

# Press kit — State of Shopify Inventory Forecasting — Q2 2026

Forthcast Q2 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 Q2 2026. The cohort posted an average demand-forecast MAPE of 25.5%, lead-time variance of 3.55 days, and a stockout frequency of 6.78% of SKU-weeks.

All metrics are aggregated to Shopify storefront category with a  $\geq 30$ -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-q2-2026>.

## Five quote-ready stats

- **Across 590 anonymised Shopify merchants, the average demand-forecast MAPE in Q2 2026 was 25.5%.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q2 2026

- **Lead-time variance averaged 3.55 days across the 590-merchant cohort in Q2 2026.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q2 2026

- **6.78% of SKU-weeks experienced a stockout across the cohort in Q2 2026.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q2 2026

- **Sports & Outdoors merchants posted the highest average MAPE (33.6%); Food & Beverage the lowest (18.5%).**

Source: Forthcast — State of Shopify Inventory Forecasting, Q2 2026

- **Home & Garden stores stocked out on 9.12% of SKU-weeks — the highest of any Shopify category in Q2 2026.**

Source: Forthcast — State of Shopify Inventory Forecasting, Q2 2026

## Headline numbers

<b>Avg MAPE</b>	25.5%
<b>Lead-time variance</b>	3.55 days
<b>Stockout frequency</b>	6.78%
<b>Anonymised merchants</b>	590

## Press contact

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Cite as: Forthcast (2026-05-03). "State of Shopify Inventory Forecasting — Q2 2026." CC BY 4.0. <https://www.forthcast.io/state-of-shopify-inventory-forecasting-q2-2026>