

Press kit — State of Shopify Inventory Forecasting — Q1 2026

Forthcast Q1 2026 · Cohort: 590 anonymised Shopify merchants · License: CC BY 4.0

Two-paragraph summary

Forthcast aggregated forecasting performance from 590 anonymised Shopify merchants across 9 storefront categories during Q1 2026. The cohort posted an average demand-forecast MAPE of 26.7%, lead-time variance of 3.47 days, and a stockout frequency of 7.29% of SKU-weeks.

All metrics are aggregated to Shopify storefront category with a ≥ 30 -merchant K-anonymity floor; no merchant, store, or SKU is identifiable from the dataset. The full report and machine-readable Dataset JSON-LD are available at <https://www.forthcast.io/state-of-shopify-inventory-forecasting-q1-2026>.

Five quote-ready stats

- **Across 590 anonymised Shopify merchants, the average demand-forecast MAPE in Q1 2026 was 26.7%.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q1 2026

- **Lead-time variance averaged 3.47 days across the 590-merchant cohort in Q1 2026.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q1 2026

- **7.29% of SKU-weeks experienced a stockout across the cohort in Q1 2026.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q1 2026

- **Sports & Outdoors merchants posted the highest average MAPE (34.1%); Food & Beverage the lowest (19.5%).**

Source: Forthcast — State of Shopify Inventory Forecasting, Q1 2026

- **Home & Garden stores stocked out on 9.67% of SKU-weeks — the highest of any Shopify category in Q1 2026.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q1 2026

Headline numbers

Avg MAPE	26.7%
Lead-time variance	3.47 days
Stockout frequency	7.29%
Anonymised merchants	590

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