



Domain Insights & Trends Report

2025 OVERVIEW

Namecheap Domain Insights & Trends Report

With more than 22 million domains under management, Namecheap remains the world's second-largest domain registrar and a leading web services provider.

This exclusive report highlights key trends in the domain industry, based entirely on Namecheap's proprietary registration data. It covers domain activity across 2024 and 2025, offering real insights into market shifts year over year.

Created for business owners, online creators, journalists, and tech professionals, this report provides a glimpse into emerging trends for 2026.



Top 20 TLDs of 2025

1.	▶▶ .com	4,667,345	11.	● .space	176,276
2.	▲ .info	579,916	12.	▶▶ .me	125,929
3.	.shop	476,865	13.	.co.uk	123,637
4.	.site	469,020	14.	.click	118,726
5.	.xyz	461,777	15.	.co	112,646
6.	.org	452,567	16.	.sbs	107,538
7.	▶▶ .online	363,353	17.	.live	96,596
8.	▶▶ .store	337,407	18.	● .ai	89,852
9.	▶▶ .net	291,862	19.	● .app	88,635
10.	▶▶ .pro	257,161	20.	.us	82,261

● TLDs new to the Top 20 in 2025

▲ TLDs that ranked higher in 2025

▶▶ TLDs that kept their positions from 2024

*BASED ON DOMAINS REGISTERED BETWEEN JANUARY 1, 2025 AND DECEMBER 31, 2025.



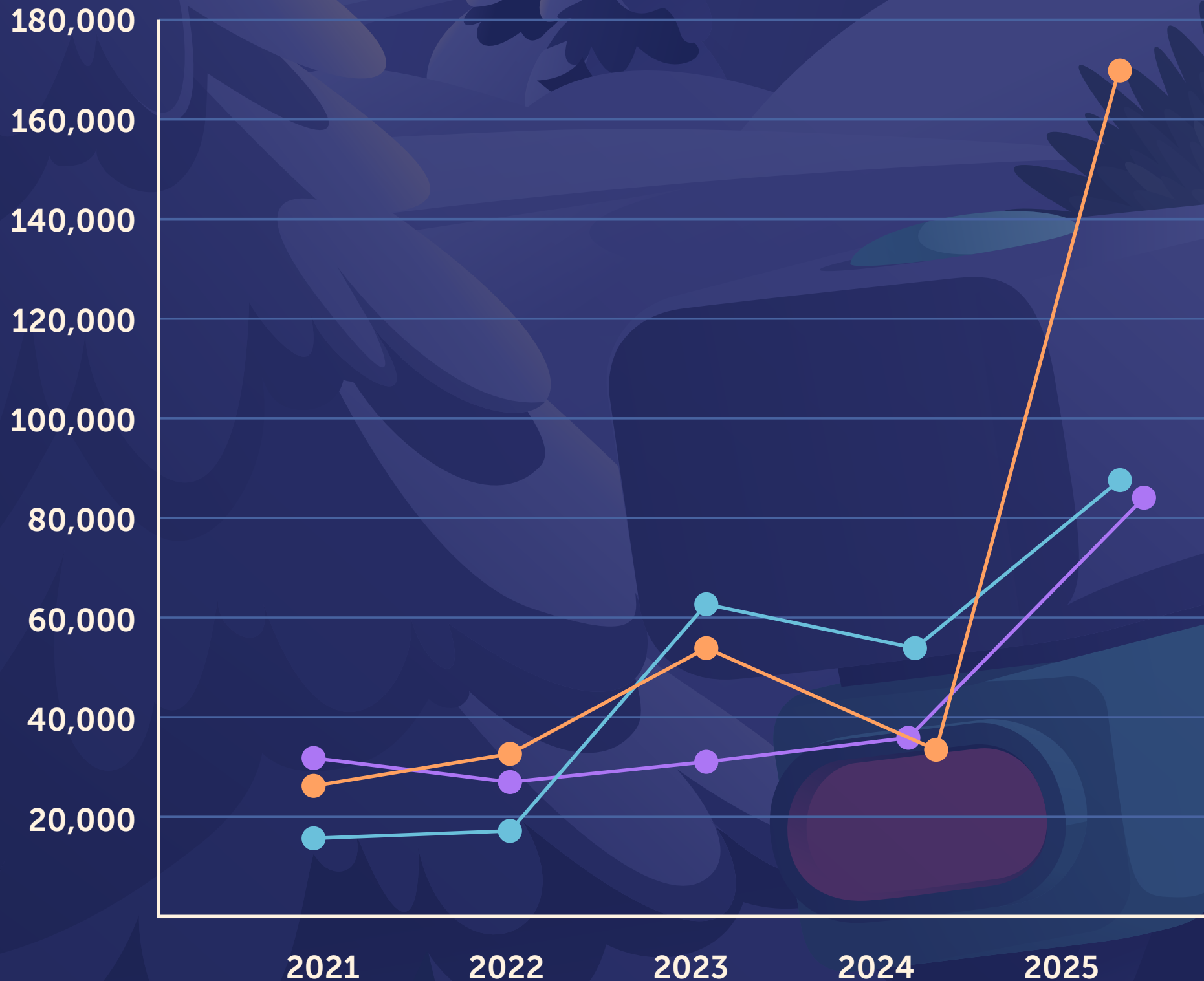
Top TLDs Growth Insights

TLDs new to the Top 20 in 2025:

- .space** 403% vs 2024
(176,276 vs 35,028)
- .app** 129% vs 2024
(88,635 vs 38,734)
- .ai** 55% vs 2024
(89,852 vs 57,841)

TLDs that ranked higher in 2025:

- .info** moved four positions up from No. 6 to No. 2, 75% vs 2024
(579,916 vs 331,304)

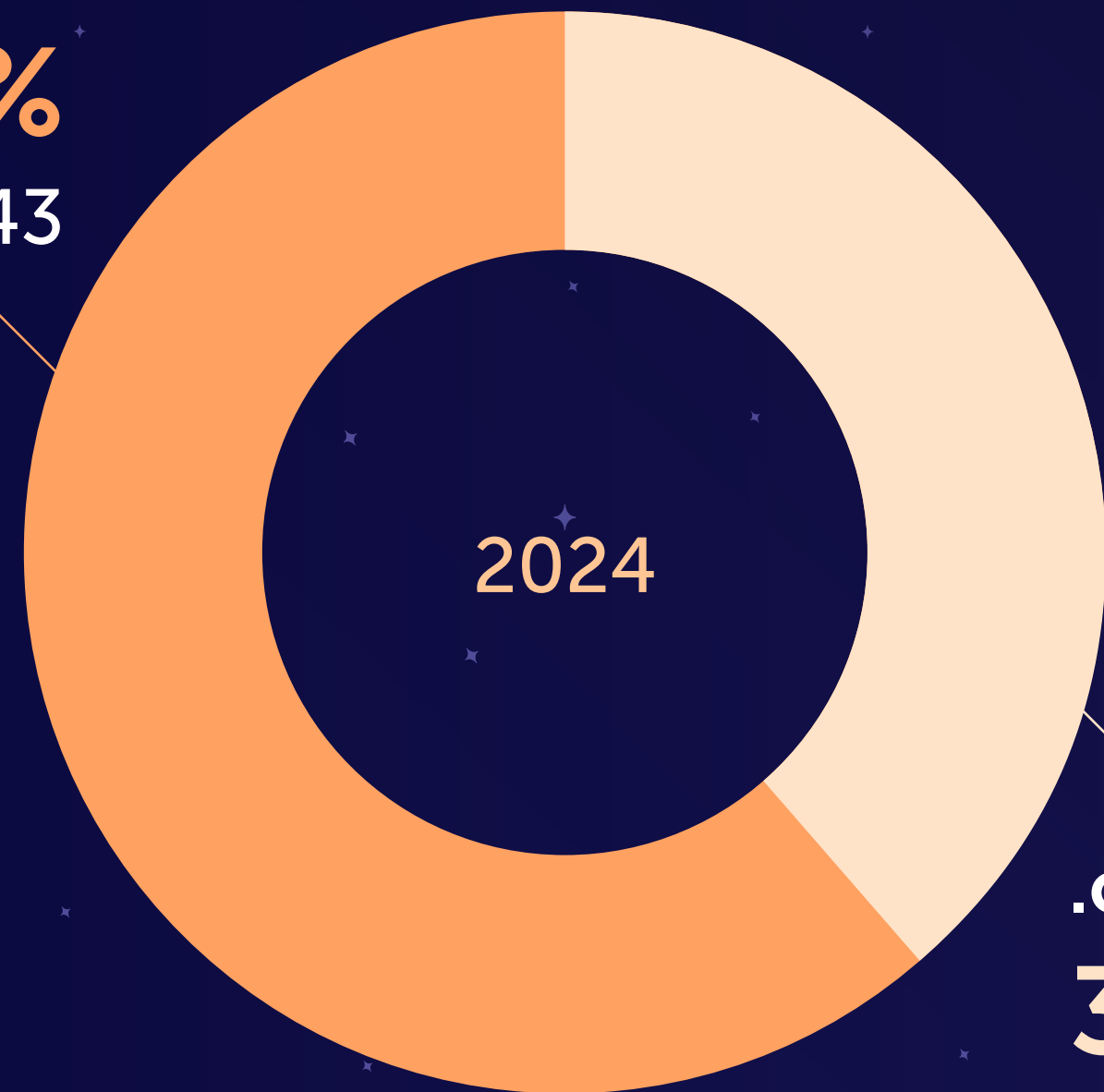


*BASED ON DOMAINS REGISTERED BETWEEN JANUARY 1, 2021 AND DECEMBER 31, 2025.

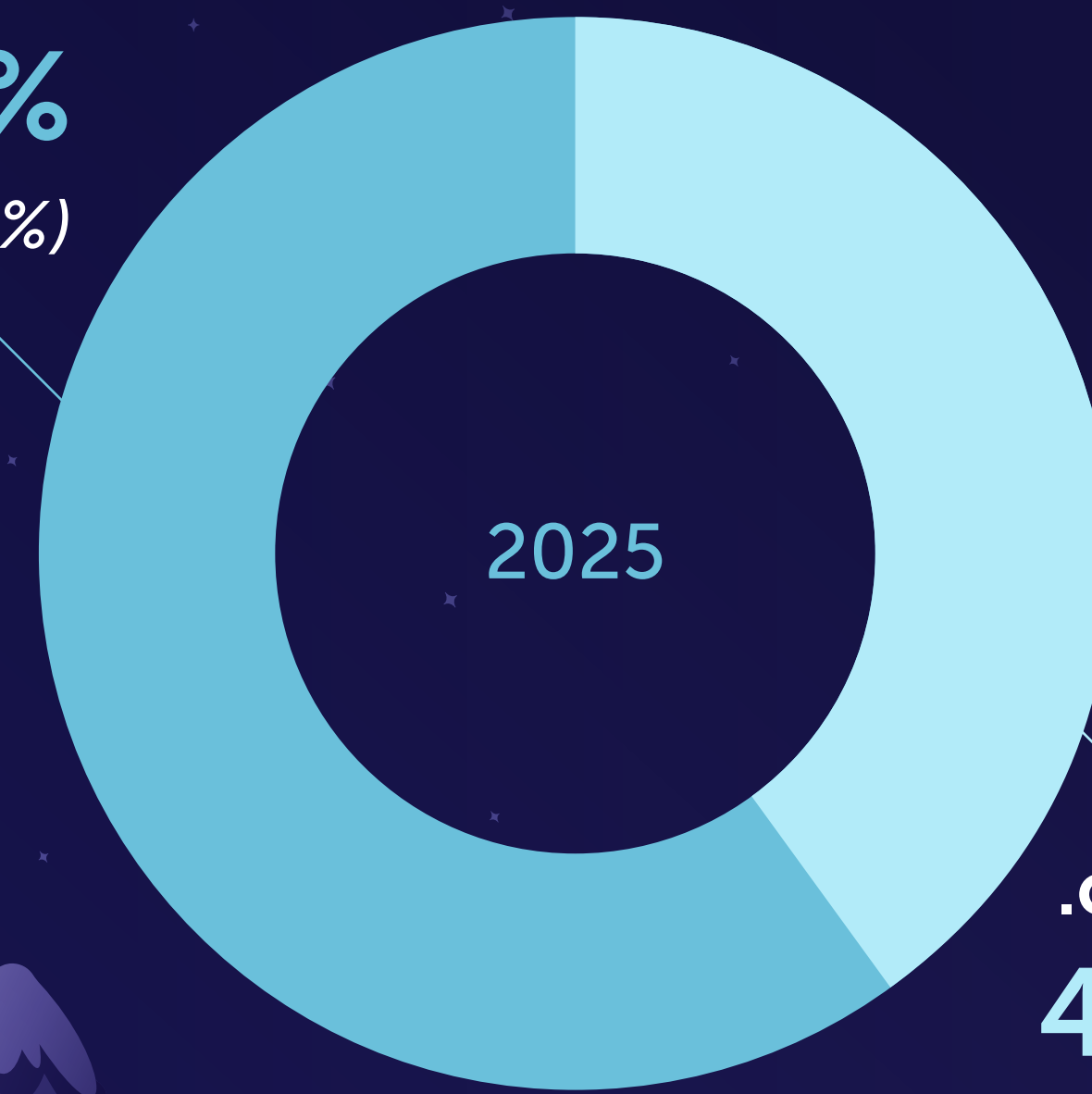
.COM vs non-dot-com registrations

*BASED ON DOMAINS REGISTERED BETWEEN JANUARY 1, 2024 AND DECEMBER 31, 2025.

Non .com
61.3%
6,275,943



Non .com
59.9%
6,980,215 (+18%)



.com
38.7%
3,968,656

.com
40.1%
4,667,345 (+11%)



Top 15 gTLDs & top 15 ccTLDs of 2025

gTLDs:			
1.	.com	4,667,345	
2.	.info	579,916	
3.	.shop	476,865	
4.	.site	469,020	
5.	.xyz	461,777	
6.	.org	452,567	
7.	.online	363,353	
8.	.store	337,407	
9.	.net	291,862	
10.	.pro	257,161	
11.	.space	176,276	
12.	.click	118,726	
13.	.sbs	107,538	
14.	.live	96,596	
15.	.app	88,635	

ccTLDs:			
1.	.me	125,929	
2.	.co	112,646	
3.	.ai	89,852	
4.	.us	82,261	
5.	.io	78,512	
6.	.ca	59,574	
7.	.de	54,603	
8.	.cc	52,784	
9.	.in	29,967	
10.	.my	27,889	
11.	.id	21,486	
12.	.uk	18,893	
13.	.nl	18,665	
14.	.eu	17,855	
15.	.to	8,735	

*BASED ON DOMAINS REGISTERED BETWEEN JANUARY 1, 2024 AND DECEMBER 31, 2025.

TLDs with the best renewal rates

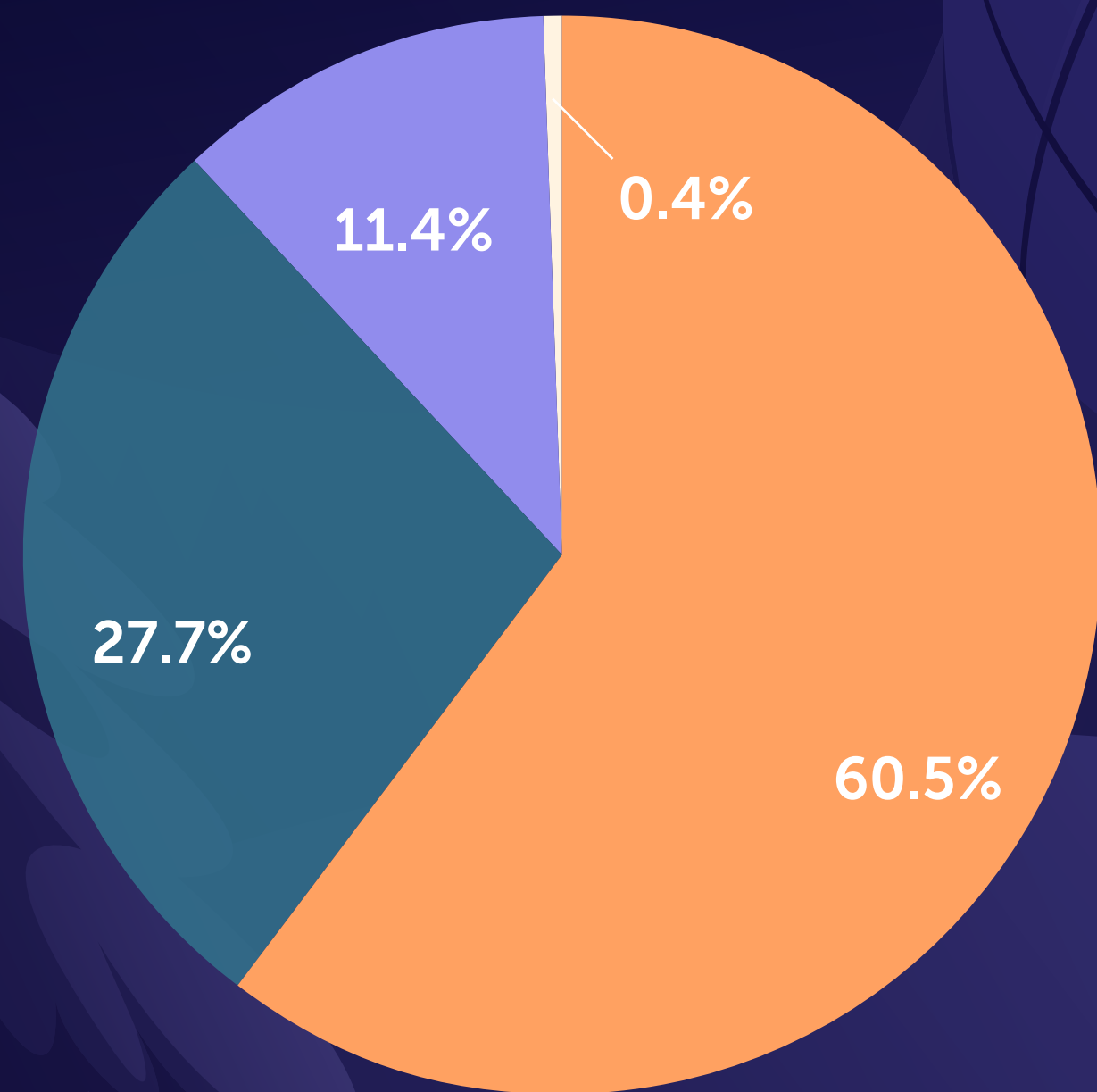
1.	.ca	74%
2.	.tv	71%
3.	.dev	70%
4.	.io	67%
5.	.co.uk	66%
6.	.uk	63%
7.	.net	62%
8.	.app	60%
9.	.org	58%
10.	.com	56%

*BASED ON DOMAINS REGISTERED OR RENEWED IN 2024 FOR 1 YEAR, ACROSS ALL BILLING CYCLES, THAT WERE RENEWED DURING 2024-2025.

*EXCLUDES TLDs THAT HAD LESS THAN 10,000 RENEWALS OVER THE PAST YEAR.



Namecheap customer domain ownership in 2025



- 60.5% own 1 domain — 2,569,874
- 27.7% own 2-5 domains — 1,174,454
- 11.4% own 6-100 domains — 482,901
- 0.4% own 100+ domains — 16,576

*BASED ON THE NUMBER OF ACTIVE DOMAINS OWNED BY NAMECHEAP CUSTOMERS AS OF DECEMBER 31, 2025.



Top sales on the Namecheap Market

Top 3 most expensive sales via auctions

blockchain.ai
\$405,000

territory.com
\$125,625

wan.ai
\$80,314

The most expensive sale via "Buy Now":

wnf.com
\$32,777

*BASED ON DOMAINS SOLD ON THE NAMECHEAP MARKET VIA AUCTION AND "BUY NOW" BETWEEN JANUARY 1, 2025 AND DECEMBER 31, 2025.



11 new TLDs Namecheap launched in 2025

NO.	TLD	DATE OF LAUNCH	REGISTRATIONS
1.	.it.com	January 29	76,101
2.	.cv	May 26	6,180
3.	.channel	February 11	954
4.	.you	October 6	587
5.	.free	May 19	423
6.	.spot	May 19	396
7.	.fast	October 6	361
8.	.hot	May 19	270
9.	.talk	October 6	185
10.	.cat	December 22	56
11.	.barcelona	December 22	5

*BASED ON ALL NEW TLDs LAUNCHED BY NAMECHEAP FROM JANUARY 1, 2025 TO DECEMBER 31, 2025.



The shape and length of domains in 2025

1
147
one-letter
domains
registered

2
2,829
two-letter
domains
registered

1,027,226 domains included hyphens

1,973,784 domains included numerals

257,970 domains included both hyphens and numerals

The **120** longest second-level domains registered with Namecheap in 2025 were 63 characters long. Only 32 (or 26%) of them were .com domains.

*BASED ON DOMAINS REGISTERED WITH NAMECHEAP BETWEEN JANUARY 1, 2025 AND DECEMBER 31, 2025.

*63 CHARACTERS IS THE MAXIMUM CHARACTER LIMIT THAT CAN BE REGISTERED IN A DOMAIN, EXCLUDING THE LENGTH OF THE TLD

All information presented in this report is the best available to Namecheap at the time of publication and was carefully fact-checked to assure accuracy.

Although the report is based solely on Namecheap's proprietary data, it's intention is to provide insight into the overall state of the global domain industry.

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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