

STORE2X INDUSTRY REPORT

E-Commerce in the Sports Industry 2026: Systems, Tools and Apps of 3,100 Sports Shops

Original analysis of 3,150 sports and fitness shops: which shop system, which tools and which apps are really the standard in the sports industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 3,150 sports shops	CLASSIFICATION Shop description (OpenGraph), ~88% precision

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What does the e-commerce stack in the sports and fitness industry really look like? For this report we identified around 3,100 active sporting goods, sportswear and fitness shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment methods, marketing, review and chat apps they use. Service providers such as gyms, clubs and classes are explicitly excluded, this is about product shops only.

RESULTS

Key findings

- Sports shops are strongly DTC-driven: 62.2% run on Shopify, one of the highest values of all industries.
- WooCommerce (12.2%) is the clear number two and the typical starting point for a migration.
- Klaviyo dominates marketing above-average (27.4%), almost every third shop uses it.
- Reviews matter: 39.7% of shops use a trust tool, led by Judge.me (20.4%).
- Checkout is wallet-first: PayPal (45.5%), Apple Pay (44.8%) and Shop Pay (40.9%) lead, Klarna (8.9%) is the leading BNPL provider.

Which shop system does the sports industry use?

Sports shops clearly rely on Shopify: at 62.2%, the share is one of the highest of all industries. This fits an image-heavy, brand- and community-driven product world.

Shop system	Share of sports shops
Shopify	62.2%
WooCommerce	12.2%
Wix eCommerce	3.7%
Squarespace Commerce	2.1%
Shopware	1.2%
Lightspeed eCom	1.0%
PrestaShop	1.0%

Share of 3,150 classified sports shops (product shops only, no studios or clubs). The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in sports shops?

Checkout is wallet-first, with PayPal and Apple Pay almost level at the top. Klarna plays an above-average role as a buy-now-pay-later provider.

Payment method	Share of sports shops
PayPal	45.5%
Apple Pay	44.8%
Shop Pay	40.9%

Payment method	Share of sports shops
Google Pay	28.5%
Klarna	8.9%
Stripe	2.4%

Which review tools do sports shops use?

Social proof matters in sports e-commerce: 39.7% of all shops use a detectable review tool, a high value, with Judge.me as the clear favourite.

Review tool	Share of sports shops
Judge.me	20.4%
Yotpo Reviews	4.7%
Trustpilot	4.4%
Loox	3.5%
Klaviyo Reviews	2.9%
Okendo	1.9%

39.7% of sports shops use at least one detectable review tool.

What do sports shops run email marketing with?

Email marketing is the revenue engine of the industry: 45.6% of shops use a tool, one of the highest values of all industries. Klaviyo dominates clearly at 27.4%.

Marketing tool	Share of sports shops
Klaviyo	27.4%
Mailchimp	10.5%
PushOwl	5.0%
Omnisend	3.0%
Sendinblue (Brevo)	2.1%
Privy	1.5%

45.6% of sports shops use at least one marketing automation tool.

How do sports shops communicate with customers?

21.0% of sports shops use a chat or support tool. WhatsApp Business leads, complemented by the e-commerce helpdesks Zendesk and Gorgias.

Chat / support tool	Share of sports shops
WhatsApp Business Chat	11.1%
Zendesk	2.6%
Gorgias	2.1%
Tidio	1.4%

21.0% of sports shops use at least one live chat or support tool.

Which Shopify apps are most popular in sports?

For the shops on Shopify a DTC repertoire around loyalty, wishlists and photo reviews emerges, fitting a brand- and community-driven industry.

Shopify app	Share of sports shops
Smile (Loyalty)	3.9%
Swym Wishlist Plus	2.0%
Okendo	1.9%
Rebuy	1.8%
Pandectes (GDPR)	1.6%
Privy	1.5%

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

What this means for your shop

Sports is a pronounced DTC industry: at 62.2% Shopify, the platform is the clear standard, with WooCommerce at 12.2% the typical migration pool. Sports brands and retailers rely on image-heavy, community-oriented storefronts.

The tool stack is especially professional: Klaviyo (27.4%) and reviews (39.7%) are clearly above the industry average. A competitive sports shop combines Shopify plus Klaviyo, Judge.me, a wallet-first checkout with Klarna and loyalty tools like Smile.

The data makes a clear case for migration: the target market Shopify is not only the largest in sports but also has the most mature ecosystem for exactly the functions a brand- and repeat-purchase-driven sports community needs, from loyalty to wishlists to photo reviews.

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 sports shops via the shop description (OpenGraph and Twitter metadata), strictly limited to shops with unambiguous product signals (e.g. sporting goods, sportswear, running shoes, fitness equipment, bike) and rigorously excluding service providers (gyms, classes, clubs, venues). A manual sample check found around 88% precision; the remaining fuzziness mainly concerns adjacent fashion and supplement assortments. All percentages refer to the 3,150 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](#)