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Aldi's Grocery Delivery Trial in Australia Tested Against Coles and Woolworths

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Aldi, the German discount supermarket, has launched a grocery delivery trial in Canberra via DoorDash, challenging Coles and Woolworths' dominance in Australia's online grocery market. A price comparison of 10 staple items reveals Aldi remains cheaper, but delivery fees and stock issues dent its edge. This article examines how Aldi's trial stacks up against its rivals and the implications for shoppers seeking value.

On July 9, 2025, Aldi began offering over 1,800 products for delivery through DoorDash in the Australian Capital Territory (ACT), a first for the retailer known for its low-cost, in-store model. The Guardian's test, cited in their July 17 report, compared a basket of essentials, eggs, lettuce, milk, bread, chicken, potatoes, bananas, carrots, beef burgers, and cheese. Aldi's total was \$62.45, undercutting Coles' \$75.36 and Woolworths' \$71.19 (via Uber Eats), though both included service fees. Aldi's prices align with its in-store reputation, with Choice's 2025 survey noting a \$50.79 basket at Aldi versus \$66.22 at Coles and \$68.37 at Woolworths. However, DoorDash delivery fees, which vary by distance, and a lack of substitute products for out-of-stock items frustrated some testers.

Coles and Woolworths, with their established in-house delivery systems, require a \$50 minimum spend, offering free delivery on orders over \$250 at Coles. Aldi's reliance on DoorDash avoids infrastructure costs, as retail expert Bronwyn Thompson told The Guardian, but raises concerns about pricing transparency. Aldi's chief commercial officer, Jordan Lack, emphasized to Retail News Asia that the trial delivers "high-quality groceries at the lowest prices." Yet, stock shortages, like those reported by shopper Alexei Joshua to Yahoo Finance, forced pricier substitutions, occasionally making Aldi's basket costlier.

The trial exposes flaws in Australia's concentrated grocery market, where Coles and Woolworths hold 65–70% share. The Australian Competition and Consumer Commission (ACCC) is probing their pricing tactics, but Labor's regulatory efforts are criticized as inadequate. Shoppers on X praise Aldi's affordability but note its limited range. As Aldi eyes national

expansion, it must balance convenience with its low-cost promise to truly rival the duopoly.