries.



Methodology

Consumer Sentiment

The Consumer Perception survey was commissioned by ALDI and undertaken by a leading consulting firm. The consultancy developed a web survey instrument and fielded it to a panel of qualifying ALDI shoppers recruited from ZIP codes within a 5-mile radius of an ALDI store in the United States. Respondents were screened into the survey if they were over 18, performed at least half of their household's grocery shopping, and also shop at ALDI. 100% of survey respondents were ALDI shoppers. The survey collected data from 15 July 2024 to 19 July 2024 and received 1,994 usable responses.

Cost Analysis

The Cost Analysis research was commissioned by ALDI and undertaken by a leading consulting firm. The consultancy analyzed ALDI prices compared to traditional grocery competitors in five U.S. metro regions (Miami, New York, Chicago, Los Angeles, and Houston).

A basket of 70 top-selling items across multiple categories defined by the Bureau of Labor Statistics (BLS) was created to calculate ALDI shopper savings versus competitor shoppers on a percentage basis. Price differences within each region were informed by both low-cost and traditional grocer prices within those regions as well as low-cost and traditional grocer prices across the U.S. based on data availability. National percentage savings for each category were calculated as the simple average of the five metro regions' percentage savings. Total percentage savings were calculated by weighting the percentage savings within each category by that category's average regional/national expenditure value in the "Food at Home" section of the BLS's 2022 Consumer Expenditure Survey (CES). Total dollar savings were calculated by multiplying total percentage savings by the dollar expenditures indicated for each category in the CES, scaled upward to reflect the fact that the CES figures are the average across traditional grocer shoppers and low-cost grocer shoppers. Figures in this study reflect savings for a consumer unit of a family of four. Savings were calculated on the average of 2023 and 2024 July-to-date savings.

Economic Impact

The economic impact research was commissioned by ALDI and developed by Ernst & Young Quantitative Economics and Statistics Group (QUEST). Ernst & Young analyzed the impact of ALDI's employment and spending using the 2022 IMPLAN economic model of the U.S. economy.

Measures of economic contributions:

- Employment: full-time and part-time jobs in the U.S.
- Labor income: salaries, wages, and benefits related to employment
- Value added (GDP): labor income plus indirect business taxes, consumption of fixed capital (depreciation), and mixed income
- Gross economic output: sum of value-added and intermediate inputs to run operations. For a retail business, this is the margin the business has (not revenue) to run its store operations
- Tax revenue to federal, state, and local governments

"Total" economic impact is the summation of three types of impacts: (1) Direct impact: Direct impacts include ALDI employees, salaries and benefits (i.e., labor income) paid to ALDI employees, value added (GDP), economic output, and taxes generated from ALDI's expenditures to construct and operate stores in the U.S. (2) Indirect impact: The indirect economic impacts in a region are the employees, labor income, value added, output, and taxes attributable to purchases by ALDI from U.S. suppliers. The indirect contributions capture the additional input purchases from U.S. suppliers by businesses supplying the stores, thereby creating subsequent rounds of indirect effects. (3) Induced impact: The induced impacts in a region include the employment, labor income, value added, economic output, and local taxes supported through the spending by ALDI employees and supplier employees at U.S. businesses including grocery stores, restaurants, and service providers.

