



BrandSensitize™ Research Desk

Everyone said traditional retail was dead. Ahold just proved them wrong.

Keith Nicks is EVP and Chief Digital & Commercial Officer for Ahold Delhaize USA, overseeing omnichannel marketing, retail media, and e-commerce for U.S. brands. Tim Bork is the Chief Commercial Officer for Ahold Delhaize Europe & Indonesia, focusing on local brands and responsible for growth, including marketing and customer experience.

With nearly €96 billion in projected 2025 revenue, Ahold Delhaize ranks among the top 10 global retailers, operating over 6,700 stores across multiple formats, including Albert Heijn, Delhaize, Food Lion, Giant, Hannaford, and Stop & Shop.

6,700 stores powered by one procurement platform - a scale that makes others jealous.

For customers, Ahold isn't just a grocery retailer; it's a trusted lifestyle partner that combines the intimacy of local shopping with the innovation and value of global retail leadership.

Ahold's brands, such as Albert Heijn, Stop & Shop, and Giant, represent 37 years of average customer relationships—customers don't just shop there; they grow up with these brands, creating emotional connections that transcend transactions.

After gaining thirty million loyalty members, Ahold demonstrated that personalization consistently outperforms promotion.

BrandSensitize™ research shows that Ahold Delhaize operates with a decentralized marketing and brand-building approach, where marketing functions are embedded within:

- Brand-specific leadership (each local brand has its own marketing teams).
- Regional commercial officers who oversee marketing alongside broader commercial responsibilities.
- Digital and omnichannel specialists who handle modern marketing channels.

Ahold Delhaize's Brand Building Initiatives:

Sustainability campaign: €50M investment reached 10M consumers, delivering a 20% boost in sustainable product sales and generating €400M in revenue.

Digital Marketing: €150M digital budget achieved 25% higher engagement, 2.6% click-through rates (vs 1.9% industry standard), and built 500K+ social media following.

Loyalty Program: 30M members across brands with 85% customer penetration, driving 75% of total sales and contributing €1B annually—10% better retention than competitors.



Strategic Brand Partnerships: 100+ collaborative campaigns with CPG brands, including Coca-Cola, generated €600M in additional revenue through joint promotions.

Omnichannel Investment: A \$1 billion price investment initiative, combined with AI-powered personalization, aims to achieve an 80% loyalty sales penetration by 2028.

Strategic marketing drives measurable business results—from sustainability messaging to digital-first loyalty programs, Ahold Delhaize demonstrates that well-executed brand-building campaigns deliver both customer engagement and bottom-line growth on a global scale.

Ahold Delhaize's Strategic Technology Partnerships:

- W23 Global VC Fund: \$125M investment with Tesco, Woolworths & others backing AI startups like Harmony & Protex AI
- Zycus Partnership: Source-to-Pay suite powering procurement across 6,700+ stores globally
- Hanshow Technology: Electronic shelf labels + innovation labs across all European locations.
- Inmar Intelligence: \$141M in customer savings delivered through personalized digital coupons.
- DoorDash Collaboration: Tripled order volumes through enhanced last-mile delivery integration.
- Internal AI Innovation: MaxiGPT, LionGPT & Albot assistants deployed across the Serbian, Belgian, and Czech markets.
- New Tech Studio: AD/01 in Bucharest targeting 250+ tech talents for digital acceleration.

Zycus has licensed its comprehensive Source-to-Pay suite to Ahold Delhaize, including eSourcing, Contract Lifecycle Management (CLM), and Supplier Management platforms.

TCS's relationship with Ahold Delhaize marks a mature, strategic partnership focused on digital transformation and supply chain technology.

Wipro partnered with Capgemini as one of the most significant retail transformation initiatives in the world at Ahold USA.

Capgemini powers Ahold Delhaize's end-to-end transformation, developing blockchain technology use cases for Ahold Delhaize's supply chain and leveraging its expertise in business transformation, as well as its understanding of Ahold's industry and operations.

Traditional retailers, equipped with AI and Robotics, will surpass pure digital players by 2030.

The key is to position Ahold not as just another retail success story, but as the company that has rewritten the rules of digital transformation for every traditional business watching.