

Where did e-Merchants Migrate to in 2014?

Cart2Cart In-House Info



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Introduction

We are **Cart2Cart**, a shopping cart migration service that's been on the market for over 5 years. Many e-merchants have used our service during that time and now, we have decided to share some of our inside information that can be helpful for you.



The following data is by no means promoting any shopping platforms, despite the fact that we have partner relations with a number of them.

Our only goal is to provide the e-Commerce community with actual statistics, which, as we've figured, will be useful.



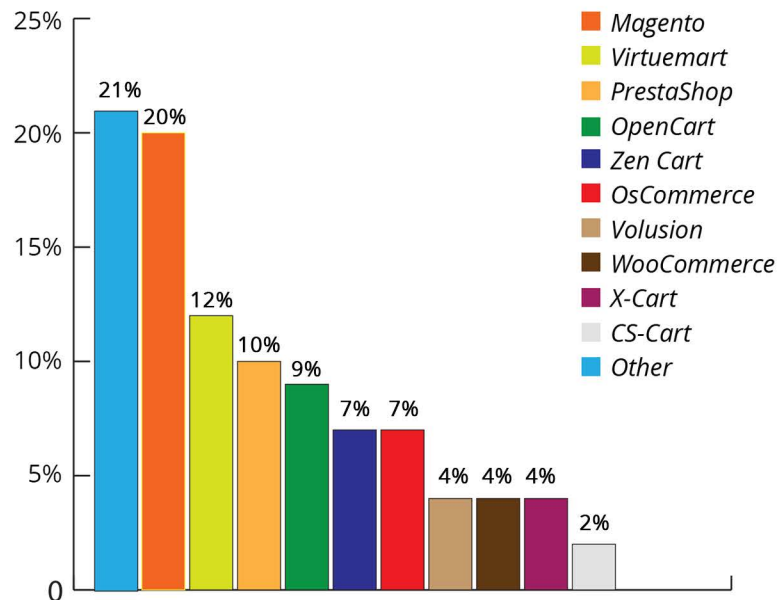
The Most Popular Source and Target Shopping Carts of 2014

Having analyzed our in-house information, we are now able to name the most popular shopping carts of the last year, as well as the solutions that have lost the market battle in 2014.



So, check these graphs and discover what shopping platforms did shop owners migrate to, and which solutions were they eager to escape **from** during the previous year. Let's start with the second ones.

TOP SHOPPING CARTS THAT E-MERCHANTS WERE MIGRATING FROM IN 2014



Note: this graph includes shopping cart upgrades.

Researching 2014 migration dynamics, we've observed the vivid example of Pareto principle in action. According to this economic law, 20% of causes usually entail 80% of effects.

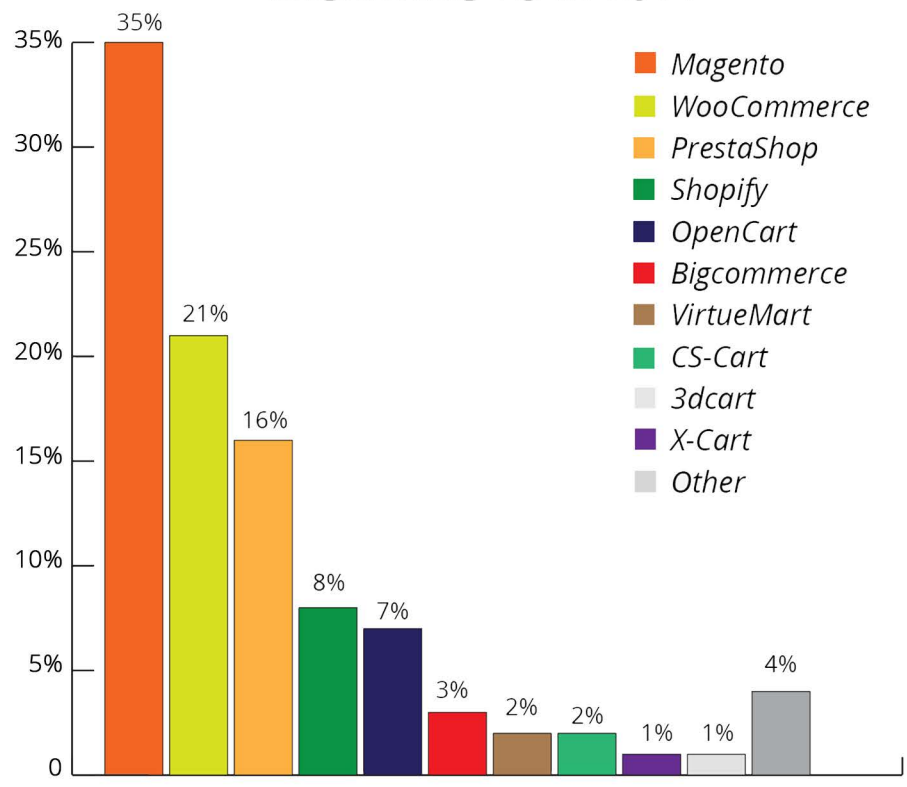
In our case, slightly more than 17% of source carts gave us 79% of migrations while the rest 83% of platforms has generated only 21% of data transfers.



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TOP SHOPPING CARTS THAT E-MERCHANTS WERE MIGRATING TO IN 2014



Note: this graph includes shopping cart upgrades.

As we can see, the Pareto Principle has been fulfilled here once again.

10% of target shopping platforms gave us 90% of migrations during last year, and the other 90% of them generated only 10% of remaining transfers.



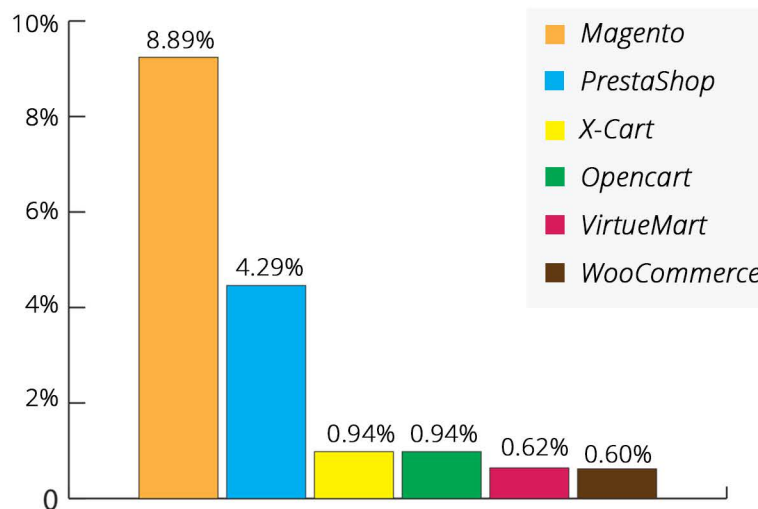
As we have previously mentioned, uplisted graphs also include upgrades. Besides providing usual data transfers, **Cart2Cart** offers an alternative way of shopping cart update - a switch from the old platform version to the new one.



Shopping Cart Upgrades with Cart2Cart

Unlike other methods of **upgrade**, Cart2Cart transfers allow merchants to keep their source stores online during the whole procedure.

SHOPPING CART UPGRADES



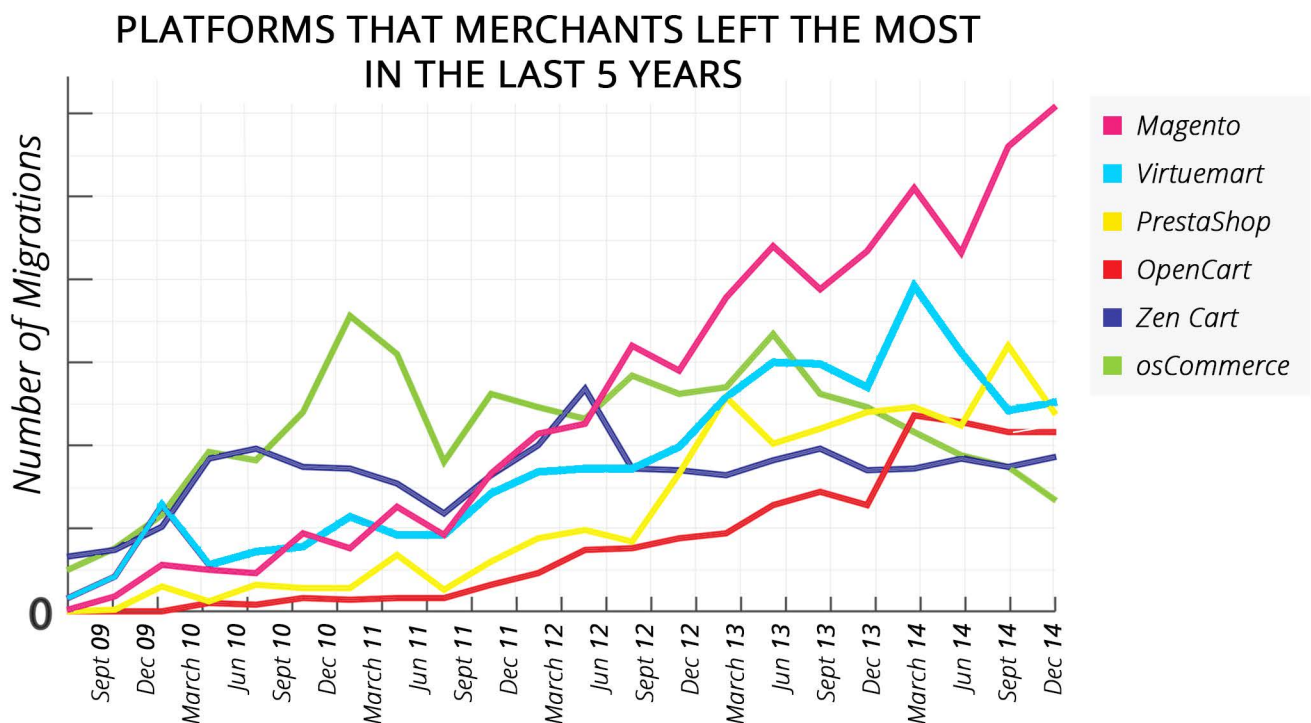
This is why over 15% of shopping cart migrations on our website are solution upgrades.



The Key Trends in Source and Target Cart Migrations of the Last 5 Years

The world of e-Commerce has been quite turbulent over the past five years. Some of the most recognizable shopping carts of 2010 has failed to preserve their high popularity till the present day, while other solutions have managed to conquer the e-Commerce market in a record time.

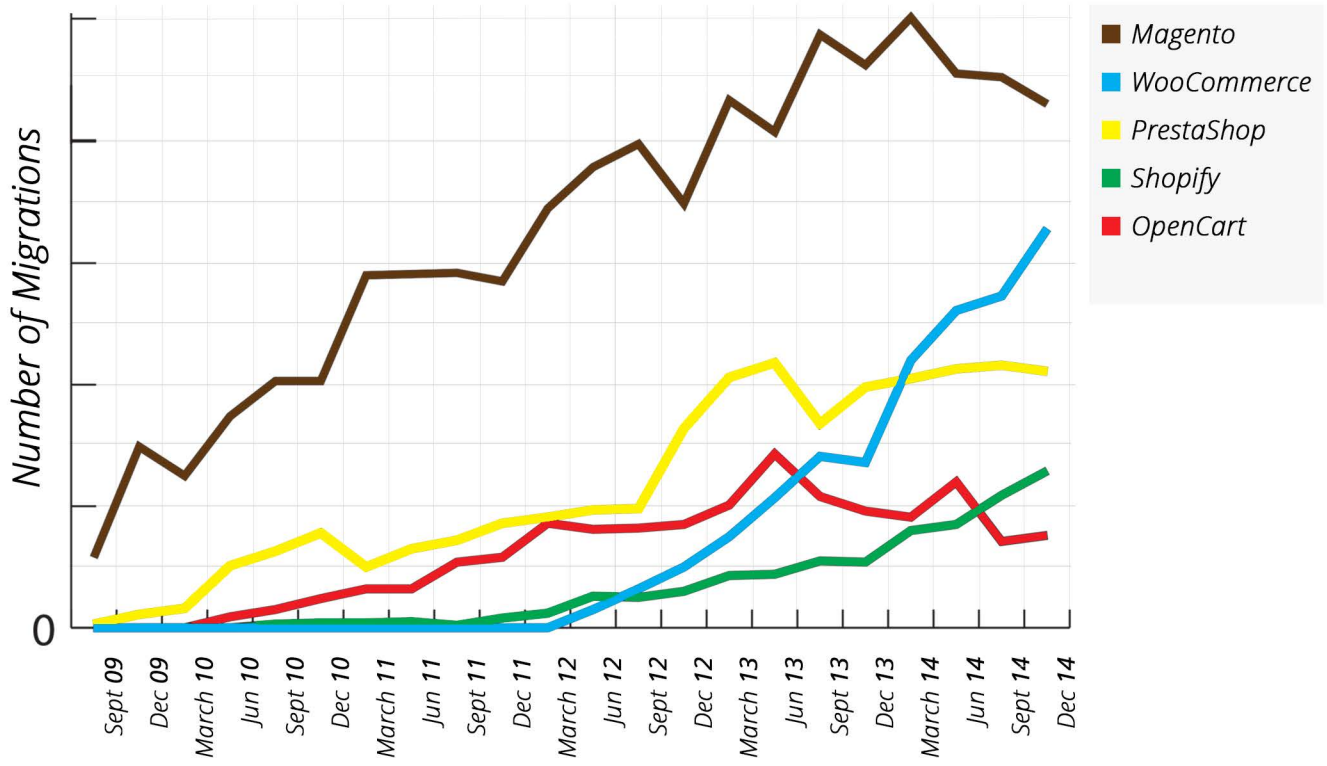
So, here are the graph that shows which platforms were the most migrated from during the last five years.



When it comes to evaluating the most popular shopping carts statistics, **Magento** is undoubtedly included. In our research the platform is the leader of both migrated to and migrated from lists.

Another solution we find noteworthy is **osCommerce**. It takes only a 6th place in the list of the most popular migrated from latforms while for several years before 2014, it's been an unchanged #1.

PLATFORMS THAT WERE THE MOST POPULAR AMONG MERCHANTS IN THE LAST 5 YEARS



Speaking of incredible market achievements, we feel obliged to mention **WooCommerce**. The platform takes the second place in our current list of top target shopping carts, whereas in 2010 it hasn't even existed.



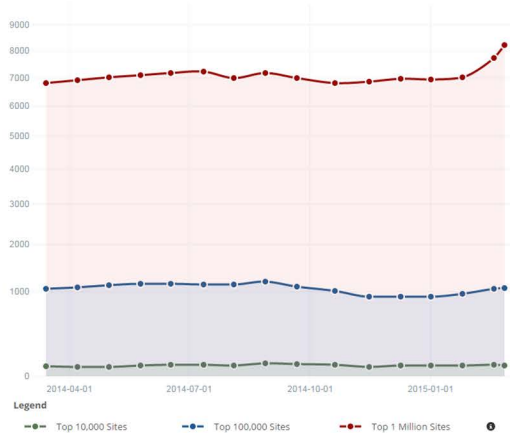
The Most Popular eCommerce Solutions Usage Statistics

Check the following stats to discover which market position does each of the most popular ecommerce solutions take:



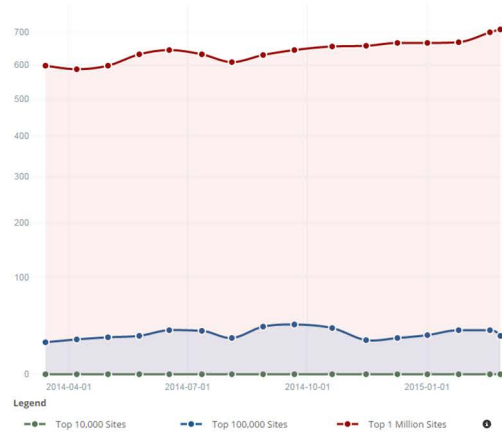
Magento Usage Statistics

Websites using Magento



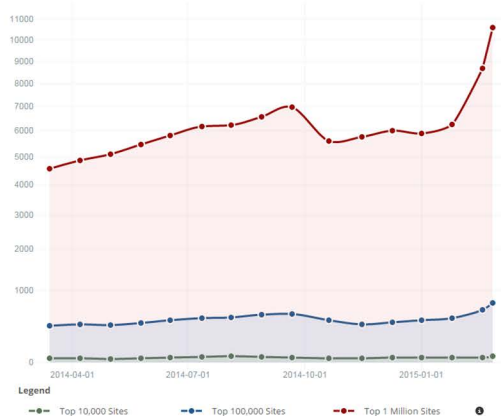
PrestaShop Usage Statistics

Websites using PrestaShop



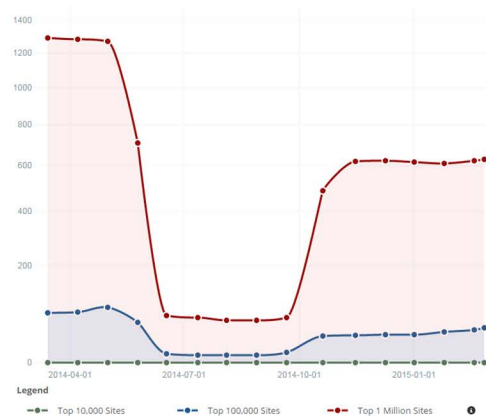
WooCommerce Usage Statistics

Websites using WooCommerce



VirtueMart Usage Statistics

Websites using VirtueMart

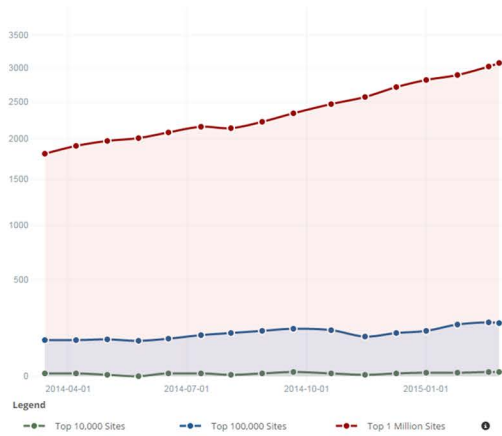


The Most Popular eCommerce Solutions Usage Statistics

The long and raging e-Commerce battle has divided the victors and the vanquished, so, now, each shopping platform takes the market share it deserves.

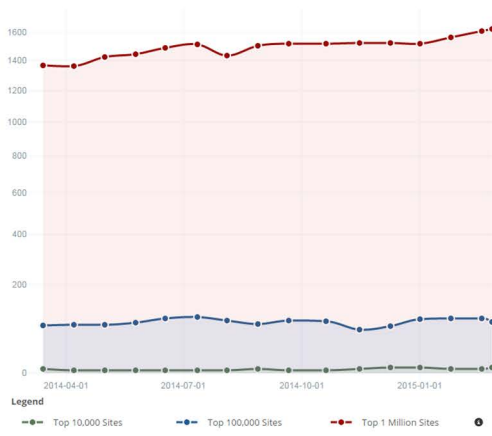
Shopify Usage Statistics

Websites using Shopify



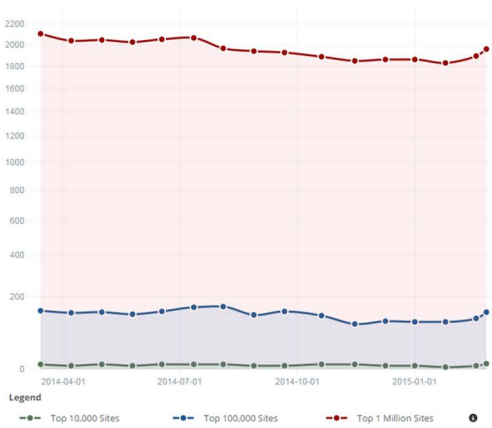
OpenCart Usage Statistics

Websites using OpenCart



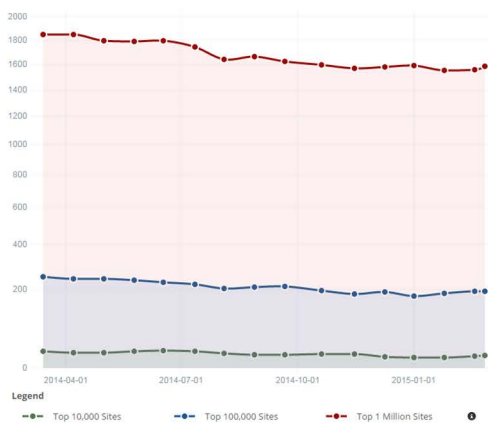
Zen Cart Usage Statistics

Websites using Zen Cart



osCommerce Usage Statistics

Websites using osCommerce



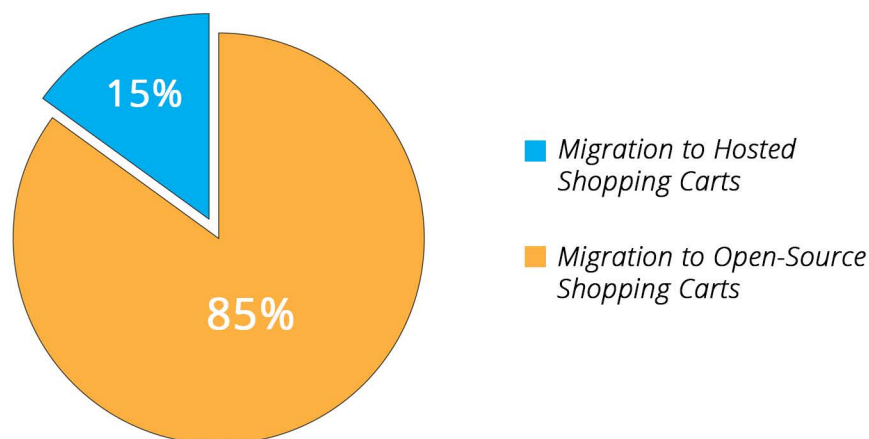
Open-Source vs Hosted. Which Type of Shopping Carts Ruled the e-Commerce World in 2014?

Although shopping carts differ by a range of criterias, the selection between **open-source** and **hosted** platforms has always brought the most confusion for online shop owners. Each kind of solutions comes with a set of pros and cons, and only the merchant can decide which one suits his e-Commerce needs the best.



Look at this diagram to learn which type of platforms were most demanded during the last year.

MIGRATIONS TO HOSTED VS MIGRATIONS TO OPEN SOURCE SHOPPING CARTS



As you can see, online merchants tend to migrate to open-source solutions more often, than to hosted ones.

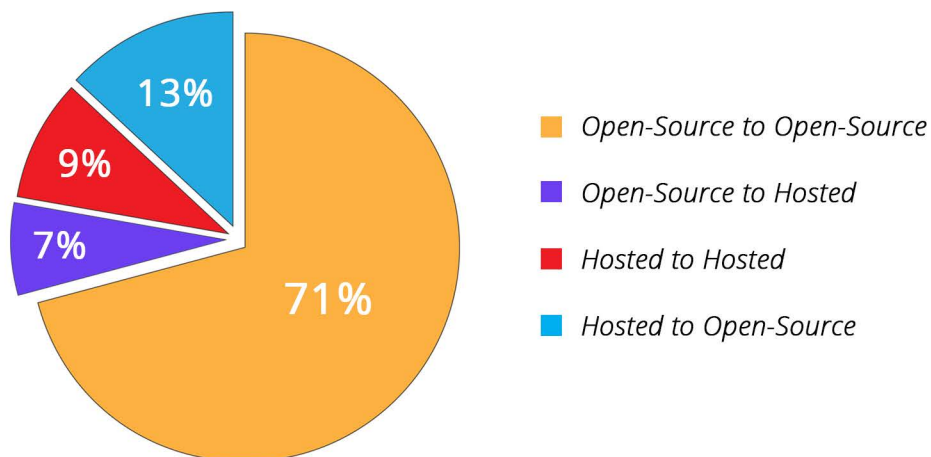
Also, it should be noted that CMS migrations are becoming popular, as, currently, they take 3% of all Cart2Cart migrations.

Open-Source vs Hosted

But what about the specific migration pairs? Here is the graph that shows where from and where to did e-merchants migrate during the previous year.



SPECIFIC MIGRATIONS BETWEEN DIFFERENT TYPES OF POPULAR SHOPPING PLATFORMS



As of today, open-source shopping platforms are firmly holding the leading market positions.

However the number of migrations to hosted solutions is also growing, and, in the future, such market giants as **Shopify** and **Bigcommerce** are threatening to become a serious competition to the current e-Commerce favorites.



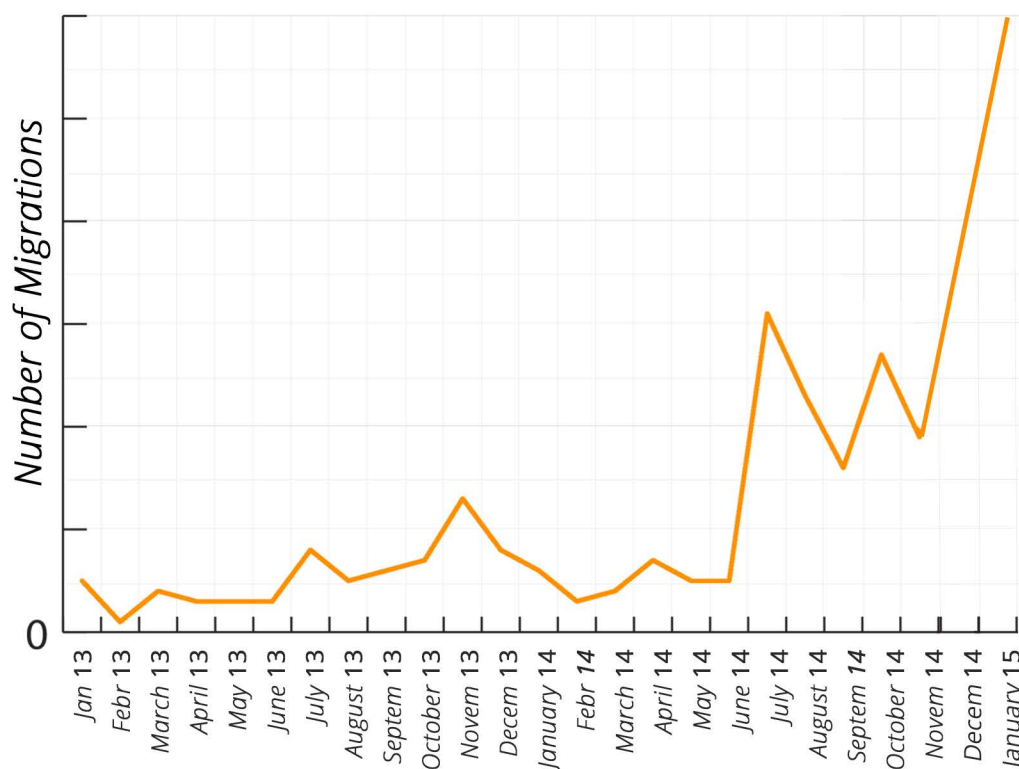
How did the Closing of Magento Go and ProStores Affect the Frequency of the e-Commerce Platform Transfers?

Every e-Commerce member has heard about **Magento Go** and **ProStores** shutdown. While some merchants found this circumstance shockingly disturbing, others didn't mind to switch their shopping carts and open up to the new opportunities.



The following two charts show the dynamics of migrations from aforesaid shopping platforms.

TREND OF MIGRATIONS FROM MAGENTO GO



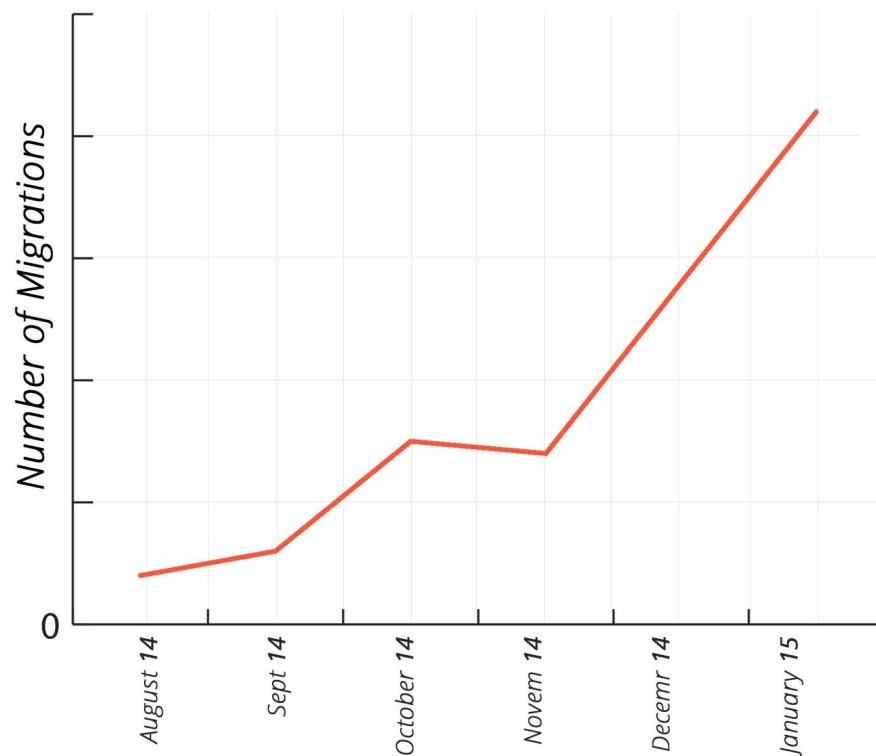
After the closure announcement quantity of migrations has increased. The number of transfers firstly grew in July and August, and finally reached its peak in January 2014, right before the **Magento Go's** closing.



Since **ProStores** has been added to Cart2Cart supported carts list only in August, we can't provide such a detailed information about migrations from this shopping platform.

Nonetheless, here is the data we do possess:

TREND OF MIGRATIONS FROM PROSTORES



As you can see, the situation with ProStores has doubled the Magento Go one, and the number of transfers from this shopping cart has also peaked on January of the last year.



Bottom Line

As for current e-Commerce conditions, there are many of good shopping carts on the market, few that are great and a plethora of shoddy ones. Due to such an excessive choice of platforms merchants are often puzzled with a selection of the right one. We sincerely hope that uplisted statistics, will make this task clearer and you'll be able to choose the perfect shopping cart deliberately.



If the data above has inspired you to change your shopping platform to a more advanced one, **Cart2Cart** will gladly provide its services to help you accomplish such a task.

Move your store to a better shopping cart in just a few clicks and check our service functionality with a costless demo migration!



Start FREE Demo

Contact Us for a More Detailed Information:

Support Department

support@shopping-cart-migration.com

Business and Partnership

business@shopping-cart-migration.com

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