



SHOPIFY History

Shopify's Growth and Milestones (2006-2025)

2006

Shopify Launch

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

2009

Shopify App Store

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

2013

Shopify Payments

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

2015

Shopify IPO

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

2017

Shopify Plus

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

2019

Shopify Fulfillment Network

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

2020

Explosion in E-commerce

Due to the COVID-19 pandemic, Shopify saw a massive increase in new merchants and total sales.

2021

Shopify's Ecosystem Growth

Shopify App Store reached over 6,000 apps, offering extensive integrations for merchants.

2022

Hydrogen & Oxygen

Launched Shopify Hydrogen for building custom storefronts and Shopify Oxygen for hosting Hydrogen apps.

2023

Shopify Markets

Introduced Shopify Markets, simplifying cross-border commerce for global merchants.

2024

Shopify's Continued Growth

Over 4 million merchants, more than \$600 billion in GMV, and continued innovations in e-commerce.

2024

Shopify Share Decline

In May 2024, Shopify share prices declined by the most in the stock's history after the company reported a surprise loss in the first quarter and warned that the sale of the logistics business would shrink revenue growth. Share prices recovered to February 2024 levels by October of that year, still below all-time highs in late 2021.

2025

US-Canada Trade War

In 2025, Shopify founder and CEO Tobias Lütke criticized the federal Canadian government for its decision to impose retaliatory tariffs on the United States after President Donald Trump enacted 25% tariffs on Canadian goods. Lütke defended Trump's decision to put tariffs on Canada, saying, "Trump believes that Canada has not held its side of the bargain, and he set terms to prove that we still work together: get the borders under control and crack down on fentanyl dens." Shopify chief operating officer Kaz Nejatian also defended Trump's tariffs, writing, "Canada has turned a blind eye to being used as a training ground for foreign countries, gangs and terrorist groups."