

Modern Commerce Monitor™

Key Trends For: Website Services

November 2021

In cooperation with

duda



WEBSITE SERVICES MARKET, 2020-2024

Market Definition- This industry provides website services to third parties. These services most commonly take the form of website hosting, website design and builder services, security, email and business marketing services. Providers in this market include GoDaddy, Wix, Web.com, and others.



\$30.8 BN

The industry has grown steadily over the past five years, with revenue expected to grow at an **annualized rate of 9.9% to \$30.8 billion** in 2021.

90.3%

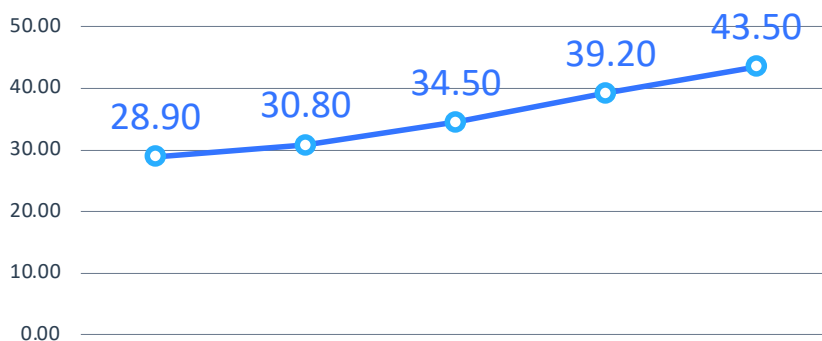
Nonemployers and businesses with fewer than five employees **represent 90.3% of the market.**

\$2.5 BN

One of the fastest growing services is the DIY segment. It is **estimated to be \$2.5 billion in 2021 and grow to \$7.4 billion in 2024.**

REVENUE FORECAST

(Billions)



80%

of businesses have a **web presence.**

Source: Localogy Modern Commerce Monitor™, 2017-2021; IBIS Worldwide, 2021.

KEY TRENDS WITH SMALL BUSINESSES

Over the past year, there has been a significant shift toward digitization for the small business segment.

MODERN COMMERCE MONITOR™ 2020-2021



38%

of SMBs invested in new online ordering technology.



45%

of SMBs invested in new ecommerce technology to help with shifting consumer behavior.

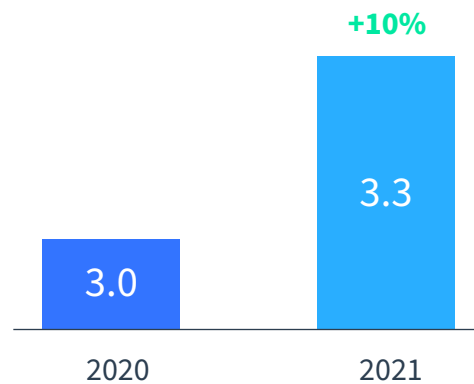


33%

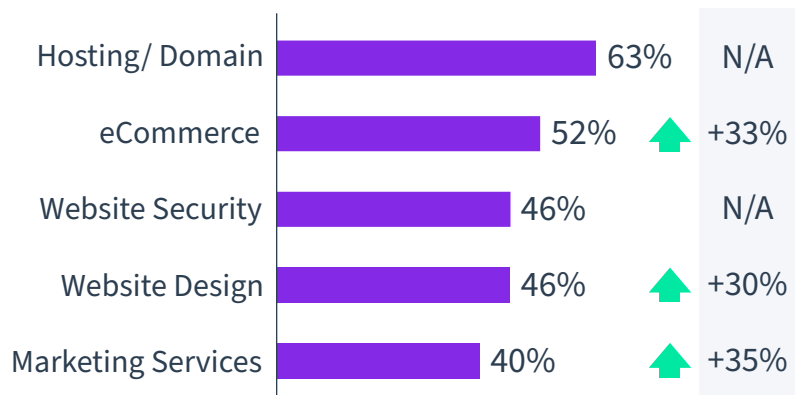
of SMBs invested in new online booking technology.

ADDITIONAL SERVICES WITH WEBSITE PROVIDERS

(Average number of services with website providers)



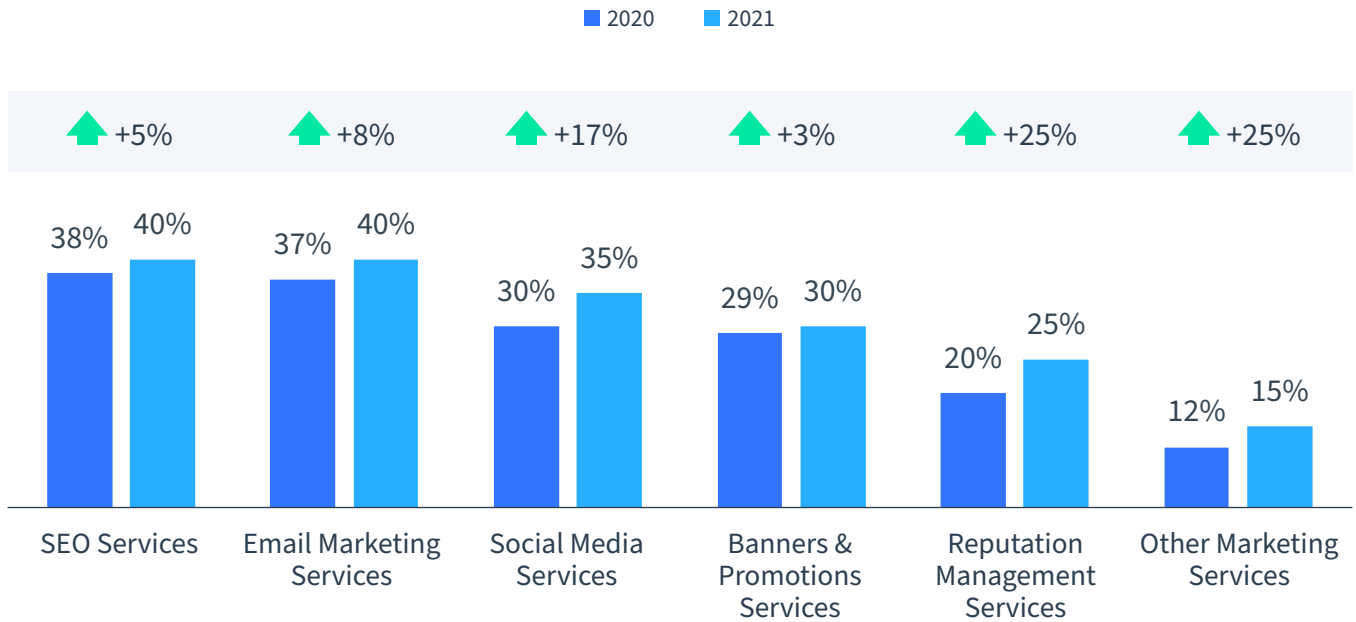
TYPES OF ADDITIONAL SERVICES 2020-2021



Source: Localogy Modern Commerce Monitor™; 2020-2021.

TOP MARKETING SERVICE AREAS

(Marketing services SMBs get from website providers)



Source: Localogy Modern Commerce Monitor™; 2020-2021.



KEY TRENDS WITH SMALL BUSINESSES

They plan to continue to adopt new technology in 2022 to address critical needs.

LOOKING FORWARD

Small businesses will continue to focus on technology to address changing market conditions.



TOP WEBSITE MARKETING AREAS SMALL BUSINESSES WANT HELP WITH

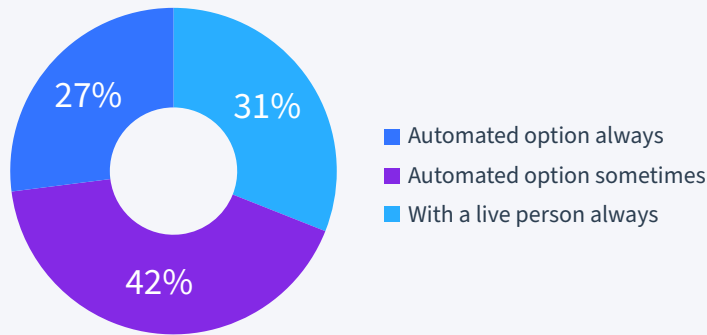
(Where businesses need the most help in over the next 12 months)



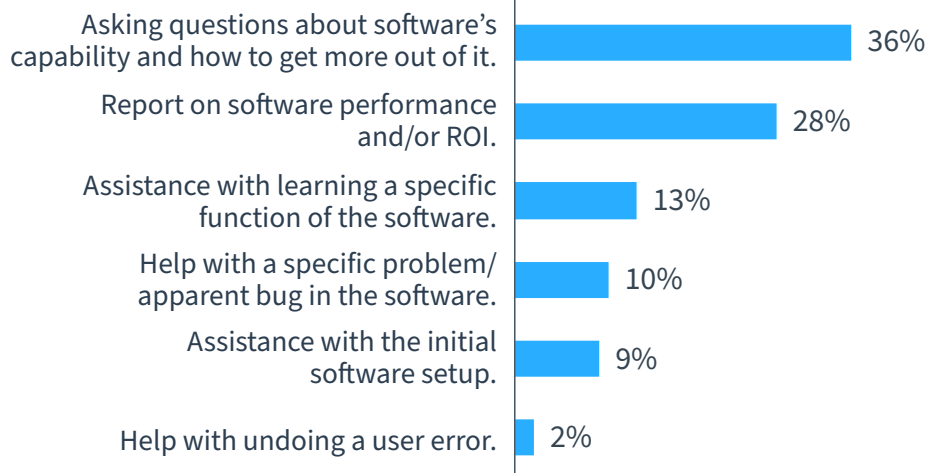
Source: Localogy Modern Commerce Monitor™, 2021.

SALES INTERACTIONS

(How they would prefer to interact with technology providers)



AREAS BUSINESSES FEEL THEY ARE NOT GETTING HELP FROM THEIR WEBSITE PROVIDERS



Source: Localogy Modern Commerce Monitor™, 2021.



About Duda

Duda's mission is to make web design quick, easy, scalable, and painless. It's the leading web design platform for web professionals, agencies, and SaaS platforms who serve SMBs. Since launching in 2010, one million sites have been published on the white-label Duda platform, and over 17,000 web professionals trust it enough to put their own name on it. Duda has raised more than \$100 million in funding to date. For more information, please visit duda.co



About Localogy

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