For Immediate Release

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How Lidl Will Win in the US Moving Forward

New Brick Meets Click analysis explores Lidl’s strengths and what to expect next

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Lidl’s entry into the U.S. had a smaller impact on the market than expected, but new research shows that it established a strong price reputation from the opening of its first store. This is one of the findings from a Brick Meets Click analysis of data on 30,000 shopper visits to Lidl stores collected by Service Management Group (SMG).

“Lidl may not have accomplished everything it wanted to in its first year, but it did receive credit for the low prices that are expected from a hard discount operator,” said Bill Bishop, author of the analysis.

The 30,000 surveys were conducted from June 2017 through December 2017 with shoppers at 40 different Lidl stores in Virginia, North Carolina, and South Carolina, using SMG’s proprietary market intelligence tool, BrandGeek®, that combines consumer feedback and behavioral data.

Advertising was the big reason shoppers first visited a Lidl store, but over time the top two reasons changed to ‘previous positive experience’ and ‘quality of the product.’ This shows that regular Lidl shoppers found a lot to like beyond just low prices.

“Lidl still needs to find ways increase same store sales and improve their financial performance,” explains Bishop. This can be done by:

- Maintaining low product costs even though they’ll be operating fewer stores than originally projected.
- Getting credit for the speed/convenience of shopping their tightly edited assortment and smaller footprint stores.
- Driving trial and build trust in their own label products with strong retail marketing.
“Once it does this, we expect Lidl to position itself as the store with prices as good as Aldi but with a bigger selection of fresh products and national brands,” says Bishop.

The complete analysis – including what these findings mean for the rest of the grocery retail industry – can be found at brickmeetsclick.com in the post: [Don't Count Lidl Out in the US - Here's Why](https://www.brickmeetsclick.com/post/dont-count-lidl-out-in-the-us-heres-why).

**About Brick Meets Click**

Brick Meets Click is a strategic advisory firm with unparalleled experience and perspectives on the US grocery industry. It was founded in 2011 to focus specifically on how technology and new competitors are changing food marketing and sales. Today its guidance helps retailers and manufacturers adapt and find new sources growth. Visit [www.brickmeetsclick.com](http://www.brickmeetsclick.com) to learn more about its expertise, services and thought leadership.

**About Service Management Group**

Service Management Group (SMG) partners with more than 500 brands around the globe to create better customer and employee experiences, which drive loyalty and performance. SMG uniquely combines technology and insights to help clients listen better, act faster, and outperform the competition. Strategic solutions include omniCX™, Brand Research, and Employee Engagement. SMG evaluates 250 million surveys annually, across 130 countries. To learn more about SMG, visit [www.smg.com](http://www.smg.com) or call 1-800-764-0439.