

TEXTE  
**New shopping habits**

Aldi looks at online move as shopping habits change.

5 For more than a decade, discounters have been the disruptors in the supermarket aisles, stealing customers from their bigger rivals and growing sales. But this pandemic has been disruptive for them.

They've missed out on the huge boom in online sales and increase in convenience store sales.

10 Now Aldi's dipping its toe into the online food market, trialling several new concepts, including a Deliveroo rapid delivery service and a click and collect service.

"It's been an extraordinary six months, like nothing I've ever known in grocery," says Aldi's UK chief executive Giles Hurley. "The business performance has been very, very solid... but we also recognise customer habits are changing and that we need to evolve our business to meet the

15 new demands and we're actively doing that."

Aldi's boss now wants to redefine discount retailing. The click and collect trial will soon expand to 15 stores.

20 The level of online grocery sales has reduced slightly from their earlier peak, as people relied less on online after lockdown ended. Aldi insists it's more than holding its own and that shoppers are switching from the big four grocers to its stores.

During the last recession, savvy shoppers switched to the discounters and their lower prices. The discounters have enjoyed rapid growth ever since. But Aldi insists it will win this battle: "We won't be beaten on price. We know the most important thing for our customers is value for money

25 and this is why we've made it our mission to keep our prices the lowest in Britain."

The shift to online - currently 12.5% of all grocery sales - is permanent, and ignoring that market altogether is a dangerous game to play.

"You can't be complacent because as a retailer you have to give the customer what they want,"

30 he says.

Aldi already sells online wine and non-food. But going digital with groceries, even with a less costly click and collect service, would be a huge step.

The challenge is how to do it without compromising their low-cost business model which has served them so well.

35 The click and collect trial will be a fascinating test. The boss of Aldi says he'll be listening closely to customer feedback and as well as the demand before assessing the next steps.

28/09/2020

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