

Stripe Statistics

Last Updated: **December 18, 2024**

Highlights. 1.60 million active websites globally use Stripe, with an average of *1,000* companies joining Stripe each day.

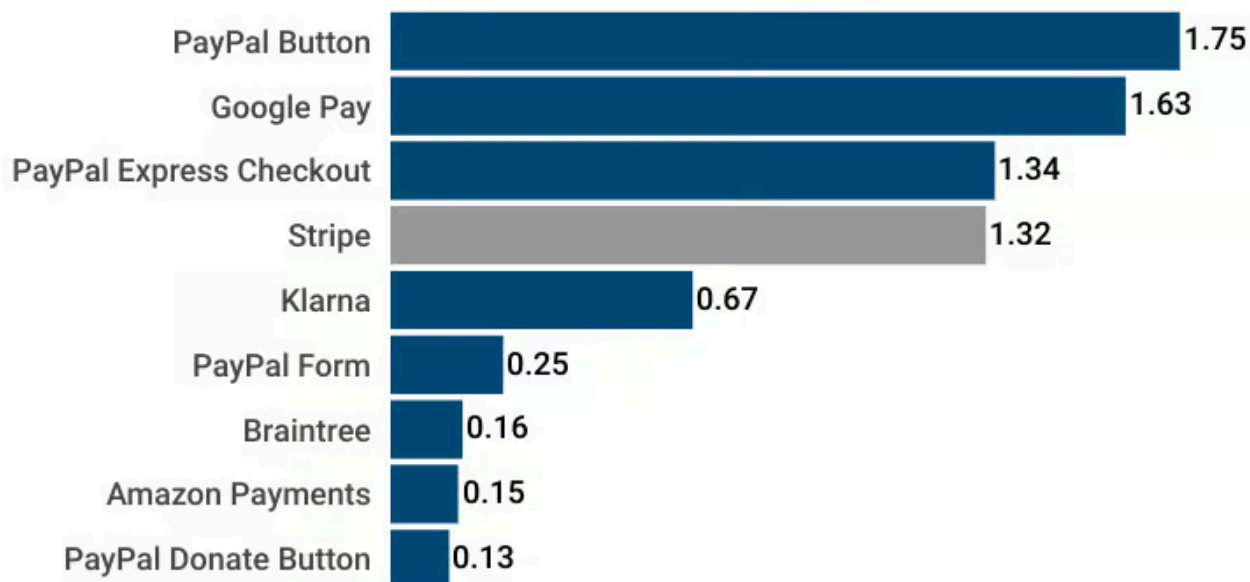
In 2023, Stripe processed a global payment volume of over **\$1 trillion**.

As of December 2024, Stripe is valued at **\$65 billion**.

In 2023, Stripe had an estimated net revenue of **\$3.8 billion**.

Stripe holds a **17.2%** market share in payment processing software.

Payment Processors by Number of Websites Globally (in millions of live websites)



Source: BuiltWith.com

Stripe User Statistics

Stripe is used by businesses in 46 countries and supports over 135 currencies and 100 payment methods, including card, bank transfer, digital wallet, and buy now, pay later.

4.72 million websites globally have historically used Stripe as of December 2024.

750,090 active websites in the U.S. used Stripe in December 2024, or 47.0% of all active websites using Stripe.

1 in 10 people worldwide transacted with a business using Stripe in 2022.

In 2022, 75% of the largest software companies in America used Stripe.

10 Major Companies Using Stripe

Ranking	Company	2023 Revenue (in billions)
1	Walmart	\$648.1
2	Amazon	\$574.8

3	Apple	\$385.7
4	Samsung	\$196.8
5	Walgreens	\$142.4
6	AliExpress	\$126.5
7	Target	\$107.4
8	Wayfair	\$12.00
9	Chewy	\$11.16
10	Etsy	\$2.74

Stripe User Growth Statistics

Stripe is one of the fastest-growing online payment processors.

From 2018 to 2022, the number of companies handling \$1 billion or more through Stripe grew more than 50% each year.

In 2023, Stripe added capabilities for over 50 new payment methods worldwide, including Cash App Pay.

In 2022, over 1,000 new companies joined Stripe every day, an increase of 19% over the previous year.

55% of the businesses that joined Stripe in 2022 were based outside of the United States.

60% of the technology companies that went public in 2021 were Stripe customers.

Over the course of 2021, over 100 businesses per day passed \$1 million in sales using Stripe.

In 2021, the number of Stripe customers based in Latin America grew by 518%; the number of APAC

Stripe Global Payment Volume

(in billions)



Source: CB Insights, Stripe

Stripe Payment Volume Statistics

Stripe's global payment volume growth peaked during the pandemic but continues to grow.

Stripe processed over \$1 trillion in payments in 2023, up 25% from 2022.

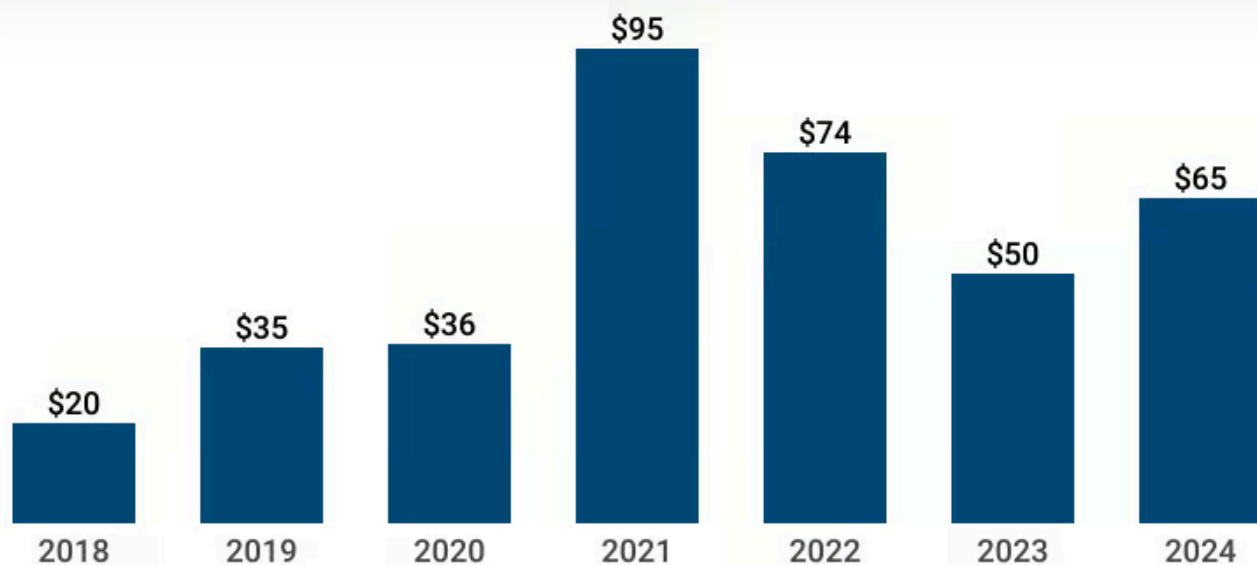
From 2019 to 2022, Stripe's global payment volume grew by 444%.

Stripe's largest yearly increase in payment volume was in 2020, during the onset of the COVID-19 pandemic, when it jumped by 167% from \$150 billion to \$400 billion.

Businesses using Stripe account for approximately 1% of global GDP.

Globally, over 100 of Stripe's customers use the platform to process more than \$1 billion a year.

Stripe services handle over 500 million API requests every day.



Source: Sacra, CNBC, Crunchbase

Stripe Valuation Statistics

Stripe's valuation peaked in 2021, and has since dipped along with many other tech companies.

In December 2024, Stripe was valued at \$65 billion, making it the 7th most valuable privately held company in the world.

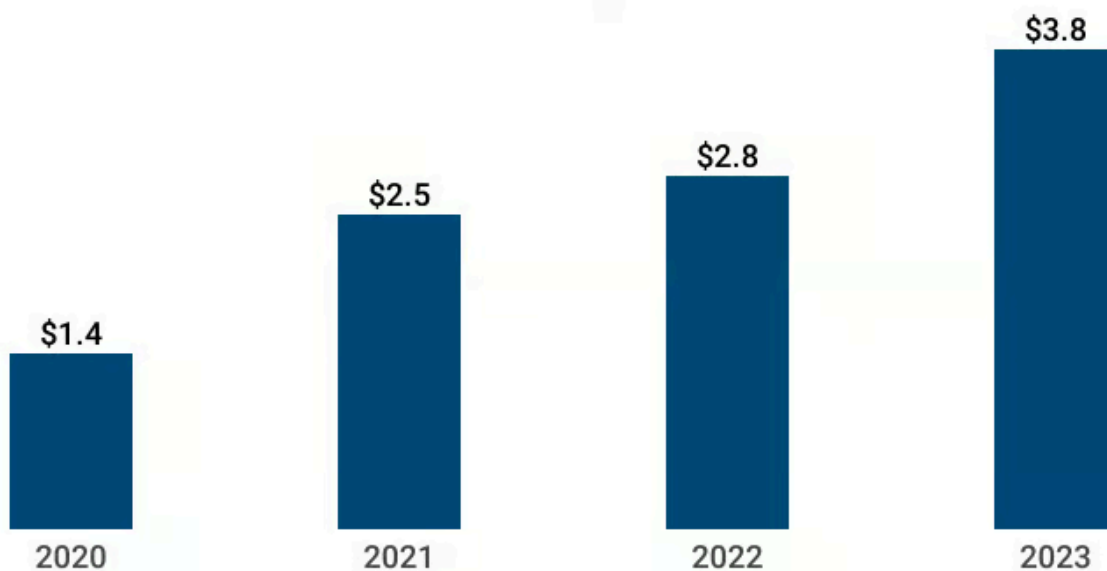
Stripe internally cut its 2021 valuation by 28% to \$74 billion in July 2022, then a further 14.9% to \$63 billion in January 2023.

Since its initial 2011 valuation of \$20 million, Stripe's valuation has grown by 324,900%.

Stripe achieved a valuation of over \$1 billion in 2014, just 3 years after its 2011 launch.

Stripe Global Gross Revenue

(in billions)



Source: FTCintelligence & Forbes

Stripe primarily generates revenue by charging for each transaction processed, as well as through a variety of additional services and revenue streams.

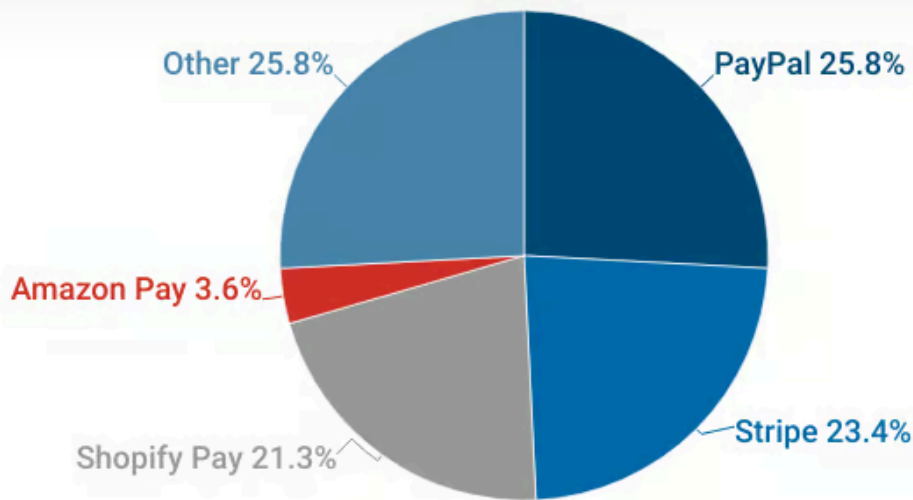
From 2022 to 2023, Stripe's gross revenue increased by 34% from \$2.8 billion to \$3.8 billion.

In 2022, revenue increased by 26%; in 2021, gross revenue increased by 62%.

In 2021, after deducting fees paid to partners like Visa and Chase, Stripe recorded a net revenue of nearly \$2.5 billion.

Stripe charges a standard rate of 2.9% of the transaction + 30 cents, earning it over \$2.9 billion on every \$100 billion in transactions processed.

Stripe also offers a payment service called Checkout with a rate of 0.4% per transaction and a \$2.00 cap per invoice.



Source: Datanyze

Stripe Market Share Statistics

PayPal still leads in payment processing software, but Stripe is far ahead of its other competitors in market share.

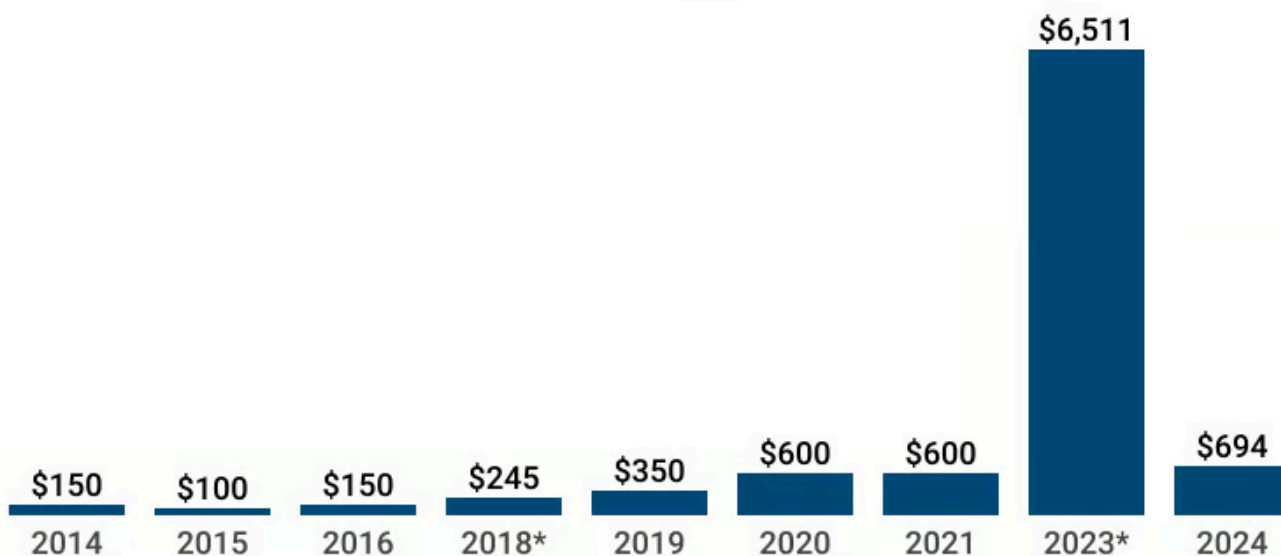
In the U.S. payment processing market, Stripe holds a 17.2% market share.

PayPal leads the industry with a 45.5% market share.

The global payment processing solutions market is expected to grow from \$103.2 billion in 2023 to \$160.0 billion in 2028.

Stripe Funding Rounds

(in millions)



Source: Sacra, Crunchbase

*No funding in 2017 or 2022

Stripe Funding Statistics

As of 2024, Stripe has raised a total of \$9.4 billion in funding from 60 investors over the course of 20 rounds.

In 2023 alone, Stripe raised over \$6.5 billion in funding, or 69.1% of the total funding it has raised since the company was founded.

Stripe's second-largest funding round in 2024 raised \$694.2 million.

The company's first funding round in 2011 raised \$2 million from 6 investors, including Peter Thiel and Elon Musk.

Stripe Management Statistics

Stripe operates out of 24 offices worldwide, including 6 in North America and 9 in Europe.

Stripe has over 7,000 employees around the world.

In November of 2022, Stripe laid off 14% of its employees and acknowledged misjudging the growth of the internet economy.

Stripe's 10 Most Recent Acquisitions

Company	Date	Purchase Amount (millions)
Bridge	Oct 20, 2024	\$1.1 billion
Lemon Squeezy	Jul 26, 2024	Undisclosed
Okay	May 31, 2023	Undisclosed

OpenChannel	Dec 6, 2021	Undisclosed
Recko	Oct 20, 2021	Undisclosed
Bouncer	May 14, 2021	Undisclosed
TaxJar	Apr 27, 2021	Undisclosed
Paystack	Oct 15, 2020	\$200
Touchtech Payments	Apr 17, 2019	Undisclosed
Index	Mar 8, 2018	Undisclosed

Stripe Investment Statistics

Stripe has made a total of 71 investments, most recently in TrueLayer, which raised \$50 million.

Stripe has been lead investor in 32 or 47.8% of their investments, most recently in Archive, which raised \$4 million.

Stripe has made 13 diversity investments, most recently in women-founded Vengo AI, which raised \$300,000.

As of December 2024, Stripe had acquired a total of 16 companies, the most recent of which was Bridge in October 2024.

Stripe's 10 Most Recent Investments

Company	Date	Total Amount Raised (<i>in millions</i>)

millions)

TrueLayer	Oct 4, 2024	\$50
Remark	May 23, 2024	\$10.3
Vengo AI	Feb. 28, 2024	\$0.3
Clerk	Jan. 23, 2024	\$30
Ramp	Aug. 23, 2023	\$300
Archive	Jun. 12, 2023	\$4.0
Upollo	Nov. 30, 2022	\$2.73
Complete	Aug. 22, 2022	\$4.0
Pulley	Jul. 13, 2022	\$40

*millions)*EMarketing Solutions,
LLCJun. 30,
2022

\$0.20

Stripe Competitor Statistics

Although PayPal still dominates the payment processing market, Adyen and Square are closer competitors to Stripe in terms of business model.

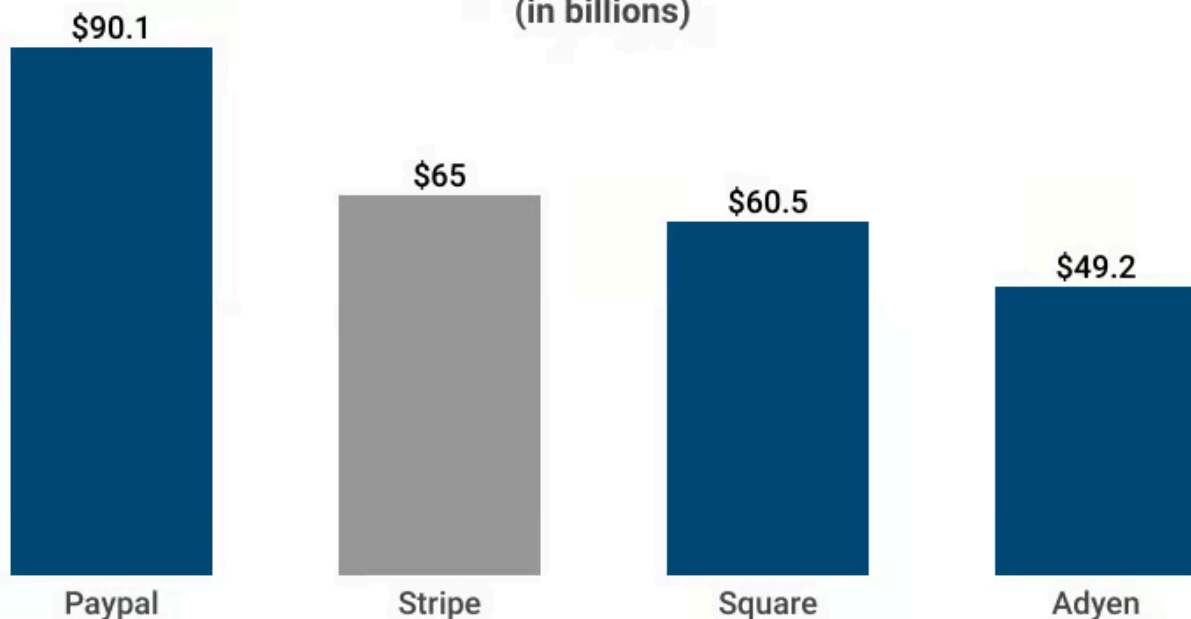
PayPal services are used by 4.00 million websites worldwide; PayPal services are used by 146% more websites than Stripe.

In 2024, Stripe competitors Square and Adyen were valued at \$60.5 billion and \$49.2 billion respectively, compared to Stripe's \$65 billion valuation.

Square has raised \$2.6 billion in investments and Adyen only \$266 million.

Stripe Competitor Valuations

(in billions)



Source: Crunchbase, Stock Analysis

Stripe Black Friday Statistics

Stripe processed massive volumes of payments on Black Friday/Cyber Monday of 2024 (BFCM 2024), all with

During BFCM 2024, Stripe processed over 465 million transactions totaling \$31 billion.

Stripe's uptime during BFCM 2024 was over 99.9999%.

During BFCM 2024, Stripe received over 137,000 requests per minute.

In just a minute of BFCM 2024 downtime, Stripe would have lost over \$5 million worth of transactions.

Over 35,000 businesses had their best day on Stripe during BFCM 2024.

Stripe processed 428,000 cryptocurrency transactions over BFCM 2024.

During BFCM 2023, Stripe handled over 300 million or \$18.6 billion in transactions.

Stripe Atlas, launched in 2016, is a service for incorporating a company that aims to make the process as simple as possible. Startups can incorporate with Atlas for an initial cost of \$500.

In 2023, Stripe Atlas was used to start 1 in 6 new C Corporations in Delaware.

In 2023, over 50,000 companies in total had been started through Stripe Atlas, up 233% from 15,000 companies in 2020.

43% of Stripe Atlas users are starting a business for the first time; 25% wouldn't have started a company without Atlas.

Businesses have been started with Stripe Atlas in 162 countries.

Stripe Atlas businesses collectively generate over \$5 billion in yearly revenue.

In 2021, Stripe Atlas businesses employed 99,000 people and planned to hire 120,000 more.

Stripe Climate Initiative Statistics

In 2020, Stripe launched Stripe Climate, a service which allows Stripe customers to direct a portion of their proceeds directly to climate initiatives like carbon capture.

Stripe Climate began with 25 beta users and a \$1 million investment from Stripe itself.

In 2021, over 15,000 companies from over 40 countries purchased carbon removal through Stripe Climate.

million in purchase commitments.

Introduced in 2023, Climate Orders allows businesses to pre-order a specific number of carbon removal tons in the Stripe Dashboard to meet their climate targets.

Stripe Capital Statistics

In 2019, Stripe launched Stripe Capital, a lending service for small businesses with a focus on convenience and speed.

Businesses that financed with Stripe Capital grew their revenue 114% faster than those that didn't.

Businesses that processed under \$100,000 annually saw a revenue growth of 140% after borrowing from Stripe Capital.

The following data and insights were compiled by the Capital One Shopping team based on publicly available data.

Sources

1. [BuiltWith, Stripe Usage Statistics](#)
2. [Stripe.com](#)
3. [Crunchbase](#)
4. [Companies Market Cap](#)
5. [Datanyze, Payment Processing Software Market Share](#)
6. [Influencer Marketing Hub, Top 20 Companies Using Stripe as Their Payment Processing Partner](#)

8. [Sacra, Stripe revenue, valuation, and growth rate](#)
9. [Markets and Markets, Payment Processing Solutions Market](#)
10. [Forbes, The Collison Brothers Built Stripe Into A \\$95 Billion Unicorn With Eye-Popping Financials. Inside Their Plan To Stay On Top](#)
1. [CB Insights, Stripe Teardown: How the \\$36B Payments Company Is Supercharging Online Retail](#)
2. [Macrotrends](#)
3. [Exchange-Rates.org](#)
4. [Engineering Enablement, Designing Stripe for Black Friday](#)
5. [Adyen, Financials](#)
6. [Patrick Collison \(Twitter\)](#)

8. [FTC Intelligence, Payment Industry Reports](#)

Related Reports

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Popular Stores

American Airlines	Etsy	Nike	Turo
Amazon	Fashionnova	Old Navy	U-Haul
Chewy	Home Depot	Papa John's	Walmart
Costco	Ikea	Pizza Hut	Wayfair
DoorCash	Lowes	Target	Wingstop

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