

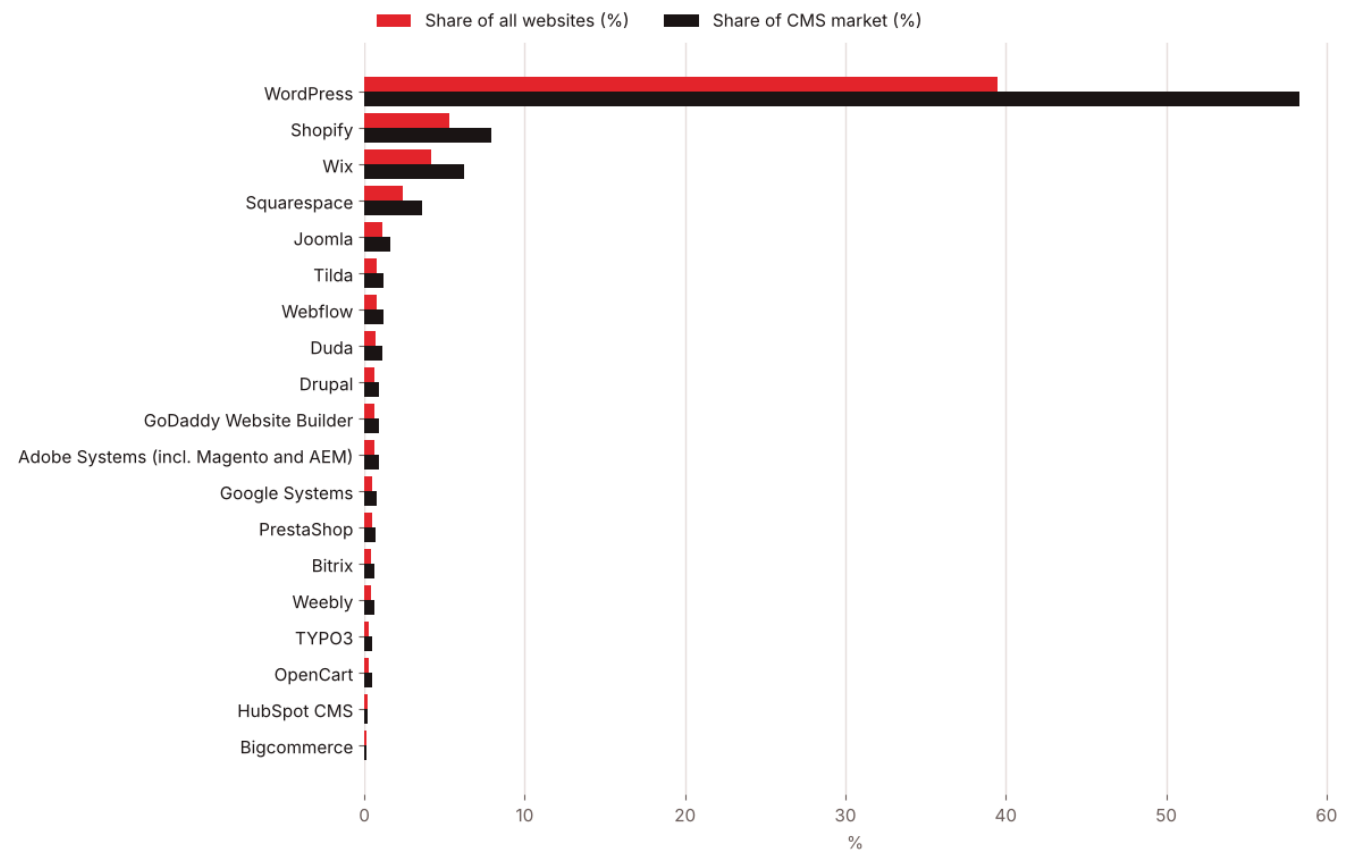
WEBSITES AND TECH

CMS market share of all websites, October 2026

WordPress runs 39.5% of all websites and 58.3% of sites whose content management system can be identified, far ahead of any rival. Hosted builders Shopify, Wix and Squarespace follow, while older open-source systems such as Joomla and Drupal now each run around 1% or less of the web.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/cms-market-share-all-websites/>

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Source: W3Techs · Free data: [anthonymcgrath.co/data/cms-market-share-all-websites/](https://www.anthonymcgrath.co/data/cms-market-share-all-websites/)

Key findings

- WordPress is used by 39.5% of all websites, a 58.3% share of sites using a known CMS.
- Shopify is the second most used CMS at 5.3% of all websites (7.9% of the CMS market).
- Drupal now runs just 0.6% of all websites, behind Webflow, Tilda and Duda at 0.8%, 0.8% and 0.7%.

The data

Content management system	Share of all websites (%)	Share of CMS market (%)
WordPress	39.5	58.3
Shopify	5.3	7.9
Wix	4.2	6.2

Content management system	Share of all websites (%)	Share of CMS market (%)
Squarespace	2.4	3.6
Joomla	1.1	1.6
Tilda	0.8	1.2
Webflow	0.8	1.2
Duda	0.7	1.1
Drupal	0.6	0.9
GoDaddy Website Builder	0.6	0.9
Adobe Systems (incl. Magento and AEM)	0.6	0.9
Google Systems	0.5	0.8
PrestaShop	0.5	0.7
Bitrix	0.4	0.6
Weebly	0.4	0.6
TYPO3	0.3	0.5
OpenCart	0.3	0.5
HubSpot CMS	0.2	0.2
Bigcommerce	0.1	0.1

Sources

W3Techs, Usage statistics of content management systems (Overview table dated 29 October 2026: absolute usage percentage and market share columns)

https://w3techs.com/technologies/overview/content_management

W3Techs, Historical trends in the usage of content management systems (Used to confirm the 29 October 2026 figures)

https://w3techs.com/technologies/history_overview/content_management/all

Method

Rows copied from the W3Techs CMS overview table as published on 29 October 2026. The first number column is the share of all websites surveyed; the second is the share among websites using a CMS W3Techs can identify.

Notes

W3Techs reports that 32.1% of websites use none of the CMSs it monitors; that row is left out because it has no market share figure. W3Techs does not list Magento separately: it is grouped under Adobe Systems with Adobe Experience Manager. W3Techs surveys the top 10 million websites, not every site on the web.

How to cite

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