# 2026 ALDI Price Leadership Report

## Shoppers have spoken: 92% would recommend ALDI for its unmatched value.

ALDI offers the

# LOWEST PRICES

of any national grocer.

Shoppers can save up to **22%** by choosing ALDI private label products over competitor private label products.

Collectively, ALDI saves shoppers **$10.2B** annually.

**92%** of shoppers say ALDI offers competitively low prices.

**91%** of shoppers say ALDI helps them stay on budget.

Shoppers say ALDI has the best quality store brands compared to competitors.

ALDI ranks **#1** in offering the most unique and exciting products.

# Methodology

## Consumer Sentiment

The Consumer Perception survey was commissioned by ALDI and undertaken by a leading consulting firm. The consultancy developed a web survey instrument and fielded it to a panel of qualifying ALDI shoppers recruited from ZIP codes within a 5-mile radius of an ALDI store in the United States. Respondents were screened into the survey if they were over 18, performed at least half of their household's grocery shopping, and also shop at ALDI. 100% of survey respondents were ALDI shoppers. The survey collected data from 4 March 2026 to 12 March 2026 and received 1,217 usable responses.

## Cost Analysis

The Cost Analysis research was commissioned by ALDI and undertaken by a leading consulting firm. The consultancy analyzed ALDI prices compared to traditional grocery competitors in five U.S. metro regions (Miami, New York, Chicago, Los Angeles, and Houston).

A basket of 70 top-selling items across multiple categories defined by the Bureau of Labor Statistics (BLS) was created to calculate ALDI shopper savings versus competitor shoppers on a percentage basis. Price differences within each region were informed by both low-cost and traditional grocer prices within those regions as well as low-cost and traditional grocer prices across the U.S. based on data availability. National percentage savings for each category were calculated as the simple average of the five metro regions' percentage savings. Total percentage savings were calculated by weighting the percentage savings within each category by that category's average regional/national expenditure value in the "Food at Home" section of the BLS's 2024 Consumer Expenditure Survey (CES). Total dollar savings were calculated by multiplying total percentage savings by the dollar expenditures indicated for each category in the CES, scaled upward to reflect the fact that the CES figures are the average across traditional grocer shoppers and low-cost grocer shoppers. Figures in this study reflect savings for a consumer unit of a family of four. Savings were calculated on the average of 2024 and 2025 savings.

## Economic Impact

The economic impact research was commissioned by ALDI and developed by Ernst & Young Quantitative Economics and Statistics Group (QUEST). Ernst & Young analyzed the impact of ALDI's employment and spending using the 2024 IMPLAN economic model of the U.S. economy.

Measures of economic contributions:

- Employment: full-time and part-time jobs in the U.S.
- Labor income: salaries, wages, and benefits related to employment
- Value added (GDP): labor income plus indirect business taxes, consumption of fixed capital (depreciation), and mixed income
- Gross economic output: sum of value-added and intermediate inputs to run operations. For a retail business, this is the margin the business has (not revenue) to run its store operations
- Tax revenue to federal, state, and local governments

"Total" economic impact is the summation of three types of impacts: (1) Direct impact: Direct impacts include ALDI employees, salaries and benefits (i.e., labor income) paid to ALDI employees, value added (GDP), economic output, and taxes generated from ALDI's expenditures to construct and operate stores in the U.S. (2) Indirect impact: The indirect economic impacts in a region are the employees, labor income, value added, output, and taxes attributable to purchases by ALDI from U.S. suppliers. The indirect contributions capture the additional input purchases from U.S. suppliers by businesses supplying the stores, thereby creating subsequent rounds of indirect effects. (3) Induced impact: The induced impacts in a region include the employment, labor income, value added, economic output, and local taxes supported through the spending by ALDI employees and supplier employees at U.S. businesses including grocery stores, restaurants, and service providers.