

STORE2X INDUSTRY REPORT

E-Commerce in the Supplements Industry 2026: Systems, Tools and Apps of 19,500 Supplement Shops

Original analysis of 19,561 supplement shops: which shop system, which tools and which apps are really the standard in the supplements industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 19,561 supplement shops	CLASSIFICATION Shop description (OpenGraph), ~88% precision

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What does the e-commerce stack in the supplements industry really look like? For this report we identified around 19,500 active supplement, vitamin and protein shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment, marketing, review and subscription apps they use. The result is the most professional e-commerce setup of all the industries we analysed.

RESULTS

Key findings

- Supplements have the most professional DTC stack of all industries: Shopify leads at 57.0%, and tool adoption is consistently the highest in our reports.
- Klaviyo is extremely dominant at 30.0%, almost every third shop uses it, and 46.7% of shops use marketing automation overall.
- Reviews are a must: 41.7% of shops use a trust tool, led by Judge.me (22.1%), because trust is decisive for ingestible products.
- The industry is subscription-driven: Seal Subscriptions (4.8%) and Recharge (7.7%) capture the repeat-purchase model, complemented by upsell tools like Rebuy (3.2%).
- Checkout is strongly wallet-first: Apple Pay (37.9%), PayPal (36.9%) and Shop Pay (34.9%) are standard.

Which shop system does the supplements industry use?

At 57.0%, Shopify is clearly the industry standard, more than three times its overall market share. WooCommerce (20.1%) is the number two and the typical migration starting point.

Shop system	Share of supplement shops
Shopify	57.0%
WooCommerce	20.1%
Wix eCommerce	3.5%
Squarespace Commerce	1.9%
PrestaShop	0.8%
Magento	0.6%
Amazon Webstore	0.6%
Shopware	0.5%

Share of 19,561 classified supplement shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in supplement shops?

Checkout is strongly developed and wallet-first, a consequence of the high Shopify share. The high adoption of Recharge (7.7%) as a subscription payment solution stands out.

Payment method	Share of supplement shops
Apple Pay	37.9%
PayPal	36.9%
Shop Pay	34.9%
Google Pay	23.0%
Klarna	6.4%
Stripe	3.0%

Which review tools do supplement shops use?

For ingestible products trust is decisive, and it shows clearly: 41.7% of all shops use a review tool, the highest value of all industries. Judge.me dominates.

Review tool	Share of supplement shops
Judge.me	22.1%
Yotpo Reviews	4.8%
Trustpilot	4.7%
Loox	3.8%
Klaviyo Reviews	2.8%
Okendo	2.2%

41.7% of supplement shops use at least one detectable review tool, the highest value of all industries.

What do supplement shops run email marketing with?

Nowhere is marketing automation as common as here: 46.7% of shops use a tool, and Klaviyo is almost overwhelming at 30.0%. Email and automation are the revenue engine of the industry.

Marketing tool	Share of supplement shops
Klaviyo	30.0%
Mailchimp	8.3%
PushOwl	5.4%
Omnisend	3.1%
Sendinblue (Brevo)	1.8%
HubSpot	1.8%

46.7% of supplement shops use at least one marketing automation tool, the highest value of all industries.

How do supplement shops communicate with customers?

24.6% of supplement shops use a chat or support tool. WhatsApp Business leads, followed by the e-commerce helpdesks Zendesk and Gorgias.

Chat / support tool	Share of supplement shops
WhatsApp Business Chat	14.2%
Zendesk	2.9%
Gorgias	2.8%
Tidio	1.2%

24.6% of supplement shops use at least one live chat or support tool.

Which Shopify apps are most popular in supplements?

For the shops on Shopify everything revolves around subscription and repeat purchase: Seal Subscriptions leads, joined by upsell tools like Rebuy and loyalty with Smile, exactly the repertoire of a repeat-purchase business.

Shopify app	Share of supplement shops
Seal Subscriptions	4.8%
Smile (Loyalty)	3.5%
Rebuy	3.2%
Secomapp	2.5%
Okendo	2.2%
Alia	2.1%

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

What this means for your shop

Supplements are the blueprint for professional DTC e-commerce: Shopify (57%), Klaviyo (30%), blanket reviews (41.7%) and a subscription-first model. No other sector uses the Shopify standard stack as consistently.

The reason lies in the economics of the industry: supplements are a repeat-purchase business with a high need for trust. That is why subscription apps (Seal, Recharge), upsell (Rebuy) and reviews (Judge.me, Okendo) are not optional here but mandatory, and exactly this repertoire is most mature on Shopify.

The data makes an unambiguous case for switching: any supplement brand still on WooCommerce forgoes the app ecosystem that makes the revenue engine of the industry, subscription and repeat purchase, efficient in the first place.

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 supplement shops via the shop description (OpenGraph and Twitter metadata): a shop counts as supplements when its description contains unambiguous terms (e.g. supplement, vitamin, protein, collagen) and no contradicting signals. A manual sample check found around 88% precision; the remaining fuzziness mainly concerns adjacent areas such as sports nutrition and natural cosmetics.

All percentages refer to the 19,561 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