

STORE2X INDUSTRY REPORT

E-Commerce in the Arts & Crafts Industry 2026: Systems, Tools and Apps of 5,900 Craft Shops

Original analysis of 5,909 arts and crafts supply shops: which shop system, which tools and which apps are really the standard in the creative industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 5,909 craft shops	CLASSIFICATION Shop description (OpenGraph), ~82% precision

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What does the e-commerce stack in arts and crafts supplies really look like? For this report we identified around 5,900 active craft, art supply, yarn and sewing shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment methods, marketing, review and chat apps they use.

RESULTS

Key findings

- Shopify is the industry standard: 53.4% of all arts and crafts shops run on Shopify, roughly three times its overall market share.
- WooCommerce (15.6%) is the clear number two and the typical migration starting point.
- Unlike in professional DTC industries, Mailchimp (12.0%) is just ahead of Klaviyo (11.1%) here, a sign of many small hobby and maker shops.
- Loyalty is strikingly strong: the Smile app reaches 5.0%, the highest value in our reports, fitting a loyal, recurring hobby community.
- Checkout is wallet-first: PayPal (47.2%), Apple Pay (42.6%) and Shop Pay (40.9%) lead.

Which shop system does the creative industry use?

At 53.4%, Shopify is the clear industry standard. WooCommerce follows at 15.6% as the typical migration starting point.

Shop system	Share of craft shops
Shopify	53.4%
WooCommerce	15.6%
Wix eCommerce	5.5%
Squarespace Commerce	3.5%
Shopware	1.6%
PrestaShop	1.4%
Square Online	1.3%
JTL Shop	0.9%
Lightspeed eCom	0.8%
OpenCart	0.7%

Share of 5,909 classified arts and crafts shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in craft shops?

Checkout is wallet-first, with PayPal in the lead. This fits a broad, often international hobby buyer base.

Payment method	Share of craft shops
PayPal	47.2%
Apple Pay	42.6%
Shop Pay	40.9%
Google Pay	29.4%
Klarna	7.7%
Stripe	3.2%

Which review tools do craft shops use?

24.8% of all craft shops use a detectable review tool, with Judge.me as the clear favourite.

Review tool	Share of craft shops
Judge.me	16.1%
Trustpilot	2.1%
Loox	1.7%
Trusted Shops	1.4%
Yotpo Reviews	1.3%
Klaviyo Reviews	0.7%

24.8% of craft shops use at least one detectable review tool.

What do craft shops run email marketing with?

31.9% of craft shops use a marketing automation tool. Unlike in professional DTC industries, Mailchimp is just ahead of Klaviyo here, a hint at many small hobby and maker shops.

Marketing tool	Share of craft shops
Mailchimp	12.0%
Klaviyo	11.1%
PushOwl	3.1%
Omnisend	2.5%
Sendinblue (Brevo)	1.7%
MailerLite	1.1%

31.9% of craft shops use at least one marketing automation tool.

How do craft shops communicate with customers?

Live chat is less common here than in other industries: only 12.9% of shops use a tool, led by WhatsApp Business.

Chat / support tool	Share of craft shops
WhatsApp Business Chat	8.6%
Zendesk	1.0%
Tawk.to	0.6%
Tidio	0.6%
Gorgias	0.5%

12.9% of craft shops use at least one live chat or support tool.

Which Shopify apps are most popular in arts and crafts?

For the shops on Shopify, loyalty is the dominant theme: the Smile loyalty app reaches 5.0%, the highest value across all our reports, joined by wishlists. This fits a loyal, recurring hobby community.

Shopify app	Share of craft shops
Smile (Loyalty)	5.0%
Swym Wishlist Plus	2.2%
Hextom Free Shipping Bar	1.5%
Seal Subscriptions	1.4%
Pandectes (GDPR)	1.2%
ShopPad Infinite Options	1.1%

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

What this means for your shop

Arts and crafts is a solid Shopify industry: at 53.4%, Shopify is the standard, with WooCommerce at 15.6% the typical migration pool. The industry is shaped by many small, often owner-run maker and hobby shops.

This shows in the stack: Mailchimp just ahead of Klaviyo (less enterprise-DTC than beauty or supplements) and a low live-chat share. Strikingly high, by contrast, is the loyalty adoption, which fits the loyal, recurring customer base.

For a migration Shopify is attractive because it gives small creative shops a professional toolkit for loyalty, wishlists and a smooth wallet checkout, without technical maintenance overhead.

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 craft shops via the shop description (OpenGraph and Twitter metadata), limited to shops with unambiguous product signals (e.g. craft supplies, art supplies, yarn, sewing, fabric) and excluding galleries, classes and jewelry shops. A manual sample check found around 82% precision; the remaining fuzziness mainly concerns adjacent handicraft. All percentages refer to the 5,909 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