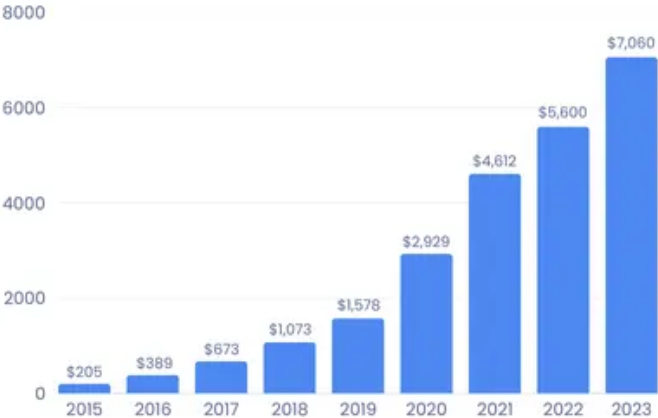


# The State of Shopify Report in the USA, the UK, Canada, Australia and Germany

Fabrikatör, the leading inventory planning software for Shopify and direct-to-customer brands, today unveiled the comprehensive Shopify Ecosystem Report, highlighting the dynamics of the Shopify market in key global markets, including the USA, UK, Canada, Australia, and Germany.

Shopify is one of the fastest-growing e-commerce software platforms, holding 16.36% of the total e-commerce share globally, with \$7.06B in revenue in 2023 and a YoY 26.07% increase.

## Shopify revenue rises to \$7.1 billion in 2023

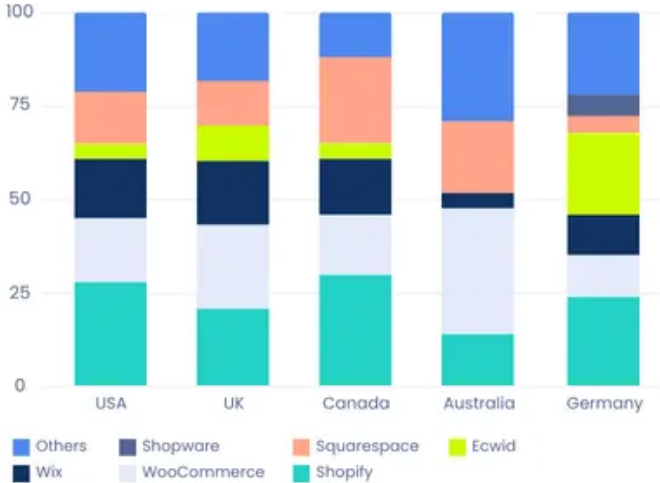


Fabrikatör’s study reveals how the Shopify ecosystem looks in the top five countries with the most active Shopify stores: the USA, the UK, Canada, Australia, and Germany. Even though those markets are quite strong for Shopify, there are some differences among them.

# Market share of Shopify in the USA, UK, Canada, Australia and Germany

Shopify has the biggest market share in the USA with 28%, followed by WooCommerce Checkout with 17%, Wix Stores with 16%, Squarespace with 14%, and Ecwid with 4%, according to [Statista report](#) in 2023.

## Shopify Market Share by Countries



In the UK, the market share of Shopify, with 21%, is slightly lower than WooCommerce Checkout, with 22%. Wix Stores ranked third with a market share of 17 percent, followed by Squarespace with 12% and Ecwid with 10%.

As of April 2024, Shopify was the e-commerce platform with the biggest market share in Canada by quite a large margin at 30 percent, according to [Statista](#). Squarespace followed with their Add to Cart (17 percent), Active Store (three percent), and Commerce service (three percent).

In Australia, as of September 2020, open-source WooCommerce was Australia's leading e-commerce platform application, holding a market share of around 34.38 percent, according to [Statista](#). The Australian market is the most fragmented one with different players in the market. 100sklepow and Adobe Business Catalyst have a 3.39% market share, followed by Magento with 3.05%, BigCommerce with 1.7%, Weebly eCommerce with 1.5% and OpenCart with 1.42%

Germany is the leading country in the EU among Shopify stores, with over 81 thousand active stores, and the fifth country worldwide. At the same time, Shopify, the biggest e-commerce software vendor in Germany, with a 24% market share, followed closely by Ecwid with a 22% market share, according to the [Statista report, 2023](#). Shopware, a Germany-based platform provider, has a 6% market share, unlike the other markets.

## Active Shopify Stores

Among more than 2.4 Million active Shopify stores, 44% of the stores with over 1 Million active stores are located in the United States of America, with the biggest share in the Shopify ecosystem. The number of active stores is distributed quite evenly; UK with 7%, Canada with 5%, Australia with 5% and Germany with 3%.

	<b>Total Active Stores:</b>	<b>Shopify Plus Stores:</b>	<b>% of Shopify Plus to Shopify Stores</b>
<b>USA</b>	1036243	13,184	1.29%
<b>UK</b>	176490	2,899	1.67%
<b>Canada</b>	128415	1,700	1.39%
<b>Australia</b>	115312	1,758	1.50%
<b>Germany</b>	81111	1,601	2.01%

USA has by far the most active Shopify stores, with over 1 M stores and 44% of all Shopify stores worldwide. 1.29% of the stores are Shopify Plus.

## Category Distribution of the Shopify Stores

	<b>USA</b>	<b>UK</b>	<b>Canada</b>	<b>Australia</b>	<b>Germany</b>
<b>Apparel</b>	317501	<b>43214</b>	27129	27375	5141
<b>None</b>	162280	25088	28515	13572	66566
<b>Home &amp; Garden</b>	119277	25913	15969	17730	2062
<b>Beauty &amp; Fitness</b>	110843	18666	11913	12840	1499
<b>Food &amp; Drink</b>	63418	12756	9837	10091	882
<b>People &amp; Society</b>	41183	7333	4775	5945	576
<b>Sports</b>	39326	7099	5204	5442	626
<b>Arts &amp; Entertainment</b>	38621	7578	5113	3816	979
<b>Health</b>	35949	6495	4532	4983	555

<b>Toys &amp; Hobbies</b>	31266	6191	4158	3951	475
<b>Autos &amp; Vehicles</b>	23570	3961	2799	3482	344
<b>Pets &amp; Animals</b>	22876	4981	3005	3858	401
<b>Gifts &amp; Special Events</b>	20407	5223	2492	3149	-
<b>Business &amp; Industrial</b>	19121	3666	3025	2715	314
<b>Consumer Electronics</b>	16727	3361	2150	2030	529
<b>Computers</b>	-	-	2150	-	549
<b>Total Stores:</b>	1036243	176490	128415	115312	81111

The apparel category has the highest share in the five countries. **Home & Garden** has the second highest share of all countries except for the UK. **Beauty & Fitness** is the third highest category in the USA, Canada, Australia, and Germany, while it's the second highest category in the UK Shopify market. While the **Consumer Electronics** category is the third most popular option in the UK, this category is not among the most popular categories in other countries.

Another outlier is that the **health category** in Germany is the fourth most popular category; it doesn't have a significant weight for the others.

## Apps Used for Shopify and Shopify Plus


Here, comprehensive tables show installed application distribution across five countries: the USA, UK, Canada, Australia, and Germany. You can find insight into which apps belong to which countries are installed either from Shopify or Shopify Plus integration.

Country 🇺🇸	Shopify or Shopify Plus	App	Category	Installs
<b>USA</b>	<b>Shopify</b>	<b>Product Reviews</b>	Review	203488
<b>USA</b>	<b>Shopify</b>	<b>Shopify Inbox</b>	Email & SMS	182489
<b>USA</b>	<b>Shopify</b>	<b>Geolocation</b>	Site Extension	160716
<b>USA</b>	<b>Shopify</b>	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	132567
<b>USA</b>	<b>Shopify</b>	<b><u>Judge.me</u> Product Reviews</b>	Review	126230
<b>USA</b>	<b>Shopify</b>	<b>Printful: Print on Demand</b>	Print on Demand	102558
<b>USA</b>	<b>Shopify</b>	<b>Instafeed - Instagram Feed</b>	Social	79137
<b>USA</b>	<b>Shopify</b>	<b>Mailchimp: Email &amp; SMS</b>	Email & SMS	75953

USA	Shopify	Printify: Print on Demand	Print on Demand	60247
USA	Shopify	Loox - Product Reviews App	Review	49613
USA	Shopify	Shopify Privacy & Compliance	Site Extension	48012
USA	Shopify	DSers-AliExpress Dropshipping	Dropshipping	42819
USA	Shopify	Privy - Pop-Ups, Email, & SMS	Email & SMS	38192
USA	Shopify	17TRACK Order Tracking-PaySync	Operational	37666
USA	Shopify	PageFly Landing Page Builder	Landing Page	36447
USA	Shopify	Omnisend Email Marketing & SMS	Email & SMS	35954
USA	Shopify	Smile: Loyalty & Rewards	Loyalty	30912
USA	Shopify	CJdropshipping: Much Faster	Dropshipping	29873
USA	Shopify	POWr	Site Extension	29276
USA	Shopify	Hextom: Free Shipping Bar	Site Extension	23015
USA	Shopify Plus	Klaviyo: Email Marketing & SMS	Email & SMS	8706
USA	Shopify Plus	Product Reviews	Review	3550
USA	Shopify Plus	Geolocation	Site Extension	3059
USA	Shopify Plus	Gorgias	Customer Support	2851
USA	Shopify Plus	Yotpo Product Reviews & UGC	Review	2409
USA	Shopify Plus	Rebuy Personalization Engine	Site Extension	2331
USA	Shopify Plus	Recharge Subscriptions	Subscription	2218
USA	Shopify Plus	Zendesk	Customer Support	2082
USA	Shopify Plus	Triple Whale Analytics	Data & Analytics	1980
USA	Shopify Plus	Yotpo: Loyalty & Rewards	Loyalty	1872
USA	Shopify Plus	Shogun - Landing Page Builder	Landing Page	1803
USA	Shopify Plus	Awin - Affiliate Marketing	Influencer & Affiliate	1771
USA	Shopify Plus	Back in Stock: Restock Alerts	Restock	1737
USA	Shopify Plus	Accessibly	Site Extension	1657
USA	Shopify Plus	<u>Judge.me</u> Product Reviews	Review	1647

<b>USA</b>	<b>Shopify Plus</b>	<b>Route: Post-Purchase Platform</b>	Site Extension	1604
<b>USA</b>	<b>Shopify Plus</b>	<b>Instafeed - Instagram Feed</b>	Social	1545
<b>USA</b>	<b>Shopify Plus</b>	<b>Okendo: Product Reviews &amp; UGC</b>	Review	1376
<b>USA</b>	<b>Shopify Plus</b>	<b>Loop Returns &amp; Exchanges</b>	Returns	1348
<b>USA</b>	<b>Shopify Plus</b>	<b>Klarna On-Site Messaging</b>	BNPL	1249

With 203,488 installations, Product Reviews is the most installed application with Shopify integration. The most downloaded application with Shopify Plus integration is the email & marketing tool Klaviyo.

<b>Country</b> 	<b>Shopify or Shopify Plus</b>	<b>App</b>	<b>Category</b>	<b>Installs</b>
UK	Shopify	<b>Geolocation</b>	Site Extension	<b>49671</b>
UK	Shopify	<b>Product Reviews</b>	Review	37996
UK	Shopify	<b>Shopify Inbox</b>	Email & SMS	35027
UK	Shopify	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	27100
UK	Shopify	<b>Judge.me Product Reviews</b>	Review	24167
UK	Shopify	<b>Shopify Privacy &amp; Compliance</b>	Site Extension	19049
UK	Shopify	<b>Instafeed - Instagram Feed</b>	Social	17986
UK	Shopify	<b>Mailchimp: Email &amp; SMS</b>	Email & SMS	17739
UK	Shopify	<b>Klarna On-Site Messaging</b>	BNPL	14742
UK	Shopify	<b>DSers-AliExpress Dropshipping</b>	Dropshipping	10342
UK	Shopify	<b>Loox - Product Reviews App</b>	Review	8615
UK	Shopify	<b>Printful: Print on Demand</b>	Print on Demand	7487
UK	Shopify	<b>PageFly Landing Page Builder</b>	Landing Page	7374
UK	Shopify	<b>Omnisend Email Marketing &amp; SMS</b>	Email & SMS	6891
UK	Shopify	<b>17TRACK Order Tracking-PaySync</b>	Operational	6765

UK	Shopify	<b>CJdropshipping: Much Faster</b>	Dropshipping	6680
UK	Shopify	<b>Nova: GDPR Cookie Consent</b>	Site Extension	5326
UK	Shopify	<b>Smile: Loyalty &amp; Rewards</b>	Loyalty	5111
UK	Shopify	<b>Consentmo GDPR Compliance</b>	Site Extension	4858
UK	Shopify	<b>Pandectes GDPR Compliance</b>	Site Extension	4690
UK	Shopify Plus	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	<b>1903</b>
UK	Shopify Plus	<b>Klarna On-Site Messaging</b>	BNPL	1135
UK	Shopify Plus	<b>Geolocation</b>	Site Extension	836
UK	Shopify Plus	<b>Zendesk</b>	Customer Support	725
UK	Shopify Plus	<b>Product Reviews</b>	Review	642
UK	Shopify Plus	<b>Gorgias</b>	Customer Support	589
UK	Shopify Plus	<b>Awin - Affiliate Marketing</b>	Influencer & Affiliate	525
UK	Shopify Plus	<b>Back in Stock: Restock Alerts</b>	Restock	438
UK	Shopify Plus	<b>Triple Whale Analytics</b>	Data & Analytics	421
UK	Shopify Plus	<b>Wishlist Plus</b>	Site Extension	380
UK	Shopify Plus	<b>Boost AI Search &amp; Filter</b>	Site Extension	372
UK	Shopify Plus	<b>Yotpo Product Reviews &amp; UGC</b>	Review	372
UK	Shopify Plus	<b>Recharge Subscriptions</b>	Subscription	349
UK	Shopify Plus	<b>Simprosys Google Shopping Feed</b>	Site Extension	334
UK	Shopify Plus	<b>Shopify Privacy &amp; Compliance</b>	Site Extension	324
UK	Shopify Plus	<b>Consentmo GDPR Compliance</b>	Site Extension	314
UK	Shopify Plus	<b>Instafeed - Instagram Feed</b>	Social	298
UK	Shopify Plus	<b>Shogun - Landing Page Builder</b>	Landing Page	294

UK	Shopify Plus	<b>Judge.me Product Reviews</b>	Review	280
UK	Shopify Plus	<b>Rebuy Personalization Engine</b>	Site Extension	271

The most downloaded application with Shopify integration in the UK, downloaded 49,671 times, is Geolocation. Similarly, in the USA, the most downloaded application with Shopify Plus integration, with 1,903 downloads, is Klaviyo.

<b>Country 🇨🇦</b>	<b>Shopify or Shopify Plus</b>	<b>App</b>	<b>Category</b>	<b>Installs</b>
Canada	Shopify	<b>Geolocation</b>	Site Extension	<b>36454</b>
Canada	Shopify	<b>Product Reviews</b>	Review	26305
Canada	Shopify	<b>Shopify Inbox</b>	Email & SMS	23767
Canada	Shopify	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	16998
Canada	Shopify	<b>Judge.me Product Reviews</b>	Review	15701
Canada	Shopify	<b>Instafeed - Instagram Feed</b>	Social	12632
Canada	Shopify	<b>Mailchimp: Email &amp; SMS</b>	Email & SMS	11314
Canada	Shopify	<b>Printful: Print on Demand</b>	Print on Demand	8399
Canada	Shopify	<b>DSers-AliExpress Dropshipping</b>	Dropshipping	7430
Canada	Shopify	<b>Shopify Privacy &amp; Compliance</b>	Site Extension	6501
Canada	Shopify	<b>Loox - Product Reviews App</b>	Review	5694
Canada	Shopify	<b>PageFly Landing Page Builder</b>	Landing Page	5032
Canada	Shopify	<b>CJdropshipping: Much Faster</b>	Dropshipping	4514
Canada	Shopify	<b>Printify: Print on Demand</b>	Print on Demand	4381
Canada	Shopify	<b>POWr</b>	Site Extension	4294
Canada	Shopify	<b>Omnisend Email Marketing &amp; SMS</b>	Email & SMS	4287
Canada	Shopify	<b>Privy - Pop Ups, Email, &amp; SMS</b>	Email & SMS	4260

Canada	Shopify	<b>Smile: Loyalty &amp; Rewards</b>	Loyalty	4248
Canada	Shopify	<b>17TRACK Order Tracking-PaySync</b>	Operational	3812
Canada	Shopify	<b>Hextom: Free Shipping Bar</b>	Site Extension	3289
Canada	Shopify Plus	<b>Klaviyo: Email Marketing &amp; SMS</b>	<b>Email &amp; SMS</b>	<b>942</b>
Canada	Shopify Plus	<b>Product Reviews</b>	Review	485
Canada	Shopify Plus	<b>Geolocation</b>	Site Extension	374
Canada	Shopify Plus	<b>Gorgias</b>	Customer Support	294
Canada	Shopify Plus	<b>Yotpo Product Reviews &amp; UGC</b>	Review	245
Canada	Shopify Plus	<b>Rebuy Personalization Engine</b>	Site Extension	240
Canada	Shopify Plus	<b>Judge.me Product Reviews</b>	Review	228
Canada	Shopify Plus	<b>Instafeed - Instagram Feed</b>	Social	195
Canada	Shopify Plus	<b>Recharge Subscriptions</b>	Subscription	182
Canada	Shopify Plus	<b>Triple Whale Analytics</b>	Data & Analytics	181
Canada	Shopify Plus	<b>Zendesk</b>	Customer Support	179
Canada	Shopify Plus	<b>Shogun - Landing Page Builder</b>	Landing Page	176
Canada	Shopify Plus	<b>Smile: Loyalty &amp; Rewards</b>	Loyalty	164
Canada	Shopify Plus	<b>Back in Stock: Restock Alerts</b>	Restock	163
Canada	Shopify Plus	<b>Stamped Product Reviews &amp; UGC</b>	Review	155
Canada	Shopify Plus	<b>Yotpo: Loyalty &amp; Rewards</b>	Loyalty	149
Canada	Shopify Plus	<b>Wishlist Plus</b>	Site Extension	146
Canada	Shopify Plus	<b>Tidio Live Chat &amp; AI Chatbots</b>	Customer Support	145
Canada	Shopify Plus	<b>Mailchimp: Email &amp; SMS</b>	Email & SMS	142
Canada	Shopify Plus	<b>langify - translate your store</b>	Site Extension	135

In Canada, the most downloaded application with Shopify integration is the same as in the UK. Geolocation, with 36,454 downloads. Also similarly to the UK, the most downloaded application

with Shopify Plus integration is Klaviyo.

There has not been a significant change in the most downloaded apps in Australia 🇦🇺. Similarly to Canada and the UK, the most downloaded apps with Shopify and Shopify Plus integration are Geolocation and the Klaviyo app.

Country 🇺🇸	Shopify or Shopify Plus	App	Category	Installs
Australia	Shopify	<b>Geolocation</b>	Site Extension	<b>27624</b>
Australia	Shopify	<b>Product Reviews</b>	Review	24992
Australia	Shopify	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	23509
Australia	Shopify	<b>Shopify Inbox</b>	Email & SMS	21446
Australia	Shopify	<b>Instafeed - Instagram Feed</b>	Social	17551
Australia	Shopify	<b>Judge.me Product Reviews</b>	Review	16091
Australia	Shopify	<b>Mailchimp: Email &amp; SMS</b>	Email & SMS	12418
Australia	Shopify	<b>Loox - Product Reviews App</b>	Review	6592
Australia	Shopify	<b>DSers-AliExpress Dropshipping</b>	Dropshipping	5667
Australia	Shopify	<b>PageFly Landing Page Builder</b>	Landing Page	5044
Australia	Shopify	<b>Omnisend Email Marketing &amp; SMS</b>	Email & SMS	4374
Australia	Shopify	<b>Shopify Privacy &amp; Compliance</b>	Site Extension	4188
Australia	Shopify	<b>17TRACK Order Tracking-PaySync</b>	Operational	3978
Australia	Shopify	<b>POWr</b>	Site Extension	3924
Australia	Shopify	<b>Printful: Print on Demand</b>	Print on Demand	3589
Australia	Shopify	<b>Simprosys Google Shopping Feed</b>	Site Extension	3509
Australia	Shopify	<b>Yotpo Product Reviews &amp; UGC</b>	Review	3404
Australia	Shopify	<b>Privy - Pop Ups, Email, &amp; SMS</b>	Email & SMS	3383
Australia	Shopify	<b>Afterpay On-Site Messaging</b>	BNPL	3371

Australia	Shopify	<b>Smile: Loyalty &amp; Rewards</b>	Loyalty	3205
Australia	Shopify Plus	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	<b>1337</b>
Australia	Shopify Plus	<b>Gorgias</b>	Customer Support	602
Australia	Shopify Plus	<b>Geolocation</b>	Site Extension	443
Australia	Shopify Plus	<b>Okendo: Product Reviews &amp; UGC</b>	Review	438
Australia	Shopify Plus	<b>Product Reviews</b>	Review	402
Australia	Shopify Plus	<b>Shogun - Landing Page Builder</b>	Landing Page	348
Australia	Shopify Plus	<b>Instafeed - Instagram Feed</b>	Social	330
Australia	Shopify Plus	<b>Back in Stock: Restock Alerts</b>	Restock	326
Australia	Shopify Plus	<b>Wishlist Plus</b>	Site Extension	317
Australia	Shopify Plus	<b>Zendesk</b>	Customer Support	300
Australia	Shopify Plus	<b>Klarna On-Site Messaging</b>	BNPL	278
Australia	Shopify Plus	<b>Boost AI Search &amp; Filter</b>	Site Extension	274
Australia	Shopify Plus	<b>Yotpo Product Reviews &amp; UGC</b>	Review	265
Australia	Shopify Plus	<b>Triple Whale Analytics</b>	Data & Analytics	264
Australia	Shopify Plus	<b>Yotpo: Loyalty &amp; Rewards</b>	Loyalty	250
Australia	Shopify Plus	<b>Swym Back in Stock Alerts</b>	Restock	248
Australia	Shopify Plus	<b>Foursixty Shoppable Social UGC</b>	Social	247
Australia	Shopify Plus	<b>Simprosyst Google Shopping Feed</b>	Site Extension	247
Australia	Shopify Plus	<b>Stockist Store Locator</b>	Site Extension	225
Australia	Shopify Plus	<b>Loop Returns &amp; Exchanges</b>	Returns	224

<b>Country</b> 🇩🇪	<b>Shopify or Shopify Plus</b>	<b>App</b>	<b>Category</b>	<b>Installs</b>
Germany	Shopify	<b>Klarna On-Site Messaging</b>	BNPL	<b>48354</b>
Germany	Shopify	<b>Geolocation</b>	Site Extension	24130

Germany	Shopify	<b>Product Reviews</b>	Review	17375
Germany	Shopify	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	13079
Germany	Shopify	<b><u>Judge.me</u> Product Reviews</b>	Review	12880
Germany	Shopify	<b>Shopify Privacy &amp; Compliance</b>	Site Extension	12360
Germany	Shopify	<b>Shopify Inbox</b>	Email & SMS	12240
Germany	Shopify	<b>GDPR Legal Cookie by iubenda</b>	Site Extension	10917
Germany	Shopify	<b>Consentmo GDPR Compliance</b>	Site Extension	8678
Germany	Shopify	<b>Lucky Orange Heatmaps &amp; Replay</b>	Data & Analytics	8569
Germany	Shopify	<b>Loox - Product Reviews App</b>	Review	8566
Germany	Shopify	<b>Pandectes GDPR Compliance</b>	Site Extension	5887
Germany	Shopify	<b>Instafeed - Instagram Feed</b>	Social	5723
Germany	Shopify	<b>DSers-AliExpress Dropshipping</b>	Dropshipping	5506
Germany	Shopify	<b>CJdropshipping: Much Faster</b>	Dropshipping	4343
Germany	Shopify	<b>Nova: GDPR Cookie Consent</b>	Site Extension	4139
Germany	Shopify	<b>Printful: Print on Demand</b>	Print on Demand	3988
Germany	Shopify	<b>Booster: Page Speed Optimizer</b>	Site Extension	3889
Germany	Shopify	<b>PageFly Landing Page Builder</b>	Landing Page	3742
Germany	Shopify	<b>Trust Badges Bear</b>	Site Extension	3613
Germany	Shopify Plus	<b>Klaviyo: Email Marketing &amp; SMS</b>	Email & SMS	<b>1068</b>
Germany	Shopify Plus	<b>Klarna On-Site Messaging</b>	BNPL	777
Germany	Shopify Plus	<b>Geolocation</b>	Site Extension	530
Germany	Shopify Plus	<b>Product Reviews</b>	Review	510
Germany	Shopify Plus	<b><u>Judge.me</u> Product</b>	Review	322

		Reviews		
Germany	Shopify Plus	<b>REVIEWS.io Product Reviews</b>	Review	307
Germany	Shopify Plus	<b>Pandectes GDPR Compliance</b>	Site Extension	284
Germany	Shopify Plus	<b>Awin - Affiliate Marketing</b>	Influencer & Affiliate	250
Germany	Shopify Plus	<b>langify - translate your store</b>	Site Extension	226
Germany	Shopify Plus	<b>Zendesk</b>	Customer Support	218
Germany	Shopify Plus	<b>Gorgias</b>	Customer Support	196
Germany	Shopify Plus	<b>Shogun - Landing Page Builder</b>	Landing Page	186
Germany	Shopify Plus	<b>Wishlist Plus</b>	Site Extension	176
Germany	Shopify Plus	<b>Consentmo GDPR Compliance</b>	Site Extension	170
Germany	Shopify Plus	<b>Trusted Shops Easy Integration</b>	Site Extension	168
Germany	Shopify Plus	<b>Triple Whale Analytics</b>	Data & Analytics	165
Germany	Shopify Plus	<b>Back in Stock: Restock Alerts</b>	Restock	165
Germany	Shopify Plus	<b>Weglot - Translate Your Store</b>	Site Extension	160
Germany	Shopify Plus	<b>Instafeed - Instagram Feed</b>	Social	159
Germany	Shopify Plus	<b>PageFly Landing Page Builder</b>	Landing Page	155

The table showcases the app install numbers by country, displaying the top downloaded apps. There are more than 10.000 apps in the Shopify App Store, making the competition fierce.

In the email & SMS category, Shopify Inbox and Klaviyo are competing closely. Shopify Inbox is a free app, provided by Shopify. In the category, Klaviyo dominates this market, and with their IPO last year, they're consolidating market share.

"Geolocation" is popular across all countries, with 49,671 installations in the UK and 36,454 in Canada, indicating a strategic focus on local marketing and user engagement.

Some apps show a distinct preference in specific countries. For example, "Klarna On-Site

Messaging" has a staggering 48,354 installations in Germany, far exceeding its usage in other regions. This suggests a tailored approach to local payment solutions in Germany.

**Data Collection:**

Shopify active stores data was collected from Storeleads on April 16, 2024. The market share data is collected from Statista.

**About Fabrikatör:**

Fabrikatör is an inventory management solution designed for Shopify and direct-to-customer brands, enhancing their operational efficiencies and cash flows. Backed by APX, Backbone Ventures, and Investitionsbank Berlin, Fabrikatör allows brands to easily forecast demand, replenish stock, and accept backorder.

**For further information, please contact:**

Email: [oyku@fabrikator.io](mailto:oyku@fabrikator.io)