

State of Shopify Inventory Forecasting — Q2 2026

Forthcast · Q2 2026 · 2026-04-01 – 2026-07-01 · Generated 2026-05-03

TL;DR

- Aggregate of 590 anonymised Shopify merchants (2,997,956 SKUs · 7,670 forecast runs).
- Average MAPE: 25.5% · Lead-time variance: 3.55 days · Stockout frequency: 6.78%.
- Per-category breakdown across 9 Shopify storefront verticals (≥ 30 merchants per bucket — K-anonymised).
- Citation-friendly under CC BY 4.0; downloadable as PDF and machine-readable Dataset JSON-LD.

Headline metrics

Metric	Value
Avg MAPE	25.5%
Lead-time variance	3.55 days
Stockout frequency	6.78%
Anonymised merchants	590

Per-category breakdown

Shopify category	Merchants	SKUs	Avg MAPE	P90 MAPE	LT var (d)	Stockout %
Apparel & Accessories	95	453,726	31.1%	39.4%	4.31	6.22%
Beauty & Personal Care	80	398,541	22.6%	31.1%	2.7	8.02%
Home & Garden	75	375,622	27.2%	35.5%	3.91	9.12%
Food & Beverage	70	377,026	18.5%	26.9%	3.23	4.73%
Health & Wellness	60	313,898	20.6%	29.7%	2.56	6.97%
Other	60	298,688	28.0%	36.5%	3.58	6.44%
Sports & Outdoors	55	283,543	33.6%	42.2%	4.75	6.47%
Electronics	50	270,244	25.9%	34.9%	4.3	4.98%
Pets	45	226,668	19.1%	28.4%	2.35	7.64%

Methodology

Source data. Forthcast app DB — `forecast_runs` (per-merchant weekly MAPE + lead-time stats) and `sku_demand_history` (per-SKU weekly stock position).

Time window. 2026-04-01 to 2026-07-01.

Anonymisation. Aggregated to Shopify storefront category. Buckets with fewer than 30 merchants are dropped or rolled into 'Other'. No merchant, store, or SKU identifier is published.

MAPE. Mean Absolute Percentage Error per merchant per forecast run, averaged across the period. Reported as mean, median, and P90.

Lead-time variance. Standard deviation in supplier lead time (days) per merchant, averaged across the cohort.

Stockout frequency. Share of SKU-weeks where on-hand units fell to zero before the next replenishment arrived.

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Quote-ready stats

- Across 590 anonymised Shopify merchants, the average demand-forecast MAPE in Q2 2026 was 25.5%.
- Lead-time variance averaged 3.55 days across the 590-merchant cohort in Q2 2026.
- 6.78% of SKU-weeks experienced a stockout across the cohort in Q2 2026.
- Sports & Outdoors merchants posted the highest average MAPE (33.6%); Food & Beverage the lowest (18.5%).
- Home & Garden stores stocked out on 9.12% of SKU-weeks — the highest of any Shopify category in Q2 2026.

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