

# **Hundreds of new products, local selection and a freshness focus – Wolt Market doubles down on building a full supermarket experience**



*> The online grocery chain sets out to build a stronger selection with local producers, greater affordability and a smoother experience across its markets.*

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MARCH 11, HELSINKI| Online grocery chain Wolt Market has announced a series of updates, taking another major step towards building a full supermarket experience for its customers across the cities and neighborhoods where it operates.

To mark the change, the company has also refreshed its look and feel to better reflect this ambition.

Wolt Market is expanding its selection with hundreds of new products, from locally produced and unique items to affordable alternatives and well-known brands.

A particular focus of the broadened offering is fresh food, with a wider range of fruits and vegetables as well as fresh meat and fish options, making it easier for customers to complete their full weekly grocery shop in one place - delivered straight to their door.

The retailer is also making shopping more accessible through updated pricing and new offers, such as zero delivery fees above certain basket sizes and dedicated savings deals.

“Our ambition is for Wolt Market to be the go-to place for the weekly grocery shop in every neighborhood we operate in,” said Athanasios Bilalis, Global Head of Wolt Market.

“These updates are another great step towards that goal – bringing a stronger, locally-loved selection, more competitive pricing, and a smoother, stress-free shopping experience. We’re excited to roll them out to our customers.”

He added: “These changes are also about freshness and quality, which are key for our customers. We’ve worked hard over the years to earn people’s trust, and we want to continue raising the bar on these fronts.”

Launched in Helsinki in 2020 with just a few hundred curated items, Wolt Market has since grown into a leading grocery destination with more than 100 stores across multiple countries.

It now offers thousands of products, from fresh produce and local specialties to household essentials. Each selection is tailored to the preferences of the people in its neighborhood, with a typical store offering 5,000 to 7,000 items.

Bilalis said: “While we’re proud of how far we’ve come in just five years, we know there’s still plenty of room to improve. As more people turn to online shopping, the bar for a great experience will only get higher. Ultimately, our goal is to help people spend less time worrying about groceries and more time focusing on what truly matters to them.”



## 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.

### Contact details

**Lindsay Razaq**

Merchant Communications Manager

[press@wolt.com](mailto:press@wolt.com)

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