

STORE2X INDUSTRY REPORT

E-Commerce in the Beauty Industry 2026: Systems, Tools and Apps of 67,000 Cosmetics Shops

Original analysis of 67,548 beauty and cosmetics shops: which shop system, which tools and which apps are really the standard in the beauty industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 67,548 beauty shops	CLASSIFICATION Shop description (OpenGraph), ~87% precision

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What does the e-commerce stack in the beauty and cosmetics industry really look like? For this report we identified around 67,500 active beauty, cosmetics, skincare and fragrance 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

- Shopify leads clearly: 46.0% of all beauty shops run on Shopify, roughly two and a half times its overall market share across all industries.
- WooCommerce is an unusually strong number two at 21.3%, more present than in most other industries, and thus by far the largest migration pool.
- Klaviyo dominates email marketing (15.7%), twice as common as Mailchimp (7.8%): Klaviyo is the de-facto standard of successful beauty shops.
- Reviews run on Judge.me (17.4%), by far the most popular trust tool in the industry, ahead of Trustpilot, Yotpo and Loox.
- Customer contact is mobile and direct: WhatsApp Business (19.0%) is the most-used chat tool, more common than all classic helpdesks combined.
- Checkout is wallet-first: Apple Pay (28.9%), PayPal (28.2%) and Shop Pay (25.7%) lead, and subscription and replenishment apps like Seal Subscriptions reflect the repeat-purchase model of the industry.

Which shop system does the beauty industry use?

Shopify is the clear number one in beauty too, but at 46% less overwhelming than in fashion. The second tier stands out: WooCommerce reaches an unusually high 21.3% here, making it the largest pool of potential migration candidates.

Shop system	Share of beauty shops
Shopify	46.0%
WooCommerce	21.3%
Wix eCommerce	7.2%
Squarespace Commerce	5.2%
PrestaShop	1.1%
Shoptet	0.9%
Tiendanube	0.9%
Nuvemshop	0.8%
OpenCart	0.5%
Salla	0.4%

Share of 67,548 classified beauty shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in beauty shops?

Checkout in the beauty industry is clearly wallet-first: digital wallets and express checkouts come ahead of classic card forms. Klarna is the leading buy-now-pay-later provider but plays a smaller role in beauty than in fashion.

Payment method	Share of beauty shops
Apple Pay	28.9%
PayPal	28.2%
Shop Pay	25.7%
Google Pay	17.3%
Klarna	5.8%
Stripe	3.5%

Which review tools do beauty shops use?

Social proof is decisive in beauty. 29.7% of all analysed shops use a detectable review tool, and the market has a clear favourite.

Review tool	Share of beauty shops
Judge.me	17.4%
Trustpilot	2.8%
Yotpo Reviews	2.7%
Loox	2.4%
Klaviyo Reviews	1.4%
Trustindex	1.4%

29.7% of beauty shops use at least one detectable review tool.

What do beauty shops run email marketing with?

Email and automation are the revenue engine in beauty e-commerce, precisely because cosmetics is a repeat-purchase business. 32.0% of shops use a marketing automation tool, and Klaviyo has clearly overtaken Mailchimp.

Marketing tool	Share of beauty shops
Klaviyo	15.7%
Mailchimp	7.8%
PushOwl	3.5%
Omnisend	2.8%
Sendinblue (Brevo)	1.7%
Privy	1.0%

32.0% of beauty shops use at least one marketing automation tool.

How do beauty shops communicate with customers?

Customer contact in the beauty industry is predominantly 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 beauty shops
WhatsApp Business Chat	19.0%
Zendesk	1.3%
Gorgias	1.1%
Tidio	0.9%
Tawk.to	0.7%
Facebook Chat Plugin	0.7%

25.2% of beauty shops use at least one live chat or support tool.

Which Shopify apps are most popular in beauty?

For the shops on Shopify, an app repertoire emerges around loyalty, subscriptions and conversion. Telling for beauty: subscription apps like Seal Subscriptions and upsell tools like Rebuy mirror the replenishment business of consumable products.

Shopify app	Share of beauty shops
Smile (Loyalty)	3.0%
Secomapp	2.1%
EasyGift	1.6%
Seal Subscriptions	1.2%
Rebuy	1.1%
Swym Wishlist Plus	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

For beauty merchants the message is clear: Shopify is the standard at 46%, but the industry is more heterogeneous than fashion. The unusually high WooCommerce share of 21.3% means a large share of beauty shops still sit on a self-hosted system, with the familiar drawbacks in performance, maintenance and security. This is exactly the largest migration pool in the industry.

The tool stack is revealing: a competitive beauty 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.

Beauty has its own signature: subscription and replenishment apps like Seal Subscriptions and upsell tools like Rebuy are visibly common here because cosmetics is a consumable, repeat-purchase business. Anyone who migrates gains access to precisely the app ecosystem that captures this replenishment model, from subscription management to loyalty to reviews with photo uploads.

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 beauty shops via the shop description (OpenGraph and Twitter metadata): a shop counts as beauty when its description contains unambiguous beauty terms (e.g. cosmetics, skincare, make-up, perfume, haircare). A manual sample check found around 87% precision; the remaining fuzziness mainly concerns adjacent beauty services such as salons and medspas as well as individual neighbouring areas. All percentages refer to the 67,548 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