

Topic Atlas - June 2026

As of June 2026, Dataprovider.com classifies topics for 43,921,059 business websites. Construction, Repair & Installation is the most common topic on the business web (5,273,503 websites), ahead of Health & Medical and Software & Data.

Key findings

- Construction, Repair & Installation is the most common topic on the business web: 5,273,503 of 43,921,059 classified business websites (12.0%), per Dataprovider.com, June 2026.
- The physical economy outweighs tech online: construction tops Software & Data (3,736,095) by 41%.
- Health & Medical is the second-largest topic with 3,834,507 business websites.
- 31.4% of classified business websites are American (13,804,433); Germany is second with 3,012,391.
- Legal (965,426) and Telecom (669,902) are among the smallest mainstream business topics - both smaller than Religious websites (848,035).

What is a website topic? A website topic is a thematic label (such as Health & Medical or Real estate) assigned by multilingual classification of a website's crawled text content. Topics describe what a website is about, independent of its industry registration or self-description. A website can carry multiple topics.

Methodology

- Sample: 43,921,059 primary hostnames classified as business websites with at least one detected topic, from the full index of 400M+ domains.
- Detection: multilingual text classification of crawled page content into topics (websitetopics field). A website can carry multiple topics; counts per topic overlap.
- Known limitations: classification depends on crawlable text; image-heavy or login-gated sites are underrepresented. Topic taxonomy is fixed per crawl cycle.
- **Coverage:** Dataprovider.com classifies 69.0M primary hostnames as business websites; 43,921,059 of those carry at least one detected topic and form this report's sample. The remainder have too little crawlable text to classify.

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

Most common topics on business websites

Construction, Repair & Installation appears on 5,273,503 business websites (12.0% of classified business sites) - the physical economy, not tech, dominates the business web.

Most common topics on business websites, June 2026

#	Topic	Business websites	Share of classified sites	
1	Construction, Repair & Installation	5,273,503	12.0%	
2	Health & Medical	3,834,507	8.7%	
3	Software & Data	3,736,095	8.5%	
4	Entertainment	3,535,397	8.0%	
5	Art & Design	3,454,417	7.9%	
6	Beauty & Personal care	3,161,556	7.2%	
7	Food & Drinks	3,085,752	7.0%	
8	Home & Garden	2,847,117	6.5%	
9	Fashion	2,081,584	4.7%	
10	Transport	2,011,816	4.6%	
11	Travel & Tourism	1,942,448	4.4%	
12	Education	1,915,868	4.4%	
13	Industrial	1,866,425	4.2%	
14	Marketing & Advertisement	1,842,456	4.2%	

#	Topic	Business websites	Share of classified sites	
15	Sports	1,745,950	4.0%	
16	Real estate	1,673,175	3.8%	
17	Financial	1,631,330	3.7%	
18	Media	1,594,024	3.6%	
19	Government & Society	1,097,788	2.5%	
20	Legal	965,426	2.2%	
21	Electronics & Hardware	939,682	2.1%	
22	Religious	848,035	1.9%	
23	Telecom	669,902	1.5%	
24	Business & Careers	574,582	1.3%	
25	Nature	559,119	1.3%	

Classified business websites per country (top 10)

The United States accounts for 13,804,433 of the 43,921,059 classified business websites (31.4%), followed by Germany (3,012,391) and Canada (2,474,622).

Classified business websites per country (top 10), June 2026

#	Country	Business websites	Share of classified sites	
1	United States	13,804,433	31.4%	
2	Germany	3,012,391	6.9%	
3	Canada	2,474,622	5.6%	
4	United Kingdom	2,274,558	5.2%	
5	France	1,841,095	4.2%	
6	India	1,700,492	3.9%	
7	Japan	1,558,139	3.5%	
8	Russia	1,359,687	3.1%	
9	China	1,310,030	3.0%	
10	Brazil	1,289,970	2.9%	

Frequently asked questions

▼ What do most business websites talk about?

Construction, Repair & Installation is the most common topic on the business web: 5,273,503 of the 43,921,059 classified business websites (12.0%), per Dataprovider.com, June 2026. Health & Medical (3,834,507) and Software & Data (3,736,095) follow.

▼ How many business websites are there?

Dataprovider.com classifies 43,921,059 primary hostnames as business websites with at least one detected topic as of June 2026, out of 69.0M business websites in total.

▼ 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 to get access.

How to cite this report

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<https://www.dataprovider.com/research/business-information/topic-atlas/>

Related research

Global Payment Service Provider Market Share - PSP market shares globally, per country and per industry, across 12M websites with a detectable payment provider.

Global CMS Market Share - CMS and website builder market share across the full web, with the regional long tail visible.

Top Hosting Providers - Hosting market share by autonomous system across 338 million websites.

Counterfeit Risk Report - Where transactional brand-abuse risk concentrates: categories and TLDs of low-trust online stores that mention a tracked trademark.