

Two years in the Grand Duchy: 600.000 burgers, 60 pizzas in one go and 720 tennis balls – this is how Luxembourg uses Wolt



From Big Macs and burgers by the hundreds of thousands to roses, champagne and hundreds of tennis balls in one order: Wolt Luxembourg has been busy in the first two years since launching in Luxembourg.

Burgers rule Luxembourg

In total, more than 600,000 burger meals have been delivered across the country in the past two years, with the Big Mac Menu from McDonald's being the most sold single dish.

Hamburgers top the list of the **ten most popular cuisines** ordered on Wolt in Luxembourg, followed closely by pizza (Margherita as the top topping) and kebab. Italian, sandwiches, Indian, Asian, sushi, Greek and chicken round out the top ten.

Among the country's **five most popular restaurants** on Wolt were, in alphabetical order: **Burger King, McDonald's, Simon Says Chicken, Souvlaki and Subway.**

“We see a balance between global brands and strong local concepts. International chains bring familiarity and consistency, while local players add personality and uniqueness to the platform,” says **Tomás Etcheverry, General Manager of Wolt Luxembourg**. “The fact that both perform so well shows that customers value choice above all. Wolt is becoming a marketplace where big brands and local entrepreneurs grow side by side. In the app the small mom-and-pop competes on the same terms as an international chain,” Etcheverry says.

In total, almost 900 restaurants and retailers are now available on Wolt in Luxembourg.

Big orders for big moments

Luxembourg didn't just order often – it ordered big. The **largest restaurant order thus far** came in July 2025 when **60 pizzas from Il Tocco** were delivered in one go, with a total price tag of more than **EUR 1,000**.

Food wasn't the only thing filling courier bags. The **largest grocery order** - from **Luxcaddy** - reached **EUR 1,100**, dominated by wine and champagne. And the most eye-catching retail order of all? **720 tennis balls from Tennis Cube**, worth an impressive **EUR 1,500**.

“These kinds of orders really show how Wolt is no longer just about dinner on the sofa. We see customers relying on the platform for major celebrations, corporate events, sports tournaments and special occasions. Whether it's champagne for a party, dozens of pizzas for a gathering, or hundreds of tennis balls for a club, people trust us to deliver quickly and reliably - and we're very proud of it”, Etcheverry says.

A retail revolution underway

Since **Wolt launched in Luxembourg in February 2024**, the platform has expanded far beyond restaurants. Retail is growing rapidly, with groceries in particular becoming more popular. Stores like **Luxcaddy and Cactus Shoppi** are seeing strong demand, and more retailers are joining the app.

This shift points to a broader transformation in Luxembourgish retail, where fast, on-demand delivery is becoming a competitive advantage. From groceries and flowers to sports equipment, specialty shops and even Christmas trees, Wolt is increasingly acting as a digital shopping mall in your pocket.

“We’re seeing what I call a retail revolution. More local retailers are joining Wolt because they see that customer expectations are changing. Convenience and speed are no longer bonuses – they are becoming standard. At the same time, customers are discovering how simple it is to have everything delivered, not just meals. These are still early days for retail on Wolt in Luxembourg, and we expect this category to grow significantly in the year ahead as more partners and customers embrace the model”, says Etcheverry.

Fridays, Saturdays and a very quiet Christmas Eve

Fridays and Saturdays are the busiest delivery days of the week in Luxembourg, with Friday **30 January 2026** standing out as the single busiest day thus far. At the other end of the scale, **Christmas Eve** was the slowest day, with only about **a quarter of the volume of a normal weekend day**.

“Delivery patterns tell a story about everyday life. Weekends are naturally our peak moments, when people relax, gather with friends or simply want convenience. At the same time, the strong demand for flowers – especially roses – shows that Wolt is increasingly part of meaningful moments, not just everyday meals”, Etcheverry says.

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