

Shopify App Bloat Report 2026

191 apps measured. What each one costs you in main-thread blocking time. By Kaspian Fuad, Shopify CRO consultant.

The headline

191 apps . 18 categories
Every major Shopify app, blocking time measured.

Median app: 90ms
Half of all apps cost you more than this.

Range: 30ms to 320ms
A 10x spread. Which app you pick matters.

13 apps over 180ms
Only 7 percent of them. Find these first.

Heaviest categories

Page Builder 220ms
worst 320ms . 7 apps measured

Social 165ms
worst 220ms . 6 apps measured

Chat 145ms
worst 220ms . 14 apps measured

Personalization 130ms
worst 240ms . 7 apps measured

Search 120ms
worst 140ms . 9 apps measured

Lightest categories

Performance Proxy 70ms
worst 200ms . 5 apps measured

Analytics 65ms
worst 200ms . 32 apps measured

Marketing 60ms
worst 80ms . 7 apps measured

Subscriptions 60ms
worst 100ms . 10 apps measured

Logistics 52ms
worst 60ms . 10 apps measured

Inventory 50ms
worst 200ms . 6 apps measured

Typical DTC stack math

PageFly 280ms
Page builder. The single biggest line item.

Yotpo Reviews 250ms
Heaviest review widget measured.

Gorgias 150ms
Chat widget.

Klaviyo 120ms
Email and SMS.

Recharge 60ms
Subscriptions. Light for what it does.

TOTAL 860ms
Google flags third-party code at 250ms.

The 7 heaviest apps

Shogun Page Builder 320ms
Page Builder

PageFly 280ms
Page Builder

Yotpo Reviews 250ms
Reviews

GemPages 240ms
Page Builder

Vitals 40+ Apps 240ms
Personalization

Bambuser Live 220ms
Social

EComposer 220ms
Page Builder

Also over 180ms

Intercom 220ms
Chat

Zipify Pages 220ms
Page Builder

Dynamic Yield 200ms
Personalization

FullStory 200ms
Analytics

Teelaunch POD 200ms
Inventory

Yottaa 200ms
Performance Proxy

Audit it in 10 minutes

1. Scan your store
kaspianfuad.com/tools/shopify-app-bloat-detector/
2. Rank what you found
kaspianfuad.com/tools/shopify-app-speed-index/
3. Check real users
kaspianfuad.com/tools/shopify-crux-grader/
4. Cut on value, not ms
An app that earns more than it costs stays.

The rules I audit by

Page builders first
220ms median. Native Liquid sections cost 0ms.

One job, one app
Suites bill per module and block per module.

Post-purchase is free
Upsells after checkout cost the storefront nothing.

Analytics is not the villain
65ms median. Blame the builder, not the pixel.

Never judge on ms alone
Revenue per ms is the only metric that decides.