Shopify Dropshipping Market & Growth Analysis 2017–2021

CONTENT

Dataset Description

Dataset Description

In order to make this Report, the data of 300M products from more than 600K Shops were crawled on Apr 14, 2021.
Then a sample of 3.5M products from more than 300K shops was chosen randomly to extract the required statistics.
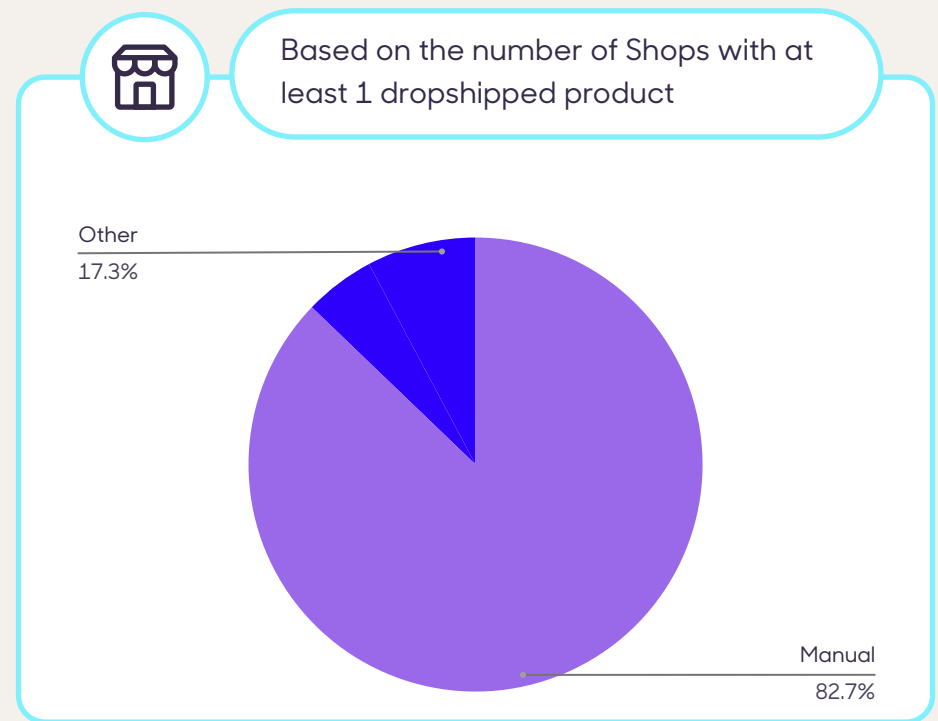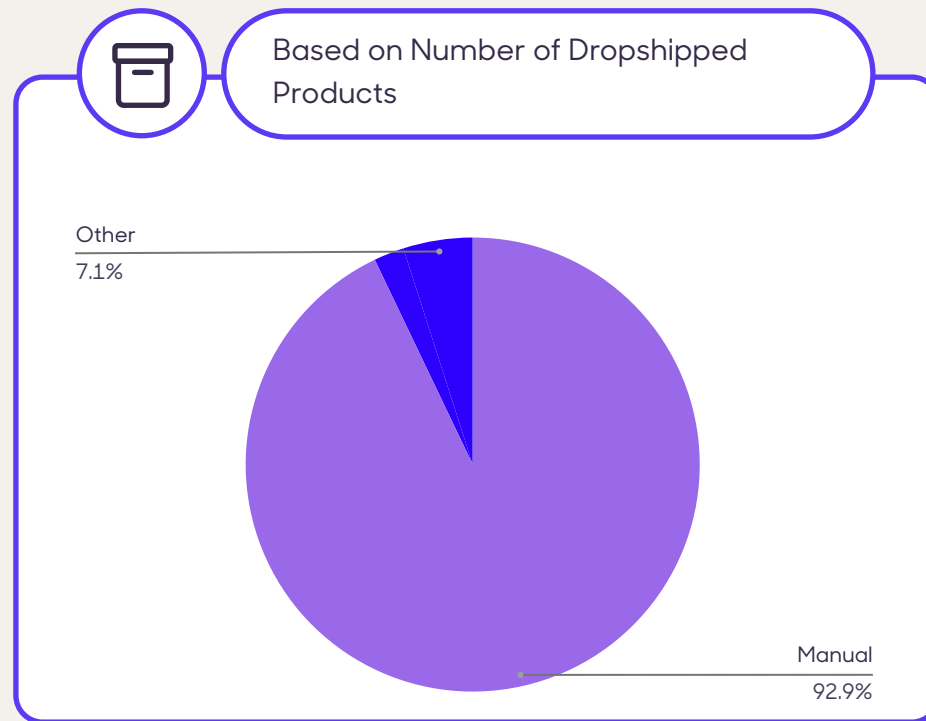
Notes :
– By the term "Dropshipping products" we mean the products which are fulfilled through the Shopify's third-party fulfillment service API or from a Shopify application. The products being dropshipped manually by retailers are not included as dropshipping products.

– For Historical analysis we use the published data of the products, Since we have no access to the products deleted before the time of the crawl, in order to make historical analysis among the dropshipper services we assume that the removing rate of the products are approximately equal among all the dropshipping services and the non-dropshipping products.

– The 3.5M sample products were categorized using a pre-trained Neural Network model for product classification.

How to Use?

Two types of market share analysis is provided throughout this report which is based on **products** & **shops**.

– **Market share based on products** is the relative number of products available in the market through each of the dropshipping services.
– **Market share based on Shop** compares the relative number of shops using each of the services.

Note: For Shops using more than one service at a time, the most frequent dropshipping service is picked as its main service.

Based on Number of Dropshipped Products

Based on the number of Shops with at least 1 dropshipped product

Other
7.1%

Manual
92.9%

Other
17.3%

Manual
82.7%

1. 4 YEARS OF DROPSHIPPING AT A GLANCE

1.1 Dropshipping in Shopify
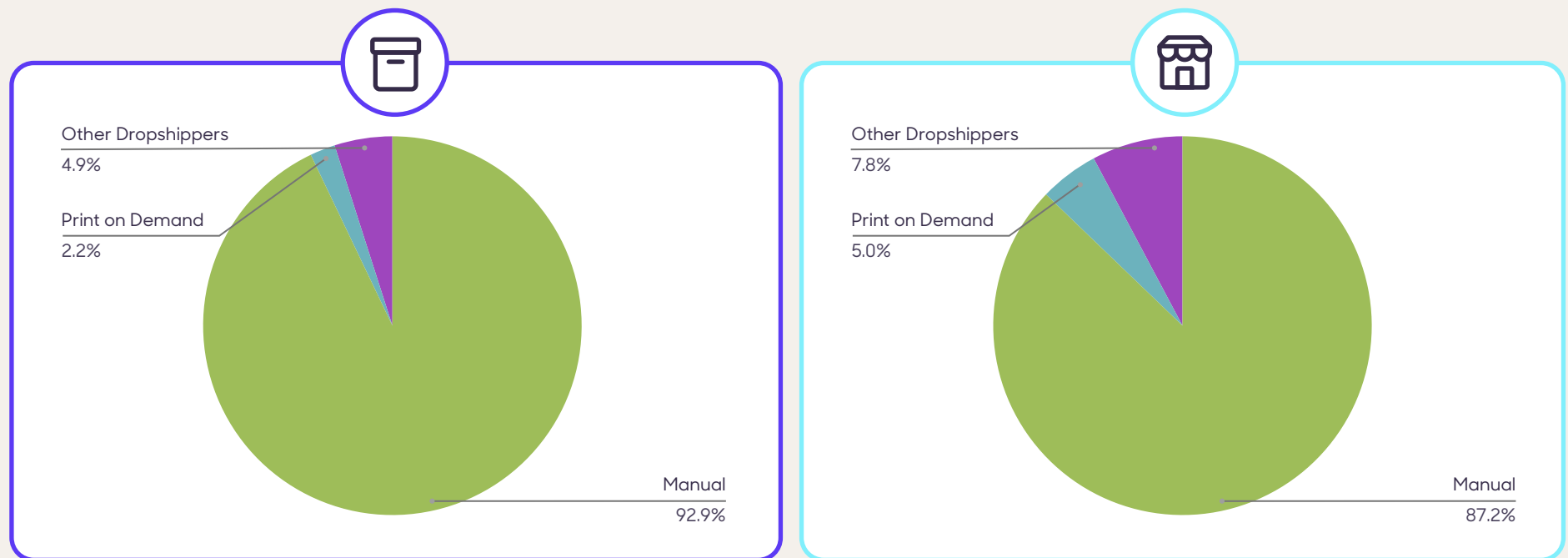## Dropshipping Market Share

As of April 2021, **12.82%** of Shopify stores are using **at least one dropshipping product** while **7.10%** of products in **all Shopify stores** are **supplied from a dropshipping service**.

Note that print of demand services like Printful is assumed as a drop shipping service in this report.

As discussed earlier, the **left** chart shows published product distribution that is **dropshipped or not** and the **right** one shows **stores using dropshipping** products.
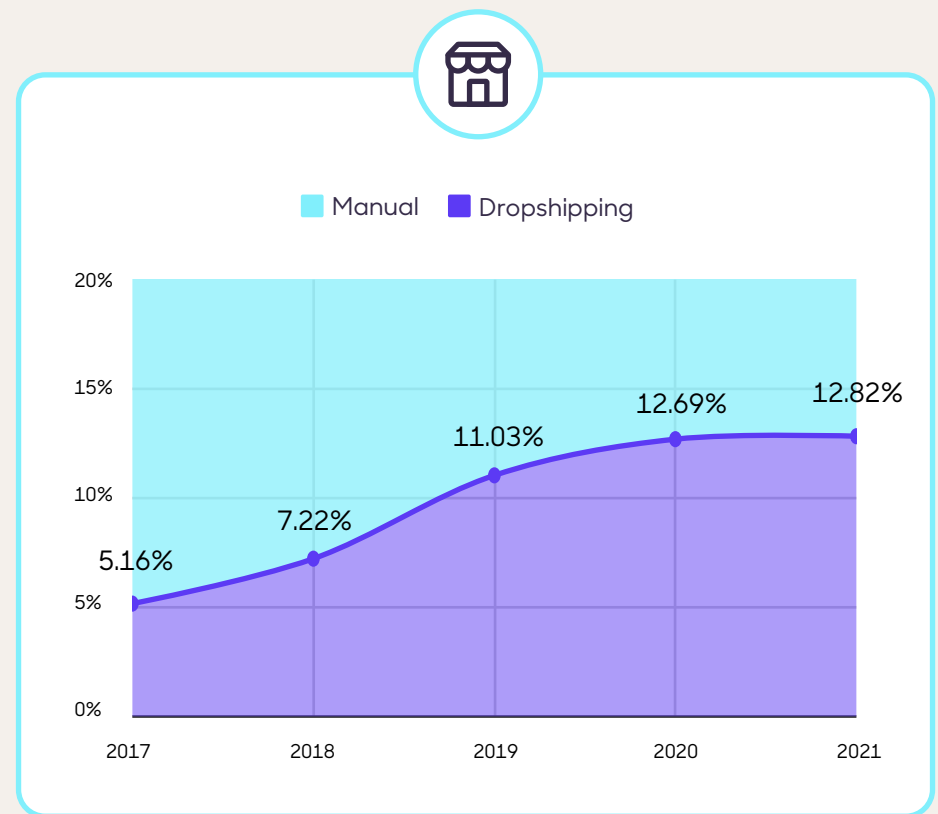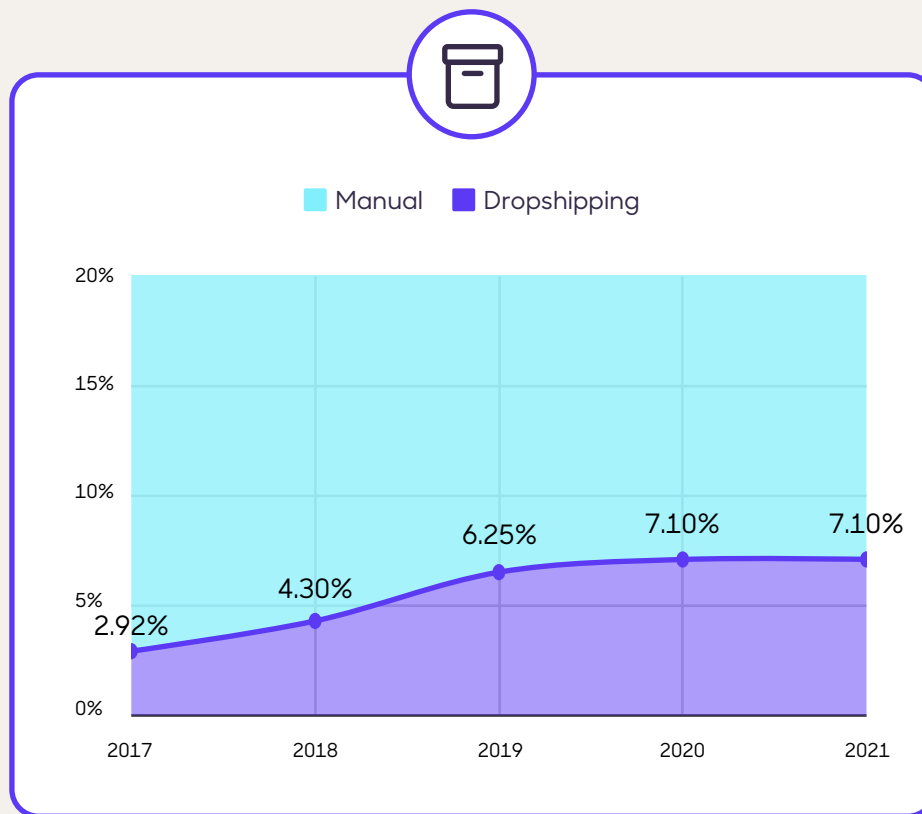
Note: A store with at least one drop shipped product is assumed as a drop shipper.

Other Dropshippers
4.9%

Print on Demand
2.2%

Manual
92.9%

Other Dropshippers
7.8%

Print on Demand
5.0%

Manual
87.2%

1.2 Dropshipping Market Share
2017 - 2021
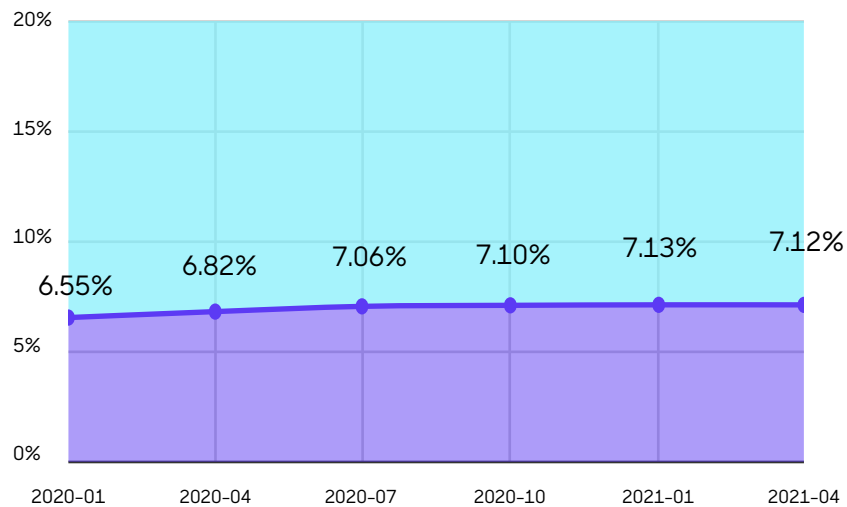
Changes in the **percentage of Dropshipping stores** compared to **all the other stores** can be seen in this chart.
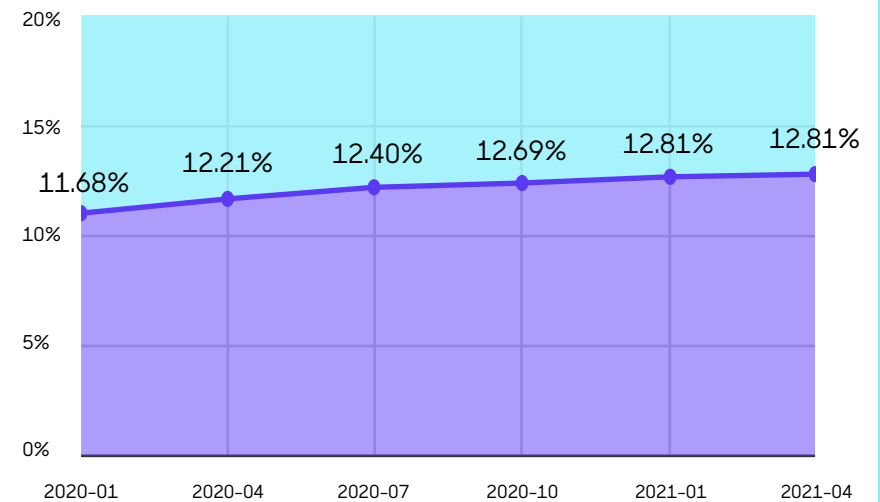
Left chart

Legend: Manual ■ Dropshipping

Year	Dropshipping
2017	2.92%
2018	4.30%
2019	6.25%
2020	7.10%
2021	7.10%

Right chart

Legend: Manual ■ Dropshipping

Year	Dropshipping
2017	5.16%
2018	7.22%
2019	11.03%
2020	12.69%
2021	12.82%

1.3 Dropshipping Market Share
2020 - 2021 (Covid-19 Pandemic Effect)

Left chart (Manual / Dropshipping):
- 2020-01: 6.55%
- 2020-04: 6.82%
- 2020-07: 7.06%
- 2020-10: 7.10%
- 2021-01: 7.13%
- 2021-04: 7.12%

Right chart (Manual / Dropshipping):
- 2020-01: 11.68%
- 2020-04: 12.21%
- 2020-07: 12.40%
- 2020-10: 12.69%
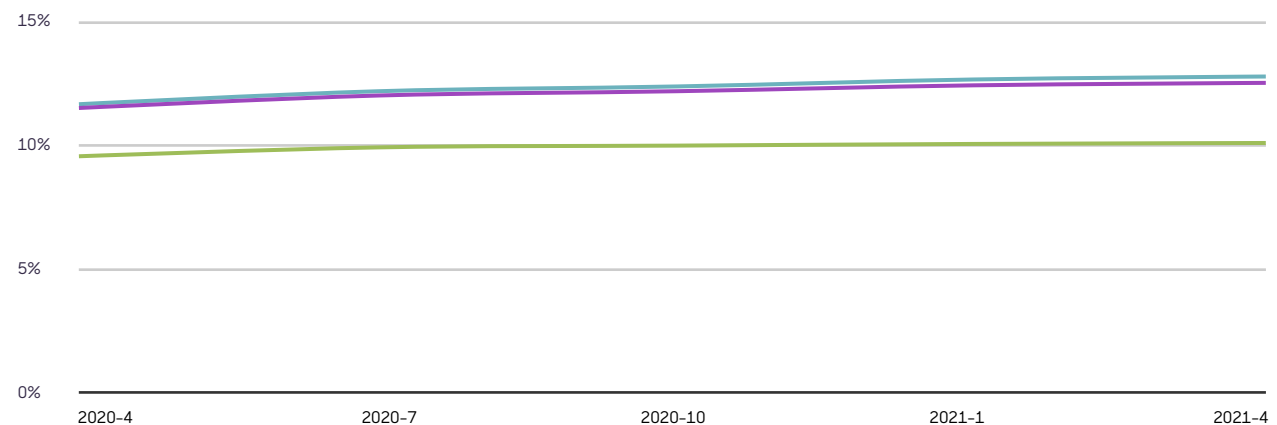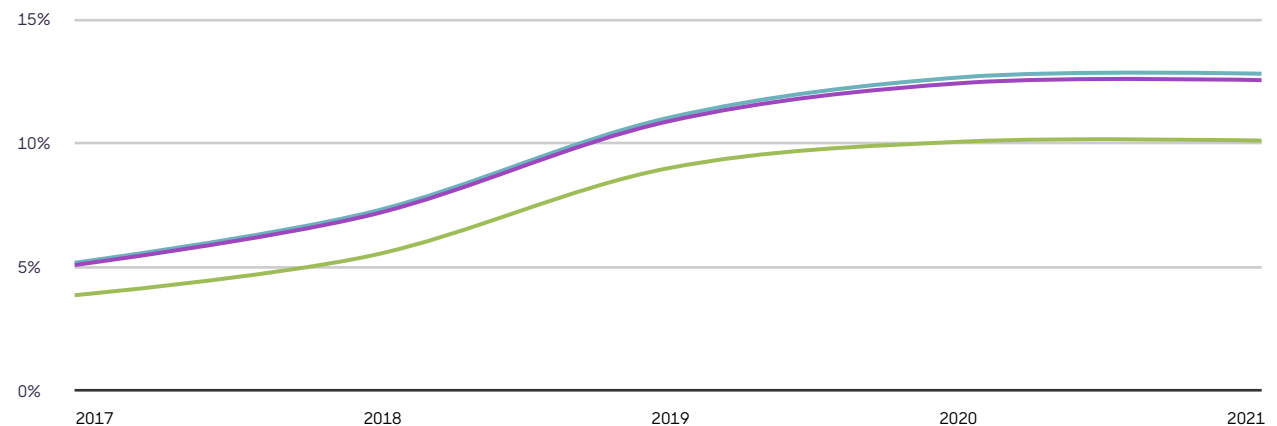- 2021-01: 12.81%
- 2021-04: 12.81%

1.4 Dropshipping's Market Share In Shopify

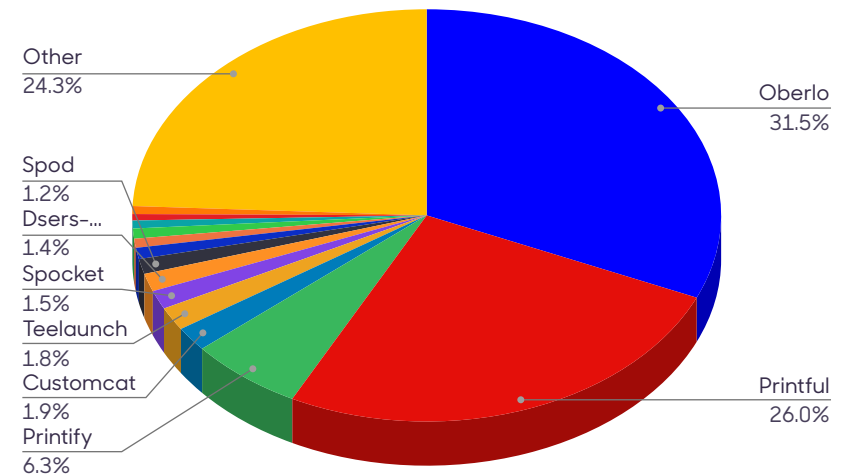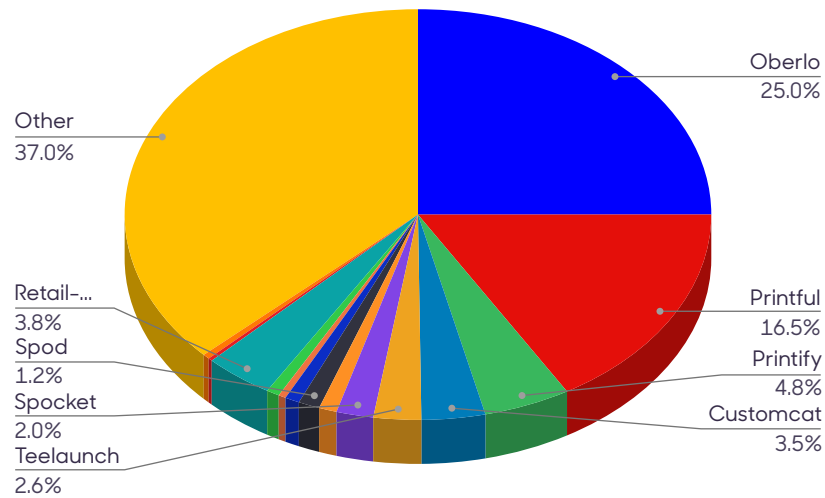## Based on Number of Dropshipped Products

In following chart we consider a store to be a dropshipper if X of it's products are dropshipped, where X has 3 variants:

— At least 1 of their products are dropshipped

— At least %5 of their products are dropshipped

— At least %50 of their products are dropshipped

1.5 Marketshare Among Dropshipping Services

Left pie chart:
- Oberlo 25.0%
- Printful 16.5%
- Printify 4.8%
- Customcat 3.5%
- Teelaunch 2.6%
- Spocket 2.0%
- Spod 1.2%
- Retail-... 3.8%
- Other 37.0%

Right pie chart:
- Oberlo 31.5%
- Printful 26.0%
- Printify 6.3%
- Customcat 1.9%
- Teelaunch 1.8%
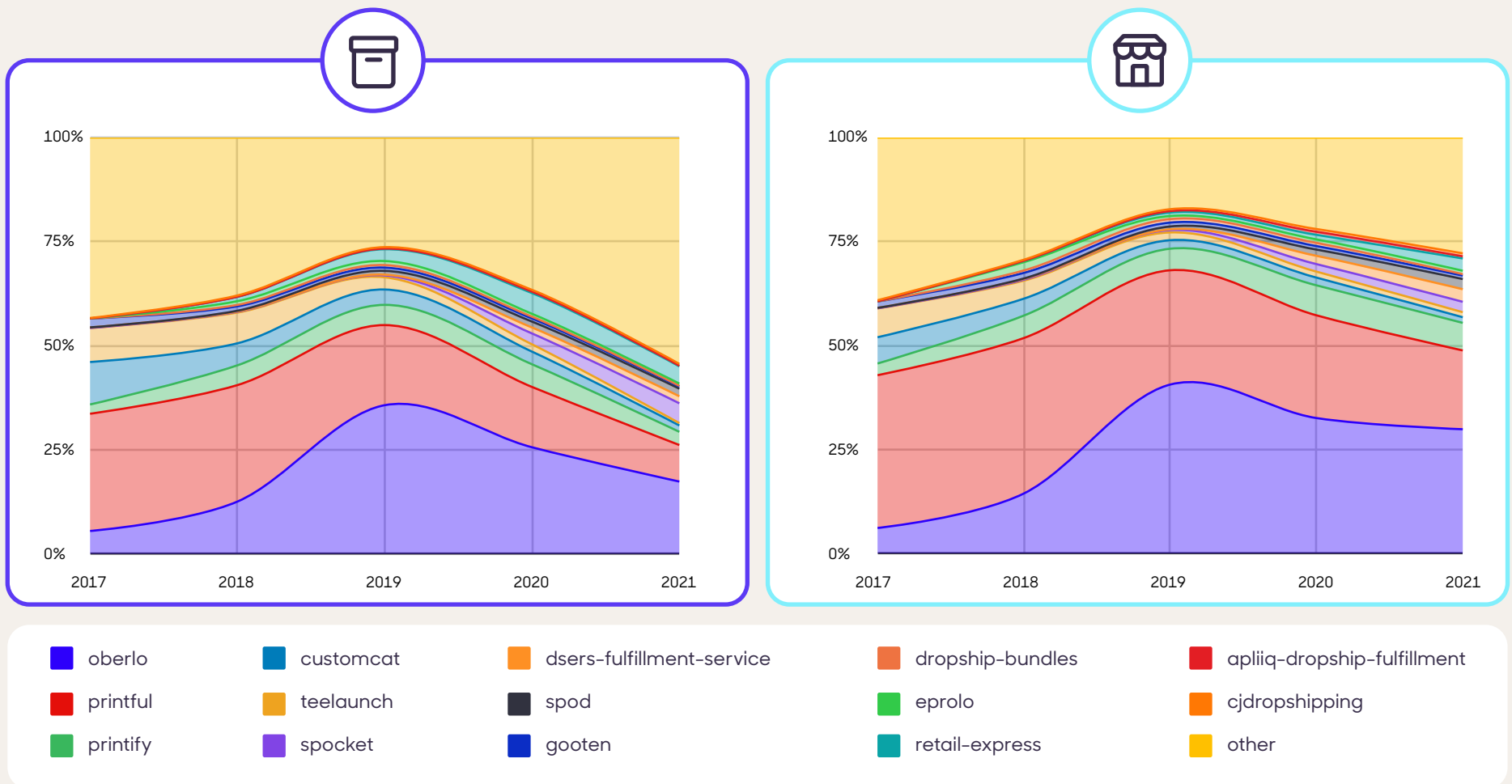- Spocket 1.5%
- Dsers-... 1.4%
- Spod 1.2%
- Other 24.3%

1.6 Competition Among Dropshippers
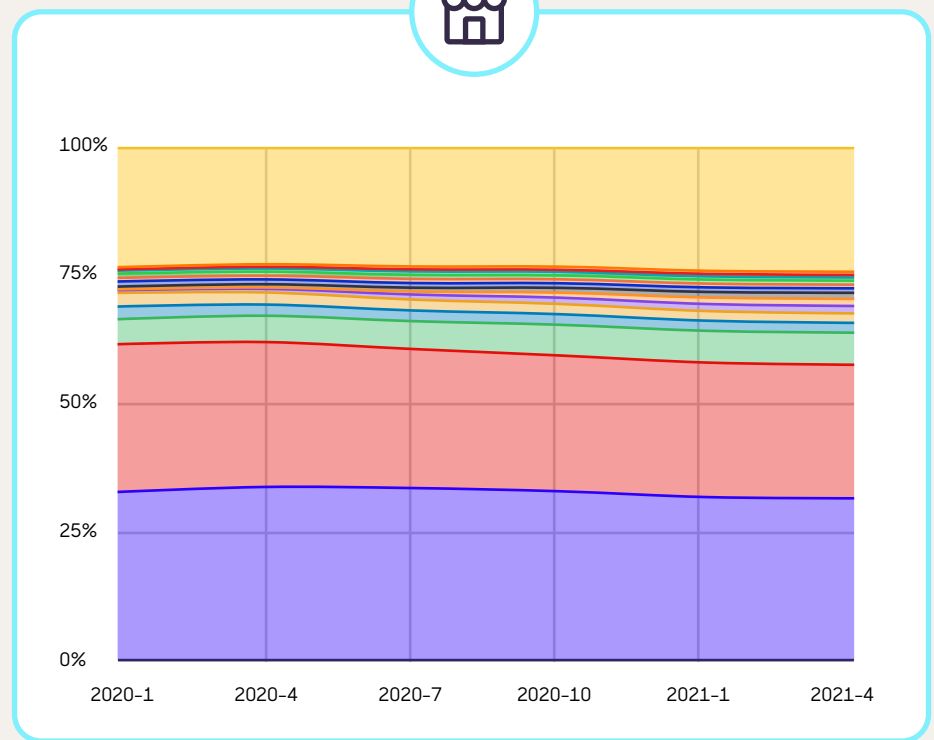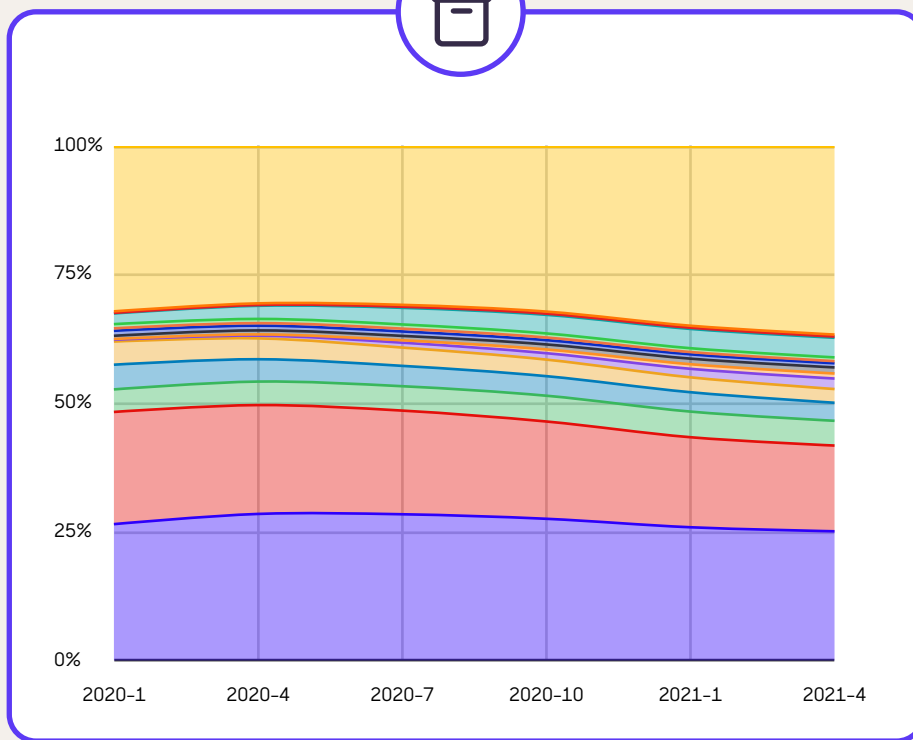## 2017 - 2021

4 year marketshare comparison among the Dropshipping services based on both **product share** and **store share**.

Note: The term "**others**" consists of more than **100 Dropshipping services**.

Legend:
- oberlo
- customcat
- dsers-fulfillment-service
- dropship-bundles
- apliiq-dropship-fulfillment
- printful
- teelaunch
- spod
- eprolo
- cjdropshipping
- printify
- spocket
- gooten
- retail-express
- other

1.7 Competition Among Dropshippers

2020 - 2021 (Covid-19 Pandemic Effect)

Legend:

- oberlo
- printful
- printify
- customcat
- teelaunch
- spocket
- dsers-fulfillment-service
- spod
- gooten
- dropship-bundles
- eprolo
- retail-express
- apliiq-dropship-fulfillment
- cjdropshipping
- other

1.8 Spocket vs. Oberlo

2017 - 2021

Spocket | **Oberlo**

	Up to 2017	2017	2018	2019	2020	2021
Spocket			1.23%	1.24%	5.99%	7.55%
Oberlo	100%	100%	98.77%	98.76%	94.01%	92.45%

Spocket | **Oberlo**

	Up to 2017	2017	2018	2019	2020	2021
Spocket			1.59%	1.60%	4.12%	4.45%
Oberlo	100%	100%	98.41%	98.40%	95.88%	95.55%
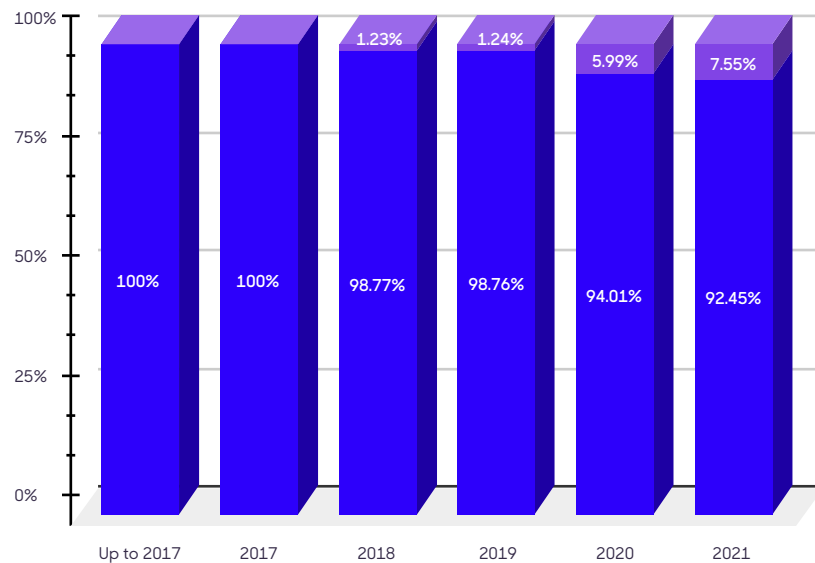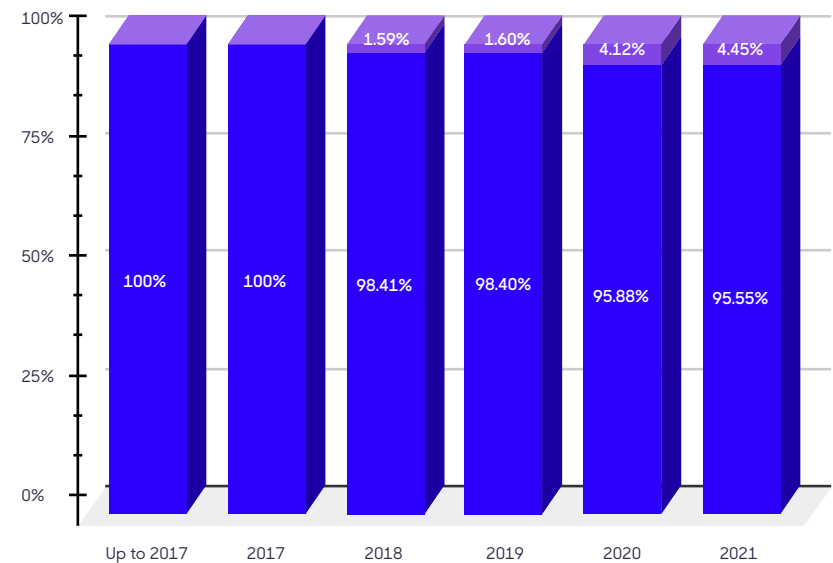
1.9 Spocket vs. Oberlo
2020 - 2021 (Covid-19 Pandemic Effect)

Spocket ■ **Oberlo**

	Up to 2020	2020-Q1	2020-Q2	2020-Q3	2020-Q4	2021-Q1
Spocket	1.27%	1.83%	3.24%	4.33%	6.01%	7.53%
Oberlo	98.73%	9.17%	96.76%	95.67%	93.99%	92.47%

Spocket ■ **Oberlo**

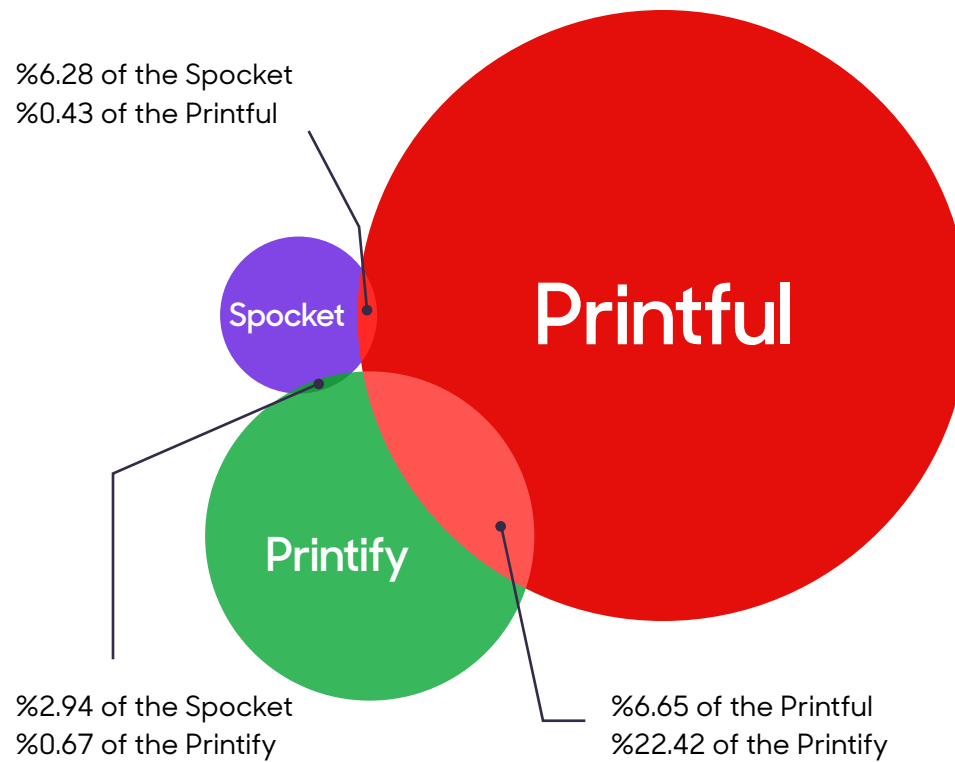|	Up to 2020	2020-Q1	2020-Q2	2020-Q3	2020-Q4	2021-Q1
Spocket	1.60%	2.03%	2.87%	3.57%%	4.12%	4.83%
Oberlo	98.40%	97.97%	97.13%	96.43%	95.88%	95.62%
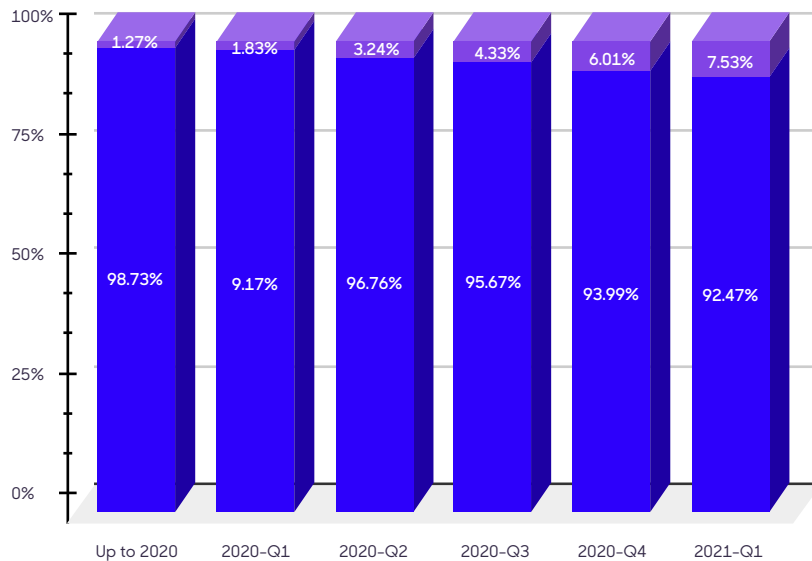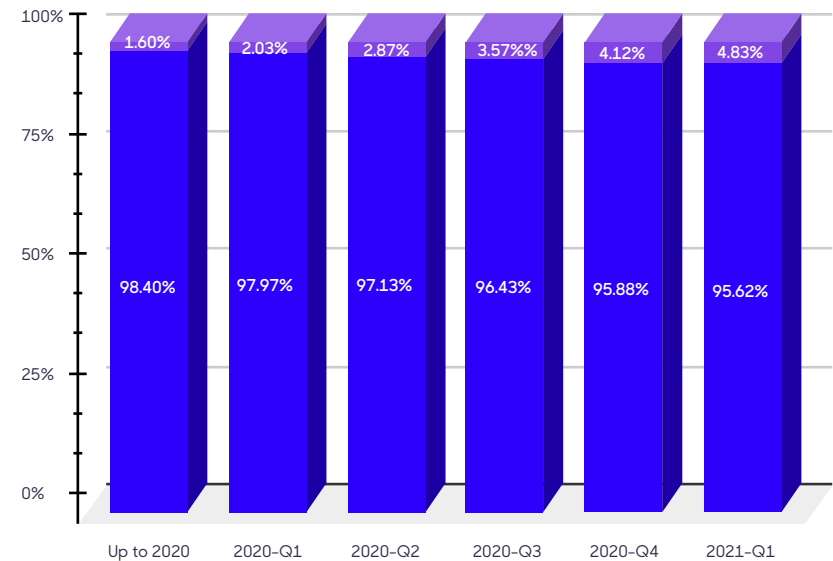
2. DROPSHIPPERS COMPETITION

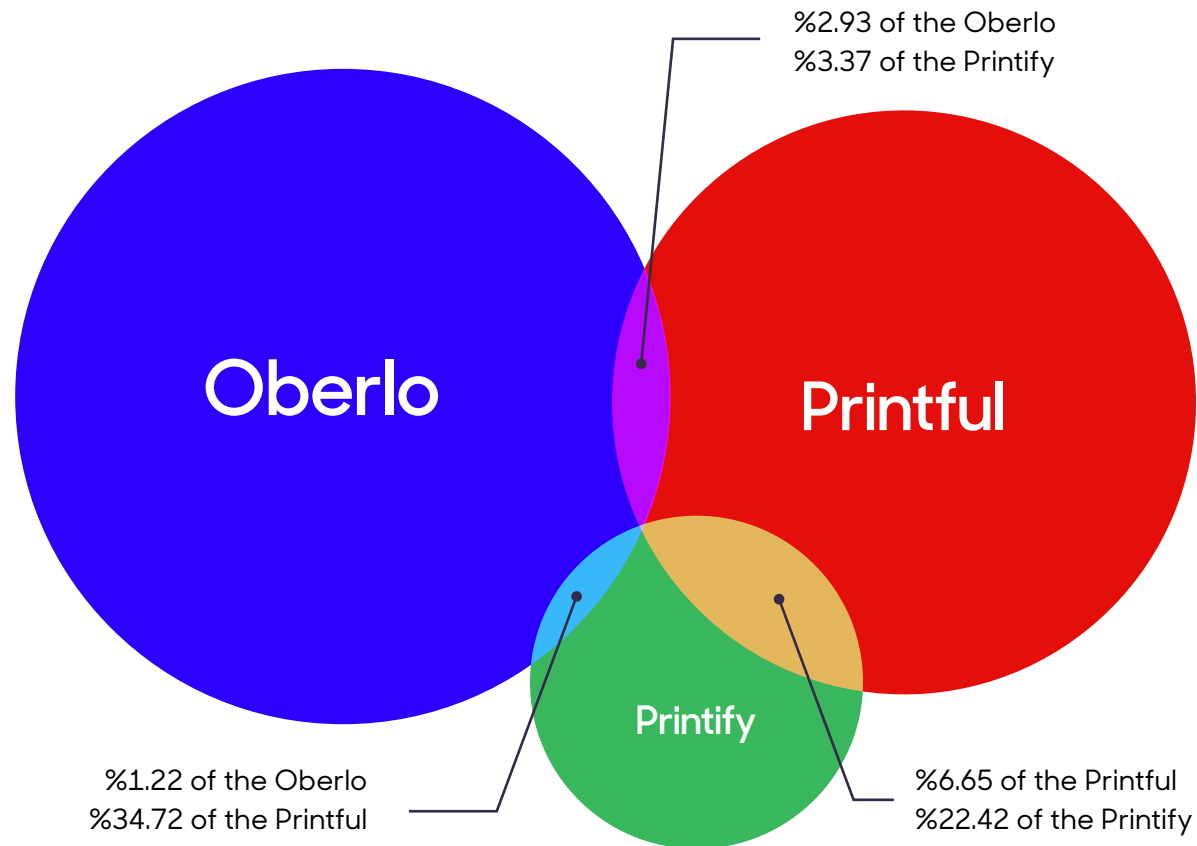The intersection charts analyzes the similarities or uniqueness of the dropshipping services used by stores.

2.1 The Intersection Among Dropshippers
Printful, Printify, and Spocket

%6.28 of the Spocket
%0.43 of the Printful

Spocket

Printful

Printify

%2.94 of the Spocket
%0.67 of the Printify

%6.65 of the Printful
%22.42 of the Printify

%2.93 of the Oberlo
%3.37 of the Printify

Oberlo

Printful

Printify

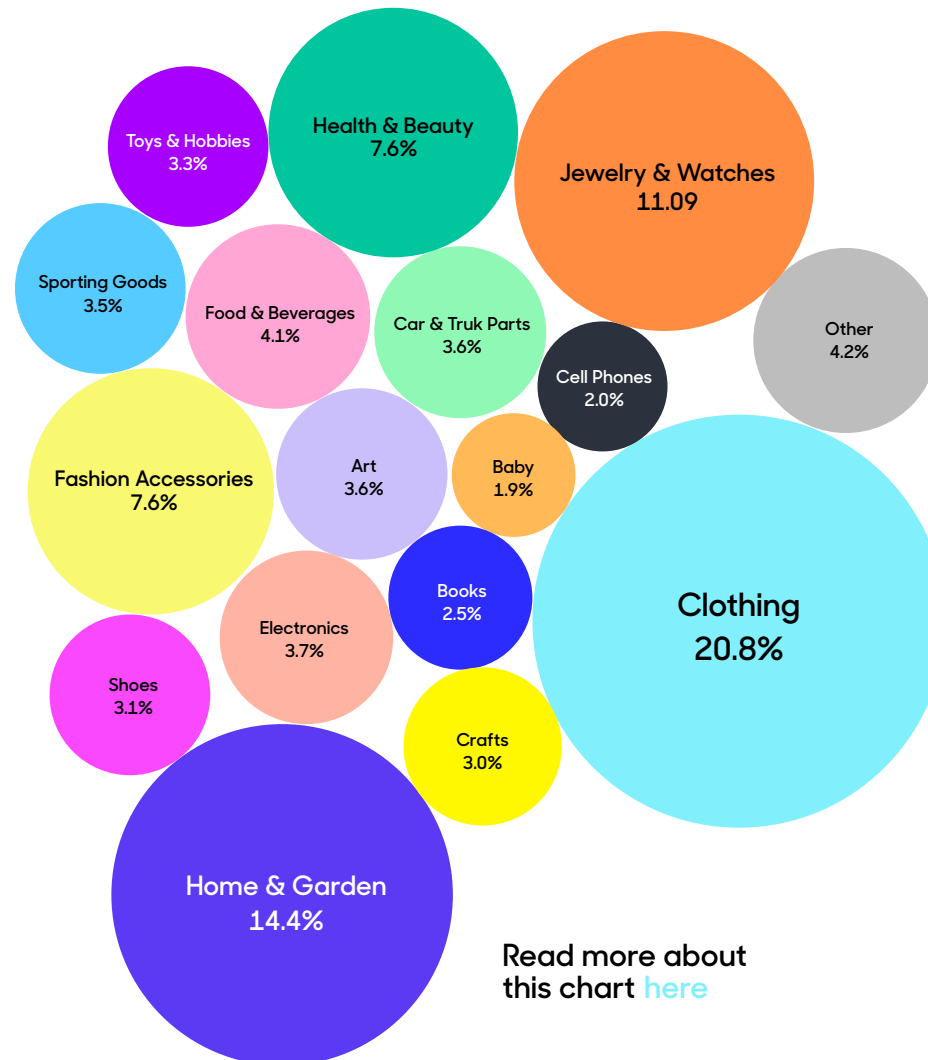%1.22 of the Oberlo
%34.72 of the Printful

%6.65 of the Printful
%22.42 of the Printify

3. PRODUCT TYPE ANALYSIS

3.1 Product Types Distribution
Among All Shopify Stores On April 2021

Toys & Hobbies
3.3%

Health & Beauty
7.6%

Jewelry & Watches
11.09

Sporting Goods
3.5%

Food & Beverages
4.1%

Car & Truk Parts
3.6%

Other
4.2%

Cell Phones
2.0%

Fashion Accessories
7.6%

Art
3.6%

Baby
1.9%

Electronics
3.7%

Books
2.5%

Clothing
20.8%

Shoes
3.1%

Crafts
3.0%

Home & Garden
14.4%

Read more about this chart here

3.2 Product Type Comparison
Spocket vs. Oberlo vs. Shopify

Chart 1 (top): Product type comparison, percentages from 0% to 30%. Categories: Clothing, Home & Garden, Jewelry & Watches, Health & Beauty, Fashion Accessories, Food & Beverages, Electronics, Art, Car & Truck Parts, Sporting Goods, Others. Legend: Shopify, Spocket, Oberlo.

Chart 2 (bottom): Product type comparison, percentages from 0% to 40%. Categories: Clothing, Home & Garden, Jewelry & Watches, Health & Beauty, Fashion Accessories, Food & Beverages, Electronics, Art, Car & Truck Parts, Sporting Goods, Others. Legend: Shopify, Spocket, Oberlo.

3.3 Product Type Distribution
Since 2017
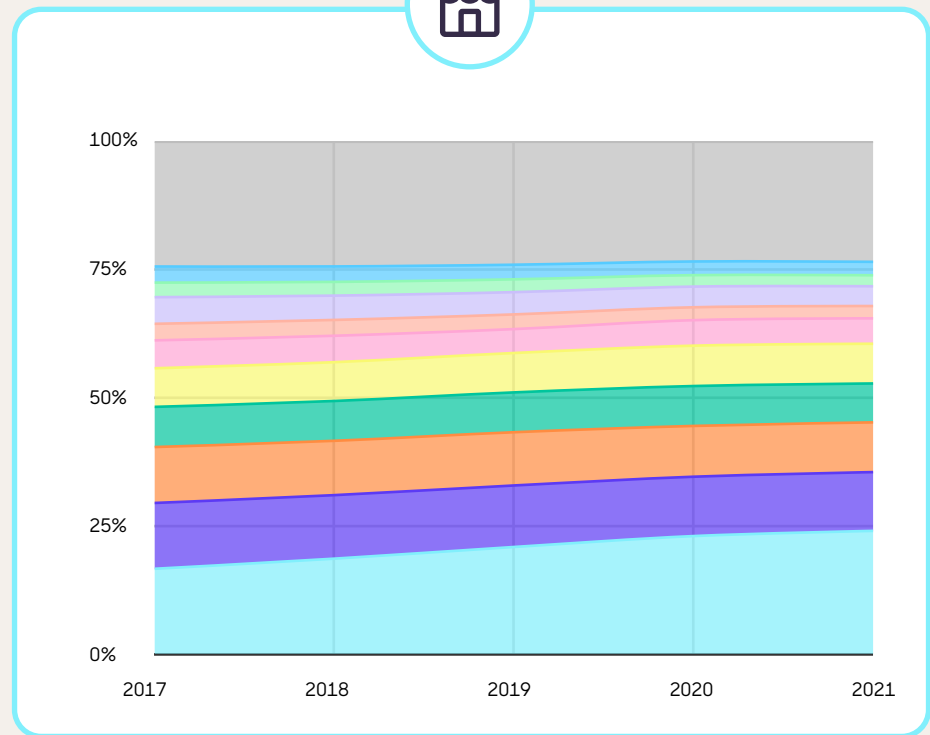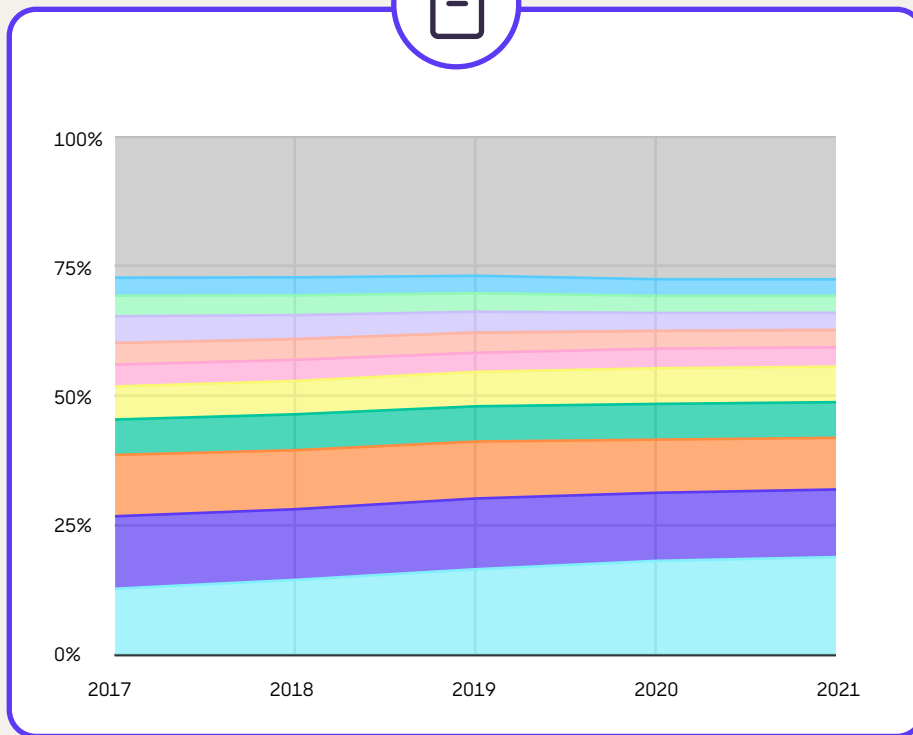
Legend:

- Clothing
- Home & Garden
- Jewelry & Watches
- Health & Beauty
- Fashion Accessories
- Food & Beverages
- Electronics
- Art
- Car & Truck Parts
- Sporting Goods
- Other

4. SHOP PERSONA

4.1 Shop Alexa Ranks
Shopify vs. Oberlo vs. Spocket

Legend: <1M <2M <5M <10M No Rank
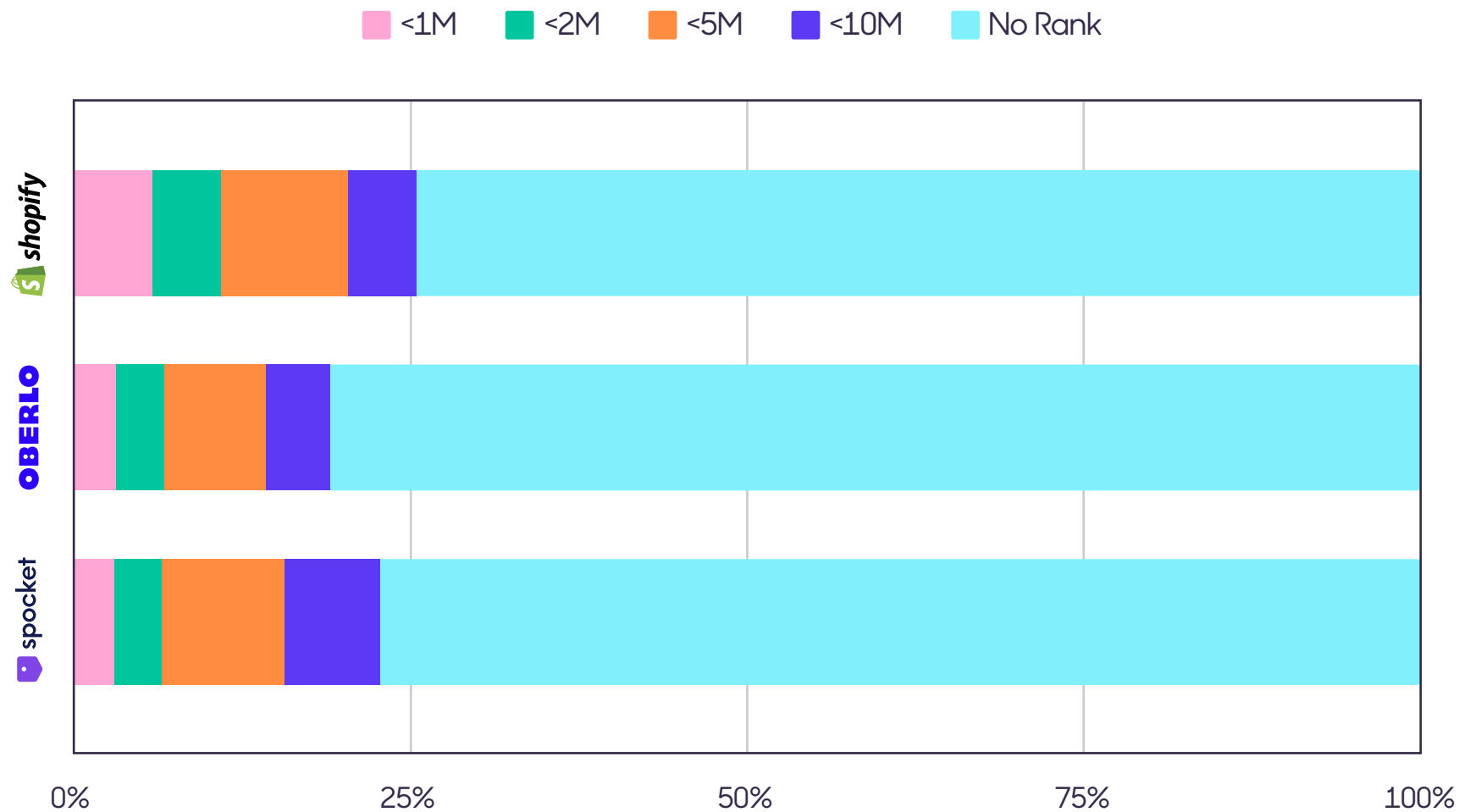
4.2 Shop Product Counts

Shopify vs. Oberlo vs. Spocket

Legend: 1-10, 10-50, 50-200, 200-1000, 1000-2500
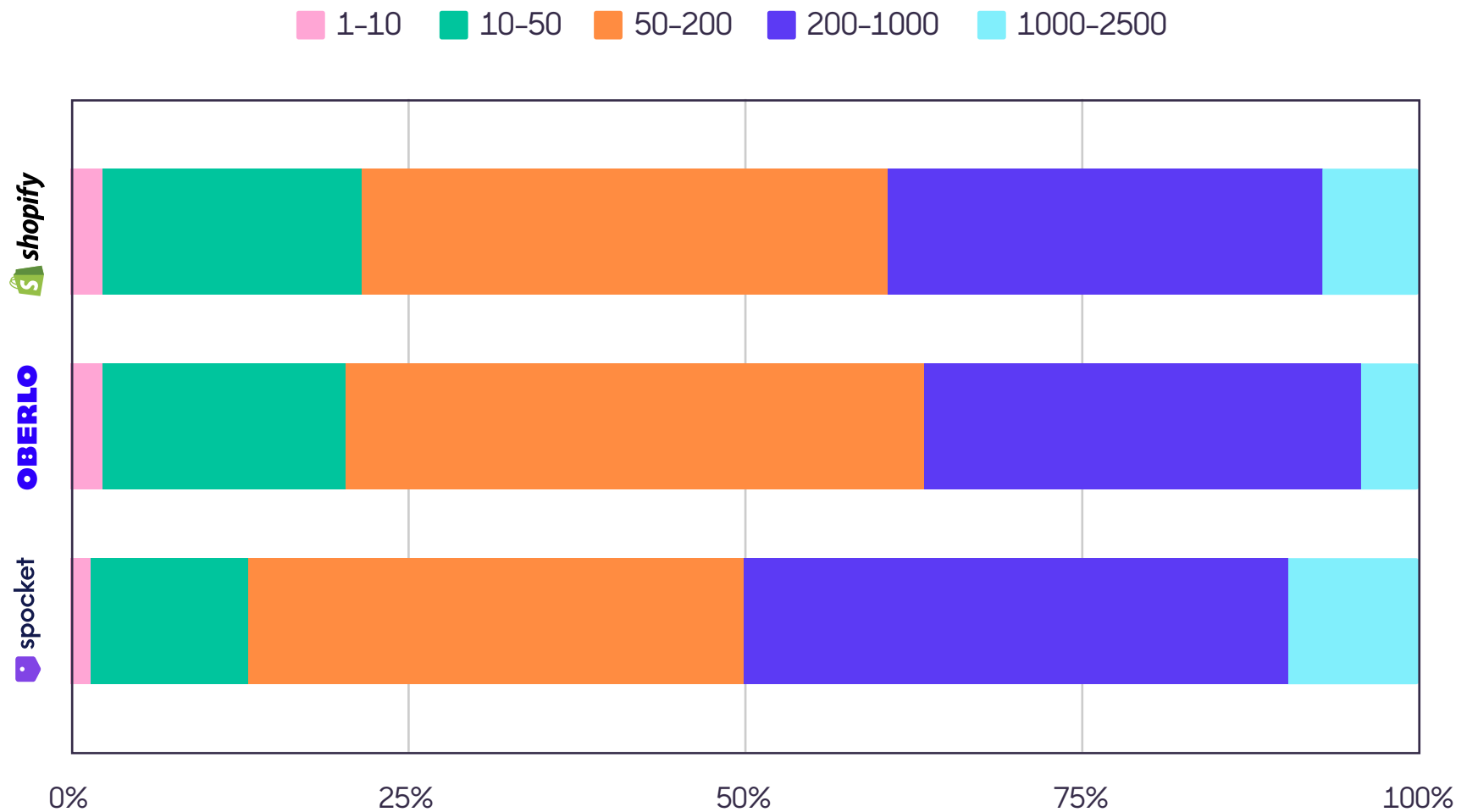
5. DEMOGRAPHIC ANALYSIS OF DROPSHIPPING SERVICES
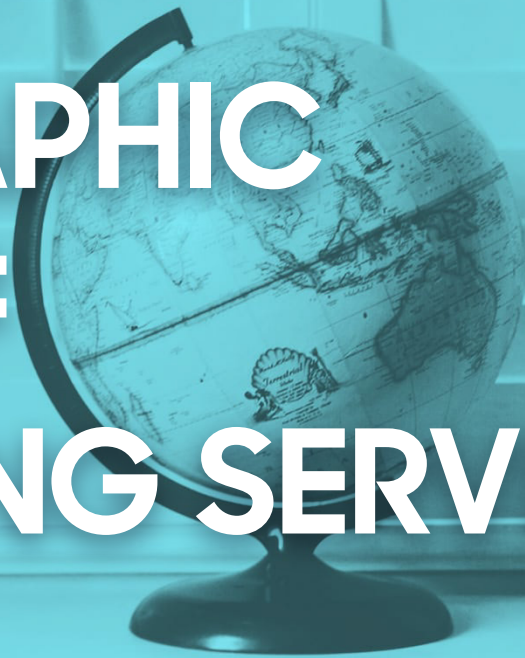
5.1 Geographical Distribution of Shopify Stores

New Zealand
1.8%

Australia
7.4%

Other
3.3%

United Kingdom
9.1%

Other
2.2%

Singapore
0.9%

India
2.2%

Mexico
0.9%

Canada
8.0%

South Africa
0.9%

Oceania
9.1%

Africa
1.3%

Europe
14.4%

Asia
7.1%

Americas
68.1%

United States of
America
62.8%
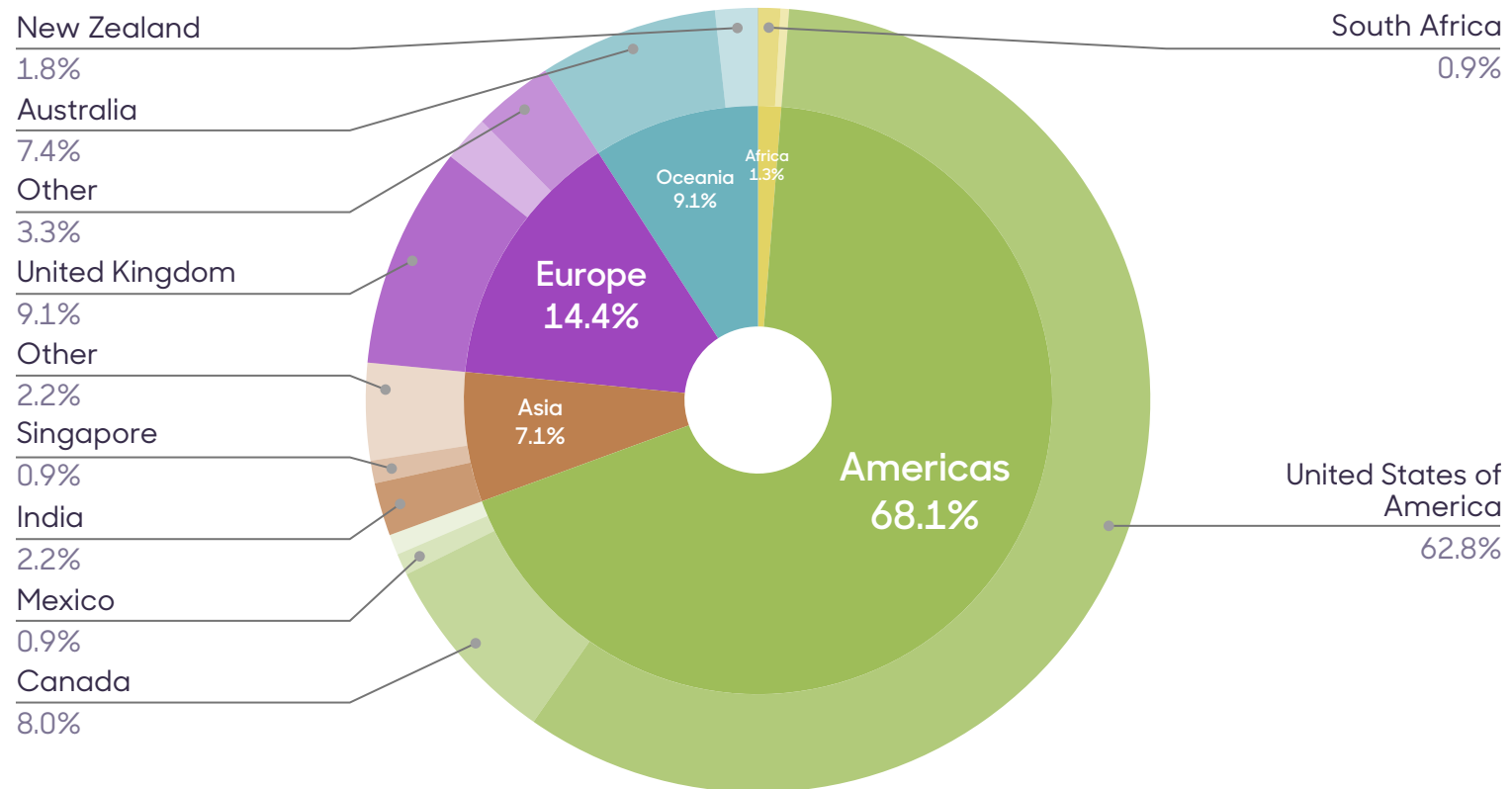
5.2 Geographical Distribution of Stores Using Oberlo

Australia
5.0%

Other
5.0%

Spain
1.4%

France
7.9%

United Kingdom
5.9%

Other
1.9%

Hong Kong
0.9%

Bouvet Island
0.9%

Canada
6.1%

Oceania
5.7%

Africa
1.6%

Europe
20.1%

Asia
4.6%

Americas
68.0%

Morocco
1.3%

United States of
America
60.5%

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