

HubSpot market share

Installmap, 2026-10-22

HubSpot runs on 25.8% of Inc 5000 company websites, 15.2% of SaaS sites and 11.2% of Y Combinator sites, and is the most common marketing automation tool in every company list we crawl except the Fortune 500, where Marketo leads.

HubSpot runs on 25.8% of Inc 5000 company websites, 1,261 of 4,888. It is the most common CRM and marketing automation tool in five of the six company lists we crawl, and it accounts for 58% to 73% of all marketing automation tags we detect in the Inc 5000, SaaS and Y Combinator lists. The Fortune 500 is the exception: Marketo is on 28 homepages there and HubSpot on 12.

HubSpot market share by company list

Source: Installmap, October 2026.

Company list	Sites crawled	Sites with HubSpot	Share of sites	Share of marketing automation tags	Most common tool
Inc 5000 (2026)	4,888	1,261	25.8%	57.8%	HubSpot
Unicorns	1,000	170	17.0%	49.4%	HubSpot
SaaS companies	8,048	1,222	15.2%	67.3%	HubSpot
Y Combinator	5,388	605	11.2%	73.1%	HubSpot
Tranco top 10k (sample)	1,572	63	4.0%	42.9%	HubSpot
Fortune 500	472	12	2.5%	20.0%	Marketo (28 sites)

The second tool differs by list. In the Inc 5000 it is Klaviyo, on 329 sites, which is an ecommerce email tool rather than a B2B one. In the SaaS, unicorn, Y Combinator and Tranco lists it is Marketo. Among unicorns the gap is close: HubSpot 170, Marketo 121.

"Market share" here has two readings. Share of sites is how many company homepages load HubSpot at all. Share of marketing automation tags is HubSpot's part of all the CRM and marketing automation tools we found in that list, so a site running both HubSpot and Marketo counts once for each.

Inc 5000: HubSpot by company size

Employees	Companies	With HubSpot	Share
1 to 10	436	55	12.6%
11 to 50	2,022	469	23.2%
51 to 200	1,469	443	30.2%
201 to 500	528	168	31.8%
501 to 1,000	222	74	33.3%

Employees	Companies	With HubSpot	Share
1,001 to 5,000	175	45	25.7%

Use rises from 12.6% of the smallest companies to about a third of companies with 51 to 1,000 employees, then drops in the largest band.

Inc 5000: HubSpot by industry

Industry	Companies	With HubSpot	Share
Software	352	176	50.0%
Artificial Intelligence & Data	125	62	49.6%
Business & Corporate Services	311	101	32.5%
Financial Services	411	131	31.9%
IT Services	388	117	30.2%
Advertising, Marketing & PR	439	131	29.8%
Human Resources	133	39	29.3%
Healthcare & Medical	423	101	23.9%
Real Estate	113	27	23.9%
Logistics & Transportation	158	36	22.8%
Manufacturing	154	33	21.4%
Legal	187	29	15.5%
Consumer Services	126	17	13.5%
Construction	307	37	12.1%
Food & Beverage	167	15	9.0%
Government Services	158	13	8.2%
Consumer Products	261	17	6.5%

Half of the Inc 5000 software companies run HubSpot. Consumer product companies mostly do not: 6.5%, against 329 Klaviyo sites across the list.

Y Combinator: HubSpot by batch

Batch year	Companies	With HubSpot	Share
2019 and earlier	1,594	229	14.4%
2020 to 2021	987	179	18.1%
2022 to 2023	1,008	132	13.1%
2024 to 2025	1,157	59	5.1%
2026	642	6	0.9%

Young YC companies rarely have HubSpot on their site: 6 of 642 in the 2026 batches. Companies that YC

lists as inactive are at 2.1% (14 of 652), against 12.4% for active ones and 13.2% for acquired ones.

How we counted

We loaded each company's homepage in a rendering browser in September and October 2026 and matched the page against our fingerprint rules. HubSpot counts when the page loads its tracking script (js.hs-scripts.com, js.hs-analytics.net), sets the hubspotutk cookie, or embeds a HubSpot form or chat widget. A company that uses HubSpot only as a CRM, with nothing on its website, is not counted, so these numbers are a floor for HubSpot CRM use. The base is the sites that returned a page. Full method and CSVs are on the dataset link above.

Source

<https://installmap.com/research/hubspot-market-share>

Dataset: by_group.csv, inc5000_by_employees.csv, inc5000_by_industry.csv, yc_by_batch_year.csv, yc_by_status.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
SaaS companies	8,048	55,839
Unicorns	1,000	1,111
Fortune 500	472	500
Tranco top 10,000	1,572	10,000