A better deal with Willys Plus

Willys Plus is a way to get a bit more out of Willys, at a lower price. As a Willys Plus customer you can make better deals while simplifying your life. When you join Willys Plus, you'll get more and better offers each week at both Willys and Willys Hemma. Low prices get even lower! And the more you spend, the more offers will come your way.

Does it cost anything to be a Willys Plus customer?
No, it's completely free.

Who can become a Willys Plus customer?
Anyone who has turned 18 can become a Willys Plus customer.

Do I need a Swedish social security number?
No, you do not need a Swedish social security number to become a Willys Plus customer. Instead you can use your co-ordination number to register at willys.se/anslut. If you do not have a Swedish social security number or a co-ordination number, please call our Customer Service Centre at 0771 71 70 00 to apply for Willys Plus.

How do I become a Willys Plus customer?
The easiest way to apply for Willys Plus membership is to go to willys.se/anslut. If you have a smartphone, you can simply download our Willys app and apply that way.

Do I need to show a Willys Plus card to get discounts when I shop?
No, you do not need a Willys Plus card. Instead, you can just show your personal ID at the checkout to benefit from the offers available to you. An even easier way is to link your VISA or MasterCard directly to Willys Plus. In doing so, all your discounts will be automatically applied when you pay with the linked card. We can help you link your card to Willys Plus at the checkout. You can also contact our Customer Service at 0771 71 70 00.

How do I know which Willys Plus offers are available?
You can find the general offers in our weekly flyers, via the app and at willys.se. The offers are marked with a yellow Willys Plus sign, both online and in stores. It is also possible to get offers which are only available to you. To view these, you need to logon to willys.se or the Willys app (they will not be displayed in flyers or in stores).