



BrandSensitize – Brand Research Desk

## **“Discount Meets Digital: How Aldi’s €120 B ‘Spend a Little, Live a Lot’ empire is scaling 12,000-plus stores with Gen AI”**

Aldi is competing in the global retail market with its straightforward and intelligent approach. Starting in Germany in 1946, the company operates through two main divisions, Nord and Süd, with more than 12,000 stores in 11 countries, generating over €120 billion annually by focusing on affordable prices. Aldi has over 2,400 stores and plans to open a record 225+ more in 2025.

BrandSensitize™ research indicates Aldi ranks as the 4th largest retailer globally in terms of revenue.

Aldi’s brand philosophy focuses on three core values: simplicity, consistency, and responsibility. Its goal is to “deliver great-quality food at the lowest possible prices,” making sure shoppers never have to compromise on either value or quality.

This lean mindset shows up in uncluttered stores, a curated private-label range and tightly run operations that cut waste while protecting product quality and the planet.

Every decision is filtered through fairness, efficiency and environmental stewardship, positioning Aldi as a dependable ally that makes better everyday living genuinely affordable for all.

Aldi's digital transformation journey with Digital Wave Technology involves using Gen AI tools for AI Product Attribution and smart data extraction from images. This automation of content creation helps streamline operations, enhance brand consistency, boost online engagement, and position Aldi as a forward-thinking retailer in a competitive market—ultimately increasing loyalty and growth.

Complementing this, Aldi's partnership with Genpact leverages AI to improve backend processes on platforms like S/4HANA, combining efficiency with brand flexibility. In brand management, such initiatives utilize AI to create smooth, customer-focused experiences.

Modernization aims to preserve the brand's core identity by blending an affordable approach with tech-savvy convenience to attract younger, online-first consumers.

Minimalist store layouts, a limited product range, and streamlined checkout processes make shopping simple, while rotating special deals and feedback-driven product choices keep customers engaged.

Investment is well-trained, and cooperative store staff further ensures a seamless and satisfying shopping experience.



Aldi sets itself apart by providing high-quality products at consistently low prices through a streamlined, no-frills operational approach. Its limited product range, private labels, and efficient store setup enable the company to deliver savings directly to customers.

Aldi's dual leadership is clear in its CIOs. Wolfgang Frisch, CIO of Aldi South since November 2024, oversees global IT and digital transformation at ALDI DX, bringing expertise in expanding efficient systems across markets like the U.S., UK, and Australia. Meanwhile, Oliver Tackmann, who took on the CIO role at Aldi North in July 2025, focuses on IT and logistics innovations for regions including France, Spain, and Poland, leveraging his extensive retail background.

Together, they reflect Aldi's commitment to agile, tech-driven operations—what's your view on how CIOs are transforming grocery retail?

The brand also stands out with simplicity, convenience, and agility. Fast store layouts, solid private label choices, and sustainable practices attract busy and socially conscious shoppers around the world.