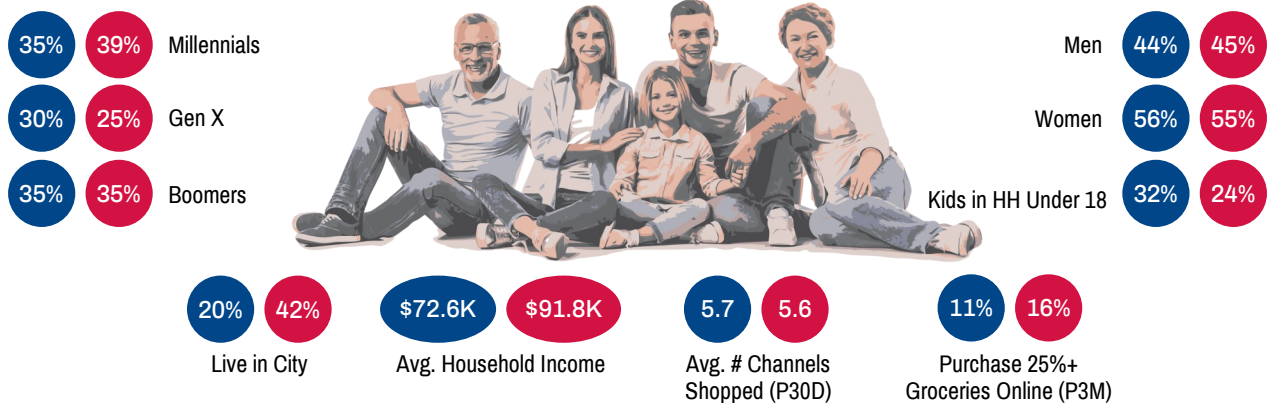


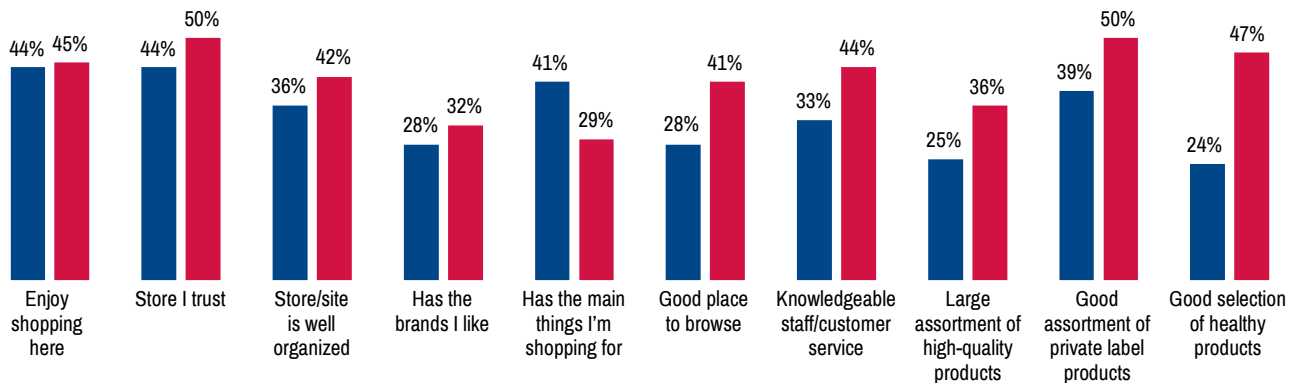
With more channels and retailers available, more products to consider, and more members of the household participating, grocery shopping has become much more than a simple chore, if it ever really was. Shoppers develop complicated shopping routines in the name of procuring the right foods at the best value. Two retailers who check off the boxes for many of today's shoppers' desires and needs are Aldi and Trader Joe's. Here's a look, from the consumer's point of view, at how the two retailers stack up against each other.



SHOPPER PROFILE



PERFORMANCE OF TOP DRIVERS OF SATISFACTION
(Top Box—Describes Very Well)



Aldi shoppers love it for the combination of low prices, high quality, and good assortment. Consumers gravitate to Trader Joe's for its unique items, trusted private label, and quirky personality that makes for a fun overall shopping experience.

Source: [Food Shopping in America 2017](#) report

Competition for shoppers has never been more fierce with shoppers increasingly able to find similar goods across most channels. The Hartman Group's [Food Shopping in America 2017](#) report provides insight into how consumers distinguish between and judge retailers' effectiveness at meeting their needs in an era of blurring channel boundaries.