

**NEW  
REPORT**

# ALDI 2016

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Retail Analysis

**UPDATED NOVEMBER 2015: 2 REPORTS**

## ALDI 2016

transforming Anglo Saxon grocery markets and achieving  
ward of growth rates all without online grocery, the verdict  
on FMCG A brands listings, adapting the model to future needs  
(EDLP versus promotions, Big Data, new store formats, sourcing)



November 2015

**INSIDE:**  
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# ALDI 2016: November 2015 Update

## Here is what's new in this November 2015 update...

This report is an update to our Aldi report from February 2015. So much has happened at Aldi's. This offer includes both reports.

### Aldi: new report decodes fresh strategic thinking

#### Convenience stores and new store models:

- A visit to the revamped convenience outlet in Kilburn - how the execution has evolved.
- Australia and Project Fresh - will this be the template for the US stores?
- Recent store visits from Australia, the UK, Germany, France included.

#### Supply chain:

- How does the discounter leverage dual and triple supply?
- Is a deal still a deal for Aldi? How are NPDs introduced at Aldi?
- Non food product sourcing and vertical integration in China paving the way for online, cutting out all middlemen - shifting the special buys to online.

#### Online:

- Outmuscling the non food online start ups through vertical integration in China and going direct to shoppers with a dedicated non food offer online.
- Will Aldi become a threat to H&M and Primark and the homeware retailers, to Dunelm, Argos and Jysk?

#### Brands:

- Reports of a slowdown in growth in Germany have been offset by growth explosions in Australia and the UK - future plans and financial data released.
- That slowdown has forced fresh thinking and the introduction of brands despite making Aldi price comparable for the first time.
- The Big Bang in Germany, 50 Top FMCG brands all listed in H2 2015, ripple effects to be felt for years to come.
- The rollout of SAP and Oracle solutions also hangs together with the introduction of more FMCG A brands.

#### Christmas:

- Apart from being highly innovative for the holiday season (with the Big 4 copying the range, packaging and even product display), Aldi knows that advertising spend buying impact now will have spillover effects post Christmas, when shoppers have to tighten their belts after the splurge.



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Nov 2015 update



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