

STORE2X INDUSTRY REPORT

E-Commerce in the Food Industry 2026: Systems, Tools and Apps of 66,000 Food Shops

Original analysis of 66,591 food and beverage shops: which shop system, which tools and which apps are really the standard in the food industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 66,591 food shops	CLASSIFICATION Shop description (OpenGraph), ~85% precision

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What does the e-commerce stack in the food and beverage industry really look like? For this report we identified around 66,500 active food, delicatessen, coffee, tea and beverage 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 an unusually diverse industry.

RESULTS

Key findings

- Food is the most fragmented industry in our reports: Shopify leads at 31.1%, but Squarespace (12.4%) and Wix (11.2%) together are almost as strong, a sign of many small producers and direct sellers.
- WooCommerce (18.8%) is the clear number two and the typical starting point for a migration.
- Alongside the big builders there are industry-specific niche systems like City Hive (spirits) and Commerce7 (wineries) that barely exist in other industries.
- Tool adoption is lower overall than in other industries because many small producers run a lean stack: only 25.9% use marketing automation, and Klaviyo (10.1%) is only just ahead of Mailchimp (9.3%).
- Subscription models are the food signature: Seal Subscriptions is the most-used Shopify app, joined by Recharge and Bold Subscriptions, classic for coffee, wine and delicatessen subscriptions.
- Checkout is wallet-first but more restrained than in beauty or jewelry: Apple Pay (23.4%), Shop Pay (22.0%) and PayPal (20.3%) lead.

Which shop system does the food industry use?

Unlike in beauty, jewelry or fashion, there is no overwhelming Shopify dominance in food. At 31.1% Shopify leads, but the builders Squarespace and Wix together reach almost the same share, a hint at many small producers, farm shops and direct sellers.

Shop system	Share of food shops
Shopify	31.1%
WooCommerce	18.8%
Squarespace Commerce	12.4%
Wix eCommerce	11.2%
Square Online	2.3%
City Hive	1.3%
PrestaShop	0.7%
Commerce7	0.7%
Shopware	0.7%
Webflow Ecommerce	0.4%

Share of 66,591 classified food shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in food shops?

Checkout is wallet-first but overall less developed than in industries with a higher Shopify share, because many builder and self-hosted shops offer express checkouts less often.

Payment method	Share of food shops
Apple Pay	23.4%
Shop Pay	22.0%
PayPal	20.3%
Google Pay	13.8%
Stripe	3.7%
Klarna	3.4%

Which review tools do food shops use?

Reviews are less common in food than in other industries: only 15.7% of shops use a detectable tool. Where one is in use, Judge.me dominates.

Review tool	Share of food shops
Judge.me	8.2%
Trustpilot	1.4%
Trustindex	1.3%
Yotpo Reviews	1.3%
Loox	1.0%
Klaviyo Reviews	0.8%

15.7% of food shops use at least one detectable review tool.

What do food shops run email marketing with?

Marketing automation shows the fragmentation again: 25.9% of shops use a tool, and unlike in almost all other industries Klaviyo is only just ahead of Mailchimp.

Marketing tool	Share of food shops
Klaviyo	10.1%
Mailchimp	9.3%
PushOwl	2.1%
Omnisend	1.4%
Sendinblue (Brevo)	1.3%
HubSpot	1.2%

25.9% of food shops use at least one marketing automation tool.

How do food shops communicate with customers?

Live chat is less common in food than in consultative industries: only 13.0% of shops use a tool, led by WhatsApp Business.

Chat / support tool	Share of food shops
WhatsApp Business Chat	9.1%
Zendesk	1.0%
Tidio	0.6%
Gorgias	0.6%
Tawk.to	0.4%
Facebook Chat Plugin	0.4%

13.0% of food shops use at least one live chat or support tool.

Which Shopify apps are most popular in food?

For the shops on Shopify the most important app category is clear: subscription management. Seal Subscriptions leads, joined by Recharge and Bold Subscriptions, classic for coffee, wine and delicatessen subscriptions.

Shopify app	Share of food shops
Seal Subscriptions	1.9%
Smile (Loyalty)	1.7%
Hextom Free Shipping Bar	0.9%
Privy	0.7%
Secomapp	0.7%
ShopPad Infinite Options	0.7%

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

What this means for your shop

Food is the exception among industries: instead of clear Shopify dominance we see a fragmented market of Shopify, WooCommerce and the builders Squarespace and Wix. This reflects the structure of the industry, where many small producers, farm shops and direct sellers sell online with simple means.

For ambitious food brands that is precisely the opportunity: anyone wanting to grow beyond the farm-shop builder finds on Shopify the more mature foundation for subscription models, marketing automation and a wallet-first checkout. The low tool adoption of the industry shows how much professionalisation potential still lies here.

The clearest food signature is subscription models: Seal Subscriptions, Recharge and Bold Subscriptions capture the coffee, wine and delicatessen subscription, a revenue model that is hard to implement on builders and part of the standard repertoire on Shopify.

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 food shops via the shop description (OpenGraph and Twitter metadata): a shop counts as food when its description contains unambiguous food and beverage terms (e.g. groceries, delicatessen, coffee, tea, wine, spices) and no contradicting signals. A manual sample check found around 85% precision; the remaining fuzziness mainly concerns adjacent areas such as hospitality experiences and merchandise. All percentages refer to the 66,591 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