



Euromonitor
International

Schwarz Beteiligungs GmbH in Retail

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Schwarz Group holds steady as the world's ninth-largest retailer by sales from 2020 to 2023
Schwarz Group's most serious rival is Aldi Group, another Germany-based grocery operator
Key brands
Schwarz Group focuses heavily on the growth of its Lidl hard discounter brand
Schwarz Group's core European markets are expected to continue driving its sales growth

STORE-BASED AND DIGITAL STRATEGY

Schwarz Group's store-based grocery retail strategy is tilted heavily towards Europe
Lidl stores are designed to reduce operational costs and showcase private label goods
The typical Kaufland store is designed to be a destination for one-stop weekly shopping
Schwarz Group is focusing on overseas expansions and strengthening its store network
Schwarz Group struggles to compete with Aldi in the US
The Lidl Plus and myLidl apps are key to Lidl's digital strategy
Schwarz Group's current e-commerce strategy is focused on its Kaufland Global Marketplace

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Schwarz Group maintains a commitment to sustainability
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PRIVATE LABEL STRATEGY

"High quality. Low prices."
Vemondo, Lidl's vegan private label brand, has expanded to great success in recent years

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About Euromonitor's Syndicated Channels Research

About Euromonitor International

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