

Who Dominates the Internet? A Look at the Top Domain Registrars and Registrant Countries across TLDs



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Executive Summary

The domain name industry has been experiencing rapid growth for years, with hundreds of thousands of domain names registered every day. With more than 1,200 generic top level domains (gTLDs) and more than 300 country code TLDs (ccTLDs), the options available for establishing an online presence have significantly expanded.

This white paper aims to uncover emerging trends in TLD adoption and provide comprehensive analyses for selected gTLDs and ccTLDs and their associated registrars and registrant countries. More specifically, we dove deeper into:

- The most popular registrars of the domains under the selected gTLDs and ccTLDs
- The registrant countries of the domains sporting the selected gTLDs and ccTLDs
- The ratio between registrant countries' populations and the total number of domains across the gTLDs attributed to them
- A comparison of the number of domains registered inside and outside a ccTLD's corresponding country



Research Data and Methodology

The researchers tapped into WhoisXML API's massive domain intelligence repository, specifically the latest available quarterly gTLD and ccTLD files from [WHOIS Database Download](#). We took a granular approach by selecting 10 gTLDs and five ccTLDs and extracting their registrar and registrant country information from the domains' WHOIS records to determine the most dominant entities and locations.

Our datasets contained hundreds of millions of domains. Specifically, we worked with the following volumes:

	Number of Domains under the gTLD Space	Number of Domains under the ccTLD Space
Registrar dataset	165.9 million	20.4 million
Registrant country dataset	196.8 million	7.4 million



Research Findings

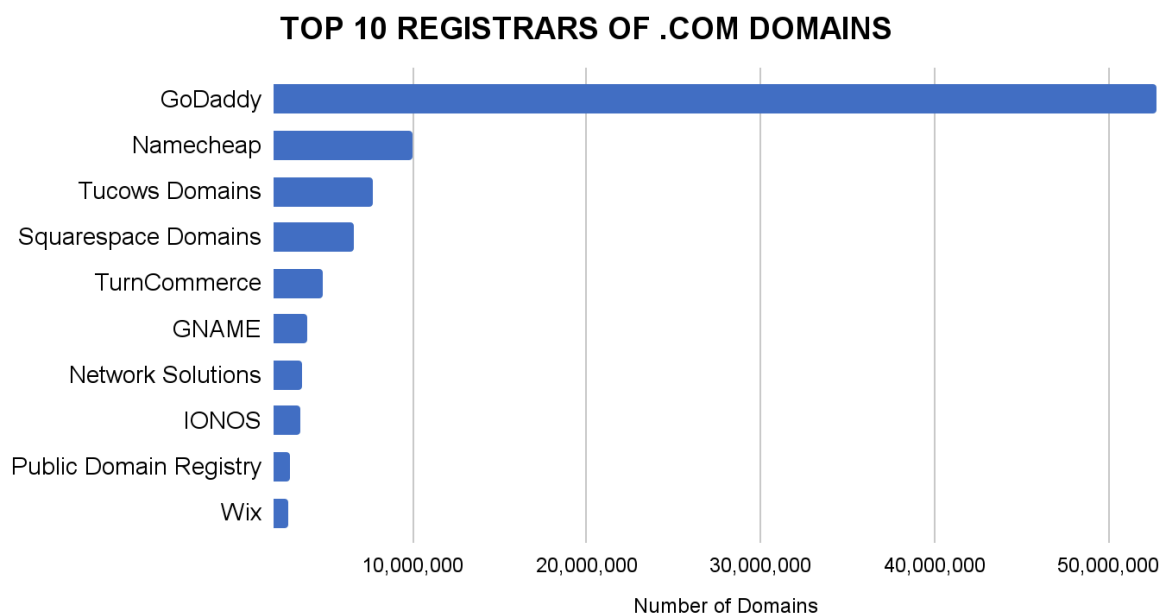
A Closer Look at the Selected gTLDs

For the first part of this study, we selected 10 gTLDs, most of which were among the most popular in terms of domain registration volume. These were:

- | | |
|------------|-----------|
| 1. .com | 6. .shop |
| 2. .info | 7. .site |
| 3. .net | 8. .store |
| 4. .online | 9. .top |
| 5. .org | 10. .xyz |

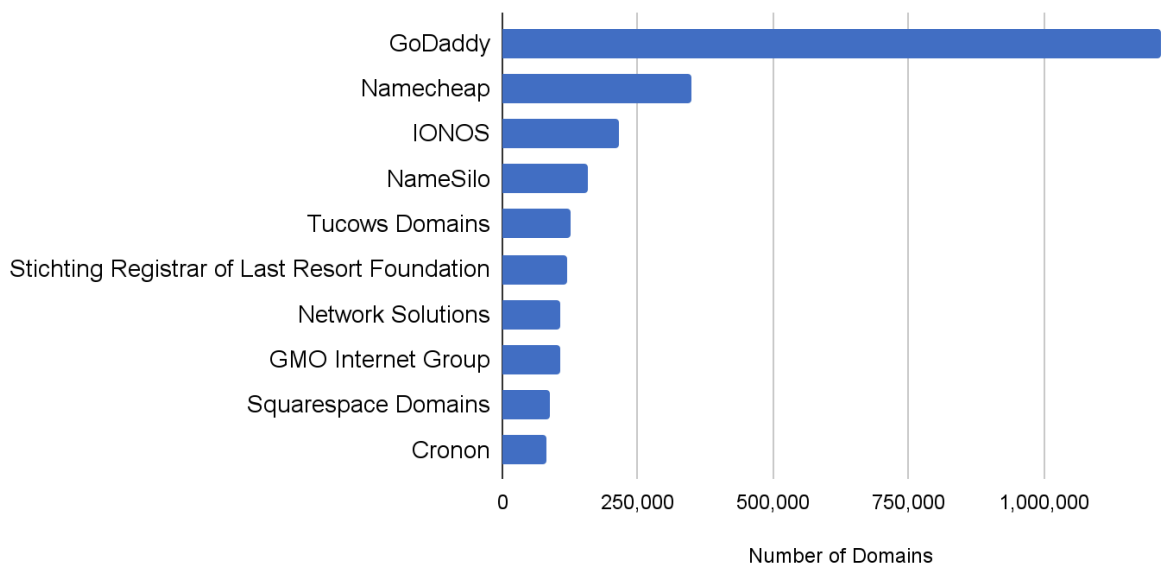
Leading Domain Registrars of the Selected gTLDs

For the .com extension, GoDaddy was the most used registrar, accounting for more than 52.8 million domains. The rest of the top 10 lagged far behind, with Namecheap accounting for 10.0 million domains. Tucows Domains accounted for 7.7 million domains; Squarespace Domains for 6.6 million; TurnCommerce for 4.9 million; GNAME for 3.9 million; Network Solutions for 3.7 million; IONOS for 3.5 million; and Public Domain Registry and Wix for 2.9 million each.



GoDaddy remained the top registrar in the .info space with 1.2 million domains. The other registrars on the top 10 were Namecheap (349,660 domains); IONOS (215,731); NameSilo (158,138); Tucows Domains (124,436); Stichting Registrar of Last Resort Foundation (119,482); Network Solutions (106,300); GMO Internet Group (105,418); Squarespace Domains (87,623); and Cronon (80,742).

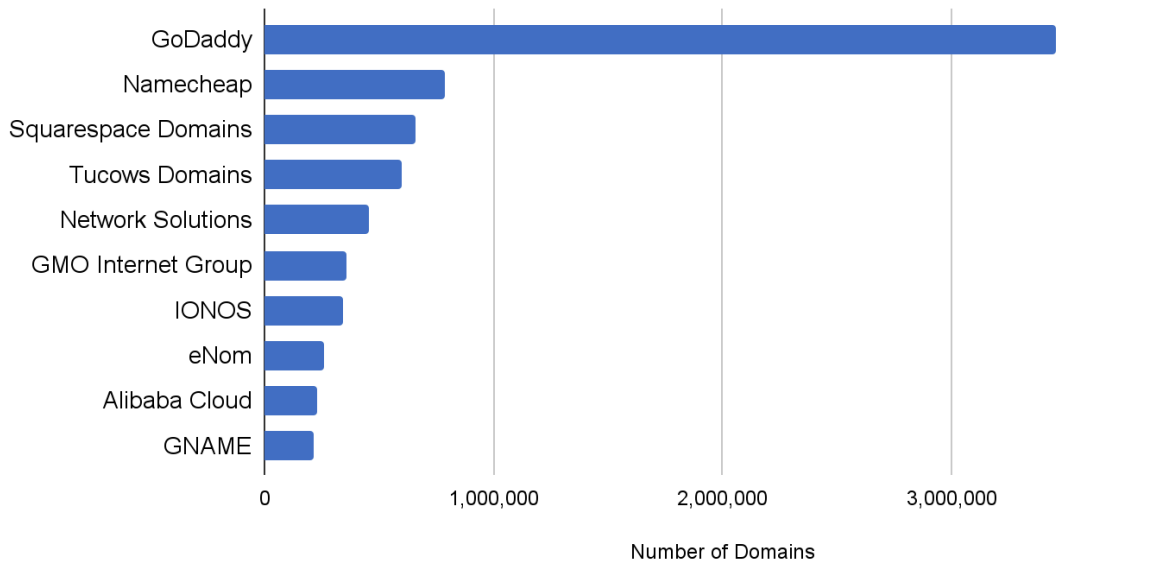
TOP 10 REGISTRARS OF .INFO DOMAINS



Around 3.5 million domains under the .net gTLD were registered with GoDaddy, making the registrar the most popular in this gTLD space. Namecheap again followed with 787,986 domains. The rest of the top 10 were Squarespace Domains with 661,362 domains; Tucows Domains with 595,838; Network Solutions with 459,435; GMO Internet Group with 359,135; IONOS with 343,841; eNom with 260,433; Alibaba Cloud with 231,098; and GNAME with 218,329.

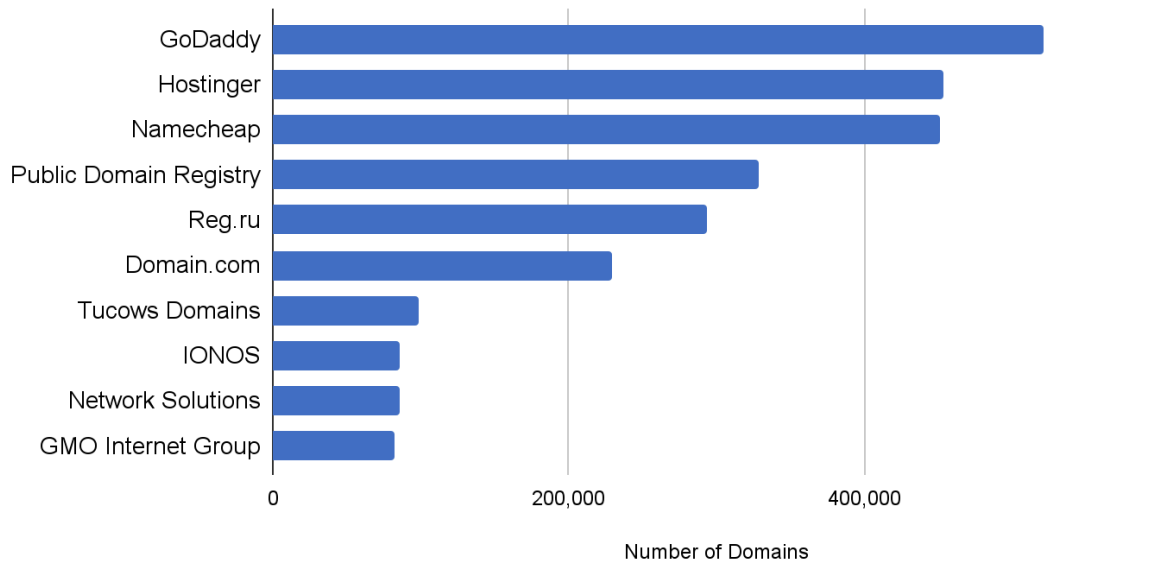


TOP 10 REGISTRARS OF .NET DOMAINS

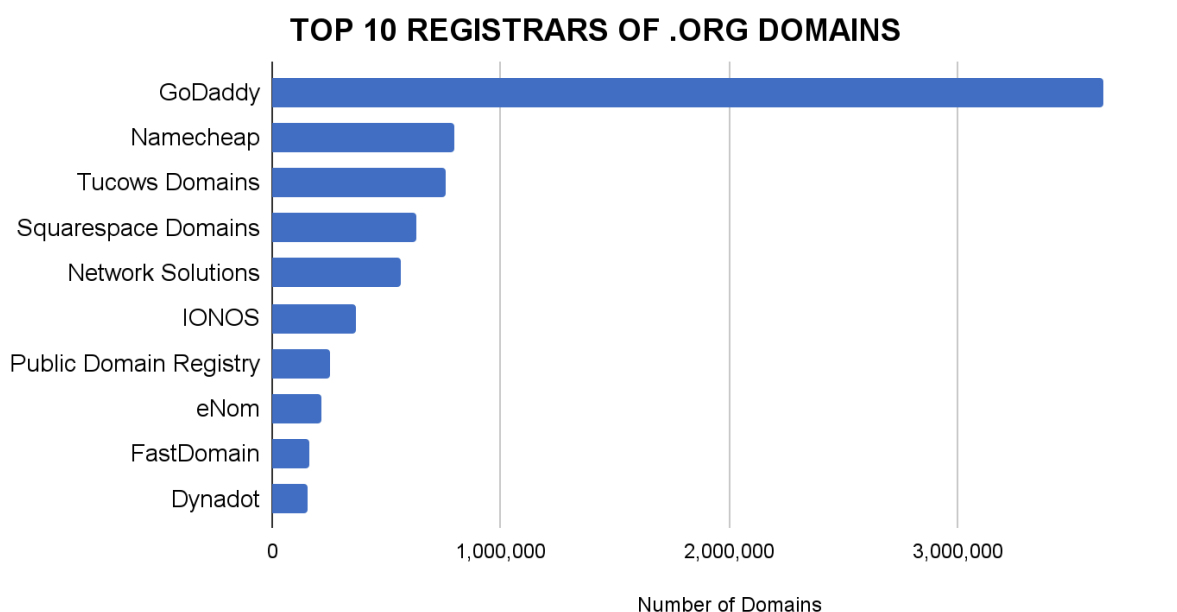


For the .online gTLD space, GoDaddy continued to dominate, accounting for 520,853 domains, followed by Hostinger with 453,561; Namecheap with 451,781; Public Domain Registry with 328,318; Reg.ru with 293,599; and Domain.com with 229,040. The rest of the top 10 had significantly fewer domains, namely, Tucows Domains (99,053 domains); IONOS (85,500); Network Solutions (85,479); and GMO Internet Group (81,993).

TOP 10 REGISTRARS OF .ONLINE DOMAINS



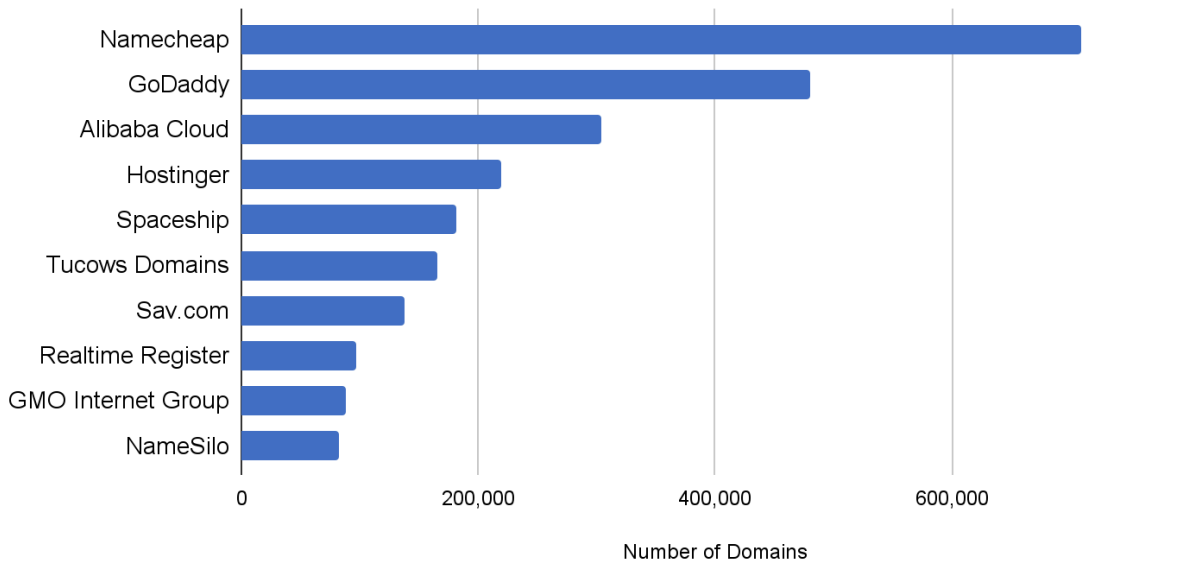
GoDaddy was the most popular registrar in the .org gTLD space, accounting for 3.6 million domains. Namecheap came in second with 798,382 domains, followed by Tucows Domains with 758,940; Squarespace Domains with 633,092; and Network Solutions with 560,469. The rest of the top 10 were IONOS (365,472 domains); Public Domain Registry (249,325); eNom (213,955); FastDomain (165,856); and Dynadot (156,956).



For the e-commerce gTLD .shop, Namecheap was the most dominant registrar, accounting for 709,197 domains. GoDaddy came in second this time with 480,714 domains, followed by Alibaba Cloud with 304,016, and Hostinger with 219,896. The other popular registrars were Spaceship (181,837 domains); Tucows Domains (165,605); Sav.com (138,261); Realtime Register (97,635); GMO Internet Group (87,991); and NameSilo (82,747).

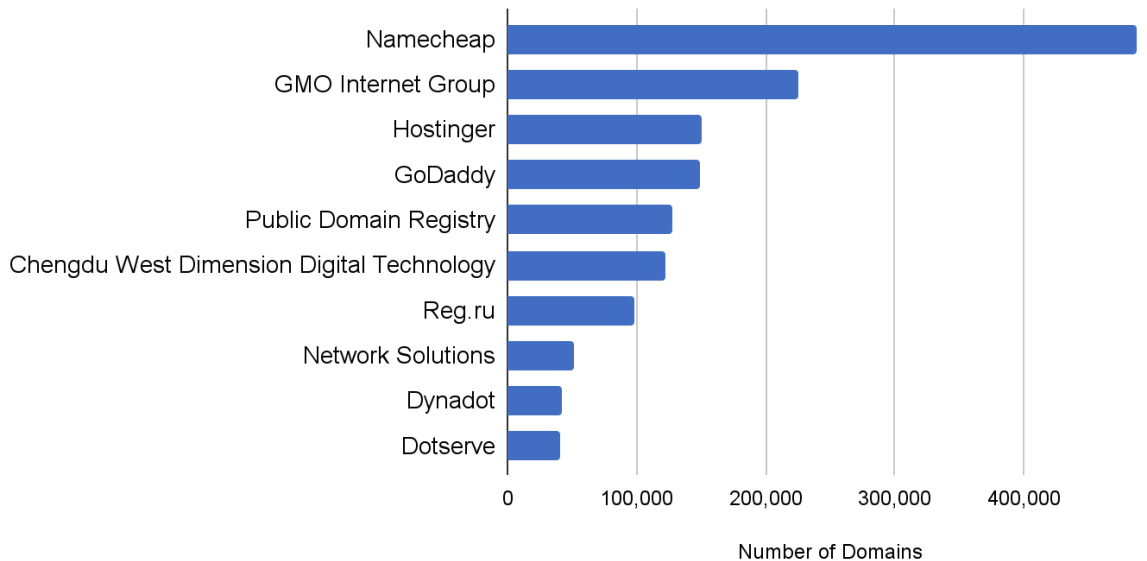


TOP 10 REGISTRARS OF .SHOP DOMAINS

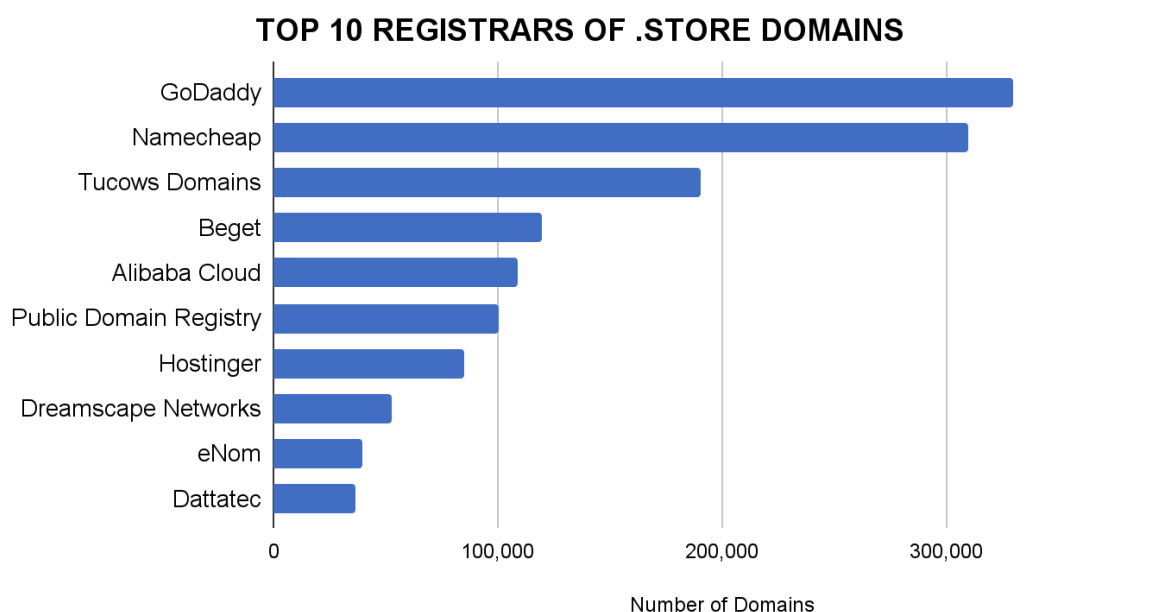


Similar to our .shop findings, Namecheap was also the most popular in the .site space with 487,312 domains. It was followed by GMO Internet Group (224,846 domains); Hostinger (150,393); GoDaddy (148,546); Public Domain Registry (127,097); Chengdu West Dimension Digital Technology (122,761); Reg.ru (98,115); Network Solutions (51,333); Dynadot (42,697); and Dotserve (41,333).

TOP 10 REGISTRARS OF .SITE DOMAINS



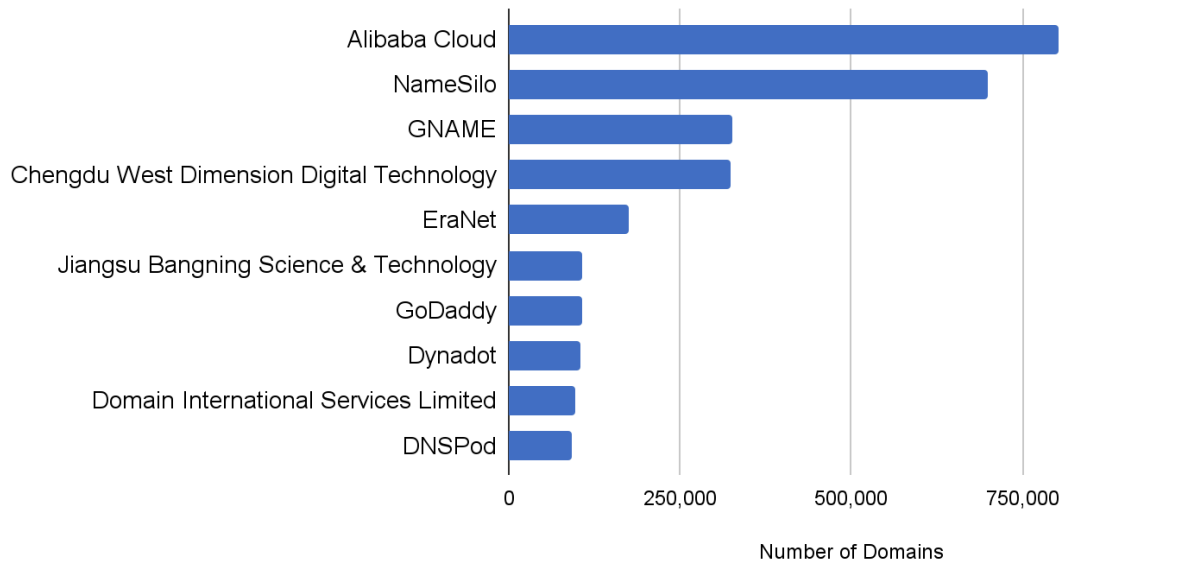
For the other e-commerce gTLD extension .store, the most popular registrars were GoDaddy (329,990 domains) and Namecheap (309,371). The other registrars on the top 10 were Tucows Domains (190,074 domains); Beget (119,437); Alibaba Cloud (108,561); Public Domain Registry (100,589); Hostinger (84,912); Dreamscape Networks (52,541); eNom (39,287); and Dattatec (36,865).



The .top extension's most used registrars were Alibaba Cloud and NameSilo, which accounted for 801,317 and 698,901 domains, respectively. They were followed by GNAME (325,095 domains); Chengdu West Dimension Digital Technology (323,808); EraNet (176,197); and Jiangsu Bangning Science & Technology (106,611). GoDaddy accounted for only 105,913 domains, followed by Dynadot with 103,347 domains; Domain International Services Limited with 98,219; and DNSPod with 91,382.

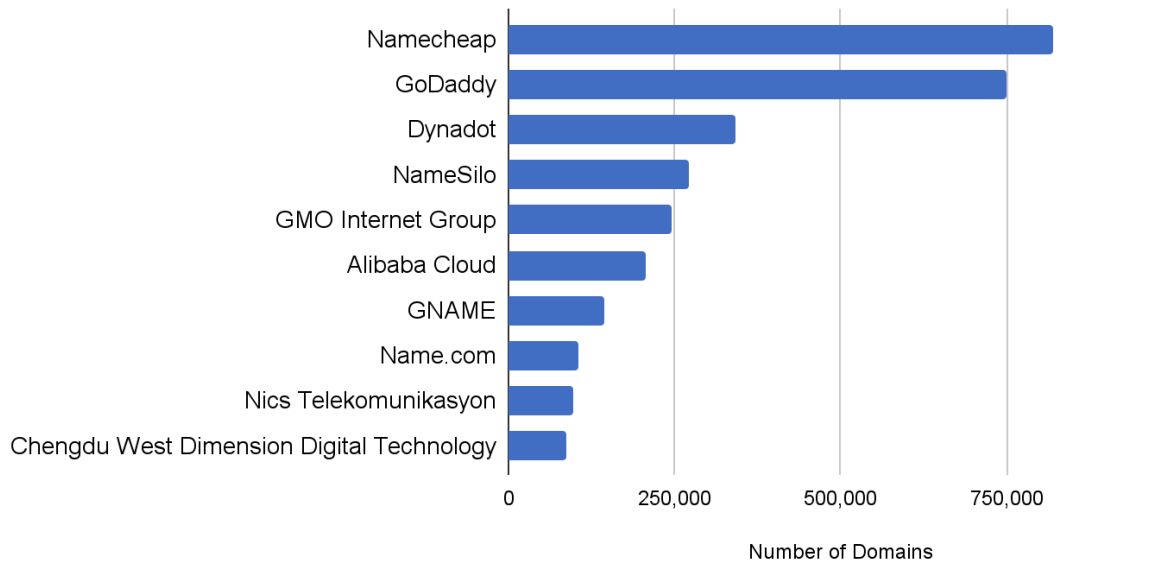


TOP 10 REGISTRARS OF .TOP DOMAINS



The last gTLD we analyzed was .xyz, where Namecheap (819,920 domains) and GoDaddy (749,112) dominated. They were followed by Dynadot with 342,851 domains; NameSilo with 272,136; GMO Internet Group with 246,383; Alibaba Cloud with 207,361; GNAME with 143,971; Name.com with 106,082; Nics Telekomunikasyon with 98,331; and Chengdu West Dimension Digital Technology with 85,946.

TOP 10 REGISTRARS OF .XYZ DOMAINS

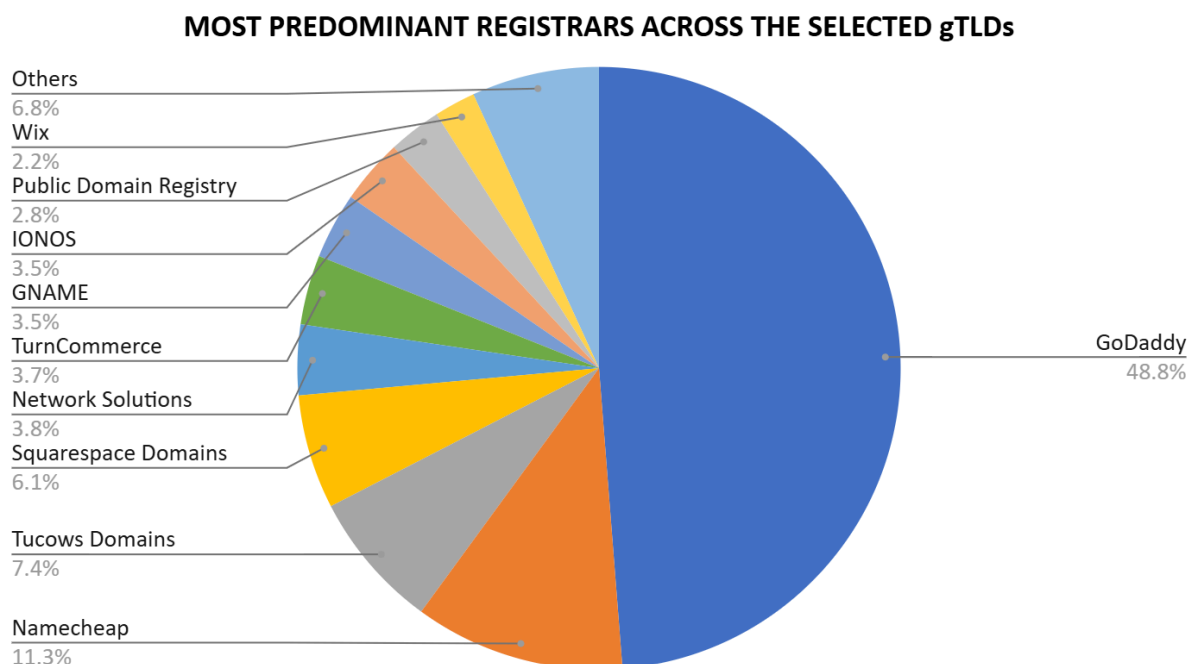


Who Dominated the Selected gTLD Spaces?

GoDaddy accounted for the bulk of the domains with the 10 selected gTLDs, representing 63.5 million or 48.8% of the total domain registration. In fact, the registrar was the most popular for six of the gTLDs, namely, .com, .info, .net, .online, .org, and .store.

Namecheap, another global registrar, came in second place, accounting for 11.3% of the domains under the gTLDs we analyzed. Tucows Domains, on the other hand, accounted for 7.4% of the domains, while 6.1% could be attributed to Squarespace Domains. Network Solutions was also a popular choice with 3.8% of the domain registrations. The rest of the top 10 registrars were TurnCommerce, GNAME, IONOS, Public Domain Registry, and Wix.

Overall, these 10 registrars accounted for a 93.2% share of the domains in our dataset. The other registrars accounted for only 6.8%.

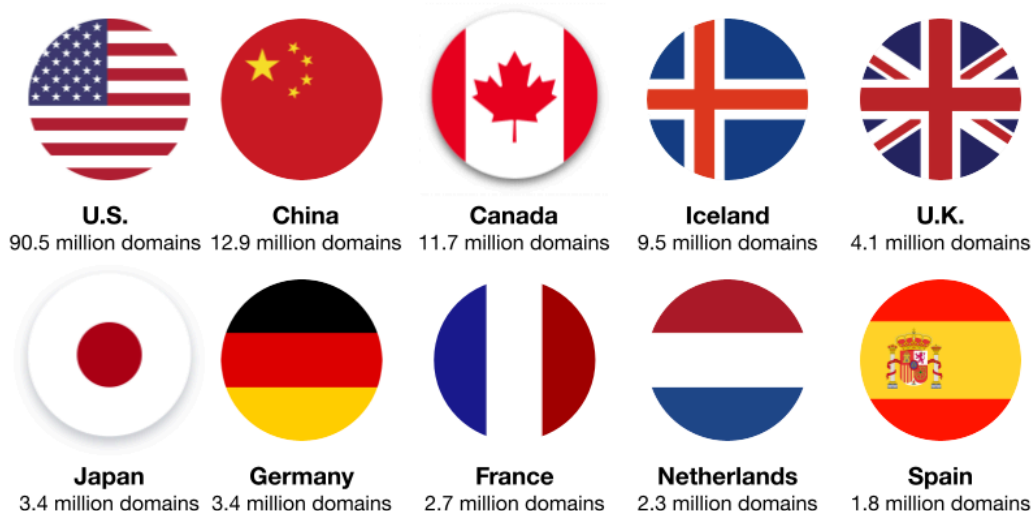


Registrant Country Distribution of the Selected gTLDs

Most of the domains under the .com extension were registered in the U.S. China was the second most popular registrant country, followed by Canada, Iceland, the U.K., Japan, Germany, France, the Netherlands, and Spain.

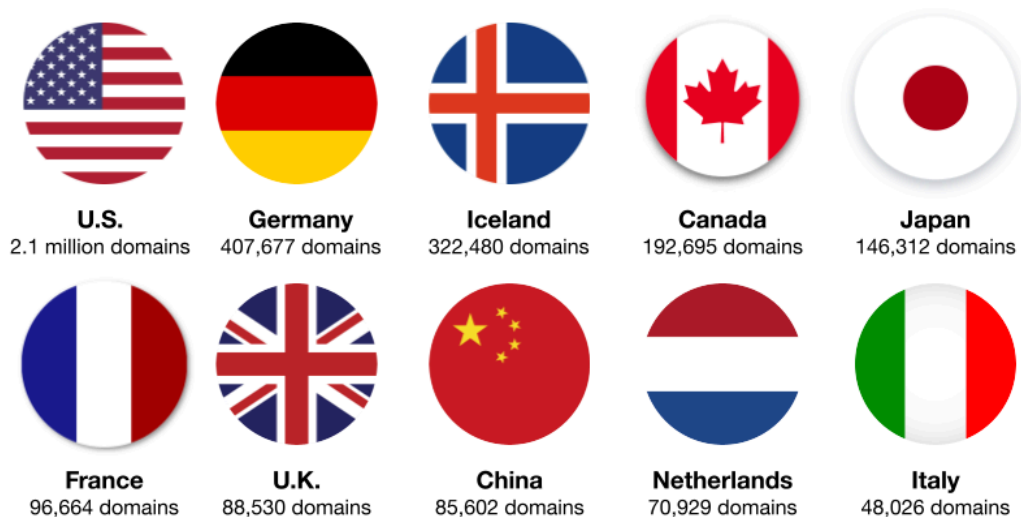


REGISTRANT COUNTRIES OF .COM DOMAINS



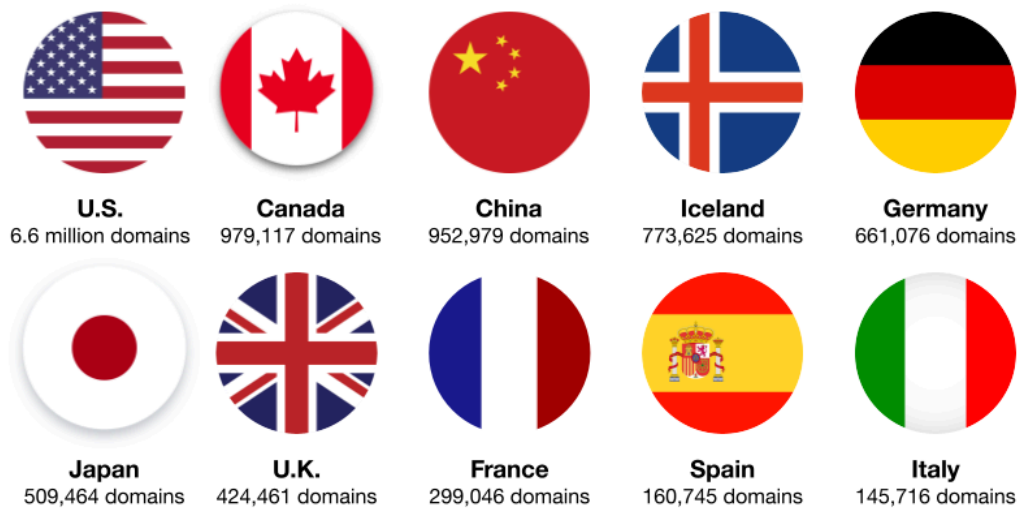
For the .info domains, the U.S. was also the most dominant registrant country, followed by Germany, Iceland, Canada, Japan, France, the U.K., China, the Netherlands, and Italy.

REGISTRANT COUNTRIES OF .INFO DOMAINS



We saw the same registrant countries when we analyzed the domains in the .net gTLD space. The U.S. still had the highest number of domain registrations, followed by Canada, China, Iceland, Germany, Japan, the U.K., France, Spain, and Italy.

REGISTRANT COUNTRIES OF .NET DOMAINS



As with the other gTLDs above, the U.S. dominated in the .online space. Iceland came in second, followed by Russia, China, Germany, the Netherlands, Brazil, Australia, Turkey, and Canada.

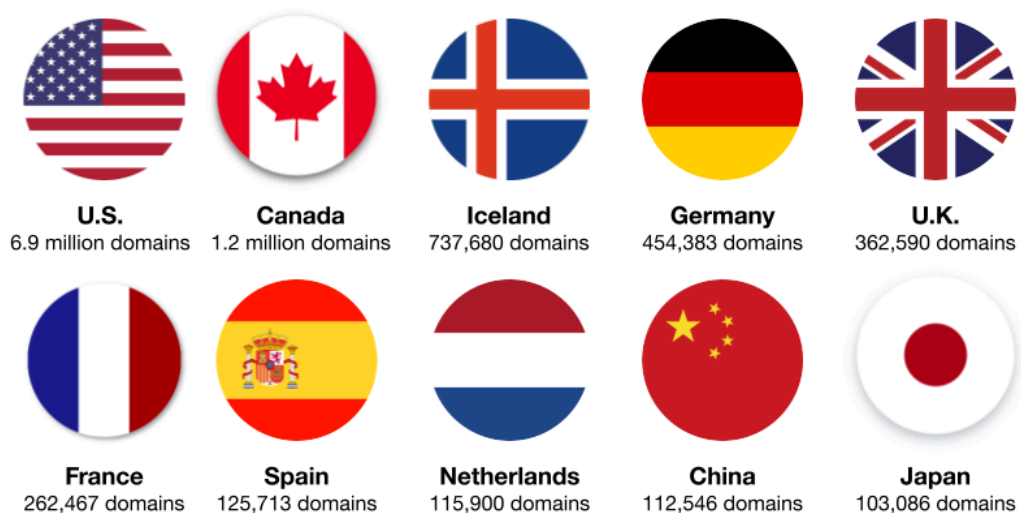


REGISTRANT COUNTRIES OF .ONLINE DOMAINS



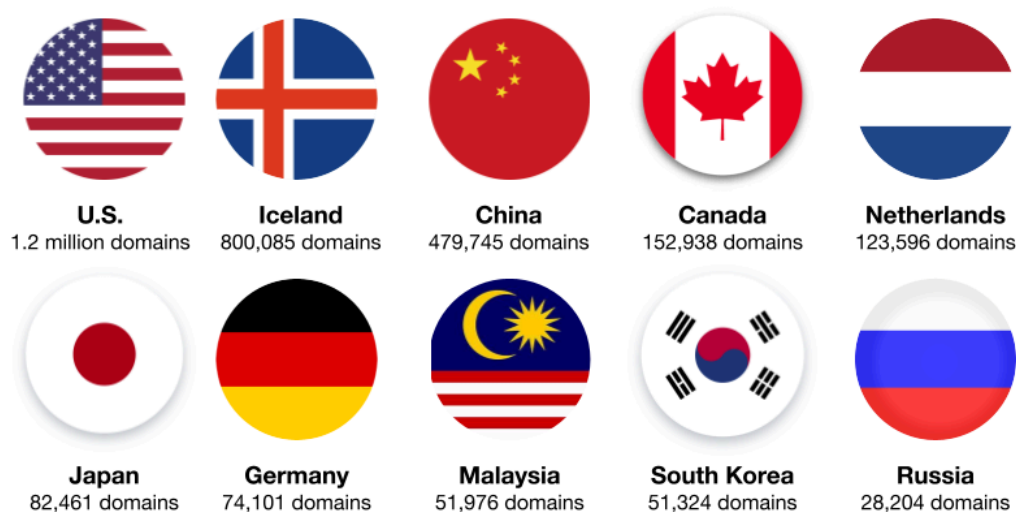
The domains with the .org extension were mostly registered in the U.S., Canada, Iceland, Germany, the U.K., France, Spain, the Netherlands, China, and Japan.

REGISTRANT COUNTRIES OF .ORG DOMAINS



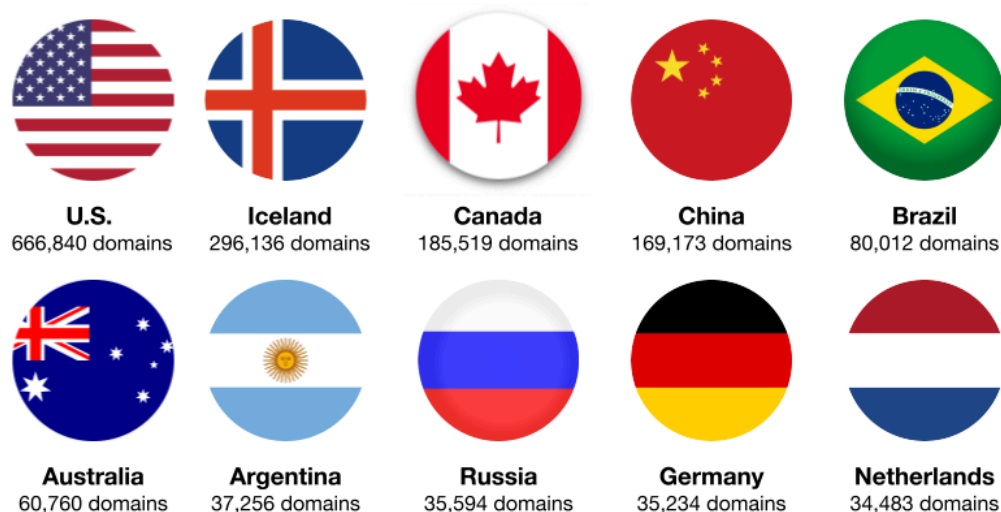
Meanwhile, the top registrant countries of the domains with the e-commerce gTLD .shop were the U.S., Iceland, China, Canada, the Netherlands, Japan, Germany, Malaysia, South Korea, and Russia.

REGISTRANT COUNTRIES OF .SHOP DOMAINS



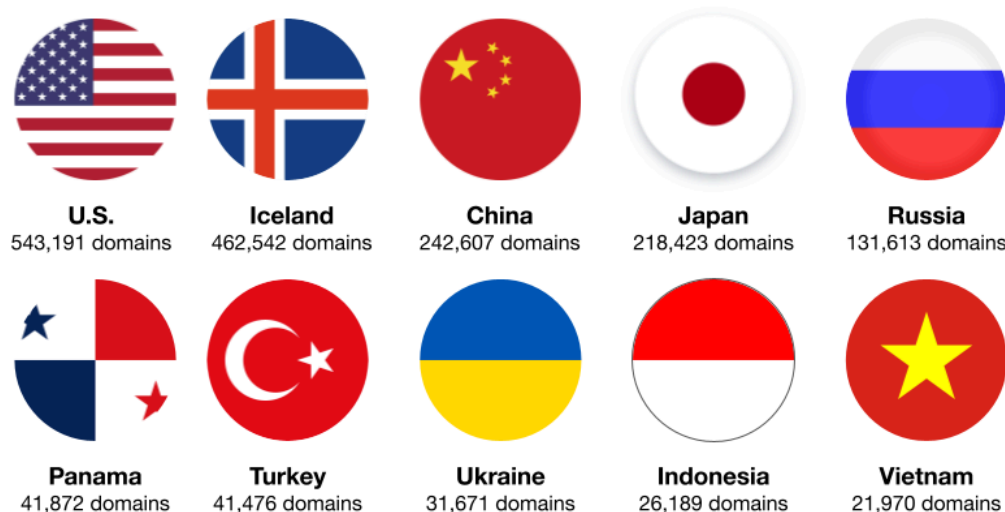
Some of the aforementioned countries also dominated the .store space. The U.S., Iceland, Canada, and China were the top 4 registrant countries, followed by Brazil, Australia, Argentina, Russia, Germany, and the Netherlands.

REGISTRANT COUNTRIES OF .STORE DOMAINS



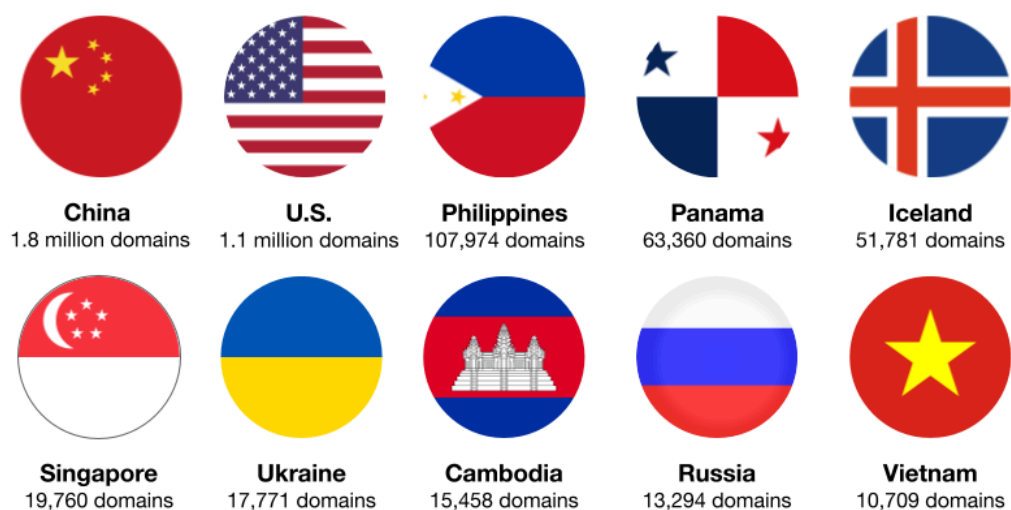
For the domains with the .site gTLD, the U.S. and Iceland were also the most dominant registrant countries. The rest of the top 10 included China, Japan, Russia, Panama, Turkey, Ukraine, Indonesia, and Vietnam.

REGISTRANT COUNTRIES OF .SITE DOMAINS



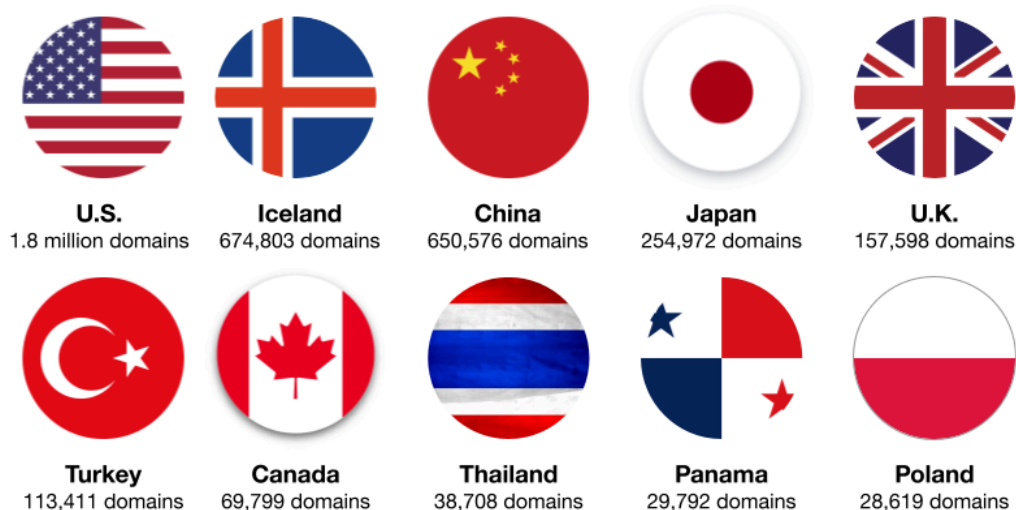
Unlike the domains with other gTLDs, the .top domains were mostly registered in Asia, predominantly in China. The U.S. only came in second, followed by the Philippines, Panama, Iceland, Singapore, Ukraine, Cambodia, Russia, and Vietnam.

REGISTRANT COUNTRIES OF .TOP DOMAINS



Lastly, most of the domains in the .xyz gTLD space were registered in the U.S. The rest of the top 10 registrars lagged far behind, namely, Iceland, China, Japan, the U.K., Turkey, Canada, Thailand, Panama, and Poland.

REGISTRANT COUNTRIES OF .XYZ DOMAINS



Registrant Countries of the Selected gTLDs

The U.S. was the top registrant country of the domains under nine out of the 10 selected gTLDs. When we analyzed the ratio between the country's population (346 million) and the total number of domains across the gTLDs in this study that were registered in it (113 million), we found that it was relatively acceptable at 0.33. That translated to one domain for about three people.

China, which was the top 2 registrant country, had a 0.01 domain per capita. Next was Canada, with 0.36. The rest of the top 10 registrant countries across all 10 gTLDs had similar proportions—less than one domain per capita, except for Iceland and Germany, as shown in the table below.



Registrant Country	Total Number of Domains across the Selected gTLDs	Population	Ratio
U.S.	113,033,467	346,084,698	0.33
China	17,565,592	1,418,170,644	0.01
Canada	14,484,610	39,879,008	0.36
Iceland	14,074,734	395,129	35.62
U.K.	5,171,279	69,285,196	0.07
Germany	5,122,832	3,807,313	1.35
Japan	4,713,463	123,521,072	0.04
France	3,383,863	66,584,972	0.05
Netherlands	2,781,642	18,270,750	0.15

These countries had more domains than residents, although Germany's ratio could be considered negligible and closer to 1:1 at 1.35. However, Iceland had far more intriguing results. More than 14 million domains were registered in the country with a population of only 395,129. That is equivalent to every person registering as many as 35 domains each.

A Closer Look at the Selected ccTLDs

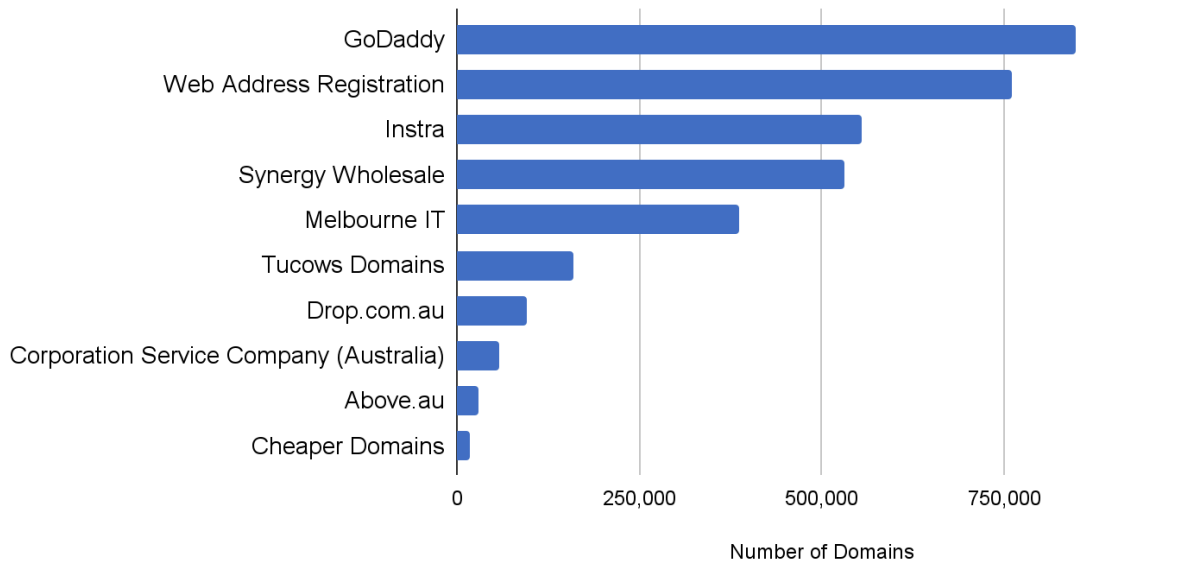
The next part of our analysis focused on five selected ccTLDs, namely, .au, .fr, .it, .uk, and .us. We examined their registrar and registrant country distribution below.

Leading Domain Registrars of the Selected ccTLDs

GoDaddy was the most popular registrar of the domains sporting the .au ccTLD extension, accounting for 847,389 domains. Web Address Registration came next with 760,458 domains; Instra with 555,345; Synergy Wholesale with 530,296; and Melbourne IT with 387,257. The rest of the top 10 included Tucows Domains (159,033 domains); Drop.com.au (96,613); Corporation Service Company (Australia) (58,073); Above.au (28,617); and Cheaper Domains (17,453).

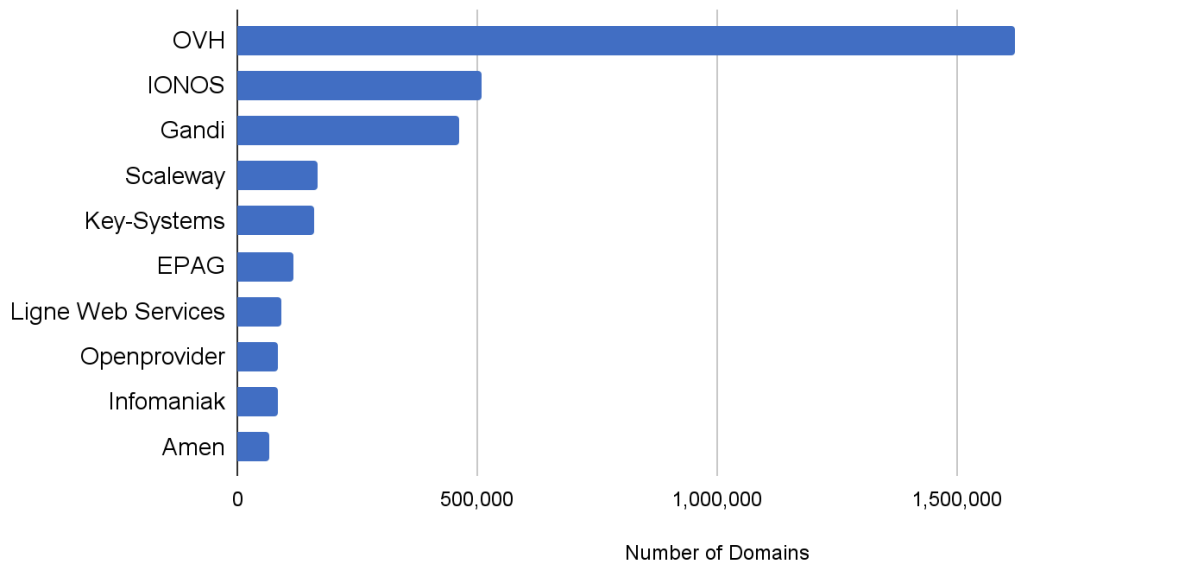


TOP 10 REGISTRARS OF .AU DOMAINS

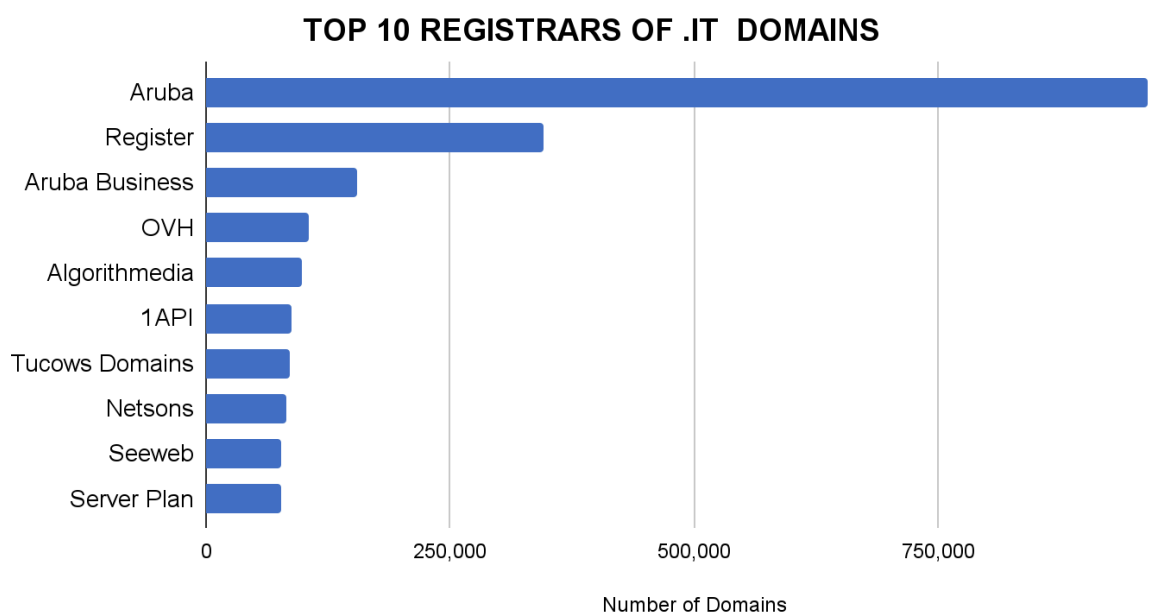


For the .fr domains, OVH was the most dominant registrar (1.6 million domains) with the rest of the top 10 lagging far behind. They were IONOS (508,129 domains); Gandi (460,840); Scaleway (167,212); Key-Systems (161,648); EPAG (116,411); Ligne Web Services (90,231); Openprovider (85,673); Infomaniak (83,083); and Amen (67,488).

TOP 10 REGISTRARS OF .FR DOMAINS



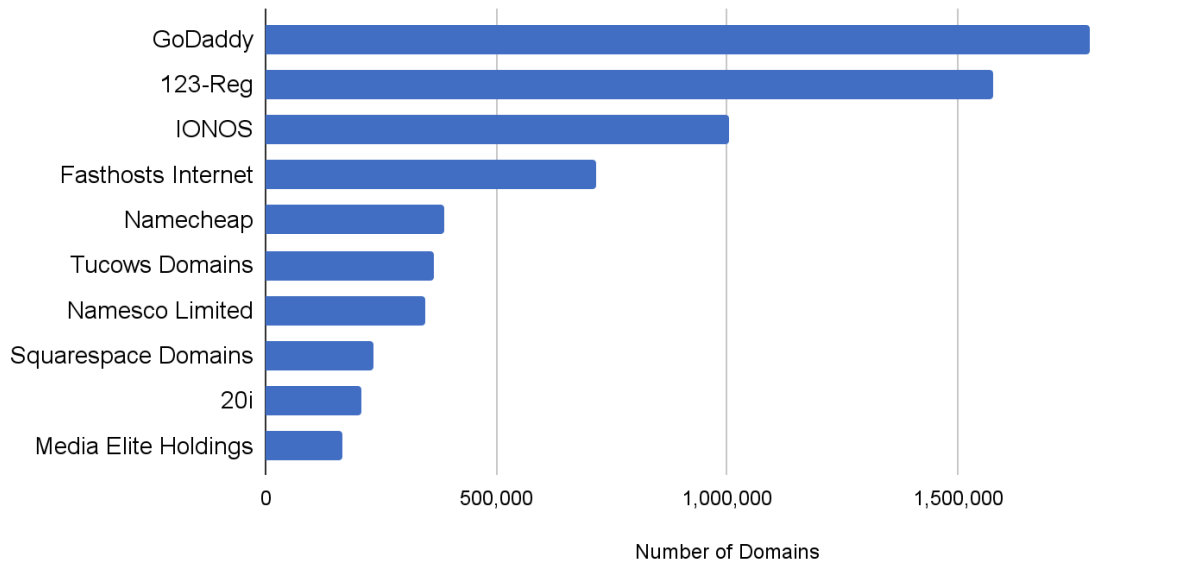
A different set of registrars were responsible for a majority of the domains in the .it ccTLD space. It was led by Aruba with 963,631 domains; Register with 344,697; Aruba Business with 154,449; OVH with 105,132; and Algorithmmedia with 97,819. The other registrars on the list included 1API (88,117 domains); Tucows Domains (85,425); Netsons (81,380); Seeweb (77,691); and Server Plan (76,064).



GoDaddy made an appearance again, topping the list of registrars for the .uk domains with 1.8 million. It was followed by 123-Reg and IONOS, which accounted for 1.6 million and 1.0 million domains, respectively. The other registrars on the top 10 were Fasthosts Internet (717,405 domains); Namecheap (388,653); Tucows Domains (365,502); Namesco Limited (347,325); Squarespace Domains (232,243); 20i (208,986); and Media Elite Holdings (164,996).

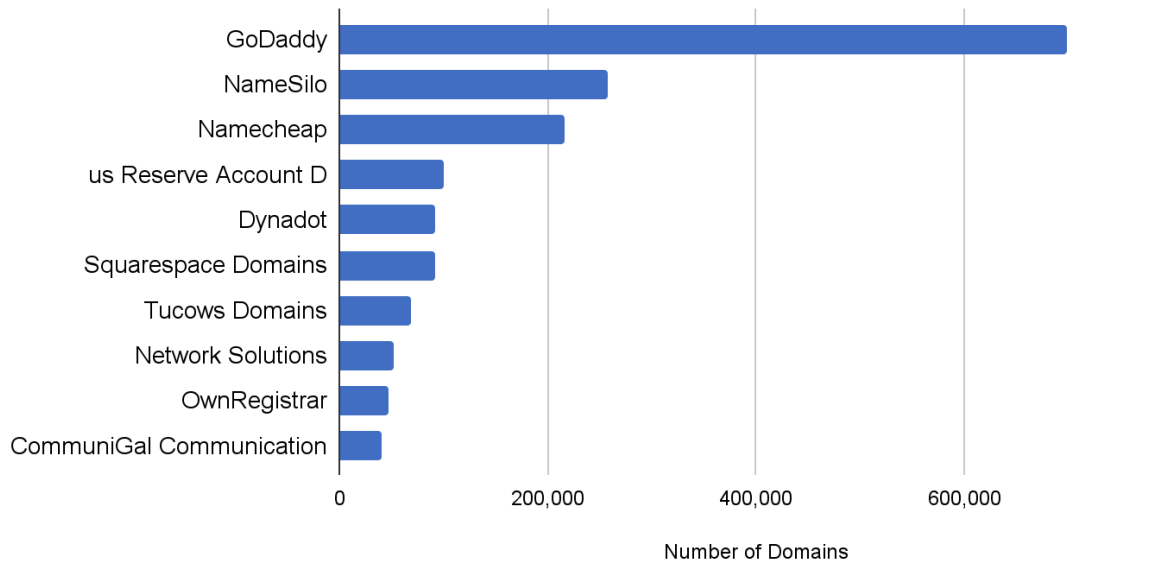


TOP 10 REGISTRARS OF .UK DOMAINS



The last ccTLD we analyzed was .us. We found that GoDaddy accounted for 698,683 domains. NameSilo followed with 257,107 domains; Namecheap with 216,753; us Reserve Account D with 99,985; Dynadot with 92,303; and Squarespace Domains with 91,901. The other registrars on the top 10 included Tucows Domains (68,065 domains); Network Solutions (52,941); OwnRegistrar (47,534); and CommuniGal Communication (40,935).

TOP 10 REGISTRARS OF .US DOMAINS

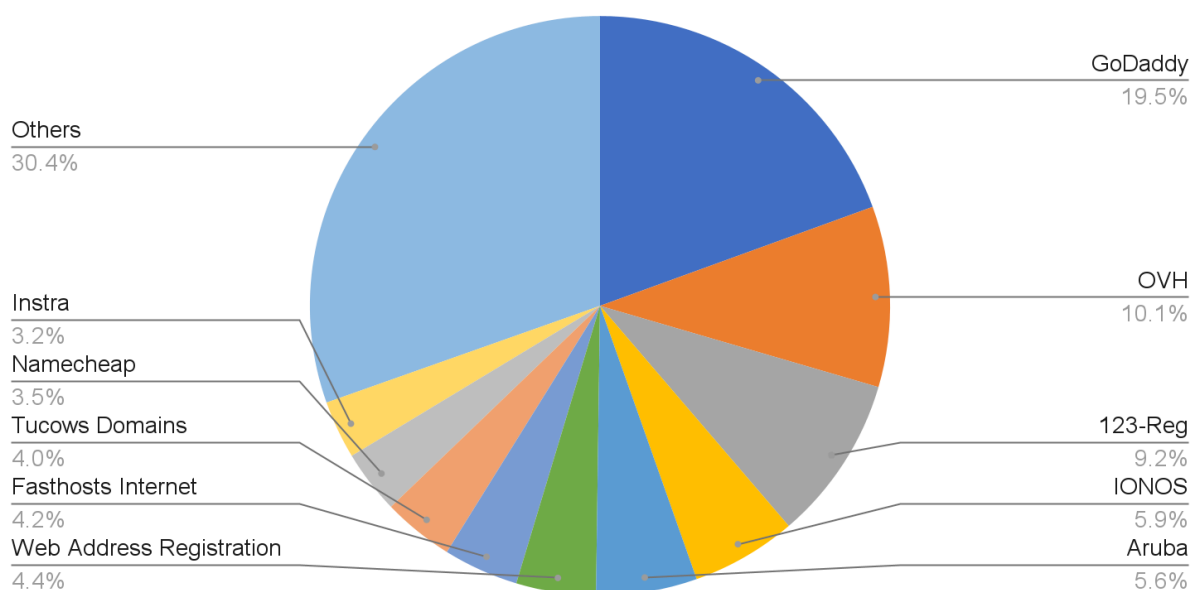


What Registrars Dominated the Selected ccTLD Spaces?

The most popular registrars among the domains sporting the five selected ccTLDs were a combination of global and national players. GoDaddy still topped the list, accounting for 19.5% of the domain registrations in the dataset. French registrar OVH came in second with a 10.1% share, followed by British registrar 123-Reg with 9.2%.

The other registrars on the top 10 across the selected ccTLDs were German registrar IONOS; Italian registrar Aruba; Australian registrar Web Address Registration; England-based Fasthosts Internet; American-Canadian registrar Tucows Domains; U.S.-based Namecheap; and Australian registrar Instra.

MOST PREDOMINANT REGISTRARS ACROSS THE SELECTED ccTLDs

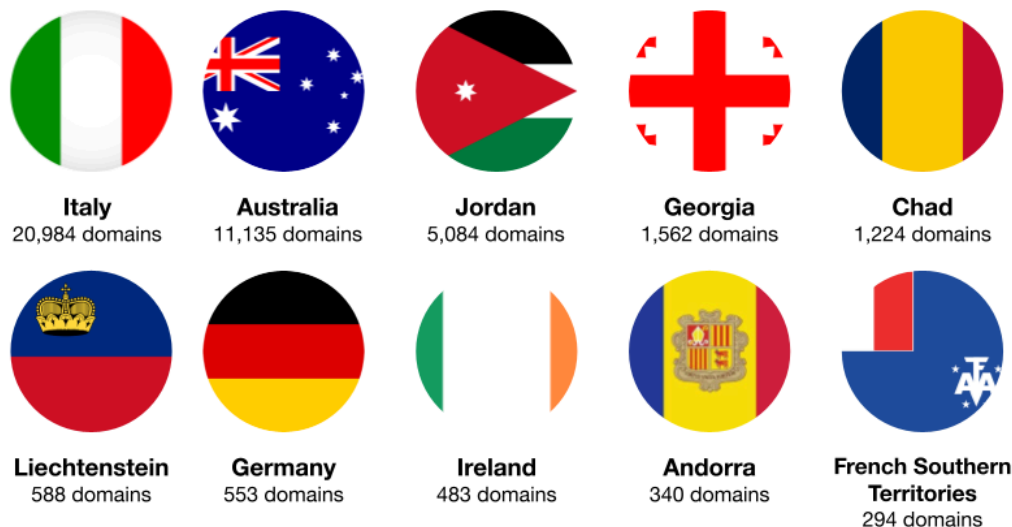


Registrant Country Distribution of the Selected ccTLDs

The top registrant country of the .au domains was Italy. Australia came in second only, followed by Jordan, Georgia, Chad, Liechtenstein, Germany, Ireland, Andorra, and the French Southern Territories.

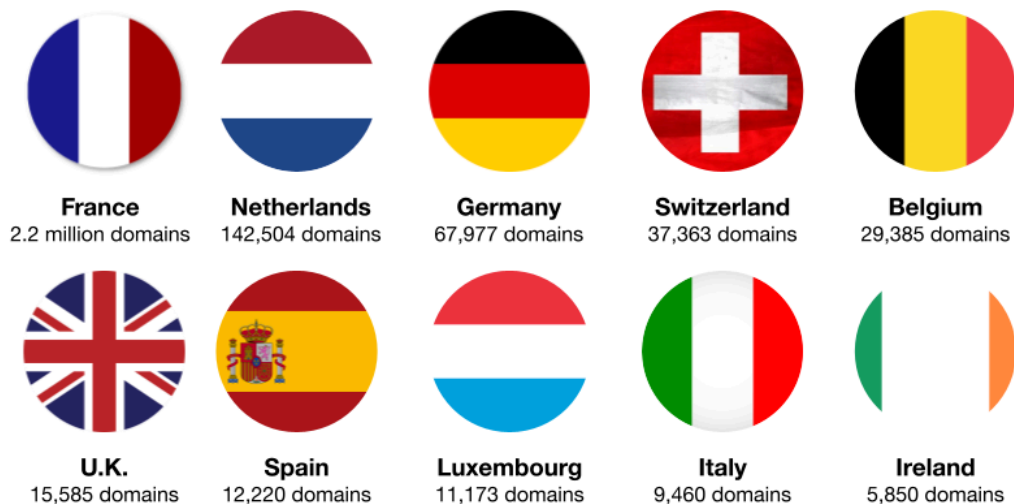


REGISTRANT COUNTRIES OF .AU DOMAINS



For the .fr domains, France was the dominant registrant country, followed by other European countries, namely, the Netherlands, Germany, Switzerland, Belgium, the U.K., Spain, Luxembourg, Italy, and Ireland.

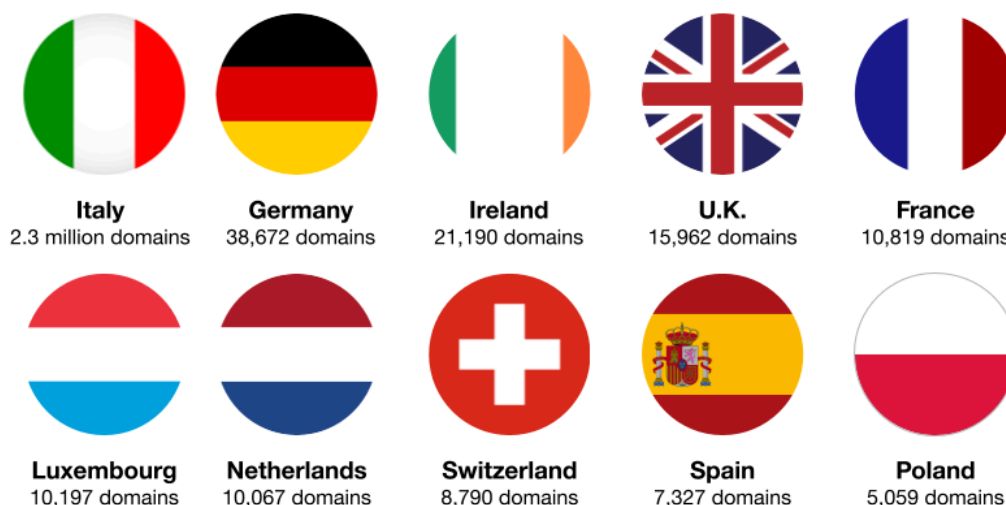
REGISTRANT COUNTRIES OF .FR DOMAINS



We observed a similar trend with the domains sporting the .it ccTLD extension. Italy was the top registrant country, followed by European countries like Germany, Ireland, the U.K., France, Luxembourg, the Netherlands, Switzerland, Spain, and Poland.

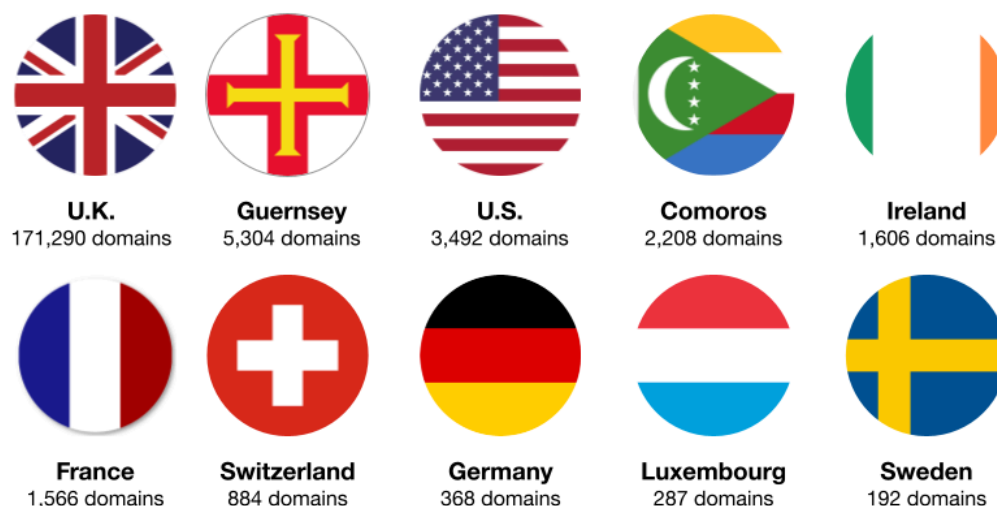


REGISTRANT COUNTRIES OF .IT DOMAINS



For the .uk domains, we found two non-European countries in the third and fourth places—the U.S. and Comoros, respectively. However, the rest of the top 10 registrant countries were European, led by the U.K. and followed by Guernsey, Ireland, France, Switzerland, Germany, Luxembourg, and Sweden.

REGISTRANT COUNTRIES OF .UK DOMAINS

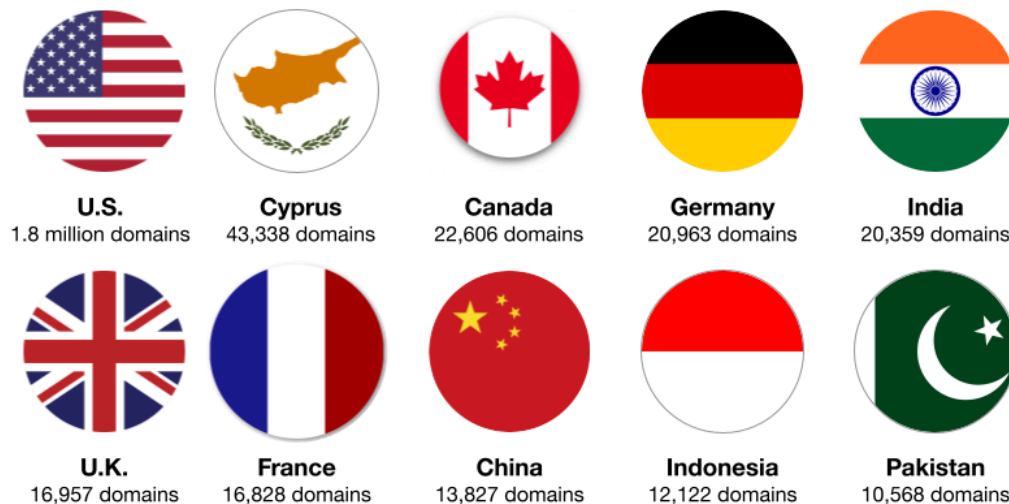


Lastly, the domains sporting the .us ccTLD were mostly registered in the U.S. although the rest of the top 10 registrant countries were spread out over North America, Europe, and Asia. The top 2



country was Cyprus, followed by Canada, Germany, India, the U.K., France, China, Indonesia, and Pakistan.

REGISTRANT COUNTRIES OF .US DOMAINS



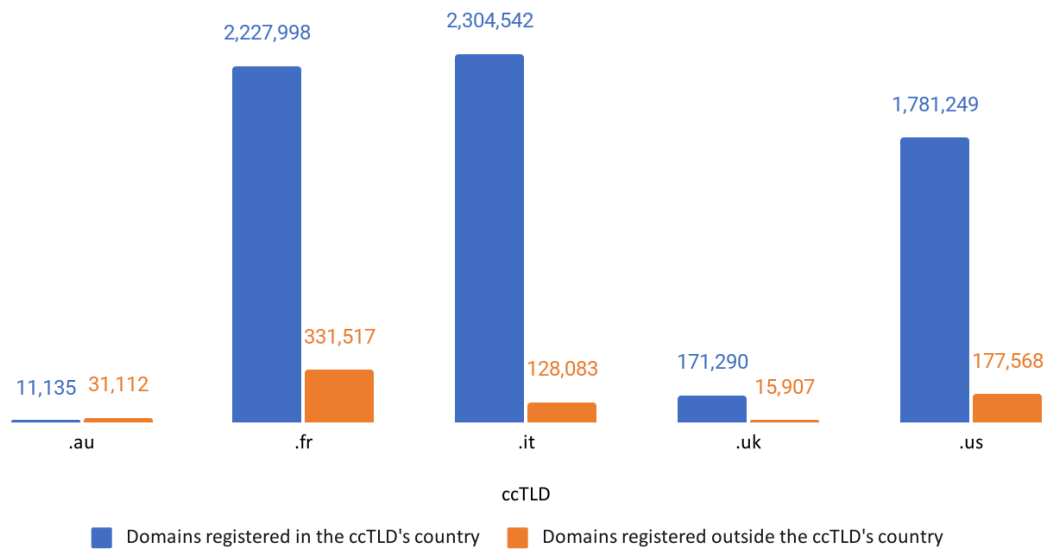
Do the Domain ccTLDs and Registrant Countries Match?

A ccTLD is often, at least initially, intended for registrants from or operating in a specific country. As such, it's interesting to discover that the registrant countries of some of the domains in this study were outside their ccTLDs' corresponding countries.

The most glaring trend was seen with the .au domains. More .au domains were registered outside Australia than in the country. To be exact, other countries accounted for 73.6% of the .au domains. Around 49.7% were registered in Italy, 12.0% in Jordan, 3.7% in Georgia, and 2.9% in Chad. Liechtenstein, Germany, Poland, Ireland, Andorra, and the French Southern Territories each accounted for less than 2.0% of the .au domains.



Number of Domains Registered Inside vs Outside the ccTLD's Country



Conclusion

The analysis revealed the most popular registrars and registrant countries of the domains sporting the selected 10 gTLDs and five ccTLDs on our list. GoDaddy emerged as the most popular registrar for both gTLDs and ccTLDs. Most of the other top ccTLD registrars were also based in their respective countries.

In terms of registrant countries, the U.S. always topped the lists for the selected gTLDs. However, we saw a different trend for the ccTLDs. Most of the domains were registered in the country each ccTLD was intended for, although we noticed an outlier for the .au domains.

These and other findings can inform business and marketing decisions, most especially for domain registrars and registries that aim to analyze TLD adoption and market trends.



About WhoisXML API

For more than a decade now, WhoisXML API has been at the forefront of data aggregation, providing one of the most comprehensive collections of WHOIS, IP, and DNS information. Our cyber intelligence platform boasts of an impressive repository of 21+ billion historical WHOIS records, 50+ billion domains and subdomains, 10.4+ million IP netblocks, and a staggering 99.5% coverage of active IPv4 and IPv6 addresses.

Recognized for our exceptional growth and innovation, WhoisXML API has earned its place on the Inc. 5000 list and the Financial Times list of Top Fastest-Growing Companies for several years. Our solutions have garnered the trust of more than 52,000 users, including Fortune 500 companies, leading security firms, and organizations spanning diverse industries.

