

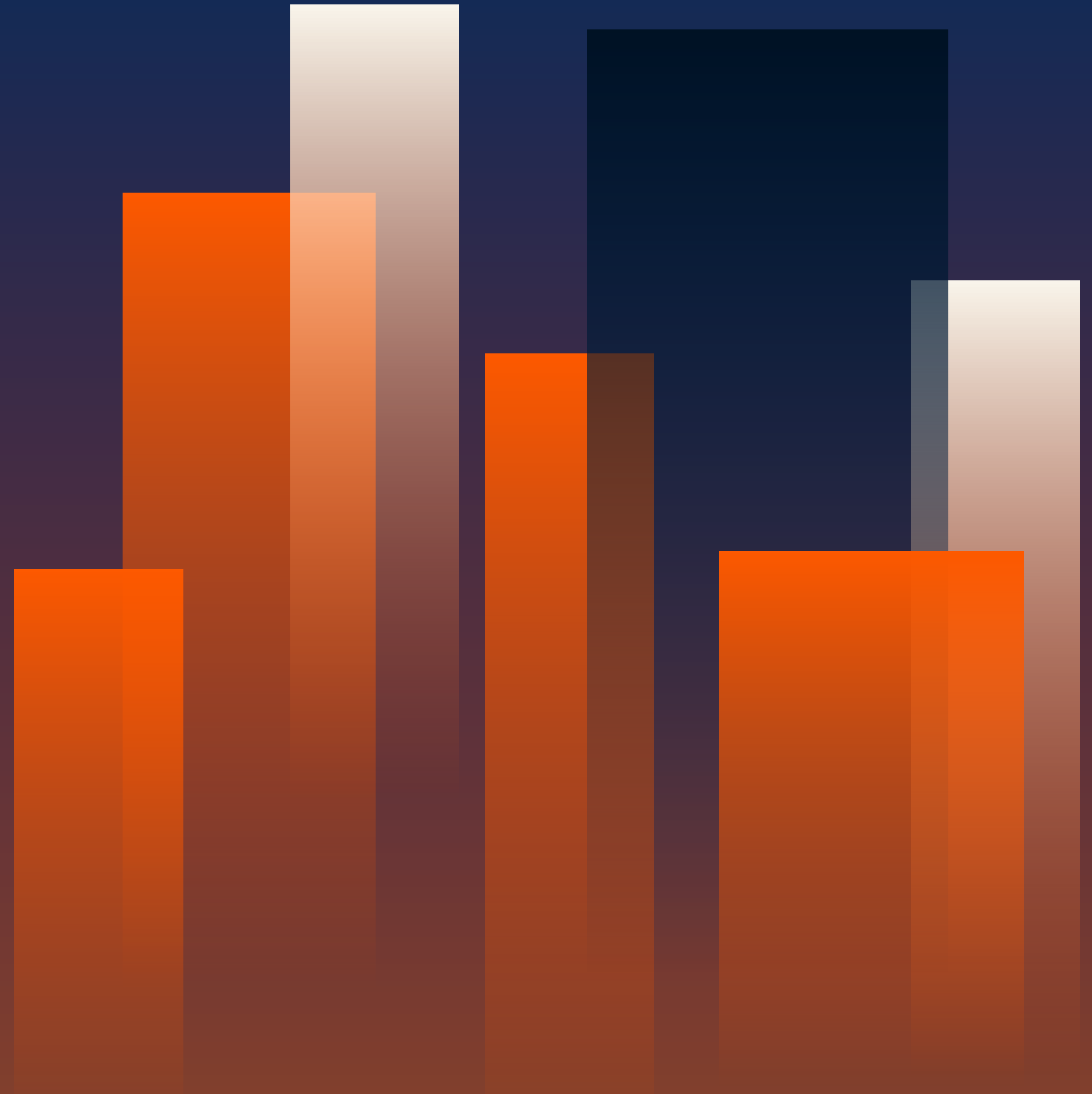


THANK YOU FOR 29 YEARS
Internet for Everyone



Recap 2024

Visit get.shop



Intro.

In 2024, .shop solidified its position as the go-to domain extension for online retailers and e-commerce businesses. Recent internal data and market analysis reveal impressive growth in both registrations and active usage:

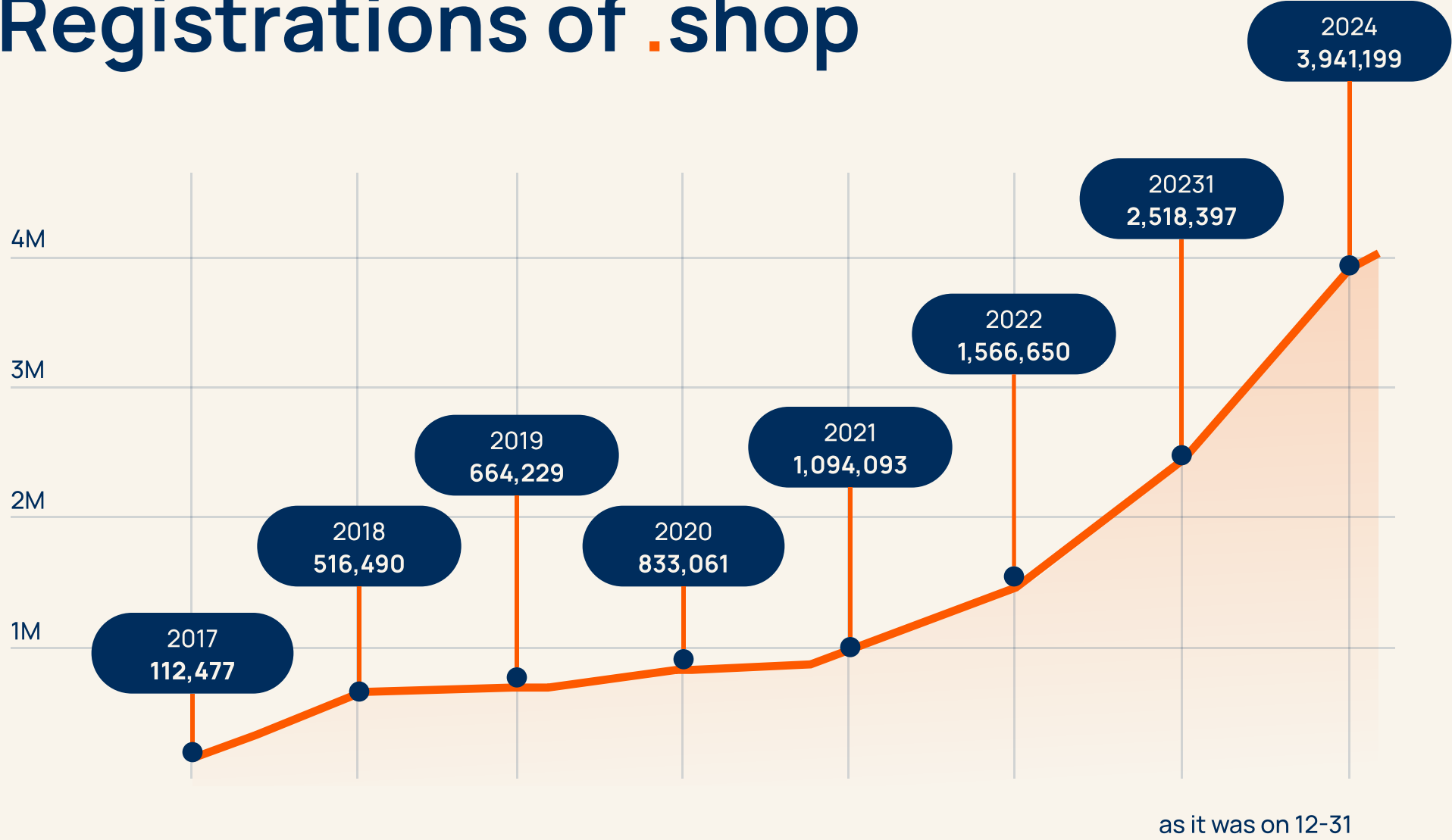
Notably, over **1.4 million .shop domains** were registered worldwide in 2024, making it one of the fastest-growing top-level domains (TLDs) in the e-commerce sector. A major factor driving this growth is .shop's clear alignment with online retail, offering businesses a strong, focused brand identity. Many brands have embraced .shop as the ideal platform for launching and scaling their e-commerce operations.

This success is further supported by a vibrant global community and strategic marketing initiatives spearheaded by GMO Registry. These efforts enhance consumer trust in online stores and empower businesses to capitalize on the ever-expanding digital marketplace.

This short recap aims to reiterate the potential benefits of using .shop domains for anyone looking to build a solid online presence, expand their domain portfolio and drive long-term growth.

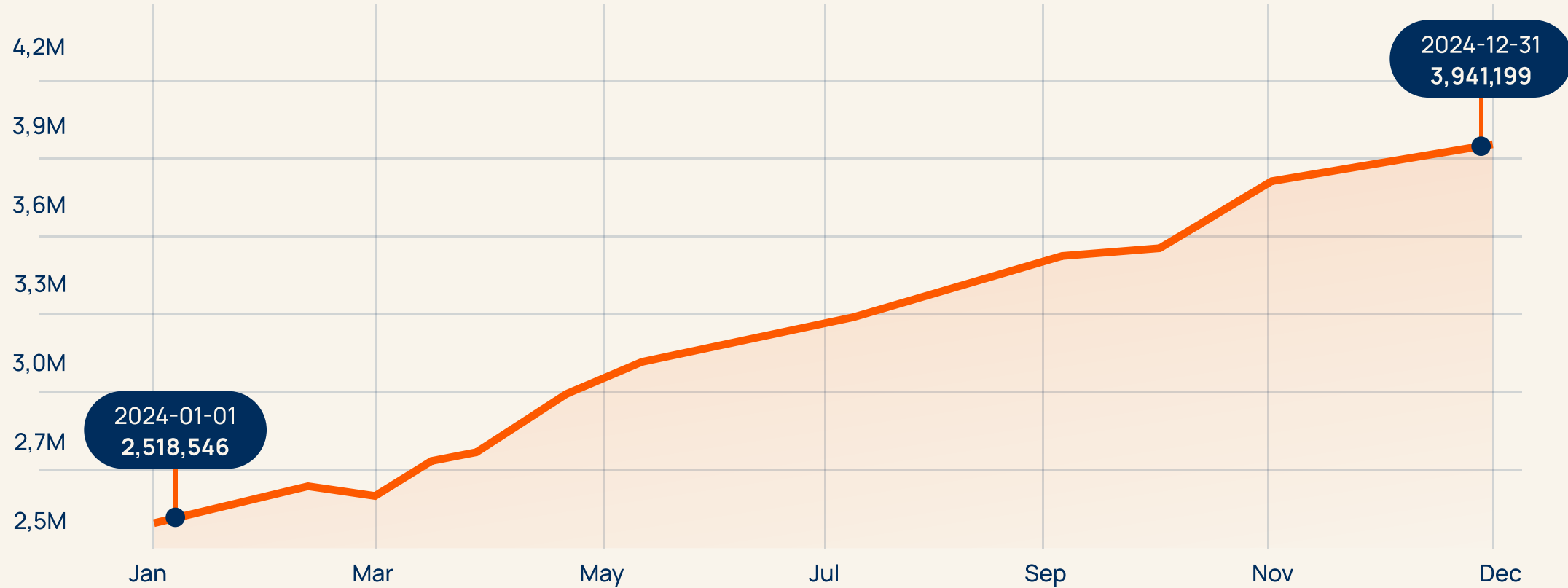


Registrations of .shop



Domain growth in 2024

(creates and renewals)



Annual Growth Rate



CAGR
56%
 Reflects how an investment grows over time, considering that earnings from previous periods are reinvested to generate further growth.

Renewal Rates



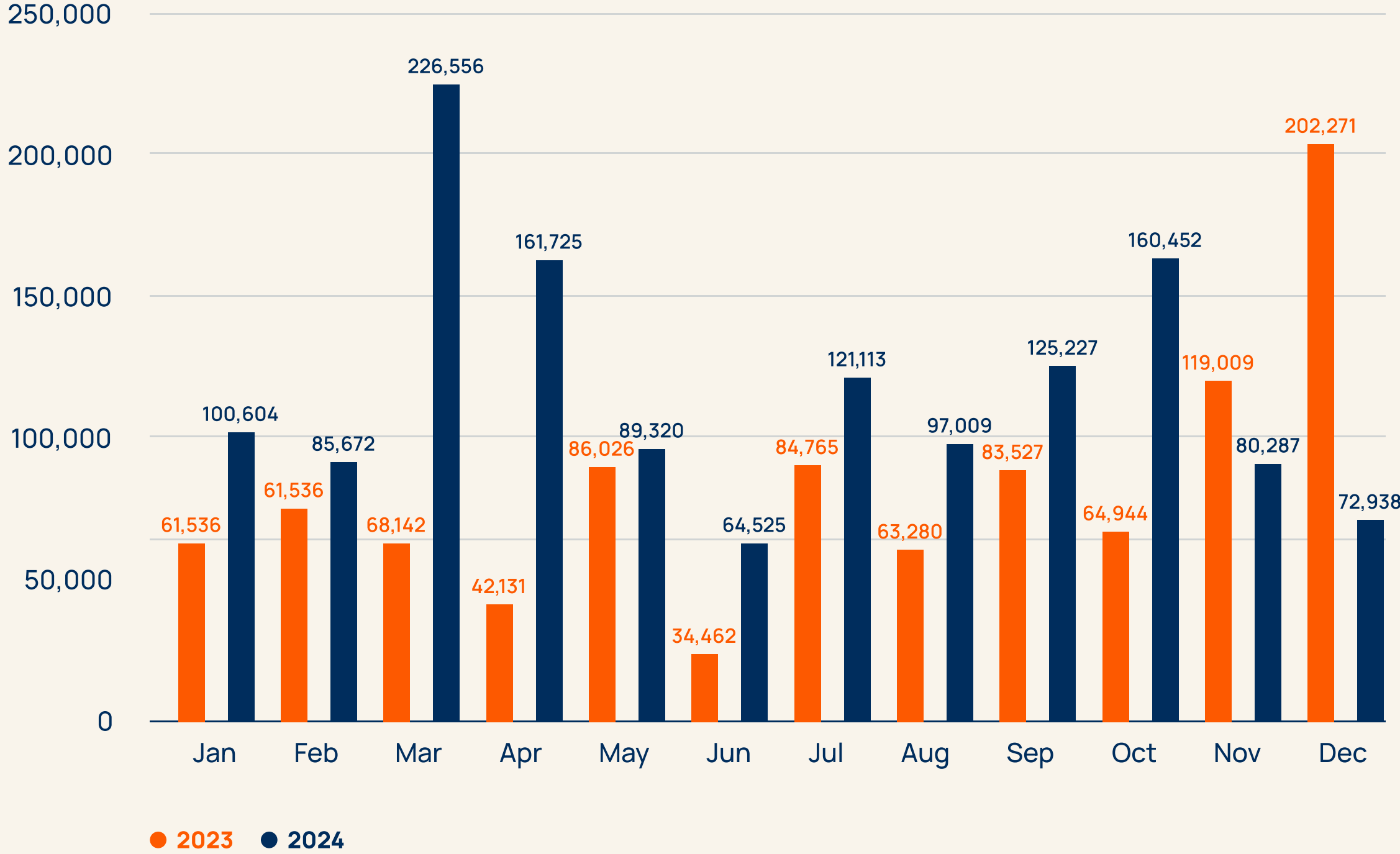
Registries and registrars face challenges in retaining domains in the initial years, likely because of market dynamics.

Sources:
 Registration data: nTLDStats (include domain creates and renewals)
 Renewal Rates: GMO Registry

Monthly growth of .shop (YoY)

.shop experienced significant growth in domain registrations throughout 2024, demonstrating strong demand for the premier domain for e-commerce and online businesses.

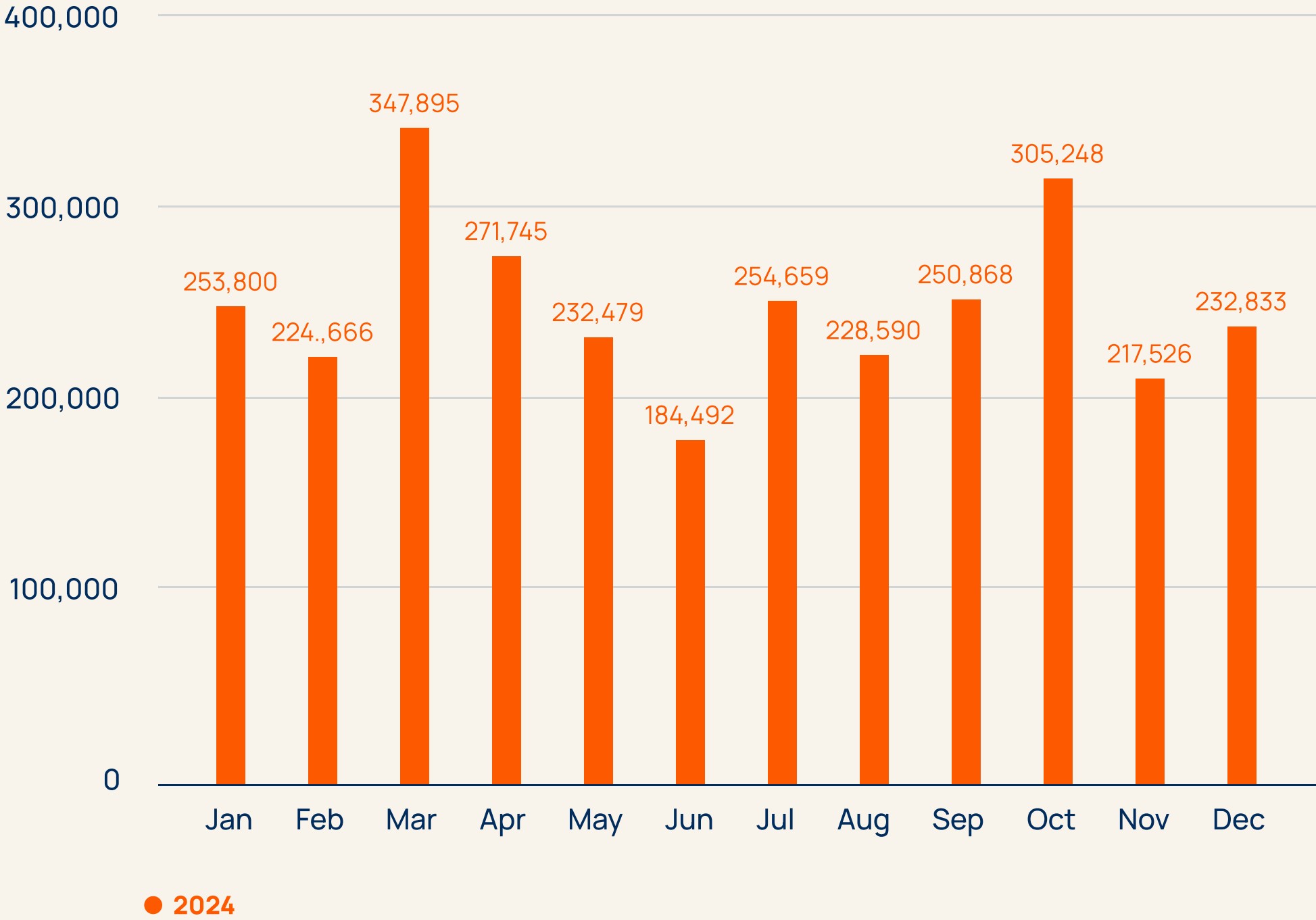
44.8% percent of GMO Registry's domain registrations is attributable to the most popular TLD of the category "Business".



Source: nTLDstats.com

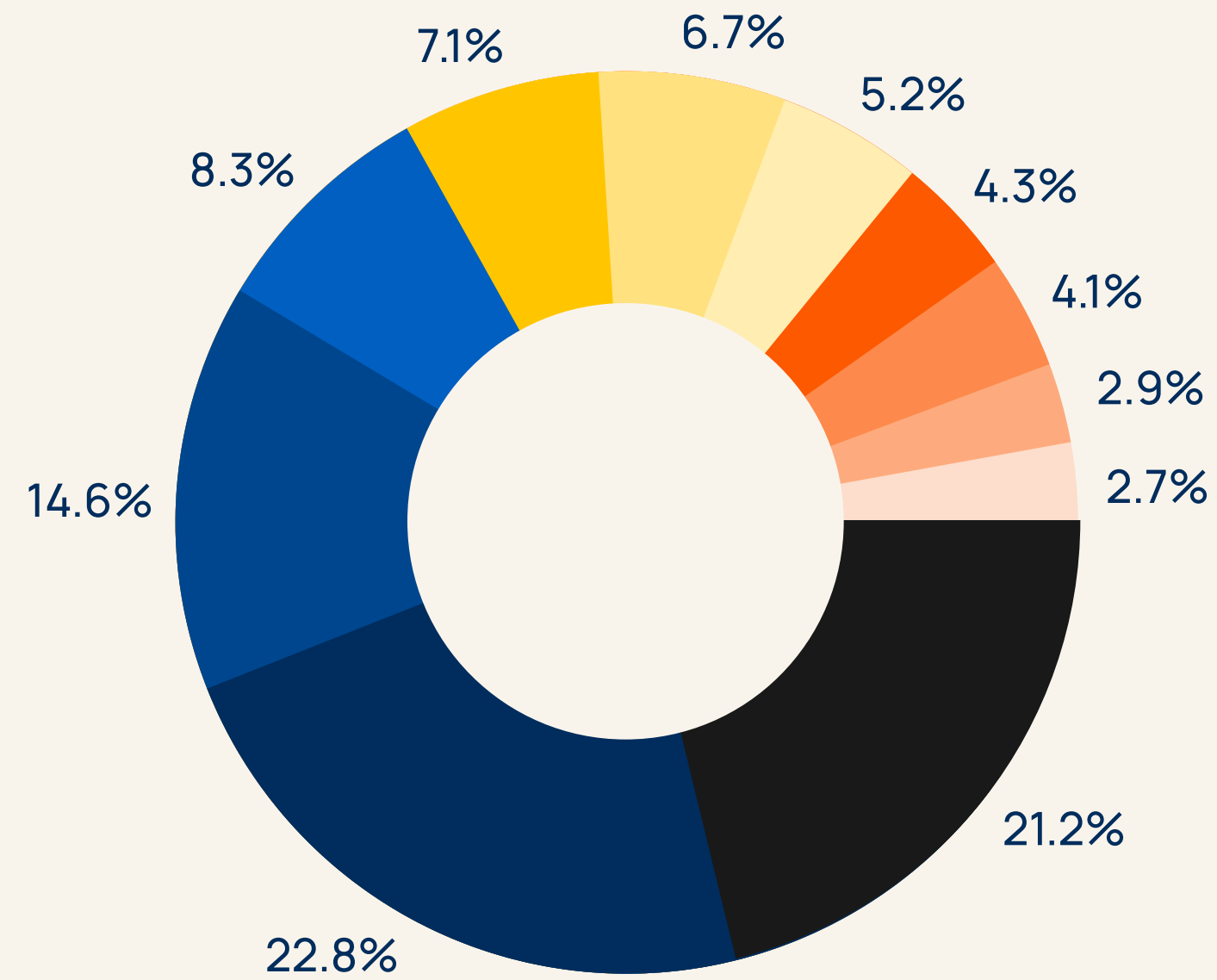
GMO Registry domain registrations

GMO Registry's TLD portfolio demonstrates a commitment to innovation and meeting the evolving needs of the online world, offering a range of options for businesses and individuals to establish unique and effective online presences. Besides the flagship .shop, GMO Registry holds the management, operation, and support for the ccTLD .id, the CityTLDs .tokyo, .nagoya, and .yokohama, and BrandTLDs such as .canon, .nissan, .goo, and more.



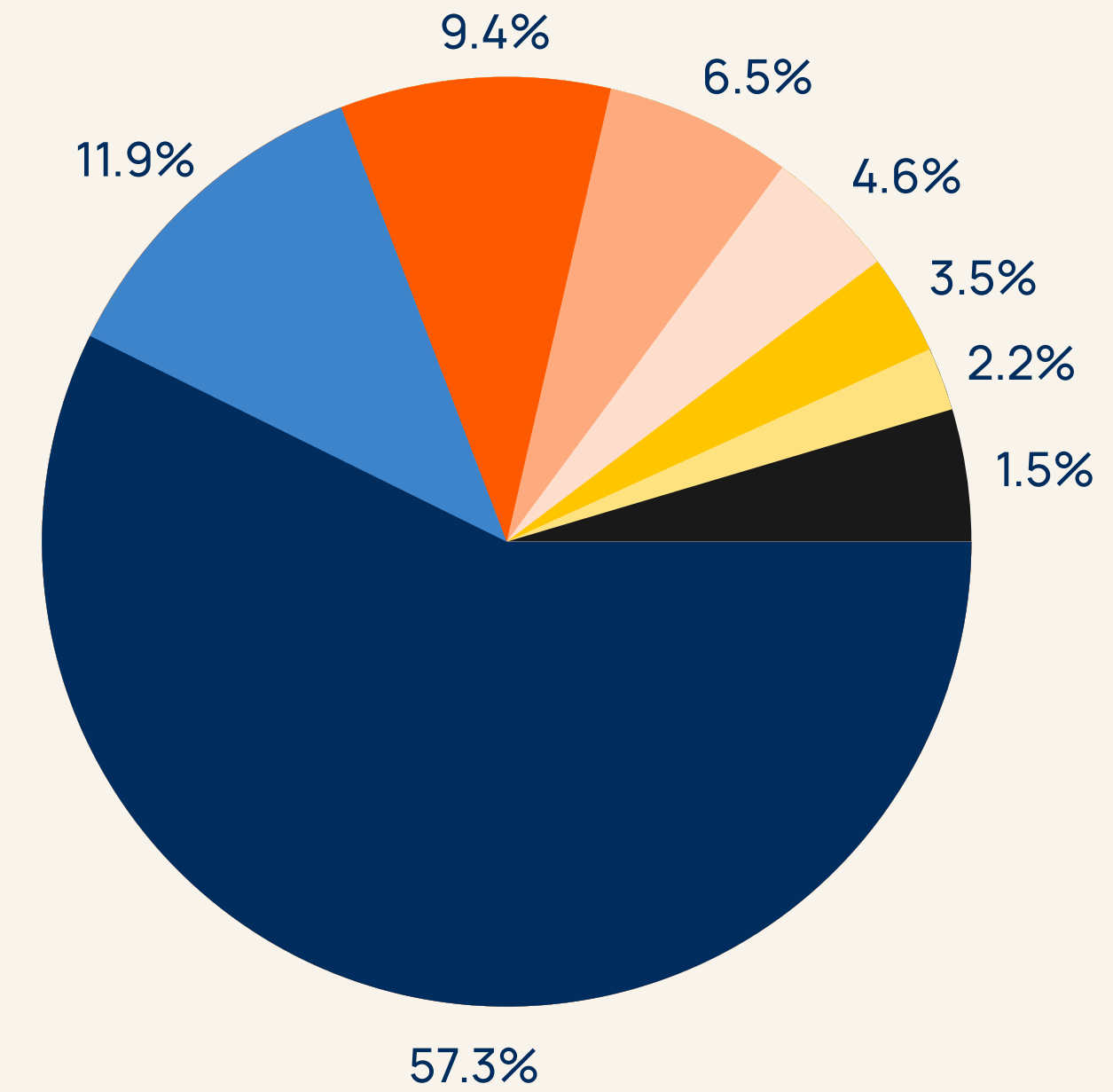
Source: GMO Registry

Top 10 Registrars



Top 10 Countries

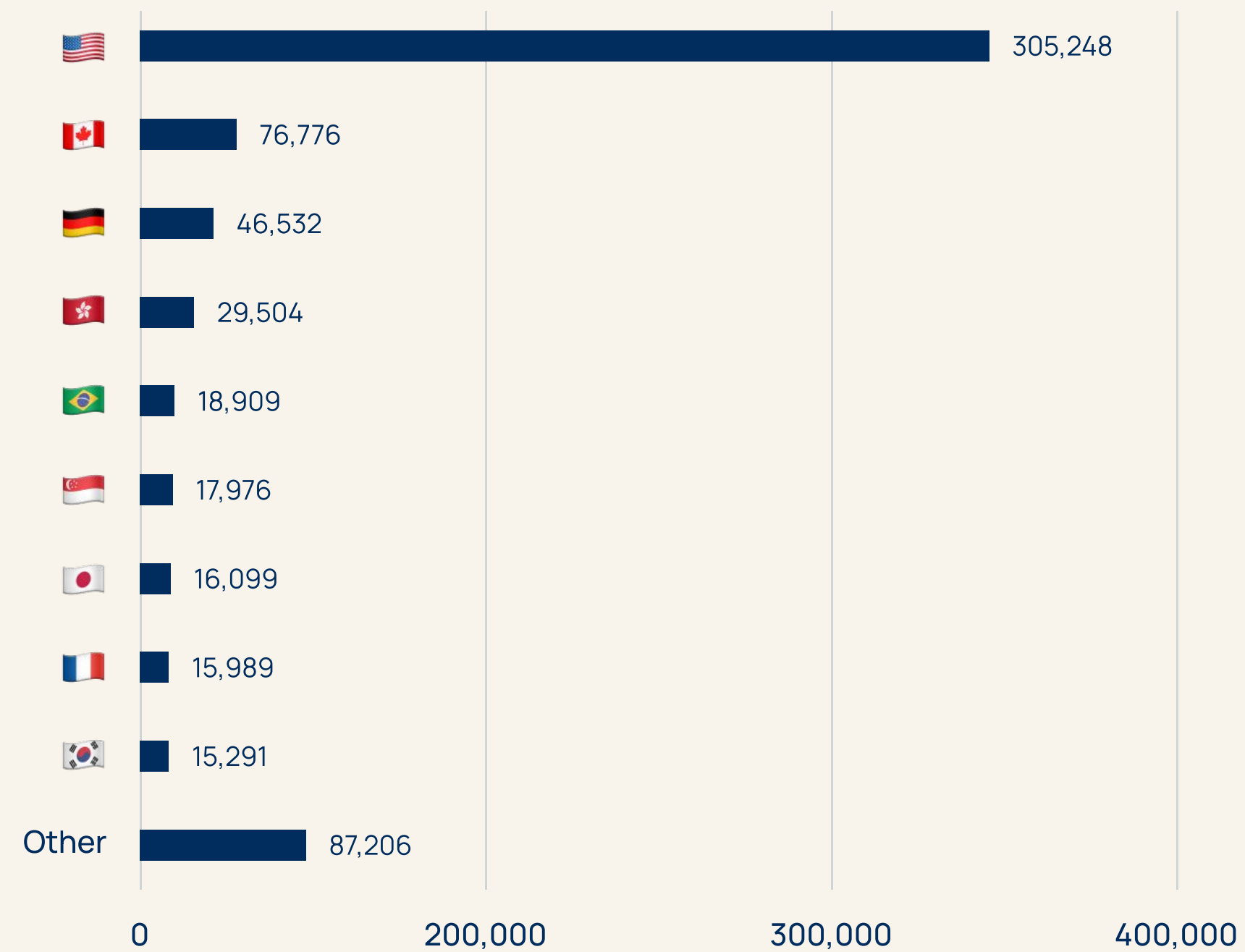
This data refers to the registry perspective and shows the countries in which registrants have registered .shop domains. Most .shop domains have been registered by registrars based in the United States of America, China and Lithuania.



Source: nTLDstats.com

Top 10 Countries

Hosting country indicates the country in which a website's server is located. Dataprovider.com determines the hosting country based on the IP address of the website. Note: Hosting country can differ from the country where the website is located.



Source: [Dataprovider.com](https://www.dataprovider.com)



Why 'premium' matters

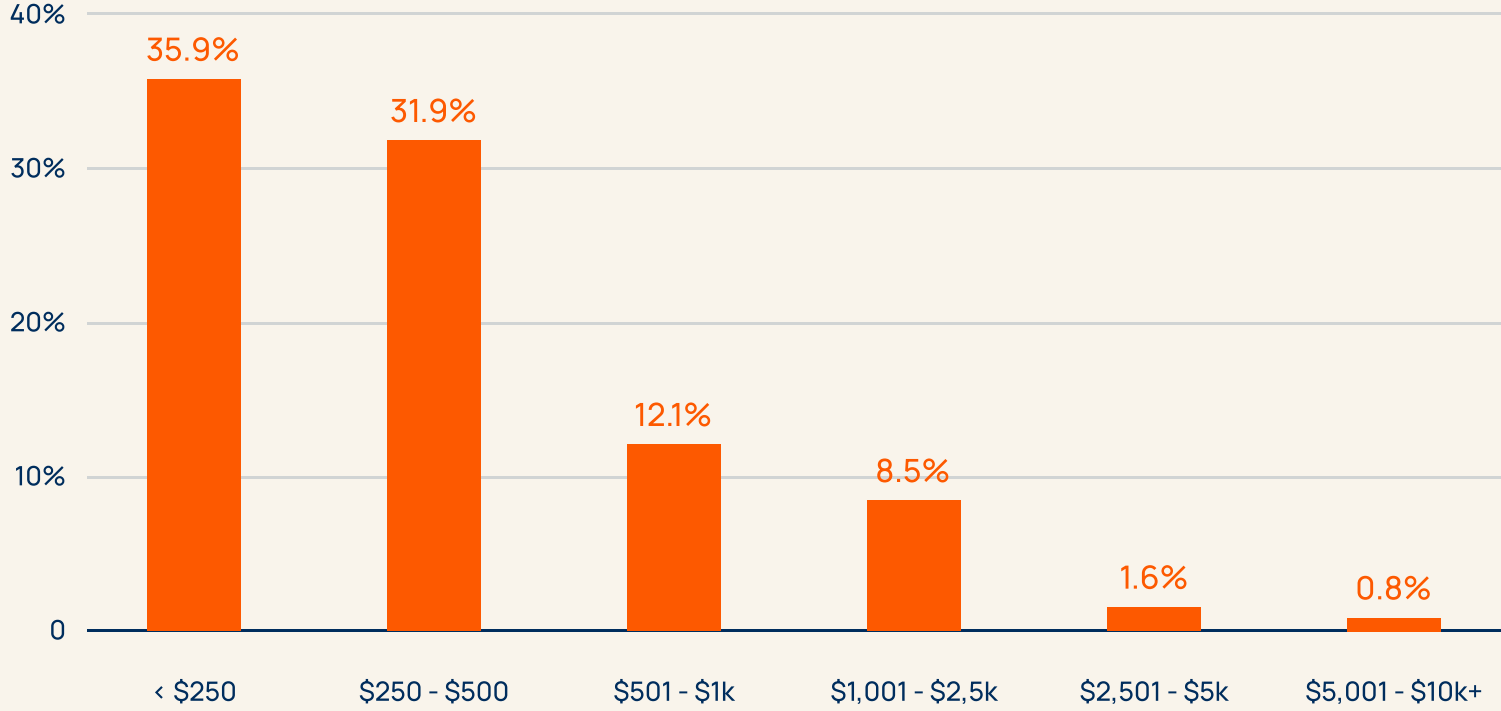
Premium domains are highly sought-after because they are short, memorable, and often include keywords that are relevant to specific industries or markets. Their value lies in their ability to enhance brand recognition, improve search engine rankings (SEO), and build trust with customers. A premium .shop domain immediately communicates the purpose of a website, making it more likely to attract and retain visitors. These domains often serve as a long-term investment, as their demand and value tend to increase over time.

Registration & Revenue in 2024

Registrations
▲ 45.1%

Revenue
▲ 29.4%

Prices



Top 10

Most valuable premium domains

- love.shop
- tattoo.shop
- online.shop
- bc.shop
- candy.shop
- anime.shop
- fashion.shop
- stamps.shop
- pie.shop
- halloween.shop

Top 5

Premium domain registrar partners (by registrations)

- GoDaddy 40.8%
- namecheap 5.8%
- porkbun 2.1%
- united domains 1.8%
- OVHcloud 1.7%

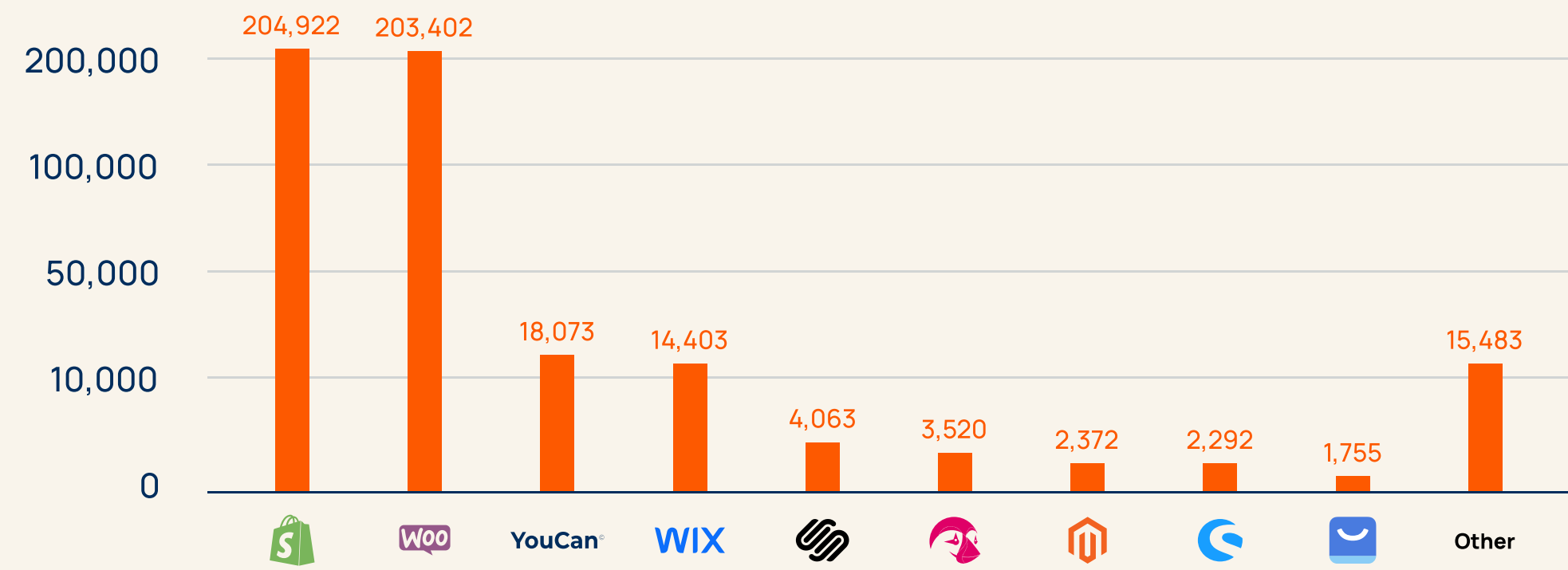
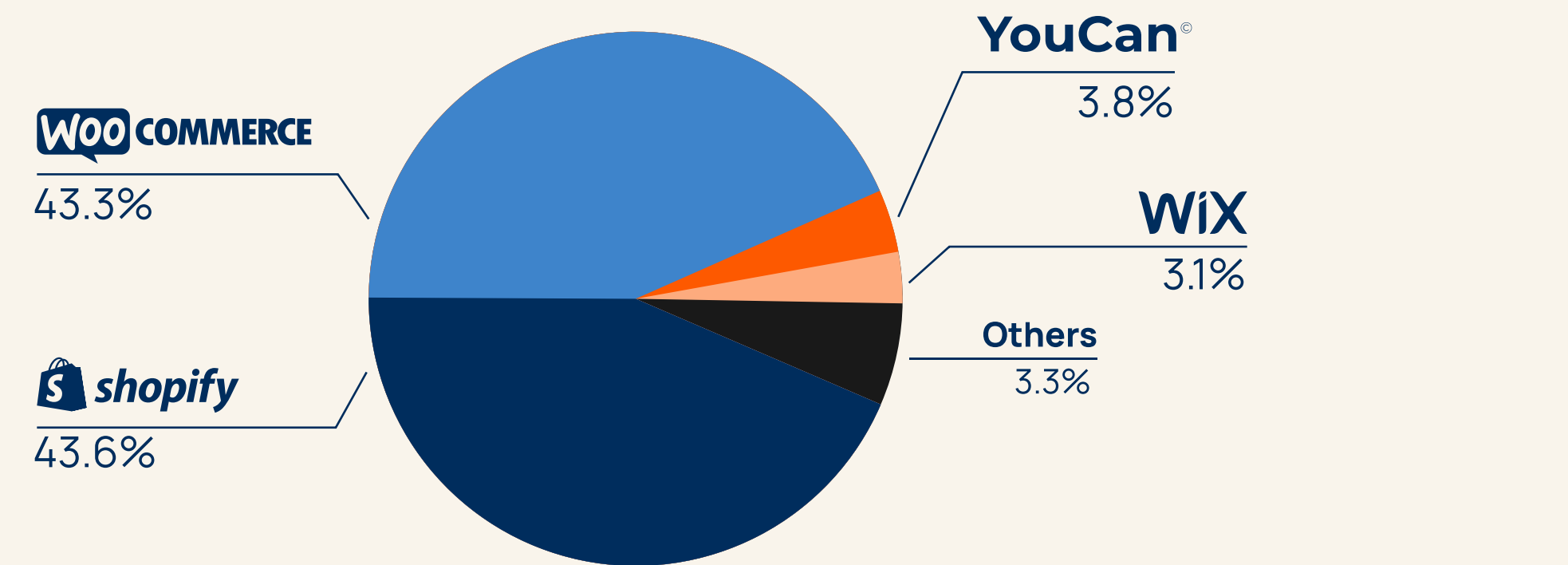


Source: GMO Registry

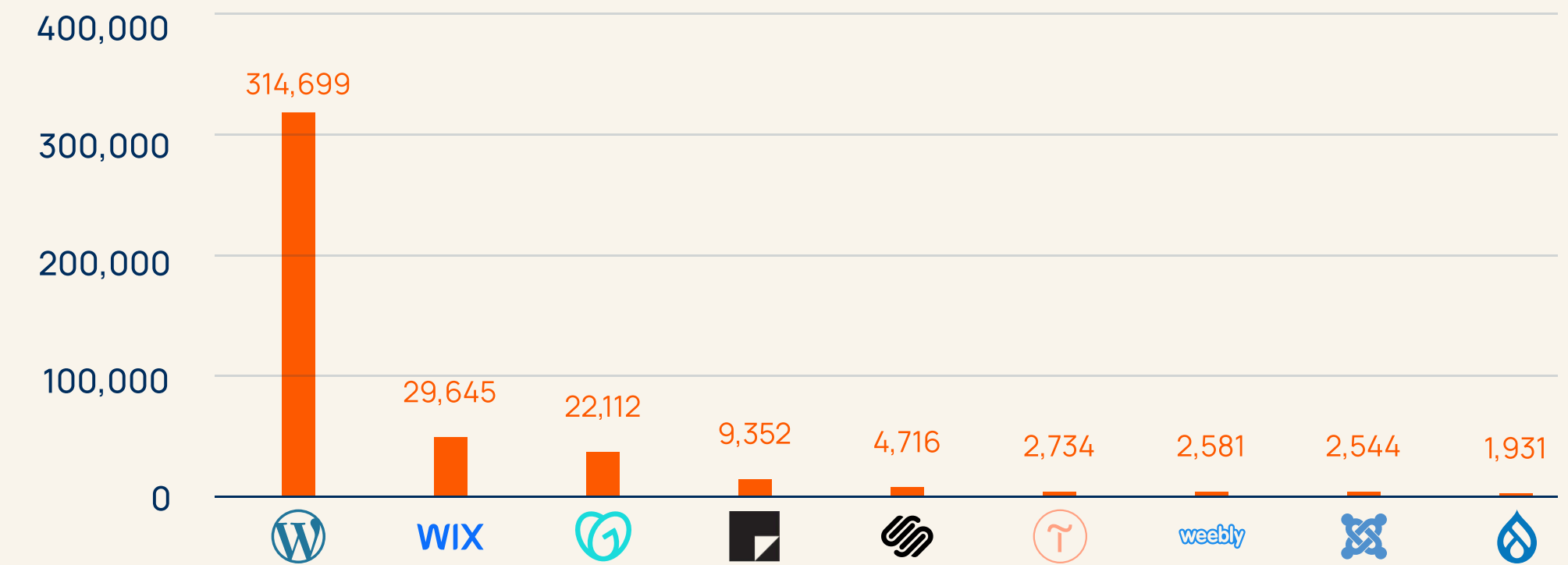
.shop domains usage

E-commerce software

By combining e-commerce platforms or websites with .shop domains, businesses and content producers can create online assets that are both: intuitive and market-specific, enhancing customer trust and boosting online visibility. Here you can see major platforms or common CMS align with their usage. This data provided by DomainsBot is based on our own surveys and cannot cover all usage worldwide.



Content Management Systems



Top 10 Languages

English	416,506
Portuguese	29,744
German	25,380
Spanish	24,035
French	19,853
Japanese	12,431
Arabic	12,075
Indonesian	11,322
Korean	10,195
Italian	9,788

+54,941 values were found

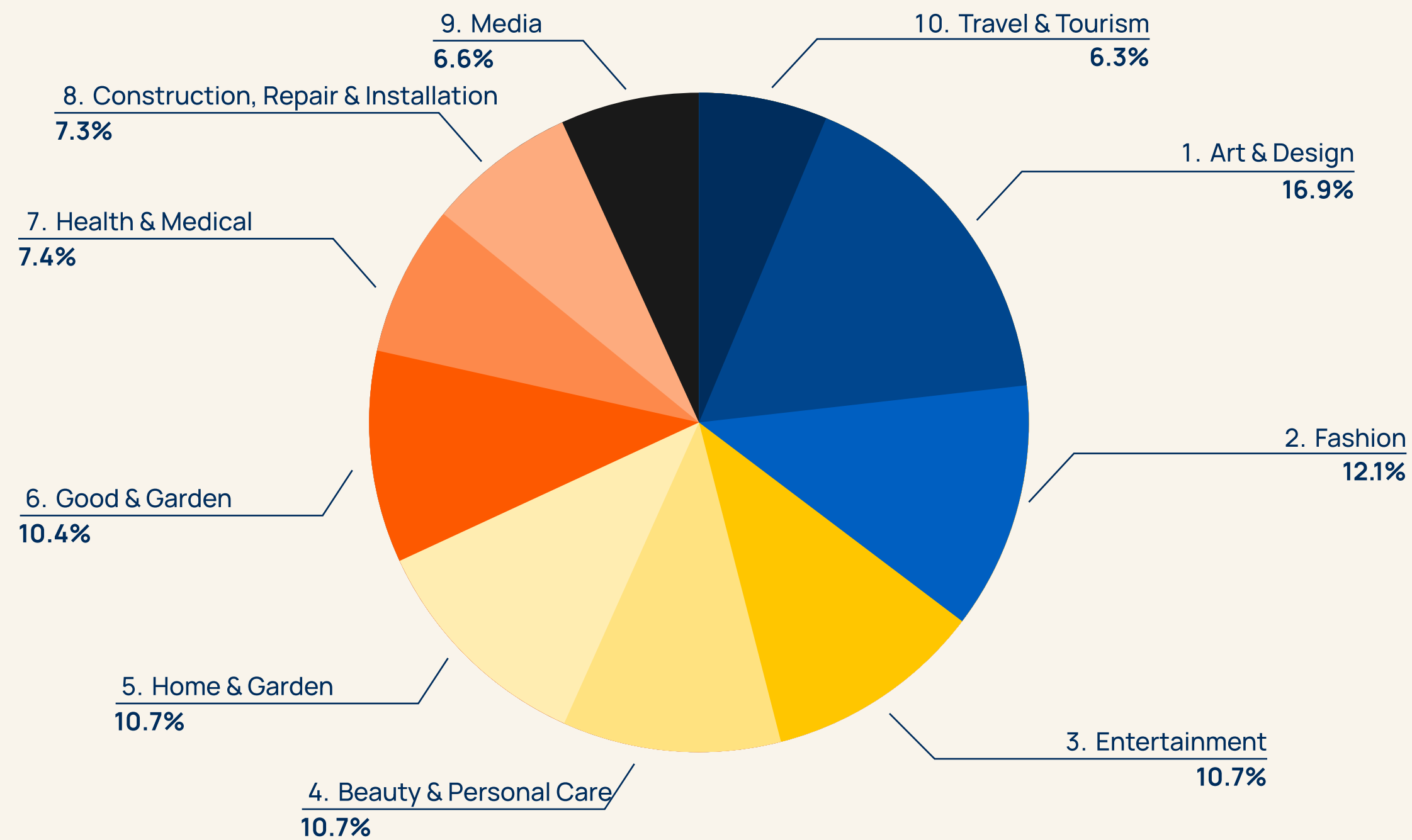
Source: DomainsBot Inc.

A close up of Europe.

Top 10

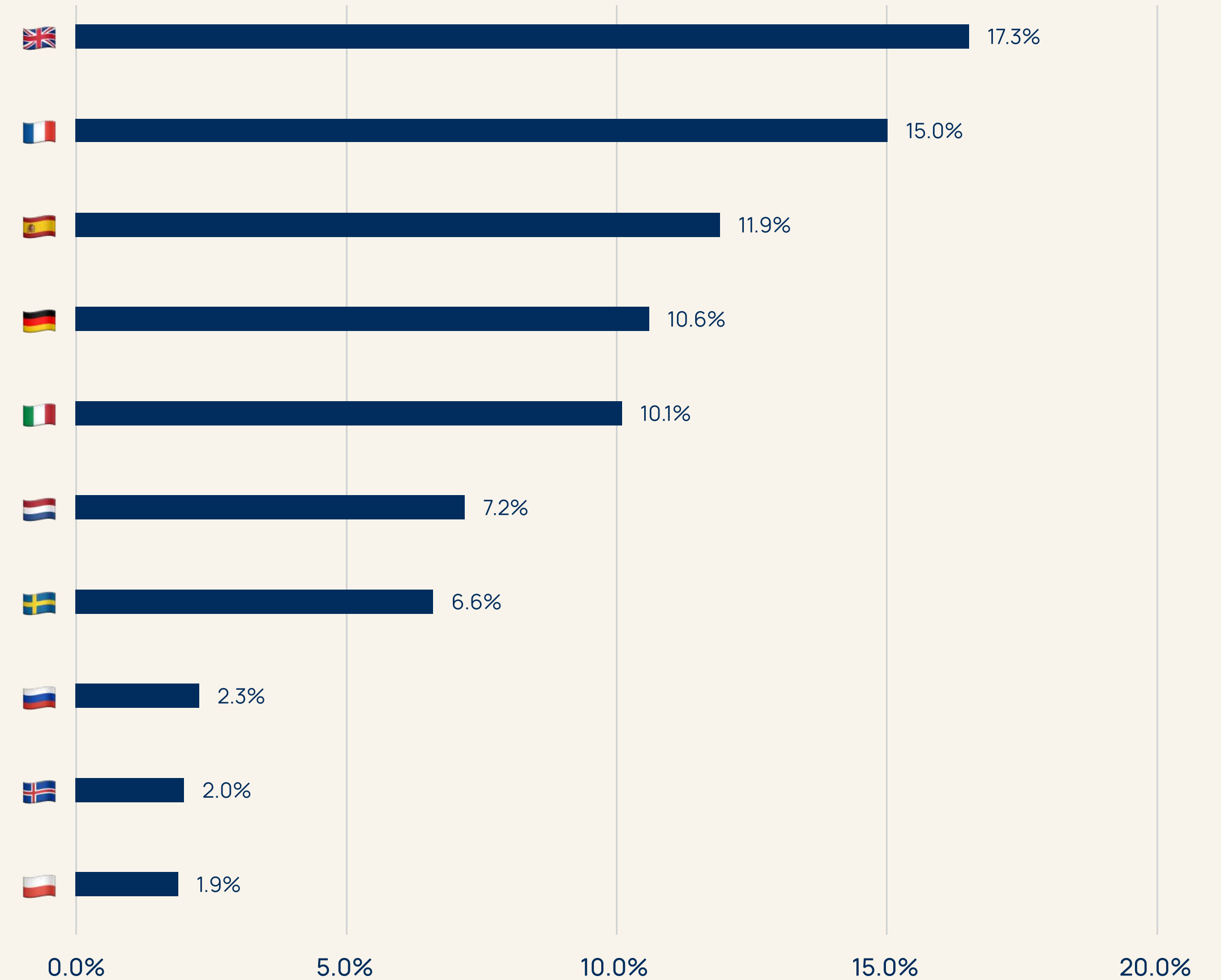
Industries driving e-commerce

(by signed zones & website topics along all TLDs)



Top 10

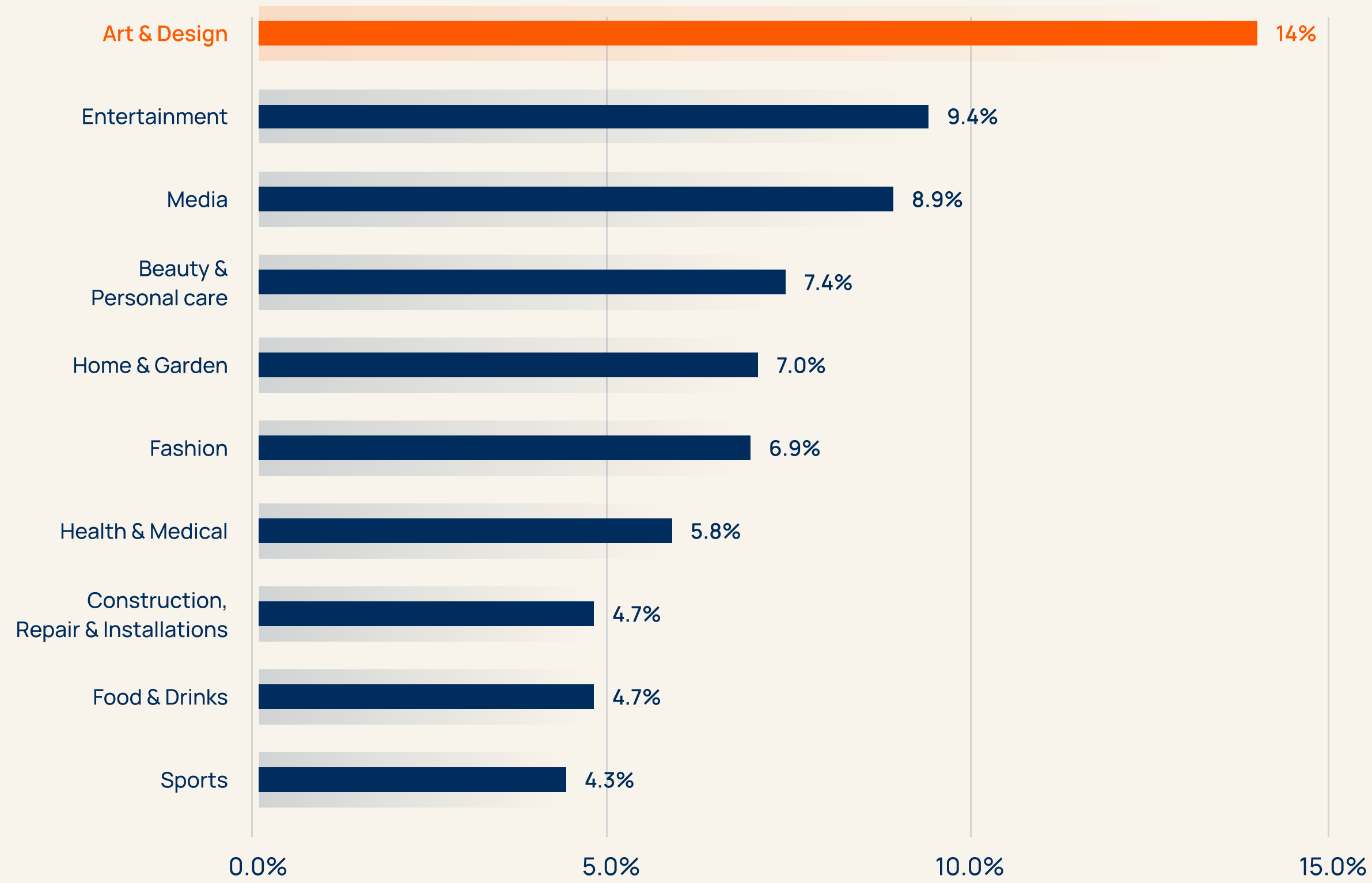
E-commerce performers (by countries)



Source: Dataprovider.com

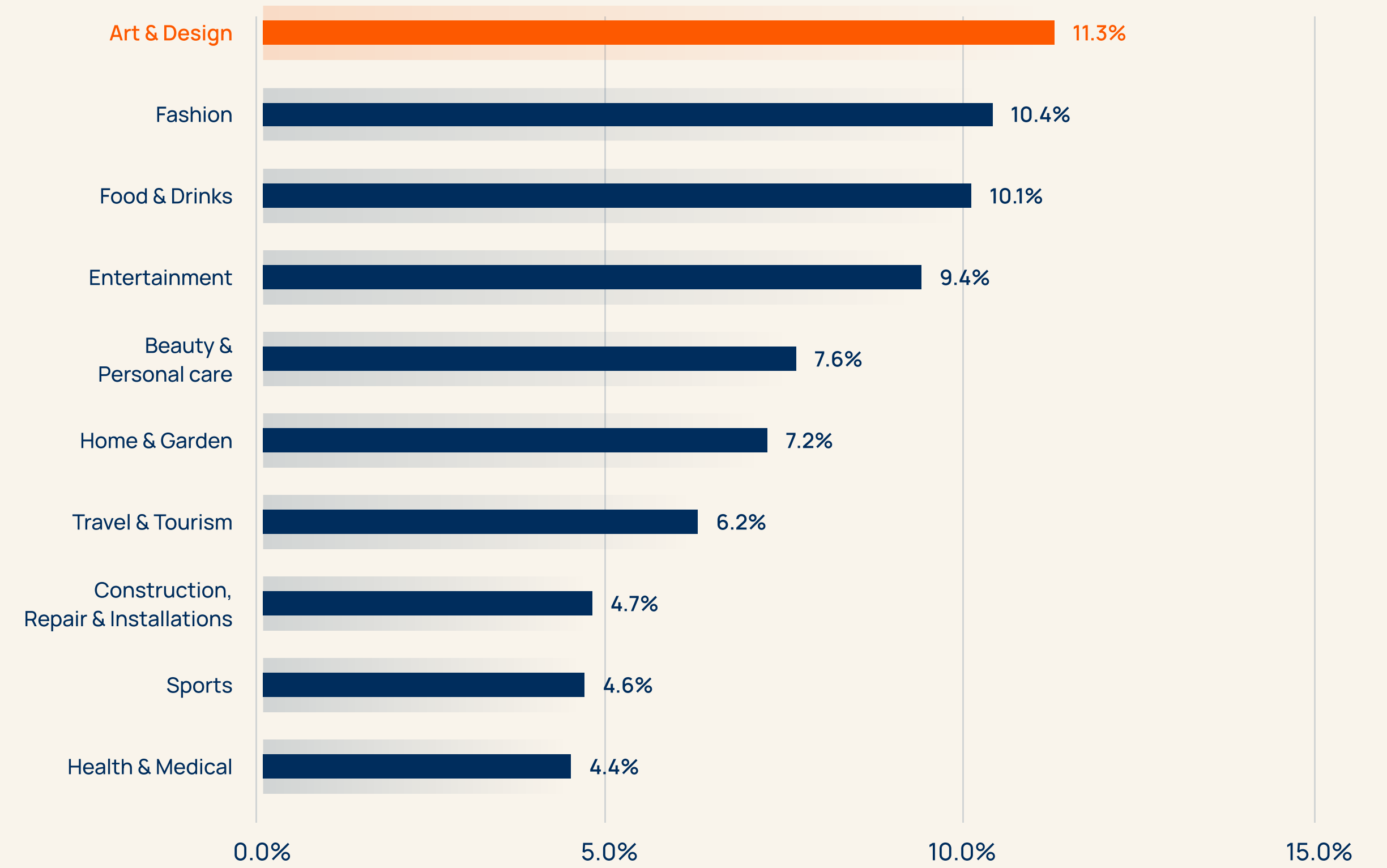
Top 10

E-commerce industries of UK.



Top 10

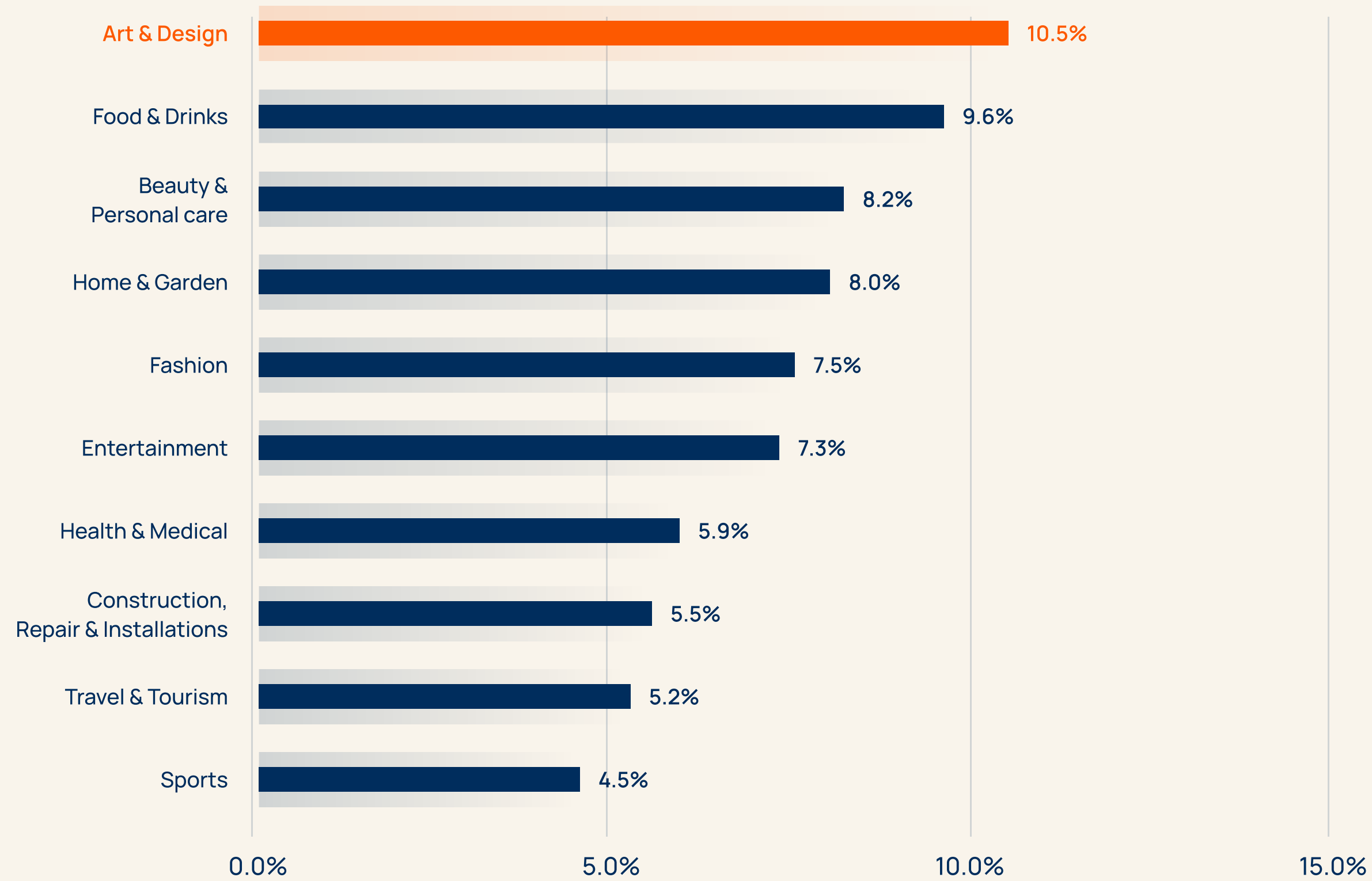
E-commerce industries of France.



Source: [Dataprovider.com](https://www.dataprovider.com)

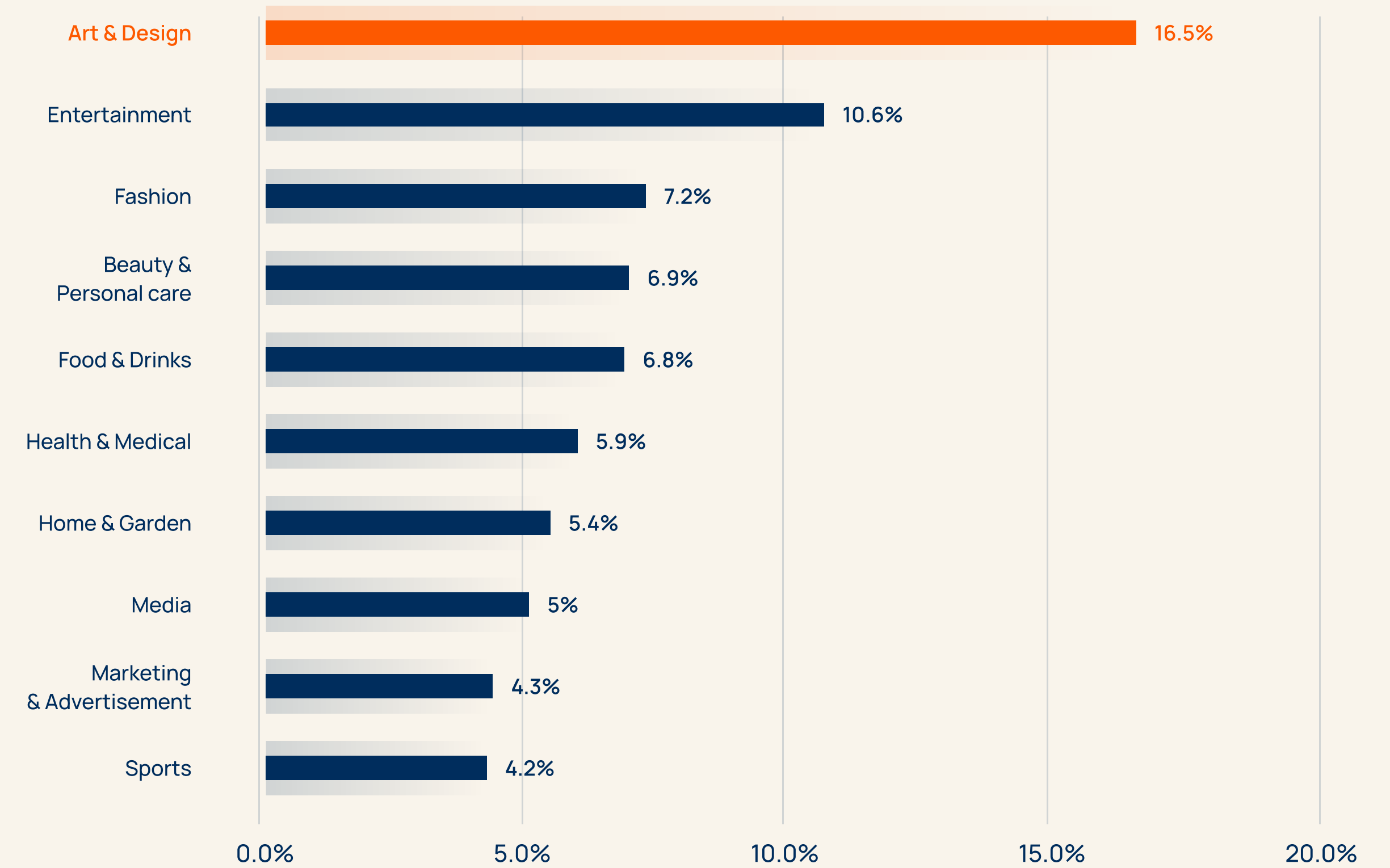
Top 10

E-commerce industries of Spain.



Top 10

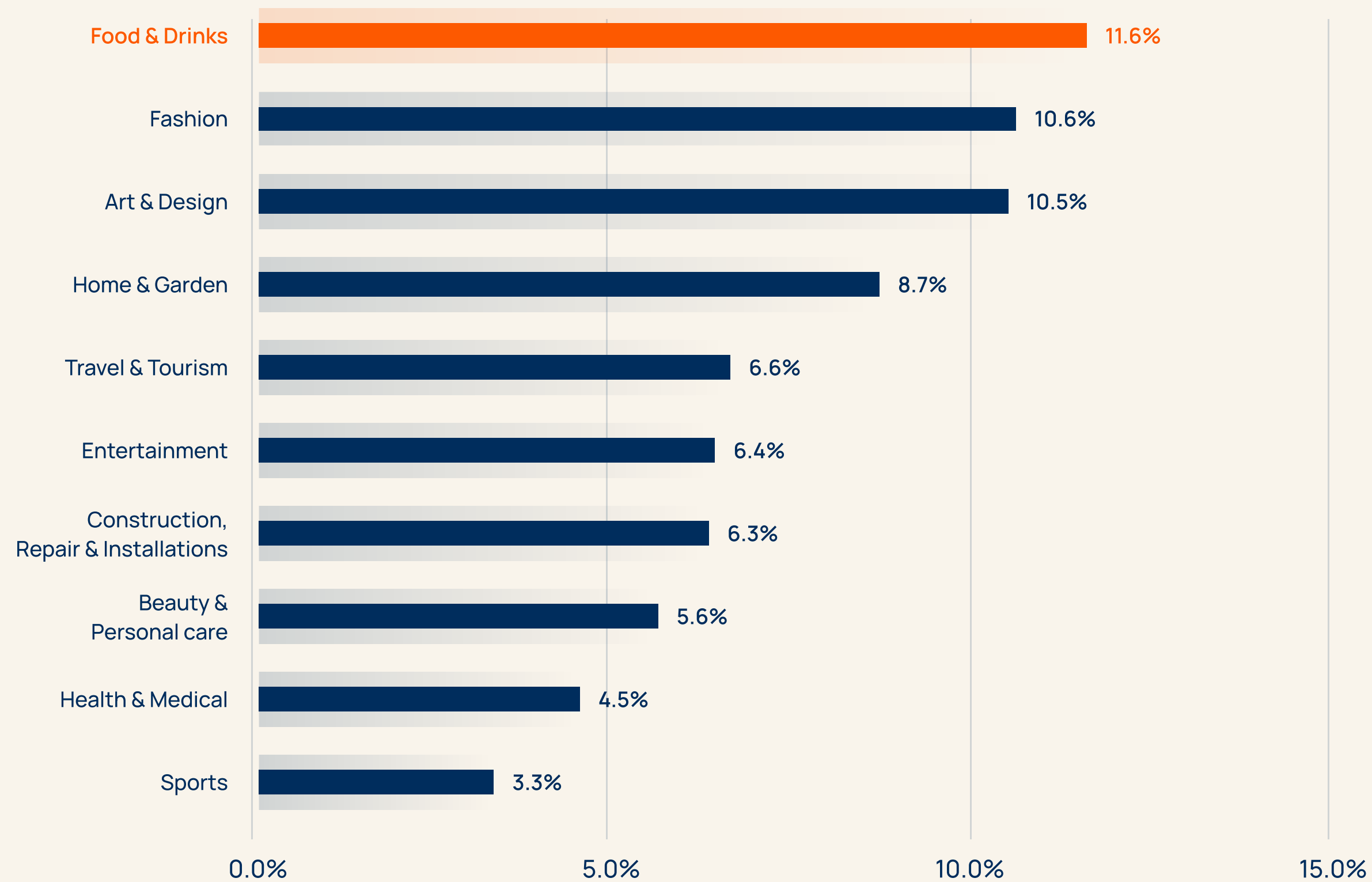
E-commerce industries of Germany.



Source: [Dataprovider.com](https://www.dataprovider.com)

Top 10

E-commerce industries of Italy.



Trends across industries & geographies

This data provides valuable insights into the e-commerce landscape across a range of industries. We see a consistent trend where certain sectors like **Art & Design**, **Fashion**, and **Entertainment** are dominant players in the online marketplace. This suggests strong consumer demand and successful adaptation to the digital realm by businesses in these areas. Furthermore, the data highlights the varying e-commerce penetration across different industries.

While some sectors like those mentioned above exhibit high online activity, others show relatively lower percentages. This could be due to factors like product type, consumer behavior, or the digital maturity of businesses within those industries.

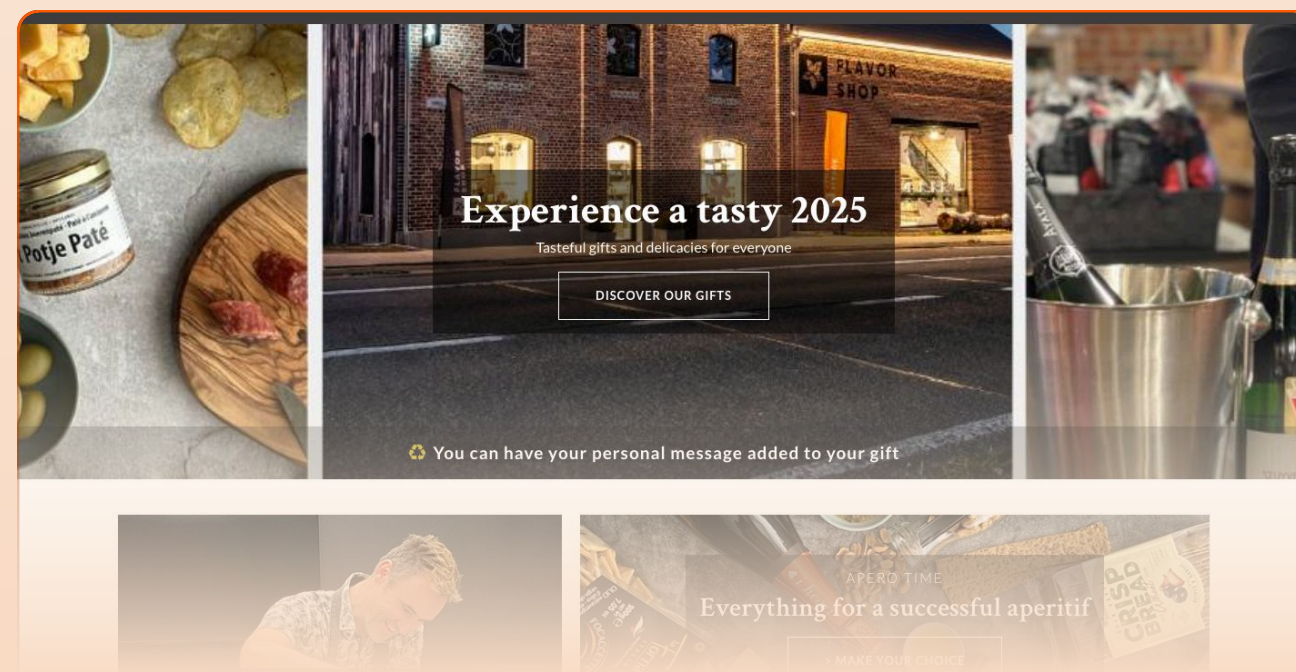
The geographic breakdown reveals that the United Kingdom, France, and Spain are major contributors to e-commerce activity in the dns zones, indicating robust online markets in these countries. However, the inclusion of data from other countries like Germany and Italy suggests a **broader European scope** and the **potential for growth in diverse markets**.

Overall, this data underscores the **dynamic nature of e-commerce** and its varying impact across industries and geographies. It highlights the importance for businesses to understand the online landscape within their specific sector and target markets to effectively leverage the opportunities presented by e-commerce.

By analyzing trends and consumer behavior within each industry, businesses can tailor their online strategies to maximize their reach and success in the digital marketplace.

Beyond the theory.

What users say about .shop

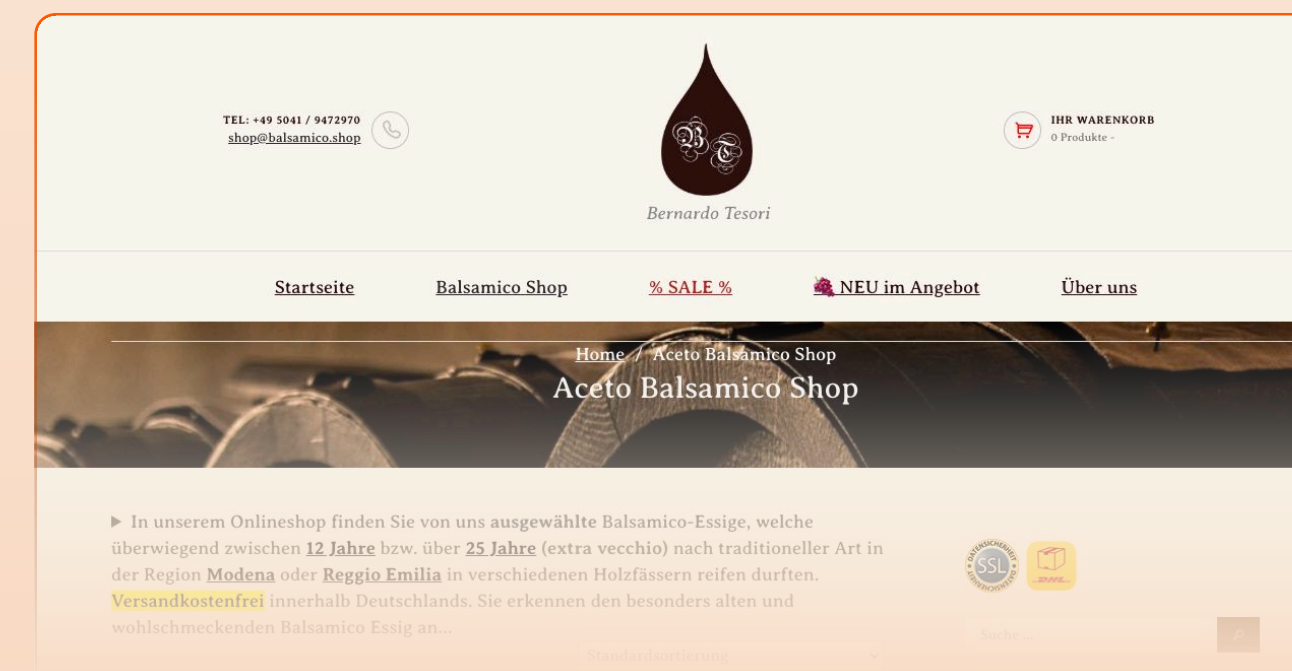


flavor.shop

The .shop domain name perfectly matches the name of our shop: Flavor Shop. It is short and easy to remember, unlike our previous domain.

This switch has made our online presence more professional and user-friendly.

Birger Vanacker,
Owner of Flavor Shop



balsamico.shop

Switching to .shop has been a game changer.

With balsamico.shop, we secured a domain that clearly communicates what we offer. It's simple, recognisable, and perfect for our international SEO strategy

Uwe Tippmann,
Founder of Balsamico Shop

25.9M

Number of websites that should have a .shop (based on TLD suggestion or domain name), but don't use the '.shop' TLD yet.

Source: [Dataprovider.com](https://www.dataprovider.com)

.shop Lighthouse projects

 apple.shop

 netflix.shop

 converse.shop

 nike.shop

Available Premium Domains

liquor.shop

fantasy.shop

laptops.shop

jewellery.shop

gardening.shop

arts.shop

image.shop

handy.shop

pics.shop

motor.shop

health.shop

poster.shop

Enhance recognition and loyalty with .shop

.shop has become an indispensable asset for the global e-commerce ecosystem, continuing to drive the growth of online businesses worldwide.

Domains under .shop offer a significant advantage for e-commerce: They are strategic investments for any online business seeking to thrive in today's competitive digital landscape. By clearly communicating and enhancing brand credibility, .shop domains contribute to improved search engine visibility and increased customer trust.

As e-commerce continues to evolve, the role of domain names in online success will only become more critical.

Moving forward, further research should investigate the long-term impact of .shop domains on key performance indicators such as conversion rates, customer lifetime value, and overall business profitability.

We would be delighted if companies and registrars would also see the potential in collecting and sharing data with us or the online community.

And don't forget to get a .shop domain.

All information presented in this report was the best available to the GMO Registry at the time of publication and was fact-checked as correct at this time. The report is based on GMO Registry proprietary data and reflects the overall state of the domain industry globally with the help of data from nLDStats and domainsboot. Additionally, references to past statistics may incorporate corrections to information previously reported by GMO Registry or others, based on new information learned since these publications. Visit get.shop or [GMO Registry](https://www.gmo-registry.com) to learn more about our products and services, or [contact us here](mailto:info@get.shop) with any questions.

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