

Aldi to hire 400 new London staff as rapid expansion continues

Budget supermarket Aldi has said it is on the hunt for another 400 workers in London as its rapid expansion across the capital continues.

The German-owned firm said it is looking for people of all levels of experience to fill roles across the region, with salaries of up to £63,000.

The move is part of the firm's wider national expansion plans, which will also see the recruitment of 540 new staff across 11 regional distribution centres.

Giles Hurley, Chief Executive Officer of Aldi UK, said: "Demand for Aldi has never been higher [and] it's more important than ever that we are making it even easier for more people to shop with us – including by opening dozens of new stores.

"Our success is dependent on the amazing work that colleagues do, day in and day out, and we're looking forward to welcoming thousands more colleagues to Team Aldi throughout 2023."

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[It comes after new figures revealed one pound in six](#) spent in [supermarkets](#) in the run up to Christmas went to the German discounter twins [Aldi](#) and [Lidl](#) as the cost of living crisis sent [shoppers](#) seeking out cut price groceries in their droves.

In the 12 weeks to Christmas Day the two companies had a record combined market share of 16.3% – ahead of the number two chain [Sainsbury](#)'s – as sales passed £5.5 billion, according to latest data from market researchers Kantar.

The data shows Aldi sales surging by 27% on the previous year to reach a market share of 9.1%, while Lidl's revenues were 23.9% up giving it a share of 7.2%.