

Record growth of over 2600% for "cozonac" orders during Easter

- "Cozonac" (traditional sponge cake) orders recorded the highest volume growth during the Easter period, with Bucharest residents placing the most orders;
- Both the restaurant and retail segments recorded double-digit growth during Holy Week and Easter, compared to a similar period at the end of March;
- From restaurants, Romanians predominantly ordered fast-food dishes instead of traditional ones;
- Wolt reports steady growth in Q1 2026, with a clear user preference for fresh products and fast-food menus.

Wolt, the local commerce platform connecting users with their favorite restaurants and shops, announces its findings on Romanian consumer behavior during the Easter holidays, as well as operational results for the first quarter of 2026. In the week leading up to Easter, both the restaurant segment and the retail category recorded double-digit growth in the number of orders compared to a regular period.

"The results of the first quarter confirm the growing trust users have in our services, not just for restaurant delivery, but as a complete solution for daily shopping. The Easter period highlighted a clear trend: Romanians want to balance tradition with the efficiency that technology offers. The fact that we recorded double-digit growth across both segments shows that users turn to Wolt for a mix of needs: they seek the convenience of ready-made meals from restaurants, and on the other, but they also use the app to quickly stock up on all the necessary ingredients for meals cooked with their families," said Alexandru Ștefan, Head of Account Management and Country Lead, Wolt România.

Data analyzed by Wolt during Holy Week and on April 12 and 13 confirms an increased appetite for shopping, as users turned to the app both to stock up on basic ingredients and

for ready-made products. During this period, the most active cities were: Timișoara, Cluj-Napoca, Iași, Brașov, and Constanța.

Top Easter preferences

The most spectacular evolution was recorded by cozonac, with an increase in orders of over 2600%, a sign that more and more Romanians prefer to save time by ordering this traditional dessert directly through the platform. The ranking for the highest number of cozonac orders is led by Bucharest, followed at a considerable distance by Constanța and Brașov. In parallel, the massive demand for basic ingredients shows that home cooking remains a central tradition. Thus, the most significant increases in the retail segment were recorded for: lamb and derivative products (+360%), walnut kernels (+310%), mayonnaise (+200%), eggs and Easter decorations (+160%), pickles (+130%), sour cream (over 90%), and flour (over 80%).

The ranking of favorite dishes ordered by Romanians from restaurants was dominated by fast-food, to the detriment of traditional meals. The most ordered dishes were: the burger (and various types of burger-based menus), sauces (especially garlic and sour cream), and fries. The day with the highest number of orders in the app, for both restaurants as well as supermarkets and shops, was Maundy Thursday (Joia Mare).

Q1 2026 Results: What Romanians ordered at the beginning of the year

The first quarter of the year (Q1) consolidated Wolt's role as a “one-stop-shop” platform. Data analysis shows an interesting dynamic between the restaurant and retail segments. Overall, the most significant growth was reported in the retail area in Q1 2026 compared to Q4 2025*. This increase is also reflected in the ratio between the restaurant and retail segments. Although restaurants continue to dominate in terms of volumes, while in Q4 2025 they recorded 10 times more orders than retail, in Q1 2026, we are looking at a figure only 8 times higher.

In the retail segment, there is a clear preference for fresh products (fruits and vegetables), but also for products such as minced meat or bakery items. In restaurants, the ranking of the

most ordered products was very similar to the preferences around Easter: burgers and burger-based menus, as well as sauces (especially garlic and sour cream) and fries.

**We are comparing Q1 2026 with Q4 2025 because during the similar period (Q1 2025), Wolt was not yet active in Romania.*

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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