

Over 60% of Romanian parents say their holiday relaxation fades once school starts, while 7 in 10 use delivery services every month

- 63% of Romanian parents say the sense of relaxation from the summer holiday disappears by the time school starts;
- 62% frequently struggle to come up with ideas for what to cook or pack for their children's school lunch;
- 70% use delivery services at least once a month, primarily to save time

The start of the school year brings routine back into family life, along with a long list of things to organise. According to a new study conducted by research agency OnePoll on behalf of Wolt, nearly two-thirds of Romanian parents (63%) say that once school starts, the sense of relaxation from the summer holiday disappears.

At the same time, returning to a routine is something many parents look forward to. 58% say family life is more difficult to organise when children are out of school, while the same percentage feel relieved when the family returns to its usual schedule.

Back to school also means getting back to lists, budgets and schedules

Among the most challenging aspects of the start of the school year, 60% of parents mention dealing with tired or irritable children, while 58% say budgeting for school supplies and other school-related essentials is a challenge.

The return to routine can also be seen in the way users plan their orders. Between September and October 2025, the number of orders scheduled in advance through Wolt increased by nearly 26% compared with July and August, indicating a shift back towards more structured schedules as autumn begins. Searches in the app also show growing interest in products associated with the start of the school year: searches for “notebook” increased by more than 250%, searches for “backpack” by nearly 120%, and searches for “planner” by 32%.

“What are we packing for school tomorrow?”

Meals and school lunches also come with their share of everyday challenges: 62% of Romanian parents say they frequently struggle to come up with ideas for what to cook or prepare for their children.

When it comes to school lunches, sandwiches are by far the most popular choice: 81% of parents who prepare packed lunches for their children include sandwiches, while 63% also opt for fresh fruit. Ham sandwiches are the preferred option for 46% of parents, followed by chicken sandwiches at 27%. When it comes to fruit, bananas rank first, chosen by 37% of parents, closely followed by apples at 34%.

“Back to school is one of those moments when a family’s schedule changes almost overnight. There are timetables to follow, shopping to do, packed lunches to prepare and organise, as well as plenty of last-minute situations. Our survey shows that Romanian parents are, above all, looking for practical solutions that help them save time. At Wolt, we want to make it easier for them to access the things they need every day, from household shopping and products from local stores to dinner for the family, so they can have more time for the things that truly matter,” says Alexandru Ștefan, Head of Account Management and Country Lead, Wolt Romania.

Time together at the table matters more than cooking

Beyond the pressure of organising daily life, the return to school also means getting back to the routines that parents value. 83% of Romanian parents say they look forward to hearing about their child’s day, while the same percentage enjoy sharing a meal together as a family.

Enthusiasm drops, however, when it comes to preparing that meal: only 60% say they look forward to cooking dinner, highlighting the difference between enjoying time together and the effort required to prepare the meal. And after a full day of school, work and activities, a little peace and quiet has its own appeal: 75% of parents say they look forward to the moment when their children fall asleep and the house becomes quiet.

For 7 in 10 parents, delivery is already part of their monthly routine

As family schedules become busier, delivery services are increasingly used as a practical way to manage time and unexpected situations. 70% of Romanian parents order through a delivery service at least once a month, while more than one-third, 37%, do so at least once a week.

The main reason parents use delivery services is the time saved, cited by 32% of respondents. Last-minute shopping and convenience follow, both mentioned by 26%. At the same time, one in four parents say they turn to delivery services when they unexpectedly discover that they have run out of a product they need.

Through Wolt, parents can order from restaurants, supermarkets and local stores all in one place, whether they need ingredients for their children's school lunches, household essentials, stationery and office supplies, or dinner for the whole family. The app also features categories relevant to the Back to School period, ranging from supermarkets, convenience stores and bakeries to bookstores, toy stores, pharmacies, electronics retailers and clothing stores. Users with a Wolt subscription benefit from no delivery fees on eligible orders, which can also make unplanned purchases easier during particularly busy periods.

**Methodology: The study was conducted online in Romania by OnePoll on behalf of Wolt between August 21 and 25, 2026, among a sample of 1,000 parents with school-age children.*

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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