



Love isn't just for Valentine's Day: Wolt data reveals how people show they care all year-around

Helsinki, 13.02.2026 – As Valentine's Day approaches, local commerce platform Wolt marks the first anniversary of its Gifting feature by sharing new insights from its first year across markets. The data reveals how people express care today – not only on major holidays, but as part of everyday life. While Valentine's Day stands out as the single biggest gifting moment of the year, generosity extends far beyond seasonal peaks. From flowers and desserts to comfort meals and pet treats, personalised gestures are being sent more frequently, and with greater intention, than many might expect. Across markets, gifting orders are larger than standard purchases and often delivered the very same day. Pet pampering, once associated with special occasions, has become a daily ritual. Together, the findings paint a picture of modern affection: practical, personal and consistent.

Bigger baskets, bigger hearts

Gift orders tell a clear story: people spend more when they're thinking of others. Across Wolt countries, gift baskets are on average 1.5 times larger than regular orders. In some countries, such as Kazakhstan, Kosovo or Albania, gifting baskets even approach roughly twice the size of regular orders. The gifting feature, launched in February 2025, has quickly moved beyond a niche offering to become everyday behavior – in some markets, as many as one in ten orders are now tagged as gifts during peak times. Nearly one in four people who sent a gift in 2025 sent at least a second one, proving gifting is likely to become a habit.

Occasions that matter

Valentine's Day emerges as the year's most popular gifting moment – so powerful it eclipses Christmas. Yet the urgency tells its own story: roughly two-thirds of gifts on these occasions are delivered the same day, with Father's Day standing out as the most time-sensitive, with more than three quarters same-day delivery.

The universal love language: flowers, sweets, and comfort food

From flowers to desserts to pizza, the world gifts remarkably similarly. Flowers and plants lead at roughly a quarter of all gifts globally, followed closely by sweets and desserts – with ice cream, cakes, and cookies appearing far more frequently in gift orders than in everyday purchases. But also savory foods, especially burgers, claim the top spot mostly across Eastern Europe, including Hungary, Poland, Romania, while Uzbekistan leads with wraps and Georgia prefers shawarma. Beyond this, practical care shines through: meals, soups and quiches flood gift baskets as declarations of "I've got you." Even surprising items like dips, sauces, and deep-fried snacks can be seen as deeply personal gestures. The data reveals that food gifts aren't predictable – they're profoundly personal expressions of love.

Pet pampering: the daily declaration

Comparing cats and dogs, with 61% of pet orders going to cats and 39% to dogs, pet pampering has become a year-round phenomenon. Treats (75%) outsell toys (25%) – when people show their pets they care, it's through nourishment, not accessories. Israel spends most on their pets, while Greece made the most pet-related purchases, followed by Finland and Israel. Nearly one in five daily pet orders peak between 5–7 pm – the afterwork moment when owners reunite with their companions and decide they deserve something special.

From modest daily orders to extraordinary gestures worth thousands, pet devotion has become woven into the ordinary rhythm of life, arriving every single day.

What this reveals about givers

Valentine's Day remains an obvious reminder for people to treat their family, friends or a beloved pet, and Wolt's data confirms that moments like this do prompt spikes in gifting. But the numbers also show that these sit alongside a steady rhythm of everyday generosity that now extends well beyond traditional occasions - proving there is never a wrong time to show someone you care.

About the Gifting feature

Launched in February 2025, Wolt Gifting turns everyday deliveries into personalised surprises. Customers can choose from categories including flowers, cakes, chocolates, beauty sets, groceries and pet products, and add a personal digital card. Recipients receive a message allowing them to follow the delivery and read the note, without needing a Wolt account.

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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