

Just Eat Takeaway.com sets new industry standard as first to introduce WhatsApp food and retail ordering option in Europe

Just Eat Takeaway.com today announced a technological milestone by introducing Europe's first food and retail ordering journey on WhatsApp. The entire discovery and selection process happens right in the WhatsApp chat, with the Just Eat Takeaway.com app used only for the final, secure payment step.

This move secures Just Eat Takeaway.com's position as the technology frontrunner in the convenience economy, becoming the first provider in Europe to offer an integrated ordering experience in WhatsApp, which is used by over 3 billion people globally each month.

Just Eat Takeaway.com is using WhatsApp to meet consumers precisely where they spend their digital lives. Unlike previous WhatsApp chat options that served only as support channels, this custom-built solution allows for a complete chat-to-basket experience.

The WhatsApp ordering flow is designed to satisfy the demand of high-intent users with clear ordering goals: getting customers what they want, when they want it in a way they are familiar with. It is powered by Just Eat Takeaways' own in-app AI assistant, which can interpret natural language—including conversational and less structured input—to provide highly relevant restaurant and retail recommendations.

Mert Öztekin, CTO of Just Eat Takeaway.com, said: “By introducing Europe's first WhatsApp ordering flow, Just Eat Takeaway.com are not just adding a new channel; we are redefining the paradigm of convenience.

This innovation is a core component of our evolution from a transactional menu application into a truly intelligent AI Life Assistant that understands customer intent in real-time. We are proud to be the first to market in Europe, proving that Just Eat Takeaway.com is at the absolute forefront of AI-driven transformation. We are a technology business first, our priority is to drive operational excellence through automation and smart technology that simplifies the lives of consumers. ”

Geraldine Bouma, Country Director Benelux at Meta, said: “Chatting to businesses to check travel plans, make a reservation or browse a catalogue is already a way of life for many people around the world. We’re excited that more people in Europe will soon have the opportunity to use WhatsApp to order food and get things done.”

The option for people to now use WhatsApp as part of their customer journey serves as a key proof point for Just Eat Takeaway.com’s unified global app strategy. The service will initially pilot in the Netherlands and Spain in Q2 2026, with Just Eat Takeaway.com already exploring further improvements and expansions in more countries and other Meta services.

About Just Eat Takeaway.com

Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Bulgaria, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

Most recent information is available on our corporate website and follow us on [LinkedIn](#).

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