

†Based on a comparison of Aldi products against products shown only. ASDA may sell own brand/other products at different prices.
 Excluding ASDA Reward card prices. Lowest ASDA price pro rata, considering size and offers, used and checked on 04/08/25. Aldi prices and packaging correct as of 04/08/25. Subject to availability.
 Product packaging may differ in each region. Products and prices may vary in store, Scotland, Wales, Aldi Local and online. For more information visit aldi.co.uk/swap Which? Cheapest Supermarket 2024 endorsement is based on an independent comparison over 12 months of Lidl, Asda, Morrisons, Tesco, Sainsbury's, Ocado, Waitrose and Aldi. For more information visit which.co.uk/reviews/supermarkets/article/supermarket-price-comparison.

ALDI				
Product code	Product name	Item price	Weight (no symbols)	Weight measurement
847217	Specially Selected Scottish Salmon - Lightly Smoked	£3.99	240	G
Total		£3.99		
		ALDI Basket - no multibuy offers required, just every day low prices		

ASDA Product					
ASDA Product	Weight (no symbols)	Weight measurement	Per item price including any multibuy offers	Pro rata price including any multibuy offers and size	Aldi savings
Exceptional by ASDA 2 Lightly Smoked Scottish Salmon Fillets	240	G	£6.38	£6.38	37.46%
				£6.38	37.46%
				Total of cheapest competitor prices, adjusted for size variances and applying multibuy prices.	£2.39