



# Discounters in Australia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling sales driven by outlet reduction, but discounters remains attractive  
Aldi is considered most affordable grocery retailer in Australia  
Aldi's Special Buys strategy is a key source of sales for the discounter

PROSPECTS AND OPPORTUNITIES

Aldi is expanding its distribution hubs in Australia to drive future growth  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/discounters-in-australia/report](http://www.euromonitor.com/discounters-in-australia/report).