

Website Platform Market Share in 2026

Category: Websites Blog

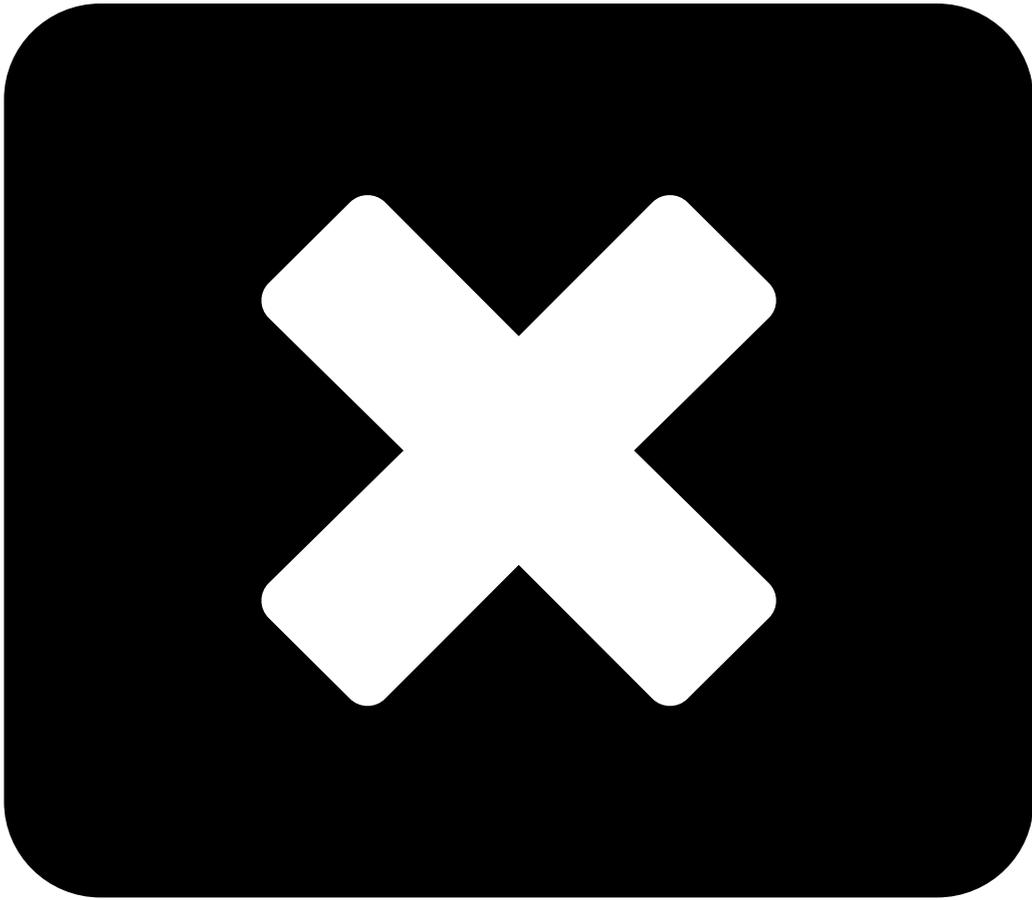
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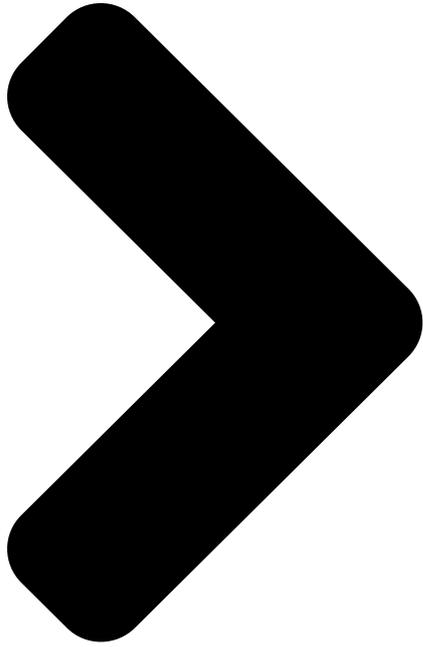
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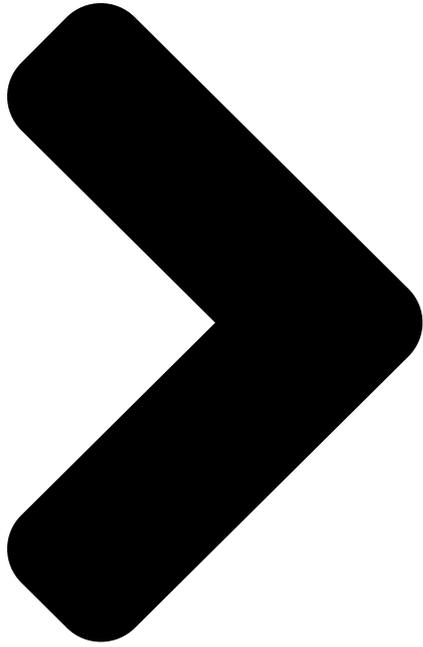


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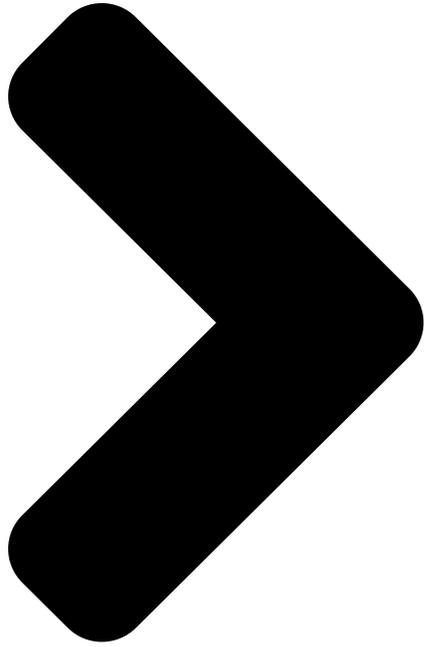
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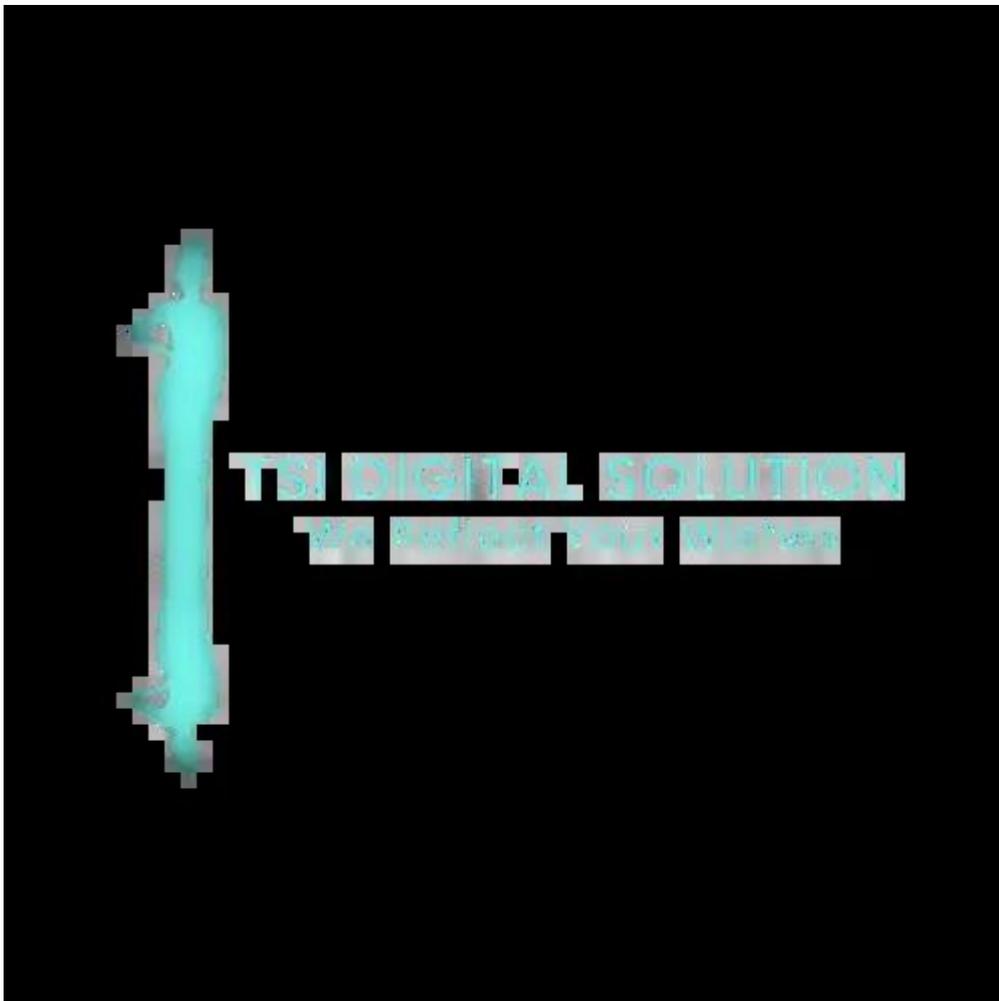


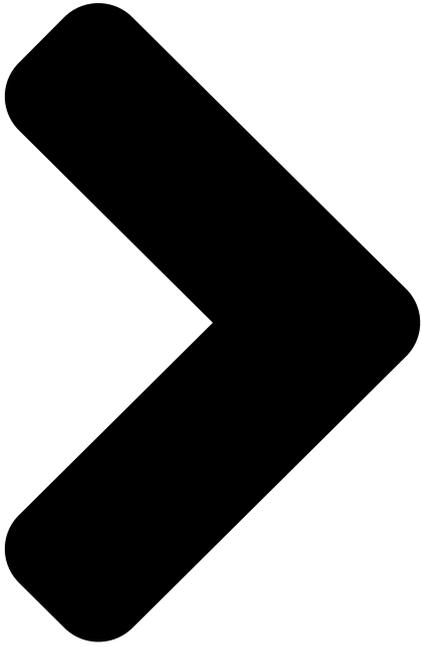


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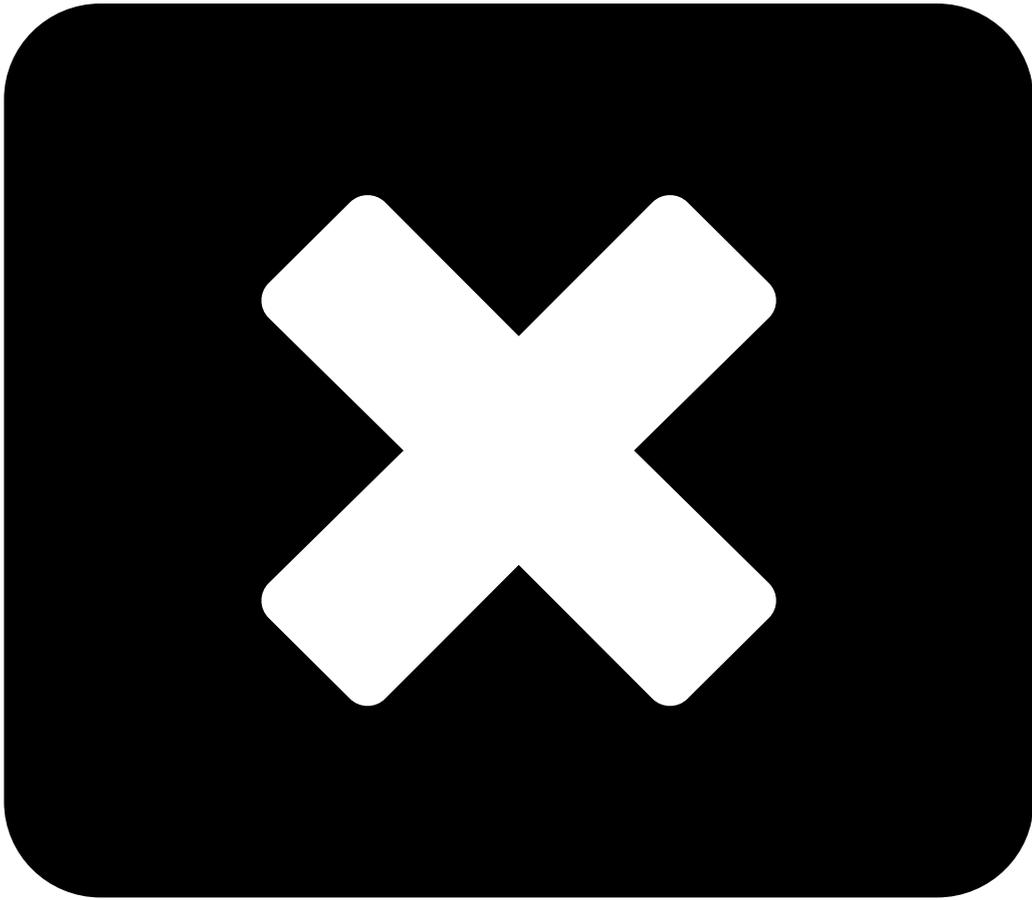
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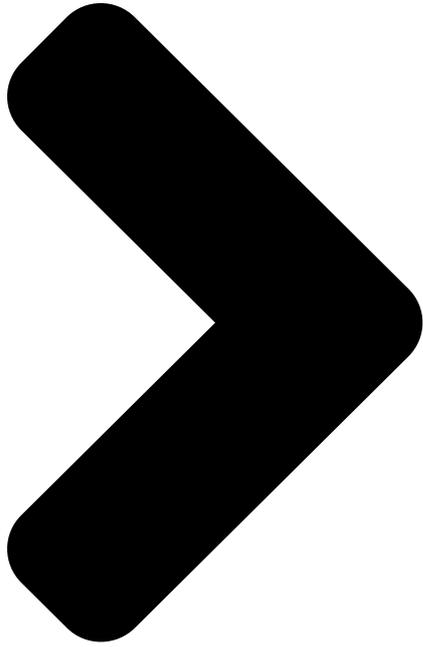


Some projects

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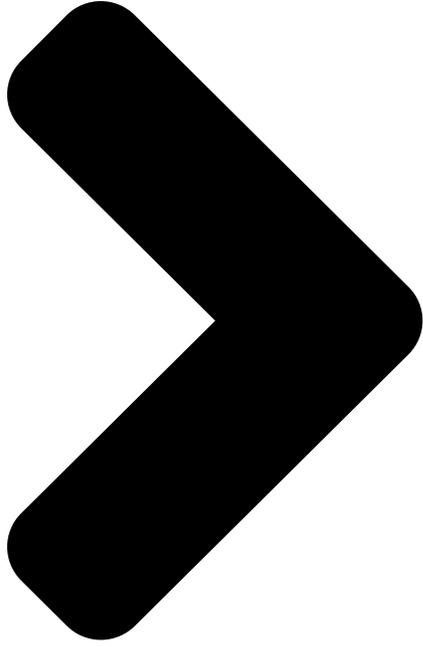


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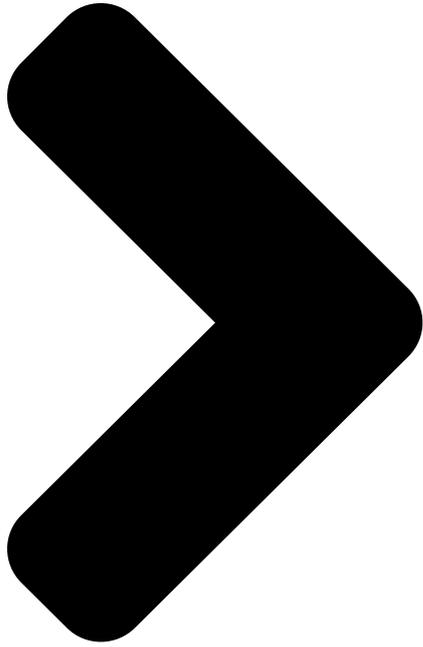
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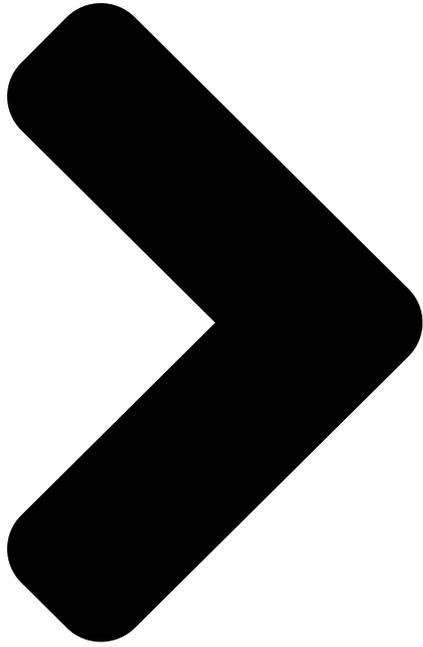
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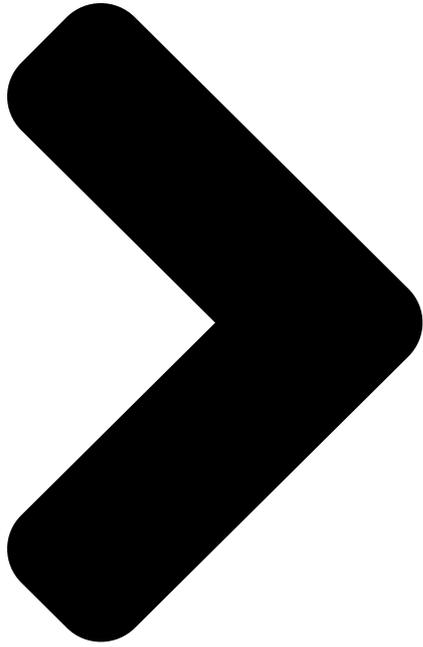
Hosting





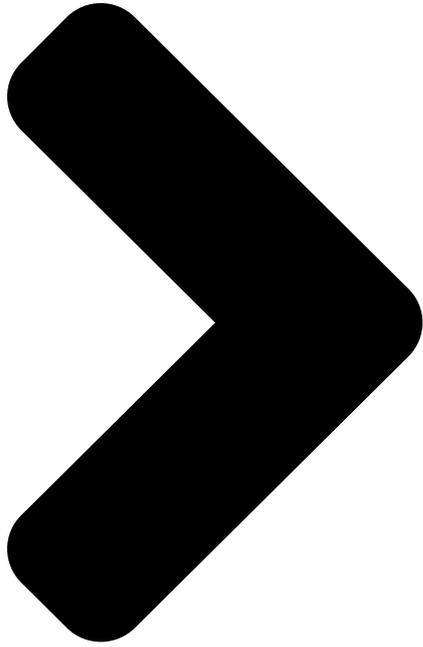
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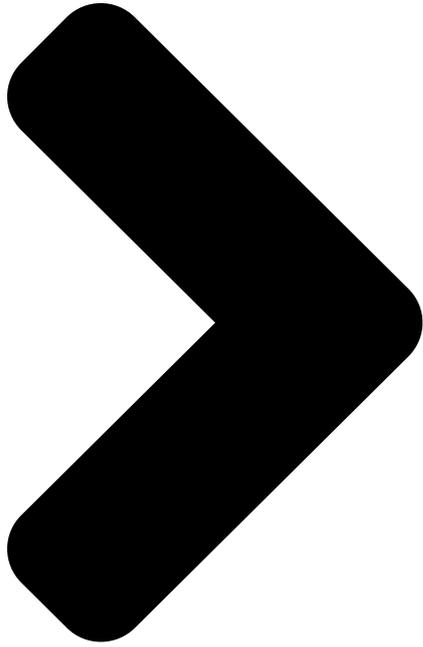
App Design & Development





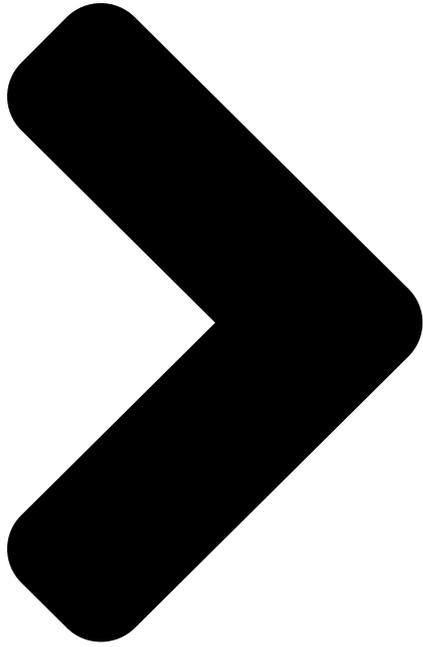
AI Agents





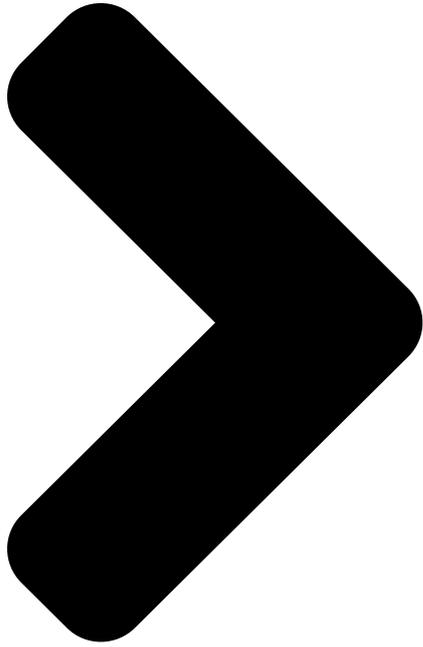
e-Commerce





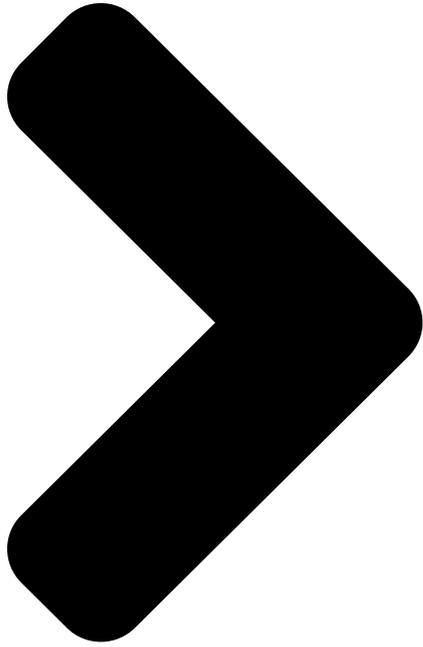
Branding





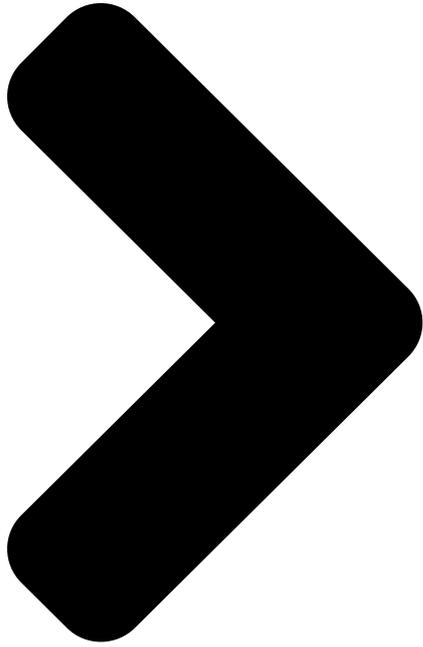
Social Media & Content Creation





Graphic Design





Copywriting & Translations

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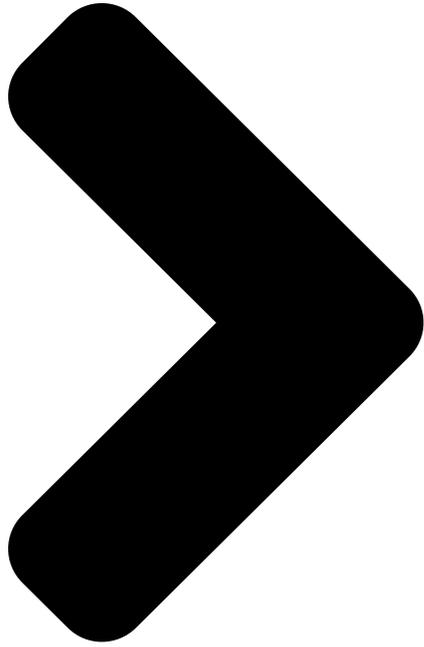


Photo- & Videography

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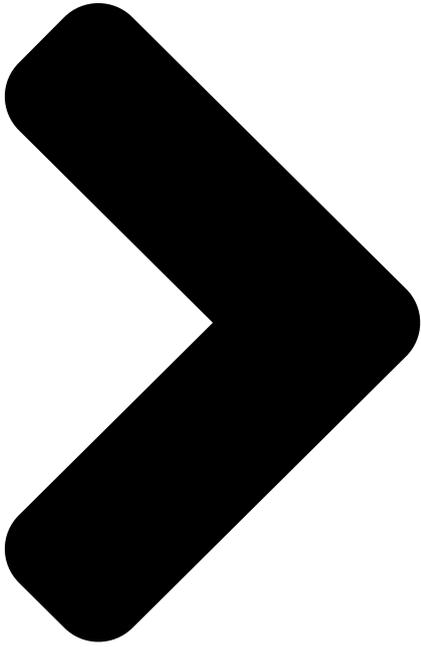
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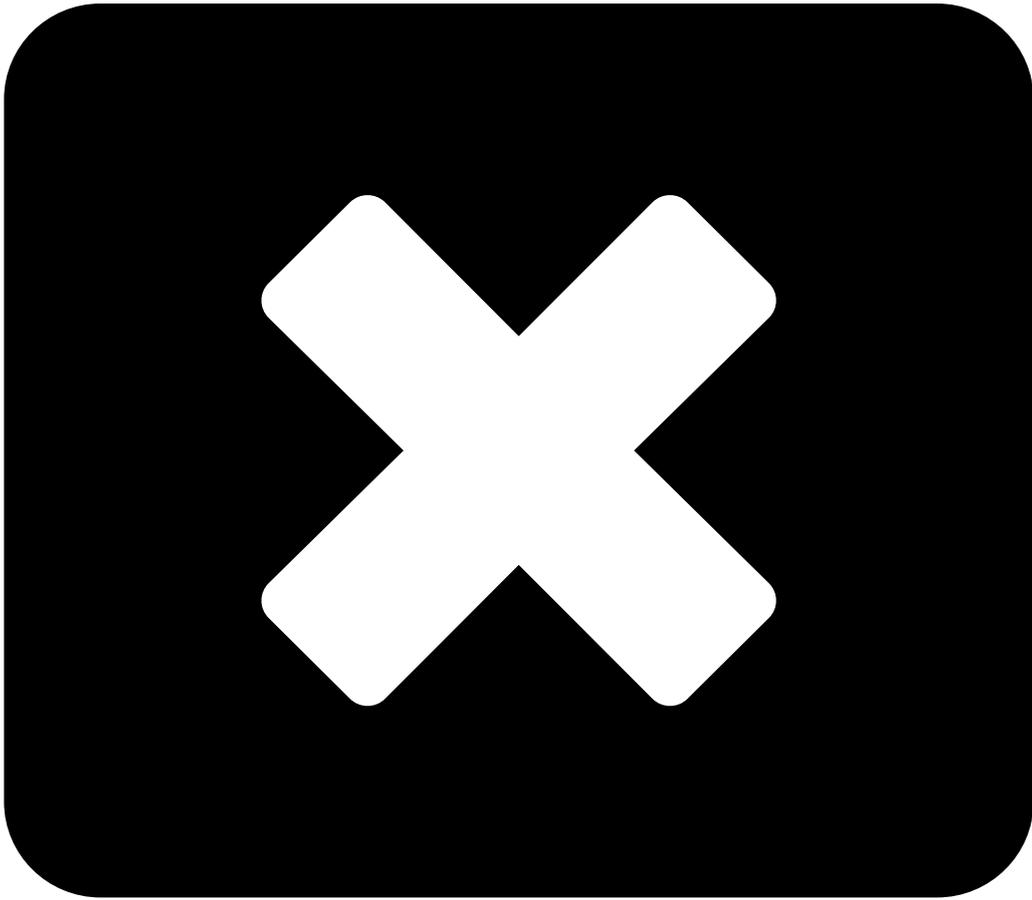
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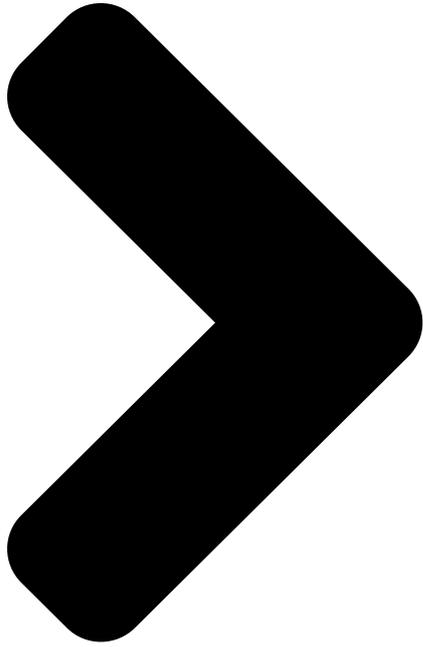


The way we work

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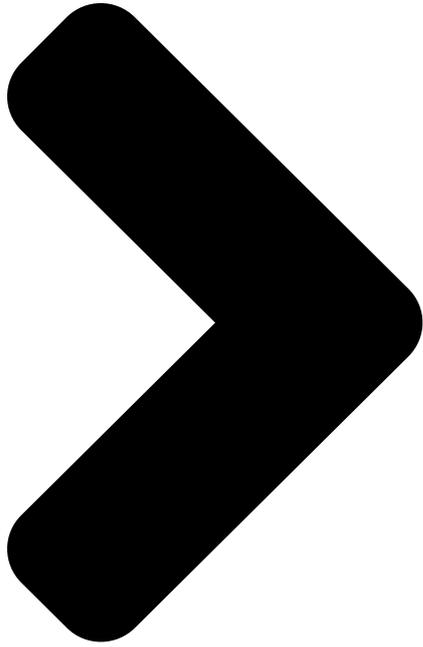
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Realized projects

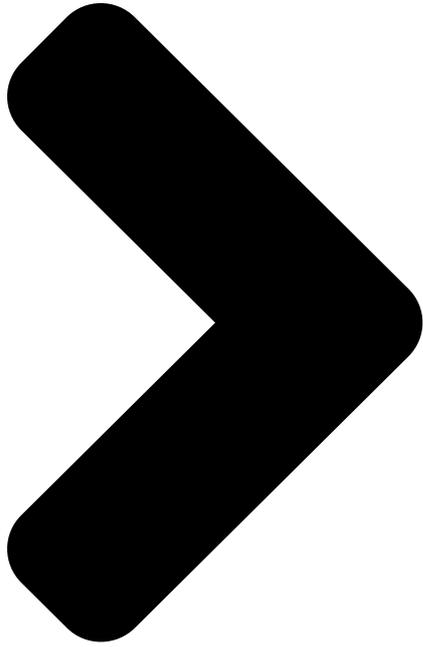
**Calculate an estimate of your project costs
directly online**

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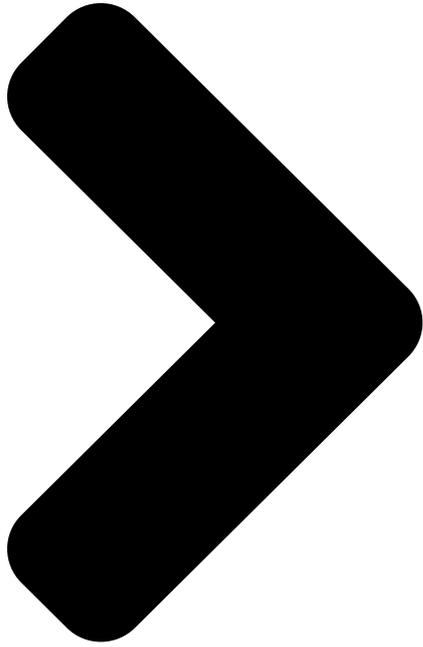
Overview quotations

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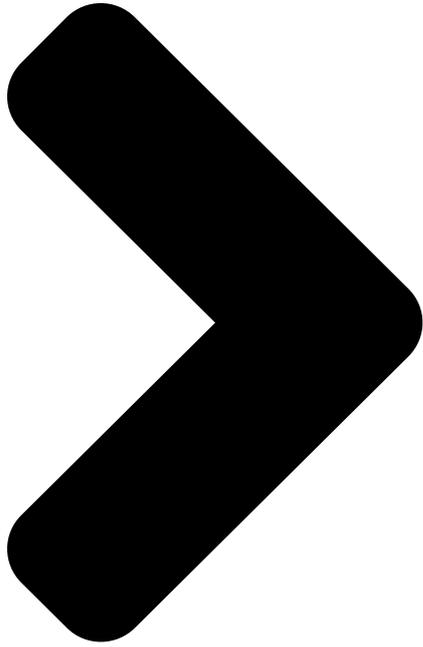
Cost calculation for my website

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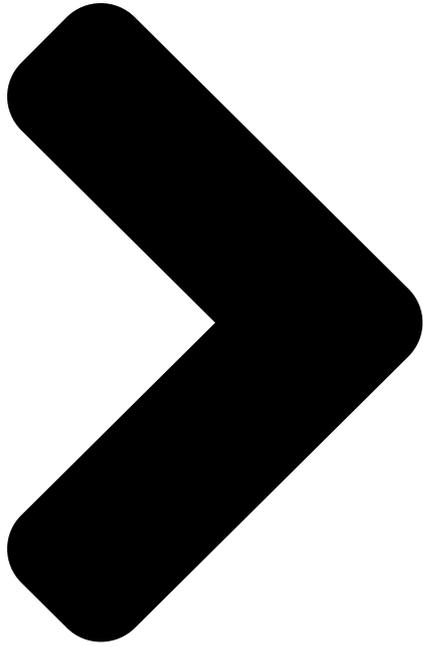
Cost calculation: SEO/Ads/MGB/Speedup/Technical

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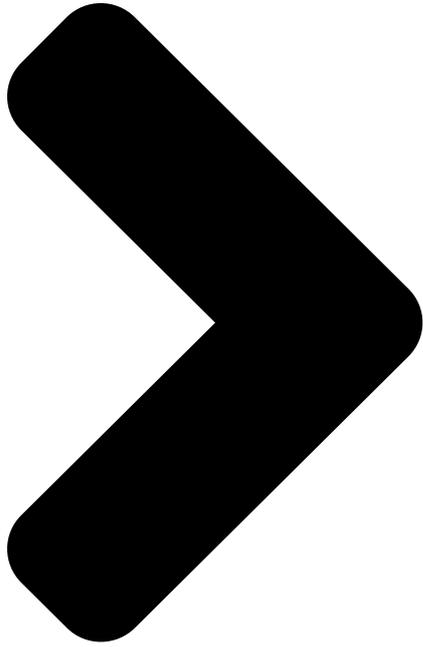
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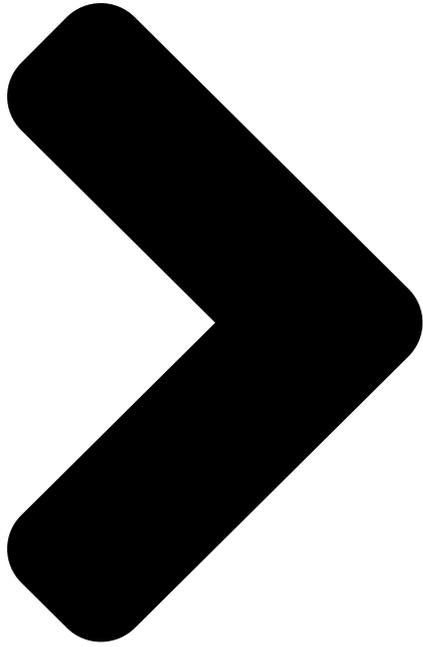
Cost calculation for an e-commerce shop

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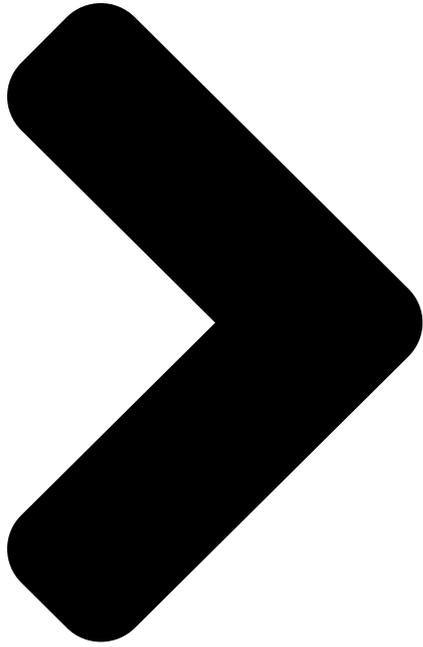
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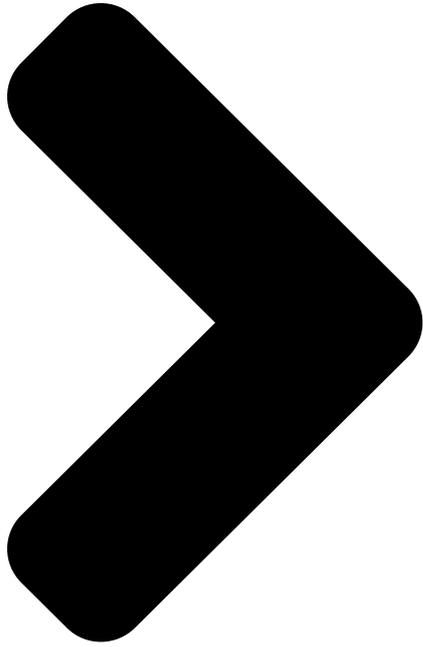
Cost calculation for Social Media Management

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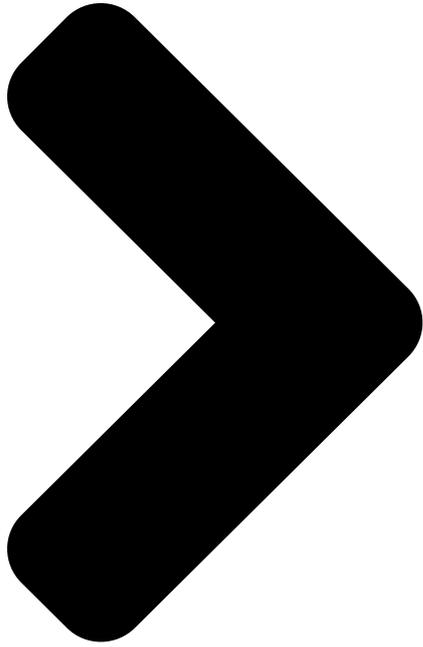
Cost calculation for Graphic Design

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Cost calculation for Copywriting & Translations

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Cost calculation for Photo- & Videography

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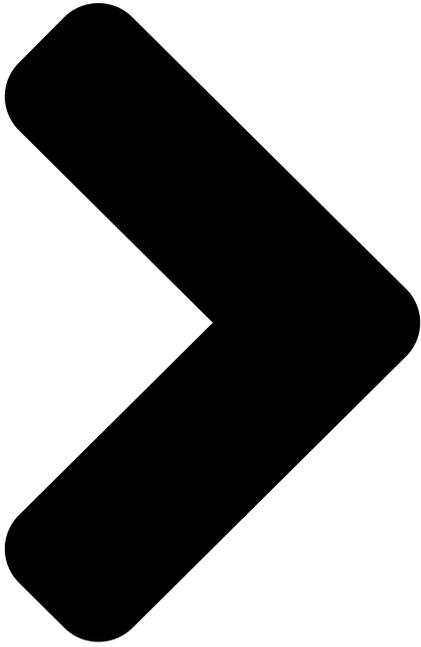
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Interesting stuff to read



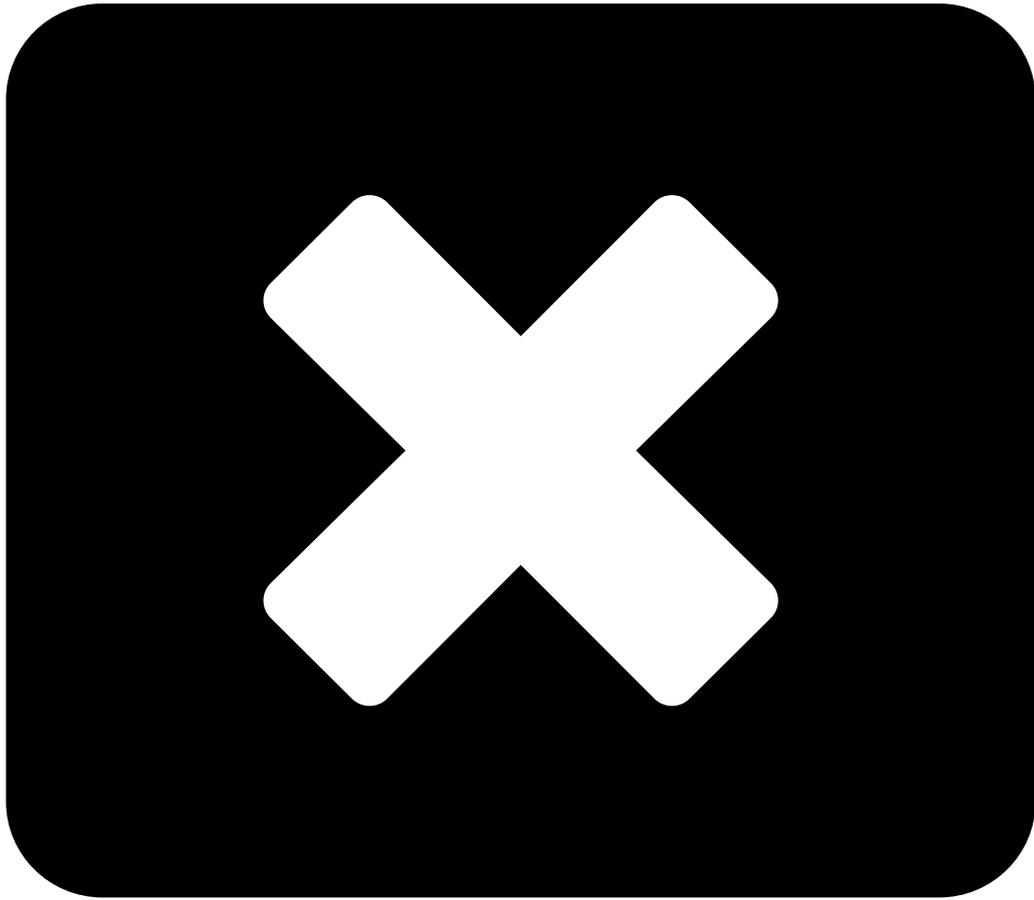
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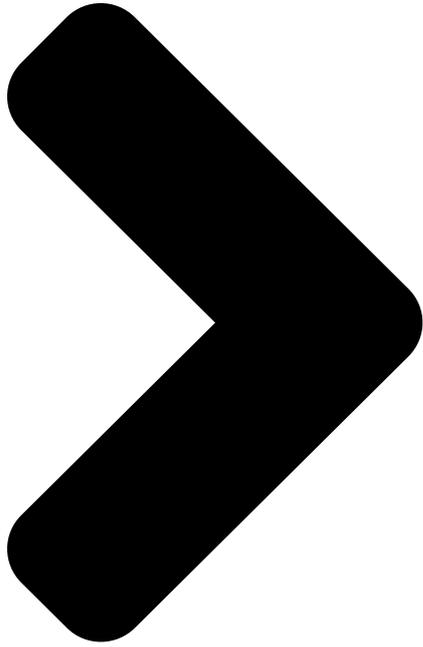


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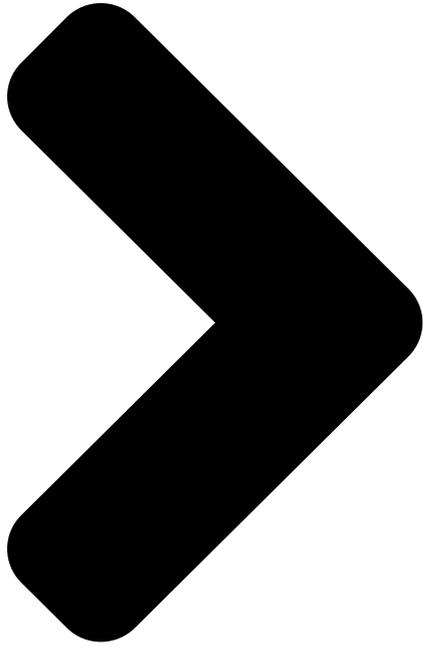
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Blogs

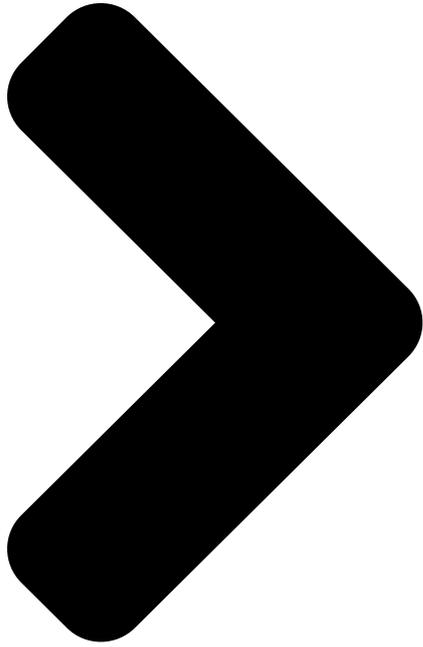
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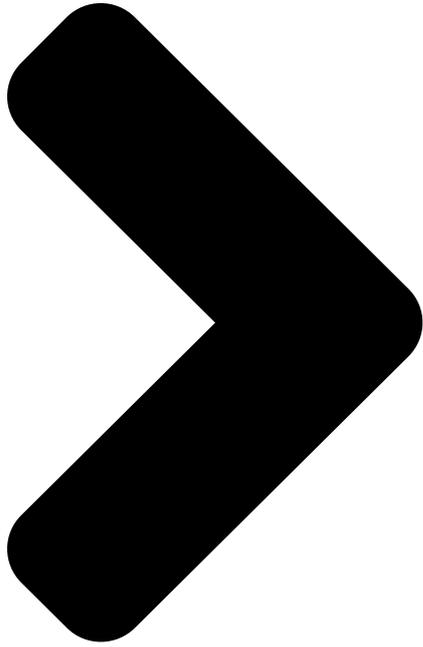
Cheap Website vs. High Performance

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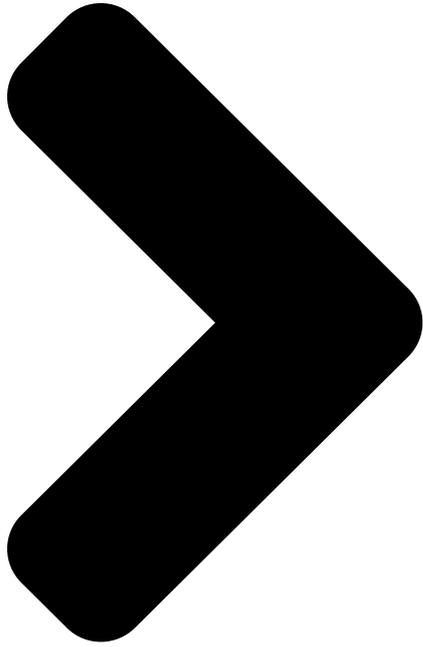
What Is an AI Agent?

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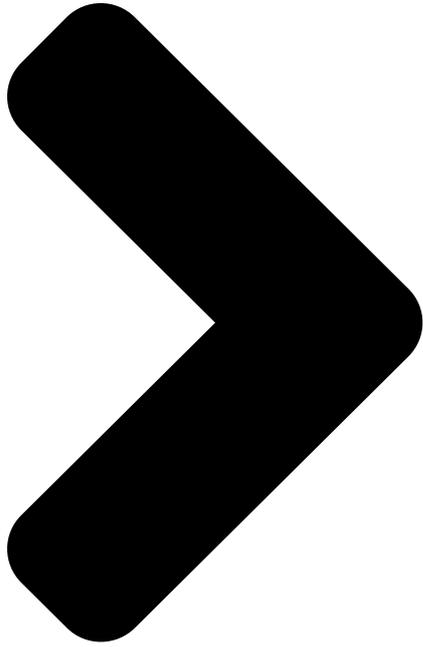
Client Communication in Digital Marketing

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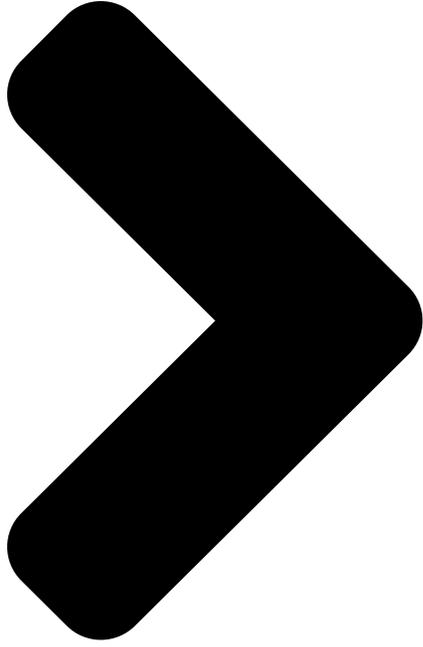
Human Made Websites vs AI Websites

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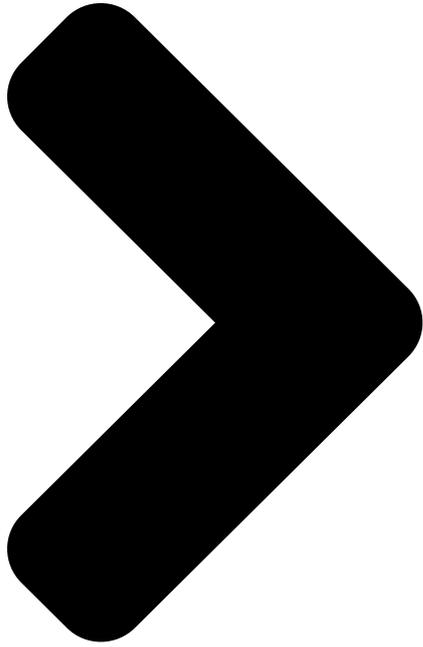
Your Digital Marketing Ecosystem Explained

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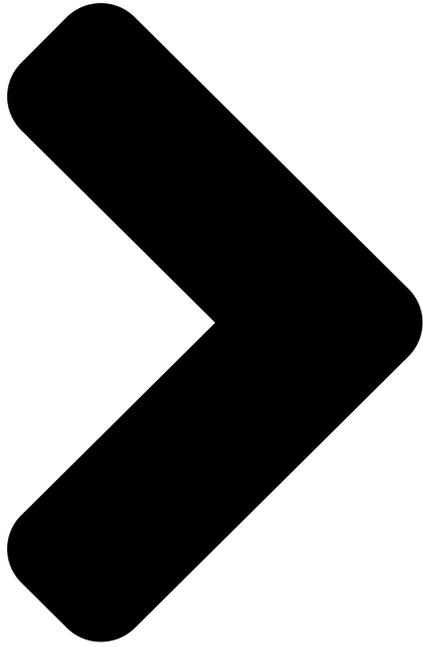
Mastering Answer Engine Optimization (AEO)

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Beware the Template Trap

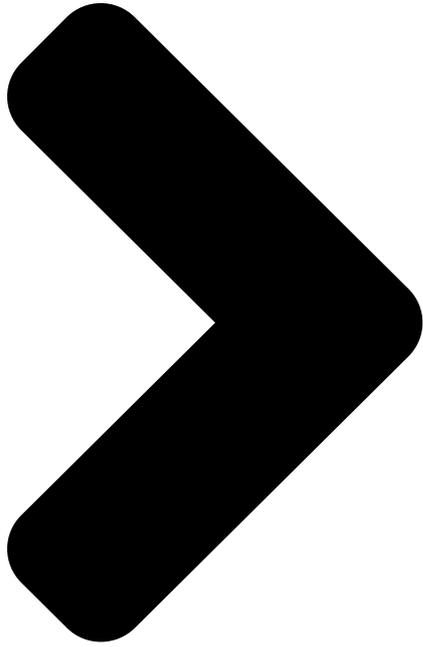
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NWOW: Results Matter, Not Presence

GSAP

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Demo site GSAP animation

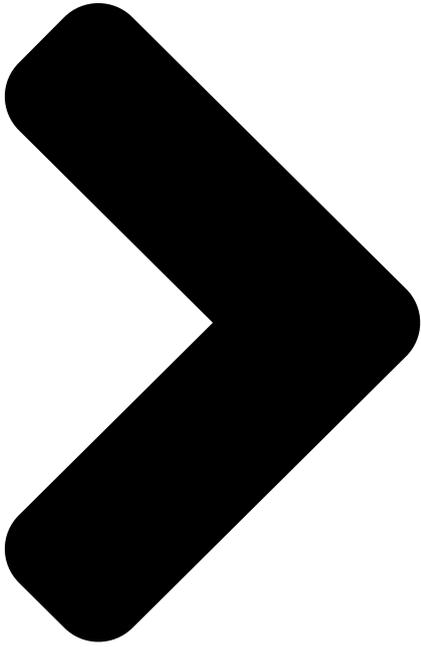
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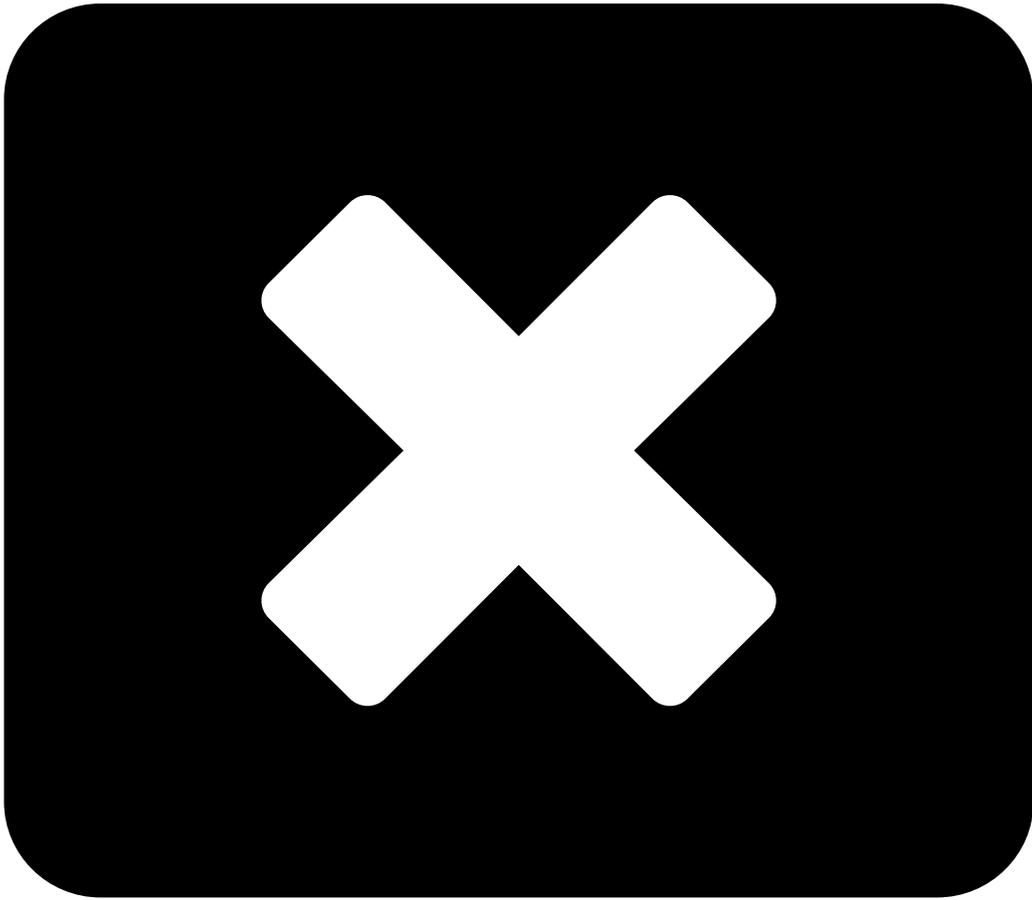
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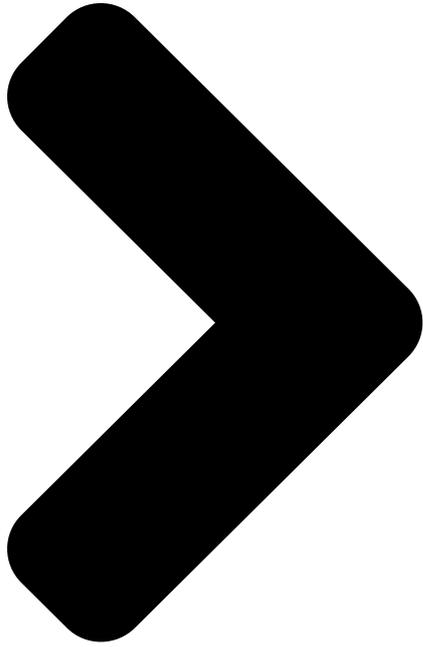


Who we are

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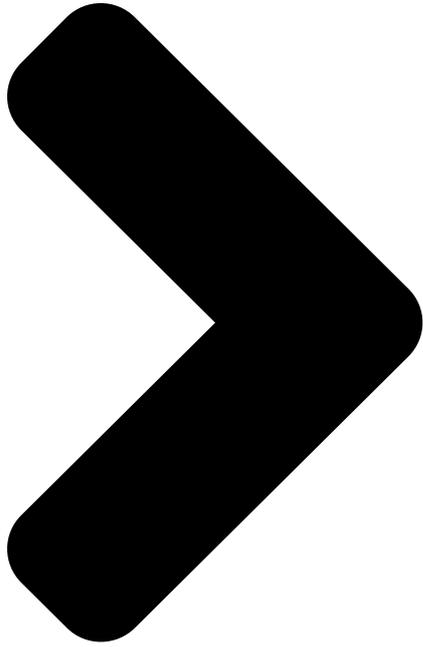


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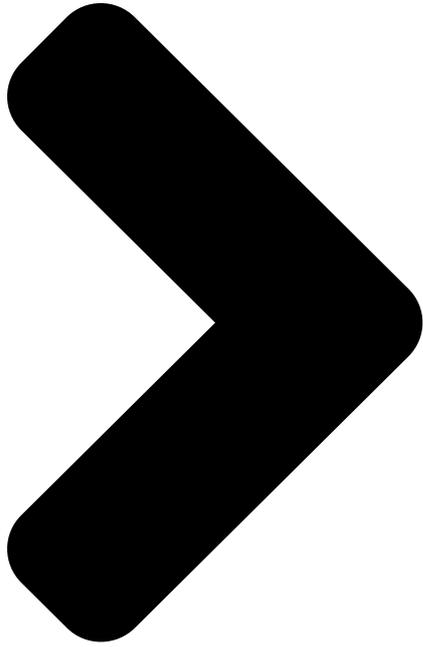




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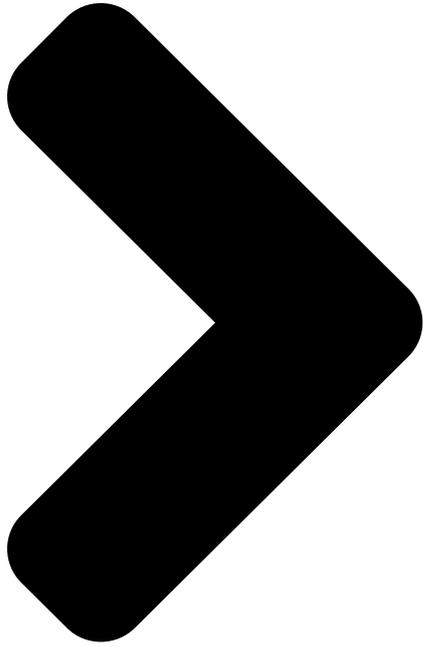
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Zero-Visit Visibility Checklist

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Score your brand's readiness
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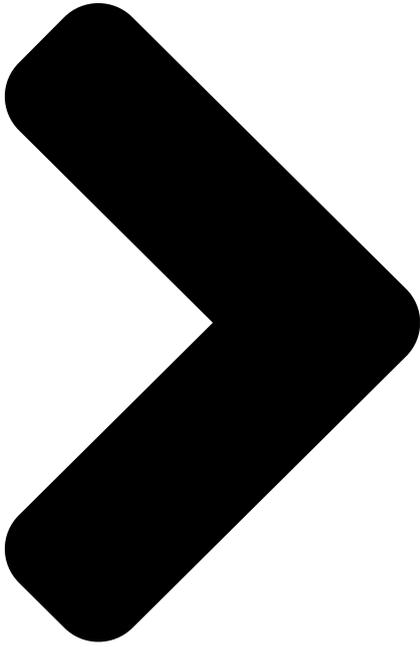
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Website Platform Market Share 2026

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website platform comparison



Market Share, Real Costs, and Why WordPress Still Owns the Web

You have dozens of options for building a website in 2026, and every platform claims to be the best. But the truth about which one actually dominates the

web and what each one really costs is often buried beneath marketing language and selective pricing.

This guide cuts through the noise with real data. You will see exactly which platforms power the internet, what you will actually pay to use them, and why WordPress remains the smart choice for anyone building something that needs to last.

Let's start with the numbers that matter most.

The Global Platform Market Share: Who Actually Powers the Web

When you look at every website on the internet and ask what platform it runs on, one answer dominates everything else.

According to W3Techs, the industry standard for tracking web technology, **WordPress powers 43.3 percent of all websites globally**. That is nearly half the internet running on a single platform. To put that in perspective, WordPress runs approximately 472 million websites.

Its closest competitor, **Shopify**, powers about 48 million sites, which is roughly 4.4 percent of the web. **Wix** follows with 29 million sites at 2.7 percent. **Squarespace** hosts around 23 million sites at 2.1 percent. **Webflow** has grown to about 12 million sites, capturing 1.1 percent of the market. **Joomla and Drupal**, once major players, now hold 1.7 percent and 0.8 percent respectively.

The remaining 44 percent of websites are built with custom code, older static HTML, or platforms with such small market share that they do not register in major surveys.

These numbers tell a simple story. WordPress alone powers more websites than every other named platform combined. Shopify, despite its explosive growth, runs less than one-tenth the number of sites that WordPress does.

What the Numbers Look Like Among Sites Using a CMS

When you look only at sites using a recognizable content management system, WordPress's lead grows even wider.

- WordPress commands between 60 percent and 64.3 percent of the CMS market
- Shopify captures 6 percent to 7.1 percent
- Wix holds 4.2 percent to 5.9 percent
- Squarespace captures 2.5 percent to 3.4 percent

- Webflow represents about 1 percent
- Joomla holds approximately 1.8 percent
- Drupal maintains roughly 0.9 percent

Major brands do not choose WordPress by accident. **The White House runs on WordPress. Sony Music uses it. Microsoft News, Spotify Newsroom, Time Magazine, and Rolling Stone all trust WordPress for their digital presence.** When organizations with the highest security and performance requirements choose a platform, that choice matters.

Who Is Growing Fastest Right Now

Market share tells you where we are, but growth tells you where we are heading.

- Shopify leads all platforms in new site adoption, adding 16.6 new sites per million daily. Merchants choose it for all-in-one e-commerce with minimal technical hassle.
- Wix follows with 11.2 new sites per million daily, capturing small business owners who want a website with zero learning curve.
- Squarespace adds approximately 5 new sites per million daily, appealing to creative professionals who prioritize design.
- Webflow is growing steadily among design-led teams and agencies who want visual control without code.

WordPress has seen its percentage share decline slightly over the past several years, from 65.2 percent in 2022 to approximately 60 to 62 percent among sites with known CMS today. **This sounds alarming until you understand what is actually happening.** The total number of websites continues to grow, and WordPress continues to add millions of new sites. But specialized platforms are capturing specific segments of new users who want simplicity over flexibility. WordPress is ceding the quick-launch, template-based market to Shopify and Wix while maintaining its dominance among serious, long-term projects.

The E-commerce Platform Breakdown

When you look specifically at online stores, the rankings shift to reflect specialized e-commerce capabilities.

- WooCommerce, which runs on WordPress, leads with 37 percent market share, powering approximately 6.5 million active online stores
- Shopify holds 26 percent, making it the largest hosted e-commerce platform
- Wix captures 14 percent of online stores
- Squarespace holds 9 percent
- Magento (Adobe Commerce) maintains about 7 percent share, primarily serving enterprise merchants

These numbers reveal an important truth. **When merchants need serious e-commerce functionality and are willing to invest in their online presence, they choose WooCommerce and WordPress.** When they want to launch quickly with minimal technical involvement, they choose Shopify.

The Design Tool Landscape Nobody Talks About

Before any website gets built, it gets designed. And in 2026, one platform dominates that process completely.

- Figma now holds 38.5 percent of the collaborative design and prototyping market
- 93 percent of organizations using any design software have Figma in their stack
- Among companies entering the design tool category for the first time, 87 percent adopt Figma
- Adobe Discover holds 20.9 percent of the design tool market
- Adobe Premiere Pro CC captures 16.4 percent primarily for video work
- Adobe XD has declined to 9.7 percent as teams migrate to Figma
- InVision and Sketch have lost significant ground, each holding roughly 3 to 4 percent
- Framer shows the highest rate of customers switching from competitors

What makes these numbers so important is the way platforms work together in practice. The modern professional workflow increasingly looks like this. You design in Figma with real-time team collaboration. You build in Webflow or WordPress. You sell through Shopify or WooCommerce. You optimize with AI tools. **WordPress's 43.3 percent market share means that when those Figma designs need to become real, content-managed websites, WordPress is the most common destination.**

The Complete Cost Breakdown: What Each Platform Actually Costs

Now let's talk about money. Platform pricing is rarely as simple as the advertised monthly fee. Understanding the full cost structure, including the hidden fees that add up over time, is essential to making a smart decision.

WordPress: The "Free" Platform Where You Control the Costs

WordPress itself is completely free. It is open-source software you can download and install anywhere without paying a cent in licensing fees. But free is misleading because WordPress does nothing on its own. It is an engine that needs a car to run.

Here is what you actually pay for with WordPress.

- **Domain name:** Your website's address costs between ten and twenty dollars per year. Many hosting providers include a free domain for the first year.
- **Hosting:** This is where your site lives on servers. Shared hosting for beginners costs three to five dollars per month intro rates, renewing at ten to twenty dollars. Managed WordPress hosting for growing sites ranges from \$19.99 to sixty dollars per month. VPS hosting for developers costs twenty to eighty dollars per month. Dedicated hosting for high-traffic sites starts at \$144 per month. WooCommerce hosting for online stores ranges from seven to thirty-two dollars per month.
- **Themes:** Free themes exist, but premium themes cost thirty to one hundred dollars one-time. Custom themes run five hundred to five thousand dollars or more.
- **Plugins:** Over fifty thousand free plugins exist. Premium plugins cost zero to one hundred dollars each, often with annual subscriptions. Essential SEO, security, and backup plugins run fifty to two hundred dollars per year combined.
- **Development:** Professional developers charge twenty-five to two hundred dollars per hour. Simple sites cost five hundred to three thousand

dollars total. Complex builds exceed ten thousand dollars.

- **Maintenance:** If outsourced, updates, backups, and security monitoring run fifty to five hundred dollars per month.
- **Additional tools:** Email marketing, analytics integrations, and CDN upgrades add ten to one hundred dollars per month.

For a blogger just starting out

Shared hosting at three to ten dollars per month with free themes and free plugins keeps annual costs between fifty and three hundred dollars. You build your audience before investing in premium features.

For a small business owner

Managed hosting at \$19.99 to thirty dollars per month with a fifty to one hundred dollar theme and essential security plugins keeps annual costs in the three hundred to eight hundred dollar range.

For an e-commerce site

WooCommerce hosting at seven to thirty-two dollars per month with transaction fees brings annual costs to five hundred to fifteen hundred dollars or more.

What makes WordPress fundamentally different from every other platform is ownership. You control your hosting, your data, your content, and your code. You can move hosts anytime, switch developers, or modify any functionality without asking permission. Your website is a digital asset you build and own, not a subscription service you rent.

Shopify: All-In-One Convenience with Transaction Fees

Shopify takes a completely different approach. Instead of assembling components yourself, you pay a monthly subscription and Shopify handles hosting, security, and updates. The trade-off comes in transaction fees and platform lock-in.

Here is what Shopify costs in 2026.

- **Starter plan:** Five dollars per month for testing e-commerce on social media and existing sites
- **Basic plan:** Thirty-nine dollars per month for individual entrepreneurs with unlimited products and abandoned cart recovery
- **Shopify plan:** One hundred five dollars per month for growing businesses with professional reports and lower fees

- **Advanced plan:** Three hundred ninety-nine dollars per month for large businesses with advanced analytics and lowest fees
- **Shopify Plus:** Starting at approximately two thousand dollars per month with custom pricing for enterprise merchants

The hidden costs of Shopify emerge in transaction fees.

- If you use Shopify Payments, you pay credit card rates of 2.9 percent plus thirty cents per transaction on Basic, dropping to 2.5 percent plus thirty cents on Advanced
- If you use a third-party processor like PayPal or Stripe, Shopify adds an additional fee of 2 percent on Basic, 1 percent on Shopify, and 0.6 percent on Advanced
- This means a store on the Basic plan could pay nearly 5 percent of every sale just in combined fees

Additional costs include domains at ten to thirty dollars per year, themes from free to three hundred fifty dollars one-time, and apps at five to one hundred dollars or more per month each.

For a store doing fifty thousand dollars per year in sales on the Basic plan with Shopify Payments, credit card fees run approximately \$1,450 annually. The subscription adds \$468 per year. Total platform costs approach \$1,918 before any app or theme expenses.

The convenience of Shopify is undeniable. You launch faster and worry less about technical maintenance. But you are a tenant on Shopify's platform. **You pay rent monthly, face potential fee increases, risk suspension without recourse, and must rebuild completely if you ever want to leave.**

Wix: Simple Pricing with Everything Included

Wix offers straightforward subscription pricing with everything bundled together.

- **Light plan:** Seventeen dollars per month for personal sites and portfolios with 2 GB storage
- **Core plan:** Twenty-nine dollars per month for small businesses needing online payments with 50 GB storage
- **Business plan:** Thirty-nine dollars per month for growing businesses with

100 GB storage and more e-commerce features

- **Business Elite plan:** One hundred fifty-nine dollars per month for high-volume stores with unlimited storage and advanced e-commerce

All premium plans include a custom domain free for the first year, an ad-free experience, secure hosting, and 24/7 priority customer care. Credit card processing fees apply at standard rates of approximately 2.9 percent plus thirty cents per transaction.

Wix's advantage is predictability. The price you see is mostly the price you pay, with no separate hosting, security, or maintenance bills. But you cannot export your site to another platform. **Your design, content, and SEO are locked into Wix forever.**

Squarespace: Design-First Pricing with Annual Discounts

Squarespace structures its plans around annual discounts that save 28 to 36 percent compared to monthly billing.

- **Basic plan:** Sixteen dollars per month billed annually for solo users, portfolios, and blogs
- **Core plan:** Twenty-three dollars per month billed annually for small businesses needing analytics
- **Plus plan:** Thirty-nine dollars per month billed annually for growing businesses with lower transaction fees
- **Advanced plan:** Ninety-nine dollars per month billed annually for high-volume businesses with the lowest fees

The fee structure requires careful attention.

- Basic plan charges a 2 percent transaction fee on top of credit card rates, plus 7 percent on digital content
- Core plan eliminates the transaction fee entirely
- Plus plan drops credit card rates to 2.7 percent plus thirty cents
- Advanced plan offers 2.5 percent plus thirty cents with no digital content fees

For a business doing five thousand dollars per month in sales, the Advanced plan's lower fees can offset its higher subscription cost, making it the economical choice at scale. Squarespace's templates are widely considered the most beautiful among hosted builders.

Webflow: Designer-Developer Hybrid Pricing

Webflow occupies the middle ground between website builder and development tool. Its pricing reflects this hybrid nature.

- **Starter plan:** Zero dollars for personal projects with Webflow.io subdomain, two pages, fifty CMS items, and 1 GB bandwidth
- **Basic plan:** Eighteen dollars per month for professional static sites with custom domain and one hundred fifty pages
- **CMS plan:** Twenty-nine dollars per month for content-driven sites with two thousand CMS items, three editors, and two hundred GB bandwidth
- **Business plan:** Forty-nine dollars per month for high-traffic sites with ten thousand CMS items, ten editors, and four hundred GB bandwidth
- **Enterprise:** Custom pricing for large organizations

Webflow's pricing ties heavily to CMS items, which are individual pieces of dynamic content like blog posts or portfolio projects. The CMS plan includes two thousand items, enough for five years of daily posts.

Unlike WordPress where hosting is separate, Webflow's plans include global CDN hosting, SSL certificates, form submissions with limits, and site search on higher tiers. You pay more upfront but avoid piecing together infrastructure components. **However, Webflow is still a hosted platform. Your site lives on their infrastructure and cannot be moved elsewhere.**

Figma: Per-Seat Design Tool Pricing

Figma operates differently because **it is a design and collaboration platform, not a website host.**

- **Starter plan:** Free for individuals and small teams exploring the platform
- **Professional plan:** Twelve dollars per editor per month billed annually for design teams needing unlimited files and team libraries

- **Organization plan:** Forty-five dollars per editor per month billed annually for companies requiring design systems and centralized management
- **Enterprise:** Custom pricing with SSO, advanced security, and dedicated support

The Professional plan includes unlimited viewers for free, meaning clients, developers, and stakeholders can view and comment without paying. This makes Figma incredibly cost-effective for design teams collaborating with large organizations.

Based on transaction data analyzing 537 purchases, the median annual contract value for Figma is \$27,000, with average savings of 18.94 percent off list price. Typical ranges span from \$7,680 to \$103,212 depending on organization size. Discounts increase with volume commitments over fifty seats and multi-year contracts.

Hidden Figma costs include FigJam seat separation, with whiteboarding often priced separately from design seats. Overage charges apply when exceeding contracted seat counts. Professional services for onboarding add 5 to 15 percent of first-year contract value.

What Different Scenarios Actually Cost

Here is what real websites cost on each platform based on what you are building.

For a simple blog with no selling

- WordPress with shared hosting: \$46 to \$80 for the first year
- Wix Light at seventeen dollars per month: \$204 annually
- Squarespace Basic at sixteen dollars per month billed annually: \$192
- Webflow Basic at eighteen dollars per month plus domain: \$226 to \$236
- Shopify Starter at five dollars per month plus domain: \$70 to \$80 but lacks full website functionality

WordPress wins for pure cost efficiency at this level.

For a small business needing selling features

- WordPress with WooCommerce on managed hosting: \$84 to \$384 annually before transaction fees
- Shopify Basic at thirty-nine dollars per month: \$468 plus fees
- Wix Core at twenty-nine dollars per month: \$348 plus fees
- Squarespace Core at twenty-three dollars per month billed annually: \$276 plus fees
- Webflow CMS at twenty-nine dollars per month: \$348 plus fees

Squarespace Core with annual billing offers the lowest subscription cost at this volume.

For high-volume e-commerce with fifty thousand dollars per year in sales

- WordPress with WooCommerce on managed hosting: \$600 to \$1,200 plus \$1,750 in fees
- Shopify Advanced at \$399 per month: \$4,788 plus \$1,600 in fees
- Shopify Plus at \$2,000 per month: \$24,000 plus fees
- Squarespace Advanced at \$99 per month billed annually: \$1,188 plus \$1,550 in fees
- Webflow Business at \$49 per month: \$588 plus fees

WordPress with WooCommerce offers the lowest total cost at scale for those willing to manage technical aspects.

The Real Cost Equation: Your Time vs. Developer Fees

The cheapest platform on paper might be the most expensive in practice when you factor in who is doing the work.

If you are building it yourself, the math looks like this.

- WordPress requires the lowest cash cost but the highest time investment.

You will spend hours learning, configuring, updating, and troubleshooting.

- Shopify, Wix, and Squarespace demand higher cash costs but minimal time investment. Everything works out of the box.
- Webflow requires moderate cash cost and moderate time investment, with a learning curve but powerful visual control.

For someone valuing their time at fifty dollars per hour, a WordPress site requiring twenty hours of setup and annual maintenance effectively costs one thousand dollars plus hosting, while a Shopify site with zero time investment might be cheaper overall despite higher subscription fees.

If you are hiring a developer, the equation flips completely.

WordPress becomes significantly more cost-effective because developer rates are the same regardless of platform, but **WordPress gives you more for your money.**

A developer charging seventy-five dollars per hour can build a custom WordPress site with exactly the functionality you need, using open-source tools that carry no ongoing licensing fees. You pay for their time once, and the site is yours forever with no recurring platform costs beyond hosting.

The same developer building on Shopify must work within the platform's constraints. They cannot customize core functionality without expensive apps. They cannot escape transaction fees. And every month, you pay Shopify for the privilege of using their infrastructure, even after the developer has finished their work.

Here is what that means in real numbers.

For a custom e-commerce site requiring one hundred hours of developer time at seventy-five dollars per hour, the development cost is \$7,500 regardless of platform. But the long-term costs diverge dramatically.

- On WordPress, you pay \$7,500 once. Your ongoing costs are hosting at \$20 to \$50 per month and transaction fees of 2.9 percent plus thirty cents. After three years, your total cost including development, hosting, and fees on \$100,000 in sales is approximately \$13,500.
- On Shopify, you pay the same \$7,500 in development, but you also pay \$399 per month for the Advanced plan and the same transaction fees. After three years, your total cost including development, subscription, and fees is approximately \$22,000.

The developer-built WordPress site saves you nearly \$9,000 over three years

while giving you complete ownership of your code and data.

For content sites and blogs, the gap is even wider.

A developer can build a custom WordPress theme in forty hours for \$3,000. Your ongoing costs are \$10 to \$30 per month for hosting. A comparable site on Squarespace or Wix cannot be custom-built by a developer in the same way. You are limited to templates and platform constraints, and you pay subscription fees forever.

This is why enterprises and serious businesses overwhelmingly choose WordPress. When you are paying for development anyway, the platform with no licensing fees and complete ownership always wins in the long run.

The developer perspective changes everything. WordPress is not just the cheapest platform for DIY users who value their time at zero dollars per hour. It is also the cheapest platform for anyone paying professionals, because every dollar spent on development buys functionality you own forever rather than rent month after month.

Why WordPress Remains the Strategic Choice

Despite the rise of specialized alternatives and the explosion of AI builders, WordPress maintains its position for fundamental reasons that go beyond market share.

Scalability defines WordPress's value proposition.

The platform powers sites of every size, from personal blogs to enterprise giants. The White House trusts WordPress for its security. Sony Music relies on it for brand presentation. TechCrunch publishes breaking news through it. This scalability means businesses never outgrow WordPress. A site that starts as a simple blog can evolve into a complex e-commerce empire without replatforming.

WordPress can become virtually anything

Customization through thousands of themes and over sixty thousand plugins. An online store. A membership site. A course platform. A forum. A directory. A portfolio. No hosted builder offers this level of extensibility. The WordPress ecosystem represents decades of community development, with solutions for virtually any functionality you can imagine.

Ownership distinguishes WordPress from every hosted alternative

WordPress.org users control everything. They choose their hosting provider, own their data, and face zero platform risk. If a hosted builder raises prices or changes terms, merchants have limited options. WordPress users can switch hosts or developers while keeping their site intact.

WordPress excels at search engine visibility

Clean code, customizable permalinks, easy meta management, and powerful SEO plugins make WordPress the preferred platform for content-driven businesses. When organic traffic drives your business model, WordPress provides the tools to win.

The platform is actively evolving through updates like WordPress 6.9

It integrates AI into the core, adds real-time collaboration tools for teams with block-level comments, and introduces modern frontend mechanisms to compete with JavaScript frameworks without sacrificing speed or SEO.

AI integration is coming to WordPress through platforms like 10Web

Combining AI generation with WordPress flexibility. You get the speed of AI content creation and layout generation combined with the ownership and extensibility of self-hosted WordPress. This hybrid approach represents the best of both worlds.

WordPress's slight decline in adoption rate is not a weakness. It is the natural result of a mature market where generalists and quick-launch users have better, simpler options. For businesses that prioritize ownership, scalability, and long-term digital strategy, WordPress remains the only logical choice.

Conclusion

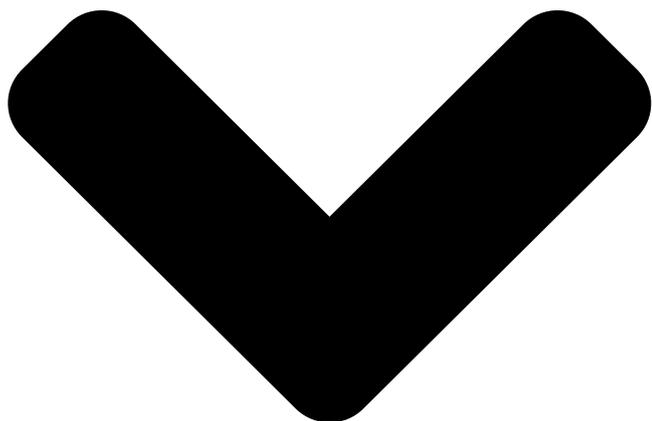
The choice between platforms ultimately comes down to your goals, skills, and timeline. For those building a quick site with minimal investment, Wix or Squarespace deliver results with no fuss. For those launching an e-commerce store and prioritizing speed over customization, Shopify removes every technical obstacle. For design-led teams who want visual control, Webflow offers a compelling middle path. For those needing custom business applications fast, AI builders like Lovable or Taskade Genesis can deliver working software in minutes.

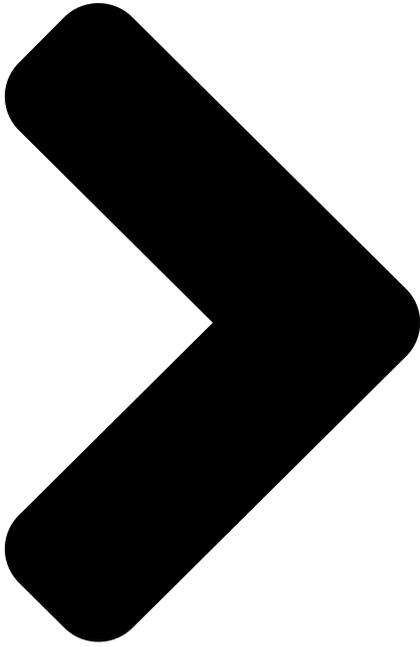
But for those building something that matters, a business you plan to grow, a brand you intend to protect, a digital asset you want to own, WordPress remains the only platform that gives you complete control over your future. You own your data, your content, and your code. You can scale from zero to millions of visitors without replatforming. You have access to the largest ecosystem of themes, plugins, and developers in the world. You are the landlord of your digital property, not a tenant paying rent forever.

The numbers tell the story. 43.3 percent of the web chooses WordPress because ownership matters. When you are ready to build something that lasts, you will understand why.

Frequently Asked Questions (FAQ)

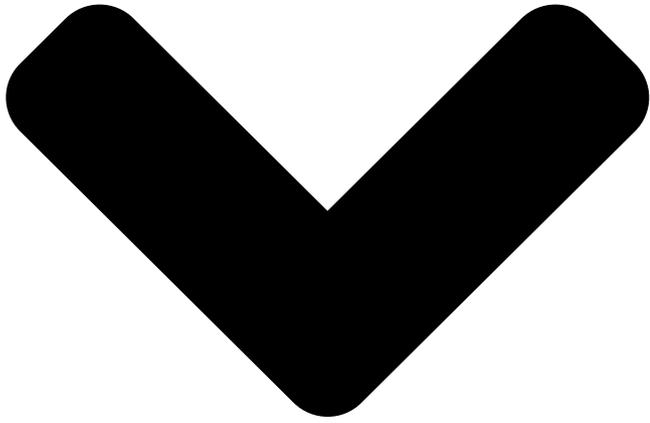
What is the most popular CMS in 2026?

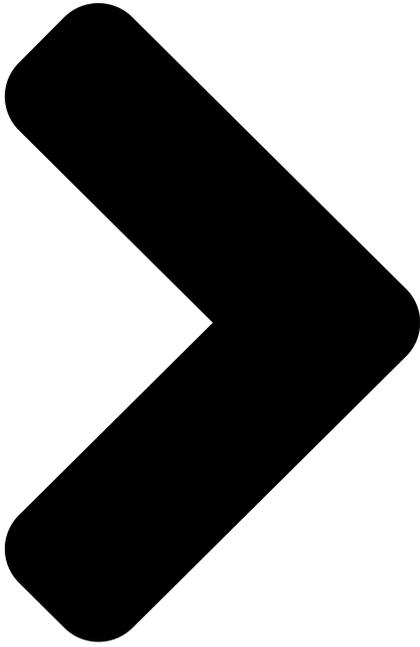




WordPress remains the most popular CMS, powering 43.3 percent of all websites globally and 60 to 64.3 percent of sites with a known content management system. This translates to approximately 472 million active websites running on WordPress.

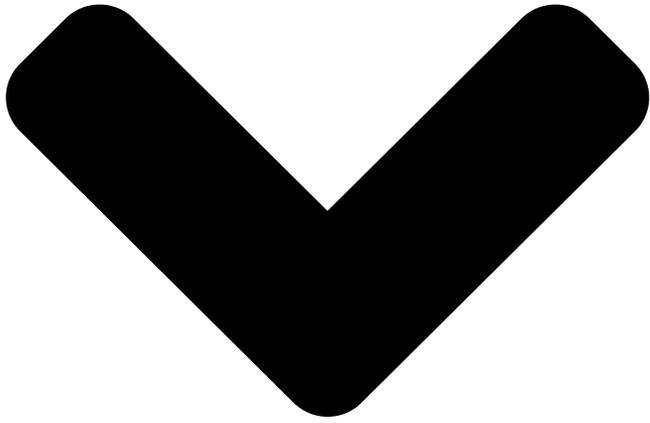
Is Shopify bigger than WordPress?

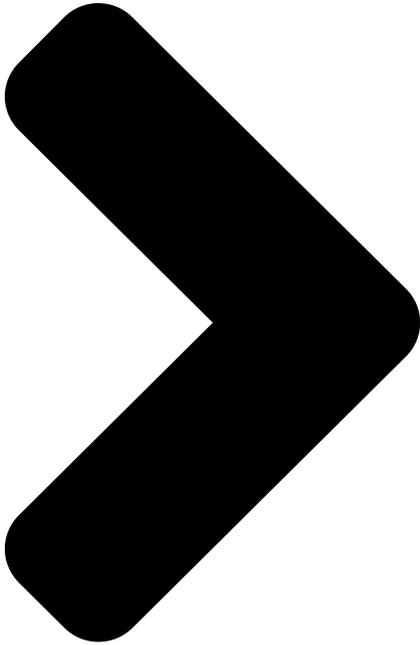




No. Shopify holds 4.4 percent global market share compared to WordPress's 43.3 percent. Shopify runs approximately 48 million sites while WordPress powers 472 million. However, Shopify is growing fastest, adding 16.6 new sites per million daily.

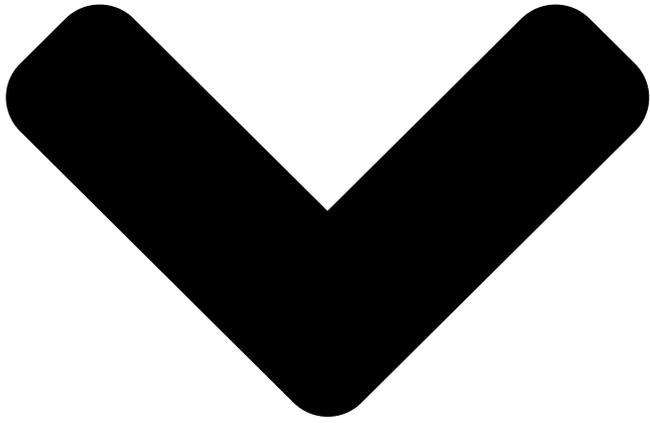
Can I switch platforms later without rebuilding?

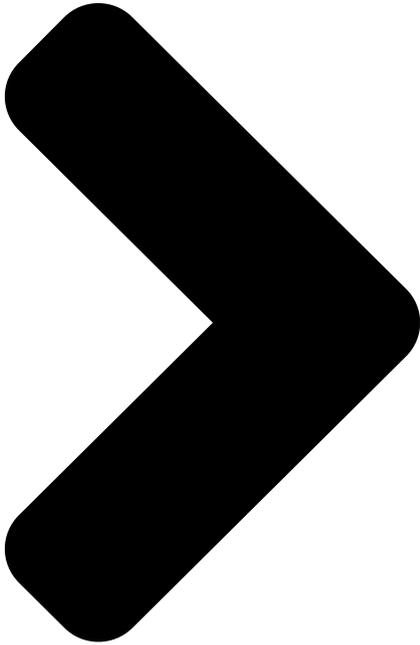




Not easily. Moving from Wix to WordPress or Shopify requires rebuilding: your design, content, and SEO don't transfer. Choose carefully based on long-term needs, not just first-year costs

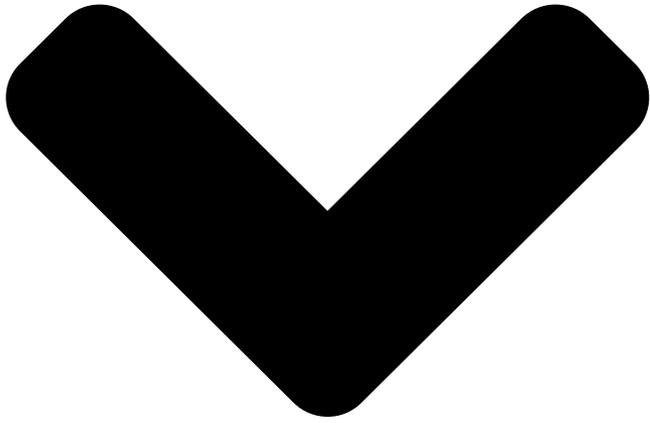
Which platform has the lowest total cost of ownership?

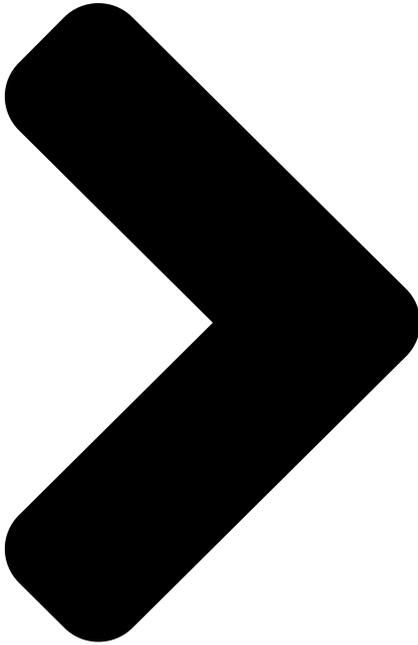




For a simple site you maintain yourself: WordPress with shared hosting (\$50–100/year). For a site you never want to touch: Wix or Squarespace (\$200–300/year). For an e-commerce store at scale: WordPress + WooCommerce.

What are the top e-commerce platforms in 2026?





WooCommerce leads with 37 percent market share, powering approximately 6.5 million active online stores. Shopify follows with 26 percent, Wix with 14 percent, Squarespace with 9 percent, and Magento with 7 percent.

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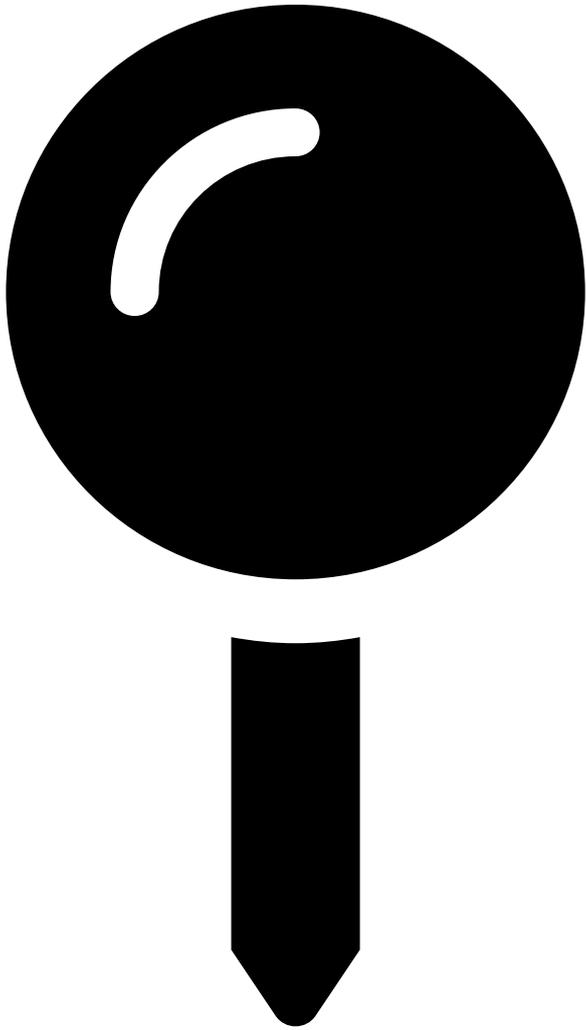
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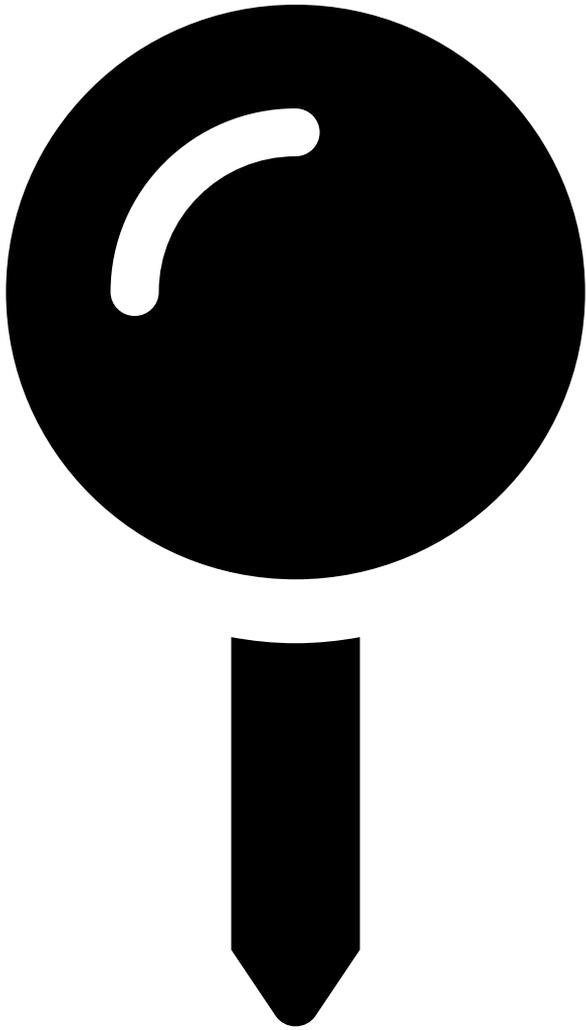
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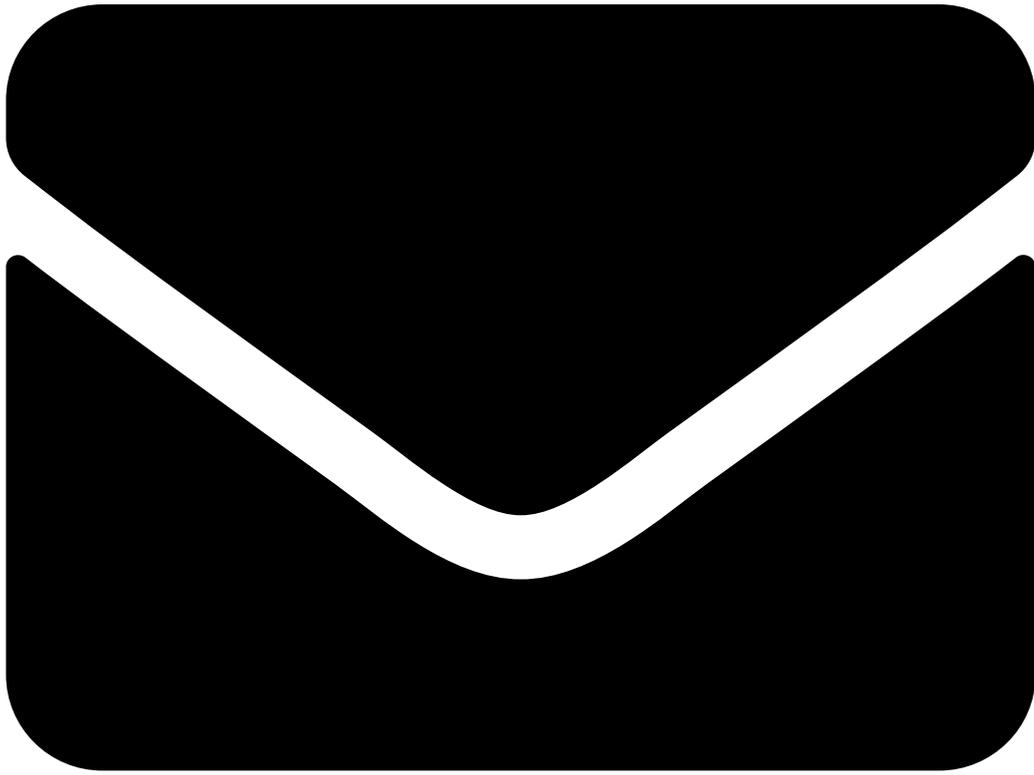


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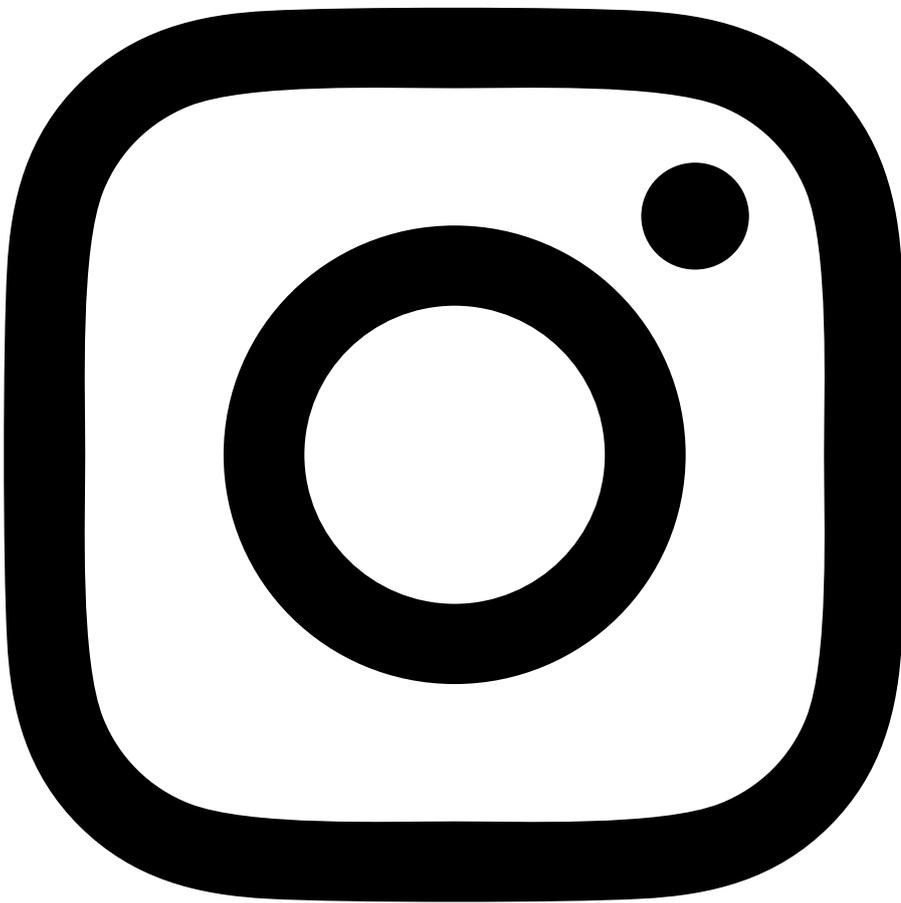
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