



More to Value.



Lidl, **an international springboard** **for French terroir**

How the retailer promotes french products
expertise across Europe

PRESS KIT
October 2026

“Carrying the voice of French products beyond our borders”



Why should our SMEs, livestock farmers, cheesemakers, and winegrowers limit their talent to the domestic market when the quality of their products is acclaimed worldwide?

France possesses an exceptional agricultural and gastronomic heritage. Defending it is a question of both food and economic sovereignty. This is a conviction that Lidl has held for over a decade, placing French products at the heart of its business model. Supporting French excellence means building sustainable partnerships within France, while offering growth opportunities to those who feed us.

Being a committed champion of this sovereignty means empowering our suppliers to look further ahead, enabling them to leverage Europe's leading retailer to unlock new export markets across every country where Lidl operates.

What makes Lidl unique is our integrated network spanning 32 European countries. We decided to turn our network's strength into a strategic springboard capable of securing and diversifying market outlets for our partner SMEs, intermediate-sized enterprises (ETIs), and large corporations.





Our aim is clear and straightforward: to elevate the ‘France Brand’ everywhere Lidl operates in Europe. Today, Lidl is no longer just a discount retailer present in France for 35 years: we have become a true export partner for the French local economy.

Special promotional events highlighting French products through ‘French Weeks’ across Europe already act as a powerful growth engine for our partners, enabling them to expand production volumes and secure their operations.

Thanks to our streamlined supply chain logistics, Munster cheese from the Vosges, Bordeaux wine, or Breton biscuits can reach the tables of millions of German, British, Belgian, or Scandinavian consumers at the best quality and price.

Concrete results reflect this commitment: last year, Lidl exported over €1.3 billion worth of French goods, represented by 1,300 product references.

Looking ahead, our international growth ambition for next year is **to double the volume of exported French products to reach over 2 billion units** (representing over €2 billion in value).

Proud to champion French products across Europe, today we are the ideal partner to help French companies expand beyond our borders.

**Srdan Markov,
Executive Director of Purchasing**

**Data collected between August 2025 and July 2026*



Key export figures for Lidl France*

**Over €1.3
billion**

of French products
exported

**Over €1.2
billion**

units exported

**Over 250
French
SMEs**

and producers
benefit from these
exports

**1,300
product
references**

exported across
Europe

Top 6

export destination
Markets in Lidl network:
**Germany, United
Kingdom, Belgium,
Netherlands, Spain,
Italy**

Top 6

Export Product
Categories:
**reads, Pastries/
Viennoiseries, Beers,
Dairy Products,
Wines, Cheeses**

**Our ambition : exceed
2 billion exported units,
representing over €2 billion
in value**

**by expanding products offered both in promotional seasonal
campaigns and within permanent store ranges**

**Data collected between August 2025 and July 2026*

The Lidl model: French roots serving a European Network

Lidl France, the proudly French discounter

Lidl's economic model operates on discount principles structured around a streamlined product selection and a deeply national footprint. The core offering consists of approximately 3,000 permanent food references, with a strong focus on private label products (Marques de Distributeur - MDD).

Local sourcing is central to this product strategy: more than 7 out of 10 food items sold in Lidl France stores originate from French suppliers. A primary example is the proprietary 'Saveurs de nos Régions' brand, which guarantees 100% French origin and manufacturing.

Lidl France collaborates with over 900 French suppliers, prioritizing long-term relationships: 50% of these partners have worked with the retailer for over 15 years.

An operational purchasing structure designed for SMEs

Lidl's purchasing model relies on the strength of an extensive network while capitalizing on deep local roots, across every country where the retailer operates. This distinctive structure in the market is designed to support our domestic suppliers while opening up international growth opportunities.

Our model enables us to support our suppliers in expanding into international markets with agility.

Lidl France buyers, based in Châtenay-Malabry, first negotiate the framework agreement for all interested European countries. The supplier retains their usual point of contact based in France. Once the product listing is approved, the supplier connects directly with the various destination countries to manage day-to-day operations (volume adjustments, delivery schedules, logistics).

This tailor-made approach enables French SMEs and mid-caps to make the leap into exporting quickly with controlled risk, by leveraging our European network.



Negotiating French products in France: a uniqueness in the retail sector

Contrary to practices that have become common in the retail sector, where negotiations are often entrusted to European central purchasing bodies based outside our borders, Lidl stands out as an exception. At Lidl, our regional products intended for export are negotiated in strict compliance with French legislation (and its agricultural income protection mechanisms).



Thematic weeks: local expertise serving the European network

Weekly commercial events, featured every Thursday in Lidl supermarkets, serve as a major driver of international sales. Just as Lidl Italy manages 'Italiano' and Lidl Spain oversees 'Sol y Mar', Lidl France teams select French specialties under the exclusive umbrella brand dedicated to French gastronomy: 'Duc de Cœur'.

Today, the Duc de Cœur brand encompasses 138 product references distributed across 32 European countries, ensuring that consumers in Germany, Poland, or the UK enjoy products validated against French quality standards.





The French product ranges

Lidl supports French companies by collaborating with over 900 suppliers, totaling more than 70% of French products on the shelves. We also support the agricultural sectors, notably through tripartite contracts that ensure fairer remuneration for over 6,000 French producers¹.



French food products enjoy exceptional reach across Europe. Across Lidl's international network, European consumer habits confirm this ongoing appeal: French specialties are exported on a massive scale to neighboring store shelves, providing French producers with major commercial outlets beyond our borders. With more than €50 billion² in exports within the European Union—representing over 60% of its global sales—France confirms the continent's central role in its agricultural and agri-food model. Driven by the reputation of its local products, the strength of its wine and spirits exports, and a dense industrial base, the French offering relies on tight logistical integration with neighboring cross-border partners.

Within the Lidl network, Germany stands out as the leading European market for French products, closely followed by the United Kingdom, then Belgium, the Netherlands, Spain, and Italy.

Top 6 countries for exports from Lidl France



Germany
21,2 %



United Kingdom
20,7 %



Belgium
15,4 %



Netherlands
8,6 %



Spain
5,4 %



Italy
4,4 %

¹ Source: 2025 Non-Financial Performance Statement
P+T - W39/2025

² Export performance of French agricultural and agri-food sectors, FranceAgriMer, June 2026



Wines and spirits: how Lidl takes France's winemaking heritage global

An iconic showcase of French gastronomy, the French wine sector fully leverages the group's logistical strength. Wine alone accounts for nearly 8% of Lidl France's total exports to other European markets. From prestigious grands crus to accessible regional appellations, these products rank among the retailer's true best-sellers abroad, appealing to European consumers with a genuine taste for French goods.

From brut champagne to white Crémant de Loire AOC, along with red wines like Pinot Noir and Malbec, the diversity of French winemaking takes center stage internationally across Lidl stores, particularly in Germany, the United Kingdom, and Ireland.

Craft and regional beer: the pleasant surprise of Lidl France's exports

Far less expected on the export market than wine, French beer is nonetheless making a remarkable breakthrough across the retailer's European shelves. Accounting for over 10% of Lidl France's exports under our private labels, such as Saint-Bertin, regional brews and traditional beers demonstrate that French brewing expertise has strong appeal far beyond our borders, proving to be a genuine revelation in our European neighbors' shopping baskets.

In this way, French beer—across all its varieties, from Marne lager to northern blonde ale—is being exported on a massive scale to neighboring markets. Whether in the UK, Germany, Belgium, or Italy, French beer is winning over countries well known as major producers and discerning connoisseurs of this beverage, the most consumed drink in the world after water and tea.





Cheese and milk: France's crème de la crème goes global thanks to Lidl

A symbol of French culinary heritage, the dairy sector is confirming its strong international momentum across the discounter's shelves. The dairy category, encompassing milk and a wide variety of PDO and regional cheeses, accounts for nearly 98 million units exported annually by Lidl France. This widespread presence reflects the enduring appetite of European consumers for the diversity and authenticity of our dairy products.

From unmistakable classics like Camembert and Brie, to PDO-certified cheeses and our yogurt selection, these products are a resounding success with European shoppers.

This appetite is especially evident in key markets like the UK, the Netherlands, Germany, Belgium, and Spain, clearly demonstrating how French dairy goods appeal to our European neighbors day in and day out.





Fruit and vegetables: **Lidl's direct support for French** **agricultural sectors**

As France's leading fruit and vegetable retailer*, exporting fresh French produce serves as a strategic driver for domestic agriculture. By opening access to thousands of supermarkets across Europe, Lidl provides an outstanding showcase for French growers. This steady supply ensures tangible, long-term support for local agricultural sectors, while highlighting the freshness and quality of French harvests.

Fruit and vegetables account for a significant share of Lidl's French exports. In 2026, more than 13 000 tonnes of French produce reached the shelves of Lidl supermarkets in Hungary, Belgium, Slovakia, Ireland, and beyond. Potatoes, cauliflowers, chicory, apples, and nectarines are just the beginning of a long list of French products brought to the European market.

By providing guaranteed volumes, streamlined logistics, and secure international outlets, Lidl positions itself not merely as a retailer, but as a growth accelerator championing our farmers beyond our borders.



**Source : Worldpanel by Numerator, CAM à P1 2026*



Bread and pastries: Lidl exports artisanal tradition to the heart of Europe

Baked in-store several times a day, bread and pastries are core to our fresh-from-the-oven lineup. They cater to every taste, from timeless classics to regional specialties. That is precisely why we are France's number-one supermarket seller of pastries, with over 440 million units sold each year.

Pain au chocolat or chocolatine? Whatever you call it, Europe has been won over! If French-style bread and pastries have found their way into European homes, Lidl certainly had a hand in it...



The 'Le Fournil' bakery range—which includes bread, pastries, and sweet and savory snacks—thus accounts for over 17% of Lidl France's exports to Europe. Among the biggest fans of the French baguette are Lidl customers in Belgium, Greece, and the Netherlands, while the pain au chocolat is a clear hit in Lidl supermarkets across Germany and the Czech Republic. As for the butter croissant, it shines everywhere from Romania to Spain.





A case in point :

Lidl & Goûters Magiques: from Breton craftsmanship to European reach

A partner supplier to Lidl in France since 2003, Goûters Magiques embarked on its European journey in 2015 through the retailer's French promotional events. It was an instant hit with consumers.

Leveraging the SME's deep local roots (Plouédern and Locminé) alongside Lidl's logistical firepower, flagship French pastry products now reach 28 countries. In a clear sign of lasting success, many items have moved beyond limited-time specials to become permanent fixtures on the shelves of several European supermarkets. A concrete demonstration of how local manufacturing agility and international retail come together.



FROM 2003 TO 2026: ACCELERATING EXPORTS

2003

1 country supplied

2015

5 countries supplied

2026

28 countries supplied

Promotional volumes: Tripled.

2026 growth: +7% in export business.

Innovation: Over 9 new recipes launched.

CURRENT BUSINESS BREAKDOWN



67 %

French
market

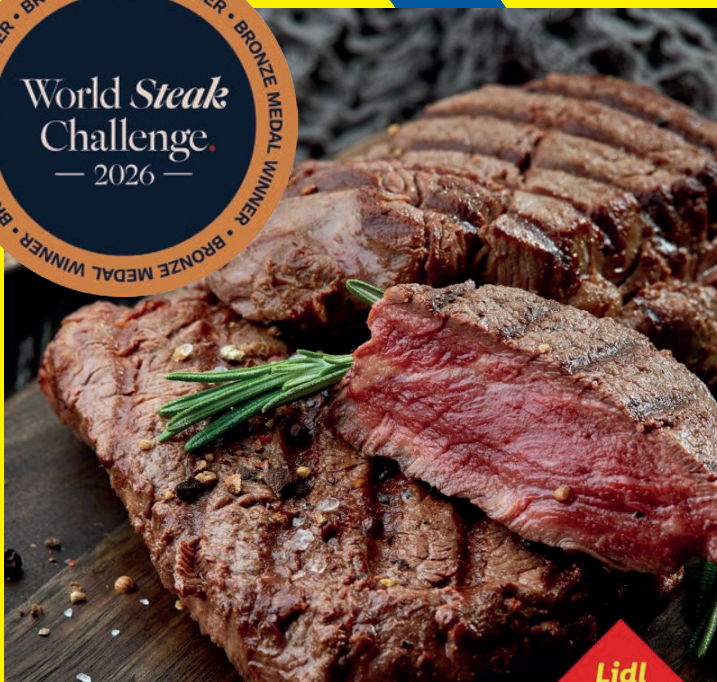
33 %

European
exports

FROM BRITTANY TO EUROPE



★ Countries where crêpes
and biscuits transitioned
from limited-time offers to
permanent listings



Lidl
news

Lidl's Charolais Sirloin awarded at the **2026 World Steak Challenge**

Competing against meats from all over the world, the French Charolais breed Sirloin won an award. Proof that the excellence and expertise of French cattle farming can be recognized beyond our borders.

Over 60 independent experts judged the cuts blindly, both raw and cooked, based on strict criteria: marbling, appearance, aroma, juiciness, tenderness, and taste

Strategic significance: For the brand, this prize, awarded against meats from across the globe, validates its purchasing strategy and its commitment to offering exceptional products at the best quality-price ratio while consolidating the image of our private label's premium range.

This medal is also proof that it is possible to offer world-class quality at an accessible price, aligning with a more conscious and occasional meat consumption approach.



The strengths of the Lidl partnership

A European network and integrated logistics

With a
presence in

32
countries

A network of

12,900
supermarkets

and the
commitment of

395,000
employees

Lidl provides its French suppliers with an operational infrastructure of unprecedented scale to support their export ambitions.

This integrated and fully controlled network ensures a fluid, secure, and responsible distribution of regional products across the entire continent.

The security of a long-term partnership

Relying on the Lidl network means benefiting from long-term visibility. Our relationships with producers are governed by precise quality standards, regular audits, and rigorous risk analysis. This structuring provides the stability and transparency essential for SMEs to invest confidently in their international development.

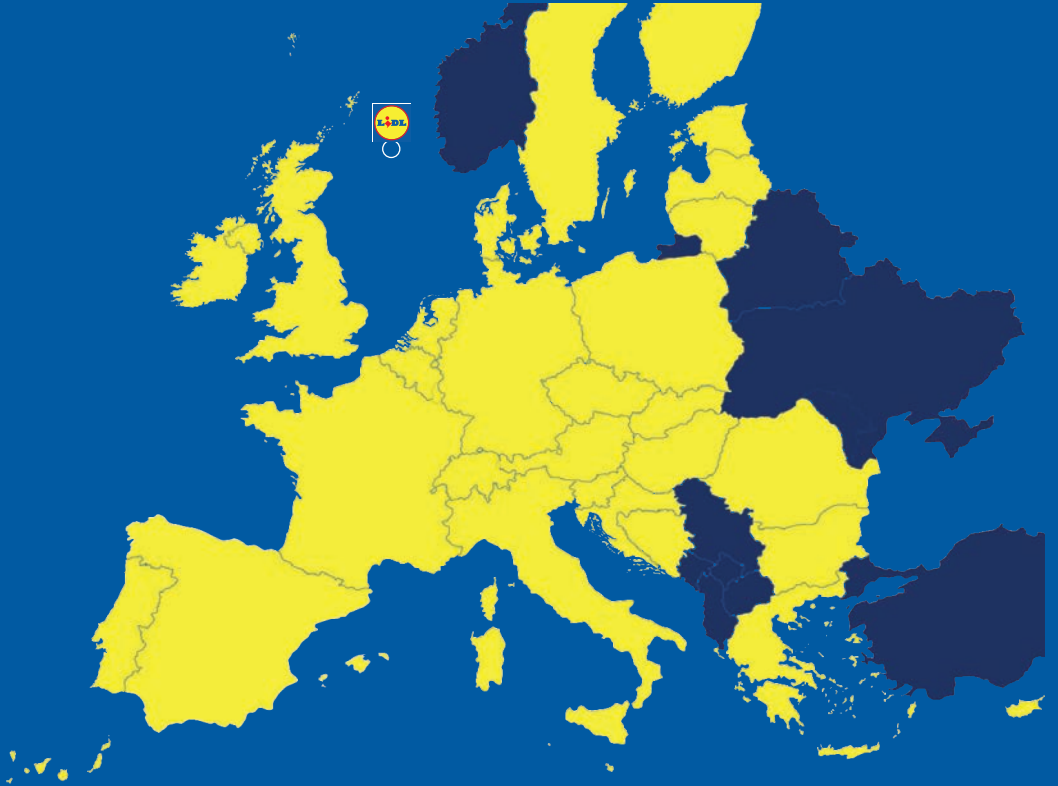
Reducing the impact of freight transport

Distributing French products across Europe is part of our commitment to reducing our greenhouse gas emissions. Lidl optimizes its deliveries by prioritizing rail freight* and deploying electric truck fleets in many of the countries where the retailer operates.

**Between 2019 and 2025, Lidl France reduced its operational freight emissions by 22%.*



Lidl's European network





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