Kaup24.ee and Omniva Launch Strategic Partnership to Introduce Same-Day Delivery

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Pigu Hobby Hall Group, a leading e-commerce group in the Baltics, and Omniva, an international logistics and technology group, have entered into a strategic partnership, making Omniva the primary delivery service provider for the Pigu.lt, Kaup24.ee, and 220.lv e-commerce platforms. As the next stage of the cooperation, the parties are preparing to introduce same-day delivery â€“ a development that will further enhance the customer value proposition and support faster, more flexible delivery options.

“Our strategic goal is to provide customers with the best possible shopping and delivery experience. We already offer same-day pickup at our physical locations for customers in Lithuania and Latvia. Our partnership with Omniva will strengthen our strategic direction by introducing same-day delivery across all Baltic countries. This move will further blur the line between physical and online retail and unlock an even better shopping experience for customers,” said Dainius Liulys, CEO of Pigu.lt and PHH Group.

The partnership with Omniva follows Pigu’s decision to streamline its carrier network and focus on a smaller number of strategic logistics partners to ensure higher efficiency, reliability, and service consistency. Omniva is already handling over 90% of Pigu’s total parcel volumes, with further growth anticipated as the collaboration rollout expands.

“Customers across Lithuania, Latvia, and Estonia benefit from Omniva’s extensive last-mile network, which includes the largest parcel locker networks in the region, as well as reliable home delivery via courier service. This ensures flexible delivery options – whether customers prefer to collect their parcels from a nearby locker or receive them conveniently at their doorstep,” said Dainius Liulys.

The parties are also discussing the possibility of Omniva handling Hobbyhall.fi orders shipped from the Baltics to Finland.

“This partnership marks an important milestone for Omniva in the Baltic e-commerce landscape,” said Erko Brandt, Head of Domestic Sales at Omniva. “PHH Group is the largest e-commerce platform provider in our home region. Becoming the Group’s primary logistics partner reflects the

trust they place in our network, operational quality, and cross-border capabilities. Together, we are building a stronger, more integrated delivery experience for online shoppers."

According to Brandt, the cooperation strengthens both companies' positions in the rapidly growing Baltic e-commerce market and enhances service quality for customers across the region. The partnership reflects strong cross-functional collaboration between the two organizations and a shared commitment to innovation, operational excellence, and customer satisfaction.

Source: Omniva

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