STORE2X STUDY · MARKET REPORT

Shop System Market Share 2026: Which Platforms Are Growing and Which Are Shrinking

Original analysis of around 2.5 million shops: who is winning and who is losing in the shop system market.

KEY FINDING

The market is consolidating towards hosted platforms: Shopify and Wix are growing, while WooCommerce, Magento and the classic self-hosted systems lose shops.

+20.9%
growth for Shopify

-7.4%
for market leader WooCommerce

Published on August 21, 2026 · Based on: HTTP Archive (technology detection), June 2024 to June 2026
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AT A GLANCE

Key takeaways

+20.9% growth for Shopify from 573,000 to 693,000 shops	**-7.4%** for market leader WooCommerce from 1.12M to 1.03M	**+120,000** more shops for Shopify in just two years
-27.6% for Magento a classic migration source	**-39%** for OXID and Volusion the steepest declines in the field	**2.5M** shops analysed as of June 2026

Where is the shop system market heading? For this report we analysed the technology detection of the HTTP Archive and counted, for 19 common shop systems, how many active shops each one runs, year by year from June 2024 to June 2026. The result is a snapshot of the balance of power: WooCommerce leads by sheer volume, but the direction of travel is clear. Shopify and lean website builders are gaining, while the classic self-hosted systems lose shops year after year.

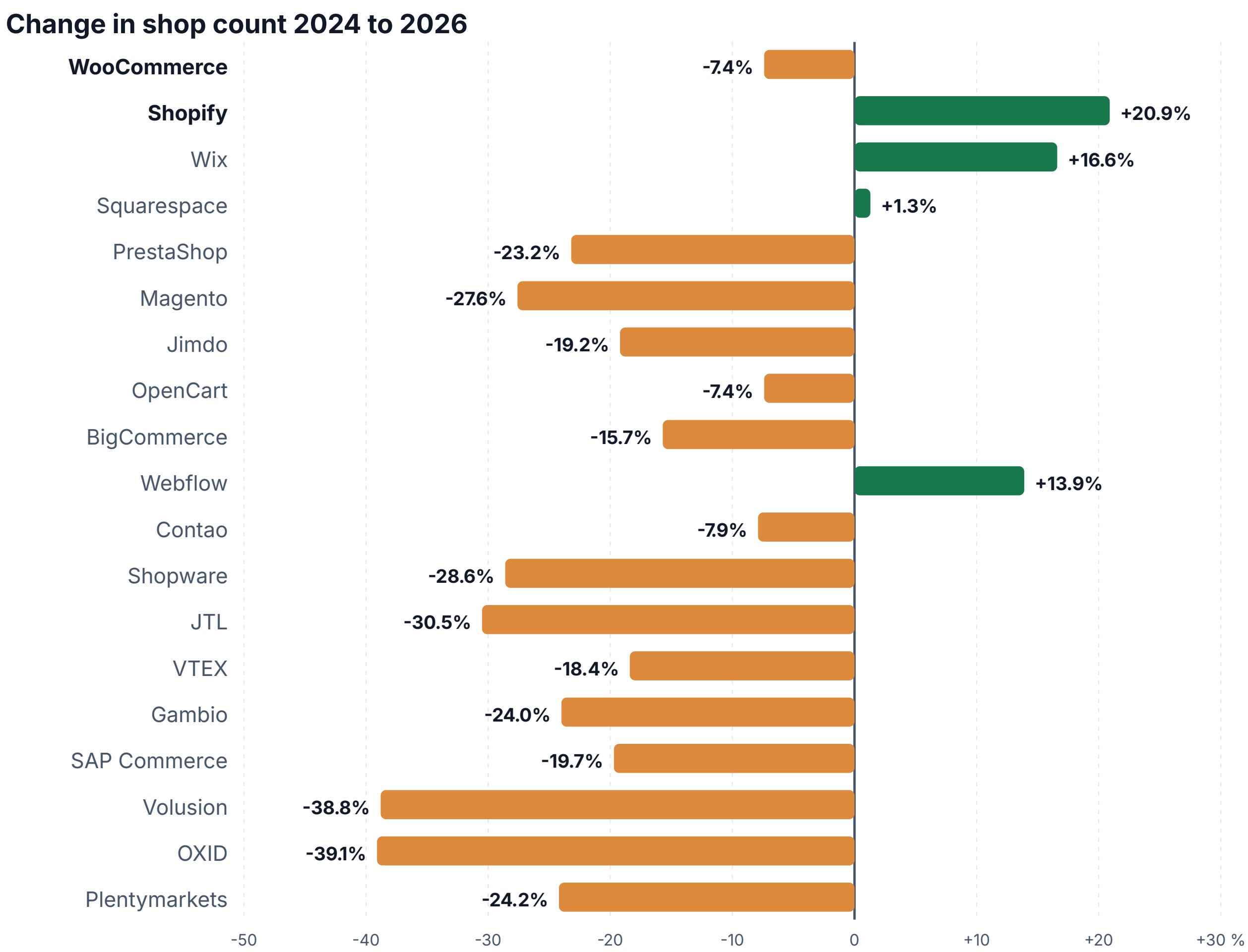
RESULTS

The key results

- Shopify is the clear winner: from 573,000 to 693,000 active shops in two years, up 20.9 percent (around 120,000 more shops).
- WooCommerce remains by far the most widespread system with over 1 million shops, but it is declining: down 7.4 percent since 2024.
- The typical migration sources are shrinking sharply: Magento down 27.6 percent, PrestaShop down 23.2 percent, OpenCart down 7.4 percent.
- The smaller self-hosted systems fall hardest: OXID down 39.1 percent, Volusion down 38.8 percent, JTL down 30.5 percent.
- Website builders do not all grow alike: Wix (up 16.6 percent) and Webflow (up 13.9 percent) are gaining, Squarespace is flat, Jimdo is losing (down 19.2 percent).
- The movement is directional: while Shopify gains around 120,000 shops, WooCommerce loses around 82,000, and almost every classic self-hosted system is in the red.

VISUALIZATION

The numbers at a glance



DATA TABLE

All values in detail

Shop system	Shops 2024	Shops 2025	Shops 2026	Change
WooCommerce	1,116,462	1,099,863	1,033,932	-7.4%
Shopify	573,370	612,387	693,145	+20.9%
Wix	250,295	262,643	291,757	+16.6%
Squarespace	243,490	239,580	246,564	+1.3%
PrestaShop	103,104	92,484	79,152	-23.2%
Magento	61,633	53,179	44,594	-27.6%
Jimdo	53,727	46,771	43,428	-19.2%
OpenCart	35,585	35,493	32,949	-7.4%
BigCommerce	20,714	18,446	17,452	-15.7%
Webflow	14,439	16,310	16,447	+13.9%

Shop system	Shops 2024	Shops 2025	Shops 2026	Change
Contao	17,500	16,467	16,124	-7.9%
Shopware	16,001	10,432	11,430	-28.6%
JTL	6,603	6,260	4,590	-30.5%
VTEX	4,438	4,101	3,621	-18.4%
Gambio	4,473	3,871	3,400	-24.0%
SAP Commerce	3,025	2,660	2,428	-19.7%
Volusion	2,291	1,821	1,402	-38.8%
OXID	2,256	1,819	1,375	-39.1%
Plentymarkets	1,457	1,266	1,104	-24.2%

Values per year: detected shop home pages (mobile crawl), deduplicated per domain. Change = 2024 to 2026.

Results in detail

The big picture: volume versus momentum

WooCommerce is and remains the giant of open ecommerce: over 1 million detectable shops run on the WordPress plugin, more than any other system. By sheer volume, it is a clear number one.

But the direction tells a different story. WooCommerce lost around 82,000 shops between 2024 and 2026, while Shopify gained around 120,000 in the same period. The gap is closing from both sides. Market share is a snapshot; momentum shows where things are heading.

Shopify: the consistent winner

Shopify grows steadily across the whole period: 573,000 shops in 2024, 612,000 in 2025, 693,000 in 2026. This is not an outlier but a trend, up 20.9 percent in two years.

The consistency is notable. While many systems fluctuate between years, Shopify shows a steady upward movement. For merchants, a growing ecosystem means something concrete: more apps, more agencies, more themes and long-term investment security.

The migration sources in reverse

The very systems merchants regularly move away from are declining most clearly. Magento has lost a good quarter of its shops (down 27.6 percent), PrestaShop almost a quarter (down 23.2 percent).

The smaller self-hosted systems are hit even harder: OXID (down 39.1 percent), Volusion (down 38.8 percent) and JTL (down 30.5 percent) each shed around a third in two years. For merchants, a shrinking system means fewer service providers over time, more slowly updated extensions and a rising risk of falling behind technologically.

Website builders: no single story

Among website builders, the detail matters. Wix is growing strongly (up 16.6 percent) and, with almost 292,000 shops, is now number three in the field. Webflow is also gaining (up 13.9 percent).

Squarespace, by contrast, is almost flat (up 1.3 percent), and Jimdo is losing clearly (down 19.2

percent). "Website builder" is not a uniform category, the trajectory depends heavily on the individual provider.

What this means for choosing a system

Anyone choosing a shop system today, or considering a switch, should look not only at current market share but at the movement. A system in steady growth attracts talent, service providers and ongoing development. A shrinking system loses exactly that, often gradually, until maintenance and hiring become expensive.

The data paints a clear picture: the market is moving towards hosted, low-maintenance platforms. For merchants on a declining self-hosted system, a switch is therefore not a bet against the market but a move with it.

Limitations of the analysis

The numbers count detectable, active shops, not revenue or order volume. A WooCommerce hobby shop counts the same as a large Shopify store. Market share by shop count and market share by revenue can therefore diverge.

The mapping comes from the automatic technology detection of the HTTP Archive and is not perfect in every individual case; some systems such as Shopware show detection fluctuations between years, which is why we look at three-year trends rather than single jumps. Very small systems (Spryker, commercetools, OroCommerce) were excluded.

What this means for your shop

For choosing a platform, direction matters more than the current standing: a system that loses shops year after year means fewer agencies, fewer up-to-date extensions and a shrinking community over time. That is exactly what shows up for Magento, PrestaShop, OXID and others.

For merchants on a shrinking self-hosted system, this is a signal to question their foundation before maintenance costs rise and specialists become scarce. The market is visibly consolidating towards hosted platforms, with Shopify in the lead. Anyone planning a move is therefore going with the trend, not against it.

Methodology

The basis is our own analysis of the HTTP Archive technology detection. For the crawls of June 2024, June 2025 and June 2026 we counted, for each, how many home pages (mobile crawl) a shop system was detected on, deduplicated per domain. The numbers therefore reflect detectable, active shops, not market revenue. Different editions (e.g. OXID, plentymarkets) are combined; website builders are counted in their ecommerce variant. Automatic detection is not perfect in every individual case, and some systems (such as Shopware) show detection fluctuations between years. Very small systems (Spryker, commercetools, OroCommerce) were excluded.

Sources

- HTTP Archive – technology detection & data
- Web Almanac – Ecommerce (HTTP Archive)
- Chrome UX Report – rank data from real users

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