# Aldi accelerates UK expansion with £800m investment and community-driven site selection



Aldi, the UK’s fourth-largest supermarket chain, is accelerating its expansion plans across the country, guided in part by input from the public. Recently, Aldi invited customers to suggest locations most in need of a new store. After analysing thousands of suggestions, the company has revealed a list of priority areas where it is actively looking for new sites. These include a mix of towns and suburbs across England, Scotland, and Wales, such as Braintree in Essex, Bromley and Ealing in Greater London, Kirkby in Merseyside, and Largs in North Ayrshire.

This community-driven approach reflects Aldi’s commitment to making high-quality, affordable food accessible to more people. Jonathan Neale, managing director of National Real Estate at Aldi UK, said the public’s response has been "invaluable in helping us identify where demand is greatest." Aldi currently operates over 1,050 stores nationwide and aims to expand to 1,500 in the coming years. This growth is supported by an ambitious investment programme; in 2024 alone, Aldi is investing around £800 million to accelerate store openings across towns and cities in Britain.

Over the summer months, Aldi plans to open ten new stores in locations including Caterham, Surrey; Sheffield, South Yorkshire; and Fulham Broadway, London. Beyond these, a broader rollout will see 23 new stores open before the end of the year, with further sites identified in other communities such as Muswell Hill in London and Mere Green in Birmingham. Every new store is expected to create approximately 40 local jobs, underlining Aldi’s role as a growing employer with market-leading pay rates.

When scouting for new locations, Aldi has very specific requirements. Each site should ideally accommodate a store of around 20,000 square feet, including parking for 100 vehicles, situated near main roads with high visibility and convenient access. In urban areas like Central London, Aldi is also pursuing smaller “Aldi Local” formats, which typically require trading spaces of about 5,000 square feet along with additional ancillary space. The supermarket is particularly interested in freehold town-centre, edge-of-centre, and retail park sites, which help facilitate these new developments.

Aldi’s business model remains a distinguishing factor in its ability to offer competitive prices. By focusing on a limited range of product lines—most of which are its own branded goods rather than big-name brands—Aldi can purchase stock at lower prices and pass these savings onto customers. This approach has helped it maintain strong sales growth and profitability in recent years, fuelling its confidence to invest heavily in store expansion.

Ultimately, Aldi’s expansion strategy demonstrates a keen focus on responding to customer demand and community needs. As it continues to invest hundreds of millions of pounds into its UK network, the supermarket is not only increasing its footprint but also contributing to local economies through job creation. Property owners with suitable sites are encouraged to contact Aldi, supporting the chain’s ongoing ambition to make affordable, high-quality food widely accessible across the country.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss), [[6]](https://www.aldipresscentre.co.uk/business-news/aldis-next-new-store-supermarket-seeks-input-from-public-to-help-find-new-locations/), [[5]](https://www.aldipresscentre.co.uk/business-news/aldi-shares-update-on-new-store-locations-wish-list/)
* Paragraph 2 – [[1]](https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss), [[6]](https://www.aldipresscentre.co.uk/business-news/aldis-next-new-store-supermarket-seeks-input-from-public-to-help-find-new-locations/), [[2]](https://www.aldipresscentre.co.uk/business-news/aldi-announces-800m-investment-in-britain-and-reveals-where-its-still-looking-for-new-stores/)
* Paragraph 3 – [[1]](https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss), [[4]](https://www.aldipresscentre.co.uk/business-news/aldi-to-open-ten-new-stores-this-summer/), [[2]](https://www.aldipresscentre.co.uk/business-news/aldi-announces-800m-investment-in-britain-and-reveals-where-its-still-looking-for-new-stores/), [[7]](https://www.express.co.uk/finance/city/1947075/aldi-open-34-new-stores-uk-see-your-town-list)
* Paragraph 4 – [[1]](https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss), [[5]](https://www.aldipresscentre.co.uk/business-news/aldi-shares-update-on-new-store-locations-wish-list/)
* Paragraph 5 – [[1]](https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss)
* Paragraph 6 – [[1]](https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss), [[2]](https://www.aldipresscentre.co.uk/business-news/aldi-announces-800m-investment-in-britain-and-reveals-where-its-still-looking-for-new-stores/), [[3]](https://www.aldipresscentre.co.uk/business-news/aldi-reveals-where-it-is-opening-new-stores-in-the-coming-months/), [[4]](https://www.aldipresscentre.co.uk/business-news/aldi-to-open-ten-new-stores-this-summer/), [[7]](https://www.express.co.uk/finance/city/1947075/aldi-open-34-new-stores-uk-see-your-town-list)

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

## Bibliography

1. <https://www.oxfordmail.co.uk/news/national/uk-today/25257454.aldi-reveals-priority-locations-new-uk-stores/?ref=rss> - Please view link - unable to able to access data
2. <https://www.aldipresscentre.co.uk/business-news/aldi-announces-800m-investment-in-britain-and-reveals-where-its-still-looking-for-new-stores/> - Aldi has announced its largest annual investment of £800 million to accelerate its expansion across Britain's towns and cities. The retailer plans to open 23 new locations before the end of the year, including Muswell Hill, London, and Mere Green, Birmingham. This investment is part of Aldi's long-term goal to operate 1,500 stores across the UK. The supermarket is seeking freehold town-centre, edge-of-centre, and retail park sites suitable for property development, aiming for stores with around 100 parking spaces and good visibility near main roads.
3. <https://www.aldipresscentre.co.uk/business-news/aldi-reveals-where-it-is-opening-new-stores-in-the-coming-months/> - Aldi is set to open 35 new stores across the UK this year, following the opening of its 1,000th UK store in Woking last year. The new stores will be located in Preston, Derby, Castle Gresley, Bardon, High Wycombe, and Stoke Gifford. This expansion is part of Aldi's long-term target of 1,500 stores in the UK, with an investment of £550 million in 2024. Each new store opening is expected to create around 40 new jobs on average, boosting employment opportunities within local areas.
4. <https://www.aldipresscentre.co.uk/business-news/aldi-to-open-ten-new-stores-this-summer/> - Aldi is set to open ten new stores over the next 14 weeks, with a further 30 stores undergoing a refresh. The new stores will be located in areas such as Oldbury in the West Midlands, Fulham Broadway in London, and Brighouse in West Yorkshire. This expansion is part of Aldi's long-term target to have 1,500 UK stores, with an investment of £650 million in 2025. Each new store opening will create around 40 new jobs, all with market-leading levels of pay, boosting employment opportunities within local areas.
5. <https://www.aldipresscentre.co.uk/business-news/aldi-shares-update-on-new-store-locations-wish-list/> - Aldi has revealed its latest list of priority locations across the UK where it is hoping to build new stores. The list includes areas such as Woodford, Surbiton, South Croydon, Notting Hill, Walthamstow, Beckenham, Bromley, Barnet, Redhill, Aldershot, Haywards Heath, Burgess Hill, Chatham, Cheadle, Chorlton, Formby, Newark, Chesterfield, Wellingborough, Rayleigh, Brentwood, Dorchester, Clarkston, Cathcart, Penzance, Warwick, and Bath. Aldi is seeking freehold town-centre, edge-of-centre, and retail park sites suitable for property development to accommodate its expansion plans.
6. <https://www.aldipresscentre.co.uk/business-news/aldis-next-new-store-supermarket-seeks-input-from-public-to-help-find-new-locations/> - Aldi has launched a nationwide initiative to pinpoint prime locations for new store openings, recognising the invaluable input of its customers. The UK’s fourth-biggest supermarket is calling on the nation to help it identify where in Britain needs new Aldi stores most. The areas which have the most suggestions will then be considered as part of Aldi’s commitment to build hundreds of new stores across Britain. Aldi currently has more than 1,000 stores and is committed to continuing towards its long-term target of over 1,500 stores across the UK.
7. <https://www.express.co.uk/finance/city/1947075/aldi-open-34-new-stores-uk-see-your-town-list> - Aldi has revealed ambitious plans for a significant expansion of its stores, providing a comprehensive list of potential locations. The supermarket giant announced its largest ever annual investment package during its recent trading update, aimed at accelerating its growth across Britain's towns and cities. The company reported a surge in sales and profits last year and disclosed plans to invest £800 million to boost its UK expansion - marking the chain's most substantial annual investment to date. Aldi intends to open 23 new stores by the end of the year, including in Muswell Hill, London and Mere Green, Birmingham, as part of a record £800m investment programme for 2024.