

230 Million Orders: New Report Shows the Rise of On-Demand Retail Across Europe



- > *More than 2 million people order retail products on Wolt every month*
- > *Retail now accounts for more than a quarter of Wolt's global sales*
- > *The value of grocery orders placed through Wolt grew 46% in 2025*

Helsinki - September 8. 2026 – Wolt has surpassed 230 million retail orders with more than two million people now ordering retail products through its platform each month, the company announced today.

These are among the findings of Wolt's first-ever Retail Report, which combines the company's own data with independent European retail research and merchant interviews. Retail now accounts for more than a quarter of Wolt's global sales*, and non-food categories like electronics, pet supplies, health and beauty, have more than tripled their share of Wolt's retail sales since 2022.

Panos Karouzos, VP of New Verticals at Wolt, says: "We're seeing a clear shift in the way people shop, with customers increasingly using Wolt for everything they need beyond restaurant food - from weekly groceries and pharmacy essentials to pet supplies, electronics and last-minute gifts.

"This represents a significant opportunity for retailers to grow their business by reaching more customers and becoming part of their regular shopping routines. Wolt helps them meet this demand by bringing their selection online, making their businesses easier for customers to discover and connecting them to our last-mile delivery network.

"Ultimately, we're making it easy for people to access the best of their neighborhoods – whether it's restaurant food or retail essentials – while helping businesses of all sizes grow."

Key Findings:

- Since 2015, Wolt has delivered more than 230 million retail orders
- 2M+ people order retail on Wolt every month
- Retail now accounts for more than a quarter of Wolt's global sales (based on Q4, 2025)
- 6 in 10 retail customers order again the following month
- Value of grocery orders placed through Wolt grew 46% in 2025
- 40,000+ active retail venues on Wolt (Q4, 2025), +43% YoY
- 28% of customers made their first purchase with a retailer via Wolt
- Demand spikes around key moments: florist sales up 32x on Valentine's Day, electronics up 440% on Black Friday, toy and game sales up 133% during the holiday season

Behind that growth is a shift in habits, not just a spike in demand. Six in 10 retail customers order again the following month. The value of grocery orders grew 46% in 2025, and 48% of grocery baskets now contain 10 or more items, as customers increasingly treat Wolt as a full shop. The data also shows Wolt's role as an entry point to new merchants, with 28% of consumers making their first purchase with a retailer through Wolt.

On-demand retail proves especially valuable when it matters most. Across Europe, weekly non-grocery sales on Wolt run 22% to 39% higher than the median week during major

cultural moments. Data shows that florist orders rise 32x on Valentine's Day and electronics sales jump 440% on Black Friday. Meanwhile, toy and game sales climb 133% during the holiday season, as parents and gift-givers turn to delivery to beat the last-minute rush. International Women's Day shows a similar pattern, with demand for flowers and gifts spiking well above the weekly norm.

These figures point to a broader shift already taking place across European retail. According to the European E-commerce Report 2025, 73% of Europeans shopped online in 2024, with online spending across the region reaching €842 billion, up 7% year-on-year. Wolt's own growth in retail shows how the platform is not just following but leading that shift.

About the report: *This report combines aggregated Wolt platform data with external research and selected merchant examples. Wolt figures cover 2024 and 2025 unless a longer period is stated. External statistics use the latest available industry data, principally from 2024 and 2025. Full methodology and sourcing are available at retailreport.wolt.com.*

** Based on Q4, 2025*

About Wolt

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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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