International Post Corporation

Omniva becomes exclusive delivery partner for Zalando in the Baltics

16-07-2025

Omniva, a state-owned logistics company, has signed a strategic partnership with Zalando, one of Europeâ€™s largest online fashion retailers. Starting this month, Omniva will serve as Zalandoâ€™s exclusive last-mile delivery partner across Estonia, Latvia, and Lithuania, handling all orders in the region through its extensive parcel machine and courier network.

“This is more than just a business deal – it’s a clear sign that an Estonian company can compete and win at the highest level of European e-commerce,” said Kristo Kõivumägi, Head of Sales for Omniva Estonia and EU. “We’re proud to show that innovation, resilience, and long-term vision from a small country can win the trust of one of Europe’s biggest e-commerce companies.”

Under this new partnership, all Zalando orders in the Baltics will be delivered through Omniva advanced network of parcel machines and courier services, ensuring customers enjoy fast, secure, and convenient deliveries.

“At Zalando, we are committed to offering the best customer experience and convenience to all our customers, with a strong focus on being locally relevant in each country, including the Baltics,” said Mariliis Karu, Market Development and Strategy Lead at Zalando. “Therefore, we are very pleased to partner with Omniva, a company highly preferred by our customers in the Baltics. This collaboration improves our delivery speed by enabling Saturday delivery in all three countries. It also allows us to simplify our return process, offering a convenient label-less return option for enhanced customer experience.

“As announced in March this year, we are expanding our shopping club Lounge by Zalando to new markets, and are excited to soon launch in Estonia and Latvia, ” added Daniel Roginski, General Manager CEE Zalando, “and with Omniva as our strong local partner for all deliveries in the Baltics, we are well-positioned to further develop the customer journey for all Zalando and Lounge by Zalando customers across the region.”

This marks one of the largest e-commerce partnerships in Omniva’s history. The agreement further strengthens Omniva’s position in the Baltic market, enhances international visibility for the brand, and provides a valuable platform for piloting new

technologies and service innovations.

"The partnership is the result of nearly five years of determined effort and relationship-building. We've proven that Omniva is the right partner for the Baltics," added Kõivumägi. "This is a major vote of confidence and a key step forward in our journey of internationalization. This achievement is not just Omniva's — it is a win for Estonia and whole Baltics"

Martti Kuldma, CEO of Omniva stressed that this cooperation agreement shows that a state-owned enterprise built on innovation, reliability, and vision can thrive on the international stage and deliver excellence that the whole country can be proud of.

Source: Omniva

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026