

## **From Grocery Aisles to AI Cloud: Why Europe's No. 1 Retailer Is Betting Big on Tech (and winning)**

Schwarz Group, the German retail conglomerate behind Lidl and Kaufland, reported total revenue of €175.4 billion for its fiscal year 2024 (ending February 28, 2025).

The size and scale position Schwarz as Europe's largest retailer and the fourth largest globally by revenue, driven by expansions in stores (now over 14,200 across 32 countries), investments of €8.6 billion in infrastructure and digitalization, and a workforce increase to 595,000 employees—a huge scale to manage as a leading brand.

Schwarz Group's brand philosophy is built on five core values—**performance, respect, trust, being grounded, and belonging**—that guide every decision across its retail, production, recycling, and digital divisions.

The values are crafted around a simple purpose: **"We exist to make life better – today and for generations to come,"** which translates into acting ahead of problems to deliver solutions that are **more sustainable, healthier, and more secure** for customers and communities.

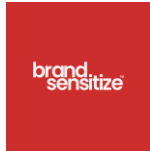
Christian Müller is Co-CEO of Schwarz Digits and CEO of Schwarz IT. Under his leadership, the Schwarz Group's internal IT team comprises about 12,500 members, supporting the group's digital initiatives and technology-driven retail expansion across 32 countries.

Schwarz Group enhances the shopper journey with digital platforms like Lidl Plus and AI-led customization, while consistently gathering and applying customer reviews through multi-channel methods and an evaluation process. By embedding responsibility, compassion, and inter-team coordination, Schwarz converts client insight into steady progress across its trade network.

At the same time, the enterprise knows that great customer experience begins with engaged employees. It enhances the worker journey by funding training, digital assistants such as the Lidl Instore Voice Tool, and providing clear career growth paths. Through feedback systems, recognition programs, and teamwork, Schwarz builds a culture where employees feel supported, motivated, and connected to the company's growth.

Schwarz Group's primary strength lies in bringing together multiple stores with innovative ideas. It helps Lidl and Kaufland work more effectively by transforming their online tools, data, and services, allowing the businesses to continue meeting customers' needs.

Schwarz Group, parent of Lidl and Kaufland, partners with top tech firms to fuel digital innovation, sustainability, and retail efficiency.



Google and XM Cyber for sovereign cloud security and AI-driven productivity.

Aleph Alpha and SAP for AI tools and migrations on STACKIT, its hyperscaler cloud.

Cognigy for AI voice assistants like Lidl's LIVA.

Solace for real-time data streaming across supply chains.

Planisware for cross-division project management.

Zebra Technologies with Re-Vision BV for self-scanning kiosks at Kaufland.

Vanderlande for automated warehouse picking and Payten for advanced payment systems.

These alliances enhance omnichannel experiences, operational agility, and eco-initiatives.

As a brand analyst, we see Schwarz evolving from traditional retail to a tech-forward ecosystem that anticipates shopper needs, setting a benchmark for competitors.