



London, March 2026

OnBuy Pushes Into 8 New Markets Following Strong EU Growth, Opening Fresh Opportunity to Retailers

- Cashback marketplace OnBuy rolls out across Sweden, Norway, Denmark, Poland, Hungary, Romania, Czech Republic and Switzerland
- Strong performance in first 12 markets, with 152% quarterly sales growth and average monthly site visits growing by 300% in H2
- Expansion signals rising retailer appetite for fairer, non-competing marketplaces across Europe
- New markets show early traction, with 374% growth during beta indicating strong demand

OnBuy, Europe's fastest-scaling cashback marketplace, has expanded its footprint to 21 European countries, launching eight new markets and opening retailer registration across Sweden, Norway, Denmark, Poland, Hungary, Romania, Czech Republic and Switzerland.

The move builds on strong performance in OnBuy's first 12 European markets which continue to see 152% quarterly sales growth and significant increase in audience reach. This performance reflects a growing European shift towards marketplaces that support, rather than compete with the retailers who power them.

OnBuy's first wave of expansion validated the strength of its industry-first approach. Its combination of transparent fees, non-competition and an industry-leading cashback programme helped drive strong customer engagement and returning buyers (benefits that retailers have been quick to notice).

The 8 new markets have seen a 374% quarterly uplift in their beta phase, suggesting significant appetite for a marketplace that offers retailers margin protection and customers, meaningful value.

Cas Paton, CEO and Founder of OnBuy, said:

"Across Europe, retailers are looking for new ways of doing things. They're tired of marketplaces that compete with them, squeeze margins or move goalposts. OnBuy is proving that a different approach works, which is clearly reflected in the growth we've experienced.

We're the only marketplace that gives customer real cash rewards on every purchase. It boosts repeat purchases, grows lifetime value and gives sellers a competitive edge from day one, which is something retailers simply don't get anywhere else.

This new phase of our expansion brings us closer to a truly pan-European marketplace built on fairness, transparency and growth. For retailers, this is a chance to get ahead and established while we change the ecommerce landscape."

As retailers look for channels that offer scalable, profitable growth, OnBuy stands out as Europe's cashback marketplace, giving customer instantly redeemable cashback on every purchase, while giving retailers a built-in loyalty driver that strengthens repeat sales.

Retailers joining OnBuy's European network benefit from:

- Fast access to 35m+ European shoppers
- A fair, non-competition model
- Clear fees and transparent policies
- Automated tax engine for easy cross-border selling
- Cashback-driven loyalty that boosts repeat sales

With OnBuy now live in 21 countries and customer adoption accelerating, the expansion of Europe's cashback marketplace offers an opportunity for retailers to build visibility, capture new demand and grow with a platform that is challenging the status quo.

Retailers who want first-mover advantage on Europe's fastest-growing marketplace can [register today](#).

- ENDS -

Media Contact: press@onbuy.com

About OnBuy

OnBuy is one of Europe's fastest-growing online marketplaces and the first in the world to offer customers instantly redeemable cashback on every purchase.

Founded in the UK in 2016 by Cas Paton, OnBuy has established itself as a leading tech challenger brand positioned to help businesses thrive. It doesn't hold stock and never competes with its retailers, while providing fair fees, transparent policies, and powerful tools for cross-border expansion.

With millions of products spanning categories such as electronics, toys, beauty, and home & garden, and thousands of trusted sellers on the platform, OnBuy is rapidly expanding across Europe, delivering strong value to customers while transforming the online marketplace landscape.

www.onbuy.com/gb