



Case Study REWE Marketplace

REWE digital GmbH

Founded:	2014
Headquarters:	Cologne, Germany
Industry:	Food, Online Retail
Employees:	> 600 (Headquarters)

The company

Since its founding in 2014, REWE digital has been REWE Group's main impulsor for digital transformation, responsible for strategic and some operative online activities from the REWE Group. Their main task: digitize Germany's food industry. To achieve this, REWE digital plans to become the leading provider of online solutions in all markets relevant to the REWE Group.

The challenge

REWE is a pioneer and leader in Germany's online retailers for fresh food – a position that they aim to strengthen by adding new strategic partners to the online marketplace.

The solution

Through the REWE Paketservice, a new solution available at REWE.de since February 2018, customers can now buy groceries, kitchen and houseware goods from exclusive partners. Since the end of 2019, non-perishable foods from REWE's brands, bestsellers and promotional items are also offered. Like the REWE delivery service, this highly scalable shop solution is based on the commercetools platform.

The result

Through the Paketservice, REWE offers around 150,000 products of 75 partners from the food, kitchen and household sectors. Since the start in 2018, the number of partners, products, and online sales have significantly increased.