Larnaca, 05/03/2024

**Lidl Cyprus first in the quality-price ratio in Cyprus**

**The company stood out at the Best Buy Awards. It stood out in categories related to retail, and offering the best value for money. The company received the largest number of votes from Cypriot consumers in an independent research carried out by the international organisation ICERTIAS for the year 2023/2024.**

According to the results of an independent research carried out by the **ICERTIAS-International Certification Association**, **Lidl Cyprus is at the top of Cypriot consumers' perception with regards to best price-quality**. The company stood out in the **Best Buy Award** in a total of **8 categories**, highlighting the company as the ‘**No.1 company in Cyprus with the best relationship value for money for the year 2023/2024**’.

When conducting the relevant survey, the questions asked were open-ended, no participants were given answers in advance, whilst consumers had the opportunity to express their opinions freely and without restrictions. The overall results of the survey showed that the **largest number of respondents answered ‘Lidl’ in a total of 8** categories and in reference to Cyprus. More specifically, the categories are:

* Symbol for the best quality-price ratio
* Retail chain
* Discount store
* Fresh fruit and vegetable department
* Fresh meat department
* Fresh bakery department
* Ice-cream producer or supplier
* Bottled water producer or supplier

It is worth noting that based on the research findings, it is clear that consumers’ purchasing choices are directly influenced by two main key factors: price, as they seek more affordable products and services, as well as quality, as they choose what corresponds most to their level of desired quality.

Winning first place in this research is an important achievement for Lidl Cyprus, confirming once again that it follows through with **its commitment to offer the best quality at the best price**. Particularly in a period of market volatility and price escalation, the company remains steadfast in its clear orientation towards low prices and high quality.

**About the ‘Best Buy Award’ programme**

The survey measures the best price-quality ratio of products and services that are offered in the local market, according to the experiences and opinion of consumers. The main objective of the research is to capture consumers’ experience and perception with regards to products and services, as well as consumes’ perceptions on manufacturers and providers who offer the best relationship value for money (the so-called ‘Best Buy’).

The objective of the ‘Best Buy Award’ programme is to make it easier for consumers to find the best and most affordable products and services on the market. It’s important to note that the Best Buy Award survey does not measure market share or brand strength, but only the experience, satisfaction and perception of respondents with regards to the quality and price of products and services in the market.

**About ICERTIAS**

ICERTIAS-International Certification Association is a politically independent, private organisation with a presence in more than 40 countries on five continents. [ICERTIAS](https://www.icertias.com/) promotes innovative market research locally and internationally. The organisation focuses on promoting product value, quality and services at a global level, as well as strengthening the best possible vendor/supplier and customer relationship.

**Visit Lidl Cyprus online:**

[**corporate.lidl.com.cy**](https://corporate.lidl.com.cy/el/)

**team.lidl.com.cy**

[**lidlfoodacademy.com.cy**](https://www.lidlfoodacademy.com.cy/)

[**facebook.com/lidlcy**](https://www.facebook.com/lidlcy)

[**instagram.com/lidl\_cyprus**](https://www.instagram.com/lidl_cyprus/)

**youtube.com/lidlcyprus**

[**twitter.com/Lidl\_Cyprus\_**](https://twitter.com/Lidl_Cyprus_)

[**linkedin.com/company/lidl-cyprus**](https://www.linkedin.com/company/lidl-cyprus)