

The Namecheap Domain Insights & Trends Report



Namecheap is an ICANN-accredited domain registrar and technology company founded in 2000 by Richard Kirkendall. With over 10 million domains under management, Namecheap is among the top domain registrars and web hosting providers in the world, and is included in the 2018 Inc. 5000 list of fastest growing companies in America.

We've produced this exclusive report of trends and insights about the domains industry, based on our company's own statistics and proprietary data.

This report is comprised of domain registration data from Namecheap going back as far as 10 years. We have excluded TLDs owned by 'Famous Four Media' 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.

We will keep refreshing this report regularly 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 statistics in each section.



As one of the top registrars globally with over 10 million domains under management, Namecheap has a significant amount of data on domain registration trends; which are most popular, how they are changing, and what that means for the future of registration.

The domain industry saw several intriguing trends from January to June 2018. The ever-reigning .com still tops the leaderboard, followed by .info, with relative newcomer .club at number three, no doubt its versatility making it popular among businesses and hobbyists alike.

Some other unexpected entries in this year's 20 best-selling domains include newcomers .online, .website, and .space.

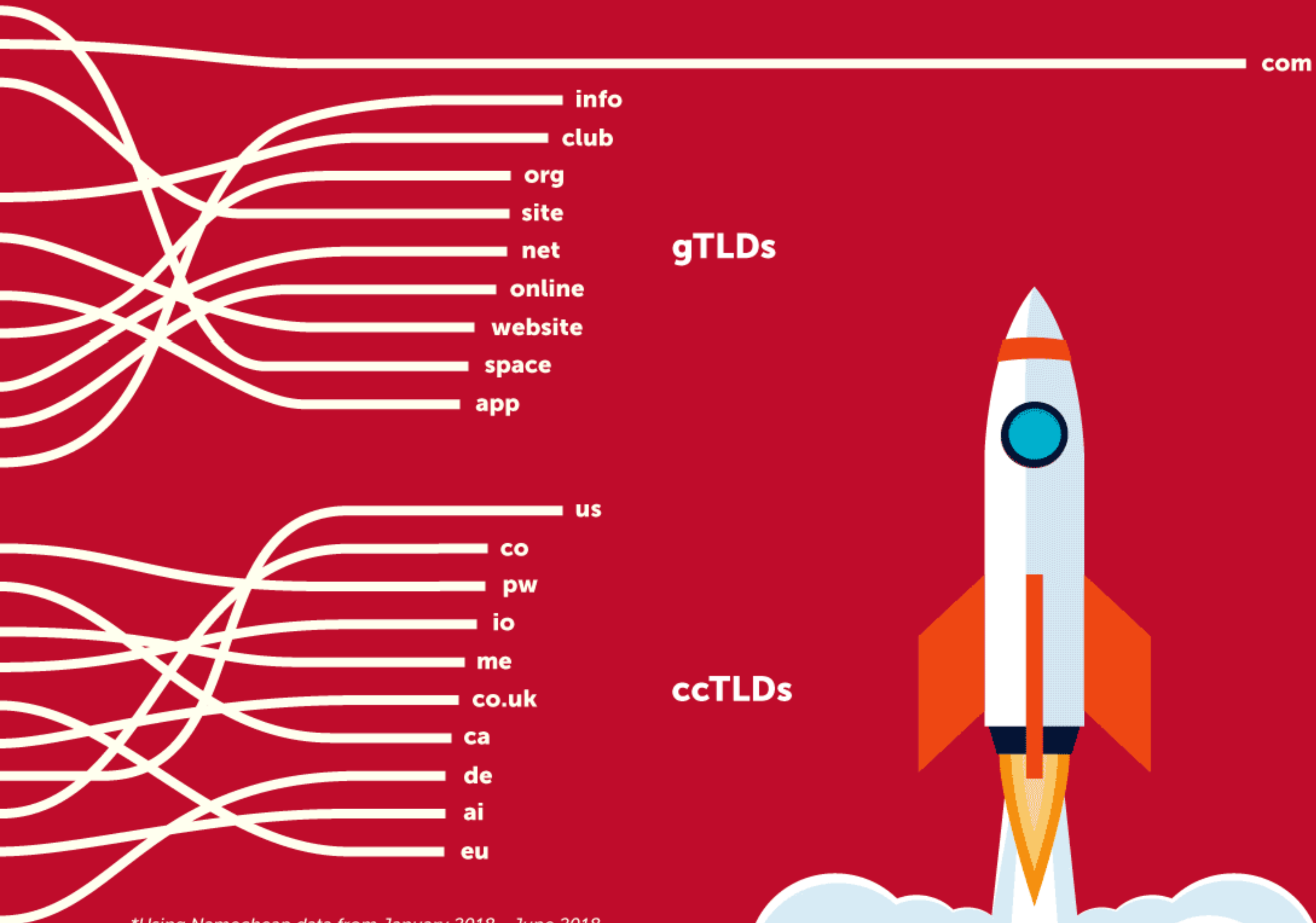
When it comes to country code top-level domains (ccTLDs), perhaps unsurprisingly, .us is the most popular, with a huge amount of businesses and individuals wanting an association with the United States within their website's name. The versatility and shortness of .co, as well as its similarity to .com, puts it second on the list. Similarly, other ccTLDs, like .io and .ai benefit from their ability to be applied to other industries.

This year, the technology segment has embraced .app as a top choice, as indicated by Namecheap's total number of registrations this year. Businesses providing money and financial services have chosen .cash, .exchange, and .capital as their most popular TLDs for 2018.

Continue reading this report for full lists of top performers in each category, as well as extensive information on today's TLD market in general, and how it has changed over the last ten years.



Top 20 TLDs of H1 2018



Top TLDs in the first half of 2018

The most popular TLDs in the first half of 2018 reflect changes in the domain market, and how the Internet has evolved to make way for more websites with popular, new, generic top-level domains (gTLDs). To this day, .com remains the clear giant of domain extensions. The extension ".com" in many ways defines the global address system, and while its growth has slowed over the years, it still dwarfs every other TLD in total registrations.

TLD changes in recent years

In 2013, the Internet ran out of four-letter .com-domain combinations - all 456,976 possible four-letter combinations were gone. This, coupled with increasing demand for an online presence, created more opportunity for new alternative extensions to rise in popularity and ubiquity. The emergence of new gTLDs and ccTLDs have increased the possibilities for new websites exponentially.

While the original gTLDs like .com, .org, and .net are still the most recognizable to the casual Internet user, from 2000 to 2014 over 100 new gTLDs were launched. Extensions like .club, .apple, and .car were unveiled, and opened up a whole new world of domain name possibilities.

The newest wave of TLD registrations figures range from less than 100 to more than 1 million, depending on how well they have been received by the general public, adopted by businesses, or utilized by countries and cities.

A handful of TLDs have consistently appeared on Namecheap's top 20 best-sellers over the past decade, including the well-established gTLDs .com, .info, and .org. However, this year's top 20 best-selling domains include a few surprise additions, including newcomers .online, .club, .website, and .space.

**Using Namecheap data from January 2018 - June 2018*

**.xyz and Famous Four Media were excluded*





Technology

1. .app
2. .tech
3. .network



Media, Art, Music

1. .press
2. .tv
3. .design



Internet

1. .site
2. .online
3. .website



Social & Lifestyle

1. .live
2. .guru
3. .vip



Money & Finance

1. .cash
2. .exchange
3. .capital



Sports & Games

1. .fun
2. .ninja
3. .team



Community & Family

1. .club
2. .life
3. .group



Professional

1. .pro
2. .company
3. .consulting



Commerce

1. .store
2. .shop
3. .solutions



Travel

1. .space
2. .world
3. .asia



Food & Drink

1. .coffee
2. .cafe
3. .pizza



Real Estate

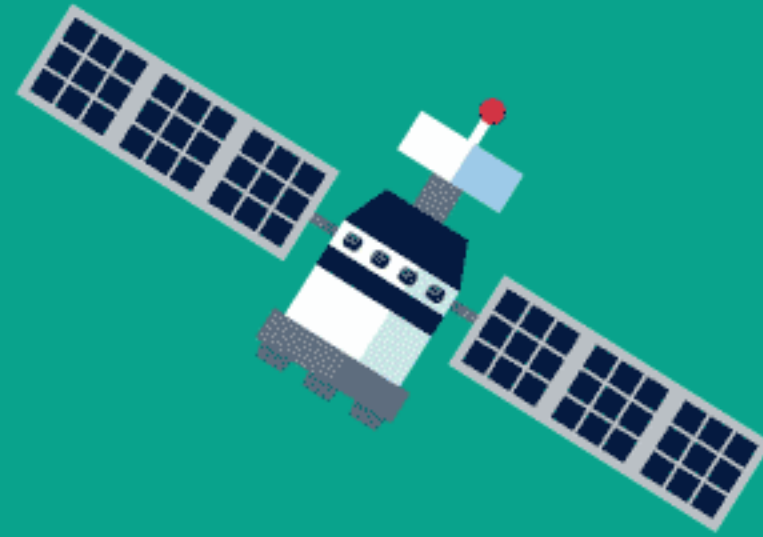
1. .house
2. .land
3. .properties

Most Popular TLDs by Category for H1 2018

By design, top level domains are meant to reinforce the branding strength of an individual domain name. Even though there are no industry restrictions associated with gTLDs (and some ccTLDs), many sectors have readily adopted certain extensions as their own.

This year, the technology industry embraced the newly released .app TLD as a top choice, as indicated by Namecheap's total number of registrations in H1 2018. Businesses providing money and financial services have chosen .exchange, .capital, and .cash as their most popular TLDs for H1 2018. The travel industry is already embracing travel outside of this planet, with the rise in popularity of .space. For e-commerce retailers and publishers specializing in the realm of community and family, .club, .group, and .life were standouts this year.

Top 10 Country Code TLDs of H1 2018



2018 country-code registrations

In 2018, the most registered country-code top-level domain (ccTLDs) with Namecheap is .us. The .us ccTLD was originally created for citizens and residents of the United States and foreign entities with an American presence.

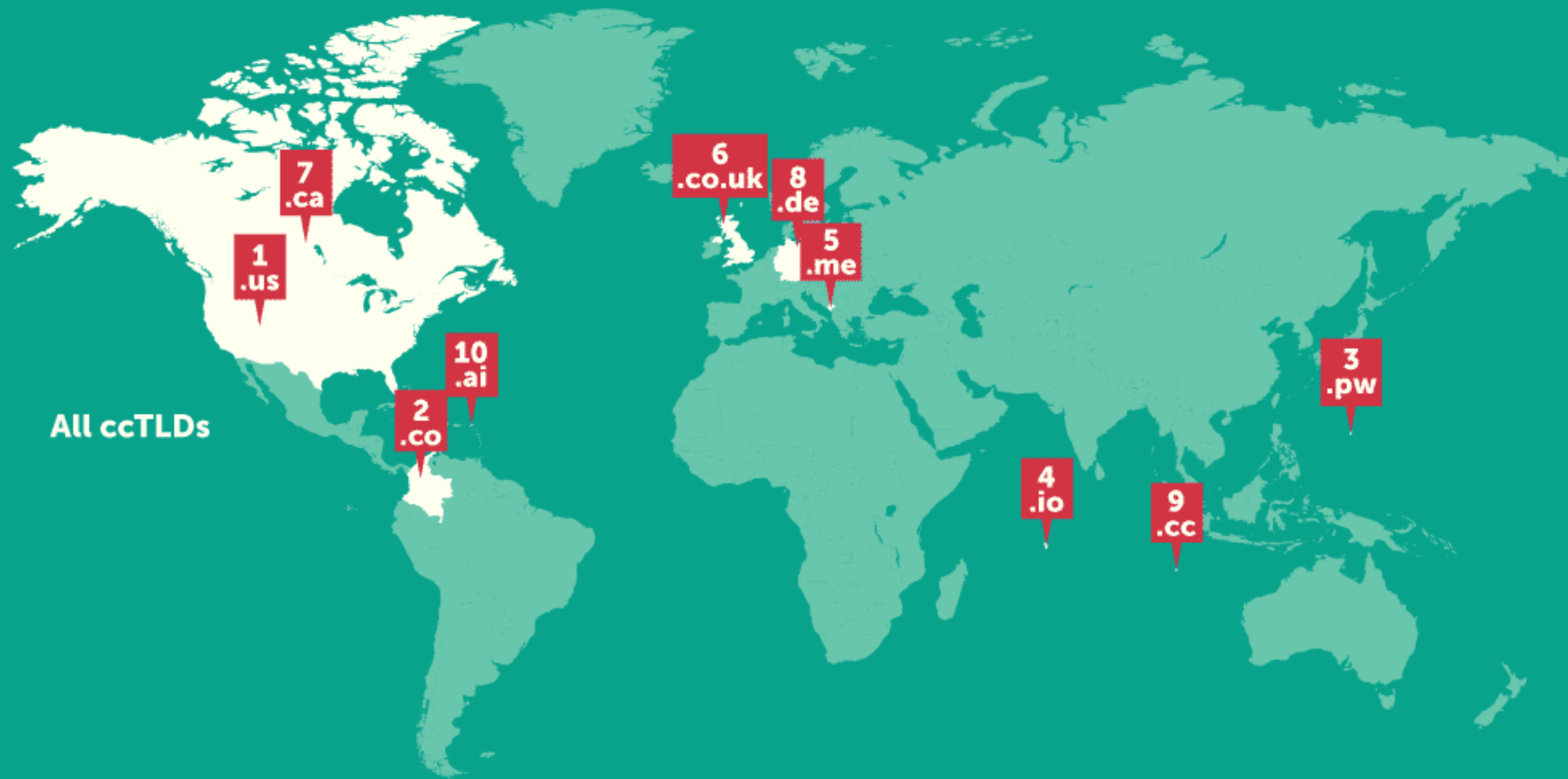
Despite its restrictions, .us is still a popular TLD in Africa, Asia, and South America. It's also worth noting, ccTLDs represent domain extensions originally created for specific countries. While many ccTLDs only allow registration by residents and citizens, many (because of an open registration policy), have evolved to be most associated with a certain business, service, industry, or product category.

For example, although #2 ccTLD .co was originally assigned to Colombia, being a Colombian resident is not a requirement to register a domain with this extension. Over the past several years, .co has become increasingly popular thanks to several attributes; it's short, SEO friendly, and synonymous with 'company'. This versatility allowed it to become Namecheap's second most popular ccTLD of H1 2018.

The third and fourth spots in the top 5 country code TLDs are .pw, and .io. The .pw extension was originally created for the small pacific island nation of Palau. Once it was made available to the general public in recent years, it surged in popularity.

Most tech-savvy types will recognize .io (i/o) as an abbreviation for Input/Output. In the domain industry, it was originally designated for British Indian Ocean Territory. Over the years, this TLD has become an extension of choice among many startups and tech companies. In addition to tech, others have also figured clever ways to make use of brand names that end in "io" - like "stud.io," "portfol.io," or "aud.io," to name a few.

Coming in 5th place is the popular .me TLD. First assigned to Montenegro, since its open registration, it has become a favorite TLD for personal websites, online resumes and portfolios.

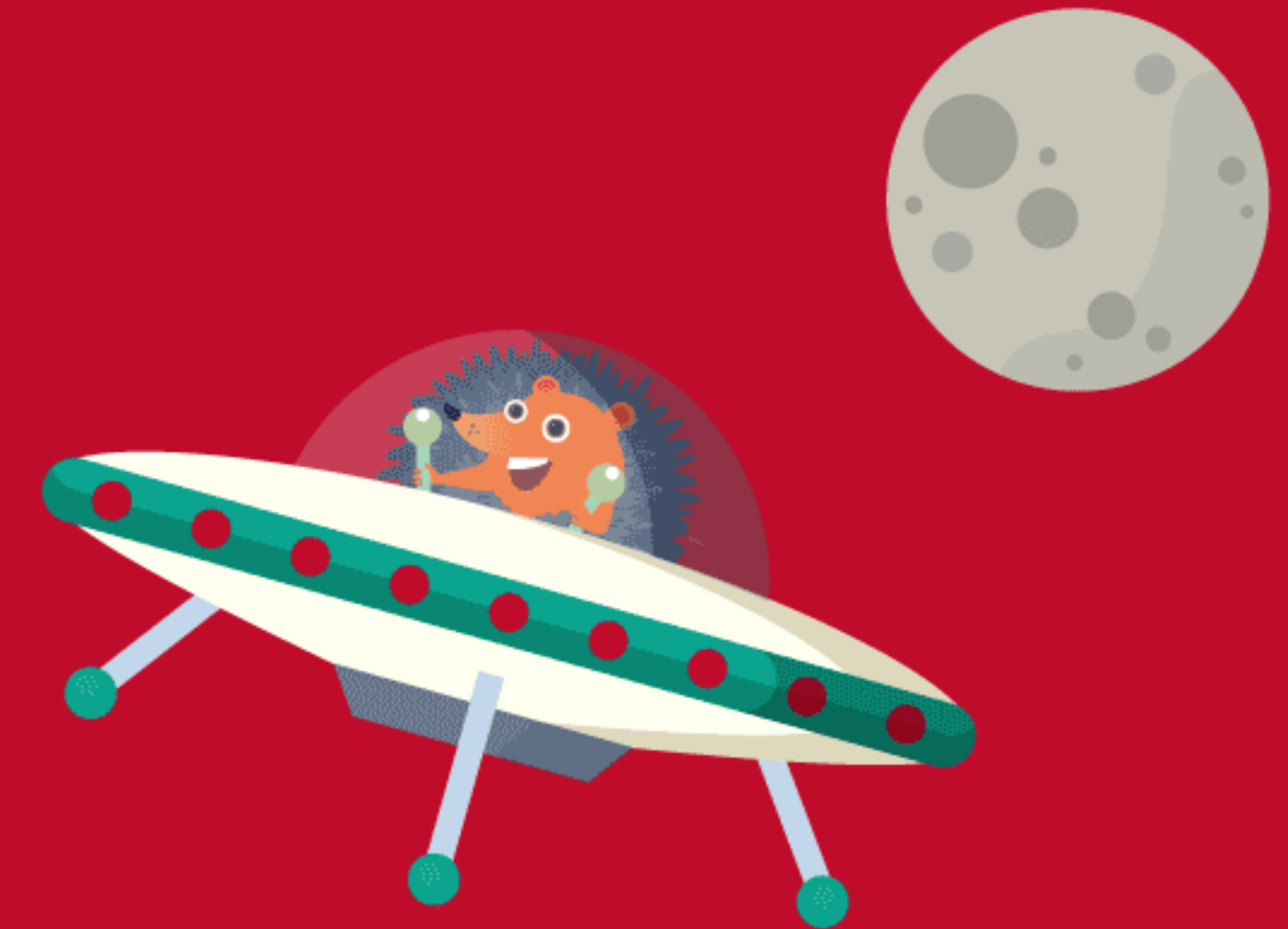


All ccTLDs

**All ccTLDs listed were originally created for specific countries. Some have evolved due to open registration policies.*

**Using Namecheap data from January 2018 - June 2018*

Top 3 Non .com TLDs Around the Globe since 2017



Non .com TLDs by region

Looking at the most popular NON .com TLDs by geographic region offers unique insight into how different regions have adopted alternative gTLDs, as well as ccTLDs. Take .info for example, it has become a popular extension across multiple continents, establishing itself as the extension Internet users worldwide have come to trust while looking for access to information.

It's also no surprise that .us is among the top three non .com extensions of the year in North America. However, Namecheap's most popular non .com TLD, .info, may be a surprise to many, beating both .org and .us to the top spot.

Trending Industry-Specific TLDs that have increased in popularity over the last year

Industry-specific TLDs

As more people embrace owning a website without a .com or ccTLD extension, many industries have quickly adopted their industry-specific TLDs. These TLDs describe what an industry does, and allow for stronger, more descriptive domain names. Even businesses and institutions that are traditionally offline have industry-specific TLDs growing in popularity.

There are also trends within many contemporary industries. Extensions like .games and .ventures have increased their domain count significantly in recent years. Thousands of websites now use industry-specific TLDs. The .band extension is this year's most registered industry-specific TLD with Namecheap, its adaptability for different markets no doubt helping it achieve this.

Additionally, as online banking becomes more ubiquitous, financial products and services have utilized extensions like .exchange with more frequency.



Top Month to Register a Domain

From July 2017 through June 2018, the highest number of new domain registrations with Namecheap came in October, with a comparable quantity of registrations in November. The next peak is May.

Over the past 10 years, the top months for registrations were June , November and October.



Over the last 10 years



**Using Namecheap data from July 2017 - June 2018*

**Although in all above sections the Famous Four Media domains have been excluded, here they are included.*

Most Popular TLDs of the Decade (2008-2018)

.com

info

net

org

us

club

co

pw

co.uk

online

site

me

tech

biz

website

top

io

in

space

Since the creation of the Internet, analyzing online trends have offered businesses a valuable look into their industry's past and current tendencies, as well as offering valuable insight into what the future may hold.

While the web is technically just numerical code, servers, devices, and domain names, it's how people utilize these tools that tell the story of the World Wide Web. Looking at Namecheap's consumer data from January 2008-June 2018 offers a one-of-a-kind look at the domain industry over the past decade. What TLDs have evolved into the Internet's most popular? What TLDs will emerge as the most popular of the future? Reviewing Namecheap's Top 20 Most Popular Top-Level Domains of the Decade offers exclusive insights into the domain name industry.

It will come as no surprise that .com is the most registered domain (TLD) in the world over the past 10 years. However, here are a number of alternative TLDs that have quickly increased in popularity, becoming a mainstay among website owners.

Based on total Namecheap registrations over the last decade, after .com, .info has emerged as the second most popular TLD among Namecheap customers. This popularity signals that people are expecting to find quality information behind a .info domain name. It's also, in part, owing to constant promotions on the .info TLD.

Following .info are two well-known generic top-level domains: .net and .org. It might be surprising these two TLDs don't take a higher position among Namecheap registrations, or perhaps it shows how diverse options are becoming more in demand in today's marketplace.

Top 5 New TLDs Launched in the Last 3 Years

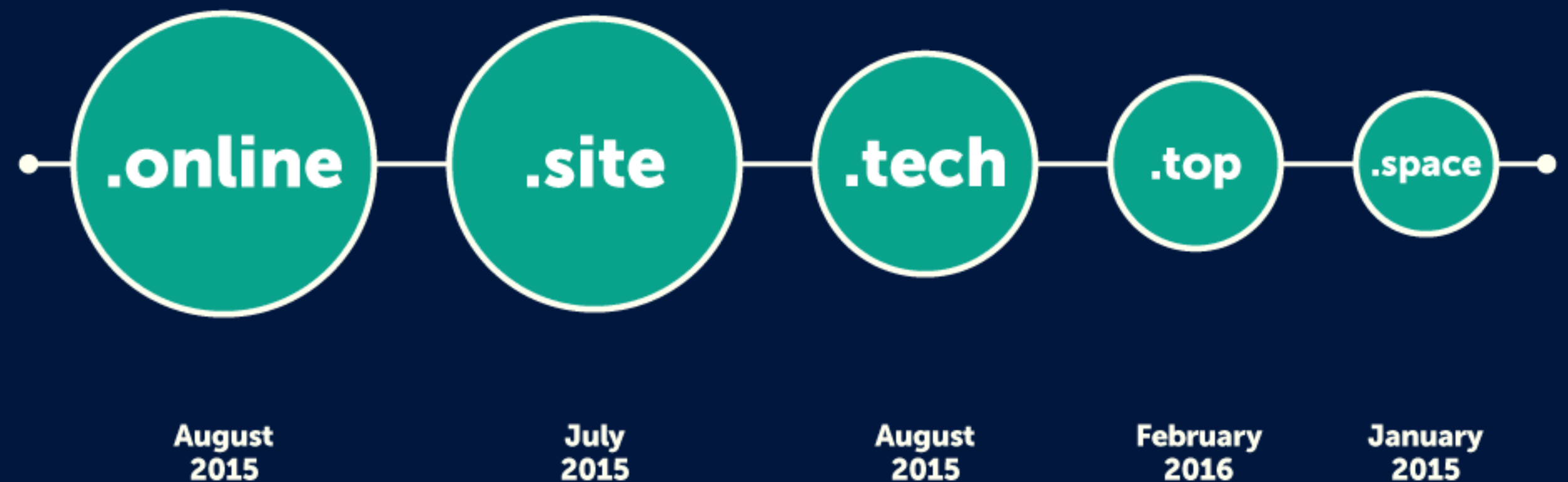
While many TLDs have received a chance to grow in recognition and influence over the years, several newcomers have proven their mettle within a relatively short period of time.

This list, available exclusively from Namecheap, shows the top five most popular new extensions that have launched since January 2015. It's worth noting that many of these domains were sold at a 1-year promotional price, and therefore were not renewed for further years at the same frequency as more established TLDs such as .com.

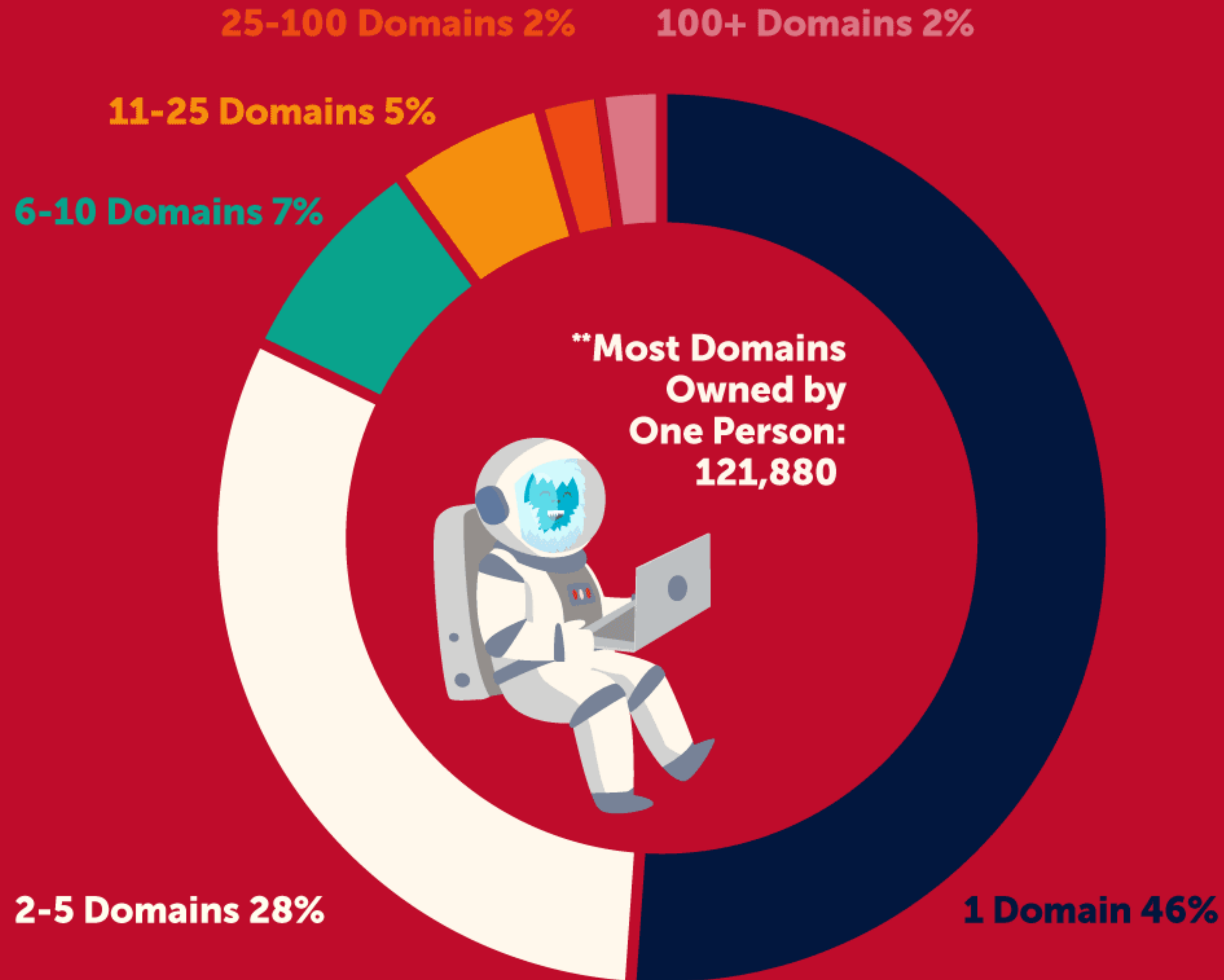
At the top of the list is .online. The generic nature of this TLD (whereby it can be applied to any industry or purpose) makes it an unsurprising winner. Similarly, .site comes in at number two. Both of these options are also easy ways to signal to Internet users that your brand thrives in the digital community.

Third place is the increasingly visible .tech TLD; an easy-to-understand choice for technology innovators.

It isn't surprising to see .space featured in our top five new TLDs. With over 468 .space websites in the top 1 million within two years, this extension has been gaining more and more momentum. It speaks to a wide audience, from community spaces and art galleries to workspaces, and of course, space enthusiasts.



Domain Ownership Data



There are many reasons that a brand or individual can benefit from owning multiple domains. For businesses, chief among those reasons is protecting your brand name, as well as related terms from being registered by competing businesses.

For some businesses who offer a wide variety of products and services, owning more than one domain allows for the ability to target different sections of a brand in different ways. From landing pages to niche blogs to microsites, registering more than one domain can bring distinct traffic to web properties in greater numbers.

In addition to businesses owning multiple domains names for various reasons, many others have looked at the internet naming system (domains), as an opportunity for investment in the way of buying and selling domain names based on their perceived and potential future value. This practice is referred to as "domaining," and the people who do it are called "domainers." It is probable that the individual who has the most domains managed by Namecheap (over 121K) is a domainer.

The adjacent chart breaks down the number of domains owned by individual customers or single entities. For the most part, the vast majority of Namecheap customers (74%) registered between one and five domains. However, a growing group of customers (12%) own six to 25 different domain names. While making up some of the smallest portions, several hundred customers own 500, 1000, even more than 5000 domains a piece.

**Using proprietary Namecheap data from each calendar year from 2013 - 2017*

**Although in all above sections the Famous Four Media domains have been excluded, here they are included*



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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