

1.5 million burgers and a 7,500 RON bill: how Romanians spent their first year with Wolt

- Around 1.5 million burgers were delivered across the country in just 12 months. The highest-value restaurant order during the anniversary month crossed a staggering 7,500 RON. Carrefour expands with 193 Express stores, at in-store prices, while Austrian beauty giant BIPA joins the app in Bucharest. W+/Genius subscribers drove over a half of total platform activity.

As Wolt celebrates its 1st anniversary in Romania, data reveals a massive appetite for comfort food, daily grocery top-ups, and a major retail expansion with Carrefour Express and BIPA. From quick lunches to massive group feasts, including one legendary 7,500 RON restaurant order and a supermarket basket packed with 111 items, Wolt has rapidly integrated into the daily routines of Romania's major urban centers.

The Romanian food map

During the first year, Wolt strengthened its presence in Romania's major urban centres. The most active markets were Bucharest, Timișoara, Cluj-Napoca, Brașov and Iași, followed by Sibiu, Craiova, Bacău, Pitești and Arad. Growth was supported both by an expanding selection in-app and by customers' interest in fast services integrated into daily routines.

Across Romania, the most-ordered restaurant categories reflect a preference for familiar, easy-to-order options:

- Burgers: ~1.5 million items
- Fries / sides / sauces: ~1.3 million items
- Doner / kebab / wraps / shawarma: ~850,000 items
- Pizza: ~221,000 items
- Soups and broths: ~150,000 items

While the country united under the flag of the mighty burger, local tastes showed some delicious rivalries:

- In Bucharest, Timișoara, Cluj-Napoca, and Iași, the single most-ordered item on the entire platform was the MCPuișor Burger.
- Brașov defied the burger trend, crowning the large chicken shawarma as its ultimate comfort food.
- Cluj-Napoca turned out to be a massive burger stronghold, ordering over half a million burgers, far outperforming Bucharest's almost 300,000.

The expansion of Wolt's retail portfolio

Wolt's first year also marked a massive shift toward "top-up shopping." Instead of waiting for the weekend grocery run, Romanians are using Wolt to instantly restock on daily essentials like water, bananas, milk, bread, and fresh vegetables (tomatoes, cucumbers, parsley). Notably, while water was a universal necessity across most cities, bananas took the #1 retail spot in Iași.

This routine shopping behavior is backed by a massive expansion of Wolt's retail portfolio:

- Carrefour Express: 193 stores will be live by May 28th, across 29 cities, offering in-store prices directly in the app.
- BIPA: The Austrian beauty and care brand has officially landed on Wolt, in Bucharest.

Subscriptions and usage frequency

The launch of subscription options (W+/Genius) heavily reshaped user habits. Subscribers generated over half of the total activity on the platform, showing an even stronger presence in the retail segment, where they accounted for most of all grocery and care orders.

"Wolt's first year in Romania showed us how quickly a service becomes part of everyday routines when it solves real needs. People use Wolt for meals, but also for quick shopping - often the basics they need right now. This first year was about building a strong local presence and scaling responsibly. Next, our focus is on bringing even more value for users, partners, and couriers," said Alexandru Ștefan, Head of Account Management and Country Lead, Wolt Romania.

Since the launch in Romania, the Wolt app has registered almost 5 million installs.

Celebrating with #adorpeWolt

To thank its growing community, Wolt has launched #adorpeWolt, a national 360-degree campaign celebrating everything Romanians love about the app. The anniversary month will feature nationwide TV spots, heavy influencer collaborations, social media activations, and - most importantly for the users - exclusive in-app deals and promos throughout the celebration period.

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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