

Beyond the basket



More to Value.

About this magazine

A very warm welcome to the Lidl GB Sustainability Magazine 2025, and thank you for your interest in what we do.

This magazine represents a new format for Lidl GB. Published to complement our biennial GRI report, it provides a condensed, case study-led update on progress against our sustainability goals.

It highlights the initiatives and partnerships across our five sustainability priority areas: Protecting Climate, Conserving Resources, Respecting Biodiversity, Promoting Health and Acting Fairly.



Sustainability at Lidl GB isn't just a target, it is the very foundation of our identity and is vital to our enduring success. Our achievements throughout FY25 highlight the powerful impact of this core ethos along with the dedication of our 35,000 colleagues who drive it forward.

In partnership with our trusted suppliers and millions of customers, we demonstrate daily that providing great value can also go hand-in-hand with acting responsibly.



We are continually working to evolve our sustainability strategy, embedding environmental and social accountability across our entire organisation. Driven by our sustainability teams, this ethos flows up to the Board and through to our frontline colleagues within day-to-day operations, logistics, supply chain, and out in our communities. It's an approach that isn't just about reducing our footprint, but empowering every team across our stores, distribution centres and headquarters alongside our suppliers to help build a more resilient and responsible business.



Welcome to our Sustainability Magazine

Introduction

CEO statement	1
FY25 Report highlights	1
Company highlights/profile	2
Our sustainability strategy	3

Protecting climate	4
---------------------------	---

Conserving resources	8
-----------------------------	---

Respecting biodiversity	12
--------------------------------	----

Promoting health	14
-------------------------	----

Acting fairly	18
----------------------	----

Closing	25
----------------	----

CEO statement



Growing responsibly

We have also deepened our unwavering commitment to British Food and Farming, investing £30 billion over the next five years in the future of our local growers and suppliers who remain the backbone of our business.

Beyond our supply chain, our growth fuels deeper investment in our communities. Through Neighbourly, we've expanded our support for local causes, redistributing surplus food to tackle food insecurity where it's needed most. At the same time, the staggering generosity of our customers and colleagues has driven our partnership with the NSPCC to new heights, funding crucial mental health support through Childline.

None of this progress happens in isolation. Driven by the dedication of our 35,000 colleagues and the trust of our millions of customers, this magazine shows that our impact is not only significant – it's growing. While there is always more to do, we look ahead with absolute confidence and a restless ambition to shape a brighter, more sustainable tomorrow.

Ryan McDonnell
Chief Executive Officer,
Lidl GB

1. <https://corporate.lidl.co.uk/media-centre/pressreleases/2025/lidl-30-billion-investment-over-next-five-years>.
Our sustainability webpage: <https://corporate.lidl.co.uk/sustainability>.
Our sustainability methodologies: <https://corporate.lidl.co.uk/pdf/show/146615>.

As we continue to grow at Lidl GB, welcoming more customers through our doors than ever before, our broader responsibility to the communities in Great Britain grows, too.

For us, sustainability is never a standalone initiative – it is woven directly into our operations every single day, ensuring our commercial growth drives positive environmental and social impact.

Looking back at 2025, I am incredibly proud of the strides we've made. By accelerating our carbon reduction roadmap, championing Healthy & Sustainable Diets, and deepening our support for British suppliers, we've proven that business expansion does not have to come at the cost of the planet.



Live Well

launched as the first dual
health-and-sustainability product
marker among UK retailers



8.2% reduction

in our Scope 1 and 2 emissions
(location-based) between FY24 and
FY25 despite 11% estate growth



100%

of our British fruit and veg has
been grown to the LEAF Marque
or organic standards¹



£30 billion

committed to British food and farming
over 2025–2030, double the previous
pledge, giving 700+ suppliers the
long-term certainty to invest and scale



First UK discount food retailer to secure
a CPPA estimated to avoid
17.7m kg of CO₂
annually (100 GWh of green energy each year)



Food waste intensity cut by
40%
vs. 2016 baseline, ahead of schedule
Now targeting a 70% reduction by FY2030



Lidl Foodies reached 368,000+

children across 3,709 schools, with 93%
inspired to try unfamiliar fruit and veg



£3.5 million

contributed to our
charity partners

Lidl in Great Britain – at a glance

Growing

Lidl GB is part of the Schwarz Group, Europe's largest food retailer and the fourth largest in the world.

This gives us scale to fulfil our mission: to offer millions of shoppers high-quality products at the best value every week, by operating our business in a simple and sustainable way.

From our first ten stores in Britain back in 1994, we now have over 1,000 and are currently opening an average of one more every week as we continue to expand.

Today, we're a major employer, a significant British buyer and a proud contributor to the exchequer – £14.5 billion GVA (gross value added) in FY24.

Above all, we embrace sustainability initiatives in our business that are good for our people, fair to our customers and suppliers, and focused on minimising our impact on the planet.



1. In FY24.

2. In FY24.

Our strategy

Sustainability is a global imperative, and sits at the heart of the global strategy jointly elaborated by the companies of the Schwarz Group.

In GB, we have identified the following four bold pillars of impact that guide our sustainability strategy and investment decisions at a local level, delivered between our Corporate and Commercial Sustainability teams:

- 1 Healthy & Sustainable Diets
- 2 Sustainable Growth
- 3 British Farming
- 4 British Communities

These pillars bring to life Lidl's **five sustainability priority areas**, providing a consistent framework for each country while reflecting a shared commitment to engage in meaningful dialogue.



Protecting climate

We are committed to reducing our emissions and achieving our Science Based Targets. With around 99% of our emissions in our supply chain, our focus extends beyond our operations, from renewable energy to supplier partnerships.



Conserving resources

Fewer resources wasted means a healthier planet and a stronger business. This priority area covers packaging reduction, the shift to circular thinking and preventing food waste, alongside sourcing certified, sustainably produced materials. We are also improving waste recovery, designing packaging for recyclability and increasing recycled material use.



Acting fairly

Offering good value means nothing without good values. Doing the right thing by the people who power our business is our top priority. This priority area drives our commitment to our colleagues, farmers, suppliers and communities, ensuring fair pay, human rights and animal welfare – and proudly backing British farming.



Promoting health

We believe affordable, nutritious, sustainable food should be available to all. This priority area makes the easy choice the healthy one, through: reformulating products; growing our plant-based range; and aligning with the principles of the science-backed Planetary Health Diet.



Respecting biodiversity

Nature underpins everything we sell. Protecting the ecosystems our ingredients depend on is essential. This priority area focuses on reducing our impact on the land, water and habitats, through: enforcing strict environmental standards for our growers; biodiversity-integrated purchasing; and funding external habitat restoration projects.

Protecting climate



In order to play our part in limiting global warming to 1.5°C, we align our measures with science-based climate targets. By implementing a climate strategy, we are working to reduce harmful emissions throughout the entire value chain. To this end, we are focusing on using resources efficiently, leveraging renewable energies and working with suppliers to implement reduction measures in our supply chains.

In this section

Why it matters

► page 5

Our role and impact

► page 5

Case studies

► pages 6–7



As a food retailer, we exist because of the food system, and we recognise our vital role in protecting it. The food industry cannot thrive in a volatile climate. By working to decarbonise our operations and value chain in partnership with our suppliers, we aim to reduce our climate impact and actively help future-proof the food system we all rely on for tomorrow.



Madeleine Barr

Commercial Sustainability
Team Manager





Protecting climate

Why it matters

Climate change is an immediate threat to affordable food. As a major retailer, we already see the fallout: failing crops, extreme weather and 80 volatile commodity markets. For a discount business built on passing savings to customers, climate-driven inflation directly threatens our core promise.

Mitigating this risk isn't just a moral duty – it's an economic necessity. Minimising these costs today is the only way to protect our efficiency, secure our supply chains and keep affordable food on the table.

Because roughly 99% of Lidl's carbon footprint sits within our Scope 3 supply chain, the heavy lifting happens here. It is on us to actively partner with our suppliers, transforming how we produce food from the ground up.

Our role and impact

We are committed to reducing our emissions and achieving our Science Based Targets (SBTs).

To help deliver this ambition, we have set out the actions needed to reduce emissions across our business and value chain.

We have established the following science-based targets to drive emissions reductions across Scopes 1, 2 and 3:

- By 2030, we commit to reducing our absolute Scope 1 and 2 emissions by 70% from a 2019 baseline.
- By 2034, we commit to reducing our absolute Scope 3 agricultural emissions by 42.4% from a 2022 baseline year (FLAG).
- By 2034, we commit to reducing our absolute Scope 3 industrial emissions by 35% from a 2022 baseline year (non-FLAG).

We're proving there is vast scope for decarbonising our agriculture, transportation and store operations, and we're already well on the way.

Solar PV installed at
**80% of
new stores**
in FY25



First UK discount
food retailer to secure
a CPPA, estimated to avoid

**17.7m kg
CO₂**
annually



Scope 1 and 2
emissions

(location-based)¹

fell 8.2%
year-on-year, despite
11% estate growth



**50% of
suppliers**

have set climate targets
(SBTs) by 2026, against
a 75% target



1. Location-based emissions calculate Scope 2 emissions from purchased electricity using the average carbon intensity of the local grid, regardless of any renewable energy contracts in place.

The need

As around 99% of Lidl GB's total emissions are Scope 3, originating from our supply chain, our greatest climate impact lies outside our direct operational control.

What we did

We have set an ambitious target for our primary suppliers to set validated Science Based Targets (SBTs). Many suppliers, particularly small and medium-sized enterprises (SMEs), lack the in-house expertise, data tools or resources to navigate SBT validation.

Rather than simply mandating compliance, Lidl GB is investing in capacity building. In FY25, we launched the Supplier Leadership on Climate Transition (Supplier LoCT) programme, delivering scalable, expert-led training for all in-scope suppliers, and fully funding the technical resources, backed by our additional SBT webinar series.

Who was involved

Key suppliers accounting for 75% of our product-related emissions.

The impact

A cultural shift: Supplier feedback suggests sustainability is increasingly being viewed as a positive business opportunity rather than solely a compliance requirement. Every supplier from our initial cohort has voluntarily returned to participate in our advanced climate courses, helping to reduce risks associated with achieving our primary Scope 3 targets.

What's next?

The LoCT (Leadership on Climate Transition) programme for our final cohort of suppliers kicked off in August 2026, with the core SBT webinar series continuing in parallel.

Scope 3: collaboration and communication

The Lidl Sustainable Beef Programme

The need

A thriving British beef supply chain in the future depends on farmers developing more sustainable practices. In turn, they need a hands-on, peer-to-peer forum to share best practice in a real-world setting.

What we did

We marked the Lidl Sustainable Beef Programme's first year by getting members together at a participating farm in North Devon. Led by farmers, for farmers, the event combined presentations with demonstrations, new technologies and practical steps to cut emissions – from better grassland management to improved soil health.

Who was involved

Around 30 farmers from 12 beef farms across the West Country, all supplying our grass-fed beef range.

The impact

Stronger knowledge and confidence in areas such as rotational grazing and soil sampling, supporting biodiversity-focused and lower-carbon farming practices. Feedback following the event showed the value of practical, peer-to-peer learning.

What's next?

We're growing the programme and repeating the event in August 2026 for a larger and wider audience of producers. This practical, educational forum, together with digital tools to track progress, will play a key role in producing high-quality, sustainable British beef.

The need

As we expand our store network, we want to decouple growth from carbon emissions by securing access to sustained, renewable energy to meet our current and projected needs.

What we did

We focused on a fixed-cost corporate Power Purchase Agreement (CPPA), buying our electricity directly from renewable sources while strengthening our energy security. Traditional markets do not typically support CPPAs, and long-term contracts are generally avoided to give Lidl the flexibility to respond to changing market conditions. However, given the volatility of energy prices and the need to support long-term investment in renewable infrastructure, a five-year agreement was the most appropriate approach.

Who was involved

Lidl's Energy, Legal and Accounting teams, external CPPA consultants and lawyers. Other companies of Schwarz Group were also involved as we pioneered an operational blueprint for other Lidl countries to replicate.

The impact

A CPPA with the Gwynt y Môr offshore wind farm in North Wales, delivering 100 GWh of green energy every year, enough to power 37,000 medium-sized homes and estimated to avoid 17.7 million kg emissions annually.

What's next?

This successful blueprint opens up the door for further CPPAs, cost stability, and more CO₂ emissions avoided.



Savings through the roof: Solar PV

Power, direct and renewable



The need

When we build new stores, solar PV is a default choice that avoids emissions and delivers significant cost savings.

What we did

In 2025, we installed solar PV on 39 new stores and 80% of all new stores during the year, bringing coverage to around 13% of our overall store estate.

Who was involved

Our in-house property teams, working with external PV suppliers and specialist consultants.

6,000 MWh

of electricity generated annually, enough to power 2,000+ homes and avoiding 900+ tonnes of CO₂¹

The impact

The installed systems should produce about 6,000 MWh per annum; enough to power over 2,000 homes for a year, avoiding over 900 tonnes a year of CO₂ emissions.

What's next?

We'll equip our new stores with solar PV wherever possible, while assessing battery storage options that will save money and emissions at night as well.

1. Based on Ofgem calculated average UK home electricity demand or approximately 2,500 kWh/year.

Conserving resources



Our aim is to help realise a well-functioning circular economy. To achieve this, we are improving the recovery of operational and food waste. We already design our private-label packaging and products with recycling in mind, and are gradually increasing the use of recycled materials.

In this section

Why it matters

► page 9

Our role and impact

► page 9

Case studies

► pages 10–11



Everything we use has value, and we believe nothing should go to waste unnecessarily. By reducing waste, improving recycling and designing products and packaging with their whole lifecycle in mind, we are taking steps towards a more circular economy. These changes help us use resources more responsibly today, while protecting them for future generations.



James Bernard

Senior Sustainable Operations Lead





Conserving resources

Why it matters

Many of the resources the world consumes each day are finite, and some are also significant contributors to climate change.

With projections that two billion more people will be living on the planet by 2050,¹ it has never been so important that we conserve what we have now.



Our role and impact

At Lidl, we're systematic in the way we conserve resources along every link in our chain.

We work with our growers to audit water use, energy use and other resources. We continually review our products for sustainable improvements in packaging, and where we can find ways to avoid packaging altogether.

We invest in intelligent systems to strike the delicate balance between keeping shelves stocked and over-ordering that leads to unsold waste.

Our 'Too Good to Waste' boxes offer close-to-date food at heavy discounts, and every store distributes surplus stock to food banks and other community groups.

31.5%
of uncut fruit & veg
sold loose, beating WRAP's
30% target



Wine bottles reduced from
409g to 384g,
removing
1,000+
tonnes
of glass



Targeting
100%
verified sustainable sourcing
for our critical raw materials
by the end of 2025, with
99%
achieved to date



We hit our food waste
reduction target of

40%
ahead of schedule
**We're now
targeting 70%
by FY30**



1. <https://www.un.org/en/desa/world-population-projected-reach-98-billion-2050-and-112-billion-2100#:~:text=Calendar-,World%20population%20projected%20to%20reach%209.8%20billion%20in%202050%2C%20and,Nations%20report%20being%20launched%20today.>

Read more on our approach: <https://info.lidl/en/our-responsibility/conserving-resources>.

Good food

where it's needed

The need

We aim to conserve resources by preventing food waste before it even occurs. But we strive to make sure that any unsold, in-date food reaches people who need it most.

What we do

We prevent food waste through data analysis, ordering the right stock at the right time, and daily in-store freshness checks that rotate stock correctly.

As foods near their use-by dates, a clear recognised hierarchy is applied. First, we sell edible, slightly imperfect or surplus fruit and vegetables in our bargain Too Good to Waste boxes. Anything that remains and is still within date, moves fast to our Feed it Back charity partners, donating to food banks and local groups.

Food that's unsuitable for consumption still has uses: we have been trialling sending surplus to animal feed producers, with anaerobic digestion as a final option to convert food into biogas fuel.

Who's involved

Our principal partner for surplus food is Neighbourly, one of the UK's founding B Corps. More than just a distribution network, Neighbourly specialises in data-driven, precision-giving. Their hyper-local approach entails partnering with vetted local food banks and charities, allowing our stores to support the communities they serve.

The impact

Our teams care passionately about reducing waste, and it shows. In 2025:

- we achieved our 2025 target to cut our food waste intensity by 40% against our 2016 baseline, a standout performance;
- our stores donated almost 20 million meals through Feed it Back, and 2 million over Christmas alone in our busiest-ever festive donation; and
- we saw significant improvements in lower-performing regions, and created a 'league table' of stores and a 'Sustainable Store of the Year' award, for a little friendly rivalry.

What's next?

Time to raise the bar: our ambitious new target is to achieve a 70% cut in waste intensity by 2030.

New activities will include extending the reach of Feed it Back to distribute more fresh items through a new partnership between Neighbourly and fellow B Corp Olio, allowing trusted individuals to collect surplus food for donations.

Interview with...



Q How did you get involved in Lidl's food waste reduction projects, and what were you aiming for?

A Our journey began with a simple idea: make tackling food waste in our region something people actually enjoyed being part of. Working closely with Logistics operations and the Lidl Corporate Sustainability team, we set out to shift the culture in Luton. In early 2026, we presented to 150+ colleagues at a regional meeting and proposed our ambition to improve food donation compliance and reduce food waste. With alignment from the regional teams, we realised we weren't tackling this alone.

The goal was about making donating the obvious choice, not the effortful one, feeding into Lidl GB's 70% food waste reduction target by 2030.

Q What was the biggest obstacle, and how did you work through it?

A Choosing where to focus. We had plenty of ideas, but risked deliberating instead of delivering. So we backed what already worked and focused on simple

changes to drive impact. This included making the product freshness checks part of the evening close-down routine and introducing a fun weekly leaderboard – we turned a standard task into a massive regional movement that everyone could easily get behind.

Q What were the results?

A Better than expected with more than 300,000 meals put back into communities. In the Lidl GB national Feed it Back donation rankings, the region rose to 2nd in Great Britain for two weeks, before finally hitting the top spot the week after. Store compliance went from 36% of stores hitting their targets to over 80% by the end of April.

What's next?

Keeping the momentum going. We're rolling out the Green Team, with a Sustainability Champion in every store, and supporting the Olio food-sharing trial across 20 stores in Luton and Newton Aycliffe.

The need

Glass bottles are energy-intensive to transport and recycle, and Lidl is also liable for Extended Producer Responsibility (EPR) costs. These are environmental fees designed to make businesses responsible for the cost of collecting, sorting and recycling their packaging waste, rather than the liability falling on local authorities.

Who was involved

Lidl GB, International and suppliers put their heads together to upskill on the current legislation, its effects on the business, and costs. The EPR charge for a typical bottle of wine is up to 10p per bottle, which is one of the reasons why we are aiming to reduce as much unnecessary glass weight as possible. Wine carries the highest cost of all our categories overall.

What we did

Our average 75cl still wine bottle weighed in at 409g. Through lightweighting measures, we have reduced this average to 384g, without affecting the breakage-resistance of the glass.

The impact

The lightweighting exercise removed over 1,000 tonnes of glass from our shelves. In turn, this contributes to reducing our packaging carbon footprint and minimises the costs passed on to customers. This is also contributing towards our ambitious packaging reduction targets by 2030.¹

What's next?

We're working with our buyers to reduce all glass packaging where possible, and finding safe limits. We are focusing next on lightweighting our heaviest bottles – sparkling wine – and looking at alternatives to glass where feasible.

Lighter bottles,
bigger
impact

When no
pack is the
best pack

The need

Customers don't like unnecessary packaging (in particular, plastics) for their fruit and veg, and neither does the environment.

What we did

The Waste and Resources Action Programme (WRAP) set a target for retailers to sell 30% of fresh fruit and veg loose, free of packaging. Our Buying team investigated the current legislation and WRAP's expectations. Various trials took place, with some becoming permanent actions in 2025.

We have removed

**over
30 tonnes**

of plastic packaging²

The impact

We broke WRAP's target, with 31.5% of our uncut fresh fruit and veg being offered loose, with new items moving to loose such as lemons and spring onions.

In doing so, we have removed over 30 tonnes of plastic packaging from fruit and vegetable items.

What's next?

WRAP is now looking at launching more ambitious loose targets, as well as encouraging bans on packaging for certain uncut fruit and veg lines. We will explore how to maintain the momentum with more loose offerings.

1. <https://corporate.lidl.co.uk/sustainability/plastics>.
2. In comparison to 2024. Please note that our packaging data is tracked by calendar year.



Respecting biodiversity



Biodiversity is the basis for food, clean water, fresh air and a stable climate. That makes it absolutely essential for our products and for well-functioning supply chains. This is why we integrate biodiversity aspects into our purchasing operations. Outside of the supply chain, we also support selected projects that protect and restore habitats.

In this section

Why it matters

► page 13

Our role and impact

► page 13



At Lidl, we recognise our vital role in supporting protection of the ecosystems and biodiversity upon which all food systems rely. By enforcing rigorous environmental standards across our supply chain and actively investing in habitat restoration, we are working to support more resilient ecosystems and food systems for the future.



Jessica Harden

Nature & Seafood Lead





Respecting biodiversity

Why it matters

No biodiversity, no food.

Without healthy, functioning ecosystems, we lose the clean air, fresh water and productive land on which food production depends.

Yet ironically, the growth of agriculture also poses its own threat, with nearly half of the Earth's land now dedicated to food production, including on land that was once forests, grasslands and wetlands.



Our role and impact

Lidl is working to reduce its impacts on nature and support biodiversity through its sourcing and restoration initiatives, specifying rigid standards regarding impact, sustainability and best practice.

We were the first discounter to require all British fresh fruit and vegetables to be either organic or certified to the LEAF Marque standard. This requires our farmers to protect water, soil and biodiversity.

We also work with experts including World Wide Fund for Nature (WWF) to support progress towards deforestation-free and conversion-free supply chains, and we fund water catchment projects across Britain and internationally to protect freshwater ecosystems.

1. <https://corporate.lidl.co.uk/media-centre/pressreleases/2025/lidl-30-billion-investment-over-next-five-years>.
2. <https://corporate.lidl.co.uk/sustainability/deforestation/soy>.



100%
of British fruit & veg¹

is LEAF Marque certified or organic, helping protect water, soil and biodiversity

£100,000
invested

in WRAP's Water Roadmap



100%
of palm oil and
81%
of our soy²

is certified sustainable as we work towards 100% verified deforestation- and conversion-free sourcing.



Promoting health



To promote health and more conscious nutrition, we are continually expanding our plant-based assortment, with a focus on fresh fruit and vegetables, plant-based protein and whole-grain products. At the same time, we are optimising the nutritional profiles of our private labels. We also actively support the health and wellbeing of our colleagues (see 'Acting fairly' on page 18).

In this section

Why it matters

▶ page 15

Our role and impact

▶ page 15

Case studies

▶ pages 16–17



FY25 was a year of action at Lidl for promoting healthy, more sustainable diets. As the first UK retailer to introduce specific plant-based targets aligned with the Planetary Health Diet, we reinforced this commitment with our 'Live Well' marker, helping customers identify products that support healthier eating and a more sustainable diet. We are committed to making healthy, affordable, sustainable nutrition accessible to all.



Emma Williams

Senior Healthy & Sustainable
Diets Lead





Promoting health

Why it matters

Millions of people across Britain still struggle to access affordable, nutritious food or navigate confusing dietary advice.

This has tangible consequences: nearly 22% of reception-aged children are overweight or obese,¹ and fewer than one in five adults (17%) hit their 5 A Day target.²

But our food choices impact far more than just our health; they directly impact our climate. For a grocery retailer, the vast majority of carbon emissions sit within Scope 3: the indirect supply chain emissions. While improvements like sustainable farming are vital, real change also depends on the power of our shopping baskets. Transitioning toward more plant-rich diets, such as the Planetary Health Diet (PHD), represents one of the most powerful levers to cut emissions, putting climate action directly into the hands of consumers through their daily food choices.

That's why we're the first retailer to sign up to, and champion, the principles of the PHD, a sustainable, health-focused model rich in fruits, vegetables, wholegrains and plant-based proteins. By offering quality plant-based options at the best possible prices, Lidl is making healthy, sustainable eating more appealing, affordable and accessible.

Our role and impact

In FY25, we sold more healthier foods, beat our retailer-first 2026 fibre target early, almost doubled meat-free and milk alternative sales, and progressed toward our market-leading 2030 plant-based protein target – all while launching 'Live Well' (see page 16), a people-and-planet industry first.

We also devised and shared new recipe ideas and nutritional information, and continued to offer thousands of Too Good to Waste boxes of fresh fruit and veg at almost-giveaway prices.

And beyond our stores, we're inspiring good food habits in school workshops, our Lidl Foodies programme (see page 17) and through live events. Of course, treats and snacks have their place too, although for less healthy products we've phased out packaging that's attractive to children on our regular own-label products.

- <https://www.health.org.uk/resources-and-toolkits/data-tools/evidence-hub/trends-in-children-who-are-overweight-or-obese>.
- <https://www.thegrocer.co.uk/news/government-figures-show-massive-slump-in-uk-fruit-and-veg-consumption/705560.article>.
- <https://corporate.lidl.co.uk/sustainability/healthy-sustainable-diets>.

Healthy/healthier
product sales reached
88% achieved³

exceeding the 80% target
set in 2019 for 2025



Fibre sales
increased
21.9%

since 2022,
achieving our
20% target
two years early



First
UK retailer

with a product marker for foods
that support healthier eating and
more sustainable choices



Portion of plant-based protein
reaches
18.8%

of total protein sales progressing
towards 25% by 2030 target



Meat-free and
milk alternative
sales grew
795%

since 2020, nearly double
the 400% target



3,709
schools

reached through
Lidl Foodies
initiative



The need

We know that four out of five customers want to make healthier food choices. They also care about food made with environmental values in mind.

What they don't want is to be preached to. They want clear, trustworthy information that helps them make informed decisions without having to navigate complex science or confusing jargon. That's why simple, recognisable marks and certifications matter – they make it easier for customers to choose products that align with both their health and sustainability goals.

What we did

While competitors make claims about nutrition, we went a step further. In August 2025, Lidl GB launched the first Healthy & Sustainable Diets marker showing products

that are healthy for people and more sustainable for the planet.¹ Products carrying the Live Well mark meet nutrition criteria approved by the British Nutrition Foundation and sustainability criteria developed using principles from Lidl's WWF partnership.

Who's involved

Live Well's nutrition criteria was approved by the British Nutrition Foundation and the sustainability criteria was built on the principles of our Lidl International WWF partnership.

The impact

By the end of FY25, we expanded the range so that 4.5% of our own-brand products now proudly carry the Live Well mark, putting us well on our way to our target of 10% by 2030.

Launch of Live Well



Fibre-boosting targets

The need

Only 9% of UK adults, and even fewer lower-income households, consume the recommended 30g amount of fibre each day. Fibre is important for gut health and is associated with a lower risk of heart disease, stroke, type 2 diabetes and certain cancers.²

What we did

To help make fibre more accessible in everyday diets, Lidl GB launched a comprehensive fibre strategy across its own-brand range. The strategy focuses on increasing total fibre tonnage sold by 20% by 2026.

Who's involved

Lidl became the first UK retailer to sign up to the Food and Drink Federation's Action on Fibre initiative, supporting our commitment to make fibre-rich foods more appealing and accessible to customers.

The impact

In November 2025, we reported a 21.9% surge in fibre sales, exceeding our +20% target by 2026, two years ahead of schedule.

What's next?

By the close of 2025, wholegrains accounted for 15.3% of all grain sales, driven by special discounts on Lidl Plus. Our target now is to boost that proportion of wholegrains to 25% by 2030.

1. <https://corporate.lidl.co.uk/sustainability/healthy-sustainable-diets/live-well>.

2. <https://www.nhs.uk/live-well/eat-well/digestive-health/how-to-get-more-fibre-into-your-diet/>.

The need

In the UK, poverty affects around 4 million (more than one in four) children. And although healthy eating is part of the National Curriculum, many teachers lack the time, resources or training to cover it well. Nearly one-third of children are unable to identify common vegetables, and Lidl is actively helping to inform, excite and inspire them.

What we did

We launched Lidl Foodies to help teach children aged 4 to 7 all about fruit and veg, at a time when they're developing lifelong habits around what they eat. This free, year-long programme is aligned to the curriculum and free to access for every British primary school. It comprises three modules: Lidl Tasters (about tasting different kinds of fruit and veg), Lidl Growers (how produce is grown and where it comes from) and Lidl Makers (trying out delicious simple recipes). Each module is fun, hands-on, and comes with all the resources a teacher needs to deliver the programme.

The children also learn about food waste, fibre in diets, and sourcing food locally from British farms.

Who's involved

Schools, teachers, kids and their parents across all of Great Britain. By February 2026, 3,709 schools had participated (about 15% of all primary schools).

What's next?

So far, Lidl has invested over £500,000 in the Lidl Foodies programme, and in 2026 we're building on that momentum by introducing cooking workshops at youth zones during the summer school holidays, and expanding our reach to 8- to 11-year-olds with new content about food waste, farming and the Planetary Health Diet for schools to download.

Hungry to learn

Lidl Foodies

Our impact so far

Impact assessments showed that by the close of February 2026, Lidl Foodies had:

reached
**368,000+
children** and
**589,000+
parents**¹

introduced
almost
**9 out of 10
kids**
to fruit and veg they
had never tried²

Resulting in
60%
of teachers say
their pupils are
now eating more
fruit and veg²

1. Estimated pupil engagement based on individual teachers downloading at least one Lidl Foodies resource and the number of pupils/classes they reported teaching when registering through National Schools Partnership.
2. Based on a survey of 116 teachers who had downloaded and used Lidl Foodies resources with their pupils, conducted between October 2025 and January 2026.



Acting fairly



We believe that economic success and responsible action go hand-in-hand. Our aim is to create a work environment that supports health and wellbeing. That is why we take our responsibility seriously and – together with everyone on #teamlidl and our partners in the supply chain – we are committed to decent working conditions and respectful collaboration.

In this section

Why it matters

► page 19

Our role and impact

► page 19

Case studies

► pages 20–24



A sustainable business is built on fair treatment for all. From the British farmers who grow our products and the store teams who serve them, to the customers who buy them, everyone we work with deserves to be treated with fairness and respect. This is the foundation of our commitment to protecting human rights, driving positive community impact, and giving back through charitable initiatives.



Zoe Pritchard

Senior Charity and Community Lead





Acting fairly

Why it matters

Like other values-led organisations, Lidl GB strives to make sure all our stakeholders' interests carry equal weight, and that no one is left behind. So, for example, our supplier contracts are not just about price, but promoting fairer terms, higher animal welfare, rigorous quality standards and safer workplaces.

Fairness for our 35,000 colleagues means real-world pay, equitable career opportunities, and benefits that materially support them and their families. And for our millions of customers, it's about our honest proposition of low prices and great quality, week in, week out.

Fairness also means tackling unfairness. Around 13.4 million people in the UK live in poverty, and more than one in four children grow up in food insecurity. Every week, we're stepping up with thousands of distributions of surplus food, carefully targeted where they're most needed.

1. <https://www.nspcc.org.uk/support-us/partner-with-us/>.

Our role and impact

We consistently pay above the National Living Wage, and have also strengthened maternity and adoption leave, paid fertility leave and compassionate leave.

We are major supporters of British farming through our multi-billion pound commitments, and long-term contracts. With this stability, farmers can invest confidently in their future.

We conduct Human Rights Impact Assessments (HRIAs) worldwide, working with local organisations and suppliers to address key challenges across sourcing countries.

As mentioned in our Lidl Effect Report published in November 2025, we contributed more than £14.5 billion in gross value added to the British economy, as a fair and leading employer, buyer, retailer and supporter.

Lidl generated
£2.5m

for the NSPCC, including
£1m donated by customers
through Pennies,
taking our total
partnership funding
over £12.5m since 2017¹



Setting the
standard

MSC UK Supermarket of
the Year 2025: Silver Award



£5.8bn
invested

with 700+
British suppliers,
towards our
£30bn commitment



Again certified as a
Top
Employer

in 2026, with the Enterprise Seal
for exemplary HR management



Over
£500,000

donated via our Community
Fund to 847 local causes
through Neighbourly



We're closing
our share

of the banana living
wage gap ahead of the
2027 industry deadline



Building a better place to work

Our success is built by the energy, talents and commitment of our colleagues, and in FY25 we continued to invest in the platforms, policies and opportunities that support them.

From planning the launch of a new channel for colleague-led sustainability ideas, to strengthening our approach to gender equity, healthcare access and career progression, the year reflected how we put our colleagues at the heart of everything we do.

The Green Team: Colouring our approach

During the year, we laid plans for the launch of the Lidl Green Team.

We have over 35,000 colleagues, and the Green Team will offer them a platform to discuss, debate, ideate and advance green topics of any description. The team will also be structured geographically, so every Lidl region is represented via regional leads and representatives who can bring their own local perspectives. Great ideas can come from anyone, anywhere, and the Green Team will make sure they're heard.



The no-debt degree

At a time when many people wrestle with large student debt, we have a very different proposition: zero debt, and a proper, market-rate salary while you learn.

During the year, we welcomed 35 new colleagues, the second cohort of our Lidl Retail Leadership Degree Apprenticeship. With the third group due to join in September 2026, the total number on the programme will reach 103. Developed in partnership with Kingston University, it's a complete hands-on programme that takes our apprentices from Customer Assistant to Store Manager-in-Training, supported by expert mentorship.

Successful apprentices gain a BSc (Hons) in Retail Leadership and secure a management role in one of our stores.



The Doctor will see you 24/7

All our colleagues can now contact GP24, an online GP service giving unlimited access to fast and expert medical advice and diagnosis.

It includes unlimited free consultations, a private prescription service, referrals to specialists, fit notes and second opinions. GP24 avoids traditional GP queues and provides speedy answers and reassurance for many day-to-day family ailments and worries.

Our gender programme

We constantly review our offer as a leading employer. This year we doubled paternity leave to four weeks' full pay, increasing to eight weeks after five years of service – among the most competitive paternity policies by UK retailers. We were also the first to introduce 28 weeks' full pay for maternity or adoption leave, plus paid-leave for fertility treatment or pregnancy loss. The programme also reduces barriers to career progression or retention, including a Mentoring for Women programme in both Sales and Logistics; colleague networks for gender equity and parents & carers; support when returning from family leave; and greater flexible working in leadership roles, including job sharing.

The need

Naturally, a critical motivator for any workforce is pay.

Lidl GB always aims to go beyond suggested or legal minimums, so that our colleagues can stay ahead of the rising cost of living while feeling valued and respected for the great work they do.

What we did

In FY25, we:

- 1 set a then-unrivalled market-leading pay increase effective March 2025 for 28,000 hourly paid colleagues nationwide
- 2 exceeded both the updated National Living Wage and the Real Living Wage
- 3 unveiled a further increase in August 2025 for hourly paid colleagues. This fifth pay rise in two years took Lidl's investment in pay to over £70 million

- 4 announced a further £29 million in pay increases for all 35,000 colleagues in February 2026
- 5 doubled paternity leave, with full-pay for eight weeks for colleagues with five years' service

The impact

In FY25, we cemented our position as one of the leading payers in UK supermarket retail. This also contributed to our re-certification as a 'Top Employer' in January 2026 by the Top Employers Institute.

What's next?

We will continue to ensure we are among the most competitive payers in our sector, and always offer the Real Living Wage.



Among the sector's
leading
payers



Supporting British communities

The need

We have millions of customers who want to give something back. We want to make it easy, whether it's donating a few pence at the till or supporting causes closer to home.

What we did

We continued our partnership with the NSPCC, funding the vital overnight Childline service, and extended our support to smaller, more localised causes through our Community Fund.

The impact

For the NSPCC, we delivered our most successful year yet, raising over £2.5 million. A big driver was Pennies, a micro-donation system that lets customers add up to 30p to their card payment at the checkout, based on their basket size. These donations alone raised a remarkable £1 million in just seven weeks across the year¹.

This funding helps power the overnight Childline service, which on average receives a call from a worried child every 45 seconds¹.

In 2025/26, Childline delivered over 170,000 counselling sessions¹, and a third of the calls made at night were from children identified as being at high-risk for their safety.

Meanwhile, our Community Fund made grant awards totalling £524,560, split between 847 causes that focus on food insecurity, education, good health and wellbeing, and reducing inequalities.

Just one example: A £20,000 grant went to a social and cookery club in Thanet, Kent, which provides meals where one in four children live in poverty. With demand rising, our grant funded a van that will extend the reach of their great work.

What's next?

We're launching an enhanced £1 million British Community Fund, allowing customers and colleagues to vote where funds go for the first time. And we're continuing to work towards our goal of raising £15 million for the NSPCC by 2030.

1. <https://www.nspcc.org.uk/support-us/partner-with-us/>.

Talking grassroots

The need

Getting together in person with our supply chain partners and maintaining open and honest dialogue is crucial.

What we did

In March 2025, we brought the curtain down on our inaugural two-day Grassroots Farming Conference at Harper Adams University. The first task was collating the intelligence gathered, and answering the topics raised in our inaugural Lidl in Dialogue session.

Who was involved

130 British farmers, food producers and industry leaders, alongside commercial, agricultural, corporate and sustainability colleagues from Lidl.

The impact

Overwhelmingly positive feedback, with the event strengthening relationships across our supply chain by creating space for open discussion, practical learning and the sharing of different perspectives. Feedback described the sessions as having exceptional speakers that produced “honest and frank conversations with people across the supply chain”. More than 40 follow-up questions reflected the ongoing engagement generated by the event.

What's next?

The conference returns in February 2027, with an even larger audience.

Roger Vogels



Soft Fruit Growing Director

A day in the life of a farmer

Q Walk us through a typical day during peak season. What are the key challenges, and how are you seeing climate change affect this?

A Harvesting British soft fruit is a demanding job. During summer, our teams start at first light to pick strawberries during the coolest part of the day, protecting quality and freshness. We are seeing greater fluctuations in peak temperatures, making it even more important to manage working conditions carefully.

Q What does growing sustainably mean to you in practice, day to day?

A Sustainable growing means continuously finding better ways to use resources. We are investing in new technologies to reduce energy and water use, while adopting methods like tabletop production and biomass heating systems.

Q What's changed most about how you farm over the last five to ten years?

A We have continued to pioneer modern growing methods, from large glasshouses and heated tunnels to more traditional outdoor production across the UK. One of our biggest developments has been our TLC breeding programme, allowing us to grow our own strawberry varieties, selected for quality, resilience and delivering the best possible product for customers.

Q How does your relationship with Lidl shape the way you operate?

A We have a long-standing relationship with Lidl, having supplied British soft fruit for around 20 years. Lidl's continued support for British production has given us the confidence to invest, innovate and grow our business over time.

Q What key takeaway do you want customers to know about the journey their berries take before they reach the shelf?

A Berries are delicate, so we take great care at every stage, from developing new varieties, through careful hand-picking in the field, to delivery to stores through our own fleet of lorries.

The need

We are always looking to improve animal welfare, and eggs are a category where we saw we could make a real difference.

What we did

Since 2021, we've worked with suppliers to transition our entire range of shell eggs to be 100% free range and organic, a leading ambition among competitor retailers.

Who was involved

Deep involvement with the supply chain, creating strategic supply-mapping and offering long-term contracts, giving producers confidence to invest in upgraded hen housing, space and outdoor access.

The impact

By 1 January 2026, the transition to 100% free range and organic shell eggs was complete. This was complemented by a 100% cage-free commitment for all shell eggs and ingredient eggs in our own-brand products.

Millions of hens now benefit from outdoor access and more space where they produce our shell eggs. Our customers can see our welfare commitments backed by meaningful action.

What's next?

In 2026, we will publish our animal welfare data report, increasing transparency across our Fresh categories, including eggs.

Every fresh egg now
free range
or organic

Our commitment to

British food and farming, doubled

The need

A resilient British food and farming sector is essential to our business, and we rely on a secure domestic supply chain that consistently delivers high animal welfare, outstanding quality and robust food safety standards.

What we did

In 2025, we reinforced our long-term commitment to British food and farming with two major announcements. In June, we re-confirmed our policy to buy 100% of our fresh everyday beef from British farms, alongside our existing commitments to source 100% of our Fresh Everyday milk, butter, cream, pork, chicken, turkey and eggs from British suppliers.

Then, in October 2025, we announced a £30 billion commitment to the British food and farming industry.

The impact

700+ suppliers and producers can plan, invest and supply with confidence, supporting UK employment while Lidl benefits from a secure domestic supply chain with shared values and lower food miles.

Why this matters

British farming underpins the food on our shelves every day. Giving growers and producers greater certainty helps them invest in their businesses, support rural jobs and continue producing high-quality British food. In return, our customers benefit from trusted British products and a resilient domestic supply chain that can keep pace with our growth.

What's next?

As Lidl continues its ambitious store expansion, our strong British sourcing commitments will help ensure that our supply chain can grow alongside us, providing customers with the high-quality British products they expect.

The need

In 2020, a Lidl GB Human Rights Impact Assessment (HRIA) identified low wages and incomes as a systemic challenge in the Kenyan tea sector. As a retailer we recognise the need to address identified challenges and believe that by tackling living wages and incomes we have an overarching opportunity to mitigate several supply chain risks for this key commodity.

What we did

The first step to supporting living incomes is to calculate what a living income looks like in a given sector, country or region. Lidl GB became the first UK retailer to calculate a Living Income Reference Price (LIRP)¹ in the tea sector, working in collaboration with Fairtrade. Data was collected and reviewed through multi-stakeholder focus groups, where the LIRP methodology and individual variables were calculated and subsequently verified.

The impacts

For the first time, the LIRP for Kenyan tea gives Lidl GB a clear starting point to understand the gap between the price farmers currently receive and the price they need to achieve a living income. In turn, the new reference price has directly informed the design of our Way To Go Tea, launching in 2026. The premium we pay for this product aims to help farmers at the Fintea cooperative in Kenya to earn a living income and to build a more secure future for themselves and their communities.

This positions Lidl GB as an early mover on living incomes in tea.



Image Alfred Mutai, tea farmer at Fintea Growers Co-operative Union, Kenya

1. <https://reference-prices.fairtrade.net/about>.

Living income tea

What's next?

Through Way To Go Tea, Lidl GB has committed to pay the Fairtrade LIRP for 100% of the tea sourced, a UK retailer first. This income improvement premium is in addition to the Fairtrade Minimum Price and Fairtrade Premium and will support stable incomes for farmers for the long term.

At Lidl GB, we recognise our responsibility to secure safe and decent livelihoods for global farmers who produce the raw materials critical to all our products. By pioneering the UK's first Living Income Reference Price in tea and embedding it into Way To Go Tea, we are actively working to bridge the income gap to secure a dignified future for tea farmers.

Imogen Wright

Senior Human Rights and Responsible Sourcing



Better living, every day

Lidl GB is proud to touch many millions of lives as we go about our daily business.

From our farmers and our truckers to our shoppers and our colleagues, we believe sustainability is ultimately about better value and better living.

Better through fairness. Better through a planet that's nurtured, not abused. Better through healthy, delicious, sustainable food that delivers exceptional value for everyone.

Thank you for supporting our mission. Because creating a more sustainable future gives everyone more to value.

Did you know?



NSPCC donations

Stacked up as pennies, the £500,000 raised for the NSPCC via Pennies in 2025 would reach approximately 82,500 metres, more than nine times the height of Mount Everest.



Livelihoods supported

It would take more than three Wembley stadiums, each with a maximum capacity of 90,000 people, to hold the number of people whose livelihoods are supported by Lidl GB.



British Economy

Lidl GB contributes £14.5 billion of gross value added to the British economy every year, around £1.26 every second. By the time you reach the end of this sentence, we will have contributed another £6.



Open and honest reporting is the foundation of our Sustainability Strategy. By sharing both our progress and the complex challenges we face, we aim to be transparent and accountable to all our stakeholders. This Sustainability Magazine is a snapshot of the measurable, targeted steps we take every day to drive sustainability across the business, to help protect our planet and the communities we serve. ●●

Charlie Day
CSR Team Manager





Over to you

We'd love to know what you think about this magazine.

If you have any feedback or questions on what you've read, please get in touch:



csr@lidl.co.uk



Or use our Customer Service contact form



More to Value.