WordPress market share

Installmap, 2026-11-12

WordPress runs the homepage of 2,606 of 4,888 Inc 5000 companies (53.3%) but only 18 of 2,240 Y Combinator startups from the 2023 and later batches (0.8%).

WordPress runs the homepage of 2,606 of the 4,888 Inc 5000 companies we crawled (53.3%). Among the 3,830 Inc 5000 sites where we detect any CMS, WordPress has 68.0%. Webflow is second with 412 sites.

YC startups look nothing like that. WordPress is on 403 of 5,388 YC homepages (7.5%), behind Webflow (847) and just ahead of Framer (386). In the batches from 2023 on, 18 of 2,240 companies run it.

WordPress by company list

Source: Installmap, November 2026.

Company list	Sites crawled	On WordPress	Share of sites	Sites with a detected CMS	WordPress share of CMS sites	Most common CMS
Inc 5000 (2026)	4,888	2,606	53.3%	3,830	68.0%	WordPress
SaaS companies	8,048	2,570	31.9%	4,550	56.5%	WordPress
Unicorns	1,000	244	24.4%	601	40.6%	WordPress
Fortune 500	472	68	14.4%	297	22.9%	Adobe Experience Manager (130)
Y Combinator	5,388	403	7.5%	2,001	20.1%	Webflow (847)

The Fortune 500 runs on enterprise systems: Adobe Experience Manager is on 130 homepages (27.5%), WordPress on 68, Drupal on 49 and Sitecore on 37. Unicorns sit in between, with Webflow (114) and Contentful (80) behind WordPress.

YC by batch year

Batch year	Companies	WordPress	Webflow	Framer
2005 to 2014	510	90 (17.6%)	38 (7.5%)	5 (1.0%)
2015 to 2018	768	132 (17.2%)	135 (17.6%)	15 (2.0%)
2019 to 2022	1,870	163 (8.7%)	459 (24.5%)	109 (5.8%)
2023 and later	2,240	18 (0.8%)	215 (9.6%)	257 (11.5%)

Older YC companies are about as likely to run WordPress as Webflow. From 2019 Webflow took over, and from 2023 Framer passed Webflow too. The 2024, 2025 and 2026 batches have 1,798 companies and 8 WordPress homepages between them. Of the 2,240 companies from 2023 on, 1,688 (75.4%) show no CMS at all, and 982 of those are built on Next.js.

Inc 5000: WordPress by industry

Industries with at least 50 companies.

Industry	Companies	On WordPress	Share
Legal	187	147	78.6%
Telecommunications	55	40	72.7%
Government Services	158	102	64.6%
Healthcare & Medical	423	273	64.5%
Human Resources	133	83	62.4%
Construction	307	187	60.9%
Financial Services	411	250	60.8%
IT Services	388	235	60.6%
Business & Corporate Services	311	180	57.9%
Education	89	51	57.3%
Energy & Utilities	61	34	55.7%
Insurance	89	49	55.1%
Security	81	44	54.3%
Real Estate	113	61	54.0%
Consumer Services	126	68	54.0%
Advertising, Marketing & PR	439	232	52.8%
Manufacturing	154	74	48.1%
Logistics & Transportation	158	75	47.5%
Travel & Hospitality	55	25	45.5%
Software	352	149	42.3%
Artificial Intelligence & Data	125	48	38.4%
Business Products	60	22	36.7%
Food & Beverage	167	48	28.7%
Consumer Products	261	23	8.8%

Four in five Inc 5000 law firms run WordPress. Consumer products companies are the exception at 8.8%: 206 of the 261 run their homepage on Shopify.

Inc 5000: WordPress by company size

Employees	Companies	On WordPress	Share
1 to 10	436	167	38.3%
11 to 50	2,022	1,065	52.7%
51 to 200	1,469	813	55.3%

Employees	Companies	On WordPress	Share
201 to 500	528	310	58.7%
501 to 1,000	222	121	54.5%
1,001 to 5,000	175	103	58.9%
5,000 and more	22	17	77.3%

The smallest Inc 5000 companies use WordPress least: 97 of the 436 run their homepage on Shopify instead. Above 10 employees the share stays between 52% and 59%.

Page builders

Half of the Inc 5000 WordPress homepages (1,347 of 2,606, 51.7%) load a page builder. Elementor is on 920 of them (35.3%), Divi on 261 (10.0%), Beaver Builder on 118 (4.5%) and Avada on 64 (2.5%).

How we counted

We loaded each company's homepage in a rendering browser in September and October 2026 and matched it against our fingerprint rules. WordPress counts when the page loads files from /wp-content/ or /wp-includes/, calls /wp-json/, or carries a WordPress generator tag. A company that uses WordPress only as a headless back end, or only for a blog on a subdomain, is not counted. The base is the homepages that returned a page. Full method and the CSVs are in the dataset below.

Source

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

Dataset: by_group.csv, cms_by_group.csv, inc5000_by_employees.csv, inc5000_by_industry.csv, inc5000_wordpress_companies.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