



OnBuy Accelerates European Rollout With Launch Into 8 New Markets, Creating Fresh Opportunity for UK Retailers

- *Cashback marketplace OnBuy expands into 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*
- *Beta performance from new markets shows 374% growth, signalling strong customer demand*
- *Expansion opens immediate cross-border opportunity for UK retailers seeking profitable international growth*

London, March 2026 - UK-founded cashback marketplace [OnBuy](#) has accelerated its European expansion, launching eight new markets across **Sweden, Norway, Denmark, Poland, Hungary, Romania, Czech Republic and Switzerland**. The move brings OnBuy's total European presence to **21 countries**, giving UK retailers fast access to millions of additional customers.

The expansion follows strong results from OnBuy's first 12 European markets, which have delivered **152% quarterly sales growth** and a **300% increase in average monthly site visits** in the second half of the year. The performance highlights a clear shift in retailer behaviour across Europe, as brands increasingly favour marketplaces that **support**, rather than **compete with**, the businesses that sell on them.

OnBuy's model, centred on transparent fees, non-competition and instantly redeemable cashback on every purchase, has resonated strongly with both customers and sellers. The first phase of expansion saw swift adoption from returning buyers, giving retailers quick traction in new regions.

Early indicators from the second wave are strong. During beta testing, the newly launched markets delivered a 374% quarterly uplift, signalling significant appetite for a marketplace that protects retailer margins while delivering clear value to shoppers.

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."

OnBuy is the only marketplace giving customers 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 expansion brings us closer to a truly pan-European marketplace built on fairness, transparency and growth. For retailers, it's a chance to establish themselves early as we continue reshaping the ecommerce landscape. “

For UK sellers, the expansion offers a fast, low-risk route to profitable cross-border growth at a time when customer acquisition costs across digital channels remain high.

Retailers joining OnBuy's European network benefit from:

- 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 all 21 markets now live and customer adoption accelerating, OnBuy's European rollout gives retailers the opportunity to build visibility, capture new demand and grow alongside one of Europe's fastest-scaling online marketplaces.

Retailers seeking **first-mover advantage** can [register here](#).

-ENDS-

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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 operates a fair, non-competition model; it never holds stock and never sells its own products, giving retailers a level playing field supported by transparent fees and strong international growth tools.

With millions of products across electronics, toys, beauty, home & garden and more, OnBuy is rapidly expanding across Europe while transforming how marketplaces deliver value to both customers and retailers.

www.onbuy.com