



Date: 05 January 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 05 January 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 | £24.00 | £24.00 | £26.00 | £30.00 | £26.00 | | |
| Virgin Media | - | £23.99 | £27.99 | £32.99 | £28.32 | £2.32 | £55.76 |
| BT | £26.99 | £27.99 | £30.99 | £34.99 | £30.24 | £4.24 | £101.76 |
| EE | £25.99 | £27.99 | £30.99 | £34.99 | £29.99 | £3.99 | £95.76 |
| Plusnet | £22.99 | £24.99 | £29.99 | £30.99 | £27.24 | £1.24 | £29.76 |
| Sky | £26.00 | £28.00 | £32.00 | £38.00 | £31.00 | £5.00 | £120.00 |
| TalkTalk | £26.00 | £24.00 | £30.00 | £36.00 | £29.00 | £3.00 | £72.00 |
| Average Tier Price | £25.33 | £25.85 | £29.71 | £33.99 | £28.79 | £3.30 | £79.17 |

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