



Where online stores move when they change platform.

We followed every online store in 15 monthly crawls of the web, about 2.8 million of them each month, and counted the ones that switched e-commerce platform while keeping their address. Here is where they left from, where they went, and how often each platform loses its stores.

24,093

stores changed platform in 12 months, keeping their address

7.4 : 1

moves from WooCommerce to Shopify for every move back (7,811 to 1,054)

+10.5%

WooCommerce to Shopify moves against the year before (7,068 to 7,811)

33.3 vs 2.8

stores per 1,000 a year that leave Magento, against Shopify

studio.mufatech.com/ecommerce-platform-migrations

The interactive version, every route as CSV, the year-on-year file and the BigQuery query behind each number.

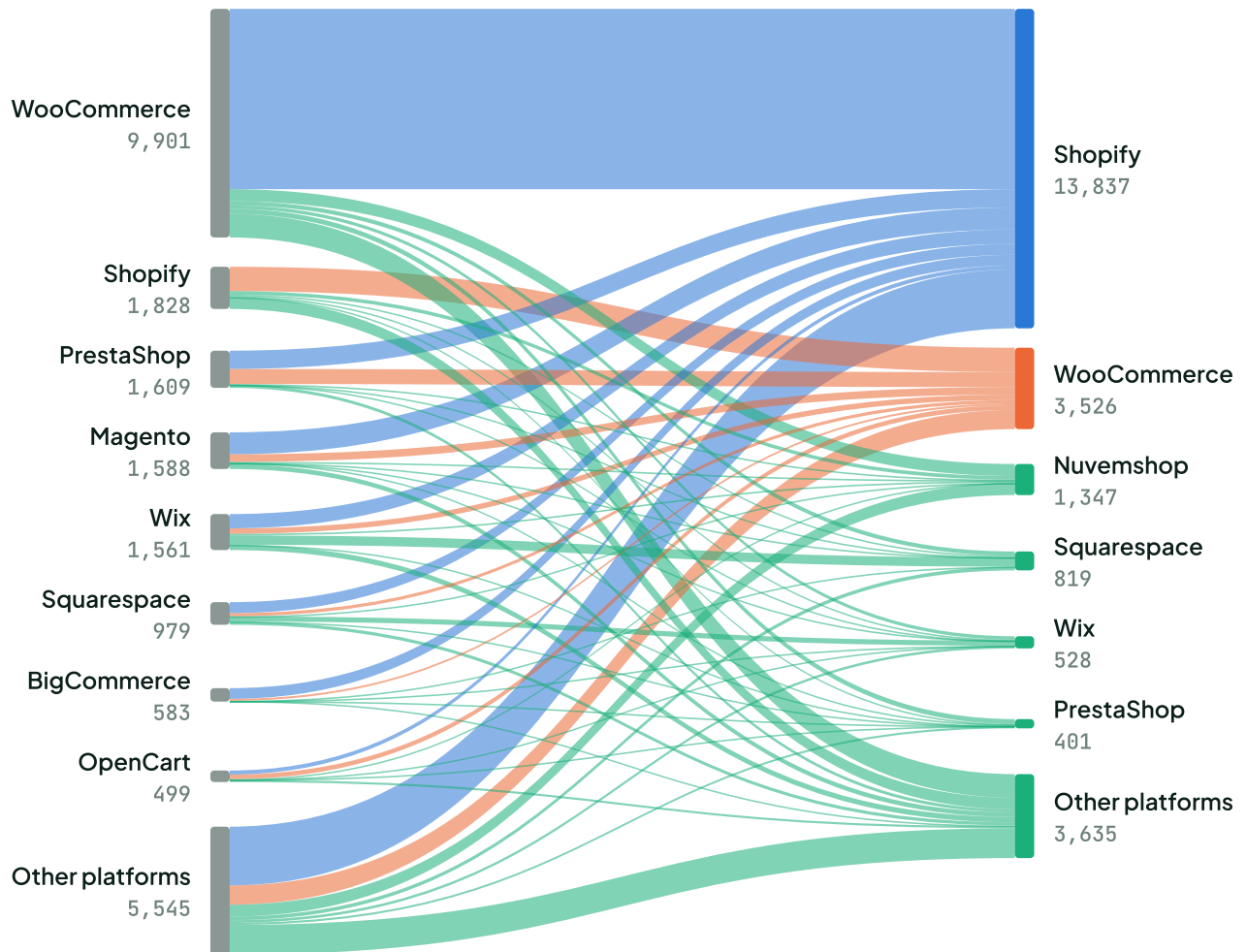
What a year of platform switching shows

- **24,093 online stores changed platform** between July 2025 and September 2026 while keeping their web address: about 2,008 a month.
- **Shopify took in 13,837 of them**, 57% of all moves, and lost 1,828. No other platform gained more than 990 stores net.
- **WooCommerce to Shopify is the busiest route**: 7,811 stores, against 1,054 going the other way, about 7.4 to 1.
- **Compared with the year before, the pull towards Shopify grew**: WooCommerce to Shopify moves rose 11% (7,068 to 7,811) and moves the other way fell 6%, while all switches together stayed about level (24,481 to 24,093).
- **Stores also reach Shopify from** Magento (952), PrestaShop (794), Wix (620) and Squarespace (474).
- **Magento and BigCommerce stores move away most often**: 33.3 and 33.1 in every 1,000 a year, against 2.8 for Shopify and 9.6 for WooCommerce.
- **Most movers are small sites**: 91% were outside the million most visited sites on the web, and only 78 were in the top 100,000.

Where the stores went

24,093 STORES THAT CHANGED PLATFORM IN A YEAR

■ Moved to Shopify
 ■ Moved to WooCommerce
 ■ Moved to another platform



Old platform on the left, new platform on the right; band width is the number of stores. The eight platforms that lost the most stores are on the left and the six that gained the most on the right; the rest are grouped as other platforms.

The busiest routes

The most common moves in the 12 months from September 2025 to August 2026. A store counts once, in the month it first showed up on its new platform.

#	FROM	TO	STORES
1	WooCommerce	Shopify	7,811
2	Shopify	WooCommerce	1,054
3	Magento (Adobe Commerce)	Shopify	952
4	PrestaShop	Shopify	794
5	PrestaShop	WooCommerce	649
6	Wix	Shopify	620
7	WooCommerce	Nuvemshop / Tiendanube	520
8	Squarespace	Shopify	474
9	BigCommerce	Shopify	464
10	Wix	Squarespace	403
11	Magento (Adobe Commerce)	WooCommerce	329
12	Wix	WooCommerce	236
13	Squarespace	Wix	221
14	WooCommerce	PrestaShop	217
15	OpenCart	WooCommerce	202
16	Nuvemshop / Tiendanube	Shopify	188
17	WooCommerce	Squarespace	183
18	Shopware	Shopify	181
19	OpenCart	Shopify	175
20	Tray	Nuvemshop / Tiendanube	175
21	Lightspeed eCom	Shopify	162
22	Shopify	Nuvemshop / Tiendanube	156
23	Salesforce Commerce Cloud	Shopify	150
24	Loja Integrada	Nuvemshop / Tiendanube	145
25	WooCommerce	Wix	145

Every route, including those with a single store, is in flows.csv at studio.mufatech.com/ecommerce-platform-migrations.

Gains and losses by platform

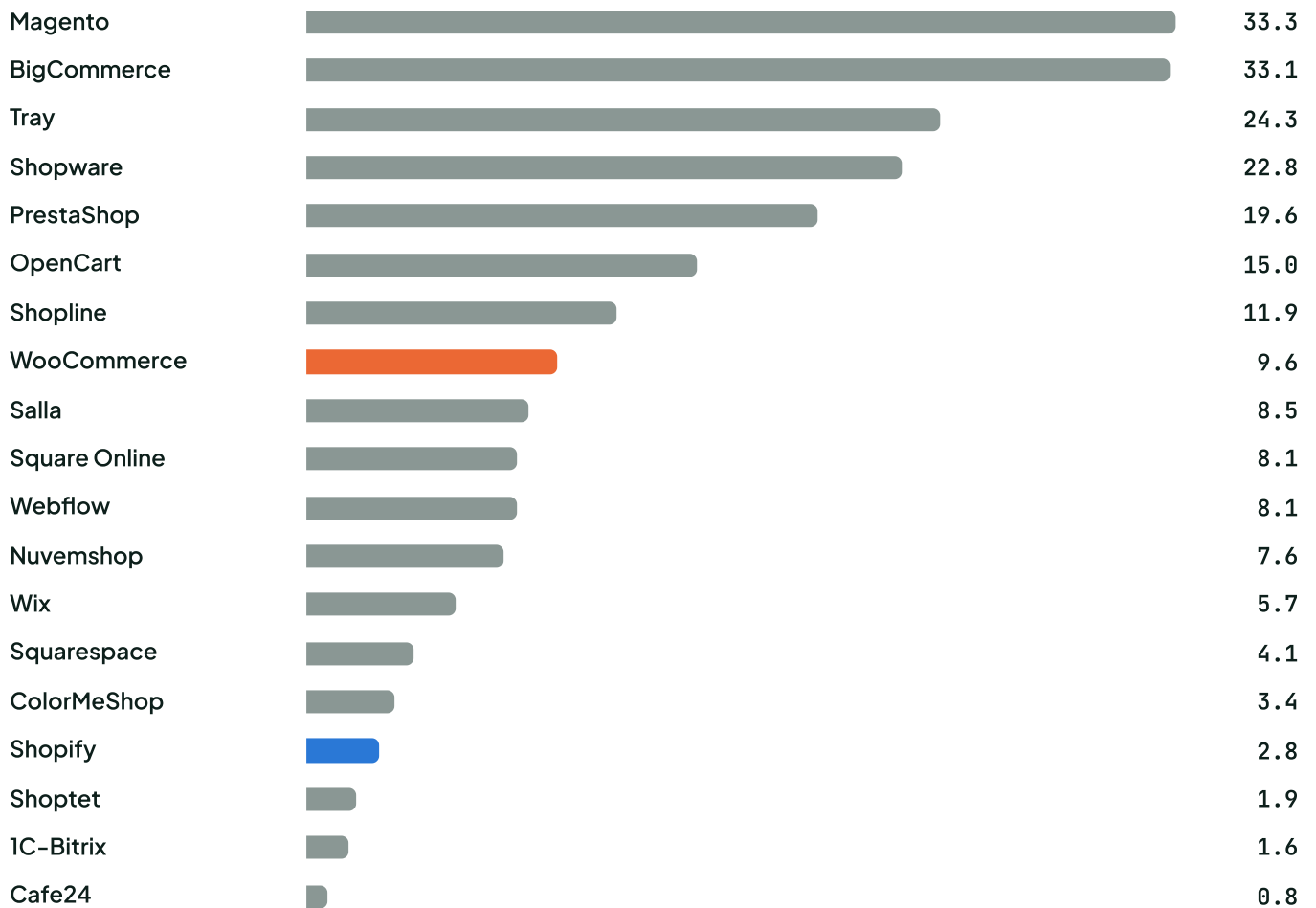
How many stores each platform took in from other platforms and how many it lost to them. Stores that opened or closed without switching are not part of these numbers.

PLATFORM	STORES IN THE CRAWL	MOVED IN	MOVED OUT	NET	MOVED AWAY PER 1,000 A YEAR
Shopify	723,069	13,837	1,828	+12,009	2.8
WooCommerce	986,273	3,526	9,901	-6,375	9.6
Wix	281,608	528	1,561	-1,033	5.7
PrestaShop	74,196	401	1,609	-1,208	19.6
Magento (Adobe Commerce)	44,173	256	1,588	-1,332	33.3
Squarespace	238,239	819	979	-160	4.1
Nuvemshop / Tiendanube	50,375	1,347	357	+990	7.6
BigCommerce	16,985	281	583	-302	33.1
OpenCart	31,896	227	499	-272	15.0
Tray	11,893	208	312	-104	24.3
Square Online	23,929	218	184	+34	8.1
Shopware	12,872	106	260	-154	22.8
1C-Bitrix	70,534	184	118	+66	1.6
Loja Integrada	8,362	45	256	-211	-
Ikas	4,715	149	148	+1	-
Webflow	14,861	164	125	+39	8.1
Ecwid	7,583	95	182	-87	-
Shoptline	10,995	103	128	-25	11.9
Lightspeed eCom	5,423	10	207	-197	-
VTEX	3,480	46	164	-118	-

"Stores in the crawl" is the number of home pages on that platform in the latest crawl. It rises and falls with the list of sites the crawl visits, so read it as the size of the group, not as market share.

How often stores leave each platform

Stores that moved to another platform in a year, for every 1,000 stores on the platform. Only platforms with at least 10,000 stores in the crawl.



Compared with the year before

The same count for the 12 months before, from the same crawl and the same rules.

ROUTE	SEP 2024 – AUG 2025	SEP 2025 – AUG 2026	CHANGE	PER 1,000 STORES ON THE OLD PLATFORM
All platform switches	24,481	24,093	-1.6%	8.3 → 8.5
WooCommerce to Shopify	7,068	7,811	+10.5%	6.4 → 7.6
Shopify to WooCommerce	1,117	1,054	-5.6%	1.9 → 1.6
Magento to Shopify	1,058	952	-10.0%	19.2 → 20.0
PrestaShop to Shopify	617	794	+28.7%	6.5 → 9.7
Wix to Shopify	534	620	+16.1%	2.0 → 2.3
BigCommerce to Shopify	416	464	+11.5%	21.4 → 26.3
Squarespace to Shopify	496	474	-4.4%	2.0 → 2.0
WooCommerce to Nuvemshop	450	520	+15.6%	0.4 → 0.5

WooCommerce to Shopify against Shopify to WooCommerce: 6.3 to 1 the year before, 7.4 to 1 now. The crawl covered 3.1% fewer stores than a year earlier, so the last column divides each route by the stores on its old platform.

PLATFORM	MOVED AWAY PER 1,000, YEAR BEFORE	MOVED AWAY PER 1,000, LAST 12 MONTHS	NET STORES GAINED OR LOST
Shopify	3.3	2.8	+10,413 → +12,009
WooCommerce	8.5	9.6	-5,339 → -6,375
Wix	5.6	5.7	-820 → -1,033
Squarespace	4.7	4.1	-290 → -160
PrestaShop	16.9	19.6	-1,100 → -1,208
Magento	32.6	33.3	-1,469 → -1,332
BigCommerce	29.1	33.1	-201 → -302

Both ways, by size of site

SIZE OF THE SITE BEFORE THE MOVE	ALL MOVES	WOOCOMMERCE TO SHOPIFY	SHOPIFY TO WOOCOMMERCE
Top 10,000 sites	4	0	0
Top 100,000	74	7	2
Top 1 million	2,149	499	59
Beyond the top million	21,866	7,305	993

Size comes from the site's rank in the Chrome UX Report in the month before it moved.

How this compares with other counts

Store Leads, a paid database of online stores, also tracks stores that switch platform. For the 90 days to 18 September 2026 it counts 24,877 stores moving to Shopify and 17,504 leaving it, with 8,474 going from WooCommerce to Shopify and 5,903 the other way, about 1.4 to 1.³

Both counts agree on the direction: more stores go from WooCommerce to Shopify than back. They disagree on how one-sided it is. Store Leads follows far more stores, including sites with few visitors that the HTTP Archive never crawls, and it does not publish how it decides a store has moved. This count only includes sites busy enough to be in the Chrome UX Report, and asks for two crawls on each side of a move, which leaves out quick back-and-forth changes. Read the two together: Store Leads for the whole long tail, this page for sites with real traffic and a method you can check.

What this does not show

- **Moves to a new web address.** A store that changes both platform and domain looks like one store closing and another opening, so it is not counted.
- **Small sites with few visitors.** The crawl covers the sites in the Chrome UX Report, which only lists sites with enough Chrome visitors. Brand-new and very quiet stores are missing.
- **Headless and hidden setups.** A store whose home page does not show which platform runs it cannot be detected. Sites that show two platforms at once are left out.
- **Why stores moved.** The crawl sees the platform, not the reason. Agencies and merchants can tell you that; this data cannot.
- **Market share.** These are moves between platforms, not the number of stores each platform has.

How we counted

- The **HTTP Archive** visits the home page of every site in the Chrome UX Report once a month and records the technology each one uses. We read the mobile crawl from July 2025 to September 2026.¹
- For every home page and month we took the **e-commerce platform** it was detected on. Plugins and add-ons that sit on top of a platform, such as shopping-cart widgets, were left out, and Tiendanube and Nuvemshop, one company under two names, count as one platform.²
- A store counts as **moved** when the same address shows one platform in two crawls in a row and another platform in the next two. Asking for two crawls on each side removes one-off misreadings: only 10 sites in four months flipped to another platform for a single crawl and back.
- We checked a sample by hand. Of 90 stores counted as moved, 89 showed the new platform when we opened them in September 2026; one showed neither platform.
- The **rate per 1,000** divides the stores that moved away by the average number of stores on the platform in the first and latest crawl.
- The year before is the same query with every date one year earlier: crawls from July 2024 to September 2025, moves first seen from September 2024 to August 2025.
- The query is in [query.sql](#). We update the page every quarter.

Use and cite the data

The counts are free to use under CC BY 4.0 in articles, comparison pages, tools and research. They contain no store addresses. Please credit them like this:

Source: E-commerce platform migrations, Mufatech Studio,
based on HTTP Archive and Chrome UX Report data,
<https://studio.mufatech.com/ecommerce-platform-migrations/>

The interactive page, the CSV files and the query: studio.mufatech.com/ecommerce-platform-migrations. Questions or a cut we have not published: hello@mufatech.com.

Sources

1. HTTP Archive. [Monthly crawl of the web](#), table `httparchive.crawl.pages`, mobile home pages, July 2025 to September 2026, read on BigQuery on 27 Sep 2026. Site list and ranks from the [Chrome UX Report](#). OPEN DATA
2. Technology detection by the rules HTTP Archive runs on every page, category "Ecommerce". See [HTTPArchive/wappalyzer](#) on GitHub. OPEN SOURCE
3. Store Leads. [Shopify stores report](#), platform migrations over the last 90 days, updated 18 September 2026. COMMERCIAL DATA

Disclosure: Mufatech Studio builds Shopify themes and runs WooCommerce-to-Shopify migrations. The study shows both directions and publishes its query so anyone can check it.