

CASE STUDY

tgndata

Wolt



Wolt operates in over 20 countries and serves millions of users across Europe, the Middle East, and Asia.

As one of the fastest-growing food delivery and quick commerce platforms, Wolt manages a complex ecosystem of restaurants, grocery retailers, and delivery partners.

The rapid expansion created a need for consistent, data-driven pricing decisions that could adapt to local market dynamics.

The company faced challenges in tracking competitor activity across thousands of restaurants and retail categories, each with different pricing models, promotions, and fee structures.

With demand peaks varying by city and region, Wolt needed agility in monitoring live competitor prices and stock availability, while also ensuring alignment of prices.



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CHALLENGES FACED

Wolt's pricing and operations teams faced multiple challenges:

- **Monitor competitor pricing** across thousands of restaurants and delivery providers.
- **Ensure consistency** in pricing across the mobile app and website.
- **Maintain competitiveness** in high-velocity urban markets.
- **React quickly** to changing market conditions and promotions.
- **Reduce time spent** on manual data collection and price tracking.

TGNDATA'S SOLUTION

- **Real-time monitoring** of competitor pricing and assortments across **ALL** categories, and service fees.
- **Automated data feeds** and intuitive dashboards to deliver daily market insights directly to pricing and commercial teams.
- **Custom alerts** and reports to help identify opportunities for fee adjustments, assortment expansion, and pricing reactions.
- **Flexible integration** with Wolt's existing pricing infrastructure.



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RESULTS & KEY METRICS

- **+45% improvement in pricing** decision speed
- **+54 saved working hours** per week - Higher pricing accuracy across markets, reducing misalignment
- **Faster reaction time** to competitor promotions and stock changes

*“Working with **tgndata** has given us a much clearer and faster view of our competitive landscape. Their accurate product matching and reliable data feeds have enabled us to make smarter pricing decisions in less time. It's a game changer for a fast-paced platform like Wolt.”*

Head of Pricing, Wolt.com



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CONCLUSION & FUTURE OUTLOOK

With **tgndata's** real-time insights, **Wolt** transitioned from manual data tracking to a fully automated, intelligence-driven pricing operation.

This transformation not only boosted internal efficiency but also allowed Wolt to scale its pricing efforts across regions more confidently.

The ongoing partnership continues to evolve with more advanced analytics to support Wolt's growth and agility.

