



SCAN & GO

Shop, scan and go.
More control. No queues.
Win rewards.



PET CLUB

Exclusive offers for
pet lovers.
More tail wags, more
savings.



FUEL DISCOUNTS

Hit the road for less.
Save on fuel with
Lidl Plus.
More miles, more memories.



BUY NOW

From court to kitchen.
Shop Agassi's Silvercrest
frying pan – now
in the Lidl Plus app.

Lidl Plus in 2027: When a Loyalty App Becomes a Customer Strategy

Lidl Plus is no longer just a digital loyalty card. It is becoming a customer platform. Scan & Go gives customers more control and convenience in-store. Fan Clubs bring together shoppers with shared interests. Rewards are becoming richer and more personal. And Buy Now connects Lidl's exclusive non-food ranges directly to shoppers – at home and on the go.

Why it matters for FMCG commercial leaders

In markets where Lidl faces a powerful local competitor, the app is as much an offensive weapon as it is a defensive shield. The goal is clear: win more shoppers and more trips.

If Lidl Plus did not change your thinking in 2019, or when it rolled out after Covid, it should in 2026. Suppliers increasingly need retailer-by-retailer, country-by-country strategies for the major discounters.

The question for your team:

How well do you understand how Lidl, Aldi/Hofer, Biedronka, Mercadona, Netto, Rema 1000 and other value retailers are evolving differently – and what it means for your categories and 2027 plans?

About European Retail This Week

European Retail This Week has been running on LinkedIn since 2013. The work summarizes research that I, Ray Gaul, participate in or lead. The stories are shaped by real conversations with Europe's commercial leaders and the questions they are asking. We keep individual identities anonymous and publish the research at a high level.

Ray Gaul

What Lidl Plus Means for 2027 Planning

- 1 Scan & Go** – The app brings checkout control and security without long queues – a new standard for in-store convenience.
- 2 Fan Clubs** – Targeted offers for specific shopper groups (pet owners, families, movie fans and more) deepen engagement.
- 3 Rewards** – Moving beyond spend thresholds to a richer ecosystem with partner benefits and personalized value.
- 4 Buy Now** – Linking exclusive non-food collections to the app for seamless purchase and delivery. Loyalty becomes commerce.



**Join us at our Discounter Channel
Commercial Planning Workshop in
Frankfurt on 24 September 2026.**

We also customize these insights for your team's specific retail questions.

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