



Insights for WooCommerce

Based on insights from Metorik Insights for WooCommerce

About this report

Running a WooCommerce store takes creativity, persistence, and no small amount of strategy.

Across the world, thousands of online stores are experimenting, learning, and refining how they operate each day.

With the help of insights from Metorik, we've gathered data from thousands of stores to better understand what the most successful ones have in common.

This report is designed to share those patterns with you. It highlights the habits, tools, and approaches that top-performing stores are using, so you can explore what might help your own business grow.

We hope these insights spark ideas, guide decisions, and ultimately help more stores thrive online.



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General Metrics

In this section we take a bird's eye view of the data, looking at some top-line metrics.

We also look at store architecture, focusing on software versions, most-used themes, and popular plug-ins.

General Stats

Use Subscriptions

28%

of stores across industries offer subscriptions, making it easier for customers to get essentials on repeat while securing steady revenue.

Measure Costs

32%

of stores track costs + profit alongside sales inside Woo giving them clearer insights to price smarter and grow faster.

Devices

62%

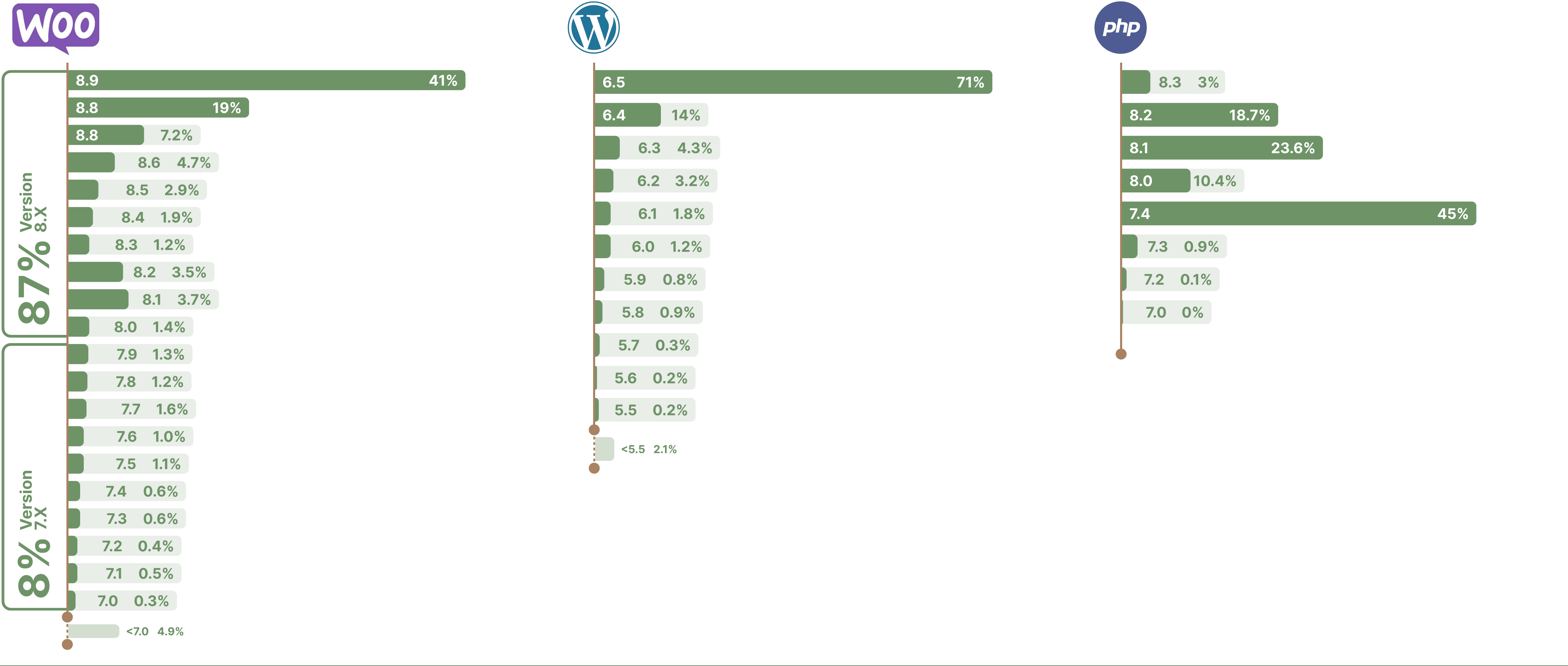
of orders were placed on mobile, but desktop orders had a higher AOV (\$151 vs. \$85). Keep mobile checkout optimised.

Globalisation

18%

of stores sell in multiple currencies, making it easier to reach international customers and increase sales.

WordPress, WooCommerce, and PHP Versions



Themes

43%

of stores **use**
Child Themes

A child theme is like a protective cover for your website's design.

You use it when you want to customise your theme without messing up the original. This way, when the main theme updates, your changes don't get erased.

Think of it like customising a phone case instead of drawing directly on your phone—updates won't ruin your design.

#01 Flatsome 16%

#02 Elementor 10%

#03 Astra 7.5%

#04 Divi 7.0%

#05 Woodmart 6.2%

#06 Shoptimizer 16%

#07 Storefront 10%

#08 Buddyboss 7.5%

#09 Avada 7.0%

#10 Generate Press 6.2%

Themes

58

Average number of
active plug-ins

4

Fewest active plug-ins
in a store

200+

Most active plug-ins in
a store

*WooCommerce plugin excluded.

TOP 20

WooCommerce Plugins

- | | | | | | |
|-----|-------------------------|-----|-----|---------------------------------|------|
| #01 | Stripe Gateway | 48% | #11 | Zapier | 13% |
| #02 | Facebook for Woo | 33% | #12 | Product Bundles | 11% |
| #03 | PayPal Payments | 28% | #13 | Authorize.Net Gateway | 11% |
| #04 | Mailchimp for Woo | 20% | #14 | Google Product Feed | 11% |
| #05 | Subscriptions | 20% | #15 | Order Status Manager | <10% |
| #06 | Advanced Order Export | 19% | #16 | Cart Abandonment Recovery | <10% |
| #07 | Shipment Tracking | 18% | #17 | Memberships | <10% |
| #08 | Smart Coupons | 17% | #18 | Customer/Order/Coupon Export | <10% |
| #09 | Shipping & Tax | 16% | #19 | Table Rate Shipping | <10% |
| #10 | ShipStation Integration | 16% | #20 | Conditional Shipping & Payments | <10% |

TOP 20 WordPress Plug-ins

#01	Yoast SEO	49%	#11	PDF Invoices & Packing Slips	25%
#02	Elementor	40%	#12	Loco Translate	25%
#03	Advanced Custom Fields	34%	#13	Jetpack	24%
#04	Rocket	33%	#14	Code Snippets	22%
#05	Classic Editor	32%	#15	Yoast Duplicate Post	22%
#06	WP Mail SMTP	30%	#16	GTM4WP	22%
#07	Redirection	29%	#17	Klaviyo	21%
#08	Contact Form 7	28%	#18	WordPress Importer	21%
#09	Wordfence Security	27%	#19	Akismet Anti-Spam	20%
#10	Gravity Forms	25%	#20	Query Monitor	19%

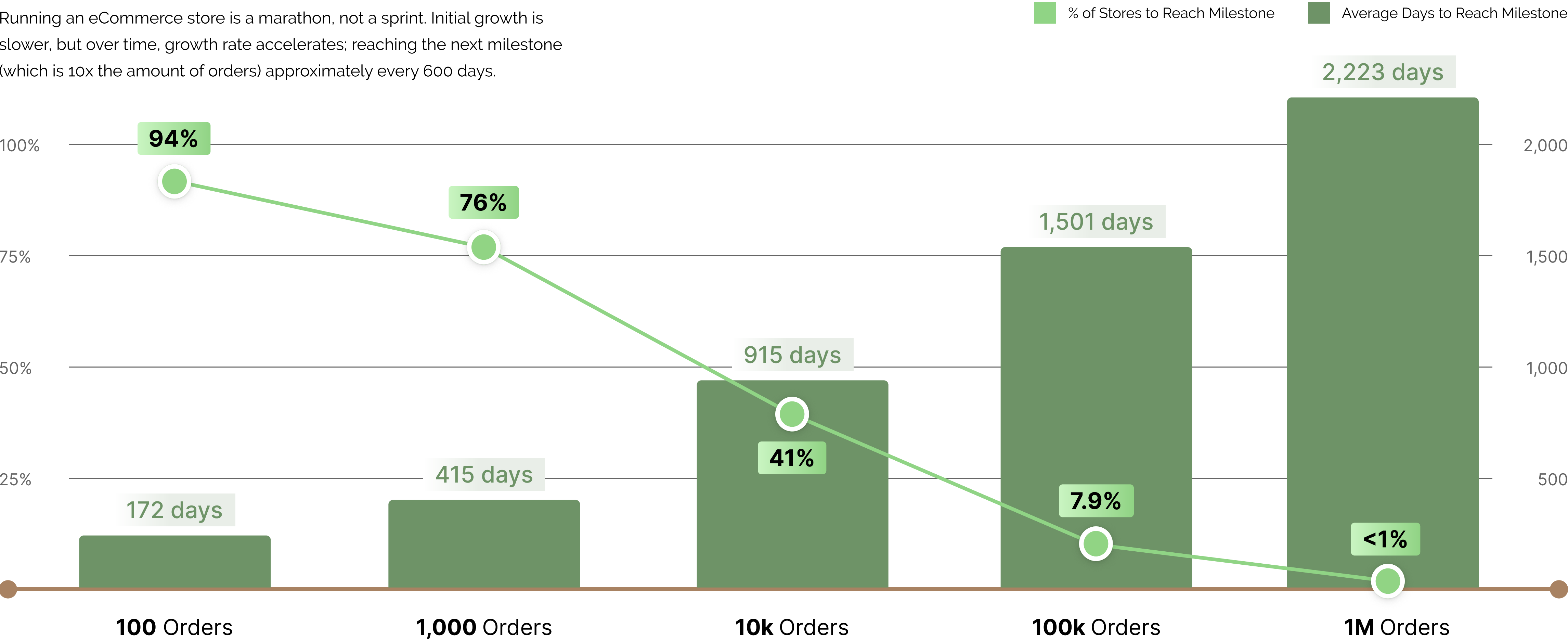
Order Metrics

Orders are the lifeblood of any WooCommerce store, as they ultimately translate to revenue and profit.

Here we take a deep dive into orders and explore Average Order Value (AOV), how long it takes stores to reach certain order milestones, and how often orders are refunded.

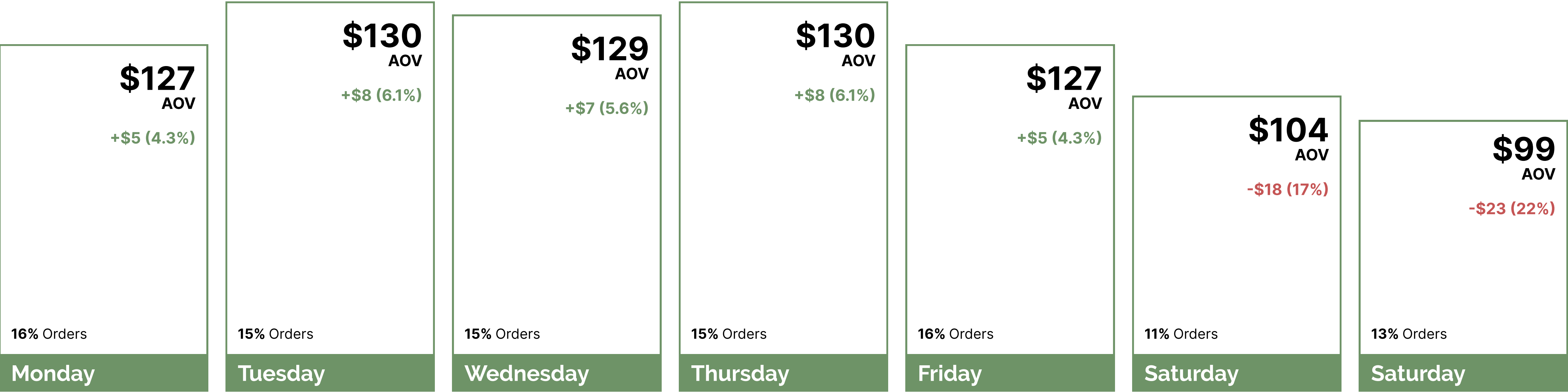
Order Milestones

Running an eCommerce store is a marathon, not a sprint. Initial growth is slower, but over time, growth rate accelerates; reaching the next milestone (which is 10x the amount of orders) approximately every 600 days.



Average Order Value by Day of the Week

In this report, we analyse when shoppers are checking out. We've limited this to only new orders where a shopper checked out on-site (renewals are excluded). We can see that AOV is much lower on weekends and higher on weekdays compared to the daily average of \$122.



Health & Wellness stores saw a **9% increase** in AOV on Mondays

Software stores had an **11% increase** in AOV on Tuesdays

Fitness stores saw an **8% increase** in AOV on Wednesdays

Cosmetics stores had an **8% increase** in ADV on Thursdays

Software was popular on Fridays with a **15% increase** in AOV

Education stores had a huge **38% decrease** in AOV on Saturdays

Software stores saw a drop of **45% in AOV** on Sundays

Orders by Hour & Day

In this report we've looked at the AOV and volume of orders across all stores, with timezones synchronised, to discover the highest and lowest value hour of the day, and day of the week.

AOV (\$) by Hour

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am	107	111	110	111	110	101	96
1am	106	112	111	113	110	101	94
2am	107	115	113	109	108	104	93
3am	115	116	119	119	121	100	95
4am	109	113	115	118	113	101	96
5am	109	112	112	111	111	98	95
6am	110	111	109	109	106	96	93
7am	115	115	112	115	112	95	91
8am	130	134	131	131	125	95	91
9am	138	143	140	139	135	100	93
10am	145	151	147	145	140	106	97
11am	148	152	150	149	143	109	99
12pm	149	148	149	149	145	111	103
1pm	149	148	148	149	144	112	103
2pm	149	150	150	148	155	111	104
3pm	144	152	154	161	148	109	105
4pm	136	140	141	142	135	109	104
5pm	121	128	126	125	124	107	103
6pm	112	117	115	113	115	105	101
7pm	108	109	109	109	108	103	101
8pm	104	104	105	107	102	102	103
9pm	102	101	102	105	99	99	95
10pm	104	101	103	103	100	97	101
11pm	109	104	107	106	102	98	106

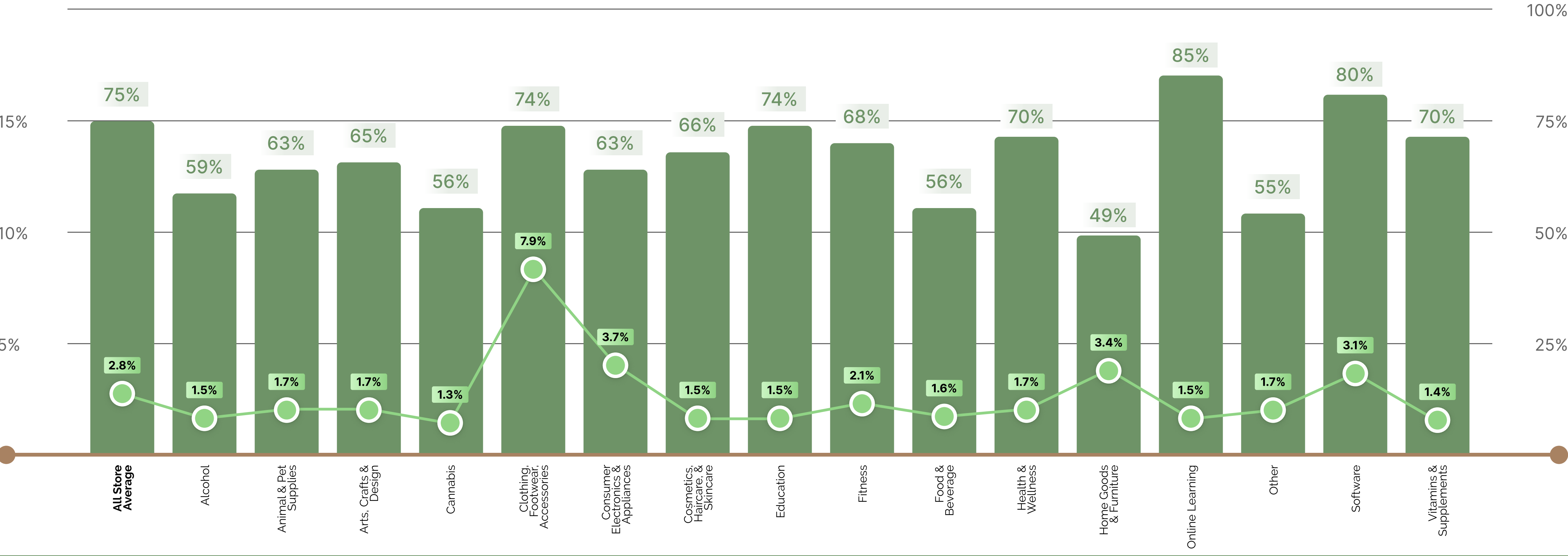
Order Volume by Hour

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12am							
1am							
2am							
3am							
4am							
5am							
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							

Refunds

Average **Refund Rate** and **Refund Amount**, by Industry

Refund Rate Refund Amount



Order Statuses

41%

of stores **are**
utilising custom
order statuses

Benefits of Custom Order Statuses

- ✓ Streamline fulfilment
- ✓ Reduce errors
- ✓ Improve team coordination
- ✓ Keep customers confidently informed

#01 Delivered

#02 Spam

#03 Shipped

#04 Out for Delivery

#05 Partial Shipped

#06 Ready for Pickup

#07 Partial Payment

#08 Pre-Ordered

#09 Awaiting Shipment

#10 Authorized

#11 Fraud Check

#12 Backorder

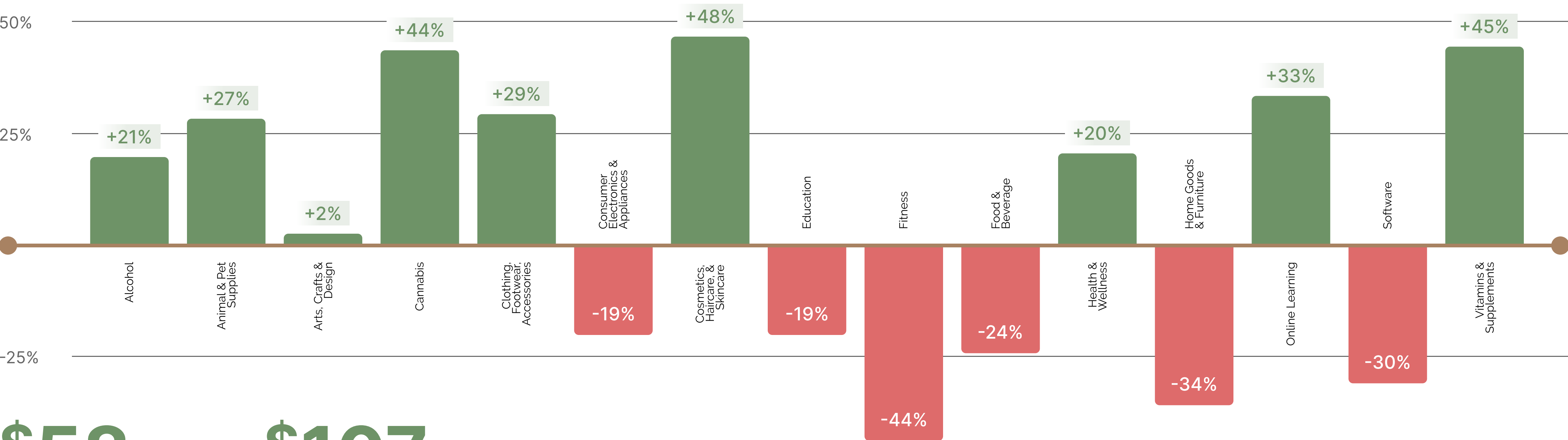
End-Customer Metrics

A challenging aspect of eCommerce is identifying who your customers are, how they find your store, and what their purchasing patterns are.

In this section we shed a light on this by looking at new vs returning customers, desktop vs mobile sales, most popular traffic sources, and we also deep dive into abandoned cart metrics.

Change in AOV of Returning Customers

■ Increasing Returning AOV ■ Decreased Returning AOV



\$58

AOV for orders from
New Customers

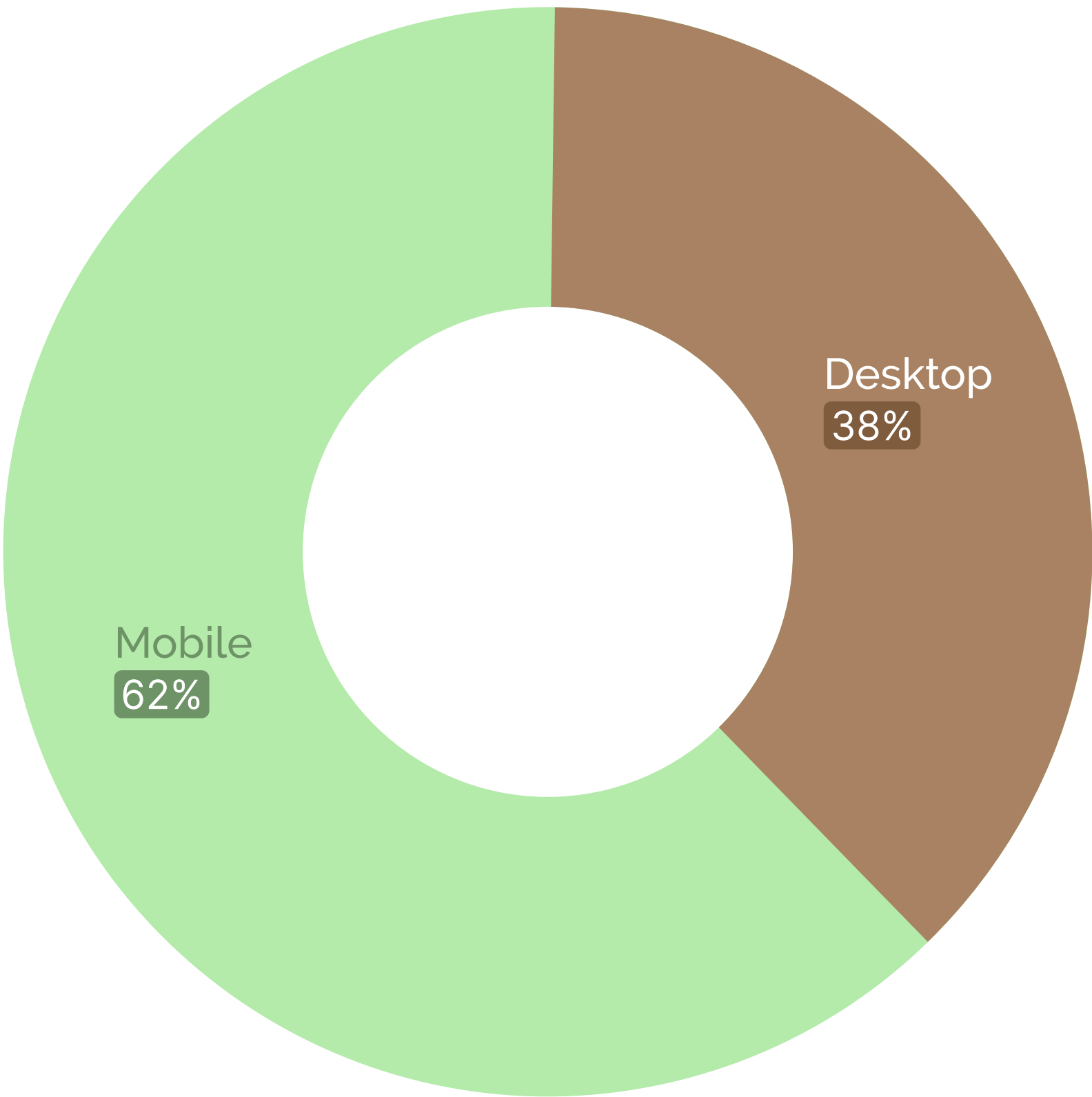
\$107

AOV for orders from
Returning Customers

Devices

In 2023, customers checked out on their mobile & tablet devices more frequently than ever before. Despite this, the AOV on desktop was almost double the AOV of orders made on mobile.

It's important for stores to consider where their orders are being placed so they can optimise the checkout experience for each device.



Mobile & Tablet Devices

\$85

AOV for orders placed on mobile

62%

number of orders placed on mobile

Desktop

38%

number of orders placed on desktop

\$151

AOV for orders placed on desktop

Customers of **Cosmetics, Haircare, & Skincare** stores were the most mobile-first with **73%** of orders being placed on a mobile device.

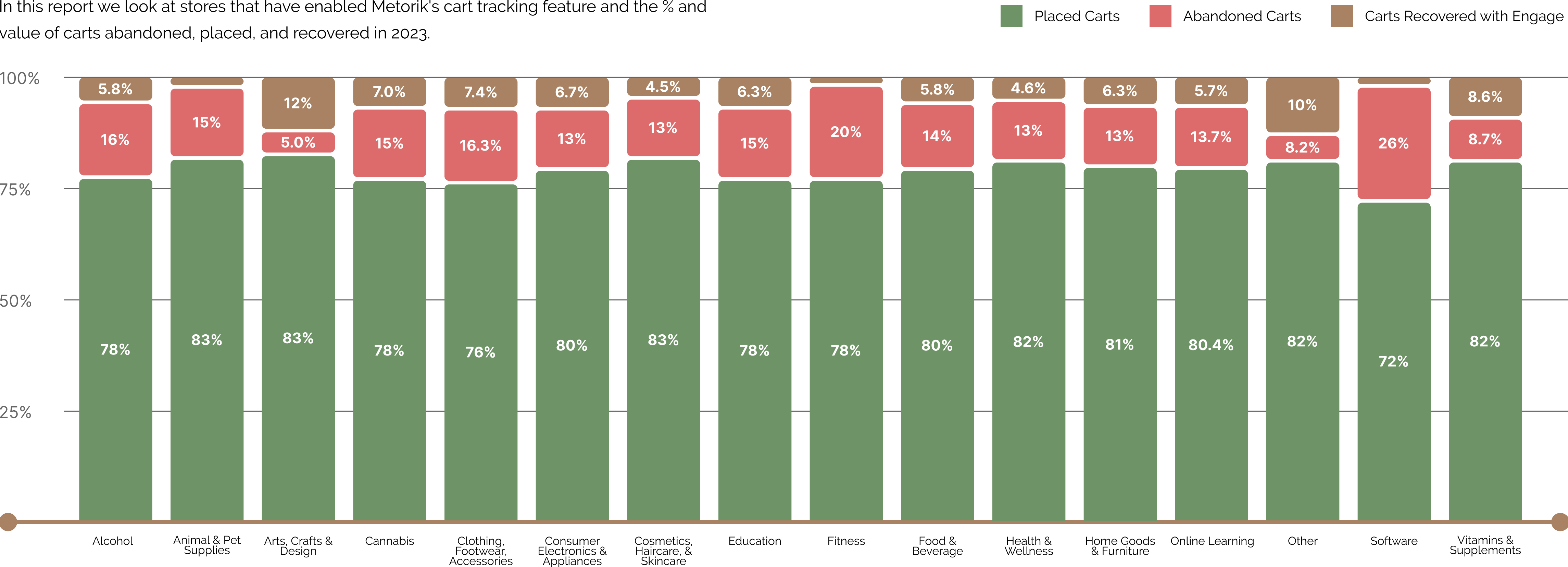
Software stores had the most desktop-driven customers with **79%** of orders being placed on a desktop device.

Consumer Electronics & Appliances stores had the highest AOV across both mobile **(\$223)** and desktop **(\$340)** devices.

Orders placed on **mobile** devices with **Education** stores had an **AOV of \$66** - that's **44%** lower than on desktop devices.

Cart Placement & Abandonment Rates

In this report we look at stores that have enabled Metorik's cart tracking feature and the % and value of carts abandoned, placed, and recovered in 2023.



\$156

Average cart value of abandoned carts

\$119

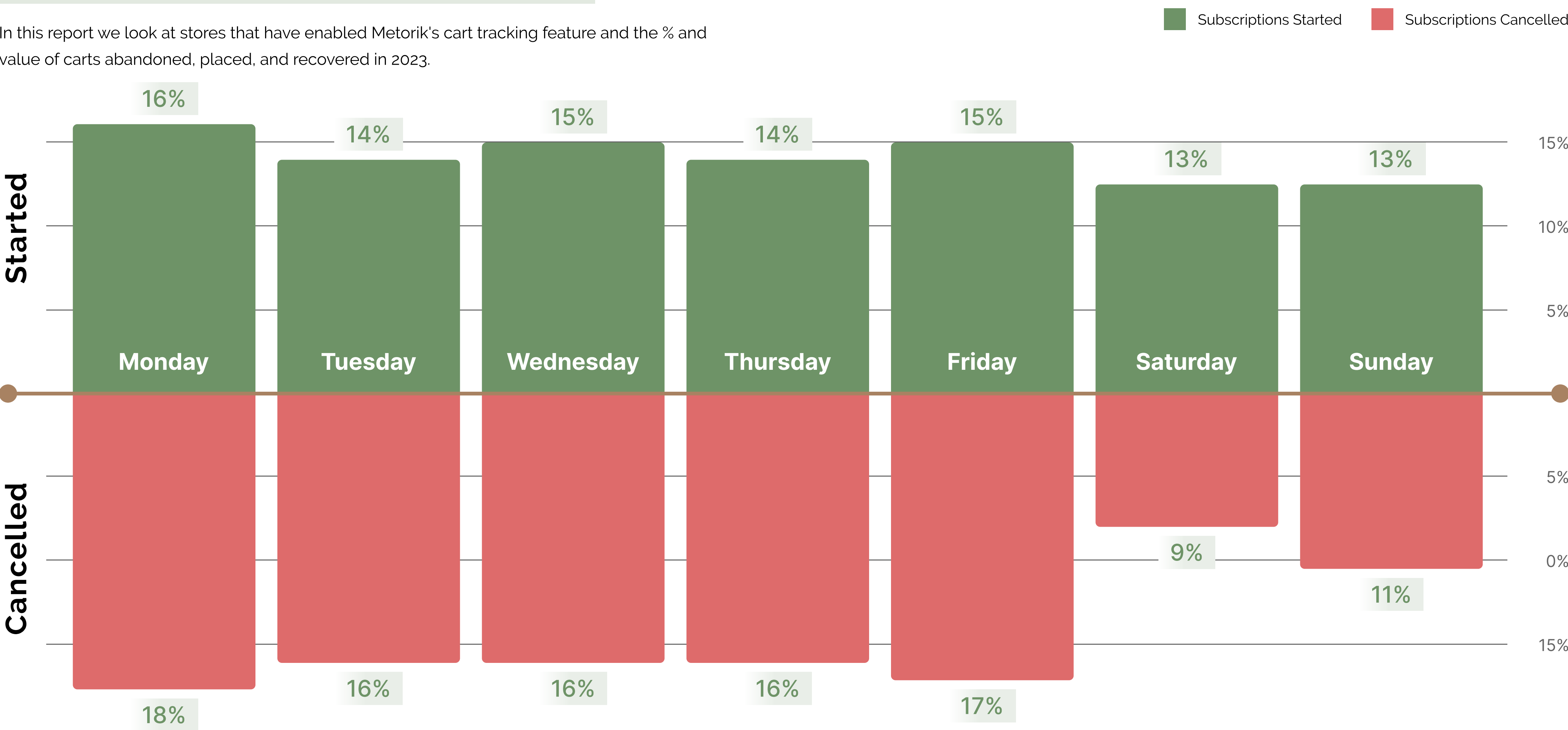
Average cart value of placed carts

\$155

Average cart value of recovered carts*

Subscription Lifecycle

In this report we look at stores that have enabled Metorik's cart tracking feature and the % and value of carts abandoned, placed, and recovered in 2023.



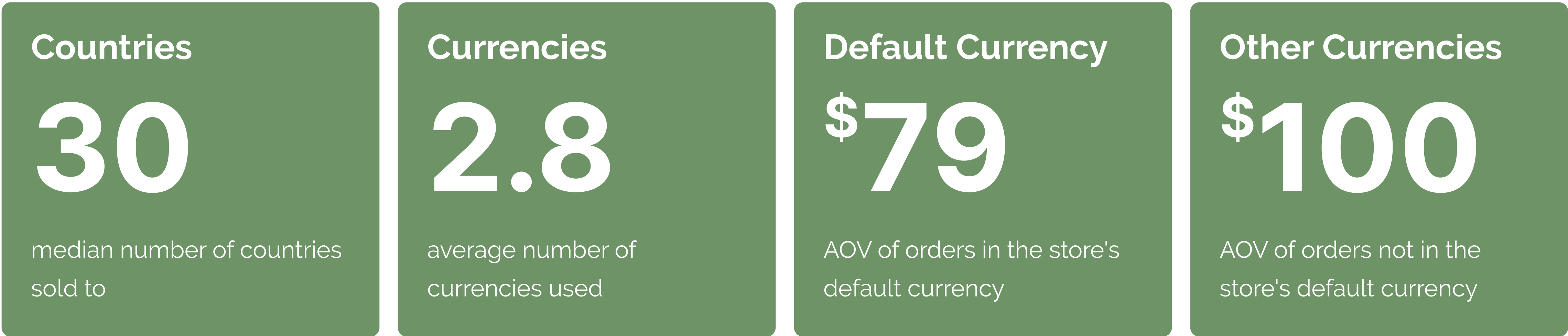
Globalisation Metrics

A striking feature of eCommerce in 2024, is its global nature. More and more merchants are choosing to sell to customers all over the world.

This has vastly changed the makeup of a WooCommerce store, as merchants now offer more shipping methods and new payment methods. Here we focus on these and even offer some of our own tips on how to increase your AOV through shipping.

Country & Currency Insights

In this report we're looking at only stores that sell in multiple currencies. It may be surprising at first, but shoppers spend significantly more when they're checking out in a non-default currency.



Cosmetics stores had a **41%** higher AOV on non-default currency orders. Similarly, **clothing & footwear** stores had a **49%** higher AOV for multi-currency orders.

Payment Gateways

Payment Gateway AOV(\$) by Industry

■ Highest AOV in Industry ■ Lowest AOV in Industry

	All Stores Average	Alcohol	Animal & Pet Supplies	Arts, Crafts & Design	Cannabis	Clothing & Footwear	Consumer Electronics	Cosmetics & Haircare	Education	Fitness	Food & Beverages	Health & Wellness	Home Goods & Furniture	Online Learning	Other	Software	Vitamins & Supplements
Bank Tfr	\$219	\$301	\$306	\$163	\$207	\$137	\$145	\$348	\$353	\$436	\$436	\$225	\$317	\$871	\$430	\$154	\$170
stripe	\$103	\$119	\$86	\$95	\$103	\$102	\$266	\$67	\$101	\$91	\$79	\$61	\$323	\$95	\$288	\$146	\$87
PayPal	\$93	\$101	\$78	\$73	\$81	\$120	\$301	\$75	\$103	\$100	\$77	\$62	\$198	\$74	\$107	\$111	\$98

+99%

Bank Transfer orders on average were **99%** higher than the global average, at **\$219**

-6%

Orders paid via **Stripe** on average saw a **small decrease in AOV** at **\$103** vs global average (\$109)

-15%

PayPal orders on average were **15% lower** than the global average, at **\$93**

Fitness stores saw almost a 3-fold increase (295%) in AOV for **Bank Transfer** payments

Home Goods & Furniture stores on average had a 39% increase in AOV with **Stripe** payments

Consumer Electronics & Appliances stores bucked the trend and saw an 11% increase in AOV over global average

Free vs Paid Shipping

\$114

Average Order Value of
Free Shipping orders

66%

of all orders include
Free Shipping

\$100

Average Order Value of
Paid Shipping orders

\$17

Average Shipping Charge

Tips to leverage Free Shipping for your WooCommerce store

- Check your average over value and set the free shipping threshold to slightly above that, eg. 20%, to encourage higher AOV. Revisit every 3-6 months and increase the threshold as the AOV increases, until you start to see a drop off in customers using free shipping.
- If it's possible for your products, consider offering free express, and free premium shipping at a higher threshold. Eg. \$100 (min order) for USPS, \$200 for free Fedex.
- Consider adding low-value but high margin products to help customers reach the free-shipping threshold whilst justifying the extra spend. Eg. A footwear store offering socks, or a cosmetic store offering sample packs.

Clothing & Footwear stores saw the biggest **increase in AOV for Free Shipping orders** at **\$157** vs \$83 for paid shipping orders

Arts, Crafts, & Design stores saw **less than 1% difference** in AOV for Free or Paid Shipping orders

Clothing & Footwear stores also topped the list **with 57% of all orders** having **Paid Shipping** despite the much higher AOV for Free Shipping

Consumer Electronics stores were the most likely to offer **Free Shipping** (excluding Software and Online Learning) with **51% of orders**

Delivery Distance

The effect of distance on AOV and Order Volume
Map is illustrative only

< 50km
\$133

AOV for local orders

21%

of orders occur in the 1000 to 2500km zone



< 50km +20% (\$133) Increase in AOV 6.7% Number of Orders	50 - 250km -6.3% (\$103) Decrease in AOV 20% Number of Orders	250 - 500km -9.2% (\$99) Decrease in AOV 17% Number of Orders	500 - 1000km +24% (\$136) Increase in AOV 15% Number of Orders	1000 - 2500km +37% (\$50) Increase in AOV 21% Number of Orders	2500 - 5000km +28% (\$140) Increase in AOV 13% Number of Orders	5000 - 10000km +11% (\$121) Increase in AOV 4.7% Number of Orders	< 50km -9.0% (\$199) Decrease in AOV 2.7% Number of Orders
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How Smashed Avo can help

If your business is ready to grow, but your systems are slowing you down — you're not alone, and we're here to help.

This page is where we take a moment to tell you a bit more about how we work and what makes our approach different.

We partner with product-based businesses that have outgrown their websites, marketing systems, or internal processes. Whether you're doing \$600K or \$6M in revenue, we help you fix the friction, fuel your growth, and scale without burning out your team.

Our clients don't need more tools. They need a smarter digital engine — and a partner who knows how to build it.



Foundation & Functionality

We build conversion-focused websites with mobile-first UX, SEO-ready structure, and fast, secure checkout. We also integrate your ecommerce, CRM, and inventory systems to eliminate manual work and enable 24/7 sales.



Operational Automation

Automate key touchpoints like abandoned carts, post-purchase flows, and reorders. Whether it's Klaviyo, Mailchimp or others, we make sure your automations are efficient, on-brand, and drive revenue.



Analytics & Visibility

We provide real-time dashboards, monthly reporting, and strategic reviews that give you clarity on what's working. You'll know how SEO, ads, email, and on-site performance contribute to your goals — and what to adjust next.



Digital Strategy

We align SEO, paid ads, email, and website into one seamless strategy that drives qualified traffic and consistent conversions — no channel left behind.



Customer UX Optimisation

Improve the journey from first click to repeat purchase. From UX tweaks to loyalty emails, we help create smooth, branded experiences that convert.



Strategic Growth Partnership

We're not just a web team. You'll get a dedicated strategist, support, and a roadmap to keep moving forward — with no guesswork.



Scalable Infrastructure

Your tech stack won't break as you grow. We plan for scale from day one, with performance-optimised hosting, tech integrations, and long-term infrastructure upgrades that support your future goals.

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