

Aldi becomes Britain's fourth-largest supermarket



Analysis
By Emma Simpson
Business correspondent

This feels like a real moment in the supermarket aisles.

Aldi and Lidl have been steadily stealing customers and growing market share driven by hundreds of new store openings. And they're still expanding, unlike their bigger rivals.

- 5 With no grocery home delivery service, the discounters didn't have a great pandemic, but they're now clearly back on form. According to Kantar, the grocery market is worth around £131bn, and both chains together have now nabbed 16% of it.

Aldi is adding more than a billion pounds of sales a year at this current rate of growth.

They don't have it all their own way though. The price gap isn't as big as it used to be.

- 10 Tesco and Sainsbury's are price matching Aldi on many key products. But in these challenging times, Aldi and Lidl are benefiting from cash-strapped shoppers trying to manage their budgets, and they are on the march again.

Mr McKevitt said: "Back at the start of the 2010s, Tesco, Sainsbury's, Asda and Morrisons together accounted for over three quarters of the sector but that traditional
15 big four is no more. The discounters have seen dramatic sales increases in recent months, bringing more and more customers through their doors."

He said Aldi had consistently been opening stores, and that 14.2 million people had shopped at the grocer in the past three months.

- 20 Aldi and Lidl have been expanding and growing their market share in the UK over the past decade. [...]