

# Namecheap Domain Insights & Trends Report

2024 Recap





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## 2024 Recap

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.

# 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

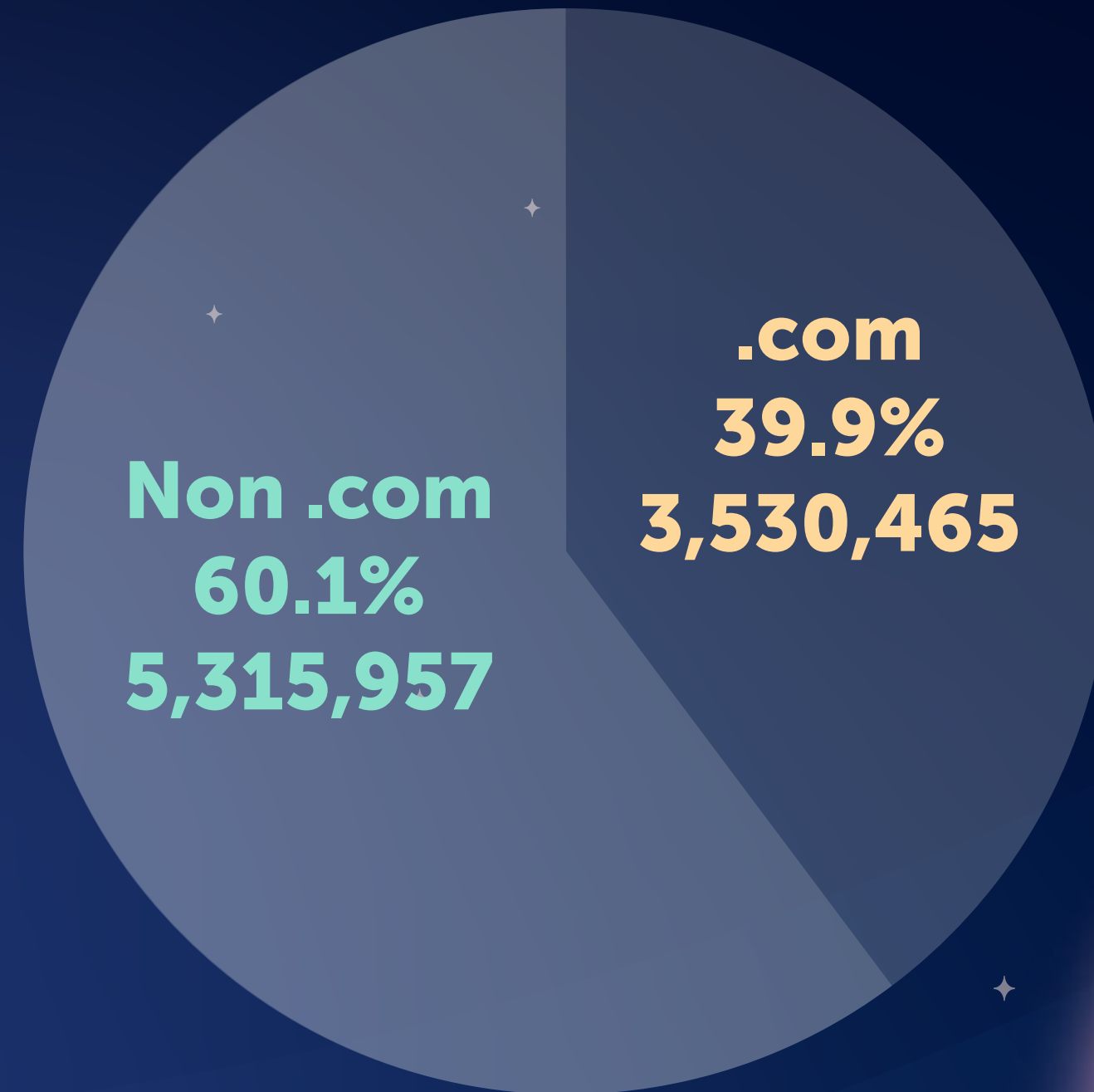


# .COM vs non-dot-com Registrations

2024:



2023:



# Top 15 gTLDs and top 15 ccTLDs of 2024

gTLD		Registrations		ccTLD		Registrations	
1.	.com	3,661,899		1.	.me	143,244	
2.	.shop	721,532		2.	.co	119,134	
3.	.xyz	519,800		3.	.us	93,226	
4.	.site	371,021		4.	.ai	52,715	
5.	.org	323,537		5.	.io	44,051	
6.	.online	261,399		6.	.ca	41,470	
7.	.info	271,127		7.	.cc	40,339	
8.	.store	249,892		8.	.de	39,516	
9.	.net	227,271		9.	.in	29,722	
10.	.pro	202,737		10.	.id	21,972	
11.	.click	144,804		11.	.uk	13,817	
12.	.fun	113,962		12.	.nl	12,970	
13.	.lol	104,167		13.	.eu	11,991	
14.	.sbs	70,023		14.	.my	6,545	
15.	.live	68,049		15.	.gg	5,461	





# TLDs with best renewal rates

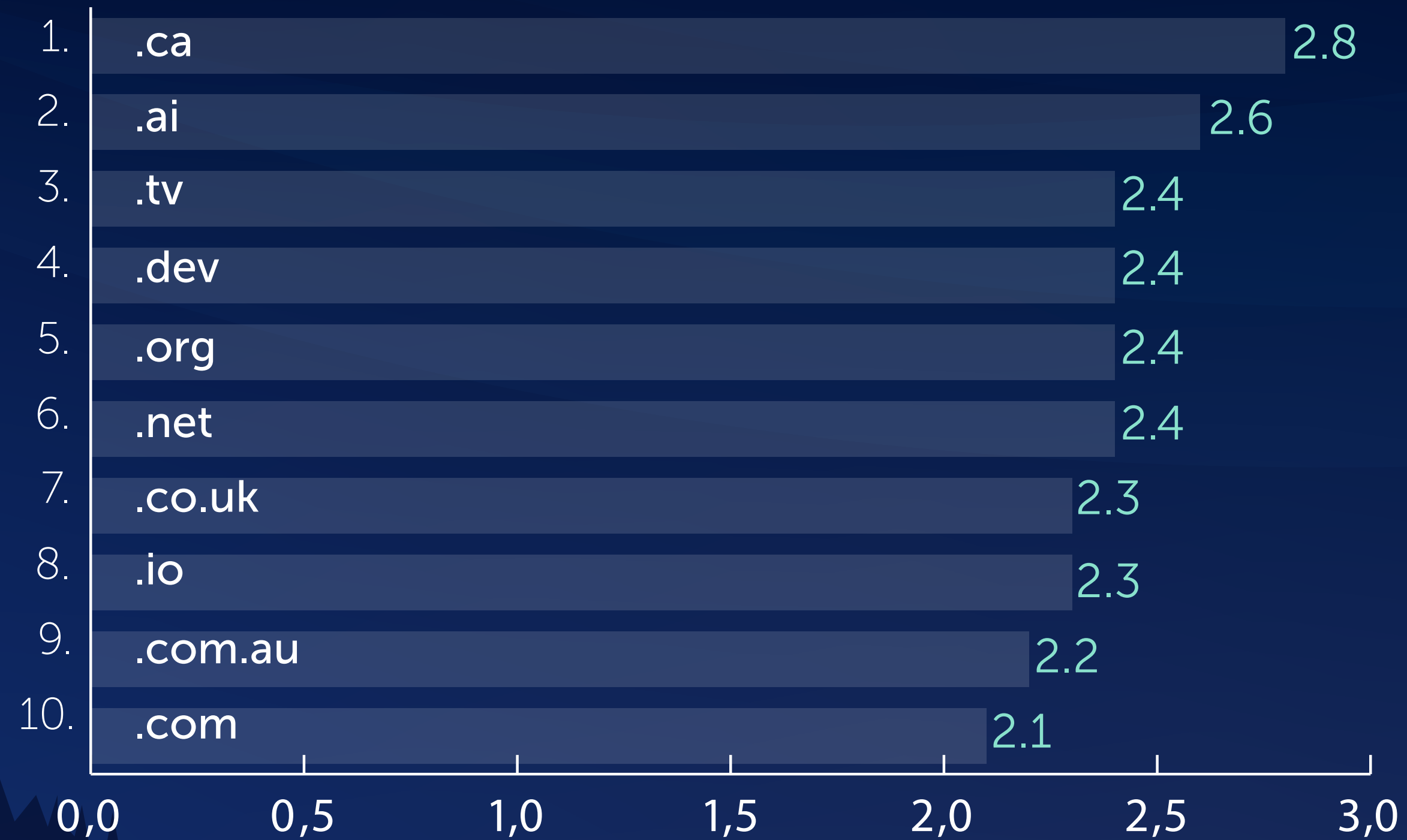
	TLD	rate		TLD	rate
1.	.dev	57%	9.	.com	32%
2.	.ca	54%	10.	.in	32%
3.	.app	47%	11.	.co.uk	30%
4.	.io	46%	12.	.tech	29%
5.	.gg	45%	13.	.uk	29%
6.	.tv	45%	14.	.art	27%
7.	.org	36%	15.	.de	24%
8.	.net	35%	16.	.cc	23%



\*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





# 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

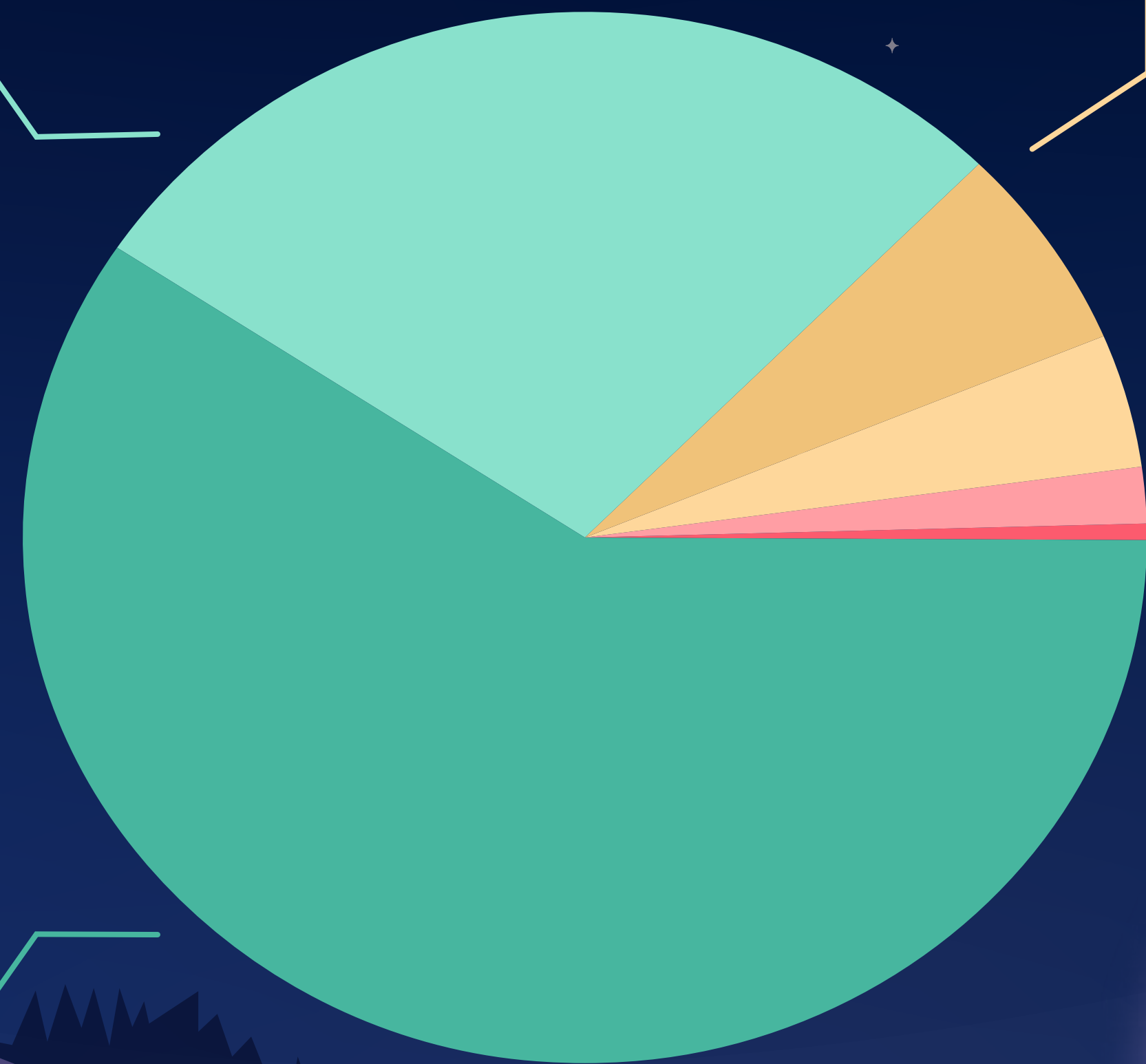
59.4%  
2,201,621  
customers

6.3%  
231,677  
customers

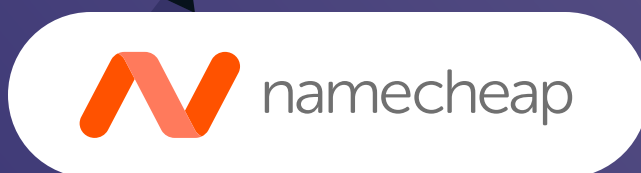
4.1%  
151,782  
customers

1.8%  
67,490  
customers

0.4%  
16,192  
customers



\*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**

# 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



# 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



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.

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