

STORE2X INDUSTRY REPORT

E-Commerce in the Electronics Industry 2026: Systems, Tools and Apps of 5,100 Electronics Shops

Original analysis of 5,112 electronics shops: which shop system and which tools are really the standard in the consumer electronics industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 5,112 electronics shops	CLASSIFICATION Shop description (OpenGraph), ~86% precision

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What does the e-commerce stack in the electronics industry really look like? For this report we identified around 5,100 active consumer electronics shops worldwide from the HTTP Archive (as of August 2026), i.e. retailers for smartphones, computers, audio and accessories, and analysed which shop system they run on and which payment methods, marketing and review tools they use. Repair services and service centres are excluded.

RESULTS

Key findings

- The electronics industry is mixed: Shopify leads at 35.6%, but WooCommerce is unusually strong at 27.8%.
- Together, WooCommerce and other self-hosted systems form a large migration pool beyond Shopify.
- Customer contact is the most striking strength: 37.1% of shops use a chat tool, led by WhatsApp Business (27.9%), fitting explanation-intensive devices.
- Marketing and reviews are below-average because electronics are bought in a strongly search- and price-driven way: Klaviyo (7.6%) and Mailchimp (7.2%) are almost level.
- Checkout is PayPal-first (24.0%) ahead of Apple Pay (20.0%), overall more restrained than in pure DTC industries.

Which shop system does the electronics industry use?

The electronics industry is more mixed than pure DTC segments: Shopify leads at 35.6%, but WooCommerce is unusually strong at 27.8%. This shows a broad self-hosted base.

Shop system	Share of electronics shops
Shopify	35.6%
WooCommerce	27.8%
Wix eCommerce	2.9%
PrestaShop	2.8%
OpenCart	1.3%
Squarespace Commerce	1.2%
Digital Showroom	0.9%
Magento	0.9%
Shopware	0.8%

Share of 5,112 classified electronics shops (excluding repair services). The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in electronics shops?

Checkout is more restrained than in DTC industries and PayPal-first. This fits a price-conscious, search- and comparison-driven buyer base.

Payment method	Share of electronics shops
PayPal	24.0%
Apple Pay	20.0%
Shop Pay	17.5%
Google Pay	14.6%
Klarna	4.8%
Stripe	2.5%

Which review tools do electronics shops use?

Reviews are below-average in adoption: 20.8% of shops use a tool. Where one is in use, Judge.me dominates.

Review tool	Share of electronics shops
Judge.me	10.9%
Trustpilot	3.6%
Loox	1.7%
Trustindex	1.5%
Trusted Shops	0.8%
Yotpo Reviews	0.7%

20.8% of electronics shops use at least one detectable review tool.

What do electronics shops run email marketing with?

Marketing adoption is low (22.9%) because electronics are sold in a strongly search- and price-driven way. Unlike in pure DTC industries, Klaviyo and Mailchimp are almost level.

Marketing tool	Share of electronics shops
Klaviyo	7.6%
Mailchimp	7.2%
PushOwl	3.1%
MailChimp for WordPress	2.3%
Sendinblue (Brevo)	2.2%
Omnisend	1.4%

22.9% of electronics shops use at least one marketing automation tool.

How do electronics shops communicate with customers?

Customer contact is the most striking strength of the industry: 37.1% of shops use a chat or support tool, one of the highest values of all industries. WhatsApp Business leads by far, fitting explanation-intensive devices and pre-purchase questions.

Chat / support tool	Share of electronics shops
WhatsApp Business Chat	27.9%
Zendesk	2.6%
Tawk.to	1.9%
Facebook Chat Plugin	1.6%
Tidio	1.2%
Gorgias	0.8%

37.1% of electronics shops use at least one live chat or support tool.

What this means for your shop

The electronics industry is mixed: Shopify leads at 35.6%, but the unusually high WooCommerce share (27.8%) shows a large self-hosted base and thus a broad migration pool.

The stack is search- and price-driven: restrained wallet checkout, low marketing and review adoption, but a great deal of live chat. WhatsApp Business (27.9%) is the signature of the industry, because explanation-intensive devices require pre-purchase advice.

For a migration it is decisive that electronics shops must map large, specification-heavy catalogues cleanly. Shopify offers a fast, mobile basis for this, and the strong WhatsApp focus can be carried over well with the right integrations.

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 electronics shops via the shop description (OpenGraph and Twitter metadata), limited to shops with unambiguous device signals (e.g. smartphone, laptop, headphones, camera, console) and excluding repair services, service centres and wholesale. A manual sample check found around 86% precision. All percentages refer to the 5,112 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