The Entrepreneur Effect

A global snapshot of entrepreneurship and its expanding impact

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shopify.com/entrepreneur

The most important economic force right now is the entrepreneur

Around the world, entrepreneurs build businesses, sell products across borders, support millions of jobs, and generate economic activity far beyond their own storefronts.

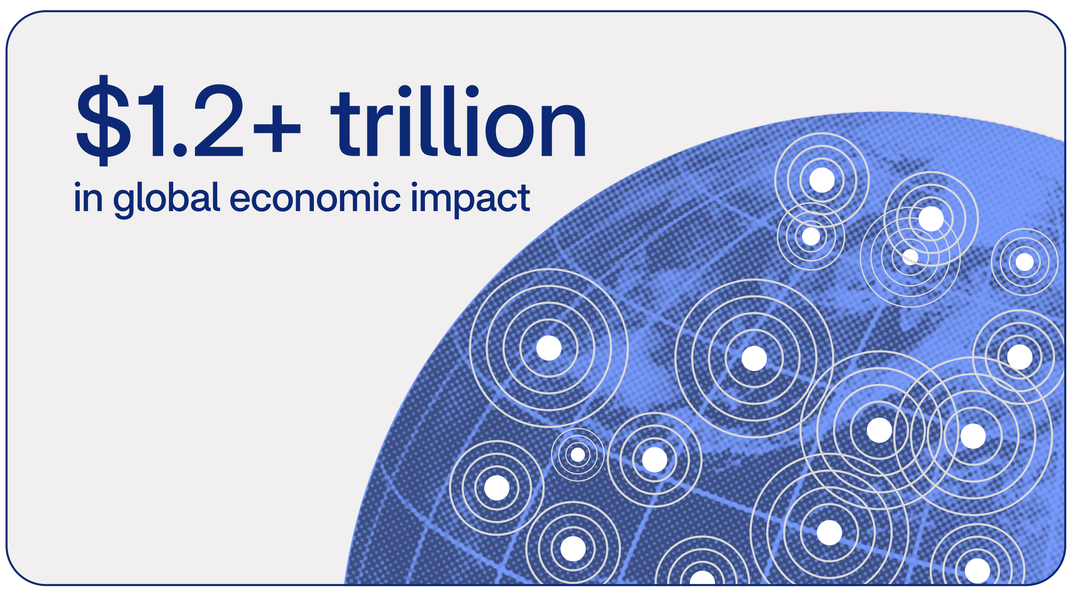
Drawing on Shopify platform data, merchant and third-party surveys, and economic-impact modelling, this report shows what entrepreneurship looks like now, what's making it more accessible, and how the impact of one business can extend far beyond its owner. Reporting periods vary across findings. Each statistic is paired with its applicable source and methodology.

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Individual findings should be attributed to Shopify and, where identified, the relevant survey or external source. Journalists and researchers seeking additional information can contact press@shopify.com.

Global economic impact of Shopify's merchant and partner ecosystem

Entrepreneurship is more than a path to personal independence. Its effects extend to customers, partners, communities, and the wider economy.



Shopify's ecosystem generated more than $1.2 trillion in global economic activity.[1]

From July 1, 2025, to June 30, 2026, Shopify's merchant and partner ecosystem generated more than $1.2 trillion in global economic activity[1].

Economic activity includes the direct, indirect, and induced effects of merchant sales and partner activity.

Stores on Shopify generated $68.1 billion in cross-border sales.[2]

In the same period, businesses on Shopify made $68.1 billion in sales to buyers outside their home countries.



Shopify's ecosystem supported more than 9.6 million jobs worldwide.[3]

Shopify-powered businesses supported more than 9.6 million jobs around the world during the same period. For scale, if those jobs formed a single workforce, it would be the largest in the world.

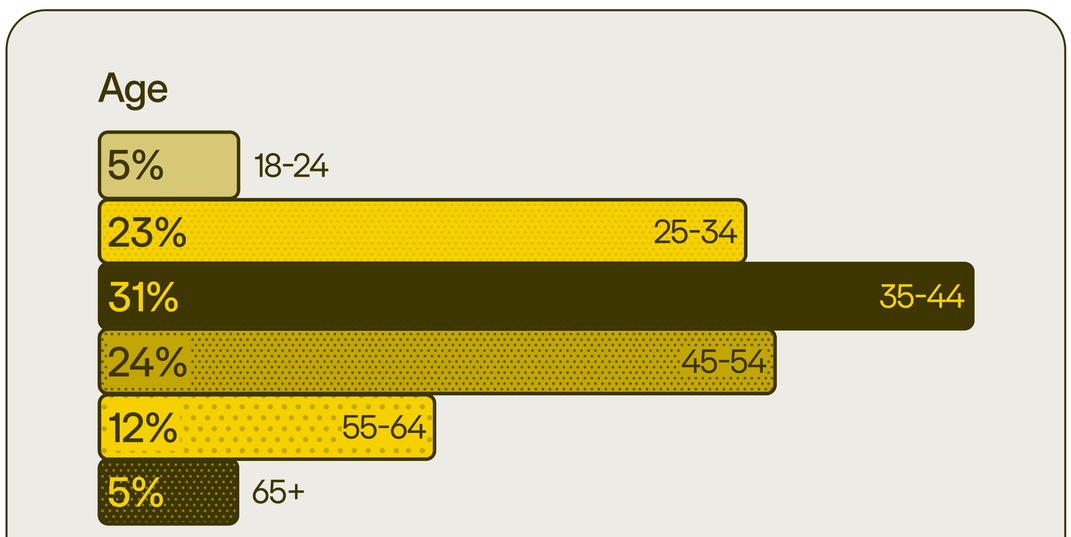
"Jobs supported" refers to people engaged in the business activity of Shopify's ecosystem and its wider supply chains.

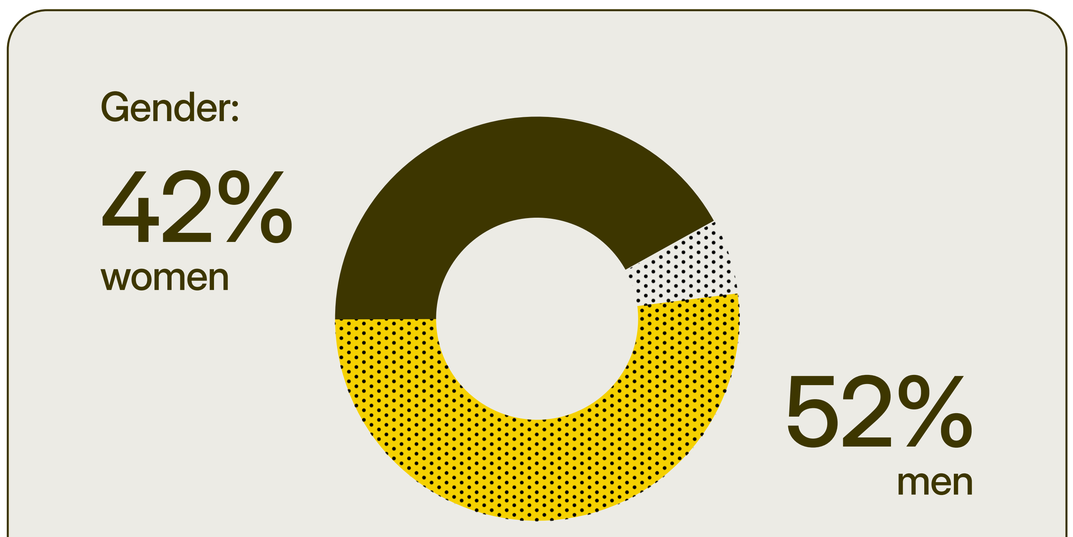
Stores on Shopify generated more than $1 billion in sales per day in 2025.[4]

Shopify's merchant and partner ecosystem generated $36 for every $1 of Shopify revenue.[4]

Age, gender, and motivations of surveyed entrepreneurs

People choose entrepreneurship at every age, across all geographies and backgrounds. Here's a look at who's building on Shopify and their sentiments around entrepreneurship.





Surveyed Shopify merchants were about 42 years old on average.[5]

> Based on responses to Shopify's 2026 Merchant Pulse Survey. The largest age group was 35–44, representing 31% of respondents, followed by those aged 45–54 at 24% and 25–34 at 23%.

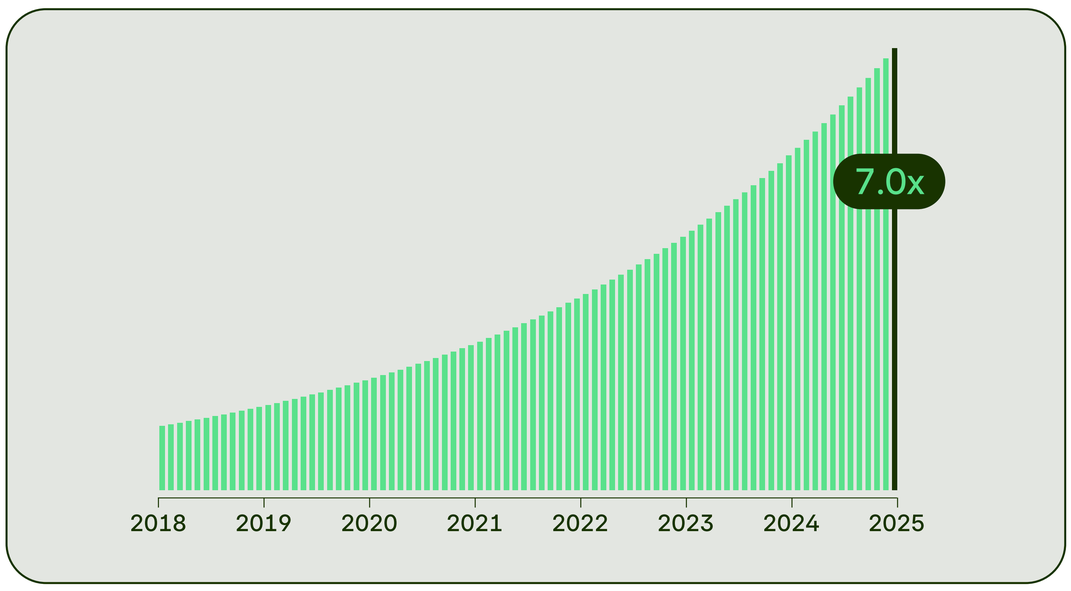
Among merchants who reported their gender, 52% identified as men and 42% as women.[6]

95% of surveyed entrepreneurs rank building their company among their proudest accomplishments.[7]

57% of surveyed entrepreneurs who delayed launching wish they had started sooner.[8]

Technology is reducing the cost and complexity of starting a business

Technology is putting more of what entrepreneurs need within reach, reducing the resources, time, and specialized knowledge required to start.

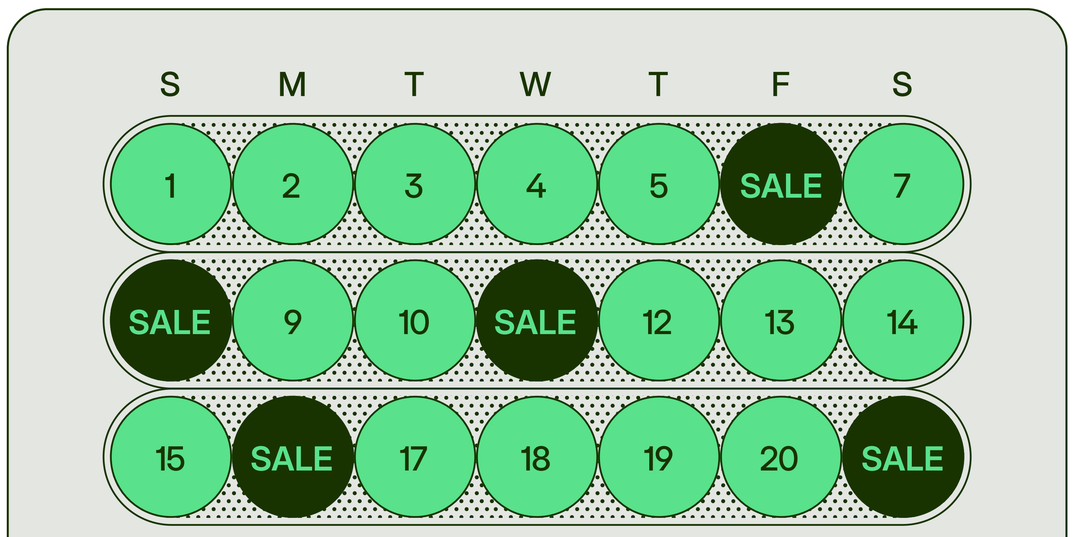


7 times as many Shopify stores made their first sale in 2025 as in 2018.[9]

> Approximately 1.2 million stores made their first sale on Shopify in 2025. That works out to one first sale roughly every 26 seconds.[9]

78% of surveyed merchants built their Shopify stores themselves.[10]

> Forty-one percent of stores launch with a single product, showing that entrepreneurs don't necessarily need an extensive catalog to begin.[11]
>
> Eighty-six percent of surveyed entrepreneurs say ecommerce platforms have made starting a business easier than it was a decade ago.[12]



Half of new sellers on Shopify who reached their first sale did so within about three weeks.[13]

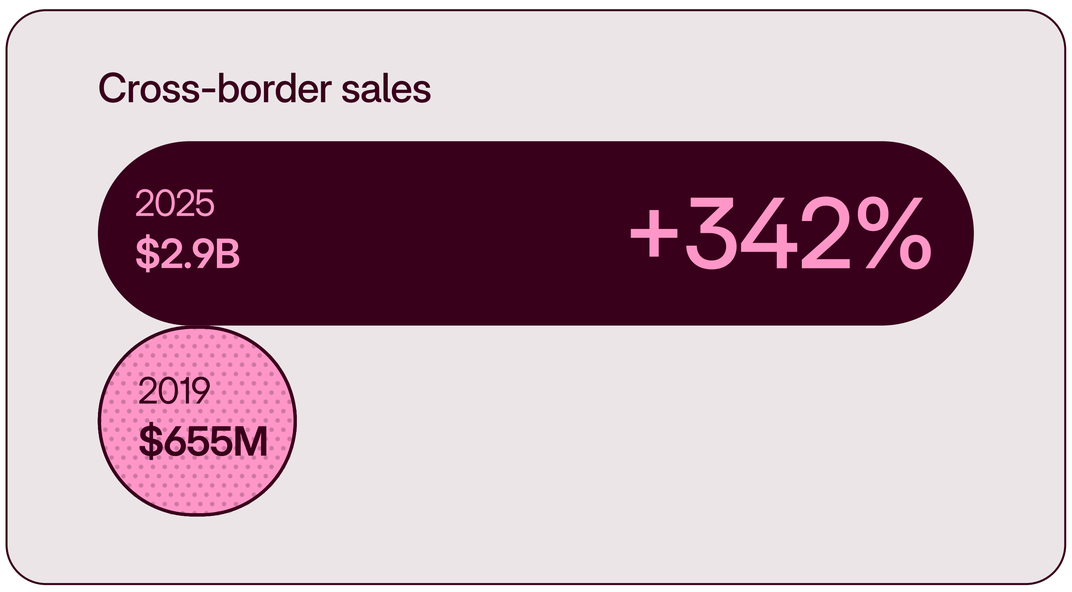
> Compared with 2022, 43% more sellers now make their first sale within a single day of signing up.[13]

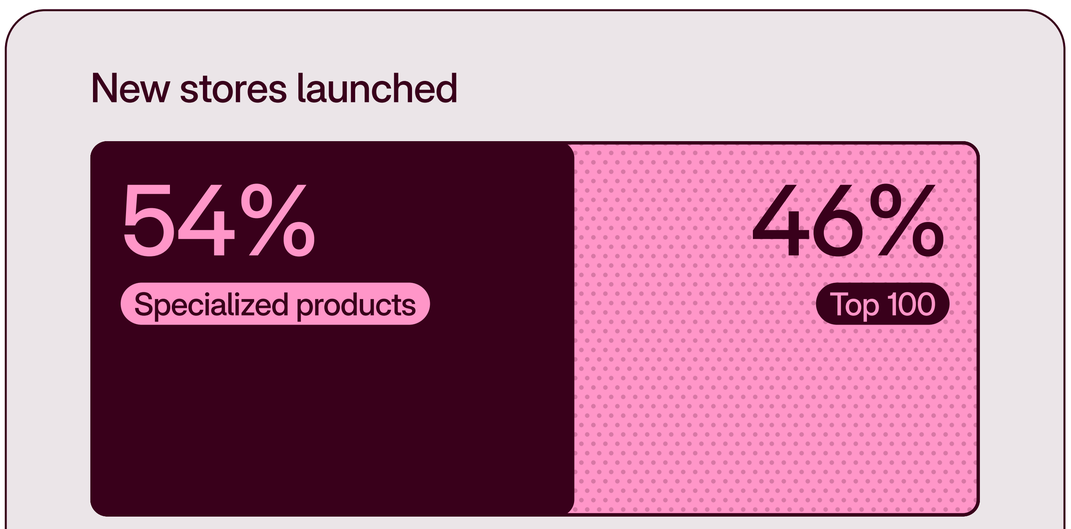
Shopify merchants installed 21 million apps in 2025, up 19.5% from 2024.[14]

> Building a professional online store often meant hiring developers at a significant cost or learning to code it yourself. Today, founders can build their own site in an afternoon using subscription-based software and AI tools, lowering launch costs and extending their financial runway.

Geographic reach and product diversity

Entrepreneurs can now reach niche customers far beyond their home markets.





Rural cross-border sales reached $2.9 billion in 2025.[15]

> Rural cross-border sales grew from $655 million in 2019 to $2.9 billion in 2025, an increase of more than 342%.[17]
>
> An order from a rural entrepreneur now travels approximately 1,799 kilometres on average, compared with 1,870 kilometres for an urban entrepreneur.[17]

Products outside the top 100 categories generated more than half of Shopify sales.[18]

> Nearly 54% of new Shopify stores launch in one of these less-common product categories, showing how entrepreneurship is expanding the commerce landscape.[18]

Shopify merchants shipped orders to 1 billion addresses in 2025.[16]

186 million people bought from a store on Shopify for the first time in 2025.[19]

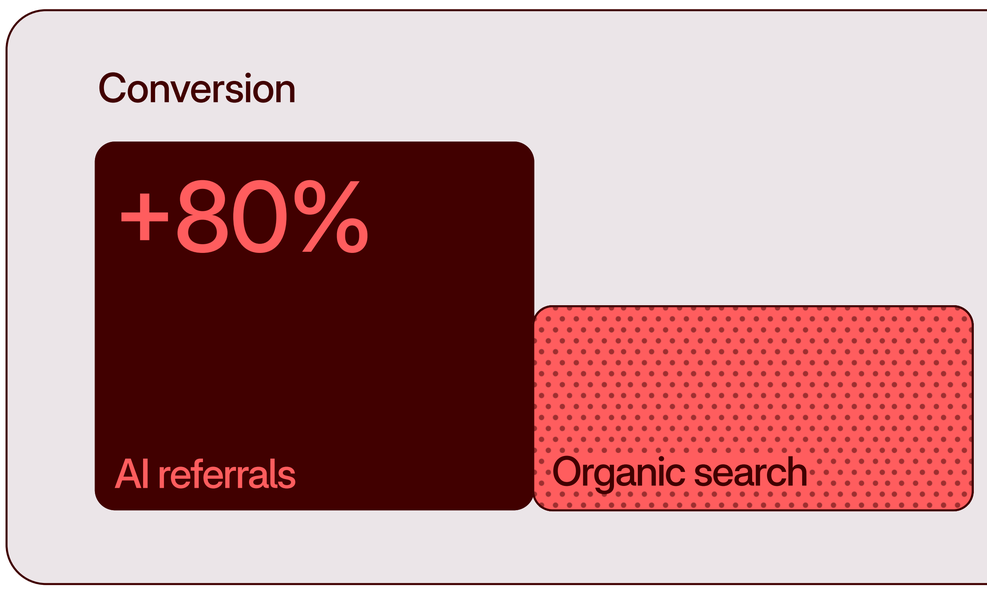
> That’s 6 new first-time buyers every second.

Shopify merchants shipped 27 billion products over nearly 6 trillion miles.[17]

> These totals cover calendar year 2025.

AI is improving product discovery and business success

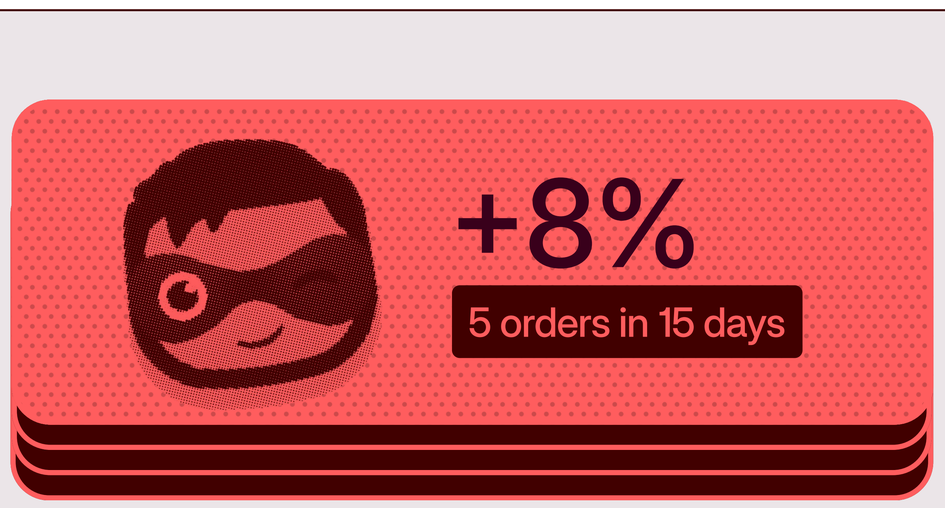
AI tools help founders launch with fewer resources, and agentic commerce opens new paths to discovery.



AI-referred sessions convert 80% better than organic search.[.20]

> Orders referred through AI channels also had 14% higher order values.[20]
>
> AI channels drove nearly twice as many orders from new buyers as other channels.[20]

75% of AI-referred sales came from outside the top 100 product categories.[21]



8% more stores reach 5 orders in just 15 days because of onboarding support from Sidekick, Shopify's AI-powered assistant.[22]

> Sidekick is Shopify's AI commerce assistant. Built directly into the Shopify admin and connected to each merchant's store data, Sidekick can answer questions, provide guidance and complete tasks.

Economic impact of Shopify's partner ecosystem

As our number of merchants grows, so does the demand for experts to help them.



Shopify's partner ecosystem supported approximately $194.7 billion in economic activity.[23]

> This amount is included within the $1.2 trillion global ecosystem total and covers the year ending June 30, 2026.



Shopify's partner ecosystem received $3.8 billion in payouts from Shopify in the last year.[24]

Economic impact across nine major markets

This data offers a snapshot of entrepreneurship's economic impact across nine major markets, not a ranking of entrepreneurial importance or performance.

Market	Economic activity	Jobs supported	Cross-border sales (growth since 2022)
Australia	$69.9B	300K	119%
Canada	$42.7B	221K	66%
France	$24.6B	115K	314%
Germany	$49.3B	232K	283%
Italy	$12.9B	66K	253%
Japan	$20.7B	152K	164%
Spain	$13.1B	86K	287%
United Kingdom	$94.3B	479K	136%
United States	$687.6B	2.3M	174%

All monetary values are in US dollars. All figures cover the year ending June 30, 2026. [25]

Economic activity and jobs supported across US states

State or territory	Economic activity	Jobs supported
Alabama	$3.7B	12K
Alaska	$583M	2K
Arizona	$11.6B	39K
Arkansas	$2.5B	8K
California	$173.0B	573K
Colorado	$16.7B	55K
Connecticut	$6.7B	23K
Delaware	$21.3B	70K
Florida	$49.7B	167K
Georgia	$14.1B	48K
Hawaii	$2.2B	7K
Idaho	$4.3B	14K
Illinois	$14.2B	48K
Indiana	$6.8B	23K
Iowa	$2.0B	7K
Kansas	$2.9B	10K
Kentucky	$3.9B	13K
Louisiana	$3.1B	11K
Maine	$1.7B	6K
Maryland	$5.7B	19K
Massachusetts	$12.4B	42K
Michigan	$9.3B	31K
Minnesota	$8.0B	27K
Mississippi	$1.6B	5K
Missouri	$6.6B	23K

Economic activity and jobs supported across US states, continued

State or territory	Economic activity	Jobs supported
Montana	$4.2B	14K
Nebraska	$1.2B	4K
Nevada	$12.6B	42K
New Hampshire	$2.1B	7K
New Jersey	$20.7B	69K
New Mexico	$2.6B	9K
New York	$75.6B	253K
North Carolina	$13.2B	45K
North Dakota	$502M	2K
Ohio	$12.2B	41K
Oklahoma	$2.5B	8K
Oregon	$8.3B	28K
Pennsylvania	$12.8B	43K
Rhode Island	$1.3B	4K
South Carolina	$6.5B	22K
South Dakota	$1.1B	4K
Tennessee	$10.3B	35K
Territories/Other	$5.5B	19K
Texas	$48.2B	161K
Utah	$19.4B	64K
Vermont	$1.7B	6K
Virginia	$6.6B	22K
Washington	$12.3B	41K
West Virginia	$586M	2K
Wisconsin	$6.1B	21K
Wyoming	$15.0B	50K

State findings cover the year ending June 30, 2026.[26]

Methodology

This report draws on Shopify platform data, merchant surveys, third-party research, and economic-impact modelling. Sources and methods are identified alongside each finding, with full details at shopify.com/entrepreneur#methodology

Sources and methods

[1] Shopify Economic Impact Summary, all figures cover the year ending June 30, 2026. Economic activity is estimated with an input-output framework using merchant sales, partner revenue, and OECD global supply-chain data.
[2] Shopify platform data for the year ending June 30, 2026. Cross-border sales are sales in which the buyer is outside the merchant's home country.
[3] Shopify Economic Impact Summary, all figures cover the year ending June 30, 2026. Jobs supported estimates the number of people engaged in direct, indirect, and induced business activity across Shopify's ecosystem and related supply chains.
[4] Shopify platform data for calendar year 2025. The first figure represents the average value of merchant sales per day across the platform; the second is based on Shopify analysis comparing the value generated by Shopify's overall ecosystem with Shopify revenue.
[5] Shopify's 2026 Merchant Pulse Survey, fielded in May 2026 among 6,535 merchants across 106 markets.
[6] Shopify's 2026 Merchant Pulse Survey. Percentages reflect respondents who chose to share their gender.
[7] The Harris Poll survey conducted for Shopify from March 9 to 25, 2026, among US business owners and senior decision-makers.
[8] The Harris Poll survey conducted for Shopify from May 25 to June 8, 2026, among US business owners and senior decision-makers who waited before launching.
[9] Shopify platform data. First-time sellers are indexed to 2018. The 2025 total counts unique shops recording their first monetized sale on Shopify. The 26-second figure is calculated from that annual total.
[10] Shopify's 2026 Merchant Pulse Survey. Merchants reported whether they built their own Shopify store.
[11] Anonymized, aggregated Shopify platform data covering millions of businesses across more than 175 countries. The figure measures stores that launched with one product.
[12] The Harris Poll survey conducted for Shopify from March 9 to 25, 2026, among US business owners and senior decision-makers.
[13] Shopify platform data. Time to first sale is the number of days between creation of a new store at shopify.com and its first monetized sale. The three-week finding includes newly created stores that ultimately recorded a sale.
[14] Shopify platform data for calendar years 2024 and 2025. App installations in 2025 are compared with the 2024 total.
[15] Shopify platform data from 2019 and 2025. Merchants are classified as rural or urban using the DEGURBA classification of their location. Cross-border sales are sales in which the buyer is outside the merchant's country.
[16] Shopify platform data for calendar year 2025. The total counts distinct addresses to which Shopify merchants shipped orders.
[17] Shopify platform data for 2025. Shipping distance is calculated as the shortest distance between the merchant's location and the buyer's shipping address.
[18] Anonymized, aggregated Shopify platform data covering millions of merchants across more than 175 countries. Product categories are classified with Shopify's machine-learning taxonomy, and less-common categories are those outside the 100 most common categories.
[19] Shopify platform data for calendar year 2025. New buyers are identified by email address and had not previously purchased from any Shopify merchant.
[20] Shopify analysis for April through June 2026. A session or order is AI-referred when it is attributed to an AI-powered feature or channel. Conversion is compared with organic-search sessions, and order value and new-buyer orders are compared with other channels.
[21] Shopify analysis for April through June 2026. AI-referred sales are combined with Shopify's product-category taxonomy to identify sales from merchants outside the 100 most common categories.
[22] Shopify analysis of onboarding support from Sidekick. The measure compares the share of new stores reaching five orders within 15 days.
[23] Shopify Economic Impact Summary, all figures cover the year ending June 30, 2026. Partner economic activity is estimated with the same input-output framework used for the global total and is included within that total.
[24] Shopify partner payout records for the reporting period.
[25] Shopify Economic Impact Summary. All figures cover the year ending June 30, 2026.
[26] Shopify Economic Impact Summary. State economic activity and jobs supported cover the year ending June 30, 2026.

Economic-impact modelling

The economic impacts of Shopify's merchant and partner ecosystem are calculated using a standard input-output framework. Merchant and partner business activities are measured using merchant sales and partner revenue. Global supply-chain activity modelled by the Organisation for Economic Co-operation and Development informs the framework.

Working definitions

AI-referred session or order: A session or order attributed to an AI-powered feature or channel.
Cross-border sales: Sales in which the buyer is located outside the merchant's home country.
Economic activity: The direct, indirect, and induced effects of merchant sales and partner activity.
First sale: A shop's first monetized sale on the Shopify platform.
Jobs supported: The number of people engaged in business activity across the Shopify ecosystem and related supply chains.
Merchant: A person or organization that uses Shopify to operate a business. In this report, "merchant" may refer to the primary account contact or respondent associated with a Shopify store, including owners, founders, and operators.
New buyer: A person, identified using an email address, who had not previously purchased from a store on Shopify.
Rural merchant: A merchant classified as rural using the DEGURBA classification of the merchant's location.