# Aldi expands in-store bakeries as part of £67 million UK store upgrade



Aldi is gradually introducing in-store bakeries at a growing number of its branches, surprising many shoppers who have only just noticed this development at their local stores. One Aldi customer from Gosport, Hampshire, expressed her astonishment on the Aldi UK Shoppers Facebook page after finding an in-store bakery at her local branch, unaware that Aldi had been rolling out such facilities for over five years. The supermarket chain has now equipped 25 of its stores with bakeries, a move that has drawn comparisons from shoppers to rival Lidl, which is well known for its extensive and fresh in-store bakery offerings.

Many Aldi shoppers have commented on social media, some welcoming the introduction of bakeries to Aldi stores, while others jest about Aldi "copying Lidl." The rivals have long been compared when it comes to bakery products, with Lidl widely recognised for its freshly baked goods, including a variety of croissants, breads, and pastries baked daily on-site. Meanwhile, Aldi’s bakery items have traditionally been pre-packaged and delivered to stores, resulting in a more limited and less fresh product range. Despite this, some consumers have welcomed Aldi’s move, noting that the new bakeries provide quality goods and enhance the overall shopping experience.

This enhancement of Aldi’s bakery presence is part of a broader £67 million investment planned for 2025, aimed at upgrading UK stores and improving customer experience. This investment will include improvements to bakery fixtures, updated store layouts, refreshed signage, and sustainability upgrades, such as the installation of in-store CO2 refrigeration systems designed to reduce carbon emissions. Such initiatives demonstrate Aldi’s commitment to delivering high-quality, affordable food while promoting environmental responsibility.

Alongside physical bakery expansions, Aldi has also launched a "Bakery Lite" product range, offering popular bakery items in packaged formats for customers seeking convenience. These items, including all-butter croissants, cinnamon swirls, and doughnuts, are currently being trialled in select stores across the Midlands, East Anglia, and Essex. This approach caters to customers on the move or those preferring to enjoy fresh bakery goods at home, complementing the in-store bakery offering.

Aldi’s expansion plans are ambitious, with a £650 million investment earmarked for opening approximately 30 new stores across the UK in 2025. Priority locations include areas such as Fulham Broadway in London, Billericay in Essex, and Cheadle near Stoke-on-Trent. Each new site is designed to accommodate large stores with ample parking and high visibility to meet growing demand. Aldi’s managing director of National Real Estate, Jonathan Neale, stated the supermarket’s goal is to bring accessible, high-quality, affordable food to communities most in need, basing store location decisions partly on public feedback.

This expansion and store enhancement strategy is complemented by efforts to improve staff conditions, including a recent pay rise for Aldi store assistants. Hourly wages were increased earlier this year to at least £12.75 nationally and £14.05 within the M25, with a further increase planned for September 2025. These measures reflect Aldi’s broader commitment to investing in both its stores and its workforce as it grows its footprint in the competitive UK supermarket sector.

In summary, while Aldi’s introduction of in-store bakeries may be seen by some as following in Lidl’s footsteps, it is aligned with a wider strategy of store investment, enhanced customer experience, and accessibility. As Aldi continues to expand and improve its offerings, it seeks to carve out a distinctive place in the market, balancing affordability with quality and convenience for shoppers across the UK.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.mirror.co.uk/money/aldi-copying-lidl-new-store-35537731), [[4]](https://www.birminghammail.co.uk/whats-on/food-drink-news/compared-bakeries-lidl-morrisons-tesco-29139537)
* Paragraph 2 – [[1]](https://www.mirror.co.uk/money/aldi-copying-lidl-new-store-35537731), [[4]](https://www.birminghammail.co.uk/whats-on/food-drink-news/compared-bakeries-lidl-morrisons-tesco-29139537), [[5]](https://www.businessinsider.com/aldi-vs-lidl-review-differences-which-better-photos-2021-5), [[7]](https://www.eatthis.com/aldi-vs-lidl/)
* Paragraph 3 – [[2]](https://bakeryinfo.co.uk/retail/aldi-enhances-bakery-fixtures-as-part-of-67m-investment-in-2025-store-updates/701507.article)
* Paragraph 4 – [[3]](https://bakeryinfo.co.uk/finished-goods/aldi-sells-in-store-bakery-items-in-packaged-format/627382.article)
* Paragraph 5 – [[6]](https://www.aldipresscentre.co.uk/business-news/aldi-announces-650-million-investment-as-part-of-2025-expansion-plans/), [[1]](https://www.mirror.co.uk/money/aldi-copying-lidl-new-store-35537731)
* Paragraph 6 – [[1]](https://www.mirror.co.uk/money/aldi-copying-lidl-new-store-35537731)
* Paragraph 7 – [[1]](https://www.mirror.co.uk/money/aldi-copying-lidl-new-store-35537731), [[6]](https://www.aldipresscentre.co.uk/business-news/aldi-announces-650-million-investment-as-part-of-2025-expansion-plans/)

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

## Bibliography

1. <https://www.mirror.co.uk/money/aldi-copying-lidl-new-store-35537731> - Please view link - unable to able to access data
2. <https://bakeryinfo.co.uk/retail/aldi-enhances-bakery-fixtures-as-part-of-67m-investment-in-2025-store-updates/701507.article> - Aldi is investing £67 million in 2025 to upgrade its UK stores, focusing on enhancing bakery fixtures to improve the shopping experience. The investment includes layout changes and refreshed signage to accommodate expanding bakery categories. This initiative aims to provide customers with a more sustainable and convenient shopping environment, aligning with Aldi's commitment to delivering high-quality, affordable food. The upgrades also encompass improvements to health and beauty fixtures and in-store CO2 refrigeration systems, contributing to carbon emission reductions equivalent to heating over 6,500 homes.
3. <https://bakeryinfo.co.uk/finished-goods/aldi-sells-in-store-bakery-items-in-packaged-format/627382.article> - Aldi has introduced a 'Bakery Lite' range, offering popular in-store bakery products in a packaged format for immediate consumption or reheating at home. Items include all-butter croissants, maple pecan plaits, cinnamon swirls, cheese twists, almond croissants, iced ring doughnuts, vanilla crème crowns, and a trio of cookies. This initiative aims to provide customers with convenient access to fresh bakery items, catering to those on the move or seeking indulgent treats at home. The trial is currently available in selected stores across the Midlands, East Anglia, and Essex.
4. <https://www.birminghammail.co.uk/whats-on/food-drink-news/compared-bakeries-lidl-morrisons-tesco-29139537> - A comparison of bakery offerings across various supermarkets highlights Lidl's superior in-store bakery experience. Lidl's bakery section, located near the entrance, offers a wide range of freshly baked goods, creating a continental atmosphere reminiscent of a French boulangerie. In contrast, Aldi's bakery presence is limited, with only a handful of stores featuring in-store bakeries. Most Aldi locations offer pre-packed bread and cakes, resulting in a more limited selection compared to competitors. This disparity underscores Lidl's commitment to providing a diverse and high-quality bakery experience for its customers.
5. <https://www.businessinsider.com/aldi-vs-lidl-review-differences-which-better-photos-2021-5> - A comparison between Aldi and Lidl reveals significant differences in their bakery offerings. Lidl stores feature in-store bakeries with a variety of freshly baked goods, including croissants, muffins, cookies, and soft pretzels. These items are baked on-site, providing a fresh aroma and quality. In contrast, Aldi's bakery items are pre-packaged and delivered to stores, lacking the freshness and variety found in Lidl's offerings. This distinction highlights Lidl's emphasis on providing a more authentic and appealing bakery experience to its customers.
6. <https://www.aldipresscentre.co.uk/business-news/aldi-announces-650-million-investment-as-part-of-2025-expansion-plans/> - Aldi has announced a £650 million investment in 2025 to accelerate its expansion across Britain. The plan includes opening around 30 new stores in locations such as Fulham Broadway in London, Billericay in Essex, and Cheadle in Stoke-on-Trent. This substantial investment underscores Aldi's commitment to providing high-quality, affordable food to more communities, responding to the growing demand for its products. The expansion aims to enhance accessibility and convenience for customers, reinforcing Aldi's position in the UK supermarket sector.
7. <https://www.eatthis.com/aldi-vs-lidl/> - A comparison between Aldi and Lidl highlights key differences in their bakery offerings. Lidl boasts an extensive in-store bakery department, baking a variety of European-inspired breads and pastries daily, including croissants, sourdough loaves, doughnuts, baguettes, and buns. In contrast, Aldi's bakery items are pre-packaged and delivered to stores, lacking the freshness and variety of Lidl's offerings. This distinction underscores Lidl's commitment to providing a more authentic and appealing bakery experience to its customers.