shopify

Shopify.com/sitespeed

Shopify vs. Adobe Commerce (Magento)

Site speed comparison

In ecommerce, speed equals sales. Shopify stores have proven to blaze ahead, rendering **2x faster than Adobe Commerce** stores. How many sales have you let slip through your site by not using Shopify?

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Adobe Commerce

2x

Your storefront could run 2x faster on Shopify than on Adobe

Storefront speed

We wanted to know how fast Shopify stores were relative to Adobe Commerce (Magento) stores, so we looked at First Contentful Paint (FCP), referred to as site speed, which measures the perceived speed of a site even before it fully loads. Faster sites help make the shopping journey easier for your customers from start to finish, and therefore increase conversion. And the best part? You'll save on time and money since Shopify sites have plug-and-play capabilities and are fast from day one.

CASE STUDY MOLEKULE

While site speed was a constant struggle with Adobe Commerce, the Molekule team measured dramatic improvements after replatforming to Shopify.

→ **Read the full case study**

93%
of Shopify stores are fast

VS

53%
of Adobe stores are fast



Server speed

Time to First Byte (TTFB), or server speed, is the amount of time it takes for the server to respond to a customer's browser request, and indicates the health of its underlying infrastructure. Server speed is important because it's going to directly affect your buyer's experience on your page. Shopify's server speed is recognized as the fastest among competitors, mostly because our global cloud infrastructure strategically places our site servers closer to your buyers. Our storefronts software is executed at the network's edges, rather than centrally, to further maximize site speed and enhance overall performance. This approach benefits your potential buyers by reducing their wait times and improving service reliability.

Conversion

Slow page load times impact more than just site speed—but also your ability to generate revenue. And if you're looking to grow your business, you'll need the fastest commerce platform to get you there. Site speed is important because just a half-second improvement could increase your conversion, according to Shopify data, research, and experiments. Site speed's impact on conversion is one of the many reasons why **Shopify converts 5% better than Adobe Commerce**, on average.

0.5 sec
faster could improve your conversion

3.4x

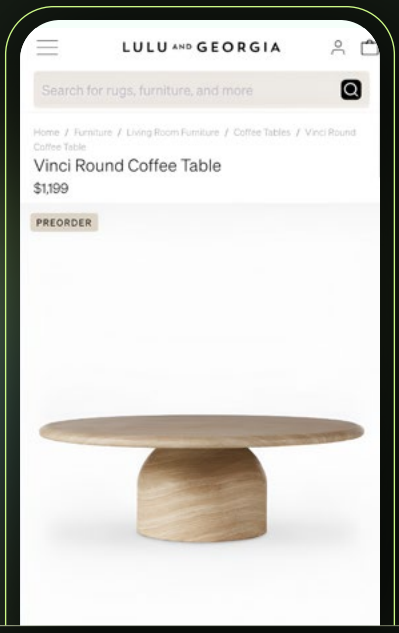
Shopify's server speed is 3.4x faster than Adobe's.

CASE STUDY LULU AND GEORGIA

"The growth of the company was at risk, and hence we wanted to move to a partner where scale or performance were not an issue."

Anis Tayebali,
VP of Engineering, Lulu and Georgia

→ **Read the full case study**



To learn more about site speed on Shopify and get an audit of how your site stacks up, visit Shopify.com/Sitespeed

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*Statistics are based on data according to Google's Core Web Vitals (CWV), collected for a representative sample of sites on Shopify and its competitors—covering 200,000 sites across a sampling of all revenue bands and all major commerce platforms.