

Neticle Media Intelligence Annual brand audit

Lidl in Deutschland

1 September 2024 – 31 August 2025





Methodology

SEARCH



The Neticle system finds the hits mentioning pre-set keywords (brands) on the Hungarian web and main social media sites.

Neticle does automatic sentiment analysis on the content found, results are available instantly from a browser. The system automatically recognizes the positive and negative meaning of the phrases in texts. Every hit is given a score, so-called polarity index that represents the value of the positive or negative opinion about the given keyword.

The basis of the scoring is one the most precise sentiment analysis algorithm created by Neticle which works with nearly 80% precision.

ANALYSIS





















By summarizing continuously the scores the system creates the Web Opinion Index. The WOI is the Neticle system's own indicator which can express the web's opinion in only one dynamically changing index number.

With polarity index, users can easily quote the gathered and summarized opponent or supporting mentions with gives much more information about your company and/or brands than just counting positive and negative texts.

QUANTIFICATION



-  Articles  Front page contents
-  Comments on news portals and blogs
-  Blog posts
-  Forum contents
-  Public Facebook mentions
-  X contents, tweets
-  Videos
-  Instagram
-  Reviews
-  Pinterest
-  TikTok  LinkedIn (needs special setup)
-  Messenger (needs special setup)
-  Google locations
-  App store  Play Store
-  Huawei APP Gallery



Methodology of keyword creation

Polarity index for phrases, on scale from -3 to +3

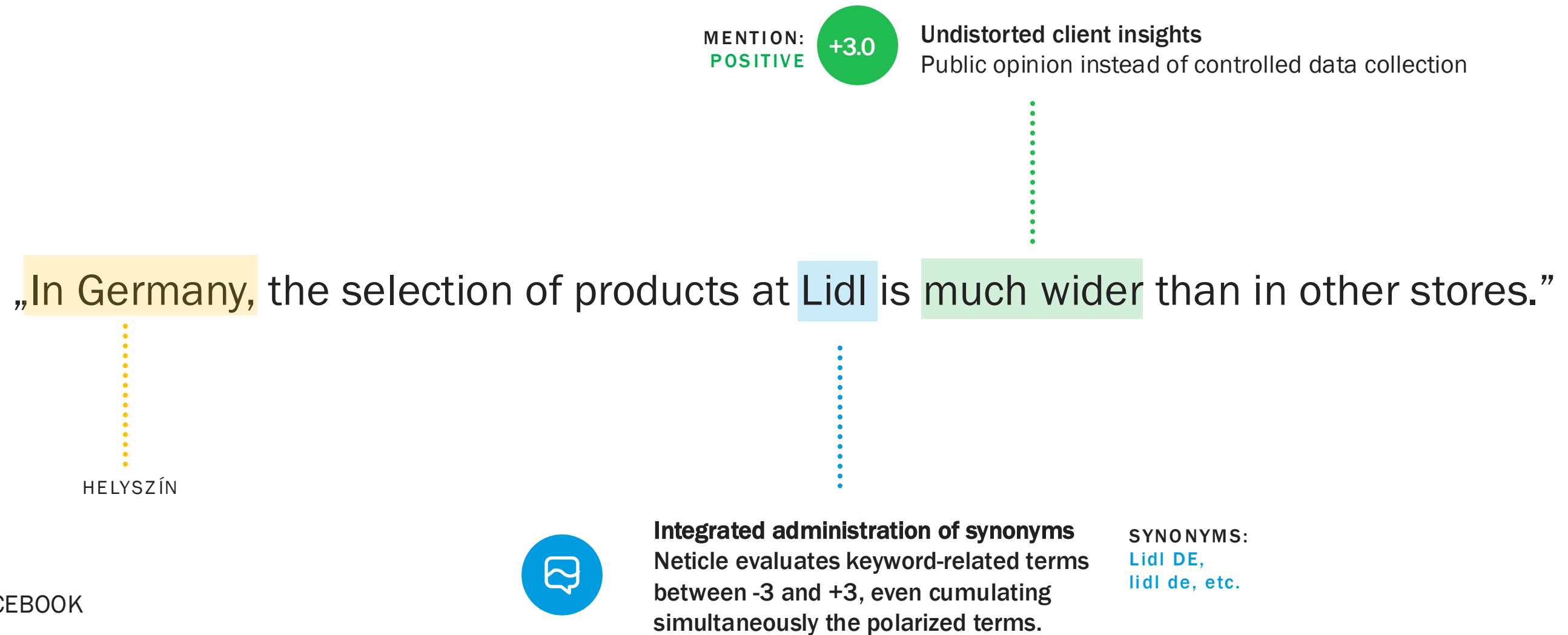




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Executive Summary I.



Overview:

Social media dominated Lidl's online mentions, accounting for 67% of all content (Facebook, Instagram, TikTok). Online press was also significant, contributing nearly 20% of content. Owned content made up 27%, while earned content represented 73%, showing strong brand visibility across external channels. Most owned content appeared on social media. This demonstrates Lidl's strong direct communication, yet earned media coverage amplifies the brand's visibility and engagement in everyday discussions. Positive mentions led at 28.2%, while negative opinions were lower at 18.6%, indicating an overall favorable online perception.



Engagement on owned social platforms:

Giveaways drove the highest interactions and positively impacted the Web Opinion Index. Official sponsorships, such as the 2025 UEFA Women's European Championship, contributed to high-performing content, though some posts also attracted negative comments about team performance. Top Facebook posts promoted user engagement, product interaction, and partnerships with sporting events. Humorous Instagram videos, giveaways, and creative seasonal posts were particularly effective, with celebrity collaborations amplifying reach and engagement. Lidl's owned social media successfully combined humour, promotions, lifestyle content, and event partnerships to maximize interactions and enhance brand perception.



Engagement on earned social platforms:

TikTok dominates earned content, accounting for nearly half of mentions (46%), followed by Instagram and Facebook. Humorous short videos, particularly by familie_kublik, caused spikes in earned TikTok mentions and drove the highest daily interactions. These videos were also successfully shared on YouTube. Videos highlighting everyday situations (e.g., checkout struggles) received positive reception. Negative sentiment appeared mainly on earned Facebook, triggered by investigative reports on Kaufland hygiene issues and automation fears linked to new checkout machines. These posts negatively impacted Lidl's perception due to the association with the Schwarz Group.

Executive Summary II.



Brand image:

Nearly half of Lidl Germany's app reviews were negative (47%), with usability issues, login problems, checkout difficulties, and data privacy concerns cited as the main complaints, while 36% were positive, highlighting ease of use, discounts, and good value for money. Technical problems such as crashes, confusing UI, disorganized updates, and issues with coupons and offers further contributed to user frustration, despite appreciation for the app's design and convenience. Overall, one- and two-star ratings dominated (nearly 55%), while five-star feedback represented most of the positive reviews, reflecting a polarized user experience.



Key takeaways:

- Lidl's most engaging owned posts were those that actively encouraged user interaction, such as voting with reactions, participating in giveaways, or commenting on humorous content.
- Successful posts combined humour, lifestyle, and promotional content. Highlights included: Humorous posts about the store's name pronunciation. Creative seasonal greetings (Mother's Day). Videos linking popular artists (Sarah Connor, Linkin Park) to the brand through themes like saving money. Engaging recipes (vegan paella) and visually appealing presentations of fruits and vegetables, including child-friendly content. Promotional posts highlighting discounted products or low prices across Germany.
- Lidl's earned media presence is strongly driven by humour and influencer activity. While the majority of engagement is positive, some negative discussions on Facebook highlight the reputational risks associated with operational issues and consumer concerns. Influencer-driven content can outperform the brand's own channels, emphasizing the importance of monitoring and engaging with earned media.



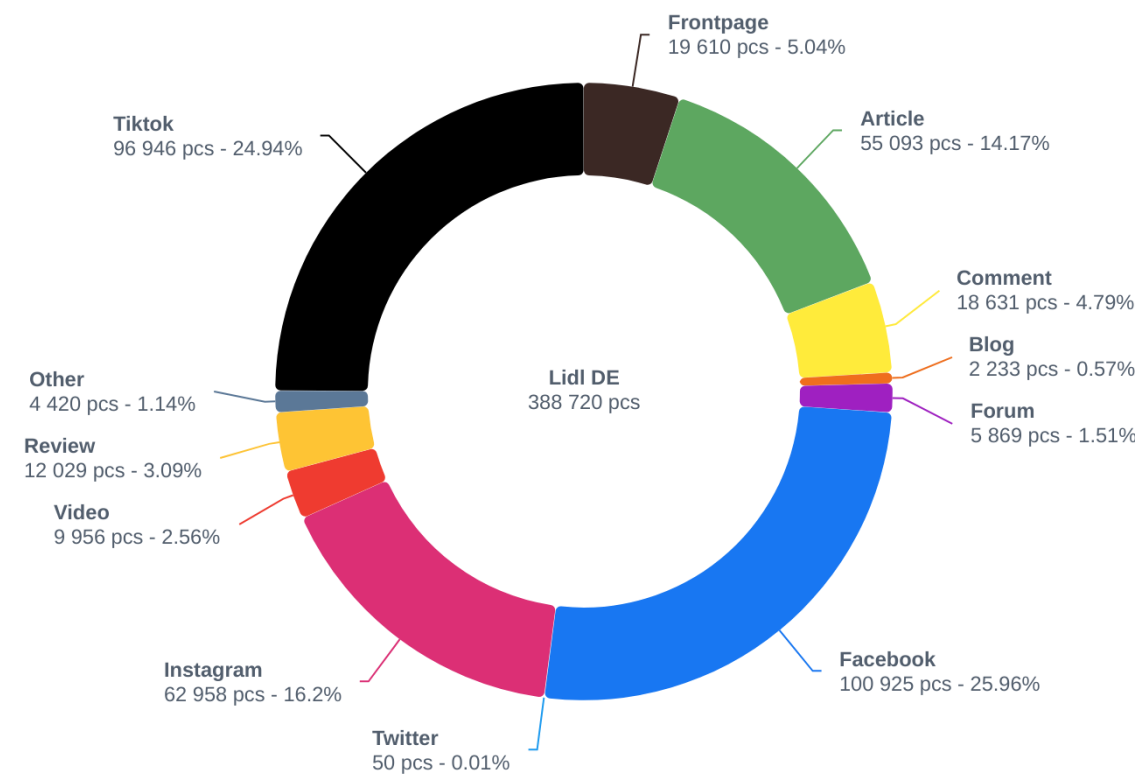
I. Quantitative overview



The Lidl in Germany is characterized by outstanding social media activity, nevertheless, the share of positive-polarity mentions is stronger than that of negative ones

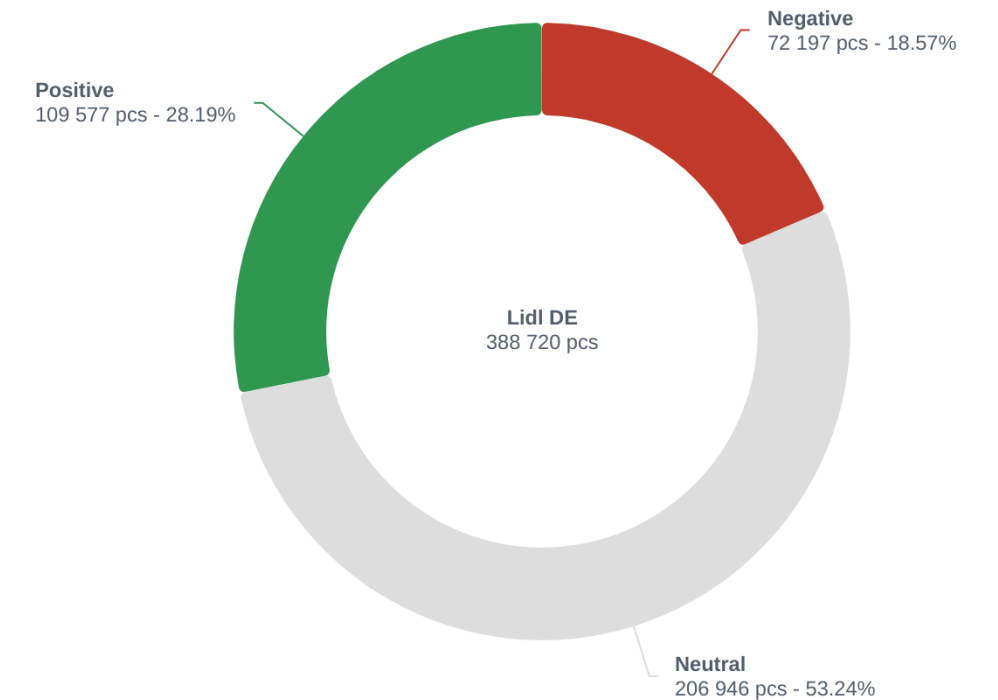
- We examined Lidl's German-language public online mentions between 1 September 2024 and 31 August 2025.
- In Lidl brand's online media mentions from the analyzed year, social media was the most significant platform: 67% of the content appeared on Facebook, Instagram, and TikTok. In addition to these platforms, online press was also notable, accounting for nearly 20% of the content.
- Despite the high proportion of social media mentions, positive mentions (28,19%) about the Lidl brand were in the majority, while negative opinions (18,57%) appeared at a much lower rate.

Share of platforms



This chart shows the proportion of mentions according to the given keywords divided by forms of content.

Share of sentiment

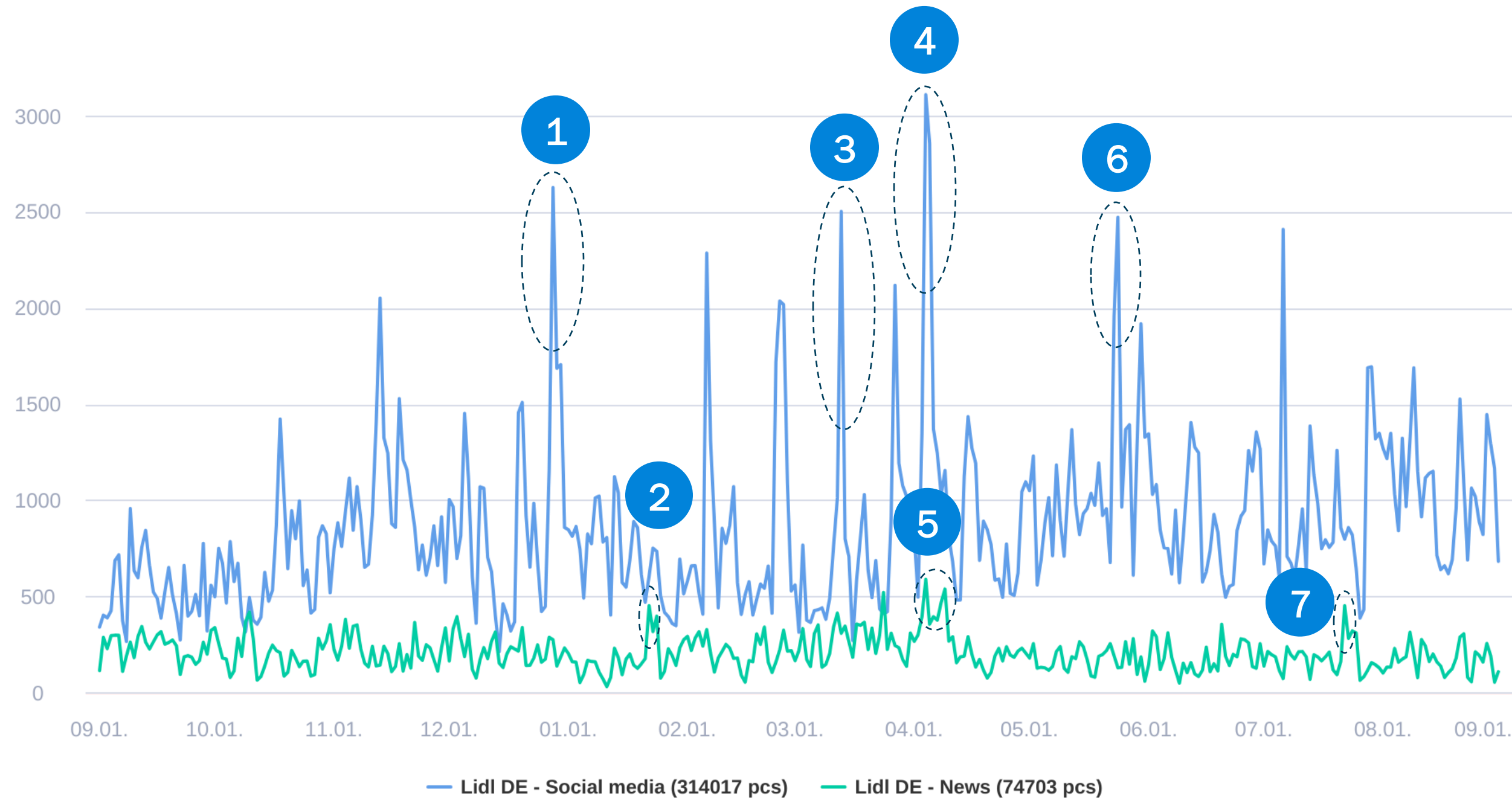


This chart shows the proportion of mentions according to the given keywords divided by sentiments.

1. The [TikTok video](#) by familie_kublik about the New Year's Eve fireworks generated high interaction.
2. [Dubai chocolate](#) remains in the product range, despite generating considerable debate over the fact that it does not actually originate from Dubai.
3. The [Instagram advertising video](#) by family.hashtagt about outdoor children's toys was successful.
4. The highest daily number of social media mentions was generated by a [video on the ZDF heute-show YouTube channel](#), which attracted a high volume of comments. The video discussed Trump's trade policy and addressed how it affects the availability of products on Lidl's shelves in Germany.
5. Due to [hygiene deficiencies](#), two Kaufland stores were temporarily closed. Articles mentioning these stores also referred to other Schwarz Group retailers, [including Lidl](#), negatively affecting the perception of the Schwarz Group, despite the fact that Kaufland and Lidl operate as competitors in the market.
6. Lidl's own [YouTube video](#) about the major price reduction, referring to it as the biggest price reduction ever.
7. Lidl has been [sued over its Lidl Plus app](#) for violating consumer protection regulations: users effectively pay for discounts and coupons with their personal data. Consumer protection groups have also filed a lawsuit, and the case is now before the [Stuttgart Higher Regional Court](#).



Number of daily mentions by source type

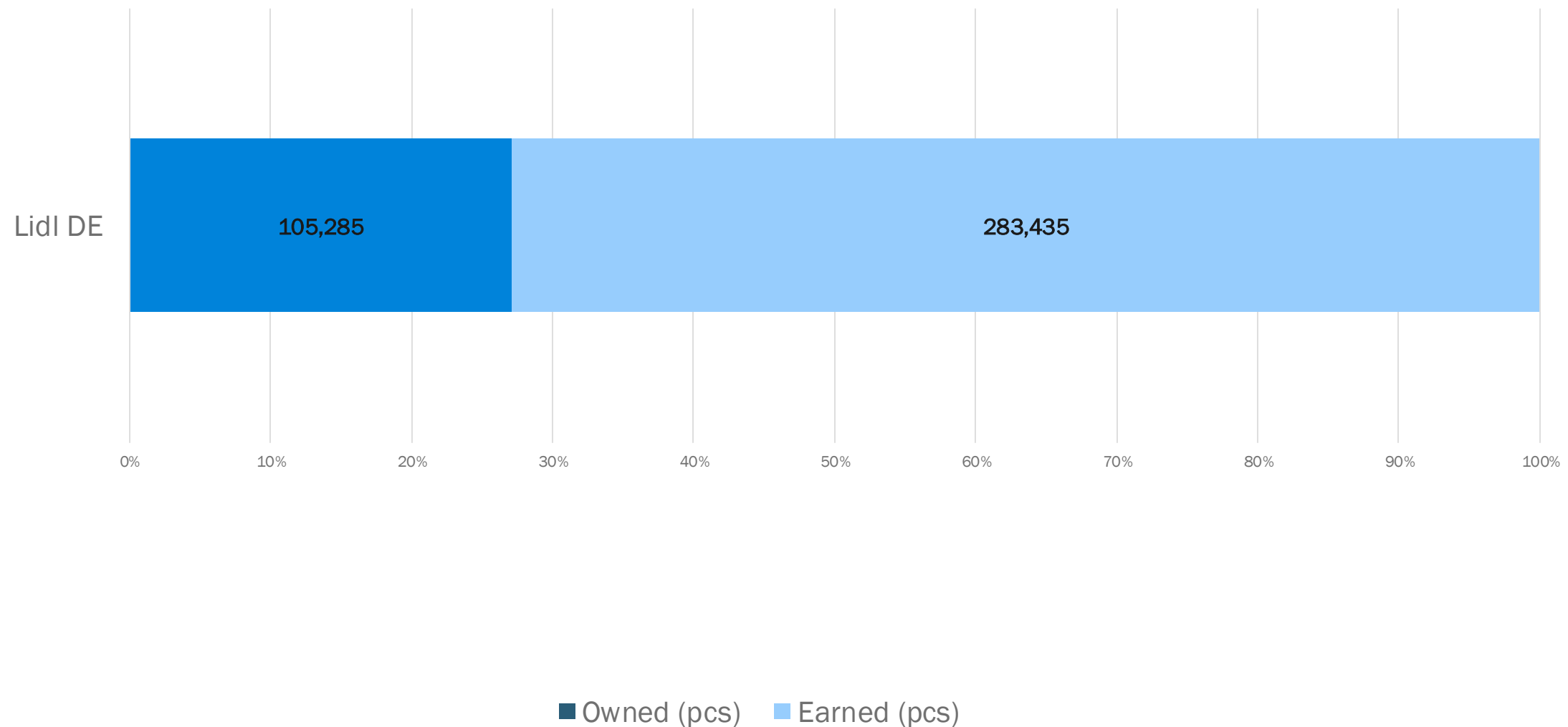


The Number of mentions chart shows the frequency of mentions according to a given keyword. The X-axis is time; the Y-axis is the number of mentions.



Share of owned and earned media

Owned content made up 27%, while content outside (earned) the brand's channels accounted for 73%. Most of the owned content was published on social media platforms (Facebook, Instagram, TikTok). Additionally, reviews accounted for nearly 11% of the owned content. This illustrates that Lidl's own communication is strong, primarily on social media platforms, but the brand receives even greater attention on earned channels, reflecting its frequent presence in everyday discussions.





II. Engagement on owned social platforms

1. The giveaway run on [Lidl's Instagram](#) generated a high number of mentions and also had a positive impact on the Web Opinion Index.
2. Lidl shared [a humorous photo](#) about the different ways people pronounce the store's name.
3. Lidl shared a vegan paella recipe on its [Instagram](#) and [Facebook](#) pages, which became very successful.
4. [Instagram giveaway](#) offering tickets to the Final4. This positively influenced Lidl's perception.
5. Lidl launched a [giveaway on Instagram](#) that generated numerous comments and boosted the brand's opinion index.
6. Lidl was an official partner of the 2025 UEFA Women's European Championship and [promoted the quarterfinals](#) as well. However, several negative comments appeared, evaluating the performance of the German team.
7. [Humorous Instagram post](#) praised as strong marketing.



Lidl's online perception on owned social media channels



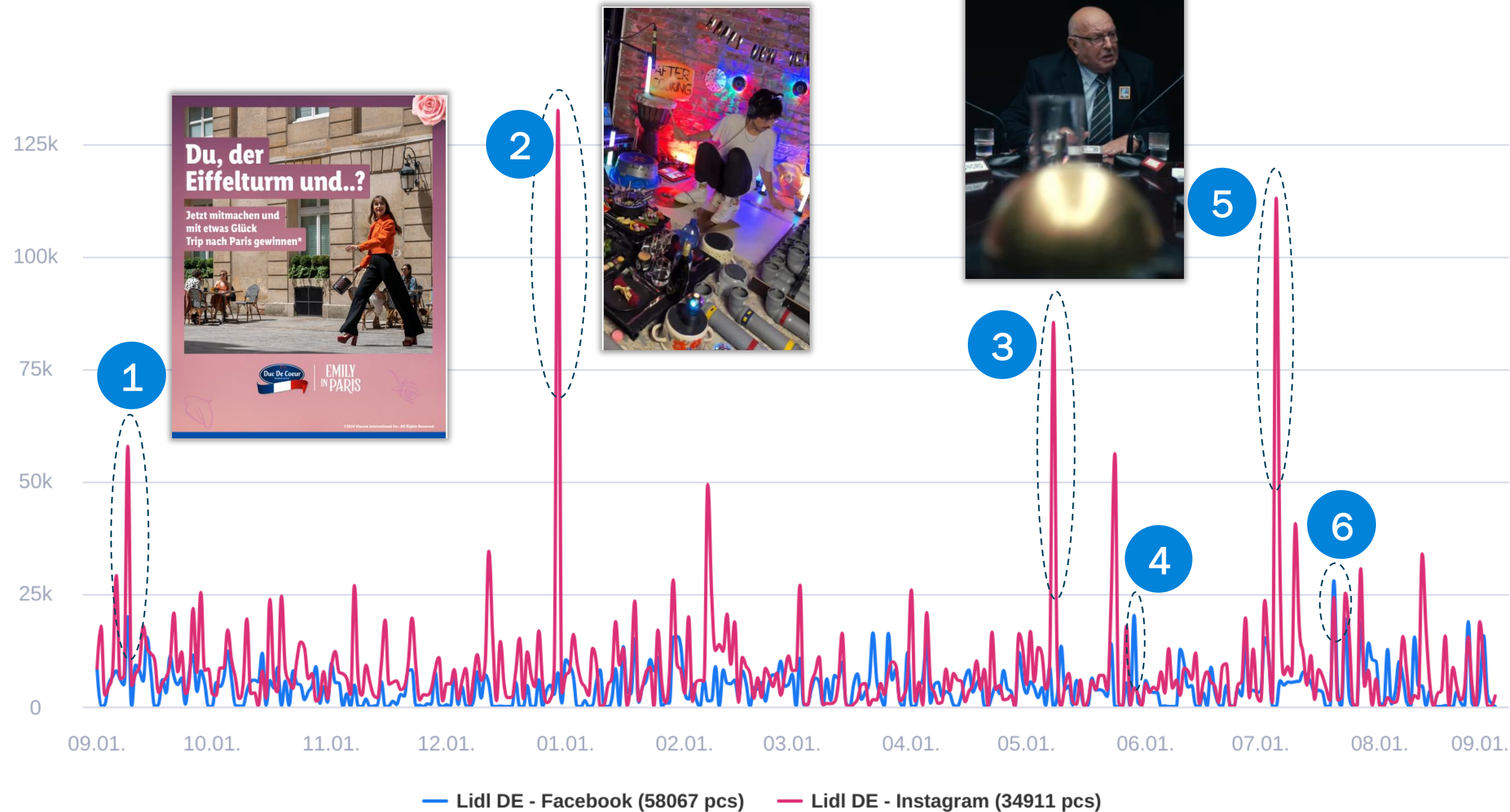
The top chart shows the online reputation while the bottom chart shows the number of mentions behind it.

The Web Opinion Index shows the reputation of the examined keyword or keywords in the examined period. Neticle Media Intelligence calculates the Web Opinion Index by aggregating the Opinion Index of the mentions posted in the examined period. The Web Opinion Index can be read similarly than a stock exchange rate: its increase shows positive mood on the online sphere, while its decrease shows a negative mood in the mentions of the examined keyword or keywords.



Daily interactions on owned Facebook and Instagram channels

1. On both [Facebook](#) and [Instagram](#), the Emily in Paris-inspired giveaway generated the highest interactions, offering a trip to Paris as the prize.
2. Most successful Instagram post: Lidl's [creative New Year's greeting](#).
3. Mother's Day [Instagram video](#) widely praised.
4. Facebook post about [500 permanently discounted products](#).
5. In their [humorous video](#), they aim to highlight that they offer the lowest prices across Germany. Video praised as an excellent marketing tool.
6. As an official partner of the 2025 Women's EURO, Lidl featured the event in [this top-performing post](#).



The chart shows the daily public social media interaction (like, share, comment, etc.) number for each selected keyword.



Most engaging posts on owned Facebook – On Lidl’s own Facebook page, successful posts were those that encouraged user engagement, such as voting with reactions. These posts were used to promote products (#1, #3, #5, #9). Lidl was an official partner of the 2025 UEFA Women’s European Championship, and this sporting event appeared in several highly successful posts (#2, #8). The 2025 World Men’s Handball Championship was also mentioned in their successful posts (#7), including a tribute to the German national team following their exit in the quarterfinals (#6). Posts showcasing appealing fruit and vegetable presentations — including for children — were also successful for Lidl (#4, #10).



• Lidl DE - Facebook:
Die einen springen in jede Pfütze, die anderen wol...

• Lidl DE - Facebook:
Was für Spiele, was für Leistungen! ❤️ Mit Einsatz...

• Lidl DE - Facebook:
Den Frühling in vollen Zügen genießen? Lohnt sic...

• Lidl DE - Facebook:
Darf eine Gurke so süß aussehen? 🥒😍 Hier ein ...

• Lidl DE - Facebook:
Richtig lecker in den Tag starten? Lohnt sich! Welc...

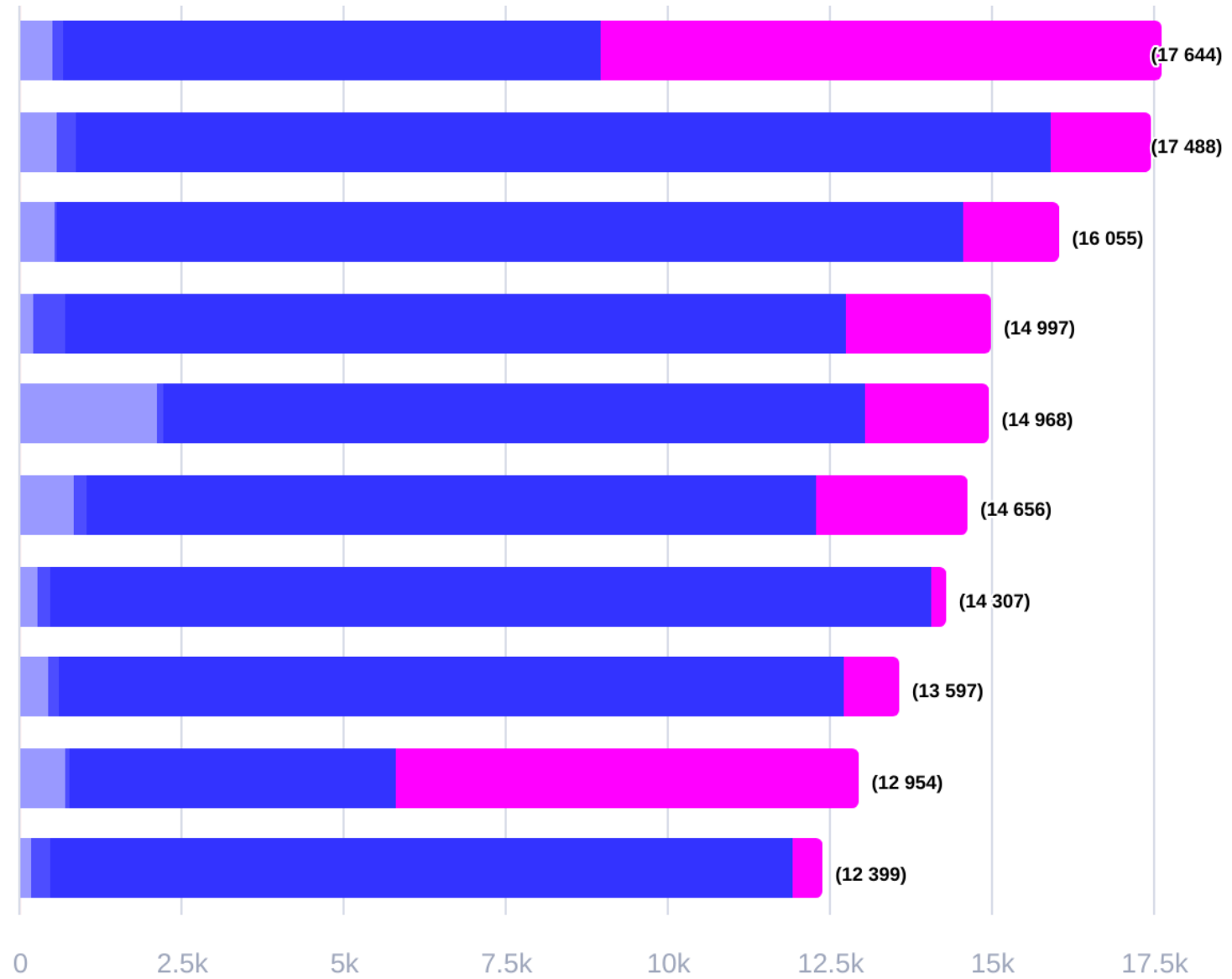
• Lidl DE - Facebook:
Schade! Die Reise unserer Deutscher Handballbu...

• Lidl DE - Facebook:
Vorrunde ✔️ Hauptrunde ⏳ Unsere @Deutscher ...

• Lidl DE - Facebook:
Große Momente, starke Gegnerinnen, viel Stolz. ...

• Lidl DE - Facebook:
Jetzt mal Butter bei die Brot, welche Kreation scha...

• Lidl DE - Facebook:
Bei unseren Produkten steht die Qualität an oberst...



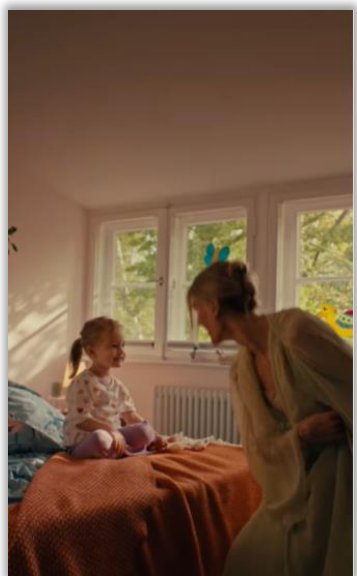
These posts generated the highest number of interactions (likes, shares, comments etc.).

- Facebook like
- Facebook comment
- Facebook reaction (haha, wow, love, angry, sad)
- Facebook share

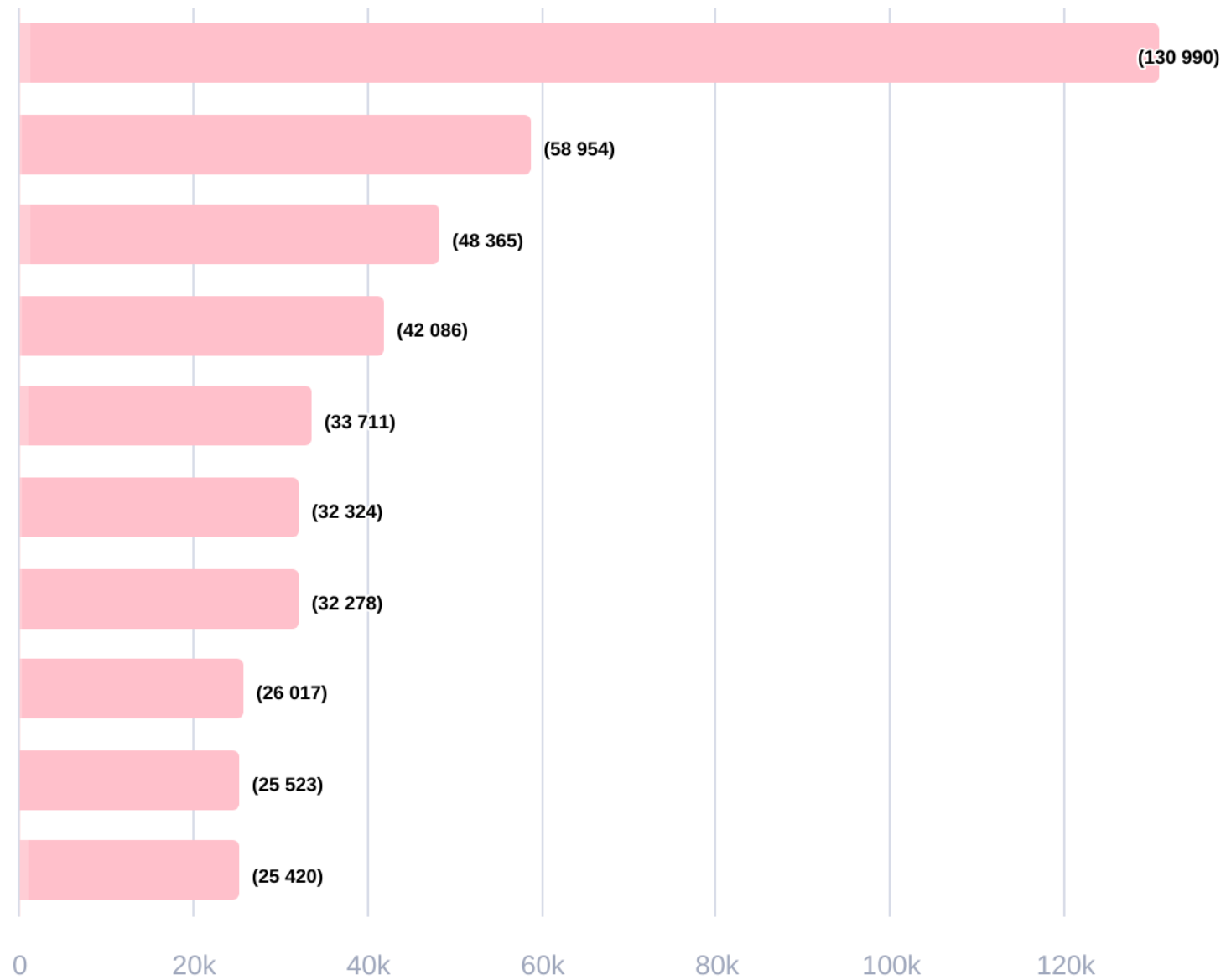




Most engaging posts on owned Instagram – Lidl’s creative New Year’s greeting post was the most successful on Instagram (#1). Their Mother’s Day post ranked [second](#). The video featuring Sarah Connor aimed to associate the concept of saving with the brand (#3), as did the Linkin Park video, which also ranked second on the list (#7). Humorous contents performed especially well on Instagram (#4, #5, #6, #8). A post about the German national team exiting in the quarterfinals of the 2025 World Men’s Handball Championship (#9), as well as the collaboration with Stefano Zarrella (#10), also made it onto the list.



- Lidl DE - Instagram: Unser Soundtrack zum Jahreswechsel. 🎉 Wir wü...
- Lidl DE - Instagram: Danke sagen lohnt sich. Danke für alles Mama. 🌸...
- Lidl DE - Instagram: 🎵 🛒 Sparen lohnt sich wie noch niiiiie! Klingt gu...
- Lidl DE - Instagram: Schade für sie. 😞 #gutestimmung #schadefürsie
- Lidl DE - Instagram: Wenn alle sich streiten, freut sich ganz 🇩🇪 – denn ...
- Lidl DE - Instagram: Mööönsch Cristiano... warum Millionen ausgeben, ...
- Lidl DE - Instagram: Toothpaste (and tracksuits) bought in the Lidl? Sa...
- Lidl DE - Instagram: POV: du hast dein Perfect Match gefunden und da...
- Lidl DE - Instagram: Schade! Die Reise unserer @dhd_teams Männer ...
- Lidl DE - Instagram: Anzeige | Ich kann's immer noch nicht ganz glaub...



These posts generated the highest number of interactions (likes, shares, comments etc.).

- Instagram like
- Instagram comment

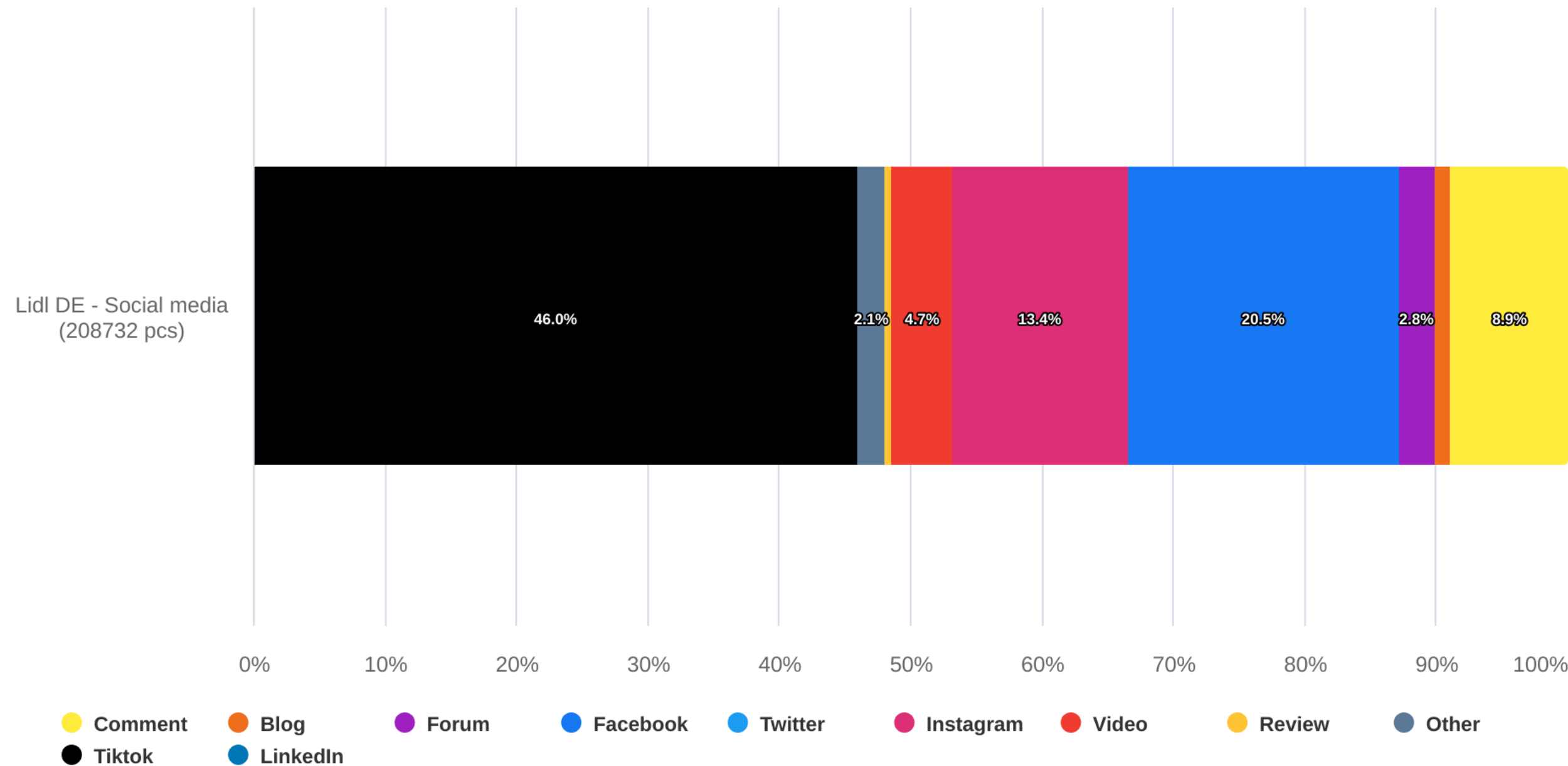




III. Engagement on earned social platforms



Share of platforms – earned social media



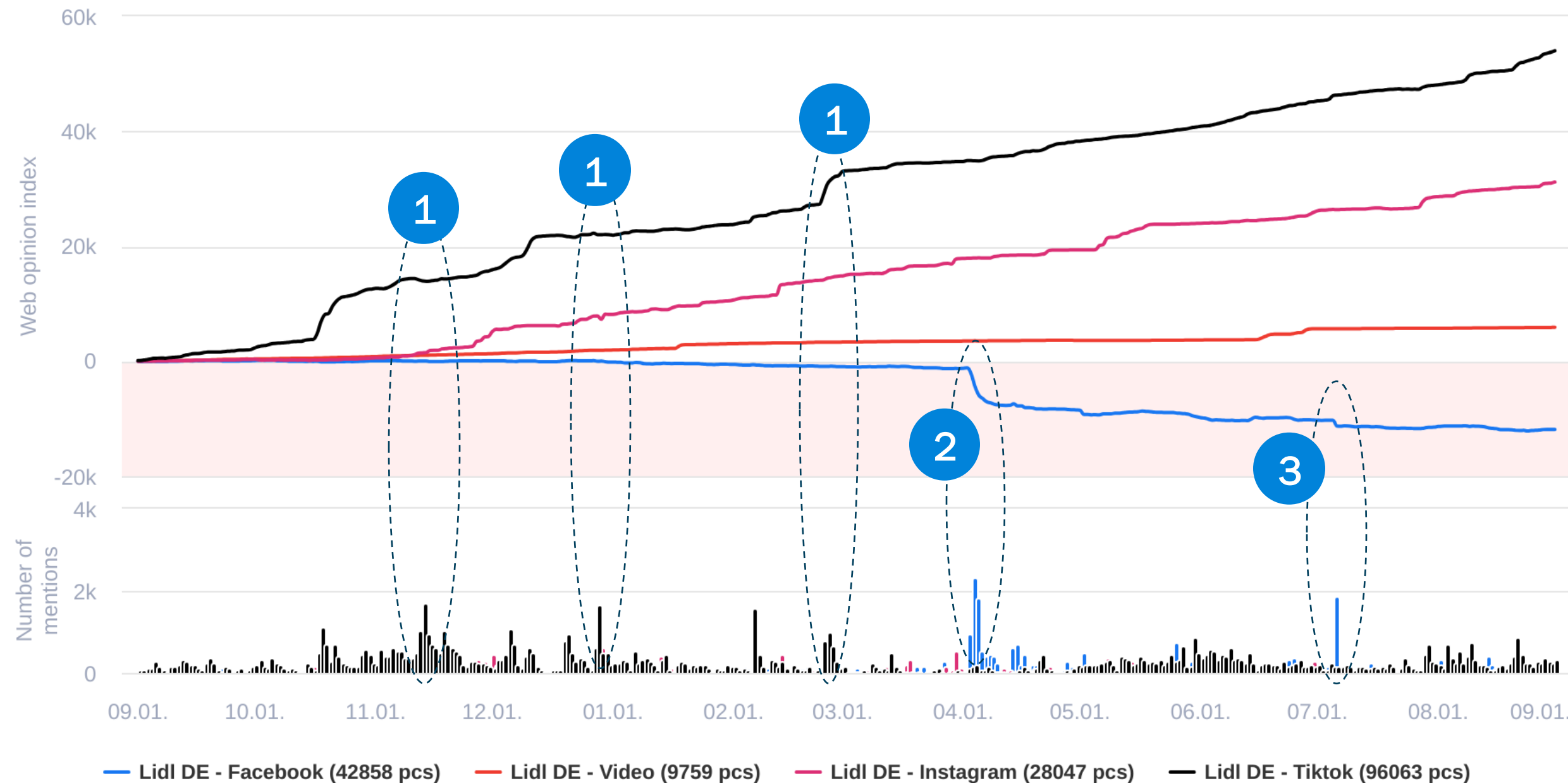
This chart shows the proportion of mentions according to the given keywords divided by forms of content.

- TikTok is the most significant platform in earned content, as nearly half of the content appears there (46%p).
- It is followed by Instagram and Facebook, which together (33,9%p) do not reach TikTok's high share.
- All comments were made on mydealz.de, where users shared their opinions on various Lidl products.
- The Lidl keyword also appears prominently in video content and forums.

- Humorous TikTok videos by familie_kublik caused [spikes](#) in Lidl's earned TikTok mentions. Many viewers found the [videos funny](#) and received them positively, thereby [positively](#) influencing Lidl's TikTok mentions.
- Among the social media platforms analyzed, only Facebook mentions on earned channels fell into the negative range. The most negative impact came from an [investigative report](#) published on April 3, 2025, which highlighted questionable daily operations at Kaufland, particularly regarding hygiene. [Posts on Facebook](#) linked Kaufland to Lidl, as both stores belong to the Schwarz Group. Comments were extremely negative, leading to a significant drop in Lidl's perception within earned Facebook mentions.
- A [Facebook post](#) reported that Lidl is introducing new checkout machines, allowing customers to not only pay but also withdraw cash during shopping. Comments turned negative as many users expressed fears about automation, linking it to the potential displacement of cashier jobs.



Lidl's online perception on earned channels



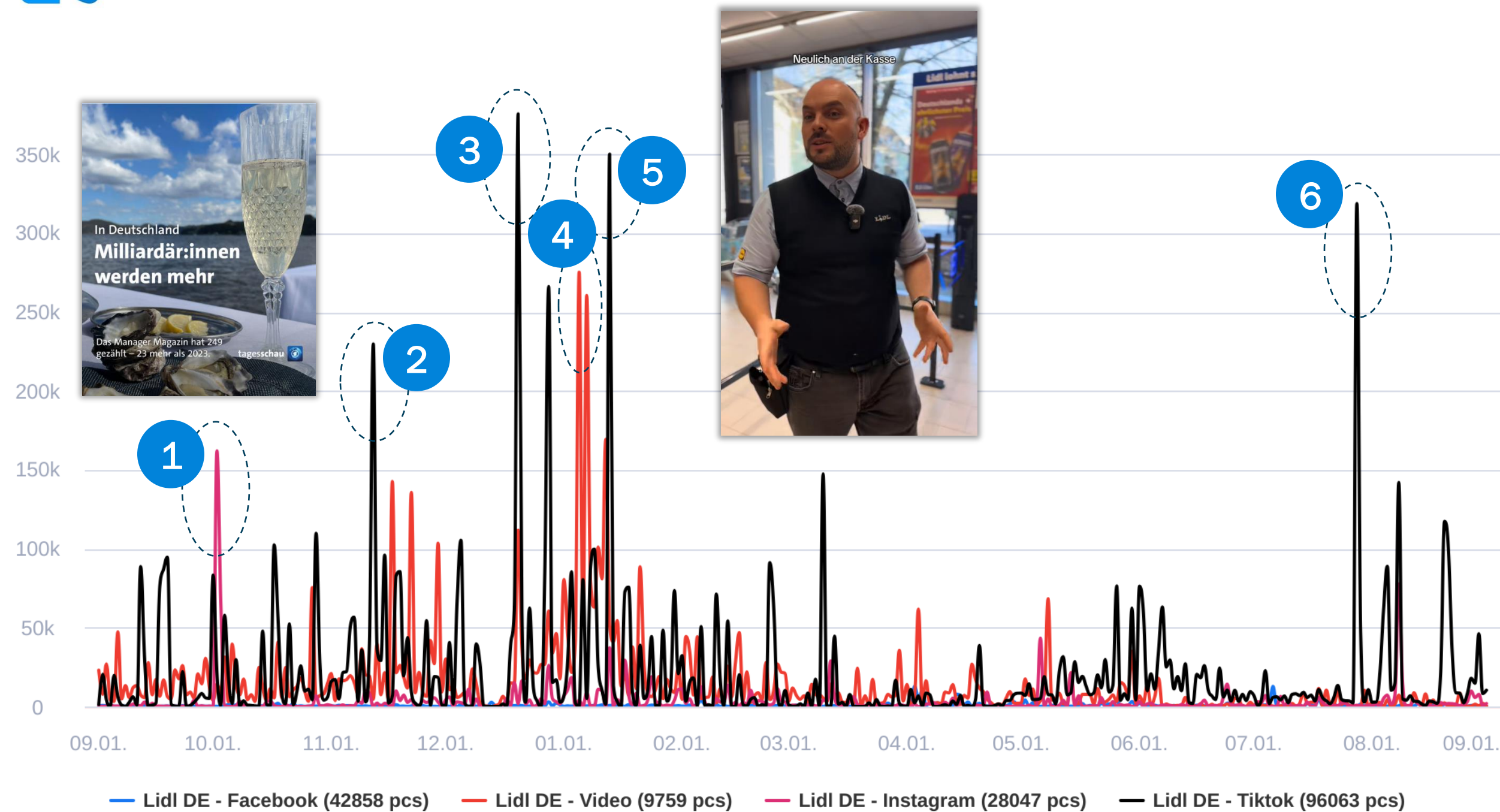
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1. In its Instagram post, [Tagesschau](#) shared the results of a Manager Magazin study on German billionaires, which reported that the richest German is Dieter Schwarz, owner of the Schwarz Group, which includes the Lidl and Kaufland supermarket chains. This is the most successful Instagram post among earned content.
2. Humorous video [by familie_kublik](#) about the daily struggles of checkout staff.
3. The highest daily interactions were also generated by a video from [familie_kublik](#), which received over 300 000 likes and more than 6 000 comments.
4. [familie_kublik's short videos](#) were also uploaded to [YouTube](#) and were highly [successful](#).
5. Many viewers found [familie_kublik's trend video](#) funny.
6. Under [tantejollie's short cooking tip video](#), several supermarkets were mentioned using hashtags, including Lidl.



Daily interactions on earned Facebook, Instagram and TikTok channels

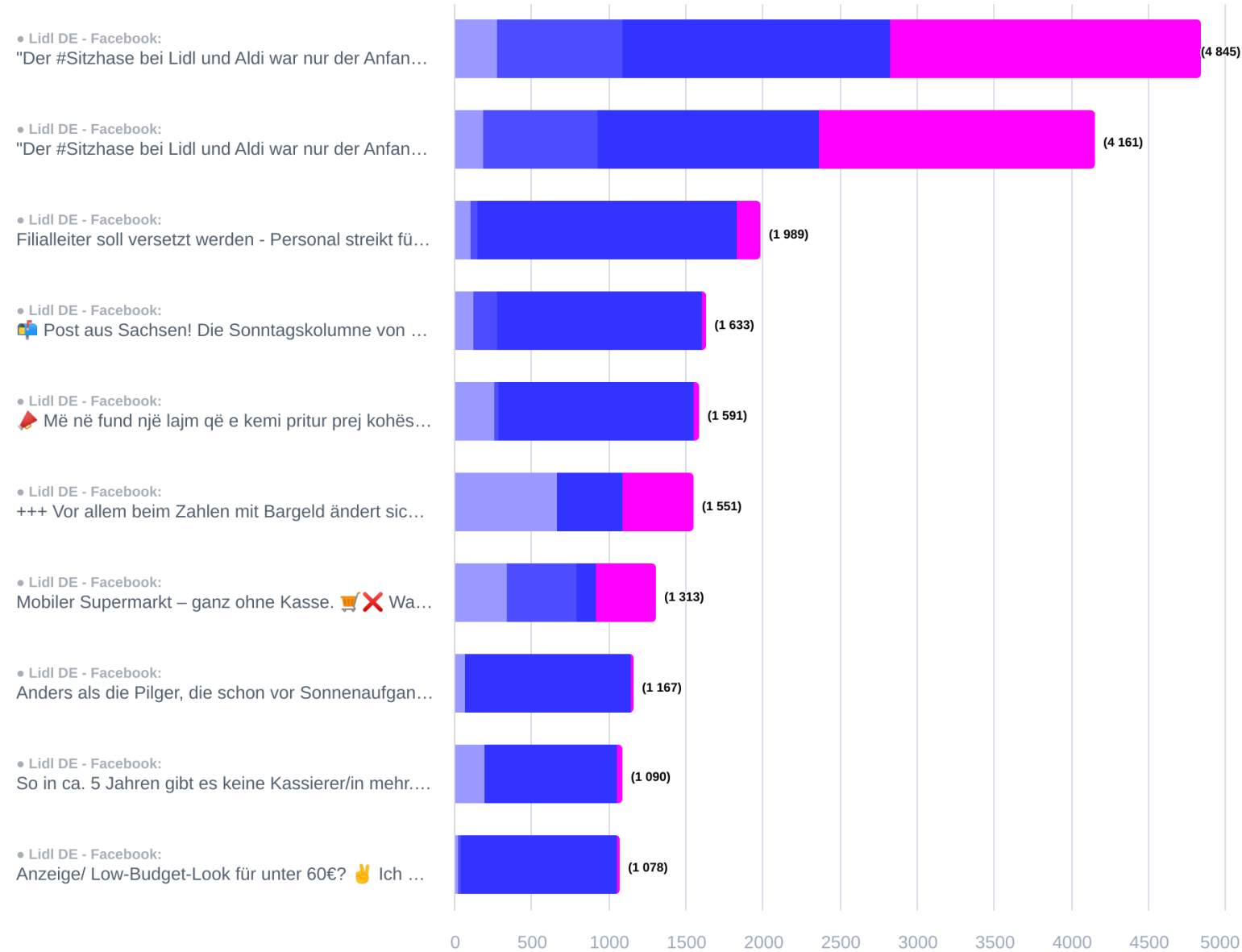


The chart shows the daily public social media interaction (like, share, comment, etc.) number for each selected keyword.

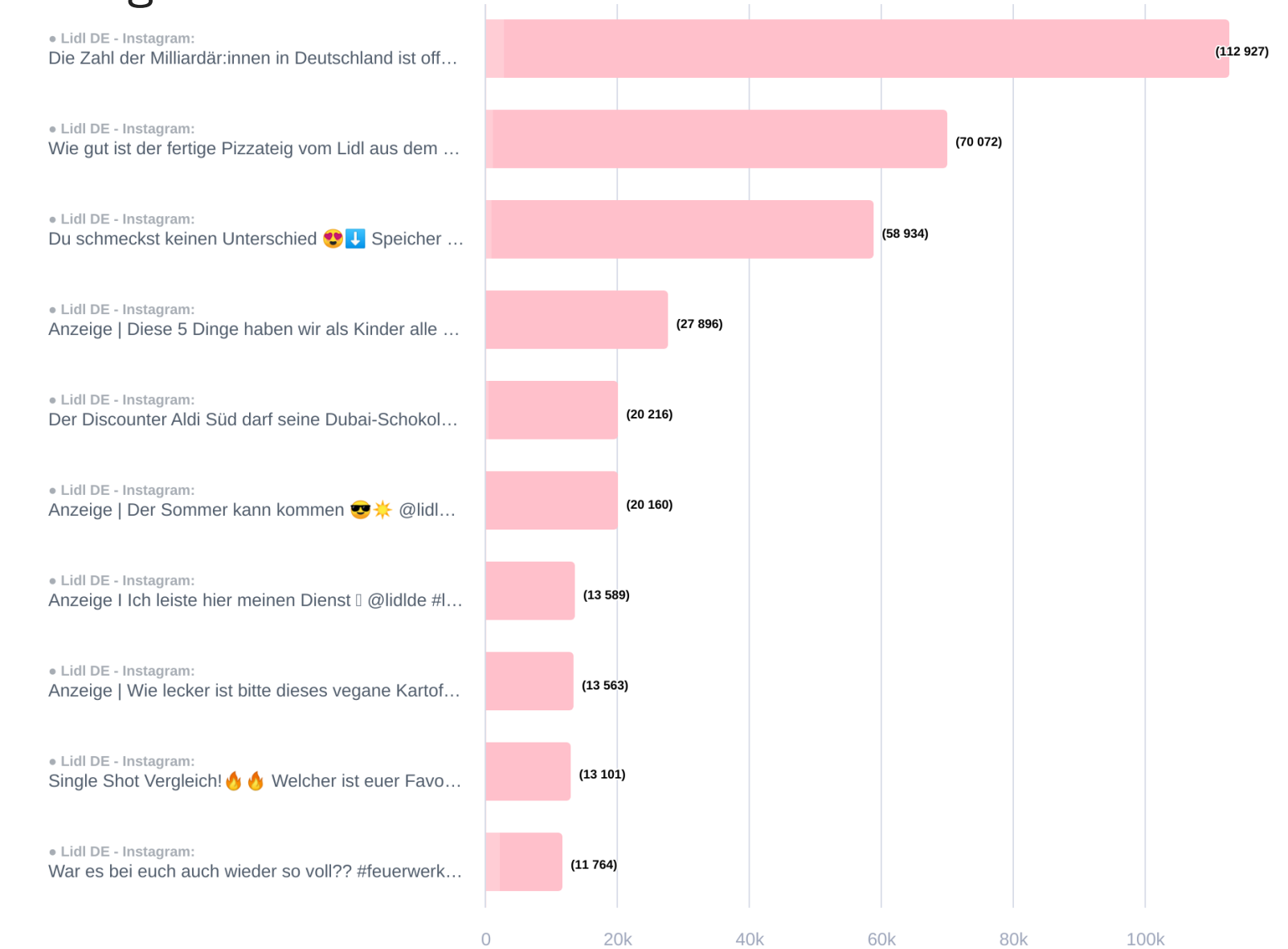


Most engaging posts on earned Facebook and Instagram – Among the top Facebook posts, shared articles are dominant (#1, #2, #3), generating a high number of comments and reactions, while humorous videos appear less frequently (#7). On Instagram, short cooking videos (#2, #3) featuring Lidl ingredients are prominent (successful advertising opportunity: #6, #8), and the rapid sell-out of New Year’s fireworks also became a notable post (#10).

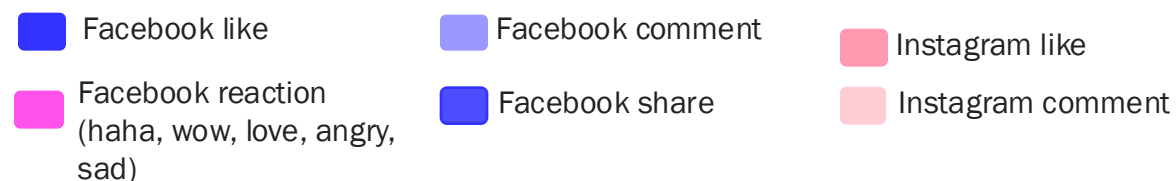
Facebook



Instagram



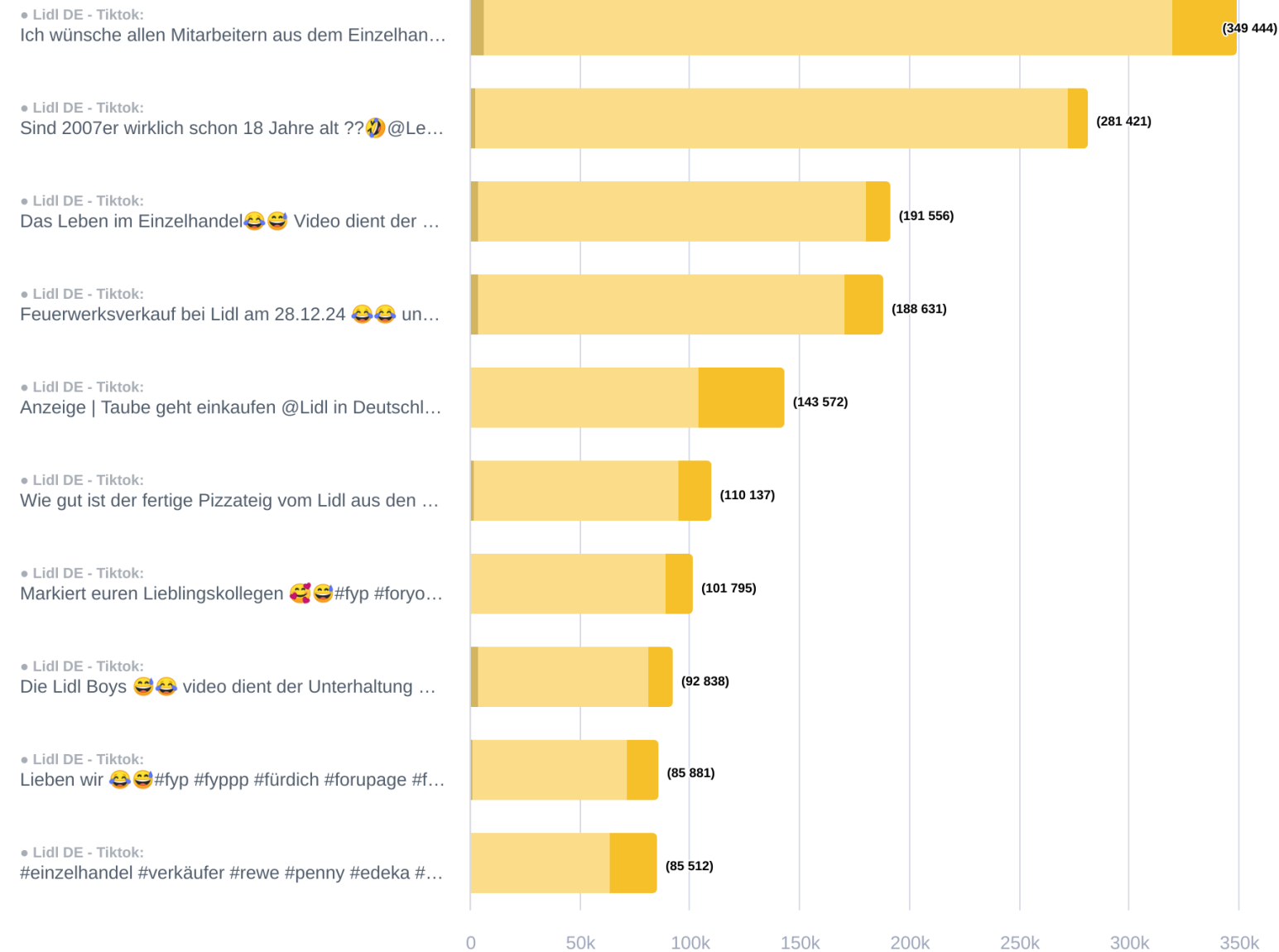
These posts generated the highest number of interactions (likes, shares, comments etc.).





Most engaging posts on earned TikTok and YouTube – On TikTok and YouTube, short, humorous videos generated the highest interactions. familie_kublik’s TikTok videos dominated among the most successful TikTok contents in the earned social media analysis (#1, #2, #3). Apart from familie_kublik, only three other videos made it to the list from different creators. One featured [making a pizza](#) with Lidl products, which also became successful on Instagram. On YouTube, videos by Familie Kublik (#1, #3), Douglas Stahl (#2), and derlurks (#5) were particularly successful.

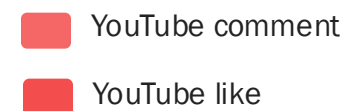
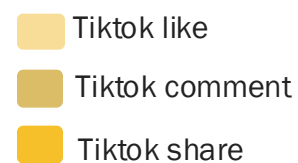
TikTok



YouTube

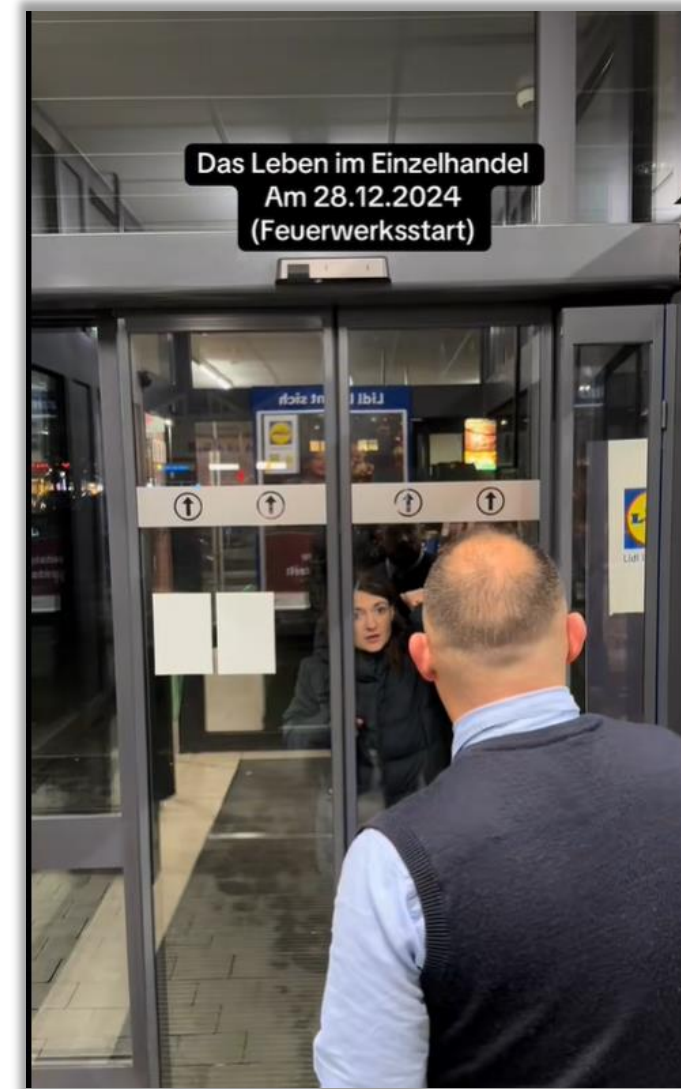


These posts generated the highest number of interactions (likes, shares, comments etc.).





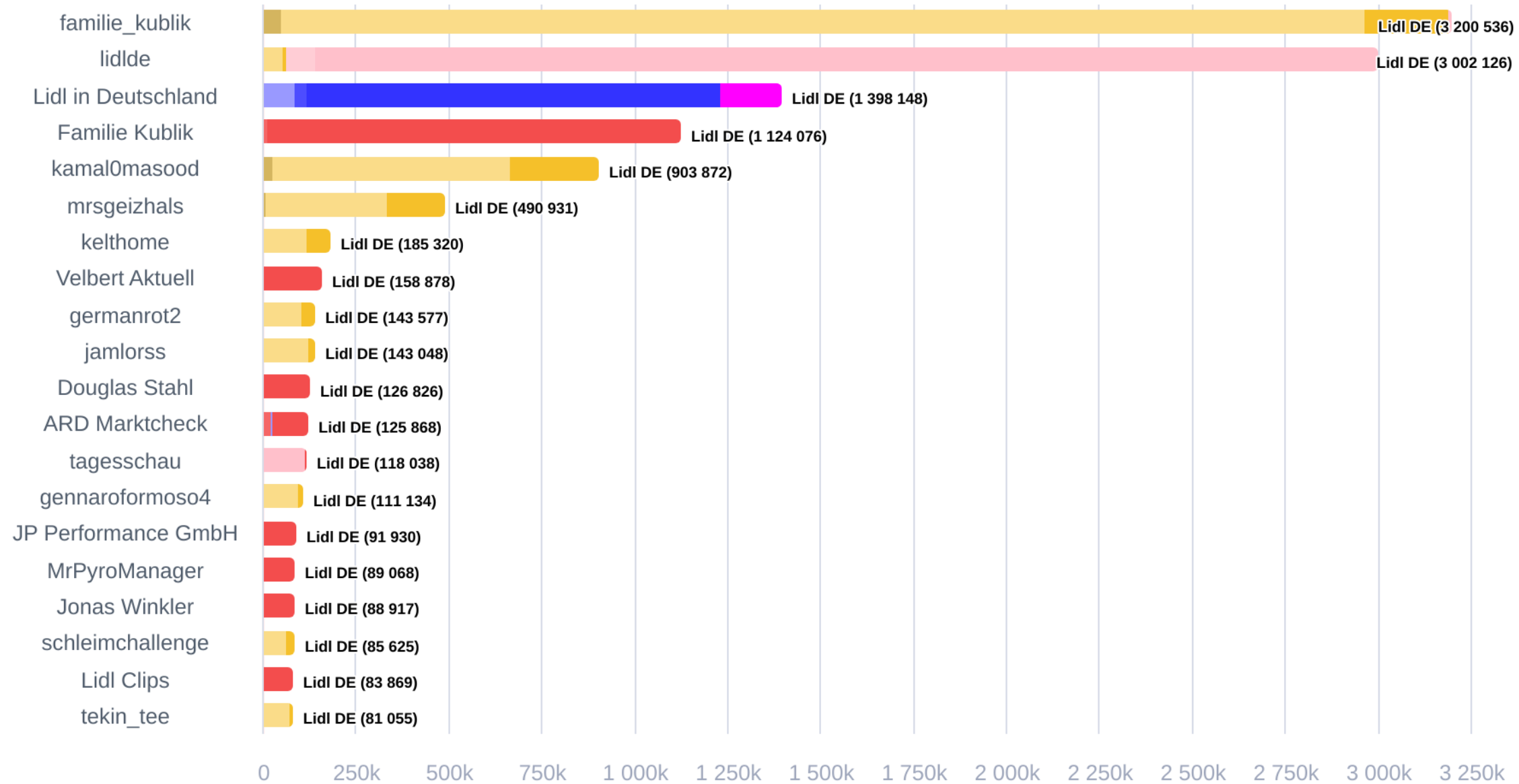
Example mentions of earned social media content mentioning Lidl



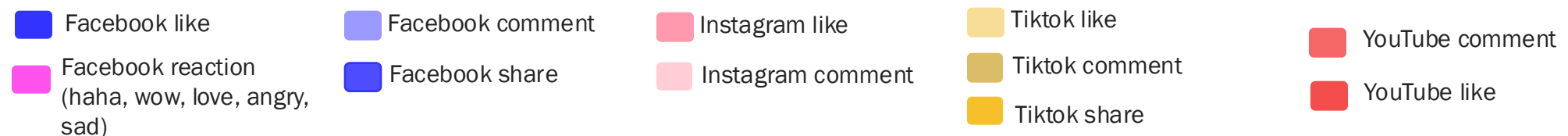
Click on the images to open the posts



Influencers on owned and earned social media platforms – familie_kublik's TikTok activity and the interactions generated by his short videos exceeded the activity on Lidl's own channels, including Instagram, TikTok, and Facebook. As a result, these were pushed to second and third place. familie_kublik's humorous videos were also uploaded to YouTube, which closely followed Lidl's own channels. kamal0masood reached fifth place with his TikTok videos, which humorously highlight how [expensive life in Germany](#) is. mrsgeizhals presents the [best weekly deals](#) from German stores in the form of TikTok videos.



Authors who generated the highest number of interactions regarding the keyword

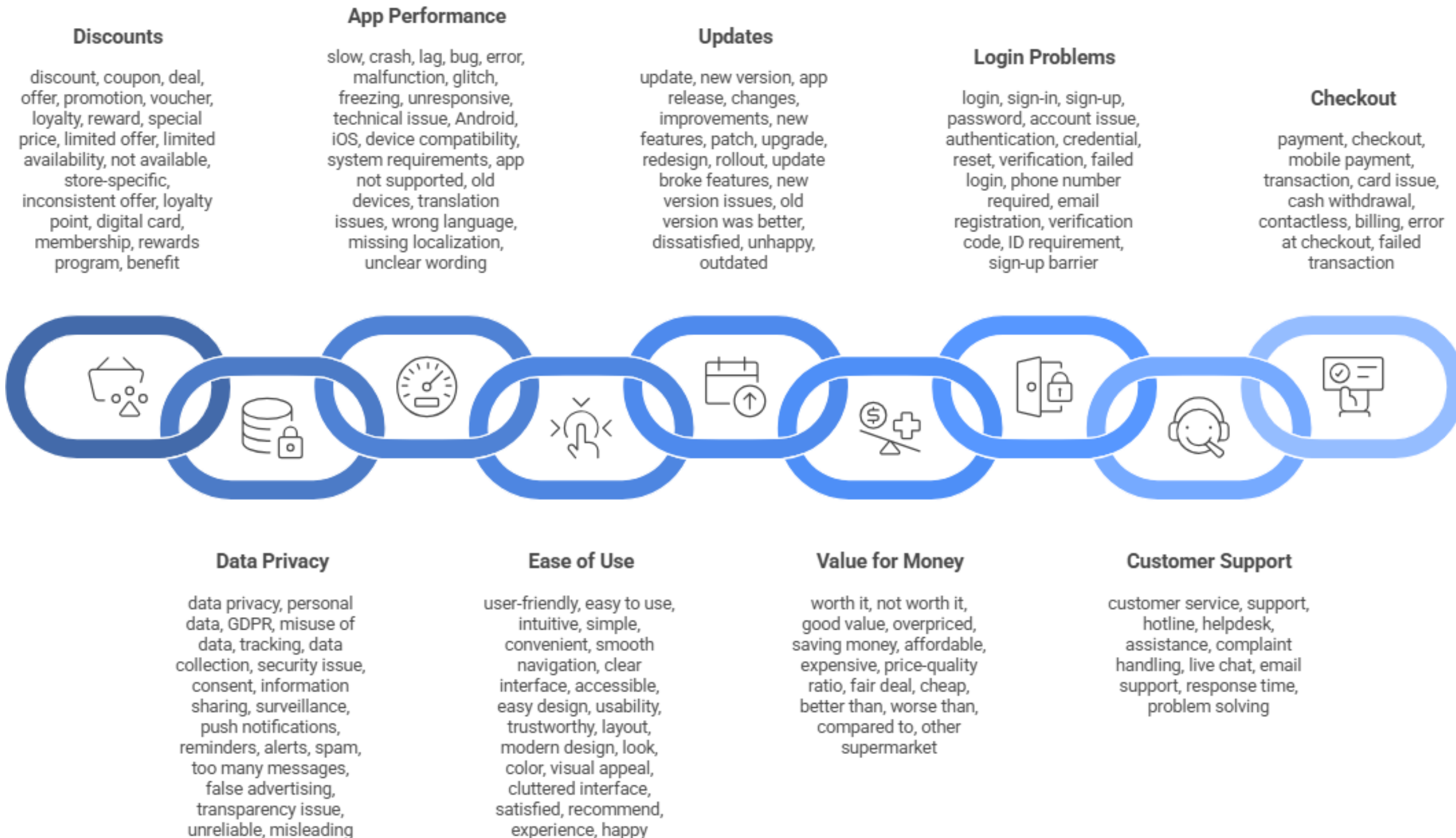




IV. Brand image



Image-related topics and synonyms in Lidl App user experience





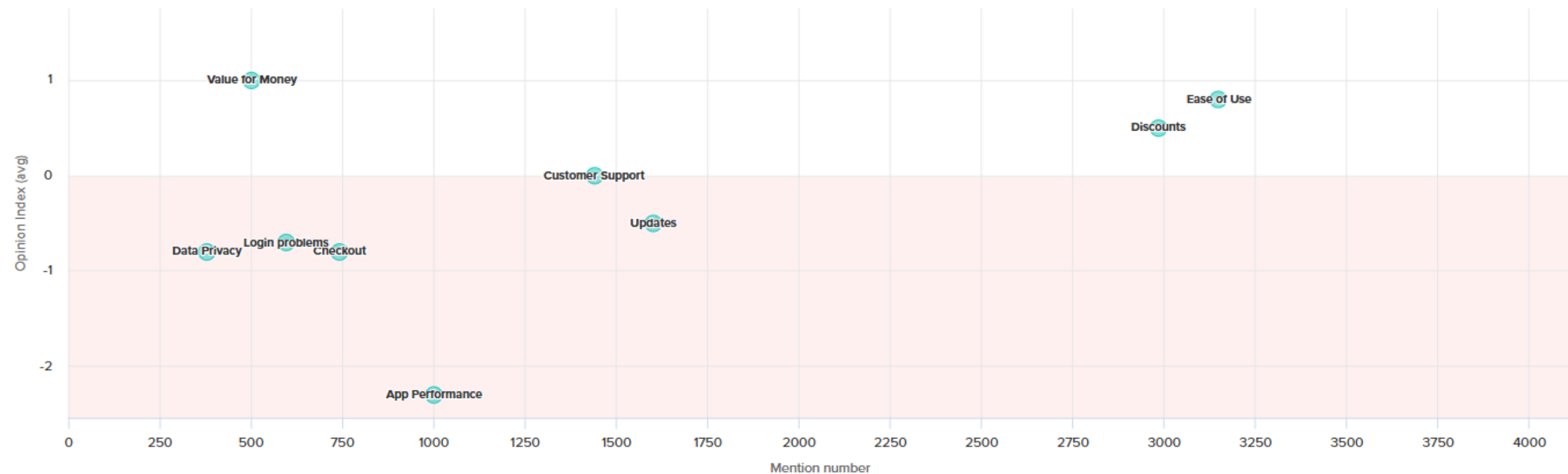
Sentiment distribution of reviews and the most active topics

- Of the text reviews related to Lidl Germany, 47% (5 696 pcs) were negative, while slightly fewer were positive at 36% (4 350 pcs).
- Positive feedback highlighted the app's ease of use, various discounts, and the good value for money of shopping at Lidl. However, updates received criticism, as they caused usability issues and login problems. Checkout-related problems were similarly rated negatively.
- Data privacy concerns also arose, creating user doubts. App functionality is the most negatively perceived topic.
- Customer support fell into a relatively neutral range, with both positive and negative experiences reported.

Distribution of mentions



Topic map chart



Custom Label Map

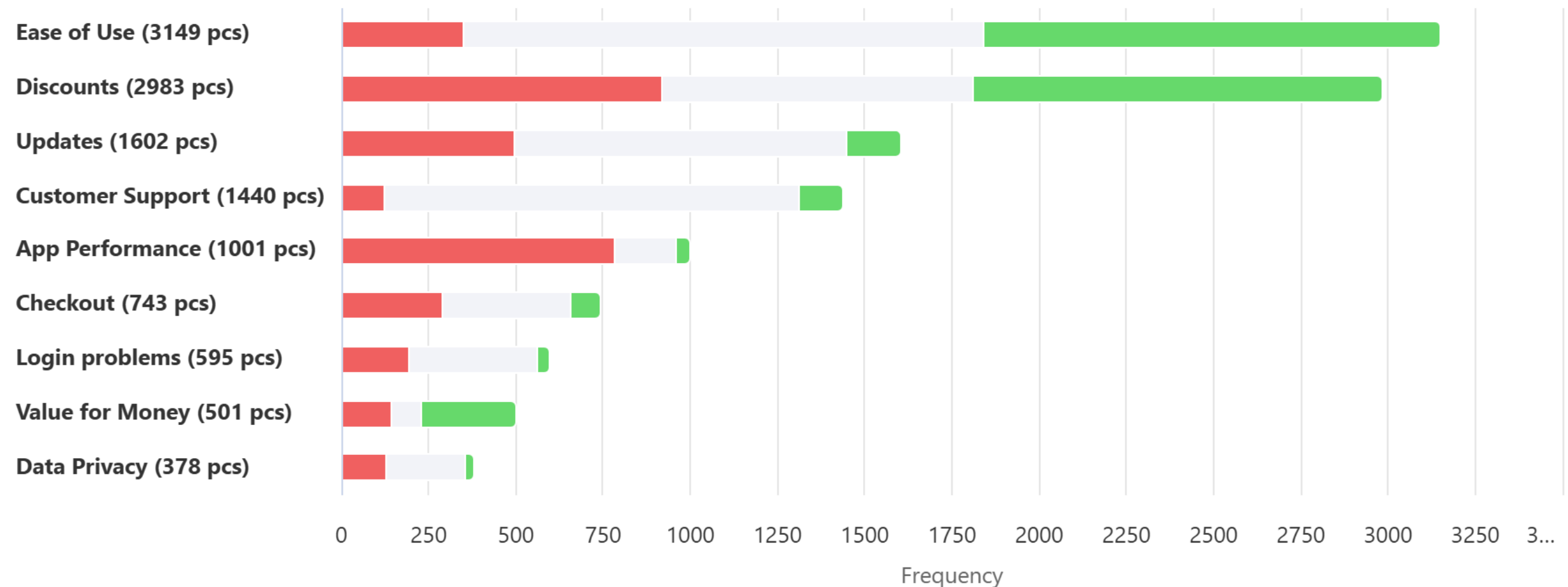
Custom label map visualises the most frequent custom labels recognised in a dataset, according to their sentiment values (y-axis) and frequency.

- Many users express satisfaction with the app's design and [simplicity](#), finding it convenient and [functional](#). They appreciate features like discounts and coupons, which are often cited as a major draw. The supermarket's in-store offers, product quality, and [friendly service](#) also receive positive feedback, suggesting a strong customer experience on the ground.
- Despite the positive feedback on its design, the app faces significant criticism regarding its performance.
- The analysis reveals significant shortcomings in the app's usability across multiple areas. The user interface (UI) is often [confusing](#) and hard to navigate, leading to user frustration. This is compounded by difficulties in the registration and [login process](#), which creates obstacles for users from their very first interaction.
- The app also faces numerous technical issues. Frequent [crashes](#) or [failures to open](#) significantly degrade the user experience. The disorganization [after updates](#) are also a recurring complaint.
- The system for coupons and [offers](#) doesn't run smoothly either, which is not only annoying but also discourages them from using the app.
- Privacy concerns seriously jeopardize user trust. The app collects and shares personal data without consent, and the amount of data collected is excessive. Frequent, [intrusive push notifications](#) further reinforce the impression that the app does not respect user privacy. The intrusive advertising within the app negatively impacts the user experience.



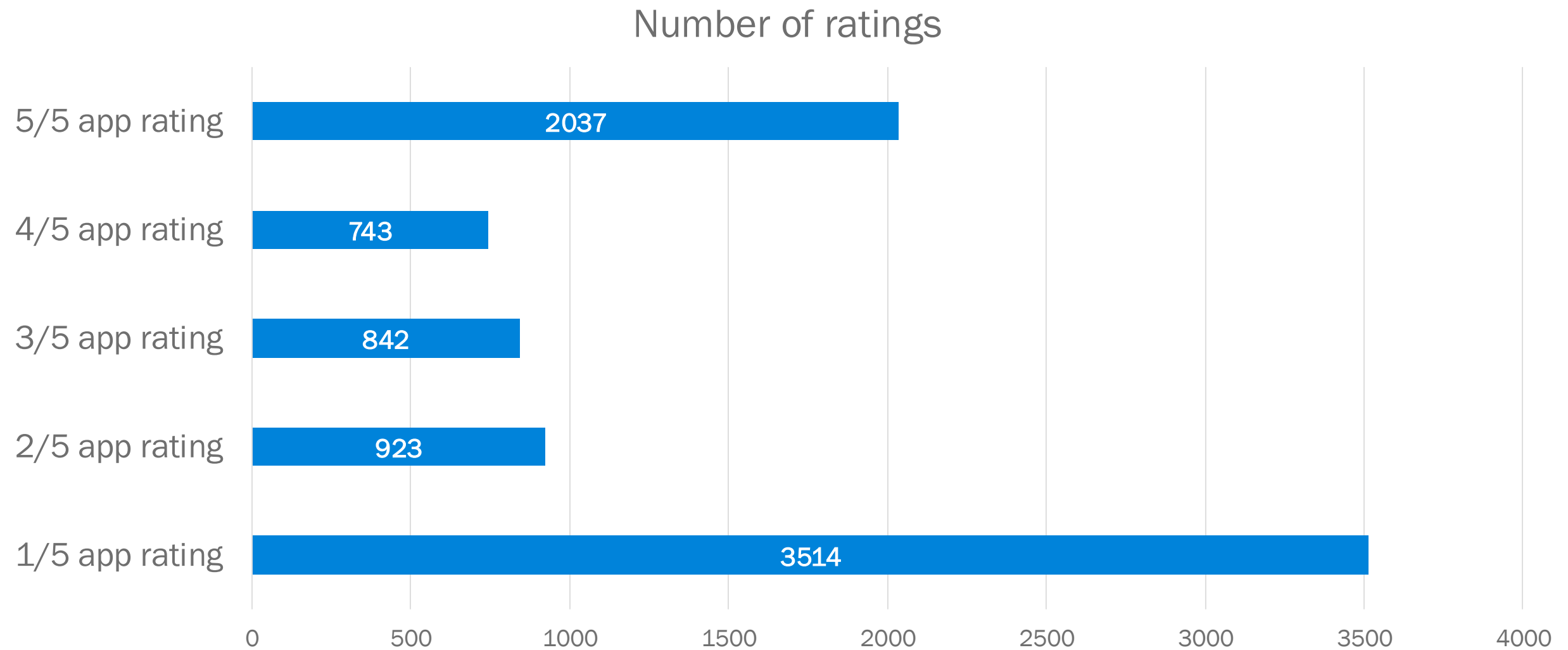
Distribution of brand image factors in reviews

Distribution of custom labels





User ratings in app reviews – One-star reviews accounted for the largest share (44%), and together with the also negative two-star reviews, they made up nearly 55% of all ratings. Three- and four-star reviews were rare, while among the positive ratings, five-star feedback was the most frequent (25%).





Example mentions of user feedback from app reviews – The dominant opinion is that using the app is becoming less worthwhile, as updates have degraded its quality and it offers few attractive deals.

Lidl Plus Google Play comment

• Lidl DE Review - Playstore Review Maria Kerud 2025. 08. 31. 11:05 DE 5

<https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&aid=111473467879078739333>

Einkäufer | Filiale | Kaufen

Ich benutze die Lidl Plus-App schon **sehr lange** für den **Einkauf in der Filiale**. Seit der umstellung ist die Werbung für Online-Angebote zu aggressiv. Ich muss diese nach dem Öffnen der App erstmal weg klicken und weit scrollen um an die Filial-Angebote zu kommen. Ein einfacher Button für den Online-Shop hätte doch auch gereicht.

Lidl Plus Google Play comment

• Lidl DE Review - Playstore Review Simba 2025. 08. 31. 13:40 DE 7

<https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&aid=113525264013515829109>

App | deinstallieren | Gegensatz | Überarbeitung | Abmeldung | Deinstallation | Übersichtlichkeit | Angebot

ich schreibe es jetzt noch einmal, eure **Lidl plus App ist sowas von unübersichtlich im Gegensatz zu der normalen App die leider Ende des September nicht mehr aktiv ist. solltet ihr die Lidl plus App nicht vernünftig überarbeiten werde ich alles komplett abmelden und deinstallieren!** man findet in der Lidl plus App die Angebote für die kommende Woche nicht, so das man sie sich produ in den Einkaufszettel hinterlegen kann. ihr werdet echt immer schlechter, schade

Lidl Plus Apple App Store comment

• Lidl DE Review - Appstore Review D_061298 2025. 08. 30. 18:42 DE 4

<https://itunes.apple.com/de/app/id1238611143>

Bildschirm | Öffnen

Weißer Bildschirm beim öffnen

Lidl Plus Apple App Store comment

• Lidl DE Review - Appstore Review TheOtter42 2025. 08. 30. 15:44 DE 5

<https://itunes.apple.com/de/app/id1238611143>

Konto | Suchen | Kasse | konto suche

Ich habe mal mein Handy vergessen. **Neuerdings kann man sich nicht mehr an der Kasse das Lidl Plus Konto suchen lassen.** Den Kassenzettel kann ich in der App auch nicht mehr nachtragen 🙄📺 Da darf ich jetzt einen Papierzettel wieder für 2 Jahre aufheben??? Ich verstehe nicht, warum solche Funktionen aus der App gelöscht werden müssen. Was ist das für ein Service?

Lidl Plus Google Play comment

• Lidl DE Review - Playstore Review Adrie Schöndorf 2025. 02. 09. 22:32 DE 4

<https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&aid=101638715619883324868>

Benachrichtigung | Erstellung | nützlich | Coupon | Sortieren | Baby | Kondom | Aktion | Kaufen | Gutscheine | App | Einkäufer | Nützlichkeit | Geschwindigkeit | Preis

Ich fände **es toll**, wenn der **erstellte Einkaufszettel die aktuellen Preise** beinhalten würde und es angezeigt werden würde, evtl. per push - **Benachrichtigung**, wann eine **Aktion** startet.ausserdem wäre **es auch sehr nützlich**, wenn ich die **Coupons sortieren** könnte, denn manche **Sachen brauche ich nicht** (Kondome, Babybrei oder Berliner) diese könnte ich nach unten verschieben und so **schneller auf die nützlichen Gutscheine** zugreifen. Ansonsten **eine sehr nützliche App**. 🙌🙌🙌


Lidl Plus Google Play comment

• Lidl DE Review - Playstore Review Thomas Engel 2025. 08. 29. 10:05 DE 4

<https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&aid=112721523372194887...>

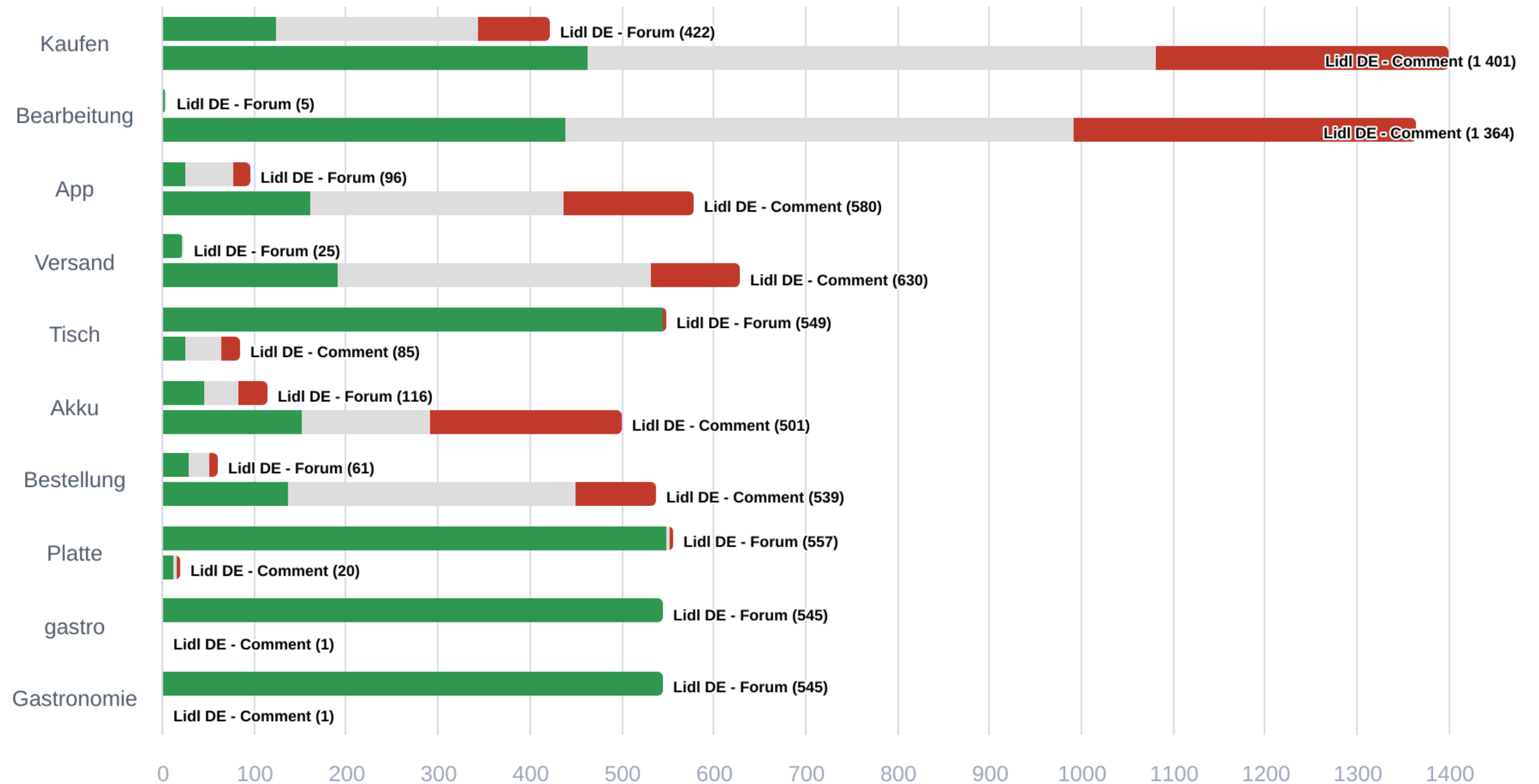
App | Fehler | Funktion | Daten | Löschen | streichung | Fehlermeldung | Geschwindigkeit | Wirkung

Leider seit Monaten funktionslos. App stürzt nach Start sofort ab mit Fehlermeldung "Etwas ist schiefgelaufen". Neuinstallation, Cache / **Daten löschen ohne Wirkung.**

 Click on the images to open the posts



Lidl's perception in forums and user comments – Overall, the customer experience is positive within its price range, which is why many people choose Lidl products



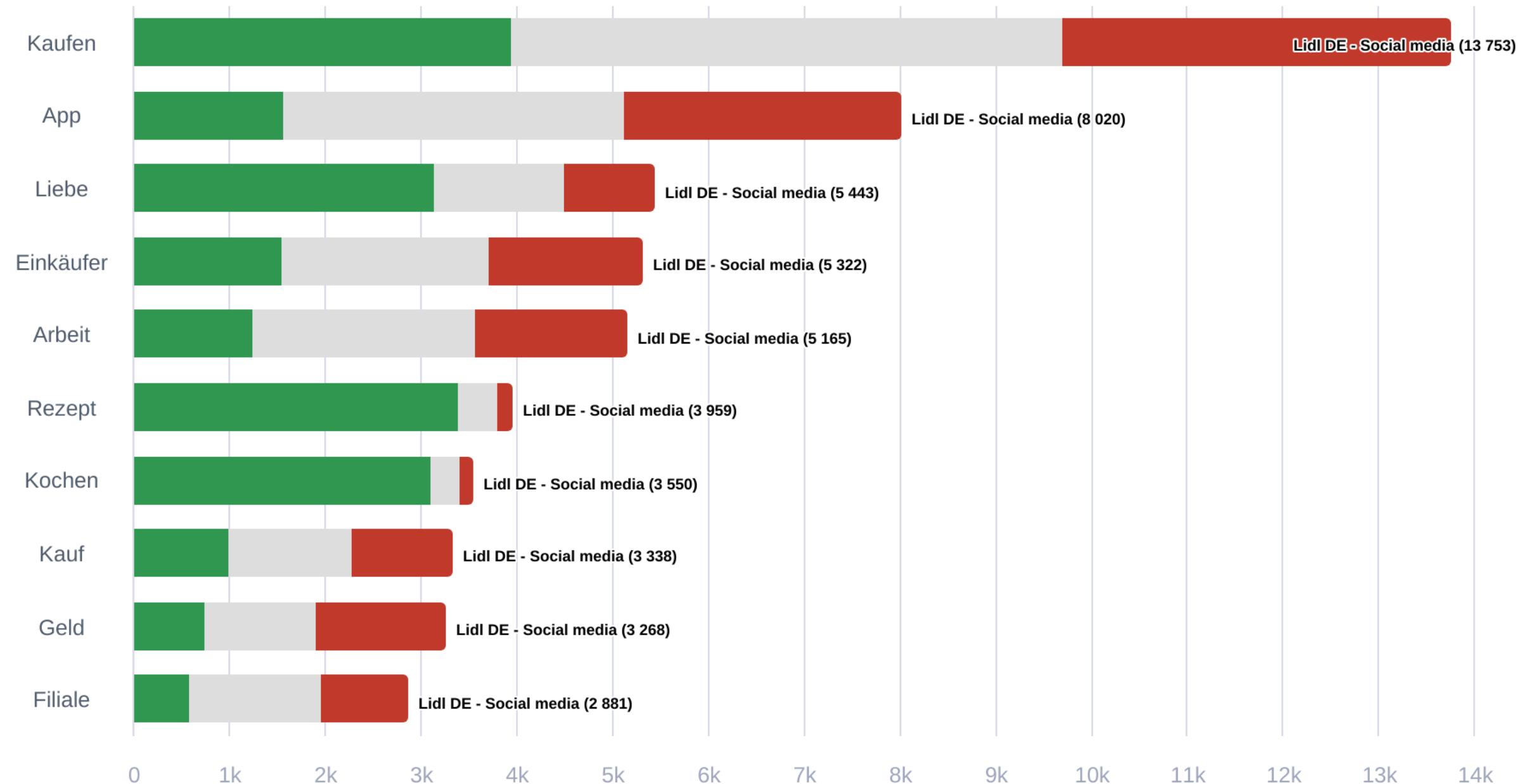
The Key Topics treemap shows the most mentioned topics. The size of rectangles are defined based on the number of mentions in the given topic.

- Forum discussions and comment-type content related to Lidl show a positive picture of its products. Many users praise the quality of Lidl items and recommend them to others.
- One of the most frequently mentioned issues, however, is that certain promotional products sell out very quickly in stores.
- Durability issues were raised in relation to plastic components.
- In addition, many commenters pointed out the lack of high-end features in the more expensive models.
- The most common product-related issues mentioned on mydealz.de were [battery problems with scooters](#), [inaccurate DIY tools](#), and [returns due to sizing issues](#).

- The most prominent topics revolve around the shopping journey. "Kaufen" (buy), "Einkäufer" (shopper), and "Kauf" (purchase) are all keywords that directly address the act of shopping at Lidl. A significant portion of the social media conversation is driven by consumer behavior and the purchase process itself.
- The keyword "App" indicates that Lidl's mobile application is a key touchpoint, used for digital coupons or offers, and is a major topic of discussion among users.
- The keywords "Rezept" (recipe) and "Kochen" (cooking) highlight a focus on food and lifestyle content. This is a common strategy for Lidl, as it goes beyond simply selling products and positions the brand as a source of inspiration for meals and healthy eating. It also encourages user-generated content, with people sharing recipes and creations made with Lidl ingredients.
- Finally, "Geld" (money) is a core theme. Lidl's brand identity is strongly tied to offering value for money. This keyword confirms that the price of products, savings, and overall affordability are central to the social media dialogue, reinforcing the brand's core value proposition.



Key topics in social media

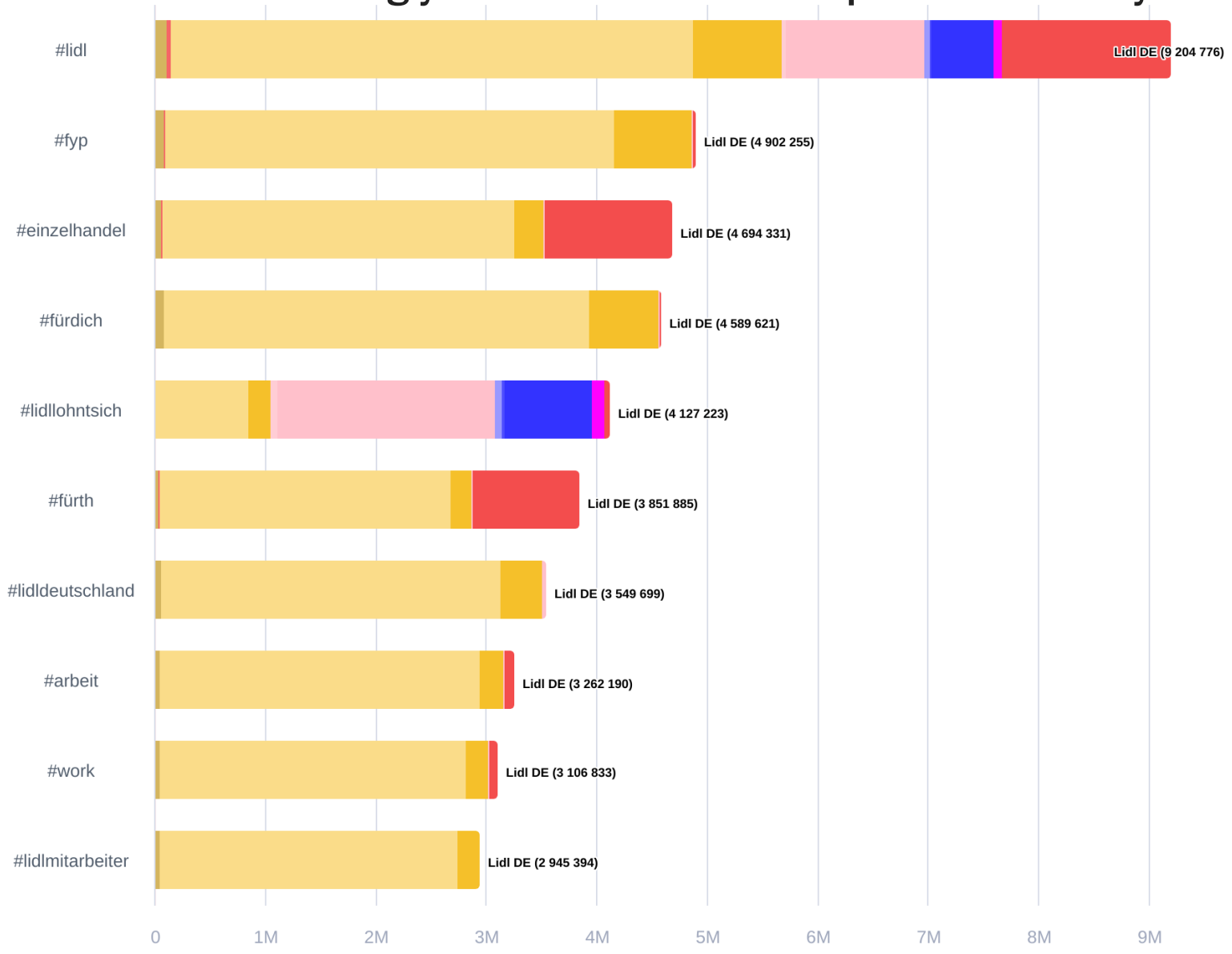


The Key Topics treemap shows the most mentioned topics. The size of rectangles are defined based on the number of mentions in the given topic.



Engaging hashtags and hashtag cloud – #lidl and #lidldeutschland indirectly identify the brand and the country.

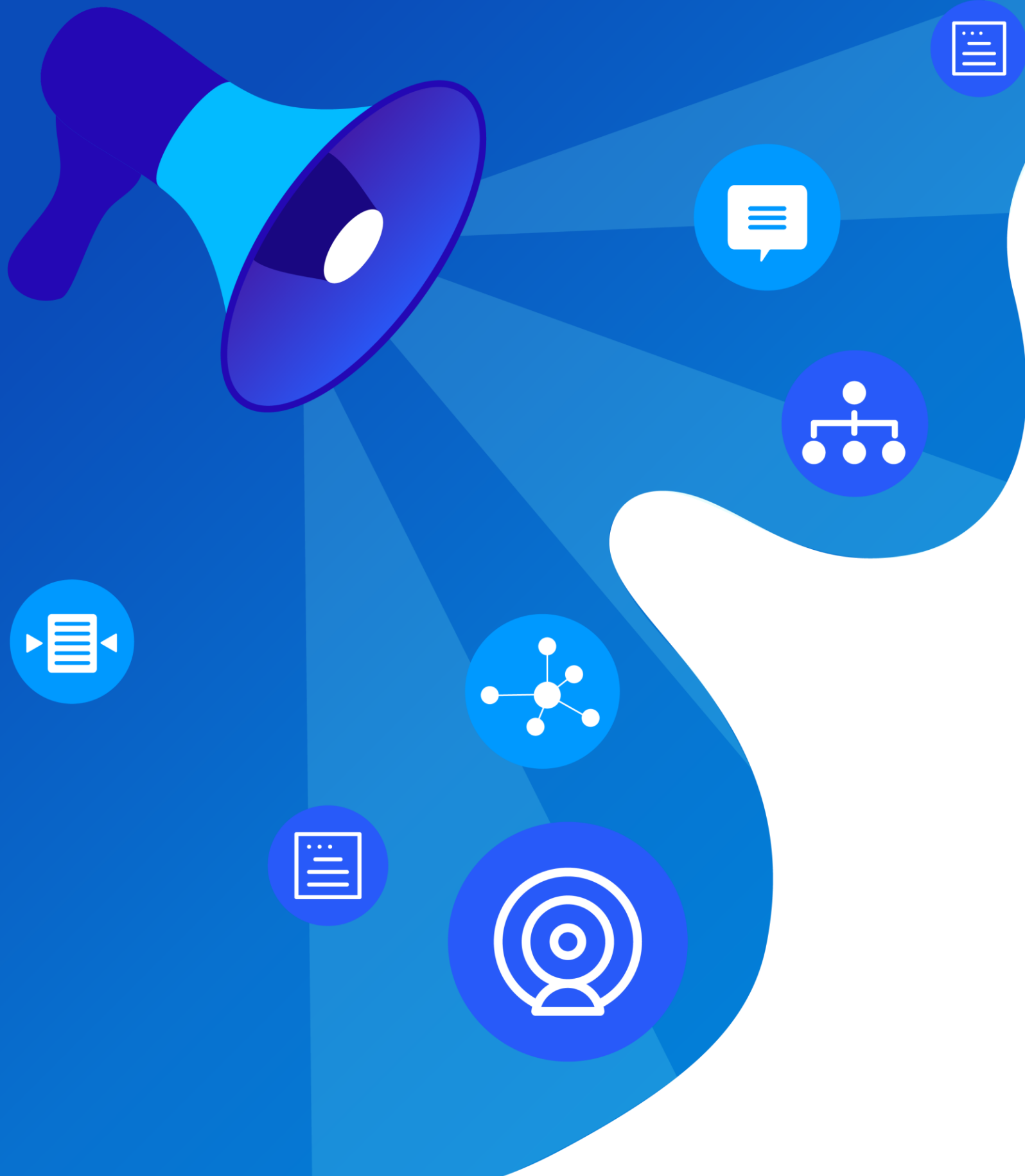
This tactic is great for creating a personal, community-based connection with followers. #fyp and #fürdich are used to boost visibility and get content onto the "For You" page of users, which is crucial for maximizing organic reach and discovery on TikTok. #lidllohntsich (Lidl is worth it) is a key marketing slogan. It's a direct message to consumers, promoting the idea that shopping at Lidl offers value for money. These showed a positive polarity. The appearance of hashtags such as #aldi or #rewe — which are linked to competitors — indicates that users compare the retailers, mostly in terms of price and quality. Neutral polarity is associated with various brands available in Lidl's assortment. Negative polarity is connected to coupon-related expressions, as customers are increasingly dissatisfied with the options offered by Lidl.



Hashtags that generated the highest number of interactions regarding the keyword.



Shows the most used hashtags. The colour of each hashtag shows whether the cumulative polarity of that hashtag was negative (red), neutral (grey) or positive (green). The size of the hashtags is proportional to the number of mentions.

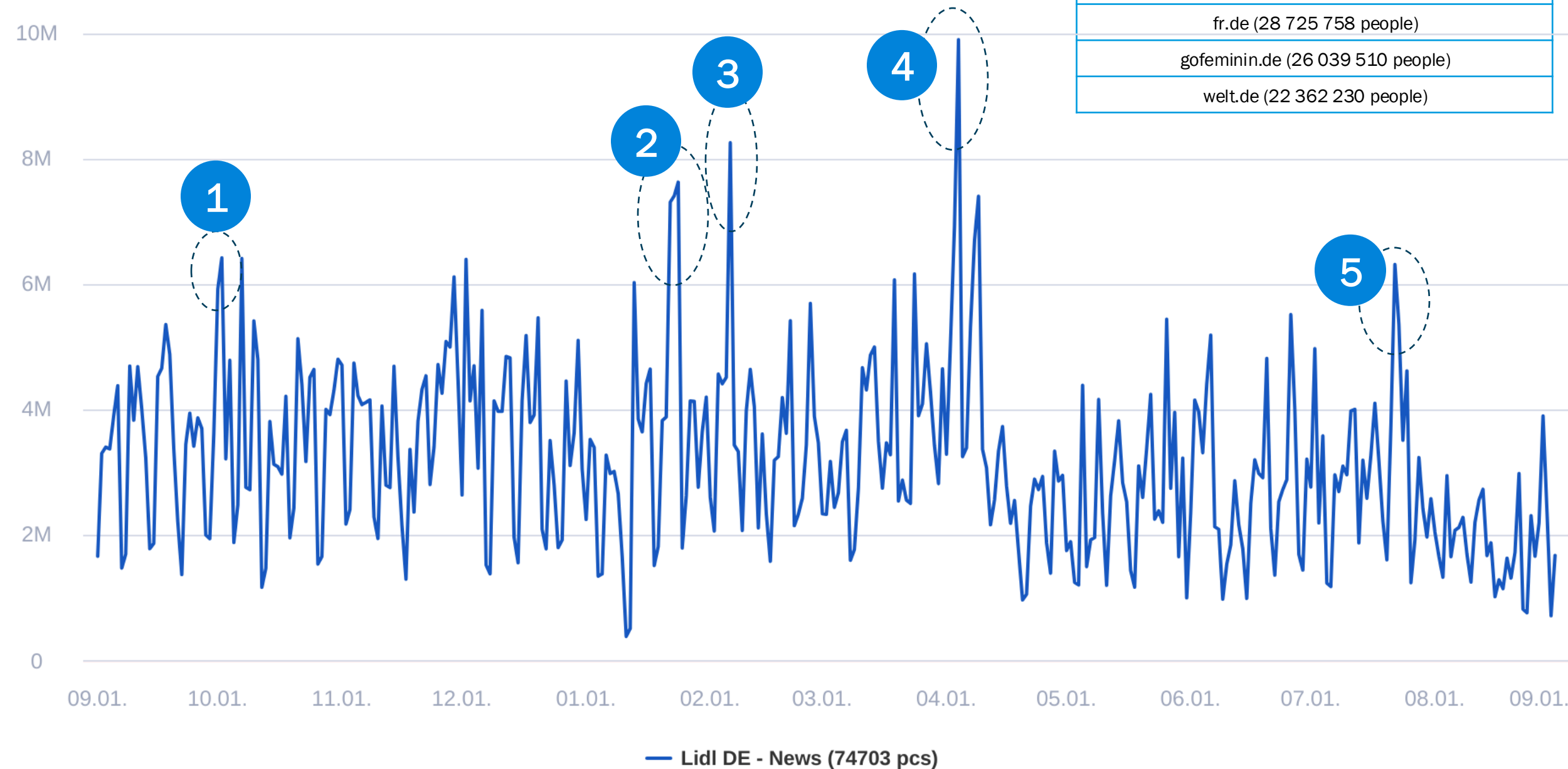


V. Online press

1. In October 2024, a key news story reported that Lidl's owner, Dieter Schwarz, was once again among the 10 [richest Germans](#).
2. From a consumer protection perspective, [Lidl was sued](#) because its app advertised promotional products in violation of the law, without displaying their original prices.
3. The [price drop of butter](#) was a key news item for readers.
4. Due to [hygiene deficiencies](#), two Kaufland stores were temporarily closed. Articles mentioning these stores also referred to other Schwarz Group retailers, [including Lidl](#), negatively affecting the perception of the Schwarz Group, despite the fact that Kaufland and Lidl operate as competitors in the market.
5. [Lidl has been sued](#) over its Lidl Plus app for violating consumer protection regulations: users effectively pay for advertised discounts and coupons with their personal data. The consumer protection authority accuses Lidl of this practice. Consumer protection groups have also filed a lawsuit, and the case is now before the Stuttgart Higher Regional Court.



Daily reach of online press



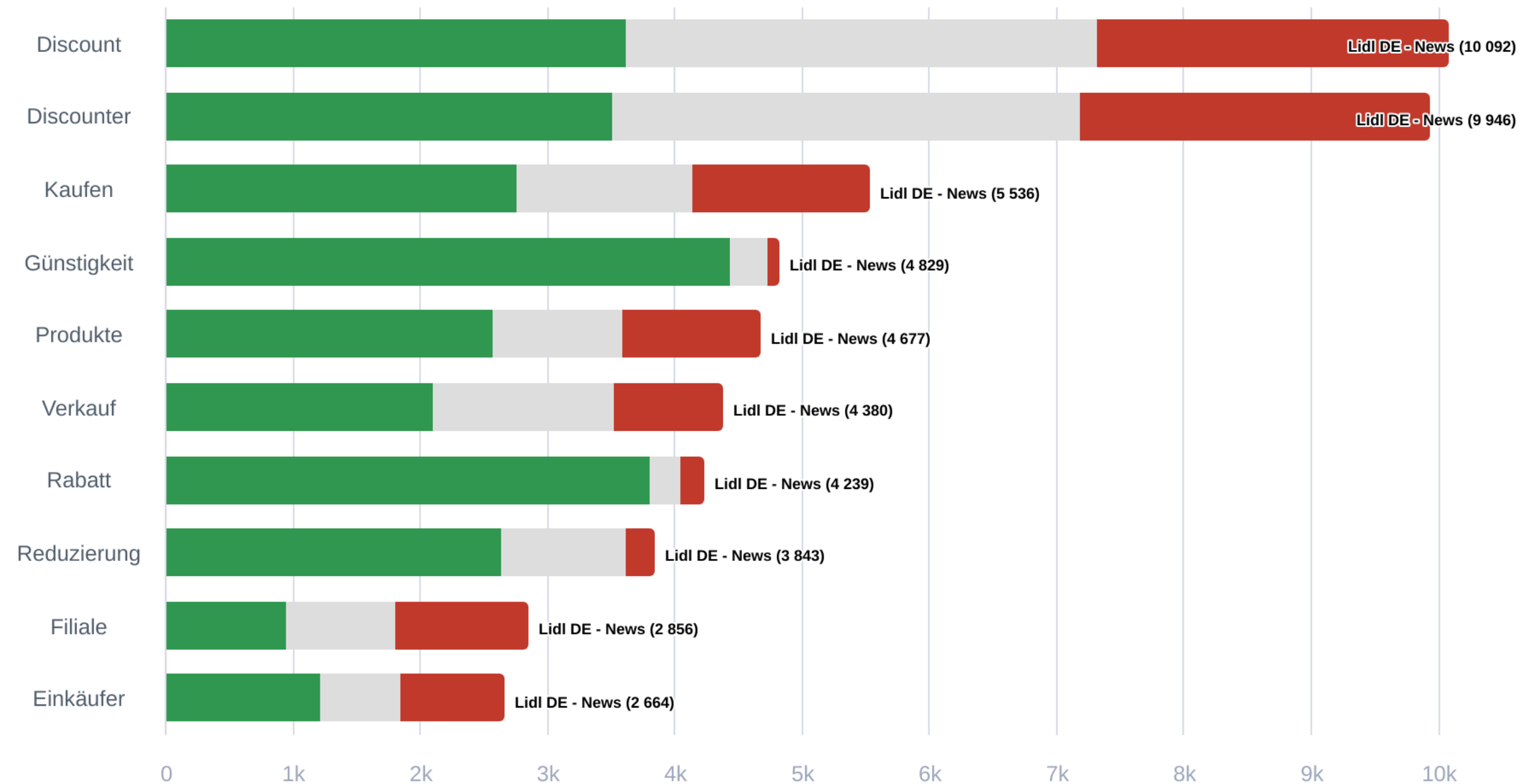
Pages with largest reach (potential reach)
derwesten.de (175 042 320 people)
n-tv.de (125 462 148 people)
infranken.de (86 965 410 people)
thueringen24.de (85 027 052 people)
bild.de (41 566 364 people)
bildderfrau.de (36 338 715 people)
stern.de (33 455 590 people)
fr.de (28 725 758 people)
gofeminin.de (26 039 510 people)
welt.de (22 362 230 people)

Shows the number of users potentially reached by mentions in the examined keyword by adding up the potential reach of each mention written in the same day.

1. The most dominant topic is Lidl's focus on low prices and special deals. Keywords like "Discount", "Discounter", "Günstigkeit" (affordability), "Rabatt" (discount), and "Reduzierung" (reduction) all point to media coverage centered on Lidl's reputation as a low-cost supermarket. This includes articles about [price comparisons](#), [weekly specials](#), and [sales](#) that are central to [its business model](#).
2. The terms "Kaufen" (to buy), "Produkte" (products), and "Verkauf" (sale) indicate a focus on the transaction process and the goods themselves. Online media often highlights new [or popular products](#), as well as the overall shopping experience.
3. Finally, the keywords "Filiale" (branch/store) and "Einkäufer" (shopper) show that articles also cover the physical aspects of the business and the people who shop there. Topics include news about [new store openings](#), renovations, or customer shopping habits and experiences. This provides a more tangible, on-the-ground perspective of the company's retail footprint.



Key topics in online press



The Key Topics treemap shows the most mentioned topics. The size of rectangles are defined based on the number of mentions in the given topic.



Example mentions of the top-reaching news – Online press coverage was dominated by news related to the Schwarz Group (Dieter Schwarz being among the [10 richest Germans](#) again, the [butter price](#) drop, and [Kaufland store closures](#) due to hygiene issues) and [the legal case](#) concerning the [Lidl app](#).

MEHR MILLIARDÄRE ALS JE ZUVOR

Liste der reichsten Deutschen 2024: Kühne rutscht ab

Aktualisiert: 07.10.2024 · 09:21 Uhr · Kira Born

Schwere Vorwürfe

Kaufland tauscht nach Bericht über Hygienemängel Filialleitungen aus

Defekte Kühltruhen, Mäuse, Schimmel: Der Lebensmittelhändler Kaufland war wegen Hygienemängeln unter Druck geraten. Jetzt reagiert das Unternehmen.

04.04.2025, 10.54 Uhr

Bonusprogramme im Einzelhandel

Rabatte gegen Daten

Stand: 22.07.2025 18:38 Uhr

Discounter und Supermärkte werben mit Rabatten, wenn man im Gegenzug ihre kostenfreie App nutzt. Doch statt mit Geld zahlt man mit den eigenen Daten.



Von Fabian Siegel, SWR und Paul Jens, SWR

Eigenmarken günstiger

Butterpreise sinken wieder

Stand: 06.02.2025 13:40 Uhr

Mangelnde Preistransparenz

Verbraucherschützer klagen gegen Lidl und Penny

Mit der besonderen Betonung der Rabattpreise in der hauseigenen App versuchen die Discounter Lidl und Penny, Kunden an sich zu binden. Verbraucherschützer wollen jetzt dagegen vorgehen.

24.01.2025, 18.26 Uhr



Click on the images to open the posts and articles



Neticle