

STORE2X INDUSTRY REPORT

E-Commerce in the Pet Supplies Industry 2026: Systems, Tools and Apps of 5,200 Pet Shops

Original analysis of 5,247 pet supply shops: which shop system, which tools and which apps are really the standard in the pet industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 5,247 pet shops	CLASSIFICATION Shop description (OpenGraph), ~80% precision

Published on September 2, 2026 · By Richard Roth and Till Täubrich

What does the e-commerce stack in pet supplies really look like? For this report we identified around 5,200 active pet supply, pet food and pet 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 subscription apps they use.

RESULTS

Key findings

- Shopify is the industry standard: 48.5% of all pet shops run on Shopify, clearly above the overall market average.
- WooCommerce (22.5%) is the clear number two and the typical starting point for a migration.
- Klaviyo dominates marketing (16.2%) ahead of Mailchimp (9.9%).
- Reviews run on Judge.me (16.3%), the most popular trust tool in the industry.
- The pet signature is the subscription: Seal Subscriptions is the most-used Shopify app, joined by Recharge, classic for automatic pet-food replenishment.

Which shop system does the pet industry use?

At 48.5%, Shopify is the clear industry standard, well above the overall market average. WooCommerce is the number two at 22.5% and the typical migration starting point.

Shop system	Share of pet shops
Shopify	48.5%
WooCommerce	22.5%
Wix eCommerce	5.1%
Squarespace Commerce	2.0%
Shopware	1.3%
Tray	0.8%
JTL Shop	0.7%
Lightspeed eCom	0.7%
Tiendanube	0.6%
PrestaShop	0.6%

Share of 5,247 classified pet shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in pet shops?

Checkout is wallet-first. The adoption of Recharge as a subscription payment solution stands out, fitting the repeat-purchase business with pet food.

Payment method	Share of pet shops
Apple Pay	35.1%
PayPal	33.9%
Shop Pay	33.0%
Google Pay	24.7%
Klarna	5.8%
Stripe	4.1%

Which review tools do pet shops use?

31.9% of all pet shops use a detectable review tool, led by Judge.me.

Review tool	Share of pet shops
Judge.me	16.3%
Trustpilot	4.1%
Yotpo Reviews	2.7%
Loox	2.5%
Trustindex	1.9%
Trusted Shops	1.6%

31.9% of pet shops use at least one detectable review tool.

What do pet shops run email marketing with?

33.6% of pet shops use a marketing automation tool. Klaviyo leads clearly ahead of Mailchimp.

Marketing tool	Share of pet shops
Klaviyo	16.2%
Mailchimp	9.9%
PushOwl	3.3%
Omnisend	2.2%
Sendinblue (Brevo)	1.7%
Privy	1.2%

33.6% of pet shops use at least one marketing automation tool.

How do pet shops communicate with customers?

22.5% of pet shops use a chat or support tool, led by WhatsApp Business.

Chat / support tool	Share of pet shops
WhatsApp Business Chat	16.0%
Zendesk	1.6%
Gorgias	1.4%
Tidio	0.9%

Chat / support tool	Share of pet shops
Tawk.to	0.9%
Facebook Chat Plugin	0.6%

22.5% of pet shops use at least one live chat or support tool.

Which Shopify apps are most popular in pet supplies?

For the shops on Shopify much revolves around subscription and loyalty: Seal Subscriptions leads, joined by loyalty (Smile) and upsell (Rebuy), exactly the repertoire of a repeat-purchase business with pet food.

Shopify app	Share of pet shops
Seal Subscriptions	3.9%
Smile (Loyalty)	3.7%
Secomapp	1.6%
Rebuy	1.3%
Privy	1.1%
Hextom Free Shipping Bar	1.1%

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

What this means for your shop

For pet merchants the message is clear: at 48.5%, Shopify is the industry standard, with WooCommerce at 22.5% the largest migration pool. Anyone still self-hosted forgoes performance and a mature app ecosystem.

The tool stack follows the DTC pattern: Shopify plus Klaviyo, Judge.me, WhatsApp Business and a wallet-first checkout. The clearest pet signature is the subscription model, because pet food is a predictable repeat-purchase business.

This is exactly where the migration lever lies: subscription apps like Seal Subscriptions and Recharge capture automatic food replenishment, a revenue model that is 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 pet shops via the shop description (OpenGraph and Twitter metadata). To reduce the fuzziness typical for this industry, we only considered shops with unambiguous product signals (e.g. pet food, pet supplies, pet products, aquarium) and excluded service providers such as vets, shelters and grooming salons. A manual sample check then found around 80% precision. All percentages refer to the 5,247 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