



DIGITAL100
powered by  similarweb



powered by  **similarweb**

The official list of fastest-growing
digital companies



DIGITAL100
powered by  similarweb



2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **APPAREL & ACCESSORIES**
COMPANIES



APPAREL & ACCESSORIES: A predefined list of clothing brands and contemporary lifestyle boutiques.

INSIGHT

Increased environmental consciousness and mounting inflation have driven consumers to explore sustainable retail alternatives, encompassing secondhand clothing platforms like vinted.co.uk and goat.com, as well as DTC brands prioritising sustainable materials like B-Corp certified companies joanieclothing.com and passenger-clothing.com. Also, inclusivity is a big theme, with brands catering to plus-size consumers, like Joanie Clothing, and those emphasising modest clothing (abayabuth.com).

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	adanola.com	338.1%	4.2M	192.9K
2	prettylavish.co.uk	300.6%	5.2M	230.0K
3	misupplies.co.uk	162.3%	2.8M	69.7K
4	goat.com	138.0%	4.5M	247.9K
5	onitsukatiger.com	116.7%	1.4M	56.8K
6	thecoutureclub.com	106.1%	1.9M	82.8K
7	vinted.co.uk	103.3%	129.5M	3,300K
8	nobodyschild.com	89.5%	9.7M	358.0K
9	yoursclothing.com	84.1%	2.0M	83.4K
10	joanieclothing.com	82.7%	5.3M	232.4K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	scampanddude.com	79.2%	1.7M	70.8K
12	sezane.com	78.5%	6.6M	232.1K
13	fiorelli.com	77.3%	1.8M	79.8K
14	abayabuth.com	71.5%	1.4M	58.8K
15	passenger-clothing.com	71.2%	7.3M	317.9K
16	representclo.com	70.1%	5.6M	252.3K
17	stacees.co.uk	68.1%	2.3M	95.9K
18	kickscrew.com	67.7%	1.4M	72.1K
19	expresstrainers.com	67.1%	2.5M	121.9K
20	avenue85.co.uk	66.9%	1.4M	65.8K

METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in the UK in 2023 vs. 2022.

To explore more of Similarweb's Market Research capabilities, [click here](#) →



DIGITAL100
powered by  similarweb



2024 WINNERS











THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **BEAUTY & PERSONAL CARE**
COMPANIES



BEAUTY & PERSONAL CARE: A predefined list of beauty, skincare, and fragrance brands.

INSIGHT

Consumers, still grappling with financial recovery, are adapting their buying habits. Theessencevault.co.uk, a fragrance dupes provider, has seen impressive +93.5% YoY growth. Shoppers are also exploring wholesale platforms like shure-cosmetics.co.uk for bulk purchases or opting for affordable DTC brands like theordinary.com. Additionally, TikTok endorsements, especially for premium hair care brands like colorwowhair.com, as well as the makeup brand victoriabeckhambeauty.com, maintain their influence, leading consumers toward quality products.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	 sephora.co.uk	705.3%	31.4M	1,400K
2	 hismileteeth.com	158.3%	5.0M	279.0K
3	 victoriabeckhambeauty.com	101.1%	1.5M	73.2K
4	 theessencevault.co.uk	93.5%	13.6M	544.0K
5	 forhims.co.uk	89.2%	3.0M	156.6K
6	 getfussy.com	88.9%	1.8M	82.5K
7	 perfumeprice.co.uk	74.1%	3.4M	150.0K
8	 shure-cosmetics.co.uk	59.3%	1.3M	39.0K
9	 uklash.com	56.6%	1.2M	59.8K
10	 colorwowhair.com	55.0%	1.2M	61.8K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	facethefuture.co.uk	52.6%	2.7M	137.3K
12	cosmetify.com	50.7%	1.9M	98.3K
13	mugler.co.uk	50.2%	1.2M	62.9K
14	stylevana.com	49.9%	9.5M	320.8K
15	cloudninehair.com	49.7%	2.2M	113.2K
16	perfumesclub.co.uk	47.8%	2.4M	110.6K
17	theordinary.com	46.9%	5.6M	285.9K
18	givemecosmetics.com	46.3%	1.7M	78.5K
19	kerastase.co.uk	43.9%	1.3M	67.4K
20	laroche-posay.co.uk	43.1%	2.3M	120.9K

METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in the UK in 2023 vs. 2022.

To explore more of Similarweb's Market Research capabilities, [click here](#) →



DIGITAL100
powered by  similarweb



2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **HOME & GARDEN** COMPANIES



HOME & GARDEN: A predefined list of marketplaces for essential household items and domestic goods.

INSIGHT

Amidst the DIY content surge on social media and tighter budgets, Brits aim for professional results on a budget, favouring affordable home renovation suppliers like thewoodvenerhub.co.uk and claybrookstudio.co.uk. They're also greening their homes, boosting visits to online plant retailers such as plantsforallseasons.co.uk and rootsplants.co.uk. Furthermore, rising mortgage rates have driven interest in garden house solutions, with quick-garden.co.uk experiencing a +53% increase in traffic.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	thewoodvenerhub.co.uk	136.4%	2.3M	110.0K
2	plantsforallseasons.co.uk	134.8%	1.5M	49.3K
3	cookology.com	117.1%	1.5M	74.4K
4	dusk.com	110.8%	14.9M	751.5K
5	daals.co.uk	97.1%	8.4M	411.1K
6	claybrookstudio.co.uk	91.0%	1.8M	72.8K
7	hiatt-hardware.com	87.8%	1.5M	71.2K
8	onlinehomeshop.com	87.4%	8.5M	366.3K
9	coatpaints.com	86.2%	2.4M	107.6K
10	welove.co.uk	85.7%	1.5M	71.7K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	meaco.com	82.0%	2.6M	100.5K
12	shop.tefal.co.uk	72.1%	2.7M	116.9K
13	litfad.com	72.0%	7.4M	381.1K
14	decoratingcentreonline.co.uk	69.6%	1.9M	96.3K
15	bedkingdom.co.uk	69.3%	2.8M	151.4K
16	rootsplants.co.uk	68.0%	3.1M	156.2K
17	hotpoint.co.uk	67.2%	6.3M	314.9K
18	stonesuperstore.co.uk	65.4%	1.6M	79.4K
19	hammonds-uk.com	52.9%	1.9M	98.0K
20	quick-garden.co.uk	52.5%	2.5M	134.5K

METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in the UK in 2023 vs. 2022.

To explore more of Similarweb's Market Research capabilities, [click here](#) →



DIGITAL100
powered by  similarweb



2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **PERSONAL FINANCE** COMPANIES



PERSONAL FINANCE:

A predefined list of financial services platforms and niche banking solutions targeted to consumers.

INSIGHT

Rising inflation has compelled consumers to explore short-term loans (myfinanceclub.com) and BNPL services (dividebuy.com) to manage their finances. Some have ventured into the crypto market on platforms like okx.com, while others are opting for less risky investment options like ISA accounts (abjell.co.uk) or moneyfarm.com.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	okx.com	209.5%	3.9M	150.3K
2	myfinanceclub.com	207.6%	3.6M	54.0K
3	firsttrustbank.co.uk	173.0%	5.1M	47.9K
4	bitmart.com	160.7%	3.5M	112.8K
5	zable.co.uk	159.4%	2.0M	107.7K
6	kyberswap.com	121.2%	1.8M	17.7K
7	sunlife.co.uk	120.0%	4.2M	254.5K
8	mexc.com	115.1%	3.9M	45.3K
9	lemonade.finance	113.3%	8.2M	168.9K
10	ajbell.co.uk	110.3%	9.6M	243.8K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	dividebuy.co.uk	97.1%	2.1M	64.2K
12	gate.io	92.1%	4.7M	156.6K
13	plutus.it	88.8%	1.3M	28.5K
14	vanquissavings.co.uk	87.0%	1.2M	49.6K
15	bingx.com	84.6%	1.9M	30.4K
16	moneyfarm.com	72.0%	2.3M	128.2K
17	money.asda.com	69.5%	6.0M	259.9K
18	zilch.com	66.6%	1.6M	76.6K
19	tempcover.com	63.8%	3.4M	161.7K
20	creditspring.co.uk	61.6%	6.6M	254.4K

METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in the UK in 2023 vs. 2022.

To explore more of Similarweb's Market Research capabilities, [click here](#) →



DIGITAL100
powered by  similarweb



2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **TRAVEL & TOURISM** COMPANIES



TRAVEL & TOURISM: A predefined list of global travel and experience providers.

INSIGHT

Budget constraints drive a surge in interest in local holidays and UK resorts, with consumers favouring nearby vacations through sites like Great Rail Journeys and Audley Travel. Travelers also seek hassle-free experiences, opting for pre-planned and organised trips offering convenience and expertise. The increased traffic to price comparison sites like booking.com and Luxury Escapes indicates travelers are actively searching for deals. Additionally, the rise in visits to airlines such as Norse Atlantic Airways and Cathay Pacific, as well as cruise operators, suggests potential consumer skepticism toward comparison sites.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	bluepillow.co.uk	181.9%	3.8M	206.9K
2	flynorse.com	146.3%	2.3M	108.7K
3	greatrail.com	120.3%	2.5M	136.3K
4	thelight.co.uk	117.9%	9.3M	264.2K
5	luxuriescapes.com	115.2%	2.6M	116.2K
6	solmarvillas.com	114.9%	1.7M	79.6K
7	cove.co.uk	114.5%	1.4M	66.9K
8	ambassadorcruiseline.com	112.9%	2.6M	106.2K
9	cars.booking.com	103.1%	4.2M	199.0K
10	theadventurepeople.com	101.8%	1.2M	62.8K



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
11	headout.com	89.3%	2.1M	113.6K
12	klook.com	87.2%	2.7M	144.0K
13	inncollectiongroup.com	71.0%	1.7M	81.9K
14	mytrainpal.com	70.9%	3.7M	200.3K
15	destinology.co.uk	70.4%	1.4M	66.2K
16	cathaypacific.com	70.0%	4.0M	158.5K
17	audleytravel.com	65.1%	2.9M	174.9K
18	pocruises.com	63.0%	36.4M	852.7K
19	flightnetwork.com	62.8%	1.2M	68.7K
20	getyourguide.com	58.6%	23.5M	1,300K

METHODOLOGY

The Digital 100 is the official list of the fastest-growing digital companies. To identify the winners, we analyzed traffic data to websites with over 100,000 monthly visits in 2023 for 5 categories, ranking the 100 websites with the largest year-over-year (YoY) increase on desktop and mobile web devices in the UK in 2023 vs. 2022.

To explore more of Similarweb's Market Research capabilities, [click here](#) →