skroutz

Updated on 02/09/2025

About Us

Skroutz S.A. was founded in 2005 by Giorgos Chatzigeorgiou, Giorgos Avgoustidis, and Vasilis Dimos. Headquartered in Athens, the company develops innovative technology services in the field of e-commerce.

Today, it employs over 500 people and, after 20 years of operation, has become established in the minds of consumers as the go-to destination for an ideal shopping experience. Skroutz is the largest e-commerce platform in Greece, where consumers can find more than **29 million products** from over 8,000 partner stores. Every purchase made through Skroutz includes secure shopping, delivery and money-back guarantees, and free product returns.

The company's vision is to offer a complete, easy, and fast shopping experience for consumers, while providing its partners with an efficient and competitive sales channel. Guided by this vision, Skroutz has taken several strategic steps in recent years.

Prioritizing both the improvement and security of online payments, in **July 2022 Skroutz S.A. acquired EveryPay,** a provider of modern electronic payment systems.

In terms of service quality, through the acquisition of courier company SendX, Skroutz has invested in the "last mile" - the final step in order delivery to customers. Since **April 2021, Skroutz Last Mile**, the company's delivery service, has been operating in Athens and Thessaloniki, eliminating delivery uncertainty by allowing consumers to track the expected delivery window of their orders. As of July 2025, SLM delivers to 32 different regions across Greece.

Skroutz Plus was launched in June 2021 with the goal of transforming the online shopping experience. It is a subscription service designed to offer members a unique set of benefits, such as free shipping, reward coin collection, and access to exclusive deals.

In January 2023, Skroutz announced the ability to **deliver products across the European Union** - a strategic move aimed at extending the security and reliability of the Skroutz Marketplace to a broader audience. Along with **Cyprus**, where product delivery began **in September 2022**, consumers from 24 more European countries can now shop through Skroutz Marketplace. These countries include: Germany, Italy, France, Spain, Austria, Belgium, Bulgaria, Poland, Portugal, Malta, Croatia, Estonia, Finland, Ireland, Latvia, Luxembourg, Netherlands, Hungary, Lithuania, Romania, Sweden, Slovenia, Slovakia, Czech Republic, and Latvia.

Following Cyprus, **Romania and Bulgaria joined in 2025** as part of Skroutz's ongoing expansion and growth strategy across Europe - delivering a seamless shopping experience through the Skroutz Marketplace.