



LIDL CROWNED CHEAPEST SUPERMARKET, BEATING ALDI BY 3p AND WAITROSE BY £18.41

- Lidl has been officially named the UK's cheapest supermarket by The Grocer, beating all major retailers and undercutting Aldi by 3p
- This is Lidl's seventh victory, from the nine times they have gone head-to-head with Aldi in a Super Grocer 33
- The analysis, conducted by The Grocer, found a shopping list of 33 everyday items at Lidl cost just £54.96 - even with competitor discount schemes applied
- Lidl's everyday grocery items clocked in just under 12% cheaper than Tesco, and a whopping £18.41 cheaper than the most expensive retailer, Waitrose

09 May, London – Lidl has once again been named cheapest supermarket in The Grocer's 'Super Grocer 33' monthly analysis, beating all major supermarkets. Edging out Aldi by 3p, this is Lidl's seventh victory, out of the nine times the two discounters have gone head-to-head in a Super Grocer 33*.

The most recent price index**, which compares the price of 33 everyday grocery items across the UK's seven major supermarkets, found Lidl to be a huge £18.41 cheaper than Waitrose, the most expensive retailer.

Lidl and Aldi matched each other on pricing for 30 or the 33 items on the mystery shopper list however, Lidl's promotions on the olives and own-label scones proved decisive in their victory.

Whilst Tesco's Clubcard initiative provides its shoppers with major discounts, promotions were only found on three items on the list, for a total discount of 96p. However, overall, the shop was found to be £6.02 pricier than Lidl.

The accolade comes amidst the ongoing supermarket price war, demonstrating that Lidl still offers better value for customers' weekly shop.

Supermarket	Ratio Price Summary	Price compared to Lidl
Lidl	£54.96	-
Aldi	£54.99	+3p
Asda	£61.16	+£6.20
Tesco	£61.94	+£6.98



Sainsbury's	£63.82	+£8.86
Morrisons	£66.10	+£11.14
Waitrose	£73.37	+£18.41

ENDS

Notes to Editors

**As reported in the full results breakdown on The Grocer <https://www.thegrocer.co.uk/the-grocer-33/lidl-beats-aldi-by-3p-as-inflation-on-basics-falls-to-01/690982.article>

** Recent price index for Week 41, Monday 29th April

About Lidl GB

Since establishing itself in Great Britain in 1994, Lidl GB has experienced continuous growth and today has over 29,500 employees, over 950 stores and 13 distribution centres in England, Scotland and Wales.

As part of the Schwarz retail group, Lidl is one of Europe's leading organisations in the food retail industry. The supermarket, which has more than 360,000 employees globally, currently operates approximately 12,000 stores and more than 200 warehouses and distribution centres in 31 countries.

The supermarket takes pride in providing its customers with the highest quality products at the lowest possible prices throughout Great Britain, from Kirkwall to the Isle of Wight. Social responsibility and sustainability are at the core of the company's daily operations, with the company placing a strong emphasis on its responsibility for people, society, and the environment. Lidl GB is passionate about working with British producers and sources two thirds of its products from British suppliers.

The Schwarz Group, which operates worldwide as a retail group, generated a turnover of €133.6 billion in the financial year 2021.

For more information about Lidl GB visit <https://corporate.lidl.co.uk/>