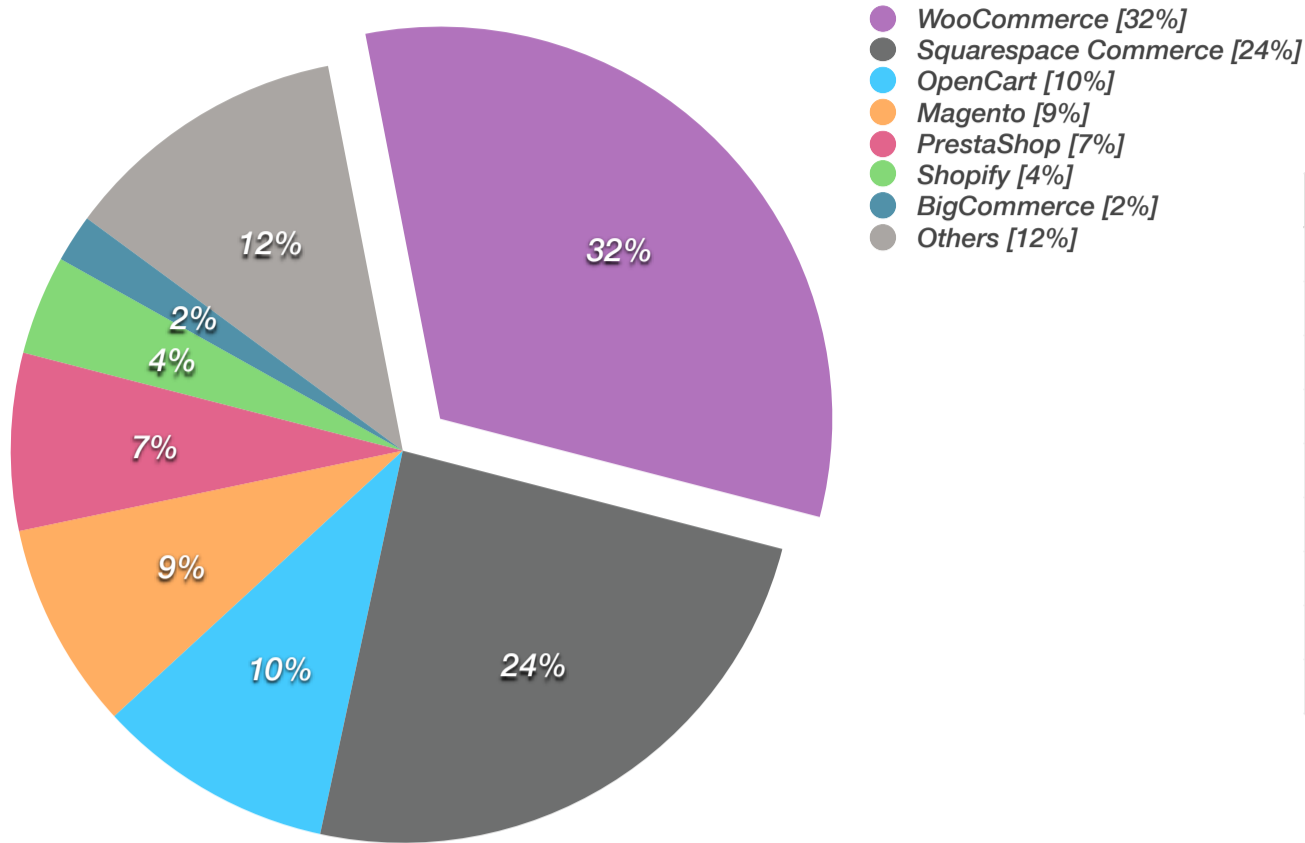




# Market Share

WooCommerce Powers over 30% of All Online Stores



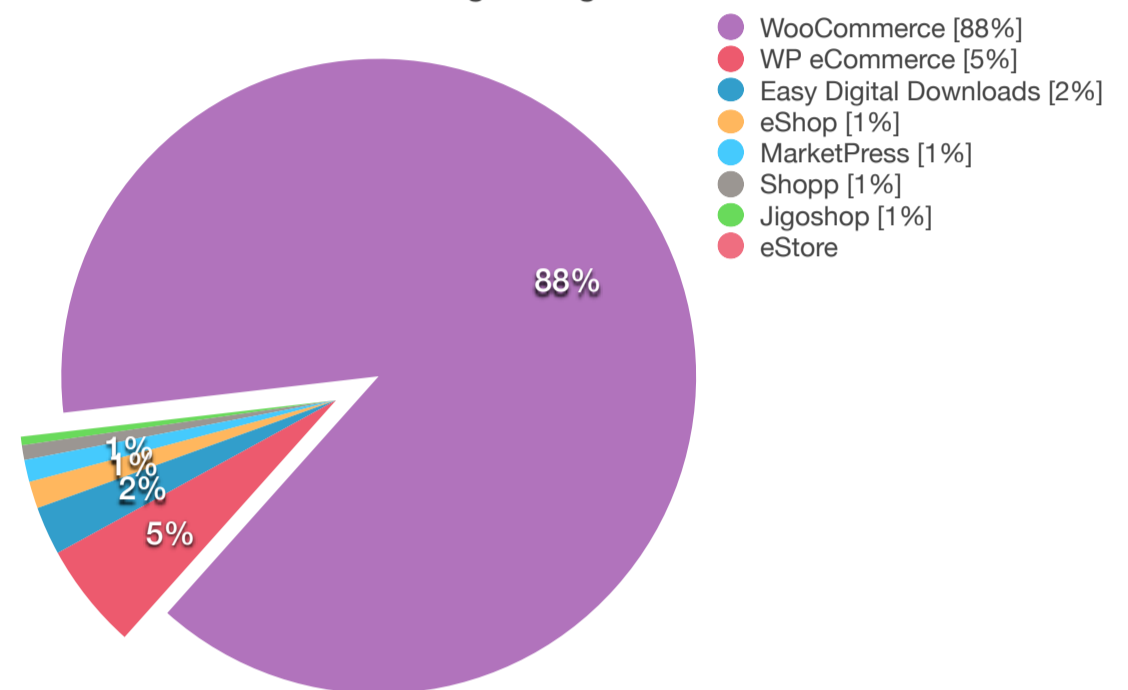
Usage Statistics for Ecommerce Technologies (09/21/2015)

ECommerce PLATFORM	SITES
WooCommerce [32%]	910,398
Squarespace Commerce [24%]	690,794
OpenCart [10%]	277,553
Magento [9%]	242,539
PrestaShop [7%]	207,477
Shopify [4%]	116,339
BigCommerce [2%]	55,915
Others [12%]	336,183
Entire Web [100%]	<b>2,837,198</b>

Usage Statistics for WordPress Ecommerce Plugins (05/27/15)

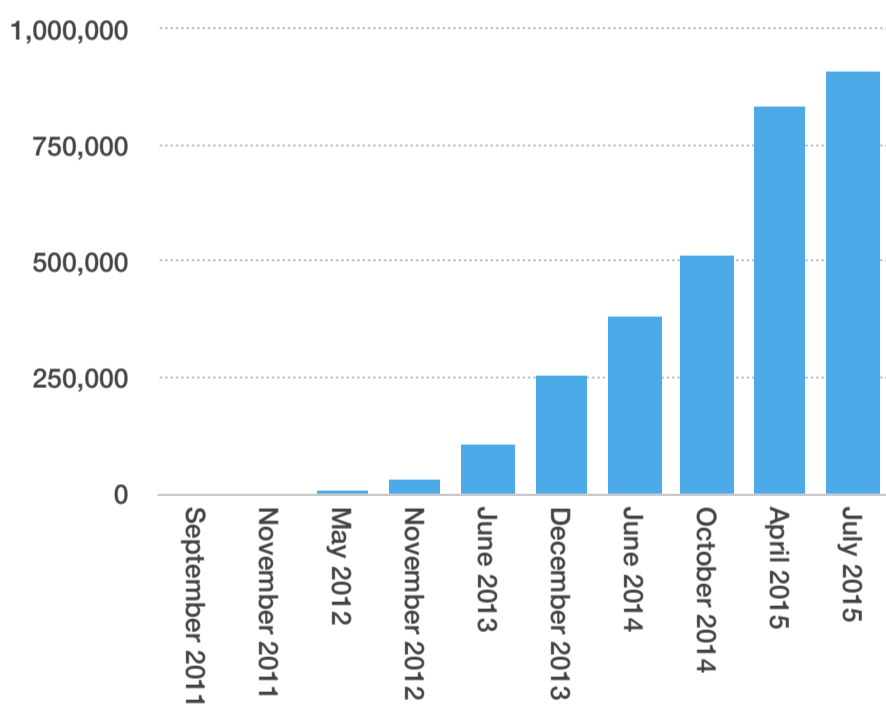
ECommerce PLUGIN	SITES
WooCommerce [88%]	769,916
WP eCommerce [5%]	47,125
Easy Digital Downloads [2%]	21,481
eShop [1%]	11,976
MarketPress [1%]	9,780
Shopp [1%]	6,530
Jigoshop [1%]	3,782
eStore	18

WordPress eCommerce Plugin Usage

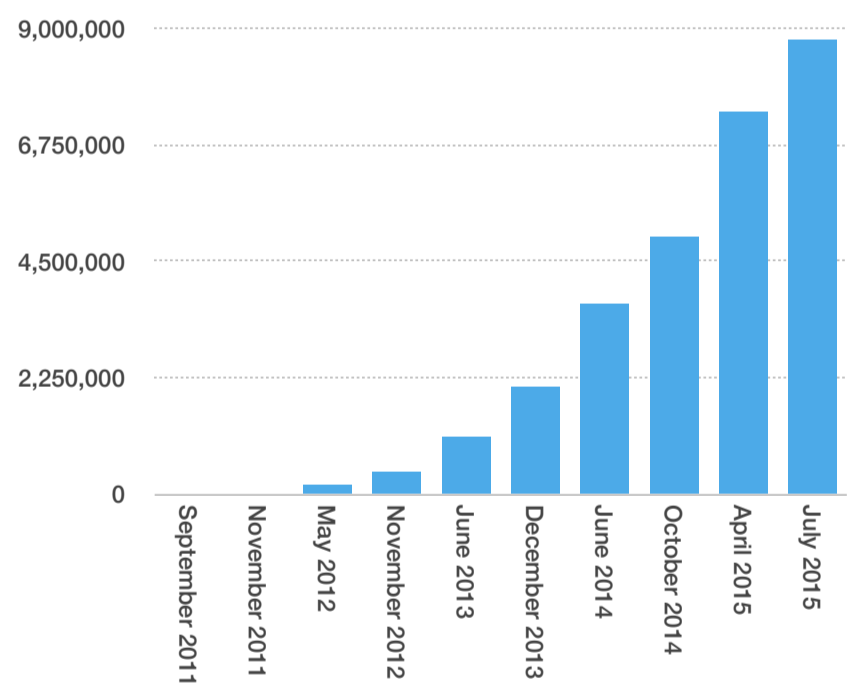


# Growth

Number of WooCommerce Stores



Number of WooCommerce Downloads

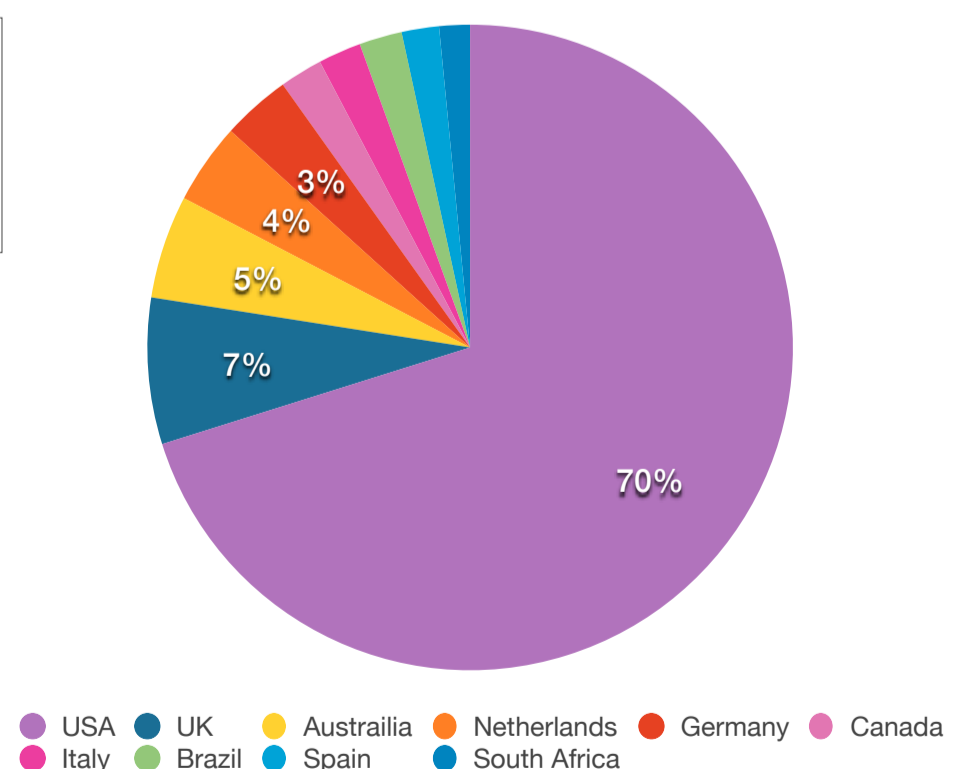


WooCommerce Growth

Month	Active Stores	Downloads
September 2011	0	3,367
November 2011	1,946	27,234
May 2012	7,841	171,123
November 2012	30,619	415,556
June 2013	103,246	1,087,169
December 2013	250,024	2,051,094
June 2014	381,187	3,685,265
October 2014	508,975	4,978,825
April 2015	833,667	7,403,696
July 2015	910,398	8,796,689

**WooCommerce**  
Increased by 247,245 Stores in Q3 2015

Ten Countries with the most WooCommerce Stores



Growth Statistics for Ten Countries with the most WooCommerce Stores

Month	USA	UK	Australia	Netherlands	Germany	Canada	Italy	Brazil	Spain	South Africa
August 2014	188261	18293	13716	9929	6776	4781	4354	3799	4171	3171
January 2015	188943	19270	14908	10304	7598	5057	4713	4386	4307	3647
February 2015	189000	30815	21775	16841	13201	8437	8257	8376	7547	6078
April 2015	189000	29254	21383	16362	12732	8052	7904	7642	7257	5810
July 2015	376056	39247	27734	21703	18443	11524	11530	11499	10035	8234