

STORE2X INDUSTRY REPORT

E-Commerce in the DIY & Tools Industry 2026: Systems, Tools and Apps of 2,700 Tool Shops

Original analysis of 2,744 DIY and tool shops: which shop system and which tools are really the standard in the tools industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 2,744 tool shops	CLASSIFICATION Shop description (OpenGraph), ~80% precision

Published on September 2, 2026 · By Richard Roth and Till Täubrich

What does the e-commerce stack in DIY and tools really look like? For this report we identified around 2,700 active tool, power tool and DIY shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment methods, marketing and review tools they use.

RESULTS

Key findings

- Shopify leads at 30.6%, but WooCommerce (25.0%) is almost level, and the DACH systems Shopware (7.9%) and JTL (4.0%) are above-average.
- This makes the industry self-hosted-heavy and offers a large, mixed migration pool beyond Shopify.
- Checkout is PayPal-first (34.7%) ahead of Apple Pay (19.9%), typical for a function- and price-oriented buyer base.
- For reviews, Trusted Shops (5.4%) is strikingly strong, a clear DACH signal, alongside Judge.me (7.5%).
- Marketing adoption is low (17.4%) because tools are bought in a strongly search- and need-driven way.

Which shop system does the tools industry use?

Shopify leads at 30.6%, but WooCommerce is almost level at 25.0%, and with Shopware (7.9%) and JTL (4.0%) two DACH-typical systems are above-average. The industry is clearly more self-hosted-heavy than pure DTC segments.

Shop system	Share of tool shops
Shopify	30.6%
WooCommerce	25.0%
Shopware	7.9%
JTL Shop	4.0%
Wix eCommerce	3.7%
Squarespace Commerce	1.7%
Magento	1.3%
PrestaShop	0.9%
plentymarkets	0.7%

Share of 2,744 classified tool shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in tool shops?

Unlike in most DTC industries, PayPal leads clearly ahead of Apple Pay here, typical for a function- and price-oriented, often commercial buyer base in the DACH region.

Payment method	Share of tool shops
PayPal	34.7%
Apple Pay	19.9%
Shop Pay	17.3%
Google Pay	15.5%
Klarna	7.7%
Stripe	2.4%

Which review tools do tool shops use?

19.3% of all tool shops use a detectable review tool. Alongside Judge.me, Trusted Shops is strikingly strong, a clear DACH signal.

Review tool	Share of tool shops
Judge.me	7.5%
Trusted Shops	5.4%
Trustpilot	2.5%
Trustindex	1.2%
Loox	1.1%

19.3% of tool shops use at least one detectable review tool.

What do tool shops run email marketing with?

Marketing adoption is lower than in DTC industries: only 17.4% of shops use a tool. Tools are bought strongly via search and concrete need rather than newsletters. Klaviyo and Mailchimp are level.

Marketing tool	Share of tool shops
Klaviyo	6.0%
Mailchimp	5.9%
PushOwl	2.0%
Sendinblue (Brevo)	1.2%
HubSpot	1.1%

17.4% of tool shops use at least one marketing automation tool.

How do tool shops communicate with customers?

20.8% of tool shops use a chat or support tool, led by WhatsApp Business, fitting consultation-heavy product and application questions.

Chat / support tool	Share of tool shops
WhatsApp Business Chat	16.0%
Zendesk	1.2%
Facebook Chat Plugin	1.1%

Chat / support tool	Share of tool shops
Tawk.to	0.8%

20.8% of tool shops use at least one live chat or support tool.

What this means for your shop

The tools industry is mixed: Shopify leads narrowly at 30.6%, but WooCommerce, Shopware and JTL together form a large self-hosted base, especially in the DACH region. This is a broad, heterogeneous migration pool.

The stack is need- and search-driven: PayPal clearly ahead of Apple Pay, low marketing adoption, but DACH-typical trust signals like Trusted Shops. Customers search specifically for the right tool rather than buying via newsletter.

For a migration Shopify is attractive where a tool retailer wants to professionalise and mobile-optimize its business. The decisive requirement is a clean catalogue and search structure for many variants and spare parts.

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 tool shops via the shop description (OpenGraph and Twitter metadata), limited to shops with unambiguous product signals (e.g. tools, power tools, drill, hardware store) and excluding repair workshops and service providers. A manual sample check found around 80% precision. All percentages refer to the 2,744 classified shops. The automatic technology detection is not perfect in every individual case.

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