



Metorik Insights *for WooCommerce*

2026 EDITION

Version 1.1 – Updated 8th April 2026





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Introduction

Welcome to the 2026 Edition of the Metorik Insights for WooCommerce report.

Back in 2024 we released the first edition of this report, looking predominately at orders placed during 2023. In this new 2026 edition, we're now reviewing the same metrics (and some new ones) for orders placed during 2025, to see how things have changed, and what remains true.

Woo enters 2026 in a position that is both enviable and demanding. It remains one of the largest eCommerce platforms on the web, with broad adoption, a vast plugin ecosystem, and a dedicated community.

Publicly, the platform feels mature rather than ascendant. It's still hugely relevant, but increasingly shaped by questions of performance, compatibility, maintenance, and merchant sophistication, amongst fierce competition.

The conversation around Woo today is not whether it matters. It's how well merchants can navigate its complexity and turn its flexibility into sustainable growth.

That is the backdrop for this edition of the report.

The metrics that follow aren't opinion, nor are they a survey of what store owners say they do. It's a view of what thousands of Woo stores *actually* did in 2025, based on aggregated, anonymized data tracked by Metorik across real stores, real orders, real customers, and real operational environments.

These analyses cover the platform from multiple angles: merchant fundamentals, technology choices, order patterns, customer behavior, globalization, subscriptions, and market performance. Together, they form a practical snapshot of the Woo ecosystem as it exists in 2025.

From this snapshot, several themes emerge;

First, the Woo ecosystem appears to have matured operationally, but unevenly. The typical store still relies on a substantial plugin stack (an average of 58), with larger stores relying on even more (66 on average).

Many merchants are up to date with their versions of Woo, WordPress, and PHP, yet a meaningful minority still run well behind modern standards, creating security and performance risks.

Second, growth is becoming more sophisticated.

Subscriptions, retention, and cross-border commerce are meaningful levers, but they do not behave in simplistic ways: recurring revenue can grow while value per subscription falls; mobile can dominate order share while desktop still dominates spend; free shipping can be the norm without always being the most profitable path.

Third, the data suggests that many stores are still underutilizing their instruments. Cost and profit tracking remains far from universal. Traffic and revenue concentration remain high around a few channels. In other words, Woo's flexibility continues to create opportunity, but the winners increasingly look like the merchants who pair that flexibility with discipline.

The metrics in this report are designed to help merchants, developers, agencies, and product builders see the patterns more clearly, benchmark themselves more honestly, and make better decisions about where to focus next.



The data

Overview

65M+ **\$6B+** **6000+**

In this year's report we're explore the insights found in over **65 million orders** placed in 2025, totaling over **\$6.6 billion in revenue**, from a randomized sample of **6,000+ stores on Woo** leveraging Metorik for their analytics and reporting.

Significance and outliers

Industry breakdowns include a minimum of 50 stores.

Stores are screened for outliers across six key metrics; order count, revenue, AOV, customer count, product catalogue size, and store age.

Analysis approach

The metrics in the report have been calculated using two complementary aggregation methods with the most appropriate metric selected for each report. When informative or relevant, we've shown both results.

Weighted averages pool all orders across stores (total revenue divided by total orders), reflecting market-level reality but giving more influence to high-volume stores.

Median per-store calculations treat each store equally, computing the metric at the store level then taking the midpoint. This is generally a better measure of what the typical merchant experiences.

Privacy

This report is built from anonymized, aggregated data from a randomized sample of over 6,000 Woo stores. No individual store names, URLs, or customer information is included in the dataset. All figures published in this report are aggregates (medians, weighted averages, or distributions across groups) to ensure no single store's performance can be identified.



One last thing before we dive in...

After releasing our initial report back in 2024, there were two main things people asked for; to see the **metrics based on store size**, and to see **how the metrics have changed over time** – we’re pleased to say in this year’s report, we’ve added both.

■ ■ 11% ■ ■ 15% ■ ■ 19% ■ ■ 26%

Store Sizes

Store size is segmented into four revenue tiers to identify any outsized effects that a few large stores can have on headline figures, and provide more relevant metrics.

■ ■ **Starter** Less than \$50k revenue in 2025

■ ■ **Small** \$50k to \$250k revenue in 2025

■ ■ **Medium** \$250k to \$1M revenue in 2025

■ ■ **Large** Over \$1M revenue in 2025

↓ 2.1% vs 2024

↑ 13% vs 2023

Steady vs 2023

Yearly Comparisons

Yearly comparisons are shown across most metrics to provide a small view of the directionality of any trends for orders placed in 2023, vs 2024, to 2025.

- For percentage metrics, change is shown as a *relative* percentage – for example a metric that was 10% in 2024, and 15% in 2025, will be displayed as having 50% growth.
- Where growth hasn’t been measurable or statistically significant, we’ve shown “Steady”.
- Change percentages <10% are shown to one decimal place, >10% are rounded.



General Stats

Before diving into orders, customers, and global trends, it's worth understanding the infrastructure platforming the stores. In this section we profile the typical Woo store in 2025: how old it is, what software it runs, how many plugins it relies on, and which themes and tools dominate the ecosystem.





Overview

📄 Subscriptions

25%

■ 22% ■ 26% ■ 29% ■ 31%

of stores across all industries leverage subscription orders

↓ 1.2% vs 2024

↓ 10% vs 2023

📊 Costs & Profit

39%

■ 31% ■ 41% ■ 48% ■ 54%

of stores are tracking their costs + profit alongside their sales using Metorik[^]

↓ 2.5% vs 2024

↑ 21% vs 2023

[^]This isn't to say the remainder are not tracking their costs, they're just not tracking them in Metorik.

🕒 Store Age

5yrs

■ 3.8y ■ 4.6y ■ 5.5y ■ 5.9y

The average age of WooCommerce stores (4y 11m 15d)

🌐 Globalization

20%

■ 18% ■ 21% ■ 23% ■ 24%

of stores across all industries sell in multiple currencies

↓ 1.4% vs 2024

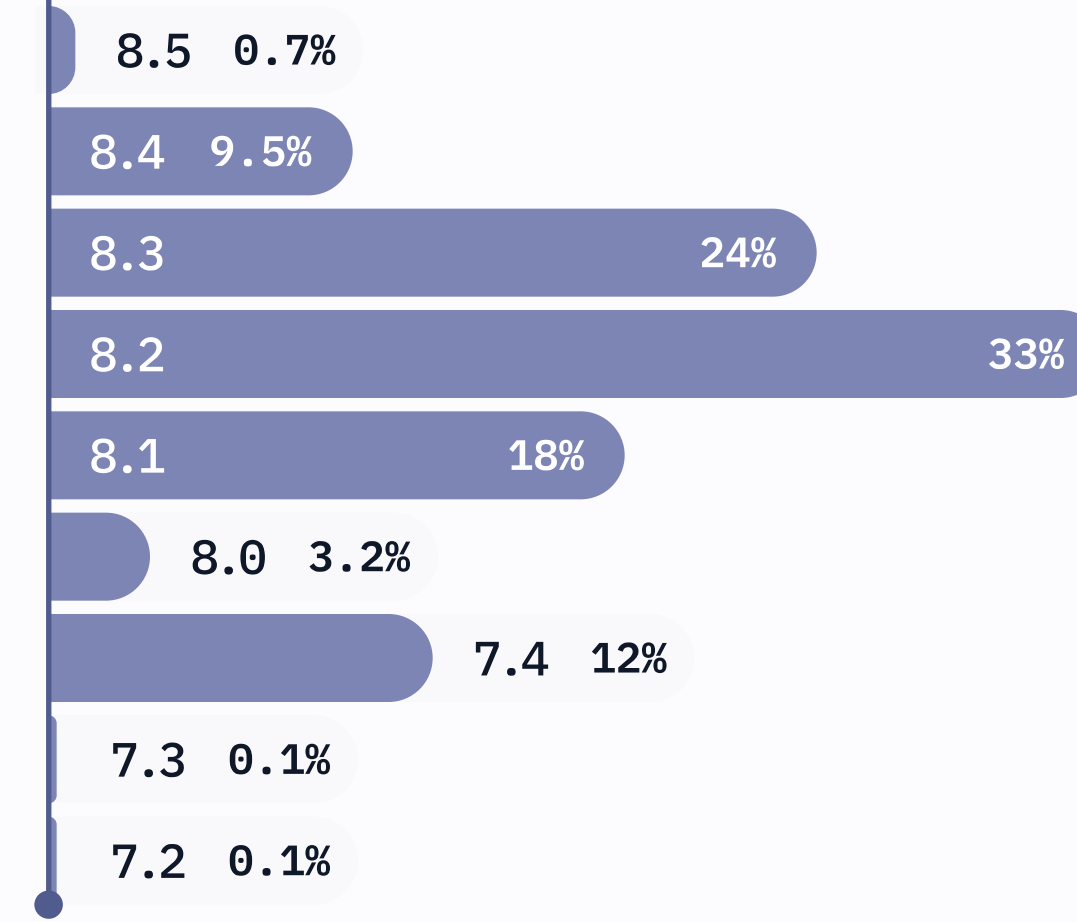
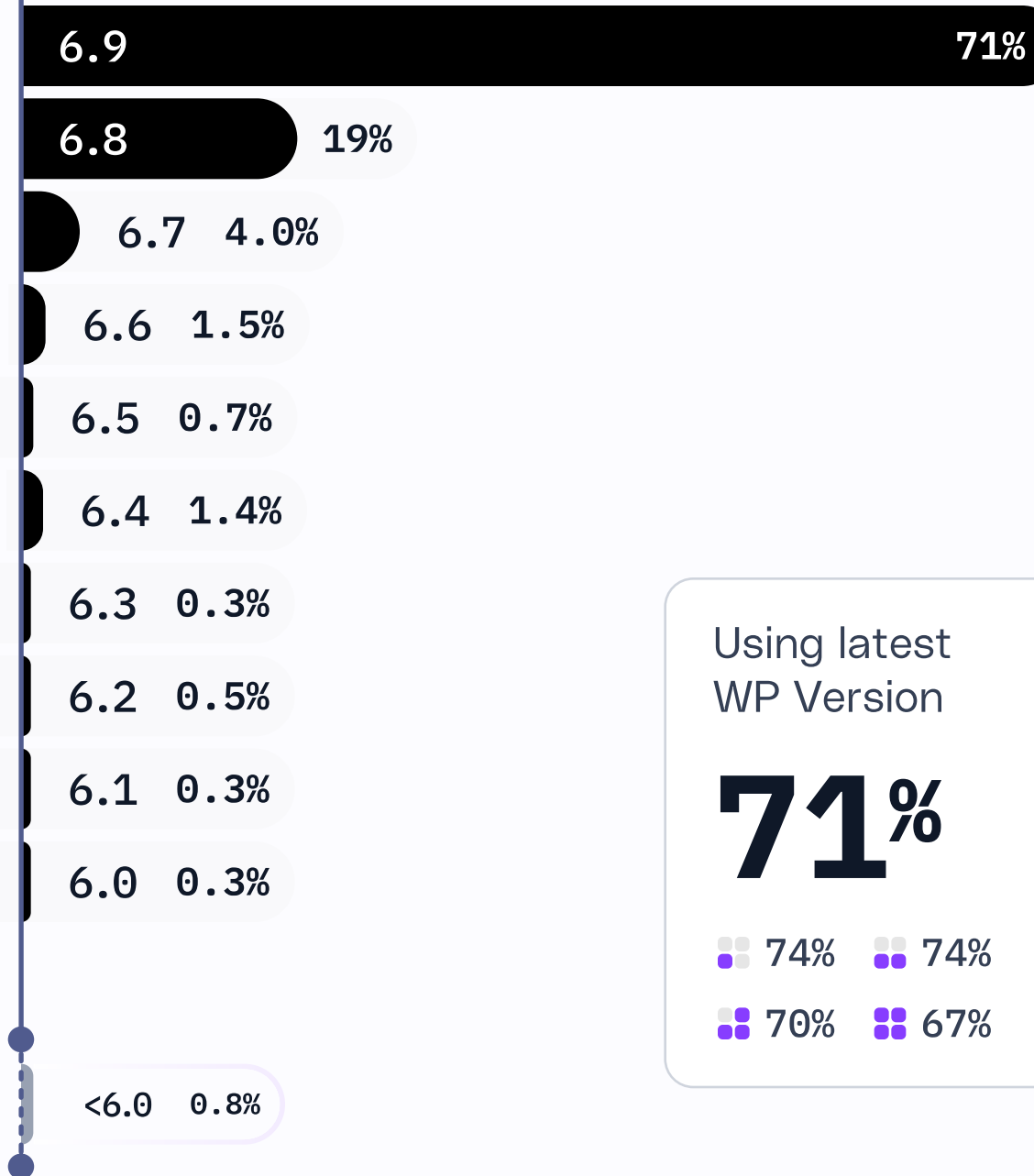
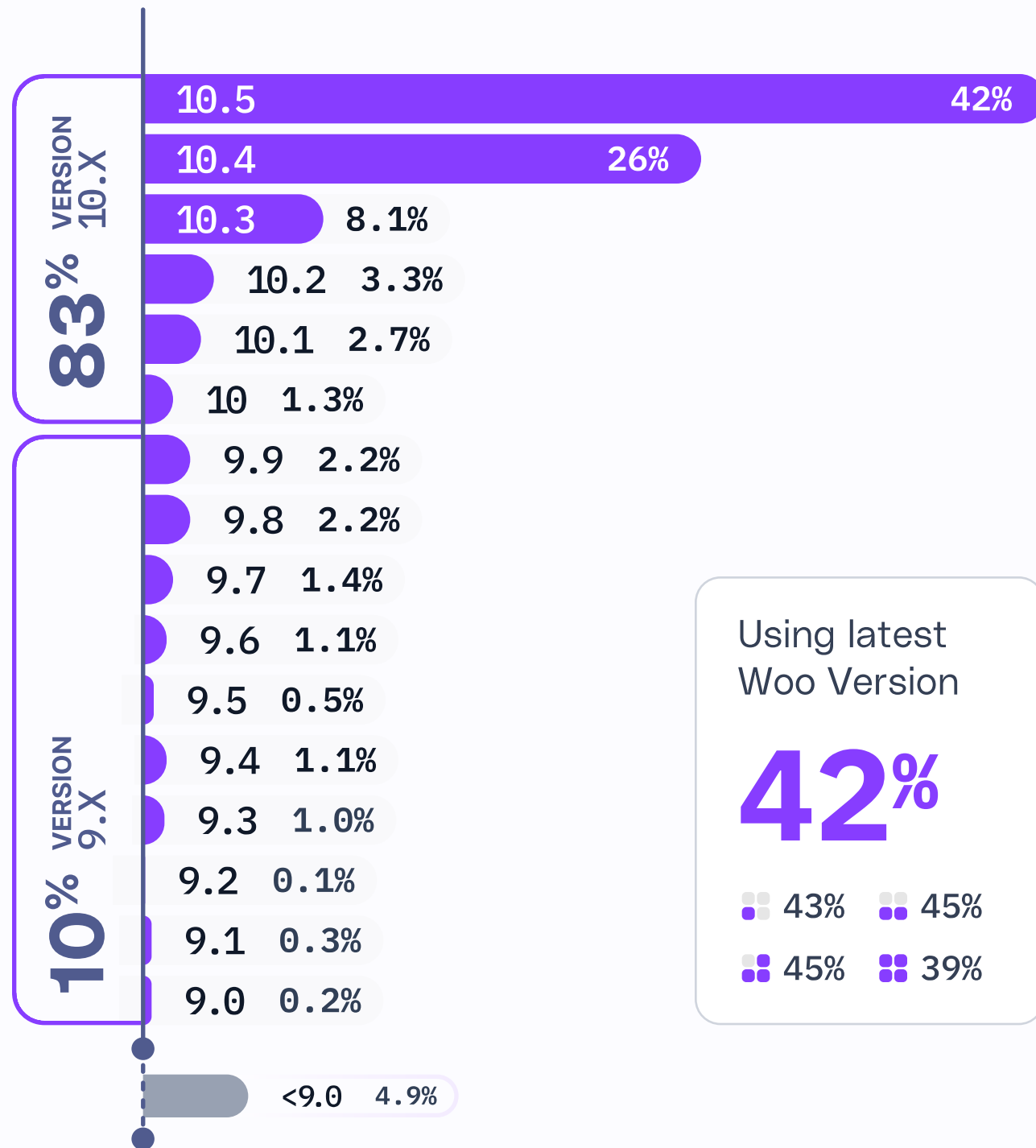
↑ 12% vs 2023



WordPress, WooCommerce, and PHP Versions

This version data was collected and analyzed 1st March 2026, not the end of 2025.

WOO





Themes

44%

of stores are using
a Child Theme

Steady vs 2024

Steady vs 2023

If you're going to make large customizations to your theme, it's important to create a child theme. We were pleased to see that almost half of the stores are doing this.

Top Themes by percent of stores

#01 Elementor 9.3%

#02 Flatsome 7.4%

#03 Woodmart 4.5%

#04 Astra 4.5%

#05 Shoptimizer 2.8%

#06 Divi 2.3%

#07 Salient 2.0%

#08 Bricks <1%

#09 Generate Press <1%

#10 Kadence <1%

Two-thirds of Woo stores (66%) are NOT using child themes. This means the majority of stores are either customizing parent themes directly (risking update breakage) or using themes/builders that don't require child themes.

🇨🇦 Canada leads all major markets at 52% child theme usage, nearly 18 percentage points above the global average. The Netherlands follows at 50%. These regional differences likely reflect maturity of local WP ecosystems.

📄 Woo's original default theme, Storefront, has fallen to just 0.8% share. A remarkable decline for the platform's own theme. Storefront appears at the very bottom of the top 10, a whisker below Kadence.



Plugin Counts

58

51 54 60 66

average number of active plugins per store

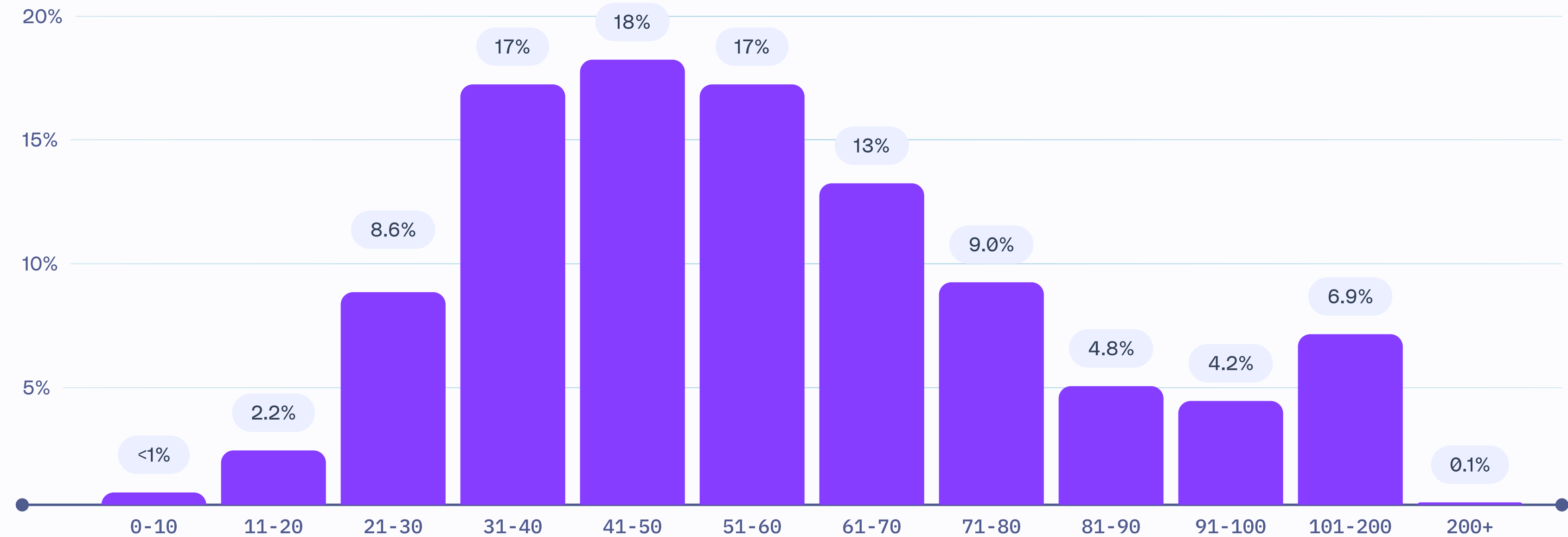
Steady vs 2024 Steady vs 2023

237 🍷

185 219 217 237

highest number of active plugins on a single store

Distribution of Active Plugin count



The average number of plugins (58) has been remarkably stable since 2023. This suggests store owners aren't finding ways to consolidate, nor are they piling on more extensions.

🏪 Larger stores run significantly more plugins. This likely reflects the greater operational complexity of high-revenue stores; more payment gateways, shipping integrations, marketing tools, and compliance requirements.

🍷 Food & Beverage stores are the most plugin-heavy industry, with an average of 66 plugins, likely reflecting the compliance, logistics (perishable shipping, delivery scheduling), and regulatory demands in food.



TOP 20

Woo Plugins

- #01 Stripe Gateway 40%
- #02 Legacy REST API 30%
- #03 Facebook 29%
- #04 PDF Invoices Packing Slips 28%
- #05 Woo Subscriptions 27%
- #06 PayPal Payments 25%
- #07 Shipment Tracking 18%
- #08 Advanced Order Export 18%
- #09 Mailchimp 17%
- #10 Product Bundles 17%
- #11 Smart Coupons 16%
- #12 Google 15%
- #13 Google Analytics 14%
- #14 Variation Swatches 14%
- #15 Discount Rules 14%
- #16 ShipStation 12%
- #17 WP All Import (Woo) 12%
- #18 WooPayments 11%
- #19 Checkout Field Editor 11%
- #20 Yoast SEO: Woo 11%

TOP 20

WordPress Plugins

- #01 Yoast SEO 49%
- #02 Elementor 40%
- #03 Advanced Custom Fields 36%
- #04 WP Mail SMTP 35%
- #05 Redirection 32%
- #06 Wordfence Security 31%
- #07 Classic Editor 30%
- #08 WP Rocket 29%
- #09 GTM4WP 27%
- #10 Code Snippets 27%
- #11 Contact Form 7 26%
- #12 Klaviyo 26%
- #13 Loco Translate 24%
- #14 Akismet Anti-Spam 24%
- #15 WP Cronrol 23%
- #16 User Switching 23%
- #17 Gravity Forms 23%
- #18 Query Monitor 22%
- #19 Rank Math SEO 21%
- #20 Jetpack 21%

🌿 CBD stores are the only industry where the Stripe Gateway doesn't appear in the top 20 plugins at all. Instead, Authorize.Net (22%) fills the gap as a payment gateway willing to serve high-risk merchants.

📄 PDF Invoices & Packing Slips hits 64.6% in the Netherlands and 61% in France – roughly 2.3x the global average of 28%. This is almost certainly driven by EU invoicing and VAT compliance requirements.

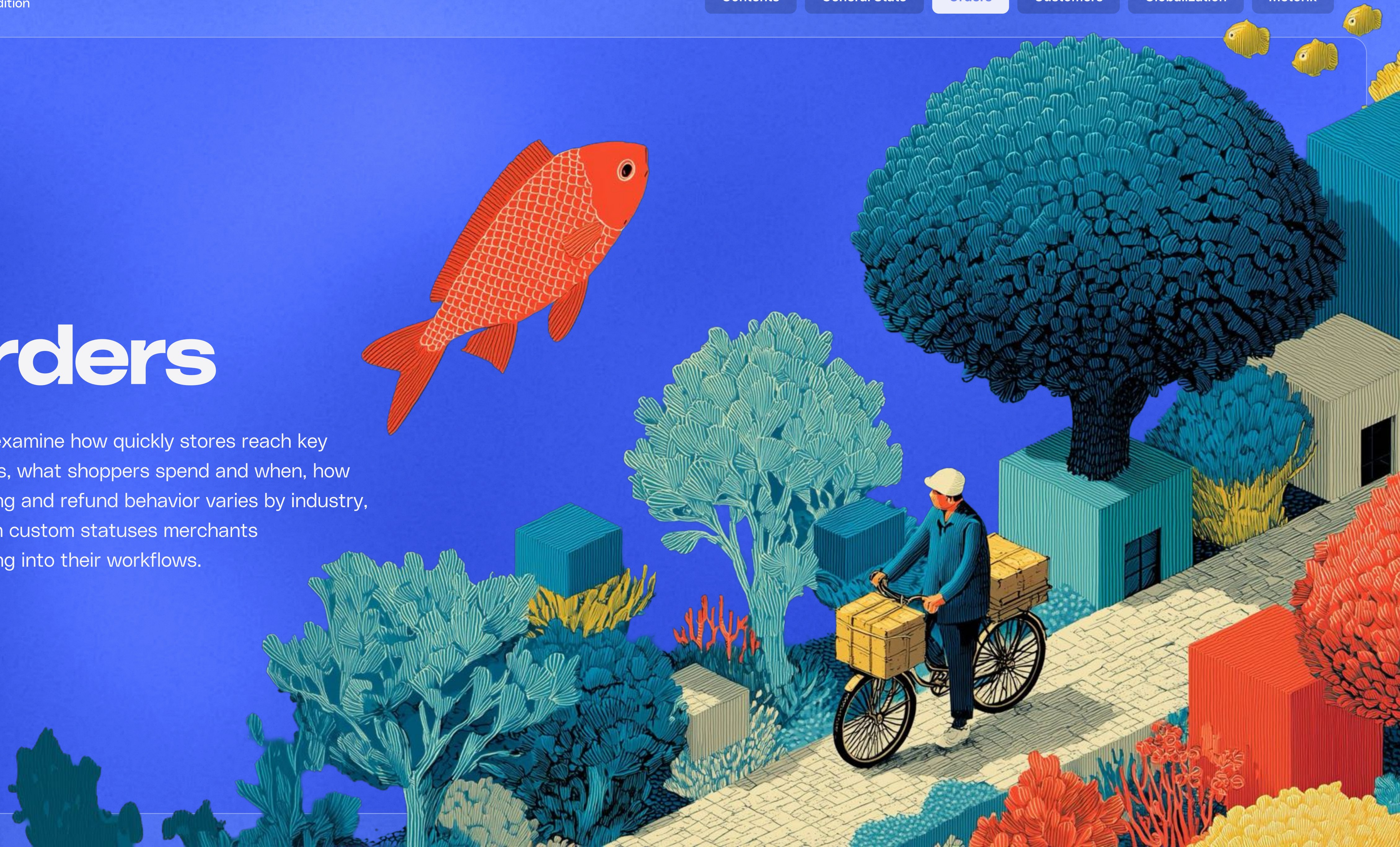
👤 Among large stores, Query Monitor (35%), User Switching (35%), and WP Cronrol (39%) all crack the top 12, while Elementor drops from 2nd overall to 9th and ACF PRO jumps from 26% (starter) to 49% (large).

🔒 Wordfence is used by 41% of Health & Wellness stores, the highest adoption of any industry. These stores handle sensitive data (health conditions, supplement purchases) and are frequently targeted by fraud.



Orders

Here we examine how quickly stores reach key milestones, what shoppers spend and when, how discounting and refund behavior varies by industry, and which custom statuses merchants are building into their workflows.





Order Milestones

Here we track key order count milestones, from the first 100 orders to 1 million orders, looking at what percentage of stores reach each milestone and how long it *typically* took. This reveals an interesting growth trajectory of Woo stores: how quickly they gain early traction and how the path narrows as the bar rises. We use median days rather than average, as fast-growing outliers can significantly skew the mean.

● % of Stores to Reach Milestone
■ Median Days to Reach Milestone



🌿 **CBD and 🍷 Vitamins/Supplements stores scale faster and further than almost any other vertical.** CBD stores have the highest rate of reaching 10K orders (56%) and 100K orders (16%). The consumable, subscription-friendly nature of these products appears to drive significantly stronger repeat purchase velocity.

💄 **Cosmetics & Skincare have the highest 1M-order rate,** 3x more likely to achieve massive scale. They also boast the highest 100-order attainment rate at 93%. This vertical combines high repeat order frequency with broad market appeal, making it an exceptionally strong category for growth.

👕 **Clothing & Footwear stores hit early milestones fast but plateau hard at scale.** They reach 100 orders with a median of just 58 days and hit 1,000 orders at a median of 253 days. However, only 35% ever reach 10K orders, making fashion the slowest vertical to achieve large-scale order volume.



Average Order Value by Day of the Week

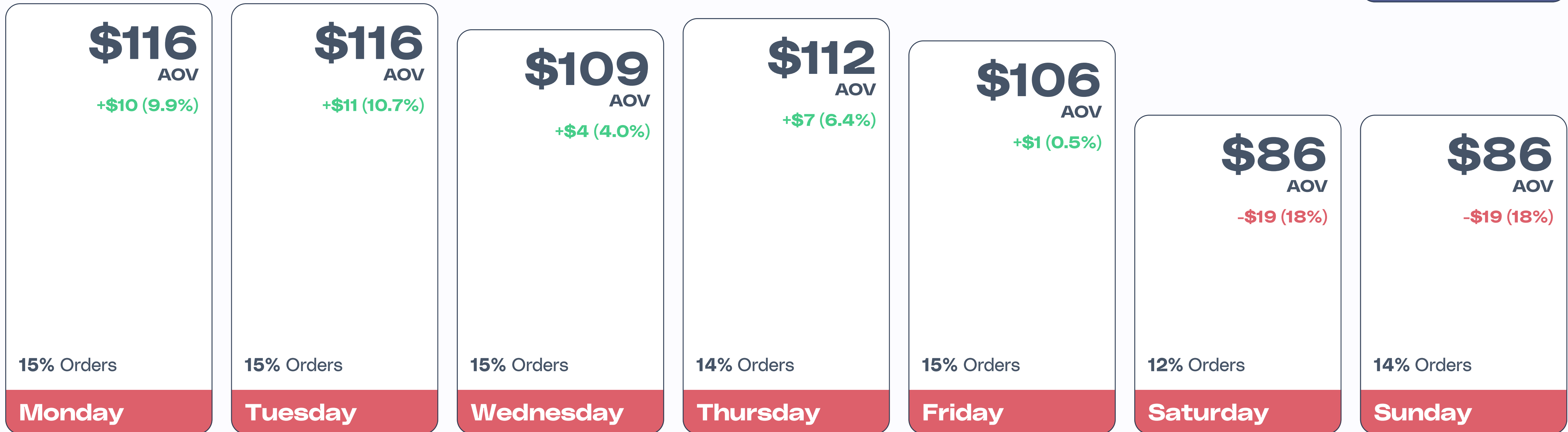
In this report, we analyse when shoppers are checking out. We've limited this to only new orders where a shopper checked out on-site (renewals are excluded). We can see that AOV is much lower on weekends and higher on weekdays compared to the daily average of \$105.

\$105

AOV

Average, all stores

Reference



The “Weekend Discount” is real and massive. Customers typically spend ~\$30 less than the weekday average. With over 65 million orders in the dataset, this pattern is extraordinarily statistically significant.

Australian stores see the most extreme weekend drop, experiencing a staggering ~31% AOV decline on weekends, from \$190 to \$119. This is nearly double the global average weekend drop and far exceeds any other country in the data.

Larger stores experience a more dramatic weekend AOV collapse. The weekend penalty intensifies with store size. Starter stores see a weekend dip of ~8%, small ~13%, medium ~12%, but large stores suffer a ~19% drop.

Fashion is the only industry where Friday has the highest AOV. Clothing, Footwear & Accessories bucks the universal trend with Friday as its peak AOV day at \$122. Every other industry peaks Monday or Tuesday.



Orders by Hour & Day

Here we explore AOV and order volume by day and hour, looking at over 65M orders to reveal when shoppers are most active. Order times use the store's timezone setting.

AOV (\$) by Hour

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am	104	107	105	105	106	92	88
1am	107	108	106	106	104	95	90
2am	114	111	115	111	113	98	95
3am	118	117	114	110	115	99	95
4am	122	117	114	113	117	102	95
5am	117	113	111	111	110	98	94
6am	113	110	108	104	104	94	91
7am	113	111	108	108	103	89	86
8am	129	129	123	123	118	92	84
9am	141	141	135	135	124	94	85
10am	147	151	141	139	136	103	90
11am	151	160	145	139	138	105	94
12pm	144	147	138	137	131	107	94
1pm	144	144	139	134	129	106	93
2pm	144	148	142	139	135	105	93
3pm	140	146	143	138	129	103	93
4pm	128	131	128	120	117	98	89
5pm	107	111	107	104	98	93	83
6pm	91	92	87	88	80	83	74
7pm	79	81	75	78	68	73	72
8pm	81	81	77	77	69	74	75
9pm	90	83	80	80	76	80	71
10pm	94	85	85	88	82	84	82
11pm	104	99	97	98	92	90	103

🌸 Peak AOV

Tuesday 11am

🚀 Peak Volume

Sunday 8pm

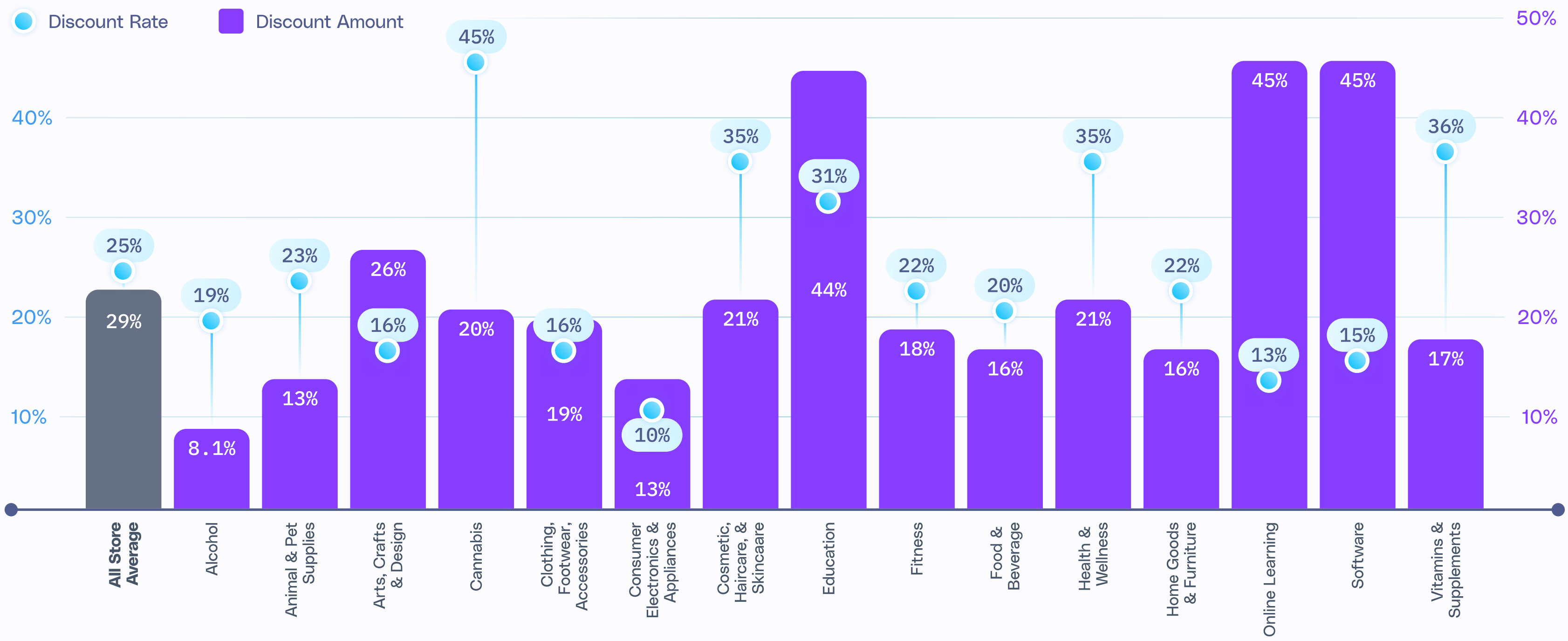
Order Volume by Hour

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am							
1am							
2am							
3am							
4am							
5am							
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							



Discounting by Industry

Discounts can be an effective catalyst for action, but leveraged incorrectly they can bleed revenue, create dependencies, and foster unhealthy expectations amongst customers. Let's take a look at the discounting behavior amongst different industries. **Discount Rate** is the percentage of orders that include a discount. **Discount Amount** is the average discount applied, as a percentage of the original order value.



25%

11% 15% 19% 26%

Average discount rate

↑ 2.1% vs 2024 ↓ 7.8% vs 2023

22%

24% 23% 22% 22%

Average discount amount as a percentage of original order value

↑ 0.9% vs 2024 ↓ 3.5% vs 2023

🌿 **Cannabis stores take the lead on discounting with a whopping 45% of all orders discounted.** This suggests fierce competition in the market, perhaps with high influencer code usage and affiliate-driven acquisition approaches.

🏠 **Larger stores discount far more often, but give smaller discounts.** This sign of strategic sophistication is a clear trend as stores scale, holding true over most industries. Smaller stores use discounts sparingly, but bluntly when they do.

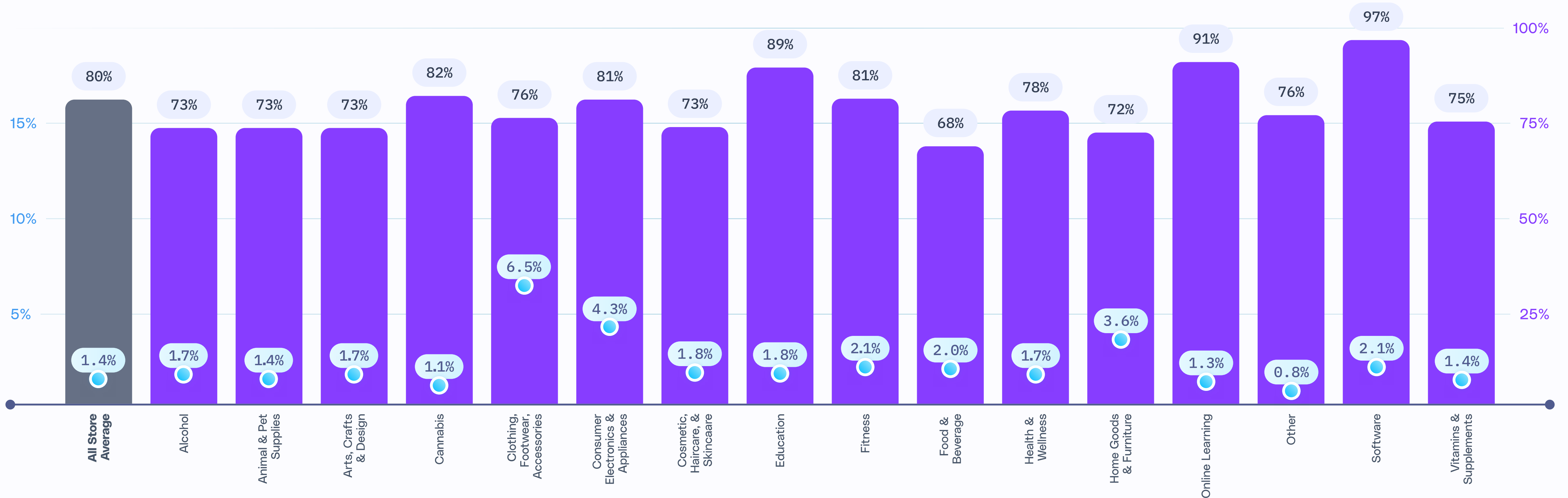
Country-level differences in discounting culture are enormous. 🇨🇦 **Canada discounts 4.5x more often (36%) than 🇸🇪 Sweden (8%),** however their discount amount is the lowest amongst major countries at just 15% of order value.



Refunds by Industry

Similar to discounting, an unchecked or unclear internal policy on refunds can eat away at your profits, and be symptomatic of mismanaged customer expectations. Let's explore how different industries approach refunds at an aggregate level. **Refund Rate** is the percentage of orders that were partially or fully refunded. **Refund Amount** is the average refund issued, as a percentage of the original order value.

● Refund Rate ● Refund Amount



📉 Refund rates declined significantly to an average of 1.4%, from 2.4% in 2023, and 1.6% in 2024. This may suggest stores are improving product listings, sizing info, and setting expectations, or that return policies are tightening.

👕 Clothing is the refund rate outlier at 6.5% – more than 4x the overall average. For apparel merchants, refunds aren't a bug – they're a structural cost of the business model.

🏠 Larger stores have a lower refund rate, but dramatically higher refund amounts. Large-tier stores have a 1.4% refund rate with a \$252 average refund, while small-tier stores show a 1.7% rate but “only” \$122 per refund.



Custom Order Statuses

51%

of stores are
utilizing custom
order statuses

↑ 24% vs 2023

Top Custom Order Statuses

#01 Shipped / In Transit

Includes: shipped, in-transit, shipping

#02 Delivered

Includes: delivered and variants

#03 Partial Payment

Includes: partial-paid, partial-payment, partially-paid

#04 Ready for Pickup

Includes: ready-for-pick-up, ready-for-pickup, ready-pickup

#05 Spam Order

#06 Out for Delivery

Includes: shipped, in-transit, shipping

#07 Partially Shipped

Includes: shipped, in-transit, shipping

#08 Pre-Ordered

Includes: pre-ordered, preorder

#09 Return Lifecycle

Includes: return-requested, return-approved, return-cancelled, returned

#10 Awaiting Payment

Includes: awaiting-payment, payu-waiting

#11 Authorized

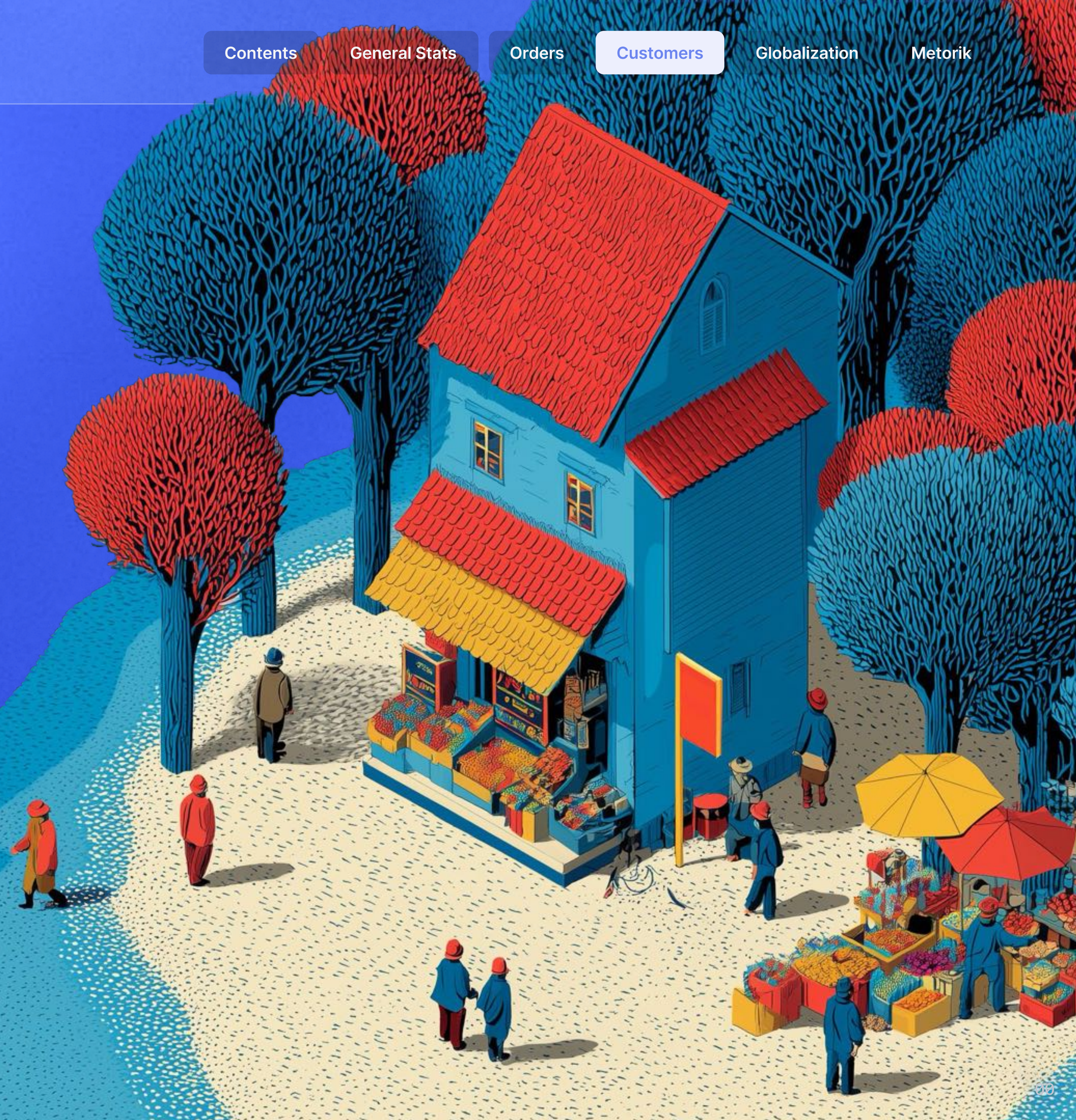
Includes: zip-authorized, authorized

#12 Awaiting Shipment



Customers

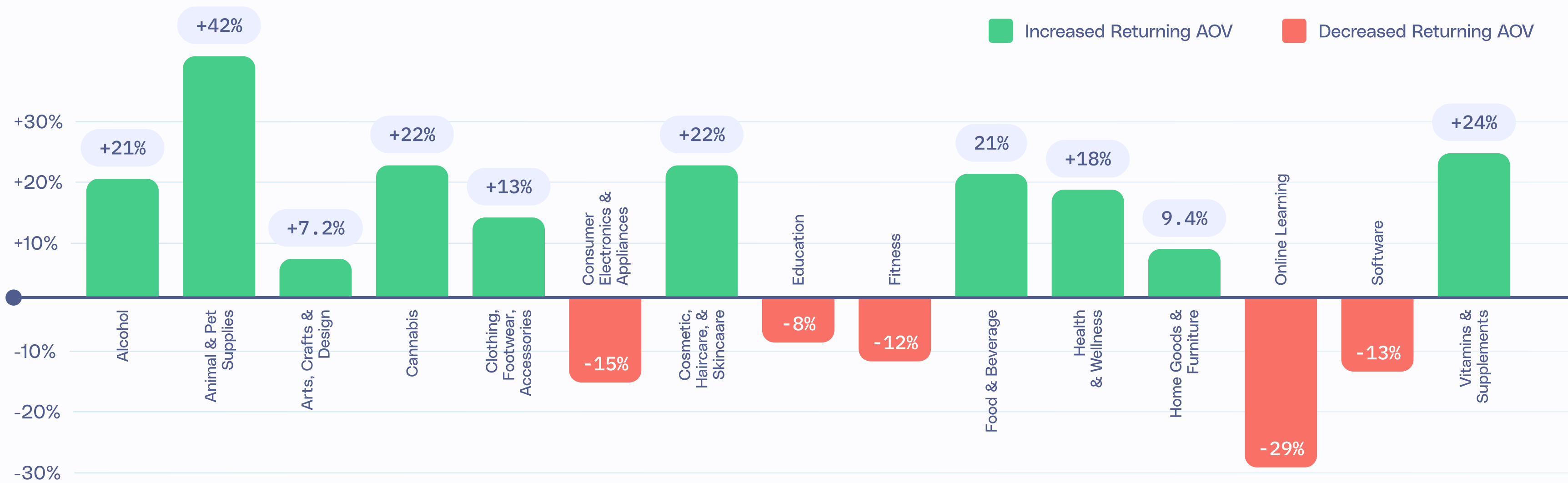
Acquiring a customer is expensive. Keeping one is where the real leverage lives. This section looks at the value of returning customers, how the mobile-desktop balance continues to shift, and what cart abandonment really looks like across industries.





Change in AOV of Returning Customers

This report compares new vs returning customer AOV using a weighted average (not charted), and a **median per-store method** (charted), breaking down the gap by industry to show where loyalty drives bigger baskets – and where the headline numbers may be misleading.



Returning customers spend more at the typical store, despite weighted averages suggesting otherwise. Don't let aggregate stats mislead you about your own retention economics. For the typical store, returning customers are more valuable, especially once you factor in acquisition costs.

Online Learning stores are the notable exception where returning customers consistently spend less (-29%). Stores in this space should consider building premium tiers and add-ons rather than relying on natural repeat-purchase expansion.

Animal & Pet Supplies shows the strongest returning-customer premium across the entire dataset. Pet supply stores see a median 42% uplift from returning customers (\$68 new → \$97 returning). What's more, this pattern holds true across every store size.

Cosmetics, Haircare & Skincare delivers one of the most reliable returning-customer premiums at scale. The medium-tier result (+40%) is particularly striking and suggests that as stores reach mid-scale, they're successfully deploying loyalty programs, subscription boxes, or routine-building that dramatically increases repeat basket size.

The Netherlands shows the highest returning-customer premium of any major country at +50% weighted and +20% median. European markets appear to have stronger repeat-purchase dynamics, potentially reflecting different consumer behavior, or less discount-driven acquisition.

Median Per-Store

\$99

\$68 \$94 \$114 \$153

AOV **New** Customer Orders

↓ <1% vs 2024 ↑ 10% vs 2023

\$108

\$68 \$102 \$120 \$172

AOV **Returning** Customer Orders

↓ <1% vs 2024 ↑ 11% vs 2023

Weighted Average

\$117

\$55 \$72 \$90 \$128

AOV **New** Customer Orders

↑ 3% vs 2024 ↑ 3% vs 2023

\$94

\$41 \$71 \$82 \$97

AOV **Returning** Customer Orders

↑ 7% vs 2024 ↓ 15% vs 2023



Devices

Mobile has officially taken over WooCommerce – nearly 75% of orders now happen on mobile, up almost 10 percentage points in just 2 years. But desktop isn't dead: desktop shoppers still spend 2.3x more per order on average, and in education, furniture, and fitness, the desktop experience remains a critical revenue driver.

The real story isn't mobile vs. desktop – it's understanding where each device wins, and optimising accordingly.



Mobile & Tablet Devices

\$71

AOV for orders placed on mobile

↑ 9.6% vs 2024

↓ 17% vs 2023

72%

number of orders placed on mobile

↑ 1.7% vs 2024

↑ 16% vs 2023

Desktop Devices

\$167

AOV for orders placed on desktop

↑ 3.6% vs 2024

↑ 10.4% vs 2023

28%

number of orders placed on desktop

↓ 4.1% vs 2024

↓ 26% vs 2023

Desktop shoppers spend 2.3x more per order. Stores selling premium or complex products should ensure their desktop experience is exceptional – it's where the money is.

Mobile order share has surged nearly 10 percentage points in just 2 years. The year-over-year gain is now decelerating (1.2pp from '24-25, vs. ~8.7pp from '23-24), suggesting we may be approaching a plateau.

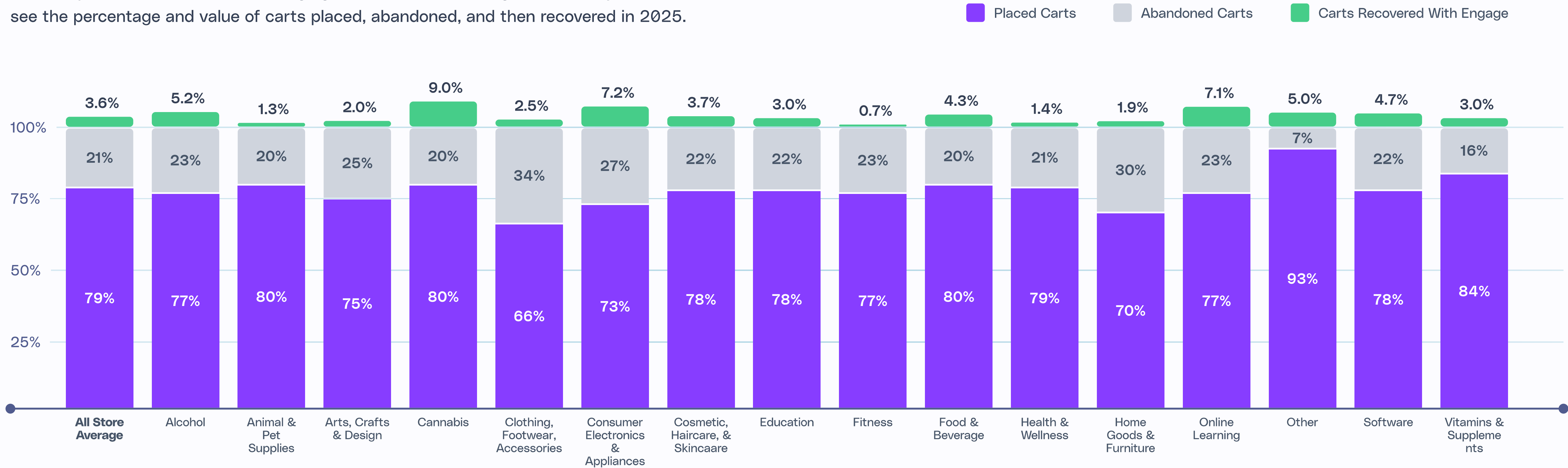
The US is the most desktop-resilient major market, with 44% of orders still on desktop. US desktop AOV is \$190 vs \$139 on mobile – a much smaller relative gap (1.37x) than most other markets.

Fitness has the highest mobile share (79%), but also the largest device AOV gap at 2.43x. This gap suggests that high-value purchases (equipment, bundles, premium memberships) are researched and bought on larger screens.



Cart Placement & Abandonment Rates

In this report we look at stores leveraging Metorik's cart tracking and recovery emails to see the percentage and value of carts placed, abandoned, and then recovered in 2025.



\$117

Avg of placed carts

↓ 3.7% vs 2024

↓ 1.3% vs 2023

\$141

Avg of abandoned carts

↓ 18% vs 2024

↓ 10% vs 2023

\$174

Avg of recovered carts*

↑ 12% vs 2024

↑ 12% vs 2023

*Only looking at carts recovered with Metorik Engage in 2025

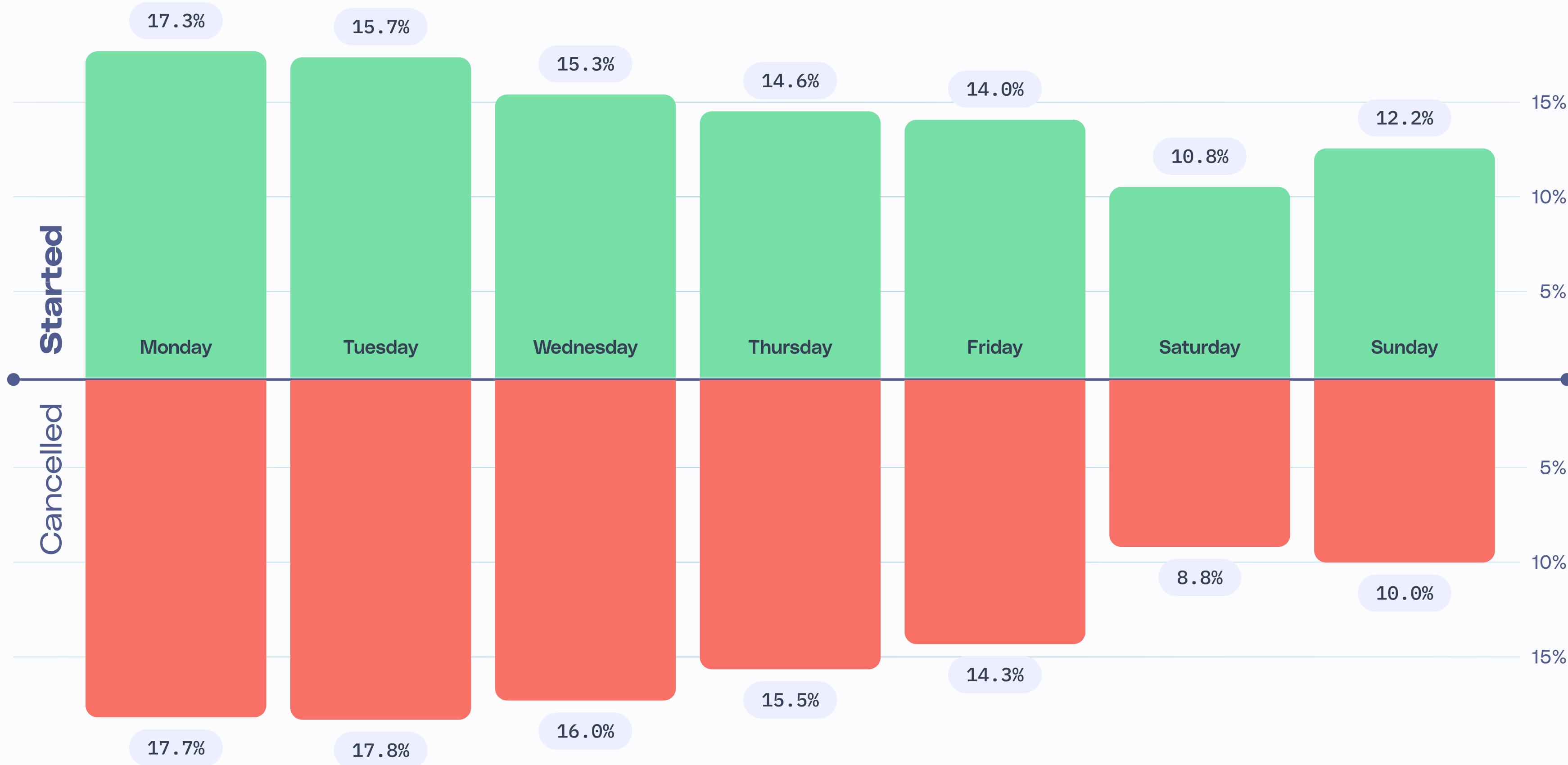
Start recovering your Carts with Metorik



Subscription Lifecycle

Percentage of Subscriptions Started and Cancelled by Weekday

Subscriptions Started Subscriptions Cancelled



✔ **Weekends are a subscription “safe zone”** with cancellation rates dropping far more than sign-up rates. Customers may be in a browsing/purchasing mindset on weekends, not an account-management/cancellation mindset. Consider timing renewal reminder emails or nudges to arrive on weekends rather than early-week.

🍷 **Vitamins & Supplement stores show a wildly high Monday spike** with 40% of all new subscriptions starting on Mondays. No other industry comes close to this level of concentration on a single day.

👗 **Clothing & Fashion stores see peak cancellations (22%) on Saturdays.** This is completely opposite to every other industry average. Fashion subscription boxes should consider sending styling tips or retention check-ins on Friday to stem Saturday churn.

🍷 **Food & Beverages, and 🧴 Cosmetics both peak for new subscriptions on Sunday (18% and 17% respectively).** Perhaps driven by the “fresh start” consumer psychology.

🇫🇷 **France is the only major market where Friday is the peak cancellation day (20%)** suggesting a distinct end-of-week administrative behavior. This is significantly higher than the global Friday average (14%).

See this for your Store with Metorik



Globalization

Woo has always been flexible enough to sell across borders and in 2025, more merchants are actually doing it. Here we explore how many countries and currencies stores sell in, the AOV premium cross-border shoppers bring, and the surprisingly consistent relationship between delivery distance and order value.





Country & Currency Insights

Every WooCommerce store operates in a world that's increasingly borderless, but most are only just beginning to realize it. Here we explore how currency, geography, and international intent shape what customers spend, which industries are naturally global, and why the gap between a domestic-only store and a cross-border one is growing wider every year.

Countries

3

■ 2 ■ 2 ■ 4 ■ 6

median number
of countries sold to

Steady vs 2024

Steady vs 2023

Currencies

3.2

■ 2.4 ■ 2.7 ■ 3.2 ■ 4.0

average number
of currencies used

↑ 6.7% vs 2024

↑ 14% vs 2023

Store Currency

85%

■ 76% ■ 81% ■ 80% ■ 85%

Percent of orders made in
the store's default currency

↓ 0.4% vs 2024

↑ 2.5% vs 2023

\$105

AOV of orders made in
the store's default currency

Non-Store Currency

15%

■ 14% ■ 19% ■ 20% ■ 15%

Percent of orders made
in non-default currency

↑ 2.0% vs 2024

↓ 12% vs 2023

\$125

AOV of orders made
in non-default currency

📈 Domestic AOV is rising sharply – up 19% in two years. Store currency AOV climbed from \$88 in 2023 to \$93 in 2024 then to \$105 in 2025, a 19% overall increase.

🌐 Cross-currency shoppers spend ~20% more per order than domestic buyers. Perhaps less price-sensitive due to selection effects where only motivated, higher-intent buyers complete cross-border purchases

🌐 Multi-currency is accelerating faster than geographical reach. Average currencies used per store grew 14% since 2023 (2.8 → 3.2), while average countries sold to barely moved (+3.8%).

🌐 The median store sells to just 3 countries, but the average is 13.5. This huge gap reveals a deeply split market: the typical Woo store is overwhelmingly domestic, while a “minority” of stores serve a global base.



Payment Gateway AOV

Payment Gateway AOV(\$) by Industry

■ Highest AOV in Industry
 ■ Lowest AOV in Industry

	All Stores Average	Alcohol	Animal & Pet Supplies	Arts, Crafts, & Design	Cannabis	Clothing & Footwear	Consumer Electronics	Cosmetics & Haircare	Education	Fitness	Food & Beverages	Health & Wellness	Home Goods & Furniture	Online Learning	Other	Software	Vitamins & Supplements
Woo	\$82	\$519	\$66	\$125	\$117	\$129	\$103	\$89	\$241	\$133	\$152	\$31	\$209	\$312	\$243	\$95	\$188
Stripe	\$119	\$156	\$97	\$111	\$102	\$126	\$208	\$86	\$108	\$108	\$104	\$159	\$378	\$98	\$232	\$100	\$91
PayPal	\$101	\$119	\$95	\$98	\$64	\$133	\$251	\$88	\$87	\$78	\$104	\$88	\$217	\$65	\$59	\$102	\$113
Bank Transfer	\$281	\$1634	\$254	\$490	\$363	\$134	\$557	\$432	\$126	\$451	\$290	\$396	\$406	\$214	\$538	\$201	\$195

\$82

■ \$69 ■ \$74 ■ \$106 ■ \$80

Woo Payments orders saw the lowest AOV amongst measured payment methods – likely due to it being the platform default for new stores.

\$281

■ \$121 ■ \$154 ■ \$178 ■ \$319

Bank Transfer orders were **almost 3x higher** than the overall avg. order value, and in some industries, over 10x.

↑ 11% vs 2024
 ↑ 28% vs 2023

\$119

■ \$45 ■ \$71 ■ \$85 ■ \$132

Orders paid via Stripe have the largest AOV gap between starter stores (\$45) and large stores (\$132).

↑ 4.7% vs 2024
 ↑ 15% vs 2023

\$101

■ \$67 ■ \$73 ■ \$87 ■ \$105

PayPal orders have the smallest AOV gap between store sizes, with just a 57% increase between starter stores (\$67) and large stores (\$105).

↑ 6.4% vs 2024
 ↑ 6.0% vs 2023



Free vs Paid Shipping

Do Free Shipping orders *really* generate higher average order values? The answer depends on how you measure it, and the different approaches tell surprisingly different stories. This report breaks down AOV for Free vs Paid Shipping orders using two approaches to give a platform-level view (weighted average), and a “typical store” level view (median).

Median Per-Store

Calculates each store's AOV individually, then takes the middle value, giving every store equal weight regardless of size. This is more of a “typical store” view.

\$123

■ \$81 ■ \$113 ■ \$133 ■ \$186

AOV of Free Shipping orders

↑ 1% vs 2024 ↑ 11% vs 2023

\$80

■ \$58 ■ \$75 ■ \$85 ■ \$126

AOV of Paid Shipping orders

↓ 2.1% vs 2024 ↑ 13% vs 2023

74%

■ 69% ■ 69% ■ 69% ■ 75%

of orders include Free Shipping

↑ 0.4% vs 2024 ↑ 14% vs 2023

Weighted Average

Looks at the entire pool of orders as one giant dataset: total revenue / total orders across all stores, so high-volume stores have a greater influence on the results.

\$96

■ \$47 ■ \$73 ■ \$87 ■ \$98

AOV of Free Shipping orders

↑ 5.1% vs 2024 ↓ 19% vs 2023

\$116

■ \$52 ■ \$68 ■ \$84 ■ \$126

AOV of Paid Shipping orders


↑ 5.7% vs 2024 ↑ 28% vs 2023


\$9.27


■ \$7.42 ■ \$8.50 ■ \$9.43 ■ \$11.26

Average Shipping Charge

↑ <1% vs 2024 ↑ 7.4% vs 2023

 **Free Shipping has become the overwhelming default**, jumping from 65% in 2023, to 74% of orders in 2025. *Still charging for shipping on the majority of orders? You're increasingly in the minority and may be losing conversions.*

 **The democratization of free shipping puts pressure on merchants to absorb more low-value orders.** To maintain healthy unit economics, periodically review whether your free shipping threshold needs to be adjusted upward.

 **Coffee industry stores show an extraordinary Free Shipping AOV premium**, \$239 vs \$129 for paid shipping orders, a huge 85% jump. Amongst large-tier coffee stores this premium jumps up to 112%.



Delivery Distances

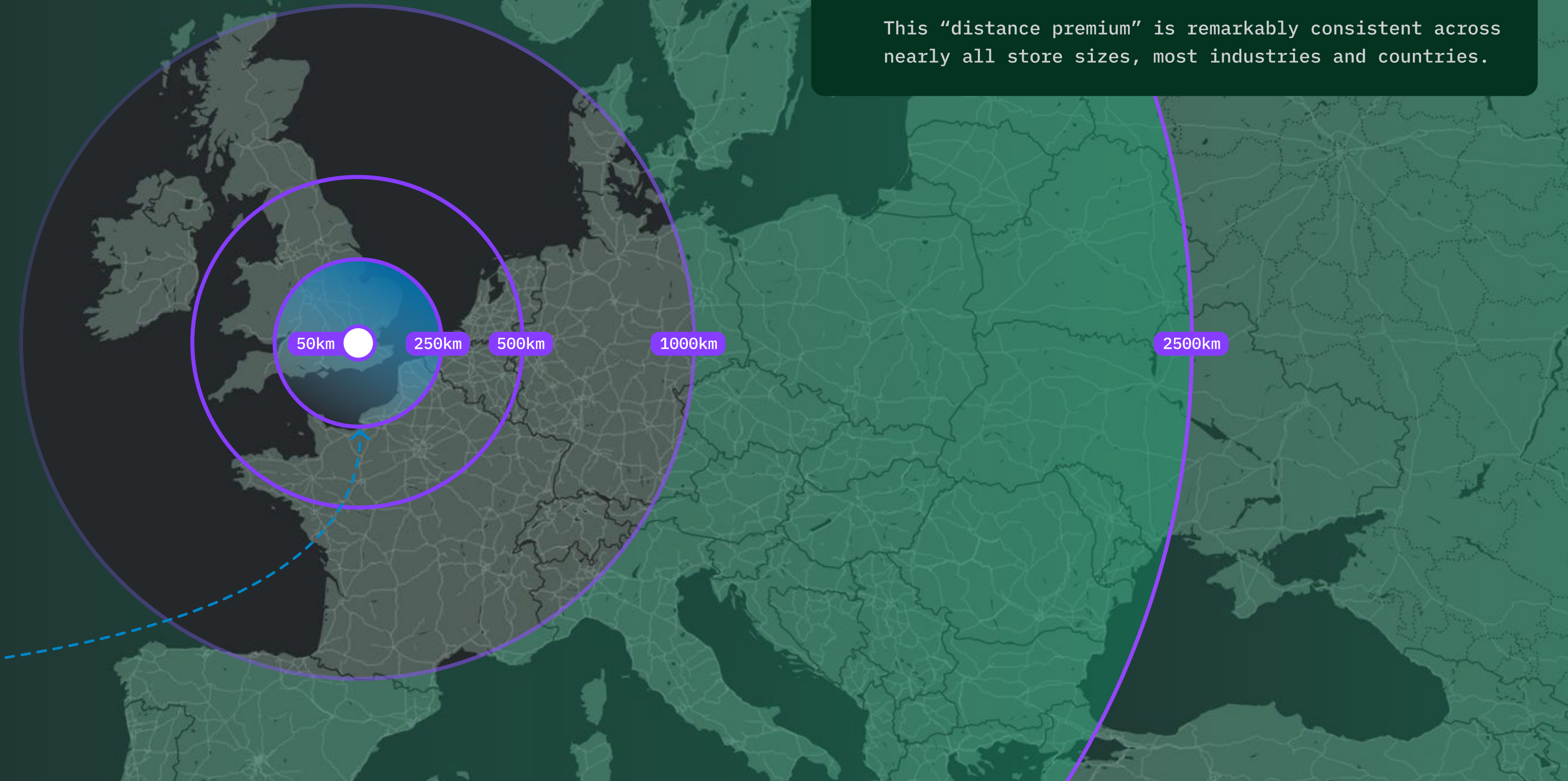
The effect of distance between store and customer, on AOV and Order Volume

Map is illustrative only, centered on London UK.



Tidbit from Luke

Customers that live between 1,000 → 5,000kms away are typically spending twice as much as nearby customers. This "distance premium" is remarkably consistent across nearly all store sizes, most industries and countries.



< 50km

\$77

\$60 \$76 \$98 \$75

AOV for local orders

29%

of all orders occur in the 250 to 500km zone

< 50km

-27% (\$77)

Increase in AOV

11%

Number of Orders

50 - 250km

-40% (\$64)

Decrease in AOV

29%

Number of Orders

250 - 500km

-24% (\$81)

Decrease in AOV

17%

Number of Orders

500 - 1000km

+20% (\$128)

Increase in AOV

11%

Number of Orders

1000 - 2500km

+57% (\$167)

Increase in AOV

16%

Number of Orders

2500 - 5000km

+57% (\$167)

Increase in AOV

10%

Number of Orders

5000 - 10000km

+55% (\$164)

Increase in AOV

3.3%

Number of Orders

> 10000km

-9.6% (\$96)

Decrease in AOV

2.8%

Number of Orders



How Metorik can help

If you made it to this page, you must really love all things Woo – and you’re not alone, we love it too.

This page is where we take a moment to tell you a little bit more about us.

Metorik was built 10 years ago as a reporting solution for WooCommerce. Since then, we have remained true to that by releasing features that have helped over 10,000 eCommerce stores.

We’re a small team of 4, driven to continue shipping features for the benefit of our customers, not investors (we’re 100% bootstrapped).

 [Explore Metorik for **WOO**](#)

Analytics & Reports

Hundreds of beautiful reports and KPIs so you can drill-down into who is making your orders, when they are ordering, which products are the latest favourite, and how much customers are spending.

Customer Cohorts

Hyper-segment your customers to validate your assumptions on buyer demographics, surface surprising insights about your winning productions, and measure your marketing and acquisition efforts over time.

Data Exporting

Metorik purpose built infrastructure lets you create segments of your store’s orders, customers, products, and export them lightening fast, without putting any load on your website. Export to CSV, via email, or on schedule.

Superpower Segmenting

Segment your store’s data using almost any combination of properties to create exactly the audiences you need. Get instant answers to questions you previously thought unanswerable.

Products Reporting

Crystal clear reports on your product sales, profit and inventory to answer your mission-critical questions – even across multiple stores at once.

Automated Email Sales Reports (Digests)

Save time with automated sales snapshots of your Woo sales, delivered straight to your email inbox or Slack Channel. Delivered daily, weekly, or monthly, and to as many recipients as you need.

Subscription Reporting

Explore the subscription reports Woo doesn’t show you. Metorik delivers the crystal-clear subscription metrics; MRR, Churn, LTV, Cohorts, vital for your subscription-based business to survive and grow in a competitive landscape.

Cost & Profit Reports

See your true profit on every order, product, and customer. Metorik tracks your product and variation costs, shipping costs, advertising spend, transaction costs, and operational expenses so you know how much you’re really making.

Abandoned Cart Tracking & Email

Send smarter abandoned cart recovery emails that bring back more revenue, and more customers, via personalized cohort-driven emails.

Email Flows & Newsletters

Enjoy email automation tools built exclusively for eCommerce. Send beautiful automated emails to your customers using real-time order, customer, or subscription events.



Case Study Business Bloomer

How Rodolfo Productized Revenue and Mastered WooCommerce Analytics with Metorik

Business Bloomer is an educational platform that helps developers, freelancers, store owners, and agencies master WooCommerce through tutorials, courses, and live masterclasses.

Founded by Rodolfo Melogli after the 2011 recession ended his engineering job in Ireland, it began almost by accident: while trying to sell homemade Italian cakes online, he realised he enjoyed building eCommerce sites more than baking and soon chose WooCommerce for his first client project.

At the time, there were few clear resources for WooCommerce customization, so Rodolfo began publishing practical snippets and tips drawn from his work. That blog, Business Bloomer, quickly resonated with the community and evolved into a full business with plugins, structured courses, and a private membership community, the Business Bloomer Club. As the audience and product range grew, the limitations of standard analytics tools became obvious.

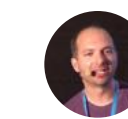
In 2018, Google Analytics and WooCommerce reports showed only basic order totals, leaving gaps in understanding revenue, customers, and product performance. Rodolfo relied on manual spreadsheets, slowing decisions and hindering his shift from consulting to scalable income streams like plugins, memberships, and affiliates. He needed faster, integrated insights connecting products, customers, and marketing.

That search led him to Metorik, which plugged into his WooCommerce store and surfaced key metrics like revenue, retention, product performance, refunds, stock, and marketing sources. For the first time, Rodolfo could easily track his progress toward a more “productized” revenue mix and keep a close eye on critical indicators such as holding his refund rate below 1%.

The real turning point came with Metorik Engage. Engage became the engine behind WooWeekly—Rodolfo’s flagship newsletter sent to more than 20,000 subscribers—and now powers automations from abandoned cart recovery and failed-order follow-ups to onboarding sequences and ongoing customer nurturing. Because Metorik reads native WooCommerce data, subscribers can be treated as customers from day one and segmented immediately.



"Metorik's product category breakdown lets me easily track this progress year over year, helping me stay focused and make data-driven decisions."



Rodolfo
Founder

This WooCommerce-native approach has given Business Bloomer far more than nicer reports. It has consolidated analytics and email marketing into a single, familiar interface, saving hours each week and enabling quicker, data-backed decisions. Coupled with Metorik’s new Engage email editor—which delivers sharper, more professional emails that subscribers consistently praise—and a long-standing, supportive relationship with the Metorik team, the platform has become Rodolfo’s “hidden WooCommerce friend”: quietly turning raw store data into clarity, and clarity into confident action.



[Click here to read the full case study](#)



Case Study VERPAKGIGANT

Transforming the Packaging Industry with eCommerce Analytics and Innovation

Verpakgigant is a Dutch packaging supplier based in De Goorn that has grown from a small garage startup into a trusted partner for eCommerce businesses, logistics companies, and fulfillment centers.

Founded by three friends – Erik Koomen, Robert de Beurs, and Florian Lem – the company set out to modernize an industry they saw as outdated and opaque. Their first venture, Luchtkussengigant.nl, focused on selling bubble mailers via dropshipping, and early traction from eCommerce customers quickly proved there was demand for a more innovative, customer-centric approach to packaging.

As their product range expanded beyond bubble mailers to include autolock boxes, filling paper, bubble wrap, and other essentials, the founders rebranded to Verpakgigant – literally “Packaging Giant” – to better reflect their broader mission.

Drawing on backgrounds in IT and logistics, they leaned heavily on automation to scale efficiently while keeping costs low. This blend of operational discipline and entrepreneurial ambition laid a strong foundation for the business they run today.

What truly distinguishes Verpakgigant is their personal and strategic approach to packaging. They don’t see themselves as a standard supplier, but as a partner focused on building genuine relationships and understanding customers’ needs. Their eco-friendly InPack line helps clients reduce environmental impact without compromising quality, while extensive customization options – from branded boxes to printed tape – turn every shipment into a touchpoint for brand recognition and customer experience.

Despite their momentum, Verpakgigant faced familiar eCommerce challenges. Many customers in the packaging space shop on price and “cherry-pick” suppliers, making it difficult to build long-term loyalty. On top of that, the team struggled to understand why some customers weren’t returning and why so many carts were being abandoned. WooCommerce alone did not provide the level of insight they needed into customer behavior, repeat purchasing, or the true reasons behind drop-off points in the buying journey.



[Metorik] gives us such powerful insights that we’re staying one step ahead.”



To overcome these hurdles, Verpakgigant turned to Metorik for advanced analytics, reporting, and engagement. It enabled audience segmentation, identification of customers who hadn’t reordered, and more targeted follow-ups by account managers. Detailed insights into traffic, orders, cohorts, and cart behavior helped them spot lost revenue opportunities and act proactively.

The result is a step change in how Verpakgigant understands and grows its business. Retention has improved, cart abandonment has decreased, and marketing is now data-driven. By automating reporting and surfacing insights instantly, Metorik frees the team to focus on serving customers, building loyalty, and innovating in sustainable, customer-centric packaging.



[Click here to read the full case study](#)



Case Study **scratch**

Subscription dog food ruffling up the pet food industry

Co-founders Mike Halligan and Doug Spiegelhauer are taking on the Australian pet food giants in a 3 billion dollar industry that is completely unregulated.

They are giving the power back to the people (and their dogs), offering a pet food subscription box that is healthy, affordable, transparent and 100% Australian made..

Over the past 6 years, they have used Metorik to help grow their store.

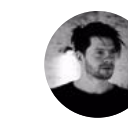
Choosing WooCommerce as their platform has been instrumental in their success. As a subscription store, WooCommerce Subscriptions allowed them to “customize and remove any friction. Friction equals churn, and churn equals less dollars.”

On the reporting side, Metorik gives them instant and detailed insights into what they need to know. “If you are curious about something, you can dive deep. If you want to automate something you can easily do that as well. We use Engage to automate little things that WooCommerce simply can’t do, which makes a big difference.”

For example, after a customer’s first renewal, they are sent an email automatically saying that they are about to receive another box of Scratch food, an explanation of how it all works, and if desired, an option to easily delay their next order. On their second renewal, the customer doesn’t need the hand-holding anymore, so they automatically stop receiving that email and start receiving a different one.



Metorik stands out as a customer-centric product. It was completely built and iterates on the needs of its customers.”



Mike Halligan
Founder



Click here to read the full case study



Case Study



The WordPress page builder powering countless Woo stores

If you have ever built a WordPress website, then you have most likely used or at least seen Beaver Builder before. Beaver Builder is a front-end page builder that has taken the WordPress world by storm. To date, over 1,000,000 sites have been built using it.

Over the past 7 years, they have used Metorik to help grow their store.

Prior to Metorik, they used a plugin called WooCommerce CSV Export. It would export all of their orders as a CSV. They would then pull it into Excel and sort it based on active subscriptions.

They would do this every month. To actually figure out how many people were renewing was super manual, took a ton of time, and was miserable. They were able to do that so much quicker with Metorik.

Another big one was customer lists. One of the first things they did after subscribing was pull out all their customers who hadn't renewed. They were able to further segment that based on the products they had purchased and then create an email campaign offering them a coupon code if they re-subscribed. They were able to pay off Metorik's annual fee with that one email blast.

Metorik has also helped them identify which customers are the 'whales'. Their highest package customers, or ones that had renewed multiple years at a time.



There's a disjoint between customers and orders in the native WooCommerce reports.

So being able to sync those together and grab those emails based on the order status and products in Metorik was game-changing."



Robby McCullough
Co-Founder

Having that granular control allowed them to know which customers were the ones that they should give some extra love to.

Probably the biggest collective benefit they have seen as a team is just the speed at which they have been able to get in and navigate all their data, relative to what is possible in WooCommerce.



[Click here to read the full case study](#)



Ready to find the insights hiding in your store?

Visit  metorik.com

