

The State of Web Hosting

Q2 2026

Where new websites actually live: hosting brand-share trends across 2,013,989 launches.

Read the live, interactive report at [websitelaunches.com/reports/state-of-web-hosting-q2-2026](https://www.websitelaunches.com/reports/state-of-web-hosting-q2-2026)



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2,013,989
LAUNCHES

136
BRANDS

12
WEEKS

Jun 2026
PUBLISHED

EXECUTIVE SUMMARY

Developer platforms are gaining share. Classic site builders are getting hit. Shared hosting is roughly flat to slightly down. AI builders are still small, but growing.

- At the category level, **dev platforms rose from 31.0% to 33.9%** share, while **site builders fell from 28.8% to 24.7%** — the largest category decline in the report.
- **Vercel led the quarter**, powering 355,994 launches — 17.7% of all sites with an identified host.
- **Netlify was the quarter's biggest riser**, gaining 1.85 share points from the first tracked week to the last, with weekly volume up 61%.
- **Wix and Squarespace were the clearest losers**. Wix lost 2.08 share points and Squarespace lost 1.47 points, the two largest brand-level declines in the dataset.
- **Shared hosts remained broadly stable**, slipping from 32.3% to 31.7% share.
- **AI builders remain a smaller category**, but their share rose from 3.2% to 4.3%, led by Lovable and GPT Engineer.

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ABOUT THIS FIRST EDITION

This first report covers the 12 complete weeks since hosting-brand detection began: Mar 23–Jun 8, 2026. Because collection started late in March, this edition straddles the Q1/Q2 boundary. Future editions will align to full calendar quarters.

Coverage has held steady at roughly 55% of launches, so weekly trends reflect market movement rather than improving detection.

01

What This Tracks

Every site we discover is fingerprinted for the hosting brand actually serving it — the same *hosting* value shown on each site's launch-record page. This report rolls that signal up by week so you can see how the hosting market is shifting in near real time, rather than as a single end-of-quarter snapshot. Share is measured as a percentage of all launches that week with an identified host, which controls for week-to-week swings in total launch volume.

2,013,989

Launches with a host

12

Weeks tracked

136

Hosting brands

17.7%

Vercel (top host)

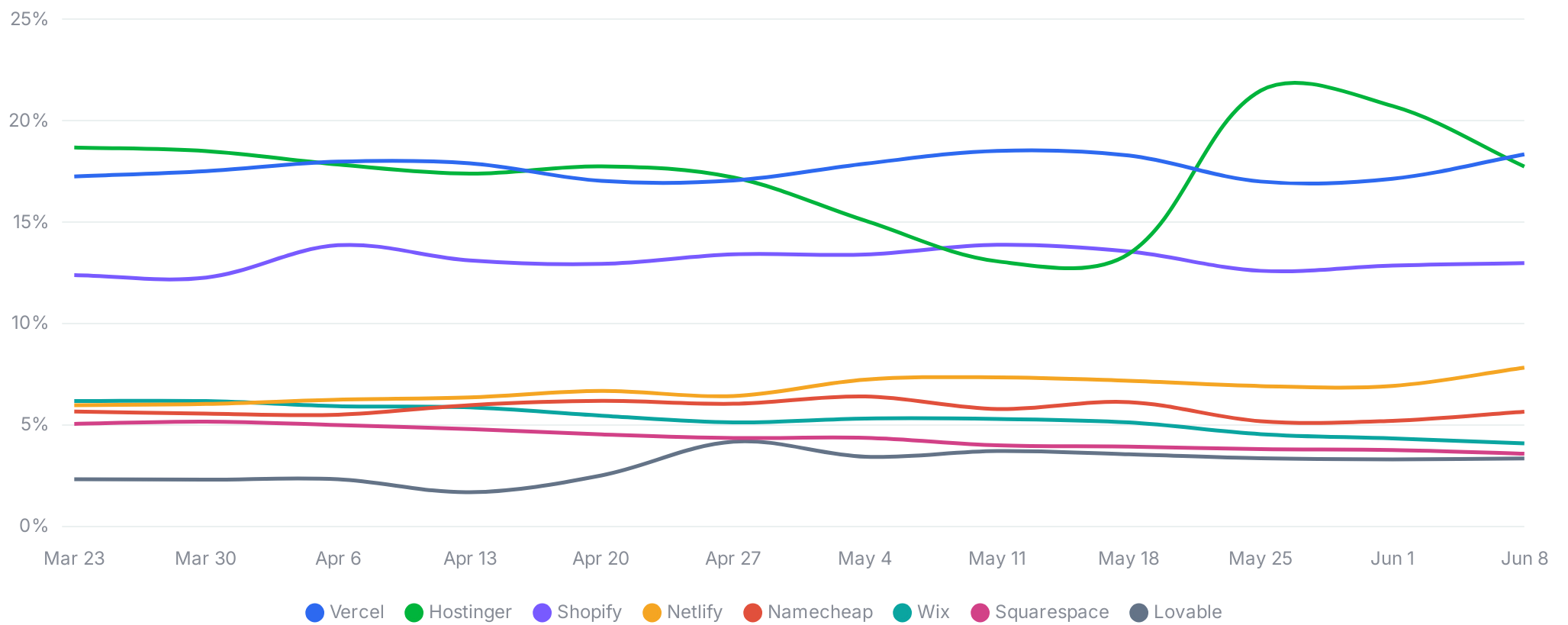
02

Weekly Share Trend

The top 8 hosts by quarter volume, plotted as weekly share of identified-host launches. **Vercel** and **Hostinger** trade the lead at the top, while the developer-

oriented platforms below them climb steadily across the quarter.

Hosting Brand Share by Week (% of identified-host launches)



03

Quarter Leaderboard

All 20 tracked brands ranked by total volume this quarter, with the share change from the first tracked week (Mar 23) to the last (Jun 8).

#	HOSTING BRAND	SITES	SHARE	WK1 → WK12	Δ PTS
1	Vercel DEV PLATFORM Cloud platform built for front-end frameworks; created Next.js and is the go-to deploy target for React/Next.js developers.	355,994	17.7%	17.3% → 18.4%	▲ 1.09
2	Hostinger SHARED HOST Budget shared-hosting giant from Lithuania, known for ultra-low-cost plans and an in-house website builder.	350,504	17.4%	18.7% → 17.8%	▼ 0.94
3	Shopify SITE BUILDER Hosted e-commerce platform that powers a large share of independent online stores.	264,187	13.1%	12.4% → 13.0%	▲ 0.59
4	Netlify DEV PLATFORM Developer platform for static sites and serverless functions; helped popularize the JAMstack approach.	137,271	6.8%	6.0% → 7.8%	▲ 1.85
5	Namecheap REGISTRAR/HOST Domain registrar that also sells affordable shared hosting.	116,491	5.8%	5.7% → 5.7%	- 0.01
6	Wix SITE BUILDER Drag-and-drop website builder aimed at non-technical users and small businesses.	105,760	5.3%	6.2% → 4.1%	▼ 2.08
7	Squarespace SITE BUILDER	87,321	4.3%	5.1% → 3.6%	▼ 1.47

#	HOSTING BRAND	SITES	SHARE	WK1 → WK12	Δ PTS
	Design-led website builder popular for portfolios, small businesses, and online stores.				
8	Lovable AI BUILDER AI app builder ("vibe coding") that generates full web apps from a text prompt — one of the fastest-growing AI dev tools.	61,772	3.1%	2.3% → 3.4%	▲ 1.02
9	GitHub Pages DEV PLATFORM Free static-site hosting served straight from a GitHub repository; common for docs and project sites.	51,677	2.6%	2.5% → 2.6%	▲ 0.09
10	GoDaddy REGISTRAR/HOST One of the largest domain registrars and web hosts.	43,663	2.2%	2.1% → 2.0%	▼ 0.11
11	IONOS SHARED HOST European web host and registrar (formerly 1&1), based in Germany.	39,580	2.0%	2.2% → 1.7%	▼ 0.51
12	Render DEV PLATFORM Developer cloud for hosting apps, APIs, and static sites — often pitched as a modern Heroku alternative.	36,940	1.8%	1.5% → 2.1%	▲ 0.61
13	Google App Engine DEV PLATFORM Google Cloud's fully managed platform for hosting web apps.	29,703	1.5%	1.7% → 1.2%	▼ 0.46
14	Host Industry SHARED HOST Shared web-hosting provider.	29,545	1.5%	1.0% → 2.2%	▲ 1.23
15	WordPress.com SITE BUILDER Hosted WordPress service run by Automattic (distinct from self-hosted WordPress).	24,034	1.2%	1.5% → 1.1%	▼ 0.41
16	GoHighLevel SITE BUILDER All-in-one marketing and CRM platform for agencies; hosts client sites and funnels.	20,593	1.0%	1.1% → 0.9%	▼ 0.26
17	Railway DEV PLATFORM Developer platform for deploying apps and databases with minimal configuration.	20,402	1.0%	1.0% → 1.0%	- 0.02
18	20i (StackCP) SHARED HOST UK-based hosting and reseller platform built on the StackCP control panel.	16,719	0.8%	0.9% → 0.8%	▼ 0.15
19	AWS S3 DEV PLATFORM Amazon's object storage, commonly used to serve static websites.	16,354	0.8%	0.9% → 0.7%	▼ 0.21
20	GPT Engineer AI BUILDER AI app builder that generates web apps from prompts (the project that became Lovable).	14,153	0.7%	0.3% → 0.8%	▲ 0.43

04

Movers of the Quarter

Biggest shifts in share between the first and last tracked week. These are the brands whose momentum — up or down — defined Q2.

▲ GAINING SHARE

Netlify 6.0% → 7.8% share · +61% volume	+1.85 pts
Vercel 17.3% → 18.4% share · +31% volume	+1.09 pts
Lovable 2.3% → 3.4% share · +77% volume	+1.02 pts
Render 1.5% → 2.1% share · +74% volume	+0.61 pts

▼ LOSING SHARE

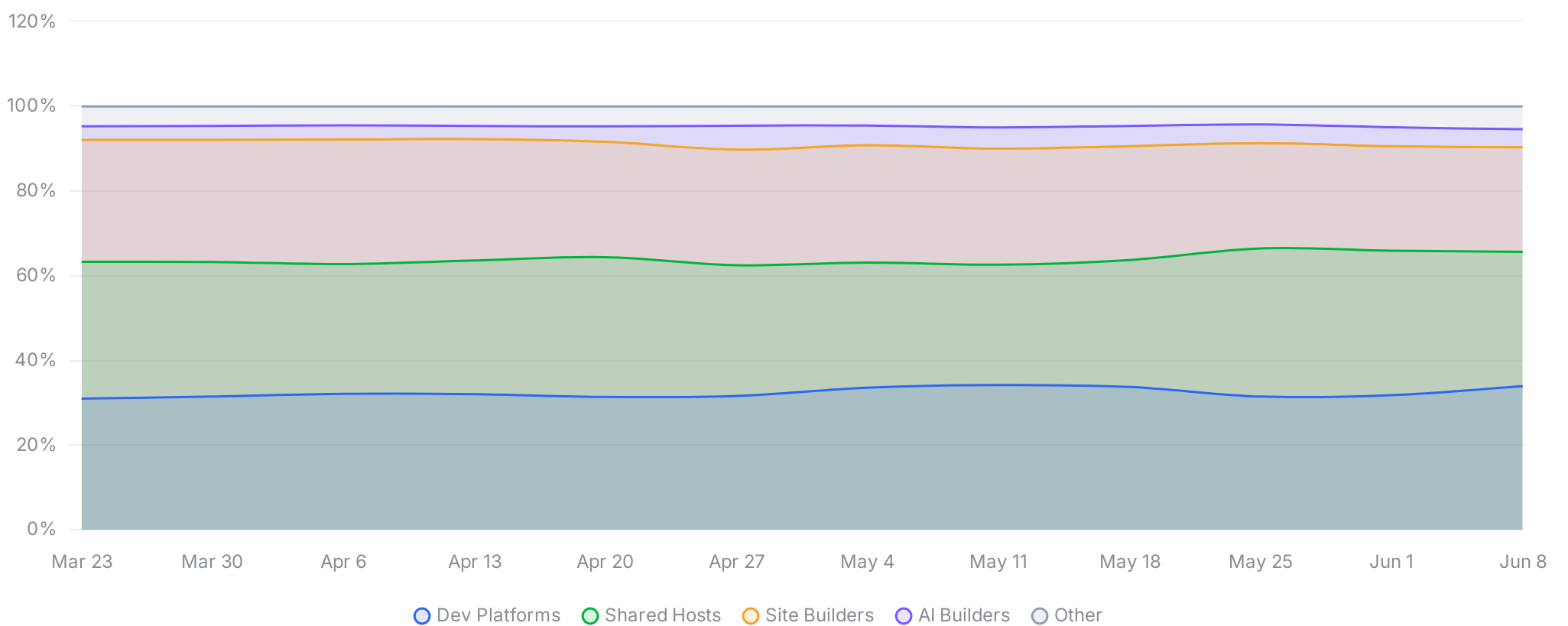
Wix 6.2% → 4.1% share · -18% volume	-2.08 pts
Squarespace 5.1% → 3.6% share · -13% volume	-1.47 pts
Hostinger 18.7% → 17.8% share · +17% volume	-0.94 pts
IONOS 2.2% → 1.7% share · -5% volume	-0.51 pts
Google App Engine 1.7% → 1.2% share · -11% volume	-0.46 pts

05

Platform Archetypes

Grouping the leading brands into four archetypes shows the underlying story more clearly than any single logo. **Dev platforms** (Vercel, Netlify, Render, GitHub Pages...) and **AI builders** (Lovable, GPT Engineer, Manus...) are expanding, while traditional **site builders** (Wix, Squarespace...) give up ground. This is our categorization, not a vendor taxonomy.

Platform-Type Share by Week (% of identified-host launches)



PLATFORM TYPE	SITES	WK1 SHARE	WK12 SHARE	Δ PTS
Dev Platforms	652,796	31.0%	33.9%	+2.94
Shared Hosts	636,403	32.3%	31.7%	-0.58

PLATFORM TYPE	SITES	WK1 SHARE	WK12 SHARE	Δ PTS
Site Builders	545,451	28.8%	24.7%	-4.12
AI Builders	84,605	3.2%	4.3%	+1.05
Other	94,734	4.7%	5.4%	+0.72

How to Read This

The hosting brand is a customer-facing fingerprint — not the underlying CDN. A site fronted by Cloudflare but actually served from Vercel is tagged as the latter.

Share is computed per week against that week's identified-host launches, so the trend lines are not distorted by the overall growth in launch volume across the quarter.

06

Which Launches Actually Stick

A launch only matters if the site is still there a month later. This final section flips the question from *who gets the most launches* to *whose launches survive*. For every host we take the sites that are now more than 30 days old (1,317,403 in total) and read two signals from each site's launch record: whether it reached the **"30 days operational"** milestone, and whether it ever logged a **major outage** (a "service interruption detected" event). Only the 28 hosts with at least 5,000 qualifying sites are ranked, so the rates are stable. The 30-day age cut-off makes the test fair for every host.

1,317,403

Sites in 30-day cohort

91.3%

Average 30-day survival

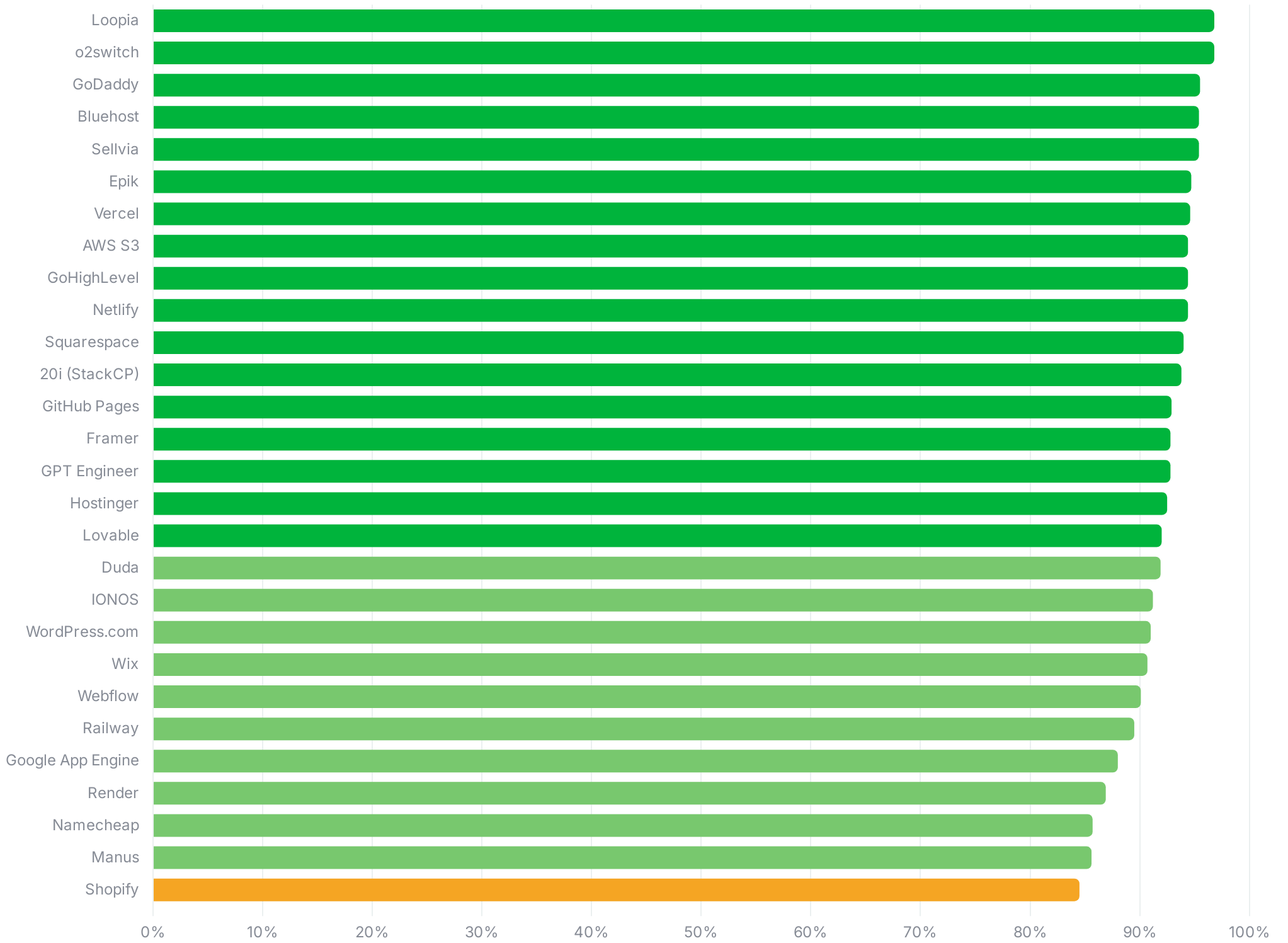
96.8%

Best: Loopia

84.5%

Lowest: Shopify

30-Day Survival Rate by Host (% of >30-day-old sites still operational)



#	HOSTING BRAND	COHORT (>30D)	30-DAY SURVIVAL	OUTAGE RATE	UP NOW
1	Loopia	6,373	96.8%	2.2%	97.4%
2	o2switch	6,275	96.8%	2.6%	97.1%
3	GoDaddy REGISTRAR/HOST	29,795	95.5%	4.8%	94.8%
4	Bluehost	5,055	95.4%	5.2%	94.6%
5	Sellvia	8,294	95.4%	8.3%	92.9%
6	Epik	5,328	94.7%	5.7%	93.2%
7	Vercel DEV PLATFORM	233,401	94.6%	5.0%	94.2%
8	AWS S3 DEV PLATFORM	11,527	94.4%	5.8%	93.6%
9	GoHighLevel SITE BUILDER	14,249	94.4%	5.1%	93.7%
10	Netlify DEV PLATFORM	86,300	94.4%	5.0%	94.1%

#	HOSTING BRAND	COHORT (>30D)	30-DAY SURVIVAL	OUTAGE RATE	UP NOW
11	Squarespace SITE BUILDER	61,231	94.0%	6.4%	92.5%
12	20i (StackCP) SHARED HOST	11,656	93.8%	6.1%	93.2%
13	GitHub Pages DEV PLATFORM	33,428	92.9%	6.0%	92.9%
14	Framer	8,359	92.8%	9.3%	89.6%
15	GPT Engineer AI BUILDER	8,466	92.8%	5.3%	93.0%
16	Hostinger SHARED HOST	223,015	92.5%	10.0%	91.6%
17	Lovable AI BUILDER	37,566	92.0%	6.6%	92.0%
18	Duda	8,968	91.9%	8.4%	90.3%
19	IONOS SHARED HOST	27,438	91.2%	8.7%	89.9%
20	WordPress.com SITE BUILDER	15,914	91.0%	8.4%	90.1%
21	Wix SITE BUILDER	74,498	90.7%	8.6%	89.9%
22	Webflow	5,257	90.1%	10.7%	87.9%
23	Railway DEV PLATFORM	13,539	89.5%	12.3%	86.3%
24	Google App Engine DEV PLATFORM	20,949	88.0%	13.8%	84.4%
25	Render DEV PLATFORM	22,997	86.9%	13.7%	84.9%
26	Namecheap REGISTRAR/HOST	77,554	85.7%	13.9%	84.0%
27	Manus	6,871	85.6%	16.9%	81.3%
28	Shopify SITE BUILDER	173,468	84.5%	16.6%	79.9%

Volume is not the same as staying power

Most hosts cluster between 85% and 97% — the typical new site, wherever it lands, is still operational a month later. But the spread at the edges is where the story is. **Shopify** is the standout cautionary case among the high-volume hosts: huge launch numbers but only 84.5% of its 30-day cohort survives and 16.6% log an outage — the churn of trial stores that never open.

It is a reminder that a host topping a raw launch chart and a host whose launches *last* are not always the same host.

One caveat: “30 days operational” means the site stayed reachable, not that the business behind it is real or active. It is a floor on legitimacy, not a guarantee of it.

Where Hosts Specialize

Different hosts attract different kinds of sites. This matrix scores how concentrated each host's launches are in a category versus the overall average — an **affinity index** where values above 1.0 (green) mark where a host over-indexes. The pattern is stark: Shopify is almost purely commerce, Vercel and GitHub Pages skew to technology and developer-leaning sites, while Wix, Squarespace, and GoDaddy concentrate in local-business, nonprofit, and portfolio sites.

Host	E-commerce	Local	Pro Services	Content	Technology	Portfolio	Events	Nonprofit
Vercel	0.4	0.8	1.1	1.2	2.2	1.4	1.2	0.9
Hostinger	0.8	1.3	1.2	1.3	0.7	0.6	1.0	1.0
Shopify	3.8	0.1	0.0	0.1	0.0	0.0	0.1	0.1
Netlify	0.4	1.3	1.4	1.0	1.1	1.2	1.1	1.1
Namecheap	0.6	1.0	1.1	1.5	1.1	0.7	1.4	1.0
Wix	0.6	1.8	1.1	0.6	0.1	1.5	1.3	2.0
Squarespace	0.3	1.4	1.3	0.9	0.1	2.7	1.2	2.0
Lovable	0.5	1.1	1.3	1.1	1.5	0.7	1.4	1.2
GitHub Pages	0.3	0.8	0.9	1.1	1.5	2.8	1.4	1.1
GoDaddy	0.4	1.6	1.5	0.8	0.7	0.5	1.1	1.7
IONOS	0.4	1.5	0.9	1.4	1.0	0.9	1.4	1.4
Render	0.5	1.0	1.3	1.1	1.6	0.6	1.5	1.5

How to read it: each cell is an affinity index — a host's share of launches in that category divided by the category's overall share. **1.0** is average, **2.0x** is twice as concentrated as expected, and values under 1.0 (gray) are under-represented. Based on the 12 largest hosts and the 8 largest site categories.

Methodology. Based on the `hosting_branded` fingerprint recorded for each newly launched site in our database. The window covers 12 complete ISO weeks (2026-03-23 through 2026-06-14); partial weeks at the start of data collection and the current in-progress week are excluded so trend lines compare like-for-like. Weekly share is the brand's launches that week divided by all launches that week with an identified host (2,013,989 total). Sites without a confidently identified host are excluded from all share figures. The survival section uses a different cohort: every site with an identified host whose launch is now more than 30 days old (1,317,403 sites), with the "30 days operational" and "service interruption detected" signals read from each site's `launch_record` history; only hosts with at least 5,000 such sites are ranked. Generated 2026-06-16.