

Wolt enters Europe's top 10 online grocers as retail surpasses 25% of global sales



Helsinki - 29. April 2026: Wolt has entered the top 10 online grocers in Europe,^{*} with retail now accounting for more than a quarter of its global sales,^{**} the company announced today.

The milestone highlights a broader evolution in Wolt's business beyond restaurant delivery, as consumers increasingly use the platform for everyday shopping.

According to Wolt data, monthly retail shoppers grew by over 30% in 2025, while orders per user have increased by 12%, as they find what they need and use the platform for its ease and convenience.

Beyond grocery, Wolt is seeing strong momentum in non-food categories, which now make up around one third of retail orders. Health & beauty, pet supplies, and electronics are among the fastest-growing categories, reflecting a growing appetite for on-demand delivery outside of food.

Meanwhile, industry research reveals consumer expectations on speed and convenience are rising. Around 32% of customers now expect delivery within two hours, while 40% say they are unlikely to shop with retailers that do not offer next-day or scheduled delivery options.***

Panos Karouzos, VP of New Verticals at Wolt, said: “We’re seeing a structural shift from food delivery to everyday local commerce. Customers are increasingly shopping on Wolt for everything they need beyond food, from major retail chains to local neighborhood stores. Wolt helps businesses reach these consumers by connecting them with local demand through our platform, driving growth. Ultimately, this is about building the digital shopping mall of the future and enabling people to easily access the best of their neighborhoods.”

Wolt partners with more than 200,000 restaurants and stores across 30+ countries, including over 40,000 retail locations.**** Built around local commerce, the platform connects customers with nearby businesses in their communities.

To support these changing shopping habits, Wolt is continuing to invest in product and technology innovation, including a redesigned app aimed at improving discovery and helping merchants reach customers more effectively across categories. The platform also offers a growing set of merchant tools, including online storefronts, advertising products and revenue-based financing via Wolt Capital.

Today’s announcement comes as Wolt hosts its second Global Retail Summit in Athens, bringing together more than 200 partners and industry leaders from 28 countries to discuss the future of retail and local commerce. Among those attending are SPAR, REWE Group, Ahold Delhaize, Pet Network International, Fressnapf, and Kotsovolos.

** Based on a comparison of Wolt's annualized Marketplace GOV for Q4 2025 against Flywheel Retail's reported 2025 eCommerce sales for the Edible Grocery product category in Europe. We define Marketplace GOV as the total value of orders completed on the Wolt marketplace, including taxes, tips, and any applicable consumer fees, including membership fees related to Wolt+. Marketplace GOV may differ from the definitions of similar terminology used by other companies, including the eCommerce sales reported by Flywheel Retail, and therefore comparability may be limited.*

*** Based on Q4, 2025.*

*** VML's *The Future Shopper 2025 Report*.

*** *Active retail venues in 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.

Contact details

Katia Jacoby

Global Head of Consumer Communications
press@wolt.com

Lindsay Razaq

Merchant Communications Manager
press@wolt.com

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