



# Schwarz Beteiligungs GmbH in Retail

August 2024

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Exposure to growth

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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

## SUSTAINABILITY INITIATIVES

Schwarz Group maintains a commitment to sustainability  
Schwarz Group's REmove initiatives are examples of its commitment to sustainability

## 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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