# Supermarkets shift away from price matching as shopper support grows



A recent poll conducted by the Grocery Gazette indicates that a significant 85% of respondents believe supermarkets are justified in moving away from price matching strategies typically associated with discount retailers like Aldi. This comes in the wake of Asda's decision last month to eliminate its Aldi and Lidl price match scheme, marking a shift in their pricing approach after only one year of implementation.

Asda's decision represents a broader trend among traditional supermarkets, as they prioritise their own pricing strategies over those of competitors. Following Asda's lead, data from private label consultancy IPLC, shared by Paul Stainton in The Grocer, reveals that Tesco has witnessed a decline in the number of products included in its Price Match initiative, decreasing from 790 in August 2024 to 645 as of February 2025. Similarly, Sainsbury’s has adjusted its campaign, reducing the number of items from its price match scheme by 75 to a total of 606 items since November 2024.

The Grocery Gazette's survey included 242 respondents, with an overwhelming majority supporting the supermarkets' decision to scale back on price matching. Only 15% expressed disagreement with this shift in strategy.

Commenting on the implications of such decisions, Stainton remarked to the Grocery Gazette that previously matching Aldi prices on a wide assortment of products likely resulted in “significant margin loss” for these mainstream retailers. Ged Futter, founder of The Retail Mind, added that the reduction in price match items may be attributed to supermarkets not being “fully in control of price match” and constantly promoting their competitors' pricing advantages.

Chris Daly, chief executive of the Chartered Institute of Marketing, acknowledged the potential short-term benefits of price matching for retaining customers and enhancing perceptions of value. However, he cautioned that it risks devolving a retailer's pricing strategy into a "race to the bottom," potentially eroding profit margins without fostering long-term loyalty. Daly suggested that supermarkets should focus on developing unique value propositions, including superior customer service, exclusive products, loyalty programmes, and convenience features. He emphasised that successful differentiation can lead to stronger emotional connections with customers and ultimately enhance retention and profitability.

Nonetheless, Daly highlighted the inherent risks in moving away from competitive pricing, noting that consumers might begin to explore alternative shopping options if they perceive a lack of competitive offerings. He stressed the importance of effective communication from retailers regarding their value, whether that be through improved quality, more appealing promotions, or customised rewards, to ensure that shoppers feel they are securing the best deals despite the absence of a direct price match mechanism.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.grocerygazette.co.uk/2025/02/27/supermarkets-aldi-price-match/> - This article supports the claim that Asda has eliminated its Aldi and Lidl price match scheme and that other supermarkets like Tesco and Sainsbury’s are scaling back their price match initiatives. It also discusses the challenges faced by supermarkets in maintaining these schemes due to margin losses and operational costs.
* <https://www.retailgazette.co.uk/blog/2025/02/supermarkets-aldi-price-match/> - This article corroborates the trend of supermarkets moving away from price matching strategies, highlighting Asda’s decision to axe its Aldi and Lidl price match and similar adjustments by Tesco and Sainsbury’s.
* <https://www.retailgazette.co.uk/blog/2025/02/tesco-aldi-price/> - This article provides specific details about Tesco’s reduction in the number of products included in its Aldi price match campaign, from 790 to 645, due to changes in its verification process.
* <https://www.grocerygazette.co.uk/2025/02/27/supermarkets-aldi-price-match/> - This article mentions Ged Futter’s comments on supermarkets not being fully in control of price matching and the potential risks of constantly promoting competitors’ pricing advantages.
* <https://www.grocerygazette.co.uk/2025/02/27/supermarkets-aldi-price-match/> - The article discusses Chris Daly’s perspective on the short-term benefits and long-term risks of price matching, emphasizing the need for unique value propositions to foster customer loyalty.