# Cloudflare market share

Installmap, 2026-11-19

Cloudflare serves the homepage of 2,695 of 4,888 Inc 5000 companies (55.1%), 41.0% of Y Combinator startups and 30.3% of the Fortune 500, where Akamai is close behind at 26.5%.

Cloudflare serves the homepage of 2,695 of the 4,888 Inc 5000 companies we crawled (55.1%). Of the Inc 5000 sites where we see any edge network (Cloudflare, Akamai, CloudFront, Fastly, Vercel, Netlify or Imperva), Cloudflare has 82.9%. Fastly is second with 345 sites.

Most of those companies never signed up with Cloudflare themselves. 1,771 of the 2,695 (65.7%) are hosted on WP Engine, Kinsta, Webflow, Shopify or HubSpot CMS, and those hosts serve their customers' sites through Cloudflare. Leave them out and Cloudflare is on 924 Inc 5000 homepages (18.9%).

## Cloudflare by company list

Source: Installmap, November 2026.

| Company list | Sites crawled | On Cloudflare | Share of sites | Share of sites with an edge network | Through the five hosts | Outside them |
|---|---|---|---|---|---|---|
| Inc 5000 (2026) | 4,888 | 2,695 | 55.1% | 82.9% | 1,771 | 924 (18.9%) |
| Unicorns | 1,000 | 483 | 48.3% | 62.4% | 237 | 246 (24.6%) |
| SaaS companies | 8,048 | 3,883 | 48.2% | 70.9% | 1,789 | 2,094 (26.0%) |
| Y Combinator | 5,388 | 2,210 | 41.0% | 53.4% | 986 | 1,224 (22.7%) |
| Fortune 500 | 472 | 143 | 30.3% | 37.8% | 32 | 111 (23.5%) |
| Tranco top 10,000 | 1,572 | 466 | 29.6% | 49.5% | 59 | 407 (25.9%) |

The headline share moves from 30% to 55% between lists, almost all of it through the hosts. The part outside them sits between 19% and 26% of homepages on every list, from Inc 5000 service firms to the Fortune 500. The Tranco row covers the 1,572 sites of the Tranco top 10,000 we have crawled so far.

## Other edge networks

| Company list | Cloudflare | Akamai | CloudFront | Fastly | Vercel | Netlify | Imperva |
|---|---|---|---|---|---|---|---|
| Inc 5000 (2026) | 2,695 | 9 | 114 | 345 | 175 | 54 | 7 |
| Unicorns | 483 | 12 | 151 | 58 | 117 | 35 | 8 |
| SaaS companies | 3,883 | 64 | 1,050 | 409 | 423 | 212 | 46 |
| Y Combinator | 2,210 | 9 | 400 | 213 | 1,469 | 156 | 1 |
| Fortune 500 | 143 | 125 | 47 | 80 | 16 | 0 | 29 |

| Company list | Cloudflare | Akamai | CloudFront | Fastly | Vercel | Netlify | Imperva |
|---|---|---|---|---|---|---|---|
| Tranco top 10,000 | 466 | 144 | 226 | 137 | 27 | 19 | 11 |

Akamai barely exists outside the Fortune 500: 9 Inc 5000 homepages and 9 YC ones. In the Fortune 500 it is on 125 (26.5%), and among the 97 top 100 companies we crawled it leads with 41 homepages to Cloudflare's 18. Walmart, ExxonMobil, JPMorgan Chase, Costco and Nvidia are on Akamai. Alphabet (abc.xyz), McKesson, Fannie Mae, Eli Lilly, Broadcom and Pfizer are on Cloudflare.

## The hosts that bring Cloudflare

Inc 5000 homepages on each host, and how many of them answer through Cloudflare.

| Host | Inc 5000 sites | On Cloudflare | Share |
|---|---|---|---|
| WP Engine | 746 | 665 | 89.1% |
| Webflow | 412 | 404 | 98.1% |
| Shopify | 350 | 348 | 99.4% |
| HubSpot CMS | 261 | 240 | 92.0% |
| Kinsta | 145 | 145 | 100.0% |

This is why Inc 5000 consumer products companies are the most Cloudflare-heavy industry in the list (234 of 261, 89.7%): most of them run their store on Shopify.

## YC by batch year

| Batch years | Companies | Cloudflare | Vercel | CloudFront |
|---|---|---|---|---|
| 2005 to 2014 | 510 | 221 (43.3%) | 31 (6.1%) | 47 (9.2%) |
| 2015 to 2018 | 768 | 389 (50.7%) | 69 (9.0%) | 67 (8.7%) |
| 2019 to 2022 | 1,870 | 869 (46.5%) | 355 (19.0%) | 150 (8.0%) |
| 2023 to 2026 | 2,240 | 731 (32.6%) | 1,014 (45.3%) | 136 (6.1%) |

Vercel passed Cloudflare in the 2023 and later batches: 1,014 homepages to 731. CloudFront stays between 6% and 9% in every batch group.

## Inc 5000: Cloudflare by industry

Industries with at least 50 companies.

| Industry | Companies | On Cloudflare | Share |
|---|---|---|---|
| Consumer Products | 261 | 234 | 89.7% |
| Food & Beverage | 167 | 126 | 75.4% |
| Security | 81 | 54 | 66.7% |
| Software | 352 | 232 | 65.9% |

| Industry | Companies | On Cloudflare | Share |
|---|---|---|---|
| Artificial Intelligence & Data | 125 | 82 | 65.6% |
| Business Products | 60 | 39 | 65.0% |
| Education | 89 | 53 | 59.6% |
| Consumer Services | 126 | 75 | 59.5% |
| Legal | 187 | 111 | 59.4% |
| Healthcare & Medical | 423 | 227 | 53.7% |
| Telecommunications | 55 | 29 | 52.7% |
| Advertising, Marketing & PR | 439 | 231 | 52.6% |
| Manufacturing | 154 | 81 | 52.6% |
| Human Resources | 133 | 69 | 51.9% |
| Financial Services | 411 | 209 | 50.9% |
| Business & Corporate Services | 311 | 152 | 48.9% |
| IT Services | 388 | 182 | 46.9% |
| Logistics & Transportation | 158 | 73 | 46.2% |
| Insurance | 89 | 41 | 46.1% |
| Energy & Utilities | 61 | 28 | 45.9% |
| Travel & Hospitality | 55 | 24 | 43.6% |
| Real Estate | 113 | 49 | 43.4% |
| Construction | 307 | 130 | 42.3% |
| Government Services | 158 | 57 | 36.1% |

## Inc 5000: Cloudflare by company size

| Employees | Companies | On Cloudflare | Share |
|---|---|---|---|
| 1 to 10 | 436 | 246 | 56.4% |
| 11 to 50 | 2,022 | 1,081 | 53.5% |
| 51 to 200 | 1,469 | 828 | 56.4% |
| 201 to 500 | 528 | 278 | 52.7% |
| 501 to 1,000 | 222 | 140 | 63.1% |
| 1,001 to 5,000 | 175 | 101 | 57.7% |

Company size makes little difference in the Inc 5000. Every band sits between 52% and 64%.

## How we counted

We loaded each company's homepage in a rendering browser in September and October 2026 and matched the response against our fingerprint rules. Cloudflare counts when the homepage response carries a server: cloudflare, cf-ray or cf-cache-status header, or sets one of Cloudflare's own cookies

(__cf_bm, cf_clearance). Loading a library from cdnjs.cloudflare.com does not count. "Through the five hosts" means the site also matched WP Engine, Kinsta, Webflow, Shopify or HubSpot CMS. We read the homepage only, so a company that puts Cloudflare in front of its app or API but not its marketing site is not counted. The base is the homepages that returned a page. W3Techs measures the whole web with a different method, so its number is not comparable to these. Full method and the CSVs are in the dataset below.

## Source

https://installmap.com/research/cloudflare-market-share

Dataset: by_group.csv, cloudflare_by_host.csv, fortune500_edge_networks.csv, inc5000_by_employees.csv, inc5000_by_industry.csv, yc_by_year.csv, README.md, METHOD.md

## Denominators

| Group | Domains scored | On the list |
|---|---|---|
| Inc 5000 (2026) | 4,888 | 4,969 |
| Y Combinator companies | 5,388 | 6,133 |
| Unicorns | 1,000 | 1,111 |
| Fortune 500 | 472 | 500 |
| SaaS companies | 8,048 | 55,839 |
| Tranco top 10,000 | 1,572 | 10,000 |