

eCommerce Migration Trends 2023



TABLE OF

CONTENT

Data Collection Strategy	4
Introduction Dynamics of eCommerce Platform Migrations	6
Part I: Insights into eCommerce Migration Trend	11
• Hosted vs Open-source: The battle of technologies	13
• Platforms losing ground in the eCommerce arena	14
• Most-preferred eCommerce platform for migration	16
• Navigating global eCommerce trends	18
Part II: Key Considerations when Changing eCommerce Platform	20
Part III: About LitExtension - #1 Shopping Cart Migration Expert	26
Closing	29



Foreword



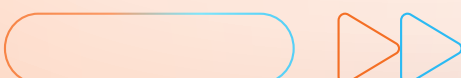
Alex Nguyen

Founder & Chief Executive Officer at LitExtension

In today's digital-first world, customers expect hyper-personalized, seamless experiences across every touchpoint. Their preferences and demands are continually shaped by emerging technologies that raise the bar for convenience, customization and immediacy.

As the pace of innovation accelerates, merchants must adapt swiftly to satisfy this new generation of empowered shoppers. Those who cannot keep up risk losing relevance. Therefore, optimizing eCommerce solutions is paramount for accommodating constantly changing expectations. By migrating to platforms that better support adapting strategies and meeting emerging needs, merchants empower themselves to stay competitive amid disruption.

And that's the driving force behind our research and development of our **2023 eCommerce Migration Trends Report**. Upon crafting this paper, we, the LitExtension team, shall dive into our in-house data and summarize the necessary information you need to better understand the website replatforming scenario of 2023. We truly hope that with our in-depth insights into the data migration trend and merchants' concerns behind their switching decision, you might gather a substantial resource to plan for the future.



Data Collection Strategy



LitExtension's **eCommerce Migration Trends 2023** paper uses a range of research methodologies and data sources to deliver key insights into how merchants are changing their platforms.

LitExtension data

Our in-house data indicates the popularity of eCommerce platforms among merchants, as well as the global migration trend in 2023. Additionally, we also provide aggregated and anonymized data based on our experience of working with hundreds of thousands of store owners. As a result, it sheds light on questions that merchants may have when moving away from their original platform.

Secondary analysis

Through analyzing industry reports, the paper was able to have a grasp on the eCommerce landscape. More specifically, how it evolved has directly impacted the merchants' decision on performing eCommerce store migration.



Introduction

Dynamics Of
**ECOMMERCE
PLATFORM
MIGRATIONS**



As the eCommerce industry enters a new decade of growth and innovation, productivity is the top priority of any business. For this reason, **merchants now require more sophisticated solutions to keep the business running efficiently**. Not surprisingly, platform migrations have then become an increasingly common strategic decision for online sellers looking to access more robust capabilities.

In many cases, there exists eCommerce platforms that lack modern features around areas such as multi-channel synchronization, drop shipping, inventory management, and personalized marketing. This forces merchants to reconsider their technology stack if they want to stay relevant and competitive. Additionally, the growing prominence of mobile and social commerce has compelled platforms to develop specialized solutions for these fast-evolving channels.



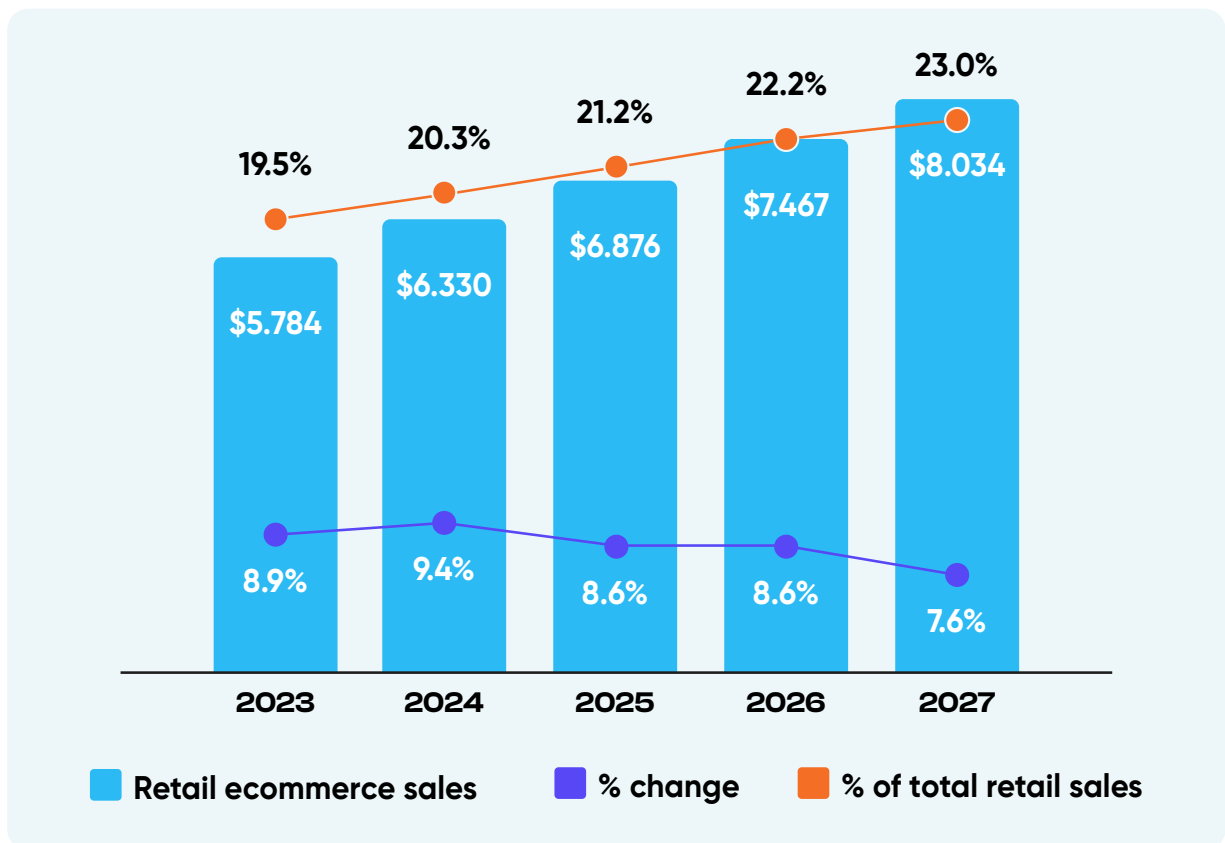
The ever-growing eCommerce landscape

Projections from industry experts indicate that global eCommerce sales will continue expanding consistently in the coming years.

Worldwide growth is predicted to be around 9.4% in 2024.

From 2023 to 2027, this is also the year when the annual data reaches its peak. The massive scale of the eCommerce buyers population highlights both the opportunities and possibilities for businesses to enhance their shopping experience (Cramer-Flood, 2023).

Retail Ecommerce Sales Worldwide, 2023-2027

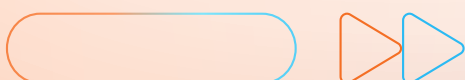


Mobile devices now account for the majority of online shopping sessions. In particular, **approximately 64% of all digital retail traffic originates from mobile platforms such as smartphones and tablets (Gaubys, 2023)**. As consumer behavior continues shifting towards mobile-first, eCommerce businesses must optimize their offerings for smaller screens to remain accessible and visible to shoppers.

Social media also plays a significant role in today's purchase decisions. Research indicates that **87% of online shoppers report that social networks are important influences when choosing what products to buy**. It is evident that strategies like social selling, user-generated content, and influencer marketing will be crucial for generating sales through technology platforms where word-of-mouth recommendation heavily sways shopping behavior.

According to McKinsey, consumers tend to rely most heavily on retailer websites, apps, or in-store browsing for holiday shopping research. This emphasizes the importance of **maintaining a streamlined customer experience on digital storefronts during peak traffic seasons**.

Based on the mentioned data, a robust eCommerce platform is no longer optional but rather essential to reaching today's empowered and digital-first consumers. By far, thanks to the advent of artificial intelligence (AI), more e-merchants are heading to platforms packed with AI-based features. These help them save time and resources while improving the shopping experience.

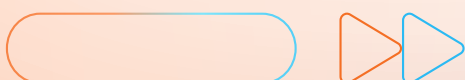


Coming to the eCommerce Migration

Recognizing the need to fulfill shoppers with more advanced experiences, more retailers are transitioning to full-fledged solutions with expanded capabilities. That's when eCommerce migration comes into play.

eCommerce platform migration refers to an online merchant moving its digital storefront and operations from one platform to another. This transition allows merchants to access more advanced capabilities, including marketing, inventory management, payments, and customer support.

Successful eCommerce migration **demands careful planning, meticulous execution, and a deep understanding of specific business needs and goals.** When executed effectively, it can significantly contribute to an online business's long-term success and competitiveness.



Part 1

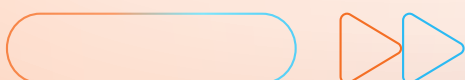
Insights Into

ECOMMERCE MIGRATION TREND



As digital commerce becomes central to retail, ongoing technology optimization is imperative. This section presents key findings from our extensive migration trend analyses over the past year - 2023.

On the basis of the in-house database, we will uncover merchants' favor towards eCommerce platforms and then explore the hosted vs. open-source balance. Regional differences and noteworthy industry shifts are also examined.

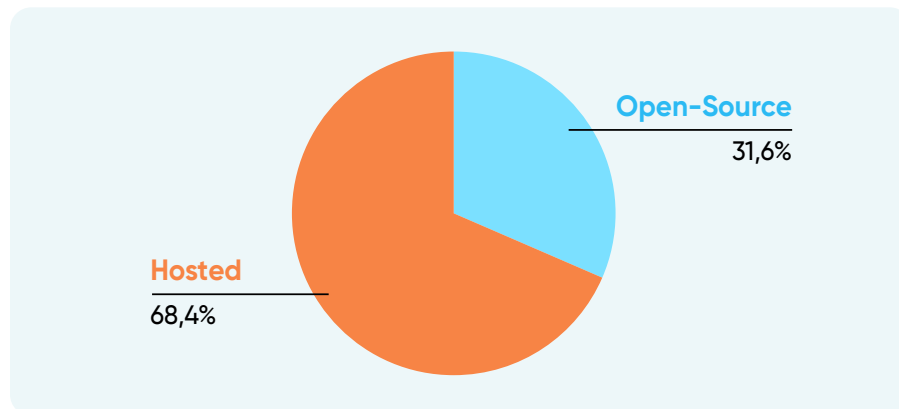


Hosted vs Open-Source: The battle of technologies

In 2023, our data finds that **68.4% of retailers have opted for a hosted platform that is cloud-based and fully managed.** Common hosted players include Shopify, BigCommerce, Wix. With its simplified ease of use, businesses can shift their focus on core operations without the need for extensive technical expertise.

On the other side of the spectrum, only **31,6% of merchants have decided to move to an open-source solution like Magento, Prestashop, or WooCommerce.** Usually, these are more appealing to big corporations seeking highly customizable solutions at lower costs over time. This is because most of them will have an in-house development team in charge of the website.

Open-Source vs Hosted 2023



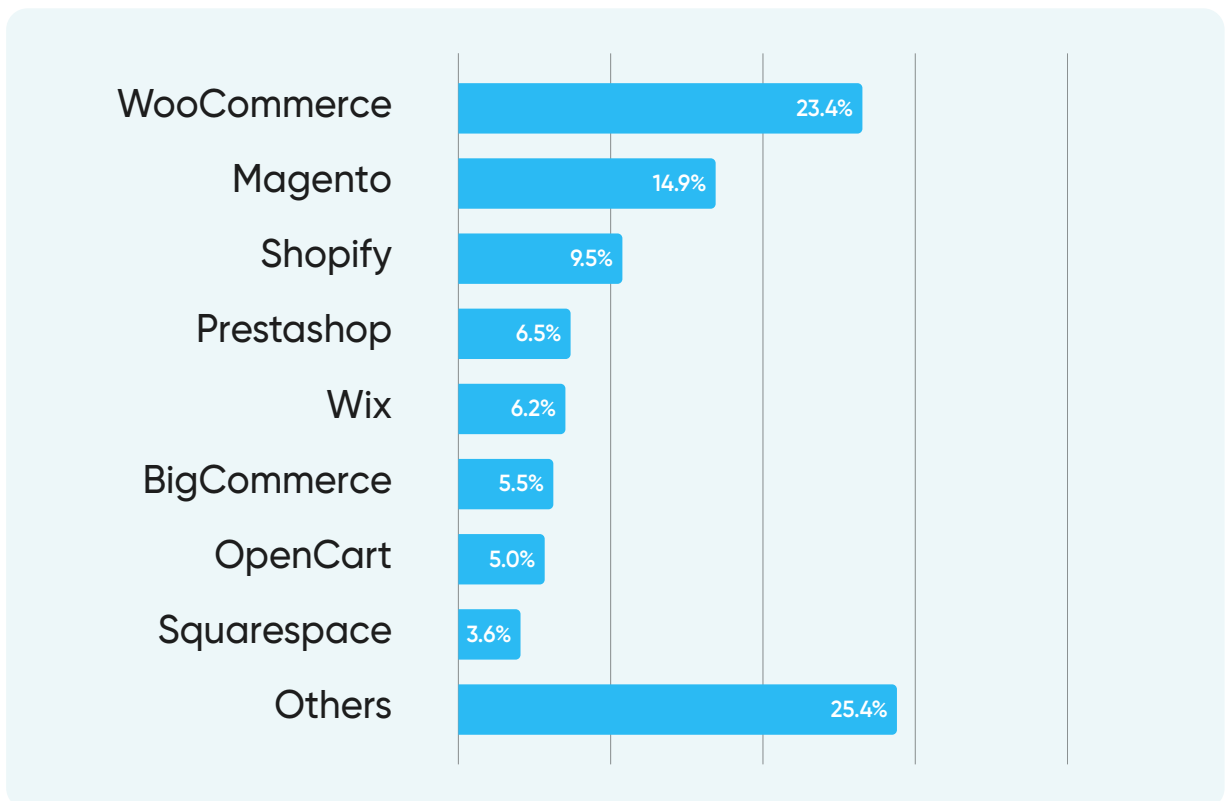
As you can see, **hosted platforms have grown their market share in recent years thanks to constant innovation, an all-in-one approach, and the elimination of upfront costs.** Their rising dominance indicates that ease of use and quick launch capabilities trump flexibility for many merchants.



Platforms losing ground in the eCommerce arena

Notably, **WooCommerce is standing at first place for most migrated-from platforms, with 23.4% (a slight rise from 22.1% in 2022)**. This could indicate challenges or limitations that users face with this WordPress-based solution, prompting them to seek alternative platforms.

Most Migrated-From Platforms 2023



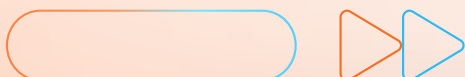
Following closely are Magento (14,9%) and Shopify (9,5%), despite both being major competitors in the market. However, for the Shopify section, most merchants are going for upgrading purposes rather than moving away.



Compared to 2022, **Wix accounted for a migration rate of 3.5%, and the current data shows a substantial increase to 6.2%**. This shift implies that more businesses are opting to transition away from Wix, possibly due to evolving business needs, dissatisfaction with the platform, or the attraction of alternative solutions.

When comparing to 2022, we can see that the trend for migrated-from platforms experienced not much difference, except for Wix.

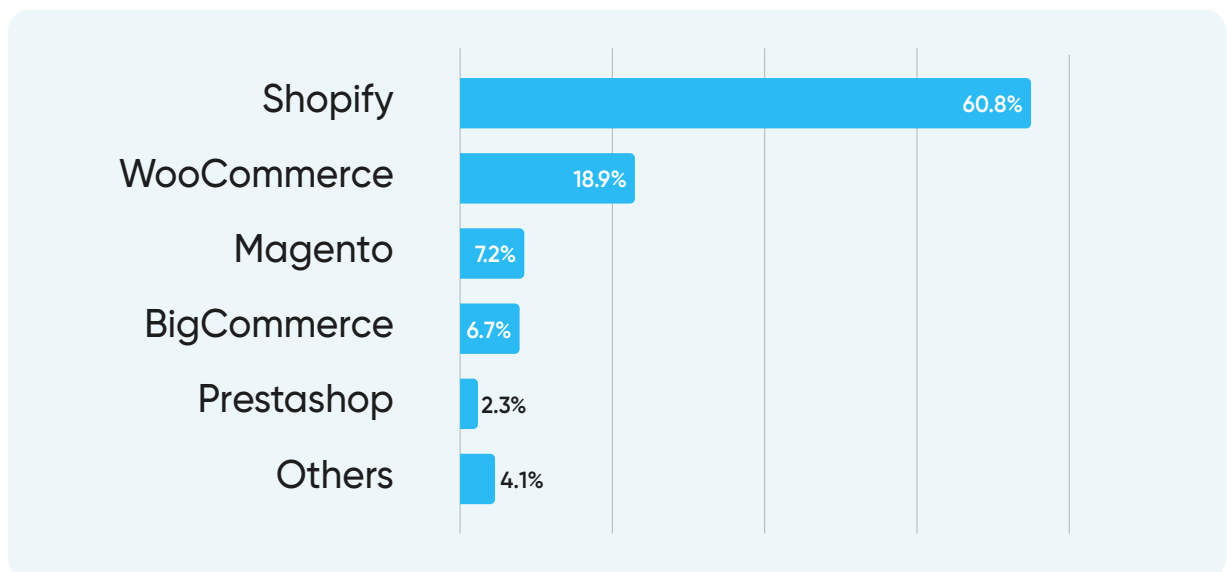
Then, we have the "Others" category, representing 25.4% of migrations. It implies a diverse landscape of alternative platforms gaining traction.



Most preferred eCommerce platforms for migration

At first glance, **Shopify emerges as the dominant choice among businesses, commanding a substantial share of 60.8%**. This overwhelmingly high adoption rate reflects a strong industry preference for Shopify, likely attributable to its user-friendly interface, robust features, and widespread popularity.

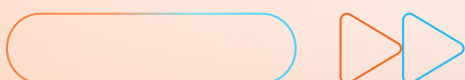
Most Migrated-To Platforms 2023



In contrast, **WooCommerce captures 18.9% of the migration market, positioning itself as a secondary but significant player.** WooCommerce's appeal may lie in its versatility and seamless integration with the WordPress ecosystem. While not surpassing Shopify, WooCommerce's notable adoption rate underscores its relevance and attractiveness to a considerable segment of businesses seeking a reliable eCommerce platform.

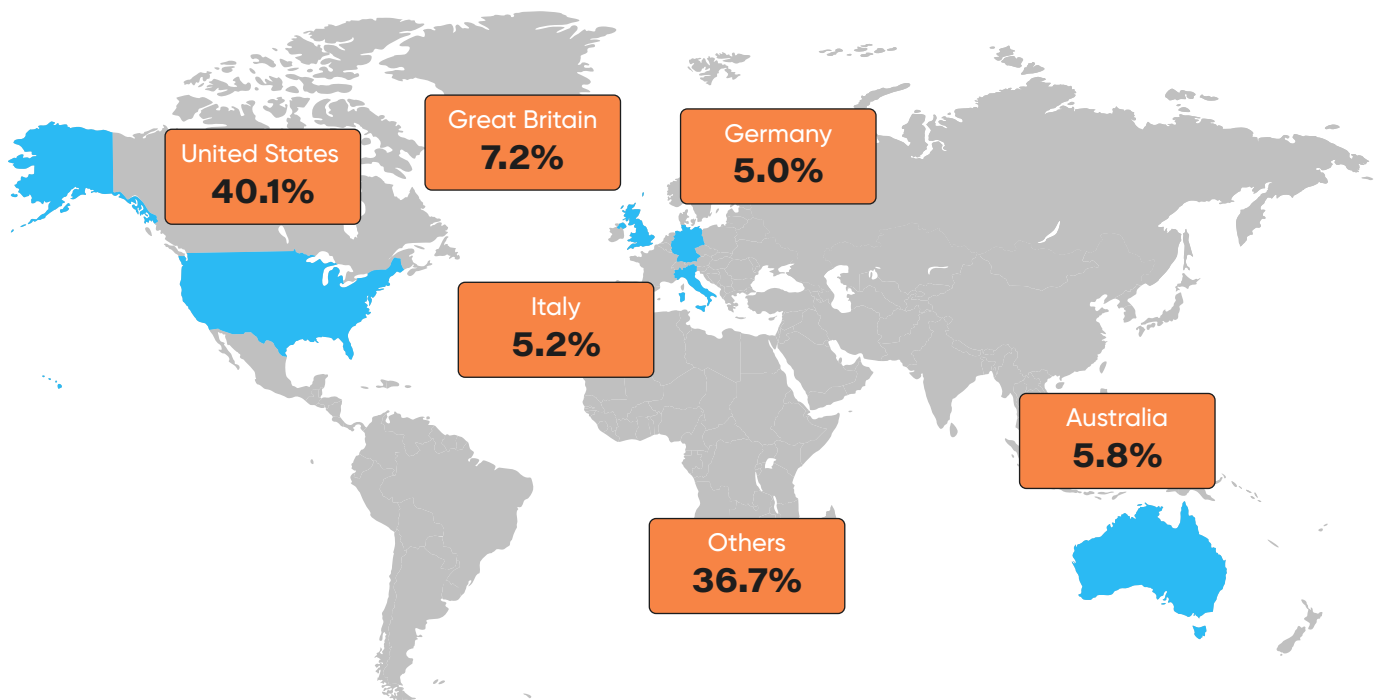
The migration trends observed in 2023 closely parallel those witnessed in 2022, indicating a continuity in platform preferences among users.

Meanwhile, **Magento, BigCommerce, and PrestaShop secure varying percentages of 7.2%, 6.7%, and 2.3%, respectively.** These figures highlight a more diversified landscape where businesses make nuanced choices based on factors like scalability, customization, and specific feature requirements.



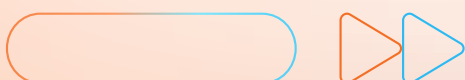
Navigating global eCommerce trends

The United States exhibits a substantial migration rate, with **40.1% of stores choosing Shopify as their platform of choice**. This significant percentage highlights the platform's popularity and adoption among U.S.-based businesses, potentially driven by Shopify's robust features, user-friendly interface, and extensive support ecosystem.



At the same time, **the Great Britain (GB) displays a migration rate of 7.2%**. While this percentage is notably smaller than that of the United States, it still signifies a noteworthy presence of Shopify within the British market. The varying adoption rates may be influenced by factors such as market dynamics, existing platform preferences, or specific needs and requirements of businesses in each country.

The similarity in migration rates across Australia (5.8%), Germany (5.0%), and Italy (5.2%) implies a certain level of international appeal for Shopify, possibly owing to its global scalability and adaptability to diverse business environments.



Part 2

KEY CONSIDERATIONS

When Changing
eCommerce Platform

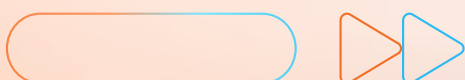


Data security and integrity

As a merchant, **one of their biggest challenges is keeping customer and transaction data safe throughout the migration process.** No one wants to risk losing any valuable sales records that they have worked hard all those years for.

While eCommerce migration introduces complexities, including potential security concerns, a strategic and well-executed approach can minimize risks. It is important for merchants to **prioritize security protocols at every stage of the process**, ensuring a seamless transition without compromising the confidentiality, integrity, and availability of sensitive data.

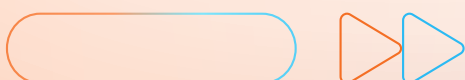
Keeping customer and transaction data safe throughout the migration process is a priority.



Platform compatibility

The compatibility between the old and new platforms is another concern. The answer depends on factors such as data structure, customization, and feature parity. **Some platforms offer migration tools or services to facilitate a smoother transition, while others may require more manual effort.**

To minimize the risks, **ensure that the new platform is compatible with your existing systems, third-party integrations, and any custom functionalities you may have implemented on the old platform.** Alternatively, you can collaborate with experts or seek assistance from the new platform's support team for valuable insights and guidance throughout the migration process.

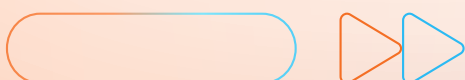


Technical expertise

Since eCommerce migration is a complicated process, a decent level of technical expertise is required to perform manually. **Here are some areas that can be crucial during eCommerce migration:**

- Data migration and database management
- Website development and coding
- Data migration and database management
- APIs and integration
- Security and SEO
- Quality assurance

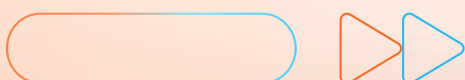
When engaging external assistance, **businesses should look for service providers or professionals with a strong understanding of the mentioned technical aspects.** This collaborative approach ensures a more efficient and secure transition, minimizing potential disruptions and optimizing the overall migration process.



Budgetary constraints

Generally, **smaller stores with fewer inventory items may expect to pay around \$1,000-\$2,000** for a standard migration. **Larger enterprises dealing with thousands of complex products and data may need to budget \$5,000-\$10,000** or more, depending on the scope of work.

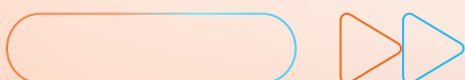
Additional costs like integration of custom features, development work, data volume transfers, platform complexity between sources and targets, as well as minimizing downtime, can all drive migration fees upwards. Hiring a professional migration service typically provides the most cost-effective option versus a DIY approach, though fees vary widely between service providers based on experience and capabilities.



Downtime minimization

In some cases, **scheduled downtime may be necessary, especially during critical phases of the migration.** Communicate this downtime well in advance to your customers through various channels such as your website, social media, and email. Make it clear when the downtime will occur, and assure customers that you are working to ensure a swift and smooth transition.

If possible, **schedule the migration during periods of low traffic to reduce the impact on your customers.** Analyze your website analytics to identify times when traffic is historically lower and plan the migration accordingly.



Part 3

ABOUT LITEXTENSION

#1 Shopping Cart
Migration Expert



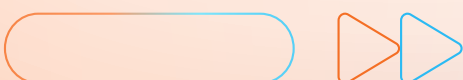
With 10+ years of working in the eCommerce industry, LitExtension is proud to be the #1 Shopping Cart Migration Expert. We provide a cutting-edge solution that seamlessly transfers stored data between platforms, accurately preserving all vital information.



Rather than a stressful technical process, **the LitExtension team aims to guide merchants with customer-centric support.** Our migration specialists are with customers every step of the way, offering planning assistance, setup support, and post-migration guidance to ensure trouble-free transitions.

Constantly innovating, LitExtension now provides expanded capabilities beyond core migrations.

Our experts custom-tailor solutions to perfectly fit each client's unique needs and empower barrier-free reinvention.



#1

Shopping Cart Migration Expert.

140+

Supported Platforms.

280,000+

Stores Migrated.

150,000+

Worldwide Customers.

99%

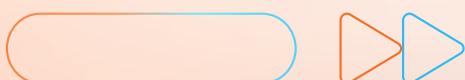
Satisfied Clients.

600+

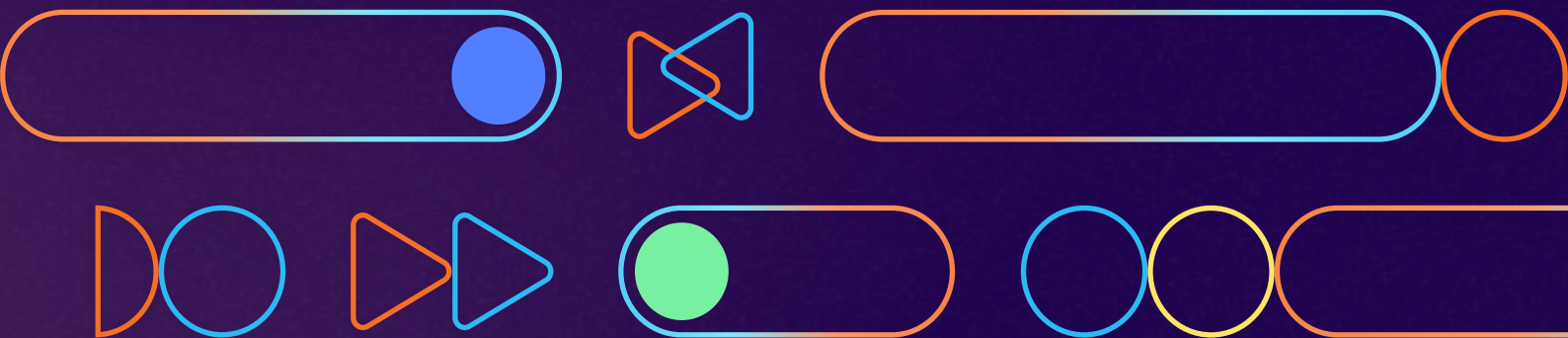
Trusted Partners.

3,900+

Migration Projects in 2023.



Closing

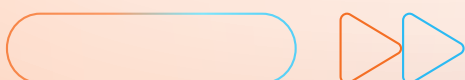


In conclusion, eCommerce platform migration will continue to be an important part of digital business strategy in 2023 and beyond.

As new technologies emerge and customer expectations evolve at a rapid pace, merchants will need to stay agile by reviewing their platforms regularly.

The migration industry itself is also poised for growth and innovation. Leaders like LitExtension will seek to further streamline the process through advanced automation and integration capabilities.

If you have any questions or inquiries regarding this ebook or eCommerce migration in general, don't hesitate to contact LitExtension via email (contact@litextension.com) or reach out to us via Live Chat on LitExtension website.

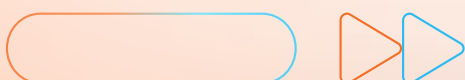


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The entire content writing team is gratefully acknowledged for their creativity, diligence, and commitment to delivering high-quality research content. Their collective effort has produced a comprehensive and insightful report that significantly contributes to our understanding of eCommerce migration trends.

Special appreciation is extended to our talented designers team, who played a pivotal role in creating visually compelling graphics and layouts. Their creativity and attention to aesthetics have not only enhanced the overall presentation of the report but have also contributed to a more engaging and informative reading experience.



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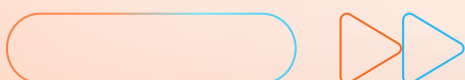
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ECOMMERCE MIGRATION TRENDS 2023

INSIGHTS TO THRIVE BEYOND HORIZONS

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Thanks for Reading!

