

WORDPRESS ECONOMY

WORDPRESS POWERS THE WEB, BUT JUST HOW SIGNIFICANT IS THE WORDPRESS ECONOMY?

WordPress is the leading content management system (CMS) across the entire web, with more than 41% of all websites built on it. It's also the fastest-growing CMS in the world, with more than 500 sites built each day powered by WordPress. With its market share and continued rate of adoption, the sheer number of WordPress sites has skyrocketed. Today, there are more than 490 million WordPress sites in the world, and countless businesses of all sizes rely on WordPress to power their digital properties.

The trickle-down effect goes even further as the success of WordPress makes its way to the individual level. Individual users who work with the platform have shown an increase in income generation directly correlated to the amount of time they spend using WordPress. From a revenue standpoint, the impact of WordPress is immense and only continuing to grow.

The Financial Landscape

AN ECONOMY BUILT FOR GROWTH

\$596.7 BILLION THE VALUE OF THE WORDPRESS ECONOMY

If the WordPress economy were a single company it would have the 10th largest market capitalization (as of May 2021), larger than the world's most valuable automaker, Tesla, at \$550.72B. If WordPress was a country, its economy would rank 39th in the world according to an IMF list of countries by GDP.

SCALABILITY



41% of the internet is built on WordPress.

MASS ADOPTION



There are more than 82 Million WordPress sites.

ENTERPRISE APPEAL



35% of the top 10K sites are built on WordPress.

Accelerated Industry Growth

WORDPRESS OCCUPIES A SIGNIFICANT SPACE IN THE DIGITAL LANDSCAPE AND IT IS ONLY CONTINUING TO GROW

THE WORDPRESS ECONOMY IS EXPECTED TO REACH **\$635.5 BILLION** BY THE END OF 2021
 ↑ 6.5% INCREASE



45% of organizations plan to use WordPress more in 2021.



68% of users plan to use WordPress more in 2021.

USAGE

89%

of users surveyed believe that the WordPress community will continue to grow over the next 5 years.

Corporate Financial Growth

BUSINESSES THAT INVEST IN WORDPRESS CONTINUE TO SEE A POSITIVE FINANCIAL RETURN

WordPress generates a large percentage of business for organizations of all sizes.

34%



0-99

39%



100-499

40%



499-999

42%



1000+

REVENUE

60%

of organizations in the U.S. believe their revenue will be higher as a result of digital growth in 2021.

Personal Financial Growth

CONSISTENT AND FREQUENT USE OF WORDPRESS DRIVES PERSONAL FINANCIAL GAINS

\$610M

POTENTIAL ECONOMIC IMPACT

A user who increases their use of WordPress personally or professionally would not only increase their income but deliver an estimated \$610 million impact on the overall economy (collectively).

IT'S PERSONAL



Nearly half of user respondents said that 25-100% of their personal income is represented by WordPress.

TIME EQUALS MONEY



There is a direct correlation between the amount of time spent on WordPress per week and personal income. Users who work with WordPress more than 15 hours a week derive 48% of their income from WordPress.



With open-source software, we can modify it, update it, reuse it; I think there is a lot of power there. That's something that has been very interesting coming from a services company—if you do things well, put a bit of time and contribute to the community, it can become a great source of revenue.

-Juan Garcia, Head of Technology at whiteGREY

For more information please visit wpengine.com/wordpress-economy or contact WP Engine at press@wpengine.com.

The research design used a mixed-method approach to create a credible and empirically-driven assessment of the value of WordPress and resulted in our model and economic value equation. The methods used were:

A comprehensive review of academic and industry literature, including adjusting OECD economic indicators for digital economies
 Complementary primary data and analysis of economic value through industry valuations and projections from a survey of 28 WordPress Ecosystem consortium members, 400 businesses + 22 Consortium members, and 400 end-users
 Five external SME interviews /contributions in the economic impact of WordPress informing our model/equation
 Four case studies from organizations profiling the role of WordPress on economic outcomes through the pandemic crisis (drawn from USA, UK, Europe, and AUS)

All research methods were designed in the context of the Covid-19 pandemic crisis and rebound economy. Specific efforts were undertaken to assess economic change in relation to the crisis.