

Global Payment Service Provider Market Share - June 2026

As of June 2026, Dataprovider.com detects a payment service provider on **12,201,923 primary hostnames** worldwide. PayPal is the most accepted payment option (52.8% of those websites); among dedicated payment processors, Omise, Authorize.NET and Stripe lead.

Key findings

- 3.1% of all 390.1M primary hostnames on the web have a detectable payment service provider (12,201,923 websites), per Dataprovider.com, June 2026.
- PayPal is the most accepted payment option on the web: 6,439,425 websites, 52.8% of all sites with a PSP.
- The PSP-enabled web grew 18.3% in 12 months: from 10,315,697 websites in June 2025 to 12,201,923 in June 2026.
- Payment acceptance is strongly local: Omise is detected on 70.5% of Japanese PSP sites, and Dutch providers Mollie (28,048) and Adyen (12,367) lead their home market behind the global wallets.
- 71.4% of PSP-enabled websites with a classified sector are Consumer Discretionary (4,759,032 websites).

What is a PSP? A payment service provider (PSP) enables a website to accept online payments. This report measures both digital wallets and checkout buttons (visible on the page, such as PayPal and Apple Pay) and payment processors and gateways (such as Stripe, Mollie and Adyen), reported as separate rankings because their detectability differs.

Methodology

- **Sample:** the full Dataprovider.com index of 400M+ domains (390.1M primary hostnames), not a top-1M or top-10M sample. 12,201,923 primary hostnames have a detectable PSP; 11,716,278 of those have a known country and 6,666,158 a classified GICS sector.
- **Detection:** observable front-end evidence - checkout scripts, payment buttons, e-commerce plugins, and rendered hostnames. All counts filter `primaryhostname = true` to avoid double-counting subdomains.
- **Measurement date:** June 2026 crawl.
- **Coverage:** Of the 390.1M primary hostnames in the index, 12,201,923 (3.1%) have a detectable PSP; the remainder either accept no online payments, are inactive or parked, or use a payment integration our fingerprints do not detect.
- **Known limitations:** wallets and checkout buttons (PayPal, Apple Pay) are visible on the page and therefore fully countable; processors that run invisibly behind a checkout (notably Stripe, Adyen, Braintree) are undercounted relative to backend-based estimates. That is why we report *wallets & checkout buttons* and *payment processors* as separate rankings. Sample differences also explain divergence from W3Techs (top 10M sites) and Builtwith (top 1M).

Full indexing methodology - crawling, primary hostname determination, detection and limitations - is documented at </research/methodology>.

Global ranking

PayPal is detected on 6,439,425 websites (52.8%), making it the most accepted payment option on the web in June 2026. Apple Pay (3,682,722) and Google Pay (2,587,653) follow. Among dedicated processors, Omise leads with 1,359,874 websites.

Digital wallets & checkout buttons

Wallets and checkout buttons by number of websites, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	PayPal	6,439,425	52.8%	
2	Apple Pay	3,682,722	30.2%	
3	Google Pay	2,587,653	21.2%	
4	Shopify Pay	1,659,087	13.6%	
5	Shop Pay	999,034	8.2%	
6	AliPay	843,643	6.9%	
7	PayMe	717,467	5.9%	
8	Venmo	387,307	3.2%	
9	Amazon Pay	173,110	1.4%	
10	LINE Pay	77,870	0.6%	
11	WeChat Pay	71,027	0.6%	

Payment processors & gateways

Payment processors and gateways by number of websites, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	Omise	1,359,874	11.1%	
2	Authorize.NET	624,943	5.1%	
3	Stripe	473,900	3.9%	
4	eCard	451,540	3.7%	
5	Zeus	383,710	3.1%	
6	GoPay	376,652	3.1%	
7	econtext	375,045	3.1%	
8	Recharge	361,995	3.0%	
9	MercadoPago	302,162	2.5%	
10	RazorPay	295,715	2.4%	
11	SquareUp	170,959	1.4%	
12	PayU	156,136	1.3%	
13	Mollie	112,840	0.9%	
14	Braintree	106,911	0.9%	
15	dlocal	96,250	0.8%	
16	Adyen	68,374	0.6%	
17	Coinbase	55,599	0.5%	
18	F-Regi	54,290	0.4%	
19	Western Union	54,048	0.4%	

PSP market share by country

The United States hosts the most websites with a detectable PSP (3,415,139), followed by Japan (1,270,091) and Canada (1,157,165). Payment landscapes are strongly local: Omise dominates Japan, Mollie and Adyen are strongest in their home market the Netherlands, and Authorize.NET is largely a North American phenomenon.

Websites with a detectable PSP per country (top 15), June 2026

#	Country	Websites with a PSP	Share of global total
1	United States	3,415,139	28.0%
2	Japan	1,270,091	10.4%
3	Canada	1,157,165	9.5%
4	China	921,196	7.5%
5	United Kingdom	588,940	4.8%
6	Germany	483,559	4.0%
7	Indonesia	345,074	2.8%
8	France	333,008	2.7%
9	Netherlands	323,194	2.6%
10	Italy	244,876	2.0%
11	India	238,528	2.0%
12	Australia	209,186	1.7%
13	Spain	158,423	1.3%
14	Brazil	156,565	1.3%
15	Poland	103,703	0.8%

United States

United States has 3,415,139 primary hostnames with a detectable PSP. The most detected provider is PayPal (2,422,281 websites, 70.9% of sites with a PSP in United States).

Top payment providers in United States, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	PayPal	2,422,281	70.9%	
2	Apple Pay	1,201,679	35.2%	
3	Google Pay	943,031	27.6%	
4	AliPay	518,889	15.2%	
5	Authorize.NET	371,801	10.9%	
6	Shopify Pay	349,862	10.2%	
7	Shop Pay	217,562	6.4%	
8	Stripe	209,351	6.1%	
9	Venmo	184,597	5.4%	
10	SquareUp	140,565	4.1%	

Japan

Japan has 1,270,091 primary hostnames with a detectable PSP. The most detected provider is Omise (894,830 websites, 70.5% of sites with a PSP in Japan).

Top payment providers in Japan, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	Omise	894,830	70.5%	
2	PayMe	289,630	22.8%	

#	Provider	Websites	Share of sites with a PSP	
3	PayPal	227,649	17.9%	
4	eCard	215,860	17.0%	
5	econtext	199,751	15.7%	
6	Apple Pay	45,196	3.6%	
7	Shopify Pay	37,676	3.0%	
8	Google Pay	31,916	2.5%	
9	Amazon Pay	27,569	2.2%	
10	Shop Pay	21,340	1.7%	

United Kingdom

United Kingdom has 588,940 primary hostnames with a detectable PSP. The most detected provider is PayPal (415,818 websites, 70.6% of sites with a PSP in United Kingdom).

Top payment providers in United Kingdom, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	PayPal	415,818	70.6%	
2	Apple Pay	259,405	44.0%	
3	Google Pay	133,675	22.7%	
4	Shopify Pay	99,714	16.9%	
5	AliPay	84,184	14.3%	
6	Shop Pay	64,949	11.0%	
7	Stripe	38,136	6.5%	
8	Authorize.NET	20,546	3.5%	

#	Provider	Websites	Share of sites with a PSP	
9	Recharge	14,656	2.5%	
10	Braintree	12,643	2.1%	

Germany

Germany has 483,559 primary hostnames with a detectable PSP. The most detected provider is PayPal (399,390 websites, 82.6% of sites with a PSP in Germany).

Top payment providers in Germany, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	PayPal	399,390	82.6%	
2	Apple Pay	155,183	32.1%	
3	Google Pay	122,154	25.3%	
4	Shopify Pay	59,596	12.3%	
5	Shop Pay	41,530	8.6%	
6	Amazon Pay	33,069	6.8%	
7	Mollie	15,879	3.3%	
8	Stripe	13,979	2.9%	
9	Venmo	13,382	2.8%	
10	Braintree	12,167	2.5%	

France

France has 333,008 primary hostnames with a detectable PSP. The most detected provider is PayPal (204,989 websites, 61.6% of sites with a PSP in France).

Top payment providers in France, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	PayPal	204,989	61.6%	
2	Apple Pay	102,615	30.8%	
3	Google Pay	56,871	17.1%	
4	Recharge	35,054	10.5%	
5	Shopify Pay	34,105	10.2%	
6	Stripe	26,227	7.9%	
7	Shop Pay	21,438	6.4%	
8	PayU	16,719	5.0%	
9	RazorPay	13,912	4.2%	
10	Venmo	9,882	3.0%	

Netherlands

Netherlands has 323,194 primary hostnames with a detectable PSP. The most detected provider is Apple Pay (193,399 websites, 59.8% of sites with a PSP in Netherlands).

Top payment providers in Netherlands, June 2026

#	Provider	Websites	Share of sites with a PSP	
1	Apple Pay	193,399	59.8%	
2	Google Pay	175,492	54.3%	
3	PayPal	102,531	31.7%	
4	Mollie	28,048	8.7%	
5	Shopify Pay	24,822	7.7%	
6	Shop Pay	16,287	5.0%	

#	Provider	Websites	Share of sites with a PSP	
7	Adyen	12,367	3.8%	
8	Stripe	6,800	2.1%	
9	RazorPay	6,104	1.9%	
10	Recharge	5,127	1.6%	

PSP adoption by industry

Consumer Discretionary websites account for 4,759,032 of the 6,666,158 PSP-enabled websites with a classified GICS sector (71.4%) - by far the largest segment of online payment acceptance.

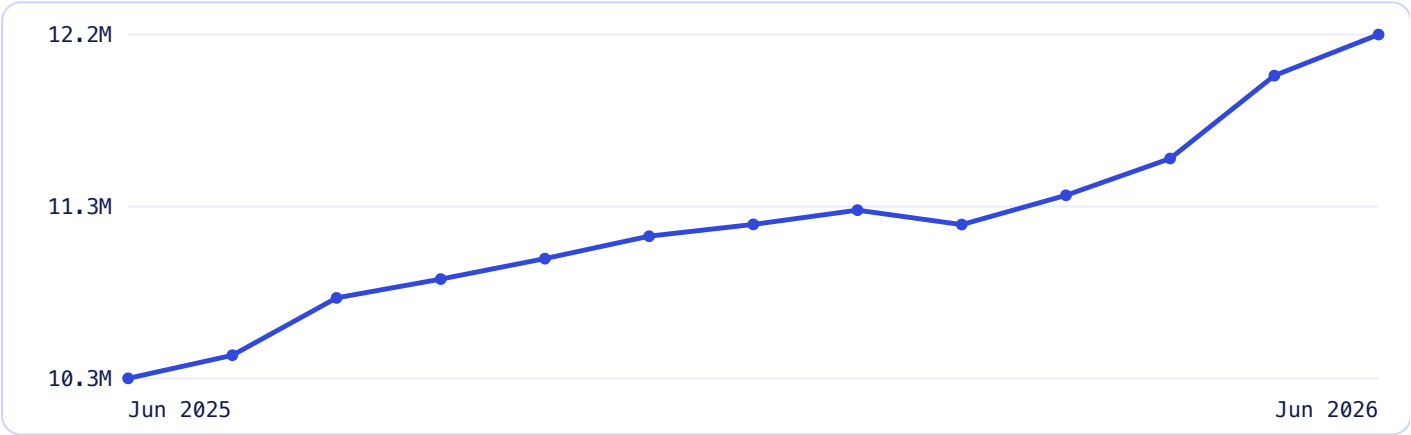
Websites with a PSP per GICS sector, June 2026

Sector	Websites with a PSP	Share of classified sites
Consumer Discretionary	4,759,032	71.4%
Industrials	747,889	11.2%
Consumer Staples	335,039	5.0%
Information Technology	216,980	3.3%
Health Care	206,976	3.1%
Communication Services	153,910	2.3%
Real Estate	105,833	1.6%
Financials	78,564	1.2%
Materials	50,289	0.8%
Utilities	9,005	0.1%
Energy	2,641	0.0%

12-month trend

The number of websites with a detectable payment service provider grew from 10,315,697 in June 2025 to 12,201,923 in June 2026 - an 18.3% increase in one year. This series is a whole-market aggregate; per-provider time series for publicly-traded platforms are available exclusively via Dataprovider.com.

Websites with a detectable PSP: 10,315,697 (Jun 2025) → 12,201,923 (Jun 2026), +18.3% over 12 months



Monthly values (websites with a psp): Jun 2025: 10,315,697; Jul 2025: 10,442,634; Aug 2025: 10,757,001; Sep 2025: 10,860,398; Oct 2025: 10,972,452; Nov 2025: 11,095,397; Dec 2025: 11,160,338; Jan 2026: 11,238,473; Feb 2026: 11,159,572; Mar 2026: 11,320,082; Apr 2026: 11,521,861; May 2026: 11,976,488; Jun 2026: 12,201,923.

▼ Data table

Month	Websites with a PSP
Jun 2025	10,315,697
Jul 2025	10,442,634
Aug 2025	10,757,001
Sep 2025	10,860,398
Oct 2025	10,972,452

Month	Websites with a PSP
Nov 2025	11,095,397
Dec 2025	11,160,338
Jan 2026	11,238,473
Feb 2026	11,159,572
Mar 2026	11,320,082
Apr 2026	11,521,861
May 2026	11,976,488
Jun 2026	12,201,923

Frequently asked questions

▼ What is the most used payment provider on the web in 2026?

PayPal is the most widely accepted payment option on the web. As of June 2026, Dataprovider.com detects PayPal on 6,439,425 primary hostnames, 52.8% of the 12,201,923 websites with a detectable payment service provider.

▼ How many websites accept online payments?

Dataprovider.com detects a payment service provider on 12,201,923 primary hostnames worldwide as of June 2026, measured across the full index of 400M+ domains.

▼ What is the most used payment processor (excluding wallets)?

Excluding digital wallets and checkout buttons, Omise is the most detected payment processor (1,359,874 websites), driven by its strong position in Japan, followed by Authorize.NET (624,943) and Stripe (473,900).

▼ What share of webshops use Stripe?

Stripe is detected on 473,900 primary hostnames globally, 3.9% of websites with a detectable PSP. Note: front-end detection undercounts processors that operate invisibly behind a checkout; see the methodology section.

▼ Which payment providers dominate in the Netherlands?

In the Netherlands, Apple Pay (193,399) and Google Pay (175,492) lead acceptance, followed by PayPal (102,531). Local players are strong: Mollie is detected on 28,048 Dutch websites and Adyen on 12,367.

▼ How is this data collected?

Dataprovider.com crawls and indexes 400M+ domains monthly, extracting 200+ variables per domain. PSP detection is based on observable front-end evidence: checkout scripts, payment buttons, plugins and rendered hostnames. Only primary hostnames are counted to avoid double-counting subdomains.

▼ Where can I get more detailed data and historical trends?

Dataprovider offers access to 400M+ domains analyzed monthly, 200+ structured data fields, and four years of historical data. Contact the Dataprovider team at [dataprovider.com](https://www.dataprovider.com) to get access.

How to cite this report

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