

STORE2X INDUSTRY REPORT

E-Commerce in the Home Decor Industry 2026: Systems, Tools and Apps of 12,000 Decor Shops

Original analysis of 12,049 home decor shops: which shop system, which tools and which apps are really the standard in the home decor industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 12,049 decor shops	CLASSIFICATION Shop description (OpenGraph), ~85% precision

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What does the e-commerce stack in home decor really look like? For this report we identified around 12,000 active decor, home accessory and home textile 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

- Home decor is the second most Shopify-heavy industry after jewelry: 63.9% of all decor shops run on Shopify, more than three times its overall market share.
- WooCommerce (14.0%) is the clear number two and the typical migration starting point.
- Checkout is markedly wallet-first: Apple Pay (48.0%), PayPal (45.8%) and Shop Pay (45.7%) are among the highest values of all industries.
- Klaviyo dominates marketing (17.5%) ahead of Mailchimp (11.6%), and reviews run on Judge.me (19.6%).
- The decor signature is visual: Instafeed (Instagram feed) is among the most-used apps because decor is an inspiration- and impulse-driven business.

Which shop system does the home decor industry use?

Home decor is the second most Shopify-heavy industry in our reports after jewelry: 63.9% of all shops run on Shopify. This is a clear market dominance, with WooCommerce following at a distance.

Shop system	Share of decor shops
Shopify	63.9%
WooCommerce	14.0%
Wix eCommerce	4.5%
Squarespace Commerce	2.7%
Shopware	1.4%
JTL Shop	0.7%
PrestaShop	0.5%
Magento	0.5%

Share of 12,049 classified decor shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in decor shops?

Checkout is markedly wallet-first, with some of the highest adoption values of all industries, a direct consequence of the high Shopify share. Klarna is above-average as an impulse and instalment provider.

Payment method	Share of decor shops
Apple Pay	48.0%
PayPal	45.8%
Shop Pay	45.7%
Google Pay	32.2%
Klarna	9.7%
Stripe	2.3%

Which review tools do decor shops use?

32.5% of all decor shops use a detectable review tool. Judge.me dominates clearly ahead of Trustpilot and Loox.

Review tool	Share of decor shops
Judge.me	19.6%
Trustpilot	3.3%
Loox	3.0%
Yotpo Reviews	1.8%
Trusted Shops	1.8%
Klaviyo Reviews	1.4%

32.5% of decor shops use at least one detectable review tool.

What do decor shops run email marketing with?

37.6% of decor shops use a marketing automation tool. Klaviyo leads clearly ahead of Mailchimp and is the de-facto standard of the industry.

Marketing tool	Share of decor shops
Klaviyo	17.5%
Mailchimp	11.6%
PushOwl	3.4%
Omnisend	3.0%
Privy	1.7%
Sendinblue (Brevo)	1.4%

37.6% of decor shops use at least one marketing automation tool.

How do decor shops communicate with customers?

17.6% of decor shops use a chat or support tool, led by WhatsApp Business.

Chat / support tool	Share of decor shops
WhatsApp Business Chat	11.8%
Zendesk	1.2%
Tidio	1.2%
Gorgias	0.9%
Tawk.to	0.7%
Facebook Chat Plugin	0.4%

17.6% of decor shops use at least one live chat or support tool.

Which Shopify apps are most popular in decor?

For the shops on Shopify a visual, inspiration-driven signature emerges: alongside loyalty (Smile) and wishlists (Swym), Instafeed for embedding Instagram content is among the most-used apps.

Shopify app	Share of decor shops
Smile (Loyalty)	3.0%
Swym Wishlist Plus	2.5%
Privy	1.7%
Pandectes (GDPR)	1.3%
Instafeed	1.3%
Hextom Free Shipping Bar	1.3%

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

What this means for your shop

Home decor is a small but highly Shopify-dominated niche: at 63.9%, Shopify is the clear industry standard, only jewelry ranks higher. Anyone still on WooCommerce or a builder here is the exception, not the rule.

The signature of the industry is visual and impulse-driven: the high wallet adoption (Apple Pay 48%), an above-average Klarna share and apps like Instafeed reflect a business in which purchase decisions are triggered by inspiration and looks.

For a migration Shopify offers exactly these strengths: fast, image-heavy storefronts, a mature wallet-first checkout and an app ecosystem for visual content and social proof, the building blocks a decor shop needs to sell.

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 decor shops via the shop description (OpenGraph and Twitter metadata): a shop counts as decor when its description contains unambiguous terms (e.g. decor, decoration, home decor, home accessory, candles, home textiles) and no contradicting signals. A manual sample check found around

85% precision; the remaining fuzziness mainly concerns adjacent areas such as gifts and DIY. All percentages refer to the 12,049 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