

# **Wolt launches a major app update: a faster, more intuitive and better personalized experience for users and merchants**

Wolt, the local commerce platform that connects users with their favorite restaurants and stores in their cities, announces the global launch of a major app update. The update was designed to make the ordering experience faster, more intuitive, and more relevant to everyday needs.

The new version marks the next step in Wolt's evolution, from traditional restaurant delivery to a multi-option platform offering a wide range of products, from groceries to pharmaceutical items, personal care products, gadgets, and more.

In fact, over 20% of orders now come from non-restaurant categories, a steadily growing share that highlights both Wolt's expansion into local commerce and users' increasing tendency to rely on the app for their daily shopping needs.

"We've updated the Wolt app to better reflect how people live today—naturally moving from ordering from their favorite restaurant to grocery and retail shopping. This update aims to simplify users' lives by helping them easily find what they need and discover everything their city has to offer, while also supporting local commerce. And all of this happens in one place," said Julia Niemann, Director of Product Management, Consumer Product.

## **A clearer, faster app that's closer to users**

The update introduces a refreshed, more spacious design, with smooth animations and more intuitive navigation. This helps users find what they are looking for more quickly and complete orders in fewer steps. The app's structure has been redesigned to place greater emphasis on discovery, relevant recommendations, and quick access to frequently used categories.

A key feature is the quick action button, which allows easier access to important app functions without interrupting the browsing experience.

The universal search feature enables instant discovery of desired products and displays all relevant options in one place—from items available in supermarkets and specialty stores to dishes from restaurants. As a result, the app delivers a cohesive and efficient experience, eliminating the need to navigate between multiple sections or stores. Additionally, the new navigation model is product-centric, allowing users to compare offers from multiple merchants within a single flow. The experience is similar to walking through a mall—directly on your phone—and helps users make faster, more informed decisions.

### **Smarter recommendations and a perfectly personalized experience**

The update also brings significant improvements in personalization. The app now uses user preferences and behavior more effectively to surface more relevant recommendations—whether restaurants, stores, or frequently ordered product categories.

### **Clear benefits for merchants and local partners**

For merchants, the new version offers increased visibility and more opportunities to reach customers earlier in the decision-making process. Updated features help stores generate higher engagement and sales, while the app's design supports expansion into new categories and products.

Over the past decade, Wolt has evolved from a restaurant delivery startup into a local commerce technology platform that has processed more than 700 million orders across over 30 countries and generated more than €15 billion in sales for local merchants.

This update is part of Wolt's broader strategy to build a platform that supports cities, local businesses, and the communities its customers are part of. Through continuous investment in technology and user experience, Wolt aims to become a trusted partner for both consumers and merchants. The updated app will be available in Romania starting January 16 and will be gradually rolled out to all users via updates in the App Store and Google Play.



## 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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