Australian Ecommerce Platform Adoption

Technical research report — 2027 planning edition · Magenable

Observation period: November 2026 **Ranking snapshot:** 9 November 2026, UTC
Report prepared: 10 November 2026, UTC
Dataset: powerretail-all-retailers.csv (573 entries)
Dataset SHA-256: `2588f8ab0233616bb2a0bfaefafbf9ca7af8314341d0d12b4e20f925d5a86581`
Classification: Confirmed / Probable / Unknown / Scope issue

Status: research report for internal and client use. Not a national market-share census, a licensing audit, or a checkout/security/performance assessment.

Executive summary

This report documents a technical survey of the commerce platforms underlying leading Australian online retailers. We reviewed the first 100 entries of Power Retail's live retailer ranking and a wider 573-entry source register, observed in November 2026.

- **Top 100:** 51 confirmed technical attributions, 10 probable, 39 unknown. Shopify led confirmed findings (23), followed by the Magento / Adobe Commerce family (13) and Salesforce Commerce Cloud (7).
- **Wider register:** 351 confirmed, 22 probable, 193 unknown, 7 scope issues. Shopify accounted for 232 of the 351 confirmed attributions.
- **Cohort difference:** Shopify held ~45% of confirmed top-100 attributions versus ~66% across the wider register. Enterprise platforms (Magento / Adobe Commerce, Salesforce, SAP, HCL) were proportionally more common in the top 100.
- **Coverage gap:** 39 of 100 top retailers could not be identified, largely because headless and custom frontends hide the underlying commerce engine. Counts should be read as a floor, not a complete census.

1. Research question and scope

The primary question is: *which commerce platforms power the Australian storefronts of a defined group of leading online retailers at the time of observation?*

This measures **platform adoption within a selected cohort**. It does not measure revenue share, national merchant share, platform quality, or conversion performance. "Australian retailers" means retailers serving the Australian market through an Australian-facing storefront, not necessarily Australian-owned companies.

2. Cohort and sampling

The cohort was drawn from Power Retail's live Australian retailer ranking, captured on 9 November 2026, UTC. The page promoted a 2026 report; we did not treat the live table as an issued 2027 ranking.

The first 100 entries form the leading-retailer cut. The extended register of 573 entries preserves the original source entries, including duplicate names, shared URLs, rebrands and scope exceptions. Retailers were not substituted because their platform was difficult to identify. The ranking is not a revenue-share sampling frame.

- **First-100 cut:** 100 entries.
- **Extended register:** 573 entries (not 573 independent active Australian stores).
- **Population-scope flags:** 22 entries carry a scope flag; duplicate and shared-URL cases remain visible.

3. Methodology

3.1 Collection stages

1. **Freeze the register** of retailer name, domain, category, rank and ownership.
2. **Collect candidate signals** from public page markup, loaded resources, runtime configuration and browser observations, using detection tools including Web Reveal and Wappalyzer Next.
3. **Evidence review**: an AI-assisted review adjudicated each candidate against observed signals, followed by a full-browser Wappalyzer pass for unresolved cases.
4. **Adjudication**: four mutually exclusive outcomes (below).

No orders were placed, no products added to carts, no accounts logged into, and no access controls were bypassed. This was not a checkout-functionality, security or performance audit.

3.2 Classification rules

- **Confirmed** — strong technical evidence of a commerce-platform family: own-store configuration, active platform-specific initialisation, or a characteristic live API schema combination.
- **Probable** — relevant technical or vendor-reported evidence exists, but current core-commerce role or rollout scope is not fully established.
- **Unknown** — access, identification or evidence limitations prevent a defensible attribution. Unknown does not imply custom software.
- **Scope issue** — the observed destination does not establish an independent storefront deployment for the listed business (redirect or partner checkout).

“Confirmed” is a technical research classification, not merchant certification or a licensing audit.

3.3 Commerce engine vs frontend

A React or Next.js frontend, a CMS, a CDN, a payment provider or an agency credit does not identify the commerce engine. We recorded storefront and checkout observations separately and used family-level classification where edition could not be established (e.g. *Magento / Adobe Commerce family — edition unverified*).

4. Results

4.1 First 100 — confirmed platform families

Platform family	Confirmed entries
Shopify	23
Magento / Adobe Commerce	13
Salesforce Commerce Cloud	7
SAP Commerce (Hybris)	4
BigCommerce	2
HCL Commerce / WebSphere	2



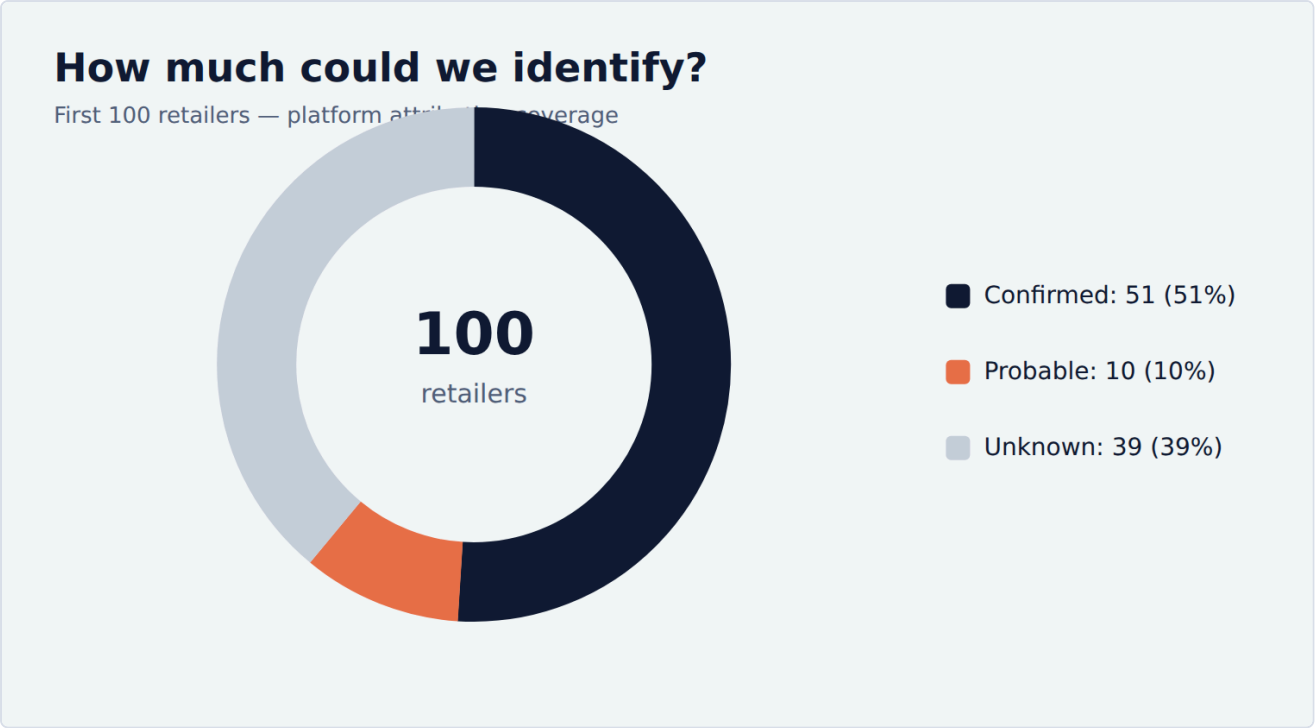
Confirmed platform families in the first 100 entries, November 2026.

4.2 First 100 — probable platform families

Platform family	Probable entries
commercetools	4
Salesforce Commerce Cloud	2
HCL Commerce / WebSphere	1
Magento / Adobe Commerce	1
SAP Commerce (Hybris)	1
Shopify	1

4.3 First 100 — attribution coverage

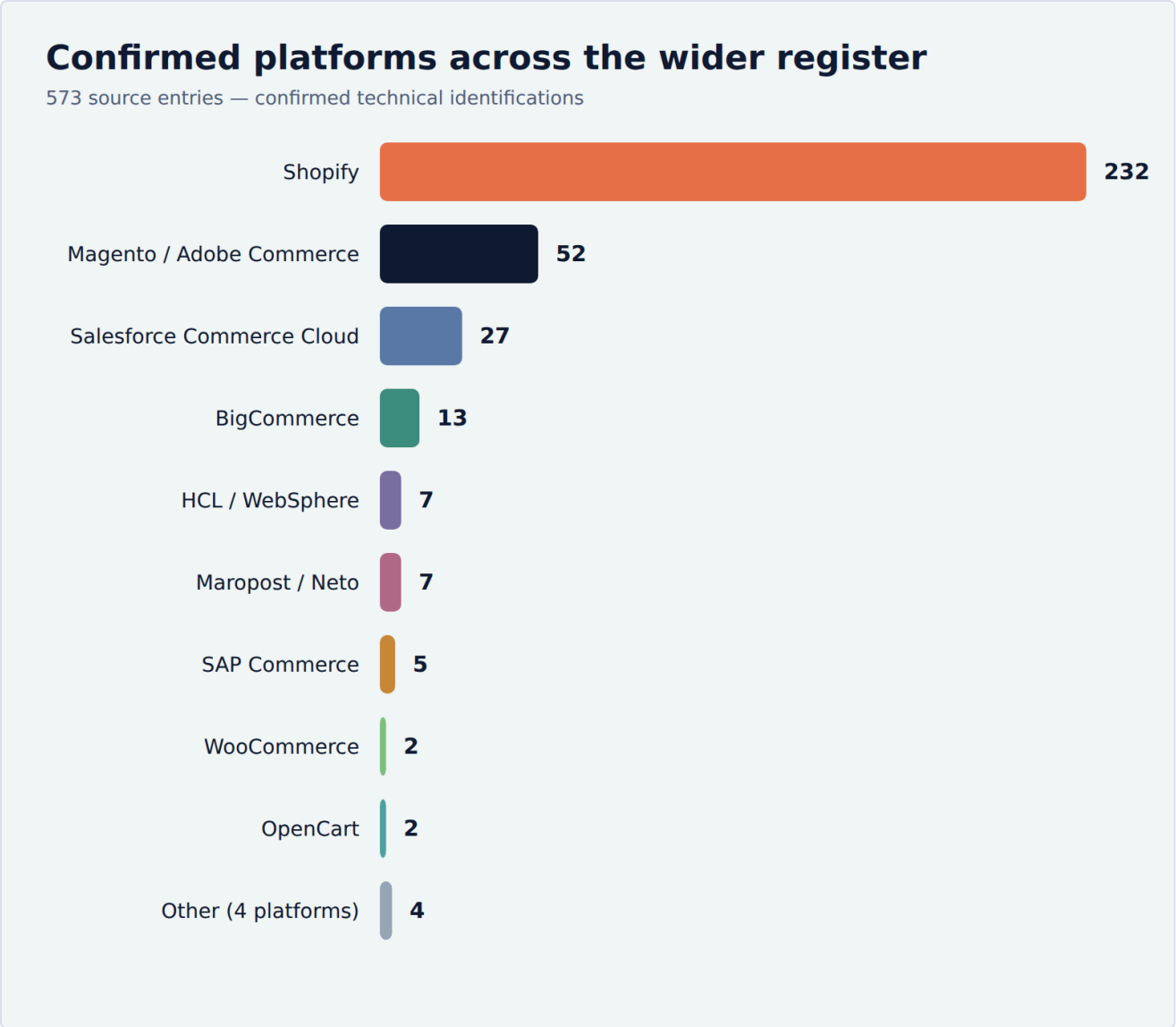
Assessment	Entries
Confirmed	51
Probable	10
Unknown	39
Total	100



Attribution coverage for the first 100 entries.

4.4 Wider register — confirmed platform families

Platform family	Confirmed entries
Shopify	232
Magento / Adobe Commerce	52
Salesforce Commerce Cloud	27
BigCommerce	13
HCL Commerce / WebSphere	7
Maropost Commerce Cloud / Neto	7
SAP Commerce (Hybris)	5
OpenCart	2
WooCommerce	2
Commerce Vision	1
NetSuite SuiteCommerce	1
nopCommerce	1
PrestaShop	1



Confirmed platform families across the 573-entry register.

4.5 Wider register — probable platform families

Platform family	Probable entries
Salesforce Commerce Cloud	6
Shopify	5
commercetools	4
HCL Commerce / WebSphere	3
SAP Commerce (Hybris)	2
BigCommerce	1
Magento / Adobe Commerce	1

4.6 Wider register — attribution coverage

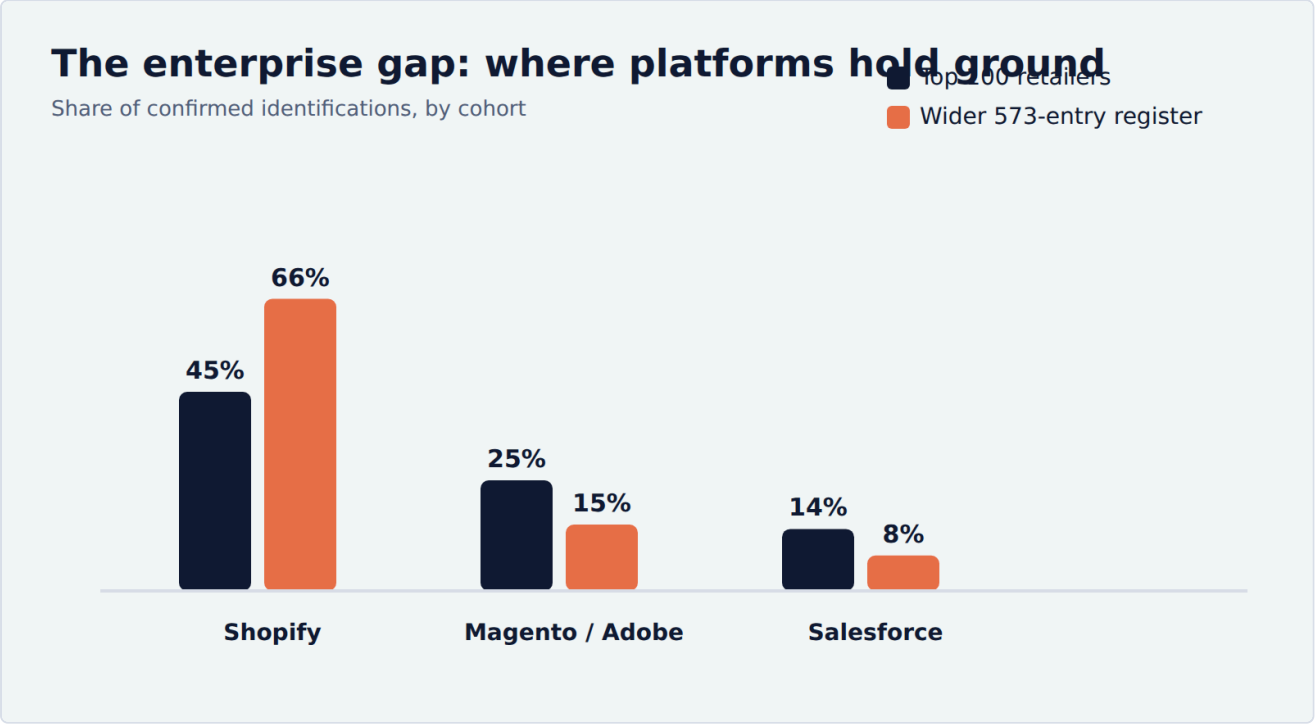
Assessment	Entries
Confirmed	351

Assessment	Entries
Probable	22
Unknown	193
Scope issue	7
Total	573

4.7 Cohort comparison (confirmed share)

Share of confirmed attributions, by cohort, for the principal families:

Platform family	Top 100 count	Top 100 share	Register count	Register share
Shopify	23	45%	232	66%
Magento / Adobe Commerce	13	25%	52	15%
Salesforce Commerce Cloud	7	14%	27	8%
SAP Commerce (Hybris)	4	8%	5	1%
HCL Commerce / WebSphere	2	4%	7	2%
BigCommerce	2	4%	13	4%



Share of confirmed identifications by cohort.

4.8 Unknown and scope breakdown (full register)

Unknown sub-category	Entries
Backend not identified (no reliable platform signal)	124
Access blocked or page incomplete	66
Website unresolved / could not be matched	2
Source identity ambiguous	1

Scope sub-category	Entries
Redirected destination — not an independent storefront	6
Partner-checkout scope issue	1

4.9 New findings from the additional tool

An additional detector and a further evidence review established **16** platform assignments that were previously unknown. These are new research findings, not evidence of recent migrations: detection can improve because a browser exposes a useful runtime signal, a previously incomplete page loads, or a different tool recognises a fingerprint.

5. Platform-family notes

- **Magento / Adobe Commerce:** shared fingerprints do not reliably distinguish Magento Open Source from Adobe Commerce, nor establish a licence, edition or version. Counts are not counts of Adobe Commerce licences.
- **HCL Commerce / WebSphere:** grouped at family level; individual product editions are not distinguished.
- **SAP Commerce (Hybris):** reported using the family name; the Hybris-era naming is retained for continuity.
- **Shopify:** detection does not establish a subscription tier (e.g. Shopify Plus) or a specific commercial agreement.

6. Detection challenges

Headless architectures separate the presentation layer from backend services. Finding React or Next.js does not identify the commerce engine, and failing to recognise the backend does not prove custom software. For The Athlete’s Foot, Platypus, Skechers and Tentworld, page-generated API traffic exposed Magento-family configuration that a superficial page inspection missed.

We also rejected weaker inferences: a Shopify-hosted currency utility does not make a BigCommerce storefront a Shopify storefront; a legacy asset path can survive a migration; a case study about a group’s mobile app does not identify the main retail website’s backend.

7. Comparison with the 2016 study

The 2016 article used Power Retail’s 2015 *E-Commerce Leaders’ Playbook* and an earlier identification approach. This update continues the research question but is not a matched-panel migration study. Source populations, technical visibility and classification approach differ; no consistent retailer-by-retailer historical panel was reconstructed. Differences between the two charts must not be presented as a precise market-share trend or migration rate.

8. Limitations

- Results describe a defined source cohort, not the whole Australian market, and are unweighted by revenue, traffic or parent-company size.
- Detection coverage is incomplete (39 of the first 100 unknown); counts are a floor.
- Two detection services agreeing is corroboration, not independent proof — they may share an underlying signature.
- An old agency case study does not override a different platform observed today.
- Observations are point-in-time (November 2026) and can change.

Appendix A — Retailer-level data

Retailer-level platform assignments for all 573 entries in the source register, including the first 100 entries discussed in this report, are provided in the accompanying CSV file, `retailer-platform-research.csv`, available from the article's download section:

ecommerce-platforms-australia-2027-retailer-dataset.csv

Entries are listed alphabetically by retailer name. The file does not reproduce Power Retail's ranking order; for the ranking itself, see Power Retail's Top Australian Online Retailers. The ranking, its scoring method and the retailer order are Power Retail's work; the platform identification is Magenable's.

Field	Description
`retailer`	Retailer name as listed in the captured source register.
`category`	Retail category as listed in the source register.
`website`	Storefront URL reviewed.
`platform`	Commerce-platform family assigned (see section 5 for family notes). “Unknown” means insufficient evidence; “Not applicable” denotes a redirect or partner-checkout scope issue.
`confidence`	Confirmed, Probable, Unknown or Scope issue, as defined in section 3.2.

Observations are point-in-time (November 2026). The register contains duplicate and shared-domain entries and is not a census of all Australian retailers. If you spot an error, contact Magenable at magenable.com.au.