

STORE2X INDUSTRY REPORT

E-Commerce in the Industrial Sector 2026: Systems, Tools and Apps of 7,800 Industrial Shops

Original analysis of 7,792 industrial and machinery shops: which shop system and which tools are really the standard in industrial B2B e-commerce.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 7,792 industrial shops	CLASSIFICATION Shop description (OpenGraph), ~88% precision

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What does the e-commerce stack in industrial B2B really look like? For this report we identified around 7,800 active industrial, machinery and plant shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment methods and tools they use. The result is the clear outlier among all industries.

RESULTS

Key findings

- Industrial is the outlier of all industries: it is the only one where Shopify does NOT lead, WooCommerce does at 45.6%, while Shopify reaches only 17.9%.
- This reflects the B2B and manufacturer character of the sector: many self-hosted shops focused on catalogue and enquiry rather than a fast DTC checkout.
- In marketing it is not Klaviyo that dominates but Mailchimp (6.5%) and HubSpot (4.0%), typical tools for B2B lead generation rather than DTC newsletters.
- Checkout is weakly developed: PayPal (14.1%) leads, wallet adoption and reviews are low, because much business runs via quote and invoice.
- Customer contact, by contrast, is above-average: 29.7% use a chat tool, led by WhatsApp Business (22.0%), fitting the enquiry-driven B2B sale.

Which shop system does the industrial sector use?

Industrial is the only industry in our reports where Shopify does not lead: at 45.6%, WooCommerce dominates, and Shopify reaches only 17.9%. This is a direct expression of the self-hosted-heavy, B2B-shaped character of the sector.

Shop system	Share of industrial shops
WooCommerce	45.6%
Shopify	17.9%
Wix eCommerce	7.2%
Squarespace Commerce	2.6%
PrestaShop	1.2%
Magento	0.7%
Shoptet	0.7%
OpenCart	0.7%
Shopware	0.5%
Ueeshop	0.4%

Share of 7,792 classified industrial shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in industrial shops?

Checkout is clearly weaker than in DTC industries. This lies in the nature of the B2B business: many orders run via quote, invoice and customer account rather than a wallet checkout.

Payment method	Share of industrial shops
PayPal	14.1%
Apple Pay	11.8%
Shop Pay	11.3%
Google Pay	8.0%
Stripe	3.5%
Klarna	1.7%

Which review tools do industrial shops use?

Reviews play a minor role in industrial B2B: only 9.0% of shops use a detectable tool, because purchase decisions are made more via specification and relationship than via star ratings.

Review tool	Share of industrial shops
Judge.me	4.3%
Trustindex	1.6%
Trustpilot	1.3%
Yotpo Reviews	0.4%

9.0% of industrial shops use at least one detectable review tool.

What do industrial shops run marketing with?

Marketing shows the B2B character too: it is not the DTC standard Klaviyo that leads but Mailchimp and the CRM-adjacent HubSpot, classic tools for lead generation and sales rather than newsletter automation.

Marketing tool	Share of industrial shops
Mailchimp	6.5%
HubSpot	4.0%
Klaviyo	2.9%
Sendinblue (Brevo)	1.2%
PushOwl	1.2%
Omnisend	0.8%

18.1% of industrial shops use at least one marketing automation tool.

How do industrial shops communicate with customers?

Customer contact is above-average: 29.7% of industrial shops use a chat or support tool, clearly more than in many DTC industries. This fits the enquiry- and consultation-driven B2B sale.

Chat / support tool	Share of industrial shops
WhatsApp Business Chat	22.0%
Tawk.to	2.9%
Facebook Chat Plugin	1.3%
Tidio	1.2%
HubSpot Chat	0.9%
Zendesk	0.8%

29.7% of industrial shops use at least one live chat or support tool.

What this means for your shop

Industrial is the exception that proves the rule: while DTC industries like jewelry, beauty or supplements clearly rely on Shopify, WooCommerce leads here at 45.6%. Industrial B2B e-commerce is self-hosted-heavy and revolves around catalogue, enquiry and quote, not fast impulse checkout.

This shows across the whole stack: HubSpot and Mailchimp instead of Klaviyo, low wallet and review adoption, but above-average live chat for enquiries. The sales process is consultation- and relationship-driven.

For store2x the reading is nuanced: the migration pool is large with almost half the shops on WooCommerce, but the target architecture must fit the B2B process, for example with customer accounts, price lists and quote functions. A Shopify migration is worthwhile here above all where a manufacturer wants to grow its DTC business.

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 industrial shops via the shop description (OpenGraph and Twitter metadata), limited to shops with unambiguous product signals (e.g. machinery, machine tool, hydraulics, pneumatics, CNC, industrial equipment). A manual sample check found around 88% precision. All percentages refer to the 7,792 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