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# Pumpkin Spice, Soup and a Last-Minute Rush: How Wolt Data Reveal Europe's Halloween Habits




Wolt data reveal Halloween shopping habits

HELSINKI, 26 OCTOBER – Halloween is becoming a bigger seasonal moment across Europe and Wolt data from 30 countries from last year's Halloween season shows that demand for pumpkins, sweets and seasonal products is growing significantly. While autumn traditions differ by country, one thing is consistent across countries: Halloween shopping accelerates sharply in the final days before October 31.

**Pumpkins Are Taking Over Autumn**

Pumpkin season begins well before Halloween. In several countries, pumpkin-related orders already surge in September.

Germany illustrates the trend clearly: pumpkin orders rose by 269%* in September compared with August, followed by a further 106% increase in October. In Austria, Denmark

and Luxembourg, however, the pumpkin season is largely concentrated in October, when demand was five to six times higher than in September.

During the final week before Halloween, pumpkin orders spiked most strongly in Hungary (36.4x), Norway (33.5x) and Finland (23.4x), compared to the median week that year.

**Europe’s Pumpkin Capital**

Berlin ranked as Wolt's largest pumpkin city by order volume, ahead of Tel Aviv, Athens, Tbilisi and Baku, highlighting how strongly pumpkin traditions have become established across very different countries.

**Three Different Pumpkin Cultures**

The most popular pumpkin products reveal distinct regional preferences.

- **The Latte Belt:** Pumpkin Spice Latte is the leading pumpkin item across much of Northern and Central Europe, including Germany, Denmark, Norway and Poland.
- **The Soup Belt:** In Albania, Croatia, Latvia, Lithuania and Slovenia, pumpkin soup dominates seasonal orders.
- **The Whole-Pumpkin Belt:** In Azerbaijan, Israel, Romania and Georgia, customers most often order whole pumpkins sold by the piece or kilogram.

Czechia adds a local twist, with pumpkin-spice chlebíčky (open sandwiches) appearing among the most popular seasonal products.

**Sweet or Salty? Halloween Splits Europe's Snack Table**

As Halloween approaches, Europe reaches for the sweets. Kosovo led the sugar rush: in the final week before October 31, candy orders climbed to 2.6 times the median week of 2025. Luxembourg (2.5x) and Bulgaria (2.3x) followed close behind, with North Macedonia (2.0x), Albania and Austria (1.8x each) not far off.

One name kept turning up in the baskets. Kinder products rank among the most popular Halloween sweets across many countries, from Kinder Bueno in Finland and Greece to Kinder Joy in Hungary and Poland.

Globally, Kinder products dominated Halloween baskets, with Kinder Bueno, Kinder Chocolate and Kinder Chocolate Fingers appearing repeatedly among the most-ordered candy items and moreover, along with local favorites like Pirkka (Finnland) and Krembo (Israel).

But Halloween isn't only about sugar. Albania went especially salty, with savoury snack orders reaching 2.7 times the median week, the strongest spike of any country. Austria (1.6x), Azerbaijan and Bulgaria (1.5x each) also stocked up on crisps and nibbles.

Sometimes the biggest contrast lies just across the border. In Albania, savoury snacks outpaced candy. Next door in Kosovo, it was the other way round: sweets drove most of the seasonal spike.

**The Last-Minute Candy & Costume Rush**

While Halloween preparation starts weeks earlier, the strongest day-to-day increases arrive at the very end. Denmark recorded the largest surge on October 31 itself, with Halloween-related orders rising 124% compared with the previous day. Other strong last-day increases were seen in: Iceland (+89%), Estonia (+80%) and Norway (+65%).

The countries also vary significantly in their appetite for explicitly Halloween-branded products. Norway recorded the strongest uplift at 33.5 times its median week, followed by Denmark and Latvia (11.8x each), Austria (9.6x) and Finland (8.9x).

**From Classics to Theater Characters – Costume Preferences Across Countries**

Quirky costumes and accessories are the leading choice across Wolt countries. In Malta, temporary alien UFO tongue-tinting tattoos became the premier favorite, outpacing traditional Dracula and Ghost Robe costumes. Georgia’s favorite Halloween-themed costumes are Halloween scythe and black unicorn outfits, while in Estonia, the iconic Scream mask stood as the country’s top-ranked dress-up item.

Costume preferences in Croatia leaned into theatrical character outfits front-run by French Maid costumes ahead of Grim Reaper and Catwoman attire, while Cyprus embraced classic

spooky charm, with witch cape and hat sets claiming the country's leading rank alongside temporary stitch scar tattoos.

** The findings are based on anonymized Wolt order data from 30 countries between August and November 2025. Weekly multiples compare orders with the median week of 2025 in each country.*

**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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