shopify

Shopify.com/sitespeed

Shopify vs. Shopware

Site speed comparison

In ecommerce, speed equals sales. Shopify stores have proven to blaze ahead, rendering **1.2x faster than Shopware** stores. How many sales have slipped through your site by not using Shopify?

shopify

Shopware

1.2x

Shopify stores are 1.2x faster than Shopware stores, on average.

Storefront speed

We wanted to know how fast Shopify stores were relative to Shopware 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. On Shopify, your site is hosted on one platform and highly optimised for global delivery, whereas on Shopware, you're responsible for finding a hosting partner. In addition, plugins might not always function well together when integrated on Shopware. This is another factor that can potentially slow down your site. 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 PULLUP & DIP

"We were able to eliminate many conversion-killers with our new design. The customer journey has improved greatly—especially because of the increased loading speed."

Benedikt Kordbarlag,
CRO Manager, PsyCommerce for Pullup & Dip

→ **Read the full case study**



93% of Shopify stores are fast

VS

81% of Shopware 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 customer's on-page experience. Shopify's server speed is recognised as the fastest among competitors, with our global cloud infrastructure strategically placing our site servers closer to your buyers. Our storefronts software is executed at the network's edges, rather than centrally, to further maximise site speed and enhance overall performance. This approach benefits your potential buyers by reducing their wait times and improving service reliability. Just by moving to Shopify and leveraging our infrastructure, your site will instantly be faster.

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's overall conversion rate outpaces competitors by up to 36% and by an average of 15%.**



2.3x

Shopify's server speed is 2.3x faster than Shopware's.

CASE STUDY LIVE FAST DIE YOUNG

After experiencing technical issues keeping up with traffic to its site, LFDY decided to migrate to Shopify. The brand successfully migrated its platform in 12 weeks. Immediately after migrating, LFDY had its most successful product launch to date, with over 35,000 visitors on the site at the same time and all without any technical problems.

→ **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.