

Aldi Group in Retailing (World)

Global Strategy | 2022-08-16 | 34 pages | Euromonitor

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Report description:

The globally active discounter chain Aldi has opened new markets in recent years and shown strong growth especially outside its home country. Despite strong competition, some of which has been established for decades, Aldi has been able to gain a presence in large markets.

In doing so, the German company is focusing on modern store concepts and testing innovative ideas like Aldi's new cashier-less concepts which offer a glimpse of what the supermarket of the future could look like.

Euromonitor International's Aldi Group in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-Based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Retailing market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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