

STORE2X INDUSTRY REPORT

E-Commerce in the Furniture Industry 2026: Systems, Tools and Apps of 34,000 Furniture Shops

Original analysis of 34,319 furniture and home shops: which shop system, which tools and which apps are really the standard in the furniture industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 34,319 furniture shops	CLASSIFICATION Shop description (OpenGraph), ~85% precision

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What does the e-commerce stack in the furniture and home industry really look like? For this report we identified around 34,000 active furniture, interior and home 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.

RESULTS

Key findings

- Shopify leads at 38.1%, but WooCommerce is stronger here at 29.2% than in almost any other industry, a sign that furniture is particularly self-hosted-heavy and offers the largest relative migration pool.
- Live chat is above-average in furniture (28.4%) because selling is consultative and high-priced: WhatsApp Business leads, followed by Podium (showroom/local focus).
- Klaviyo (10.0%) and Mailchimp (9.3%) are almost level, and HubSpot (1.9%) is above-average, a hint at B2B and interior-design businesses.
- Reviews run on Judge.me (9.2%), complemented in the DACH region by Trusted Shops (1.6%).
- Checkout is wallet-first: Apple Pay (25.9%), PayPal (25.7%) and Shop Pay (23.9%), and Klarna (6.2%) is relevant as instalment payment for higher-priced furniture.

Which shop system does the furniture industry use?

Shopify leads at 38.1%, but the remarkable part is the number two: WooCommerce reaches 29.2% and is thus stronger than in almost any other industry. The furniture industry sits on self-hosted systems above average.

Shop system	Share of furniture shops
Shopify	38.1%
WooCommerce	29.2%
Wix eCommerce	6.6%
Squarespace Commerce	5.2%
Tiendanube	1.9%
PrestaShop	1.7%
Shopware	1.3%
Magento	0.7%
JTL Shop	0.4%
OpenCart	0.3%

Share of 34,319 classified furniture shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in furniture shops?

Checkout is wallet-first. Because furniture is high-priced, Klarna plays a larger role as an instalment and buy-now-pay-later provider than in many other industries.

Payment method	Share of furniture shops
Apple Pay	25.9%
PayPal	25.7%
Shop Pay	23.9%
Google Pay	17.3%
Klarna	6.2%
Stripe	3.5%

Which review tools do furniture shops use?

For high-priced purchases, trust is decisive. 20.7% of all furniture shops use a detectable review tool, led by Judge.me and with Trusted Shops as a strong DACH player.

Review tool	Share of furniture shops
Judge.me	9.2%
Trustpilot	3.2%
Trustindex	2.3%
Trusted Shops	1.6%
Loox	1.5%
Yotpo Reviews	1.2%

20.7% of furniture shops use at least one detectable review tool.

What do furniture shops run email marketing with?

27.0% of furniture shops use a marketing automation tool. Klaviyo and Mailchimp are almost level, and the above-average HubSpot usage points to B2B and interior-design businesses.

Marketing tool	Share of furniture shops
Klaviyo	10.0%
Mailchimp	9.3%
PushOwl	2.4%
HubSpot	1.9%
Omnisend	1.7%
Sendinblue (Brevo)	1.5%

27.0% of furniture shops use at least one marketing automation tool.

How do furniture shops communicate with customers?

Customer contact is above-average: 28.4% of furniture shops use a chat or support tool, clearly more than in most industries. This fits the consultative, high-priced sale.

Chat / support tool	Share of furniture shops
WhatsApp Business Chat	19.9%
Tawk.to	1.6%
Tidio	1.4%
Podium	1.3%
Zendesk	1.3%
Gorgias	0.6%

28.4% of furniture shops use at least one live chat or support tool.

Which Shopify apps are most popular in furniture?

For the shops on Shopify, wishlists and basic conversion tools lead. Wishlists fit the long decision process for furniture, where customers compare products across several visits.

Shopify app	Share of furniture shops
Swym Wishlist Plus	1.1%
Pandectes (GDPR)	0.8%
Smile (Loyalty)	0.7%
Privy	0.7%
Avada SEO	0.6%

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

What this means for your shop

The furniture industry has the largest relative migration pool of all analysed industries: at 29.2% WooCommerce, almost a third of shops sit on a self-hosted system, with the familiar drawbacks in performance, maintenance and security, a real problem especially for image-heavy furniture shops.

The high live-chat share (28.4%) shows the peculiarity of the industry: buying furniture is consultative and high-priced. A competitive shop combines Shopify with WhatsApp Business, a wallet-first checkout including Klarna instalments, and trust tools like Judge.me or Trusted Shops.

The data makes a double case for migration: Shopify is the largest target market and offers, with instalment payment, wishlists and performant image display, exactly the functions that high-priced, consultative furniture shops need.

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 furniture shops via the shop description (OpenGraph and Twitter metadata): a shop counts as furniture when its description contains unambiguous furniture and home terms (e.g. furniture, sofa, shelf, mattress, interior) and no contradicting signals. A manual sample check found around 85% precision; the remaining fuzziness mainly concerns adjacent areas such as commercial-kitchen equipment and service providers. All percentages refer to the 34,319 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