

STORE2X INDUSTRY REPORT

E-Commerce in the Apparel Industry 2026: Systems, Tools and Apps of 156,000 Fashion Shops

Original analysis of 156,545 apparel shops: which shop system, which tools and which apps are really the standard in the fashion industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 156,545 apparel shops	CLASSIFICATION Shop description (OpenGraph), ~88% precision

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What does the e-commerce stack in the apparel industry really look like? For this report we identified around 156,000 active fashion and apparel shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment methods, marketing tools, review and chat apps they use. The result is an x-ray of the industry: which technology is standard, what is niche, and what do the most successful shops rely on?

RESULTS

Key findings

- Apparel is Shopify country: 55.3% of all fashion shops run on Shopify, nearly three times its overall market share across all industries.
- WooCommerce (15.1%) is the clear number two and the typical starting point for a migration.
- Klaviyo dominates email marketing (17.1%), well ahead of Mailchimp (9.8%): Klaviyo is the de-facto standard of successful fashion shops.
- Reviews run on Judge.me (13.6%), by far the most popular trust tool in the industry, ahead of Loox and Yotpo.
- Customer contact is mobile and direct: WhatsApp Business (18.3%) is the most-used chat tool, more common than all classic helpdesks combined.
- Checkout is wallet-first: Apple Pay (38.9%), PayPal (37.0%) and Shop Pay (35.5%) are must-haves, Klarna (7.5%) is the leading buy-now-pay-later provider.

Which shop system does the apparel industry use?

No other result is as clear-cut as the platform choice: more than half of all fashion shops run on Shopify. This is not a narrow lead but a market dominance that does not exist in the overall statistics across all industries.

Shop system	Share of fashion shops
Shopify	55.3%
WooCommerce	15.1%
Wix eCommerce	3.9%
PrestaShop	2.8%
Nuvemshop	2.3%
Squarespace Commerce	2.2%
Tiendanube	1.5%
Cafe24	0.6%
Tray	0.5%
Lightspeed eCom	0.5%

Share of 156,545 classified apparel shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in fashion shops?

Checkout in the apparel industry is clearly wallet-first: digital wallets and express checkouts come ahead of classic card forms. Klarna is the dominant buy-now-pay-later provider.

Payment method	Share of fashion shops
Apple Pay	38.9%
PayPal	37.0%
Shop Pay	35.5%
Google Pay	23.1%
Klarna	7.5%
Stripe	2.9%

Which review tools do fashion shops use?

Social proof is decisive in fashion. 24.5% of all analysed shops use a detectable review tool, and the market has a clear favourite.

Review tool	Share of fashion shops
Judge.me	13.6%
Trustpilot	2.9%
Loox	2.4%
Yotpo Reviews	1.9%
Klaviyo Reviews	1.3%
Trustindex	0.9%

24.5% of fashion shops use at least one detectable review tool.

What do fashion shops run email marketing with?

Email and automation are the revenue engine in fashion e-commerce. 35.0% of shops use a marketing automation tool, and the ranking here is especially telling: Klaviyo has clearly overtaken Mailchimp.

Marketing tool	Share of fashion shops
Klaviyo	17.1%
Mailchimp	9.8%
PushOwl	3.3%
Omnisend	2.7%
Sendinblue (Brevo)	2.0%
Privy	1.5%

35.0% of fashion shops use at least one marketing automation tool.

How do fashion shops communicate with customers?

Customer contact in the apparel industry is surprisingly mobile: WhatsApp Business is by far the most-used chat tool and comes ahead of all classic helpdesk solutions combined.

Chat / support tool	Share of fashion shops
WhatsApp Business Chat	18.3%
Zendesk	1.8%
Gorgias	1.2%
Tidio	0.8%
Tawk.to	0.6%
Facebook Chat Plugin	0.5%

24.4% of fashion shops use at least one live chat or support tool.

Which Shopify apps are most popular in fashion?

For the shops on Shopify, a well-rehearsed app repertoire emerges around loyalty, wishlists and conversion optimisation, exactly the functions fashion shops need.

Shopify app	Share of fashion shops
Smile (Loyalty)	2.7%
Swym Wishlist Plus	1.7%
Privy	1.4%
Hextom Free Shipping Bar	1.3%
Pandectes (GDPR)	1.2%
Secomapp	1.0%

Detectable, front-end-visible apps. Pure back-end apps without a front-end fingerprint are not captured.

What this means for your shop

For fashion merchants the message is clear: the industry has chosen hosted platforms. At 55%, Shopify is not simply an option but the de-facto standard. Anyone still on WooCommerce or an older self-hosted system is working against the current, with the familiar drawbacks in performance, maintenance and security.

The tool stack is just as revealing: a competitive fashion shop today typically combines Shopify plus Klaviyo (email), Judge.me (reviews), WhatsApp Business (customer contact) and a wallet-first checkout. This combination is no coincidence but the established standard of the most successful shops. Anyone starting out or migrating can use it as a blueprint.

And the data makes a double case for switching: the target market Shopify is not only the largest in fashion but also has the most mature app ecosystem for exactly this industry, from wishlists to loyalty to shipping bars. A migration here means no loss of functionality, but access to precisely the tools the industry already uses.

Methodology

This is our own analysis of the technology detection of the HTTP Archive (crawl of 1 August 2026, mobile home pages, deduplicated per domain). From all shops detected as e-commerce, we classified apparel shops via the shop description (OpenGraph and Twitter metadata): a shop counts as apparel when its description contains unambiguous clothing terms (e.g. clothing, womenswear, streetwear, lingerie) and no contradicting signals (hotel, jewellery, furniture and similar). A manual sample check found around 88% precision; the remaining fuzziness mainly concerns adjacent areas such as sporting goods and accessories. All percentages refer to the 156,545 classified shops. The automatic technology detection is not perfect in every individual case, and pure back-end apps without a visible code fingerprint are not captured.

Sources

- [HTTP Archive – technology detection & data](#)
- [Web Almanac – E-Commerce \(HTTP Archive\)](#)

About store2x

store2x migrates online shops to Shopify without data or ranking loss, and optimises them for performance and SEO. This report was produced by Richard Roth and Till Täubrich.

Free analysis: store2x.com