# Lidl matches Aldi on £13 national pay and edges ahead in London, escalating discounter pay war



Lidl has moved to match Aldi’s headline pay increase for shopfloor staff while nudging ahead inside London, in what looks like the latest instalment of a low‑margin retailer pay war. According to reporting in The Grocer, Lidl will raise its national entry‑level hourly rate to £13 from 1 September 2025 and to £14.35 for colleagues working within the M25 — 2p higher than Aldi’s London rate announced earlier. Reuters likewise reported the change, noting the rise takes effect on 1 September and follows an Aldi announcement that store assistants would be paid at least £13 nationwide from the same date. Aldi’s own press centre framed its move as making it the first supermarket to pay a minimum of £13 an hour.

The fresh increases echo the pattern of reciprocal upratings between the two German discounters earlier this year. In March both retailers raised pay — leaving a national starting rate of £12.75 and differing M25 rates — and then matched and edged each other again as the rises came into force. Lidl’s corporate statements emphasise this is its fifth pay rise in two years and the company describes the September uplift as part of a sustained investment in colleagues. Lidl’s public messaging attributes the increases to the pressures of growth and the need to recruit across an expanding store estate.

Expansion plans from both chains help explain the underwriting of higher pay. Lidl has said it will open around 40 new stores in the current financial year and accelerate openings next year; Reuters and The Grocer report Lidl trades from roughly 980 stores. Aldi has outlined a more aggressive roll‑out, projecting roughly 30 new openings in 2025, recruiting some 1,600 store roles through the year and aiming to average a new store a week, according to Retail Gazette and Aldi’s statements. Both groups continue to cite long‑term network targets of about 1,500 UK stores, a strategy that requires sustained recruitment and retention of shopfloor staff.

There are small differences in how each company presents the cost of these rises. Lidl has described the September move as its fifth increase in two years and — in various statements — put its cumulative pay investment at figures of around £54m last year and more than £70m overall. Insider Media and Lidl’s own press material put the total headline investment for recent rises in the tens of millions. Aldi’s press release, meanwhile, set out its own length‑of‑service uplifts and highlighted a package of colleague benefits — including paid breaks — which it values at roughly £1,385 a year for a store colleague. The companies’ differing ways of calculating and presenting investment mean headline totals are not directly comparable without the underlying accountancy detail.

Both discounters continue to pay progressively more with length of service. Lidl has said that, from 1 September, entry‑level pay will rise to £13.95 after three years’ service nationwide and to £14.65 after two years’ service within the M25. Aldi’s published banding shows similar progression, with its post‑service rates closely aligned to Lidl’s increases. The two chains therefore not only match on headline starter pay nationally but also offer structured pay premiums that push experienced shop assistants above the starting point.

The moves come against a backdrop of wider labour market scrutiny. Reuters noted the Bank of England is watching wage settlements as they feed through the economy; Britain’s national living wage for over‑23s stood below these offers at £12.21 an hour, according to recent reporting. In sector terms, Aldi and Lidl remain at — or close to — the top of the supermarket pay table, a positioning they present as a strategic advantage for staff recruitment and retention as they expand.

Both retailers framed the increases as recognition of colleagues’ contribution. “Over the last two years, we’ve held our spot as the fastest‑growing bricks‑and‑mortar supermarket,” Lidl GB chief people officer Stephanie Rogers said in Lidl’s announcement, adding that the success was “made possible because of the ongoing efforts of our colleagues” and that the business was “market‑leading on pay.” Aldi chief executive Giles Hurley, in Aldi’s press materials, also thanked colleagues and reiterated the company’s commitment to pay and colleague benefits as it grows its estate. Whether the uplifts will trigger a further round of matching or small increments remains a live question; for now, the two discounters’ competitive expansion plans and need to staff new stores looks set to keep pay under close scrutiny from rivals, regulators and the Bank of England.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article), [[3]](https://www.reuters.com/business/world-at-work/lidls-british-workers-get-fifth-pay-rise-two-years-2025-08-14/), [[4]](https://www.aldipresscentre.co.uk/business-news/aldi-becomes-first-supermarket-to-pay-store-assistants-at-least-13-an-hour/)
* Paragraph 2 – [[1]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article), [[2]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article), [[5]](https://corporate.lidl.co.uk/media-centre/pressreleases/2025/lidl-announces-pay-increase-for-28-000-hourly-paid-colleagues-nationwide)
* Paragraph 3 – [[1]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article), [[3]](https://www.reuters.com/business/world-at-work/lidls-british-workers-get-fifth-pay-rise-two-years-2025-08-14/), [[6]](https://www.retailgazette.co.uk/blog/2025/02/aldi-new-jobs/)
* Paragraph 4 – [[5]](https://corporate.lidl.co.uk/media-centre/pressreleases/2025/lidl-announces-pay-increase-for-28-000-hourly-paid-colleagues-nationwide), [[7]](https://www.insidermedia.com/news/national/lidl-increases-workers-hourly-wage-from-1-september-entry-level-pay-starts-at-13), [[1]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article)
* Paragraph 5 – [[1]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article), [[4]](https://www.aldipresscentre.co.uk/business-news/aldi-becomes-first-supermarket-to-pay-store-assistants-at-least-13-an-hour/)
* Paragraph 6 – [[3]](https://www.reuters.com/business/world-at-work/lidls-british-workers-get-fifth-pay-rise-two-years-2025-08-14/), [[4]](https://www.aldipresscentre.co.uk/business-news/aldi-becomes-first-supermarket-to-pay-store-assistants-at-least-13-an-hour/)
* Paragraph 7 – [[1]](https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article), [[5]](https://corporate.lidl.co.uk/media-centre/pressreleases/2025/lidl-announces-pay-increase-for-28-000-hourly-paid-colleagues-nationwide), [[3]](https://www.reuters.com/business/world-at-work/lidls-british-workers-get-fifth-pay-rise-two-years-2025-08-14/)

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## Bibliography

1. <https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/lidl-matches-aldis-new-national-pay-rate-but-goes-higher-in-london/708198.article> - The Grocer reports Aldi and Lidl are again competing over colleague pay. From 1 September Lidl will raise entry-level hourly pay to £13 nationwide and £14.35 inside the M25, matching Aldi’s new national rate announced earlier but exceeding Aldi by 2p in London. The article notes the move mirrors earlier reciprocal rises in March, and that both discounters pay entry-level rates as they expand. Lidl intends to open 40 new stores this year and accelerate openings next year; Aldi plans 1,600 new store jobs in 2025 and opening one store per week. Lidl’s pay also rises with length of service.
3. <https://www.reuters.com/business/world-at-work/lidls-british-workers-get-fifth-pay-rise-two-years-2025-08-14/> - Reuters reports Lidl GB will give its 28,000 hourly-paid workers a fifth pay rise in two years, taking entry-level pay to £13 an hour nationwide from 1 September, rising to £13.95 with length of service. London colleagues will receive higher rates. The article notes Lidl trades from about 980 stores. The move matches an earlier pay increase announced by rival Aldi, which said it would pay store assistants at least £13 an hour from 1 September. The article adds the Bank of England is monitoring wage settlements and that Britain’s government minimum wage was £12.21 and cited wider labour data.
4. <https://www.aldipresscentre.co.uk/business-news/aldi-becomes-first-supermarket-to-pay-store-assistants-at-least-13-an-hour/> - Aldi’s press centre announces the retailer will become the first UK supermarket to pay store assistants at least £13.00 an hour from 1 September, increasing to £14.33 within the M25. The release states current pay was £12.75 nationally and £14.05 within the M25, with further increases based on length of service to £13.93 and £14.64 respectively. Aldi highlights it remains the only major grocer to provide paid breaks to all colleagues, valuing approximately £1,385 per year for an store colleague. Giles Hurley, Chief Executive of Aldi UK and Ireland, thanks colleagues and reiterates the company’s commitment to being highest paying.
5. <https://corporate.lidl.co.uk/media-centre/pressreleases/2025/lidl-announces-pay-increase-for-28-000-hourly-paid-colleagues-nationwide> - Lidl GB’s corporate press release on 10 February announces a pay rise for 28,000 hourly-paid colleagues, with entry-level hourly pay increasing to £12.75 across the UK from March and London starter rates rising to £14.00, increasing to £14.35 over time. The statement frames the change as almost £15 million of investment, noting Lidl has invested over £54 million in pay in the previous year. Stephanie Rogers, Lidl GB Chief People Officer, credits colleagues for the retailer’s growth and reiterates a commitment to investment in people. The release also states Lidl operates over 970 stores and employs more than 35,000 colleagues.
6. <https://www.retailgazette.co.uk/blog/2025/02/aldi-new-jobs/> - Retail Gazette reports Aldi will create around 1,600 store roles in 2025 as part of an accelerated expansion driven by a roughly £650 million investment in its UK estate. The piece explains Aldi is targeting approximately 30 new store openings during the year and is recruiting for store managers, assistant managers, deputies, store assistants and cleaners. The chain aims to address gaps in its network while pursuing a long-term goal of 1,500 UK stores. Aldi’s HR director emphasises the retailer’s commitment to rewarding colleagues and providing market-leading pay as it grows its store footprint across Britain, creating local jobs too.
7. <https://www.insidermedia.com/news/national/lidl-increases-workers-hourly-wage-from-1-september-entry-level-pay-starts-at-13> - Insider Media reports Lidl will increase hourly pay for its 28,000 hourly-paid colleagues from 1 September, raising the national entry-level rate from £12.75 to £13.00 and London new-starter pay from £14.00 to £14.35. The article frames the move as Lidl’s fifth pay rise in two years and says the uplift brings the retailer’s total investment in pay to more than £70 million. It notes increases with length of service, and highlights that Lidl regards itself as one of Britain’s highest-paying supermarkets. Stephanie Rogers, Lidl GB chief people officer, is quoted praising colleagues and reiterating pay leadership and future store expansion.