

STORE DESIGN



RETAIL MEDIA



BUYERS



PRIVATE LABEL 2.0



ALDI & LIDL 2027-2030

This week: Four changes discussed at Retail Cities' Aldi & Lidl 2027-2030 classroom in Frankfurt—and what they mean for suppliers' channel planning. It feels good!

Retail Cities Europe hosted our first full-day, in-person classroom session focused on the future direction of Aldi and Lidl in the 2027-2030 period.

Suppliers are not required to comment, just listen and ask clarifying questions, but they often share observations about changes taking place at Aldi & Lidl. I would like to take a moment to summarize four changes and their potential impact in the 2027-2030 period.

STORE DESIGN

One of the biggest changes observed was when some of us visited a new Aldi South store near the conference hotel. For the past decade, nearly every grocery discounter in Europe has added 'fresh' to their stores. When doing so, they nearly always put fresh right at the entrance. This store challenged that pattern. The layout echoes Mercadona's 'Tienda 9' approach, rethinking both the role and location of fresh. **Supplier Implications:** Rethink category adjacencies and how consumers encounter your products in the store.

RETAIL MEDIA

Another topic was the extent to which Aldi North and Aldi South—and, separately, Lidl and Kaufland—are working together in retail media, transactional e-commerce and social media. The discussion pointed to 2026 as a turning point, with shared activities being scaled back and the

businesses taking increasingly independent approaches. **Supplier Implications:** Share digital assets across markets where appropriate, while equipping each market for its customer's specific requirements.

BUYERS

Guest speaker Zoë Cox from Ashmont Consultancy provided two perspectives on how buyers' roles are changing. Zoë worked for nearly 20 years as an Aldi UK buyer and saw the transformation from 'small scale' to 'large scale' first-hand. Zoë shared her view that buyers are equipped with much better and more systematically organized information about SKUs than ever before. **Supplier Implications:** Make sure to regularly review independent product quality tests and educate yourself before meeting discount buyers.

PRIVATE LABEL 2.0

Zoë's second perspective was related to the next wave of private label development at the discounters. We call this 'Private Label 2.0'. Her view is that discounters now have the scale to selectively invest in private label that goes well beyond the basics and is designed first to move through the discounters' unique and specific supply chain. **Supplier Implications:** Work with your supply chain teams to identify and close gaps against discounters' operating requirements.

Wishing you success in 2027-2030 channel planning.

About European Retail This Week

European Retail This Week has been running on LinkedIn since 2013. The work summarizes research that I, Ray Gaul, participate in or lead. The stories are shaped by real conversations with Europe's commercial leaders and the questions they are asking. We keep participants' individual observations anonymous; named speakers are credited for their contributions. We publish the research at a high level.

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