



Wolt and Lyko Partner To Expand Access to Beauty and Personal Care

New collaboration brings one of the Nordics' leading beauty specialists to Wolt's growing retail offering across Sweden, Finland and Norway.

Helsinki, August 24th, 2026 – Wolt and Lyko today announced a new partnership that gives customers in Sweden, Finland and Norway access to Lyko's skincare, haircare, makeup and wellness products through the Wolt app. Customers can now shop more than 72,000 products from over 1,000 brands, ranging from skin- and haircare to cosmetics, fragrances and wellness products.

Founded from a family-run hair salon in Sweden, Lyko has grown into one of the Nordic region's leading beauty companies, combining specialist expertise with one of the broadest assortments in the category.

The collaboration builds on strong customer demand for beauty and personal care products. Wolt has already delivered more than 2.5 million* health and beauty orders from more than

3,000 health and beauty venues. The trend is particularly visible in the Nordics, where customers who shop for beauty products through Wolt typically place an order around once a month, highlighting how beauty and personal care products are becoming part of regular shopping habits.

Since the launch of Wolt's Gifting feature, customers have also increasingly chosen beauty and personal care products as gifts, extending the category beyond everyday essentials. Today, Health and Beauty is one of Wolt's three fastest-growing retail categories, alongside electronics and pet supplies.

"Customers increasingly expect convenience across all aspects of their shopping journey," said **Jakob Bollerup, Head of Retail Scandinavia at Wolt**. "We're seeing growing demand for beauty and personal care products, and partnering with Lyko allows us to meet that demand by bringing one of the Nordics' leading beauty specialists to Wolt. We're always looking for new ways to make everyday life a little easier, and together we're helping customers get the products they know and trust, whenever they need them."

Rickard Lyko, CEO, Lyko, said "For more than eighteen years, we've continuously evolved by listening to our customers and adapting to how they want to discover and shop for beauty. Customer behaviour is always our starting point. As expectations shift towards greater convenience and faster delivery, partnering with Wolt is a natural step. It allows us to meet customers where they are and deliver the products they want, when they want them, across the Nordics."

As more people turn to Wolt for everyday shopping beyond restaurant meals, the partnership with Lyko strengthens Wolt's growing retail offering while making it easier for customers to discover and shop from trusted local retailers through a single app.



About Wolt

About Wolt

Wolt is a Helsinki-based technology company with a mission to bring joy, simplicity and earnings to the neighborhoods of the world. Wolt develops a local commerce platform that connects people looking to order food, groceries, and other goods with people interested in selling and delivering them. Wolt was founded in 2014 and joined forces with DoorDash (NASDAQ: DASH) in 2022. Altogether, DoorDash operates in more than 40 countries today. You can read more on the [Wolt](#) website.

Contact details

Katia Jacoby

Global Head of Consumer Communications

press@wolt.com

Copy link

<https://press.wolt.com/en-WW/269533-wolt-and-lyko-partner-to-expand-access-to-beauty-and-personal-care/>