



**Euromonitor  
International**

# Discounters in the US

February 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Discounters benefits from inflationary pressures in 2024

Aldi continues to dominate discounters in 2024, followed by Grocery Outlet

Acquisitions by the leaders in discounters continue

### PROSPECTS AND OPPORTUNITIES

Growth set to continue for discounters over the forecast period, but with challenges

Private label will present both opportunities and challenges over the forecast period

Partnerships with technology providers will help discounters bolster their value proposition

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Exceptionally high grocery prices in 2024 enter the political arena

China-affiliated competitors reset the landscape for retail e-commerce in the US

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### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Christmas

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/discounters-in-the-us/report](http://www.euromonitor.com/discounters-in-the-us/report).