



Date: 27th August 2026

Claim:

Vodafone Full Fibre plans are cheaper on average vs major competitors.

Verification:

This table explains that if you take up a Vodafone Full Fibre plan, you will save vs major other providers. Pricing information therein valid as of 27th August 2026 and sourced from competitors' publicly available pricing information.

Full Fibre Plans:	FF2	FF150	FF500	FF900	Average Price across the plans pm	Monthly average saving vs compy	24m average saving
	price pm	price pm	price pm	price pm			
Vodafone	£25	£24	£27	£29	£26.1	-	-
VM		£24	£28	£27	£26.3	-£0.2	-£4.8
BT	£28	£29	£31	£34	£30.5	-£4.4	-£104.8
EE	£28	£29	£29	£34	£30.0	-£3.9	-£92.8
Plusnet	£23	£25	£30	£32	£27.5	-£1.4	-£32.8
Sky	£25	£25	£27	£29	£26.5	-£0.4	-£9.0
TalkTalk	£26	£24	£30	£36	£29.0	-£2.9	-£69.0

Average Tier Price	£26	£26	£29	£32	£28.3
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Vodafone Tier Price	£25	£24	£27	£29	£26.1
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Difference	£2.2
24m saving	£51.84

Therefore, if a customer takes out our Vodafone Full Fibre plans, they will save.