



STUDENT BRIEF

ENHANCE ALDI'S APPEAL TO GENERATION Z SHOPPERS

Aldi

Summary

Aldi is one of the UK's leading supermarkets, known for offering high-quality products at low prices. We're always looking for ways to stay ahead in a competitive market, and right now, we want to understand how we can better connect with Generation Z shoppers (those born between 1997 and 2012). Your challenge is to explore what matters most to this group, compare Aldi's approach with other supermarkets, and suggest practical ways we can appeal to Gen Z without losing the simplicity and efficiency we're known for. By the end of this, you'll have created a strategy document with real-world recommendations, backed by research and examples.

KEY WORDS

Retail, Generation Z, sustainability, digital marketing, consumer behaviour, competitor analysis

INDUSTRY

Retail, Grocery, Consumer Behaviour

FOCUS

- Understanding Generation Z's shopping habits and values
- Comparing Aldi's approach with competitors in the discount sector
- Exploring sustainability and eco-friendly practices
- Developing ideas for digital marketing and social media engagement

Brief

I work in Aldi's marketing team, and one of the things we're thinking about is how to keep younger shoppers interested in what we do. Gen Z is a huge part of the future for supermarkets — they're starting to shop for themselves, and by 2030, they'll make up 40% of global consumers. But the way they shop and what they care about is different from older generations. They're into convenience, sustainability, and brands that stand for something. While Aldi is already known for affordability and efficiency, we need to make sure we're hitting the right notes with





this group.

That's where you come in. I want you to dig into what Gen Z shoppers look for in a supermarket and how Aldi stacks up against those expectations. Here's what I need from you:

1. Understand Generation Z's preferences

Start by researching what Gen Z shoppers care about when it comes to food shopping. Look into things like convenience, sustainability, digital engagement, and ethical sourcing. What's important to them, and how might that influence where they shop?

2. Compare Aldi with competitors

Take a look at how other discount supermarkets (like Lidl or Iceland) are trying to attract younger customers. Are they doing anything Aldi isn't? What lessons could we learn from their strategies?

3. Focus on sustainability

Gen Z cares a lot about the environment. Look at Aldi's current efforts to reduce waste and offer eco-friendly products. What could we do more of, realistically, while keeping costs low?

4. Explore digital marketing

Gen Z spends a lot of time on social media, so think about how Aldi could reach them online. Are there platforms or trends we're missing out on? What kinds of campaigns might actually catch their attention?

A strong piece of work will give me 2–3 clear recommendations, based on solid research. Use examples, data, or trends to back up your ideas. If you were presenting this to Aldi's leadership, they'd want to see practical suggestions that fit with our no-nonsense approach.

Looking forward to seeing what you come up with. Thanks for helping us tackle this challenge!

