

Romanians champion flexible work: 92% demand choice as EU Platform rules take shape

As Romania begins implementing the EU Platform Work Directive, a landmark Ipsos study, across 25 markets reveals a decisive mandate from the Romanian public: flexibility is non-negotiable.

The recent survey highlights that platform work is no longer a "niche" experiment but a vital pillar of the modern Romanian economy, supporting both the workforce and local businesses.

The power of choice: 92% support work autonomy

The findings come at a critical legislative crossroads. With the national transposition of the EU Platform Work Directive underway, the data shows that Romanians prioritize the freedom to choose:

- 92% of respondents believe workers should decide when and how much they work.
- 70% support preserving access to flexible platform work over stricter, traditional employment models that could limit independence.

"Romanians view these platforms as drivers of economic opportunity that complement the traditional labor market. Regulation should focus on transforming this flexibility into a secure framework, moving from an informal economy to one based on clear rights and responsible technology", said **Alina Stepan, Country Manager of Ipsos Romania**.

A safety net for diverse groups

The study refutes the idea that platform work is a threat to traditional jobs. Instead, 45% see it as a vital "gap-filler" in the standard labor market.

Most respondents agree that working on platforms helps certain groups access income and they identified the following as the main beneficiaries from these opportunities: students (named by 86% of the respondents), parents balancing childcare with income (73%), newcomers looking for their first break (78%), and seniors seeking to supplement their pensions (70%).

Boosting local high streets

Beyond the workforce, the "Wolt effect" is revitalizing local commerce. The study shows that delivery platforms are now essential partners for the Romanian hospitality and retail sectors:

- 81% of Romanians agree that platforms support local restaurants and shops.
- 83% have discovered new local businesses specifically through these apps.
- 72% say these services significantly improve their daily quality of life through timesaving and convenience.

The road ahead: from directive to reality

The results were presented on April 29, during the Romanian Future of Work Policy Lab event. With the deadline for transposing the EU Directive set for December 2026, the message to policymakers is clear.

"These findings reflect how platform work is embedded in Romania's daily economic reality. The implementation of new rules will determine whether this valued flexibility is preserved in practice or lost to rigid bureaucracy", stated **Glen Hodgson, Secretary General of Freelance Movement**.

Key Takeaways:

Why now: Romania is currently shaping national laws based on EU Directive 2024/2831.

The youth factor: 82% of Romanians aged 18–34 consider delivery platforms a natural part of daily life.

Regional context: This pro-flexibility sentiment is mirrored across Bulgaria, Hungary, Slovakia, and Poland, positioning Romania as a leader in the digital work transition.

About the study

The research was commissioned by Wolt in cooperation with Deliveroo and conducted by Ipsos between January and March 2026, using online interviews via Ipsos panels. In Romania, the survey covered a representative sample of more than 1,000 adults aged 18–75, with quotas applied for age, gender, and region. The findings are part of a broader European study conducted across another 24 countries besides Romania, with a total sample of approximately 22,500 respondents, exploring public attitudes toward platform work and future regulation.

About Wolt

Wolt is a local commerce platform headquartered in Helsinki, with a mission to build technology that brings joy, simplicity, and opportunity to neighborhoods around the world. Wolt connects people who want to order food, groceries, or other goods with those who want to sell and deliver them.

To make this possible, Wolt develops a wide range of technologies – from logistics solutions to retail software, financial services, and its own grocery stores under the Wolt Market brand.

Wolt was founded in 2014 and joined DoorDash in 2022. Together, DoorDash, Wolt, and Deliveroo (acquired by DoorDash in October 2025) operate in over 40 countries. In Romania, Wolt has been active since May 2025 and is now present in 34 cities and surrounding areas, including: Bucharest, Timișoara, Cluj-Napoca, Brașov, Iași, Sibiu, Craiova, Bacău, Pitești, Arad, Galați, Constanța, Oradea, Târgu Mureș, Ploiești, Suceava, Focșani, Botoșani, Baia Mare, Deva, Satu Mare, Vaslui, Râmnicu Vâlcea, Brăila, Alba Iulia, Buzău, Târgoviște, Piatra Neamț, Sfântu Gheorghe, Reșița, Slatina, Drobeta-Turnu Severin, Târgu Jiu, and Zalău.

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