

Lidl hails bumper Christmas as 'shoppers switch from traditional supermarkets'

Discount supermarket [Lidl](#) has revealed its sales jumped by almost a quarter over the key festive period as it said it was buoyed by shoppers switching from rivals amid budget concerns.

The retailer said sales increased by 24.5% over the four weeks to December 25, compared with the same period in 2021.

It added that it welcomed 1.3 million more customers to stores over the week before Christmas compared with the previous year.

This included the supermarket chain's "busiest-ever day of trading in 28 years" on Friday December 23 as shoppers sought to buy last-minute Christmas groceries.

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Lidl GB chief executive Ryan McDonnell said: "Every week of

the year we are seeing more customers coming through our doors, switching spend to Lidl from the traditional supermarkets.

“We know they switch to us to make savings, but then they stay with us when they realise that they’re not having to compromise on quality, and this Christmas was no exception.”

It came as quarterly data from sector analysts at [Kantar](#) showed Lidl and fellow [German](#) discounter Aldi steadily increasing their market share against traditional UK supermarket rivals.

Last week, Aldi hailed a record Christmas performance as sales jumped 26% in December.

On Monday, Lidl said it expects the strong momentum from Christmas to continue into the new year as shoppers focus further on pricing.

Mr McDonnell said: “Our strategy – great quality products at low prices – has remained the same since we first opened our doors over 28 years ago.

“That is only because it’s as relevant now as it ever has been.

“It is working because we are seeing big switching gains, with over £63 million of spend moving to us in the four weeks to the 25th of December.

“We only see this momentum continuing in 2023.”

The retailer, which has more than 950 stores, also highlighted a strong performance in its Deluxe products, with sales of its Christmas pudding in the range increasing by 185% year on year.

Meanwhile, sales of its premium cheese rose by almost 30% for

the period.