

METHODOLOGY

America's Best Online Shops 2026

The best online shops in the USA

statista 

Newsweek



America's Best Online Shops 2026: Focus on the best online stores in the USA

Cornerstone of the top list



Relevance of the Ranking

The e-commerce sector continues to grow rapidly, making it increasingly important for consumers to identify and rely on trustworthy, high-quality online retailers.

The ranking **America's Best Online Shops 2026** provides a well-founded and transparent guide to help consumers make informed shopping decisions. At the same time, the ranking supports online retailers by highlighting excellence and promoting continuous improvement across the digital commerce landscape. By recognizing outstanding performance, the ranking plays a vital role in increasing visibility, encouraging best practices, and shaping the future of online shopping in the USA.



Overview

- **Title of the ranking:** America's Best Online Shops 2026
- **Media Partner:** Newsweek
- **Edition:** 7th edition
- **Awarded shops:** 500
- **Methodology:** Comprehensive evaluation based on 46 criteria per shop across 8 dimensions, including a user survey, detailed research and technical data analysis.

Different metrics were used to identify relevant online shops for the US market

Longlist & Shortlist



First, a list of **more than 9,500 online shops** in the United States was compiled using Statista's proprietary research database along with public online databases, online directories and price comparison websites.



Online shops selling mainly digital goods or services (e.g., airbnb.com, netflix.com), subscription-based shops, C2C marketplaces (e.g., ebay.com), B2B online shops, showcase websites and online shops that do not display their site in English were excluded from further evaluation, to allow a better comparison.



Shops were selected for in-depth evaluation if they met the following criteria:

- A majority of users based in the United States AND
- A minimum threshold for website traffic in 2024 OR
- An awarded winner of the previous edition

Examination of characteristics across four core research aspects ensures a broad analytical basis

Methodology



Detailed research

Collection of objective website criteria from various dimensions (e.g., payment methods, informational content of the product page, information about delivery, etc.)



Online survey

Representative online survey of over 24,000 online shop reviews, leading to over 240,000 evaluable data points

Survey period: July 2025

Collection of subjective criteria (e.g., evaluation of the layout, likelihood of purchase, etc.)



Technical quality

Analysis of various technical metrics to evaluate the quality of online shops (e.g., usage duration of shop visitors, mobile optimization, etc.)

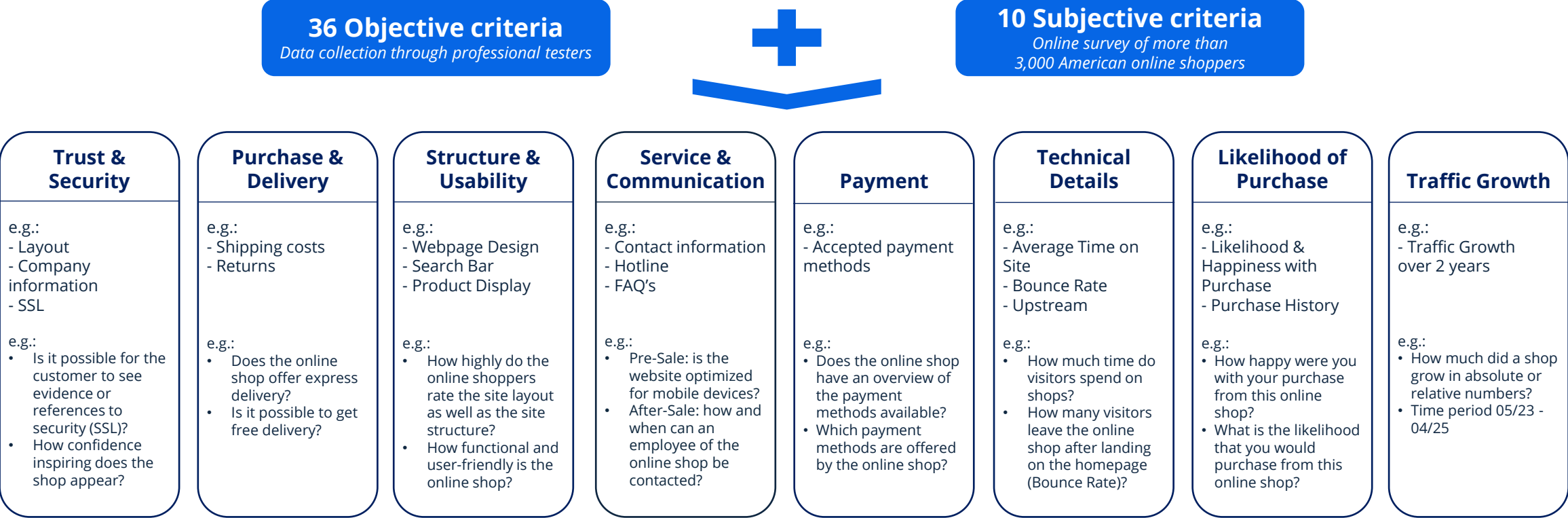


Traffic growth

Analysis of traffic growth (number of website visitors) of online shops (e.g., relative, absolute growth)

Every shop was tested across 8 dimensions that contribute to a well-rounded online shop

Analysis Examples of criteria



Weighting*

*The dimensions are weighted according to the importance that 3,000 shoppers give them in the survey. Displayed above are examples of criteria evaluated.

The weighting is based on how participants rated the importance of the following aspects

Importance of aspects rated from 1-not important at all to 6 -very important⁽¹⁾

Importance of different aspects	
Trust & Security	Platform is adapted to mobile devices (i.e. mobile optimized sites or apps)
Trust & Security	Security of customer data
Trust & Security	Shop has trust labels or logos
Structure & Usability	High quality of website (i.e. design, structure, advertising)
Structure & Usability	Detailed product descriptions (with text, pictures, and customer reviews)
Structure & Usability	Quality search bar (i.e. autofill)
Structure & Usability	Well placed and easy to reach tools (i.e. search bar, catalog)

Importance of different aspects	
Payment	Many payment options available
Purchase & Delivery	Possibility of editing order details through order process or from order summary
Purchase & Delivery	Possibility of ordering without website registration
Purchase & Delivery	Information on delivery (i.e. delivery time, shipping costs)
Purchase & Delivery	Alternative product recommendations when considering the product
Service & Communication	Contact customer service over hotline, chat, or email
Technical Details	Technically flawless usage of the page

⁽¹⁾Q: Imagine you are visiting an online shop or website for the first time. How important are the following aspects/ properties of the online shop?

Subjective criteria such as impression, usage and trust were collected in an online survey

Questions are based on online shops displayed to survey participant⁽¹⁾

How strongly do you agree with the following statements? ⁽¹⁾ <i>(1 - strongly disagree, to 6 - strongly agree)</i>
The homepage is very clear and well-structured/designed
The navigation of the website is clear and understandable
The shopping cart is easy to find
The search bar is easy to find
A menu displaying different product categories is available
The shop looks of a very high quality (quality, color schemes, design, advertising)
The online shop evokes confidence right away

Purchase probability

1. Disregarding price: Imagine you are interested in a certain product. How likely is it that you would purchase the product from the displayed online shop? (10-point Likert-scale)
2. Have you purchased products from this online shop before?
3. How pleased were you with your purchase from this online shop?

6 main industries, divided into 25 categories, were defined to cater to each readers' interests and shopping habits

Categorization

Industries	Categories
Garden & Craft	Building services (e.g. bathroom, kitchen, electronics)
	DIY, Tools, Supplies
	Flowers, Plants
	Garden furniture and supplies
	Spare parts
Home Living	Furniture
	Home decor and textiles
	Household appliances
	Household goods
Leisure, Games & Hobby	Arts and Crafts
	Collectibles
	Hobby, Leisure items
	Music equipment
	Pet supply
	Photo, Print
	Toys, Baby

Industries	Categories
Office, Electronics & Media	Consumer electronics
	Consumer electronics (accessories)
	Media (e.g. books, CD, DVD, software)
Sport, Outdoor & Motor	Bicycle, E-Bike
	Car, Motorcycle, Boats
	Outdoor
	Sports products (general)
	Sports products (specialized)
Universal Provider	General

After an extensive analysis, the 500 online shops with the highest overall scores were awarded as America's Best Online Shops 2026

Award

Objective criteria

Criteria collection by Statista experts



Subjective criteria

Evaluation of all online shops in 10 subjective criteria by a representative online panel survey

Award

A total of 500 online shops were recognized as top performers within their respective categories



Statista R created the ranking “America’s Best Online Shops 2026” in cooperation with Newsweek

Partner network



About Statista R

Statista R is a world leader in the creation of company, brand, and product rankings and top lists, based on comprehensive market research and data analysis: Statista R recognizes the best. With a team of over 100 expert analysts and in cooperation with more than 40 high profile media brands across all continents, Statista R creates transparency for consumers and business decision makers and helps companies build trust and recognition across a plethora of industries and product categories. Visit r.statista.com.

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The Newsweek logo, consisting of the word "Newsweek" in white, bold, sans-serif font, centered within a solid red rectangular background.

About Newsweek

Newsweek is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 80 years.

Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics. In addition to its online and mobile presence, Newsweek publishes weekly English print editions in the United States, Europe/Middle East/Africa and Asia as well as editions in Japanese, Korean, Polish, Serbian and Spanish. newsweek.com

Legal disclaimer for the ranking America's Best Online Shops 2026

Disclaimer

The rankings are comprised exclusively of online shops that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on website information, reviews from online customers and technical criteria at the time of creation. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the period from April 2025 to September 2025. Furthermore, events preceding or following the period 01/04/2025 - 09/09/2025 and/or pertaining to individual persons affiliated/associated to the facilities were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about online shops. The quality of online shops that are not included in the rankings is not disputed.