

Wish granted: Notable investors join social shopping platform GoWish with double-digit million euro investment

Investors including Johan Wedell-Wedellsborg and Mads Ditlevsen join the shareholder base of GoWish to help accelerate the growth of the popular Danish-born social shopping platform and wishlist app in the United States, where its user base has more than doubled in the past 18 months.

Copenhagen, 24/8 2026: Social shopping platform and wishlist app [GoWish](#), known as [Ønskeskyen](#) in its native Denmark, has secured a capital injection of DKK 100m (approx. EUR 13.4m) from an array of new investors, including family office Weco, owned by [Johan Wedell-Wedellsborg](#), and former EQT partner [Mads Ditlevsen](#). The investment values GoWish in excess of a billion-kroner and will be used to accelerate the company's international growth, with a particular focus on the U.S., where GoWish has more than 9 million registered users.

"We have proven that GoWish can grow far beyond Denmark, and the United States is our largest market today. We are also proud to have some of Denmark's most experienced investors behind our ambition: to build a Danish-born company into a global leader in social shopping. This new capital will be used to invest even more aggressively in our international growth, particularly in the U.S., a key priority on our own wishlist", says [Mads Dahlerup](#), CEO and co-founder of GoWish.

Strong growth momentum since 2025

This is the second time in a short span that GoWish has expanded its ownership circle: In January 2025, [London-based private equity firm Capital D came in](#) as a co-owner and acquired roughly one-third of the company. At the time, GoWish had around 10 million registered users worldwide, including 3.7 million in the U.S. Today, circa one and a half years later, that figure has grown to more than 18 million globally and over 9 million in the U.S. alone – accounting for more than a doubling of the American user base. New investors have bought into this trajectory:

"GoWish is one of the most compelling growth stories to come out of Denmark in recent times. The company has built a category-leading platform whose business model is really beginning to show its potential within social shopping and commerce media. We see significant further runway," say Johan Wedell-Wedellsborg and Mads Ditlevsen in a joint statement.

A string of milestones

The investment coincides with a year of marked international progress. Last week, [GoWish passed 1 million registered users in Sweden](#), as a result becoming GoWish's fourth-largest market after the U.S., Denmark, and the U.K. and the company announced [a collaboration with tennis star Holger Rune](#). In the autumn of 2025, [GoWish was among the most downloaded apps on the U.S. App Store](#) in the run-up to the holiday shopping season, and as set out [in the 2025 annual report](#), the company is investing heavily in AI, new user experiences, and a comprehensive new design across its platforms.

A central part of the future growth will be driven by [GoWish's newly established Global Commerce Media division](#), which works with so-called 'wish signals' – data on what consumer segments genuinely want and intend to buy. This makes the platform increasingly relevant to the brands and retailers seeking insight into consumer demand across markets where today GoWish has more than 700 brand partnerships.

"We are at one of the most exciting moments in the company's history. The foundation is in place: a global user base growing fast, a strong technological platform, and a business model pointing forward. With the new investors on board, we have both the capital and the ambition to build a global category winner - and we're only just getting started", says [Rich Waterworth](#), Chairman of the Board of GoWish, since he left TikTok as EMEA General Manager.

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About GoWish • Originally founded as 'Ønskeskyen' by the Danish-Swedish national postal service PostNord, GoWish is today an independent tech company and social shopping platform trusted by millions of users around the world – making wishing, gifting, and product discovery easier and more enjoyable since 2023. From creating and sharing wishlists to finding inspiration and discovering new products, GoWish brings people together around what they truly wish for. With best-in-class wishlist features and inspiring content, GoWish removes the friction from gifting and shopping. No more double gifting, or unnecessary returns. Here, inspiration isn't random – it's smart, it's social. And it's made for you. By blending technology and community, GoWish turns every discovery into something personal, and every gift into something special.

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