

# The Future of the Internet: **Domain Registrars and New TLDs**

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RESEARCH

# Introduction

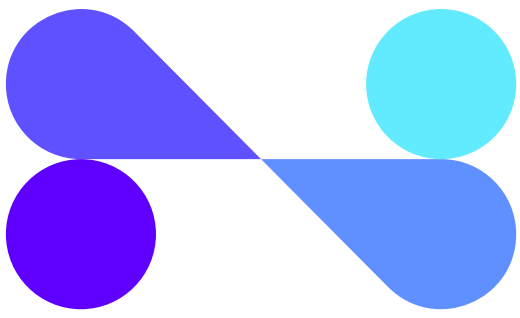
***In the throbbing heart of the digital ecosystem, domain registrars weave the invisible web of cyberspace. Guardians of the web, they decide the fate of millions of virtual spaces, shaping the digital identity of companies and individuals with a simple string of characters.***

With the advent of new gTLDs, the landscape of the Internet has been enriched with new nuances. These digital pioneers offer a broader canvas on which to paint one's online presence, breaking the traditional boundaries to open up to a global language that embraces diversity and vision.

The growing need for new TLDs is not a fad, but a symptom of our chameleonic nature in the digital world. We want to stand out, be recognized, leave an indelible mark in the electronic sands.

The year 2023 has revealed that, despite the crowd, the Internet remains a horizon open to exploration, a frontier where there is still room to make a mark, to innovate, to assert one's tailor-made identity.

And in this increasingly dense digital future, the demand for new TLDs grows, a sign of a human desire that transcends technology: the desire to be, simply, unique.



# Summary

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# Web Guardians: The Power of Domain Registrars

In the vibrant digital ecosystem, the power of domain registrars is extraordinarily concentrated. Examining the data of the new gTLDs, the top 15 ranked registrars control a significant portion of the market with over 14 million domains.

At the top, GoDaddy reigns with 4.943 million domains, holding 14.53% of the market share. Closely following is NameCheap, with 14.19% and 4.826 million domains, showcasing its strong presence in the industry.

NameSilo and Alibaba Cloud Computing stand out with 5.45% and 4.66% of the share, respectively, while GMO Internet Group claims 4.65%. These giants demonstrate how trust and technological innovation are capital in the domain name sector.

Beyond the first 5 leaders, registrars such as Hostinger, Squarespace Domains, and Dynadot strengthen the landscape with a significant market share, followed by other influential registrars like Tucows, PublicDomainRegistry and others.

These digital gatekeepers not only set the rules of the game for the industry but also the trajectories for digital growth of businesses and individuals in an increasingly connected world.

## Top Registrars (new gTLDs)

Registrar	Domains	Share
GoDaddy.com, LLC	4.943M	14.53%
NameCheap, Inc.	4.826M	14.19%
NameSilo, LLC	1.852M	5.45%
Alibaba Cloud Computing Ltd.	1.583M	4.66%
GMO Internet Group, Inc.	1.580M	4.65%
HOSTINGER operations, UAB	1M	2.94%
Squarespace Domains II LLC	0.989M	2.91%
Dynadot Inc	0.978M	2.88%
Tucows Domains Inc.	0.858M	2.53%
PublicDomainRegistry.com	0.855M	2.51%
West.cn	0.823M	2.42%
Porkbun LLC	0.819M	2.41%
Sav.com, LLC	0.731M	2.15%
Key-Systems, LLC	0.574M	1.69%
eNom, Inc.	0.527M	1.55%

# The gTLD Surge: Internet's New Chapter

In the contemporary digital landscape, new gTLDs are redefining the way we identify ourselves online. With over 61% of the market share concentrated in the top 15 new gTLDs, we are witnessing a new virtual geography that extends beyond the traditional boundaries of **".com"** and **".net"**.

Leading this digital fleet is **".xyz"**, which, with its 3.669 million domains, represents 10.79% of the sector, embodying the ideal of a universal and accessible domain.

Close behind are **".online"** and **".top"**, with 3.155 and 2.885 million domains respectively, symbolizing borderless connectivity and excellence in cyberspace.

**".shop"** and **".site"** reflect the growing e-commerce economy and online presence, with 2.188 and 1.632 million domains, while **".store"** asserts itself as a beacon for digital retail.

Names such as **".cfd"**, **".vip"**, **".app"**, and **".live"** have stood out not just for their registration numbers but also for their ability to attract specific niches, from fashion to technology, live lifestyles to mobile applications.

These digital spaces, which also include **".click"**, **".club"**, **".tech"**, **".space"**, and **".buzz"**, have become synonymous with identity, innovation, and community in the Internet era, demonstrating that domains are much more than mere addresses: they are extensions of our presence in the virtual world.

## Most Popular gTLDs:

New gTLD	Domains	Share
.xyz	3.669M	10.79%
.online	3.155M	9.28%
.top	2.885M	8.48%
.shop	2.188M	6.43%
.site	1.632M	4.80%
.store	1.434M	4.22%
.cfd	1.023M	3.01%
.vip	0.854M	2.51%
.app	0.679M	2.00%
.live	0.671M	1.97%
.click	0.641M	1.89%
.club	0.638M	1.88%
.tech	0.495M	1.46%
.space	0.441M	1.30%
.buzz	0.437M	1.29%

# The Growth and Need for New TLDs

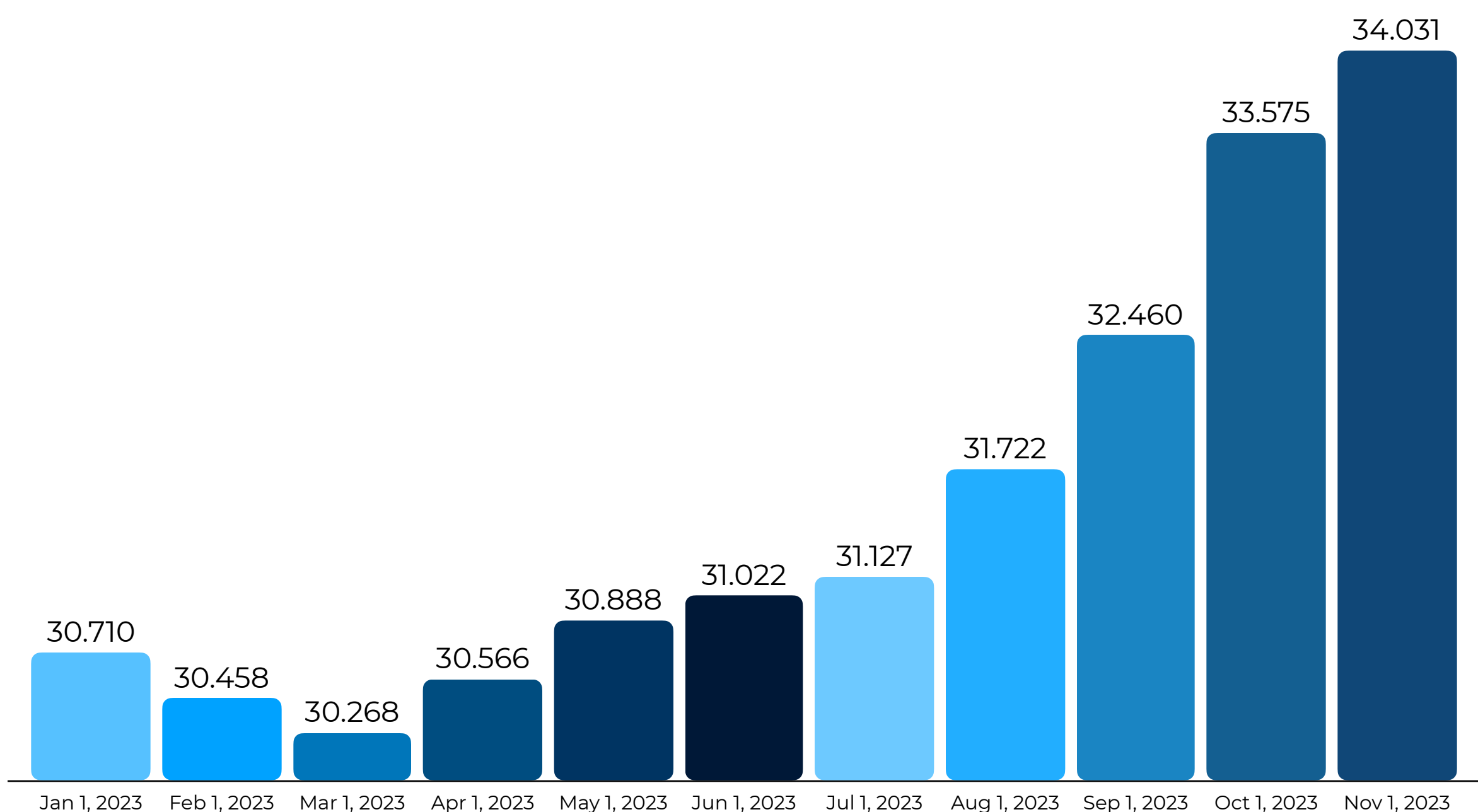
The Internet domain landscape has undergone a significant transformation, highlighting a sustained growth trend for new gTLDs. In less than one year, we have witnessed a steady increase from 30 to 34 million registered domains, a clear sign that these newcomers to the digital space are gaining ground.

This expansion reflects an undeniable reality: in the quest for originality and recognizability online, individuals and businesses are increasingly turning to new TLDs. They offer the possibility of acquiring shorter, more intuitive, and memorable domains, which are vital for standing out in an information-saturated Internet.

The growing popularity of new TLDs is not just a matter of fashion or preference; it's the answer to a need for personalization in cyberspace. In a world where digital identity is as critical as the real one, the uniqueness of a domain can make the difference between being noticed or overlooked.

2023 has shown us that in the vastness of the web, there is still room to grow, to innovate, to be distinctive. And as we move towards an increasingly crowded digital future, the demand for these new TLDs, bearing witness to tailored identities, seems only set to increase.

**The Growth of New gTLDs in Millions (2023):**





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