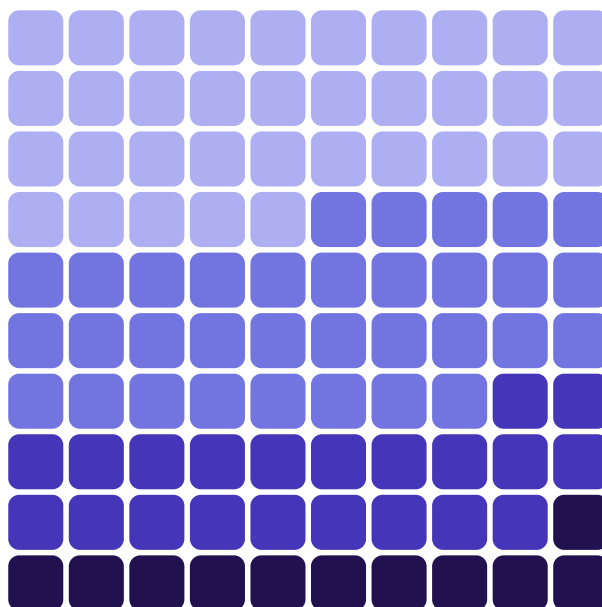


Web Design Pricing 2026

Minimum project sizes of 558 web design agencies, by country, region and team size

According to Edvido's analysis of 558 web design agencies (October 2026), the median minimum project size is \$5,000: 35.3% of firms that publish a minimum start at \$1,000 or less, and 31.8% ask for \$10,000 or more.

Firms analysed	Median minimum
558	\$5,000
428 publish a minimum	per project
\$1,000 or less	\$10,000 or more
35.3%	31.8%
of firms with a minimum	11.2% at \$25,000+



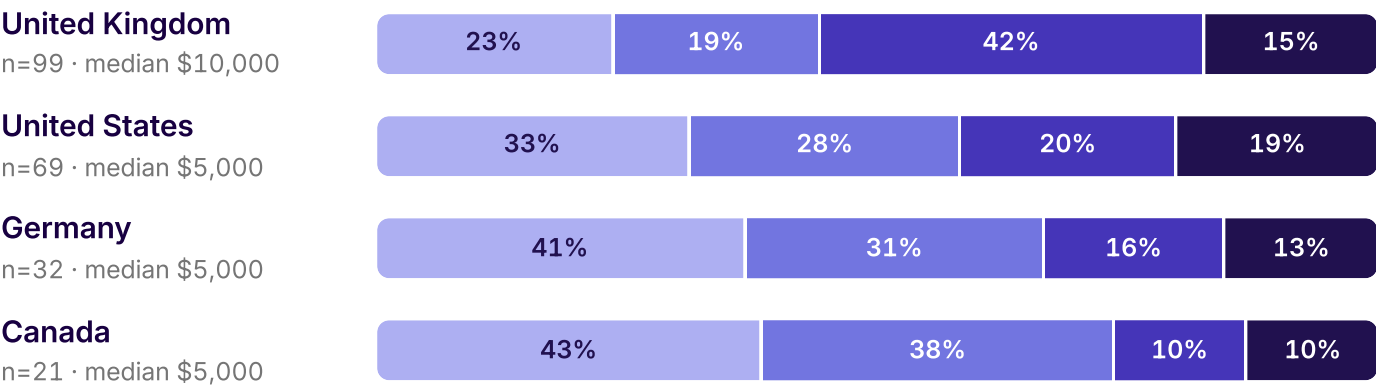
Each square is 1% of the 428 firms that publish a minimum project size.

■ \$1,000 or less	35.3%
■ \$1,500 – \$9,999	32.9%
■ \$10,000 – \$24,999	20.6%
■ \$25,000 or more	11.2%

Minimums by country

Countries with at least 20 firms publishing a minimum.

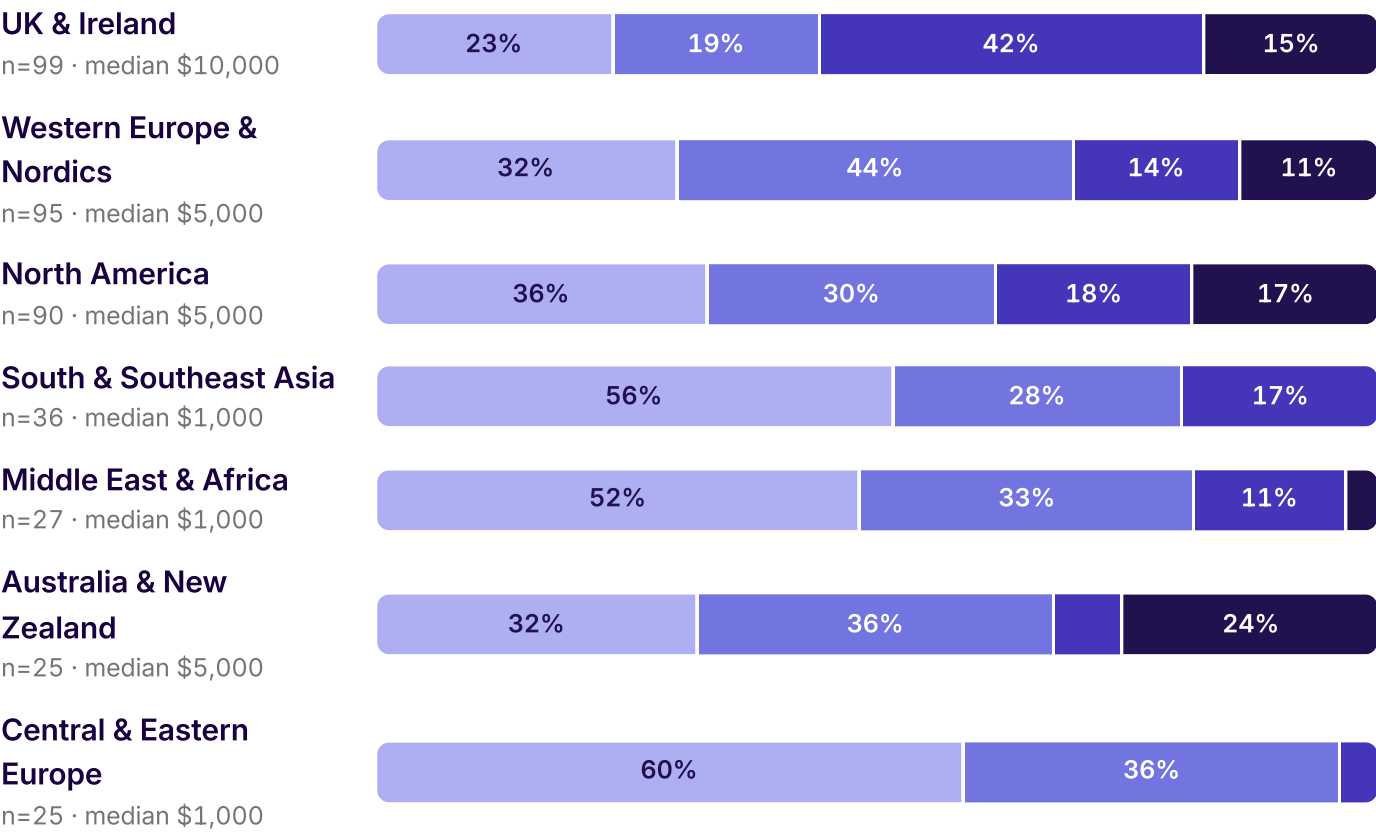
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United Kingdom	99	\$10,000	23.2%	19.2%	42.4%	15.2%
United States	69	\$5,000	33.3%	27.6%	20.3%	18.8%
Germany	32	\$5,000	40.6%	31.3%	15.6%	12.5%
Canada	21	\$5,000	42.9%	38.1%	9.5%	9.5%

Minimums by region

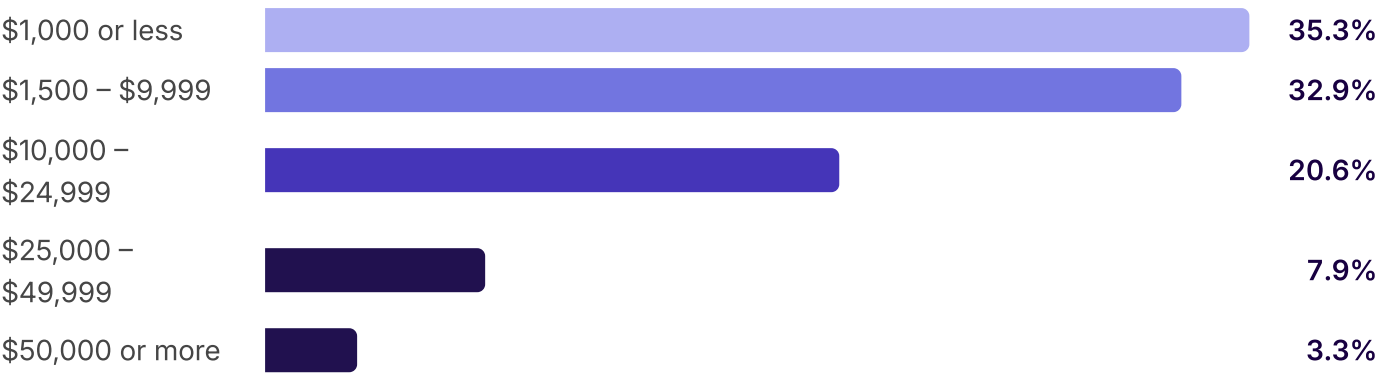
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
UK & Ireland	99	\$10,000	23.2%	19.2%	42.4%	15.2%
Western Europe & Nordics	95	\$5,000	31.6%	44.2%	13.7%	10.5%
North America	90	\$5,000	35.6%	30%	17.7%	16.7%
South & Southeast Asia	36	\$1,000	55.6%	27.7%	16.7%	0%
Middle East & Africa	27	\$1,000	51.9%	33.3%	11.1%	3.7%
Australia & New Zealand	25	\$5,000	32%	36%	8%	24%
Central & Eastern Europe	25	\$1,000	60%	36%	4%	0%

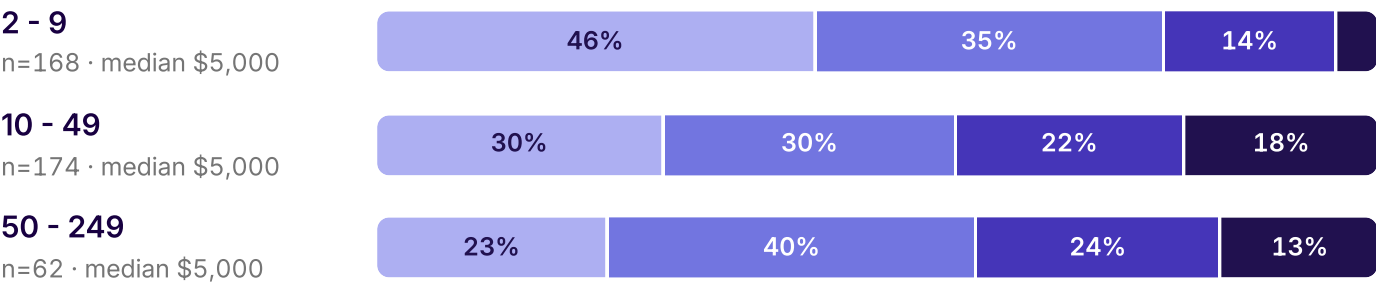
Published minimum bands

Share of the 428 firms that publish a minimum, by the band they publish.



Minimums by team size

■ \$1,000 or less ■ \$1,500 – \$9,999 ■ \$10,000 – \$24,999 ■ \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	168	\$5,000	46.4%	35.1%	13.7%	4.8%
10 - 49	174	\$5,000	29.9%	30.4%	21.9%	17.8%
50 - 249	62	\$5,000	22.6%	40.3%	24.2%	12.9%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
New York	United States	14	\$25,000	14.3%	78.6%	57.1%
Glasgow	United Kingdom	14	\$10,000	21.4%	71.4%	0%
Chester	United Kingdom	10	\$7,500	10%	50%	10%
Dallas	United States	11	\$5,000	36.4%	45.5%	9.1%
Birmingham	United Kingdom	10	\$5,000	20%	40%	20%
Bournemouth	United Kingdom	10	\$5,000	40%	40%	0%
Berlin	Germany	14	\$5,000	21.4%	35.7%	14.3%
Brussels	Belgium	13	\$5,000	30.8%	30.8%	15.4%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Orlando	United States	11	\$5,000	27.3%	27.3%	9.1%
Miami	United States	12	\$5,000	41.7%	25%	8.3%
Kansas City	United States	13	\$5,000	38.5%	23.1%	7.7%
Lisbon	Portugal	10	\$5,000	30%	20%	10%
Barcelona	Spain	12	\$5,000	16.7%	16.7%	0%
Kuala Lumpur	Malaysia	12	\$5,000	41.7%	16.7%	0%
Paris	France	12	\$5,000	8.3%	16.7%	0%
İstanbul	Turkey	14	\$3,000	50%	14.3%	7.1%
Copenhagen	Denmark	10	\$3,000	50%	10%	10%
Hồ Chí Minh	Vietnam	12	\$1,000	58.3%	16.7%	0%
Islamabad	Pakistan	12	\$1,000	66.7%	16.7%	0%
Dubai	United Arab Emirates	13	\$1,000	53.8%	15.4%	0%
Hamburg	Germany	12	\$1,000	66.7%	8.3%	8.3%
Prague	Czech Republic	14	\$1,000	71.4%	7.1%	0%

Methodology

Population	Firms listed on 43 Edvido city pages for web design agencies, collected from the public listing API on 2026-10-21.
De-duplication	One record per firm within the category (by website, else name); a firm listed in several cities is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, Web Design Pricing Data 2026 (<https://www.edvido.com/web-design-agencies/pricing>). Full guide and live data: <https://www.edvido.com/web-design-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/web-design-agencies.json>.

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