

# Top Shopify App Categories and Their Impact on E- Commerce

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## TLDR

With over 8,000 apps in the Shopify App Store, it can be challenging for merchants to determine which apps are essential. This white paper highlights the top 20 app categories, emphasizing their prevalence and impact on e-commerce. By focusing on these categories, merchants can optimize their store's performance, reduce unnecessary costs, and enhance customer experience.



## Introduction Top Shopify App Categories

The Shopify App Store is a vast marketplace with thousands of applications designed to enhance the functionality of online stores. With over 8,000 apps available, it can be overwhelming for merchants to

determine which apps are essential for their business and which ones might be unnecessary or even detrimental. Choosing the right apps is crucial because they not only incur costs but also demand time and attention that merchants need to focus on selling their products.

In an effort to help inform Shopify merchants, we analyzed apps to determine two things: If you are not using one of the top apps, double-check to ensure it is not hurting your revenue. If you are using apps that are not in the top categories, make sure that they are solving a real problem for you. This analysis aims to guide merchants in making informed decisions about app installation, ensuring that their choices contribute positively to their business operations.

## **Categories 1 - 5: Dominated by Technologies that Drive Repurchase**

- **Email Marketing:** 15% of the total apps installed manage email marketing. 78% of stores have an app that manages email marketing. Example App: Klaviyo, Mailchimp
- **Loyalty and Rewards:** 8% of the total apps installed are related to loyalty and rewards. Enhances customer retention and lifetime value by incentivizing repeat purchases. Example App: Smile.io, LoyaltyLion
- **Gift Cards:** 7% of the total apps installed are used to manage gift cards. Gift card apps are installed on 37% of stores, facilitating increased sales and customer acquisition. Example App: Rise.ai, ShopKeeper Gift Cards
- **Discounts:** 5% of the total apps installed manage discounts. Discounts drive sales and attract price-sensitive customers, crucial for competitive positioning. Example App: Bold Discounts, Discount Ninja
- **SEO:** 5% of the total apps installed are for SEO optimization. SEO apps are installed on 27% of Shopify stores, boosting organic traffic and search engine rankings. Example App: Plug in SEO, SEO Manager



## Categories 6 - 10: Expanding Market Reach and Enhancing Product Options

- **Product Reviews:** 4% of the total apps installed are related to product reviews. Reviews build trust and social proof, influencing purchase decisions. Example App: Yotpo, Judge.me
- **SMS Marketing:** 3% of the total apps installed manage SMS marketing. SMS marketing apps are installed on 18% of stores, providing direct and immediate customer engagement. Example App: SMSBump, Postscript
- **Product Options:** 3% of the total apps installed manage product options. Customizable product options enhance user experience and meet diverse customer needs. Example App: Infinite Options, Variant Option Product Options
- **Internationalization:** 3% of the total apps installed support internationalization. Internationalization apps are installed on 15% of stores, facilitating global market expansion. Example App: Langify, Weglot
- **Page Redirect:** 3% of the total apps installed are related to page redirects. Efficient page redirects improve user experience and SEO by managing broken links and outdated URLs. Example App: Easy Redirects, SEO Redirect



## Categories 11 - 15: Enhancing Security and Social Media Presence

- **Pop-ups:** 2% of the total apps installed are related to pop-ups. Pop-ups are used for lead generation, promoting offers, and increasing conversions. Example App: Privy, Poptin
- **Social Media Ads:** 2% of the total apps installed manage social media ads. Social media ad apps are installed on 11% of stores, driving traffic and sales through targeted advertising. Example App: Facebook Ads, AdRoll
- **Product Bundles:** 2% of the total apps installed manage product bundles. Bundling products increases average order value and encourages the purchase of multiple items. Example App: Bundler, Bold Bundles
- **Blogs:** 2% of the total apps installed manage blogs. Blog apps are installed on 10% of stores, enhancing content marketing efforts and SEO. Example App: Blog Studio, DropInBlog
- **Security:** 2% of the total apps installed manage security. Ensures data protection and builds customer trust by securing transactions and personal information. Example App: McAfee SECURE, Rewind Backups



## Categories 16 - 20: Enhancing Store Functionality and Customer Experience

- **Banners:** 2% of the total apps installed manage banners. Banner apps are installed on 10% of stores, effectively promoting sales and announcements. Example App: Quick Announcement Bar, Bannerfy
- **Privacy:** 2% of the total apps installed manage privacy. Privacy apps ensure compliance with data protection regulations and build customer trust. Example App: GDPR Compliance Center, Customer Privacy
- **Product Variant:** 2% of the total apps installed manage product variants. Product variant apps are installed on 9% of stores, offering customization and a broader product range. Example App: Variant Image Automator, Bold Product Options
- **Order Limits:** 1% of the total apps installed manage order limits. Order limit apps help manage inventory and prevent stockouts, ensuring consistent availability. Example App: Order Limits by MinCart, OrderLogic
- **Wishlists:** 1% of the total apps installed manage wishlists. Wishlist apps are installed on 7% of stores, encouraging future purchases and customer retention. Example App: Wishlist Plus, Gift Reggie



## Conclusion

Understanding the top Shopify app categories and their impact on e-commerce is crucial for merchants looking to enhance their store's functionality, drive sales, and improve customer experience. By integrating these apps strategically, merchants can stay competitive and meet the evolving demands of their customers.

## References

- Analysis of 2400 merchants from a sample of over 1 million total merchants.