

Fall 2024 SWOT

INTERNAL FACTORS	
STRENGTHS +	WEAKNESSES –
<p>Aldi has benefited from the impacts of inflation, as rising costs have made Gen Z more conscious of their spending, leading to increased demand for discount stores like Aldi (Arnold, 2024; Mintel, 2023a).</p> <p>Aldi supports Gen Z's focus on healthy eating to boost mental health by offering a variety of healthier recipe options on its website, all made with Aldi ingredients (Aldi, 2024; Czaja, 2022).</p> <p>Aldi aligns with Gen Z's preference for sustainability by practicing multiple environmentally-friendly initiatives while continuing to provide high-quality, affordable products (Aldi, 2024; Rawat, 2023a).</p>	<p>Aldi lacks an online food delivery option on its website, which could be a drawback as 43% of Gen Z adults do most of their shopping online (Commisso, 2022; Aldi, 2024).</p> <p>Aldi currently does not have a rewards program, missing an opportunity to appeal to Gen Z's preference for discounts and personalized rewards in their shopping experiences (Rawat, 2023b; Aldi, 2024).</p> <p>Aldi offers a limited product inventory, which may not fully meet Gen Z's desire for diverse and customizable product choices (Mintel, 2024; Aldi, 2024).</p>
EXTERNAL FACTORS	
OPPORTUNITIES +	THREATS –
<p>Aldi aligns with Gen Z's preference for private-label products, with 90% of its shelves dedicated to exclusive branding, catering to the generation's interest in unique and affordable options (NIQ, 2024; Aldi, 2024).</p> <p>Aldi markets its items as discounted, which resonates well with Gen Z's search for affordable brands that offer everyday low prices (Martinez, 2023; Steiger, 2023).</p> <p>Aldi offers a variety of simple, packaged, and easy-to-make options, meeting Gen Z's preference for convenient recipes like one-pot meals both in-store and online (Scott, 2024; Fiorentino, 2024).</p>	<p>Aldi faces strong competition as Walmart appeals to Gen Z by offering a wide variety of items beyond groceries, with 52% of Gen Z shopping multiple times per month at Walmart and dollar stores, compared to only 31% who shop at Aldi (Crowe, 2024; Statista, 2024).</p> <p>Aldi is positioned as a convenient grocery store, though Gen Z often prefers dining out and gravitates towards fast-casual or quick-service restaurants for social experiences (Wilson, 2022; Aldi, 2024).</p> <p>Aldi may be at risk as 56% of Gen Z consumers are open to experimenting with different brands to find the best value, presenting a challenge for discount grocers like Aldi due to the generation's lower brand loyalty (Morrison, 2023; Brooks, 2022).</p>

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