

Zalando Plus members now get Wolt+ included in their membership



Members of Zalando's loyalty programme, Zalando Plus, in Luxembourg and several other European markets can now access Wolt+ at no extra cost, with benefits such as €0 delivery fees and exclusive discounts.

As of today, Zalando Plus members in Luxembourg, Austria, Germany, Denmark, Sweden, Finland, Croatia and Norway can activate Wolt+ directly via the Zalando app or website.

The partnership marks the first time Zalando Plus expands beyond its own platform, connecting the fashion and lifestyle platform more closely with everyday local services such as food delivery, grocery shopping and local retail.

Wolt+ has surpassed three million subscribers globally, who have collectively saved more than €600 million since its launch in 2021.

“We are proud to become the first Zalando Plus partner beyond its own platform. Through this partnership, we’re bringing Wolt+ to millions of Zalando Plus members across Europe, making it easier and more affordable to order food, shop for groceries and discover local stores,” says Tomás Etcheverry, General Manager of Wolt Luxembourg.

Wolt is continuing to evolve Wolt+ from a delivery-focused subscription into a broader lifestyle membership. Through Zalando Plus, Wolt+ enters the fashion category and becomes part of an established membership programme.

“By offering Wolt+ to Zalando members – including the benefit of €0 delivery fees and other exclusive discounts – we’re able to offer even more people across Europe the simplicity, affordability and quality customers have come to expect from Wolt,” Etcheverry adds.

Zalando Plus has seen strong growth in recent years and now counts nearly 17 million members across 17 markets. The programme accounted for close to 50 percent of Zalando’s total Gross Merchandise Value (GMV) in the fourth quarter of 2025.

Olga Batievskaya, Director of Loyalty at Zalando, said: "Over the last year, we have evolved the Plus experience by developing missions and rewards that recognize how our members actually engage with us."

“The results speak for themselves: our members visit us 2x more often and spend 3x more time exploring our assortment. Now, we are taking the next step by moving beyond our own platform for the first time. By adding Wolt+, we are offering a practical utility that makes Plus a useful part of our members' daily routines, well beyond the Zalando experience.”

Zalando Plus members in the three highest tiers – Shine, Star and Superstar – can activate the benefit and gain access to Wolt+ for four, six or twelve months, depending on their level of engagement within the programme.

Contact details

Christian Kamhaug

Head of Communications & PR
Wolt Norway, Iceland & Luxemburg
christian.kamhaug@wolt.com

Copy link

<https://press.wolt.com/en-LU/264507-zalando-plus-members-now-get-wolt-included-in-their-membership/>