

Discounters in Australia

Market Direction | 2023-03-15 | 36 pages | Euromonitor

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Report description:

Aldi spotted a gap in grocery retail in Australia, and entered the market with its discounters model in 2001. The company expanded rapidly. By mid-2003 it had 44 stores in New South Wales and Victoria. By 2011, it had 251 stores. By early 2013 it had more than 280, and had expanded to Canberra. By 2022 it had reached 591 outlets, and was the third largest player within grocery retailers. Its practices have influenced how other grocery retailers do business. In particular, it has forced competito...

Euromonitor International's Discounters in Australia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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