

# EDF In Bid To Become Britain's Cheapest Energy Supplier



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- EDF Energy brings out new online plan which is now cheapest on market – average annual bill £983
- New plan undercuts British Gas – previously Britain's cheapest supplier - by £35. Will British Gas retaliate?
- Consumers set to benefit as average online price tumbles again to £1,029 - £210 cheaper than the average standard energy plan
- Households stuck on the most expensive standard plan in the market are now paying £379 a year more on average for their energy than those on the cheapest online plan.

EDF Energy has made a bid to take over British Gas' spot as Britain's cheapest [energy supplier](#). The French supplier has today launched a new online energy plan that will cost households £983 a year on average – undercutting British Gas' online plan by £35.

The announcement is the third this week where suppliers have brought out more competitive online energy plans in response to lowering wholesale prices and calls from consumers to lower prices. [npower's](#) new plan in particular offers good value for those households with high or low energy usage. Expectations of an online energy price war have been raised and now all eyes will be on [British Gas](#) to see how it responds.

The recent moves have helped bring the average online energy bill down to £1,029 a year. Online plans now offer consumers a saving of £210 on average compared with traditional standard plans.

Will Marples, energy expert at uSwitch.com, says: "The message from suppliers is now clear – if you want to cut the cost of your energy you have to go online. This is where competition is being played out and where consumers will feel the benefit of lowering wholesale prices.

"Online energy plans are now £210 a year cheaper on average than standard energy plans. This is an easy saving for households to make. I would urge anyone who is serious about cutting their bills to ditch traditional energy plans and move online today."

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