



# Discounters in Australia

March 2024

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## Discounters in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong performance for discounters as cost of living in Australia continues to rise

Aldi aims to lead in terms of environmental sustainability

Aldi's competitiveness mostly unaffected by lack of e-commerce presence

#### PROSPECTS AND OPPORTUNITIES

Maintaining momentum after inflation eases will be key for Aldi

Potential for growth through e-commerce

Aldi looking to expand its sustainability goals with new partnerships

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Promotions drive up volume sales amid cautious spending behaviour

Sustainability is a focal point for retailers

What next for retail?

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Informal retail

Opening hours for physical retail

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Back-to-school

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