

# **How Romanians celebrated the month of love on Wolt: one third of orders came from fast-food restaurants**

- Flowers ranked among the top preferences during the month of love, with order increases of up to 711%
- The highest number of Valentine's Day orders was recorded between 9:00 PM and 11:00 PM
- Of the total orders placed across both days, over 30% came from fast-food restaurants

During the month dedicated to love, flowers were among the most in-demand products in the Wolt app, the local commerce platform that connects users with their favorite restaurants and stores. Orders in the florists category increased by up to 711%, confirming that classic gestures remain among the top choices when it comes to celebrating love.

According to an internal analysis of consumer behavior in February, the two celebrations showed different ordering patterns: on February 14, most orders were placed between 9:00 PM and 11:00 PM, while February 24 recorded a peak at lunchtime and in the early evening. On both days, fast-food restaurants accounted for over one third of total orders.

Nationwide, on February 14, 85% of total orders were placed from restaurants and 15% from stores, a clear sign that Romanians increasingly rely on last-minute surprises. The trend continued on Dragobete, February 24, when approximately 88% of orders came from restaurants and 12% from stores.

On Valentine's Day, burgers and maxi menus ranked among the top preferences, alongside fries and extra sauces. On February 14 alone, Romanians ordered:

- Over 15,000 fast-food restaurant items;
- Over 5,500 fresh products;
- Nearly 3,000 sauces.

“February shows us, year after year, that people celebrate the two holidays of love differently. While on Valentine’s Day we see more orders placed in the evening, often as a spontaneous gesture, Dragobete is more naturally integrated into the daily routine. We observe a constant preference for restaurants, especially in the fast-food segment, as well as a growing interest in retail orders – whether we are talking about flowers, sweets, or small surprises. For us, these moments are important because they show how the app becomes part of the simple gestures through which people choose to show their appreciation,” said Alin Șerban, General Manager of Wolt Romania.

As for February 24, fast-food remained the top preference, ahead of cooked dishes. Among the most ordered products on Wolt that day were:

- Over 10,000 fast-food menus and items;
- Over 2,700 sauces;
- Nearly 1,000 shawarmas.

On Valentine’s Day and Dragobete, the cities with the highest number of Wolt orders were Bucharest, Timișoara, Cluj-Napoca, Iași, and Brașov, featuring a mix of international restaurants and local brands.

The adult stores and sweets segment grew significantly, with over 40% more orders between Valentine’s Day and Dragobete. In terms of flower purchases, bottles of prosecco, and gourmet products, a significant increase in orders was recorded compared to the first part of the month. Supermarkets and florists in Bucharest, Cluj-Napoca, Timișoara, Iași, and Brașov ranked among the most ordered.

## 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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