



Date: 27 February 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 27 February 2026 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	£25.00	£25.00	£27.00	£32.00	£27.25		
Virgin Media	-	£23.99	£28.99	£31.99	£28.32	£1.07	£25.76
BT	£25.99	£26.99	£30.99	£34.99	£29.74	£2.49	£59.76
EE	£23.99	£36.99	£29.99	£31.99	£30.74	£3.49	£83.76
Plusnet	£22.99	£24.99	£28.99	£31.99	£27.24	-£0.01	-£0.24
Sky	£24.00	£24.00	£28.00	£33.00	£27.25	£0.00	£0.00
TalkTalk	£26.00	£24.00	£30.00	£36.00	£29.00	£1.75	£42.00
Average Tier Price	£24.66	£26.57	£29.14	£33.14	£28.46	£1.47	£35.17

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