

Wolt: Romanians redefine Black Friday habits, turning to smarter and more planned purchases on Wolt

- Top ordered products in the Shops category include adult items, floral and botanical arrangements, and pet supplies;
- The largest order from a supermarket reached 1162 lei;
- Romanians did not leave Black Friday shopping to the last minute, with most purchases made on Friday and Saturday.

The first Black Friday 2025 insights on Wolt show that, with the winter holidays just around the corner, Romanians are planning ahead and making the most of seasonal deals in a smarter way. Between November 7–9, over 95% of all orders placed on the platform were in the groceries category. This year, Wolt focused its Black Friday deals and discounts on the Groceries and Shops segments.

“This year’s Black Friday campaign confirmed a trend we’ve been seeing for some time: people are becoming more intentional in how they shop. They plan their purchases better, look for real discounts, and even start buying Christmas gifts earlier. Since we focused on hypermarkets and shops this year, this behavior was more evident than ever. At the same time, Wolt remains the ideal solution for last-minute shopping, helping customers avoid crowds, queues, and seasonal stress. We continue to work towards making Wolt not just a reliable platform, but an essential one – for customers, partners, and couriers alike”, said Alin Șerban, General Manager of Wolt Romania.

Top cities and most frequently ordered products

At a national level, the cities with the highest order volumes during the Black Friday campaign were Bucharest, Cluj-Napoca, Timișoara, Iași, and Brașov. In the “shops” category, the most popular products were adult items from sex shops, followed by flowers, and pet supplies.

Top-performing retailers

The top-performing Wolt partners from the specialized shops category included, in first place, a sex shop, followed by three flower shops and a pet care and supply store.

Busiest shopping days during the campaign

The busiest days in terms of total order volume were Friday, with over 42% of all Black Friday orders, followed by Saturday (38%) and Sunday (just over 19%). This year, Romanians clearly preferred to shop early, making sure to catch the biggest deals before products ran out.

Consumer insights

The largest order placed during the campaign in a hypermarket amounted to 1162 lei.

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