## E-Discounters: Who would use online delivery from Aldi or Lidl?

How likely would you be to buy Aldi or Lidl products online? Aldi customers Lidl customers Non-Aldi customers Non-Lidl customers Very likely to use Aldi online Very likely to use Lidl online Very likely to use Aldi online 10% Very likely to use Lidl online Non-Aldi customers who already shop Aldi customers who already shop Lidl customers who already shop Non-Lidl customers who already shop online, elsewhere online, elsewhere online, elsewhere online, elsewhere Very likely to use Aldi online Non-Aldi customers who already shop Non-Lidl customers who already shop online for whom location is a barrier online for whom location is a barrier to shopping at Aldi to shopping at Lidl Very likely to use Aldi online Very likely to use Aldi online

