



From Getting Dressed to Getting Dinner: Wolt Brings Wolt+ to Zalando Plus members

- Zalando Plus members can now access Wolt+ across eight European markets
- Through this partnership, we're bringing Wolt+ to millions of Zalando Plus members, making it easier and more affordable for them to order food, buy groceries and discover local shops” - Joonas Bienek, Head of Wolt+

Helsinki - 21. April 2026 – Wolt, the technology company known for its local commerce platform, is partnering with Zalando, Europe’s leading fashion and lifestyle platform, to bring Wolt+ to Zalando Plus members.

From today, Zalando Plus members in Austria, Germany, Denmark, Sweden, Norway, Finland, Croatia and Luxembourg will receive access to Wolt+, including benefits like €0 delivery fees and exclusive discounts across a wide selection of restaurants and retailers. Members can unlock the benefit directly via the Zalando app or website, making it easy for members to order food, shop for groceries and discover local businesses as part of their

existing membership. The partnership marks the first time Zalando Plus extends beyond its own platform into everyday local commerce.

With over 3 million subscribers, Wolt+ has helped save customers more than €600 million since launching in 2021. As Wolt continues to expand Wolt+ beyond its own platform, partnerships like this enable the company to bring its membership offering to new users across Europe.

Joonas Bienek, Head of Wolt+, said: “We are proud to become the first Zalando Plus partner beyond its own platform. Through this partnership, we’re bringing Wolt+ to millions of Zalando Plus members, making it easier and more affordable to order food, buy groceries and discover local shops. By offering Wolt+ to Zalando members - including the benefit of €0 delivery fees and other exclusive discounts - we’re able to offer even more people across Europe the simplicity, affordability and quality customers have come to expect from Wolt.”

It builds on the strong momentum of Zalando Plus, which now counts almost 17 million members in 17 countries and accounted for nearly 50% of Zalando’s total GMV in the 4th quarter of 2025.

Olga Batievskaya, Director of Loyalty at Zalando, said: "Over the last year, we have evolved the Plus experience by developing missions and rewards that recognize how our members actually engage with us.

“The results speak for themselves: our members visit us 2x more often and spend 3x more time exploring our assortment. Now, we are taking the next step by moving beyond our own platform for the first time. By adding Wolt+, we are offering a practical utility that makes Plus a useful part of our members' daily routines, well beyond the Zalando experience.”

Zalando Plus members in the three higher tiers – Shine, Star and Superstar – can claim the benefit directly via the Zalando app or website, receiving access to Wolt+ for four, six or twelve months depending on their engagement level within the programme.

About Zalando

Founded in Berlin in 2008, Zalando is the leading European technology platform for fashion and lifestyle. Connecting 62 million active customers with more than 7,000 brands across 29 markets, our business is built on a unique AI-powered data and infrastructure platform. For our customers, our multi-app approach - comprising Zalando, ABOUT YOU, and Lounge by Zalando - delivers an inspiring, highly personalized shopping experience, serving different customers with different needs. For our partners, we are building the operating system for e-commerce. Through ZEOS, Tradebyte, and SCAYLE, we open our logistics, software, and service capabilities to brands and retailers, enabling them to seamlessly scale their businesses across borders.

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.

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