

STORE2X INDUSTRY REPORT

E-Commerce in the Eyewear Industry 2026: Systems, Tools and Apps of 4,700 Eyewear Shops

Original analysis of 4,741 eyewear shops: which shop system, which tools and which apps are really the standard in the eyewear industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 4,741 eyewear shops	CLASSIFICATION Shop description (OpenGraph), ~90% precision

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What does the e-commerce stack in eyewear really look like? For this report we identified around 4,700 active glasses, sunglasses and contact lens 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

- Eyewear is clearly DTC-driven: 57.9% of all eyewear shops run on Shopify, more than three times its overall market share.
- WooCommerce (18.3%) is the clear number two and the typical migration starting point.
- Klaviyo dominates marketing (21.3%) clearly ahead of Mailchimp (10.5%) and is the de-facto standard of the industry.
- Reviews matter: 31.2% of shops use a trust tool, led by Judge.me (15.1%).
- Checkout is wallet-first: PayPal (41.4%), Apple Pay (39.2%) and Shop Pay (35.5%) lead.

Which shop system does the eyewear industry use?

At 57.9%, Shopify is the clear industry standard, more than three times its overall market share. Eyewear is an image-heavy, configuration-rich product that fits a modern storefront well.

Shop system	Share of eyewear shops
Shopify	57.9%
WooCommerce	18.3%
Wix eCommerce	3.2%
Squarespace Commerce	1.7%
Shopware	0.9%
PrestaShop	0.9%
Shoptline	0.7%
Magento	0.7%

Share of 4,741 classified eyewear shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in eyewear shops?

Checkout is wallet-first, with PayPal just ahead of Apple Pay. Klarna plays an above-average role as instalment payment for higher-priced frames and lenses.

Payment method	Share of eyewear shops
PayPal	41.4%
Apple Pay	39.2%
Shop Pay	35.5%
Google Pay	24.2%

Payment method	Share of eyewear shops
Klarna	8.4%
Stripe	3.2%

Which review tools do eyewear shops use?

For eyewear as a trust and fit product, reviews matter: 31.2% of all shops use a detectable tool, led by Judge.me.

Review tool	Share of eyewear shops
Judge.me	15.1%
Trustpilot	4.6%
Loox	3.1%
Yotpo Reviews	3.0%
Trusted Shops	1.4%
Okendo	1.4%

31.2% of eyewear shops use at least one detectable review tool.

What do eyewear shops run email marketing with?

38.6% of eyewear shops use a marketing automation tool, a high value. Klaviyo dominates clearly ahead of Mailchimp.

Marketing tool	Share of eyewear shops
Klaviyo	21.3%
Mailchimp	10.5%
PushOwl	3.3%
Omnisend	3.0%
Sendinblue (Brevo)	1.5%
Privy	1.2%

38.6% of eyewear shops use at least one marketing automation tool.

How do eyewear shops communicate with customers?

23.8% of eyewear shops use a chat or support tool. WhatsApp Business leads, complemented by the e-commerce helpdesks Zendesk and Gorgias.

Chat / support tool	Share of eyewear shops
WhatsApp Business Chat	14.9%
Zendesk	2.6%
Gorgias	1.7%
Tidio	1.5%
Tawk.to	0.9%

Chat / support tool	Share of eyewear shops
Facebook Chat Plugin	0.6%

23.8% of eyewear shops use at least one live chat or support tool.

Which Shopify apps are most popular in eyewear?

For the shops on Shopify a DTC repertoire around reviews, loyalty and wishlists emerges. Okendo (photo reviews) fits the visual, fit-oriented product.

Shopify app	Share of eyewear shops
Smile (Loyalty)	1.9%
Okendo	1.4%
Secomapp	1.3%
Swym Wishlist Plus	1.3%
Privy	1.2%
Rebuy	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

Eyewear is a clearly DTC-shaped industry: at 57.9%, Shopify is the standard, with WooCommerce at 18.3% the typical migration pool. Eyewear is an image-heavy, explanation-intensive product that benefits from a fast, modern storefront.

The tool stack is mature: Shopify plus Klaviyo (particularly strong at 21.3%), Judge.me, a wallet-first checkout with Klarna and trust tools. The high marketing and review adoption shows a professional industry.

For a migration Shopify offers exactly the building blocks eyewear shops need: performant product images, configurators for frames and lenses, a mature review ecosystem and the basis for subscription models for contact lenses.

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 eyewear shops via the shop description (OpenGraph and Twitter metadata), limited to shops with unambiguous product signals (e.g. glasses, sunglasses, contact lenses, eyewear) and excluding eye doctors and clinics. A manual sample check found around 90% precision. All percentages refer to the 4,741 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