Shopify market share

Installmap, 2026-11-05

Shopify runs the homepage of 350 of 4,888 Inc 5000 companies (7.2%) and 62.4% of the Inc 5000 sites that run any store platform we detect, ahead of WooCommerce at 29.4%.

Shopify runs the homepage of 350 of the 4,888 Inc 5000 companies we crawled (7.2%). Among the 561 Inc 5000 sites that run a store platform we can detect, Shopify has 62.4%, WooCommerce 29.4% and Squarespace Commerce 6.2%. Magento and BigCommerce together are on 11.

Shopify by company list

Source: Installmap, November 2026.

Company list	Sites crawled	On Shopify	Share of sites	Sites on any store platform	Shopify share of store platforms
Inc 5000 (2026)	4,888	350	7.2%	561	62.4%
Unicorns	1,000	23	2.3%	43	53.5%
Y Combinator	5,388	66	1.2%	107	61.7%
Fortune 500	472	1	0.2%	5	n/a
SaaS companies	8,048	4	0.0%	157	2.5%

Where a company sells online from its homepage, it is on Shopify about six times in ten, on the Inc 5000 and in YC alike. The Fortune 500 barely shows up: the one Shopify homepage is Constellation Brands (cbrands.com), and four more run WooCommerce. Large brands usually sell from a separate shop domain or subdomain, which a homepage crawl does not see. SaaS sites go the other way: 130 of their 157 store installs are WooCommerce.

Store platforms side by side

Company list	Shopify	WooCommerce	Squarespace Commerce	Magento	BigCommerce	Other
Inc 5000 (2026)	350	165	35	6	5	0
Y Combinator	66	20	13	7	1	0
Unicorns	23	10	1	4	2	3
SaaS companies	4	130	16	6	0	1

"Other" for unicorns is one site each on Salesforce Commerce Cloud, Shopware and PrestaShop. No site in these lists runs two store platforms on its homepage.

Inc 5000: Shopify by industry

Industries with at least 50 companies and at least one Shopify homepage.

Industry	Companies	On Shopify	Share
Consumer Products	261	206	78.9%
Food & Beverage	167	77	46.1%
Manufacturing	154	23	14.9%
Business Products	60	7	11.7%
Education	89	5	5.6%
Consumer Services	126	7	5.6%
Healthcare & Medical	423	10	2.4%
Logistics & Transportation	158	3	1.9%
Energy & Utilities	61	1	1.6%
Security	81	1	1.2%
Advertising, Marketing & PR	439	4	0.9%

Four in five Inc 5000 consumer products companies run their site on Shopify. In Consumer Products, WooCommerce is on 9 sites against Shopify's 206. Software, IT services, financial services and legal firms have one Shopify homepage between them.

Inc 5000: Shopify by company size

Employees	Companies	On Shopify	Share
1 to 10	436	97	22.2%
11 to 50	2,022	165	8.2%
51 to 200	1,469	71	4.8%
201 to 500	528	9	1.7%
501 to 1,000	222	6	2.7%
1,001 to 5,000	175	2	1.1%
5,000 and more	22	0	0.0%

Shopify's share falls with headcount, the opposite of Salesforce. One in five Inc 5000 companies with ten or fewer staff runs a Shopify store as its website.

What the Inc 5000 Shopify stores add

Of the 350 Inc 5000 Shopify homepages:

Tool	Stores	Share
Klaviyo	263	75.1%
Triple Whale	113	32.3%
Gorgias	82	23.4%
Rebuy	77	22.0%

Tool	Stores	Share
Yotpo	75	21.4%
Recharge	71	20.3%
Attentive	54	15.4%
Okendo	51	14.6%
Postscript	37	10.6%
Afterpay	32	9.1%

Three in four load Klaviyo. 84 of the 350 (24.0%) sell subscriptions through Recharge or Skio.

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. Shopify counts when the page loads assets from cdn.shopify.com/s/files/ or cdn.shopify.com/shopifycloud/, or defines the Shopify.theme object that every Shopify storefront sets. A company whose store lives on a separate domain or a shop. subdomain, with a homepage on another system, is not counted, so these numbers are a floor for Shopify use. The base is the sites that returned a page. The list of all 350 Inc 5000 Shopify companies and the full method are on the dataset link above.

Source

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

Dataset: by_group.csv, inc5000_by_employees.csv, inc5000_by_industry.csv, inc5000_shopify_companies.csv, inc5000_shopify_store_tools.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