

STORE2X STUDY · PERFORMANCE REPORT

Shop System Performance Report 2026: Core Web Vitals of 19 Shop Systems Compared

Our own analysis of real Chrome user data: how fast 19 common shop systems really are.

KEY FINDING

Hosted platforms deliver reliably good Core Web Vitals, while the typical migration sources WooCommerce and Magento lag clearly behind.

81.8%

good Core Web Vitals on Shopify

45.6%

on WooCommerce, the most widespread system

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AT A GLANCE

Key takeaways

81.8% good Core Web Vitals on Shopify 352,499 shops analysed	45.6% on WooCommerce, the most widespread system good LCP only 48.7%	5.6% on VTEX, the laggard good loading only 9.9%
96.6% on frontrunner Jimdo lightweight builder	19 shop systems analysed sample month July 2026	2.5 s LCP threshold for "good" Google Core Web Vitals

How fast is a shop really, depending on which system it runs on? For this report we combined the shop-system detection of the HTTP Archive with field data from real Chrome users (Chrome UX Report) and calculated, for 19 common shop systems, how many of their shops pass Google's Core Web Vitals, as of July 2026. Core Web Vitals are a Google ranking factor and a direct conversion lever, so the results are real money.

RESULTS

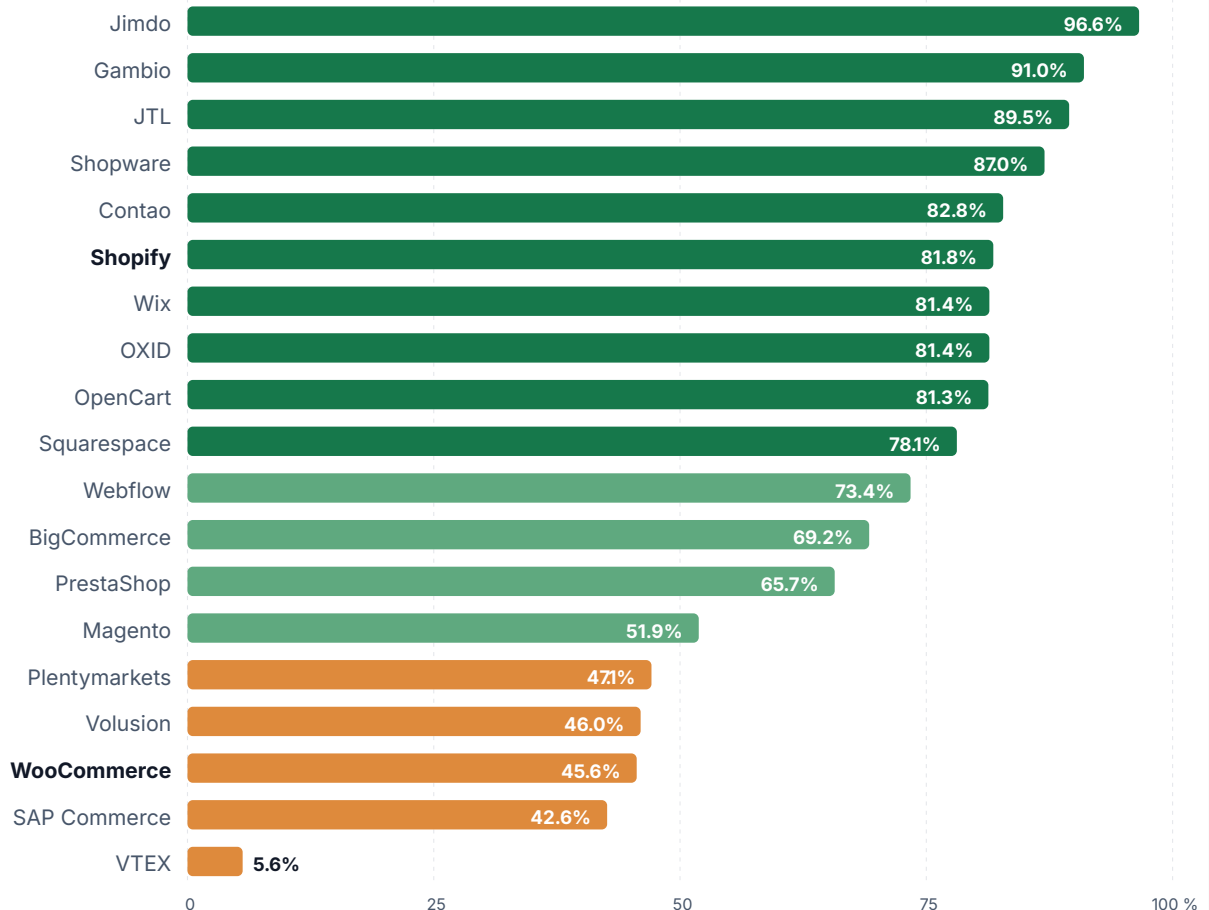
The key results

- It is not simply "SaaS good, self-hosted bad": well-maintained systems like Shopware (87%), JTL (89.5%) and Gambio (91%), plus the lightweight builder Jimdo (96.6%), actually beat Shopify on Core Web Vitals.
- The typical migration sources are at the bottom: WooCommerce (45.6%) and Magento (51.9%) pass the Core Web Vitals least often, mainly due to weak loading (WooCommerce good LCP only 48.7%).
- Shopify delivers 81.8% good Core Web Vitals, across more than 352,000 analysed shops (by far the largest sample) and out of the box, without any performance work.
- VTEX is the big outlier: only 5.6% of shops pass the Core Web Vitals (good loading at just 9.9%).
- The difference comes from loading: INP and CLS are good on almost all systems; the ranking is decided by load time (LCP).
- Context: a fast Shopware or JTL reaches its numbers through good hosting and development work. Shopify delivers comparable numbers hosted and maintenance-free.

VISUALIZATION

The numbers at a glance

Share of shops with good Core Web Vitals



DATA TABLE

All values in detail

Shop system	Good CWV	Good loading (LCP)	INP	CLS	Shops (n)
Jimdo	96.6%	98.3%	99.1%	98.7%	16,074
Gambio	91.0%	93.0%	98.8%	98.8%	1,293
JTL	89.5%	92.7%	98.4%	97.4%	2,676
Shopware	87.0%	91.3%	98.7%	95.9%	6,786
Contao	82.8%	90.3%	95.5%	94.9%	7,231
Shopify	81.8%	89.0%	92.4%	95.1%	352,499
Wix	81.4%	85.7%	94.1%	98.3%	87,827
OXID	81.4%	90.7%	94.6%	93.8%	808
OpenCart	81.3%	85.8%	97.0%	95.1%	15,580
Squarespace	78.1%	83.4%	98.3%	93.0%	66,147

Shop system	Good CWV	Good loading (LCP)	INP	CLS	Shops (n)
Webflow	73.4%	78.0%	94.5%	95.5%	6,512
BigCommerce	69.2%	87.8%	97.9%	77.9%	9,682
PrestaShop	65.7%	75.3%	93.3%	89.9%	40,470
Magento	51.9%	62.9%	90.8%	78.2%	28,542
Plentymarkets	47.1%	84.3%	99.2%	52.6%	662
Volusion	46.0%	57.6%	90.0%	90.7%	568
WooCommerce	45.6%	48.7%	94.8%	92.4%	416,199
SAP Commerce	42.6%	68.6%	81.6%	62.9%	1,670
VTEX	5.6%	9.9%	52.0%	34.7%	3,078

"Good" = 75th percentile with LCP <= 2.5 s, INP <= 200 ms and CLS <= 0.1. n = analysed shops with CrUX data.

Results in detail

Why Core Web Vitals decide revenue

Core Web Vitals are Google's metrics for the loading performance a page actually delivers. They measure three things: how quickly the main content becomes visible (LCP, Largest Contentful Paint), how quickly the page responds to input (INP, Interaction to Next Paint) and how stable the layout stays (CLS, Cumulative Layout Shift).

Since 2021 they have been part of the page-experience signals and feed into Google rankings. Just as important: every extra second of load time costs conversion. Anyone scoring badly on Core Web Vitals loses twice, in visibility and in revenue.

The decisive lever is loading (LCP)

On INP and CLS almost all systems are in the green. The big differences come from loading: Shopify reaches 89.0% on LCP, WooCommerce only 48.7%.

LCP depends on server response time, theme, images and scripts, exactly the areas that self-hosted systems own themselves. Hosted platforms with their own CDN and optimised delivery have a structural advantage here.

The migration sources in detail: WooCommerce and Magento

With more than 416,000 analysed shops WooCommerce is by far the most widespread system, yet only 45.6% pass the Core Web Vitals. The bottleneck is loading (LCP 48.7%), the typical result of variable hosting, many plugins and heavy WordPress themes.

Magento comes in at 51.9% (LCP 62.9%). The architecture is powerful but complex, with several caching layers that often don't work optimally in day-to-day use. Both are systems merchants regularly migrate away from, and the data shows why.

A surprise: well-maintained systems lead

At the very top are not the big SaaS names but the lightweight builder Jimdo (96.6%) and well-kept systems common in the DACH region, such as Gambio (91.0%), JTL (89.5%) and Shopware (87.0%).

Important context: these numbers often reflect good hosting and clean implementation, not the platform alone. A fast Shopware is possible, but it costs development and operating effort. The difference to Shopify is less the result than the path to get there.

The outlier: VTEX

VTEX falls dramatically out of line with only 5.6% of shops passing the Core Web Vitals, on a solid sample of more than 3,000 shops. The share with good LCP is just 9.9%.

Such numbers are typical of heavy, JavaScript-laden enterprise storefronts. For merchants who want to build reach through organic search, that is a serious handicap.

What sets Shopify apart

Shopify is not the theoretical number one, but it delivers 81.8% good Core Web Vitals, across more than 352,000 shops, by far the largest sample in the field. That reliability at scale is the real point.

What matters is "out of the box": merchants reach these numbers without any performance engineering of their own, because hosting, CDN and delivery are part of the platform. That is exactly what the self-hosted laggards lack.

Limits of the analysis

The numbers are a snapshot from July 2026 and change with every new CrUX dataset. The mapping of which domain uses which system comes from the automatic technology detection of the HTTP Archive and is not perfect in every individual case.

Systems with a very small sample (Spryker, commercetools, OroCommerce) were excluded. Website builders are analysed in their ecommerce variant so only real shops are included. The percentages refer to origins that have CrUX data for all three metrics.

What this means for your shop

For choosing a platform this means: performance is not a given for any category. What matters is whether the system, its hosting and the implementation keep loading under control. That is exactly why a few well-kept self-hosted systems sit ahead of some hosted platforms.

For the systems most merchants move away from, though, the picture is clear: WooCommerce and Magento are among the slowest. Anyone hitting performance limits there gains reliably good Core Web Vitals with a hosted platform like Shopify, without having to tune servers, caching and themes. Because Core Web Vitals feed into both rankings and conversion, that pays off twice on revenue.

Methodology

This is our own analysis: we combined the shop-system detection of the HTTP Archive (which shop system a domain uses) with field data from the Chrome UX Report (CrUX), as of July 2026, mobile users. A shop counts as "good" when its 75th percentile is LCP $\leq$ 2.5 s, INP $\leq$ 200 ms and CLS $\leq$ 0.1, and it has data for all three metrics. For website builders (Wix, Squarespace, Webflow) we use their ecommerce variant so only real shops are included; different editions (e.g. OXID, plentymarkets) are combined. Systems with a very small sample (Spryker, commercetools, OroCommerce) were deliberately excluded. All values are a snapshot and change with new CrUX data.

Sources

- [Chrome UX Report \(CrUX\) – Google field data from real users](#)
- [HTTP Archive – technology detection & data](#)
- [Google: Core Web Vitals \(definition & thresholds\)](#)

About store2x

store2x migrates online shops to Shopify without data or ranking loss, and optimises them for performance and SEO. This study was produced by Richard Roth and Till Täubrich.

Free analysis: store2x.com