

Wolt and Lyko Team Up to Make Beauty Shopping Easier Across the Nordics

Customers can now shop thousands of beauty, haircare and personal care products through the Wolt app. Wolt and Lyko are making it easier than ever for consumers across Sweden, Finland and Norway to shop their favourite beauty, haircare and personal care products.

"For more than eighteen years, we have evolved by listening to our customers and adapting to how they want to discover and shop for beauty. Customer behaviour is always our starting point. As expectations shift towards greater convenience and faster delivery, a partnership with Wolt is a natural step. It allows us to meet customers where they are and deliver the products they want, when they want them, across the Nordics," says Rickard Lyko, CEO and co-founder of Lyko.

Deliveries will be available from 34 stores in Sweden, Finland and Norway, including the flagship stores in Stockholm, Helsinki and Oslo. The partnership increases accessibility to Lyko's assortment while also supporting Wolt's continued growth in retail categories beyond restaurants and groceries. In Sweden, where Lyko has its roots and where Wolt continues to develop its retail offering, the collaboration marks an important step towards making local commerce faster, more flexible and more relevant to customers' everyday needs.

The partnership builds on strong demand for beauty and personal care products through Wolt. Wolt has already delivered more than 2.5 million* health and beauty orders from more than 3,000 health and beauty stores and merchants. Health and Beauty is one of Wolt's three fastest-growing retail categories, alongside electronics and pet supplies.

This trend is especially clear in the Nordics, where customers who buy beauty products via Wolt typically place an order about once a month. This shows how beauty and personal care products are becoming part of regular shopping habits, rather than purchases made only on occasion.

Consumers are also increasingly using Wolt for gifting. Since the launch of Wolt's gifting feature, beauty and personal care products have become a popular gift choice.

"Consumers increasingly expect convenience throughout the entire shopping journey," says Linda Fors, Country Manager Sweden at Wolt. "We're seeing strong demand for beauty and personal care products on Wolt, and through our partnership with Lyko, we can make one of Sweden's and Northern Europe's leading beauty retailers available to even more customers. It's another step towards making Wolt a place where people can access the products they need in everyday life." As Wolt continues to grow beyond restaurants and groceries, retail is playing an increasingly important role in the business. Today, retail accounts for more than a quarter of Wolt's sales.

*As of July 2026.

About Wolt

Wolt is a Helsinki-based technology company on a mission to bring joy, simplicity and earning opportunities to every neighbourhood in the world. Wolt is building a local commerce platform that connects people who want to order food, groceries and other goods with those who want to sell and deliver them. Wolt was founded in 2014 and merged with DoorDash (NASDAQ: DASH) in 2022. Together, we now operate in more than 30 countries. You can read more on Wolt's website. Wolt launched in Sweden in 2016 and is now available in more than 50 Swedish cities – from Luleå in the north to Malmö in the south. Wolt Market, Wolt's own chain of virtual grocery stores, is represented in Stockholm, Örebro and Malmö.

For more information, please contact

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About Lyko

Lyko Group AB (publ) is a beauty specialist passionate about making beauty accessible, inspiring, and fun for everyone! With the market's widest assortment, a beauty playground where you can explore everything around the products, and be part of an inspiring community.

Our operations span across eight countries via Lyko.com, the Lyko app, and 36 stores in Sweden, Norway, and Finland. But we don't stop there! We manage the entire chain from product development in our labs and manufacturing in our factory in Gothenburg to warehousing and sales to hairdressers and retailers. The business employs close to 1100 people.

Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, corp@avanza.se, is the company's Certified Adviser. Visit [Lyko.com](https://lyko.com) for more information.

Image Attachments

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Attachments

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