Larnaca, 26/10/2023

**Lidl Cyprus continues to reduce prices by up to -26% across 260 products**

**The company ‘drops’ prices on more of its products and maintains prices permanently low, assuring consumers can have it all, both variety and low-cost.**

As a primary commitment to provide the best quality at the best prices, Lidl Cyprus ensures permanently low prices on over 260 of its products by up to 26%.

With a sense of responsibility towards the consumer public, Lidl Cyprus is currently proceeding with new price reductions so that everyone, at any given time, can enjoy quality products at permanently low prices. This move aims to make it easier for consumers to meet all the basic needs of their household easily, quickly and above all economically.

By using the negotiating power of its network, in cooperation with its suppliers, once again Lidl Cyprus ensures the most favourable prices in the market, both for its private label products and for branded items. Among thousands of products, Lidl Cyprus carefully selects which products deserve to be on its shelves, so that consumers can choose from a wide range of products.

In addition and on a daily basis, Lidl Cyprus customers have the opportunity to benefit from numerous additional offers and discount coupons available through the Lidl Plus loyalty programme and thus achieve even greater savings.

Lidl Cyprus remains true to its philosophy of offering the best value for money and proves this with varying actions on a daily basis, through consistently low prices and numerous offers, making sure it is consistently the first choice of the Cypriot consumer.

**Visit Lidl Cyprus online:**

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