

App Store complaint report

Lidl Plus · Lidl Digital International GmbH & Co. KG · current version 17.12.6

Generated 2026-10-24 from the 300 most recent public App Store reviews across 9 storefronts (2026-09-24 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.55
Reviews with a complaint	199 (66%)
Storefronts	PL 78, SE 61, DE 43, GB 40, FR 31, NL 16, US 14, IT 9
All-time App Store rating (US)	4.66 from 1,333,034 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	137	2.3	17.11.9 (35), 17.12.6 (29), 17.10.10 (26)
Feature requests	84	2.1	17.11.9 (25), 17.12.6 (18), 17.10.10 (18)
UX / design	82	2.0	17.11.9 (25), 17.10.10 (23), 17.12.6 (20)
Performance	37	2.2	17.11.9 (14), 17.10.10 (8), 17.12.6 (7)
Crashes / freezes	29	2.7	17.11.9 (9), 16.47.15 (7), 17.12.6 (6)
Pricing / subscription	28	2.1	17.11.9 (7), 17.12.6 (6), 16.47.15 (6)
Ads	4	1.8	17.12.6 (2), 17.11.9 (1), 17.11.6 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
17.12.6	73	2.7	62%
17.11.9	79	2.5	67%
17.11.7	6	3.0	33%
17.11.6	28	2.9	71%
17.10.10	67	2.8	61%
16.47.15	39	1.7	79%
16.47.14	1	5.0	100%
16.46.10	1	1.0	0%

Representative quotes

Bugs

“Doesn’t work – I just get a white screen when I try to use the app I have deleted it and reinstalled the app but I can’t get past the first question of what country I’m in. Just turns to a white screen again. I can’t try contacting the developer as when I pres” (2★, v17.10.10, GB, 2026-09-27)

“Update doesn’t work on old phones – Shocking that the new Lidl app requires a full new phone update - I’m a 71 year old pensioner who has shopped in Lidl for years built up points, looked forward to the offers and now I can’t access my account. I cannot afford” (1★, v16.47.15, GB, 2026-10-03)

Feature requests

“Broken functionality – Functionality to order to pickup point like InPost or DPD is simply broken and not available. Better if developers focused on stability and basic functionality to work than on add new useless never used features. I want to make purchase ” (1★, v17.11.9, PL, 2026-10-12)

“...version. But it’s not as usable as my “good” iPhone, so I’m not going to be dragging that around with me just to go to Lidl. A better option is just to shop elsewhere.” (1★, v16.47.15, GB, 2026-10-09)

UX / design

“Hopeloos – Verschrikkelijk onoverzichtelijk. Gebruiksonvriendelijk. Zoek eens naar pindakaas en de app vindt geen pindakaas. Useless dus. Ik gebruik de app uitsluitend om gebruik te kunnen maken van de Plus kortingen die Lidl niet geeft als je de plus app nie” (2★, v17.11.6, NL, 2026-10-04)

“Hostile Design – Kunden unfreundliches Design um maximal Daten abzugreifen und den Nutzer möglichst lange in der App zu behalten” (1★, v17.12.6, DE, 2026-10-17)

Performance

“Worse than previous app – Sadly the app isn’t as intuitive and doesn’t show as much information about the in store products as the old app. It is also way slower to load and often won’t load until I’m done with the checkout process.” (3★, v17.11.9, US, 2026-10-11)

“With each new version becoming worse and with little bugs accumulating – New way of displaying leaflets is painfully slow, even on the website. The download is even worse. I now go to third-party websites to see and download your own leaflets.” (1★, v17.11.9, DE, 2026-10-12)

Crashes / freezes

“The older app was so much better – The new upgraded app is HORRIBLE to say the least. I’m stuck in a never ending loop to try to log in. I haven’t been able to use my Lidl app since the upgrade. Worst app ever!” (1★, v17.12.6, US, 2026-10-18)

“Inadmissible politique – L’appli ne se lance pas, on me dit faut mètre a jour, y’a pas de réseau. On fait comment ??? Dev qui vit sur une autre planète. Désinstallé” (1★, v17.12.6, FR, 2026-10-16)

Pricing / subscription

“...to put the card in your phone wallet, like Tesco and others. Now that I can no longer use my membership for LIDL I know I will be paying daft higher prices for many items so it’s easier to go elsewhere to shop where I will benefit from their membership offers” (1★, v16.46.6, GB, 2026-10-01)

“Onlineshop – Ein Onlineshop in dem man nicht kaufen kann weil man seine Kreditkarte nicht aktualisieren kann Paypal funktioniert und Lidl pay was im laden funktioniert gibt es nicht.” (1★, v17.12.6, DE, 2026-10-22)

Ads

“App voller Werbung. – Die App war mal richtig gut, allerdings sind zunächst die Ersparnisse reduziert worden, bzw. sind schwieriger zu erreichen. Mit dem neuen Punktesystem ist der Vorteil für Kunden weiter zurückgegangen. Außerdem verliert man schnell die Übe” (1★, v17.12.6, DE, 2026-10-15)

“Nie – Mam dosyć proponowanych mi produktów w kuponach i reklamach mięsnych okropnych zdjęć. Nigdy nie kupiłam tego typu żywności. Jestem weganką i oczekuje od aplikacji aby dostosowała się do moich preferencji.” (1★, v17.12.6, PL, 2026-10-18)

The 10 most important fixes

1. Soften the redesign backlash [UX / design · 56 reviews · avg severity 2.2/3 · versions 17.11.9, 17.12.6]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

“IOS 16 or above, no good for older phones – It’s a shame Lidl’s has taken away loyalty from its regular users with this new version that’s not compatible with older phones. Been a customer for over 25 yrs, yet now taking my custom elsewhere” (1★, GB)

2. Simplify navigation [UX / design · 48 reviews · avg severity 2.0/3 · versions 17.11.9, 17.10.10]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

“...von einem echten Erlebnis kann man hier nicht mal ansatzweise sprechen. Ich gehe unheimlich gern in euren Läden einkaufen, finde die Produkte toll, aber das, was ihr hier abliefern, ist wirklich eine Zumutung für uns blinde Menschen.” (1★, DE)

3. Speed up loading [Performance · 30 reviews · avg severity 2.1/3 · versions 17.11.9, 17.11.6]

Profile cold start and the slowest screens on older devices; cache content.

“Needs a serious upgrade – Very slow to load and I am never able to use it in store . It takes forever to load and I cannot wait at the checkout as there is a queue behind me. LIDL tech team needs to seriously look the issues . The UI needs ” (1★, GB)

4. Ship the most requested feature [Feature requests · 31 reviews · avg severity 2.0/3 · versions 17.11.9, 17.10.10]

Read the quotes below for the exact request; consider a public roadmap.

“Horrible.....Bring MyLidl back. – This app is horrible. The MyLidl app was much better. Firstly this app takes way too long to load. Since the new app rolled out i have stood in store with all the other shoppers around me checking out staring” (1★, US)

5. Fix login / account access [Bugs · 23 reviews · avg severity 2.5/3 · versions 17.12.6, 17.11.9]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

“updated app but still get redirected to login page after signing in – app is only good if u can have an account” (2★, GB)

6. Fix features broken by the latest update [Bugs · 22 reviews · avg severity 2.1/3 · versions 17.12.6, 17.11.9]

Add regression tests for the features users name in these reviews before the next release.

“Lidl options not working – When you press the options such as food and drink a message comes up saying ‘oops something went wrong’ which needs fixing as this has happened after the new update” (3★, GB)

7. Fix crash on launch [Crashes / freezes · 14 reviews · avg severity 2.9/3 · versions 17.11.9, 17.10.10]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

“Love lidl but this app no good – Let me start by saying I love Lidl. Ever since they migrated this app, I can’t get it to open in the store. I can’t get it to open to try to mine the sales ad and honestly, I’ve reduced my shopping because o” (2★, US)

8. Answer support requests [Bugs · 9 reviews · avg severity 2.4/3 · versions 17.11.9, 17.10.10]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

“...question d'IOS, le mien est récent. Double punition puisque du coup je ne peux pas commander en ligne. Pas la peine de contacter le service technique, ils n'ont pas de réponse au problème et au bout de deux échanges d'infos, ne répondent ” (1★, FR)

9. Justify or adjust the price [Pricing / subscription · 5 reviews · avg severity 1.8/3 · versions 17.12.6, 16.40.20]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

“Ramsden – I am also a pensioner and. Spend 50 to60 pounds a week to expect me to buy a new phone is unrealistic for the limited savings offered Lots of the prices are the same as other Supermarkets I too think you should offer vouchers to ” (4★, GB)

Method: the most recent public App Store reviews across up to 15 storefronts, from Apple’s public customer-reviews feed (a third-party scraper as backup), plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.