



WESTWING

WESTWING EXPANDS TO THE BALTICS

Estonia, Latvia and Lithuania become the 24th, 25th and 26th markets in Europe

GROUP
[westwing.com](https://www.westwing.com)

LINKEDIN
[Westwing](#)

MUNICH, 28 JULY, 2026.

Westwing, Europe's #1 in Beautiful Living e-commerce, expands into the Baltics, entering Estonia, Latvia and Lithuania simultaneously. This launch grows Westwing's footprint to 26 European countries and marks another milestone in the company's international growth strategy, supporting its ambition to become the Superbrand in Design.

The Baltic region has long been shaped by a distinct design heritage, where Scandinavian-influenced minimalism meets a strong sense of craftsmanship and individuality. Today, this translates into customers who appreciate understated elegance, natural materials, and pieces with personality over fleeting trends. Westwing's curated assortment, spanning premium furniture, lighting and decorative accessories, speaks directly to this sensibility, offering Baltic Design Lovers a carefully curated selection of timeless and contemporary design.

With the launch, customers across all three markets gain access to the Westwing Collection, the company's carefully designed in-house collection, built on premium design and thoughtful craftsmanship. The Westwing Collection is complemented by a range of partner brands, offering customers a one-stop destination that combines local taste with global design expertise. The assortment reflects Westwing's broader ambition: to bring Beautiful Living to more customers across Europe.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 26 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 507 million in 2025. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.

Estonia, Latvia, and Lithuania each bring their own character to this expansion. Estonia's digitally advanced market reflects a strong affinity for design and seamless online shopping experiences. Latvia, with its rich Art Nouveau heritage, blends a deep appreciation for craftsmanship with contemporary living. Lithuania, the largest of the three markets, offers strong growth potential driven by a young, urban population actively furnishing and personalising new homes. Together, the three countries form a compact yet diverse region that aligns closely with Westwing's curated, design-led approach.

As part of its comprehensive market entry strategy, Westwing is also launching a dedicated B2B across Estonia, Latvia, and Lithuania, offering tailored solutions to the needs of professional clients - including interior designers, architects, hospitality businesses, and corporate buyers. In addition, B2C customers will have access to the Westwing Design Service, offering personalised interior planning with in-house designers and realistic 3D concepts, supporting them from inspiration to completion.

The expansion deepens the brand's connection with a new community of Design Lovers across the Baltics and continues Westwing's purpose: to excite people to create homes that unlock the full beauty of life.

WESTWING