

Recap 2025

Visit get.shop



Intro.



As a verified e-commerce powerhouse, **.shop** offers a singular value proposition: instant brand recognition combined with a call-to-action.

By bridging the gap between a business name and its purpose, **.shop** has become the preferred infrastructure for brands looking to capture high-intent retail traffic and scale their digital footprint.

Over **3.3 million .shop domains** were created worldwide in 2025, making it one of the leading new TLDs in the e-commerce sector. A **.shop** domain name isn't just a registration—it's a long-term investment in a brand identity that works. Also in the context of brand protection and marketing.

When retailers choose **.shop**, they stay. Domains held for over 5 years boast a **86% renewal rate**. **.shop domains** are long-term investments in a brand identity that works.

Beyond growth, defensive registrations of brand domains under **.shop** pay for themselves many times over by securing digital footprints.

Don't leave your brand unprotected. Backed by the strategic vision of **GMO Internet Group**, **.shop** has cultivated a global ecosystem centered on trust and conversion.

We empower brands to dominate the digital landscape. **.shop** provides the credibility and visibility required to capture market share and ensure long-term scalability.

Knowledge is the best investment. Discover the trends and metrics shaping **.shop** ecosystem.

Big Wins.

.shop reminds the flagship of
GMO Registry's TLD portfolio

8.2%

market share
under new gTLDs

56%

CAGR
2016-2025

3rd

Place among all new
gTLDs by market share

air.shop

the most expensive
premium domain

164

registrar partners
worldwide

7

the average character
length for .shop domains

4M

exact: 4,017,254 on 25-12-31

Key facts

+6.1%

revenue growth
for premium sales

>90.3%

Is the renewal rate for domains
held for more than 5 years

+1.9%

Yoy growth of
domain base

11.3%

Yoy growth
new registrations

Registrations of .shop



Annual Growth Rate

2025
+1.9%
(+76,055 domains)

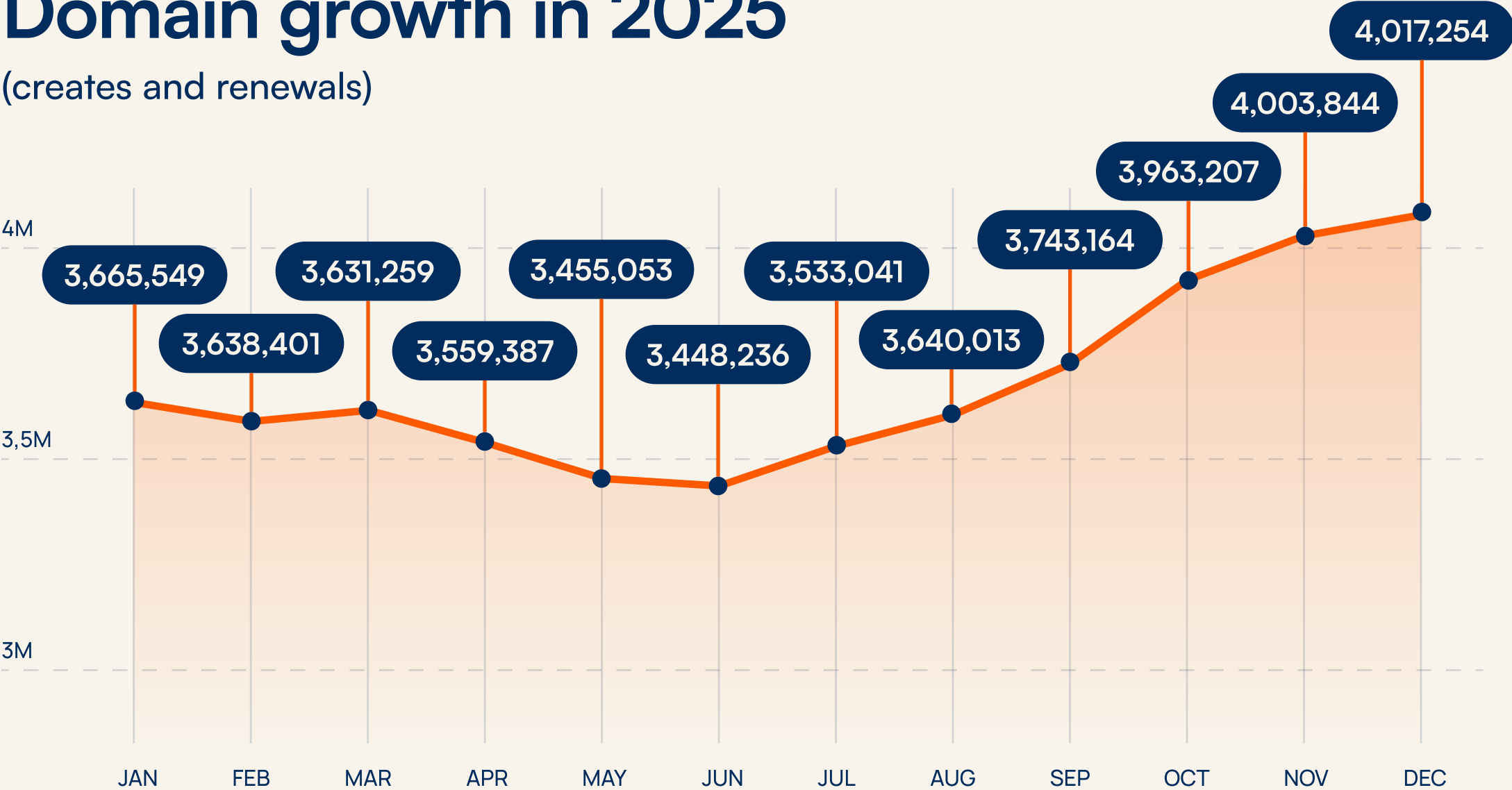
2024
+56.5%
(+1,422,553 domains)

2023
+61.8%
(+961,747 domains)

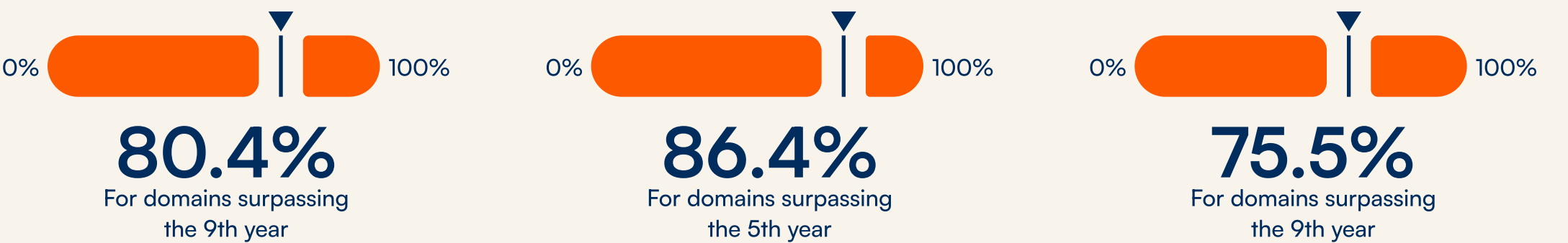
CAGR
56% Reflects how an investment grows over time, considering that earnings from previous periods are reinvested to generate further growth.

Domain growth in 2025

(creates and renewals)



Renewal Rates for long-tenure domains

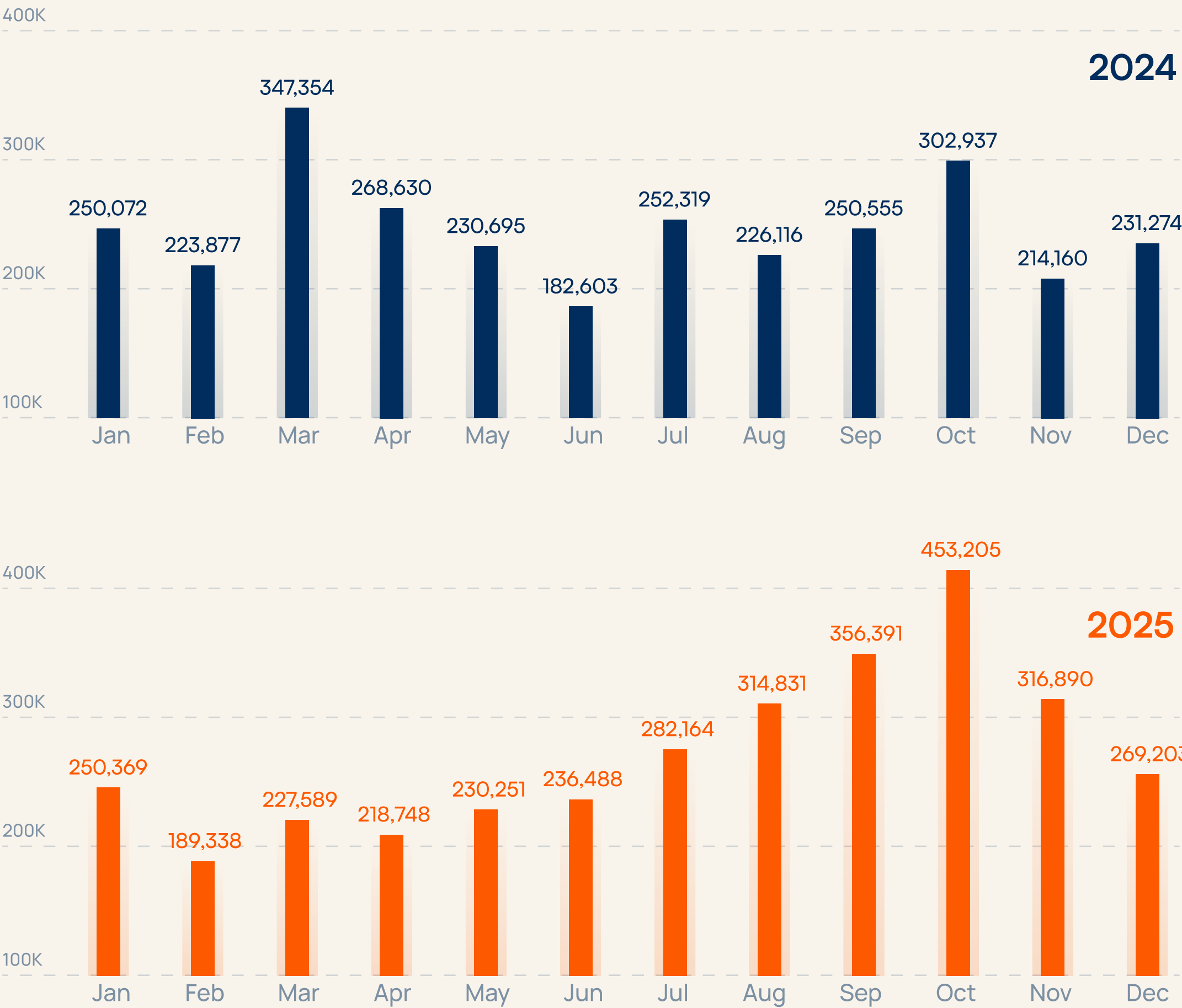


The older a domain is, the more likely it is to stay active. Most cancellations happen early in the lifecycle, whereas established domains show very little turnover.

Sources: [GMO Registry](#)

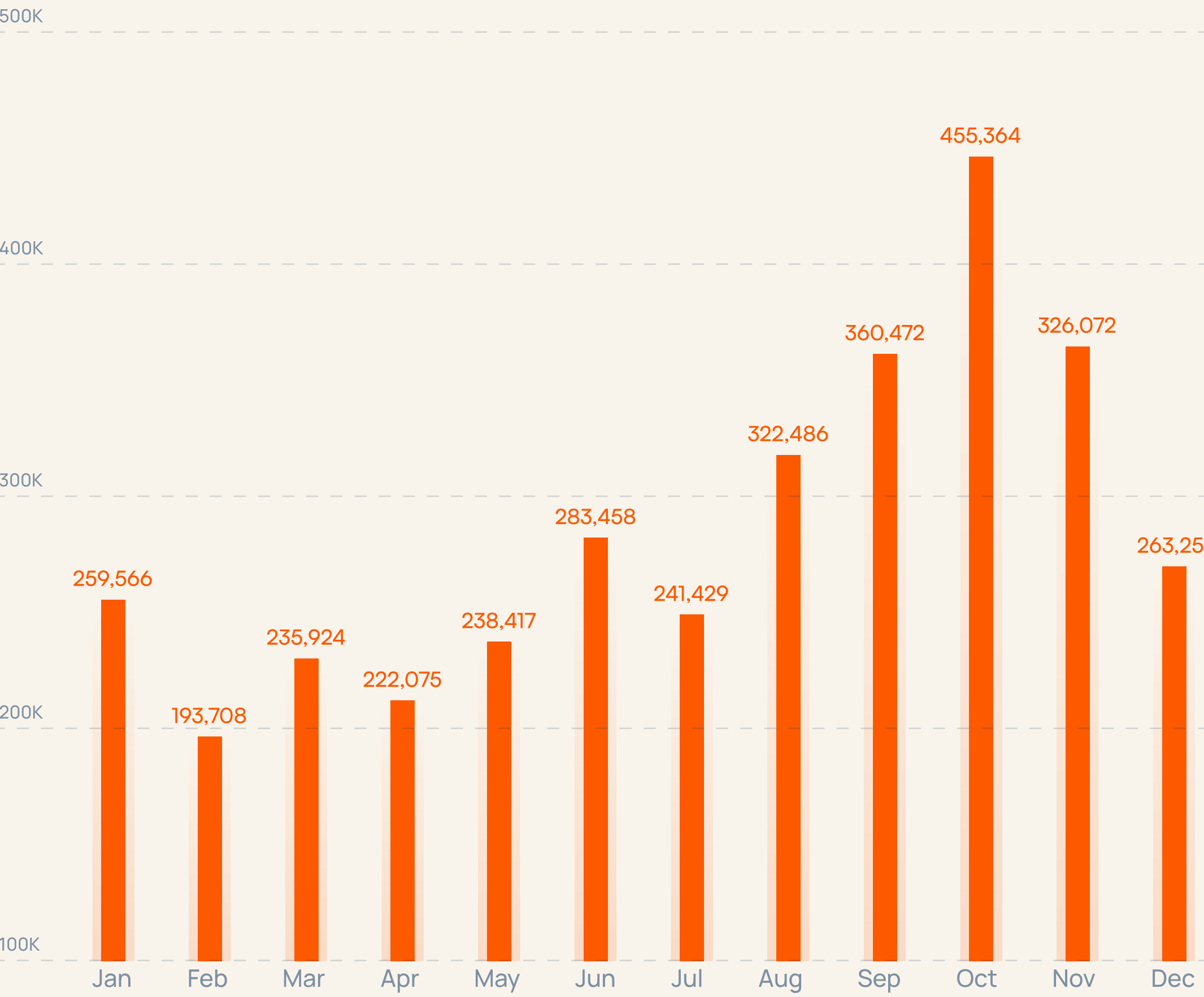
Monthly growth of .shop (YoY)

While seasonal fluctuations caused a minor spring softening, momentum accelerated throughout 2025; registrations peaked at 453k in October, effectively doubling the H1 average and fueling a record-breaking active base by year-end.



GMO Registry domain registrations

Global reach. Local identity. Powering the digital landscape GMO Registry manages a premier portfolio of Top-Level Domains (TLDs) designed for modern commerce and local connection: from the global .shop and national .jp and .id, to localized CityTLDs like .tokyo, .kyoto, .nagoya and more.



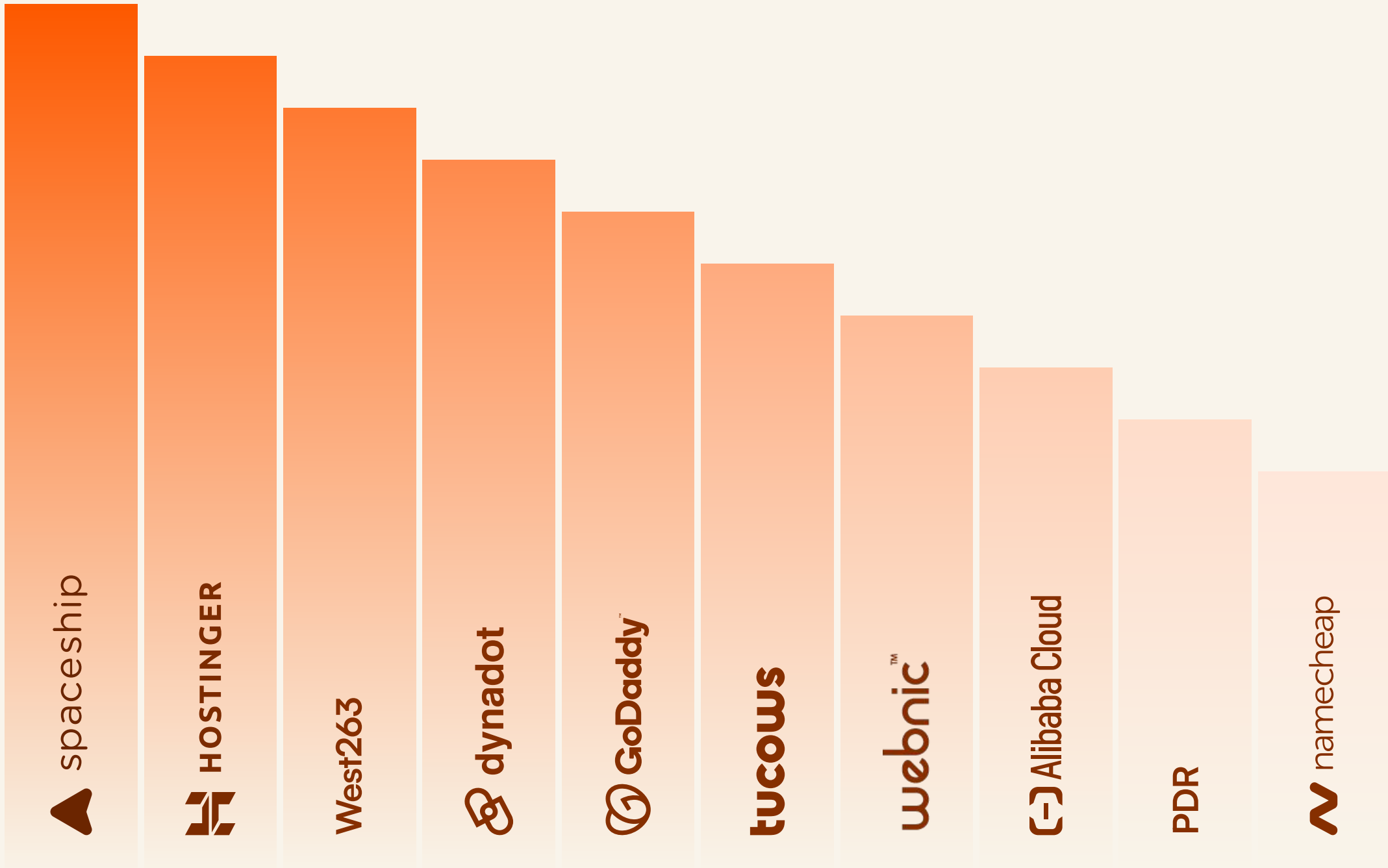
Sources: [GMO Registry](#)

Top10 Registrars

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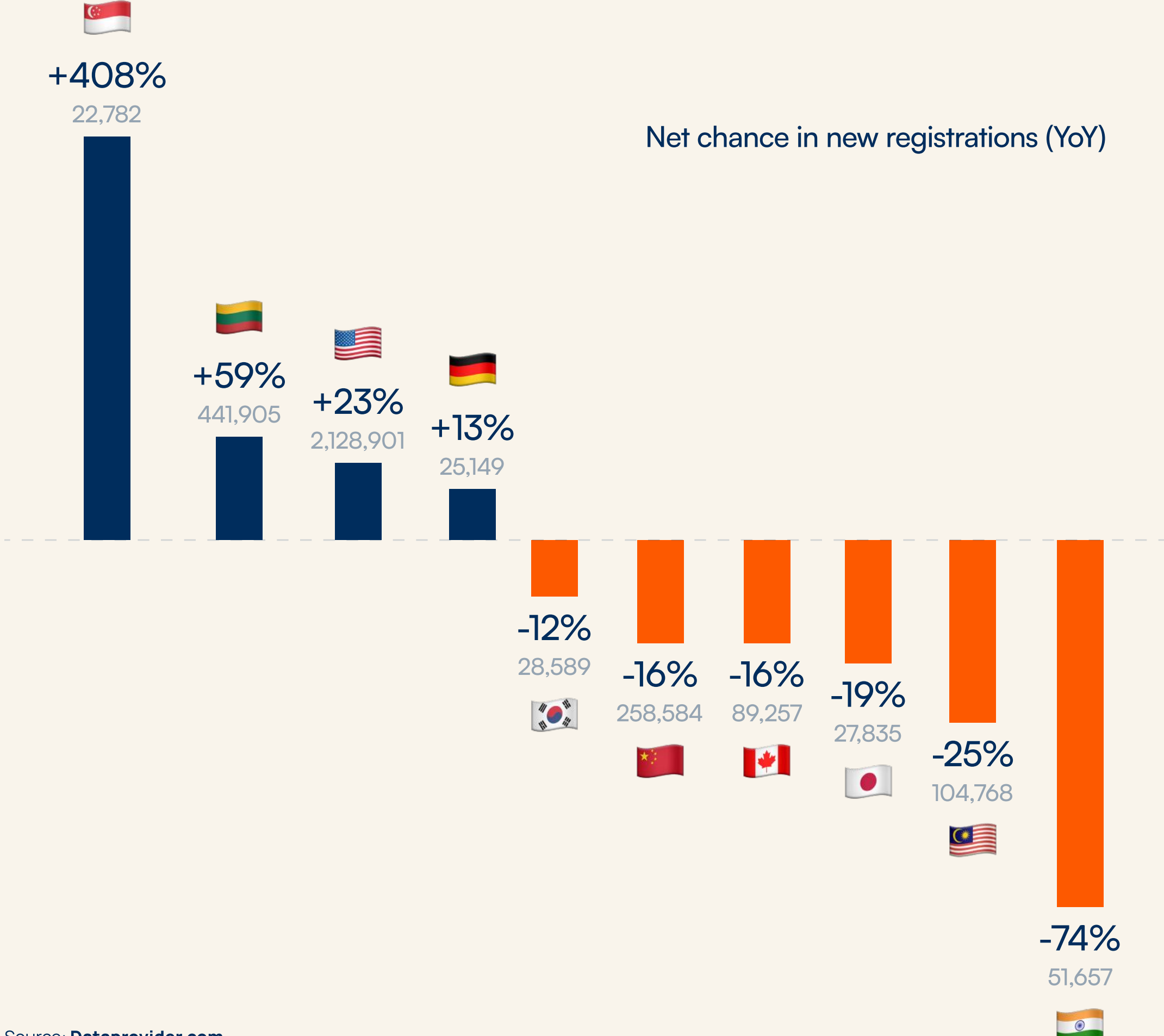
Key growth driver:
Spaceship, Inc. (US)

+341%



Top10 Countries

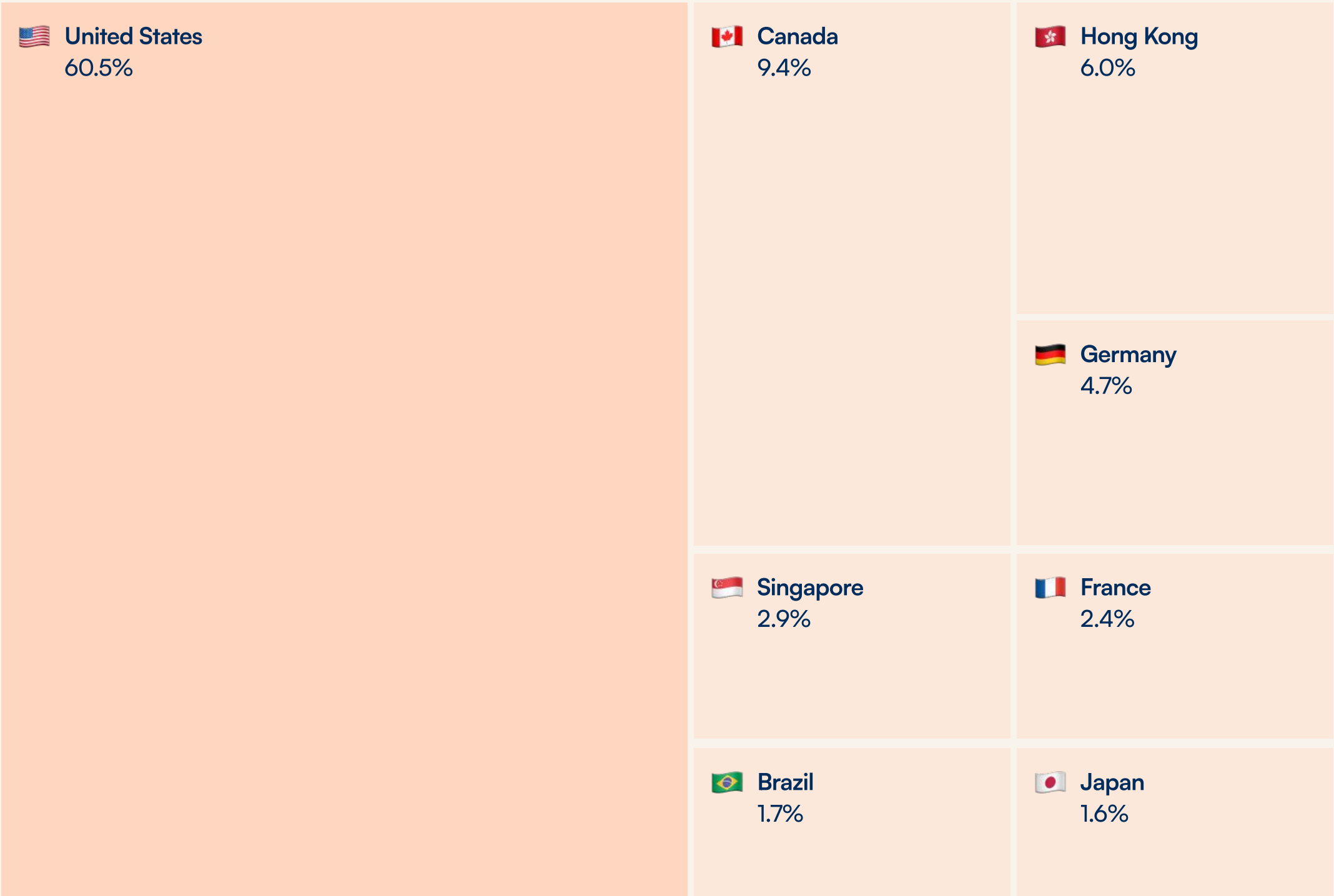
This data refers to the registry perspective and shows the countries in which registrants have registered .shop domains. Most .shop domains have been registered by registrars based in the United States of America, China and Lithuania.



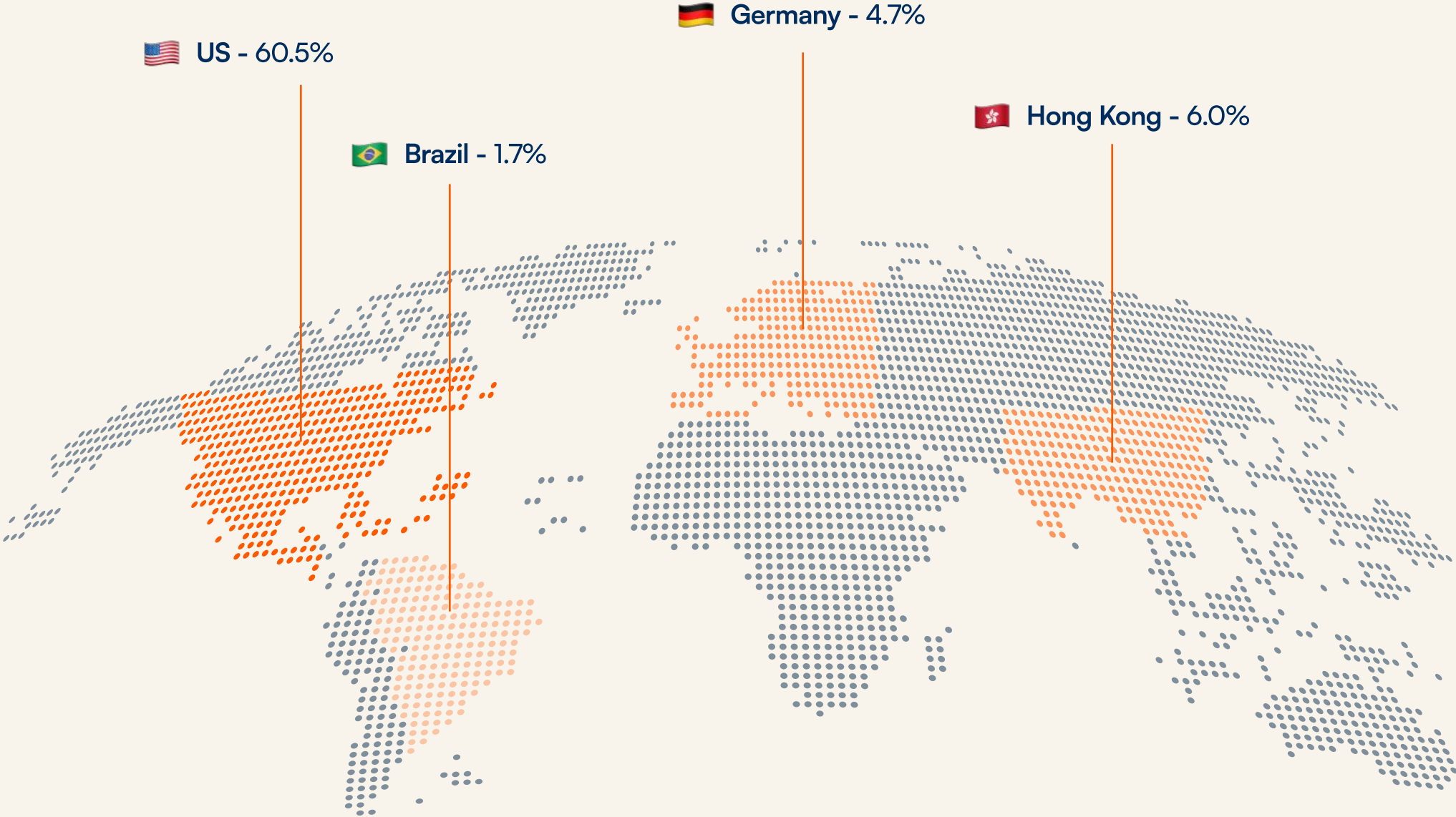
Source: Dataprovider.com

Top10 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)



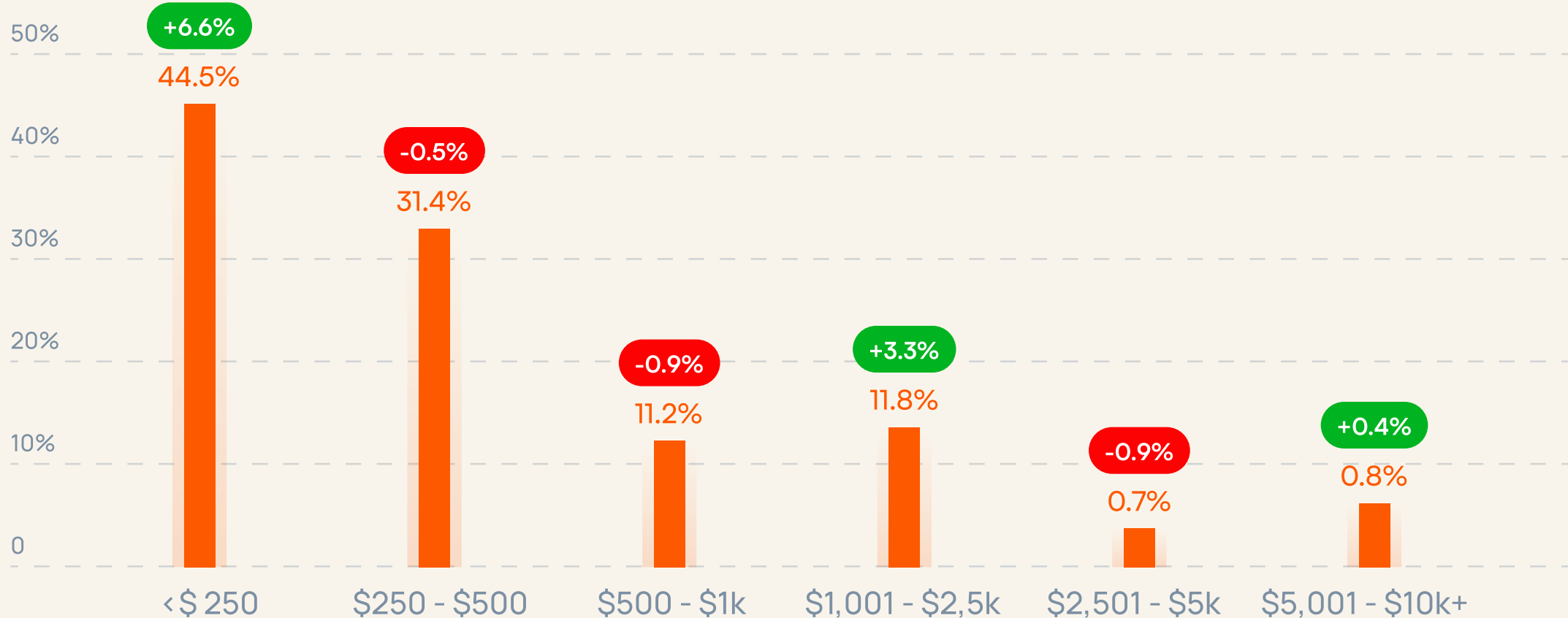
Why ‘premium’ matters

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 2025



Prices



Top10 Most valuable premium domains

- gift.shop

auto.shop

air.shop

time.shop

xp.shop
- wb.shop

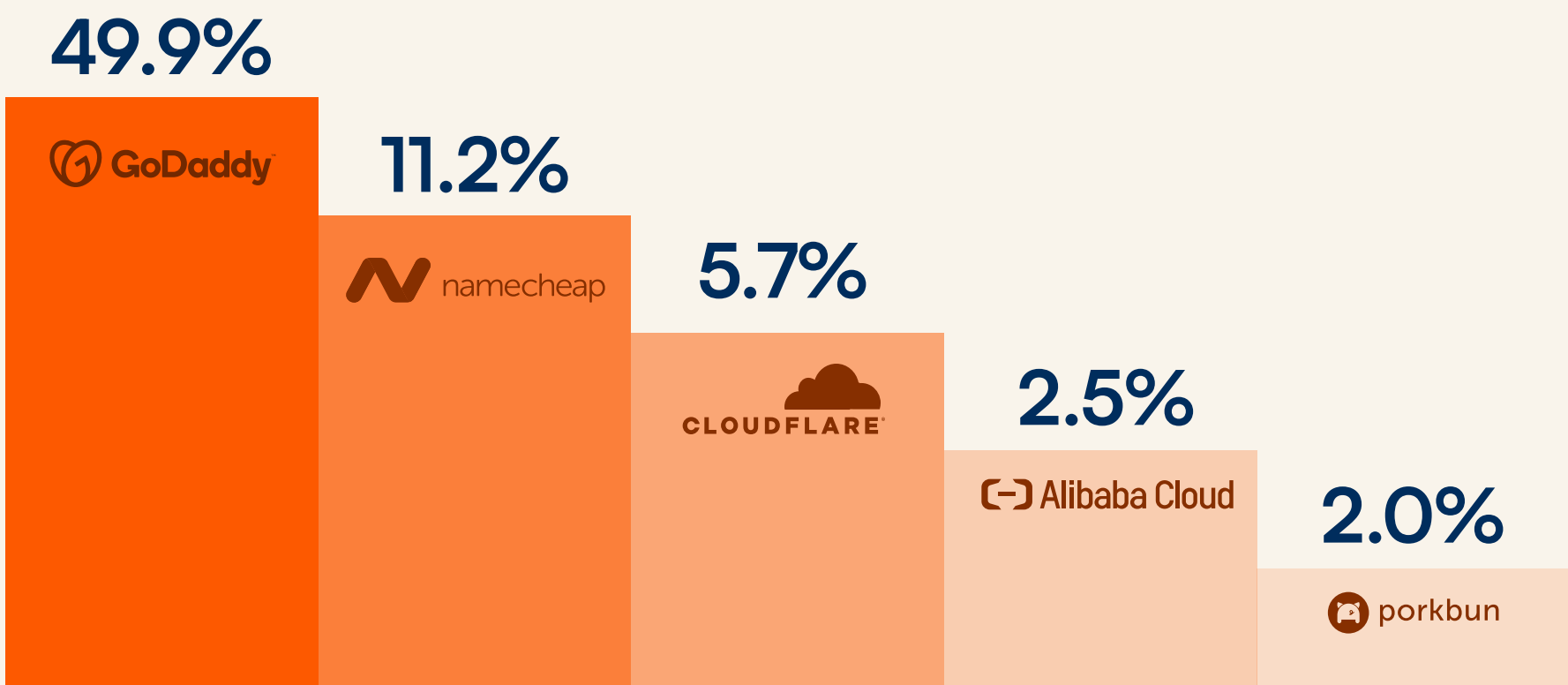
cake.shop

toy.shop

bestseller.shop

key.shop

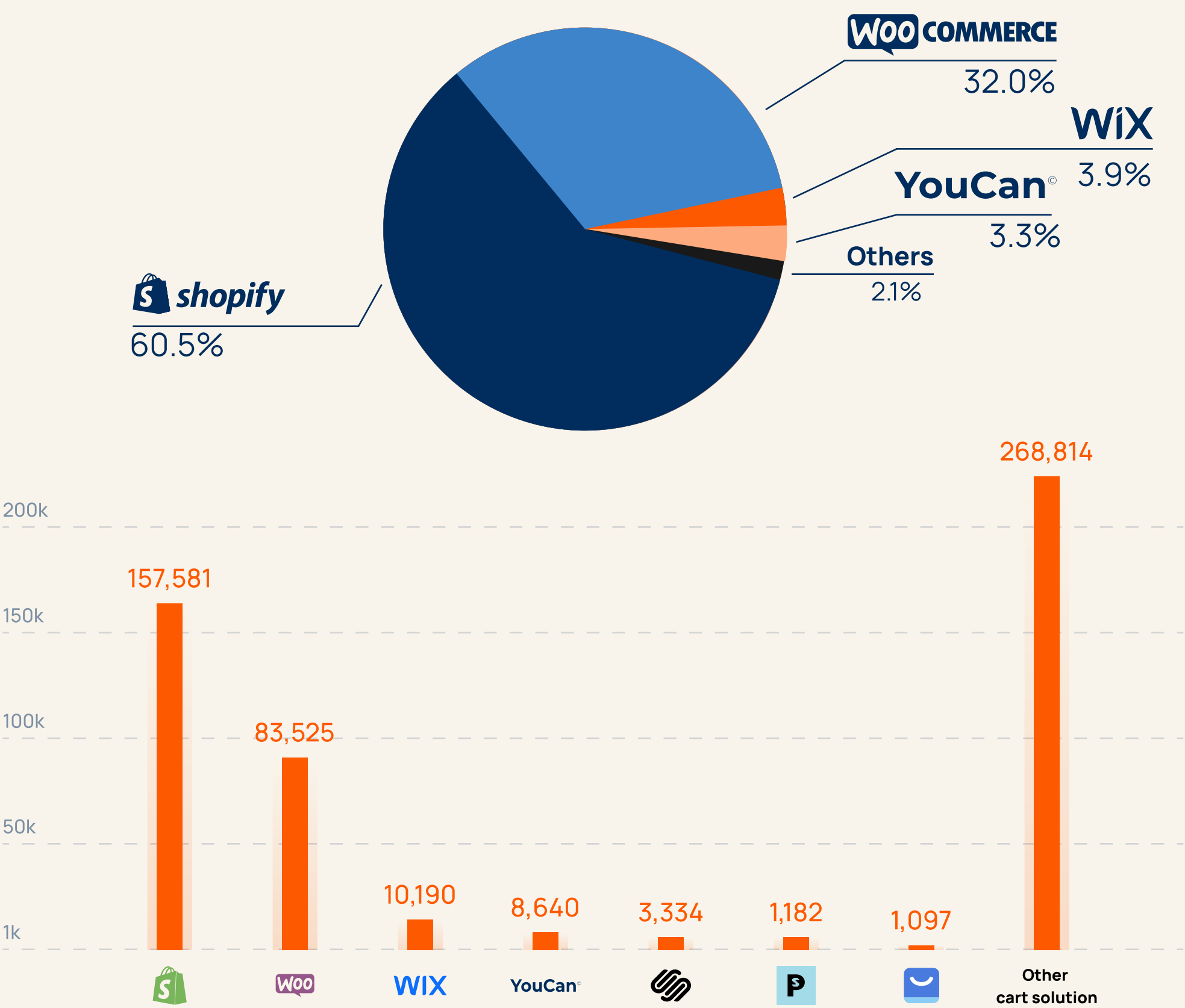
Top5 Premium domain registrar partners



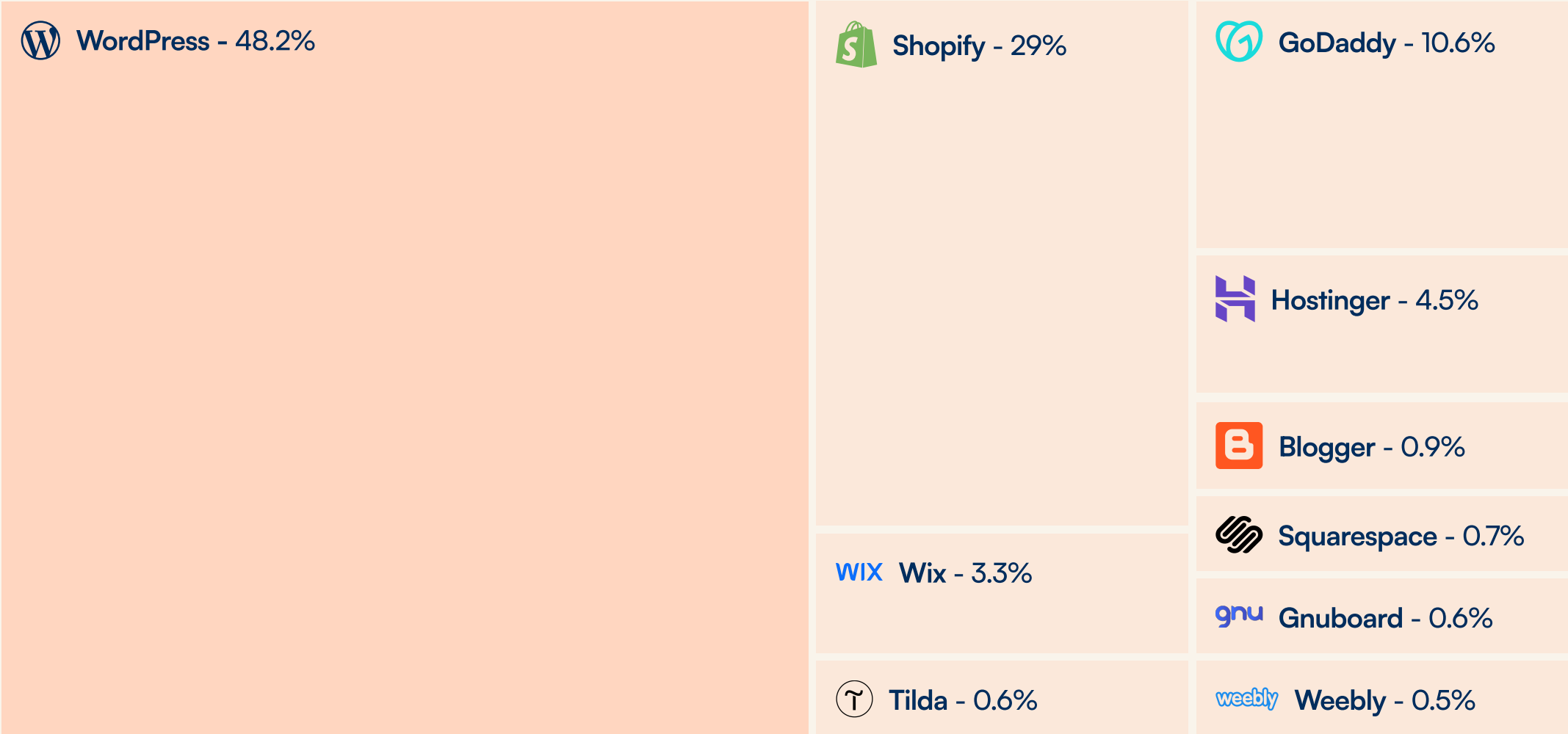
.shop domains usage

E-commerce software

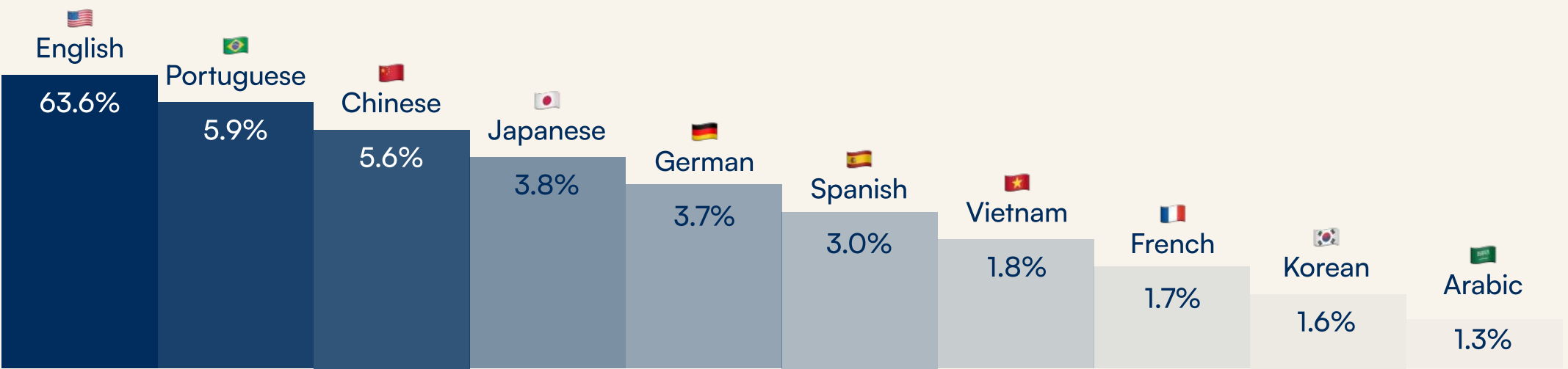
In an increasingly crowded digital landscape, the e-commerce industry continues to be a massive engine for economic democratization, allowing small creators and global brands alike to reach customers in corners of the world that were previously inaccessible. Below is a breakdown of how major e-commerce platforms and CMS tools typically align with .shop domain usage. This data provided by DomainsBot is based on our own surveys and cannot cover all usage worldwide.



Content Management Systems



Top10 Languages

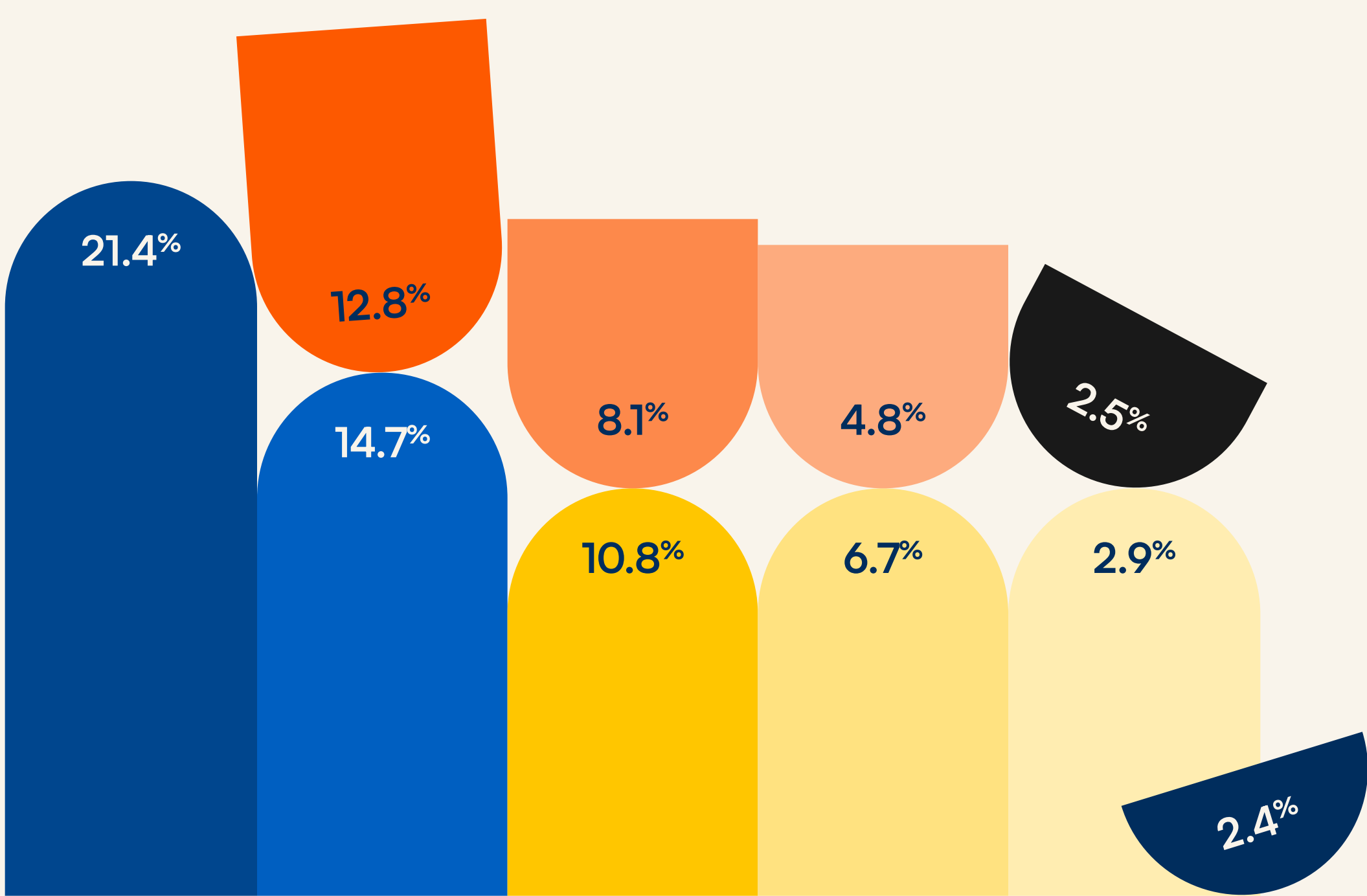


Source: [domainsbot.com](https://domainsbot.com/dataprovider.com) / dataprovider.com

A close up of Europe.

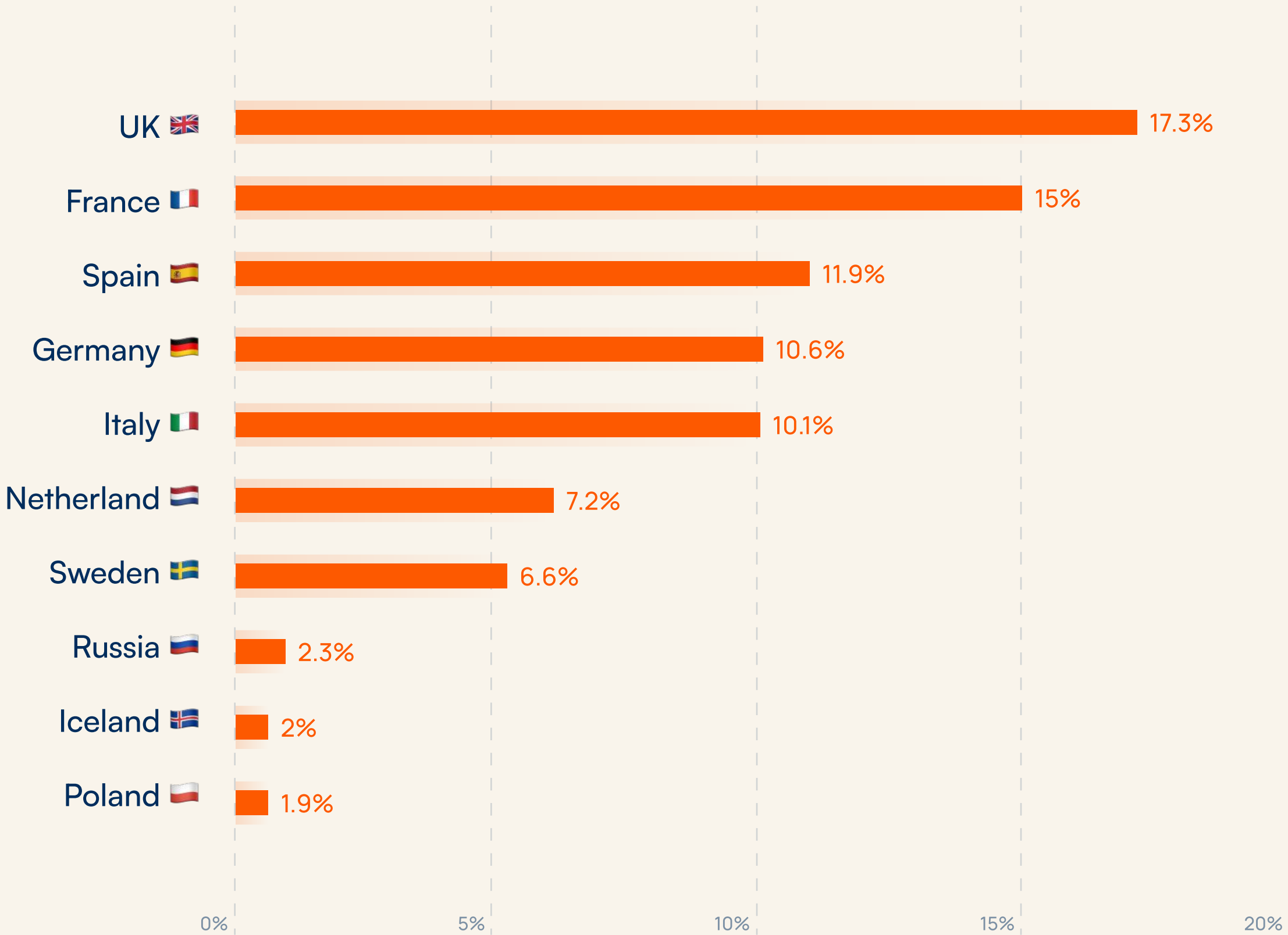
Top10 Industries driving e-commerce

(by signed zones & website topics along all TLDs)



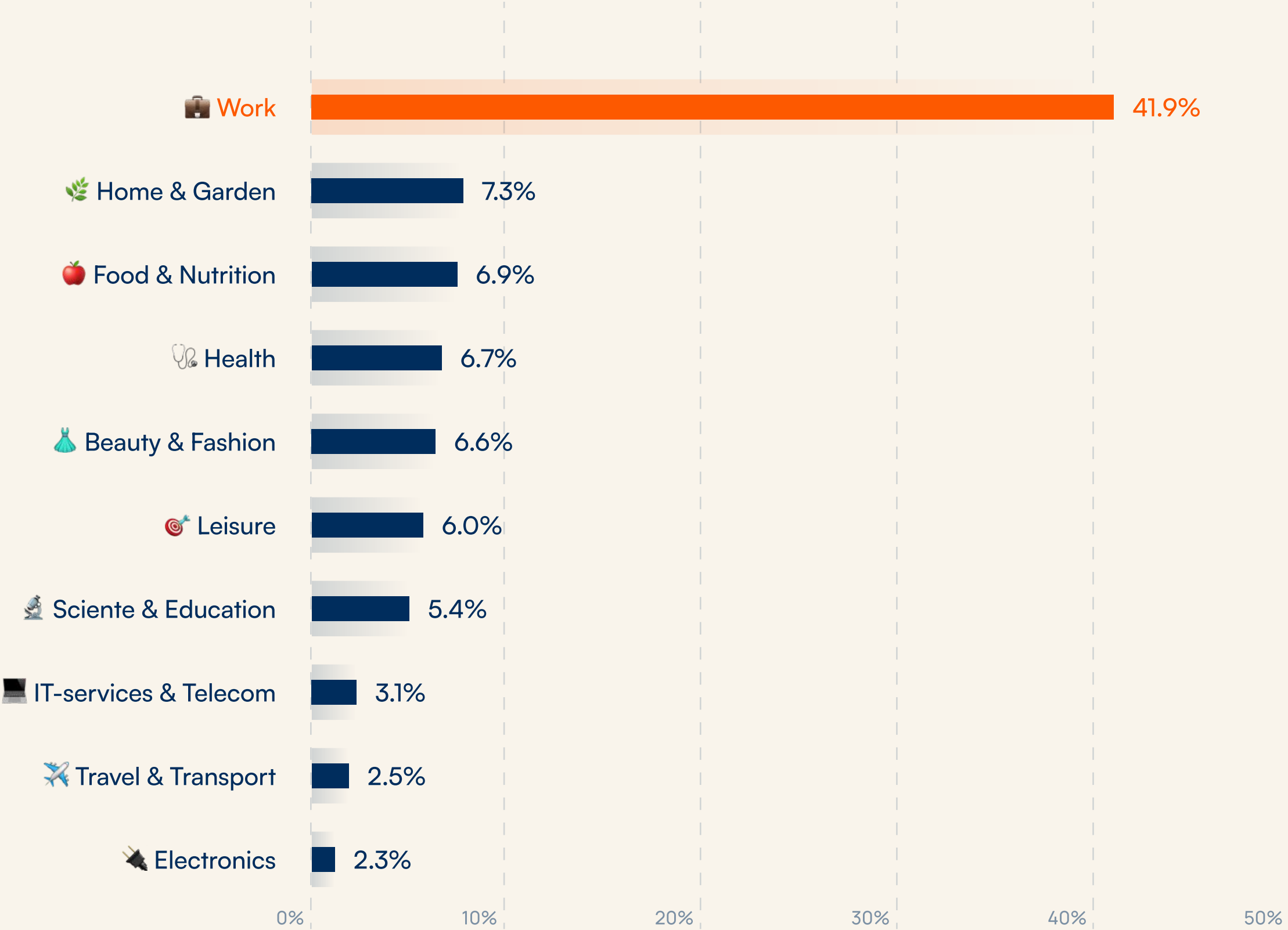
- Fashion
- Beauty & Personal Care
- Entertainment
- Home & Garden
- Food & Drinks
- Electronics & Hardware
- Software & Data
- Art & Design
- Marketing & Advertising
- Health & Medical

Top10 E-commerce performers (by countries)

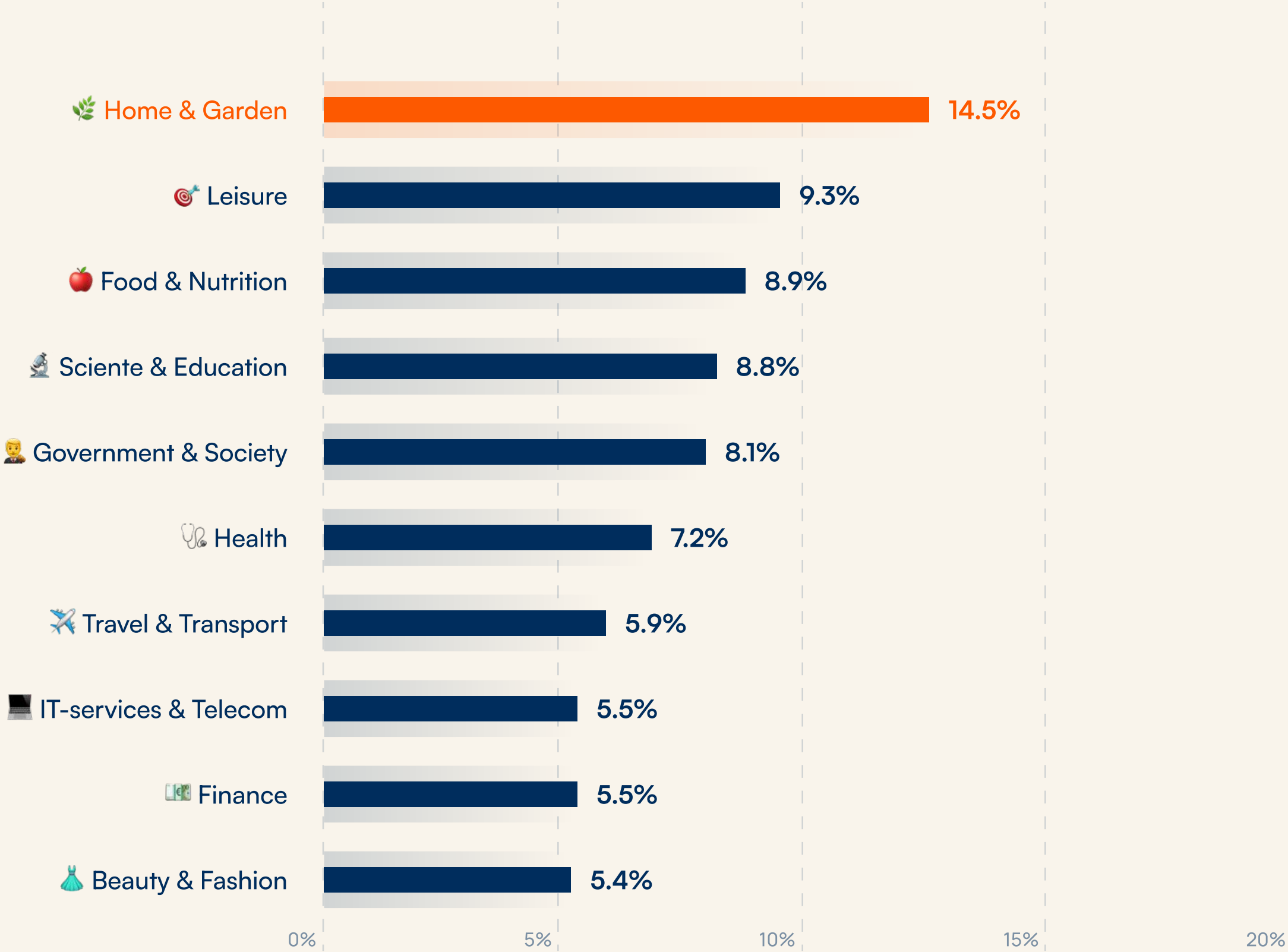


Source: [Dataprovider.com](#)

Top10 E-commerce industries of 🇪🇸 Spain.

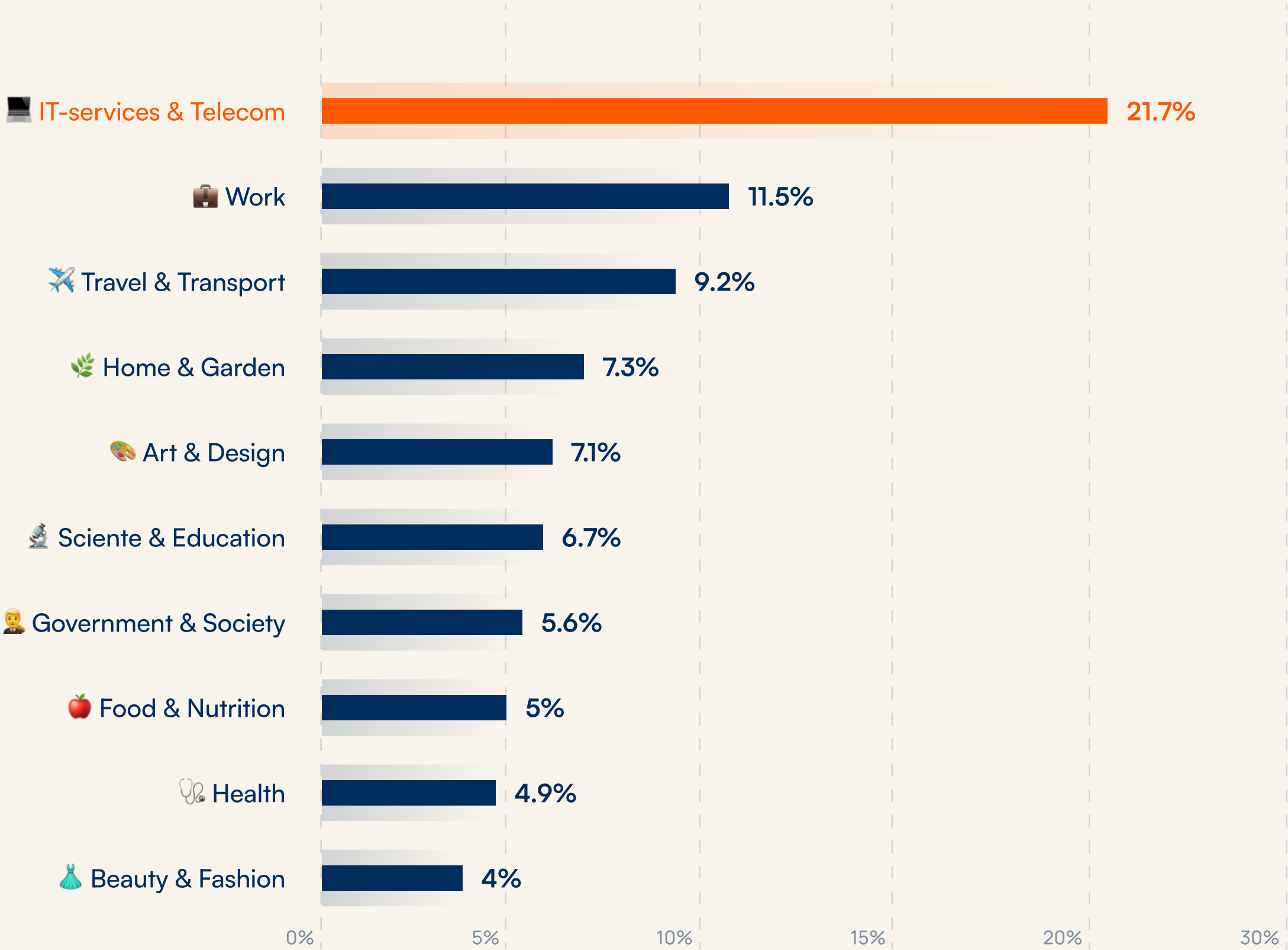


Top10 E-commerce industries of 🇩🇪 Germany.

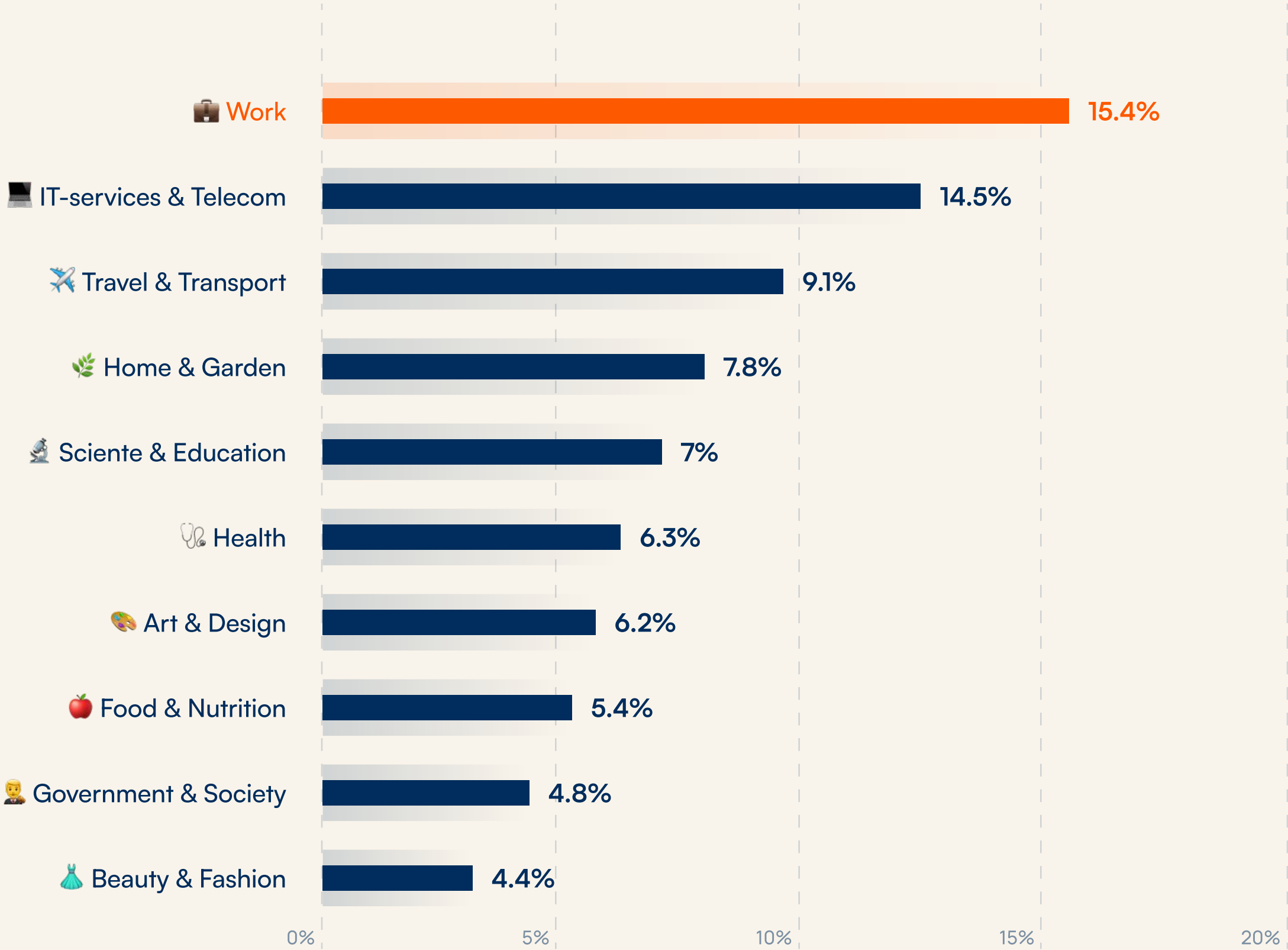


Source: [Dataprovider.com](https://www.dataprovider.com)

Top10 E-commerce industries of 🇦🇹 Austria.

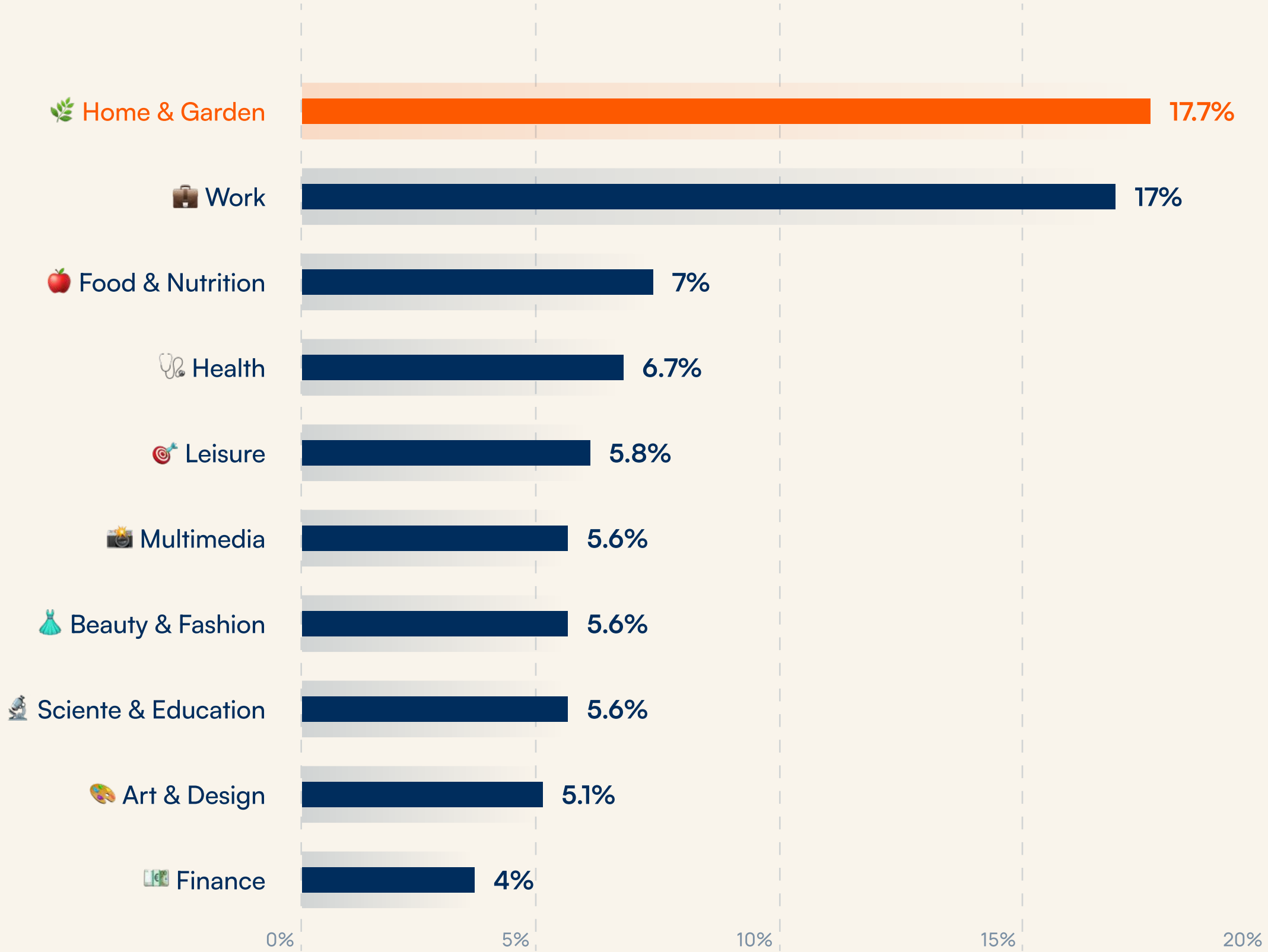


Top10 E-commerce industries of 🇨🇭 Switzerland.

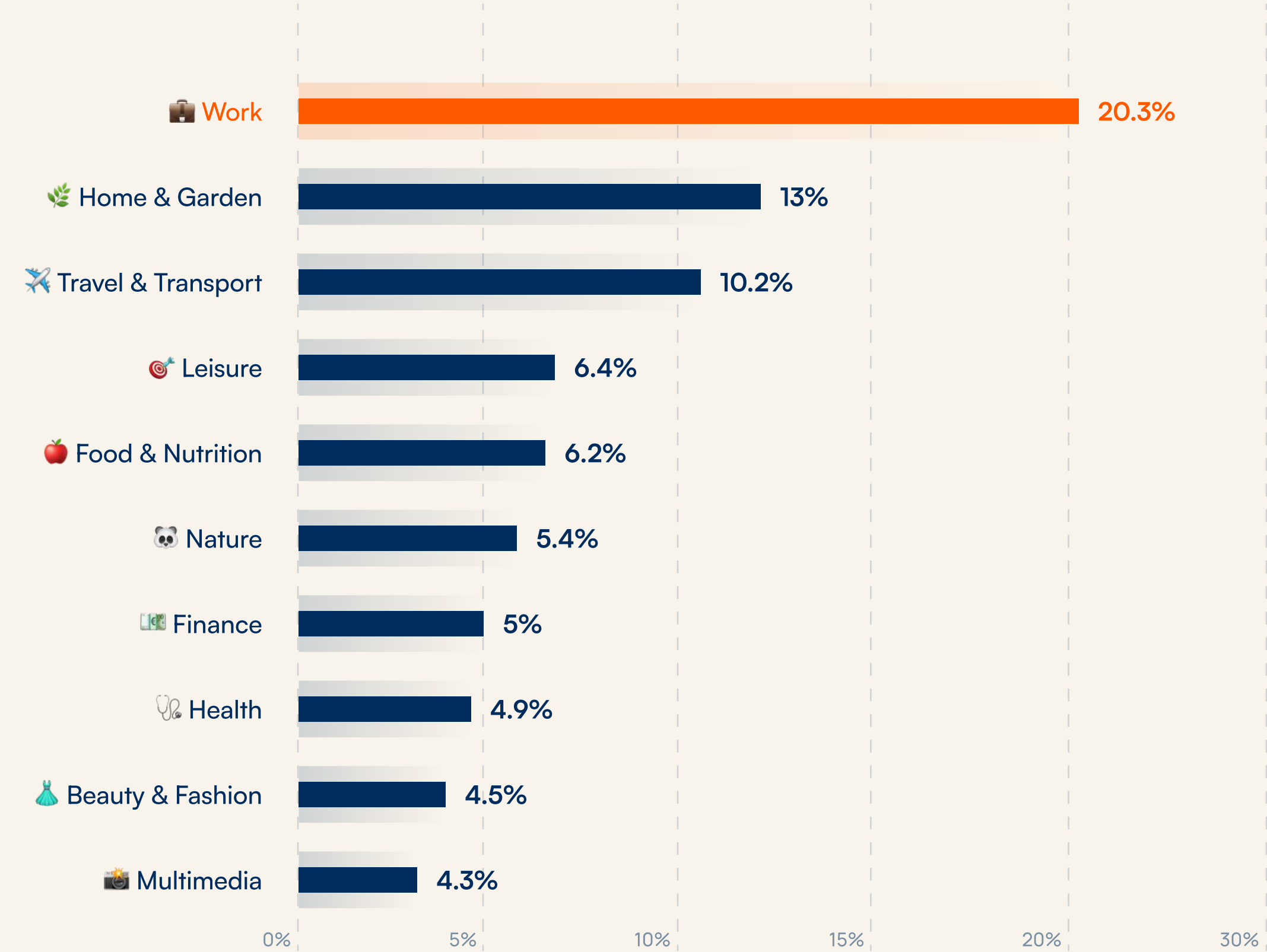


Source: [Dataprovider.com](https://www.dataprovider.com)

Top10 E-commerce industries of 🇬🇧 UK.

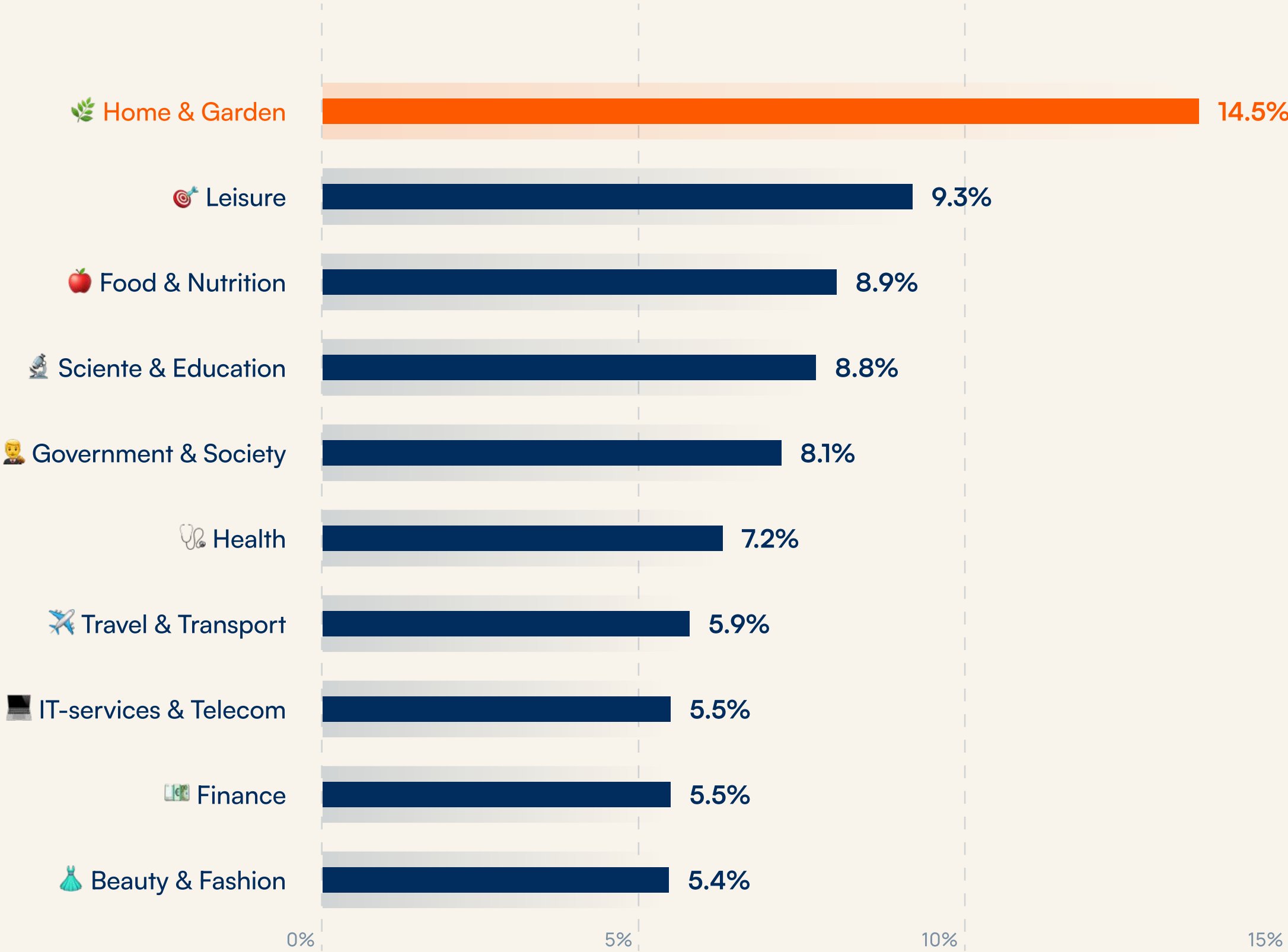


Top10 E-commerce industries of 🇫🇷 France.

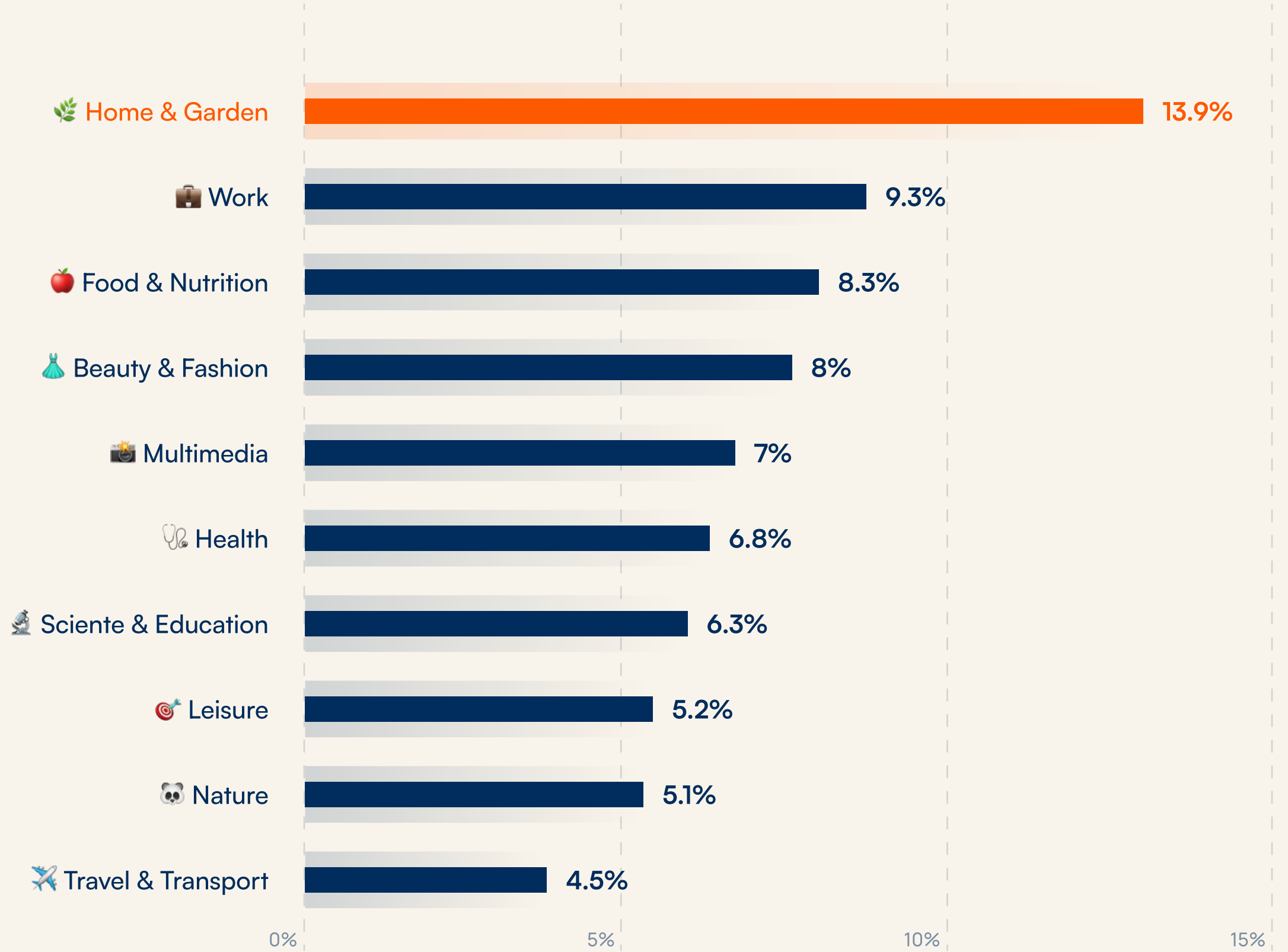


Source: [Dataprovider.com](https://www.dataprovider.com)

Top10 E-commerce industries of 🇮🇹 Italy.



Top10 E-commerce industries of 🇳🇱 Netherlands.



27.5M

This is the number of websites that should use a .shop (based on TLD suggestion or domain name) for branding and defensive domain registration. Don't miss it!

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



reminds the flagship of
GMO Registry's TLD portfolio

.shop Lighthouse projects

 spacetrader.com



cartoonmuseum.shop

 calvinklein.shop



domainly.shop

Available Premium Domains

liquor.shop

fantasy.shop

laptops.shop

jewellery.shop

gardening.shop

arts.shop

images.shop

handy.shop

pics.shop

gardening.shop

health.shop

posters.shop

.shop Icon of e-commerce

In the fast-evolving world of digital retail, .shop has ascended to its rightful place as the undisputed leader and the definitive global icon for e-commerce. It is no longer just a domain extension; it is the premier badge of excellence for the world's most ambitious brands.

The digital marketplace becomes increasingly crowded, but .shop has emerged as the definitive signal for commerce, driving unprecedented growth for online businesses across every continent. In the competitive landscape of global retail, .shop serves as the ultimate shortcut to consumer trust and brand authority.

As the world's leading e-commerce TLD, it offers a distinct set of advantages designed for the modern merchant: A .shop extension eliminates guesswork, signaling a professional, transaction-ready destination. It transcends linguistic barriers, making it the perfect choice for brands with international ambitions and it ensures your brand stands out in a crowded digital marketplace.

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 nTLDStats 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.

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