

The Lidl Effect

FY24

**Lidl GB's
socioeconomic impact**



A proud and major contributor to Britain

Ever since our first store opened in Great Britain in 1994, Lidl has stood for high-quality products at affordable prices – and much more besides.

We are proud to be a major British investor, creating high-quality jobs, offering support for British farmers and suppliers, contributing to local national tax revenues and meaningfully supporting the communities we serve. This is the **Lidl effect** – creating value beyond the price tag.

So as we open our 1000th GB store in 2025, we're not only celebrating another new Lidl, but the socioeconomic impact it will make.

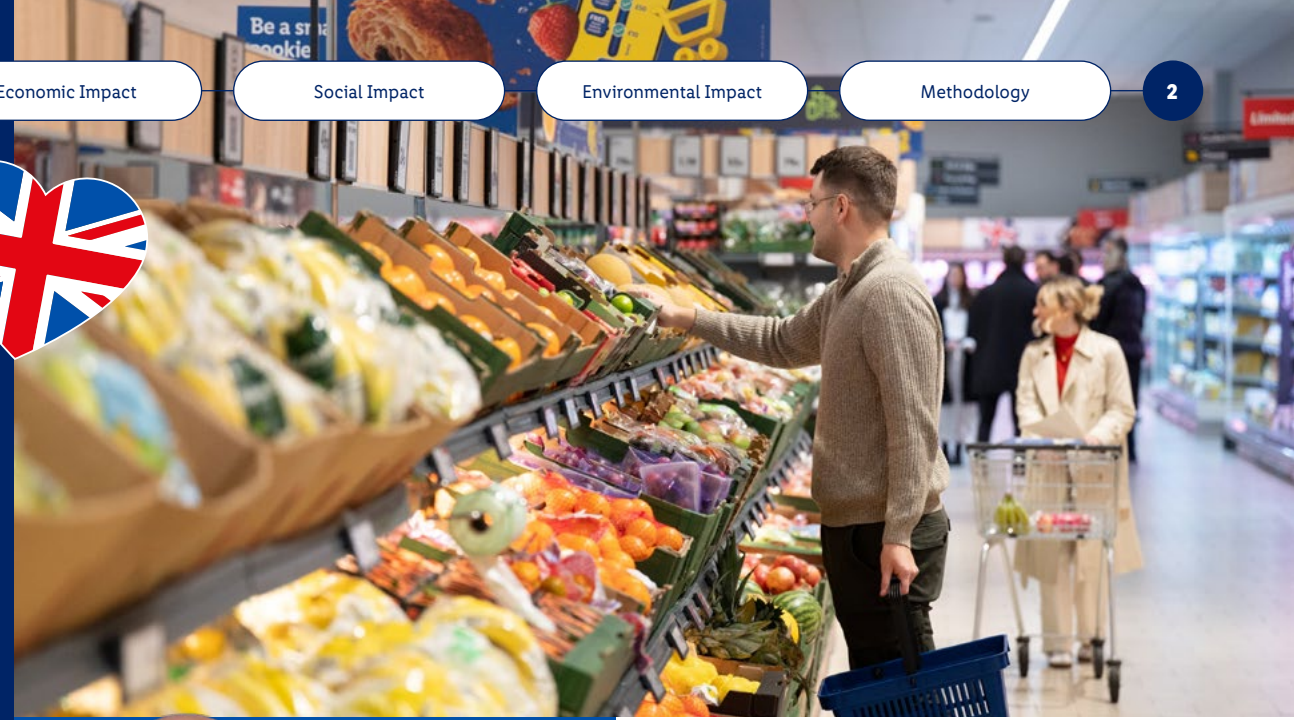
Our new colleagues are joining a workforce of over 35,000 people of all ages, backgrounds, ethnicities and skills. The store's contribution will further add to the £14.5 billion in Gross Value Added (GVA) Lidl generated for the GB economy in 2024. The products it stocks will be more good news for British suppliers, who already supply around two-thirds of the products we sell.

It will also help to fund the vital work of the NSPCC and Childline, and work with organisations tackling food insecurity through Neighbourly and His Church. In 2024 alone, we donated 18.5 million meals through a combination of food surplus and customer donations, while continuing to invest in educational programmes and food redistribution initiatives nationally.

Fuelled by the passion of our colleagues and the trust of our customers, this report shows that the **Lidl effect** is not only significant – it's growing. And with each passing year, we're aiming higher, to help shape a brighter future for all our stakeholders.



Ryan McDonnell
CEO of Lidl GB



See our **Beyond the basket** report for more insights.

Lidl GB Sustainability Report
FY23/24

**Beyond
the basket**

FY23
and
FY24



The Lidl effect in numbers



Adding value to the GB economy?

That's more to value

Our contribution included a **£474m[†]** investment in new stores and distribution centres.

£14.5bn

generated in Gross Value Added (GVA)

by Lidl and our supply chain, in 2024 alone.



A major job generator

From the stores we operate to the supply chain that supports us, Lidl's GB presence has generated **281,813 jobs.**



Backing Britain's producers

Around 2/3[†]

of all products sold are sourced directly from British suppliers.*

* Based on FY24 purchase value from British-based suppliers; includes own brand and branded core and promotional lines.
† This symbol denotes where a KPI has undergone limited assurance. The full assurance statement is available here: <https://corporate.lidl.co.uk/sustainability/sustainability-reports>



Giving back



Since 2017, we've raised **£10m** through our NSPCC partnership.

We also donate surplus food from our stores to help make good healthy food accessible to families who need support.

In 2024, we donated more than **18.5m meals[†]** through a combination of surplus food and customer donations, via Neighbourly and His Church. These meals supported a wide range of local causes including charities, food banks, community cafés and soup kitchens. Since 2020, we've increased our local distributions four fold.

Our £14.5bn economic impact

From Dingwall in the highlands of Scotland to Penzance in Cornwall, Lidl's GB-wide network of stores generates a considerable economic impact.

By championing British suppliers, creating high-quality job opportunities, and investing in retail operations and infrastructure across Great Britain, we make both a direct and indirect impact on the British economy.

Which break down like this:

£1.4bn[†]

in **direct** Gross Value Added (GVA) was generated by Lidl GB in 2024

£9.6bn

was created through our domestic suppliers

£3.5bn

was generated through international suppliers



Result: A total economic contribution of **£14.5bn**

How £1 becomes £10: the multiplier effect

For every £1 of direct value created by Lidl GB – through our own operations, investments and employment – the benefits ripple out and grow. Our British suppliers generate an additional £7, with a further £2 added across the wider value chain.

These figures reflect our broad impact and the role we play in supporting long-term economic development across Great Britain.



Investment = commitment

We're investing at the heart of British communities to create economic impact and strengthen its ripple effect in the process.

In 2024, as part of our expansion in Great Britain, Lidl invested

£474m

in developing new stores and distribution centres, creating new jobs, supporting local suppliers and boosting local economies.

And in November 2025, we proudly opened our

1,000th

store, a landmark and symbol of our growth and commitment.

[†] This symbol denotes where a KPI has undergone limited assurance. The full assurance statement is available here: <https://corporate.lidl.co.uk/sustainability/sustainability-reports>

More than a retailer: a significant taxpayer

Lidl International and Lidl GB firmly believe that every responsible business must pay its fair share of tax, to fund vital public services such as the NHS, education, transport and state pensions.

In 2024, Lidl GB paid over £1 billion in taxes.[†] That's the equivalent of almost half of England's annual agricultural subsidies (£2.56 billion in 2024).

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We paid
over
£1bn
in taxes
(FY24)



Lidl GB's tax contribution

2024: Lidl collected £335 million in taxes on behalf of the Government and paid £697 million in taxes.

As we grew our business in 2024, our contribution to National Insurance rose to £77.1 million (FY23: £63.4 million), giving further support to key public services.



Tax borne
£697m

Tax
collected
£335m

Billions in backing for British farming

In 2024, Lidl GB invested:

£5.8bn
in British food and farmed products, with...

around 2/3
of products sourced directly from GB-based suppliers – significantly strengthening our British supplier network.*

And this is just the start. Over the next five years, Lidl has committed to investing a further

£30bn
in British food and farming!

Read more on Backing British Farming commitments [here](#).

* Based on FY24 purchase value from British-based suppliers; includes own brand and branded core and promotional lines.

We invested
£5.8bn
in British food
and farmed
products

An employer of choice

Lidl strengthens the communities we serve, not only through our products and services, but as a large-scale, high-quality employer. Across Great Britain, we directly employ around 35,000 colleagues.[†]

Our colleagues are the backbone of our business, and their success is our success. Guided by our core values, we foster a culture rooted in fairness, respect and collaboration – and driven by open communication and mutual support.

Since becoming the first UK supermarket to provide a Living Wage in 2015,¹ we are committed to upholding our values. We now offer some of the highest entry wages in the sector, stable contracts and clear development pathways for everyone who chooses to join us.

We employ over
35,000
colleagues

We are guided by our values



6.84%
year-on-year
increase in our GB
workforce[†]

Every role creates more

Lidl GB ranks in the top five Lidl countries by headcount, representing around 12% of the Company's global workforce.

We also benefit from the strength, expertise and network of the Schwarz Group. One of the world's largest retailers, they are also Europe's No. 1 in food retail.

In turn, our size means that positive socioeconomic impacts are amplified along the supply chain. For example, for every role at Lidl GB, five additional jobs are supported by our British-based direct suppliers. And when the broader value chain is factored in, this impact grows to as many as four additional roles sustained for each Lidl GB position.

In all, our GB business sustains around 281,813 jobs across our direct operations and the wider supply network.

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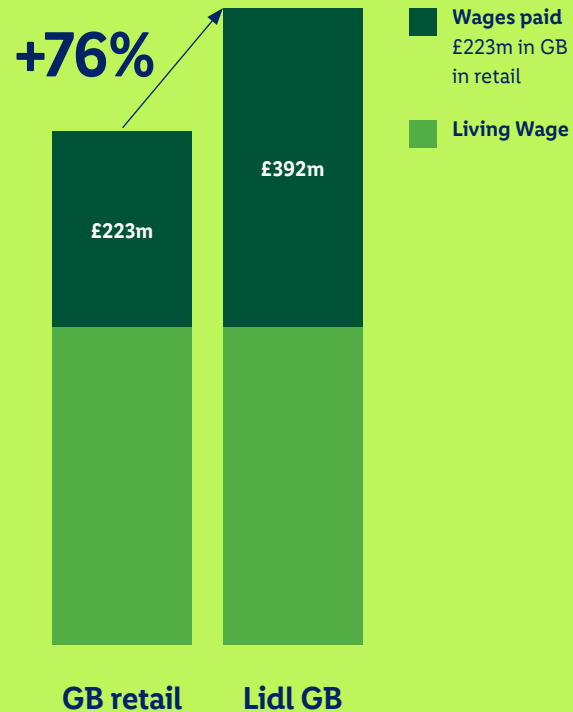


281,813
jobs supported
from farm to
factory

¹ Source: <https://www.livingwage.org.uk/news/lidl-become-first-supermarket-pay-living-wage>

Competitive pay

We take our responsibility to colleagues seriously, and competitive pay is central to this commitment. For example, during FY24, this resulted in pay awards totalling £392 million above the UK Living Wage benchmark.



Mean gender pay gap: reduced

In 2024, we cut our mean pay gap to 8.0% – well below the UK average of 13.1%* – showing real progress towards fairer pay and equal opportunity.

* Source: ONS



Mean
gender pay gap
reduced to
8.0%

Median gender pay gap: (there isn't one)

Lidl GB's median gender pay gap remained at 0% for the fourth year in a row, highlighting our leadership in pay equity and commitment to fairness and equality.

For further information, see our Gender Pay Gap Report 24/25.

Median
gender pay gap
0.0%
for 4 years
running



Fair wages: the foundation of our supply chains' success

Lidl GB believes fairness is fundamental to good business, and one example is the pioneering tool we are rolling out across our banana supply chain, to help close living wage gaps on plantations.

Developed with the Sustainable Trade Initiative (IDH), it identifies the gap to local living wages, calculates Lidl's share of extra payments due, and empowers suppliers to pass this on through wages, bonuses or vouchers.

See our Beyond the basket report for the full story.



Community food insecurity: we're on it

For many, affording good, healthy food is a constant challenge – and Lidl GB is committed to being part of the solution.

In 2024, we donated 18.5 million meals for 6.8 million people via Neighbourly and His Church. This is broken down as 16.6 million meals from our food surplus and 1.96 million meals from our customers 'Good To Give' food donations.

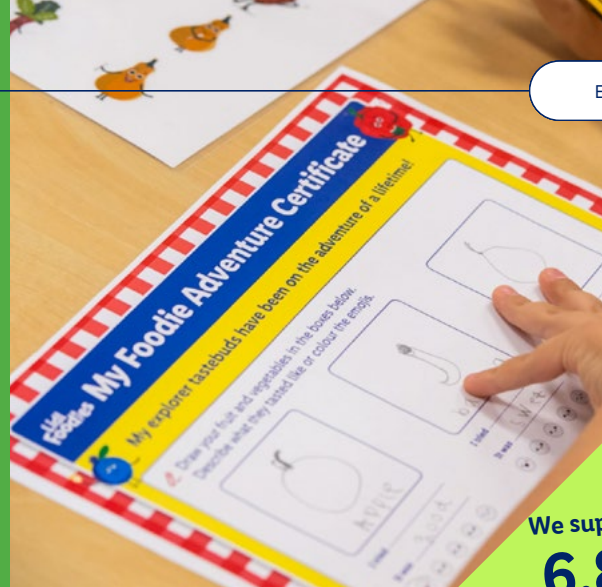
The Neighbourly donations:

Represent food worth around
£31.9m

Saved almost
28,465 tCO₂e
emissions related to food waste

Helped to reduce incremental costs to the NHS by an estimated
£79.5m^{*†}

^{*} £79.5 million is the estimated FY24 social value figure for Lidl GB's edible product redistribution programme, calculated by Neighbourly based on data, evidence and financial proxies assured by CHY Consultancy. Based in part on a report by BAPEN, the figure reflects the estimated prevention of additional costs to the NHS for subjects with malnutrition and obesity as a result of the meals donated.



We supported
6.8m
people through
healthy meal
donations

Discovering healthy – early

Lidl has invested £500,000 over two years in Lidl Foodies, a nationwide schools programme designed to spark a lifelong love of healthy eating. Delivered by teachers through fun, hands-on workshops, the initiative brings fruit and vegetables to life for primary school children across the UK. The programme is completely free for schools and aims to reach 250,000 pupils. By the end of FY24, over 150,000 children from 1,000 schools had already taken part – with more than half coming from Schools in Need. We're here to 'Vegucate' the nation and make healthy food exciting, accessible and enjoyable for every child.



Partnering for impact

Through Neighbourly – a platform connecting our stores to over 2,800 good causes nationally – His Church, and initiatives such as the Lidl Community Fund, toy giveaways and our Lidl Foodies education programme, we reduce waste and help families towards healthier futures.



18.5m
meals donated



£599,429
in grants for 688
causes supported



£2.08m
generated through
fundraising



85,000
toys donated



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Charity partnering

The vital priorities of the safety, mental health and wellbeing of Britain's children, and the success to date of our work with the NSPCC, led us to an important decision in 2025: we decided to extend our partnership with Britain's leading youth charity for another five years.

In 2024 alone...

£2m[†]

was raised by our colleagues and customers to give a vital boost to the NSPCC's funding and ability to protect vulnerable children, right across the country.

To date...

£10m

has been invested to support thousands of children. And our renewed commitment will ensure this vital work continues well into the future.

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Our donations funded...



13

Childline bases around the UK, supported through Lidl, and the entirety of Childline's night time service



38,302

counselling sessions with young people, delivered by Childline



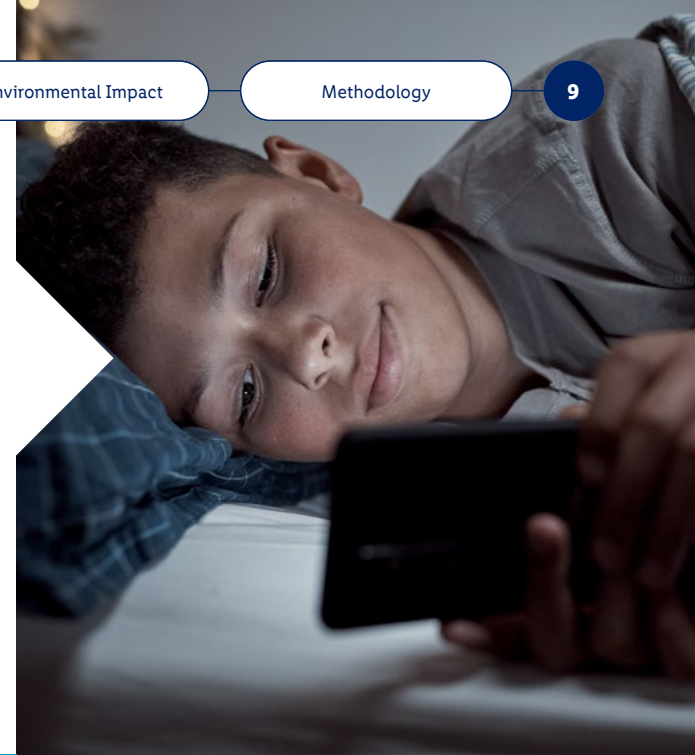
1,452

initial assessments for young people who needed additional support

Childline counselling: there when it's needed

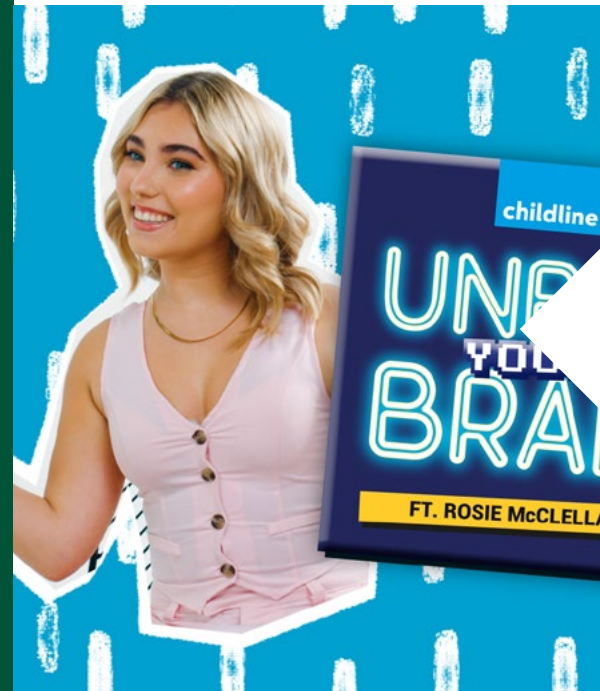
Lidl's support enables tens of thousands of Childline's counselling sessions for children and young people.

Childline is in constant demand: on average, it receives a call every 45 seconds, usually from children who need help with their mental health and emotional wellbeing. Our partnership helps to make sure they have someone to turn to – whatever difficulty they're facing, 24/7.



Unbox Your Brain campaign

Social media is a wonderful thing – until it isn't. There is a lot of misleading, and potentially harmful, mental health content on social media platforms like TikTok. Lidl therefore funded a nationwide campaign, aimed at reaching young people with sound and reliable advice. By engaging influencers and using creative formats, we directly address one of the biggest risks to young people's mental health: exposure to harmful digital content.



More impact, through less impact

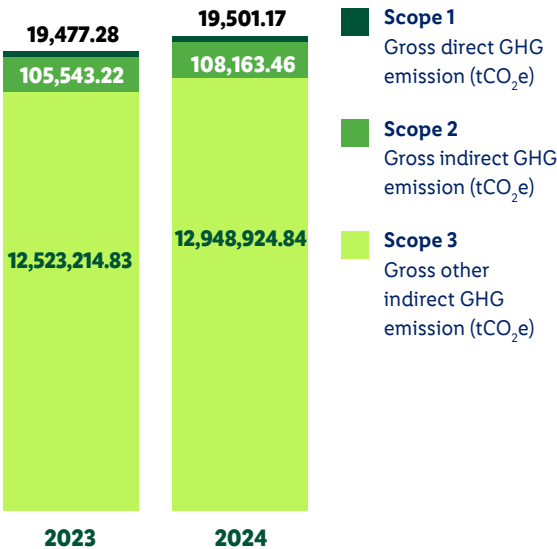
Our bold environmental reduction goals

In line with our parent Schwarz Group’s official net zero commitment to the Science Based Targets initiative (SBTi), Lidl has defined a clear long-term climate strategy. By 2030, we aim to cut our operational emissions (Scope 1 and 2) by 70% against a 2019 baseline – a decisive move towards meaningful environmental impact and corporate responsibility.

Find out more on our website and in our latest Sustainability Report.

With 13.1 million tCO₂e greenhouse gases emitted in 2024, our increased carbon footprint reflects the scale and growth of our operations – and the responsibility that comes with it. We took targeted steps in 2024 to strengthen our climate strategy, reducing future emissions and increasing our positive societal impact over time. That’s why we’re driving change across all three scopes – from our own operations, to the energy we source, to the suppliers we work with.

Greenhouse gas (GHG) emissions



The mission to cut emissions

- ◆ Our largest warehouse, opened in Luton in 2023, is powered by biogas and solar PVs, covering electricity needs seasonally.
- ◆ We eased freezer temperatures from -24°C to -22°C (Oct 2024 – March 2025), cutting warehouse freezer power use by ~9% a year.
- ◆ Lidl GB significantly expanded its Battery Electric Vehicle (BEV) fleet by 16% between FY23 and FY24 by making more BEV options available to colleagues.

CO₂ is just the start

National Insights



£1.75m
biodiversity net gain payments



7,883t
food waste avoided through surplus redistribution and operational efficiency measures



£11.8m
towards improving recycling infrastructure through Packaging Recovery Notes (PRNs)



94.6%
of our own-label and branded product packaging that is recyclable, reusable, refillable or renewable*



541,312 MWh
energy saved through efficiency measures



See our **Beyond the basket** report for more insights

* Based on % tonnage of packaging that is eligible to carry on pack recycling label 'recyclable' or 'recycle at collection point' logo

Methodology

Sources of information

This report's analysis draws primarily on Lidl's internal datasets, including store-level sales, payroll for stores, offices and distribution centres, procurement from domestic and international suppliers, and operational indicators such as greenhouse gas emissions, food waste and energy consumption. Tax contribution figures were taken from Lidl's most recent Annual Report and Financial Statements 2024.

Internal data was validated and supplemented with publicly available macroeconomic data sources. Supplier records were mapped to economic sectors, and macroeconomic datasets (including multi-regional input/output tables, the Business Register and Employment Survey, and labour market statistics) were integrated into the analysis.

Scope of data reporting

The data in this report differs from the data in Lidl GB's Financial Statement and Sustainability Report as the Socioeconomic Report encompasses the following two legal entities:

- Lidl GB (LGB) – retailing grocery products in Great Britain
- Lidl UK Trading (LUKT) – facilitating the purchase of goods from overseas and the subsequent sale to Lidl GB.

Gross Value Added (GVA)

The economic impact assessment is based on two components: direct and indirect Gross Value Added (GVA):

- Direct impact reflects the GVA created through Lidl's own activities, including demand for goods and services sold in stores and online, measured through the income approach – aggregating compensation of employees, gross operating surplus (profits plus capital consumption via depreciation and amortisation), and taxes on production. Direct GVA is calculated nationally from Lidl's Annual Report and locally from store sales.
- Indirect impact captures the global effects generated through Lidl's procurement from GB and international suppliers and their supply chains. This covers purchases for resale as well as goods and services acquired to support operations. Supplier data is mapped to sector and location, and multi-regional multipliers are applied to estimate additional GVA across the global economy. The report excludes induced GVA and employment effects, and includes only procurement-based indirect impacts, ensuring verifiable data that safeguards credibility, transparency and compliance.

Employment

The employment impact assessment considers both direct and indirect effects.

Direct employment represents the jobs provided by Lidl itself across stores, offices and distribution centres. Indirect employment reflects additional jobs supported in Lidl's GB and international supply chains through the Company's procurement of goods and services. To quantify these impacts, employment multi-regional impact multipliers were applied to estimate the additional jobs created across the global economy.

Living wages & gender pay gap

The methodology compares actual wages with locally defined living wages and measures the gender pay gap as the average earnings difference between men and women, following national law.

The mean gender pay gap is measured by taking the difference between average hourly earnings (excluding overtime) of men and women, as a proportion of men's average hourly earnings. The median gap is calculated by taking the midpoint of the highest and lowest hourly pay in the organisation, and comparing the respective midpoints paid to men and women.

Direct effects are based on internal data, while indirect effects are estimated through sector- and country-level wage allocations, using multi-regional impact multipliers. All employees are adjusted to full-time equivalents.

Methodology continued

Environmental data

Environmental indicators are measured using Lidl's internal reporting systems, which track (food) waste, energy use, water consumption and greenhouse gas emissions across operations. Data is collected through monitoring and supplier reporting, and then aggregated and validated against national standards.

Indirect (upstream) impacts are estimated through carbon accounting methods according to the GHG Protocol or by applying multi-regional impact multipliers.

Benchmarking

Benchmarks are established in several ways. In most cases, when referencing a typical competitor or statistical baseline, this involves constructing a hypothetical company of comparable size (measured by production value, GVA or full-time-employees) operating in the same market and year, with results calculated using respective multi-regional impact multipliers.

Neighbourly

Through our partnership with Neighbourly, we capture and report on a range of induced social impacts, including meals redistributed, funds raised, toys donated and community grants delivered. In addition, financial impacts such as estimated NHS savings are calculated using recognised sources and programmes, including the Waste and Resources Action Programme (WRAP) and the British Association for Parenteral and Enteral Nutrition (BAPEN).

TCO₂e per meal calculation: Each of the food catalogue items has its average tray weight and average CO₂ per tray. For food catalogue items in general 1kg item weight ~ 3.611kg CO₂ (which is based on the average saving of 3,611kg CO₂ e per tonne from diverting food surplus away from anaerobic digestion), e.g. Fruit & Veg weight is 5kg per tray, CO₂ is 18.055kg per tray. Our estimated tray size: 58cm(l), 40cm(w), 15cm(h).

NSPCC

Through our partnership with the NSPCC, impacts are measured in terms of access to child protection services, counselling, and safeguarding support delivered via programmes such as Childline. Data provided by the NSPCC is used to capture outcomes such as improved mental health support and community resilience, while in-kind donations and colleague fundraising are included to reflect the wider social value of the collaboration.

WRAP

The estimated money saving from food donations is based on WRAP analysis of the DEFRA Family Food Survey, using the total per-person expenditure and weight of food purchased to derive the price-per unit. The scope used is the total household food purchases, excluding takeaway food. This excludes drinks and milk. For estimating the price-per unit in 2022, the most recent available Family Food estimates were adjusted using Consumer Price Index food figures. The weight of a meal is assumed to be 420g. The figure is rounded.

Limitations

Input/output modelling is the standard method for estimating the wider economic and employment effects of company activities, but it carries certain limitations.

The input/output tables provide only a static view of the economy for a given year; in this analysis, 2023 tables were used and adjusted for inflation to present values.

The approach measures the gross value added and employment supported by Lidl's operations but does not include a counterfactual scenario of how spending might be redistributed in the absence of Lidl.

Supplier classification may also create uncertainty, as sector codes do not always capture the full scope of a supplier's activities.

As with any large-scale modelling exercise, results are subject to data quality constraints and should be interpreted as indicative estimates rather than exact figures.

Assurance

Certain metrics within this Report have been independently assured by Forvis Mazars.

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