



# SHOPIFY History

## Shopify's Growth and Milestones (2006-2024)

**2006**  
FOUNDED

Shopify was launched as a simple e-commerce platform that allowed users to create their own online stores.

**Founded:** 2006 by Tobias Lütke, Daniel Weinand, and Scott Lake  
**Headquarters:** Ottawa, Canada  
**Mission:** To empower entrepreneurs and businesses to start, grow, and manage online stores with ease.

**2006**  
SHOPIFY LAUNCH

**2009**  
SHOPIFY APP STORE

Launched Shopify Payments, enabling merchants to process payments directly through Shopify.

Introduced the Shopify App Store, allowing developers to create apps to extend Shopify's core functionality.

**2013**  
SHOPIFY PAYMENTS

**2015**  
SHOPIFY IPO

Shopify Plus was introduced as an enterprise solution for high-growth businesses, offering advanced features and scalability.

Shopify went public on the New York Stock Exchange (NYSE) under the ticker symbol "SHOP".

**2017**  
SHOPIFY PLUS

**2019**  
SHOPIFY FULFILLMENT

Due to the COVID-19 pandemic, e-commerce witnessed unprecedented growth. Shopify saw a massive increase in new merchants and total sales, becoming one of the largest e-commerce platforms globally.

Shopify expanded its ecosystem by launching the Shopify Fulfillment Network to streamline order fulfillment for merchants.

**2020**  
EXPLOSION IN E-COMMERCE

**2021**  
SHOPIFY'S ECOSYSTEM GROWTH

Due to the COVID-19 pandemic, e-commerce witnessed unprecedented growth. Shopify saw a massive increase in new merchants and total sales, becoming one of the largest e-commerce platforms globally.

Shopify App Store reached over 6,000 apps, offering extensive integrations for merchants. Shopify also became a leader in offering solutions for multichannel sales, including integrations with social media platforms, Amazon, and brick-and-mortar stores.

**2022**  
HYDROGEN & OXYGEN

**2023**  
SHOPIFY MARKETS

**Total Merchants:** Over 4 million merchants using Shopify to run their online stores.  
**Total Sales:** Over \$600 billion in gross merchandise volume (GMV) since its inception.  
**Shopify Plus:** Continues to be a top choice for large businesses and enterprises, with more than 10,000 businesses using the platform.  
**Shopify's Ecosystem:** Thousands of developers, partners, and agencies offering custom development, apps, and themes to enhance the platform.

Shopify introduced Shopify Markets, making global selling easier for merchants by simplifying cross-border commerce, currency conversions, and international shipping.

**2024**  
SHOPIFY'S CONTINUED GROWTH