

Namecheap Domain Insights & Trends Report 2020 edition



Namecheap is an ICANN-accredited domain registrar and technology company founded in 2000 by Richard Kirkendall. With over 12 million domains under management, Namecheap is among the top domain registrars and web hosting providers in the world, and is a top provider of online products and services powering many of the world's most popular websites.

Namecheap produced this exclusive report of trends and insights about the domains industry, based only on the company's statistics and proprietary data. This report includes unique domain registration data from Namecheap throughout 2020, and going back as far as 2010. For all data pulled from 2010-2019, TLDs owned by 'Famous Four Media' were excluded because they were usually sold at promotional prices that would skew data unfairly. However, some data does include other TLDs that were sold during special sales and promotions.

This report was designed to provide business owners, journalists, and tech industry analysts with insights into the role of domains in e-commerce, as well as trends and behavior tendencies online. Time periods are indicated next to the statistics in each section.



Looking Back At 2020

The year 2020 will undoubtedly go down as one of the most memorable years in the history of the world. The global health pandemic drastically changed the way most people live, work, communicate, collaborate, create, and even socialize. More people than ever before are working remotely, conducting business virtually, and starting new online professional endeavors.

Namecheap's domain registration data reflects the way the Internet continues to evolve. With nearly every conceivable one and two-word **.com** domain name unavailable, and more TLDs launching every year, many online creators are turning to newly-released gTLDs or classic ccTLDs to represent their online presence. However, that does not mean that **.com** is no longer the king of all TLDs. Far from it.



Top 20 gTLDs of 2020

1
.com

2
.xyz

4
.site

3
.club

6
.info

5
.net

7
.online

8
.org

9
.live

10
.icu

12
.vip

11
.website

13
.store

15
.work

16
.casa

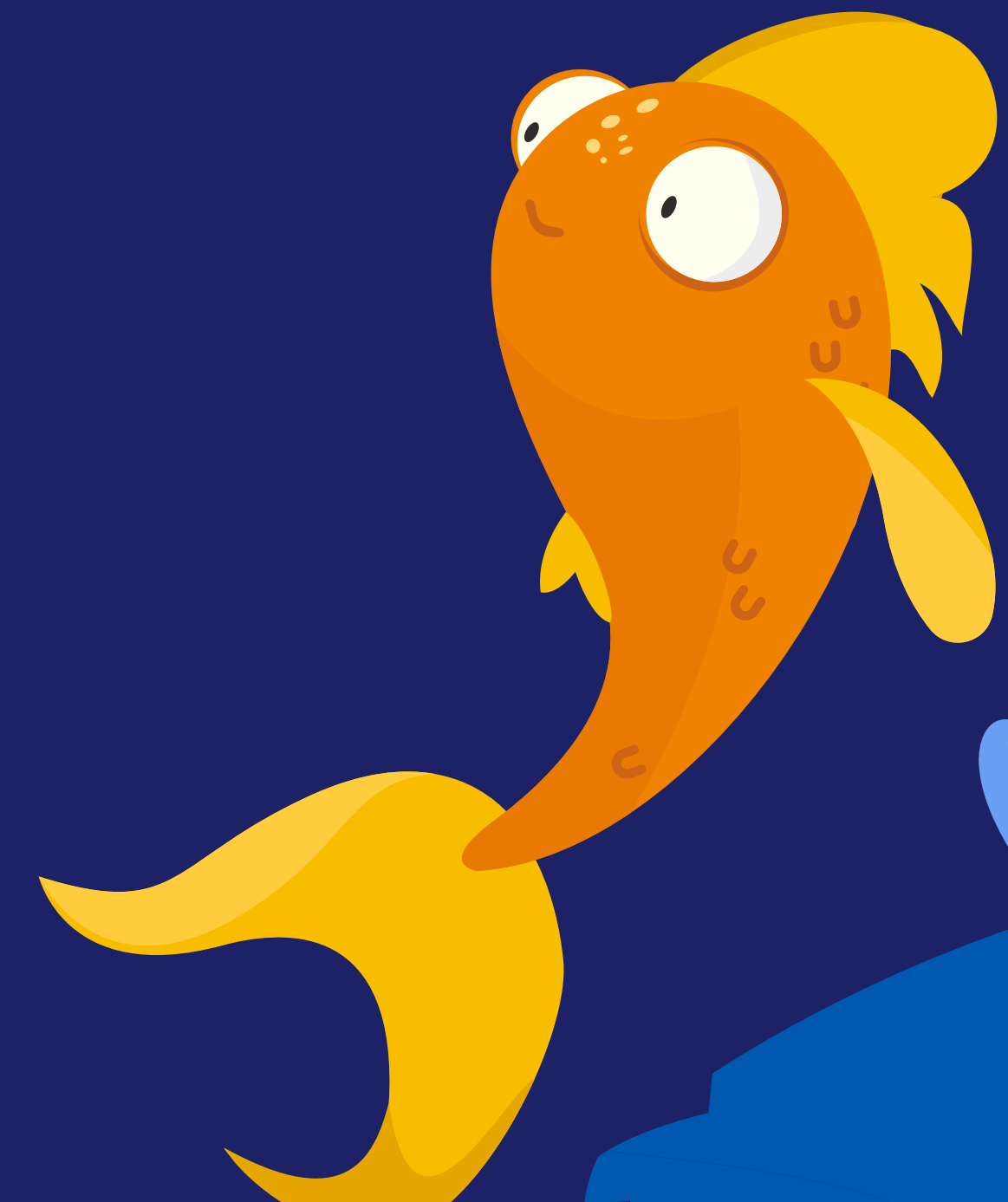
14
.shop

17
.dev

18
.space

19
.cam

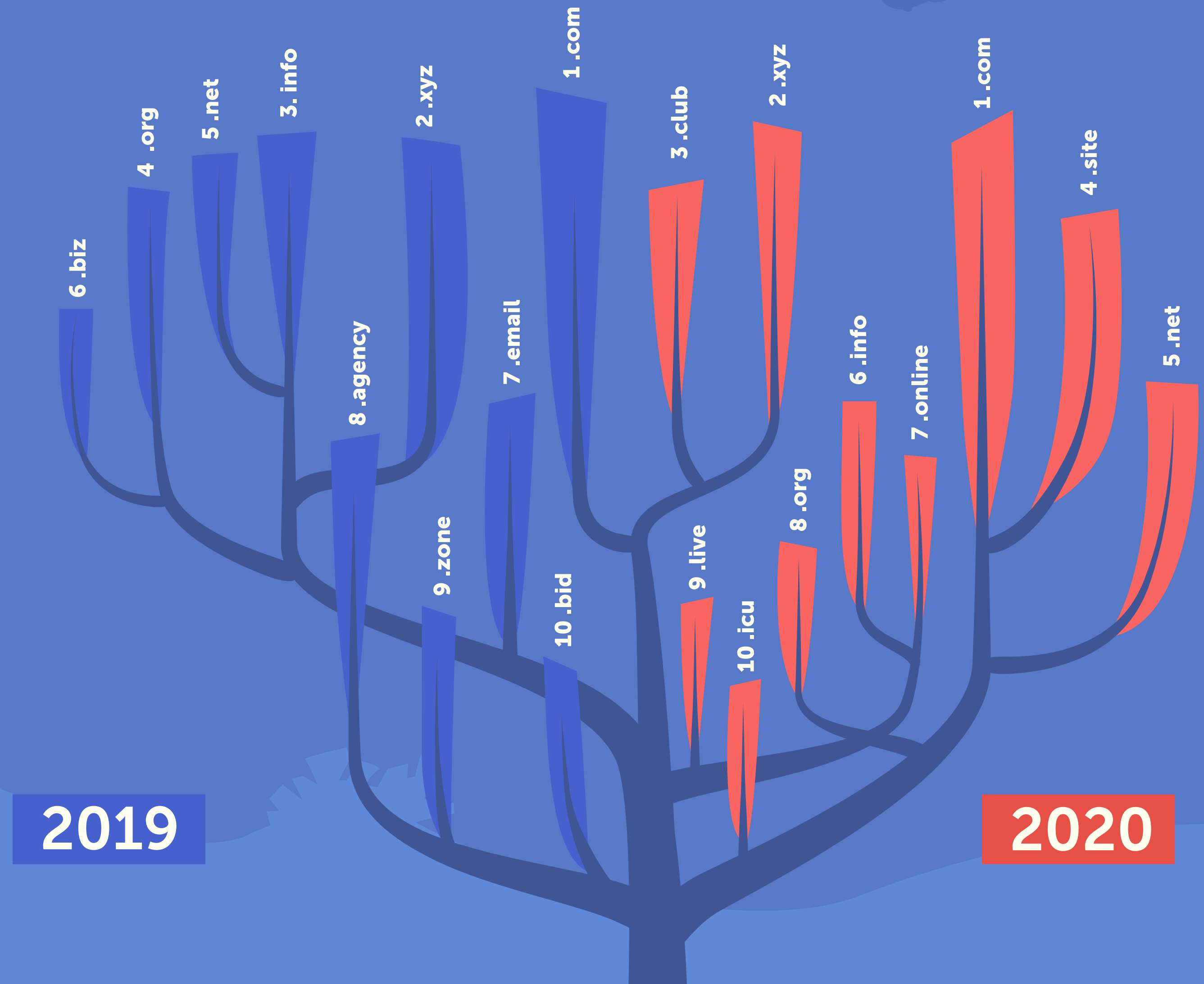
20
.app



Top 10 gTLDs 2019 vs 2020

Over the years **.com** has been the universal choice for the majority of domain name registrations. Even though the number of available easily-spelled and short **.com**'s is continually decreasing, **.com** leadership is still dominant across all spheres and businesses. And the situation is unlikely to change in the foreseeable future, as the gap between a **.com** and its closest rival is measured in millions of domain registrations.

Compared to 2019, when **.info** was the third most popular gTLD among Namecheap customers, 2020 has seen **.club**, **.site**, and **.net** make huge leaps forward. All three have managed to outrun **.info**, which has been a steadfast leader for more than a decade.



**The most popular gTLDs registered between January 1, 2020 and December 10, 2020 vs the most popular gTLDs registered between January 1, 2019 and December 31, 2019*

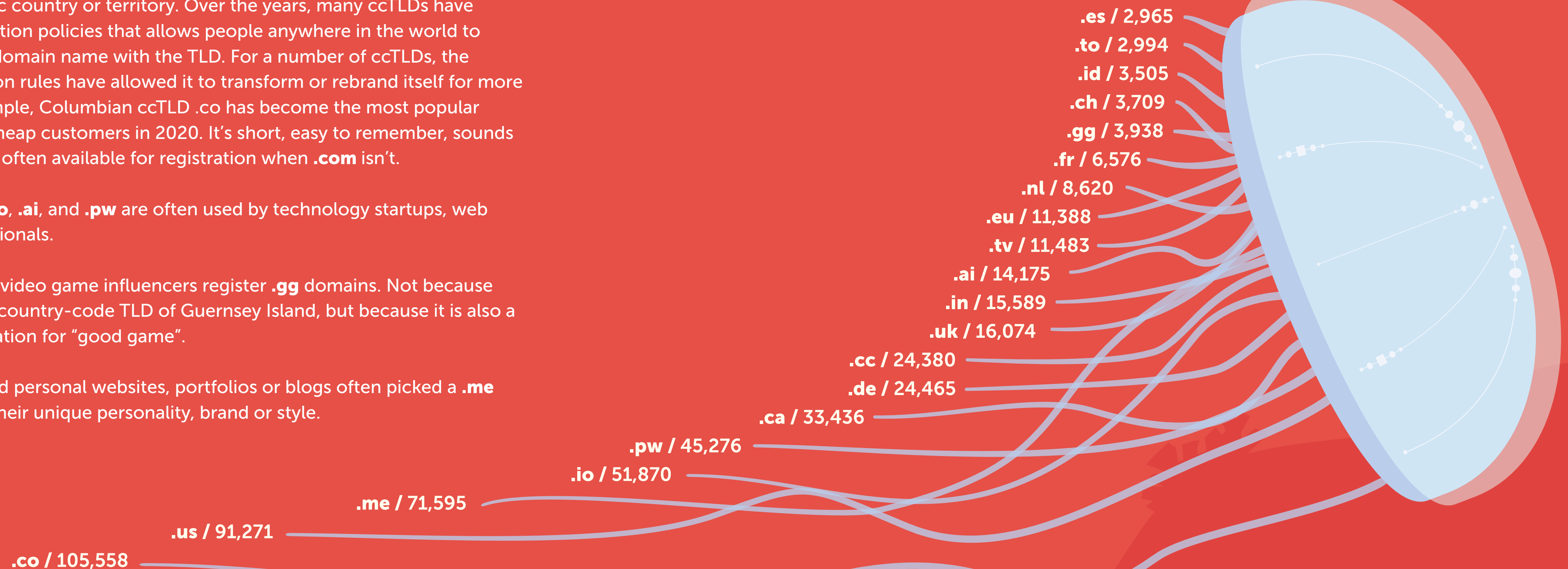
Top 20 ccTLDs of 2020

Originally ccTLDs (country code top-level domains) were created for people and businesses in a specific country or territory. Over the years, many ccTLDs have adopted open registration policies that allows people anywhere in the world to register their desired domain name with the TLD. For a number of ccTLDs, the generic-like registration rules have allowed it to transform or rebrand itself for more mass appeal. For example, Columbian ccTLD **.co** has become the most popular ccTLD among Namecheap customers in 2020. It's short, easy to remember, sounds like "company", and is often available for registration when **.com** isn't.

Domain names with **.io**, **.ai**, and **.pw** are often used by technology startups, web developers, or professionals.

Many pro gamers and video game influencers register **.gg** domains. Not because **.gg** was originally the country-code TLD of Guernsey Island, but because it is also a common text abbreviation for "good game".

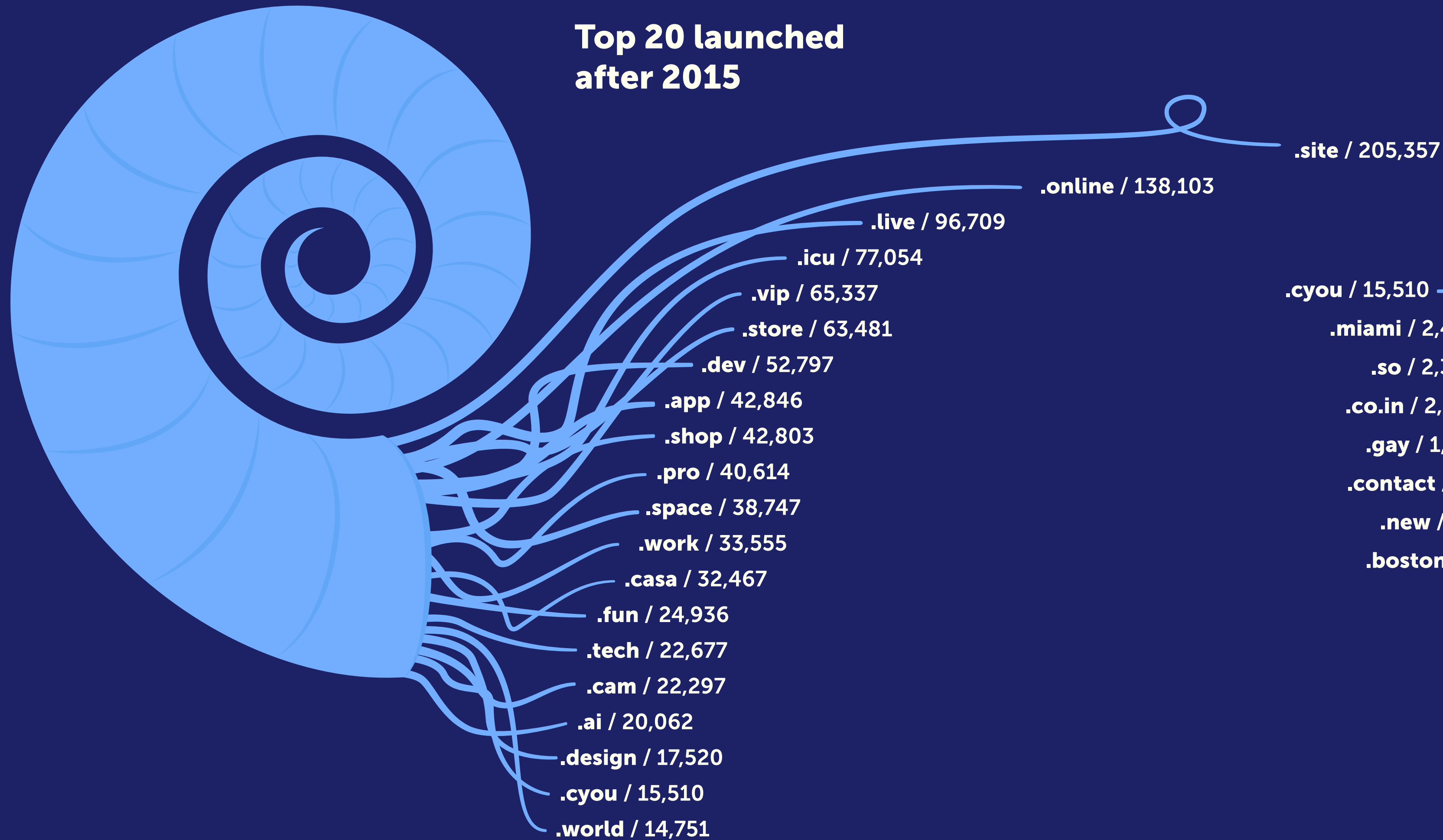
People looking to build personal websites, portfolios or blogs often picked a **.me** domain to represent their unique personality, brand or style.



*The number of ccTLDs registered between January 1, 2020 and December 10, 2020

New TLDs in 2020

Top 20 launched after 2015



8 New TLDs Launched in 2020 By Namecheap



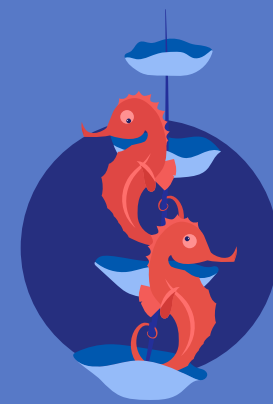
Top 3 TLDs by Category in 2020

Although many brands and small businesses still prefer traditional gTLDs or ccTLDs like **.com** or **.co.uk**, the state of niche top-level domains has evolved significantly over the last few years. This trend has continued in 2020. Now companies are registering industry-specific TLDs more eagerly than before.



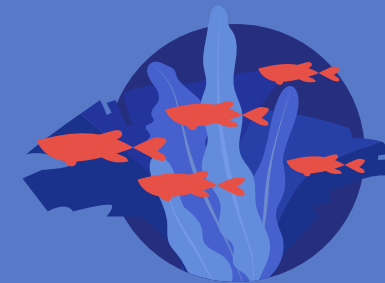
Technology

- 1 **.io**
- 2 **.dev**
- 3 **.app**



Social/Lifestyle

- 1 **.fun**
- 2 **.fit**
- 3 **.yoga**



Community/Family

- 1 **.club**
- 2 **.group**
- 3 **.team**



Travel

- 1 **.world**
- 2 **.london**
- 3 **.asia**



Art/Photography

- 1 **.design**
- 2 **.art**
- 3 **.studio**



Media/News

- 1 **.tv**
- 2 **.today**
- 3 **.press**



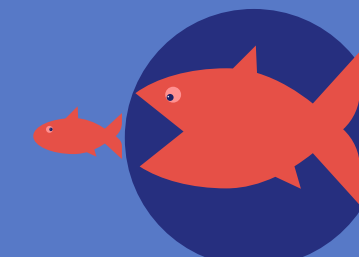
Finance/Money

- 1 **.cc**
- 2 **.finance**
- 3 **.cash**



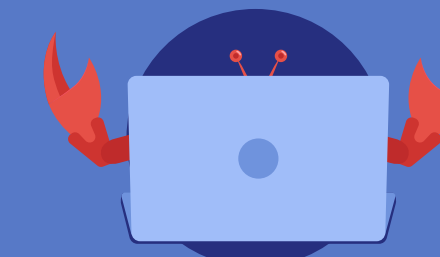
Business

- 1 **.agency**
- 2 **.ltd**
- 3 **.company**



Food/Drink

- 1 **.bar**
- 2 **.coffee**
- 3 **.cafe**



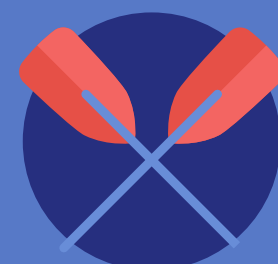
Professional/Personal

- 1 **.me**
- 2 **.pro**
- 3 **.blog**



Internet

- 1 **.site**
- 2 **.online**
- 3 **.live**



Sports/Games

- 1 **.stream**
- 2 **.win**
- 3 **.gg**



Commerce

- 1 **.store**
- 2 **.shop**
- 3 **.services**

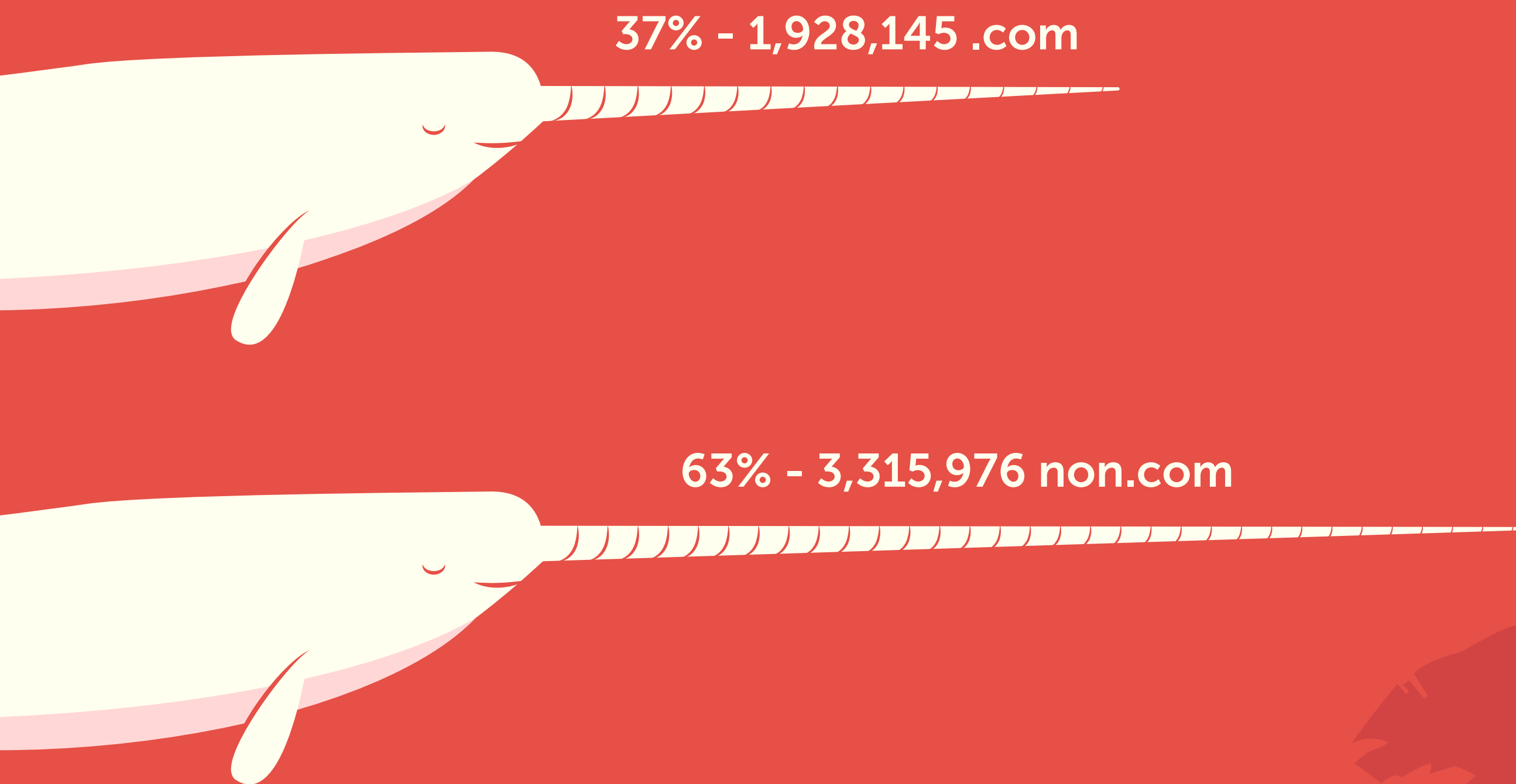


Real Estate

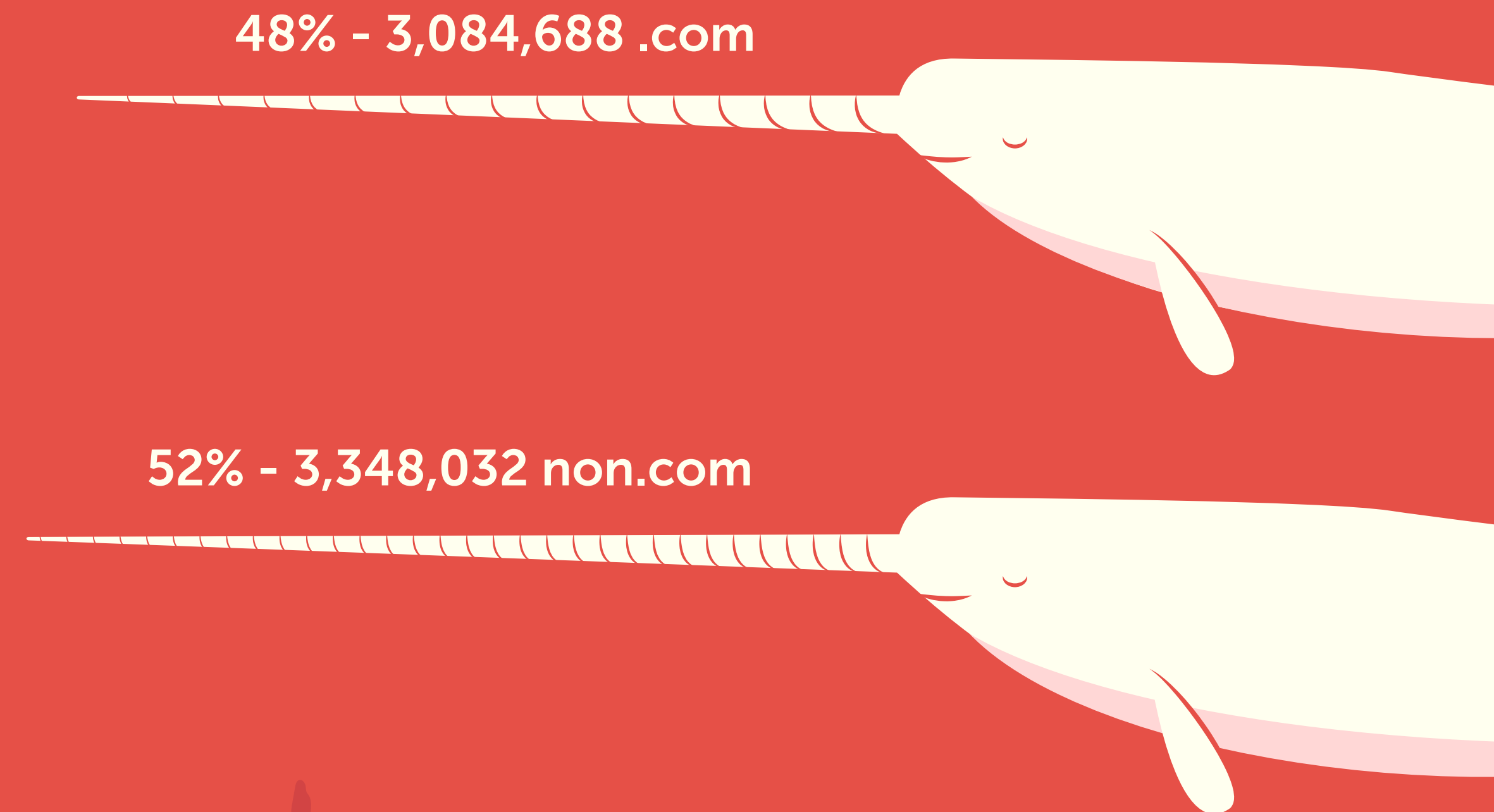
- 1 **.casa**
- 2 **.house**
- 3 **.properties**

.COM vs All Other Domain Registrations

2019



2020



.COM vs All Other Domain Registrations over the Last Decade

41% - 14,725,811 .com

59% - 21,418,312 non.com

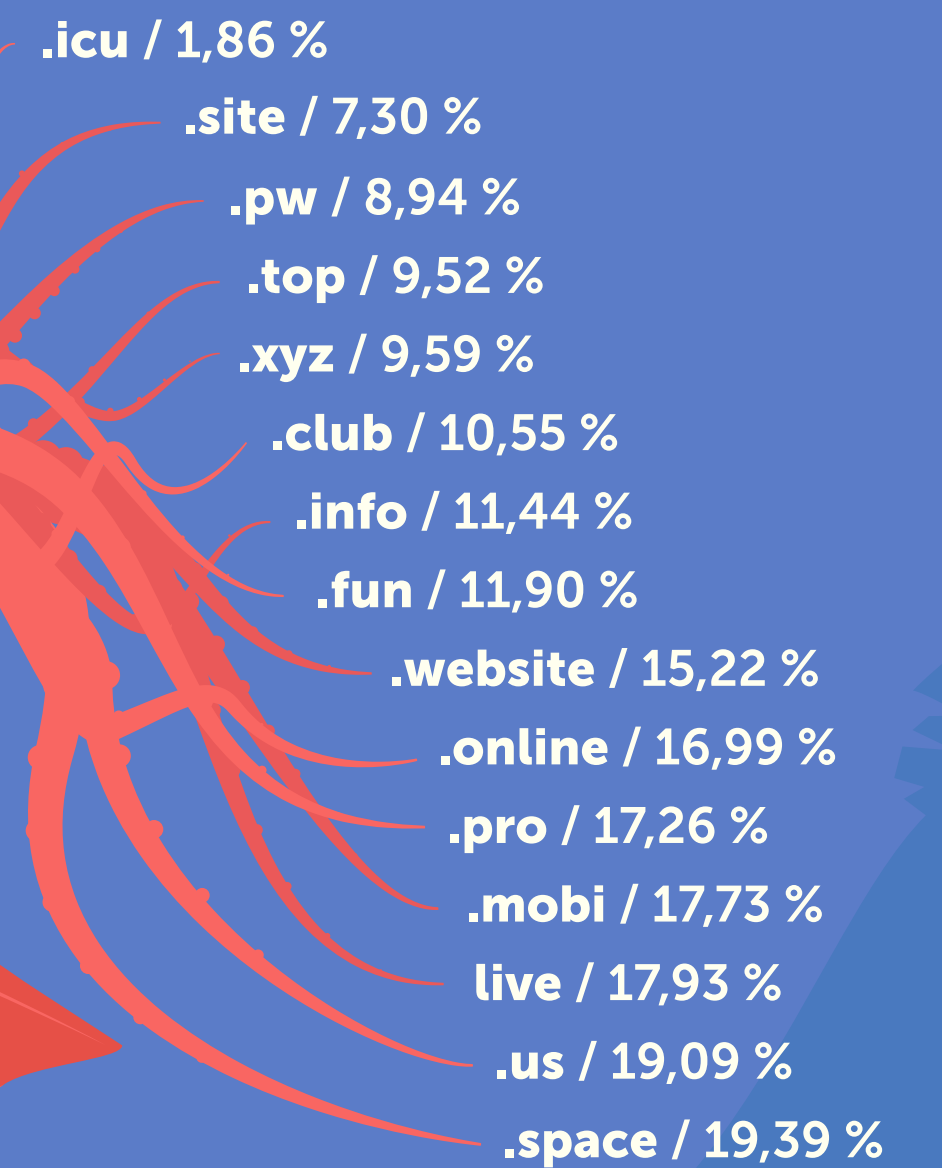
Top 15 TLDs Renewal Rates

In 2020 **.ca** became the best-renewed TLD among Namecheap customers. 72,5% of all **.ca** domains were renewed, meaning that their owners found great value in keeping the domain name for their business or personal website. At the same time, **.icu** saw the worst renewal rate in 2020. Despite the fact that it was one of the 20 most popular gTLDs of the year, only 1,86% of these domains were renewed. Also, **.xyz**, which saw the biggest number of registrations after **.com**, became one of the worst renewed TLD of 2020.

Best Renewal Rates

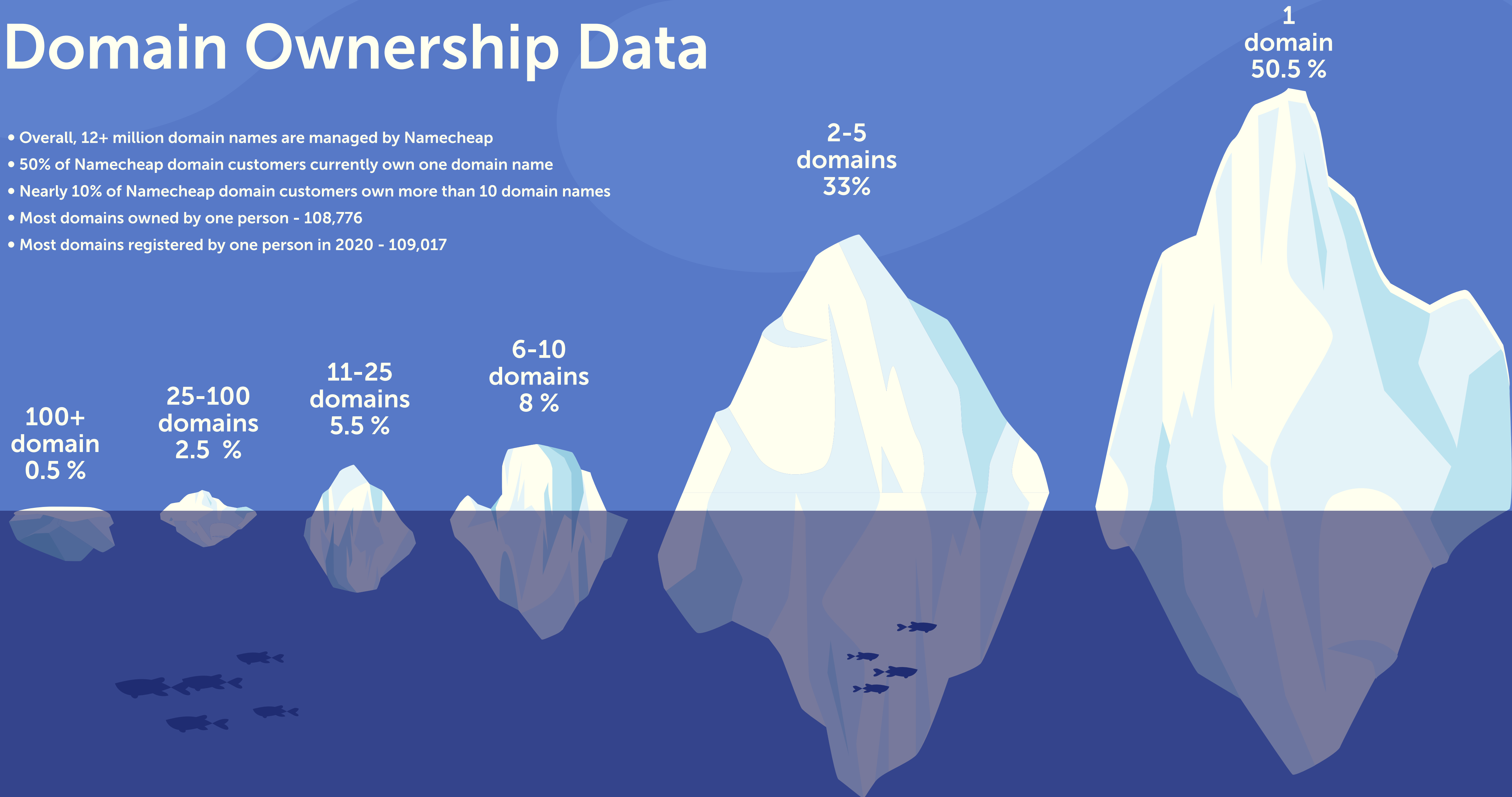


Worst Renewal Rates

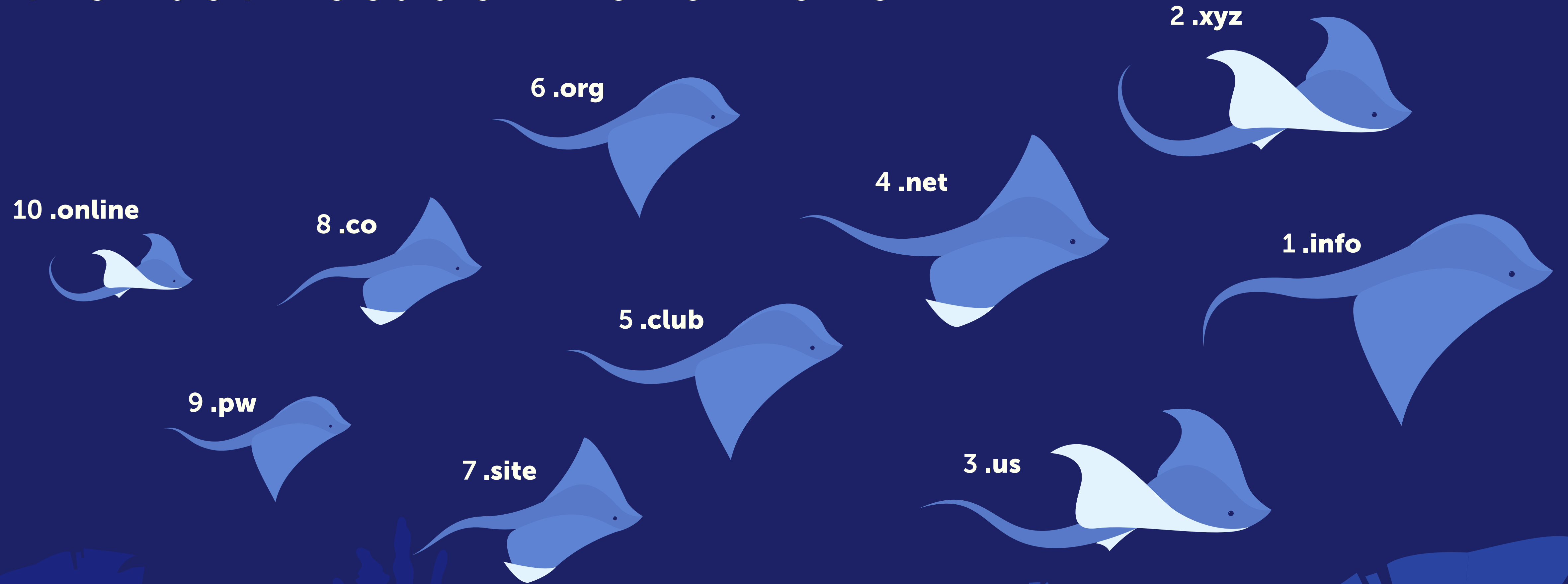


Domain Ownership Data

- Overall, 12+ million domain names are managed by Namecheap
- 50% of Namecheap domain customers currently own one domain name
- Nearly 10% of Namecheap domain customers own more than 10 domain names
- Most domains owned by one person - 108,776
- Most domains registered by one person in 2020 - 109,017



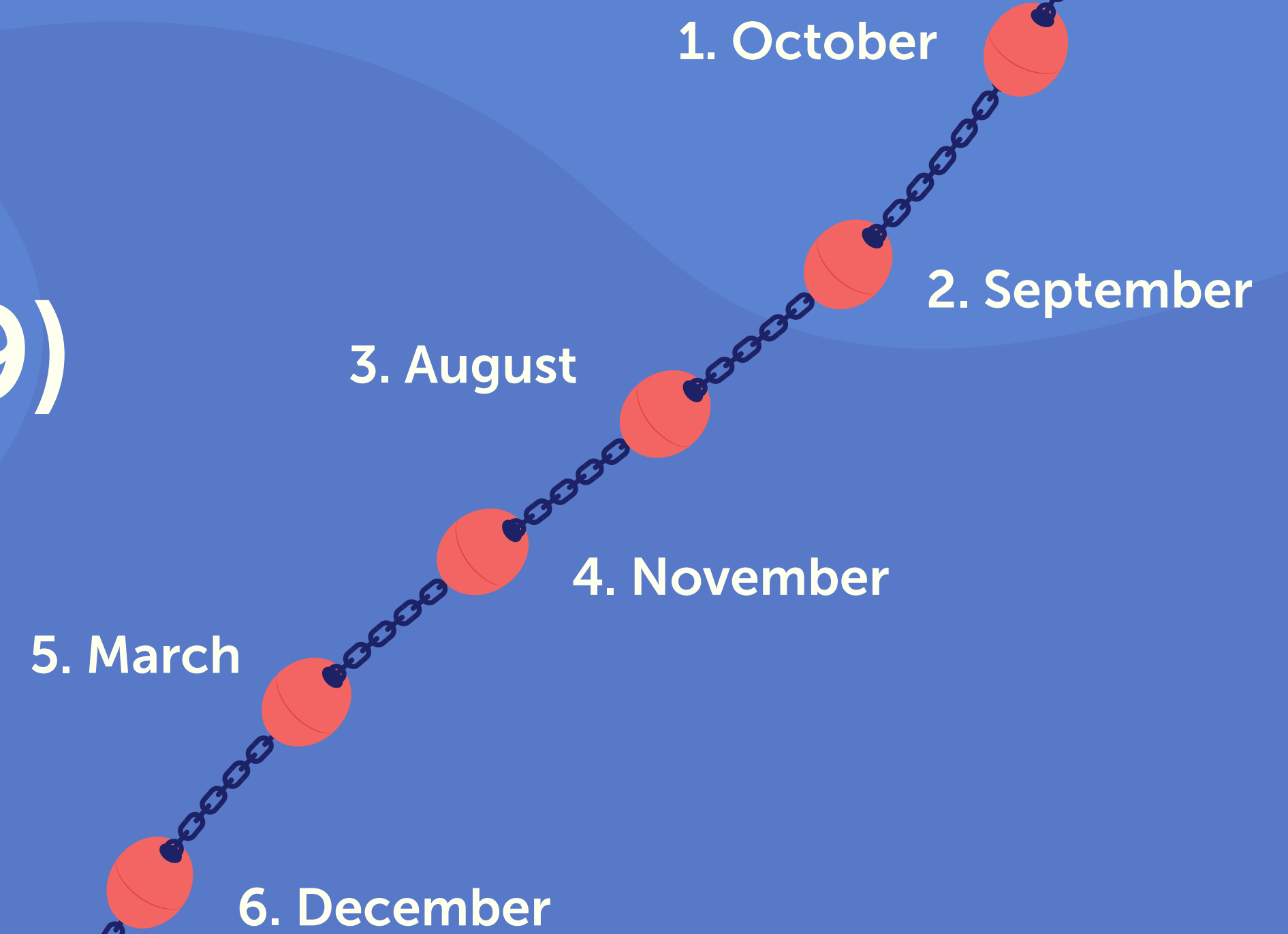
Top 10 Non .COM Domains over the Last Decade - 2010-2020



Top 10 TLDs Launched After January 1, 2010 of the Last Decade



Top Months to Register a Domain Name over the Last Decade (2010-2019)



**Namecheap data from January 1, 2010 - December 31, 2019*



All information presented in this report was the best available to Namecheap at the time of publication and was correct at this time.

Additionally, references to past statistics may incorporate corrections to information previously reported by Namecheap, based on new information learned since these publications.

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