Namecheap Domain Insights & Trends Report

2024 Recap



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With over 20 million domains under management, Namecheap is among the top domain registrars and web hosting providers in the world. This report includes exclusive domain registration data that provides unique insights and trends that emerged or continued throughout 2024. The report is based only on the company's proprietary data and reflects the overall state of the domain industry globally.

This report covers domain registration data from 2023 and 2024, and specific time periods are indicated with each data point.



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Top 20 TLDs of 2024

TLD and Registrations

1.	**.com**	3,661,899	11.	**.click**	144,804
2.	**.shop**	721,532	12.	**.me**	143,244
3.	**.xyz**	519,800	13.	**.co**	119,134
4.	**.site**	371,021	14.	**.fun**	113,962
5.	**.org**	323,537	15.	**.lol**	104,167
6.	**.info**	271,127	16.	**.us**	93,226
7.	**.online**	261,399	17.	**.co.uk**	75,439
8.	**.store**	249,892	18.	**.sbs**	70,023
9.	**.net**	227,271	19.	**.live**	68,049
10.	**.pro**	202,737	20.	**.cfd**	63,122



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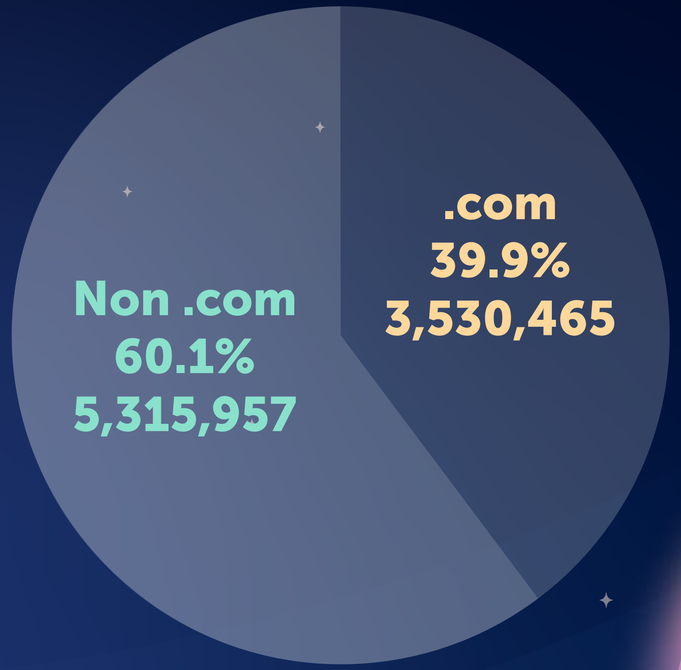
*Based on domains registered between January 1, 2024 and December 3, 2024.

.COM vs non-dot-com Registrations

2024:



2023:





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*Based on domains registered between January 1, 2024 and December 3, 2024.

Top 15 gTLDs and top 15 ccTLDs of 2024

	gTLD	Registrations
1.	.com	3,661,899
2.	.shop	721,532
3.	.xyz	519,800
4.	.site	371,021
5.	.org	323,537
6.	.online	261,399
7.	.info	271,127
8.	.store	249,892
9.	.net	227,271
10.	.pro	202,737
11.	.click	144,804
12.	.fun	113,962
13.	.lol	104,167
14.	.sbs	70,023
15.	.live	68,049

	ccTLD	Registrations
1.	.me	143,244
2.	.co	119,134
3.	.us	93,226
4.	.ai	52,715
5.	.io	44,051
6.	.ca	41,470
7.	.cc	40,339
8.	.de	39,516
9.	.in	29,722
10.	.id	21,972
11.	.uk	13,817
12.	.nl	12,970
13.	.eu	11,991
14.	.my	6,545
15.	.gg	5,461



*Based on domains registered between January 1, 2024 and December 3, 2024.

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TLDs with best renewal rates

	TLD	rate		TLD	rate
1.	.dev	57%	9.	.com	32%
2.	.ca	54%	10.	.in	32%
3.	.app	47%	11.	.co.uk	30%
4.	.io	46%	12.	.tech	29%
5.	.gg	45%	13.	.uk	29%
6.	.tv	45%	14.	.art	27%
7.	.org	36%	15.	.de	24%
8.	.net	35%	16.	.cc	23%



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*Based on domains registered in the period of January 1, 2023 - December 3, 2023 which were due to renew in January 1, 2024 - December 3, 2024.
*Includes only TLDs that had more than 3000 renewals over the past year.

Top 10 high-retention TLDs

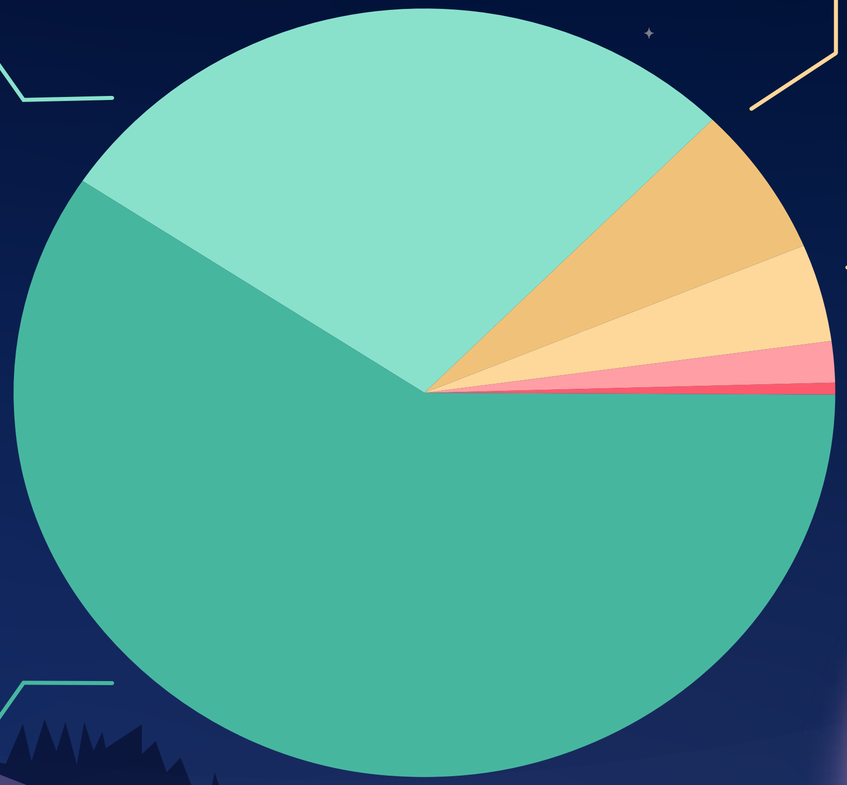
Rank	Tld	average years owned by the customer
1.	.ca	2.8
2.	.ai	2.6
3.	.tv	2.4
4.	.dev	2.4
5.	.org	2.4
6.	.net	2.4
7.	.co.uk	2.3
8.	.io	2.3
9.	.com.au	2.2
10.	.com	2.1



*TLDs with the longest periods of ownership by a single customer over the last 10 years (from January 1, 2015 to December 3, 2024)
*Includes only TLDs that had more than 100,000 registrations and renewals since January 1, 2014

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Namecheap customer domain ownership in 2024



- 59.4% own 1 domain
- 27.9% own 2-5 domains
- 6.3% own 6-10 domains
- 4.1% own 11-25 domains
- 1.8% own 26-100 domains
- 0.4% own 100+ domains

27.9%
1,035,106 customers

6.3%
231,677 customers

4.1%
151,782 customers

1.8%
67,490 customers

0.4%
16,192 customers

59.4%
2,201,621 customers

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*Based on the number of active domains owned by Namecheap customers as of December 3, 2024.

Top sale on the Namecheap Market auction & total auction volume in 2024

telepath.com

$100,501

total auction volume

104,411 sales

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*Based on domains sold on the Namecheap Market via auction between January 1, 2024 and December 3, 2024.

New TLDs launched by Namecheap in 2024

Computed Tld	Date of launch	Registrations
.my	6/20/2024	6,545
.now	9/30/2024	2,554
.food	3/6/2024	1,233
.diy	3/6/2024	931
.ad	11/20/2024	495
locker	10/23/2024	454
.living	3/6/2024	440.
.lifestyle	3/6/2024	358
.im	11/27/2024	274
.deal	9/30/2024	111

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*Based on all new TLDs launched by Namecheap from January 1, 2023 to December 3, 2024.

Top 5 TLDs by category in 2024

Tech
.net
.ai
.io
.app
.dev

Online Business
.com
.shop
.xyz
.online
.store

Internet
.site
.click
.live
.website
.digital

Art & Culture
.art
.life
.ink
.design
.studio

Academic & Education
.info
.wiki
.bio
.academy
.college

Organization & Community
.org
.co
.vip
.club
.network

Professional & Personal
.pro
.me
.space
.id
.blog

Creative & Funny
.lol
.fun
.icu
.monster
.wtf



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*Based on domains registered between January 1, 2024 and December 3, 2024.

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

The report is based only on Namecheap's proprietary data and reflects the overall state of the domain industry globally.

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

Visit namecheap.com to learn more about its products and services, or contact pr@namecheap.com with any questions.



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