



WESTWING

WESTWING EXPANDS TO CROATIA

Westwing expands its footprint in Europe with its first market entry in
Southeastern Europe

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Westwing, Europe's #1 in Beautiful Living e-commerce, expands to Croatia. With this launch, Westwing continues its European expansion, entering its 16th market. This marks the company's first entry into Southeastern Europe, representing a key milestone in reinforcing its position as Europe's leading premium one-stop destination for Home & Living.

Croatia is a dynamic and promising market, with growing demand for premium yet accessible Home & Living products. With increasing digital engagement and a rising community of Design Lovers, the country offers ideal conditions for Westwing's curated, content-driven business model.

Westwing's entry introduces a distinctive combination of timeless aesthetics, versatile designs, and a seamless shopping experience – tailored to meet the needs of customers seeking stylish, multifunctional, and space-saving solutions, while valuing both quality and inspiration in their homes. Through a curated selection of its exclusive Westwing Collection and carefully chosen third-party design brands, Westwing brings its signature blend of effortless style and functionality to this evolving market.

While offline shopping continues to dominate Croatia's Home & Living sector, an increasing number of consumers are turning to online platforms for inspiration and new ideas. The market is shaped by strong offline competition, yet shows significant potential in the premium segment – where few players cater to consumers seeking design-forward, high-quality solutions. Westwing is uniquely positioned to address this shift by offering an inspiring and differentiated digital shopping experience, combining editorial content, curated assortments, and a premium yet accessible brand world. This approach establishes Westwing as the go-to destination for Croatian Design Lovers who want to create beautiful, individual living spaces.

By entering a growing yet underserved premium Home & Living market, Westwing further strengthens its strategic expansion into key European regions. The launch in Croatia marks another important step in the company's mission to inspire more people to create homes that unlock the full beauty of life.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 16 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. 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.

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