



Date: 17 July 2025

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 17 July 2025 and sourced from competitors' publicly available pricing information.

Full fibre plans:	FF74 price pm	FF150 price pm	FF500 price pm	FF900 price pm	Average price across the plans pm	Monthly average saving vs competitor	24 months average saving vs competitor
Vodafone	£24.50	£25.50	£31.00	£36.00	£29.25		
Virgin Media	-	£23.99	£29.99	£35.99	£29.99	£0.74	£17.76
BT	£35.99	£34.99	£39.99	£45.99	£39.24	£9.99	£239.76
EE	£29.99	£32.99	£39.99	£44.99	£36.99	£7.74	£185.76
Plusnet	£25.99	£26.99	£31.99	£37.99	£30.74	£1.49	£35.76
Sky	£27.00	£27.00	£31.00	£38.00	£30.75	£1.50	£36.00
TalkTalk	£27.00	£26.00	£35.00	£42.00	£32.50	£3.25	£78.00
Average Tier Price	£29.19	£28.66	£34.66	£40.83	£33.34	£4.09	£98.04

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