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Wafers, corn puffs and Pumpkin Spice Latte: what Romanians order around Halloween

- Sweets orders rise by nearly 37% during Halloween week
- The quantity of fresh pumpkin ordered is almost four times higher
- Wafers, corn puffs and Pumpkin Spice Latte rank among seasonal favourites

The costumes may be scary, but the snacks remain familiar. With Halloween approaching, Wolt, the online commerce platform that connects users with local restaurants and shops, analysed the purchasing behaviour of its users in Romania in October 2025 to identify their preferences and when they began preparing for Halloween.

Wafers and corn puffs topped the rankings of sweets and snacks ordered in October, while cooking pumpkins, pumpkin pies and Pumpkin Spice Latte rounded out the list of seasonal favourites.

Preparations were also reflected in the quantities ordered. During Halloween week in 2025, users ordered over 36% more sweets than in a typical week that year. The quantity of snacks purchased, including savoury snacks, biscuits and nuts, rose by over 10%, while the quantity of fresh pumpkin was almost four times higher.

Cocoa cream wafers, milk and hazelnut cream wafers, and milk chocolate-coated wafers took the top three spots among sweets ordered in October 2025. Other favourites included milk chocolate, rum-flavoured chocolate bars, chocolate surprise eggs and sugar-free dark chocolate. In the savoury snacks category, corn puffs were October’s favourites, taking the top four spots in different varieties and pack sizes. Cheese snacks and butter popcorn were also among users’ preferred choices.

“Everyone makes their own Halloween plans. For some, that means something sweet and a film at home. For others, it is a party with friends and themed decorations. Through Wolt,

users can find products from nearby merchants for all these occasions, even when new items are added to the shopping list on the day of the party. For our local partners, occasions like these offer an opportunity to reach customers with products suited to the season," says **Alexandru Ştefan, Head of Account Management and Contry Lead, Wolt Romania.**

Pumpkin Spice Latte and pumpkin pie bring the flavours of the season

Pumpkin Spice Latte ranks first among pumpkin and pumpkin spice products ordered through Wolt in Romania between August and November 2025, alongside other seasonal favourites such as cooking pumpkins and pumpkin pie. The largest quantities of fresh pumpkin were ordered in Bucharest, followed by Timișoara, Cluj-Napoca, Iași and Brașov.

Beyond seasonal preferences, the data also shows when users did their Halloween shopping. On 31 October 2025, the largest quantities of sweets, snacks, pumpkins and products with Halloween-related names were ordered around midday, a few hours before the evening parties.

On Halloween itself, the quantity of products ordered from these categories rose by nearly 20% compared with 30 October. Preparations, however, had several peaks. The highest level recorded between 17 and 31 October was on 25 October, during the weekend before Halloween.

Pumpkins, balloons and a few spiders to set the mood

Shopping lists also included decorations. Pumpkins, LED balloon sets, pumpkin stickers and decorative spider sets were among the most ordered items with "Halloween" in their names between September and October 2025.

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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