

DOMAIN INVESTMENT INDEX

2nd Quarter 2026

Quarter ending June 30, 2026 · All figures in USD



EXECUTIVE SUMMARY

Escrow.com facilitated **\$160M** in domain transactions in Q2 2026 – up 25% from Q1.

2Q26 follows the 1Q26 upward trend, led by a surge in .ai domains.

- Total transaction volume: \$160M (+25% QoQ)
- .com transaction volume: \$89M → \$86M (-3%)
- .ai transaction volume: \$10.0M → \$37.7M (+270%; the largest quarterly jump in years)
- The mean price of an exact-English-word .ai domain overtook the mean for an equivalent .com for the first time on record
- Domains without content captured **92%** of the quarter's dollar volume – a new high.

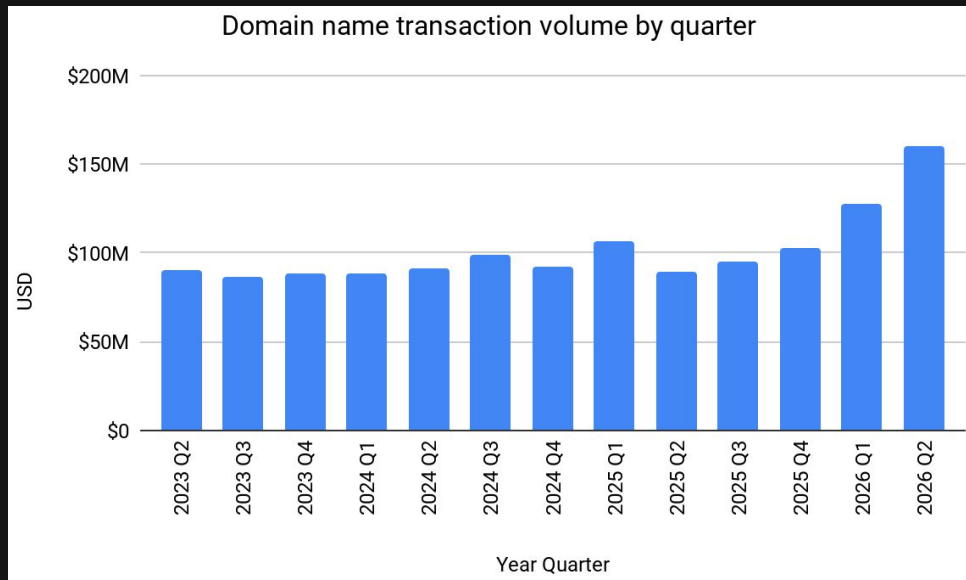


FIGURE 2

TLD highlights

Volume from **.com domains eased \$89M to \$86M.**

Volume from **.ai domains increased \$10M to \$37.7M**, the largest seen in years.

Volume from **other domains eased from \$94M to \$90M.**

The impact of TLD on total transaction volume for domains combined, by quarter

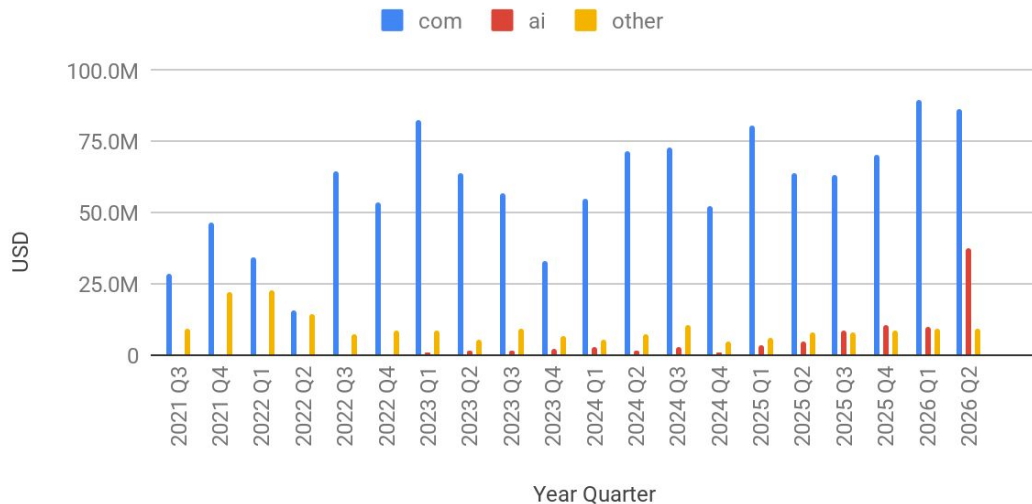


FIGURE 3

Domain names containing '.ai'

Volume from .ai domains **surged from \$10.0M to \$37.7M** in 2Q26 – the largest quarterly jump the extension has ever recorded.

This growth alone was larger than the entire ccTLD category's combined growth this quarter.

Total transaction volume of .ai domain names, by quarter

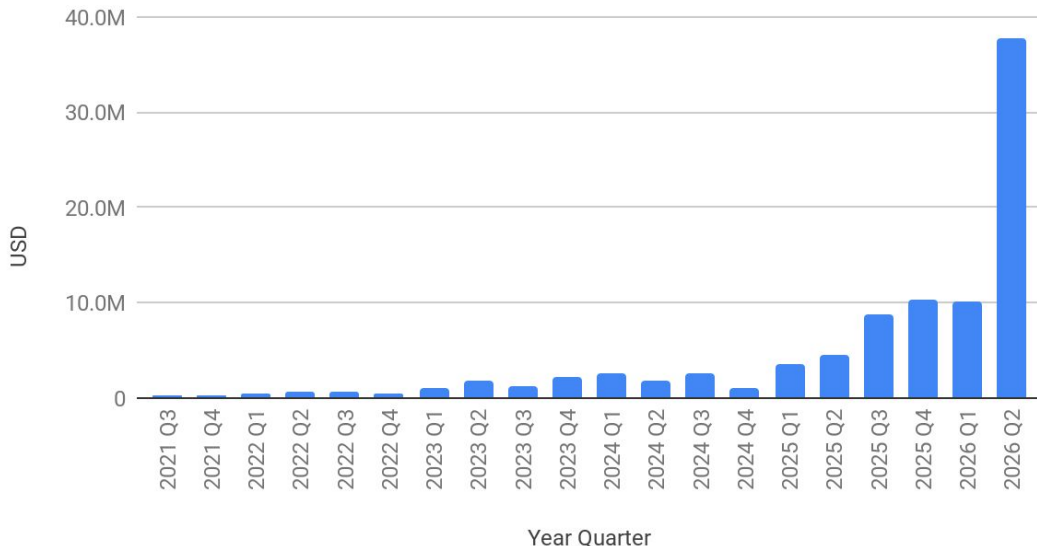


FIGURE 4

Total transaction value, by region

Volume from **U.S. buyers** increased from \$105M to \$140M .

Hong Kong increased from \$1M to \$9.9M, while Canada eased from \$8.2M to \$5.1M and China eased from \$7.2M to \$4.8M.

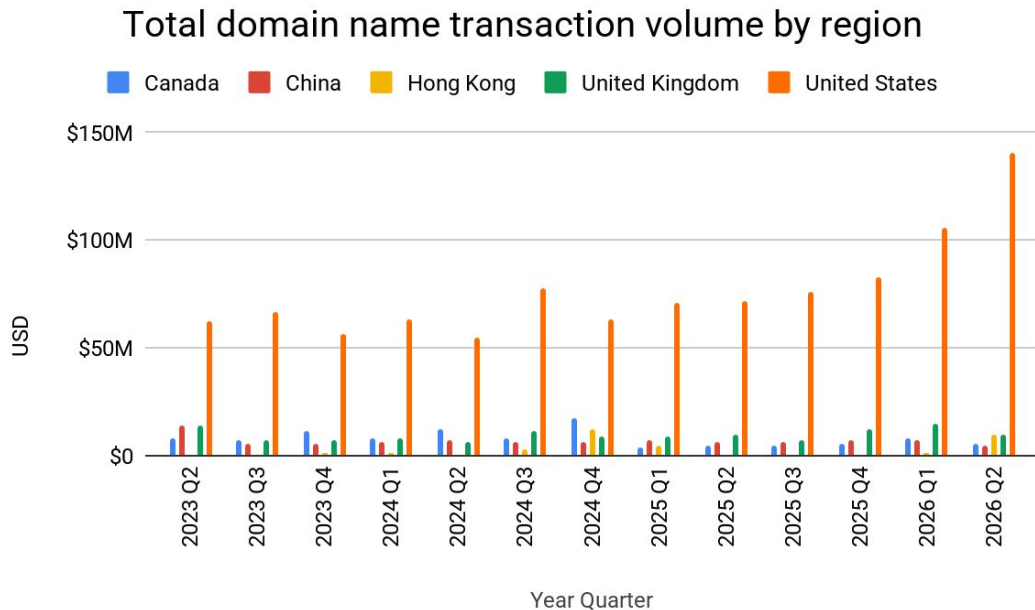


FIGURE 5

Domain names containing exact English words

Non-English word domains eased slightly from \$11.6M to \$11.2M.

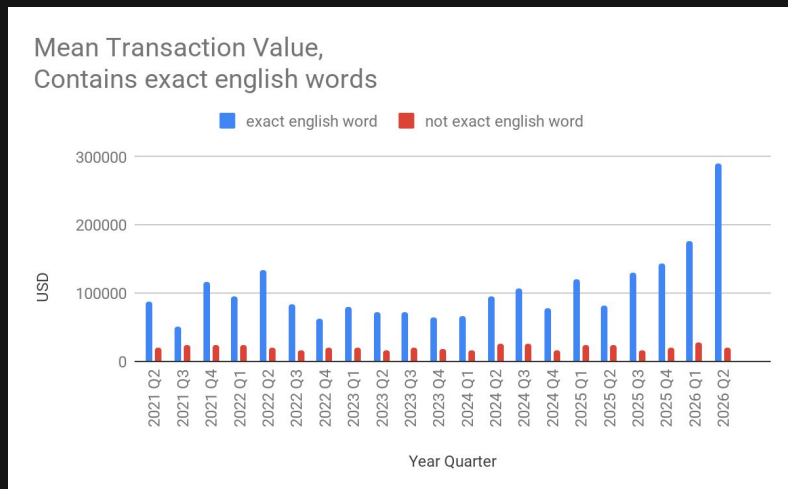
Domains containing English words increased from \$97.1M to \$116.6M as transaction volume continues to overwhelmingly favor domain names with inherent linguistic meaning.

Contains english words and no english words

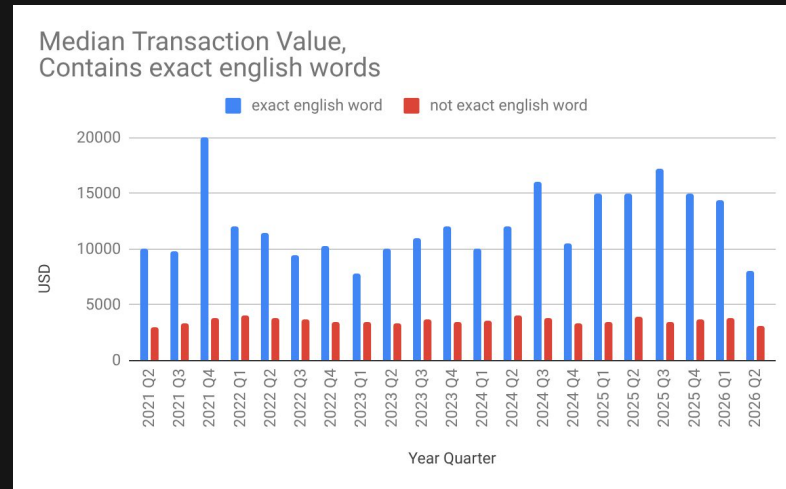


FIGURES 6 & 7

Mean and median prices of exact English word domains



The **mean price** of a domain that is an **exact English word saw a 64% increase, from \$175k to \$289k**. Domains with non-exact English words eased from \$27.7k to \$20.7k. This reinforces that dictionary-perfect domain names command a greater premium than ever.



However, the **median** tells a different story: **median price for exact-English-word domains actually dropped from \$14.4k to \$8k**, while non-exact-word domains eased from \$3.8k to \$3.1k.

Floor price for exact-word domains fell from \$250 to \$200, and for non-exact-word domains from \$50 to \$19.

FIGURE 8

Mean price of exact English word domains by TLD

Exact-word **.com** surged from **\$402k to \$529k (+31%)** – the highest mean on record, beating the 2021 cycle peak.

Exact-word **.ai** jumped from **\$148k to \$535k (+260%)**, edging past **.com** for the first time on record.

Mean Transaction Value,
Contains exact english words by TLD

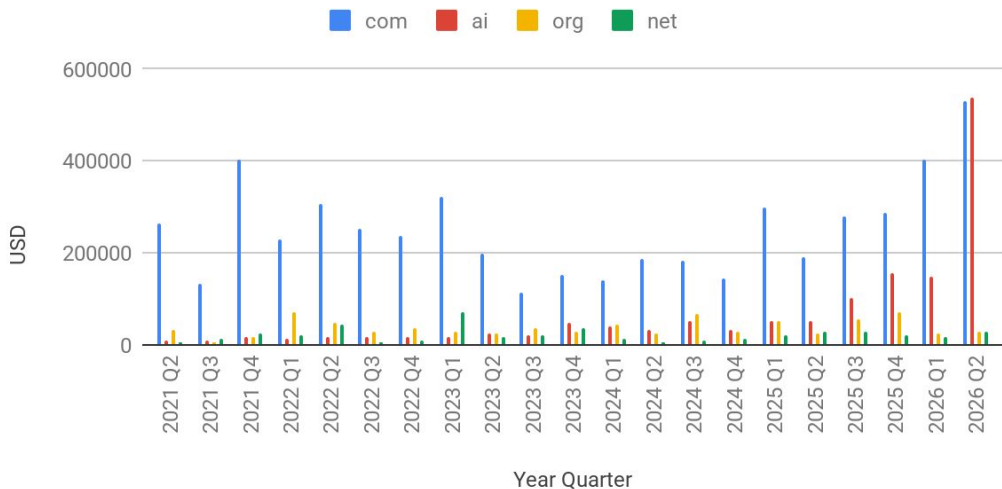


FIGURE 9

The impact of content on median sale price

The median price of a **domain without content** eased from \$5,369 to \$4,750, yet it remains above the median of domains with content, which rose slightly from \$4,000 to \$4,023.

Following a steep decline in content-domain **medians** from \$7,500 in 4Q25, more buyers continue to pay for raw inventory, not built-out sites.

The impact of content on median domain name price

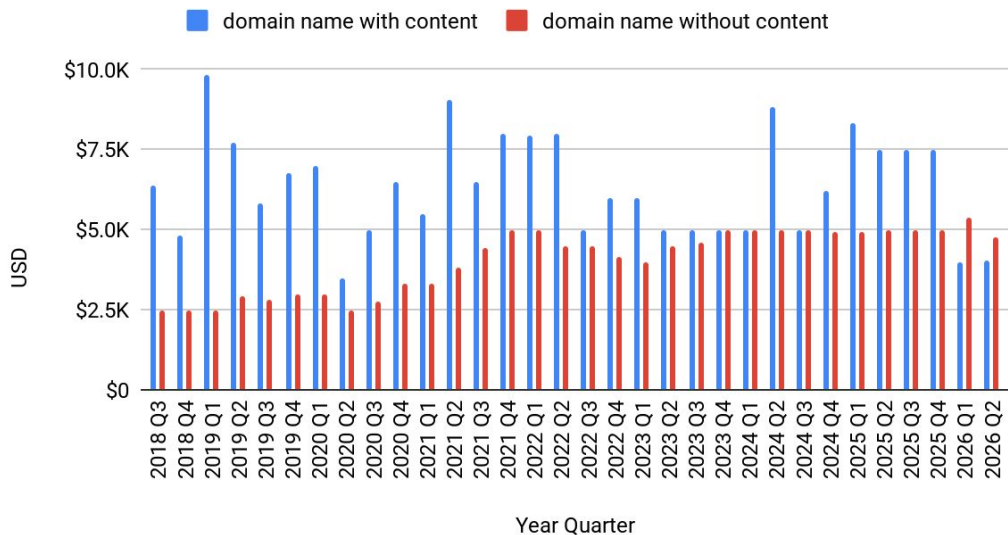


FIGURE 10

Proportion of sales with and without content

Volume of **domains without content jumped from \$91M to \$121.8M**, while those with content increased from \$5.8M to \$9.5M. The market remains focused on raw real estate.

92% of dollar volume went to names without active sites

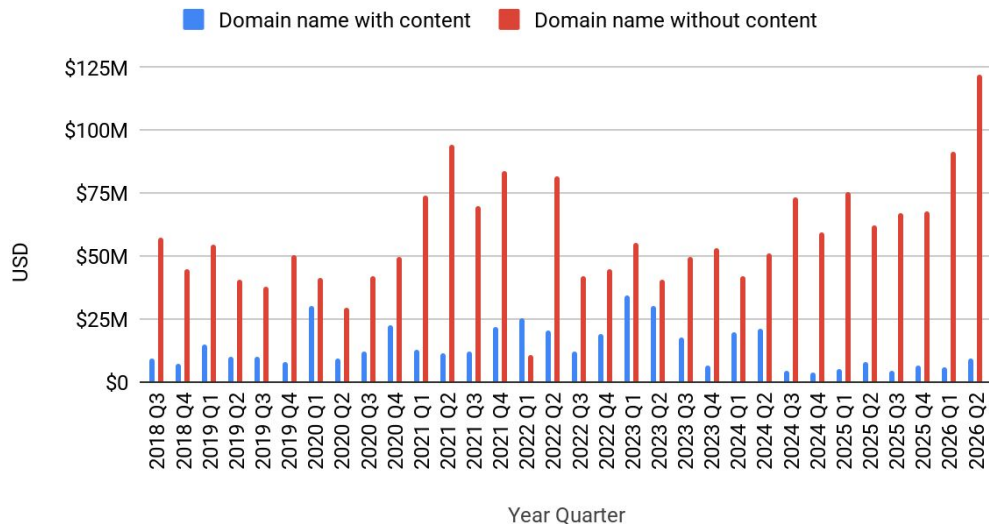
Total transaction value for all domains


FIGURE 11 · LL.COM

Two-letter .com domain names

There were **no recorded LL.com transactions** this quarter, following a recorded median of \$825k last quarter.

Median price of two letter (LL.com) domains

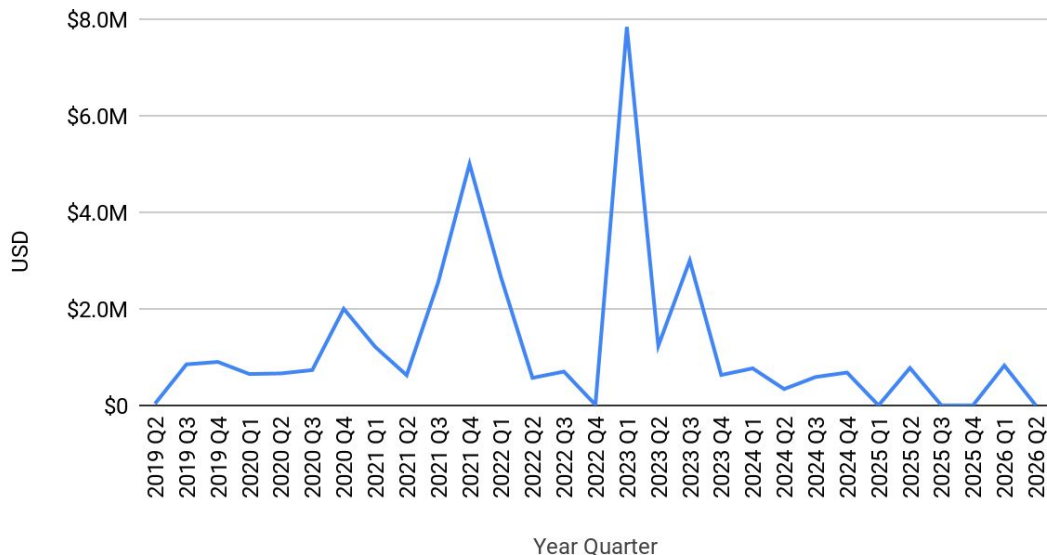


FIGURE 12 · LLL.COM

Three-letter .com domains

The median price was **unchanged** at \$99k.

The **price floor** increased from \$3k to \$15k.

Median price of three letter (LLL.com) domains

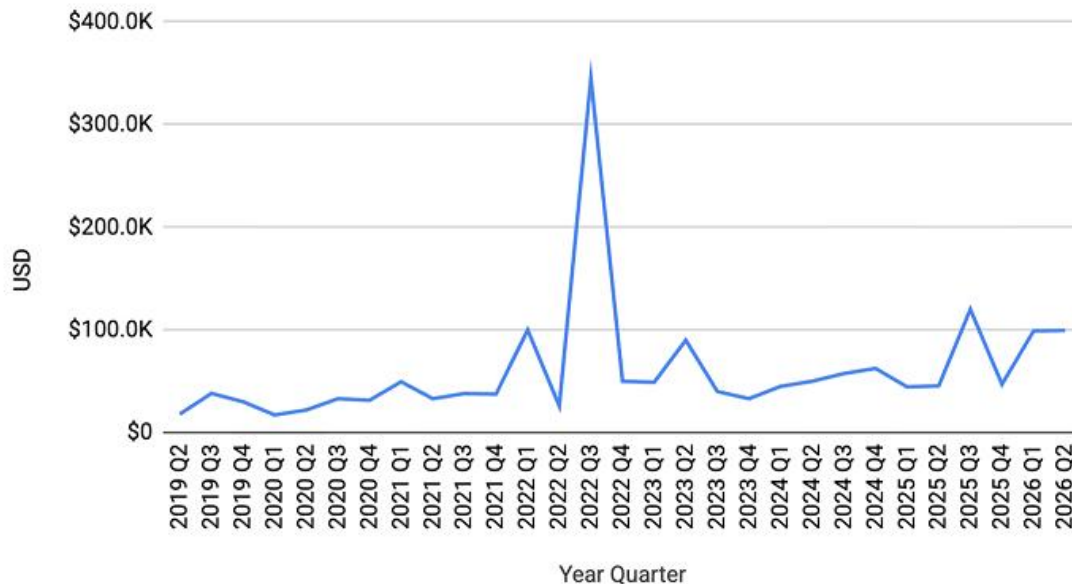


FIGURE 13 · LLLL.COM

Four-letter .com domains

The median price for four-letter .com domains
rose from \$7k to \$10k.

The **price floor** increased from \$349 to **\$500.**

Median price of four letter (LLLL.com) domains

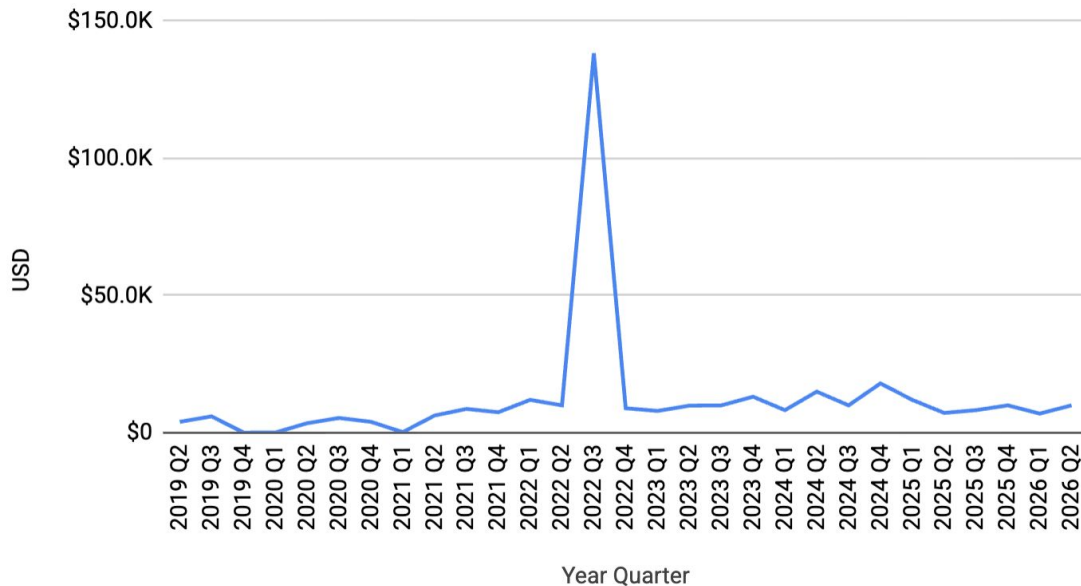


FIGURE 14 · LLLLL.COM

Five-letter .com domains

The median price for this category **increased from \$8.8k to \$9.2K**.

The **price floor** for this category eased from \$500 to \$450 though maintaining the upward trend that started from 2025

Median price of five letter (LLLLL.com) domains

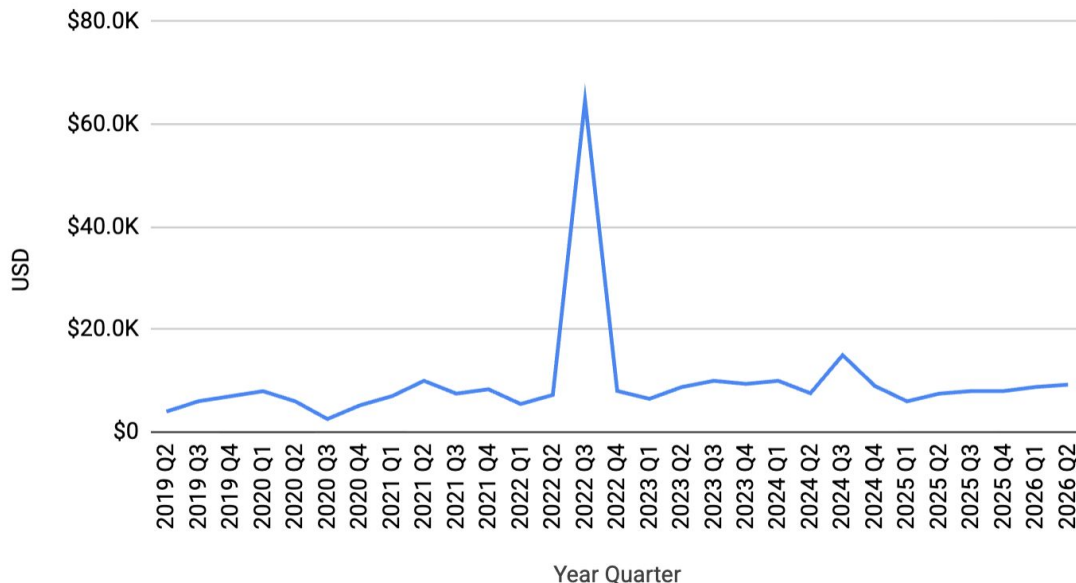


FIGURE 15 · CC.COM

Two-character .com domains

The median price for this category **eased** from \$550k to \$340k.

The **price floor** for this category eased from \$320k to \$200k.

Median price of two character domain names

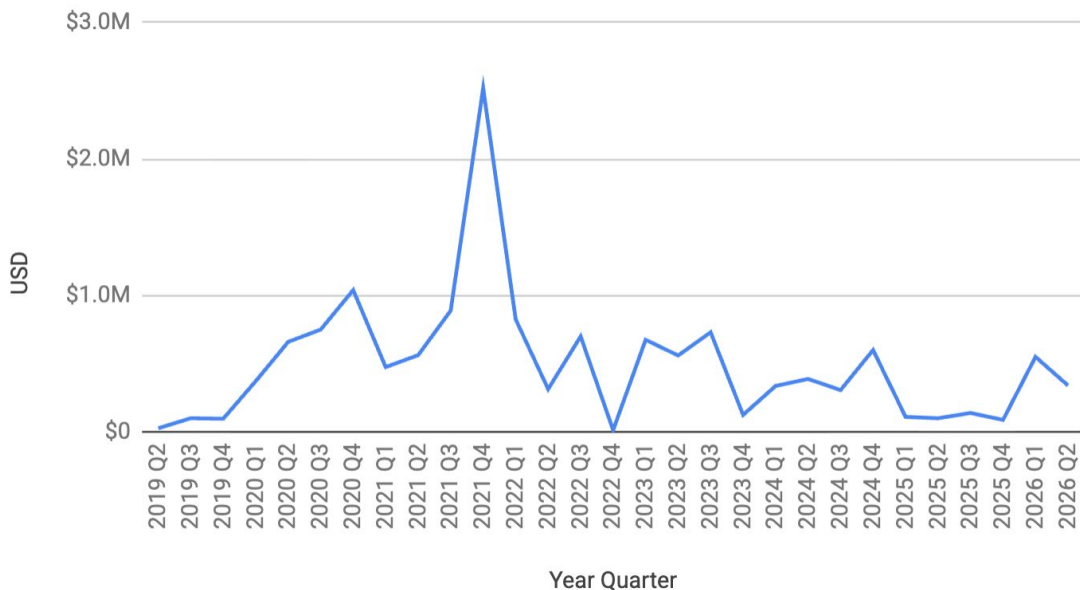


FIGURE 16 · CCC.COM

Three-character .com domains

The median price for this category **eased** from \$25k to \$12k.

The **price floor** for this category eased from \$2k to \$800.

Median price of three character domain names

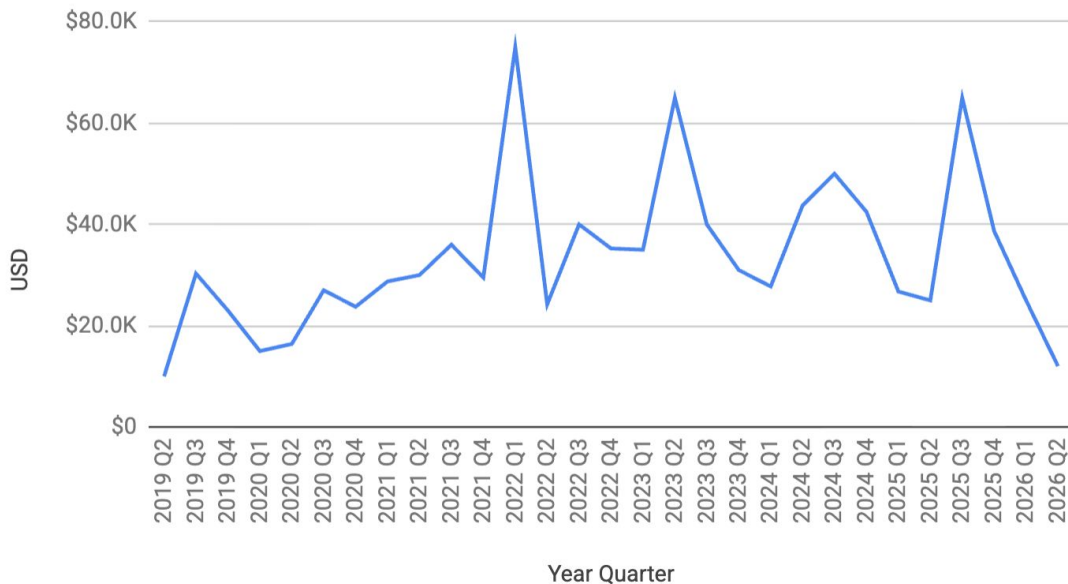


FIGURE 17 · CCCC.COM

Four-character .com domains

The median price for this category **eased** from \$7k to \$10k.

The **price floor** for this category increased from \$349 to \$700.

Median price of four character domain names

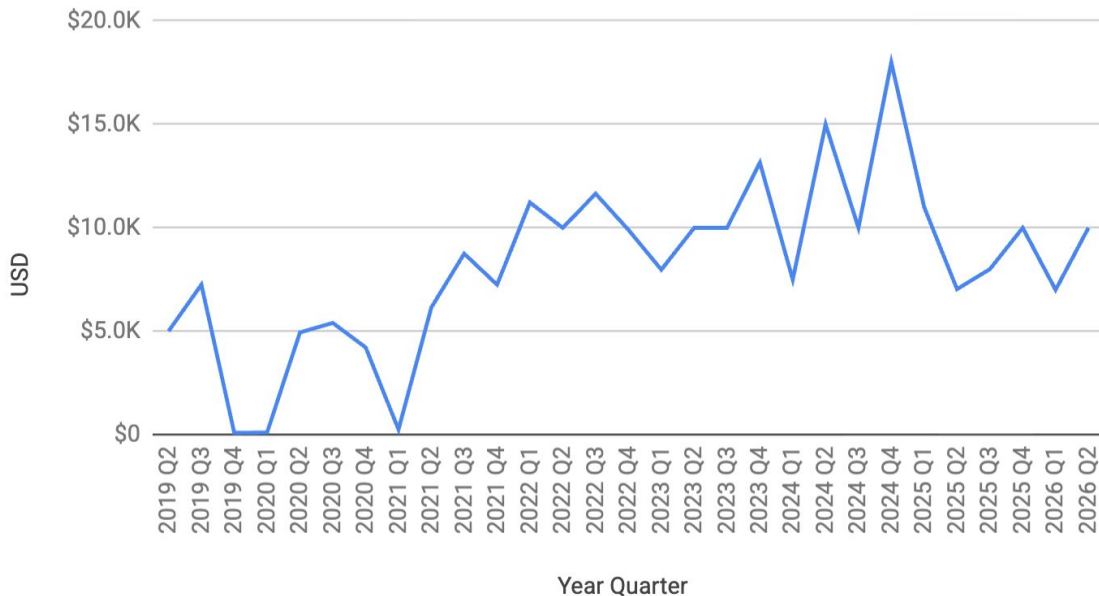


FIGURE 18 · CCCCC.COM

Five-character .com domains

The median price for this category **dropped slightly from \$8.4k to \$8.3k.**

The **price floor** for this category increased from \$181 to \$450.

Median price of five character domain names

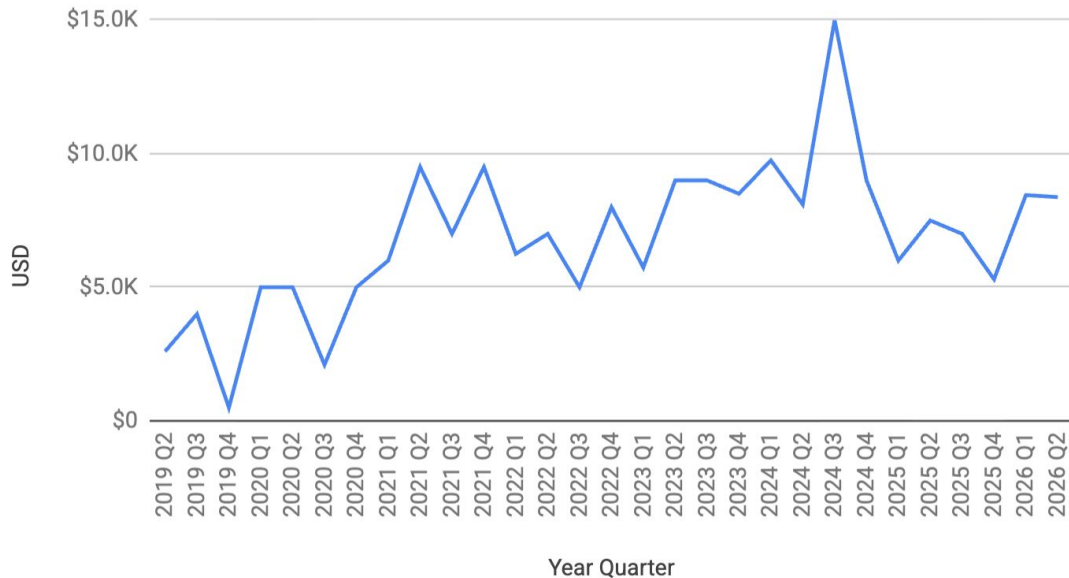


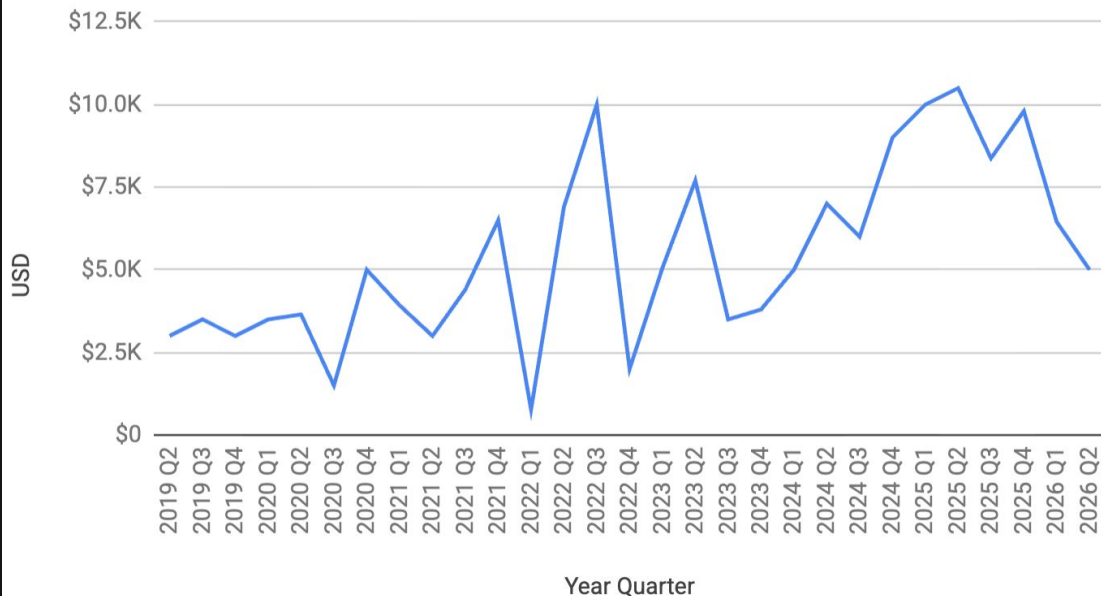
FIGURE 19 · CCCCCC.COM

Six-character .com domains

Following the trend on most character domains, six-character .coms median price eased from **\$6.4k to \$5k**. We've seen this category as the noisiest for years; one quarter does not dictate a specific trend.

The **price floor** for this category eased slightly from \$105 to \$100.

Median price of six character domain names



NUMBER .COM WATCH

There were **no significant number .com** transactions in Q2 2026.

FIGURE 20

Domain names containing a hyphen '-'

We see a slow build-up in the volume of hyphenated domains, marking its fifth consecutive quarter of stability.

Volume in 2Q26 **rose from \$1.0M to \$1.4M.**

Total transaction value of domain names containing a hyphen '-'

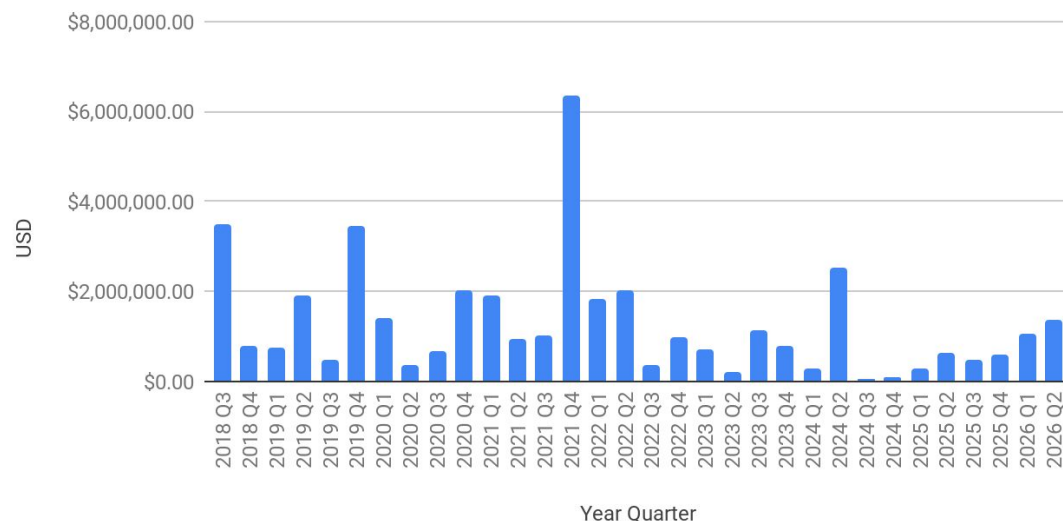


FIGURE 21

gTLD vs ccTLD domain names

gTLD volume **eased from \$91.8M to \$90.8M**, almost entirely on the strength of .com.

ccTLDs **jumped from \$17.1M to \$42.5M**, with .ai the dominant contributor.

15% → 31%

of total volume
now from ccTLDs

The impact of TLD on total transaction volume for domains combined, by quarter

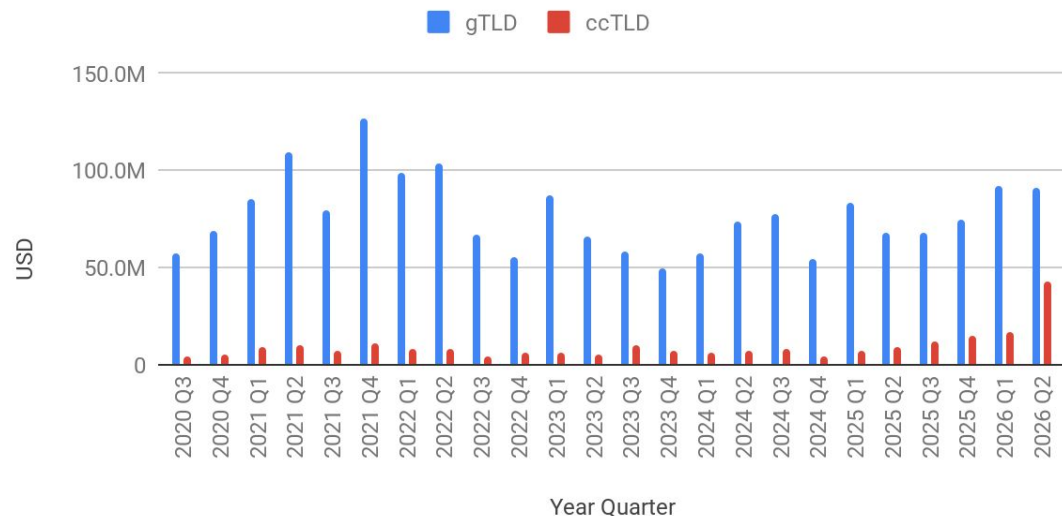


FIGURE 22

Top 5 ccTLDs

In 2Q26, **.ai increased from \$10M to \$37.7M** — the largest jump in years.

- > **.io** eased from \$560k to \$382k
- > **.co** eased from \$748k to \$569k
- > **.co.uk** surged from \$121k to \$669k
- > **.it** pulled back from \$185k to \$84k

Total domain name transaction volume of top 5 ccTLDs by quarter

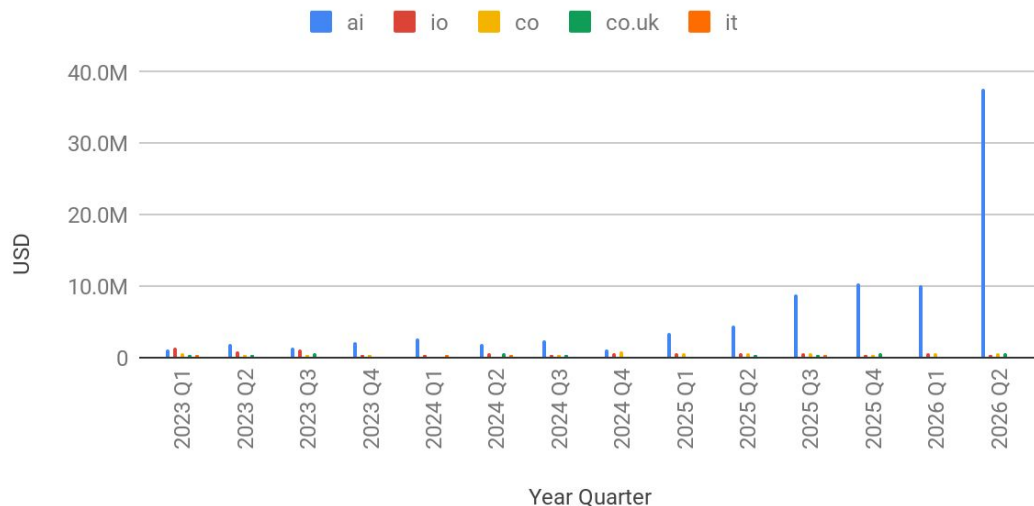


FIGURE 23

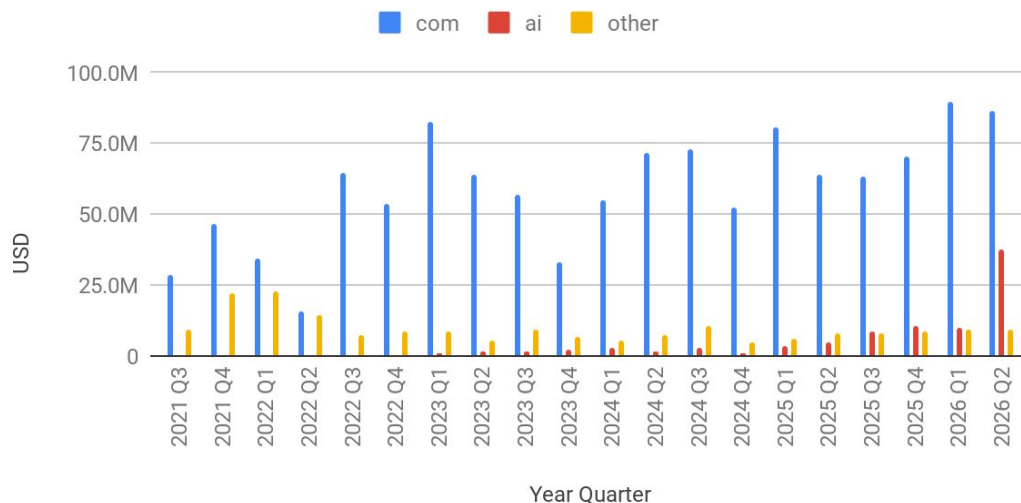
.ai vs .com

By volume, .com remains the dominant force in the market: **\$86M** in transaction volume this quarter against .ai's **\$37.7M**.

But on price, the story flips – the mean transaction value of an exact-English-word .ai domain reached \$535k in 2Q26, edging past the \$529k mean for an equivalent .com for the first time on record.

.com still commands the larger chequebook; .ai now commands the higher average price tag.

The impact of TLD on total transaction volume for domains combined, by quarter



What it all means

01

.ai closes the price gap with .com – for the first time

The mean price of an exact-word .ai domain (\$535k) has overtaken the equivalent .com (\$529k). .com's own exact-match mean also crossed its 2021 cycle high – both extensions are hitting new ceilings, but .ai just edged ahead.

02

.ai's growth outran the entire ccTLD category

.ai's volume grew by \$27.7M this quarter – more than the \$25.4M gain across all ccTLDs combined. Every other ccTLD, net, gave back ground even as the category's total share rose from 15% to 31%.

03

The market keeps rewarding raw inventory over built-out sites

Domains without content pulled in 92% of the quarter dollar volume, beating 1Q21's previous high. Buyers are paying for land, not what's built on it.

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