WEBSITE-BUILDING PLATFORMS. MODERN SOLUTIONS FOR DIGITAL DEVELOPMENT

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Abstract

Website building platforms are now fundamental elements of modern digital ecosystems, facilitating rapid and low-complexity deployment of web interfaces through standardized, cloud-centric architectures. This paper presents an analysis of the latest trends in this field, synthesizing how they have evolved in recent years and where they may be heading. Recent trends based on codeless engineering, artificial intelligence-assisted packages and integrated software-as-a-service (SaaS) infrastructures transform the way non-specialized users design, deploy and maintain web systems. Recent market assessments demonstrate sustained growth in the website building segment, driven by increased adoption among small and medium-sized enterprises and large-scale organizational changes towards fully digitalized operations. Leading platforms, including Wix, Squarespace, Webflow, and Shopify, utilize modular design engines, automated deployment workflows, and integrated e-commerce frameworks that minimize manual configuration and reduce long-term maintenance requirements. The incorporation of machine learning models, adaptive content generation, and interface optimization goes even further, allowing even inexperienced users to create high-quality websites that are right for their businesses. Website building platforms offer robust, production-ready solutions for low to medium complexity digital products, ensuring predictable operational costs and reducing technical barriers to entry. Overall, the analysis positions website building platforms as a mature and strategically relevant technology class that is making significant contributions to the democratization and acceleration of modern web development practices.

Keywords: *website-building platforms, no-code development, AI-assisted web design, SaaS architectures.*

Clasificare JEL : *O33, L86*

1. Introduction and context of the study

The rapid evolution of digital infrastructures has led to a fundamental transformation in the way web systems are designed, implemented, and maintained across industries. As organizations increasingly migrate to a digital-first operating model, the demand for accessible, scalable, and low-complexity web development solutions continues to grow. In this context, website building platforms have emerged as critical technological tools, enabling non-specialized users to create functional digital interfaces through standardized, cloud-based environments. Their relevance is further amplified by the growing adoption of no-code and low-code development paradigms, which reduce the traditional barriers to entry associated with software engineering [1], [11].

The shift toward no-code development is complemented by the integration of artificial intelligence tools that support automatic generation of layouts, adaptive content creation, and optimization of user interface components [3]. These developments reflect broader trends in digital transformation, where automation and abstraction of technical complexity serve as key drivers of innovation. Recent studies highlight that small and medium-sized businesses are increasingly relying on website building platforms to accelerate their digital presence while maintaining predictable operational costs [8], [4].

Given these dynamics, an analysis of the current landscape of website building technologies becomes essential for understanding their role in shaping modern digital ecosystems. This paper provides an overview of the latest developments in the field, architectural trends, and emerging capabilities that are influencing the future trajectory of web systems development.

2. Trends in website-building platforms

Website building platforms have become a mature technology category that occupies a central position in contemporary digital workflows. Their increasing adoption is closely associated with the broader trend toward software abstraction and automation, which enables users without specialized technical backgrounds to develop functional digital systems. Recent studies indicate that low-code and no-code paradigms are primary drivers of this shift, as they provide visual programming tools and predefined components that substantially lower the technical expertise required [1], [2]. By substituting manual coding with configurable modules, these platforms facilitate rapid prototyping, iterative design, and decreased dependence on highly skilled developers.

Most modern website building platforms are structured around integrated software-as-a-service (SaaS) infrastructures. This architectural approach provides unified hosting, security, and templating, which streamlines both deployment and ongoing maintenance. As a result, organizational and individual users experience predictable operational costs and simplified management of platform activities. Empirical studies indicate that these benefits are especially significant for small and medium-sized enterprises, which increasingly depend on platform-based digital solutions to expedite market entry and enhance the visibility and accessibility of their products or services [3].

Artificial intelligence has become an integral component of website building platforms. Machine learning modules now facilitate mockup generation, content creation, interface optimization, and personalized recommendation systems. These features significantly enhance usability and enable novice users to produce high-quality digital products. The incorporation of artificial intelligence further increases the relevance of these platforms [13]. Concurrently, the rise of platform-based entrepreneurship, as demonstrated by systems such as Shopify, illustrates how modular and automated web technologies are reshaping digital business models and lowering barriers to market participation [7].

Despite these strengths, several structural limitations remain. Constraints related to extensibility, performance optimization, backend customization, and data governance limit the suitability of web-building platforms for large-scale or highly specialized applications. Research in applied domains demonstrates that low-code web platforms can achieve robust operational performance even in data-intensive contexts, when supported by appropriate architectural configurations [10].

Overall, current research positions website-building platforms as multifunctional, production-ready tools that are well-suited to current trends in accelerated, user-centric, and automated digital development. Their evolution suggests a trajectory toward increasingly intelligent, domain-adaptive systems capable of supporting a wide range of digital applications, while continuing to reduce technical barriers and expand access to web technologies.

3. Global Market Size Evolution

Across the past five years, the global market for website-building platforms has demonstrated consistent and measurable expansion, driven by the increasing adoption of no-code tools, the rise of SaaS-based architectures, and the rapid integration of AI-assisted web design functionalities. Early market assessments indicate that, in 2019, the global website-builder software industry was valued at approximately USD 7.21 billion, with projections anticipating an increase to USD 13.6 billion by 2026, reflecting a strong upward trajectory in demand for low-complexity digital development environments [9], [10].

More recent evaluations, focused specifically on the narrower category of DIY website builders (e.g., Wix, Squarespace, GoDaddy Website Builder), estimate the market size in 2023 at around USD 1.8 billion [5]. Complementary analyses covering the broader class of website-

building platforms place the market at USD 1.93 billion in 2023, with forecasts reaching USD 2.54 billion by 2030, corresponding to a projected compound annual growth rate (CAGR) of approximately 3.9% [5].

By 2024, multiple independent studies reported market values ranging from USD 2.18 billion ([5], [6], [10]) to between USD 2.26 and 3.94 billion, depending on segmentation criteria and methodological scope [12]. These differences across sources generally reflect divergent definitions of the market—some analyses include only pure website-builder tools, while others integrate e-commerce builders, hosted CMS ecosystems, or AI-driven site-generation platforms.

Table no. 1. Estimated Market Size (USD) [12]

Year	**Estimated market size (USD)**
2019	7,21 billion (website builder software, broad)
2023	~1,8 billion (website builders segment)
2023	1,93 billion (website builder platforms)
2024	1,88–2,26 billion (website builders)
2024	2,18 billion (website builder platforms)
2024	3,94 billion (website builders – broader definition)

Overall, as presented in Table no. 1, the website-builder platforms market has expanded steadily across the 2019–2024 period, with most authoritative reports positioning the current global market (2023–2024) between USD 1.8 and 4 billion. Growth rates vary substantially by segment: traditional no-code builders exhibit annual increases of 6–8%, whereas AI-augmented and automated web-generation platforms show accelerated growth exceeding 25% CAGR, signaling a significant technological shift within the industry [5], [6].

4. Platforms and Adoption Indicators

4.1. Market Share Among DIY Website Builders

Analyses focusing exclusively on do-it-yourself (DIY) website-building platforms, including Wix, Squarespace, and GoDaddy Website Builder, reveal a highly concentrated market structure. By 2025, over 18 million websites will be built using DIY website builders, demonstrating the extensive adoption of no-code tools by non-technical users. [12].

As shown in Table 2, Wix is the leading provider in the DIY website builder market, accounting for approximately 45% of total usage. This significant market share underscores Wix's competitive advantage, which results from its intuitive interface, comprehensive template selection, and diverse integrated features that attract both individual users and small businesses. By prioritizing accessibility and flexibility, Wix has secured a broad and diverse user base, thereby reinforcing its leadership position in the market.

Squarespace follows as the second most significant competitor, with an estimated market share of 16–18%. Although considerably smaller than Wix's share, Squarespace maintains a strong presence, particularly within the creative industries and among small enterprises that prioritize design quality and brand aesthetics. Its comparatively narrower focus on visually refined templates and all-in-one solutions positions it as a premium alternative rather than a mass-market platform, which explains its lower, but still substantial, market penetration [12].

GoDaddy Website Builder is next in line, with about 10% of the market. Its strong connection to GoDaddy's domain registration and web hosting services helps keep its position. Most users choose it as an add-on to other GoDaddy products, not as their main website builder. This limits its growth on its own but keeps its user base steady.

The remaining market segment, which includes platforms such as Weebly, Webnode, Jimdo, and similar services, is characterized by significant fragmentation. While these providers collectively represent the residual share of the market, each holds only a minor individual proportion. This fragmentation results from intense competition, limited differentiation, and niche-focused strategies, as many platforms target specific user groups or regional markets. Although this segment displays considerable diversity and innovation, it does not possess the market concentration or influence of the leading providers [12].

Table no. 2. Market Share Distribution Among Leding DIY Website Bulilders [12]

Platform	Share Among DIY Website Builders	Notes
Wix	Approx. 45%	The most widely used DIY website builder
Squarespace	Approx 16–18%	Strong presence in the creative and small-business segment
GoDaddy Website Builder	Approx 10%	Grows mainly as a complementary service to hosting offerings
Others (Weebly, Jimdo, Webnode, etc.)	Approx 27-29%	Highly fragmented segment with many minor competitors

4.2. Market Share Within the Broader CMS Ecosystem

Looking at the entire Content Management System (CMS) market, which covers both traditional CMSs like WordPress and newer website builders, the distribution changes a lot. WordPress still leads, with about 62% of the global CMS market in 2024–2025.[6].

Data from November 2024 indicate the following CMS market shares for major website-building platforms [6]:

- Shopify: Approx. 6.6%
- Wix: Approx. 4.5%
- Squarespace: Approx. 3.1%
- Webflow: Approx. 1.1%

More recent 2025 reports estimate that Wix represents between 3.4% and 4.8% of all CMS-based websites, corresponding to roughly 8 million active websites using the Wix platform [5], [6].

Although WordPress remains structurally dominant, the gradual rise of SaaS-based website builders within the CMS ecosystem reflects a broader shift toward simplified, hosted, and user-friendly digital tools [13]. Shopify's steady growth shows that integrated e-commerce features are becoming more important for CMS adoption, especially for small and medium businesses looking for ready-made online stores. Meanwhile, the rise of platforms like Wix and Webflow points to a growing interest in no-code and design-focused tools. These platforms attract users who want flexibility without dealing with the complexity of traditional CMS systems. In general, changes in CMS market share reflect a wider range of user needs, with modern website builders becoming more popular in areas where people value ease of use, automation, and quick setup.

5. Conclusions

Recent advancements in web development are characterized by evolving market trends, innovative architectural approaches, and emerging technological features that shape the industry's future. The proliferation of no-code and low-code design platforms, in conjunction with SaaS-based delivery models and AI-driven automation, has substantially reduced the technical complexity historically associated with building, deploying, and maintaining web applications. These technologies have lowered entry barriers, allowing non-technical users, startups, and small organizations to create scalable, production-ready web solutions with limited resources and expertise.

The integration of machine learning techniques, including automated content generation, intelligent interface optimization, and user behavior analysis, further enhances system adaptability and personalization while minimizing manual intervention. Market research suggests that adoption of these platforms will continue to accelerate, driven by organizational needs for rapid digital transformation, predictable operational costs, and infrastructure that is easier to monitor and optimize. Despite their increasing maturity and strategic significance, website-building platforms exhibit notable limitations in extensibility, fine-grained performance control, and support for complex backend logic. As a result, traditional web development approaches remain essential for large-scale, highly customized, or mission-critical applications.

In summary, website-building platforms constitute a mature and increasingly influential technology class that advances the democratization of digital innovation and is anticipated to play an even more prominent role as AI-powered and no-code ecosystems evolve.

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