

Wolt orders increase by over 20% during the heatwave. Romanians order ice cream, water, and even festival wristbands

As temperatures rose this summer, Wolt Romania recorded a significant increase in delivery activity, with order volumes approximately 20% higher on the hottest days of July. The data shows clear changes in customer behavior, product preferences, and delivery patterns, reflecting how Romanians adapt their habits to cope with the heatwave.

Refreshing cravings and essential summer products

Chicken-based dishes remained a staple, with customer favorites including the Maxi McChicken menu, McPuișor burger with pickles, Maxi Big Tasty menu, Chicken McNuggets, turkey kebab, and the classic cheeseburger.

However, ice cream and other frozen products emerged as the absolute favorites during the heatwave, with demand increasing by up to 40%. Beverages—including water and cold soft drinks—also saw a significant rise, as did dairy products such as milk, yogurt, and cheese, each category increasing by 20%. An interesting trend was the higher number of orders for salads and pet products, showing that Romanians care not only about their own comfort but also that of their animals.

Order timing and volume

Thursdays and Fridays were the busiest days for orders, with daily peaks between 11:00–12:00 and 18:00–19:00. During the heatwave, not only did the number of orders increase by 20%, but the total volume of products sold also rose by approximately 15%, highlighting the growing preference for delivery services under extreme weather conditions.

Cities and top-performing categories

The most active cities during this hot period were Bucharest, Timișoara, Cluj-Napoca, Iași, and Brașov.

In the food segment, fresh items such as fruits and vegetables—especially bananas, which topped the list—were the most popular. Mineral water was another essential, along with seasonal products such as Romanian spring onions and new white potatoes. An unexpected bestseller: general access wristbands for the Electric Castle festival, available through the platform.

Record orders and curiosities

- The largest single order value: 17,829 lei, from Yasser – a Lebanese restaurant.
- The most active customer: a user from Bucharest placed 53 orders from 21 different locations, mostly fast food.
- The second most active customer was from Braşov, placing 42 orders—18 from cafés, including 12 from Starbucks and 6 from Ted’s Coffee.

Wolt also recorded remarkable performances from couriers during this period. The most active courier partner between June 1 and July 15 completed 1,335 deliveries by motorcycle, covering over 8,500 kilometers—an average of 500 km per day at a speed of 18.7 km/h.

Flavors of summer

To beat the heat, cocoa and vanilla ice cream were the top favorites, followed by sour cherry and watermelon. In the beverage category, cola remained the most popular carbonated drink, while lemon led the non-carbonated segment, followed by peach, green tea, and raspberry.

“The heatwave this summer highlighted how much people rely on Wolt to make their lives easier and more enjoyable, even in extreme weather conditions,” said Alin Şerban, General Manager of Wolt Romania. “From ice cream and cold drinks to fresh products and even festival wristbands, we are proud to support our customers with everything essential, as well as the little joys that help them get through the hottest days. It is a clear example of how we turn our mission into reality: using technology to bring joy, simplicity, and opportunities across Romania,” added Alin Şerban.

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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