

STORE2X INDUSTRY REPORT

E-Commerce in the Baby & Kids Industry 2026: Systems, Tools and Apps of 14,700 Baby Shops

Original analysis of 14,778 baby and kids shops: which shop system, which tools and which apps are really the standard in the baby industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 14,778 baby shops	CLASSIFICATION Shop description (OpenGraph), ~78% precision

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What does the e-commerce stack in the baby and kids industry really look like? For this report we identified around 14,700 active baby, kids and toy 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.

RESULTS

Key findings

- Shopify is the clear industry standard: 54.2% of all baby and kids shops run on Shopify, roughly three times its overall market share.
- WooCommerce (17.0%) is the clear number two and the typical starting point for a migration.
- Klaviyo dominates marketing (18.4%) ahead of Mailchimp (9.5%) and is the de-facto standard of successful baby shops.
- Reviews run on Judge.me (18.4%): trust is especially decisive for products for children.
- Customer contact is mobile: WhatsApp Business (18.4%) is the most-used chat tool, more common than all classic helpdesks combined.
- Personalisation is the baby signature: apps like ShopPad Infinite Options and Product Personalizer capture the gift and name business.

Which shop system does the baby industry use?

At 54.2%, Shopify is the clear industry standard, roughly three times its overall market share across all industries. WooCommerce follows at a distance.

Shop system	Share of baby shops
Shopify	54.2%
WooCommerce	17.0%
Wix eCommerce	5.9%
Squarespace Commerce	3.6%
Nuvemshop	1.4%
PrestaShop	0.9%
Lightspeed eCom	0.8%
Shopware	0.7%
Tiendanube	0.7%
Magento	0.5%

Share of 14,778 classified baby shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in baby shops?

Checkout is wallet-first: digital wallets and express checkouts come first. Klarna is the leading buy-now-pay-later provider.

Payment method	Share of baby shops
Apple Pay	37.5%
PayPal	35.9%
Shop Pay	34.7%
Google Pay	24.4%
Klarna	7.3%
Stripe	2.9%

Which review tools do baby shops use?

For products for children, trust is decisive. 32.2% of all shops use a detectable review tool, led by Judge.me.

Review tool	Share of baby shops
Judge.me	18.4%
Trustpilot	3.1%
Loox	2.8%
Yotpo Reviews	2.7%
Klaviyo Reviews	1.5%
Trustindex	1.1%

32.2% of baby shops use at least one detectable review tool.

What do baby shops run email marketing with?

36.2% of baby shops use a marketing automation tool. Klaviyo leads clearly ahead of Mailchimp and is the de-facto standard of the industry.

Marketing tool	Share of baby shops
Klaviyo	18.4%
Mailchimp	9.5%
PushOwl	3.5%
Omnisend	2.7%
Sendinblue (Brevo)	1.6%
Privy	1.5%

36.2% of baby shops use at least one marketing automation tool.

How do baby shops communicate with customers?

25.5% of baby shops use a chat or support tool. WhatsApp Business is by far the most-used, fitting the mobile target group of young parents.

Chat / support tool	Share of baby shops
WhatsApp Business Chat	18.4%
Zendesk	1.7%
Gorgias	1.4%
Tawk.to	0.9%
Tidio	0.9%
Facebook Chat Plugin	0.8%

25.5% of baby shops use at least one live chat or support tool.

Which Shopify apps are most popular in baby?

For the shops on Shopify, a repertoire around loyalty, shipping and personalisation emerges. Configurators like ShopPad Infinite Options fit the gift and name business of the industry.

Shopify app	Share of baby shops
Smile (Loyalty)	3.3%
Hextom Free Shipping Bar	1.6%
Swym Wishlist Plus	1.5%
Privy	1.5%
Pandectes (GDPR)	1.3%
ShopPad Infinite Options	1.2%

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

What this means for your shop

For baby and kids merchants the message is clear: at 54%, Shopify is the industry 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 well rehearsed: a competitive baby shop combines Shopify plus Klaviyo (email), Judge.me (reviews), WhatsApp Business (customer contact) and a wallet-first checkout. With an audience that cares strongly about trust and safety, visible reviews are especially important.

The personalisation signature of the industry, for example with ShopPad Infinite Options, reflects the gift and name business. Exactly this app ecosystem is most mature on Shopify, which makes a migration doubly attractive.

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 baby shops via the shop description (OpenGraph and Twitter metadata). To reduce the fuzziness typical for this industry, we only considered shops with unambiguous product signals (e.g. baby, stroller, diapers, toys, kids clothing) and excluded service providers such as daycares, schools and

medical practices. A manual sample check then found around 78% precision; the remaining fuzziness mainly concerns mixed children assortments. All percentages refer to the 14,778 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