

# Aldi Einkauf GmbH & Co oHG in Retailing (Germany)

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## Abstracts

In order to remain competitive, Aldi is underway with restructuring and modernising some of its outlets to make them more appealing to a wider range of customers. The formerly strict hard discounter is also working on widening its product portfolio to offer more brands and fresh products over the next years, thereby also targeting a wider range of consumers.

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