

STORE2X INDUSTRY REPORT

E-Commerce in the Jewelry Industry 2026: Systems, Tools and Apps of 42,000 Jewelry Shops

Original analysis of 42,007 jewelry and watch shops: which shop system, which tools and which apps are really the standard in the jewelry industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 42,007 jewelry shops	CLASSIFICATION Shop description (OpenGraph), ~88% precision

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What does the e-commerce stack in the jewelry industry really look like? For this report we identified around 42,000 active jewelry, watch and jeweller 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 the industry: which technology is standard, what is niche, and what do the most successful shops rely on?

RESULTS

Key findings

- Jewelry is the most Shopify-heavy industry of all: 61.0% of all jewelry shops run on Shopify, more than three times its overall market share across all industries.
- WooCommerce (16.0%) is the clear number two and the typical starting point for a migration.
- Klaviyo dominates email marketing (16.9%), well ahead of Mailchimp (10.9%): Klaviyo is the de-facto standard of successful jewelry shops.
- Reviews run on Judge.me (16.8%), by far the most popular trust tool in the industry, ahead of Trustpilot and Loox.
- Checkout is strongly wallet-first and unusually well developed: Apple Pay (43.0%), PayPal (42.4%) and Shop Pay (40.0%), and Klarna (8.8%) matters noticeably more for higher-priced jewelry than in other industries.
- Jewelry has its own app signature: wishlists (Swym, 2.7%) and personalisation/engraving (ShopPad Infinite Options) are strikingly common here because jewelry is a gift and customisation business.

Which shop system does the jewelry industry use?

No other result in our reports is as clear-cut: at 61%, Shopify is more strongly represented in jewelry than in any other industry analysed so far. This is not a narrow lead but a clear market dominance.

Shop system	Share of jewelry shops
Shopify	61.0%
WooCommerce	16.0%
Wix eCommerce	4.6%
Squarespace Commerce	3.0%
PrestaShop	1.2%
Square Online	0.5%
Magento	0.4%
OpenCart	0.4%
Shopware	0.4%
Lightspeed eCom	0.3%

Share of 42,007 classified jewelry shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in jewelry shops?

Checkout in the jewelry industry is markedly wallet-first and overall more developed than in many other industries, a direct consequence of the high Shopify share. For higher-priced pieces, Klarna plays a noticeably larger role as a buy-now-pay-later provider.

Payment method	Share of jewelry shops
Apple Pay	43.0%
PayPal	42.4%
Shop Pay	40.0%
Google Pay	26.3%
Klarna	8.8%
Stripe	2.7%

Which review tools do jewelry shops use?

Trust is decisive for higher-priced jewelry. 28.9% of all analysed shops use a detectable review tool, and the market has a clear favourite.

Review tool	Share of jewelry shops
Judge.me	16.8%
Trustpilot	3.6%
Loox	2.8%
Yotpo Reviews	1.8%
Klaviyo Reviews	1.3%
Trustindex	1.2%

28.9% of jewelry shops use at least one detectable review tool.

What do jewelry shops run email marketing with?

Email and automation are the revenue engine in jewelry e-commerce. 36.2% of shops use a marketing automation tool, and Klaviyo has clearly overtaken Mailchimp.

Marketing tool	Share of jewelry shops
Klaviyo	16.9%
Mailchimp	10.9%
PushOwl	3.3%
Omnisend	2.9%
Privy	1.7%
Sendinblue (Brevo)	1.6%

36.2% of jewelry shops use at least one marketing automation tool.

How do jewelry shops communicate with customers?

Customer contact in the jewelry industry is predominantly mobile: WhatsApp Business is by far the most-used chat tool and comes ahead of all classic helpdesk solutions combined.

Chat / support tool	Share of jewelry shops
WhatsApp Business Chat	15.2%
Podium	1.4%
Tidio	1.3%
Zendesk	1.0%
Tawk.to	0.9%
Gorgias	0.8%

22.4% of jewelry shops use at least one live chat or support tool.

Which Shopify apps are most popular in jewelry?

For the shops on Shopify, an app repertoire typical of jewelry emerges: wishlists and product personalisation lead, because jewelry is a gift and customisation business in which engraving and configurators are standard.

Shopify app	Share of jewelry shops
Swym Wishlist Plus	2.7%
Smile (Loyalty)	2.5%
Privy	1.6%
ShopPad Infinite Options	1.6%
Hextom Free Shipping Bar	1.4%
Pandectes (GDPR)	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

For jewelry merchants the message is clearer than in any other industry: at 61%, Shopify is not one option among many but the unambiguous industry standard. Anyone still on WooCommerce or an older self-hosted system is working against the current, with the familiar drawbacks in performance, maintenance and security.

The tool stack is well rehearsed: a competitive jewelry shop today typically combines Shopify plus Klaviyo (email), Judge.me (reviews), WhatsApp Business (customer contact) and a strongly developed wallet-first checkout with Klarna for higher-priced pieces. This combination is the standard of the most successful shops.

Jewelry has its own signature that makes a migration especially attractive: wishlist and personalisation apps like Swym and ShopPad Infinite Options mirror the gift and engraving business. The target market Shopify offers by far the most mature app ecosystem for exactly these needs, from configurators to wishlists to trust and loyalty tools.

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 jewelry shops via the shop description (OpenGraph and Twitter metadata): a shop counts as jewelry when its description contains unambiguous jewelry and watch terms (e.g. jewellery, jeweller, bijoux, necklace, watches) and no contradicting signals. Pure consumer-electronics shops selling smartwatches, wearables and fitness trackers were deliberately excluded. A manual sample check found around 88% precision after this cleanup; the remaining fuzziness mainly concerns mixed assortments (e.g. fashion shops with a jewelry section). All percentages refer to the 42,007 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