

What Romanians ordered during football nights: strawberries and carbonated drinks led the growth in retail, while sushi saw the biggest jump in restaurants

- Strawberries saw the biggest increase, of more than 1.100%.
- A carbonated drink in a 2 x 2-liter pack grew by more than 800%.
- Sushi products grew by nearly 350%, surpassing even the most popular comfort food options.
- Burger combo menus saw increases of more than 312%.

Strawberries, soft drinks, biscuits, sushi, burgers and fries. In the first days of this summer's international football season, Romanians prepared for match nights with both restaurant orders and supermarket products. Data from Wolt Romania shows that the biggest increases were recorded in retail, where strawberries grew by more than 1,100%, followed by packaged carbonated drinks and sweet snacks.

The analysis compares orders placed between June 11–28, 2026 with those from a similar period before the competition, May 24–June 10, 2026, and includes orders from restaurants, supermarkets, non-food stores and group orders nationwide.

Strawberries and drinks led the growth in retail

Products ordered from supermarkets recorded the biggest increases in the analyzed period. Strawberries took first place, with growth of more than 1,100%, followed by a two-bottle pack of two-liter carbonated drinks, up more than 800%, and cocoa cream biscuits, up more than 650%.

The biggest increases in retail were recorded by:

- Strawberries: more than 1,100%;
- Packaged carbonated drink: more than 800%;

- Cocoa cream biscuits: more than 650%;
- Bananas: more than 500%;
- Watermelon: more than 500%;
- Cottage cheese: more than 500%;
- Still water in a five-liter container: nearly 490%;
- Frozen potatoes: more than 480%;
- Romanian tomatoes: nearly 480%;
- Sliced white bread: more than 435%.

Fresh fruit took three of the top five spots, alongside drinks and snacks. The growth recorded for large water containers, frozen potatoes, tomatoes and sliced bread shows that users turned to Wolt both for products consumed during matches and for the groceries needed to prepare meals at home.

Sushi leads the growth in restaurants

In the restaurant category, sushi products recorded the biggest increase in the analyzed period, of nearly 350%. Burger combo menus followed closely, up more than 310%, and had a strong presence in the ranking: half of the top ten fastest-growing dishes were such menus, a higher share than observed in other markets analyzed by Wolt.

The biggest increases in restaurants were recorded by:

- Sushi products: nearly 350%;
- Burger combo menus: more than 310%;
- Fries: nearly 300%;
- Mayonnaise: more than 250%.

Extra order options mattered too. Mayonnaise was among the top five products with the highest growth, up more than 250%, a sign that Romanians rounded out their football orders not just with main dishes, but also with sides and sauces. **Romanians ordered together more often**

The summer match period brought a nearly 10% increase in group orders nationwide. The feature allows several people to add products to the same order, each choosing their preferred dishes separately.

“Big football nights are moments when people come together, and ordering becomes part of the experience of watching the match together. The data shows that Romanians chose both familiar dishes, such as burgers and fries, and options like sushi. At the same time, we see that Wolt is used not just for food, but also for the products users need in the moment, from electronics to pet supplies,” said **Alexandru Ștefan, Head of Account Management and Country Lead, Wolt Romania.**

While people watched the matches, pets got their rewards

Football nights also influenced orders outside restaurants. Pet supplies were the fastest-growing non-food category nationwide, up 23%, even surpassing the electronics category.

The most dynamic non-food categories were:

- Pet supplies: nearly 25%;
- Electronics: more than 15%;
- Beauty and personal care products: +5%;
- Pharmaceutical products: nearly 5%.

The data suggests that, during the competition, users turned to Wolt both to prepare meals and get-togethers with friends, and for quick everyday shopping.

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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