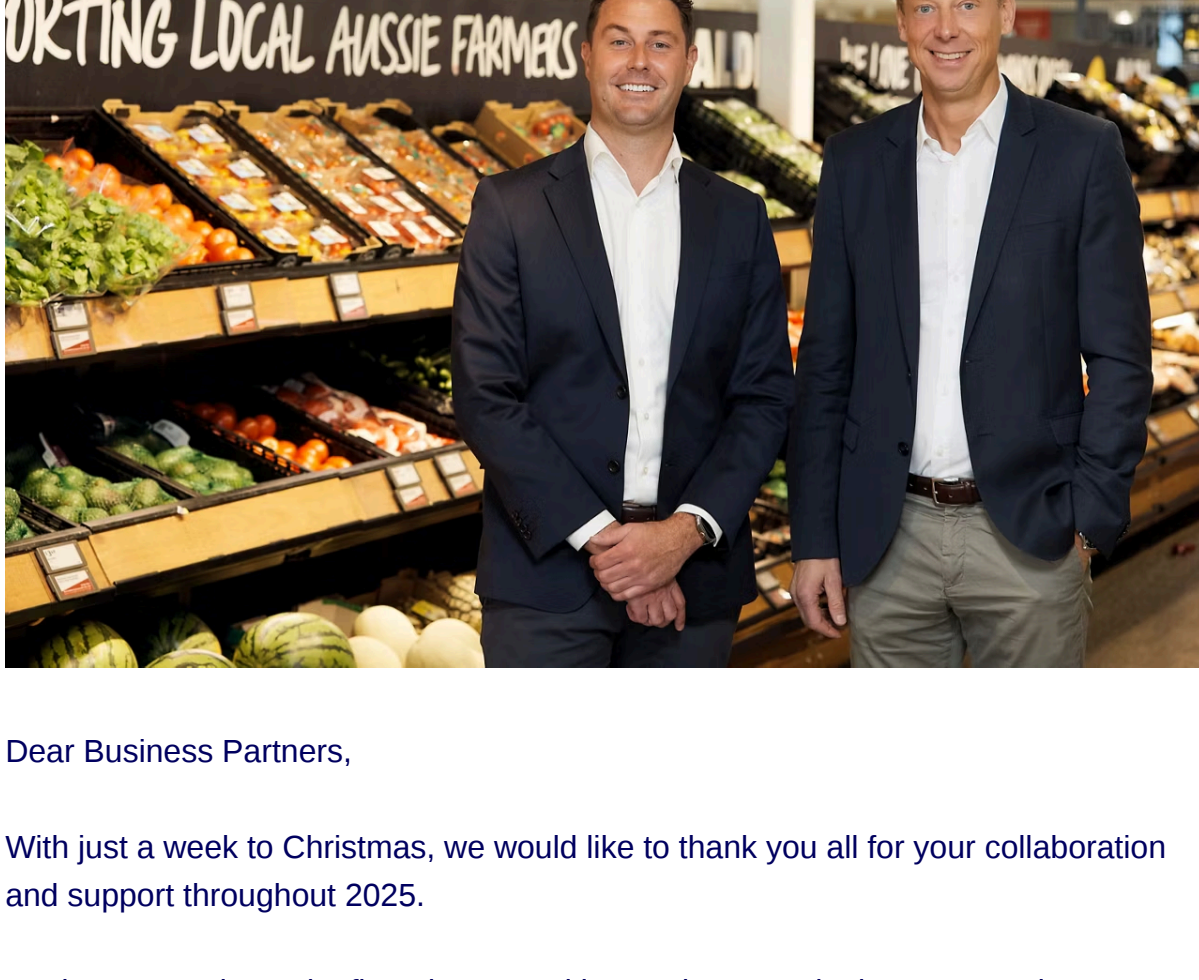




# ALDI Good Different Update - Q4 2025



Dear Business Partners,

With just a week to Christmas, we would like to thank you all for your collaboration and support throughout 2025.

We have experienced a fiercely competitive environment in the supermarket sector this year, particularly in the second half. Yet, our mission to attract more customers to do their weekly shop with ALDI carries on successfully. We have seen increases in household penetration, shopping frequency and market share growth - even as price competition has intensified.

We expect the competition to continue into 2026. And as always, ALDI is committed to its Price Promise: we will not be beaten on the cost of the weekly shop.

However, we cannot be price leaders unless we are also cost leaders. And we are more focused than ever on maintaining our position as Australia's most affordable supermarket, and your support is fundamental to this endeavour.

We will be working closely with you next year to find opportunities to further save on costs and deliver the best value to our customers. We must reinforce our strong position as price leaders, in order to continue winning new customers, and keep our existing customers returning. When we do this well, we all succeed.

From all of us at ALDI, thank you for your commitment, hard work, and partnership throughout 2025. We wish you all the best for the festive season.

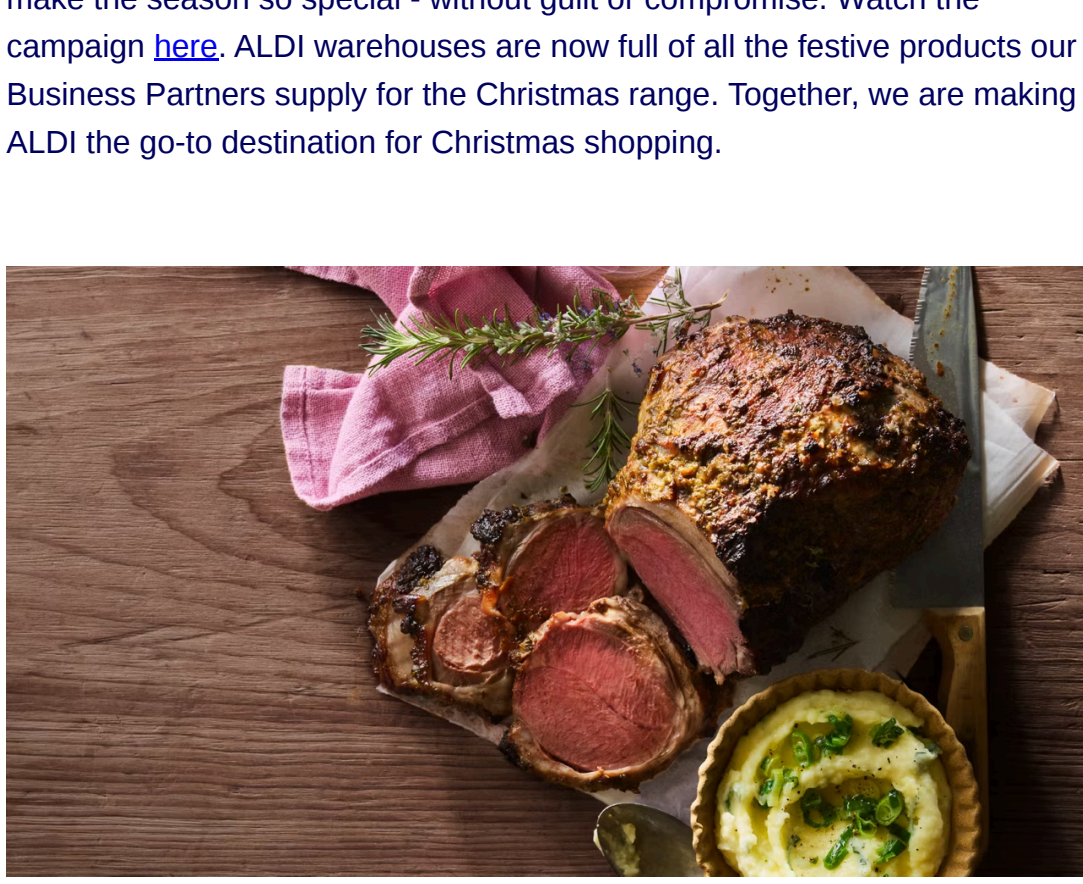
Best regards,

**Jordan Lack | Oliver Bongardt**

Chief Commercial Officer | Managing Director, National Buying



## Company News



### ALDI's Christmas campaign

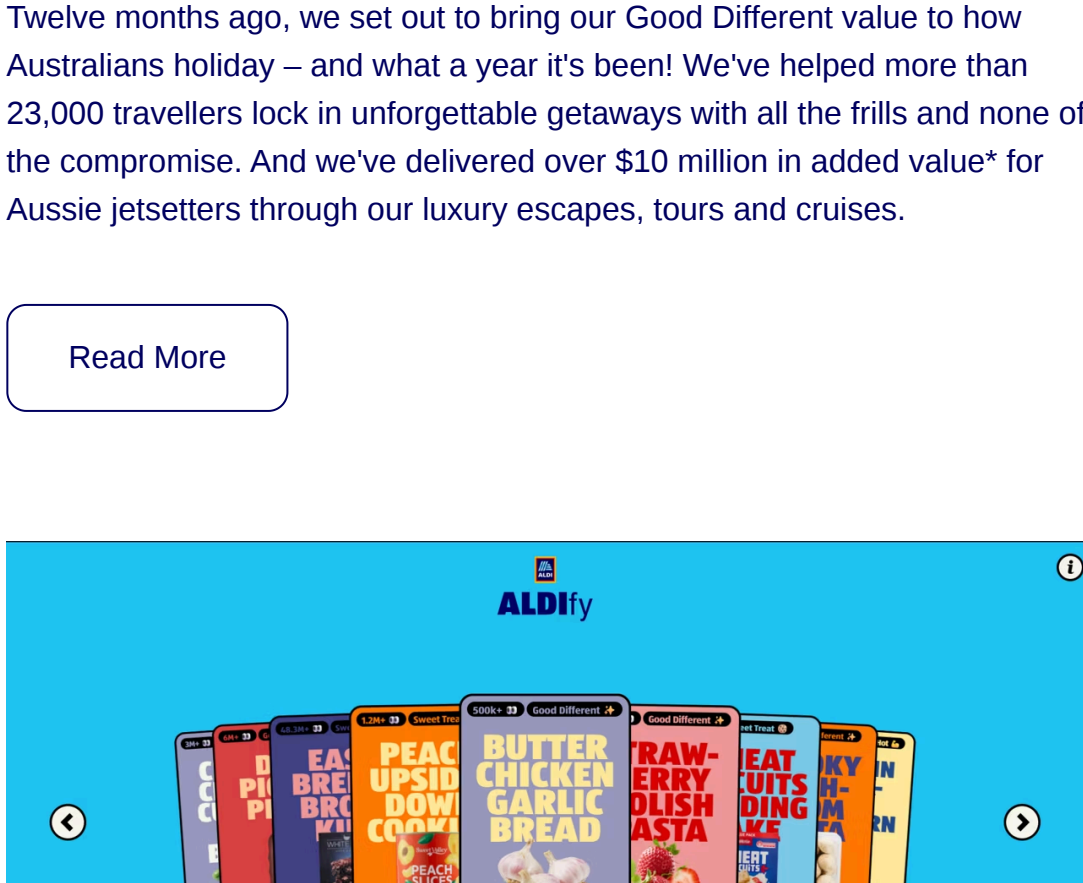
This year's campaign, 'Go On, It's Christmas', celebrates ALDI's quality, affordable range as the spark for all the wonderfully indulgent moments that make the season so special - without guilt or compromise. Watch the campaign [here](#). ALDI warehouses are now full of all the festive products our Business Partners supply for the Christmas range. Together, we are making ALDI the go-to destination for Christmas shopping.



### ALDI recognised across four categories at the Supermarket Meat Awards

ALDI Australia has been named the nation's best in Canstar Blue's 2025 Supermarket Meat Awards leading the way in Chicken, Lamb, Seafood, and Fish categories. The annual award recognised ALDI's meat range for its quality and value, coming out on top overall in the supermarket category with four wins across the six awards. Congratulations to our Business Partners and Buying team on these wins.

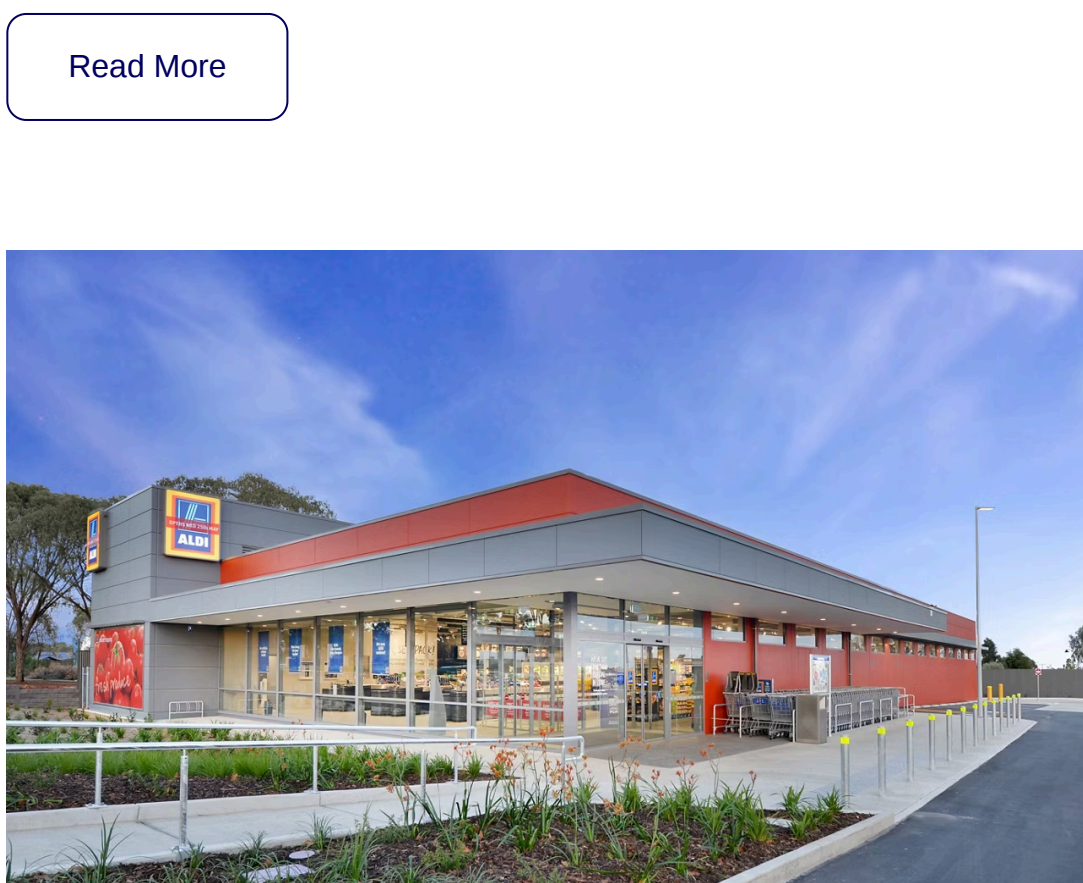
[Read More](#)



### Solar, simplified: ALDI Australia expands ALDI Solar across the east coast

From fresh groceries to fresh energy savings, ALDI Australia is brightening homes across the Eastern seaboard announcing the exciting expansion of ALDI Solar - offering exceptional value and payback periods on solar and battery packages.

[Read More](#)



### Celebrating one year of ALDI Holidays

Twelve months ago, we set out to bring our Good Different value to how Australians holiday – and what a year it's been! We've helped more than 23,000 travellers lock in unforgettable getaways with all the frills and none of the compromise. And we've delivered over \$10 million in added value\* for Aussie jetsetters through our luxury escapes, tours and cruises.

[Read More](#)



### ALDI turns viral food trends into shoppable moments

Introducing ALDify - a fresh website created to help everyone discover the internet's trending recipes and shop for them easily using ALDI products. ALDify is designed to showcase how we can blend popular food trends with the exceptional value and quality that ALDI is known for, making it easier than ever for people to enjoy trending dishes without stretching their budgets.

[Read More](#)



### Expanding store network

ALDI has been busy expanding its store network with new stores in the Hunter Valley (NSW), Westfield Burwood (NSW), Burdell (QLD) and Ormeau (QLD) to ensure even more Australians can shop at ALDI for the perfect Aussie Christmas. ALDI now has more than 600 stores across six states and territories.