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Discount chain Aldi will open in April its first units in Hungary, a year after it first announced it would enter the country. Aldi will launch 40-50 units this year in Hungary focusing on the Budapest area.

Tesco will open 15 stores in Slovakia this year and four of these supermarkets will have shopping areas of 3,000 m².

This growth is part of a trend that will bring international “non-food merchandising” into competition with traditional local channels.

Go **Aldi in Hungary**