

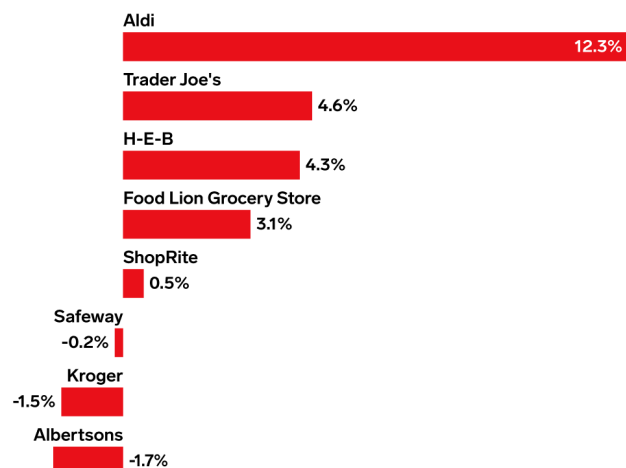
Foot traffic to Aldi's rises as shoppers grow more price sensitive

Article



Foot Traffic Growth to Select US Grocery Retailers, Q4 2024

% change vs. same period of prior year



Note: based on data analyzed by Placer.ai, broader industry metrics may vary

Source: Placer.ai, "Quarterly Retail Review: Q4 2024,"

289233

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Key stat: Foot traffic to Aldi stores grew 12.3% YoY in Q4 2024, over twice the growth of low-cost competitor Trader Joe's, according to data from Placer.ai.

Beyond the chart:

- Aldi opened nearly 120 stores across the US last year and plans to add 225 more to its store count in 2025, making it the third-largest [grocery](#) chain in the country, according to the retailer.
- As a discount [retailer](#), Aldi is well-positioned to weather 2025's challenging economic climate —69% of consumers report looking for sales/deals/coupons more often in response to inflation, while 49% say they're switching to a lower-cost brand more often, according to November 2024 data from 84.51°.

Use this chart: Retailers can use this chart to demonstrate the importance of competitive pricing and private label expansion to attract cost-conscious consumers.

Related EMARKETER reports:

- [US Digital Grocery Forecast 2025](#) (EMARKETER subscription required)
- [US CPG Industry Ad Spending 2024](#) (EMARKETER subscription required)

Methodology: Data is from the Placer.ai report titled "Quarterly Retail Review: Q4 2024." Placer.ai analyzes 1.5+ billion monthly visitors across 20 million devices, 13+ million venues, thousands of segments, and 500+ mobile apps. Placer.ai is a location analytics and foot traffic data company.